



# Citizen Report FY2023

[TheRideCitizenReport.org](https://TheRideCitizenReport.org)



"We had many opportunities in our Fiscal Year 2023 to meet with the public and gain important feedback on a variety of our initiatives, from our Zero Emissions Buses, to our Title VI programming and our proposed service improvements as part of the Long-Range Plan. We value and appreciate our community members who took the time to provide their comments. We're excited for all that we have in store in Fiscal Year 2024, including new services, thanks to the approved Millage that goes into effect in 2024. The team is hard at work preparing for these new initiatives, such as the Washtenaw Avenue Express Route and more frequent service. Thank you for instilling your trust in TheRide. We look forward to continuing to get you where you need to go."

—Matt Carpenter, CEO



"On behalf of TheRide's Board of Directors, I'm proud of all that the staff of TheRide accomplished in Fiscal Year 2023. They made many strides for improvements to its service and laid the groundwork for continued advancements to the offerings that the organization makes to the community."

—Kathleen Mozak, TheRide Board of Directors



## Ridership

TheRide is pleased to see a ridership increase of 29% between FY2022 and FY2023.

This year's ridership recovery rate, compared to ridership levels before the pandemic, is in line with the national average of 69%.

Looking ahead, TheRide anticipates further ridership increases as we introduce an express route in the Washtenaw Ave corridor, expanded hours of service, and increased frequencies on weekends starting in 2024.



**85,559**  
RIDES



**10,577**  
RIDES



**1,088**  
RIDES



**521**  
RIDES

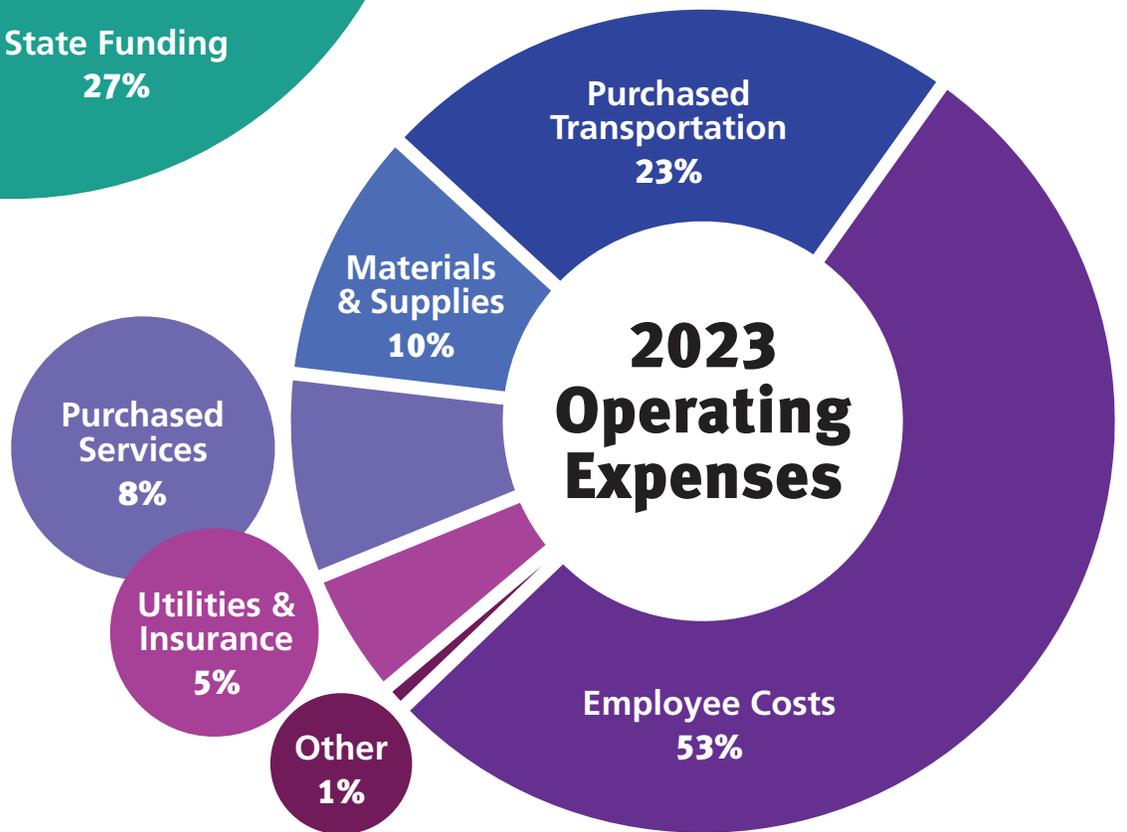
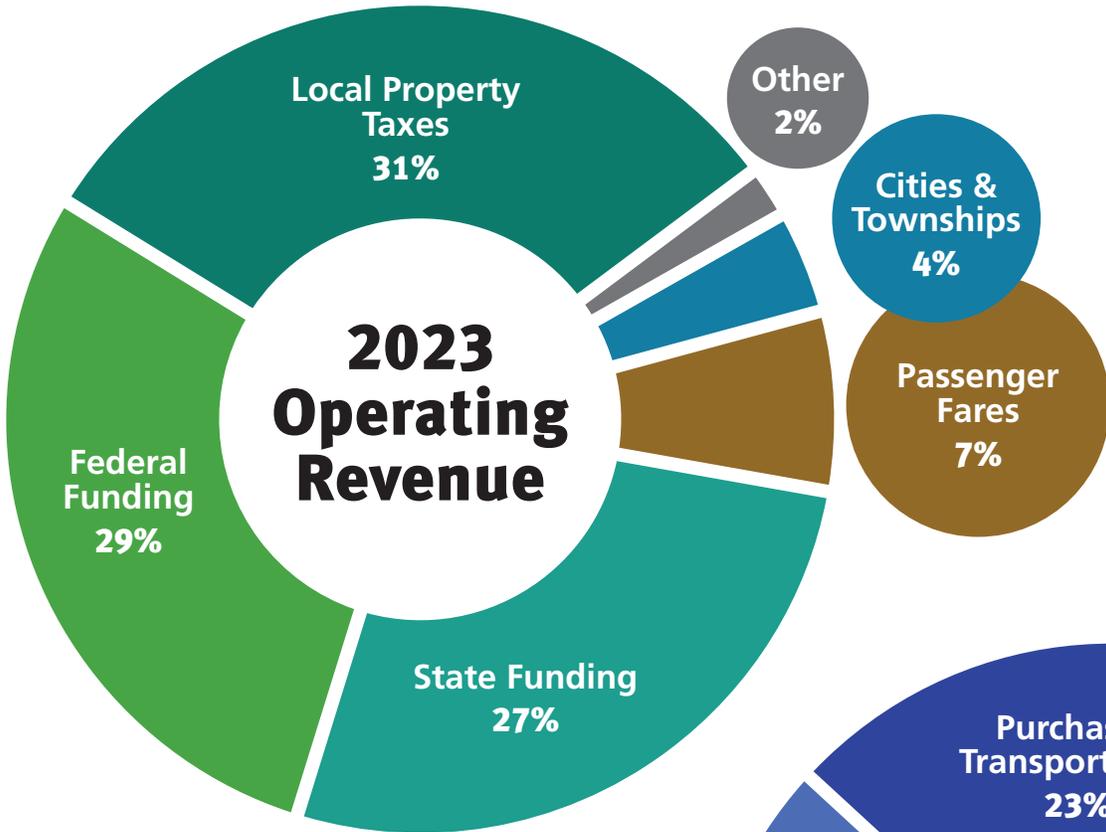


**15,429**  
RIDES



**160,144**  
PASSENGER TRIPS

# FY2023 Financials



Successfully Compliant  
2023 Audit



# Ypsilanti Transit Center

## Information Specialists Begin Serving Ypsilanti Transit Center

On August 1, 2023, for the first time in the agency's history, TheRide's Information Specialists began serving the Ypsilanti Transit Center, allowing tokens and passes to be sold at that site.

The move to bring staff to the Ypsilanti Transit Center came from the community's approval of TheRide's millage in August 2022, and though millage funds were not yet available until 2024, TheRide was able to prioritize the important service and bring the Information Specialists to the transit center ahead of schedule.



## Looking Ahead

TheRide continues to work with the community and the city of Ypsilanti on planning for the Ypsilanti Transit Center. In addition, TheRide is planning public engagement opportunities to learn what's important to our community in the new center.

**To stay up to date on the project, visit [TheRide.org/about/projects](https://TheRide.org/about/projects).**

## Peters Funding

TheRide thanks U.S. Senator Gary Peters for his supporting in securing \$300,000 in federal funding for the planning stages of the Ypsilanti Transit Center. The funding was a part of the bipartisan federal funding bill.

## Dingell Funding

TheRide appreciates Congresswoman Debbie Dingell's support for the construction of the new, larger and improved Ypsilanti Transit Center. Thanks to her request and support, TheRide received a \$7 million funding request for the construction of the estimated \$18–20 million building. The federal funding was secured as part of the FY2023 omnibus appropriations package.



# Washtenaw Express

## Funding Award

TheRide was selected to receive \$2.1 million in federal funding from the Southeast Michigan Council of Governments (SEMCOG) as part of SEMCOG's Carbon Reduction Program. The Washtenaw Avenue Express Bus was selected for this program. This express service will have limited stops, allowing for a faster and more reliable service connecting Ann Arbor and Ypsilanti.

TheRide is busy working to finalize this service and its scheduled to launch in May 2024!



## August 2024 Service Changes

### Fall 2023 Public Engagement

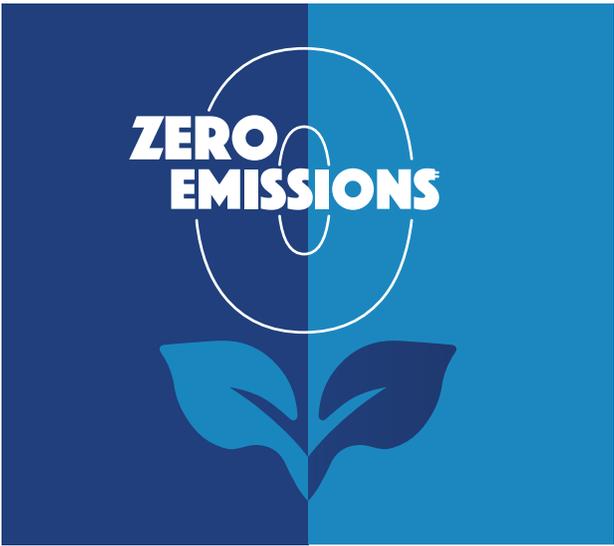
During the Fall 2023, TheRide accepted public feedback on the proposed service changes that will go into effect in August 2024 as part of its Long-Range Plan and Millage approved in 2022. The proposed improved service includes:

- A limited-stop express route between Ann Arbor and Ypsilanti along Washtenaw Avenue (expected to launch in May 2024)
- Extended weekday and weekend fixed-route service hours
- Expanded FlexRide Late Night and Holiday Service

Thank you to everyone who took the time to voice their feedback.

## Title VI

In the Summer 2023, TheRide updated its Title VI program and accepted public feedback on the topic. The program is reviewed every three years to ensure TheRide is in compliance and to make any necessary updates to the program and policy. **For information on the 2023 updates, visit [TheRide.org/title-vi](https://www.theride.org/title-vi)**



# Zero Emission Buses

## Public Engagement

TheRide met with the public in the Fall of 2022 and the Fall of 2023 to discuss Zero Emission Bus options and gain feedback on TheRide’s recommendations. TheRide thanks all that provided their comments.

Through extensive discussions with the public and TheRide’s Board of Directors, TheRide provided an updated recommendation of a project which would span 4–5 years and include 2 hydrogen fuel cell buses and equipment and the addition of hybrid diesel-electric buses that will begin reducing emissions as early as 2025–2026.

## Technology

### Text My Bus Signage

In an effort to make it even easier for riders to have access to bus arrival time, TheRide installed new signs at all of its 1,100+ bus stops in our service area with Text My Bus information. The new signs have route numbers that serve the stop, specific bus stop number information and a QR code to easily access bus stop information. With these details, riders can text to find out real-time details of when their bus will be arriving at their stop.



# getDowntown

## go!passes

The go!pass program served 253 employers in Downtown Ann Arbor in Fiscal Year 2023. More than 1,780 Downtown Ann Arbor employees used go!passes to use TheRide's fixed-routes and FlexRide to get to work. Grant funding from the Ann Arbor Downtown Development Authority covered 284,157 rides, which was over 135% more rides than in Fiscal year 2022!

## Alternative Commute Challenges

The getDowntown program engaged more than 500 community members during Conquer the Cold, Commuter Challenge and the new World Car-Free Challenge in Fiscal Year 2023.

91% of participants were new to the CommuteandWin.org platform!



## World Car-Free Challenge

# Community Involvement

## Partnership with AADL/YDL Free Rides

TheRide partnered with the Ann Arbor District Library and the Ypsilanti District Library to provide free rides every Saturday and Sunday June 10–August 27 with a valid library card. This promotion was a part of the library's annual summer games events. The free rides promotion generated over 3,400 rides, and had an increase of free ride ridership of 35% over the year prior.



## Community Events

TheRide enjoyed being a part of many community events this fiscal year including Parkridge Festival in Ypsilanti Township and hosting a table during the Downtown Ann Arbor Trick or Treat event. TheRide also sponsored a number of events such as The Women's Center of Southeastern Michigan annual event, the Juneteenth celebration in Ypsilanti, Rutherford Pool and Ann Arbor Summer Fest. We look forward to being present at even more events in Fiscal Year 2024.



# Board of Directors

Kathleen Mozak, *Chair*

Michael Allemang, *Treasurer*

Jesse Miller, *Secretary*

Kyra Sims

Simi Barr

Rich Chang

Susan Pollay

Chris Allen

Monica Ross-Williams

Julie Grand

# Member Communities

## City of Ann Arbor

Christopher Taylor, *Mayor*

## City of Ypsilanti

Nicole Brown, *Mayor*

## Ypsilanti Township

Brenda Stumbo, *Supervisor*

# Purchase of Service Communities

## Pittsfield Township

Mandy Grewal, *Supervisor*

## Superior Township

Kenneth Schwartz, *Supervisor*

## Scio Township

Will Hathaway, *Supervisor*