



## MEMORANDUM

To: Max Dillivan and Nick Monoyios, The Rapid

From: Steve Faber, Byrum & Fisk Communications

Date: January 22, 2021

Subject: *Mobility for All* Preferred Alternative Public Outreach - Phase Three Summary

---

This memo provides an overview and summary of the activities, key themes and takeaways identified during Phase Three outreach for the Preferred Alternative for *Mobility for All*. Phase Three activities occurred between October 2020 and January 2021. Due to the ongoing COVID-19 pandemic, outreach could not include community in-person meetings or gatherings but incorporated a series of digital outreach methods. Phase Three activities included interviews with Rapid staff, a board retreat and follow-up meetings, nine virtual community town hall presentations, five Mobility-on-Demand (MOD) employer presentations and follow-up meetings, on-bus materials to gather feedback from riders and over 20 one-on-one or group stakeholder meetings. In addition, Rapid staff and the project team hosted four informational drop-in sessions for Board members in early December.

### **Key Findings: Phase 3**

- There is general support for proposed changes and service improvements.
- Concerns are not focused on wholesale, major changes, rather specific segments and stops on certain routes.
- The span of service schedule (earlier, later, weekend) continues to be a concern, but that is more related to pandemic/budget circumstances than to proposed changes.
- There is considerable excitement regarding MOD zones, but there is a clear, recognized need for extensive marketing and education to ensure awareness and success.

### **Community Stakeholder Meetings Summary:**

Over the past three months, The Rapid hosted a series of one-on-one and group meetings to provide interested groups with updates on the Preferred Alternative and gather feedback. When possible, presentations were made as part of regular scheduled meetings. Through these efforts hundreds of individuals from across the service area were provided the opportunity to ask questions, raise concerns and make suggestions for improvement.

Alpine Township

Amplify GR

Calvin University

Cascade Township

City of East Grand Rapids

City of Grand Rapids – Economic Development

City of Grand Rapids – Planning Dept.  
City of Kentwood – Planning Dept.  
City of Walker – Planning Dept. (2x)  
City of Wyoming – Planning Dept.  
Colliers International  
Concerned Citizens for Improved Transit (CCIT)  
Kent County Emergency Needs Task Force (ENTF)  
Godwin Heights Public Schools  
Grand Rapids Area Chamber of Commerce  
Grand Rapids Community College  
Grand Rapids Public Schools (2x)  
Hispanic Chamber of Commerce  
Kelloggsville Public Schools  
Mobile GR  
Southtown CIA  
The Right Place  
Uptown CID  
Wedgewood  
Westside CID

#### Key themes, questions & considerations from community stakeholder meetings

- Look at Chicago Drive / Porter access to serve employers in area
- Strong support for additional frequency and service to and for employers either through new fixed-route or the on-demand zones
- Strong support for proposed service on new corridors, primarily Gezon Parkway and Ivanrest
- General questions about how MOD Zones will work, what the customer experience will look like and how much it will cost
- Recognition of growth along 4 Mile Road corridor and need for service
- Some concerns over access for Union High School. All other high schools well served
- Some concerns over consolidation of Route 12 & 18
- Discussions over pros and cons of moving Route 7 to Seward
- Discussions over pros and cons of using Fulton or Wealthy for Route 5
- Some difficulty understanding ramifications of route changes without knowing specifics on timing and reliability of new routes
- Consideration of adding stops between Patterson and Kraft on 28<sup>th</sup>
- General support for using RiverTown Mall as a new “hub” with several routes converging
- Cascade employers may want to engage in a discussion for adding MOD service
- Encourage employer partnerships and private investment to improve service
- Still interested in integration with other first and last mile services (i.e. scooters) and Wave Card integration
- Northside service feels a little light; significant interest in a Leonard crosstown service at some point in the future.

- Due to significant redevelopment in 49507 (particularly Madison Avenue), a Hall Street crosstown was suggested to be a potentially major benefit for growing population
- Appreciation of Monroe Ave consolidation through downtown
- Wealthy St. tradeoffs (Route 5) need to be evaluated but appears to make sense
- Concerns over not going to key destination based on township partnership
- Desire to see DASH service help cover sections of Seward between Bridge and Leonard
- Questions over MOD transfers and fare
- Questions over what and how service will be restored/improved if budget improves

### **Mobility on Demand Zone Summary:**

In November, The Rapid invited employers from the Walker and Kentwood MOD Zones to provide feedback and learn more about employer and employee needs in the area. The Right Place, City of Walker and City of Kentwood provided employer contacts to be invited to the meetings.

Kentwood Employers Group – eight employers represented

- Overall, positive impressions from employers; several explicitly indicated this would be a benefit to them and their employees
- Shift times are a little earlier and later compared to the span of service we're proposing
- Main shift times begin at 6am, another main shift at 11pm
- Sunday shifts are less important
- Second and third shift employees tend to face more transportation challenges; first shift employees tend to have more seniority
- Desire to expand Kentwood zone further south to 60<sup>th</sup>
- Potential interest from employers to pool resources to contribute toward higher levels of service and/or expansion of zone
- Plan to follow up with additional surveying/data collection and eventually with outreach materials to employees
- May be undercounting employment in the area
- Appreciation for Route 44 being an additional pick-up/drop-off location to connect to housing
- Questions about fare structure and desire to keep cost as close to typical bus as possible
- Desire to make this a high-quality customer experience

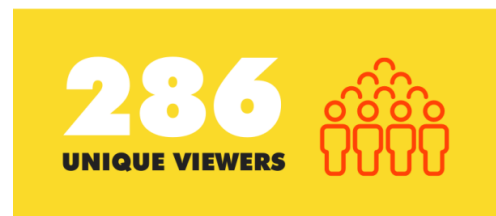
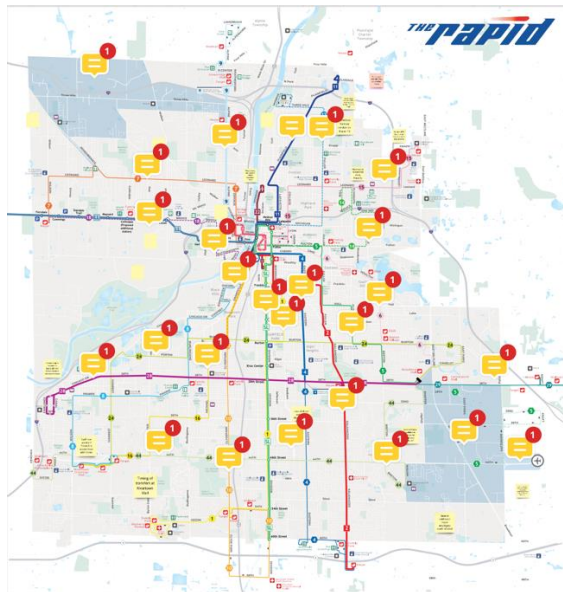
Walker Employers Group – eight employers represented

- Wheels-to-Work has been dialed back, so welcome alternatives
- Currently high demand for workers in the area
- Having a reservation system would be key
- Many employers have a 6am or early first shift and would want later night service
- Many manufacturers in the area have moved to more flexible work schedules to accommodate COVID-19
- Saturday service should be a priority
- Explore how employers might contribute to enhancing service
- Suggestions for expanding the zone

### Virtual Public Meetings (October 12-16) Summary:

From October 12-16, The Rapid hosted nine live, virtual public meetings to gather feedback. Meetings were streamed from The Rapid website and available on Facebook. Meetings were marketed by service area quadrant as well as system-wide. Comments were collected live via Q&A chat feature and comments and recorded using an interactive tool called Miro. All presentations and resources were made available through the *Mobility for All* website.

<https://therapidmobilityforall.com/2020/10/14/preferred-alternative-resources-and-recommendations/>



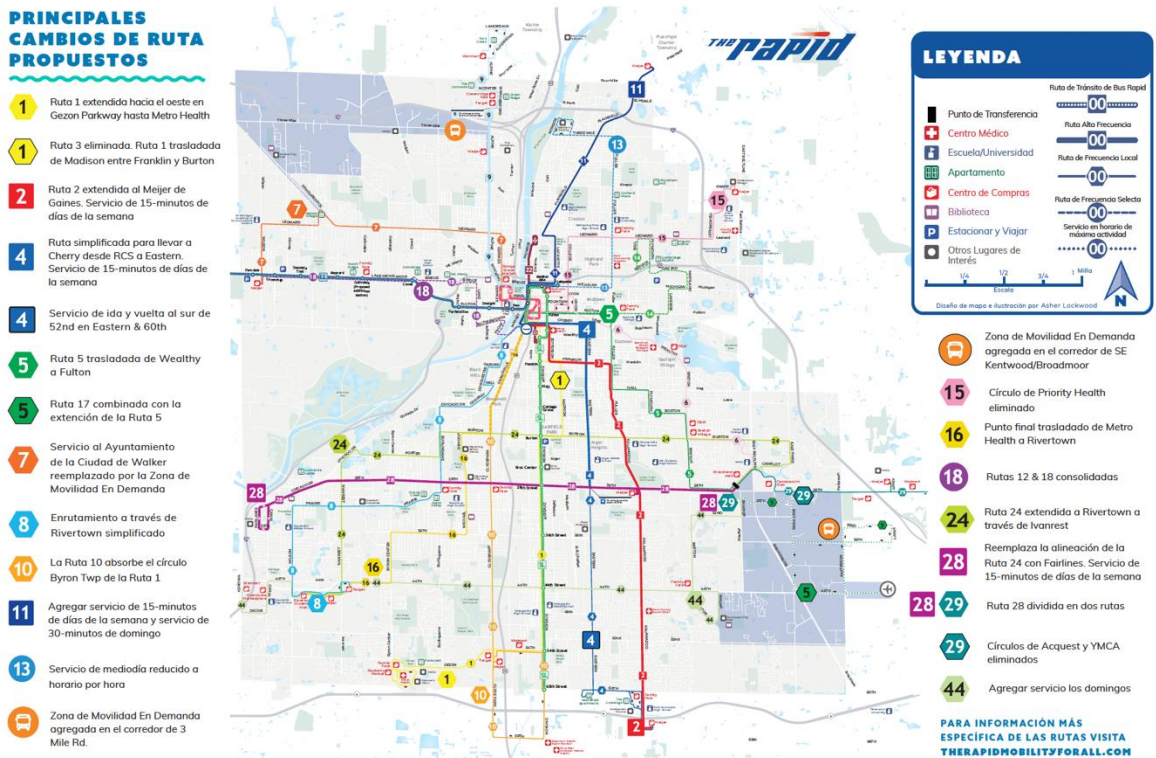
Summary of public comment meetings:

- Desire for more weekend and long-running service (get back to pre-pandemic levels)
- Desire for more Sunday service for Route 18

- Desire for new route on Monroe between Leonard and Riverside Park
- Desire Leonard crosstown service some day
- Desire pedestrian improvements (crosswalks) on Plainfield – Route 11
- Desire Sunday service on Route 13
- Moving Route 15 off East Beltline should improve reliability
- Desire more waste receptacles along Route 15
- Will there be service kiosks available to access MOD zones?
- What are the expansion opportunities for the MOD zones in Cascade Township and Caledonia Township (many employers south of 52<sup>nd</sup>)?
- Timing of transfers at Rivertown Mall will be important
- Concerns over losing service if Route 8 is moved from 44<sup>th</sup>
- Ensure stop is located on Route 28 near Wilson Avenue for transfer ease
- Loss of service on Bridge Street between Lane and Seward is an issue
- Questions about how Route 1 would cover Madison Ave.

### On-bus Flyers and Rider Feedback Summary:

Starting in December, flyers were made available on all buses in both English and Spanish summarizing the Preferred Alternative and soliciting feedback by email, phone, social media or in-person to drivers.



**ESTOS CAMBIOS PROPUESTOS AUMENTARÁN EL ACCESO PARA:**

- Aproximadamente 136,000 residentes más en el área de servicio de The Rapid dentro de ¼ de milla en el servicio de 15-minutos todo el día (6:00am a 6:00pm), en días de la semana.
- Aproximadamente 67,000 trabajos más en el área de servicio de The Rapid dentro de ¼ de milla en el servicio de 15-minutos todo el día (6:00am a 6:00pm), en días de la semana.
- Aproximadamente 17,000 trabajos que actualmente no están cubiertos por el transporte público en las Zonas de Movilidad por Demanda de Walker y Broadmoor/SE Kentwood.

**LÍNEA DE TIEMPO:**

Los cambios propuestos en el servicio comenzarán a tomar efecto no antes de agosto de 2021, pendiente de la aprobación de la Junta Directiva de The Rapid. Las audiencias públicas y oportunidades adicionales para proporcionar opiniones y comentarios estarán disponibles hasta principios de 2021.

**¿PREGUNTAS?**

Llama al 616-774-1159 ó envía un correo electrónico a Max Dillivan, Planificador Senior, a [mdillivan@ridetherapid.org](mailto:mdillivan@ridetherapid.org)

VISITA [THERAPIDMOBILITYFORALL.COM](http://THERAPIDMOBILITYFORALL.COM)

**LO QUE UN PASAJERO PUEDE ESPERAR DE UNA ZONA DE MOVILIDAD EN DEMANDA:**

- Los pasajeros pueden pedir que los lleven o los dejen en una parada designada para recogerlos o dejarlos usando una aplicación móvil o un número de teléfono.
- Los vehículos más pequeños recogerán a los pasajeros y los llevarán a su destino en cualquier lugar de la Zona de Movilidad En Demanda.
- Los vehículos tendrán un horario regular/horario por horas para llegar y salir de las paradas de recogida/descarga designadas.
- Las paradas para recoger y dejar pasajeros propuestas para la Zona de Movilidad En Demanda de Walker son las del Meijer de Alpine (Ruta 9) y los Apartamentos Walker Village (Ruta 7).
- Las paradas para recoger y dejar pasajeros propuestas para la Zona de Movilidad En Demanda de Broadmoor/SE Kentwood son Woodland Mall (Rutas 5, 6, 24, 28, 29, 44) y El Ayuntamiento de la Ciudad de Kentwood (Ruta 44).
- También existirán servicios de puerta a puerta para viajes que comienzan y terminan dentro de las Zonas de Movilidad En Demanda.



**¡QUEREMOS ESCUCHAR DE TI!**

**THE RAPID ESTÁ PROPONIENDO CAMBIOS PARA HACER EL SERVICIO DE BUSES MÁS EFICIENTE, CONFIABLE Y DISPONIBLE PARA MÁS PASAJEROS.**

**ESTOS CAMBIOS PROPUESTOS RESULTARÁN EN:**

- Que los buses vengan más a menudo en nuestras rutas más concurridas
- Que los buses lleguen a tiempo más a menudo
- Transferencias más fáciles entre las rutas
- Un nuevo tipo de servicio para partes de Kentwood y Walker llamado Zonas de Movilidad En Demanda

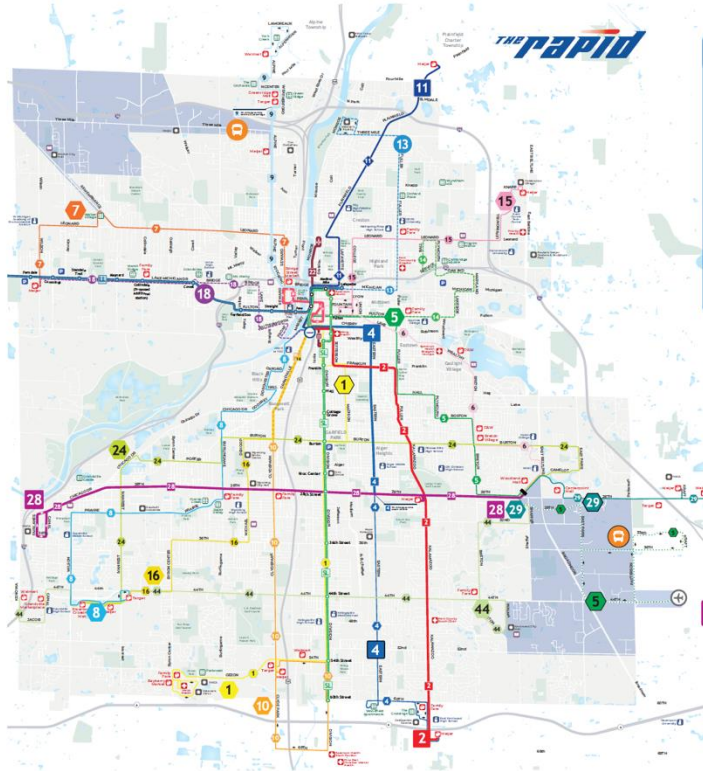
**CÓMO DAR TU OPINIÓN:**

- Envía un correo electrónico con tus comentarios a [comment@ridetherapid.org](mailto:comment@ridetherapid.org)
- Llama a nuestra línea de comentarios públicos al (616) 774-1235
- Envía un correo con tu opinión a: Communications Department  
300 Ellsworth Ave. SW  
Grand Rapids, MI 49503

VISITA [THERAPIDMOBILITYFORALL.COM](http://THERAPIDMOBILITYFORALL.COM)

**MAJOR PROPOSED ROUTE CHANGES**

- 1** Route 1 extended west on Gezon Parkway to Metro Health
- 1** Route 3 eliminated. Route 1 moved to Madison between Franklin and Burton
- 2** Route 2 extended to Gaines Meijer. 15-minute weekday service
- 4** Route streamlined to take Cherry from RCS to Eastern. 15-minute weekday service
- 4** Two-way service south of 52nd on Eastern & 60th
- 5** Route 5 moved from Wealthy to Fulton
- 5** Route 17 merged with Route 5 extension
- 7** Service to Walker City Hall replaced by Mobility On-Demand Zone
- 8** Routing through Rivertown streamlined
- 10** Route 10 absorbs Route 1's Byron Twp Loop
- 11** Add 15-minute weekday service and 30-minute Saturday service
- 13** Mid-day service reduced to hourly
- 16** Mobility On-Demand Zone added in the 3 Mile Rd. corridor



**Legend**

- Transfer Point
- Medical Center
- School/University
- Apartment
- Shopping Center
- Library
- Park and Ride
- Other Place of Interest
- Bus Rapid Transit Route
- High Frequency Route
- Local Frequency Route
- Select Frequency Route
- Peak-only service

Map design and illustration by Ashar Lockwood

- 16** Mobility On-Demand Zone added in the SE Kentwood/Broadmoor corridor
- 15** Priority Health loop eliminated
- 16** Endpoint moved from Metro Health to Rivertown
- 18** Routes 12 & 18 consolidated
- 24** Route 24 extended to Rivertown via Ivanrest
- 28** Replaces Route 24 alignment to Fairlans. 15-minute weekday service
- 28/29** Route 28 split into two routes
- 29** Acquest and YMCA loops eliminated
- 44** Add Sunday service

FOR MORE SPECIFIC ROUTE INFORMATION VISIT [THERAPIDMOBILITYFORALL.COM](http://THERAPIDMOBILITYFORALL.COM)

**THESE PROPOSED CHANGES WILL INCREASE ACCESS FOR:**

- Approximately 136,000 more residents in The Rapid's service area within ¼ mile of 15-minute all-day (6:00am to 6:00pm) weekday service.
- Approximately 67,000 more jobs in The Rapid's service area within ¼ mile of 15-minute all-day (6:00am to 6:00pm) weekday service.
- Approximately 17,000 jobs that aren't currently served by public transit in the Walker and Broadmoor/SE Kentwood Mobility On-Demand Zones.

**TIMELINE:**

Proposed service changes will start to take effect no earlier than August 2021, pending approval by The Rapid's Board of Directors. Additional public hearings and opportunities to provide feedback and comment will continue to be available through early 2021.


**QUESTIONS?**

Call **616-774-1159** or email Max Dillivan, Senior Planner, at [mdillivan@ridetherapid.org](mailto:mdillivan@ridetherapid.org)

**LEARN MORE AT [THERAPIDMOBILITYFORALL.COM](http://THERAPIDMOBILITYFORALL.COM)**

**WHAT A RIDER CAN EXPECT IN A MOBILITY ON-DEMAND ZONE:**

- Riders can request a ride to or from a designated pick-up/drop-off stop using a mobile app or phone number.
- Smaller vehicles will pick up riders and bring them to their destination anywhere within the Mobility On-Demand Zone.
- Vehicles will have a regular/hourly schedule to arrive and depart from the designated pick-up/drop-off stops.
- Proposed Walker Mobility On-Demand Zone pick-up/drop-off stops are the Alpine Meijer (Route 9) and Walker Village Apartments (Route 7).
- Proposed Broadmoor/SE Kentwood Mobility On-Demand Zone pick-up/drop-off stops are Woodland Mall (Routes 5, 6, 24, 28, 29, 44) and Kentwood City Hall (Route 44).
- There will also be door-to-door service for trips that start and end within the Mobility On-Demand Zones.



**Mobility For All**

**WE WANT TO HEAR FROM YOU!**

**THE RAPID IS PROPOSING CHANGES TO MAKE BUS SERVICE MORE EFFICIENT, RELIABLE AND AVAILABLE TO MORE RIDERS.**

**THESE PROPOSED CHANGES WILL RESULT IN:**

- Buses coming more often on our busiest routes
- Buses arriving on time more often
- Easier transfers between routes
- A new type of service for parts of Kentwood and Walker called Mobility On-Demand Zones

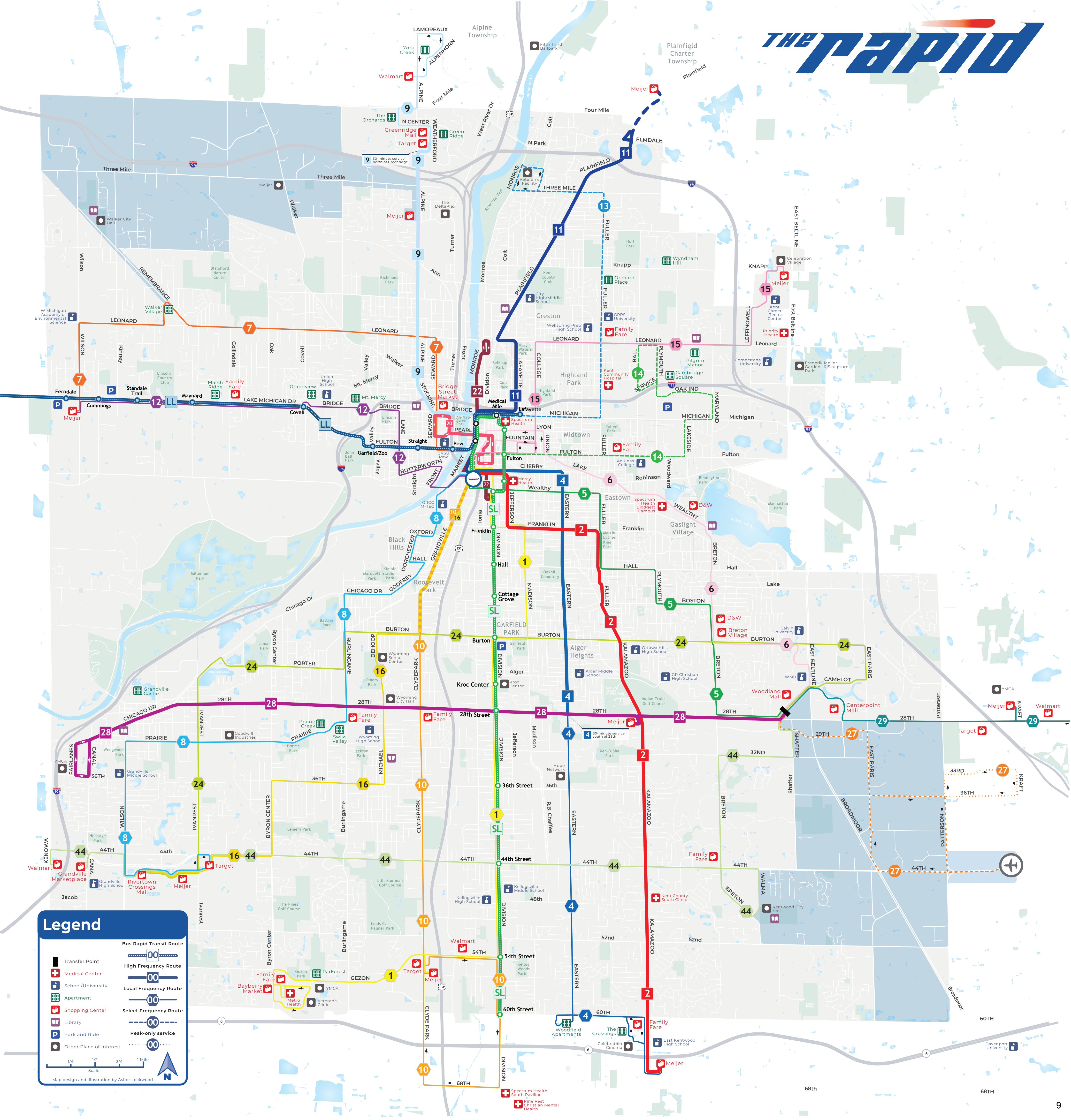
**HOW TO PROVIDE FEEDBACK:**

- Email your feedback and comments to [comment@ridetherapid.org](mailto:comment@ridetherapid.org)
- Call our public comment line at (616) 774-1235
- Mail comments and feedback to: Communications Department  
300 Ellsworth Ave. SW  
Grand Rapids, MI 49503

**LEARN MORE AT [THERAPIDMOBILITYFORALL.COM](http://THERAPIDMOBILITYFORALL.COM)**

Summary of rider feedback:

- Moving Route 5 to Fulton will impact some riders that can't walk far
- Concerns raised over how consolidating Route 12 & 18 will impact specific employers in the Butterworth area
- Questions over how changes to route serving West Michigan Aviation Academy at the airport will be handled
- Desire to keep Route 4 going to Gaines Township Meijer
- Concern over Route 17 no longer serving airport with fixed route



### Legend

	Transfer Point		Bus Rapid Transit Route
	Medical Center		High Frequency Route
	School/University		Local Frequency Route
	Apartment		Select Frequency Route
	Shopping Center		Peak-only service
	Library		
	Park and Ride		
	Other Place of Interest		

Scale: 1/4, 1/2, 3/4, 1 Mile

Map design and illustration by Asher Lockwood

**Date:** March 18, 2009  
**To:** ITP Board  
**From:** Taiwo Jaiyeoba, Director of Planning & Program Development  
**Subject:** POLICY PAPER ON SERVICE PROVISION TO NEW  
OR EXPANDED DEVELOPMENTS

### ACTION REQUESTED

Recently, The Rapid was approached by a number of development entities regarding the provision of transit service to their new locations. In each instance, there were currently no transit route directly serving these facilities and as such the entities requested the Partnership to provide transit services to their facilities.

This policy paper is to develop a set of recommendations for The Rapid Executive and the Board in considering such requests now and in the future.

Staff is requesting the Committee to adopt these recommendations.

### BACKGROUND

The Rapid is currently experiencing record ridership on its routes. In FY08, the ridership was over 9 million riders. As the demand for transit services increase, we expect that more entities, private and public, will be coming forward to request service provision. It is, however, likely that these entities will locate their business or expand their existing business in locations where there are currently no transit services. This will in turn result in frustration on the part of the public who depend on transit to get them to those locations.

While understanding the need for transit services by each of these entities, we also strongly believe that a piece-meal approach to transit service provision within the service area would not justify the investment by the public in transit services.

In evaluating each of the developments that recently approached the Rapid for service provision (IRS, Spectrum, the Academy at Leffingwell & Knapp), while understanding their merits because of the type of services they provide to the community, staff took into consideration the implications of re-routing existing services, provision of new services, and providing services to facilities outside of the Rapid's service area.

In each instance, staff concluded that it was not feasible to re-direct existing services to these facilities.

## Staff Recommendations

We envision that there will be further requests in the near future for transit services by public and private developments. As such staff is setting forth a number of recommendations to provide the basis for the formulation of policies that will guide the Board in deciding whether or not to provide transit services to the developments.

The following provisions are set forth for the Board's consideration and approval:

1. ITP as part of its preparation of a revised Long Range Transit Plan, will conduct a Transit Needs Assessment in the areas within and outside its service area (including the townships), which will take into consideration the provision of transit services in areas where the needs exist.
2. ITP will not re-route existing services to new or expanded developments where services do not currently exist except in cases where planning analysis indicates a more positive than negative impact on existing passengers if service is moved.
3. If new or expanded developments locate their facilities in areas without transit service, ITP recommends that the proponents provide operating funds to ITP to run a transit service to their facility or they provide private shuttles which can connect with the nearest existing transit lines.
4. ITP will convey this information to the appropriate agencies, especially the Planning Departments of respective cities/townships so that they can review development applications within the context of ITP's transit service provision policy.

## Conclusion

Careful transit planning is necessary for connecting people with their desired destinations, which include employment opportunities, health care, shopping, and recreation. However, limited operating budgets, low-density land use, and diverse communities make providing effective transit service a difficult proposition. As part of meeting unmet transit needs in the future in those areas where the needs exist but there are no transit services, The Rapid will work with local Planning jurisdictions within its service area to review private and public development proposals that have implication on transit service planning. The Rapid will also make every effort to reach out to the development community about the need for preliminary meetings with the Agency prior to developing a site, expanding an existing facility or purchasing a vacant lot for development.

**INTERURBAN TRANSIT PARTNERSHIP**

**RESOLUTION NO. \_\_\_\_\_**

**Fiscal Year 2009**

Moved and supported to adopt the following resolution:

Adopt a policy for new and/or expanded service.

BE IT RESOLVED that the ITP Board approves the adoption of a policy for transit service provision to new and/or expanded developments in The Rapid's service area, as presented to the ITP Board on March 25, 2009.

CERTIFICATE

The undersigned, duly qualified and acting secretary of the Interurban Transit Partnership Board, certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Interurban Transit Partnership Board.

\_\_\_\_\_  
Robin Crothers, ITP Board Secretary

\_\_\_\_\_  
Date