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
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

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seniors</td>
<td>4,259</td>
</tr>
<tr>
<td>Disabled</td>
<td>3,582</td>
</tr>
<tr>
<td>Students</td>
<td>3,174</td>
</tr>
<tr>
<td>Adults</td>
<td>2,464</td>
</tr>
</tbody>
</table>

Total Classified Ridership in January 2020: 13,479
## Monthly 2020 Trip Overview

<table>
<thead>
<tr>
<th>Category</th>
<th>Trips</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
<td>3,632</td>
<td>27.0%</td>
</tr>
<tr>
<td>School</td>
<td>3,176</td>
<td>23.6%</td>
</tr>
<tr>
<td>Shopping</td>
<td>2,059</td>
<td>15.3%</td>
</tr>
<tr>
<td>Medical</td>
<td>1,321</td>
<td>9.8%</td>
</tr>
<tr>
<td>Professional Services</td>
<td>1,318</td>
<td>9.7%</td>
</tr>
<tr>
<td>Recreation</td>
<td>1,271</td>
<td>9.4%</td>
</tr>
<tr>
<td>Social Services</td>
<td>388</td>
<td>2.9%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>248</td>
<td>1.8%</td>
</tr>
<tr>
<td>Daycare</td>
<td>66</td>
<td>.5%</td>
</tr>
</tbody>
</table>

**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
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
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)
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
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 volunteers 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
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

Seniors  408

Disabled  11

Veterans  53

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
Keeping Our Community Moving.