



THRIVING

Steering Committee Meeting

November 6, 2023

A framework for the future of connectivity.

Agenda

Project Schedule

Public Involvement

- Focus Group Feedback
- Fall Outreach Highlights

Small Group Discussions

Technical Updates

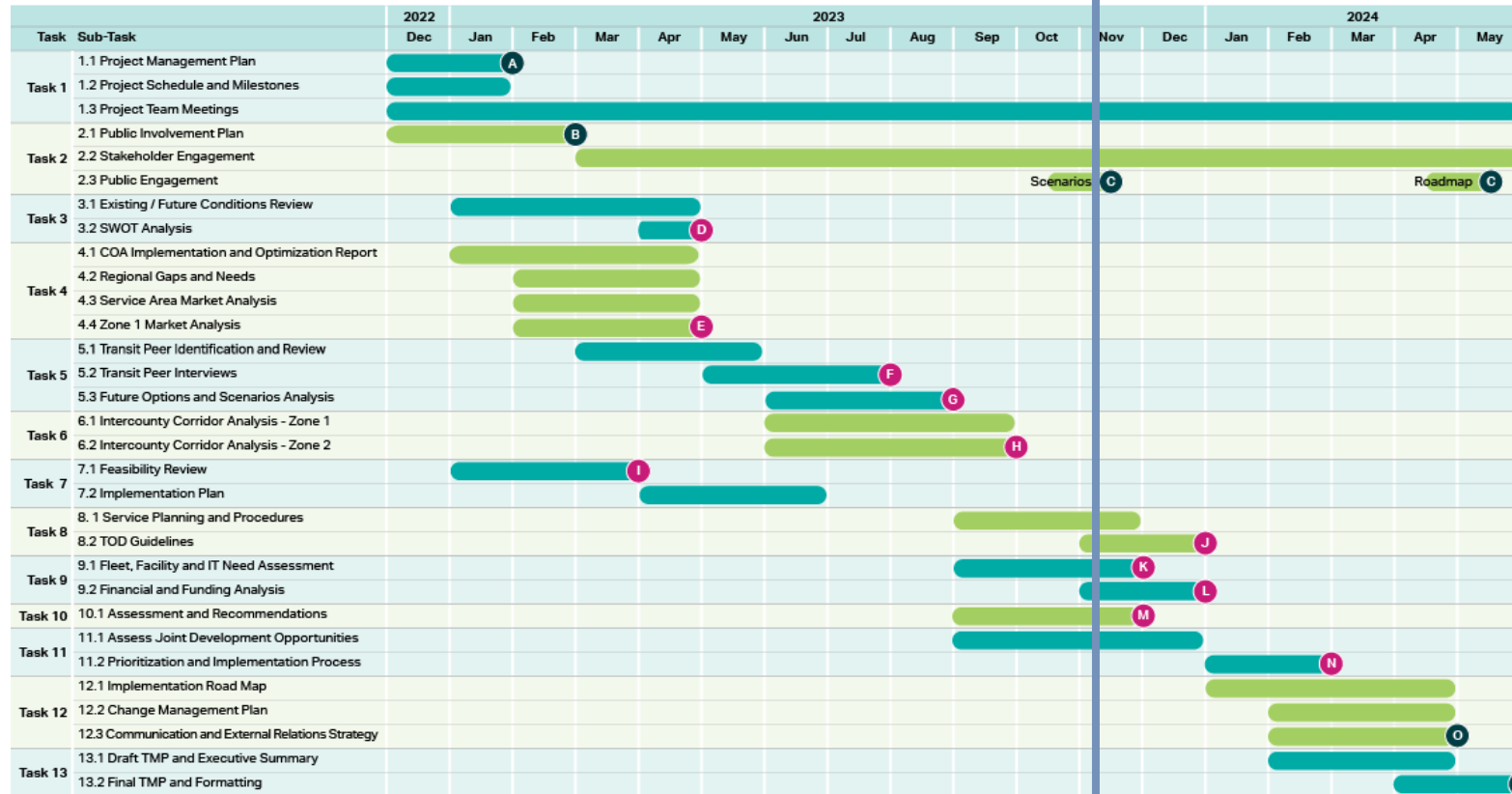
- Peer Interview Takeaways
- WMX Implementation Plan

Next Steps



Project Schedule

we are here



Deliverables = tech memo

- A Project Management Plan
- B Public Involvement Plan
- C Public Input Summaries
- D Existing and Future Conditions (including COA Report)
- E Market Analysis
- F Peer Review
- G Future Options and Scenarios
- H Corridor Analysis
- I West Michigan Express
- J Planning Guidelines, Policies and Performance Measures
- K Fleet, Facilities and IT Strategy
- L Financial and Funding Analysis
- M Administrative and Operational Staffing Evaluation
- N Joint Development Opportunities
- O Phased Implementation Strategy
- P Final Transit Master Plan





Public Involvement Update

- Fall Focus Group Feedback
- Fall Outreach Highlights

Stakeholder Focus Groups – October 18 & 19

Representatives include:

Summer

- Innovators (*June*)
- Disabled Community & Consumer Advisory Committee (*July*)
- Customers (*July*)
- Employers (*July*)
- Health institutions (*July*)

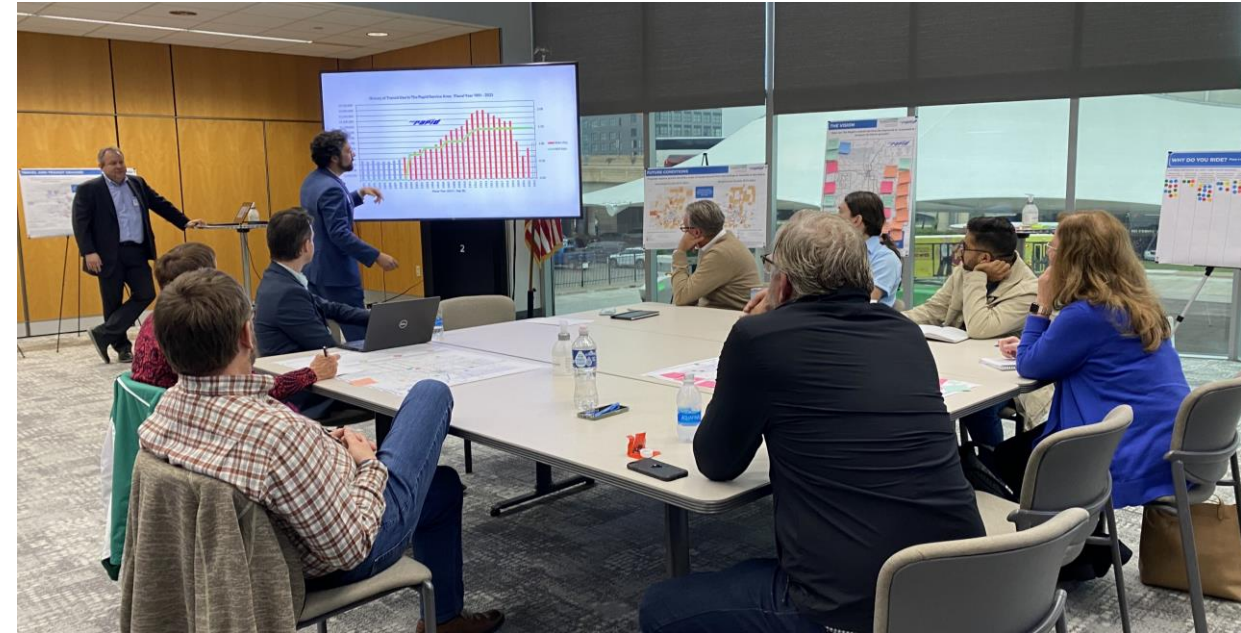
Fall

- **State and Government Officials**
- **Developers**
- **Tourism**
- **Local Communications**
- **Non-Transit Riders**
- **Students**
- **Real Estate**



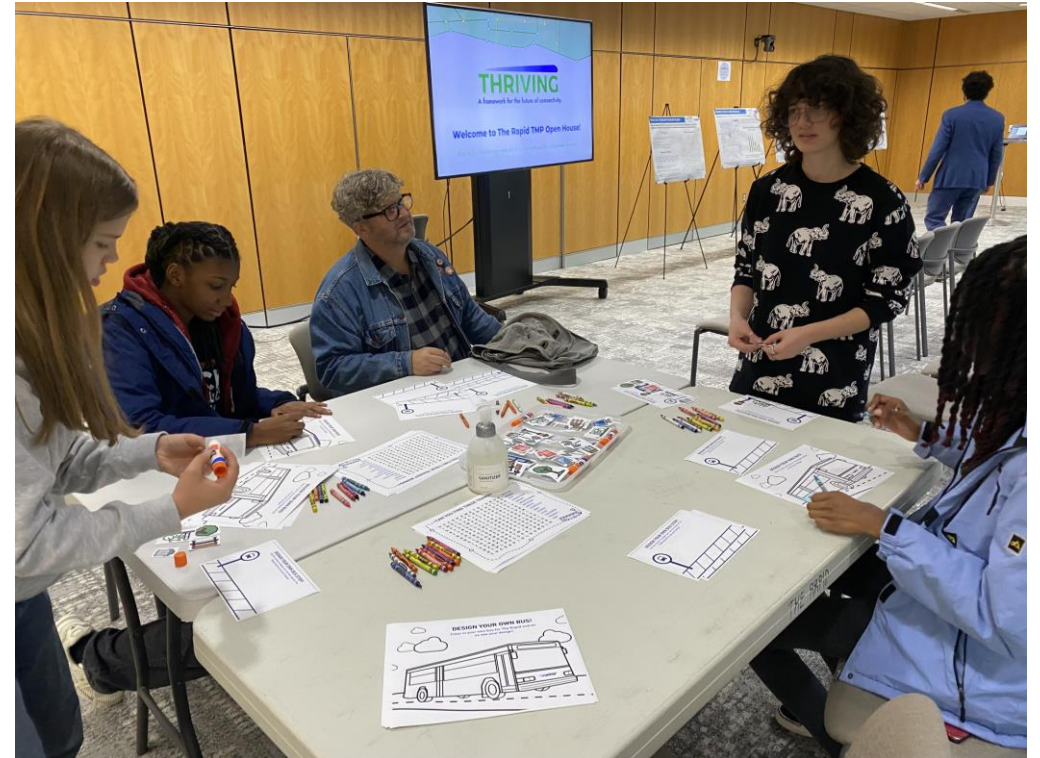
Focus Group Feedback - Themes

- Expanding service to cover second (& third) shift workers
- A community with transit is desirable for attracting talent (workforce)
- Improving reliability (customer experience)
- Rider experience for people with disabilities
- Transit system's pattern should follow where people are traveling to/from
- Service to the Airport (tourism/convention center)
- Service information should be accessible for people of all abilities and languages
 - Education programs with refugee/immigrant community



Outreach Update – Online *(as of 10/27)*

- 879 Survey Responses
- 43 Map Comments
- 83 Idea Wall Responses



Rank how important each factor is when choosing your most frequent mode of transportation:
(1 is most important, 5 is least important)

1	Reliability of my travel mode (I know it will be there when I need it)	1.57
2	Travel time	1.83
3	Safety	2.13
4	Accessibility (I can use it with little to no help from others)	2.13
5	Cost/affordability	2.33
6	Lack of reasonable alternatives	2.34
7	Congestion/traffic	2.53
8	Parking cost/availability	2.62

*Highest
Score*

What do you consider to be the most important to improve the current transit system?

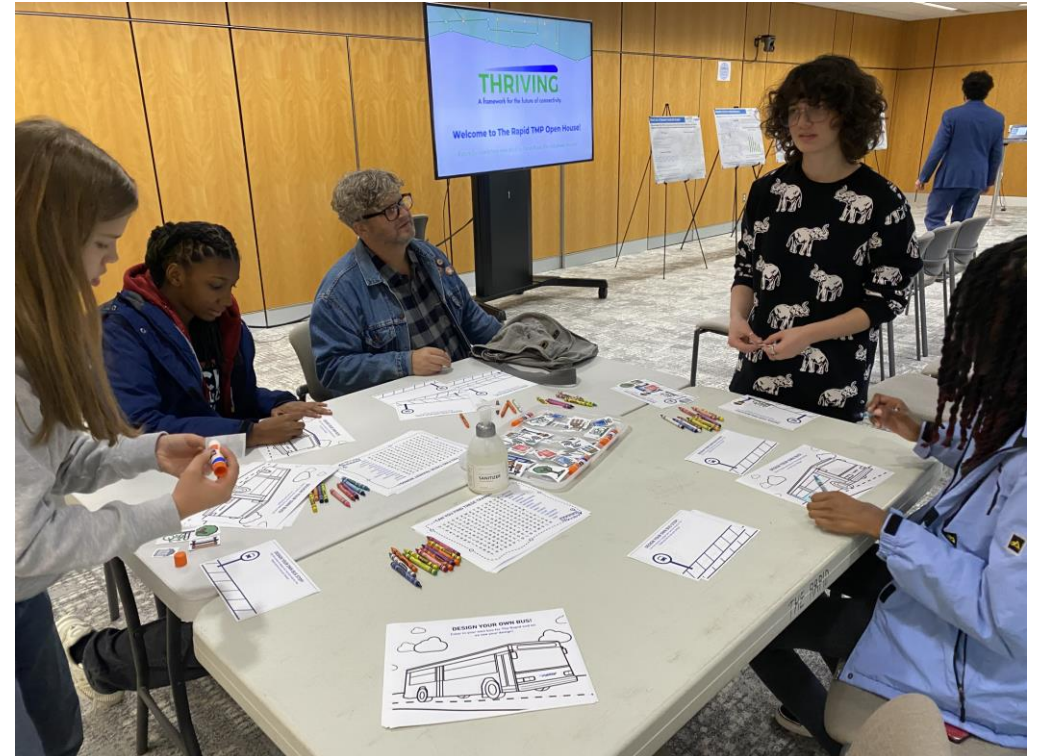
(1 is most important, 5 is least important)

1	Expanded service areas	2.33
2	Higher service frequency (bus comes more often)	2.34
3	More or all routes running on weekends	2.36
4	Improve travel time	2.39
5	Longer service hours (day/night)	2.41
6	Increase funding to operate additional transit services	2.43
7	More dense, walkable development near transit services	2.45
8	Better walking/biking access to transit services	2.46
9	System operations efficiency	2.56
10	More affordable housing options near transit services	2.64
11	Information/accessibility (easier to understand how to use the service)	2.79
12	Improved marketing/communications for services provided	2.9
13	Reduce the cost to ride	2.99

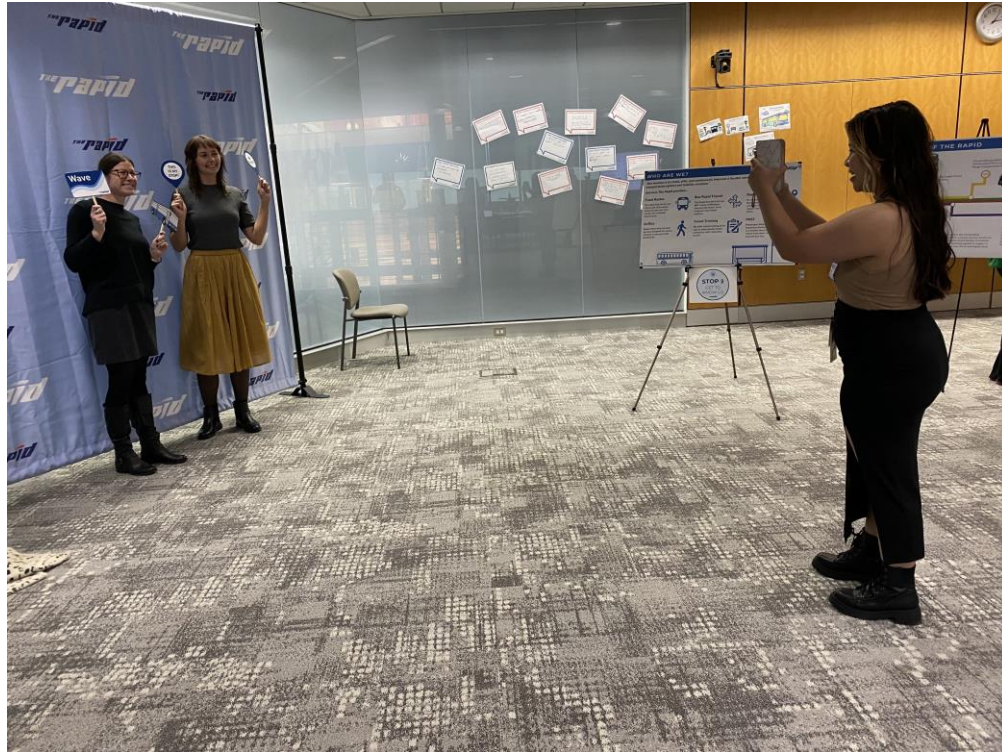
*Highest
Score*

Outreach Update – Fall Open House (10/19)

- ▶ **61** Open House Attendees
- ▶ **17** Focus Group Participants
- ▶ **30+** Station Platform Engagements



Fall Open House - Photobooth



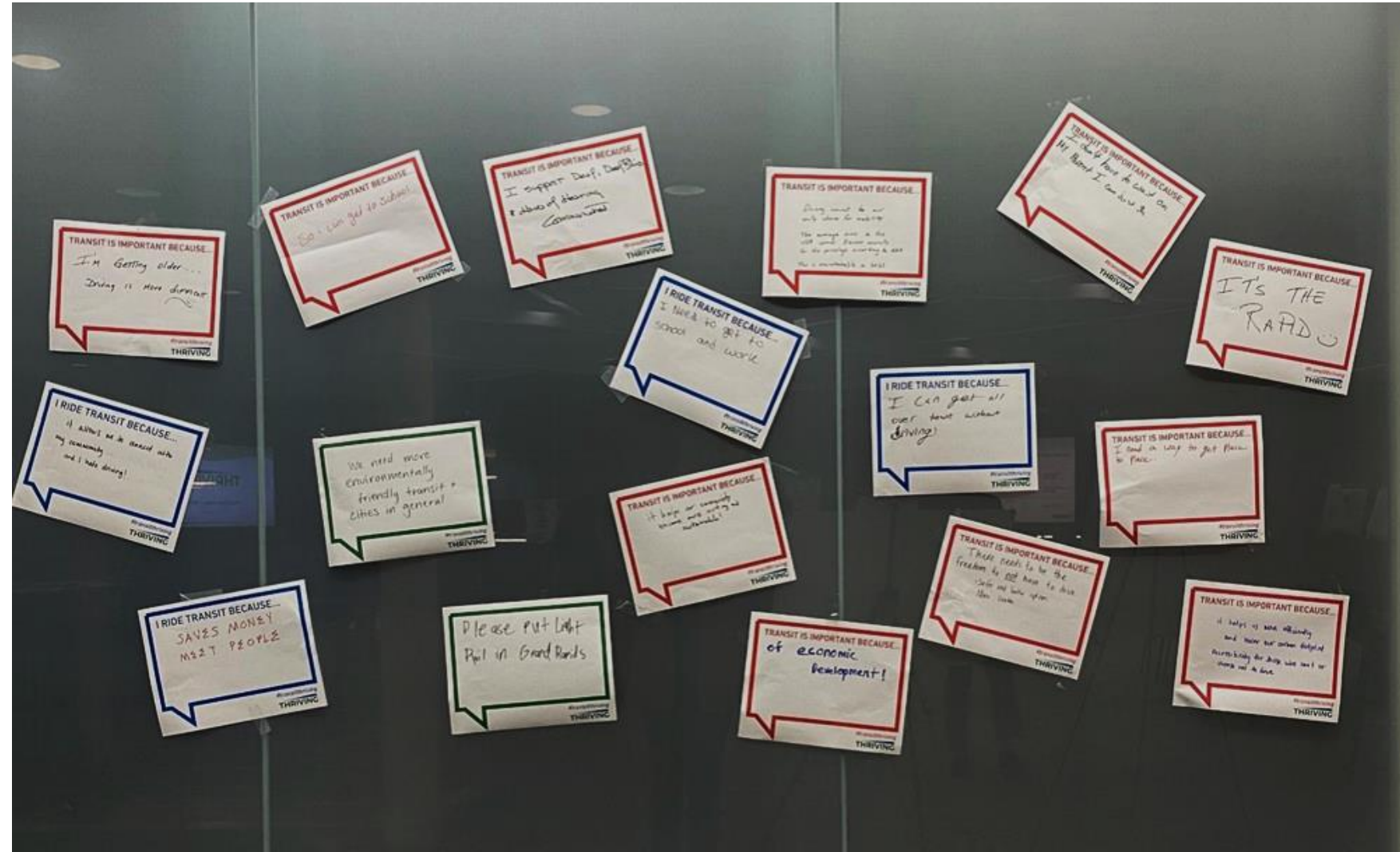
#TransitThriving



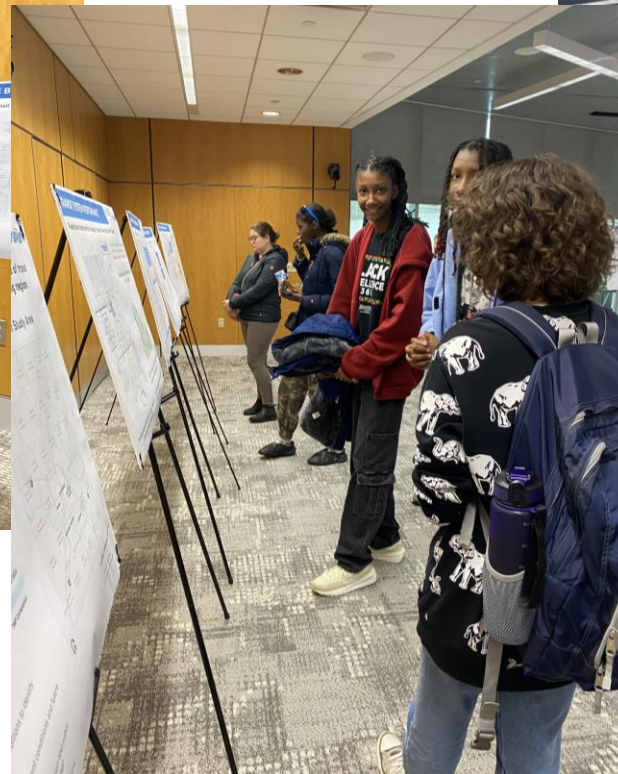
Feedback – Photobooth Activity

I ride Transit because....

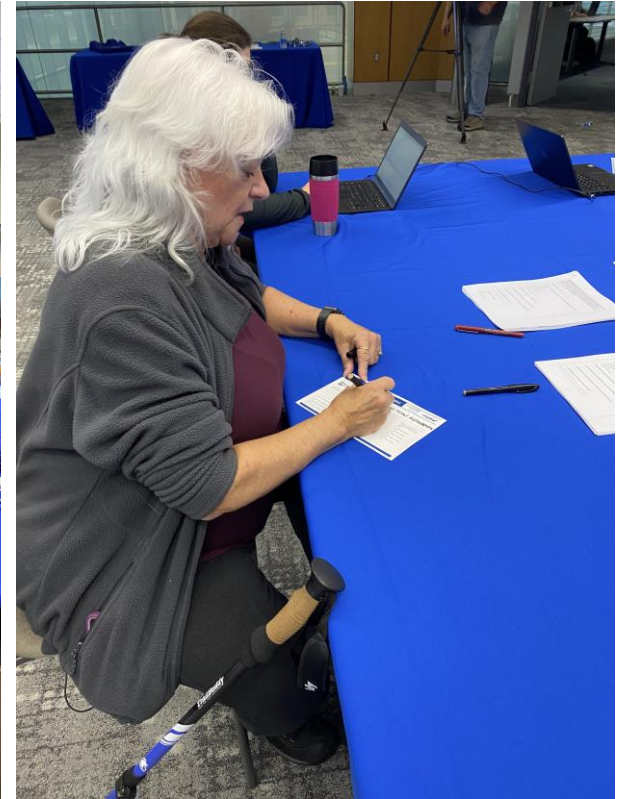
Transit is important because...



Fall Open House – Existing Conditions Insights



Fall Open House – Feedback Opportunities





Visioning Activity

- Examples of transformative transit projects
- Small Group Discussion

BRT - Albuquerque Rapid Transit (ABQ Ride)

- Along the city's 9.2-mile main artery
- Side-running BRT
- 19 level-boarding transit stations (4 curb-side and 15 in the median)
- Ridership: 14,000 riders per day (40% of system-wide ridership)

THE RAPID



BEFORE



Euclid Avenue Healthline Bus Rapid Transit (GCRTA)

- 7.1-mile center-running BRT
- 2.3 miles of transit-oriented street improvements in a “transit zone” within downtown Cleveland
- Catalyzed \$5.8 billion in spin-off investments and over 13.5 million square feet of new development
- Increased ridership to ~54%

THE RAPID

AFTER

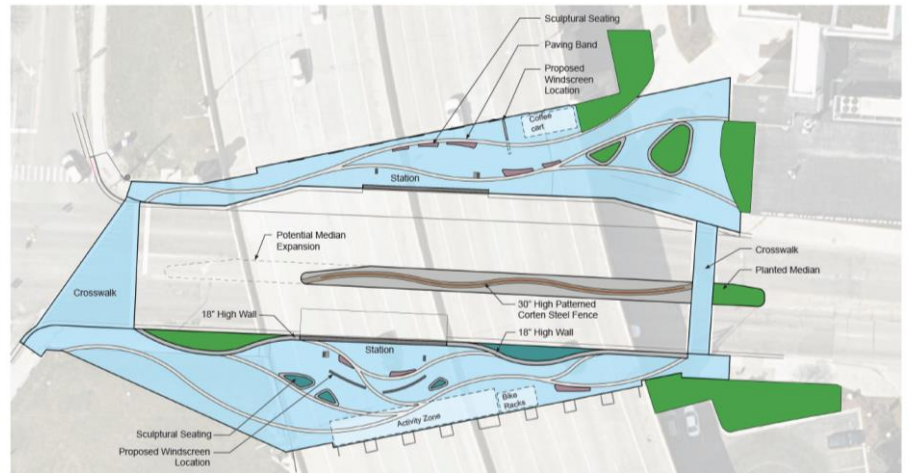


BEFORE



Pew Station – Laker Line BRT

- Side-running BRT
- Project to activate US-131 underpass
- Weekday ridership: +1,000 daily at Pew Station



AFTER

TOD – Edgewood-Candler Park Station Atlanta (MARTA)

- Previous MART-owned Park and Ride (only 30% spaces were used daily)
- The TOD includes
 - Residential apartment units
 - Retail
 - Park & Ride
 - Parking spaces (shared by MARTA customers, retail spaces, and apartments)

THE RAPID



BEFORE



AFTER



Potential Cummings Station TOD Development – Laker Line

- Current Park & Ride Lot
- Possibilities to develop into TOD



CT Fastrack (Connecticut Transit) Flatbush Station & Bridge

- High-quality transit hub
- CTFastrack daily ridership: 10,000



Kirkoff Center – Laker Line



Kentwood Station

**Hub for six (6) routes &
Rapid Connect**

BEFORE

CURRENT



Share your vision for the future of transit!

How can mobility & transit projects work in tandem with land use and infrastructure to meet the needs of the Grand Rapids area in 2050?

What can an exciting public transportation headline read in 2030 & 2040?

What does The Rapid (& our community) need to do now to prepare?

Describe what you envision the future of The Rapid's transit system to be.

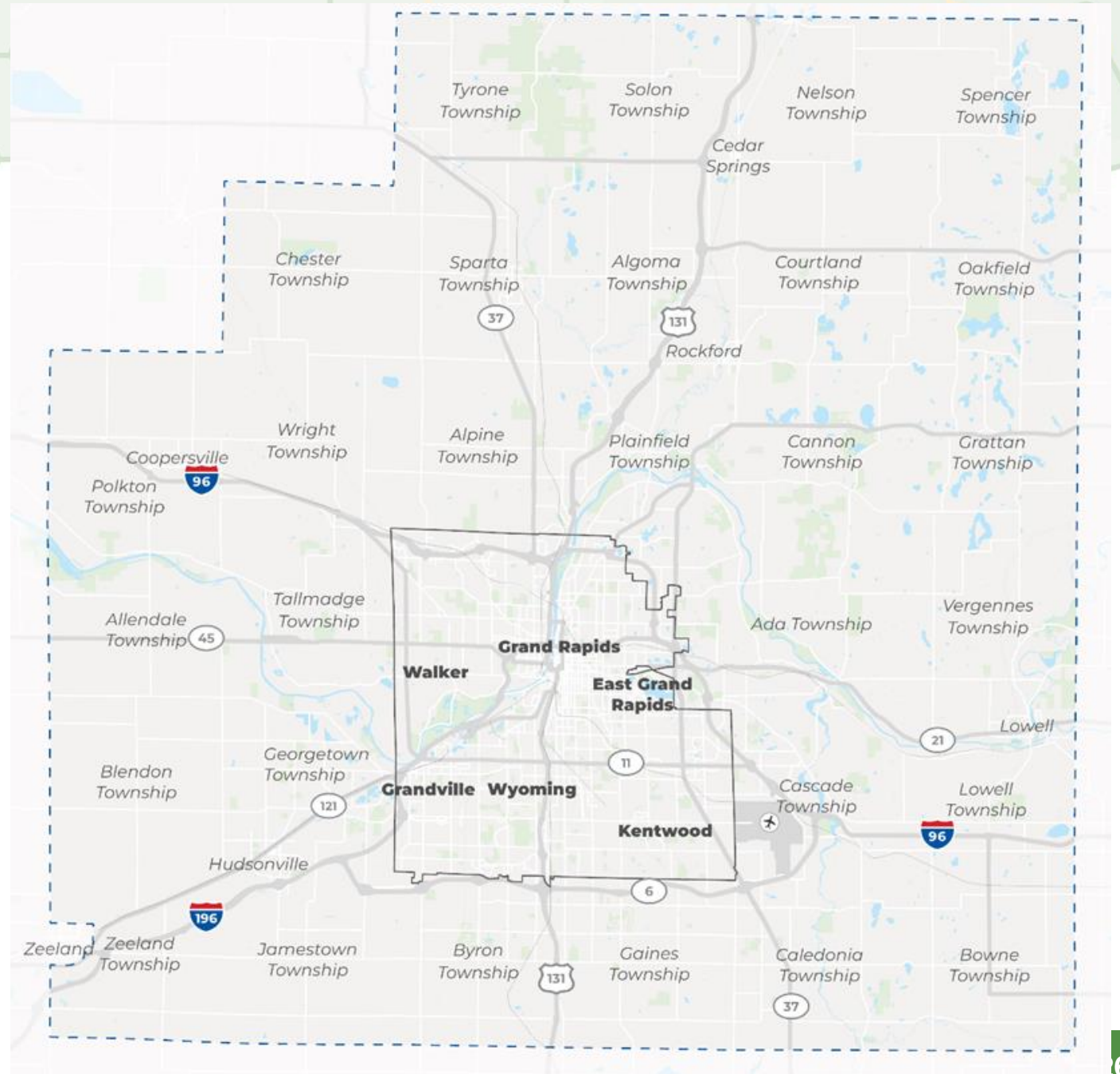
What does it look like?

Where does it connect to?

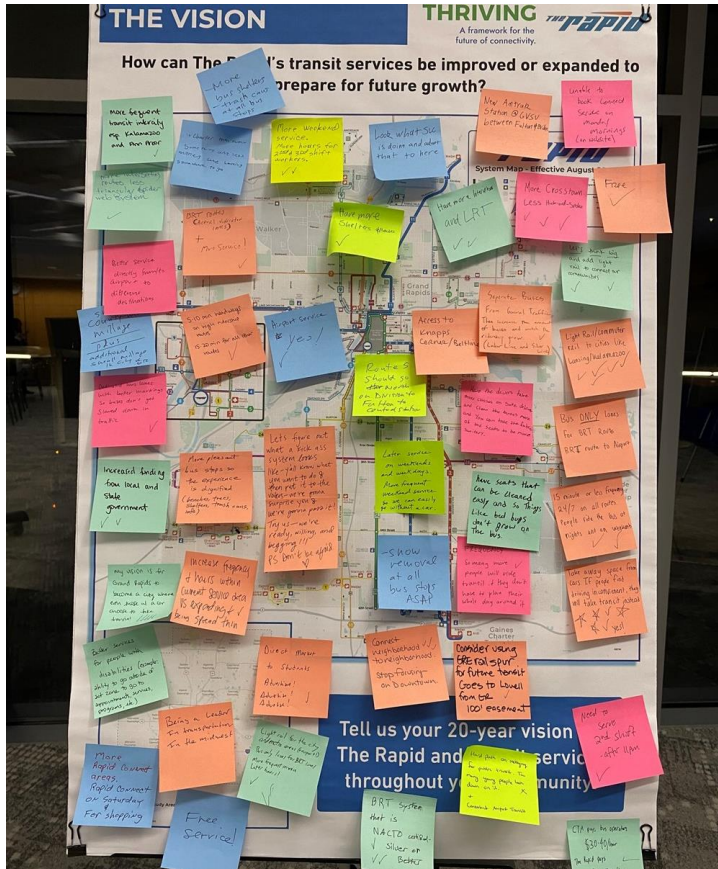
Be as **visionary** as possible.

Are there opportunities **outside** the existing service area?

Are there opportunities **within** the existing service area?



Open House Feedback – Vision Board



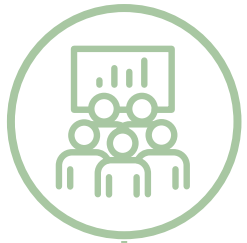
Comment	"Votes"
Take away space from cars, if people find driving inconvenient they will take transit instead	7
Light rail/commuter rail to cities like Lansing/Kalamazoo	5
my vision is for grand rapids to become a city where even those w/a car choose to take transit!	5
More crosstown less hub and spoke	3
Light rail for the city and metro areas (+airport), bus only lanes for BRT line, more frequent service, later hours!	3
BRT system that is NACTO certified, silver or better	3
Connect neighborhood to neighborhood, stop focusing on downtown	3
More weekend service, more hours for 2nd + 3rd shift workers	2
Have more interruptions and LRT	2
Increased funding from local and state government	2
15 minute or less frequency, 24/7 on all routes, people ride the bus at nights and on weekends	2

Project Status

IN PROGRESS

COMPLETE

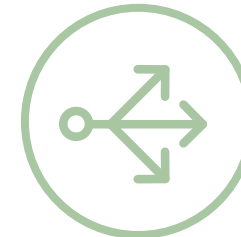
COMPLETE



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



Market Analysis
Transit demand, travel patterns, mobility need



Future Options and Scenarios Analysis
Who and where to serve? How?



Existing and Future Conditions Analysis
Strengths, weaknesses, opportunities, threats



Peer Review
Best practices from similar and aspirational mobility providers

COMPLETE

COMPLETE



Technical Updates

- Peer Interviews
- West Michigan Express - Implementation Plan

Peers Analysis - Aspirational Peers



Peers

- ✓ **The Ride**
(Ann Arbor, MI)
- ✓ **IndyGo updates**
(Indianapolis, IN)
- ✓ **CapMetro** (Austin, TX)
- ✓ **LA Metro updates**
(Los Angeles, CA)
- ✓ **Metro Transit**
(Minneapolis, MN)
- ✓ **Sound Transit**
(Seattle, WA)

Peer Interviews - Insights

LA Metro (Los Angeles, CA)

Sustainable Funding

- ▶ Considering a Vehicle Mile Traveled (VMT) fee in parts of the service area. Would need to mitigate with a transit alternative

Innovative Marketing

- ▶ Ambassador Program – contracted staff who provide information to customers at stations and on buses/trains

Affordable Housing/TOD

- ▶ Transit Oriented Communities program – work with cities on assessing development opportunities within ½ mile of BRT or LRT stations. Working towards a 10,000 home commitment.

Success with Regional Expansion/Partnership

- ▶ Stronger Together alignment among the numerous member cities

Peer Interviews - Insights

IndyGo (Indianapolis, IN)

Sustainable Funding

- ▶ Similar funding challenges as the Rapid
- ▶ Strategic effort to diversify funding sources due to mandate from CEO
- ▶ New income tax dedicated to transit funding

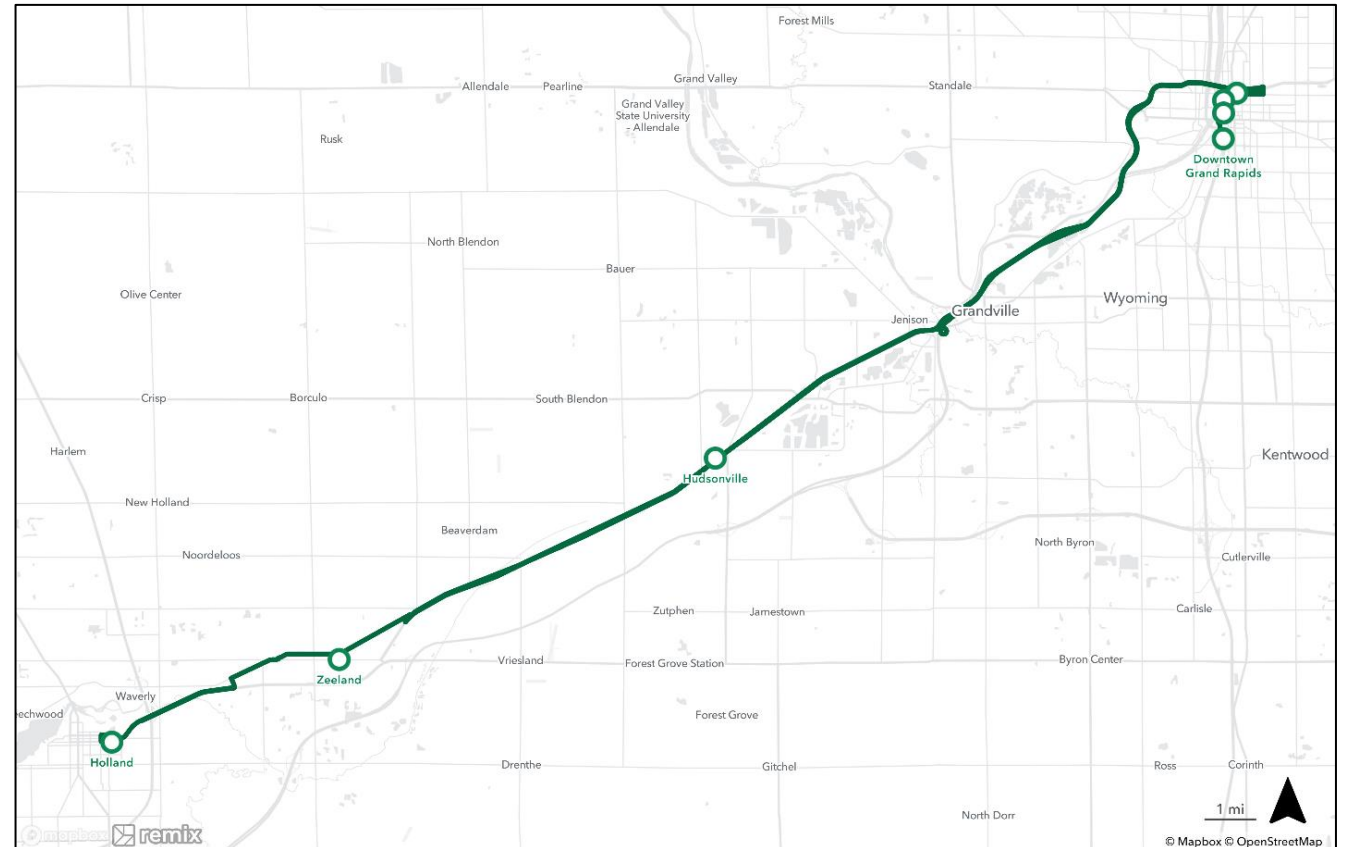
Affordable Housing/TOD

- ▶ Challenge qualifying for Joint Development Grant program (because no surplus land during development)
- ▶ Joint development opportunity on new Blue Line with local Community Development Financial Institution (CDFI), Indianapolis Neighborhood Housing Partnership (INHP)
- ▶ Value capture

West Michigan Express – Implementation Plan

In Coordination with the WMX Task Force:

- Service Options
- Station Selection
- Cost Estimates



Project Status

COMPLETE



West Michigan Express Planning

Reassess feasibility, develop implementation plan

ON DECK



Planning Guidelines, Policies and Performance Measures

How to measure and ensure success?

IN PROGRESS



Administrative and Operational Staffing Evaluation

How to staff?



Corridor Analysis

Connections to places outside current service area



Fleet, Facilities and IT Strategy

How to support?

IN PROGRESS

Project Status

ON DECK



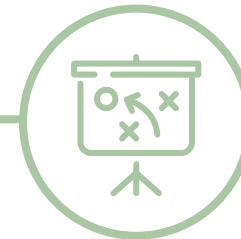
Joint Development Opportunities

How to shape what happens next to transit?
(Nov 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)

ON DECK

Task: Joint Development Opportunities (*On Deck*)

Joint Development: agreement between a public agency and private entity to develop a property in accordance with community goals

Scope

- Identify and analyze joint development opportunities
- Develop plans and policies to collaborate with local communities and developers

Denver Union Station – Joint Development



Denver Union Station – Joint Development Cont.



Next Steps

Upcoming Completed Technical Reports

- WMX – Implementation Plan
- Peer Analysis
- Public Engagement Memo – Fall Outreach

Upcoming Steering Committee Meetings

- February 12



THRIVING

Thank You!

A framework for the future of connectivity.