

Planning & Technology Committee Members

Mayor Rosalynn Bliss

Jack Hoffman Citizen Members: Robert Postema Ryan Anderson Terry Schweitzer (Chair) Dave Bulkowski Paul Troost

PLANNING & TECHNOLOGY COMMITTEE MEETING

Monday, March 13, 2023 - 8:30 a.m.

Rapid Central Station Conference Room (250 Cesar Chavez Avenue, SW)

AGENDA

| PU | BLIC COMMENT | <u>PRESENTER</u> | ACTION |
|-----|--|--|--|
| MIN | NUTES REVIEW – January 9, 2023 | Terry Schweitzer | Review |
| DIS | CUSSION | | |
| a. | TMP Goals & Objectives Exercise | Nick/AECOM | |
| b. | TMP Progress Report | Nick Monoyios | |
| C. | AVAIL Bus Upgrades | Andy Prokopy | |
| d. | IT Strategic Assessment | Andy Prokopy | |
| e. | Division United | Nick Monoyios | |
| f. | DASH 3.0 | Nick Monoyios | |
| g. | Discussion of Unified Planning Work Program | Kevin Wisselink | |
| | MIN DIS a. b. c. d. e. f. | b. TMP Progress Report c. AVAIL Bus Upgrades d. IT Strategic Assessment e. Division United f. DASH 3.0 | PUBLIC COMMENT MINUTES REVIEW – January 9, 2023 Terry Schweitzer DISCUSSION a. TMP Goals & Objectives Exercise b. TMP Progress Report c. AVAIL Bus Upgrades d. IT Strategic Assessment e. Division United f. DASH 3.0 Nick Monoyios Nick Monoyios Nick Monoyios Nick Monoyios |

4. ADJOURNMENT

Next meeting: May 8, 2023



Interurban Transit Partnership

Future Planning & Technology Committee Members

Mayor Rosalynn Bliss

Jack Hoffman Citizen Members: Robert Postema Ryan Anderson Terry Schweitzer (Chair) Dave Bulkowski Paul Troost

PLANNING & TECHNOLOGY COMMITTEE MEETING MINUTES

Monday, January 9, 2023 – 8:30 a.m.

Rapid Central Station Conference Room (250 Cesar E Chavez Avenue, SW)

ATTENDANCE:

Committee Members Present:

Jack Hoffman, Dave Bulkowski, Paul Troost, Ryan Anderson

Committee Members Absent:

Mayor Bliss, Rob Postema

Staff Attendees:

Mike Wieringa, Andy Prokopy, Steve Schipper, Kris Heald, Nancy Groendal, Deb Prato, Nick Monoyios, Jason Prescott, Linda Medina, Steve Clapp, Steve Luther, Kevin Wisselink, Jeffrey King, James Nguyen, Adam Erber, Deron Kippen

Other Attendees:

Erin Evenhouse (City of GR), Natalie Kollig (AECOM)

Chairman Schweitzer was out due to illness. Ms. Prato called the meeting to order at 8:45 a.m.

1. PUBLIC COMMENT

No public comments were offered.

2. MINUTES - November 7, 2022

The committee meeting minutes from November 7, 2022, were, unanimously approved.

3. Information

a. Mr. Monoyios began his report by noting that the Planning & Technology Committee had a great conversation around kicking off the TMP and determining what goals, objectives, and guiding principles we want to use in the development of the TMP. AECOM engaged the team in an exercise to get their input. AECOM took the information and refined it to come up with the top five (5) guiding principles. Ms. Natalie Kollig is here from AECOM today to present the outcome of the last P&T Meeting. Mr. Monoyios would like to hear from the committee members who were not at the last meeting to get their input and/or edits. Mr. Monoyios introduced Ms. Natalie Kollig to the podium.

Ms. Kollig is leading the project's strategic planning and guiding principles. She stated that the final draft of the guiding principles came down to 5 themes. Some of the prevailing thoughts were fiscal responsibility, community representation base, voter representation, and voter perspective. The input was refined into these five (5) drafts of guiding principles:

Community, Growth, Dependability, Workforce, Adaptability

- Mr. Bulkowski asked how much you want us to wordsmith and nitpick.
- Ms. Kollig encouraged the group as much as possible.
- Mr. Bulkowski replied that the word conduct sounds linear. He feels that most people don't know the issues and the people, and we end up with the same 5 things. He is wondering how all this is reflected.
- Ms. Kollig agrees with Mr. Bulkowski that the term Conduct is a bit clinical.
- Mr. Anderson added as an alternative to Conduct Inclusive design is a process that includes people/users.
- Ms. Prato asked Ms. Kollig to talk a bit about the tactics you plan to use that fall under this category of inclusive engagement.
- Ms. Kollig answered with the PIP (Public Involvement Plan), which is under development now. It is planned over a certain time juncture, and we will make sure it is transparent.
- Mr. Anderson added that he encourages you to think broadly about users and potential users, even those that don't traditionally fit the bill of mass transit.
- Ms. Kollig agrees that we need to reach the correct audience.
- Ms. Kollig moved to the 2nd Principle Growth
- 'Secure sustainable funding, create revenue for The Rapid and economic growth of the region.'
- Mr. Hoffman added his thoughts on Secure Sustainable Funding. He said our last planning meeting was just before the national and state elections and now we have a unified state government which we haven't had in a long time, so it opens the door for opportunity for real significant action at the state level within the next two (2) years. Mr. Hoffman asked how I can advocate that one of the final scenarios be a user fee implemented by the transportation commission based on a statute that would give the transportation commission jurisdiction over user's fees, similar to an electric utility.
- Ms. Kollig responded to Mr. Hoffman's comments; meetings like this support getting ideas into the project planning, and also this exercise ties back to the guiding principles. We want to capture everyone's unique perspective.
- Mr. Hoffman added if you ask the average resident of Kent County or our six cities, do you think going to a user fee utility model on a state level is a good idea, or perhaps it's probably not something they would come up with? Mr. Hoffman does, however, feel that it is appropriate for those of us who have expertise in this area from year to year to suggest that. He does not want to be totally driven by the groups.
- Ms. Kollig agreed with Mr. Hoffman and added that there are pros and cons and to hear the people's response.
- Mr. Monoyios said that part of the structure taking that timeline and relating it to when this committee will meet.
- Mr. Hoffman feels it is too ambitious to settle for a local sales tax option and would like to explore the paradigm in other stuff.
- Mr. Bulkowski feels that the guiding principle called Growth could be a title for the 5th one which says growth we plan for the future and talks about sustainable funding. To Mr. Bulkowski the title growth seems redundant with adaptability. The guiding principle is that we create economic growth for the region. We remain an economic engine for the region. Mr. Bulkowski feels we need to state what we are today as positive as opposed to saying we want to become a positive for the region, the goal is funding reflects our

critical part in the community. Do people outside this room feel that we have a massive impact positively on the community?

Ms. Kollig appreciated Mr. Bulkowski's feedback.

Ms. Kollig moved to the 3rd Guiding Principle - Dependability.

'Deliver dependable and convenient transportation modes to our community.'

Mr. Anderson stated that the most transformative word there is convenient. Not that we shouldn't be hospitable but to Mr. Bulkowski's point if adaptability and growth feel tightly tied, he would consider elevating convenient to be a principle. Of all the items here, they are important, but he feels The Rapid is already doing this very well today.

Mr. Anderson also added that convenience speaks to more than logistics and a bus showing up on time, it is really the entire user experience.

Mr. Troost inserted that you could swap the two words convenient and dependability.

Ms. Kollig moved to the 4th Guiding Principle – Workforce.

'Foster an environment and workplace culture of learning and growth for employees.'

Mr. Anderson stated that he is thrilled to see this one here. It reminds him of the book 'Art of the Table', which says hospitality begins with how the employees treat each other. Mr. Anderson would like to see us continue to build on this. The internal culture of learning in growth and support could be transformative to the customer experience. Mr. Anderson also feels that it is important for employees to know that someone at work has their back, especially with so much mental unhealth.

Mr. Hoffman seconded Mr. Anderson's thoughts and agreed that we can't do it without a healthy workforce.

Mr. Bulkowski said that he would only add the word 'our'. We value and support our employees' personal growth.

Mr. Monoyios added that from the last TMP in 2010 we almost tripled our service on the street, and admin staff remained the same. As we want this aspiration to grow, everything we just talked about is so critical and it's not just operators and mechanics.

Ms. Kollig moved to the final guiding principle – Adaptability.

'Develop plans for multiple possible futures, providing space for adaption, innovation, and expansion.'

Mr. Anderson commented, he thinks it's great!

Mr. Monoyios thanked the team for all their great input, and we will revise and refine the listing based on all the inputs given.

Ms. Kollig was glad to hear all this feedback.

Ms. Prato asked what the next steps are.

Ms. Kollig answered that they will revisit all the input that was given, and they will come up with a new set of guiding principles.

- Ms. Prato asked the group to weigh in on the idea that Mr. Schweitzer who is advocating bringing this to the entire board for brainstorming, however, Ms. Prato feels that the most engaged group and skillset reside with this team and her preference is to bring the plan to the board to adopt it.
- Mr. Troost agrees with Ms. Prato and also gave kudos to the citizen member feedback.
- Mr. Hoffman agrees with Ms. Prato's thoughts.
- Ms. Prato stated that this will be our feedback to Mr. Schweitzer.
- Mr. Monoyios advised the team of the draft schedule for the entire of 2023. The purpose is to make everyone aware of the tasks for review/input.
- Mr. Anderson appreciated the calendars and stated this is really helpful.
- Mr. Anderson also asked to be reminded if there is an ongoing dashboard of Rapid performance.
- Ms. Prato noted at each board meeting we go over ridership numbers, on-time performance, and Paratransit service delivery to a number of different areas of importance as well as the new on-demand service. She also added that The Rapid recently engaged with nine (9) other transits across the county to be a part of Transdash to compare us to value-based indicators with both large and small transits. Our last Customer Perception Survey had a score of 33, which is not bad. Paratransit was a zero which means we have work to do. The value of going through this data they will validate our data and make sure we are measuring it all the same way. There is talk about going out for another millage. Every voter needs to understand we need transit whether you use it or not.
- Mr. Anderson inquired if it would be useful to have information provided to this committee. Perhaps a two (2) minute touch base would be helpful.
- Ms. Prato agreed and confirmed we will add that quarterly.
- Mr. Troost asked when we would see that data.
- Ms. Prato answered in March. Ms. Prato added as a side note, she will share all the metrics that were available to us and what we picked. Perhaps this could be a board retreat item.

b. Contactless Fare Payment Update

Mr. Prokopy stated he had two (2) items to discuss. One is the status of the contactless fare payment system, and the second is the current projects, initiatives, and challenges IT is working through.

Contactless Fare Payment uses our existing readers that are on all the buses. It utilizes Apple pay Samsung, debit cards, and Visa cards. This will provide another option to pay for the fare. Currently, the system is in the beta testing phase. There have been a couple of speed bumps along the way. The vendor will be onsite at the end of the month. The official launch is scheduled for deployment in early February. Once we are comfortable with the system there will be a public launch. Mid to late February.

- Mr. Anderson thinks this is awesome. Will the testing take a look at the connectivity across the routes?
- Mr. Prokopy answered yes, it will go through cellular.
- Mr. Troost asked if we will still accept cash.

IT Projects/Initiatives

Mr. Prokopy stated that we are constantly reviewing our infrastructure. Systems that are high risk or in need of replacement. The industry is moving toward Cloud Hosting. We have been working with our Grants team and the FTA to get this technology. Better support from the vendor and less redundancy. Also, maintain our many miles of fiber. This service is spanning the entire Silverline and Laker Line. There have been many issues with fiber going down. Digging destroys fiber conduit. GEO Tech helped us restore service.

Security Awareness training is continuing. Getting ready to interview for an IT Intern. Having an IT intern will really help with flexibility and cross-training.

Later this year we will be replacing the old radio system and we are looking at upgrading the AVAIL System. Smart card wave card access. Moving forward with Optibus. Looking at starting a finance replacement system.

Last thing, IT Grant Study. We will use this plan to review customer-facing technology. On bus system, platform, RCS, mobile solutions, and other software solutions.

Mr. Troost asked, do we pay our interns?

Ms. Prato answered yes, \$17.00/hour. We need to create our own talent pool

c. Mr. Monoyios gave a preview of a couple of peak-only routes. Using stops along Cesar Chavez and Chicago Drive to Michigan Turkey. This is a great alternative. Implementation is still TBD.

Ms. Prato added that Mr. Erber and Mr. Wardell are out doing a lot of community outreach.

Mr. Hoffman added this is great! Do we have a margin of vehicles, and how do we make vehicles and people available?

Mr. Monoyios answered yes when these runs are cut, ensuring the availability of resources will be accommodated.

Ms. Prato added we are seeking another spare ratio waiver from the FTA. We have checks and balances in place. Labor is always an issue.

Ms. Prato stated that Flourish indicated that they want to be a financial partner.

4. ADJOURNMENT

This meeting was adjourned at 9:47 a.m.

The next meeting is scheduled for March 13, 2023

Respectfully submitted,

Kris Heald, Board Secretary



Agenda

Goals Exercise (Natalie)

- Strategic Framework
- Guiding Principles
- SMART Goals

Progress Report (Sarah)

- Public Involvement
- Existing and Future Conditions (including COA Optimization)
- Market Analysis
- Peer Review
- West Michigan Express



Strategic Framework

THE RAPID ATTRIBUTES

MISSION
|
BELIEFS
|
VALUES

TRANSIT MASTER PLAN ATTRIBUTES

5
GUIDING
PRINCIPLES

- ✓ Guide development of the Strategic Plan
- ✓ Steer decision making for the Transit Master Plan

Developed at Planning and Technology Committee Meetings

TO BE DEVELOPED

ASPIRATIONAL GOALS

✓ Make guiding principles actionable

TO BE DEVELOPED

OBJECTIVES

✓ Establish what success looks like for each aspirational goal

Strategic Framework

THE RAPID

MISSION

We envision a future in our growing community which:

- · Citizens can live conveniently without owning a car.
- More citizens choose public transportation because it is an easy, economical, and efficient way of getting where they want to go.
- Employers choose our community because it provides multiple solutions for getting employees to work.
- Public transit serves as an economic engine.
- Public transportation is an integral part of the life of every citizen in the region and creates opportunities.
- · Public transportation supports sustainability and economic development.

BELIEFS

We carry out our mission based on the following beliefs:

- Responsibility to all citizens. We believe that communities have a moral and economic obligation to provide transportation alternatives to all citizens.
- A role in regional development. We believe that the public transportation system
 plays an important role in shaping regional development patterns and improving
 the quality of life in our community. A well-designed public transportation system
 can support an environmentally sustainable future, control urban sprawl by
 promoting responsible development, increase energy conservation, and reduce
 traffic congestion.
- Collaboration. We believe that no single organization can provide all the transportation solutions needed by our citizens. We must build broad-based collaborations to blend a wide variety of transportation options into a flexible and responsive network focused on the needs of every citizen.
- Responsibility to our customers. We believe that our transportation system should be a customer-oriented enterprise.

VALUES

We are committed to embodying the following values in how we carry out our mission:

- Customer service orientation. We will provide service that is convenient, affordable, accessible, timely, and responsive to customer needs.
- Customer loyalty. We will earn our customers' trust by providing service that is friendly, respectful, safe, and dependable.
- Employees. We see our employees as the first line of contact with our customers and, therefore, we value our employees as integral to the success of our organization.

GUIDING PRINCIPLES

ASPIRATIONAL GOALS

OBJECTIVES



COMMUNITY | We reflect you and your needs.



GROWTH | We plan for action.



CONVENIENCE | We serve for user experience.

TO BE DEVELOPED



WORKFORCE | We value employee personal growth.



ADAPTABILITY | We're future-flexible.

Process: Draft Guiding Principles



Planning and Technology Committee Meeting post-it comments



Compiled database of all comments

Draft Guiding Principles

At The Rapid, we are the transportation provider of choice and convenience because...



COMMUNITY | We reflect you and your needs.

Conduct inclusive engagement within the regional community to understand everyone's needs.



GROWTH | We plan for the future.

Secure sustainable funding; create revenue for The Rapid and economic growth for the region.



DEPENDABILITY | We're dependable.

Deliver dependable and convenient transportation modes to our community.



WORKFORCE | We value employee personal growth.

Foster an environment and workplace culture of learning and growth for employees.



ADAPTABILITY | We're future-flexible.

Develop plans for multiple possible futures; providing space for adaption, innovation, and expansion.

Translated to draft Guiding Principles

Draft 2: Guiding Principles

At The Rapid, we are the transportation provider of choice and convenience because...



COMMUNITY | We reflect you and your needs.

Prioritize an inclusive engagement process within the regional community to understand everyone's needs.



GROWTH | We plan for action.

Secure sustainable funding to further catalyze economic growth and revenue for The Rapid.



CONVENIENCE | We serve for user experience.

Deliver convenient and dependable transportation modes to our community.



WORKFORCE | We value employee personal growth.

Foster an environment and culture of learning and growth for employees, who deliver our customer experience.



ADAPTABILITY | We're future-flexible.

Develop plans for multiple possible futures - providing space for adaption, innovation, and expansion.

Goals

Why are we developing Goals?

Goal setting is the second step in developing our Strategic Framework for this project. This activity is meant to build off the <u>Guiding Principles</u> that were previously developed. These guiding principles, goals and objectives relate specifically to the Transit Master Plan.

Defining Goals

Goal = A measurable outcome that you want to achieve.

Example: The Transit Master Plan will [action] within [timeframe]. This will be achieved by [specific actionable steps].

Specific

Measurable

Achievable

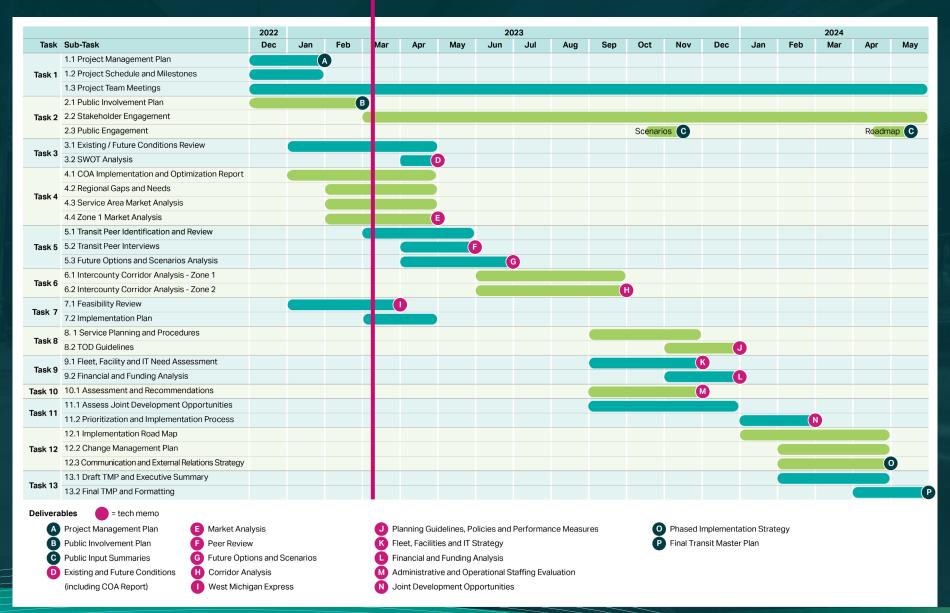
Relevant

Time-bound



Project Schedule

we are here



Public Involvement

- Public Involvement Plan (PIP) complete
- Project branding and website underway
- Committees assembled and meetings started/starting soon



ENGAGEMENT APPROACH

WHO WE WILL TALK TO

A critical component of The Rapid's TMP and its long-term success will be engaging key stakeholders and the community. This process will include the following groups:



THE RAPID WORKING GROUP

The Rapid is the client for this project and will serve as the Working Group to discuss data, operations, give input on engagement activities, help with meeting logistics and distribution of materials, and provide the first level of review for all work products. The Project Consultant Team will coordinate with the Rapid staff on a weekly or biweekly basis for the duration of the process.



TECHNICAL ADVISORY COMMITTEE

The Technical Advisory Committee (TAC) will consist of planning and engineering representatives from the The Rapid's six jurisdictions (Grand Rapids, East Grand Rapids, Walker, Grandville, Wyoming, and Kentwood) as well as adjacent jurisdictions (cities and counties). This group should not exceed more than 12-15 members in size and will meet monthly. The main purpose of the TAC is to provide their insight and expertise to help guide decisions around major project milestones. The TAC should also assist with public outreach by sharing engagement materials and events widely through their network and community.



The Steering Committee will consist of executive level public and private stakeholders to provide guidance and advise the planning team throughout key milestones of the process about needs, goals, and ensure that the plan content reflects the vision and values representative of the region. This group will consist of 40-50 individuals selected by The Rapid and will meet quarterly throughout the project.



PLANNING AND TECHNOLOGY COMMITTEE (THE RAPID'S BOARD)

This group includes six representatives from The Rapid Board and focuses on planning and technology. For the TMP, the Planning and Technology Committee will be the direct liaison to The Rapid Board who will ultimately approve the plan.



STAKEHOLDER FOCUS GROUPS

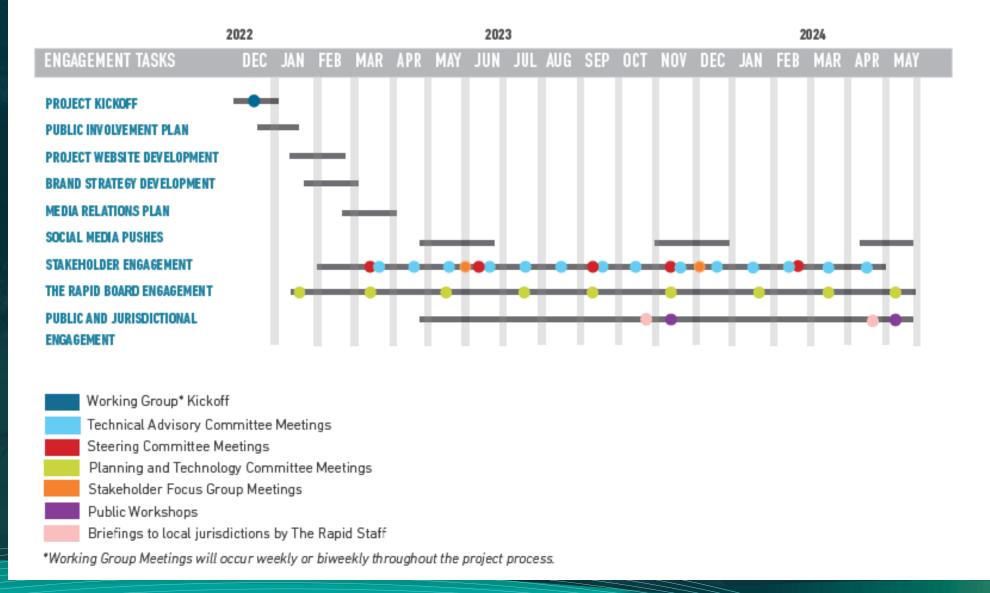
Stakeholder focus group meetings will be held at two different points throughout the project process to discuss ideas and challenges. Since there are many stakeholders invited to the table, they will be split up into focus groups (likely 6-8 different groups) based on common interests and backgrounds to ensure more in depth conversations can take place. This will include representatives from the business community community development organizations, developer, representatives and economic developmen organizations, health and education institutions, as well as non-profit, housing, and workforce development organizations.



COMMUNITY AND CITY/TOWNSHIP OFFICIALS

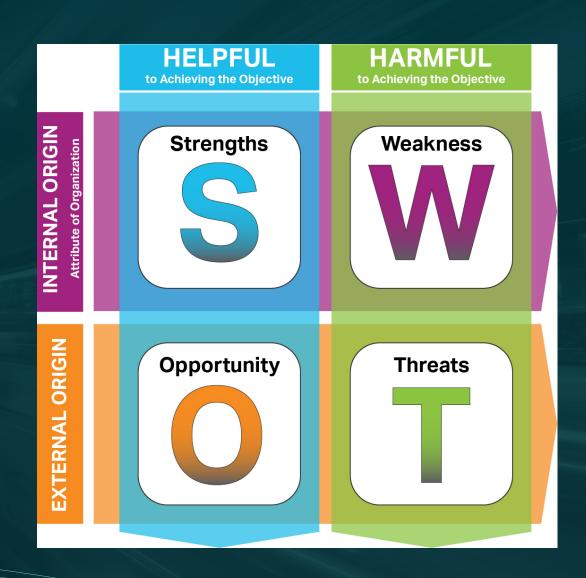
Through two public workshops, online opportunities, and on site displays, we will engage with a diverse cross section of the community to get their feedback. The project website will provide important project updates and feedback methods, including a survey and interactive map. The project team will also lead the social media strategy to maximize the project's community outreach. Additionally, The Rapid staff will keep community officials informed throughout the project process with briefings, including at the beginning and towards the end of the process. The Consultant Project Team will provide materials and presentations for

Engagement Schedule



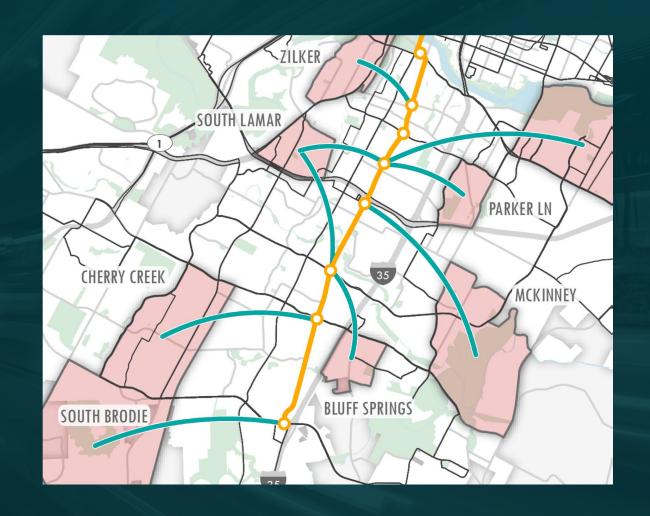
Existing and Future Conditions

- Review of Recent Planning Efforts and Studies – complete
- Demographics, Land Use and Development – underway
- Transit Network Conditions and Service Quality – underway
 - COA Optimization
- SWOT Assessment to come



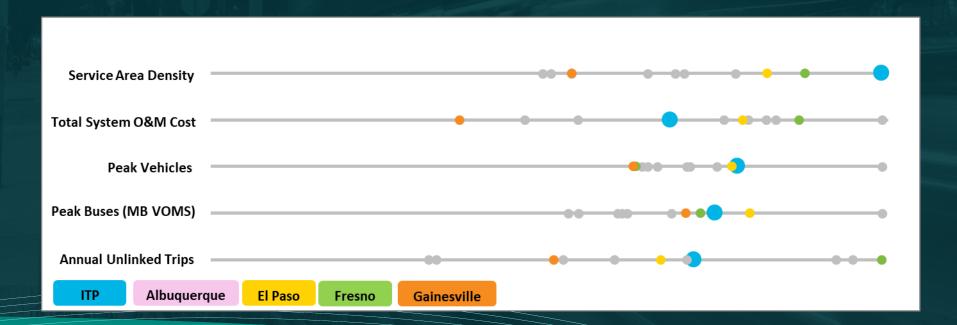
Market Analysis

- Transit Demand (compiled from Existing and Future Conditions) – underway
- Transit Propensity (compiled from Existing and Future Conditions) – underway
- Travel Pattern Assessment underway
- Assessment of New Mobility
 Options and Needs to come



Peer Review

- Peers are currently being identified
- Benchmark peers based on National Transit Database (NTD) data how does The Rapid compare?
- Aspirational peers what can The Rapid model?



Future Options and Scenarios

Existing and Future Conditions

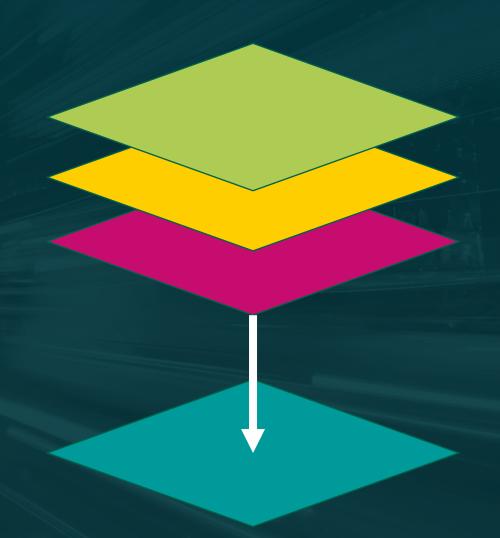
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Market Analysis

+

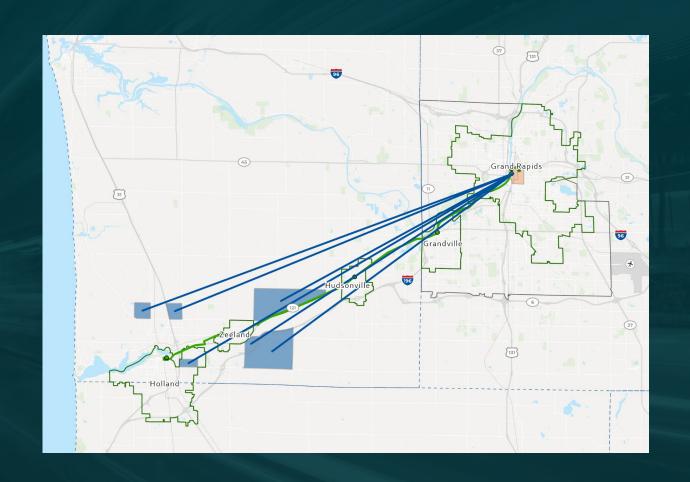
Peer Review

Future Options and Scenarios



West Michigan Express

- Review of Previous Planning
 Efforts and Studies complete
- Feasibility Review underway
 - Density
 - Travel Patterns
 - Ridership Estimates
- Stops and Alignment to come
- Operating Characteristics to come
- Cost Estimates to come
- Funding Options to come



Next Steps

- Recent/Upcoming meetings:
 - 3/9: TAC (2nd Thursday of each month)
 - This afternoon: Steering Committee (quarterly)
- To be completed soon:
 - Existing and Future Conditions + Market Analysis
 - West Michigan Express Planning
- Next up:
 - Peer Review
 - Future Options and Scenarios Analysis



CURRENT DASH

- Two (2) routes
- DASH North 15 mins
- DASH West 8-mins

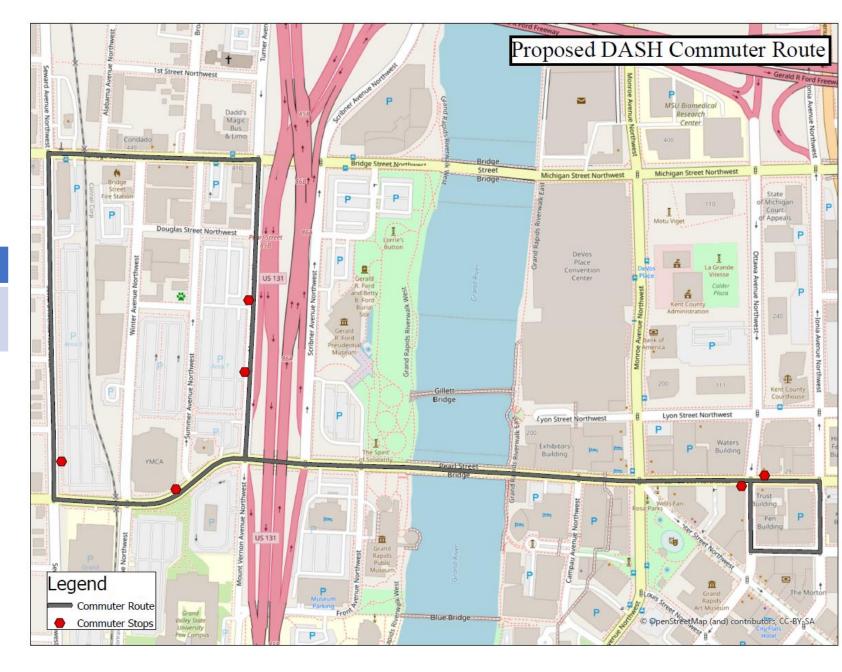
| DAYS | HOURS |
|-----------------|-------------------|
| MONDAY - FRIDAY | 6:30AM - 10:00PM |
| SATURDAY | 10:00AM - 10:00PM |



COMMUTER CIRCULATOR

- Peak only
- 15-minute frequency

| DAYS | HOURS |
|----------|-----------------|
| MONDAY - | 6:30AM - 9:30AM |
| FRIDAY | 3:30PM - 6:30PM |



DASH 3.0

- Bi-directional loop
- 15-minute frequency
- May 8, 2023

| DAYS | HOURS |
|-----------------------|------------------|
| WEDNESDAY - FRIDAY | 7:00AM – 12:00AM |
| SATURDAY | 11:00AM - 1:00AM |
| SUNDAY | 11:00AM - 5PM |

