



Interurban Transit Partnership

Present Performance & Service Committee Members

Charis Austin

David Bilardello (Chair)

Tracie Coffman

Rick Baker

Rob Postema

PRESENT PERFORMANCE & SERVICE COMMITTEE MEETING

Wednesday, June 12, 2024 – 11:00 a.m.
(Re-scheduled from May 21, 2024)

Rapid Central Station Conference Room | 250 Cesar E Chavez, SW

AGENDA

	<u>PRESENTER</u>	<u>ACTION</u>
1. PUBLIC COMMENT		
2. MINUTES REVIEW – March 19, 2024	David Bilardello	Approval
3. INFORMATION		
A. Ridership and Metrics		
1) Paratransit	Jason Prescott	Information
2) On-Demand	Jason Prescott	Information
3) Fixed Route Ridership	Nick Monoyios	Information
4) On-Time Performance – Mar/Apr 2024	Nick Monoyios	Information
B. TMP Recommendation Concepts & Strategies	Nick Monoyios	

4. ADJOURNMENT

Upcoming Procurements:

- Bus Simulator – RFP
- Website Redesign – RFP
- Customer Relationship Management Software – RFP
- Bus Tire Lease – IFB
- CNG Station Maintenance – RFP

Next meeting: July 23, 2024

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



Interurban Transit Partnership

Present Performance & Service Committee Members

Charis Austin Tracie Coffman David Bilardello (Chair) Rick Baker Robert Postema

PRESENT PERFORMANCE AND SERVICE COMMITTEE MEETING MINUTES

March 19, 2024 – 4:00 p.m.

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

ATTENDANCE:

Committee Members Present:

David Bilardello, Tracie Coffman, Rob Postema

Committee Members Absent:

Rick Baker, Charis Austin

Staff Attendees:

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

Other Attendees:

Mr. Bilardello called the meeting to order at 4:04 p.m.

1. PUBLIC COMMENT

No Public Comment

2. MINUTES – January 16, 2024

Chair Bilardello entertained a motion to approve the January 19, 2024, meeting minutes as submitted. Ms. Coffman motioned to approve, and Mr. Postema supported it. The minutes passed unanimously.

3. DISCUSSION

a. Ridership and Metrics – Mr. Jason Prescott

1. Paratransit – February 2024, Mr. Jason Prescott

Mr. Prescott reported that Paratransit continues to grow year over year. The average trips per day are approximately 650. We are seeing a steady increase in ridership and On Time Performance has been above 90% for the third straight month. Currently Transdev has 73 full-time operators and 18 part time operators.

Mr. Bilardello said this is a great story. He also inquired why weekend ridership is still down.

Mr. Prescott said the trips on Sunday are very specific trips, i.e.: church. The numbers are trending lower on Sunday.

Ms. Prato added that 50% of the trips are employment related.

2. On-Demand – February 2024, Mr. Jason Prescott

Mr. Prescott reported that Rapid Connect experienced a slight dip in ridership in both Kentwood and Walker, however, we are still seeing an increase in signups, approximately 7-10 per week. In the expanded zone, we are seeing approximately 5-6 trips each week to specific locations, i.e., target and Burlington. Mr. Prescott also noted that The Rapid has partnered with VIA to assess the Rapid Connect and PASS services. The Rapid team has a follow up meeting tomorrow to discuss their findings.

Ms. Coffman asked what the timeline is for the completion of VIAs assessment. Mr. Prescott replied we will have a report at the June Board of Directors meeting.

3. Fixed Route Ridership – February 2024, Mr. Nick Monoyios

Mr. Monoyios reported an overall monthly fixed route ridership is up 18% as compared to last year. Notably driven by off-campus and Laker Line. Overall, Year to Date we are at 6.7% ahead of last year.

Mr. Bilardello asked comparing February 23 to February 24, what is the theory why both the airport and Rivertown routes are down?

Mr. Monoyios will look further into the reason and report back to this committee.

4. On-Time Performance – January/February 2024, Mr. Nick Monoyios

Mr. Monoyios reported the overall performance for January in On Time Performance is 82%. Mid-month we experienced inclement weather that affected the number. Last week was the first time the Silver Line has not been on a detour in two (2) years. The Planning team continues anticipating construction implications to adjust the schedule. We are well improved on our On Time Performance. In February, On Time Performance was 84.6%.

b. Operational Financial/Impacts – Mr. Steve Schipper

1. RNG – EPA Reporting Changes, Mr. Steve Schipper

Mr. Schipper briefly reminded the committee of the status of Renewable Natural Gas. The Rapid has a contract relationship with the city of Grand Rapids and DTE where we have Renewable Natural Gas, which we are using for our CNG buses. It has been a great program, however in late January we were contacted by DTE, and we were made aware that there were some EPA and regulatory changes coming.

Mr. Schipper explained, the City of Grand Rapids produces the gas, The EPA and DTE monitor the number of the RINS (Renewable Identification Number), which is a commodity. When a renewable gas is made, it gets injected into the pipeline (or stored), and then it is sold as a commodity. The Rapid gets a portion of that credit back.

Mr. Schipper noted what will happen later this year, is DTE will not be involved, and the City of Grand Rapids and the EPA will monitor the regulatory changes. Now, The Rapid becomes an EPA regulated party and we become the user, and there will be more requirements on us. Currently we store gas in the summer months and use it in the winter months. In the future scenario, as the gas is injected in the pipeline the RINS credits will be generated. The Rapid receives 69% of the gas from the city.

2. MDOT Funding FY25 LBO Reimbursement Estimates

Ms. Prato noted that the state operating assistance is 9% lower than the 34% we were expecting to receive. Mr. Bill Jackson from McAlvey Merchant is working on this for The Rapid. Ms. Prato attended the Breakfast with Legislators and Winnie Brinks said we give one-time money to one-time projects. Transit will never be a one-time project. Transit is a forever growth project. We will be trying to make headway at the Transit Caucus.

c. Employees – Ms. Deb Prato

1. Transit Worker Appreciation Day, Ms. Deb Prato

Ms. Prato noted The Rapid celebrated Transit Worker Appreciation Day with Two Bones BBQ food truck, McDonalds, and Field and Fire Salads. It was a great day. Rapid Leadership announced the Facility Employee of the Year, Administrative Employee of the Year, and Bus Operator of the Year.

2. Cummins Engine Training for Fleet at CATA, Mr. Steve Clapp

Mr. Clapp reported that The Rapid is always looking for training for bus components. Some trainings are at no cost. Major component trainings can cost \$5000. If an agency books classes and cannot fill all the seats, they offer the seats to other agencies as a courtesy. Mr. Clapp was able to send two of our technicians to this training.

d. Safety – Mr. Steve Luther

1. Annual Safety Audit Results, Mr. Steve Luther

Mr. Luther reported every month the safety team visits every building for a safety audit. There were a couple of minor repairs. One was a repair on a cover for a bus hoist, the other finding was more robust PPE for the Steam Room. The auditor did say our area is one of the cleanest ones he has seen. Mr. Ken Dark was given kudos for keeping it clean.

e. Fleet and Facilities – Mr. Deron Kippen, Mr. Steve Schipper

1. Renovation Security/Info Booth/Indian Trails, Mr. Deron Kippen

Mr. Kippen noted that with the daycare moving in, we needed to relocate the security team, and they will be combined with the Indian Trails staff. The project started two (2) weeks ago. Most of the demo is complete and the project is on schedule. Project completion will be in the middle of June 2024.

2. Busch Drive, Mr. Steve Schipper

Mr. Schipper noted the property was purchased two (2) years ago, and the Transdev team has been there since day one. Eventually we want our Paratransit group to co-locate with Transdev at that location. As we started navigating the space for improvements like the wash bay and the fuel tank, the investment was getting close to \$4M. Progressive asked if we would consider starting from scratch and build a new building. The Rapids is considering a new building with a likely project investment of \$6M. This item will be brought back to the board for approval.

Ms. Prato added with Paratransit completing 700 rides per day, the team is going to need to grow. We will need the right facility, with the right maintenance space to meet the need.

4. ADJOURNMENT

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

The next meeting is scheduled for June 12, 2024 (rescheduled from May 21, 2024)

Respectfully submitted,



Kris Heald, Board Secretary



Interurban Transit Partnership

DATE: June 12, 2024
TO: Present Performance & Service Committee
FROM: Jason Prescott
SUBJECT: APRIL 2024 PARATRANSIT RIDERSHIP REPORT

Paratransit ridership information for April 2024, as compared to April 2023

	2024	2023	% Change
Total Paratransit Ridership	19,961	16,552	20.6%
ADA Ridership	16,457	14,179	16.1%
Non-Disabled Senior (NDS) Ridership	137	83	65.1%
PASS Ridership	200	156	28.2%
Network 180	2,473	2,134	15.9%

Ridership averages, as compared to 2023

	2024	2023	% Change
Weekday Ridership	678	660	2.7%
Saturday Ridership	239	210	13.8%
Sunday Ridership	217	203	6.9%

Other Performance Measures

	2024	2023	% Change
On-Time Performance	91.00%	80.00%	13.8%
On-Time Drop-Off	95.60%	88.00%	8.6%
Average Cost Per Trip	\$42.27	\$39.63	6.7%

April 2024 Paratransit Ridership and Operating Statistics				
	2024	2023	Change	% Change
ADA				
Clients	1,267	1,219	48	3.9%
Passenger Trips	16,457	14,179	2,278	16.1%
NDS				
Clients	12	13	(1)	-7.7%
Passenger Trips	137	83	54	65.1%
PASS				
Clients	11	10	1	10.0%
Passenger Trips	200	156	44	28.2%
CONTRACTED				
Clients	0	0	0	#DIV/0!
Passenger Trips	0	0	0	#DIV/0!
RIDELINK				
Clients	282	226	56	24.8%
Passenger Trips (Performed by The Rapid)	694	562	132	23.5%
TOTALS				
Clients	1,572	1,242	330	26.6%
Passenger Trips	17,488	14,418	2,508	21.3%
Average Weekday Ridership	678	660	18	2.7%
Average Saturday Ridership	239	210	29	13.8%
Average Sunday Ridership	217	203	14	6.9%
All Ambulatory Passengers	14,269	11,365	2,904	25.6%
All Wheelchair Passengers	3,219	3,053	166	5.4%
No - Shows	312	438	(126)	-28.8%
Cancellations	431	685	(254)	-37.1%
Transdev				
Average Cost per Trip	\$42.27	\$39.63	\$2.64	6.7%
Riders per Hour	1.9	2.1	(0.2)	-9.5%
Accidents per Month	3.0	1.0	2	200.0%
Trip Denials				
NTD Travel Time (minutes)	32	28	4	14.3%
NETWORK 180				
Passenger Trips	2,473	2,134	339	15.9%
Average Weekday Ridership	112	107	5	4.7%
TOTAL PASSENGER TRIPS	19,961	16,552	2,847	20.6%
Paratransit Service Quality Statistics: network 180 Excluded				
Complaints				
Transdev Complaints	7	10	0.0%	-30.0%
On-Time Performance				
On-Time Compliance - Pick-up	91.00%	80.00%	11.0%	13.8%
On-Time Compliance - Drop-off	95.60%	88.00%	7.6%	8.6%



Interurban Transit Partnership

300 Ellsworth SW, Grand Rapids, Michigan 49503-4005 Ph 616 456 7514

Date: May 2, 2024

To: Board of Directors

From: Jason Prescott, Director, Paratransit, ADA and Mobility

Subject: Rapid Connect April 2024 Monthly Report

OVERVIEW

Rapid Connect mobility on-demand program report from Monday, April 1 through Tuesday, April 30.

HISTORICAL CONTEXT

The Rapid Connect service launched on January 3rd, 2022, in Walker and Kentwood to improve accessibility to public transportation within those two jurisdictions. The initial pilot (Jan-Mar) had a service operating on weekdays from 6 a.m. to 6 p.m. Presently the service operates until 10 p.m. on weekdays.

Sign-ups remain consistent from week to week. To date, 2,191 people have signed up to use this new service.

All training and testing trips taken by operators or Rapid employees have been omitted from all calculations included in this report.

CURRENT RIDERSHIP

Between Monday, April 1 and Tuesday, April 30 (1 month service period), there were a total of 1,064 completed trips.

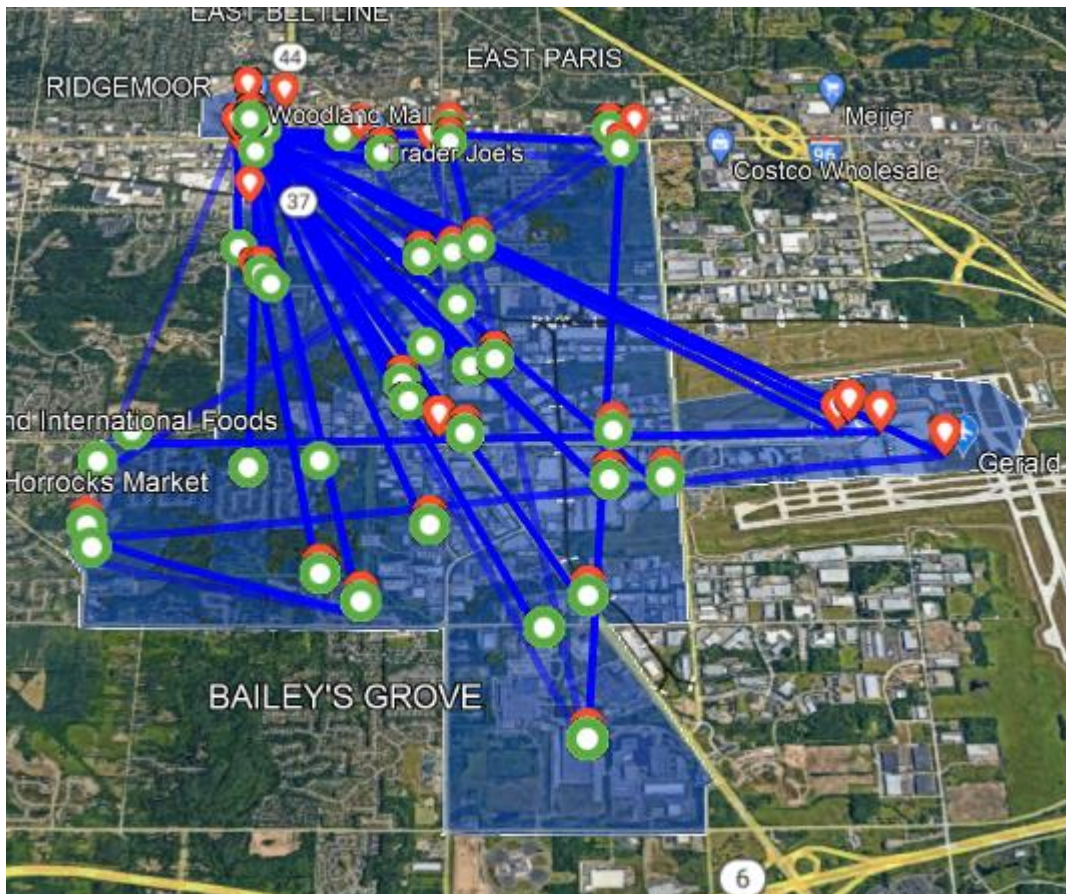
Interurban Transit Partnership

300 Ellsworth SW, Grand Rapids, Michigan 49503-4005 Ph 616 456 7514

There were 722 completed trips in Kentwood (68%), and 342 trips completed in Walker (32%). There were 56 individual riders in Kentwood and 33 in Walker that made up these trip counts for the month of April.

The average fare trip distance in Kentwood is 2.87 miles, and 2.91 miles in Walker. The fare trip distance is the distance between the pickup and drop off points and does not consider other stops on the route.

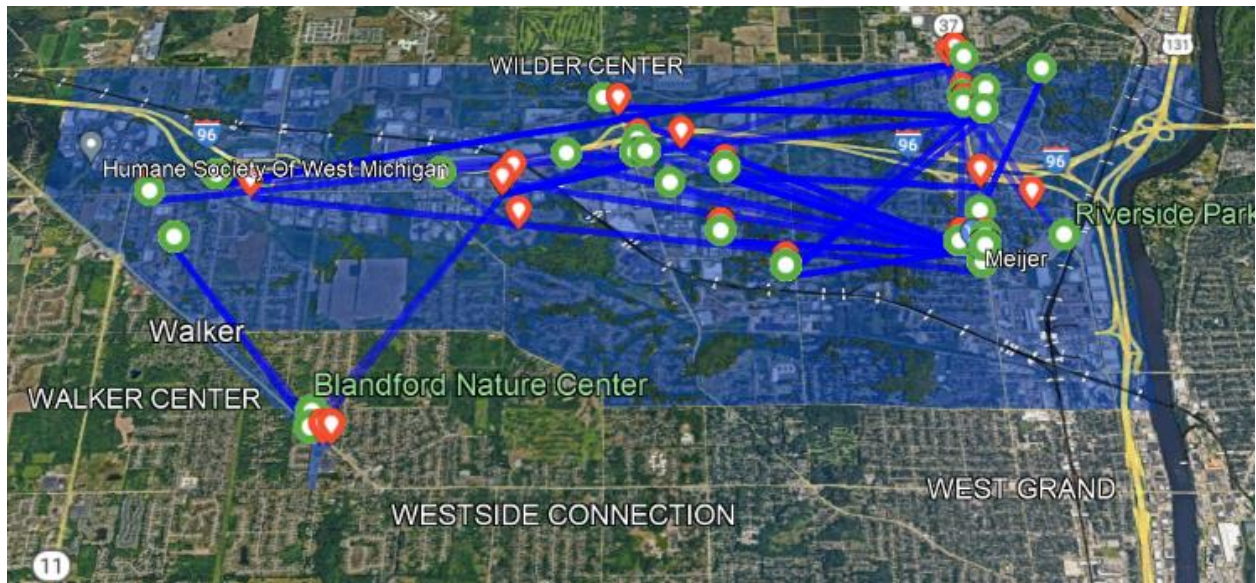
The earliest trip in Kentwood for April had a reported arrival time of 5:57 a.m. The latest trip was completed at 9:49 p.m.



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The earliest trip in Walker for April had a reported arrival time of 5:53 a.m. The latest trip was completed at 9:49 p.m.



11 Destinations were identified in the expanded zone for April 2024.

3248 Alpine Ave NW

2500 Turner Ave NW

3310 Alpine Ave NW

Greenridge Dr NW

3330 Alpine Ave NW

3352 Alpine Ave NW

3390 Alpine Ave NW

3593 Alpine Ave NW

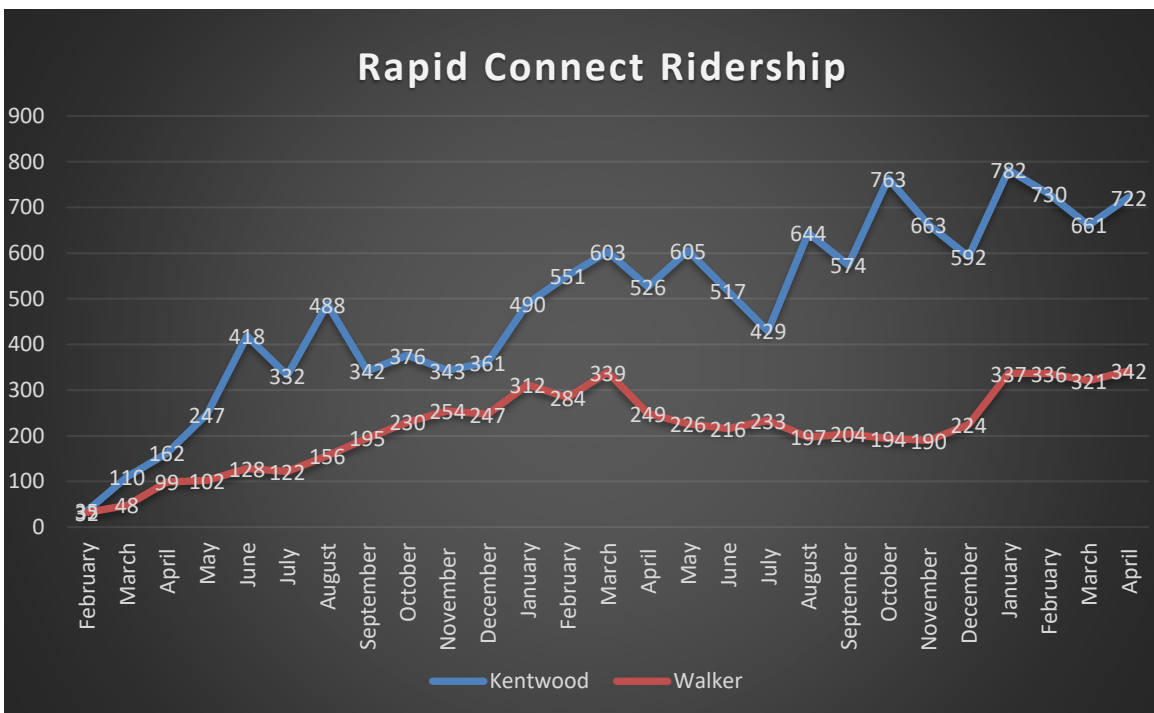
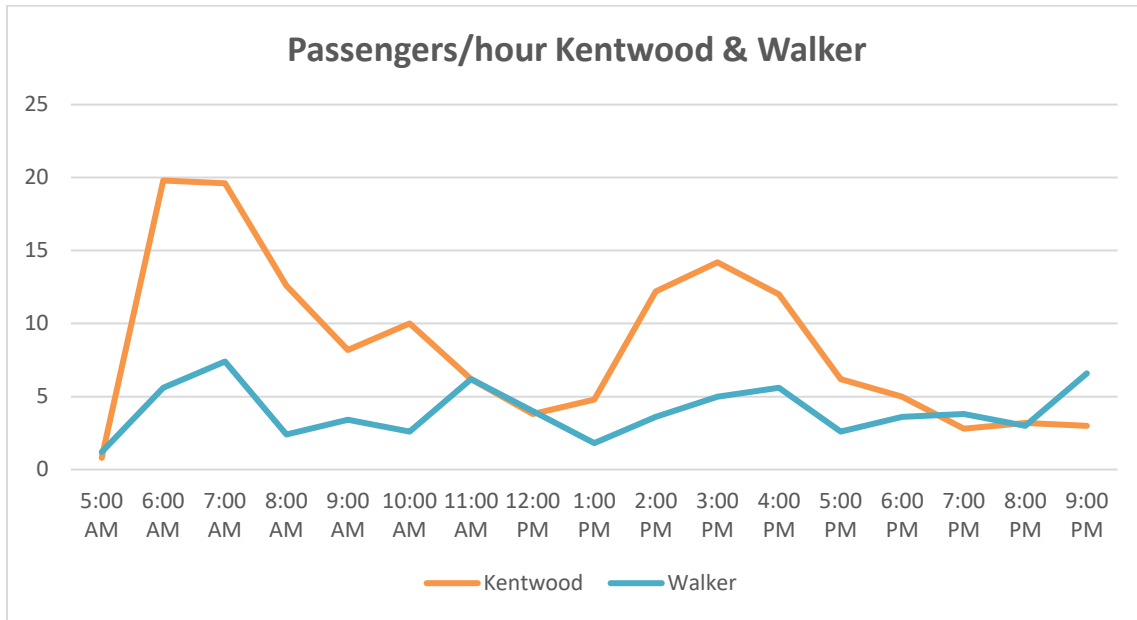
3596 Alpine Ave NW

566 Lankamp

2263 E Oak St. NW

Interurban Transit Partnership

300 Ellsworth SW, Grand Rapids, Michigan 49503-4005 Ph 616 456 7514



Date: May 14, 2024
To: ITP Board
From: Tim Roseboom – Senior Planner
 Jeffrey King – Community Relations Specialist
 Nick Monoyios – Director of Planning
Subject: FIXED ROUTE RIDERSHIP AND PRODUCTIVITY REPORT – April 2024

OVERVIEW: In April 2024, there was an increase of 12.5% in fixed route ridership as compared to April 2023. It's worth noting that April 2024 had two more weekdays than April 2023, 22 versus 20. It is also worth noting that contract services had a large increase, 33%, across all time periods and is 20% above FY2023 to date. Sundays had the largest increase at 26.5% and continue to recover from post-Covid impacts faster than Saturdays and weekdays.

BACKGROUND INFORMATION

Monthly Ridership

	April 2024	April 2023	% Change
Regular Fixed Route Service (<i>Routes 1–44</i>)	368,545	355,900	+3.6%
Contracted Service (<i>GVSU, DASH, GRCC, and Ferris</i>)	206,399	155,234	+33.0%
Total Monthly Fixed Route Ridership	574,944	511,134	+12.5%

Daily Average Ridership

	April 2024	April 2023	% Change
Weekday Total	23,378	22,262	+12.0%
Weekday Evening	3,561	3,153	+12.9%
Saturday	10,029	9,129	+9.9%
Sunday	5,126	4,051	+26.5%

Productivity Summary

	April 2024	April 2023	% Change
Average passengers per hour per route	14.6	13.6	+7.3%
Average passengers per mile per route	1.08	1.01	+7.1%
Average farebox recovery percent per route	10.8%	11.3%	-4.4%

Fiscal Year Ridership

	FY 2024	FY 2023	% Change
Regular Fixed Route Service (<i>Routes 1–44</i>)	2,550,897	2,493,425	2.3%
Contracted Service (<i>GVSU, DASH, GRCC, and Ferris</i>)	1,335,925	1,112,361	+20.1%
Total Fixed Route Ridership YTD	3,886,822	3,605,786	+7.8%

COMPARISON OF APRIL 2024 TO APRIL 2019

Monthly Ridership

	April 2024	April 2019	% Change
Regular Fixed Route Service (<i>Routes 1–44</i>)	368,545	647,402	-43.1%
Contracted Service (<i>GVSU, DASH, GRCC, and Ferris</i>)	206,399	292,623	-29.5%
Total Monthly Fixed Route Ridership	574,944	940,025	-38.8%

Daily Average Ridership

	April 2024	April 2019	% Change
Weekday Total	23,378	33,493	-30.2%
Weekday Evening	3,561	5,471	-34.9%
Saturday	10,029	14,396	-30.2%
Sunday	5,126	6,310	-18.8%

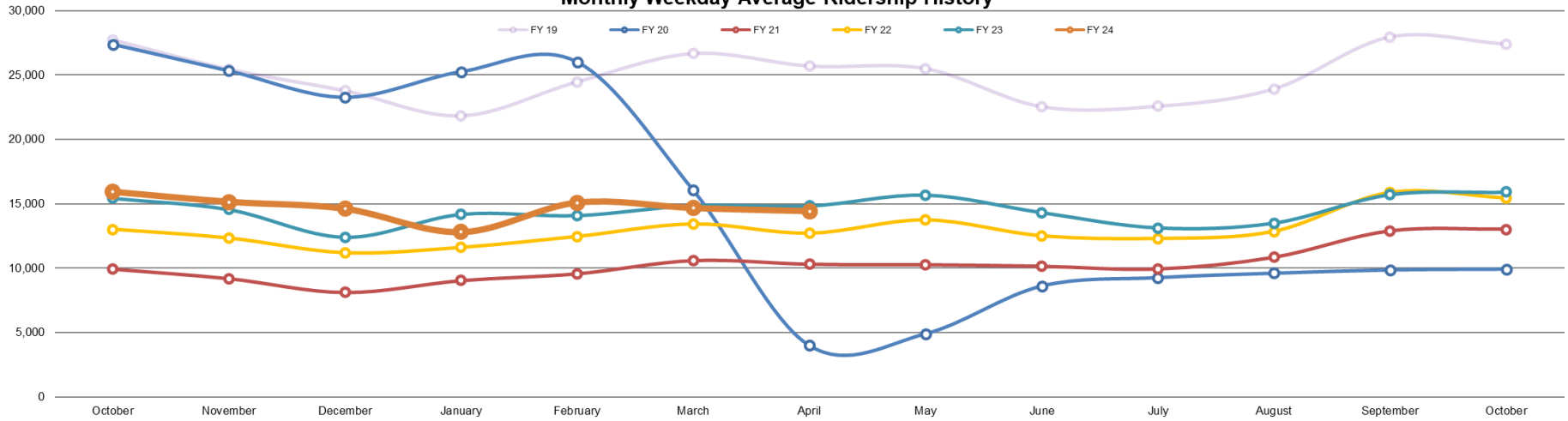
Productivity Summary

	April 2024	April 2019	% Change
Average passengers per hour per route	14.6	20.7	-29.5%
Average passengers per mile per route	1.08	1.68	-35.7%
Average farebox recovery percent per route	8.9%	23.8%	-62.6%

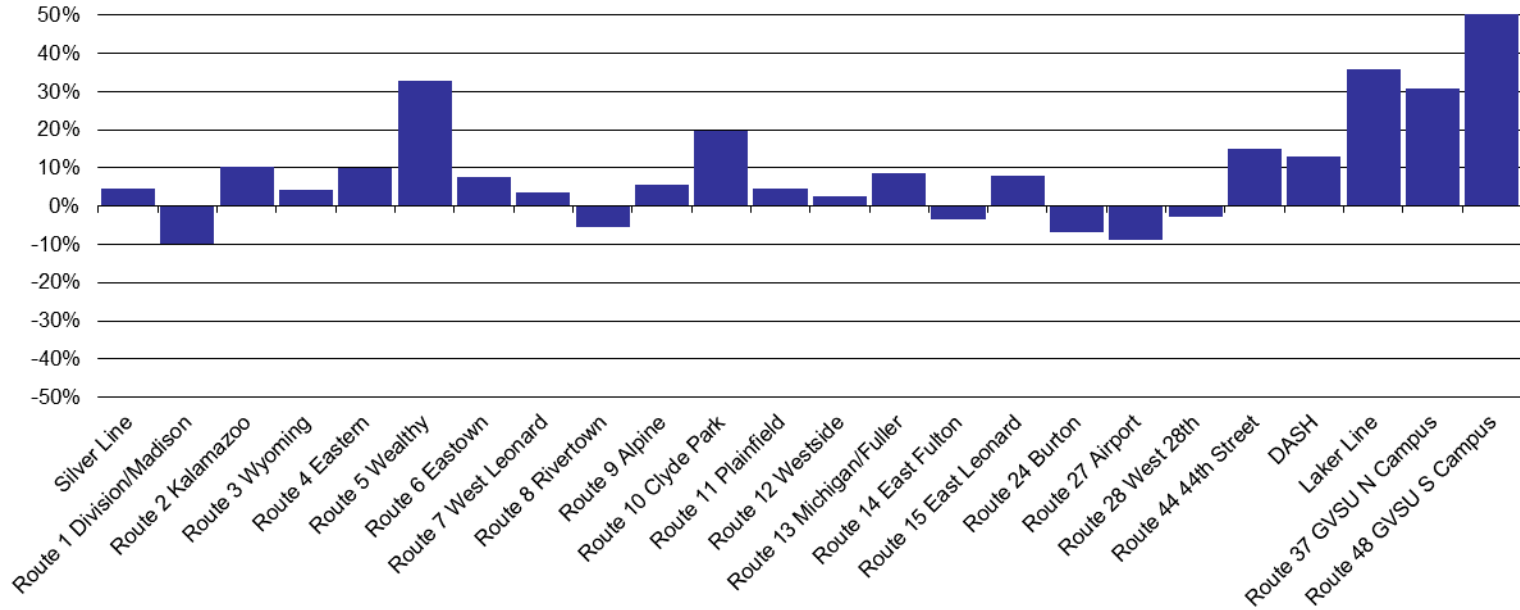
Fiscal Year Ridership

	FY 2024	FY 2019	% Change
Regular Fixed Route Service (<i>Routes 1–44</i>)	2,550,897	4,316,039	-40.9%
Contracted Service (<i>GVSU, DASH, GRCC, and Ferris</i>)	1,335,925	2,091,115	-36.1%
Total Fixed Route Ridership YTD	3,886,822	6,407,154	-39.3%

Monthly Weekday Average Ridership History



Percent Change by Route: April 2024 compared to April 2023

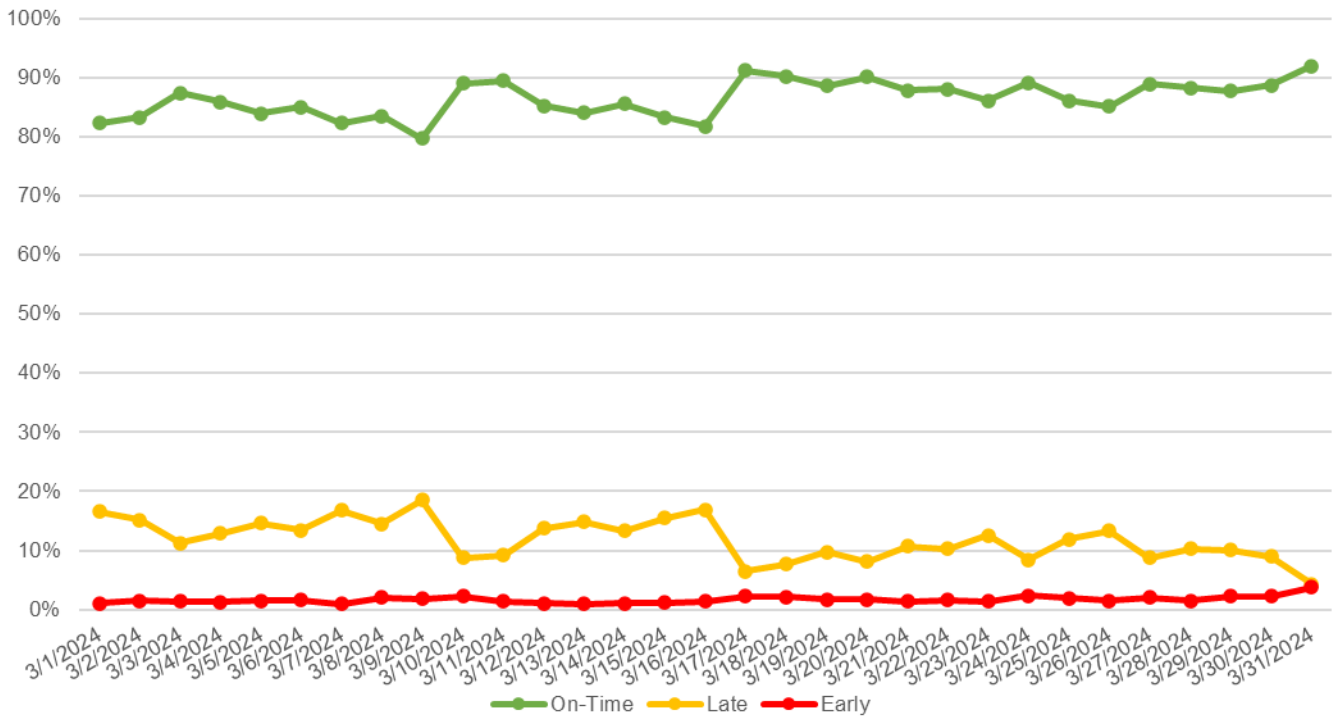


Date: May 8, 2024
To: Present Performance & Service Committee
From: Nicholas Monoyios – Director of Planning
Subject: FIXED ROUTE ON-TIME PERFORMANCE REPORT – March 2024

SYSTEMWIDE ANALYSIS

The Rapid considers a bus to be on time if it is anywhere from 0 to 5 minutes late. A bus that arrives before the scheduled time or 5 minutes after the scheduled time is considered not to be on time.

Systemwide Daily On-Time Analysis
 March 1 through March 31



The figure above demonstrates daily on-time performance for March 2024. Through the month of March 2024, systemwide on-time performance was 86.3% with incidents of lateness reaching 12.1% and incidents of earliness reaching 1.6%. This represents an increase from 84.6% on-time the system operated during the month of February 2024 as well as a decrease from 90.3% the system operated at during March 2023.

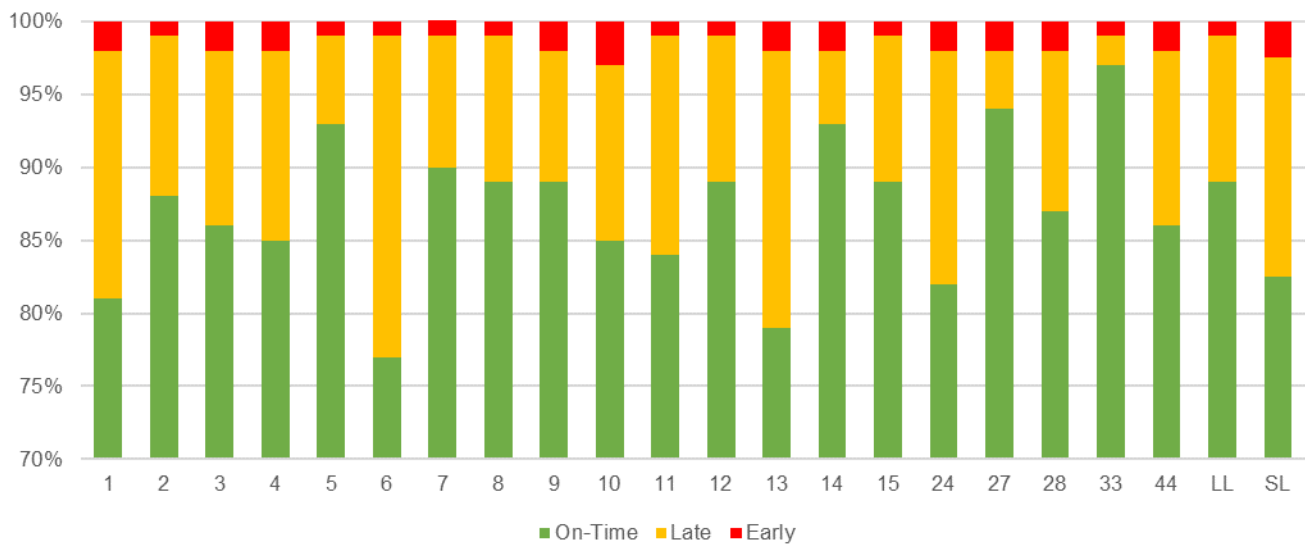
ROUTE BY ROUTE ANALYSIS

As Spring approaches, street closures and detours stemming from road projects become the primary cause of decreased on-time performance. The following is a list of road projects with major impacts to on-time performance:

- Corewell Health parking ramp at Medical Mile (impacts Silver Line and Route 6) – *expected to continue until end of construction season.*
- Division Ave. in downtown GR (impacts Route 6 & Silver Line)
- C. Chavez Ave reconstruction (impacts Route 3, 10, and 13)
- Ivanrest Ave. water main replacement and street resurfacing (last week in March – impacts Route 24)

Route by Route On-Time Analysis

March 1 through March 31



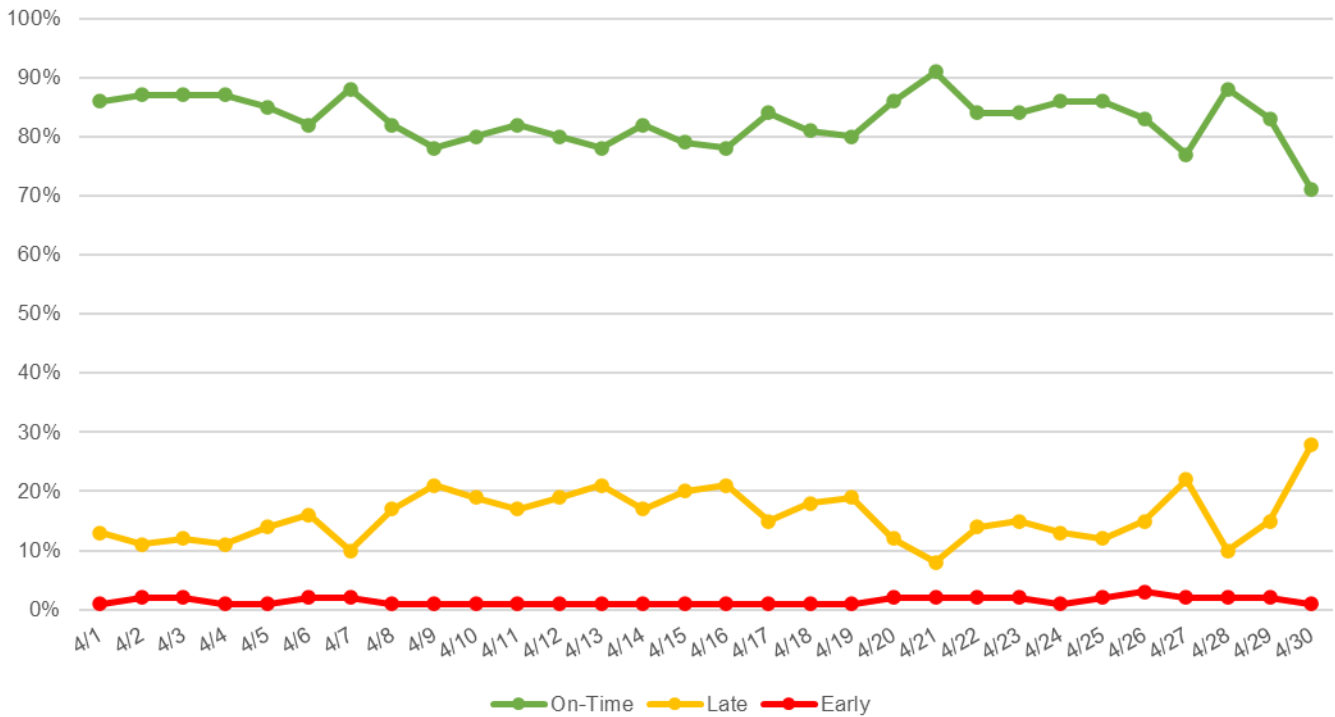
Planning continues to monitor on-time performance at a granular level to make necessary minor adjustments to schedules and provide recommendations to address on-time performance issues.

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Systemwide Daily On-Time Analysis
April 1 through April 30



The figure above demonstrates daily on-time performance for April 2024. Through the month of April 2024, systemwide on-time performance was 83.0% with incidents of lateness reaching 16.0% and incidents of earliness reaching 1.0%. This represents a decrease from 86.3% on-time the system operated during the month of March 2024 as well as a decrease from 87.0% the system operated during April 2023. Multiple road construction projects in April 2024 contributed to the lower on-time performance.

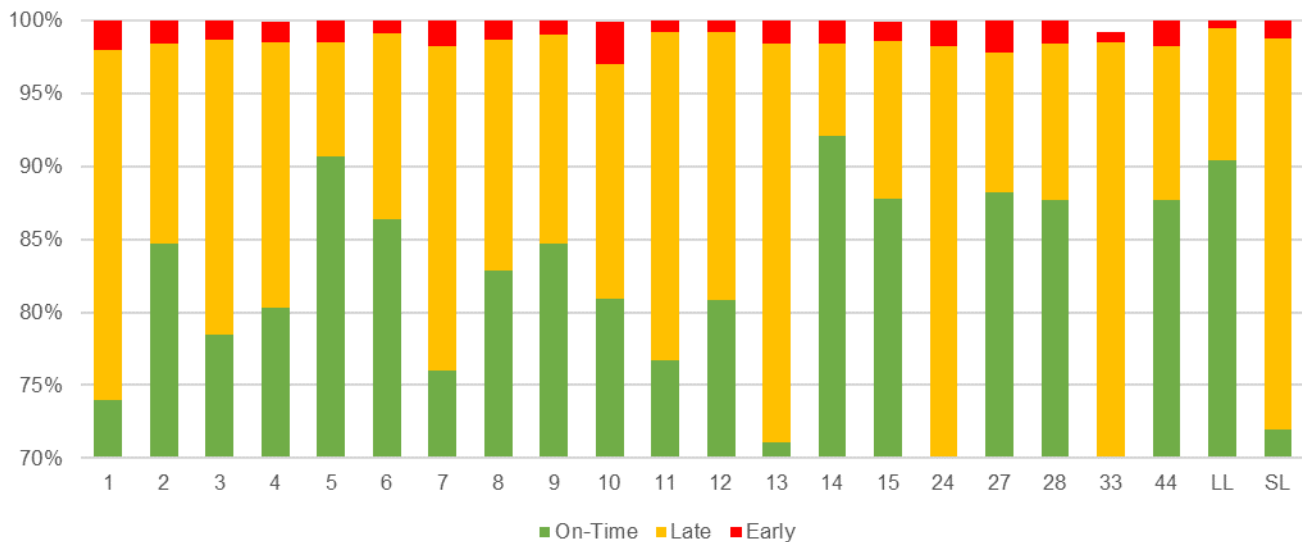
ROUTE BY ROUTE ANALYSIS

As Spring starts, street closures and detours stemming from road projects are the primary cause of decreased on-time performance. Road projects anticipated to have a duration throughout the entire service period (four months) are considered for schedule adjustments, though short-term projects demonstrate the larger impacts.

The following is a list of road projects with major impacts to on-time performance:

- US-131 Plaster Creek bridge reconstruction (impacts most routes as street network along 131 corridor into downtown Grand Rapids increases traffic congestion)
- Corewell Health parking ramp at Medical Mile (impacts Silver Line and Route 6) – *expected to continue until end of construction season.*
- Division Ave. in downtown GR (impacts Route 6 & Silver Line)
- C. Chavez Ave reconstruction (impacts Route 3, 10, and 13)
- Michael Ave. reconstruction (impacts Route 3)
- Ivanrest Ave. water main replacement and street resurfacing (last week in March – impacts Route 24)
- 131 & I-96 interchange construction (impacts Route 33)

Route by Route On-Time Analysis
April 1 through April 30



Planning continues to monitor on-time performance at a granular level to make necessary minor adjustments to schedules and provide recommendations to address on-time performance issues.



5c



THRIVING

Present Performance & Service Committee Meeting

June 12, 2024

A framework for the future of connectivity.

Agenda

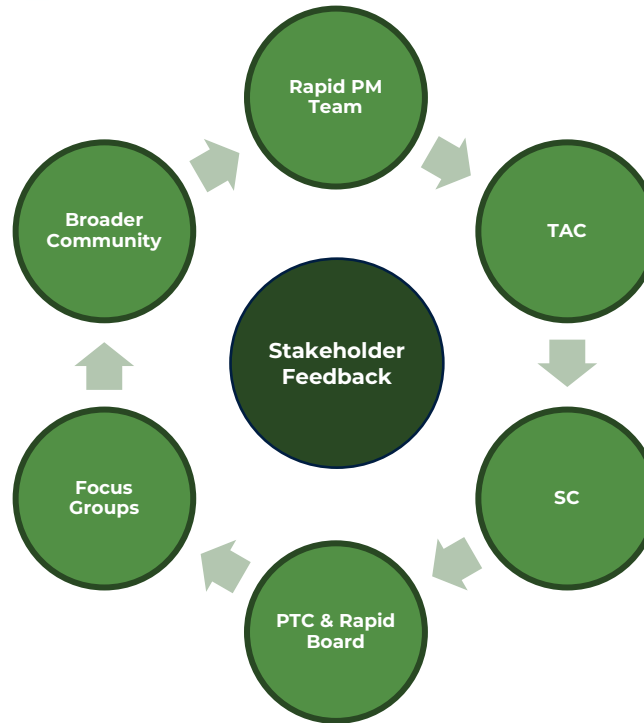
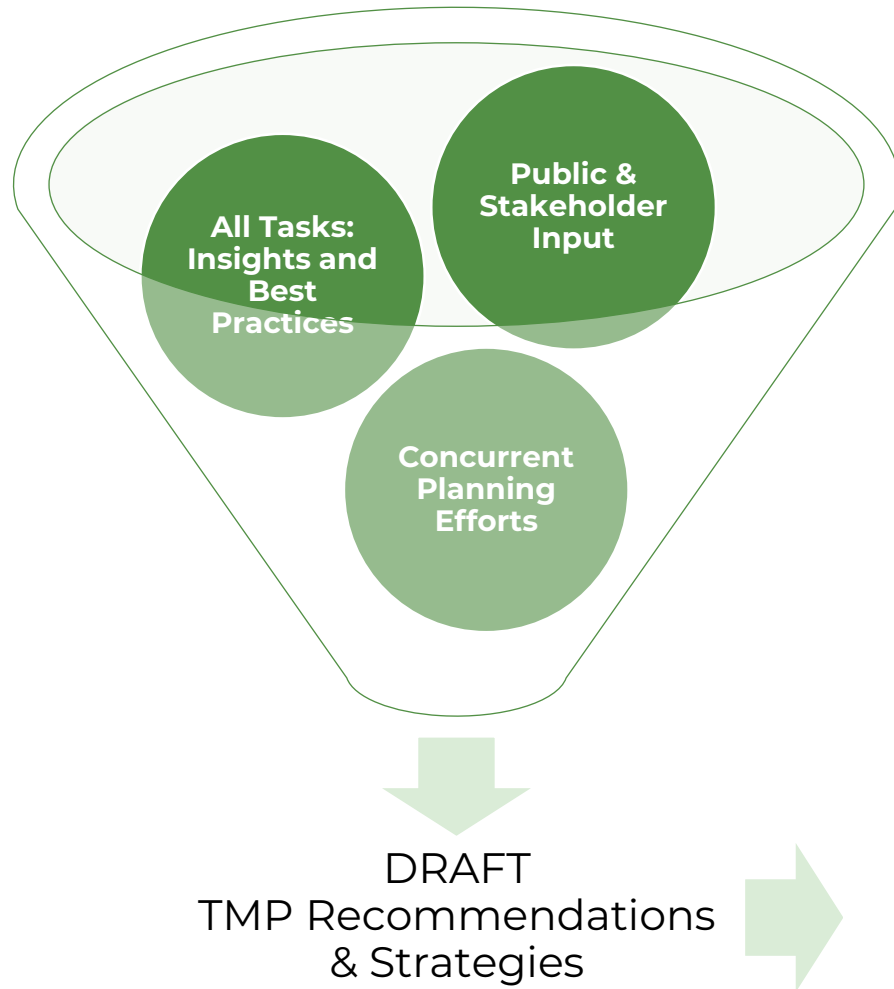
Project Overview

TMP Recommendation Concepts & Strategies

Discussion: Performance Measures



Recommendations and Strategies: Development Process



Refine TMP Recommendations & Strategies

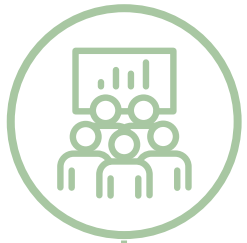
Final TMP Recommendations & Strategies

Project Status

IN PROGRESS

COMPLETE

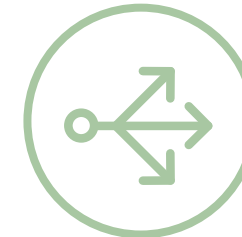
IN PROGRESS



Public Involvement
Building partnerships (throughout the process, public workshops targeted for Fall 2023 and Spring 2024)



Market Analysis
Transit demand, travel patterns, mobility need



Future Options and Scenarios Analysis
Who and where to serve? How?



Existing and Future Conditions Analysis
Strengths, weaknesses, opportunities, threats



Peer Review
Best practices from similar and aspirational mobility providers

COMPLETE

COMPLETE

Project Status

COMPLETE



West Michigan Express Planning

Reassess feasibility, develop implementation plan

IN PROGRESS



Planning Guidelines, Policies and Performance Measures

How to measure and ensure success?

IN PROGRESS



Administrative and Operational Staffing Evaluation

How to staff?



Corridor Analysis

Connections to places outside current service area



Fleet, Facilities and IT Strategy

How to support?

COMPLETE

IN PROGRESS

Project Status

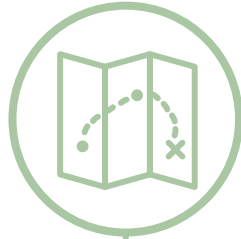
IN PROGRESS

ON DECK



Joint Development Opportunities

How to shape what happens next to transit?



Phased Implementation Strategy



Final Transit Master Plan



Financial and Funding Analysis

How to fund?

IN PROGRESS

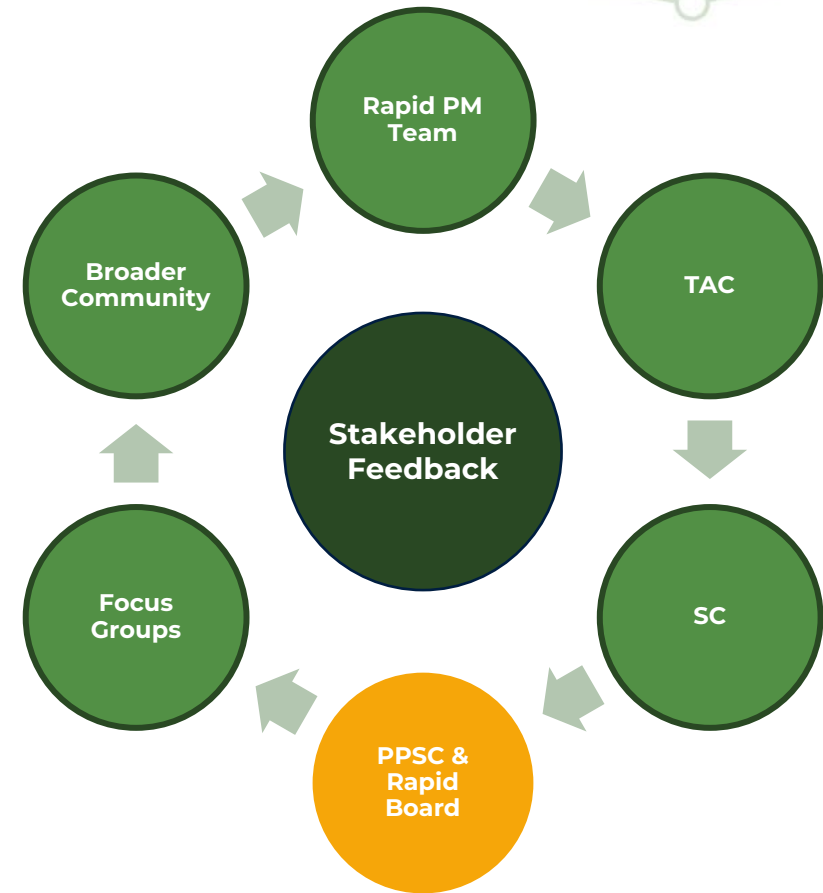
Next Steps

Finalize Recommendations

- Committee feedback
- Public feedback

Develop “TMP Roadmap to Implementation”

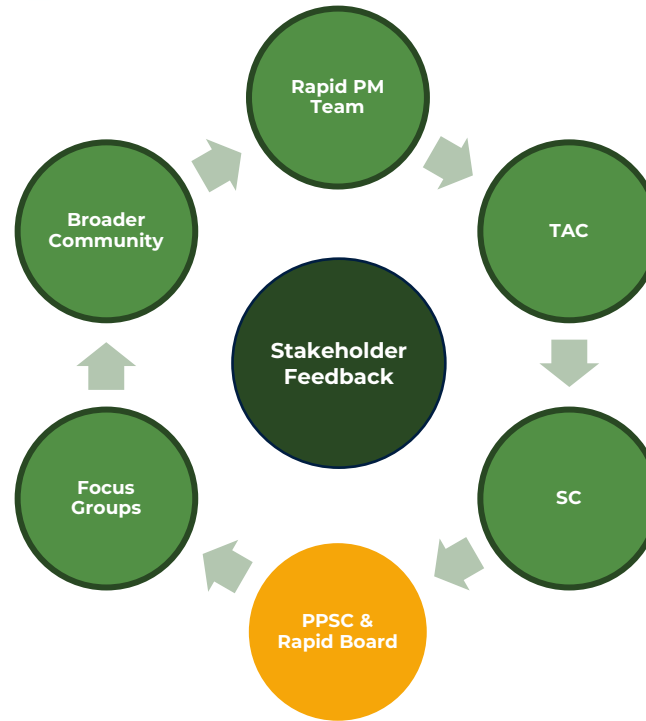
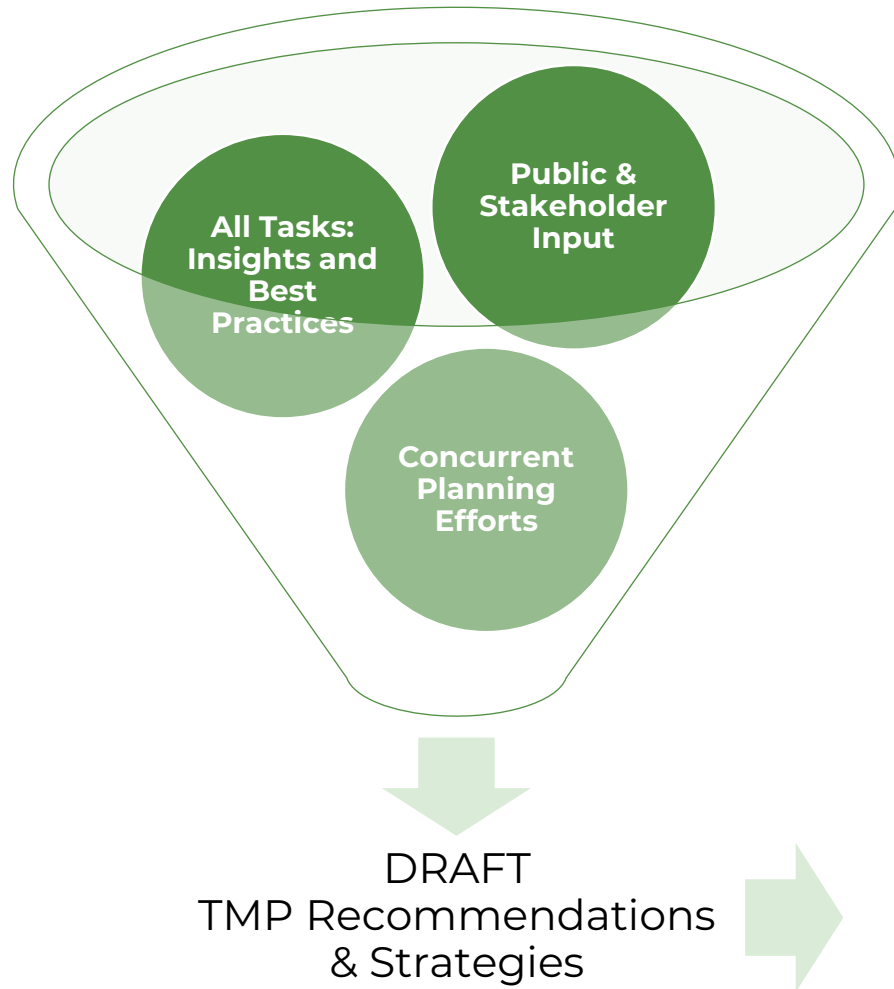
- Prioritized strategies
- Funding tools
- Implementation strategies





Recommendation Concepts & Strategies

Recommendation Concepts and Strategies: Development Process

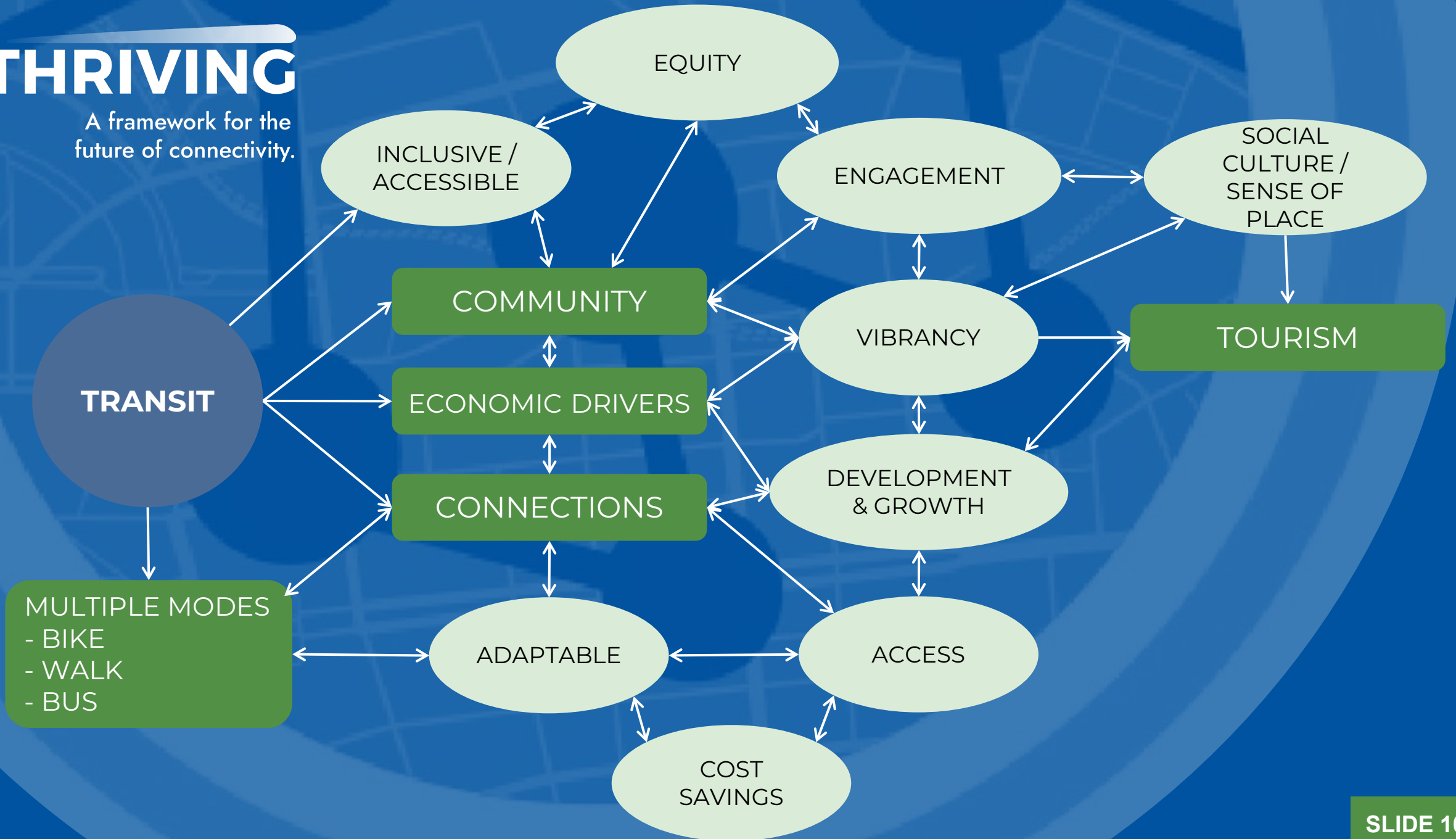


Refine TMP Recommendations & Strategies

Final TMP Recommendations & Strategies

THRIVING

A framework for the future of connectivity.



Roadmap to Implementation

Each Recommendation Concepts & Strategy will be Evaluated by

→ Funding Scenarios

- A. Existing funding / cost-neutral
- B. Strategically prepare for and pursue discretionary funding opportunities
- C. Pursue long-term sustainable funding sources for operations

→ Staffing Scenarios

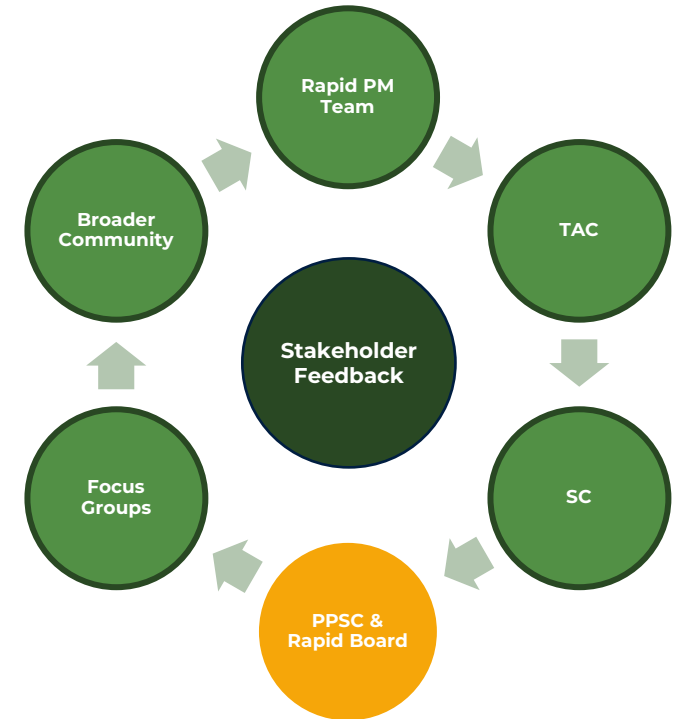
→ Estimated Cost

→ Implementation Timeline

- Near-term (less than five years)
- Mid-term (five to ten years)
- Long-term (over ten years)
- Ongoing






→ Implementation Partners

→ Guiding Principles



Guiding Principles

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

-  **COMMUNITY | We reflect you and your needs.**
-  **GROWTH | We plan for action.**
-  **CONVENIENCE | We serve for user experience.**
-  **INTERNAL WORKFORCE | We value employee personal growth.**
(Engaged and prepared to meet our future challenges)
-  **ADAPTABILITY | We're future-flexible.**

DRAFT Recommendation Concepts



Community Awareness and Education



Existing Service Improvements



Future Service Expansion



Transit-Oriented Development



Innovation & Technology



Regional Partnerships



Sustainable Funding



Internal Workforce Development

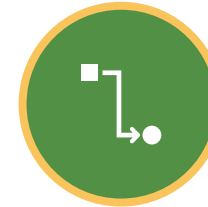
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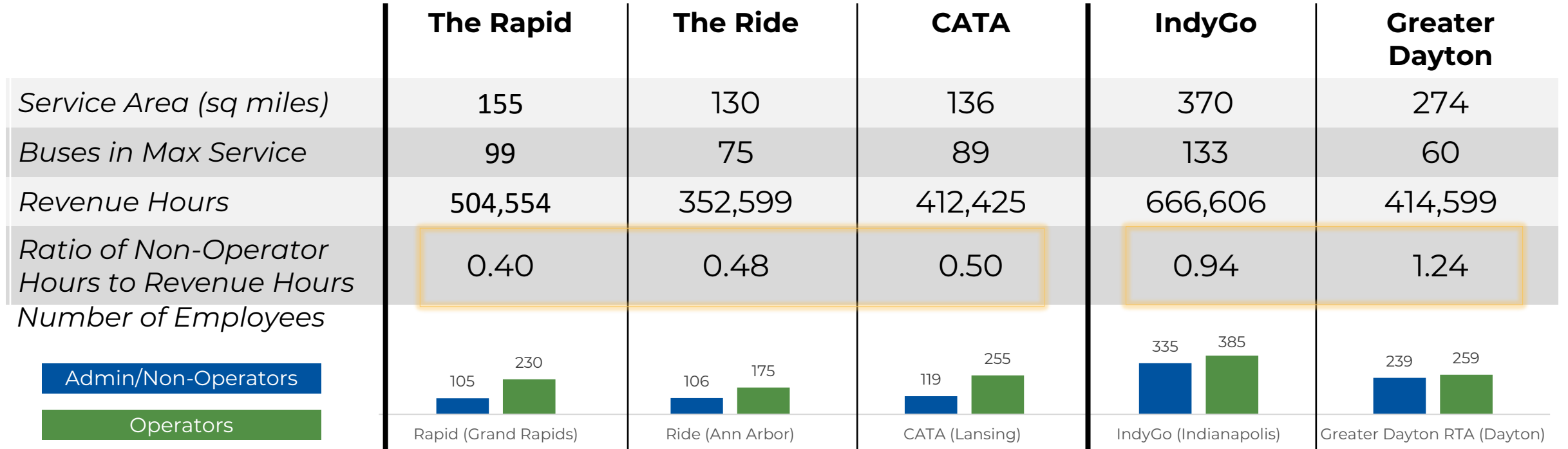


Sustainable Funding



Internal Workforce Development

Staffing Assessment: Peer Comparison



Source: National Transit Database 2022

- Revenue hours compared to staffing ratios are lower compared to peers
- If service and/or programming is expanded, admin/non-operator ratios will need to be evaluated appropriately



Staffing codes for eventual recommendations

Code 1. Existing staffing

Strategy has an expected moderate to low demand on current staff and could be feasibly achieved without additional staffing support needed.

Code 2. One-time external staffing assistance

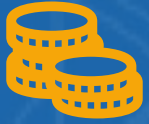
Strategy has an expected moderate to high draw on current staff but may be feasibly achieved with one-time external assistance, such as contracted professional services or partnership through local or regional jurisdictions.

Code 3. Additional staff needed

Strategy has an expected moderate to high draw on current staff and may not be feasibly achieved without additional long-term staffing support.

May apply to proportional increase in staff relative to revenue hours or staffing to support new administrative initiatives.

Funding Tools / Scenarios



Existing funding / cost-neutral

Local property tax/transit millage (1.47)

Fares*

Sale of transportation services*

Advertising*



Discretionary / one-time funding

Federal grants

State assistance

**Aside from the property tax/millage, directly generated and local sources are generally lower value, more reliant on ridership trends, and have less room for year-over-year growth compared to the millage.*

Funding Tools



Long-term sustainable funding

Local property tax/transit millage (>1.47)

Sales tax

Excise tax (Gas tax, TNC tax, motor vehicle sales tax, etc.)

Fees and fines (e.g., parking fees, vehicle registration fees, etc.)

Joint development revenue (cash, long-term lease agreements, etc.)

Value capture (TRZ, TIFs, PIDs, etc.)

Park and Ride fees

Community Awareness and Education

Increase community awareness and engagement through education and marketing programs.

Focus Groups Identified the following improvements to address community education and outreach:

- ✓ Service marketing & advertising
- ✓ Information & wayfinding
- ✓ Language barriers
- ✓ Accessibility (all abilities)

41% of survey respondents said accessibility (use with little to no help from others) was important to choosing their travel mode.

Online feedback:
Available transit services should be promoted.

Peer Analysis:
Peers recommend marketing transit success and advertising planning efforts to raise excitement.

Community Partnerships and Engagement is a Value transit brings to a community.
- **Steering Committee**

GUIDING PRINCIPLES

- ✓ COMMUNITY
- ✓ GROWTH
- ✓ CONVENIENCE
- ✓ INTERNAL WORKFORCE
- ✓ ADAPTABILITY

Community Awareness and Education

** Required for long-term implementation*

Near Term

Staff Code?

Develop additional ITP community marketing and/or outreach strategies and programming, such as

- Community "adopt-a-stop"
- Youth education program (with schools)
- Community transit ambassador
- New stops designed by local artists to promote placemaking

TBD

Partner with external stakeholders to develop cohesive advertising and marketing promoting use and ease of use of transit

TBD

Partner with tourism and visitors' organizations to promote transit services to tourist, visitors, and to special events

TBD

Partner with GVMC's TDM Mobility Manager program

TBD

Existing Service Improvements

Enhance rider experience by improving existing service, operations, and rider amenities.

Focus Groups identified numerous benefits to improving existing services, such as attracting talented workforces, and attracting new riders through improved service frequency, reliability, service hours, and other amenities to enhance the rider experience.

Market Analysis and Existing and Future Conditions Analysis identified several opportunities for service improvements, such as travel time, service frequency, service connectivity, and facility amenities.

“We need to enhance the current system before connecting to other communities – the first priority is the current service area enhancements” –
Online comments

Peer Analysis: Peers recommend implementing micromobility along existing or planned transit lines to foster first- and last- mile solutions

65-71% of survey respondents identified service frequency, service hours, and transit travel time as most important to improve the current system.

GUIDING PRINCIPLES

- ✓ COMMUNITY
- ✓ GROWTH
- ✓ CONVENIENCE
- ✓ INTERNAL WORKFORCE
- ✓ ADAPTABILITY

Existing Service Improvements

** Required for long-term implementation*

Underway

Staff Code?

Exploring options to improve the effectiveness of microtransit and viability of micromobility (i.e. bikeshare, scooters, etc.).

TBD

Improve paratransit customer experience.

TBD

Existing Service Improvements

** Required for long-term implementation*

Near Term

Staff Code?

Continue to invest in existing productive routes such as LL, SL, 1, 2, 4, 9, 11 and 28, by increasing service efficiency, frequency, and OTP.

TBD

Extend service hours for later weekday service (including overnight for 2nd/3rd shift) and include weekends.

TBD

Explore route network design that incorporates additional mobility hubs/transfer centers.

TBD

Determine opportunities for fare coordination with regional multi-modal fare structures.

TBD

Evaluate and expand customer service standards for on-board conveniences.

TBD

Evaluate and improve customer facing technology as per with ITP Strategic Technology Plan.

TBD

Develop bus stop design guidelines (i.e. r.o.w accommodations for stop locations)

TBD

Existing Service Improvements

** Required for long-term implementation*

Mid Term

Staff?

Assess opportunities for high-capacity services (BRT, LRT) along high performing corridors.

TBD

Evaluate operational efficiencies of new or relocated operations facilities.

TBD

Study feasibility of a high-frequency core (crosstown) network along key corridors, connecting major activity and mobility hubs, especially as ridership and demand grows.

TBD

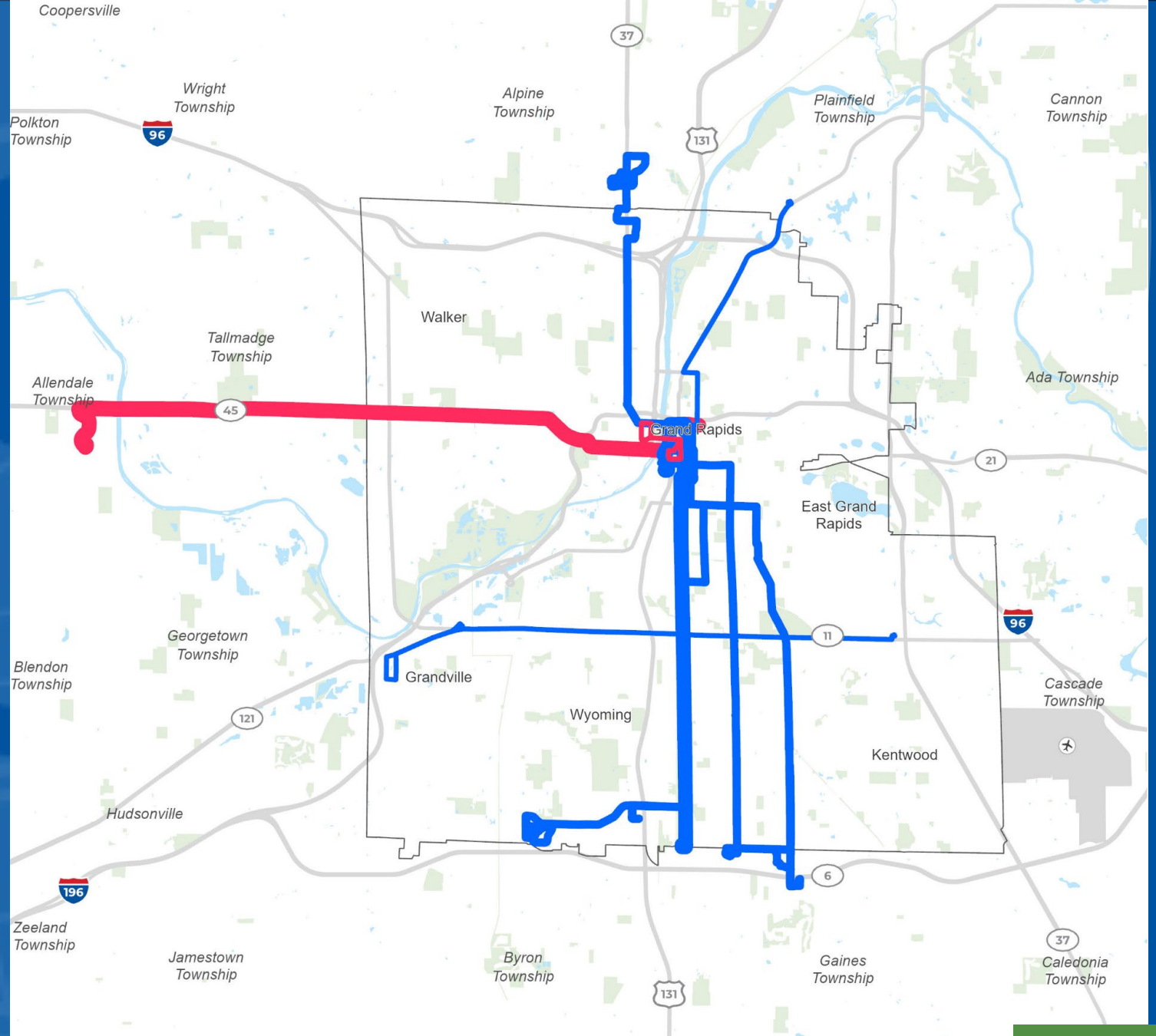
Long Term

Study feasibility for Light-Rail Transit (LRT) services or Commuter-Rail Transit (CRT) services along existing high-capacity bus corridors, especially as ridership and demand grows.

TBD

Existing Service Improvements Near Term

Continue to invest in existing productive routes such as LL, SL, 1, 2, 4, 9, 11, and 28, by increasing service efficiency, frequency, and OTP.



Future Service Expansion

Increase connectivity within and outside of the ITP Service Area

60% of survey respondents identified connections to other transit systems beyond The Rapid as a top priority of the TMP (Ranked 2nd highest priority overall)

Steering Committee identified new regional and local connections during early TMP goal discussions

60% of survey respondents said they would like to see expanded routes in the future of transit for the region.

"It would be great to see expanded service and multiple transit options." – **Online survey**

Market Analysis and Intercounty Corridor Analysis identified several areas for potential service expansion and regional connectivity.

73% of survey respondents identified expanded service areas as the most important improvement to the current transit system.

GUIDING PRINCIPLES

- ✓ COMMUNITY
- ✓ GROWTH
- ✓ CONVENIENCE
- ✓ INTERNAL WORKFORCE
- ✓ ADAPTABILITY

Future Service Expansion

** Required for long-term implementation*

Near Term

Staff Code?

Develop opportunities & relationships (outside of ITP service area) to provide service area extensions or other context-relevant services to non-ITP member jurisdictions.

TBD

Explore opportunities with private sector employers and institutions for providing contracted last-mile service connections.

Implement West Michigan Express pilot express bus service along Chicago Dr corridor – along with a guaranteed ride home program.

TBD

Study feasibility of intercounty service concepts:

- Alpine Ave: Extension of route 9 and/or new Alpine Rapid Connect Zone
- Walker Ave: New bus service and/or realignment of the Walker Rapid Connect Zone
- Plainfield Ave: Extension of route 11 and/or new Plainfield Rapid Connect Zone
- Barry St/54th Ave: New bus service between Grandville and the Airport
- US-131: Express or limited bus service between Wayland and Grand Rapids with park and rides in Wayland, Moline, Cutlerville, and Kentwood

TBD

Any concepts outside the ITP member communities will require additional funding.

Future Service Expansion Near Term Concepts

Within ITP Member Communities

Walker Ave: New bus service and/or realignment of the Walker Rapid Connect Zone

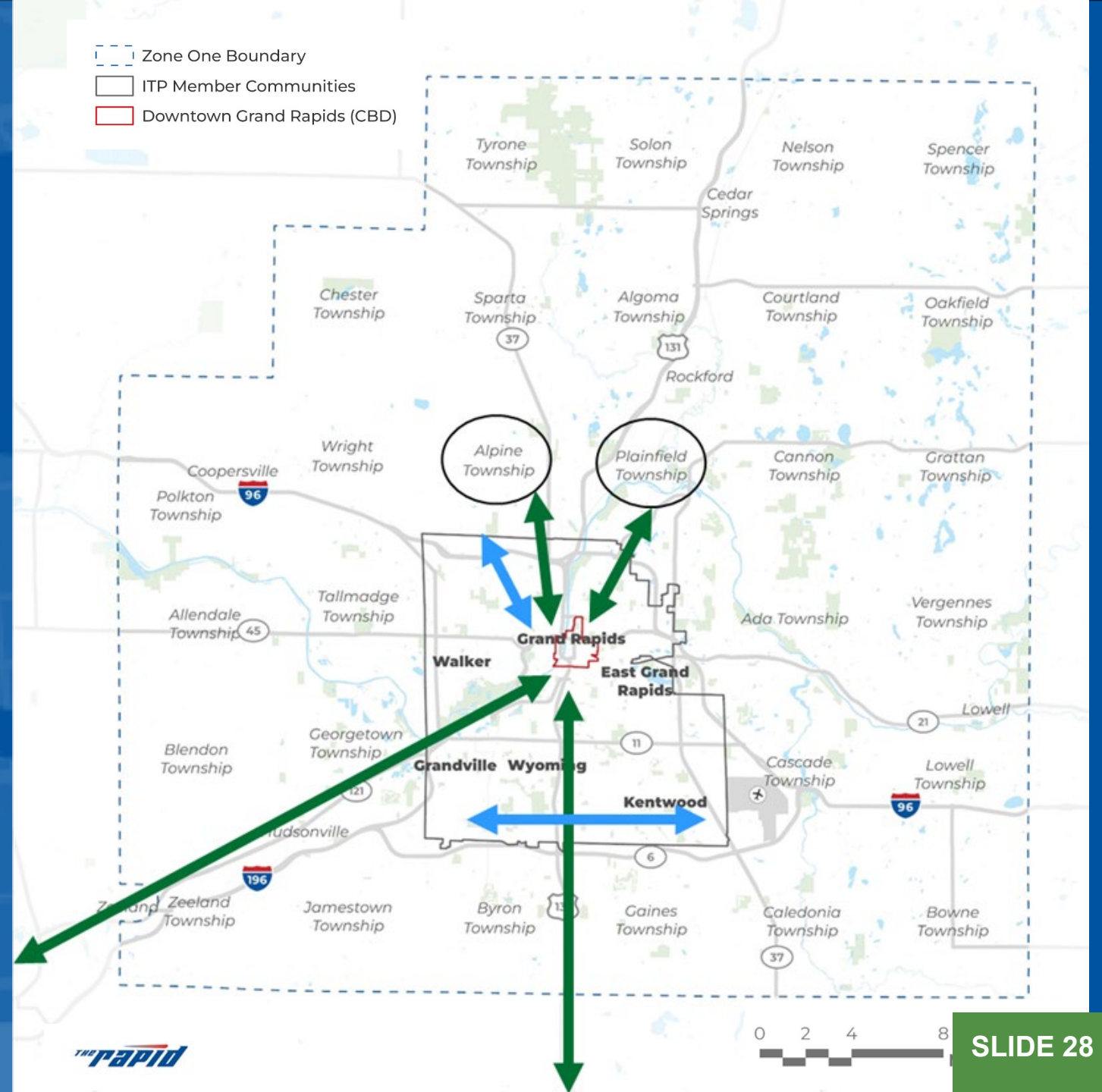
Barry St/54th Ave: New bus service between Grandville and the Airport

Outside ITP Member Communities

US-131: Express or limited bus service between Wayland and Grand Rapids with park and rides in Wayland, Moline, Cutlerville, and Kentwood

Plainfield Ave: Extension of route 11 and/or new Plainfield Rapid Connect Zone

Alpine Ave: Extension of route 9 and/or new Alpine Rapid Connect Zone



Future Service Expansion

** Required for long-term implementation*

Mid Term

Staff Code?

Explore expansion of the transit service area by adding adjacent municipalities/townships to the ITP service area

TBD

Study feasibility of intercounty service concepts:

- Lake Michigan Dr: Laker Line extension or Allendale Charter Township Rapid Connect Zone.
- Zone Two: Limited or express bus along US-31 or developing context-sensitive services in areas of localized connectivity

TBD

Long Term

Study feasibility of intercounty service concepts as areas experience growth:

- 84th St
- Beltline Ave/Broadmoor Ave

TBD

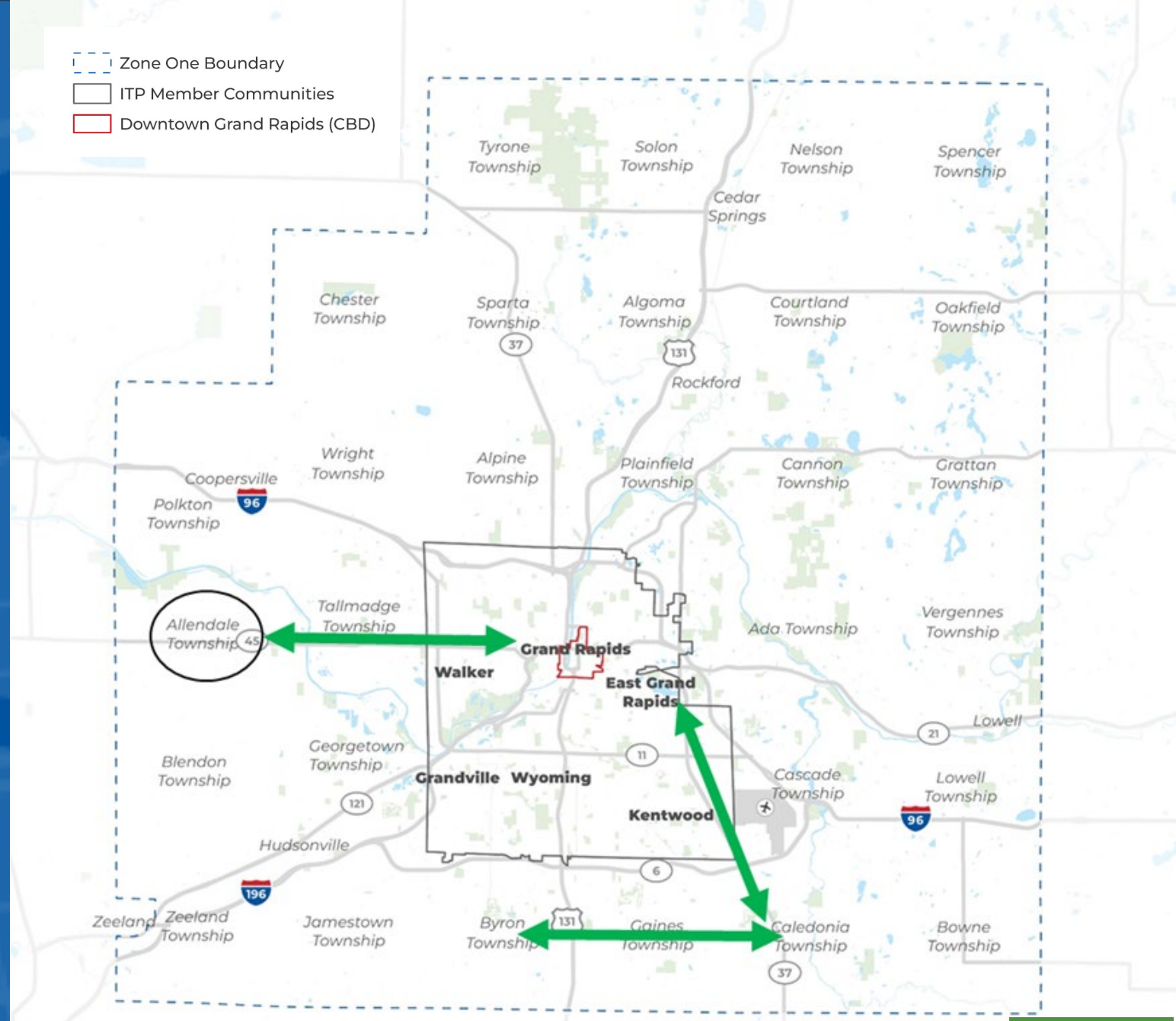
Future Service Expansion Mid & Long Term Concepts

Lake Michigan Dr: Laker Line Extension and/or Allendale Charter Township Rapid Connect Zone.

Zone Two: Limited or express bus along US-31 or developing context-sensitive services in areas of localized connectivity

Others, as areas experience growth:

- 84th St
- Beltline Ave/Broadmoor Ave





Performance Measures Discussion



THRIVING

Thank You!

A framework for the future of connectivity.