



Connecting People Throughout
Kalamazoo County

**NOTICE AND AGENDA
CENTRAL COUNTY TRANSPORTATION AUTHORITY (CCTA)
KALAMAZOO COUNTY TRANSPORTATION AUTHORITY (KCTA)
JUNE 9, 2025
Regular Meeting**

*The joint CCTA/KCTA Regular meeting has been canceled for
Monday, July 14, 2025 and the next meeting will be August 11, 2025 at 11:30 a.m.*

PLEASE BE ADVISED that the Central County Transportation Authority and Kalamazoo County Transportation Authority will hold its meeting on Monday, June 9, 2025 at 11:30 a.m. for the purpose of:

	Item	KCTA Action	CCTA Action
1.	Roll Call		
2.	Consent Agenda	Voice Vote	Voice Vote
	a. Agenda for June 9, 2025*		
	b. Minutes for May 12, 2025*		
3.	Public Comment		
4.	Planning & Development Committee		
	a. Action Items		
	b. Informational Items		
5.	Performance Monitoring Committee		
	a. Action Items		
	b. Informational Items		
	1. April Metrics Report*		
	2. Performance Monitoring Committee Meeting Notes of May 27, 2025*		
6.	External Relations Committee		
	a. Action Items		
	b. Informational Items		
	1. Jurisdictional Outreach Update*		
	2. External Relations Committee Meeting Notes of May 21, 2025*		
7.	Board Operations Committee		
	a. Action Items		
	b. Informational Items		
	1. Presentation on State and Federal Grants		
	2. Presentation on Governance Reorientation and Boardmember Qualifications*		
	3. Board Operations Committee Meeting Notes of May 29, 2025*		



Connecting People Throughout
Kalamazoo County

8.	Report from Executive Director*		
	a. Update Metro Link*		
9.	Other Reports		
	a. Pension Board		
	b. KATS		
	c. Local Advisory Committee (LAC)		
10.	Chairperson's Report		
11.	Public Comment		
12.	Members' Time		
13.	Adjournment	Voice Vote	Voice Vote

*Indicates attachments included in agenda packet

The meeting will be held in the Metro Linda Teeter Community Room, 530 N. Rose Street, Kalamazoo, MI. Questions regarding the meeting may be addressed to the Central County Transportation Authority, 530 N. Rose St., Kalamazoo, MI 49007, or by calling (269) 337-8087.

MEETINGS OF THE CENTRAL COUNTY TRANSPORTATION AUTHORITY AND KALAMAZOO COUNTY TRANSPORTATION AUTHORITY ARE OPEN TO ALL WITHOUT REGARD TO RACE, SEX, COLOR, AGE, NATIONAL ORIGIN, RELIGION, HEIGHT, WEIGHT, MARITAL STATUS, DISABILITY, POLITICAL AFFILIATION, SEXUAL ORIENTATION, OR GENDER IDENTITY. CENTRAL COUNTY TRANSPORTATION AUTHORITY WILL PROVIDE NECESSARY REASONABLE AUXILIARY AIDS AND SERVICES, SUCH AS SIGNERS FOR THE HEARING IMPAIRED AND AUDIO TAPES OF PRINTED MATERIALS BEING CONSIDERED AT THE MEETING/HEARING, TO INDIVIDUALS WITH DISABILITIES AT THE MEETING/HEARING UPON FOUR (4) BUSINESS DAYS' NOTICE. INDIVIDUALS WITH DISABILITIES REQUIRING AUXILIARY AIDS OR SERVICES SHOULD CONTACT THE CCTA/KCTA BY WRITING OR CALLING CENTRAL COUNTY TRANSPORTATION AUTHORITY 530 N. ROSE ST., KALAMAZOO, MICHIGAN 49007 (269) 337-8087; TDD PHONE: (269) 383-6464

**CENTRAL COUNTY TRANSPORTATION AUTHORITY
KALAMAZOO COUNTY TRANSPORTATION AUTHORITY
Joint Regular Meeting
May 12, 2025**

Place: Metro Administration Building, Kalamazoo, MI
Time: 11:30 A.M.
Staff Present: Sean McBride, Greg Vlietstra, Keshia Woodson-Sow, Sarah Joshi, Richard Congdon, Annette Arkush, Barbara Blissett
Others Present: Richard Cherry, Steve Stepek

1.) KCTA ROLL CALL

KCTA Members Present: Curtis Aardema, James Ayers, Tafari Brown, Paul Ecklund, Dusty Farmer, Aditya Rama, Greg Rosine, Gary Sigman, Tim Sloan*
KCTA Members Absent: None

Farmer left the meeting at 12:40 pm.

1.) CCTA ROLL CALL

CCTA Members Present: Curtis Aardema, Nicole Beauchamp, Dusty Farmer, Christyn Johnson, Lisa Mackie, Garrylee McCormick, Jim Pearson, Greg Rosine*
CCTA Members Absent: Chris Burns,

A motion was made to excuse Burns.

Motion: Mackie

Second: Rosine

Motion carried by voice vote.

**Farmer left the meeting at 12:40 pm.*

2.) REQUEST FOR APPROVAL OF AGENDA/MINUTES

A motion was made by KCTA and CCTA for approval of the joint CCTA/KCTA meeting agenda for May 12, 2025 with the approval of the CCTA/KCTA meeting minutes for April 14, 2025.

Motion: Mackie

Second: Rosine

Motion carried by voice vote.

3.) PUBLIC COMMENTS – None

4.) PLANNING AND DEVELOPMENT COMMITTEE

PROPOSED MILLAGE RESOLUTION FOR CCTA MILLAGE REQUEST

Exec. Dir. McBride provided background on the previous meeting discussions concerning the millage. Exec. Dir. McBride stated that based on the presentation, discussion, and prioritizing exercise, the CCTA and KCTA Boards requested staff to develop a CCTA Millage Resolution requesting 1.1 mills. He said the proposed millage resolution was attached for the CCTA Board's approval.

The Boards expressed their support for the decision to request 1.1 mills realizing that the increased millage would continue to provide the current services including the Metro Link Pilot.

A motion was made by CCTA to adopt Resolution 25-004 CCTA Transportation Millage Request for 2026.

Motion:

Second:

Motion carried by roll call vote.

Ayes: Aardema, Beauchamp, Farmer, Johnson, Mackie, McCormick, Pearson, Rosine

Nays: None

Absent: Burns

City Attorney Richard Cherry presented the role Boardmembers and staff should take during a millage election when interacting with the public. (Included in the minutes is the PowerPoint that was presented by Mr. Cherry.)

Dep. Dir. On-Demand Services and Planning Sarah Joshi introduced Matthew Lattavo and Jordan Papazoglou, from Left Turn Right Turn, LLC, who presented the results of the On-Demand Services Study. (A copy of the PowerPoint is filed with the meeting minutes.)

5.) PERFORMANCE MONITORING COMMITTEE

Chair Rama shared the Committee had met and reviewed the Metrics Report that is provided in the Board Packet.

6.) EXTERNAL RELATIONS COMMITTEE

Chair Farmer provided an update about the Committee's proposed outreach plans for jurisdictional visits in 2025.

7.) BOARD OPERATIONS COMMITTEE

Chair Aardema reported the Committee met and reviewed the current agenda, the 2026 CCTA Millage question and Board Committee assignments. He provided the following Board Committee Assignments:

Board Operations Committee

- Curt Aardema, Chair
- Chris Burns
- Lisa Mackie
- Dusty Farmer
- James Ayers
- Aditya Rama
- Sean McBride, Staff Liaison

Planning & Development Committee

- James Ayers (Chair)
- Nicole Beauchamp
- Chris Burns
- Greg Rosine
- Tafari Brown
- Keshia Woodson-Sow, Staff Liaison

Performance Monitoring

- Aditya Rama (Chair)
- Jim Pearson
- Dusty Farmer
- Tim Sloan
- Greg Vlietstra, Staff Liaison

External Relations Committee

- Lisa Mackie (Chair)
- Garrylee McCormick
- Christyn Johnson
- Paul Ecklund
- Gary Sigman
- Sarah Joshi, Staff Liaison

Exec. Dir. McBride said at the June Board meeting, a presentation will be made regarding Board Governance and the role of committees. The purpose of the presentation will be to educate newer Boardmembers and to refresh veteran Boardmembers on the Governance materials covered in 2022 and 2023.

8.) EXECUTIVE DIRECTORS REPORT

Exec. Dir. McBride provided an update on the following topics:

- Rider Open House
- Outreach Updates
- Metro Tour for State Representative Matt Longjohn
- Thank You Note from Community-based Transition Staff and Students
- Metro Link Update

(A copy of the report is filed with the meeting minutes.)

Exec. Dir. McBride introduced a request to adopt a resolution to accept grant funding from the Michigan Department of Transportation (MDOT) for shared streets and spaces. He said the purpose of the grant is to enhance the bus hub.

Exec. Dir. McBride said the project plan calls for upgraded bus shelters and benches, new concrete, and the addition of a bike parking facility.

A motion was made by KCTA and CCTA to adopt Resolution 25-005 Acceptance of Shared and Spaces Grant Funds.

Motion: Brown

Support: Ayers

Motion carried by roll call vote.

Ayes: Aardema, Ayers, Brown, Ecklund, Rama, Sloan, Sigman, Rosine

Nays: None

Absent: Farmer

Motion: McCormick

Support: Mackie

Motion carried by roll call vote.

Ayes: Aardema, Beauchamp, Johnson, Mackie, McCormick, Pearson, Rosine

Nays: None

Absent: Burns, Farmer

9) SUBCOMMITTEE REPORTS

Pension Board – Did not meet.

KATS Policy Committee – Rama and Aardema shared that KATS had approve the Transportation Improvement Program at the last meeting.

Local Advisory Committee (LAC) – Did not meet.

10.) CHAIRPERSON REPORT – No Report

11.) PUBLIC COMMENT – None

12.) MEMBERS TIME – Boardmembers thanked staff for their work on the Metro Link survey and Metrics Report

Rosine thanked Left Turn Right Turn, LLC for their presentation of the On-Demand services.

13.) ADJOURNMENT

A motion was made by KCTA and CCTA to adjourn the KCTA/CCTA meeting.

Motion: McCormick

Support: Brown

Motion carried by voice vote.

The meeting adjourned at 1:00 PM.

Curtis Aardema
CCTA Chairperson

Barbara Blissett
CCTA Clerk

Curtis Aardema
KCTA Chairperson

Barbara Blissett
KCTA Clerk

April 2025



Metrics Report

The following information is being provided to the Central County Transportation Authority and Kalamazoo County Transportation Authority boards as an informational item.

Ridership

System Information Totals for April 2024 and 2025

	Fixed-Route	Metro Connect	Metro Share	Metro Link	System Totals
2025	147,675	12,299	1,953	7,169	169,096
2024	154,486	12,479	2,092	313	169,370
Difference	-6,811	-180	-139	6,670	-274
%Change	-4.41%	-1.44%	-6.64%	100%	-0.16%

System ridership typically fluctuates during the winter months. These fluctuations vary heavily on the weather and temperature outside. Ridership in April typically starts to increase as the weather gets warmer. Ridership in April 2025 is lower due to WMU semester end being the last week of April.

Fixed Route

Metro ridership in the month of April decreases in 2025 when compared to 2024. This decrease is due to a different level of service on the street and fluctuations in WMU's campus break. Some routes saw larger fluctuations in ridership like routes 27- East Romence, 19 Ring Road, and 21 Solon/Kendall. These routes saw ridership fluctuations between and 20 and 50 percent in the month of April.

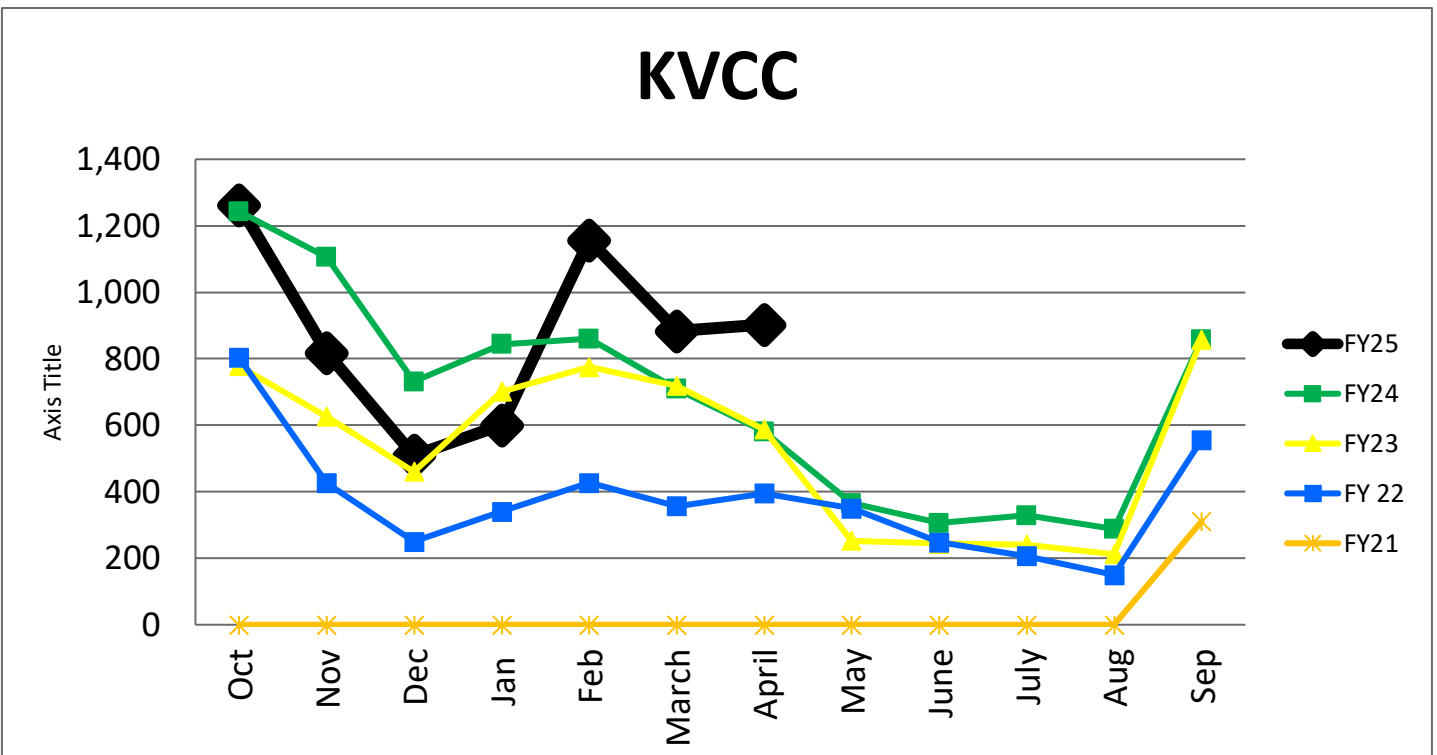
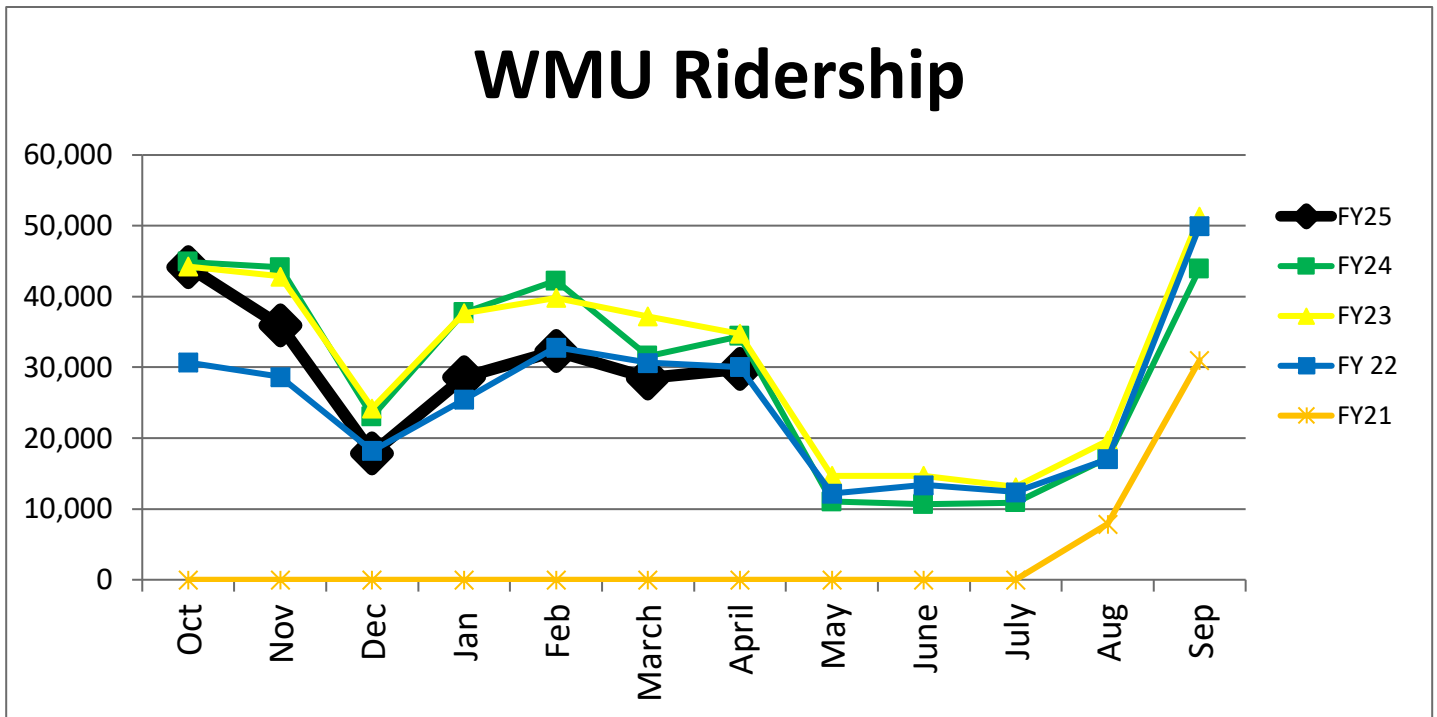
Fixed Route Ridership for FY 25 is 1.65% lower than the fixed route ridership in FY 24. See the chart below for the Year-to-date breakdown by route.

Route	Year to Date- Oct 1, 2024 to April 2025					
	# of Rides		Increase / decrease	Rides per hour		Increase / decrease
	FY25	FY24		FY25	FY24	
Westnedge	139,361	132,610	5.09%	31.01	29.18	6.26%
Portage	63,044	60,567	4.09%	18.05	17.26	4.56%
West Michigan	35,507	39,093	-9.17%	12.02	12.61	-4.71%
Oakland	34,971	33,116	5.60%	11.84	10.68	10.83%
East Main	33,160	30,578	8.44%	20.13	17.77	13.29%
Parchment	44,792	37,157	20.55%	15.66	12.50	25.27%
Alamo	53,367	51,677	3.27%	18.53	17.36	6.74%
Milwood	43,687	42,442	2.93%	14.88	13.77	8.06%
Gull Road	92,690	91,522	1.28%	22.00	21.43	2.64%
Comstock	30,594	29,869	2.43%	10.36	9.64	7.47%
Stadium Drive	62,837	64,857	-3.11%	14.74	15.52	-5.02%
Duke	6,031	7,989	-24.51%	7.22	8.94	-19.21%
South Burdick	56,105	51,683	8.56%	19.00	16.68	13.89%
West Main	84,564	82,256	2.81%	24.61	22.70	8.45%
Paterson	21,636	22,926	-5.63%	12.20	14.10	-13.48%
Lovell	79,463	89,388	-11.10%	18.17	19.27	-5.72%
Ring	32,422	50,605	-35.93%	20.29	26.04	-22.09%
Solon/Kendall/Lafayette	43,340	42,606	1.72%	26.61	24.74	7.53%
Parkview	54,271	66,554	-18.46%	18.07	22.22	-18.70%
West Centre	15,490	15,742	-1.60%	5.99	5.32	12.61%
East Romence	14,640	15,440	-5.18%	5.60	5.16	8.53%
WMU Shuttle	1,088	1,850	-41.19%	6.00		
Total Fixed Route	1,043,060	1,060,527	-1.65%	17.20	16.82	2.27%

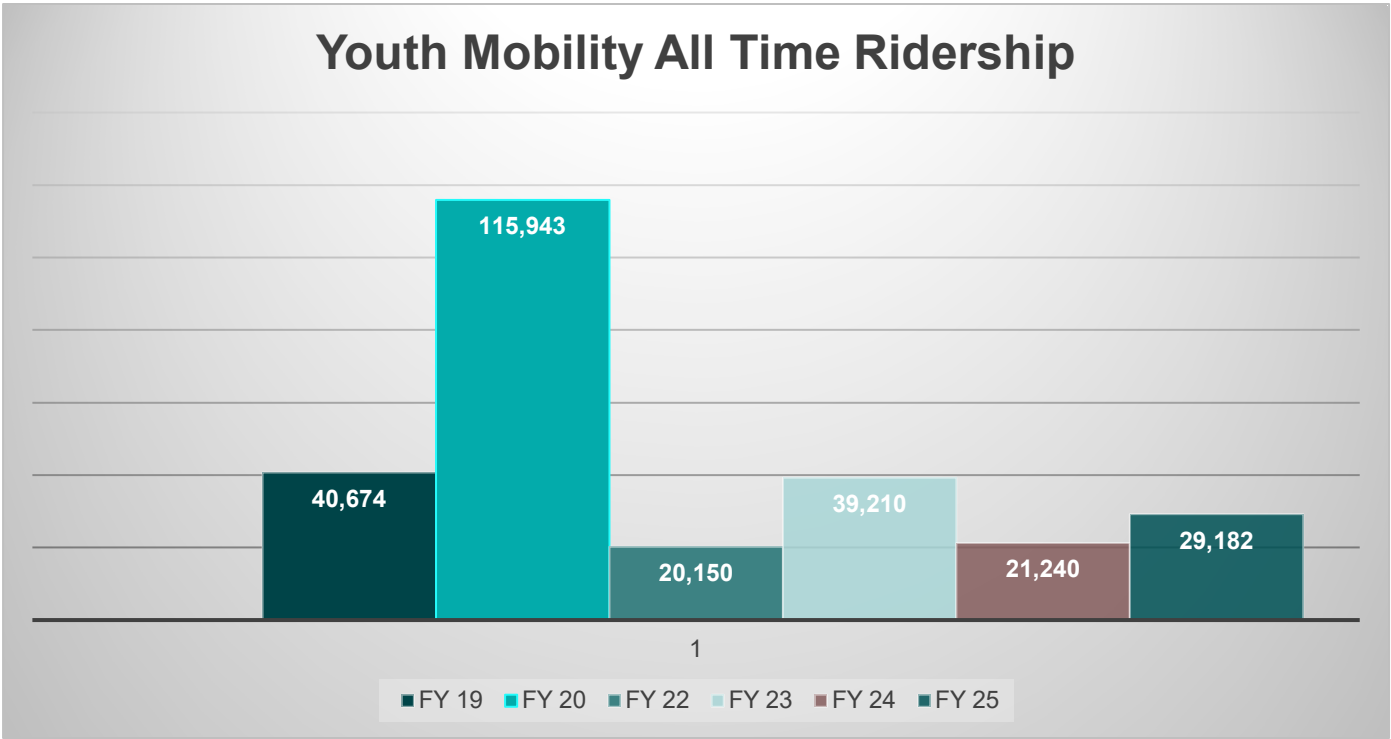
The fixed route provides service through a series of specialized pass programs. These programs include Western Michigan University (WMU), Kalamazoo Valley Community College (KVCC), and the Youth Mobility Program. The chart below provides a breakdown of the ridership from these specific programs.

Other Data	Month to Date			Year to Date- Oct 1, 2024 to April 2025		
	# of Rides		Increase / decrease	# of Rides		Increase / decrease
	FY25	FY24		FY25	FY24	
WMU	29,792	34,393	-13.38%	217,243	262,569	-17.26%
KVCC	902	581	55.25%	6,130	6,089	0.67%
Youth Mobility	3,946	2,746	43.70%	29,182	12,987	124.70%

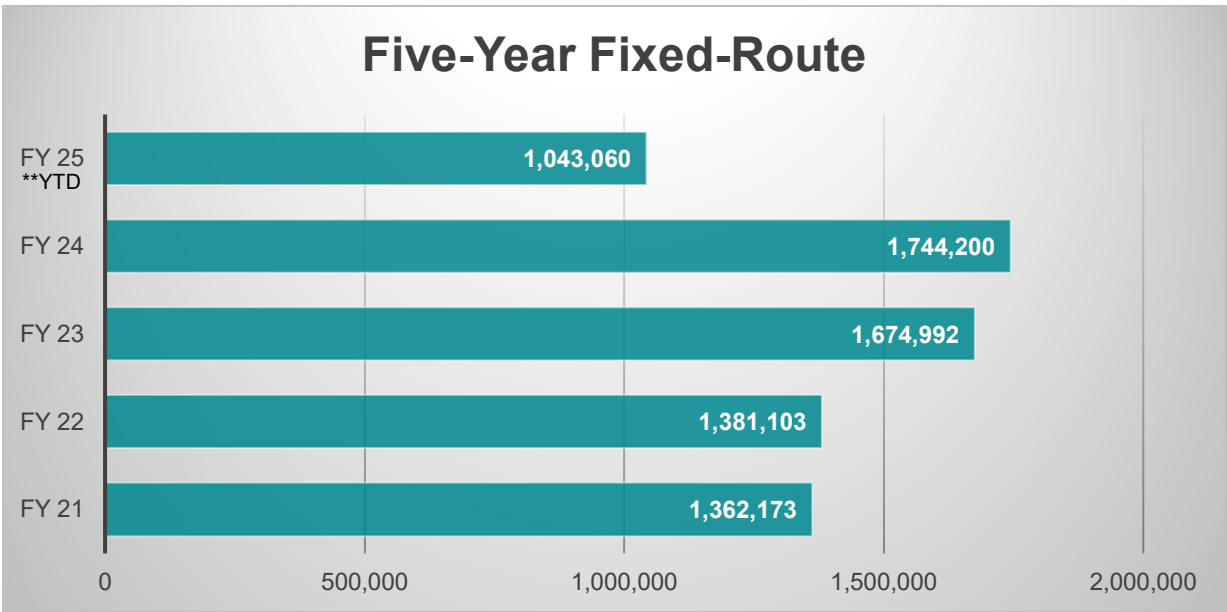
The chart below shows WMU and KVCC ridership over a five-year time frame.



The Youth Mobility Program data shows five-years of ridership. It does not include ridership from FY 21 as Metro was not collecting fares while buses were boarding from the rear, due to COVID protocols.



Below is the five-year ridership data for the fixed route system. FY 25 is ridership to date.



**FY 25 is October 1, 2024 through April 30, 2025

Metro Connect

The Metro Connect service is an origin-to-destination program that will pick up riders and transport them to a specified location. Service scheduling is available up to seven days in advance. You can also request same day service depending on availability. Metro Connect is available to anyone in Kalamazoo and provides transport throughout the Kalamazoo County area and the VA Hospital in Battle Creek.

Metro Connect	Year to Date- Oct 1, 2024 to April 2025					
	# of Rides		Increase / decrease	Rides per hour		Increase / decrease
	FY25	FY24		FY25	FY24	
Demand-Response	12,299	12,479	-1.44%	0.37	0.30	20.93%
ADA Trips	4,115	4,390	-6.26%	0.37	0.30	25.77%

In April 2025, the Metro Connect service saw a decrease in service due to the weather fluctuations in the area. As temperatures started to regulate, more people found themselves utilizing the service to access the community. Ridership data shows that although there were **3,079 cancellations**, **12,011 trips** were completed in April 2025.

Metro Connect provides service to 25 jurisdictions, 25 ridership data is listed here:

	Oct	Nov	Dec	Jan	Feb	March	April	Total
Township								
Alamo	92	71	68	72	56	61	90	510
Augusta	74	69	60	79	68	65	69	484
Brady	38	28	18	26	28	27	24	189
Charleston	28	24	13	18	19	24	26	152
Climax	84	66	52	64	66	77	71	480
Climax -Village	4	8	2	6	13	13	7	53
Comstock	536	495	444	459	511	567	553	3,565
Cooper	621	549	447	525	532	649	716	4,039
Galesburg	219	235	193	221	198	238	220	1,524
Kalamazoo Township	796	696	563	699	708	822	825	5,109
Kalamazoo City	4,107	3,573	3,083	3,490	3,502	3,957	4,049	25,761
Out Of County	81	77	45	49	50	46	72	420
Oshtemo	1,320	1,100	884	991	947	1,174	1,192	7,608
Parchment	405	315	276	317	367	420	410	2,510
Pavillion Township	79	80	75	104	70	61	52	521
Portage	2,383	2,114	1,732	2,115	2,066	2,231	2,310	14,951
Prairie Ronde	56	44	29	32	33	40	44	278
Richland	204	166	174	171	174	188	157	1,234
Richland- Village	2	0	0	0	0	0	1	3
Ross	54	35	25	28	40	39	56	277
Schoolcraft	373	290	217	285	309	367	429	2,270
School- Village	38	35	28	38	34	28	42	243
Texas	415	301	227	271	285	319	311	2,129
Vicksburg	301	278	229	213	242	271	275	1,809
Wakeshma	8	20	12	4	4	5	10	63
	12,318	10,669	8,896	10,277	10,322	11,689	12,011	76,182

FY

Other data from Metro Connect shows that in April 2025, no passenger was denied a ride that was requested and passengers for demand response requests were given an offer when they called. Telephone data shows that the average call back time was seven minutes.

New certifications for the month of April include five ADA Certifications, 23 Demand Response Certifications, 16 Senior Certifications for a total of 44 new Certifications for the Metro Connect service.

Metro Share

Metro Share is a specialized services program partnering with non-profit and government agencies that serve seniors age 62+ and individuals with disabilities. Metro Share vans are provided to these partner agencies on a first come-first served basis through reservations. Drivers complete training on Metro's policies, proper van procedure as well as a background check and drug screening.

	Year to Date- Oct 1, 2024 to April 2025					
	# of Rides		Increase / decrease	Rides per hour		Increase / decrease
	FY25	FY24		FY25	FY24	
Metro Share	1,953	2,092	-6.64%	1.31	1.23	6.57%

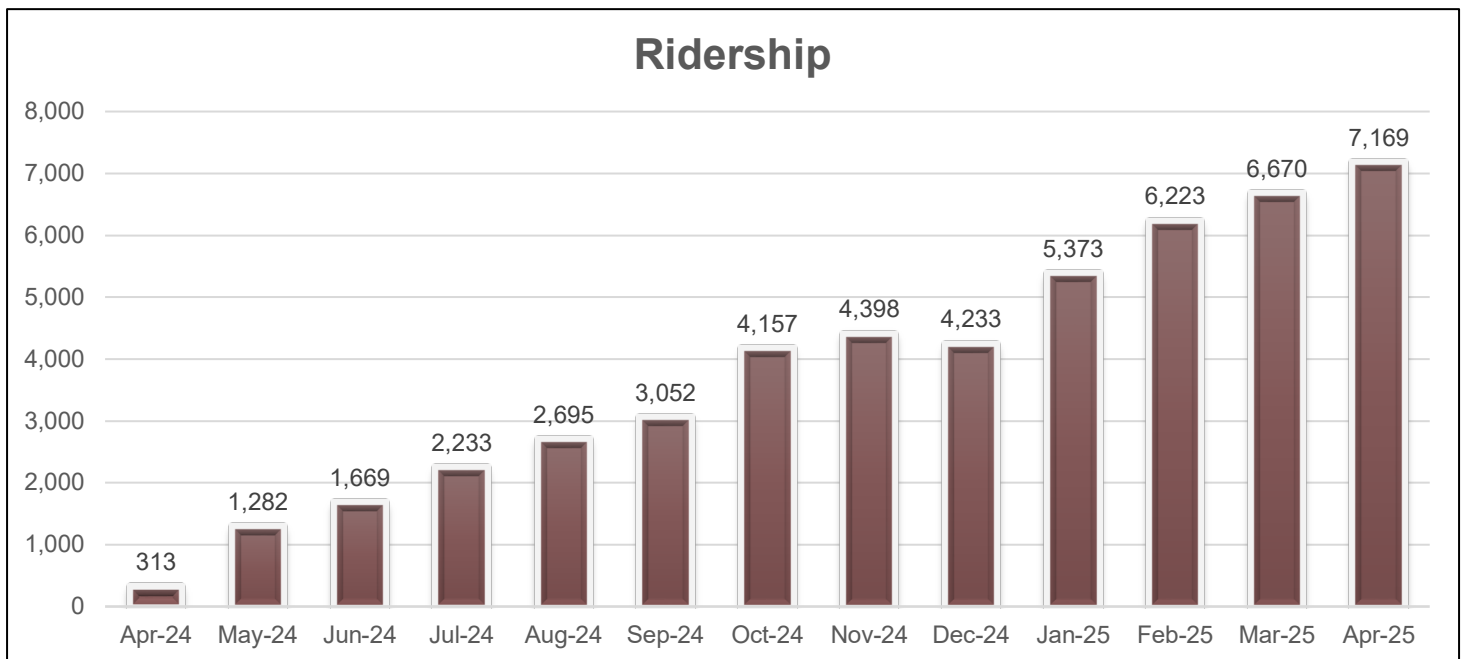
In April 2025, Metro Share added one new agency and two new Share drivers. The Share Program now has 72 agency partners and 64 drivers. Twenty-five agencies use the Share service regularly.

Metro Link

Metro Link is a pilot program launched on April 15, 2024. Link is an alternative on-demand mobility solution to assist passengers with transportation needs including first mile last mile connections to the fixed-route system and point to point services within each of three zones. Since launch, the Link program has shown growth in multiple areas month to month, including the number of completed rides, rides per hour, proposals, and ridership growth. Ridership in April 2025 for Metro Link shows 7,169 rides.

	Year to Date- Oct 1, 2024 to April 2025					
	# of Rides		Increase / decrease	Rides per hour		Increase / decrease
	FY25	FY24		FY25	FY24	
Metro Link	38,223	313	12111.82%	2.65	0.12	104.54%

Ridership since the Link launch is shown in this chart.



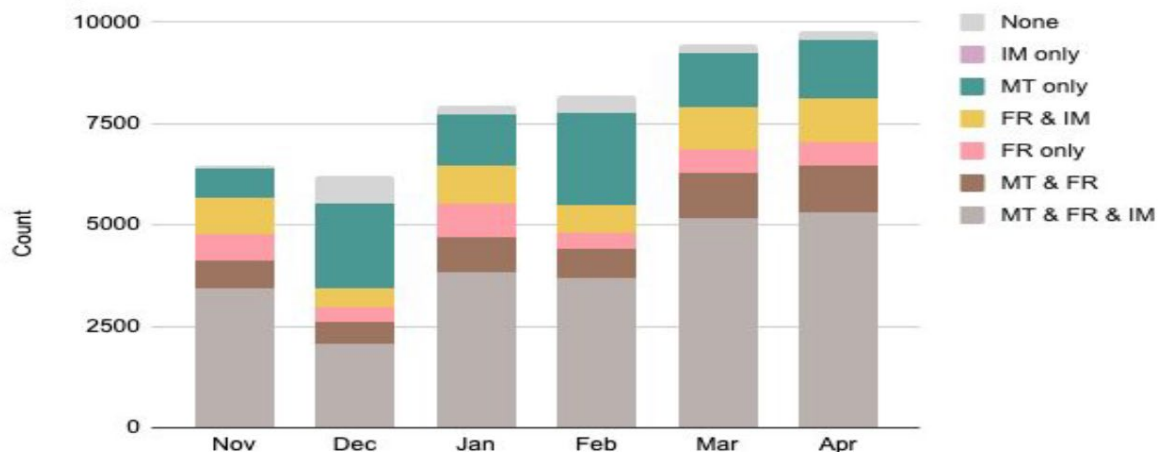
Metro Link operates within three zones: East, West, and South, while also allowing overlap between the South and East and the South and West zones. The data below show ridership per zone.

ZONE	10/1/2024	11/1/2024	12/1/2024	Date View 1/1/2025	2/1/2025	3/1/2025	4/1/2025
East_Zone	894	1,012	936	1,200	1,251	1,651	1,950
South_Zone	1,529	1,334	1,267	1,421	1,684	1,917	1,876
West_Zone	1,681	2,022	2,016	2,698	3,234	3,336	3,226

The average wait time is consistent around 15 minutes. The overlapping of zones has caused an increase in the average estimated wait time for the South and West zones. The goal is to reach each rider within 20 minutes, although a wait time of 30 minutes is acceptable.

In April 2025, Metro Link riders received a total of 9,783 proposals. Of those 8,107 proposals contained a fixed route option. 1,449 proposals were Metro Link only and some proposals informed passengers that they could use fixed route, Link, and walk to get to their destination. In addition to the proposals listed, 227 riders did not receive a proposal.

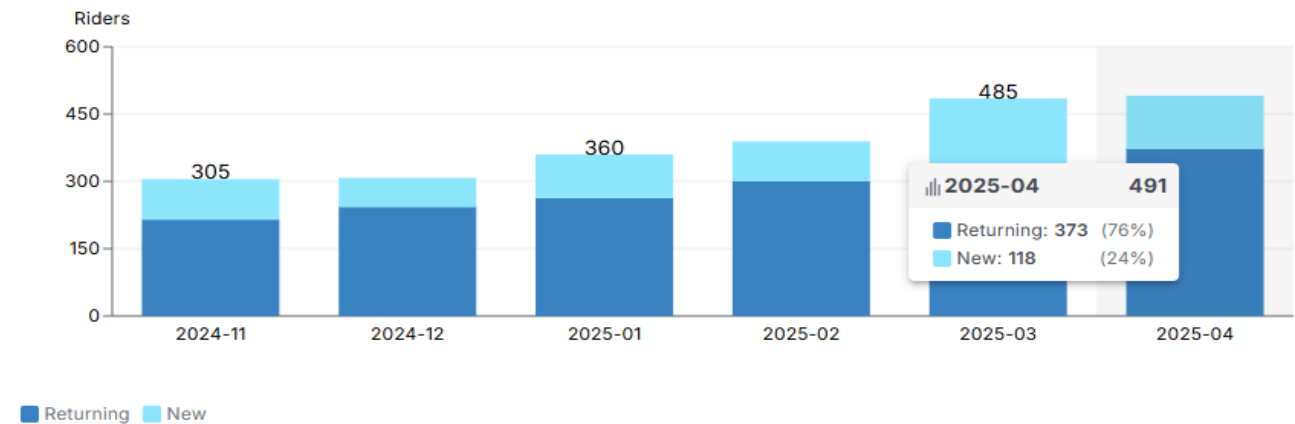
Proposals Presented



Rider Growth shows the difference between new active riders and returning riders.

Active Riders

Riders who took a ride in the period selected (broken down by those who took their first ride ever and returning riders).



Security

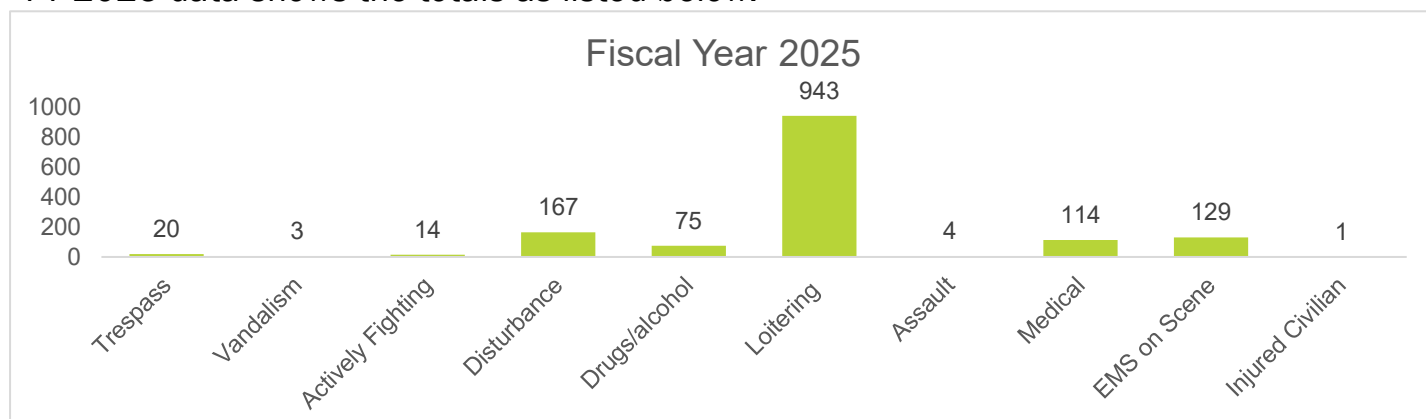
KDPS presence at the KTC was consistent through the month of April. Their presence typically lasts for a few minutes at a time.

257 of the security incidents this month were regarding loitering due to temperatures outside. These loitering incidents were handled by security and required little police assistance. Additionally, 70 people were asked to move along when found sleeping in the bus bays in the early morning.

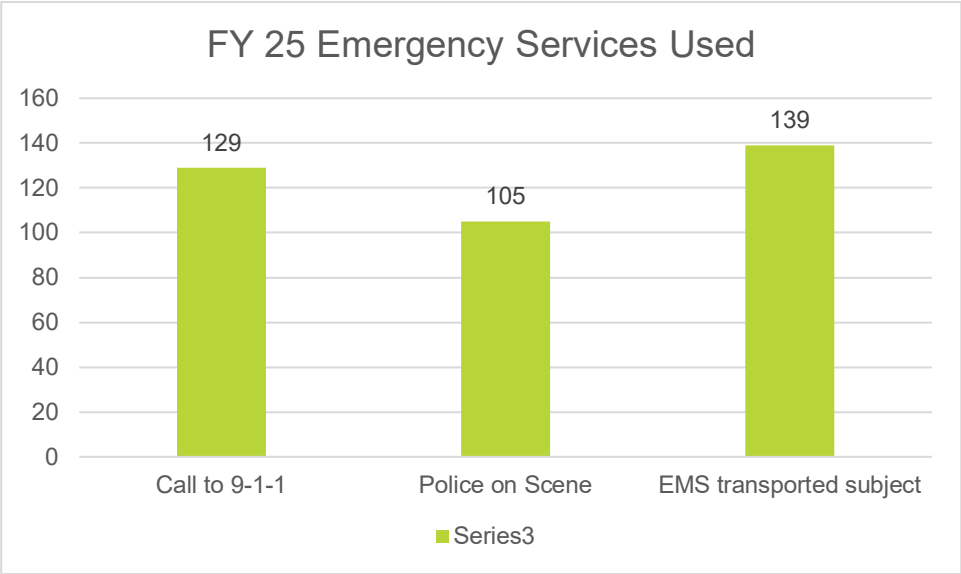
The activity summary for the month of April totals 325 security incidents. The incidents are listed below:

Incident Types		Definitions
1	Trespass	Asked to leave due to refusal to do so/ trespassed and returned to site
257	Loitering	Significantly overstayed their time on property, sleeping, blocking paths
0	Vandalism	Damage to property
3	Active Fights	Physical altercation between parties occurred
31	Disturbances	Behavior is interrupting other people around them
1	Harassment	Using threatening or degrading language
0	Assaults	Someone physically attacked by another
1	Theft	Property stolen on KTC property
21	Medical	Medical emergency situations

FY 2025 data shows the totals as listed below:



Emergency services used per month vary and the data is based on three categories: Calls to 9-1-1 made by security or KTC staff, Police on Scene, and People transported by EMS away from the KTC. The data below shows FY 2025 Emergency services used as provided by security data.



** YTD includes data from October 1, 2024, to present.



Connecting People Throughout
Kalamazoo County

MEETING NOTES

Performance Monitoring Committee

May 27, 2025 at 3 PM

Microsoft Teams Virtual Meeting

Members: Aditya Rama (Chair)
Absent: Dusty Farmer, Jim Pearson, Tim Sloan
Staff: Greg Vlietstra, Sean McBride

1. Committee Roles and Functions
 - The document will be shared at the June meeting.
2. Draft Committee Work Plan
 - Vlietstra will add City of Kalamazoo Support Services agreement and will add further information to the acronyms.
 - Rama discussed adding financial reporting to the list. He will bring it up at a future meeting for discussion.
3. Discuss Future Meetings Day and Time
 - Rama inquired if the fourth Tuesday of the month would be better timing between the board meetings. Vlietstra and McBride did not have a preference. Vlietstra will check with Farmer to see what works best with her schedule.

The meeting adjourned at 2:28 pm.

JURISDICTION OUTREACH TRACKING

Jurisdiction	Assigned Members	Scheduled Events	Event Date	Completed	Notes
Kalamazoo County	Rosine/McBride	Board of Commissioners			<input checked="" type="checkbox"/>
City of Galesburg	Sigman	City Council			
City of Kalamazoo	Rosine/McBride	City Commission			
City of Parchment	McBride	Board meeting			
City of Portage	Pearson/Burns/McBride	City Council			
Alamo Township	Farmer	Meeting	5/12/25	X	
Brady Township	Aardema				
Charleston Township	Aardema	Board Meeting			
Climax Township		Township Board meeting			
Comstock Township	McBride	Township Board meeting			
Cooper Township	Brown	Township Board meeting			
Kalamazoo Township	Mackie/McBride	Work session meeting			
Oshtemo Township	Farmer/Sloan/McBride	Township Board meeting			
Pavilion Township		Township Board meeting			
Prairie Ronde Township	Rama	Township board meting			
Richland Township	Brown	Township board meeting			
Ross Township	Rama/Ayers	Township board meeting			
Schoolcraft Township		Township Board meeting			
Texas Township	Rosine	Township Board meeting			
Wakeshma Township	Mackie	Township Board Meeting			
Village of Augusta	McCormick	Village Meeting			
Village of Climax		Village Council meeting			
Village of Richland	McCormick	Village Council meeting			
Village of Schoolcraft	Mackie	Village Council meeting			
Village of Vicksburg	Rama/McBride				
KATS	Aardema/Rama				
Porage Rotary	McBride	Speaking engagement			
Portage Senior Center	McBride	Speaking engagement			

REVISED 5/12/2025

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External Relations Committee Meeting Notes

May 21, 2025

Attending: Lisa Mackie, Chair, Paul Ecklund, Christyn Johnson, Garrylee McCormick, Gary Sigman, Sean McBride, Sarah Joshi, (Staff Liaison), Emily Lower, Annette Arkush (Committee Support)

1. Committee Charge Review

Chair Mackie read aloud the Committee Policy and asked the members if there were any questions about the responsibilities contained within the charge. None were noted.

2. Jurisdictional 3-6 Month Needs Planning

Chair Mackie noted the members were given the 2025 work plan that had been developed by the previous committee. She asked Ms. Joshi to elaborate on the plan and provide some insight. She stated that earlier this year, Mr. McBride shared with the Boards his legislative efforts through MPTA, and Emily presented to them an overview of the Hubspot tool which allows her to automate and track our social media posts. She advised that the plan is a working document that guides committee discussions and activities. Much of it is related to the jurisdictional outreach effort which needs to be kept in front of all board members. Our committee is responsible for encouraging them to go out and make presentations in their assigned jurisdictions.

3. Additionally, a lot of the outreach during the next five months is focused on the millage and engaging with the community to present the importance of the millage. To that end, this committee is responsible for oversight of the Legislative Breakfast. This event, while usually is held in May, has been pushed forward to September 19 in order to focus on the millage closer to the November election. Input regarding the guest list and agenda will be on the committee's plate this summer.

Exec. Dir. McBride advised that at the next meeting he would like the committee to focus on the pieces of communication that will be sent out to all residents within the community and to start an early draft of a community report that will highlight the things Metro is currently working on. An informational piece for presentations.

Several committee members have already scheduled jurisdictional visits, Mr. Sigman was able to secure a spot for Mr. McBride to speak to the Democratic Party as a keynote speaker in September; Ms. Mackie is on the agenda for Wakarusa Township, and Mr. Sigman advised his area is Galesburg and he will work with Ms. Blissett to secure a date for a presentation. Mr. McBride requested that Ms. Mackie find a date during late August thru early October for him to present at a Kalamazoo Township meeting.

4. Additional Discussion Topics

Mr. McBride added to the committee's work plan a discussion of recruiting two CCTA board members to represent the rural areas of the county. The board member qualifications document will be in the board packet for the board meeting on June 9.

Additionally, Mr. McBride added to the work plan a discussion of the social media data being collected on a regular basis and weigh in on the posting plan and topics.

5. Establish Committee Meeting Pattern

After a discussion regarding schedules and potential conflicts, the committee settled on hybrid meetings to be held the 3rd Wednesday of each month at 3:00 pm to start, with adjustments as needed. Due to workload for this committee, please disregard the agenda post that stated there was no meeting in June. The committee will meet on Wednesday June 18th at 3:00 pm. Please watch for a calendar invitation.

6. Additional Discussion Items

Ms. Johnson shared that she made available Metro pamphlets at a work/student event. She indicated that they were super helpful. Feedback was that many did not realize the extent of Metro's services. Mr. McBride was pleased with the feedback and asked to discuss this further at an upcoming committee meeting.

Ms. Joshi shared with the committee that it would be her last meeting with them as she is moving to a new position with Parchment on June 18. Congratulations and well wishes were extended from all for a job well done at Metro and future success.



Connecting People Throughout
Kalamazoo County

TO: CCTA and KCTA Boards
FROM: Sean McBride, Executive Director
DATE: June 5, 2025
SUBJECT: Board Governance Refresh

BACKGROUND

The KCTA and CCTA conducted a Board Retreat on July 11, 2022. The purpose of the retreat was to review and enhance the overall governance process and experience for the Boards. The Retreat was facilitated by Doug Eadie, a consultant who specializes in working with public transit agencies on board governance.

Based on the exercise and discussion, Mr. Eadie, KCTA/CCTA Boardmembers and staff identified enhancements to the Board governance structure. The efforts of this group are summarized in the ***Governance Fine-Tuning Initiative Action Report***, which is available at the following link <https://www.kmetro.com/resources/documents>. Governance enhancements were implemented in the winter and spring of 2023, which included the Committee structure that is now used.

Some of the goals of the governance enhancements were to:

- Ensure adequate attention to governing decisions and judgements;
- Make Board meetings more productive;
- Provide Board members with a more satisfying governing experience;
- Provide forums for mapping out Board member engagement processes;
- Capitalize more fully on-Board members' experience, expertise, talents, and diverse perspectives; and,
- Develop well-rounded Boardmember experiences to enable and promote regular Board leadership rotation

DISCUSSION

Executive Director McBride will present a PowerPoint at the meeting to refresh/reorient Boardmembers on the Governance Fine-Tuning Initiative, including the importance of the Committee structure.

RECOMMENDATION

This item is for information only.



Connecting People Throughout
Kalamazoo County

AGENDA and MEETING NOTES

Board Operations Committee

May 29, 2025 at 2 PM

Microsoft Teams Virtual Meeting

Members: Curtis Aardema, James Ayers, Chris Burns, Dusty Farmer, Lisa Mackie, Aditya Rama
Absent: None
Staff: Sean McBride, Barbara Blissett

1. Review CCTA/KCTA June 9th Meeting Agenda

Notes:

- The Committee reviewed the June 9th meeting agenda

2. Review Committee Activities

Notes:

- Chair Ayers stated the Planning and Development Committee would be meeting with staff to plan future agendas
- Chair Rama shared the Performance Monitoring Committee would be focusing on contracts for the next six months
- Chair Mackie said the External Relations Committee had met and reviewed the Committee's charge and policy. She said examining social media with an emphasis on how to convey Metro services and upcoming millage information to the public. She also said planning for the Legislative Breakfast in September was underway

3. Other Items

Notes:

- Exec. Dir. McBride shared he had met with Boardmember Beauchamp for orientation to the Boards and Committees.
- Exec. Dir. McBride stated there would be a presentation on State and Federal Grants at the June Board meeting based on feedback from Chair Aardema
- Exec. Dir. McBride discussed staffing changes
- Exec. Dir. McBride stated the new parking garage on Rose St. was moving forward. There are details to be addressed regarding traffic flow on Rose Street with concerns about the entry and exit of buses on Rose St.
- The next meeting date is Thursday, June 26th at 2 PM

The meeting adjourned at 2:45 pm



Agenda Item: # 8 Meeting Date: 06/09/25
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Connecting People Throughout
Kalamazoo County

TO: CCTA and KCTA Boards
FROM: Sean McBride, Executive Director
DATE: June 5, 2025
SUBJECT: Executive Director Update

Route Adjustments

In March 2025, Metro reduced fixed route service in the community due to a continued shortage of available drivers. On June 9, 2025, Metro will increase service bringing back routes that have fluctuated over the last five years. The June 9th service increase includes:

- Route 7- Alamo 1:45pm to 6:45pm
- Route 13- South Burdick 6:45am to 6:45pm
- Route 14- West Main 5:45am to 5:45pm

Metro staff continue to work on hiring new coach operators and retaining current coach operators.

Human Resources

- Santana Rawls started as a Coach Operator on May 27th.
- Sarah Joshi, Deputy Director for On-Demand Services and Planning, will be leaving to become Parchment City Manager.
- Richard Congdon is being promoted to On Demand Services Manager. He will be responsible for Metro Connect and Metro Link contracts and operations.
- Vivian Dobbins is being promoted to Program Manager. She will oversee the Metro Share program and assist in the oversight of Metro Link and Metro Connect.
- Vera Younger is being promoted to Transit Operations Planner. She will coordinate operational planning activities, reporting and associated grant compliance. She will be trained to be the Senior Manager for Kalamazoo Transit Center Customer Service.

Metro conducted a Job Fair on Thursday June 5th, with a mid-day and evening session. The Job Fair is targeted to attracting Coach Operators, Mechanics and Service Lane Attendants. As part of the Job Fair, interview sessions will be available for the Coach Operator and Service Lane Attendant positions.

Metro is partnering with Michigan Works to attract and hire CDL drivers. As part of the regional program, Metro will be able to receive partial training reimbursement for those individuals that are pre-qualified by Michigan Works.

Outreach

Metro participated in a number of community events through April and May. Bits of Business was held at the Portage Zhang Senior Center and was well attended. Metro also had a table at The Kalamazoo Promise Senior Signing Day at Arcadia Creek Festival Place to educate graduating students about the transportation options available to them as they pursue their educational and vocational futures. Travel training presentations to schools have ended for the year, with the final being at Vicksburg High School. That presentation and a subsequent table event at KRESA resulted in contact with more educators in the Vicksburg and Schoolcraft areas requesting similar presentations in the fall.

With the nicer weather, there has been an increase in travel training requests for individuals and families. Emily Lower has met with new riders at the KTC and in their homes to help them learn and navigate the public transportation system.

Upcoming Summer Events include:

- June 6 – Pavilion Estates “Summer Party”
- July 19 – Touch-A-Truck at Bronson Park (Galilee Baptist Church)
- August 26 – Bronco Bash

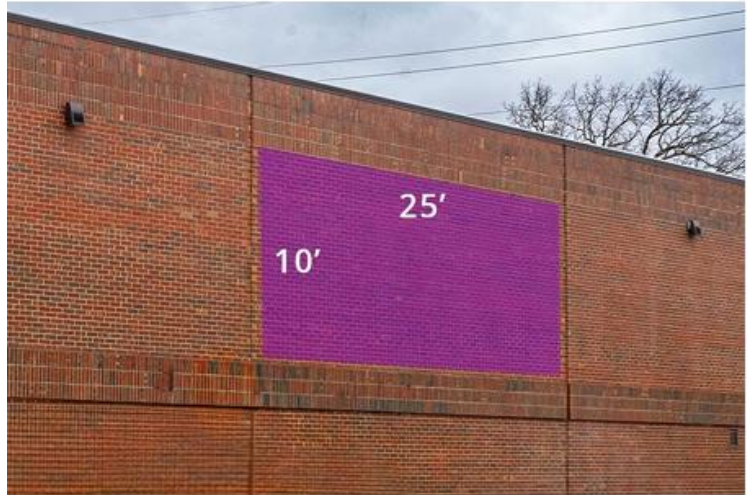
Training

During the last three years, Metro has been collaborating with the Transportation Safety Institute (TSI) to host training and has become a regional training partner. During that time Metro has hosted four weeks of training in partnership with TSI and will host their fifth week of training June 23 through June 27, 2025, with a course on Bus System Safety. For these courses trainers come from around the country and Metro partners with local transit agencies to share their seats, and TSI allows access to others from around the country. In June, Metro will welcome partners from Battle Creek Transit (Battle Creek, MI), The Rapid (Grand Rapids, MI), Dial a Ride Transportation (Niles, MI), Newaygo County Commission on Aging (Newaygo, MI), and Macatawa Area Express Transportation Authority (Holland, MI). Eighteen others will come to Kalamazoo from around the country to participate in this training course.

As the host agency, Metro staff take on the role of event planner and assistant and, the responsibility starts up to a year in advance of the training. The host is responsible for booking hotel room blocks in the community, arranging transportation from hotels to the training site, communicating with course attendees, and providing access to Metro’s transportation system. Metro has historically worked with The Hilton downtown, Staybridge Suites, and Home 2 Suites to provide hotel rooms to those coming into town and have coordinated catering through local and national chains for the course attendees. For the June training, Metro is focused on using locally owned businesses for catering services.

Kalamazoo Arts Council - Mural

The Arts Council of Kalamazoo is hosting an experiential art experience by painting murals on local buildings called “Brush the Block.” I offered Metro and we have been selected as one of the locations for the murals. The mural will be painted on the week of September 2nd and remain visible and accessible to the public after that. Below is a picture of the artwork that was selected by a jury of local artists and experts and the wall on which it will be painted on Burdick Street just south of Ransom.



Artist Statement

We Got the Juice (In the Zoo)

“We Got the Juice (In the Zoo)” is a vibrant celebration of Kalamazoo’s natural beauty, creative energy, and collective spirit. This piece embodies the city through a frame of native wildlife—butterflies, moths, mammals, birds, and pollinators—intertwined with beloved local flora, symbolizing the region’s ecological richness.

In the heart of this piece, a jeweled fist presses forward, squeezing the “juice” that fuels Kalamazoo: The passion, resilience, and collaboration of its people. Honoring the organizations and movements that shape the community—from the Kalamazoo Nature Center to the Arts Council of Greater Kalamazoo, the Kalamazoo Community Foundation, The Northside Association for Community Development, and beyond—the artwork serves as both a tribute and a call to action. It reflects the ingenuity of local artists, the dedication of educators and advocates, and the wild wonder of the land we all must steward and cherish.

More than a visual piece, it’s a testament to what happens when a community invests in itself. That “juice”—the drive to create, nurture, and sustain—flows through every corner of Kalamazoo. Here’s to keeping it alive!

Attachments

1. Metro Link Update



Connecting People Throughout
Kalamazoo County

Agenda Item: 8a
Meeting Date: 06/09/25

TO: CCTA and KCTA Boards
FROM: Sean McBride, Executive Director
Prepared by Richard G Congdon, On-Demand Services Manager
DATE: June 2, 2025
SUBJECT: April Metro Link Update

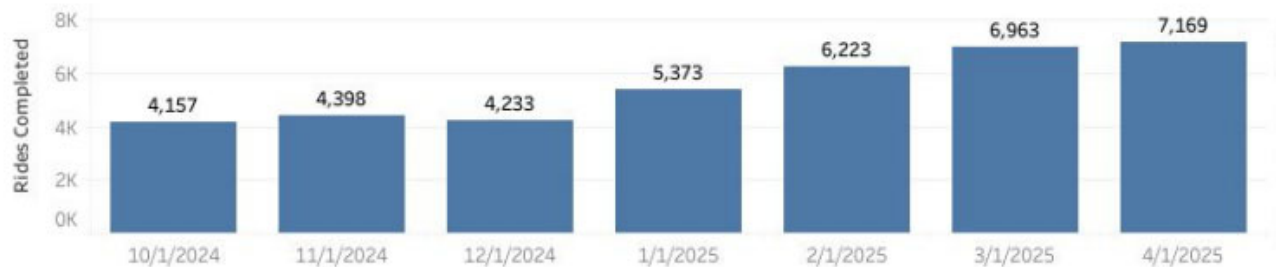
BACKGROUND

The Metro Link microtransit pilot program launched in three zones in Kalamazoo and Portage on April 15, 2024. The following is an update of the service statistics for April.

DISCUSSION

The number of rides continues steady growth, with an all-time monthly record of 7,169. There have been 49,760 rides taken on Metro Link since the launch of the program.

Completed Rides

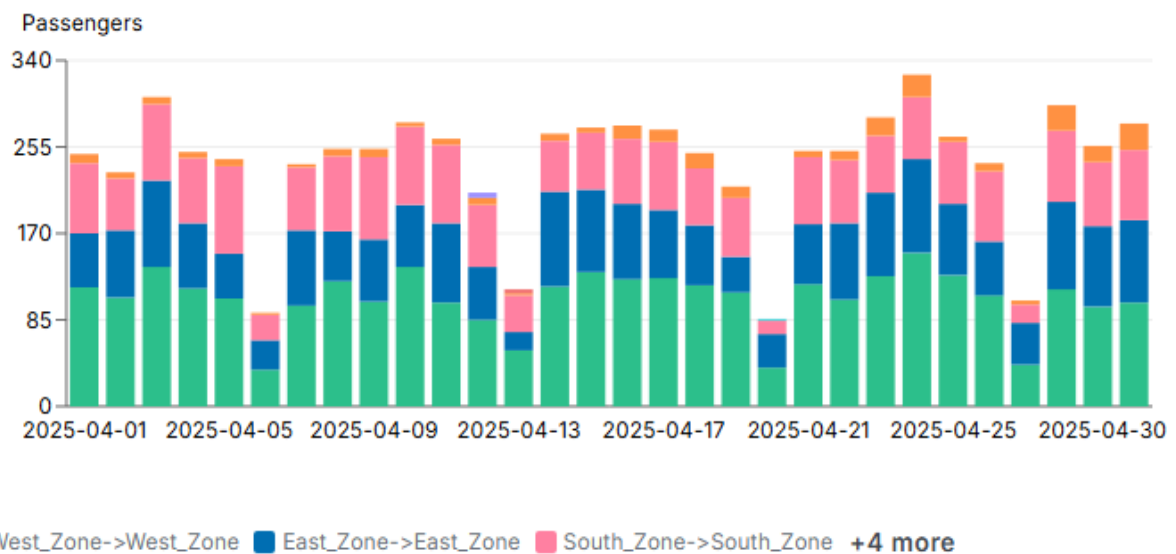


Metro Link set several records in April: total miles 42,421; passenger miles 22,183; revenue service miles 34,342; revenue service hours 2,602; and total trips 7,169. The average passenger travelled 3.2 miles and the trip lasted an average of 8.9 minutes.

Riders requested 11,189 trips and completed 64% of those requests. There were 501 new passenger registrations. Most users booked their trip on the Metro Link app with 10,296 or 98% of all requests and 263 requests made by telephone.

The West Zone continues to have the most rides with 3,226 rides taken in April. Western Michigan University students use the service extensively and drive those trip numbers. The rides taken in the zone expansion from the Mobility Grant continue to grow.

Geographical Demand



Metro Link is in the process of instituting a No Show/Cancellation policy to cut down on the number of both. Seniors and individuals with a disability will now complete a Certification for Reduced Fare application to qualify for the reduced fare, use of a mobility device or to travel with a personal care attendant. These are currently self-assessed when a passenger registers for the Metro Link app and there has been the potential for individuals to abuse this to have a lower fare.

VIA management came to Kalamazoo in May to meet with Metro staff. Service improvements, the current state of Metro Link and the contract extension were discussed. They will be here again for an Executive Business Review of the service during the first week of June.

RECOMMENDATION

This item is for informational purposes only.