



Present Performance & Service Committee Members

Charis Austin

David Bilardello (Chair)

Tracie Coffman

Steven Gilbert

Andy Guy

PRESENT PERFORMANCE & SERVICE COMMITTEE

Tuesday, January 12, 2021 – 4:30 p.m.

Virtual Meeting

AGENDA

	<u>PRESENTER</u>	<u>ACTION</u>
1. PUBLIC COMMENT		
2. MINUTES REVIEW – November 10, 2020	David Bilardello	Approval
3. DISCUSSION		
a. FY2021 Paratransit Report Card Standards Change Proposal	Jason Prescott	Information
b. FY2021 Fixed Route Report Card Standards Change Proposal	Nick Monoyios	Information
c. Route 1 Revised Alignment	Max Dillivan	Information
d. Advertising Policy Presentation	Brittany Schlacter	Information
e. E-Fare Changes and Standards	Kevin Wisselink	Information
f. Consolidated Fare Policy	Kevin Wisselink	Information
g. Committee Chart of Work	David Bilardello	Information
4. ADJOURNMENT		

Next meeting: March 9, 2021



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PRESENT PERFORMANCE & SERVICE COMMITTEE MEETING MINUTES

Tuesday, November 10, 2020 – 4 p.m.

Virtual Meeting

ATTENDANCE:

Committee Members Present:

David Bilardello, Tracie Coffman, Andy Guy

Committee Members Absent:

Charis Austin, Steven Gilbert

Staff Attendees:

Max Dillivan, Julie Ilbrink, Win Irwin, Bill Kirk, Steve Luther, Linda Medina, Nick Monoyios, James Nguyen, Andy Prokopy, Steve Schipper, Mike Wieringa, Kevin Wisselink

Other Attendees:

Laura St. Louis

Mr. Bilardello called the meeting to order at 4:03 p.m.

1. PUBLIC COMMENT

Laura St. Louis with Disability Advocates of Kent County shared they are working on a mobility project with Phoenix Mobility Rising and the Veteran's Coalition that is providing free rides to veterans through the end of December. If you know of anyone who is interested in driving for this program, please direct them to Ms. St. Louis.

2. MINUTES – August 18, 2020

The minutes from August 18, 2020 were distributed and reviewed. Minutes were approved as written.

3. DISCUSSION

a. COVID Response and Recovery

Steve Luther provided an update on The Rapid's COVID Response and Recovery. Mr. Luther shared that we have had six confirmed positive cases. We are continuing our cleaning. We are also in conversation with GVSU to see if they want us to do cleaning at the Kirkhoff Campus. Mr. Bilardello shared that at Spectrum Health, cases are increasing dramatically right now. Case testing and positives are also increasing. Mr. Irwin expressed we have implemented a remote work policy, which is different than what we did before. Each department is determining who is fully equipped to work from home in order to eliminate staff from being in the building. Ms. Coffman asked if we are having any resistance to

the mask wearing requirements on the buses. Mr. Luther shared we are seeing a high compliance. He shared we also had a visit by MIOSHA which was very successful. Mr. Kirk shared the signs on the buses have been changed to reflect that the mask requirement is being enforced to MDHHS rules, not the governor's executive orders. Mr. Guy asked if there were any specific guidelines on passenger limits during this time. Mr. Luther shared that while there is no policy, we are keeping an eye on numbers. Mr. Bilardello cautioned the team to be ready to implement limits again as the COVID positive numbers are increasing as well as mask fatigue.

b. COA Update

Mr. Dillivan provided an update on the COA. They will be having open house type virtual meetings which would allow board members to log on and chat with staff if they have any questions. This proposal is awaiting Mayor Kepley's approval.

Mr. Dillivan shared they have reached the third phase of outreach where they are connecting with stakeholders along with employer-facing quorums in the four quadrants of the county. More information will be provided to the Board at the December board meeting.

c. Laker Line Update

Mr. Monoyios shared the Ticket Vending Machines (TVM's) are all installed and ready to be programmed. He also shared he received a call from the FTA who expressed gratitude for how everything is being taken care of. Mr. Monoyios shared ridership on Laker Line is averaging 1700 passengers per day, which is down from 5,000 rides per day last year, however, it remains one of the most highly used lines.

d. Ridership Reports

Mr. Dillivan shared he has been monitoring ridership by day, time and trip in an effort to understand the entire travel pattern of riders. He expressed we have stayed on the same trend since June of 2020, still at the 38% of recovery rate. Contracted fixed services are down more than 75% (Ferris, DASH, GRCC). The loss of GVSU riders has been especially impactful.

4. AJOURNMENT

This meeting was adjourned at 4:30 p.m.

Respectfully submitted,


Julie Ilbrink, Board Secretary



Date: January 5, 2021
To: Planning and Technology Committee
From: Nick Monoyios, Planning Manager
Subject: FY 2021 REPORT CARD STANDARDS

ACTION REQUESTED

Staff is requesting Board approval of the recommended FY 2021 Report Card Standards. This item has been annually presented to the Rapid Board to assess key performance indicators to measure fixed-route service on an annual basis.

Due to the pandemic, staff is recommending an alternative approach for appropriately measuring system performance in FY21.

METHODOLOGY

Ridership – With the pandemic occurring in the 2nd quarter of FY20, and the resulting fluctuations of service levels and ridership, a unique approach was needed to assess ridership standards. Staff recommends omitting using the last three (3) quarters from FY20 and using the data from the last three (3) quarters in FY19 and the first quarter in FY20. Accordingly, the measures for FY21 will be based on the percent difference. Also, due to the variation of this approach, staff recommends incremental changes for each quarter (as illustrated in the table below).

Preventable Accidents – Since preventable accidents have a direct correlation to service levels and general traffic volumes, it is not surprising to see a significant decrease in incidents throughout FY20. Therefore, staff recommends comparing measures based on the previous quarter (as opposed to the same quarter from the previous fiscal year), since the relationship between service levels and traffic volumes can change on a subsequent monthly basis. Staff also recommends incremental variations in the standards for each FY 21 quarter as illustrated in the table below.

Customer Service – Complaints significantly escalated in FY20 due to the pandemic implications of reducing service levels and the general anxiety of passenger attitudes. Staff recommends comparing measures based on the previous quarter (as opposed to the same quarter from the previous fiscal year), since the lowered service levels and attitudes can fluctuate on a monthly basis as the pandemic conditions evolve. These recommended measures are identified on the table below.

Additionally, staff recommends continuing to monitor commendations but providing no standard.

On Time Performance – Throughout the last three (3) quarters of FY20, on-time performance showed significant improvement. This is in part due to the lowered traffic volumes, but also to staff's more detailed evaluation of ascertaining any operational cause of any on-time performance. Consequently, staff recommends to increase the on-time performance standard consistent for all quarters in FY21, regardless of any anticipation of increased traffic volumes.

Cost Effectiveness – Cost effectiveness is measured through Cost per Passenger and Passengers per Mile. The loss of ridership in FY20 resulted in a significant increase in cost per passenger with a corresponding decrease of passengers per mile. Both of these measures are separated between fixed route and contracted service. Staff recommends establishing unique quarterly measures by omitting any comparison to the last three (3) quarters from FY20 and using the data from the last three (3) quarters in FY19 and the first quarter in FY20. The measures are identified in the table below.

Service Revenue – While farebox recovery measures have always been included monthly productivity report, they have never been included as a Report Card measure. Staff recommends the inclusion of measuring service revenue as a standard for FY21, and using this fiscal year to establish a baseline dataset and report the findings annually. Staff will use this data to recommend a standard for the FY21 Report Card.

PROPOSED FY2021 REPORT CARD STANDARDS

	FY2019					FY2020				
	Annual	1st	2nd	3rd	4th	Annual	1st	2nd	3rd	4th
Productivity										
Ridership ¹	< -5% -5% < 0% > 0%	1.4	-5.40%	5.20%	4.00%	< -5% -5% < 0% > 0%	-3.60%	8.90%	-77.60%	63.30%
	% change compared to previous fiscal same quarter					% change compared to previous fiscal same quarter				

	FY2019					FY2020				
Preventable Accidents										
Preventable Accidents (per 100k miles) ²	> 1.75 1.75 > 1.5 < 1.5	1.27	1.7	1.74	1.43	> 1.75 1.75 > 1.5 < 1.5	1.2	1.3	0.71	0.59
	Actual value - not percentage change					Actual value - not percentage change				

	FY2019					FY2020				
Customer Service										
Complaints (per 100k passengers) ³	> 6.0 6.0 > 4.5 < 4.5	4.29	4.9	4.22	5.06	> 6.0 6.0 > 4.5 < 4.5	3.79	4.63	17.25	20.9
Commendations (per 100k passengers) ⁴	N/A	0.25	0.72	0.71	0.41	N/A	0.26	0.58	0.59	0.34
	Actual value - not percentage change					Actual value - not percentage change				

	FY2019					FY2020				
On-Time Performance										
On-Time Performance ⁵	< 80% 80% < 83% > 83%	85.90%	84.30%	83.90%	81.80%	< 80% 80% < 83% > 83%	83.80%	88.70%	90.00%	93.20%

	FY2019					FY2020				
Cost Effectiveness										
Cost Per Passenger (Fixed Route) ⁶	> \$4.31 \$4.31 > \$3.95 < \$3.95	\$4.26	\$3.66	\$4.52	\$3.99	> \$4.70 \$4.70 > \$4.34 < \$4.34	\$4.23	\$4.15	\$17.13	\$8.41
Cost Per Passenger (Contracted) ⁶	> \$3.90 \$3.90 > \$3.56 < \$3.56	\$2.78	\$2.32	\$4.12	\$2.73	> \$4.33 \$4.33 > \$3.97 < \$3.97	\$2.83	\$2.76	\$32.62	\$5.69
Passengers Per Mile (Fixed Route) ⁷	< 1.47 1.47 > 1.65 > 1.65	1.67	1.58	1.6	1.59	< 1.27 1.27 > 1.45 > 1.45	1.54	1.47	0.76	0.69
Passengers Per Mile (Contracted) ⁷	< 1.63 1.63 > 1.83 > 1.83	2.55	2.48	1.76	2.33	< 1.33 1.33 > 1.58 > 1.58	2.31	2.21	0.4	1.03

Service Revenue (percent of total expenses)	FY11	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20
Farebox Recovery	\$5,033,260	\$5,551,609	\$5,894,031	\$6,072,262	\$6,036,374	\$6,590,935	\$6,145,373	\$5,936,723	\$5,426,329	\$3,232,092
Contracts	\$3,673,543	\$3,709,226	\$4,096,150	\$4,399,638	\$4,147,325	\$4,430,449	\$5,174,779	\$4,838,558	\$6,045,843	\$5,302,946
Total Service Revenue	\$8,706,803	\$9,260,835	\$9,990,181	\$10,471,900	\$10,183,699	\$11,021,384	\$11,320,152	\$10,775,281	\$11,472,172	\$8,535,038

	FY2021				
Annual	1st	2nd	3rd	4th	
	of 1st FY20	of 2nd FY19	of 3rd FY19	of 4th FY19	
< 46.25% 46.25 > 65% > 65%	< 30% 30% < 50% > 50%	< 30% 30% < 50% > 50%	< 50% 50% < 75% > 75%	< 75% 75% < 85% > 85%	

> 1.18 1.18 > 0.82 < 0.82	> 1.0 1.0 > 0.5 0.5 > 0	> 1.0 1.0 > 0.5 0.5 > 0	> 1.25 1.25 > 1.00 1.00 > 0	> 1.5 1.5 > 1.25 1.25 > 1
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> 13.25 13.25 > 7.75 7.75 > 0	> 20 20 > 10 10 > 0	> 15 15 > 8 8 > 0	> 10 10 > 7 7 > 0	> 8 8 > 6 6 > 0
	Track and report - no target			

> 85% 85% > 90% > 90%				
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	from 4th FY20	from 2nd FY19	from 3rd FY19	from 4th FY19
> \$8.10 \$8.10 > \$6.84 < \$6.84	> \$9.25 \$9.25 > \$8.41 < \$8.41	> \$8.46 \$8.46 > \$7.69 < \$7.69	> \$6.96 \$6.96 > \$6.33 < \$6.33	> \$5.42 \$5.42 > \$4.93 < \$4.93
> \$5.42 \$5.42 > \$4.93 < \$4.93	> \$6.26 \$6.26 > \$5.69 < \$5.69	> \$5.36 \$5.36 > \$4.87 < \$4.87	> \$6.34 \$6.34 > \$5.77 < \$5.77	> \$3.71 \$3.71 > \$3.37 < \$3.37
< 0.91 0.91 > 1.01 > 1.01	< 0.62 0.62 > 0.69 > 0.68	< 0.71 0.71 > 0.79 > 0.79	< 1.08 1.08 > 1.20 > 1.2	< 1.22 1.22 > 1.35 > 1.35
< 1.26 1.26 > 1.39 > 1.39	< 0.93 0.93 > 1.03 > 1.03	< 1.12 1.12 > 1.24 > 1.24	< 1.19 1.19 > 1.32 > 1.32	< 1.78 1.78 > 1.98 > 1.98

% of total expenses	No target, just tracking	No target, just tracking	No target, just tracking	No target, just tracking
% of total expenses	No target, just tracking	No target, just tracking	No target, just tracking	No target, just tracking
Total \$	Only to report annual measures			

¹ Total passengers carried on The Rapid line haul services (Regular fixed and contracted services excluding GO!Bus and vanpool).

² Total number of preventable accidents per 100,000 miles. "Preventable" is defined as any accident involving a company vehicle that results in property damage and/or personal injury in which the employee failed to exercise every reasonable precaution to prevent the accident.

³ Registered complaints logged by customer service via phone, mail, walk-in or by email regarding the fixed-route system. Late bus complaints due to the weather conditions are not included.

⁴ Registered commendations logged by customer service via phone, mail, walk-in or by email regarding the fixed-route system.

⁵ This category is based on Avail GPS data that track all fixed-route buses. "On-time" is defined as departing from zero minutes before to five minutes after scheduled departure time.

⁶ Total line-haul operating expenses divided by total passengers carried. Capital expenses are 100% Federally and State funded and therefore are not included in operating expense calculations.

⁷ The number of passengers carried per revenue mile. "Revenue mileage" does not include miles traveled to/from the beginning/end of a route.



Date: November 25, 2020
To: Planning & Technology Committee
From: Jason Prescott, Manager of Special Services
Subject: FY 2021 PARATRANSIT REPORT CARD STANDARDS CHANGE

OVERVIEW

Since FY 2004, staff has provided quarterly report cards, keeping the commitment of reporting system performance to the community. These report cards measure paratransit productivity against a predetermined standard. Each fiscal year, these standards are reviewed and updated as needed, based on an analysis of previous years and the expectations of the current year.

Listed below is the rationale used to evaluate and recommend paratransit performance standards for FY2021.

PERFORMANCE MEASUREMENT

Total Ridership – 190,526 paratransit rides were provided in FY 2020. Users of the paratransit special services are pre-qualified based on their functional ability to use the fixed route bus or by age or by some other contractual guidelines. Many factors go into the increase or decrease in ridership. One example is the effort to promote fixed-route service for individuals who are paratransit eligible yet able to take fixed-route for at least some trips. Shifting trips that *can* be made on fixed-route *to* fixed-route is a goal that may affect total paratransit ridership. This shift has a positive impact on the passengers yet has the potential to decrease the number of paratransit trips. Trips that are provided by The Rapid under contract are subject to change as contracting entities' needs, much as we have seen in recent years with Network 180. **No change is proposed for the current system.**

Passengers Per Hour – The average passenger trip per hour has averaged 2.0 over the last eight years, and is the current standard. **No change is proposed.**

Travel Time – The average trip length has fluctuated between 29 and 30 minutes over the last five years, with occasional months where it has averaged 31 minutes. The current standard is 30 minutes. With the existing scheduling software, combined with the technology in each vehicle, **no change to the current standard is recommended.**

Preventable Accidents - The current standard is 1.0 preventable accident per 100,000 revenue miles. There was an average of .9 preventable accidents in FY 2020. Rather than proposing a change, we will continue working with our contracted provider to reduce the rate of preventable accidents. **No change to the current standard is proposed.**

Customer Service – There have been fewer than 0.9 complaints per 1,000 passengers over the last two years, which is below the current standard of 1.0 complaint per 1,000 passengers. While passenger complaints help improve the overall service delivery, it is proposed that the **current standard maintain 1.0 to 0.9 complaints per 1,000 passengers.**

On-Time Performance – The current on-time performance standard is 95.0%. On-time performance continues to be one of the most important facets of customer satisfaction with paratransit service and one of the standards that the Federal Transit Administration (FTA) monitor in its triennial review for ADA trips. On-time performance is determined by a pick-up window of 10 minutes before the scheduled pick-up time through 15 minutes after that time. Since drivers have to wait until at least the scheduled pick-up time before leaving, this performance report is based on trips that are beyond the 15 minute pick-up window. Actual on-time performance was consistently maintained at or above 95% until FY2018, when it dipped to 94.23%. **Based on our history and our continued emphasis on providing great customer service, no change is recommended for this standard.**

On-Time Appointment Drop-Off Standard – In the 2016 Triennial review, the FTA determined that we needed to have a standard for getting passengers who have appointment times to their appointments on-time. The FTA considers this a capacity constraint if the client does not get to their appointments on time (a requirement for ADA trips only). The performance standard has been set at 95%; while we were just under the bar at 94.01% in FY2019, the average increased to 96.46% in FY2020. **Again, based on our expectation of providing great customer service, no change is recommended for the standard.**

Cost-Effectiveness – The cost per passenger has average \$24.67 each of the last two years. The current contract rate is \$51.77 per hour. Based on the expected average due to COVID-19 cost is expected to be closer to \$29.00 per passenger. While the cost per passenger is noted each month there has not been an established standard for cost, and **no change is proposed for the current system.**

Ratio of Paratransit to Fixed-Route – The average ratio of paratransit passengers to fixed-route passengers has generally ranged from 1:30 upwards to 1:32. While it declined to 1:26 in FY 2019 **no change to the current standard is proposed**, as early indications suggest that it could return to historical norms.

PARATRANSIT FY2021 REPORT CARD STANDARDS

	FY2021						FY2020					Green	Yellow	Red
	Standard	1st	2nd	3rd	4th	Annual	1st	2nd	3rd	4th	Annual			
Productivity														
Total Paratransit Ridership	N/A						69,508	60,696	18,394	41,928	190,526	N/A	N/A	N/A
Passengers Per Hour	≥2.0						1.9	2.0	1.6	1.6	1.8	≥ 2.0	< 2.0 and > 1.7	≤ 1.7
	Actual value - not percentage change													
Preventable Accidents														
Preventable Accidents (per 100k miles)	≤ 0.9						1.5	1.0	0.0	1.0	0.9	≤ 0.9	> 0.9 and < 1.5	≥ 1.5
	Actual value - not percentage change													
Customer Service														
Complaints (per 100k passengers)	≤ 0.9						1.1	1.0	0.01	0.01	0.53	≤ 0.9	> 0.9 and < 1.5	≥1.5
Travel Time (minutes)	≤ 30						30	31	29	37.3	31.82	≤ 30	> 30 and < 33	≥33
	Actual value - not percentage change													
On-Time Performance														
Percentage of On-Time Trip	≥ 95%						93.66%	95.61%	98.06%	98.50%	96.46%	≥95%	< 95% and > 93%	≤ 93%
Percentage of On-Time Drop-Offs	≥ 95%						94.02%	96.20%	97.20%	96.57%	96.00%	≥95%	< 95% and > 93%	≤ 93%
	Actual value - not percentage change													
Cost Effectiveness														
Cost Per Passenger	N/A						\$25.63	\$26.51	\$34.93	\$31.95	\$29.75	N/A	N/A	N/A
Ratio of Paratransit to Fixed Route Ridership	1:30						1:39	1:39	1:27	1:20	1:31	≥30	< 30 and > 27	≤ 27
	Actual value - not percentage change													



Date: January 6, 2021
To: Present Performance & Service Committee
From: Maxwell Dillivan, AICP – Senior Planner
Nick Monoyios – Planning Manager
Subject: ROUTE 1 PROPOSED REVISED ALIGNMENT

OVERVIEW

Effective on Monday, January 18th, Route 1 Division will be operating a split-tail at the southern end of the route's alignment to serve both Byron Township (current route alignment) and Metro Health Village via Gezon Parkway on alternating trips.

BACKGROUND

Planning staff has been tasked with securing contracts for service from all contract partners for the current fiscal year, including township partners. For township partner contracts, it was determined the agency would pursue short-term, three-month contracts covering the time period from the beginning of the fiscal year through the end of the calendar year (September 1, 2020 through December 31, 2020) due to uncertainty regarding MDOT State Operating Assistance. Once State Operating Assistance levels were determined, another series of service contracts would be pursued with all township partners to cover the remainder of the fiscal year from January 1, 2021 through September 30, 2021 to include an updated cost per hour.

On December 28th, the Byron Township Board of Trustees unanimously approved a reduction of service into Byron Township. The body approved halving their service to 60-minute weekday and Saturday service and eliminating Saturday evening service after 6pm. Consequently and due to the conflicting nature of 60-minute service desired by Byron Township and Route 1's 30-minute service, every other trip would be precluded from entering Byron Township's jurisdiction.

New Byron Township service characteristics:

- 60-minute service south of 60th Street
- Township will support service Monday through Saturday; no service on weekday evenings, Saturday evenings, or all-day Sunday
- Service begins with 5:45am outbound trip from Rapid Central Station and concludes with 5:45pm outbound trip from Rapid Central Station
- Service reduction results in 13 trips per day
- GO!Bus service will be available during the same hours as regular fixed route service

PROPOSAL

Planning staff received Executive approval to revise Route 1's alignment to serve Byron Township and Gezon Parkway on alternating trips as seen in the map below.

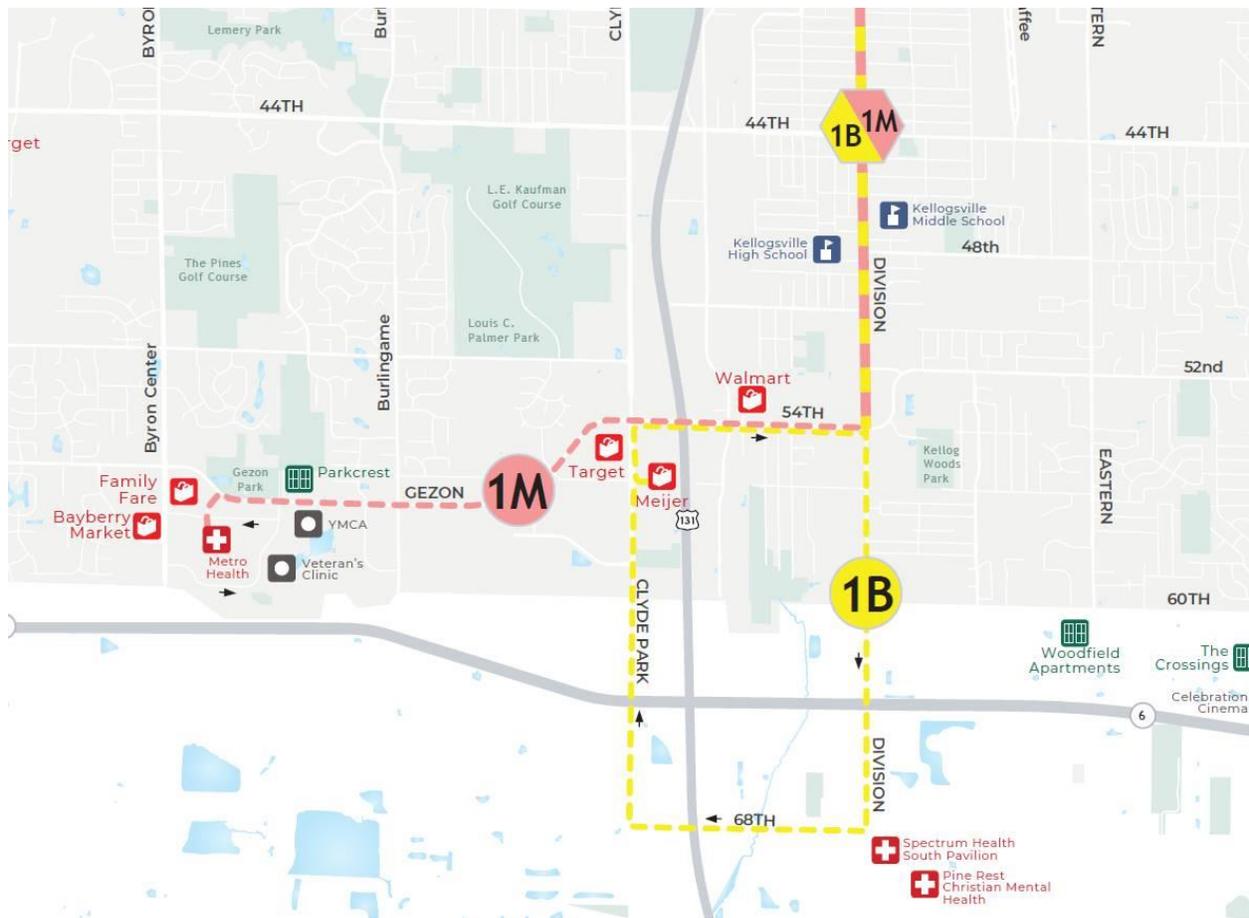


Figure 1: Proposed Revised Alignment of Route 1 in Byron Township and along Gezon Parkway

The revised alignment will provide greater connectivity in the southeast area of our system than we currently provide today. Residents along the Division Avenue corridor, notably those residing within the city of Grand Rapids' neighborhoods of focus, will have increased access to some of the region's most prominent medical and health care facilities. The proposal also affords greater opportunity to transfer between routes outside of Rapid Central Station. Moreover, this alignment mirrors one of the elements of the COA's Preferred Alternative which recommends serving Gezon Parkway to Metro Health Village with Route 1. This recommendation was based on expected demand for service given growing employment along the Gezon Parkway corridor.

PUBLIC OUTREACH

The proposed change will take effect Monday, January 18th and will provide approximately two weeks for public notice and outreach. The following steps have been or will be taken in order to alert riders and stakeholders of the upcoming change:

1. Informational flyers will be available for bus operators to hand out to riders as needed.
2. A digital alert will be created through our technology vendor, Avail, for Route 1 including information on upcoming change and stops to be impacted.
3. Digital content announcing the upcoming change will be posted on social media channels, an article will be published on the website, and an email will be sent to subscribers.
4. A media advisory will be published and distributed to local media outlets.
5. Information panels at the eight bus stops in Byron Township will be updated to include details of the upcoming changes.
6. Signage will be posted at the Route 1 terminal at Rapid Central Station and on shelters at Route 1 bus stops.
7. Key stakeholders such as the City of Wyoming and The Right Place along with Gezon Parkway employers will receive notification of new service along the Gezon corridor.
8. The proposed changes will be discussed during The Rapid's upcoming monthly Facebook Live session



Date: January 4, 2021
To: Present Performance & Service Committee
From: Brittany Schlacter, Communications Specialist
Subject: TRANSIT ADVERTISING POLICY

ACTION REQUESTED

Staff is requesting the Present Performance & Service Committee review the proposed transit advertising policy, which will be presented for approval to The Rapid Board. The purpose of this policy is to establish the limited types of advertising permitted on The Rapid's transportation fleet and the corresponding procedure by which such postings may be approved.

BACKGROUND

The Rapid utilizes space on fixed-route and paratransit vehicles as a part of its transit advertising program. Revenue generated from commercial advertising is returned to the general operating budget to supplement local contributions to fund operations. As staff and the transit advertising vendor work to maximize the advertising program's benefits, a board-approved policy is necessary to ensure advertising adheres to The Rapid's mission, values, and legal requirements. The proposed policy and procedure will ensure all advertisers and their advertisements receive a standardized review process.



POLICY NAME:	Transit Advertising Policy	POLICY NUMBER:	20210104
POLICY OWNER/TITLE:	Brittany Schlacter, Communications	IMPLEMENTATION DATE:	
APPROVED BY/TITLE:	Win Irwin, Chief Executive Officer	REVISION #:	<i>DRAFT</i>
# OF PAGES:	4	DATE OF REVISION:	

- APPLICABLE TO:**
- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Administration / General | <input type="checkbox"/> Grants | <input type="checkbox"/> Purchasing |
| <input checked="" type="checkbox"/> Board of Directors | <input type="checkbox"/> Human Resources | <input type="checkbox"/> Safety |
| <input checked="" type="checkbox"/> Communications / Mktg. | <input type="checkbox"/> Information Technology | <input type="checkbox"/> Security |
| <input type="checkbox"/> Facilities | <input checked="" type="checkbox"/> Operations | <input type="checkbox"/> Special Services |
| <input type="checkbox"/> Finance | <input type="checkbox"/> Planning | |

Purpose:

The purpose of this policy is to establish the limited types of advertising permitted on The Rapid’s transportation vehicles and the corresponding procedure by which such limited postings may be submitted to and approved.

Policy Content:

I. PURPOSE

The purpose of this policy is to establish a policy (“Advertising Policy”) as to the limited types of advertising which may be permitted in or on The Interurban Transit Partnership (“The Rapid”) transportation vehicles and the corresponding procedure by which such limited postings may be submitted to and approved. The Rapid’s Board is ultimately responsible for the adoption of this Advertising Policy and any amendments thereto. The Rapid’s Board intends that it is operating in a proprietary capacity and its vehicles constitute non-public forums that are subject to the viewpoint-neutral restrictions set forth below.

The Rapid’s Board of Directors has approved the concept of commercial advertising on the exterior of its vehicles as a means of raising revenue for The Rapid. Revenue generated from commercial advertising is returned to the general operating budget and used to supplement local contributions to fund operations.

In order to realize the maximum benefit from the sale of advertising space, the program will be managed in a manner that produces as much revenue as practical, while ensuring that advertising does not:

- a. Discourage the use of the transit system.
- b. Diminish The Rapid’s reputation in the service area.
- c. In any way interfere with operations or jeopardize the safety of passengers, The Rapid’s employees, and the general public.
- d. Cause offense to its customers and the general public.



The exterior of The Rapid's vehicles is reserved for commercial advertising only. The Rapid may also designate free space on the interior of its vehicles for public service advertising space for certain non-profit organizations.

The Rapid may also use exterior and interior vehicle advertising itself to promote public awareness of transit programs, services, and promotions. This type of advertising may include the display of flyers, brochures, posters, and advertisements.

II. APPLICABILITY:

This Advertising Policy is applicable to members of The Rapid's Board of Directors, employees of The Rapid, and companies that contract with The Rapid for the leasing of advertising space on The Rapid vehicles.

III. DEFINITIONS:

- a. Commercial Advertising – Advertising for the sole purpose of selling or renting services or property for a profit.
- b. Political Advertising – Any advertising that supports or opposes the election of any candidate or group of candidates, or any ballot question, initiative, petition, or referendum issue, including bond issues, constitutional amendments, or proposed legislation.
- c. Non-Profit Organizations – Organizations that meet the requirements for a tax-exempt organization under Section 501 (c) (3) of the Internal Revenue Code and that: 1) have a physical office within The Rapid's service area; 2) provide social welfare services; and 3) serve the needs of The Rapid's passengers.
- d. Public Service Announcements (PSA) – Non-commercial and non-political advertising by Non-Profit Organizations promoting their social services.

IV. COMMERCIAL ADVERTISING STANDARDS:

Advertising displayed on the exterior of The Rapid's vehicles shall be strictly commercial in nature and purpose. Commercial advertising also is available on the interior of The Rapid's vehicles.

Because The Rapid serves persons of all backgrounds and strives to create a comfortable and enjoyable experience for all passengers, the following types of advertising are prohibited:

- a. Materials that contain false, misleading, libelous, slanderous, or deceptive images.
- b. Advertising for tobacco, tobacco-related products, and illegal drugs under any federal and/or state law.
- c. Advertising for adult products, services or entertainment directed to sexual stimulation.
- d. Advertising of contraceptive products or hygiene products of an intimately personal nature.
- e. Advertising that depicts sexually explicit, obscene and/or pornographic images or words.
- f. Advertising that portrays graphic violence.



- g. Advertising that contains discriminatory, derogatory, negative or personal attacks against individuals, groups, or organizations.
- h. Political Advertising.
- i. Advertising that promotes or opposes any identifiable or specific religion, religious viewpoint, or message.
- j. Advertising that is directed to inciting or producing imminent lawless action, or is likely to incite or produce such action, including, but not limited to, unlawful actions.
- k. Advertising that promotes illegal activity of any kind.
- l. Advertising that encourages persons to refrain from using The Rapid or public transit.
- m. Advertising that explicitly and directly promotes or encourages the use of means of transportation in direct competition with public transit.
- n. Advertising messages that conflict with the mission of The Rapid.
- o. Advertising that contains The Rapid's name, brand logo, slogans, or other graphic representations of the transit system, unless written consent from The Rapid is obtained prior to use.

V. PRODUCTION AND PLACEMENT GUIDELINES:

Advertising materials will be produced at the advertiser's expense, and must be of good quality and conform to standards for size, weight, material, and other physical characteristics as set forth by The Rapid.

Advertisers must pay for installation and removal of advertising from vehicles. Costs will be determined by The Rapid and will coordinate installation or removal of advertising. It is the advertiser's responsibility to deliver or reclaim materials in a timely fashion or such materials may be disposed of at the discretion of The Rapid.

All advertisements placed on The Rapid's vehicles are subject to approval by The Rapid's Chief Executive Officer.

VI. COMPLIANCE RESPONSIBILITY:

The Rapid will determine the interior and exterior spaces that will serve as appropriate locations for commercial and/or non-profit advertisements. The Rapid reserves the right to modify, change, or alter the locations and sizes of the available advertisement spaces in its sole discretion. The placement and size of any advertisement shall at be the sole discretion of The Rapid. Appeals of The Rapid's decisions regarding placement and size of advertisements may be appealed in accordance with Section VIII below.

VII. INTERIOR ADVERTISING FOR NON-PROFIT ORGANIZATIONS:

Interior advertising may be allowed and available to Non-Profit Organizations to display PSA materials free of charge at the discretion of The Rapid. Guidelines for the acceptance of non-profit advertising are as follows:

- a. PSA materials will be produced at the non-profit organization's expense, and must be of good quality and conform to standards for size, weight, material, and other physical



characteristics as set forth by The Rapid and its advertising contractor.

- b. PSA's must be non-commercial, non-partisan, and non-political.
- c. PSA's are prohibited from advertising if the type of advertising is prohibited under the "Commercial Advertising Standards" section above.
- d. PSA space may be available on the interior of vehicles only, provided display space is available.
- e. PSA's will be accepted on a first come, first served basis, and may be displayed for up to ninety (90) days.
- f. The sponsor of the PSA shall pay the applicable labor costs for the installation and removal of the PSA as charged by The Rapid.

VIII. APPEAL OF REJECTION OF PROPOSED ADVERTISEMENT OR PSA:

Within ten (10) days after The Rapid has rejected a proposed advertisement or PSA, and an agreement regarding revisions acceptable to The Rapid cannot be reached, the aggrieved party may file a written appeal with The Rapid's Board of Directors. The written appeal must specifically state the word "appeal" and identify the reason or reasons for reversing the rejection of the advertisement or PSA. The appeal will be heard at The Rapid's Board of Directors meeting immediately following the filing of the appeal, but not later than thirty (30) days following the filing of such appeal. The decision of The Rapid's Board of Directors regarding the appeal shall be final.

IX. LEGAL RESERVATION

It is the express intention of The Rapid and The Rapid's Board in accepting this Policy that The Rapid's Transportation Vehicles have traditionally been, and shall continue to be designated as a non-public forum. The Rapid's acceptance of commercial and/or public services postings shall not provide or create a general or open public forum for expressive activities.



Date: January 12, 2021
To: Present Performance & Service Committee
From: Kevin Wisselink, Capital Planning and Procurement Manager
Subject: FARE POLICY CHANGES

ACTION REQUESTED

Staff is requesting approval to take the proposed fare structure changes out for public comment.

BACKGROUND

The Rapid's electronic fare collection system (e-fare system) officially launched August 14, 2018. In an effort to standardize the e-fare structure, a multi-departmental team has been tasked with identifying and analyzing all special fare programs and identifying and analyzing other critically necessary fare structure changes and subsequently providing recommendations for standardization.

Once reviewed and approved, changes to the fare structure will be taken to the public for public input before implementation.

I. Reduced, Donation and Discounted Rate Programs

These special programs include reduced fares, donation of fares, and all marketing, promotional, and courtesy programs (general marketing, customer service, travel training, and transportation/bus operators) and discounted rates for educational institutions.

The Rapid currently manages programs designed specifically for non-profit organizations, organizations that directly serve people experiencing homelessness and discounted rates for educational institutions.

- **Single-Ride barcode donation program** (replaced two-ride ticket donation program)
 - 501(C)3 designated organizations are eligible to receive up to **300 Single-Ride barcode passes for free each year**
- **Reduced Single-Ride barcode program** (replaced One-Ride ticket program)
 - Qualified organizations can purchase single-ride barcode passes at a reduced rate of \$1.35/pass, with an overall annual limit of \$35,000 (for the entire program, not per organization)
- **Discounted Rates for Educational Institutions**
 - Special arrangements exist with certain Post K-12 educational institutions (i.e. Calvin University and Aquinas College) with discounted rates @ \$1.05/ride.

Recommendation:

Staff proposes to combine these programs and standardize the discounted fare at \$1.25 / ticket. This will simplify the programs available to our non-profits and post K-12 educational institutions, eliminate multiple discounts or donation programs, and create a more equitable standard for providing discounted fares. The program would be open to the following organizations:

- 501(C)3 designated organizations
- Post K-12 Educational Institutions

This will:

- Provide a reduced fare option for non-profits that serve individuals experiencing homelessness
- Standardize all non-profit partners regardless of their mission or client base
- Simplify administration and program tracking for The Rapid
- Ensure The Rapid receives a standard payment for all programs while still providing our community partners an opportunity to save on single ride tickets

II. E-Fare Structure Change Recommendation

As part of the implementation of the E-Fare system, a fare capping structure was put in place that enables riders to “earn” a 1-day pass, 7-day pass and a 31-day pass. These passes are earned on a “rolling” method, meaning there is not a set month or week days to earn these passes. Passes are earned from the time the first tap occurs to the end of the respective 1-Day, 7-Day and 31-Day period. The Rapid is the **only** transit agency utilizing the “rolling” fare capping method and one of few that utilize a 7-day pass. This is causing confusion with our riders on where they are in earning their pass(es) and difficult for our customer service staff to explain due to system limitations. The constant “rolling” cap schedule (unique for every rider) also makes reporting and tracking on paid fare vs. fare capped rides extremely difficult.

A. 1-Day Fare Capping

- Riders experience a fare capping after 2 paid fares in a single day

Recommendation: No change

B. 31-Day Fare Capping

- Riders experience a fare capping during a 31-day rolling period of the following:
 - Adult - \$47.00
 - Youth - \$33.75
 - Reduced - \$30.00
 - Partners - \$33.75

Recommendation:

Calendar month fare capping – Monthly capping will cover one calendar month. A ride will never be charged more than the amount above depending on fare type during one calendar month. The fare capping will reset on the first day of each new month.

7-Day Fare Cap

Riders experience a fare capping during a 7-day rolling period of the following:

- Adult - \$16.00
- Youth - \$11.25
- Reduced - \$10.50
- Partners - \$11.25

Recommendation:

7-Day Fare Cap Elimination – Elimination of the 7-day fare capping will decrease the confusion of the multiple fare capping passes and the varying dates that encompass each pass.

This will:

- Align The Rapid with other Transit Agencies fare capping structures
- Ease understanding for riders only having a 1-day and calendar month pass
- Customer service can better explain current and historical fare capping periods and educate riders with less confusion of multiple passes and varying associated dates
- Allow the Rapid to track and create reports associated with fare capping.

III. Negative Balance Elimination

The implementation of the E-Fare system was initially configured to enable the Wave cards to allow for negative balance of up to -\$1.74. The E-Fare system was configured this way to allow for a rider with positive balance of \$.01 (penny) to obtain a ride and the remaining balance to go to the negative with expectation the rider would pay the negative balance. This is causing unequitable rides among the Wave card categories.

- Cost Per Ride:
 - Adult - \$1.75
 - Youth - \$1.25
 - Reduced - \$.85
 - Partners - \$1.25
- In December, there was a **negative balance** of **\$3,500** across all Wave cards. This is about 3%-4% of current total Wave card monthly income
- Issues with Negative Balance Allowance:
 - Wave Cards are set to go negative \$1.74 to allow riders a “last ride”
 - Youth are allowed a ride (\$1.25) with a zero or up to negative \$.49 balance
 - Reduced are allowed to ride twice or more (\$.85) with zero or up to negative \$.85
 - Partner are allowed a ride (\$1.25) with a zero or up to negative \$.49 balance
 - Riders and Agencies are not informed cards can go negative
 - Customer Service with explaining negative balance payback prior to “positive” funds being added
 - Operators need to explain the negative balance which slows boarding times

Recommendation:

Wave Cards can no longer go into a negative balance – this will maintain equity among the Wave card categories, ease of use to our riders, ease customer service and

operators of the confusing explanation of negative balance, allow for faster boarding times, less customer complaints and shorter times at the customer service window.

This will:

- Stop automatic free rides given from Wave cards going into the negative
- Ease understanding for the riders not being able to go negative and repay negative balances
- Customer service and bus operators will be able to assist customers to explain they must have funds on the card to ride

IV. Shipping and Handling

The Rapid does not currently charge shipping and handling for Wave cards ordered online and mailed to the customer. This causes additional expense for The Rapid.

Recommendation:

Add shipping and handling costs to online orders.

This will:

- Allow The Rapid to recuperate shipping costs



Date: January 12, 2021
To: Present Performance & Service Committee
From: Kevin Wisselink, Capital Planning and Procurement Manager
Subject: CONSOLIDATED FARE POLICY

ACTION REQUESTED

Staff is recommending adoption of a consolidated Fare Policy.

BACKGROUND

The Rapid's Electronic Fare Collection System (E-Fare system) officially launched August 14, 2018. In an effort to standardize the E-Fare structure, a multi-departmental team has been tasked with identifying and analyzing all special fare programs and identifying and analyzing other critically necessary fare structure changes and subsequently providing recommendations for streamlining and standardization.

I. Marketing, Promotional, and Courtesy Fare Program

Staff is recommending standardizing all marketing, promotional, courtesy fare and travel training promotional fares to ensure fares are given in alignment with the Rapids priorities. Budget amounts will be analyzed yearly and adjusted based upon outreach needs and available funds.

A. Marketing Fares

The Communications and Marketing Department utilizes promotional fares for various outreach activities and events to increasing awareness of Rapid services, increasing ridership among current riders, and attracting new riders to the system. This investment builds trust and showcases community partnership.

Recommendation:

Implement two options for Marketing Fares

- **Single-ride barcode**
 - Annual limit of **5,000 promotional Single-Ride barcode** passes per year
- **Wave card**
 - Annual limit of **\$1,000 for promotional Wave cards**. (\$3 card fee, plus fare)

B. Customer Experience Courtesy Fares

The Information Center staff utilizes courtesy fares to mitigate valid complaints and customer service issues, and to ensure a positive customer experience when necessary.

Recommendation:

Allow customer experience specialists to provide a **maximum of \$25.00** a week in courtesy fares.

C. Transportation Courtesy Fares

Bus Operators utilize courtesy/goodwill fares to address special circumstances and ensure a positive customer experience.

Recommendation:

Bus Operators will be allowed a **total maximum of 8,500 Single-Ride barcodes** annually to distribute to riders at their discretion if customer service issues occur.

D. Travel Training Promotional Fares

Travel Training staff has historically utilized promotional fares as a benefit for participants of the Travel Training Program. Previously, the cost of these promotional fares was roughly \$16-18 per person.

Recommendation:

Travel Training program participants may receive **one-time maximum benefit of \$6.50** applied towards a Wave card with funds to cover a 1-Day pass.

II. Wave Card Replacement

Wave cards Initial fee and replacement fees vary depending on Wave card category. 10-Ride, Adult and Student Wave cards initial and replacement fees are \$3.00. Reduced and ADA cards initial card and first replacements are free and subsequent replacements are charged in \$5.00 increments.

Recommendation:

Standardize the costs of the Wave card replacement fees as follows:

10-ride, Adult & Student

- \$3.00 initial card fee and replacements

Reduced & ADA

- Initial card fee \$0
- All replacements \$3.00

III. **Paper Ticket Phase Out**

Phasing out of the usage of magnetic stripe paper tickets is necessary to streamline fares to the Wave card or cash. A sunset of paper tickets will to create ease of use for riders, operators, customer experience staff and partners.

Fare enforcement officers cannot validate 10-ride tickets on the Silver Line and Laker Line causing customers to ride these routes for free.

Types of Magnetic Stripe Paper Tickets

- 10-ride tickets
- Single-ride tickets
- Period pass (31-Day, 7-Day, 1-Day)

Recommendation:

Phase out paper tickets as follows:

February 28, 2021 – 10-Ride Tickets Phase out Complete

- Riders can utilize existing tickets until February 28, 2021
- Exchange Program will be offered in February

December 31, 2021 – Single Ticket and Period Pass Phase out Complete

- Riders will have until December 31, 2021 to utilize existing tickets
- Exchange Program will be offered towards the end of 2021



ITP Present Performance & Service Committee

Chart of Work for 2021

Committee Chair: David Bilardello

Committee Members: Charis Austin, Tracie Coffman, Steven Gilbert, Andy Guy

ITP Support Staff: Steve Schipper

Meeting Schedule:

- January 12
- March 9
- May 11
- July 13
- September 14
- November 9

Assigned goals:

- ?

Schedule of Work:

January 12, 2021

- Review monthly dashboard performance metrics, and annually review and approve Paratransit and Fixed Route Report Card Standards.
- Recommend approval of Board related fixed route and service contract modifications – DASH Contract
- Review a proposed the new Bus Advertising Policy for board approval.
- Review a revised Fare Structure and Policy Recommendation for board approval.

March 9, 2021

- Review updated Salary Compensation Policy/Structure for board approval.
- Review Transit Asset Management Plan Proposal

May 11, 2021

- Review Records Retention Policy.
- Review Facilities Building Design.

July 13, 2021

- Review RFP for Facilities Building Contract.
- Review Health Insurance

September 14, 2021

- Review results of long range facilities study

November 9, 2021

- ?

Ongoing / As Needed

- With CEO evaluate and implement changes to improve metrics with deficient performance.
- Recommend approval of Board related oversight on human resource issues, IT implementations, and other operational issues.