Transit Master Plan
Preferred Scenario
May 2010
Presentation

- Review of Public Outreach and Community Priorities
- “Preferred” Scenario
  - Proposed Improvements
  - Transit-Oriented Development
  - Costs & Financing
- Review of 3 Planning Scenarios
  - How would GR metro compare to peer cities?
- Next Steps
Inputs to the Planning Process

- Public Comments at 6 Community Workshops (November 2009)
- Rider Surveys and Online Surveys
- Technical Advisory Team (other public agencies)
- Visioning Workshops with Mobile Metro 2030 Task Force
- 5 additional Community Workshops (May 2010)
Common Themes

Sept 2009 Rider Survey

- Very Good: 43.0%
- Good: 16.0%
- Fair: 0.5%
- Poor: 0.5%
- Very Poor: 6.0%

Transit Master Plan Survey (Oct '09-Apr ‘10)

- Very Satisfied: 48.9%
- Satisfied: 14.7%
- Somewhat Satisfied: 30.3%
- Not Satisfied: 6.0%

Public is generally satisfied with The Rapid’s services; however, there is room for improvement.
Priorities for Transit Improvements

- Top 5 Priorities:
  1. Expand Service Hours
  2. More Frequent Service
  3. More Choices like BRT, Streetcars
  4. Extend Service to Growth Areas in County
  5. Improve Service in Under-served Areas

2. In your opinion, please rank your TOP FIVE priorities (#1 being your first priority) for possible transit enhancements:

<table>
<thead>
<tr>
<th>Priority</th>
<th>#1</th>
<th>#2</th>
<th>#3</th>
<th>#4</th>
<th>#5</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Increased service frequency</td>
<td>18.0%</td>
<td>13.3%</td>
<td>11.2%</td>
<td>7.2%</td>
<td>6.2%</td>
</tr>
<tr>
<td>b. Extended service hours (specifically, evenings and weekends)</td>
<td>21.9%</td>
<td>15.1%</td>
<td>13.3%</td>
<td>9.5%</td>
<td>5.8%</td>
</tr>
<tr>
<td>c. Providing more express and limited stop service</td>
<td>2.8%</td>
<td>4.3%</td>
<td>4.7%</td>
<td>8.7%</td>
<td>8.2%</td>
</tr>
<tr>
<td>d. More choices in transit, such as Bus Rapid Transit (BRT) and streetcar</td>
<td>11.3%</td>
<td>9.7%</td>
<td>8.3%</td>
<td>3.8%</td>
<td>8.2%</td>
</tr>
<tr>
<td>e. Enhanced service to under-served areas</td>
<td>10.6%</td>
<td>10.0%</td>
<td>10.4%</td>
<td>9.1%</td>
<td>10.1%</td>
</tr>
<tr>
<td>f. Improved accommodations for seniors and disabled</td>
<td>2.8%</td>
<td>5.4%</td>
<td>1.8%</td>
<td>3.0%</td>
<td>2.3%</td>
</tr>
<tr>
<td>g. Increased county-wide service</td>
<td>11.0%</td>
<td>10.4%</td>
<td>9.4%</td>
<td>7.6%</td>
<td>7.4%</td>
</tr>
<tr>
<td>h. More park-n-ride lots</td>
<td>1.4%</td>
<td>1.1%</td>
<td>1.8%</td>
<td>2.7%</td>
<td>4.3%</td>
</tr>
<tr>
<td>i. More passenger amenities (such as bus shelters and benches)</td>
<td>3.2%</td>
<td>2.9%</td>
<td>5.4%</td>
<td>8.0%</td>
<td>8.2%</td>
</tr>
<tr>
<td>j. Increased public-private partnership opportunities</td>
<td>0.0%</td>
<td>3.2%</td>
<td>1.4%</td>
<td>3.4%</td>
<td>1.9%</td>
</tr>
<tr>
<td>k. Improvements to the time it takes to travel by bus</td>
<td>5.3%</td>
<td>9.7%</td>
<td>8.3%</td>
<td>10.3%</td>
<td>9.7%</td>
</tr>
<tr>
<td>l. Fare payment options that make boarding quicker and purchasing passes more convenient</td>
<td>4.6%</td>
<td>5.7%</td>
<td>7.9%</td>
<td>10.3%</td>
<td>8.9%</td>
</tr>
<tr>
<td>m. Better connections or more direct service to downtown Grand Rapids employment, medical services, and entertainment destinations</td>
<td>4.6%</td>
<td>3.9%</td>
<td>8.6%</td>
<td>8.4%</td>
<td>7.8%</td>
</tr>
<tr>
<td>n. Improvements to passenger information</td>
<td>0.0%</td>
<td>0.7%</td>
<td>3.2%</td>
<td>3.4%</td>
<td>3.9%</td>
</tr>
<tr>
<td>o. Enhanced integration with Amtrak and other transportation modes</td>
<td>2.5%</td>
<td>4.7%</td>
<td>4.3%</td>
<td>4.6%</td>
<td>7.0%</td>
</tr>
</tbody>
</table>
## Concepts for New Rapid Services

### Bus Improvements
- Longer Service Hours
- More Frequent Service
- Regional Express Buses
- Bus Rapid Transit
- More Crosstown Routes
- New Routes to Growth Areas
- Downtown Circulation

### Go!Bus Improvements
- Expand Go!Bus to New Local Bus Routes
- Accessibility Improvement Plan
- Same Day Booking Policy (Space Available)

### Potential Streetcar Opportunities
- Downtown/North Monroe
- West Side/West Grand
- Medical Mile
- East Grand Rapids
Intermodal Connections

- Improve Bicycle and Pedestrian Networks
- Improve Intercity Connections
  - Amtrak
  - Greyhound
  - Indian Trails
- Implement Car Sharing Program (ZipCar)
- Downtown Bicycle Locker Facility (BikeStation)
Planning Priorities

**Scenario A:** Improve Local Bus Service within Rapid Service Area

**Scenario B:** Continue to Improve Local Bus Service and Initiate Express Bus and Modern Streetcar

**Scenario C:** Expand Modern Streetcar Network, New Express Bus Routes, New Local and Crosstown Routes in Growth Areas
Preferred Scenario

- Common Themes from Recent Community Workshops:
  - The majority commented that the Plan should be visionary and help attract new employers and residents. Scenarios A and B are short sighted, and with those, the Grand Rapids area will fall behind other Michigan cites. *(Scenario C)*
  - Some noted that the Plan should be conservative due to difficult financial times. *(Scenario A)*
  - A few felt the Plan needs to be visionary, but realistic. *(Scenario B)*

- Our Preferred Scenario uses the Scenario B’s cost target, but incorporates several of the new services proposed for Scenario C.
Preferred Scenario Recommendations

Expanded Span of Service

Current Service
- 4 routes operate without weekday evening service
- 6 routes operate without Saturday evening service
- 9 routes operate without Sunday service
- No holiday service

Proposed Service (all routes)
- Weekdays: 5am to 12am
- Saturdays: 6am to 12am
- Sundays and Holidays: 7am to 9pm
Preferred Scenario Recommendations

**Improved Service Frequency**

**Current Service**
- Only route with 15 min weekday off-peak service is Route 1 - Division
- Only route with 30 min weekday evening service is Route 1 - Division
- Only route with 30 min Saturday evening service is Route 1 - Division
- Only routes with 30 min Sunday service are Route 1 - Division and Route 2 - Kalamazoo

**Proposed Service**
- BRT frequencies on Division Avenue and Lake Michigan Drive (10 min peak/15 min off-peak)
- 15 min weekday off-peak on Routes 2 - Kalamazoo, 4 - Eastern, 6 - Eastown, 9 - Alpine and 11 - Plainfield
- 30 min nights and weekends on most routes
**Preferred Scenario Recommendations**

**Other Route Improvements**

- Corridor extensions:
  - Alpine Ave
  - Plainfield Ave
  - East Fulton St
  - 28th St
- Byron/Gaines extensions:
  - Route 16 - Wyoming to Byron Center
  - Route 10 - Clyde Park to 76th St
  - Route 1 - Division (local) to 76th St
  - Route 4 - Eastern to 76th St
  - Route 2 - Kalamazoo to Gaines Marketplace
Preferred Scenario Recommendations

**Go!Bus Improvements**

- Service expansion along new local routes
- Span of service expansion
- Holiday service
- Same Day Bookings (Space Available)
- Accessibility Improvement Plan
New Services

- Bus Rapid Transit
  - Silver Line (Division Avenue)
  - “Laker” Line (Lake Michigan Drive)
Preferred Scenario Recommendations

**New Services**

- Modern Streetcar
  - Downtown Line (North Monroe to Rapid Central Station)
  - West Side/Medical Mile Line
Preferred Scenario Recommendations

New Services

- Express Bus
  - Airport
  - Cedar Springs/Rockford
  - Walker (Fruit Ridge Ave)
  - Georgetown Township/Hudsonville
  - Byron/Gaines Townships (US 131 @ 76th St)
  - Cascade/Caledonia Townships
  - Ada Village
Preferred Scenario Recommendations

**New Services**

- Crosstown Routes
  - Leonard Street
  - 3-Mile Road
- Local Routes
  - Georgetown Township/Hudsonville
  - Walker Ave/3-Mile Rd
  - Rockford/Knapp’s Corner
  - Comstock Park/Belmont
Preferred Scenario Recommendations

What is not in the Preferred Scenario?

- Modern Streetcar (Scenario C)
  - East/West Extension to West Grand
  - East/West Extension on Michigan St to Eastern Ave
  - New Route from East Grand Rapids to Downtown/Medical Mile
- Crosstown Routes (Scenario C)
  - East Beltline Ave
  - Wilson Ave
  - Wyoming / Byron Township
  - Kentwood / Gaines Township
- Service Enhancements (Scenario B)
  - 10 min service on Routes 2 - Kalamazoo, 4 - Eastern, 6 - Eastown, 9 - Alpine and 11 - Plainfield
# Cost Summary

## How Much Will it Cost to Operate?

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Cost (M$)</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing + Inflation</td>
<td>$59.5</td>
<td>n/a</td>
</tr>
<tr>
<td>Scenario A</td>
<td>$102.0</td>
<td>71%</td>
</tr>
<tr>
<td>Scenario B</td>
<td>$122.3</td>
<td>106%</td>
</tr>
<tr>
<td>Scenario C</td>
<td>$166.5</td>
<td>180%</td>
</tr>
<tr>
<td>Preferred</td>
<td>$119.6</td>
<td>101%</td>
</tr>
</tbody>
</table>

- O&M cost of Preferred Scenario is roughly double that of existing service
### Cost Summary

**How Much Will it Cost to Build (in 2010 dollars)?**

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Cost (M$)</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing</td>
<td>$281.9</td>
<td>n/a</td>
</tr>
<tr>
<td>Scenario A</td>
<td>$412.5</td>
<td>46%</td>
</tr>
<tr>
<td>Scenario B</td>
<td>$523.1</td>
<td>86%</td>
</tr>
<tr>
<td>Scenario C</td>
<td>$1,114.0</td>
<td>295%</td>
</tr>
<tr>
<td>Preferred</td>
<td>$570.3</td>
<td>102%</td>
</tr>
</tbody>
</table>

- Capital cost of Preferred Scenario is also roughly double that of existing service
- Capital cost primarily funded through state and federal contributions
- As a point of reference, M-6 cost $650 Million in 2004 dollars
Cost Summary

How Could the Preferred Scenario be Paid For?

Additional funding requirements:
State: Increased gas tax revenues (+ $9.5M per year by 2030)
Outside Rapid Service Area: Add’l contracted services (+ $14.1M per year by 2030)
Local: Increased millage (1.12 to ~1.96 Mils)
Fares: Increased over time to maintain a consistent percentage of revenue
The Rapid Investment Versus Other Communities

Transit Funding per Capita for Peer Agencies

Source: 2008 National Transit Database
Scenarios A, B and C Investments Versus Other Communities

Transit Funding per Capita for Peer Agencies

Source: 2008 National Transit Database and HDR Finance Plan
Existing Financial Commitment for Transit

- Millage in 2028 would still be less than current Ann Arbor, Lansing and Saginaw millages
Next Steps

- Request Rapid Board Adoption of 2030 Plan in June
- Communicate plan back to key stakeholders including riders, business groups, local elected officials, non-profits, educational institutions and environmental advocates
- Develop Strategies for Implementation
- Present updated COA