Managing and securing transportation resources that significantly enhance mobility options, to improve the quality of life for the residents and to increase economic viability of the region.

RTA UPDATE

City of Ann Arbor Transportation Commission

May 2019

About the RTA

Mission is to manage and secure transportation resources that significantly **enhance mobility options**, to **improve quality of life** for the residents and to **increase economic viability** for the region

Role of RTA	Role of Providers
Plan the program	Operate service
Coordinate with providers	Own & maintain infrastructure & fleet
Administer regional programs	Collect (and keep) fares
85% Rule compliance	Participate in regional initiatives

RTA
REGIONAL TRANSIT AUTHORITY
OF SOUTHEAST MICHIGAN

- **Update of the Regional Master Transit Plan (from 2016)**
- Development of a regional coordinated human services transportation plan
- **Development of a mobile booking pilot project for seniors and people with disabilities**
- Mobility-Oriented Development Study for the Ann Arbor to Detroit rail corridor and the Woodward corridor

- Pursuing legislation changes to the RTA's enabling statute to allow greater flexibility in the way we implement the Regional Master Plan
- Implementing a pilot project with SMART and M-1 RAIL to evaluate the benefits of Software as a Solution (SaaS)
- Evaluating other regional pilots that demonstrate the value of enhanced investment in mobility options

2019 RTA PRIORITIES

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RTA MASTER TRANSIT PLAN UPDATE

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MTP Update

- ✓ Better understanding of regional mobility needs
- ✓ Incorporating feedback (2016-2018)

CONNECT SOUTHEAST MICHIGAN

Framework Summary

July 2018 - DRAFT

RTA REGIONAL TRANSIT AUTHORITY OF SOUTHEAST MICHIGAN

- ✓ Strong support for the vision including proposed services, more frequency and the routes identified in the plan

- ✓ One size fits all doesn't work

- ✓ Long-term protection of base services being provided today by AAATA, DDOT, and SMART

- ✓ Need to better define what would be eligible for flexible funding (i.e. community transit, advanced mobility, etc.)

- ✓ Need to revisit capital investment on premium corridors

- ✓ How do we implement the plan

MTP Update

- ✓ Better understanding of regional mobility needs
- ✓ Incorporating feedback (2016-2018)
- ✓ Target services in core areas
- ✓ Responsive to changing demographics
- ✓ Responsive to new mobility and technology
- ✓ Clearly articulating investment priorities
- ✓ Capturing future Aspirational Services
- ✓ "Show me value"

2045 Regional Vision Focused on People

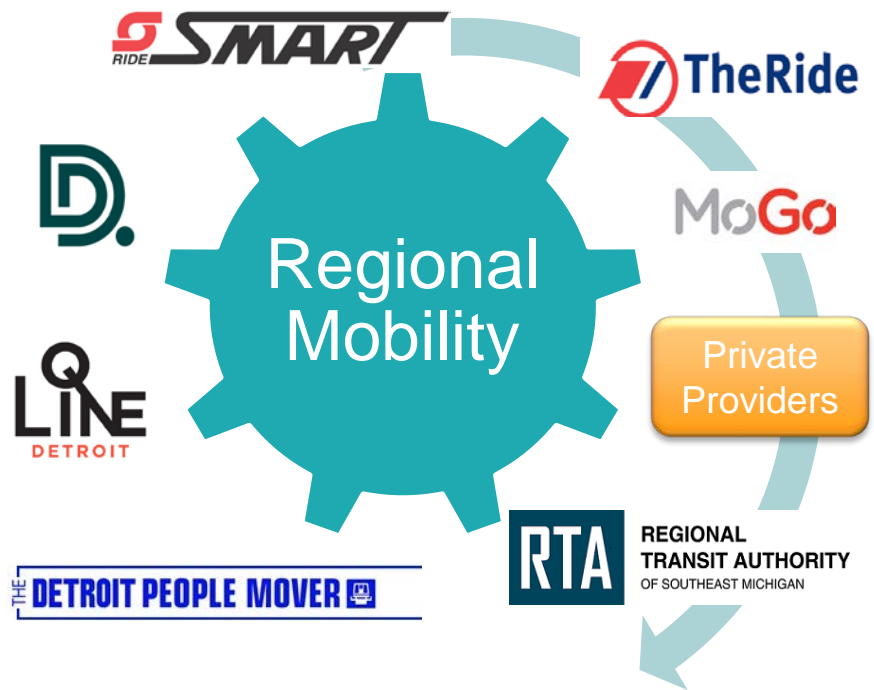**2045 RTA VISION**

Moving **R** People

Investing in **R** Future

Enhancing **R** Quality of Life

Connecting **R** Communities

2045 Regional Mobility Partnership

THE REGION'S MOBILITY PARTNERSHIP (RMP)

SMART

TheRide

D.

MoGo

Q LINE DETROIT

Private Providers

Regional Mobility

THE DETROIT PEOPLE MOVER

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RMP VISION

Moving R People

Investing in R Future

Enhancing R Quality of Life

Connecting R Communities

MASTER PLAN PRIORITIES

LOCAL BUS	SYSTEM ENHANCEMENTS
RAPID BUS	NEW MOBILITY SERVICES
AIRPORT	COMMUNITY TRANSIT
RAIL SERVICE	WORKFORCE DEVELOPMENT

Next Steps

- Refinement of Vision – May 2019
- Presentation of State of the Region – May 2019
- Refinement of Investment Priorities – June 2019
- Outreach & Engagement – June/July 2019
- Develop Funding Opportunities – July/August 2019
- Identify Benefits of Implementing the Vison – August 2019
- Assembling the Draft RMP – August 2019
- Outreach & Engagement – September 2019
- Consideration/Adoption of Plan – October 2019

IMPLEMENTATION PHASE

- Develop Rolling 5-Year Comprehensive Investment Plan (CIP)
- Fiscally Constrained Based on Available Revenues
- Developed annually and approved by the BoD
- Used to demonstrate value of investment (economic returns)
- Financial assumptions are updated annually
- Used to assure 85% return compliance

- Initial CIP could cover 2021-2025
  - ✓ BoD approval - Spring 2020 needed if we pursue a 2020 referendum

PROBLEM STATEMENT – THE BIG PICTURE

The RTA, SEMCOG, the Area Agency on Aging 1-B (AAA1B), AAATA, DDOT, and SMART seek improve the experience of ADA paratransit riders in the areas they serve. This partnership has engaged with Menlo Innovations to design a system that allows users to manage and book ADA paratransit rides across multiple counties. The observations and interviews conducted by Menlo High Tech Anthropologists® revealed a number of pain points for riders, drivers, dispatchers, schedulers and the management of the transit authorities.

Riders: Scheduling rides can be challenging for riders because of long wait times, limited availability of rides, constraints around when they need to schedule, and the need to have extensive knowledge about how the transit system works. The status of their ride is sometimes unclear. The process of applying for ADA certification is challenging because riders have to apply separately for each of the transit authorities and the wait time is long (14-21 days). Riders face additional challenges boarding rides due to physical barriers both onboard and while waiting. Process and software limitation within rides constrain their ability to get to their destination on time.

Drivers: Lack of route optimization capabilities affects driver performance and causes frustration on the behalf of their riders, who they form personal relationships with. Frequent changes in schedule en route, and the conditions of Michigan roads and traffic also affect performance. The technology they have access to does not help them solve these problems, and in some cases makes them worse.

Schedulers: Lack of fleet capacity, both in terms of the number of vehicles and the physical accommodations available, limit their ability to meet the requests of riders. They are also, in some cases, required to multitask in order to answer the high volume of calls, affecting hold times.

Dispatchers: Last minute cancellations of rides and no-shows exacerbate capacity problems, deny service for other riders, and require constant revision of the route schedule.

Transit authorities: The issues raised above not only hinder the transit authorities from being able to effectively service people in their service areas but also impact key metrics that the Transit Authorities are measured against. Funding and legal issues also constrain their ability to customize service.

PERSONA MAP

Answers the question: "Who are we solving this problem for?"

The client chooses one primary persona, 2 secondary personas and 3 tertiary personas.

The following personas were chosen by representatives from AAATA, DDOT, SMART, SEMCOG, AAA-1B, and RTA

PRIMARY PERSONA

I was chosen because…

- I am an independent rider, who travels often and for a variety of reasons

- As a blind person, if I can use the application, It will likely be accessible to others

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Carol Weather
60 years old
Paratransit rider on & off for 8 yrs.

"I'm at y'all's mercy out here."

About
- Carol became blind after her heart condition worsened 6 years ago. Sudden cold air can stop her heart and she has to be very careful getting to & from her shift at Motor City Casino in the winter
- She relies on her sister to take her to church and to drive her whenever Metro Lift can't take her
- She gets frustrated when no one at work tells her that the van has arrived

Goals
- Retire in the next five years
- Get home with enough time to fix dinner
- Surprise her sister with a birthday present
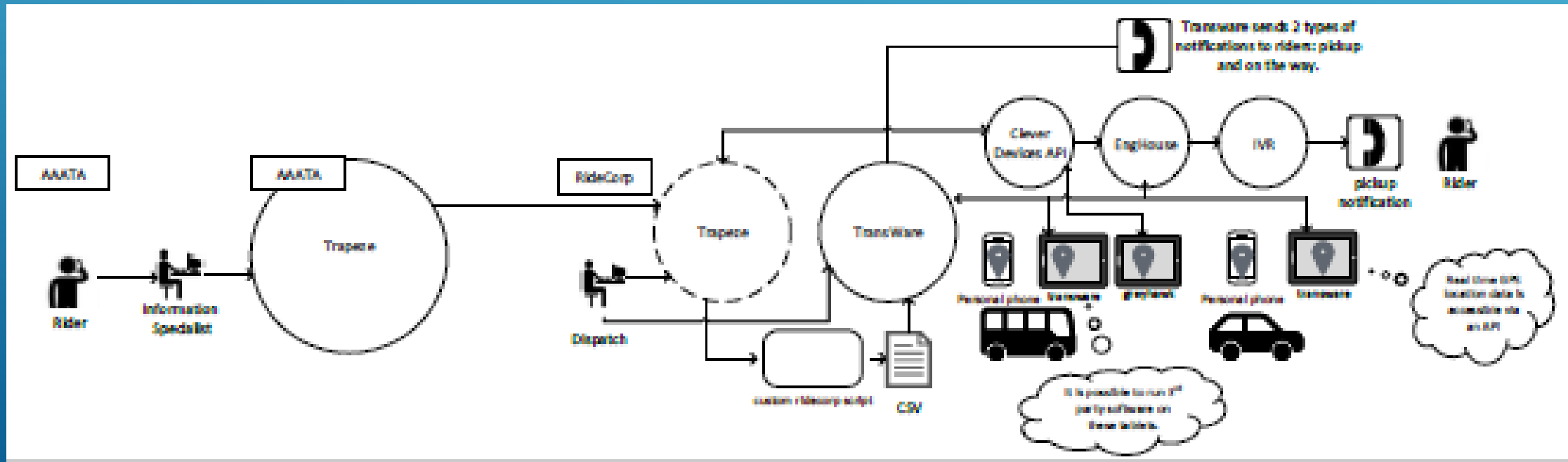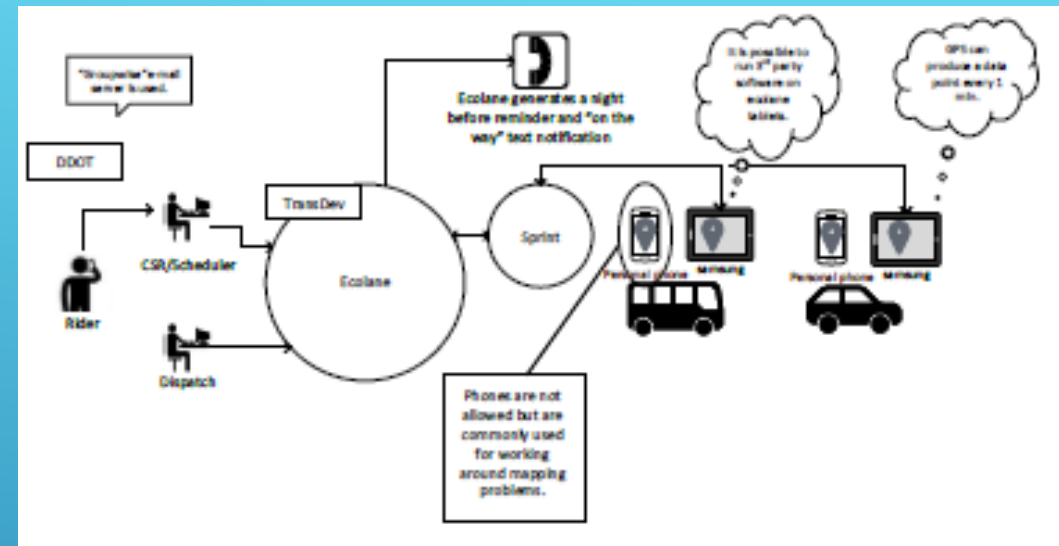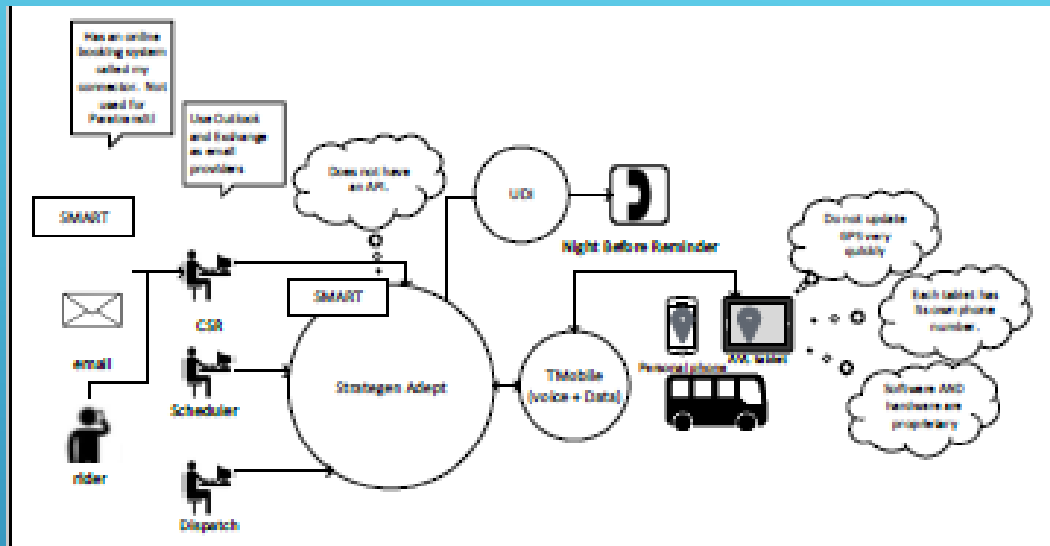
- May-June 2019: Review of 3 different design concepts
- July 2019: Vendor evaluations
- August – October 2019: Development phase
- November 2019 – Pilot deployment
- April 2020 – Pilot evaluation

WHAT DOES SUCCESS LOOK LIKE?

It is several months since the deployment of the new Michigan Mobility Challenge ADA paratransit trip management system. At the most recent Local Advisory Council (LAC) meeting, riders have reported that it takes them significantly less time to book a ride than before. They click or call once, and they get a ride. Riders are also happy that they are always informed of the status of the ride and know just when to leave their house to avoid waiting for a long time outside.

NEXT STEPS

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Thank You

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RTA

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