



CONNECTING OAKLAND COUNTY THROUGH LOCAL TRANSIT SOLUTIONS

On Nov. 8, 2022, voters will be asked to consider a 10-year, .95 mill measure to maintain and expand public transit services, connecting people and communities across Oakland County.

WHAT IS OAKLAND TRANSIT?

- ▶ The Oakland Transit millage **will expand and maintain existing public transit services**, including transportation provided by the SMART bus system, Western Oakland Transportation Authority, North Oakland Transportation Authority and Older Persons Commission in the Rochester area.
- ▶ The millage funds **new service to key areas**, including major employment centers, healthcare campuses and local colleges and universities.
- ▶ The millage will **expand reservation-based service** – flexible transportation for seniors, people with disabilities, and veterans who need to make essential trips, such as doctor’s appointments and grocery shopping.
- ▶ The millage will **expand app-based service** – on-demand transportation open to the general public, using small vehicles.
- ▶ Funds from the millage **will support transit services that specifically benefit Oakland County residents and businesses.**
- ▶ **Local service details will be developed collaboratively** with members of the public, community organizations, transit providers, local governments and county leadership.

SERVING OAKLAND COUNTY

The Oakland Transit millage will connect residents to jobs, medical care, schools, shopping, and other essential destinations.

Millage funds will be distributed to **local transit providers in Oakland County** to continue existing services and expand transportation options, including:

- **SMART**
- **North Oakland Transportation Authority (NOTA)**
- **Western Oakland Transportation Authority (WOTA)**
- **Older Persons Commission (OPC) in the Rochester area**



The Oakland Transit millage will appear on all Oakland County ballots on Nov. 8 and will serve as the replacement for the SMART millage levied in 24 communities across Oakland County.

Learn more at OakGov.com/OaklandTransit





Oakland Transit

information + overview





Key Goals of transit service:

- **Access**
- **Connection**
- **Independence**



Ingredients to develop transit:

- **Destinations**
- **Density**
- **Demographics**

Destinations

Grand River Ave

PROVIDENCE PARK
→ EMERGENCY
→ Grand River Entrance
Tobacco-free Campus

PROVIDENCE PARK HOSPITAL

STOP
← EMERGENCY
← Outpatient Center
← Medical Office Building
← Providence Park
← Providence Park

Density



Demographics

Older Adults and Youth Populations

Older Adults and Youth Population	Census 2010	ACS 2020	Change 2010-2020	Pct Change 2010-2020	SEMCOG 2045
60 and over	8,937	12,172	3,235	36.2%	19,019
65 and over	6,248	8,548	2,300	36.8%	15,788
65 to 84	5,017	7,003	1,986	39.6%	11,868
85 and Over	1,231	1,545	314	25.5%	3,920
Under 18	14,102	14,420	318	2.3%	14,892
5 to 17	10,898	10,803	-95	-0.9%	11,160
Under 5	3,204	3,617	413	12.9%	3,732

Novi Profile 2020 *(source: ACS 2020 data from SEMCOG)*

66,243 residents

12,172 residents age 60+

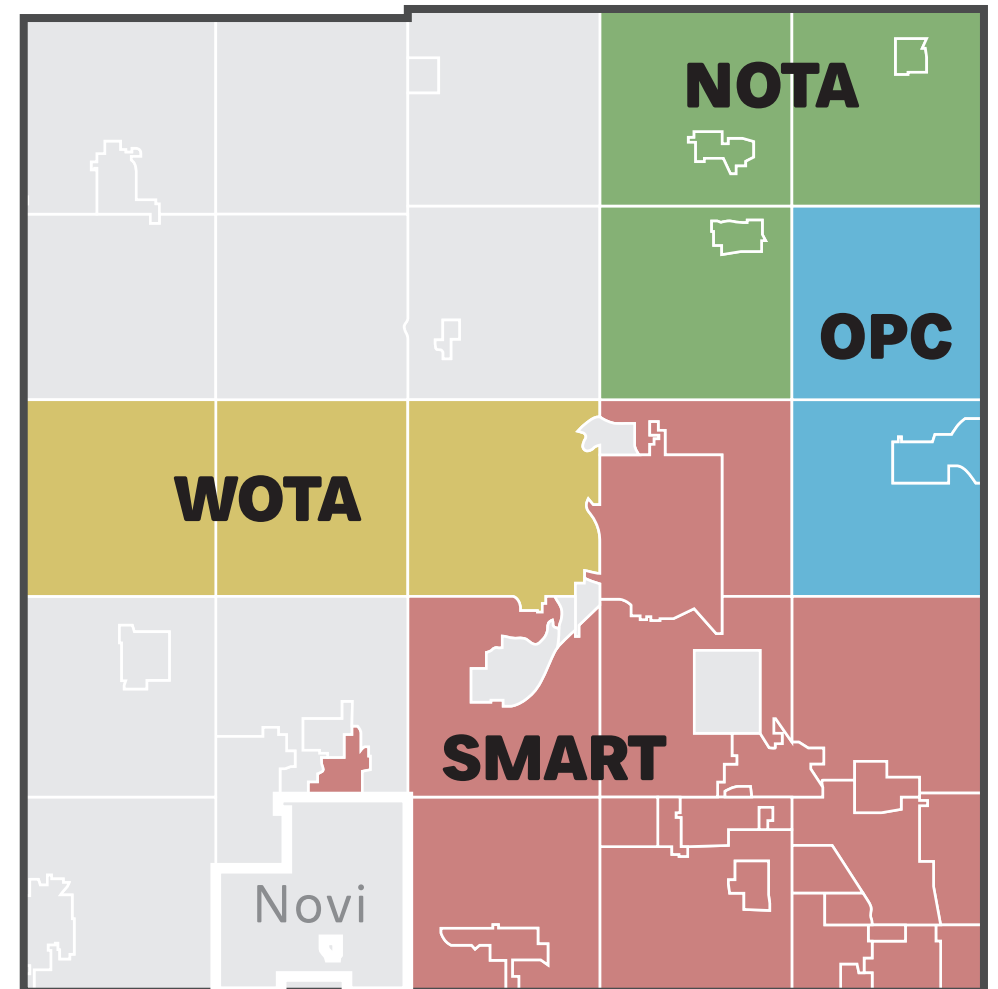
5,873 households under \$50K income

56,092 jobs

3+ regional destinations

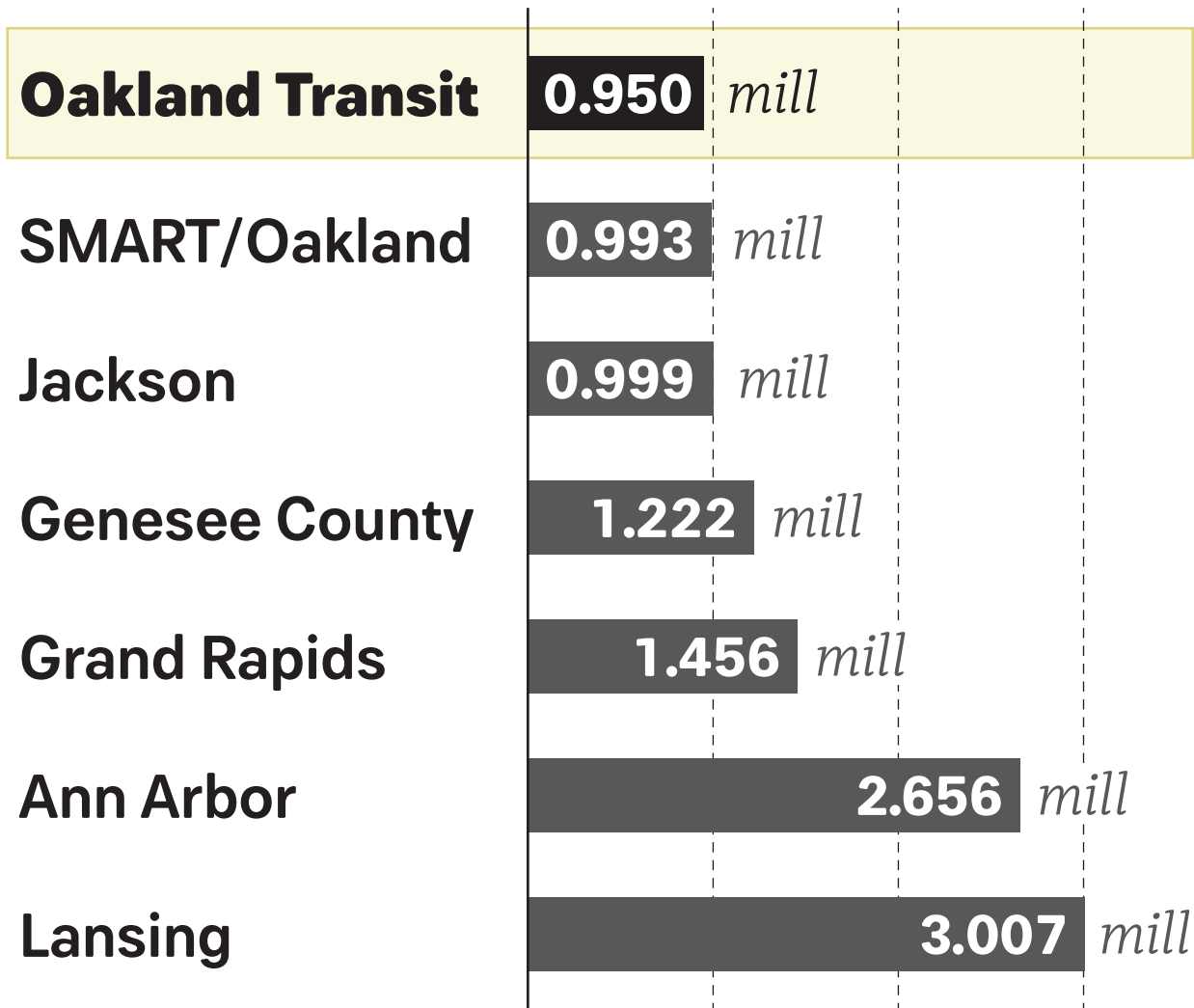
Snapshot & Context

- **Novi is not currently served by any designated transit provider**
- **Limited local transportation options are available**
- **Growing need among seniors and people with disabilities**
- **Growing need to improve access to jobs, employees and destinations**



Features of Oakland County Public Transportation millage:

- **0.95 mill** for 10 years
- Built on **Local Solutions**
- Funds **Local Providers** and municipal transit services
- Allows for **Expansion** in unserved/underserved areas
- More **Flexibility** for communities (i.e. scalable)
- Funds managed and audited by **Oakland County**

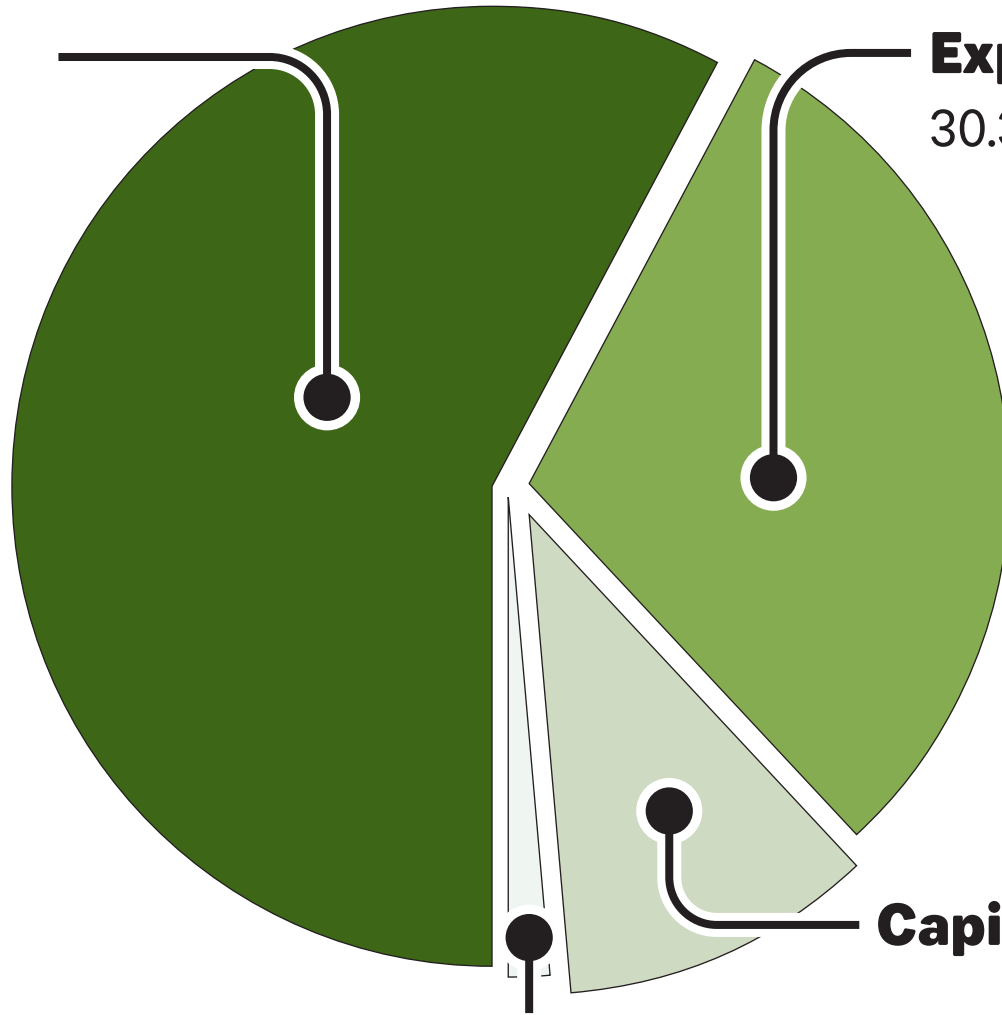


Oakland Transit:
 A **baseline** millage
 to establish
 a **baseline** transit
 service.

Existing millages shown at 2019 rates vs 2022 Oakland Transit proposal.

Between 2019 and 2022, very minor fluctuations occurred to actual levied rates due to Headlee Amendment.

**Maintain
Current
Transit
Service**
57.8%



Expansion
30.3%

Capital 10.6%

Administration 1.3%

Funding Allocations by Purpose

In initial years, funding may skew more toward Capital in order to acquire resources for expanded service.



ONE SIZE DOES NOT FIT ALL



*Diverse solutions for
diverse communities*



Community-Based

Advance reservation services oriented toward seniors, people with disabilities and other populations identified by individual communities.

- **Operated by municipality**
- **Maximum flexibility**
- **Extra levels of customer service**



Microtransit

Flexible, accessible, on-demand service ideal for suburban areas. Connect to activity centers and fixed transit routes.

- **Single-family residential subdivisions**
- **Industrial parks**



Fixed-Route

Predictable, scheduled service to connect major destinations. Covers key corridors featuring continuous activity.

- **Providence Park Hospital**
- **Suburban Collection Showplace**
- **Twelve Oaks Mall & Fountain Walk**
- **Downtown Novi & Town Center**
- **Fox Run**
- **Higher-Density Residential Areas**
- **Neighboring Communities**



Infrastructure

Upgrades to make transit service safe, accessible and user-friendly.

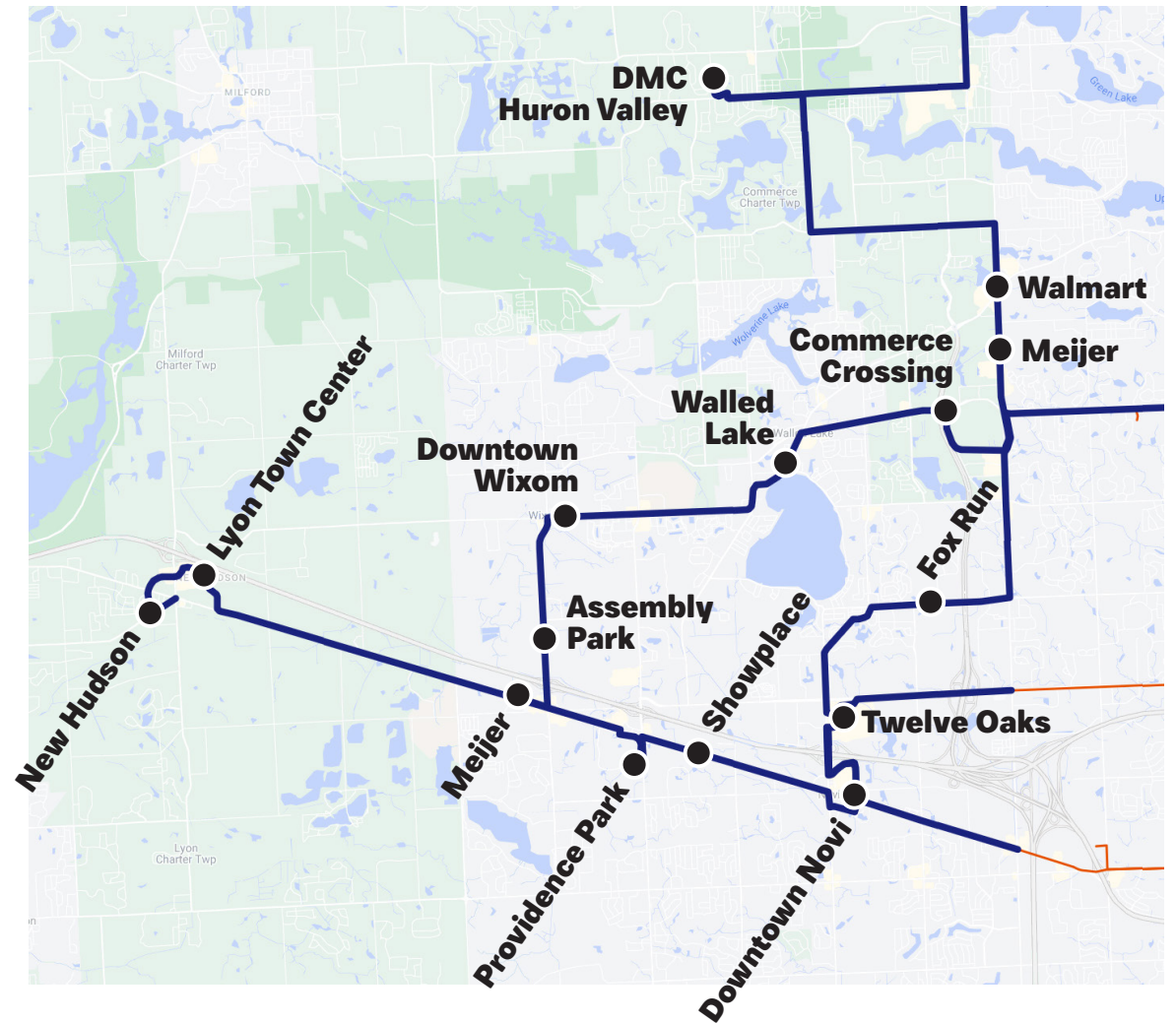
- Sidewalks & Pads
- Shelters & Amenities
- Technology
- Vehicles
- Facilities



- Initial sketches have informed development of the proposal
- Cost estimates based on reported/audited data
- Final deployment is subject to extensive **community input**

Potential Fixed-Route Service in Novi area

...keep in mind community-based, microtransit and paratransit services, too!



for more information

OakGov.com/OaklandTransit

Thank you!

