

Transit Master Plan – Education Information

- The Board approved a millage question that would raise funds for the first round of improvements identified in the transit master plan, as adopted in June 2010. The plan, which was developed with extensive public outreach and input, identifies a 20-year vision for transit services in the region.
- The improvements in Phase 1 of the 20-year plan are:
 - Improve weekday service so that **all routes** run at least every 30 minutes (5:00 a.m. – 7:15 p.m.).
 - Connect Route 50, GVSU’s main route on Lake Michigan Drive, to Rapid Central Station to increase access and reduce the need for transfers.
 - Extend hours so that **all routes** run until 11:15 p.m. weekday evenings (17 out of 21 routes will run every 30 minutes).
 - The seven busiest routes will have 30-minute service until 12:15 a.m.
 - Double the number of routes with 15-minute service during morning and afternoon commute hours.
 - Run **all** routes (except Route 17 – Woodland/Airport) until 10:00 on Saturday evenings.
 - Operate BRT express service serving Division Avenue, Medical Mile, and downtown Grand Rapids.
- Putting these improvements into place requires a 0.35 millage increase over the current 1.12 The Rapid collects. This translates into an annual increase of \$17.50 (in addition to the current \$56) for each \$100,000 of house market value each year. The total new millage rate would be 1.47 (\$73.50/year for a \$100,000 home).
- Last year, customers of The Rapid took over 9.7 million rides. There were more than one million rides each month in September and October, and nearly 1 million rides in November (approximately 992,000). At the current pace, we are on track to provide more than 10 million rides this year.
- Surveys consistently show that the biggest reason people ride the bus is to get to work. In the most recent ridership survey, 75% of passengers say they use the bus as their primary transportation to work. Providing affordable, reliable transportation helps people to get and keep jobs.
- According to the same ridership survey, 69% use the bus for shopping, generating economic activity in our region.
- Better service will attract new riders, further reducing fuel consumption and air pollution.
- Even with the millage increase, a rate of 1.47 mills would be less than half of the current millage rates in Lansing and Saginaw (3.01 and 3.00, respectively), and over 1 mill less than Ann Arbor (2.50).
- GO!Bus service will match fixed route improvements, translating into Go!Bus service until 12:15am on weekdays.

Service Improvement Specifics Transit Master Plan Phase I

- Improve weekday service so that **all routes** run at least every 30 minutes (5:00 a.m. – 7:15 p.m.)
 - Route 3-Madison
 - Route 14-Burton
 - Route 17-Woodland/Airport
 - Route 18-West Side
 - Route 44—44th Street
- Connect **Route 50**, GVSU's main route on Lake Michigan Drive, to Rapid Central Station to increase access and reduce the need for transfers.
- Extend hours so that **most routes** run on 30-minute service until 11:15 p.m. weekday evenings. (The routes listed below currently run every 60 minutes, or stop at 7:15pm, as noted)
 - Route 2-Kalamazoo
 - Route 3-Madison (will run on 60-minute service, currently stops at 7:15pm)
 - Route 4-Eastern
 - Route 6-Eastown/Woodland
 - Route 9-Alpine
 - Route 11-Plainfield
 - Route 18-West Side (will run on 60-minute service, currently stops at 7:15pm)
 - Route 24-Burton (will run on 60-minute service, currently stops at 7:15pm)
 - Route 28-28th Street
 - Route 44-44th Street (will run on 60-minute service, currently stops at 7:15pm)
- In addition to the 11:15pm service extension, the following **seven busiest routes** will have 30-minute service until 12:15 a.m.
 - Route 1-Division
 - Route 2-Kalamazoo
 - Route 4-Eastern
 - Route 6-Eastown/Woodland
 - Route 9-Alpine
 - Route 11-Plainfield
 - Route 28-28th Street
- **Double the number of routes** with 15-minute service during morning and afternoon commute hours.
 - Route 5-Wealthy (between Central Station and Breton Village Mall)
 - Route 7-West Leonard
 - Route 8-Grandville (between Central Station and 28th/Burlingame)
 - Route 13-Michigan/Fuller (between Central Station and Michigan/Fuller)
 - Route 15-East Leonard
 - Route 28-28th Street (between Burlingame and Woodland Mall)
- Run **all routes** until 10:00 on Saturday evenings.
 - Route 3-Madison
 - Route 5-Wealthy/Woodland
 - Route 10-Clyde Park
 - Route 13-Michigan/Fuller
 - Route 14-East Fulton
 - Route 24-Burton
 - Route 44-44th Street
 - *NOTE: Route 17-Woodland/Airport does not operate on Saturday*
- Operate **BRT** express service serving Division Avenue, Medical Mile, and downtown Grand Rapids.
 - BRT Express service will get riders from 60th street to the Medical Mile in under 30 minutes. Currently, the same trip takes close to 1 hour.