

SYSTEM APPROACH TAKES HOLD FOR METRO

MORE OPTIONS AND MORE RIDERS RESULT FROM CHANGES.

Now in its 10th year as a regionally shared service, Metro continues to reap the benefits of a coordinated system.

Ridership is on the increase. And the new app-based Metro Link is proving more successful than anticipated. Metro Link is a connecting car service to places in Kalamazoo County where the buses don't go.

With Metro's bus service, Metro Link, Metro Connect and Metro Share, transportation has achieved a new level of flexibility for riders. Last year, Metro provided 1.94 million rides with system-wide ridership across services:

- Metro Connect **8%**
- Metro Share **24%**
- Metro Link **116%**

It was 20 years ago that this integrated approach to transportation began taking shape in Kalamazoo County. The then newly formed Kalamazoo County Transportation Authority (KCTA) took over the door-to-door system, Metro Connect. That service is primarily used by seniors and individuals with disabilities. At the same time, KCTA began offering a shared van service, Metro Share, for nonprofit and governmental organizations.

As an entity, Metro was created by the transfer of bus service from the City of Kalamazoo (Metro Transit) to the Central County Transportation Authority (CCTA) in 2016. The benefits were three: coordinated scheduling and management, cost efficiencies and expanded service areas.

“ INPUT FROM OUR RIDERS, OUR COMMUNITY PARTNERS AND OUR EMPLOYEES HAVE MADE IT POSSIBLE FOR US TO CONTINUE TO INNOVATE.”

The integrated Metro system expanded after the consolidation, thanks to greater public understanding of how the system's services work together. "Metro Link, the newest service, adds flexibility to traditional transportation." Said Sean McBride, Metro Executive Director. "With Metro Link, riders have new ways to use the system."

Rider fares and voter-approved millage support provide more the half of the revenue for the system. That local support leverages state and federal funds for new technology and new energy-efficient buses.

On the horizon for this year? Federal grants will make possible the purchase of eight new hybrid buses. Planning continues to maximize the effectiveness of Metro Link. And the board overseeing Metro Connect (KCTA) will be engaged in five-year funding plans. For more on how the public voice is heard in funding and operational issues, turn to Page 2.



PUBLIC INPUT DRIVES THE METRO SYSTEM

The people who govern Metro, Kalamazoo County's public transportation system, come from all parts of the county and from all walks of life. They are unpaid. They meet regularly, in an open session. In essence, they represent their friends and neighbors, their colleagues, and in the case of governmental officials, they represent their constituents.

Together, these individuals make up two boards: the Central County Transportation Authority (CCTA) and the Kalamazoo County Transportation Authority (KCTA). The CCTA is comprised of officials from the City of Kalamazoo, City of Portage, Comstock Township, Kalamazoo Township and Oshtemo Township, while KCTA members are community-minded residents living anywhere within the county who apply for the position.

The CCTA oversees Metro Bus and Metro Link operations. The KCTA governs the Metro Connect and Metro Share programs. Working in tandem, they ensure that both rural and urban parts of the county are represented.

Joint public board meetings are held monthly, where citizens have the opportunity to attend and speak. Metro also has a formal Local Advisory Committee, where feedback is received and new ideas are discussed in more detail.

"This is public engagement in a pure form," says Curtis Aardema, CCTA/KCTA Board Chair. In addition to his work with Metro, Aardema works for a local construction firm, and has extensive volunteer involvement with the Battle Creek/Kalamazoo International Airport. "These are people giving their time to ensure we all have access to quality public transit."



For more details on Metro Services, visit kmetro.com, sign up for email updates or call (269) 337-8446.

MEET A FEW INVOLVED CITIZENS



Cameron Lambe began working alongside Metro as a driving force in Friends of Transit, an advocacy group which championed weekend bus service, longer hours and other service improvements. A public transit user for over two decades, Lambe currently serves as the chairperson for the Local Advisory Committee (LAC), a group of disability Community representatives, senior representatives and at-large members representing areas of Kalamazoo County. "As one who uses Metro, I'm able to speak on behalf of those with a rider's perspective."

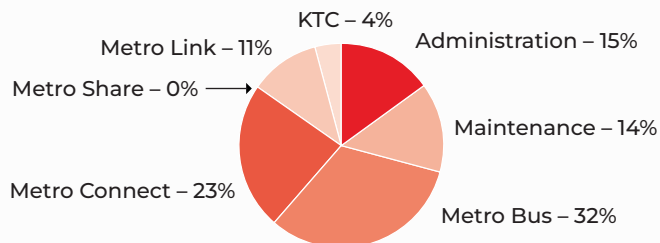


Aditya Rama works at Goodwill Industries, a nonprofit dedicated to helping people escape poverty and get into the workforce. "Transportation is a tremendous barrier for the people we serve," says Rama, who joined the KCTA in 2018. His passion has led to his involvement in the Kalamazoo Area Transportation Study, and he heads Metro's Performance Monitoring Committee. "I see people every day who are getting back on their feet, thanks to Metro." Metro board service opened the door for Rama to become more involved in other community services as well.

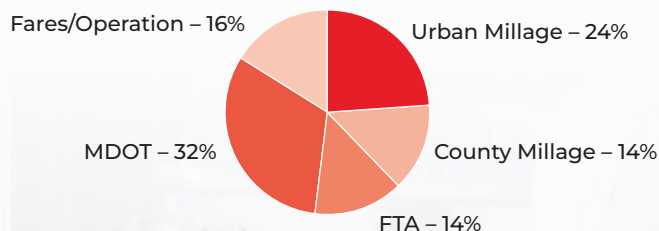


Dusty Farmer was appointed to the CCTA board in 2016 when she became Oshtemo Township Clerk. The importance of Metro's work quickly became apparent to Farmer. She has since joined the KCTA board and the Local Advisory Committee. Farmer has a good handle on how service issues affect all parts of Oshtemo. "At the same time, the service reminds me how critical public transportation is to the quality of life throughout the county."

OPERATING REVENUE:



OPERATING EXPENSES:



2025 OPERATING REVENUE AND EXPENSES:

Operating Revenue \$25,639,863

Metro Bus	\$7,831,774
Metro Connect	\$5,738,210
Administration	\$3,678,334
Maintenance	\$3,539,369
Metro Link	\$2,575,564
KTC	\$1,032,312
Metro Share	\$65,564

Operating Expenses \$24,461,126

MDOT	\$8,228,798
Urban Millage	\$6,110,796
Fares/Operation	\$4,076,588
FTA	\$3,649,247
County Millage	\$3,574,434

METRO SERVICES:

Metro Bus: Metro's flagship service, the bus system features 21 bus routes operating seven days per week throughout the urbanized areas of Kalamazoo County. Routes and schedules can be found at kmetro.com, in printed brochures or on MyStop Mobile, an app which allows riders to see bus activity in real-time, plan trips and receive service updates on the go. Fares vary based on rider status. Seniors 62 and older individuals with a disability may apply for reduced fare.

Metro Connect: Anyone, any reason, anywhere in Kalamazoo County. Metro Connect is a curb-to-curb, shared-ride program serving Kalamazoo County and the VA Medical Center in Battle Creek. Registered riders can schedule rides seven days a week. Fares are based on rider status. Seniors 62+-years-old and individuals with a disability may apply for reduced fare.

Metro Link: An extension of the Metro bus system, this on-demand service connects riders to the bus system or to destinations within its designated service zones. Plan, book and pay for your trip all in the Metro Link app. Metro Link fare matches Metro Bus per ride with free transfers from the bus system.

Metro Share: Metro Share provides access to nine vehicles for approved governmental and non-profit agencies serving seniors and individuals with a disability at no cost to the agency or its riders. Agencies provide drivers who must complete regular training with Metro staff. Vehicles may be reserved seven days a week.



530 N. Rose St.,
Kalamazoo, MI 49007

Space for
mailing indicia

Kalamazoo County Transportation Authority Board

James Ayers	Gary Sigman
Tafari Brown	Tim Sloan
Paul Ecklund	Dusty Farmer – Vice-Chair
Aditya Rama	Curtis Aardema – Chair
Greg Rosine	

Central County Transportation Authority Board

Nicole Beauchamp	Greg Rosine
Dusty Farmer	Garrylee McCormick
Christyn Johnson	Chris Burns – Vice Chair
Lisa Mackie	Curtis Aardema – Chair
Jim Pearson	

Metro Leadership

Sean McBride: Executive Director

Greg Vlietstra: Director of Support Services

Keshia Woodson-Sow: Director of Operations

Robert Branch: Deputy Director Fleet and Facilities

Richard Congdon: On-Demand Services Manager

Cindy DeYoung: Human Resources Manager



 **530 N. Rose St., Kalamazoo, MI 49007**

 **kmetro.com**

 **(269) 337-8222**

