



Image: [unitedweride.gov/image1.jpg](http://unitedweride.gov/image1.jpg)

## Strategies and Alternatives for Marquette: Mobility Management

Michigan Transportation Reform Demonstration Project



Smart Growth America  
Making Neighborhoods Great Together

# Seven steps to stagnation

---

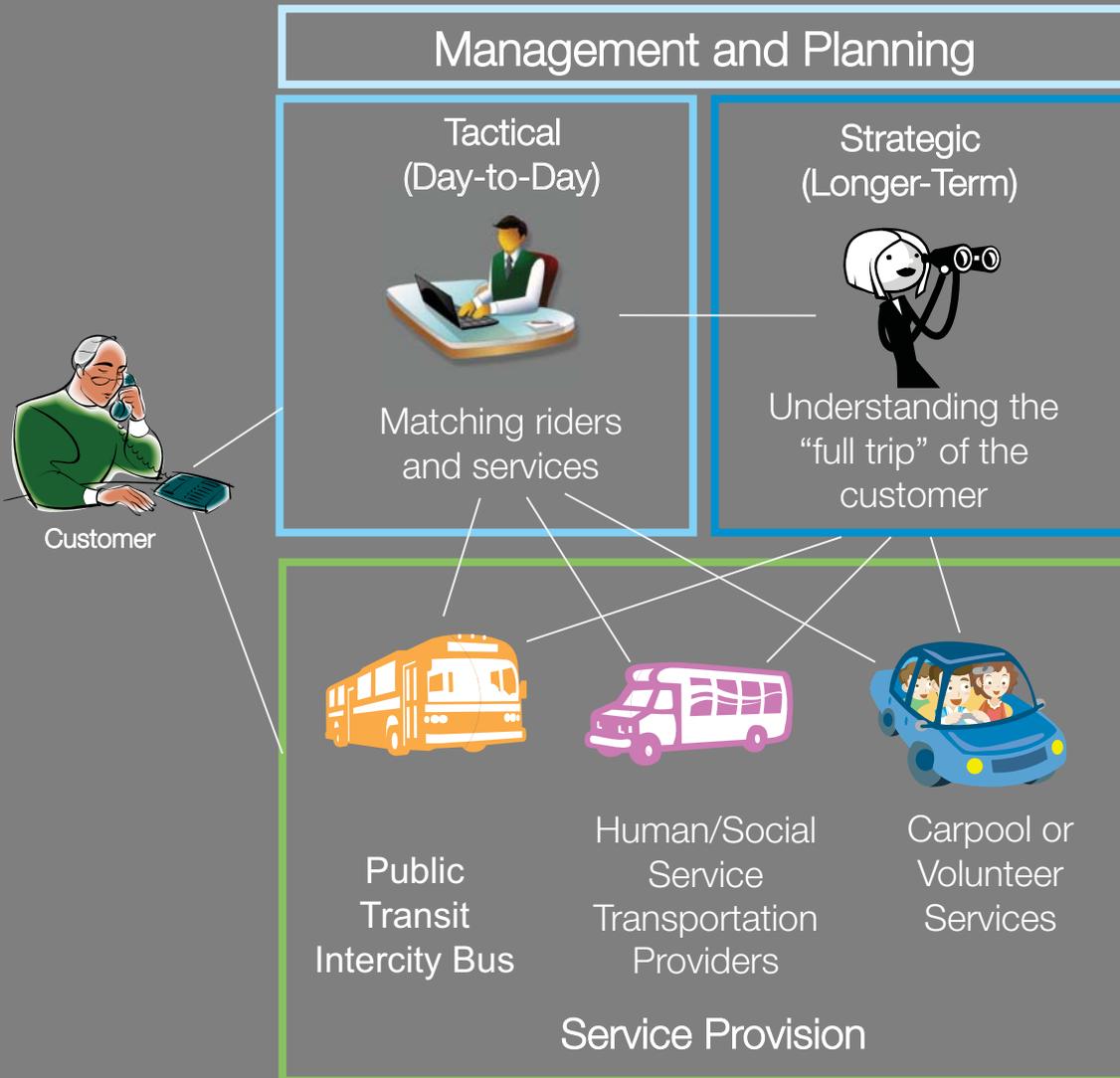
1. We have never done it that way.
2. We are not ready for that yet.
3. We are doing alright without it.
4. We tried that once before and it didn't work.
5. It costs too much
6. That is not our responsibility
7. It just will not work here.

# Review of Mobility Management



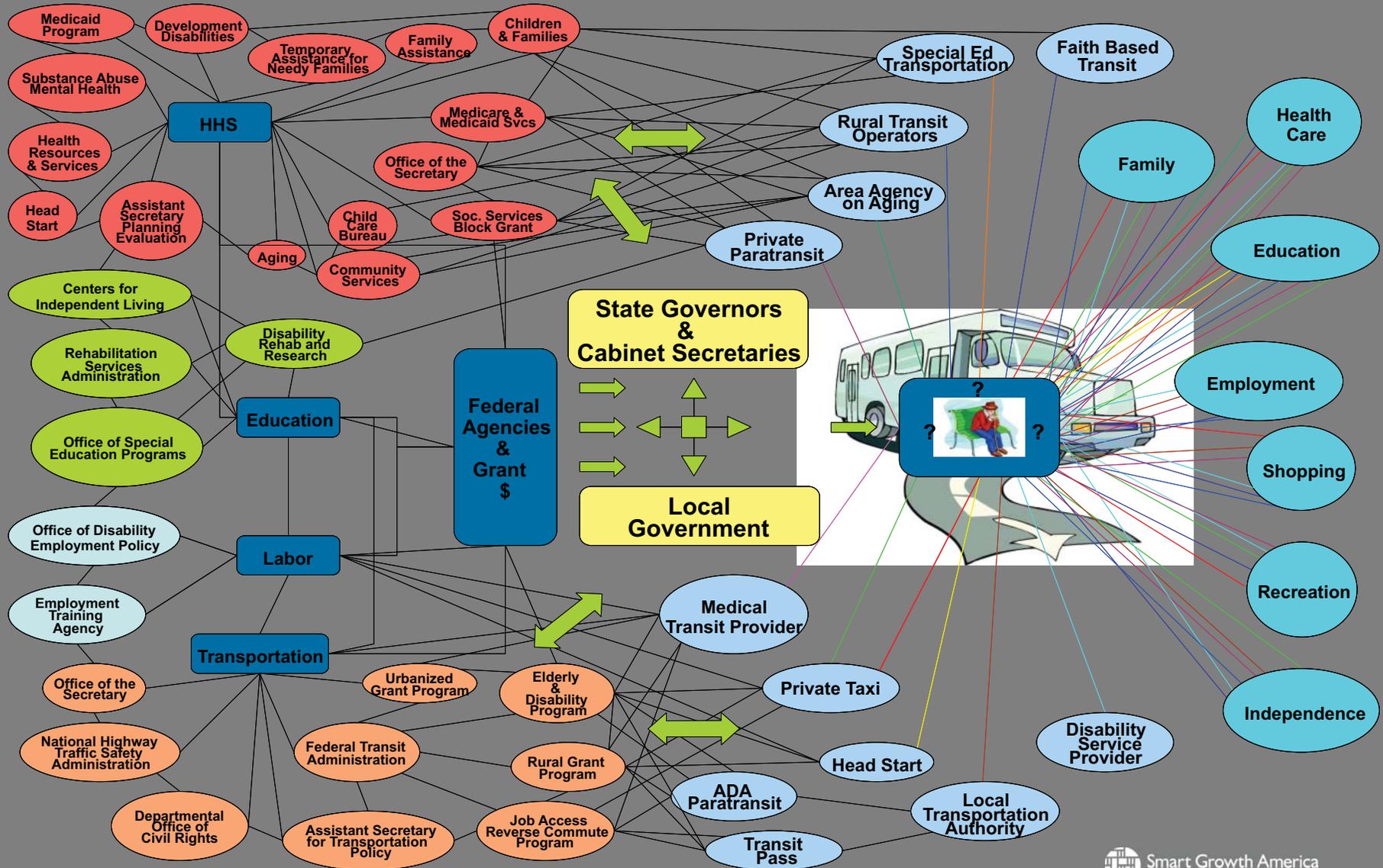
**Smart Growth America**  
Making Neighborhoods Great Together

# What is it?



- Serves the *needs of the customer*.
- *Technology supports customer needs and transportation operations.*
- *Rides are supplied by many services and modes.*

# Why?



# Who?

---

- Seniors
- Veterans
- People with Disabilities
- Bicycle/Pedestrian
- Carsharing and Vanpooling
- Taxis
- Transit
- Volunteer Drivers
  
- Everyone

# Principals

---

- **Professional staffing** to achieve effective leadership
- **Make it easy and convenient** to find a ride and plan a trip
- **Coordination** between public transit provider and social services
- **Build broad-based partnerships** with all possible stakeholders
- Engage in **community planning**
- Be **entrepreneurial**

Early in the process:  
Detective work



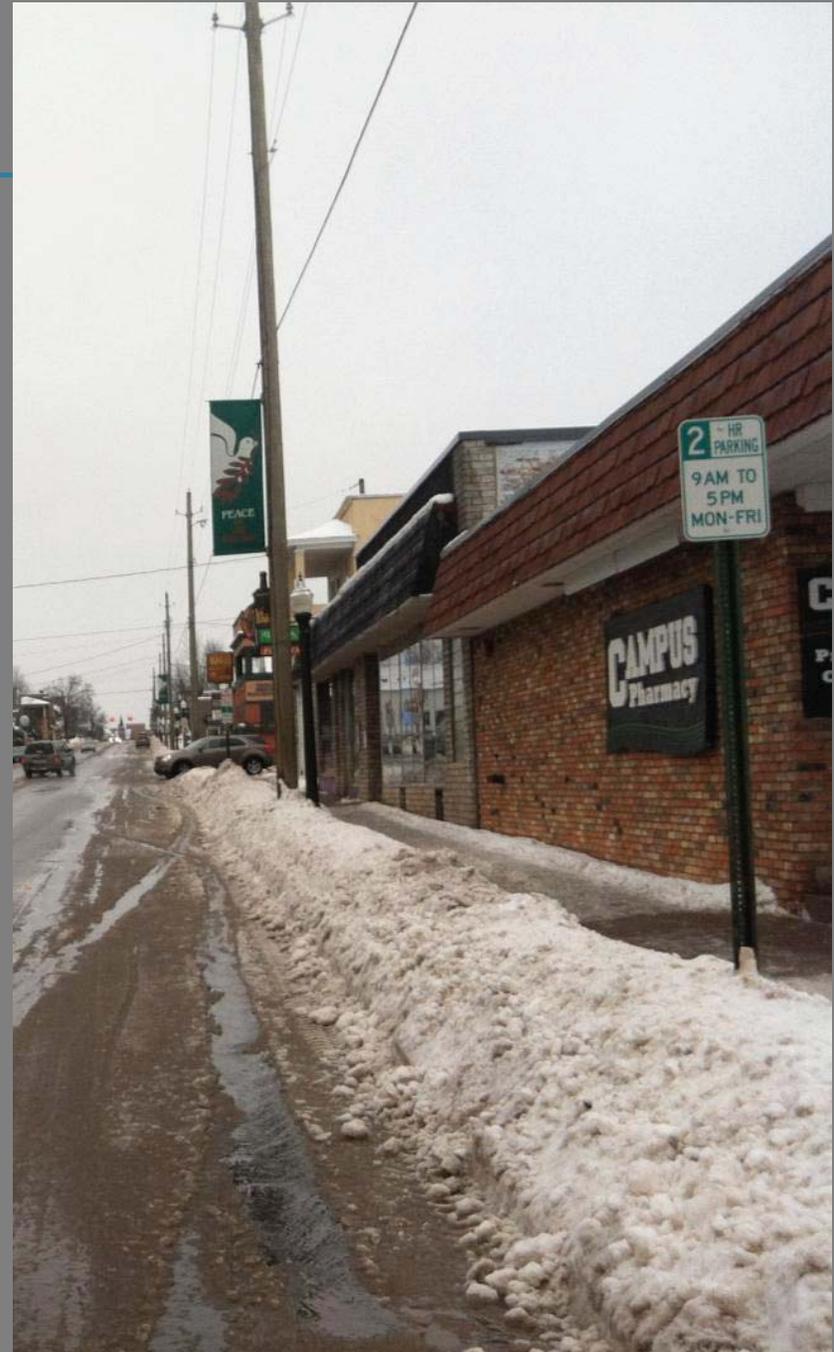
# Review of Existing Conditions



Smart Growth America  
Making Neighborhoods Great Together

# Premier Winter Walkable Community

- + Pathways, parks, skiing, walkable
- Snow removal on sidewalks
- Snow banks



Under a sustainability planning process

- Housing
- Economic development
- Transportation
- Energy conservation



# Transportation Options

---

Marq-tran

Indian Trails Bus

Sawyer International Airport

Marquette County Aging Services

Governmental & Non-Profit Transportation Services

Medi-ride

Wings of Mercy

Michigan Transportation Services

Taxi Tycoon

UpTown Taxi

Apple Cabs

Checker

Spotlight Coaches

First Student - Students only

Wildcat Shuttle – NMU campus only

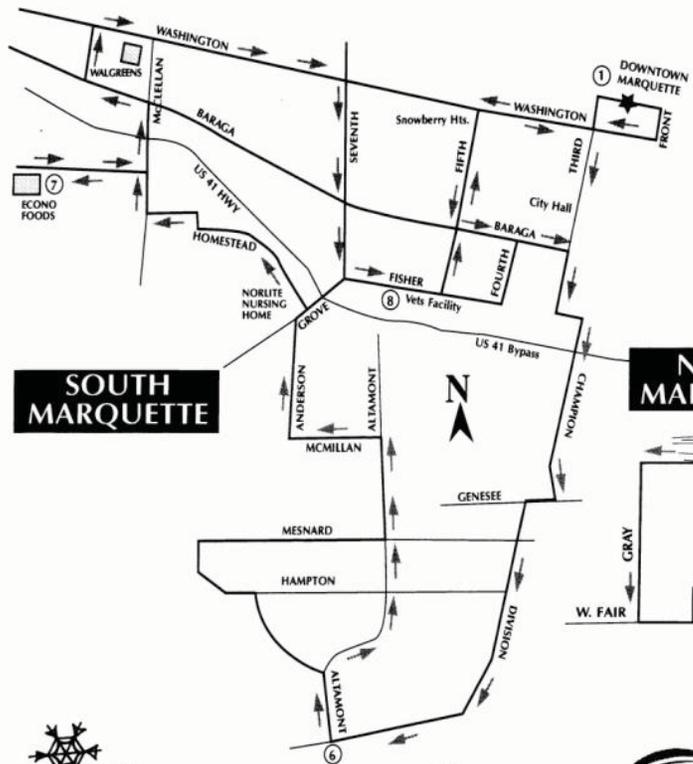


# Marq-Tran In-town Routes

---

- North Marquette
- South Marquette
- Mall shuttle
- Marquette's shopper shuttle
- Trowbridge





**SOUTH MARQUETTE**

**NORTH MARQUETTE**

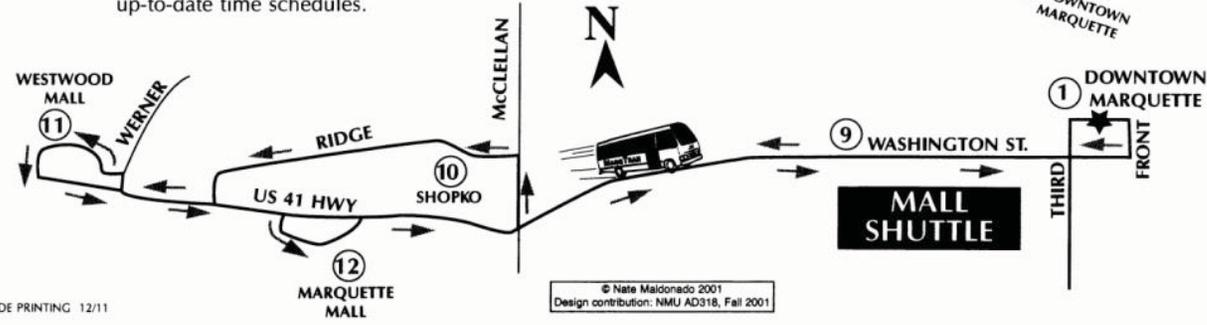


**Stormy Weather?**

Listen to your local radio stations and check with our dispatch department (225-1112) for cancellations and up-to-date time schedules.



Call Our Dispatch Dept: 225-1112



**MALL SHUTTLE**

**North/South North/Mall FARES**

- \$.80 GENERAL PUBLIC
- .40 Senior Citizens
- .40 Handicapped
- .40 Students (K-12) and College Students with a valid ID



**NORTH/SOUTH NORTH/MALL**

**SCHEDULE**

**MARQUETTE COUNTY TRANSIT AUTHORITY**

1325 Commerce Drive  
Marquette, MI 49855

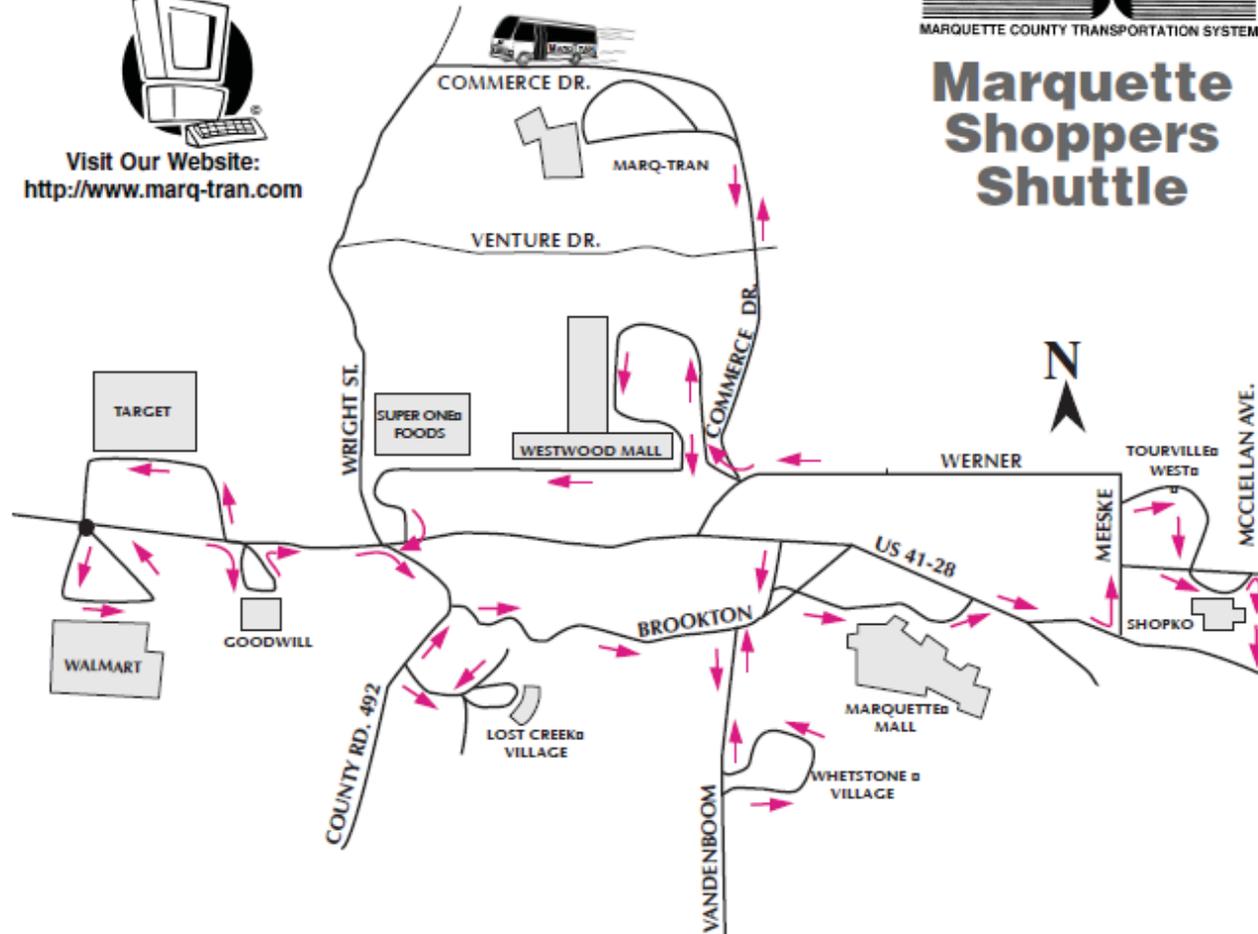
Voice 1-906-225-1112  
FAX 1-906-225-0682  
marqtran@Marq-Tran.com  
www.marq-tran.com



Visit Our Website:  
<http://www.marq-tran.com>

**marqtran**  
MARQUETTE COUNTY TRANSPORTATION SYSTEM

# Marquette Shoppers Shuttle



PRIDE PRINTING 5/09

### PLEASE NOTE:

If you need to transfer from this fixed route to a door to door bus, you must make arrangements in advance with our dispatch department at 225-1112.

**PLEASE DO NOT ASK YOUR DRIVER TO MAKE RESERVATIONS FOR YOU.**



Call Our Dispatch Dept:  
**225-1112**

© New Maldonado 2001  
Design contribution: NMU A0318, Fall 2001



# Trowbridge

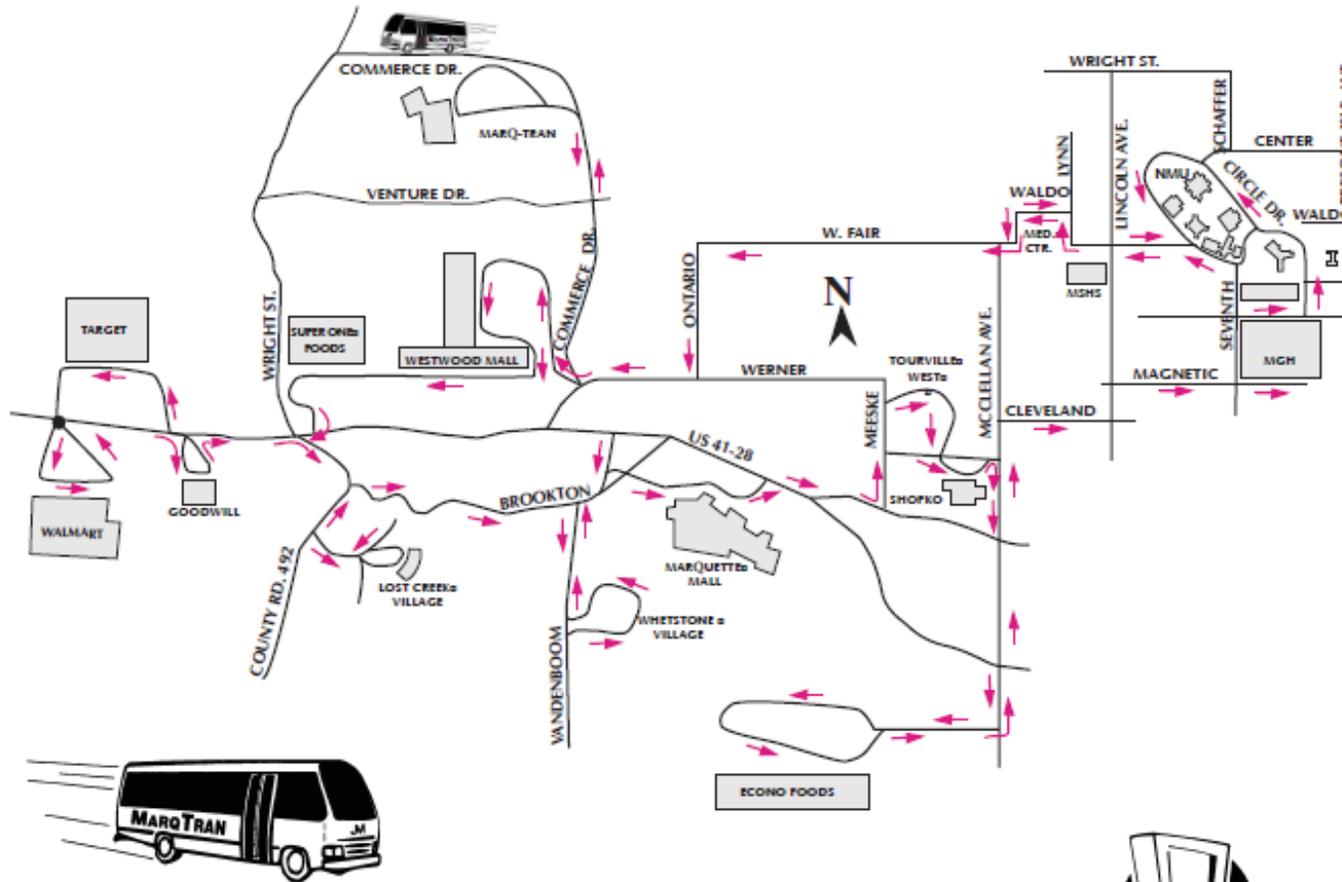


Call Our Dispatch Dept:  
225-1112

© Neta Maldonado 2001  
Design contribution: NMU ADS18, Fall 2001

**PLEASE NOTE:**  
If you need to transfer from this fixed route to a door to door bus, you must make arrangements in advance with our dispatch department at 225-1112.

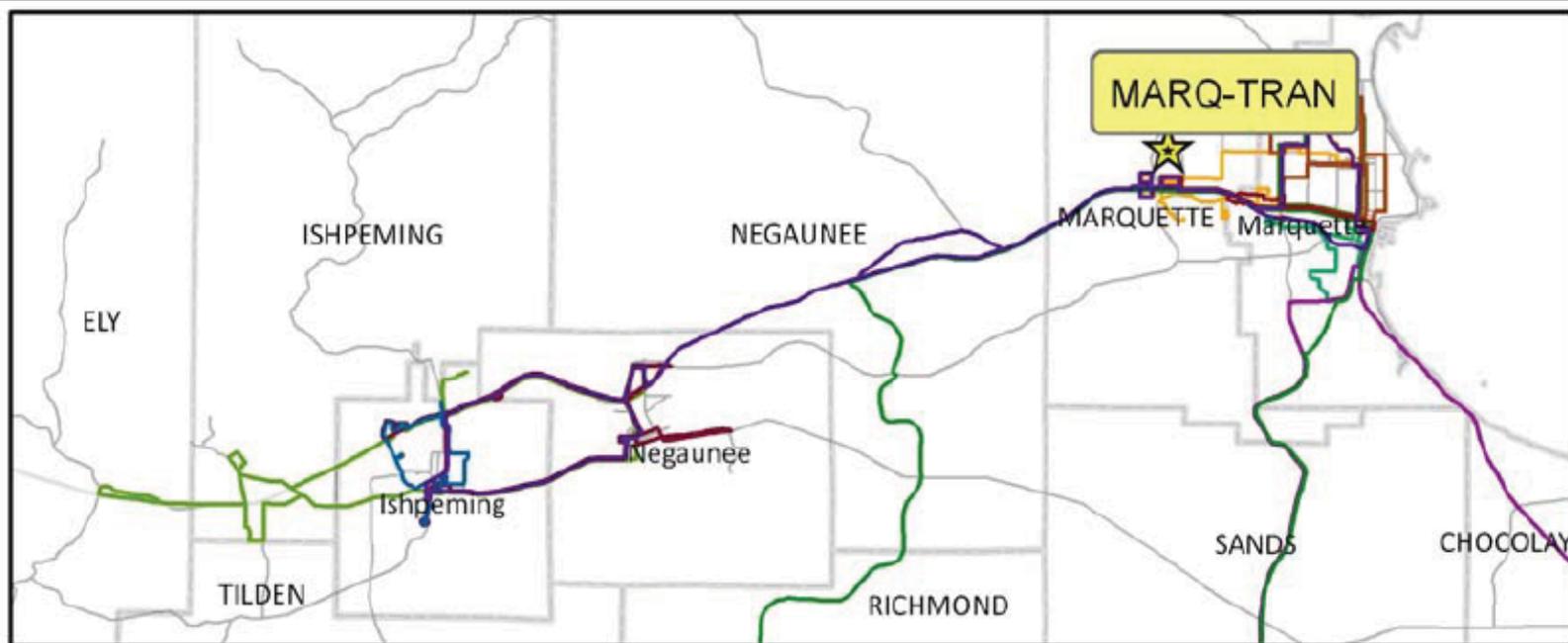
**PLEASE DO NOT ASK YOUR DRIVER TO MAKE RESERVATIONS FOR YOU.**



Visit Our Website:  
<http://www.marq-tran.com>

# Regional Routes

- Ishpeming-Negaunee-Marquette
  - Marquette-Sawyer-Gwinn
  - Ishpeming Shoppers Shuttle
  - Negaunee Shuttle
- Once a week
- Western Marquette County
  - Palmer



# Performance Measures (FY 2012)

|  |         |
|--|---------|
| Line-Haul Unlinked Passenger Trips (Fixed Route) | 279,074 |
| Demand-Response Unlinked Passenger Trips         | 81,275  |
| Total Trips [calculated]                         | 360,349 |
| Days Operated                                    | 366     |
| Demand-Response Vehicles                         | 27      |
| Vehicle Hours                                    | 47,967  |
| Cost per Trip [calculated]                       | \$9.76  |
| Cost per Mile [calculated]                       | \$3.72  |
| Cost per Hour [calculated]                       | \$73.30 |
| Passengers per Hour [calculated]                 | 7.5     |





Image: [unitedweride.gov/image1.jpg](http://unitedweride.gov/image1.jpg)

## Strategies and Alternatives: Marquette

Michigan Transportation Reform Demonstration Project



Smart Growth America  
Making Neighborhoods Great Together

# Today's Desired Outcomes

---

- Select strategies to further develop in implementation plan
- Top priorities have
  - Impact
  - Interest
  - Willing players

# As we go through

---

- What adjustments would allow you to support a strategy?
  - Accept as is
  - Reject
  - Refine
  - Add
- Who can make it happen?
- Prioritize for further development
- If at first you don't succeed...
  - ... how can you succeed if you try it again?



# 1. Improve integration of public transportation into the city core



**Smart Growth America**  
Making Neighborhoods Great Together

# Small Communities with Public Transportation-University Partnerships

---

- Marquette, MI
- Lebanon, NH
- Oneonta, NY
- Arcata, CA
- Eureka, CA
- Stevens Point, WI
- Macomb, IL
- Laramie, WY
- Bozeman, MT
- Winona, MN
- Grand Forks, ND
- Missoula, MT
- Walla Walla, WA
- Oxford, MS
- Boone, NC
- San Luis Obispo, CA
- Logan, UT
- Stillwater, OK
- Corvallis, OR
- Pullman, WA

2010 National Transit Database; selected from communities with high educational attainment, university, and at least 10,000 fixed route hours of service.

# 1. Improve integration of public transportation into city core

---

- A. Expanded transit service in core and on 3<sup>rd</sup> Street
- B. Integrate TDM and parking management with transit system design
- C. Implement strategies to increase commuter use
- D. Improve snow management on sidewalks and at curbs



# 1. Improve integration of public transportation into city core

---

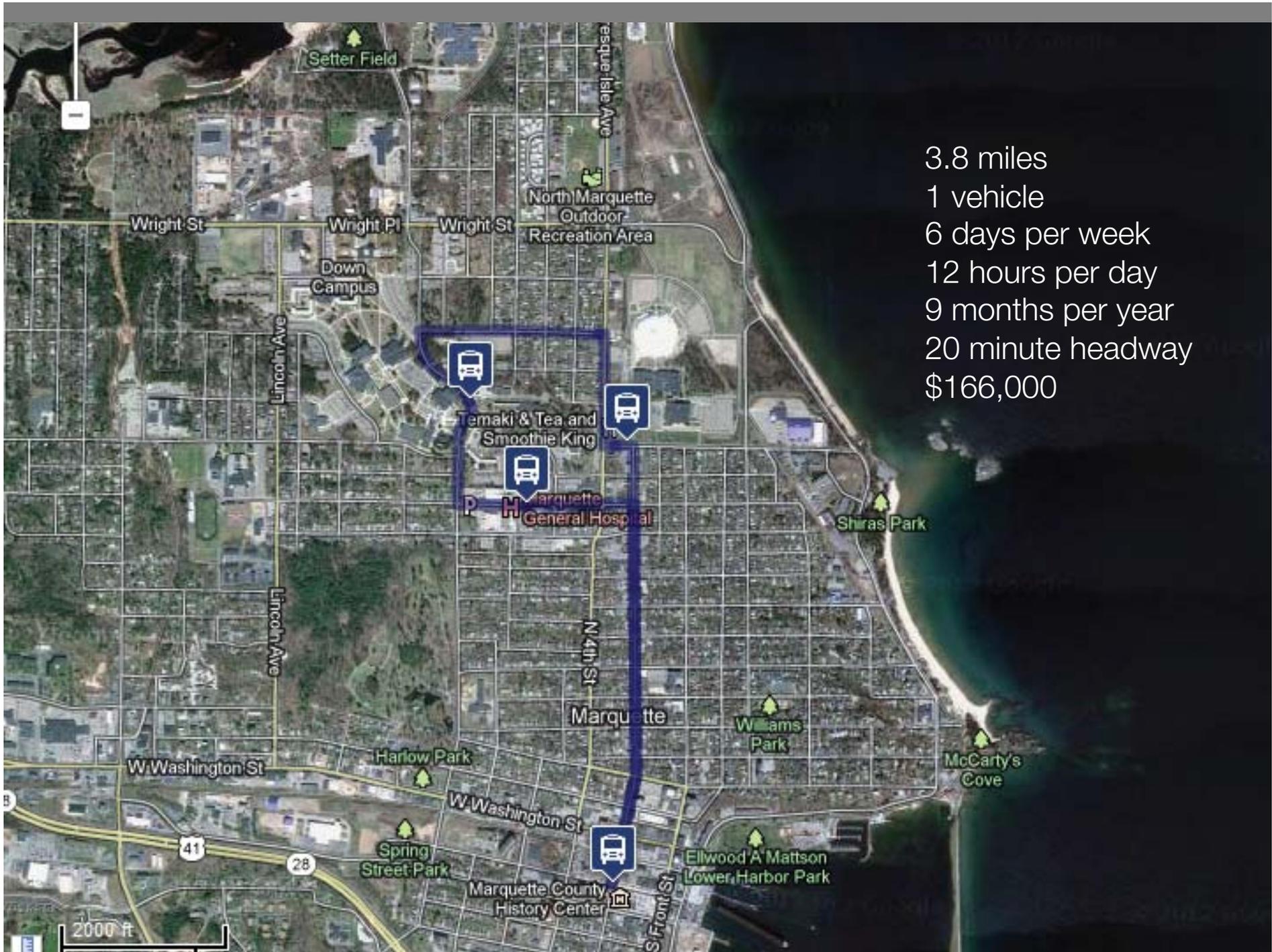
- A. Expanded transit service in core and on 3<sup>rd</sup> Street
- B. Integrate TDM and parking management with transit system design
- C. Implement strategies to increase commuter use
- D. Improve snow management on sidewalks and at curbs

# Expanded transit service

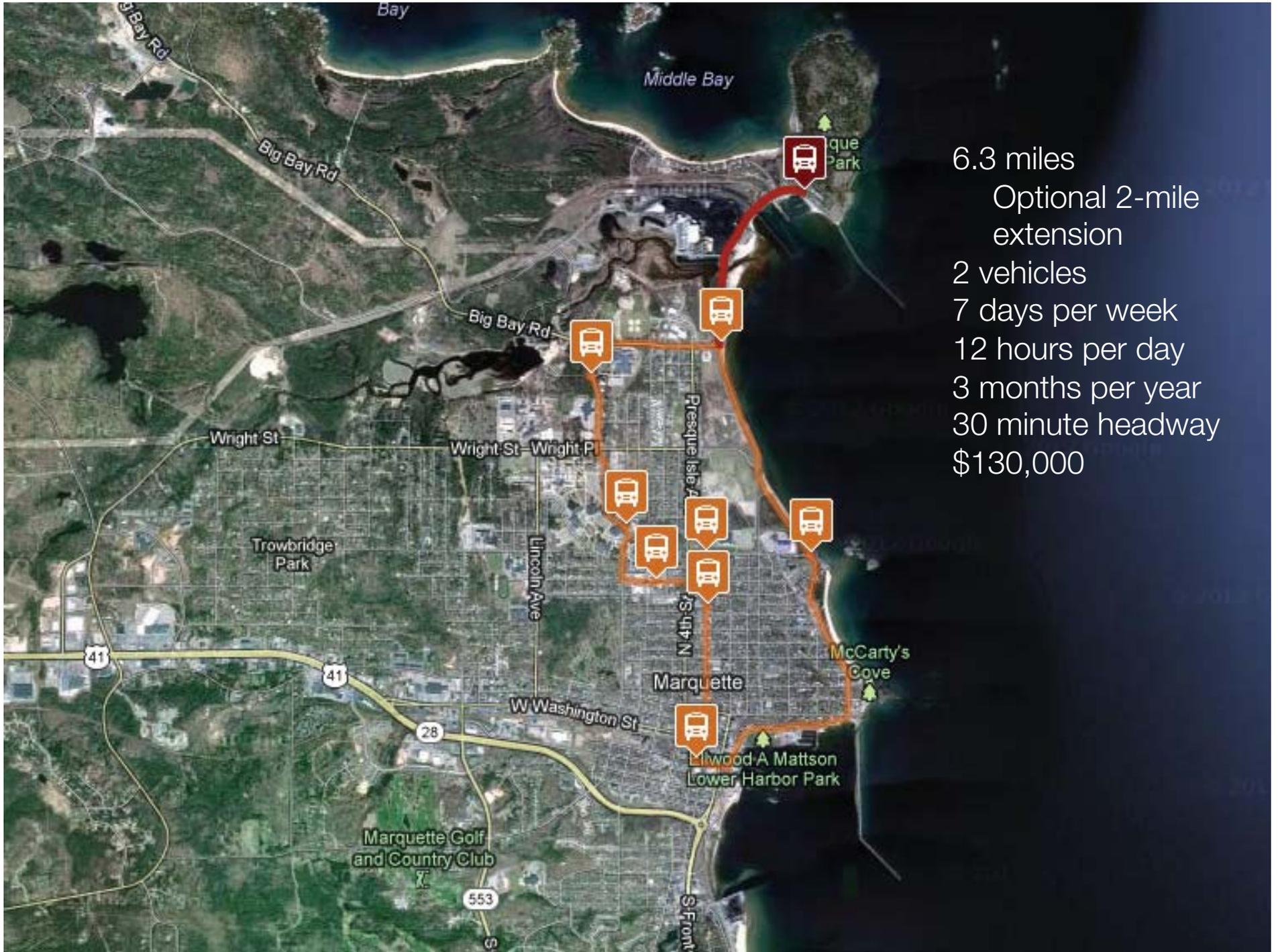
## Assumed design parameters

---

| Design Parameter  | Value     |
|---|-----------|
| Operating cost per hour (per Marq Tran)                             | \$60      |
| Operational Speed (mph)   | 12        |
| Holidays (no service)   | 5         |
| Annual weekdays in operation  | 256       |
| Saturdays   | 52        |
| Sundays   | 52        |
| Daily hours in operation  | 12        |
| Additional operational cost: 1 bus, 12 hours per day, weekdays only | \$184,000 |



3.8 miles  
1 vehicle  
6 days per week  
12 hours per day  
9 months per year  
20 minute headway  
\$166,000



6.3 miles  
Optional 2-mile extension  
2 vehicles  
7 days per week  
12 hours per day  
3 months per year  
30 minute headway  
\$130,000

## 2. Coordinated services between NMU and Marq-Tran



**Smart Growth America**  
Making Neighborhoods Great Together

# Buses serving college towns



Arcata, CA



Boone, NC

New Gillig Hybrid Buses Arrive And Are Unveiled.



San Luis Obispo



Grand Forks



## 2. Coordinate **NMU** and Marq-Tran

---

- A. Coordinate services
- B. Consolidate and adjust schedules to meet NMU needs

# 3. Integrate transportation options and tourism

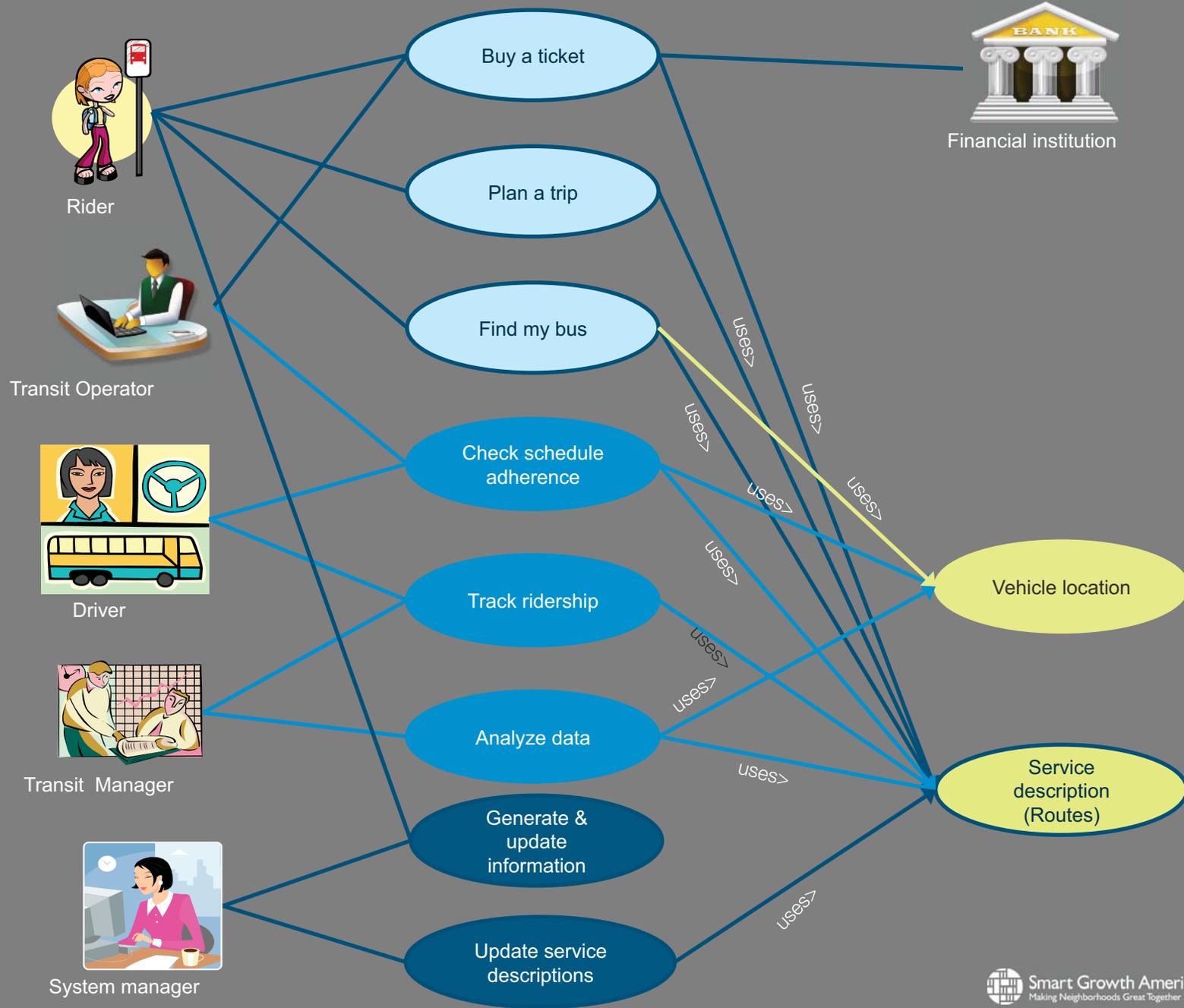


**Smart Growth America**  
Making Neighborhoods Great Together

# Making Connections: You CAN get there from here

- 7 connected public and private trolley and bus services
- Coordinated schedules
- Unified branding
- Mobility Manager: York County Community Action Corporation
- Funding: federal, state, local, private







Rider

Buy a ticket



Financial Institution

Operator / Manager / Planner

Plan a trip

- How do I get there?
- Where is my ride?
- Can I reserve a ride?
- Can I buy a ticket?
- Where can I hike or walk?
- Where can I bike?
- What can I do along the way?
- Can I get around without a car?

- Am I running on schedule?
- Can I tell my customers when the vehicle will arrive?
- Do I need to send another bus out?
- How should I adapt my routes?
- How do I keep information up to date?
- How can I get more customers?



Driver



Transit Manager



System manager

Find my bus

Check schedule adherence

Track ridership

Apply data

Generate & update information

Charters / tours

Update service descriptions

InterCity Bus

Riders, walkers, and bikers



Smart Growth America  
Making Neighborhoods Great Together

### 3. Integrate transportation options and tourism

---

- A. Connect transit to water transportation and bike/ped.
- B. Coordinate with other tourism opportunities.

## 4. Coordinate and integrate human service needs



**Smart Growth America**  
Making Neighborhoods Great Together

# Tactical Day-to-Day “Find a Ride”

- Identify community transportation options
- Marketing
- Technology
- Travel training



The advertisement features a blue background with a green and white stylized landscape at the bottom. On the left, the text reads "Travel Training: A better way to go." with a "MORE" button below it. On the right, a man and a woman are looking at a map. To their right is a signpost with a red sign that says "The Ride" and includes a bus icon, the text "Route Information" and "Información de Ruta", and the phone number "303.292.8200".

Travel Training:  
A better way to go.

MORE ▶

The Ride

Route Information  
Información de Ruta  
303.292.8200  
www.viacolorado.com

ViaColorado

# Planning: Human Service and Multi-Modal Coordination

- Coordination plan
- Where is the money being spent?
- Identify and address unmet needs
- Partner for new/expanded resources
- Plan for technology

## A FRAMEWORK FOR ACTION BUILDING THE FULLY COORDINATED TRANSPORTATION SYSTEM

A Self Assessment Tool for Communities

[unitedweride.gov/FFA-Communities.pdf](http://unitedweride.gov/FFA-Communities.pdf)



Devon County, UK



# Concept: One Call-One Click



# Concept: One Call-One Click

## Rider



- How do I get there?
- Where is my ride?
- Can I reserve a ride?
- Can I buy a ticket?
- Where can I hike or walk?
- Where can I bike?
- What can I do along the way?
- Can I get around without a car?



Demand Response

Charters / tours



Veterans' Transportation

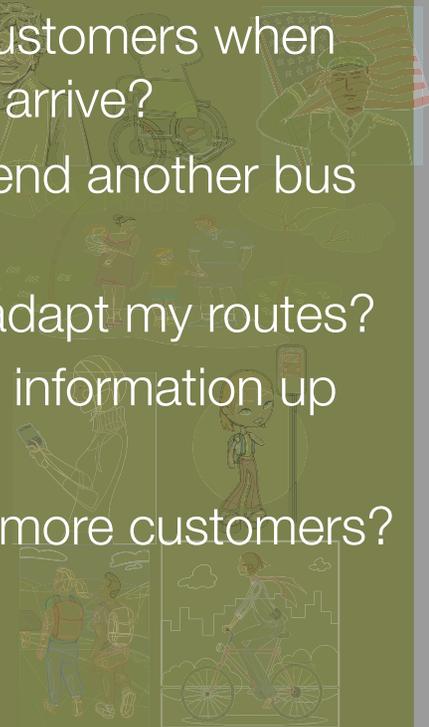
## Operator / Manager / Planner



- Am I running on schedule?
- Can I tell my customers when the vehicle will arrive?
- Do I need to send another bus out?
- How should I adapt my routes?
- How do I keep information up to date?
- How can I get more customers?



Fixed Routes  
Intercity Bus



Riders, walkers, and bikers



Smart Growth America  
Making Neighborhoods Great Together

# One Call-One Click



Giving the Gift of Mobility

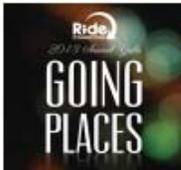
[About Us](#) [Services](#) [For Customers](#) [Support Us](#) [Contact Us](#)

## Mobility equals Independence.

Ride Connection, a non-profit organization, is dedicated to providing responsive, accessible transportation options for those in need. While many of our customers are older adults and people with disabilities, we strive to provide transportation solutions for the community at large.



### ANNOUNCEMENTS



> **Thursday, January 17, 2013 Get your Gala tickets!**

Going Places: 2013 Gala tickets are on sale now! [read more ...](#)

Text Size: [A](#) [A](#) [A](#)

[Español](#) | [Русском](#) | [Tiếng Việt](#)

> **Friday, January 11, 2013 Ride Connection is hiring!**

A Travel Navigator and a Dispatcher/Scheduler (Customer Service Representative). Click [here](#) for more info.

**supporters**  
get involved

[DONATE](#)

**customers**  
get around

[RIDE REQUEST](#)

**partners**  
get connected

[SERVICE PARTNERS](#)

## 4. Coordinate and integrate human service needs

---

- A. Identify someone who can fulfill the role of mobility manager.
- B. Complete coordination plan and assess unmet needs.
- C. Coordinate and consolidate human service and general public transportation.

## 5. Community planning, decision-making and marketing



Smart Growth America  
Making Neighborhoods Great Together



## Our Grand Vision



A regional multi-modal transportation system that supports energy conservation



Unique and vibrant communities that strengthen the local economy



A diverse mix of regional housing choices with affordable options

- NWMCOG serving as Rural Planning Organization (RPO)
- Public Involvement
- Planning Process Information Sharing
- Good Plans
- Service evolution at BATA
- Leadership in coordinating between services (Michigan Land Use Institute)
- Regional Transit Group
- Extensive Service Coverage
- Complete Streets

# Engage in Community Planning

- Complete streets
  - make mobility management easier
  - include access to transit
  - include snow removal between the sidewalk and the bus
- Walkable neighborhoods
  - Are more livable for seniors and people with disabilities
- Good planning decisions
  - Involve mobility managers and public transportation



# Example: Complete Streets

amental piece of enhancing the quality of life in the Traverse City area. There are many ways to achieve vision and designing complete streets is part of the solution.

Grand Vision clearly supports increased mobility & making opportunities. Adopting complete streets, through our policies and our practices, is a meaningful way to put Grand Vision into action.



## Interest:

- [No Place for Pedestrians](#) (Northern Express)
- [ICR: Complete Streets](#) (Video)

## Engage Your Community:

- [TC-TALUS passes Resolution regarding Complete Streets](#)
- [Village of Kingsley adopts Complete Streets resolution](#)
- [Walking Audit Checklist](#): Conduct your own!

ected Communities Part II: Somewhere to be

[ect to the series here](#)



[Upcoming Events](#)

[Regional Resources](#)

[Useful Information](#)

[In the Media](#)

[Notes from Past Meetings](#)

[Be a Grand Vision iReporter](#)

[Subscribe to the Vision Newsletter](#)

[Upcoming Events](#)

- Transportation
- Energy
- Growth & Investment
- Natural Resources
- General
- Food & Farming

## 5. Community planning, decision-making and marketing.

---

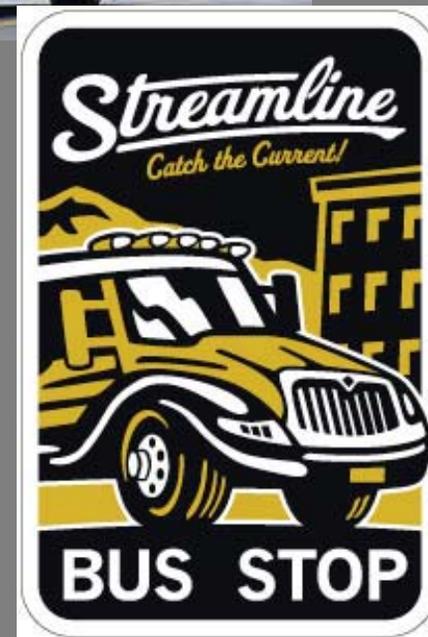
- A. Incorporate transit into community planning.
- B. Incorporate bus infrastructure into design reviews, codes, and engineering standards.
- C. Infuse mobility management into the decision-making process and the organizational culture.
- D. Include buses, taxis, walking and biking when describing Marquette's transportation options.

## 6. Marketing and Communications



**Smart Growth America**  
Making Neighborhoods Great Together

# Success: Comprehensive Branding

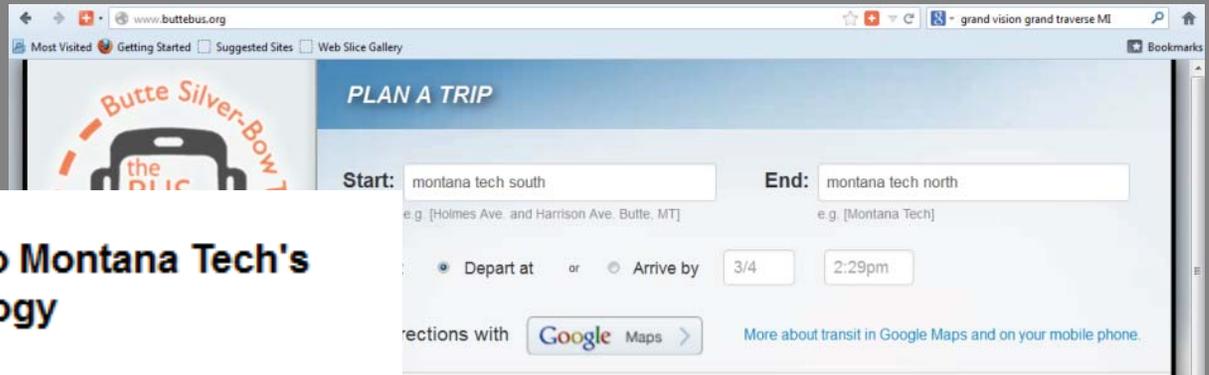


# Web design

- Branding
- Clean, modern website
- Trip planning and schedules front and center
- Google Transit
- General Transit Feed Specification (GTFS)
- ADA design

The screenshot displays the Trinity Transit website interface. At the top left is a logo featuring a stylized landscape with mountains, a sun, and a river. The main header is "Trinity Transit" in a large, bold font. To the right of the header are two navigation links: "TIMETABLES" and "FARES". Below the header is a "PLAN A TRIP" section with a light blue background. This section contains two dropdown menus for "Start" and "End", each with the text "Select a stop...". Below these are two text input fields for "Address, place, or intersection" separated by the word "to". A "When:" section includes a "Leave now" dropdown, a date field "1/29", and a time field "11:6". To the right of the "When:" section is a "See itinerary in" button with the Google Maps logo and a right-pointing arrow. Below this button is a link: "More about transit in Google Maps and on your mobile phone." A dashed horizontal line separates the trip planning section from the "REGIONAL MAP" section. The map section has the heading "REGIONAL MAP : Click a colored route to view its timetable." and shows a map with several colored routes connecting various locations: HOOPA, WILLOW CREEK, BURNT RANCH, WEAVERVILLE, LEWISTON, REDDING, DOUGLAS CITY, HAYFORK, BIG BAR, and EUREKA. A note near Arcata says "ARCATA from Willow Creek via Redwood Transit System".

# Trip Planning...



## Transit directions to Montana Tech's College of Technology



### Montana Tech Library

1300 W Park St  
Butte, Mt 59701

 Walk to Granite / Excelsior  
About 10 mins (0.5 mi)



### Granite / Excelsior

 **Purple - Walkerville** Bus towards (Loop Route)  
2:54pm - 3:15pm (21 mins, 14 stops)



### Transfer Station

Continues as  **Orange - Harrison** (stay on board) Bus towards Montana Tech South  
3:15pm - 3:30pm (15 mins, 12 stops)



### Montana Tech South

 Walk to Montana Tech's College of Technology  
About 1 min (203 ft)



### Montana Tech's College of Technology

25 Basin Creek Rd

...GTFS  
...Google Transit  
...Open Trip Planner

## 6. Marketing and Communications

---

- A. Find-a-ride information on websites.
- B. Continuously improve bus schedules and ways to understand how to use the bus.
- C. Free media and publicity
- D. Real-time transit information and management

# Today's Desired Outcomes

---

- Select strategies to further develop in implementation plan
- Top priorities have
  - Impact
  - Interest
  - Willing players



**Smart Growth America**

Making Neighborhoods Great Together



**LISA BALLARD, P.E.**

P.O. Box 5651

MISSOULA, MT 59806

(406) 581-4601

[LBALLARD@CURRENTTRANSPORTATION.COM](mailto:LBALLARD@CURRENTTRANSPORTATION.COM)

# Summary of Strategies

---

## 1. Improve integration of public transportation into city core

- A. Expanded transit service in core and on 3<sup>rd</sup> Street
- B. Integrate TDM and parking management with transit system design
- C. Implement strategies to increase commuter use
- D. Improve snow management on sidewalks and at curbs

## 2. Coordinate NMU and Marq-Tran

- A. Coordinate services
- B. Consolidate and adjust schedules to meet NMU needs

## 3. Integrate transportation options and tourism

- A. Connect transit to water transportation and bike/ped.
- B. Coordinate with other tourism opportunities.

# Summary of Strategies

---

## 4. Coordinate and integrate human service needs

- A. Identify someone who can fulfill the role of mobility manager.
- B. Complete coordination plan and assess unmet needs.
- C. Coordinate and consolidate human service and general public transportation.

## 5. Community planning, decision-making and marketing.

- A. Incorporate transit into community planning.
- B. Incorporate bus infrastructure into design reviews, codes, and engineering standards.

- C. Infuse mobility management into the decision-making process and the organizational culture.
- D. Include buses, taxis, walking and biking when describing Marquette's transportation options.

## 6. Marketing and Communications

- A. Find-a-ride information on websites.
- B. Continuously improve bus schedules and ways to understand how to use the bus.
- C. Free media and publicity
- D. Real-time transit information and management