DEFINING THE LAKER LINE
AN ANALYSIS OF BUS RAPID TRANSIT (BRT) SERVICE BETWEEN GRAND RAPIDS AND GRAND VALLEY STATE UNIVERSITY ALLENDALE CAMPUS

+ PURPOSE
The purpose of this effort, sponsored by The Rapid, has been to foster a dialogue among community leaders, transportation planning officials, university students and staff, and policy-makers at various agencies about the potential to promote enhanced transit between the City of Grand Rapids and Allendale, and, in particular, the opportunities that exist with a comprehensive bus rapid transit (BRT) project.

+ PEOPLE
Individuals from dozens of public and private entities in the region participated in this planning process through face-to-face engagement meetings, online input forums, social media exchanges, and as members of the advisory and policy committees.

+ PLANNING
BRT has generated great interest among large U.S. cities as they look for ways to improve mobility and make more efficient use of their street space, at a relatively low cost. This summer, Grand Rapids became the first Michigan city to feature Bus Rapid Transit with the Silver Line project. The Laker Line will provide a continuity of time efficient, cost effective travel for Route 50 users and will implement The Rapid’s Transit Master Plan.

KEY REASONS
FOR THE LAKER LINE

1. Better Quality, Better Service
With BRT, customers can choose between express and local routes. Better service means more transit riders and a more sustainable community. It also could reduce traffic congestion, help riders save money, and connect more people to job and educational opportunities.

2. Cost-Effectiveness
Larger buses that move faster along a route because of traffic signal priority, platform-level boarding, advance ticketing, and some bus-only lanes mean more people moving quicker from origin to destination.

3. Economic Development
Nationally, BRT has resulted in upwards of 400% return on investment along transit corridors. Transit station locations provide high visibility for businesses. Residential infill development desires proximity to transit to provide owners and renters accessibility.
**PROCESS: HOW DID WE GET HERE?**

**Defined a set of needs for The Rapid's busiest corridor connecting Grand Rapids with Allendale:**
- Relieve current transit capacity issues
- Accommodate future growth
- Support economic revitalization in corridor communities
- Increase multi-modal travel options in region
- Provide connectivity to other transit

**Evaluated transit mode and alignment options:**
- Evaluated rail options, selected bus rapid transit service as preferred mode
- Considered multiple corridors in Grand Rapids (Fulton, Lake Michigan, Bridge), selected Fulton as preferred
- Considered service to Central Station or to Medical Mile
- Considered extensions west into Allendale

**Created and evaluated full-run transit alternatives:**
- Options for station locations
- Use of dedicated transit lanes
- Evaluated ridership, economic development potential, and other benefits/impacts
- Considered future extension east along Michigan Street to Plymouth

**Selected and refined Locally Preferred Alternative:**
- BRT service between GVSU Allendale and Medical Mile
- Shared stations with Silver Line BRT in downtown Grand Rapids
- Identified potential second phase of project along Michigan Street

**What's next?**

| 2015 | Study to Determine Locally Preferred Alternative |
| 2016 | Environmental Analysis to Identify and Address Obstacles |
| 2016 | Detailed Design and Engineering for construction and vehicle procurement |
| 2017 | Grant Agreement to secure funds for capital costs |
| 2017 | Construction (18 Months) |
| 2018 | |
PUBLIC INPUT RESULTS
YOU SPOKE. WE LISTENED. OUR TEAM STRATEGIZED.

REDUCE TRAVEL TIME
The Laker Line will reduce trip time by 5 minutes

IT TAKES TOO LONG TO TRAVEL BETWEEN GRAND RAPIDS AND ALLENDALE

THE LAKER LINE STUDY

ASSESS PARKING NEEDS
New park n’ ride lots between GR and Allendale

THIS ROUTE CREATES A PARKING PROBLEM IN NEIGHBORHOODS ALONG THE ROUTE

REQUIREMENTS
+ New Park n’ Ride at Maynard and M-45
+ On-street parking remains
+ Potential future parking permit programs

EXISTING BUSES DO NOT OFFER ENOUGH AMENITIES

AMP UP AMENITIES
The Laker Line will provide top-notch services for riders

+ Free WIFI
+ Heated and well-lit bus stops
+ Real time routing information
+ Transit apps

INCREASE CAPACITY
BUSES ARE TOO CROWDED
The Laker Line will keep up with the demands of increased ridership

+ Increased frequency
+ New buses are longer and hold 50% more people
+ More buses to service the Laker Line
+ Increased evening and weekend hours

IMPROVE CONNECTIVITY
The Laker Line will connect to Downtown Grand Rapids

+ Connects to CHS building and Medical Mile
+ Bypasses Central Station
+ Interconnects with other bus routes

DOES NOT CONNECT TO COLLEGE OF HEALTH SCIENCE OR DOWNTOWN

IT TAKES TOO LONG TO TRAVEL BETWEEN GRAND RAPIDS AND ALLENDALE

YOU SPOKE. WE LISTENED. OUR TEAM STRATEGIZED.

IMPROVE CONNECTIVITY
LOCALLY PREFERRED ALTERNATIVE

LENGTH: 13 MILES  STATIONS: 14  TIME SAVINGS BETWEEN CAMPUSES: 5 MINS.

STATION LOCATIONS

Grand Valley- Allendale Campus
1. GVSU Kirkhof Center
2. GVSU Mackinac Hall

Standale/Walker/West Grand Rapids
3. Lake Michigan / Ferndale (Standale Meijer)
4. Lake Michigan / Cummings
5. Lake Michigan / Standale Trail
6. Lake Michigan / Maynard (Park and Ride)
7. Lake Michigan / Covell
8. Fulton / Garfield
9. Fulton / Lane (or Straight)

Downtown Grand Rapids
10. Fulton / Mt. Vernon (Pew Campus)
11. Monroe / Louis
12. DeVos Place
13. Michigan / Bostwick (Medical Mile)
14. Michigan / Lafayette (GVSU CHS)

SELECT STREET CROSS SECTIONS

NORTH-SOUTH CAMPUS DRIVE
- NEW BUS STATIONS
- 2 BUS LANES
- BUS LANES ON THE OUTSIDE
- BUSES HAVE PRIORITY AT SIGNALS
- NO PARKING
- FREEWAY/ON-BOTH-SIDES
- BIKE, PED, TRANSIT ONLY

M-45 AND CUMMINGS
- NEW BUS STATIONS
- 5 AUTO LANES
- OUTSIDE LANE SHARED
- BUSES HAVE PRIORITY AT SIGNALS
- NO PARKING

FULTON STREET AND LANE
- NEW BUS STATIONS
- 2 AUTO LANES
- LANE SHARED
- BUSES HAVE PRIORITY AT SIGNALS
- NO STREET PARKING

MICHIGAN STREET AND LAFAYETTE
- NEW BUS STATIONS
- 4 AUTO LANES
- LEFT TURNS ONLY AT INTERSECTIONS
- BUS LANES ON THE OUTSIDE
- BUSES HAVE PRIORITY AT SIGNALS
- NO PARKING
- RIGHT-OF-WAY NEEDED AT STATIONS AND INTERSECTIONS