



MOVE NEW HAVEN

Transit Mobility Study

TheRide provides 35 fixed-bus routes within and between Ann Arbor and Ypsilanti for a combined population of 212,492 residents. The radial system connects downtown Ann Arbor to surrounding neighborhoods and the neighboring municipality of Ypsilanti. In addition to local bus, TheRide provides service, through a partnership with Indian Trails, to the Detroit Metro Airport via the "airRide" throughout the day. Two limited-stop bus service routes to nearby Chelsea and Canton are also provided. TheRide is funded by a combination of local property tax levies and state funding.

Promoting Transit Usage

ANN ARBOR AREA TRANSPORTATION AUTHORITY | ANN ARBOR, MICHIGAN

APPLICABILITY TO THE GREATER NEW HAVEN REGION

- Similar city population of less than 135,000
- Both have radial systems with downtown transfer hubs
- Large university and hospital presence with individual shuttle system, and students and staff that use transit
- TheRide has embraced interactive maps and real time bus information for a similar scale bus system, which are desired by CT *transit* New Haven riders

WHAT CAN GREATER NEW HAVEN LEARN FROM TheRide?

Re-invent the Downtown Transit Hub

In 2014, TheRide completed a new *Blake Transit Center* in Downtown Ann Arbor to accommodate growing ridership. The new facility accommodates over 5,000 passengers departing daily and serves 17 of the 35 fixed-bus routes. The project cost \$8.1 million.

Link Transit with Institutions

The University of Michigan partners with TheRide. This partnership included a \$4.5 million Central Campus Transit Center which accommodates both University of Michigan and TheRide services. The Transit Center includes resurfacing, adding bike lanes, lane changes, drop-off lanes, covered bus shelters, real-time information, and a plaza area to improve pedestrian circulation and safety.

Appeal to Millennials, Choice Riders, and Tech Savvy Customers

TheRide has enhanced its bus customer experience with the ability to track a bus with a live mobile map ("*Live Maps*") in real-time. Customers can also be informed of schedule changes and detours by signing up for email and/or text message alerts for a specific route they ride.

Offer Faster Bus Service from Suburbs to Key City Employers

Two *ExpressRide* routes provide non-stop service to two neighboring Ann Arbor municipalities to the west and east of the City. Both routes are about 15 miles long and take 20 to 30 minutes to connect to downtown Ann Arbor's University of Michigan Central and Medical Campuses. Wi-Fi and comfortable seating are provided on the bus.

Increase Ridership

Students, faculty, and staff of the University of Michigan and University of Michigan Health Center have unlimited free access to TheRide's fixed bus routes through an agreement where the institution pays for its riders. In addition, Washtenaw Community College students are provided free boardings at fixed-route bus stops within the campus.