

THE RAPID

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CLARK
COMMUNICATIONS

The Rapid Transit Master Plan

Steering Committee Meeting

June 5, 2023

Delivering a better world

Agenda

- Welcome/Mentimeter Quiz
- Rapid 101 Overview
- Guiding Principles and 20 Year Goals Update
- Transit Discussion - Mentimeter
- Monthly Review/Status Update
 - Public Involvement
 - Technical Tasks Update
- Schedule
- Next Steps



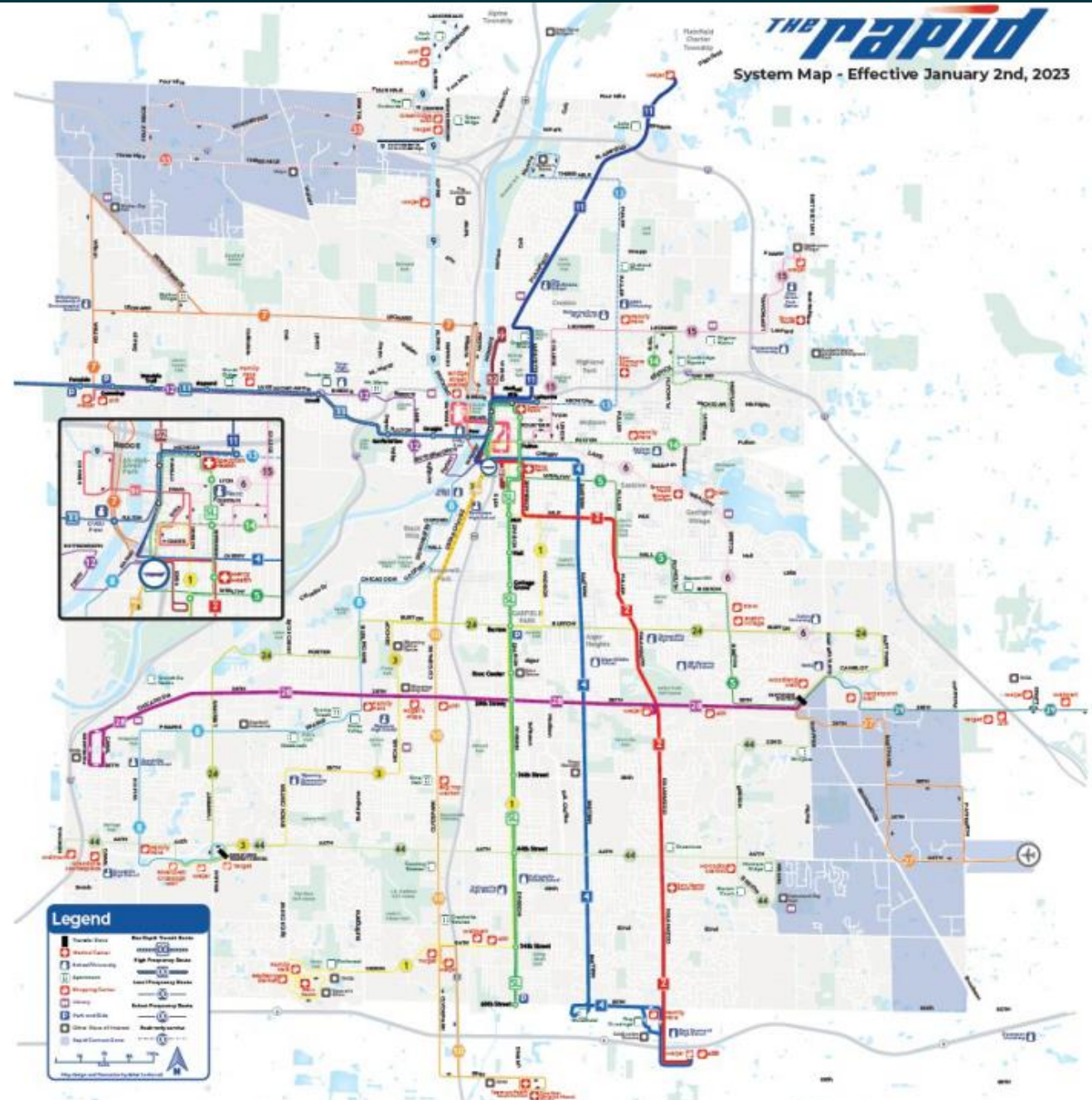
THE RAPID 101

Mission Statement

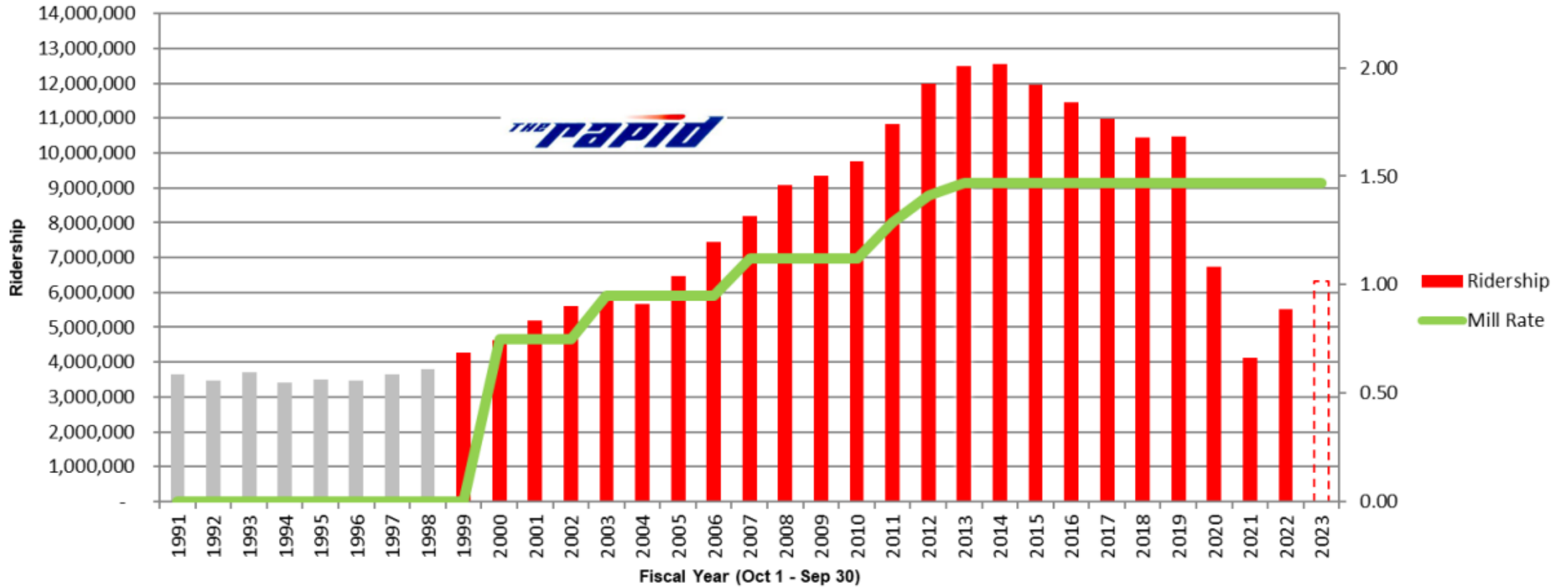
Our mission is to create, offer, and continuously improve a flexible network of regional public transportation options and mobility solutions.

OUR SERVICES

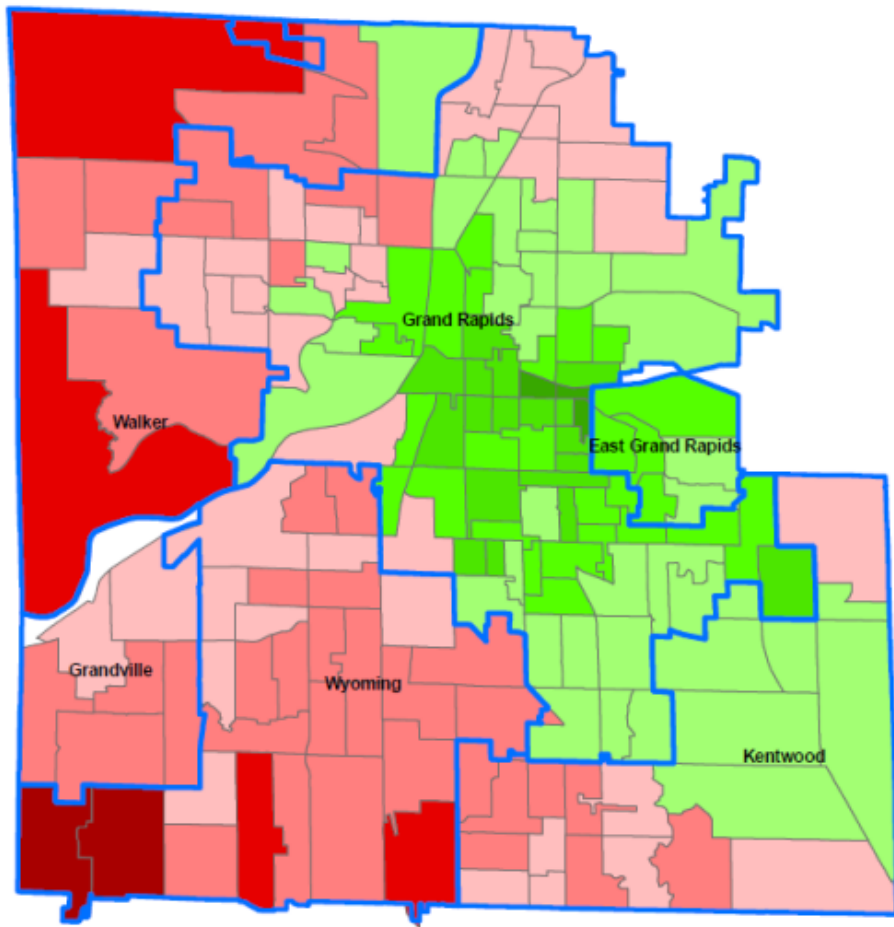
- 28 Fixed Routes
- 2 BRTs
- 2 Rapid Connect
- P.A.S.S.
- Go!Bus



History of Transit Use in The Rapid Service Area: Fiscal Year 1991 - 2023



THE RAPID 2011 Millage Results



Legend

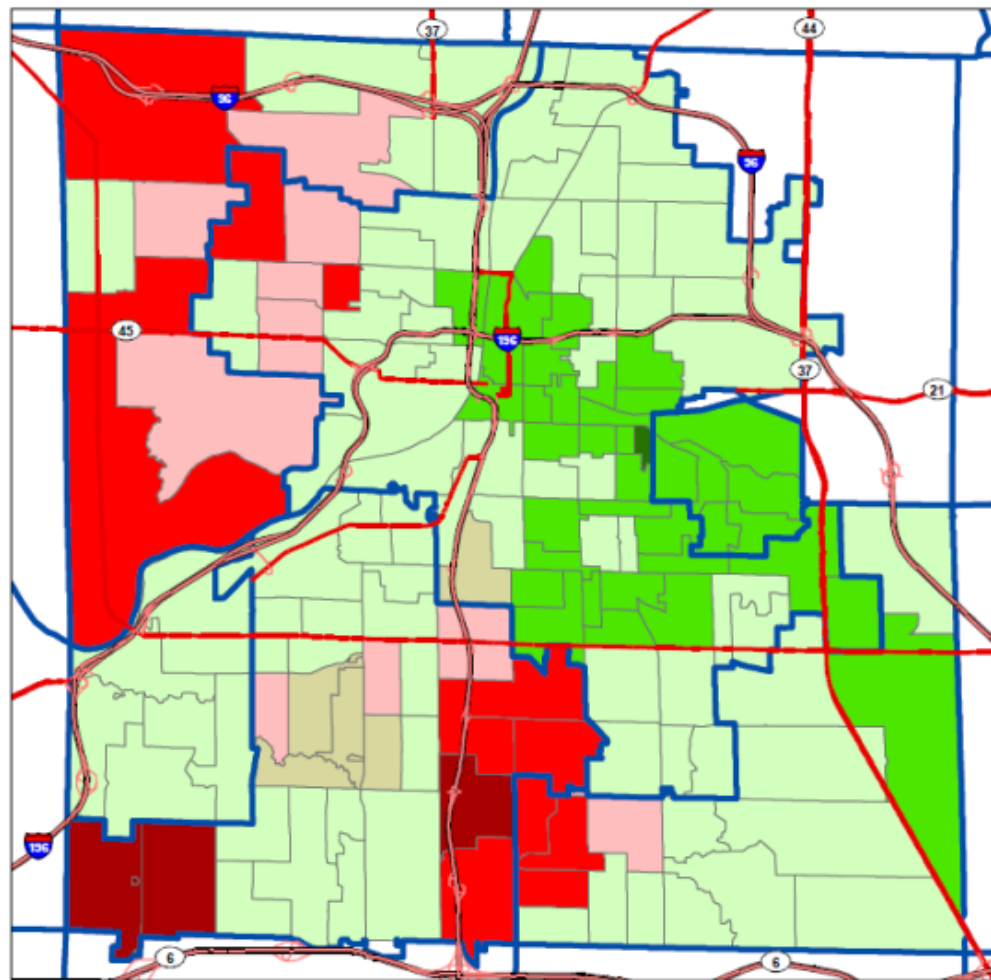
Percentage of YES vote by precinct

	18.49% (the lowest YES vote)		50.0% - 62.5%
	18.5% - 25.0%		62.5% - 75.0%
	25.0% - 37.5%		75.0% - 87.5%
	37.5% - 50.0%		87.5% - 89.42% (the highest YES vote)



Nicholas Monoyios - May 5th, 2011

2017 Rapid Renewal Millage - % Yes Votes



Legend

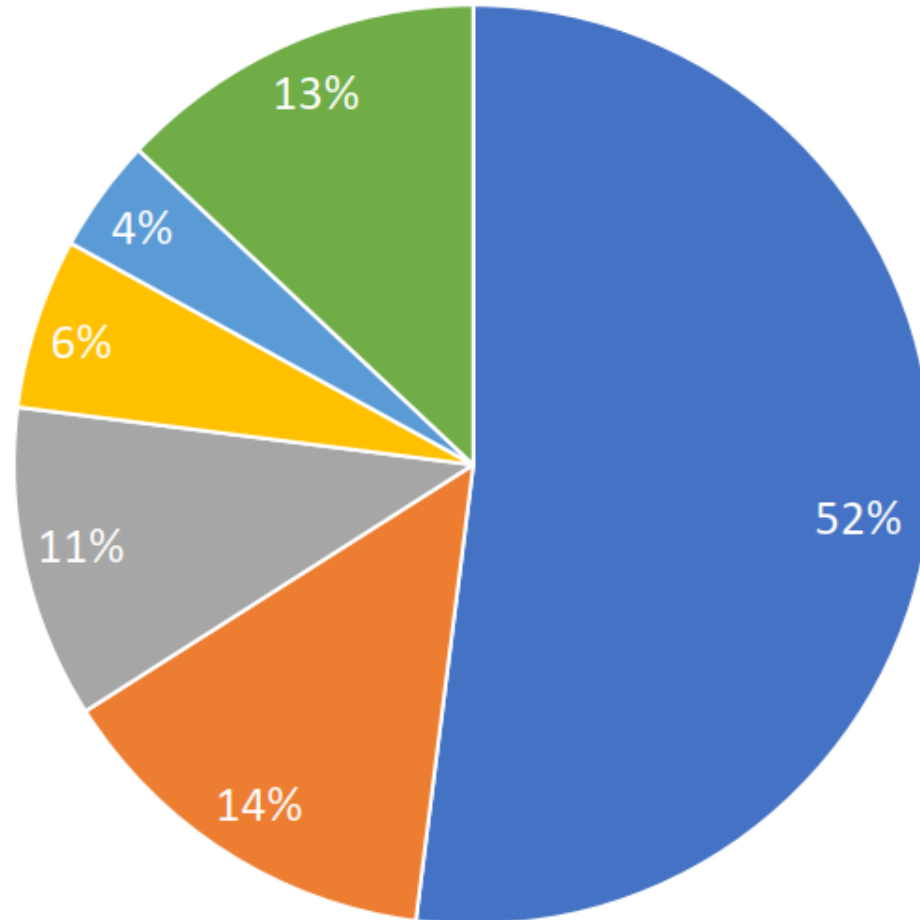
Six City Wards & Precincts

	37.037 - 39.999		51.001 - 69.999
	40.000 - 44.999		70.000 - 89.999
	45.000 - 49.000		90.000 - 91.667
	49.001 - 51.000		



Nicholas Monoyios - The Rapid - Nov 2017
Source: BEGIS - Kent County

2022 TRIP PURPOSE

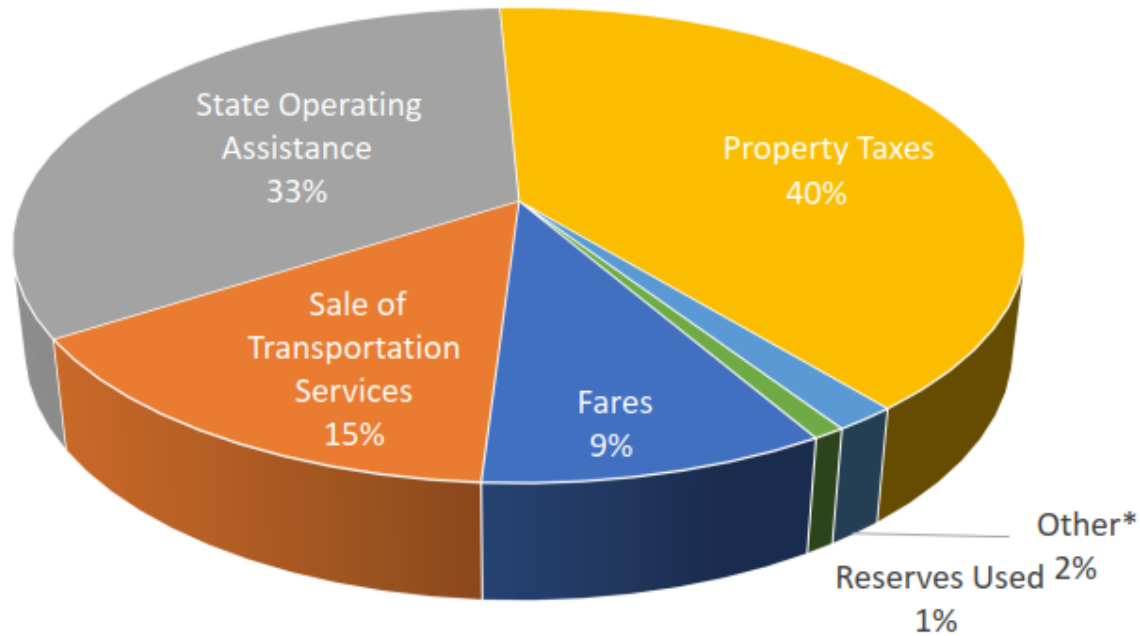


- Work
- School
- Shopping
- Healthcare
- Social
- Other

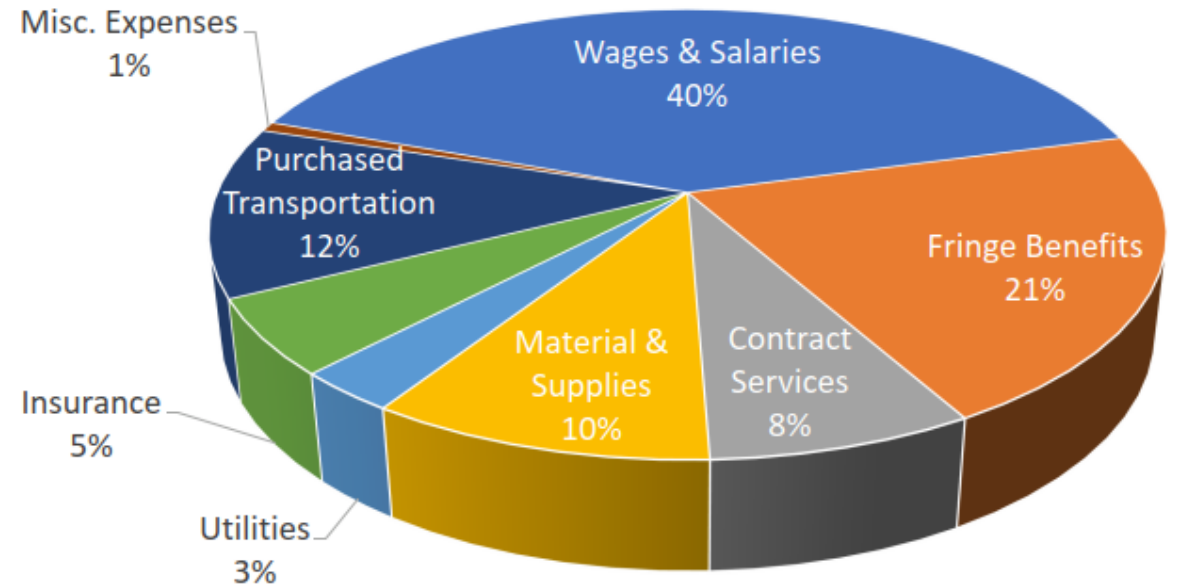


FY2022 OPERATING BUDGET

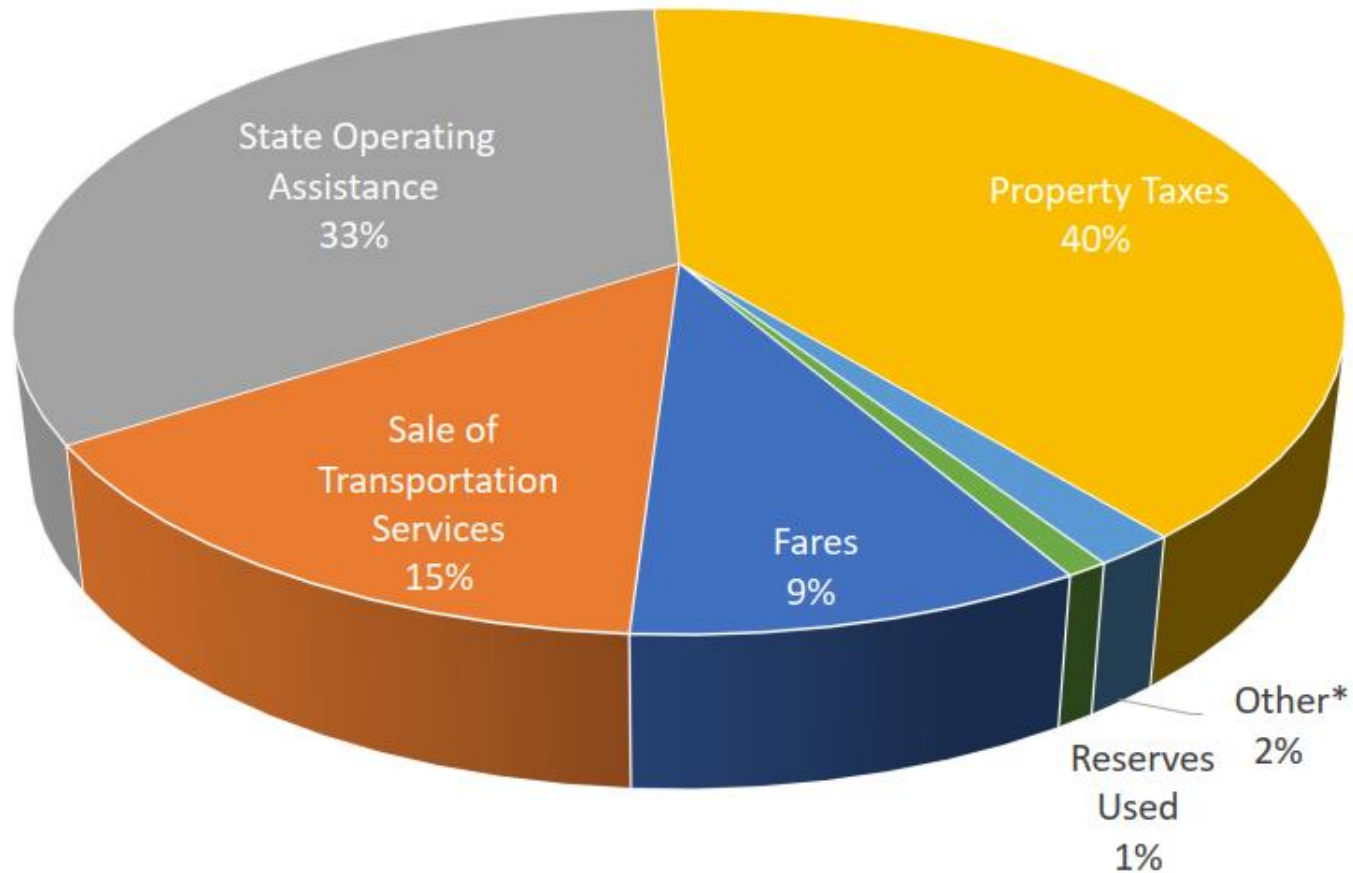
Revenues



Expenses

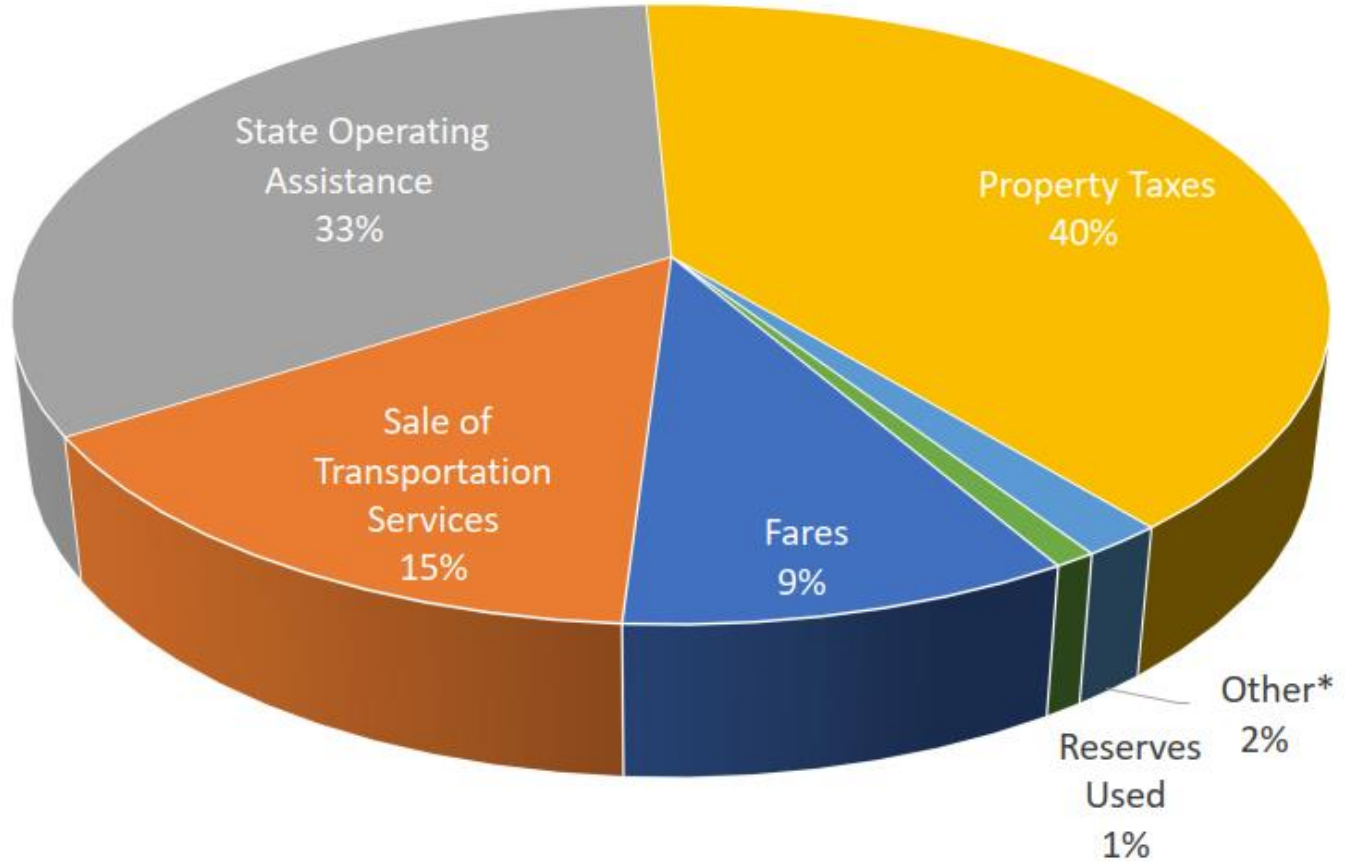


FY22 Operating Revenues



- Property Taxes
- Contracts
- Advertising

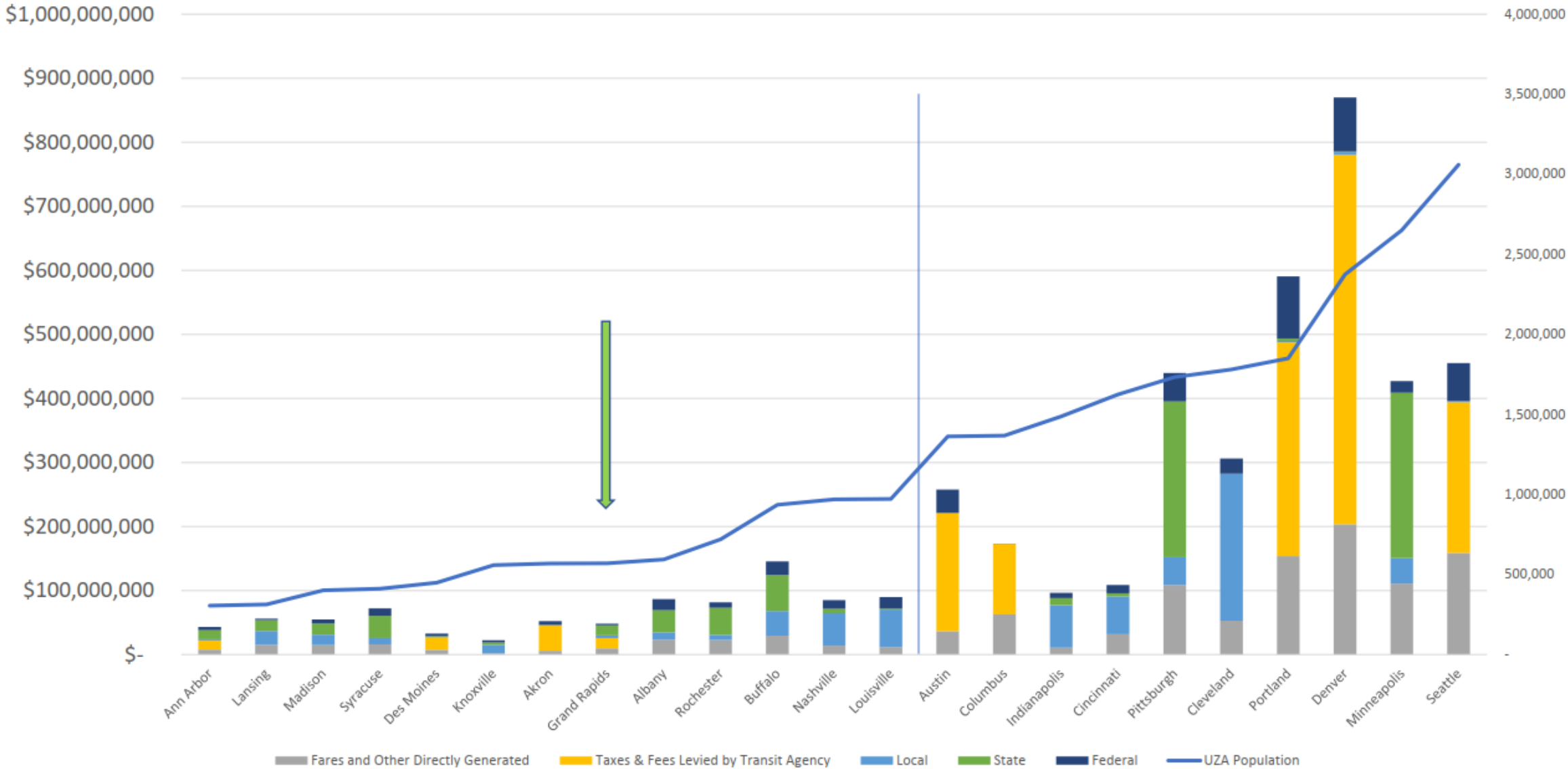
FY22 Operating Revenues



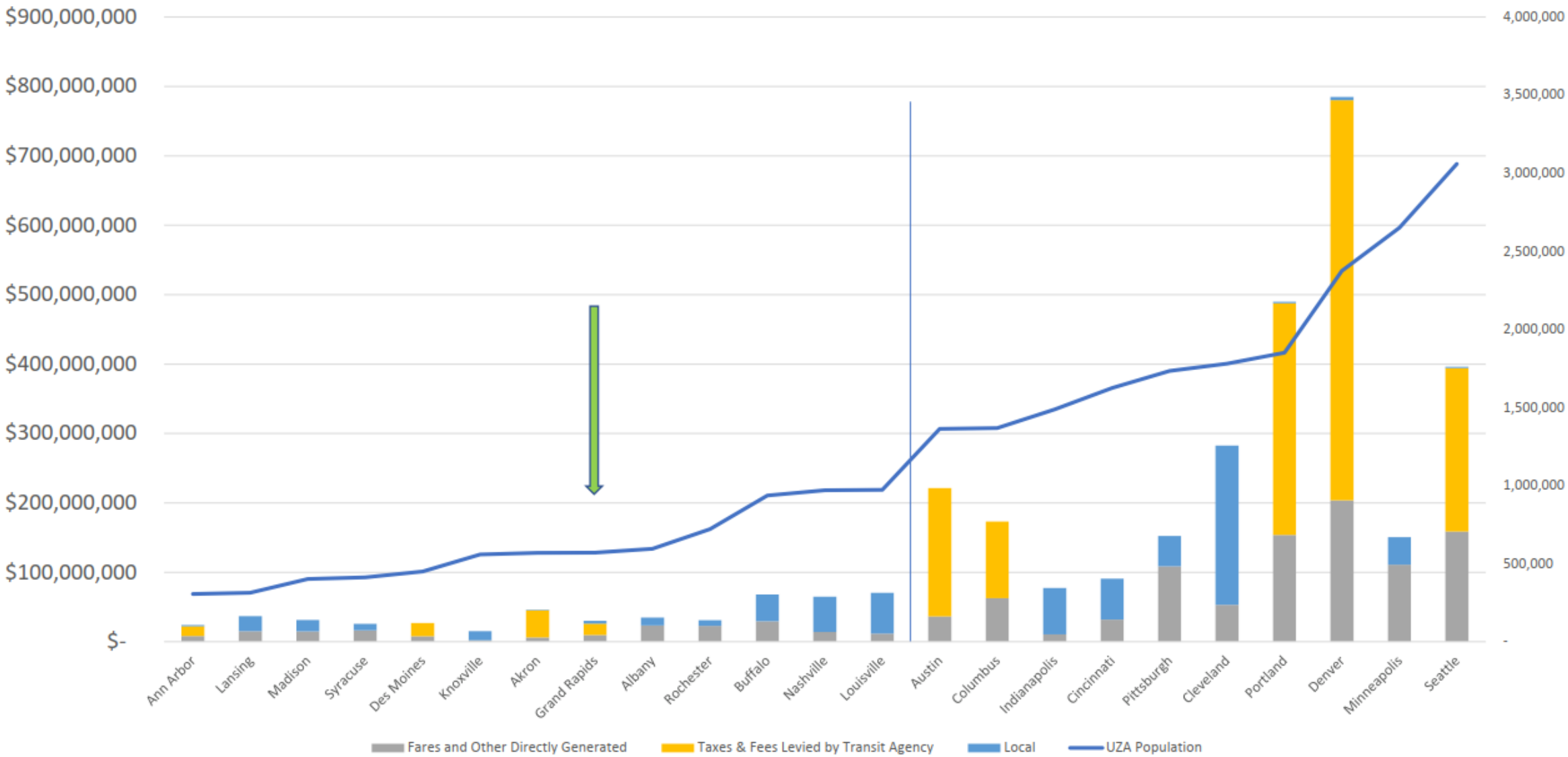
- Property Taxes
- Contracts
- Advertising
- General Revenues
- Sales Tax
- Lease Revenues
- Vehicle Fees
- Employer/Payroll Taxes
- Car Rental Fees
- Vehicle Lease Fees
- Parking Fees
- Realty Transfer/Mortgage Recording Fees
- Corporate Franchise Taxes
- Room/Occupancy Taxes
- Business License Fees
- Utility Fees/Taxes
- Income Taxes
- Other Business Taxes
- TOD/Joint Development
- Value Capture
- Special Assessment Districts
- Community Improvement Districts
- Tax Increment Financing Districts
- Tolling
- Congestion Pricing
- Emissions Fees
- VMT Fees



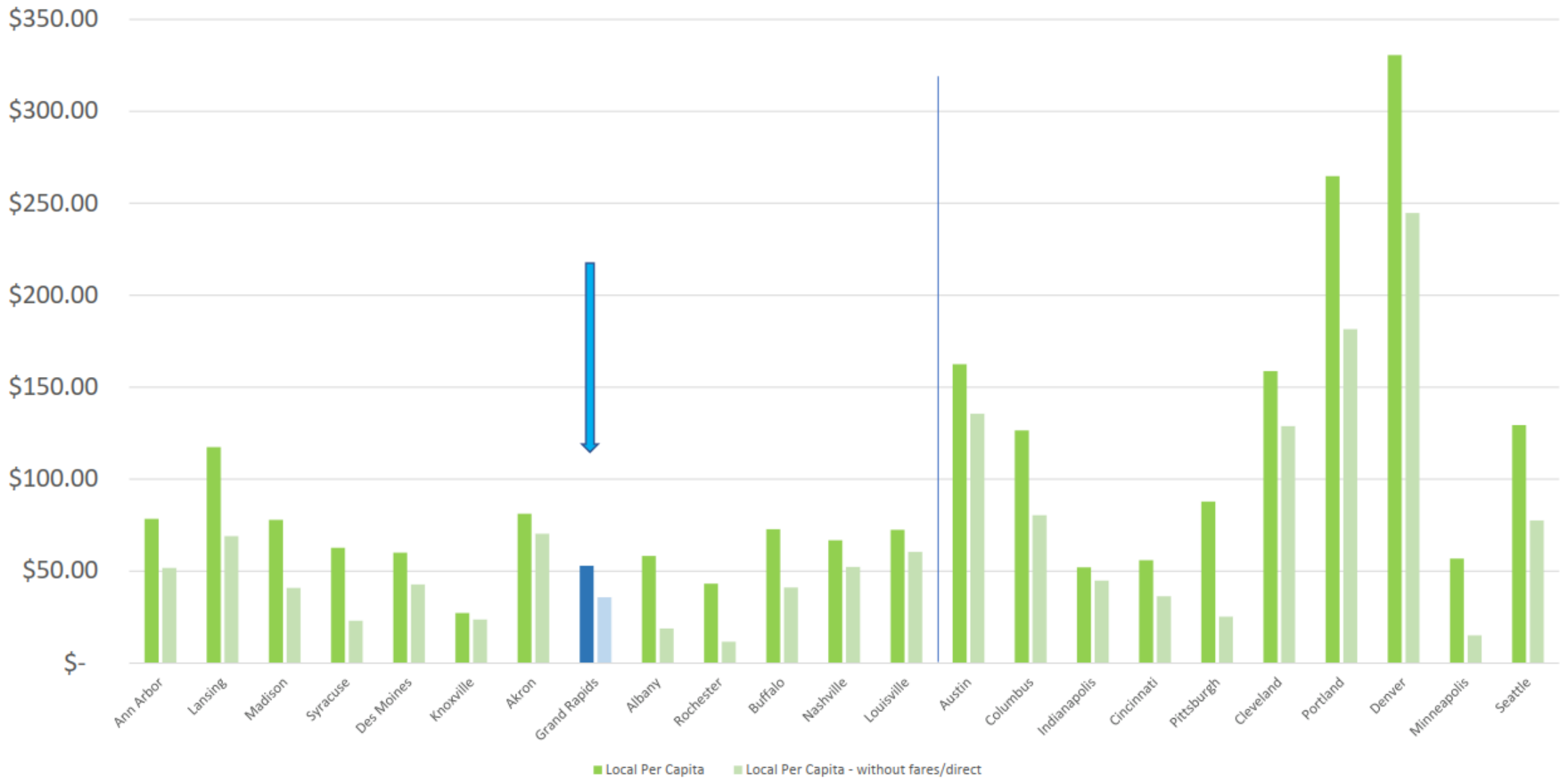
Total Operating Revenue (NTD)



Local Operating Revenue (NTD)



Local Operating Revenue Per Capita (NTD)



THRIVING

A framework for the future of connectivity.








THRIVING

A framework for the future of connectivity.



Draft 3: Guiding Principles

At The Rapid, we are the transportation provider of choice and convenience because...

-  **COMMUNITY | We reflect you and your needs.**
-  **GROWTH | We plan for action.**
-  **CONVENIENCE | We serve for user experience.**
-  **INTERNAL WORKFORCE | We value employee personal growth.**
(Engaged and prepared to meet our future challenges)
-  **ADAPTABILITY | We're future-flexible.**

TMP Committees Input: What is important to you?



The Value of Transit Quick Fact Sheet

9.9 Million Americans Utilize Public Transit (2019)



Public transportation is a **\$79 billion** industry that employs more than **430,000** people.

TYPES OF TRANSIT MODES:

- Buses
- Light rail
- Subways
- Commuter trains
- Monorails and tramways
- Cable cars
- Van pool services
- Ferries and water taxis
- Paratransit services
- Streetcars and trolleys

"... [transit] builds thriving communities, creates jobs, eases traffic congestion and promotes a cleaner environment. Investment in public transportation spurs both local and the national economy."

PUBLIC SAFETY

Traveling by public transportation is 10 times safer per mile than traveling by automobile.

A person can reduce his or her chance of being in an accident by more than 90% simply by taking public transit as opposed to commuting by car.

ECONOMIC OPPORTUNITIES

Every \$1 invested in public transportation generates \$5 in economic returns.

Home values were up to 24% higher near public transportation than in other areas.

87% of trips on public transit have a direct impact on the local economy.

ENVIRONMENTAL

Communities that invest in public transit reduce the nation's carbon emissions by 63 million metric tons annually.

Public transportation's overall effects save the United States 6 billion gallons of gasoline annually.

*Public Transportation Facts - American Public Transportation Association (apta.com)

Transit Discussion - Mentimeter

Recap of Technical Advisory Committee Meeting

- Last meeting - April 13
- Provided an overview of the project and process
- Highlights of Goals Exercise:
 - Develop a grid network for transit
 - Introduce a high capacity service along 131
 - Incorporate TOD with the system
 - Develop multifamily housing along the transit network
- Provided an overview of the current tasks
- Continued coordination with other regional planning efforts

Recap of Planning and Technology Committee

- Last meeting – May 8
- Discussed 20-year vision for transit
- Highlights of feedback:
 - Innovative technologies in mobility including the future of automated vehicles
 - Shifting travel patterns
 - Growth in region
 - Value of transit

Stakeholder Focus Groups

- Build relationships with the community to help the project team better understand concerns, needs and opportunities for the transit system
- Held at two different points throughout the project process to discuss ideas and challenges
- Representatives include customers, students, employers, innovators, health institutions, and State and Federal Government agencies
- July 18 - 19



Project Status

IN PROGRESS



Public Involvement
Building partnerships
(throughout the process,
public workshops targeted
for Fall 2023 and Spring
2024)



Market Analysis
Transit demand, travel
patterns, mobility needs
(Jan-May 2023)



**Future Options
and Scenarios
Analysis**
Who and where
to serve? How?
(June 2023)



**Existing and Future
Conditions Analysis**
Strengths, weaknesses,
opportunities, threats
(Jan-May 2023)



Peer Review
Best practices from similar
and aspirational mobility
providers
(March-June 2023)

Project Status

IN PROGRESS



West Michigan Express Planning
Reassess feasibility, develop implementation plan
(Feb-June 2023)



Planning Guidelines, Policies and Performance Measures
How to measure and ensure success?
(Sept-Dec 2023)



Administrative and Operational Staffing Evaluation
How to staff?
(Sept-Nov 2023)



Corridor Analysis
Connections to places outside current service area
(June-Sept 2023)



Fleet, Facilities and IT Strategy
How to support?
(Sept-Nov 2023)

Project Status



Joint Development Opportunities
How to shape what happens next to transit?
(Sept 2023-Feb 2024)



Phased Implementation Strategy
(Jan-April 2024)



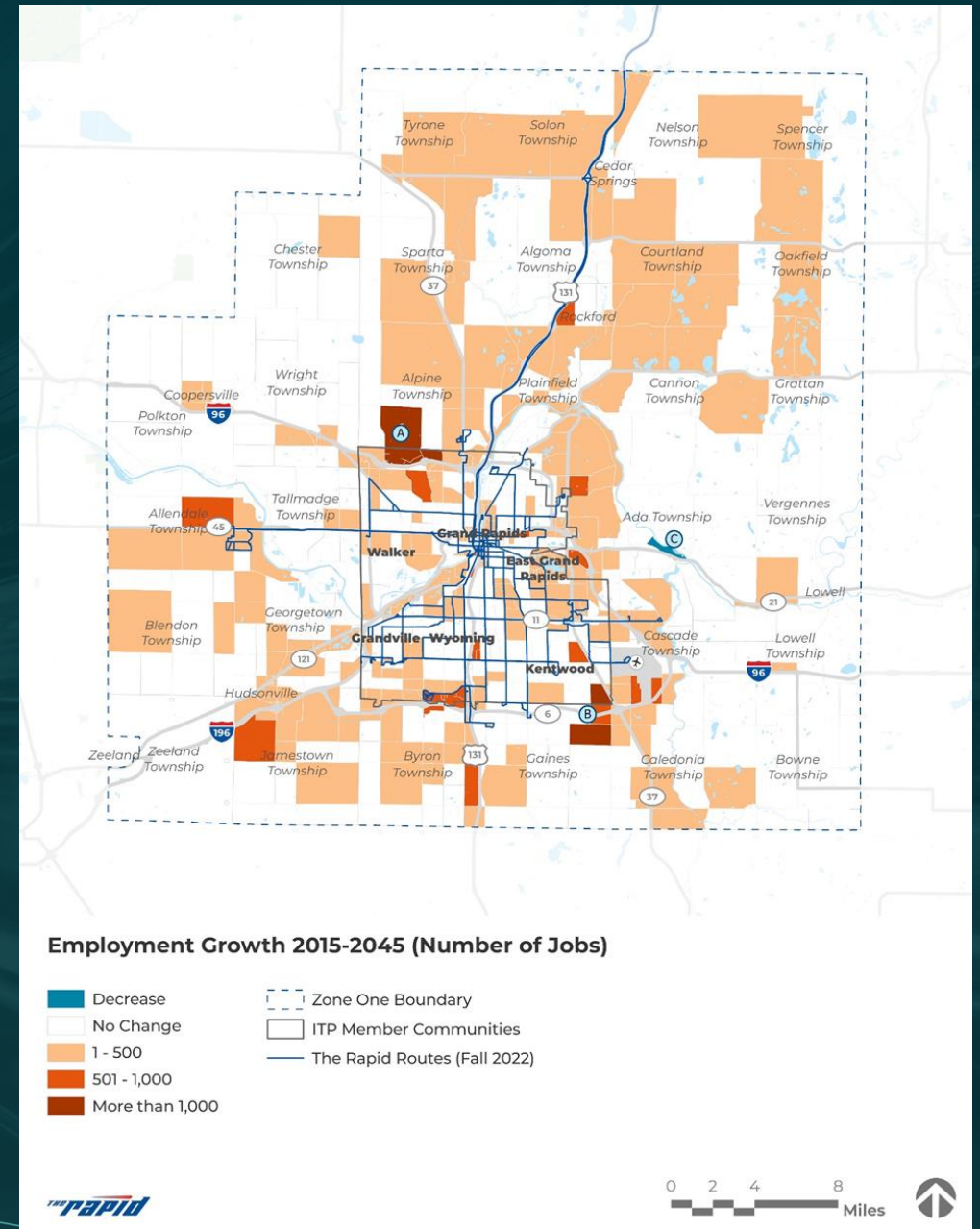
Final Transit Master Plan
(April-May 2024)



Financial and Funding Analysis
How to fund?
(Nov-Dec 2023)

Existing and Future Conditions

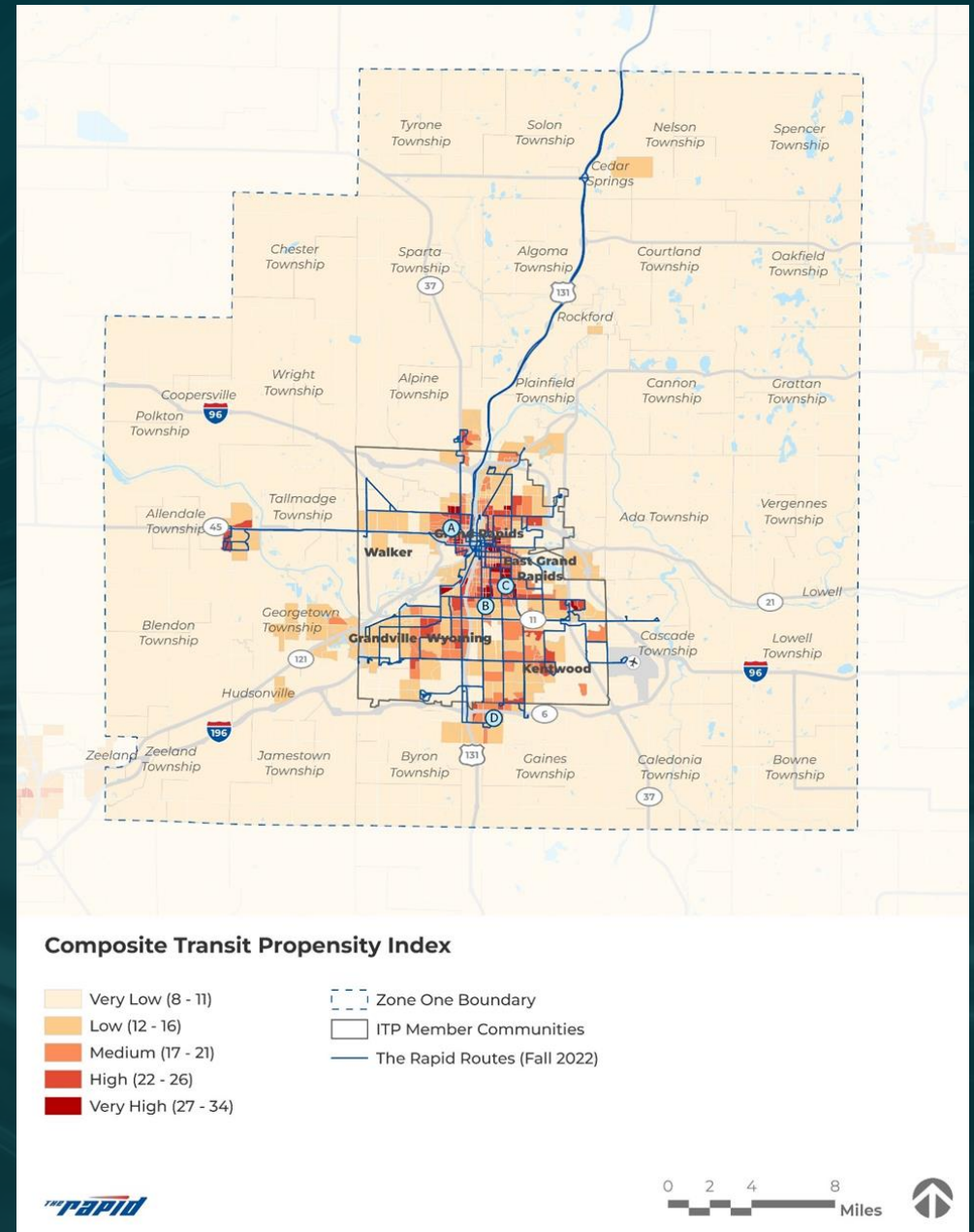
- Draft report completed
- Review of recent planning efforts and studies
- Demographics and land use
- Transit network conditions and service quality
- SWOT analysis



Market Analysis

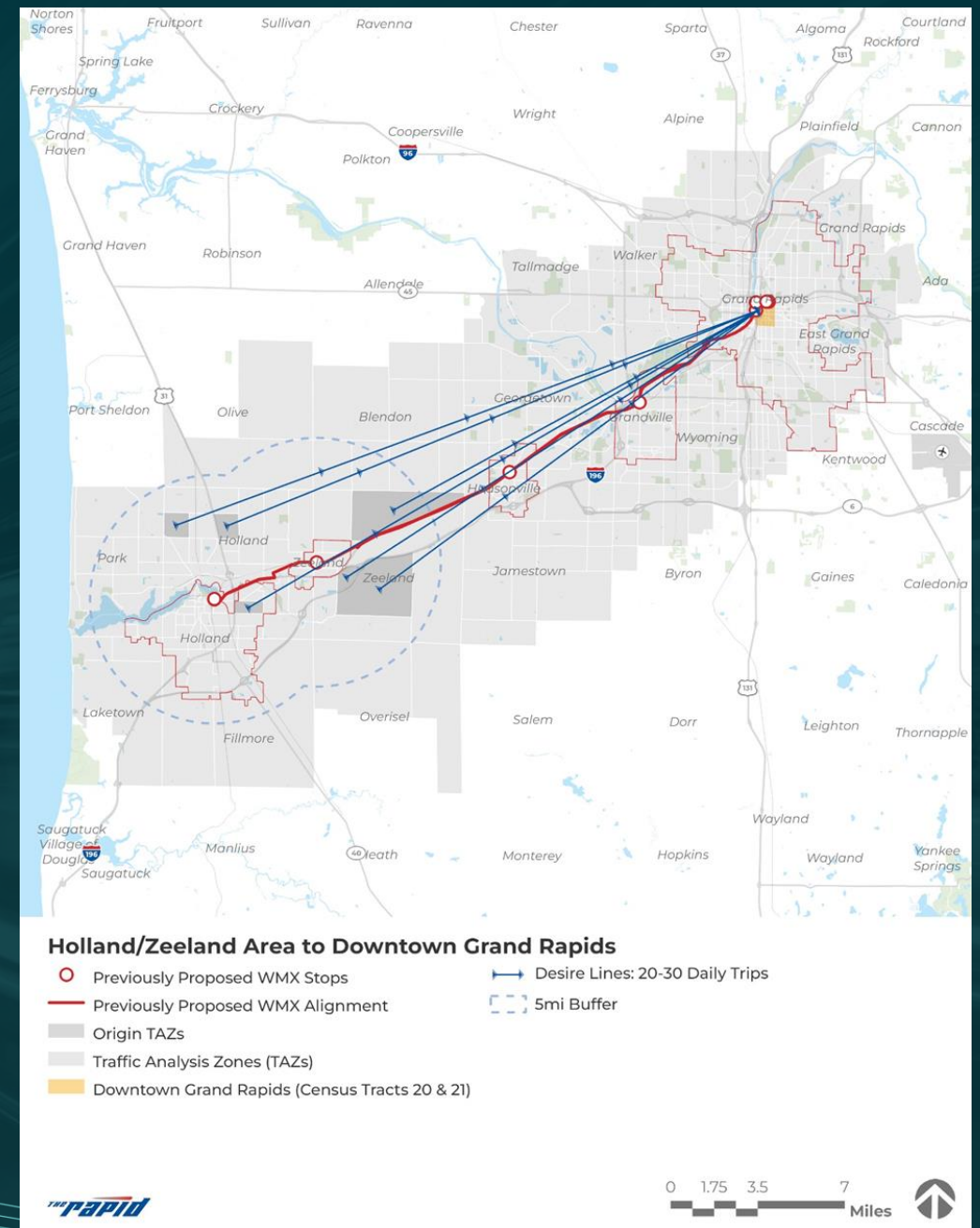
Also looking at current 6 member cities and surrounding areas that intersect the Census-designated urbanized area

- Draft report completed
- Trip characteristics
- Origin-destination desire lines
- Transit market
 - Where should transit go?
 - Which locations should be connected to each other by transit?
 - What kind of transit / mobility options should connect locations?



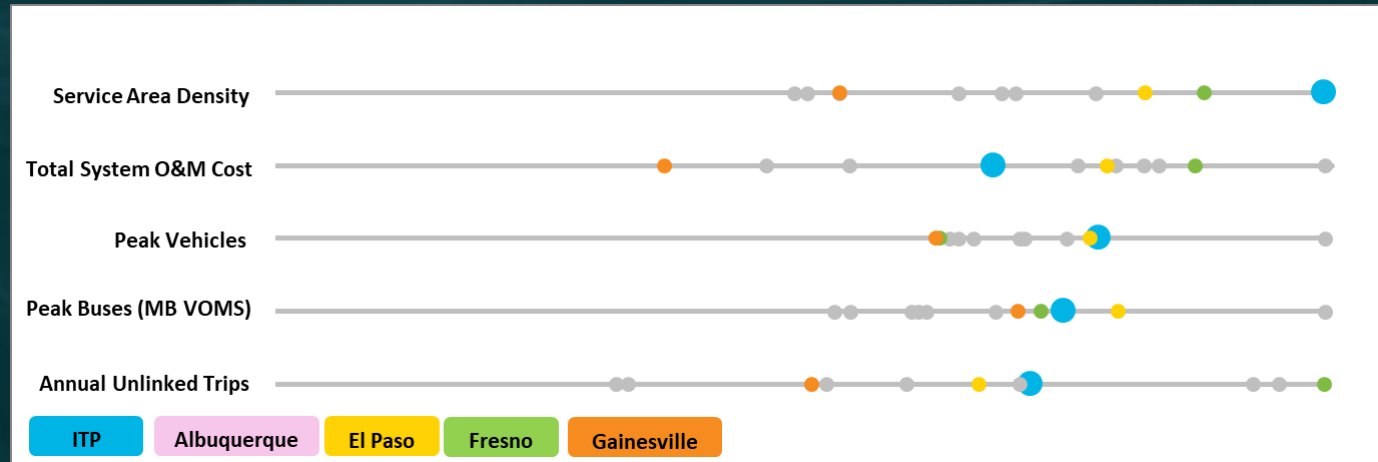
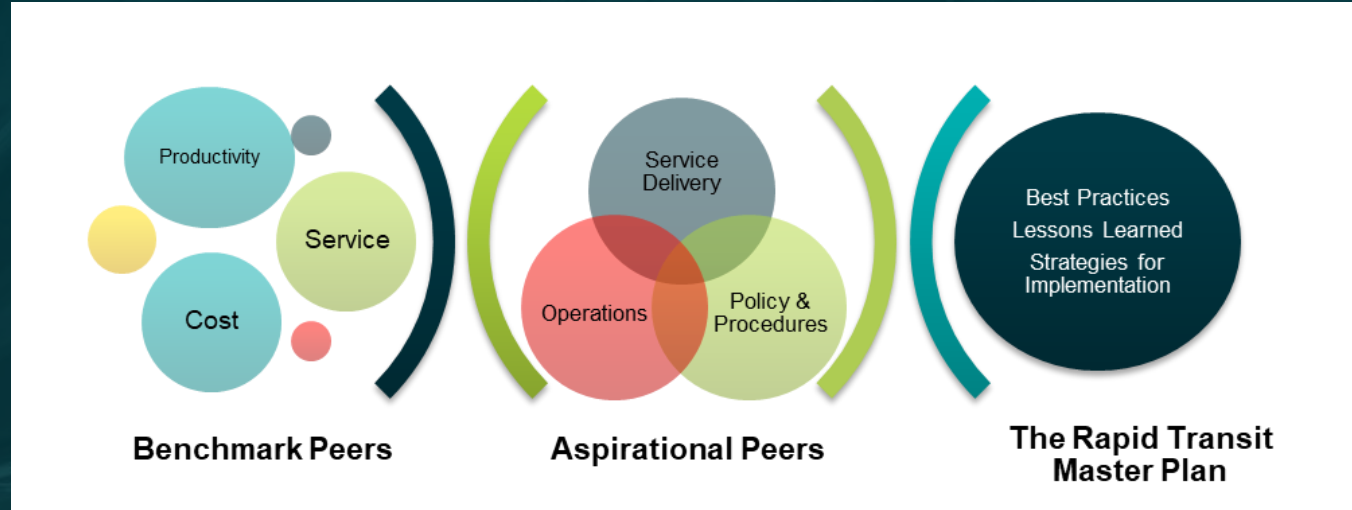
West Michigan Express (WMX)

- Draft Feasibility Report completed
- Review of previous planning
- Feasibility Review
 - Benchmarked against an express bus route with similar characteristics
 - Distance and time from downtown
 - Density
 - Travel patterns and ridership estimates
 - Recommended service model
- Implementation Plan
 - Stops and alignment (P&R locations)
 - Schedule and service span
 - Cost estimates and funding



Benchmark Peers

- Relative peers based on operational and financial characteristics
- Compared by National Transit Database (NTD) data
- Service efficiency, service, cost-effectiveness and funding sources
- Peers
 - Ann Arbor
 - Albuquerque
 - Lansing
 - Clark County, WA (suburban Portland, OR)
 - Des Moines
 - El Paso
 - Fresno, CA
 - Dayton, OH
 - Gainesville, FL
 - Madison, WI

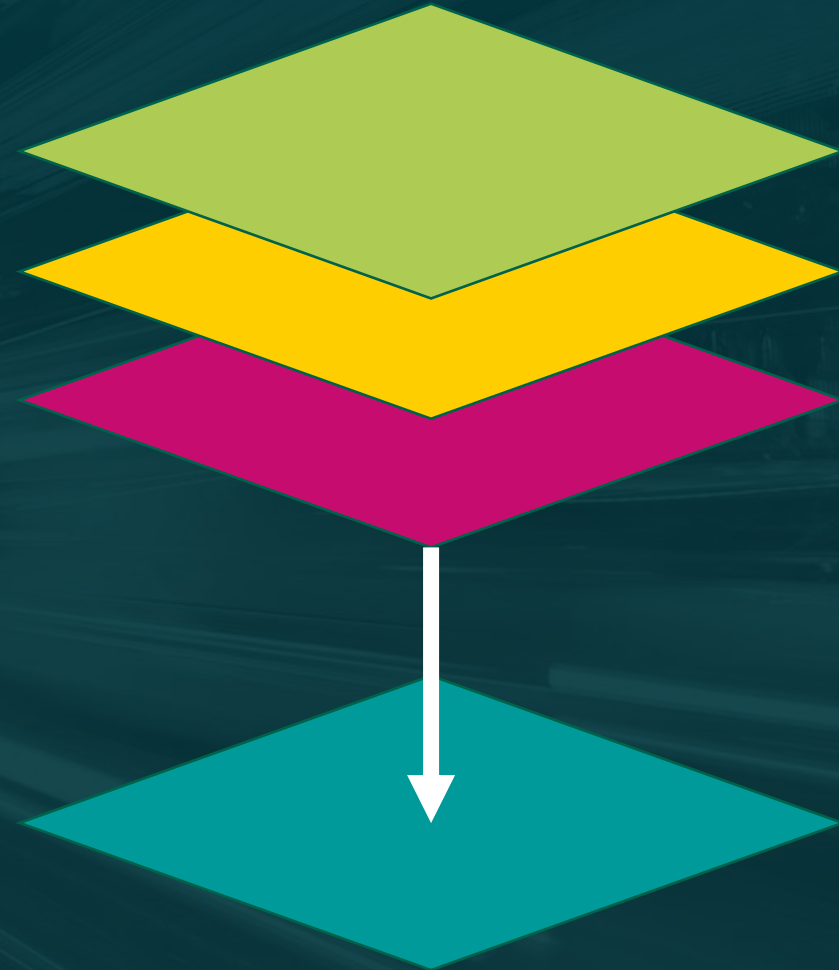


Aspirational Peers

- Where does The Rapid want to be in the next 10-20 years?
- Which transit agencies have been successful with key initiatives related to areas such as:
 - Sustainable funding
 - Transit Oriented Development (TOD) planning and implementation
 - High mode split for transit, walking and biking
 - Innovative communications and marketing
 - Success in regional expansion
 - Implementation of emerging technologies
 - Affordable housing development success

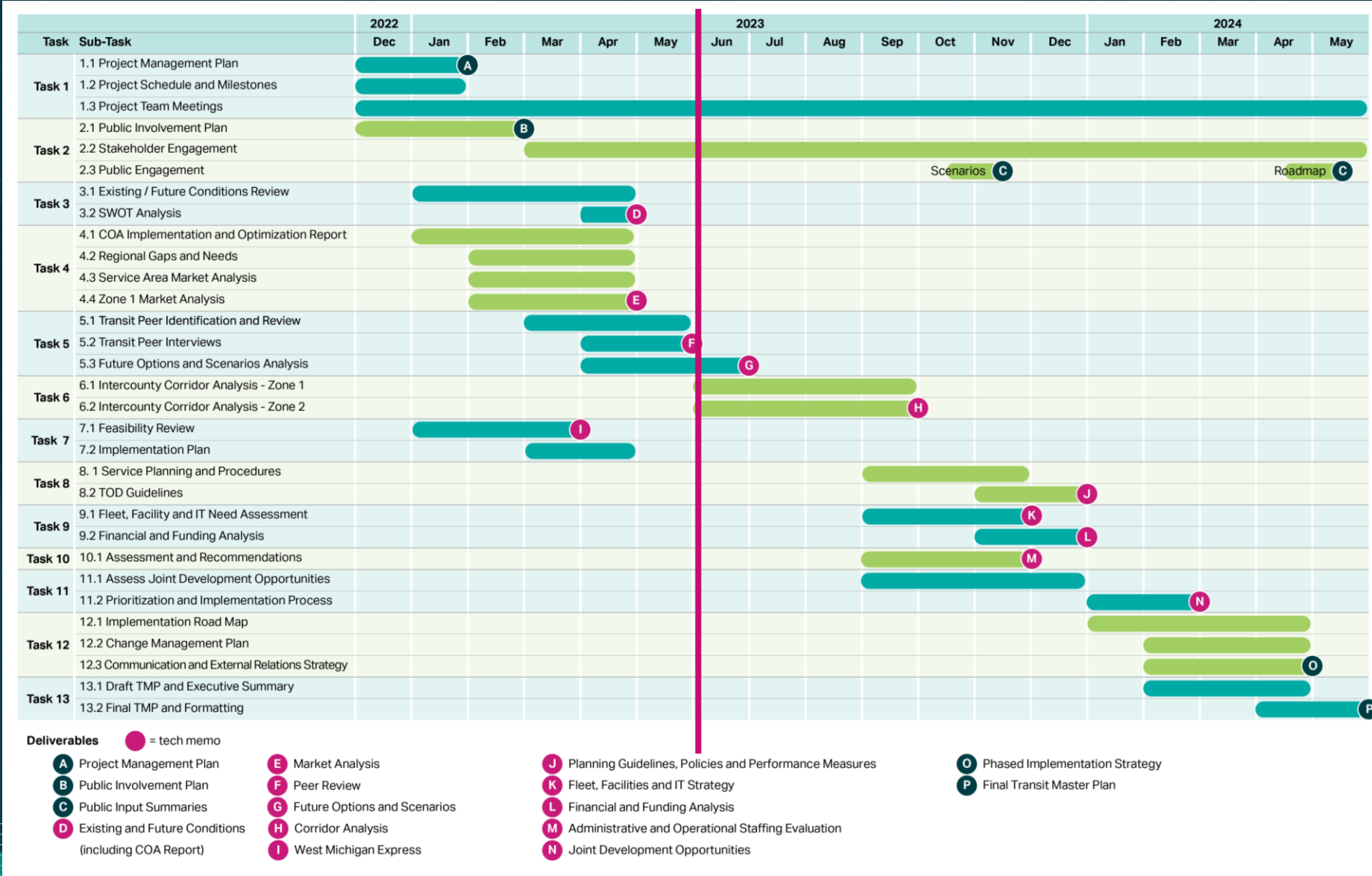
Future Options and Scenarios

Existing and Future Conditions
+
Market Analysis
+
Peer Review
=
Future Options and Scenarios



Project Schedule

we are here



Next Steps

- Public Involvement:
 - Rapid Staff Input Meetings – June 5 and 6
 - Technical Advisory Committee Meeting – June 8
 - Focus Groups – July 18 -19
 - Strategic Communications Plan
 - **Steering Committee – September 11**
- Technical Task Deliverables
 - West Michigan Express Implementation Plan
 - Peer Review
 - Future Options and Scenarios



Thank You!

Delivering a better world