LETS at a glance

55 employees
32 transit vehicles
568 square mile service area (in-County)
550 trips per weekday on average
148,419 passenger trips in FY ‘19
$3.5M annual operating budget for FY ‘19
Service Area – 568 sq. miles
Existing Public Transit Services Prior to Plan

- Advance reservation or Dial-a-Ride “Curb to Curb” service
- On-demand rides when available
- Regional service to medical appointments
- Dedicated dialysis service
- JARC service for low income workers
- Student transportation for charter schools/schools of choice
- Community event shuttles
Why a Transit Master Plan?

Population Change  
Equity  
Economy

Limited capacity of the existing transit system
Plan Process

- Public survey
- Farmer’s markets
- Stakeholder needs surveys

PHASE 1
DATA COLLECTION
JUNE - SEPTEMBER

PHASE 2
GOALS
SEPTEMBER - DECEMBER

PHASE 3
PLAN DEVELOPMENT
JANUARY - FEBRUARY

- Public workshop
- Public survey
- Stakeholder group outreach
- Final Open House
Phase 1: Data Collection

JUNE-SEPTEMBER 2018
Population Change

- Livingston County is one of the fastest growing counties in Michigan
- Current population is ~190,000, expected to reach 240,000 by 2045
- 40% of today’s population will be at least age 65 by 2030
Employment
LETS Service

Trip Recurrence
- Recurring: 72%
- Not Recurring: 28%

Average Monthly Passenger Trips by Day of the Week

- Monday: 400
- Tuesday: 400
- Wednesday: 600
- Thursday: 400
- Friday: 1200
- Saturday: 100
Public Surveys

If options were expanded...
How would you use transit?

- To get to and from work: 50 respondents
- To get to and from school: 10 respondents
- To get to and from medical appointments: 30 respondents
- To get to and from errands: 20 respondents
- To get to and from recreation: 40 respondents
- To get to and from the Metro Airport: 150 respondents
- Other: 5 respondents

Number of Respondents: 0 to 500

Are you aware of LETS and the Dial-A-Ride services they provide?

- Yes: 81 respondents (81%)
- No: 19 respondents (19%)

Do you currently use LETS for transportation?

- Yes: 15 respondents (15%)
- No: 85 respondents (85%)
Funding Source Comparison

- **Fares**
- **Other Directly Generated**
- **Local**
- **State**
- **Federal**

<table>
<thead>
<tr>
<th>City or County Transit Agencies</th>
<th>Transit Authorities</th>
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<tr>
<td>LETS</td>
<td>St. Joseph County</td>
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<td>Thunder Bay</td>
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City or County Transit Agencies vs. Transit Authorities
Phase 2: Goals
SEPTEMBER-DECEMBER 2018
Public Engagement

PUBLIC WORKSHOP
THURSDAY, NOVEMBER 8TH
4:00 P.M. - 7:00 P.M.
GENOA TOWNSHIP HALL
2911 DORR RD, BRIGHTON, MI 48116

PLEASE JOIN US FOR A PUBLIC OPEN HOUSE TO LEARN ABOUT THE TRANSIT MASTER PLAN AND GIVE US FEEDBACK ABOUT POTENTIAL CHANGES TO THE TRANSIT SYSTEM IN LIVINGSTON COUNTY.

This is an open house event so you are welcome to attend anytime between 4:00 - 7:00 PM. A brief presentation will be given at 6:00 PM and repeated at 7:00 PM.

HAVE QUESTIONS? CONTACT:
GREG KELLOGG, LEGS, KELLOGG@LIVGOV.COM OR 517-540-7842
JEROME WINSOR, AECOM, JEROME.WINSOR@AECOM.COM OR 248-294-4156
Public Feedback – Lower Cost, Short Term Preferences

- Transit service to the Detroit Metro Airport: 159 respondents
- More weekend and late-night service hours: 118 respondents
- Diversified fleet for more flexible trips: 112 respondents
- Connections to out-of-county providers (MTA, etc.): 103 respondents
- Improved trip reservation and payment: 100 respondents
- Passenger hub for connections between services: 85 respondents
- Targeted non-emergency medical transportation: 76 respondents
Public Feedback – Higher Cost, Long Term Preferences

- Fixed route connecting the Grand River corridor between Brighton and Howell: 178 respondents
- Commuter services to Ann Arbor: 173 respondents
- County-wide bike and pedestrian network enhancements: 159 respondents
- Flexible community shuttles within Howell and Brighton: 156 respondents
- Commuter services to Oakland County: 47 respondents

(Number of Respondents)
Main Themes from Public Engagement

Livingston County needs to prioritize mobility options for those who can't drive or don't have access to a car. Plan for different modes of transportation.

LETS needs to provide adequate service to its customers. Identify ways to improve LETS' operational efficiency and capacity.

Transit is needed in the core areas of the County, but the system shouldn't leave out peripheral areas. Focus new services in core ridership demand zones while increasing dedicated resources to outer areas of the County.

The existing bike & pedestrian system in Livingston County is unsatisfactory. Identify key areas for improvement.

I want to be able to take transit to regional destinations. Develop strategies for making important out of county connections.
Phase 3: Plan Development

JANUARY 2019-FEBRUARY 2019
Plan Development

<table>
<thead>
<tr>
<th>Action</th>
<th>Short-Term (1-2 years)</th>
<th>Mid-Term (3-5 years)</th>
<th>Long-Term (5+ years)</th>
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<tbody>
<tr>
<td>Detroit Metro Airport Service</td>
<td>Initiate service</td>
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<tr>
<td>Trip Management System Improvements</td>
<td></td>
<td>Upgrade to new system</td>
<td></td>
</tr>
<tr>
<td>Expanded Weekend Service</td>
<td>Initial expansion</td>
<td>Further expansion</td>
<td></td>
</tr>
<tr>
<td>New Operations Center</td>
<td></td>
<td>Identify &amp; design site</td>
<td>Develop new facility</td>
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<tr>
<td>Connections to Out-of-County Providers</td>
<td></td>
<td>Coordinate transfers &amp; payment</td>
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<tr>
<td>Weekday Service Expansion</td>
<td>Initial expansion</td>
<td>Further expansion</td>
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<tr>
<td>Grand River Ave Bus Route</td>
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<td>Initiate service</td>
<td>Increase service frequency</td>
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<tr>
<td>Commuter Service to Ann Arbor</td>
<td>Initiate service</td>
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<td>Expand service</td>
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<td>Community Shuttles</td>
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<td></td>
<td>Initiate service</td>
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<tr>
<td>Passenger Hub</td>
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<td></td>
<td>Identity, design &amp; implement</td>
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<tr>
<td>Diversified Fleet</td>
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<td>Ongoing addition of smaller vehicles</td>
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<tr>
<td>Grand River Ave Sidewalk Network</td>
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<td></td>
<td>Ongoing planning, design &amp; implementation</td>
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<tr>
<td>County-wide Bike &amp; Pedestrian Connections</td>
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<td>Ongoing planning, design &amp; implementation</td>
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Governance Options

Current Structure

Livingston County

Other Governance Options

Citizen Advisory Board

Member Jurisdiction

Member Jurisdiction

Member Jurisdiction

Transit Authority

County / Township / City

County / Township / City

County / Township / City

Interlocal Agreement

Transit Provider
Funding Options

- Small Scale: creative partnerships, in-kind services, Sec. 5311 rural grants, fare increase/restructure
- At least 50% of the Plan’s projected increased O&M costs would need to come from local sources
- Primary local funding solution: Property tax

<table>
<thead>
<tr>
<th></th>
<th>Short- &amp; Mid-Term Plan Actions (1-5 years)</th>
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<td>Annual Local Match Needed</td>
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<td>$300,000 = $15</td>
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Implementation
MARCH 2019 AND BEYOND
Recommendations for New Services

**System Efficiency**
1. Diversified Fleet
2. Trip Management System Improvements
3. New Operations Center

**Regional Connections**
8. Detroit Metro Airport Service
9. Commuter Service to Ann Arbor
10. Connections to Out-of-County Providers

**New & Expanded Services**
4. Weekday Service Expansion
5. Expanded Weekend Service
6. Grand River Avenue Bus Route
7. Community Shuttles

**Multimodal Transportation**
11. Grand River Avenue Sidewalk Network
12. County-wide Bike & Pedestrian Connections
13. Passenger Hub
I. Diversified Fleet

• Additional small vehicles needed to improve operating efficiency and facilitate on-demand services

• Six (6) expansion vans delivered in 2019

• Can be used for targeted microtransit services

Status: Complete/In-Process
2. Trip Management System Improvements

- Current software is outdated and lacks on-demand capability
- Latest technology includes automated routing, online scheduling, ride notifications, electronic fares
- Contract awarded fall 2019, implementation in process

Status: In-Process
3. New Operations Center

• Current facility is located far from major population center of Brighton
• Pilot with Brighton Area Schools to lease parking space at bus garage began September 2019
• Permanent hub planned if pilot successful

Status: Pilot In-Process
4. Weekday Service Expansion

- Demand for service exceeds capacity due to limited local funding
- Plan recommends seeking new partnerships and creative funding opportunities
- Service contract with Hamburg Senior Center began Summer 2019
- Partnership with People’s Express for additional service in southeast Livingston County

Status: Complete/In-Process
5. Expanded Weekend Service

- Public input indicated high demand for more weekend service
- Weekend service limited to 2 vehicles on Saturday
- Saturday trips must be booked 2-3 weeks in advance
- Additional weekend service requires no additional capital investment
- Launched Sunday service and expanded Saturday service Summer 2019

Status: Complete
6. Grand River Avenue Bus Route

- Fixed-route service along Grand River
- High residential/commercial density
- 29% of LETS trips (~42,000) are within ½ mile of G. River
- 19% of those (~8,000) are recurring rides
- Would be more convenient and efficient, free up dial-a-ride capacity
- Brought AECOM back in December 2019 for further analysis
- Seeking contributions from private sector and local governments

Status: In-Process
7. Community Shuttles

- On-demand services more useful to the public
- Healthcare transportation collaborative provides targeted NEMT services
- Transportation for medical appointments, pharmacy visits, on-demand discharges
- 3-year funding commitment for a combined $100,000 per year
- Can serve as a model for other sectors beyond healthcare

Status: Complete/In-Process
8. Detroit Metro Airport Service

- Public feedback during planning process identified this as top priority for new services
- Successful Ann Arbor “AirRide” service provided model
- Launched partnership with Michigan Flyer in Fall 2019
- No local funding used

Status: Complete
9. Commuter Service to Ann Arbor

- More than 7,000 Livingston residents commute to Ann Arbor
- Congestion on US-23 is a problem even with Flex Route
- Parking in Ann Arbor can cost U of M employees >$200 monthly
- Proposals were submitted as add-on to Airport Service
- People’s Express is expanding US-23 commuter service
10. Connections to Out-of-County Providers

- Leverage relationship with Michigan Flyer for possible service to Detroit, Southfield
- MTA Flint continues to bring 500 workers per day into Livingston County

Status: Planning Underway
11. Grand River Ave. Sidewalk Network

- Necessary for complete non-motorized network, access to fixed-route service
- LETS has minimal influence but townships along Grand River are making progress

Status: In-Process
12. Countywide Bike & Pedestrian Connections

- County Planning Department awarded grant for comprehensive trail plan
- Planning underway to improve trail connections
- Trail Summit held in January 2020

Status: In-Process
13. Passenger Hub

- Could provide connections to AAATA, CATA, MTA Flint, Metro Detroit
- Additional inter-agency planning needed

Status: Not Started
What’s Next?

• Additional local match needed to implement remaining Master Plan recommendations
• Millage resolution failed to pass out of Board committee in November 2019
• Seek additional partnerships with private sector, local governments, other transit providers
Thank you