

Metro Gains Momentum

Public Transportation Builds on a Strong 2022

Bus ridership increased for a second straight year in Kalamazoo County as Metro, along with many transit systems nationwide, saw a steep decline in ridership due to COVID-19 and the reduction of public transportation service.

Coming out of the pandemic, the labor force returned to work and students returned to classes as ridership approached 1.6 million rides in 2022. Along with rider confidence in the system, a continual resurgence is expected.

Metro's demand-response system, Metro Connect, also posted strong results seeing an increase in ridership to over 10,000 rides in 2022.

"Our success was a tribute to our workforce," said Greg Rosine, chair of both governing boards that oversee Metro operations –

Kalamazoo County Transportation Authority and Central County Transportation Authority. "Team members remained committed to passenger needs. Safety. Clean vehicles. On-time performance."

The use of technology by riders also has increased dramatically over the past two years. Token Transit – the fare app - and myStop – the bus-tracking app – make trip planning and the passenger experience simpler than cash and token use. The Token Transit app provides convenience for both bus riders and Metro Connect users by not needing tokens or cash readily available to ride but instead a pre-paid pass using a debit or credit card. This method of purchasing bus passes has grown to over 63,000 passes in 2022.



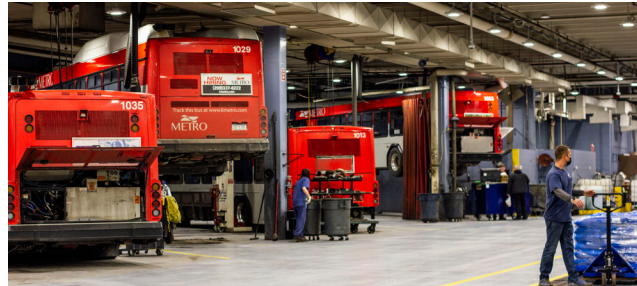
Service Upgrades Continue

New Shelters, More Amenities

The rider experience at Metro continued to improve in 2022.

New health and safety protocols, introduced during COVID-19, established a new standard for passenger care at Metro and includes nightly sanitation of vehicles and protective gear for bus drivers. Metro added new bus shelters and replaced older shelters along the system's twenty-one routes. The new shelters have amenities that include solar lights, benches, and waste receptacles. State and federal grants made the new shelters possible. The addition of shelters and benches will continue into 2023 as Metro listens to passenger requests for safe, convenient bus stops.

Riders themselves were responsible for improving the overall system by downloading and using apps on their phones to purchase fares and track buses. More and more passengers use Token



Transit for contactless, cashless payment, both for the bus and Metro Connect.

Riders report that the myStop mobile app helps them reduce wait time and better plan their day by being able to see arrival times at their location and track buses along several routes at once to make connections.

"The pandemic made us keenly aware of the needs of our riders," says Metro Executive Director Sean McBride.

"COVID-19 made us analyze everything we did. The result was an internal understanding of our operations, with some insights on teamwork and efficiency."

Introduction of New Service to the Transit System

The recent completion of a Comprehensive Operational Analysis provided Metro a look at the future of public transportation in Kalamazoo County. This analysis was last updated in 2010 and included a look at how Metro evolves to provide public transportation differently as the needs of the community change. As Metro moves forward, the CCTA and KCTA boards will be looking at ways to implement the analysis, including the introduction of same day transit service – microtransit – to provide connections to those outside the fixed route system needing access to schools, medical facilities, and employment. More information on the analysis and future service improvements is available at kmetro.com.

Metro strives to have bus routes that are easy to use, intuitive to understand, and serve a robust mix of destinations including grocery stores, doctors, and jobs. Route adjustments will be rolled out to the community with rider input and funding driving the timelines for implementation.

Public Input Propels Change

Metro Responds to Formal, Informal Recommendations

Metro is a public entity with numerous funding and regulatory forces at work. Local, state and federal governments are involved. Community partnerships abound. Never lost in the complex of Metro, though, is public input.

Ridership studies and surveys result in route and schedule adjustments. Two governing boards oversee the operations of the public transportation system. Rider open houses and attendance at community events provide those using the system an opportunity to respond to what Metro does well and where improvements should be considered.

"We're constantly looking for ways to improve," says Timothy Sloan, a member of the Kalamazoo County Transportation Authority (KCTA). Sloan, who has been on the KCTA board for five years, uses both the Metro bus system and Metro Connect, the countywide system, to travel to appointments and shopping.

Sloan first got involved with Metro through transportation advocacy groups in Kalamazoo County. He remains a firm believer that speaking out results in positive change. He also keeps up

on public transportation issues, monitoring systems across the country.

The KCTA board meets monthly in joint session with the Central County Transportation Authority (CCTA). The meetings are open to the public, and time is set aside at each meeting for public comment.

"We work together in harmony so we have the big picture," says Sloan. In addition to monitoring the use patterns and needs of riders, the governing bodies navigate the regulatory and supportive roles of state and federal governments. State and federal funds account for about half of the annual budget.

"It's a complex setup," says Sloan. "My job, and I know other board members feel the same way, is to always keep the riders' interests in mind."

He adds, "I remind people that they have a say in how our system works."

The community is encouraged to email Metro at ccta@kmetro.com or call 337-8222 with questions and suggestions.

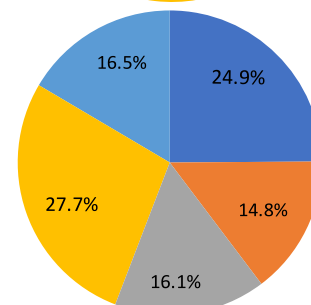
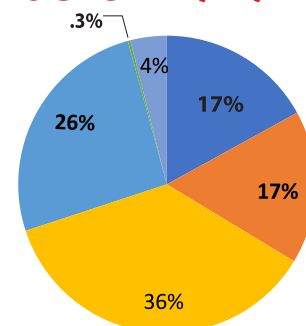
2022 Operating Revenue and Expenses as of 2/7/23

Operating Expenses - \$18,603,005

Administration	3,161,648
Maintenance	3,099,220
Operations	6,749,592
Metro Connect	4,806,352
Metro Share	49,215
Kalamazoo Transportation Center (KTC)	736,978

Operating Revenue - \$20,090,618

Michigan Department of Transportation (MDOT)	5,001,364
Urban Millage	2,975,879
Federal Transit Administration (FTA)	3,240,745
County Millage	5,555,732
Fares/Operating	3,316,898





2022 ANNUAL REPORT



Email: ccta@kmetro.com

Customer Service (269) 337 - 8222

Website: www.kmetro.com

Facebook: www.facebook.com/metrotransit



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www.kmetro.com
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Our 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.

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Garrylee McCormick, City of Kalamazoo - Vice-Chair
Curtis Aardema, City of Kalamazoo
Robert D. Britigan III, Urban
Chris Burns, City of Portage
Dusty Farmer, Oshtemo Township
Rodney Halcomb, Rural
Martin Janssen, Rural
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Jim Pearson, City of Portage
Randy Thompson, Comstock Township
Rod Halcomb

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