RTA purpose: plan for & coordinate public transportation in the four-county region of Oakland, Macomb, Washtenaw and Wayne Counties.

RTA’s mission is to manage and secure transportation resources that significantly enhance mobility options, to improve quality of life for the residents and to increase economic viability for the region.
At the turn of the century, SE Michigan had the largest mass transit system in the U.S.….  

Today, transit in SE Michigan is limited, disconnected, infrequent & leaves thousands of residents with no service
RTA created by the Michigan Legislature through Public Act No. 387 of 2012 to plan for & coordinate public transportation in the four-county region.

RTA board appointed by the Wayne, Oakland and Macomb county executives, the Washtenaw County Board of Commissioners chair, the Mayor of Detroit, & the Governor.

RTA is responsible for developing a Regional Master Transit Plan, including rapid transit.
RTA Legislation Provided Important Tools to Address Weaknesses in Earlier Regional Transit Efforts

Entity through which transit providers must apply for state/federal funds ➔ coordination

Empowered to put questions on the ballot ➔ source of funds for service
Creating a Regional Transit Master Plan Unique to Southeast Michigan
2 Years, 130 Events, 1,800+ Public Comments, 15,500 Facebook likes

Engagement events throughout the region

As inclusive as possible. Meeting people on their own turf. Multi-faceted approach

3 rounds: 1) building awareness, 2) identifying transit priorities, 3) receiving feedback on the draft Plan
Findings: State of the System, Demand for Transit, Challenges

Four transit providers operating independently => an uncoordinated system

Low levels of service, especially during off-peak periods & weekends

Limited hours

Large gaps in the region with no service

Disconnected paratransit service
Findings: State of the System, Demand for Transit, Challenges

- Limited coverage
- Disconnected & uncoordinated
- No premium transit services
- SE MI is behind peer regions
The RTA will coordinate existing service, and will bring several different types of new service to connect the region.

The existing transit network is the foundation.
Regional Rail

- Ann Arbor to Detroit (2022)
- Stops in Ann Arbor, Ypsilanti, Wayne, Dearborn and Detroit (New Center)
- Connects to M1 Rail, Local Bus and Dedicated Feeder Services
- Connects to DTW by I-275 Airport Express from Wayne
Bus Rapid Transit

- Woodward Ave (Detroit to Pontiac) (2022)
- Gratiot Ave (Detroit to M-59 at Gratiot) (2023)
- Washtenaw Ave (Ann Arbor to Ypsilanti) (2024)
- Michigan Ave (Detroit to DTW) (2026)
Cross-County Connectors

- 12 Mile Rd (2018)
- Grand River Ave (2018)
- Greenfield Rd (2018)
- 8 Mile Rd (2019)
- 9 Mile Rd (2019)
- Fort/Eureka (2019)
- Van Dyke Rd (2019)
- 15 Mile Rd (2020)
- Jefferson Ave (2020)
- Plymouth Rd (2021)
Commuter Express

- M-59 (2019)
- I-75 (2019)
- Ann Arbor to Canton (2019)
- Ann Arbor to Plymouth (2019)
Local Service

• Canal Rd (2018)
• Ypsilanti Connector (2018)
• Ford Rd Extension (2019)
• Middlebelt Rd South (2019)
• Northville (2020)
• Dequindre Rd Extension (2020)
• Groesbeck Hwy (2021)
• Highland Rd (2021)
• Ypsilanti-Livonia (2022)
DTW Airport Express

- Ann Arbor and Ypsilanti (2017)
- Downtown Detroit (2017)
- Midtown Detroit and Macomb County (2018)
- Dearborn, Southfield, Troy (2018)
- Wayne, Livonia, Novi (2018)
Meeting the Needs of All Users

Universal Access & Paratransit
Accommodations on fixed routes

Paratransit Services
One Click/One Call rides scheduling

Mobility Partnerships Coordination with other mobility options (campus shuttles, ZipCar, etc.)
Coordinated Regional Fare

Seamless for Users Across the System

Next generation - adaptable

Smartphone, online, cash
The Plan is built on the services currently provided by SMART, DDOT, AAATA, People Mover.

The Plan provides the framework to coordinate their services and communication for a more seamless service experience.

The Plan brings new premium rapid transit options.
RTA Regional Master Transit Plan

RTA Transit Ballot Initiative

1.2-mill property tax millage

Average home in SE Michigan assessed at $78,856:
$95/year

20 year $4.6 billion plan
The Impact of the RTA Regional Transit Master Plan

“Communities, regions, and states are in a global competition to attract & retain a talented & productive workforce. Increasingly these talented workers are choosing where they want to live first & then figuring out their work situation later.” CEOs for Cities
Transit Connects People with Jobs, Employers with Employees

92% of Jobs

In SE Michigan in 2016, can not be reached within 60 minutes using transit.

People are able to get to jobs with reliable transit.

Reliable transit reduces employee turnover.

Employers can fill jobs with people who have reliable transportation.

Source: Southeast Michigan Council of Governments (SEMCOG).
Our Competitors Are Investing in Transit

Limited investment in transit has limited our ability to compete in a 21st-century economy.¹

¹ Source: National Transit Database
Transit is Vital to the Technology-Based Economy

“....Millenials ... more concerned with the ease of their commute and the proximity of public transit than the quality of schools or public safety. Nearly 80 percent said it was very important to be near public transit while only 30 percent said it was very important to have free or discounted parking.”

Urban Land Institute Survey 2013
Limited Transit Has Contributed to Our Challenges

The ongoing loss of young professional talent is a "serious demographic crisis that threatens economic growth as our workforce ages and population growth is stagnant"

Doug Rothwell
Business Leaders for Michigan
There is a Human Cost

Metro Detroit is among the nation’s most sprawled job markets

“Where most poor people live, along vast stretches of the east & west sides of Detroit’s core, there are fewer jobs per capita than in almost any other major city in the nation. And where the jobs are – in far flung suburbs – our woeful public transit system either doesn’t provide service, doesn’t go the distance, or isn’t reliable enough to get people consistently from where they live to where they work.”

Detroit Free Press
Over 20% percent of adults 65+ do not drive

A lack of reliable, connected regional transit limits independence\(^1\).

**AARP:** availability of transit alternatives [is] the second greatest challenge to older adults behind healthcare access, which is also impacted by regional public transit\(^2\).

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\(^1\) Source: AARP, “Expanding the Transportation Options in an Aging Society”

\(^2\) SEMCOG
People outlive their ability to drive by seven to 10 years.

Compared to similar-age people who drive, 15 percent of those who don’t drive make fewer trips to the doctor, 59 percent make fewer trips to shop and 65 percent make fewer trips to visit family and friends.

Source: AARP.
Disconnected Service Limits People with Disabilities

Paratransit services are not coordinated across county lines

Transit system expansion ➔ expanded paratransit so more people can get to medical appointments, services, and jobs
Hassle of Driving & Parking Keeps Many of Us Home

Modern regional transit makes it convenient to enjoy **sporting events, entertainment, restaurants, nightlife, museums**, and more.
Impacts From the RTA Regional Transit Plan

Connecting Our Regional With Transit
Impacts From the RTA Regional Transit Plan

**Extensive Economic Development Benefits**

The Plan will Support 67,800 Regional Jobs

Add $6 Billion Gross Regional Product

Support Increase in Personal Income of $4.4 Billion
Impacts From the RTA Regional Transit Plan

Extensive Economic Development Benefits

Will Leverage Federal and State Dollars Otherwise Unavailable To the Region
Impacts From the RTA Regional Transit Plan

Extensive Quality of Life Benefits

High-quality, reliable transit access (within ¼ mile) to:

- Over 946,150 jobs
- Over 1,125,450 residents
- 22 hospitals
- 23 colleges, 310 schools & Head Start facilities
- Over 100 grocery stores, 410 parks and 47 libraries
Impacts From the RTA Regional Transit Plan

Extensive Quality of Life Benefits

It will allow more seniors and individuals with disabilities to maintain independence and mobility.

Provide greater access to doctors, services, social networks & friends.

The number of adults 65+ will double by 2040.
Impacts From the RTA Regional Transit Plan

High-quality regional transit has been shown to spur economic development and growth.

$1 invested in regional transit $4 return in economic benefit.

Home values performed 42% better if located near regional transit with high frequency service.¹

¹ Source: American Public Transportation Association (APTA).
November 8th voters will have the opportunity to determine the direction we will take as a region for many decades to come

www.rta.michigan.org/