



## Interurban Transit Partnership

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### Planning & Technology Committee Members

Mayor Rosalynn Bliss

Jack Hoffman

Andy Guy

Terry Schweitzer (Chair)

Paul Troost

Citizen Members:

Ryan Anderson

Dave Bulkowski

## PLANNING & TECHNOLOGY COMMITTEE MEETING

Monday, November 4, 2024 – 8:30 a.m.

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

### AGENDA

	<u>PRESENTER</u>	<u>ACTION</u>
1. PUBLIC COMMENT		
2. MINUTES REVIEW – September 9, 2024	Terry Schweitzer	Review
3. DISCUSSION		
a. TMP Final Update	Nick Monoyios	
4. ADJOURNMENT		

Next meeting: January 6, 2025



## Future Planning & Technology Committee Members

Mayor Rosalynn Bliss

Jack Hoffman

Andy Guy

Terry Schweitzer (Chair)

Paul Troost

Citizen Members:

Ryan Anderson

Dave Bulkowski

## PLANNING & TECHNOLOGY COMMITTEE MEETING MINUTES

Monday, September 9, 2024 – 8:30 a.m.

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

### ATTENDANCE:

#### Committee Members Present:

Terry Schweitzer, Jack Hoffman, Dave Bulkowski, Paul Troost, Andy Guy

#### Committee Members Absent:

Mayor Bliss, Ryan Anderson

#### Rapid Attendees:

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

#### Public Attendees:

Clover Brown (GVMC), Max Dillivan (Mobile GR), Lydia Shongle

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Chairman Schweitzer called the meeting to order at 8:30 a.m.

### 1. PUBLIC COMMENT

No public comments

### 2. MINUTES – May 13, 2024 (*July 15, 2024, was canceled*)

Chairman Schweitzer asked for any changes or corrections to the meeting minutes of May 13, 2024, and there were none.

The meeting minutes were approved as submitted.

### 3. DISCUSSION

#### a. **TMP Update (AECOM) Mr. Andrew Ittigson (Virtual), Ms. Catherine Osborn (Virtual)**

Mr. Ittigson began by providing context for the Transportation Master Plan (TMP) update. He explained that the focus over the past few months has been on evaluating progress and determining the future direction of the project, specifically as they approach its final phases. He emphasized the shift from the previous TMP, which primarily emphasized a long-range service plan centered around Bus Rapid Transit (BRT) systems, to a more comprehensive long-range vision strategic plan. This new approach is intended to be a dynamic, living document. It aims to provide reliable guidance that is adaptable to various developments. Mr. Ittigson highlighted the importance of incorporating a flexible framework that considers various potential scenarios. He spoke about the necessity of planning for different outcomes – essentially laying out “what if, then” scenarios which will allow the TMP to remain relevant and effective in addressing the transportation needs of the community as

circumstances change. Mr. Ittigson then passed the conversation to Ms. Osborn, who stepped in to provide her updates on the Transportation Master Plan (TMP).

Ms. Osborn began by outlining recent activities and milestones achieved by the TMP team. She focused on the completion of various stakeholder engagement efforts, which included surveys, community meetings, and feedback sessions aimed at gathering insights from the community, businesses, and local organizations. Ms. Osborn highlighted how this input has been invaluable in shaping the direction of the plan.

She also discussed the analysis of transportation trends and data over the past few months, emphasizing key findings that will influence future strategies. Ms. Osborn shared specific areas of focus, such as enhancing multi-modal transportation options, improving accessibility, and promoting sustainability in transit solutions.

Furthermore, she illustrated how the team is developing the “what if, then” scenarios that Mr. Ittigson mentioned earlier. By exploring different possibilities for future growth and change, the TMP aims to identify the best strategies for maintaining an efficient and responsive transportation system.

In response to Mr. Schweitzer’s inquiry about the color codes used on the charts, Ms. Osborn took a moment to clarify their meanings. She explained that each color on the charts was strategically chosen to represent different types of data or categories related to the Transportation Master Plan (TMP).

Ms. Osborn acknowledged Mr. Bulkowski’s concern regarding the importance of collaboration with key stakeholders such as the Michigan Department of Transportation (MDOT), highway agencies, and the Metro Council. She explained that engagement with these organizations has been a critical component of the planning process for the Transportation Master Plan (TMP).

She detailed that the team has conducted several meetings and discussions with representatives from MDOT and regional transportation authorities to ensure that the TMP aligns with broader transportation strategies and regulatory requirements. These conversations have focused on various elements, including highway capacities, potential enhancements, and integration of state policies with local initiatives.

Mr. Bulkowski raised a point about the need for these discussions to inform and potentially adjust the conceptual vision laid out in the TMP. Ms. Osborn agreed and assured him that the team is committed to incorporating feedback from these stakeholders as they continue to refine their strategies. This iterative process ensures that the plans are not only visionary but also grounded in the realities of implementation, fostering a collaborative approach to addressing transportation challenges in the region.

Ms. Osborn welcomed Mr. Ittigson’s observation regarding the purple and green areas on the chart, noting their significance in terms of land use and transportation planning. She explained that the purple areas typically represent zones designated for mixed-use developments, which are intended to encourage higher density and promote walkability, while the green areas symbolize spaces allocated for parks, greenways, and sustainable infrastructure. The integration of these elements supports both community well-being and enhanced transportation options.

Mr. Hoffman then highlighted the importance of recognizing the organization as a significant landscape owner. He explained that their holdings can greatly influence local development strategies, particularly by providing opportunities for joint developments that align with transit planning. By collaborating with developers and the community, the organization can help create hubs around transit stations, enhancing accessibility and functionality.

In reply to Mr. Bulkowski’s inquiry about the recent housing study and joint development initiatives, Ms. Osborn elaborated on the findings of the study, which emphasized the correlation between transit accessibility and housing density. The study suggests that transit investments should be strategically placed in areas expected to see increased housing density, thereby maximizing ridership and overall effectiveness of the transit system.

Ms. Osborn pointed out that joint development is crucial for achieving this goal. It involves partnerships between transit agencies, developers, and local government to create transit-adjacent housing and commercial spaces that encourage residents to utilize public transportation. She stressed that this approach not only improves the success of transit routes but also contributes to vibrant, livable communities.

Mr. Monoyios expressed interest in the Intercounty Corridor Analysis, prompting Ms. Osborn to provide a detailed overview of its key components. She outlined the various corridors identified in the analysis, emphasizing their significance in addressing regional transportation challenges.

1. **Future Growth:** Ms. Osborn explained that the analysis considers anticipated growth in specific areas, including projected population increases and economic development. This forward-looking approach helps identify where infrastructure improvements and expanded transit services are needed to support future demands.
2. **Current Demands:** She noted that understanding existing travel patterns and demand is critical for effective planning. The analysis evaluates current ridership levels, modal splits, and the performance of existing transit services. This data sets a baseline for assessing where enhancements or new routes might be necessary.
3. **Transportation Needs:** Ms. Osborn highlighted that the analysis also delves into gaps in transportation, specifically areas underserved by transit or lacking sufficient infrastructure. This assessment aims to ensure that transportation options align with the needs of the region's residents, particularly in areas with limited mobility options.

She pointed out that certain locations with the corridors, such as Holland and Muskegon, already have established transit services. Ms. Osborn emphasized that leveraging these existing services for expansion and improvement is essential. This could involve better integration of routes, increasing frequency, or enhancing connectivity between communities to ensure a seamless travel experience for residents. By identifying both current and future transportation needs, the Intercounty Corridor Analysis aims to provide a strategic framework for making informed decisions about investments in transit infrastructure.

Mr. Ittigson provided an insightful overview of the various funding tools available for supporting transportation projects, emphasizing the importance of both short-term and long-term strategies to secure financial resources. He outlined several key areas:

1. **Discretionary/One-Time Funding:** Mr. Ittigson discussed the nature of discretionary funding, which often comes from federal or state resources as one-time allocations for specific projects. He noted that while this funding can be crucial for initiating projects, dependence on such sources may lead to challenges in sustainability once initial funds are exhausted.
2. **Federal Grants and State Funding:** He highlighted the importance of federal grants, which can provide substantial financial support for transportation initiatives. State funding also plays a critical role, as it can help bridge gaps in project financing and support local initiatives. Mr. Ittigson encouraged the group to explore opportunities for federal and state grants that align with the strategic goals of the transportation plan.
3. **Long-Term Funding:** He stressed that sustainable, long-term funding mechanisms are essential for maintaining and expanding transit services over time. This includes looking into various potential revenue streams which could support ongoing operational costs and capital improvements.
4. **Sales Tax:** One potential long-term funding mechanism discussed was the implementation of a dedicated sales tax for transportation projects. This approach can provide a stable revenue stream, though it would likely require public buy-in and potentially a referendum to approve.
5. **Joint Development and TIP Abilities:** Mr. Ittigson noted that joint development opportunities could be a valuable source of funding. By collaborating with developers on transit-adjacent projects, transit agencies may be able to create revenue shares or funding

contributions that enhance overall project viability. He also pointed out the importance of leveraging Transportation Improvement Programs (TIP) to prioritize and fund projects strategically.

6. Value Capture: Finally, he introduced the concept of value capture, which refers to methods of financing public infrastructure by capturing the increased land values that result from the improvements. This could include mechanisms like Tax Increment Financing (TIF) or special assessment districts that allow local governments to recoup investments through future increased tax revenues.

Mr. Ittigson concluded by emphasizing that while there are numerous potential funding avenues, it is critical to carefully assess each option's feasibility and challenges. He encouraged the group to think creatively about combinations of these tools to build a robust funding strategy and to consider stakeholder engagement in garnering support for these funding mechanisms.

During the discussion, Mr. Hoffman emphasized the need for radical reform in state transportation funding. He voiced his belief that the current systems are becoming outdated, and that transformation is not only necessary but inevitable. He argued that future funding structures will need to be more organized and coherent, both at the state and federal levels, to address the growing demands on transportation systems.

In response, Mr. Bulkowski raised a question regarding the budget of The Rapid over the next 1-5 years. He pointed out the importance of understanding the legal realities surrounding funding and budget allocation, noting that these factors will significantly influence the feasibility of proposed changes. He stressed that clarity on budget constraints is essential for effective planning and execution of transportation projects.

Mr. Monoyios then shifted the discussion towards the scope of the proposed reforms. He inquired about the political viability of the initiatives being discussed, asking the participants to display all available opportunities for garnering support. He highlighted the importance of understanding the political landscape to identify champions who could advocate for these changes.

In agreement, Mr. Hoffman echoed these sentiments, suggesting that the identification of local champions and the formation of effective teams will be crucial for bringing these initiatives to fruition by 2029. He expressed optimism about the current fluid situation, suggesting that adaptability and openness to various solutions will be critical. He encouraged the group to explore all potential options for funding and reform, including the consideration of millages as a viable funding source.

Mr. Ittigson projected that the first five years would be crucial as the organization begins to implement changes and gain access to additional funding tools. He expressed optimism that as projects progress, new capabilities and resources would emerge.

Mr. Hoffman voiced concerns about the current landscape, stating that unless there is a substantial reshuffling of existing resources and funding structures, meaningful changes may be difficult to achieve. He highlighted his apprehension about returning to voters for additional funding, indicating that voter fatigue or resistance could hinder future initiatives.

In the context of recent studies, Mr. Ittigson reported that the analysis of the fleet and facilities found that The Rapid is in good repair. However, he noted that the study revealed some interesting opportunities to explore, particularly in terms of vehicle technology. The findings suggested considering options like battery electric and hydrogen fuel technologies, which, while not widely adopted yet, pose significant potential for improving sustainability and efficiency in transportation. He stressed the need for forward thinking strategies that may involve investing in these emerging technologies as part of a longer-term vision.

In the discussion regarding transportation infrastructure and service delivery, topics such as CNG (Compressed Natural Gas) fueling, snow clearing, and the storage and maintenance of vehicles were highlighted as critical elements to ensure operational efficiency and service reliability.

Mr. Bulkowski posed significant questions about the infrastructure necessary for implementing these changes. He asked about specifics of the fueling station, including its location and size, noting that these factors represent substantial barriers to optimizing transit operations.

In response, Mr. Ittigson clarified that the reference to “stations” pertains to bus stops, highlighting that ensuring adequate infrastructure at these points is essential for maximizing transit coverage and service efficiency. He pointed out that areas identified as having the most potential for development or improvement must be prioritized in policy considerations and performance measures.

The key takeaway from this segment of the meeting is the need to balance technical and operational requirements such as infrastructure and maintenance with social responsibilities, ensuring that transit systems are equipped to meet the diverse needs of the community, especially those most reliant on the service.

Mr. Ittigson noted the updates from the Spring and Summer activities:

Overall, the spring engagement activities and subsequent summer survey provided a comprehensive overview of community perspectives, emphasizing the need for enhanced service frequency, improved infrastructure, and targeted outreach efforts to build a more robust and user-friendly transit system.

Next Steps for AECOM:

**Finalize Funding Strategies:** AECOM is tasked with developing and finalizing strategies to secure funding for the planned projects and initiatives within the implementation plan. This includes identifying potential sources of funding, such as state and federal grants, public-private partnerships, and other financial mechanisms that can support transit improvements.

#### b. **IT Strategic Plan, Mr. Andy Prokopy**

Mr. Prokopy outlined several key findings and recommendations regarding the need for a more detailed and technology-focused plan for transit services. His insights are structured around four main tasks designed to enhance meaningful engagement with customers and stakeholders while staying abreast of industry trends and best practices.

1. **Desire for a Granular Technology Plan:** Mr. Prokopy emphasized the necessity for a detailed and specific technology plan that goes beyond surface-level strategies. This will allow for greater precision in identifying and fulfilling technological needs within the system.
2. **Engagement with Customers and Stakeholders:** Meaningful engagement with current and potential customers, as well as other stakeholders, is vital. This ensures the transit service can adapt and evolve in line with user needs and expectations.
3. **Industry Trends and Peer Comparisons:** By reviewing trends within the industry and assessing peer agencies, valuable insights can be gained that may inform and enhance service delivery.

#### **Breakdown of Tasks:**

1. Discovery and Information Gathering
2. Customer Engagement
3. Peer Agency Review
4. Conducting Gap Analysis Workshop

In conclusion, Mr. Prokopy’s comprehensive approach combines stakeholder engagement, industry best practices, and clear prioritization of actionable steps. By focusing on a granular technology plan and specific projects aimed at customer service and website enhancements, the transit authority is set on a path toward greater efficiency and user satisfaction.

**c. Transportation Funding Reform Update, Mr. Jack Hoffman**

At the board meeting, Mr. Hoffman expressed significant concerns about the current state of the transit system and its operational framework. His comments highlighted critical issues surrounding the dominance of trucking and construction agencies and the structural challenges that face the Michigan Department of Transportation (MDOT) and other related agencies. He remarked that the entire transit system is on the verge of collapse due to the current operational and funding structures. The implications of this could be far-reaching, potentially affecting service delivery and community mobility in profound ways. Mr. Hoffman acknowledged that while the issues are serious, resolving them will take time. He critiqued the current system for being designed to keep transit afloat rather than to foster its success. He emphasized that the old ways of operating within the transportation system are becoming obsolete. There is a pressing need to adapt to new practices and paradigms that prioritize sustainable and effective transit solutions.

**d. Fare Equity Evaluation Status, Mr. Nick Monoyios, verbal update**

Mr. Monoyios presented important updates regarding the fare structure and associated roadmaps, as well as considerations regarding communication strategies for both the board and the public.

Key Points Discussed:

- 1. Fare Structure Roadmaps:** Mr. Monoyios shared comparative analyses of the current fare structure against peer agencies.
- 2. Target Date for Implementation:** The committee identified April 1 as the target date for the implementation of any new fare changes. This timeline is essential for aligning stakeholder expectations and operational planning.
- 3. Form Completion Inquiry:** Mr. Schweitzer inquired about the necessary forms needed for finalizing preparations related to the fare changes, indicating a need for procedural clarity as the committee progresses.
- 4. Title VI Considerations:** Mr. Monoyios discussed Title VI compliance, referencing a 20% disparity threshold that provides some latitude in fare adjustments. This is crucial for ensuring any changes made align with federally mandated equity standards and assist in making informed decisions.
- 5. Communication Strategy:** Mr. Guy raised the importance of thoughtful messaging surrounding the fare changes, particularly regarding framing the changes to minimize public concern. He highlighted the sensitivity of the timing, suggesting that the messaging must be crafted carefully to avoid misinformation.
- 6. Emphasis on Over-communication:** Ms. Prato responded to Mr. Guy's concerns by emphasizing that the strategy would focus on over-communicating with the public. She clarified that the messaging would emphasize that this is not a fare increase but rather a cap on daily fares, which could help to frame the initiative positively.

**e. Rapid Connect, Mr. Nick Monoyios, verbal update**

Mr. Monoyios announced the decision to decommission Rapid Connect, outlining the comprehensive steps being taken to ensure a smooth closure of the service.

Key Points Discussed:

- 1. Decommissioning of Rapid Connect:** He emphasized that all relevant departments are interconnected to streamline communication during this transition.
- 2. Over-communication Strategy:** The team's approach prioritizes over-communication to ensure that everyone involved is informed about the steps necessary to wind down the service effectively.
- 3. Comprehensive Action List:** A detailed list of all tasks required to conclude the service has been compiled to ensure all aspects of the decommissioning process are addressed systematically.

4. **Board Approval Inquiry:** Mr. Bulkowski questioned when the decision to decommission Rapid Connect was made by the board and whether this information is documented in board records.
5. **Resource Allocation:** Ms. Prato brought up the possibility of maximizing resources in the wake of decommissioning Rapid Connect, indicating that there may be opportunities for reallocation or better utilization of existing services.

**f. APTA Conference take aways, Mr. Andy Prokopy and Mr. Tim Roseboom**

Mr. Prokopy and Mr. Roseboom shared insights from their respective conferences, highlighting important trends and developments related to technology, sustainability, and ridership in public transit.

Tech Conference Insights (Mr. Prokopy)

1. **Cyber Security:** Emphasized the importance of training and awareness in combating threats in the IT landscape
2. **AI in Transit:** Explored the potential applications of artificial intelligence, particularly in addressing fare evasion and supporting dispatch operations.
3. **Increased Cash Collection:** He noted that cash transactions have increased, indicating a need to understand the implications for operation and service delivery.

APTA Sustainability Conference (Mr. Roseboom)

1. **Ridership Trends:** Mr. Roseboom shared takeaways from the conference indicating that ridership is returning, but with significant changes in patterns. The resurgence is particularly notable for Saturday and Sunday services, which have gained importance during the recovery.
2. **Electric Vehicles (EVs):** He highlighted the role of electric vehicles in reducing the carbon footprint of transit agencies. The Rapid is ahead of many peers in implementing EV initiatives, positioning itself as a leader in the industry.

Mr. Hoffman inquired whether sustainability measures discussed were financially compatible or mutually exclusive. Mr. Roseboom addressed this by emphasizing that while there are challenges, initiatives like the adoption of EVs and other sustainability efforts are crucial for long-term viability and reducing carbon emissions.

**4. INFORMATION**

Upcoming APTA, Mpact Events, Mr. Nick Monoyios

- a. APTA TRANSform, Anaheim, CA September 29 – October 2
- b. APTA Transit Ballot Initiatives, Cincinnati, OH December 9 – December 11
- c. Mpact: Transit & Community, Philadelphia, PA October 20 – October 23

**5. ADJOURNMENT**

This meeting was adjourned at 9:45 p.m.

The next meeting is scheduled for November 4, 2024

Respectfully submitted,



Kris Heald, Board Secretary



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# THRIVING

## Planning and Technology Committee Meeting

November 4, 2024

A framework for the future of connectivity.

# Planning and Technology Committee

## September

### Technical Task Updates

- Joint Development
- Intercounty Corridor
- Fleet, Facility, & IT
- Spring Public Engagement

### Funding Tools

### Performance Measures

### Next Steps

- TMP Roadmap to Implementation
- Draft and Final TMP Report

# Agenda

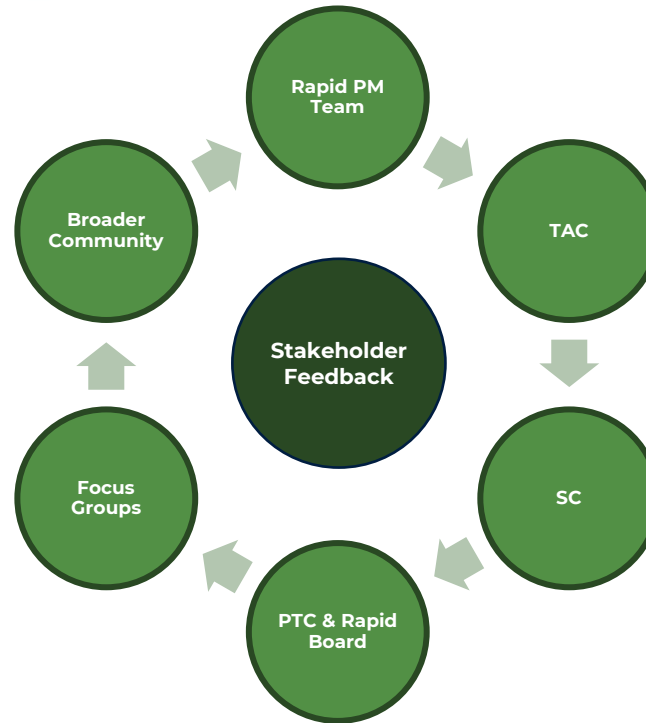
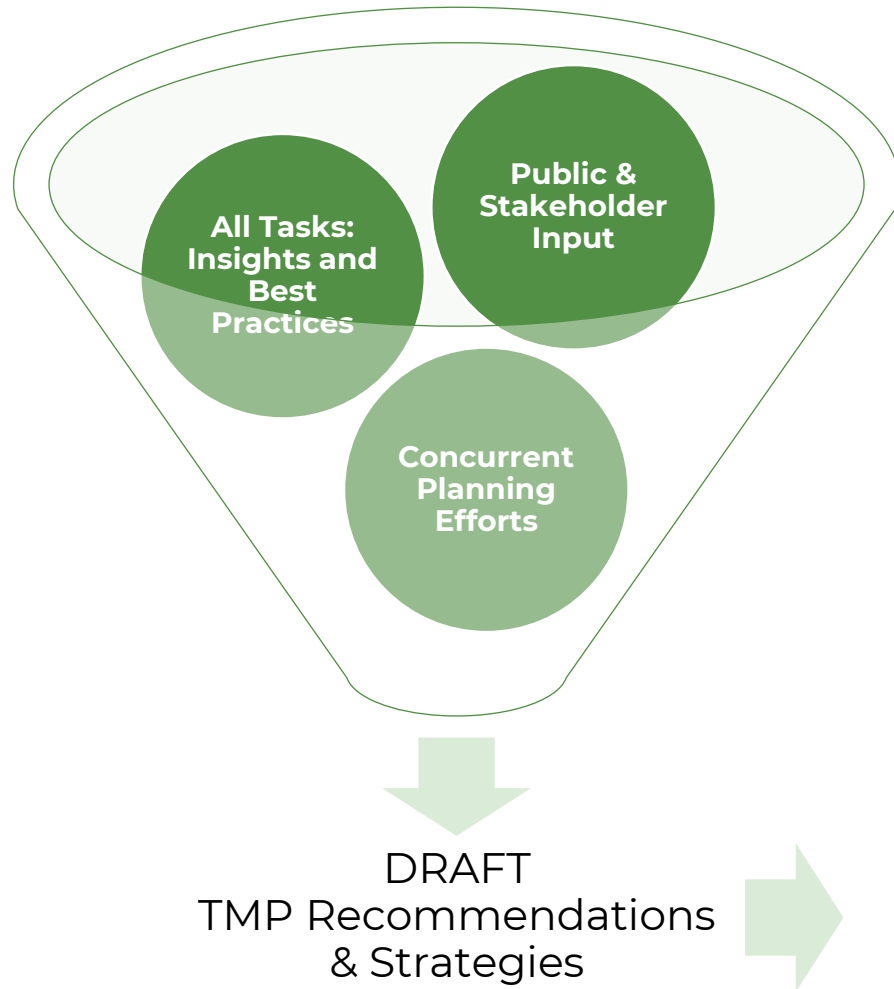
Project Status Updates

Implementation Strategies &  
Roadmap

Next Steps



# Recommendations and Strategies: Development Process



Refine TMP Recommendations & Strategies

Final TMP Recommendations & Strategies

## Project Status

### ✓ Finalize Recommendations

- Committee feedback
- Public feedback

### Develop TMP Roadmap to Implementation

- Funding tools
- Implantation strategies
- Phased Strategies



# TMP Recommendation Concepts



Community Awareness and Education



Existing Service Improvements



Future Service Expansion



Transit-Oriented Development



Innovation & Technology



Regional Partnerships



Sustainable Funding



Internal Workforce Development

# Community Awareness and Education *Near Term*

Increase community awareness and engagement through education and marketing programs.

1. Active participation with GVMC's TDM Mobility Manager program to advance outcomes of the Regional TDM Plan
2. Explore additional ITP community marketing and/or outreach strategies and programming. Examples of such programs include:
  - Community "adopt-a-stop"
  - Youth education program (with schools)
  - Community transit ambassador
  - New stop placement and design coordinated with local stakeholders to promote placemaking
3. Partner with external stakeholders to increase advertising and marketing opportunities that promote transit use
4. Engage tourism and visitors' organizations to promote transit services to tourist, visitors, and to special events.



- GUIDING PRINCIPLES:**
- ✓ **COMMUNITY**
  - ✓ **GROWTH**
  - ✓ **CONVENIENCE**
  - ✓ **INTERNAL WORKFORCE**
  - ✓ **ADAPTABILITY**

## Existing Service Improvements

*Near Term*

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

1. Examine and identify options to improve the effectiveness of microtransit
2. Review feasibility of implementing first-mile / last-mile mobility solutions (e.g., micromobility) to ITP member communities
3. Continue to invest in existing productive routes with above-average ridership by increasing service efficiency, frequency, and on-time performance (OTP)
4. Explore tools and resources to support expanded service hours, such as earlier or later weekday service, and extended service on weekends
5. Perform a route network design study which incorporates additional mobility hubs/transfer centers within the ITP service area, in tandem with joint development and mobility hub strategies

### GUIDING PRINCIPLES:

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

# Future Service Expansion

*Near Term*

Increase connectivity within and outside of the ITP Service Area

1. Cultivate opportunities & relationships (outside of ITP service area) to provide service area extensions or other context-relevant services to non-ITP member jurisdictions.  
Advance opportunities with private sector employers and institutions for providing contracted last-mile service connections within and outside the ITP service area
2. Execute the West Michigan Express pilot express bus implementation plan along Chicago Dr corridor, including a guaranteed ride home program
3. Review feasibility of top recommended intercounty service concepts in partnership with regional stakeholders, following the West Michigan Express feasibility review and implementation planning process as a model.

**GUIDING PRINCIPLES:**

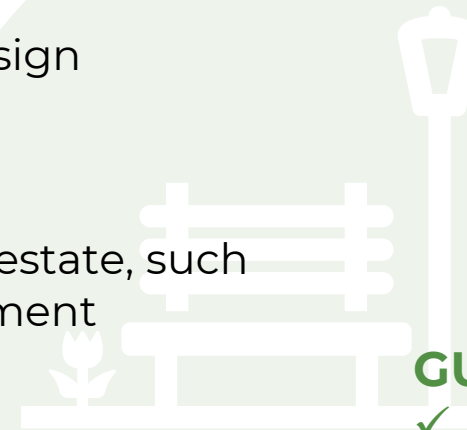
- ✓ **COMMUNITY**
- ✓ **GROWTH**
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- ✓ **ADAPTABILITY**

# Transit-Oriented Development

*Near Term*

Explore tools to foster transit-supportive places using plans, policies, and public investments.

1. Broaden transit-supportive streetscape and roadway design guidelines
2. Establish mobility hub standards and policies
3. Establish TOD and Development Design Guidelines
4. Leverage redevelopment potential of Rapid-owned real estate, such as the Rapid Central Station, by executing joint development strategies



## GUIDING PRINCIPLES:

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

# Innovation and Technology

*Near Term*

Pursue innovative technologies to streamline Rapid operations, improve rider convenience, and align mobility services.

1. Consolidate wayfinding and fare payment apps into a mobility wallet and/or MaaS platform by coordinating with regional stakeholders and continuing to evaluate emerging technology. Examples include the developing Mobile GR Mobility Wallet and ongoing technology innovations, such as predictive AI
2. Explore dynamic and emerging wayfinding and passenger information technologies at stops and stations, including real-time information displays.
3. Explore and evaluate microtransit and paratransit operational/scheduling software and technologies to improve coordination and efficiencies between the two services.
4. Refine the ZEB (EV/Hydrogen) Transition Plan to incorporate new service options and technology improvements through periodic updates.

## GUIDING PRINCIPLES:

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

## Regional Partnerships

*Near Term*

Strengthen regional partnerships to align mobility planning efforts and implement TMP recommendations.

1. Transit-Oriented Development: Engage with local stakeholders to evaluate mobility and land use needs and opportunities within key redevelopment areas, especially in context of Rapid TOD/Joint Development strategies and ITP Member Communities' Master Plans.
2. Service Expansion: Engage with local communities to establish service agreement standards that allow service extensions, or other context-relevant service expansion, in non-ITP member jurisdictions.
3. Regional Coordination: Endorse the GVMC's efforts to align regional mobility services by contributing to the GVMC TDM working groups and by engaging with jurisdictions to implement TDM strategies.
4. Mobility Hubs: Collaborate with local governments to select and develop future mobility hub sites

### GUIDING PRINCIPLES:

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

## Regional Partnerships (Cont.)

*Near Term*

Strengthen regional partnerships to align mobility planning efforts and implement TMP recommendations.

1. Discretionary Funding: Support regional transit and mobility initiatives by pursuing discretionary funding opportunities in partnership with GVMC and member jurisdictions.
2. Regional Growth: Collaborate with regional economic development corporations to align mobility solutions and regional growth needs, such as marketing contracted services and last mile solutions to private sector employers and institutions.

### GUIDING PRINCIPLES:

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

# RECOMMENDATION CONCEPTS

# RECOMMENDATION CONCEPTS

## EXISTING SERVICE IMPROVEMENTS

ESI-2

## FUTURE SERVICE EXPANSION

FSE-3

### ESI - 2: Review feasibility of first-mile / last-mile shared mobility solutions



Image source: WOODTV

#### NEXT STEPS

- Y 1 Engage with regional stakeholders and ITP Member Communities
- Y 2 Define implementation strategy
- Y 3 Secure funding and pilot implementation

Review feasibility of implementing first-mile / last-mile mobility solutions (such as micromobility) to other jurisdictions, in tandem with Rapid Connect microtransit services.

**CONTEXT:** Nonmotorized travel and micromobility was a community interest expressed during public engagement feedback as well as by regional agency stakeholders, such as GVMC in the Nonmotorized Transportation and Micromobility Plan and the City of Grand Rapids' recent E-Scooter and E-Bike Share Program Pilot.

**IMPACT:** Similar to microtransit, micromobility has the potential to fill first-mile / last-mile gaps between fixed-route transit and areas not traditionally served by transit. An additional benefit of shared mobility is access to a wide variety of transportation modes without burdens of individual ownership.

**IMPLEMENTATION:** There are two approaches to shared mobility implementation. The first is to support regional facilitation of micromobility rollout. The second is direct implementation of shared mobility solutions by The Rapid within the existing service area. Selection between the two approaches will be dependent on interest from ITP Member Communities and the implementation approach of regional mobility partners.

#### FUNDING SCENARIOS

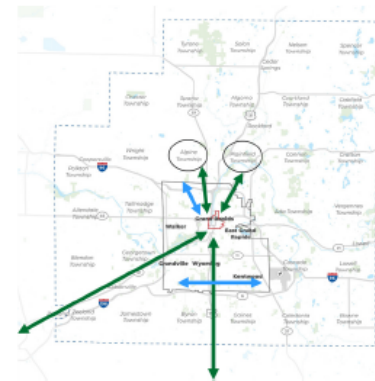
- Cost Neutral
- Discretionary Funding\*
- Sustainable Funding

\*Discretionary funding may be used to operate services as a pilot.

#### STAFFING SCENARIOS

- Existing Staff
- External Assistance
- Additional Staff Needed

### FSE - 3: Review feasibility of top recommended intercounty service concepts



#### NEXT STEPS

- Y 1 Engage corridor stakeholders to finalize service needs
- Y 1 Evaluate feasibility of each service concept and corridor
- Y 2 Secure funding and plan for pilot implementation

Intercounty service concepts are early ideas for potential future services along or near corridors identified in the TMP Intercounty Corridor Analysis. Areas of potential future concepts include Alpine Avenue and Alpine Township, Walker Avenue and the City of Walker, Plainfield Avenue and Plainfield Township, Barry Street / 54th Avenue between Grandville and the Airport, and finally, US-131 south of The Rapid service area.

**CONTEXT:** Intercounty service concepts were developed based on results of the Intercounty Corridor identification and prioritization analysis, as well as interest in areas for potential service expansion throughout TMP public engagement activities.

**IMPACT:** Future service expansion concepts will offer users mobility mode alternatives to personal vehicles when traveling across the region. In addition to closing mobility gaps for those who rely on transit, increased regional connectivity has the potential to bring economic benefits to residents and businesses within the connected communities.

**IMPLEMENTATION:** All recommended intercounty service concepts (with the exception of Walker Ave and Barry St/54th Ave) connect to areas outside of The Rapid's current service area. Service expansion would require interlocal service agreements, in addition to more funding.

#### FUNDING SCENARIOS

- Cost Neutral
- Discretionary Funding\*
- Sustainable Funding

\*Discretionary funding may be used to operate services as a pilot.

#### STAFFING SCENARIOS

- Existing Staff
- External Assistance
- Additional Staff Needed



# Implementation Strategies & Roadmap

# TMP Strategies for Implementation



Establish TMP Implementation Stakeholder Committee



Explore additional funding mechanisms



Identify additional staff needs



Periodically review and evaluate TMP outcomes according to performance measures

# Funding Tools

Name of Funding Tool	Source/Description	Current ITP Revenue Source (Yes/No)*	Peer Examples for New Revenue Types (2022 NTD-Reported Revenue)	Annual / Recurring or One-Time	Potential Revenue Estimate	Primary Uses (Capital or O&M)	Implementation Challenges (e.g., legislative action)
<i>Directly Generated Revenue</i>							
Fares	Directly generated passenger fare revenue.	Yes	Current ITP Revenue Source	Annual / Recurring	Moderate	O&M	This is a current revenue source, already implemented. Key challenge is in dependence on ridership to maintain current funding levels.
Concessions	Directly generated revenue through the sale of vending and non-fare merchandise.	Yes	Current ITP Revenue Source	Annual / Recurring	Low	O&M	Current Source. Concession revenue levels may be susceptible to depressed ridership conditions.
Advertising	Directly generated revenue from sales of advertising on transit vehicles or at stops.	Yes	Current ITP Revenue Source	Annual / Recurring	Low	O&M	Current Source. Maintaining advertisers and current revenue levels may be susceptible to depressed ridership conditions.
Sale of Transportation Services	Revenue from sale of (non-public transportation) services such as employer funded or special event shuttles. Does not include contributions reported as fares or local agency/municipality revenue agreements for public transportation services.(NTD definition)	No	Over 120 Agencies across multiple States (median revenue over \$200,000).	Annual / Recurring	Low	O&M	No major challenges. Agency must follow federal reporting rules for transportation services. Fare revenue may not be collected for privately funded trips. Care to ensure providing only public transit service exclusively and not charter services.
Park and Ride fees	Directly generated revenue from daily and overnight parking fees at high-demand transit commuter lots.	No	Houston MTA (\$732,348); Flint MTA (\$42,465) .	Annual / Recurring	Low	O&M	No legislative challenges. Feasibility is dependent on having high demand parking lots (preferably over-capacity lots) at which ridership levels are not expected to be negatively impacted by fee to park.
<i>Tax-Derived Sources (Local)</i>							
Millage rate	Local property taxes.	Yes	Current ITP Revenue Source	Annual / Recurring	Significant	O&M	Must be renewed every few years via public election. May be subject to property tax fatigue (option to collaborate with other cities).



## TMP as a Living Document: Periodic Review

- ✓ **Review TMP Progress**

  - Performance measures (quantitative + qualitative)*

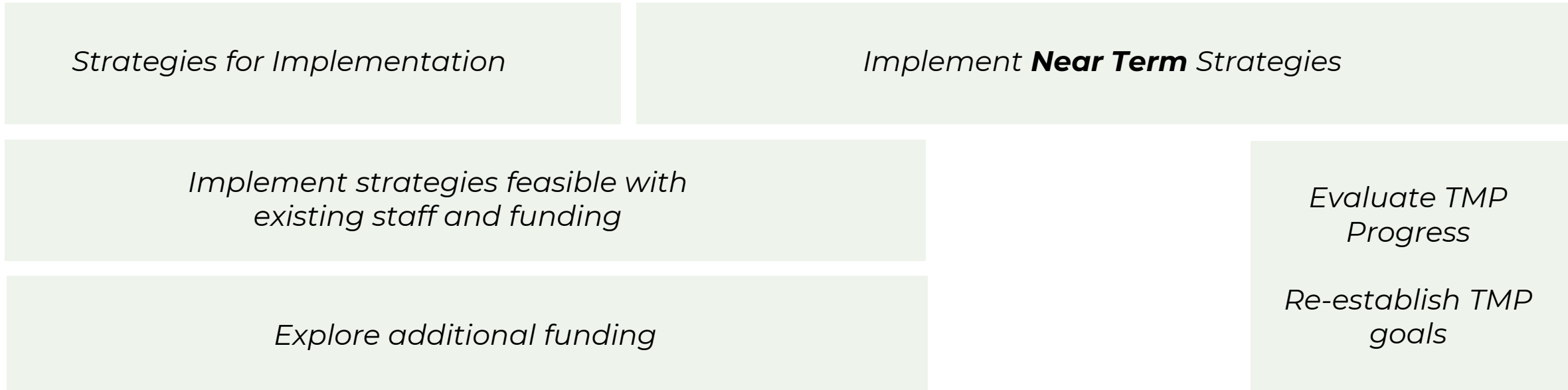
  - Community feedback*

- ✓ **Re-Analyze Existing Conditions for Significant Changes**

  - Compare with “What-If” scenarios*

- ✓ **Re-Set TMP Strategies (as needed)**

## TMP Roadmap – Near Term (<5 years)



## TMP Roadmap – Mid Term (5-10 years)



Implement **Mid Term** Strategies

Explore additional funding\*

Evaluate TMP Progress  
Re-establish TMP goals

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## *TMP Roadmap – Long Term (10-20 years)*






Implement **Long Term** Strategies

*Evaluate TMP  
Progress*




*Re-establish TMP  
goals*

# Strategy Implementation Prioritization

## FUNDING SCENARIOS

-  Cost Neutral
-  Discretionary Funding\*
-  Sustainable Funding

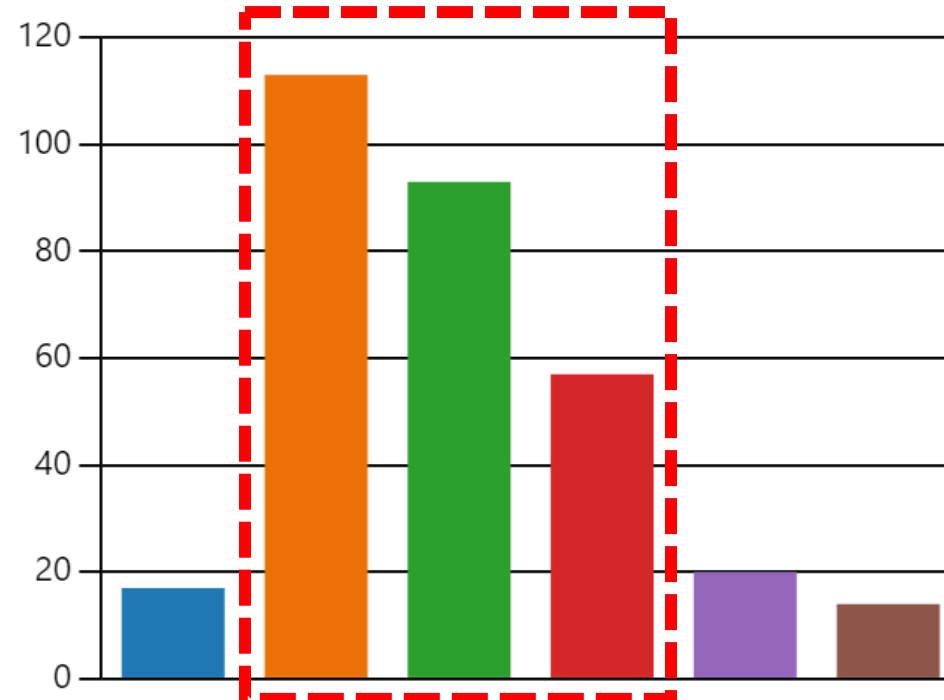
## STAFFING SCENARIOS

-  Existing Staff
-  External Assistance
-  Additional Staff Needed

- ✓ Strategy can be implemented using existing staff and under existing funding  
*A study / plan is feasible with additional funding / staff*
- ✓ One time staffing or funding  
*(e.g., external assistance and/or grants)*
- ✓ Additional funding / staff needed

## Online Survey Results – June & July 2024

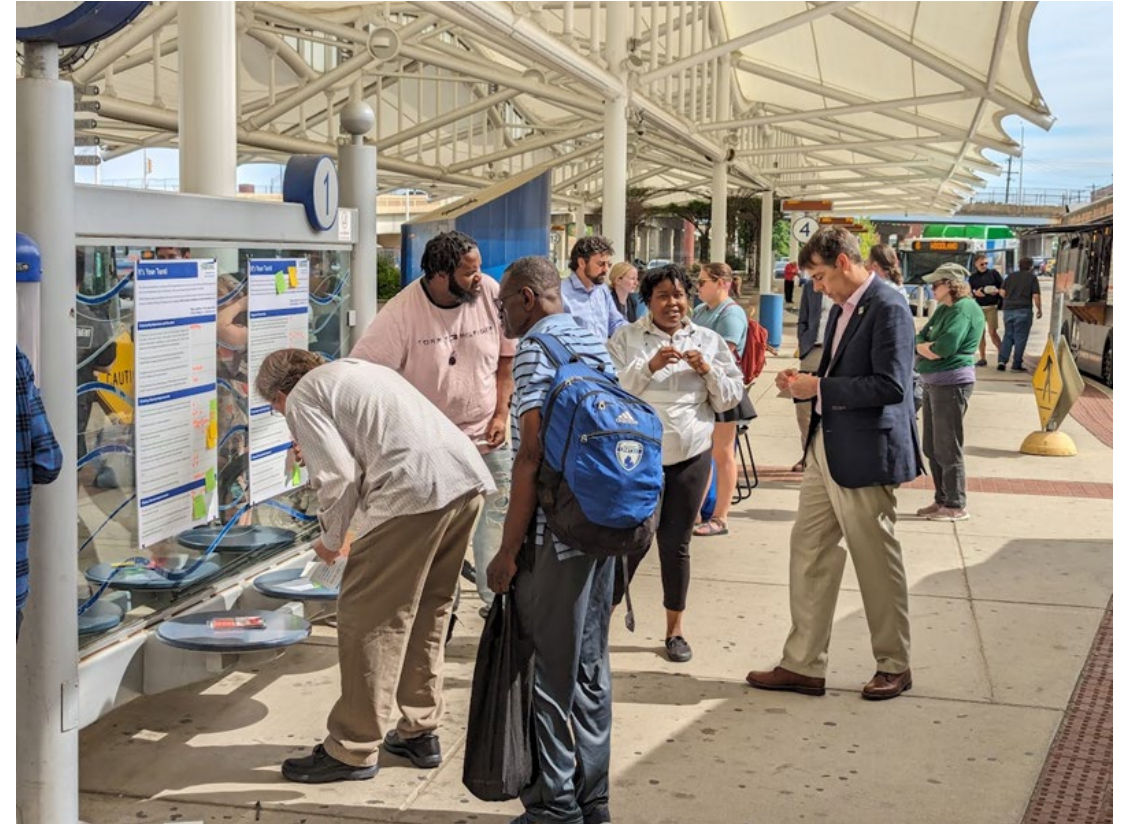
Which recommendation concepts are most important?



# Spring Public Meetings

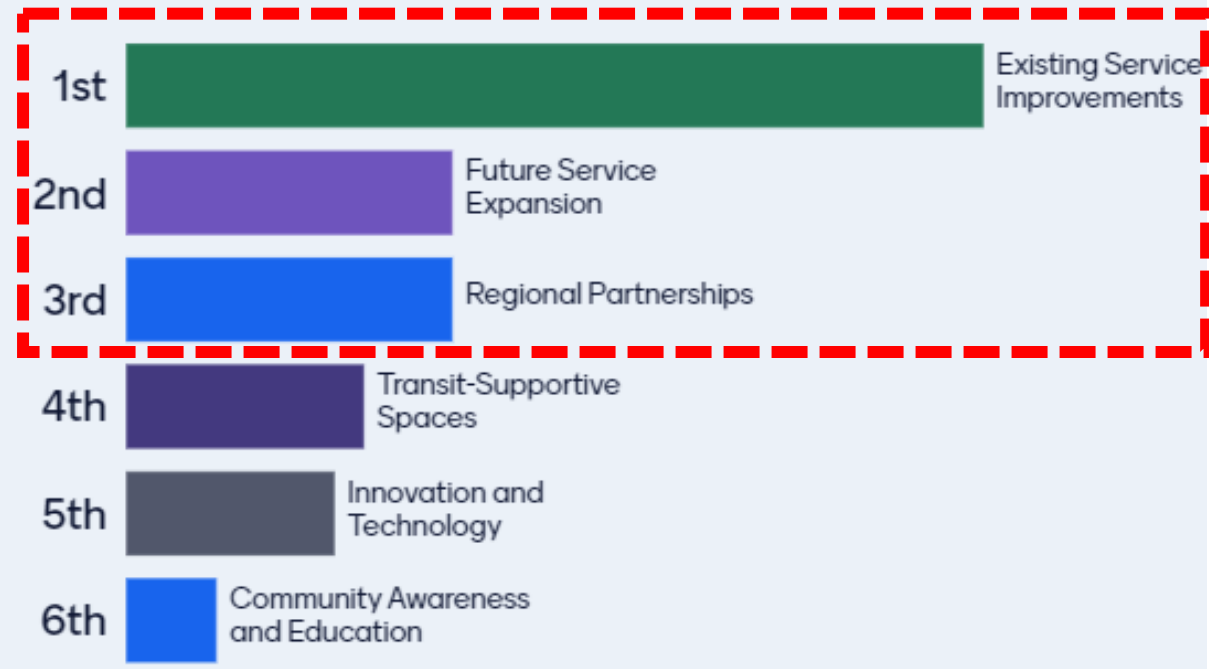
## Five most common responses:

1. Increase frequency
2. Extend service hours
3. Provide service extensions outside service area
4. Improve bus stop amenities
5. Community outreach programs/education



# Planning and Technology Committee Responses – May 13

Which recommendation concepts are most exciting to you?



## TMP Near-Term Implementation

Which near-term items without additional resources required should be prioritized?

## Existing Service Improvements

*Near Term*

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

*Additional or one-time funding / staff needed*

1. Examine and upgrade customer facing technology (such as websites, apps, and/or dynamic signage) in alignment with the ITP Strategic Technology Plan and in support of goals towards the development of a multi-modal mobility wallet
2. Continue to invest in existing productive routes with above-average ridership by increasing service efficiency, frequency, and on-time performance (OTP)
3. Explore tools and resources to support expanded service hours, such as earlier or later weekday service, and extended service on weekends
4. Perform a route network design study which incorporates additional mobility hubs/transfer centers within the ITP service area, in tandem with joint development and mobility hub strategies

### **GUIDING PRINCIPLES:**

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

## Existing Service Improvements (Cont.)

***Near Term***

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

1. Examine and identify options to improve the effectiveness of microtransit *underway*
2. Review feasibility of implementing first-mile / last-mile mobility solutions (e.g., micromobility) to ITP member communities
3. Explore opportunities to coordinate fares and technology with regional multi-modal providers (e.g., West Michigan Express pilot or a mobility wallet)
4. Evaluate and establish on-board customer convenience standards to improve the on-board customer experience
5. Establish bus stop design guidelines (i.e. right-of-way accommodations for stop locations)

*Additional or one-time funding / staff needed*

### **GUIDING PRINCIPLES:**

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

# Future Service Expansion

*Near Term*

Increase connectivity within and outside of the ITP Service Area

1. Cultivate opportunities & relationships (outside of ITP service area) to provide service area extensions or other context-relevant services to non-ITP member jurisdictions.  
Advance opportunities with private sector employers and institutions for providing contracted last-mile service connections within and outside the ITP service area
2. Execute the West Michigan Express pilot express bus implementation plan along Chicago Dr corridor, including a guaranteed ride home program
3. Review feasibility of top recommended intercounty service concepts in partnership with regional stakeholders, following the West Michigan Express feasibility review and implementation planning process as a model.

*Additional or one-time funding / staff needed*

**GUIDING PRINCIPLES:**

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

## Regional Partnerships

Strengthen regional partnerships to align mobility planning efforts and implement TMP recommendations.

*Additional or one-time funding / staff needed*

1. **Transit-Oriented Development:** Engage with local stakeholders to evaluate mobility and land use needs and opportunities within key redevelopment areas, especially in context of Rapid TOD/Joint Development strategies and ITP Member Communities' Master Plans.
2. **Service Expansion:** Engage with local communities to establish service agreement standards that allow *service extensions*, or other context-relevant service expansion, in non-ITP member jurisdictions.
3. **Regional Coordination:** Endorse the GVMC's efforts to align regional mobility services by contributing to the GVMC TDM working groups and by engaging with jurisdictions to implement TDM strategies.
4. **Mobility Hubs:** Collaborate with local governments to select and *develop future mobility hub sites*

### GUIDING PRINCIPLES:

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

## Regional Partnerships (Cont.)

*Near Term*

Strengthen regional partnerships to align mobility planning efforts and implement TMP recommendations.

*Additional or one-time funding / staff needed*

1. **Discretionary Funding:** Support regional transit and mobility initiatives by pursuing discretionary funding opportunities in partnership with GVMC and member jurisdictions.
2. **Regional Growth:** Collaborate with regional economic development corporations to align mobility solutions and regional growth needs, such as marketing contracted services and last mile solutions to private sector employers and institutions.

### GUIDING PRINCIPLES:

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

# Transit-Oriented Development

Explore tools to foster transit-supportive places using plans, policies, and public investments.

1. Broaden transit-supportive streetscape and roadway design guidelines
2. Establish mobility hub standards and policies
3. Establish TOD and Development Design Guidelines
4. Leverage redevelopment potential of Rapid-owned real estate, such as the Rapid Central Station, by executing joint development strategies

*Additional or one-time funding / staff needed*



**GUIDING PRINCIPLES:**

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

# Innovation and Technology

***Near Term***

Pursue innovative technologies to streamline Rapid operations, improve rider convenience, and align mobility services.

*Additional or one-time funding / staff needed*

1. Consolidate wayfinding and fare payment apps into a mobility wallet and/or MaaS platform by coordinating with regional stakeholders and continuing to evaluate emerging technology. Examples include the developing Mobile GR Mobility Wallet and ongoing technology innovations, such as predictive AI
2. Explore dynamic and emerging wayfinding and passenger information technologies at stops and stations, including real-time information displays.
3. Explore and evaluate microtransit and paratransit operational/scheduling software and technologies to improve coordination and efficiencies between the two services.
4. Refine the ZEB (EV/Hydrogen) Transition Plan to incorporate new service options and technology improvements through periodic updates.

**GUIDING PRINCIPLES:**

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

# Community Awareness and Education *Near Term*

Increase community awareness and engagement through education and marketing programs.

1. Active participation with GVMC’s TDM Mobility Manager program to advance outcomes of the Regional TDM Plan
2. Explore additional ITP community marketing and/or outreach strategies and programming. Examples of such programs include:
  - Community "adopt-a-stop"
  - Youth education program (with schools)
  - Community transit ambassador
  - New stop placement and design coordinated with local stakeholders to promote placemaking
3. Partner with external stakeholders to increase advertising and marketing opportunities that promote transit use
4. Engage tourism and visitors' organizations to promote transit services to tourist, visitors, and to special events.

*Additional or one-time funding / staff needed*



- GUIDING PRINCIPLES:**
- ✓ **COMMUNITY**
  - ✓ **GROWTH**
  - ✓ **CONVENIENCE**
  - ✓ **INTERNAL WORKFORCE**
  - ✓ **ADAPTABILITY**

# TMP Implementation Stakeholder Committee

## Who could help champion the implementation of the TMP?

- Business Leaders
- City Staff / Elected Officials
- Rapid Board Members
- Regional and County Agencies
- Community Leaders / Transit Advocates
- Educational / Health Institutions
- Entertainment and Leisure

## Next Steps

### Online Technical Reports:

Joint Development Memo

Intercounty Corridor Analysis

Public Engagement Summary

*Fleet, Facilities, and IT Strategy (coming soon)*

### Final TMP Report

### Board Meeting Presentation in January 2025



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**Thank You!**

**A framework for the future of connectivity.**