

AGENDA

Cascade Charter Township
Downtown Development Authority Board of Directors
May 16, 2023
5:30 p.m.
Cascade Library Wisner Center
2870 Jacksmith Ave. SE

Public may access the meeting via video conference software Zoom

<https://us02web.zoom.us/j/81688234365>

- ARTICLE 1.** Call the Meeting to Order
Record the Attendance
- ARTICLE 2.** Approval of the Agenda
- ARTICLE 3.** Approval of the Minutes of April 18, 2023 Meeting
- ARTICLE 4.** Acknowledge visitors and those wishing to speak to items whether they are on the agenda or not (*Comments are limited to five minutes per speaker*)
- ARTICLE 5.** Discuss and Consider Cascade Road Bridge Pedestrian Facilities
- ARTICLE 6.** McKenna –Transportation Committee Update and Recommendation
- ARTICLE 7.** Brief Updates/Discussion
- Strategic Plan Implementation Update
 - Joint Meeting Discussion
 - Planting Project Update
 - Library Project Update – Project Representative
 - Metro Cruise Update
 - Replacement of DDA/Economic Development Director
 - Informational Meeting/Annual Report
- ARTICLE 8.** Any Other Business
- Upcoming Meetings**
- a. Strategic Plan Implementation Meeting – May 19, 2023
 - b. Next DDA Board Meeting: June 20, 2023
- Recent Meeting Minutes**
- a. Township Board (4/12, 4/26)
- Budget to Date**
- ARTICLE 9.** Adjournment

Minutes

Cascade Charter Township
Downtown Development Authority
Tuesday, April 18, 2023
5:30 pm
2870 Jacksmith Ave SE

- ARTICLE 1.** Chair Puplava called the meeting to order at 5:30 P.M.
Members Present: Kleyla, Preston, Stephan, Puplava, Growney, Lesperance, Siegle, Makkar
Members Absent: Vogel
Others Present: Township Manager Ben Swayze and others listed on the sign-in sheet.

Member Growney arrived at 5:31 P.M

ARTICLE 2. Approve the current Agenda

Motion was made by Member Stephan to approve the agenda. Supported by Member Siegle. Motion carried 6 to 0.

ARTICLE 3. Approve the Minutes of the February 21, 2023 Meeting

Chair Puplava noticed an error in Article 5 stating that the motion was made by Member Stephan.

Motion was made by Supervisor Lesperance to approve the February 21, 2023 meeting minutes with the proposed change. Supported by Member Stephan. Motion carried 7 to 0.

ARTICLE 4. Acknowledge visitors and those wishing to speak

Wendy Sturm (2570 Hunter Green) attended the meeting to address concerns regarding the library. She wanted clarity on the number of resident visitors that utilized the library in 2022 and was also confused as to why the amphitheater is still being discussed since there needs to be more space for working remotely. Her last concern was regarding the library's need to update the interior.

Member Makkar arrived at 5:36 P.M.

Manager Swayze added that there is money budgeted for the library refresh project in 2023 or 2024. The first step is getting architectural services on board which is already being initiated by the Township Board.

ARTICLE 5. Discuss and consider Cascade Branch of the Kent County District Library

Lulu Brown, the Regional Manager for KDL, thanked the board for allowing her to present this project. There has been an increase in traffic flow to the library creating space concerns, so the outdoor gathering space is meant to provide an alternate, natural place for people to gather.

Wes Landon, owner of Native Edge, attended the meeting to give an update on the project. He started working on this project in 2022 by creating a Master Plan for the outdoor space. The plan has evolved to become more of a community hub with various spaces for gatherings or nature programs. Landon stated that plans have changed by incorporating larger sidewalks, accommodating more people in terms of seating, and being able to host larger events such as the 4th of July. There is also an updated budget since elements of the design have changed.

Brown said that construction costs are continuing to rise and they are figuring out how to create a nice outdoor space while simultaneously saving money. She wanted to present this to the DDA Board in hopes of partnering for phases 2-4 along with additional help in phase 1 for the sidewalks.

Landon explained that if there is no additional funding, Phase 1 can still be completed but will be scaled back and more in line with the original concept. To achieve the larger vision with wider sidewalks and more benches they will need additional funding. The estimated cost of Phase 1 is \$461,564 with a donor contribution for a fountain of \$30,000 and friends of the library contribution of \$201,000 leaving a remainder of \$230,564 needed. Phase 2 is estimated to cost \$714,000, Phase 3 is \$103,000, and Phase 4 is \$37,798.

Member Siegle asked if any plans include additional parking spaces since these plans will draw more people here. Brown said this has been a challenge in the past, especially on big event days, but a neighboring building does allow the use of their overflow parking lot.

Supervisor Lesperance asked how long construction would take. Landon explained the duration of the project is unknown, mainly because Phase 2 has yet to be designed with the pavilion. If he had to estimate he figured the project would be complete in Spring of 2024.

Member Siegle asked how much the pavilion costs and Landon said it would total out to roughly \$300,000 for a 60ft pavilion.

Member Stephan wondered why there wasn't a restroom on the plans and Brown clarified that would cost an additional \$100,000 plus maintenance. She also added they can utilize the library's restrooms after hours since you can access those without entering the library.

Member Makkar asked what the community engagement was like at the library. Brown said that the Cascade Library has some of the highest market penetration in terms of how many people live in the area and the number of people who are active cardholders.

Chair Pupilava asked if the interior refresh should be completed synonymously with the outdoor construction. Brown indicated that they have the resources to execute the interior refresh and will complete that project at a time when the library isn't busy since they will have to close down for a few days.

Brown stated they have tried navigating other avenues for funding via donations, private investors, and the Cascade Community Foundation, along with others.

Member Siegle had some reservations about funding another large-scale project since they are dealing with items from McKenna's plan as well. He recommended having a limit to the amount funded.

Members were conflicted whether to include funding for the pavilion since it would cost an additional \$300,000. There was a suggestion to construct just the foundation and delay the structure build.

Motion was made by Member Makkar to have the DDA fund up to \$1,000,000 for phases 1-4. Supported by Supervisor Lesperance. Motion carried 8 to 0.

ARTICLE 6. McKenna – Strategic Plan & Transformation Committee Update Report

There was nothing new to note on the reports.

ARTICLE 7. Discuss and Consider Village Landscape Bids

Member Stephan pointed out a few bids he was unimpressed with due to over pricing or their proposal didn't match what was wanted or needed. He was leaning towards the Enchanted Gardener since it seemed like there would be more plants.

Chair Puplava said she would be in favor of Harder & Warner since they handle the maintenance to the pots. Member Kleyla was in agreement because they work with many businesses.

Member Makkar suggested going with Enchanted Gardner with a stipulation of pot maintenance.

Motion was made by Member Kleyla to grant the proposal to Harder & Warner for this year's contract. Supported by Supervisor Lesperance. Motion carried 8 to 0.

ARTICLE 8. Brief Updates

- Tuffy Muffler Lease – The current owner of Tuffy Muffler has been looking to sell. There has been no real momentum in transferring of the business.
- Transportation Committee – There is anticipation of a report coming to the DDA for consideration in May, and a decision will have to be made in June.
- Replacement of Economic Development Director – There were interviews held for this position with a very promising candidate.

ARTICLE 9. Any Other Business

There was no other business to discuss.

Upcoming Meetings

- a. Strategic Plan Implementation Meeting – April 21, 2023
- b. Transportation Committee Meeting – May 8, 9, or 10, 2023
- c. Next Meeting: May 16, 2023

Recent Meeting Minutes

- a. Township Board (2/8, 2/15, 3/1, 3/8, 3/22, 3/28)
- b. Strategic Plan Implementation Committee (3/17)
- c. Transportation Committee (1/10)

ARTICLE 10. Adjournment

Motion was made by Member Siegle. Supported by Member Makkar. Motion carried 8 to 0. The meeting was adjourned at 7:11 P.M.

Respectfully submitted,

Rene Growney, Secretary

DRAFT



Memorandum

TO: Cascade Township DDA
FROM: Danielle Bouchard, AICP
Chris Khorey, AICP
SUBJECT: Recommendations on Transit Options
DATE: May 16, 2023

Over the last several months, Cascade Township Transportation Committee and DDA have been in the process of identifying alternative solutions to the current services with The Rapid. The DDA pays for a portion of The Rapid's Route 29, which provides access to several businesses (and municipal buildings) within the DDA boundary, primarily along 28th Street. The DDA's annual cost for the service is approximately \$218,000.

The contract Cascade Township DDA has with The Rapid expires in August 2023, but The Rapid has asked that the DDA take up a new contract at its June meeting, creating urgency for the Transportation Committee to make a recommendation.

The Transportation Committee met on May 8, 2023 to discuss the preferred alternative to the current Route 29. The results of that discussion, along with the Transportation Committee's recommendation to the DDA, are described further below.

SUMMARY OF PREFERRED ALTERNATIVE

The Transportation Committee (and McKenna) recommends that the DDA take the following actions:

- **Request the following alterations in Rapid fixed-route service:**
 - **Eliminate Route 29.**
 - **Extend Route 28 (currently known as West 28th Street) from its current terminus at Woodland Mall to the Cascade Meijer.**
- **Invest the cost savings from the fixed-route service alterations in a LyftPass program that would subsidize Lyft rides that start or end within the DDA boundary, or specific businesses. Details on this can be determined at a later date.**

Additional details on these recommendations, as well as key background information, follow.

FINANCIAL ANALYSIS

The specifics of the extended Route 28 service are important to ensure that the service alteration saves the DDA money while still providing quality service.

- Route 28 currently has 46 runs to Woodland Mall on weekdays, 23 on Saturday, and 12 on Sundays, for a total of **265 runs per week.**



- We estimate that a round trip from Patterson Avenue to the Cascade Meijer (and back) would take approximately 12 minutes (accounting for stops and end-of-route idling), which means each round trip would be 0.2 revenue hours. At \$76.37 per revenue hour, that means **one round trip from Patterson Avenue to Cascade Meijer would cost \$15.27.**
- **With 265 runs per week**, service from Patterson Avenue to the Cascade Meijer would cost \$4,046.55 per week, **or \$210,420.60 year, a slight savings to the DDA** while substantially improving service for the majority of riders that do not ride past Meijer.
- **With 177 runs per week (the current service level of Route 29)**, service from Patterson Avenue to the Cascade Meijer would cost \$2,702.79 per week, **or \$140,585.08, a savings of almost \$80,000 to the DDA**, while improving service for the majority of riders that do not ride past Meijer by eliminating the Woodland Mall transfer.
- The DDA could choose a service level in between one of the two scenarios above and realize different cost savings. The Rapid could choose what to do with Route 28 runs that will not enter Cascade. They could terminate at Woodland Mall, or they could run all the way to Patterson Avenue. That would be The Rapid's decision.

Please note that the above is an estimate and the actual Rapid service cost may differ. However, we are confident in our analysis that this service change will save DDA resources and provide better service to The Rapid's core ridership.

RAPID FIXED-ROUTE RECOMMENDATION

Route 29 currently runs from Woodland Mall to Cascade's Lower Village 177 times per week (30 on weekdays, 15 on Saturdays, and 12 on Sundays).

The Cascade DDA pays for the portion of the route from Patterson Avenue to the eastern terminus. The Rapid's cost for the service is **\$76.37 per revenue hour**, which adds up to approximately **\$218,000 per year**.

Rapid Route 29 began operating in September 2021. Prior to September 2021, Cascade Township was served by Rapid Route 28, which runs all the way to Grandville. Route 28 was truncated to Woodland Mall, and Route 29 was added to cover the rest of the corridor.

The service change in 2021 resulted in a drop in ridership. Weekday ridership is down 14%, Saturday ridership is down 27%, and Sunday ridership is down 24%. **The decrease is not due to Covid.** Ridership had recovered to about 75% of pre-Covid levels by September 2021, and was holding steady before the routing and headway changes.

Data suggests that most riders on Route 29 are coming from outside Cascade Township, with destinations between Patterson Avenue and the Cascade Meijer:

- As of April 2023, 66% of boardings and alightings take place at Cascade Meijer or one of the stops to its west (Kraft Avenue, Hotel Avenue/Northern Drive, and Patterson Avenue).
- As of April 2023, the Cascade Meijer is the origin or destination for approximately 34% of all ridership on Route 29.
- As of April 2023, 79% of boardings are for westbound service.

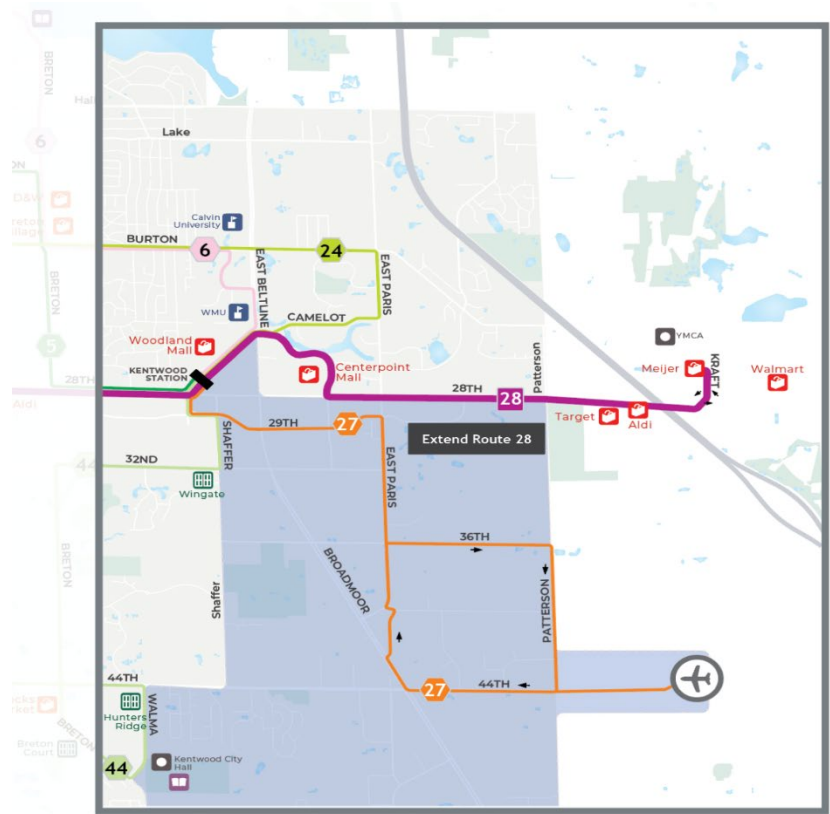


- Only 4% of respondents to the Township resident survey indicated they ride Rapid fixed route service more than once per year, but 25% of employers (7 respondents) reported having employees that would have trouble getting to work without public transit.

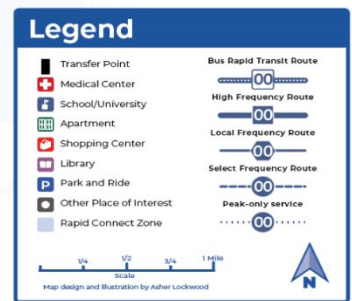
Public input also supports the conclusion that Meijer and points west are the key areas for fixed route transit in the Township. While only 10 riders responded to the bus riders survey, most indicated that Meijer was a key reason they use the route.

Therefore, in order to serve the core constituency for fixed route service within Cascade, support businesses along in the I-96/28th Street area, and make more efficient use of DDA resources, we recommend the following:

- **Eliminate Route 29:** Data and input suggest that Route 29 is not serving the needs of riders and is cost inefficient in its current form. Eliminating excess revenue hours would free up DDA resources for the LyftPass program (or other alternatives) described below.
- **Extend Route 28 to the Cascade Meijer.** Extending Route 28 would eliminate the need for riders to transfer at Woodland Mall and would create a more efficient service for the core transit riders along the 28th Street corridor. A draft map of what that extension would look like is provided right.



THE RAPID





ON-DEMAND SERVICE RECOMMENDATION: LYFTPASS

With the cost savings from the Rapid Fixed-Route service alteration, we recommend that the Cascade DDA enter into a partnership with Lyft under the LyftPass program. LyftPass allows a public entity, like the DDA, to offer automatic subsidies to Lyft rides within a given geographic area. Lyft has indicated that there is no cost to public partners for program setup, implementation, or maintenance.

A brief overview of the LyftPass program:

- 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 send 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.

We recommend that the DDA subsidize rides that start and/or end within the DDA boundary. This would mean hotel guests, shoppers, diners, employees, and residents within the DDA would be able to travel to destinations anywhere in the region with a reduced fare. Importantly, this would subsidize the following trips:

- Ford Airport passengers going to and from hotels in the DDA area.
- Employees of DDA businesses to commuting to work.
- Shoppers and diners coming into the DDA to patronize businesses.
- Transit riders seeking destinations east of Meijer.

The DDA can allocate any amount of funding to Lyft subsidies as deemed appropriate. The DDA would set an annual budget, which would be drawn down every time a ride is subsidized. The budget would need to be sufficient to last for an entire year, but given that the projected Rapid savings, the DDA should be able to set a sufficient amount (even the small savings under the 256 run scenario would subsidize over 2,500 rides, if the DDA were to subsidize \$3 per ride, for example). The DDA should also allocate resources to marketing the program. The budget could be right-sized on any annual basis. **We recommend that the DDA finalize its new agreement with The Rapid, and then determine the budget and details for LyftPass.**

BACKGROUND INFORMATION: NON-MILLAGE COMMUNITIES

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.
- Other non-milage communities appear to pay less than Cascade because they have less “revenue miles” and less frequent stops.
- 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 6 cities since Rapid Connect is still its pilot phase.

- Rapid Connect costs about \$400k per year to operate.
- A comparison table between Cascade Township and all other non-millage communities is provided below.

Community	Amount Paid	Funding Source	Frequency	# of Stops/Key Destinations Served
Cascade Twp.	\$218,000	DDA Budget	<u>Weekday</u> : 30 minutes <u>Weekend</u> : 60 Minutes	6 (Target, Meijer, Wal-Mart, Library, Cascade Village, Ford Airport)
Byron Twp.	\$0 (discontinued) \$36,000 (prior to discontinue)	General Fund (prior to discontinue)	N/A (discontinued) Prior to discontinue: <u>Weekday</u> : 30 minutes <u>Saturday</u> : 60 minutes <u>Sunday</u> : None	0 (discontinued) Prior to discontinue: 2 (Tractor Supply, Special Olympics)
Plainfield Twp.	\$0	N/A	<u>Weekday</u> : 15 minutes <u>Weekend</u> : 60 minutes	1 (Meijer)
Gaines Twp.	\$55,000	General Fund	<u>Weekday</u> : 8-15 minutes (Routes 2 and 4), 30 minutes (Route 10) <u>Saturday</u> : 5-30 minutes (Routes 2 and 4), 60 minutes (Route 10) <u>Sunday</u> : 4-30 minutes (Routes 2 and 4)	5 (Meijer, Celebration Cinema, East Kentwood HS, Pine Rest, Apartments)
Alpine Twp.	\$98,000	General Fund	<u>Weekday</u> : 30 minutes <u>Saturday</u> : 30-60 minutes <u>Sunday</u> : 60 minutes	3 (Wal-Mart, Menards, Apartments)



BACKGROUND INFORMATION: PUBLIC ENGAGEMENT RESULTS

- **Resident Survey: 362 responses**
 - 88% indicated they “never” ride The Rapid bus. 8% said “less than once per year”
 - 93% indicated they “never” ride The Rapid Go! Bus.
 - 84% prefer to use their own personal vehicle (when asked why they do not ride the bus).
 - 14% indicated The Rapid does not go where they need it to go.
 - 12% indicated the route schedule does not work with their personal schedule.
 - 10.5% indicated transfers take too long.
 - 71.5% said they so not need public transportation services in Cascade.
 - 16% said they would like to use public transportation services, but The Rapid does not provide a service that works for them.
 - Several folks noted that they do not use the bus but understand and support why the service is needed in the Township.
 - Other folks indicated they have someone in their family with disabilities or are aging themselves and would use the service in the future.
 - 56% said they would not use any suggested services (e.g., third party company shuttles to hotels, airport, etc., shuttles to get to fixed routes, or carpooling services).
 - 30% indicated they would use a third-party company shuttle to specific destinations within the Township.
 - 9% indicated they would use a shuttle service to fixed routes.
 - 9% indicated they would use a carpooling service to specific destinations in the Township.
 - 11% indicated “other” service ideas:
 - Uber and Lyft were suggested several times (10 respondents)
 - Airport transportation

- **Business Owner survey: 33 responses**
 - 69% indicated less than 25 employees at their business.
 - 12.5% indicated 26-49 employees.
 - 12.5% have 100+ employees.
 - 6% have between 50-100 employees.
 - 44% of employees generally live in the City of Grand Rapids
 - 19% are generally live in Cascade.
 - 11% live elsewhere, including Kent County, Ada, and Metro Grand Rapids.
 - 69% indicated their employees do not use The Rapid to get to and from work.
 - 25% indicated their employees use The Rapid to get to and from work.
 - 69% indicated their employees do not use the Go! Bus.
 - 81% indicated their employees have adequate transportation to get to and from work.
 - 34% said The Rapid services adequately serve their business.
 - 53% have no opinion if The Rapid services adequately serve their business.
 - 59% indicated that if services were improved in Cascade Township, it would not be an overall benefit to their business.



- 25% said that improved services would benefit their business.

ANSWER CHOICES	RESPONSES
None of these options would be beneficial to your business.	50.00% 15
Running Route 29 on its current route earlier in the morning or later at night	23.33% 7
Running Route 29 on its current route more frequently	20.00% 6
Providing a new fixed route service to service your business' location.	13.33% 4
Providing a fixed route to Gerald Ford Airport.	10.00% 3
Current services provided by the Rapid are adequate and do not need any changes.	10.00% 3
Providing door-to-door on-demand service within Cascade Township.	6.67% 2
Providing door-to-door on-demand service to Cascade Township and nearby parts of Kentwood.	6.67% 2
Providing direct fixed route service beyond Woodland Mall (where Route 29 currently terminates).	6.67% 2
Providing an express fixed route to Downtown Grand Rapids.	6.67% 2
Providing direct services from businesses to Gerald Ford Airport.	6.67% 2
Providing "loop" service connecting businesses, retailers, hotels, and other destinations to each other.	6.67% 2
Providing a third party transportation service that offers transportation directly to your business, such as a carpool shuttle.	3.33% 1
Expanded services from The Rapid Go! Bus	3.33% 1
Other (please specify)	Responses 3.33% 1

- 22% indicated their employees would have trouble getting to and from work if Rapid services were discontinued.
- 22% indicated customers would have issues accessing their business if services were discontinued.
- 66% indicated their business would have little or no impact if services were discontinued.
- 66% said they would not be willing to financially contribute to improve services in the Township.

- **Bus Rider Survey: 9 responses**

- 62.5% are Cascade residents.
- 37.5% do their shopping/errands in Cascade.
- 25% reside in another community or attend an institution in Cascade.
- 28.5% completed the survey at the 28th/Kraft location.
- 28.5% completed the survey at Cascade Road/28th location.
- 43% ride The Rapid Route 29 to get to and from work.
- 43% ride the Rapid Route 29 to get to activities.
- 86% ride Route 29 during the afternoon (11am-3pm)
- 71% ride Route 29 in the morning (6am-10am)
- 57% ride Route 29 in the evening (4pm-9pm)



- An even split of 50%/50% indicated the Rapid Route 29 meets their needs.

ANSWER CHOICES	RESPONSES	
▼ Buses do not stop as frequent as I need	42.86%	3
▼ I cannot get direct access to where I live or work	42.86%	3
▼ Route 29 does not provide direct access to where I need to go (without transfer)	42.86%	3
▼ None of the above	28.57%	2
▼ The stops are located too far from store/destination entrances	28.57%	2
▼ I have trouble accessing stops from where I live	28.57%	2
▼ There are not stops located near where I need to go	28.57%	2
▼ It is too expensive	14.29%	1
▼ The Route 29 schedule conflicts with my personal schedule	0.00%	0
▼ Buses do not have the facilities I need (e.g., wheelchair access, bike racks, etc.)	0.00%	0
▼ Other (please specify)	Responses	0.00%
Total Respondents: 7		

- 71% of respondents use Route 29 as a transfer to get to their final destination.
- 57% use Route 29 to get to Meijer.
- 57% use Route 29 to get to other destinations outside Cascade (Home Depot, Woodland Mall).
- 43% go to the KDL Cascade branch.
- 62.5% would use a third party on-demand transit bus with curb-to-curb service.
- 37.5% said services are fine the way they are now.



Memorandum

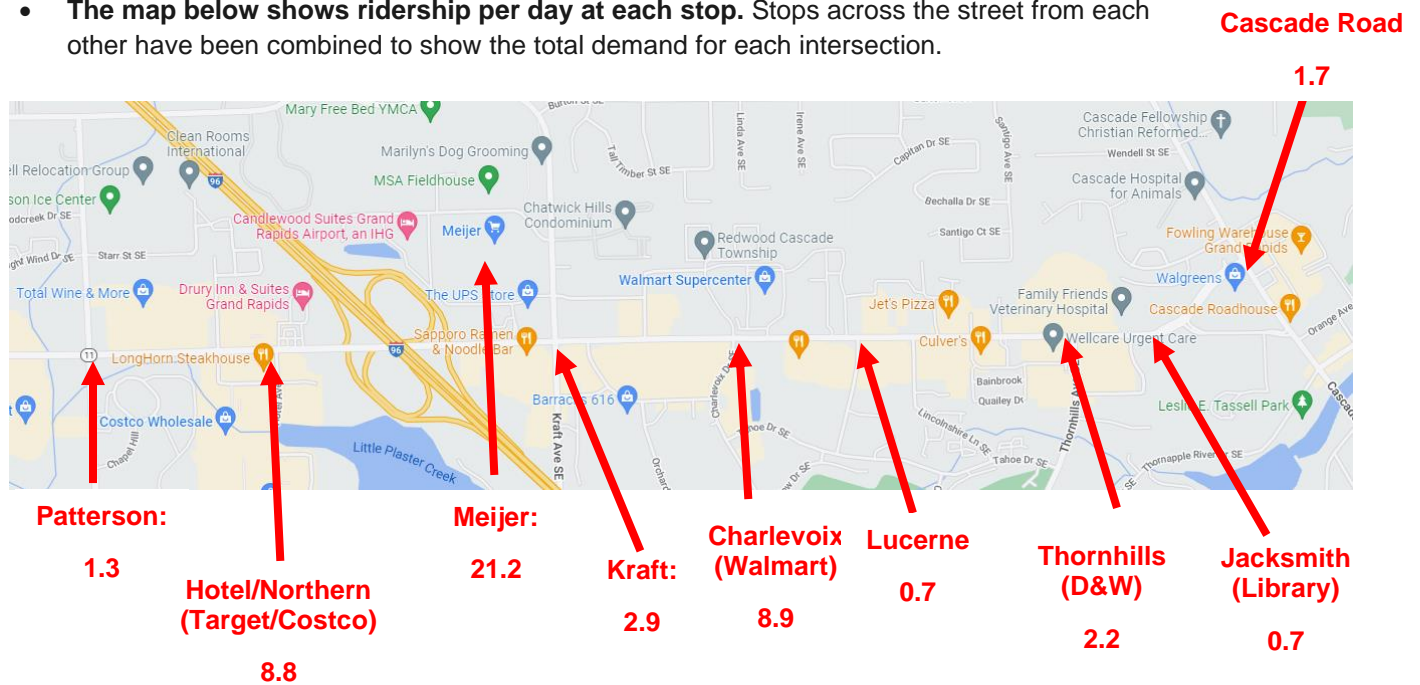
TO: Cascade Township Downtown Development Authority Transportation Committee
FROM: Christopher Khorey, AICP, West Michigan Manager
SUBJECT: **Key Takeaways from Rapid Route 29 Data**
DATE: September 29, 2022

We have reviewed the Rapid Route 29 Ridership Data provided by Executive Director Sandra Korhorn, and have the following key takeaways.

- **Rapid Route 29 began operating in September 2021.** It runs from Woodland Mall (the Rapid's Kentwood Transit Center) to Cascade Village. Prior to September 2021, Cascade Township was served by Rapid Route 28, which ran all the way to Grandville. Route 28 was truncated to Woodland Mall, and Route 29 was added to cover the rest of the corridor.
- **The old Route 28 also used to serve the Mary Free Bed YMCA on Burton.** The bus no longer runs up to Burton, which makes it more efficient, but it now serves fewer destinations. There is an unused Rapid bus shelter outside the YMCA on Burton.
- **Route 29 runs on the following headways:**
 - Weekdays 6 AM to 7 PM: 30 minutes
 - Weekdays 7 PM to 10 PM: 60 minutes (this was changed from 30 minutes in September 2021)
 - Saturday 7:30 AM to 9:30 PM: 60 minutes
 - Sunday 7:30 AM to 6:30 PM: 60 minutes
- **Route 29 serves an average of 131 passengers every weekday.** There are 29 weekday runs, so each bus serves approximately 4-5 riders on weekdays.
- **Route 29 serves an average of 92 riders every Saturday.** There are 14 Saturday runs, so each bus serves 6-7 riders. So Saturday buses are actually the busiest runs, which is not surprising given the amount of retail on the corridor.
- **Route 29 serves an average of 53 riders every Saturday.** There are 11 Sunday runs, so each bus serves 4-5 riders.
- **Ridership is down since the 2021 changes.** Weekday ridership is down 14%, Saturday ridership is down 27%, and Sunday ridership is down 24%. The decrease is not due to Covid. Ridership had recovered to about 75% of pre-Covid levels by September 2021, and was holding steady before the routing and headway changes.



- **The cost to run the service is \$76.37 per hour.** That averages the two-run hours and the one-run hours. When there are two runs, the buses serve around 8-10 people per hour, and when there is one run, they serve 5-7 people per hour.
- **The cost per rider on Route 29 is \$5.39 on weekdays.** It's \$4.39 on Saturdays (because less frequent busses serve more people per bus) and \$5.71 on Sundays.
- **The fare for an adult rider is \$1.75 (\$1.25 for a child).** The exact amount each Route 29 rider pays is complex, though. The fare covers one transfer, so it's possible that the Route 29 rider already paid for a different bus, and is not paying for Route 29. There are also reduced fares for low-income riders, 10 ride passes that cost only \$1.35 per ride, promotional rates, and other discounts.
- **The bus is busiest between 3 and 6 pm,** which is not surprising as that is when all modes of transportation tend to be busiest.
- **The bus is least busy between 8 and 9 am,** which is surprising as that is generally considered "rush hour", though many retailers and restaurants on the corridor open at 10 AM or later.
- **The map below shows ridership per day at each stop.** Stops across the street from each other have been combined to show the total demand for each intersection.



- **Meijer is by far the busiest stop.** Nearly half of all riders that board in Cascade get on at Meijer.



- **Ridership to Walmart, D&W, Target, and Costco is lower than Meijer, but boardings at major retailers are far higher than boardings at other stops.** It's worth noting that the bus drops off in the Meijer parking lot, but the stops for the other major retailers drop off on the 28th Street sidewalk.
- **Ridership drops off noticeably east of Wal-Mart.** Only around 10% of riders get on at one of the stops further east.
- **More people board the bus going westbound than eastbound,** which is not surprising as many riders probably originated at Woodland Mall or elsewhere in Kentwood, and are boarding in Cascade for the return trip.

I look forward to discussing these observations with the Transportation Committee on October 6.



Memorandum

TO: Cascade Township Transportation Committee
 Danielle Bouchard, AICP

FROM: Chris Khorey, AICP
 Jeff Keesler, Associate Planner
 Sandra Korhorn, Economic Development Director

SUBJECT: **Public Transportation Community Research**

DATE: October 26, 2022

Cascade Township is in the process of evaluating the Township’s public transportation services with the Rapid bus system. This report compares several communities in Michigan, as well as elsewhere in the Great Lakes region, to explore the public transportation services being offered, and how those could apply to Cascade Township.

SUMMARY OF STUIDED TRANSPORTATION SERVICES

Location	2020 Metro Population	Median Age	Median Household Income	% Below Poverty	Annual Ridership	Routes	Notes
Grand Rapids (ITP/the Rapid)	1,077,000 (Includes Ottawa County)	32.8	\$59,596	17	4.5 million	23 (with DASH)	Rapid Connect (Limited Area Universal On-Demand) 2 BRT Lines
Lansing (CATA)	541,297	34.5	\$48,818	18	4 million	30	BRT voted down in 2013
Kalamazoo (Metro)	335,340	25.8	\$40,227	28	1.4 million	20	Metro Connect (County-wide universal on demand service)



Location	2020 Metro Population	Median Age	Median Household Income	% Below Poverty	Annual Ridership	Routes	Notes
Flint (MTA)	404,208	36.3	\$30,383	37	1.7 million	17	Commuter routes to Brighton, Howell, and Auburn Hills
Ann Arbor (AAATA/The Ride)	372,258 (Washtenaw County only)	27.5	\$69,456	23	1.5 million	35	Limited Area Universal On-Demand Service Special Event Service (Football, etc)
Dayton, Ohio (GDRTA)	814,049	31.9	\$39,315	28	5.3 million	31 Electric Trolley Buses	Limited Area Universal On-Demand Service
Madison, Wisconsin (Metro)	680,796	32.3	\$67,270	18	15 million	70 routes	BRT begins in 2024
Peoria, Illinois (GPMTD/CityLink)	402,391	35.4	\$51,736	14	1.6 million	18	Rural Universal On-Demand Service
Des Moines, Iowa (DART)	699,292	34.0	\$58,843	16	4.4 million	26	Limited Area Universal On-Demand Service
Syracuse, New York (Centro)	662,057	31.7	\$38,893	29	3.9 million	39	Special event service Planned BRT
Rochester, New York (RTS)	1,067,000	34.6	\$41,980	27	15.1 million	33	Limited Area Universal On-



Location	2020 Metro Population	Median Age	Median Household Income	% Below Poverty	Annual Ridership	Routes	Notes
							Demand Service
Toledo, Ohio (TARTA)	608,145	35.4	\$39,155	26	3.5 million	32	Limited Area Universal On-Demand Service
South Bend, Indiana (Transpo)	324,501	33.7	\$42,657	22	1.5 million	20	Special Event Service (Football, etc)

PRECEDENTS FOR CASCADE

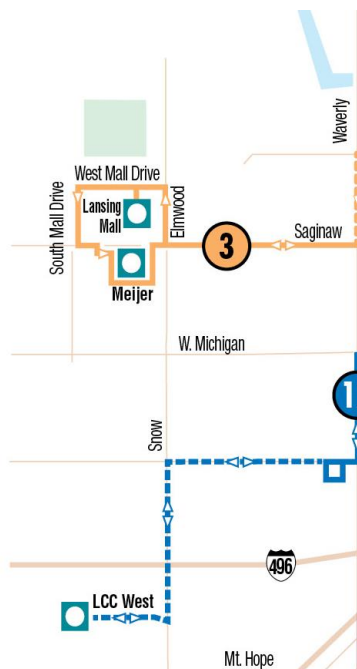
The following areas from the studied regions are similar to Cascade in demographics, physical layout, proximity to the center of the region, and other factors. On the following pages is a description of service to those areas. Below is a summary of our findings.

Community	Region	Number of Routes	Weekday Frequency	Weekend Frequency	One-Seat Route to Downtown?	On-Demand Service?
Cascade	Grand Rapids	1	30 minutes	60 minutes	No	No
Delta	Lansing	2	30 minutes	45 minutes	Yes	No
Oshtemo	Kalamazoo	5	30-60 minutes	60 minutes	Yes	Yes
Grand Blanc	Flint	1	30 minutes	60 minutes	Yes	No
Scio	Ann Arbor	1	30 minutes	60 minutes	Yes	No
Englewood	Dayton	1	50 minutes	50 minutes	Yes	No
Middleton	Madison	5	30 minutes	No Service	Yes	No
Washington	Peoria	1	60 minutes	60 minutes	Yes	Maybe?
Ankeny	Des Moines	2	22 minutes – 2 hours	No Service	Yes	Yes
Fairmount	Syracuse	4	10-60 minutes	20-80 minutes	Yes	No
Henrietta	Rochester	2	30-60 minutes	30-60 minutes	Yes	Yes
Sylvania	Toledo	2	60 minutes	No Service	Yes	Yes
Clay	South Bend	1	60 minutes – 4 hours	No Service	Yes	No



Delta Township (Lansing Area):

- Delta Township is a suburban area west of Lansing that features a high traffic retail corridor (Saginaw Highway) and suburban-level density. It is not as wealthy as Cascade Township, and is closer to Downtown Lansing than Cascade is to Grand Rapids.
- Delta is in Eaton County, and is the only municipality in the CATA system that is not in Ingham County.
- Delta has two bus routes – **Route 3 and Route 12**.
 - **Route 3** runs every half hour on weekdays and Saturdays and every hour on Sundays, and serves Saginaw Highway. It provides one-seat service to downtown Lansing.
 - **Route 12** runs every half hour on weekdays and every 45 minutes on Saturdays and Sundays, and serves neighborhoods in the southeastern part of the Township and a Lansing Community College campus. It provides one-seat service to downtown Lansing.
- The Delta Township portion of the CATA route map is shown below. Notably, Delta Township extends west for four more miles beyond the western edge of this map, including some heavily developed areas. **Overall, Delta has slightly more frequent service than Cascade on most days, but less of the Township is served than in Cascade. Delta’s bus routes provide service to Downtown Lansing without a transfer.**





Oshtemo Township (Kalamazoo Area):

- Oshtemo Township is a suburban area west of Kalamazoo that features two high-traffic retail corridors (West Main Street and Stadium Drive) and suburban-level density. It is not as wealthy as Cascade Township, and is closer to Downtown Kalamazoo than Cascade is to Grand Rapids.
- Oshtemo is served by 5 bus routes, but two of those (Routes 3 and 7) only serve Drake Road, the eastern edge of the Township. The other three routes:
 - **Route 11** runs hourly every day, and serves Stadium Drive and a Kalamazoo Valley Community College campus in neighboring Texas Township. It provides one-seat service to downtown Kalamazoo
 - **Route 14** runs every half hour on weekdays and every hour on Saturdays and Sundays, and serves West Main Street. It provides one-seat service to downtown Kalamazoo
 - **Route 16** runs every half hour on weekdays and every hour on Saturdays and Sundays, and serves apartment complexes near the Western Michigan University campus. It provides one-seat service to downtown Kalamazoo
 - Oshtemo is also part of Metro's County-wide universal on-demand service.
- The Oshtemo Township portion of the Metro route map is shown below. Notably, Oshtemo Township extends west for three more miles beyond the western edge of this map, though those areas are not heavily developed. **Overall, Oshtemo has similar frequency of service than Cascade on most days, but more of the Township is served than in Cascade. Oshtemo's bus routes provide service to Downtown Kalamazoo without a transfer.**





Grand Blanc Township (Flint Area):

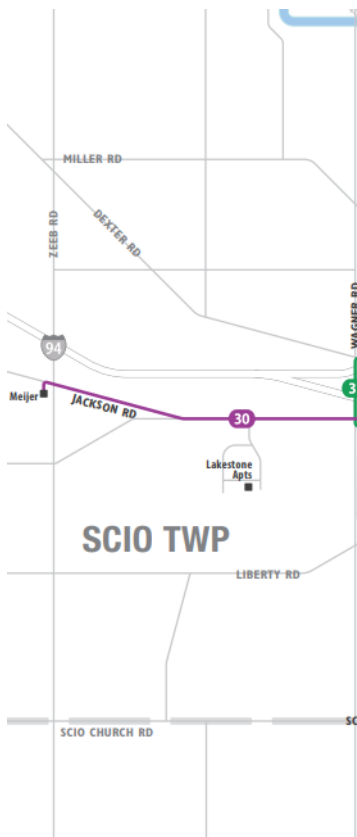
- Grand Blanc Township is a suburban area south of Flint that features a high-traffic retail corridor (Saginaw Avenue) and suburban-level density. The Village of Grand Blanc, with its historic downtown, is contained within the Township. Grand Blanc is the wealthiest part of the Flint region and is slightly closer to Downtown Flint than Cascade is to Grand Rapids.
- Grand Blanc is served by one bus route:
 - **Route 8** runs every half hour on weekdays and every hour on Saturdays and Sundays, and serves Saginaw Avenue, terminating in downtown Grand Blanc. It provides one-seat service to downtown Flint.
- The Grand Blanc Township portion of the MTA route map is shown below. Notably, Grand Blanc Township extends east and south for three more miles beyond the edge of this map, though those areas are not heavily developed. **Overall, Grand Blanc has similar frequency of service than Cascade on most days, but less of the Township is served than in Cascade. The route does serve a historic, walkable village, in addition to more suburban areas. Grand Blanc’s bus route provides service to Downtown Flint without a transfer.**





Scio Township (Ann Arbor Area):

- Scio Township is a suburban/rural area west of Ann Arbor that features a high-traffic retail corridor (Jackson Road) and suburban/rural-level density. Scio is a wealthy community closer to Downtown Ann Arbor than Cascade is to Grand Rapids.
- Scio is served by one bus route:
 - **Route 30** runs every half hour on weekdays and every hour on Saturdays and Sundays, and serves Jackson Road, terminating at a Meijer. It provides one-seat service to downtown Ann Arbor.
 - **Scio is not one of the areas served by AAATA's universal on-demand service.**
- The Scio Township portion of the AAATA route map is shown below. Notably, Scio Township extends west for three more miles beyond the edge of this map, though those areas are not heavily developed. **Overall, Scio has similar frequency of service than Cascade on most days, but less of the Township is served than in Cascade. Scio's bus route provides service to Downtown Ann Arbor without a transfer.**





Englewood (Dayton Area):

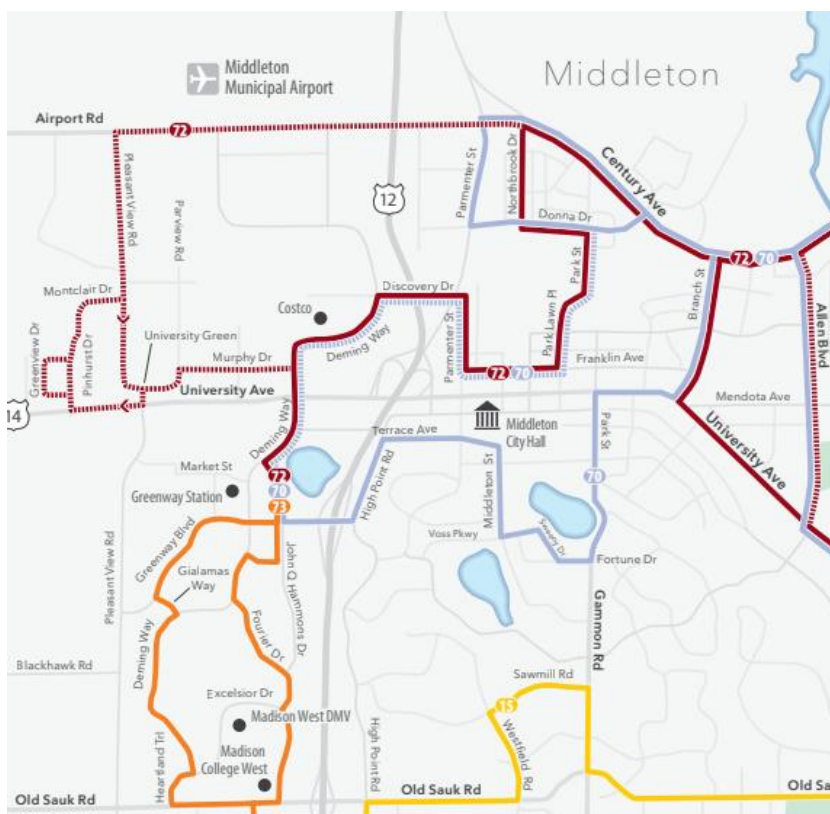
- Englewood is a suburban/rural area northwest of Dayton that features a high-traffic retail corridor (National Road) and suburban/rural-level density, as well as a major regional park. Scio is a wealthy community that is about the same distance to Downtown Dayton as Cascade is to Grand Rapids.
- Englewood is served by one bus route:
 - **Route 16** runs every 50 minutes every day, and serves National Road and two neighborhoods, which each neighborhood served once every other run. It provides one-seat service to downtown Dayton.
 - **Englewood is not one of the areas served by GRDTA's universal on-demand service.**
- The Englewood portion of the GDRTA route map is shown below. This map shows all of Englewood. **Overall, Englewood has less frequency of service than Cascade, but more of the town is served than in Cascade. Englewood's bus route provides service to Downtown Dayton without a transfer.**





Middleton (Madison Area):

- Middleton is a suburban area west of Madison that features a busy freeway interchange (US-12/University Avenue) and suburban/urban level density. It has a business area that it is trying to turn into a walkable downtown, similar to Cascade. Middleton is a wealthy community that is closer to Downtown Madison than Cascade is to Grand Rapids, though Lake Mendota means that the route downtown is not a straight shot.
- Middleton is served by four bus routes – **Routes 15, 70, 72, and 73**. It will also be served by a new route that will provide express service to downtown Madison and the eastern suburbs starting in 2024. The busses on all routes run every half hour during the week, but do not run on weekends.
- The Middleton portion of the Metro route map is shown below. This map shows all of Middleton. **Overall, Middleton has less frequency of service than Cascade, but more of the town is served than in Cascade. All of Middleton’s bus routes provide service to Downtown Madison without a transfer, and a new express route is coming soon.**





Washington (Peoria Area):

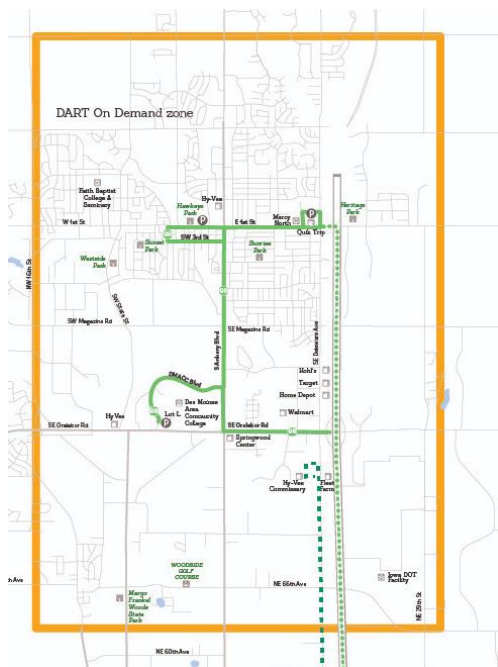
- Washington is a suburban town east of Flint that features a high-traffic retail corridor (Washington Road) and suburban/urban-level density. It also has a historic downtown. Washington is a wealthy community and is slightly closer to Downtown Peoria than Cascade is to Grand Rapids.
- Washington is served by one bus route:
 - **Route 8** runs every hour daily, seven days per week, and serves Washington Road terminating in downtown Washington. It provides one-seat service to downtown Peoria.
 - It was not immediately clear if Washington is part of CityLink’s “rural” universal on-demand service.
- The Washington portion of the CityLink route map is shown below. **Overall, Washington has less frequency of service than Cascade on most days, and less of the Township is served than in Cascade. The route does serve a historic, walkable downtown, in addition to more suburban areas. Washington’s bus route provides service to Downtown Peoria without a transfer.**





Ankeny (Des Moines Area):

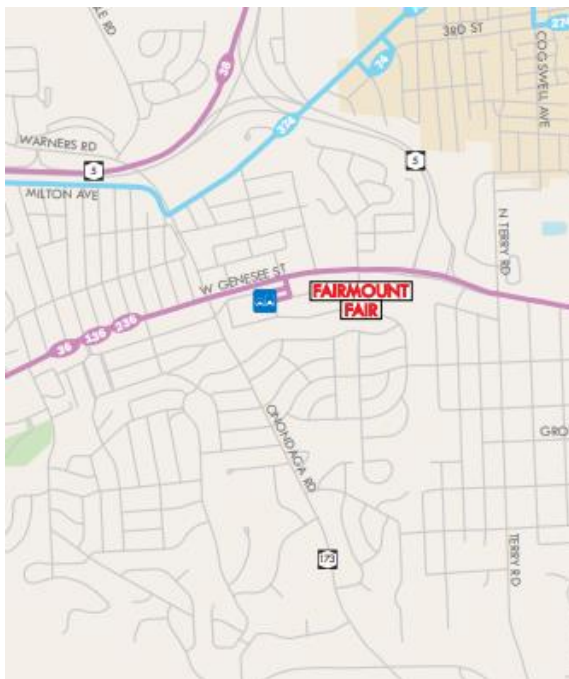
- Ankeny is a suburban town north of Des Moines that features a high-traffic retail corridor (Ankeny Blvd) and suburban -level density. Ankeny is a wealthy community and is slightly farther from Downtown Des Moines than Cascade is to Grand Rapids.
- Ankeny is served by two bus routes:
 - **Route 4** only comes to Ankeny 5 times per day. All other runs end well south of the community.
 - **Route 98** runs on an irregular schedule, with buses running between 22 and 44 minutes Monday through Friday. There is no weekend service. Notably, Route 98 runs in a loop through Ankeny, and then gets onto I-35 and goes directly into Downtown Des Moines with no stops in between.
 - **Notably, Ankeny also has universal on-demand service via the DART On Demand service, within the orange box on the map below.**
- The Ankeny portion of the DART route map is shown below. **Overall, Ankeny has less frequency of service than Cascade except for some specific times, but more of the community is served than in Cascade. Ankeny's bus route provides service to Downtown Des Moines without a transfer.**





Fairmount (Syracuse Area):

- Fairmount is a suburban town west of Syracuse that features a high-traffic retail corridor (Genesee Street) and suburban -level density. Fairmount is less wealthy than Cascade and is closer to Downtown Syracuse than Cascade is to Grand Rapids.
- Fairmount is served by four bus routes, though three of them run on the same corridor. There is also a fifth route that runs through the community (Route 38), but it is an express route running on an expressway and does not stop in Fairmount.
 - **Routes 36, 136, and 236** all run on Genesee Street. Because there are three routes running on the same road, on weekdays sometimes a bus comes every 10 minutes, and sometimes that headways are as long as an hour. Saturday and Sunday services is generally 80 minutes between buses.
 - **Route 374** serves Milton Avenue, in the northern part of the community. It runs every 20 minutes during weekday rush hours, and every 40 minutes at other times. It runs hourly on weekends.
- The Fairmount portion of the Centro route map is shown below. **Overall, Fairmount has less frequency of service than Cascade except for some specific times, but more of the community is served than in Cascade. All of Fairmount’s bus routes provide service to Downtown Syracuse without a transfer.**





Henrietta (Rochester Area):

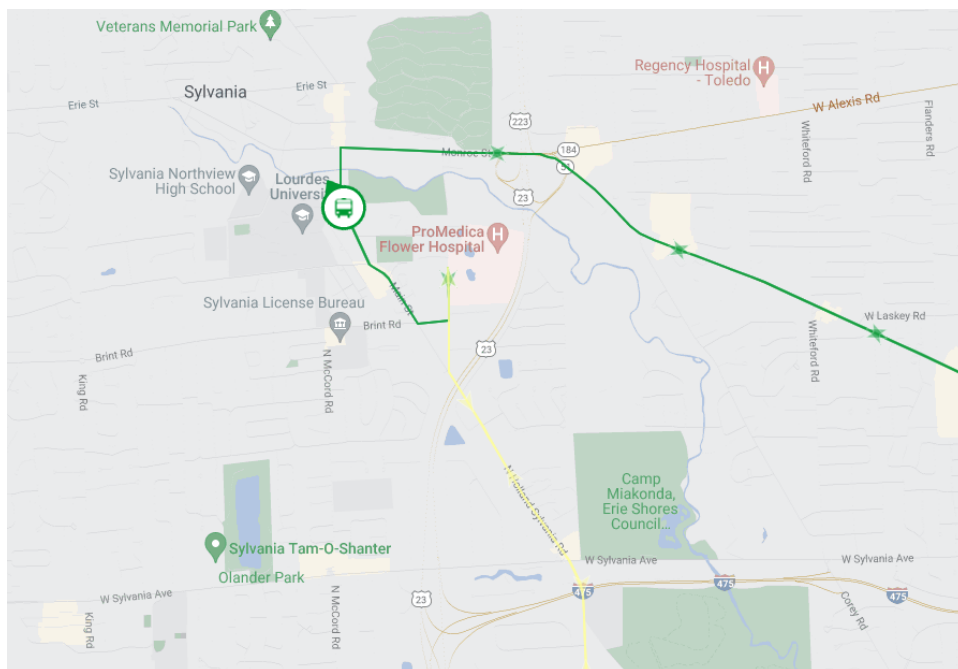
- Henrietta is a suburban town south of Rochester that features a high-traffic retail corridor (Jefferson Road) and suburban -level density. Henrietta is less wealthy than Cascade and is slightly farther from Downtown Rochester than Cascade is to Grand Rapids.
- Henrietta is served by two bus routes:
 - **Route 14** runs every half hour on weekdays and every hour on weekends. It loops through the Jefferson Road retail area and then proceeds into Downtown Rochester on a major corridor (West Henrietta Road).
 - **Route 41** runs every hour, every day, except for a couple extra runs during rush hour. It also loops through the Jefferson Road retail area, but does not go to Downtown Rochester. Instead, it serves Rochester's major cultural institutions, which are east of the downtown.
 - **Henrietta also has universal on-demand service via the Henrietta OnDemand Zone service, within the shaded area on the map below.**
- The Henrietta portion of the RTS route map is shown below. **Overall, Henrietta has similar frequency of service to Cascade, but more of the community is served than in Cascade. One of Henrietta's bus route provides service to Downtown Rochester without a transfer. The other provides service to another important part of central Rochester, though not the downtown.**





Sylvania (Toledo Area):

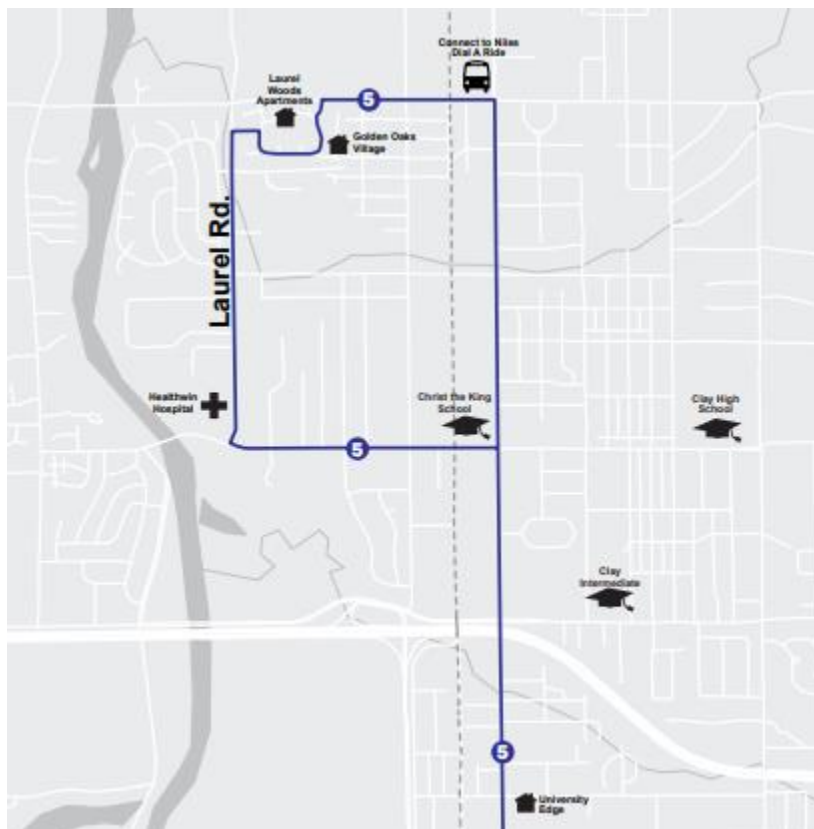
- Sylvania is a suburban area northwest of Toledo that features a high-traffic retail corridor (Monroe Avenue) and suburban -level density. Sylvania is less wealthy than Cascade and is about the same distance from Downtown Rochester as Cascade is to Grand Rapids.
- Sylvania is served by two bus routes
 - **Route 2** runs every hour on weekdays, but does not reach Sylvania on weekends. It follows Monroe Avenue into downtown Toledo.
 - **Route 5** runs every hour on weekdays, but does not reach Sylvania on weekends. It runs south to serve other communities before heading into downtown Toledo.
 - **Sylvania also has universal on-demand service via TARTA Call-A-Ride.**
- The Sylvania portion of the TARTA route map is shown below. **Overall, Sylvania has less frequency of service to Cascade, but more of the community is served than in Cascade. Both bus routes provide one-seat service to Downtown Toledo, but Route 5 does not take a direct route there.**





Clay Township (South Bend Area):

- Clay Township is a suburban area north of South Bend that features a high-traffic retail corridor (State Route 933) and suburban -level density. Clay is a wealthy community and is about the same distance from Downtown South Bend as Cascade is from Grand Rapids.
- Clay is served by one bus route:
 - **Route 5** runs every hour on weekdays and Saturdays, except that it does not run between 10:15 AM and 2:20 PM. It does not run on Sundays. It follows State Route 933 into downtown South Bend.
- The Clay portion of the Transpo route map is shown below. **Overall, Clay has less frequency of service to Cascade, but more of the community is served than in Cascade. The route provides one-seat service to Downtown South Bend.**





Memorandum

TO: Cascade Township Transportation Committee
FROM: Danielle Bouchard, AICP
 Chris Khorey, AICP
SUBJECT: On-Demand Transit Services in Peer Metros
DATE: January 4, 2023

Below please find a description of the on-demand transit services in a number of peer metropolitan regions, for discussion on potential best practices for Cascade. We were unable to obtain some information for some systems (indicated by blank boxes below), though we have reached out to obtain that information, and can continue to follow up if desired by the Transportation Committee. Much of the language in this memo is taken directly from service provider websites.

COMPARISON SUMMARY TABLE

	Kalamazoo	Ann Arbor	Dayton	Peoria	Des Moines	Rochester	Toledo	Grand Rapids
Area Covered	60-mile radius	Ann Arbor, Ypsi, Ypsi Twp	Countywide	See pg. 5	See pg. 6	¾ mile of fixed route service area	Selected Suburbs	See pg. 8
Cost Per Ride	\$0	A-Ride: \$3 GoldRide: Free Grocery Rides \$0.75	\$2 Ages 13+, \$1 reduced rate, \$3.50 paratransit, children 12 and under free	CityLift: \$2, County Link: \$6	\$0	Pricing varies by area (\$0.75 up to \$8)	TARPS: \$3 (free on fixed route with ID)., Call-A-Ride : \$3 or \$1.50 transfer.	Go! Bus: ADA \$3.50, 65+ \$8 per ride, Rapid Connect: \$1.75 Ride Link: \$2 donation
Hailing Method	Online	Online & Phone	Online & Phone	Online & Phone	Online & Phone	Online & Phone	Online & Phone	Online & phone
Interaction with Fixed Route			See pg. 4		See pg. 6			
Ridership #'s								
Hours of Service		hours that fixed route buses operate	8:00 a.m. - 5:00 p.m. (7 days a week)	Monday-Friday: 5:30 a.m. to 12:45 a.m.	Flex Connect: 5:30 a.m. – 6:30 p.m	4 a.m.-1 a.m.	TARPS: 4:55 a.m. – 10:23 p.m	See pg. 8
# in Fleet	11					100		
Budget								
Funding Sources	MDOT, CCTA							
Fare Box Ratio	0%				0%			



KALAMAZOO: METRO SHARE

- Geographic area covered: **60-mile radius from Kalamazoo**
- Cost per ride: **No cost**
- Method of hailing a ride: **Apply online**
- Interaction with fixed-route bus services:
- Ridership numbers:
- Hours of Service:
- Number of vehicles in fleet: **11 vans**
- Total budget:
- Funding sources: **MDOT Specialized Services Program, Central County Transportation Authority**
- Fare box ratio (% of funds that come from fares): **0%**

The Kalamazoo Share program is a part of the Kalamazoo Metro system. The Metro Share Program is a specialized service providing vehicles to approved agencies serving seniors and individuals with disabilities at no cost. Approved agencies include governmental organizations, non-profits serving seniors and individuals with disabilities, and others approved by Metro. This program is funded in part by the Michigan Department of Transportation. The program has eleven vehicles available for use by approved agencies with one located in Portage and one in Vicksburg and nine at Metro in Kalamazoo. Volunteer drivers, trained and certified by Metro staff use the vehicles to transport individuals up to 60 miles from Kalamazoo (remaining in the State of Michigan). Vans are reserved on a first come, first-serve basis and the program is designed to complement existing Metro services. To become eligible for use of this service, an application process must be completed. The application process includes a mandatory, one-time orientation program and a two-hour annual refresher course.

Metro Share Program Eligibility Requirements

- Service to be provided must serve the transportation needs of senior persons and/or person with disabilities. Public service must be 'incidental' per FTA C9070.1F.
- Service supported by the local coordinating committee and transit agency in a coordinated plan.
- Service that does not duplicate or replace existing services funded from other sources.
- Service within the legal service area with proper authority. (60-mile radius and must be registered, and certified, with the Metro Share Program).
- There is no existing public transportation or Paratransit (e.g., ADA Paratransit, fixed route, dial-a-ride services) in proposed project service area available to serve the described target population.
- Available public transportation and Paratransit services are insufficient to meet the needs of the target population or equipment needs replacement to ensure continuance of service. (Examples: service at capacity, service parameters, routes, hours, need not met due to eligibility and/or trip criteria, projected future need, vehicles inaccessible, etc.)
- Target population has unique or special needs, which are difficult or impossible to serve on available public transportation and/or paratransit. Example: lack of wheelchair accessibility.
- Non-Emergency Transportation



ANN ARBOR: A-RIDE (DISABILITY RIDE SHARE)

- Geographic area covered: **Ann Arbor, Ypsilanti, and portions of Ypsilanti Township**
- Cost per ride: **A-Ride:** \$3 per ride (Personal Care Attendants: Free), **GoldRide:** Free, **Grocery Rides** \$.75, **Half-Fare** (50% off fare price for reduced income individuals)
- Method of hailing a ride: **Online or by phone.**
- Interaction with fixed-route bus services:
- **Ridership numbers: ?**
- Hours of Service: **During the hours that fixed route buses operate.**
- **Number of vehicles in fleet: ?**
- **Total budget: ?**
- **Funding sources: ?**
- **Fare box ratio (% of funds that come from fares): ?**

A-Ride is a shared, reservation-based accessibility service. This service provides quality transportation for persons with disabilities. A-Ride works similarly to our fixed route service with origin-to-destination, curb-to-curb, and door-to-door service. A-Ride trips are provided in accessible lift-equipped buses.

A-Ride service operates during fixed-route service hours.

A-Ride Program Eligibility Requirements

- You must have a valid A-Ride I.D. to use this service.
- You must make a reservation to use A-Ride. Reservations can be made up to 3-days in advance.

GoldRIDE (65+ ride share)

- GoldRide is a special service for seniors ages 65 or older. Eligible seniors travel free on any of our regular fixed routes with their GoldRide I.D. card.
- GoldRide service has been expanded to be more equitable for all member communities by adding in the service area of the City of Ypsilanti and portions of Ypsilanti Township, which were not previously served.
- GoldRide Premium Demand Response Service is available within 3/4 mile of fixed routes in the Cities of Ann Arbor and Ypsilanti as well as Pittsfield and Ypsilanti Townships.
- GoldRide Premium Demand Response Service fares.

Getting Your GoldRide I.D. Card

Download and fill out the GoldRide application form online to see if you are eligible for an I.D. card. You may also have an application mailed to your home address. Submit your completed application in person, along with the required photo identification, to TheRide's main office at 2700 S. Industrial Hwy. Ann Arbor, MI.

Fare Deal Program (qualified individuals ride share)

The Fare Deal program allows qualified individuals to ride on our fixed-route buses at a reduced rate. You must meet certain requirements to qualify for a Fare Deal I.D. card.



Grocery Ride

GroceryRide provides weekly trips from several senior housing communities in Ann Arbor to local grocery stores for \$.75 each way.

DAYTON REGIONAL TRANSIT AUTHORITY (RTA): ON-DEMAND AND PARATRANSIT

- Geographic area covered: Montgomery County: Connect OnDemand: Zone maps
- Cost per ride: **\$2 Ages 13+, \$1 reduced rate, \$3.50 paratransit, children 12 and under free**
- Method of hailing a ride: **Phone: 937-425-8300 or Connect Online**
- Interaction with fixed-route bus services: **para-transit mimics fixed route, OnDemand services are just in areas where bus services don't exist.**
- **Ridership numbers: ?**
- Hours of Service: **8:00 a.m. - 5:00 p.m. (7 days a week)**
- **Number of vehicles in fleet: ?**
- **Total budget: ?**
- **Funding sources: ?**
- **Fare box ratio (% of funds that come from fares): ?**

On Demand: 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.

Customers under 18 years of age must contact RTA Customer Service to schedule an On-Demand reservation. All child restraining laws apply to children riding in RTA Connect Vehicles. It is the responsibility of the parent or guardian to comply with all prevailing regulations. Children under 6 years old weighing 40 pounds or less must ride in a child safety seat. The customer must provide the safety seat, secure the seat and secure the child in the seat.

Every child under 8 years old must ride in a booster seat or other appropriate child safety seat unless the child is 4'9" or taller. Follow the seat manufacturer's instructions for weight limits and proper use. More information can be found by visiting: [Accessibility](#).

Unless there is a life-threatening situation, or the parent has an affidavit signed by a licensed physician exempting the child from the law due to a physical impairment, or the vehicle is a taxicab or a public safety vehicle and is regulated under Ohio Revised Code 5104.011 or was manufactured without seat belts.

Paratransit Service: The Paratransit Program offers door-to-door service to certified customers with disabilities who are unable to use regular fixed routes. This program covers all of Montgomery County and three-fourths of a mile of fixed-route services outside Montgomery County. Paratransit services are available upon completion of an application and certification assessment through the RTA Certification Center. The Americans with Disabilities Act (ADA) defines the following categories of eligibility:

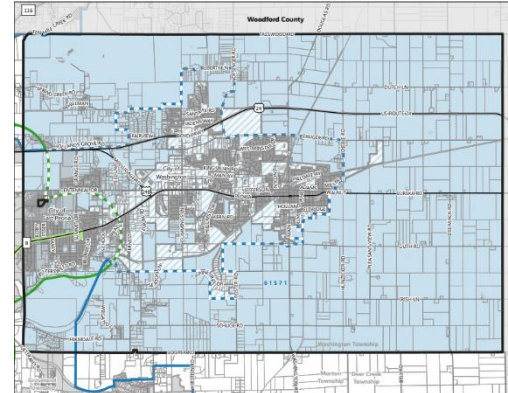
- You are unable to independently board, ride or exit a fixed route bus, due to a disability.
- Due to impairment-related conditions you are prevented from traveling to or from a bus stop and therefore unable to complete the trip using a fixed route bus.



- You are unable to complete a trip using the fixed-route bus due to a combination of your disability and architectural and environmental factors

PEORIA: CITY LIFT: PARATRANSIT, COUNTY LINK, FREE RIDE PROGRAM

- Geographic area covered: **See map**
- Cost per ride: **CityLift:** \$2 per trip, **County Link:** \$6 per trip
- Method of hailing a ride: **In-person, online, or by phone**
- Interaction with fixed-route bus services:
- **Ridership numbers: ?**
- Hours of Service: **Monday-Friday: 5:30 a.m. to 12:45 a.m.**
- **Number of vehicles in fleet: ?**
- **Total budget: ?**
- **Funding sources: ?**
- **Fare box ratio (% of funds that come from fares): ?**



City Lift: CityLift paratransit service is a shared ride, door-to-door transportation program utilizing specialized vehicles. The service is provided by Transdev under the supervision of the Greater Peoria Mass Transit District (CityLink). A map showing the service area is at the right.

Who is eligible?

Any individual who has a disability or multiple disabilities that result in the following may be eligible for CityLift paratransit service:

- Inability to get on a fixed-route bus.
- Inability to disembark from a fixed-route bus.
- Inability to get to or from or wait at a fixed-route bus stop.

County Link

CountyLink operates a door-to-door service. There are no fixed routes or designated stops for getting on or off the vehicles. Customers are picked up at their home or another specified location and dropped off at a specified destination. Door-to-door service is provided for all passengers. Door-to-door service means the CountyLink driver will assure that any passenger will be picked up at their door and dropped off at the front door of their destination. The CountyLink driver is responsible for assisting the passenger to and from the vehicle. CountyLink service must begin or end in the rural part of the County; generally outside the Peoria City limits and the CityLink service area. Service is available in the following areas:

Bartonville, Brimfield, Chillicothe, Dunlap, Edelstein, Edwards, Elmwood, Glasford, Hanna City, Kickapoo, Kingston Mines, Laura, Mapleton, Mossville, Norwood, Oak Hill, Orchard Mines, Princeville, Rome, Smithville, Trivoli, Tuscarora, and West Peoria.

Townships: Akron, Brimfield, Chillicothe, Elmwood, Hallock, Hollis, Jubilee, Kickapoo, Limestone, Logan, Medina, Millbrook, Peoria, Princeville, Radnor, Richwoods, Rosefield, Timber, Trivoli, and West Peoria.

Benefit Access/Free Ride Program

Seniors and individuals with disabilities who wish to qualify for the Ride Free Transit Card must apply using the IL-1363 application and meet the eligibility requirements for Benefit Access. CityLink will provide eligible individuals with a CityLink issued identification card once qualifications have been met.

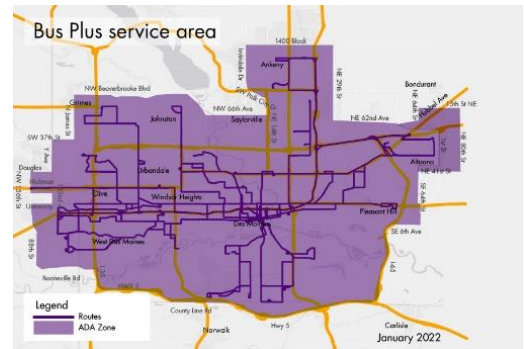


The length of the validity for the ID has been extended to two years. CityLink will process the IDs throughout the year for qualified individuals. The following forms of identification must be brought with individuals when getting an ID renewed or being issued a new ID:

- Certificate of Eligibility
- Photo ID
- \$1.00 fee

DES MOINES AREA REGIONAL TRANSIT (DART): FLEX CONNECT (ONDEMAND), PARATRANSIT, HALF-FARE PROGRAM

- Geographic area covered: The Des Moines metro region, pictured below and right.
- Cost per ride: **Flex Connect:** Free during pilot program until September of 2023. Riders pay regular fare when they connect to a DART route.
- Method of hailing a ride: **Paratransit:** phone, **Flex Connect:** Rideshare apps or phone reservation
- Interaction with fixed-route bus services: **Flex Connect replaces Route 73. Riders can take Uber, Yellow Cab, or CART accessible vehicle from 3 transfer points.**
- Ridership numbers: ?
- Hours of Service: **Flex Connect: 5:30 a.m. – 6:30 p.m.**
- Number of vehicles in fleet: ?
- Total budget: ?
- Funding sources: ?
- Fare box ratio (% of funds that come from fares): ?



Half-Fare Program:

DART offers a Half Fare program for people to ride for about half the cost of regular bus fare.

- Who is Eligible?
- Adults 65 and older
- Persons with disabilities
- Refugees

Paratransit

DART will host two public meetings on Monday, Nov. 14, 2022 to discuss potential changes to its ADA Bus Plus Paratransit service. Click here for location and login information for these meetings.

Overview

DART Paratransit's Bus Plus service provides transportation for people who have a disability that prevents them from using fixed-route bus service. All Paratransit service is door-to-door and wheelchair accessible.

Eligibility

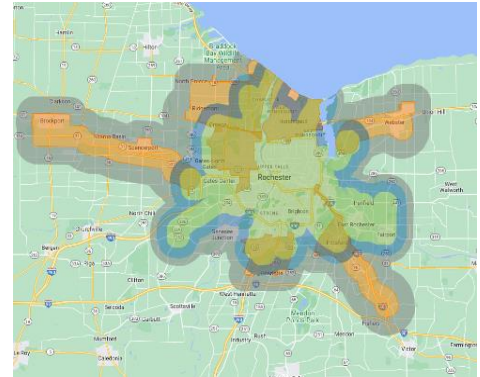
Bus Plus is DART's ADA door-to-door complementary service for riders with a disability that keeps them from being able to use Fixed Route services. Riders must apply to use the service. Once approved, riders may travel within the Bus Plus zone (see map below) for any reason and must pay a \$3.50 fare for each ride they take.



To start the eligibility process, fill out a DART Bus Service Eligibility Form. This form is available through the links below and must be submitted to DART's Paratransit Department, which will review the application and mail back the results within 21 days.

ROCHESTER TRANSIT SERVICE (RTS): RTS ACCESS - PARATRANSIT

- Geographic area covered: $\frac{3}{4}$ mile of fixed route service area
- Cost per ride: **Pricing varies by area (\$0.75 up to \$8 per ride).**
- Method of hailing a ride: **Online or by phone**
- Interaction with fixed-route bus services:
- **Ridership numbers: ?**
- Hours of Service: **4 a.m. – 1 a.m.,**
- Number of vehicles in fleet: **100**
- **Number of vehicles in fleet: ?**
- **Total budget: ?**
- **Funding sources: ?**
- **Fare box ratio (% of funds that come from fares): ?**



RTS Access – Paratransit

RTS Access is RTS' paratransit program that provides coordinated ride-sharing transportation for people with disabilities who are unable to ride RTS transit buses due to their disability. RTS Access is a complementary service, meaning it matches the service area and operation hours of RTS' system, and is provided under the criteria set forth by the Americans with Disabilities Act (ADA) of 1990. As an origin-to-destination service, RTS Access routinely provides curb-to-curb service with exterior door-to-exterior door service provided upon advanced notice.

RTS Access' Service Area

RTS Access trips must begin and end within the service area as defined by the ADA. The RTS Access service area is $\frac{3}{4}$ of a mile beyond the RTS fixed-route bus service (this does not include Park and Ride or commuter services).

TOLEDO AREA REGIONAL TRANSIT AUTHORITY (TARTA): TARPS – PARATRANSIT, CALL-A-RIDE, SERVICE TO SCHOOLS, UNIVERSITY SERVICE, COMMUTE WITH ENTERPRISE - VANPOOLS

- Geographic area covered: TARPS: Anywhere within system boundaries. Call-A-Ride: Selected Suburbs (see below).
- Cost per ride: **TARPS: \$3 (free on fixed route with TARPS ID), Call-A-Ride : \$3 or \$1.50 when using a fixed-line transfer.**
- Method of hailing a ride: **Phone or online**
- Interaction with fixed-route bus services:
- Ridership numbers: ?
- Hours of Service: **TARPS: 4:55 a.m. – 10:23 p.m.**
- **Number of vehicles in fleet: ?**
- **Total budget: ?**
- **Funding sources: ?**



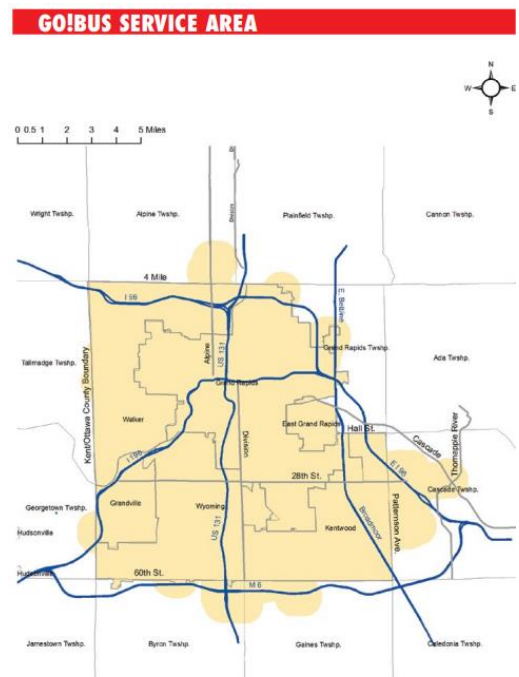
- **Fare box ratio (% of funds that come from fares): ?**

Toledo Area Paratransit Service (TARPS): Riders with disabilities gain the freedom of the city and its surroundings with TARPS paratransit service. Buses with lifts, ramps and attentive staff make the going easy.

Call-A-Ride: TARTA's convenient and accessible Call-A-Ride service can pick you up in Maumee, Ottawa Hills, Sylvania, Sylvania Township and Waterville.

GRAND RAPIDS: THE RAPID: GO! BUS - PARATRANSIT, PASSENGER ADAPTIVE SUBURBAN SERVICE (P.A.S.S.), RIDELINK – 60+, RAPID CONNECT, DASH – DOWNTOWN AREA SHUTTLE

- **Geographic area covered:** In addition to the City of Grand Rapids, the system also serves the cities of East Grand Rapids, Grandville, Kentwood, Walker, and Wyoming. Some routes extend into neighboring townships including Alpine Township (route 9), Byron Township (route 1), and Gaines Township (route 4).
- **Cost per ride: Go! Bus:** ADA individuals \$3.50 per ride, 65+ \$8 per ride, **Rapid Connect:** \$1.75 per ride, **Ride Link:** \$2 donation encouraged
- **Method of hailing a ride: Go! Bus:** phone, **PASS:** phone, **Rapid Connect:** Online App or phone, **Ride Link:** online or phone
- **Ridership numbers: ?**
- **Hours of Service: Rapid Connect:** 6 a.m. – 10 p.m., **Ride Link:** M-F, 7:30 a.m. - 4:30 p.m., **DASH:** 6:30 a.m. – 10:00 p.m.
- **Number of vehicles in fleet: ?**
- **Total budget: ?**
- **Funding sources: ?**
- **Fare box ratio (% of funds that come from fares): ?**



Go! Bus – paratransit:

GO!Bus is a shared ride, advanced reservation, ADA paratransit service intended to provide a comparable level of transportation to that which is provided by a The Rapid fixed-route bus. GO!Bus riders share trips if they are generally traveling in the same direction at the same time. Trips are scheduled without regard to the purpose of the trip.

GO!Bus operates to and from all points within the 180-mile service area outlined (in yellow) on the map pictured right. This includes six cities in the metropolitan Grand Rapids area plus portions of Alpine, Byron, Cascade and Gaines Townships.

The Rapid also provides GO!Bus service to non-disabled seniors (NDS) aged 65 and older.

Passenger Adaptive Suburban Service (P.A.S.S.):

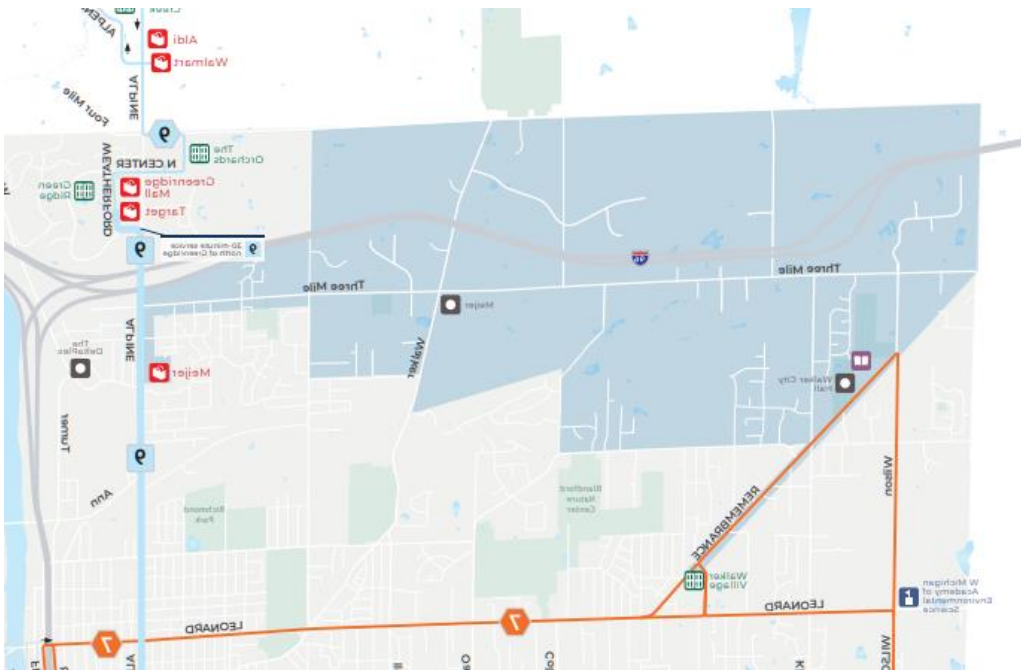


Passenger Adaptive Suburban Service (PASS) is a suburban feeder shuttle that transports passengers from their curb to The Rapid fixed-route system. If you live more than one-third of a mile off a bus line, PASS may be able to connect you to the nearest bus stop for only \$3.50. This fare includes a transfer to the fixed-route bus.

RideLink: The Rapid participates in RideLink, a network of area transportation providers. RideLink offers transportation to persons aged 60 or older to any destination, including doctor visits, recreational visits, and shopping trips **within Kent County**. Providers include Hope Network Transportation, Senior Neighbors, Kent County Community Action, United Methodist Community House and The Rapid. GO!Bus vehicles provide trips for RideLink.

Rapid Connect: Use *Rapid Connect* to get anywhere within the defined Kentwood and Walker service areas. This service allows you to connect to our transit system to access the:

- **Three Mile area of Walker (e.g., Alpine Meijer Hub)**





- Broadmoor area of Kentwood (e.g., Kentwood Station Hub)





Memorandum

TO: Cascade Township Transportation Committee
FROM: Danielle Bouchard, AICP
 Chris Khorey, AICP
SUBJECT: Rapid Service in Non-Millage Communities
DATE: January 5, 2023

The Rapid provides transportation services, including fixed route and on-demand services, in six communities where property owners do not pay the Interurban Transportation Partnership millage. Cascade Township is one, and one of the other communities is Allendale Township in Ottawa County, where services are funded by Grand Valley State University.

The other four communities, all Kent County Townships, are similar to Cascade in both funding source, level of service, and geographic area served. This memo compares the four Kent County non-millage Townships to Cascade, for the use of the Transportation Committee is decision-making.

	Cascade	Byron	Gaines	Alpine	Plainfield
Map					
Number of Fixed Routes	2 (Routes 17 and 29)	1 (Route 10)	3 (Routes 2, 4, and 10)	1 (Route 9)	1 (Route 11)
Fixed Route Milage (Approximate)	<p>Route 17: 1 mile on border with Kentwood (northbound only) and 1 mile within Ford Airport</p> <p>Route 29: 3 miles</p>	2 miles	<p>Route 2: 1 mile</p> <p>Route 4: 1 mile, plus loop through apartment complex, plus 1 mile on border with Kentwood and</p> <p>Route 10: 0.5 miles (loop through medical complex)</p>	2 miles	0.25 miles



Fixed Route Frequency	Weekday: 30 minutes Weekend: 60 Minutes	Weekday: 30 minutes Saturday: 60 minutes Sunday: None	Weekday: 8-15 minutes (Routes 2 and 4), 30 minutes (Route 10) Saturday: 5-30 minutes (Routes 2 and 4), 60 minutes (Route 10) Sunday: 4-30 minutes (Routes 2 and 4)	Weekday: 30 minutes Saturday: 30-60 minutes Sunday: 60 minutes	Weekday: 15 minutes Weekend: 60 minutes
Fixed Route Hours	Weekdays: 6:20 – 10:00 Saturday: 7:30 – 9:30 Sunday: 7:30 – 6:30	Weekdays: 7:45 – 6:15 Saturday: 5:50 – 5:45 Sunday: None	Weekdays: 5:00 – 10:30 Saturday: 5:20 – 9:15 Sunday: 6:50 – 6:45	Weekdays: 6:00 – 10:45 Saturday: 6:30 – 10:20 Sunday: 7:00 – 7:15	Weekday: 5:40 – 10:40 Saturday: 5:40 – 9:40
Key Township Destinations Served	Target Meijer Wal-Mart Library Cascade Village Ford Airport	Tractor Supply Special Olympics	Meijer Celebration Cinema East Kentwood HS Pine Rest Apartments	Wal-Mart Menard's Apartments	Meijer
Key Township Destinations Not Served	YMCA Industrial Areas Parks	DT Byron Center Byron Center HS Industrial Areas Parks	Davenport Univ Farmer's Insurance Dutton Village Amazon Facility South Christian HS Parks	Library Kenowa Hills HS Parks	DT Comstock Park LMCU Ballpark Lowe's
Key Regional Destinations Served by One-Seat Ride	Woodland Mall Centerpointe Mall	Meijer Palmer Park Downtown GR	County Health Dept. Steelcase Meijer Mercy Health Downtown GR	Target Meijer AMC Theater Downtown GR	City HS Downtown GR
Fixed Route Daily Ridership	Weekday: 131 Saturday: 92 Sunday: 53	?	?	?	?
Other Services	Go!Bus Ride Link	Go!Bus Ride Link	Go!Bus Ride Link	Go!Bus Ride Link	Go!Bus Ride Link



Budget	\$218,000	?	\$55,000	\$98,000	\$0
Funding Source	DDA	Not listed in Township Budget (ITP Millage?)	Township General Fund	Township General Fund	ITP Millage



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).

**MINUTES OF THE
CASCADE CHARTER TOWNSHIP
REGULAR BOARD MEETING**

Wednesday, April 12, 2023

Wisner Center

2870 Jacksmith Dr SE

Grand Rapids, MI 49546

And Virtual Zoom Meeting

7:00 P.M.

HYBRID FORMAT

- Article 1.** Supervisor Lesperance called the meeting to order.
Present: Supervisor Lesperance, Treasurer Korstange, Trustees Koessel, McDonald, Shipley and Noordhoek
Absent: Clerk Slater (excused)
Also Present: Township Manager Swayze, Fire Chief Magers, Firefighter Kadish, Planning Director Hilbrands, Dr. Keys-Cornerstone University, Deputy Clerk Brott, and those listed in the Supplement

Motion by Trustee Noordhoek, seconded by Trustee Shipley to appoint Trustee McDonald to position of temporary Clerk in Clerk Slater's absence for the purpose of this meeting. Motion carried unanimously.
- Article 2. Approval of Agenda**
Motion by Trustee Shipley, seconded by Trustee Koessel to approve. Motion carried unanimously.
- Article 3.** Supervisor Lesperance led the Pledge of Allegiance.
- Article 4. Presentations**
1. Presentation from Dr. Keys on Burton Park Deer Study
- Article 5. Public Comments-Anything on the Agenda not scheduled for a public hearing. (limit comments to 3 minutes)**
1. Jeff Hughes-7250 Red Bud Ln-Thanked Dr. Keys for his presentation. Asked further questions about the Burton Park Deer Study. Dr. Keys responded.
 2. Alan Rowland-1829 Linson Ct-Planning Commission member; showed proposed Master Plan that Planning Commission would like to zone as Agricultural pushed to Kraft. Expressed fears that a gas station would be built on 36th Street.
 3. Mark Eastburg-6985 Oakbrook St-Lives on the property that borders Burton Park. Has seen dramatic changes in the deer population, which has changed the undergrowth. Deer have become bolder; supports any effort of deer management.
 4. Scot VanSolkema-2570 Orange Ct-Showed photo of deer in backyard. They leave waste in his yard. Deer carry disease, and the population needs to be controlled quickly. Is there anything private citizens can do to control deer on their own property?
 5. Kim Thompson-7261 Red Bud Ln-The deer have increased damage; this is a serious problem.
 6. Bruce Goodman-7726 Kirkwall Dr-Has not seen day lilies in 10 years because of the deer population. He won't drive on Cascade Road because of the deer.

7. Andrew Vanover-7114 Windcrest-In the last three (3) years, he and his family have experienced two total losses to vehicles because of deer on Cascade Road and Laraway Lake. We have developed this area and should manage it.
8. Janet Goodman-7726 Kirkwall Dr-Buttrick Rd is dangerous because of the deer. Neighbors have had deer drown in their swimming pools. Knows of some feeding the deer, which enables the problem.
9. Betty Belding-2696 Orange Ave-Deer are dangerous to pets. There is not enough food for the deer so they eat anything, including plant life that is poisonous.
10. Paul Piotrowski-2586 Orange Ct-Every day there are six (6) deer grazing in his yard.
11. Brian Turner-2644 Orange Ave-His neighborhood association does not allow hunting. There are not any deer repellent products that work.

Article 6. Approval of Consent Agenda

- a. Receive and File Minutes
 1. Township Board Meeting – 3/22/23 & 3/28/23
 2. Planning Commission – 1/9/23 & 2/6/23
- b. Receive and File Reports
 1. Treasurer’s Department – February 2023
 2. Building Department – March 2023
 3. Planning Department Annual Report - 2022
- c. Receive and File Education Requests
None
- d. Receive and File Communication
None

Motion by Trustee Shipley, seconded by Trustee Koessel to approve the Consent Agenda. Motion carried unanimously.

Article 7. Financial Actions

None

Article 8. Unfinished Business

None

Article 9. New Business

030-2023 Consider Resolution to Distribute Draft Amended Master Plan and to Assert Township Board’s Right to Adopt Master Plan (Roll Call)

Motion by Trustee Koessel, seconded by Treasurer Korstange to approve. Motion carried unanimously by roll call vote.

031-2023 a.) Public Hearing – Snow Avenue Reconstruction Project

Members of the Kent County Road Commission shared a presentation. Considerable discussion.

Motion by Trustee McDonald, seconded by Trustee Shipley to open Public Hearing. Motion carried unanimously.

1. Cindy VanderVennen-5830 Snow Ave-Concerned about the price and the speed limit. Does not support.
2. Diane Knapp-5740 Snow Ave-In favor of paving the road.
3. Jim Gruber-9590 Anderson Acres-Is not in favor of paving the road.

4. Kathryn Gruber-9590 Anderson Acres-Loves the dirt road. Is not in favor of paving it.
5. Matt Buckhold-5776 Snow Ave-Supports paving the road, and would be happy to pay and/or help neighbors to pay.
6. Dave Knapp-5740 Snow Ave-Supports paving the road.
7. Dale VanderSchaaf-5667 Snow Ave-Started the petition to pave the road and supports it.
8. Rob Dewey-5905 Snow Ave-Showed a PowerPoint slideshow. Supports paving the road even with the cost.
9. Rene Greenlee-9570 Anderson Acres-Does not support paving the road.

Motion by Trustee McDonald, seconded by Trustee Koessel to close Public Hearing. Motion carried unanimously.

b.) Consider Snow Avenue Reconstruction Project

Motion by Trustee McDonald, seconded by Trustee Koessel to direct staff to solicit from residents of Cascade and Lowell if they would pay up to 32 percent via a Special Assessment District, and work with Lowell to see if they will collect from their residents. Motion carried unanimously.

032-2023 Consider 2023 Local Street Work Order

Considerable discussion.

Motion by Trustee McDonald, seconded by Trustee Shipley to approve. Motion carried unanimously.

033-2023 Cascade Township Liquor License Ordinance

Motion by Trustee McDonald, seconded by Treasurer Korstange to set a Public Hearing for this matter on April 26, 2023. Motion carried unanimously.

034-2023 Cascade Township Fire Alarm Ordinance

Motion by Trustee Shipley, seconded by Trustee McDonald to set a Public Hearing for this matter on April 26, 2023. Motion carried unanimously.

035-2023 Consider Entering Purchase Agreement for Fire Engine

Fire Chief Magers and Firefighter Kadish shared a presentation.

Motion by Trustee Koessel, seconded by Trustee Shipley to approve. Motion carried unanimously.

036-2023 Consider Appointment of Parks and Recreation Director

Motion by Trustee Shipley, seconded by Treasurer Korstange to approve. Motion carried unanimously.

Article 10. Discussion

None

Article 11. Public Comments

1. Don Faass-7674 Grachen Dr-Read letter to Board re Treasurer Appointment. Requested letter be available in Supplement.
2. Scot VanSolkema-Supports the choice of Treasurer Korstange.

3. Brian Holcomb-3415 Glenstone Ct-Requested an update re Egypt Creek Landscaping. Manager Swayze responded.

Article 12. Manager Comments
None

Article 13. Board Member Comments
1. Trustee Shipley-Thanked those in attendance for coming to the meeting.
2. Supervisor Lesperance-Parks Committee Chair Wanty and resident Jeanine Heibel were recognized as volunteers of the year by the Kent County Conservation District. Congratulated them and thanked them for their hard work.

Article 14. Adjournment
Motion by Trustee McDonald, seconded by Trustee Shipley to adjourn. Motion carried unanimously.
Meeting adjourned at 10:09 pm.

Krissi Brott
Deputy Clerk

DRAFT

Approved by:

Grace Lesperance, Supervisor

Susan B. Slater, Clerk

**MINUTES OF THE
CASCADE CHARTER TOWNSHIP
REGULAR BOARD MEETING**

Wednesday, April 26, 2023

Wisner Center

2870 Jacksmith Dr SE

Grand Rapids, MI 49546

And Virtual Zoom Meeting

7:00 P.M.

HYBRID FORMAT

- Article 1.** Supervisor Lesperance called the meeting to order.
Present: Supervisor Lesperance, Treasurer Korstange, Trustees Koessel, McDonald, Shipley and Noordhoek
Absent: Clerk Slater (excused)
Also Present: Township Manager Swayze, Lulu Brown-KDL Regional Manager-Cascade Library, Attorney Doug VanEssen-Legacy Litigation Group (LLG), Attorney Mike Homier-Foster Swift, Deputy Clerk Brott, and those listed in the Supplement

Motion by Trustee Koessel, seconded by Trustee Shipley to appoint Trustee McDonald to position of temporary Clerk in Clerk Slater's absence for the purpose of this meeting. Motion carried unanimously.
- Article 2. Approval of Agenda**
Deputy Clerk Brott noted that Article 8's number should be labeled 037-2023 and Article 9 should begin with 038-2023.
Motion by Trustee Shipley, seconded by Trustee Koessel to approve the agenda with the noted number changes. Motion carried unanimously.
- Article 3.** Supervisor Lesperance led the Pledge of Allegiance.
- Article 4. Presentations**
None
- Article 5. Public Comments-Anything on the Agenda not scheduled for a public hearing. (limit comments to 3 minutes)**
1. Tom Richardson-3438 N. Applecrest Ct-Commented on Agenda items.
 2. Mauricio Fernandez-2272 Cascade Lakes Cir-Racing is happening on Cascade Road during the late night and early morning hours. Speed limits are not being followed. The stop sign on Cascade Lakes needs to be replaced.
 3. Babak Shahbodaghloo-5070 28th St-Owner of Backyard Restaurant and in urgent need of a liquor license.
- Article 6. Approval of Consent Agenda**
- a. Receive and File Minutes
 1. Township Board Meeting – 4/12/23
 - b. Receive and File Reports
None
 - c. Receive and File Education Requests
 1. Adam Magers - Station Design Conference - St. Louis, MO - May 22-25, 2023

2. Holly Benedict – IAAO Annual Conference & Exhibition – Salt Lake City, UT – August 26-30, 2023

3. Jennifer Genter – IAAO Annual Conference & Exhibition – Salt Lake City, UT – August 26-30, 2023

4. Oxana Sourine – 2023 MMTA Advanced Institute – Mount Pleasant, MI – May 22-24, 2023

- d. Receive and File Communication
None

Motion by Trustee Koessel, seconded by Treasurer Korstange to approve the Consent Agenda. Motion carried unanimously.

Article 7. Financial Actions

- a. Consider Approval of March 2023 Payables, Payroll, and Transfers

Motion by Trustee Shipley, seconded by Treasurer Korstange to approve. Motion carried unanimously.

Article 8. Unfinished Business

037-2023 Consider Approval of the Airport Settlement

Attorney VanEssen of LLG gave a summary of the settlement.

Motion by Trustee Koessel, seconded by Trustee Shipley to approve. Motion carried unanimously.

Article 9. New Business

038-2023 a.) Public Hearing – Amendments to the Township Liquor License Ordinance

Motion by Trustee McDonald, seconded by Trustee Shipley to open Public Hearing. Motion carried unanimously.

1. Badrie Shahbodaghloo-5070 28th St-Owner of Backyard Restaurant and requested the Board consider the restaurant for the liquor license. Promised to return it to the Township if they should move.

2. Mauricio Fernandez-There must be due diligence in issuing the liquor license.

Motion by Trustee Shipley, seconded by Trustee Koessel to close Public Hearing. Motion carried unanimously.

b.) Consider Adopting Amendments to the Township Liquor License Ordinance (Roll Call)

Motion by Trustee Shipley, seconded by Trustee McDonald to approve. Motion carried unanimously by roll call vote.

039-2023 a.) Public Hearing – Amendment to the Township Fire Alarm/False Alarm Ordinance

Motion by Trustee McDonald, seconded by Treasurer Korstange to open Public Hearing. Motion carried unanimously.

1. Mauricio Fernandez-Public safety should not be going to successive false alarms.

2. Scot VanSolkema-2570 Orange Ct-Who will keep track of the alarm calls? Manager Swayze and Trustee Shipley responded.

Motion by Treasurer Korstange, seconded by Trustee McDonald to close Public Hearing. Motion carried unanimously.

b.) Consider Adopting Amendment to the Township Fire Alarm/False Alarm Ordinance (Roll Call)

Motion by Trustee Shipley, seconded by Treasurer Korstange to approve. Motion carried unanimously by roll call vote.

040-2023 Consider Appointment of the Township Economic Development Director
Discussions are ongoing. No action taken.

041-2023 Consider DDA Support to the Library Outdoor Gardens & Activity Space

Regional Manager Brown-KDL and Wes Landon-NativeEdge presented plans and answered questions. Considerable discussion.

Motion by Trustee McDonald, seconded by Trustee Shipley to approve. Motion carried unanimously.

042-2023 Establishment & Appointment: Township Manager Search Committee

Considerable discussion.

Motion by Treasurer Korstange, seconded by Trustee Noordhoek to approve. Motion carried unanimously.

Article 10. Closed Session

Pursuant to MCL 15.268(h) – To consider material exempt from discussion or disclosure by state or federal statute.

Motion by Trustee Shipley, seconded by Treasurer Korstange to adjourn to Closed Session. Motion carried unanimously by roll call vote. Adjourned to Closed Session at 8:22 pm.

Motion by Trustee Shipley, seconded by Trustee McDonald to resume Open Session. Motion carried unanimously. Open Session resumed at 8:54 pm.

Article 11. Discussion
None

Article 12. Public Comments

1. Anne England-3415 Glenstone Ct-Request update re Egypt Creek Landscaping. Manager Swayze advised that the Township has received an opinion letter from counsel, and the ticketing process is ongoing. Asked if there will be any restoration of the trees that were cut.
2. Walter Bujak-6639 Thornapple River Dr-Kent County Commissioner District 21, Thanked Board for their service. Thanked Manager Swayze for always being a consummate professional and very responsive. Welcomed Treasurer Korstange and thanked her for her service on the Planning Commission.

- 3. Jeff Hughes-7250 Red Bud Lane-Re deer population: The Board has enough information and should move quickly.

Article 13. Manager Comments

1. He is willing to do anything to help during the transition and afterward. He will be an advocate for Cascade Township.

Article 14. Board Member Comments

- 1. Trustee Shipley-Thanked those in attendance for coming to the meeting.
- 2. Trustee Noordhoek-Re deer population: This has been going on in Kent County for decades. At this time, Cascade Township is not standing in any resident’s way, but residents should petition those neighborhood associations that have bylaws against the hunting of deer.
- 3. Supervisor Lesperance-Thanked Manager Swayze. He has a difficult position but has always been professional. He deserves this new opportunity.

Article 15. Adjournment

Motion by Trustee Shipley, seconded by Trustee Noordhoek to adjourn. Motion carried unanimously.
Meeting adjourned at 9:10 pm.

Krissi Brott
Deputy Clerk

Approved by:

Grace Lesperance, Supervisor

Susan B. Slater, Clerk

05/12/2023

BUDGET REPORT FOR CASCADE CHARTER TOWNSHIP
 CASCADE CHARTER TOWNSHIP
 2020 RECOMMENDED BUDGET REPORT

GL NUMBER	DESCRIPTION	2023 APPROVED BUDGET	2023 ACTIVITY
ESTIMATED REVENUES			
Dept 000			
248-000-401-401	TAXES - CASCADE TOWNSHIP	328,183	326,437
248-000-401-402	TAXES - G.R.C.C.	172,000	(2,972)
248-000-401-403	TAXES-KENT COUNTY	580,000	182,083
248-000-401-406	KDL TAXES-DDA	118,172	117,543
248-000-665-000	INTEREST REVENUE	25,000	19,697
248-000-667-001	RENT-TUFFY	78,769	31,263
248-000-675-675	MISCELLANEOUS INCOME		6,602
248-000-677-300	DDACONTRIB & DONATION- METRO CRUISE	4,000	
Totals for dept 000 -		1,306,124	680,653
TOTAL ESTIMATED REVENUES		1,306,124	680,653
APPROPRIATIONS			
Dept 190 - DDA OPERATIONS/CONSTRUCTION			
248-190-723-000	DDA - MEMBERSHIP AND DUES	2,150	
248-190-724-000	DDA - EDUCATION	2,000	
248-190-787-000	MISCELLANEOUS	7,000	1,480
248-190-801-000	CONTRACT SERVICES	55,000	12,033
248-190-802-300	DDA ADMINISTRATIVE	103,440	
248-190-821-000	ENGINEERING	75,000	
248-190-826-265	LEGAL	2,500	
248-190-860-000	DDA - MILEAGE	400	73
248-190-861-100	TRANSPORTATION SERVICES	217,540	91,236
248-190-921-000	ELECTRICITY	26,000	5,917
248-190-922-000	STREETLIGHTS	10,000	
248-190-924-100	CELL PHONES/DATA	900	457
248-190-927-000	WATER-SEWER	8,500	107
248-190-931-000	MAINT & REPAIR/IMPROVEMENTS	60,000	10,472
248-190-931-300	DDA REPAIR & MAINT- METRO CRUISE WU	8,000	285
248-190-964-100	DDA PROPERTY TAX REFUNDS	25,000	
248-190-967-000	SPECIAL PROJECTS-DDA LIGHTING/DECOR	15,000	
248-190-967-001	SPECIAL PROJECTS-TACTICAL URBANISM	20,000	
248-190-967-002	SPECIAL PROJECTS-FLOWERS/PLANTINGS	10,000	
248-190-967-003	SPECIAL PROJECTS-PR/MARKETING/PROMO	20,000	
248-190-967-004	SPECIAL PROJECTS-SPECIAL EVENTS	15,000	
248-190-981-000	OFFICE EQUIPMENT	1,000	
Totals for dept 190 - DDA OPERATIONS/CONSTRUCTION		684,430	122,060
Dept 901 - CAPITAL OUTLAY			
248-901-970-000	CAPITAL OUTLAY - FFE	230,000	
248-901-974-000	CAPITAL OUTLAY - LANDIMP	250,000	
Totals for dept 901 - CAPITAL OUTLAY		480,000	
Dept 990 - DEBT SERVICE			
248-990-992-007	LOAN PRINCIPAL	75,000	
248-990-994-001	INTEREST AND FEES	19,338	9,669
Totals for dept 990 - DEBT SERVICE		94,338	9,669
TOTAL APPROPRIATIONS		1,258,768	131,729
NET OF REVENUES/APPROPRIATIONS - FUND 248		47,356	548,924
BEGINNING FUND BALANCE (EST. UNTIL AUDIT COMPLETE)		2,479,815	
ENDING FUND BALANCE		2,527,171	