

Summary of Implementation Steps Grand Traverse Mobility Management

Goals

- 1. Improve coordination between transportation providers (public and private) and with businesses.** Build on the work that is already being done to plan and implement the next stage of coordination with a focus on eliminating barriers for customers who need to travel using multiple providers or modes.
- 2. Incorporate infrastructure elements into mobility management implementation.** Design for the bus rider as well as the walker, bicyclist, and driver. Design bus stops into state roads, commercial areas.
- 3. Develop multi-modal trip planning resources to serve all target populations.** Make it easy for customers to find the ride that best meets their needs.
- 4. Coordinate and integrate human services transportation into a broader mobility management effort.** Achieve efficiencies and serve unmet needs – especially to maintain independence for the rapidly growing demographic of seniors with transportation challenges.

Estimated Cost

- Mobility manager (MM): 0.5-1 Full Time Equivalent (assuming 1 FTE = \$80k, \$40k, -\$80k per year), role can be filled by a mix of people among existing or new staff.
- Planning (P): one-time-only cost of 0.5 to 1.5 FTE, depending on level of effort (\$40k-\$120k), role can be filled by staff, consultants, or mix.
- Capital, operating, additional administrative costs as shown in table

Implementation Step	Timeline	Cost
Priority 1: Improve coordination between transportation providers (public and private)		
<i>Identified Champions – MLUI, NWMCOG, BATA, Grand Traverse Band (GTB)</i>		
Build relationships with people in other regions, such as with NWOTA and Shoreline Explorer, to share successes in coordinated regional service design	Year 1	MM
Develop a regional transit pass or other fare coordination policies	Year 1	MM, P + \$10,000
Develop and share cost allocation models for each public operator and use models as a basis for developing budgets and negotiating cost and revenue allocations.	Year 1	MM, P
Coordinate local route timing to facilitate transfers where Indian Trails intercity buses stop in the region during local transit operating hours.	Year 1	MM
Pursue new intercity connection between Traverse City and Grayling	Year 1	MM
Expand Village Connectors across county lines	Years 2-5	MM
Implement strategies for fare coordination and fare sharing.	Years 2-5	MM
Use a cost allocation model as a basis for developing budgets and negotiating cost and revenue allocations.	Years 2-5	MM
Develop a data-sharing network	Years 2-5	TBD
Coordinate with Indian Trails intercity	Years 2-5	MM
Priority 2: Integrate transit with the tourism economy		
<i>Identified Champions - MLUI, NWMCOG, BATA, Grand Traverse Band (GTB)</i>		
Assess potential for partnerships and service expansion by reaching out to leaders	Year 1	MM

Implementation Step	Timeline	Cost
in the tourism and events economy.		
Find opportunities to practice coordination around events	Year 1	MM
Improve transportation information on the Internet	Year 1	MM + P
Transit User Education	Year 1	MM + \$2,000
Media Opportunities	Year 1	MM
Priority 3: Consider Water Transportation		
<i>Identified Champions - Grand Traverse Band (GTB)</i>		
Select a service lead	Year 1	MM (GTB)
Consider all the possible parties that may be interested in connecting to a water ferry	Year 1	MM (GTB)
Create a Water Ferry Service Plan	Year 1	\$50,000 - \$70,000
Pursue funding in preparation for start of service	Year 1	MM (GTB)
Purchase boats	Year 1	\$160k - \$480k per vessel (12-50 passengers)
Formalize service and financial commitments and expectations in agreements with partners/service locations	Years 2-5	MM (GTB)
Implement a first phase of service at the beginning of the tourist season	Years 2-5	~\$130k per route ^{*1}
Expand services as the business plan is updated	Years 2-5	TBD
Test new visitor services	Years 2-5	TBD
Priority 4: Integrate Transportation with Regional Planning		
<i>Identified Champions – NWMCOG, MLUI, MDOT</i>		
Consider modifying services to include express commuter service and regular midday service until bus stops can be moved out of parking lots	Year 1	MM
Improve bus stop infrastructure at two pilot locations	Year 1	\$9k - \$25k per location installed
Develop local guidelines for transit stops and development review	Year 1	MM
Build more well-connected bus stops	Years 2-5	TBD
Implement guidelines for transit stops and development review	Years 2-5	N/A
Priority 5: Regional Leadership		
<i>Identified Champions – NWMCOG, MLUI, MDOT</i>		
Research types of formal regional organizations that could be created under current Michigan statutes.	Year 1	MM + P
Decide whether one or more formal organizations or informal working groups should be formed to lead ongoing efforts.	Year 1	MM + P
Organize and establish the organizational structures and groups necessary for providing leadership.	Years 2-5	TBD
Implement moderately ambitious, achievable actions such as a centralized website and regional transit branding.	Years 2-5	TBD
As the leadership structure matures, focus on tackling more ambitious actions and also focus on addressing long term financial sustainability for improved and expanded regional transportation.	Years 2-5	TBD

¹ Rough estimate for 60 passengers & 3 round trips per day, 114 days per year using 12-30 passenger skiff

Non-Prioritized Strategies

Identified in strategies documented but not prioritized.

Goal	#	Strategy
1	D	Share data between demand response software
2	A	Use the development of each transfer facility, park-and-ride and bus stop as a place-making and economic development opportunity.
	C	Explore the potential to share resources between counties and intercity bus to develop transit stations.
	E	Increase capacity to serve bicyclists
3	A	Provide high quality web-based Find-a-Ride information on all transportation provider websites.
	B	Explore the possibility of creating a regional "one-stop-shop" website.
	C	Support and promote updated 211 service
	D	Effectively integrate bicycle and pedestrian information
	E	Determine the level of staffing that will be provided for find-a-ride services.
	F	Invest in on-board GPS units that allow real-time transit information
4	A	Identify leadership for the process and identify someone who can fulfill the role of mobility manager.