Michigan Livable Communities
Demonstration Project

Marquette

Mobility Management & Coordination Strategies

Report Supplements

September 2013

Smart Growth America
Making Neighborhoods Great Together

Completed in collaboration with the Michigan Department of Transportation and Michigan State Housing Development Authority.

MDOT
Michigan Department of Transportation

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ACKNOWLEDGEMENTS

Many individuals and organizations contributed their time and expertise to the preparation of this report.

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This report was produced with the generous support of the Rockefeller Foundation.

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Any errors and all interpretations are the responsibility of Smart Growth America. Please direct questions about this report to Roger Millar, PE, AICP, Vice President: rmillar@smartgrowthamerica.org, (406) 544-1963.

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BACKGROUND INFORMATION FOR THE MARQUETTE MOBILITY MANAGEMENT REPORT

The following sections supplement the Marquette Mobility Management planning and guidance led by Smart Growth America. This information includes examples from other communities, best practices, and other useful information to consider when implementing strategies recommended in the final report.

SUPPLEMENT A: HUMAN SERVICE COORDINATION PLAN

This coordination plan outline is intended to provide a template that may be completed and updated in the future by a responsible agency. MDOT strongly encourages the public transit provider (Marq-Tran) to act as the lead agency for development of this coordination plan. This template provides guiding information for completing the coordination planning process, and includes information from meetings and planning leading up to the SGA Marquette Implementation Report. In general, each section begins with the information already collected and documented in the Existing Conditions and Strategies reports. It then includes any additional collected information. Finally it lists areas that need to be completed. It is important to understand that one or more well-structured meetings with stakeholders, and possibly follow-up conversations, will act as the primary information used to populate this plan. The format for this coordination plan was derived from information in the MDOT Coordinated Public Transit-Human Services Transportation Plan Guidance document published in 2007. To review this document, including the original information that supports the content of this planning format, please see Supplement E of the Marquette SGA Mobility Management and Coordination Final Report.

Outreach and Data Collection

Stakeholders

MDOT Recommended Stakeholders

The MDOT coordinated plan guidance lists the following organizations to consider in the coordinated planning process:

- Transportation partners:
  - Area transportation planning agencies, including MPOs, States, and local governments;
  - Public transportation providers (including ADA paratransit providers and agencies administering the projects funded under the FTA urbanized and non-urbanized programs);
  - Private transportation providers, including private transportation brokers, taxi operators, vanpool providers, and intercity bus operators;
  - Non-profit transportation providers;
  - Past or current organizations funded under the JARC, the Elderly Individuals and Individuals with Disabilities, and/or the New Freedom programs; and
  - Human service agencies funding, operating, and/or providing access to transportation services.

- Passengers and advocates (Note: Inclusion of this group has been emphasized by FTA):
    - Existing and potential riders, including both general and targeted population passengers (individuals with disabilities, older adults, and people with low incomes);
    - Protection and advocacy organizations;
    - Representatives from independent living centers; and
    - Advocacy organizations working on behalf of targeted populations.
- Human service partners:
    - Agencies that administer health, employment, or other support programs for targeted populations. Examples of such agencies include but are not limited to Departments of Social/Human Services, Employment One- Stop Services; Vocational Rehabilitation, Medicaid, Community Action Programs, Agency on Aging; Developmental Disability Council, Community Services Board;
    - Non-profit human service provider organizations that serve the targeted populations;
    - Job training and placement agencies;
    - Housing agencies;
    - Health care facilities; and
    - Mental health providers.
- Others:
    - Security and emergency management agencies;
    - Tribes and tribal representatives;
    - Economic development organizations;
    - Faith-based and community-based organizations;
    - Representatives of the business community (e.g. employers);
    - Appropriate local or State officials and elected officials;
    - School districts; and
    - Policy analysts or experts.

SGA Mobility Management Participating Stakeholders

The following table lists the organizations that have been invited to participate in this process:

Table A-1: Project Stakeholders

Stakeholder	Contact	Active*	Transportation Partner	Passengers and Advocates	Human Service Partners	Others
Checker Cab & Bus Service	Jessie Schramm	Y	x			
Chocolay Township	Kelly Drake Woodward	Y	x			
City of Marquette Community Development Dept.	Dennis Stachewicz Jr. Dave Stensaas	Y Y	x x			
City of Marquette Traffic/Parking Advisory Comm.	Bake Rieboldt, Police Captain		x			
Indian Trails	Unknown		x			
Lamers Bus Lines	Unknown		x			
Littlez Livery	Joe Little		x			
MarqTran-Marquette Co. Transit Authority	Delynn Klein	Y	x			
Marquette County Planning - Land Use	Thyra Karlstrom	Y	x			
Marquette Township	Jason McCarthy	Y	x			
Michigan Department of Transportation	Andy Sikkema		x			
Michigan Department of Transportation	Chuck Lindstrom	Y	x			
Negaunee Township	Joseph Scanlan	Y	x			
NMU Facilities staff	Jim Thams	Y	x			
NMU Public Safety	Mike Bath		x			
Taxi Tycoon	unknown		x			
Marquette City Commission	Bill Vajda, City Manager, Robert Niemi, Commissioner			x		
NMU Student Association	unknown			x		
Student Government President	Ben Stanley			x		
The Marquette Access Group	Bob Chapman	Y		x		
the Superior Alliance for Independent Living	Sarah Puera	Y		x		
Catholic Social Services – CSS	Office				x	
Lutheran Social Services	unknown				x	
Marquette General/Duke Lifepoint Hospital	Mitch Leckett				x	
Marquette Senior Center (City staffed)	Karl Zueger				x	
President, CSS Board of Directors; City of Marquette Chief of Police	Mike Angeli				x	

Stakeholder	Contact	Active*	Transportation Partner	Passengers and Advocates	Human Service Partners	Others
Keweenaw Bay Indian Community						x
Marquette Area Public Schools	Deborah Veight					x
Marquette Area Public Schools	John Kurkowski					x
Marquette County Planning – Housing	Dotty LaJoye					x
Superior Watershed Partnership	Carl Lindquist					x
The 3rd St./DDA Business Alliance	Mona Lang	Y				x

*Attended at least one meeting

Gaps in Participation

We have identified the following organizations to reach out to in order to meet the requirements of the coordination plan, and to be inclusive:

- Transportation partners
  - The Local Rideshare Office and MichiVan (see Figure A-7)
  - Alger County Transit – ALTRAN (906) 387-4845 – service includes transportation between Munising, Marquette three times a day, Monday-Friday
- Passengers and advocates
  - Passenger representatives
- Human service partners
  - Upper Peninsula Commission for Area Progress (UPCAP),
    - U.P. 2-1-1 Call Center
    - U.P. Area Agency on Aging
    - Michigan Medicare/Medicaid Assistance Program
    - Veteran's Services
    - Other services

Survey of Inventory and Needs

The interviews and meetings conducted for this project have identified many of the transportation providers. The documentation of that information can largely be ported into the coordination plan transportation inventory of services and needs. These communications should be supplemented by an organized collection of information from each participant in a coordination plan. Page 11 of the MDOT guidance document includes the minimum information. It includes:

1. Contact information

2. For service providers:
    a. Service area, type of service, eligible customers, eligible trip purposes, funding sources, fares, service hours, miles per year, trips per year, hours per year, and a list of vehicles.
3. For all stakeholders, a series of questions assessing needs:
    a. What do you see as the public transportation needs in our area, specifically the needs of individuals with disabilities, older adults, and people with low income?
    b. What do you see as the priority actions s/strategies we must take to address these needs?

In the coordination plan, include a sample copy of the inventory tool, a list of recipients, and overview of responses here (include information about who returned completed surveys and what those surveys showed).

A complete survey of service providers and their services is recommended. This survey would be similar to the survey administered in Lansing by Current Transportation Solutions. A similar survey could be administered relatively cheaply in Marquette using a similar approach to Lansing.

If the region wants to maintain the coordination plan as a living document, we suggest conducting this inventory by an online survey tool. To make it easier for each contact to complete the survey, the inventory administrator should pre-enter information that is already known so when the stakeholder opens the inventory known data is already entered.

We conducted research to determine appropriate tools for maintaining an ongoing inventory and chose LimeSurvey. A key advantage of this open source surveying tool over Survey Monkey, the most prevalent online survey tool, is the ability to update and import previously created data. We developed a survey tool for the Lansing region that, because of previous data collection, includes more data than the minimum required in the database. This could be shared with a Marquette champion. To produce a report with the inventory of all services would require some simple programming.

Creating an inventory electronically opens opportunities to coordinate data with other efforts to inventory and describe transportation resources. Key among these is Upper Peninsula 2-1-1, the region's information and referral service, 2-1-1 uses a standard taxonomy for classifying transportation services, and they dedicate resources to keeping information up to date.

While most 2-1-1 centers are associated with the United Way, the Upper Peninsula Commission for Area Progress (UPCAP) operates 2-1-1 for the Marquette area.. At the state level, the federal Veteran's Transportation Initiative is consolidating the regional 2-

1-1 databases into one statewide source of information consistently following the North American standard for indexing and accessing human services resource databases (Information and Referral Federation of Los Angeles County, 2012).

The 2-1-1 center dedicates a resource specialist to keep the database updated. Typically, at least annually, each agency in the database receives a complete document of their information for review and corrections. Once the 2-1-1 center receives the updated information, it is processed within two weeks. The resource specialist also can y attend community collaborative meetings and is on meeting distribution lists to learn of updates that happen throughout the year.

Coordination Meeting

Outcomes of the coordination meeting should be included in the plan. The process for conducting this meeting is described in Supplement E of the SGA Mobility Management and Coordination Final Report.

Transit Propensity

Transit propensity is a discussion of demographics and projections of need. The Existing Conditions report includes demographic information about the area. Additional information will be collected upon implementation of a survey of providers and services. TCRP Report 49 provides instruction for projecting need based on demographic figures.

Inventory of Transportation Services

The “State of Mobility Management in Marquette County” chapter of the Final Report includes a summary table of providers that would be included in a transportation plan. In addition to the brief description of providers in that chapter, we have provided further details and identified additional transportation providers described below.

Summary of transportation services

The City of Marquette and Marquette County have a variety of public and private transportation providers. The public transit service Marq-Tran and other major providers are discussed in detail in sections below. Information about all providers is summarized in the following table.

Marq-Tran

Marq-Tran, the Marquette area’s public transit system provides fixed route and paratransit service to the City of Marquette and several surrounding communities. Marq-Tran is a mature system that has been operating since the 1970’s. The service is operated by the Marquette County Transit Authority, an independent government body funded through a county-wide property tax.

Marq-Tran uses a combination of fixed routes, a feeder, curb-to-curb, contract runs and specialized service runs. Fixed routes and curb-to-curb serves the cities and townships of Marquette County and includes the cities of Marquette, Ishpeming, Negaunee and the townships of Marquette, Ishpeming, Negaunee, Chocolay, Skandia, West Branch and

Forsyth. The remainder of the county is served on a weekly basis via deviated fixed routes, or less frequently, based on request. Marq-Tran also has specialized contracts and services which serve specific groups.

Fixed Route

Marq-Tran's fixed route buses operate throughout Marquette County every day of the week, with limited services on Sundays (one fixed route - Marquette to Ishpeming). On holidays there is no fixed route service.

Marq-Tran's fixed route service extends approximately 20 miles west to Ishpeming and approximately 25 miles south to Gwinn and the Sawyer International Airport. The Marquette routes are described below. All schedules are included in Appendix A.

- **North Marquette** operates every 30 minutes, 6:35am to 6:35pm. This is the only route that connects NMU to downtown, travelling south on 3rd Street and north on Pine. This route operates on Saturday beginning at 9:05am.
- **South Marquette** operates every hour starting at the downtown transfer. Hours are similar to North Marquette and the Mall shuttle.
- **Mall shuttle** operates hourly between downtown and the mall, 8:45am to 4:10pm. Hours are similar to North Marquette and South Marquette.
- **Marquette Shopper's Shuttle** passes by several retail areas on US 41/M-28 as well as some multi-family housing areas.
- **Trowbridge** serves the same US 41/M-28 corridor as the mall shuttle but connects to NMU. This route operates Monday through Friday 6:55am to 6:00pm and Saturdays 8:55am to 6:00pm

Across the county Marq-Tran operates the following fixed and deviated routes:

- **Ishpeming-Negaunee-Marquette** connects into Marquette and operate Monday-Saturday
- **Marquette-Sawyer-Gwinn** connects into Marquette and operate Monday-Saturday
- **Ishpeming Shoppers Shuttle** operates 8am-4:30pm Monday through Friday, 9:00am to 5:30pm on Saturday
- **Negaunee Shuttle** operates 9:55am to 3:50pm Monday through Friday
- **Western Marquette County** operates every Thursday, two runs per day
- **Palmer** every Friday, one run per day

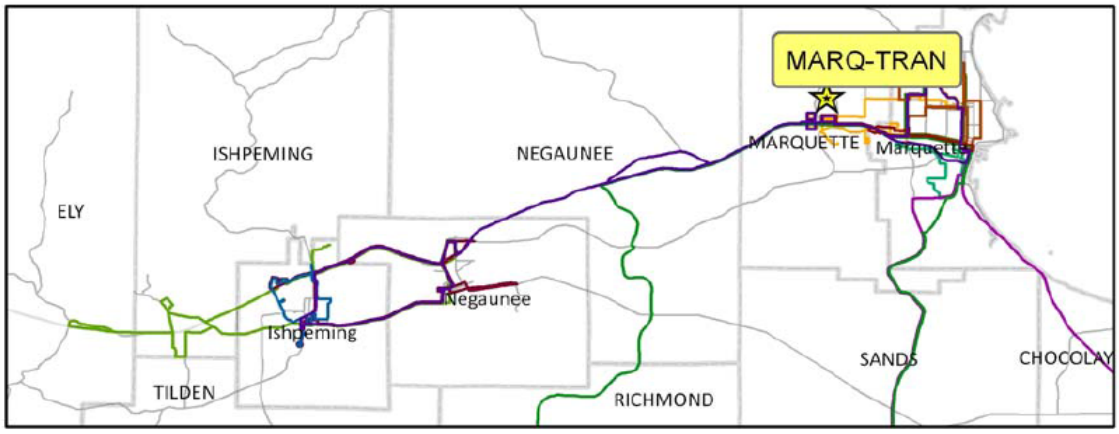

Figure A-1: Various Marq-Tran Routes (per Corridor Plan)

Paratransit

Marq-Tran operates paratransit service seven days per week including holidays. They operate two door-to-door buses in the greater Marquette area, and the two buses in Ishpeming-Negaunee area, and one bus operates in the Gwinn-Little Lake-K.I. Sawyer Area. All door-to-door buses are lift-equipped and are fully ADA accessible.

Marq-Tran's door-to-door fares are on a zone basis, i.e., the farther you travel, the more you pay. For a one-way ride in the greater Marquette area, the cost is $2.60 for the general public, $1.30 for a senior citizen / student and persons with disabilities. The maximum door-to-door fare for a one-way ride is $5.60. This would be the cost for a member of the general public to ride from one end of the county to the other. A senior citizen would pay half that cost. Persons with disabilities who require an aide to assist them may do so at no charge as long as the aide boards and disembarks at the same points as the fare paying passengers.

Reservations Policy for door-to-door buses are:

1. Up to seven days in advance for ADA Registered Persons with Disabilities.
2. Up to three days in advance for all persons for medical/dental appointments.
3. Up to two days in advance for seniors and non-ADA Registered Persons with Disabilities who work.
4. One day in advance for all others.

Marq-Tran also has a medical call-back program. If a rider is transported to a medical appointment, the doctor's office can call when the appointment is finished and the bus will come back to pick up the rider. The door-to-door drivers will load and unload up to two bags of groceries as a service to passengers, however, they will not perform the functions normally provided by an aide.

Dispatchers take reservations from 6:15 AM to 7:00 PM Monday through Friday and 8:15 AM to 4:15 PM on Saturday and Sunday.

Performance Measures

The following data was reported to Michigan Department of Transportation (MDOT) for calendar year 2012. A distribution of revenue sources is depicted in Figure 3. As a non-urbanized area with less than 50,000 people, Marq-Tran receives funds through MDOT from the FTA Section 5311 program. This funding source is administered by MDOT.

Table A-2: Marq-Tran Statistics

Line-Haul Unlinked Passenger Trips (Fixed Route)	279,074
Demand-Response Unlinked Passenger Trips	81,275
Total Trips [calculated]	360,349
Days Operated	366
Revenue	$3,157,151
Expenses	$3,516,404
Eligible for Reimbursement	$2,943,568
Line-Haul Vehicles	9
Demand-Response Vehicles	27
Vehicle Hours	47,967
Vehicle Miles	944,824
Cost per Trip [calculated]	$9.76
Cost per Mile [calculated]	$3.72
Cost per Hour [calculated]	$73.30
Passengers per Hour [calculated]	7.5

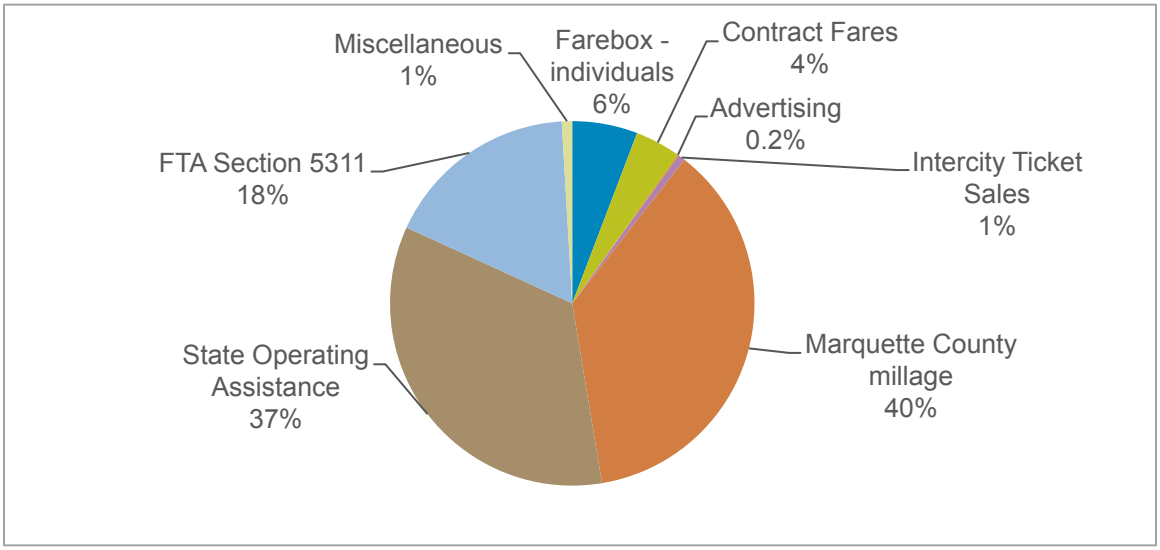

Figure A-2: Marq-Tran Revenue per Eligible Expense 2012

Equipment

Marq-Tran has 36 transit vehicles of mixed sizes, and about half are fewer than two years old. All buses are lift-equipped and accessible to persons with disabilities. Most buses have bike racks for two bikes. In the winter the bike racks are removed and replaced with ski racks, which can hold up to 6 pairs of skis or 2 snowboards. Marq-Tran successfully negotiated with the vendor to be offered the ski rack–bike rack combination.

Figure A-3: Marq-Tran busses at new Downtown transfer station

Infrastructure

The new downtown transfer station is an important, high quality addition to Marq-Tran's system as well as to downtown. This is the kind of infrastructure that is important for increasing public awareness of the transit service and also for conveying the message that the service is modern, efficient and convenient.

Marq-Tran is a flag service with limited signed bus stops. We typically recommend marked bus stops with well-maintained benches and shelters as an important part of in-town fixed route service visible to the general public.

The City's adopted complete streets policy includes transit and calls for using context sensitive design and AASHTO design standards to integrate public transit into the planning, funding, design, construction, operation and maintenance of new and modified streets.

The transit section of the US 41/M-28 Corridor Plan (page 4-24) includes the following description of Marq-Tran's services:

"Marq-Tran offers service on US-41/M-28. In some cases, the bus will pull off US-41/M-28 into a shopping center to load and unload passengers. Currently, buses stop within traffic to load and unload passengers. In the future, bus-pullout lanes may need to be discussed with Marq-Tran staff and MDOT to determine the safest areas for the bus to stop on US-41/M-28. Presently the lack of sidewalks in many areas does not promote the ease of dropping passengers at the curb. However, it is costly for the transit system to have to drop passengers in parking lots; it is more cost effective to drop passengers on the street. But if traffic speeds are too great, that is not a safe alternative without a bus-pullout lane".

Figure A-4: New Marq-Tran Downtown transfer station at South 3rd and Spring Street

One of the only discussions of transit infrastructure in the 2004 Community Master Plan is the following discussion that is included in a section on snow removal. "Modifications to current snow removal and storage patterns may be required to increase Marquette's walkabilty. These changes may include new equipment, such as smaller-scale plows that would allow for increased flexibility in the plow's movements, or a change in the general strategy for snow removal. It may also be necessary to modify the design of some traffic management strategies, such as roundabouts or on-street parking, to accommodate plow requirements. In general, these new approaches to snow removal need to balance the needs of snow maintenance providers with other desirable

characteristics such as on street parking, ease of pedestrian access, and the aesthetic implications of the roadway design."

Contracts

Marq-Tran has run the following contracts in the past year:

- Northern Michigan University – Checker Cab and Bus provides this for the 2012/2013 school year
- Northstar Academy www.nsacd.com/ - A public school chartered by Northern Michigan University serving grades K-12th; cancelled this school year but the school continues to purchase bus fares.
- Pathways Community Mental Health www.pathwaysup.org/ - A non-governmental social service organization serving approximately 3,000 people in Alger, Delta, Luce and Marquette counties in the Upper Peninsula.

Marq-Tran has no contracts with Marquette General Hospital or other large employers.

Website

A transit system's website is one of its most important communication tools. Many riders and potential riders will look for information on the website before they look at a printed schedule. Good website design for transit follows a few simple principles. The information that is most important to the rider should be "above the fold" at the top of the homepage. This can include a trip planner, a map of services, time tables, real-time bus location, and any special announcements about route or schedule changes. Marq-Trans is in the process of updating their website. The following table includes a quick assessment of the Marq-Tran's current website and can be used as a checklist in the update.

Table A-3: Marq-Tran Website Assessment

Element	Y/N	Status	Notes
Stand-alone website	Y	Could be much more attractive and inviting	Website isn't buried in City or County website. Branding is OK, but could be better. Adding a simple slogan would be good. For example: "Transportation for everyone – since 1992" "Welcome aboard!" – http://actr-vt.org/
Important information above the fold on homepage	N	Many features are missing	See notes below
Trip Planner	N	missing	Marq-Tran has not implemented GTFS so don't have capability to offer a trip planner. The site includes some elements to search schedules. A trip planner powered by Google Transit should be a prominent feature on the home page, especially because many people have a hard time understanding even the best designed schedules and timetables.
Real Time Bus Tracking	N	Missing	Marq-Tran does not appear to have this capability

Element	Y/N	Status	Notes
Mobile Interface	N	Missing	Marq-Tran does not appear to have this capability
Riders Guide: How to ride information	N	Missing	This is a feature of transit websites that is particularly helpful for first time riders. A couple good examples are: http://actr-vt.org/riders-guide/#usingtheschedules or "Riding the Bus" link on homepage at www.mountainline.com/
ADA Compliant Design	N	Much of the essential information on the website is not accessible by vision-impaired users.	Examples include the PDF route maps and the route link buttons on the Fixed Routes page. Resources for making websites ADA accessible include: http://usability.com.au/2005/06/accessible-data-tables-2005/#data http://www.ada.gov/pcatoolkit/chap5toolkit.htm
Fare Information	Y	Incomplete and hard to find	Homepage states that "Tickets and monthly or quarterly passes are available at a discount for regular riders." But there is no information about how to purchase passes. Also, much of the fare info is buried with schedules. It's not obvious how to find this info.
Route Maps	Y	Fairly easy to read and easy to find on website	Maps are unconventional but seem easy to understand. However, there is a lot of visual clutter. It would be better to have all info about stormy weather, fares, etc. on a separate "riders guide" page (see notes & examples above)
Schedules	Y	Easy to find on website, but somewhat hard to understand.	Design could be improved. Many examples are available on other transit websites. Portland's Tri-Met system has a reputation of leading the country in technology deployment and information design http://trimet.org/index.htm
Route/Schedule changes special announcements	?	?	None are posted so we don't know if this is a regular practice and what it looks like when/if such notices are posted.
Images	N	Only one small image on homepage	Pictures really are worth a thousand words and are one of the most effective ways to combat the stigma of riding the bus – the perception that "people like me" don't ride buses, riders are all homeless people etc. Every page should have a relatively large photo, ideally with people in it, conveying the message that the bus is safe, modern, convenient, and clean. It would be a much better use of space than the visually distracting little bus that drives across the bottom of the screen.
Links	N	Missing	No links to other transportation providers and resources such as: find-a-ride resources, social service transportation, ridesharing, etc.

Intercity Connections

The bus stop for intercity service is at Marq-Tran's station at 1325 Commerce Drive. The intercity service provider lists this facility as a "Travel Center" where tickets can be purchased. Departures and arrivals are scheduled at late night and early morning times when Marq-Tran's buses do not run and which are inconvenient to the traveling public. Also, there are no sidewalks accessing the Marq-Tran station and there appear to be no nearby lodging facilities.

Intercity Bus

Daily intercity service is provided by Indian Trails (Trailways)[1]. Tickets can be purchased at the station, through Indian Trails, or through Greyhound. Web purchases are currently only available through Greyhound, but the Indian Trails website indicates that online purchases will soon be available.

Indian Trails provides one daily trip between Marquette and Milwaukee. In the remainder of the state, it operates four daily trips between Chicago and Flint, with less frequent service throughout the rest of the lower and upper peninsula.

For Marquette, service is via Indian Trails' HANCOCK-MARQUETTE-GREEN BAY-MILWAUKEE Route 1490[2]. This route operates seven days a week. Greyhound offers a roundtrip web fare to Chicago for $176.40, and travel time is 12 hours.

Departures from Marquette:

- Depart 2:25 am to Milwaukee (arrives in Milwaukee at 9:15 am)
- Depart 6:15 am to Hancock, MI (arrives in Hancock at 8:49 am)

Arrivals in Marquette:

- Arrive 6:15 am from Milwaukee (leaves Milwaukee at 10:00 pm)
- Arrive 2:25 am from Hancock, MI (leaves Hancock at 11:45 pm)

Riders can get on the bus to Milwaukee and then transfer at Escanaba to travel east on Route 2 to connect to US 75 to travel south to Grand Rapids. All coaches are handicap accessible.

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[1] http://www.indiantrails.com/scheduled-service

[2] www.indiantrails.com/sites/default/files/1490_0.pdf

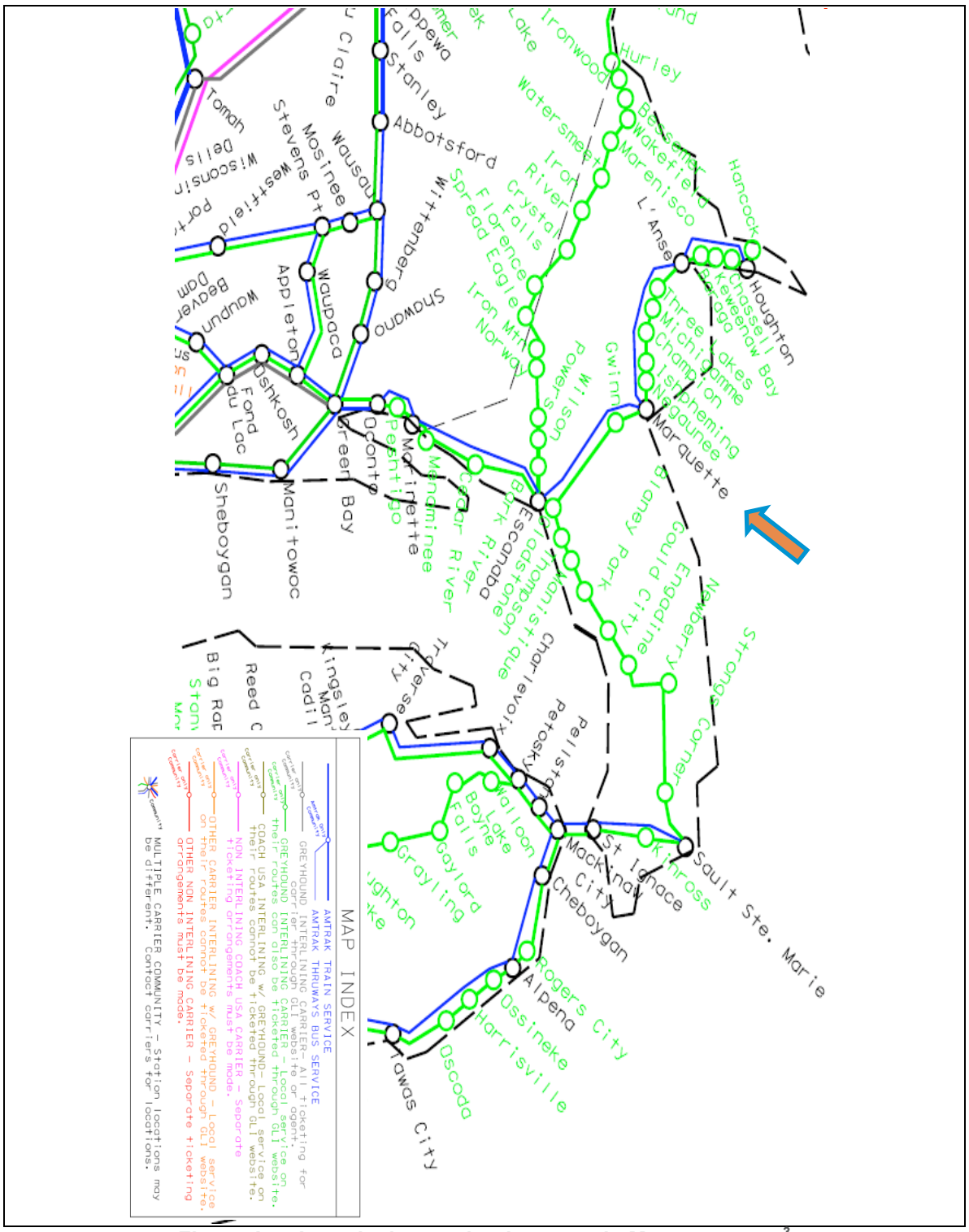


Figure A-5: Intercity bus and train routes in Marquette area[3]

[3] http://www.aibra.org/pdf/usmap.pdf

Rail

From Milwaukee or Grand Rapids, riders can access Amtrak by Thruway bus as shown on the map below. Bus 8532 departs Marquette at 2;25 am and arrives in Milwaukee at 9:15 am. The return trip arrives in Marquette at 6:15 am. A full-priced round-trip ticket to Chicago costs $89, and Amtrak requires that the Thruway ticket to Milwaukee be purchased in conjunction with a train ticket. Indian Trails apparently operates as the Amtrak Thruway bus using the same service that is part of the national intercity bus network.

Figure A-6: Michigan Amtrak Routes (red – rail, green – Thruway bus)[4]

Connections to Airports

Marq-Tran's Marquette-Sawyer-Gwinn route stops at Sawyer International Airport multiple times a day.

[4] http://tickets.amtrak.com/secure/content/routeatlas/index.html

Other Transportation Stakeholders

Northern Michigan University – Wildcat Shuttle Service

The Wildcat Shuttle Service is operated by NMU Public Safety and Police Services in conjunction with ASNMU[5]. This on-campus shuttle system transports students from the library to the Jacobetti Complex and from the library to the Superior Dome when classes are changing. This service is free for students, faculty and staff. This service was operated under contract by Marq-Tran until the 2012/2013 school year, when the contract was awarded to Checker Bus/Checker Cab.

Wildcat Shuttle Schedule Hours of operation - 7:40 am - 5:00 p.m., Monday-Thursday with a separate Friday Schedule.
Starting at **7:40 a.m. and ending at 5:00 p.m**., two Wildcat Shuttle buses will be making continuous runs from the LRC to the PEIF and the LRC to Jacobetti approximately every 10 minutes. The buses leave the LRC at the times listed below.
0:40 (starts at 7:40 a.m.)
0:50
0:00 (Last run is 5 p.m.)
No run in the **0:10** spot
0:20
0:30
0:40

FRIDAY Transportation Schedule (below)

Below Route Is Repeated Every Hour from 10 a.m. to 5 p.m.

00:00- Start at Lot 16, then Lot 8 (A and B)
00:15- Downtown Mqt. Commons (C)
00:30- Westwood Mall (D)
00:40- Target (E)
00:50- Wal-Mart (F)
Route Repeats
(Last bus leaves Wal-Mart at 4:50 p.m.and returns to campus)

Checker schedules serving NMU were acquired through the NMU website (http://www.nmu.edu/publicsafety/node/226).

[5] http://www.nmu.edu/publicsafety/node/226

ALTRAN – Alger County Transit
1604 Sandpoint Road
Munising, MI 49862
(906) 387-4845 Dispatcher
http://www.altranbus.com/
Among ALTRAN's services is a regional Marquette Schedule. Altran also contracts with Marquette General and provides rides for correctional officers.

Marquette Schedule
Monday - Friday

Leaving Munising:
6:15 a.m. - 11:15 a.m. - 3:30 p.m.

Leaving Marquette:
8:00 a.m. - 1:00 p.m. - 5:00 p.m.

Leaving Jacks IGA in Harvey for Munising
6:50 am

Return to Jacks IGA in Harvey from Munising
4:30 pm

Marquette Fees

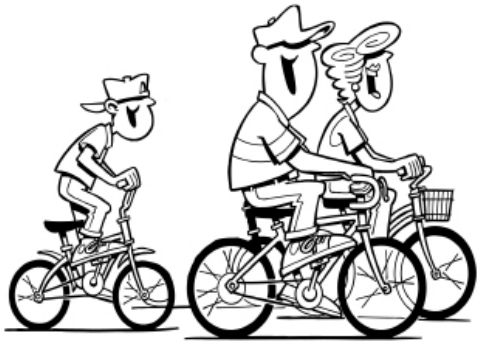
40 Trip pass - $100.00
10 Trip pass - $40.00
One Way Cash Fare - $6.00
Package Delivery (under 50 lbs) - $7.50
Marquette General Medical Pass - please call for information

Altran may serve as a good local example for tourism transportation. They operate Grand Island Bus Transportation June 15th thru October 5th, once per day. Their National Lakeshore Backpacker Transportation operates Mid-June through the end of September. Reservations are required. http://www.nps.gov/piro/planyourvisit/shuttle-service.htm. Finally, Altran promotes a bike-ride experience to Grand Sable Dunes.

Bicycle racks are back on the bus!

Ride the newly completed H-58, only want to ride one way?
No problem, transport your bicycle with ALTRAN.

Between June 13th and September 30th Alger County residents can take advantage of the transportation service between Munising and Grand Marais every Monday, Thursday and Saturday. The bus leaves from Munising Falls at 10:00 a.m. and leaves Grand Sable Visitors Center in Grand Marais at 11:45 a.m. The cost is $10, which is half the normal fare for Alger County residents only. ALTRAN will transport you and your bike one way and you can pedal your way home!



If you would like service on a different day of the week, special arrangements can be made at an additional cost.

Space is limited to 3 bikes per trip and reservations are required.
Call to make your reservations today at (906) 387-4845.

Marquette County Aging Services - RSVP

This organization offers ground transportation services to seniors age 60 and older. The RSVP Transporters provide seniors living in Marquette County with a ride to their non-emergency medical appointments. Occasionally this may also include a stop at the pharmacy to pick up needed prescriptions.

Non-Governmental Organizations

There do not appear to be any non-governmental organizations providing transportation.

Veterans' Services

The Marquette Clinic provides community-based outpatient service. The U.S. Department of Veterans Affairs webpage for this clinic gives driving directions but no information about public transportation or other transportation assistance/options.

The parent facility is Oscar G. Johnson VAMC, Iron Mountain, Michigan, approximately 60 miles away. Oscar G. Johnson VA Medical Center serves veterans from a 32-county area in the upper peninsula of Michigan and northeastern Wisconsin.[6]

[6] www.ironmountain.va.gov/services/

Transportation assistance is available to and from scheduled appointments through the Center Transportation Coordinator at 1-800-215-8262 or 906-774-3300, ext. 33849.

The American Cancer Society's web-based geographic search feature provides the following contact information for the Marquette area: Veteran Affairs, Ann Arbor Healthcare System offers transportation coordination services for Veterans. For assistance, please call the Social Work Department at 1-800-361-8387, ext. 53417.

Non-Emergency Medical Transportation (NEMT) Providers

The region has one active NEMT provider.

Michigan Transportation Services
www.michigantransportation.com/michigan_transportation_services_about_us.php
P.O. Box 1032
Brighton, MI 48116
877-777-7900

Private statewide service providing non-emergency transportation services for ambulatory and non-ambulatory patients.

Taxi Services

A web search identified four taxi services in Marquette.
http://www.yellowpages.com/marquette-mi/taxis

Further research and interviews with social service providers would be needed to determine whether Marquette has similar issues to many other communities around the nation where low-cost, unregulated taxis are providing the majority of Medicaid-funded transportation with no minimum standards for safety and quality of service due no requirement for driver background checks and driver training, and limited vehicle inspections.

Businesses that charge on a per-ride basis as opposed to a meter are considered limousine services and are required to register with the state. We are still in the process of researching whether such businesses provide a significant number of rides in the Marquette area.

Other

The American Cancer Society's web-based geographic search feature provides the following contact information for other transportation providers in the Marquette area. We have not yet researched these organizations:

Sault Tribe Elder Care - Organization offering ground transportation services for Native American seniors to non-emergency medical appointments.

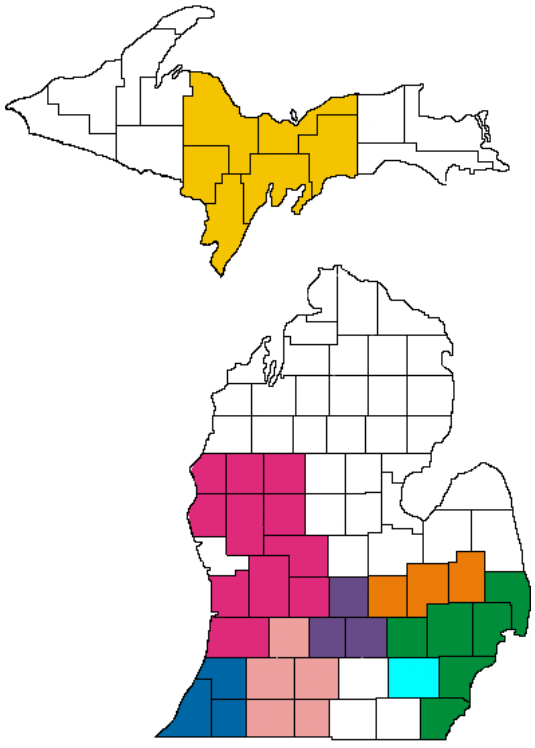
Upper Peninsula Health Plan - Organization offering ground transportation services for UP Health Plan members to and from medical appointments throughout all counties in the Upper Peninsula.

Rideshare programs

MDOT helps fund rideshare programs, carpool parking lots, and the MichiVan Commuter Vanpools. Statewide information is at: http://www.michigan.gov/mdot/0,4616,7-151-9615_11228---,00.html.

Among the options available for Marquette County are:

- A Local Rideshare Office
- MichiVan Commuter Vanpools
- Carpool parking lots
- The Guaranteed Ride Home Program (GRH). This program, operated through the Local Rideshare Office, offers reimbursement for taxi fare or car rental for registered carpool and vanpool participants who face an emergency or unexpected overtime.
- NMU operates a web-based carpool network www.nmu.edu/dso/node/55.



Counties shown in white are not currently served by a Local Rideshare Office, but do offer MichiVan service for groups of five or more.

Local Office Information:

Central Upper Peninsula Planning & Development Regional Commission
2415 14th Avenue South
Escanaba, MI 49829

Toll Free Phone Number: 877-956-POOL
Local Phone Number: 906-786-9234
Fax Number: 906-786-4442
Website: www.cuppad.org/michiganrideshare.html

MichiVan Commuter Vanpools, contact vRide:
Toll Free Phone Number: 800-VAN-RIDE
Local Phone Number: 248-539-0627
Fax Number: 248-539-0961
E-mail: michelle.romano@vride.com
Website: www.michivan.com

Figure A-7: Areas served by Local Rideshare Offices and Marquette contacts

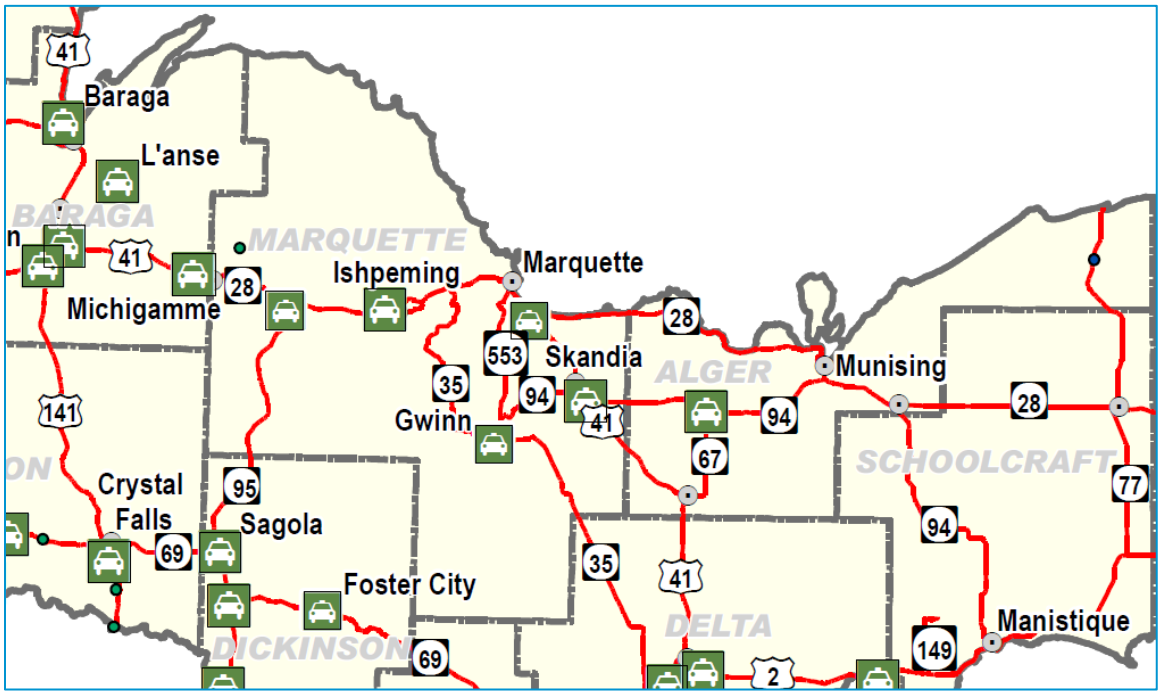


Figure A-8: Carpool Parking Lots
Source: http://mdotcf.state.mi.us/public/carpoolpark/maps/superior.pdf

Table A-4: Descriptions of Marquette County Lots

Ishpeming

Facility Name: Ishpeming
County: Marquette
Primary Route: US-41
Local Route: Cooper Lake Road
Exit Number:
Quad: NE

Capacity: 39
Count: 10
Surface Type: Paved
Entrance Sign: No
Light: Yes

Directions:
From northbound US-41/westbound M-28 lot is last right/north (about 1000 feet) before Cooper Lake Road on west side of Ishpeming. From southbound US-41/eastbound M-28 lot is first left/north (about 1000 feet) past Cooper Lake Road on west side of Ishpeming.

Harvey

Facility Name: Harvey
County: Marquette
Primary Route: US-41/M-28
Local Route: Cherry Creek Rd
Exit Number:
Quad: SW

Capacity: 22
Count: 12
Surface Type: Paved
Entrance Sign: Yes
Light: Near

Directions:
Lot is in the front of the Jack's IGA grocery store parking lot in the south west corner of the US-41/M-28/Cherry Creek Road intersection in Harvey. Turn on Cherry Creek Road and drive west

approximately 100 ft to Jack's IGA entrance on the left.

Koski Corners

Facility Name: Koski Corners
County: Marquette
Primary Route: M-95
Local Route: US-41
Exit Number:
Quad: SW

Capacity: 11
Count: 3
Surface Type: Paved
Entrance Sign: No
Light: Near

Skandia

Facility Name: Skandia
County: Marquette
Primary Route: US-41
Local Route: M-94
Exit Number:
Quad: NE

Capacity: 20
Count: 2
Surface Type: Paved
Entrance Sign: No
Light: Yes

Directions:
From northbound US-41 turn right/east onto M-94 north of Kiva. Lot is 300 feet beyond intersection on left/north side of road. From southbound US-41 turn left/east onto M-94 south of Skandia. Lot is 300 feet beyond intersection on left/north side of road. From westbound M-94 lot is located on right/north side of road 300 feet before intersection with US-41 west of Sundell.

No data for the lot south of Gwinn

Complete Streets

Pedestrian and bicycle connectivity are important elements of an integrated multi-modal system. Pedestrian and bicycle facilities are particularly important for transit-dependent populations who use this infrastructure to access bus stops and other services, and active transportation is critical for a healthy community.

While pedestrian and bicycle connectivity is clearly a priority for the City of Marquette, transit and ridesharing appear to have been low priorities in planning efforts to date. Both are rarely mentioned.

Marquette's 2004 Community Master Plan includes extensive complete streets and walkability recommendations, many of which appear to have been implemented. However, except for a few isolated mentions there is no discussion of integrating transit as an important element of walkability.

City's adopted complete streets policy includes transit and calls for using context sensitive design and AASHTO standards to integrate pedestrian and bicycle needs into the planning, funding, design, construction, operation and maintenance of new and modified streets.

The September 2010 US 41 Corridor Plan states that Marq-Tran received funding to add bike racks on buses and these racks were expected to be installed sometime in 2010. Based on recent photos of the buses it appears that the racks have been installed.

Marquette was designated a "Bicycle Friendly Community" by the League of American Bicyclists in April 2010.

Snow removal is a significant issue for bicycle-pedestrian connectivity as Marquette averages 141 inches of snow a year.

Assessment of Need

This chapter includes information on goals and strategies working toward meeting the needs identified in the Strategies document. The MDOT needs assessment process includes transportation needs for individuals with disabilities, older adults and people with low incomes. The assessment of needs, including gaps in service, may be based on the experiences and perceptions of the planning partners, or on more sophisticated data collection efforts. MDOT does note that a community not pursuing specific types of funding, including 5310, JARC or New Freedom, is not required to include an assessment of targeted populations in its coordinated plan.

MDOT identified the following process for an assessment of need:

- Send out a survey to all identified stakeholders in preparation for 1st meeting
- Hold a public meeting
- Review background documentation
- Compile a complete list of needs
- Pursue compiling any additional information determined by meeting participants
- Compile complete body of information on needs
- Prepare an Assessment of Transportation Needs document with the following elements:
    - Description of needs
    - Services that could provide solutions to those needs

In support of a current and future needs assessment, this chapter includes information on:

- Transit Propensity, including demographics and TCRP demand modeling
- Identified Needs from Meetings, including needs identified in this planning (1st round) and a discussion of needs that will be identified during plan update meetings as this coordination plan is revised over time

The needs of the Marquette community led directly to the goals identified in the Strategies Report. Meetings held for this SGA planning effort in Marquette are considered the first meetings to determine need within an ongoing Marquette coordination planning process. However, a large public outreach meeting is encouraged to continue this Human Service Coordination planning effort. While the needs described below may be used as a baseline, it is important to be flexible and consider changing them as new community needs arise.

A. Integrate transportation into and within Marquette's city core

Public transportation needs to be an essential element of an efficient, functional, and connected transportation network helping to achieve community goals of a diverse downtown; livable neighborhoods; walkable community; and all-season quality of life. This need includes making the South 3rd Corridor a vibrant, resilient, mixed-use corridor

that links downtown Marquette, Marquette General Hospital, and other large employers with Northern Michigan University (NMU) and the surrounding neighborhoods.

B. Define and coordinate transportation services to the community core

There is a need for coordination between Marq-Trans and the university. Other existing providers, including Checker Cab, also fall into this need to coordinate. This need to coordinate includes ongoing discussions between transportation providers to resolve how funding, vehicles and routes could be reconfigured to provide the best possible service.

C. Improve integration of public transportation and tourism

Foster the vitality of local and regional tourism by linking it to the transportation services provided by the local transit provider. Transit can funnel visitors into the established tourism service industry and attractions in a coordinated way.

D. Coordinate and integrate human services transportation into a broader mobility management effort

Looking at efficiencies and serve unmet needs through the broader lens of mobility management, especially to maintain independence for the rapidly growing demographic of seniors with transportation challenges, is a need. A similar need arose in Lansing and other Michigan communities during this SGA planning process, where a mobility manager could potentially coordinate the needs and existing services over a much wider demographic.

E. Increase the focus on public transportation and mobility management in community planning, decision-making and marketing

Inclusion of mobility management goals and objectives in the upcoming Community Master Plan update and other efforts to plan and implement community improvements is an identified need. Also, there is a need to increase overall community awareness and consideration of public transportation.

F. Improve marketing and communication access to services

There is a need to make it easier for the public to understand and access information about transportation options.

As coordination plan update meetings occur in the future, and as needs are met and/or change, it will be important to update the needs described in this section.

Strategies and Opportunities

Strategies

An example of strategies discussion can be found in the Strategies chapter, and Supplement C and D in the SGA Mobility Management and Coordination Final Report. This section will include all potential strategies identified in meetings and follow-up conversations during the planning. This section may also include any stakeholder idea that addresses an identified need. It is important to note as many details as possible

under each strategy for future reference by stakeholders and other plan readers and users. The outline below is provided as a template. It is okay to simply list a strategy with no additional information, but more information can be useful if available.

Information in the Marquette SGA Final Report may be updated and used to meet this requirement.

Strategy 1: (List Strategy)

Addressed Need(s):
Source (who mentioned it?):
Identified champion:
Details:

Strategy 2:

Addressed Need(s):
Source (who mentioned it?):
Identified champion:
Details:

Priorities for Implementation

An example of content for this chapter may be reviewed in the Implementation chapter of the Marquette SGA Final Report. Prioritization is determined with stakeholders during a meeting. Stakeholders can be asked how important they feel each strategy is to form an understanding of its level of support. Other factors should be weighed in including availability of resources, time and other factors of feasibility.

Priority 1:

Goals and Strategies:
Identified Champions:
Funding and Resource Availability:
Timeline:
Implementation Stages:
Other information:

Priority 2:

Goals and Strategies:
Identified Champions:
Funding and Resource Availability:
Timeline:
Implementation Stages:
Other information:

Plan Adoption Process

Include board meeting minutes or other information providing details about the process by which this plan was adopted. To ensure commitment to the completion of implementation priorities, this section may also include agency memorandums detailing commitments to the details of projects they will implement, including timelines. This section may also house information regarding how often the coordination plan is updated, how amendments may occur, and other technical information, including:

- What additional data gathering is needed to complete the plan?
- Who is responsible for that data gathering?
- Are additional meetings/workshops needed?
- Who is responsible for writing the plan?
- What will the process be for review and comment on the draft plan?
    - By meeting/workshop participants
    - By Others
- What is the timeline for submitting the plan to MDOT?
- What will the process be for adopting the plan?
- How often will the plan be updated?
- What will the process be for updating the plan?
- How will implementation of the plan be monitored?

This information should be discussed during the stakeholder meeting(s). Work toward clear agreements on transportation services to be provided by the public and private sectors, according to demonstrated community needs.

MDOT Coordination Plan Guidance

<Insert MDOT Service Guide>

SUPPLEMENT B: NON-PRIORITIZED STRATEGIES

A series of strategies were determined based on the needs of Marquette to address the goals, as outlined in the table below. Shaded strategies were prioritized and further developed for implementation. This supplement describes the un-shaded strategies, those that were developed for consideration by Marquette stakeholders to furthering a mobility management strategy in the region but were not prioritized for Year 1 implementation.

Approaches are based on the State of the Practice report, discussions from the Existing Conditions meeting, and consideration of the unique characteristics of Marquette. The focus is on the city core, university, and the corridor that connects them, with strategies that affect the entire county. All strategies support the goal of a vibrant, sustainable and livable community, city and region.

Table B-1: Mobility Management Strategies

Goal	#	Strategy
A.	1	Within the city core, design and implement improved and expanded transit service based on an assessment of needs and available funding.
	2	Explore Transportation Demand Management (TDM) and Parking Management strategies
	3	Develop and implement strategies to increase commuter use of transit, carpooling and vanpooling.
	4	Improve snow management on sidewalks and at curbs
	5	Make the south 3rd Street corridor a vibrant mixed-use corridor connecting many important resources
B.	1	Define and coordinate the roles of NMU's transit system and Marq-Tran's service to the community core
	2	Marq-Tran expansion of services along 3rd Street could allow further consolidation of some NMU services. Timetables should be adjusted to coordinate with class schedules. Outreach to NMU student, faculty, and staff to identify needs and build support.
C.	1	Identify optimal locations to connect transit to water transportation and bike/ped.
	2	Coordinate with other tourism opportunities
D.	1	Identify leadership for the process and identify someone who can fulfill the role of mobility manager
	2	Complete coordination plan and assess unmet needs.
	3	Identify areas where transportation services for the general public and for transportation disadvantaged populations can be combined
E.	1	Incorporate transit into community planning
	2	Incorporate bus infrastructure into design reviews, codes, and engineering standards.
	3	Infuse mobility management into the decision-making process and the organizational culture.
	4	Include buses, taxis, walking and biking when describing Marquette's transportation options.
F.	1	Find-a-Ride information on websites
	2	Continuously improve bus schedules and ways to understand how to use the bus
	3	Take advantage of opportunities for free media coverage and other free publicity
	4	Invest in on-board GPS units that allow real-time transit information

A. Improve integration of public transportation into Marquette's city core

2. Explore Transportation Demand Management (TDM) and Parking Management strategies

TDM is complementary and closely related to mobility management. While mobility management has a strong focus on meeting the needs of transportation disadvantaged populations, TDM primarily targets choice riders, creating incentives to use transit, carpooling, vanpooling and other modes instead of personal vehicles. There are a number of TDM strategies that have the potential to encourage transit ridership in the city core.

For the South 3rd Corridor, TDM and transit design strategies should be explored as part of the process of developing a parking plan. Nelson\Nygaard recently completed a parking assessment for the corridor that concluded there is not a parking shortage. The objectives of the parking plan should be to ensure that parking is appropriately distributed throughout the corridor; that there is a good balance of different types of parking; and that parking does not unnecessarily consume space that could be used for higher value purposes that support the community's goals and vision. Because transit service will help reduce the need for parking, ideally bus stops should be planned before the parking plan is finalized and should be prioritized over new parking. Other suggestions that were discussed at the first working group meeting included designating parking spaces specifically for employers and employees; increasing on-street parking by removing curb cuts; and identifying areas where small parking lots could be developed on underutilized land through public-private partnerships.

Ideas out of the first stakeholder meeting are listed below. For further TDM discussion, refer to project reports from Grand Rapids and Ann Arbor.

- Outreach and education to employers/employees about incentives, tax breaks, etc.
- Explore the potential for employers to purchase transit passes for employees and/or invest directly in expanded transit service.
- Explore the potential to fund expanded transit service through revenue generated by parking meters and by charging fees for public parking lots.
- Discounted passes for Downtown development Authority members.
- Work with large employers to organize and promote carpooling and vanpooling.

The addition of street furniture (benches, shelters, and bus stop signs), and further marketing will attract more commuters to transit. Complete sidewalks, safe bicycle facilities, and land use decisions that allow people to live close to work will further help in providing transportation options.

For those who commute to the core of Marquette from outlying areas, the region could evaluate the effectiveness of current park-and-ride lots, and plan for improvement and expansion as appropriate. One location identified in our discussions was Chocolay Township. Each location should be assessed for installation of bike racks, bike lockers, benches and shelters. Finally, park-and-ride locations should be considered in any TDM effort to develop a vanpool network.

4. Improve snow management on sidewalks and at curbs

Snow berms left by street plows and snow-covered or icy sidewalks leave Marquette short of the vision of being "the premier livable / walkable winter city in North America" (2004 CMP). The community can look to Madison, Wisconsin for some of the best practices in the country; Duluth, Minnesota recently conducted a transportation study that included a sidewalk snow removal analysis, which could be a good methodology to measure Marquette's snow removal, and an ordinance comparison[7].

The community could investigate practices that would reduce snow berms in the core of the community. Snow gates mounted on graders reduce, but do not eliminate, the size of a berm left in a driveway or intersection. In some downtown areas, snow is plowed to the center of the street then periodically removed by dump truck.

For sidewalks, the 3rd Street Corridor could be added to the DDA snow removal service. Other parts of the downtown walkable core outside the DDA district could be assessed for snow removal. Marquette has a snow removal ordinance that allows the City to clear snow or ice at the owner's/occupant's expense, but based on the conditions we experienced during our January visit, this ordinance is not enforced.

Snow banks and snow covered sidewalks can be considered an obstacle to ADA access to buses. A bus stop snow removal plan for Marq-Tran would include an inventory of existing and proposed bus stop locations, and could include a prioritization of areas with high pedestrian volume and/or users with limited mobility. Working in cooperation with property owners, local jurisdictions, and contractors, responsibility and time requirements for clearance would be established.

5. Students as Partners for Change

On many campuses across the country, student groups have played important roles in the coordination of existing transit providers with their school to create better services. Student organizations focused on environmental causes, sustainability practices, city planning and transportation can create positive and long-lasting relationships through advocacy actions and partnership-building exercises, asking for improvements to local transit services. Students have been effective at approaching university leadership, using community connections to work with local transit providers, and bridge historic gaps in thinking about how transit can serve student populations. One example is the

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[7] http://www.dsmic.org/Default.asp?PageID=448

creation of an unlimited-use student pass where students pay a mandatory fee at the beginning of each semester and ride on and off campus anywhere they need to travel.

6. Coordination of NMU services and Marq-Tran

NMU and Marq-Tran could work together to assess needs and determine how to allocate resources to configure service between campus and other destinations in the community core. Objectives would include avoiding providing parallel or duplicate services and seeking cost efficiencies. For example, on Friday the NMU service runs from campus to The Commons downtown and to Walmart. Questions that may be asked could include: "Would it make more sense for NMU to add stops, or is this a better role for Marq-Tran? Could NMU shift funding to Marq-Tran to incorporate this service into its routes on a daily instead of weekly basis?"

Marq-Tran had the contract to provide student shuttle services around campus. Marq-Tran lost their contract with NMU to Checker Transport, a UP operated motorcoach, tour and bus company (For more information on NMU bus services please see the site http://www.nmu.edu/publicsafety/node/226). Checker, according to their website, seeks to provide a wide array of transportation services including school buses, trolleys, tour buses, limos, and on-demand passenger car service. If coordinating, Marq-Tran and Checker may be able to provide a more diverse network of transportation services to the Marquette area covering a wider range of needs.

If a mobility manager was instituted, both providers could communicate through that person as a method of coordination. Providers could also participate in the Human Service Coordination planning process, where they would interact with the communities they serve and coordinate to come to conclusions about how to provide higher quality, more efficient service. Both providers should be involved in coordination efforts to improve the 3rd Street corridor.

C. Improve integration of public transportation into the Marquette area's tourism economy

1. Identify optimal locations to connect transit to water transportation and bike/ped.

Section 1 addresses the opportunity to design routes that serve the parks and beaches near the Marquette core. Opportunities can expand further when multiple modes of transport are connected. For example, as the Iron Ore Heritage Trail is planned spur development at key locations (trailheads 9, 10, and 11) could ensure transit stops along the trail with connections to the downtown area.

Kayak lockers at the two harbors in Marquette could encourage taking the bus or walking to downtown for dinner and a drink. Similarly, a bus stop at the snowmobile parking lot could enable access to downtown. Finally, parking lots downtown and at the university could be park-and-ride locations for transit access to beaches and waterfront areas, easing congestion and increasing downtown visitation.

2. Coordinate with other tourism opportunities.

The attractiveness of Marquette as a tourist destination for foreign travelers and others who prefer to travel car free could be enhanced by effectively marketing the transportation options and coordinating between all public and private carriers. This includes reviewing Marq-Tran service to coordinate with the casino shuttle and with services provided by taxis. There was some interest in improving Marq-Tran's airport service, specifically for the early morning flight schedules.

Besides providing convenient service, the key to attracting tourists is to provide better information at the airports, hotels, visitor centers, attractors, and transportation websites about all of the available transportation options.

D. Coordinate and integrate human services transportation into a broader mobility management effort.

3 Identify areas where transportation services for the general public and for transportation disadvantaged populations can be combined.

Although this is the area where some of the greatest cost efficiencies and service improvements can be achieved, these strategies cannot be developed until the previous stages have been completed and a clear picture of needs and opportunities has emerged.

Transit service involving the hospital, NMU and the South 3rd Corridor could provide an example of the potential efficiencies and improved service that may be possible. If fixed route transit service is expanded and improved for hospital and NMU employees as well as NMU students, the service changes should also be designed to expand opportunities for social service clients to access the hospital. Social service agencies will save money on every rider who is eligible to use demand response service to access the hospital, but who can instead switch to the fixed route service. If a route was designed to meet all these needs while also running on the South 3rd Corridor the high passenger volumes such a route would likely attract could help support economic development along the corridor.

E. Increase the focus on public transportation and mobility management in community planning, decision-making and marketing.

1. Incorporate transit into community planning.

The Community Master Plan update and the economic development planning process are both great opportunities to increase community awareness of the potential of public transportation and mobility management. Additionally, they may be excellent opportunities to combine resources and actually undertake some of the planning work needed to implement mobility management strategies. There was very limited focus on public transportation in the City's 2004 Master Plan, and out of 274 questions in the October 2012 Community Economic Development Assessment only one mentions

"transit", "bus" or "public transportation" [8]: By actively participating and working to increase the focus on public transportation in important planning efforts such as these, mobility management stakeholders can discover new opportunities, and ensure that opportunities are not missed and mistakes are not made. Planners need to be aware of the needs of transit in order to ensure that roads, developments and individual facilities are designed and sited so that they are "transit oriented" and do not create barriers to transit service.

2. Incorporate bus infrastructure into design reviews, codes, and engineering standards.

We have worked in communities where transit needs are acknowledged in planning documents, but no standards or requirements have been codified. As a result, many opportunities are missed – especially for construction of bus stop infrastructure. For example, in a community where we recently worked, planners and engineers were frustrated that they could not require installation of a bus pull-out with a shelter and lighting when a large commercial development was proposed at an important intersection. They felt their hands were tied because the transit operator did not participate in the development review process, there were no regulations in the city codes nor any engineering standards for installing such infrastructure, and the bus stop was not included in any plans for the street even though buses are currently stopping there by pulling onto the shoulder in high speed traffic.

3. Infuse mobility management into the decision-making process and the organizational culture.

By becoming more involved in the community at all levels, mobility management stakeholders will gradually achieve a shift in organizational culture so that whenever there is a relevant public discussion, there will be an assumption that public transportation will be part of the discussion and that public transportation representatives and stakeholders should be at the table. In many communities, public transportation is at best an afterthought, if it is considered at all when important plans and decisions are being made – such as facility siting decisions. While it is possible to a certain extent to require consideration of public transportation, it is more effective when it becomes a standard part of the process because stakeholders have earned consideration through consistent, constructive participation over time.

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8 http://www.mqtcty.org/Departments/Planning/Files/Community%20Economic%20Development%20Capacity%20Assessment%20-%20Marquette%201%20-%20Final.pdf. "Does the community provide public transportation available to workers within the community?" (question 142)

SUPPLEMENT C: WEB-BASED COORDINATION TOOLS FROM OTHER AREAS

The web, accessed from either a computer or a mobile device, is generally the first source where today's travelers will look for transportation information. In Michigan there is an effort to create a web-based, one-stop-shop for human service transportation information through the statewide Veteran's Transportation Initiative, Michigan 2-1-1, United Way, and the Information and Referral Service as they implement a statewide upgrade of the 2-1-1 website. It will be important to both continuously maintain up-to-date information for Marq-Tran and all other human service providers and make it easy to find this website. There should be links to the revised 2-1-1 site from the Marq-Tran website, all human services websites and possibly other stakeholder websites. This link should also be included on hard copy materials such as Marq-Tran schedules.

The Visitors Bureau doesn't have transit information on their website. Providing transit resources on websites related to other types of information can play an important role in reaching out to web users that may not think to look for transit services. Encouraging other Marquette institutions to link to transit information would also improve the Google analytics for the site holding the transit information (i.e. marqtran.com).

Beyond the Marq-Tran website, examples of transportation-focused web resources include:

- Get Around the Western U.P. (http://www.getaroundwup.com/)
- Oregon TripCheck (tripcheck.com)
- Ride Connection (rideconnection.org)
- SF Bay Area 511 Traveler Information System (511.org)

Get Around the Western U.P.

Serving five counties in Michigan's Western Upper Peninsula, the "Get Around the Western U.P." website appears to be a good model for the Marquette region. Unlike many one call – one click resources, it is not primarily focused on human services transportation and offers a homepage that appears welcoming and relevant for tourists and commuters as well as seniors and people with disabilities.

We believe the Marquette area could make a number of improvements on this model. Most significantly, Get Around the Western U.P. lacks true trip planning capabilities for fixed routes and ideally should connect with Google Maps trip planning capabilities. Other improvements could include a stronger, more explicit tourist/visitor emphasis; eliminating the large amounts of wordy text on some pages; and providing maps that are

easier to use online. Additionally, it would be easier to use if it incorporated data elements such as those included in Oregon's TripCheck described below.

Figure 9: Trip planner example from the Upper Peninsula
http://www.getaroundwup.com/

Oregon TripCheck

Oregon's Trip Check was among the first in the country to take on regional trip planning including human service transportation. As described in a 2003 planning document,

> *"The long term goal is to develop a system that will allow anyone wishing to take a trip within the region to log on to an internet site, access a kiosk, or from their PDA and easily get information on multiple travel options, plan the trip itinerary, and reserve/pay for that trip. In the event that no public transit services are available or the user is interested in other available options, the system will be able to provide rideshare, carpool or shuttle/taxi choices."*

Figure 10: Oregon Trip Check

TripCheck has been developed in stages. The first stage was a web-based clearinghouse. As stated in its System Recommendations document, it included:

- Interactive tools to locate appropriate service provider:
  - Map based interface to identify a list of transit service providers by clicking on a map of the state
  - Zone-to-zone intercity carrier identification based on the trip origin and destination (trip origins/destinations can be selected via a map or through a pick list of cities)
  - Map based interface to identify demand responsive/dial-a-ride service providers through a map of service area boundaries
- List of all public/private transit service providers within the State of Oregon, organized by sub-regions, including:

- Heavy rail
- Long distance bus service
- Local public fixed route service providers (IntraCity)
- Private fixed route intercity providers
- Demand responsive services
- Special need brokerages
- Shuttle/taxi services
- Web-based rideshare or service planning services offered by partner agencies
- Links to sites with useful content
- Comprehensive transit data for each of the transit providers
- Announcements/holiday schedules
- General service area map and description
- Contact information, service hours, etc.
- Routes, schedules, stops, time points, fare structures, connection points
- Maps of routes/patterns
- Maps of stop locations
- Ticket sale locations
- Interactive GIS maps and tools
- Service area boundaries for all transportation providers
- Bike maps and trails
- Key landmarks and activity locations.

For a website like this, the data collection and database design is essential for the ultimate vision to be reached. One of the lessons learned from the implementation of this project was that ODOT identified the importance of using automated tools for importing and maintaining the data.

The second phase of TripCheck's trip planning capabilities allowed the traveler to automatically generate a trip from their origin to their destination. This capability included trips using multiple providers. (Kamm 2003)

This was made more feasible by Google Transit coming onto the scene in 2007. Oregon assisted all of its transit providers in developing a GTFS feed by putting together a contract for developing those feeds; northern California and Idaho also put together contracts for this data development. As a result, more west coast transit systems have GTFS feeds than anywhere else in the country. According to City go Round, as of April 23, 2013, 62 of 128 California transit agencies have open GTFS data; 30 of 39 Oregon transit agencies have open data; 14 of 30 Washington agencies have open data; all Idaho transit agencies use GTFS but none have open data.

We recommend that transit services be described with data elements that match those that are used by Oregon Trip Check human service providers, and that all fixed routes are put into GTFS.

The following example shows TripCheck's trip planning capability for options within or near Bend. Options for travelling between cities look similar to those within a city but include a trip planner and links to the transportation options within the communities where the trip begins and ends. Public transportation options between cities utilize the Google trip planner. If the option is Greyhound or Amtrak, Trip Check links to their trip planners.

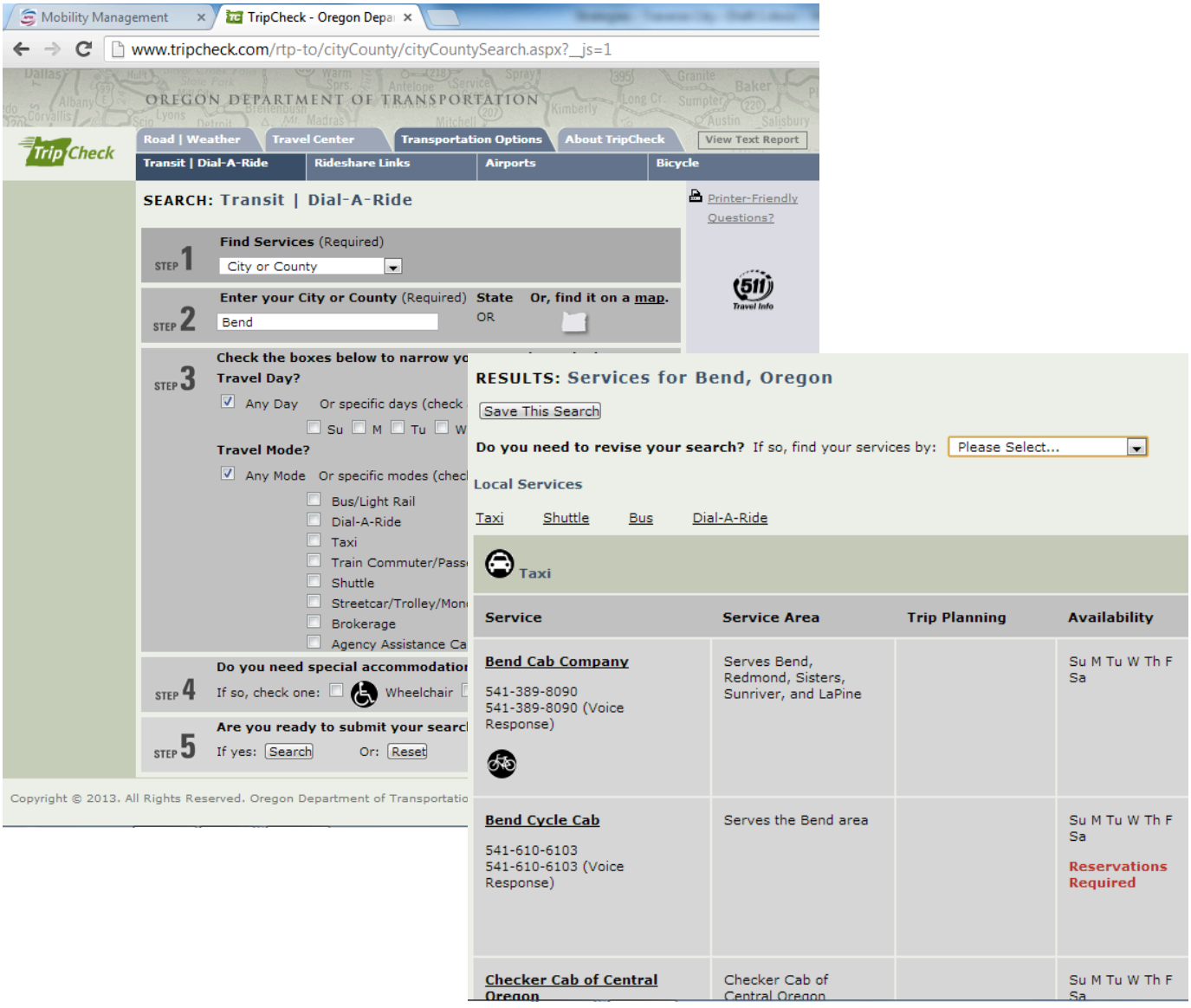


Figure 11: Oregon Trip Check search and results for transportation options within a community

Mobility Management Center for Santa Clara County

The Mobility Management Center for Santa Clara County has produced a document summarizing mobility management capabilities for the rural part of the county: http://www.outreach1.org/public/OutreachMobilityManagementPlanningStudy.pdf. This document is among the most thorough we have seen as it relates to the functionality of a mobility management center. It describes the relationship to 2-1-1, 511, and mobility management. It is important to note that although this area is considered "rural" it is very different from the Marquette area – it covers the area in and around Gilroy, population 90,000, which is within 20 minutes of the 10th largest city in the country.

Glacier National Park and National Park Service

Glacier National Park (and other national parks) offer some of the best models for a tourist-oriented service seeking to integrate traveler information and interpretive information. In 2007, Glacier's Dave Restivo received a national award from NPS for his interpretive work related to the shuttle. He and his team created a series of innovative interpretive exhibits for the park's Going-to-the-Sun Road that convey trip planning information while also providing visitors with information about things to and experience at each stop. Following is an example of the type of information provided on the Glacier web site regarding bus stops – information that could also be included in a brochure or at visitor center kiosks. Each bus stop also includes an activity for kids (e.g., how many different types of plants can you see from here), and a footprint of a Glacier animal.

The Loop

The Loop represents a very significant location on the Going-to-the-Sun Road. This is the only switchback on the Going-to-the-Sun Road and contains many architectural features. The Trapper Fire of 2003 swept through this area and opened up vistas of distant mountains. Heavens Peak dominates the landscape and a hiking trail at this spot maps the course to hikers to the historic Granite Park Chalet.

Specific Location:

Next to the restrooms.

Restrooms:

Yes

Drinking Water:

No - please plan accordingly and bring plenty of water with you to this destination.

Day Hikes (one-way):

Granite Park Chalet - 4.0 mi. (one-way)

Logan Pass via The Loop and Highline Trails - 11.6 mi. Catch another shuttle at Logan Pass.

Besides the signs, the Glacier project incorporated technology in a variety of ways – some of which would be more realistic for Grand Traverse than others. For each stop they developed an iTunes podcast and the main transit center include interactive computer kiosks and flat-panel LCD screens.

The picture below shows the shelter at the main transit center on the west side of Glacier. Instead of separate benches, seating is built into the structure. Interpretive displays provide enough information to keep riders occupied while waiting for the next bus. Next bus departure signs were installed but are not always functioning due to factors that would not apply in the Marquette region – such as the need to run off radio signals in an area with complex topography that creates dead zones.

Figure 12: Apgar Transit Center, Dave Restivo, NPS

Example: Shoreline Explorer, Maine

Figure 13: Shoreline Explorer, Maine
www.shorelineexplorer.com/

A regional coordination model that could be researched further is Maine's Shoreline Explorer. This service is a public-private partnership between a regional public transit service, intercity bus, Amtrak and three private trolley services. It features unified branding, a centralized website, coordinated schedules and mobility management by a non-profit human services agency.

The Shoreline Explorer connects the coastal communities in York County, Maine and is operated by the York County Community Action Corporation (YCCAC). YCCAC delivers a range of transportation services including trolley, demand-response, and deviated fixed-routes (flex routes). YCCAC also relies on a large volunteer driver system to fill gaps in service. The Shoreline Explorer serves key area tourist destinations in coastal communities, and also includes coordinated connections with local and regional private transportation providers, along with Amtrak's *Downeaster* trains between Portland and Boston. The service is provided with six trolley buses, and began operations in 2006.

Located on the southern end of Maine the county and is home to approximately 197,000 residents with small towns, widely separated from each other, many of which do not have a grocery store, bank, or other basic services. Tourism is a major driver for the

local economy, however the service workers tend to live in inland communities with high unemployment. The YCCAC, in collaboration with the chambers of commerce and other stakeholders, created the Shoreline Explorer with the goal of providing a transportation option that would help residents get to work and connect the various communities together. Their goal was not only to increase access to jobs for residents, but also to contribute to the economic viability of local businesses. They focused on creating mobility for three target groups: tourists, workers, and local residents with children, who needed a way to go shopping, visit the beach, or go to the museum. (Reconnecting America and Community Trasportation Association of America, 2012)

Example: Ride Connection

Ride Connection out of Portland, Oregon offers one of the best models in the country for a one call – one click resource with a strong emphasis on human service needs. Ride Connection is a non-profit that works with community partners to provide and coordinate transportation options primarily for older adults and people with disabilities. The key to Ride Connection's success has been a customer focus, and high quality service. They also work hard to avoid acting in a silo.

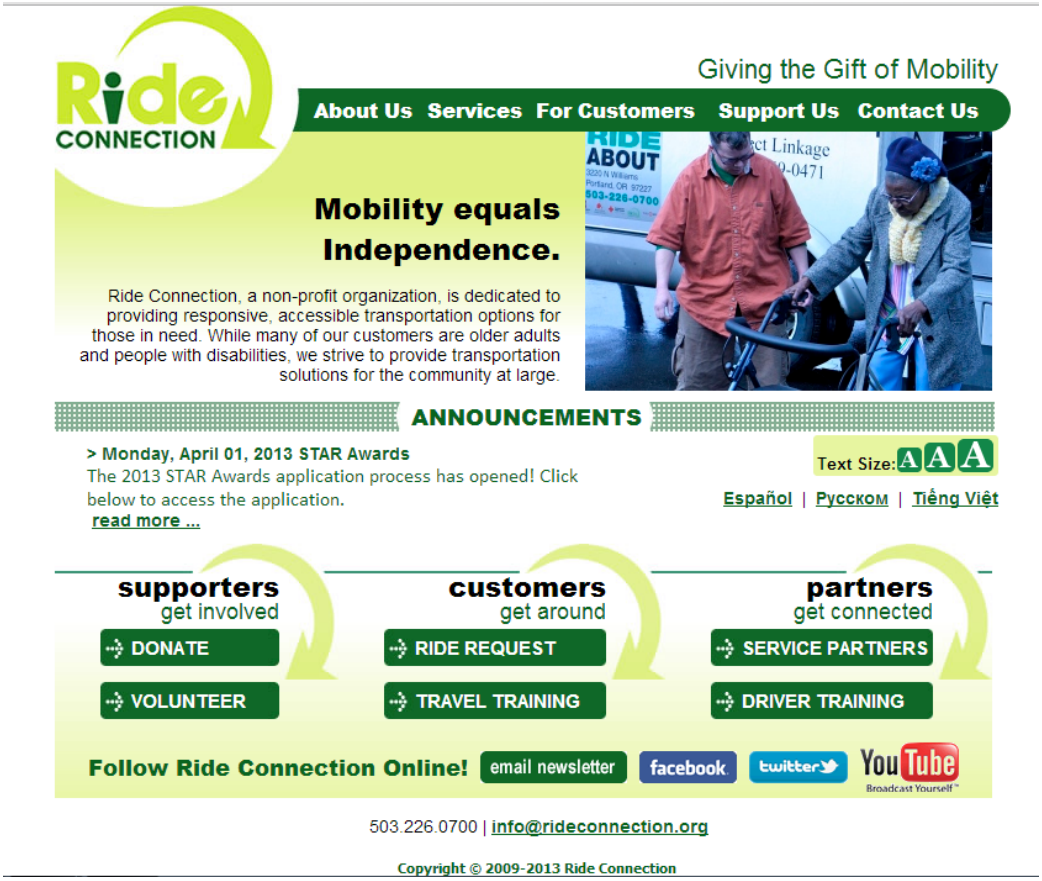


Figure 14: Ride Connection web page shows innovative programs
www.rideconnection.org

Ride Connection started as a volunteer driving program more than 30 years ago as Tri Met, Portland's public transportation service was considering options for managing paratransit. It has now evolved into a quasi-brokerage that connects various human service transportation providers.

Ride Connection offers a high quality demand response trip planning through the web interface shown below.

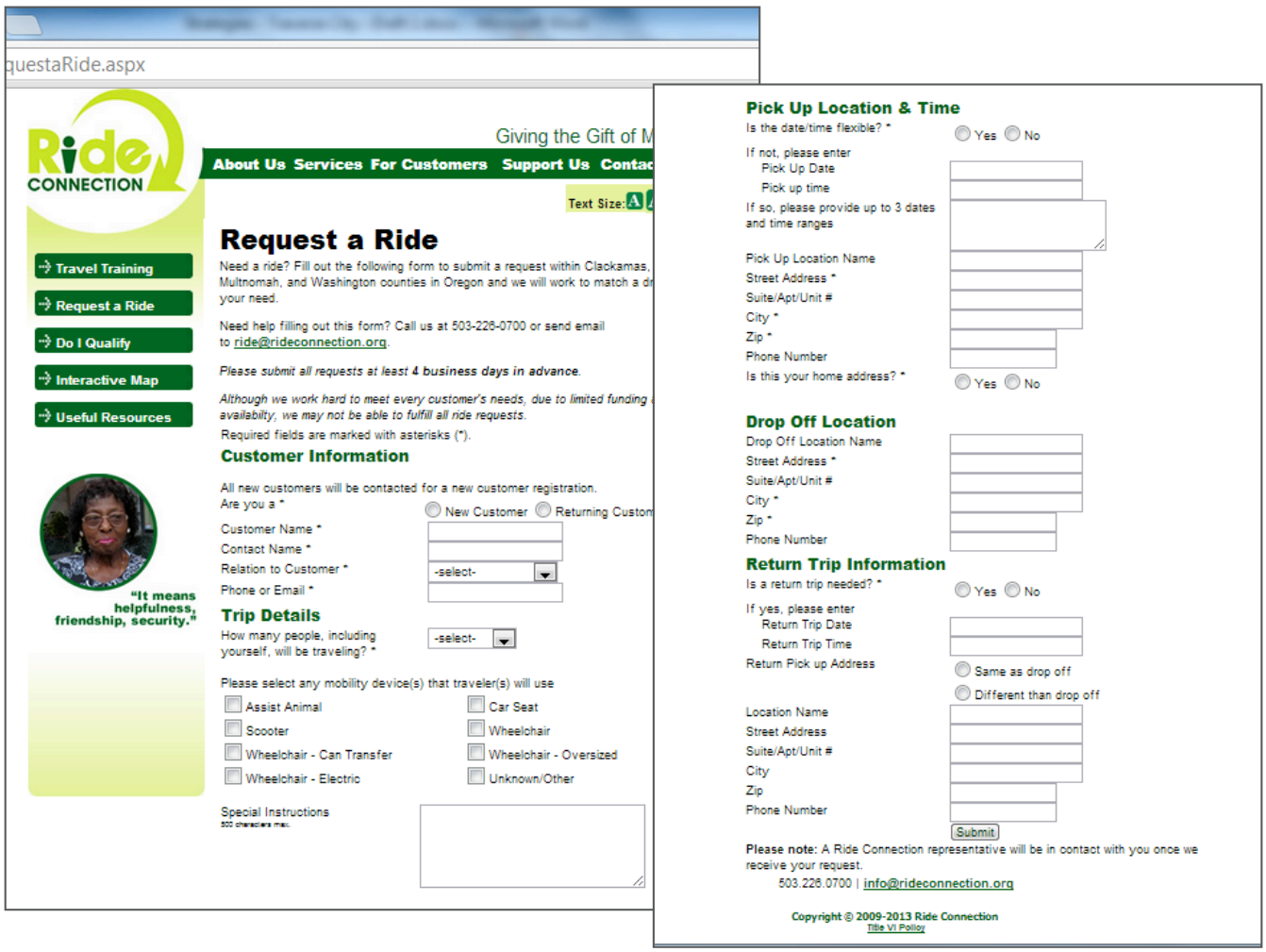


Figure 15: Ride Connection interface for requesting a ride

Example: San Francisco Bay Area 511 Traveler Information System

The San Francisco Bay Area was among the first areas in the country to implement the 511 traveler information system. It remains at the cutting edge of traveler information. By phone or web, people in the Bay Area can access planning and real-time information about all modes of transportation and parking.

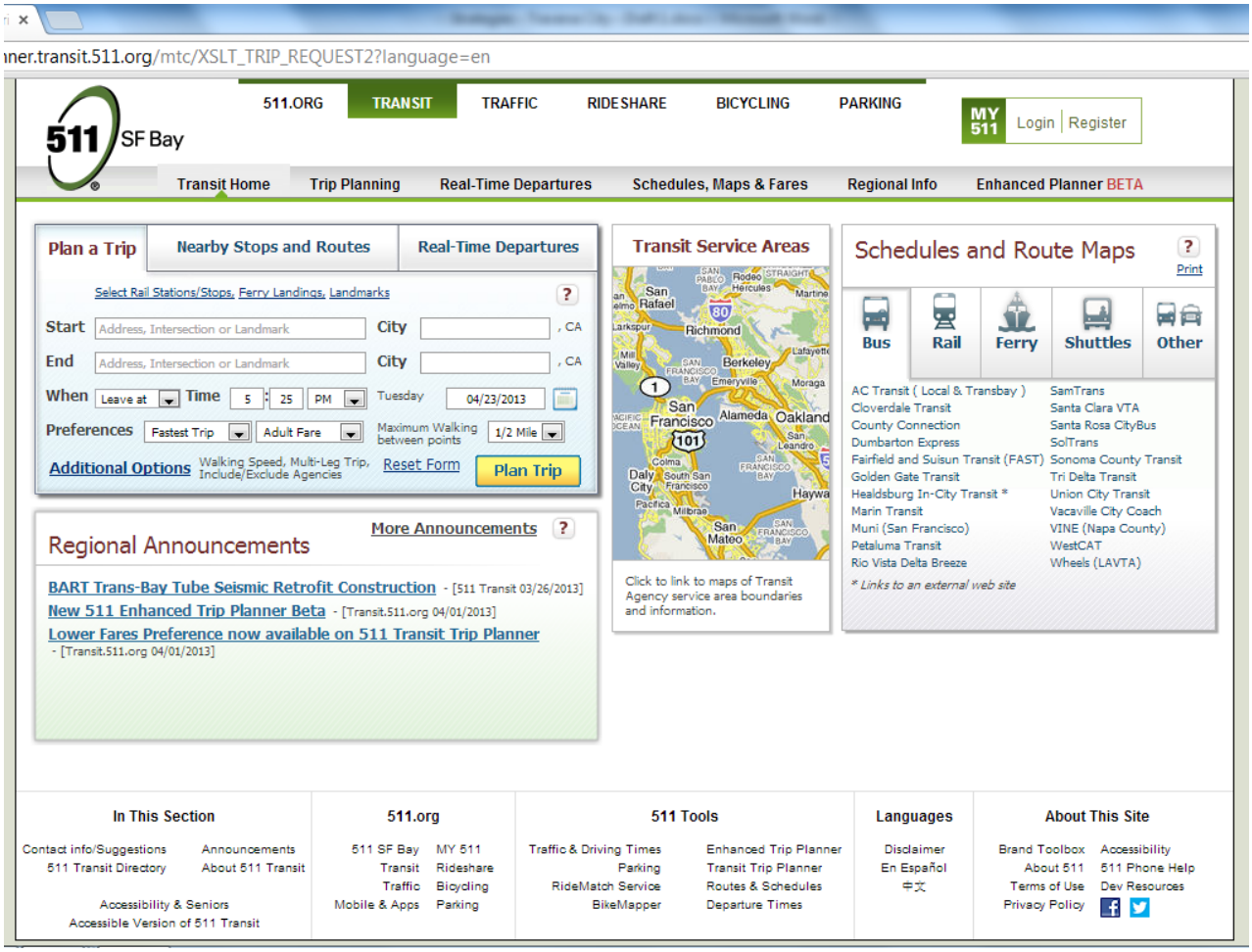


Figure 16: 511 transit trip planner for the San Francisco Bay Area

Example: Michigan MI Commute Website

MI Commute is Michigan's statewide trip planning one call – one click resource. It includes good educational content. However, it's effectiveness for helping people find rides is dependent on the quality of the local websites it links to.

Figure 17: Mi Commute

SUPPLEMENT D: BUS STOP AND SHELTER SAMPLE DESIGNS

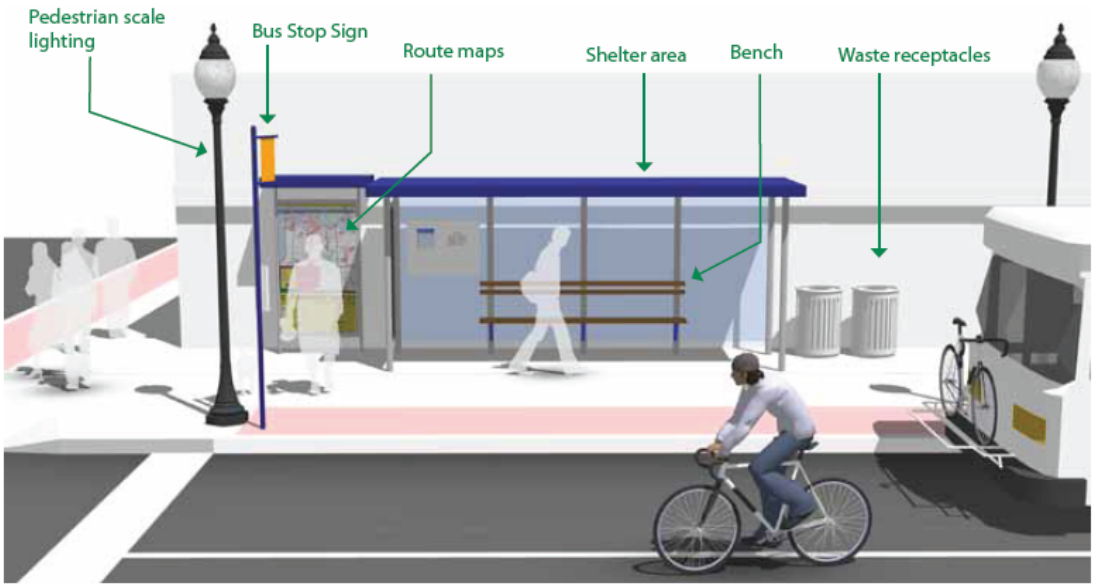


Figure 18: Components of a bus stop
http://www.mtnapa.org/images/Montana%20Complete%20Streets%20Toolkit-August_23_small.pdf

M

Figure 19: Accessib
Transit in Small Cities
www.oregon.gov/LCD

Table I

Descriptio		
1- Shelter	$5,000	$12,500
2- Solar panel	none	$3,500
3. Bench Wood, plastic, or steel	$450	$2,200
4- Map frame or totem 32" x 32"	none	$375
Bike rack	none	$500
Trash receptacle	none	$500

Load and transport	none	$1,752
Concrete foundation	$320	$320
Installation	$3,500	$6,300
Total	**$9,270**	**$27,947**

Table D-2: Maintenance estimate per shelter

Janitorial cost estimates			
Cleans per week		1	
Weeks per month		4.33	
Cleans per month		4.33	
Time per cleaning		0.75	hours
Salary	$	12.00	per hour
Overhead multiplier		1.75	
Cost per hour	$	21.00	
Estimated monthly cost	$	68.20	
Error value per month	$	20.46	30%
Monthly janitorial cost estimate per shelter	$	88.66	

Figure 20: Brasco 5' x 10'shelter with tinted acrylic hip roof, powder coated blue. Charlotte NC. Cost: about $5,000, not including installation, concrete pad, power, bike rack (not shown) trash receptacle

Figure 21: Locally designed and sourced bus shelter in Bozeman, Montana. Cost estimate: $17,000 including installation, concrete pad, trash receptacle, and bike rack.

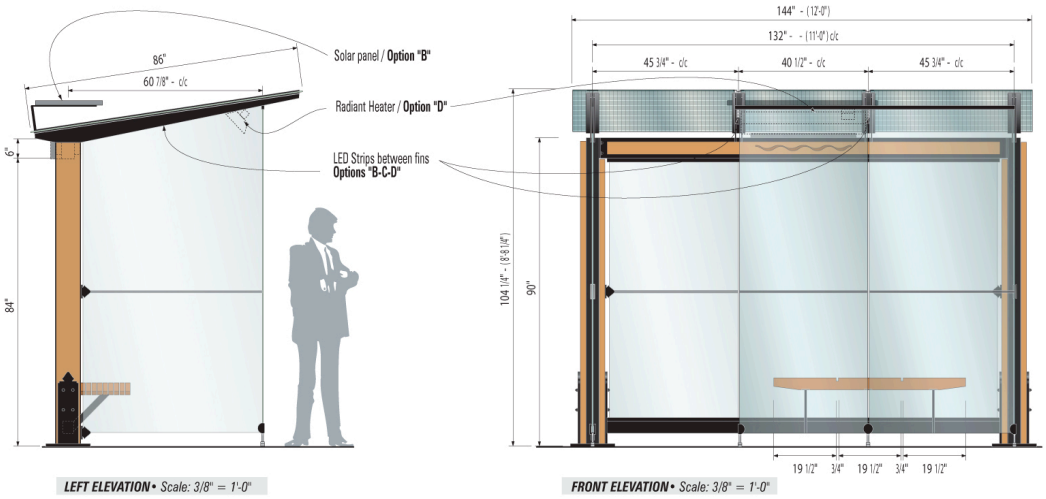
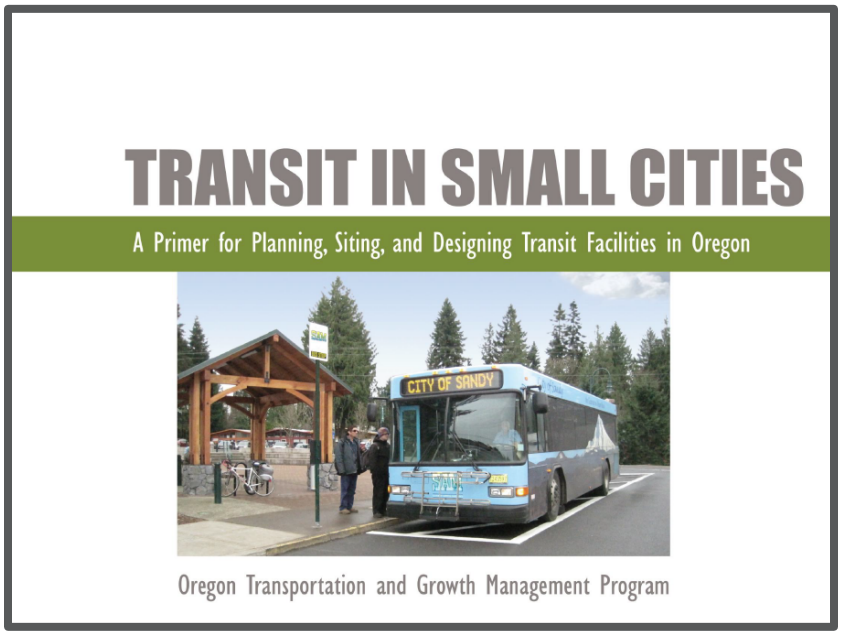


Figure 22: Custom shelters for Jackson, Wyoming were selected to maximize transparency and minimize elements that could obstruct scenic views. Cost: $24,300 installed.

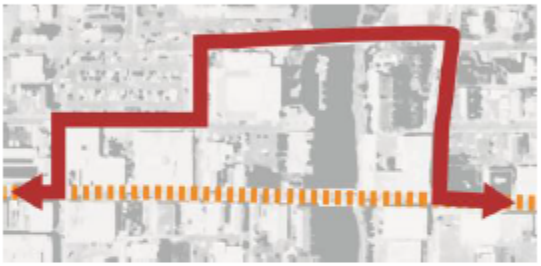
Enseicom 85” x 144” shelter, solar panel, bench, map frame, & transport: $18,000 (not installed). Double shelter: 85” x 276”: $32,000 (not installed). Jackson has stringent design standards; design minimizes elements that would obstruct views of the mountains that surround town.


TRANSIT IN SMALL CITIES
A Primer for Planning, Siting, and Designing Transit Facilities in Oregon
CITY OF SANDY
Oregon Transportation and Growth Management Program

DESIGN ANALYSIS:
Balancing Benefits

Circuitous Routes:

- pull activity from business core
- atrophy main street businesses
- lengthen routes and create less efficient service



Direct Routes:

- bring people to and from main street
- encourage patronage and vibrancy
- shorten routes for faster service

Main Street, Port Orford, AKA U.S. 101

SUPPLEMENT E: SAMPLE DIRECTORY OF TRANSPORTATION SERVICES

Humboldt Transportation Services Guide
http://www.trilliumtransit.com/trillium-wordpress/wp-content/uploads/2010/01/Humboldt-County-Transportation-Guide-FINAL-low-resolution.pdf

insert pdf