State of Mobility Management
Marquette

January 2013

Prepared for

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State of Mobility Management in Marquette County

The purpose of this document is to serve as a starting point for discussion of the existing conditions in Marquette as it relates to mobility management. Information will be added to this document as the project progresses, and then incorporated into a project report identifying framework strategies for mobility management within or near existing funding levels for the community of Marquette.

Marquette has chosen to develop regional mobility management strategies under the Michigan Sustainable Communities/Smart Growth America Demonstration Project, with a focus on the Third Street Corridor. These strategies and the corridor focus will be designed to optimize organizational structure and service delivery for public transportation services and serve as a model for statewide service delivery.

This is a working document to be used in the first stage of the planning process as a discussion tool for helping to better understand the conditions in the community. Community representatives and the project team will use this document as a framework for assessing where each element of the community’s transportation system is strong and what elements hold the greatest potential for improvement. The information contained in this document is largely based on communications with the City of Marquette, Michigan Department of Transportation (MDOT), and Marq-Tran, as well as a review of documents and web pages. Depth will be added and corrections will be made after the first project workshop and interviews are completed.

City of Marquette

The City of Marquette is located in the central region of Michigan’s Upper Peninsula (UP). With a population of 21,335, it is the UP’s largest community. In addition to being a population center, it serves as the regional center for education, health care, recreation, and retail. This regional draw is particularly evident due to Northern Michigan University (NMU) and Marquette General Hospital, both of which are located in the City of Marquette.
Figure 1: Key Census Data (American Community Survey 2008-2011 estimates)

In October 2010, Forbes announced their “Ten Best Small Cities to Raise a Family,” and Marquette was designated #3 in the nation.¹ CNN Money identified the community as one of the top five “Best Places to Retire”, citing an affordable median home price of $145,000 and a sizable senior population.

Existing Studies and Efforts

Our review of existing studies and efforts indicates that the City of Marquette has a strong commitment, and has made great progress toward its vision of achieving economic prosperity and a high quality of life by becoming a premier sustainable, livable, walkable community. However, it appears that there are opportunities to more fully incorporate public transportation into this vision and into Marquette’s implementation strategies. For example, the City has an excellent website with a wealth of information, but there is no mention of public transportation except for one link to Marq-Tran under transportation at the bottom of the “Visiting Marquette” page. There is no mention of public transportation on the Living and Working pages. City maps\(^2\) include sidewalks, plowed sidewalks, intersections with ADA ramps, trails and many others, but do not include maps of public transportation routes and bus stops. Similarly, as discussed in more detail below, Marq-Tran is noticeably absent from the 2004 Community Master Plan as well as Northern Michigan University’s website.

In contrast, public transportation services appear to have a much higher profile in the county as indicated by the prominent focus on Marq-Tran in the US 41 Corridor Plan discussed below.

Community Master Plan (CMP) – May 2004

The City’s 2004 Community Master Plan presents a strong vision for a walkable community with many recommendations for transportation infrastructure improvements to achieve this vision. However, discussion of the role of public transportation is notably absent from most of the plan. With the exception of two references noted below, bus stops are never mentioned as a transportation infrastructure element or as an element of walkability. A keyword search for Marq-Tran produced no results anywhere in the 383 page document.

Starting in May, the City will be updating their CMP. This process will provide an opportunity to incorporate goals and objectives for mobility management and for incorporating public transportation into the City’s vision and strategies.

The 2004 CMP\(^3\) lays out the vision for the community and provides goals and actions. The vision, “Marquette - The premier livable / walkable winter city in North America”, is tightly related to mobility management strategies and a focus on the Third Street corridor. The stated goals are:

- Create and Preserve Viable and Livable Neighborhoods
- Develop a Historic and Diverse Downtown

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\(^2\) [http://www.mqtcty.org/maps.html](http://www.mqtcty.org/maps.html)

\(^3\) [http://www.mqtcty.org/Departments/Planning/Files/master_plan.pdf](http://www.mqtcty.org/Departments/Planning/Files/master_plan.pdf)
State of the Community – Marquette Mobility Management
Smart Growth America

- Create an Efficient, Functional, and Connected Transportation System
- Make Marquette a Walkable Community
- Foster Economic Diversity and a Family Sustainable Workplace
- Promote Marquette’s all season quality of life as a premier Winter City
- Protect Marquette’s Natural Resources

Community “themes” that emerged from the results of the public participation process and relate to this project included:

- **A Historic and Diverse 24-7 Downtown** – “Improve downtown transit connections and establish a climate-responsive bus shelter in the downtown, to encourage all season utilization of transit as a viable transportation alternative.” (Objective 15 / page 77)

- **Revitalization of Downtown** – Working sessions with residents and City leaders throughout the master planning process have resulted in the creation of a number of specific objectives for the Downtown area including “encourage the all-season use of public transportation by improving downtown transit connections and by establishing a climate-responsive bus shelter in the downtown district.” (page 125)

- **Winter Design Guidelines and Pedestrian Circulation** – The plan asks the community to “ensure that transition areas such as curb-cuts and bus stop platforms are properly plowed to ensure pedestrian safety. These areas are often a collecting point for large mounds of icy snow due to street plowing.” (page 201)

- **Community impression of Marq-Tran** – The public participation process included *Imagining a Future Marquette*. In small groups, students discussed the kind of community they would like to live in as an adult, perhaps ten to twenty years from now. How would people get to work, play? “Most students said they do not image a bus system as a means of mass transit because they have a negative association with the current bus system” (Page 99). This impression among non-users is common in many small communities.

**City – South 3rd Corridor**

The City of Marquette applied for a Housing Development Grant from the Michigan State Housing Development Authority for efforts to revitalize the Third Street Village Corridor. This effort is described in the following excerpt from the City’s June 25, 2012 grant report:

“The City of Marquette is committed to securing quality, affordable housing and sustainable mixed-use development in proximity to its downtown, the “Third Street Village” corridor, and its two largest employers: Northern Michigan University (NMU) and Marquette General Hospital (MGH). They are undertaking a comprehensive planning effort to create a vibrant, resilient, mixed-use corridor that links downtown Marquette, with NMU and the surrounding neighborhoods. This effort is intended to provide progressive development guidance for the mixed-use corridor known as the “Third Street...
Village” located along Third Street, between Ridge Street and Fair Avenue. The Village corridor is a pedestrian focused, mixed-use district, zoned “community business”, and is adjacent to Marquette’s historic downtown, MGH and the NMU campus. The corridor is heavily travelled and fairly vibrant as it has for decades offered a wide array of services, shopping and dining. However, there are serious challenges to the continued success of Village businesses and the availability of affordable housing in and around this corridor. The City has created the Third Street Village Corridor Sustainable Development Plan to help achieve sustainable and equitable housing; transportation alternatives; improved economic conditions for the local businesses; the integration of mixed-income housing with accessible commercial and institutional land uses, and other related goals.”

Transit and mobility management strategies can play an important role in achieving effective transportation alternatives for this corridor. The potential for improving transportation options in this area is enhanced by the recent construction of Marq-Tran’s new downtown transfer station on South 3rd, at the corner of Spring Street, three blocks south of the Village Corridor. Overall, this effort should provide an excellent case study of how opportunities and strategies to achieve neighborhood-level goals and objectives can be developed through a mobility management approach that assesses neighborhood needs in the context of big-picture, community-wide transportation and funding options. For example, Mobility Management can help to identify opportunities to achieve efficiencies in service to free up funding for high priority objectives.

Complete Streets

The City’s adopted complete streets policy calls for using context sensitive design and American Association of State Highway and Transportation Officials (AASHTO) design standards to integrate pedestrian, bicycle and public transit needs into the planning, funding, design, construction, operation and maintenance of new and modified streets.


This document provides detailed information on the corridors that carry people into and through Marquette. The corridors include major shopping destinations such as Walmart.

The Corridor Advisory Committee meets monthly and reviews all the pending permits and prospective development projects proposed along the corridor. The Corridor Advisory Committee includes more than just eight local governments and MDOT. It also includes representatives of the County Road Commission, County Planning, law enforcement, Marq-Tran and others.

This corridor includes Marq-Tran routes that run both west and southeast from Marquette. The plan includes a section addressing transit along with a number of recommendations involving Marq-Tran.

The plan includes a transit section, referenced in this report in the Marq-Tran section. The following transit recommendations are made in the plan:

- **Chocolay Township** – east of Marquette - Relocate bus stop shelter to an area better served by pedestrians and transit users (S). (page 4-18)

- **Marquette Township** – Improved pedestrian and transit access should be coordinated from Brickyard road to the City of Marquette (coordinated sidewalks/pedestrian facility) (page 4-15)

- **Ishpeming** – The City should consider a plan that addresses pedestrian, bike, and transit accessibility and landscaping improvements for the US-41/M-28 corridor. (page 4-21)

- **Marquette Tourism** – Marq-Tran should seize opportunities to service tourists that come to Marquette for recreation events by offering more visible information on services, such as a downtown kiosk. (page 4-25)

- **Bus Stop Amenities, Information & Visibility** – Bus shelters and signs would assist those unfamiliar with the system to try it out. Bus stop signs with schedules for the route and maps of where it goes are particularly helpful. The current system of “flag stops” can be difficult for those who are not familiar with the system or the area. (page 4-25)

- **Stops at Trailheads and Carpool Lots** – The existing routes should be reevaluated to ensure that trailheads, specifically the Iron Ore Heritage Trail, and also established carpool lots are included along the routes. (page 4-25)

**Other**

Marquette has an approved transportation asset management plan. The City of Marquette was selected to receive an Organizational Achievement Award from the Michigan Transportation Asset Management Council at the Michigan Transportation Asset Management U.P. Conference, held in Marquette on October 27, 2009.

The most recent transit plan for Marq-Tran[^5] was completed in 2005 and provides some guidance for the period 2006-2010. The focus was on site selection for a new downtown transfer facility, leaving little opportunity to assess route-by-route performance and to consider service alternatives. Key information from this plan is incorporated into the discussion of MarqTran that follows.

Transportation Providers Overview

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.

The table below lists the public agencies, non-profit organizations and private companies that provide transportation in Marquette County. This list currently includes providers we were able to identify through research to date. As we conduct interviews with stakeholders we may learn of other providers and will add them to this table. Beyond the public transportation provider, funding information is generally not easily accessible and will be collected directly from all stakeholders who are willing and able to share it. Those who participate in interviews or meetings during our Transportation Review will be indicated with an asterisk*. For all providers listed in this table, contact information, organization descriptions, and notes are included in subsequent sections of this document.
## Table 1: Marquette County Providers

<table>
<thead>
<tr>
<th>Provider</th>
<th>Federal Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FTA /FHWA</td>
</tr>
<tr>
<td>General Public</td>
<td></td>
</tr>
<tr>
<td>Marqtran, Marquette County Transit Authority</td>
<td>X</td>
</tr>
<tr>
<td>Indian Trails Bus</td>
<td>X</td>
</tr>
<tr>
<td>Sawyer International Airport</td>
<td>X</td>
</tr>
<tr>
<td>Elderly/disabled</td>
<td></td>
</tr>
<tr>
<td>Marquette County Aging Services</td>
<td></td>
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<tr>
<td>Governmental &amp; Non-Profit Transportation Services</td>
<td></td>
</tr>
<tr>
<td>Private non-emergency medical transportation</td>
<td></td>
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<tr>
<td>Mediride</td>
<td></td>
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<tr>
<td>Wings of Mercy</td>
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<tr>
<td>Michigan Transportation Services</td>
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<tr>
<td>Taxi/Limousine</td>
<td></td>
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<tr>
<td>Taxi Tycoon</td>
<td></td>
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<tr>
<td>UpTown Taxi</td>
<td></td>
</tr>
<tr>
<td>Apple Cabs</td>
<td></td>
</tr>
<tr>
<td>Checker Cab of Marquette</td>
<td></td>
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<tr>
<td>Checker Bus of Marquette</td>
<td></td>
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<tr>
<td>Charter</td>
<td></td>
</tr>
<tr>
<td>Checker Transport</td>
<td></td>
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<tr>
<td>Spotlight Coaches</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>First Student - <em>Students only</em></td>
<td></td>
</tr>
<tr>
<td>Wildcat Shuttle – NMU campus only</td>
<td></td>
</tr>
</tbody>
</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 2: Various Marq-Tran Routes (per Corridor Plan)](image)

### 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>
<thead>
<tr>
<th>Table 2: Marq-Tran Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Line-Haul Unlinked Passenger Trips (Fixed Route)</strong></td>
</tr>
<tr>
<td><strong>Demand-Response Unlinked Passenger Trips</strong></td>
</tr>
<tr>
<td><strong>Total Trips [calculated]</strong></td>
</tr>
<tr>
<td><strong>Days Operated</strong></td>
</tr>
<tr>
<td><strong>Revenue</strong></td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
</tr>
<tr>
<td><strong>Eligible for Reimbursement</strong></td>
</tr>
<tr>
<td><strong>Line-Haul Vehicles</strong></td>
</tr>
<tr>
<td><strong>Demand-Response Vehicles</strong></td>
</tr>
<tr>
<td><strong>Vehicle Hours</strong></td>
</tr>
<tr>
<td><strong>Vehicle Miles</strong></td>
</tr>
<tr>
<td><strong>Cost per Trip [calculated]</strong></td>
</tr>
<tr>
<td><strong>Cost per Mile [calculated]</strong></td>
</tr>
<tr>
<td><strong>Cost per Hour [calculated]</strong></td>
</tr>
<tr>
<td><strong>Passengers per Hour [calculated]</strong></td>
</tr>
</tbody>
</table>
Figure 3: Marq-Tran Revenue Distribution 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 had to negotiate with the vendor to be offered the ski rack–bike rack combination.
Infrastructure

During our site visit we will assess the extent to which Marq-Tran’s bus stops are safe, convenient and visible. 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”.
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 walkability. 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.

Communications & Technology

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>
<thead>
<tr>
<th>Element</th>
<th>Y/N</th>
<th>Status</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand-alone website</td>
<td>Y</td>
<td>Could be much more attractive</td>
<td>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!” – <a href="http://actr-vt.org/">http://actr-vt.org/</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>and inviting</td>
<td></td>
</tr>
<tr>
<td>Important information above the fold</td>
<td>N</td>
<td>Many features are missing</td>
<td>See notes below</td>
</tr>
<tr>
<td>on homepage</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trip Planner</td>
<td>N</td>
<td>missing</td>
<td>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.</td>
</tr>
<tr>
<td>Real Time Bus Tracking</td>
<td>N</td>
<td>Missing</td>
<td>Marq-Tran does not appear to have this capability</td>
</tr>
<tr>
<td>Mobile Interface</td>
<td>N</td>
<td>Missing</td>
<td>Marq-Tran does not appear to have this capability</td>
</tr>
<tr>
<td>Riders Guide: How to ride information</td>
<td>N</td>
<td>Missing</td>
<td>This is a standard feature of transit websites that is particularly helpful for first time riders. A couple good examples are: <a href="http://actr-vt.org/riders-guide/#usingtheschedules">http://actr-vt.org/riders-guide/#usingtheschedules</a> or “Riding the Bus” link on homepage at <a href="http://www.mountainline.com/">www.mountainline.com/</a></td>
</tr>
<tr>
<td>Fare Information</td>
<td>Y</td>
<td>Incomplete and hard to find</td>
<td>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</td>
</tr>
<tr>
<td>Element</td>
<td>Y/N</td>
<td>Status</td>
<td>Notes</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>-----</td>
<td>---------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Route Maps</td>
<td>Y</td>
<td>Fairly easy to read and</td>
<td>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 &amp; examples above)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>easy to find on website</td>
<td></td>
</tr>
<tr>
<td>Schedules</td>
<td>Y</td>
<td>Easy to find on website,</td>
<td>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 <a href="http://trimet.org/index.htm">http://trimet.org/index.htm</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>but somewhat hard to</td>
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<td></td>
<td></td>
<td>understand.</td>
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</tr>
<tr>
<td>Route/Schedule changes special announcements</td>
<td>?</td>
<td>?</td>
<td>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.</td>
</tr>
<tr>
<td>Images</td>
<td>N</td>
<td>Only one small image on</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>homepage</td>
<td></td>
</tr>
<tr>
<td>Links</td>
<td>N</td>
<td>Missing</td>
<td>No links to other transportation providers and resources such as: find-a-ride resources, social service transportation, ridesharing, etc.</td>
</tr>
</tbody>
</table>
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)6. 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 14907. 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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6 http://www.indiantrails.com/scheduled-service

7 www.indiantrails.com/sites/default/files/1490_0.pdf
Figure 6: Intercity bus and train routes in Marquette area

**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.

![Michigan Amtrak Routes](http://tickets.amtrak.com/secure/content/routeatlas/index.html)

**Connections to Airports**
Marq-Tran’s Marquette-Sawyer-Gwinn route stops at Sawyer International Airport multiple times a day.

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9 [http://tickets.amtrak.com/secure/content/routeatlas/index.html](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\(^\text{10}\). 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.

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.\(^\text{11}\)

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
We have found contact information for two NEMT providers, one local and one statewide.

\(^\text{10}\) [http://www.nmu.edu/publicsafety/node/226](http://www.nmu.edu/publicsafety/node/226)

\(^\text{11}\) [www.ironmountain.va.gov/services/](www.ironmountain.va.gov/services/)
925 West Washington Street
Marquette, MI 49855
(906) 226-4565

Provides Advanced Life Support emergency services, available for non-emergency medical transportation and special events coverage.

Michigan Transportation Services
[www.michigantransportation.com/michigan_transportation_services_about_us.php](http://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.

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.
Complete Streets & Ridesharing

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.

NMU operates a web-based carpool network www.nmu.edu/dso/node/55. This is the only evidence of organized ridesharing that we have been able to find.
Current Transportation Funding

Marq-Tran’s budget is fairly typical for a micropolitan rural community – a combination of federal FTA funding, state funding, a local millage, university and other contracts, and farebox revenue. Additionally, in a community such as Marquette, a wide variety of other federal programs purchase transportation in various forms. Transportation assistance is typically provided for a wide range of individuals through Medicaid, Medicare, Workforce Investment Act (WIA - Department of Labor), Veterans’ Administration (VA), Community Development Block Grants (CDBG), Department of Justice and other federal and state programs. In most communities, Medicaid is by far the largest of these funding sources. This funding flows through a variety of social service agencies and non-governmental organizations. Many of these organizations purchase bus passes or individual rides on public fixed route and paratransit services. However, in many cases rides are provided directly by these organizations or purchased through privately operated taxi services, private non-emergency medical transportation (NEMT) providers, or the funding is used to reimburse gas and mileage when a client rides with family or friends.

As we continue to collect information and conduct interviews concerning transportation services in the Marquette area, we will summarize funding information in the following tables. Based on our experience elsewhere, we expect some agencies to report the amount spent on different providers, while others will offer an undivided lump sum value. We may be unable to collect data from others. Additionally, it will only be possible to roughly estimate the portion of social service funding that ends up as Farebox revenue. In spite of these uncertainties, we believe it should be possible to make a reasonable ballpark estimate of funding from all sources.
## Table 4: Identified Transportation Funding Sources

<table>
<thead>
<tr>
<th>Provider</th>
<th>Funder</th>
<th>Amount (2012)</th>
<th>% of Expenses</th>
<th>Funding Program</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marq-Tran</td>
<td>FTA Section 5311</td>
<td>$544,559</td>
<td>18%</td>
<td>Federal Transit Administration</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rural Technical Assistance Program (FTA)</td>
<td>$4,000</td>
<td>0.1%</td>
<td>Federal Transit Administration</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other Federal Transit Contracts &amp; Reimbursements</td>
<td>$659,120</td>
<td>22%</td>
<td>Federal Transit Administration</td>
<td></td>
</tr>
<tr>
<td></td>
<td>State Operating Assistance</td>
<td>$1,087,463</td>
<td>37%</td>
<td>State</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Marquette County millage</td>
<td>$1,162,731</td>
<td>40%</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Farebox - individuals</td>
<td>$182,895</td>
<td>6%</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contract Fares:</td>
<td>$125,633</td>
<td>18%</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Intercity Ticket Sales</td>
<td>$20,170</td>
<td>1%</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advertising</td>
<td>$4,600</td>
<td>0.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Miscellaneous: Interest Income, Prior Year Refunds and Credits</td>
<td>$24,148</td>
<td>1%</td>
<td>Local</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan Works</td>
<td></td>
<td></td>
<td>Workforce Investment Act (WIA) - Department of Labor</td>
<td>Do they purchase fares/passes?</td>
</tr>
<tr>
<td></td>
<td>School District</td>
<td></td>
<td></td>
<td>Education and HHS</td>
<td>Do they purchase fares/passes?</td>
</tr>
<tr>
<td></td>
<td>Department of Human Services</td>
<td></td>
<td></td>
<td>Could get Medicaid or Medicare. Do they?</td>
<td>Need information from DHS</td>
</tr>
<tr>
<td></td>
<td>Department of Human Services</td>
<td></td>
<td></td>
<td>Family Services (HHS)</td>
<td>Do they purchase fares/passes?</td>
</tr>
<tr>
<td></td>
<td>Department of Human Services</td>
<td></td>
<td></td>
<td>Temporary Aid for Needy Families</td>
<td>Do they purchase fares/passes?</td>
</tr>
<tr>
<td></td>
<td>Other?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marquette County Aging Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Need info from stakeholder interview</td>
</tr>
<tr>
<td>Veterans Service – Marquette Clinic</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Do they provide and/or purchase transportation?</td>
</tr>
</tbody>
</table>
### Table 5: Transportation Funding Amounts

<table>
<thead>
<tr>
<th>Funding Agency</th>
<th>Federal Funding Program</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mental Health –</td>
<td>Federal Medicaid (??%), state General Fund (??%)</td>
<td>$</td>
</tr>
<tr>
<td>Department of Human Services</td>
<td>Medicaid, Medicare, Family Services, Temporary Aid for Needy Families</td>
<td>$</td>
</tr>
<tr>
<td>Michigan Works</td>
<td>Jobs, Education, Training - JET (Department of Labor)</td>
<td>$</td>
</tr>
<tr>
<td>School District</td>
<td>Education and HHS</td>
<td>$</td>
</tr>
<tr>
<td>?</td>
<td>Community Development Block Program</td>
<td>$</td>
</tr>
<tr>
<td>Sobriety Court</td>
<td>Local</td>
<td>$</td>
</tr>
<tr>
<td>Michigan Works</td>
<td>Workforce Investment Act (WIA) - Department of Labor</td>
<td>$</td>
</tr>
<tr>
<td>Donations and other small grants</td>
<td>NA</td>
<td>$</td>
</tr>
<tr>
<td>Headstart</td>
<td>Headstart (HHS)</td>
<td>$</td>
</tr>
<tr>
<td>Veterans Service Transportation Program</td>
<td>Veterans Affairs</td>
<td>$</td>
</tr>
<tr>
<td><strong>Total Funding (non-Marq-Tran)</strong></td>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>
Mobility Management and Coordination Partners

Effective mobility management requires coordinating not just transportation providers but all the organizations that are stakeholders in addressing the area’s transportation needs – including needs that are currently unmet. This section provides information about a wide range of potential coordination partners who do not directly provide transportation. As we communicate with these stakeholders over the course of this project, we expect to identify opportunities to improve service and increase funding.

Web-Based Resources

Call 2-1-1
Call 2-1-1 is a national 3-digit phone number set aside for information and referral services. Communities or regions operate their own 2-1-1 services in accordance to the standards set by the National Association of Information Referral Services (NAIRS). Upper Peninsula Call 211 has information about transportation resources on their website. Few transportation providers are listed and the information on this website appears to be somewhat incomplete. For example, no taxis are listed however a yellow pages web search shows four taxi companies operating in Marquette.

The Michigan Association of United Ways is currently in the process of creating one statewide phone number, with efforts to keep transportation data up-to-date.

Marq-Tran
Marq-Tran’s website has no links to find-a-ride resources or other providers.

City Government

All of the following officials, departments, boards and committees listed on the City website (www.mqtcy.org/government.html and www.mqtcy.org/departments.html) are potential coordination partners:

- City Commission http://www.mqtcy.org/commission_city.html
- City Manager http://www.mqtcy.org/manager.html
- Community Development
- Community Services
- Engineering/City Engineer
- Parks & Recreation
- Planning/City Planner
- Public Works

12 www.referweb.net/up211/Subcategory.aspx?49855;Marquette;15254;;0;2959;Shelter/Housing/Transportation
As with the City’s Community Master Plan, information about public transportation is notably absent from most of NMU’s website. Moreover, even information about NMU’s own carpooling program and on-campus Wildcat shuttle are poorly integrated into the website. Combined with the quote from the City’s 2004 CMP that students had “a negative association with the current bus system”, this indicates that it may take a significant amount of outreach to engage the full potential of this important partner.

NMU is a particularly important partner because the Marq-Tran website lists NMU as one of only three contracts, and typically, universities and student associations are significant funders for their local transit services. Students, staff and faculty also typically represent a large percentage of the ridership for transit systems in college towns.

NMU’s importance is also obvious from a simple analysis of student and staff numbers. According to NMU’s Human Resources Department\(^{14}\), the university employs over 1,000 faculty and staff and has over 9,400 students. According to a profile by US News over 8,600 students are enrolled at NMU and 62.1 percent of students live off campus. Based on these student and faculty statistics, nearly 7,000 individuals commute back and forth to NMU on a regular basis.\(^{15}\)

NMU operates the daytime, on-campus Wildcat Shuttle Service for students, faculty and staff, but does not offer any off-campus transportation services. Information about this service is not easy to find on the NMU website – none of the parking pages have information or links to the Carpool Network page. This page can only be found from the Dean of Students Office page.

The NMU website includes multiple pages with information about parking as well as a web-based carpool network resource\(^{16}\). However, after reviewing the NMU website we found no information about public transportation and no links to Marq-Tran on any of the following web pages and pdf documents: Housing and Residence Life, Students, Student’s Guide to Living Off-Campus, carpool network page, faculty and staff pages,

\(^{14}\) https://employme.nmu.edu/applicants/jsp/shared/Welcome_css.jsp
\(^{15}\) http://colleges.usnews.rankingsandreviews.com/best-colleges/northern-michigan-university-2301
\(^{16}\) www.nmu.edu/dso/node/55
and all but one of the parking information pages. The “Services” webpage\(^{17}\) for the Associated Students of NMU has a link for the Wildcat Shuttle, but no mention of Marq-Tran.

The only information about Marq-Tran is on the Wildcat Shuttle webpage, which is under Public Safety and Parking. The Commuter Student FAQs page also links to the Wildcat Shuttle but has no mention of Marq-Tran. There is no link to the Marq-Tran website or even a phone number. The only information is the following notice dated 9/14/2012:

“Off Campus Shuttle Service Available Free to NMU Students, Faculty and Staff with Valid ID. Marq-Tran’s web site is under revision and current route maps are being printed. The maps will be available at Public Safety for viewing later next week. This information is also available at the Marq-Tran Office, 1325 Commerce Drive, Marquette, MI 49855, and on each bus.”

An important coordination partner at NMU is the Facilities Sustainability Coordinator. However, currently none of NMU’s eight sustainability web pages include any mention of transportation.

Engineering and Planning Department
906-227-2292
gogreen@nmu.edu

Another potential coordination partner at NMU is the Parking and Traffic Committee\(^ {18}\).

**Downtown Development Authority**

As described on the organization website, the Downtown Development Authority (the DDA) was established in 1976, with the purpose to “halt property value deterioration and increase property tax valuation...to eliminate the causes of that deterioration, and to promote economic growth.” Downtown Development Authorities operate under the auspices of Act 197 and have the power to conduct an analysis of economic changes taking place in the downtown district; long-range planning for the downtown area; land acquisition and improvement; building construction, improvement, rehabilitation, maintenance and operation; and construction and maintenance of public facilities such as water and sewer lines, parking lots, streets, street lighting, convention centers, parks, and marinas. The Marquette Downtown Development Authority currently uses several sources of funding its purposes. These include tax increment financing (TIF) and a 2 mill property tax on property within the district. The Authority's annual budget is approved by City Commission.

**NMU Students for Sustainable Living**

This student group appears to be a logical partner for promoting transit ridership and ridesharing by NMU students. \(^{19}\)

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\(^{17}\) [www.nmu.edu/publicsafety/node/226]

\(^{18}\) [www.nmu.edu/publicsafety/node/218]
Transportation Coordinating Committee (TCC)

Typically, TCC’s focus on road transportation and have limited interest, engagement and knowledge about transit, ridesharing, walking, and biking. We will need to determine the level of engagement of the local TCC in the Marquette area.

M-DOT Marquette Staff

Chuck Lindstrom, MDOT Project Manager
Office of Passenger Transportation
(906) 485-6322, Ext. 139
lindstromc@mi.gov

Non-Profit Organizations

Pathways Community Mental Health
www.pathwaysup.org
This organization’s mission is to serve and empower people with Severe Mental Illnesses, Severe Emotional Disturbances, or Developmental Disabilities to enhance their quality of life. They serve approximately 3,000 people in Alger, Delta, Luce and Marquette counties in the Upper Peninsula. They contract with Marq-Tran to provide transportation to their clients.

Alger Marquette Community Action
Alger-Marquette CAB
1125 Commerce Drive
Marquette, MI 49855-8630
(906) 228-6522
www.mcaaa.org/resources/locate/alger-marquette-community-action-board

This organization is located next to Marq-Tran’s station on Commercial Drive. They are part of the Michigan Community Action Agency Association (MCAAA) – the state association of 29 Community Action Agencies that provide programs and services to help low income individuals and families achieve greater economic self-sufficiency and stability. They are likely to be a coordination partner because lack of reliable transportation is a leading cause of chronic unemployment in low-income populations.

Other

Other transportation stakeholders that are key players in this discussion are:

- Downtown Development Authority
- Lake Superior Community Partnership (Chamber of Commerce)
- Marquette Country Convention & Visitors Bureau
- Marquette County

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19 www.nmu.edu/organizations/node/106?org=463
Conclusions

Based on our initial interviews, review of documents and web research, transportation options appear to be largely limited to Marq-Tran, taxi companies, and school buses. The concept of mobility management has not been implemented in the Upper Peninsula according the MDOT.
Appendix A: Marq-Tran Schedules
[insert pdf]