

A Strong Community Includes Reliable Public Transportation

Metro is improving and expanding services as part of a total community development effort.

The Metro fixed route bus system, Metro Connect and Metro Share provided over 2.8 million rides throughout Kalamazoo County in 2019. In 2016, Metro began providing Sunday and later night service that runs until midnight to help individuals with late night shifts. Since that time, Sunday ridership has increased 25% for the fixed route system, and 32% on Metro Connect.

Metro provides fixed bus route service seven days a week traveling through the cities of Kalamazoo, Portage and Parchment, along with the townships of Kalamazoo, Oshtemo, Texas and Comstock. Our 19 routes give access to key destinations, including WMU, KVCC, Borgess and Bronson Hospitals and manufacturers such as Pfizer, Stryker, Summit Polymers and Fabri-Kal. Our buses also give neighborhoods access to groceries and community resources such as Michigan Works! and Goodwill Industries.

*Public transportation
is critical to those who
can't drive.*

Metro Connect provides direct service throughout Kalamazoo County as well as the VA Hospital in Battle Creek. Metro Connect alone had over 168,000 passengers in 2019, connecting them to doctor appointments, jobs, and community events. Of those, 2,035 rides were given to veterans traveling to the VA Hospital in Battle Creek. Ridership continues to grow, including 951 new registrations in 2019.

Metro continues to build partnerships with the community as we maintain our Metro Share van program and the existing Bus to Work Program provided to area employers. Our newest partnership is our largest yet. The Youth Mobility Fund partners include the City of Kalamazoo, the Foundation for Excellence, Kalamazoo Public Schools and Kalamazoo Public Library. This partnership provides free bus passes to high school students at Kalamazoo Public Schools allowing mobility for youth.



Public transportation is a quality of life issue.



From the Executive Director

If you live and work in Kalamazoo County, it would be difficult to not see the changes in public transportation over the past few years.

Over that span of time, we have changed our name along with our buses and vans. Metro has been converted to a recognizable red and grey with our new Metro logo.

We had several technology updates that improve the rider experience including GPS tracking of buses, mobile ticketing through Token Transit and email reservations for Metro Connect.

As we move into the next five years, Metro will work hard to continue to improve services, including fare payment options and bus stop improvements. The safety and security of our passengers and coach operators remain an important focus for our system.

None of this would be possible without public support. Metro leverages local tax dollars to secure state and federal funding. But it all begins with the citizens we serve. Notably, the system is run by people, many of them elected officials who understand the importance of public transportation for community wellbeing. Metro will continue to strive to meet our vision: To become the preferred transportation choice of all.

Sean McBride



How We Serve Our Community

During 2019, Metro averaged 7,800 rides per day with an annual total of 2.8 million trips. Most of the ridership is on Metro's fixed route buses.

- Metro Fixed Route 2,600,911 rides
- Metro Connect 166,188 rides
- Metro Share 43,301 rides

The top three routes for ridership include Route 1 Westnedge (364,520 rides), Route 16 Lovell (282,355 rides) and Route 9 Gull Road (220,457 rides).



New Metro signage can be seen throughout the community.

Continued Public Support Sought

Local funds leverage state and federal dollars.

Current funding is sourced from millage rates, state grants, federal grants, fares and other miscellaneous sales. Many of these existing funds are contingent upon community support for public transportation. In March of 2020, the Central County Transportation Authority (CCTA) will seek public support of a .90 millage for five years beginning in 2021 that replaces an existing millage that expires after 2020. The existing millage has been used to extend daily service hours and added Sunday service on both fixed routes and Metro Connect.

New five-year millage proposal in Metro's service areas will replace the 2015 millage.

In addition to service expansion, Metro has been able to purchase new vehicles, provide new mobile apps and increase our bus stops and bus shelters. Metro has purchased, through Federal and State grants, twenty-three new Metro Connect vans along with ten new buses to maintain a high-quality fleet.

Metro's MyStop mobile app provides real time bus tracking data and trip planning, making it easier to find the closest stop and navigate throughout the community. Mobile ticketing through Token Transit allows riders to use a phone to pay for bus passes.

New bus stop improvements have been taking place with large road construction projects, updating stops to ADA compliance and providing an accessible, safe location to stand.

"We committed five years ago to utilize public tax support to expand and improve the system. It was important to deliver on that commitment. We remain committed to do the same for the next five years," says Greg Rosine, Chair of the CCTA.



New bus stop signs are being installed in the area.





530 N. Rose Street
Kalamazoo, MI 49007

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METRO

2019 SPECIAL REPORT



LET US KNOW WHAT YOU THINK . . .

Metro- operated by two boards, the CCTA (Central County Transportation Authority) and the KCTA (Kalamazoo County Transportation Authority), are here to meet your community needs. To communicate with us:

- Website: www.kmetro.com
 - With feedback form under Contact
- Facebook: Metro Transit
- Email: ccta@kmetro.com
- Customer Service (269) 337 - 8222

Metro's joint CCTA and KCTA board meetings are open to the public. Dates and times are published at kmetro.com – under Our Team.