



THE FUTURE OF TRANSIT: Where Do We Go From Here?

February 13, 2025

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Regional Transit Authority
Of Southeast Michigan

RTA REFRESHED

Mission, Vision, and Values



OUR MISSION

Creating new and better ways to move and connect people.



OUR VISION

A Southeast Michigan where advances in transit create greater prosperity for all.



OUR VALUES

Creativity – bringing innovative thinking to enhance the transit experience.
Empathy – understanding how we can help improve lives across the region.
Opportunity – leading the way to the future of transit in Southeast Michigan.



CORE FUNCTIONS



PLAN

- Update annually Regional Transit Master Plan (RTMP)
- Advance transit projects on corridors
- Engage in planning to improve transit and equitable mobility



FUND

- Designated recipient for federal and state funds
- Introduce initiatives to generate regional transit funding



ACCELERATE

- Pilot new transit services
- Lead new funding to expand and enhance transit
- Build regional partnerships to strengthen coalition that garners more sustainable funding



COORDINATE

- Review federal and state applications to align with regional goals
- Build support across regional stakeholders

WHO WE WANT TO REACH

1. People and organizations in all 4 counties and the city of Detroit, including:

- Current and potential service users
- Service providers – regional and community-based
- Human services organizations
- Advocacy organizations

2. Urban, suburban, and rural representation from across the region



BIG PICTURE

2024 Regional Transit Master Plan

3 investment priority categories:

- Move People
- Strengthen Access
- Enhance Experience

Provider and industry updates:

- National trends
- Recent accomplishments
- Regionwide opportunities
- Public engagement – 12+ community events

New items in the appendix matrix:

- Supporting activities
- Estimated cost ranges
- Projected starting timeline, pending funding
- RTA's role – lead/facilitate/fund
- Partners/collaborators

2025 Scenario Mapping by October



REGIONAL TRANSIT PRIORITIES

Move People

- Increase Frequency, Reliability, and Hours on Fixed-Route Services
- Build On and Coordinate Demand-Response Services
- Grow Mobility Access to Local Communities and Regional Destinations

Strengthen Access

- Invest in and Implement a Rapid Transit Network
- Advance Accessibility, Comfort, and Well-Being at Transit Stops
- Upgrade Multimodal Connections To and Between Services
- Regionalize Trip Planning and Fare Payment Systems

Enhance Experience

- Enhance Ride Quality and Promote On-Board Safety
- Modernize and Maintain Infrastructure in a State of Good Repair
- Recruit, Develop, and Retain a Thriving Workforce

BIG PICTURE

Inclusion, Diversity, Equity, and Accessibility (IDEA)



GOAL 1

Establish an annual employee engagement survey and develop an Inclusion, Diversity, Equity and Accessibility (IDEA) advisory commission by 2025.



GOAL 2

Reframe our community engagement approach to create a guide alongside the Coordinated Plan by 2025.



GOAL 3

Co-create an integration agenda/policy with the CAC and PAC by 2026.



GOAL 4

Formalize a process to evaluate funding priorities in alignment with RTA's Guiding Principles, centering equity within 2025.



Q1 2025



Q2 2025



Q3 2025



Q4 2025



Q1 2026

RTA IDEA Roadmap – January 16, 2025 | Executive Orders challenge



REGIONAL PROVIDERS COORDINATION



Infrastructure

Paratransit Transfers



Workforce Development

Easy Fare Payment



Corridor Upgrades

Signage / Wayfinding /
Trip Planning / Information



Transfer Points between
Routes/Providers

Hours of Operation



THRIVING COMMUNITIES PROGRAM



GOALS

- Align transit, housing, land use, and economic development to improve quality of life
- Improve equitable public transportation options that benefit corridor communities including enhanced rapid transit
- Promote workforce development and health outcomes
- Increase greater competitiveness for federal grant funding to support enhanced rapid transit
- Establish an equity-based process for community-informed shared-transportation planning

OBJECTIVES

- Improve coordination and collaboration with key stakeholders to advance equitable and accessible enhanced transit options.
- Position RTA of Southeast Michigan and partners for successful grant applications through targeted grant writing support.
- Identify ways to support workforce development through sustainable transportation and corridor plan implementation.

TIMELINE – 3 years (2025-2027)



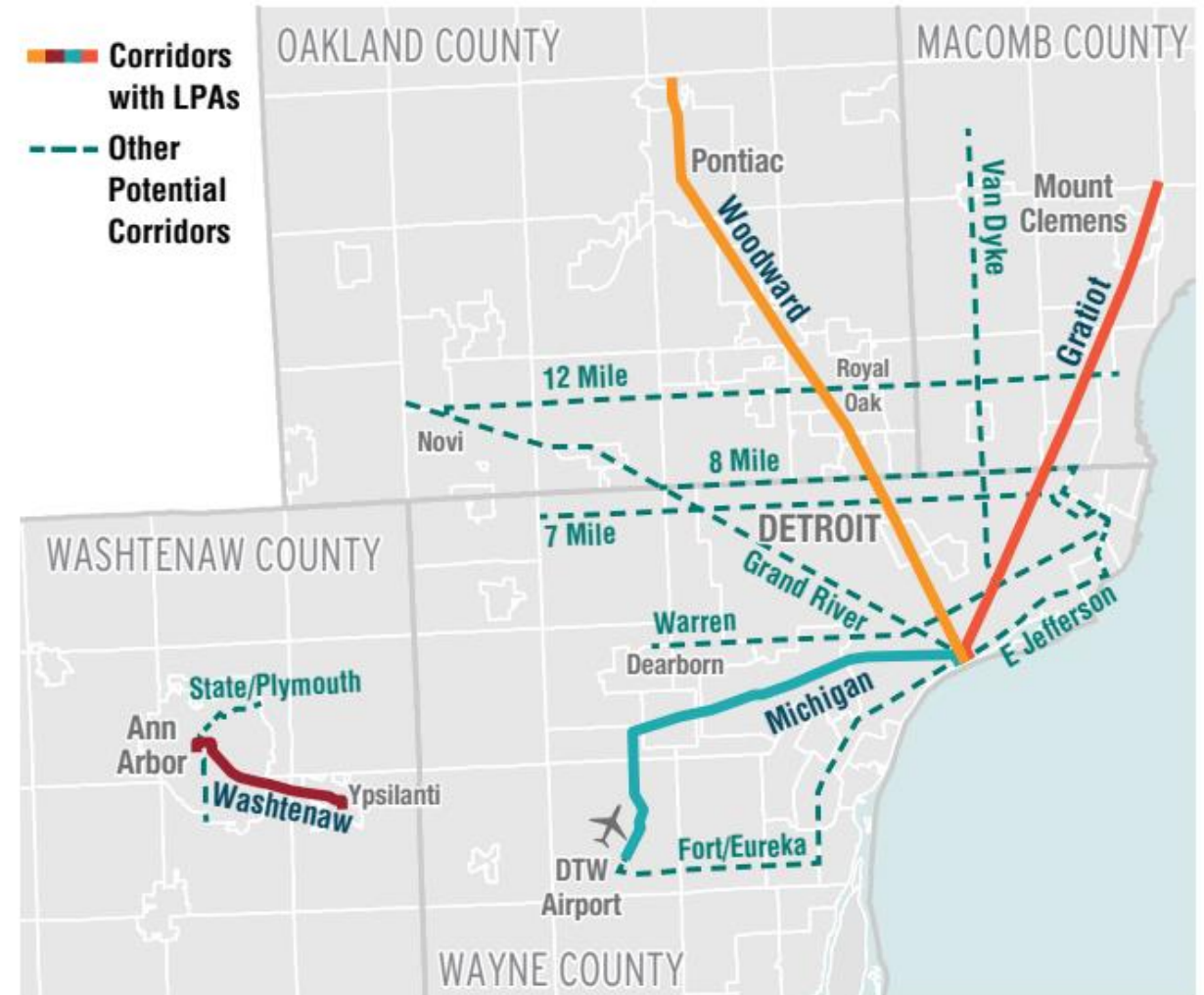
CORRIDORS FRAMEWORK

COORDINATING

with MDOT projects on Gratiot, Michigan, Washtenaw, and Woodward Avenues – *WSP and C2G*

DEVELOPING

a site similar to Columbus' LinkUS comprehensive transportation model for Central Ohio

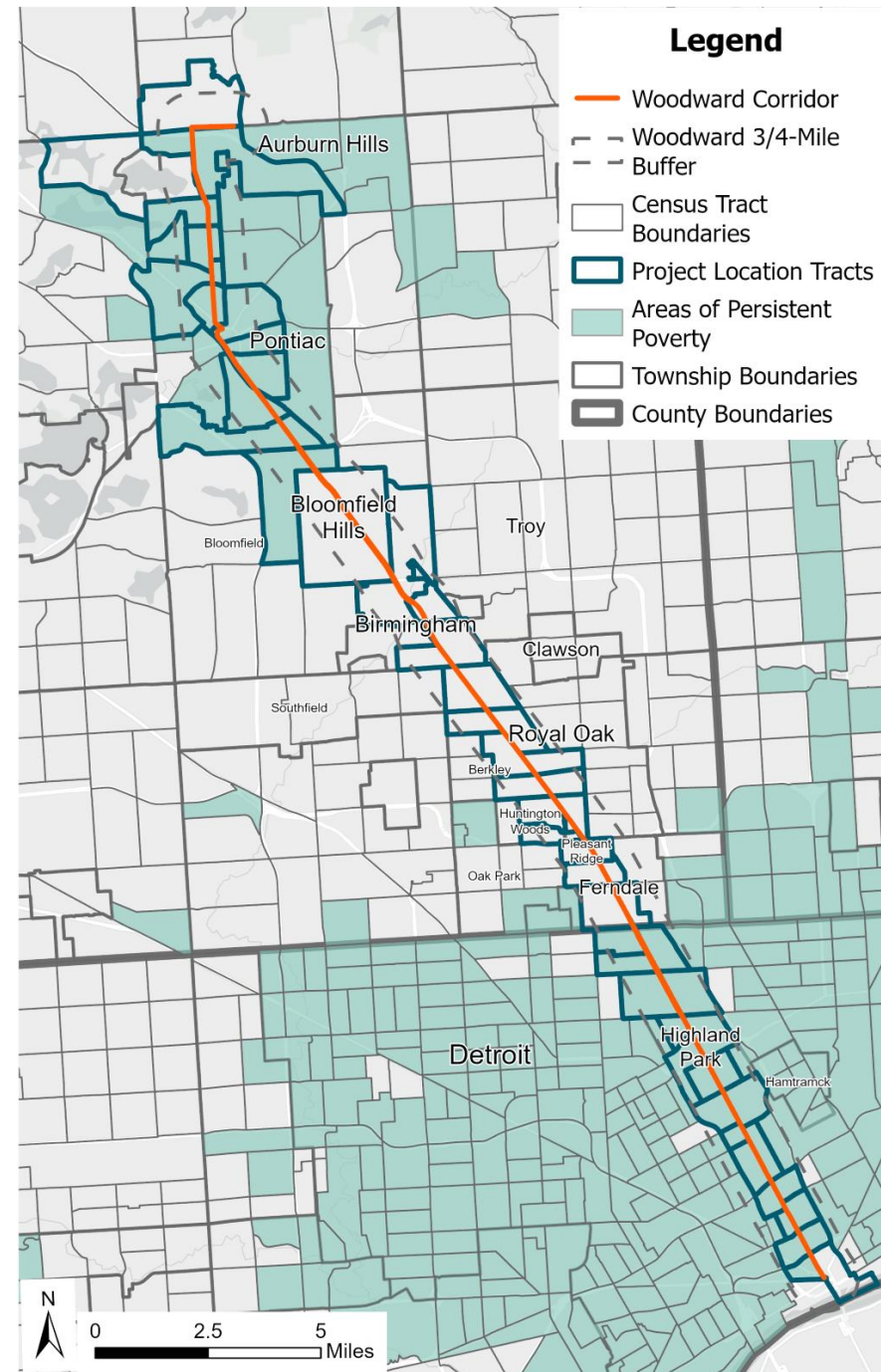


BUILD GRANT

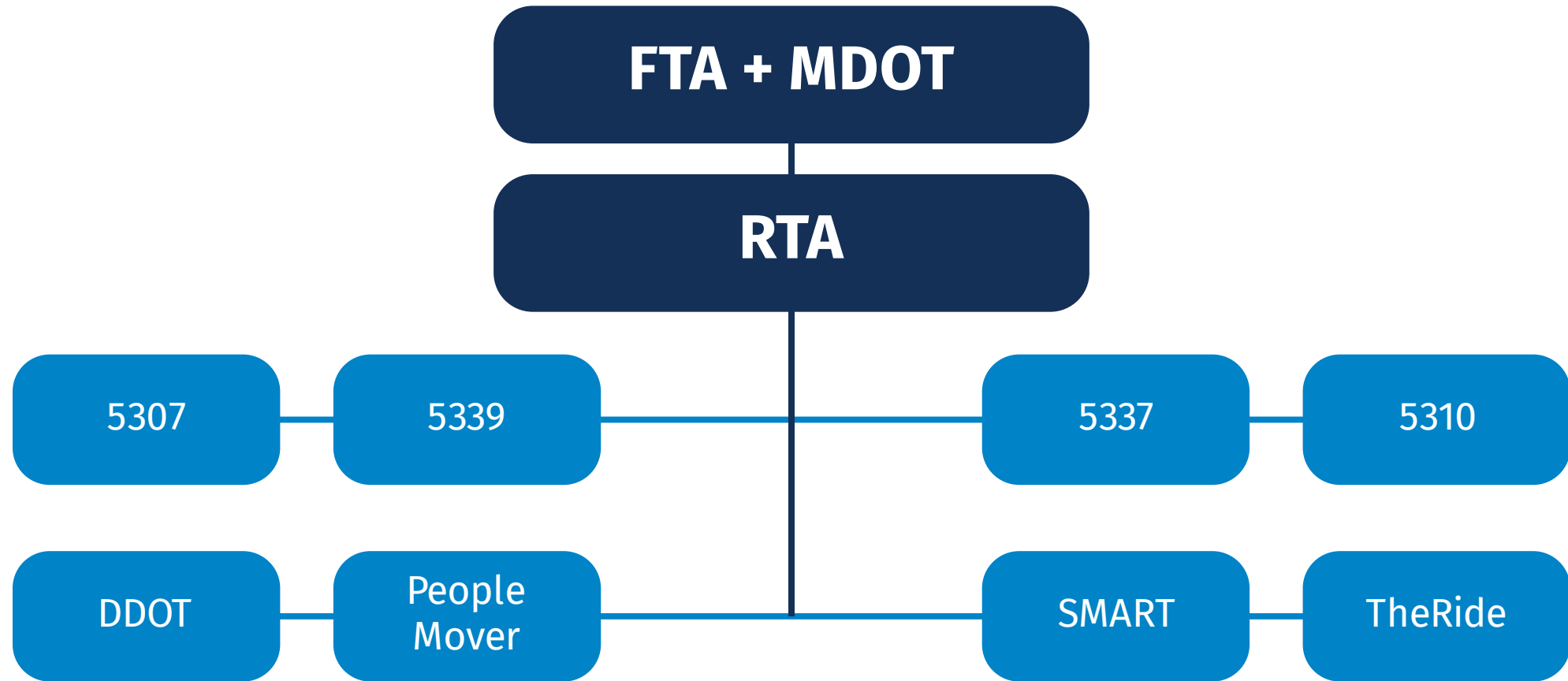
Better Utilizing Investments to Leverage Development (BUILD) 2025 opportunity

\$6.25M proposal for Woodward pre-construction including:

- Preliminary engineering
- Environmental review
- Design
- Land-use planning
- Community engagement



TRANSIT FUNDING FLOW



MOBILITY FOR ALL (M4A)

Coordinated Human Services and Transportation Plan



STRATEGIC GOALS:

- Increase local and regional mobility
- Improve provider coordination
- Grow awareness of services
- Streamline funding and reporting
- Develop accessibility partnerships

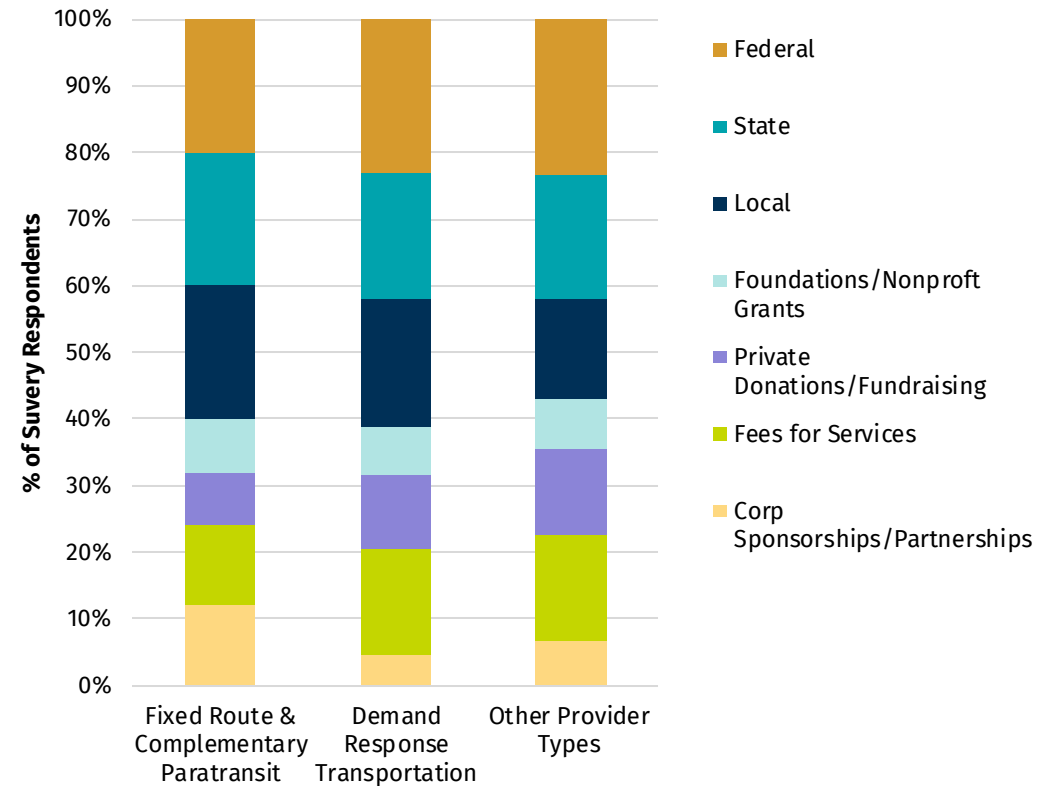
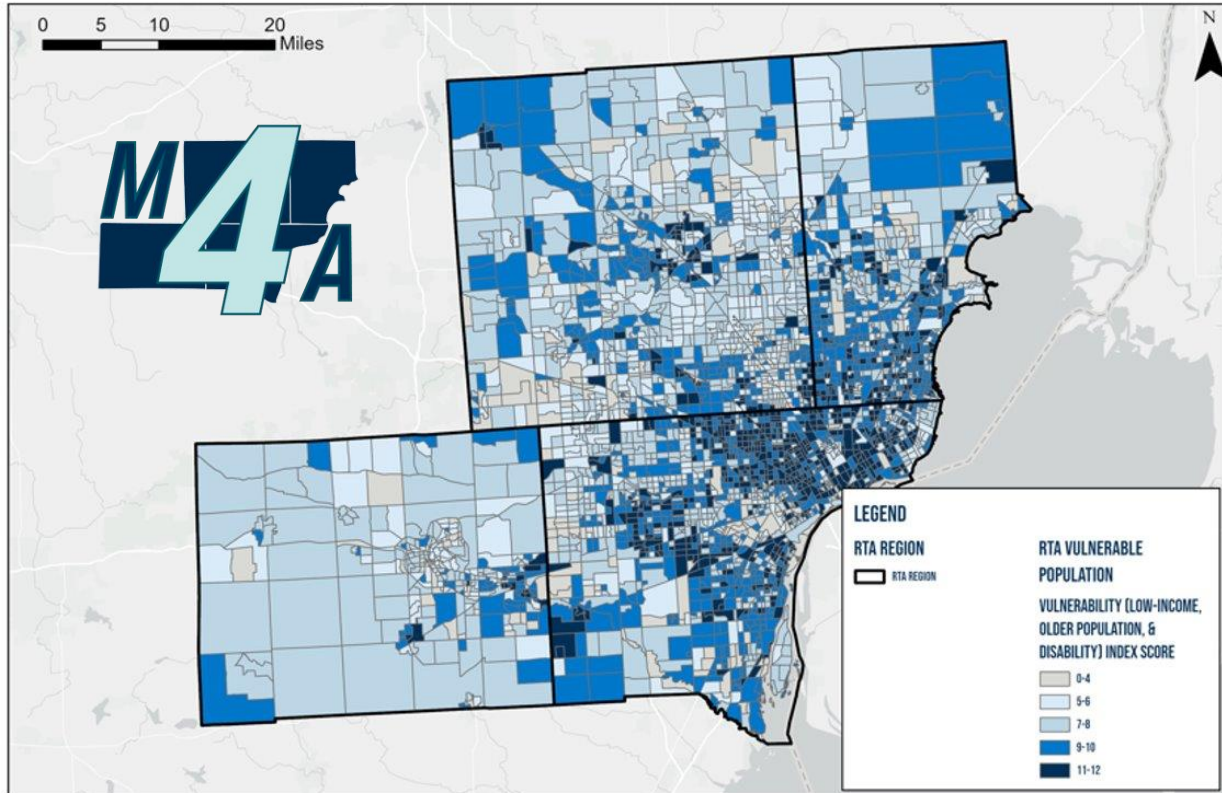
SECTION 5310 PROJECTS CALL LAUNCHED - AECOM

- Focus on enhanced mobility for people with disabilities, seniors, and individuals with limited incomes
- 2 fiscal years 2025 and 2026 call for projects
- Estimated \$11.6 million available (at least 55% capital and up to 45% operating)

RTA CALL FOR PROJECTS: SCHEDULE



VULNERABLE POPULATIONS & FUNDS



Index considers the proportion of low-income households, people living with a disability, and older adults across the region

Federal funding is 20% or more of all regional transit modes.

MOBILITY WALLET

OBJECTIVES

- Simplify transit payment processes.
- Increase access to mobility services.

PILOT GOALS – HNTB AND MENLO

- Expand shared mobility options.
- Enable direct transportation subsidy payments.
- Facilitate future fare capping.

TARGET PARTICIPANTS

- At least 50 job seekers identified by United Way.

Get Ready to Ride!



\$1 million through the Michigan Mobility Wallet Challenge grant in March 2023.

ACCESS TO TRANSIT PROGRAM

Organization

*OHM Advisors and Woods & Watts
Effect – Stop Light Assessment*

Discovery

Accessibility and Gaps, Peer
Agencies and Case Studies,
Bike/Pedestrian Benchmarking,
Mobility Hub Site ID and Analysis

Feedback

Focus Groups, On-Board Surveys,
Interactive Mapping

Compilation

Toolkit and Plan Evaluation



Image- CoMoUk

STRATEGIC TECHNOLOGY PLAN

- Coordinating Project Strategy
- *TYLin*
- Assessing Regional Case Studies
- Determining Tech Milestones
- Providing Recommendations

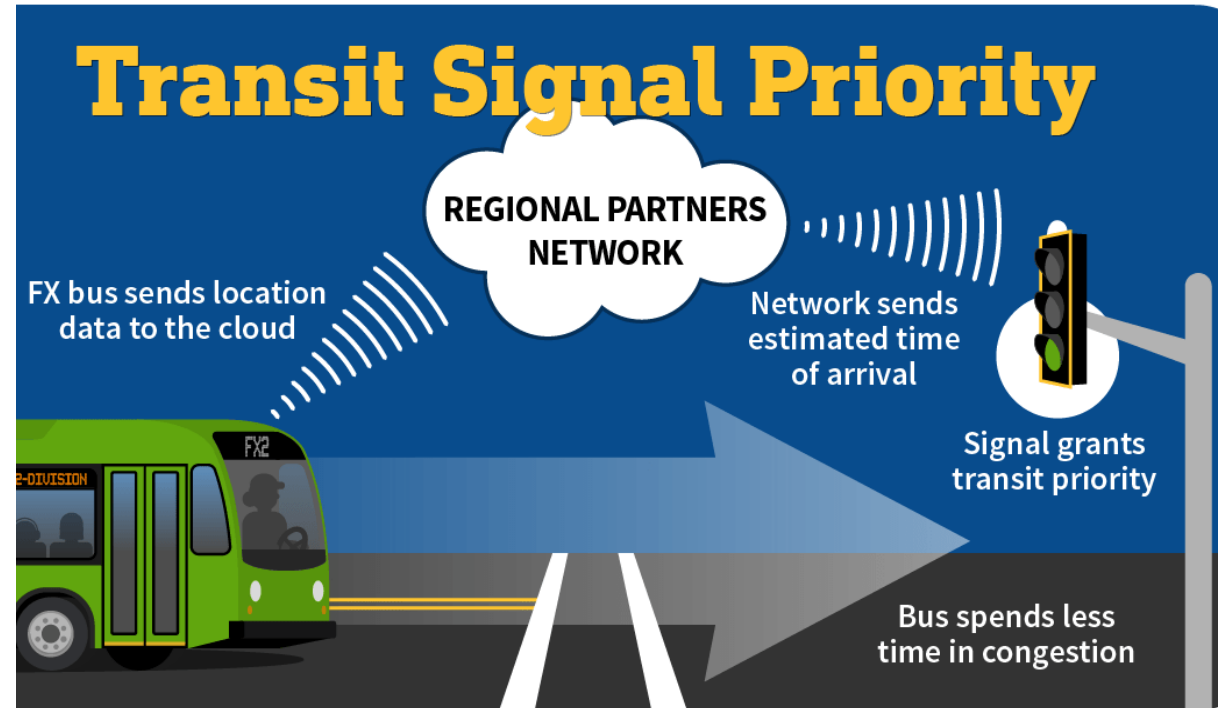


Image- TriMet Blog. Transit Signal Priority 101

Examples: Mobility as a Service Pilot, paratransit booking improvements, and Transit Signal Priority.

ZERO-EMISSIONS FLEETS & FACILITIES



~ 4.2 million people; 4 counties; ~ 2,600 miles²

MI Healthy Climate Plan Goals include:

- 100% carbon neutrality by 2050.
- Increase access to clean transportation options by 15% each year. 2 million EVs on the road by 2030.



~**700** buses in the fleet



~**100** low/no-emissions buses Up to more than **140** low/no-emissions buses



~**14%** low/no-emissions buses Up to around **20%** low/no emissions buses

WHAT'S NEXT...

- Bus-On Shoulder Exploration
- Detroit Air Xpress (DAX) Eval
- Detroit to Ann Arbor (D2A2) – Community Placemaking
- Peer Funding Analytics
- QLINE Streetcar Goals



Over 1 million riders in 11 months in 2024!



Thank you!

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rta

Regional Transit Authority
Of Southeast Michigan