

FOR IMMEDIATE RELEASE
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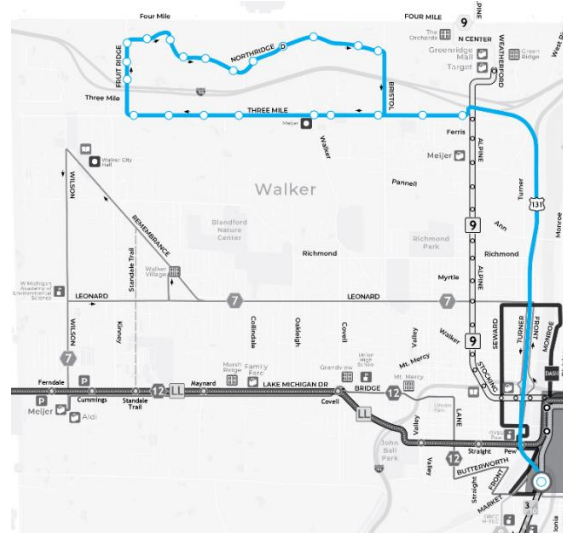
The Rapid Enhances Route 33

Transit system implements express route to improve customer experience and convenience

GRAND RAPIDS, Mich. – The Rapid is strategically realigning Route 33 as an express route to effectively address the needs of commuters while meeting the growing business and employment center demand in the city of Walker. The newly established Route 33 Express will serve the Walker Industrial area situated along Northridge Drive and Three Mile Road, commencing its operation on August 28, 2023.

“We are thrilled to partner with The Rapid on a solution to our worker transportation challenges,” said Richard Bray, Human Resources Manager of Spectrum Charter. “The Northridge Drive area has experienced a huge increase in development and new businesses coming in, so this route will help a lot of employers and employees.”

Route 33 will now be an express route, providing 25-minute faster service from Central Station to Walker Industrial loop via US-131 with added bus stops along the route. This route was realigned as business development continues to expand in Walker. Route 33 will operate every hour between 5:45 - 10:45 am and 1:45 - 6:45 pm.



“We play a crucial role in fostering employer and employee connectivity across the six cities we serve,” said Deb Prato, CEO of The Rapid. “The value of transit is access. We provide equitable opportunities for all residents to reach their workplaces, academic institutions, healthcare providers, and housing in an environmentally sustainable manner.”

The Rapid will be celebrating the launch of Route 33 Express on Monday, August 21, with a ribbon cutting at 9 am on the Rapid Central Station Platform located at 250 Cesar E. Chavez Ave SW, Grand Rapids, 49503.