MISSION: To create, offer and continuously improve a flexible network of public transportation options and mobility solutions.

BOARD OF DIRECTORS RETREAT

Wednesday, January 27, 2021 – 3 p.m.

Virtual Meeting

AGENDA

1. PUBLIC COMMENT

2. AGENDA ITEMS
   a. Goals and expectations of the retreat
      - Confirm final direction of Preferred Alternative
      - Receive guidance from the Board on township service and policy development
   b. Public Outreach Overview
      - Activities and themes of feedback received
   c. Preferred Alternative Changes since October 2020
      - Fixed Route changes
      - On-Demand Zone changes
      - Introduction of performance metrics process for on-demand zones
   d. Townhip Service and Recommendations
      - Goals for Township discussion
      - Current status of township services
      - Cost/Benefit discussion
      - Contract and partnership options
      - Board guidance to staff to develop policy
   e. Proposed Implementation Timeline
      - Board consideration
      - Internal task force formation (Fixed and On-Demand)
      - Public outreach and formal hearing process
      - Public education
      - August implementation
   f. Next steps
      - Final preferred alternative review for February
      - Expansion priorities list for February
      - Updated draft township policy review for February
      - Formal consideration in March

3. ADJOURNMENT
MEMORANDUM

To: Max Dillivan and Nick Monoyios, The Rapid
From: Steve Faber, Byrum & Fisk Communications
Date: January 22, 2021
Subject: Mobility for All Preferred Alternative Public Outreach - Phase Three Summary

This memo provides an overview and summary of the activities, key themes and takeaways identified during Phase Three outreach for the Preferred Alternative for Mobility for All. Phase Three activities occurred between October 2020 and January 2021. Due to the ongoing COVID-19 pandemic, outreach could not include community in-person meetings or gatherings but incorporated a series of digital outreach methods. Phase Three activities included interviews with Rapid staff, a board retreat and follow-up meetings, nine virtual community town hall presentations, five Mobility-on-Demand (MOD) employer presentations and follow-up meetings, on-bus materials to gather feedback from riders and over 20 one-on-one or group stakeholder meetings. In addition, Rapid staff and the project team hosted four informational drop-in sessions for Board members in early December.

Key Findings: Phase 3

- There is general support for proposed changes and service improvements.
- Concerns are not focused on wholesale, major changes, rather specific segments and stops on certain routes.
- The span of service schedule (earlier, later, weekend) continues to be a concern, but that is more related to pandemic/budget circumstances than to proposed changes.
- There is considerable excitement regarding MOD zones, but there is a clear, recognized need for extensive marketing and education to ensure awareness and success.

Community Stakeholder Meetings Summary:

Over the past three months, The Rapid hosted a series of one-on-one and group meetings to provide interested groups with updates on the Preferred Alternative and gather feedback. When possible, presentations were made as part of regular scheduled meetings. Through these efforts hundreds of individuals from across the service area were provided the opportunity to ask questions, raise concerns and make suggestions for improvement.

Alpine Township
Amplify GR
Calvin University
Cascade Township
City of East Grand Rapids
City of Grand Rapids – Economic Development
City of Grand Rapids – Planning Dept.
City of Kentwood – Planning Dept.
City of Walker – Planning Dept. (2x)
City of Wyoming – Planning Dept.
Colliers International
Concerned Citizens for Improved Transit (CCIT)
Kent County Emergency Needs Task Force (ENTF)
Godwin Heights Public Schools
Grand Rapids Area Chamber of Commerce
Grand Rapids Community College
Grand Rapids Public Schools (2x)
Hispanic Chamber of Commerce
Kelloggsville Public Schools
Mobile GR
Southtown CIA
The Right Place
Uptown CID
Wedgewood
Westside CID

Key themes, questions & considerations from community stakeholder meetings

- Look at Chicago Drive / Porter access to serve employers in area
- Strong support for additional frequency and service to and for employers either through new fixed-route or the on-demand zones
- Strong support for proposed service on new corridors, primarily Gezon Parkway and Ivanrest
- General questions about how MOD Zones will work, what the customer experience will look like and how much it will cost
- Recognition of growth along 4 Mile Road corridor and need for service
- Some concerns over access for Union High School. All other high schools well served
- Some concerns over consolidation of Route 12 & 18
- Discussions over pros and cons of moving Route 7 to Seward
- Discussions over pros and cons of using Fulton or Wealthy for Route 5
- Some difficulty understanding ramifications of route changes without knowing specifics on timing and reliability of new routes
- Consideration of adding stops between Patterson and Kraft on 28th
- General support for using RiverTown Mall as a new “hub” with several routes converging
- Cascade employers may want to engage in a discussion for adding MOD service
- Encourage employer partnerships and private investment to improve service
- Still interested in integration with other first and last mile services (i.e. scooters) and Wave Card integration
- Northside service feels a little light; significant interest in a Leonard crosstown service at some point in the future.
Due to significant redevelopment in 49507 (particularly Madison Avenue), a Hall Street crosstown was suggested to be a potentially major benefit for growing population

Appreciation of Monroe Ave consolidation through downtown

Wealthy St. tradeoffs (Route 5) need to be evaluated but appears to make sense

Concerns over not going to key destination based on township partnership

Desire to see DASH service help cover sections of Seward between Bridge and Leonard

Questions over MOD transfers and fare

Questions over what and how service will be restored/improved if budget improves

**Mobility on Demand Zone Summary:**

In November, The Rapid invited employers from the Walker and Kentwood MOD Zones to provide feedback and learn more about employer and employee needs in the area. The Right Place, City of Walker and City of Kentwood provided employer contacts to be invited to the meetings.

Kentwood Employers Group – eight employers represented

- Overall, positive impressions from employers; several explicitly indicated this would be a benefit to them and their employees
- Shift times are a little earlier and later compared to the span of service we’re proposing
- Main shift times begin at 6am, another main shift at 11pm
- Sunday shifts are less important
- Second and third shift employees tend to face more transportation challenges; first shift employees tend to have more seniority
- Desire to expand Kentwood zone further south to 60th
- Potential interest from employers to pool resources to contribute toward higher levels of service and/or expansion of zone
- Plan to follow up with additional surveying/data collection and eventually with outreach materials to employees
- May be undercounting employment in the area
- Appreciation for Route 44 being an additional pick-up/drop-off location to connect to housing
- Questions about fare structure and desire to keep cost as close to typical bus as possible
- Desire to make this a high-quality customer experience

Walker Employers Group – eight employers represented

- Wheels-to-Work has been dialed back, so welcome alternatives
- Currently high demand for workers in the area
- Having a reservation system would be key
- Many employers have a 6am or early first shift and would want later night service
- Many manufacturers in the area have moved to more flexible work schedules to accommodate COVID-19
- Saturday service should be a priority
- Explore how employers might contribute to enhancing service
- Suggestions for expanding the zone
Virtual Public Meetings (October 12-16) Summary:

From October 12-16, The Rapid hosted nine live, virtual public meetings to gather feedback. Meetings were streamed from The Rapid website and available on Facebook. Meetings were marketed by service area quadrant as well as system-wide. Comments were collected live via Q&A chat feature and comments and recorded using an interactive tool called Miro. All presentations and resources were made available through the Mobility for All website.

https://therapidmobilityforall.com/2020/10/14/preferred-alternative-resources-and-recommendations/

Summary of public comment meetings:

- Desire for more weekend and long-running service (get back to pre-pandemic levels)
- Desire for more Sunday service for Route 18
• Desire for new route on Monroe between Leonard and Riverside Park
• Desire Leonard crosstown service some day
• Desire pedestrian improvements (crosswalks) on Plainfield – Route 11
• Desire Sunday service on Route 13
• Moving Route 15 off East Beltline should improve reliability
• Desire more waste receptacles along Route 15
• Will there be service kiosks available to access MOD zones?
• What are the expansion opportunities for the MOD zones in Cascade Township and Caledonia Township (many employers south of 52nd)?
• Timing of transfers at Rivertown Mall will be important
• Concerns over losing service if Route 8 is moved from 44th
• Ensure stop is located on Route 28 near Wilson Avenue for transfer ease
• Loss of service on Bridge Street between Lane and Seward is an issue
• Questions about how Route 1 would cover Madison Ave.

On-bus Flyers and Rider Feedback Summary:

Starting in December, flyers were made available on all buses in both English and Spanish summarizing the Preferred Alternative and soliciting feedback by email, phone, social media or in-person to drivers.
ESTOS CAMBIOS PROPOSTOS AUMENTARÁN EL ACCESO PARA:

- Aproximadamente 136,000 residentes más en el área de servicio de The Rapid dentro de ¼ de milla en el servicio de 15 minutos todo el día (6:00am a 6:00pm), en días de la semana.
- Aproximadamente 67,000 trabajadores más en el área de servicio de The Rapid dentro de ¼ de milla en el servicio de 15 minutos todo el día (6:00am a 6:00pm), en días de la semana.
- Aproximadamente 17,000 trabajadores que actualmente no están cubiertos por el transporte público en las Zonas de Movilidad en Demanda de Walker y Broadmoor/SW Crestwood.

LÍNEA DE TIEMPO:

Los cambios propuestos en el servicio comenzarán a tomar efecto no antes de agosto de 2021, pendiente de la aprobación de la Junta Directiva de The Rapid. Las audiencias públicas y oportunidades adicionales para proporcionar opiniones y comentarios estarán disponibles hasta principios de 2021.

¿PREGUNTAS?

Llame al 916-774-1159 o envíe un correo electrónico a Mike Delkham, Planificador Senior, a mdelkham@ridetherapid.org

VISITA THERAPIFMOBILITYFORALL.COM

ESTOS CAMBIOS PROPOSTOS RESULTARÁN EN:

• Que los buses vengan más a menudo en nuestras zonas más concurridas.
• Que los buses lleguen a tiempo más a menudo.
• Transferencias más fáciles entre los rutas.
• Un nuevo tipo de servicio para partes de Broadmoor y Walker llamado Zonas de Movilidad En Demanda.

CÓMO DAR TU OPINIÓN:

• Envíe su correo electrónico con sus comentarios a comment@ridetherapid.org
• Llame a nuestra línea de comentarios públicos al (916) 774-1295
• Envíe un correo electrónico a Comunicaciones Departamento 300 Elsworth Ave. SW Grand Rapids, MI 49503

VISITA THERAPIFMOBILITYFORALL.COM

MAJOR PROPOSED ROUTE CHANGES

1. Route 1 extended east on Goman Parkway to Metro Health

2. Route 2 eliminated, Route 1 moved to Madison between Franklin and Burton

3. Route 5 moved from Whittier to Fulton

4. Route 17 merged with Route 1 extension

5. Service to Walker City Hall replaced by Mobility On-Demand Zone

6. Route through Broadmoor streamlined

7. Route 14 extended Route 1 & Cotton Trail Loop

8. Add 15 minute weekday service and 30 minute Saturday service

9. Mobility On-Demand Zone

10. Route 28 split into two routes

11. Route 28 extended to Riverbend via Huronest

12. Route 12 & 18 consolidated

13. Mobility On-Demand Zone added in the 32 Crestwood/Broadmoor corridor

14. Mobility On-Demand Zone

15. Mobility On-Demand Zone

16. Mobility On-Demand Zone

17. Mobility On-Demand Zone

18. Mobility On-Demand Zone

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24. Mobility On-Demand Zone

25. Mobility On-Demand Zone

26. Mobility On-Demand Zone

27. Mobility On-Demand Zone

28. Mobility On-Demand Zone

29. Mobility On-Demand Zone
Summary of rider feedback:

- Moving Route 5 to Fulton will impact some riders that can’t walk far
- Concerns raised over how consolidating Route 12 & 18 will impact specific employers in the Butterworth area
- Questions over how changes to route serving West Michigan Aviation Academy at the airport will be handled
- Desire to keep Route 4 going to Gaines Township Meijer
- Concern over Route 17 no longer serving airport with fixed route
Date: March 18, 2009
To: ITP Board
From: Taiwo Jaiyeoba, Director of Planning & Program Development
Subject: POLICY PAPER ON SERVICE PROVISION TO NEW OR EXPANDED DEVELOPMENTS

ACTION REQUESTED

Recently, The Rapid was approached by a number of development entities regarding the provision of transit service to their new locations. In each instance, there were currently no transit route directly serving these facilities and as such the entities requested the Partnership to provide transit services to their facilities.

This policy paper is to develop a set of recommendations for The Rapid Executive and the Board in considering such requests now and in the future.

Staff is requesting the Committee to adopt these recommendations.

BACKGROUND

The Rapid is currently experiencing record ridership on its routes. In FY08, the ridership was over 9 million riders. As the demand for transit services increase, we expect that more entities, private and public, will be coming forward to request service provision. It is, however, likely that these entities will locate their business or expand their existing business in locations where there are currently no transit services. This will in turn result in frustration on the part of the public who depend on transit to get them to those locations.

While understanding the need for transit services by each of these entities, we also strongly believe that a piece-meal approach to transit service provision within the service area would not justify the investment by the public in transit services.

In evaluating each of the developments that recently approached the Rapid for service provision (IRS, Spectrum, the Academy at Leffingwell & Knapp), while understanding their merits because of the type of services they provide to the community, staff took into consideration the implications of re-routing existing services, provision of new services, and providing services to facilities outside of the Rapid’s service area.

In each instance, staff concluded that it was not feasible to re-direct existing services to these facilities.
Staff Recommendations

We envision that there will be further requests in the near future for transit services by public and private developments. As such staff is setting forth a number of recommendations to provide the basis for the formulation of policies that will guide the Board in deciding whether or not to provide transit services to the developments.

The following provisions are set forth for the Board’s consideration and approval:

1. ITP as part of its preparation of a revised Long Range Transit Plan, will conduct a Transit Needs Assessment in the areas within and outside its service area (including the townships), which will take into consideration the provision of transit services in areas where the needs exist.

2. ITP will not re-route existing services to new or expanded developments where services do not currently exist except in cases where planning analysis indicates a more positive than negative impact on existing passengers if service is moved.

3. If new or expanded developments locate their facilities in areas without transit service, ITP recommends that the proponents provide operating funds to ITP to run a transit service to their facility or they provide private shuttles which can connect with the nearest existing transit lines.

4. ITP will convey this information to the appropriate agencies, especially the Planning Departments of respective cities/townships so that they can review development applications within the context of ITP’s transit service provision policy.

Conclusion

Careful transit planning is necessary for connecting people with their desired destinations, which include employment opportunities, health care, shopping, and recreation. However, limited operating budgets, low-density land use, and diverse communities make providing effective transit service a difficult proposition. As part of meeting unmet transit needs in the future in those areas where the needs exist but there are no transit services, The Rapid will work with local Planning jurisdictions within its service area to review private and public development proposals that have implication on transit service planning. The Rapid will also make every effort to reach out to the development community about the need for preliminary meetings with the Agency prior to developing a site, expanding an existing facility or purchasing a vacant lot for development.
INTERURBAN TRANSIT PARTNERSHIP

RESOLUTION NO._______

Fiscal Year 2009

Moved and supported to adopt the following resolution:

Adopt a policy for new and/or expanded service.

BE IT RESOLVED that the ITP Board approves the adoption of a policy for transit service provision to new and/or expanded developments in The Rapid's service area, as presented to the ITP Board on March 25, 2009.

CERTIFICATE

The undersigned, duly qualified and acting secretary of the Interurban Transit Partnership Board, certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Interurban Transit Partnership Board.

Robin Crothers, ITP Board Secretary

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Date