



**Present Performance & Service Committee Members**

Charis Austin

David Bilardello (Chair)

Tracie Coffman

Steven Gilbert

Andy Guy

**PRESENT PERFORMANCE & SERVICE COMMITTEE MEETING**

**Friday, March 18, 2022, – 10:00 a.m.**

**Rapid Central Station Conference Room | 250 Grandville, SW**

**AGENDA**

	<u>PRESENTER</u>	<u>ACTION</u>
<b>1. PUBLIC COMMENT</b>		
<b>2. MINUTES REVIEW – January 11, 2022</b>	David Bilardello	Approval
<b>3. DISCUSSION</b>		
a. On-Demand Update	Whitney Ehresman	
b. Fixed Route Ridership	Max Dillivan	
c. Hiring Updates – Soft Skills	Nancy Groendal	
d. Butterworth Update/Construction	Deron Kippen	
e. Training	Steve Luther	
b. Fleet Training - Tire	Steve Clapp	
Bus Build		
AVAIL Upgrade		
<b>4. ADJOURNMENT</b>		

Next meeting: May 10, 2022



## Interurban Transit Partnership

---

### Present Performance & Service Committee Members

Charis Austin

David Bilardello (Chair)

Tracie Coffman

Steven Gilbert

Andy Guy

## PRESENT PERFORMANCE & SERVICE COMMITTEE MEETING MINUTES

Tuesday, January 11, 2022 – 4 p.m.

Rapid Central Station Conference Room | 250 Grandville, SW

### **ATTENDANCE:**

#### Committee Members Present:

David Bilardello, Tracie Coffman, Steven Gilbert,

#### Committee Members Absent:

Charis Austin, Andy Guy

#### Staff Attendees:

Deron Kippen, Jason Prescott, Bill Kirk, Steve Clapp, Deb Prato, Kris Heald, Andy Prokopy, Mike Wieringa, Steve Schipper, Kevin Wisselink, Max Dillivan, Linda Medina

#### Other Attendees:

---

Mr. Bilardello called the meeting to order at 4:02 p.m.

### **1. PUBLIC COMMENT**

No Public Comment

### **2. MINUTES – November 17, 2021, Present Performance & Service Committee Meeting**

Mr. Bilardello had a couple of changes he wished to make to the minutes. Regarding the construction project at 700 Butterworth; the project has started, and we expect to be moving into that location in early spring (May/June). We saved \$60,000-\$70,000 by starting the project in October. The canopy project is in the final phases and should have been completed in December 2021. Currently, the canopy project is 90% complete due to weather constraints. The underneath portion and main structure are complete; however, they still need to finish the outside spine, but we expect that to be done by April 2022. Meeting minutes from November 17, 2021, will be approved with these requested changes.

### **3. DISCUSSION**

#### **a. Soft Launch On-Demand**

---

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

Mr. Prescott announced that we launched our On-demand service called Rapid Connect on Monday, January 3, 2022. A pilot was launched in both Walker and Kentwood. The Rapid is using new paratransit software from Ecolane which includes an app-based on-demand solution. The current labor market presented some challenges, so we decided to utilize our own part-time employees from our bus operator pool. Testing for this service took place mid to late December with the leadership team meeting daily to ensure all equipment is installed and working properly. These daily meetings have been beneficial as we had to return to our vendor several times with suggestions and requested changes. We register new clients daily and the program is gaining momentum. We expect to have the "Rapid Connect" phone app finalized by the end of this week. Once that is complete, we will have a greater marketing push.

Ms. Coffman is curious about the initial reactions and early learnings of the program. Ms. Prato explained that we have had one (1) external customer so far. The rest have been internal customers using the software. Mr. Kirk also added that we will have customer surveys sent to the riders and we expect to have more feedback and data in the coming weeks. In December, we have reached out to approximately 20 employers between the two zones, and we are now circling back to them to educate them on the program. We are hoping to see more employer lead sign-ups.

Mr. Gilbert inquired about when will we be able to see data and where rides are coming from. Mr. Prescott added that because we are using Ecolane, we can pull all data at any time. Ms. Prato also added that we have come up with geo-fencing and we will keep evaluating those zones and move them to accommodate customers as necessary.

**b. Recent Ridership Trends**

Mr. Dillivan reported that In October we were seeing a 50% ridership recovery report. We were up to 55% recovery in December. Core riders are staying steady. We will continue to monitor through January and see the impact of GVSU students returning after the holidays.

**c. FY 2022 Proposed Fixed Route Performance Report Card Standards**

Mr. Dillivan reported that traditionally we would come to the board with a series of metrics that we measure ourselves against. There are primarily 5 benchmarks that we use. They are Ridership, Preventable Accidents, Customer Service, On-Time Performance, and Cost-Effectiveness. These collectively measure how we are performing. Ridership patterns are steady in the last several months. We will continue maintaining high standards. we are setting a target of 1.00 preventable accidents. On-Time Performance will maintain at a 90% standard.

Ms. Prato stated that we need to bring some standards to the Board to find the right metrics. We can discuss this in more detail at the Board Retreat in February.

**d. FY 2022 Proposed Paratransit, ADA, and Mobility Services Performance Report Card Standards**

Mr. Prescott stated that we want to encourage as many people as possible to use fixed-route services. We are here to complement the fixed-route service. Last year we did some adjustments to increase the quality vs. the quantity. We wanted the numbers of complaints to go down and have better travel time which led to Ecolane software that led to us being more on time and efficient and maintaining the standard at 95%.

Ms. Prato added we will have to be developing some standards for the on-time performance that we will be bringing to the Board.

**e. Preview Present Performance Items:**

Fleet: Mr. Clapp stated that we have two (2) fleet-related projects to bring to the Board. The first is a nine (9) bus Paratransit purchase, and the second is an Air Purification project. Both items will be brought to the January 26 Board Meeting.

Laker Line: Mr. Monoyios stated that he has two (2) action items for the board. The first one is the purchase of a New Flyer 60' Articulated CNG vehicle, and the second item is a Compressor for the CNG Fueling Station.

Security: Mr. Wieringa has one action item for the Board for Security Guard Service.

Shelters: Mr. Dillivan discussed his action item for the 43 shelters that will be brought to the board on January 26.

Ms. Prato is very proud of the team. Everyone is moving, shaking, and flexing, and congrats to the team! We are at 90 and we are going to commit to 90.

Mr. Bilardello congrats to the team as well.

#### 4. ADJOURNMENT

This meeting was adjourned at 4:51 p.m.

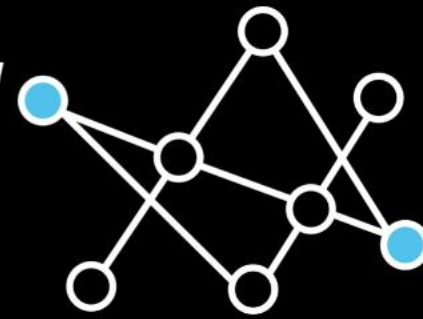
The next meeting is scheduled for March 18, 2022

Respectfully submitted,



\_\_\_\_\_  
Kris Heald, Board Secretary

# ***RAPID CONNECT*** **MOBILITY ON-DEMAND**



415 unique user sign-ups - 12 regular riders  
(repeat trips)



90 completed trips from January 4 to  
March 15, 2022 (January - internal testing)



Geographic breakdown:  
*Approximately 60% - Kentwood Zone*  
*Approximately 40% - Walker Zone*





## Interurban Transit Partnership

**Date:** March 9, 2022  
**To:** ITP Board  
**From:** Maxwell Dillivan, AICP – Senior Planner  
**Subject:** FIXED ROUTE RIDERSHIP AND PRODUCTIVITY REPORT – February 2022

### OVERVIEW

As typical with recent months, February 2022 ridership remained steady with minimal variation. System-wide ridership recovery for February 2022 as compared to FY 2019 decreased modestly to 50.8%.

### BACKGROUND INFORMATION

#### Monthly Ridership

	<b>Feb 2022</b>	<b>Feb 2021</b>	<b>% Change</b>
Regular Fixed Route Service ( <i>Routes 1–44</i> )	291,232	222,312	↑ 31.0%
Contracted Service ( <i>GVSU, DASH, GRCC, and Ferris</i> )	158,930	112,511	↑ 41.3%
<b>Total Monthly Fixed Route Ridership</b>	<b>450,161</b>	<b>334,823</b>	<b>↑ 34.4%</b>

#### Daily Average Ridership

	<b>Feb 2022</b>	<b>Feb 2021</b>	<b>% Change</b>
Weekday Total	20,466	14,868	↑ 37.6%
Weekday Evening	2,406	2,146	↑ 12.1%
Saturday	7,010	6,450	↑ 8.7%
Sunday	3,203	3,059	↑ 4.7%

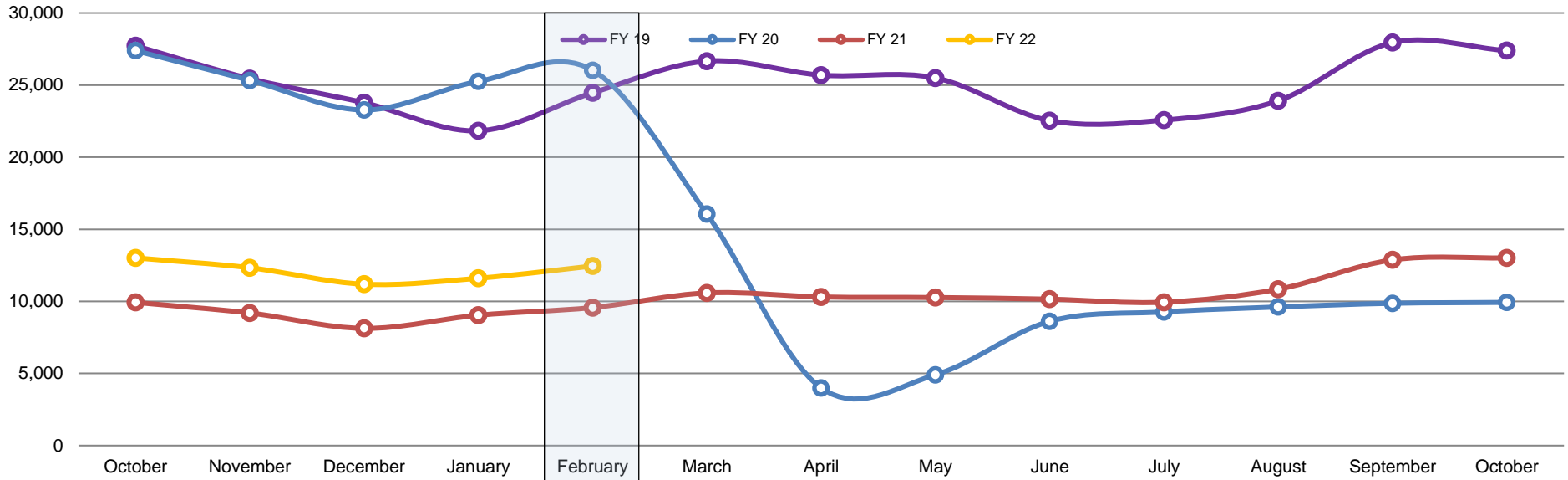
#### Productivity Summary

	<b>Feb 2022</b>	<b>Feb 2021</b>	<b>% Change</b>
Average passengers per hour per route	11.6	9.0	↑ 29.7%
Average passengers per mile per route	0.85	0.67	↑ 26.3%
Average farebox recovery percent per route	11.6%	8.6%	↑ 35.2%

#### Fiscal Year Ridership

	<b>FY 2022</b>	<b>FY 2021</b>	<b>% Change</b>
Regular Fixed Route Service ( <i>Routes 1–44</i> )	1,489,757	1,120,699	↑ 32.9%
Contracted Service ( <i>GVSU, DASH, GRCC, and Ferris</i> )	678,044	390,009	↑ 73.9%
<b>Total Fixed Route Ridership YTD</b>	<b>2,167,801</b>	<b>1,510,707</b>	<b>↑ 43.5%</b>

## Monthly Weekday Average Ridership History



## Percent Change by Route: February 2022 compared to February 2021

