



Annual Report 2013-2014

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Photographs by Joe White

Design & Layout by Kim Talaga



From the President and Director -

On behalf of the HTMMTS Board and staff of Harbor Transit, we are pleased to present the outstanding results of the past twelve months in this Annual Report. The achievements and activities detailed on the following pages are the direct result of the dedication and hard work of the employees, along with the two volunteer boards, working together to fulfill the mission of the organization. We are able to achieve these results through the daily efforts of our dispatch staff, the drivers, and all those behind the scenes that work tirelessly in providing transportation service to our customers.

The most notable accomplishment of the past year is a direct reflection of what we do in service for the residents of the Tri-Cities. During 2013, Harbor Transit carried a total of 200,436 riders to and from their destinations – an all time record. While this achievement is laudable, it in no way diminishes our on-going commitment to providing our customers with the dependable, safe, consistent level of service they have come to expect.

This report provides a look back at the operational year of 2013, while at the same time, affords us the opportunity to preview significant service enhancements planned for the future. Regardless of how much technology we employ or how fuel efficient our bus fleet becomes, we will never lose sight of the fact that our people are what make the difference. With that in mind, we will be undertaking a comprehensive customer service training program in the months to come which will help to improve and enhance the way we do business. On the technology front, a grant has been secured that will help fund a state-of-the-art computer aided dispatch system, that, when installed, will greatly improve our timeliness and the “real time” management of our daily operation.

We are pleased to report that our ongoing commitment to clean energy took a major step forward this year through the purchase of four new liquid propane powered buses. This effort will be further enhanced when we install an on site LP fueling station later this year. All this leading toward reducing our carbon footprint and saving on the cost of fuel now and well into the future.

The opportunity to make a difference in people’s lives by helping to increase their freedom and mobility means a great deal to all of us at Harbor Transit. Thank you for the trust and confidence that you have placed in us to assist in making that freedom and mobility a reality. We will do all that we can to earn that trust each and every day.

Craig Bessinger
President
HTMMTS Board

Tom Manderscheid
Director
Harbor Transit

New Computer Dispatch System To Serve You Better!

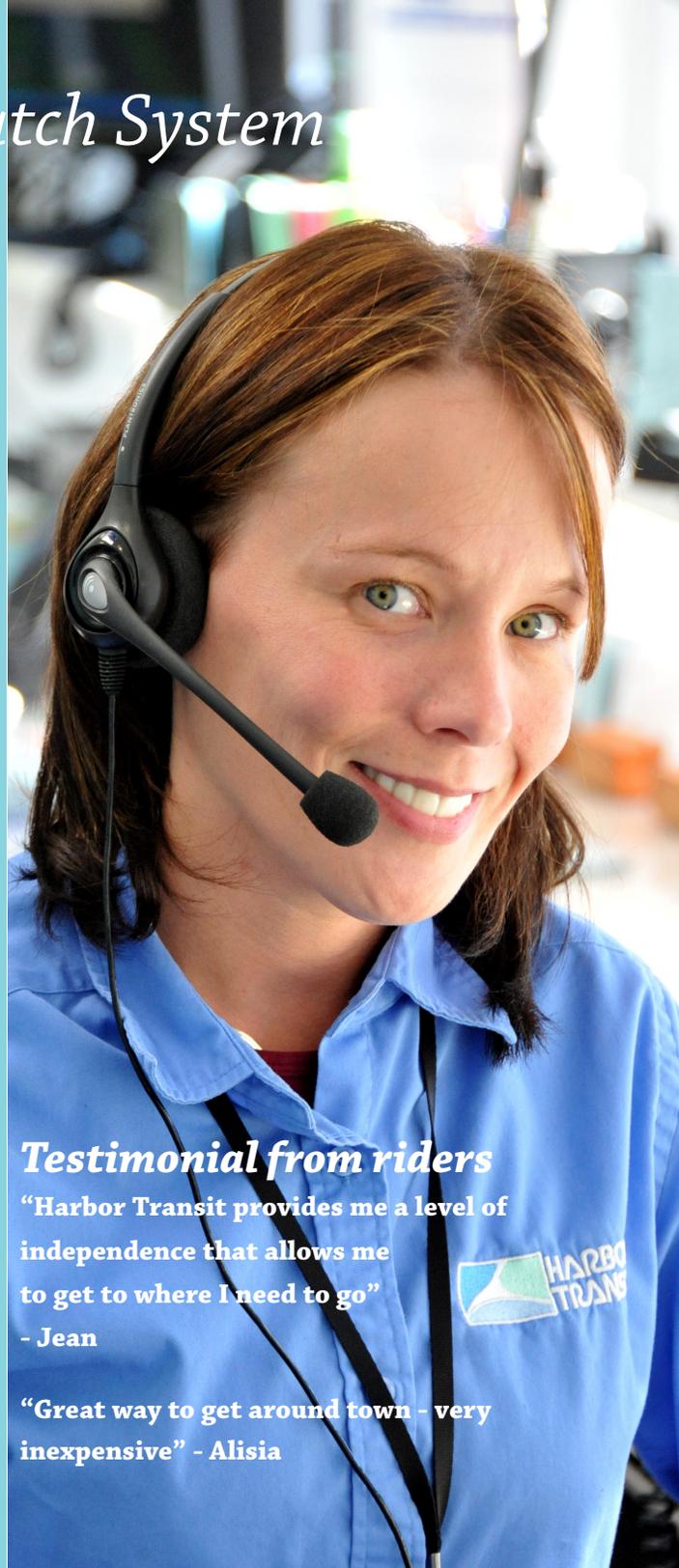
Following the major building renovation work of last year and the acquisition of six new buses to the fleet, attention will now turn toward a major technological upgrade to the dispatch operation. By way of a \$166,000 grant, Harbor Transit will soon have a state-of-the-art computer aided data management system. The old manual system of writing everything down on paper will be replaced with a fully automated operation. Computer tablets in every bus will help to significantly improve communications, on time performance, and overall operations – making the service even better.

Service enhancements you can expect with the new system

- | will let riders know where their bus is in “real time”
- | better communications between bus and dispatch
- | will determine more accurate estimated time of arrival
- | improves on time performance through use of on-board GPS
- | pin points bus location, speed and direction in real time
- | means dynamic dispatching with ability to make on the fly schedule changes

Operational benefits to be realized with the new system.

- | eliminates the need for paper and reduces the amount of voice and radio traffic
- | will help reduce fuel costs by 10-15%
- | reduces carbon footprint through more efficient scheduling
- | monitor and manage the fleet’s on time performance
- | will serve to improve driver accountability
- | ability to conduct pre-and post-trip vehicle inspections



Testimonial from riders

“Harbor Transit provides me a level of independence that allows me to get to where I need to go”

- Jean

“Great way to get around town - very inexpensive” - Alisia

'Behind the Scenes'

While much, if not all, of what we do is out 'on the road', the work that goes on behind the scenes is every bit as critical. If it were not for the dedication and hard work of our mechanic and maintenance crew, keeping buses fully operational and road worthy would not be possible.

Blair and Roger (*pictured here*) have day-to-day responsibility for keeping the equipment clean both inside and out as well as running in tip top shape.

Our fleet of 23 buses and 2 vans covers a service area of 39 square miles and requires constant attention in order to keep them all operating the way they should.

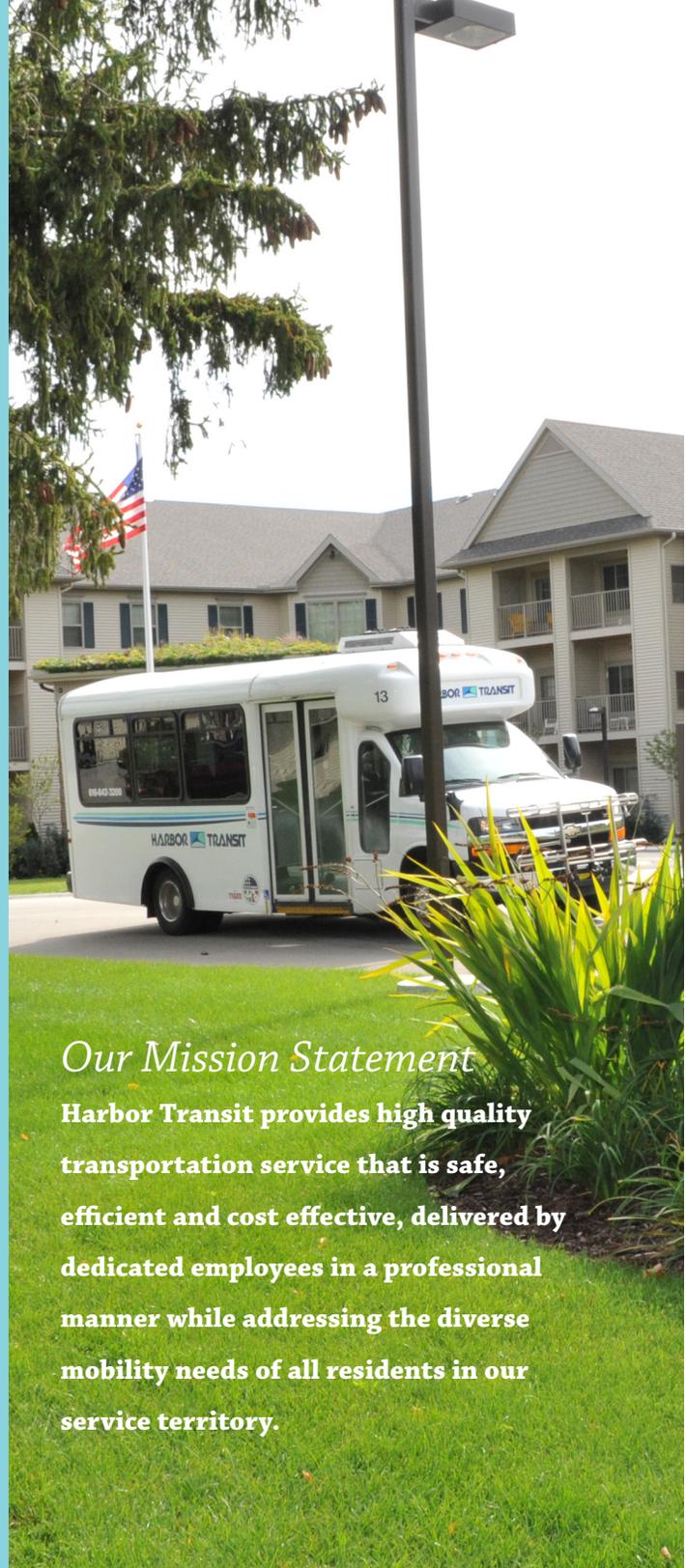
- | *over \$173,000 was spent on maintenance last year*
- | *the bus fleet travels over 420,000 miles per year*
- | *over \$192,000 is spent on fuel each year*
- | *35 drivers handle the needs of over 200,000 riders*
- | *dispatchers handle over 150,000 calls a year*



Ridership Record Set

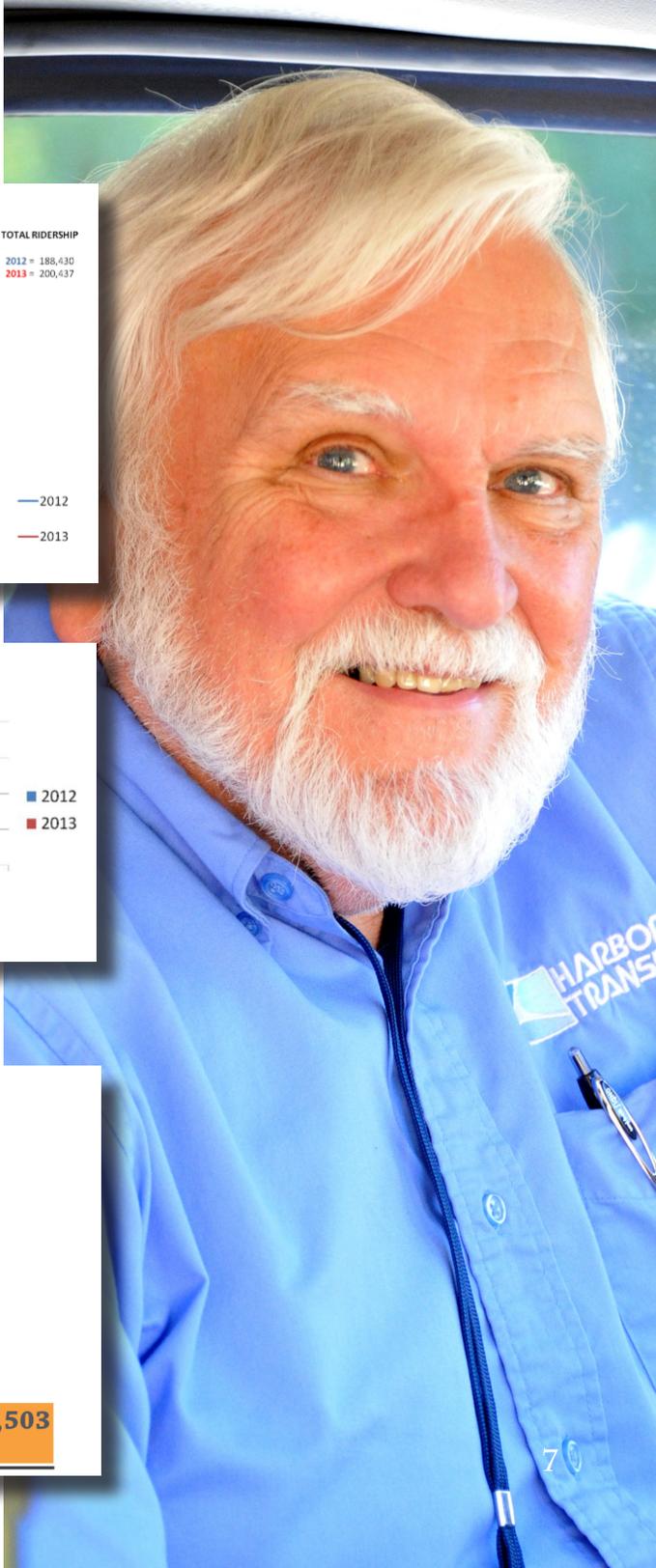
Harbor Transit set an all-time record for total ridership making 2013 the busiest twelve months in the history of Tri-Cities public transportation. On November 22 alone, Harbor Transit carried 898 passengers, a one-day record. This number helped to produce ridership for the month that was 1,458 more rides than the same period of a year earlier. For the twelve months ending December 31st, Harbor Transit realized a 6.4% increase in ridership over the previous year resulting in a record total of 200,437 passengers for the year. Ridership was up in all major categories with the most significant increases coming from those riders 50 years of age and over and students 18 years and younger

“No doubt the expansion of our service area into Grand Haven Charter Township continues to have a positive impact with respect to these increases,” stated Tom Manderscheid, Director of Transportation. But we were pleased to see the other long-standing areas we serve also experienced solid growth in ridership. In addition, the new buses and new mini-vans we have added to our fleet made for better service and quicker pickup times which helped to better manage rider demand. For the third consecutive year, Harbor Transit has seen its ridership increase. During the last three years, Harbor Transit has carried a total of 74,997 more passengers than the 125,440 transported in 2010 an overall increase of 59.8%.

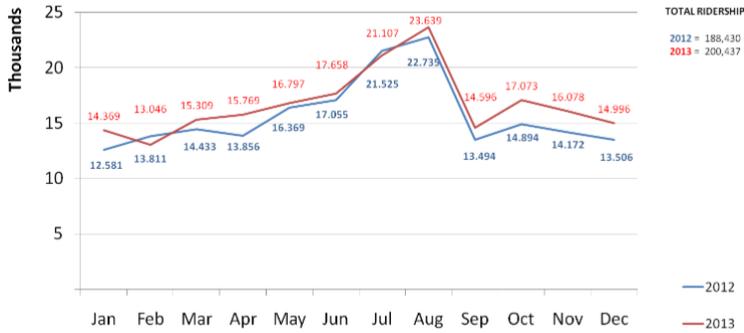


Our Mission Statement

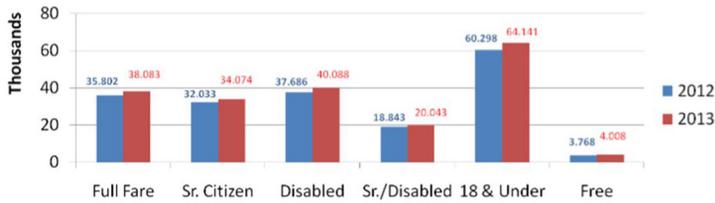
Harbor Transit provides high quality transportation service that is safe, efficient and cost effective, delivered by dedicated employees in a professional manner while addressing the diverse mobility needs of all residents in our service territory.



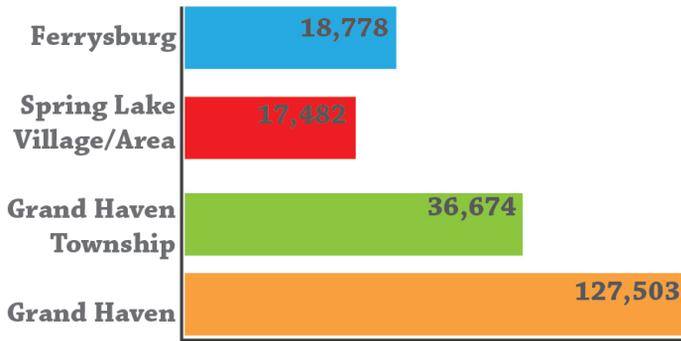
Ridership Comparison



Demographic Comparison



Annual Ridership By Location



Riders Tell Us How They Feel

The following graphs, which represent a small portion of the survey results, detail how often, how long, and where Harbor Transit transports its customers.

How often do you ride a Harbor Transit bus?

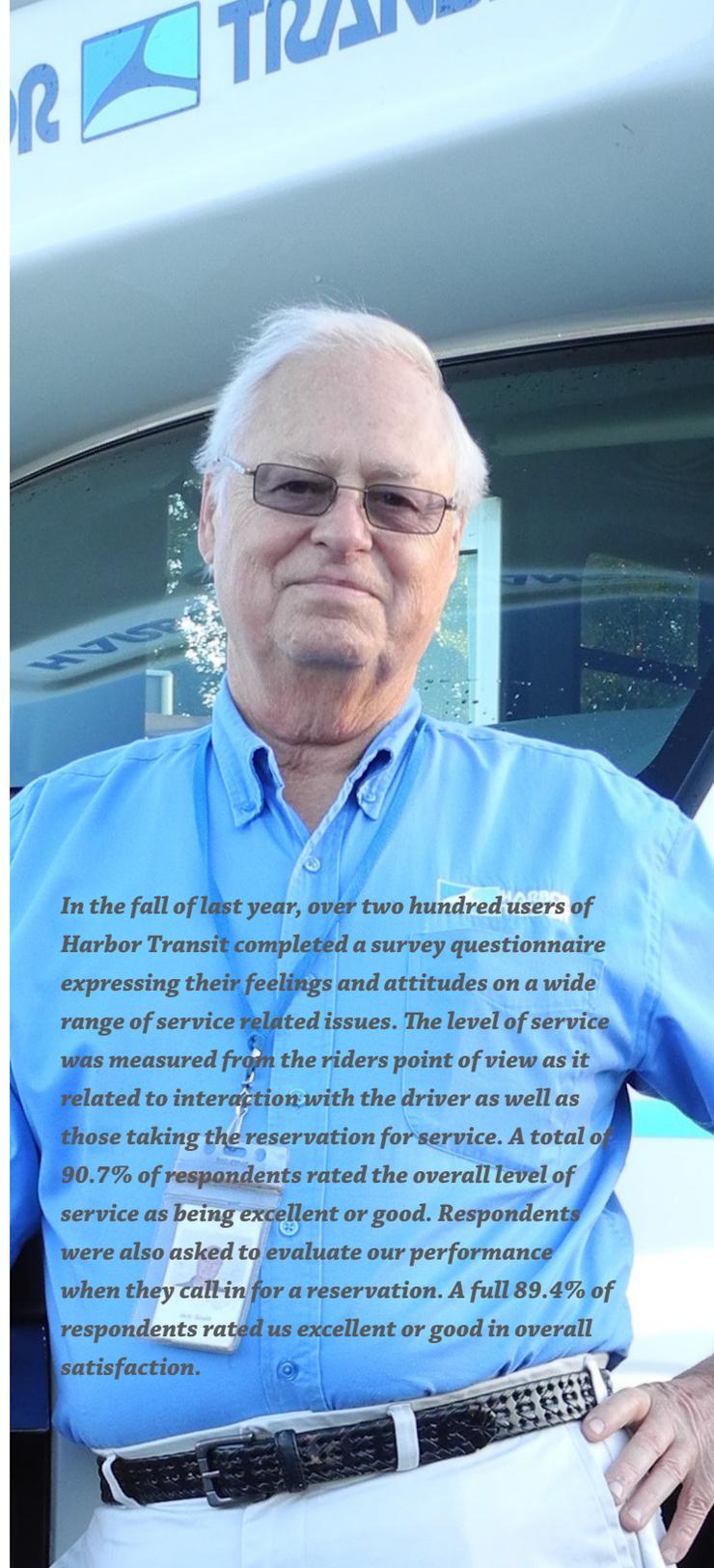
	Response Percent	Response Count
Daily 	37.9%	83
Weekly 	42.0%	92
Monthly 	6.8%	15
Occasionally 	13.2%	29
answered question		219
skipped question		2

Primary destination when you ride the bus.

	Response Percent	Response Count
Appointments 	26.4%	58
Work 	22.7%	50
School 	25.5%	56
Shopping 	40.5%	89
Medical 	27.7%	61
Social/visit friends 	9.5%	21
Other (Specify) 	19.5%	43
answered question		220
skipped question		1

How long have you been riding with Harbor Transit?

	Response Percent	Response Count
0-6 months 	12.7%	28
6 months - 1 year 	16.4%	36
Longer than 1 year 	70.9%	156
answered question		220
skipped question		1



In the fall of last year, over two hundred users of Harbor Transit completed a survey questionnaire expressing their feelings and attitudes on a wide range of service related issues. The level of service was measured from the riders point of view as it related to interaction with the driver as well as those taking the reservation for service. A total of 90.7% of respondents rated the overall level of service as being excellent or good. Respondents were also asked to evaluate our performance when they call in for a reservation. A full 89.4% of respondents rated us excellent or good in overall satisfaction.

Budget



Those wishing to see the complete survey results can go to harbortransit.org or stop into the Harbor Transit office located at 440 North Ferry Street during normal business hours.

Financial data

Harbor Transit Operating Budget 2012-2013

Revenue

Passenger Fares	\$169,671
Tax Levy	798,499
State Assistance	
Operating	832,498
Federal Assistance	
Operating	360,977
Interest & Other	15,657
Total	<u>\$2,177,302</u>

Operating Expenses

Operations	\$1,304,997
Maintenance	173,675
Dispatch	300,131
Administrative	279,779
Total	<u>\$2,058,582</u>

Breakdown of Expenses

Labor	\$1,043,533
Fringe Benefits	272,020
Professional/Contractual	
Services	245,758
Fuel and Supplies	265,299
Utilities	29,985
Casualty & Liability Costs	22,836
Depreciation	151,400
Other	27,751
Total	<u>\$2,058,582</u>



Doing Our Part To Reduce Carbon Footprint

A major investment in “green technology” will continue to take hold at Harbor Transit over the next few months. Not only have four new liquid propane buses been added to our fleet but an on-site LP fueling station will be installed later this year. This cleaner, greener approach to transportation by way of propane autogas-powered vehicles will help reduce emissions by generating 12% less carbon dioxide, 75% less nitrogen oxide, and 42% less carbon monoxide than gasoline-powered buses. Propane is a low-carbon alternative fuel that produces significantly fewer greenhouse gas emissions than electricity and many other fuels. “We continue to make strides in ways that not only help to address the climate change issue but also makes it possible for us to reduce our operating costs,” stated Tom Maderscheid. “It’s a win-win.” According to the Intergovernmental Panel on Climate Change, propane autogas is not a direct greenhouse gas when released into the air, and current research measurements have found no global climate impact from propane autogas emissions.

Testimonial from rider

“Without the service provided by Harbor Transit I wouldn’t be as mobile as I am and in all likelihood wouldn’t be as healthy either”

- Dennis

Harbor Transit Multi-Modal Transportation System Boards

Board of Directors

Craig Bessinger - President

City of Ferrysburg

Bill Cargo - Vice President

Grand Haven Charter Township

Bob Monetza - Secretary

City of Grand Haven

Dave Bennett

Village of Spring Lake

Christine Burns

Village of Spring Lake

Chris Larson

City of Ferrysburg

Pete LaMourie

Member at Large

Joanne Marcetti

Grand Haven Charter Township

Patrick McGinnis

City of Grand Haven

Advisory Board

Roger White

Village of Spring Lake

Nancy Nielsen

Member at Large

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City of Grand Haven

John Olthof

Member at Large

Warren Roosen

City of Ferrysburg

Ray Harz

Member at Large

Kathy Hamm

City of Grand Haven

Don Munski

Member at Large



**Proud To Be Your #1
Transportation Provider Since 2012**

Since 1975 Harbor Transit has been providing quality public transportation service to thousands of Tri-Cities residents each year. Now we offer curb-to-curb on demand service to those who live in Grand Haven Township as well.

**"We'll Take You Where
You Want To Go"**

Call 842-3200
or visit
harbortransit.org

*"Voted #1 in the Grand Haven Tribune People's
Choice Awards for 2014"*



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