

## City of Pleasant Ridge

23925 Woodward Avenue  
Pleasant Ridge, Michigan 48069

---

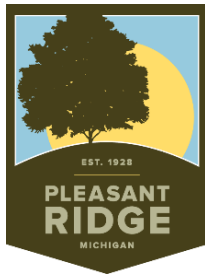
### Regular Downtown Development Authority Meeting Monday, July 23, 2018

Members of the Downtown Development Authority and Residents: This shall serve as your official notification of the Regular Downtown Development Authority Meeting to be held Monday, July 23, 2018, immediately following the Regular Planning Commission Meeting, in the City Commission Chambers, 23925 Woodward Avenue, Pleasant Ridge, Michigan 48069. The following items are on the Agenda for your consideration:

#### **DOWNTOWN DEVELOPMENT AUTHORITY MEETING**

1. Meeting Called to Order.
2. Roll Call.
3. Consideration of the following minutes:
  - a. Regular Downtown Development Authority Meeting held Monday, April 23, 2018.
4. **PUBLIC DISCUSSION** – Items not on the Agenda.
5. Chariot Local Area Transit Program sponsorship.
6. DDA Banner program.
7. City Manager's Update.
8. Other Business.
9. Adjournment.

**In the spirit of compliance with the Americans with Disabilities Act, individuals with a disability should feel free to contact the City at least seventy-two (72) hours in advance of the meeting, if requesting accommodations.**



**City of Pleasant Ridge**  
23925 Woodward Avenue  
Pleasant Ridge, Michigan 48069

## **Downtown Development Meeting April 23, 2018**

Having been duly publicized, Chairman Treuter called the meeting to order at 7:09 p.m.

Present: Commissioners Martin-Campbell, McAuliffe, Schlesinger, Treuter, Corrigan, Wilkinson, McCoy.  
Also Present: City Manager Breuckman, City Commission liaison Perry.  
Absent: Commissioner McCutcheon, Stiffman.

### **Minutes**

#### **DDA-2018-1532**

Motion by Commissioner Martin-Campbell, second by Commissioner McCoy, that the minutes of the Regular Downtown Development Authority meeting held Monday, February 5, 2018 and the Special Downtown Development Authority meeting held Monday, February 26, 2018, be approved.

Adopted: Yeas: Commissioner Martin-Campbell, McCoy, McAuliffe, Schlesinger, Wilkinson, Corrigan, Treuter.  
Nays: None.

### **DDA 2018-2019 Budget**

City Manager Breuckman met with the DDA budget committee and discussed the proposed budget for 2018-2019. He gave a brief presentation of the highlights of the budget. The DDA budget is part of the full budget document, which is adopted by the Pleasant Ridge City Commission after a public hearing.

#### **DDA-2018-1533**

Motion by Commissioner McCoy, second by Commissioner McAuliffe, that the 2018-2019 Downtown Development Authority Budget be approved and forwarded to the City Commission.

Adopted: Yeas: Commissioner McAuliffe, McCoy, Martin-Campbell, Schlesinger, Wilkinson, Corrigan, Treuter.  
Nays: None.

### **DDA Planter Program**

City Manger Breuckman displayed four planter options for the DDA members to consider. Discussion was held as to what planter would fit best in the district. Discussion was held regarding

distribution and type of plants in the planters. Business owners in the DDA would be responsible for watering the planters once they are placed. The DDA members determined the large wide square opening planters would be selected in black and espresso. The planters will be filled with soil and delivered to businesses requesting planters. Two planters will be allowed per business.

### **Other Business**

Commissioner Martin-Campbell questioned if there was any update regarding the Oakland Park/Sylvan/Woodward crosswalk and the possible painting of the crosswalks. Manager Breuckman discussed the construction of the Woodward crosswalks over the next season with MDOT. He has submitted a design plan to Oakland County Road Commission and MDOT which is currently being reviewed. There will be no changes to the Oakland Park/Ridge Road intersection.

Mr. Rob Sakat, 8 Fairwood, questioned who maintains the Blue Star Memorial at the corner of Woodward and Wellesley. The Pleasant Ridge Garden Club maintains that area. He commented the planters have not been planted as of yet this year and there is planting debris in those planters.

Commission Perry commented on the upcoming RTA meetings. The next meeting for Oakland County will be Wednesday, April 25, 2018 from 5:30p–7:30p, at the Baldwin Public Library in Birmingham.

Chairman Treuter attended the open house at the Men's Chair, 23908 Woodward Avenue.

With no further comments or discussion, Chairman Treuter adjourned the meeting at 7:47 p.m.

---

Chairman Treuter

---

Martha Schlesinger, Secretary



# City of Pleasant Ridge

James Breuckman, City Manager

---

From: Jim Breuckman, City Manager  
To: DDA Members  
Date: July 19, 2018  
Re: Chariot Multi-Jurisdictional Transit Circulator

## Overview

Over the past 18 months, Pleasant Ridge and the DDA have been in discussions about a potential transit circulator service that would operate within Ferndale and Pleasant Ridge. At this time, we have a new concept using a service called Chariot. Ferndale is requesting that we re-confirm the funding pledge of \$10,000 for the service that we had made last year when we were working on a previous version of this service. Please note that no money has been spent on this service to-date.

The service would operate from 4pm until midnight, Thursday through Saturday. One shuttle will be running always, with two shuttles running during the 5pm to 10pm peak hours.

The pilot period for this service will run for 7 months, starting in September of this year and continuing through March of 2019. Ferndale is using this service as a way to offset parking disruptions during the construction of their parking deck.

The City of Ferndale has entered into a contractual agreement with Chariot. Pleasant Ridge, if we participate in the service, would not have a contractual agreement with Chariot, rather, we would be paying Ferndale as a service provider to add two stops in Pleasant Ridge on the Chariot route.

## Background

The project formerly known as the FabCab that we were working on with Ferndale in the early part of 2017 has seen a rebirth. Ferndale is now partnering with Chariot, a mobility company that is owned by Ford:

<https://www.chariot.com>

Chariot started in the SF Bay region and has recently begun servicing the Detroit area. They will be the operator for the new weekend shuttle service.

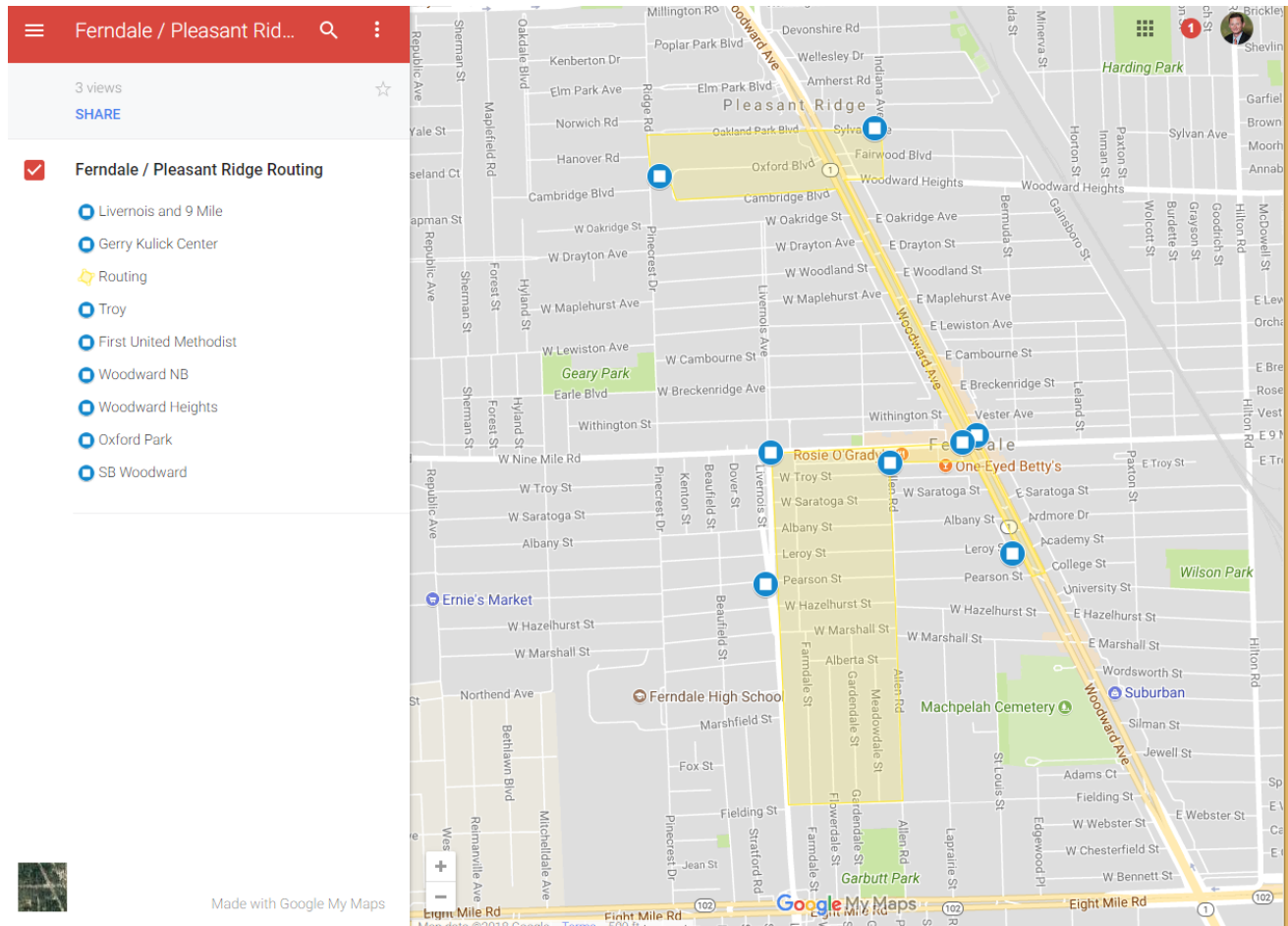
Here are some details about the new service:

- The service will start with Ferndale and PR, with a target start date of September 1 of this year. There will be a 7-month pilot period after which the results will be evaluated and we will decide

if we are going to continue the service with or without alterations. This simplifies the start-up process.

- Ferndale is asking that we sustain our prior \$10,000 commitment from the DDA and City to pay for the Pleasant Ridge portion of the service. You'll recall that this \$10,000 was the commitment that we made last year for the FabCab shuttle, which eventually collapsed under the weight of the number of organizations involved.
- The service will be free to use for residents during the 7-month pilot period. The funding model and service fee will be evaluated at the end of the pilot period to determine if there should be a small per-ride fee for the service to replace some or all of the public funding.
- The route is approximately 30 minutes, so it would be a 30-minute headway off-peak, and a 15-minute headway during peak times. These are good headways for a service like this, as by comparison, large transit operations like subways aim for 10-minute headways, so this is quite good headway time for a service of this type.
- There is a chariot app that will allow residents to see the location of shuttles and the approximate time they will arrive at the stop, helping to reduce wait times at the stop by planning what time you leave the house or establishment you are at.
- The PR stops will be on Sylvan, either at Indiana or closer to Woodward, and at or near Hessel Park. These two stops put almost all east side residents within a 5-minute walk of the stop, and most west side residents are within a 10-minute walk of the stop. Refer to the preliminary route map on the following page.
- There is a possibility of the service migrating from fixed route to on-demand in the future. Chariot was set up as a fixed route shuttle service, but they are looking at an on-demand model, or at least a hybrid that brings in on-demand and fixed route elements.
- Finally, there is a possibility that the service will kick-off on Labor Day weekend as an Arts Beats and Eats shuttle like the trolley we used to run, with the regular fixed route service starting the weekend after Labor Day. For reference, we used to pay around \$3,000 for the one-weekend Labor Day trolley alone, while this Chariot partnership would be \$10,000 to access shuttle service for three days every weekend for 7 months, plus the potential for an Arts Beats and Eats shuttle.
- We have also discussed offering charter-style shuttle services for other events around the region during the pilot period. This is something that is still in development, so I don't have any details other than there may be special shuttles to things happening downtown or in Detroit or elsewhere.

## Preliminary Route Map



## Details of Chariot Service

For more details on the Chariot service, refer to the attached presentation which was developed for Ferndale's City Council when they approved the contract with Chariot at their June meeting.

## Requested Action

Staff is requesting that the DDA consider re-committing its previous \$5,000 funding pledge towards this project.

chariot

# We're part of Ford Smart Mobility

## Part of Ford since 2016

Spearheaded by Ford CEO Jim Hackett (then-FSM chairman), we joined Ford Smart Mobility.

## Expanding quickly

With an increased on mobility, Ford is determined to help scale Chariot across the globe.

## Arriving in Detroit

We are looking forward to launching in SE MI. Working with employers, municipalities, transit agencies and more.



# Mobility in Ferndale



## Development

Continue to boost the economic development of Ferndale by providing a custom parking lot shuttle service during construction projects impacting the city center 2018-19.

## Safety

Improve safety for all modes of transportation and pedestrians by decreasing congestion, and better utilizing outlying parking lots.

## Custom

Work with city planners and residents to tailor a service, route, and hours that fit the community best.

# Chariot vehicles

Everything to know about our Ford Transit vehicles





chariot

Your City, Your Way

180

180

Download ► Book ► Ride

# Chariot drivers

Everything to know about our Ford Transit vehicles



# Our drivers

---

W-2 employees,  
not contractors

Background  
checked

Drug/alcohol  
tested

Fully trained in  
person





# How it works

---

Download

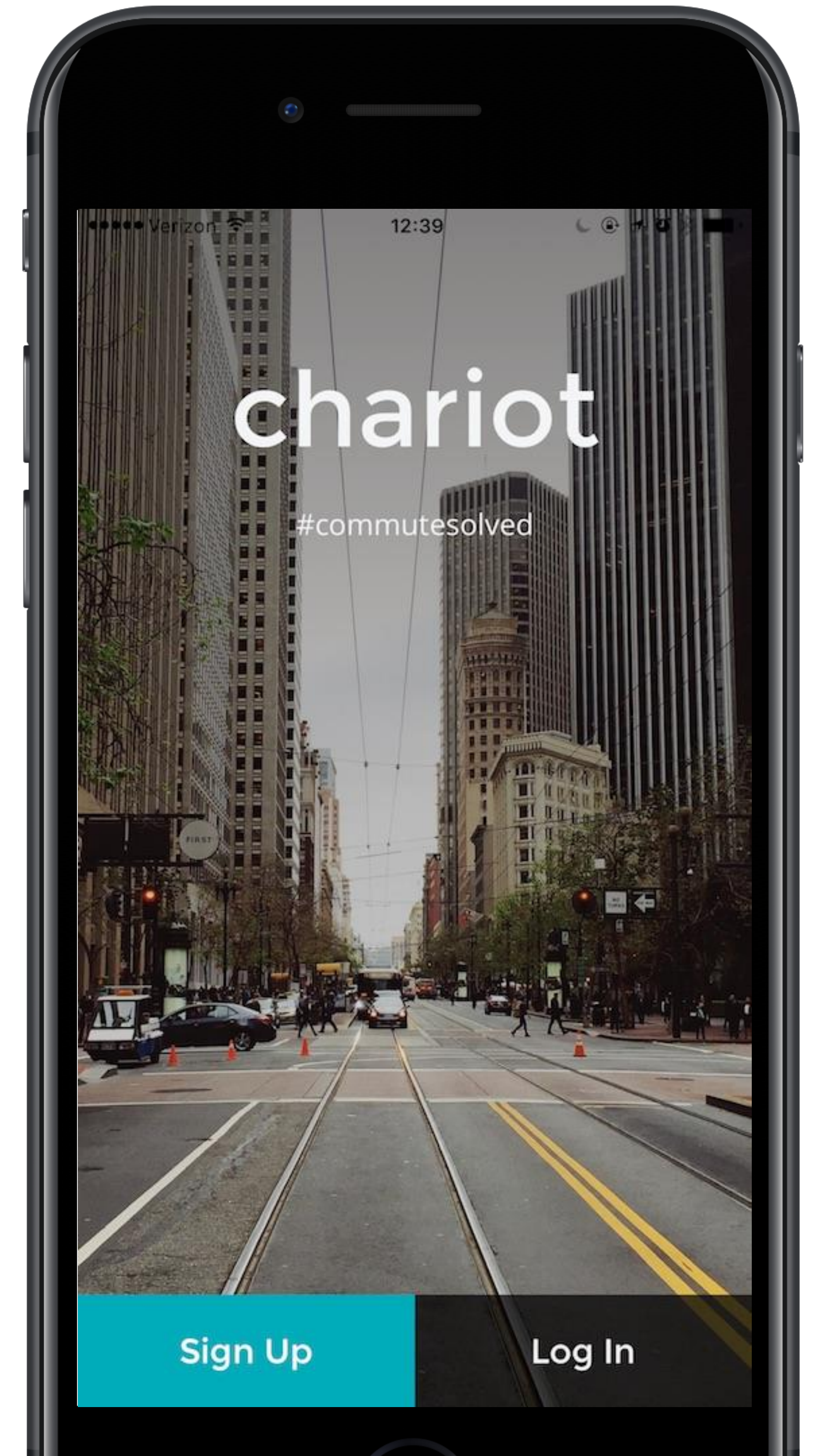
Search routes

Check in

Board

## Download

Download the Chariot app on iOS or Android and click “Sign Up”





# How it works

Download

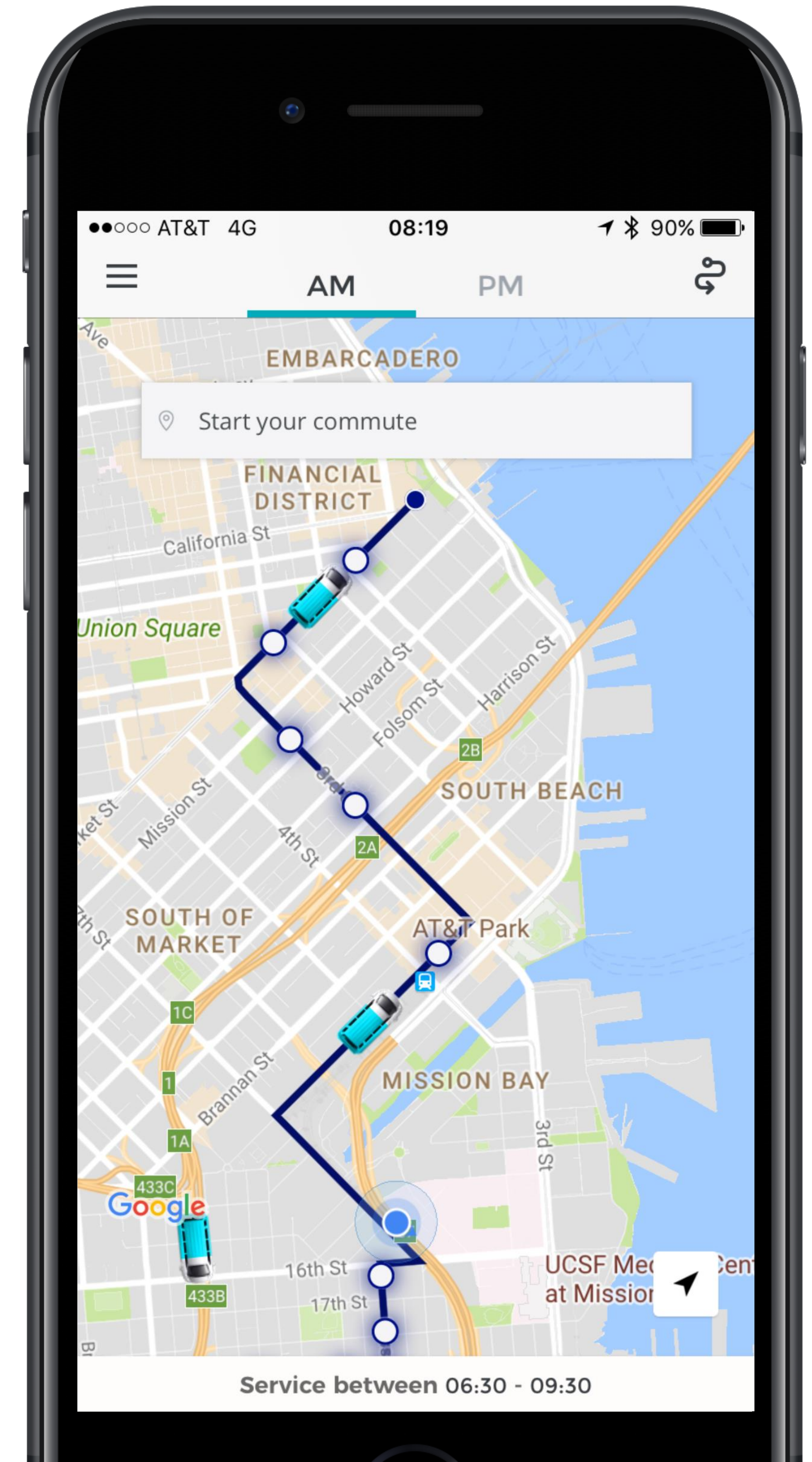
Select Route

Check in

Board

## Search routes

Use the search feature to find your preferred route. For returning customers, the “Favorite Route” feature will pre-select routes you’ve already ridden.



# How it works

Download

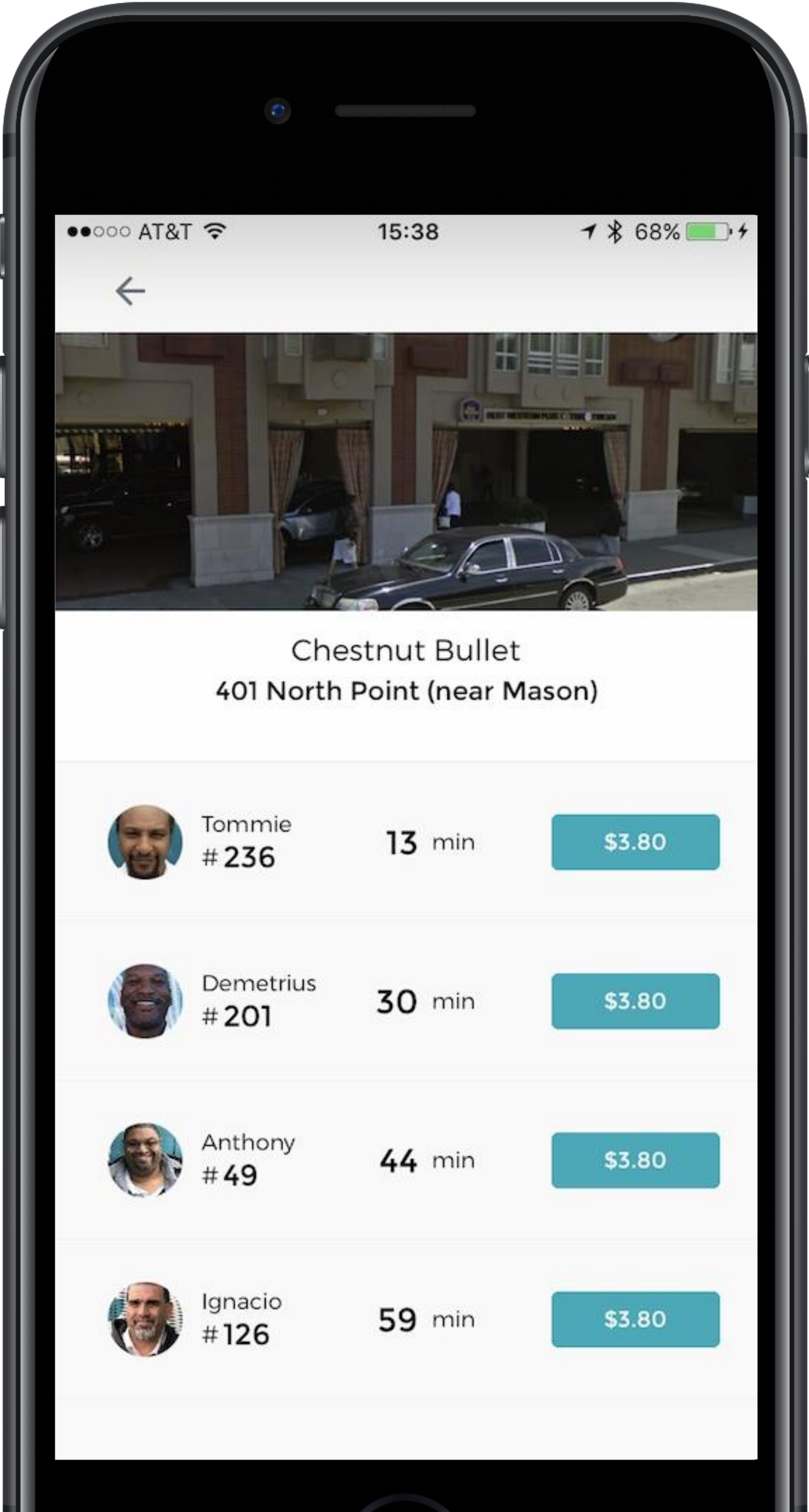
Search routes

Check in

Board

## Check in

Once you've found the Chariot you want to ride, "Check in" to your Chariot to reserve your seat and watch the driver on the map.





# How it works

Download

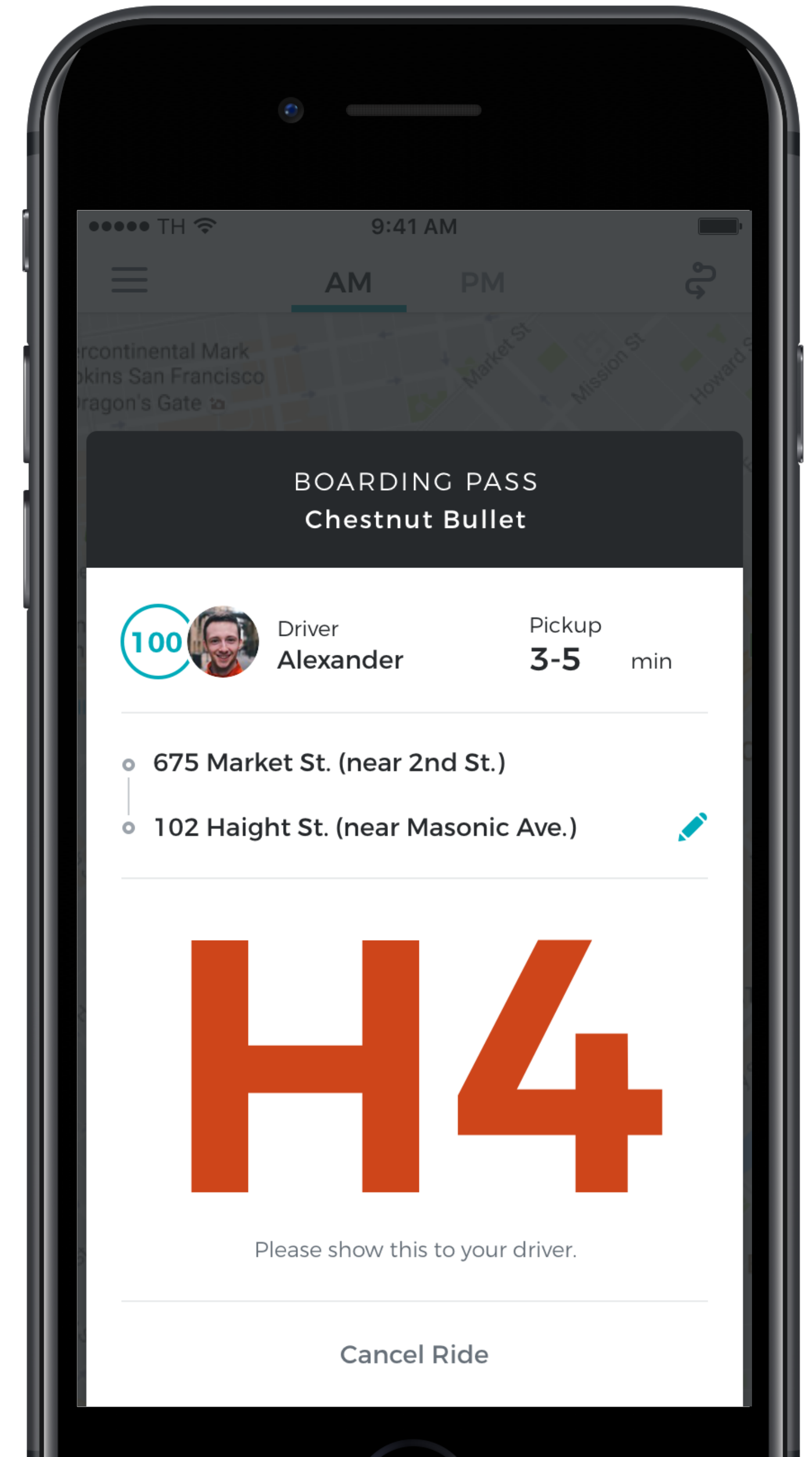
Search routes

Check in

Board

## Board

The driver arrives, passengers flash their “Boarding pass”. It’s a random two digit combo that must match the driver’s boarding code, and shows they have a ticket to ride.





## Driver Operations

Chariot manages drivers, routing, route changes, dispatch and more.



## Customer Service

Chariot handles in-app, toll-free, or email customer service requests. Lost and Found, app questions etc.

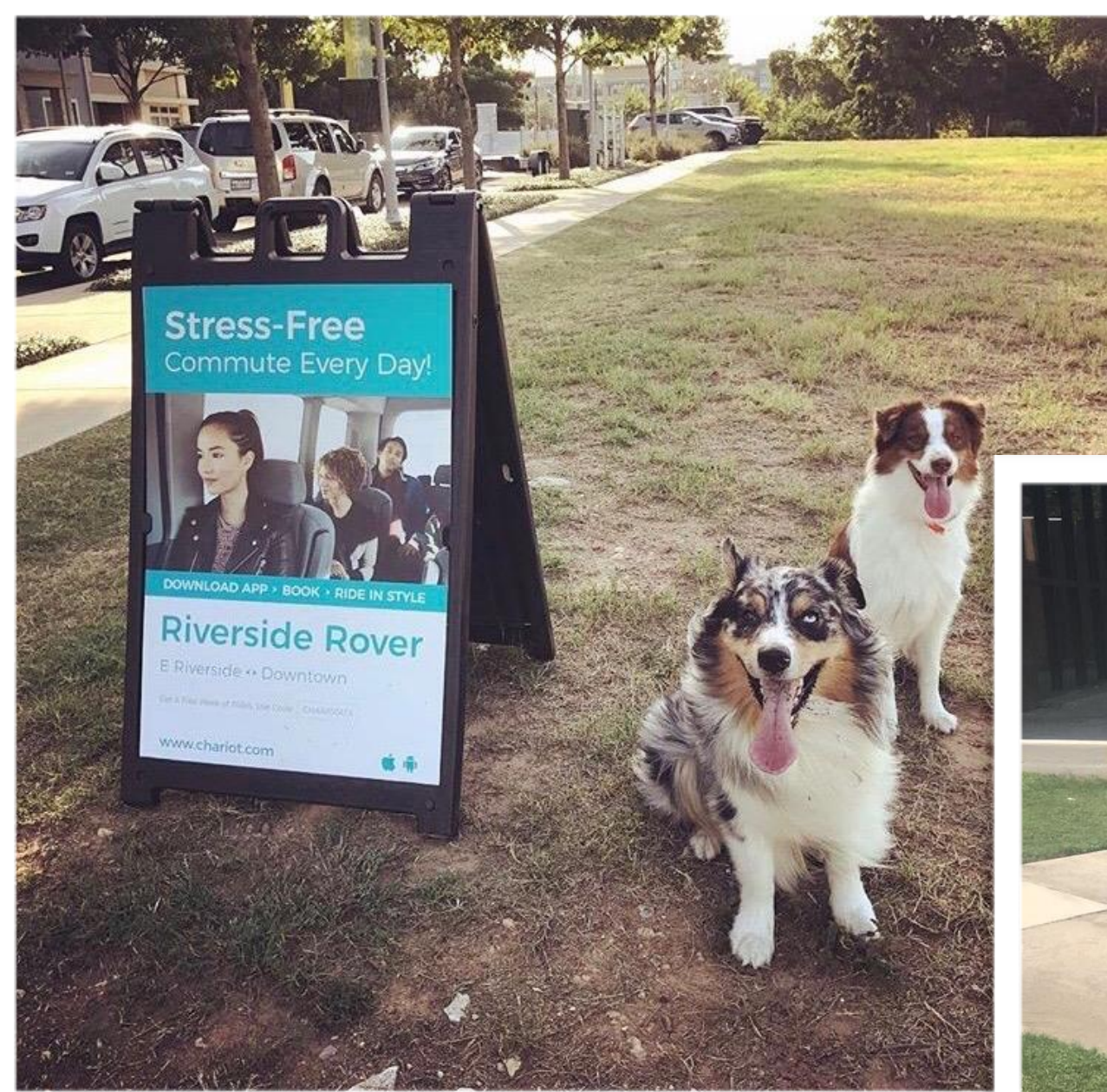


## Safety

Chariot provides fleet management, providing mandatory vehicle service and cleaning in addition to compliance with all state and federal regulations.



# Why Chariot?



## Pre-Launch

- Our marketing team can help collaborate and assist with any signage ideas needed.
- Chariot employees to attend city meetings or events, presenting Chariot and answering questions.
- Provide tabling events in the community to assist with app-downloads and answer questions

## Post-Launch

- Optimize routing
- Continuing tabling events to encourage app usage
- Monthly performance calls with city officials



# The Solution

Review Routes and Timing

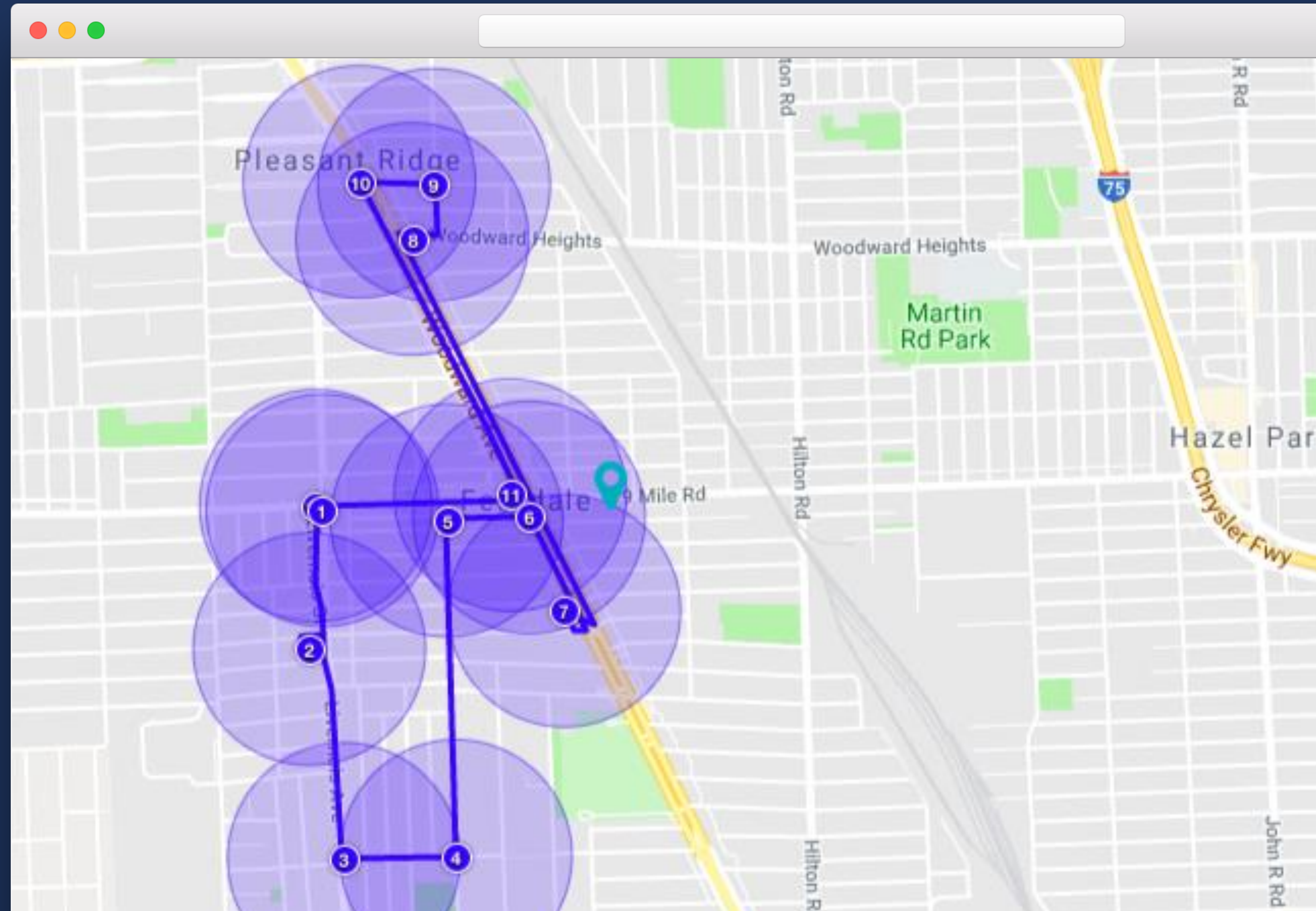
# FERNDALE // PLEASANT RIDGE ROUTING

## Routing

Hope is to encompass E. And W. Pleasant Ridge, First United Methodist lot, Downtown Ferndale, Livernois, and SMART Woodward stops

## Service Level

- 1 WAV vehicle running Thurs-Saturday, 4pm-12am
- Additional WAV vehicle during peak hours Thurs-Saturday, 5p-10pm
- Servicing outlying parking lots to encourage parking, and ease trips to downtown Ferndale during construction.





# Chariot in Ferndale



## Future Growth

After an initial 6 month pilot the program will be reviewed. Chariot could launch additional routes based on public/private partnerships. Chariot will need to generate enough interest from the city, business, and public interests to make routes feasible.

## Charter Services

Chariot can provide additional vehicles during downtown events throughout the summer and fall. Chariot will provide vehicles on an hourly basis, separately contracted.

## Sponsorship

If Chariot succeeds and is expanded in Ferndale, there will be marketing opportunities through custom wrapping of the vehicle.

# chariot

# Thank you!

WYATT TENNANT | ENTERPRISE SALES LEAD  
WYATT.TENNANT@CHARIOT.COM | (313) 992-7340



# City of Pleasant Ridge

James Breuckman, City Manager

---

From: Jim Breuckman, City Manager  
To: DDA Members  
Date: July 19, 2018  
Re: DDA Banners

## Overview

The current DDA banners are approaching the end of their useful life. Staff would like to discuss the future of the banner program with the DDA.

## Background

For context and information, the current banners cost \$7,450 to install in 2015. Since installation, we have spent about \$2,500 to maintain and replace banners that have fallen down or had brackets fail. There was also about \$1,000 of professional services cost to design the new banners.

## Requested Action

A discussion to provide guidance to staff on how to handle the aging banners. Options include replacing the existing banners with the same design, replacing existing banners with a new design, keeping the current banners in place for as long as we can, removing the current banners without replacement, or another option identified during the discussion.