How Will the Millage Help Our Community?

As the TheRide welcomes new members into the Authority to create a true urban core transportation system, there are opportunities to improve service for all residents. Through input from the community, over the next few years TheRide will look to improve service, focusing on accessibility of jobs, economic health and public safety.

$96 million economic impact ¹

$28 million transportation cost savings (money saved over traditional transportation)

$4 million affordable mobility (versus private transportation for seniors and the disabled)

44% more service

90,000 additional service hours

• New weekend service
• Later evening service
• More destinations
• Increased frequency for the Ann Arbor & Ypsilanti areas

15% reduction in drunk driving for each additional hour of evening transit service ²

250 new jobs, at least, in the Ann Arbor and Ypsilanti areas

1,000 open parking spaces in downtown Ann Arbor alone, the equivalent of building 1 new parking structure at a cost of $40 million ³

Cost is less than a cup of coffee per week for residents with a home value of $200,000 ⁴

Transit is more often being cited as a determining factor when professionals choose where to live and work, as the number of young Americans who have a driver’s license has fallen to an average of only 60%. ⁵

Community Engagement

TheRide held 13 public meetings to help develop a five-year transit improvement plan, hearing thousands of suggestions from hundreds of community members. While obviously not every specific request can be achieved, we’re thrilled that the plan is able to incorporate many of those specific needs voiced at the meetings, a few of which are detailed below. TheRide would like to thank everyone who helped guide this plan!

Service Request:
“I would suggest you do Sunday service on Route M in the first year because it is the only library branch open on Sunday in Ypsilanti.” - Ben Miller

Service Request:
“I’m particularly interested in Sunday service to the (Meijer) store from Ypsilanti area. I support evening and weekend service increases. There are many employers who have trouble scheduling employees on Sunday because the bus doesn’t run to the Carpenter Road area that day.” - Lynn Murrel

We Can Do That!
Add hourly Sunday service between the Ypsilanti Transit Center and Meijer on Carpenter Rd. (Currently service runs between the BTC and Meijer on Carpenter.)

What’s Proposed?

Later weekday service on:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 20 22 33

More weekend service on:

1 2 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 20 22

Redesigned Routes for more Direct Service:

2 new routes
2 new routes
2 new routes
2 new routes
3 new routes

Sources:
¹ “Economic and Community Benefits of Local Bus Transit Service” Michigan Department of Transportation, August 2009
² “One for the Road” – Cornell University Study, December 2008
³ $40,000,000 is the total and does not include the monetary and opportunity costs of using the land for parking
⁴ Based on 7-mill 5-year property tax increase in the city of Ann Arbor, Ypsilanti, and Ypsilanti Township
⁵ Based on a University of Michigan Transportation Research Institute study

Read more comments, check out the service improvement maps, and so much more online at: TheRideYourWay.org
Want to help?

HOST a transit presentation for your organization or group. TheRide can be there!

EXPRESS your views through our social media outlets (Sample tweet – Don’t text and drive. Instead, @CatchTheRide.)

WRITE a Letter to the Editor of local media

POST a flier where you work or in your community center

PUBLISH articles about the new transit service initiative in your organization’s newsletters - AAATA will provide the content and visuals to fit your needs

TELL your family, friends, neighbors, and colleagues

SEND in your favorite stories about TheRide at TellUs@TheRide.org

Want to Advocate?

Partners For Transit
PartnersFor Transit.org

Washtenaw Regional Organizing Coalition
(WeROC) www.ypsiucc.org/weroc.html

WeROC contacts:
Mark Coryell—AFGE3907@gmail.com
Tad Wysor—tadwysor@gmail.com

Questions?
Contact Deb Freer, Outreach Coordinator at 734.794.1881 or DFreer@theride.org

The Proposal Will...
Authorize a 0.7-mill, five-year property tax increase
Raise $4.3 million annually
Fund 44% more public transit services

Who Will Decide?
Registered voters in the cities of:
• Ann Arbor
• Ypsilanti
• Ypsilanti Township

VOTE on TUESDAY, MAY 6th!
This is a critical date for the future of public transportation in the cities of Ann Arbor, Ypsilanti, and Ypsilanti Township.
Your vote can help improve services for senior citizens, people with disabilities, students, low-wage workers, business employees, and all residents as well as shape our community’s economic future.

Further Assisting Seniors & People with Disabilities
In addition to the benefits of expanded fixed-route service, seniors and people with disabilities will benefit from expanded Dial-A-Ride service, making it possible to go more places and travel on weekdays and weekends.