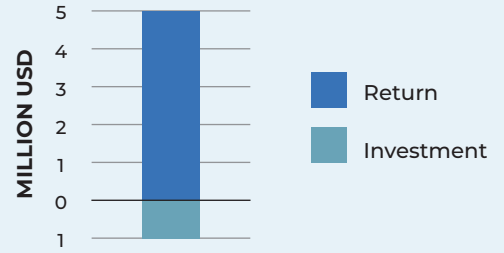


## Economic Impact of Investment and Service Cuts Risks

**Investment Returns:** For every \$1 million invested, there is a return of \$5 million in economic benefit.

**Service Cuts Consequences:** A \$2.5 million service cut could lead to an economic loss of \$12.5 million due to decreased access to jobs, shopping, and other activities.

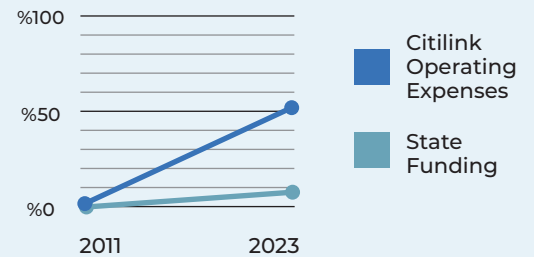


## Financial Makeup and Investment Challenges

**Financial Structure:** Our financial makeup allows us to invest in capital infrastructure, but we are unable to expand service due to a lack of operating assistance.

**Capital vs. Operating Funds:** While we can fund the purchase of buses over the next twelve years, we lack the necessary funds to cover the salaries needed to operate these new buses. To access these federal funds, we need to contribute **15% from state and local funds**. As a result, potential operating funds become tied up in local matching, leaving us with fewer resources to invest in operations.

**Need for Support from Elected Leaders:** Citilink needs access to state and local funds for both federal capital grants and also to cover Operating Expenses. Since 2011, **state funding has grown 9%** and **Citilink's operating expenses have grown 54%**.



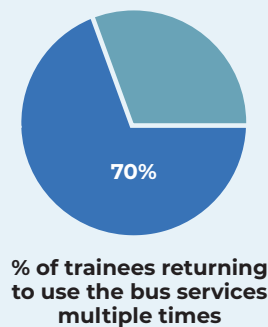
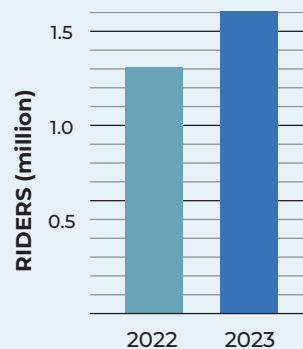
## 2023 Achievements and Programs

**Staffing and Service Improvements:** In 2023, Citilink became fully staffed, resumed a half-hourly service, and increased **ridership to 1.6 million**, marking a **23% rise from 2022** and nearing pre-pandemic levels.

**Travel Training Program:** The travel training program achieved significant success, with **70% of trainees returning to use the bus services multiple times** until they felt confident.

## Capital Funding Discussion

**Funding Allocation:** Although funds are available for purchasing buses over the next twelve years, there is a shortfall in the budget for operating expenses, such as driver salaries.



## Bottom Line

**Public Perception:** Despite receiving \$11 million in funding, this amount is allocated for capital expenses (vehicles) and not for the operating budget.

**Transit is an Investment:** With a budget of nearly \$20 million, Citilink brings five times that in economic benefit each year, linking people to jobs, shopping, and healthcare. We need your support to grow our funding and economic impact, so that we can meet the needs of the fastest growing metro in the Great Lakes region.