



*Benzie Bus Staff & Board of Directors
are grateful for the opportunity to serve
over 807,346 rides over the past 11 years!
Thank You*

Local Advisory Committee

Matt Goodlin – Chairman • Douglas Durand – Vice Chair • Mary Carroll
Richard Heniser • Ingemar Johansson • Beverly Popp • Dorene Strang
Ruth Ann Tyler

Benzie Transportation Board of Directors

Joshua Stoltz – Chairman • Susan Kirkpatrick – Vice Chair • Eugene Allen
Amy Herczak • Jennifer Kolinske • Anne Noah • Eric VanDussen
Coury Carland (Ex Officio County Commissioner)

Management Team

Bill Kennis – Executive Director • Chad Hollenbeck – Operations Manager
Jessica Carland – HR & Mobility Manager • Wendy Wedemeier – Financial
Manager



Benzie Transportation Authority

Connecting People to Community

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BENZIE BUS



2017 ANNUAL REPORT

BENZIE BUS
CONNECTING PEOPLE TO COMMUNITY



Why National Rural Transit of the Year?

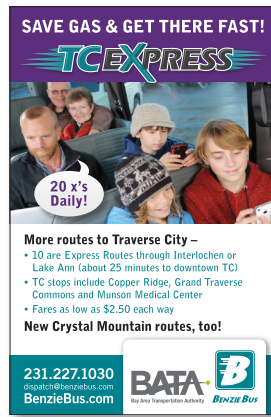
- ✓ **MAYBE IT'S OUR BUSINESS PHILOSOPHY.** We embrace every rider, offer exceptional customer service, and strive for efficiency (moving buses to where they're needed most)
- ✓ **MAYBE IT'S OUR CREATIVITY.** Increasing revenue by using our buses as mobile billboards for local organizations, partnering with the Benzie Area Historical Museum to provide unique tours of Benzie County, and involving local students in the design of two bus wraps.
- ✓ **MAYBE IT'S FOR LEADING CHANGE.** By providing free non-emergency medical transportation, improving services for commuters, and partnering with BATA, Crystal Mountain, and Rotary Charities to do things better.
- ✓ **PERHAPS IT'S THE GREAT PEOPLE INVOLVED EVERY STEP OF THE WAY.** We have the friendliest drivers, dispatchers, and volunteer Board members guiding change, and a management team that is customer and taxpayer conscious, striving to provide the best service, every day.



Operational Goals

Total ridership grew 12%. Rides to work and medical appointments grew 18%. Trips to school grew 7%.

- ✓ **DID YOU KNOW** out-of-county trips accounted for 13% of all rides in 2017? Benzie Bus has set the standard for servicing the community's needs: Nite Owl, Career Tech Students to TC & Shuttles for festivals are some examples.
- ✓ **DID YOU KNOW** we have 6 Ford Transit vans and 2 Dodge Caravans we use to service lower volume routes? We continue to right-size our fleet to improve fuel efficiency and provide a more comfortable ride.
- ✓ **DID YOU KNOW** that vehicle tablets help us optimize routes and ensure on-time performance? Improve safety, accuracy, and have fewer wasted miles and less idle time by implementing electronic driver communication via tablets.



Financial Goals

9,109 more rides with the same bus hours and less fuel - 11% improvement from last year. The farebox grew by 9%, or over \$10,000.

INCOME		EXPENSE	
Total Farebox Revenue	\$123,287*	Labor & Benefits	\$1,083,517
Non-Transportation Revenue	\$24,762	Service Expense	\$136,743
Local Taxes	\$585,531	Materials & Supplies	\$150,730
State Formula Match	\$578,907	Utilities, Insurance, Training & Dues	\$95,802
Federal Match	\$271,000	Total Expenses	\$1,466,792
Training Support	\$4,500	Estimated Net Income	\$121,195
Total Revenue	\$1,587,987		

* 9% increase from 2016. Note: Over the past 3 years Benzie Bus has saved nearly \$300,000 in reserves to cover almost 3 months of expenses for a "rainy day" (as recommended by auditor).

Community Goals

More Outreach = More Riders

- ✓ **MAGICAL HISTORY TOURS** grew from 228 riders @ \$5 fare to 415 riders @ \$15 fare = 5x's growth. All advertising was paid for by local sponsors.
- ✓ **NON-EMERGENCY MEDICAL RIDES** into Manistee and Grand Traverse counties continue to be a growing need, and we have an efficient plan that works.
- ✓ **MOBILITY MANAGER** is dedicated to communicating with residents and helping new riders feel comfortable with our services because someday we might all need a little help getting around town.
- ✓ **MORE TRAINING FOR STAFF** and a cheaper yet better health plan has made Benzie Bus one of the best places to work in the region.



Visionary Goals

Met with community leaders to strategize what Benzie Bus should look like for the next 10 years and some ideas were...

- ✓ **GOOGLE MAPS** (which shows Benzie Bus options)
- ✓ **CONNECTIONS WITH INDIAN TRAILS** to Grand Rapids
- ✓ **TC CHERRY CAPITAL AIRPORT CONNECTIONS** are already underway