



Public Transportation in Rochester Hills

Rochester Hills City Council
March 12, 2018

Overview

- Perception of public transit in Rochester Hills
 - Fall 2017 Transit Survey
- Overview of SMART
- Finding the right mix of transit services



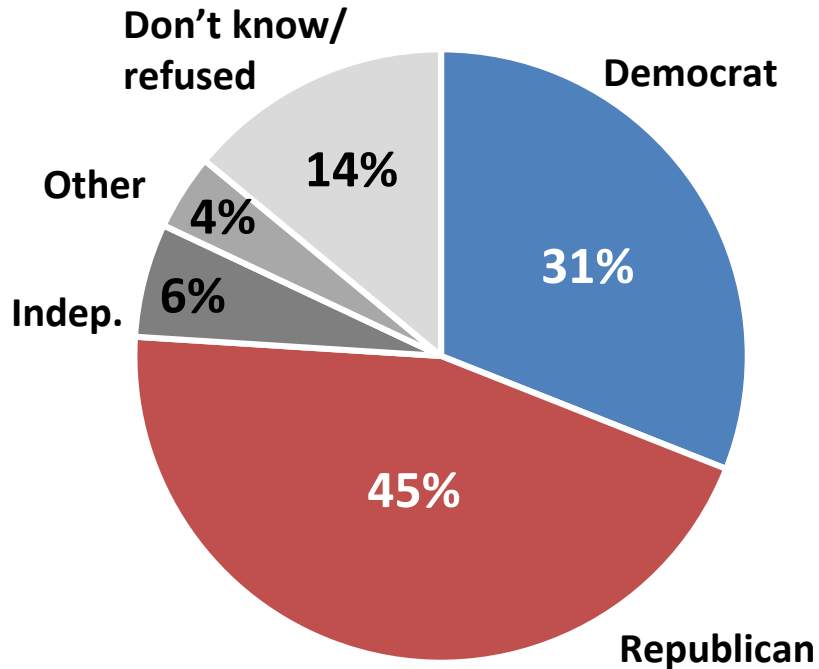
Perception of public transit

Fall 2017 transit poll

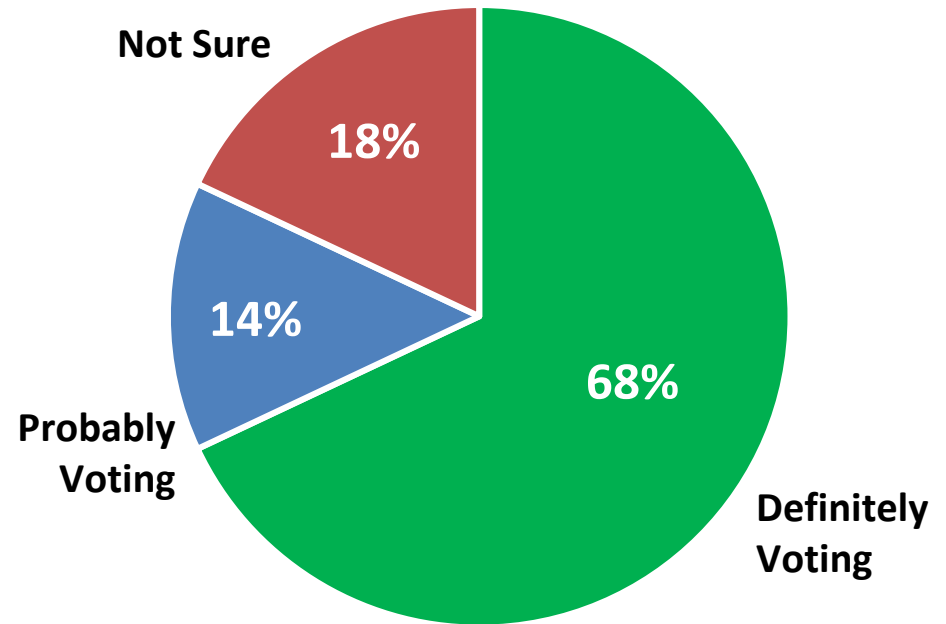
- 400 likely voters in Rochester Hills and Rochester
- Phone survey conducted October 9-12, 2017
- Conducted by Mitchell Research on behalf of Oakland County Public Transportation Authority

Key survey demographics

Party Affiliation



% Likely Voters – 2018
Gubernatorial Election



Voters split before & after survey

- Asked about support for a 1-mill SMART property tax
- Asked again after hearing general information about costs and possible services

Likely “Yes” Voters

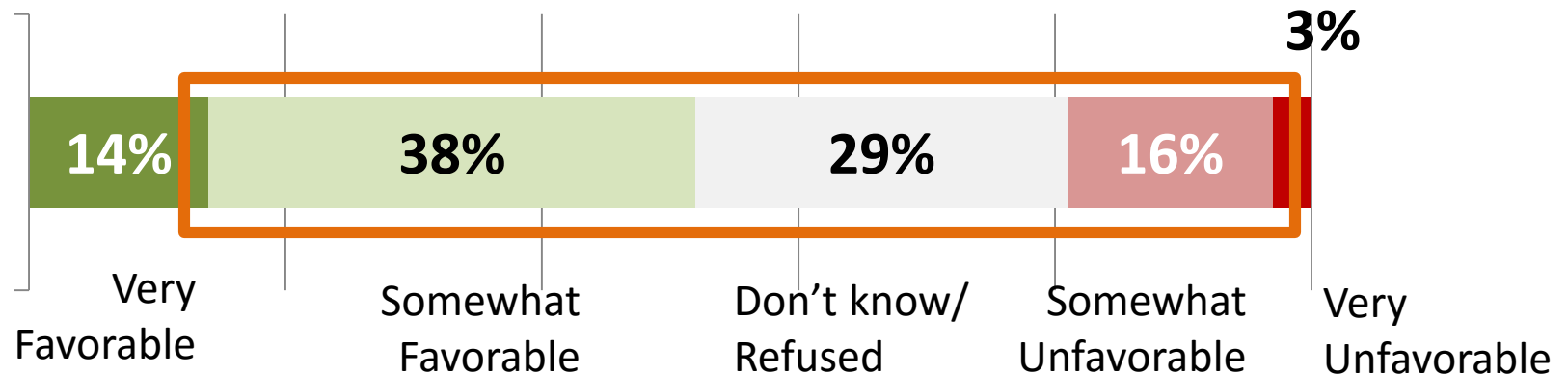
| | |
|---------------|------------|
| Before | 46% |
| After | 49% |

Includes voting yes or “leaning” yes

Limited perception of transit

- **83%** have no opinion or no strong opinion of SMART
- Limited interaction with transit could be major factor
- Opportunity to educate community about transit

Opinion of SMART



Comparison: Transit millage votes

- Strong support in similar communities

“Yes” Votes for RTA and SMART Millage

| | RTA 2016 | SMART 2014 |
|------------------------|--------------|------------|
| Bloomfield Twp | 52.6% | 71.8% |
| W. Bloomfield Twp | 54.2% | 71.4% |
| Birmingham | 57.8% | 74.0% |
| Farmington | 58.8% | 75.1% |
| Farmington Hills | 55.4% | 71.3% |
| Rochester Hills | 46.8% | |
| Rochester | 47.0% | |

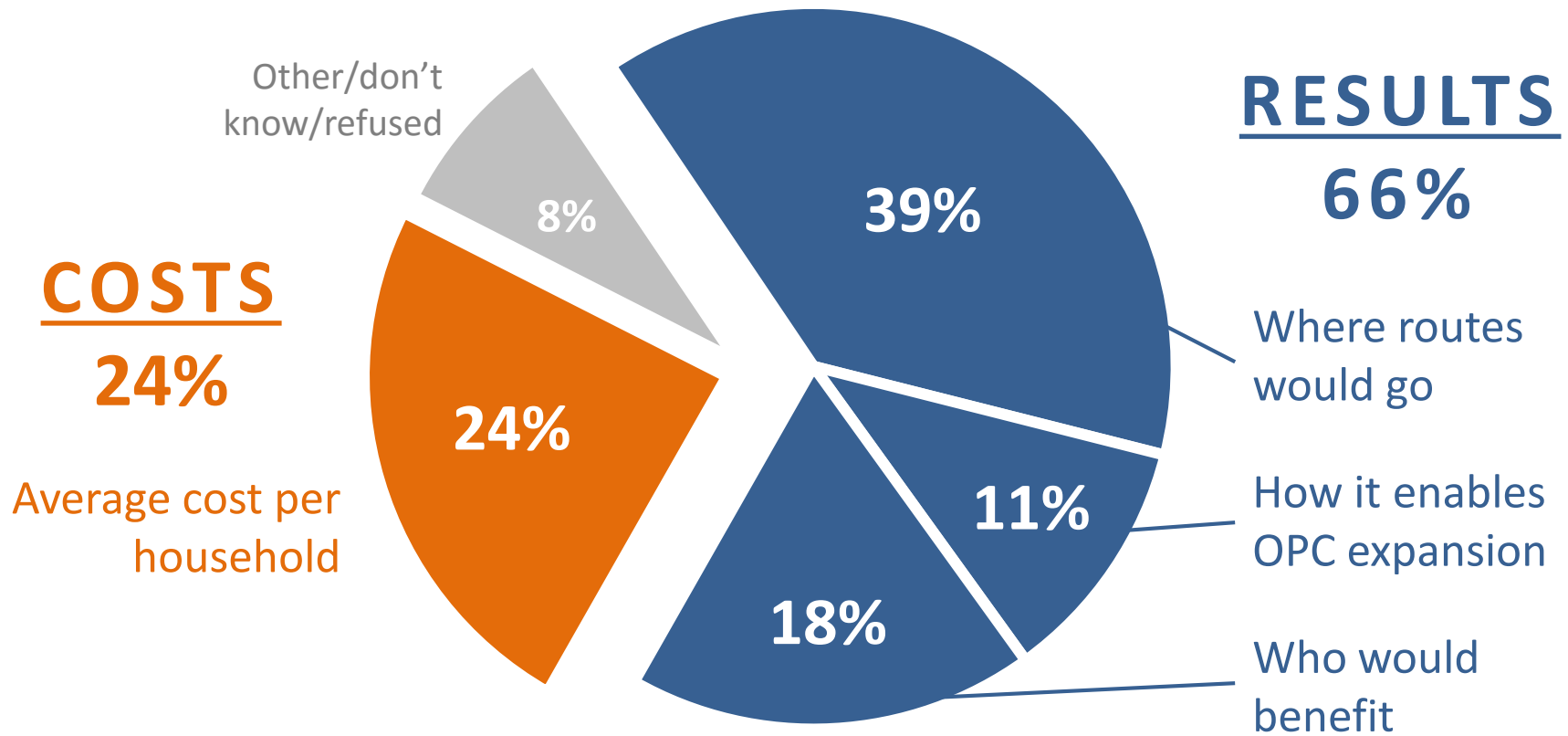
Compare to
Fall 2017
Survey

Transit votes in context

- Overwhelming support for SMART millage
 - Clear, strong value proposition
- Modest support for RTA millage
 - Proposed service map, but little detail on other programs
 - Very little proposed in Rochester Hills, Rochester
- Fall 2017 survey did not contain detailed service proposal or a “real” ballot measure with costs
 - Support comparable to RTA millage, even without a detailed proposal

Voters expect specific results

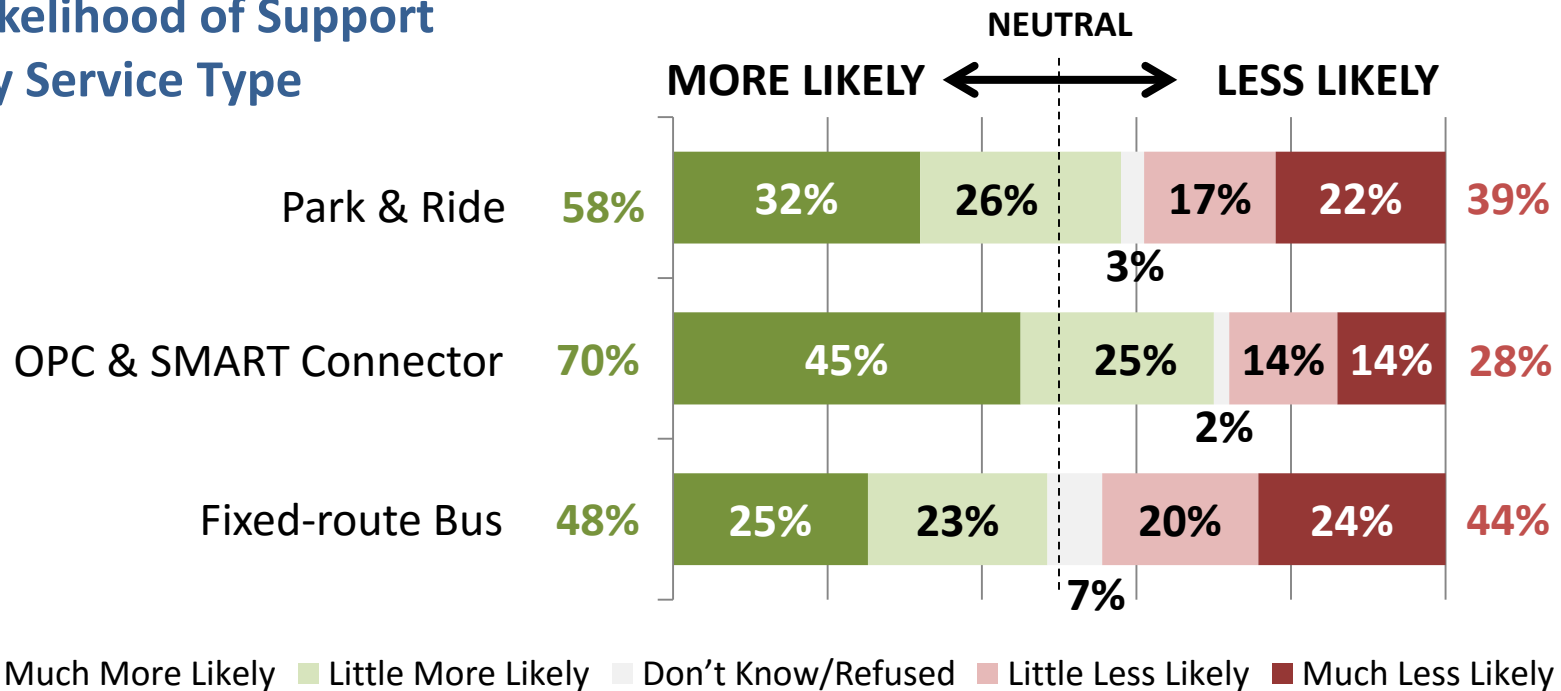
When asked what factor is MOST IMPORTANT to decision, specific results matter more than costs



Support by type of service

All major modes have substantial support, but it is important to achieve right balance of services

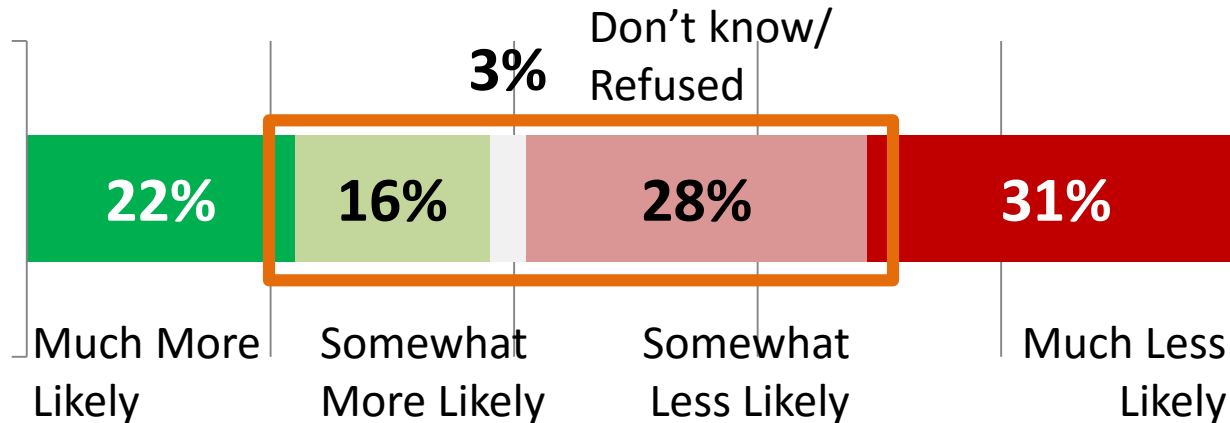
Likelihood of Support by Service Type



Limited sensitivity to specific cost

47% of voters are **not substantially more or less likely** to vote yes after learning that owner of \$300,000 home would pay \$150 per year.

Change in Likelihood of Support after Hearing Personal Cost



Survey results: Conclusions

- Interest in transit already exists
- Residents need to know more about what transit would look like in their community
- Opportunity for more education and engagement
- Conversation is still open-ended

Learning more: An overview of SMART

SMART service “layers”

- **Fixed-route bus** – local, regional, park and ride routes, and the new ***FAST service***
- **SMART Connector** – Reservation-based curbside small bus service for all residents
- **ADA Paratransit** – Curbside small bus service for approved disabled riders near bus routes
- **Community Partnership Program** - Millage dollars directly support community transportation in 70+ communities



SMART benefits

- Improved access to regional workforce for local employers
- New fleet of buses
- Cutting-edge new mobility technology
- Works with communities to develop CPP service



Community Focus

FARMINGTON HILLS



- Two park and ride routes to Downtown
- Multiple local bus routes connecting to neighboring communities
- SMART Connector service
- City-wide Dial-A-Ride service
- Community Transit run through joint Senior Center with Farmington

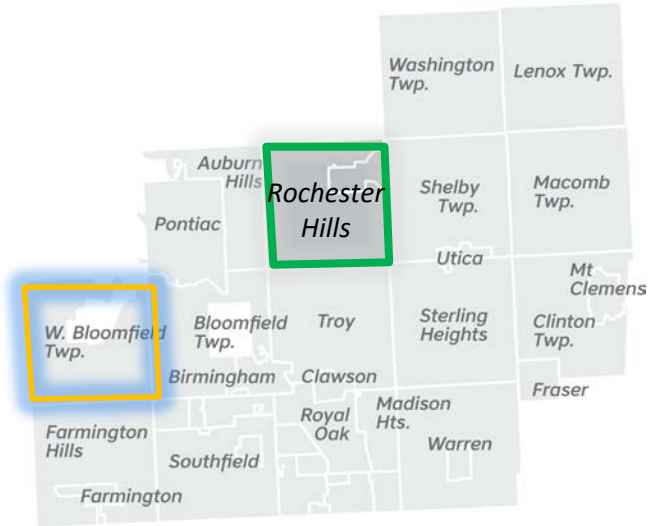


Community Focus

WEST BLOOMFIELD TOWNSHIP



- One park and ride route to Downtown
- Multiple local bus routes connecting to neighboring communities
- Crosstown service across southern Oakland, Macomb counties
- SMART Connector service
- Community Transit run through Parks & Recreation Department



SMART overview: Conclusions

- Many layers to public transit (not just buses)
- There are different types of bus service (not all buses are the same)
- Customized approach is important for each community (the right mix of services)

Finding the “right mix” of transit services

Feedback from survey

- Park and Ride and OPC senior services most important
- “Where routes go” most important factor to 38%
- “Who benefits” most important factor to 18%
- Basic fixed-route bus service moderately important



Serving Suburban Communities

- Heavily developed but lower density and auto-focused design
- Strong commuter ties to nearby job center communities (e.g. Troy, Auburn Hills, Central Macomb County)
- Destination for workers from across region
- Street network makes it tough to serve all areas with regular bus routes

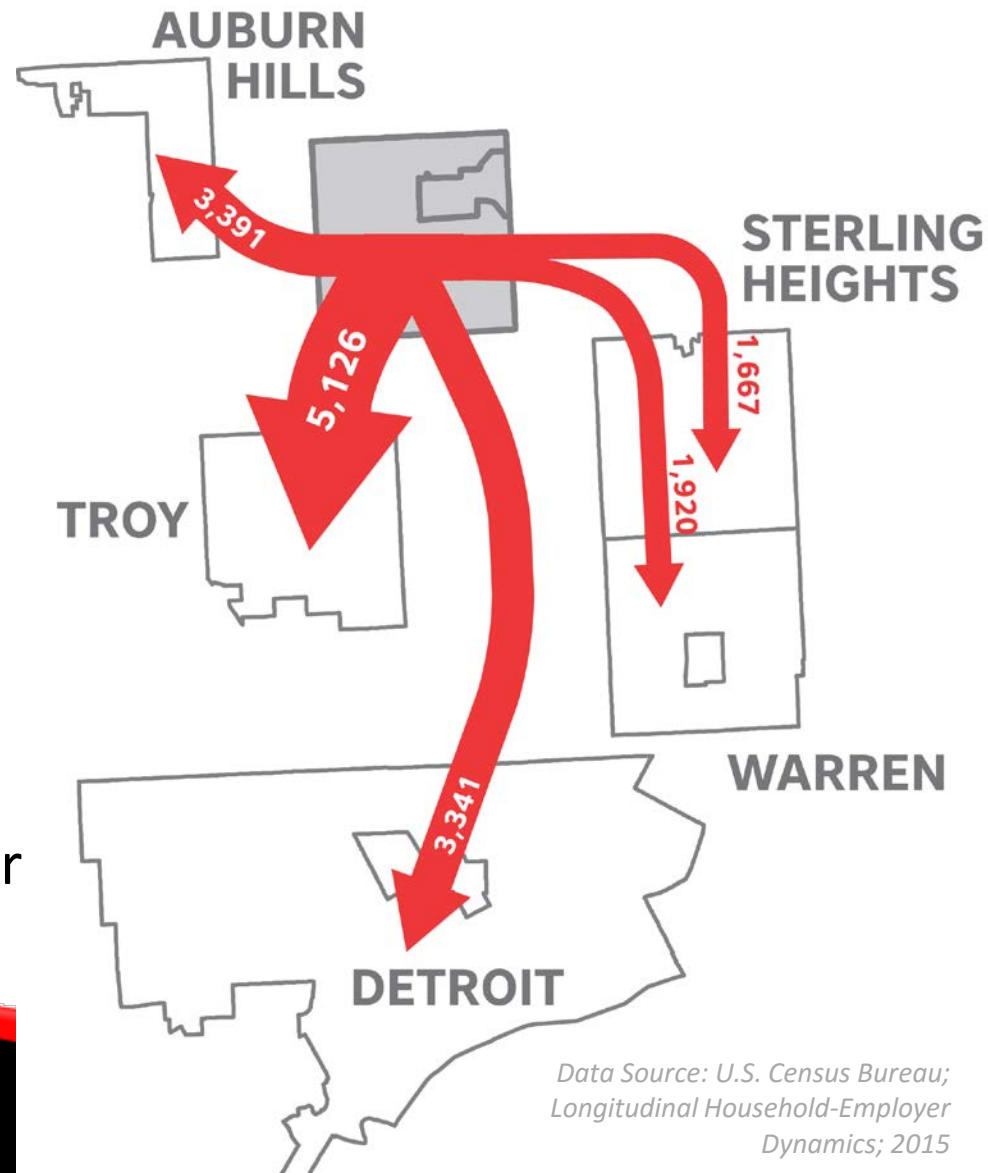
Rochester Hills commuters

Commuting In:

- 41,000 jobs in in Rochester Hills & Rochester
- 85% of jobs held by non residents

Commuting Out:

- 36% commute to five communities shown
- 14% live and work in Rochester Hills or Rochester



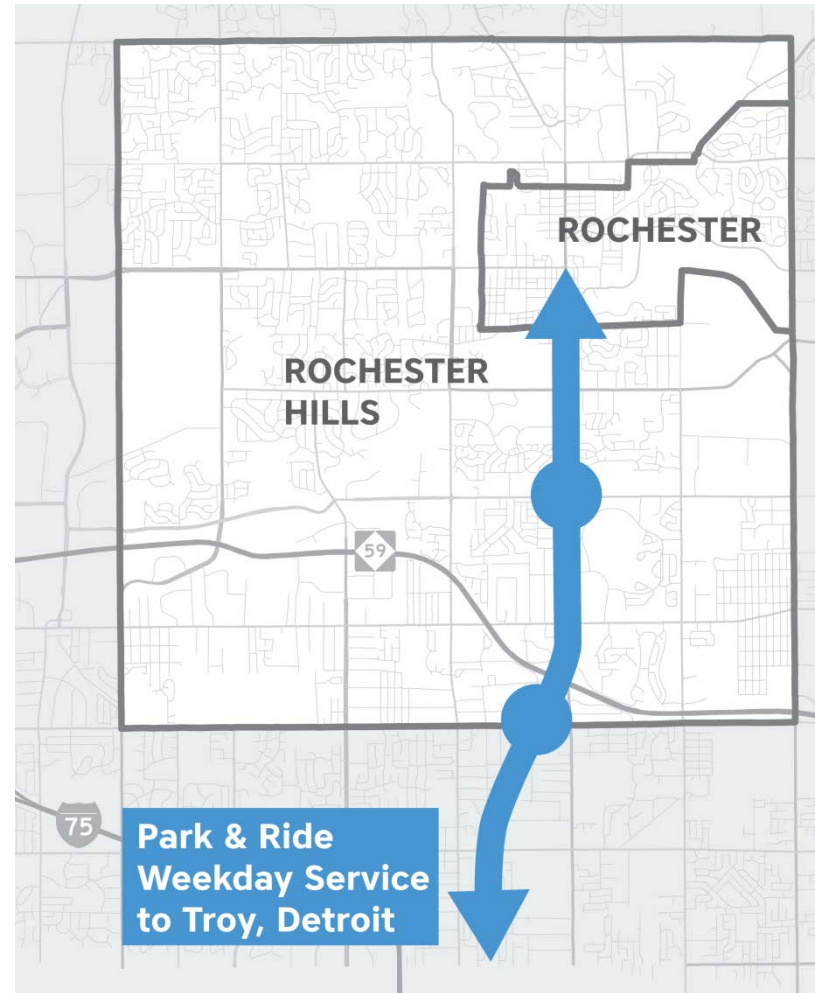
Data Source: U.S. Census Bureau;
Longitudinal Household-Employer
Dynamics; 2015

Possible ingredients to “mix”

- Park and ride bus service to Troy, Detroit
- Local routes connecting to Village of Rochester Hills, Oakland University, Meadowbrook, Auburn Hills
- ***FAST*** Woodward extension from Troy
- Flexible small-bus transit serving neighborhoods
- Traditional reservation-based SMART Connector
- Older Persons Commission service enhancement

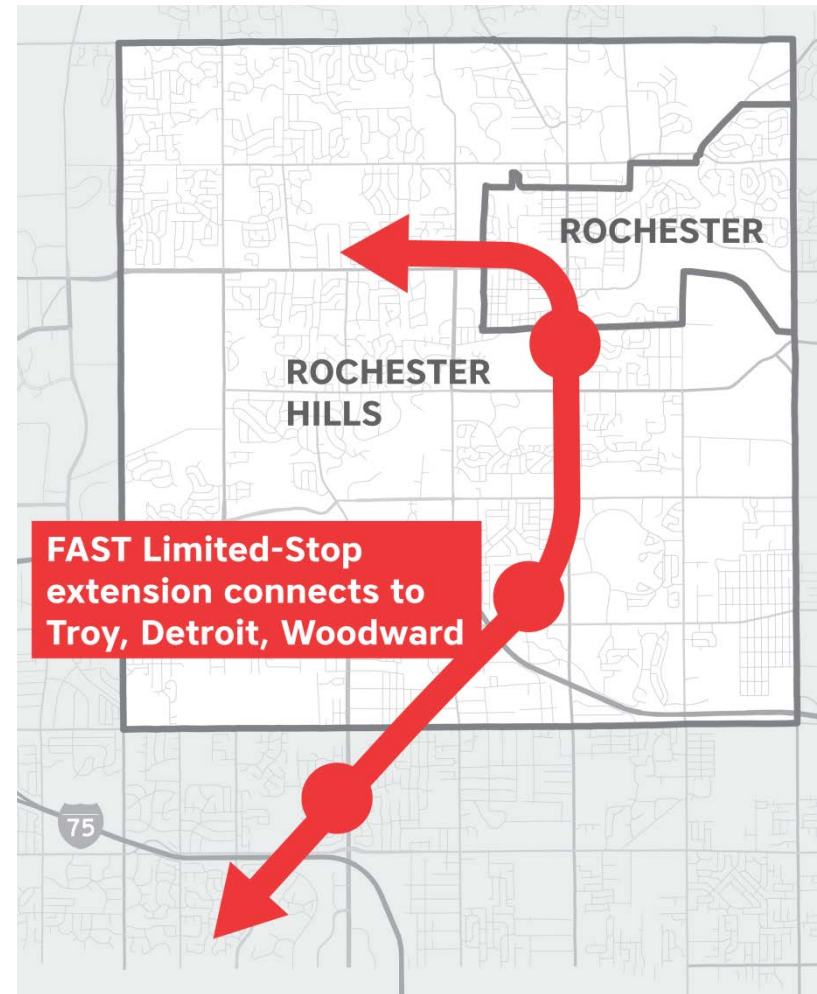
Park & Ride

- Limited-stop express service
- Park & ride lots
- Runs southbound in the morning, northbound in the evening
- Weekdays only



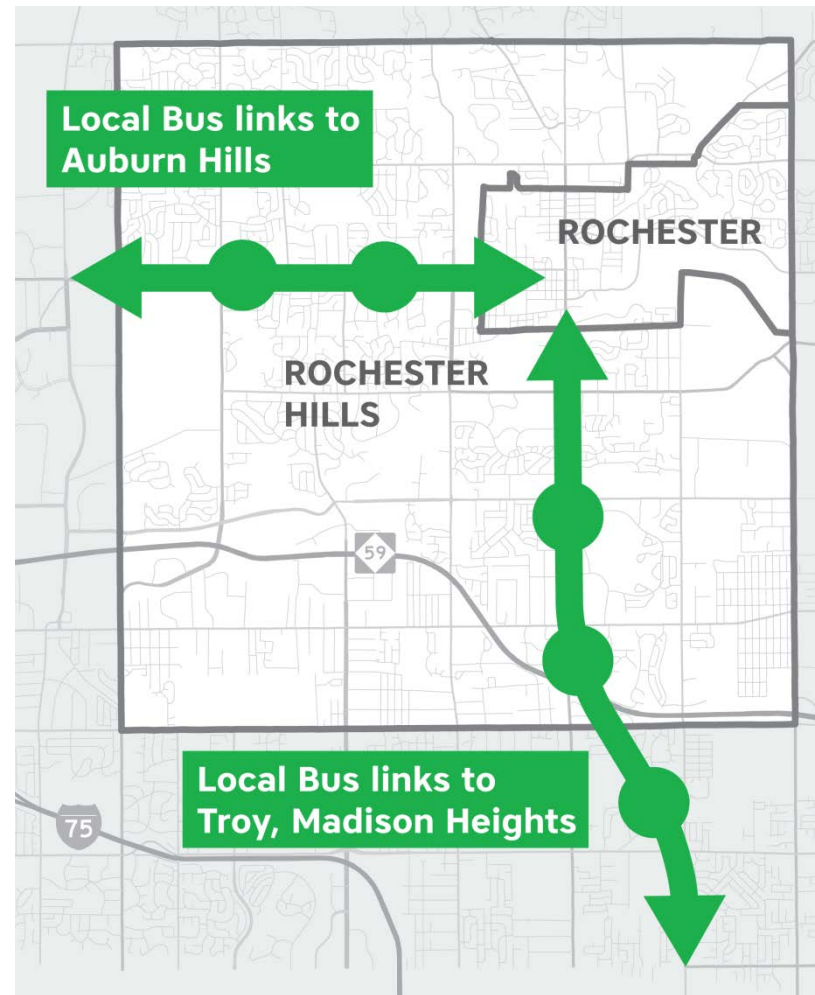
FAST Woodward

- Limited-stop service runs 18-20 hours per day, 7 days a week
- New buses branded for *FAST* service
- On-board WiFi



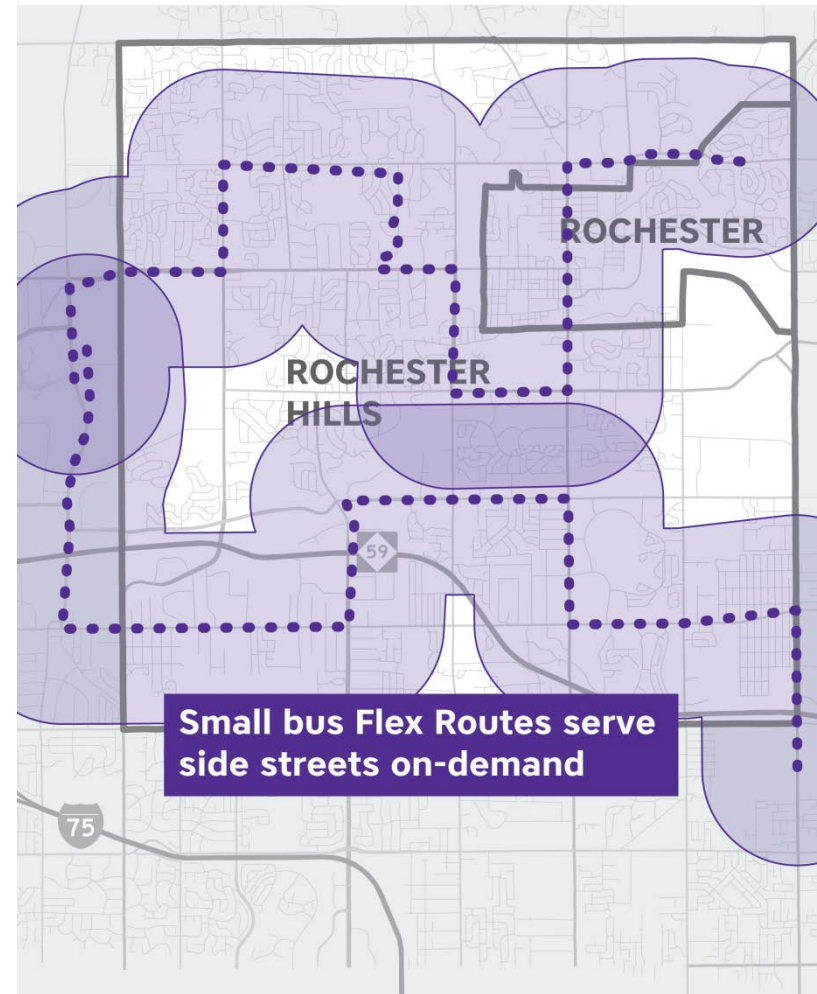
Local Bus Service

- Connects to neighboring communities
- Provides basic transit service on key routes
- Stops are more closely spaced than FAST or Park & Ride routes



Flex Routes

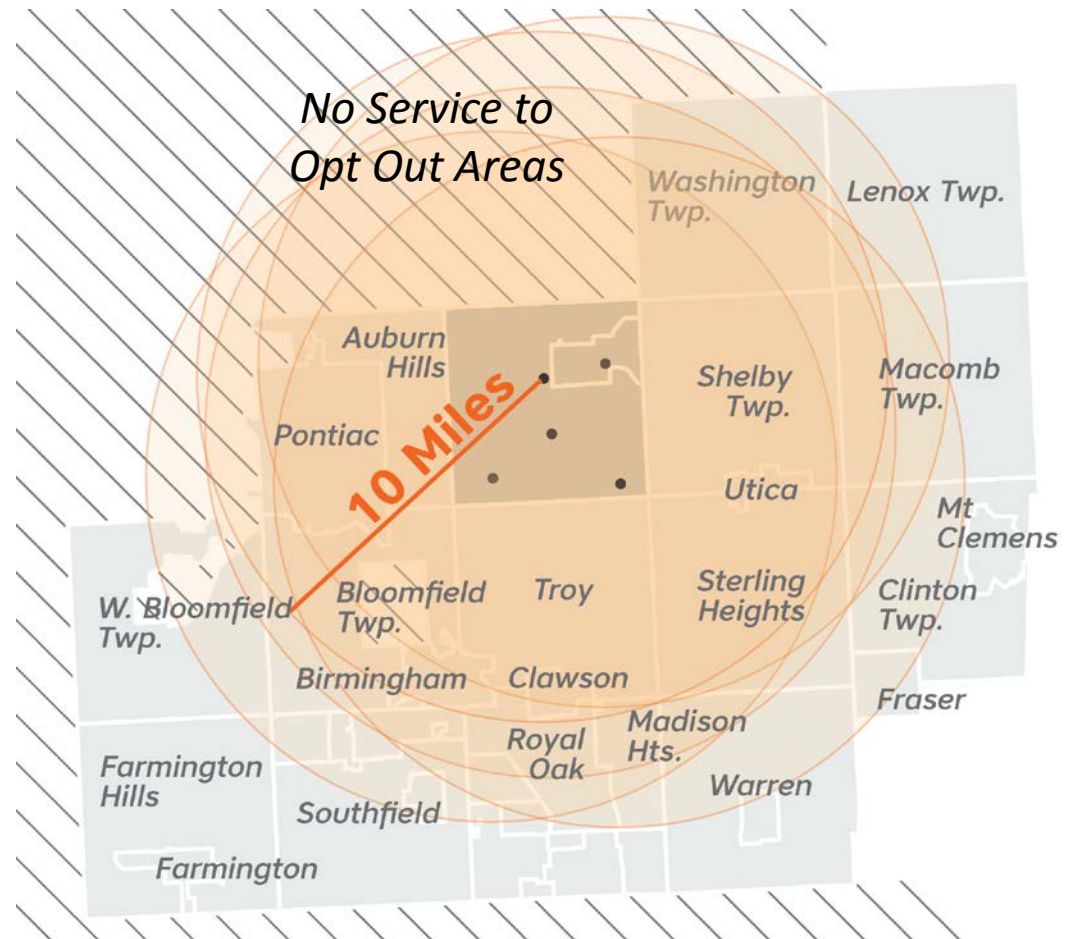
- Small buses deviate from route on main roads to pick up and drop off in neighborhoods
- Can be a mix of on-demand and scheduled service
- Covers larger area than regular buses
- Good for lower-density areas with suburban-style street network



SMART Connector

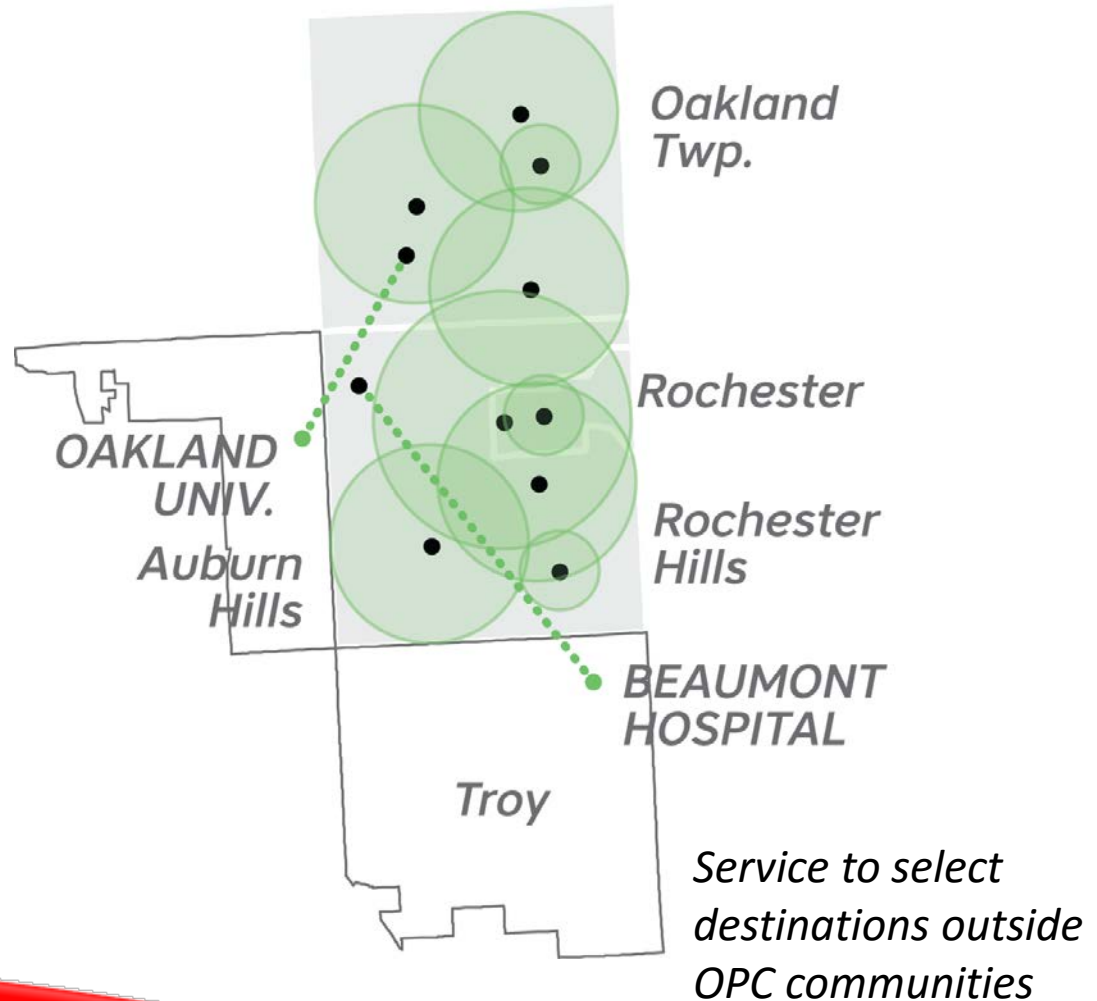
- New access to SMART's region wide Connector service
- ADA certified riders can get a ride anywhere fixed route goes, system-wide

*Transfer between
Connector buses or to
fixed route to complete
10+ mile trips*



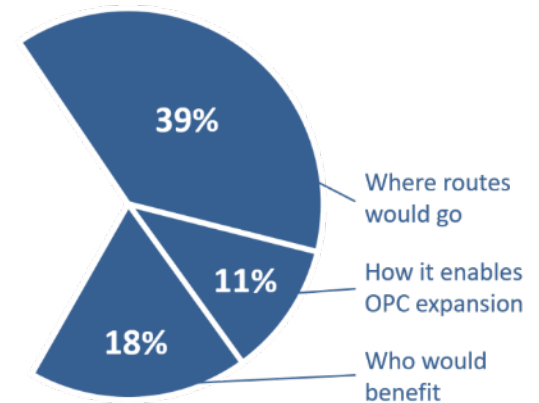
Older Persons Commission

- Capacity to serve additional trips, extend Sunday service hours, reduce wait times
- Replace vehicles more quickly, purchase expansion vehicles



Responding to survey priorities

- **Where would routes go?** Detroit, neighboring communities, community destinations, scaled service for neighborhoods and major corridors alike
- **Who would benefit?** Seniors and disabled, institutional students/staff, commuters to outside of community, workers employed in community
- **How would OPC be impacted?** Expand service to meet growing demand





Thank You!

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