



Interurban Transit Partnership

Board Members

Mayor Gary Carey, Chair			Mayor Katie Favale, Vice-Chair	
Charis Austin	Rick Baker	Tracie Coffman	Steven Gilbert	Andy Guy
Renee Hill	Jack Hoffman	Mayor David LaGrand	Mayor Steve Maas	David Moore
	Clarkston Morgan	Tim Mroz	Paul Troost	

BOARD OF DIRECTORS MEETING AGENDA

Wednesday, March 25, 2026 – 4:00 p.m.

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

AGENDA

	<u>PRESENTER</u>	<u>ACTION</u>
1. PUBLIC COMMENT		
2. MINUTES REVIEW – February 25, 2026, Board Retreat	Mayor Carey	Approval
3. CEO’S REPORT	Deb Prato	Information
4. ACTION ITEMS		
a. Contract with Disability Advocates of Kent County (DAKC)	Kevin Wisselink	Approval
5. PERFORMANCE REPORTS		
a. Paratransit Route Ridership	Jason Prescott	Information
1. February 2026		
b. Fixed Route Ridership	Tim Roseboom	Information
1. February 2026		
c. Finance	Linda Medina	Information
1. Operating Statement – January 2026		
2. Grant Statement		
6. INFORMATIONAL ITEMS		
1. 2025 Customer Perceptions Survey Overview	Jeffrey King	Information
2. Summer Service Overview	Nick Monoyios	Information
7. CHAIR’S REPORT	Mayor Carey	Information
8. COMMITTEE MEETING MINUTES – not approved by committees		
a. Finance Committee (January 21, 2026)		Information
b. Future Planning & Innovation Committee (February 9, 2026)		Information
c. Present Performance & Service Committee (March 17, 2026, Minutes not prepared yet)	Charis Austin	Information
9. ADJOURNMENT		

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

Board Members

Mayor Gary Carey, Chair

Charis Austin
Renee Hill

Rick Baker
Jack Hoffman
Clarkston Morgan

Tracie Coffman
Mayor David LaGrand
Tim Mroz

Mayor Katie Favale, Vice-Chair

Steven Gilbert
Mayor Steve Maas
Paul Troost

Andy Guy
David Moore

**BOARD OF DIRECTORS MEETING MINUTES
BOARD RETREAT**

Wednesday, February 25, 2026 – 3:00 p.m.

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

ATTENDANCE:

Board Members Present:

Charis Austin, Rick Baker, Tracie Coffman, Mayor Favale, Steven Gilbert, Andy Guy, Renee Hill, Jack Hoffman, Mayor Maas, David Moore, Clarkston Morgan, Tim Mroz, Paul Troost

Board Members Absent:

Mayor Carey, Mayor LaGrand

Rapid Attendees:

Josh Brink, Steve Clapp, Kris Heald, Jeffrey King, Deron Kippen, Linda Medina, Nick Monoyios, Deb Prato, Andy Prokopy, Tim Roseboom, Steve Schipper, Mike Wieringa, Kevin Wisselink

Public Attendees:

Dave Bulkowski (Disability Advocates), Zach B. (GR Documenters)

Chairman Mayor Carey was absent. Vice Chair Mayor Favale called the meeting to order at 3:04 p.m.

1. PUBLIC COMMENT

No public comment

2. MINUTES REVIEW – January 28, 2026

MINUTES REREVIEW – December 3, 2025

Vice Chairperson Mayor Favale entertained a motion to approve the rereviewed minutes of December 3, 2025, with the correction of the typo changing “Congressman Peters” to “Senator Peters”. She also entertained a motion to approve the minutes of the January 28, 2026, meeting. Mr. Hoffman motioned to approve, and Mr. Mroz supported it. The motion passed unanimously.

3. CEO’S REPORT – Opening Comments

Ms. Prato outlined the retreat agenda, introducing Mr. Bill Jackson from McAlvey Merchant to provide a statewide legislative update, focusing on bills, progress, and Local Bus Operating (LBO) issues.

She reflected on the history of public transportation, highlighting its origins with private vendors, the post-World War II rise of car ownership, urban sprawl, and the signing of the 1964 Urban Mass Transportation Act creating federal capital investments in urban areas.

She discussed current financial challenges, noting that state operating assistance remains below its potential and emphasizing that farebox recovery alone cannot bridge the funding gap. Ms. Prato highlighted the economic benefits of transit, such as supporting employment, education, and healthcare access. She also addressed the importance of local support through millages, noting The Rapid lags peer agencies

Ms. Prato mentioned a small group activity later in the agenda. She noted that the meeting packet included the Community Value Survey and asked board members to identify themes they are interested in exploring further as The Rapid begins millage research. She emphasized that research is essential before developing any marketing or messaging strategies to effectively engage the community.

4. RETREAT

a. State Funding and Legislative Landscape, Mr. Bill Jackson (McAlvey Merchant)

Mr. Jackson started his comments with a 2025 overview.

He considered it a slow year with limited legislative activity. Some key accomplishments included the passage of a nearly \$2B roads package, which involved new revenue sources, fund reallocation, and revenue dedication. The Department of Transportation (DOT) is still determining the specifics of fund allocation.

Cannabis Revenue and Legal Challenges:

A proposed wholesale tax on cannabis was expected to generate about \$650M, roughly one-third of the roads package total. This revenue is now uncertain due to a legal challenge from the cannabis industry, arguing that the tax violates a referendum requiring a 2/3 majority to amend. The outcome of this legal dispute will influence the availability of this funding over the next year or two.

Transportation Funding:

Some guaranteed revenue was secured through the comprehensive transportation fund. Efforts are underway to balance funding and revenue streams.

2026 and Upcoming Legislative Priorities:

Start of 2026 is a slow beginning, with only a few bills reaching the Governor's desk (e.g., banning cell phones at schools).

Budget Challenges:

The Governor announced a \$1B shortfall in revenue for the upcoming budget cycle. To address this, the Governor plans to raise some revenue, cut expenditures and utilize a high balance in the Rainy-Day Fund (~\$1.3-\$1.5B). House Republicans oppose tax hikes and propose a \$4B property tax relief, with plans to fill the revenue gap later. He noted the House Speaker suggests extending the sales tax to certain services used mainly by wealthier individuals (e.g., golf courses) to raise funds.

Election Year and Political Landscape:

Spring 2026: A busy election cycle with Governor, Secretary of State and Attorney General races, plus State Senate and House elections along with several local elections.

Redistricting changes from 2022 are in place, with new Senate maps resulting from court cases, expected to be stable until 2032. The Senate is narrowly controlled by Democrats, with an upcoming special election in Midland in May 2026.

Governor's Race

Candidates: Notable contenders include:

Democrat: Secretary of State Jocelyn Benson

Republicans: Congressman John James, Perry Johnson, former Attorney General Mike Cox, former House Speaker Tom Leonard, Senator Eric Nesbitt

Independent: Former Detroit Mayor Mike Duggan, running as the first independent candidate not affiliated with a major party.

Mr. Hoffman expressed disappointment with the Governor's approach to transportation funding, particularly regarding the maintenance and improvement of the damn roads. He highlighted that while rural county road commissions and the trucking industry continue to receive subsidies, transit systems, state trunk lines, and cities have received minimal support. According to the state house fiscal agency's recent presentation, MDOT is facing a \$2.5B shortfall, leading to an estimated 10% annual decline in road quality.

Mr. Hoffman also hoped that funding for public transportation could be integrated into the Governor's Transportation Funding Reform efforts, but that opportunity was missed. He emphasized that local millages alone cannot sustain a comprehensive transportation system without sufficient state backing. Ultimately, he questioned the Governor's leadership, noting that despite what he perceives as a 'trifecta' of political power, she did not leverage her influence to push for better transportation funding during this period.

Mr. Jackson responded to Mr. Hoffman's comments, highlighting that the House Fiscal Agency estimates a \$2B budget gap remains. He pointed out that back in 2019 – 17 years ago the gap was estimated at \$1B. However, he believes everyone involved knew the true situation was likely a \$4 to \$6B gap, as the issue had been largely overlooked for decades, since the 1960's. Despite the longstanding neglect, Mr. Jackson emphasized that efforts to address the problem will continue, and it's important for stakeholders to stay engaged and vocal. He noted that public transit funding will become increasingly vital as we move forward, with the goal of achieving a permanent solution.

Mr. Hoffman added that our messaging should focus on affordability, high-density development, and reduced car dependency, which are key selling points moving ahead.

b. The Rapid Realities, Ms. Deb Prato, Ms. Linda Medina

Ms. Prato and Ms. Medina presented 6 Realities to the Board.

1. Current Financial Recap (Reality 1)

Review of the August 2025 board budget shows total revenue (~\$15.1M in 20218, ~\$14M in 2025) and expenses. Revenue assumptions heavily rely on State Operating Assistance Reimbursement at around 26-29%, with some reserves and capitalized operating funding used to cover shortfalls. The budget has been under partly due to operator vacancies.

2. Revenue Challenges (Reality 2)

Revenue sources: property millage, state operating assistance, paid fares, and contract fares. State reimbursements have declined from 33% in 2018 to 29% in 2025 (~34% peak in 2024). Property millage remains stable but is affected by property tax value changes. Fares and contract fares have flipped over time, with contract fares now generating more revenue than individual fares. Overall, state operating income has decreased from \$15.1M (2018) to \$14M (2024).

3. Farebox Revenue and Ridership (Reality 3)

Farebox revenue alone cannot close the budget gap. Increasing ridership by 12,000 weekly would generate ~\$542,000; even if ridership doubled it would bring in ~\$3.6M. Despite high Net Promotor Scores, post-pandemic ridership has declined, especially on weekdays, though weekend ridership has increased. Strategies focus on boosting ridership and selling excess capacity to contract partners.

4. Competitive Position and Funding Gaps (Reality 4)

Other cities (Ann Arbor, Lansing, Flint, Kalamazoo) have higher total millages, highlighting funding disparities. The current funding model relies heavily on state reimbursements, which are limited and declining as other transit agencies increase service.

5. Millage Rate Strategies (Reality 5)

An increase to 2 mills is recommended largely due to the stagnant 17-year mill rate of 1.47 (rolled back by Headlee) to 1.38 to fill the funding gap. Proposed approaches were discussed at the Board Retreat in 2025. The first step is to conduct voter research.:

6. Budget Projections and Service Strategy (Reality 6)

Ms. Coffman asked about the schedule for other upcoming local millages, and Ms. Prato confirmed that the information is being gathered. Known millages include Walker's Police and Fire and City of Grand Rapids' renewal of vital streets which are due to sunset after 15 years.

Mr. Baker inquired if different millage rates could apply inside versus outside city limits. Ms. Prato explained The Rapid has been advised previously there can be only one millage rate. An option included in the countywide mobility study, creates a separate authority outside The Rapid, but she believes, based on her participation with the county-wide mobility study, the County is not currently considering any additional funding however, GVMC will continue to research options. We are discussing a possibility of a renewal for linehaul and a separate millage for seniors and disabled customer services (GO!Bus). The cost per trip for GO!Bus is high (\$75/hour), with low farebox revenue (\$3.50/trip) and an average of 1.7 riders per hour on the service.

Mr. Guy asked if the countywide study considered increasing service levels inward. Mr. Monoyios indicated no specific plans, only general recommendation. Ms. Prato added that service expansion would depend on contract partners identifying needs and funding them.

Ms. Coffman inquired whether a PR campaign unrelated to millage efforts is planned for the next 12-18 months. Ms. Prato responded that both yes and no—research is needed first. Current surveys show increasing brand recognition and public perception of value for The Rapid, especially from non-riders. She sees opportunities with upcoming events and feels the current position is strong and improving, although some events may not be directly managed by The Rapid. Ms. Prato advised The Rapid would be engaging a political strategist.

c. **Community Value Survey Overview/Transit Ballot Initiative, Mr. Jeffrey King**

Mr. King presented a high-level overview of the community value survey. (presentation attached to these minutes)

Overview of the Community Value Survey:

Initiated in 2025, marking the first year with cross tabulation by city, of a three-year effort with ETC Institute. Data was collected from an 858-resident sample, with a statistical precision of +/-3.4%. The survey provides detailed insights at the city level, a first for the service area, allowing tailored strategies. The goal is to expand research themes beyond current questions to better understand community perceptions and develop targeted messaging strategies.

Key Themes of Community Value:

The survey has consistently identified five top-value themes:

- Providing mobility for low-income families and individuals
- Providing overall community value
- Transportation for people with special mobility needs
- Affordable transportation
- Access to medical facilities and healthcare

Community Perception Metrics:

- Net Promoter Score (NPS) has been tracked for three years, showing higher-than-national-average ratings.
- High scores in brand perception, indicating strong community trust.
- Notable positive perception in Walker, possibly linked to Laker Line, traffic reduction of Lake Michigan Drive, and service improvements to Walker Industrial Park.

Additional Data Points:

The survey includes randomized questions to residents, asking about rider status. Mr. King noted an annual rider survey is conducted with current users, asking similar questions.

Mr. Morgan requested a comparison between rider-specific and community-wide survey data.

Funding and Value Perception:

Consistent community support for public transit funding.

The survey gauges perceptions of taxpayer value, showing some increases but overall support remains strong.

Small Group Exercise:

Mr. King noted the goal for the following exercise will be to build upon this foundation and expand additional research themes (not necessarily questions), but research themes that we will take to the polling firm. We want the polling questions to be developed by the researchers, and we want all of you to help center those themes about what we should be learning from the community as we go out to collect information to build that story. We will end up creating multiple messaging strategies that will be specific to your individual communities.

A 15-minute session to discuss and explore these themes further

d. Exercise Transit Ballot Initiative Research, Ms. Deb Prato – Interactive

What information themes would the Board like obtained in the research/polling?

Each of the 3 small groups presented their discussion during the interactive session.

Group 2 Mr. Morgan's small group discussed the following:

Perceptions and Value of Transit Services:

- What shifts "I need" from "they need" for public transportation services
- Understanding community perceptions of current transit options (e.g., fears, misconceptions, and the value added by services like Wi-Fi or an adult to act as a service liaison).
- Assessing the community's valuation of access versus traditional bus services.
- Exploring willingness to pay or support increased funding (e.g., through millages) based on perceived benefits.

Barriers and Opportunities for Ridership Growth:

- Identifying factors that discourage use, such as safety concerns at bus stops or lack of information.
- Evaluating interest in new or modified services like circulators, shuttles, or on-demand access.
- Investigating the potential impact of partnerships with organizations, schools, and employers, especially for international families or communities with limited vehicle access.
- Mr. Hoffman would like the following question asked: Can you have a healthy economy without a dense urban core?

Group 1 Mayor Favale's small group discussed Funding and Public Support Strategies:

- Gauging what moves the needle for voter investment in public transportation.

Group 3 Ms. Coffman's small group talked about Community Engagement and Communication:

- Determining the most effective channels and messaging for outreach. Understanding where community members currently get information about transit and where they prefer to receive

it. Testing language and framing, such as emphasizing “access” over “bus service,” to see what resonates.

- Testing the probability of a successful campaign without service increases.
- What information do voters need to get to “yes”.

e. Wrap Up, Ms. Deb Prato

Ms. Prato thanked the board for their input and leadership and appreciated all this help.

5. COMPLIANCE TO PUBLIC ACTS OF 2017 ACT NO. 202

a. Michigan Public Act 202 (PA 202) Annual Report, Ms. Linda Medina

Ms. Medina reported that this is an annual submission. This is a report sent to the state on how we are funded through our pension and defined contribution pension. She noted Mayor Kepley was instrumental in getting us to where we are. We had a very good year.

Mr. Gilbert noted this is remarkable work. To see a pension fund at this level is truly outstanding. He congratulated everyone who worked on this.

6. PERFORMANCE REPORTS

a. Paratransit Route Ridership, Mr. Jason Prescott

1. January 2026

No questions

b. Fixed Route Ridership, Mr. Tim Roseboom

1. January 2026

No questions/comments

c. Finance, Ms. Linda Medina

1. Operating Statement – December 2025
2. Professional Development and Travel Report
 - a. December 2025
3. Grant Statement

Coffman June date for press conf and opening of the childcare center June 2026.

9. ADJOURNMENT

The meeting was adjourned at 5:03 p.m.

The next meeting is scheduled for March 25, 2026

Respectfully submitted,



Kris Heald, Board Secretary

The Rapid ITP

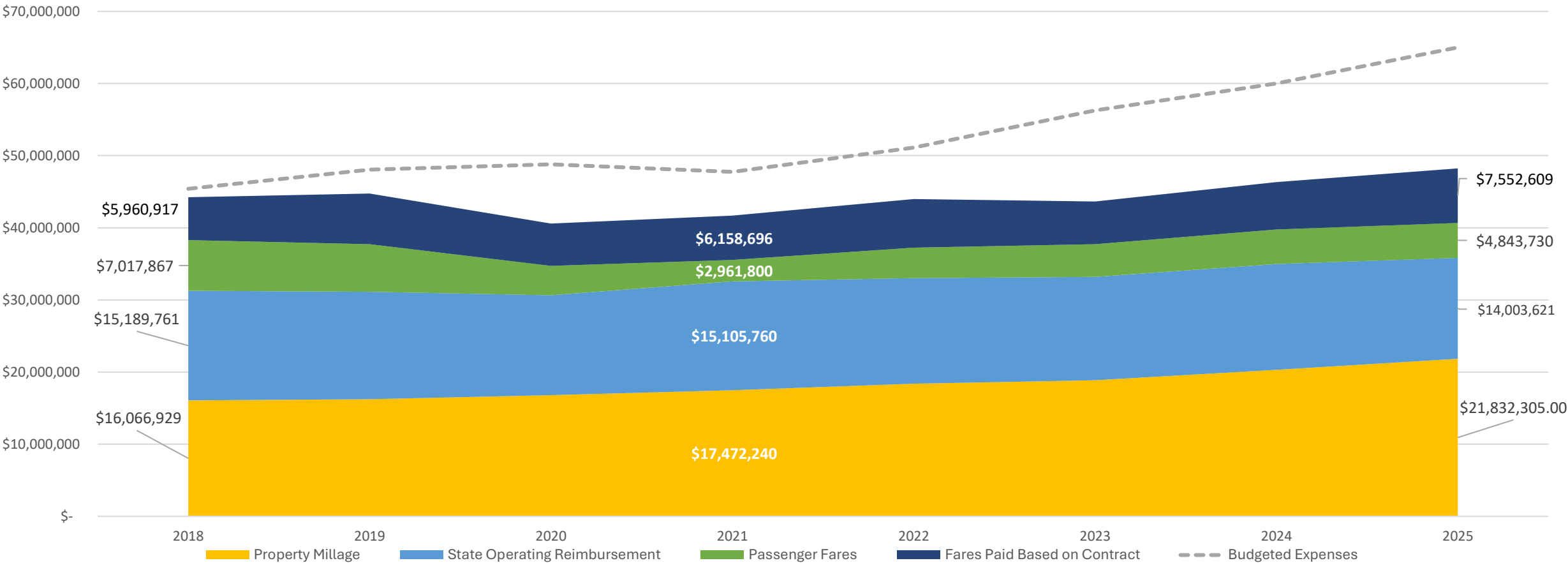
2026 ITP Board Retreat

February 25, 2026

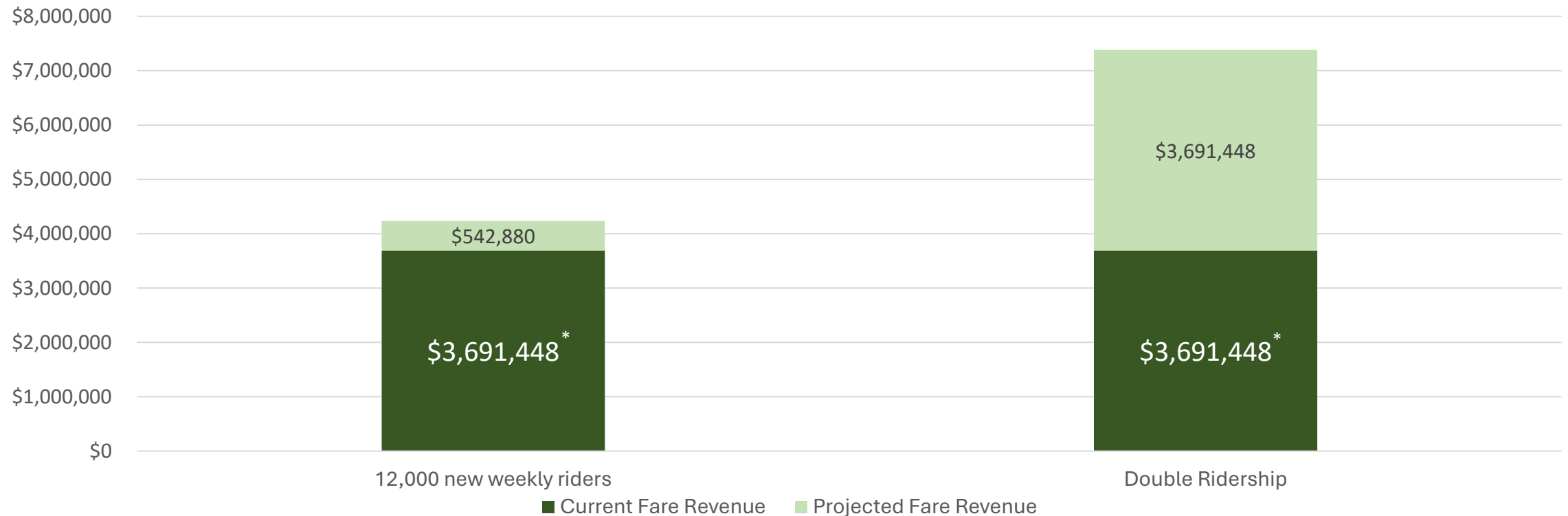
Reality 1: Projected Gap

Adopted FY26 5-Year Projections					
	FY 25/26	FY 26/27	FY 27/28	FY 28/29	FY 29/30
	APPROVED	PROJECTED	PROJECTED	PROJECTED	PROJECTED
Total Revenue	\$51,969,055	\$55,019,420	\$57,915,080	\$60,905,199	\$64,054,849
Total Expenses	\$64,999,808	\$68,688,687	\$72,676,357	\$76,674,250	\$80,915,260
Gap between Revenue and Expenses	\$13,030,753	\$13,669,267	\$14,761,277	\$15,769,051	\$16,860,411
Reserves	\$8,030,753	\$8,669,267	\$9,761,276	\$10,769,051	\$11,860,411
Capitalized Operating Expenses	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000

Reality 2: State Operating is Stagnant



Reality 3: Farebox Revenue Alone Won't Close The Gap



*calculated based on FY25 linehaul noncontract ridership

Reality 4: Falling Behind

Sources: MPTA Local Millage Toolkit, National Transit Database, Kent County Mobility Study

Transit System	Voter-Approved Millage Rate	Millage Duration	Last Approval
City of Ann Arbor, City of Ypsilanti, Ypsilanti Township (The Ride)	2.38	5 Years	August 2022
City of Ypsilanti (The Ride)	.89	Permanent	N/A
City of Ann Arbor (The Ride)	1.93	Permanent	N/A
Scio Township (The Ride, contracted services)	.36	10 Years	August 2024
The Ride Total	5.56		
Capital Area Transportation Authority (CATA)	0.60	6 Years	November 2020
Capital Area Transportation Authority (CATA)	3.07	5 Years	November 2024
CATA Total	3.67		
Flint Mass Transportation Authority (MTA)	0.60	5 Years	May 2021
Flint Mass Transportation Authority (MTA)	1.23	5 Years	August 2024
MTA Total	1.83		
Interurban Transit Partnership (The Rapid)	1.47	12 Years	November 2017
The Rapid Total	1.47		
Kalamazoo Metro (Central County Transportation Authority)	1.10	5 Years	November 2025
CCTA Total	1.10		

Reality 5: 2 Mills

FY 28/29 Funding			
Millage Rate	Headlee Rate*	Estimated Funding After Capture**	Additional Funding
1.47	1.38	\$23,898,609.61	
1.60	1.59	\$28,559,803.01	\$4,661,193.41
1.70	1.69	\$30,344,790.94	\$6,446,181.33
1.80	1.79	\$32,129,777.88	\$8,231,168.27
1.90	1.89	\$34,039,426.00	\$10,140,816.39
2.00	1.98	\$35,699,753.80	\$11,801,144.19

*REDUCED MILLAGE BY AN AVERAGE .77% FOR HEADLEE

**BASED ON 2025 LEVY PROPERTY VALUES WITH AN ESTIMATED 4% INCREASE YOY

Reality 6: Operating Budget Projections

Operating Budget Projections FY 25/26 – FY 29/30								
	FY 25/26	FY 26/27	FY 27/28	FY 28/29	FY 29/30			
	APPROVED	PROJECTED	PROJECTED	PROJECTED	PROJECTED			
Total Revenue	\$51,969,055	\$56,793,527	\$59,648,145	\$62,604,103	\$65,707,392			
Total Expenses	\$64,999,808	\$68,217,809	\$71,651,440	\$75,117,859	\$78,760,384			
Gap between Revenue and Expenses	\$13,030,753	\$11,424,282	\$12,003,295	\$12,513,756	\$13,052,992			
Reserves	\$8,030,753	\$6,424,282	\$7,003,295	\$712,612	\$779,802			
Additional funding from 2 millage		\$0	\$0	\$11,801,144*	\$12,273,190			
Capitalized Operating Expenses	\$5,000,000	\$5,000,000	\$5,000,000	\$0	\$0			

*New ballot language would require superseding the current millage approval through August 2029

Community Value Survey Trends

The Rapid ITP 2026 Board Retreat
February 25, 2026

Purpose and Intent of Exercise

- 2025 marked the first year of our three-year Community Value Survey effort, during which we collected and aggregated data by partner city, providing us with more detailed insights for each city. The 858-resident sample has a precision of +/- 3.4% at the 95% confidence level.
- Our goal for the following exercise will be to build upon this foundation and expand additional research themes (not the exact questions) to be used in our transit ballot initiative research. Once completed, the transit ballot initiative polling research results will then help inform and assist in developing multiple messaging strategies tailored to our communities.

Value Provided by The Rapid Services

Value Provided by The Rapid Services. Respondents were asked to rate on a scale of 1 to 5 how valuable The Rapid was regarding 16 items, with 1 meaning “Not at all Valuable” and 5 meaning “Extremely Valuable.” The **five items** that received a rating of 85% or higher (“Extremely Valuable” and “Somewhat Valuable” answers) are listed below.

- “Providing mobility to low-income families and individuals” **(92%)**
- “Overall value to the community” **(91%)**
- “Providing transportation options to people with special mobility needs” **(90%)**
- “Providing affordable transportation options” **(86%)**
- “Providing access to medical facilities/healthcare” **(85%)**

Community Perception

Net Promoter Score. Net Promoter Score is calculated by subtracting the percentage of Detractors from the percentage of Promoters. Scores can range from -100 to 100.

- Grand Rapids/East Grand Rapids is -17
- Grandville -39
- Kentwood -30
- Walker 7
- Wyoming -29

Brand Perception. Respondents were asked to rate their agreement with the statement “I have a positive perception of The Rapid brand.” Below is their agreement broken down by area (“Strongly Agree” and “Agree”).

- Grand Rapids/East Grand Rapids – 70%
- Grandville – 70%
- Kentwood – 57%
- Walker – 82%
- Wyoming – 66%

Funding and Value

Public/Government Funding.

Respondents were asked to indicate how much they think the current level of public/government funding for public transportation should change over the next five years. Listed below are the results by area (responses of “Somewhat Greater” or “Much Greater”).

- Grand Rapids/East Grand Rapids—80%
- Grandville—67%
- Kentwood—80%
- Walker—74%
- Wyoming—71%

Taxpayer Value. Respondents were asked to rate their agreement with the statement, “The Rapid provides taxpayer value.” Below is their agreement broken down by area (“Strongly Agree” and “Agree”).

- Grand Rapids/East Grand Rapids—65%
- Grandville—52%
- Kentwood—55%
- Walker—69%
- Wyoming—64%

Next Steps

- Input for polling research

Date: March 25, 2026
To: ITP Board
From: Jason Prescott – Director of Paratransit, ADA & Mobility Services
Kevin Wisselink – Director of Procurement and Capital Planning
Subject: PROJECT 2026-23: ADA PARATRANSIT ELIGIBILITY REVIEWER SERVICES

ACTION REQUESTED

Authorization is requested to enter a five (5) year contract with Disability Advocates of Kent County (DAKC) for the provision of ADA paratransit eligibility reviewer services. The first-year contract cost is estimated at \$25,000.

BACKGROUND

DAKC has been under contract with ITP since 1996 to provide ADA paratransit eligibility reviews for provision of GO!Bus service to individuals with disabilities under the Americans with Disabilities Act of 1980 (ADA) and its relevant regulations, as amended. DAKC assigns a registered occupational therapist to review all GO!Bus applications received from individuals requesting ADA paratransit service. The application review includes evaluating the written application and may include contacting the individual who completed the application or contacting the health care professional identified as being familiar with the applicant's disability. It may also require an in-person assessment to identify how the applicant's disability would prevent them from using the fixed bus route. The current contract expires March 31, 2026.

PROCUREMENT

This project is a Sole Source procurement. ITP sent an RFP out for this service back in 2021 and only received one bid, from DAKC. This project requires a unique scope of work, and locally only DAKC has proven to possess the expertise to carry out the project. The ADA is a civil rights law and DAKC has the expertise and staff to ensure that a rider is properly deemed disabled and in need of the GO!Bus service.

The monthly fixed fee for Year One represents a 3.3% increase over the current billing rate and the in-person assessment charge represents a 1.2% increase. For years 2 through 5, the annual increase averages 2.7% for the fixed fee and a 1.2% increase for in person assessments. This falls close to the Bureau of Labor Statistics CPI annual increase average of approximately 2.4%. Therefore, the price changes from the current contract to the first year and succeeding years of the new contract are reasonable and fair.

COSTS:	Year 1
Monthly Fixed Fee	\$790.00
Charge Per Application Processed:	
A. Solely from application info	\$32.50
B. Requiring consultation follow-up with professional listed in application	\$78.00
C. Hourly rate for in person assessment	\$164.00
Hourly rate for professional services related to Appeals of Determination	\$128.00

FUNDING

The funds for this program are provided through federal and matching state grants.



INTERURBAN TRANSIT PARTNERSHIP BOARD OF DIRECTORS

RESOLUTION No. 032526

Fiscal Year: 2025-2026

Moved and supported to adopt the following resolution:

Approval is requested from the ITP Board to enter a five (5) year contract with Disability Advocates of Kent County (DAKC) for the provision of ADA paratransit eligibility reviewer services.

BE IT RESOLVED that the ITP CEO is hereby authorized by the ITP Board to enter a five (5) year contract with Disability Advocates of Kent County (DAKC) for the provision of ADA paratransit eligibility reviewer services in accordance with the information presented to the ITP Board on March 25, 2026.

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.

Kris Heald, Board Secretary

Date



Interurban Transit Partnership

DATE: March 25, 2026
TO: ITP Board
FROM: Jason Prescott
SUBJECT: FEBRUARY 2026 PARATRANSIT RIDERSHIP REPORT

Paratransit ridership information for February 2026, as compared to February 2025

	2026	2025	% Change
Total Paratransit Ridership	19,572	18,165	7.7%
ADA Ridership	16,751	15,582	7.5%
Non-Disabled Senior (NDS) Ridership	131	112	17.0%
PASS Ridership	97	153	-36.6%
Network 180	2,119	2,006	5.6%

Ridership averages, as compared to 2025

	2026	2025	% Change
Weekday Ridership	768	695	10.5%
Saturday Ridership	292	244	19.7%
Sunday Ridership	326	236	38.1%

Other Performance Measures

	2026	2025	% Change
On-Time Performance	84.17%	85.93%	-2.0%
On-Time Drop-Off	92.57%	91.76%	0.9%
Average Cost Per Trip	\$35.58	\$42.29	-15.9%

February 2026 Paratransit Ridership and Operating Statistics				
	2026	2025	Change	% Change
ADA				
Clients	1,361	1,265	96	7.6%
Passenger Trips	16,751	15,582	1,169	7.5%
NDS				
Clients	18	18	0	0.0%
Passenger Trips	131	112	19	17.0%
PASS				
Clients	6	9	(3)	-33.3%
Passenger Trips	97	153	(56)	-36.6%
RIDELINK				
Clients	250	168	82	48.8%
Passenger Trips (Performed by The Rapid)	474	312	162	51.9%
TOTALS				
Clients	1,635	1,460	175	12.0%
Passenger Trips	17,453	16,159	1,294	8.0%
Average Weekday Ridership	768	695	73	10.5%
Average Saturday Ridership	292	244	48	19.7%
Average Sunday Ridership	326	236	90	38.1%
All Ambulatory Passengers	12,457	13,165	(708)	-5.4%
All Wheelchair Passengers	4,996	2,994	2,002	66.9%
No - Shows	395	348	47	13.5%
Cancellations	509	446	63	14.1%
Transdev				
Average Cost per Trip	\$35.58	\$42.29	(\$6.71)	-15.9%
Riders per Hour	2.0	2.0	0.0	0.0%
Accidents per Month	9.0	6.0	3	50.0%
Trip Denials	0	0	0	#DIV/0!
NTD Travel Time (minutes)	29	30	-1	-2.0%
NETWORK 180				
Passenger Trips	2,119	2,006	113	5.6%
Average Weekday Ridership	106	100	6	6.0%
TOTAL PASSENGER TRIPS	19,572	18,165	1,407	7.7%
Paratransit Service Quality Statistics: network 180 Excluded				
	2026	2025	% of Trips	% Change
Complaints				
Transdev Complaints	20	27	0.1%	-25.9%
On-Time Performance				
On-Time Compliance - Pick-up	84.17%	85.93%	-1.8%	-2.0%
On-Time Compliance - Drop-off	92.57%	91.76%	0.8%	0.9%

Date: March 25, 2026
To: ITP Present Performance & Service Committee
From: Tim Roseboom – Senior Planner
Subject: FIXED ROUTE RIDERSHIP AND PRODUCTIVITY REPORT – FEBRUARY 2026

OVERVIEW: In February 2026, there was a 6.0% increase in total monthly route ridership as compared to February 2025. Contract services increased 9.0%, and regular fixed route services increased 4.1%. Pre-pandemic ridership recovery is 62.7% compared to February 2020 and 60.1% FY 2026 to date. February 2026 had the same number of weekdays, Saturdays, and Sundays as February 2025. GVSU did not have any closures or academic breaks during February, and GRPS was closed February 16-17 for mid-winter break, which also fell in February in 2025.

BACKGROUND INFORMATION

Monthly Ridership

	February 2026	February 2025¹	% Change
Regular Fixed Route Service (<i>Routes 1–44</i>)	352,707	338,688	4.1%
Contracted Service (<i>GVSU, DASH, GRCC, and Ferris</i>)	240,856	221,053	9.0%
Total Monthly Fixed Route Ridership	593,563	559,741	6.0%

Daily Average Ridership

	February 2026	February 2025¹	% Change
Weekday Total	26,287	25,148	4.5%
Weekday Evening	4,022	3,423	17.5%
Saturday	11,634	9,466	22.9%
Sunday	5,320	4,731	12.4%

Productivity Summary

	February 2026	February 2025¹	% Change
Average passengers per hour per route	14.5	13.8	5.2%
Average passengers per mile per route	1.05	1.00	5.3%
Average farebox recovery percent per route	10.1%	10.4%	-2.7%

Fiscal Year Ridership

	FY 2026	FY 2025¹	% Change
Regular Fixed Route Service (<i>Routes 1–44</i>)	1,767,071	1,775,090	-0.5%
Contracted Service (<i>GVSU, DASH, GRCC, and Ferris</i>)	1,013,089	1,037,810	-2.4%
Total Fixed Route Ridership YTD	2,780,160	2,812,900	-1.2%

¹ Prior-year monthly ridership figures shown in this report may differ from those published in last year’s Committee/Board report for the same month due to delayed farebox data retrieval.

COMPARISON OF FEBRUARY 2026 TO FEBRUARY 2020

Monthly Ridership

	February 2026	February 2020	% Change
Regular Fixed Route Service (<i>Routes 1–44</i>)	352,707	618,961	-43.0%
Contracted Service (<i>GVSU, DASH, GRCC, and Ferris</i>)	240,856	327,051	-26.4%
Total Monthly Fixed Route Ridership	593,563	946,012	-37.3%

Daily Average Ridership

	February 2026	February 2020	% Change
Weekday Total	26,287	42,265	-37.8%
Weekday Evening	4,022	5,508	-27.0%
Saturday	11,634	14,281	-18.5%
Sunday	5,320	7,326	-27.4%

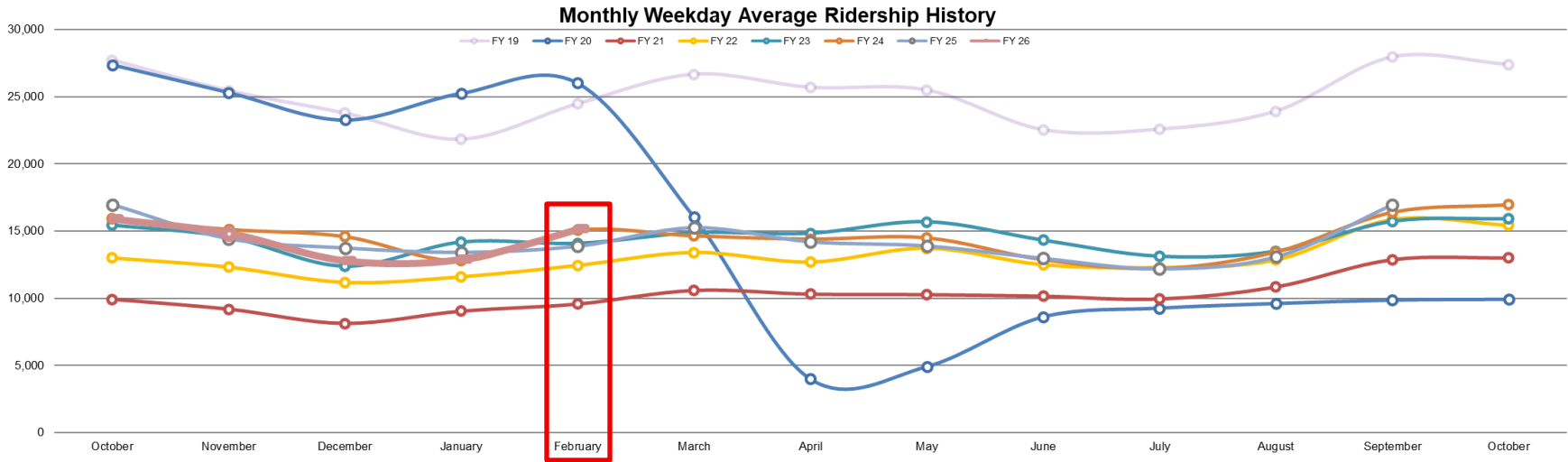
Productivity Summary

	February 2026	February 2020	% Change
Average passengers per hour per route	14.5	21.0	-31.0%
Average passengers per mile per route	1.05	1.61	-34.5%
Average farebox recovery percent per route	10.1%	20.3%	-50.2%

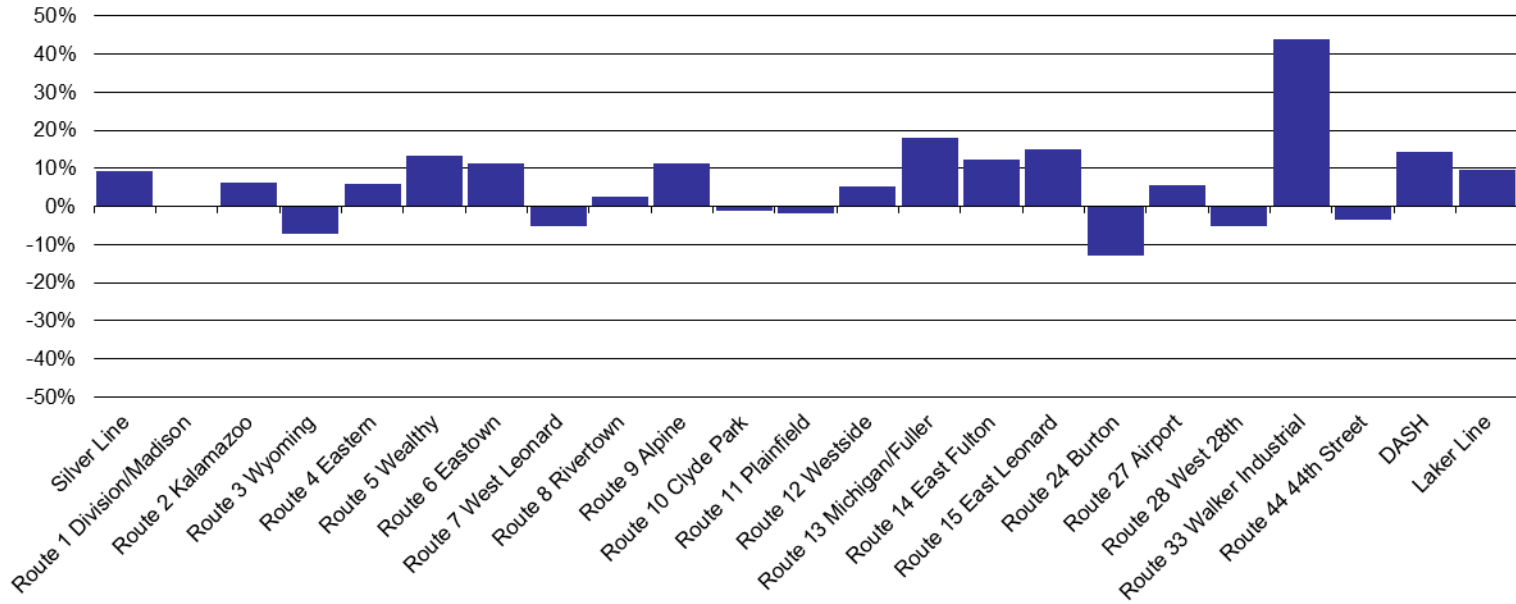
Fiscal Year Ridership

	FY 2026	FY 2020	% Change
Regular Fixed Route Service (<i>Routes 1–44</i>)	1,767,071	3,117,771	-43.3%
Contracted Service (<i>GVSU, DASH, GRCC, and Ferris</i>)	1,013,089	1,509,519	-32.9%
Total Fixed Route Ridership YTD	2,780,160	4,627,290	-39.9%

	Monthly Farebox Recovery	Weekday Farebox Recovery	Saturday Farebox Recovery	Sunday Farebox Recovery
Silver Line	11.33%	11.15%	12.91%	11.43%
Route 1 Division/Madison	10.01%	10.38%	8.58%	7.33%
Route 2 Kalamazoo	10.81%	10.96%	10.92%	8.97%
Route 3 Wyoming/Rivertown	9.94%	10.79%	8.07%	5.45%
Route 4 Eastern	12.00%	12.20%	9.99%	11.84%
Route 5 Wealthy	9.86%	9.90%	9.41%	n/a
Route 6 Eastown	9.15%	9.20%	7.55%	11.87%
Route 7 West Leonard	7.21%	7.07%	8.10%	8.03%
Route 8 Prairie/Rivertown	8.70%	8.93%	8.07%	7.30%
Route 9 Alpine	13.15%	12.76%	14.40%	18.46%
Route 10 Clyde Park	9.52%	9.50%	9.00%	10.93%
Route 11 Plainfield	10.53%	10.41%	10.58%	12.89%
Route 12 Westside	9.52%	9.81%	8.02%	6.62%
Route 13 Michigan/Fuller	10.59%	10.91%	7.70%	n/a
Route 14 East Fulton	10.99%	11.80%	6.50%	n/a
Route 15 East Leonard	13.41%	13.86%	9.13%	14.43%
Route 24 Burton	7.42%	7.62%	5.91%	n/a
Route 27 Airport Industrial	8.40%	8.40%	n/a	n/a
Route 28 West 28th	8.80%	8.84%	7.98%	9.75%
Route 33 Walker Industrial	2.82%	2.82%	n/a	n/a
Route 34 Northridge	2.25%	2.25%	n/a	n/a
Route 44 44th Street	8.99%	9.01%	9.19%	8.43%
Route 1000 Millenium Park	n/a	n/a	n/a	n/a
Route 71 Central 4A	12.51%	12.51%	n/a	n/a
Route 72 Central 10A	20.64%	20.64%	n/a	n/a
Route 73 Union 3A	49.73%	49.73%	n/a	n/a
Route 74 Union 7A	40.61%	40.61%	n/a	n/a
Route 75 Union 10B	40.10%	40.10%	n/a	n/a
Route 76 Union 12A	37.94%	37.94%	n/a	n/a



Percent Change by Route: February 2026 compared to February 2025





Interurban Transit Partnership

Date: March 25, 2026
To: ITP Board of Directors
From: Linda Medina, Director of Finance
Subject: January 2026 Financial Statements

I have attached the January 31, 2026, statements for both general operations and grants for your review. There is no Professional Development and Travel activity to report for January.

FY 25/26 YTD Operating Statement Analysis

Total revenues and expenses are trending favorably through January 2026. Revenues are 4.9% over budget while expenses are 2.6% under budget. Property taxes and investment income are continuing to be favorable. Fuel costs (CNG and diesel) continue to be lower than forecasted. Contract services are under budget due to the rebidding of the cleaning contracts, which resulted in lower than anticipated costs compared to the original budget.

Please feel free to reach out to me directly at (616) 774-1149 or lmolina@ridetherapid.org with any additional questions regarding the attached financial reports.

The Rapid
General Operating Statement
Year To Date as of January 31, 2026

	YTD as of January 31, 2026		Variance		FY 24/25		Current Year
	Budget	Actual	\$	%	YTD \$ Actual	YTD % Variance	FY 25/26 Annual Budget
Revenues and Operating Assistance							
Passenger Fares	\$ 1,536,418	\$ 1,439,823	\$ (96,595)	-6.3%	\$ 1,464,844	-2%	\$ 4,813,645
Sale of Transportation Services							
CMH Contribution	152,163	124,824	(27,339)	-18.0%	119,467	4%	461,985
Dash Contract	838,224	857,840	19,616	2.3%	876,107	-2%	2,501,834
Grand Valley State University	1,603,286	1,394,944	(208,342)	-13.0%	1,406,581	-1%	4,583,236
Van Pool Transportation	-	-	-	0.0%	-	0%	-
Township Services	67,988	74,503	6,515	9.6%	75,294	-1%	185,918
Other	114,781	106,624	(8,157)	-7.1%	113,656	-6%	360,063
Subtotal Sale of Transportation Services	2,776,442	2,558,735	(217,707)	-7.8%	2,591,105	-1%	8,093,036
State Operating	5,174,785	5,607,784	432,999	8.4%	5,153,093	9%	15,339,950
Property Taxes	7,353,916	7,689,745	335,829	4.6%	7,196,552	7%	22,061,749
Advertising & Miscellaneous	633,920	1,029,652	395,732	62.4%	885,739	16%	1,660,675
Subtotal Revenues and Operating Assistance	17,475,481	18,325,739	850,258	4.9%	17,291,333	6%	51,969,055
Grant Operating Revenue	-	-	-	0.0%	-	0%	-
Unrestricted Net Reserves	-	-	-	0.0%	-	-	8,030,753
Total Revenues and Operating Assistance	\$ 17,475,481	\$ 18,325,739	\$ 850,258	4.9%	\$ 17,291,333	6%	\$ 59,999,808
Expenses							
Salaries and Wages							
Administrative	\$ 2,808,593	\$ 2,248,867	\$ (559,726)	-19.9%	\$ 2,102,363	7%	\$ 8,113,721
Operators	5,839,947	5,156,276	(683,671)	-11.7%	4,971,119	4%	16,870,956
Maintenance	1,342,851	1,203,300	(139,551)	-10.4%	905,901	33%	3,879,337
Subtotal Salaries and Wages	9,991,391	8,608,444	(1,382,947)	-13.8%	7,979,384	8%	28,864,014
Benefits	3,425,306	3,107,614	(317,692)	-9.3%	3,025,189	3%	10,431,981
Contractual Services	1,663,124	1,462,968	(200,155)	-12.0%	1,174,778	25%	5,538,372
Materials and Supplies				0.0%			-
Fuel and Lubricants	582,051	515,123	(66,928)	-11.5%	577,652	-11%	2,273,730
Other	824,922	824,655	(267)	0.0%	577,797	43%	2,672,063
Subtotal Materials and Supplies	1,406,973	1,339,778	(67,195)	-4.8%	1,155,448	16%	4,945,793
Utilities, Insurance, and Miscellaneous	2,074,261	1,995,222	(79,039)	-3.8%	2,261,302	-12%	5,967,010
Purchased Transportation	3,008,630	2,871,239	(137,391)	-4.6%	2,859,786	0%	9,252,638
Expenses Before Capitalized Operating	21,569,685	19,385,266	(2,184,419)	-10.1%	18,455,887	5%	64,999,808
Capitalized Operating Expenses	(1,666,668)	-	1,666,668	-100.0%	(445,351)		(5,000,000)
Total Operating Expenses	\$ 19,903,017	\$ 19,385,266	\$ (517,751)	-2.6%	\$ 18,010,536	8%	\$ 59,999,808
Net Surplus/(Deficit) without Net Reserves		\$ (1,059,527)			\$ (719,203)		
Net Surplus/(Deficit) with Net Reserves							

Interurban Transit Partnership
Grant Revenues & Expenditures
Month Ended 01/31/26

	Adopted Budget	Amended Budget	Month To Date	Year To Date	Balance	Percent Target 33%
<u>Grant Revenue</u>						
1. Federal Grant Assistance	19,310,779	19,310,779	280,228	12,414,214	6,896,565	64%
2. State Grant Assistance	4,827,695	4,827,695	70,057	3,103,553	1,724,142	64%
3. Transfer In - Operating Budget	0	0	0	0	0	100%
4. Use of Restricted Net Assets	0	0	0	0	0	100%
5. Other Local	0	0	0	0	0	100%
6. Total Grant Revenue	24,138,474	24,138,474	350,285	15,517,767	8,620,707	64%
<u>Labor</u>						
7. Administrative Salaries	40,000	38,900	1,392	4,703	34,197	12%
8. Driver Wages	0	0	0	0	0	100%
9. Temporary Wages	0	0	0	0	0	100%
10. Fringe Benefit Distribution	20,000	20,000	218	1,293	18,707	6%
11. Total Labor	60,000	58,900	1,610	5,996	52,904	10%
<u>Material & Supplies</u>						
12. Tires & Tubes	900,000	900,000	41,603	94,067	805,933	10%
13. Office Supplies	1,000	1,000	0	0	1,000	0%
14. Printing	1,000	4,100	0	0	4,100	0%
15. Total Material & Supplies	902,000	905,100	41,603	94,067	811,033	10%
<u>Purchased Transportation</u>						
16. Purchased Transportation	1,200,000	1,100,000	0	0	1,100,000	0%
17. Specialized Services	795,474	795,474	0	0	795,474	0%
18. Total Purchased Transportation	1,995,474	1,895,474	0	0	1,895,474	0%
<u>Other Expenses</u>						
19. Dues & Subscriptions	30,000	30,000	0	22,596	7,404	75%
20. Professional Development	30,000	28,000	0	1,111	26,889	4%
21. Miscellaneous	0	0	0	0	0	100%
22. Total Other Expenses	60,000	58,000	0	23,707	34,293	41%
<u>Leases</u>						
23. Office Lease	0	0	0	0	0	100%
24. Transit Center Lease	0	0	0	0	0	100%
25. Storage Space Lease	0	0	0	0	0	100%
26. Total Leases	0	0	0	0	0	100%
<u>Capital</u>						
27. Rolling Stock	10,463,411	11,063,417	117,747	11,062,044	1,373	100%
28. Facilities	1,208,000	3,908,000	98,847	3,680,135	227,865	94%
29. Equipment	938,843	938,843	0	33,249	905,594	4%
30. Other	4,053,116	853,110	90,478	564,549	288,561	66%
31. Total Capital	16,663,370	16,763,370	307,072	15,339,977	1,423,393	92%
32. Planning Services	457,630	457,630	0	54,020	403,610	12%
33. Capitalized Operating	4,000,000	4,000,000	0	0	4,000,000	0%
34. Total Expenditures	24,138,474	24,138,474	350,285	15,517,767	8,620,707	64%



Interurban Transit Partnership

Finance Committee Members

Mayor Gary Carey

Mayor Katie Favale

Steven Gilbert

Mayor Steve Maas

FINANCE COMMITTEE MEETING MINUTES
Not approved by Committee

Wednesday, January 21, 2026 – 4:00 p.m.

Rapid Operations Center Training Room (335 Bartlett, SW)

ATTENDANCE:

Committee Members Present:

Mayor Carey, Mayor Favale, Steven Gilbert

Committee Members Absent:

Mayor Maas

Rapid Attendees:

Kris Heald, Linda Medina, Deb Prato, Steve Schipper

Public Attendees:

Joshua Laramy (BDO)

Mayor Carey called the meeting to order at 4:07 p.m.

1. PUBLIC COMMENT

No public comment

2. MINUTES – November 5, 2025

Chairman Mayor Carey entertained a motion to approve the meeting minutes from November 5, 2025. Mayor Favale motioned to approve, and Mr. Gilbert supported it. The motion passed unanimously.

3. DISCUSSION

a. FY24/25 Audit (BDO), Mr. Joshua Laramy

Mr. Laramy presented a high-level overview of the audit.

Mr. Laramy has been managing The Rapid’s account for 8 years.

Audit Highlights:

- Completed federal NTD procedures, expecting a modified opinion.
- No issues or findings; records and documentation were readily available.
- Revenue recognition and higher-risk areas reviewed in depth, no concerns.

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

- No uncorrected errors or material misstatements.
- Significant risks related to expenses and revenue tested, no issues with journal entry controls.
- Policies and procedures deemed business as usual with no disagreements.

Mayor Carey thanked Ms. Prato, Mr. Schipper and Ms. Medina for their detailed work.

Financial Statement Highlights:

Opinion Letter (Pages 406); Unmodified opinion; all material accurate.

Balance Sheet (Pages 14-15):

- Pension assets increased by \$800,000.
- Total assets decreased by \$1M
- Liabilities decreased by \$3.2M
- Net position decreased but remains very healthy.

Income Statement (Page 16):

- Revenue decreased by \$1.11M to \$66.4M.
- Expenses increased by \$4.5M; benefits up by \$2.1M.
- Cash flow increased by \$5.8M.

b. November 2025 Operating Statement, Ms. Linda Medina

Ms. Medina presented the November 2025 Operating Statement.

Revenue Trends:

Bus advertising revenue is increasing annually, fares stable.

Expense & Programs:

- Utilities slightly up; no significant control issues.
- New programs implemented, including dispatch relocation and the line haul investments.
- Budget vs. Actual: Revenue \$51M vs \$58.2M budget; expenses at \$48.4M.
- Reserves not used; funds are being replenished.

Pension Funding:

- Union: 109% funded.
- Admin: 104% funded.
- A \$27,000 contribution has been made for the current year.

Ms. Medina is asking this committee to recommend this FY24/25 Audit to the board for approval.

Chairman Mayor Carey entertained a motion to recommend this FY 24/25 Audit to the board for approval. Mayor Favale motioned to approve, and Mr. Gilbert supported it. The motion passed unanimously.

4. ADJOURNMENT

This meeting was adjourned at 4:45 p.m.

The next meeting is scheduled for April 15, 2026

Respectfully submitted,



Kris Heald, Board Secretary

Future Planning & Innovations Committee Members

Rick Baker

Andy Guy

Jack Hoffman

Paul Troost

FUTURE PLANNING & INNOVATIONS COMMITTEE MEETING MINUTES
Not approved by Committee

Monday, February 9, 2026 – 8:30 a.m.

Rapid Operations Center (335 Bartlett SW)

ATTENDANCE:

Committee Members Present:

Rick Baker, Andy Guy, Jack Hoffman, Paul Troost

Committee Members Absent:

Rapid Attendees:

Josh Brink, Kris Heald, Nick Monoyios, Jason Prescott, Andy Prokopy, Steve Schipper, Tim Roseboom

Public Attendees:

Mr. Schipper called the meeting to order at 8:33 a.m.

1. PUBLIC COMMENT

No Public Comment

2. MINUTES – May 12, 2025

Mr. Schipper asked for any changes or corrections to the meeting minutes from May 12, 2025, there was none. The meeting minutes passed as submitted.

3. DISCUSSION – Mr. Nick Monoyios

a. Current Winter 2026 Service

Mr. Monoyios reported on the slides presented in the meeting packet.

Current Service Overview:

- The system includes 21 regular Fixed Routes, 2 BRTs, 5 off-campus routes (GVSU, GRCC, Ferris, and trippers to GRPS).
- Schedules are built three times a year; summer (May), fall (last week of August), and winter (first Monday after New Year's).
- The planning team review data and monitors performance during the initial months of each cycle.
- Final schedule adjustments are made in March for the upcoming summer, fall, and winter services.

Summer Service Adjustments:

- Service reductions occur due to school schools.

- Specific routes like the Bulldog Line (Ferris shuttle to Big Rapids) and Laker Line (off-campus shuttle) are suspended or modified.
- The Laker Line shifts to 15-minute service all day during summer.
- Considerations include optimizing drop-off and pick-up times for daycare, and potential adjustments to pulse layovers a Rapid Central Station.

Contract and Service Changes:

- The Special Olympics of Michigan (SOMI) no longer has a contract, which previously extended Route 10 to 68th Street, Pine Rest, and Corewell.
- Route 10 now terminates at 54th Street Meijer.
- Byron Center service has lapsed; efforts are underway to explore extensions for non-profits and other community needs.
- Impact on paratransit services south of 60th Street is significant if certain segments are discontinued.

Route Refinements Under Consideration:

- Route 33 may be rerouted to serve Walker City Hall, Library, and Fitness Center, increasing trip generation opportunities.
- Route 15's current route through Leffingwell and the Kent Tech Center may be adjusted to improve efficiency, especially in evenings and weekends.
- Route 12 might be optimized by maintaining on Wealthy route to improve transfer times at Central Station, especially with upcoming Amphitheater developments.
- Route 1 (U of M Health Campus) is being examined for streamlining due to its sprawling layout and time-consuming routing.

b. Summer 2026 Service – Preparation and Influences

- The planning team maintains a regular communication cadence with GVMC (Grand Valley Metropolitan Council) and MDOT (Michigan Department of Transportation).
- These collaborations involve all municipalities and jurisdictions with the region, focusing on coordinating construction projects, detour planning, and schedule adjustments.
- This ongoing dialogue helps refine service schedules, minimize disruptions, and ensure smooth operations for customers and operators.
- The team also discusses improvements to bus stop design and amenities, particularly related to road reconstruction projects and development activities.
- Engaging with cities with the six cities, especially those with master plans or zoning updates, allows for proactive planning to enhance stop locations and customer experience.

c. 2026 Coordination Opportunities

Mr. Monoyios noted with the upcoming major venues like the Amphitheatre and Soccer Stadium, the focus is on ensuring transportation services are optimized.

- The goal is to provide the best possible level of service while minimizing negative impacts such as congestion and operational challenges.
- Proactive planning and coordination are essential to address the increased trip demand and large crowds expected at these major event locations.

d. Transportation Demand Management (TDM) Update

- The Rapid is involved in regional projects, notably the GVMC Transportation Demand Management Project.
- Currently, a regional survey is underway, distributed online by The Rapid.
- The purpose is to understand regional travel behaviors, tendencies, and thresholds-such as how much time or cost factors influence switching to alternative transportation modes.
- Gathering this data helps identify when people decide to seek other transportation options.

- Collaboration among all stakeholders aims to optimize transportation modes and improve regional mobility, making transportation more efficient and accessible for everyone.

e. Kent County Mobility Study Update

- The study has recently concluded, resulting in four main recommendations:
 1. Demand Response Service
 2. Mobility Management and Education
 3. Express & Fixed Route Services
 4. Supporting Services and Infrastructure
- Questions remain about governance and funding models, including community partnerships, county-level coordination, and potential formation of a new Public Transportation Authority.
- The Steering Committee agreed that further exploration is needed-There are additional issues and opportunities to consider.
- GVMC has committee to further analyze these recommendations and will take the lead in advancing this work.

Mr. Baker inquired about the Amphitheatre opening in May and the impact of upcoming events, such as concerts, on service frequency.

Mr. Schipper noted challenges in coordinating event schedules ahead of time, especially since initially there were no overlapping Van Andel events, but now at least six overlaps are expected.

Mr. Baker sees this as an opportunity for The Rapid to promote a Park N Ride to accommodate event attendees.

Mr. Schipper mentioned that Rapid Central Station, only a block and a half away, is easily walkable, and routes can bring concertgoers directly there.

Mr. Baker emphasized the need for monitoring during concerts and soccer games to dynamically adjust schedules accordingly.

Mr. Monoyios noted that they are examining the implications of extending evening service beyond the current last pulse at 10:00 p.m., with the goal of encouraging transit as a viable and convenient transportation option for evening events.

f. Reporting Ridership & Performance Data

Mr. Tim Roseboom presented a recap of ridership reporting methods.

Fare Payment Data Collection:

- Five methods used:
 - Wave Card
 - Contactless payments
 - GFI Farebox
 - Cash
 - Key Count (e.g., GVSU, Senior, free ADA, Child)
- Routes that do not charge fares include DASH and most of the Laker Line.

Data Storage Systems:

- Init: Stores Wave Card data with transaction timestamp, route, geolocation, and amount. Mr. Roseboom retrieves this twice weekly for monthly reporting.
- Avail: Stores Automatic Passenger Counter (APC) data, used for dispatch and route management, including trip details like route, location, and time.
- GFI System: Stores cash and key count transactions, tracking amounts and key associations. Data is pulled monthly.

Productivity and Ridership Reports:

- Total ridership, including weekday and weekend data.

- Passengers per hour and per mile.
- Farebox recovery ration.
- These data points are compiled into comprehensive reports comparing current month versus previous year, ridership by fare category, contract routes, paratransit, service days, fiscal year-to-date, and quarterly totals.

Efficiency Metrics:

- Standard deviation rankings assess routes based on productivity, efficiency, and effectiveness scores.

MDOT Quarterly Report:

- Includes data on hours, miles, passengers by day of week, trip type, and paratransit, used for external reporting.

System Summary:

- Updated monthly with productivity metrics.
- Tracks average daily ridership by route and day type.
- Monitors changes over months and supports annual performance analysis.

Importance of Monthly Reporting:

- Data feeds into the National Transit Database (NTD), managed by the Federal Transit Administration (FTA).
- Ridership and trip length data are used to calculate passenger miles, which influence federal funding allocations.
- Approximately 80% of the agency's capital budget relies on these federal funds distributed based on this data.

On Time Performance – Mr. Josh Brink

Mr. Brink presented a high-level overview of On-Time Performance.

Methodology:

- Data is collected from buses and categorized into three buckets:
On Time
Early
Late
- Data points log the actual arrival times relative to the schedule.
- The goal is to achieve 90% on-time performance.
- Timing thresholds:
Late: more than 5 minutes after scheduled time
On Time: 0-5 minutes early
- The data is analyzed by date and route to identify patterns.

Purpose and Use:

- The data helps the team identify consistent issues, such as detours, that impact OTP.
- By analyzing these patterns, routes can be tweaked to improve overall performance.
- The goal is to serve customers as effectively as possible by making data-driven adjustments.

Business Intelligence Suite from Avail – Mr. Nick Monoyios

- The suite offers a wide range of analytical tools and features.
- Capabilities include tracking Key Performance Indicators (KPIs), maintenance planning, and more.

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

- The data can be broken down by various characteristics and activity types to support detailed analysis and decision-making.

g. 2026 Conference Opportunities

Mr. Monoyios presented the upcoming conference opportunities:

- MCX Workshop in Savannah, GA
- Legislative Conference in Washington, DC
- Mobility Conference in Salt Lake City, UT
- Workforce Summit in Salt Lake City, UT
- Annual APTA Expo in Chicago, IL

APTA

- Transit Board Members & Board Administrators Seminar in Detroit, MI
- ATPAtch in St. Louis, MO
- Transit Ballot Initiatives Workshop in Nashville, TN
- Mpact formerly RailVolution in Ontario Canada

Mr. Troost inquired about what happened to the proposed West Michigan Express service to Holland. Mr. Monoyios noted the last time this committee met was last May 2025 there was interest in supporting a pilot, but it didn't get anywhere with the funding. It was approximately \$2M for a three-year pilot and it was all designed and flushed out implementation strategy which was a part of the TMP however it remains on the radar.

Mr. Schipper noted there is a bucket of money that the MPTA is trying to decide how it is to be spent, and conversations are ongoing.

Mr. Guy asked if it was special initiative money. Mr. Schipper replied when they did the LBO change, there's a bucket of money they didn't really specify how it was to be spent.

Mr. Hoffman recognizes the strengths in data and regional economic development, emphasizing that a thriving urban core is vital for overall regional health. While acknowledging that ridership levels are a concern, he attributes this more to broader societal and economic factors rather than the performance of The Rapid itself.

His optimism about the upcoming millage in 2029 and the potential for increased support at the state and regional levels suggests a strategic outlook. He advocates for exploring innovative regional transportation models, inspired by cities like Austin, TX, to enhance connectivity beyond the urban core. Additionally, he stresses the importance of support from surrounding rural counties-such as Allegan, Ionia, and Barry-highlighting that their economic well-being depends on a robust regional transportation network, even if their residents do not directly use it.

Mr. Troost highlighted The Rapid's recent assistance in Ottawa County following a pile-up, praising the service and community support involved. However, he raised the question of funding – asking who bears the costs for providing these emergency assistance services.

Mr. Schipper responded by noting that the Ottawa County incident involved Hudsonville Public Schools, and the Rapid's help at the M6 accident was supported through existing MOUs with the emergency management division, primarily within the six cities. He also mentioned that The Rapid facilitated transportation for evacuees to the Cascade Library.

Furthermore, Mr. Schipper explained that this kind of community support began after the helicopter crash on Butterworth, emphasizing that such efforts are rooted in community goodwill and collaborative emergency response.

Mr. Baker shared a perspective that challenges the current mindset regarding ridership. He expressed concern that there's a sense of acceptance about declining ridership levels, even though

the city and local businesses are growing. He believes an attitude adjustment is needed, emphasizing that we shouldn't be satisfied with these declines.

He revisited the upcoming new venues, questioning what proactive strategies are in place to boost ridership. Mr. Baker emphasized that it's our responsibility to actively create our own customers rather than passively accept the trend. He advocated for the committee to have open discussions about specific initiatives-such as a park-and-ride campaign-and possibly retraining the community's mindset from a car-centric society to one that embraces public transportation as a viable option.

Mr. Hoffman expressed appreciation for the Chamber's role in championing the urban core, while also highlighting the competitive landscape for transportation funding. He noted that various sectors-such as the trucking industry and rural county road commissions-receive significant subsidies, and that these subsidies somewhat dilute the funding available for public transportation. He believes that the state has not contributed enough to provide the level of service needed and emphasized that higher ridership would likely lead to more frequent and improved service.

Mr. Troost added to the discussion about shifting community attitudes, suggesting that a targeted advertising campaign could be effective. He proposed creating ads or commercials that showcase the positive experience of riding the bus-highlighting comfort, convenience, and the pleasant aspects of transit-to help reframe public perception and encourage more people to consider using public transportation.

Mr. Monoyios added that with the Transportation Demand Management (TDM) project with the outreach, we are identifying many barriers and issues. He noted many people don't know how to ride a bus.

Mr. Baker feels there may need to be a cultural training to get people to change their minds. He feels we do bite size pieces. Change behaviors around events.

Mr. Baker inquired about the data from the COA analysis, can we look at the BRTs, and do they get better ridership, and the regular fixed routes get or are there any comparisons? How do we decide when it's time to invest in the next BRT and what that route would be. He feels this is the future planning committee and we should be discussing future stuff.

Mr. Schipper appreciated the comments from Mr. Baker. He noted that leadership team meets internally on a weekly basis to discuss the data and the customer feedback and find what opportunities there may be

Mr. Baker asked if we lose people when they need to make a transfer. Mr. Schipper noted 30% of our customers are a 2-seat ride.

Mr. Monoyios added what the mode split. While we look at a map, we can connect as many lines as we want, we have data to show the propensity, how likely someone would use that as a transit trip. The question is, do we increase frequency or add more service.

Mr. Roseboom jumped in regarding mode split as he reviews that data frequently. The mode split on the two BRT corridors, is two to three times better than in other corridors with higher ridership.

Mr. Guy supports Mr. Baker's comments. He noted we have a TMP with great ideas. One thing he is hearing is this group wants to be a little more active in prioritizing those action items. He encourages the group to keep the TMP recommendations in front of us and all of it with an eye towards 2028 when this is on a ballot. What we are telling people we are going to do with the millage, and what service we are going to provide, and the time to do the future planning innovation is right now. He would like to see the agendas to be more action oriented in that direction and he is happy to help with that.

Mr. Baker added he is not usually advocating for more meetings; however, the next meeting isn't until June and perhaps this committee could meet before then. He agrees with Mr. Guy that how we can use this committee to drive innovation and ridership.

4. ADJOURNMENT

This meeting was adjourned at 9:35 a.m.

The next meeting is scheduled for June 8, 2026

Respectfully submitted,



Kris Heald, Board Secretary