



## **Technical Working Group Materials**

**Mobility 4 All Plan**

**Regional Transit Authority of Southeast Michigan**

**September 2025**





# Coordinated Human Service Transportation Plan (CHSTP) Update

Technical Working Group  
Meeting #1

August 8, 2024

# OUR PURPOSE

## VISION

A region with sufficient and stable funding to support improved public transit options that will advance equity by increasing accessibility; satisfy the integrated mobility needs of SE Michigan communities; and promote livable, healthy and sustainable growth.

## MISSION

Manage and secure transportation resources that significantly enhance mobility options, improve quality of life for the residents and increase economic viability for the region.



# RTA CORE FUNCTIONS



## PLAN

- Update annually Regional Transit Master Plan (RTMP)
- Advance transit projects on corridors
- Engage in planning to improve transit and equitable mobility



## FUND

- Designated recipient for federal and state funds
- Introduce initiatives to generate regional transit funding



## ACCELERATE

- Pilot new transit services
- Lead new funding to expand and enhance transit
- Build regional partnerships to strengthen coalition that garners more sustainable funding



## COORDINATE

- Review federal and state applications to align with regional goals
- Build support across regional stakeholders



# Our Team Members



**Ben Stupka**  
Executive Director



**Julia Roberts**  
Planning & Innovation Director



**Melanie Piana**  
Program Director



**Corri Wofford**  
External Affairs Director



**Kristin Caffray**  
Transit Climate Associate



**Khalil Davis**  
Projects & Grants Associate



**Isaac Constans**  
Communications Associate



**Shauna Morris**  
Executive Assistant



**Kameron Bloye**  
Challenge Detroit Fellow



RTA is an AmeriCorps host site.

# Agenda

- Welcome and Introductions
- Overview of CHSTP Goals and Objectives
  - Plan Branding
  - Project Schedule
  - Technical Working Group Schedule
- Community Engagement Approach
- Next Steps and Action Items
  - Next Steps
  - TWG Role
  - Next Meeting
- Closing Remarks

# Welcome & Introductions

"Name & Organization"

Icebreaker : Drop in the chat your  
favorite place to travel

# Overview of CHSTP Goals & Objectives

# What is a CHSTP?

- **Coordinated Human Services Transportation Plan:**
  - Locally-developed
  - Tool for community transportation planning
  - Identifies transportation needs of vulnerable populations
    - Persons with disabilities, older adults, low-income individuals
- **Key Components:**
  - Incorporates public participation and feedback
  - Strategizes how to meet identified needs
  - Prioritizes transportation services for funding and implementation
  - Improves coordination & collaboration across human service organizations and transportation providers

**Projects must be in a CHSTP to be eligible for federal funding under the Section 5310 Program.**

# 2020 Plan



- Completed December 2020
- 5-year plan
- Shaped by the COVID-19 pandemic and national focus on structural and institutional racism
- Identified **five critical goals**:
  - Organized strategies and solutions around each goal
  - Evaluated in the context of an equity framework
  - Strategies prioritized by Technical Working Group (TWG)
- Identified short list of key actions over the next five years

|                                                                                       |                                                                               |
|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
|    | <b>Goal 1:</b><br>Increase Local and Regional Mobility                        |
|    | <b>Goal 2:</b><br>Improve Coordination Among Providers                        |
|    | <b>Goal 3:</b><br>Increase Awareness of Existing Services                     |
|    | <b>Goal 4:</b><br>Streamline Funding and Reporting                            |
|  | <b>Goal 5:</b><br>Develop Partnerships for Supportive Physical Infrastructure |

# Mobility 4 All Plan (MAP)

- *Transit solutions for people with disabilities, older adults, and individuals with limited incomes*
- **Tagline:** *Connecting Communities, Empowering Lives*
- Project is designed to develop a **regional strategy** to:
  - Improve coordination among providers
  - Reduce inefficiencies and redundancies
  - Ultimately strengthen regional mobility
- Regional approach encompasses the **four-county** region of Macomb, Oakland, Washtenaw, and Wayne counties
- Mobility 4 All Plan is the Region's CHSTP and is designed to fulfill requirements laid out by the Federal Transit Administration (FTA) and to ensure the **region has access to available federal funds**

# 2024 MAP – Goals & Objectives

Meet **federal** and **state requirements** for the entire region of Southeast Michigan

Refresh the 2020 Plan to endorse RTA's overarching goals, **revisiting and simplifying** strategies

Develop **regional strategies and prioritized actions** for accessible human services public transportation

Coordinate with the **investment priorities** identified in the Regional Transit Master Plan (RTMP)

Explore **innovative transit solutions** such as micro transit, paratransit, micro mobility, and fixed route deviations



# 2024 MAP – Project Schedule

| Task                            | 2024 |     |     |     |     |     | 2025 |     |     |     |     |     |     |     |
|---------------------------------|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|
|                                 | Jul  | Aug | Sep | Oct | Nov | Dec | Jan  | Feb | Mar | Apr | May | Jun | Jul | Aug |
| 1 Existing Conditions           |      |     |     | ★   |     |     |      |     |     |     |     |     |     |     |
| 2 User Overview                 |      |     |     |     |     | ★   |      |     |     |     |     |     |     |     |
| 3 Technical Working Group (TWG) |      | #1  |     | #2  |     | #3  |      | #4  |     | #5  |     | #6  |     | #7  |
| 4 Funding Overview              |      |     |     | ★   |     |     |      |     |     |     |     |     |     |     |
| 5 Community Engagement          |      |     |     |     |     |     |      |     |     |     | ★   |     |     |     |
| 6 Strategic Recommendations     |      |     |     |     |     |     |      |     |     | ★   |     | ★   |     |     |
| 7 Final Plan                    |      |     |     |     |     |     |      |     |     |     |     |     |     | ★   |

- ★ Technical Memoranda
- ★ Draft Recommendations
- ★ Final Recommendations
- ★ Final Plan

*Deliverables from Tasks 1-6 become Chapters or Technical Appendices to the Final Plan*

# 2024 MAP – TWG Schedule

## Present Schedule

## Agenda

|                                                |                                                                                             |
|------------------------------------------------|---------------------------------------------------------------------------------------------|
| <b>1. August 8<sup>th</sup>, 2024 – TODAY!</b> | Introduction to the MAP, Schedule, Engagement Strategy, Data Needs                          |
| <b>2. October 3<sup>rd</sup>, 2024</b>         | Priority Areas, Existing Conditions and Funding Overview, Community Engagement #1 Materials |
| <b>3. December 4<sup>th</sup>, 2024</b>        | Community Engagement #1 Results, User Overview                                              |
| <b>4. February 6<sup>th</sup>, 2025</b>        | Strategic Planning Recommendations Workshop                                                 |
| <b>5. April 3<sup>rd</sup>, 2025</b>           | Draft Strategic Recommendations, Community Engagement #2 Materials                          |
| <b>6. June 5<sup>th</sup>, 2025</b>            | Community Engagement #2 Results, Final Strategic Recommendations                            |
| <b>7. August 7<sup>th</sup>, 2025</b>          | Final MAP                                                                                   |

# Technical Working Group Role

**We need your help for this project to be successful!**

- **Your Role:** Review the technical work and findings as well as advise on effective public engagement measures
- **Our Ask:** Expect “working meetings”, be ready to actively participate. We want your input and feedback!
- **Key Tasks:** Community Engagement, Funding Sources, Existing Conditions, Strategic Recommendations

**You know SE Michigan and the MAP populations.  
Please share your knowledge and insight with us!**

# Community Engagement Approach

# The People We Want to Reach

- **People and organizations in all 4 counties and the city of Detroit, including:**
  - Current and potential service users
  - Service providers – regional and community-based
  - Human services organizations
  - Advocacy organizations
  - Others?
- **Urban, suburban and rural representation from across the region**



# What We Aim to Learn

- **From Current Service Users:**
  - What services people use now, why, and how frequently
  - Where they want to go, but cannot access now
  - Which current services work for them, and which don't
  - A little about them – demographics and technology use
  - Future vision



# What We Aim to Learn

- **From Potential Service Users:**
  - Are they aware of the service?
  - If they are aware, why they don't use it?
  - If they are not aware, why?
  - Where they want to go, but cannot access services
  - The services they need
  - A little about them – demographics and technology use
  - Future vision

# Engagement Plan

| Task 5               |                  | 2024 |     |                |     |     |     | 2025 |     |     |                |     |     |     |     |
|----------------------|------------------|------|-----|----------------|-----|-----|-----|------|-----|-----|----------------|-----|-----|-----|-----|
|                      |                  | Jul  | Aug | Sep            | Oct | Nov | Dec | Jan  | Feb | Mar | Apr            | May | Jun | Jul | Aug |
| Community Engagement |                  |      |     | 9 Events Total |     |     |     |      |     |     | 9 Events Total |     |     |     |     |
|                      | Macomb County    |      |     | 2 events       |     |     |     |      |     |     | 2 events       |     |     |     |     |
|                      | Oakland County   |      |     | 2 events       |     |     |     |      |     |     | 2 events       |     |     |     |     |
|                      | Washtenaw County |      |     | 2 events       |     |     |     |      |     |     | 2 events       |     |     |     |     |
|                      | Wayne County     |      |     | 2 events       |     |     |     |      |     |     | 2 events       |     |     |     |     |
|                      | City of Detroit  |      |     | 1 event        |     |     |     |      |     |     | 1 event        |     |     |     |     |



# Engagement Plan

## **Fall 2024 (September, October) Engagement Activities**

- One meeting each major agency LAC

## **Five Mobility for All Program (MAP) Community Summit Meetings**

- One in each county and one in the City of Detroit
- Host summits in partnership with local agencies
- Invite riders and non-riders to attend
- Breakfast or lunch time events
- Opportunities to provide direct feedback

# Your Thoughts?

- Does this outreach approach make sense for your area?
- If so, what specific sites or programs should we visit for interviews and meetings?
- If not, what approach do you suggest?



# Next Steps & Action Items

# Next Steps

## Data Collection:

- Become familiar with the region's current operations, challenges, existing resources
- Access and evaluate ridership and origin-destination data
- Develop survey tool to inventory **service providers**
  - Follow up with interviews as needed to fill data or information gaps
- Research and conduct interviews on **best practices** from similar regions

## Engagement with Other Stakeholders:

- Citizens Advisory Committee – August 12
- Public Transit Providers Advisory Committee – August 13

## Collaborate on Initial Outline for Updated MAP

# Next Meeting

**October 3<sup>rd</sup>, 2024**

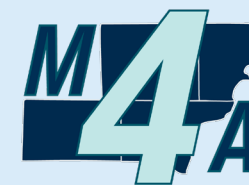
## **Preliminary Agenda Items:**

- Key Issues and Concerns
- MAP Priority Areas
- RTA Existing Conditions:
  - Travel Market Analysis
  - Service Provider Inventory
  - Peer Analysis
- Funding Overview
- Fall Community Engagement Materials



# Closing Remarks

Thank you for your time and participation!



# Mobility 4 All Technical Working Group

Meeting #2

October 10, 2024



Regional Transit Authority  
Of Southeast Michigan

# Agenda

- Fall Community Engagement
  - Engagement Materials
  - Events Progress
- Transportation Service Provider Outreach
- M4A Priority Areas
- Key Issues and Concerns
- Next Meeting





# Fall Community Engagement



Regional Transit Authority  
Of Southeast Michigan

# Official Program Branding

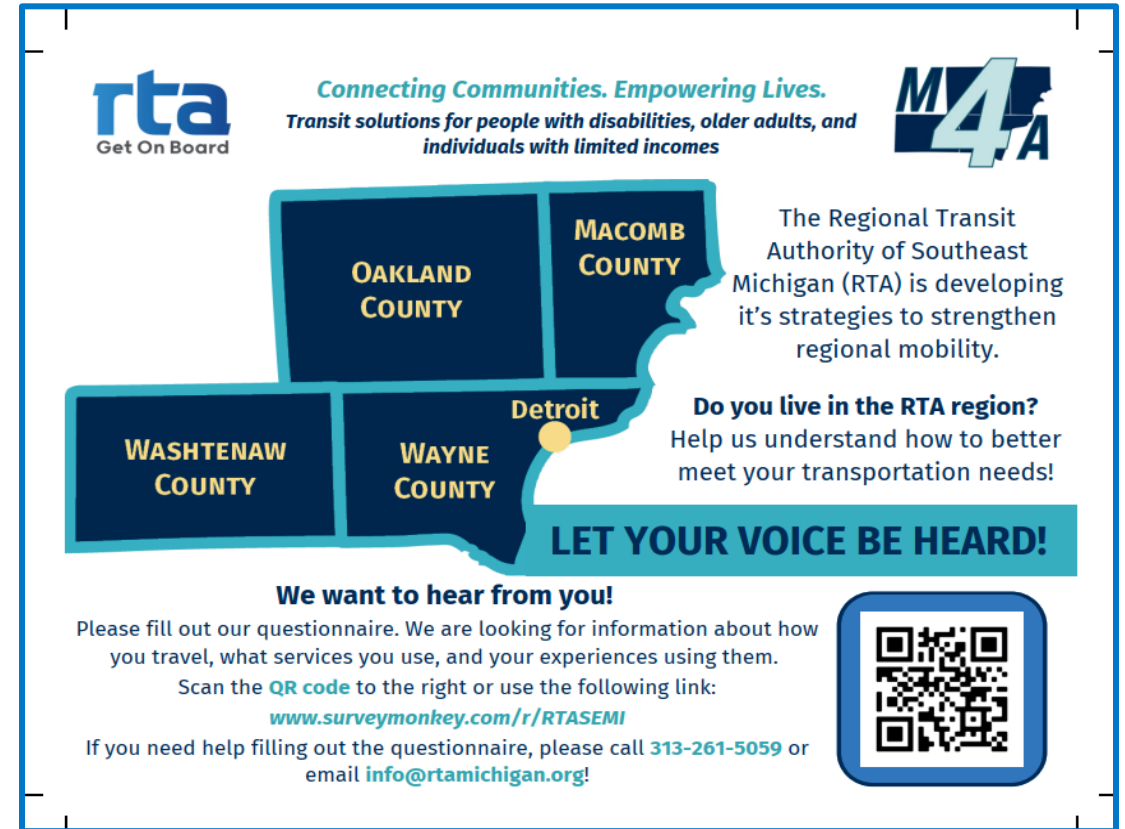


M4A Website:  
[Mobility 4 All Plan](#)



# Engagement Materials

- Rider questionnaire for current and potential service users
  - Printed copies for engagement events
  - Available online: [www.surveymonkey.com/r/RTASEMI](https://www.surveymonkey.com/r/RTASEMI)
- Created engagement materials:
  - M4A Fact Sheet
  - Posters:
    - Who is RTA? How does RTA help me?
    - What is M4A and why is it important?
    - We want to hear from you!
  - Postcard (shown to the right)
- Spanish and Arabic translations
- Digital copies can be found in the TWG shared folder: [Engagement Materials](#)



# Events Attended

- Sept 13: Strides for Seniors (Detroit)
- Sept 19: Senior Fun Festival (Macomb County)
- Sept 20: Strides for Seniors (Detroit)
- Sept 23: Macomb Fall Senior Expo (Macomb)
- Sept 27: Strides for Seniors (Detroit)
- Oct 1: Total Wellness Fair (Oakland County)
- Oct 5: Ageways Family Caregiver Connections: Learn, Link and Lunch (Oakland County)
- Oct 5: Senior Living Week (Washtenaw County)





Ageways Caregivers  
Event  
October 5 at Suburban  
Collection Showplace,  
Novi



Strides for Senior Event  
September 27 at Palmer Park, Detroit

Strides for Senior Event  
September 13 at St.  
Patrick's Senior Center,  
Detroit





# Additional Outreach

- Sept 13: RTA LAC
- Aug 12: DDOT LAC
- Nov 12: AAATA LAC
- TBD: SMART CAC
- Email outreach to 50+ agencies
- Connecting with Ageways and other organizations

# What We've Seen So Far

- Lessons learned from attended events:
  - RTA: Brand recognition
  - Printed questionnaires work well – 250+ written responses so far!
- What we have heard at events:
  - Too many service area limitations
  - Need for more weekend and evening travel
  - “How do I get a ride?”

# Remainder of Fall Engagement

- One more potential in-person event:
  - Oct 17: Senior Expo (Wayne and Macomb Counties)
- “Phase 2” of engagement
  - Phone interviews, emails and mini events with service organizations, riders and LACs
  - Virtual engagement, increased social media presence
  - Engaging with specific populations (e.g., veterans, persons with disabilities) and regions (e.g., Northern Washtenaw/Ypsilanti, Downriver Area, Pontiac)
    - *Can TWG help us reach these groups?*





# Transportation Service Provider Outreach



Regional Transit Authority  
Of Southeast Michigan

# Progress and Survey Materials

- Online survey distributed to regional providers, asking questions on:
  - Types of services offered
  - Days/times service is offered
  - Eligibility
  - Spatial data
- Creating a full picture of the services offered in the Region
- Contacted 95+ Service Providers so far
- Smaller service providers – no email contact information
  - *Can TWG help us reach these groups?*



# M4A Priority Areas



Regional Transit Authority  
Of Southeast Michigan

# Existing Priorities for the Region

## 2020 OnHand Plan



### REGIONAL TRANSIT PRIORITIES

|  |  |  |                                                                     |
|--|--|--|---------------------------------------------------------------------|
|  |  |  | Invest in and Implement a Rapid Transit Network                     |
|  |  |  | Increase Frequency, Reliability, and Hours on Fixed-Route Services  |
|  |  |  | Build On and Coordinate Demand-Response Services                    |
|  |  |  | Grow Mobility Access to Local Communities and Regional Destinations |
|  |  |  | Regionalize Trip Planning and Fare Payment Systems                  |
|  |  |  | Enhance Ride Quality and Promote On-Board Safety                    |
|  |  |  | Upgrade Multimodal Connections To and Between Services              |
|  |  |  | Advance Accessibility, Comfort, and Well-Being at Transit Stops     |
|  |  |  | Recruit, Develop, and Retain a Thriving Workforce                   |
|  |  |  | Modernize and Maintain Infrastructure in a State of Good Repair     |

## 2023 Regional Transit Master Plan (RTMP)

|  |                                                                               |                                                                                                                                                                                                                                          |
|--|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <b>Goal 1:</b><br>Increase Local and Regional Mobility                        | Provide more and better transportation options, and create fewer service restrictions to expand options and address service disparities.                                                                                                 |
|  | <b>Goal 2:</b><br>Improve Coordination Among Providers                        | Enhance quality of service operations and delivery, support shared resources, and standardize scheduling and eligibility protocols for a better customer experience.                                                                     |
|  | <b>Goal 3:</b><br>Increase Awareness of Existing Services                     | Ensure riders know and understand how to use their fixed-route and demand response transportation options, and can easily access schedule information and trip planning tools.                                                           |
|  | <b>Goal 4:</b><br>Streamline Funding and Reporting                            | Creating more consistent performance measures and systems to fairly distribute financial resources among agencies, their subrecipients, and transit customers.                                                                           |
|  | <b>Goal 5:</b><br>Develop Partnerships for Supportive Physical Infrastructure | Work with municipalities, regional agencies, and developers to address infrastructure gaps and wayfinding needs to ensure people of all ages and abilities can independently access transit services, and safely reach key destinations. |

# OnHand & RTMP Crosswalk

| #  | OnHand Priority Strategy                                 | OnHand Goal                             | RTMP Investment Priority Alignment                                                                                                                                             | RTMP Supported Goal                |
|----|----------------------------------------------------------|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| 1. | Improved Cross Border Trips                              | Increase Local & Regional Mobility      | Build On and Coordinate Demand-Response Services;<br>Grow Mobility Access to Local Communities & Regional Destinations;<br>Regionalize Trip Planning and Fare Payment Services | Improve, Expand, Innovate, Sustain |
| 2. | Flexible Voucher / Subsidy Program                       | Increase Local & Regional Mobility      | Build On and Coordinate Demand-Response Services;<br>Grow Mobility Access to Local Communities & Regional Destinations                                                         | Fund, Expand, Innovate, Sustain    |
| 3. | Regional Fare Capping Program                            | Increase Local & Regional Mobility      | Regionalize Trip Planning and Fare Payment Services                                                                                                                            | Improve, Innovate, Sustain         |
| 4. | Regional Coordinating Councils                           | Improve Coordination Among Providers    | Build On and Coordinate Demand-Response Services                                                                                                                               | Innovate, Sustain                  |
| 5. | Service Standards for Community Transportation Providers | Improve Coordination Among Providers    | Build On and Coordinate Demand-Response Services                                                                                                                               | Improve, Innovate, Sustain         |
| 6. | Aligned ADA Policies and Practices                       | Improve Coordination Among Providers    | Build On and Coordinate Demand-Response Services                                                                                                                               | Improve, Innovate, Sustain         |
| 7. | Shared Scheduling and Traveler Information Technology    | Improve Coordination Among Providers    | Build On and Coordinate Demand-Response Services;<br>Regionalize Trip Planning and Fare Payment Services                                                                       | Improve, Innovate, Sustain         |
| 8. | Regional Branding and Marketing                          | Increase Awareness of Existing Services | Build On and Coordinate Demand-Response Services                                                                                                                               | Improve, Sustain                   |
| 9. | Mobility Management and Travel Training Enhancements     | Increase Awareness of Existing Services | Build On and Coordinate Demand-Response Services                                                                                                                               | Improve, Sustain                   |

# OnHand & RTMP Crosswalk

| #   | OnHand Priority Strategy                                            | OnHand Goal                                                 | RTMP Investment Priority Alignment                                                                                         | RTMP Supported Goal        |
|-----|---------------------------------------------------------------------|-------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|----------------------------|
| 10. | Demand Response Transportation Integration with Trip Planning Tools | Increase Awareness of Existing Services                     | Regionalize Trip Planning and Fare Payment Services                                                                        | Improve, Innovate, Sustain |
| 11. | MyRide2 Provider Call Center and Database Enhancements              | Increase Awareness of Existing Services                     | Regionalize Trip Planning and Fare Payment Services                                                                        | Improve, Innovate, Sustain |
| 12. | Performance Measurement System                                      | Streamline Funding and Reporting                            |                                                                                                                            |                            |
| 13. | Regional Capital Plan                                               | Streamline Funding and Reporting                            | Modernize and Maintain Infrastructure in a State of Good Repair                                                            | Fund, Sustain              |
| 14. | Regional Fare Integration                                           | Streamline Funding and Reporting                            | Regionalize Trip Planning and Fare Payment Services                                                                        | Improve, Innovate, Sustain |
| 15. | Packages of Funding for Community Transportation Services           | Streamline Funding and Reporting                            |                                                                                                                            | Fund                       |
| 16. | Home Ramp Subsidy Program                                           | Develop Partnerships for Supportive Physical Infrastructure |                                                                                                                            | Fund                       |
| 17. | Safe Routes for Seniors / Safe Routes for All                       | Develop Partnerships for Supportive Physical Infrastructure | Advance Accessibility, Comfort, and Well-Being at Transit Stops                                                            | Improve, Sustain           |
| 18. | Bust Stop and Station Accessibility                                 | Develop Partnerships for Supportive Physical Infrastructure | Advance Accessibility, Comfort, and Well-Being at Transit Stops                                                            | Improve, Sustain           |
| 19. | Mobility Hubs                                                       | Develop Partnerships for Supportive Physical Infrastructure | Upgrade Multimodal Connections To and Between Services;<br>Advance Accessibility, Comfort, and Well-Being at Transit Stops | Improve, Sustain           |

# Your Thoughts?

- Do these priorities resonate with you and your own working observations?
- Is there anything missing from this list of priorities?
- Are there any priorities that you think require additional focus for this study round?



# Key Issues and Concerns



Regional Transit Authority  
Of Southeast Michigan



# Risk Management and Mitigation

| Potential Risks & Challenges                                            | Mitigation Methods                                                                                                                                                 |
|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Ensuring TWG participation amidst their busy schedules                  | Pre-planning TWG Schedule, sharing dates well in advance, and discuss preferred methods for gathering feedback on the project                                      |
| Lack of engagement/survey fatigue from public                           | Coordinate community engagement sessions around other RTA survey efforts;<br>Train conversation around human service providers to differentiate from other efforts |
| Capture urban, suburban and rural representation from across the region | Engage with TWG and other stakeholders for recommendations; execute nimble outreach strategy that's adaptive based on early findings                               |
| Alignment with Regional Transit Master Plan (RTMP)                      | Develop a matrix linking updated CHSTP strategies to the priority strategies in the RTMP                                                                           |

# Your Thoughts?

- During outreach events, how can we effectively promote RTA and inform the community about its services?
- Great success in reaching riders and potential riders that can attend public events.
  - What about potential riders that are unable to get to an event? How can we reach them through the “Phase 2” engagement?
- Were there any issues in accessing the shared folder? Does this system work well for sharing documentation in the future?
  - Example documentation: digital engagement materials, technical memoranda, final report



# Next Meeting



Regional Transit Authority  
Of Southeast Michigan

# TWG Meeting #3

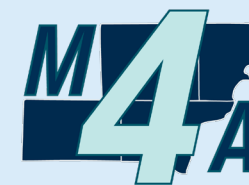
- Proposed Date: **December 4, 2024**, from 10-12pm
- Workshop Style: Interactive Activities, longer meeting
- Potential Agenda:
  - RTA Existing Conditions:
    - Travel Market Analysis
    - Service Provider Inventory
    - Peer Analysis
  - Funding Overview
  - Mobility 4 All Program: Upcoming Call for Projects



# Thank you!



Regional Transit Authority  
Of Southeast Michigan



# Mobility 4 All Technical Working Group

Meeting #3

December 5, 2024



Regional Transit Authority  
Of Southeast Michigan

# Agenda

- Show & Tell & Mingle
- Fall Community Engagement
- Existing Conditions
- Funding Overview
- Menti Poll Activity
- Upcoming M4A-5310 Call for Projects
- Next Meeting



# Fall Community Engagement

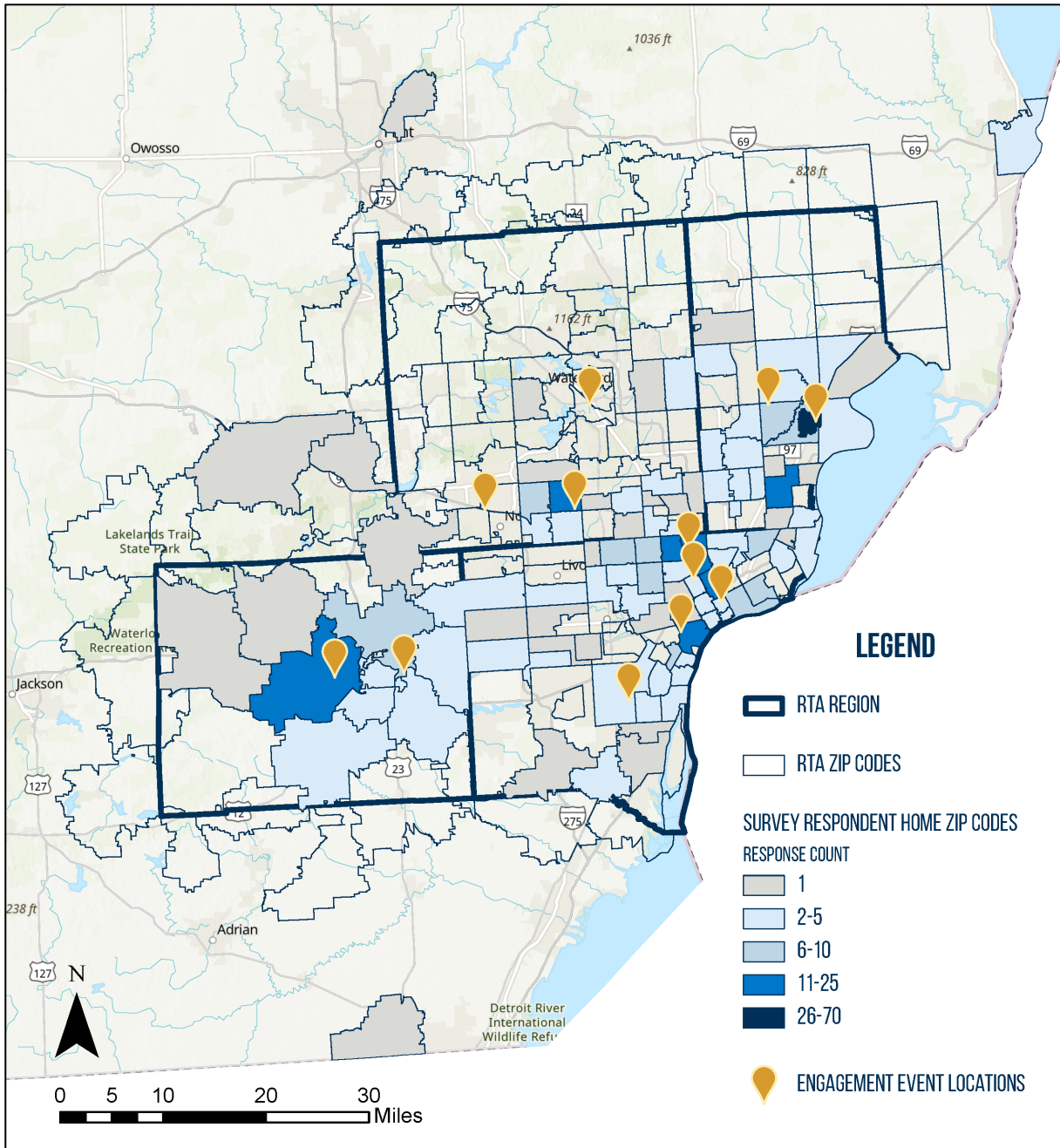


Regional Transit Authority  
Of Southeast Michigan



# Who We Engaged With and How

- People and organizations in all 4 counties and the city of Detroit, including:
  - Current and potential service users
  - Service providers – regional and community-based
  - Human services organizations
  - Advocacy organizations
- **Summary:**
  - 12 in-person events
  - 1 virtual event
  - Over 522 questionnaire responses (and counting!)



# What We've Heard So Far

- *I drive but would love to take the fixed route bus if it had better frequency and more routes. I am a senior who would use 'senior' transit if it operated nights/weekends and has some day scheduling or real time.*
- *Would like to have convenient bus or van transportation connecting Dexter/Chelsea to Ann Arbor- University Hospital.*
- *We need seamless public transit throughout SE Michigan. One card, one payment. Much greater connectivity. Attractive transit centers preferably multi modal. Keep moving in these directions.*

# What We've Heard So Far

- *SMART works well for bus needs*
- *I am the only driver for my 19-year-old son, mom and aunt. I take them to all of their appointments. I don't know how to get transportation for them.*
- *I'm on SSI and walk with a cane. I need reliable transportation especially morning appointments. I can't afford Uber or a cab.*
- *ADA connector has been late or never arrived. Been left at dialysis due to time and no bus. Trips canceled.*

# Plan for Spring Engagement

- Targeting April and May of 2025
- Focus on interaction with people with disabilities and limited incomes
- Inclusion and promotion of virtual options for engagement to expand reach
- Option for a second questionnaire, collecting input on draft M4A recommendations



# Existing Conditions



Regional Transit Authority  
Of Southeast Michigan

# Data Collection

- Three main sources for data:
  - U.S. Census Bureau American Community Survey (ACS) 2022 5-year Estimates
  - National Transit Database (NTD)
    - Only captures data from agencies who are required to report to the NTD
  - M4A Transportation Provider Survey
    - Distributed to 90+ providers to directly provide details about organization, services, and rider activity
    - Received 50 responses

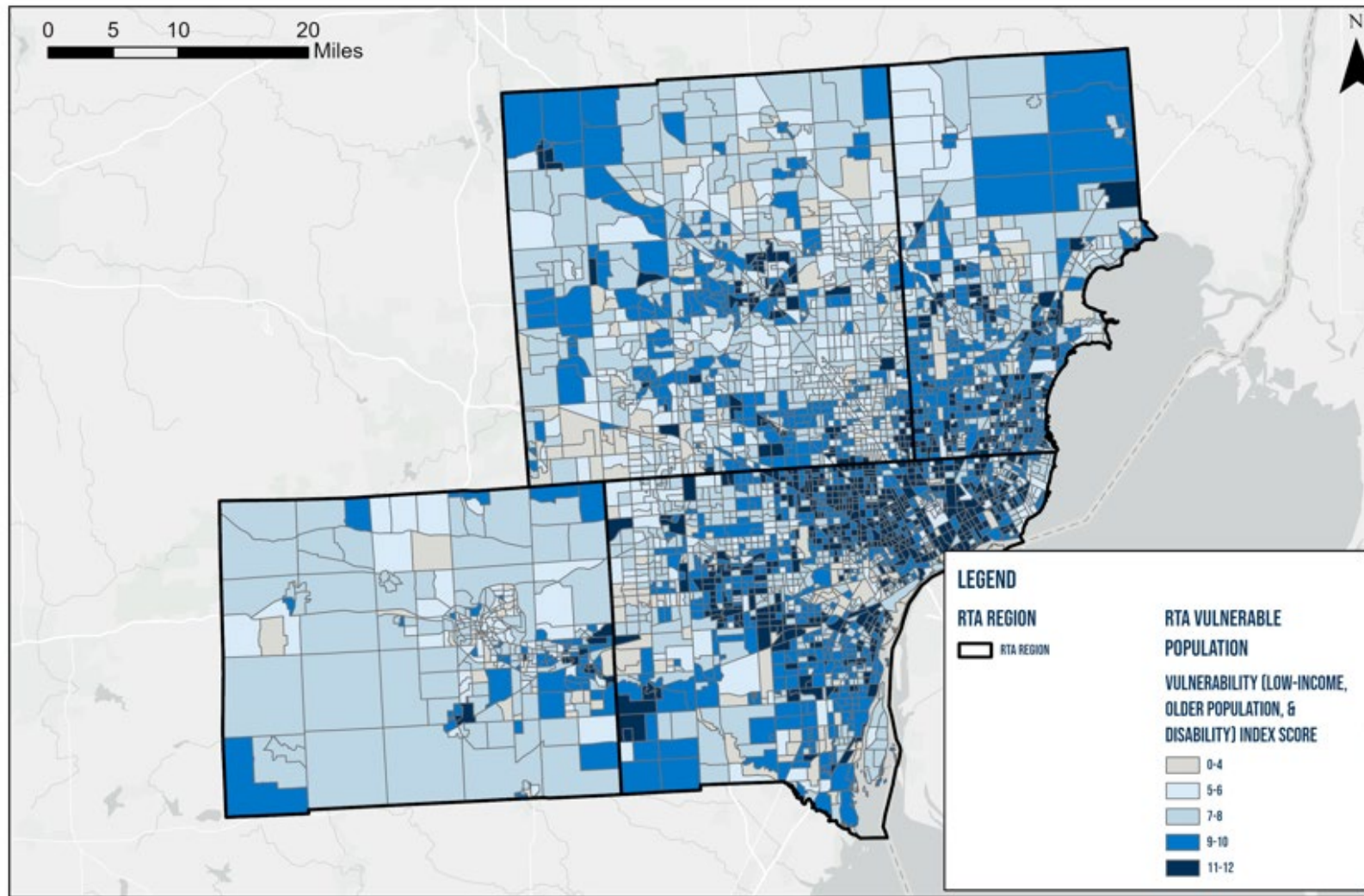
# Population Insights

- 90%+ of the region's population resides within Wayne, Oakland and Macomb Counties, home to the City of Detroit, and its suburbs.
- Washtenaw County has the lowest reported population (8.6%), with the bulk of the county's residents living in the greater Ann Arbor area.
- SEMCOG predicts the older adult population will increase substantially in the next 30 years:

|                            | Macomb County | Oakland County | Washtenaw County | Wayne County  |
|----------------------------|---------------|----------------|------------------|---------------|
| <b>General Population</b>  |               |                |                  |               |
| % Change from 2020 to 2050 | <b>+9.2%</b>  | <b>+8.9%</b>   | <b>+13.2%</b>    | <b>+0.6%</b>  |
| <b>Population 65+</b>      |               |                |                  |               |
| % Change from 2020 to 2050 | <b>+48.4%</b> | <b>+36.9%</b>  | <b>+62.6%</b>    | <b>+20.0%</b> |



# Vulnerable Population Index



- An index was created to identify communities where human service transportation is most likely needed in the RTA Region
- Vulnerable populations are concentrated in the Detroit metropolitan area
- However, majority of older adult population lives in townships and suburban areas

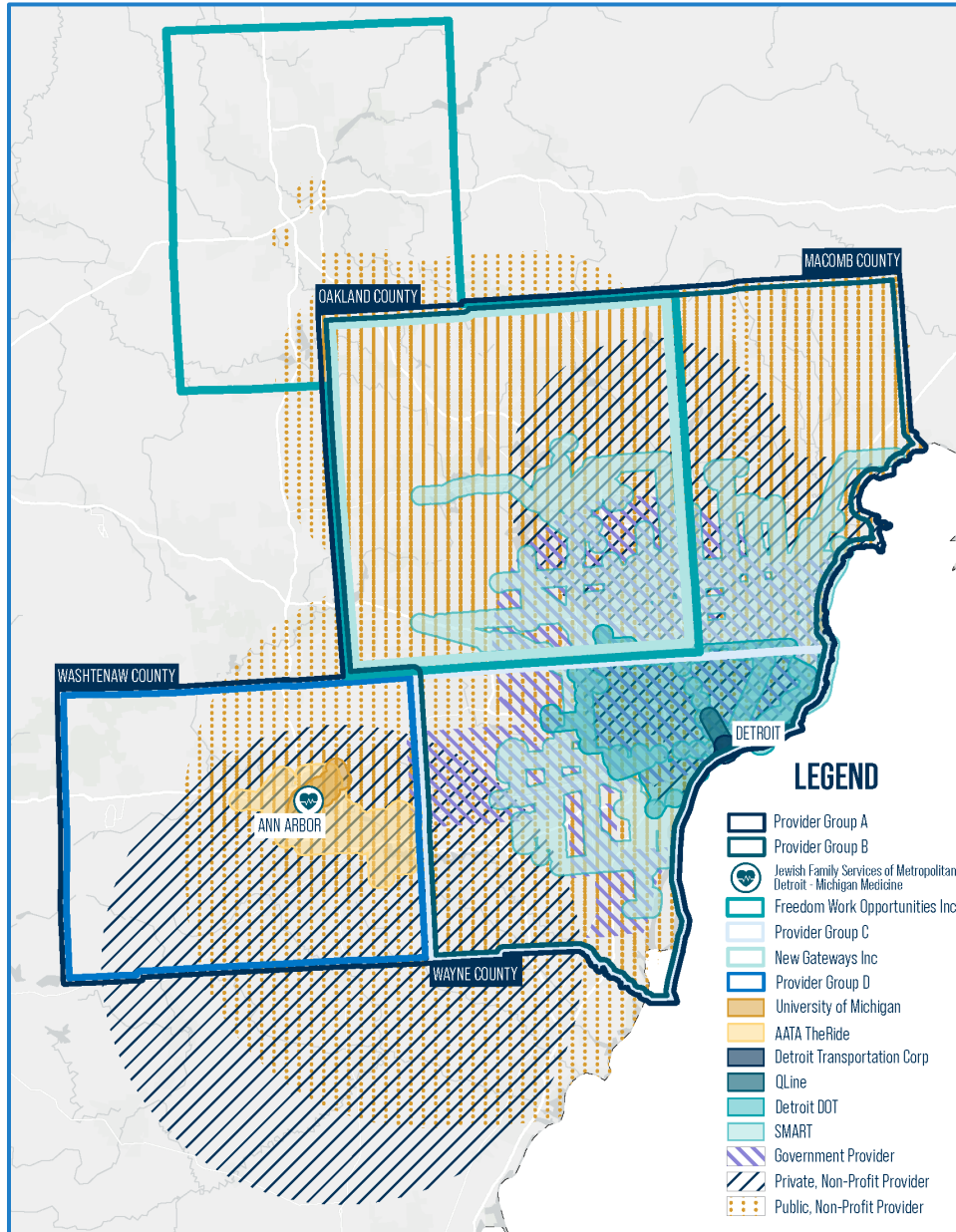
Index considers the proportion of low-income households, people living with a disability, and older adult populations across the RTA region



# Mapping Existing Services and Providers

- Service Providers were categorized into several groups for mapping purposes.
- Provider Groups A, B, C, and D were determined by grouping providers offering county-wide services based on which county(ies) they cover.
- Providers categorized as 'Public, Non-profit', 'Government', or 'Private, Non-Profit' were determined based on how each provider identified their service in the provider survey.

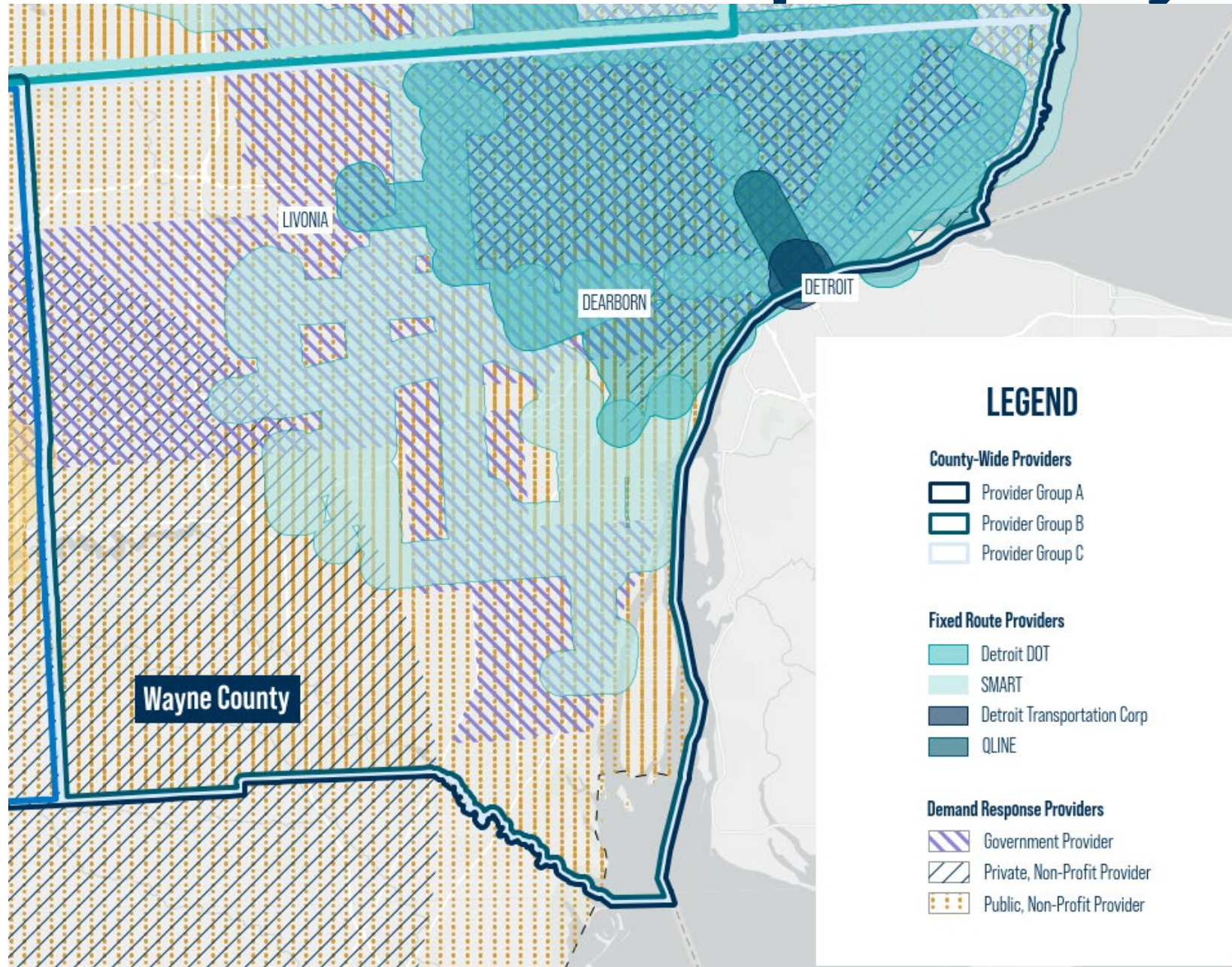
# Transportation Providers: Geography



- Many transportation providers were identified across the RTA region.
- Services range from:
  - Fixed route services with set, publicized schedules open to the public
  - Door-to-door service where pre-scheduling is required
  - To transportation specifically for residential facilities and their residents.



# Provider Deep Dive: Wayne County

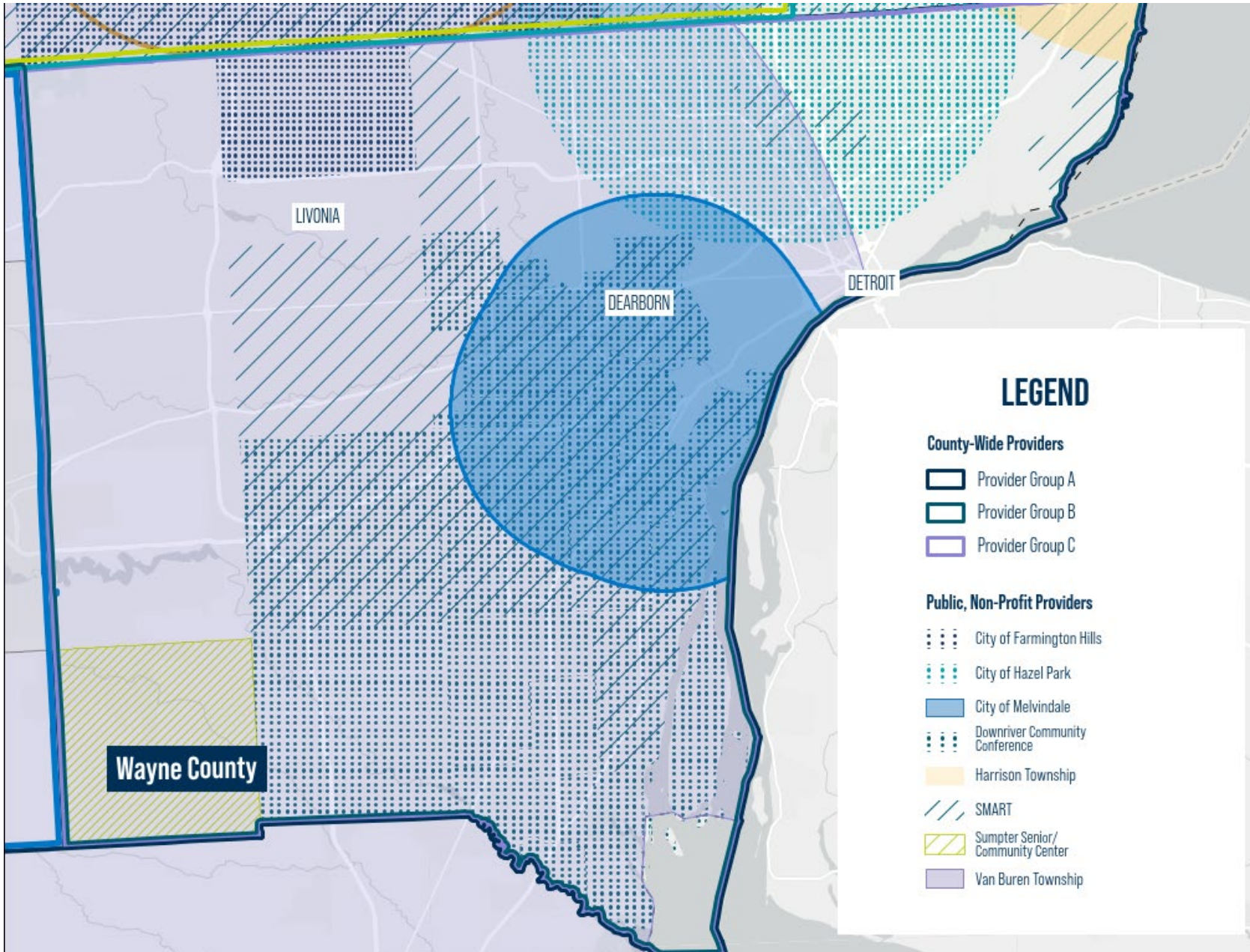


- **Provider Group A** – AgeWays Nonprofit Senior Services, Freedom Road Transportation Authority, JARC, Family Living Center Inc
- **Provider Group B** – Angels’ Place, Detroit Area Agency on Aging, Jewish Family Service of Metropolitan Detroit
- **Provider Group C** - Golden Services Non-Emergency Transportation, City of Romulus





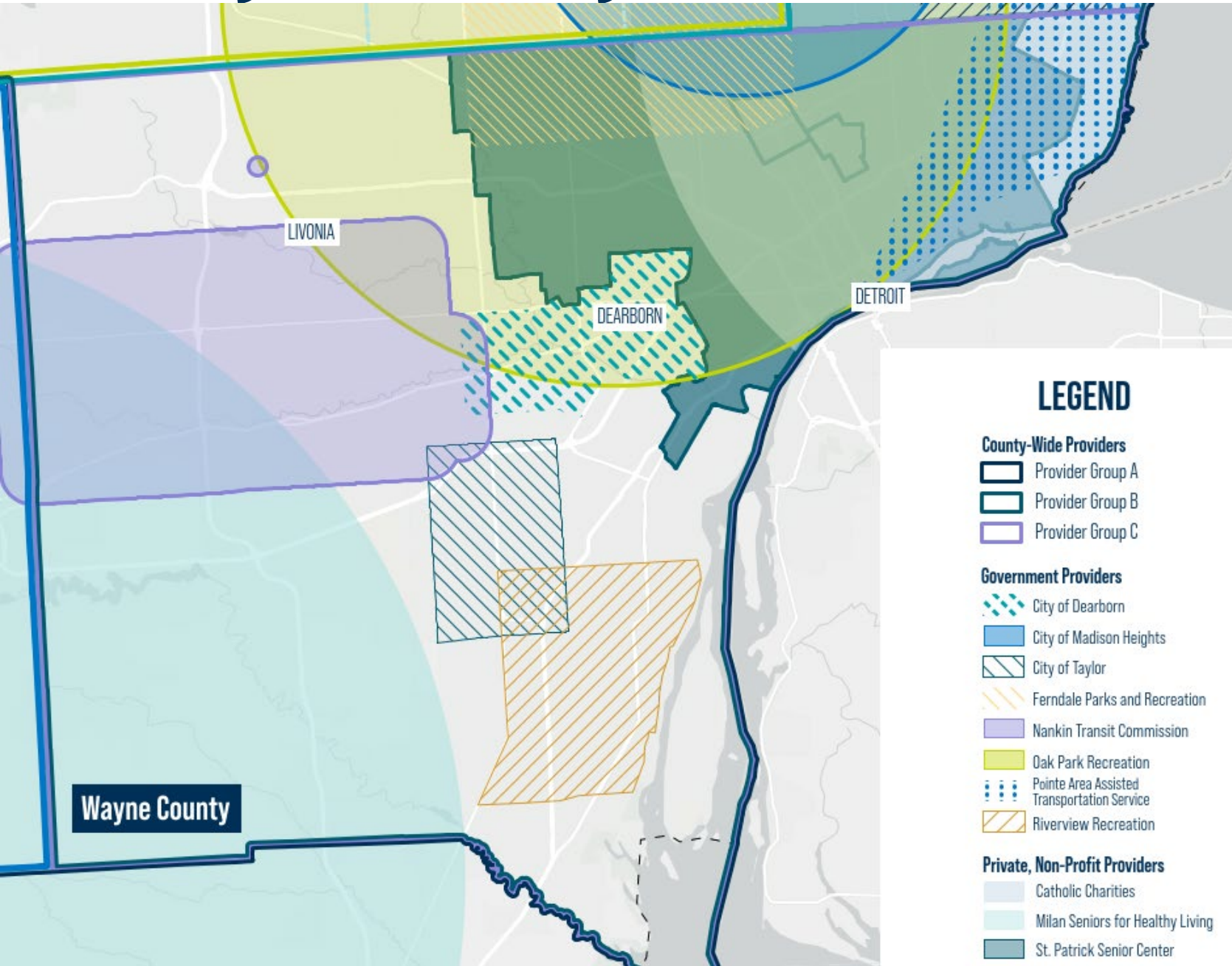
# Wayne County: County-level & Public, Non-Profit



- **Provider Group A** – AgeWays Nonprofit Senior Services, Freedom Road Transportation Authority, JARC, Family Living Center Inc
- **Provider Group B** – Angels' Place, Detroit Area Agency on Aging, Jewish Family Service of Metropolitan Detroit
- **Provider Group C** – Golden Services Non-Emergency Transportation, City of Romulus



# Wayne County: County-level & Private & Govt Providers

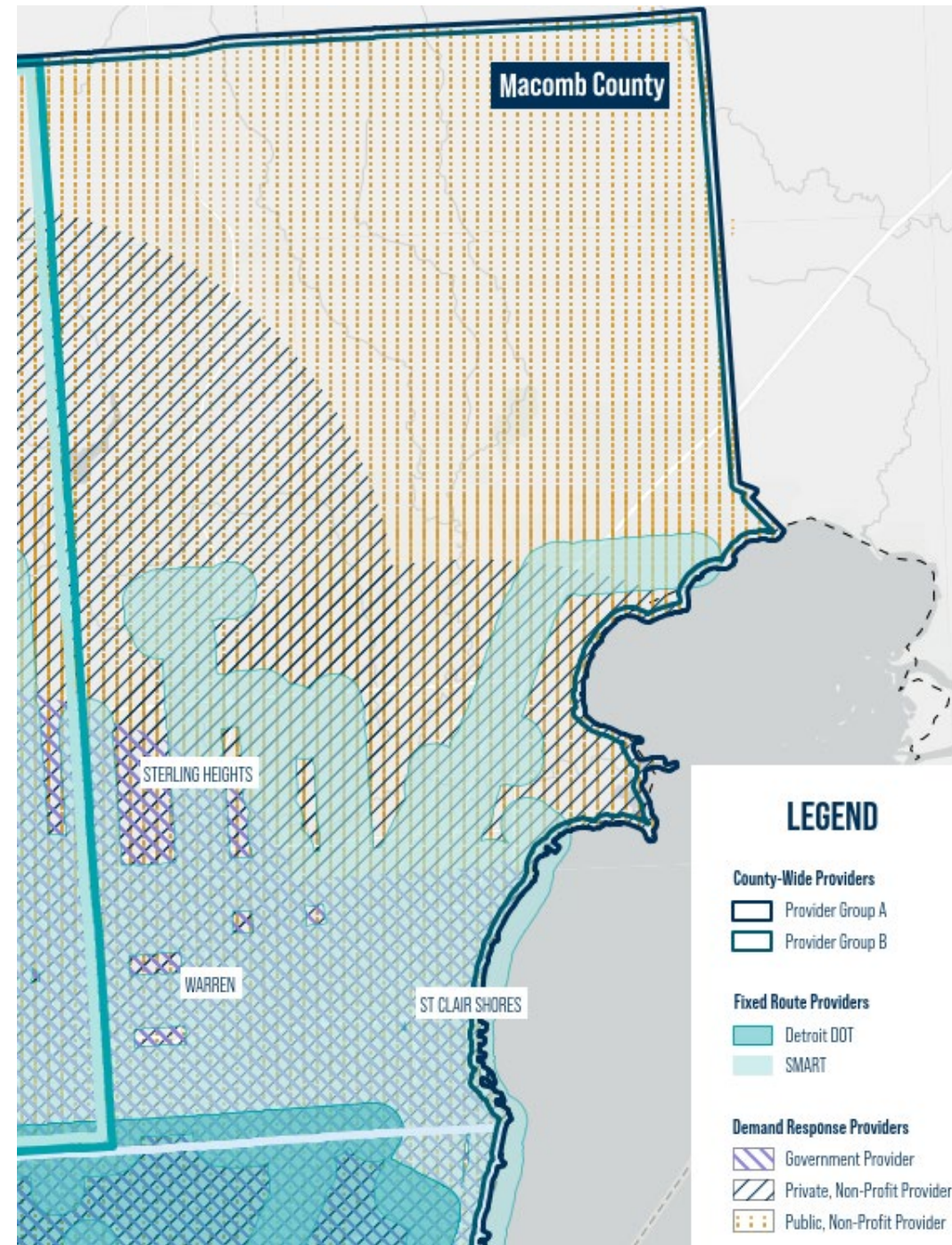


- **Provider Group A** – AgeWays  
Nonprofit Senior Services, Freedom Road Transportation Authority, JARC, Family Living Center Inc
- **Provider Group B** – Angels' Place, Detroit Area Agency on Aging, Jewish Family Service of Metropolitan Detroit
- **Provider Group C** - Golden Services  
Non-Emergency Transportation, City of Romulus

# Provider Deep Dive: Macomb County



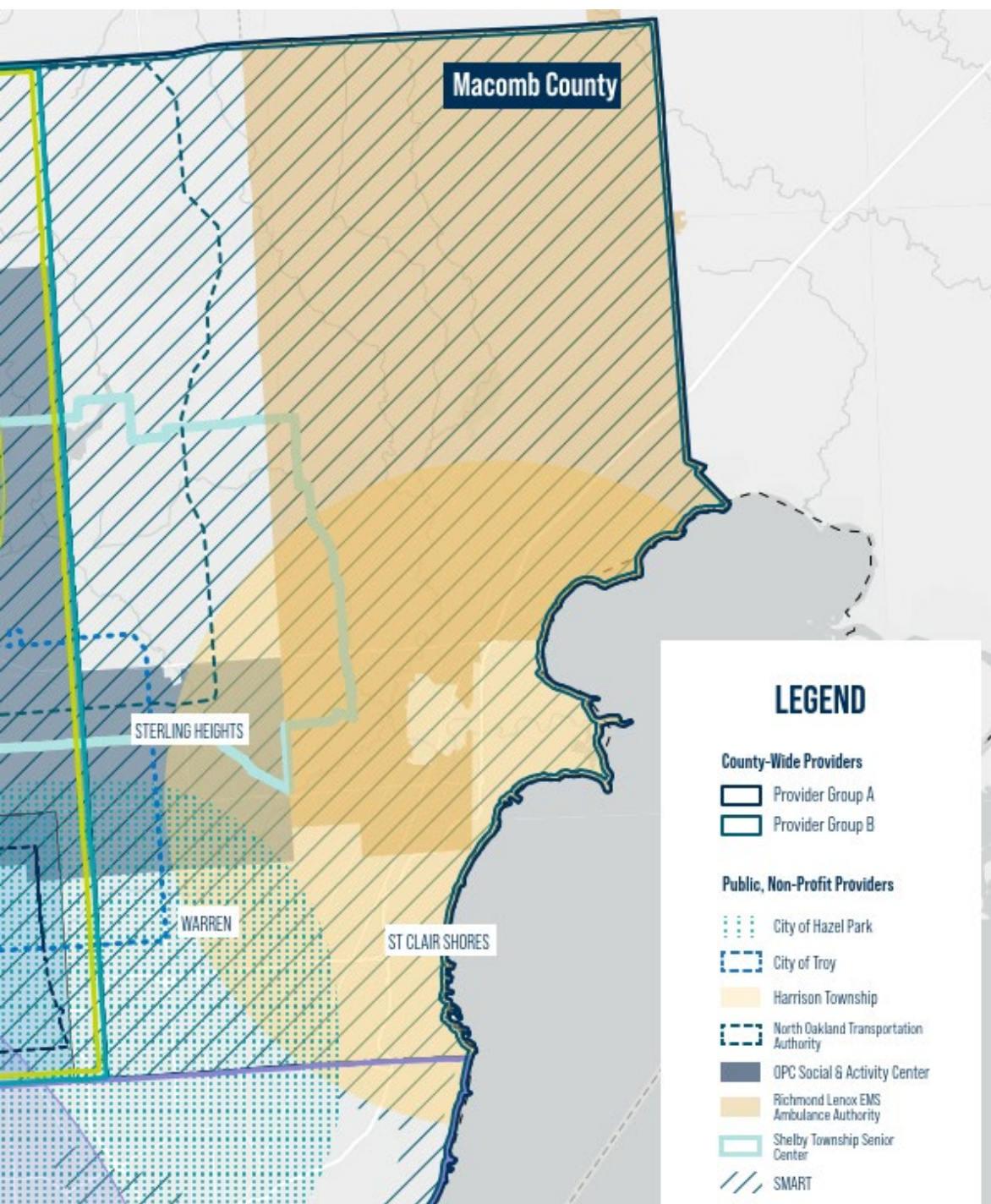
- **Provider Group A** – AgeWays  
Nonprofit Senior Services,  
Freedom Road Transportation  
Authority, JARC, Family Living  
Center Inc
- **Provider Group B** – Angels'  
Place, Detroit Area Agency on  
Aging, Jewish Family Service of  
Metropolitan Detroit





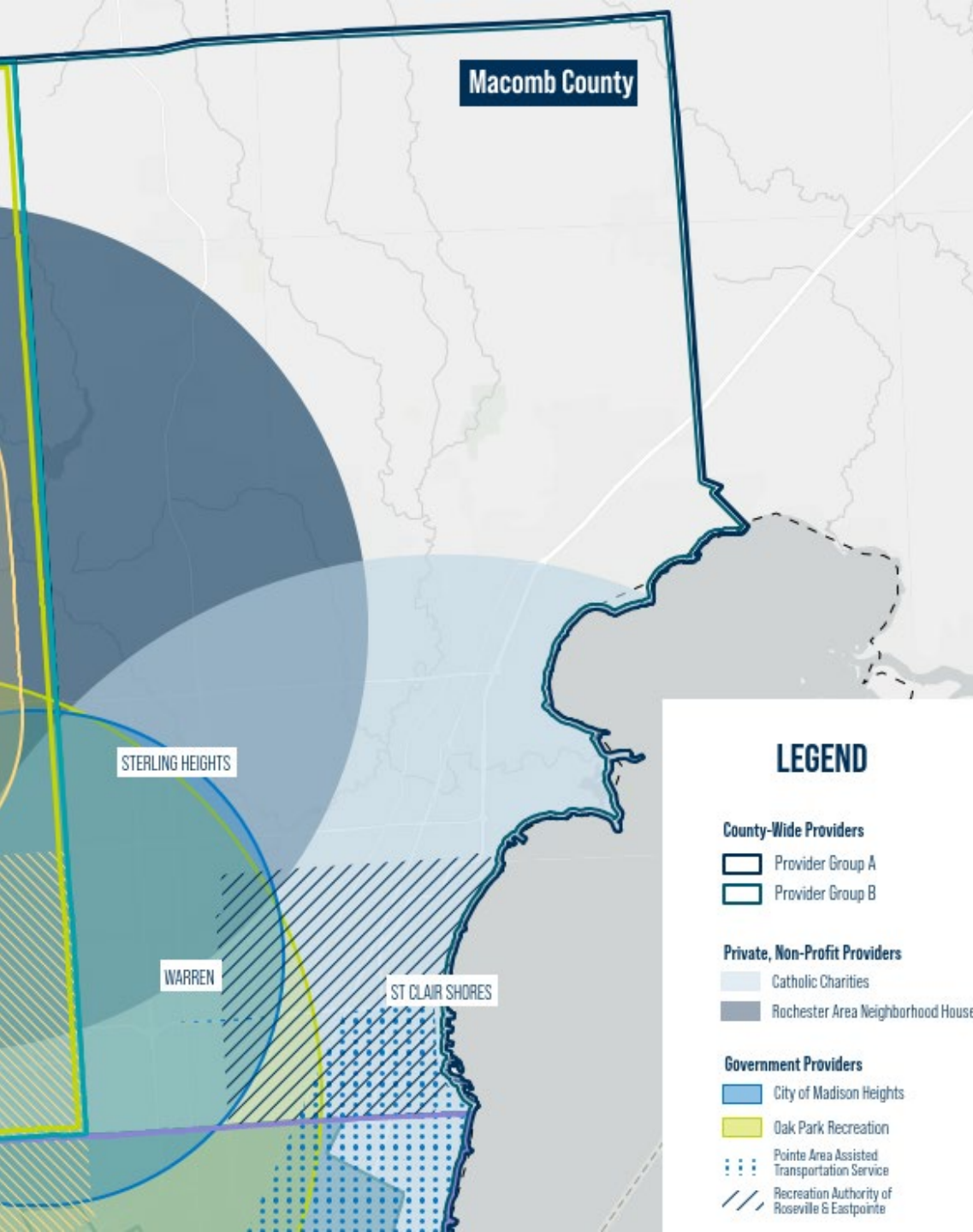
# Macomb County: County-level & Public, Non-Profit

- **Provider Group A** – AgeWays  
Nonprofit Senior Services,  
Freedom Road Transportation  
Authority, JARC, Family Living  
Center Inc
- **Provider Group B** – Angels'  
Place, Detroit Area Agency on  
Aging, Jewish Family Service of  
Metropolitan Detroit



# Macomb County: County-level & Private & Govt

- **Provider Group A** – AgeWays  
Nonprofit Senior Services,  
Freedom Road Transportation  
Authority, JARC, Family Living  
Center Inc
- **Provider Group B** – Angels'  
Place, Detroit Area Agency on  
Aging, Jewish Family Service of  
Metropolitan Detroit





# Provider Deep Dive: Oakland County



- **Provider Group A** – AgeWays Nonprofit Senior Services, Freedom Road Transportation Authority, JARC, Family Living Center Inc
- **Provider Group B** – Angels' Place, Detroit Area Agency on Aging, Jewish Family Service of Metropolitan Detroit

## LEGEND

### County-Wide Providers

- Provider Group A
- Provider Group B
- Freedom Work Opportunities Inc
- New Gateways Inc

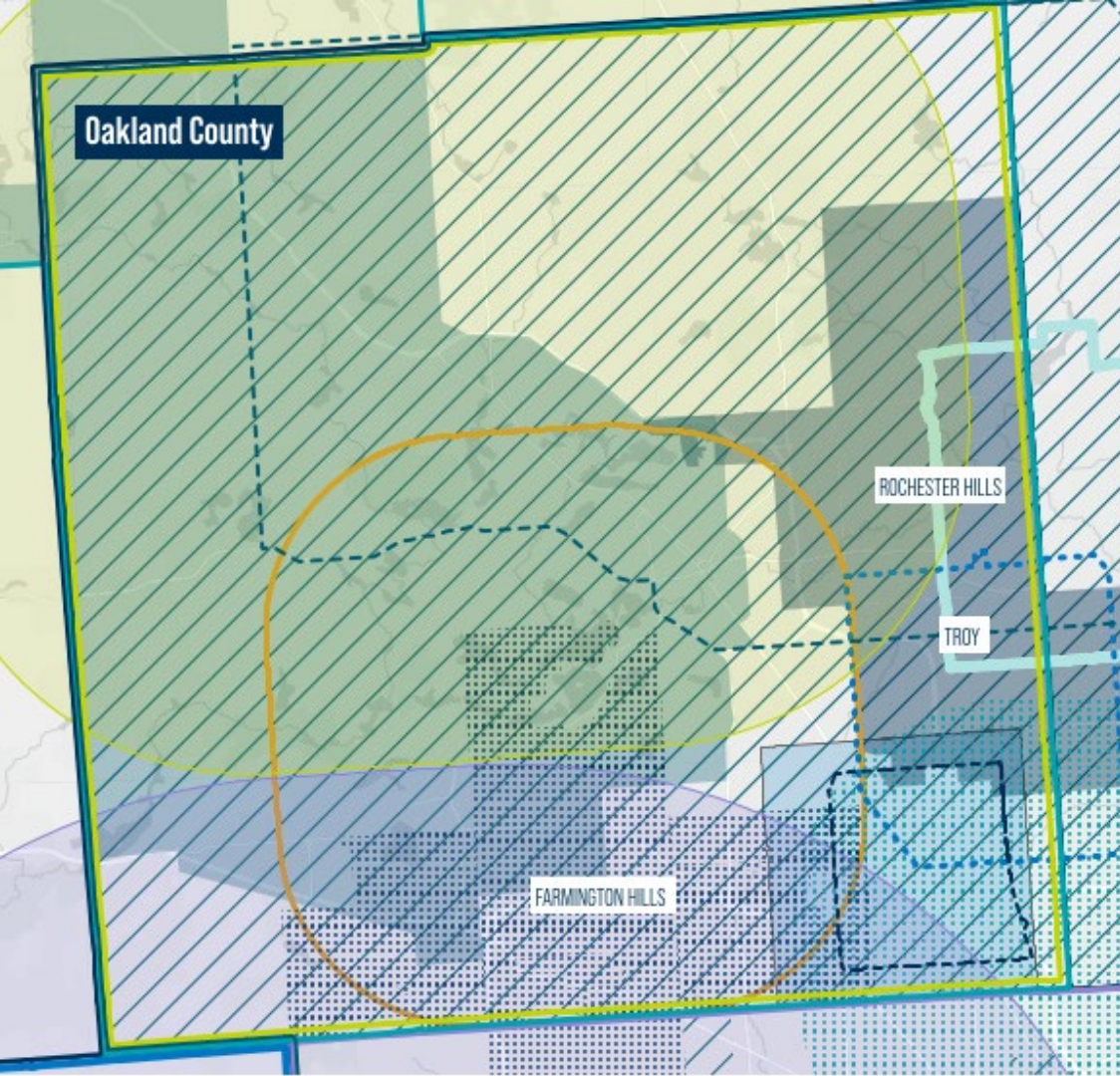
### Fixed Route Providers

- Detroit DOT
- SMART

### Demand Response Providers

- Government Provider
- Private, Non-Profit Provider
- Public, Non-Profit Provider





## LEGEND

### County-Wide Providers

- Provider Group A
- Provider Group B
- Freedom Work Opportunities Inc
- New Gateways Inc

### Public, Non-Profit Providers

- City of Berkley
- City of Farmington Hills
- City of Hazel Park
- City of Troy
- Independence Township Senior Community Center
- North Oakland Transportation Authority
- OPC Social & Activity Center
- Royal Oak Senior Community Center
- Shelby Township Senior Center
- SMART
- Van Buren Township
- West Bloomfield Parks & Rec
- West Oakland Transportation Authority

# Oakland County: County-level & Public, Non-Profit

- **Provider Group A** – AgeWays Nonprofit Senior Services, Freedom Road Transportation Authority, JARC, Family Living Center Inc
- **Provider Group B** – Angels' Place, Detroit Area Agency on Aging, Jewish Family Service of Metropolitan Detroit



# Oakland County: County-level & Private & Govt

- **Provider Group A** – AgeWays Nonprofit Senior Services, Freedom Road Transportation Authority, JARC, Family Living Center Inc
- **Provider Group B** – Angels’ Place, Detroit Area Agency on Aging, Jewish Family Service of Metropolitan Detroit

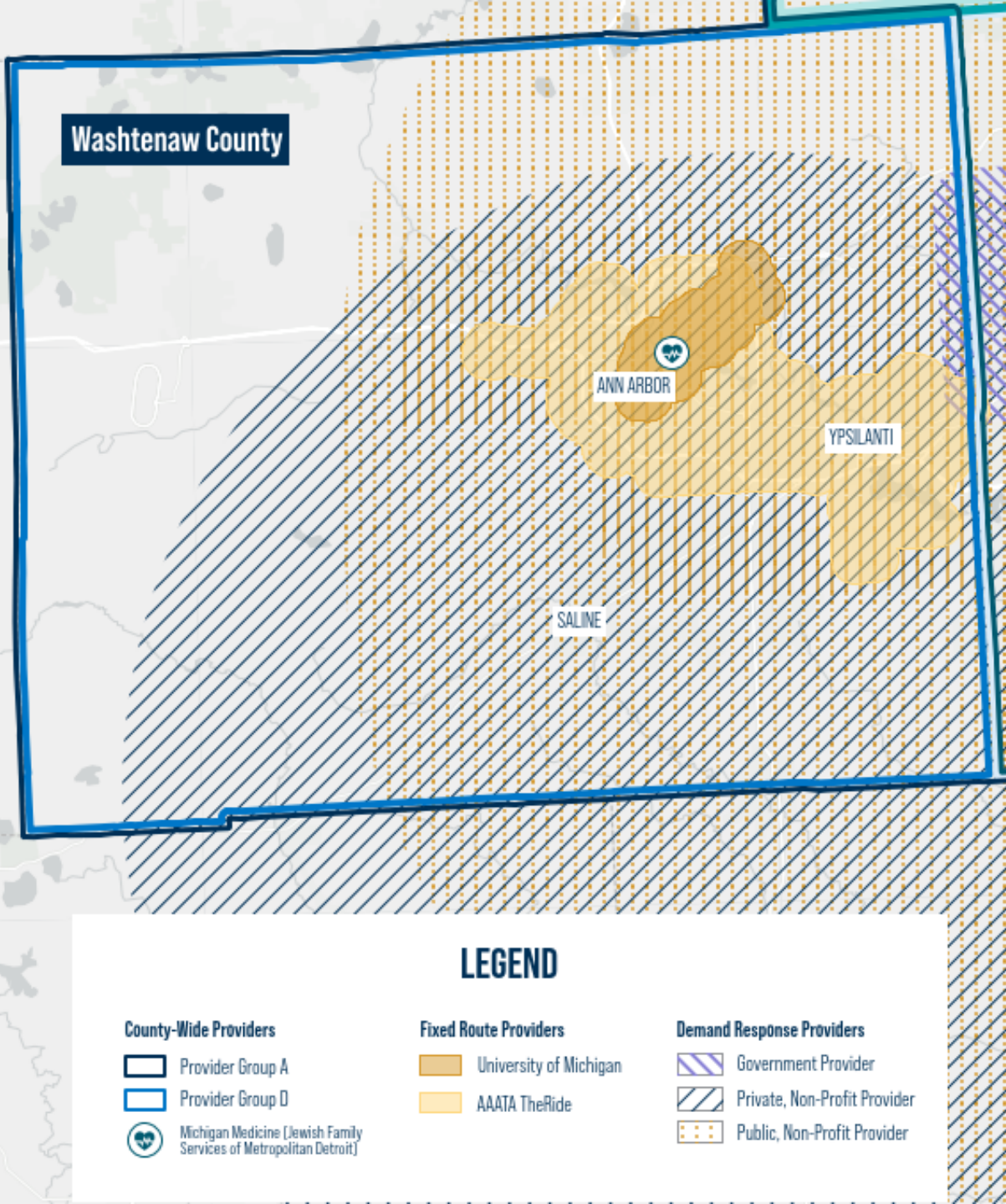


# Provider Deep Dive: Washtenaw County

- **Provider Group A** – AgeWays

Nonprofit Senior Services, Freedom Road Transportation Authority, JARC, Family Living Center Inc

- **Provider Group D** - Jewish Family Services of Washtenaw County, Western-Washtenaw Area Value Express (WAVE)



# Washtenaw County: County-level & Public, Non- Profit

- **Provider Group A** – AgeWays

Nonprofit Senior Services, Freedom Road Transportation Authority, JARC, Family Living Center Inc

- **Provider Group D** - Jewish Family Services of Washtenaw County, Western-Washtenaw Area Value Express (WAVE)



# Washtenaw County: County-level & Private & Govt

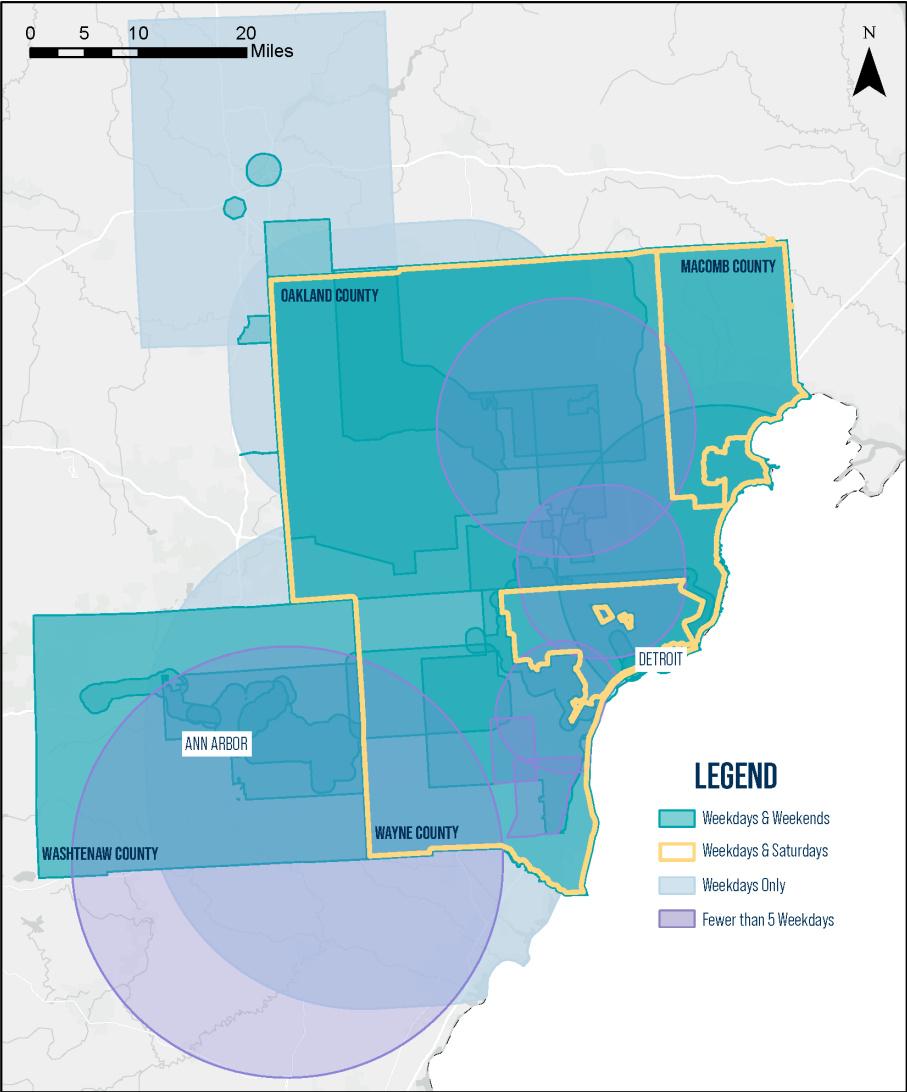
- **Provider Group A** – AgeWays

Nonprofit Senior Services, Freedom Road Transportation Authority, JARC, Family Living Center Inc

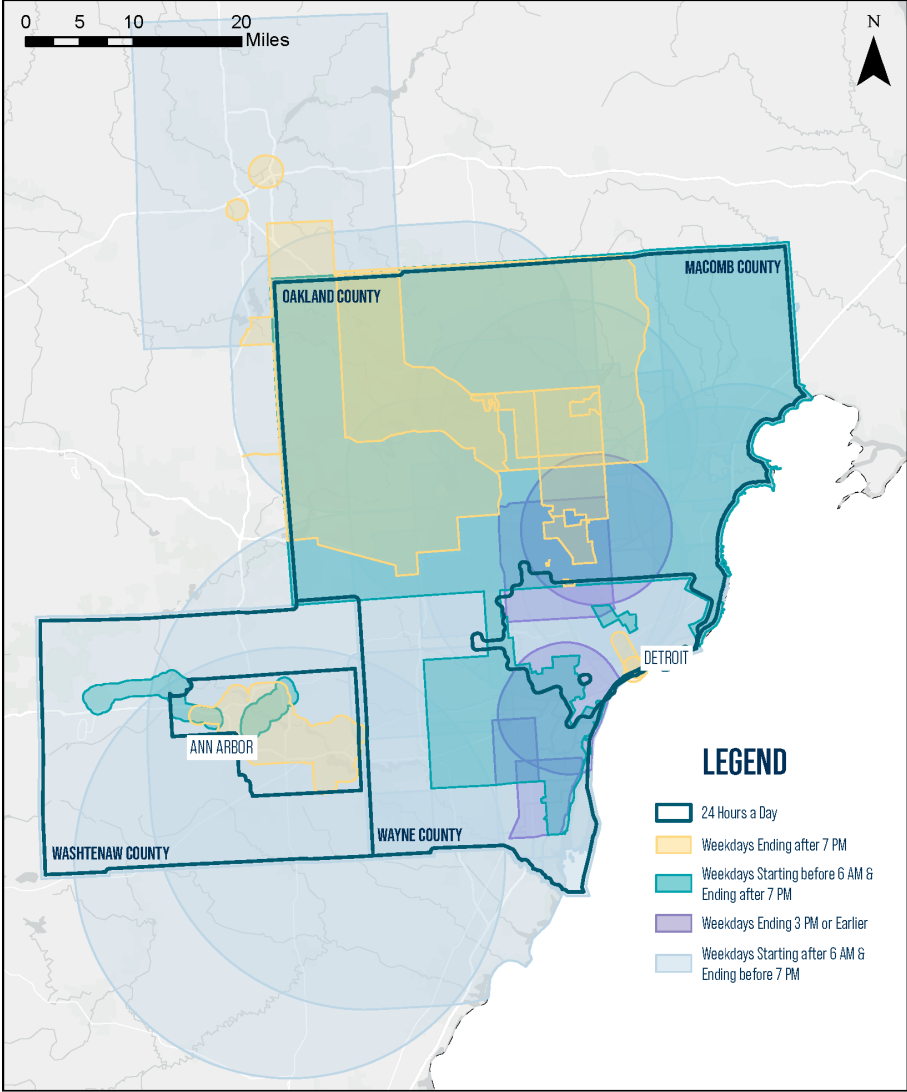
- **Provider Group D** - Jewish Family Services of Washtenaw County, Western-Washtenaw Area Value Express (WAVE)



# Transportation Providers: Temporal Maps



Service Provider  
Weekday vs. Weekend Service



Service Provider  
Weekday Service Hours



# Transportation Service Gap Analysis



- There are a large variety of transportation service providers in RTA Region, covering various service areas and with varying rider eligibility requirements.
- Nearly all of RTA Region is covered geographically and temporally.
- However, not all services are open to all M4A populations.

# Key Findings & Unmet Needs

## 1. Demographic Observations:

- Population across the RTA Region is expected to grow by over 5% in the next thirty years.
- The older adult population is expected to see a significant region-wide increase. This will play an important role in the coordination of transportation.

## 2. Interconnectivity for Cross Border Trips:

- There are numerous overlapping transportation services across the RTA Region, however, there are limited options for traveling across (or through) geographic areas.
- Coordinating a single trip between two (or more) demand response providers can be a barrier to mobility.
- The development of a regional plan for connecting service areas and enabling riders to more easily travel across borders would be a productive next step in closing this gap in mobility.

# Key Findings & Unmet Needs cont.



## 3. Service Eligibility Requirements

- Varied eligibility requirements complicate the trip planning process.
- Eligibility requirements often are rooted in if an individual lives within the provider's service area. Then there are often further requirements such as age (ranging from 55+ to 65+) and whether they have a disability.
- Simplifying trip-planning processes and ensuring that services are accessible to vulnerable populations are next steps.

## 4. Navigating Transportation Options

- A lack of coordination between providers, such as incompatible fare systems, unintegrated service maps, or varying eligibility requirements, can discourage potential riders from utilizing the services available.
- This is particularly relevant when considering the M4A Plan's targeted populations.
- Ongoing support for myride2 service is essential to maximizing the impact of regional transit coordination and accessibility.





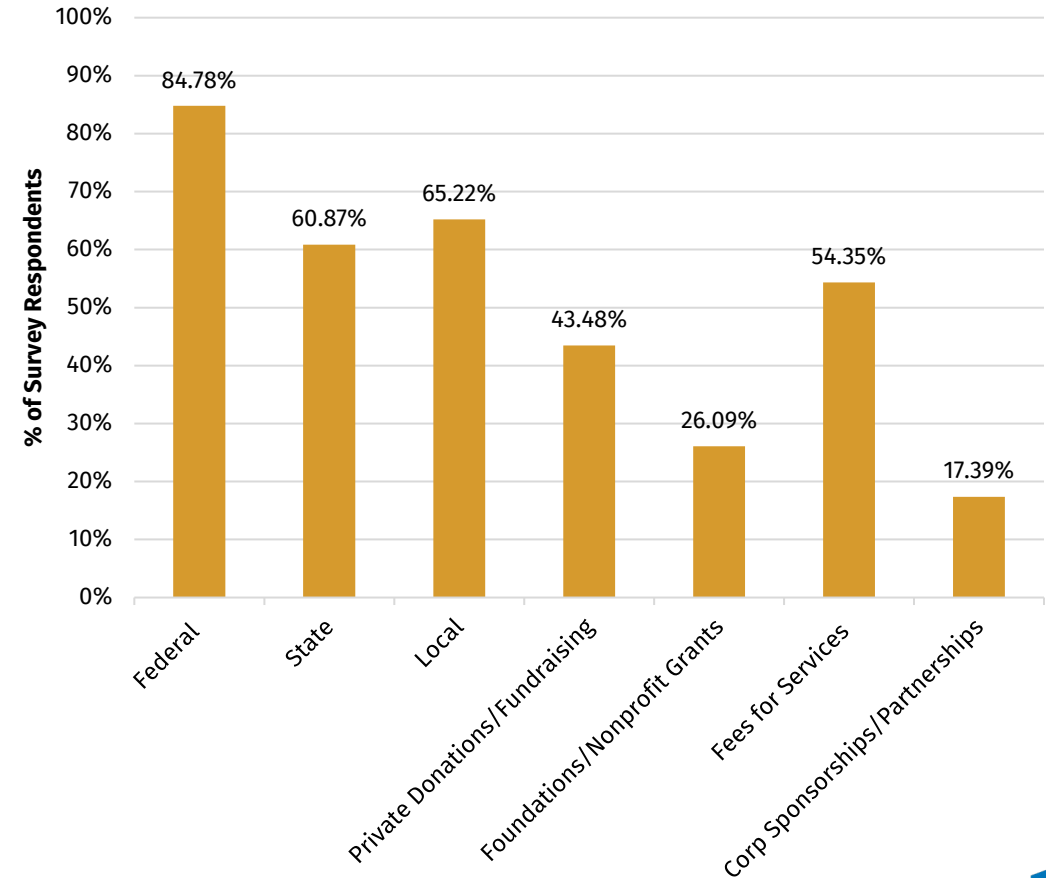
# Funding Overview



Regional Transit Authority  
Of Southeast Michigan

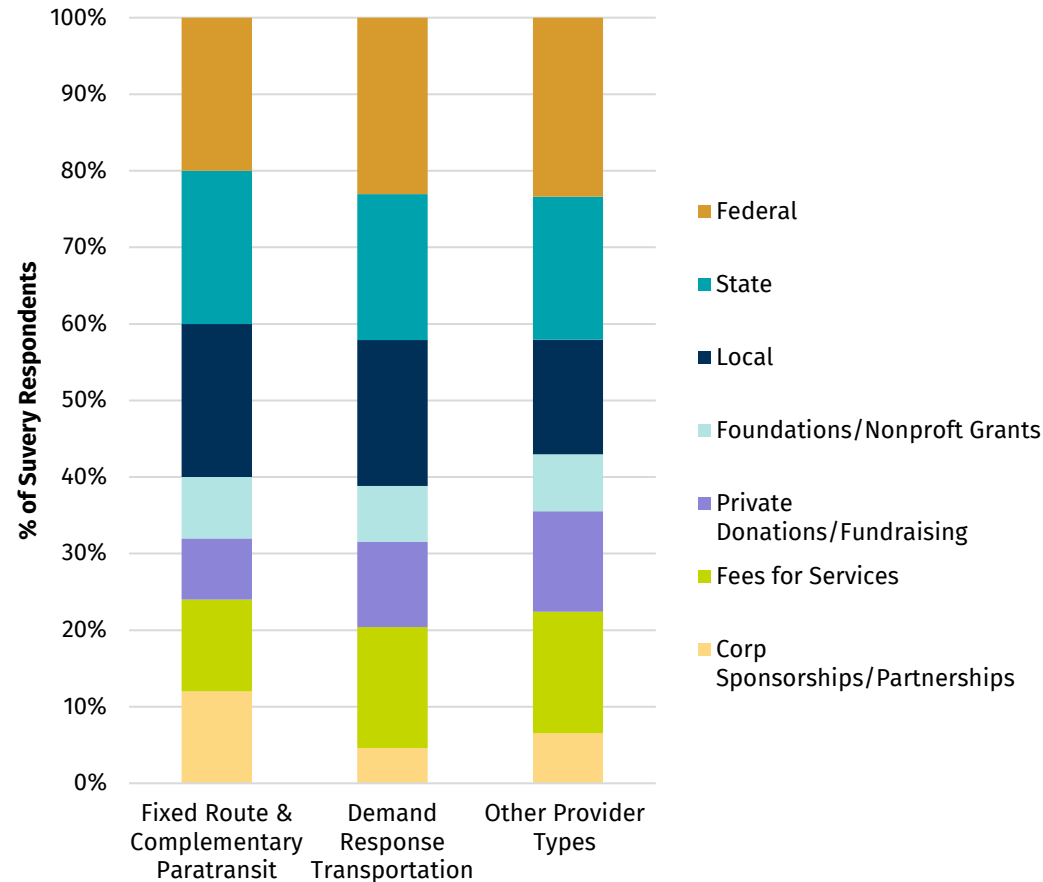
# Current Sources of Funding

- Diverse array of funding sources
- **Primary sources:** govt. appropriations from federal, state, and local budgets
- **Other sources:**
  - Passenger fares
  - Advertisement on vehicles
  - Private donations
  - Partnerships with private entities/corporations
  - Foundation/nonprofit grants



Source: M4A Transportation Provider Survey, 2024

# Current Sources of Funding cont.



- Combination of funding sources varies by provider type
- For all provider types, government subsidy remains key
- Fixed route & complementary ADA providers** higher propensity for corporate sponsorships / partnerships
- Demand response** and **other provider types** (community-based / nonprofits) more likely to be supported by private donations or fundraisers



# Federal Funding



- U.S. Department of Transportation (U.S. DOT)
  - **Transportation funding** available through Federal Transit Administration (FTA) and Federal Highway Administration (FHWA) programs
  - Sections 5307, 5310, 5311, 5339 – unprecedented funding levels through Infrastructure Investment and Jobs Act (IIJA)
  - Surface Transportation Program (STP), Congestion Mitigation Air Quality Program (CMAQ)
- U.S. Department of Health and Human Services (DHHS)
  - Medicaid funding to support **non-emergency medical transportation (NEMT)**
  - Macomb, Oakland, and Wayne counties – brokerage program
    - Michigan DHHS contracts with ModivCare – coordinates & manages transportation services

# Federal Funding – Section 5310

- Formula funding for states & designated recipients to enhance mobility options for older adults and persons with a disability
- **RTA Region** – apportioned to Detroit and Ann Arbor urbanized areas (UZAs)
  - RTA is responsible for administering and managing funds
  - Funds distributed competitively
  - FY23-FY24 Call for Projects (CFP) awarded \$12.4M to 31 agencies for vehicle replacements, continuing operations, hardware/software upgrades
- **Statewide** – apportioned to small urban and rural areas
  - Michigan DOT (MDOT) is responsible for administering and managing small urban and rural funds
  - FY24 Call for Projects award funds to PEX and WAVE (approx. \$450K)



**FUNDING AWARD** **myride2**

**Area Agency on Aging 1B (AAA1B)**

This award will help sustain MyRide2, a regionally recognized one-call, one-click mobility management service that helps seniors and adults with disabilities find transportation.

**RIDES TO WELLNESS**

**rtamichigan** • Follow

**rtamichigan** The Regional Transit Authority (RTA) administers funding to support the transportation needs of individuals with disabilities and older adults through the Section 5310 program. 5310 funding is provided by the federal government and distributed by the RTA following a competitive grant process. We announced the 2023 grant awardees in June, and this fall, they will begin to receive funds to carry out these programs.

Over the next few weeks, we'll introduce you to every organization

2 likes  
November 6, 2023

Log in to like or comment.

# State Funding

- MDOT provides statewide funding for transportation through the Comprehensive Transportation Fund (CTF)
  - Revenue generated through gas tax, vehicle registration fees, sales tax on automotive items
  - Programs funded include:
    - **Operating and capital funding for local transit operators**
    - **Operating assistance for specialized services** (i.e., transportation for older adults or people with disabilities)
    - **Municipal credits to Wayne, Oakland, and Macomb counties** (i.e., SMART Municipal Credit Program)
    - Intercity passenger transportation
    - Service initiatives (i.e., demonstration projects, research initiatives, or training)
    - Vanpools

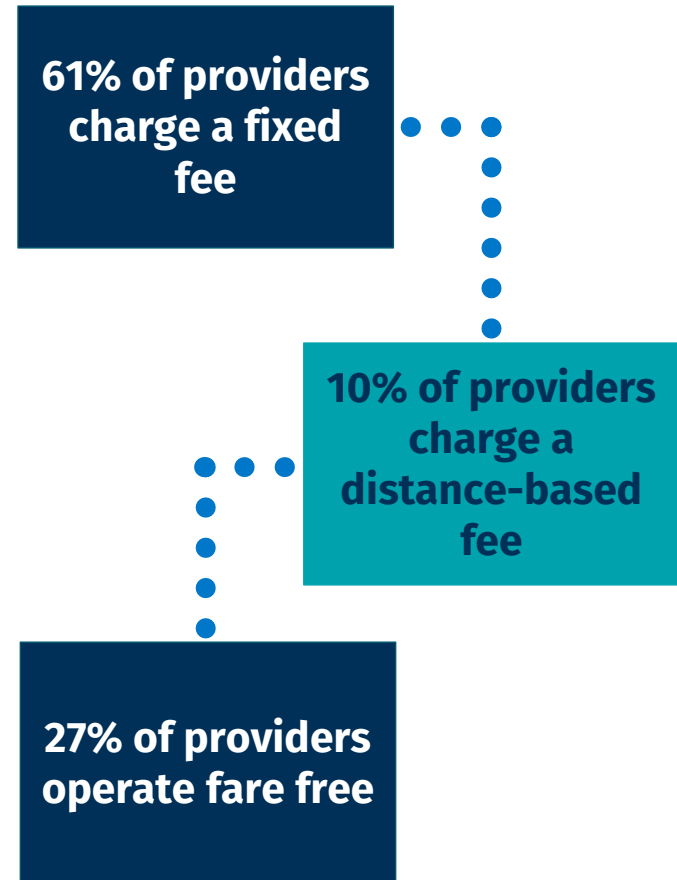
# Local Funding

- Michigan law authorizes the levy of property taxes for purpose of funding or support for public transportation service
  - Levied as a millage (mil = \$1 of tax for every \$1,000 of taxable property)
  - Three major millages in the region:
    - SMART Community Credits
    - Oakland Transit Millage
    - AAATA Millage
- Other examples of local funds include a city or town's general fund (ex: DDOT is funded by City of Detroit General Fund)

# Other Funding

## Passenger Fare Revenue

- Provider fare policies and prices vary, even within a single provider
- Three main categories of fare policies:
  - Fixed fee
  - Distance-based fee
  - Fare free
- Those with a fixed fee have age or disability reduced fares available to users



# Other Funding cont.

## Donations

- 11 providers (22%)
- Private donations or fundraising efforts
- Some community-sponsored services offer rides free of charge but accept donations

## Foundation Grants

- 13 providers (26%)
- Community foundations sponsoring grants to support community-specific needs or programs/projects that enhance quality of life

## Corporate Sponsorships / Partnerships

- 9 providers (18%)
- Third-party advertisement on buses or transit centers, websites, social media, newsletters
- Sponsorship of specific events or programs



# Key Findings & Needs

## 1. Variation in Funding Sources:

- Four main sources of funding for transit services in the RTA region: federal grants, state programs, local funds, and other directly generated sources.
- Balance of funds varies by geography, by provider and by expense type.
- Federal funding is a significant revenue source for all provider types and for both operating and capital budgets.

## 2. Influx of Federal Funding:

- Influx of federal funds through COVID-19 relief packages and recent IIJA increase.
- COVID-19 relief measures provided critical operating funds to offset revenue losses due to reduced ridership during the pandemic, but funds are a one-time appropriation and should not be viewed as a sustainable source.
- IIJA formula funding (FFY2022 through FFY2026) introduced record levels of transit funding nationwide.

# Key Findings & Needs

## **3. Increases in Local Funding Maximize State and Federal Funding:**

- RTA Region has an increased ability to leverage state and federal funds through the support of recent increased local funding, such as the dedicated millages.
- Local financial backing not only sustains day-to-day operations but also strengthens region's competitiveness for federal grants, which often require non-federal matching funds, by releasing critical state matching funds.
- Maximizes the use of state and federal sources.

## **4. Variation in Provider Fare Policies and Prices:**

- Variations in policies can create a regional challenge of ensuring fare equity, as inconsistent pricing can disproportionately impact low-income and vulnerable populations.
- Varied fare structures can create confusion among riders, especially those navigating multiple transit modes or jurisdictions, reducing system usability.
- Opportunity to innovate and optimize fare systems, integrate fare policies across transit agencies, implement new technologies (i.e., smart cards or mobile apps) to streamline payments and interoperability between systems



# Menti Poll Activity



Regional Transit Authority  
Of Southeast Michigan



# Upcoming M4A-5310 Call for Projects



Regional Transit Authority  
Of Southeast Michigan



# FY25 & FY26 M4A-5310 Call for Projects

- Estimated \$11.6M available
- Anticipated timeline:
  - Early January release of Call For Projects
  - Applications accepted January-February
  - Review & selection of applications in March
  - Award announcements expected early April

# Eligible Projects

- Projects planned, designed, and carried out to meet special needs of older adults and people with disabilities when public transportation is insufficient, inappropriate, or unavailable
- Projects that exceed the requirements of the ADA
- Projects that improve access to fixed-route service and decrease reliance on complementary paratransit
- Alternatives to public transportation projects that assist older adults and people with disabilities with transportation

## Project categories:

- Vehicles
- Mobility Management
- Other Capital  
(Software/Hardware/Facilities/Shop Equipment/Pedestrian Improvements)
- Operating



# 5310 Goals & Objectives

- Previous round:
  - Align available resources with the highest regional priorities to improve mobility for the target populations (older adults, and people with disabilities throughout Southeast Michigan)
  - Continue and expand on regional collaboration
  - Streamline the project solicitation and selection process
  - Distribute Section 5310 funds to providers and subrecipients throughout the region fairly and equitably
  - Reduce duplicative administrative efforts
  - Build upon beneficial working relationships between direct recipients and local transportation providers with regional partnerships
  - Encourage coordination and collaboration among local transportation providers and services
  - Collect more information about the performance of funded projects to ensure the most effective use of limited Section 5310 funds
  - Involve a variety of stakeholders in Section 5310 planning and project selection

**Do these goals and objectives still align?  
Are there any new goals or objectives to consider?**

# Scoring Criteria

- Previous round:
  - **Need and Benefits** (max 45 points) – consistency with CHSTP, extent to which project eliminates barriers/improves mobility, vehicle exceeds useful life, previous 5310 funding, utilization of service
  - **Coordination and Partnerships** (max 20 points) – extent to which project demonstrates coordination, contributes to coordinated services, has local support
  - **Project Readiness** (max 35 points) – reasonableness of financial/implementation plan, sustainability, ability to execute
  - **Highly Competitive Projects** (max 10 extra points) – joint applications, vehicle sharing, purchase of service, new or innovative program

**Does this scoring process resonate with you?  
Are there any improvements that could be made?**

# Call to Action

**How can RTA best distribute this information to providers?**

**How can the TWG assist with provider outreach in advance of and during the upcoming call for projects?**



# Next Meeting



Regional Transit Authority  
Of Southeast Michigan

# TWG Meeting #4

- February 6, 2025, from 10-11am
- Potential Agenda
  - Findings from User Overview
  - Final Spring Engagement Plan
  - M4A Strategic Recommendations Workshop



# Thank you!



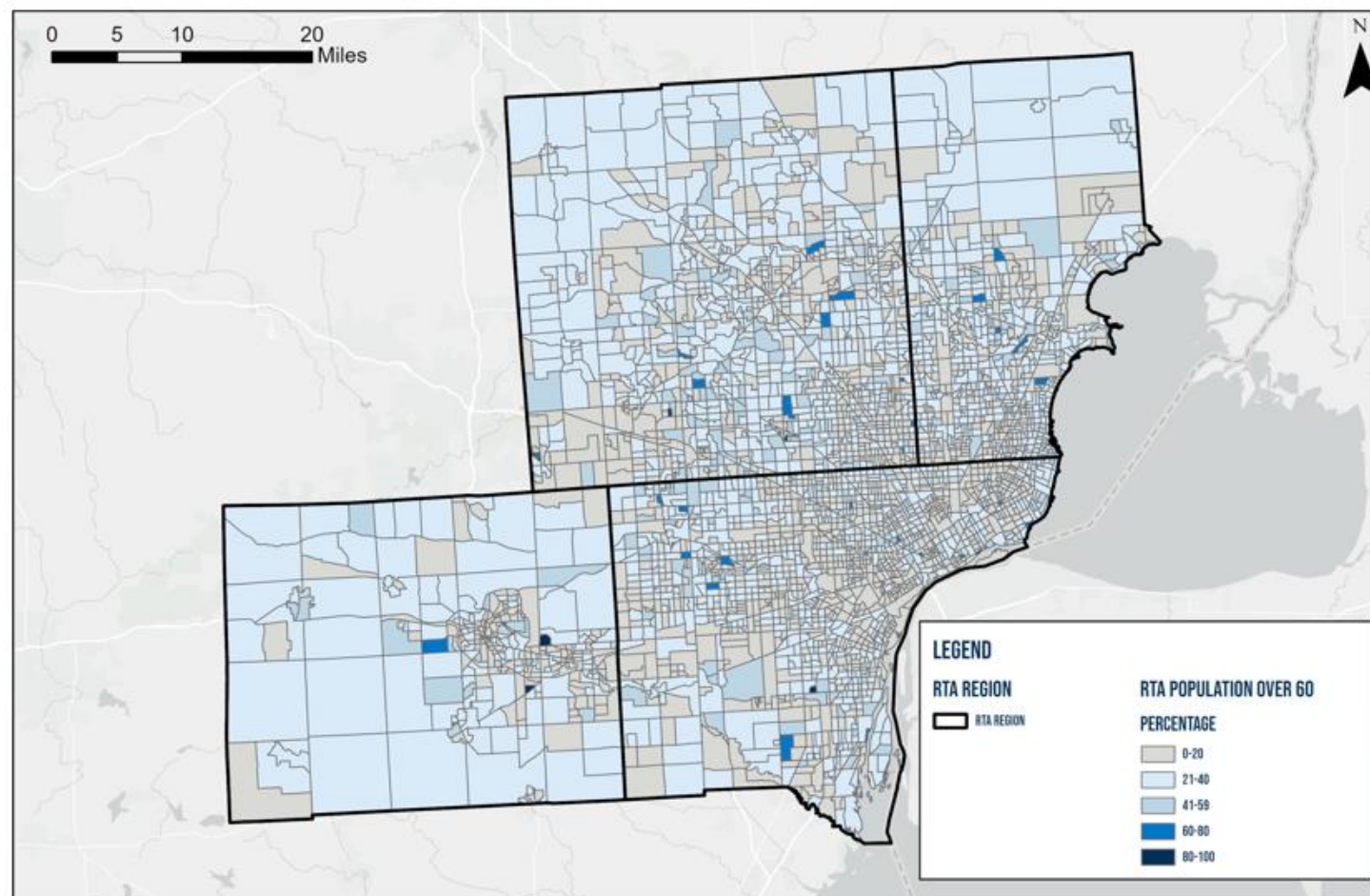
Regional Transit Authority  
Of Southeast Michigan



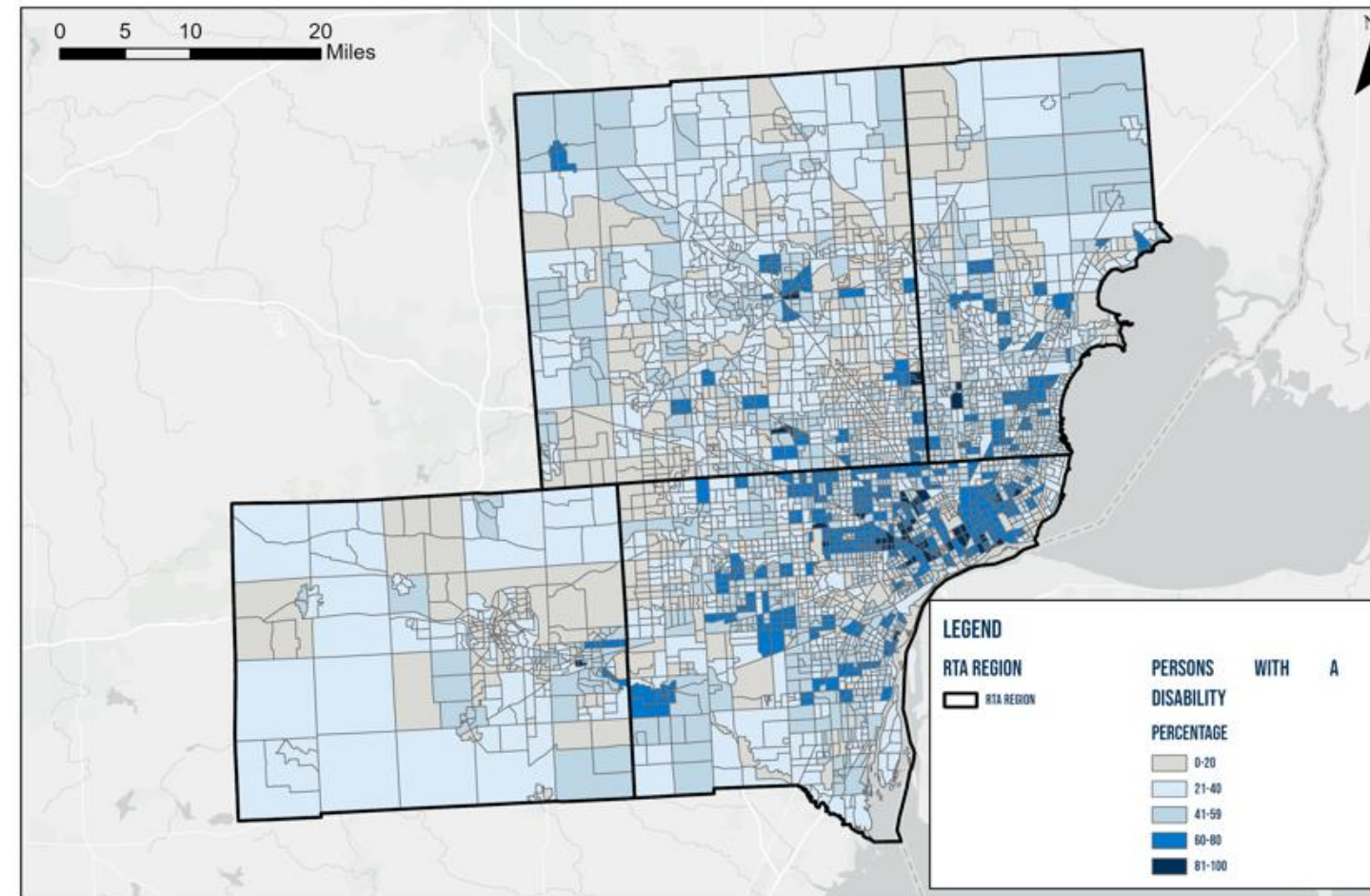
# Existing Conditions Analysis

## Goals

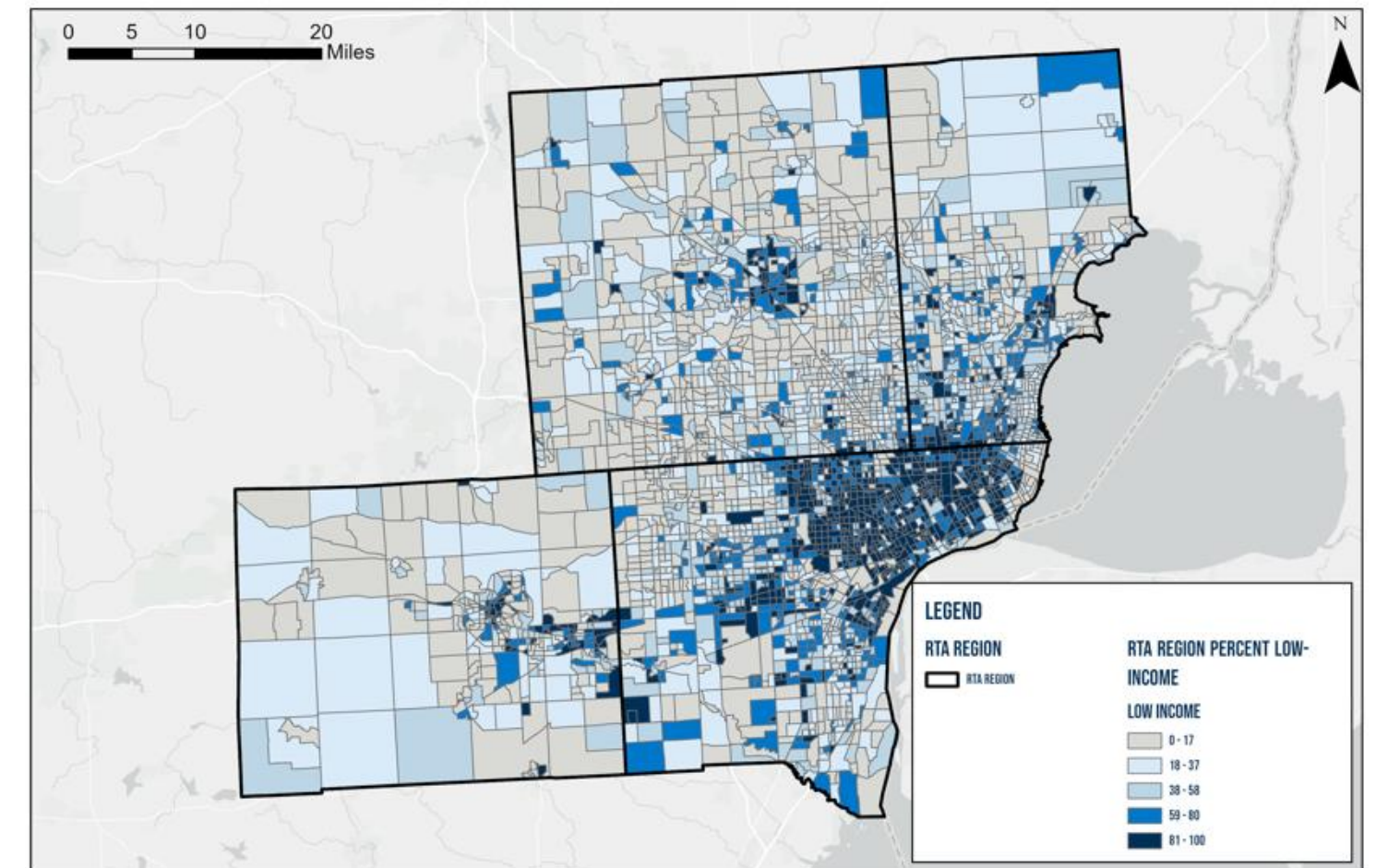
- ❖ Update profiles of regional demographics with 2020 census data
  - ❖ Assess origin and destination patterns
  - ❖ Inventory current service providers
  - ❖ Analyze gaps or duplications of existing services



Older Adults (60+ Years of Age)

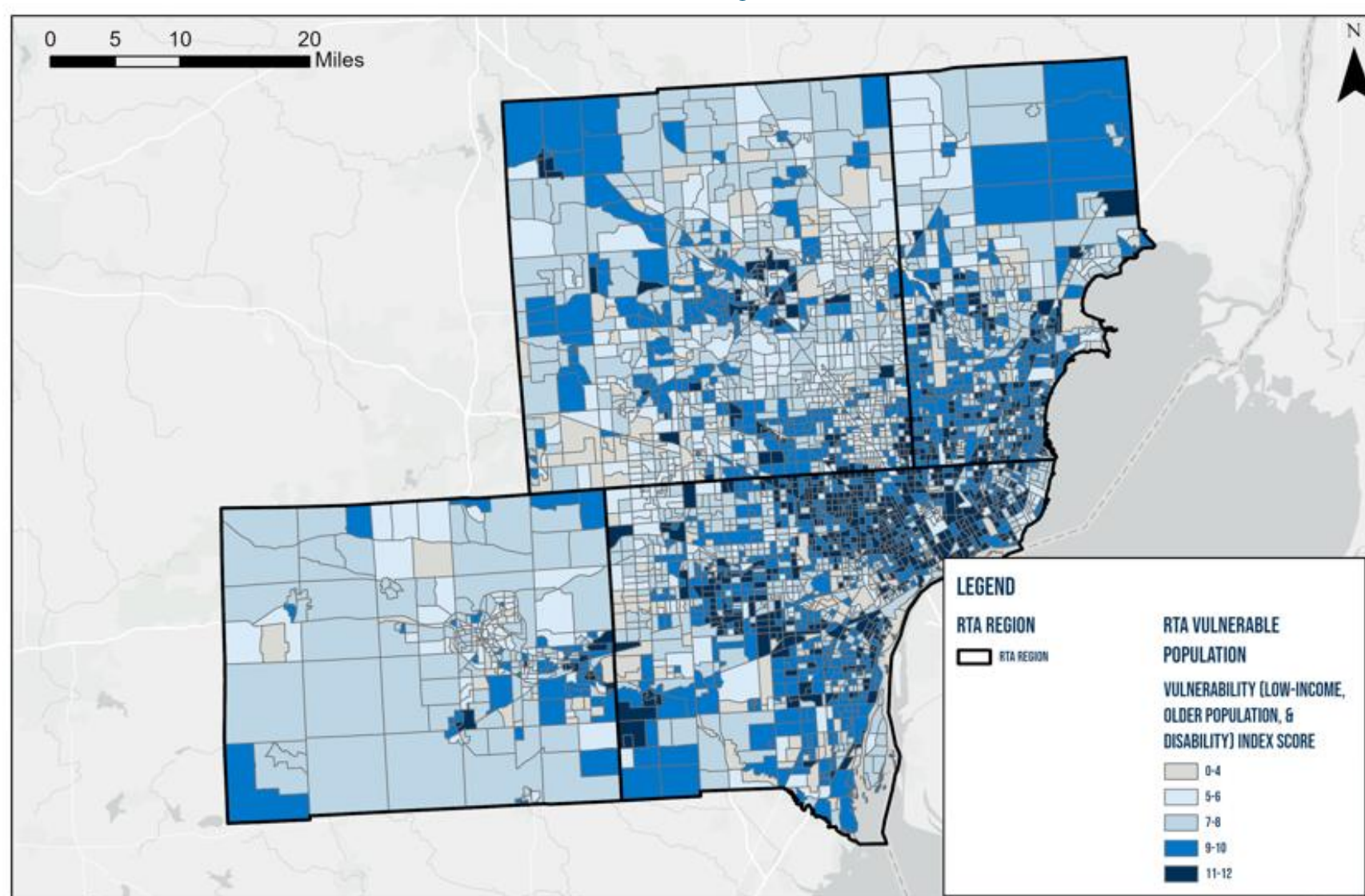


People with a Disability



Individuals with Limited Incomes

## Vulnerable Populations in the M4A Region

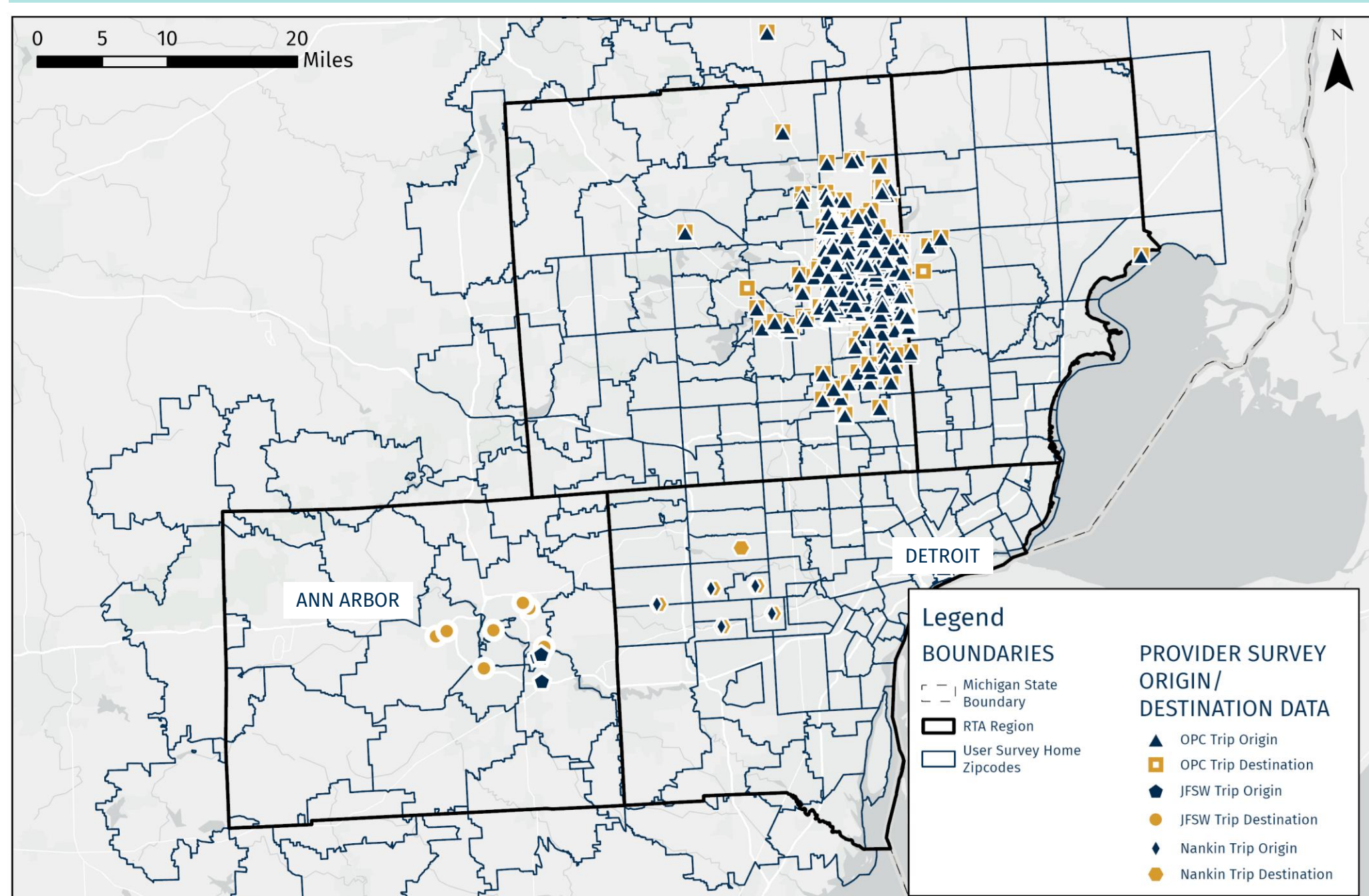


## Key Findings

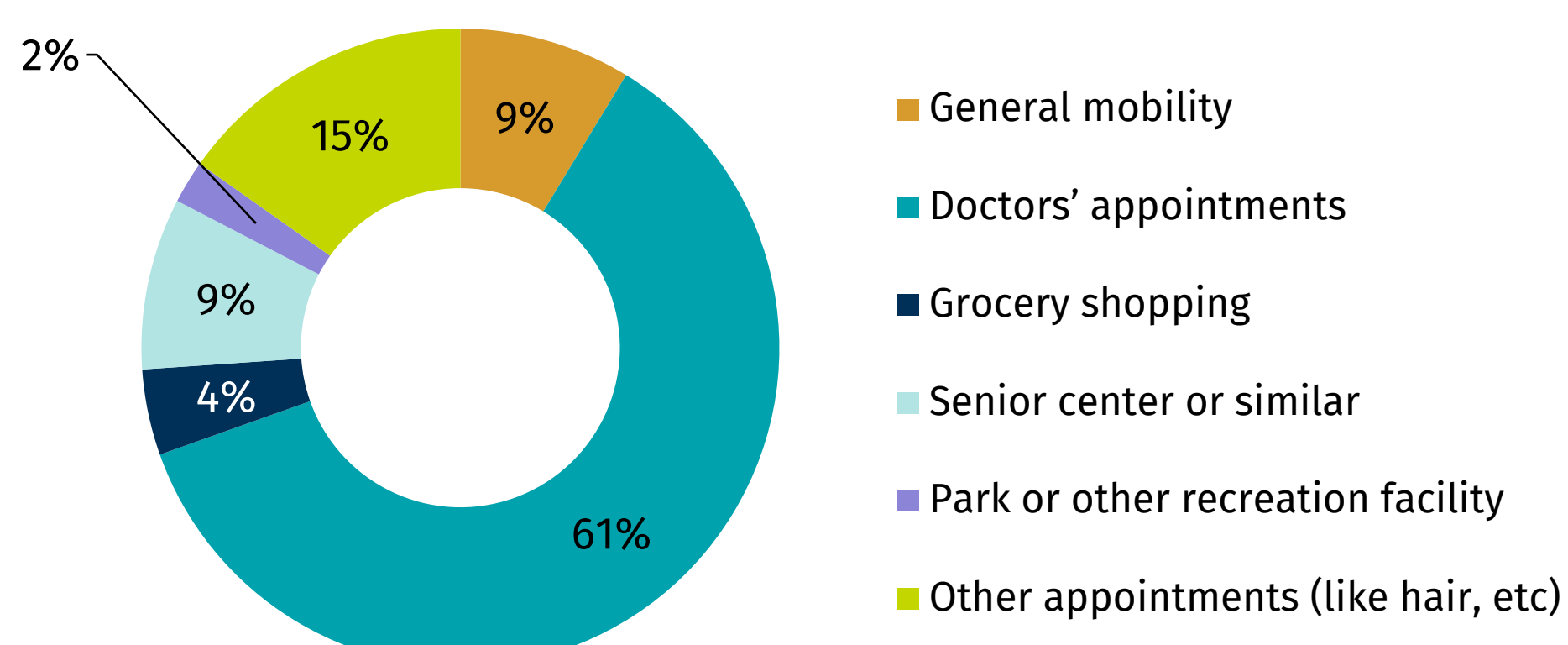
- ❖ Majority of elderly population lives in townships and suburban areas
- ❖ People identify as having a disability are concentrated in the Detroit metropolitan area
- ❖ Individuals with limited incomes are concentrated in the Detroit metropolitan area
- ❖ Vulnerable populations are concentrated in the Detroit metropolitan area

## Provider Survey Origin/Destination Results

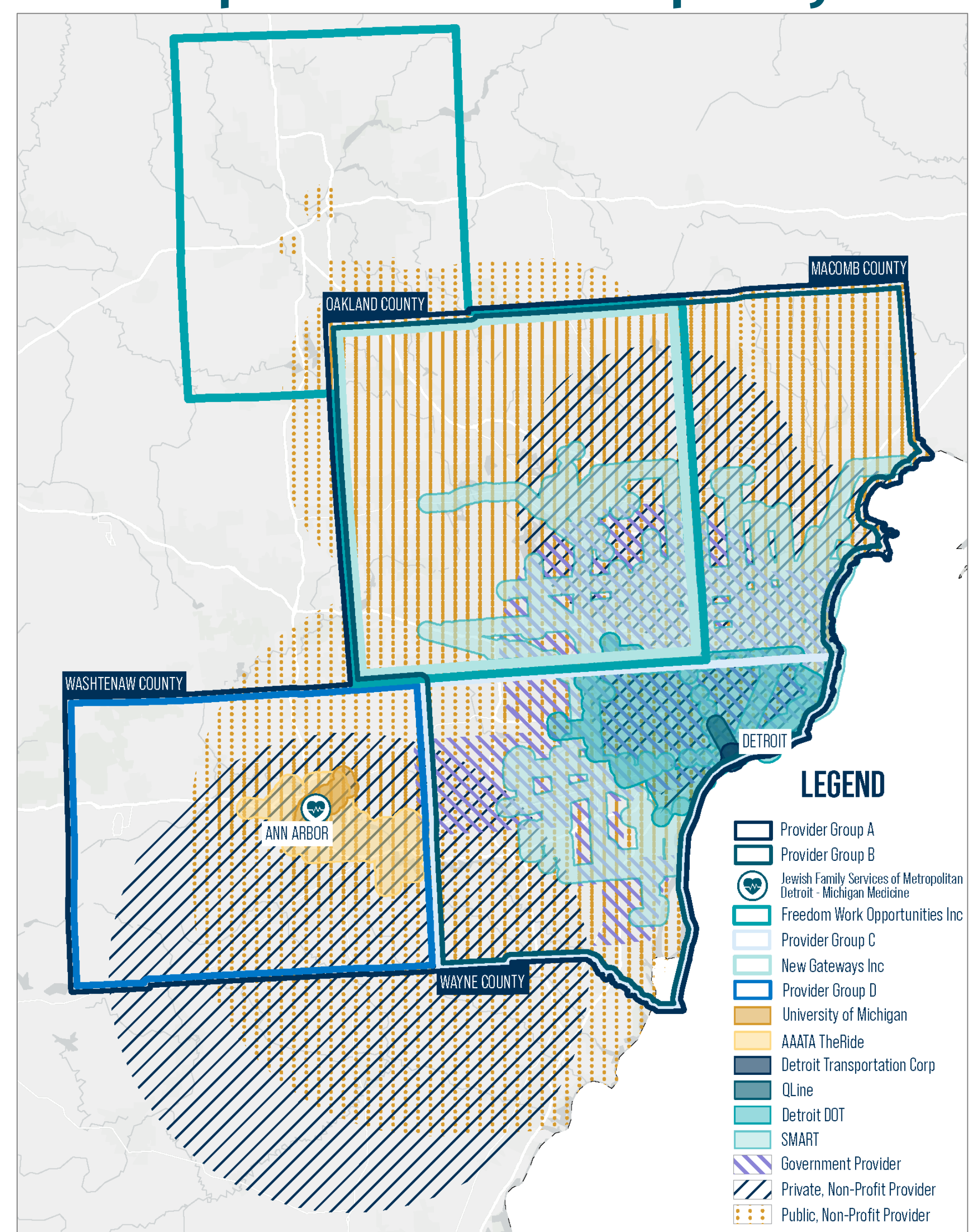
The mapping presents the origin destination data received through the provider survey; significantly more trips occur throughout the RTA region.



## What is the most common purpose of trips for users of your service?



## Transportation Service Gap Analysis

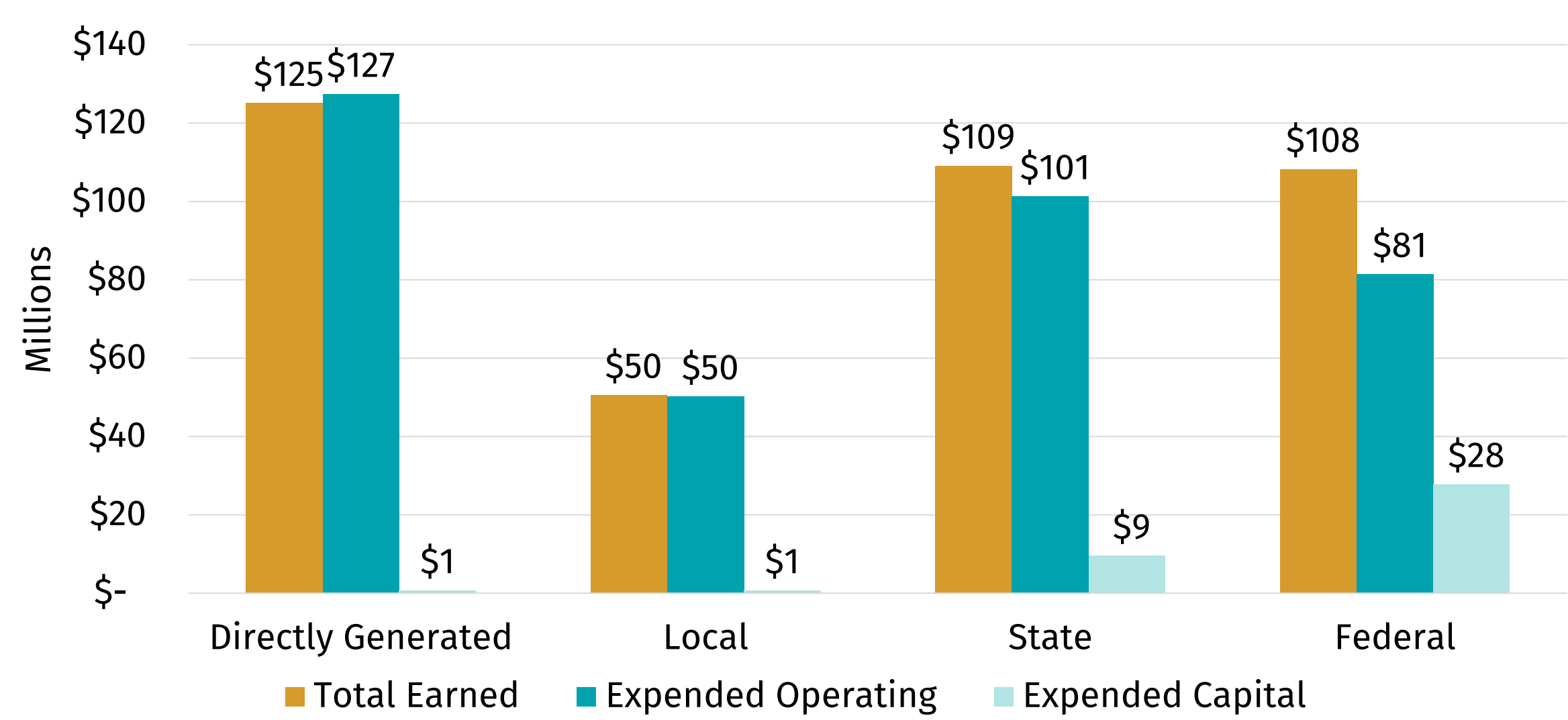


Provider Group A – AgeWays Nonprofit Senior Services, Freedom Transportation Authority, JARC, Family Living Center Inc  
 Provider Group B – Angels' Place, Detroit Area Agency on Aging, Jewish Family Service of Metropolitan Detroit  
 Provider Group C – Golden Services Non-Emergency Transportation, City of Romulus  
 Provider Group D – Jewish Family Services of Washtenaw County, Western-Washtenaw Area Value Express (WAVE)



# Funding Overview

## 2023 Revenue and Spending in the M4A Region



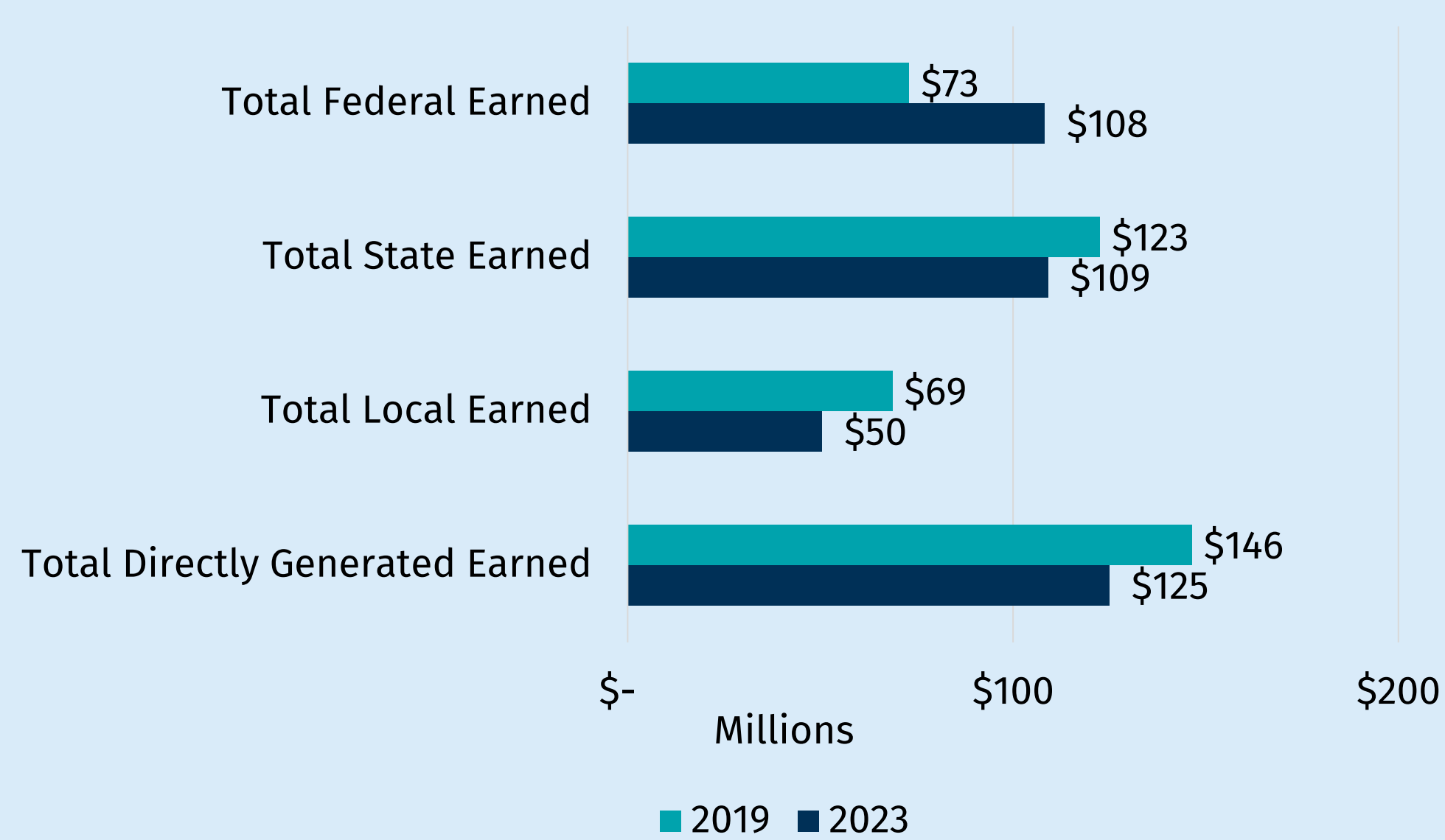
Source: National Transit Database, 2023

## Key Findings

- ❖ **32%** of total revenue earned is directly generated through fares and/or other means
- ❖ **Federal Funding has increased** in the last four years, but **State and Local Earnings have decreased**
- ❖ Majority of funding is used to sustain transportation **operations within budget**

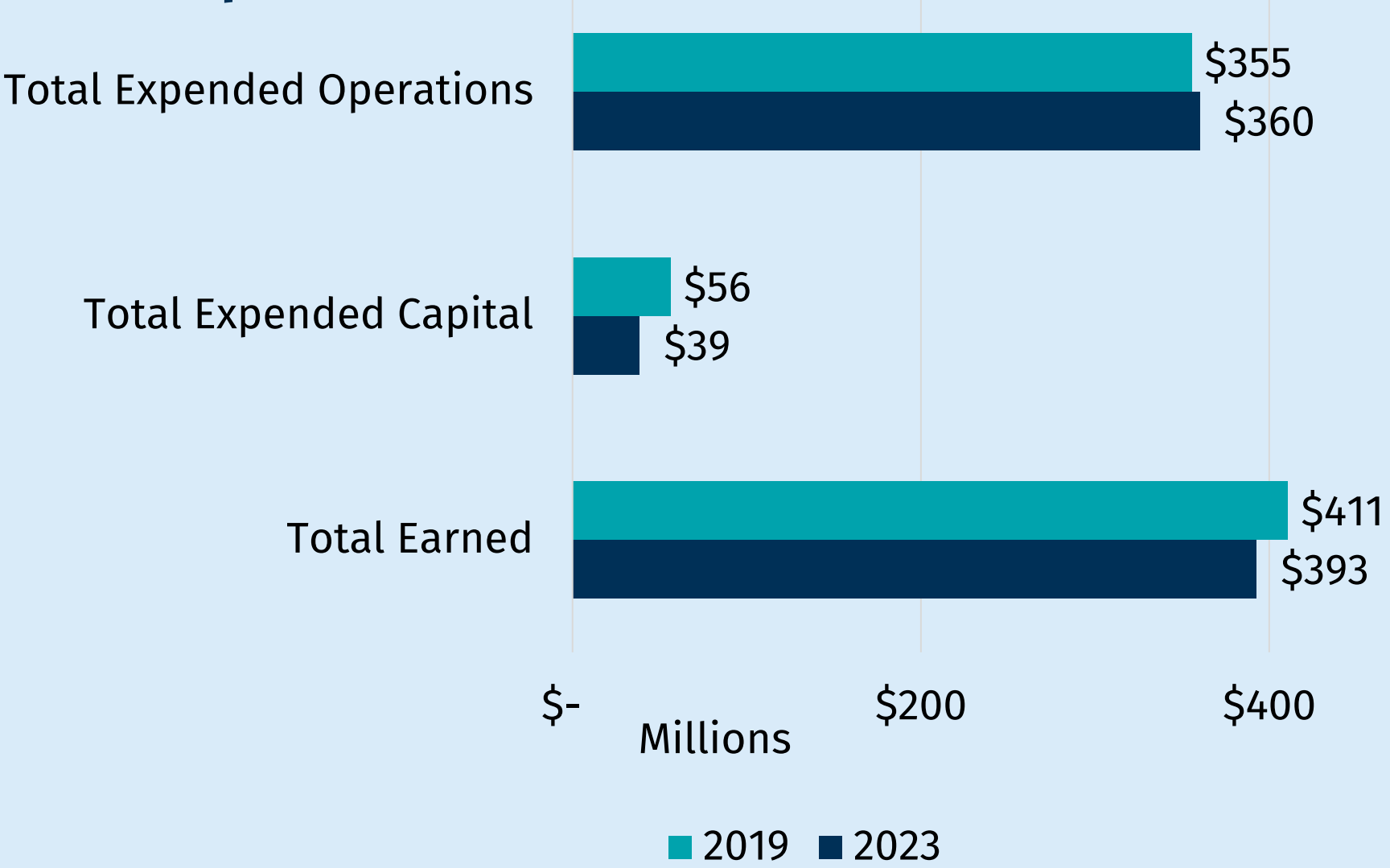
## How Has Funding Changed Across the M4A Region?

### Changes in Revenue Earned by Revenue Source: 2019 (Pre-COVID) to 2023 (Post-COVID)



Source: National Transit Database, 2023

### Changes in Revenue Earned and Expended on Capital and Operations: 2019 (Pre-COVID) and 2023 (Post-COVID)



National Transit Database (NTD) data is inclusive of:  
SMART  
AAATA  
DDOT  
DPM  
QLINE  
University of Michigan  
PEX  
WAVE

## Transportation Provider Fare Policies

61% of providers charge a fixed fee

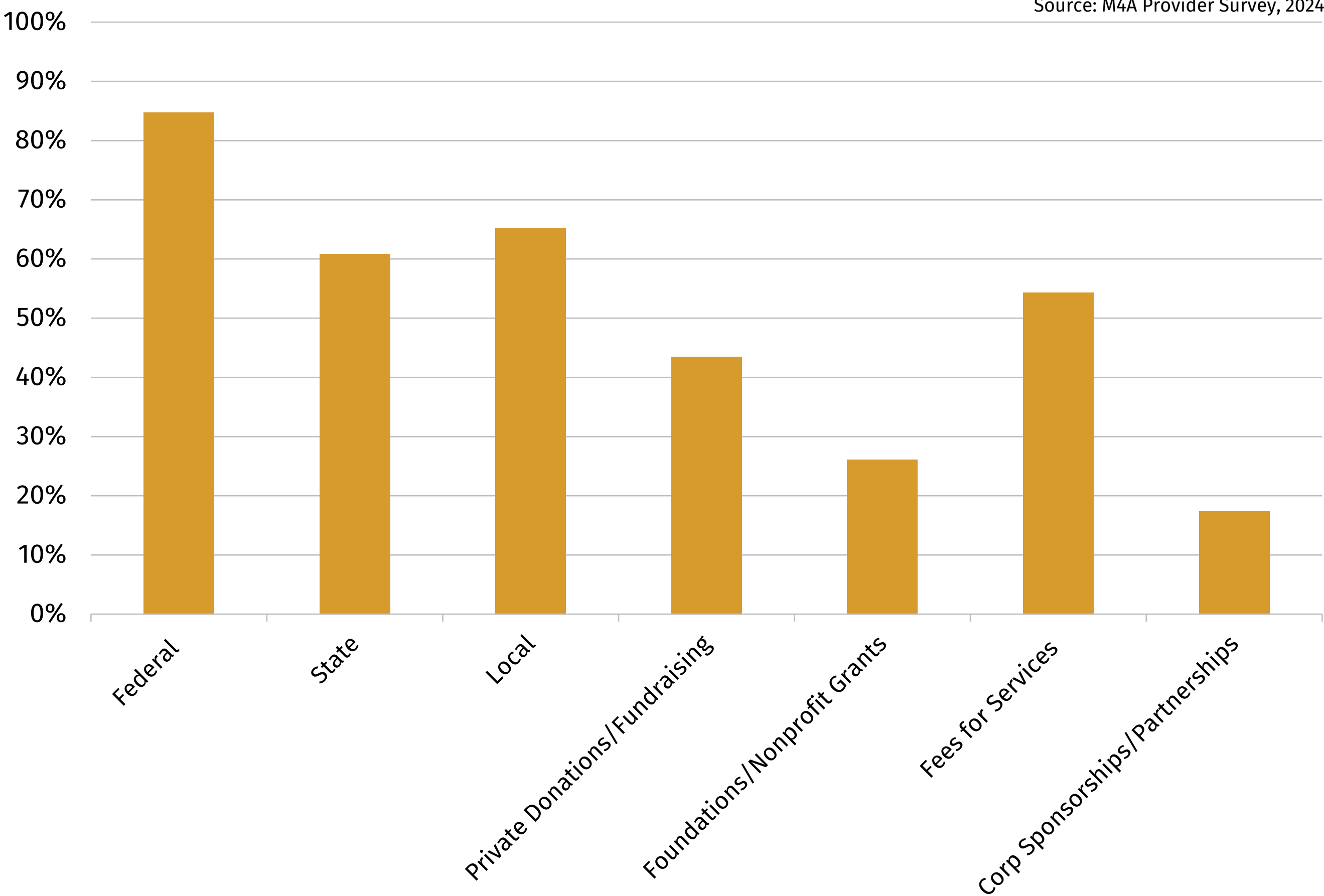
10% of providers charge a distance-based fee

27% of providers operate fare free

Source: M4A Provider Survey, 2024

## How Transportation Providers Receive Funding

Source: M4A Provider Survey, 2024



## Provider Survey Insights

- ❖ Provider **fare policies and prices vary**, even within a single provider
- ❖ **84%** of respondents receive Federal funding; community-based providers typically do not
- ❖ Most service providers (**80%**) require users to book a ride with **at least 1 day's notice**
- ❖ M4A's providers are **passionate** about delivering transportation solutions to vulnerable populations

*How can M4A help progress the Region's goals to simplify fare policies?*



# M4A Community Engagement

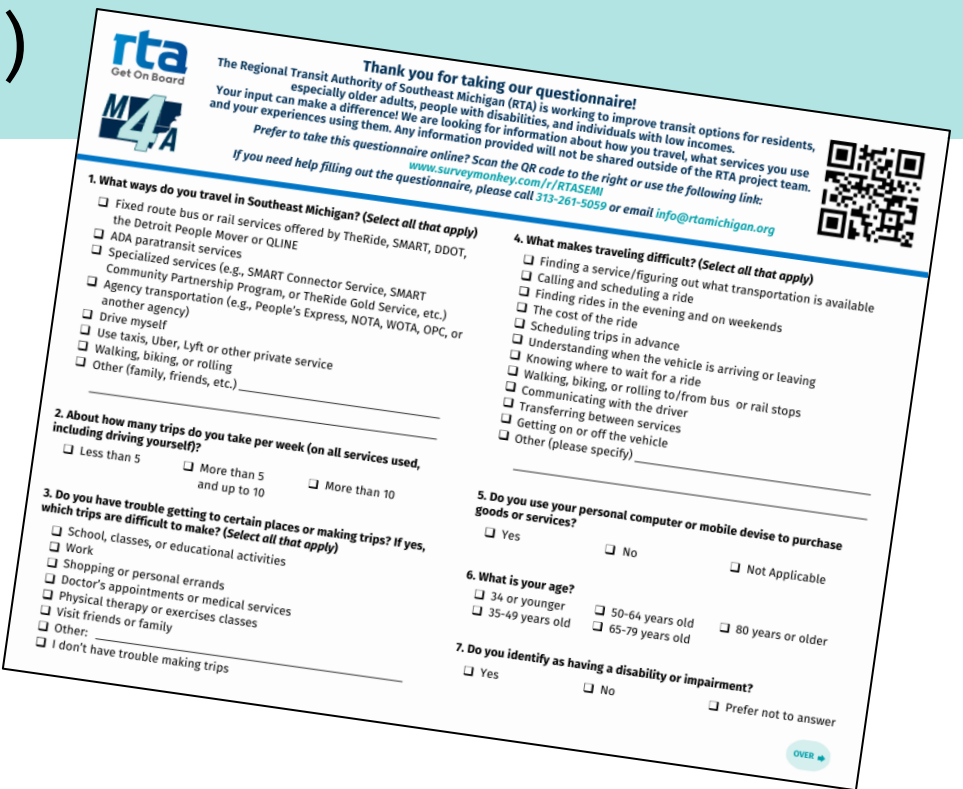
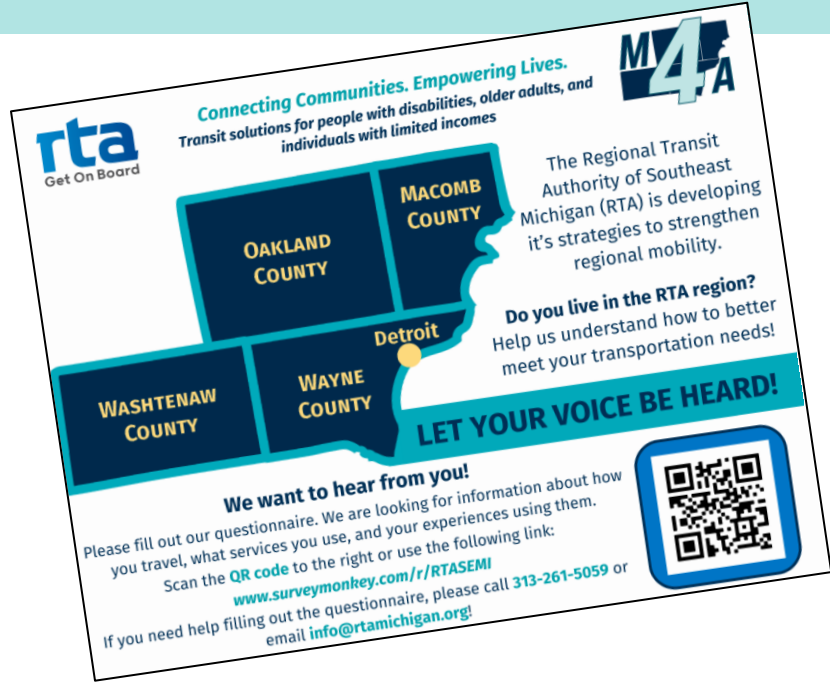
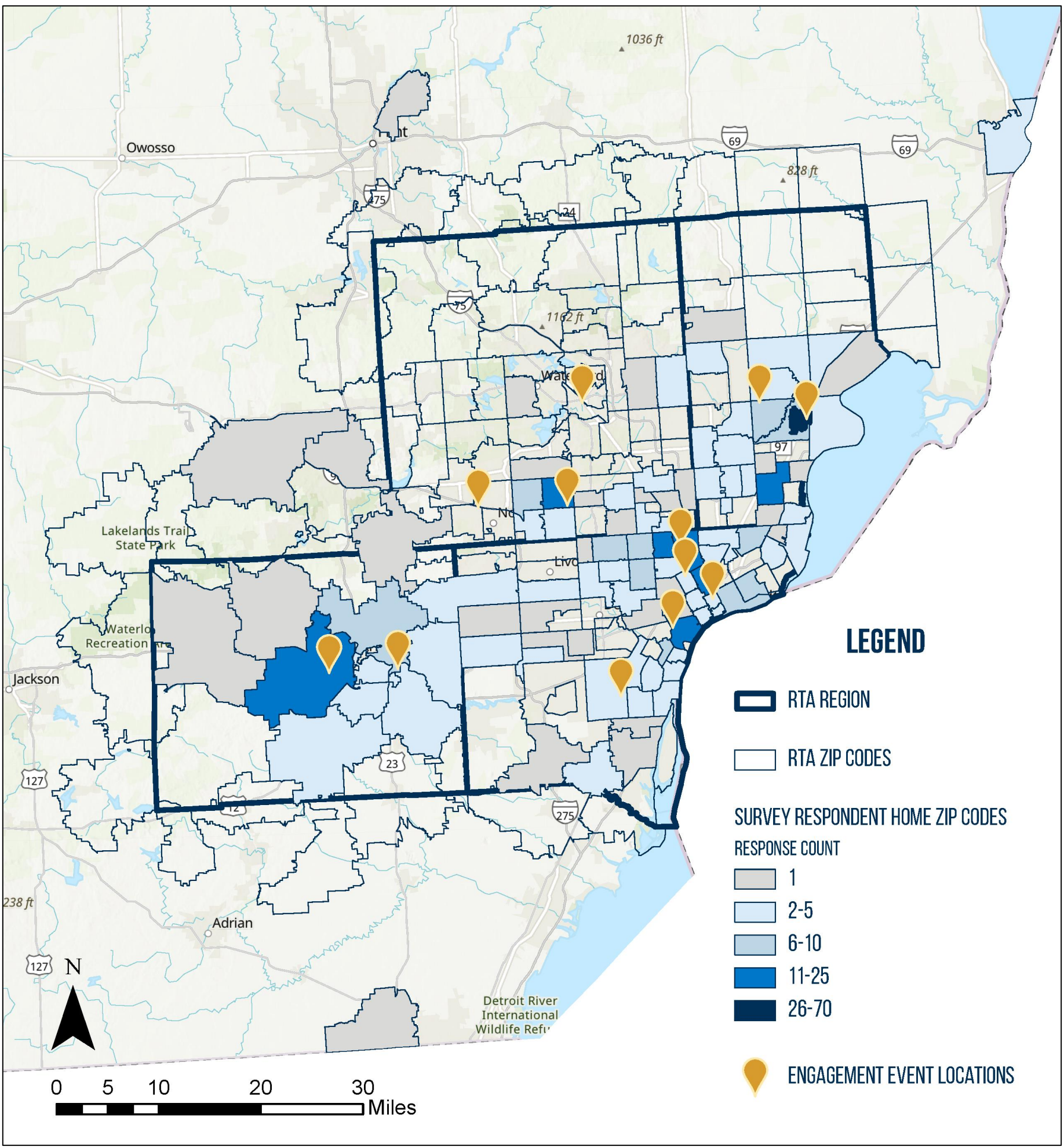
## Goals

- ❖ Determine how well the southeast Michigan transit network is serving residents, **especially older adults, those with disabilities, and individuals with low incomes**
- ❖ Gauge whether the **network's effectiveness** varies for different groups

## Round 1 Methodology

- ❖ Attended **large-scale community events** that targeted M4A populations
- ❖ Worked with **TWG** and **other organizations** to identify outreach opportunities
- ❖ Developed a **rider questionnaire** (with Spanish & Arabic translations)
  - ❖ Online version published on M4A page on RTA's website
  - ❖ Paper copies distributed at in-person events
  - ❖ Option to complete the questionnaire by phone
  - ❖ Advertised to riders via the AAATA and SMART phone lines used by riders to arrange a ride
- ❖ Developed **collateral materials** (e.g., project fact sheets, project boards, and postcards with contact info/questionnaire QR code)

## Public Engagement Event Locations & Questionnaire Respondents



## Round 1 Engagement Summary

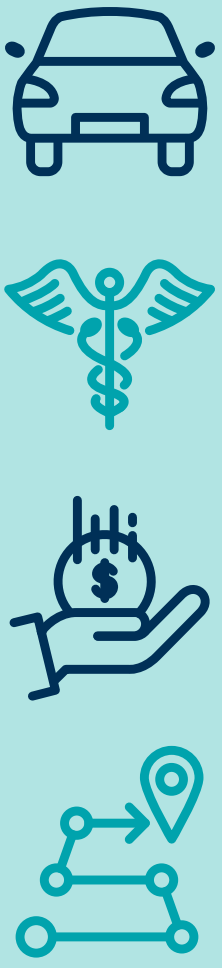
12 in-person events and  
1 virtual event\* over a  
2-month period

Over 522 questionnaire  
responses received, and  
counting!

\*virtual event is not captured in the map to the left

## Key Preliminary Findings

- ❖ **Primary mode of travel:** by car, followed by fixed route transit and walking/biking/rolling
- ❖ **Difficult destinations:** doctor's appointments and shopping/personal errands
- ❖ **Common travel headaches:** cost, identifying services available, rides on weekends/evenings
- ❖ **Biggest identified need:** more transit flexibility and options

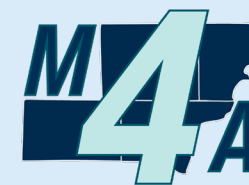


## What's in store for Round 2?

- ❖ Conducted in the **spring**, targeting April and May of 2025
- ❖ Focus on interaction with **people with disabilities** and **limited incomes**
- ❖ Inclusion and promotion of **virtual options** for engagement to expand reach
- ❖ Option for a second questionnaire, collecting input on **draft M4A recommendations**

.... **Who or what are we missing? Where else should we engage?** ....





# Mobility 4 All Technical Working Group

Meeting #4

February 6, 2025



Regional Transit Authority  
Of Southeast Michigan

# Agenda

- 2020 OnHand Goals & Recommendations
- M4A 5310 Call for Projects
- Next Meeting



# 2020 OnHand Goals & Recommendations



Regional Transit Authority  
Of Southeast Michigan

# Recommendation Process

- Three “buckets” of recommendations:
  1. 2020 OnHand recommendations that are complete (or nearing completion)
  2. 2020 OnHand recommendations that are in progress or have not started
  3. New recommendations identified via 2024/2025 planning process
    - Via analyses conducted/findings identified by M4A Project Team
    - Via feedback from rider survey
    - Via feedback from TWG
- Today’s discussion will identify necessary updates to Buckets 1 & 2, while helping to inform Bucket 3



# Recommendation Process cont.

- Draft list of recommendations will be compiled for a workshop held at the next TWG meeting
- Final list of recommendations will be a key component of the Spring Engagement effort
  - Anticipated April/May 2025
- Feedback from the public will be addressed and incorporated into the final plan

# Discussion Prompts – OnHand Goals & Recommendations

- 1) Is this recommendation still relevant?
- 2) Should this recommendation still be included in the 2025 M4A Plan?
- 3) If yes to Question #2, is there anything that needs to be improved, updated or changed?
- 4) Has your organization made any individual progress in reaching this goal or have updated information that you would like to share?

# Goal 1: Increase Local and Regional Mobility



| Recommendation                                            | What has been Accomplished                                                                                                                                                                                                                                                                                                                                                 | Status             |
|-----------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Maintain Existing Services                                | <ul style="list-style-type: none"> <li>In 2023 RTA distributed \$3 million in Section 5310 funding for agencies to replace and purchase new vehicles</li> <li>Identified as a goal with no new funding: develop a capital plan for 5310-agencies to understand their long-term needs</li> <li>Some possible gaps: Oakland County milage allowed for new funding</li> </ul> | Nearing completion |
| Improved Cross Boarder Trips                              | <ul style="list-style-type: none"> <li>NOTA, PEX and WOTA increased their service areas, and NOTA increased its hours of operation</li> <li>Some gaps across borders such as going across 8 mile (requires a SMART/DDOT paratransit transfer) or within the NOTA/WOTA/OPC Area</li> </ul>                                                                                  | Nearing completion |
| Flexible Voucher / Subsidy Program                        | N/A                                                                                                                                                                                                                                                                                                                                                                        | Not started        |
| Reverse Commute and Rideshare Programs                    | N/A                                                                                                                                                                                                                                                                                                                                                                        | Not started        |
| Volunteer Driver Program                                  | <ul style="list-style-type: none"> <li>Some community providers do have volunteer drivers, and it has worked well</li> <li>Cited concerns regarding training costs to train volunteer drivers</li> </ul>                                                                                                                                                                   | In progress        |
| Shared On-Call Service Delivery for Evenings and Weekends | <ul style="list-style-type: none"> <li>Some providers are able to provide evening options, but funding and capacity limits remain a concern</li> <li>SMART Flex is in operation until 11pm seven days per week, but it is only available in its five microtransit zones</li> </ul>                                                                                         | In progress        |
| Regional Fare Capping Program                             | <ul style="list-style-type: none"> <li>Regional fare capping has not been implemented</li> <li>Many providers offer monthly purchase options, just not on a regional scale</li> <li>D2A2 offers a “Frequent Rider Passbook” which grants a 60% savings for pre-purchasing 50 rides</li> </ul>                                                                              | In progress        |
| Alternative ADA Paratransit Service Delivery Models       | <ul style="list-style-type: none"> <li>RTMP indicates DDOT will provide same-day paratransit service that goes beyond Federal requirements starting in 2025, with 5310 funding from RTA</li> <li>A progress reporting process has not yet been identified</li> <li>Meeting amongst SMART Community Providers could help move this goal forward</li> </ul>                  | In progress        |

# Goal 2: Improve Coordination Among Providers



| Recommendation                                           | What has been Accomplished                                                                                                                                                                                                                               | Status      |
|----------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Regional Coordinating Councils                           | <ul style="list-style-type: none"> <li>RTA regularly hosts the Providers Advisory Council (PAC), a public meeting open to all service providers</li> </ul>                                                                                               | Completed   |
| Service Standards for Community Transportation Providers | <ul style="list-style-type: none"> <li>Oakland County created a more universal set of rider eligibility criteria to make it simpler for people to qualify and use services</li> <li>A standard has not yet been defined for the entire region</li> </ul> | In progress |
| Common ADA Paratransit Terms and Definitions             | N/A                                                                                                                                                                                                                                                      | In progress |
| Aligned ADA Policies and Practices                       | N/A                                                                                                                                                                                                                                                      | In progress |
| Shared Regional Technology Investments                   | <ul style="list-style-type: none"> <li>MDOT has assisted with vehicle procurement. Work still needs to be done as far as insurance, technology and other capital requests</li> </ul>                                                                     | In progress |
| Shared Scheduling and Traveler Information Technology    | <ul style="list-style-type: none"> <li>DDOT has indicated an interest in further pursuing this recommendation</li> </ul>                                                                                                                                 | In progress |
| Enhanced Coordination with Medical Facilities            | <ul style="list-style-type: none"> <li>Some individual providers have made progress through partnerships, but there is still a need for regional coordination with medical facilities</li> </ul>                                                         | In progress |
| Vehicle Pooling Among Providers                          | <ul style="list-style-type: none"> <li>Oakland County has established standards across the county between transit providers</li> <li>SMART Community Providers have indicated an interest in further pursuing this recommendation</li> </ul>             | In progress |

# Goal 3: Increase Awareness of Existing Services

| Recommendation                                                      | What has been Accomplished                                                                                                                                                                                                                                                             | Status      |
|---------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Regional Branding and Marketing                                     | <ul style="list-style-type: none"> <li>RTA Mobility 4 All branding</li> <li>Series of providers can be found on the M4A page of the RTA website</li> <li>Implementation on a regional level is vital, still need clarification on who does what and the benefits of MyRide2</li> </ul> | In progress |
| Mobility Management and Travel Training Enhancements                | <ul style="list-style-type: none"> <li>Myride2 enhancements. Increase in brand awareness and this service</li> </ul>                                                                                                                                                                   | In progress |
| School Based Travel Training Program Expansion                      | N/A                                                                                                                                                                                                                                                                                    | In progress |
| Demand Response Transportation Integration with Trip Planning Tools | <ul style="list-style-type: none"> <li>RTA's pilot Mobility Wallet program, which is expected to launch in 2025.</li> </ul>                                                                                                                                                            | In progress |
| MyRide2 Provider Call Center and Database Enhancements              | <ul style="list-style-type: none"> <li>Successful rebrand of the Area Agency on Aging 1-B, now known as AgeWays, which brought about a simpler website, and helps people better understand Ageway's services</li> </ul>                                                                | Completed   |



# Goal 4: Streamline Funding and Reporting



| Recommendation                                            | What has been Accomplished                                                                                                                                                          | Status      |
|-----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Performance Measurement System                            | N/A                                                                                                                                                                                 | Not started |
| Regional Capital Plan                                     | <ul style="list-style-type: none"><li>RTA has the beginnings of the larger projects from larger providers</li><li>Still need insight into community providers' plans</li></ul>      | In progress |
| Regional Fare Integration                                 | <ul style="list-style-type: none"><li>With new funding, NOTA, OPC, and WOTA have standardized their fares</li><li>RTA's Mobility Wallet pilot will also advance this goal</li></ul> | In progress |
| Packages of Funding for Community Transportation Services | <ul style="list-style-type: none"><li>RTA initiated a consolidated Section 5310 call for projects process in 2023 and again in 2025</li></ul>                                       | In progress |



# Goal 5: Develop Partnerships for Supportive Physical Infrastructure



| Recommendation                                    | What has been Accomplished                                                                                                                                                                                                                                                             | Status      |
|---------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Home Ramp Subsidy Program                         | N/A                                                                                                                                                                                                                                                                                    | Not started |
| Safe Routes for Seniors /<br>Safe Routes for All  | N/A                                                                                                                                                                                                                                                                                    | Not started |
| Bus Stop and Station Accessibility                | <ul style="list-style-type: none"><li>SMART is ensuring ADA compliant bus stops are installed prior to launching new and extended bus routes, and will begin a bus stop condition assessment in 2024</li><li>RTA is currently developing the Access to Transit Program (ATP)</li></ul> | In progress |
| Key Destination Mapping                           | N/A                                                                                                                                                                                                                                                                                    | Not started |
| Mobility Hubs                                     | <ul style="list-style-type: none"><li>Received grants. Calls for projects and/or scoring process to start soon</li></ul>                                                                                                                                                               | In progress |
| Eligibility Assessment and Travel Training Center | N/A                                                                                                                                                                                                                                                                                    | Not started |

# New Considerations for the 2025 M4A Plan

Are there any gaps or needs identified by your organization that are NOT addressed by any of the 2020 OnHand recommendations discussed today?



# Upcoming M4A-5310 Call for Projects



Regional Transit Authority  
Of Southeast Michigan

# FY25-26 M4A 5310 Call for Projects

- Estimated \$11.6M available

| Funding      | Ann Arbor        | Detroit             |
|--------------|------------------|---------------------|
| FY 2025 5310 | \$364,196        | \$5,419,720         |
| FY 2026 5310 | \$367,110        | \$5,463,077         |
| <b>Total</b> | <b>\$731,306</b> | <b>\$10,882,797</b> |

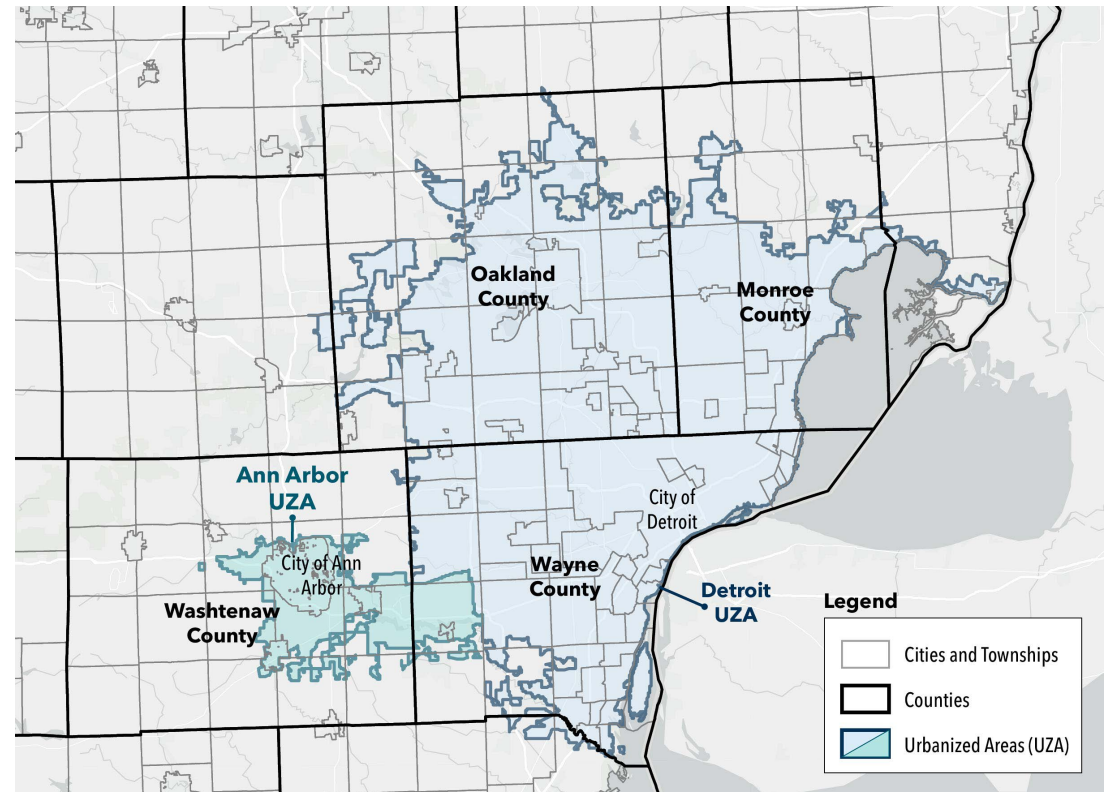


# Timeline

- Call For Projects released on January 13, 2025
  - Webinars held on January 13 and 21, 2025
  - Office hours held on January 29, and later today, February 6, 2025
- Applications accepted until 5 p.m. on February 10, 2025
- Review & selection of applications in February/March
  - Selection Committee held their kickoff meeting on Feb. 4, 2025
- Award announcements expected Spring 2025

# Eligible Applicants

- Applicants must be one of the following operating in either/both the Detroit and Ann Arbor UZAs:
  - Non-profit organizations
  - State or local governmental authorities
  - Operators of public transportation



# Eligible Projects

- Projects planned, designed, and carried out to meet special needs of older adults and people with disabilities when public transportation is insufficient, inappropriate, or unavailable
- Projects that exceed the requirements of the ADA
- Projects that improve access to fixed-route service and decrease reliance on complementary paratransit
- Alternatives to public transportation projects that assist older adults and people with disabilities with transportation

## Project categories:

- Vehicles
- Mobility Management
- Other Capital  
(Software/Hardware/Facilities/Shop Equipment/Pedestrian Improvements)
- Operating

# Changes from the Previous Call

- Application offered both [online](#) or as a [fillable PDF](#)
- Improvements to the selection committee's scoring process, including an updated, more descriptive scoring rubric



# Next Meeting



Regional Transit Authority  
Of Southeast Michigan

# TWG Meeting #5

- April 3, 2025, from 10-12pm – In-person workshop
- Potential Agenda
  - Spring Engagement Update
  - Recommendations Workshop

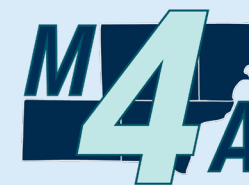




# Thank you!



Regional Transit Authority  
Of Southeast Michigan



# Mobility 4 All Technical Working Group

Meeting #5

April 3, 2025



Regional Transit Authority  
Of Southeast Michigan

# Agenda

- Recap of Progress to Date
- Menti Poll Activity – M4A Draft Goals
- Group Activity – M4A Draft Recommendations
- Menti Poll Activity – Prioritization of M4A Draft Recommendations
- Spring Community Engagement Plan
- Conclusion & Next Steps

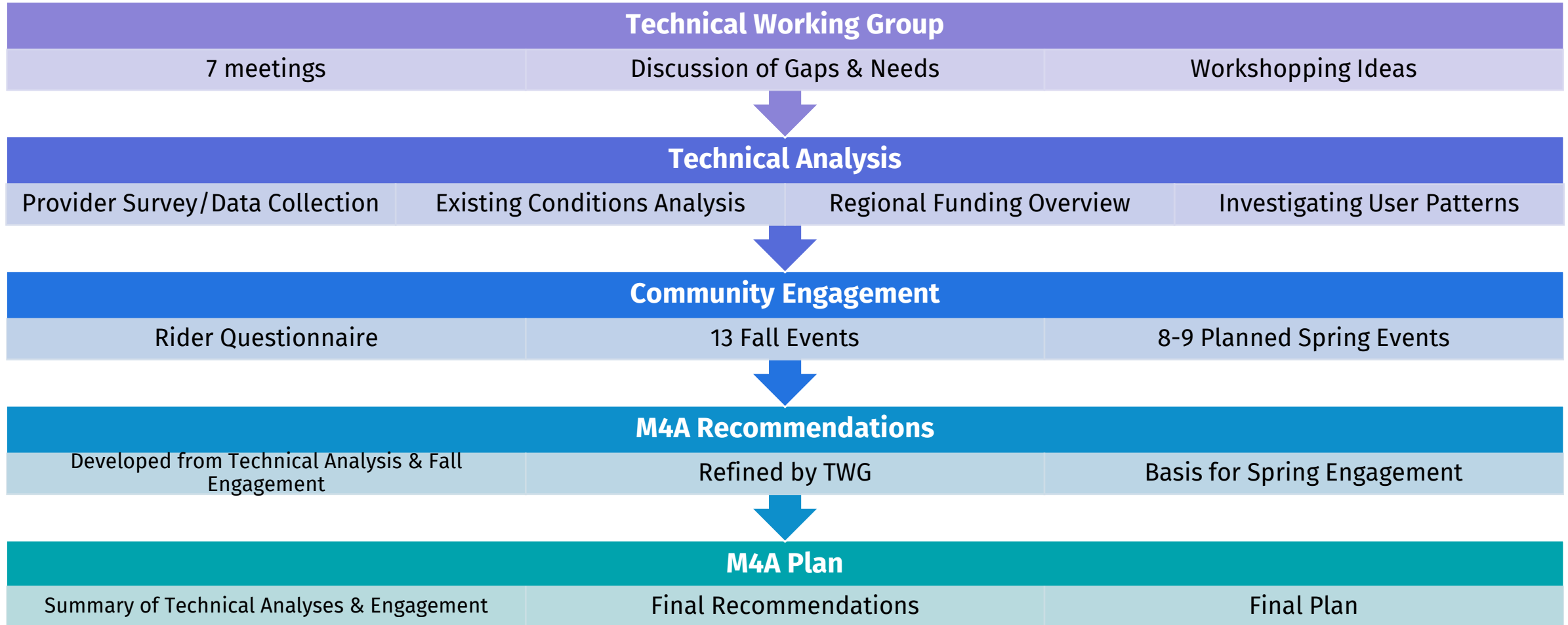


# Recap of Progress to Date



Regional Transit Authority  
Of Southeast Michigan

# M4A Planning Process



# Existing Conditions Analysis

Provider  
Survey

Regional  
Demographics

Geographic  
Gap Analysis

Temporal Gap  
Analysis

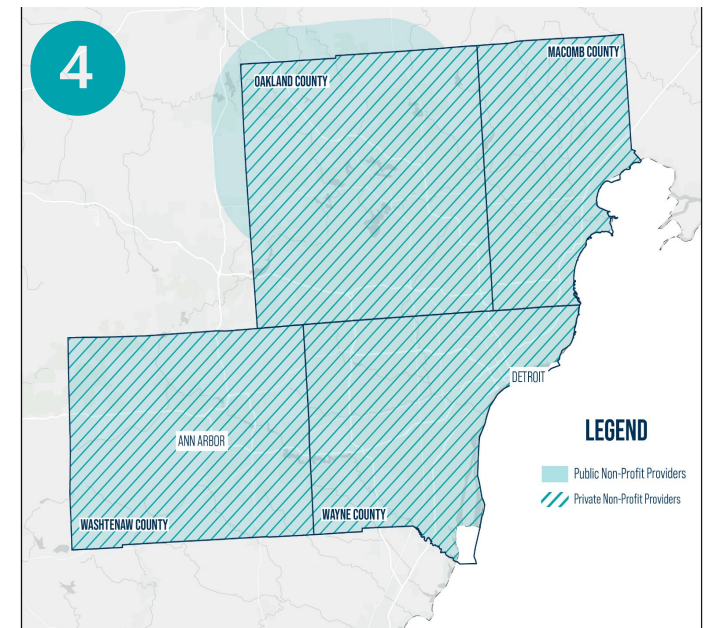
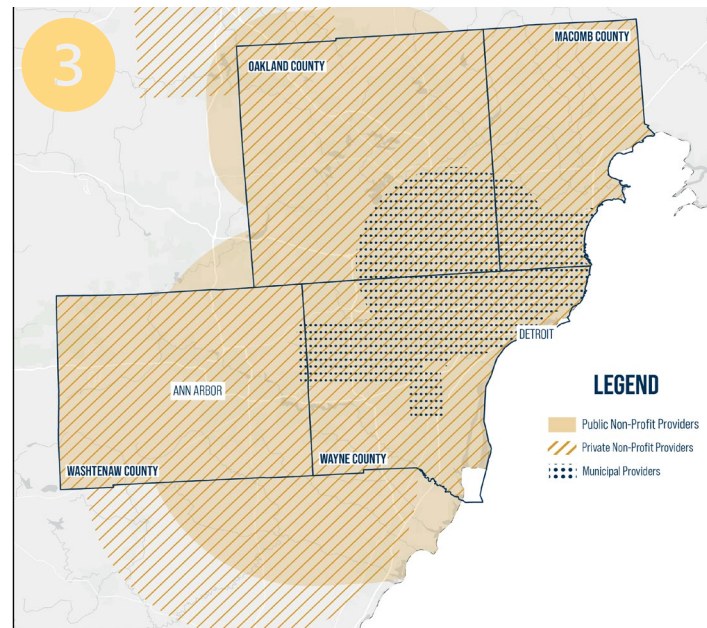
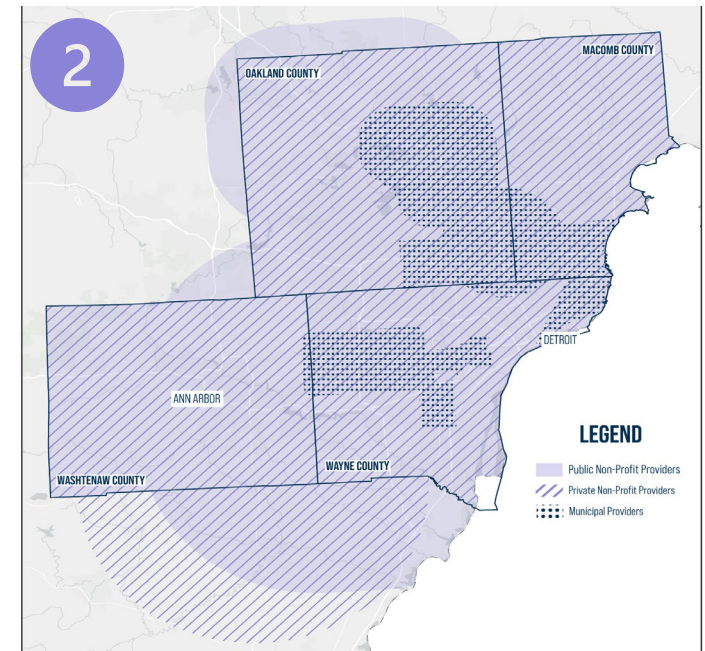
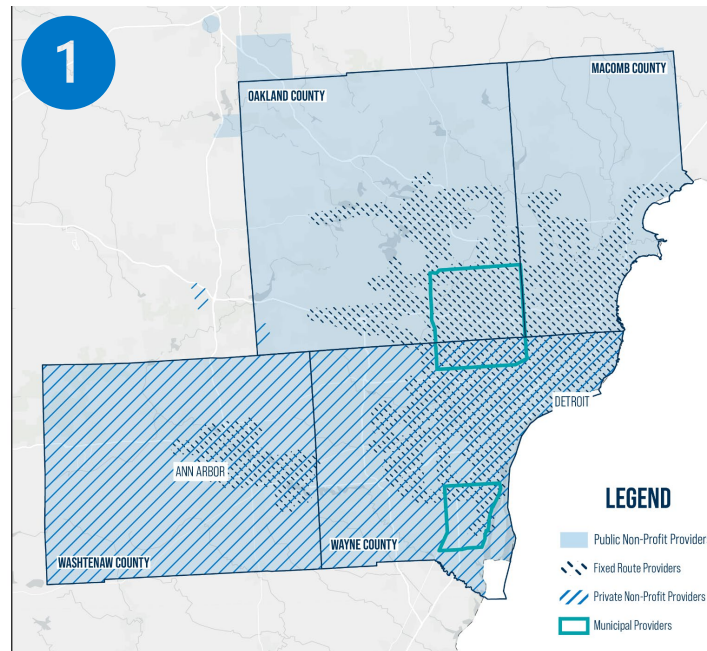
Use Case  
Scenarios



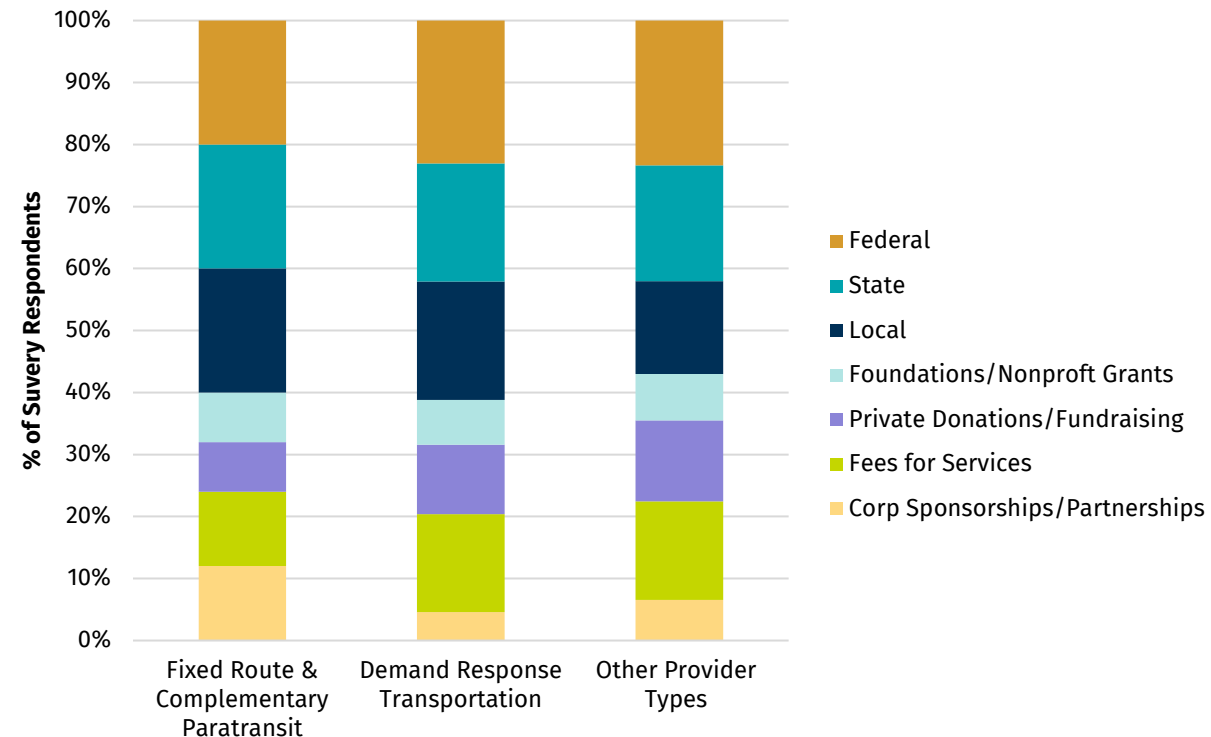
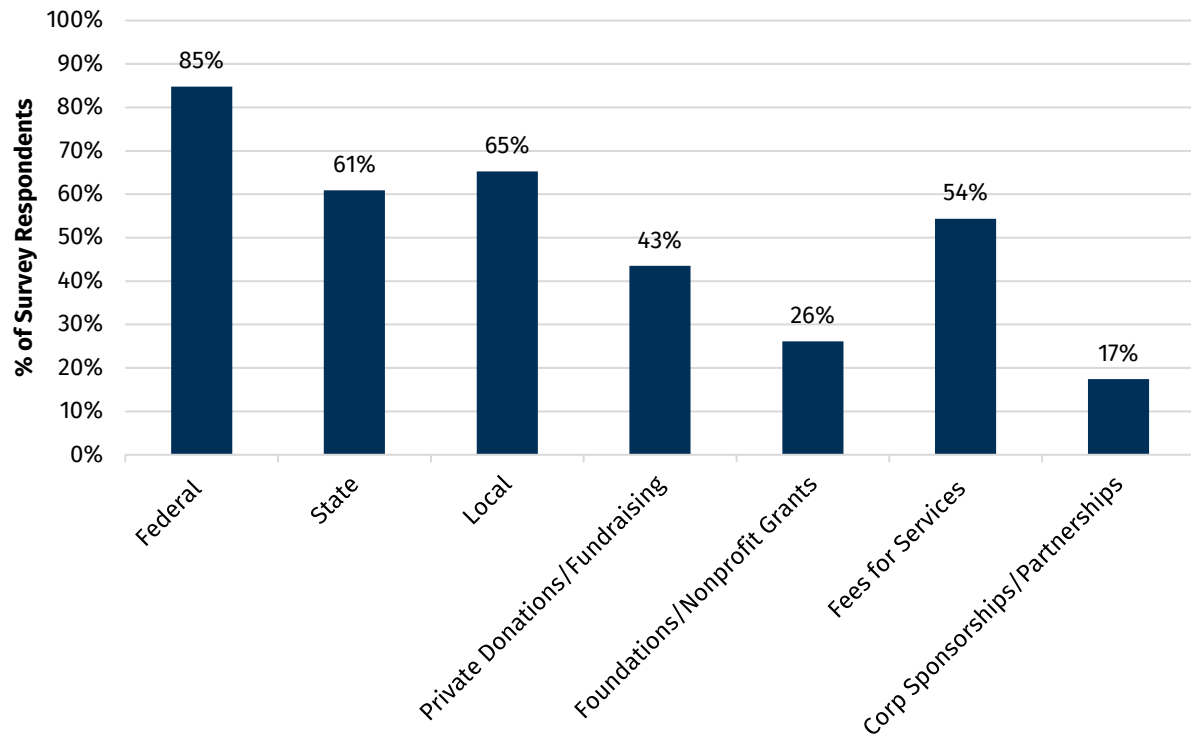
# Existing Conditions Analysis

Use Case Scenarios:

- 1) Open to all users
- 2) Open to older adults
- 3) Open to people with disabilities
- 4) Open to individuals with limited incomes

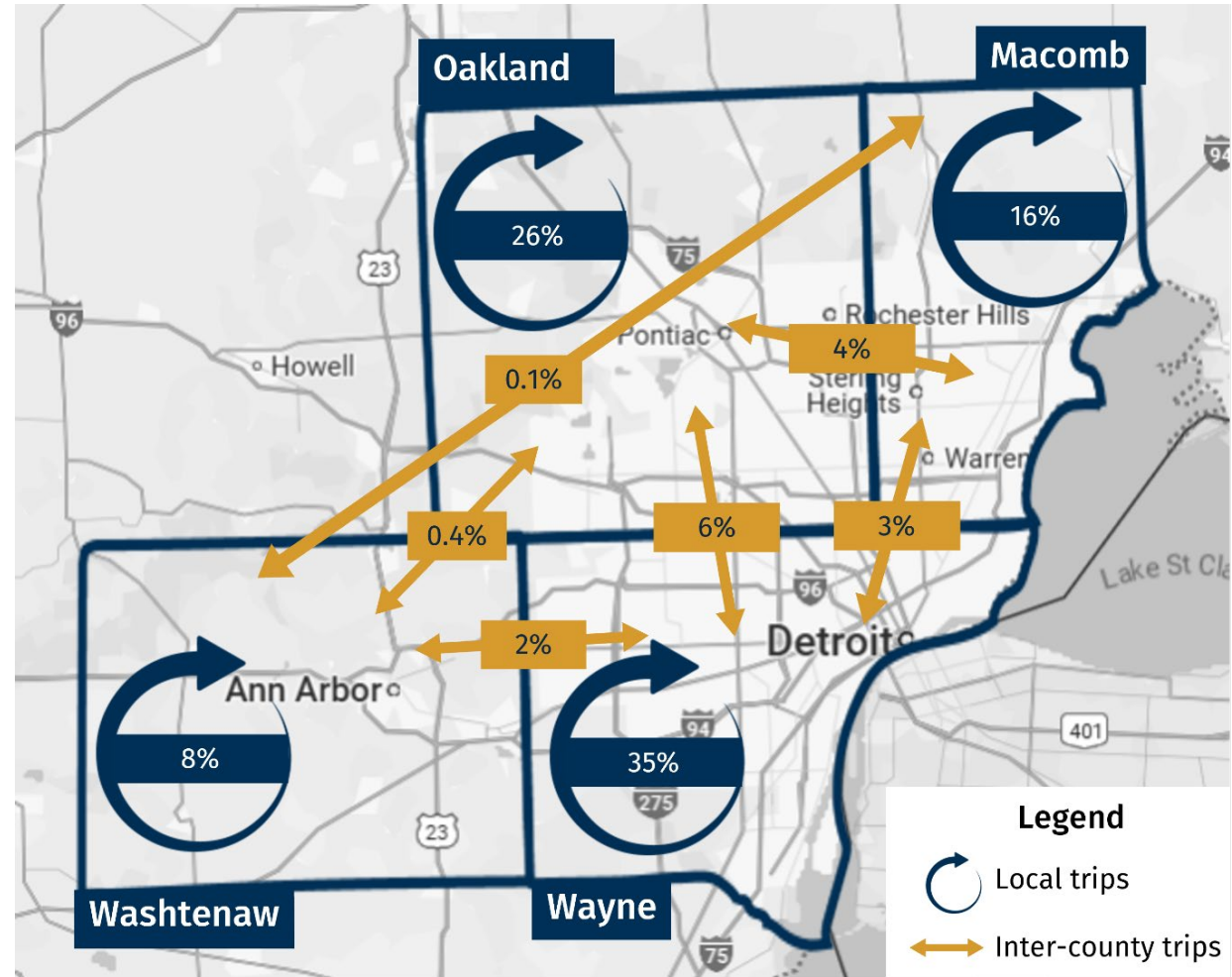


# Regional Funding Overview



# Investigating User Patterns

- Majority (avg. 85%) of all trips on weekdays and weekends begin and end within a single county, known as local trips
  - Wayne County local trips – 35% of all trips
  - Oakland County local trips – 26% of all trips
  - Macomb County local trips – 16% of all trips
  - Washtenaw County local trip – 8% of all trips
- Remaining trips (avg. 15%) are cross boundary trips, or trips between counties
  - Most common regional trips are Oakland County to Wayne County trips (6% of all trips) or Oakland County to Macomb County (4% of all trips)
  - Least common regional trips are ones that occur between Macomb County and Washtenaw County (0.1% of all trips)





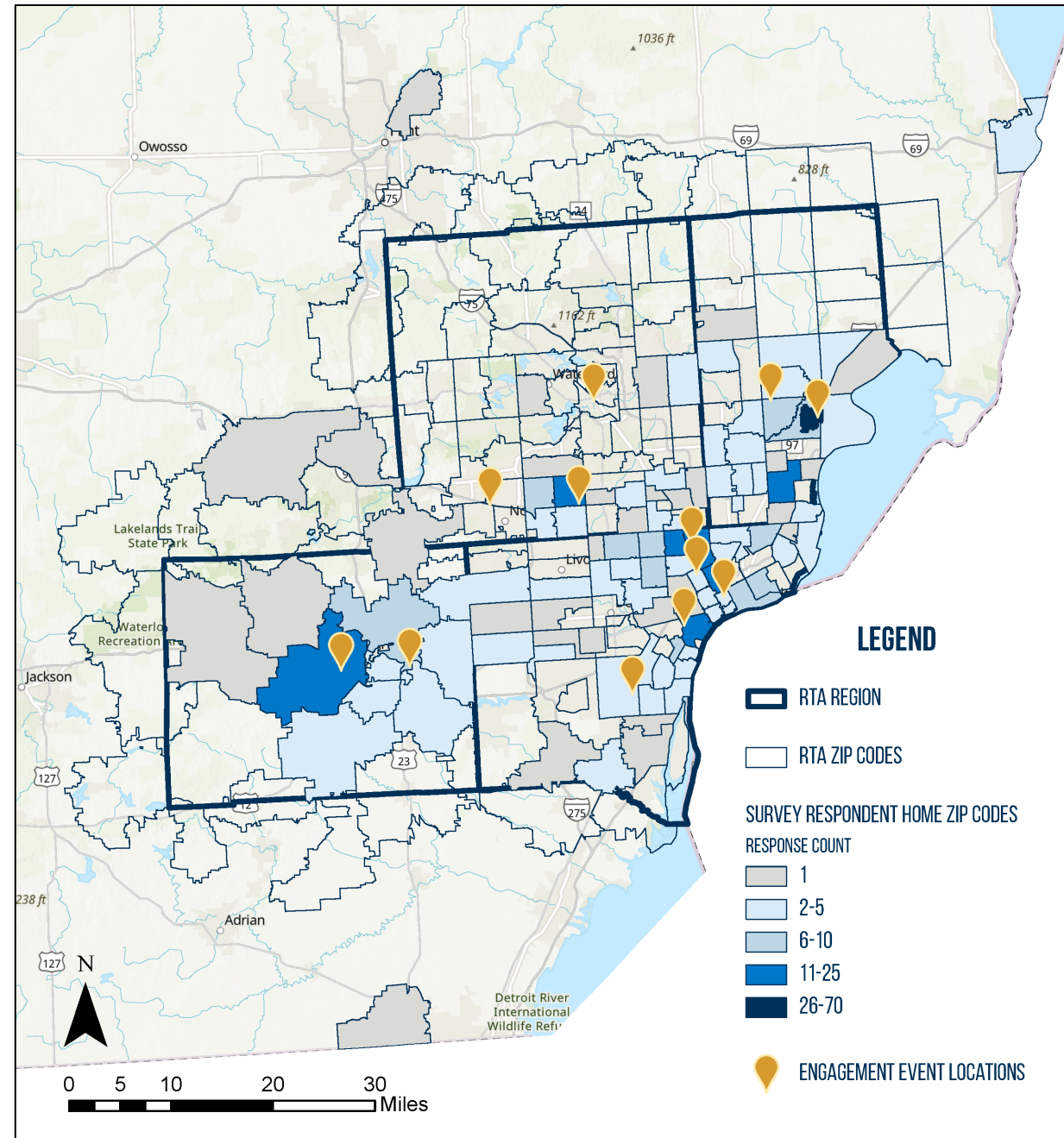
# Fall Engagement

Engaged with people and organizations in all 4 counties and the city of Detroit, including:

- Current and potential service users
- Service providers – regional and community-based
- Human services organizations
- Advocacy organizations

## Summary:

- 12 in-person events
- 1 virtual event
- 652 rider questionnaire responses



# Recommendations Process

- Three “buckets” of recommendations:
  1. 2020 OnHand recommendations that are complete (or nearing completion)
  2. 2020 OnHand recommendations that are in progress or have not started
  3. New recommendations identified via 2024/2025 planning process
    - Via analyses conducted/findings identified by M4A Project Team
    - Via feedback from rider survey
    - Via feedback from TWG
- Consolidate and simplify recommendations into a first draft

# Recommendations Process cont.

- Draft list of recommendations for today's workshop
- Final list of recommendations will be a key component of the spring engagement effort
- Feedback from the public will be addressed and incorporated into the final recommendations & plan



# Draft M4A Recommendations

- 2024 [Regional Transit Master Plan \(RTMP\)](#) includes a categorization of the region's top priorities into three focus areas:
  - Move People,**
  - Strengthen Access,** and
  - Enhance Experience.**
- Each recommendation has been tied back to an RTMP Regional Transit Priority
- Each recommendation has been assigned a funding need, to guide RTA and partners in implementing actionable activities that can be carried out with:
  - No New Funding (\$),**
  - One-time Funding (\$\$),** or
  - A New, Long-term Regional Funding Source (\$\$\$)**



# Goal #1: Evaluate Decision Metrics

|   | Recommendation                                                                                                                                                                                                                                          | RTMP Priority                                                                         | Funding Need                 |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|------------------------------|
| 1 | Engage with local stakeholders to conduct a study that documents current funding sources, uses, and cost efficiency across the region. Depending on findings, create funding database to track funding across the wide array of providers.              |    | With One-Time Funding (\$\$) |
| 2 | Generate a small set of performance measures to track the productivity and efficiency of both individual transportation providers and the network overall.                                                                                              |    | With No New Funding (\$)     |
| 3 | Document data collection processes for direct recipients and their sub-recipients to better understand existing policies and processes in place.                                                                                                        |    | With No New Funding (\$)     |
| 4 | Develop a regional demand response task force to identify opportunities to improve rider experience and operational efficiency across the region, to facilitate coordination of services and projects, and to share lessons-learned and best-practices. |   | With No New Funding (\$)     |
| 5 | Implement a technical assistance program to support community transit providers with planning activities, capital improvements, and grant applications that can increase capacity.                                                                      |  | With One-Time Funding (\$\$) |

# Goal #2: Grow Healthcare Transit

|   | Recommendation                                                                                                                                                                    | RTMP Priority                                                                       | Funding Need                      |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-----------------------------------|
| 1 | Implement and execute a Rides to Wellness program to fund additional access to medical, health, and wellness services.                                                            |  | With One-Time Funding (\$\$)      |
| 2 | Better coordination with medical facilities for consistent transportation, with a focus on regularly scheduled rides to recurring services such as dialysis and physical therapy. |  | With Sustainable Funding (\$\$\$) |

# Goal #3: Increase Connectivity

|   | Recommendation                                                                                                                                                      | RTMP Priority                                                                         | Funding Need                      |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----------------------------------|
| 1 | Continue evaluation of the operational effectiveness of existing microtransit services and identify best practices for integration with bus and rail services.      |    | With No New Funding (\$)          |
| 2 | Expand microtransit services to facilitate access to transit stops.                                                                                                 |    | With Sustainable Funding (\$\$\$) |
| 3 | Partner with municipalities to develop policies that support transit-oriented communities.                                                                          |    | With No New Funding (\$)          |
| 4 | Align bus stop design guidelines and update service standards in partnership with road and transit agencies for improved accessibility, safety, and ADA compliance. |    | With One-Time Funding (\$\$)      |
| 5 | Partner with local municipalities to improve pedestrian and cyclist access to transit stops through complete street policies, guidelines and projects.              |   | With One-Time Funding (\$\$)      |
| 6 | Build programs and policies that make it easier to travel across jurisdictional borders, especially for riders using ADA paratransit services.                      |  | With No New Funding (\$)          |

# Goal #4: Improve Current Services

|   | Recommendation                                                                                                                                                                                           | RTMP Priority                                                                         | Funding Need                      |
|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----------------------------------|
| 1 | Promote myride2 and transit providers' existing services in the region through an educational campaign and regularly scheduled travel training.                                                          |    | With Sustainable Funding (\$\$\$) |
| 2 | Add to service offerings and boost frequency on evenings and weekends.                                                                                                                                   |    | With Sustainable Funding (\$\$\$) |
| 3 | Secure more consistent/ stable funding sources to maintain and strengthen existing services.                                                                                                             |    | With Sustainable Funding (\$\$\$) |
| 4 | Create unified branding for demand-response services in the region to help increase visual presence and awareness, and help minimize confusion about services available.                                 |    | With One-Time Funding (\$\$)      |
| 5 | Produce GTFS-Flex feeds and explore Transactional Data Specification (TDS) to make demand-response services discoverable in trip planning tools and to facilitate planning and booking multimodal trips. |  | With One-Time Funding (\$\$)      |

# Goal #5: Simplify Transit Use

|   | Recommendation                                                                                                                                                                                                               | RTMP Priority                                                                        | Funding Need                 |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|------------------------------|
| 1 | Initiate a regional demand-response phone number and online booking/scheduling platform to streamline dispatch and to minimize confusion about what services are available and when.                                         |   | With One-Time Funding (\$\$) |
| 2 | Cap fares and implement a regional fare collection system across all modes of transportation, building on the Mobility Wallet pilot and investigating a regional fare capping program that allows riders to "pay as you go." |   | With One-Time Funding (\$\$) |
| 3 | Align eligibility requirements to ride with one regional application process, one portal and database, and more places to sign up.                                                                                           |   | With One-Time Funding (\$\$) |
| 4 | Standardize ADA requirements, creating consistent policies and procedures for eligibility, appeals, no-shows, and late cancellations to simplify the rider experience and improve coordination.                              |  | With No New Funding (\$)     |





# Menti Poll Activity

## M4A Draft Goals



Regional Transit Authority  
Of Southeast Michigan



# **Group Activity M4A Draft Recommendations**



**Regional Transit Authority  
Of Southeast Michigan**

# Group Activity

- Break into 5 groups:
  1. Evaluate Decision Metrics
  2. Grow Healthcare Transit (virtual attendees)
  3. Increase Connectivity
  4. Improve Current Services
  5. Simplify Transit Use
- Please review and discuss 2-3 of the recommendations in your group's assigned goal, using the worksheet as a guide
- Identify who in your group will take notes on your discussion and who in your group will summarize the key takeaways to discuss with the larger group
- 45 minutes to complete the worksheet, 15 minutes to discuss as a larger group



# **Menti Poll Activity**

## **M4A Recommendation**

### **Prioritization**



Regional Transit Authority  
Of Southeast Michigan



# Spring Community Engagement



Regional Transit Authority  
Of Southeast Michigan

# Spring Engagement Plan

- Officially begins on 4/14 with the formal comment period ending on 5/31
- In-person & virtual public meetings
- Other local meetings (SMART Network Public Meetings, Transit Advisory Committees)
- Outreach strategies:
  - Community postcard distribution
  - Several rounds of e-blasts
  - Local media and social media
  - RTA newsletter
  - M4A webpage



# Spring Engagement Events

- A series of public meetings -- one per county
- To date the following events have been scheduled:
  - Tues., April 29: Maybelle Barnet Branch Library, Warren, MI (Macomb)
  - Tues., May 13: Berkley Public Library, Berkley, MI (Oakland)
  - Wed., May 14: The Love Building, Detroit, MI (Detroit/Wayne)
  - Wed., May 22: Washtenaw County Community College, Ann Arbor (Washtenaw)
  - Tuesday, May 27: Virtual Meeting
  - An additional event may be scheduled for Wayne County beyond Detroit, if possible

# Spring Engagement Postcard

## SAVE THE DATE!



Want to weigh in on our region's transit goals for older adults, people with disabilities, and individuals with limited incomes? Join us in-person or online to hear information about the new draft Coordinated Human Services Transportation Plan and share your thoughts!

In-person meetings will be held from **5:00-7:00 p.m.** with presentations at 5:15 p.m. and 6:15 p.m.

### + Tuesday, April 29<sup>th</sup>

Maybelle Barnett  
Branch Library  
23345 Van Dyke Ave.  
Warren, MI 48089

### + Tuesday, May 13<sup>th</sup>

Berkley Public Library  
3155 Coolidge Hwy.  
Berkley, MI 48072

### + Wednesday, May 14<sup>th</sup>

The Love Building  
4731 Grand River Ave.  
Detroit, MI 48208

### + Wednesday, May 22<sup>nd</sup>

Washtenaw County  
Community College  
4800 E. Huron River Dr.  
Ann Arbor, MI 48105



### ← Tuesday, May 27<sup>th</sup> 5:30-6:30 p.m.

Virtual Meeting: <https://us02web.zoom.us/j/911111111111>



**MOBILITY 4 ALL**  
Connecting Communities Empowering Lives

Connecting Communities. Empowering Lives.

## Mobility 4 All Program

The Mobility 4 All (M4A) program is a regional initiative by the RTA that aims to ensure that everyone, regardless of ability or income, has access to safe, reliable, and affordable transportation services to get where they need to go in Oakland, Macomb, Washtenaw, and Wayne counties.

Transit solutions for people with disabilities, older adults and individuals with limited incomes.

### How M4A Helps Our Community



**People with Disabilities:** M4A fosters systemwide accessibility and facilitates specialized transportation services tailored to meet the needs of people with disabilities.



**Older Adults:** M4A allows seniors to maintain independence and stay connected to their communities through accessible transit.



**Individuals with Limited Incomes:** M4A advances affordable transportation solutions that reduce financial barriers to mobility.



**Scan the QR Code to learn more about M4A**

[rtamichigan.org/mobility4all](http://rtamichigan.org/mobility4all)

# Call to Action!

- **Help us identify an opportunity to engage in Wayne County beyond Detroit.**
- **Help us spread the word about M4A spring engagement events and encourage participation.**





# Next Meeting



Regional Transit Authority  
Of Southeast Michigan



# TWG Meeting #6

- June 5, 2025, from 11am-12pm – hybrid
- Potential Agenda
  - Community Engagement Summary
  - Final Recommendations



# Thank you!



Regional Transit Authority  
Of Southeast Michigan





## REGIONAL TRANSIT PRIORITIES

|                               |                                                                                                                                                                                                                                                                                                                |
|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Move People</b><br>        | <ul style="list-style-type: none"> <li>▪ Increase Frequency, Reliability, and Hours on Fixed-Route Services</li> <li>▪ Build On and Coordinate Demand-Response Services</li> <li>▪ Grow Mobility Access to Local Communities and Regional Destinations</li> </ul>                                              |
| <b>Strengthen Access</b><br>  | <ul style="list-style-type: none"> <li>▪ Invest in and Implement a Rapid Transit Network</li> <li>▪ Advance Accessibility, Comfort, and Well-Being at Transit Stops</li> <li>▪ Upgrade Multimodal Connections To and Between Services</li> <li>▪ Regionalize Trip Planning and Fare Payment Systems</li> </ul> |
| <b>Enhance Experience</b><br> | <ul style="list-style-type: none"> <li>▪ Enhance Ride Quality and Promote On-Board Safety</li> <li>▪ Modernize and Maintain Infrastructure in a State of Good Repair</li> <li>▪ Recruit, Develop, and Retain a Thriving Workforce</li> </ul>                                                                   |

The 2024 update of the [Regional Transit Master Plan \(RTMP\)](#) includes a categorization of the region's top priorities into three focus areas: **Move People, Strengthen Access, and Enhance Experience.** RTA's goals are to fund transformative mobility, improve existing services, expand transit coverage, innovate resilient projects, and sustain future programs. These goals guided the development of the regional transit priorities. Each priority supports aspects of RTA's goals and serves as a crucial step toward achieving them.

Each of the draft M4A recommendations presented have been tied back to an RTMP Regional Transit Priority. In addition, each recommendation has been assigned a funding need, which will help to guide RTA and its partners in implementing actional activities that can be carried out with **no new funding (\$)**, with **one-time funding (\$\$)**, and with a **new, long-term regional funding source (\$\$\$)**.

## Goal #1: Evaluate Decision Metrics

### Recommendation

- 1 Engage with local stakeholders to conduct a study that documents current funding sources, uses, and cost efficiency across the region. Depending on findings, create funding database to track funding across the wide array of providers.
- 2 Generate a small set of performance measures to track the productivity and efficiency of both individual transportation providers and the network overall.
- 3 Document data collection processes for direct recipients and their sub-recipients to better understand existing policies and processes in place.
- 4 Develop a regional demand response task force to identify opportunities to improve rider experience and operational efficiency across the region, to facilitate coordination of services and projects, and to share lessons-learned and best-practices.
- 5 Implement a technical assistance program to support community transit providers with planning activities, capital improvements, and grant applications that can increase capacity.

### RTMP Priority

### Funding Need



With One-Time Funding (\$\$)



With No New Funding (\$)



With No New Funding (\$)



With No New Funding (\$)



With One-Time Funding (\$\$)

## Goal #2: Grow Healthcare Transit

### Recommendation

- 1 Implement and execute a Rides to Wellness program to fund additional access to medical, health, and wellness services.
- 2 Better coordination with medical facilities for consistent transportation, with a focus on regularly scheduled rides to recurring services such as dialysis and physical therapy.

### RTMP Priority



### Funding Need

With One-Time Funding (\$\$)

With Sustainable Funding (\$\$\$)

## Goal #3: Increase Connectivity

### Recommendation

- 1 Continue evaluation of the operational effectiveness of existing microtransit services and identify best practices for integration with bus and rail services.
- 2 Expand microtransit services to facilitate access to transit stops.
- 3 Partner with municipalities to develop policies that support transit-oriented communities.
- 4 Align bus stop design guidelines and update service standards in partnership with road and transit agencies for improved accessibility, safety, and ADA compliance.
- 5 Partner with local municipalities to improve pedestrian and cyclist access to transit stops through complete street policies, guidelines and projects.
- 6 Build programs and policies that make it easier to travel across jurisdictional borders, especially for riders using ADA paratransit services.

### RTMP Priority

### Funding Need



With No New Funding (\$)



With Sustainable Funding (\$\$\$)



With No New Funding (\$)



With One-Time Funding (\$\$)



With One-Time Funding (\$\$)



With No New Funding (\$)

## Goal #4: Improve Current Services

### Recommendation

- 1 Promote myride2 and transit providers' existing services in the region through an educational campaign and regularly scheduled travel training.
- 2 Add to service offerings and boost frequency on evenings and weekends.
- 3 Secure more consistent/ stable funding sources to maintain and strengthen existing services.
- 4 Create unified branding for demand-response services in the region to help increase visual presence and awareness, and help minimize confusion about services available.
- 5 Produce GTFS-Flex feeds and explore Transactional Data Specification (TDS) to make demand-response services discoverable in trip planning tools and to facilitate planning and booking multimodal trips.

### RTMP Priority



### Funding Need

With Sustainable Funding (\$\$\$)

With Sustainable Funding (\$\$\$)

With Sustainable Funding (\$\$\$)

With One-Time Funding (\$\$)

With One-Time Funding (\$\$)

## Goal #5: Simplify Transit Use

### Recommendation

- 1 Initiate a regional demand-response phone number and online booking/scheduling platform to streamline dispatch and to minimize confusion about what services are available and when.
- 2 Cap fares and implement a regional fare collection system across all modes of transportation, building on the Mobility Wallet pilot and investigating a regional fare capping program that allows riders to "pay as you go."
- 3 Align eligibility requirements to ride with one regional application process, one portal and database, and more places to sign up.
- 4 Standardize ADA requirements, creating consistent policies and procedures for eligibility, appeals, no-shows, and late cancellations to simplify the rider experience and improve coordination.

### RTMP Priority



### Funding Need

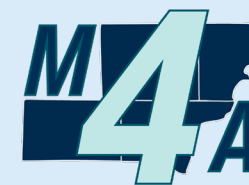
With One-Time Funding (\$\$)

With One-Time Funding (\$\$)

With One-Time Funding (\$\$)

With No New Funding (\$)





# Mobility 4 All Technical Working Group

Meeting #6

September 30, 2025



Regional Transit Authority  
Of Southeast Michigan

# Agenda

- Recap of Progress to Date
- Spring/Summer Community Engagement Results
- Final Draft Recommendations
- Final Draft Plan
- Next Steps

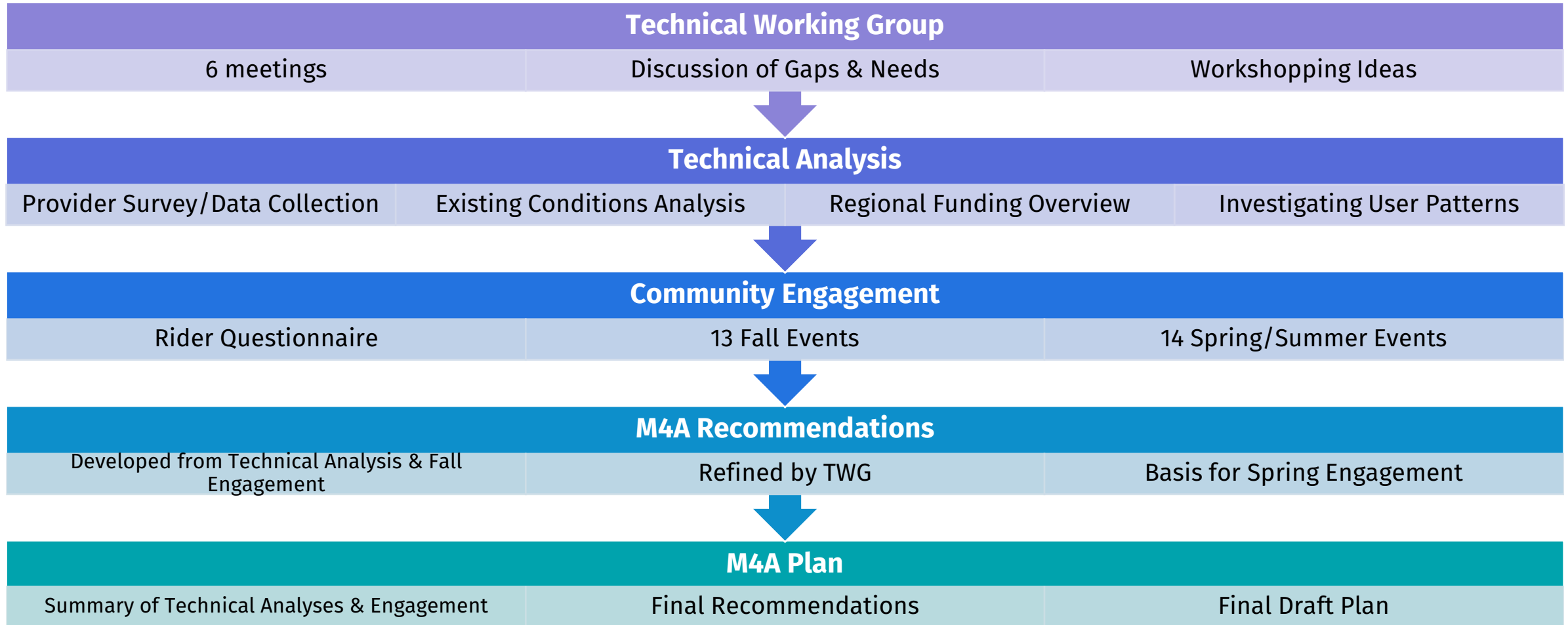


# Recap of Progress to Date



Regional Transit Authority  
Of Southeast Michigan

# M4A Planning Process



**We are here!**





# Spring/Summer Community Engagement Results



Regional Transit Authority  
Of Southeast Michigan

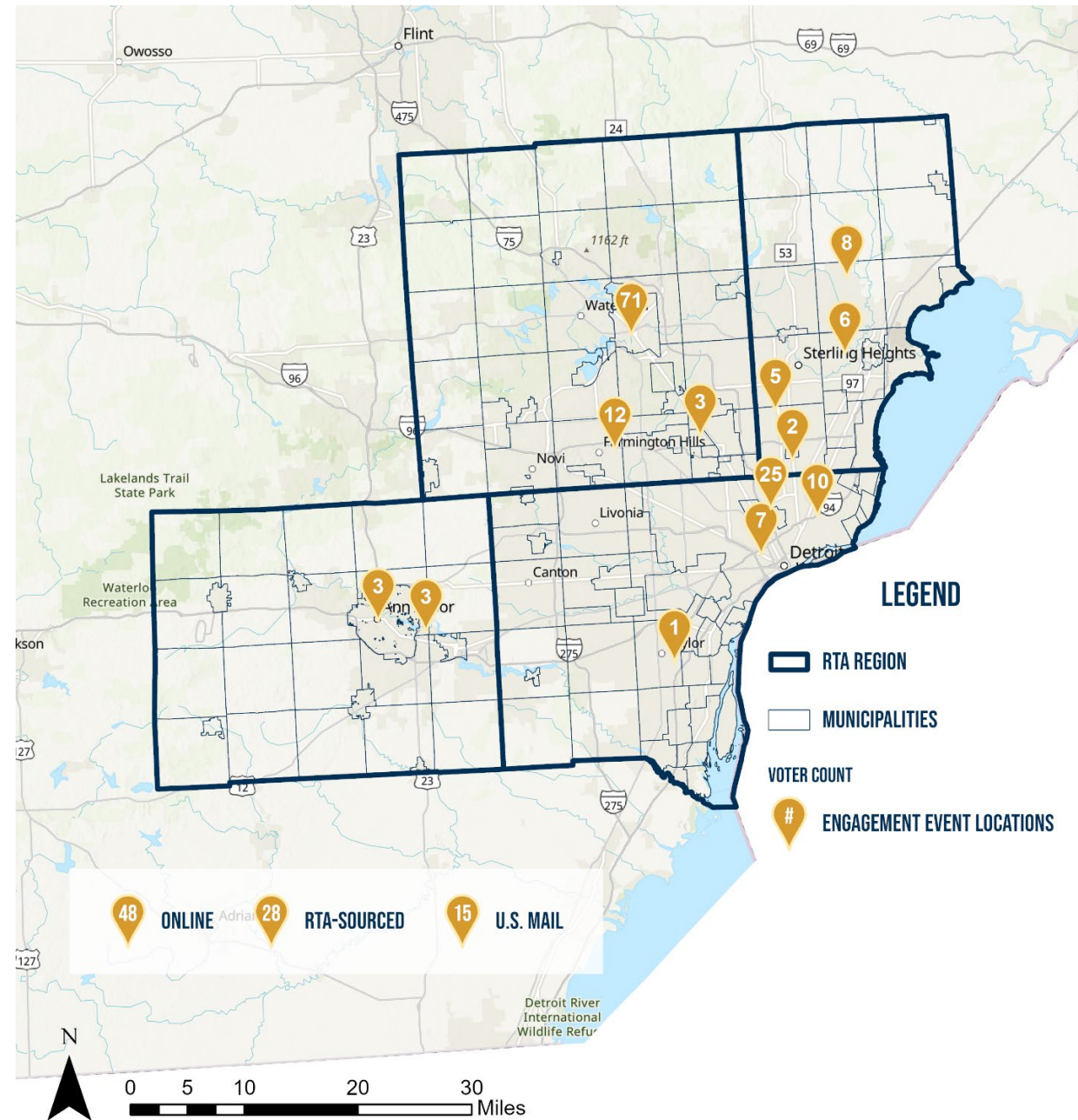
# Spring/Summer Engagement Goals

- Capture stakeholder feedback on draft recommendations developed in coordination with TWG
- Stakeholder survey offered on paper and via Mentimeter
- Consisted of a poll ranking views of importance and impact of proposed recommendations in the following goal categories:
  - Improve Current Services
  - Increase Connectivity
  - Simplify Transit Use
  - Grow Healthcare Transit
  - Prepare Future Resources
- Included an open comment/feedback section



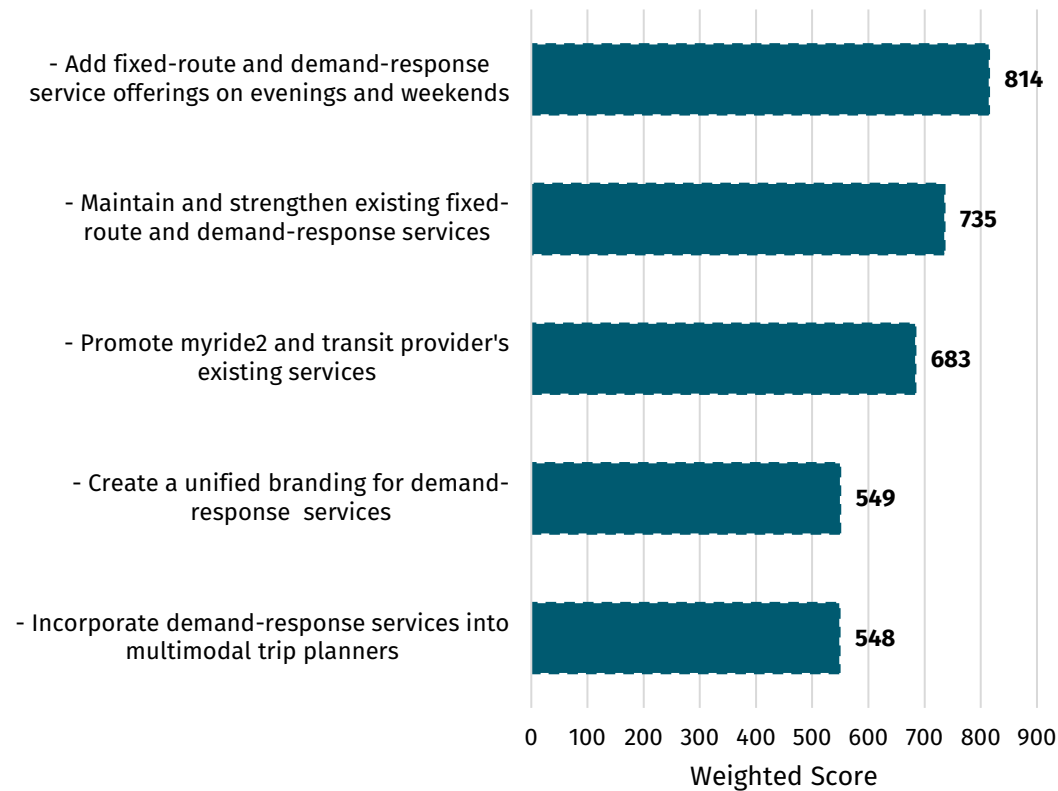
# Map of Community Engagement Locations

| Total Voters Per County/Source   |            |
|----------------------------------|------------|
| Detroit                          | 18         |
| Macomb                           | 30         |
| Oakland                          | 112        |
| Washtenaw                        | 6          |
| Wayne                            | 29         |
| RTA-Sourced                      | 28         |
| Online                           | 48         |
| PEAC                             | 17         |
| Freedom Transit Services         | 15         |
| Total Voters Per Medium          |            |
| Paper                            | 184        |
| Online                           | 48         |
| Other (PEAC)                     | 17         |
| Other (Freedom Transit Services) | 15         |
| <b>Total Engaged</b>             | <b>264</b> |

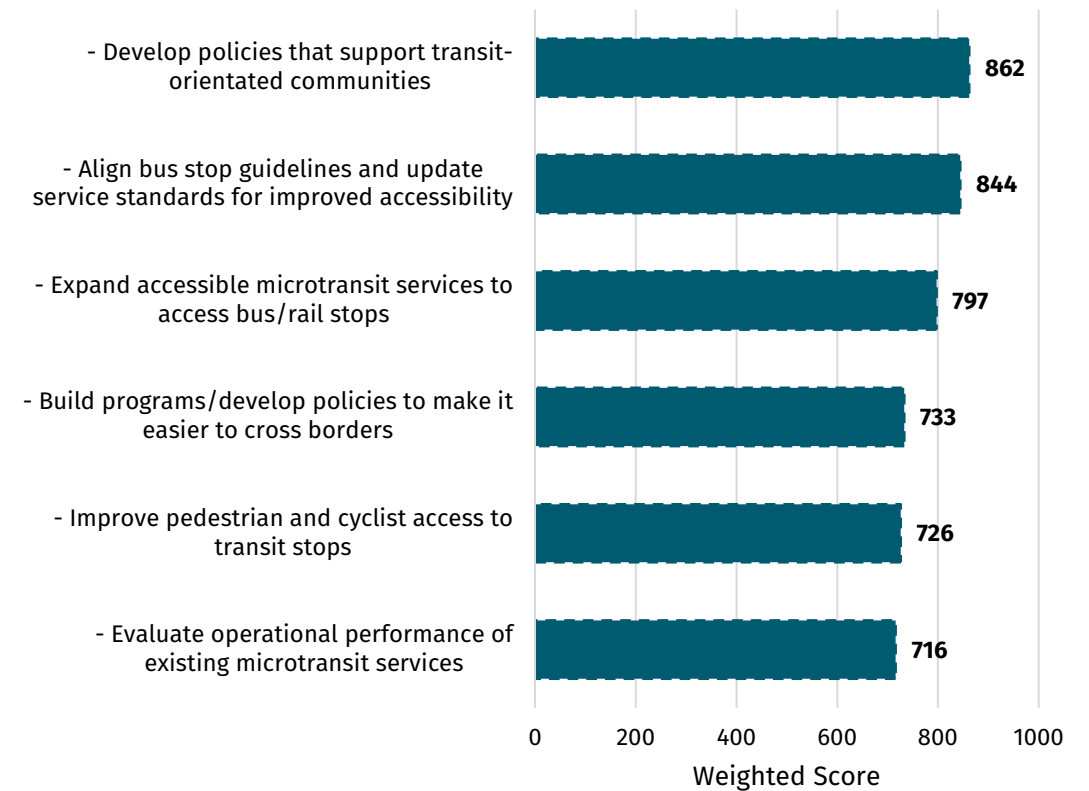


# Polling Results

## Goal 1: Improve Current Services

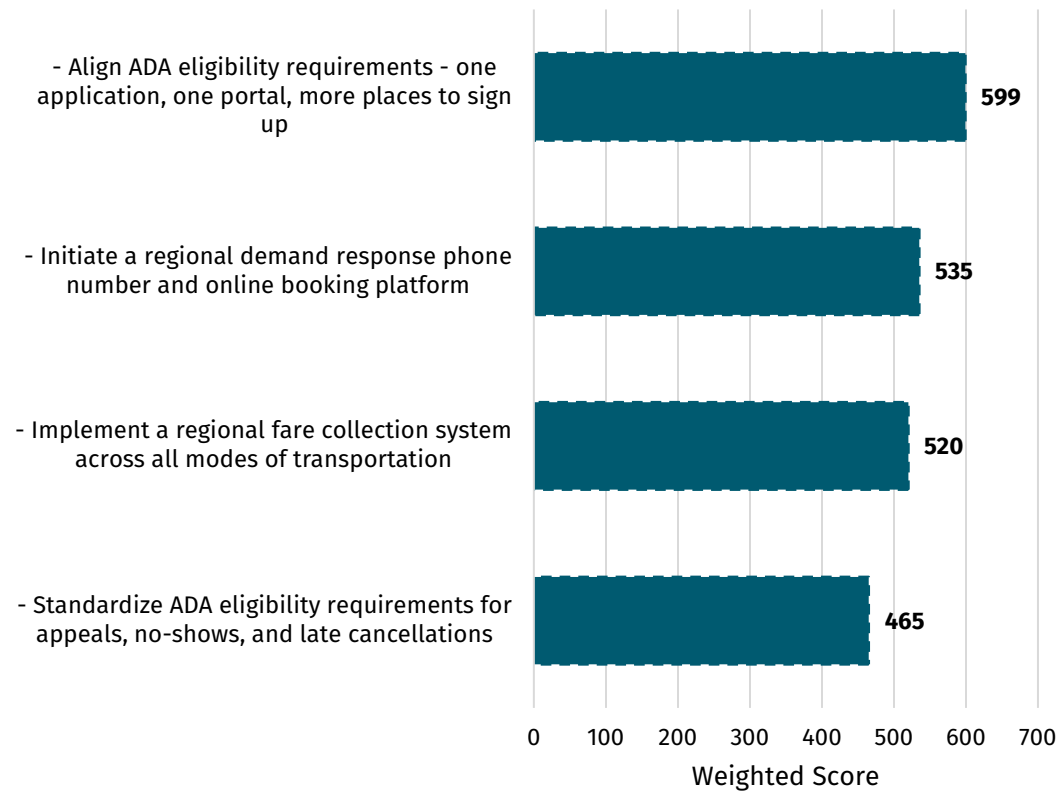


## Goal 2: Increase Connectivity

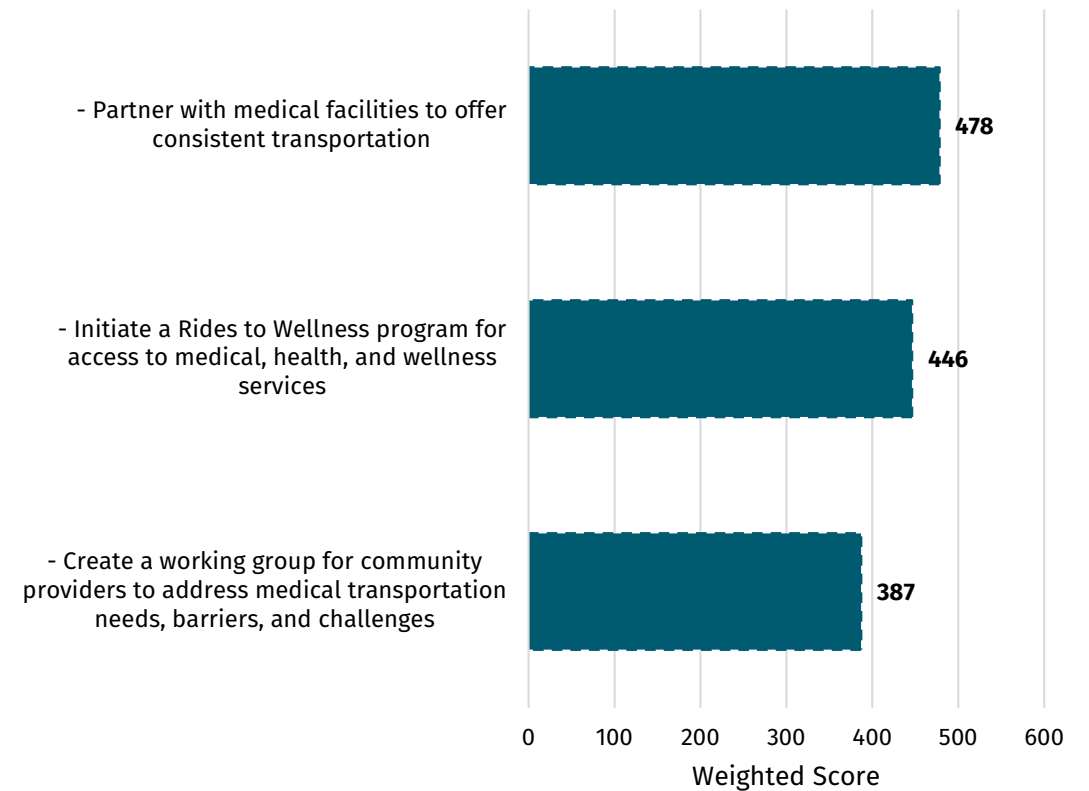


# Polling Results cont.

## Goal 3: Simplify Transit Use

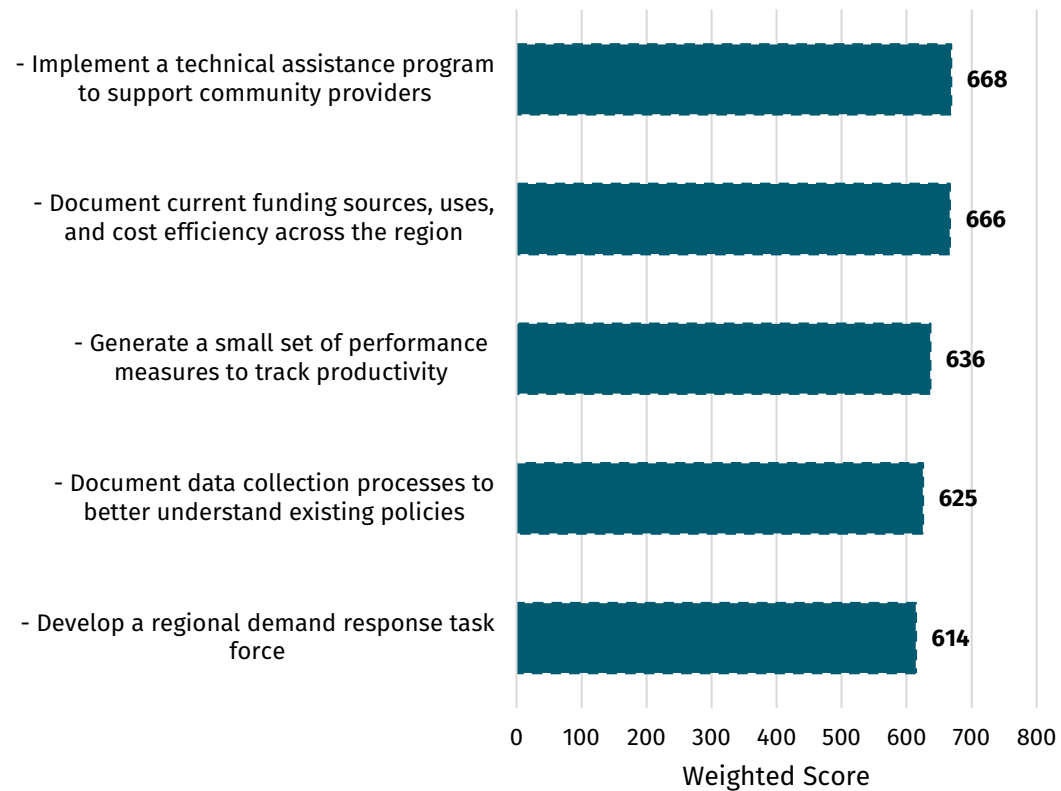


## Goal 4: Grow Healthcare Transit



# Polling Results cont.

## Goal 5: Prepare Future Resources



# Write-In Response Themes

- *Regional integration* – experiencing a disjointed transit landscape, with county boundaries as artificial barriers to necessary travel (especially for medical services)
- *Accessibility & disability services* – need for going beyond mere compliance to address dignity and independence
- *Service frequency & hours* – need for evening service past 10 PM, hourly minimum frequencies, and weekend coverage
- *Infrastructure & physical access* – need for improvements to basic maintenance and weather resilience (e.g., unpaved stops, snow-covered boarding areas, and inadequate bike infrastructure)
- *Technology & booking systems* – need for parallel systems – both high-tech and high-touch
- *Communication & branding* – need for unified branding & clearer communication about available services
- *Financial concerns* – need for low-cost and/or free services



# Final Draft Recommendations



Regional Transit Authority  
Of Southeast Michigan



# Final Draft Goals & Recommendations



## Improve Existing Services



## Increase Connectivity



## Simplify Transit Use



## Grow Healthcare Transit



## Prepare Future Resources

- 5 goal categories
- Reflect shared priorities among stakeholders and are grounded in the needs of older adults, individuals with disabilities, and individuals with a limited income
- Within each goal are a series of recommendations to help guide decision-making, prioritize investments, and support distribution of 5310 program funds
- Recommendations are linked to RTMP regional transit priorities and funding strategies

# Final Draft Goals & Recommendations

|  Recommendation                                                                                                | RTMP Priority                                                                       | Funding Strategy                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-----------------------------------|
| Add fixed-route and demand-response service offerings on evenings and weekends.                                                                                                                 |    | With Sustainable Funding (\$\$\$) |
| Maintain and strengthen existing fixed-route and demand-response services, creating a reliable and efficient regional network                                                                   |    | With Sustainable Funding (\$\$\$) |
| Promote myride2 and transit providers' existing services in the region through an educational campaign, ambassador programs, and regularly scheduled travel training.                           |    | With Sustainable Funding (\$\$\$) |
| Create unified branding for demand response services in the region to help increase visual presence and awareness, make transit more desirable and minimize confusion about services available. |  | With One-Time Funding (\$\$)      |
| Pilot tools that allow demand-response services to be incorporated into trip planners.                                                                                                          |  | With One-Time Funding (\$\$)      |

## Improve Existing Services

- Voted the most impactful set of recommendations, but remains a challenge to implement
- Highlights stakeholder desire for service enhancements across the region
- Opportunities:
  - Regional collaboration on training for new drivers, consistent/unified branding, and integrating DR services into trip planning tools
  - Developing an ambassador program for myride2

# Final Draft Goals & Recommendations cont.

|  Recommendation                                                                    | RTMP Priority                                                                       | Funding Strategy                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-----------------------------------|
| Partner with municipalities to develop policies that support transit-oriented communities.                                                                          |    | With One-Time Funding (\$\$)      |
| Align bus stop design guidelines and update service standards in partnership with road and transit agencies for improved accessibility, safety, and ADA compliance. |    | With One-Time Funding (\$\$)      |
| Expand accessible microtransit services to facilitate access to bus and rail stops.                                                                                 |    | With Sustainable Funding (\$\$\$) |
| Partner with municipalities to improve pedestrian and cyclist access to transit stops through Complete Street policies, guidelines and projects.                    |   | With One-Time Funding (\$\$)      |
| Continue evaluation of the operational performance of existing microtransit services and implement a dashboard to educate the public on its effectiveness.          |  | With No New Funding (\$)          |
| Build educational programs and develop policies that make it easier to travel across jurisdictional borders, especially for riders using ADA paratransit services.  |  | With No New Funding (\$)          |

## Increase Connectivity

- Regional connectivity repeatedly identified as an unmet need
- Involves coordinated planning & investment in a diverse range of transportation solutions
- Opportunities:
  - Investment in more accessible microtransit/flexible solutions
  - Transit-/mobility-oriented development
  - Developing & implementing consistent regional policies and programs (e.g., bus stop guidelines, multimodal connections, mobility management)

# Final Draft Goals & Recommendations cont.

|  Recommendation                                                                                                               | RTMP Priority                                                                       | Funding Strategy             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------------------------|
| Align eligibility requirements to ride with one regional application process, one portal and database, and more places to sign up.                                                                             |    | With One-Time Funding (\$\$) |
| Add a regional demand response phone number and online booking/scheduling platform to streamline dispatch and to minimize confusion about what services are available and when.                                |    | With One-Time Funding (\$\$) |
| Implement a regional fare collection system across all modes of transportation, building on the Mobility Wallet pilot and investigating a regional fare capping program that allows riders to "pay as you go." |    | With One-Time Funding (\$\$) |
| Standardize ADA requirements, creating consistent policies and procedures for eligibility, appeals, no-shows, and late cancellations to simplify the rider experience and improve coordination.                |  | With No New Funding (\$)     |

## Simplify Transit Use

- Navigating transportation options has been identified as a regional challenge due to lack of unified policies, eligibility requirements, and fare structures
- Focused on enhancing the user experience/offering simpler, more attractive and more accessible services
- Opportunities:
  - Unified regional fare collection policies
  - New technologies (e.g., regional dispatch, comprehensive trip planning tools)
  - Standardized ADA procedures across the region

# Final Draft Goals & Recommendations cont.

|  Recommendation                                                                      | RTMP Priority                                                                     | Funding Strategy                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------|
| Partner with medical facilities for consistent transportation, with a focus on regularly scheduled rides to recurring services such as dialysis and physical therapy. |  | With Sustainable Funding (\$\$\$) |
| Initiate a Rides to Wellness program to fund additional access to medical, health, and wellness services.                                                             |  | With Sustainable Funding (\$\$\$) |
| In collaboration with MDHHS, create a working group for community providers in the region to address medical transportation needs, barriers, and challenges.          |  | With No New Funding (\$)          |

## Grow Healthcare Transit

- Medical trips found to be one of the biggest challenges for the region's residents, with 1 in 5 people expected to reach the age of 65 or older by 2028
- Opportunities:
  - Partnerships with medical facilities
  - Working group with MDHHS

# Final Draft Goals & Recommendations cont.

|  Recommendation                                                                                                                               | RTMP Priority                                                                       | Funding Strategy             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------------------------|
| Implement a technical assistance program to support community transit providers with planning activities, capital improvements, and grant applications that can increase capacity, collaboration, and connectivity.            |    | With No New Funding (\$)     |
| Document data collection processes for direct recipients and their subrecipients to better understand existing policies and processes in place.                                                                                |    | With No New Funding (\$)     |
| Generate a small set of performance measures to track the productivity and efficiency of both individual transportation providers and the network overall.                                                                     |    | With No New Funding (\$)     |
| Engage with local stakeholders to document current funding sources, uses, and cost efficiency across the region. Depending on findings, create a database to track funding across the wide array of providers.                 |   | With One-Time Funding (\$\$) |
| Develop a regional demand response task force to identify opportunities to improve rider experience and operational efficiency across the region, facilitate coordination of services and projects, and share lessons learned. |  | With No New Funding (\$)     |

## Prepare Future Resources

- Navigating transportation options has been identified as a regional challenge due to lack of unified policies, eligibility requirements, and fare structures
- Focused on enhancing the user experience/offering simpler, more attractive and more accessible services
- Opportunities:
  - Unified regional fare collection policies
  - New technologies (e.g., regional dispatch, comprehensive trip planning tools)
  - Standardized ADA procedures across the region



# Final Draft M4A Plan

- Summarizes the results of the technical analysis, community engagement, and identifies key findings & unmet needs
- Culminates with the identified final goals & recommendations
- Available on the RTA website beginning October 2025
  - Final Draft Plan document plus the following appendices:
    - Appendix A – TWG Materials
    - Appendix B – Existing Conditions Technical Memo
    - Appendix C – Funding Overview Technical Memo
    - Appendix D – User Overview Technical Memo
    - Appendix E – Community Engagement Technical Memo
- Public comment period will be held for a few weeks starting next month

# Next Steps

- Publish the final draft plan and open for public comment
- Continue stakeholder engagement, including sharing & promotion of the final plan to riders, other stakeholders, and the public
- Transition from planning to implementation
- FY27-FY28 Section 5310 Call for Projects (CFP) will require projects to be compliant with the final M4A recommendations
- M4A Plan update every ~5 years, next update anticipated to occur 2029-2030



# Thank you!

**Mshadoni Smith-Jackson**  
**Transit Planning Manager**  
**[msjackson@rtamichigan.org](mailto:msjackson@rtamichigan.org)**  
**(313) 654-6943**



**Regional Transit Authority**  
**Of Southeast Michigan**