

## Summary

Baraga, Houghton and Keweenaw Counties are fortunate to have a number of transit resources available to their citizenry. However, most of the public transit services and private operators are centered in the Cities of Hancock and Houghton. This core community contains many state and federal agencies, a state university and a private college, and most of the area's largest employers and discount shopping opportunities. A little more than one quarter of the region's population lives within the cities' boundaries and is served by the Hancock and Houghton city transit services and BHK CAA's demand-response services within the cities.

Unfortunately this leaves about 35,000 people with limited and/or expensive options for transit. Outside of the Cities of Hancock and Houghton, only BHK Community Action and Baragaland Senior Citizens offer any public transit. These services are primarily for their agencies' consumer populations (typically senior citizens and persons with disabilities); however, the CAA will provide transit to the general public when space is available in their vehicles. This leaves people to depend on taxi services, which typically charge \$1.00 to 1.50 per mile. This makes the cost of a round trip from Calumet to Houghton \$20 to \$25. Such an amount is out of reach of most low-income and fixed-income households.

This planning initiative gathered information from a number of stakeholders including transit providers, human service agencies, locally elected officials, Michigan Department of Transportation planners, users of local transit services, and citizens that are not currently using transit services. Common themes identified through interviews, surveys, meetings with stakeholders, and other methods of inquiry were that: People felt transit is important to the region; all agencies could better coordinate their services; outlying population centers need services to the core community (Cities of Hancock and Houghton); and people are being priced out of transit.

The four alternatives presented are opportunities to meet the needs identified through this plan's inquiry process. Each alternative comes with its advantages and disadvantages presented in the accompanying SWOT analysis. Considering the political climate, the culture of the region, and the population's reluctance to change, this study offers a final recommendation that allows the existing resources to slowly work towards growing into a regional authority. Its intention is to build on what is working and what can be improved upon. The recommendation affords time to examine and decide upon what to do with existing resources (human, physical, and facilities). Lastly it allows time to garner the necessary support to fund a regional authority.

To properly serve the populations located in Baraga, Keweenaw and Northern Houghton Counties, connections to the Cities of Hancock and Houghton are needed by the general public. Greatest efficiency and seamlessness can be attained by forming these under a multi-county transit authority. Although a separate agency could be created to serve areas outside of the cities with systems currently operating, allowing for transferability into those systems, this is not recommended at a time when government spending is being closely scrutinized and the Michigan Governor's Office is encouraging shared services among municipalities.

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## **Appendix A: Stakeholders Self Assessment Survey**

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# Public Transit Self Assessment Tool for Communities

1. Have leaders and organizations defined the need for change and articulated a new vision for the delivery of coordinated transportation services?

## Decision Helpers:

- Leaders in human services agencies and public transportation have acknowledged that the existing network of transportation services is not yet sufficiently efficient, cost effective, or flexible enough to meet the mobility needs of people in the community or region.
- A clear and inspiring vision statement for improved service and resource management through coordination is supported by all partners and is regularly revisited to ensure its vitality.
- The vision drives planning and action.

- Needs to Begin
  - Needs Significant Action
  - Needs Action
  - Done Well
- 

2. Is a governing framework in place that brings together providers, agencies, and consumers? Are there clear guidelines that all embrace?

## Decision Helpers:

- A shared decision-making body such as a coalition, lead agency, advisory board, and/or working group is taking a leadership role.
- The shared decision-making body includes public and private transportation providers, non-profit human services agencies, health providers, employment providers, and consumers.
- Those at the table are clear about and comfortable with the decision-making process, whether it is based on consensus or majority rule.
- Roles and responsibilities are outlined in a formal, written agreement.
- The shared decision-making group communicates effectively with those not at the table.
- The group meets regularly, establishes strategic and measurable goals and objectives, follows a work plan, and regularly evaluates its progress and performance.

- Needs to Begin
  - Needs Significant Action
  - Needs Action
  - Done Well
- 

3. Does the governing framework cover the entire community and maintain strong relationships with neighboring communities and state agencies?

Decision Helpers:

- The shared decision-making body covers an appropriate area, such as a region, and maintains collaborative working relationships with neighboring areas and with human service and state transportation agencies.
- The relationships are used to address service issues such as ensuring transportation services can cross jurisdictional boundaries, customers have access to easy transfer points, and that service is provided to individuals where transportation gaps exist or when people are too frail to use public transportation.
- The relationships are also used to work on policy and financial issues to create a framework that enhances coordination.

- Needs to Begin
  - Needs Significant Action
  - Needs Action
  - Done Well
- 

4. Is there sustained support for coordinated transportation planning among elected officials, agency administrators, and other community leaders?

Decision Helpers

- The shared decision-making body has sustained support for coordination by calculating and communicating the specific benefits to community stakeholders.
- Elected officials, agency administrators, and community leaders have been active in coordinated transportation services planning.
- It is widely recognized and accepted that transportation must be integrated into community initiatives related to aging, disability, job training, health care, and services to low-income persons.
- Community leaders provide sufficient staff and budget and provide leadership on policy initiatives to support coordination efforts.

- Needs to Begin
  - Needs Significant Action
  - Needs Action
  - Done Well
- 

5. Is there positive momentum? Is there growing interest and commitment to coordinating human service transportation trips and maximizing resources?

Decision Helpers

- Participation in and budget support for coordination initiatives are regularly increasing.
- Agencies are actively working together to ensure that service information, routes, and vehicles are coordinated; funding deployment is coordinated; and policies allow for better resource management and increased ridership.
- Momentum has been maintained even through difficult events such as budget crises and changes in leadership.

- Needs to Begin
  - Needs Significant Action
  - Needs Action
  - Done Well
- 

6. *Evaluation: After reviewing each of the questions and assessing our progress, my overall evaluation of how well we are doing in the area of **Making Things Happen by Working Together** is:*

- Needs to Begin
  - Needs Significant Action
  - Needs Action
  - Done Well
- 

7. Is there an inventory of community transportation resources and programs that fund transportation services?

Decision Helpers:

- All entities in the region that buy, sell, or use transportation services have been identified.
- The inventory encompasses public transit systems, community non-profits, churches, schools, and private providers such as taxis.
- Transportation services provided by different federally funded programs such as Meals on Wheels, Medicaid, Head Start, Vocational Rehab Services, Independent Living Programs, employment services, and other programs have been identified and their scope of services catalogued.

- Needs to Begin
- Needs Significant Action
- Needs Action
- Done Well

8. Is there a process for identifying duplication of services, underused assets, and service gaps?

Decision Helpers

- All entities providing transportation service in the region have been surveyed and information has been collected on geographic areas serviced, spending for transportation, types and number of trips provided, hours of operation, cost per trip, sources of funds, number and types of vehicles, number of trips per day/hour, and type of maintenance.
- Agencies providing travel training and eligibility assessments have been identified.
- The data has been analyzed to assess service duplication, underutilized assets, and inefficient service delivery.
- The data and the analysis have been shared with the decision-making body, community leaders, and others to drive and enhance coordination efforts.
- The data is regularly updated to ensure its ongoing value.

- Needs to Begin
- Needs Significant Action
- Needs Action
- Done Well

9. Are the specific transportation needs of various target populations well documented?

### Decision Helpers

- Information and data that outlines the needs and expectations of individuals with disabilities, older adults, youth, job seekers and persons with low-incomes has been collected.
- Non-users of transit have been asked through surveys, focus groups, or similar means to identify what characteristics would make transit an attractive choice.
- Major health and human service agencies have been asked through surveys, focus groups, or similar means to articulate what would motivate their clients to ride public transit.
- The data has been analyzed and used by the shared decision-making body to drive the coordination planning process.

- Needs to Begin
  - Needs Significant Action
  - Needs Action
  - Done Well
- 

10. Has the use of technology in the transportation system been assessed to determine whether investment in transportation technology may improve services and/or reduce costs?

### Decision Helpers

- The current use of transportation technology by transportation providers, service agencies, and advocacy groups for scheduling, dispatching, reservations, billing, and reporting has been assessed.
- Research has been conducted on ways in which investments in transportation technology can improve services and/or reduce costs.
- The survey and research data has guided decision making about adopting new technologies.
- The local provider is investigating ways, such as pooled acquisition, to help transportation providers, service agencies, and advocacy groups acquire transportation services technology.
- Ongoing discussions about using technology for coordinated transportation are conducted among providers and client agencies through list serves, face-to-face forums, and other means.

- Needs to Begin
- Needs Significant Action
- Needs Action

Done Well

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11. Are transportation line items included in the annual budgets for all human service programs that provide transportation services?

Decision Helpers

- Each human services agency participating in transportation coordination has listed transportation costs as a separate item in its budget to facilitate a strategic planning process for transportation services.
- These agencies have completed an analysis of how improved coordination can extend their current transportation resources and/or reduce the amount of funds spent on transportation.

Needs to Begin

Needs Significant Action

Needs Action

Done Well

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12. Have transportation users and other stakeholders participated in the community transportation assessment process?

Desicions Helpers

- Stakeholder groups throughout the community have been systematically included in the assessment process through meetings, surveys, focus groups, and other means.
- Customers representing people with disabilities, older adults, and low-income populations serve on work groups and are actively engaged in the assessment and planning process.

Needs to Begin

Needs Significant Action

Needs Action

Done Well

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13. Is there a strategic plan with a clear mission and goals? Are the assessment results used to develop a set of realistic actions that improve coordination?

Desicion Helpers

- A regularly updated strategic plan or similar document has tangible goals and objectives, timelines, and methods for measuring performance and evaluating benefits.
- The mission and program goals are sufficiently long-range, comprehensive, and compelling to transcend changes in leadership or circumstances, conflicts over power and control of resources, and competing goals or personalities.
- Priorities for coordinating transportation services and a strategic action plan for achieving them were developed through open and informed discussions among all stakeholders.

- Needs to Begin
  - Needs Significant Action
  - Needs Action
  - Done Well
- 

14. Is clear data systematically gathered on core performance issues such as cost per delivered trip, ridership, and on-time performance? Is the data systematically analyzed to determine how costs can be lowered and performance improved?

Decision Helpers

- Operations planning and service planning are priorities in our system.
- Data in core performance areas is collected, disseminated, and analyzed.
- In addition to typical reviews, there are efforts to lower costs and improve performance through exploring new and creative means to provide services.

- Needs to Begin
  - Needs Significant Action
  - Needs Action
  - Done Well
- 

15. Is the plan for human services transportation coordination linked to and supported by other state and local plans such as the Regional Transportation Plan or State Transportation Improvement Plan?

Decision Helpers

- Human service agency representatives participate in transportation planning together with metropolitan or rural planning organizations, taking full advantage of their resources and coordination expertise.

- The cross-participation has created a set of mutually supportive and linked plans that actively strengthen coordination efforts.

- Needs to Begin
  - Needs Significant Action
  - Needs Action
  - Done Well
- 

16. Is data being collected on the benefits of coordination? Are the results communicated strategically?

Decision Helpers

- To maintain support for transportation coordination, the benefits of coordination are routinely documented and communicated to community leaders and the public.
- The number of individuals that receive transportation services, the types of services they receive, and the costs associated with those services are all tracked.
- There is also a focus on collecting information on the economic and quality of life benefits of connecting people to jobs, health care, education, training, and social support networks.
- The results are regularly published and disseminated for community members, elected officials, and agency leadership.
- Presentations are made throughout the year at local committee meetings to help agencies and organizations recognize the needs and the opportunities for coordinated transportation services.

- Needs to Begin
  - Needs Significant Action
  - Needs Action
  - Done Well
- 

17. *Evaluation: After reviewing each of the questions and assessing our progress, my overall evaluation of how well we are doing in the area of **Taking Stock of Community Needs and Moving Forward** is:*

- Needs to Begin
- Needs Significant Action
- Needs Action

Done Well

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18. Does the transportation system have an array of user-friendly and accessible information sources?

Decision Helpers □

- Information about transportation services and options is easy to obtain in the community.
- There is a “one-stop” resource such as a toll-free number or a Web site where consumers can obtain information about service and schedules and make reservations regardless of provider.
- There are “mobility managers” within human service agencies who advise their clients about transportation options.
- Information is accessible and can be obtained in electronic, Braille, or large-print formats.
- Customer representatives are available to assist first time users or people needing extra help.
- The system is designed for the general public as well as for people with special needs and clients of human service agencies.
- Technology is used effectively to enable and support information systems.

Needs to Begin

Needs Significant Action

Needs Action

Done Well

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19. Are travel training and consumer education programs available on an ongoing basis?

Decision Helpers

- Persons with disabilities and others can avail themselves of travel training programs to learn how to safely ride public transportation.
- There are transitional programs for older adults and others that help individuals recognize and feel comfortable with alternative transportation options if and when they are not able to drive a car.
- Consumer education programs are available to help new or potential riders learn how to use the system, including learning how to read a schedule, how to identify the bus number, how to pay the fare, where to wait for the bus, and other key skills.

Needs to Begin

- Needs Significant Action
  - Needs Action
  - Done Well
- 

20. Is there a seamless payment system that supports user-friendly services and promotes customer choice of the most cost-effective service?

Decision Helpers

- Regardless of the funding source for each particular trip, the customer or client uses the same payment mechanism each time.
- If there is a fixed route system, a transit pass has been implemented to encourage riders to choose lower-cost fixed route services. The billing process is transparent to the consumer.
- The seamless payment system enables customers to choose appropriate cost-effective transportation services.
- These payment systems may include universal payment cards, fare cards, and similar mechanisms.
- Up-to-date technology is being used to support and manage this system.

- Needs to Begin
  - Needs Significant Action
  - Needs Action
  - Done Well
- 

21. Are customer ideas and concerns gathered at each step of the coordination process? Is customer satisfaction data collected regularly?

Decision Helpers

- Customer input was gathered during the planning and needs assessment process through town meetings, surveys, focus groups, or similar means.
- Consumer representatives are active members of advisory and other work groups. In addition, a customer service-monitoring program provides information for a yearly “report card” or similar status report.
- Customers are encouraged to submit suggestions, complaints, and compliments. Actions are taken on complaints within 24 hours of receiving them.

- Needs to Begin
- Needs Significant Action

Needs Action

Done Well

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22. Are marketing and communications programs used to build awareness and encourage greater use of the services?

Decision Helpers

- There are active marketing and communications programs that promote the ease and accessibility of coordinated transportation services.
- The programs use an array of media such as direct marketing, public service announcements, advertisements in local newspapers, and articles and notices in newsletters of various community organizations.
- Information is also disseminated through human service agencies, employment specialists, health care providers, and civic organizations and churches.

Needs to Begin

Needs Significant Action

Needs Action

Done Well

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23. *Evaluation:* After reviewing each of the questions and assessing our progress, my overall evaluation of how well we are doing in the area of *Putting Consumers/Customers First* is:

Needs to Begin

Needs Significant Action

Needs Action

Done Well

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24. Is there a strategy for systematic tracking of financial data across programs?

Decision Helpers

- Systems have been created to enable the tracking and sharing of financial data across programs.
- Participating agencies have agreed on common measurements and definitions to support the tracking system.
- Up-to-date technology is being used to support and manage this system

- Needs to Begin
  - Needs Significant Action
  - Needs Action
  - Done Well
- 

25. Is there an automated billing system in place that supports the seamless payment system and other contracting mechanisms?

Decision Helpers

- A technology interface has been implemented that allows transportation providers to track clients from multiple agencies and funding sources and submit both the report and the bill electronically to the appropriate agency.
- The system effectively supports grant monitoring and reporting requirements.

- Needs to Begin
  - Needs Significant Action
  - Needs Action
  - Done Well
- 

26. *Evaluation: After reviewing each of the questions and assessing our progress, my overall evaluation of how well we are doing in the area of **Adapting Funding for Greater Mobility** is:*

- Needs to Begin
  - Needs Significant Action
  - Needs Action
  - Done Well
- 

27. Has an arrangement among diverse transportation providers been created to offer flexible services that are seamless to customers?

Decision Helpers

- A system to coordinate numerous transportation providers, such as a brokerage, has been established.

- Providers, such as public transit agencies, taxi and other private paratransit operators, school transportation operators, nonprofit faith and community based organizations, and human service non-profit agencies, are systematically engaged and blended with informal transportation providers (recognizing that the most cost effective travel for some may be paying a neighbor for mileage) to create an array of flexible services for the customer.
- The “broker” identifies the most cost effective transportation provider appropriate to the client’s needs, schedules the trip, dispatches the services, bills the appropriate funding source, and tracks the utilization and data associated with the trips.

- Needs to Begin
  - Needs Significant Action
  - Needs Action
  - Done Well
- 

28. Are support services coordinated to lower costs and ease management burdens?

Decision Helpers

- Systematic studies have been completed in our communities which have led to the coordination of essential support services for transportation providers.
- These may include joint purchasing and/or leasing of equipment and facilities; shared maintenance facilities; maintaining a single phone number for customers; maintaining a shared internet information system; using a single or coordinated fare mechanism; sustaining coordinated reservation, dispatching, scheduling, and payment systems; or establishing a single entity to provide human service transportation to all participating human service agencies.

- Needs to Begin
  - Needs Significant Action
  - Needs Action
  - Done Well
- 

29. Is there a centralized dispatch system to handle requests for transportation services from agencies and individuals?

Desicion Helpers

- Agency case managers and mobility managers find it easy to schedule regular and

one-time trips for their clients through a centralized dispatch system or a similar mechanism appropriate to your locale.

- Agency clients and the general public can easily schedule trips using the dispatch system.
- The dispatchers can help agencies and individuals wisely choose from available transportation alternatives.
- There are also mechanisms, such as transit passes, to reduce dependency on individualized services.
- Technology is used to enhance overall dispatch services, including communication with drivers and passengers, scheduling and mapping routes, locating vehicles, and other critical aspects.

- Needs to Begin
  - Needs Significant Action
  - Needs Action
  - Done Well
- 

30. Have facilities been located to promote safe, seamless, and cost-effective transportation services?

Decision Helpers

- Location decisions for common destinations such as the offices where clients are served have taken transportation issues into account.
- Services are co-located or near to each other to reduce transportation needs.
- Pickup locations, which can be used by any transportation provider, are safe and accessible.

- Needs to Begin
  - Needs Significant Action
  - Needs Action
  - Done Well
- 

31. **Evaluation:** After reviewing each of the questions and assessing our progress, my overall evaluation of how well we are doing in the area of *Moving People Efficiently* is:

- Needs to Begin
- Needs Significant Action

Needs Action

Done Well

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32. What best describes the agency or interest that you represent?

Public Transit Provider

Private Transit Provider (taxi, limo service, etc.)

Human Service Agency – providing transportation

Human Service Agency – DOES NOT provide transportation

MDOT

Road Commission

Local Unit of Government

School District

Concerned Citizen

Transit User

Other

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33. *Contact information – Optional*

First Name

Last Name

Title

Company Name

Street Address

City

State

Zip

Email Address

Phone Number

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Thank you for taking our survey. Your response is very important to us.

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**Appendix B: Stakeholders Self Assessment Survey Results  
(Raw Data)**

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## Summary Report - Jan/05/2011

Survey: Public Transit Self Assessment Tool for Communities

### Have leaders and organizations defined the need for change and articulated a new vision for the delivery of coordinated transportation services?

Value	Count	Percent %
Needs to Begin	9	17.6%
Needs Significant Action	28	54.9%
Needs Action	10	19.6%
Done Well	4	7.8%

Statistics	
Total Responses	51

### Is a governing framework in place that brings together providers, agencies, and consumers? Are there clear guidelines that all embrace?

Value	Count	Percent %
Needs to Begin	21	41.2%
Needs Significant Action	18	35.3%
Needs Action	9	17.6%
Done Well	3	5.9%

Statistics	
Total Responses	51

### Does the governing framework cover the entire community and maintain strong relationships with neighboring communities and state agencies?

Value	Count	Percent %
Needs to Begin	15	30%
Needs Significant Action	19	38%
Needs Action	13	26%
Done Well	3	6%

Statistics	
Total Responses	50

### Is there sustained support for coordinated transportation planning among elected officials, agency administrators, and other community leaders?

Value	Count	Percent %
Needs to Begin	15	29.4%
Needs Significant Action	22	43.1%
Needs Action	11	21.6%
Done Well	3	5.9%

Statistics	
Total Responses	51

**Is there positive momentum? Is there growing interest and commitment to coordinating human service transportation trips and maximizing resources?**

Value	Count	Percent %
Needs to Begin	17	33.3%
Needs Significant Action	15	29.4%
Needs Action	13	25.5%
Done Well	6	11.8%

Statistics	
Total Responses	51

**Evaluation: After reviewing each of the questions and assessing our progress, my overall evaluation of how well we are doing in the area of Making Things Happen by Working Together is:**

Value	Count	Percent %
Needs to Begin	11	21.6%
Needs Significant Action	25	49%
Needs Action	10	19.6%
Done Well	5	9.8%

Statistics	
Total Responses	51

**Is there an inventory of community transportation resources and programs that fund transportation services?**

Value	Count	Percent %
Needs to Begin	12	26.1%
Needs Significant Action	11	23.9%
Needs Action	16	34.8%
Done Well	7	15.2%

Statistics	
Total Responses	46

**Is there a process for identifying duplication of services, underused assets, and service gaps?**

Value	Count	Percent %
Needs to Begin	19	42.2%
Needs Significant Action	8	17.8%
Needs Action	13	28.9%
Done Well	5	11.1%

Statistics	
Total Responses	45

**Are the specific transportation needs of various target populations well documented?**

Value	Count	Percent %
Needs to Begin	12	26.1%
Needs Significant Action	17	37%
Needs Action	12	26.1%
Done Well	5	10.9%

Statistics	
Total Responses	46

**Has the use of technology in the transportation system been assessed to determine whether investment in transportation technology may improve services and/or reduce costs?**

Value	Count	Percent %
Needs to Begin	19	42.2%
Needs Significant Action	12	26.7%
Needs Action	11	24.4%
Done Well	3	6.7%

Statistics	
Total Responses	45

**Are transportation line items included in the annual budgets for all human service programs that provide transportation services?**

Value	Count	Percent %
Needs to Begin	10	23.3%
Needs Significant Action	12	27.9%
Needs Action	17	39.5%
Done Well	4	9.3%

Statistics	
Total Responses	43

**Have transportation users and other stakeholders participated in the community transportation assessment process?**

Value	Count	Percent %
Needs to Begin	16	35.6%
Needs Significant Action	11	24.4%
Needs Action	12	26.7%
Done Well	6	13.3%

Statistics	
Total Responses	45

**Is there a strategic plan with a clear mission and goals? Are the assessment results used to develop a set of realistic actions that improve coordination?**

Value	Count	Percent %
Needs to Begin	23	50%
Needs Significant Action	7	15.2%
Needs Action	12	26.1%
Done Well	4	8.7%

Statistics	
Total Responses	46

**Is clear data systematically gathered on core performance issues such as cost per delivered trip, ridership, and on-time performance? Is the data systematically analyzed to determine how costs can be lowered and performance improved?**

Value	Count	Percent %
Needs to Begin	18	40%
Needs Significant Action	11	24.4%
Needs Action	13	28.9%
Done Well	3	6.7%

Statistics	
Total Responses	45

**Is the plan for human services transportation coordination linked to and supported by other state and local plans such as the Regional Transportation Plan or State Transportation Improvement Plan?**

Value	Count	Percent %
Needs to Begin	19	42.2%
Needs Significant Action	9	20%
Needs Action	14	31.1%
Done Well	3	6.7%

Statistics	
Total Responses	45

**Is data being collected on the benefits of coordination? Are the results communicated strategically?**

Value	Count	Percent %
Needs to Begin	19	42.2%
Needs Significant Action	9	20%
Needs Action	14	31.1%
Done Well	3	6.7%

Statistics	
Total Responses	45

**Evaluation: After reviewing each of the questions and assessing our progress, my overall evaluation of how well we are doing in the area of Taking Stock of Community Needs and Moving Forward is:**

Value	Count	Percent %
Needs to Begin	13	28.9%
Needs Significant Action	14	31.1%
Needs Action	14	31.1%
Done Well	4	8.9%

Statistics	
Total Responses	45

**Does the transportation system have an array of user-friendly and accessible information sources?**

Value	Count	Percent %
Needs to Begin	17	38.6%
Needs Significant Action	9	20.5%
Needs Action	14	31.8%
Done Well	4	9.1%

Statistics	
Total Responses	44

**Are travel training and consumer education programs available on an ongoing basis?**

Value	Count	Percent %
Needs to Begin	18	40%
Needs Significant Action	9	20%
Needs Action	13	28.9%
Done Well	5	11.1%

Statistics	
Total Responses	45

**Is there a seamless payment system that supports user-friendly services and promotes customer choice of the most cost-effective service?**

Value	Count	Percent %
Needs to Begin	19	42.2%
Needs Significant Action	8	17.8%
Needs Action	12	26.7%
Done Well	6	13.3%

Statistics	
Total Responses	45

**Are customer ideas and concerns gathered at each step of the coordination process?  
Is customer satisfaction data collected regularly?**

Value	Count	Percent %	Statistics	
Needs to Begin	19	43.2%	Total Responses	44
Needs Significant Action	8	18.2%		
Needs Action	13	29.5%		
Done Well	4	9.1%		

**Are marketing and communications programs used to build awareness and encourage greater use of the services?**

Value	Count	Percent %	Statistics	
Needs to Begin	19	44.2%	Total Responses	43
Needs Significant Action	12	27.9%		
Needs Action	8	18.6%		
Done Well	4	9.3%		

**Evaluation: After reviewing each of the questions and assessing our progress, my overall evaluation of how well we are doing in the area of Putting Consumers/Customers First is:**

Value	Count	Percent %	Statistics	
Needs to Begin	16	37.2%	Total Responses	43
Needs Significant Action	12	27.9%		
Needs Action	11	25.6%		
Done Well	4	9.3%		

**Is there a strategy for systematic tracking of financial data across programs?**

Value	Count	Percent %	Statistics	
Needs to Begin	17	41.5%	Total Responses	41
Needs Significant Action	10	24.4%		
Needs Action	10	24.4%		
Done Well	4	9.8%		

**Is there an automated billing system in place that supports the seamless payment system and other contracting mechanisms?**

Value	Count	Percent %
Needs to Begin	22	53.7%
Needs Significant Action	6	14.6%
Needs Action	10	24.4%
Done Well	3	7.3%

Statistics	
Total Responses	41

**Evaluation: After reviewing each of the questions and assessing our progress, my overall evaluation of how well we are doing in the area of Adapting Funding for Greater Mobility is:**

Value	Count	Percent %
Needs to Begin	16	40%
Needs Significant Action	10	25%
Needs Action	10	25%
Done Well	4	10%

Statistics	
Total Responses	40

**Has an arrangement among diverse transportation providers been created to offer flexible services that are seamless to customers?**

Value	Count	Percent %
Needs to Begin	20	50%
Needs Significant Action	11	27.5%
Needs Action	7	17.5%
Done Well	2	5%

Statistics	
Total Responses	40

**Are support services coordinated to lower costs and ease management burdens?**

Value	Count	Percent %
Needs to Begin	24	58.5%
Needs Significant Action	7	17.1%
Needs Action	6	14.6%
Done Well	4	9.8%

Statistics	
Total Responses	41

**Is there a centralized dispatch system to handle requests for transportation services from agencies and individuals?**

Value	Count	Percent %
Needs to Begin	25	61%
Needs Significant Action	5	12.2%
Needs Action	8	19.5%
Done Well	3	7.3%

Statistics	
Total Responses	41

**Have facilities been located to promote safe, seamless, and cost-effective transportation services?**

Value	Count	Percent %
Needs to Begin	22	55%
Needs Significant Action	8	20%
Needs Action	7	17.5%
Done Well	3	7.5%

Statistics	
Total Responses	40

**Evaluation: After reviewing each of the questions and assessing our progress, my overall evaluation of how well we are doing in the area of Moving People Efficiently is:**

Value	Count	Percent %
Needs to Begin	20	51.3%
Needs Significant Action	9	23.1%
Needs Action	7	17.9%
Done Well	3	7.7%

Statistics	
Total Responses	39

**What best describes the agency or interest that you represent?**

Value	Count	Percent %
Public Transit Provider	1	2.5%
Private Transit Provider (taxi, limo service, etc.)	2	5%
Human Service Agency - providing transportation	13	32.5%
Human Service Agency - DOES NOT provide transportation	6	15%
Road Commission	1	2.5%
Local Unit of Government	10	25%
Concerned Citizen	4	10%
Other	3	7.5%

Statistics	
Total Responses	40

First Name

Count Response

1	[Redacted]
2	[Redacted]

Last Name

Count Response

1	[Redacted]
2	[Redacted]

Title

Count	Response
1	[REDACTED]
1	[REDACTED]
1	[REDACTED]
2	[REDACTED]
1	[REDACTED]
3	[REDACTED]
1	[REDACTED]
1	[REDACTED]

Company Name

Count	Response
1	[REDACTED]

Street Address

Count Response

1	[REDACTED]

City

Count Response

2	[REDACTED]
1	[REDACTED]
1	[REDACTED]
5	[REDACTED]
3	[REDACTED]
1	[REDACTED]

State

Count Response

13	MI
1	Mi

2 mi

Zip

Count	Response
1	[REDACTED]
2	[REDACTED]
5	[REDACTED]
3	[REDACTED]
1	[REDACTED]

Email Address

Count	Response
1	[REDACTED]
2	[REDACTED]
1	[REDACTED]
1	[REDACTED]

Phone Number

Count	Response
1	[REDACTED]
2	[REDACTED]
1	[REDACTED]

## **Appendix C: Stakeholders Meeting Presentation**

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**Coordinated Human-Services Public Transit Plan and  
Accessibility Study: Baraga, Houghton and Keweenaw Counties**

**Stakeholder Meeting: Transit Service Providers**

Tuesday, September 28, 2010

9:00 am - 11:30 am

Community Room – Michigan Tech Lakeshore Center





# Agenda

- **Introductions**
- **What is a Coordinated Transit Plan?**
- **Survey – Review Results**
- **Transit Perceptions**
- **Mapping of Local Resources**
- **Developing a User Survey / Distribution Plan**
- **Stakeholder Meeting Priorities / Recommendations**
- **Next Steps**



## SAFETEA-LU : 2005

- SAFETEA-LU (Safe, Accountable, Flexible, Efficient, Transportation Equity Act)

\$\$\$\$\$

**Elderly Individuals with Disabilities**

(Section 5310);

**Jobs Access and Reverse Commute (JARC); and**

**New Freedom Programs**



## Justification

*“derived from a locally developed, coordinated public transit-human services transportation plan”*

and that the plan be

*“developed through a process that includes representatives of public, private, and non-profit transportation and human services providers and participation by members of the public”*



## Plan Components

- Assessment;
- Inventory;
- Strategies;
- Coordination actions; and
- Prioritization.



## Survey

1. Making Things Happen by Working Together
2. Taking Stock of Community Needs and Moving Forward
3. Putting Customers First
4. Adapting Funding for Greater Mobility
5. Moving People Efficiently



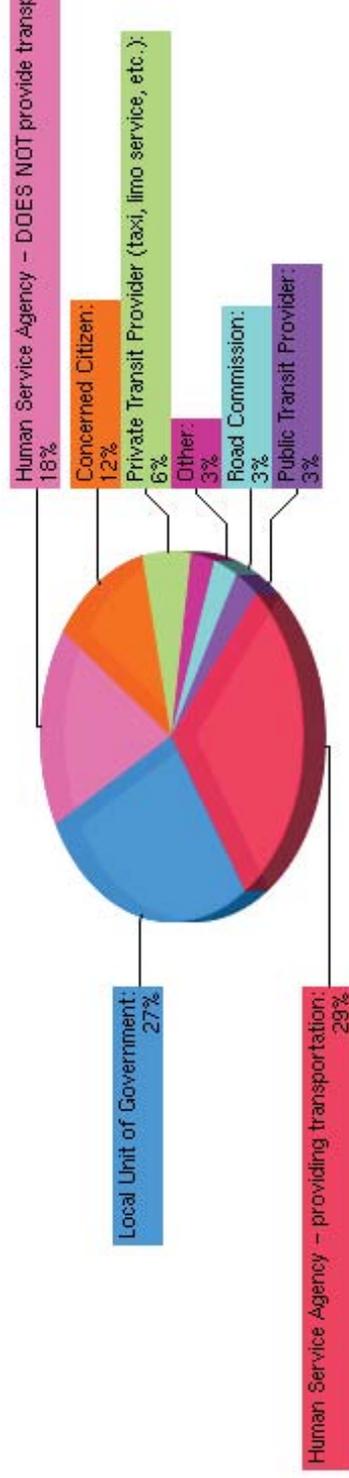
# Survey

Public Transit Provider	3%	Road Commission	3%
Private Transit Provider	6.1%	Local Unit of Government	27.3%
Human Service Agency	27.3%	Concerned Citizen	12.1%
<i>providing transportation</i>		Other	3%

Human Service Agency 18.2%

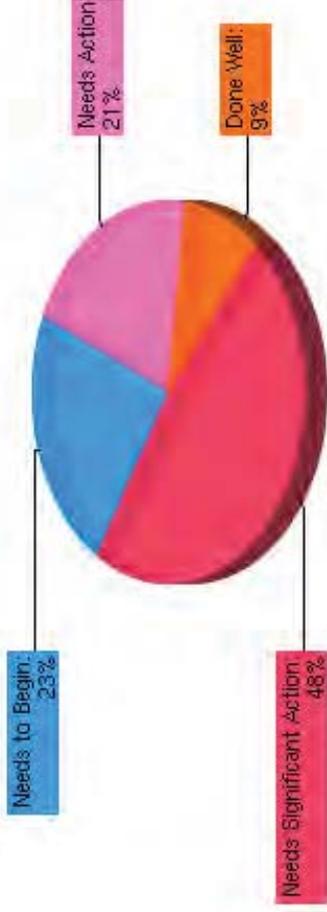
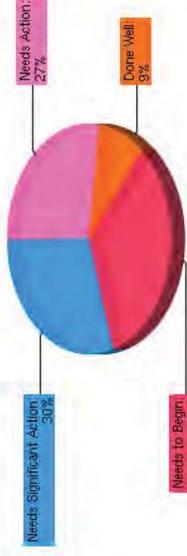
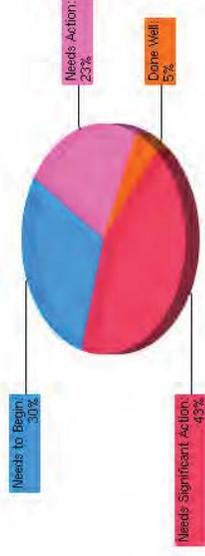
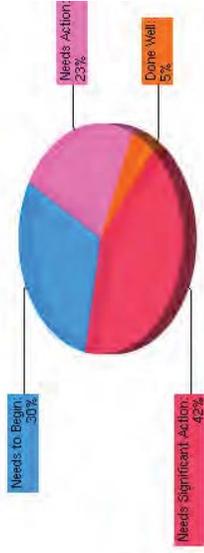
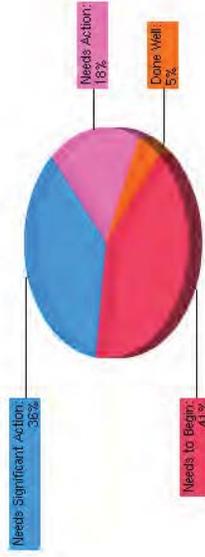
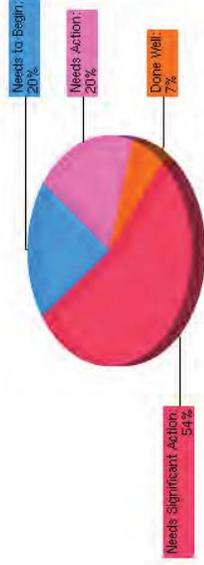
*Does Not provide transportation*

As of 09/24/10



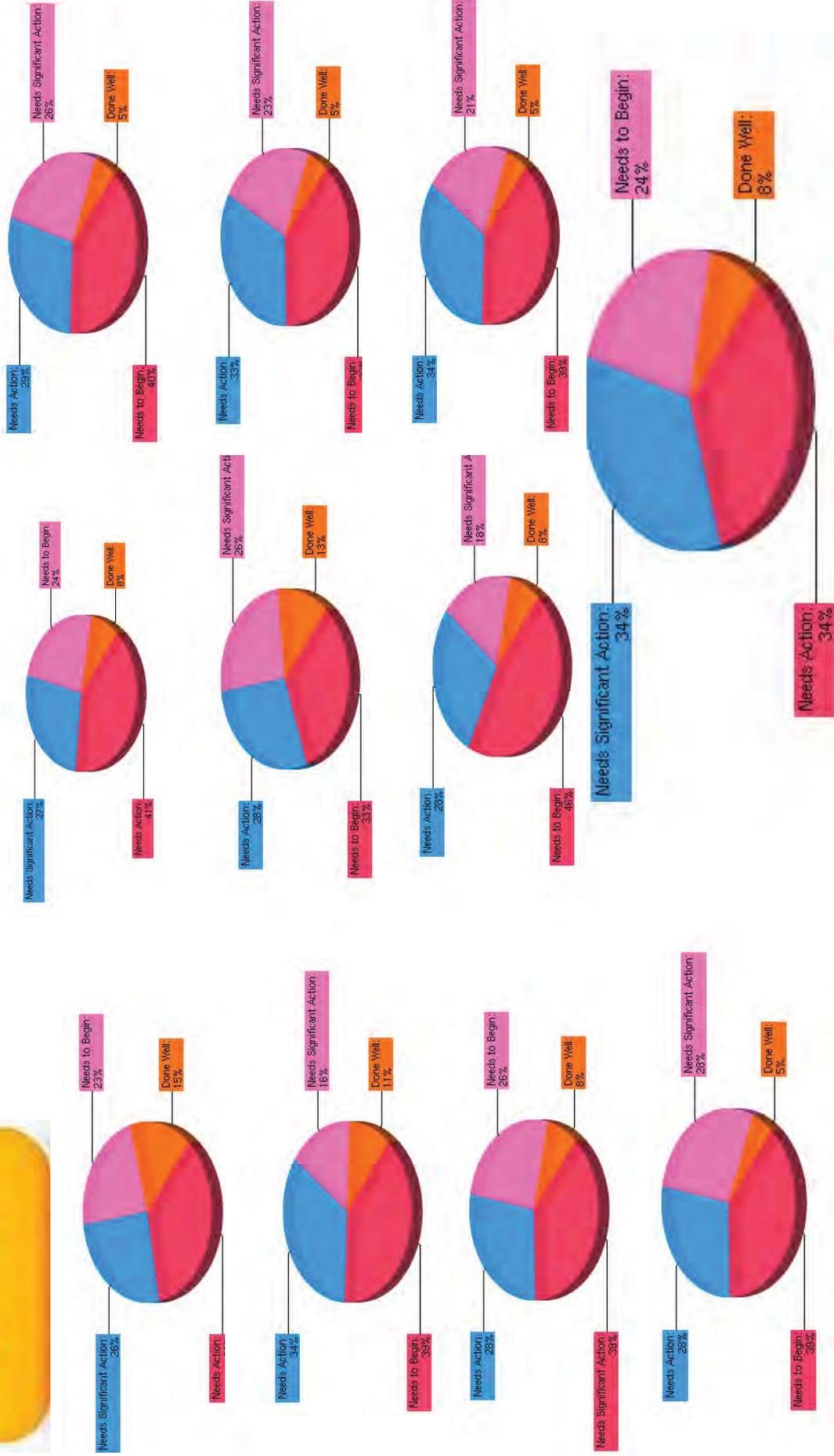


# Making Things Happen by Working Together



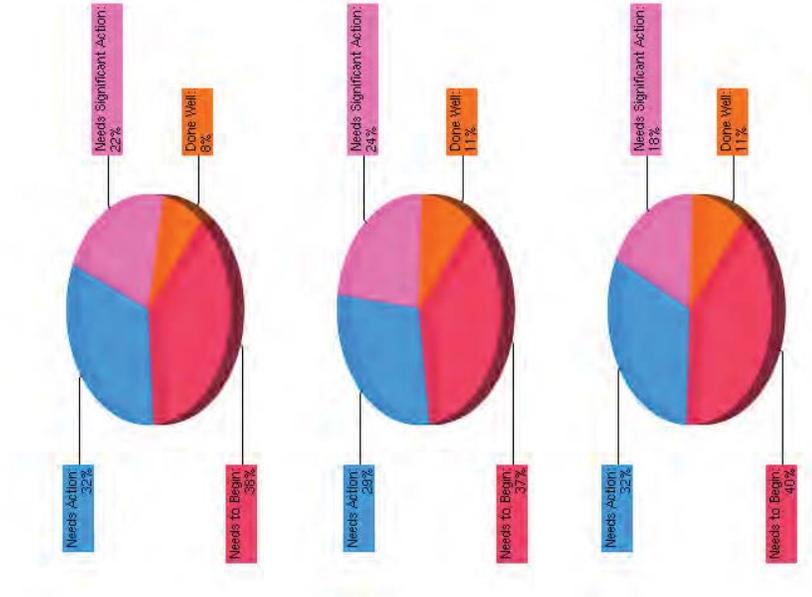


# Taking Stock of Community Needs and Moving Forward



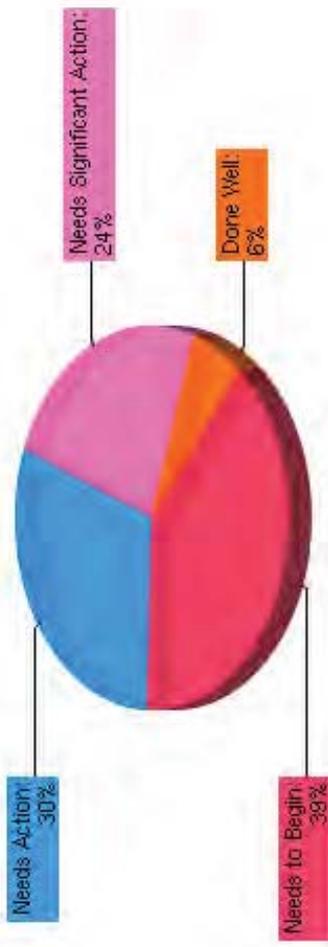
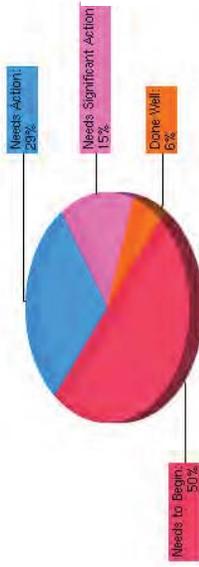
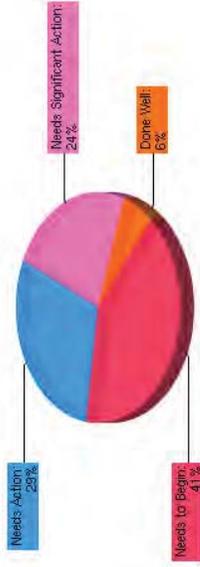


# Putting Customers First





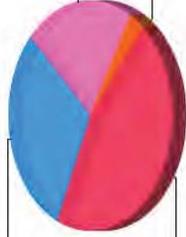
# Adapting Funding for Greater Mobility



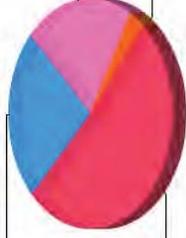


# Moving People Efficiently

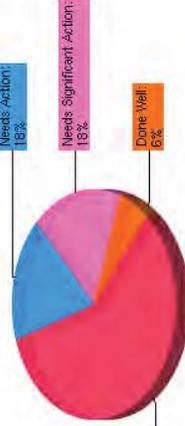
Needs Significant Action: 50%



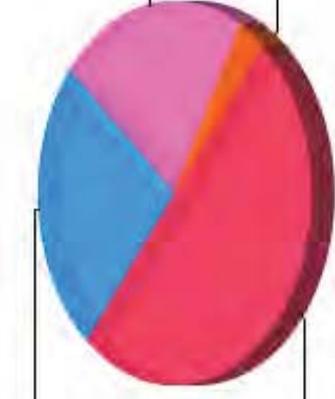
Needs Significant Action: 24%



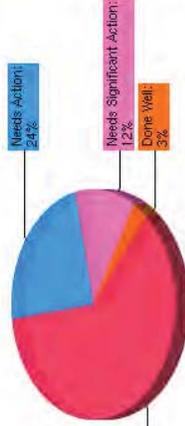
Needs Action: 16%



Needs Significant Action: 25%



Needs Action: 24%



Needs Action: 22%

Done Well: 3%

Needs to Begin: 50%



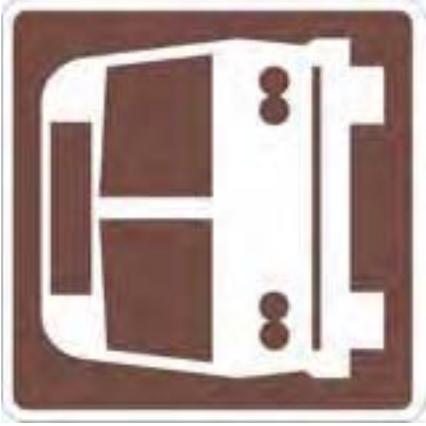
# Transit Perceptions

What is public transportation/transit?



# Local Transit Discussion





## Transit and Jobs

- Could you have your job without your personal vehicle?
- Would you hire someone without a personal vehicle?

*“Do you have a reliable form of transportation?”*



## Country Wide Rural Transit Issues

- More than **1.6 million rural households** do not have access to a car.
- Across America, households in the lowest 20 percent income bracket spend about **42 percent of their annual income on transportation**. This burden is especially heavy during periods of high energy costs, since residents of rural areas drive about 17 percent more than urban residents.
- Rural households are more likely to own or lease fuel-inefficient vehicles like pick-up trucks and SUVs. **37 percent of rural households own or lease a pick-up truck** compared to 17 percent of households overall.

*\*National Association of Development Organizations*



## Mapping Resources Community Key Points

- What are primary place(s) / locations that people are accessing?



## Mapping Resources Services

- **Buses:** Houghton, Hancock, Community Action Agency, Baragaland Senior, Indian Trails
- **Taxi:** Neils, Greggs, LL Lynx
- **Special Transit:** Little Brothers, CCCMH, DHS, CFS, Shelter Homes, Mi Rehab Services, BBBS, BHK, CCISD, Schools...
- **Charter** – Red Jacket, Superior Coaches, Eagle Charter
- **Others ?**



## Mapping Resources Community Key Points

- What are the underserved areas?
- Gaps / Redundancies?



## User Survey

- What do we want to see in a user survey?
- Who do we want to distribute?
- Best time?
- Media?



## Next Steps

- User Survey / User Meetings
- Synthesizing information
- Criteria Prioritizing Actions
- Work Group interest ? (1/4ly)
- Other people WUPPDR should contact?



**THANK YOU!!!**

Jim LaMuth  
Planner / Transportation Coordinator  
  
(906) 482-7205 ext. 312  
jlamuth@wuppdr.org  
www.wuppdr.org

## **Appendix D: Stakeholders Meeting Notes**

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# Coordinated Human-Services Public Transit Plan and Accessibility Study: Baraga, Houghton and Keweenaw Counties

## Stakeholder Meeting: Transit Service Providers

Tuesday, September 28, 2010

Houghton MI 49931

### Meeting Notes / Summary

#### Present at Meeting:

- Charles Lindstrom – Michigan Department of Transportation(MDOT)
- Cheryl Mills – Baraga Houghton Keweenaw Child Development: Even Start
- Glenn Anderson – City of Hancock Transit
- Jodi Reynolds – City of Houghton Transit
- Joe Liimatainen – Baraga Houghton Keweenaw Child Development: Transit Coordinator
- Keith Stenger – Goodwill – Work Force Development
- Lisa Cunard –Goodwill Work Force Development
- Lisa Schemire – Baraga Houghton Keweenaw Child Development
- Mary Miller-Strobel – Child and Family Services of the Western Upper Peninsula (CFS)
- Mary Niemela – Barbara Kettle Gundlach Shelter Home
- Pete Autio – Department of Human Services (DHS)
- Tami Anderson – Copper Country Community Mental Health Services (CCCMH)
- Taryn Mack – Copper Country Community Mental Health Services – the Institute (CCCMH)
- Jim LaMuth – Western Upper Peninsula Planning and Development Region (WUPPDR)

**Agenda: Separate document**

**Presentation: Separate document**

**Community Self-Assessment Survey Results: Separate document**

Below are listed the questions and answers from the **Stakeholder Meetings Brainstorming** session.

What are you (your consumer's) specific transportation needs: Where do you need to go? / When ? / How often and for what purpose?

Agency or population	Need	Day	Time
<b>Medical Appointments</b>			
BHK – Even Start	Pediatrics	Weekdays	8 am – 5 pm
DHS	Medical Transport: Marquette / Marshfield Clinic	Weekdays	8 am – 5 pm
Group	Hospitals (excluding emergency care): Keweenaw Aspirus – Laurium Portage Health– Hancock Baraga County Memorial Hospital	Weekdays	8 am – 5 pm
<b>Programs</b>			
CCCMH - Institute	Youth activities at a single location(coffee house / school/ various facilities)	Weekdays Weekends	3pm – 6pm 9am – 6pm
<b>Services</b>			
Shelter Homes	Appointments at DHS	Weekdays	8 am – 5 pm
	Appointments at Child and Family Services / Housing Resource Center	Weekdays	8 am – 5 pm
	Appointments at WUPPDR	Weekdays	8 am – 5 pm
	Appointments at Housing Commissions (Calumet, Laurium, Lake Linden, Hancock, Houghton, Forest Park, Hancock Apartment, Baraga County, White Oaks, Ojibwa Housing, Creamery Court)	Weekdays	8 am – 5 pm
<b>Employment</b>			
Good Will Industries	General – Getting to employment	Any day	24 / 7
	General – Getting to job interviews	Weekdays	8 am – 5 pm
	General – Job Search	Weekdays	8 am – 5 pm
	Cost for Transportation vs. Amount of time worked (does working a short shift pay for the transportation cost to get there)		
<b>Education</b>			
Child and Family Services	Temporary youth housing => keeping youth in home school district	Weekdays	7 am- 5 pm
BHK Even Start	GED instruction for consumers	Weekdays	7 am- 5 pm
General	Transportation to College Campus <ul style="list-style-type: none"> <li>• Finlandia University</li> <li>• Gogebic Community College (Ironwood/Hancock/MTU)</li> <li>• Keweenaw Bay Ojibwa Community College</li> <li>• Michigan Tech</li> </ul>	Weekdays Weekends	7 am-9 pm Saturdays
Shelter homes	Transporting displaced youth (shelter consumers) to home school districts	Weekdays	7 am- 5 pm

*What are you (your consumer's) specific transportation needs: Where do you need to go? / When? / How often and for what purpose? (continued)*

Errands / General			
Public	Access to: Grocery Store	Any Day	24 / 7
Public	Access to: Post Offices	Weekdays	8 am- 5 pm
Public	Access to: Banks	Weekdays Weekends	8 am- 5 pm 8am – noon
Public	Access to: Recreation	Weekdays Weekends	7 am - 10pm
Elderly	Need transit more in the winter months than summer month (City of Hancock)	Any day	8 am- 8 pm
Elderly	Use transit for access to social events	Any day	8 am- 10 pm
CCCMH – Consumers	Use transit for access to social events	Any day	8 am- 10 pm

What are the transportation barriers do you (your consumer's) face?  
Physical / Cost / Location / Advance notice / Time / Weather / Information?

**Time:**

- Services availability (needs for expanded hours)
- Transit takes longer than private vehicle (inconvenient)
- Using transit has scheduling limitations (appointments from 8-5)

**Location:**

- People living in outlying areas, which have less population generally have no service available
- Other than the City of Houghton's downtown route – there are not centralized places to get a cab/bus (must call for a pick up)

**Education:** Lack of knowledge of current services and the populations they serve

**Money:**

- Services are subsidized by the government
- Could lose services with funding cuts
- Not sustainably funded

**Products/ Service:**

- Parents traveling with children and infants / availability of child restraints and car seat
- Taxis not accessible for persons with disabilities
- On-demand services difficult to schedule / plan and use for appointments when a bus is not available

**Weather:**

- Getting to transit stops safely (winter / elderly)
- Buses operating on schedule (winter / storms)
- Increased operating costs in the winter

What are some other problems that you see with the current system? What is being done well?

Challenges	Doing Well
Increase operating costs for providing the services	Our area has public transportation
Changes / offering additional services will continue to increase the costs	Our area has multiple cab services with reasonable prices
Hours of services = are directed by the type of funding (subsidy) providing that service	People are using the services
Is it possible to expand services ? / how ?	
Money – there isn't enough	

What are some possible solutions to the problems you've described or additional services?

- Trains / light rail in existing rail Right-of-Way: *there is a plan that was conducted in 2005*
- Passenger Shelters: Bus stops, taxi stands

**Expanding Rural Service – Developing a rural route(s). These routes could be daily or weekly.**

1. Summer Keweenaw Route – Daily service to Keweenaw County to assist both seasonal employment and tourists (Houghton/Hancock, Lake Linden/Hubbell, Calumet/Laurium, Kearsarge, Copper City, Mohawk, Eagle River, Eagle Harbor, Copper Harbor, Keweenaw Mountain Lodge and return)
2. Northern Houghton County – Daily or weekly services to connect rural populations to the small urban areas.
  - a. Daily Route should include connections from Houghton/Hancock, Lake Linden/Hubbell, Calumet/Laurium
  - b. Discussed weekly routes going to rural areas; allowing elderly, disabled and low income individuals the opportunities to get to a population center for medical appointments, errands (bank, grocery shopping etc.)
3. Southern Houghton County / Baraga County – Daily or weekly services to connect Rural Population to Houghton/Hancock area from:
  - a. Routes should include connection from Trimountain, South Range, Chassell Painesdale, Baraga/L'Anse
  - b. Discussed weekly routes going to rural areas; allowing elderly, disabled and low income individuals the opportunities to get to a population center for medical appointments, errands (bank, grocery shopping, etc.)

**Area/location that expanded services should stop:**

*Hospitals / Medical Services:*

- Aspirus Keweenaw
- Baraga County Memorial Hospital
- Portage Health Systems
- Aspirus Medical Arts
- Copper Country Mental Health Services (Houghton)
- Copper Country Medical Health Services (Calumet)
- Lake Linden

*Downtown / Core Communities*

- Village of Calumet
- Village of Laurium
- Village of Lake Linden
- Dollar Bay
- Hubbell
- Tamarack City
- City of Houghton
- City of Hancock
- Village of South Range
- Chassell
- Village of Baraga
- Village of L'Anse
- Mohawk

*Major Employers*

- Michigan Tech
- Finlandia University
- Jutila Center
- Portage Health System
- Aspirus Keweenaw
- Baraga County Memorial Hospital
- Wal-Mart

*Shopping area / Grocery Stores*

- Mine Street Station (Pats Foods / Pamida)
- Wal-Mart
- Econo Foods / Shopko
- Pats Foods Hancock
- Pats Food Calumet
- Copper Country Mall
- Strip malls (Redridge Plaza etc)

*Senior Citizen Housing / Apartments*

- Calumet Housing Commission
- Laurium Housing Commission
- Keweenaw County Housing Commission(south of Mohawk)
- Maple Lane Apartments
- Center line Apartments
- Lake Linden Housing Commission
- Hancock Housing Commission
- Hancock Apartments
- Houghton Housing Commission
- Douglass House
- Forest Park Apartments
- Creamery Court
- Baraga Housing Commission
- White Oaks Apartments
- KBIC Tribal Housing

*Secondary Educational Institutions*

- Michigan Technological University
- Finlandia University
- Gogebic Community College
- Local Campus Locations :  
(Houghton, Hancock, Chassell, Baraga, Calumet, L'Anse, Lake Linden, Mohawk, Camp Ojibwa)
- Keweenaw Bay Indian Community College

*Transportation Connection points - services have stops that connect to other systems; stops overlap to encourage connectivity*

- Indian Trails that connect to City of Houghton, City of Hancock, Baragaland, CAA
- Baragaland connect to City of Houghton, City of Hancock, CAA
- Stops at airport
- *Service to underserved / low-income areas*
  - South Range / Painesdale
  - Pelkie
  - Mohawk / Allouez
  - Zeba / Skanee

*Discussed how areas with higher rents (Houghton/Hancock) also have the public transit systems / conversely the area with larger low income populations don't have transit systems.*

**Other wish list item:**

- ADA / Universally designed shelters and buses
- Child seats / Child restraints
- Bike racks on transportation
- Commuter/Car Pool lot in Keweenaw County
- Free Transit to support tourism

## **Appendix E: Survey Notification**

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## Baraga, Houghton, and Keweenaw Counties Transit Survey



Good public transportation services can contribute to economic development and a better quality of life for all citizens.

Western Upper Peninsula Planning and Development Region (WUPPDR), in conjunction with the Michigan Department of Transportation, is conducting a Coordinated Human Services Public Transit Plan and Accessibility Study for Baraga, Houghton and Keweenaw Counties.



The public is being invited to share their opinions and improvements to make the new system more attractive to more people and more successful over the long term.

The survey can be found at [www.wuppdr.org](http://www.wuppdr.org) and will be available until 12/31/2010.



### More Information:

Jim LaMuth

Western Upper Peninsula Planning  
and Development Region

906 482-7205, ext. 312

[jlamuth@wuppdr.org](mailto:jlamuth@wuppdr.org)

*This project is being conducted by WUPPDR and is possible with funding from the Michigan Department of Transportation – Bureau of Passenger Transportation.*



## **Appendix E.1: Press Release**

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## PRESS RELEASE

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Western Upper Peninsula Planning and Development Region  
P.O. Box 365  
Houghton, MI 49931  
906-482-7205  
info@wuppdr.org

Release Date: November 22, 2010

### Baraga, Houghton, Keweenaw Counties Transit Survey

Good public transportation services can contribute to economic development and a better quality of life for all citizens. Western Upper Peninsula Planning and Development Region (WUPPDR), in conjunction with the Michigan Department of Transportation, is conducting a Coordinated Human Services Public Transit Plan and Accessibility Study for Baraga, Houghton and Keweenaw Counties. The public is being invited to share their opinions and improvements to make the new system more attractive to more people and more successful over the long term.

An online survey is available at [www.wuppdr.org](http://www.wuppdr.org); Paper surveys will be distributed upon request and are available at the WUPPDR Office located 393 E Lakeshore Drive, Houghton.

Thank you to everyone for assisting us in our survey.

For more information, contact: WUPPDR Planner Jim LaMuth at 482-7205, ext. 312

## **Appendix E.2: Daily Mining Gazette Article**

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# Input wanted on transportation survey

December 2, 2010

By GARRETT NEESE, DMG Writer

Save |



HOUGHTON - A new transportation survey is part of a study looking at how people use the Copper Country's public transportation and ways to improve it.

The 19-question survey went online at [wupcdr.org](http://wupcdr.org) two-and-a-half weeks ago and will be available until Dec. 31.

In 2009, Vocational Strategies, Inc. put an application together for a public transit plan and accessibility study. Once the project was awarded, the Michigan Department of Transportation asked the Western Upper Peninsula Planning and Development Region to do the study.

"They wanted to look at the services that we are providing in the area, and if there is a way we could do them more cost-effectively and efficiently, and maybe expand them," said Jim LaMuth of WUPPDR.

In 2005, when Congress re-enacted its surplus transportation bill, it added a requirement that projects selected for funding should have a coordinated transit plan looking at things such as the needs of the elderly and second-shift or third-shift employees.

The survey includes questions about what forms of transportation people use, what uses they might have for public transportation and what changes might convince people to use public transportation. LaMuth said they looked at other surveys to see which ones got high response rates and picked questions that had the most relevance to the area. After beta testing a few weeks ago, they used the feedback to tweak the questions further.

So far, LaMuth said, 100 people have accessed the survey, 50 of whom have completed it.

In addition to the survey, LaMuth said they set up a meeting in September with transit providers and groups such as Child and Family Services to discuss local public transportation's strengths and weaknesses. LaMuth also talked to colleagues in other regional planning organizations to see how they've implemented similar plans.

After the survey, they will look at the results and start hosting stakeholder meetings. People can leave their e-mail with the survey to be notified of the dates.

"It'll be like 'How do you feel this would work?', 'What are the challenges?', 'What are the opportunities?'" LaMuth said.

LaMuth said he hopes to have a final plan put together some time in fall 2011.

The survey can be found at [wupcdr.org](http://wupcdr.org).

Garrett Neese can be reached at [gneese@mininggazette.com](mailto:gneese@mininggazette.com).

## **Appendix F: User Survey**

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# Baraga, Houghton and Keweenaw Counties Public Transportation Service's User Survey

Good public transportation services can contribute to economic development and a better quality of life for all citizens. Western Upper Peninsula Planning and Development Region in conjunction with the Michigan Department of Transportation, is conducting a Coordinated Human Services Public Transit Plan and Accessibility Study for Baraga, Houghton and Keweenaw Counties. You are invited to share your opinions on improvements to make the new system more attractive to more people and more successful over the long term.

Please take a few minutes to give us your input and complete this survey.

## 1) Do you own or rent your home?

- Own
- Rent
- Other (Please Specify: \_\_\_\_\_)

## 2) Number of persons in your household by ages:

- | Age                         | #     |
|-----------------------------|-------|
| <input type="radio"/> 0-5   | _____ |
| <input type="radio"/> 6-12  | _____ |
| <input type="radio"/> 13-19 | _____ |
| <input type="radio"/> 20-39 | _____ |
| <input type="radio"/> 40-65 | _____ |
| <input type="radio"/> 66+   | _____ |

## 3) What is your household annual income?

- Less than \$ 9,999
- \$10,000 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- greater than \$100,000
- prefer not to answer

## 4) Do you have a reliable form of transportation?

- Yes
- No

## 5) How many registered and insured motor vehicles does your household own?

- 0 – Do not own a car or truck
- 1
- 2
- 3
- 4
- 5 or more

**Baraga, Houghton and Keweenaw Counties  
Public Transportation Service's User Survey**

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**6) What community do you live in (please choose only one)?**

<ul style="list-style-type: none"> <li><input type="radio"/> Copper Harbor</li> <li><input type="radio"/> Eagle Harbor</li> <li><input type="radio"/> Eagle River</li> <li><input type="radio"/> Gay</li> <li><input type="radio"/> Mohawk(Fulton)</li> <li><input type="radio"/> Copper City</li> <li><input type="radio"/> Kearsarge</li> <li><input type="radio"/> Allouez / New Allouez</li>   <li><input type="radio"/> Rural Keweenaw County - Please Specify _____</li> </ul>	<ul style="list-style-type: none"> <li><input type="radio"/> Calumet (within Village Limits)</li> <li><input type="radio"/> Calumet Other (Tamarack Location, Blue Jacket, Red Jacket, Centennial Heights, etc.)</li> <li><input type="radio"/> Laurium (within Village Limits)</li> <li><input type="radio"/> Laurium Other (Florida Location)</li> <li><input type="radio"/> Lake Linden (within Village Limits)</li> <li><input type="radio"/> Hubbell</li> <li><input type="radio"/> Tamarack City</li> <li><input type="radio"/> Mason</li> <li><input type="radio"/> Dollar Bay</li> <li><input type="radio"/> Hancock (within City Limits)</li> <li><input type="radio"/> Hancock (other)</li> <li><input type="radio"/> Houghton (within City Limits)</li> <li><input type="radio"/> Houghton (Other)</li> <li><input type="radio"/> Daniel Heights / Michigan Tech Campus</li> <li><input type="radio"/> Hurontown</li> <li><input type="radio"/> Dodgeville</li> <li><input type="radio"/> Paavola</li> <li><input type="radio"/> Chassell</li> <li><input type="radio"/> Pelkie</li> <li><input type="radio"/> South Range</li> <li><input type="radio"/> Painsedale / Atlantic Mine</li> <li><input type="radio"/> Twin Lakes</li>   <li><input type="radio"/> Rural Houghton County - Please Specify _____</li> </ul>	<ul style="list-style-type: none"> <li><input type="radio"/> Baraga (within Village Limits)</li> <li><input type="radio"/> Baraga(other)</li> <li><input type="radio"/> Keweenaw Bay Indian Community / Tribal Lands</li> <li><input type="radio"/> L'Anse(within Village Limits)</li> <li><input type="radio"/> L'Anse (other)</li> <li><input type="radio"/> Skanee</li> <li><input type="radio"/> Zeba</li> <li><input type="radio"/> Covington</li> <li><input type="radio"/> Arvon</li>   <li><input type="radio"/> Rural Baraga County-Please Specify_____</li> </ul>
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## Baraga, Houghton and Keweenaw Counties Public Transportation Service’s User Survey

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7) Where is your daily work place or school, or other areas you travel to frequently (3 or more times a week) ? Check all that apply

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li><input type="radio"/> Work (please specify:_____)</li> <li><input type="radio"/> School (please specify:_____)</li> <li><input type="radio"/> Downtown Houghton</li> <li><input type="radio"/> Downtown Hancock</li> <li><input type="radio"/> Downtown Calumet</li> <li><input type="radio"/> Downtown Lake Linden</li> <li><input type="radio"/> Downtown Baraga</li> <li><input type="radio"/> Downtown L’Anse</li> <li><input type="radio"/> Portage Health</li> <li><input type="radio"/> Aspirus Keweenaw</li> <li><input type="radio"/> Baraga County Medical Center</li> <li><input type="radio"/> Mine Street Station – Calumet (Pamida / Pat’s Foods and Strip Mall)</li> </ul> | <ul style="list-style-type: none"> <li><input type="radio"/> US-41 L’Anse Business Corridor (Pamida / Hilltop Restaurant / etc.)</li> <li><input type="radio"/> Quincy Street Plaza – (Hancock Pat’s Food and Strip Mall)</li> <li><input type="radio"/> Copper Country Mall</li> <li><input type="radio"/> Wal-mart / Econo Foods / Shopko / Strip Mall Shopping area (Houghton)</li> <li><input type="radio"/> Jutila Center</li> <li><input type="radio"/> Michigan Tech University</li> <li><input type="radio"/> Finlandia University</li> <li><input type="radio"/> Other -please specify locations :<br/>_____<br/>_____<br/>_____</li> </ul> |
|--|--|

8) Have you ever used the public transportation systems in Baraga, Houghton and Keweenaw Counties?

- Yes
- No

9) Do you currently use transportation services other than a personally owned vehicle?

- If No – Skip to the question # 11?*
- If Yes - what services please check all that apply :*

*Transit*

- City of Houghton “Downtown Route”
- City of Houghton on demand service
- City of Hancock on demand service
  
- Community Action Agency: Fixed route (Mohawk to Houghton)
- Community Action Agency: On demand service (Northern Houghton County)
- Community Action Agency: on demand service (Houghton, Chassell, Painsedale)
  
- Baragaland Senior Citizen’s Bus (Local – L’Anse and Baraga)
- Baragaland Senior Citizen’s Bus (Extended –Houghton)
- Baragaland Senior Citizen’s Bus (Extended – Marquette)
- Baragaland Senior Citizen’s Bus (Extended – Iron Mountain)

*Question continues on next page*

## Baraga, Houghton and Keweenaw Counties Public Transportation Service's User Survey

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- Non-profit Special Agency Transit - please specify agency(ies):

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### *Bus*

- Indian Trails

### *Taxi*

- Taxi Service – Neil's Taxi
- Taxi Service – Gregg's Taxi
- Taxi Service – LL Lynx
- Other- please specify:

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### **10) If you are currently using the above transportation services, what is the main reason for your trip? (prioritize top three)**

- Medical (doctor's appointment, pharmacy, etc.)
- Errands (grocery shopping, shopping, bank, paying bills)
- Work
- School (GED, Secondary, or High School)
- Social activities
- Service (Departments of Human Services, Community Action Agency, Michigan Works, etc.)
- To attend religious services
- Other - please specify: \_\_\_\_\_

### **11) If you drive yourself, what is the maximum dollar amount per gallon of gasoline you would be willing to spend before considering using public transportation?**

- Not applicable – do not have a car or truck
- \$3.00
- \$4.00
- \$5.00
- \$6.00
- Other:

### **12) Have you ever used public transportation in other areas outside of Baraga, Houghton and Keweenaw Counties?**

- Yes -specify where \_\_\_\_\_
- No

## Baraga, Houghton and Keweenaw Counties Public Transportation Service's User Survey

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**13) Below is a list of potential changes to the transportation system or potential future challenges in owning a vehicle. Please mark all of the changes that would cause you or your family to consider using public transportation in Baraga, Houghton and Keweenaw Counties?**

*(Choose your top three)*

### *Transportation Routes*

- More frequent routes from existing transit providers (e.g. every 30 minutes)
- Extended bus service (additional stops/communities)

### *Enhanced Services*

- Well-marked bus stops and taxi stands
- Onboard options for using computer, video games, Wi-Fi or watching TV news
- Coordinated scheduling and payment system (between providers)
- Central dispatching for all services
- Bike racks on buses

### *Car Pooling*

- Carpool / Vanpool programs
- Additional park and ride lots (carpool lots)
- Carpooling Internet application

### *Increased Personal Vehicle Costs*

- Higher costs for gas, insurance, registration and parking fees

*Other Changes:* \_\_\_\_\_

**14) If an improved regional transportation system ran a route from your workplace to a stop near your residence, would you ride a bus or a vanpool to and from work instead of driving your car?**

- Yes (please specify street name and city, for example: North School Street, Laurium)
- Possibly
- No

**15) Please check ALL needs that you would consider for public transportation in Baraga, Houghton and Keweenaw Counties.**

- Main means of transportation
- Commute to work
- Medical need purposes(e.g. hospital, doctor or pharmacy trips)
- Education( e.g. college or high school attendance)
- Events
- Personal choice purposes(e.g. shopping, recreation, special events, etc.)
- Other : \_\_\_\_\_

**Baraga, Houghton and Keweenaw Counties  
Public Transportation Service's User Survey**

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**16) Federal law allows employees to deduct a pre-tax allowance of \$110.00 per month for transit services. If your employer allowed you to purchase a transit card as a pre-tax benefit, would you be more apt to use the service?**

- Yes
- No

**17) If you were using public transportation, which would you prefer as a means of payment?**

- Swipe and Ride* card (unlimited rides purchased with payroll deduction or debit card)
- Pre-purchased token or tickets
- Cash payment for each ride
- Other: \_\_\_\_\_

**18) How important is it for Baraga, Houghton and Keweenaw Counties to have a have a good mass transit system?**

- Very Important
- Somewhat important
- Not important

**19) Would you like to share your email address with us? (we may contact you for further information request your participation in a stakeholder meeting or interview)\_\_\_\_\_**

**20) Other Comments:**

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**Please return completed survey by 12/31/2010 to:**

WUPPDR  
PO BOX 365  
Houghton MI 49931

**More information:**

Jim LaMuth  
906 482-7205, ext. 312  
[jlamuth@wuppdr.org](mailto:jlamuth@wuppdr.org)

## **Appendix G: User Survey Analysis Winter / Spring Report**

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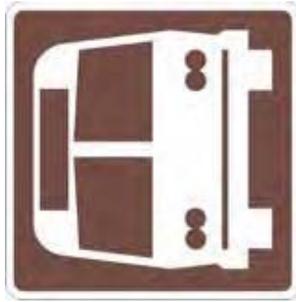


# Coordinated Human-Services Public Transit Plan and Accessibility Study: Baraga, Houghton and Keweenaw Counties



## TRANSIT SURVEY ANALYSIS

Winter 2010 / Spring 2011



*This project is being conducted by Western Upper Peninsula Planning and Development Region with funding from the Michigan Department of Transportation – Bureau of Passenger Transportation*



This document is the analysis of a 22 question survey investigating public and private transit services including, community perception of services, usage, and proposed solutions for Baraga, Houghton and Keweenaw Counties transit systems in Michigan's Upper Peninsula. Data from the survey will support the community needs assessment for a regional coordinated transit services study and accessibility plan covering Baraga, Houghton, and Keweenaw Counties, see Map 1: Study Area and Location. Western Upper Peninsula Planning and Development Region is conducting this study with funding through the Michigan Department of Transportation – Bureau of Passenger Transportation.



Map 1: Study Area and Location

The survey was available on-line from Survey Gizmo® at [www.wupppdr.org](http://www.wupppdr.org) from November 12, 2010 to December 31, 2010 and from March 23, 2011 to April 20, 2011; paper copies were also made available through a number of community partners and all transit providers.

This document analyzes the survey responses by addressing the following thematic questions:

- Who responded to the survey?
- Where do respondents live?
- Where are respondents going?
- How familiar are respondents with public transit systems?
- What structural changes will increase respondents' usage of the regional transit system?
- Do respondents support a regional transit system and proposed enhancements?
- Other Comments

These thematic questions appear as section headings in blue; actual questions from the survey will appear in gray in each corresponding section. Graphs, tables and charts will be used to offer visual interpretation for survey questions, when appropriate. Respondents' comments from the survey appear as quotes throughout this document.

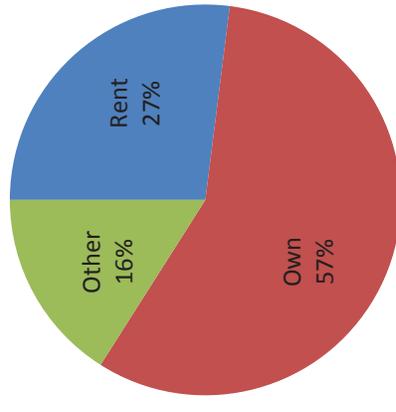
### **Who responded to the survey?**

The first set of questions in the survey allows participants to share personal data of their household make up, income, home and vehicle ownership.

#### **Do you own or rent your home?**

Approximately 57% of respondents *Own* their home, 27% *Rent*, and 16% identify as *Other* (living with family, friends, receiving shelter services, living in group homes, etc.). See Figure 1: Respondents Living Situation.

Figure 1: Respondents Living Situation



**What is your household annual income?**

This question asks participants to identify their household earnings. The average respondent reports household income from \$50,000-\$74,999. However, 51% of households make less than \$50,000 while only 27% make more than \$50,000. 22% of respondents chose not to share their household earnings. See Table 1: Respondent's Annual Income.

Earnings	Count (#)	Percent
Less than \$9,999	28	12%
\$10,000 - \$24,999	45	20%
\$25,000 - \$49,999	43	19%
\$50,000 - \$74,999	29	12%
\$75,000 - \$99,999	17	7%
Greater than \$100,000	19	8%
Prefer not to answer	51	22%

**Number of persons in your household by ages:**

This question asks participants to share the makeup of their household by identifying the number of household members in each of the following age groups; 0-5, 6-12, 13-19, 20-39, 40-65, and 66+. 234 responses to this question accounted for 507 individuals. The respondent average household size is 2.1 people. Table 2: Respondents' Household Makeup lists all household members identified by respondents and categorizes them by age group.

Age	Count (#)	Percent
0-5	59	11%
6-12	57	11%
13-19	118	23%
20-39	112	23%
40-65	146	28%
66 +	15	3%

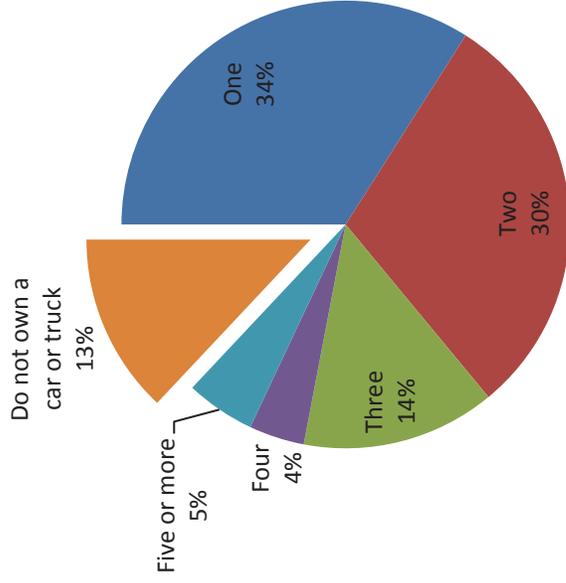
Analyzing this question revealed the following:

- 45% (105) of the households have household members 19 years of age or younger (Families).
- 21% (49) of households have individuals in only the 20-39 age bracket. 42% (21) of this group identify that they frequent the universities (Michigan Tech (17) / Finlandia (4)). Additionally, 48% (24) of the 20-39 age bracket have household incomes greater than \$25,000.
- 7% (17) of the households with members over the ages of 66 live alone or with other members over the age of 66.
- The remaining 27% of households are made of a mix of age groups.

**Do you have a reliable form of transportation?**

79% of respondents identify having a reliable form of transportation, 21 % do not.

Figure 2: Number of Vehicles per Household



**How many registered and insured motor vehicles does your household own?**

The average household owns 2 vehicles. 13% of respondents do not own a vehicle and 34% owning one vehicle. The remaining 53% of the households responding to this survey own 2-5 registered and insured vehicles. See Figure 2: Number of Vehicles per Household.

**Average Respondent:**

The average survey respondent owns their home and makes more than \$50,000. However, a greater percentage of respondents are reporting incomes of less than \$50,000 (44%). The average respondent lives in a household with 2.1 people and has 2 vehicles.

“ For me personally public transportation is very important since I do not own a car and some of the places I need to go are far away...  
Taxis are expensive...”

## Where do respondents live?

### What community do you live in?

This question asks respondents to choose what community they live in. Respondents could choose from a number of predetermined locations or name their own location. When geographically appropriate, this analysis grouped responses into sister communities, for example the Cities of Houghton and Hancock. Figure 3: Respondents' Communities show where respondents live in the three county area.

- 34% of respondents live in the **Houghton/Hancock** area (Hancock: City Limits (13%), Houghton: City Limits (10%), Houghton: Other (8%), and Hancock: Other (5%));
- 25% of respondents live in the **L'Anse/Baraga** area (Baraga: Village Limits (10%), L'Anse: Village Limits (6%), Baraga: Other (4%), Keweenaw Bay Indian Community (3%) and L'Anse: Other (2%));
- 10% of respondents live in the **Calumet/Laurium** area (Calumet: Village Limits (3%), Calumet: Other (3%), Laurium: Village Limits (4%), and Laurium: Other (>1%));
- 5% of respondents live in the **Lake Linden/Hubbell** area. (Lake Linden (3%), Hubbell (2%));
- 3% of respondents live in **Dollar Bay**;
- 3% of respondents live in **Painesdale/South Range**;
- 3% of respondents live in **Chassell**;
- 3% of respondents live in **Atlantic Mine**;
- 3% of respondents live in **Zebea**, and

The remaining 4% of respondents live in the following communities:

- Ahmeek
- Allouez/New Allouez
- Mason
- Mohawk/Fulton
- Pelkie
- Elo
- Stanton Township
- Oskar Bay
- Schoolcraft Township

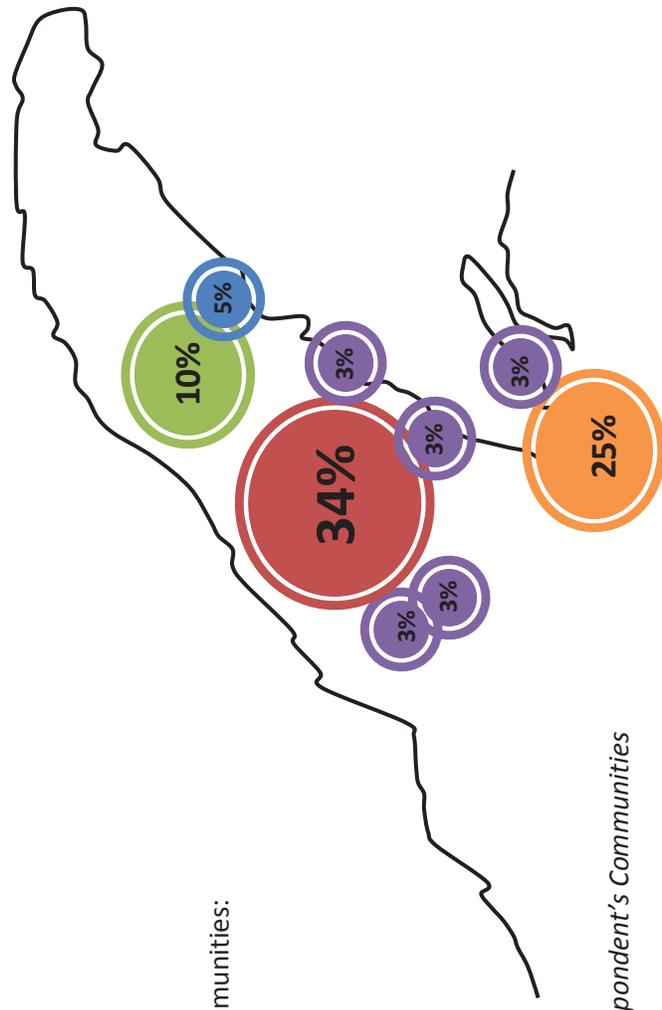


Figure 3: Respondents' Communities

### Where are respondents going?

Where is your daily work place or school, or other area you travel to (3 or more times a week)?

This question asks respondents to identify locations they travel to three or more times a week. Respondents can choose from 15 predetermined locations, add up to four additional open ended locations, and give locations for both work and school. Respondents chose as many locations as they felt fit to their lifestyles. The 219 respondents selected 626 locations that they travel to three or more times a week. Location responses are shown as percentages (the number times a respondent selected a location.) For example, 70 of 219 respondents state that they travel to Downtown Houghton three times a week; which is 32% of all respondents. However, as respondents can make multiple choices the total response percentage is greater than 100%. The complete set of results are presented in Table 3: Locations Respondents are Traveling to 3 or More Times a Week.

When appropriate, this question's results lumped together overlapping open-ended and fixed responses, for example a respondent stated that they go to the Mine Shaft for work, this response was then counted as a response for people traveling to the M-26 Shopping Area.

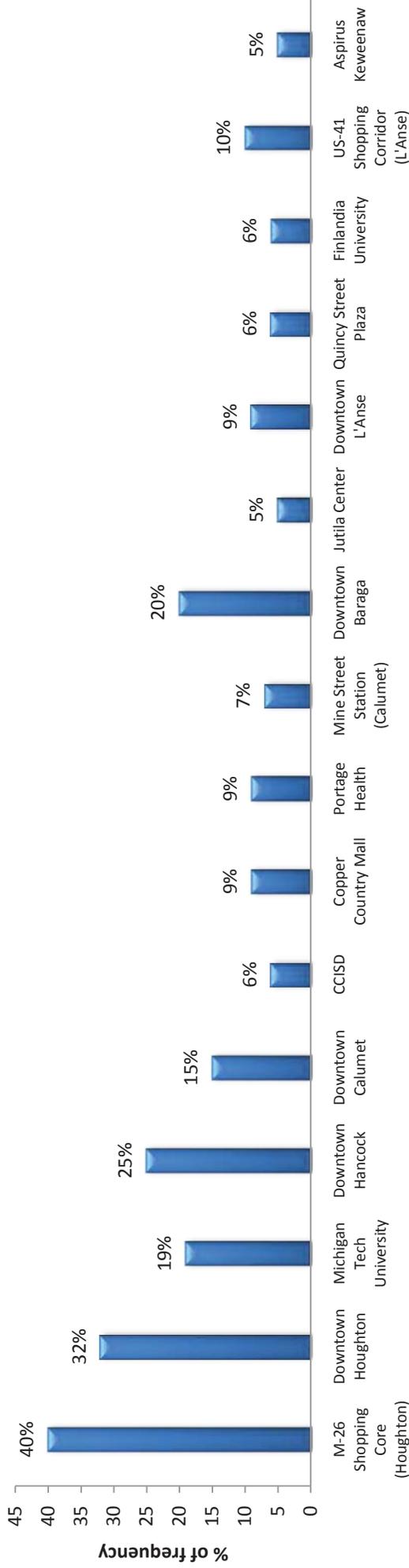


Table 3: Locations Respondents are Traveling to 3 or More Times a Week

## How familiar are they with public transit systems?

This set of questions investigates respondents overall familiarity and past experiences with transit systems and their knowledge of transit resources that serve Houghton, Keweenaw and Baraga Counties. This section also inquires why users are accessing regional services.

### Have you ever used public transportation in other areas outside of Baraga, Houghton and Keweenaw Counties?

This question asks respondents of their past experiences with public transportation. 49% of respondents identify accessing transit systems in other areas, 51% have not.

Respondents identify using transit systems in all the metro systems in the United States of America, including: New York City, Chicago, Washington DC, Seattle, Detroit, Minneapolis, and Milwaukee. A number of respondents also indicate using smaller systems in rural areas, such as Fond du Lac, Eau Claire, Duluth, Alger County, and Marq-Tran in Marquette County, Michigan.

### Have you ever used the public transportation systems in Baraga, Houghton and Keweenaw Counties?

This question asks respondents of their past experiences with regional transit services in Baraga, Houghton and Keweenaw Counties. 35% of respondents identify accessing regional transit providers, 65% have not.

### Do you currently use transportation services, other than a personal owned vehicle?

This question allows respondents to select as many of the regional transit providers and services that they currently use. The *Nonprofit* and *Other* responses are open ended allowing individual to identify any additional service they are accessing. 27% of people responding to this question use *Neil's Taxi*, 24% the *City of Houghton On-Demand services*, 24% the *City of Houghton On-Demand services*, and 14% the *City of Houghton Downtowner Route*.

One respondent selected *Nonprofit Agencies* and stated they use the Oak House van. *Other* transit services being utilized by survey respondents are CC Limo Services, walking and friends. See Table 4: Percentage of Respondents Using Regional Transit Services.

“Although public transportation does not work for my family, I feel it is crucial for many members of our community. I have not investigated it as a feasible means for transportation for my family.”

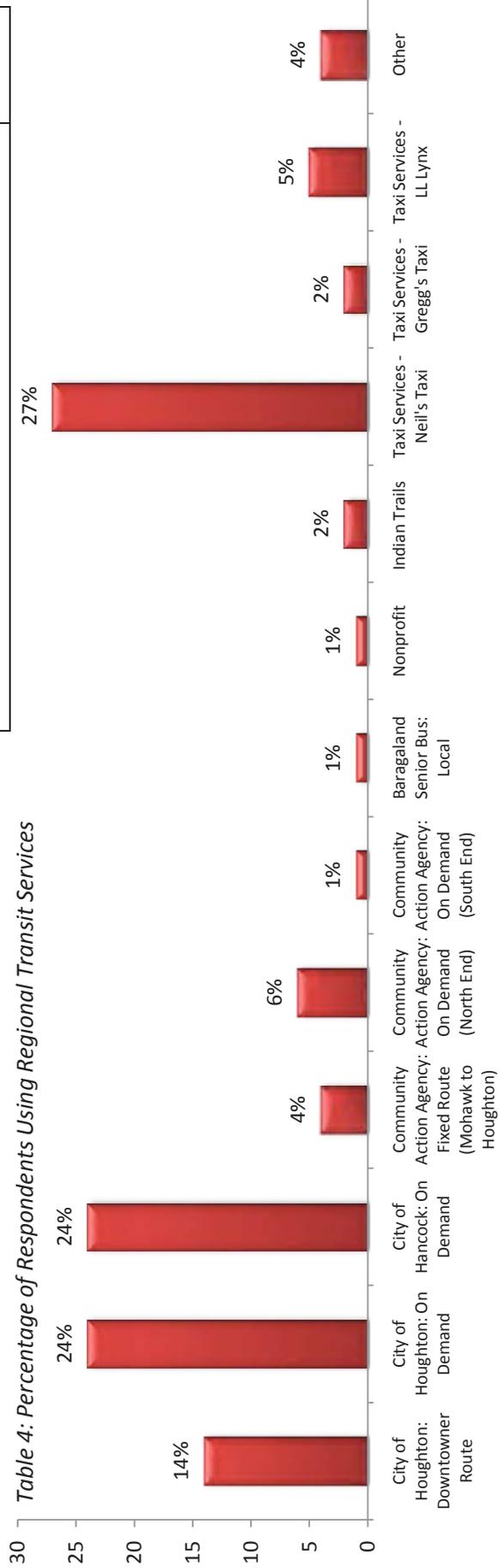
If you are currently using the above transportation services, what is the main reason for your trip?

This question asks respondents to rank the top three purposes they access regional transit services. See Figure 4: Ranked Purposes for Using Regional Transit Services. This question's response for *Other* did not require respondents to identify the purpose of those trips.

**Figure 4: Ranked Purposes for Using Regional Transit Services**

Purpose	Rank
Errands (grocery shopping, shopping, bank, paying bills)	1
Medical (doctor's appointments, pharmacy, etc.)	2
Social Activities	3
School (GED, Secondary or High School)	4
Work	5
Other	6
Services (Departments of Human Services, Community Action Agency, Michigan Works)	7
To attend religious services	8

Table 4: Percentage of Respondents Using Regional Transit Services



## What structural changes will increase respondents usage of the regional transit system?

This set of questions asks respondents to examine why they do not use regional transit services more often and what enhancements in the current services would increase the frequency of their use.

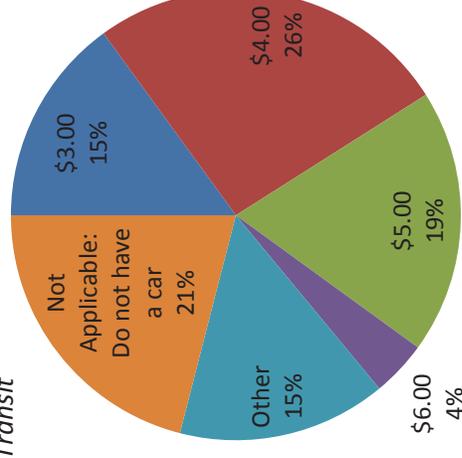
**If you drive yourself, what is the maximum dollar amount per gallon of gasoline you would be willing to spend before considering using public transportation?**

This question asks respondents at what price per gallon will gasoline have to reach before they would consider using public transportation. 64% of all respondents will consider public transportation once gas prices become a certain level (\$3.00 a gallon or greater). When the survey was available gasoline was under \$3.00 a gallon. At the time of this analysis gasoline was over \$3.00; at which time 15% of the respondents are looking at alternative means of transportation. See Figure 5: Price per Gallon When Respondents Will Begin Considering Public Transit.

Respondents who selected Other stated the following:

- (Price is) not a factor
- I would consider transit with any price, if it was convenient
- I need to use my car for sales job
- Walk to work
- Public transit is more expensive than getting gas!
- (Public transit is) not available locally
- (This question is) too speculative
- I don't pay attention to gas prices
- Cost of gas is not the determining factor for me
- We can both walk to work, so price isn't a big concern
- I would rather public transport no matter what gasoline costs
- Would probably ride my bike before using public transportation
- Depends on vehicle and budget

Figure 5: Price per Gallon When Respondents Will Begin Considering Public Transit



Below is a list of potential changes to the transportation system or potential future challenges in owning a vehicle. Please mark and rank all of the change that would cause you or your family to consider public transportation in Baraga, Houghton and Keweenaw Counties.

This question asks respondent to rank eleven potential enhancements to the region’s transportation system. These enhancements were generated from the brainstorming session of transit providers and advocates in September 2010. Enhancements fell into one of four themes (Transportation Routes, Carpooling, Increased Personal Vehicle Costs, and Enhanced Services.) In this question respondents identify adjustments to the current operations which allow them to access services more frequently.

Respondents rank *more frequent routes from existing transit providers* as the principal adjustment they would like to see. The next adjustment is an *increase in personal vehicle costs, caused by higher costs for fuel, insurance, registration and parking*. The third most popular adjustment is *extended bus services by adding additional stops in surrounding communities*. See Figure 11: Respondent Ranked Enhancement for Increase Transit Ridership for the complete results for this question.

“...from the North-end (Calumet). I think a regular service 2 or 3 times a week would be good.”

Table 5: Respondent Ranked Enhancements for Increased Transit Ridership		
Enhancement	Themes	Rank
More frequent routes from existing transit providers (e.g. every 30 minutes)	Transportation Routes	1
Higher costs for gas, insurance registration and parking fees.	Increased Personal Vehicle Costs	2
Extended bus services (additional stops/communities)	Transportation Routes	3
Well-marked bus stops and taxi stands	Enhanced Services	4
Coordinated scheduling and payments system (between providers)	Enhanced Services	5
Central dispatching for all services	Enhanced Services	6
Carpool/Vanpool programs	Carpooling	7
Bike racks on buses	Enhanced Services	8
Additional Park and Ride lots (carpool lots)	Carpooling	9
Onboard options for using computers, video games, Wi-Fi or watching TV / news	Enhanced Services	10
Carpooling internet application	Carpooling	11

**Are there other changes to the transportation network that you would suggest?**

This open ended question allows respondents the opportunity to offer additional suggestions for enhancements and to share comments at this point in the survey. From these responses and comments two types of data emerged.

1. Continued documentation supporting the proposed themes: Transportation Routes, Carpooling, Increased Personal Vehicle Costs, and Enhanced Services. See Table 6: Support for Existing Themes; and
2. New themes to enhance the existing transit services: Fee Schedule, Promotion of Services, Incorporation of Bicycle Facilities and Rail Development. See Table 7: New Themes that Emerged.

Table 6: Support for Existing Themes
<p><b>Transportation Routes: Extended Bus Service (additional stops / communities)</b></p> <ul style="list-style-type: none"> <li>• Cover larger area</li> <li>• More services for colleges</li> <li>• Trips across the bridge from Hancock to Houghton, and back – just a few destinations to keep it simple at first....</li> <li>• A pure university line that stopped at certain places across the university, and extended hours during the weekend from Thursday to Saturday to accommodate people going to downtown bars</li> <li>• The need for public transportation in the CLK area is much needed</li> <li>• Establish in Baraga County</li> <li>• Nothing available in Baraga, help</li> <li>• It would benefit the people in Baraga County to greatly have public transportation within the county and to/from Houghton</li> <li>• Keweenaw loop</li> </ul>
<p><b>Transportation Routes: More frequent routes from existing transit providers (e.g. every 30 minutes)</b></p> <ul style="list-style-type: none"> <li>• Extend hours, early am</li> <li>• Having a bus service at night as bars get out</li> <li>• Weekend service</li> <li>• Actually having a public transportation “system”, rides for tourist destinations, and increased options at night, i.e. late-night rides home after attending bars or parties</li> </ul>
<p><b>Enhanced Services: Central Dispatching</b></p> <ul style="list-style-type: none"> <li>• A combined multipurpose regional system is needed?</li> <li>• Consolidation of Houghton and Hancock systems to ONE</li> <li>• Merge/centralization of service to a county – wide system</li> <li>• Combining Houghton and Hancock Transit</li> <li>• Unify services</li> <li>• Being able to schedule in advance an on-demand bus pickup at the same time and place to a given destination. For example a 11:10 am pick-up at Houghton High going to MTU Monday thru Friday</li> <li>• Between Little Brothers and other agencies –there is a need to coordinate trips to Marquette for the elderly</li> </ul>

<b>Table 7: New Themes that Emerged</b>	
<b>Fee Schedule</b>	<ul style="list-style-type: none"> <li>• Frequent rider discounts</li> <li>• Lower cost – especially for families</li> <li>• Lower fares to coincide with regular scheduled routes (it is possible that I am misinformed about the cost of ridership)...</li> <li>• More subsidies</li> <li>• Low cost bus route</li> <li>• I would like a lower fee. Gogebic County has an awesome transit system running from Wakefield to Ironwood and everywhere in between. It runs back and forth on the hour for a \$1.25.</li> </ul>
<b>Promotion of Services</b>	<ul style="list-style-type: none"> <li>• Much better marketing...</li> <li>• ...I would also suggest increased publicity!</li> </ul>
<b>Incorporation of Bicycle Facilities</b>	<ul style="list-style-type: none"> <li>• Bike Lanes</li> <li>• Distinctive bike lanes and more care for sidewalks</li> <li>• More bike friendly routes</li> <li>• More bicycle paths with easy access to bus stops for hybrid community – for ex., bike part way, bus part way ...</li> </ul>
<b>Rail Development</b>	<ul style="list-style-type: none"> <li>• A rail system would be nice</li> <li>• How about trains...can we look at ever hooking up with Amtrak for major travel?</li> <li>• TRAINS!</li> </ul>

Federal law allows employees to deduct a pre-tax allowance of \$110.00 per month for transit services. If your employer allowed you to purchase transit cards as a pre-tax benefit would you be more apt to use the services.

This question gauged respondents interest in participating in a federal pre-tax allowance for transit services. 67 % of respondents state that they are interested in the benefit, 38% are not.

“Current systems are well run. But a centralized county or region wide system would be more cost effective and be a better utilization of existing and needed resources – both human and capital.”

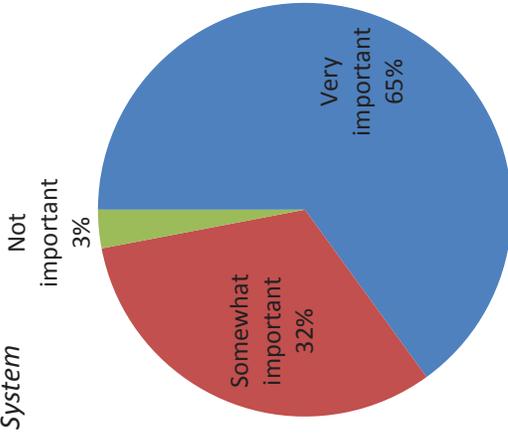
## Do respondents support a regional transit system and proposed enhancements?

This set of questions gauges respondents support for a regional transit system and respondents proposed usage of an enhanced system.

**How important is it for Baraga, Houghton, and Keweenaw Counties to have a good mass transit system?**

A combined 97% of respondents feel that it is important that the tri-county area have a good mass transit system. Only 3% of respondents feel that a regional transit system is not important. See Figure 6: Respondents Support for a Regional Transit System.

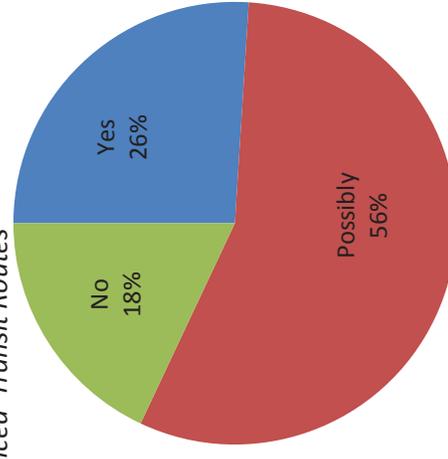
Figure 6: Respondents Support for Regional a Transit System



**If an improved transportation system ran a route from your workplace to a stop near your residence, would you ride a bus or a vanpool to and from work instead of driving your car?**

This question asks respondents to consider use of transit services if they were made easily accessible (i.e. if a transit route ran near their residence.) 26% of respondents identify that they will use transit if routes were more convenient. 56% of respondents will possibly consider the service if it were more convenient. See Figure 7: Respondents Commitment to Enhanced Transit Routes.

Figure 7: Respondents Commitment to Enhanced Transit Routes



This question also allowed respondents to share the location of their home for future planning purposes; however locations will not be shared in this analysis.

Please check all means that you would consider for public transportation in Baraga, Houghton and Keweenaw Counties.

This question asks respondents to choose their preferred method of payment for public transit services. 55% of respondents prefer paying with a prepaid card, "Swipe and Ride" card system. See Figure 8: Respondents Preferred Method of Payment.

Please check ALL needs that you would consider for public transportation in Baraga, Houghton and Keweenaw Counties.

This question asks respondents to identify all types of trips that they will use public transportation for if the services were more accessible to a greater ridership. 65% of respondents will use services for Personal Choice Purposes (shopping, recreation and special events). 52% would like to use the services to Commute to Work. See all results in Figure 9: Preferred Use for Public Transit for all results.

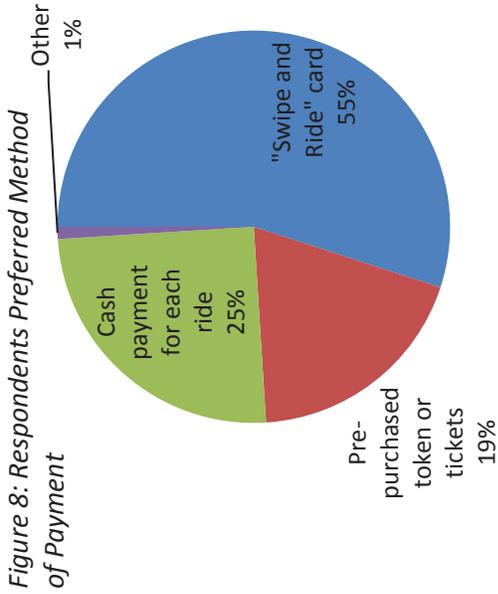
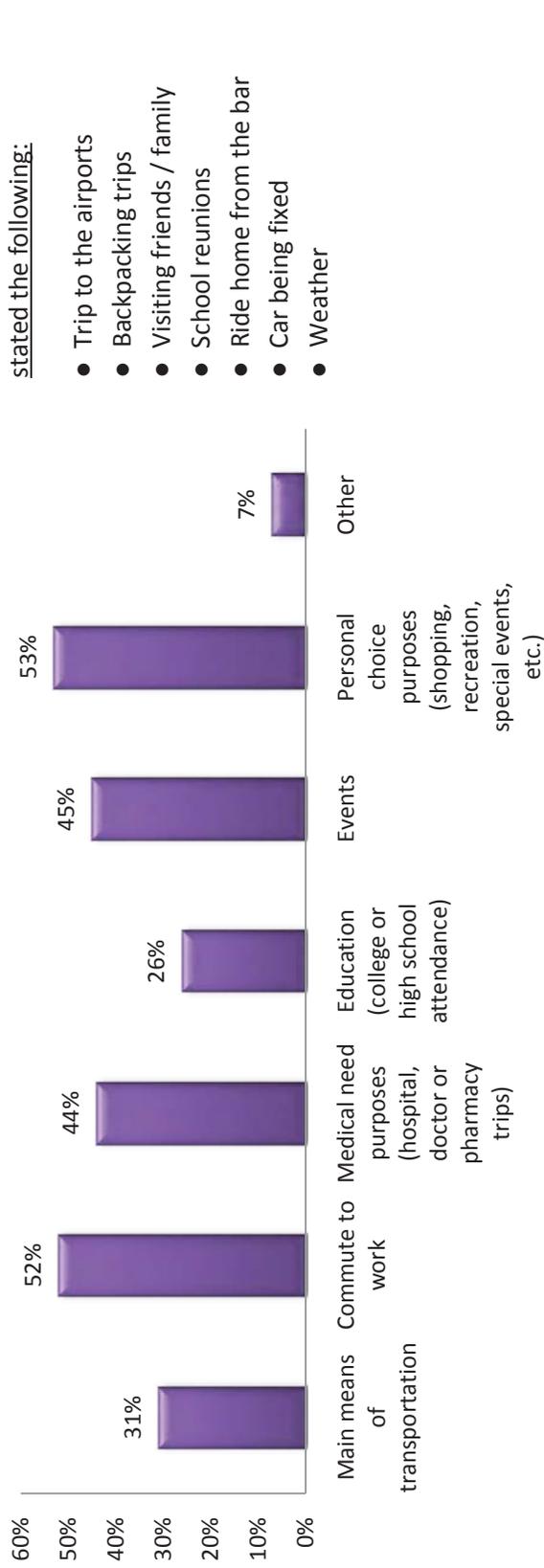


Figure 9: Preferred Use for Public Transit



## Other Comments

Respondents shared open ended comments, thoughts, suggestions and concerns in this part of the survey. Some of the comments have already appeared above in the form of quotes. This section groups comments collected into themes. Not all comments were included in this section. Quotes with spelling and grammatical errors have been corrected for this section. Longer quotes have been edited or split when they address a number of themes or ideas. The consolidated comments are presented in Table 10: Consolidated Comments.

### Other comments, thoughts and suggestions you would like to share.

Table 10: Consolidated Comments

#### Support for Existing Services

- Please keep public transportation in the Copper Country .....please
- I've only used Hancock Transit so far...and think they are doing a great job and they are a great asset to the community
- I think it is very important that there is a public transportation in the area please. There are so many senior citizens that don't have a way to get to the mall, shopping, etc. This would be wonderful for them and others.
- The bus service is very important to all senior citizens and people who do not have cars. Very good services please employees.
- Although I do not use public transportation, I value the benefits for my community. This is an important service for those who cannot afford personal vehicles.
- I really appreciate the bus services...Please don't take the bus away from me.
- For me personally public transportation is very important since I do not own a car and some of the places I need to go are far away-principally the Portage Hospital, Keweenaw Co-op, occasionally Hancock Airport...
- Youth and seniors are in great need of an alternate system of transportation. Mass transit would address their transportation needs.
- I see how very important that transit systems are to several residents here. It would be nice to have some sort (not taxis as they are more expensive) of transportation (buses on the weekend)...
- ...Although I do have my own vehicle, I would definitely consider using public transit from time to time if it were available to me.
- Just because I wouldn't use public transportation on a daily basis doesn't mean that I don't think it's important for others to have access to. I'm fortunate enough that I don't have to rely on public transportation, but many people in the Copper Country are not.
- I think transit transportation is a must in these counties, not all people have a vehicle or can afford the gas to get to their destination.

#### Integration with Bike and Pedestrian Pathways

- I bike as much as possible. Bike lanes and road shoulders would facilitate this.
- Many people would combine bike riding with public transit, if available and if it were coordinated...resident would use a "Help-Me-up-the-Hill" shuttle service...
- In this survey you assume all transportation is by motor vehicle. I commute by bicycle for much of the year as do many others. You should consider that in your survey design and think about how non-motorized transportation fits into the transportation plan.
- I wish you were surveying on many different alternative transportation options (e.g. walking, biking, telecommuting).

**Development of New Services**

- Baraga County had the highest unemployment. We need transportation.
- Regular transit from MTU and FU campuses to Mont Ripley Ski area. Many students walk down the highway to the ski area.
- ...I have no transportation available to me when my husband is at work....we have only one car and I don't drive and I am therefore unable to get around....I have been asking why we never have transportation available in Lake Linden, Calumet and up...
- What about additional routes or route with more stops that ran only a couple times a day, such as before work (7:30-8:30am) at noon and again after work (4-5:30 pm) to accommodate college students and workers? Currently there is a gap in Houghton on-demand service between the day service and the night where if you need a ride between 4:45 and 5:15 pm there is often a long wait. Could this be addressed?...
- Many people in the north end do not have transportation to access employment opportunities, shopping, etc. in Houghton/Hancock.
- As an employee at Baraga County DHS. I see the great need in our area for clients to have an alternative means of transportation re: employment. So many of the clients would benefit by reliable transportation to doctor appointments at PHS...
- ...Also I do not currently leave Mohawk 3 times or more a week as I cannot afford the gas and my old vehicle is often in need of repair. I would travel to Calumet, Houghton, and Hancock more if public transportation were available....
- The hills in Houghton are treacherous especially in winter for disabled and elderly; need service hours later than 5pm, need weekend services...
- ...if there was an expanded fixed route service that went to most major locations in both cities (everywhere from Tech to Econo and the mall and through Hancock to the hospital...)
- ...create a regular fixed route that would go between the hospital, Hancock and Houghton. Perhaps a similar system or stronger ride share system could be put in place for the Hancock airport too.
- The current transit bus service needs to expand and I hope that this will allow for that to happen
- From the north end (Calumet) I think a regular service 2 or 3 times a week would be good...
- The need for public transportation in the CLK area is much needed. My concern is the ease of use for our aging population and the safety and security of these individuals... Also, evening hours offered to the CLK area, would allow adults and kids alike to attend movies, sporting events, etc. to the Houghton-Hancock area without the hassle of finding a ride.
- Adding regular service to the airport would be great.
- I know it's a smaller community, but there has got to be a way to improve the public transit in Houghton-Hancock
- The tribal community in Baraga is desperately in need of public transportation between L'Anse and Baraga
- I work with students who do not have transportation in the evenings to participate in school or other community functions. Parents often do not have transportation to attend school meetings
- There is a strong need for public transportation in Baraga County there are many unemployed people here with no way to get around if there were to be implemented it would benefit the area greatly.
- Transportation for the rural poor is a major issue.

**Additional Products**

- ...Designated bus stops especially downtown would help avoid some confusion that I experienced in drivers not always stopping because they thought no one was waiting for the bus....shelter for the rain and snow.
- ...Advertising the services, I think a lot of people think it is only for old people (senior citizens) that live in the housing units.
- Marketing of a new transportation system is going to be key, to encourage people to use the system.

**Consolidation of Services**

- Current systems are well run. But a centralized county or region wide system would be more cost effective and be better utilization of existing and needed resources - both human and capital.
- At a time when the State of Michigan is under financial stress there is absolutely no reason whatsoever that our single community of Houghton and Hancock needs to have two separate public transportation systems. Consolidate the two systems into one!!
- Why do Hancock and Houghton run different lines? They should be combined to save costs....
- ...I think it would be a good idea to have a regular route to the hospital and better coordination between the Houghton and Hancock's on-demand services. Sometimes when you go to the hospital you call Hancock on-demand and someone else will have called Houghton on-demand or a taxi. It would make more sense for everyone to coordinate all Hancock Portage calls centrally and reduce everyone's costs....
- ...I think there are opportunities for better use of it.
- ...I think the two cities have to work together on a combined system in order to make this work.
- It seems so inefficient on many levels to have two systems serving Hancock/Houghton. Can they merge?...
- Having separate City of Houghton, City of Hancock and senior systems is ridiculous. We need one unifying system to provide services instead of several little systems all trying to do the same things and stepping on one another's toes
- Yea it's a real bummer that there isn't a better transportation system in this area. I'm pretty sure Houghton , Baraga, and Keweenaw Counties have more money for such things than Gogebic County.

**Pricing**

- The demand service just isn't worth the \$10/person round trip if you own a vehicle
- ...buying a monthly, unlimited pass I would really consider it. But right now, it just doesn't meet my needs.
- ...Taxi is expensive...
- I see how very important the transit system is to several residents here. It would be nice to have some sort of system (not taxi's as they are more expensive.)
- ...I am a retired nurse and have been exposed to many patients who have to pay for taxis and it gets expensive.

**Results**

Data from the survey will support the community needs assessment for a regional coordinated transit services study and accessibility plan covering Baraga, Houghton, and Keweenaw Counties. Western Upper Peninsula Planning and Development Region is conducting this study with funding through the Michigan Department of Transportation – Bureau of Passenger Transportation.

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## **Appendix H: Interview Questions**

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## Interview Questions:

What is your personal impression of how the public transit system is working in the region?

Do you think there are needs that are not being met by public transportation in this region?

Have you heard from any of your constituents/colleagues that there are transportation needs that are not being met by the existing transit system?

Do you, family members, or any of your employees, ever use public transit?

Do you have any documentation of those needs, any reports your agency has written, letters from constituents, etc?

What do you think of the Houghton's / Hancock / CAA's and Baragaland service?

Each provides DialRide/on-demand service do you think there are other areas where that might be useful to residents or businesses?

If any major improvements to the transit system were to happen, it would probably require more funding. What issues and concerns would need to be addressed for you to consider supporting development of more funding?

What were expectations when developing this plan / application what are the expectations of the (Houghton County Transit Authority / MDOT)

Who else should we talk to?

What else should we doing?

Other Comments?

## **Appendix I: Post-Draft Public Input**

## Post-Draft Public Input

Following completion of the study draft, it was distributed in print to providers who played a major role in its development. Other stakeholders were notified of the draft's availability online at [www.wuppdr.org](http://www.wuppdr.org). There was a formal written comment period of slightly less than one month in October and November 2011 during which three provider responses were received:

- One provider concurred with findings.
- One provider corrected information on its services, and changes were made accordingly.
- One stakeholder concurred in some respects but requested the implementation timeline be reduced from five years to three; upon WUPPDR staff reconsideration, such change was found not to be viable.

In the process of contacting providers for a related survey, two more corrections to provider services in the plan were received and incorporated. Other changes were made based on staff knowledge.

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After final editing of this draft, one public forum was scheduled as originally intended. This was targeted to both stakeholders and the general public. Primary stakeholders were directly contacted, and a press release (Appendix J) was done for the public. Local governments most likely to be affected by early stages of the study recommendation were also notified directly. One local legislator unable to attend the forum sent extensive written questions and comments regarding the study's structure and content. All were considered by WUPPDR staff and responded to but led to only minor changes in wording.

The forum took place at the Portage Lake District Library Community Room in Houghton on December 15, 2011, from 6:30 to 8:00 pm. It included a presentation of the study from start to finish (Appendix K) followed by a question and comment period. Various print materials, including study drafts, were also available for review. The most notable finding from the event was a level of dissatisfaction with the open-ended nature of the plan in that it lacks a concrete institutional arrangement for implementation. WUPPDR and MDOT staff conveyed a need for bottom-up efforts beginning with providers and local governing bodies to begin implementation of the study recommendation. The need for an entity to maintain effort, including continuing provider meetings to "keep things going," was also recognized.

Other comments received at the forum included the following:

- Although one commenter was favorable toward an opportunity to combine public transit with bicycling for multi-modal trips, the commenter suggested ridesharing may be a more viable option on rural routes. WUPPDR noted the forthcoming transit website will include a carpooling application to help serve this purpose.
- One commenter suggested development of a pro forma budget showing example costs and millage levy for a multi-county transit authority in order to ease future planning efforts; this was accepted as a valid next step to take but will not be directly incorporated into this study.
- More than one commenter discussed funding details and limitations under the current funding mechanisms and as related to a hypothetical transit authority.
- Numerous comments discussed the importance and methods of advertising services to increase awareness and ridership on current and future transit systems.

The list of attendees at the public forum follows:

- Chris Alquist, Portage Lake District Library
- Glenn Anderson, City of Hancock
- Peter Autio, Michigan Department of Human Services
- George Dewey, Michigan Tech Transportation Enterprise
- Melody Doig, transit user
- Paul Lehto, Calumet Township
- Chuck Lindstrom, MDOT
- Jodi Reynolds, City of Houghton Motor Transit
- Keren Tischler, general public
- Curt Webb, Keweenaw Co-Op
- Jerald Wuorenmaa, WUPPDR (presenter)

## **Appendix J: Public Forum Press Release**

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## Western Upper Peninsula Planning & Development Regional Commission

P.O. BOX 365, HOUGHTON, MICHIGAN 49931

906-482-7205 FAX 906-482-9032 ' E-MAIL: [info@wuppdr.org](mailto:info@wuppdr.org)

News Release

FOR IMMEDIATE RELEASE

Media Contact:

Ashley Curtis, Executive Assistant

906.482.7205, ext. 320

[acurtis@wuppdr.org](mailto:acurtis@wuppdr.org)

December 1, 2011

### **Public Forum on Transit in Baraga, Houghton and Keweenaw Counties**

The Western Upper Peninsula Planning and Development Region (WUPPDR) will hold a public forum on December 15, 2011 from 6:30 to 8:00 pm at the Portage Lake District Library Community Room in Houghton which will focus on a transit study completed earlier this year for Baraga, Houghton and Keweenaw counties.

The study's purpose was to enhance coordination and communication among transit providers and address gaps in service. Several different future approaches were explored, with the study recommendation being to develop a three-county transit authority over the course of the next five years.

An overview of the study and draft report will be presented at the forum. A question, answer, and comment period will follow.

The study was funded by the Michigan Department of Transportation and prepared by WUPPDR.

For further information, please contact Jerald Wuorenmaa at 906.482.7205, ext. 319 or [jwuorenmaa@wuppdr.org](mailto:jwuorenmaa@wuppdr.org).

###

## **Appendix K: Public Forum Presentation**

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# Baraga, Houghton, and Keweenaw Counties

Coordinated Human Services and Public Transit Plan



Developed by WUPPDR  
Funded by MDOT



# Presentation Content

- Authority / background
- Current status
- Planning process
- Alternatives
- Recommendations
- Implementation timeline



# Purpose: Federal Criteria

- Assess transportation needs for disadvantaged groups
- Inventory available services
- Identify & address gaps in service
- Identify actions to eliminate/reduce duplication & increase efficiency
- Prioritize implementation strategies

# Who benefits and how?

- Special service groups
  - Elderly / disabled
  - Low-income
  - Suburbs (including evenings & weekends)
  - Rural & small urban areas
- Benefits
  - Employment
  - Community involvement
  - Cost efficiencies for users
  - Economic growth

# History of Transit in Region

- Mining era: Streetcar, ferry, rail
- Privately funded mass transit common
- 1970s: Rise of auto changed transit
  - Federally funded & Community Action Agency
  - Baraga County demonstration project
  - Houghton County-wide experimentation
- Today
  - Community Action Agency & Baragaland Senior Citizens
  - Houghton/Hancock



# Study Area

- Baraga, Houghton, & Keweenaw
- Population: 47,000
- Per capita income: 50-60% of state
- Largest population centers:
  - Cities of Houghton & Hancock
  - Villages of Calumet & Laurium
  - Villages of Baraga & L'Anse



# Existing Systems: Public

- City of Hancock Transit
  - Demand-response
- City of Houghton Motor Transit
  - Demand-response
  - Fixed route
  - Night demand-response





2011

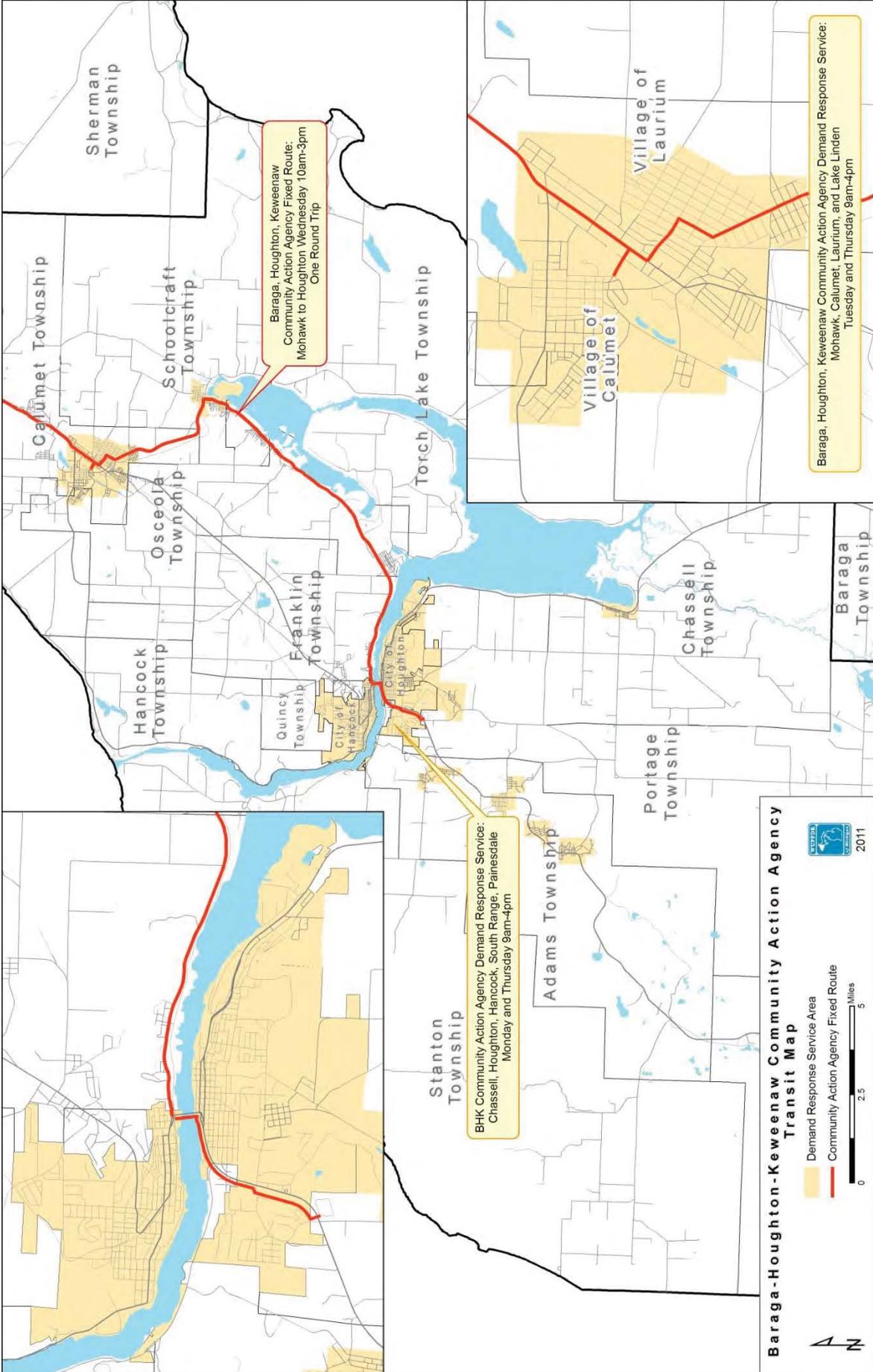


### City of Houghton Transit Map

- Legend**
- Downowner Route
  - Houghton On Demand Response Service

# Existing: Specialized Nonprofits

- Serve disabled & seniors (federal funding)
- B-H-K Community Action Agency
  - Demand-response
  - Fixed route
- Baragaland Senior Citizens
  - Local demand-response
  - Distant routes



Baraga, Houghton, Keweenaw  
Community Action Agency Fixed Route:  
Mohawk to Houghton Wednesday 10am-3pm  
One Round Trip

BHK Community Action Agency Demand Response Service:  
Chassell, Houghton, Hancock, South Range, Painesdale  
Monday and Thursday 9am-4pm

Baraga, Houghton, Keweenaw Community Action Agency Demand Response Service:  
Mohawk, Calumet, Laurium, and Lake Linden  
Tuesday and Thursday 9am-4pm

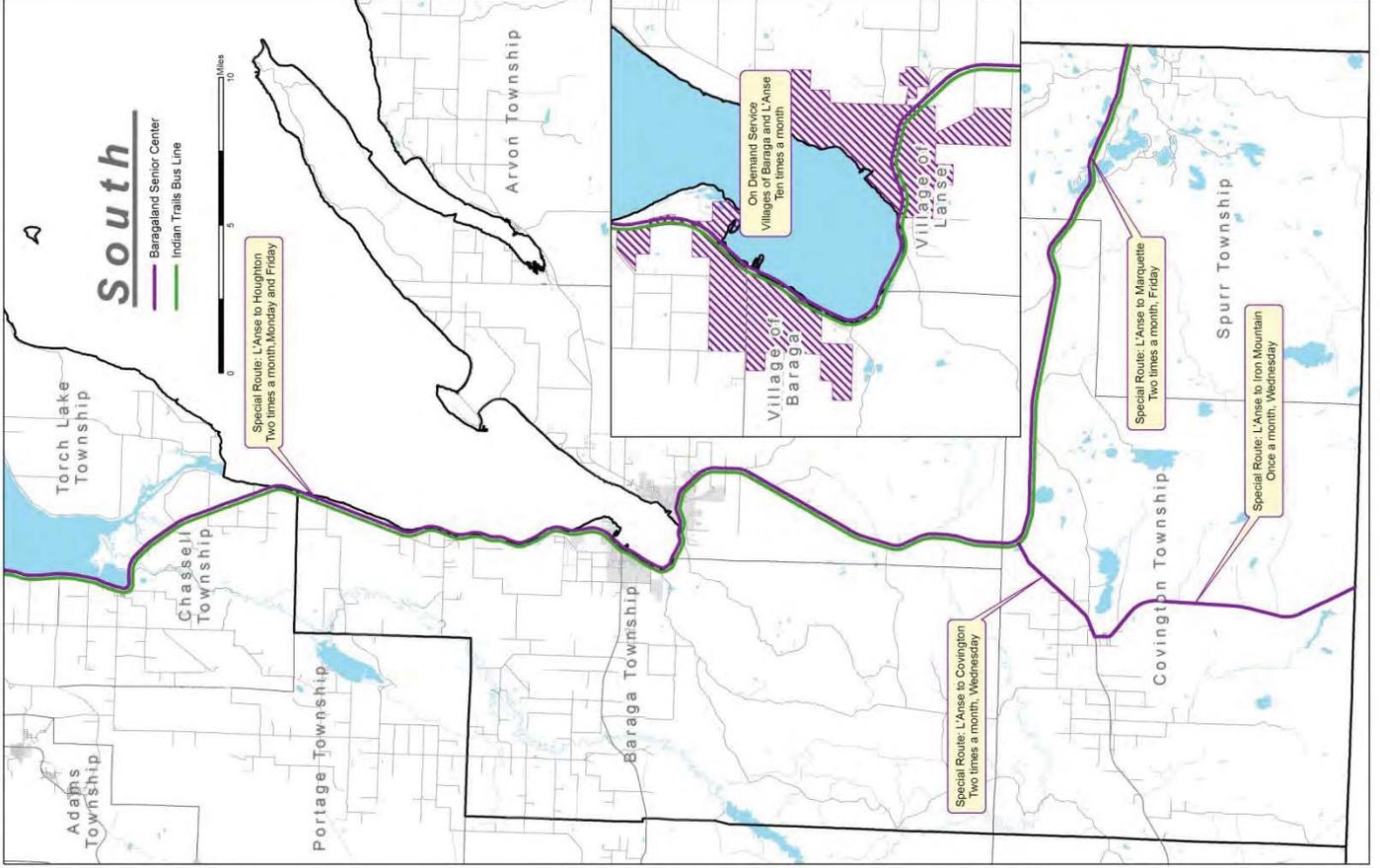
**Baraga-Houghton-Keweenaw Community Action Agency  
Transit Map**

- Demand Response Service Area
- Community Action Agency Fixed Route



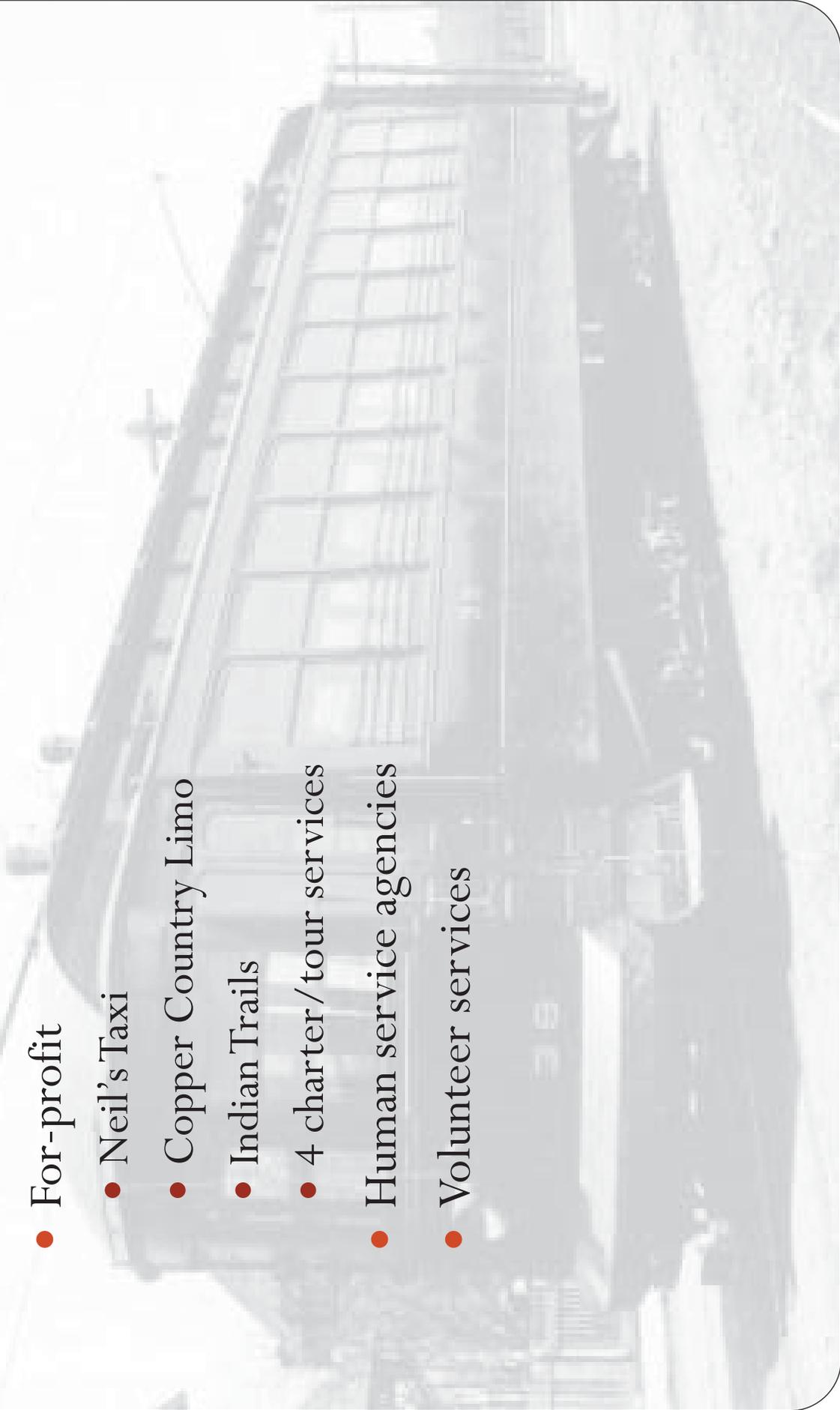
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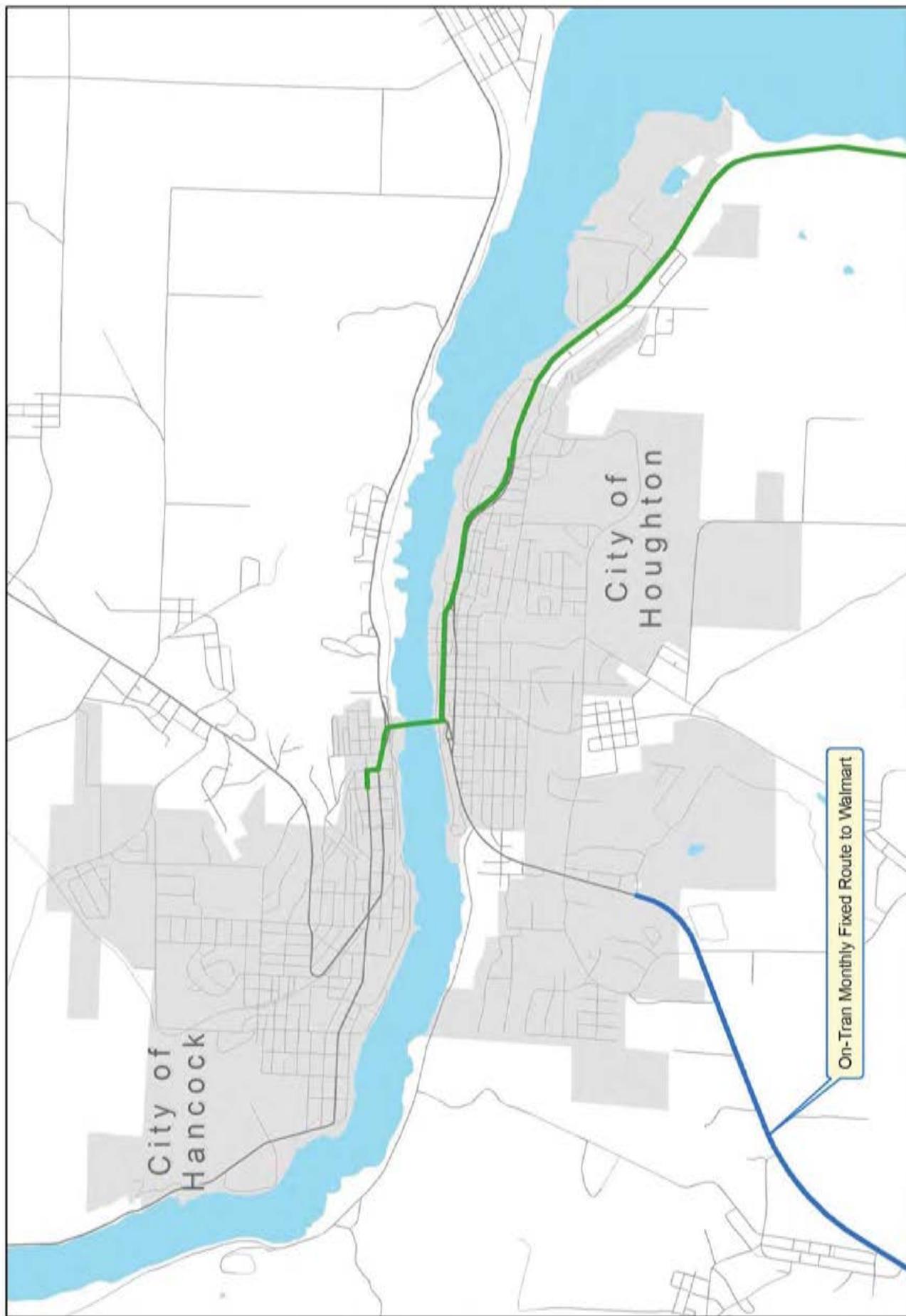




# Other Existing Providers

- For-profit
  - Neil's Taxi
  - Copper Country Limo
  - Indian Trails
  - 4 charter/tour services
- Human service agencies
- Volunteer services





**Legend**

On-Tran

Indian Trails Bus Line

**Ontonagon County (On-Tran)  
Indian Trails Bus Line  
Transit Map**



2011

# Planning Process: Providers

- Similar plan for Houghton Co, 2007
- Providers Survey, September 2010
  - Examined current state of transit
  - Explored provider capacity for cooperation & coordination
  - 51 respondents over 2 weeks
- Stakeholders Meeting, September 2010

# Planning Process: Users

- Survey: November-December 2010 & April 2011
- Online & paper
- Invitation cards
- Announced in local media
- 229 respondents winter / summer
- Nov. & April **community outreach events**



# Planning Process: Research

- Professional development
- Literature review
- Interviews
- Case studies





# Comparison System: Marq-Tran

- Marquette County Transit Authority
  - Population 67,000
  - 10 low- to high-frequency fixed routes
  - Hours 6:05 am – 7:55 pm
  - Limited Sundays & holidays
  - Fares \$.80 – \$5.60
  - Supported in part by millage



# Provider Survey Responses

- 70%: Need for coordination
- 60%: Need for identification of gaps & duplication
- 72%: Need for marketing/communication
- Houghton County Study
  - Lack of funding
  - Misconceptions regarding user groups
- Stakeholder Meeting
  - Lack of knowledge of services

# User Survey Responses

- 97%: Important to have tri-county system
- 82% Definitely/possibly committed to enhanced transit services
- Primary driver of increased transit use:  
*More frequent routes from existing providers*
- Locations accessed 3+ times/week
  - M-26 shopping corridor: 40%
  - Downtown Houghton: 32%
  - Downtown Hancock: 25%

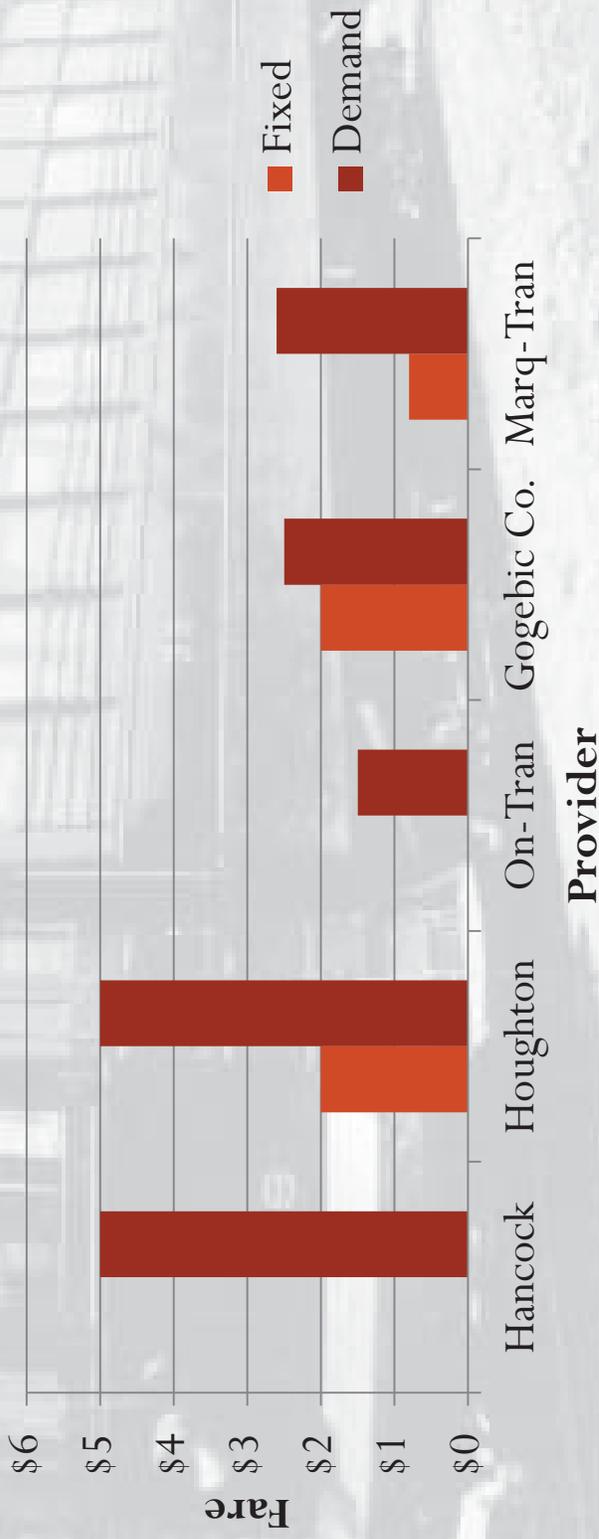
# Needs Identified

- Enhance coordination among providers
- Address gaps and redundancies
- Educate/promote existing services
- Review fare structures & administrative spending
- Meet needs of broader ridership

# Houghton/Hancock Issues

- Different fares for inter-city travel
- No fixed route between Houghton & Hancock
- Highest fares in region

Transit Fare Ranges for General Public



# Proposed Alternatives

1. No change in services
2. Expansion of services within existing framework
  - Retain existing services
  - Expand city services while avoiding overlap
    - Connection point
    - Connecting route
    - Expanded hours
    - Saturday service
    - Feeder routes

# Proposed Alternatives 3 & 4: Establish an Authority

3. One local government incorporates authority
  - Others choose whether to join
  - Boundary formed by participants
  - 4 exist in MI (Act 55 of 1963)
4. One or more local governments incorporate authority at once
  - Multiple entities jointly form
  - Boundaries may divide local governments along precinct lines
  - 22 exist in MI (Act 196 of 1986)

# Authority: Legal Guidelines

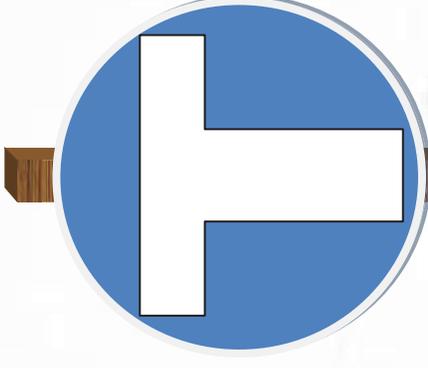
- Corporate body with representative board
- Powers:
  - Bond issuance
  - Taxation (uniform throughout boundaries)
  - Contracting
  - Condemnation & to sue
  - Transition of existing taxes, bonds, & employees

# Authority: Recommendations

- Expansion of existing services
  - Central terminus in cities
  - Feeder routes
  - Hours/Saturday service
  - Recreation connections
- Internal community routes
- Signage, marketing, & promotion
- Millage funding

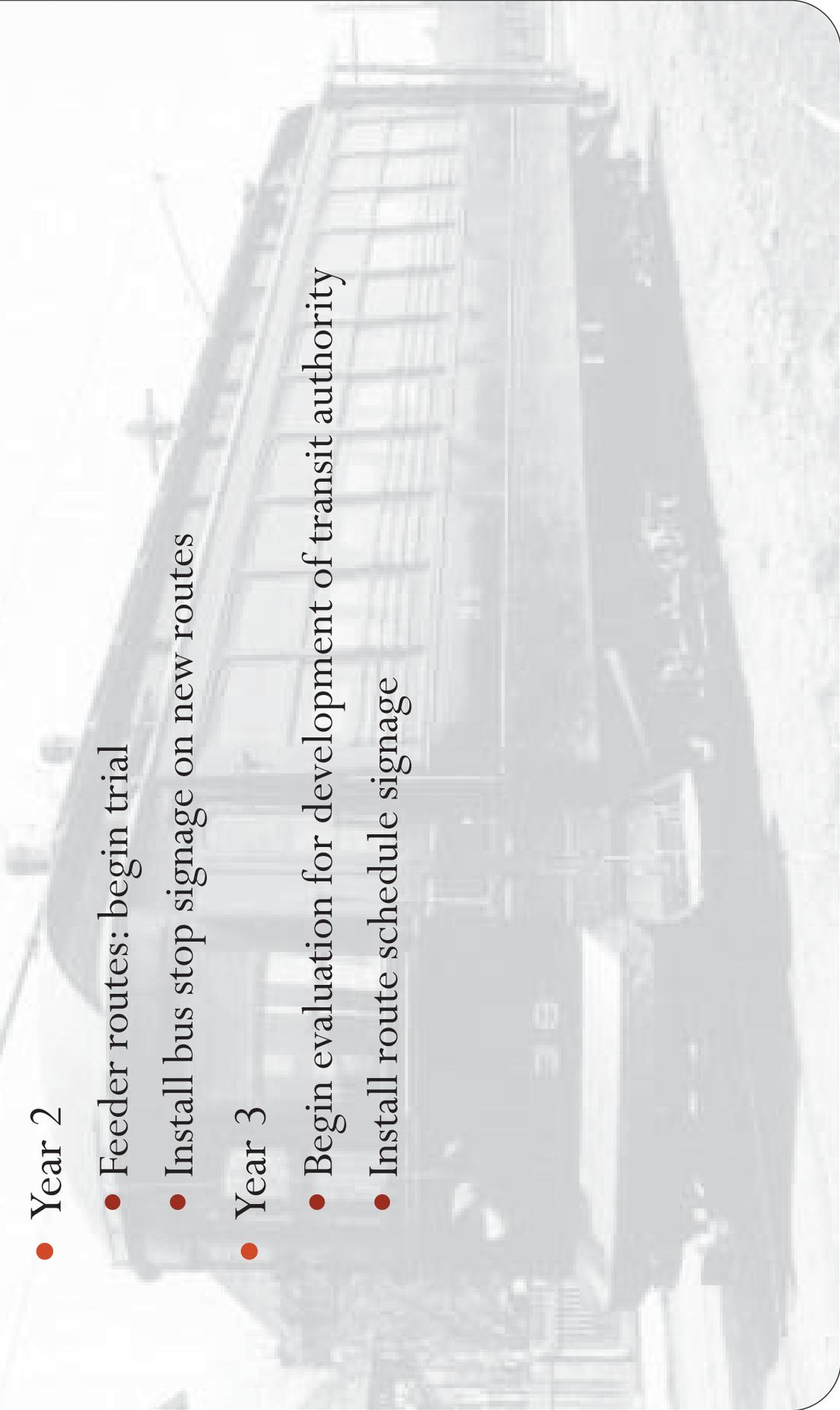
# Year 1

- Branding & print materials
- Consolidated website for regional transit
- Bus stop signage
- Promotional and educational campaign
- Hancock-Houghton fixed route
- Plan feeder routes



# Years 2-3

- Year 2
  - Feeder routes: begin trial
  - Install bus stop signage on new routes
- Year 3
  - Begin evaluation for development of transit authority
  - Install route schedule signage



# Years 4-5

- Year 4
  - Develop transit authority
  - Develop and prepare for millage vote
- Year 5
  - Millage vote
  - Implement transit authority
  - Install signage on new routes
  - Promote new routes

# Wrap-up



- Feasibility study
- No requirement for further action
- So far no established entity to drive future efforts
- Any local government may form a transit authority
- Houghton and Hancock have not approved nor been asked to
- Public support and funding mechanisms play the largest roles

*Thank you!*

**Questions/Comments?**

