



wexexpress

Cadillac/Wexford Transit Authority

WHO WE ARE

A Public Entity Providing Transportation Services
To The Residents And Visitors Of Wexford County

Offering Demand Response Service And Annual Contracts

Serving Nearly **150,000** Rides Annually

5 Member Board and 1 County Liaison

50 Employees



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2016 - 2019 SYSTEM RIDERSHIP OVERVIEW

2019 **146,618 Rides**

2018 **139,539 Rides**

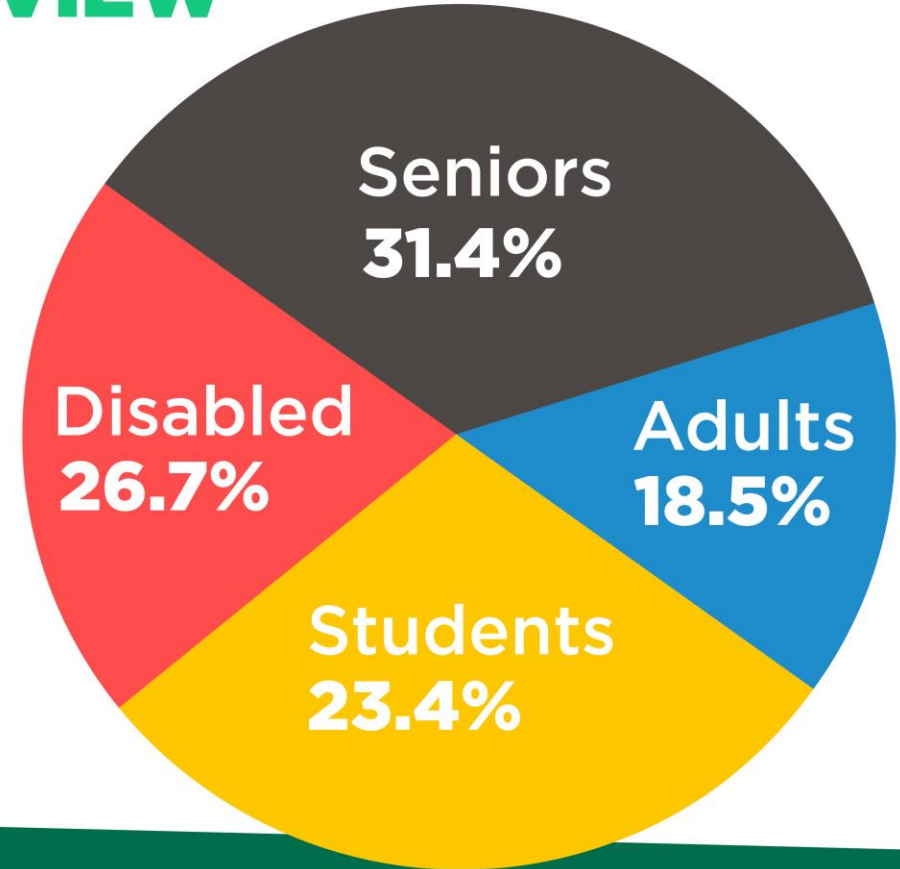
2017 **130,942 Rides**

2016 **114,393 Rides**



MONTHLY 2020 RIDER OVERVIEW

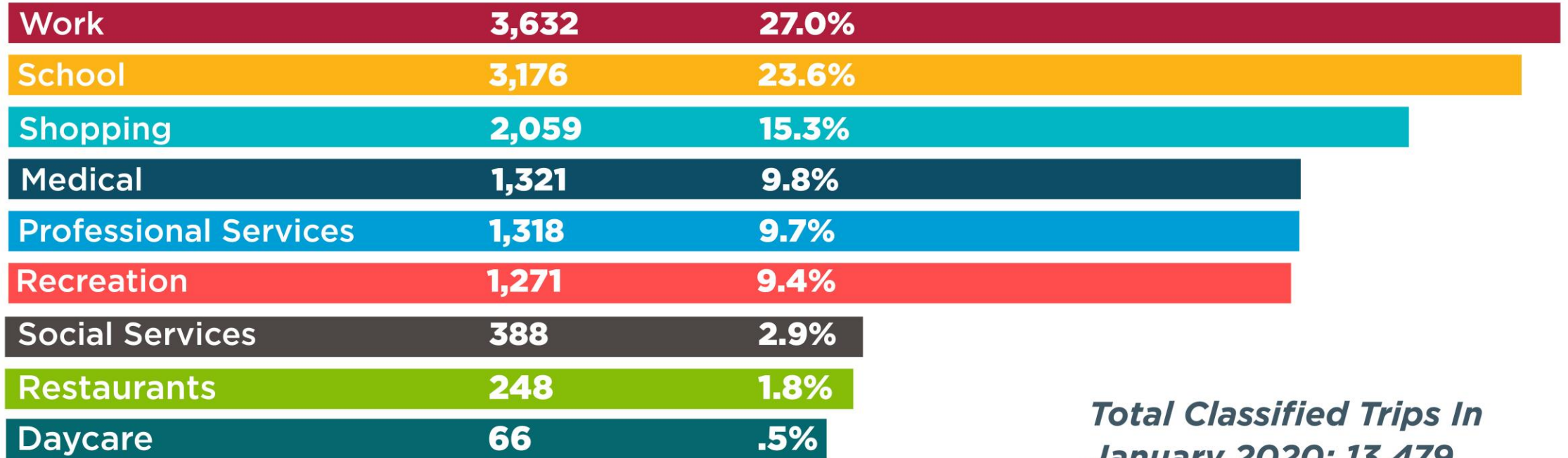
Seniors	4,259
Disabled	3,582
Students	3,174
Adults	2,464



Total Classified Ridership In January 2020: 13,479



MONTHLY 2020 TRIP OVERVIEW



*Total Classified Trips In
January 2020: 13,479*



ON-TIME PERFORMANCE OVERVIEW

When contract runs where we “wait” for passengers are excluded...

the average OTP is 93%



HOW WE DID IT

Technological Advancements

Service Enhancements

Efficiency Gains

Public Image Improvements

Stronger Community Partnerships



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TECHNOLOGICAL ADVANCEMENTS SINCE 2016

New Dispatch System

On-Board GPS Bus Location Tracking

Rider Alerts

New Website

Online Booking

Mobile Ticketing System (Hopthru App)

Enhanced Call Center Phone System (No Busy Signal)

Camera Capability On Every Bus



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SERVICE ENHANCEMENTS SINCE 2016

Community Driven Changes
Equal Service Community-Wide
Extended Hours (Nights)
Weekend Service (Saturday)
Bike Racks On Buses
Better Rider Communication
Mobility Manager (New Position)



EFFICIENCY GAINS SINCE 2016

*Reduced No-Shows From 1,700 or 15% to 300 or 2.5%
Resulting In 1,000 Additional Riders Per Month*

Improved On-Time Service Performance

Fleet Optimization (Adding Several Large Vans With Improved Gas Mileage)

Improved Building Energy Consumption (Changed Bus Fueling Procedure
Saving Approximately \$500 Per Month)

Added Revenue Streams (Grants, Contracts, Bus Advertising)



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PUBLIC IMAGE IMPROVEMENTS SINCE 2016

Rebranded CWTA Public Face To WexExpress
Increased Community Participation Levels
Upgraded Rider Feedback System



STRONGER COMMUNITY PARTNERSHIPS

New Freedom Volunteer Driver Program

Wexford County Council On Aging

Department Of Health And Human Services

Area Agency On Aging Of Northwest Michigan

Wexford County Department Of Veterans Services

Cadillac Area Public Schools (CAPS)

Cadillac Area YMCA

Northern Lakes Community Mental Health

And Many Others



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NEW FREEDOM VOLUNTEER DRIVE PROGRAM

Bridging The Transportation Gap

- Put together working groups to look at the transportation gap in our service area
 - Wexford County
 - Senior Networking Advocacy Group (SNAG)
- Identified the primary transportation issues
 - Medical transportation
 - County boundaries limit transportation to specialists
 - Shortage of resources for Seniors, Veterans and people with Disabilities
- Lack of coordination
 - Human service orgs
 - Seniors getting lost in the “red tape”





HOW IT WORKS

- A team of volunteer drivers provide non-emergency medical transportation using their personal vehicles
- Volunteers are reimbursed 50 cent a mile
- Passengers call our Mobility Coordinator to schedule transportation
- Our coordinator looks at all transportation available and then matches the passenger with the best option



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FUNDING & PARTNERSHIPS

New Freedom Federal Grant

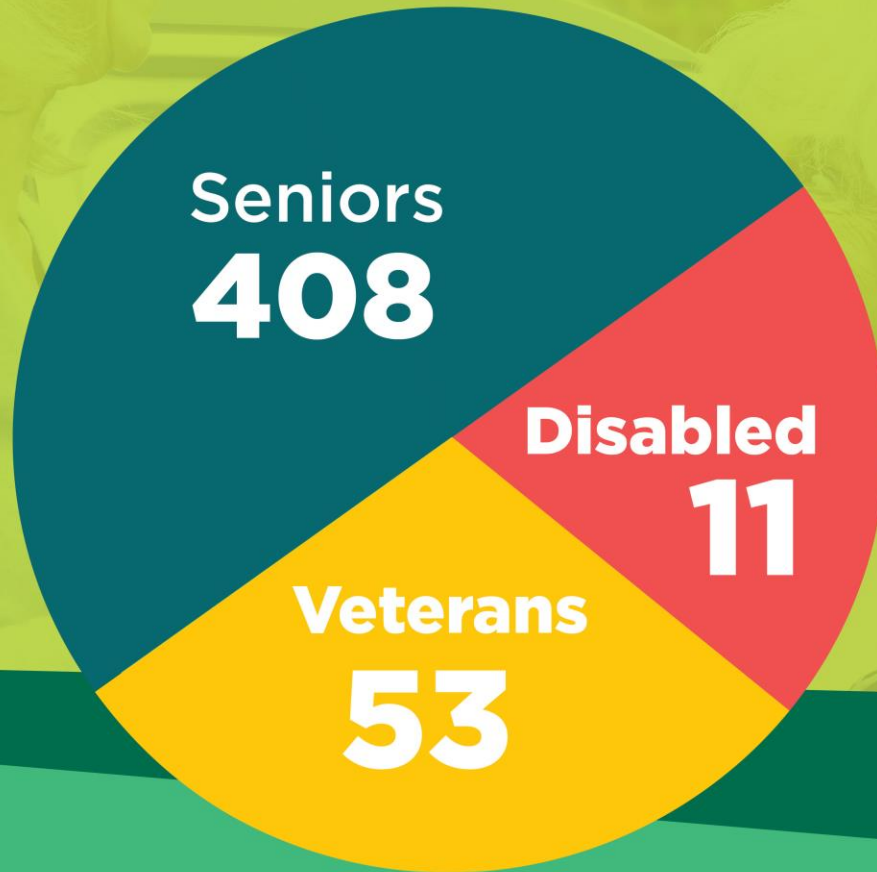
- Mobility Coordinator
- Mileage Reimbursement - 50%

Local Partners

- Wexford County Council on Aging
- Wexford County Veterans Service
- Area Agency on Aging of Northwest Michigan
- Private Pay
- 50% Local Match (Business or Individuals)



MONTHLY NEW FREEDOM VOLUNTEER DRIVER PROGRAM RIDER REVIEW



Total Riders
472



MONTHLY NEW FREEDOM VOLUNTEER DRIVER PROGRAM RIDER SERVICE IN REVIEW

738 Volunteer Hours Provided
18,211 Miles Traveled By Volunteers

Top Locations

Ann Arbor (VA Clinic & UM Hospital)
Traverse City
Grand Rapids





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Keeping Our Community Moving.



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