



Regional Growth

Choices for our Future

DISCLAIMERS

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Regional Growth: Choices for Our Future

Task II – 8.4
REGIONAL TRANSIT COORDINATION STUDY

Draft Report
September 2002

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Task II-8.4

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1.0 INTRODUCTION

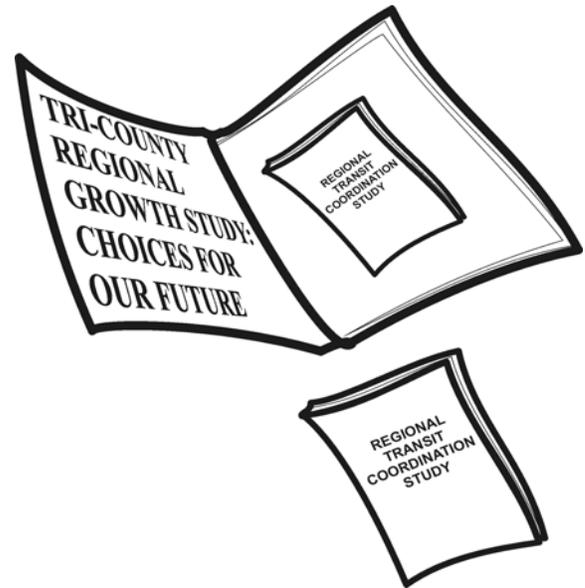
1.1 Purpose

A “Regional Transit Coordination Study” was conducted as a part of the larger “Regional Growth: Choices for Our Future” project. This report summarizes the culmination of two technical memorandums and a regional transit forum. The first technical memorandum associated with this Task II-8.1 identified regional trends that affect current transit ridership and future ridership. The second in response to Task II-8.2 looked at the spatial mismatch between employment growth areas and the residences of those who need these new jobs. It also looked at the transit service offered in these expanding areas. The findings of these two technical memorandums were presented to the public at the Tri-County Transit Forum held on June 12, 2002 at the Sheraton Hotel in Lansing. The transit forum was designed to present this information, but also to generate some feedback on issues, problems, barriers and needs regarding to provision of transit service to areas with expanding populations.

1.2 Background

There are volumes of planning documents written about the relationship between land use and transportation. Land use patterns do not just affect the transportation of people in cars; they also affect those traveling by transit. This part of the Regional Transit Coordination Study presents an overview of some of the land use and population trends that have affected transit ridership within the Tri-County region and examines how these trends may affect future transit demand.

The primary challenge underlying regional coordination for transit is rooted in the significant population and employment changes forecasted for suburban and rural areas of the three counties that comprise the region. Eaton County population is forecasted to increase by 23% from 1990 to 2020, and retail employment is



forecasted to grow by 37% in the same period. Delta Township, within Eaton County is forecasted for a 62% increase in population and retail employment is forecasted to increase 69%. Clinton County population is forecasted to grow 12% by 2020. Within Clinton County, Dewitt Township is forecasted to grow 37% in population and 28% in non-retail employment. Suburban areas within Ingham County are also forecasted for significant growth. For example, Delhi Township population is projected to increase 42% and its non-retail employment is forecasted to increase 65%.

If transit is to be made a viable option for these expanding populations, regional coordination of transit will need to be a significant priority for the for the three local transit providers: the Capital Area Transit Authority (CATA), the Eaton County Transportation Authority (EATRAN) and the Clinton Area Transit System.

This study gives the transit providers, and citizen advocate groups relevant information on how the regional trends for population change, employment, land use change and other issues may affect of the future of transit services and ridership within the Tri-County region.

1.3 Scope of Services

This report completes the requirements for the Regional Transit Study, Task II-8.4. It focuses on summarizing the two technical memorandums, from Tasks II-8.1 and II-8.2, the results of the transit forum, Task II-8.3 and regional coordination for the systems. Some of the key terms used in this report are defined in Appendix A. Section 6.0, the Summary contains a “wrap-up” for the project with is intended to fulfill the objective of Task II-8.5. It suggests how the Transit Task Force and the staff of the Tri-County Regional Planning Commission might move forward to take the results of this report and integrate it into the larger “Choices for Our Future” report, and into other upcoming regional planning efforts.

The technical memorandum to Task II-8.1 offers background information on the three local transit providers, as well as regional trends relating to transit. It and the technical memorandum to Task II-8.2 which focuses on the spatial mismatch between job growth and low-income groups in the Tri-County area can be used as additional

reference material. The results of the transit forum from Option Finder and the flipcharts documenting ideas generated by the public can be found in Appendices C and D.

1.4 Acknowledgements

Several individuals and organizations contributed to this report through attendance at meetings, providing information and the generation of supportive graphics. The methodology for the report was developed by the Planning and Zoning Center, Inc., staff of the Tri-County Regional Planning Commission, as well as, the Transit Task Force, whose members are recognized in Section 9.0 of this document. Parsons Transportation Group was responsible for the travel demand modeling of the “potential” routes presented in Section 2.0. The Tri-County Regional Planning Commission produced the maps generated in Sections 2. MSU Extension compiled the Option Finder results and flipchart results from the transit forum in Appendices C and D.

2.0 INFORMATION PRESENTED AT THE TRANSIT FORUM

2.1 Overview

The primary purpose of the transit forum presentation was to give the forum participants an overview of the current transit services offered in the Tri-County region and to highlight the information produced for Tasks II-8.1 and 8.2 of the “Regional Transit Coordination Study”.

2.2 Information from Task 8.1-“Regional Trends Affecting Transit”

Task II-8.1 involved the analysis of the perceived problem of a population shift from the central cities to the region’s suburban and rural areas and the associated effects on transit demand and operations.

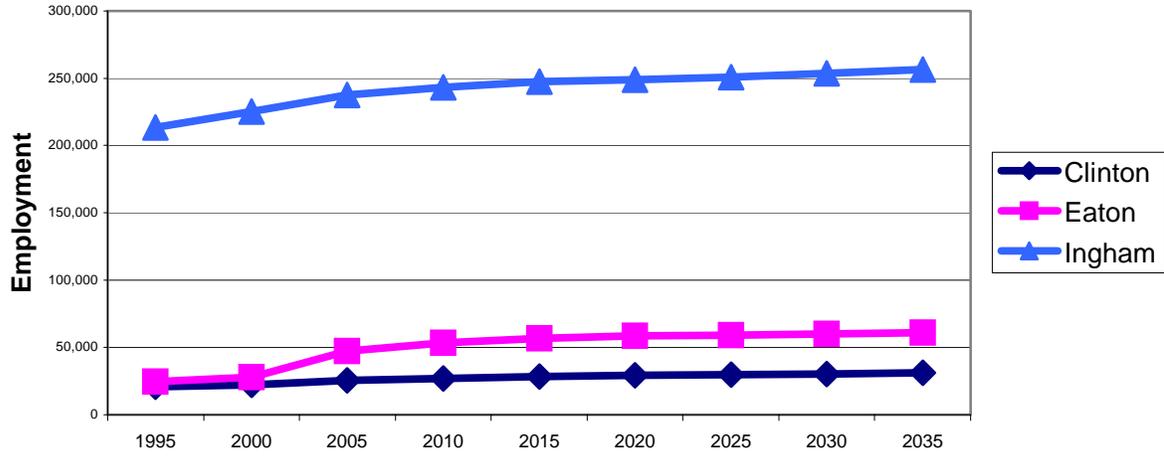
Many of the trends that were presented at the transit forum involved regional population growing and shifting to suburban regional townships like Delta, Dewitt, Delhi and Meridian Townships and other more rural townships throughout the region. The land use trends indicate more growth will occur in these areas in the next two decades, then in the historic urban centers of the region. Suburban and rural areas traditionally have been “underserved” by transit, which means, other than demand response services, there is little transit service offered. On Map 1—the dark green shades show how the townships surrounding the cities of Lansing and East Lansing have had rapid population growth from 1970 to 2000. The townships in dark green reflect an increase of over 60% for this time period. The dark green area, the 1st tier of suburbs, also corresponds to the geographic area of the so-called “traditionally underserved areas”. In suburban areas, there may be fixed routes, but they are long and the number of transfers often decreases their attractiveness to citizens that have a choice.

Population in the region is forecasted to grow by 19%, or 86,680 persons from 2000

to 2020. Of this, 66%, or 350,921 persons, are projected to reside outside of the core urban area of Lansing, East Lansing and Lansing Township. Most of this new population is projected to reside in the suburban townships surrounding the historic urban core of the metropolitan area. In this period the urban core (Lansing, East Lansing and Lansing Township) is projected to grow by about 9%, while the remainder of the region is projected to grow at a rate of 25%.

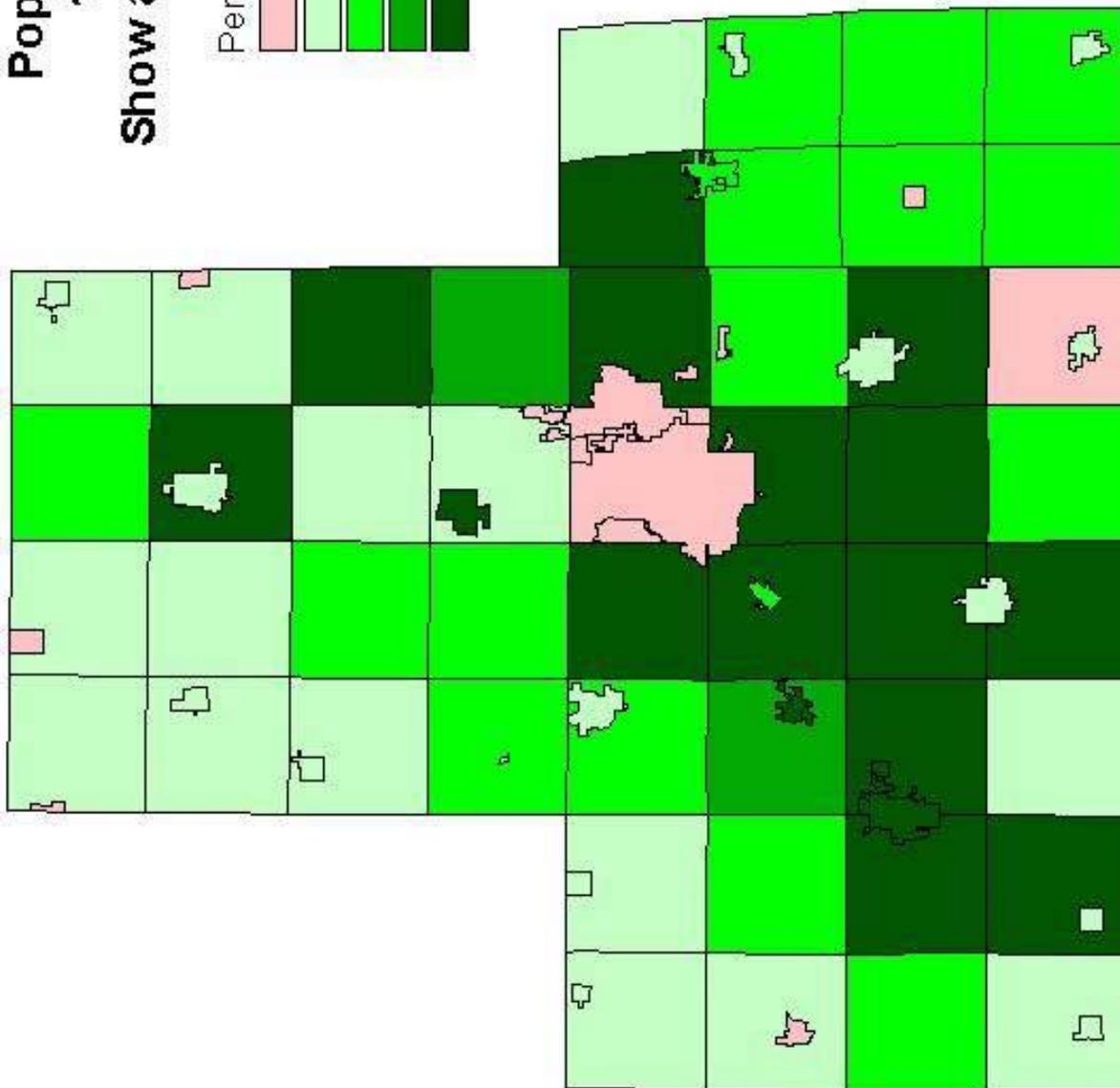
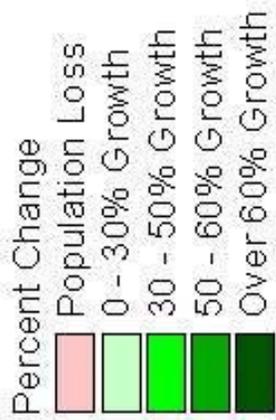
The projections for employment show jobs moving to the outlying areas, particularly Eaton County, which is projected to have a 62% increase in jobs by 2035. This is where the newest General Motors automobile plant will open in 2005. For those who are transit dependant, this employment growth in suburban locations can be difficult to access because of the long headways, limited routes, etc. Figure 1 illustrates projected employment growth by County.

**Figure 1: Projected Employment Increase
In the Tri-County Region, 1995-2035**



Map 1: Population Change

Population Change 1970 to 2000 Show as Percent Change



2.3 Information from Task 8.2-Access to Jobs

This task involved the analysis of the perceived problem of employers locating in suburban areas while low-income populations, located predominantly within Lansing, have difficulty in accessing work opportunities there. The technical memorandum presented information related to the location of the region's current transit routes, including FIA clients, employers seeking employees and daycare providers.

The analysis found the urban area, particularly in Ingham County, is well covered with transit service for the populations studied in this task. However, for outlying areas shown on Map 2, there are gaps where clusters of employment in the urban area lack transit service. Further, Map 2 shows the region's transit routes all in one color, but these are actually separate CATA routes and EATRAN routes which typically do not have coordinated transfers and require separate fares to continue from one on the other.

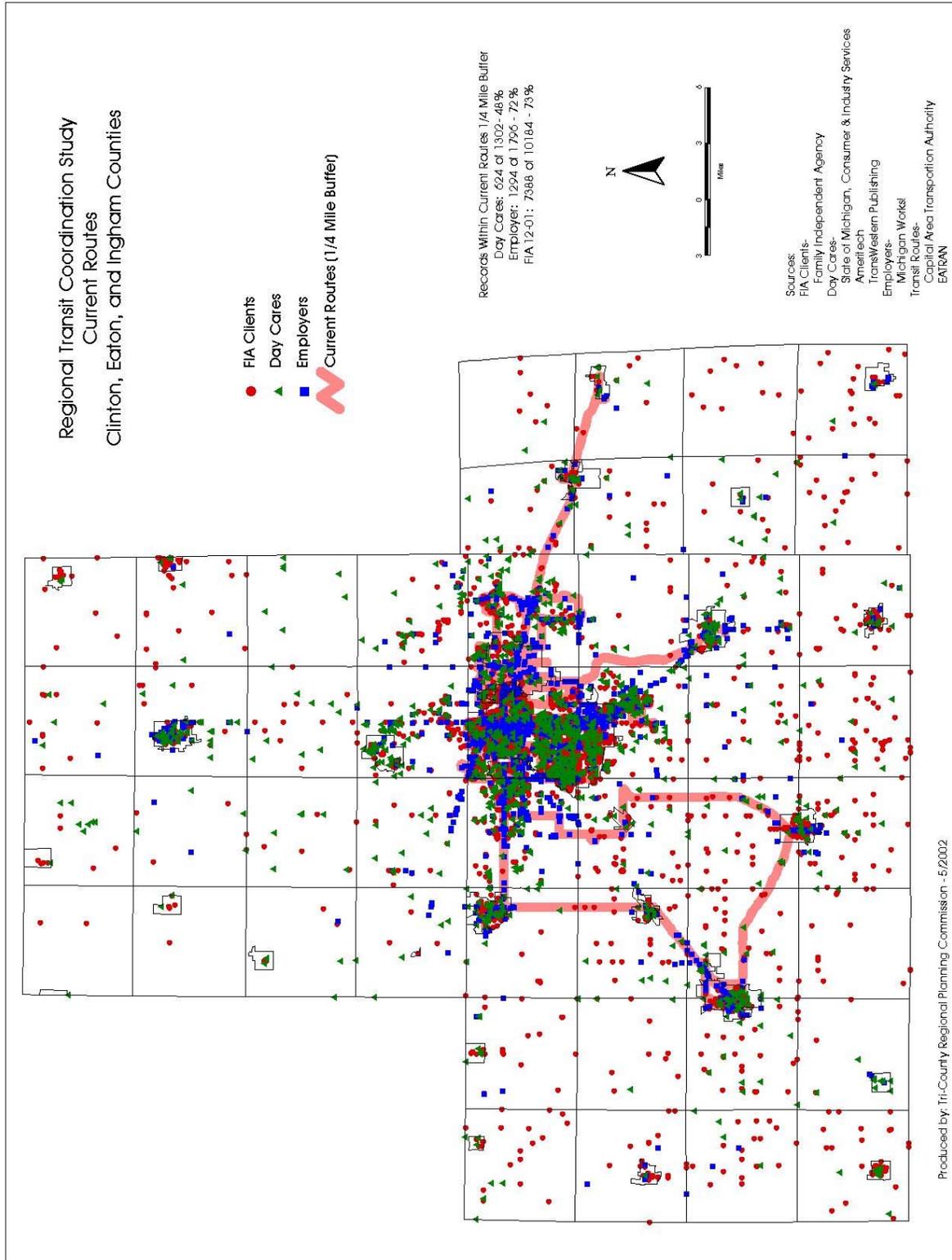
2.3.1 Rural Area Connection

A more difficult problem, which was noted within the context of this analysis, was the rural low-income populations and their difficulties accessing jobs. Map 2 shows a measles-like affect throughout the region's rural areas. The red dots represent FIA clients sprawled along the rural county roads. However, for these rural FIA clients without auto access, there are no fixed route transit options, only demand response service. Further, employment is more difficult to find in rural areas, a trip into the urban area is typically necessary.

For the transit providers, demand response transit trips into the rural areas are the only solution that makes fiscal sense, but even these trips, which are scheduled in advance, are costly because of the distances involved. Rural "Redi-Rides" and "Connectors" have been offered in some areas which cuts some

of the costs by linking the rural passengers area into a "fixed route" bus. But the rural service is still costly, with locations more dispersed and less passengers per mile. More scattered site rural development will only exacerbate the current problems because the density will still be for below that necessary for cost-efficient fixed route service. As a result, the costs of providing transit services to these rural populations will continue to rise. A response to this problem would require limiting scattered rural residential development and providing more affordable housing options along existing bus routes. This would require more coordinated land use planning and zoning between local jurisdictions than has previously occurred.

Map 2: Current Routes



2.4 Less Convenience for Transit Users is a Cost of Sprawl

The information presented at the transit forum highlighted what these regional land use and population trends will mean for transit. In short, a decrease in convenience: longer transit trips, more transfers, and increased costs for more services. There is no easy answer for rural areas, where populations are so dispersed, fixed route transit is ineffective, but the population and need for transit is growing.

A “Wise Growth” scenario was developed as a part of the larger “Choices for Our Future” project. The “Wise Growth” scenario is an attempt to coordinate growth by focusing it into the already urbanized area and the area adjacent to the urban area. This “Wise Growth” pattern would be advantageous for transit for many reasons. First, it will allow the transit agencies to plan for growth along their current routes, instead of attempting to “chase” the growth with longer and longer routes. More growth along the current routes would likely increase the productivity of the route and perhaps allow for decreased headways, which would make the existing routes more convenient. Second, the “Wise Growth” alternative would result in less rural scattered development. Reducing this type of development would be advantageous for transit service because the demand response service to these areas is costly, so it is best if the customer base does not increase.

2.4.1 “Wise Growth” Alternative and “Potential” Routes

The members of the Transit Task Force developed potential routes that would extend into the “underserved” areas of the region over several meetings. They were developed as a guide for future fixed route services within the region. These routes are intended to be “rough” in the sense that they could be altered at a later date. These “potential” routes were intended to serve as

a basis for modeling ridership numbers. The modeling utilizes population, employment and the number of autos available to generate ridership estimates for the new routes. Map 3 shows the “potential” routes, along with the current routes, overlaid with the “Wise Growth” scenario, the preferred land use alternative.

The Parsons Transportation Group (PTG), under a separate project, is working with the Tri-County Regional Planning Commission to analyze these routes and potential transit demand for these routes if instituted in the future. Table 1 and 2 represent an analysis conducted by the Tri-County Regional Planning Commission utilizing preliminary PTG data. Table 1 shows under the “Business as Usual” scenario, that only 42% of households within the region are within a ¼ of a mile of a transit route. Under the “Existing Zoning” scenario the sprawl situation is more severe, and therefore the percent within walking distance is only 23%. Under the “Wise Growth” scenario the households within walking distance of a route goes up to 65%. With the new “potential” routes that number goes up to 71% of households.

Table 2 shows that under the “Business as Usual” scenario, that only 61% of the jobs within the region are within walking distance of transit. Under the “Existing Zoning” scenario, only 48% are within walking distance of existing fixed route transit. However, under “Wise Growth” the number of jobs within walking distance of transit increases to 80%, because the scenario encourages the development of jobs within the existing urbanized area. Adding “potential” routes under the “Wise Growth” scenario (which would add fixed route service to places such as Dewitt and St. Johns) the percentage increases to 86%.

Map 3: Preferred Land Use Alternative and "Potential" Routes

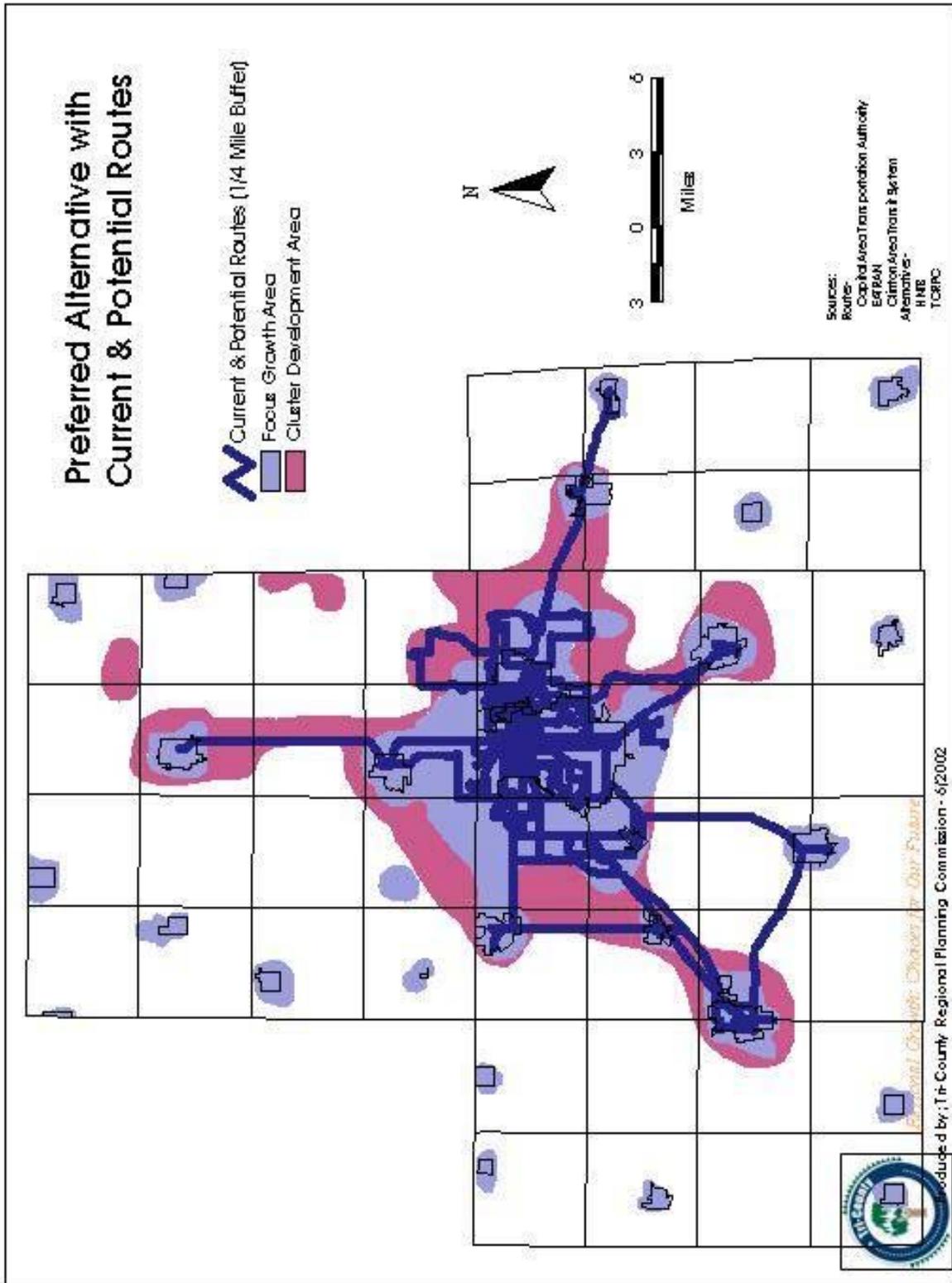


Table 1
PROJECTED HOUSEHOLDS WITHIN WALKING DISTANCE OF TRANSIT
(1/4 MILE) 2025

Business as Usual	Existing Zoning	Wise Growth-Current Routes	Wise Growth-Current and Potential Routes
42%	23%	65%	71%

Table 2
PROJECTED JOBS WITHIN WALKING DISTANCE OF TRANSIT (1/4 MILE) 2025

Business as Usual	Existing Zoning	Wise Growth-Current Routes	Wise Growth-Current and Potential Routes
61%	48%	80%	86%

3.0 REGIONAL TRANSIT FORUM

3.1 Forum Process

A Regional Transit Forum was held on June 12, 2002 at the Sheraton Lansing Hotel in Delta Township. A complete list of those who attended and who they were representing is included in Appendix B.

Invitations were sent out to all of the mailing list recipients for the Regional Growth “Choices For Our Future” project, which totaled about 3,000. There were 67 registered forum participants and eight tables with one facilitator each. Each of the forum attendees was assigned to a table.

The evening began with an introduction by Harvey Liss and orientation to “Option Finder,” which is a form of “voting” software. It allowed the audience members to respond to questions by registering their opinion on a handheld voting device and then immediately see the group results to the questions.

After a presentation was given which outlined the regional growth trends and their expected affects on transit use and operations, the audience was invited into a more “workshop” style forum. The participants first answered personal background questions about whom they were and their areas of work, home, etc using Option Finder.

After the initial series of questions, the “workshop” format began with each of the tables identifying “likes”, needs, issues, problems or barriers to improving coordination of the existing public transit in the region.

The “likes” were characteristics that the participants indicated that they “liked” about the current system within the traditionally underserved areas. The responses included:

- affordable
- safe
- tries to address changing needs.

The next set of exercises involved the participants brainstorming on needs, problems, issues and barriers to be addressed to improve coordination of existing public bus transit service.

The responses to this exercise varied from concerns about the transportation needs of the senior population, to job access for rural communities, to desired improvements of bus stops and shelters, to more service in the evening and weekends. Participants were allowed to prioritize the issues they thought were most important at each table by putting a dot next to the issue. Each participant was allowed three dots. The dots were tabulated and the facilitators at each table shared their top vote-getting issues with the entire group.

Questions were generated within OptionFinder based on this exercise. The top issues identified by each table of participants were then presented to the group overall. All participants had the opportunity to rank issues of critical importance to the improvement of transit in the region.

Each table was then delegated an issue from the issues that were voted most critical. All participants were allowed to move to the table with the issue they wanted to work on. The participants then were asked to determine approaches, action steps and alternatives to resolve the problem or address the issue. For the action steps, the participants were asked to determine who would be responsible for these steps and what actions could be taken.

3.2 Results of the Transit Forum

For each question on “Option Finder”, participants could choose to refrain from

voting. So for each question there is a different total number. For the most part in this summary analysis, the percentages that responded to the question are utilized. In certain cases the number that responded to the question is noted, particularly if it was low (less than half of the participants).

3.2.1 Profile of the Persons Who Attended

Ingham County and Eaton County participants were equally split, representing 45% of the participants each. Clinton County residents only made up 6% of the participants.

However, there was a good mix of people from a range of geographic subgroups.

- Thirty-three percent indicated that they were from the “Urban” area of Lansing or East Lansing.
- Thirty percent indicated that they were from “Small Urban” areas such as Mason or Charlotte.
- Twenty-five percent indicated that they were from “Suburban” areas, which were typically townships like Delta, and Meridian.
- “Rural Townships” accounted for eleven percent of the participants.

The majority of the participants indicated that they are a transit staff person (29%). 19% indicated they are a government employee, 19% indicated that they work for a non-profit agency.

Those who attended primarily were not transit riders. With 50 participants voting, 80% reported driving alone to work. Only 8% reported using public transportation.

3.2.2 Profile of Regional Transit Service

When questioned how well the public bus transit services in the Tri-County region service the public the participants gave the following responses:

- Only five percent responded “Excellent”

- Sixty percent responded “Good” with some improvement needed
- Thirty-two percent responded “Fair to Mediocre”
- Three percent responded “Poor”.

When questioned how the current bus services address the “traditionally underserved areas” of the tri-county region (which were defined in Section 2.0):

- Two percent indicated service was “Excellent”
- Forty-one percent described it as “Good” with some improvement needed
- Thirty-six percent described it as “Fair to Mediocre”
- Twenty-one percent responded “Poor”.

Of those who identified themselves as “Transit Staff,” sixty-two percent felt the service in the “traditionally underserved areas” was “Good”. However, of those who identified themselves as “Riders,” sixty percent characterized the service in “traditionally underserved areas” as “Poor”. This discontinuity would be interesting to investigate further with a wider survey of riders and potential riders.

The participants were asked what the major issue that those who are in the “traditionally underserved areas” of the Tri-County region would like improved. The majority (32%) felt that they would want more frequent service. Twenty-five percent felt that the routes take too much time. Only 9% of the respondents felt that the issues in the “traditionally underserved areas” were minor compared to other regional transit issues. Fifty percent of the Clinton County respondents identified “not enough service (frequency)” as the primary issue for the “traditionally underserved areas,” compared with 30% for Eaton County and 26% for Ingham County.

When asked if there were significant issues in providing service for the “traditionally underserved areas” of the Tri-County area where the emphasis should be placed in

resolving those issues, 22%, the majority felt their should be “less turf protection and more of a regional perspective.” Nineteen percent cited “increased funding” to resolve the issues and 14% chose “more goodwill to coordinate and cooperate.”

3.2.3 Issues That Were Considered “Critically Important”

The facilitator asked the participants of the forum to rank the most “critically important” issues to regional transit success. The facilitator encouraged participants to create some kind of discretion when responding, in

other words, if every issue is ranked “critically important,” then there is no sense of which issue is more important than others.

Table 3 ranks the issues that the participants ranked as “critically important”. The facilitator then asked the transit forum participants to choose which of these “critical” issues they would like to work on and work with that group to come up with some potential strategies for that issue.

**Table 3
Issues of a “Critical or Major Importance” Ranked by Transit Forum Participants**

Issue	Percent Ranking "Critically Important"	Percent Ranking "Major Importance"	Number Voting on Issue
Increasing Funding	53%	26%	52
Improve Coordination between systems	48%	43%	56
More PR and Education of the Available Services	34%	45%	53
Stay focused on Customer Service on a region-wide basis	34%	34%	56
Cultural Single Mode Mentality (Auto Orientation)	30%	33%	57
More Transit-Employer Partnerships	25%	49%	55
All Systems need More Hours, Including Weekends	25%	36%	57
Provide Transportation for a Growing Senior Population	23%	51%	57

Source: Option Finder Data, June 2002

3.3 Critical Issue Analysis

The issues in Table 3 were ranked first by those issues that were ranked “critical” by participants and the secondarily by those issues that were ranked of “major importance.” The issues that were chosen by the participants to concentrate for the rest of the evening were the following:

- Increasing funding
- Improving coordination between systems (two tables chose this topic)
- PR and education (two tables chose this topic)
- Stay focused on service to customers region-wide basis
- Car culture mentality

3.3.1 Increasing Funding

Funding is an issue for continuing existing service and establishing any new service. For regional services, there would need to be an agreement for how much funding is needed and how it is distributed.

The participant group on this issue noted that many partners would be needed in an effort to secure more funding for transit. The group suggested targeting employers, developers and getting community leaders to champion the cause.

3.3.2 Improving Coordination Between Systems

The first table working on this issue looked at improving coordination between demand response and linehaul systems. Following are the main coordination issues the first group identified:

- Coordination of fares
- Coordination of schedules
- Better coordination between linehaul and demand response.

The group suggested the most important next step is the creation of a memorandum of understanding between the three transit agencies. They also suggested a person be appointed (or retained) to negotiate the recommended agreement.

The second table working on this regional coordination issue focused on easing cross boundary movement. They saw the need for a regional authority or some kind of overseeing body to expand the existing agreements for service across county lines and coordinate regional PR campaigns. This group suggested sharing funding to provide seamless service for customers. The regional authority could be something created or something that is operated through TCRPC or MDOT. They also mentioned the importance of education of elected officials and the general public for support of regional transit.

3.3.3 PR and Education

The first table of participants, which choose to work on PR and education, defined the issue as “get the information out, educate to reduce the negative perception of public transit.”

The steps identified were to target the customer more clearly, and clearly define the market. Concentrate on targeted marketing to large employers, but also create a program for small employers based on geographic locations (along routes).

The other table defined this issue as “improving public understanding regarding options and benefits of using (the) system. Systems are unique, detached and complex. Many potential users do not understand differences between systems or their own system.”

The participants’ suggestions involved the transit authorities developing more one on one communication with people; developing a common symbol for the three transit agencies, or perhaps for transit itself; and developing a coordinated website for all three systems and a booking website for trips. They suggested developing different mediums for different audiences (for example, seniors and students have different ways in which they must be targeted).

3.3.4 Service to Consumers With a Region Wide Common Definition

This issue was defined by the participants as looking at the diverse needs in the region and trying to service the customers on a region-wide basis. The group noted that the end of the CATA service area is not the end of the urbanized area. They suggested a Tri-County Transit Authority or a Regional Transit Board to oversee regional transit issues, but they were unsure of where to draw a potential transit boundary. They felt that the three-county transit service area really doesn’t make sense, particularly

because cities like Bellevue are more closely associated with Battle Creek.

3.3.5 “Car Culture” Mentality

Because of the dominance of the automobile throughout the latter half of the twentieth century, most of our communities are built around the automobile. Wide roads and huge parking lots make life easier for those with a car, but more difficult for those who need to walk or take transit to destinations within the region.

The participants’ comments on this issue include “the lack of a societal place” with the focus on the automobile. The convenience of being able to control the time you leave and safety were some of the key advantages noted with automobile travel.

In order to improve the opportunity for transit, the participants suggested changing the land use densities within the urbanized area. They suggested more mixed-use development and “transit friendly” design which would include an emphasis on walkable neighborhoods. The participants suggested increasing the frequency of transit service, thereby increasing its convenience. They also suggested car-sharing programs to decrease the emphasis on the automobile in the region. Education of children regarding transit use was also suggested.

3.4 Limitations of the Data from the Forum

This process was not intended to serve as market research. This is a targeted group of those interested in the preservation and growth of the region’s transit. For the most part those who were in attendance (such as transit staff personnel and transit board members) were not those who actually ride the transit systems.

As with any survey, there is always chance for human error, such as, misunderstanding the true meaning of a question. It seems

from the answers to some questions that there was some misinterpretation of the actual question.

The forum process also allows those with the loudest voices to be most easily heard. In some cases, perhaps more than others, or louder voices might have influenced the outcome at a particular table.

Also it is clear, particularly from analysis of the results of the workshop session notes of each table, that there was a different level of understanding about transit issues from facilitator to facilitator, which may have affected the outcome. Also it is clear from some of the answers recorded that the directions for the exercise were either not read correctly, or misunderstood by the facilitator and/or the participants. For example, one of the first exercises was to list “likes” of the current characteristics of transit services in the “traditionally underserved areas” and yet this wasn’t always done.

3.5 Forum Conclusions

The transit forum was judged by 64% of who attended as “valuable” or “very valuable,” while 27% said it was “somewhat valuable” and 9% responded that it was “slightly valuable”.

All of the participants felt that if the suggestions made were heard, considered and acted upon that they would markedly improve all of the transit systems (22% “completely agreed” and 78% “mostly agreed”). Respondents were a little less positive about action actually being taken, as 8% were “very optimistic,” 38% were “somewhat optimistic,” 46% were “slightly optimistic” and 8% were “not optimistic at all.”

4.0 BETTER SERVICE FOR THE “UNDERSERVED” AREAS

4.1 Transit Needs in the “Traditionally Underserved Areas”

At the time of this study, transit can only be defined as a “perceived” need for the “traditionally underserved areas” of the 1st tier suburbs. This would be a perceived need for those who reside in these areas, and for those who need to reach destinations in these areas, such as employment locations, medical offices, and shopping. There was a “perceived” need identified because of the growth in population and employment locations and comparatively low level of transit service in the “traditionally underserved areas”. Because there was no survey done of current transit riders, or of the general public to determine potential need of these services, it is difficult to quantify this need or document the need over other identified regional transit issues, such as more evening services. The documentation of this need is beyond the scope of this project, but could certainly be attempted to ascertain through efforts of the CATA Marketing or Service Development departments or through the Tri-County Regional Planning Commission.

The results of the transit forum confirmed this “perceived” need to some degree. Participants were asked what the major issue that those who are in the “traditionally underserved areas” of the Tri-County region would like improved. The majority (32%) felt that they would want more frequent service; 25% felt that the routes take too long. Only 9% of the respondents felt that the issues in the “traditionally underserved areas” were minor compared to other regional transit issues.

4.2 Spatial Mismatch

The need for transit service in the “traditionally underserved areas” of the 1st

tier suburbs is perhaps most dramatically felt by transit users who would like to seek employment in these areas but are limited because of the current transit service structure. Again, this need is “perceived” based on the existing demographic data and projected employment in these areas. In order to confirm these issues a rider survey and/or a survey of those seeking employment through Michigan Works! could be conducted. Again, the documentation of this need is beyond the scope of this project, but could certainly be attempted through efforts of the CATA Marketing or Service Development departments or through the Tri-County Regional Planning Commission or Michigan Works!

The technical memorandum for Task II-8.2 identified the regional mismatch of those seeking employment and the employers seeking entry-level employees. For the most part the employers were accessible to the regional transit network (72%), but there were employment clusters outside the transit service area which may grow in the future, particularly with Eaton County’s employment projected to grow 62% within the next 35 years.

4.3 Current and “Potential” Routes Contrasted With the Preferred Land Use Alternative

As Tables 1 and 2 have indicated, the current transit system would function more efficiently under a “Wise Growth” scenario because the development would be concentrated into already urbanized areas and areas that are adjacent to urbanized areas. This geographic containment of the future population is potentially positive for transit because efficient transit service can be delivered with higher population densities and a concentrated service area.

Map 3 shows the “potential” routes, along with the current routes, overlaid with the “Wise Growth” scenario, the preferred land use alternative.

The “potential” routes were an attempt to address some of the “traditionally underserved areas” with direct fixed route transit. The “Wise Growth” scenario would make these transit routes more viable, and ultimately transit service more viable for the region.

5.0 REGIONAL COORDINATION

5.1 Background

This study began with the realization that in order for transit service to improve for many in the region, more effort needs to be made for seamless transportation on transit across county lines. With the population and employment opportunities growing and projected to grow even further in the “traditionally underserved areas” such as Dewitt, Bath Township, Delta Township, Grand Ledge, Delhi Township and Meridian Township regional coordination for transit is perceived as an increasingly important issue for the future of the region. Increasing populations forecasted for traditionally rural areas in the region, such as Aurelius Township, Bingham Township, Eagle Township, Eaton Rapids Township, Hamlin Township and Windsor Township are among some of the fastest growing communities in the region, but they have very limited transit services.

5.1.1 Regional Examples of Coordination Efforts

The technical memorandum for Task II-8.1 of the Regional Transit Coordination Study documented several successful examples of region coordination efforts for transit service delivery. In Delta Township, one of the “traditionally underserved areas,” CATA and EATRAN organized a flex-route/demand response service which has generated growing ridership over the past couple years of operation. It is one example of what can be accomplished with agencies working together in these targeted areas. It also is some evidence that there is demand for transit services in these growing areas, beyond what has been traditionally offered.

5.2 Regional Coordination Scenarios

5.2.1 How Coordination is Handled in Other Regions

It is hard to imagine large city transit systems without a large coordinating transit body. If all transit riders had to transfer buses at county lines in cities like New York, transit would not be very effective or attractive. Convenient transit service in many areas has meant that the transit providers must organize so that the transportation is seamless.

Coordination has been a stumbling block to achieving better transit service in many cities; the best local example is regional Detroit. Mistrust has lead to years of failed attempts at coordination efforts. Typically the primary concerns with coordination are working out financial concerns. DDOT and SMART took years to work out how transfers would be allowed between systems, with the potential of fares from passengers being lost by both providers. However, transfers are now accepted between systems, and each transit provider decided that the fares lost are fairly even on both sides.

As a part of the MPO process outlined under the Transportation Equity Act for the 21st Century (TEA-21) the regional transit providers are required to coordinate, to a certain degree, to receive federal funding through the region’s Transportation Improvement Program (TIP). “Transit operators funded by FTA are required to meet specific transportation planning requirements as a condition of funding. In urbanized areas, transit operators are key players in developing regional transportation plans through the metropolitan planning process, as called TEA-21.” (FTA, 2002) Innovative State and Local Planning for

Coordinated Transportation This process is only for capital funding, and a small amount of operations funding, preventative maintenance items.

“Coordination can substantially increase the availability of accessible transportation for people with disabilities. Although not mandated, coordination between local agencies is clearly a goal of the Americans with Disabilities Act of 1990 (ADA).” (FTA, 2002)

“With regard to coordinated planning, ADA regulations require that public providers identify all other providers of transit services in their area as a part of the preparation of the complementary paratransit plan. However, other providers, such as health and human service agencies, are not necessarily required to work with the public provider in putting together the paratransit plan or to coordinate.” (FTA, 2002)

In other regions the transportation certification process has required certain elements of coordination as a part of the funding process and to achieve greater transit efficiency. In some areas regional fare coordination are encouraged. In the San Francisco/Oakland region the FTA certification required completion of an “Interoperator Transit Coordination Implementation Plan” to address items such as duplicative services, coordination of fares and other means of cost savings. Other tools which have been utilized throughout the nation for coordination have been the following:

- Memorandums of Understanding or Agreements
- Formation of Coordinating Councils
- Consolidation of some service element (such as: dispatch, customer service, administration, planning, finance, etc.)

For the Lansing region—a small urban area, which has pockets of urbanized area outside of the urban provider’s, service area

(CATA) —there are challenges to coordination.

The three transit providers in the region have far different funding levels and different approaches to servicing their customers. CATA has a 2.12 millage generating over 7 million dollars funding the “urban” service area and .4 mills in Ingham County as a whole, which generates about two million. EATRAN has a millage rate of 0.25 mills, which generates about \$660,000. Both CATA and EATRAN also receive funding from MDOT. Clinton County currently does not have any millage for transit service. Their funding is currently coming from MDOT. The recipient for federal funding (Section 5307 funds) in the Lansing region is CATA, the urban provider. CATA has sole discretion how these funds are utilized, even though the population that is utilized for the formula includes urbanized area in Eaton and Clinton County. CATA is operating several different types of services, from the MSU campus, to demand response, to express services. EATRAN operates a few fixed routes and demand response service. Clinton Area Transit System focuses on demand response for their service area.

5.2.2 What Did the Transit Forum Participants Suggest?

Regional Coordination was determined one of the most “critical issues” by the transit forum participants. “Less turf protection” and “more goodwill to coordinate and cooperate” were some of the primary issues mentioned to resolve providing service for the traditionally underserved areas.

The participants listed some primary issues to be addressed with regional coordination.

- Non-transferability at county lines
- Coordination of fares
- Creation of Memorandum of Understanding or Agreement between regional operators to ease cross-boundary movement for riders.

- Creation of a regional transit board, or some other overseeing mechanism.

5.2.3 Why Coordinate?

There is no state or local requirement for the three transit providers to coordinate.

Because CATA is the only one of the transit providers required to go through the MPO regional transportation process to receive their federal funds, there is little incentive for the other two to participate in this process.

The greatest benefit to regional coordination would come from cross-county passengers and potential users. With more convenience offered over county lines, there is a potential to generate ridership. There would be some benefit to all three providers to address the coordination issues brought out through the transit forum in a pro-active way, rather than waiting until there are public community demands. The Tri-County Regional Planning Commission or MDOT could act as a intermediary to organize efforts to put together a Memorandum of Understanding or Agreement between the three agencies.

5.2.4 How Can the Systems Best Coordinate?

There are some things that just make more sense from a service development standpoint, than they do from a financial standpoint. For example, CATA has service that extends into Delta Township to the Lansing Mall even though they are not funded to provide this service. But to turn the buses around at Waverly Road (the limit of their service area) makes no sense from a service standpoint because a majority of their passengers traveling on this route are heading to destinations in and around the Mall. Similarly, Clinton Area Transit System takes their passengers directly to Sparrow for medical treatments, instead of requiring them to transfer at the county lines. Clearly, it is more convenient in most cases for the passenger to not have to transfer at all between systems. But,

financially if a transit provider crosses county lines, they do so at the expense of their own system.

In the case of demand response trips, with varying times and dates, it is probably most convenient and cost efficient for those who are residents of one county needing to go to another county to be handled by the county provider where they reside. In other words, if a demand response customer lived in Lansing and needed to travel to Charlotte, CATA would accommodate the trip, versus a resident of Delta Township needing to travel into Lansing, EATRAN would accommodate the trip. Common scheduling for demand response between the two agencies would better facilitate the scheduling and dispatching of these trips. The agencies would need to adopt an interagency agreement for this type of service if it was determined to be agreeable to all parties.

For fixed route service, the most advantageous situation for passengers would be an extension of the current CATA routes into out of county places, such as DeWitt and Delta Township. However, if a financial agreement could not be worked out for this type of service, then allowing free transfers between systems would be more attractive for potential passengers.

“Coordinating transportation means obtaining more results with your existing resources through working with others from different agencies with unique perspectives. Coordination is also an intensely local activity. The best plans for coordinating transportation services will need to be tailored closely to each community’s unique needs, skills and resources. Most of the agencies with programs that will participate in coordinated transportation services must account to state and/or federal funding sources regarding the expenditure of program funds.” (FTA, 2000) Planning Guidelines for Coordinated State and Local Specialized Services. Because there currently is no financial reason to coordinate

between systems, the best interests of the passenger should be considered by the three agencies when determining future coordination policies. Passengers should not be punished for needing to travel between systems; these requests should be accommodated and made as convenient as possible.

6.0 SUMMARY

6.1 Summary of Process

Utilizing Community Impact Assessment (FHWA, 1996) Community Impact Assessment and the initial scope of the project as a guideline, the Regional Transit Coordination Study process should be just the initial step of a longer process of Long Range Transit Planning for the region. Taking the information from the first two technical memorandums, the forum and the research, this study documents options for the region in order to address the “underserved” populations in the 1st tier suburbs and improve regional coordination.

For the Tri-County Regional Transit Coordination Study, the study area, community profile and data collection had largely been accomplished through the Regional Growth “Choices For Our Future” project. The tasks associated with the Coordination Study called for assessment of the regional trends and projections as they related to transit and access to jobs for those coming off welfare and utilizing transit.

Public involvement was also included in the Coordination Study through a Regional Transit Forum. The public involvement of the forum was worthwhile for the community transit leaders to have a dialogue on some of the pertinent issues and come to better understanding of how some of the regional trends may affect transit. However, there should be another step in the public involvement process for these issues, in which the transit ridership, and potential transit riders can be accessed to identify their priorities for the future of transit and their interests and needs. Perhaps rider surveys, or surveys in targeted locations, such as grocery stores, regional job sites or medical offices in the traditionally underserved areas could more effectively reach potential riders for a more accurate depiction of the needs of these targeted groups.

The transit forum included a presentation of how regional trends affect transit. The information presented at the transit forum highlighted what these regional land use and population trends will mean for transit. In short, a decrease in convenience: longer transit trips, more transfers, and increased costs for more services. There is no easy answer for rural areas, where populations are so dispersed, fixed route transit is inefficient, but the population and need for transit is growing. Employment in outlying areas is also forecasted to grow, adding to the future need for transit in “traditionally underserved areas.” Rural job access for low-income groups is particularly difficult to address, with rural population levels rising, and demand response transit for these areas is typically costly.

The transit forum also allowed the participants to identify some of their key concerns for the region’s transit future. Section 3, Table 3 indicates “Critical Issues” from the transit forum include increasing funding, improving coordination between systems, improving PR and education of transit in the region and concentrating on customer service at a region-wide level.

6.2 Suggestions for Regional Coordination and Enhanced Service to “Traditionally Underserved Areas”

Following are some suggestions on how each system can better coordinate, and provide better services to the “traditionally underserved areas.” Many of the items were developed through ideas which originated from the transit forum participants.

EATRAN

- Budget for more service in Delta Twp.
- Would Delta Twp. residents support a separate millage for more service? (similar to Meridian's)

Clinton Area Transit System

- More service in Dewitt?
- Would local municipality fund it?
- Plan for a millage county wide to support service

CATA

- More cooperation with EATRAN and Clinton Area Transit System to utilize CATA Transportation Center for transferring passengers
- Work with the existing border communities and EATRAN and Clinton Area Transit System to determine if extensions of the current CATA fixed routes would be an option.

All Systems

- Work out transfer locations with CATA, EATRAN and CATS for passenger transfers, if passengers cannot be transported to their final destinations in a neighboring county.
- Accept each other's transfers
- Look at coordinating some customer service elements such as call-taking, dispatching.
- Coordinate Memoranda of Understanding between systems to allow for ease of passenger flow and future joint projects.
- Consider utilizing a regional board or overseeing body for regional transit planning and other coordination issues.
- Work with the planning and zoning boards from local jurisdictions to

educate commissioners on the transportation related affects of allowing residential development, particularly for lower incomes and persons with disabilities outside of the urbanized service area.

- The persons who attended the transit forum were not really representative of those who might use current transit or utilize planned transit. More of an effort should be made in the future to access the opinions of transit users through targeted rider surveys, and surveys of entry-level employees at regional job sites. It is important once plans are developed to survey these populations to determine if the routes proposed would fit their needs or if they have other priorities.

TCRPC

- Coordinate the transit provider discussion in utilizing a regional board or overseeing body for regional transit planning and other coordination issues. Perhaps TCRPC could be utilized for this type of mechanism?
- Assist with the coordination of Memoranda of Understanding between systems to allow for ease of passenger flow and future joint projects.
- Develop training materials for local planning and zoning boards to educate commissioners on the transportation related affects of allowing residential development, particularly for lower incomes and persons with disabilities outside of the urbanized service area.
- Initiate targeted rider surveys, and surveys of entry-level employees at regional job sites. Partner with CATA Marketing and Planning Staff.
- New housing units and businesses should be regularly mapped using

- GIS in relationship to walking distance from transit lines.
- Gather and analyze free and reduced lunch household data from local schools and grocery stores, which accept food stamps. It may provide further insights on how well the transit systems are servicing low-income populations, particularly in rural areas.

6.3 Elements to be Integrated into the Growth Study

This sub-section satisfies the requirements of Task II-8.5, the integration of elements of the Regional Transit Coordination Study into the Regional Growth “Choices For Our Future” project. All of these recommendations for integration should be analyzed by the Transportation Task Force for incorporation into the appropriate elements of the project.

- Explain the sprawl and transit link

The link between land use decisions and transit utilization is typically not obvious. Unless one is a transit user, there is not much thought to how the community develops and how transit customers are affected. As the community grows and densities decrease, the task of riding transit becomes more difficult. As populations and jobs shift to the outer areas of the community, bus rides become longer, more transfers may be needed, or the ride may be only possible through an advanced reservation.

The auto orientation of most new development discourages transit use by creating huge parking areas and unlinked developments that are not pedestrian friendly.

- Utilize transit routes in preferred land use analysis

The containment of sprawl in the preferred land use alternative or “Wise Growth”

alternative would orient development to already existing urbanized areas. It would focus growth along existing water and sewer or adjacent to existing development. This pattern would be well suited to maximize the efficiency of transit service as well. Development which is added along existing routes will only add to the possibility that some one living in that development or needing to access that development will take the existing transit routes.

Because the existing system is designed for downtown Lansing and East Lansing destinations, redevelopment in these core areas would be key to attracting more users to the existing fixed route transit system.

- Educate land use officials such as planning and zoning boards and staff members about the affects of land use decisions on transit operations.

Similar to the basis for a water and sewer line, transit routes need a certain level of density to make them effective. Focusing new development (particularly low income housing, persons with disabilities and elderly housing large employment destinations, medical facilities) along existing transit routes or adjacent to existing development would maximize the existing transit infrastructure.

Perhaps local jurisdictions could incorporate review of pending housing (particularly subsidized housing) for persons with disabilities and the elderly by transit agencies for affect on future transit operations. If there is no existing transit within walking distance, perhaps another site could be considered or other special arrangements made. The jurisdiction could offer incentives, such as higher density, in the zoning ordinance for uses along transit lines. Transit agencies may offer design insights, such as how to best offer pedestrian access to the nearest transit stop. For example, coordination between East Lansing and CATA resulted in a cluster of new apartment buildings, which were geared to

MSU students. CATA was able to be a part of the planning process, and orient their transit service and bus stops to generate significant new ridership.

- New housing and businesses within walking distance of transit

Data on the number of new housing and businesses that are taking place in the region needs to be collected from building permits issued by local jurisdictions and mapped with the Tri-County GIS system. This data would provide a good idea of the trends, and is both timelier and more detailed than the residential change maps that are periodically generated from land use/land cover data. It would allow the transit providers to see where the growth was occurring and to better target potential service improvements.

7.0 LIST OF REFERENCES

Federal Highway Administration, 1996
Community Impact Assessment: A Quick
Reference for Transportation Washington
DC

Federal Transit Administration, 2002
Innovative State and Local Planning for
Coordinated Transportation Washington DC

Federal Transit Administration, 2000
Planning Guidelines for Coordinated State
and Local Specialized Services Washington
DC

8.0 LIST OF PERSONS AND AGENCIES CONSULTED

Transit Task Force

- Constance Benca, Michigan Department of Transportation (UPTRAN)
- Brad Funkhouser, Capital Area Transportation Authority (CATA)
- Paul Hamilton, Tri-County Regional Planning Commission
- Raymond Lenze, Michigan Department of Transportation
- Steven Lieby, Clinton Area Transportation System
- Linda Tokar, Eaton County Transportation Authority (EATRAN)
- Edith Hatter-Williams, Capital Area Michigan Works!
- Cordell Henderson, Lansing School District
- Jere Hinkle, Parsons Transportation Group
- Mei Ingram, Parsons Transportation Group
- Nicole Lam, CATA
- Amy Mc Ewan, Delta Charter Township
- Carol Monroe, EATRAN
- Leonard Peters, Eaton County Board of Commissioners
- Christine Quinn, Capital Area Michigan Works!
- Joan Rouleau, Family Independence Agency
- Jo Sinha, Peckham Vocational Industries

Others who were consulted

- Deb Alexander, CATA
- John Arehart, Clinton County Board of Commissioners
- Jan Bazler, Eaton County FIA
- Maureen Beavers, Clinton County FIA
- Bernard Feldpausch, Bees Chrysler
- Larry Goka, Family Independence Agency
- Thomas Griffin, Employment Service Center, Eaton County Interim School District
- Ken Sperber, Tri-County Office of Young Children
- Doug Stites, Capital Area Michigan Works!
- Robert Thelen, Ingham Intermediate School District
- Janice Tower, Eaton County Planning Commission
- Jan Watkins, Ingham County FIA

9.0 LIST OF PREPARERS

Michele Manning, AICP

Ms. Manning holds a Bachelor's Degree in Urban and Regional Planning from Michigan State University, as well as a Master's Degree from the University of Michigan in Urban Planning. She worked for three years in Grand Rapids

as the Senior Planner for the Grand Rapids Area Transit Authority. She has worked for the past three years as an Associate Planner at the Planning and Zoning Center, Inc. on a variety of land use and transportation related assignments.

10.0 APPENDIX A

10.1 Transit Definitions

Fixed Route: bus service on a fixed schedule with a specific route, stopping to pick up and drop off passengers.

Express Route: fixed route with a limited number of stops.

Demand Response: vehicles not on a fixed route or fixed schedule, vehicles may be dispatched to pick up one of several passengers. (Also called dial-a-ride, paratransit or door-to-door transportation).

Flex Route: is a route with a fixed beginning and ending point with a fixed schedule at these points. The stops in-between vary depending upon rider destinations. Loose schedules can accommodate these diverging trips.

Connector: Fixed routes that have limited service into rural areas. Intended to create a bridge between demand response and fixed route services.

Linehaul: Another name for a fixed route system.

Headways: The scheduled time between buses.

Convenience is an important aspect of transit service the more convenient trips are the more likely people will ride.

Generally fixed route buses are more convenient because:

- ◆ The time to wait for the bus is short
- ◆ The time on the bus is fairly short
- ◆ The # of transfers needed is minimal (preferably none)
- ◆ The time to walk to the bus is minimal.

For demand response convenience depends on:

- ◆ The amount of time waiting for the vehicle and
- ◆ The time spent on the vehicle;
- ◆ Also, demand response is viewed by many as more inconvenient because trips typically need to be scheduled 24 hours in advance.

11.0 APPENDIX B

List of Transit Forum Facilitators June 12, 2002

- Gerri Ayers, MDOT
- Connie Benca, MDOT UPTRAN
- Renee Farnum, MDOT
- Ray Lenze, MDOT
- Jenn Osborne, TCRPC
- Jack Rozdilsky, TCRPC-MSU Extension
- Steve Skinker, TCRPC
- Laura Tschirhart, TCRPC

List of Transit Forum Participants June 12, 2002

- Nicole Lam, CATA
- John Serrine, Clinton Area Transit System
- Marillyn Owens, Lansing Resident
- Corbin Roy, Lansing Resident
- Jim Byington, EATRAN
- David Smith, Lansing Resident
- Jim Albertson, Dimondale
- Carol Monroe, EATRAN
- John Elsinga, Delhi Township
- Brad Funkhouser, CATA
- Ann Garvey, Charlotte Chamber of Commerce
- Arthur Slabosky, East Lansing Resident (Citizens for Car Share)
- Eric Glohr, Lansing Community College
- Brian Batema, EATRAN
- Connie Miller, Eaton ISD
- Larry Doerr, EATRAN
- Craig Allen, CATA
- Fred Martin, Clinton Area Transit System
- Wynell Brush, MDOT-UPTRAN
- Rachael Clark, EATRAN
- Jessica Swindell, Lansing Resident
- Jean Halsey, Greater Lansing Association for Development & Empowerment (GLADE)
- Lauren Dyck, Peckham, Inc.
- Amy JP McEwan, Delta

- Kathy Caudill, EATRAN
- Debbie Alexander, CATA
- Steven Leiby, Clinton Area Transit System
- Linda Tokar, Eaton County Transportation Authority
- Barbara Larson, Lansing Community College
- JP Woodford, MDOT Retired Director
- Ralph Monsma, CATA Board & TCRPC
- Ken Johnson, Lansing Resident
- Doreen Sierawski, Peckham, Inc.
- Vergil Pinckney, Greater Lansing Association for Development & Empowerment (GLADE)
- Marty Mecher, CATA
- Donna Webb, Eaton County Transportation Authority
- Pat Donath, League of Women Voters
- Jane Spitzley, Michigan Disability Rights Coalition
- DeVere Cook, Chester Township
- Stephan Wenis, Eastside Neighborhood Organization
- Jillian Evertse, Peckham, Inc.
- Ashaki Robinson, Greater Lansing Association for Development & Empowerment
- Pat Gilbert, CATA
- Harold Leeman, Lansing City Council & TCRPC
- Scott Holmgren, MSU Professor
- David Clark, EATRAN
- Randy Hankins, Charlotte Resident
- Nick Perfili, MDOT/MSU
- Judy LaFay, Peckham, Inc.
- Jim Froehlich, CATA
- Russell Bauerle, Clinton County Board & TCRPC
- Nathan Hartley, LENO – Lansing Eaton Neighborhood Organization
- Barbara Lomax, EATRAN
- Tracy Halsey, GLADE, Westminster Church
- Elaine Thomason, Peckham, Inc.
- John Hodges, City of Lansing

- Jeanne Wright, Lansing Resident
- Sharen Blowers, CATA
- Tom Carroll, East Lansing EDC
- Bill Rieske, Lansing Planning Department
- Jane Reagan, Williamston Planning Commission
- Carol Zwick, EATRAN
- John Johnston, CATA
- Lynn Jones, EATRAN
- John Geddie, Charlotte City Council
- Al Kempf, TCRPC & EATRAN
- Elaine Thomason, Peckham, Inc.

12.0 APPENDIX C

Option Finder Data

Transit 1	Total		Citizens		User		Board		Work		Other		Transit Aut.		County Comm.		Members		Rider		Transit Sta.		Interested Citizen	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Vote S	%	Votes	%	Votes	%	Vote S	%	Vote S	%	Votes	%	Vote S	%

Last week, which did you use to get to work?

Car, truck or van alone.	40	80																						
Car, truck or van car pooled.	1	2																						
Public transportation (including taxi).	4	8																						
Walked.	1	2																						
Other means.	1	2																						
Worked at home.	3	6																						

What best describes how you feel about being here this evening?

I want to improve the region's bus transit system.	29	56																						
It's my job to be here.	9	17																						
I am on an elected or appointed board and I feel it is necessary for me to hear what the public thinks.	10	19																						
To tell you the truth, if there was	4	8																						

Transit 1	Total		Citizens		User		Board		Work		Other		Transit Aut.		County Comm.		Members		Rider		Transit Sta.		Interested Citizen	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
anyway that I could avoid being here (and no one would know), I wouldn't be here.																								

Which of the following subgroups BEST describes you?

Concerned citizen or stakeholders with an interest in transit issues.	22	42																						
User or "potential" user of the transit system.	5	10																						
Board (advisory, transit or county) responsibility for the system.	7	13																						
Work professionally on transit issues for many years.	9	17																						
Other.	9	17																						

Which of the following subgroups BEST describes you?

Transit Authority Board Member.	3	6																						
County Commissioner.	3	6																						
Advisory Board.	5	9																						
Rider.	5	9																						
Transit Staff.	16	30																						

Transit 1	Total		Citizens		User		Board		Work		Other		Transit Aut.		County Comm.		Members		Rider		Transit Sta.		Interested Citizen	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Vote S	%	Votes	%	Votes	%	Vote S	%	Vote S	%	Votes	%	Vote S	%
Interested Citizen.	12	23																						
Other.	9	17																						

Where do you live?

Ingham.	26	45																						
Eaton.	26	45																						
Clinton.	6	10																						
Other.	0	0																						

What is your area of work?

Elected or appointed official.	2	4																						
Work for a transit system.	15	29																						
Government employee.	10	19																						
Education.	6	12																						
Business.	4	8																						
Nonprofit.	10	19																						
Agriculture.	0	0																						
Retired.	5	10																						

Transit 1	Total		Citizens		User		Board		Work		Other		Transit Aut.		County Comm.		Members		Rider		Transit Sta.		Interested Citizen	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
Other.	0	0																						

Which of the following subgroups BEST describes where you live?

Urban (Lansing/E. Lansing).	19	33																						
Small urban (Charlotte, Mason, St. Johns).	17	30																						
Suburban (Townships).	14	25																						
Rural Townships.	6	11																						
Not from the region.	1	2																						

In general, how well do you think the public bus transit services in the Tri-County region serve the public?

Excellent—a model for comparable areas.	3	5	0	0	1	20	0	0	1	11	0	0	0	0	0	0	0	0	0	0	0	3	19	0	0
Good—some improvement needed.	36	60	15	68	1	20	4	67	5	56	6	75	1	33	3	100	3	75	2	40	12	75	5	45	
Fair to mediocre.	19	32	6	27	3	60	2	33	3	33	1	12	2	67	0	0	1	25	3	60	1	6	5	45	
Poor.	2	3	1	5	0	0	0	0	0	0	1	12	0	0	0	0	0	0	0	0	0	0	0	1	9

How well do you think the existing public bus transit services address the “traditionally underserved areas” of the Tri-County region?

Excellent.	1	2	0	0	0	0	0	0	1	11	0	0	0	0	0	0	0	0	0	0	0	1	6	0	9
Good.	24	41	10	48	2	4	2	33	3	33	3	33	1	33	2	67	0	0	2	40	10	62	5	45	

Transit 1	Total		Citizens		User		Board		Work		Other		Transit Aut.		County Comm.		Members		Rider		Transit Sta.		Interested Citizen	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
Fair to Mediocre.	21	36	7	33	0	0	2	33	4	44	5	62	1	33	1	33	3	75	0	0	5	31	3	27
Poor.	12	21	4	19	3	60	2	33	1	11	0	0	1	33	0	0	1	25	3	60	0	0	3	27

From the standpoint of those who are in the “traditionally underserved areas” of the Tri-County region, what do you think is the major issue that they would like improved?

Not enough service (frequency) (have to wait too long).	18	32	6	30	1	20	2	33	2	25	5	62.5	1	33	0	0	3	75	1	20	5	33	2	20	
Too far to walk to service (> 1/4 of a mile).	5	9	2	10	0	0	1	17	0	0	1	12.5	1	33	0	0	0	0	0	0	0	0	1	10	
Expect door-to-door service.	2	4	0	0	0	0	0	0	2	25	0	0	0	0	0	0	0	0	0	0	0	2	13	0	0
Routes take too long timewise.	14	25	5	25	1	20	1	17	3	38	1	12.5	1	33	0	0	0	0	1	20	4	27	4	40	
Required to make reservations too far in advance.	2	4	1	5	1	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	7	1	10	
Lack of coordination between services.	6	11	1	5	1	20	0	0	1	12	1	12.5	0	0	0	0	11	25	1	20	1	7	1	10	
Too many transfer points	3	5	2	10	0	0	0	0	0	0	0	0	0	0	1	33	0	0	0	0	2	13	0	0	
Too costly.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Honestly, though there are issues, in the scheme of things, these are insignificant or minor.	5	9	2	10	1	20	2	33	0	0	0	0	0	0	2	67	0	0	2	40	0	0	1	10	

Transit 1	Total		Citizens		User		Board		Work		Other		Transit Aut.		County Comm.		Members		Rider		Transit Sta.		Interested Citizen	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
NO SUBSTANTIVE ISSUES	1	2	1	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
If you agree that there are significant issues in providing service for the “traditionally underserved areas” of the Tri-County area, where should the emphasis be in resolving those issues?																								
I do not agree that there are significant issues.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
More effective leadership.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Less turf protection—more regional perspective.	13	22	5	22.7	1	20	0	0	2	22	4	57	0	0	0	0	2	50	1	20	2	12.5	3	27
A centralized dispatch.	2	3	1	4.5	0	0	1	17	0	0	0	0	0	0	1	33	0	0	0	0	0	0	0	0
A single overarching board of authority.	6	10	2	9.1	1	20	0	0	1	11	2	29	0	0	0	0	0	0	1	20	2	12.5	1	9
An enhanced sense of serving the public.	7	12	4	18.2	0	0	0	0	0	0	0	0	0	0	1	33	0	0	0	0	2	12.5	0	0
An overall vision of service provision.	7	12	3	13.8	1	20	1	17	1	11	0	0	1	33	0	0	0	0	0	0	2	12.5	3	27
More goodwill to coordinate and cooperate.	8	14	1	4.5	1	20	4	67	0	0	1	14	2	67	1	33	2	50	1	20	1	6.2	1	9
Increased funding.	11	19	5	22.7	1	20	0	0	4	44	0	0	0	0	0	0	0	0	1	20	6	37.5	2	18

Transit 1	Total		Citizens		User		Board		Work		Other		Transit Aut.		County Comm.		Members		Rider		Transit Sta.		Interested Citizen		
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	
Other.	4	7	1	4.5	0	0	0	0	1	11	0	0	0	0	0	0	0	0	0	1	20	1	6.2	1	9

Which issue do you want to work on?

Improve coordination between systems.	16	30	8	40	0	0	3	60	1	11	2	33	2	67	0	0	1	5	0	0	5	33	4	40
Increase funding.	7	13	1	5	1	25	1	17	3	33	0	0	1	33	0	0	1	25	1	25	1	7	0	0
More PR for system.	14	26	5	25	1	25	0	0	4	44	3	50	0	0	0	0	1	25	1	25	6	40	3	30
Customer service—region wide.	4	7	2	10	0	0	1	17	0	0	0	0	0	0	1	100	0	0	0	0	1	7	1	10
More transit system/employer partnerships	2	4	0	0	1	25	0	0	1	11	0	0	0	0	0	0	0	0	0	0	1	7	1	10
Frequency of service—more hours and weekends.	3	6	0	0	0	0	0	0	0	0	1	17	0	0	0	0	0	0	0	0	0	0	0	0
Cost of providing convenience.	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	7	0	0
Transportation and access for senior population.	1	2	0	0	0	0	1	17	0	0	0	0	0	0	0	0	1	25	0	0	0	0	0	0
Car culture—single mode mentality.	5	9	3	15	1	25	0	0	0	0	0	0	0	0	0	0	0	0	2	50	0	0	1	10
How to address varied customer needs.	1	2	1	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

List Items

Transit 1	Total		Citizens		User		Board		Work		Other		Transit Aut.		County Comm.		Members		Rider		Transit Sta.		Interested Citizen		
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	
A. Means of identifying common regional issues.																									
Critically important.	9	20	3	18	2	40	1	25	1	12	0	0	0	0	0	0	0	1	100	2	40	2	15	2	22
Major importance.	14	31	8	47	1	20	2	50	2	25	0	0	2	67	1	100	0	0	1	20	4	31	4	44	
Minor importance.	19	42	5	29	2	40	1	25	4	50	3	100	1	33	0	0	0	0	2	40	7	54	2	22	
Not important at all.	3	7	1	6	0	0	0	0	1	12	0	0	0	0	0	0	0	0	0	0	0	0	1	11	
B. More PR and education of the available services.																									
Critically important.	18	34	7	37	1	20	0	0	4	44	2	33	0	0	1	50	0	0	1	25	7	47	3	33	
Major importance.	24	45	8	42	2	40	4	67	3	33	4	67	2	67	1	50	3	75	1	25	7	47	3	33	
Minor importance.	11	21	4	21	2	40	2	33	2	22	0	0	1	33	0	0	1	25	2	50	1	7	3	33	
Not important at all.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
C. Improve coordination between systems.																									
Critically important.	26	48	8	40	2	40	4	67	4	44	4	67	2	67	1	50	3	75	2	40	8	50	4	40	
Major importance.	24	43	11	55	3	60	2	33	2	22	2	33	1	33	1	50	1	25	3	60	6	33	5	50	
Minor importance.	6	11	1	5	0	0	0	3	3	33	0	0	0	0	0	0	0	0	0	0	2	12	1	10	
Not important at all.	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	

Transit 1	Total		Citizens		User		Board		Work		Other		Transit Aut.		County Comm.		Members		Rider		Transit Sta.		Interested Citizen	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%

D. Increase funding.

Critically important.	30	53	10	50	4	80	1	17	7	78	3	43	1	33	0	0	2	50	3	60	14	88	5	50
Major importance.	15	26	7	35	0	0	2	33	1	11	2	29	0	0	1	50	1	25	0	0	2	12	4	40
Minor importance.	11	19	2	10	1	20	3	50	1	11	2	29	2	67	0	0	1	25	2	40	0	0	1	10
Not important at all.	1	2	1	5	0	0	0	0	0	0	0	0	0	0	1	50	0	0	0	0	0	0	0	0

E. Frequency of service.

Critically important.	11	20	5	25	1	20	2	33	0	0	1	17	0	0	2	100	1	25	1	20	2	12	1	9
Major importance.	27	48	9	45	2	40	3	50	3	33	3	50	2	67	0	0	2	50	2	40	6	38	6	55
Minor importance.	18	32	6	30	2	40	1	17	6	67	2	33	1	33	0	0	1	25	2	40	8	50	4	36
Not important at all.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

F. All systems need more hours, including weekends.

Critically important.	14	25	5	23	2	50	1	17	0	0	3	50	1	33	0	0	0	0	1	25	5	31	1	0
Major importance.	20	36	13	59	0	0	1	17	0	0	2	33	0	0	1	50	2	50	1	25	4	25	6	33
Minor importance.	22	39	4	18	2	50	4	67	9	100	0	0	2	67	1	50	2	50	2	50	6	38	4	67
Not important at all.	1	2	0	0	0	0	0	0	0	0	1	17	0	0	0	0	0	0	0	0	1	6	0	0

Transit 1	Total		Citizens		User		Board		Work		Other		Transit Aut.		County Comm.		Members		Rider		Transit Sta.		Interested Citizen	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%

G. Buy-in from local jurisdictions to improve associated elements of system.

Critically important.	6	11	1	5	0	0	0	0	1	12	1	17	0	0	0	0	1	25	1	20	1	6	0	20
Major importance.	16	29	8	38	3	60	0	0	2	25	0	0	0	0	1	50	1	25	3	60	3	19	3	70
Minor importance.	28	50	9	43	2	40	5	83	5	62	4	67	2	67	1	50	2	50	1	20	10	62	6	10
Not important at all.	6	11	3	14	0	0	1	17	0	0	1	17	1	33	0	0	0	0	0	0	2	12	0	0

H. The cost of providing convenience for expanded service

Critically important.	14	25	5	24	1	20	2	33	3	33	1	17	2	67	0	0	0	0	0	0	7	44	2	10
Major importance.	24	42	12	57	1	20	2	33	5	56	2	33	0	0	2	100	2	50	1	20	5	31	7	50
Minor importance.	16	28	3	14	3	60	2	33	1	11	2	33	1	33	0	0	2	50	3	60	4	25	1	40
Not important at all.	3	5	1	5	0	0	0	0	0	0	1	17	0	0	0	0	0	0	1	20	0	0	0	0

I. Flexibility of demand-response.

Critically important.	5	9	2	10	1	20	1	17	1	11	0	0	0	0	0	0	1	33	0	0	2	12	1	10
Major importance.	24	43	10	48	1	20	2	33	3	33	2	40	1	33	1	50	2	67	1	20	7	44	5	50
Minor importance.	22	29	7	33	3	60	2	33	4	44	3	60	1	33	1	50	0	0	3	60	6	38	4	40
Not important at all.	5	9	2	10	0	0	1	17	1	11	0	0	1	33	0	0	0	0	1	20	1	6	0	0

J. Cultural single-mode mentality, i.e. auto orientation.

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Transit 1	Total		Citizens		User		Board		Work		Other		Transit Aut.		County Comm.		Members		Rider		Transit Sta.		Interested Citizen	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
Critically important.	17	30	7	33	2	40	1	17	2	22	1	17	1	33	0	0	2	50	3	60	2	12	4	40
Major importance.	19	33	7	33	2	40	4	67	2	22	2	33	1	33	2	100	2	50	2	40	5	31	2	20
Minor importance.	11	19	3	14	1	20	1	17	3	33	1	17	1	33	0	0	0	0	0	0	5	31	3	30
Not important at all.	10	18	4	19	0	0	0	0	2	22	2	33	0	0	0	0	0	0	0	0	4	25	1	10

K. How to address viable needs of customers.

Critically important.	9	16	5	25	0	0	2	33	0	0	0	0	1	33	2	100	0	0	0	0	3	19	2	20
Major importance.	18	33	5	25	1	25	2	33	3	33	3	50	2	67	0	0	1	25	0	0	9	56	2	20
Minor importance.	24	44	9	45	2	50	2	33	6	67	2	33	0	0	0	0	3	75	3	75	3	19	6	60
Not important at all.	4	7	1	5	1	25	0	0	0	0	1	17	0	0	0	0	0	0	1	25	1	6	0	0

L. Stay focused on customer service on region-wide basis.

Critically important.	19	34	9	45	2	40	3	50	1	11	1	17	1	33	1	50	1	25	2	40	5	31	2	22
Major importance.	19	34	8	40	1	20	3	50	1	11	3	50	1	67	1	50	3	75	1	20	3	19	5	56
Minor importance.	16	29	3	15	2	40	0	0	6	67	1	17	1	0	0	0	0	0	2	40	6	38	2	22
Not important at all.	2	4	0	0	0	0	0	0	1	11	1	17	0	0	0	0	0	0	0	0	2	12	0	0

M. More transit-employer partnerships.

Critically important.	14	25	3	18	3	60	1	17	3	33	1	17	1	33	0	0	1	25	2	40	3	19	4	40
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Transit 1	Total		Citizens		User		Board		Work		Other		Transit Aut.		County Comm.		Members		Rider		Transit Sta.		Interested Citizen	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
Major importance.	27	49	13	68	0	0	3	50	3	33	2	33	2	33	2	100	2	50	1	20	8	50	3	30
Minor importance.	13	24	3	18	2	40	2	33	3	33	3	50	0	33	0	0	1	25	2	40	5	31	3	30
Not important at all.	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

N. Provide transportation for growing senior population.

Critically important.	13	23	6	29	1	20	2	33	0	0	1	17	1	33	0	0	1	25	0	0	4	25	1	10
Major importance.	29	51	10	48	2	40	4	67	6	67	4	67	2	67	2	100	3	75	3	60	9	56	4	40
Minor importance.	13	23	4	19	2	40	0	0	3	33	1	17	0	0	0	0	0	0	2	40	2	12	5	50
Not important at all.	2	4	1	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	6	0	0

O. Non-transferability at county lines.

Critically important.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Major importance.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Minor importance.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not important at all.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

P. Duration elsewhere than downtown.

Critically important.	2	4	1	0	0	0	0	0	1	11	0	0	0	0	0	0	0	0	1	20	0	0	1	10
Major importance.	22	39	9	43	2	40	2	33	2	22	2	33	0	0	2	100	1	25	1	20	8	50	4	40

Transit 1	Total		Citizens		User		Board		Work		Other		Transit Aut.		County Comm.		Members		Rider		Transit Sta.		Interested Citizen	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
Minor importance.	26	46	9	43	2	40	4	57	4	44	2	33	3	100	0	0	3	75	2	40	4	25	5	50
Not important at all.	7	12	2	10	1	20	0	0	2	22	2	33	0	0	0	0	0	0	1	20	4	25	0	0

Q. Demand for door-to-door services.

Critically important.	5	9	2	11	0	0	1	17	0	0	0	0	0	0	1	50	1	33	<u>0</u>	0	1	7	0	0
Major importance.	14	26	4	21	2	40	3	50	1	14	2	33	2	67	0	0	1	33	<u>2</u>	20	8	53	0	0
Minor importance.	24	45	10	53	1	20	2	33	5	71	3	50	1	33	1	50	1	33	<u>2</u>	20	4	27	9	100
Not important at all.	10	19	3	16	2	40	0	0	1	14	1	17	0	0	0	0	0	0	<u>3</u>	60	2	13	0	0

EVALUATION

A. How did you find the pace of this evening's session?

Too fast.	2	4	1	5	0	0	1	20	0	0	0	0	1	33	0	0	0	0	0	0	1	8	0	0
Okay.	41	85	16	84	4	100	4	80	7	78	5	83	2	67	2	100	3	100	4	100	11	85	10	100
Too slow.	5	10	2	11	0	0	0	0	2	22	1	17	0	0	0	0	0	0	0	0	1	8	0	0

B. Assess the value of this evening's session?

Very valuable.	6	13	5	28	1	25	0	0	0	0	0	0	0	0	1	50	0	0	1	25	0	0	2	20
Valuable.	23	51	9	50	3	75	2	40	3	38	3	60	2	67	0	0	0	0	3	75	7	54	6	60

Transit 1	Total		Citizens		User		Board		Work		Other		Transit Aut.		County Comm.		Members		Rider		Transit Sta.		Interested Citizen	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
Somewhat valuable.	12	27	3	17	0	0	3	60	4	50	1	20	1	33	1	50	1	100	0	0	5	38	1	10
Slightly valuable.	4	9	1	6	0	0	0	0	1	12	1	20	0	0	0	0	0	0	0	0	1	8	1	10
Not valuable.	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0

C. How could this evening's session been more valuable?

More information.	10	23	4	25	1	25	2	40	2	29	0	0	1	50	1	100	0	0	2	50	1	8.3	4	44
Less information.	7	16	3	19	1	25	1	20	2	29	0	0	0	0	0	0	1	33	1	25	1	8.3	2	22
More time.	14	33	5	31	1	25	2	40	1	14	3	50	1	50	0	0	1	33	0	0	7	58.3	2	22
Less time.	3	7	1	6	0	0	0	0	2	29	0	0	0	0	0	0	0	0	0	0	1	8.3	0	0
More open mindedness.	5	12	1	6	1	25	0	0	0	0	2	33	0	0	0	0	0	0	1	25	1	8.3	1	11
Less defensiveness.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Better facilitator.	3	7	1	6	0	0	0	0	0	0	1	17	0	0	0	0	1	33	0	0	1	8.3	0	0
Not having what's his face in my group.	1	2	1	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

D. Did you feel that there was opportunity for your opinion to be heard?

Definitely.	27	59	10	59	3	75	3	50	4	50	3	50	1	33	2	100	1	33	3	75	5	38	6	75
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Transit 1	Total		Citizens		User		Board		Work		Other		Transit Aut.		County Comm.		Members		Rider		Transit Sta.		Interested Citizen	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
Mostly true.	16	35	5	29	1	25	3	50	3	38	3	50	2	67	0	0	2	67	1	25	7	54	2	25
Mostly not true.	3	7	2	12	0	0	0	0	1	12	0	0	0	0	0	0	0	0	0	0	1	8	0	0
NOT TRUE AT ALL.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

E. If these suggestions are heard, considered and acted upon, they will markedly improve all of the transit systems.

Completely agree.	10	22	5	28	0	0	1	17	1	12	2	40	1	33	0	0	1	33	1	25	0	0	3	33
Mostly agree.	36	78	13	72	4	100	5	83	7	88	3	60	2	67	1	100	2	67	3	75	13	100	6	67
Mostly disagree.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Completely disagree.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

F. How optimistic are you that these suggestions will be listened to, evaluated and possibly acted on?

Very optimistic.	4	8	2	11	0	0	0	0	1	12	0	0	0	0	0	0	0	0	0	0	0	2	15	1	10
Somewhat optimistic.	18	38	7	37	3	75	3	50	3	38	1	17	2	67	1	50	1	33	3	75	4	31	3	30	
Slightly optimistic.	22	46	9	47	0	0	3	50	3	38	4	67	1	33	1	50	1	33	0	0	7	54	5	50	
Not optimistic at all.	4	8	1	5	1	25	0	0	1	12	1	17	0	0	0	0	1	33	1	25	0	0	1	10	

G. Assess the value of OptionFinder in this session.

Great (we need one in our office and at home too).	23	49	8	42	1	25	3	50	6	67	3	75	1	33	0	0	3	100	3	50	4	31	5	50
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Transit 1	Total		Citizens		User		Board		Work		Other		Transit Aut.		County Comm.		Members		Rider		Transit Sta.		Interested Citizen	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
Good, also valued the discussion.	19	40	10	53	2	50	1	17	2	22	1	25	0	0	2	100	0	0	2	25	7	54	5	50
Minimal value, more of a distraction.	2	4	0	0	0	0	1	17	1	11	0	0	1	33	0	0	0	0	0	0	1	8	0	0
An unnecessary gadget.	1	2	0	0	0	0	1	17	0	0	0	0	1	33	0	0	0	0	0	0	0	0	0	0
I am still trying to get ESPN on this thing.	2	4	1	0	1	25	0	0	1	0	0	0	0	0	0	0	0	0	1	25	1	8	0	0

Transit 2	Other Subgroup		Elect/Apt. Official		Transit		Govt.		Educ.		Business		Nonprofit		Ag		Retired		Other		Ingham		Eaton	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
In general, how well do you think the public bus transit services in the Tri-County region serve the public?																								
Excellent—a model for comparable areas.	0	0	0	0	0	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	9	1	4
Good—some improvement needed.	5	56	1	50	1	80	3	30	3	50	3	100	6	60	0	0	2	50	0	0	13	52	17	68
Fair to mediocre.	3	33	1	50	1	7	6	60	2	33	0	0	4	40	0	0	2	50	0	0	10	40	6	24
Poor.	1	11	0	0	0	0	1	10	1	17	0	0	0	0	0	0	0	0	0	0	0	0	1	4
How well do you think the existing public bus transit services address the “traditionally underserved areas” of the Tri-County region?																								
Excellent.	0	0	0	0	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	4	0	0
Good.	5	25	0	0	0	60	4	40	2	33	3	100	2	22	0	0	1	25	0	0	8	33	14	58
Fair to Mediocre.	3	62	1	50	1	33	5	50	2	33	0	0	4	44	0	0	1	25	0	0	8	33	5	21
Poor.	1	12	1	50	1	0	1	10	2	33	0	0	3	33	0	0	2	50	0	0	7	29	5	21
From the standpoint of those who are in the “traditionally underserved areas” of the Tri-County region, what do you think is their major issue that they would like improved?																								
Not enough service (frequency) (have to wait too long).	4	44	0	0	5	36	3	30	2	33	0	0	4	40	0	0	1	33	0	0	6	26	7	30
Too far to walk to service (> 1/4 of a mile).	2	22	0	0	0	0	2	20	0	0	0	0	2	20	0	0	0	0	0	0	3	13	2	9
Expect door-to-door service.	0	0	0	0	2	14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	9	0	0
Routes take too long timewise.	2	22	0	0	3	21	3	30	1	17	1	50	2	20	0	0	2	67	0	0	5	22	6	26

Transit 2	Other Subgroup		Elect/Apt. Official		Transit		Govt.		Educ.		Business		Nonprofit		Ag		Retired		Other		Ingham		Eaton	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
Required to make reservations too far in advance.	0	0	0	0	1	7	0	0	1	17	0	0	0	0	0	0	0	0	0	0	0	0	2	9
Lack of coordination between services.	0	0	0	0	1	7	2	20	0	0	0	0	1	10	0	0	0	0	0	0	2	9	3	13
Too many transfer points	0	0	0	0	2	14	0	0	1	17	0	0	0	0	0	0	0	0	0	0	3	13	0	0
Too costly.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Honestly, though there are issues, in the scheme of things, these are insignificant or minor.	0	0	1	50	0	0	0	0	1	17	1	50	1	10	0	0	0	0	0	0	2	9	2	9
NO SUBSTANTIVE ISSUES	1	11	1	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	4	

If you agree that there are significant issues in providing service for the “traditionally underserved areas” of the tri-county area, where should the emphasis be in resolving those issues?

I do not agree that there are significant issues.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
More effective leadership.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Less turf protection—more regional perspective.	3	38	0	0	2	13	2	22	2	33	1	33	1	40	0	0	1	25	0	0	4	17	6	24
A centralized dispatch.	1	12	0	0	0	0	0	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0	2	8
A single overarching board of authority.	2	25	0	0	2	13	2	22	1	17	0	0	0	10	0	0	0	0	0	0	4	17	1	3
An enhanced sense of serving the public.	1	12	1	50	2	13	0	0	1	17	0	0	0	0	0	0	1	25	0	0	2	8	4	16
An overall vision of service	0	0	0	0	2	13	1	11	1	17	1	33	1	0	0	0	1	25	0	0	2	8	3	12

Transit 2	Other Subgroup		Elect/Apt. Official		Transit		Govt.		Educ.		Business		Nonprofit		Ag		Retired		Other		Ingham		Eaton	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
provision.																								
More goodwill to coordinate and cooperate.	0	0	1	50	1	7	2	22	1	17	0	0	0	10	0	0	0	0	0	0	4	17	3	12
Increased funding.	1	12	0	0	6	40	1	11	0	0	1	33	1	20	0	0	1	25	0	0	6	25	5	20
Other.	0	0	0	0	0	0	1	11	0	0	0	0	0	10	0	0	0	0	0	0	2	8	1	4

Which issue do you want to work on?

Improve coordination between systems.	2	25	0	0	5	33	1	12	2	50	1	33	2	20	0	0	1	25	0	0	5	25	9	38
Increase funding.	2	25	0	0	1	7	3	38	0	0	0	0	2	20	0	0	0	0	0	0	3	15	0	0
More PR for system.	2	25	1	50	6	40	2	25	2	50	1	33	1	10	0	0	0	0	0	0	4	20	8	33
Customer service—region wide.	0	0	1	50	1	7	0	0	0	0	0	0	0	0	0	0	2	50	0	0	2	10	1	4
More transit system/employer partnerships	0	0	0	0	1	7	1	12	0	0	0	0	0	0	0	0	0	0	0	0	1	5	1	4
Frequency of service—more hours and weekends.	1	12	0	0	0	0	0	0	0	0	0	0	2	20	0	0	0	0	0	0	3	15	0	0
Cost of providing convenience.	0	0	0	0	1	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	5	0	0
Transportation and access for senior population.	0	0	0	0	0	0	0	0	0	0	1	33	0	0	0	0	0	0	0	0	0	0	1	4
Car culture—single mode mentality.	0	0	0	0	0	0	1	12	0	0	0	0	2	20	0	0	1	25	0	0	1	5	3	12
How to address varied customer needs.	1	12	0	0	0	0	0	0	0	0	0	0	1	10	0	0	0	0	0	0	0	0	1	4

Transit 2	Other Subgroup		Elect/Apt. Official		Transit		Govt.		Educ.		Business		Nonprofit		Ag		Retired		Other		Ingham		Eaton	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%

A. Means of identifying common regional issues.

Critically important.	1	17	0	0	1	8	2	25	0	0	0	0	2	25	0	0	1	25	0	0	5	24	4	22
Major importance.	1	17	1	100	4	33	1	12	3	10	1	50	2	25	0	0	1	25	0	0	9	43	5	28
Minor importance.	4	67	0	0	7	58	4	50	0	0	1	50	4	50	0	0	0	0	0	0	6	29	7	39
Not important at all.	0	0	0	0	0	0	1	12	0	0	0	0	0	0	0	0	2	50	0	0	1	5	2	11

B. More PR and education of the available services.

Critically important.	2	25	1	50	7	47	4	50	1	20	1	33	0	0	0	0	1	25	0	0	5	23	10	45
Major importance.	5	62	1	50	7	47	3	38	2	40	1	33	5	50	0	0	3	75	0	0	9	41	10	45
Minor importance.	1	12	0	0	1	7	1	12	2	40	1	33	4	44	0	0	0	0	0	0	8	36	2	9
Not important at all.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

C. Improve coordination between systems.

Critically important.	3	38	1	50	7	47	4	50	4	67	0	0	4	40	0	0	0	0	0	0	10	43	11	48
Major importance.	4	50	1	50	6	40	3	38	1	17	3	10	6	60	0	0	3	100	0	0	11	48	11	48
Minor importance.	1	12	0	0	2	13	1	12	1	17	0	0	0	0	0	0	0	0	0	0	2	9	1	4
Not important at all.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

D. Increase funding.

Critically important.	2	22	0	0	13	87	6	67	2	33	0	0	4	40	0	0	1	33	0	0	15	65	11	49
Major importance.	4	44	1	50	2	13	2	22	1	17	2	67	4	40	0	0	1	33	0	0	4	17	6	26

Transit 2	Other Subgroup		Elect/Apt. Official		Transit		Govt.		Educ.		Business		Nonprofit		Ag		Retired		Other		Ingham		Eaton	
	Votes	%	Vote S	%	Vote S	%	Vote S	%	Vote S	%	Vote S	%	Vote S	%	Votes	%	Votes	%	Vote S	%	Votes	%	Votes	%
Minor importance.	3	33	1	50	0	0	1	11	2	33	1	33	2	20	0	0	1	33	0	0	3	17	6	26
Not important at all.	0	0	0	0	0	0	0	0	1	17	0	0	0	0	0	0	0	0	0	0	1	4	0	0

E. Frequency of service.

Critically important.	2	29	1	50	2	13	0	0	2	33	1	25	3	33	0	0	0	0	0	0	2	8	6	26
Major importance.	4	67	1	50	5	33	6	75	1	1	1	25	4	44	0	0	3	100	0	0	12	50	12	52
Minor importance.	1	14	0	0	8	53	2	25	3	50	2	50	2	22	0	0	0	0	0	0	10	42	5	22
Not important at all.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

F. All systems need more hours, including weekends.

Critically important.	3	39	0	0	4	27	0	0	2	40	0	0	4	40	0	0	1	25	0	0	6	26	6	25
Major importance.	4	50	1	50	4	27	2	25	2	40	3	75	4	40	0	0	3	75	0	0	6	26	13	54
Minor importance.	1	12	1	50	6	40	6	75	1	20	1	25	2	20	0	0	0	0	0	0	10	43	5	21
Not important at all.	0	0	0	0	1	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	4	0	0

G. Buy-in from local jurisdictions to improve associated elements of system.

Critically important.	1	12	0	0	1	7	1	14	1	20	0	0	1	10	0	0	0	0	0	0	2	9	1	4
Major importance.	2	25	1	50	2	13	3	43	3	60	1	25	2	20	0	0	1	25	0	0	7	30	7	30
Minor importance.	3	38	1	50	10	67	3	43	1	20	2	50	5	50	0	0	2	50	0	0	12	52	13	57
Not important at all.	2	25	0	0	2	13	0	0	0	0	1	25	2	20	0	0	1	25	0	0	2	9	2	9

H. The cost of providing convenience for expanded service

Critically important.	0	0	0	0	7	47	2	25	0	0	1	33	0	0	0	0	1	25	0	0	7	30	5	21
Major importance.	5	62	1	50	5	33	3	38	5	83	1	33	5	50	0	0	2	50	0	0	7	30	11	46

Transit 2	Other Subgroup		Elect/Apt. Official		Transit		Govt.		Educ.		Business		Nonprofit		Ag		Retired		Other		Ingham		Eaton	
	Votes	%	Vote S	%	Vote S	%	Vote S	%	Vote S	%	Vote S	%	Vote S	%	Votes	%	Votes	%	Vote S	%	Votes	%	Votes	%
Minor importance.	2	25	1	50	3	20	3	38	0	0	1	33	4	40	0	0	1	25	0	0	9	39	6	25
Not important at all.	1	12	0	0	0	0	0	0	1	17	0	0	1	10	0	0	0	0	0	0	0	0	2	8

I. Flexibility of demand-response.

Critically important.	0	0	0	0	2	13	1	12	0	0	1	33	0	0	0	0	0	0	0	0	0	1	4	4	17
Major importance.	3	38	0	0	6	40	3	38	3	60	2	67	4	40	0	0	3	75	0	0	10	43	11	46	
Minor importance.	4	50	1	50	6	40	4	50	2	40	0	0	5	50	0	0	1	25	0	0	10	43	7	29	
Not important at all.	1	12	1	50	1	7	0	0	0	0	0	0	1	10	0	0	0	0	0	0	2	9	2	8	

J. Cultural single-mode mentality, i.e. auto orientation.

Critically important.	1	12	0	0	1	7	3	38	2	33	1	33	4	40	0	0	2	50	0	0	7	30	6	25
Major importance.	4	50	2	100	5	33	3	38	2	33	1	33	4	40	0	0	0	0	0	0	9	39	8	33
Minor importance.	1	12	0	0	5	33	2	25	0	0	1	33	1	10	0	0	1	25	0	0	2	9	7	29
Not important at all.	2	25	0	0	4	27	0	0	0	33	0	0	1	10	0	0	1	25	0	0	5	22	3	12

K. How to address viable needs of customers.

Critically important.	0	0	1	50	2	13	1	14	1	17	0	0	1	11	0	0	0	0	0	0	6	27	2	9
Major importance.	1	14	0	0	9	60	1	14	2	33	2	67	2	22	0	0	0	0	0	0	7	32	8	35
Minor importance.	5	71	1	50	3	20	5	71	3	50	1	33	4	44	0	0	4	100	0	0	7	32	12	52
Not important at all.	1	14	0	0	1	7	0	0	0	0	0	0	2	22	0	0	0	0	0	0	2	9	1	4

L. Stay focused on customer service on region-wide basis.

Critically important.	3	38	1	50	4	27	3	43	1	17	0	0	4	40	0	0	2	50	0	0	7	30	9	39
												10												

Transit 2	Other Subgroup		Elect/Apt. Official		Transit		Govt.		Educ.		Business		Nonprofit		Ag		Retired		Other		Ingham		Eaton	
	Votes	%	Vote S	%	Vote S	%	Vote S	%	Vote S	%	Vote S	%	Vote S	%	Votes	%	Votes	%	Vote S	%	Votes	%	Votes	%
Major importance.	2	25	1	50	3	20	2	29	4	67	3	0	2	20	0	0	1	25	0	0	6	26	8	35
Minor importance.	3	38	0	0	6	40	2	59	1	17	0	0	4	40	0	0	1	25	0	0	8	35	6	26
Not important at all.	0	0	0	0	2	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	9	0	0

M. More transit-employer partnerships.

Critically important.	1	12	0	0	3	20	3	38	4	67	0	0	2	20	0	0	0	0	0	0	8	36	4	17
Major importance.	6	75	2	100	7	47	3	38	2	33	1	33	6	60	0	0	1	33	0	0	6	27	15	65
Minor importance.	1	12	0	0	5	33	2	25	0	0	2	67	2	20	0	0	2	67	0	0	8	36	4	17
Not important at all.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

N. Provide transportation for growing senior population.

Critically important.	2	25	0	0	3	20	0	0	0	0	1	33	3	30	0	0	1	25	0	0	5	22	6	25
Major importance.	5	62	1	50	9	60	5	62	5	83	2	67	5	50	0	0	0	0	0	0	11	48	12	50
Minor importance.	1	12	1	50	2	13	3	38	1	17	0	0	2	20	0	0	3	75	0	0	7	30	5	21
Not important at all.	0	0	0	0	1	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	4

O. Non-transferability at county lines.

Critically important.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Major importance.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Minor importance.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not important at all.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

P. Duration elsewhere than downtown.

Critically important.	0	0	0	0	0	0	1	12	0	0	0	0	1	10	0	0	0	0	0	0	0	0	2	9
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Transit 2	Other Subgroup		Elect/Apt. Official		Transit		Govt.		Educ.		Business		Nonprofit		Ag		Retired		Other		Ingham		Eaton	
	Votes	%	Vote S	%	Vote S	%	Vote S	%	Vote S	%	Vote S	%	Vote S	%	Votes	%	Votes	%	Vote S	%	Votes	%	Votes	%
Major importance.	2	25	1	50	7	47	3	38	3	50	2	67	2	20	0	0	2	50	0	0	8	35	12	50
Minor importance.	5	62	1	50	4	27	4	50	3	50	1	33	5	50	0	0	2	50	0	0	9	39	9	38
Not important at all.	1	12	0	0	4	27	0	0	0	0	0	0	2	20	0	0	0	0	0	0	6	26	1	4

Q. Demand for door-to-door services.

Critically important.	1	12	0	0	0	0	0	0	1	17	1	50	1	10	0	0	0	0	0	0	2	10	2	9
Major importance.	0	0	0	0	8	57	0	0	1	17	1	50	1	10	0	0	1	25	0	0	6	29	7	30
Minor importance.	5	62	1	50	4	29	6	86	3	50	0	0	6	60	0	0	3	75	0	0	10	48	10	43
Not important at all.	2	26	1	50	2	14	1	14	1	17	0	0	2	20	0	0	0	0	0	0	3	14	4	17

EVALUATION

A. How did you find the pace of this evening's session?

Too fast.	0	0	0	0	1	8	1	14	0	0	0	0	0	0	0	0	0	0	0	0	2	11	0	0
Okay.	5	62	2	100	11	85	5	17	6	100	2	100	7	78	0	0	3	100	0	0	14	74	21	100
Too slow.	3	38	0	0	1	8	1	14	0	0	0	0	2	22	0	0	0	0	0	0	3	16	0	0

B. Assess the value of this evening's session?

Very valuable.	2	25	0	0	0	0	0	0	1	20	1	50	3	33	0	0	1	33	0	0	3	17	3	14
Valuable.	3	38	1	50	7	54	3	50	4	80	0	0	4	44	0	0	1	33	0	0	10	56	12	57
Somewhat valuable.	2	25	1	50	5	38	2	33	0	0	1	50	1	11	0	0	0	0	0	0	3	17	4	19
Slightly valuable.	1	12	0	0	1	8	1	17	0	0	0	0	1	11	0	0	1	33	0	0	2	11	2	10
Not valuable.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Transit 2	Other Subgroup		Elect/Apt. Official		Transit		Govt.		Educ.		Business		Nonprofit		Ag		Retired		Other		Ingham		Eaton	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%

C. How could this evening's session be more valuable?

More information.	0	0	1	50	1	8.3	1	25	2	40	1	33	2	29	0	0	1	25	0	0	5	31	2	10
Less information.	1	17	0	0	1	8.3	1	25	0	0	1	33	2	29	0	0	1	25	0	0	2	12	4	20
More time.	2	33	0	0	7	58.3	1	25	2	40	1	33	1	14	0	0	0	0	0	0	3	19	10	50
Less time.	1	17	0	0	1	8.3	1	25	0	0	0	0	0	0	0	0	0	0	0	0	1	6	1	5
More open mindedness.	1	17	0	0	1	8.3	0	0	0	0	0	0	2	29	0	0	1	25	0	0	4	25	1	5
Less defensiveness.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Better facilitator.	0	0	0	0	1	8.3	0	0	1	20	0	0	0	0	0	0	1	25	0	0	1	6	1	5
Not having what's his face in my group.	1	17	1	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	5

D. Did you feel that there was opportunity for your opinion to be heard?

Definitely.	4	57	2	100	5	38	4	67	4	80	0	0	4	50	0	0	3	75	0	0	12	63	11	55
Mostly true.	2	29	0	0	7	54	2	33	1	20	2	100	3	38	0	0	0	0	0	0	6	32	7	35
Mostly not true.	1	14	0	0	1	8	0	0	0	0	0	0	1	12	0	0	1	25	0	0	1	5	2	10
NOT TRUE AT ALL.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

E. If these suggestions are heard, considered and acted upon, they will markedly improve all of the transit systems.

Completely agree.	1	14	0	0	0	0	1	17	2	50	1	33	2	25	0	0	1	25	0	0	4	24	4	18
Mostly agree.	6	86	2	100	13	100	5	83	2	50	2	67	6	75	0	0	3	75	0	0	13	76	18	82

Transit 2	Other Subgroup		Elect/Apt. Official		Transit		Govt.		Educ.		Business		Nonprofit		Ag		Retired		Other		Ingham		Eaton	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
Mostly disagree.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Completely disagree.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

F. How optimistic are you that these suggestions will be listened to, evaluated and possibly acted on?

Very optimistic.	1	12	0	0	2	15	0	0	0	0	1	33	1	11	0	0	0	0	0	0	1	5	3	14
Somewhat optimistic.	3	38	1	50	4	31	3	50	3	50	1	33	4	44	0	0	0	0	0	0	9	47	9	41
Slightly optimistic.	4	50	1	50	7	54	2	33	2	33	1	33	3	33	0	0	3	100	0	0	7	37	9	41
Not optimistic at all.	0	0	0	0	0	0	1	17	1	17	0	0	1	11	0	0	0	0	0	0	2	11	1	5

G. Assess the value of OptionFinder in this session.

Great (we need one in our office and at home too).	5	71	1	50	4	31	4	57	2	40	3	100	5	62	0	0	1	33	0	0	7	39	12	55
Good, also valued the discussion.	2	29	1	50	7	54	2	29	3	60	0	0	2	25	0	0	2	67	0	0	6	33	10	45
Minimal value, more of a distraction.	0	0	0	0	1	8	1	14	0	0	0	0	0	0	0	0	0	0	0	0	2	11	0	0
An unnecessary gadget.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	6	0	0
I am still trying to get ESPN on this thing.	0	0	0	0	1	8	0	0	0	0	0	0	1	12	0	0	0	0	0	0	2	11	0	0

Transit 3	Clinton		Urban (Lansing)		Small urban		Suburban		Rural Townships		Not from the area	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%

In general, how well do you think the public bus transit services in the Tri-County region serve the public?

Transit 3	Clinton		Urban (Lansing)		Small urban		Suburban		Rural Townships		Not from the area	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
Excellent—a model for comparable areas.	0	0	1	5	1	6	1	8	0	0	0	0
Good—some improvement needed.	4	67	9	47	13	76	6	50	3	50	1	100
Fair to mediocre.	1	17	9	47	3	18	3	25	3	50	0	0
Poor.	1	17	0	0	0	0	2	17	0	0	0	0
How well do you think the existing public bus transit services address the “traditionally underserved areas” of the Tri-County region?												
Excellent.	0	0	0	0	0	0	1	9	0	0	0	0
Good.	2	33	5	28	9	53	4	36	3	50	1	100
Fair to Mediocre.	4	67	5	28	5	29	5	45	3	50	0	0
Poor.	0	0	8	44	3	18	1	9	0	0	0	0
From the standpoint of those who are in the “traditionally underserved areas” of the tri-county region, what do you think is the major issue that they would like improved?												
Not enough service (frequency) (have to wait too long).	3	50	4	23.5	5	29	4	42	3	60	0	0
Too far to walk to service (> 1/4 of a mile).	0	0	2	11.8	1	6	2	17	0	0	0	0
Expect door-to-door service.	0	0	1	5.9	0	0	1	8	0	0	0	0

Transit 3	Clinton		Urban (Lansing)		Small urban		Suburban		Rural Townships		Not from the area	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
Routes take too long timewise.	2	33	3	17.6	6	35	3	25	1	20	0	0
Required to make reservations too far in advance.	0	0	0	0	1	6	1	8	0	0	0	0
Lack of coordination between services.	0	0	2	11.8	3	18	0	0	0	0	0	0
Too many transfer points	0	0	2	11.8	1	6	0	0	0	0	0	0
Too costly.	0	0	0	0	0	0	0	0	0	0	0	0
Honestly, though there are issues, in the scheme of things, these are insignificant or minor.	1	17	2	11.9	0	0	0	0	1	20	1	100
NO SUBSTANTIVE ISSUES	0	0	1	5.9	0	0	0	0	0	0	0	0
If you agree that there are significant issues in providing service for the “traditionally underserved areas” of the tri-county area, where should the emphasis be in resolving those issues?												
I do not agree that there are significant issues.	0	0	0	0	0	0	0	0	0	0	0	0
More effective leadership.	0	0	0	0	0	0	0	0	0	0	0	0
Less turf protection—more regional	2	40	4	22	3	18	3	27	2	33	0	0

Transit 3	Clinton		Urban (Lansing)		Small urban		Suburban		Rural Townships		Not from the area	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
perspective.												
A centralized dispatch.	0	0	0	0	1	6	0	0	0	0	1	100
A single overarching board of authority.	1	20	3	17	0	0	2	18	1	17	0	0
An enhanced sense of serving the public.	0	0	1	8	5	29	0	0	0	0	0	0
An overall vision of service provision.	1	20	0	0	2	12	3	27	1	17	0	0
More goodwill to coordinate and cooperate.	1	20	3	17	3	18	1	9	1	17	0	0
Increased funding.	0	0	5	28	3	18	2	18	1	17	0	0
Other.	0	0	2	11	0	0	0	0	0	0	0	0
Which issue do you want to work on?												
Improve coordination between systems.	1	20	3	20	6	40	6	50	0	0	0	0
Increase funding.	2	40	2	13	0	0	2	17	2	33	0	0
More PR for system.	1	20	3	20	5	33	3	25	1	17	0	0
Customer service—region wide.	1	20	2	13	1	7	0	0	1	17	0	0
More transit system/employer partnerships	0	0	1	7	1	7	0	0	0	0	0	0
Frequency of service—more hours and	0	0	2	13	1	7	0	0	0	0	0	0

Transit 3	Clinton		Urban (Lansing)		Small urban		Suburban		Rural Townships		Not from the area	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
weekends.												
Cost of providing convenience.	0	0	1	7	0	0	0	0	0	0	0	0
Transportation and access for senior population.	0	0	0	0	0	0	1	8	0	0	0	0
Car culture—single mode mentality.	0	0	1	7	0	0	0	0	2	33	0	0
How to address varied customer needs.	0	0	0	0	1	7	0	0	0	0	0	0

List Items

A. Means of identifying common regional issues.

Critically important.	0	0	4	25	4	33	1	11	0	0	0	0
Major importance.	0	0	8	50	3	26	2	22	0	0	0	0
Minor importance.	3	100	3	19	4	33	6	67	2	67	0	0
Not important at all.	0	0	1	6	1	8	0	0	1	33	0	0

B. More PR and education of the available services.

Critically important.	1	20	3	19	7	44	2	18	3	50	0	0
Major importance.	3	60	7	44	9	56	4	36	3	50	0	0
Minor importance.	1	20	6	38	0	0	5	45	0	0	0	0

Transit 3	Clinton		Urban (Lansing)		Small urban		Suburban		Rural Townships		Not from the area	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
Not important at all.	0	0	0	0	0	0	0	0	0	0	0	0

C. Improve coordination between systems.

Critically important.	2	40	9	53	7	44	5	42	3	60	0	0
Major importance.	2	40	7	41	9	50	5	42	1	20	0	0
Minor importance.	1	20	1	6	0	0	2	17	1	20	0	0
Not important at all.	0	0	0	0	0	0	0	0	0	0	0	0

D. Increase funding.

Critically important.	1	17	11	66	7	44	7	54	3	60	0	0
Major importance.	4	67	2	12	3	19	6	40	2	40	0	0
Minor importance.	1	17	4	24	5	31	0	0	0	0	0	0
Not important at all.	0	0	0	0	1	6	0	0	0	0	0	0

E. Frequency of service.

Critically important.	1	20	1	6	3	19	4	36	1	20	0	0
Major importance.	0	0	10	56	8	50	3	27	2	40	0	0
Minor importance.	3	75	7	39	5	31	4	36	2	40	0	0

Transit 3	Clinton		Urban (Lansing)		Small urban		Suburban		Rural Townships		Not from the area	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
Not important at all.	0	0	0	0	0	0	0	0	0	0	0	0

F. All systems need more hours, including weekends.

Critically important.	1	20	6	35	3	19	3	25	1	17	0	0
Major importance.	1	20	4	24	8	59	4	33	2	33	0	0
Minor importance.	3	60	7	41	5	31	4	33	3	50	0	0
Not important at all.	0	0	0	0	0	0	1	9	0	0	0	0

G. Buy-in from local jurisdictions to improve associated elements of system.

Critically important.	2	40	1	0	1	6	0	0	2	33	0	0
Major importance.	0	0	7	41	3	19	1	9	3	50	0	0
Minor importance.	1	20	7	41	9	50	9	82	1	17	0	0
Not important at all.	2	40	2	12	3	19	1	9	0	0	0	0

H. The cost of providing convenience for expanded service

Critically important.	1	20	5	29	4	25	2	17	2	33	0	0
Major importance.	4	80	3	18	6	38	10	83	3	50	0	0
Minor importance.	0	0	9	53	5	31	0	0	1	17	0	0

Transit 3	Clinton		Urban (Lansing)		Small urban		Suburban		Rural Townships		Not from the area	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
Not important at all.	0	0	0	0	1	6	0	0	0	0	0	0

I. Flexibility of demand-response.

Critically important.	0	0	1	5	3	19	1	8	0	0	0	0
Major importance.	1	20	8	47	7	44	5	42	2	40	0	0
Minor importance.	3	70	5	29	6	38	6	50	3	60	0	0
Not important at all.	0	0	3	18	0	0	0	0	0	0	0	0

J. Cultural single-mode mentality, i.e. auto orientation.

Critically important.	1	20	5	29	2	12	2	17	4	67	0	0
Major importance.	2	40	8	47	5	31	4	33	2	33	0	0
Minor importance.	1	20	1	8	7	44	2	17	0	0	0	0
Not important at all.	1	20	3	18	2	12	4	33	0	0	0	0

K. How to address viable needs of customers.

Critically important.	1	20	4	25	2	13	1	8	2	33	0	0
Major importance.	2	40	4	25	6	40	5	42	1	17	0	0
Minor importance.	2	40	6	38	6	40	6	50	3	50	0	0

Transit 3	Clinton		Urban (Lansing)		Small urban		Suburban		Rural Townships		Not from the area	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
Not important at all.	0	0	2	12	1	7	0	0	0	0	0	0

L. Stay focused on customer service on region-wide basis.

Critically important.	2	40	7	41	7	44	1	9	2	33	0	0
Major importance.	2	40	4	24	3	19	6	55	3	50	0	0
Minor importance.	1	20	6	36	6	38	2	18	1	17	0	0
Not important at all.	0	0	0	0	0	0	2	18	0	0	0	0

M. More transit-employer partnerships.

Critically important.	2	40	7	44	2	12	2	17	3	60	0	0
Major importance.	2	40	4	25	11	69	5	42	2	40	0	0
Minor importance.	1	20	5	31	3	19	5	42	0	0	0	0
Not important at all.	0	0	0	0	0	0	0	0	0	0	0	0

N. Provide transportation for growing senior population.

Critically important.	0	0	4	24	4	25	2	17	1	17	0	0
Major importance.	5	100	6	35	8	50	8	67	5	83	0	0
Minor importance.	0	0	7	41	3	19	2	17	0	0	0	0

Transit 3	Clinton		Urban (Lansing)		Small urban		Suburban		Rural Townships		Not from the area	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
Not important at all.	0	0	0	0	1	6	0	0	0	0	0	0

O. Non-transferability at county lines.

Critically important.	0	0	0	0	0	0	0	0	0	0	0	0
Major importance.	0	0	0	0	0	0	0	0	0	0	0	0
Minor importance.	0	0	0	0	0	0	0	0	0	0	0	0
Not important at all.	0	0	0	0	0	0	0	0	0	0	0	0

P. Duration elsewhere than downtown.

Critically important.	0	0	0	0	1	6	0	0	0	0	0	0
Major importance.	1	20	7	41	6	38	4	33	3	50	0	0
Minor importance.	4	80	7	41	8	50	5	42	3	50	0	0
Not important at all.	0	0	3	18	1	6	3	26	0	0	0	0

Q. Demand for door-to-door services.

Critically important.	0	0	1	7	2	12	1	8	0	0	0	0
Major importance.	1	20	5	33	6	38	2	17	1	20	0	0
Minor importance.	4	80	5	33	6	38	9	75	4	80	0	0

Transit 3	Clinton		Urban (Lansing)		Small urban		Suburban		Rural Townships		Not from the area	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
Not important at all.	0	0	4	27	2	12	0	0	0	0	0	0

EVALUATION

A. How did you find the pace of this evening's session?

Too fast.	0	0	2	15	0	0	0	0	0	0	0	0
Okay.	3	60	8	62	15	100	10	100	4	80	0	0
Too slow.	2	40	3	23	0	0	1	0	1	20	0	0

B. Assess the value of this evening's session?

Very valuable.	0	0	2	17	3	20	0	0	0	0	0	0
Valuable.	0	0	7	58	6	40	1	64	1	33	0	0
Somewhat valuable.	4	100	1	8	5	33	2	27	2	67	0	0
Slightly valuable.	0	0	2	17	1	7	0	9	0	0	0	0
Not valuable.	0	0	0	0	0	0	0	0	0	0	0	0

C. How could this evening's session been more valuable?

More information.	2	40	2	17	1	8	4	44	1	20	0	0
Less information.	1	20	2	17	2	15	1	11	1	20	0	0
More time.	0	0	2	17	6	46	4	44	1	20	0	0

Transit 3	Clinton		Urban (Lansing)		Small urban		Suburban		Rural Townships		Not from the area	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%
Less time.	1	20	1	8	1	8	0	0	1	20	0	0
More open mindedness.	0	0	3	25	2	15	0	0	0	0	0	0
Less defensiveness.	0	0	0	0	0	0	0	0	0	0	0	0
Better facilitator.	1	20	1	8	1	8	0	0	1	20	0	0
Not having what's his face in my group.	0	0	1	8	0	0	0	0	0	0	0	0

D. Did you feel that there was opportunity for your opinion to be heard?

Definitely.	2	40	8	62	9	64	6	55	1	40	0	0
Mostly true.	3	60	4	31	4	29	5	45	1	40	0	0
Mostly not true.	0	0	1	8	1	7	0	0	1	20	0	0
NOT TRUE AT ALL.	0	0	0	0	0	0	0	0	1	0	0	0

E. If these suggestions are heard, considered and acted upon, they will markedly improve all of the transit systems.

Completely agree.	1	20	3	25	1	7	1	9	2	40	0	0
Mostly agree.	4	80	9	75	13	93	10	91	3	60	0	0
Mostly disagree.	0	0	0	0	0	0	0	0	0	0	0	0
Completely disagree.	0	0	0	0	0	0	0	0	0	0	0	0

Transit 3	Clinton		Urban (Lansing)		Small urban		Suburban		Rural Townships		Not from the area	
	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%	Votes	%

F. How optimistic are you that these suggestions will be listened to, evaluated and possibly acted on?

Very optimistic.	0	0	0	0	2	13	1	8	0	0	0	0
Somewhat optimistic.	0	0	6	46	7	47	3	25	1	25	0	0
Slightly optimistic.	4	80	5	38	5	33	8	67	2	50	0	0
Not optimistic at all.	1	20	2	15	1	7	0	0	1	25	0	0

G. Assess the value of OptionFinder in this session.

Great (we need one in our office and at	3	75	4	33	8	53	7	58	2	50	0	0
Good, also valued the discussion.	1	25	3	25	7	47	5	42	2	50	0	0
Minimal value, more of a distraction.	0	0	2	17	0	0	0	0	0	0	0	0
An unnecessary gadget.	0	0	1	8	0	0	0	0	0	0	0	0
I am still trying to get ESPN on this thing.	0	0	2	17	0	0	0	0	0	0	0	0

13.0 APPENDIX D

13.1 Flipchart Comments from Transit Forum

Table 1

Likes

- Affordable
- Responsive to community needs
- Clean and safe
- Proactive

Issues

- Commercial sites and residential area not walk friendly when rider arrives (3)
- Areas not user friendly while waiting for ride
- Improve interjurisdiction coordination of riders (4)
- Lack of funding (increase mileage) (6)
- Employees not willing to work with transit schedules
- Overcrowded buses (1)
- Improve amenities for riders waiting for rides
- “Buy in” from local jurisdiction to assist in improving transit i.e. sidewalks, shelters, connecting to bus stops (4)
- Employees need to encourage employers to utilize transit i.e. State, City of Lansing (2)
- Increase marketing of services (2)

Table 2

Likes

- Current high percent of access

- Traditional underserved areas currently receiving more service as the area grows
- Availability of hours or flexibility
- Transportation has developed depending on that area’s needs

Issues

- High growth areas do not necessarily need transit – income
- Providing transportation for the growth of senior population (3)
- Transit isn’t a “cab service,” demand response and time convenience (door to door) (3)
- People will need reasons to use transit instead of their own vehicles, ie high gas cost (1)
- Transportation needs to be driven by demand
- Cost vs quantity (3)
- Job access for the rural communities (3)
- Funding – who is doing this? Who is responsible? (3)
- People moving where bus service is available – routes discontinued changes in times and routes
- Cost issues of providing convenience (5)
- What is the primary purpose of transportation?

Service to customer region wide common definition

- Line haul – fixed route service
- Rural system
- Service somewhere in between 1st & 2nd things listed above
- Steps needed to expand routes further to the outline areas
- County line service problems (ie Waverly Road)
- How to split cost/fees region wide
- Looking at diverse needs in the community

- Need are different (ie away from urban downtown and university)
- Tri-County Reg. Transit Authority needed?
- Where do you draw the transit boundary? – crossing out of the tri-county region? (ie Bellevue associates with Battle Creek)

Approaches

- Role of the employers? Subsidize employees?
- Support from the township to transit –is there any?
- One set fare (crossing transit systems – currently there are 2 fares)
- Have a regional transit authority or board responsible for coordinating & funding
- Public education of what is available beyond CATA

Table 3

Likes

- Low cost
- Accessibility to handicappers
- Availability
- Extensive services throughout Lansing
- Dependable
- Usually meets demands of service
- Late night service
- Safety
- All agencies cooperative

Issues

- Coordination (3)
- Funding needs to be looked at (2)
- Manage growth (1)
- PR/EDVC of services provided to public (5)
- Variation of fares

- Timely service more challenging as region grows
- Not enough notice in changing ride time in demand responsibilities
- Demand response window of service is too inflexible (4)
- Demand response too intimidating and confusing (1)
- Fare tokens available at more locations
- More covered bus stops (2)
- Snow plowing at stops
- Different method of collecting fares
- Coordinating redi-riders with other agencies (2)
- More E-W routes
- More high frequency routes
- Need more rapid transit
- Light Rail system

Issue and Definition

Funding—Identify what will be funded now much as needed scope

- Need to know what we want
- Assess current funding capacity
- Ability to talk to people about why funding is needed
 - Mechanisms/sources-identify
 - What is investment value
- Innovative ways to combine sources
- Need partners
- Need support of community leaders
 - Champion
- Business partnerships est.
- Annual budget – how much money needed for a year
- How do you decide how money goes – who gets it?
- Assess where demand really is
- Design cost effective service to meet demand
- Identify funding need
- Identify potential funding sources
- Secure funding

How do we increase revenues PR/Education critical; What does the consumer really want that they are willing to pay for it?

- Local advocacy groups
- Neighborhood associations
- Senior groups

Why support?

- Gives back to community

Alternative funding sources

- Employers
- Developers
- Security funds – ? and security
- Continually evaluate potential funding sources

Who should be involved?

- Employers – community employers
- Stake holders
- Advocacy groups
- Companies
- Service providers
- Planning agencies
- Influentials
- Consumers
- Institutions

Approaches

- Varies toolbox of funding
- Involve champions or championing
- Develop a task force
- Current revenue

Table 4

Likes

- Innovative Approaches
- Level of service
- Serves major generators/attractors
- Great coverage in urban area

- Inexpensive for users
- Friendly employees
- Appreciate door to door service
- Reliability of schedules
- Community efforts

Issues

- Improve coordination (between systems) (5)
- Citizen education
- Increase funding (8)
- Too much sprawl (2)
- Limited schedules
- Cost efficient (1)
- Cultural single mode mentality (4)
- Governmental boundaries (3)
- Control land use planning (2)
- Can you get around the region on a bus?
- Employment location (2)
- Time issues (travel)

Issue and Definition

Improve coordination between systems

- Demand response vs line haul
- Line haul – coordinate schedules
- Line haul – coordinate fares
- Define coordination between line haul and Dial-A-Ride for all counties

Next steps

- Management of Each System must work together
- Board agreements
- Memorandums of understanding between agencies
- Who? Appoint person – give authority to negotiate recommended agreement

- Develop feasible plan that can be “sold” to the Boards.

Table 5

Likes

- Outer areas – demand responsible on time performance
- Coordinator with MSU/CATA
- CATA/FIA connection
- Customer service, friendly
- Accessibility for majority
- Affordable
- Ease of transferring
- New/modern equipment

Issues

- Need to consider accessibility of elderly population (3)
- Coordination of demand response services (two buses for differing trip purposes) (2)
- Non-transferability (barriers) at county line (3)
- Need longer hours (2)
- Need one pass (fare system) for all systems (1)
- Communication overall (1)
- Money. Strengthen transportation ? (be visible and marketable) Transit/housing/employment interface (4)
- Identify regional issues in common (4)

Issue and Definition

- Regional Coordination
- Definition: Ease of cross-boundary movement
- Need regional authority (TCRPC?)
- Systems to form their own agreements through periodic meetings
- Varying millage issues
- Fund services based on needs

- Studies are on the table – this can be a starting point
- Follow example of school systems which can be multi-county
- Need regional authority to oversee this
- Educate public on possible service options
- Need to expand on existing agreements

Next Steps

- Need to share in the funding to be able to provide seamless service for customers
- Agreements between agencies to allow trips into other jurisdictions (general managers)
- Regional authority – communication between county boards (coordination by MDOT or Planning Commissioner)
- Regional Planning Commissioner to talk about how a real system might address them (TCRPC)
- Educate population to availability to support transportation system (county managers)

Table 6

Likes

- Existing systems amazingly stretch inadequate funding
- Transit providers are caring
- Comprehensive service compared to other systems in US
- Does a good job accommodating changing needs

Issues

- Regional cooperation (7)
- Regional consolidating (2)
- Employee issues (change, job security etc) (4)
- Existing funding not adequate (6)
- Local control issues
- Customer concerns about variable needs and services

Issue and Definition

- Issue – car culture mentality
- Auto oriented environment based on existing development patterns
- Premium private realm (no communal conscience)
- Societal pace
- Personal control (safety, time, etc)

Next Steps

- Frequency/convenience
- Land use densities
- Mixed use development
- Walkable communities
- Car sharing
- Developer flexibility to build transit friendly design
- Education children – transit transportation

Table 7

Likes

- Good organization, Management stock, etc
- Responsive availability
- Efficient residential use
- Door to door service
- Ability to reach jobs
- Cost/ride e-tran.
- Commitment behind it

Issues

- Poor perception ridership create perception of service (1)
- Restriction on Eaton co. residents for CATA after hours (2)
- Better projections with employers and retail (2)
- Odd hours
- For region – focus on where riders want to go (2)

- Availability elderly handicapped
- Inconvenient number of transfer unless downtown Lansing (2)
- About an hour anywhere outside downtown (3)
- Lack of service prevents after school activities (rural school dist.) (1)
- Stay focused on customer service – region-wide basis (3)
- Frequency of service (3)

Issue and Definition

- PR and education
- PR should be marketing
- Definition: Get the information out don't know question
- Educate to reduce negative perception of public transit
- Target clients

Next Steps

- More clearly target customer
- TV reaches most, but costs most
- Need to clearly define market
- Different needs of different target market
- Increased ridership cost must equal increased rev. subsidized industry
- More awareness will bring more public support
- PR to increase ridership
- System differences urban – non urban trade off
- PR to counteract auto mentality
- Private sector needs
- Flexibility employees cost

Who

- Large employers – econ. of scale
- Universities, colleges
- Small employers – don't forget

- Agencies associated with target groups
- Communities neighborhood organizations
- Transit authorities

Table 8

Likes

- Can take bus to work every day so there are good services out there in general
- Trying to accommodate demands with expanded services
- Existing service is reliable
- Handicapped accessibility
- Door to door services
- Comfortable seating for dialysis patients
- Bike racks
- Special needs are taken care of

Issues

- Transfer system between transit agencies (3)
- Need more park and ride lots
- All stems need more hours and weekends (6)
- Better schedule and services information
- “Campus Cruiser” system should be year round
- Generally stops could be improved
- More express routes between places such as East Lansing to Capitol
- More routes to factories or nontraditional areas (3)
- More transit/employer partnerships (4)

Issue and Definition

- Issue: PR and Education; Improve public understanding regarding options and benefits of using system
- Definition: Systems are unique, detached and complex. Many potential users do not understand differences between systems or their own system.

Next Steps

- Systems are difficult to use regionally so a coordinated central information/booking website and number should be publicized.
- Different mediums targeted to specific audiences, examples: handicapped, students, seniors, shoppers, workers, and municipalities.
- Develop a common symbol as an identity for all three transit systems
- Expand transit around special events
- Partnership with employers and other destinations, example: malls.
- One on one communication

Who

- Transit agencies, key referral success