



METRO

YOUR NEW RIDE IS METRO

Our Unified Public Transportation System is
Essential to Quality of Life in Kalamazoo County

REPORT TO THE
COMMUNITY

2019



With extended hours, new technology and better coordination
of services, Metro provides over 2.8 million rides a year.



VITAL TO OUR WAY OF LIFE

Metro creates opportunities for individuals AND the community

Public transportation is vital to those who can't or don't drive. But area residents with cars are also finding the benefits of taking the bus, including convenience and saving money.

The availability of public transportation in Kalamazoo County reflects in recent surveys of passengers who indicate they don't have a vehicle available for trips they take on the bus (88%) and that if the bus wasn't available, they would either walk (33%) or ask someone for a ride (24%). Over 66% of riders stated they don't have any other means of transportation available to them except for Metro. Metro passengers depend on public transportation

that takes them places seven days a week. 71% of our passengers indicated that they ride the bus five or more days a week. Transportation to work and school provides connections for not only adults but also those traveling to several public schools, as well as Kalamazoo Valley Community College and Western Michigan University.

The community benefits from having a public transportation system that provided over 2.8 million rides in Kalamazoo County in 2018 by reducing the parking demands for area businesses and providing partnership opportunities to retain employees through employer-sponsored bus passes.

MEETING A VARIETY OF NEEDS

Metro Connect and Metro Share round out a complete system

Metro – formerly referred to as Metro Transit – is the bus service that serves Kalamazoo County. Metro offers 20 bus routes with 750 bus stops. This fixed-route system is the heart and soul of public transportation for the community with almost three-fourths of riders using it on a daily basis.

Metro Connect is Metro's shared ride origin-to-destination transit service, meaning multiple passengers ride together in the same vehicle. Metro Connect is open to all residents of Kalamazoo County and provides more than 16,000 rides per month. Discounted fares are available to individuals who are certified as seniors or have an eligible disability. Forty-eight vans and mini buses are used to serve rural areas, job sites, and suburban neighborhoods that can't support hourly fixed-route bus service. Since 2009, 1,285,590 passengers have



travelled 12,217,008 miles throughout the county and to the VA Hospital in Battle Creek.

Metro Share provides vehicles to non-profit organizations that assist seniors and individuals with disabilities. These vehicles allow agencies to take participants to events, shopping, and religious services. Volunteer drivers are trained to provide the service with access to the van available by reservation.

'IT'S MY FREEDOM'

Riders explain why they use Metro and Metro Connect

The bus schedule is an important part of the daily life of thousands of Kalamazoo County residents. Similarly, the Metro Connect dispatcher is well known to many others.

People who can't or don't drive, don't own a car, have disabilities or simply have lifestyle restrictions, financial or otherwise, depend on public transportation.

"I'm like a lot of seniors who don't drive," says Sharon DeHaan. "I still like to be independent, and it's a service I can't do without." DeHaan uses Metro Connect to go to the store, to church and to the doctor. "I also use it to volunteer," she adds.

"It's my freedom. It's my independence. That's what makes me feel good," says Stephan Bristow, who uses a motorized wheelchair and frequently rides Metro's fixed route buses. "I put the money on the app, and away I go. It's enjoyable independence for me."



Frequent users of Metro and Metro Connect say the key to using the system is planning, but that brochures, the app, maps at the Transportation Center and the website make it easy.

"With Metro, I can get anywhere in Kalamazoo County," says Bristow.

HOW WE SERVE OUR COMMUNITY

Public transportation in Kalamazoo County exists because of a unique arrangement between citizens, local, state and federal governments and nonprofit organizations.

The community benefits from having a transportation system that has a wide range of services that meet many needs. Seven days a week transportation allows travel throughout Kalamazoo County. Early morning and later night service until midnight gives employees transportation options for second and third shifts. Metro Connect provides an important mode of transportation for seniors and those with disabilities as well as critical work trips that are outside the Metro bus routes.

Metro also partners with employers with ride-to-work programs. These programs provide stability in their workforce and helps to reduce parking demand. A great example is the Bronson's Bus-to-Work pass program that has provided over 32,000 rides to work since 2016.



Metro and Metro Connect serve students, employees, seniors and individuals with disabilities.

Metro also provides emergency assistance to agencies during times of need. Assistance ranges from warming shelters during apartment fires and major incidents on I-94 to transporting individuals out of flooded homes. Our drivers and staff work 24-hours a day to keep the transit system operating year round.

HOW TO RIDE THE BUS

Taking the bus can seem complicated but with a little guidance, Metro can get you around the community.

The easiest way to start is by visiting kmetro.com. Fares, schedules, service days and times as well as "how to" information is at your fingertips.

Tokens and passes may be purchased at the Kalamazoo Transportation Center at 459 North Burdick. The customer service counter is available seven days a week from 8 a.m. to 6 p.m.

The Token Transit app is available for download on smart phones. The app - as well as cash, tokens and passes - is accepted on the buses. Exact fare is needed since change is not provided.

You can "track" any bus on the website or by using the myStop Mobile app on smart phones. Bus schedules are also available online and on every bus.

The app can also help you find a bus stop near your location and plan a trip.

Once you board the bus, our drivers can assist you with wheelchair tie downs and questions about your trip. Passengers should remember that eating, drinking, and loud music are not allowed in order for everyone to have a comfortable ride. When you get near your destination, pull the cord located near your seat and the driver will know to stop along the route.

RIDING THE BUS IS A CHOICE **YOU** CAN MAKE

People ride the bus for a lot of reasons with the reasons for taking the bus being many and varied.

The reliability of the myStop Mobile app makes it possible to not only plan a daily bus ride, but also to track the bus down to the minute. And riders don't have to carry cash, as they can load their phone with fares on the Token Transit app.

Metro's fixed route buses carry two bikes using the convenient bike racks on the front of each vehicle. Many users of the system bicycle to their bus stop, load their bike on the bus, and continue their trip to their destination. Consider using the bus as a way of

Track our buses on the myStop Mobile App
Purchase bus fares using Token Transit App
Learn more at: kmetro.com
Customer Calls: 269-337-8222
Email: ccta@kmetro.com



HOW TO USE METRO CONNECT

Residents in any part of Kalamazoo County can use Metro Connect. The curb-to-curb service is available by calling 337-8477 and is used predominantly by seniors, individuals with disabilities and individuals who are not conveniently served by the fixed-route service.

This service travels throughout Kalamazoo County and provides trips to the VA Hospital in Battle Creek seven days a week. People may schedule a ride up to seven days in advance for trips to doctor appointments, shopping, social events, and visits to family. When boarding the vehicle, cash, checks, coupons or the Token Transit app are presented to the driver.

Discounted rates of \$3 and \$4 per ride (based on location) are available to seniors 62 and older and individuals with a disability who are certified as Americans with Disabilities Act (ADA) eligible. Rates and additional information is available by calling 337-8477 or by visiting kmetro.com



fitting in healthy activity by riding to a bus stop near your destination then walking the remainder of the way. With over 750 bus stops located along the fixed route system, taking the bus to your destination is easy.

METRO MAKES STEADY PROGRESS IN 2018

Metro Connect, Technology Usage Highlight Past Year's Activities

Kalamazoo County's public transportation system – Metro – continued the process of integrating its services in 2018 while continuing to stress safe, affordable, accessible rides for area residents.

Metro provided 2.8 million rides in 2018, with growth seen in Sunday and late night service periods. Metro Connect was recognized with its highest ridership month in October, 2018, carrying 16,106 passengers.

Re-branding of buses and vans continued through the year, with red and gray vehicles becoming more prevalent and more recognizable. Metro continued its work on signage, along with infrastructure that supports the county-wide adoption of a single transit provider.

The system's bus-tracking app, myStop Mobile, showed increased usage, as did the Token Transit app which allows riders to put fares on their mobile phones. "This continues to improve our relationship with the people we serve," says Greg Rosine, chair of the Central County Transportation Authority.

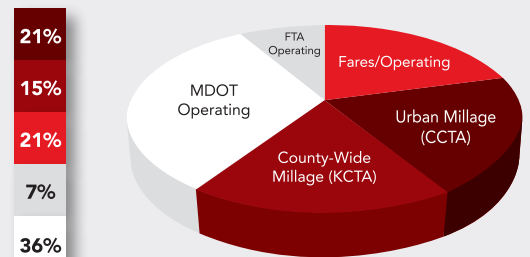
Important to Metro's continued success, says Rosine, is the willingness to remain responsive to riders and the community. Citizen forums, user groups, and participating governmental units all have important roles in the governance of the system. "We need to be sensitive to the changing needs of the people we serve." Metro continues to provide public transportation to the community despite serious flooding on major routes or winter weather that shuts down most businesses, emphasizing the commitment to safe, dependable transportation.

In 2018, Metro was awarded a competitive federal grant of \$2.8 million dollars to modernize the bus fleet that impacts the daily lives in Kalamazoo County. With the assistance of Congressman Fred Upton, these dollars will help Metro maintain a high quality fleet of transit vehicles. Future planning for fleet as well as the recent completion of the Bus Stop Action Plan that outlines the upgrading of over 750 bus stops in the community will assist Metro in continuing the steady progress of growth in the county well into the future.

Metro paved the way in 2018 for a partnership with the City of Kalamazoo's Foundation for Excellence and Kalamazoo Public Schools. Starting in the fall of 2019, KPS high school students will receive bus passes. Additionally, more business partnerships, using the Bus-to-Work program, will be formed.

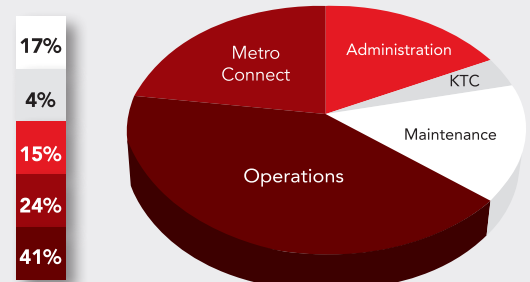
Operating Revenue - \$17,327,945

Urban Millage - \$3,617,361	21%
County-Wide Millage - \$2,590,999	15%
Fares/Operating - \$3,597,578	21%
FTA - \$1,273,368	7%
MDOT - \$6,248,639	36%



Operating Expenses - \$16,603,761

Maintenance - \$2,795,080	17%
KTC - \$655,075	4%
Administration - \$2,450,122	15%
Metro Connect/Share	24%
Metro Connect - \$3,857,755	
Metro Share - \$54,477	
Operations - \$6,791,252	41%



2018 expenses reflect lower fuel costs and less inflation than budgeted.

REMAINING RESPONSIVE TO THE PUBLIC WE SERVE

Metro's Mission

To improve quality of life in the community by providing public transportation services that are dependable, convenient, safe, efficient, cost effective, and accessible for all.

Metro – operated by the Central County Transportation Authority (CCTA) and the Kalamazoo County Transportation Authority (KCTA) – exists to meet public needs. Citizens with an interest in Metro are encouraged to communicate in any of the many ways available.

Metro's website – www.kmetro.com – has a feedback form. Citizens may call the Metro office at (269) 337-8222 for customer service or send emails to ccta@kmetro.com.

Citizens are invited to attend public meetings of the CCTA and KCTA, with dates, times and locations published on Metro's website.

Metro also receives regular input from members of the Local Advisory Committee (LAC). That group is made up of disability community representatives, senior representatives and at-large members representing areas of Kalamazoo County and makes recommendations to the CCTA and the KCTA on issues related to Metro Connect service.

Metro reaches out to the community by attending a number of events throughout the year to hear feedback and grow public awareness of the transit system in Kalamazoo County. By attending events such as Project Connect and the Senior Expo, comments about how the system can improve, as well as what the system is doing right, provides an opportunity for staff to enhance the transit services being provided.

Metro's System at a Glance

2.8 million rides per year
3.2 million miles per year
88% of passengers use bus when no car available
71% of passengers ride bus five or more days a week

62% of riders use bus for work or school
66% don't have other means of travel
33% would walk if bus not available
(Source: 2017 Socio-Economic Survey)

Central County Transportation Authority Board Members

Greg Rosine, Chair - City of Kalamazoo
Garrylee McCormick, Vice-Chair - City of Kalamazoo
Curtis Aardema, City of Kalamazoo
Rob Bricker, Rural Representative
Robert D. Britigan III, Urban Representative
Chris Burns, City of Portage
Dusty Farmer, Oshtemo Township
Martin Janssen, Rural Representative
Nicolette Leigh, Kalamazoo Township
Jim Pearson, City of Portage
Randy Thompson, Comstock Township

Kalamazoo County Transportation Authority Board Members

Greg Rosine, Chair
Martin Janssen, Vice-Chair
Curtis Aardema
Jeffrey Breneman
John Dillworth
Dusty Farmer
Pamela Brown Goodacre
Timothy Sloan
Sam Urban

Administrative Leadership

Sean McBride, Executive Director
Yvonne Thrash, Deputy Director of Operations
Greg Vlietstra, Deputy Director of Support Services

Track our buses on the myStop Mobile App
Purchase bus fares using Token Transit App
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