

**CASCADE CHARTER TOWNSHIP**  
**TRANSPORTATION COMMITTEE**  
**MEETING**

Tuesday, February 28, 2023

1:30 p.m.

Cascade Township Hall – Large Conference Room  
5920 Tahoe Dr. SE  
Grand Rapids, MI 49546

- ARTICLE 1.** Call the Meeting to Order
- ARTICLE 2.** Approval of the Agenda
- ARTICLE 3.** Approval of the Minutes of the January 10, 2023 Meeting
- ARTICLE 4.** Review & Discuss the Research on Transportation Options & Non-Millage Communities
- ARTICLE 5.** Review & Discuss the Draft Survey for Bus Riders
- ARTICLE 6.** Review & Discuss the Draft Survey for Businesses
- ARTICLE 7.** Review & Discuss the Draft Survey for the Public
- ARTICLE 8.** Discuss Next Steps
- ARTICLE 9.** Any Other Business
- ARTICLE 10.** Public Comment (Please limit comment to 3 minutes)
- ARTICLE 11.** Adjournment

**CASCADE CHARTER TOWNSHIP  
TRANSPORTATION COMMITTEE  
MEETING**

January 10, 2023

9:00 a.m.

Cascade Township Hall  
5920 Tahoe Dr. SE  
Grand Rapids, MI 49546

**Members Present:** DDA Members - Stephan, Supervisor Lesperance

**Members via Zoom:** Puplava

**Others Present:** Danielle Bouchard of McKenna, DDA Director Sandra Korhorn

**ARTICLE 1. Call to Order:** Meeting was called to order at 10:10 a.m.

**ARTICLE 2. Approval of Agenda:** Motion to approve the agenda was made by Member Stephan, supported by Supervisor Lesperance. Motion carried 3-0.

**ARTICLE 3. Approval of the Minutes of the November 2, 2022 Meeting:** Motion to approve the minutes was made by Supervisor Lesperance, supported by Member Stephan. Motion carried 3-0.

**ARTICLE 4. Review and Discuss The Rapid Service in Non-Millage Communities**

Danielle Bouchard indicated this information is based on discussion from the last meeting. The group asked McKenna to take a deeper dive into non-millage communities, their services and funding. Route 29 is longer than the routes in the other communities. With Route 29 being longer, the cost is vastly different. Part of the next steps will be to reach out to The Rapid to find out cost of other community's services vs. distance and time.

From McKenna's analysis, Cascade has multiple stops along the route and the other communities have fewer stops. Chris reached out to Plainfield Township regarding their zero cost for service. Plainfield indicated The Rapid just added the Meijer stop because they saw a need and it was close to the proximity of where they were going.

McKenna could not find any financial data on Byron Township but it may be because they eliminated their bus service. The bus must loop within Byron but has stops in Gaines & Wyoming. Danielle reached out to Byron and asked about their funding.

It was asked where The Rapid funding comes from and how much is local, State and Federal. It was stated that the majority is likely State

and Federal funds. It was asked about destinations/stops with the other non-millage communities and Danielle has found they have less stops than Cascade.

It was asked if there is opportunity to eliminate stops along 28<sup>th</sup> Street to reduce time, cost and frequency?

One next step is to talk to businesses and The Rapid riders regarding the service. McKenna would like to follow up with The Rapid on the Plainfield service and whether they would offer that to Cascade. Also, if people have to transfer to get to Cascade, why not make it a more flexible service and cut off half of the stops at the east end of Route 29 and maybe just stop at Walmart or Meijer. Also, is it possible to have a fixed route stop at just those businesses, a more robust Dial-A-Ride and expand the boundaries of Rapid Connect.

#### **ARTICLE 5. Review and Discuss On-Demand Transit Services in Peer Metros**

Danielle stated on-demand services through The Rapid Connect only service Kentwood and Walker. McKenna would like to explore this service further with The Rapid to find out if it's feasible for Cascade and what that boundary may look like. This service appears to be for all users. Peer communities have a more robust Dial-A-Ride services than what is offered in the Grand Rapids area. Peer communities also have direct fixed routes that go to their downtown areas and Cascade does not have a destination, fixed route service.

A lot of the peer communities offer dial-a-ride services and contract through ride sharing services like Uber and Yellowcab that supplement routes to get riders to a fixed route, hub or curb. McKenna will also investigate whether that is possible for Cascade.

Could a smaller, private transportation company have a "feeder" service from Woodland Mall into Cascade? They could also contract with the businesses. Wheels To Work may be an option for this type of service.

#### **ARTICLE 6. Next Steps**

For the next meeting, McKenna would like to discuss public engagement and will have some draft questions ready for the committee's review.

It was discussed about setting a dollar amount to see what type of service can be offered to the community. The dollar amount may be driven by the feedback from the public engagement.

Next Steps include:

1. Cost per route for non-millage communities
2. How The Rapid gets their funding

3. Hope Network service
4. Third-party contract/Ride Share/Bus to Fixed Route
5. Wheels To Work
6. Public Engagement

**ARTICLE 7. Any Other Business**

There was no other business to discuss.

**ARTICLE 8. Public Comment**

There was no public comment.

**ARTICLE 9. Adjournment**

Motion to adjourn made by Member Puplava and supported by Member Stephan. Motion carried 3-0. The meeting adjourned at 10:02 a.m.

DRAFT



# Memorandum

**TO:** Cascade Township Transportation Committee  
**FROM:** Danielle Bouchard, AICP  
Chris Khorey, AICP  
**SUBJECT:** **Research on Transportation Options & Non-Millage Communities**  
**DATE:** February 28, 2023

**At the request of Cascade Township, McKenna has completed a review of on-demand, ridesharing, and dial-a-ride transportation services in the following cities:** Dayton, OH, Maricopa County, AZ, Des Moines, IA, Rochester, NY, and Toledo, OH. Below is a review of the services provided in those areas. This memorandum also includes additional information on The Rapid’s non-millage communities and how their relationship with The Rapid functions.

## SUMMARY OF RESEARCH

The following includes several key highlights from this memorandum:

### Peer Community Research on On-Demand Services

- Not much additional information on contracts (Uber or Yellowcab) can be provided. This is largely due to lack of response when inquired.
- Some peer community supplemental services (e.g., dial-a-ride or on-demand) are offered as a means to provide other options for seniors and folks with disabilities.
- Peer communities offer “hubs” where these supplementary services are accessible. These hubs act as transfer points to get folks to and from a fixed route stop.

### Non-Millage Community Partnerships with The Rapid

- The Rapid calculates costs for each community based on “revenue hour” rates, which currently is \$76.37 per hour. Billing is based on the number of revenue hours.
- Service to the Plainfield Meijer was added free of cost because the Meijer store is located within less than half a mile from a 6-city limit and the end of Route 11. The Cascade Meijer is located approx. 3 miles from the end of Route 28 at Schaffer Avenue (Kentwood).
- Other non-millage communities appear to pay less than Cascade because they have less “revenue miles” and less frequent stops.
- If Cascade were to end service with the Rapid, it is possible that The Rapid bus would continue to operate Route 28 service to Patterson (this has not been confirmed by The Rapid, but our speculation based on local precedent). The Cascade Meijer is located less than a mile from a “6 City” limit.
- Rapid Connect is funded through property tax revenue from properties within the 6 Cities. Policy states that any service beyond the 6 City limit requires funding through an outside entity.



- The Rapid connect zone does not extend to any non-ITP member communities. If it were to be expanded into an adjacent township, it would be expected the township receiving the service would be charged with funding it. The Rapid has considered potential expansions of Rapid Connect but only within the six cities at this time since Rapid Connect is still its pilot phase.
- Rapid Connect costs about \$400k per year to operate.

### **Other Transportation Alternatives**

- Lyft Pass is a program offered in other communities across the US. The premise of this is to offer subsidized services by using the Lyft app. Lyft Pass uses “geofencing” which offers subsidized rides anywhere within a specified boundary. The Township can setup any mechanism they want for subsidized rides. This can be a set monthly dollar amount, set number of rides, or a combination. Riders gain access to Lyft Pass through an “invite” process, often a QR code sent to specific groups.
- Lyft ride availability is dependent on the availability of drivers in the area. As in, if the Township were to launch a Lyft Pass program, riders may face issues with obtaining a ride if there are not active drivers available to pick them up. Lyft is getting us data on the average ETA for drivers in this area.
- Government partners with Lyft do not pay any costs for the launching, implementation, or maintenance of the Lyft Pass program.
- Does not appear that the Grand Rapids area has many other third party transportation options that could handle the capacity of a supplemental service to public transit.

### **RTA CONNECT: DAYTON, OH**

RTA Connect On-Demand offers the convenience of booking your trip around your schedule. On-Demand offers door-to-door service within certain areas of the Miami Valley where fixed-route service is either unavailable or limited. This service is available from 5:00 a.m. to 1:00 a.m., 7 days a week by either booking with the Lyft or Uber app, or making an advanced or recurring reservation with RTA Customer Service. Trips can also be requested as-needed through RTA Customer Service. Wait times may vary based on availability.

- Who can ride: Persons with disabilities or difficulty using buses.
- Cost: Service is \$3.50 each way when traveling inside of the defined three quarter of a mile service area. Service is \$5.00 each way when traveling outside of the defined miles service area but inside Montgomery County.

### **RIDE CHOICE: MARICOPA COUNTY, AZ**

RideChoice is for ADA paratransit certified people with disabilities and seniors aged 65 and above who reside in participating communities. Valley Metro RideChoice has access to a larger network of rideshare transportation providers including Uber, taxicabs and other wheelchair-accessible vehicles.

- Who can ride: Persons with disabilities or difficulty using fixed-route buses.
- Cost: \$3 per ride up to 8 miles and \$2 for each additional mile.

### **FLEX CONNECT: DES MOINES**

With Flex Connect, riders in the “zone” can book an Uber, YellowCabCo. taxi or a DART accessible vehicle to take them to and from one of three transfer points. From there, riders can connect to buses via fixed routes.



- Flex Connect operates Monday – Friday, from 5:30 a.m. – 6:30 p.m.
- Flex Connect is FREE for the duration of the pilot program (through Sept. 15, 2023). Riders pay regular fare when they connect to a regular bus route.
- Who can ride: Anybody can use Flex Connect.
- Contract with Uber: Ubers can only go to the transfer points.
- Flex Connect offers a voucher system that Uber uses. Riders can use the voucher to set up their own account with Uber and then schedule their rides themselves. Otherwise, riders call DART and DART arranges the ride with Uber.
- Some ride daily, some sporadic. Heaviest ridership through COVID.
- Bus company has a special Uber app for administrative users.

### **ON-DEMAND: ROCHESTER, NY**

On-demand service for older adults and disabled individuals. The service picks people up at their residence and takes them to one of 9 connection hubs in the region. From the connection hubs, riders can connect with the fixed route bus system. On-Demand uses their own small vehicles. On-Demand uses Via software to book rides.

- Who can ride: Anybody can use RTS On Demand.
- Cost: \$1 to or from an RTS bus stop or Connection Hub or \$3 curb-to-curb ride.

### **TOLEDO TARTA FLEX:**

On January 23, 2023, TARTA's Call-A-Ride services was replaced with TARTA Flex, an on-demand microtransit service that will reach the majority of Lucas County. TARTA Flex is an on-demand service designed to connect suburban and rural areas with TARTA's fixed-line service in Toledo. Customers will be able to book a ride 30-to-60 minutes in advance or schedule a trip the day before. TARTA Flex users will be able to schedule rides to connection points, where they can connect with TARTA's fixed-route service.

- Who can ride: Anybody can use RTS On Demand.
- Cost: TARTA Flex rides will cost \$3 one-way as long as both points are within a single "microtransit" zone. Fares can be paid using an app, or with cash. Transfers between zones are \$3 each, but TARTA Flex riders can transfer to TARTA's fixed-route service for free.

### **OTHER THIRD-PARTY SERVICES**

#### **Lyft Pass**

We reached out to several ridesharing companies, such as Uber, Lyft, and Yellowcab to get more information on how their third-party contracts work with the municipalities they work with. Unfortunately, the only company that reached back to us with more information was Lyft. McKenna met with a representative from Lyft to discuss details of their partnership services. Key points include:

- The Township can choose between a Lyft Concierge program or Lyft Pass Program.
- With a Lyft Pass program, the Township can subsidize rides for folks traveling within a specific boundary, which is set by "geofencing." In this case, the entire Township would be the boundary.
- The Township can setup whatever subsidy they would like with Lyft, such as a certain dollar amount per month that will be covered per rider, or a number of rides, or both. There can also be parameters placed on the hours in which the subsidy will apply (e.g., M-F 6am-9pm).



- To access the Lyft Pass app, the Township will have to work with Lyft to figure out how to advertise that these subsidized rides exist. Such as, a QR code at a bus stop. The QR code will then take people to the Lyft app where they can schedule a curb-to-curb service within the specific "geofenced" boundary. Or, the Township can send access to an "invite list" of people (such as if the Township sent a newsletter to only residents and businesses with the QR code).
- This system may be exceptionally helpful for people to get to and from the airport from nearby hotels.
- For government partners, Lyft will cover all launching, implementation, and maintenance costs.
- If a rider decides to no-show or cancel a ride using the Township's subsidy code, the rider will be responsible for all applicable fees.
- Lyft drivers are not aware if they are part of the Lyft Pass program.
- Success of this program is largely dependent on the availability of Lyft drivers at any given moment, which may be a challenge for Cascade. As in, if there are not drivers available to accept rides in Cascade, then the Lyft Pass Program may not be suitable as a transportation supplement.

### **Other Area Transportation Options**

#### West Michigan Rideshare

- A searchable ridesharing program available through The Rapid. This can match up potential riders with carpools, vanpools, and bike pools.
- The Rideshare program has a guaranteed ride home service for free, if someone uses alternative driving at least once a week.
- West Michigan Rideshare helps connect people within a distance (specified by the user) that are also interested in carpooling together.
- The service is offered anywhere within Kent, Allegan, and Ottawa Counties.
- The Rapid does not disclose cost information on this service online.

#### The Rapid Connect

- Only available to Walked and Kentwood. If extended services, The Rapid would only extend services to other ITP communities within the 6 City limits. ITP communities pay into a millage.
- The Rapid is running the Connect program as a pilot and will discuss options for expanding it or changing service over time.
- Any service beyond the 6 City limits will need to be funded solely by an outside entity.
- In general, the Kentwood system (operates 16 hours per day M-F) equates to about \$400k/year.

#### MVMT

- Privately-owned transportation service operating all over the US and Canada
- Offers paratransit, fixed route, shuttle, student transportation, and multimodal services.
- One of the services offered is to "eliminate or replace underperforming routes."
- Township staff has reached out for more information but has not received response.

#### Grand Rapids Car Service

- Offers curb-to-curb service to and from the airport from wherever in the Grand Rapids area.





- Does not appear to have the capacity to evolve into a fixed system or partnership with the Township to supplement bus transportation.
- Offers mostly private chauffer services.
- Most other private transportation companies in the area appear to have a similar model.

## **ADDITIONAL INFORMATION ON NON-MILLAGE COMMUNITIES**

According to a communication received directly from The Rapid, the following information applies to all partner communities:

- All communities (including Cascade) have a contract rate of \$76.37 per revenue hour.
- The primary mechanism for billing is based on revenue hours vehicles are operating within the area's jurisdiction.
- Other costs include operating resources (e.g., whether the existing route can accommodate an extension into a township or whether an additional vehicle needs to be added to the route). And the value to the six cities.
- The Rapid's Board approved an extension of Route 11 Plainfield into Plainfield Township to the Meijer store as part of the implementation of the Comprehensive Operational Analysis (COA). With the Meijer store located less than half a mile from the northern extent of the City of Grand Rapids, the decision was made to extend the route without entering into a contract for service with Plainfield Township as it was understood that the benefit of the service almost fully was borne onto The Rapid/the six member communities of ITP/Rapid riders living in the six cities. Therefore, Plainfield Township was not asked to financially contribute to the service; however, it is anticipated that any extensions farther north along Plainfield Avenue into the Township will require financial support from the Township.

### **Alpine Township**

Alpine Township funds the revenue hours of Route 9 as it operates north of Four Mile Road on weekdays until 6:45pm and all day on Saturday. The township funds 30-minute service on weekdays on middays on Saturday and 60-minute service on Saturday mornings and Saturday evenings. This equates to approximately 4.05 revenue hours per weekday and 3.90 revenue hours per Saturday. Ridership at stops within Alpine Township's jurisdiction is 161 riders per weekday on average and 129 on Saturdays (October – December 2022).

### **Byron Township / Disability Advocates of Kent County**

Byron Township's contract with ITP sunset in August 2022. Since then, Disability Advocates of Kent County have entered into an agreement with ITP to maintain service along 68th Street. DAKC funds revenue hours of Route 10 as it operates south of 60th Street on weekdays until 6:15pm and on Saturdays until 5:45pm. This equates to approximately 1.52 revenue hours per weekday and Saturday. Ridership at stops south of 60th is 20 riders per weekday on average and 7 riders per Saturday (October – December 2022).

### **Plainfield Township**

ITP does not have a contract for service with Plainfield Township. Average ridership at the Plainfield Meijer equates to 91 riders per weekday, 53 riders per Saturday, and 27 riders per Sunday (October – December 2022).

### **Gaines Township**

Gaines Township funds the revenue hours of Route 4 as it operates through the Woodfield Apartments south of 60th Street and west of Eastern Avenue. The route operates at 15-minute frequency on weekdays until 6pm, 30-minutes weekday evenings and Saturday during the midday, and 60-minutes Saturday mornings and evenings and on Sunday. This equates to approximately 2.07 revenue hours per weekday, 0.90 revenue hours per



Saturday, and 0.43 revenue hours per Sunday. Additional service on Route 2 and Route 4 is provided within Gaines Township to the Gaines Meijer as available resources allow as well as due to the benefit of riders in the six cities. Average ridership through the Woodfield Apartments is approximately 26 riders per weekday, 11 riders per Saturday, and 7 riders per Sunday (October – December 2022).



# Memorandum

**TO:** Cascade Township Transportation Committee  
**FROM:** Danielle Bouchard, AICP  
Chris Khorey, AICP  
**SUBJECT:** **Draft Survey for Bus Riders**  
**DATE:** February 17, 2023

**As part of the Transportation Committee and DDA assistance scope of work, we will be launching a public engagement program to gain insight from stakeholders on public transportation perceptions, needs, and other elements.** As part of the program, we will be surveying actual riders on Route 29 on their perceptions of the services provided by The Rapid.

## **SURVEY APPROACH**

Understandably, The Rapid has several constraints for polling bus riders. Given the feedback we've received so far from representatives from The Rapid, it appears the best (and perhaps only) option to gain feedback from Route 29 riders is to station a Township/McKenna representative at one (or multiple) stops on Route 29 to survey the riders waiting. However, it is important to note that this approach is beyond the scope of McKenna's services with the DDA.

Alternatively, the Township is permitted to purchase advertising space to direct riders to take the survey (e.g., poster with QR code). Unless the Township purchases advertisement space for all 164 buses, The Rapid cannot guarantee that the survey would reach those buses that are dispatched to Route 29. Further, The Rapid does not permit any outside entities to advertise at any Rapid-owned property.

## **DRAFT SURVEY QUESTIONS**

1. Please indicate your relationship to Cascade Township (select all that apply)
  - a. I am a resident of Cascade Township
  - b. I am a resident of another community in Kent County
  - c. I am a business owner in Cascade Township
  - d. I own property in Cascade Township
  - e. I attend an institution in Cascade Township (e.g., church, library, etc.)
  - f. I do my shopping/running errands in Cascade Township
  - g. Other (please specify)
  
2. What do you ride The Rapid bus for? (select all that apply)
  - a. To get to and from work
  - b. To run errands
  - c. To get to activities (e.g., hobbies, parks, library, etc.)
  - d. All of the above



- e. Other (please specify)
3. Do you feel that the current services offered by The Rapid on Route 29 meet your needs?
- a. Yes
  - b. No
  - c. No opinion/unsure
4. If The Rapid Route 29 does not meet your needs, why?
- a. Buses do not stop as frequent as I need
  - b. The stops are located too far from store/destination entrances
  - c. I cannot get direct access to where I live or work
  - d. I have trouble accessing stops from where I live
  - e. The Route 29 schedule conflicts with my personal schedule
  - f. There are not stops located near where I need to go
  - g. Route 29 does not provide direct access to where I need to go (without transfer)
  - h. It is too expensive
  - i. Other (please specify)
5. Which stops along Route 29 do you typically use (select all that apply)?
- a. The Kent District Library – Cascade Branch
  - b. Thornhills Plaza (28<sup>th</sup>/Cascade)
  - c. Cascade Center
  - d. 28<sup>th</sup>/Lucerne
  - e. 28<sup>th</sup>/Charlevoix
  - f. 28<sup>th</sup>/Kraft
  - g. 28<sup>th</sup>/Hotel Avenue (e.g., Target, Aldi)
  - h. 28<sup>th</sup>/Patterson
  - i. Wal-Mart
  - j. Meijer
  - k. I use Route 29 to get to stops outside Cascade Township (such as Home Depot, Centerpointe Mall, or Woodland Mall).
  - l. I use Route 29 as a connection to a different Rapid Route that takes me to my final destination.
  - m. All of the above
  - n. Other (please specify)
6. What other type of transportation service would you be interested in using in Cascade Township?
- a. A third-party on-demand transit bus (e.g., a small bus with curb-curb service)
  - b. The Rapid Connect (on-demand door-to-door service operated by the Rapid)
  - c. Carpooling van services
  - d. Direct curb-to-curb service only to limited specific locations, such as the airport or Meijer
  - e. I think services are fine the way they are now
  - f. I would not use any of these services
  - g. Other (please specify)



# Memorandum

**TO:** Cascade Township Transportation Committee  
**FROM:** Danielle Bouchard, AICP  
Chris Khorey, AICP  
**SUBJECT:** **Draft Survey for Businesses**  
**DATE:** February 17, 2023

**As part of the Transportation Committee and DDA assistance scope of work, we will be launching a public engagement program to gain insight from stakeholders on public transportation perceptions, needs, and other elements.** As part of the program, we will be surveying business owners within the DDA boundary, the general public, and riders of Route 29. This memorandum includes information on the proposed approach to survey the Township's business community (within the DDA area).

## **SURVEY APPROACH**

Cascade Township has contact information for businesses within the DDA boundary. We propose to reach out to these businesses via email and send a link to the survey. The hope here is to gain insight on the following elements:

- How does the current bus system work for them?
- What do they wish a bus system would offer?
- What are they willing to do to help the Township provide improved services?

Further, we understand that the Township has already surveyed business owners on their opinions of the bus system. As such, we will intentionally utilize those findings, as well as pursue a "deeper dive" for this new survey.

## **DRAFT SURVEY QUESTIONS**

1. Please indicate the name of the business that you own and/or represent (short answer question).
2. How many employees does your business have?
  - a. Less than 25
  - b. 26-49
  - c. 50-100
  - d. 100+
3. To your knowledge, do you have employees and/or customers that use the Rapid bus service to get to and from your business?
  - a. Yes
  - b. No



- c. Unsure
4. Do you feel that your employees have adequate transportation (personal or public) services to get to and from work?
  - a. Yes
  - b. No
  - c. No opinion/unsure
5. If no, please explain (short answer question).
6. Do you feel that bus transportation provided by The Rapid Route 29 adequately services your business?
  - a. Yes
  - b. No
  - c. No opinion/unsure
7. If no, please explain (short answer question).
8. If public transportation services were improved in Cascade Township, do you feel it would be an overall benefit to your business?
  - a. Yes
  - b. No
  - c. No opinion/unsure
9. If yes, please explain (short answer question).
10. Do you feel that you have lost employees and/or customers to your business because of lack of public transportation options?
  - a. Yes
  - b. No
  - c. No opinion/unsure
11. If yes, please explain (short answer question).
12. If Cascade Township were to change the public transportation system, what changes would you support to benefit your business?
  - a. Providing door-to-door on-demand service within Cascade Township
  - b. Providing door-to-door on-demand service to Cascade Township and nearby parts of Kentwood
  - c. Running Route 29 on its current route more frequently
  - d. Running Route 29 on its current route earlier in the morning or later at night
  - e. Providing direct fixed route service beyond Woodland Mall (where Route 29 currently terminates)
  - f. Providing a new fixed route service to serve your business' location.
  - g. Providing an express fixed route to Downtown Grand Rapids
  - h. Providing a fixed route to Gerald Ford Airport



- i. Providing direct services from businesses to Gerald Ford Airport
  - j. Providing a “loop” service connecting businesses, retailers, hotels, and other destinations to each other.
  - k. Providing a third party transportation service that offers transportation directly to my business, such as a carpool shuttle
  - l. Current services provided by the Rapid are adequate and do not need any changes
  - m. None of these options would be beneficial to my business
  - n. Other (please specify)
13. To provide better transportation services to your employees and customers, would you be willing to support these services by contributing a portion of funding (alongside other businesses)?
- a. Yes
  - b. Maybe, depending on the financial contribution and the service
  - c. No
  - d. Unsure
  - e. Other (please specify)
14. Please provide any other thoughts you have regarding transportation services in Cascade Township.

DRAFT



# Memorandum

**TO:** Cascade Township Transportation Committee  
**FROM:** Danielle Bouchard, AICP  
Chris Khorey, AICP  
**SUBJECT:** **Draft Survey for the Public**  
**DATE:** February 17, 2023

**As part of the Transportation Committee and DDA assistance scope of work, we will be launching a public engagement program to gain insight from stakeholders on public transportation perceptions, needs, and other elements.** As part of the program, we will be surveying the public on their perceptions of the services provided by the Rapid on Route 29.

## **SURVEY APPROACH**

We propose to reach out to those folks who indicated to us during the public engagement process of the Strategic Plan to take an additional survey. One of the initial surveys provided to Cascade residents asked respondents if they would be interested in taking more surveys during the process. As such, the Township has a list of emails from respondents who indicated they would be interested in staying involved and informed in Township projects and decisions.

## **DRAFT SURVEY QUESTIONS**

1. Please indicate your relationship to Cascade Township (select all that apply)
  - a. I am a resident of Cascade Township
  - b. I am a business owner in Cascade Township
  - c. I own property in Cascade Township
  - d. I attend an institution in Cascade Township (e.g., church, library, etc.)
  - e. Other (please specify)
  
2. (This question will appear to residents only) Please list the nearest intersection to your home.
  
3. How often do you, or someone in your household, ride a Rapid bus?
  - a. Daily
  - b. Weekly
  - c. Monthly
  - d. Yearly
  - e. Less than Once Per Year
  - f. Never

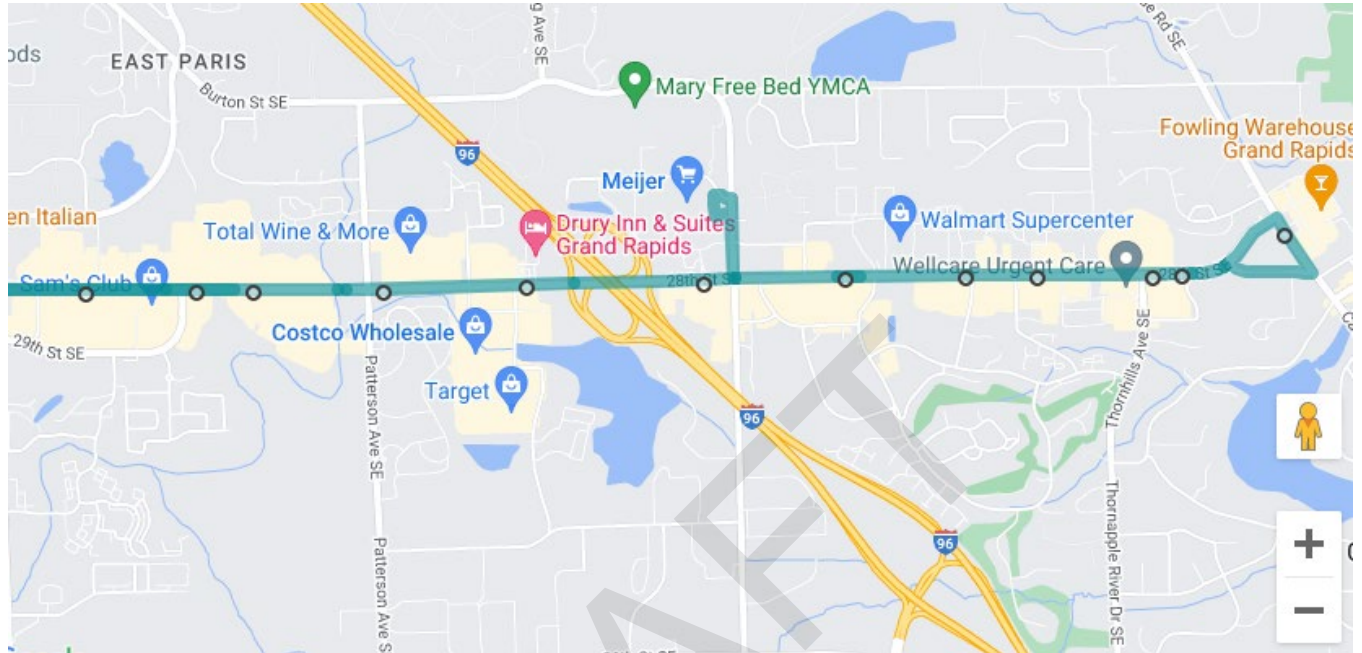




4. What do you ride a Rapid bus for? (select all that apply) (this question will not appear to people who answered “never”)
  - a. To get to and from work or school
  - b. To run errands
  - c. To get to activities (e.g., hobbies, parks, library, etc.)
  - d. Other (please specify)
  
5. What prevents you from riding a Rapid bus? (select all that apply)
  - a. I prefer to use my own personal vehicle
  - b. The route schedule does not work with my personal schedule
  - c. The Rapid does not serve where I need to go
  - d. The Rapid goes where I need to go, but requires too many transfers or takes too long
  - e. The stop locations are too far from the front entrances of where I am going
  - f. Other (please specify)
  
6. Do you feel that the current services offered by The Rapid in Cascade Township meet your needs?
  - a. Yes, the services meet my needs.
  - b. I use other transportation services (like Hope Network), but not the Rapid.
  - c. I make do with the Rapid services provided, but they could be improved.
  - d. I would like to use public transportation services but The Rapid does not provide a service that works for me.
  - e. I do not need public transportation services.



7. If you use The Rapid services on Route 29 (see map) in Cascade Township, what stops do you use? (this question will not appear to people who answered “never” to question 3)



- a. The Kent District Library
  - b. Thornhills Plaza
  - c. Cascade Center
  - d. 28<sup>th</sup>/Lucerne
  - e. 28<sup>th</sup>/Charlevoix
  - f. 28<sup>th</sup>/Kraft
  - g. 28<sup>th</sup>/Hotel Avenue (e.g., Target, Aldi)
  - h. 28<sup>th</sup>/Patterson
  - i. Wal-Mart
  - j. Meijer
  - k. I use Route 29 to go to destinations outside Cascade Township (Home Depot, Centerpointe Mall, Woodland Mall, etc)
  - l. I use Route 29 to transfer to other Rapid Routes and reach other destinations.
  - m. I do not ride The Rapid
  - n. Other (please specify)
8. If expanded (or new) transportation options were available in Cascade Township, such as a third-party transportation company or on-demand service, would you likely utilize the service more?
- a. Yes
  - b. No
  - c. Depends on the type of services offered



9. What type of transportation service would you be interested in using?
- a. Providing door-to-door on-demand service within Cascade Township
  - b. Providing door-to-door on-demand service to Cascade Township and nearby parts of Kentwood
  - c. Running Route 29 on its current route more frequently
  - d. Running Route 29 on its current route earlier in the morning or later at night
  - e. Providing direct fixed route service beyond Woodland Mall (where Route 29 currently terminates)
  - f. Providing a new fixed route service that would more directly serve your home.
  - g. Providing an express fixed route to Downtown Grand Rapids
  - h. Providing a fixed route to Gerald Ford Airport
  - i. Providing a shuttle service to Gerald Ford Airport that could be pre-booked and pick you up at home.
  - j. Providing a “loop” service connecting businesses, retailers, hotels, the airport, and other destinations to each other.
  - k. Providing a third party transportation service that offers transportation directly to my employer, such as a carpool shuttle.
  - l. Current services provided by the Rapid are adequate and do not need any changes
  - m. I would like to use public transportation, but none of these services meet my needs. The service I would use is .... (please specify)
  - n. I would not use public transportation, regardless of any additional services provided.
10. Please share any additional thoughts you may have regarding public transportation in Cascade Township.