

ANNUAL REPORT
2014-2015



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Design by Don Rogers, Creatively Done
Photos by Joe White & Don Rogers

Letter

from the President & Director of Transportation

On August 14, 1975 Grand Haven realized a significant milestone when local officials determined that city wide public transportation would be made available to its citizens. Long before baby boomers, a population with a longer life expectancy, or a burgeoning school system City Fathers realized the necessity and value of an affordable local bus system. Thus, Dial-A-Ride-Transit (DART) was born, when four red, white, and blue vans; plus a staff of eleven personnel began day to day operations. Little did they know that over the next four decades the system would expand and improve as much as it has. But, even with all that has changed over the years one thing has remained constant - management and staff's unqualified commitment to providing the highest quality service possible. The following pages of this annual report serve as a written testimony to our long standing tradition of excellence and highlights not only the significant achievements of the last twelve months but is also a reflection on how far we've come. While numbers play a big part in telling our story, it's the people who are truly the ones that make it happen. In either case, this is the story of the performance of Harbor Transit - your public transportation provider.

Records were made to be broken and thus during the twelve months ending on December 31, 2014 a record number of 223,350 riders of all ages realized the benefits of Harbor Transit. While the majority of trips originated in the City of Grand Haven, riders had access to medical, social, and shopping options throughout the Tri-Cities. In particular, strong growth was realized in the 18 and under age group, a continuing result of our entry into Grand Haven Charter Township. Seniors remain a major component of our ridership and would be expected to continue given the aging population of this growing portion our service area. Another growth

spurt in ridership numbers is expected from the recent entry into Spring Lake Township which began on August 31 of this year.

In order to manage this expanding operation, a major investment was made in upgrading the technology related to our dispatching system. Computer Aided Dispatch (CAD) was installed earlier this year which will significantly enhance our operational efficiency. Moving from a manual to automated system has meant improved communications, quicker response times, more accurate record keeping, and most importantly better service to our customer. Future refinements and features to the system will truly bring our operational capabilities up to a level never before seen.

As we begin our fifth decade of service to the residents of the Tr-Cities we come to realize that for a number of our employees this journey has been a way of life. The years of service for bus drivers Diane Muzyczuk, Sue Bomer, Tom Potter, and dispatcher Patrick Hanna is a collective 131 years. A testament to their long standing dedication to their profession. They typify the commitment that each one of our fifty-five employees bring with them to work each and every day. We celebrated that commitment along with our history at an employee birthday party held on August 22 at Mulligan's Hollow. Retirees as well as current employees shared memories of how far Harbor Transit has come over the last forty years.

On behalf of both the Local Advisory Committee and the Harbor Transit Multi-Modal Transportation System Board of Directors we are pleased to provide this annual report to you. We wish to express our appreciation to the staff, the board, and the broader community for their continued support of our efforts to bring top quality public transportation to the Tri-Cities. What began in August of 1975 still thrives today, and we have every expectation it will continue for decades more to come.

Craig Bessinger
President
HTMMTS Board

Tom Manderscheid
Director of Transportation
Harbor Transit

Celebrating 40 years of service



What started as Dial-A Ride Transit (DART) back in 1975 has grown to become the Tri-Cities major public transportation provider known as Harbor Transit. What was once a fleet of four small red, white, and blue vans is now a fleet of 22 buses, two vans, and two seasonal trolleys available to the entire Tri-Cities area.

The four decade long tradition of service was celebrated this past August with an Ice Cream Social followed by nearly one hundred present and past employees taking part in a birthday celebration held at Mulligan's Hollow.

HAPPY BIRTHDAY



CELEBRATING FORTY YEARS OF SERVICE 1975 - 2015

EVENT SPONSORED BY



Thanks to the generous sponsorship from ARBOC Specialty Vehicles and Holland Bus Company our 40th. Anniversary Celebration held on August 22nd was an overwhelming success.

Expanding Our Service Area

The recent expansion into Spring Lake Township brings with it over 13,000 added residents along with 16.5 more square miles into Harbor Transit's service area. This will be the first time in forty years that on demand bus service will be available to the entire Tri-Cities area.

Harbor Transit now covers a total service area of 55 square miles taking in all the geographic area of Northwest Ottawa County, serving the daily transportation needs of over 50,000 residents.



Bus Advertising

Local businesses and organizations have begun to appreciate the benefits and value of advertising with Harbor Transit. Ad panels promoting WGHN radio, The Chamber of Commerce (Farmer's Market), Culver's, the Neighborhood Housing Services as well as the Family YMCA have been seen by thousands of riders this year. One more way to leverage the market and sales exposure we can offer to local businesses and add revenue to the bottom line at the same time.

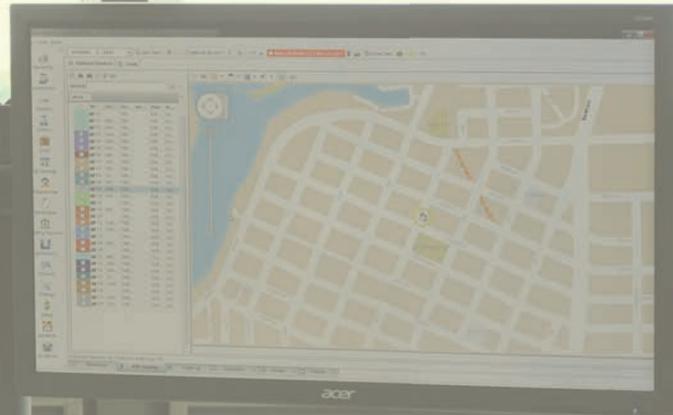
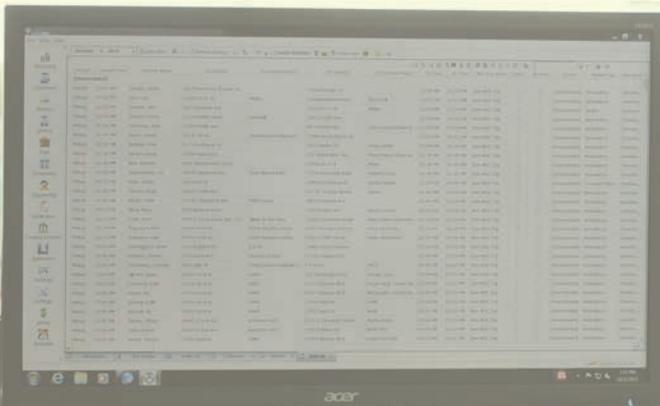


Technology

Comes To Harbor Transit

Gone are the days of using Excel spreadsheets and maintaining driver logs on paper – all of which were time consuming and costly. The new Computer Aided Dispatch (CAD) System allows schedulers and dispatchers to manage overlapping routes and create better timetables and schedules for drivers thus greatly reducing workloads and creating reliability for riders.

New in-vehicle tablets for automated vehicle location will provide more accurate manifests to their drivers, ensuring real time pick-up and drop off information.

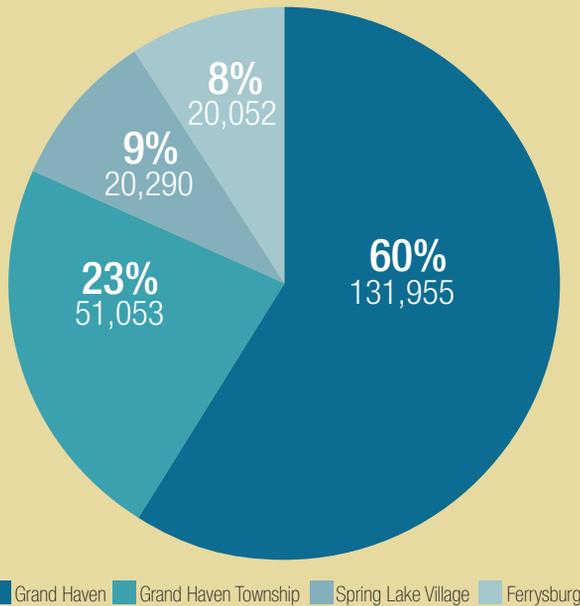


Ridership At An All Time High

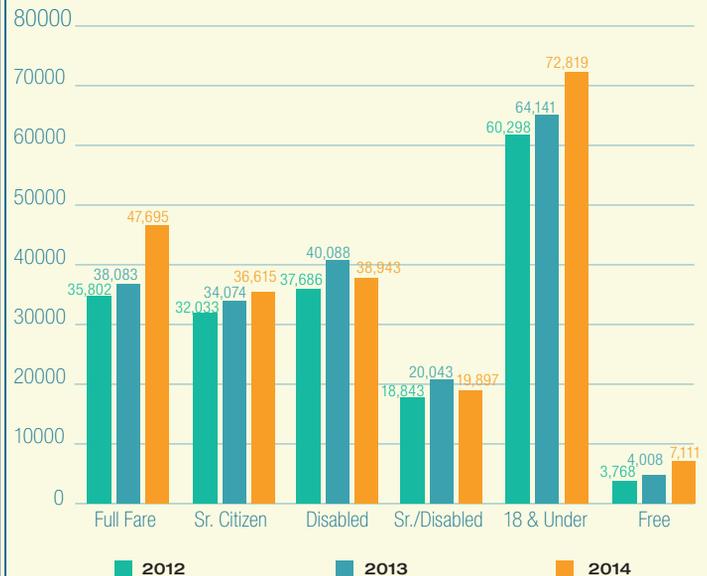
Ridership Comparison



2014 Annual Ridership By Location



Demographic Comparison





Budget

Financial Data

Harbor Transit Operating Budget 2013-2014

Revenue

Passenger Fares	\$202,757
Tax Levy	\$807,889
State Operating Assistance	\$723,684
Federal Operating Assistance	\$398,480
Interest & Other	\$20,248

Total \$2,153,058

Operating Expenses

Operations	\$1,462,022
Dispatch	\$356,705
Maintenance	\$168,966
Administrative	\$359,052

Total \$2,346,745

Breakdown of Expenses

Labor	\$1,199,469
Fringe Benefits	\$298,142
Professional/Contractual Services	\$221,801
Fuel and Supplies	\$313,765
Utilities	\$38,393
Casualty & Liability Costs	\$22,559
Depreciation	\$235,249
Other	\$17,367

Total \$2,346,745

Our mechanic Ross keeps buses running in tip top shape

Getting To Work & School On *Time*

More and more our riders are depending on us to get them to work on time. A recent ridership survey found that 23% of the respondents said they use Harbor Transit to get to work. We are collaborating with Human Resource departments at many local companies to ensure that their employees are taking full advantage of our service.



Nearly 23% of Harbor Transit riders use the service to get back and forth to work. Many on a daily basis.

epc Engine Power Components, Inc.
1333 Fulton St.

Harbor Transit is also transporting nearly 250 students a day to and from 17 area schools within our service area.



Harbor Transit Multi-Modal Transportation System

Board of Directors

Craig Bessinger	City of Ferrysburg
Michael DeWitt	City of Ferrysburg
Joanne Marcetti	Grand Haven Charter Township
Bill Cargo	Grand Haven Charter Township
Patrick McGinnis	City of Grand Haven
Bob Monetza	City of Grand Haven
Pete LaMourie	Member at Large
Bill Meyers	Village of Spring Lake
Gordon Gallagher	Spring Lake Township
John Nash	Spring Lake Township

Advisory Board

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Nancy Nielsen	Member at Large
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Marion McDonald	Member at Large
Warren Roosen	City of Ferrysburg
Ray Harz	Member at Large
Kathy Hamm	City of Grand Haven
Carrie Uthe	Spring Lake Township

Harbor Transit
supporting the
4th Annual
Grand River
Green Up





HARBOR TRANSIT

CELEBRATING FORTY YEARS OF SERVICE 1975 - 2015



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