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Ride Ignsportation



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BUREAU OF URBAN AND PUBLIC TRANSPORTATION

MICHIGAN DEPARTMENT OF STATE HIGHWAYS AND TRANSPORTATION

MICHIGAN DART PROGRAM STATUS REPORT Revised July, 1978

Ву

Bureau of Urban and Public Transportation

Bus Transport Division

Bus Development Section

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Acknowledgments

This report was prepared by the Bureau of Urban and Public Transportation, Bus Transport Division, Bus Development Section of the Michigan Department of State Highways and Transportation.

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I. Introduction

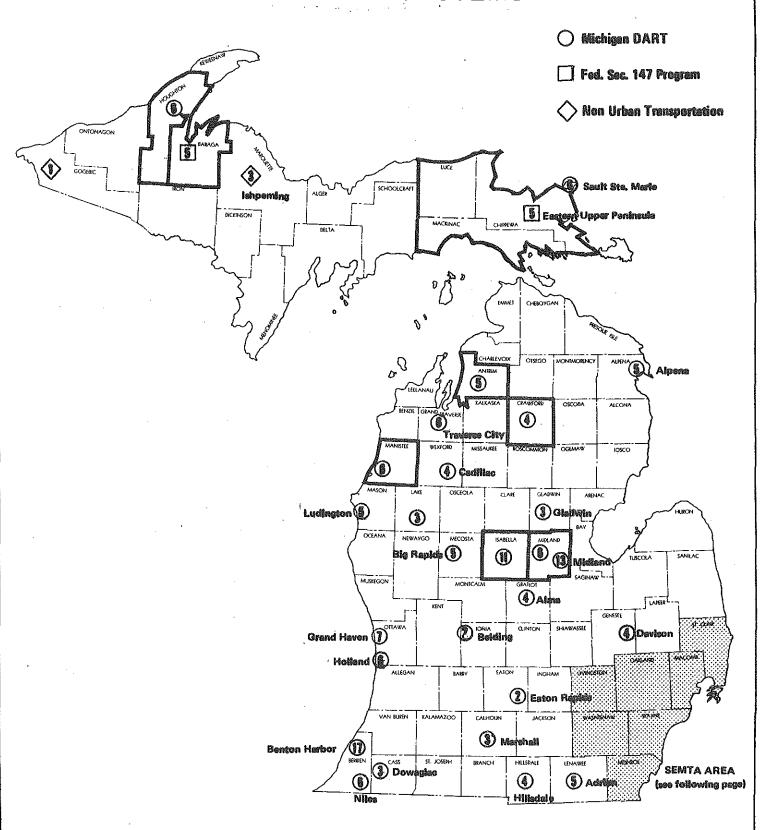
The Michigan Department of State Highways and Transportation has actively been involved in improving public transportation in Michigan's small/medium-sized communities and rural areas. Michigan DART or Dial-A-Ride Transportation is the program concept designed to provide basic transportation service throughout the state. The Michigan DART program is based on concepts developed in Ann Arbor which began Dial-A-Ride service in September, 1971.

The first Michigan DART system started in Holland in February, 1974. Thirty-eight systems are now in service statewide (Exhibit A), providing total public transportation services to nearly one million Michigan residents. This includes Houghton County which recently started and appears only on Exhibit A. The trend is now towards more rural county and regional systems.

Small Town Operations

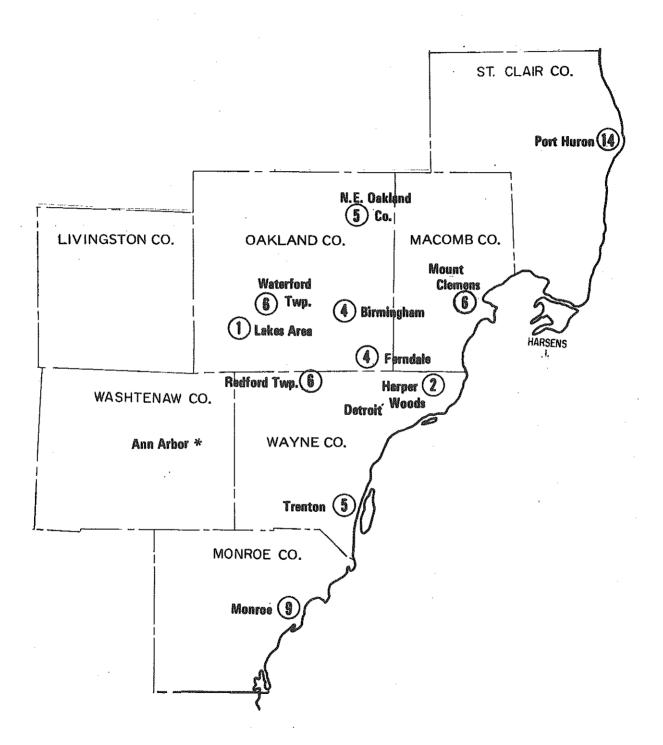
Generally, a Dial-A-Ride system in small towns involves the potential customer contacting the transit service by telephone to make arrangements for pickup and delivery to a destination. DART is a flexible system which operates on a demand-response basis (Exhibit B). DART does not operate like a taxi, picking up and delivering fares one at a time, but on tours. A tour consists of the bus picking up passengers at various locations and delivering them to different destinations throughout the service area. All of the DART vehicles are radio dispatched. When a tour is finished, the dispatcher uses the radio system to relay a new list of pickups. Pickups after call-in are generally within 20 minutes, and trip time averages 15 minutes. Most of the

OPERATING SYSTEMS



Note: Numeral inside symbol Indicates number of vehicles

OPERATING SYSTEMS

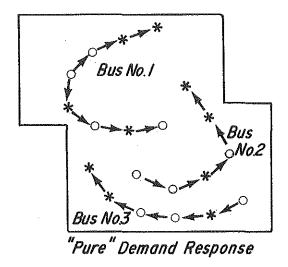


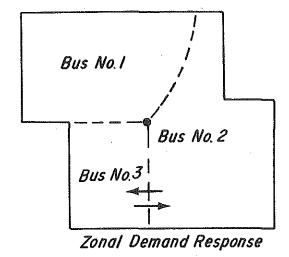
^{*} Authority Separate from SEMTA

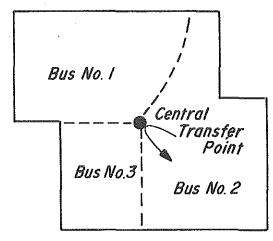
SMALL URBAN

○ PICKUPS

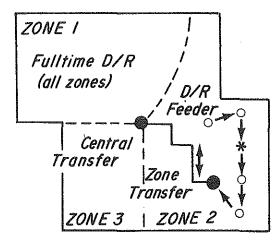
** DROPOFFS



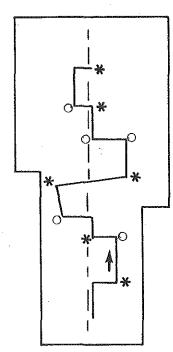




Zonal Demand Response w/Central Transfer



Zonal Demand Response
w/Fixed Route Connectors



Route Deviation (Point Deviation)

smaller systems are "pure" demand-response. The larger small town systems are generally a combination of demand-response with zonal transfer or in combination with fixed-route connectors. There are no route deviation systems operating in Michigan.

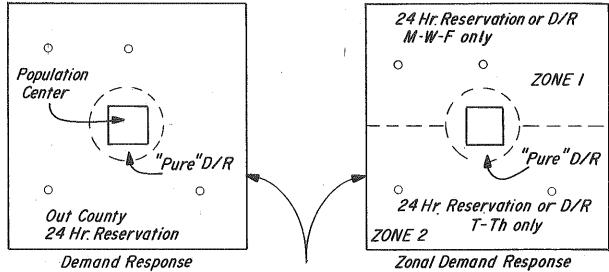
Rural Operations

In rural areas, DART takes on many different forms (Exhibit C). Midland County has now shut down due to an unfavorable millage election. The towns over 2,000 are served with demand-response; however, it is operationally impossible to provide this quality of service to all residents in a typical county covering 500 square miles and keep the cost per passenger under a reasonable amount, such as \$2.50.

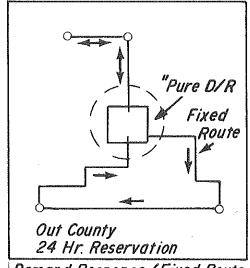
The options available are planned demand-service (advance sign-up), shuttles connecting population areas, route deviation service, local coordinators to arrange transportation for low population areas, contracts with community action and social service agencies, etc.

Included in the development of transportation in the rural areas of Michigan are three Federally sponsored projects. These are made possible under Section 147 of the Federal-Aid Highway Act of 1973. One of these projects, the West Michigan Four County system, has shut down and is not included in Exhibit A, although it is included in the informational exhibits later in this report. Portions of the Four County project will be restarted as separate operations.

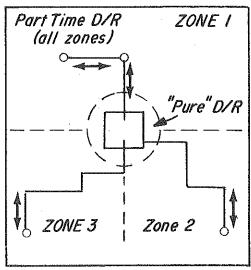
RURAL



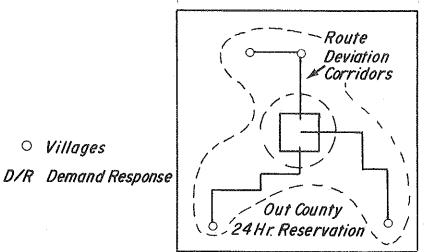
County or Regional Political Boundaries



Demand Response / Fixed Route



Zonal Demand Response/ Fixed Route



Demand Response/Route Deviation

II. Background

A. Legislation and Financing

Act 51 of the Public Acts of 1951, as amended, provides for a two-cent increase in the state gas tax, from which one-half cent is used for public transportation. This landmark legislation spurred the growth of public transportation, including the development of outstate rural and small town demand-response systems. This program was limited to starting eight systems the first year.

The first year operating cost is funded 100 percent from the state, less farebox revenues, and \$1,000 as the local contribution. The covered costs include:

1. Capital Costs

- a. Vehicles
- b. Radio System
- c. Facility Renovation

2. Monthly Operating Costs

- a. Management
- b. Insurance
- c. Marketing
- d. Office Supplies
- e. Rent and Utilities
- f. Telephone
- g. Dispatch Labor
- h. Driver Labor
- i. Vehicle Operations and Maintenance
- Training and Travel

For the first year, the state contracts with the city, county, or authority. If a subcontractor is used, such as a cab company, the local unit of government must execute a contract with the third party to provide operating services. At the end of the first year, if the system is continued, the equipment is retained by the community, as long as the system continues to operate. The state will continue after the first year to provide operating subsidies up to a maximum of one third of the total operating costs, as well as providing 100 percent state funding or federal/state matching funds for replacement and/or expansion of capital equipment.

B. Population Characteristics

Exhibit D indicates pertinent demographic data for each system. It is readily apparent that a wide range of Michigan communities now have DART service. Gladwin is the smallest with a population of 2,071, and Isabella County is the largest with a population or 44,594. Percent of households with no cars, percent of senior citizens, and percent of families below poverty level are indicators of the relative need for public transportation.

C. System and Service Characteristics

Exhibits E & F describe the basic system chacteristics and types of service. The basic fare is generally 50 cents. Senior citizens and handicappers ride for half fare (mandated by state law). Children usually ride at half fare with "babes in arms" riding free. County systems usually increase the basic fare based upon trip length.

All of the systems have at least one vehicle equipped with a wheelchair lift. Public Act 140 of 1978, which requires all line-haul buses to be accessible to

1970 GENERAL POPULATION CHARACTERISTICS

Outstate Systems	Population Served	Service Area (Sq. Miles)	Density	1969 Median Family Income	% Families Below Poverty Level	% Households with no car	% Senior Citizens Age 62 min.	% Handi- cappers
Adrian	20,382	5.4	3,774	\$ 9,759	6%	12%	13%	6%
Alma	9,790	4.6	2,128	9,352	9%	11%	13%	6%
Alpena	19,805	10.4	1,904	9,039	9%	10%	13%	7%
Belding	5,121	4.2	1,219	9,486	6%	9%	12%	5%
Benton Harbor	35,515	37.8	940	10,322	12%	14%	13%	6%
Big Rapids	11,995	5.1	2,352	8,140	11%	13%	8%	3%
Cadillac	10,490	6.1	1,720	8,474	9%	15%	15%	7%
Davison	5,259	1.6	3,287	13,400	5%	4%	6%	6%
Dowagiac	6,583	3.4	1,923	9,668	9%	16%	13%	6%
Eaton Rapids	4,494	2.7	1,664	10,210	6%	.8%	14%	4%
Gladwin	2,071	1.6	1,294	8,157	5%	10%	16%.	4%
Grand Haven	17,074	7.5	2,277	10,610	4%	9%	11%	8%
Hillsdale	7,728	4.3	1,797	9,791	6%	14%	14%	5%
, Holland	27,137	14.2	1,911	10,135	6% 70/	10%	16%	5%
Ishpeming	8,245	8.7	948	8,986	7%	17%	16%	6%
Ludington	9,521	4.3	2,214	8,811	9%	13%	18%	4%
Marshall	7,253	4.6	1,577	11,304	4%	13%	14%	5%
Midland	35,176	24.9	1,413	13,428	4%	5%	6%	4% 30
Niles	12,988	5.2	2,498	10,621	9%	16%	15%	7%
Sault Ste. Marie	15,136	15.7	964	8,033	14%	15%	14%	6%
Traverse City	20,011	7.1	2,542	10,143	_8%	9%	<u>16</u> %	<u>4</u> %
SUBTOTALS	291,774	180.0	1,621	\$10,172	8%	11%	13%	5%
County Systems					·			
Antrim County	12,612	476.0	27	\$ 8,043	10%	5%	17%	6%
Crawford County	6,482	561.0	12	7,930	12%	5%	14%	7%
Gogebic County	19,330	540.0	36	7,236	13%	16%	20%	9%
Isabella County	44,594	572.0	78	9,209	10%	6%	8%	3%
Lake County (part)	2,647	120.0	22	6,000	23%	5%	25%	9%
Manistee County	20,094	553.0	45	8,365	12%	8%	19%	5%
Midland County	28,593	495.0	58	11,618	5%	5%	7%	6%
SUBTOTALS	134,352	3,317.0	41	\$ 9,080	10%	 6%	100/	
=	1079004	0,017.0	71	γ <i>></i> ,000	10%	670	10%	6%

Sec. 147 Rural Systems	Population Served	Service Area (Sq. Miles)	Density	1969 Median Family Income	% Families Below Poverty Level	% Households with no car	% Senior Citizens Age 62 min.	% Handi- cappers
Baraga County Eastern Upper Peninsula West Mich. Four County	7,789 33,725 61,841	901.0 3,510.0 2,436.0	9 10 25	\$ 8,045 7,415 <u>7,923</u>	12% 14% 13%	12% 5% <u>5</u> %	16% 15% 15%	7% 6% <u>7</u> %
SUBTOTALS	103,355	6,847.0	15	\$ 7,766	13%	6%	15%	7%
SEMTA Systems								
Birmingham Ferndale Harper Woods Lakes Area Monroe Mt. Clemens N.E. Oakland County Port Huron Redford Twp. Trenton Waterford Twp.	34,000 32,130 18,600 25,000 40,100 20,300 54,190 55,900 66,600 24,400 60,400	6.0 4.8 2.6 16.0 50.5 4.0 198.0 43.4 11.2 7.4 35.1	5,667 6,694 7,154 1,563 794 5,075 274 1,288 5,946 3,291 1,721	\$17,292 11,525 13,534 11,625 11,545 11,210 12,025 9,792 15,216 14,581 12,573	2% 4% 2% 4% 6% 5% 4% 2% 3% 4%	3% 6% 5% 1% 11% 6% 4% 12% 4%	10% 10% 15% 4% 13% 7% 12% 8% 6% 7%	3% 5% 4% 6% 6% 5% 4% 4%
SUBTOTALS	431,620	379	1,139	\$12,786	4%	6%	9%	5%
GRAND TOTALS	961,101	10,723.0	90	\$11,035	7%	8%	11%	5%

SYSTEM CHARACTERISTICS

	Outstate Systems	Service Area Description	Operator	Start of Service		of of oicles Lift Eqpt.		of oyees Part Time	Syste	m Hours	Reg. Fare
	Adrian	City & surrounding area	Taxi Co.	4-7-76	4	1	I	14	Mon-Th Fri Sat	6:00a-6:00p 6:00a-10:00p 8:00a-6:00p	.50
	Alma	City, portion of Pine River Twp. & Gratiot Airport	City	6-30-75	3	#66bed	5	3	Mon-Fri Sat	6:30a-10:00p 9:00a-5:00p	.50
_	Alpena	City plus 1/2 mi. W. & 1 mi. S.	Private	7-29-74	4	ente.	8	1	Mon&Fri Tu-Wed-Th Sat Sun	7:00a-9:00p 7:00a-7:00p 8:00a-6:00p 9:00a-3:00p	.60
	Belding	City	City	4-14-75	2	0	2	2	Mon-Fri Sat	6:30a-8:00p 7:30a-3:30p	.50
	Benton Harbor	City & Benton Township	Trans. Auth.	9-30-74	14	3	16	4	Mon-Fri	6:00a-6:30p	.75
	Big Rapids	City	City	3-31-75	4	1	0	12	Mon-Fri Sat	6:30a-6:30p 9:00a-6:30p	.50
	Cadillac	City plus I mi. N.	Private	12-9-74	3	. 1	9	5	Mon-Th Fri Sat	6:00a-6:00p 6:00a-9:00p 8:00a-6:00p	.50
	Davison	City and surrounding area	City	8-17-76	2	2	0	14	Mon-Sat	7:00a-6:00p	.50
	Dowagiac	City & I mi. beyond	City	6-16-75	2	erong	2	4	Mon-Fri	7:00a-6:00p	.50
	Eaton Rapids	City & 2 mi. beyond	City	6-21-76		ı	0	5	Mon-Fri Sat Sun	7:00a-6:00p 10:00a-5:00p 9:00a-1:00p	.50

											**
	Outstate Systems	Service Area Description	Operator	Start of Service	No. Vehi				System	n Hours	Reg. Fare
	Gladwin	City	Hsg. Comm.	5-13-75	ļ	2	3	I	Mon-Fri	7:30a-4:15p	.50
	Grand Haven	Cities of Ferrysburg Spring Lake & Grand Haven	Trans. Auth.	8-18-75	5	2	7	16	Mon&Fri Tu-Wed-Th Sat	6:00a-8:00p 6:00a-6:00p 8:00a-5:00p	.50
	Hillsdale	City & Hillsdale Twp.	Private	2-10-75	3	I	4	2	Mon-Fri Sat	6:30a-6:30p 9:30a-3:30p	. 75
	Holland	City plus shopping area	Private	2-4-74	5	Company .	9	0	Mon-Fri Sat	6:00a-6:00p 9:30a-3:30p	.50
5	Ishpeming	City & surrounding area	S.C. Center	3-6-75	3	0	3	. 2	M-Tu-W&Fri Th Sat	8:30a-6:00p 8:30a-11:00p 3:00p-6:00p	.50
	Ludington	City plus E. shopping area & N. residential	Trans. Auth.	2-19-74	4	I	8	6	Mon-Fri Sat	6:00a-6:00p 9:00a-4:00p	.50
	Marshall	City plus outside service areas	City	11-21-74	2	. 1	3	5	Mon-Fri Sat	6:00a-6:00p 8:00a-6:00p	.50
	Midland	City	City	6-25-74	11	2	П	12	Mon-Fri Sat Sun	6:30a-9:30p 8:00a-6:30p 9:00a-1:00p	.50
	Niles	City plus 2 shopping areas	Taxi Co.	11-4-74	5	- ·	10	5	Mon-Th Fri Sat	6:00a-6:00p 6:00a-9:00p 8:00a-6:00p	.50
	Sault Ste. Marie	City & International Bridge	C.A. Agency	4-29-74	5	1	9	3	Mon-Fri Sat-Sun	7:00a-11:00p 8:00a-6:00p	.50 City .35 Br.
	Traverse City	City plus portions of Garfield & East	Taxi Co.	5-20-74	5		13	. 2	Mon-Fri Sat	6:00a-6:00p 7:00a-5:30p	.50
		Bay Twps.			88	<u>25</u>					

Outstate	Service Area		Start of		of icles Lift		of oyees Part			Reg.
Systems	Description	Operator	Service	Reg.		Time	Time	Syst	em Hours	<u>Fare</u>
Antrim	County	County	1-17-77	.3	2	6	6	Mon-Fri	5:30a-6:00p	.5075-1.00
Crawford	County	County	12-1-76	3		5	4	Mon-Fri Sat Sun	6:00a-6:00p 7:00a-5:00p 8:00a-4:00p	.5075-1.00
Gogebic	All except two eastern townships	C.A. Agency	4-1-75		0	1	2	Mon-Fri	8:30a-4:30p	.60 thru 2.00
lsabella " "	County	Trans. Auth.	I-I-77*	10	1	10	6	Mon-Th Fri Sat Sun	7:00a-7:00p 7:00a-9:00p 8:00a-9:00p 9:00a-5:00p	.50 & 1.00
Lake	Village of Baldwin and surrounding area	Non-Profit	8-9-76	2	1	4	1	Mon-Fri Sat	6:30a-6:00p 9:00a-5:30p	1.00
Manistee	County	Aging Comm.	3-3-75	, 5	9	4	7	Mon-Fri	6:30a-6:00p	.50
Midland	County except City of Midland	Private	6-2-77	5	i	13	0	Mon-Fri Sat	7:00a-6:00p 8:00a-6:00p	.50
	Of Midding			29	7			Jui	υινα-σινομ	

^{*}The city of Mt. Pleasant began service on 3-18-74 and was operated by the city. The remainder of Isabella County began service on 6-10-74 and was operated by the Commission on Aging. A Transportation Authority was formed combining the two services effective 1-1-77.

Sec. 147 Rural Systems	Service Area Description	Operator	Start of Service	No. Vehi Reg.	icles Lift	No. Emplo Full Time		t	m Hours	Reg. Fare
Baraga County	County	County	8-8-77	4	1	4	4	Mon-Fri Sat	6:00a-6:00p 9:00a-5:00p	.50 & 1.00
Eastern Upper Peninsula	Chippewa, Luce & Mackinac Counties	Trans. Auth.	3-1-76	4	1	8	3	Newberry M-F St. Ignace M-F Routes M-Sat	5:00a-7:00p 9:30a-3:30p Varies	.50 .50 .50 thru 2.00
West Mich. Four Co.	Osceola, Mecosta, Lake & Newaygo Co's	Transit Auth.	11-22-76	6 74	6 8	2	22	Mon-Fri	6:00a-6:00p	.50
SEMTA Systems						·	•			
Birming- ham	City & outlying areas	Taxi Co.	7-7-75	3	l			Mon-Fri Sat Sun	7:00a-6:30p 10:00a-6:00p 10:00a-2:30p	.50
Ferndale	Cities of Ferndale & Pleasant Ridge	City	4-14-75	3	1			Mon-Fri Sat	6:30a-6:30p 10:00a-4:00p	.50
Harper Woods	City	City	5-5-75		1			Mon-Fri	9:00a-5:00p	.50
Lakes Area	Cities of Walled Lake & Wolverine Lake, Portions of Commerce & White Lake Twps.	Twp.	4-4-77		0		<u></u> .	Mon-Fri	7:15a-6:00p	.50
Monroe	City of Monroe and Frenchtown Twp.	TransComm.	5-9-77	8	İ			Mon-Fri	6:00a-6:15p	.40

SEMTA Systems	Service Area Description	Operator	Start Service	of	No. Vehi	cles Lift	No. Emplo Full Time	Syste	m Hours	Reg. Fare
Mount Clemens	City	City	3-31-7	5	6	0		 Mon-Fri Sat	7:00a-6:00p 9:00a-1:00p	.50
N.E. Oakland County	Twps. of Oxford Addison, Orion, Oak- land & Pontiac	H.S. Agency	9-8-7	5	4	I		Mon-Fri	6:30a-6:30p	.50
Port Huron	Cities of Port Huron & Marysville, Twps. of Fort Gratiot & Port Huron	Trans.Comm.	9-1-7	6	13	1		 Mon&Fri Tu-Wed-Th Sat	6:15a-9:15p 6:15a-6:15p 8:00a-6:15p	.40
Redford Township	Township	Township	7-10-7	5	6	0		 Mon-Fri	6:00a-7:00p	.60
Trenton	City	City	8-19-7	4	5	0		 Mon-Fri	6:00a-6:00p	.60
Waterford Township	Township	Township	11-15-70	6	<u>5</u> 55			 Mon-Fri	7:15a-6:00p	.50
1		Grand Totals			55 186	7 47				-

SERVICE CHARACTERISTICS

Outstate Systems	General Operations	Special Services	Charter Services Rates	Other Services
Adrian	Demand-response	\$5.00 book of tickets sold for \$4.50.	None	10¢ rides on Annual Anniversary Day of start of service.
Alma	Demand-response	\$6.00 book of tickets sold for \$5.00. Serve airport 2 mi. south of city. Transport for Adult Education, Day Care Center, Head Start Program & Special Education.	None	10¢ days for local civic events.
Alpena	Demand-response	Weekly outing for senior citizens & handicappers.	None	1/2 fare for Washington Sale Days.
Belding	Demand-response	Church charters.	\$10.00 per hour.	None
Benton Harbor	Demand-response	None	\$25.00 per hour.	None
Big Rapids	Demand-response	\$5.00 book of tickets sold for \$4.00. Field trips for Day Care & Senior Centers.	\$10.00 per hour driving time. \$4.00 per hour waiting time.	Annual 10¢ Day.
Cadillac	Demand-response	Two no-dial/direct-line pick-up stations. Trips to airport north of city.	None	Special hours for Christmas shopping. 5¢ ride during Annual Transportation Week.
Davison	Demand-response	\$5.00 book of tickets sold for \$4.50. Seniors to shopping center once a week.	\$6.00 per hour plus 25¢ per mile.	10¢ rides on Election Day. 25¢ rides for Sidewalk Sale Days.

Outstate Systems	General Operations	Special Services	Charter Services Rates	Other Services
Dowagiac	Demand-response	Ticket books - no discount.	None	Free rides to polls on Election Day.
Eaton Rapids	Demand-response & Routes to Charlotte & Lansing.	Adult Special Ed to evening school in Charlotte.	Each negociated to cover expenses.	None
Gladwin	Demand-response	20% discount on ticket books.	None	Free rides to voting polls. Half fares during Transportation Week. Extended hours during County Fair.
Grand Haven	Demand-response	\$6.00 book of tickets sold for \$5.00. Transport for handicappers workshop.	\$5.00 per hour & 30¢ per mile during regular hours. \$7.00 per hour & 30¢ per mile after regular hours.	Free Rides to voting polls. Downtown merchants sponsor free rides on special shopping days.
Hillsdale	Demand-response Route to Jonesville	Senior Citizen trips.	None	None
Holland	Demand-response	Serve shopping centers and social services agencies just outside the city.	\$5.00 per hour plus 30¢ per mile for senior citizen groups only.	Downtown Merchants Assoc. sponsor free rides on special occasions.
Ishpeming	Demand-response & route	Bi-weekly Friday run to Village of Republic for senior citizens. Meal delivery.	Driver cost plus 50¢ per mile.	Allow church to use one bus each Sunday, driver time donated and passengers pay fares.
Ludington	Demand-response	10% discount on ticket books. Handicappers tours.	None	25¢ rides during Transportation Week.
Marshall	Demand-response	Deliver mail for a large company.	None	None

Outstate Systems	General Operations	Special Services	Charter Services Rates	Other Services
Midland	Zonal demand- response & route with central transfer point.		\$15.00 per hour.	None
Niles	Demand-response	\$5.50 book of tickets for \$5.00.	\$10.00 per hour.	Free rides to voting polls. 5¢ rides on "Transpo Day."
Sault Ste. Marie	Demand-response and route across International Bridge.	Free transport of senior citizens for special functions. Transport students to Alternative Education School.	None	Free rides to senior citizens on Senior Citizens Day.
Traverse City	Demand-response and cross town route service.	None	\$9.00 per hour.	None

County Systems	General Operations	Special Services	Charter Services Rates	Other Services
Antrim Co.	Zonal demand- response	\$5.50 book of tickets sold for \$5.00. Midnight transport of factory workers. Saturday transport of hospital nurses.	Actual driver & gasoline costs.	None
Crawford Co.	Demand-response in Grayling. 24 hour advance sign up out county.	\$5.50 book of tickets sold for \$5.00. Deliver meals, groceries & prescriptions to shut-ins.	\$12.00 per hour.	Free rides on "mystery bus" during Transportation Week. National Guard Camp Summer into Grayling.
Gogebic Co.	Selected out-county service into Ironwood	None	\$2.75 per hour plus 20¢ per mile.	Color tours for senior citizens.
Isabella Co.	Demand-response in Mt. Pleasant. Advance sign up out county.	\$5.00 book of tickets sold for \$4.00. Once a week senior citizens to grocery store. Child Care & Adult Activities Center transport.	\$15.00 per hour.	None
Lake Co.	Demand-response	\$5.00 book of tickets sold for \$4.00.	None	Free rides to Annual Troutarama festivities.
Manistee Co.	Demand-response in Manistee. Advance sign up out county	Provide an aide to help handi- cappers on special days.	None	None
Midland Co.	Zonal demand- response route. Connector to Midland.	\$5.00 book of tickets sold for \$4.00. Transport senior citizens to special events.	\$13.00 per hour.	Half fare for County Fair.
Section 147 Ruro	al Systems			
Baraga Co.	Demand-response area & two routes.	\$5.00 book of tickets sold for \$4.50.	None	Fall color tour.
Eastern Upper Peninsula	Two demand-response areas and three routes.	Annual pass for senior citizens @ \$52.00 & students @ \$104.00. Freight delivery.	60¢ per mile.	Transport for Soo Area High School, Soo Sheltered Workshop and Luce County Social Services.
West Michigan Four County	Demand-response in Reed City & routes.	Freight delivery. \$5.00 ticket books - no discount.	None	None

	SEMTA Systems	General Operations	Special Services	Charter Services Rates	Other Services
	Birmingham	Demand-response	None	None	None
	Ferndale	Demand-response	None	None	None
	Harper Woods	Demand-response	None	None	None
	Lakes Area	Route	None	None	None
	Monroe	Demand-response & routes.	None	None	None
	Mt. Clemens	Demand-response	None	None	None
	NE Oakland Co.	Demand-response	Ticket bulk discount.	None	None
-50	Port Huron	Demand-response & routes.	Go As You Please Pass @ \$14.00 per mo.	None	Merchant purchased tickets for customers.
ļ	Redford Twp.	Demand-response	Mall service.	None	None
	Trenton	Demand-response	None	None	None
	Waterford Twp.	Demand-response & routes.	None	None	None

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handicappers, also requires 100 percent accessibility on demand-response systems unless the department approves a plan for providing equivalent services for handicappers. The new law will probably have the effect of substantially increasing the number of lift vehicles in each system. Service for customers using the lift is limited generally to curb-to-curb service to avoid liability problems. If required, the passengers must provide an attendant. Operating hours are generally 12 hours per day with the actual number of vehicles on the road at any one time varied according to demand.

D. Flow Chart

A number of basic steps must be taken in order to implement a DART system as shown in simplified form in Exhibit G. Obviously, all of these steps must be coordinated to insure that everything is set to go at the projected start-up date.

All equipment is purchased by the state. Vehicles and communication equipment, in general, are taking 90 to 180 days for delivery and are generally the biggest holdup in starting the system. Training is also handled by state staff and covers such things as rules of the road, emergency procedures, proper radio procedures, use of the equipment, especially the safe operation of the wheelchair lift, customer relations, dispatcher and driving techniques, etc.

In addition, state staff and the local project manager develop a low-key marketing program initially, including an informational brochure, opening ceremony, talks to local groups, and as much free radio, TV, and newspaper coverage as possible prior to and during the start-up period. An excessively large marketing campaign at the outset could overload the system at the beginning causing long wait and ride times which will in turn drive customers away. The marketing should, therefore, be geared to create a gradual but continual increase in ridership over the first year, allowing the project manager to efficiently adjust the system to meet the increasing demand, thus maintaining a consistent quality of service.

III. Operational Data

Of course, the measure of success in any transportation system is the service on the street to the people as reflected in the ridership statistics. Exhibit H indicates the average statistics for the most recent year completed by each system. Exhibit I shows, in graph form, the monthly ridership totals for outstate Michigan DART for its first four years.

As might be expected, senior citizens have used Dial-A-Ride in large numbers, generally ranging from 30 to 50 percent of the total ridership.

Passengers per vehicle hour is an indication of system efficiency. We generally believe that small urban DART systems should be averaging six to eight passengers per vehicle hour by the end of the first year. Rural systems will generally fall in the range of four to six passengers per vehicle hour due to the longer trip length and lower densities. The low productivity for the Section 147 systems reflects excessive use of fixed routes to provide areawide coverage. Our experience now indicates that for rural areas, 24-hour advance reservation service should be used in low density areas with fixed routes used only on high density cooridors. Passengers per capita is an indicator of system usage and provides a basis for comparing systems. Wait and ride times are one of the best measures of quality of service provided to the riding public. Wait and ride times tend to vary according to demand and point up the need for system management to avoid excessive passenger inconvenience. Inaccurate estimated arrival times by the dispatcher and excessive ride time will, more than any other factors, drive customers away. There is a seasonal pattern to ridership based on our limited data; however,

each system reacts differently to weather variations, tourist traffic, economic conditions, and seasonal variations. Winter weather does bring about some dramatic increases in ridership. A great deal more research is needed in this area.

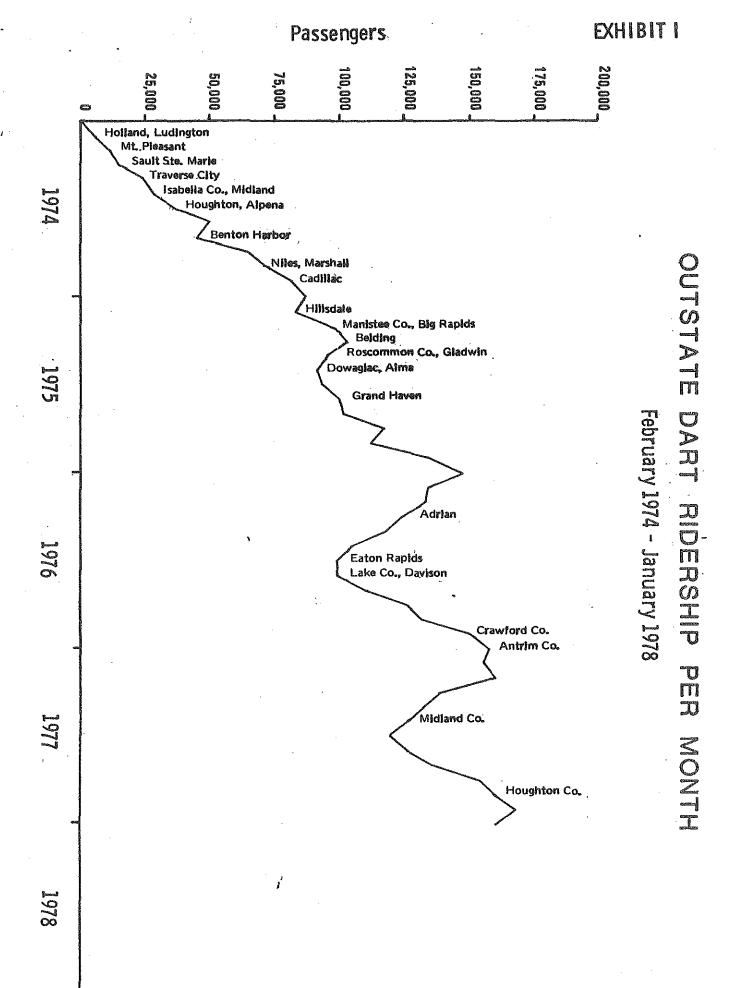
Outstate Systems	Average Monthly Ridership	%Change Previous Year	Average Weekday Ridership	Average Saturday Ridership	Average Sunday Ridership	%Full Fares	%Half Fares	%Free Fares	%Special Fares	%Senior <u>Citizens</u>	%Handi- cappers
Adrian Alma	7,492 4,497	 +12%	315 199	217 56		28% 33%	57% 47%	 3%	5% 17%	31% 20%	4.4% 0.2%
Alpena	5,854	-16%	226	141	80	31%	60%		9%	42%	6.6%
Belding	2,317	+23%	102	41		23%	72%	5%		30%	
Benton Harbor	11,566	-21%	521	152		45%	39%	1%	15%	38%	1.1%
Big Rapids	8,793	+29%	376	194		34%	59%	7%		32%	1.3%
Cadillac	7,051	+9%	295	171		39%	53%	8%		32%	1.8%
Davison	4,865		197	110	34*	12%	88%			12%	1.8%
Dowagiac	1,721	+34%	82			26%	71%	3%		29%	0.0%
Eaton Rapids	1,050		44	18	8	12%	65%		23%	55%	20.1%
Gladwin	2,374	+47%	113			8%	56%	27%	9%	23%	0.5%
Grand Haven	8,542	+42%	366	200		29%	66%	4%	1%	27%	1.6%
Hillsdale	4,511	+20%	191	129		25%	59%		16%	46%	8.5%
Holland	6,713	+16%	305	111		45%	44%	10%	1%	41%	2.3%
Ishpeming	1,930	+5%	82	20	31	15%	84%	1%	wa	90%	8.3%
Ludington	6,002	+12%	258	128		26%	62%		12%	56%	4.3%
Marshall	3,599	+9%	165	86		35%	59%		6%	33%	0.1%
Midland	10,057	-6%	432	180	19	65%	27%	5%	3%	17%	7.7%
Niles	6,054	-1%	262	104		27%	52%		21%	32%	5.4%
Sault Ste. Marie	7,966	-7%	320	221	75	27%	32%	8%	33%	40%	1.0%
Traverse City	5,766	+3%	244	132		32%	52%		16%	53%	4.5%
SUBTOTALS	118,720		5,095	2,411	247	30%	57%	4%	9%	34%	3.7%
County Systems											
Antrim County	2,732		127			56%	39%	1%	4%	29%	7.0%
Crawford County	3,863		150	109	41	55%	44%	1%		25%	0.4%
Gogebic County	913	+50%	46			4%	96%			92%	4.6%
Isabella County	8,350	-19%	351	220	42*	42%	27%	8%	23%	24%	3.0%
Lake County	1,256		54	24		23%	47%	2%	28%	50%	0.1%
Manistee County	5,551	+44%	235	139		37%	58%		5%	45%	4.8%
Midland County	3,568		157	59		60%	28%	7%	5%	8%	4.4%
SUBTOTALS	26,233		1,120	551	83	40%	48%	3%	9%	31%	3.5%

Sec. 147 Rural Systems		%Change Previous Year	Average Weekday Ridership	Average Saturday Ridership	Average Sunday Ridership	%Full Fares	%Half Fares	%Free Fares	%Special Fares	%Senior Citizens	%Handi- cappers
Baraga County Eastern Upper Peninsula West Mich. Four Co.	2,549 2,371 2,214	 +49% 	14 34 01	32 9 		43% 37% 69%	49% 38% 27%	7% 3% 4%	1% 22% 	15% 32% 23%	2.7% 16.4% 3.9%
SUBTOTALS	7,134		349	41		50%	37%	5%	8%	23%	7.6%
SEMTA Systems											
Birmingham Ferndale Harper Woods Lakes Area Monroe Mt. Clemens 7N.E. Oakland County Port Huron Redford Twp. Trenton Waterford Twp.	3,699 5,270 2,762 208 7,882 6,826 2,683 25,218 4,823 5,149 5,249	-15% +8% +35% +12% -18%* +11% +22%	148 229 133 11 358 304 131 1,020 227 241 245	99 101 94 1,229 	21	37% 28% 31% 23% 56% 65% 69% 44% 22% 32% 50%	62% 68% 67% 77% 35% 27% 26% 38% 57% 66% 48%	 4% 2% 9% 8% 5% 9% 5% 2%	1% 0% 0% 9% 16%	35% 41% 62% 61% 17% 27% 26% 9% 29% 24%	0.1% 0.1% 0.2% 0.1% 0.5% 3.0%
SUBTOTALS	69,769		3,047	1,523	21	40%	53%	4%	3%	33%	0.5%
GRAND TOTALS	221,856		9,611	4,526	351	36%	53%	3%	8%	34%	3.1%

^{*}Davison Sunday average represents only 14 Sundays as Sunday service was only recently started. Isabella County Sunday service in Mt. Pleasant only.
Eastern Upper Peninsula Saturday service is provided in only one of its five service areas.
N.E. Oakland County reduced its vehicles from ten to six in second year and reduced its service area from six to five townships.

		Inr	u January 31,	17/8		4
Outstate Systems	Passengers/ Vehicle Hour	Passengers/ Vehicle Mile	Ave. Monthly per Capita Ridership	Average Monthly Vehicle Hours	Average Monthly Vehicle Miles	Average Monthly Vehicle Miles per Vehicle
Adrian Alma Alpena Belding Benton Harbor Big Rapids Cadillac Davison Dowagiac Eaton Rapids Gladwin Grand Haven Hillsdale Holland Ishpeming Ludington Marshall Midland Niles Sault Ste. Marie Traverse City	7.7 6.8 6.0 7.0 5.9 8.4 7.7 6.5 9.0 7.9 5.4 5.5 5.9	.55 .70 .46 .66 .34 .75 .63 .57 .64 .45 .96 .53 .71 .53 .44 .55 .36	.37 .46 .30 .45 .26 .73 .67 .93 .26 .23 1.15 .50 .58 .25 .23 .63 .50 .29	979 662 971 333 1,973 1,051 911 754 294 235 369 1,199 618 1,046 312 669 455 1,848 1,110 1,360 1,141	13,887 6,468 12,698 3,508 34,323 11,698 11,204 8,476 2,675 2,357 2,468 16,264 6,364 12,765 4,368 8,122 6,537 28,224 12,174 16,836 13,354	2,914 1,617 2,540 1,754 2,263 2,340 2,801 2,267 1,107 1,252 1,021 2,471 1,591 2,128 1,456 1,624 2,179 2,419 2,029 2,322 2,226
SUBTOTALS	6.5	.51	.41	18,290	234,770	2,015
County Systems Antrim County Crawford County Gogebic County Isabella County Lake County Manistee County Midland County	2.8 4.3 5.7 4.7 2.5 6.5 2.2	.13 .24 .79 .31 .19 .38	.22 .60 .05 .19 .47 .28	979 888 160 1,779 493 851 1,600	20,761 15,844 1,155 26,995 6,580 14,489 35,722	4,752 4,133 1,155 2,454 2,468 2,415 5,954
SUBTOTALS	3.9	.22	.20	6,750	121,546	3,333

Sec. 147 Rural Systems	Passengers/ Vehicle Hour	Passengers/ Vehicle Mile	Ave. Monthly per Capita Ridership	Average Monthly Vehicle Hours	Average Monthly Vehicle Miles	Average Monthly Vehicle Miles per Vehicle
Baraga County Eastern Upper Peninsula West Mich. Four Co.	4.0 3.5 1.0	.19 .16 .06	.33 .07 .04	632 676 2,116	13,267 14,905 52,737	2,814 2,981 4,395
SUBTOTALS	2.1	.09	.07	3,424	80,909	3,397
SEMTA Systems						
Birmingham Ferndale Harper Woods Lakes Area Monroe Mt. Clemens N.E. Oakland County Port Huron Redford Twp. Trenton Waterford Twp.	5.2 7.1 9.0 1.1 4.4 8.2 2.7 7.8 5.3 8.0 4.3	.46 .60 .67 .06 .34 .61 .12 .51 .34	.11 .16 .15 .01 .20 .34 .05 .45 .07 .21	712 743 306 183 1,805 827 996 3,247 907 648 1,227	7,996 8,797 4,132 3,383 23,445 11,193 21,726 49,594 14,280 10,188 20,908	1,999 2,932 2,066 3,383 2,605 2,239 3,504 3,990 2,856 2,038 3,485
SUBTOTALS	6.3	.41	6	11,601	175,642	2,827
GRAND TOTALS	5.6	.36	.23	40,065	612,867	2,545



IV. Cost and Revenue Data

Another measure of the relative success of the DART program is the actual cost per passenger, as well as the subsidy per passenger as shown in Exhibit J. The average cost per passenger for small urban systems is \$1.49, \$2.69 for rural systems, and \$1.59 for urban systems. The high per passenger cost of Section 147 projects is reflected in the type of operation provided, i.e., too many fixed routes. Average revenue is \$.34, leaving a required subsidy of \$1.15 for the outstate systems. By way of comparison, the average cost per passenger for the metropolitan fixed-route bus systems is \$1.02 with revenues averaging \$.20, leaving a required subsidy of \$.82. For the urban DART systems, average revenue is \$.33 per passenger, leaving a required subsidy of \$1.26. As one would expect with demand-response service, labor amounts to 62 percent of the total cost (Exhibit K).

It should be noted again, that after the first year, the state covers one third of the total operating cost. Revenues will cover 20 to 35 percent, leaving the balance to be provided from local funds.

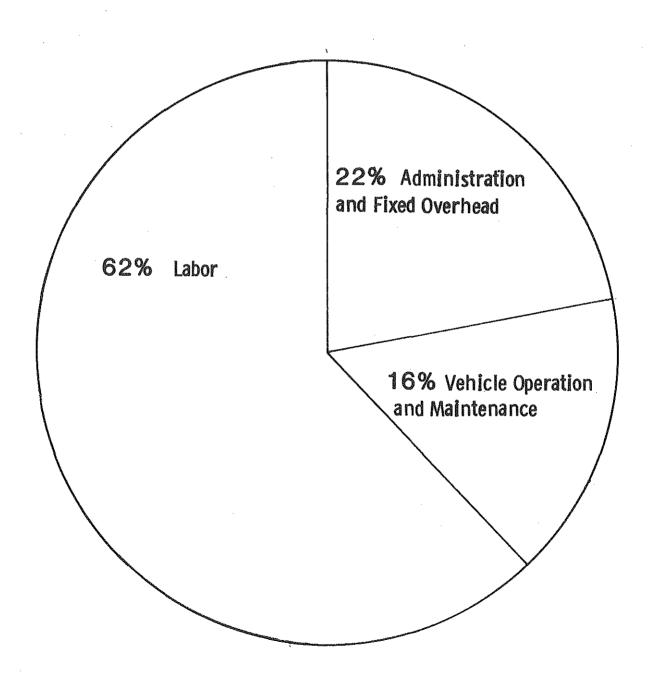
The nature of public transportation, especially demand-response service, being door-to-door, economical, comfortable, and convenient to the passenger, requires a tradeoff in higher operating costs. We do feel, however, that an overall average of \$1.49/passenger is not excessive in relation to the high quality of service being provided.

COST AND REVENUE DATA Thru January 31, 1978

Outstate Systems	Average Operating Cost per Month		%Adm. & Fixed Overhead	%Labor	%Vehicle Operation	Cost per Passenger	Cost per Vehicle Hour	Cost per Vehicle Mile	Average Monthly Revenue	Revenue per Passenger	%Revenue to Cost
Adrain	\$ 6,998		19%	63%	18%	\$0.93	\$ 7.15	\$.51	\$ 2,780	\$.37	40%
Alma	6,874	-6%	15%	71%	4%	1.53	10.38	1.06	1,304	.29	19%
Alpena	9,853	-11%	19%	65%	16%	1.68	10.15	.78	2,314	.40	23%
Belding	2,047	+8%	2%	83%	15%	0.88	6.15	.58	613	.26	30%
Benton Harbor	27,444	-6%	23%	59%	18%	2.37	13.91	.80	5,367	.46	20%
Big Rapids	7,922	+7%	20%	64%	16%	0.90	7.54	.68	2,716	.31	34%
Cadillac	9,102	+17%	23%	62%	15%	1.29	10.00	.81	2,250	.32	25%
Davison	4,976		19%	66%	15%	1.02	6.60	.63	1,302	.27	25%
Dowagiac	1,284	-6%	17%	70%	13%	0.75	4.37	.48	530	.31	30%
Eaton Rapids	1,701		18%	69%	13%	1.62	7.24	.72	490	.47	29%
, Gladwin	2,299	+68%	31%	55%	14%	0.97	6.23	.93	415	. 17	18%
♂ Grand Haven	8,742	+36%	8%	76%	16%	1.02	7.29	.54	2,504	.29	29%
' Hillsdale	6,305	+14%	27%	60%	13%	1.40	10.21	.99	1,585	.35	25%
Holland	9,892	+21%	22%	60%	18%	1.47	9.46	.77	2,327	.35	24%
Ishpeming	3,978		35%	54%	11%	2.06	12.75	.91	44	.23	11%
Ludington	8,580	+19%	20%	60%	20%	1.43	12.82	1.06	2,157	.36	25%
Marshall	5,922	+18%	21%	66%	13%	1.65	13.01	.91	1,229	.34	25%
Midland	23,528	+17%	16%	69%	15%	2.34	12.73	.83	3,635	.36	15%
Niles	10,783	+17%	29%	53%	18%	1.78	9.72	.94	2,242	.37	21%
Sault Ste. Marie	8,791	+25%	21%	60%	19%	1.10	6.46	.52	2,526	.32	29%
Traverse City	10,194	+28%	16%	60%	24%	1.77	8.94	.76	2,227	.39	22%
SUBTOTALS	\$177,215	44 45	20%	64%	16%	\$1.49	\$ 9.69	\$.75	\$40,954	\$.34	23%
County Systems				÷	•	•					
Antrim County	\$ 8,429		13%	67%	20%	\$3.09	\$ 8.61	\$.41	\$ 1,495	\$.55	18%
Crawford County	7,785	-	16%	60%	24%	2.02	8.76	.49	1,666	.43	21%
Gogebic County	1,549	+13%	30%	61%	9%	1.70	9.68	1.34	165	.18	11%
Isabella County	23,762	+40%	26%	54%	29%	2.85	13.36	.88	3,299	.40	14%
Lake County	3,946		29 %	57%	14%	3.14	7.99	.59	733	.58	19%
Manistee County	8,771	+24%	31%	50%	19%	1.58	10.31	.61	2,084	.38	24%
Midland County	16,437		31%	60%	9%	4.65	10.06	.45	1,104	.31	7%
SUBTOTALS	\$ 70,679		25%	59%	16%	\$2.69	\$10.47	\$.58	\$10,546	\$.40	15%

Sec. 147 Rural Systems	Average Operating Cost per Month	_	%Adm. & Fixed Overhead	%Labor	%Vehicle Operation	Cost per Passenger	Cost per Vehicle Hour	Cost per Vehicle Mile	Average Monthly Revenue	Revenue per Passenger	%Revenue to Cost
Baraga County Eastern U. P. W. Mich. Four Co	\$ 5,825 9,227 20,859		29% 37% 26%	53% 43% 49%	18% 20% 25%	\$2.41 5.81 9.42	\$ 9.18 15.51 9.86	\$.46 .66 .40	\$ 925 819 1,034	\$.38 .52 .47	16% 9% 5%
SUBTOTALS	\$ 35,911	- :	31%	48%	21%	\$5.03	\$10.49	\$.44	\$ 2,778	\$.39	8%
SEMTA Systems											
Birmingham Ferndale Harper Woods Lakes Area Monroe Mt. Clemens N.E. Oakland Co. Port Huron Redford Twp. Trenton Waterford Twp.	\$ 8,108 5,989 2,745 974 NA 8,167 11,827 36,122 7,689 7,669 9,273	+12% +7% +56% +27% NA +20% +12%	31% 6% 7% NA NA 35% NA 15% 25% NA 30%	52% 81% 76% NA NA 52% NA NA 50% NA 57%	17% 13% 17% NA NA 13% NA NA 25% NA 13%	\$2.19 1.14 0.99 4.66 NA 1.20 4.41 1.43 1.59 1.49	\$11.39 8.06 8.97 5.33 NA 9.87 11.87 11.12 8.47 11.83 7.48	\$1.01 .68 .66 .29 NA .73 .54 .73 .54	\$ 1,102 1,675 907 127 2,420 2,630 1,690 6,672 1,783 1,854 1,923	\$.30 .32 .33 .61 .31 .39 .63 .26 .37 .36	14% 28% 33% 13% NA 32% 14% 18% 23% 24% 21%
SUBTOTALS	\$98,563+		21%	63%	16%	\$1.59	\$10.06	\$.65	\$22,783	\$.33	21%
GRAND TOTALS	\$382,368+	- -	22%	62%	16%	\$1.79	\$ 9.99	\$.65	\$77,061	\$.35	20%

COST BREAKDOWN DART PROGRAM AVERAGES



V. Vehicle Operating Data

The backbone of the DART system is, of course, the equipment used to carry passengers. There are many vehicles on the market which are purported by each company to be the ideal Dial-A-Ride vehicle. Some are van conversions, mobile-home conversions, electrics, diesels, school bus conversions, etc.

In the Michigan DART program, the high-roof van conversion has been used extensively and is well suited for service in small to medium-sized towns (Exhibit L). It is unobtrusive, comfortable, and very maneuverable on residential streets. We are presently purchasing this type of vehicle for approximately \$14,000 to \$16,000 per unit. Lift-equipped vehicles are also provided in each system (Exhibit M).

The major drawbacks to the small buses presently on the market are maintenance, limited vehicle life, and problems with the conversion work done by the body manufacturer. The chasis and body conversions are not built for the daily stop and go operations of a bus system. Each vehicle will put on approximately 35,000 miles per year providing a 3 to 4 year life expectancy. Some systems are using a combination of van conversions and larger buses (12 to 21 passenger) with and without lifts. These buses range in price from \$20,000 to \$30,000 per unit.





VI. Community Impact

To date, the DART systems have had a favorable impact on the community as a whole as reflected in millage elections in various communities (Exhibit N). The fact that only two of the original start ups have permanently shut down indicates that the first year impact has been sufficient to convince the voting public, as well as local elected officials, of the need to provide local support funds to insure continuation of the service. Public transportation must be thought of as a public service to a community, such as libraries, police and fire departments, public works, etc. This has apparently occurred in all the systems which have continued beyond the first year.

EXHIBIT N

Local Funding Sources for Michigan's Small Vehicle Transit Systems Beyond Demonstration Period,
May 1977

Community	Millage Amount	Passed or Failed	Percent "For"	Date of Vote	Date of Expiration
Ann Arbor	2½	Passed			
Houghton	1 1/2	Passed	74%	7/16/75	-
Hancock	1 1/2	Failed	49%	7/06/75	629 was
Big Rapids	1 -	Passed	80%	2/03/76	6/30/78
Grand Haven	1	Passed	75%	5/18/76	No Limit
Springlake	1	Passed	75%	2/17/76	No Limit
Marshall	1	Passed	74%	8/05/75	No Limit
Ferrysburg	1	Passed	73%	6/14/76	No Limit
Eaton Rapids	1	Passed	68%	4/26/77	No Llmit
Port Huron	1	Passed	67%	5/06/77	7/31/78
Marysville	1	Passed	66%	5/06/77	7/31/78
Mount Pleasant I/	1	Passed	65%	11/14/75	
Fort Gratiot Township	1	Passed	63%	5/06/77	7/31/78
Port Huron Township	t	Passed	57%	5/06/77	7/31/78
Dowagiac	1	Passed	61%	11/04/75	No Limit
Hillsdale	1	Passed	60%	11/04/75	12/31/77
Ludington	l	Passed	58%	11/18/74	12/31/78
Cadillac	l	Passed	55%	11/04/75	12/31/80
Alma	l	Passed	53%	5/18/76	No Limit
Traverse City	3/4	Passed	58%	4/07/75	No Limit
Isabella County	7/10	Passed	59%	5/18/76	12/31/80
Belding	1/2	Passed	78%	5/18/76	5/18/78
Holland	½	Passed	73%	11/74	6/30/80
Alpena	½	Passed	65%	11/04/75	6/30/78
Manistee County	35/100	Passed	50%	11/02/76	1/31/79
Roscommon County	1/4	Failed	49%	5/18/76	.,
St. Joseph Township	1/4	Failed		5/18/76	eu +0
Midland County	1,5	Failed		8/8/78	
Adrian	<u>2</u> /GF	No Vote	-		
Benton Harbor	3/CD	No Vote			vo ==
Davison	4/RS	Passed	65%	ator and	es ±0
Ferndale	GF	No Vote		eo en	~ ~
Gladwin	GF	No Vote	WH -45	~	49 AD
Harper Woods	GF	No Vote	ADDA BOOM	wo wat	
Midland	GF	No Vote	MAGN. MICH.	- ~	***
Mount Clemens	CD/GF	No Vote	· ·	wai 40°	•
Niles	ĠF	No Vote	5W =5		
Redford	GF	No Vote			·
Sault Ste Marie	ĞF	Passed		· mai +8%	em 465
Trenton	ĞF	Passed			

EXHIBIT N - continued

I/City of Mount Pleasant system became part of Isabella County system effective I Notes: January 1977. Isabella County millage vote applied to city of Mount Pleasant as well as Isabella County.

2/"GF" means General Funds.
3/"CD" means Community Development Funds.

4/"RS" means Revenue Sharing Funds.

Michigan Department of State Highways and Transportation, Mass Transportation Source: Planning Section and Bus Development Section.

VII. Summary

The Michigan DART program has been running since February, 1974, when the first system started in Holland, Michigan. The thirty eight operating DART systems and two Section 147 Federal Projects are providing service to nearly one million Michigan citizens. None of these citizens have previously had the availability of public transportation which is low cost, convenient, comfortable, safe, and most of all provides the freedom of movement when the need arises, not when it is convenient for someone else to provide the transportation.