



It is the mission of the Ann Arbor Transportation Authority to provide useful, reliable, safe, environmentally responsible, and cost-effective public transportation options for the benefit of the Greater Ann Arbor Community.

Approved Minutes
February 16, 2012
Ann Arbor Transportation Authority
Board of Directors Meeting
Ann Arbor District Library, 343 South Fifth Avenue, Ann Arbor, Michigan, 6:30 p.m.

Board Members Present: Jesse Bernstein (Chair), Eli Cooper, Anya Dale, Charles Griffith, Roger Kerson, David Nacht

Staff Present: Terry Black, Ron Copeland, Dawn Gabay, Michael Ford, Jan Hallberg, Ed Robertson, Mary Stasiak, Al Thomas, Phil Webb, Chris White

Guests: Hugh Clark, CJI Research Corporation; David Read, u196 Board

Recording Secretary: Karen Wheeler

Chairman Jesse Bernstein declared that a quorum was present and called the meeting to order at 6:34 p.m.

1.0 *Public Hearing*

There was no public hearing.

2.0 *Communications and Announcements*

Jesse Bernstein welcomed David Read, a member of the Unincorporated 196 Board representing the North Central portion of the county. David Nacht acknowledged Mr. Read for his dedication as a public servant.

3.0 *Presentation on Community Survey Results by Hugh Clark, CJI Research Corporation*

Hugh Clark from CJI Research Corporation made a presentation on the results of a survey of Washtenaw County voters conducted in November 2011. The survey was a follow-up to a 2009 survey to provide insight into residents' attitudes and perceptions of AATA, and more generally, public transportation.

Mr. Clark described how the survey was divided into analysis regions noting that interviews were conducted by telephone and online methods. Where there was no land line for an address, a survey was mailed.

The following highlights were included in Mr. Clark's presentation:

- Nearly 70% of respondents indicated that public transit is important
- AATA is highly regarded as an agency with 62% of respondents rating AATA services as favorable. That high regard is constant and consistent between the 2009 and 2011 surveys
- Awareness of the Transit Master Plan is higher than expected at 17%
- Without being provided prior information 54% of respondents indicated they would support a one mill property tax to fund countywide public transit
- After being given possible reasons to support or oppose a millage, when asked again about a vote, support increased from 54% to 59%; this is up slightly from the 2009 survey (the single most compelling reason to oppose transit expansion is concern about taxes)
- The service improvements proposed in the TMP and important to residents are: door-to-door service for senior citizens and people with disabilities; new service using small vehicles where there are not enough people for regular bus service; and express bus service between park and ride lots and employment centers
- Use of public transit in the county is high with 40% of respondents indicating that they or someone in the household used public transit within the past year

Jesse Bernstein thanked Mr. Clark for his presentation.

4.0 *Public Time – Comment on Agenda Items*

Jim Mogensen commented on the CEO report in the Board packet suggesting that providing additional bus service to the Plymouth and Green park and ride lot pits resident non-commuters against nonresident commuters and indicating that residents will always lose. Mr. Mogensen noted that since bus service to the area was reduced, he stopped using the bus.

Thomas Partridge appeared before the Board. Mr. Partridge declared the importance of expanding public transportation countywide and region-wide, especially to Wayne County and the City of Detroit. Mr. Partridge urged the Board to formulate a plan and publish a timeline for placing an initiative on the ballot.

No one further appearing, Mr. Bernstein declared public time closed.

5.0 *Review and Approval of Minutes*

5.1 *Review and Approval of Minutes of January 19, 2012*

Eli Cooper moved approval of the minutes as written with support from Anya Dale. The motion carried.

6.0 *Board and Staff Reports*

6.1 *Chief Executive Officer*

Michael Ford provided highlights from his written report to the Board. Mr. Ford noted that extensive work on Airport Service and the Transit Master Plan had taken place over the past month.

Mr. Ford reported on work by a subgroup of the Local Advisory Council to revise the ARide Carry on Policy. The group recommended eliminating the limit of personal items, with the stipulation that personal items cannot displace passengers from traveling. Mr. Ford noted that if personal items are in excess of what can be transported on paratransit service, riders will have alternatives to get home. Mr. Ford complimented the committee for their work and recommendation.

Mr. Ford noted three resolutions endorsed by the Planning and Development committee and commented on the Performance Monitoring and External Relations Committee meeting. The majority of the PMER meeting was spent discussing the community survey results.

An update was provided on the Transit Master Plan where preparations were being completed for a February 29 Financial Task Force (FTF) meeting. The FTF was expected to make a recommendation to subsequently be presented to the u196 Board on March 5.

Mr. Ford reported on an open house scheduled for March 2 in the Ann Arbor City Council chambers to update Council, AATA Board members, u196 Board members and the public on the FTF. It was noted that a second round of District Advisory Council meetings was being planned and scheduled to start within the month. Mr. Ford reported that fully executed Act 7 Agreements had been filed with the State of Michigan and would be included with the final Articles of Incorporation. Mr. Ford complimented Sarah Pressprich Gryniewicz for completing the filings of the Act 7 Agreements.

Mr. Ford reported on positive feedback received on expanded service on Route #4. Ridership on the route increased 8% in the first week. Mr. Ford noted that ridership for all service was up, and indicated that Express Bus Service ridership increased by 67% compared to the same period a year ago.

Mr. Ford noted that progress continues on the Vanpool, Marketing Plan, BTC reconstruction and headquarters expansion projects. Mr. Ford referred to his written report for details.

6.1.1 *Website Redevelopment*

Jan Hallberg provided a status update on the Website Redevelopment project. There are two different sections to the website. The first part is “basic” and is being critiqued and looked at in a test environment. The second part of the site is adding custom functionality. When the site is launched it will include all functionality in the current website and two other phases with additional functionality. All of the components will be tested as the project moves forward to rollout.

Population of content is expected to take place within the next month. The new website has a content management system whereby each department in the organization will have the ability to keep their content up to date real time. Employees will receive training and further testing is scheduled to take place in April.

6.2 *Planning and Development Committee*

Anya Dale reported on the Planning and Development Committee meeting. The committee endorsed three action items. A resolution to submit the FY2013 application for funding to MDOT passed. The application will include a proposed operating budget. Because of the Transit Master Plan and prospective new services, the maximum amount has been requested. The budget can be adjusted once the FY2013 operating budget is more defined.

The committee endorsed award of a contract for Airport Service and establishing fares for the service. Staff presented information about promotion to be involved in the service including signage and community partners to get the word out. A report was received on the Transit Master Plan, specifically work that has expanded from the original mission. The committee endorsed a resolution to extend the contract with Steer Davies Gleave for additional outreach efforts.

The committee provided input on a draft agenda for the Board’s annual planning retreat. The u196 Board will be included in a portion of the retreat.

6.3 *Performance Monitoring and External Relations Committee*

Charles Griffith reported on the Performance Monitoring and External Relations

Committee meeting. The committee received a preview of the community survey results and a presentation from Pace & Partners on the Marketing Plan.

The marketing plan includes an analysis of the communication and marketing functions within the organization. There is a recommendation to look at the work in terms of functional areas to move the work forward. Staff provided information on how the plan recommendations match up with what AATA currently does. The area of internal relations was identified as the biggest gap. Staff will continue to digest the information and will report back to the Board with additional recommendations to move the plan forward.

The committee discussed financial and operating data including continued ridership increases.

6.4 *Local Advisory Council*

Cheryl Weber reported on the Local Advisory Council meeting. The council received a presentation on the Blake Transit Center and discussed accessibility of the new facility. The council discussed the LAC subgroup's recommendation to modify the ARide Carry on Policy to define limits in a different way such that the items people can carry on are defined by those that can be contained within the space one person can occupy in a vehicle. This is in consideration for shared rides.

The subgroup identified options for a person to get home, if the number of parcels cannot be accommodated on a shared ride trip. The customer can choose another carrier, or another vehicle can be sent which would become premium service. If the individual does not have the cash fare, they will be billed, and not left without a way to get their items home. The subgroup will continue to consider a vision for ways to accommodate people who need to make a full shopping trip.

7.0 *Question Time*

Roger Kerson asked how the expanded trips on Route #4 were being handled in terms of personnel. Ron Copeland responded that five new part-time employees were hired to cover the work.

David Nacht noted ridership increases and complimented Michael Ford for the enhancements to service made under Mr. Ford's leadership. Mr. Nacht indicated that the increased response to demand helps more people get to where they need to go and is a good use of tax dollars.

Charles Griffith commented on the expense per passenger and per service mile down 10

and 14% respectively suggesting increased efficiency in providing service. Mr. Griffith thanked the Local Advisory Council for taking up the issue of the Carry on Policy and for continuing to explore ways to be more accommodating, understanding and flexible while working within the complexity of a shared ride situation.

8.0 *Old Business*

There was no Old Business for the Board to consider.

9.0 *New Business*

9.1 *Committee Assignments*

Jesse Bernstein assigned Anya Dale Chair of the Planning and Development Committee.

Mr. Bernstein assigned Eli Cooper to the Planning and Development Committee.

Roger Kerson moved the following resolution with support from Charles Griffith. Mr. Kerson read the resolution in to the record.

9.2 *Resolution of the Ann Arbor Transportation Authority Board to continue work on improving transit services in Ann Arbor and Washtenaw County and offer conditional support for the State Regional Transit Authority legislation*

WHEREAS, the AATA Act 55 Board initiated a process in 2009 to plan for better service to the citizens of Ann Arbor and the surrounding communities; and

WHEREAS, the Transit Master Plan, guided by a 30 year vision, was created after gathering input all stakeholders from across the county; and

WHEREAS, a 5-Year Transit Program is an appropriate foundation on which to start to build transit services that support Washtenaw County's economy, quality of life, environment, and social justice values and sets the stage for implementing improved connectivity throughout Southeastern Michigan; and

WHEREAS, 21 of the 26 local governments in the county are actively participating in creating a service plan and funding mechanisms to be governed by a newly chartered Act 196 Board and the door is open for the other five local governments to join; and

WHEREAS, the Financial Task Force, a committee of local business, government, and university leaders has reviewed the vision and will be recommending a service plan and funding options; and

WHEREAS, the State Legislature has introduced legislation for consideration to create a Southeastern Michigan Regional Transit Authority, create new county and state transportation funding, revise Act 51; and

WHEREAS, the Federal legislators have started deliberations on a Transportation Reauthorization bill; and

WHEREAS, the Ann Arbor Transportation Authority Board supports and is working with a group of representatives that is modeling their work on how the Act 196 Board (u196 Board) may function to develop a 5-Year Service Implementation Plan, focusing on improving local and county connections, with continued input from the Financial Task Force, District Advisory Committees, public officials, and citizens of Ann Arbor and Washtenaw County, and;

WHEREAS, the Ann Arbor Transportation Authority Board supports finalizing a Public Transportation Agreement with elected and appointed local government leaders from Washtenaw County, City of Ann Arbor, and City of Ypsilanti to establish clear leadership and define the process to form a countywide authority; and

WHEREAS, the Ann Arbor Transportation Authority Board and staff will continue to work with State Legislators, local leaders, the u196 board, Financial Task Force, District Advisory Committees, advisers, and the public to evaluate the State and Federal legislation and its impact on implementing the Transit Master Plan.

Therefore, The AATA Act 55 Board resolves the following:

The AATA Board will continue to provide and improve transit service to the City of Ann Arbor and surrounding communities as funding permits.

The AATA Board will participate in the open, transparent process of designing a governance, service, and funding plan to implement the TMP vision through the unincorporated Act 196 board, the District Advisory Committees chaired by the representatives who comprise the u196, and the Finance Task Force chaired by Robert Guenzel and Albert Berriz

The AATA Board supports the development of a regional transit authority to provide connector corridor transit services in southeast Michigan and will participate in the planning and implementation of these services.

In order to guarantee and assure the continuation of existing services, funding for a southeast Michigan Regional Transit Authority must be new, additional funding so the existing (and future state and federal funding) for the current Ann Arbor Transportation Authority Board, and any Board that supersedes it, will not be negatively impacted.

Board members discussed the resolution. Jesse Bernstein commented on the huge task undertaken to look at how to best serve the county with transportation for the next 30 years. Mr. Bernstein noted that many questions around the process have come up over the past few weeks and that the resolution was aimed at providing a clear statement of the where the Board is at now, and where it is headed.

The development of Regional Transportation Authority legislation was acknowledged. A suggestion was made for the Board to be supportive of the RTA effort through a willingness to provide connector services, while including a condition that the level of service provided by the Authority will be maintained.

Eli Cooper offered an amendment to add “important connector” to the following clause:

The AATA Board supports the development of a regional transit authority to provide connector corridor transit services in southeast Michigan and will participate in the planning and implementation of these important connector services.

David Nacht supported the amendment which carried.

Board members further discussed the proposed legislation. It was not known if the language included the prospect of attempting to capture a portion of AATA’s funding stream for other services. It was noted that the language is being fleshed out and is not yet final.

Eli Cooper offered a second amendment to the resolution adding the following underscored language:

In order to guarantee and assure the continuation of our role in providing local transit and existing services, funding for a southeast Michigan Regional Transit Authority must ~~be~~ provide for coordination of any new, additional funding so that the existing (and future state and federal funding) for the current Ann Arbor Transportation Authority Board, and any Board that supersedes it, will not be negatively impacted.

David Nacht supported the amendment. The resolution, as amended, carried.

Eli Cooper moved the following resolution with support from Anya Dale.

9.3 *Resolution of Intent to Apply for Financial Assistance for FY2013 under Act 51 of the Public Acts of 1951, as Amended*

WHEREAS, pursuant to Act 51 of the Public Acts of 1951, as amended (Act 51), it is necessary for the Ann Arbor Transportation Authority (AATA) established under Act 55 of 1955 to provide a local transportation program for the state fiscal year of 2012 and, therefore, apply for state financial assistance under provisions of Act 51; and

WHEREAS, it is necessary for the AATA, to name an official representative for all public transportation matters, who is authorized to provide such information as deemed necessary by the State Transportation Commission or department for its administration of Act 51; and

WHEREAS, it is necessary to certify that no changes in eligibility documentation have occurred during the past state fiscal year; and

WHEREAS, the performance indicators for this agency have been reviewed and approved by the AATA; and

WHEREAS, the AATA, has reviewed and approved the proposed balanced budget and funding sources of estimated federal funds \$3,023,440, estimated state funds \$10,988,677, estimated local funds \$12,673,833, estimated fare box \$6,552,000, estimated other funds \$151,000, with total estimated expenses of \$33,388,950.

NOW THEREFORE, be it resolved that the AATA hereby makes its intentions known to provide public transportation services and to apply for state financial assistance with this annual plan, in accordance with Act 51; and

HEREBY, appoints Michael G. Ford as the Transportation Coordinator, for all public transportation matters, who is authorized to provide such information as deemed necessary by the State Transportation Commission or department for its administration of Act 51 for 2012.

Chris White reported on transportation funding under Act 51 and explained the importance of submitting plans under the Transit Master Plan. Mr. White commented on a recent conference call briefing with the MDOT Deputy Director to explain the budget increase and potential implications of the TMP.

The motion carried.

David Nacht moved the following resolution with support from Charles Griffith.

9.4 *Resolution to Award a Contract to Indian Trails to Provide Public Transit Service between Ann Arbor and Detroit Metropolitan Airport*

WHEREAS, the Ann Arbor Transportation Authority (AATA), in fulfilling its mission to provide public transportation options for the Greater Ann Arbor Community, wishes to provide regularly scheduled public transit service connecting the Blake Transit Center (BTC) and selected other Ann Arbor locations with the Detroit Metro Airport (DTW) (where further connections may be made via the Suburban Mobility Authority for Regional Transit), and

WHEREAS, federal regulations require the participation of private transportation companies to the maximum extent feasible in the provision of public transportation, and to this end AATA complied with these regulations and federal purchasing requirements by issuing Request for Proposal (RFP) #2011-17, and

WHEREAS, AATA has determined that the most qualified proposal for this service was submitted by a private corporation known as Indian Trails, Inc., doing business as Michigan Flyer (MI Flyer), which has offered to provide public transportation services to DTW at a cost that includes both revenue-sharing and over-all cost-sharing arrangements with AATA, and

WHEREAS, subsequent negotiations with Indian Trails, Inc., have yielded satisfactory agreements in the areas of Customer Service, Marketing, Ticketing, Fares, Operations (including boarding locations), Vehicles (including customer amenities), Schedules, Safety and Performance Standards, and other such important public concerns pertinent to the use and operation of public transportation services, now therefore

IT IS RESOLVED; that AATA shall award a contract to Indian Trails, Inc., to provide regularly scheduled public transit service between Ann Arbor and DTW for a period of two years at a cost of \$2.56 per service mile, and that the total cost for such contract shall not exceed \$700,000 per year without the specific consent of the Board, and

IT IS ALSO RESOLVED; that such contract shall provide for the ongoing flexibility of AATA to enact minor changes to the overall operation of the services for the increased benefit of the public, and

IT IS FINALLY RESOLVED; that the contract shall provide for the option of three one-year extensions at a price to be mutually agreed to by all parties prior to any such extension.

David Nacht described his nine year quest for bus service from Ann Arbor to Metro Airport. Mr. Nacht outlined some of the benefits of a public private partnership with Indian Trails as well as benefits to the community. Mr. Nacht complimented staff for their tremendous effort to help bring about the service.

Roger Kerson questioned the level of unrestricted net assets that would be used to cover costs of the service. The budgeted figure is \$302,000; however, due to only six months of expenses this fiscal year is expected to be \$151,000. It was noted that in two years a portion of the funds (estimated \$130,000) is expected to be recovered through additional mileage going into the National Transit Database. Mr. Kerson suggested that

the future recovery of funds be included in background materials. Mr. Kerson noted that reserves are also being used for the Route #4 service expansion and indicated that expanded funding will be needed sooner than later.

Local partnerships to support the Airport Service were noted as a future resource to sustain the service. Michael Ford reported that state operating assistance is part of the funding equation due to the service being public transportation. Mr. Ford commented on the agreement with Airport authorities for signage. Details on the excellent airport shuttle service in Portland, Oregon (service formerly managed by Mr. Ford) were shared.

The motion carried.

David Nacht moved the following resolution with support from Eli Cooper. Roger Kerson read the resolution into the minutes.

9.5 *Resolution to Establish Fares for AirRide Service between Ann Arbor and Detroit Metropolitan Airport*

WHEREAS; the Ann Arbor Transportation Authority (AATA) will provide inexpensive, safe, and regularly scheduled bus transportation (known as AirRide) between posted stops in Ann Arbor and both terminal buildings at Detroit Metro Airport (DTW) through a partnership with Indian Trails (dba Michigan Flyer), and

WHEREAS; the public-private partnership between AATA and Indian Trails provides that Indian Trails shall retain the first \$250,000 of fares collected each year of the contract; and that fares collected in excess of \$250,000 each year shall be used to offset the cost to AATA of the AirRide services provided by Indian Trails, and

WHEREAS, the AATA Board of Directors establishes both regular fares and special promotional fares for all services offered by the Authority, now therefore

IT IS RESOLVED; that the regular fares for AirRide service shall be as follows:

	<u>Advance Reservation</u>		<u>Fully Refundable</u>		<u>Cash Walk-up</u>
	Restricted Refundable With 48 Hour Notice		Up to time of Departure		Exact Fare
	<u>1 Way</u>	<u>RT</u>	<u>1 Way</u>	<u>RT</u>	<u>1 Way</u>
Standard Fare	\$12	\$22	\$15	\$30	\$15
Seniors Fare*	6	11	7.50	15	7.50
ADA Fare*	6	11	7.50	15	7.50
Passes*	12	22	15	30	15
Students (6—17)*	7.50	0	7.50	0	7.50
Children 5 and under*	Free	Free	Free	Free	Free

*Seniors must be 65 or older with an AATA issued Senior Card;
 ADA Fare requires an AATA issued ADA Card or Medicare Card;
 Passes include: Fare Deal, Go!Pass; MCard; or other AATA sponsored or issued passes
 Students and Children 5 and younger must be accompanied by at least one Standard Fare paying adult.
 Passengers riding with a discount pass or ticket must be able to present proof of eligibility.

IT IS FURTHER RESOLVED; that the Standard Fare (with Advance Reservation only) may

be reduced to \$10 one way and to \$20 round trip during the special introductory promotion of AirRide service to the community; and that volume discounts may be available for groups of up to eight individuals when travelling together.

The motion carried.

Anya Dale moved the following resolution with support from David Nacht.

9.6 *Resolution Authorizing Extension of Contract with Steer Davies Gleave*

Whereas, the Ann Arbor Transportation Authority Board of Directors authorized execution of a contract with the firm Steer Davies Gleave (SDG) for the development of a Transit Master Plan (TMP) on April 21, 2010, and,

Whereas, the existing contract provides for the option of extending the contract to include the provision "Implementation Assistance" by the consultant, and

Whereas, a contract extension for "Implementation Assistance", authorized for an amount not-to-exceed \$193,317.72 and executed in July 2011, has enabled significant on-going progress toward developing countywide transit, including: support to an ad hoc Countywide Transit Financial Task Force as it has worked toward developing recommendations for funding various elements of the Transit Master Plan; establishment of citizen forums in each of the individual districts for the purposes of development of "District Recommendations" for services, taking into account the particular needs and desires of the various geographic sub-areas of Washtenaw County, and; the commencement of detailed service development plans for specific services in consultation with the local communities participating in the Countywide Transit planning process, including an examination of issues related to fares and ticketing.

Whereas staff has determined that an extension of the contract with SDG would be prudent and allow for on-going support to the Countywide Transit effort, by undertaking the following tasks:

- A continuation and enhancement of the District Advisory Committee's (DAC's) throughout Washtenaw County, building on the success of previous efforts, in order to maximize public participation in the development of the Five Year Program, and to ensure that the Program is responsive to the needs of the region's citizens.
- Provision of remaining support needed by the Financial Task Force, including revisions to the financial documents they are using for their deliberations.
- A more comprehensive examination of the existing AATA fare structure, with recommendations for streamlining and increasing user-friendliness of the fare and ticketing systems, proposals to eliminate redundant or obsolete media or

policies, proposals to introduce new media or policies that take advantage of state-of-the art technologies,

- Continuation of work needed to define the operating model for providing dial-a-ride service countywide, as input to the Five Year Program.
- Accomplishment of needed analytical, descriptive and publishing work to complete the Five Year Program document, including inclusion of the financial constraints recommended by the u196 Board (based on the Financial Task Force recommendations) and the comments and other input coming from the DAC's.

Whereas, the Planning and Development Committee unanimously supported the recommendation from staff, and

Whereas, funding for this work is offset by additional Federal planning grants, plus a reallocation of existing budgeted funds,

Now, Therefore, Be It Resolved, that the Ann Arbor Transportation Authority Board of Directors hereby amends Resolution 28/2011 to authorize the Chief Executive Officer to extend the authority for implementation assistance with SDG through June 2013 and to increase the amount of that authority by \$95,500 to an amount not to exceed \$288,817.72.

David Nacht spoke in favor of extending the consultant contract as the best alternative to complete additional work on the Transit Master Plan versus hiring additional staff; a longer term expense to taxpayers.

The motion carried.

10.0 *Public Time*

Cheryl Weber appeared before the Board. Ms. Weber spoke in favor of the accessibility of Airport Service for visitors and residents. Ms. Weber commented on the necessity of limiting the number of carry on packages for shared ride service to keep the program efficient and affordable.

Carolyn Grawi appeared before the Board. Ms. Grawi commented on airport service which will accommodate people with disabilities and senior citizens. Ms. Grawi inquired as to the possibility of expanding accessible service to points beyond Ann Arbor where Michigan Flyer provides service. Ms. Grawi participated on the ARide Carry on Policy committee, a collaborative effort among people in the community. Ms. Grawi encouraged continued community collaborative efforts between AATA, the Road Commission and the CIL to make improvements at the State and Ellsworth intersection.

Thomas Partridge appeared before the Board. Mr. Partridge detailed the individuals and groups he advocates for and called on the Board to pass a resolution endorsing the countywide plan with expanded service within the county and service extending to Wayne County. Mr. Partridge provided several suggestions of names for an expanded authority.

Jim Mogensen appeared before the Board. Mr. Mogensen suggested following up on confidence measures of the survey opinion poll. Mr. Mogensen commented on bus service being partially underwritten by Ann Arbor tax money reserves including express bus and expanded service on Route #4. Mr. Mogensen commented on park and ride service versus alternative transportation service.

No one further appearing, Mr. Bernstein declared public time closed.

11.0 *Adjourn*

David Nacht moved to adjourn the meeting with support from Anya Dale. The motion carried and the meeting adjourned at 8:30 p.m.

Respectfully Submitted,

Charles Griffith, Secretary