

**AGENDA**

Cascade Charter Township  
Downtown Development Authority Board of Directors  
March 15, 2022  
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/84772691985>

Meeting ID: 847 7269 1985  
By Phone: 1 312 626 6799

- ARTICLE 1.** Call the Meeting to Order  
Record the Attendance
- ARTICLE 2.** Approval of the Agenda
- ARTICLE 3.** Approval of the Minutes of February 15, 2022
- ARTICLE 4.** Acknowledge visitors and those wishing to speak to non-agenda items *(Comments are limited to five minutes per speaker)*
- ARTICLE 5.** Discuss and Consider The Rapid Bus Contract
- ARTICLE 6.** Discuss the Landscape Planting & Maintenance Bids
- ARTICLE 7.** Status of Strategic Plan Process
- ARTICLE 8.** Any Other Business
  - a. Informational Meeting
  - b. Next Meeting: April 19, 2022
- ARTICLE 9.** Adjournment

Minutes  
Cascade Charter Township  
Downtown Development Authority Board of Directors  
Tuesday, February 15, 2022  
5:30 P.M.  
2870 Jacksmith Ave SE

**ARTICLE 1.** Chairwoman Puplava called the meeting to order at 5:30 P.M.  
Members Present: Vogel, Kleyla, Reynolds, Puplava, Growney, Lesperance, Siegle (5:40 P.M.), Makkar (5:46 P.M.)  
Members Absent: Stephan  
Others Present: DDA Director Korhorn and others on the sign-in sheet

**ARTICLE 2. Approve the current Agenda**  
**Motion was made by Supervisor Lesperance to approve the current Agenda. Supported by Member Growney. Motion carried 6 to 0.**

**ARTICLE 3. Approve the minutes from the November 16, 2021 meeting**  
**Motion was made by Member Growney to approve the minutes from the November 16, 2021 meeting. Supported by Member Kleyla. Motion carried 6 to 0.**

**ARTICLE 4. Approve the minutes from the January 18, 2022 meeting**  
**Motion was made by Supervisor Lesperance to approve the minutes from the January 18, 2022 meeting. Supported by Member Growney. Motion carried 6 to 0.**

**ARTICLE 5. Acknowledge visitors and those wishing to speak to non-agenda items.**  
There were not any visitors who wished to speak on non-agenda items.

**ARTICLE 6. Strategic Plan Update**  
Strategists Danielle Bouchard and Chris Khorey from McKenna presented on the township's strategic plan survey. Some highlights from the survey included:  
1,887 responses (9.5% of total Cascade Population) This is an above average response rate!  
Cascade's median age is 42.5 and the survey of data is consistent with this.

(Member Siegle arrived at the meeting at 5:40 P.M.)

Cascade residents saw their top assets as:

1. Natural Scenery
2. Safety (from Crime)
3. Proximity to most areas in Grand Rapids

Cascade residents saw their top areas of concern as:

1. Too much speeding on major roads
2. Lack of a village area
3. Too much traffic speeding in neighborhood and residential areas
4. Lack of river/lake preservation efforts
5. Too much traffic congestion along township's major roads

Cascade resident's top priorities were:

1. Creating a Downtown Village
2. Not raising taxes
3. Allocating and planning residential growth in appropriate areas
4. Creating a community gathering space
5. Improving existing parks.

(Member Makkar arrived at the meeting at 5:46 P.M.)

Strategic planning workshops are scheduled for

Planning Commission 3/7/22

Township Board 3/9/22

DDA 3/15/22

Parks Committee 3/15/22

Township Staff 3/15/22

Business Leaders First week of March 2022

Chair Puplava confirmed that the DDA Strategic Plan Workshop would take place outside of the normal meeting time and asked if they were still looking at having a meeting where members of different committees met together to go over their parts of the strategic plan. Danielle Bouchard confirmed that the workshop would take place outside of the meeting and they are looking to have a cross-committee workshop closer to the end of the planning process. The idea of a public open house, whether virtual or in person, is also under consideration.

Focus Groups:

Downtown and Village 3/24

Parks and Trails 3/29

Growth Management and Preservation 4/14

Road Safety and Streetscapes 4/21

After all of these meetings, a plan will be drafted and actionable items will be identified.

Director Korhorn said she would work on getting the survey results and slide deck up on the website.

Chris Khorey encouraged DDA members to come to any of the focus groups they are interested in but especially the Downtown Village and Road Safety and Streetscapes focus groups.

The Road Commission and MDOT will both be invited to the Road Safety and Streetscapes focus group. If Kent County Road Commission cannot attend the 4/21 focus group time, the focus group will be rescheduled as their buy-in is essential if changes are to be made.

Member Siegle clarified that Cascade Road is a state highway but it is controlled by the Kent County Road Commission.

**ARTICLE 7. Discuss DDA Goals**

Each board member shared their thoughts on goals for the DDA.

Member Vogel: Member Vogel shared a document he designed to explore what defines Cascade and where there are opportunities for growth. Some of these opportunities include: underdeveloped airport, no defined central gathering space, no defined city center or 'downtown', lack of parking in and around the areas focused for a 'downtown', high speed and volume traffic in an area that could become a city center, and low occupancy rates in some areas of the township.

His ideas for ways to utilize these opportunities included: partner with the airport to attract a large corporation by the airport, leading the charge on electric vehicle car charging, building an incubation kitchen and business center (for example, 2899 Thornapple could be great for this), bring events or infrastructure in the parks and pathways system, creating interactive, peaceful, and accessible green spaces.

Member Kleyla shared ideas for infrastructure and how the DDA should function. She laid out a framework for creating a DDA strategic plan.

Member Reynolds urged the committee to remember that they were Cascade, not Ada, Grand Rapids, or Holland, and they need to focus on that identity and consensus building.

Member Stephan shared his ideas with Chair Pupilava prior to the meeting. He suggested they focus on drawing people to the area for recreation and then they'll visit businesses in the area while they're here. Creating a recreational area with additional parking and adding parking to current sports fields were among those suggestions.

First, Chair Pupilava suggested the implementation of spaces for concerts, food trucks, and other community gatherings. Secondly, they should ensure the continued vitality of the DDA economy and thirdly they should update the Complete Streets plan.

Member Growney suggested first defining what the 'downtown' area for the village is and then look into private funding from the community for expenses to cover big projects.

Supervisor Lesperance encouraged bringing in professionals to help make decisions and plan projects. Her emphasis was on growing public consensus by striving for greater transparency and public input on individual projects. She said that people live in Cascade due to the amount of greenspace and quaint character and that the focus needs to be on the people already in Cascade rather than growing too much.

Member Siegle urged the committee to focus on the 'downtown' aspect and quaintness of Cascade. He said they would need to slow down traffic, work with the Road

Commission, and alluding to emotional appeal. He also agreed that more recreation spaces would be beneficial.

Member Makkar suggested building a Community Center to bring the township closer together, maybe one with a park attached. He also proposed adding retirement homes and retirement centers to retain community members as they age. This would allow for generational progression in the community. Fostering diversity was his other main goal. Cascade has large international businesses that are hiring people into high paying jobs. Cascade needs them to settle here instead of dispersing to surrounding communities.

(Supervisor Lesperance left at 6:36 PM.)

Director Korhorn will send a Doodle poll out to the members to schedule a meeting with McKenna to dig deeper into these goals.

**ARTICLE 8. The Rapid Contract Update**

Director Korhorn explained that the Rapid Contract Committee has met and had a question-and-answer session with The Rapid. They will now be sending out a short survey to businesses, as well as contacting the businesses directly, to get input on the contract. The ITP Board will meet February 23<sup>rd</sup> and will provide the DDA with more information for their next Rapid Contract Committee meeting on February 28<sup>th</sup>. The DDA will then have to make a decision on how to proceed with the contract at the March 15, 2022 meeting.

**ARTICLE 9. Any Other Business**

- a. Landscape Maintenance Bid: Director Korhorn asked committee members who would be willing to go through the RFPs with her to narrow them down before they came in front of the whole DDA board. Members Growney and Kleyla volunteered to help her narrow them down and hopefully bring the final options to the March 15 meeting.
- b. Business Spotlights: Two business spotlights were filmed in the prior week and they will continue to create seven to eight more before they begin sharing the spotlights. Members Vogel and Growney' businesses were test subjects and they went very well.
- c. Next Meeting: March 15, 2022

**ARTICLE 10. Adjournment**

**Motion to adjourn was made by Member Makkar. Supported by Member Reynolds. Motion carried 7 to 0. The meeting was adjourned at 6:45 P.M.**

Respectfully submitted,

Rene Growney, Secretary

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## DDA MEMORANDUM

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**To:** Cascade Township DDA Board

**From:** Sandra Korhorn, DDA/Economic Development Director *SKK*

**Subject:** Discuss and Consider The Rapid Bus Contract

**Meeting Date:** March 15, 2022

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Cascade's current contract with The Rapid ends May 9. To allow The Rapid team time to put together the schedule for the next term, they need a decision from the DDA board by March 15 on the status of the service.

If you recall, last June, the DDA approved a revised, short-term contract that was effective from October, 2021 through May, 2022 so The Rapid board could monitor and evaluate the revenue hour service relationship. The Rapid Board of Directors, at their February 23 meeting, granted authorization to continue providing the revenue hour billing model to the township in perpetuity, so any future contract would reflect that.

The next term runs from May 10, 2022 through August 28, 2022. The Rapid discussed how to structure a longer-term agreement, but with the inability to calculate the hourly operational cost for FY23 at this time, it will be easier to bring another annual contract that would begin August 29 to the DDA board.

The contract is included in the packet and is effective beginning May 10, 2022 through August 28, 2022. The DDA will then have to revisit this item before June 17, 2022 to discuss a contract renewal for the time period of August 29, 2022 through August 29, 2023.

Included in the packet is a signed version of the contract, which was reviewed and revised after comments by the bus committee, ridership information for the line haul and Go! Bus and survey results from the businesses received to date.

As part of the survey, we asked for contact information but said we would not make their responses public. However, in an attempt to address the comments regarding which businesses use the bus, the packet includes a map showing the development areas in the district with a number in each district. The number in the development area

represents the number of businesses, in that area, who replied with a, b, and/or c to Question 3 (see below):

3. In what ways does your business benefit from The Rapid bus service? (Check all that apply)

- a. Employee attraction and retention
- b. Employee transportation options
- c. Customer/client access
- d. My business does not benefit from The Rapid bus service.

Staff is looking for a decision on the contract for The Rapid bus service (May 10 through August 28, 2022). Representatives from The Rapid will be at the meeting for questions.

**AGREEMENT BETWEEN**  
**THE INTERURBAN TRANSIT PARTNERSHIP**  
**AND**  
**CASCADE CHARTER TOWNSHIP**  
**FOR LINEHAUL AND PARATRANSIT SERVICES on 28<sup>th</sup> Street**

Agreement made by and between Cascade Charter Township Downtown Development Authority, hereinafter called the "Township", and the Interurban Transit Partnership, hereinafter called "ITP", with offices at 300 Ellsworth Ave., S.W., Grand Rapids, MI, 49503.

**ARTICLE I – RECITALS**

1. Whereas, ITP provides regular bus service over established routes during published hours and at published frequencies, and
2. Whereas, ITP has the capability of expanding its bus service, particularly service in the Township area, and
3. Whereas, the expansion of ITP bus service into the Cascade Charter Township Downtown Development Authority district makes bus service available for both Township residents and for customers and employees of Township businesses.

Now, therefore, be it resolved that the Township wishes to enable the use of ITP bus into and within the DDA district. The responsibilities of the Township and ITP in the execution of this resolve are set forth below.

**ARTICLE II – RESPONSIBILITIES OF ITP**

1. ITP shall provide bus service to the Township. The route(s) will be developed in agreement with both ITP and the Township. Passenger fares charged for both linehaul and paratransit service shall be those currently adopted by the ITP Board. ITP shall retain all passenger fare revenue.
2. ITP shall provide paratransit service pursuant to the requirements of the Americans with Disabilities Act. All equipment used in providing service to the Township shall be accessible to persons with disabilities. The ADA requires paratransit service be provided to those with a physical or mental disability who are prevented from utilizing linehaul. The paratransit service shall be provided during the same days and hours of operation of

the linehaul service, and shall be provided to those whose trips begin or end within the ¾ mile corridor either side of the linehaul service within the township. ITP shall perform all certifications necessary to determine paratransit eligibility.

3. Liability and Risk

A. ITP shall provide for a Certificate of Insurance to be issued naming the Township as an additional insured. This insurance certificate shall be supplied prior to the start of service. ITP agrees to maintain such insurance for the duration of the project or the term for which services will be rendered.

- Workmen’s Compensation (including occupational disease) under the terms of the Michigan Workmen’s Compensation Act.
- General Liability: \$3,000,000 ultimate net loss each occurrence.
- Automobile Liability: \$3,000,000 ultimate net loss each occurrence.

B. In addition to the above insurance provision, ITP shall indemnify and hold harmless the Township and Township agents, servants, and employees against all loss, damages, legal expenses, and other expenses which they may sustain or become liable for on account of injury to or death of persons, or on account of damage to or destruction of property resulting from any accident resulting from activities conducted by ITP pursuant to this Agreement.

**ARTICLE III – RESPONSIBILITIES OF THE TOWNSHIP**

For linehaul and paratransit service:

Actual linehaul and paratransit costs per hour, less Michigan Department of Transportation Operating Assistance, which shall be 31.0% of expenses for through the Term. For purposes of calculating this cost, the Township shall pay for all hours of service that buses are in revenue service within the Township’s boundaries.

The cost per hour to the Township, after MDOT assistance, is as follows:

\$75.71 per revenue hour during the Term.

**ARTICLE IV – MARKETING AND INFORMATION**

ITP shall provide all materials, schedules, and maps necessary to promote the service.

**ARTICLE V – TERM OF AGREEMENT**

1. This Agreement shall be effective starting May 10, 2022 through August 28, 2022 (the "Term"). The Township shall make its intentions to ITP for renewal of the agreement on or before June 17, 2022 for service for the time period August 29, 2022 through August 29, 2023, provided that ITP provide updated costs and proposed contract to the Township for review no later than May 17, 2022. The hourly rates may be adjusted annually based upon inflationary increases in operating expenses, a decrease in local or State revenues to ITP, or a change in the service levels provided to the Township.
2. This Agreement may be terminated by either party with a minimum three-month prior written notification to the other party.
3. If at any time during the term of this Agreement, either party shall fail to satisfactorily meet the provisions of this Agreement, the dissatisfied party shall so advise the other party by registered mail, indicating in specific detail the nature and basis of its dissatisfaction. If the complaint is based on reasonable cause, the party to whom the complaint is addressed shall have an opportunity to correct the situation giving rise to the complaint within forty-five (45) days written notice by registered mail.

**ARTICLE VI – ADDITIONAL CONDITIONS**

1. ITP shall install all bus stops within the Township service area at its expense.
2. Service shall only be offered on days which the ITP linehaul operates, the hours of service shall be mutually agreed upon and made part of this agreement as attachment "A".
3. Additional services may be provided as permitted under Federal Transit Administration charter regulations. Under these guidelines, the service must be advertised and open to the general public. ITP must control the route and determine the fares to be charged. Any trips which do not meet these criteria, as determined by ITP, must first be offered to the private sector. The cost for any charter work shall be at ITP's current charter rate.

The Agreement is dated the 9th day of March, A.D., 2022.

INTERURBAN TRANSIT PARTNERSHIP

CASCADE CHARTER TOWNSHIP DOWNTOWN  
DEVELOPMENT AUTHORITY

By:   
Chief Executive Officer

By: \_\_\_\_\_  
Appointed Officer

Attest: 

Attest: \_\_\_\_\_

# ATTACHMENT A

## FY 2022 Fixed-Route Services in Cascade Township – 28<sup>th</sup> Street May 10, 2022 – August 28, 2022

### ROUTE DESCRIPTION

East on 28<sup>th</sup> Street, south on Cascade Road, west on Old 28<sup>th</sup> Street, west on 28<sup>th</sup> Street, north on Kraft, west on 28<sup>th</sup> Street past Patterson Avenue.

### FREQUENCY OF SERVICE

Weekday:	Every 30-minutes
Weekday evening:	Every 60-minutes
Saturday:	Every 60-minutes
Sunday:	Every 60 minutes

### HOURS OF SERVICE

Weekday:	5:45 AM – 7:00 PM
Weekday evening:	7:00 PM – 10:30 PM
Saturday:	5:15 AM – 10:00 PM
Sunday:	7:00 AM – 7:00 PM

### OPERATING DAYS

Weekdays:	78
Saturdays:	16
Sundays:	16

### COST OF SERVICE

Billable Hours:	877.33
Contract Rate:	\$75.71
Total Cost:	\$66,422.91

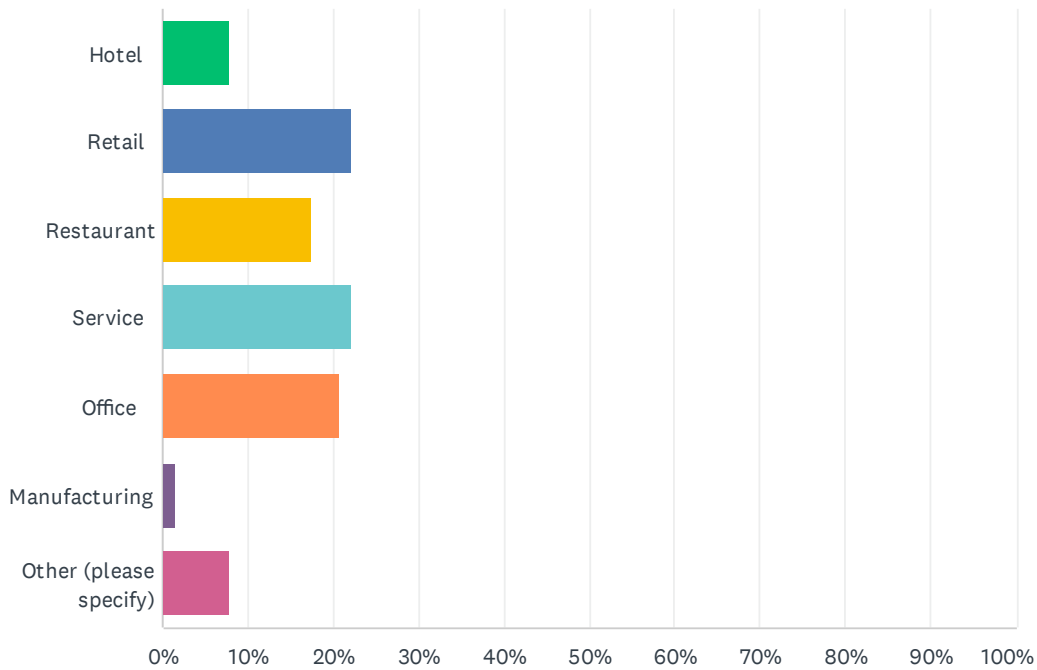


Figure 1 - FY 2022 Route 29 Alignment in Cascade Township

Sorted by Question

# Q1 What type of business do you represent?

Answered: 63 Skipped: 0

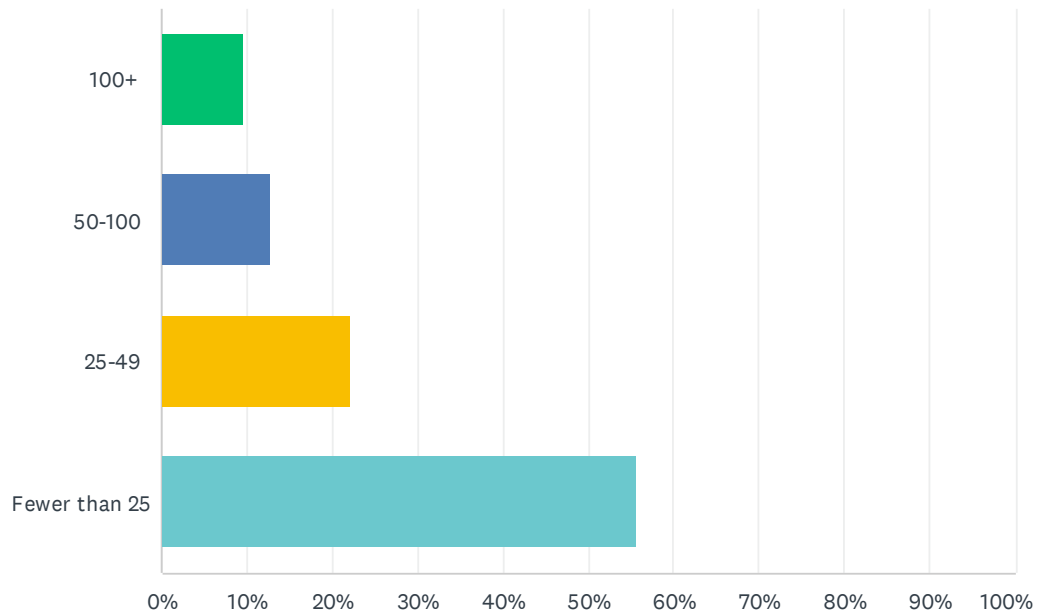


ANSWER CHOICES	RESPONSES	
Hotel	7.94%	5
Retail	22.22%	14
Restaurant	17.46%	11
Service	22.22%	14
Office	20.63%	13
Manufacturing	1.59%	1
Other (please specify)	7.94%	5
<b>TOTAL</b>		<b>63</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Dental office	3/7/2022 8:16 AM
2	Assisted Living	2/23/2022 1:17 PM
3	Consultancy	2/23/2022 1:02 PM
4	Chiropractic	2/23/2022 12:28 PM
5	Boutique Industrial distribution	2/23/2022 12:04 PM

## Q2 How many people are employed by your business?

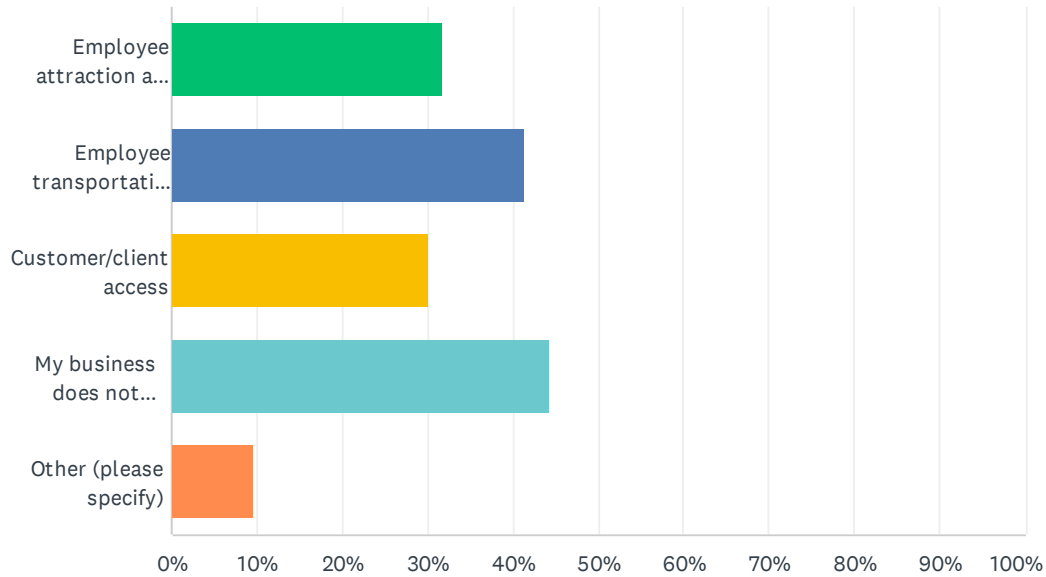
Answered: 63 Skipped: 0



ANSWER CHOICES	RESPONSES
100+	9.52% 6
50-100	12.70% 8
25-49	22.22% 14
Fewer than 25	55.56% 35
TOTAL	63

### Q3 In what ways does your business benefit from The Rapid bus service? (Check all that apply)

Answered: 63 Skipped: 0

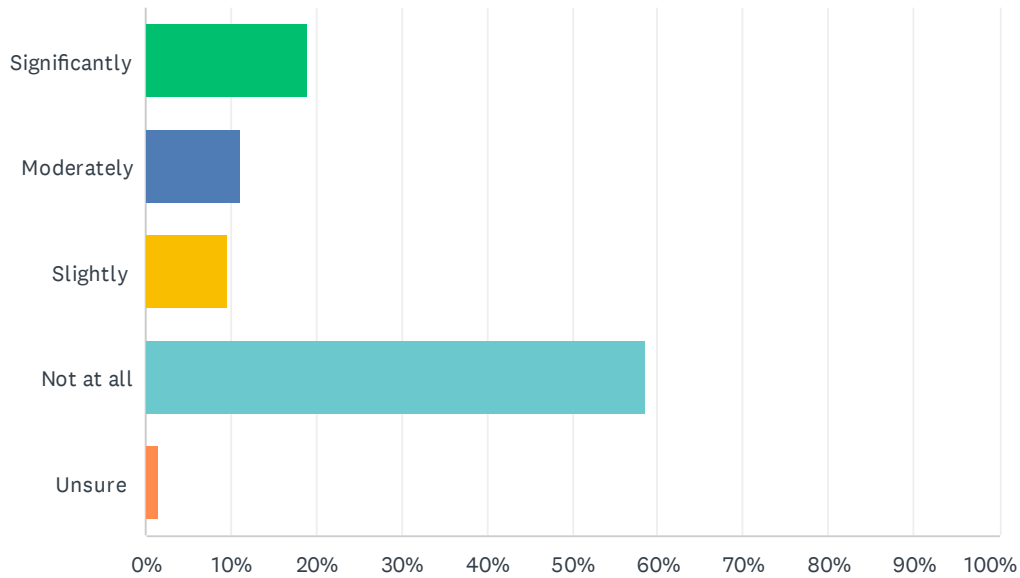


ANSWER CHOICES	RESPONSES
Employee attraction and retention	31.75% 20
Employee transportation options	41.27% 26
Customer/client access	30.16% 19
My business does not benefit from The Rapid bus service	44.44% 28
Other (please specify)	9.52% 6
Total Respondents: 63	

#	OTHER (PLEASE SPECIFY)	DATE
1	Patients can use the Rapid but we do not have any that do.	3/7/2022 8:16 AM
2	Public transportation opens opportunity for establishments that need employees. We do not have enough applicants local to Cascade to fill positions.	3/4/2022 2:12 PM
3	Prospective Buyer's attraction Prospective National Tenants attraction.	2/23/2022 12:53 PM
4	not at all	2/23/2022 12:21 PM
5	We eat at local restaurants who depend on the Rapid Bus Service for employees who do have cars.	2/23/2022 12:04 PM
6	The Rapid bus service detracts from the community safety.	2/23/2022 11:54 AM

### Q4 In the next six months, if The Rapid bus service was not available, would you anticipate a decline in customers/clients/employees being able to access your business?

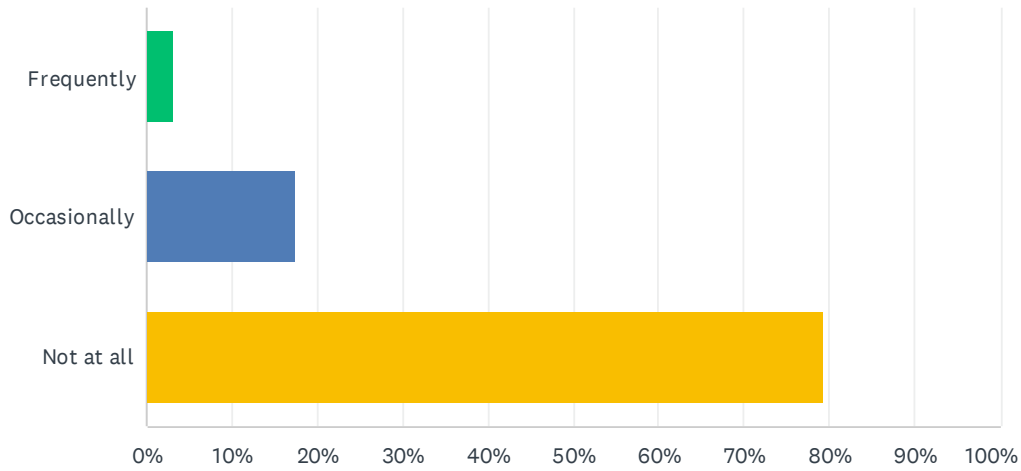
Answered: 63 Skipped: 0



ANSWER CHOICES	RESPONSES
Significantly	19.05% 12
Moderately	11.11% 7
Slightly	9.52% 6
Not at all	58.73% 37
Unsure	1.59% 1
<b>TOTAL</b>	<b>63</b>

### Q5 Since the recent changes in The Rapid bus service schedule, how often have customers/clients complained about not being able to access your business?

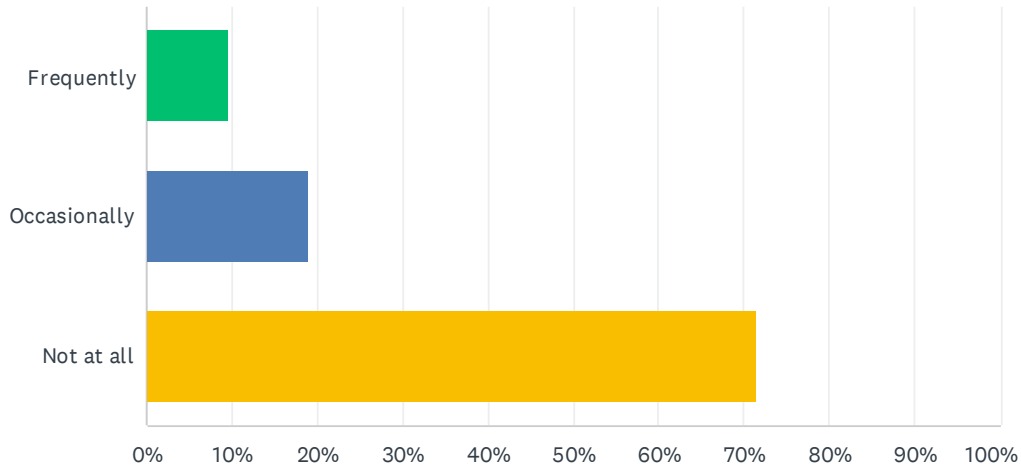
Answered: 63 Skipped: 0



ANSWER CHOICES	RESPONSES
Frequently	3.17% 2
Occasionally	17.46% 11
Not at all	79.37% 50
<b>TOTAL</b>	<b>63</b>

### Q6 Since the recent changes in The Rapid bus service schedule, how often have your employees had difficulties getting to/from work?

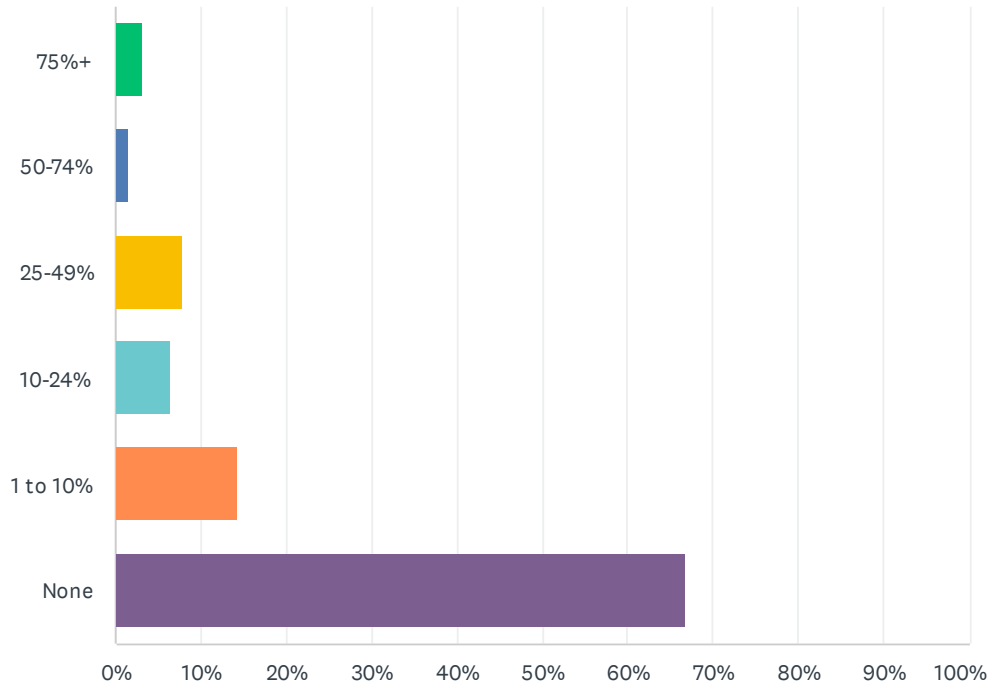
Answered: 63 Skipped: 0



ANSWER CHOICES	RESPONSES	
Frequently	9.52%	6
Occasionally	19.05%	12
Not at all	71.43%	45
<b>TOTAL</b>		<b>63</b>

## Q7 Approximately what percentage of your employees rely on The Rapid bus service for transportation to and from work?

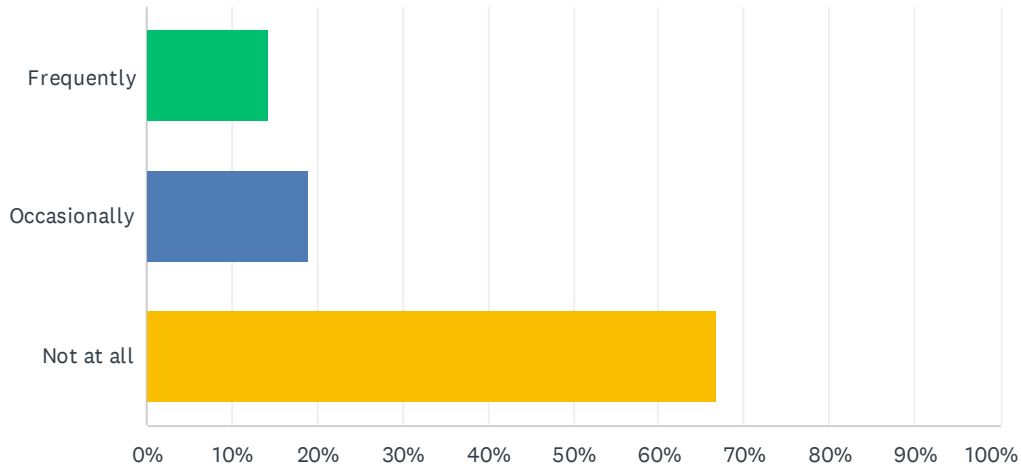
Answered: 63 Skipped: 0



ANSWER CHOICES	RESPONSES	
75%+	3.17%	2
50-74%	1.59%	1
25-49%	7.94%	5
10-24%	6.35%	4
1 to 10%	14.29%	9
None	66.67%	42
<b>TOTAL</b>		<b>63</b>

## Q8 How often do you utilize The Rapid bus service as a recruiting tool when attracting talent to your company?

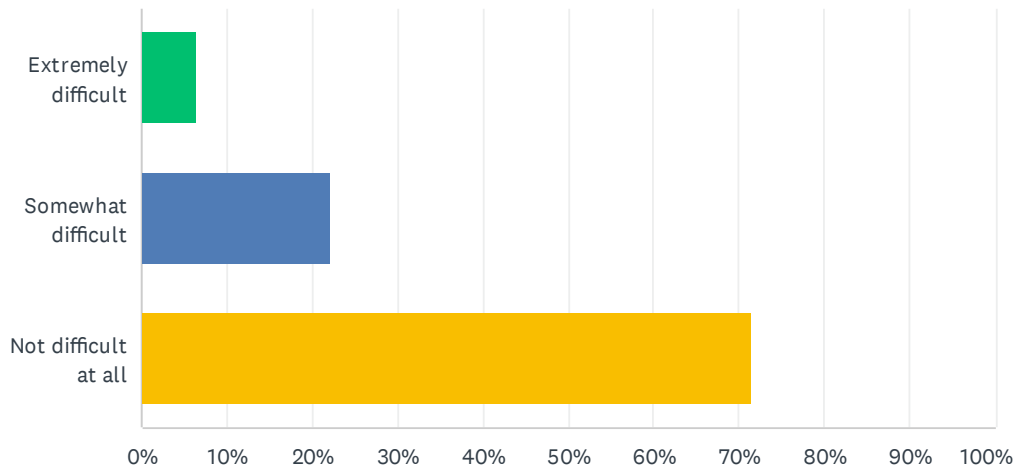
Answered: 63 Skipped: 0



ANSWER CHOICES	RESPONSES	
Frequently	14.29%	9
Occasionally	19.05%	12
Not at all	66.67%	42
<b>TOTAL</b>		<b>63</b>

### Q9 If The Rapid bus service was not available to you, how difficult would it be for your business to remain open in Cascade Township?

Answered: 63 Skipped: 0



ANSWER CHOICES	RESPONSES
Extremely difficult	6.35% 4
Somewhat difficult	22.22% 14
Not difficult at all	71.43% 45
TOTAL	63

## Q10 Please share any feedback or comments you have on The Rapid bus service:

Answered: 63 Skipped: 0

#	RESPONSES	DATE
1	My clients and I do not use the bus service. I'm glad that this area has the service.	3/8/2022 8:55 AM
2	none	3/7/2022 4:31 PM
3	We currently do not have any employees that ride the bus so the schedule does not affect us	3/7/2022 11:03 AM
4	none	3/7/2022 8:16 AM
5	I appreciate the bus service being so close. Many of my employees rely on the service to get to work. The weekend schedule on sunday is partucally a pain point for those that use the service as they can not work the later shifts	3/5/2022 1:02 PM
6	Auto service company. Occasionally customers use services.	3/5/2022 8:28 AM
7	The Rapid bus service is crucial for my employees to travel back and fourth to work as well as taking a hit sales wise as a large portion is because of the rapids.	3/5/2022 6:41 AM
8	Our business itself would likely not be affected without a bus route. However, we would have a much more difficult time with hiring and keeping employees than we already do if the option was not there for them to take the bus.	3/5/2022 1:42 AM
9	There are a number of reasons why people do not have their own transportation. We have seen employees who have been in a bad accident and no longer feel comfortable driving. Others share a vehicle within their household. Whatever personal reasons, public transportation shouldn't be a reason of why people are not able to work. People in the workforce shows they have integrity of trying to benefit themselves. We want to help people meet higher standards.... I don't think it's right to hold that back from those who are wanting to do things to better themselves. As a small community, I think our township has listened to our business encourage ourselves to do better by offering public transportation to strengthen our businesses while giving opportunity to those who need it.	3/4/2022 2:12 PM
10	none	3/4/2022 2:04 PM
11	None	3/4/2022 1:51 PM
12	No comments.	3/4/2022 1:40 PM
13	The increase in crime due to the import of inner-city elements via the bus line has not provided benefits to the Cascade community in general and not at all to our luxury brand demographic.	3/4/2022 1:29 PM
14	N/A	3/4/2022 1:19 PM
15	While the bus does not directly impact my business, I do believe it has a great impact on others and I believe route 29 should continue to run in Cascade and I support it	3/4/2022 1:03 PM
16	N/A	3/4/2022 12:59 PM
17	Nothing to add	3/4/2022 12:59 PM
18	It is a good program	3/2/2022 1:51 PM
19	A lot of my employees use the bus to get to work and back and my business depends on the route to remain staffed.	3/1/2022 2:50 PM
20	None	3/1/2022 2:05 PM
21	na	2/28/2022 1:17 PM
22	Hours until at least 10pm on sunday nights would be great, team members ask to not work and	2/25/2022 3:00 PM

	it creates stress since they can't take the bus home.	
23	Shorter routes to include the greatest ridership would cut costs & be more efficient-what a concept	2/25/2022 10:02 AM
24	NA	2/24/2022 4:02 PM
25	Over the past few years, the few employees that we've had that used the bus, it takes more than 1-2 hrs for them each way. Those employees didn't last long because they generally found a job closer to where they live.	2/24/2022 2:38 PM
26	None	2/24/2022 2:24 PM
27	We do appreciate having the bus service available to our employees as a means to get to the office. We also notice on a daily basis that the community is utilizing it as well. We feel this is a good service to provide in Cascade Township.	2/24/2022 11:59 AM
28	We really benefit from the Rapid Bus service. Our employees and clients rely on the transportation.	2/24/2022 9:55 AM
29	It's a great service for those that need it	2/24/2022 9:20 AM
30	x	2/23/2022 9:29 PM
31	I don't think it effect our business. But it doesn't mean it should be discontinue.	2/23/2022 8:10 PM
32	The Rapid has not done anything for us as a business	2/23/2022 5:37 PM
33	It has been helpful could even be more helpful once pandemic is over and business gets back to how it was.	2/23/2022 5:23 PM
34	None	2/23/2022 4:56 PM
35	The bus service does not impact our business	2/23/2022 4:05 PM
36	Necessary for people who have no other way to get to work.	2/23/2022 3:41 PM
37	Perhaps the funds would be better utilized elsewhere?	2/23/2022 2:15 PM
38	.	2/23/2022 1:41 PM
39	Being on a bus route is a huge plus in our business. Many of our caregivers are not able to afford cars.	2/23/2022 1:17 PM
40	The bus is an important option for our staff and patrons. It would be a real loss for us if it was reduced or eliminated.	2/23/2022 1:15 PM
41	We fully support continuing The Rapid bus service, even though it is not a benefit to our business. It is important that persons relying on public transportation can gain access to employment opportunities in the communities served by The Rapid.	2/23/2022 1:02 PM
42	The Rapids Bus service should be considered a mainstay if you want our community to be perceived as connected to Grand Rapids.	2/23/2022 12:53 PM
43	We lease office space. Almost every business that is considering relocating to one of our buildings has a question about bus availability as part of their site selection criteria.	2/23/2022 12:41 PM
44	Having fun he Rapid Run in Cascade is a waste of Tax payers money	2/23/2022 12:39 PM
45	Since the implementation of the bus route, retail theft has increased significantly.	2/23/2022 12:36 PM
46	The bus does not make or break my business but I see it in use a fair amount.	2/23/2022 12:28 PM
47	No comment.	2/23/2022 12:22 PM
48	Neither employees nor customers use the bus.	2/23/2022 12:21 PM
49	No additional comments.	2/23/2022 12:05 PM
50	I don't have any current employees using the bus however I have had a few in the past. I'm not sure if the bus system will make a difference in future employees retention.	2/23/2022 12:05 PM
51	In my opinion, the community portion of the ride cost should be 50% and the rider should be	2/23/2022 12:04 PM

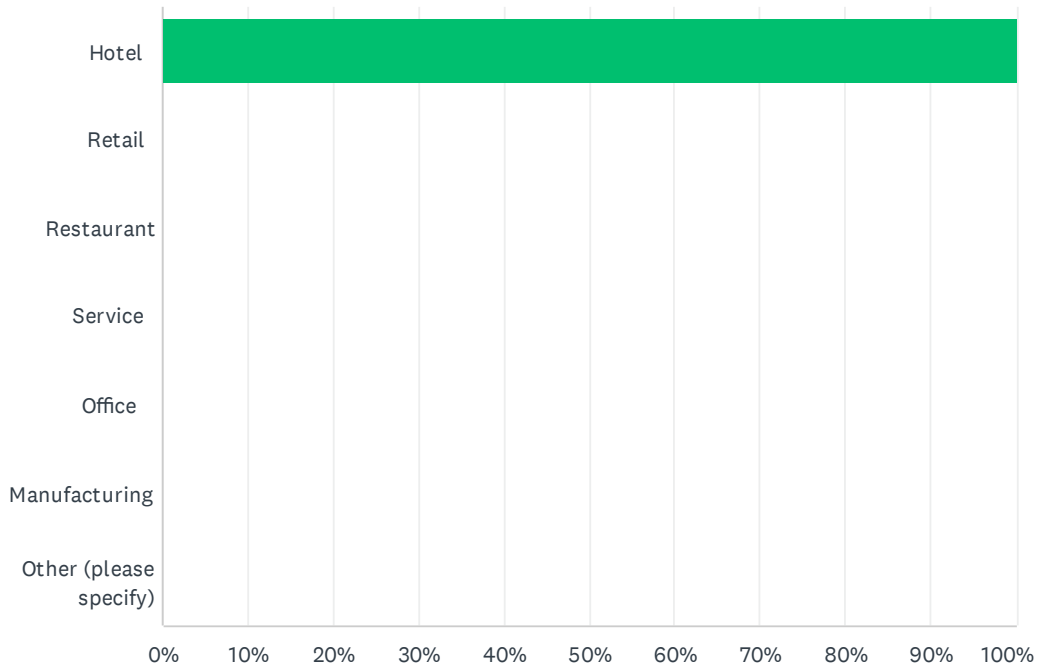
assessed the other 50%. Even with this increase in ridership fees, this would still be a very inexpensive mode of transit.

52	The Rapid bus service enables our stores and restaurants to have enough employees to provide their services to our employees.	2/23/2022 12:04 PM
53	The Rapid bus service is a key tenant recruiting and retention feature for tenants in the Centennial Business Park - and - the other businesses located along the 28th St. corridor east of the I-96 interchange.	2/23/2022 11:55 AM
54	The busses drive recklessly on Kraft Ave and 28th St. Often driving long distances in the turning lane, then getting angry at people using the lanes correctly. We have seen a significant increase in loitering and trespassing since the bus line went in, we have installed video cameras to deter this and make our employees feel safer. This bus line was supposed to be temporary but seems to have become a permanent problem. In all fairness Kraft Ave needs another light to service the business drives and speeds from 28th St to the YMCA are out of control for all drivers, including the busses. The posted speed is 35 MPH but NO ONE follows it.	2/23/2022 11:54 AM
55	While I do not directly benefit from the service I still believe it is a valuable asset to the community	2/23/2022 11:52 AM
56	Service is a great option for people in the area! However out stop need something to help with garbage created by rapid users.	2/23/2022 11:51 AM
57	Don't waste the money!!	2/23/2022 11:51 AM
58	NA	2/23/2022 11:50 AM
59	We serve families with school age children. They would probably find a friend rather than use a bus.	2/23/2022 11:49 AM
60	I think it is a good thing and see people using it daily, it just does not apply to my business	2/23/2022 11:47 AM
61	We need the bus system for employee transportation	2/23/2022 11:45 AM
62	None	2/23/2022 11:42 AM
63	The bus service may not benefit me directly but I'm sure it does other businesses with employees and customers.	2/23/2022 11:42 AM

Sorted by Business Type

# Q1 What type of business do you represent?

Answered: 5 Skipped: 0

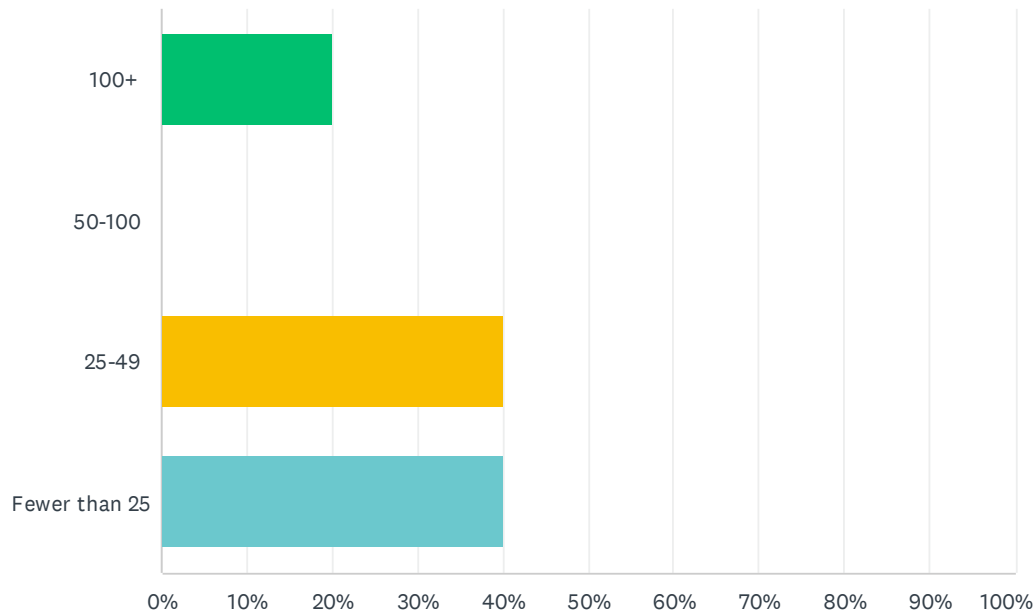


ANSWER CHOICES	RESPONSES
Hotel	100.00% 5
Retail	0.00% 0
Restaurant	0.00% 0
Service	0.00% 0
Office	0.00% 0
Manufacturing	0.00% 0
Other (please specify)	0.00% 0
<b>TOTAL</b>	<b>5</b>

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

## Q2 How many people are employed by your business?

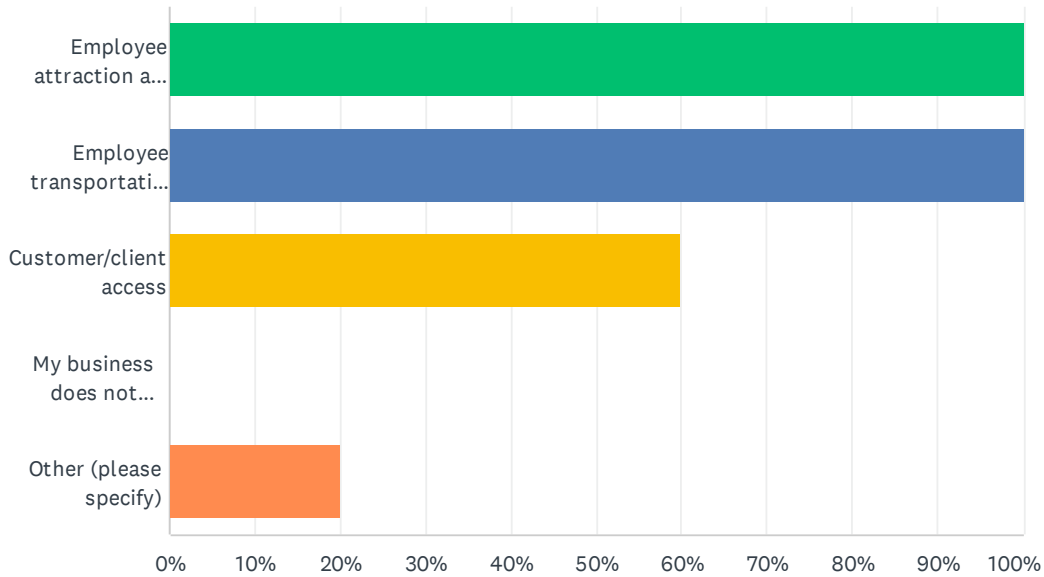
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES
100+	20.00% 1
50-100	0.00% 0
25-49	40.00% 2
Fewer than 25	40.00% 2
TOTAL	5

### Q3 In what ways does your business benefit from The Rapid bus service? (Check all that apply)

Answered: 5 Skipped: 0

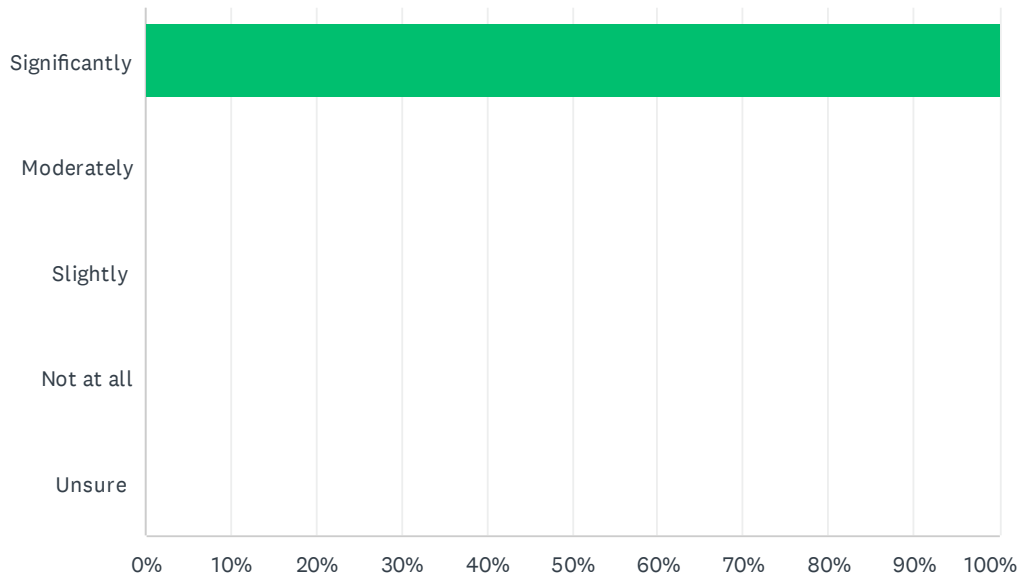


ANSWER CHOICES	RESPONSES
Employee attraction and retention	100.00% 5
Employee transportation options	100.00% 5
Customer/client access	60.00% 3
My business does not benefit from The Rapid bus service	0.00% 0
Other (please specify)	20.00% 1
Total Respondents: 5	

#	OTHER (PLEASE SPECIFY)	DATE
1	Public transportation opens opportunity for establishments that need employees. We do not have enough applicants local to Cascade to fill positions.	3/4/2022 2:12 PM

### Q4 In the next six months, if The Rapid bus service was not available, would you anticipate a decline in customers/clients/employees being able to access your business?

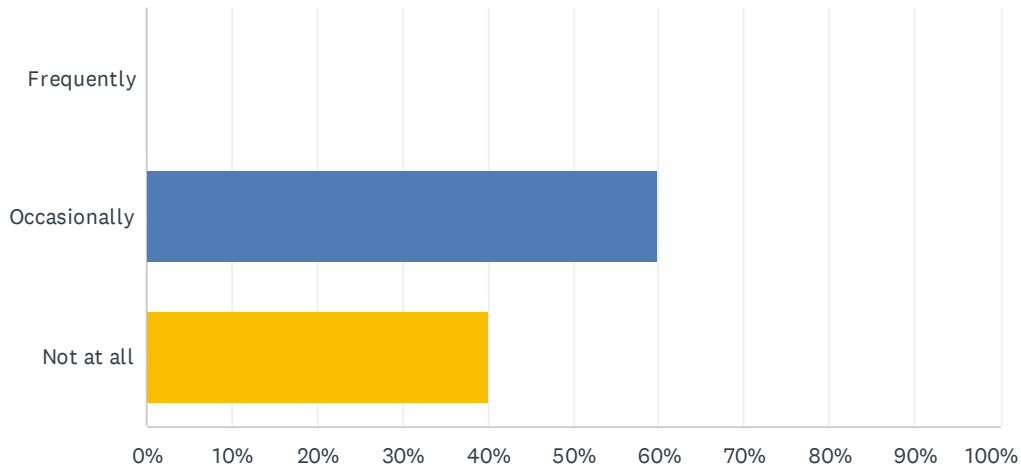
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES	
Significantly	100.00%	5
Moderately	0.00%	0
Slightly	0.00%	0
Not at all	0.00%	0
Unsure	0.00%	0
<b>TOTAL</b>		<b>5</b>

### Q5 Since the recent changes in The Rapid bus service schedule, how often have customers/clients complained about not being able to access your business?

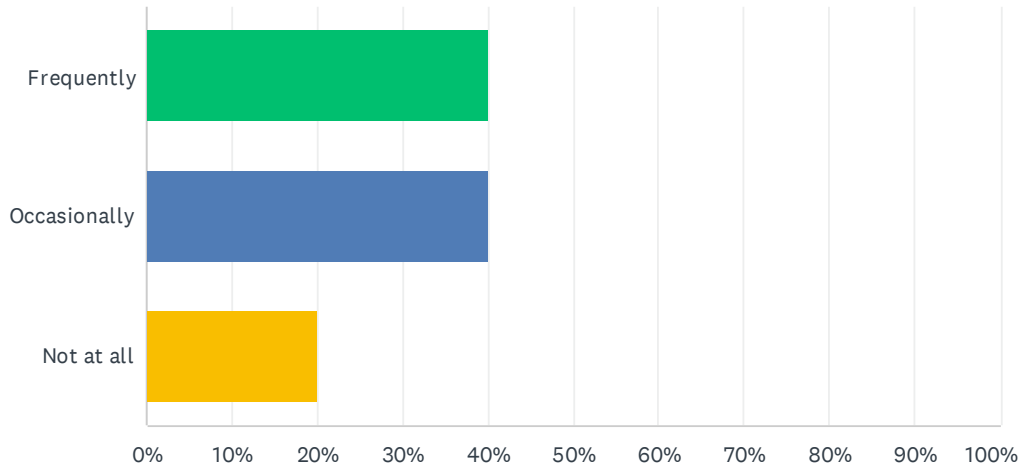
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES
Frequently	0.00% 0
Occasionally	60.00% 3
Not at all	40.00% 2
<b>TOTAL</b>	<b>5</b>

### Q6 Since the recent changes in The Rapid bus service schedule, how often have your employees had difficulties getting to/from work?

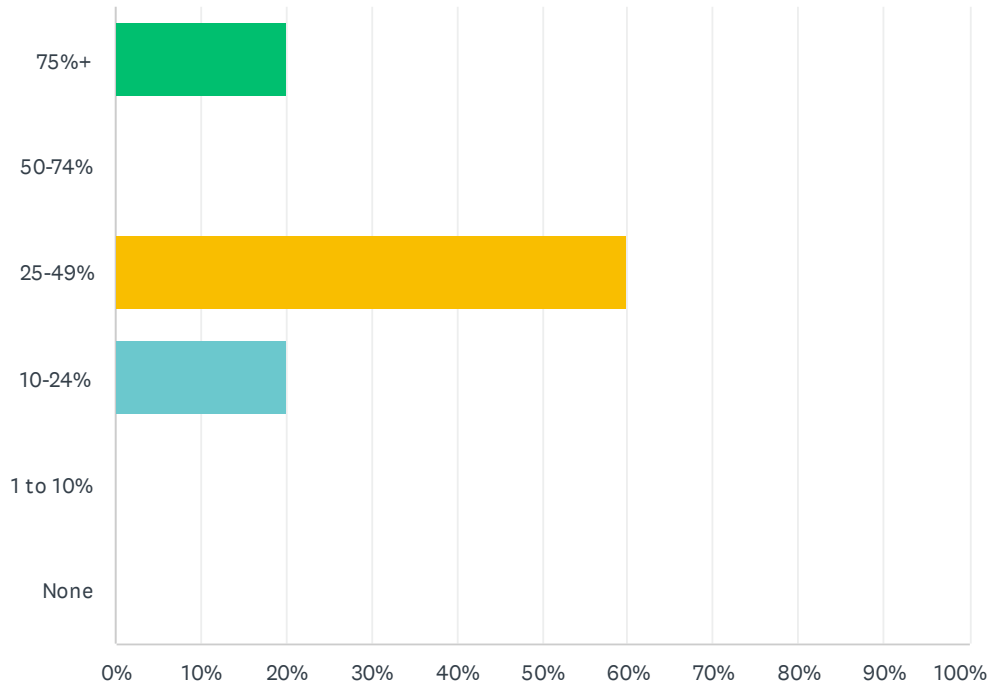
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES	
Frequently	40.00%	2
Occasionally	40.00%	2
Not at all	20.00%	1
<b>TOTAL</b>		<b>5</b>

### Q7 Approximately what percentage of your employees rely on The Rapid bus service for transportation to and from work?

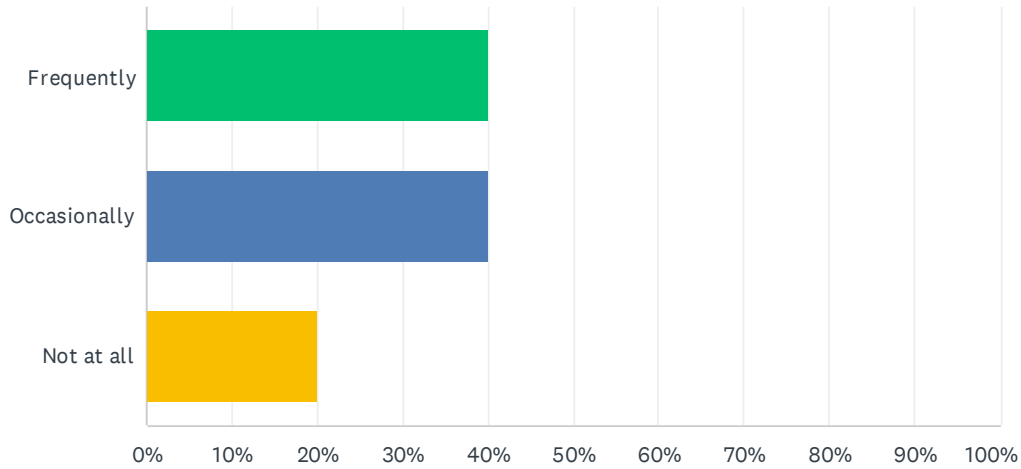
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES	
75%+	20.00%	1
50-74%	0.00%	0
25-49%	60.00%	3
10-24%	20.00%	1
1 to 10%	0.00%	0
None	0.00%	0
<b>TOTAL</b>		<b>5</b>

### Q8 How often do you utilize The Rapid bus service as a recruiting tool when attracting talent to your company?

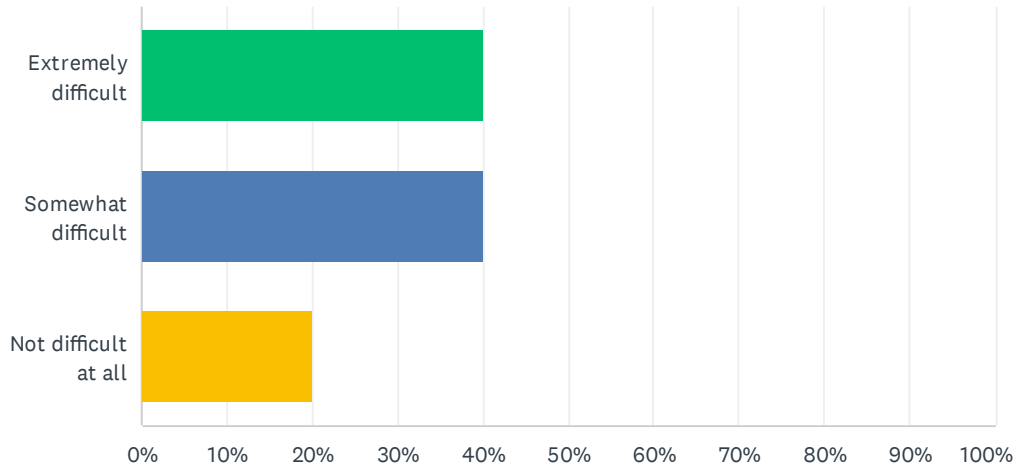
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES
Frequently	40.00% 2
Occasionally	40.00% 2
Not at all	20.00% 1
<b>TOTAL</b>	<b>5</b>

### Q9 If The Rapid bus service was not available to you, how difficult would it be for your business to remain open in Cascade Township?

Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES
Extremely difficult	40.00% 2
Somewhat difficult	40.00% 2
Not difficult at all	20.00% 1
<b>TOTAL</b>	<b>5</b>

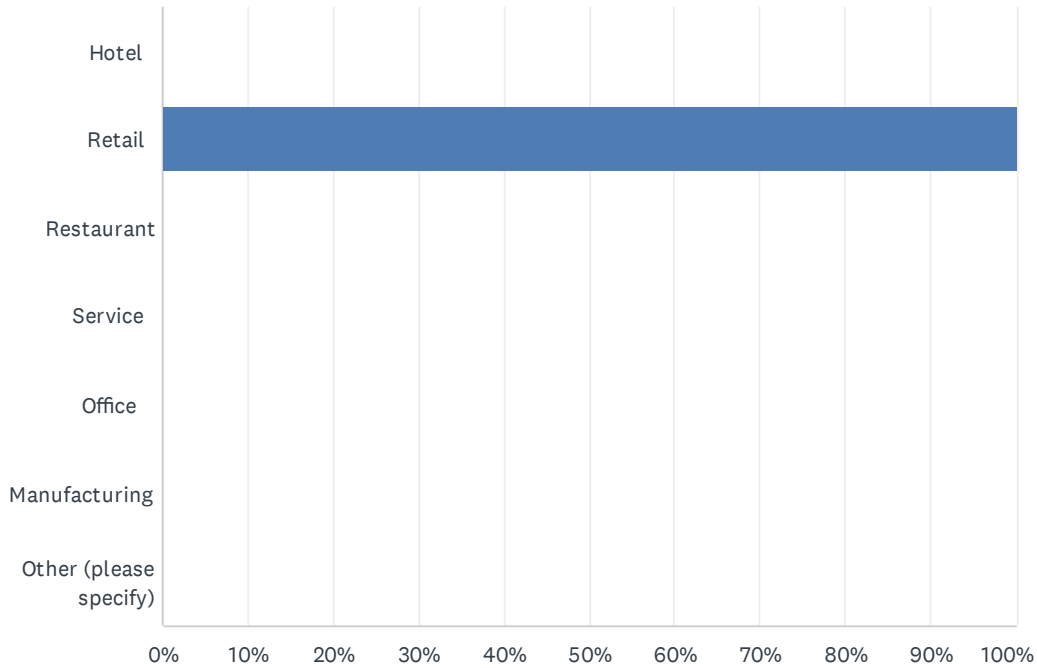
## Q10 Please share any feedback or comments you have on The Rapid bus service:

Answered: 5 Skipped: 0

#	RESPONSES	DATE
1	Our business itself would likely not be affected without a bus route. However, we would have a much more difficult time with hiring and keeping employees than we already do if the option was not there for them to take the bus.	3/5/2022 1:42 AM
2	There are a number of reasons why people do not have their own transportation. We have seen employees who have been in a bad accident and no longer feel comfortable driving. Others share a vehicle within their household. Whatever personal reasons, public transportation shouldn't be a reason of why people are not able to work. People in the workforce shows they have integrity of trying to benefit themselves. We want to help people meet higher standards.... I don't think it's right to hold that back from those who are wanting to do things to better themselves. As a small community, I think our township has listened to our business encourage ourselves to do better by offering public transportation to strengthen our businesses while giving opportunity to those who need it.	3/4/2022 2:12 PM
3	It is a good program	3/2/2022 1:51 PM
4	None	2/24/2022 2:24 PM
5	None	2/23/2022 11:42 AM

# Q1 What type of business do you represent?

Answered: 14 Skipped: 0

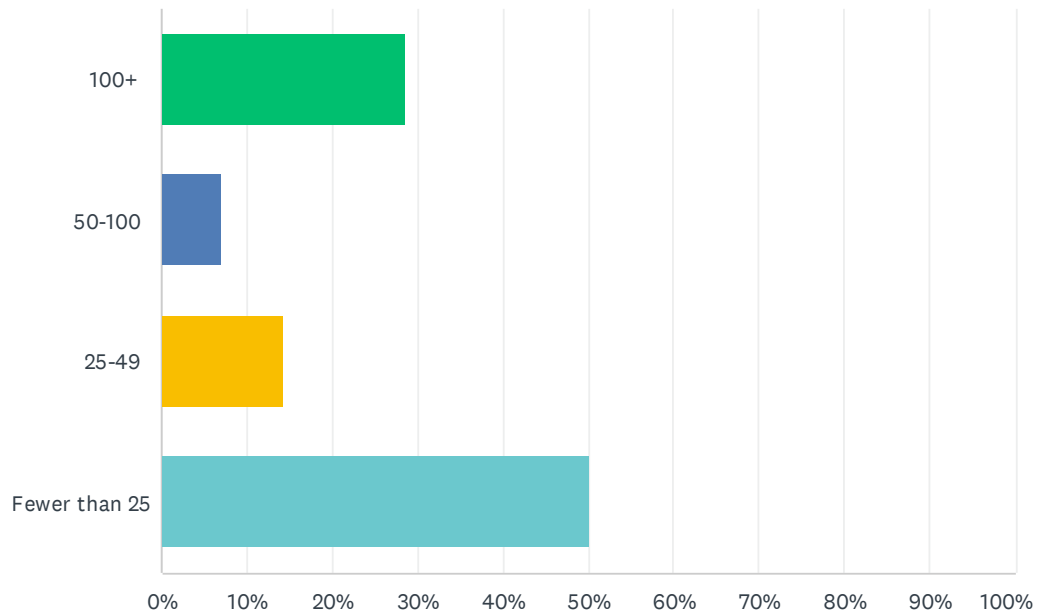


ANSWER CHOICES	RESPONSES
Hotel	0.00% 0
Retail	100.00% 14
Restaurant	0.00% 0
Service	0.00% 0
Office	0.00% 0
Manufacturing	0.00% 0
Other (please specify)	0.00% 0
<b>TOTAL</b>	<b>14</b>

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

## Q2 How many people are employed by your business?

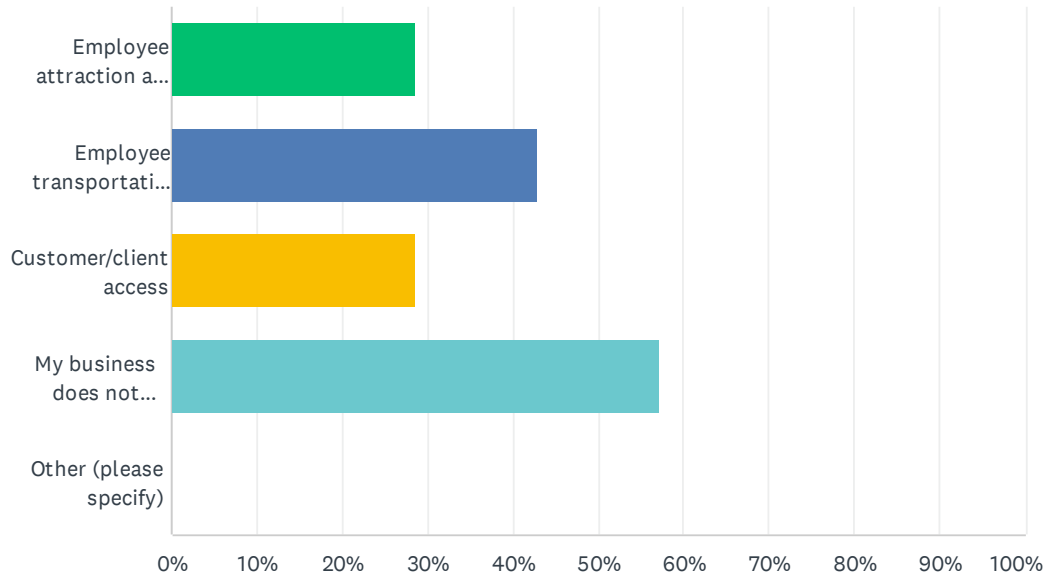
Answered: 14 Skipped: 0



ANSWER CHOICES	RESPONSES
100+	28.57% 4
50-100	7.14% 1
25-49	14.29% 2
Fewer than 25	50.00% 7
<b>TOTAL</b>	<b>14</b>

### Q3 In what ways does your business benefit from The Rapid bus service? (Check all that apply)

Answered: 14 Skipped: 0

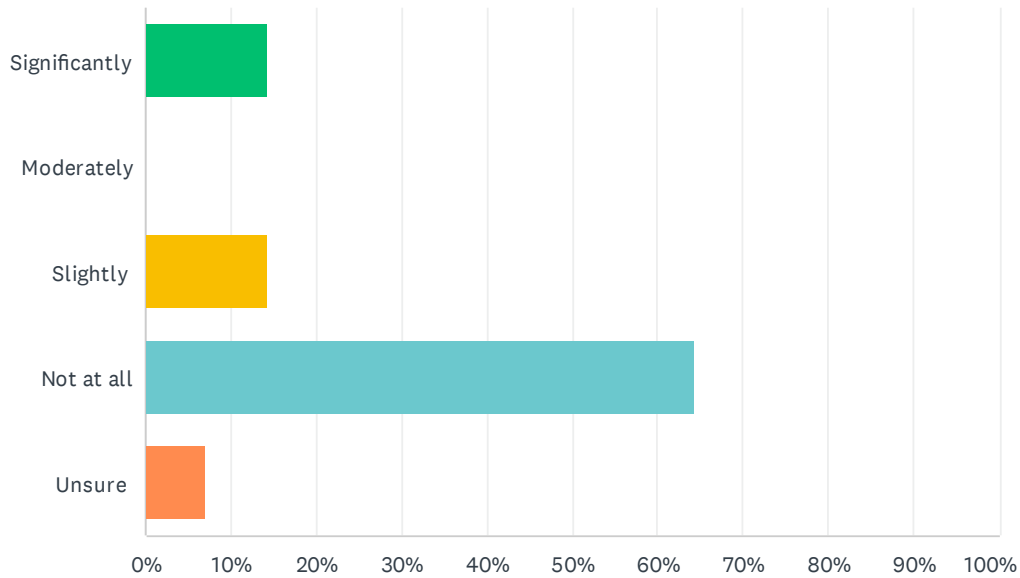


ANSWER CHOICES	RESPONSES
Employee attraction and retention	28.57% 4
Employee transportation options	42.86% 6
Customer/client access	28.57% 4
My business does not benefit from The Rapid bus service	57.14% 8
Other (please specify)	0.00% 0
Total Respondents: 14	

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

### Q4 In the next six months, if The Rapid bus service was not available, would you anticipate a decline in customers/clients/employees being able to access your business?

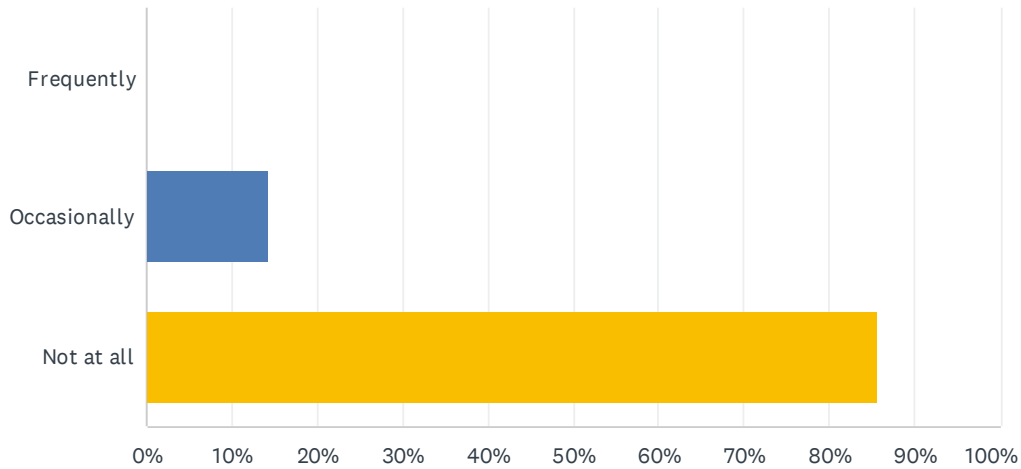
Answered: 14 Skipped: 0



ANSWER CHOICES	RESPONSES
Significantly	14.29% 2
Moderately	0.00% 0
Slightly	14.29% 2
Not at all	64.29% 9
Unsure	7.14% 1
<b>TOTAL</b>	<b>14</b>

### Q5 Since the recent changes in The Rapid bus service schedule, how often have customers/clients complained about not being able to access your business?

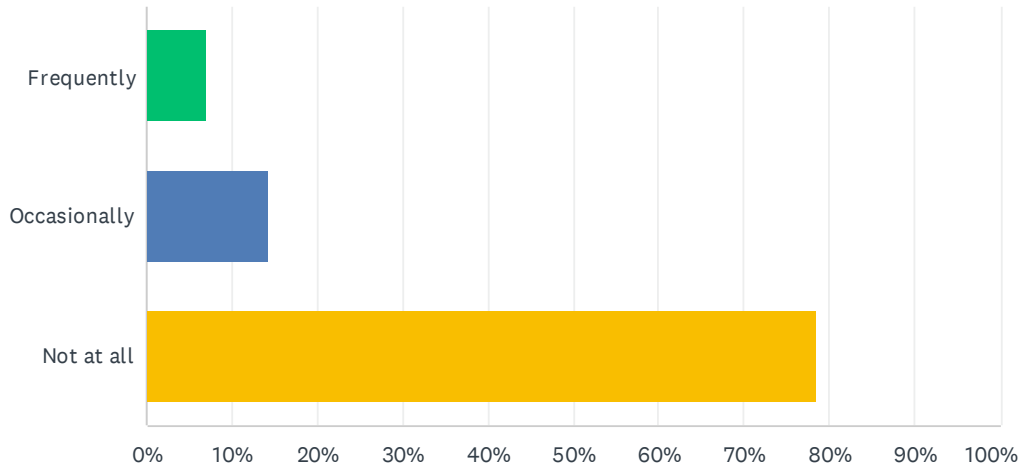
Answered: 14 Skipped: 0



ANSWER CHOICES	RESPONSES	
Frequently	0.00%	0
Occasionally	14.29%	2
Not at all	85.71%	12
<b>TOTAL</b>		<b>14</b>

### Q6 Since the recent changes in The Rapid bus service schedule, how often have your employees had difficulties getting to/from work?

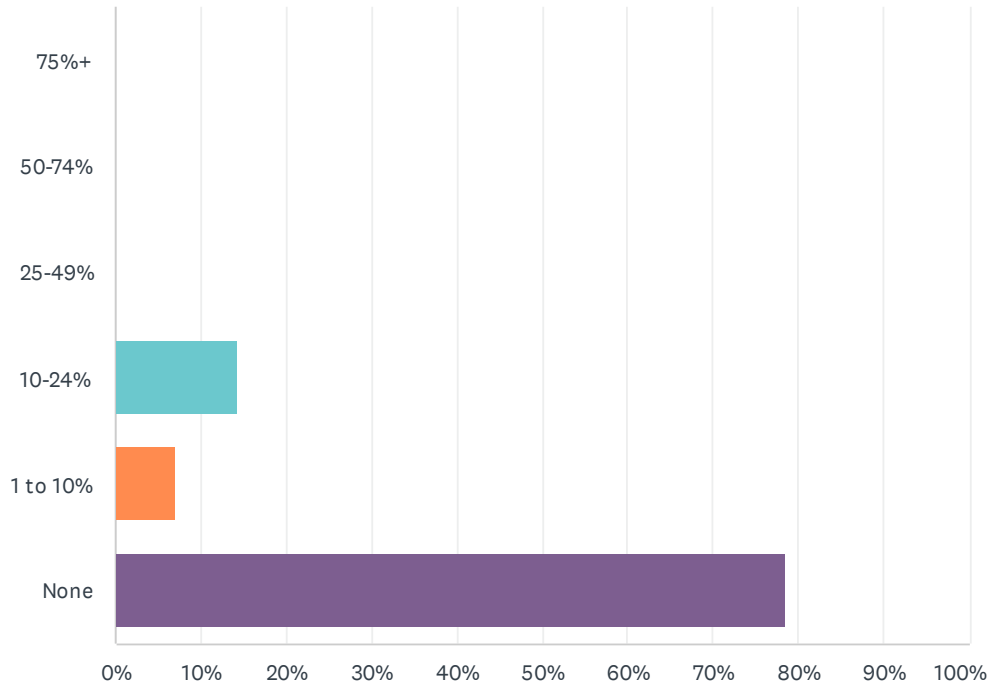
Answered: 14 Skipped: 0



ANSWER CHOICES	RESPONSES
Frequently	7.14% 1
Occasionally	14.29% 2
Not at all	78.57% 11
<b>TOTAL</b>	<b>14</b>

### Q7 Approximately what percentage of your employees rely on The Rapid bus service for transportation to and from work?

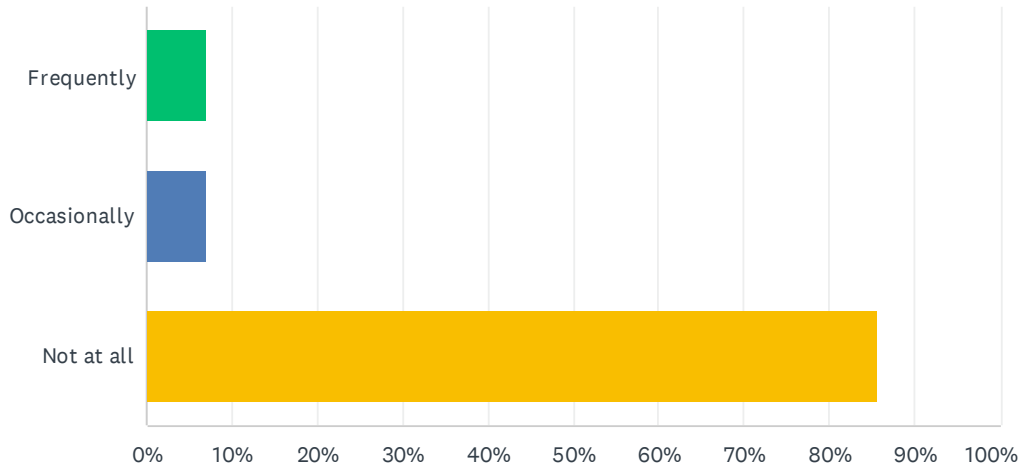
Answered: 14 Skipped: 0



ANSWER CHOICES	RESPONSES	
75%+	0.00%	0
50-74%	0.00%	0
25-49%	0.00%	0
10-24%	14.29%	2
1 to 10%	7.14%	1
None	78.57%	11
<b>TOTAL</b>		<b>14</b>

### Q8 How often do you utilize The Rapid bus service as a recruiting tool when attracting talent to your company?

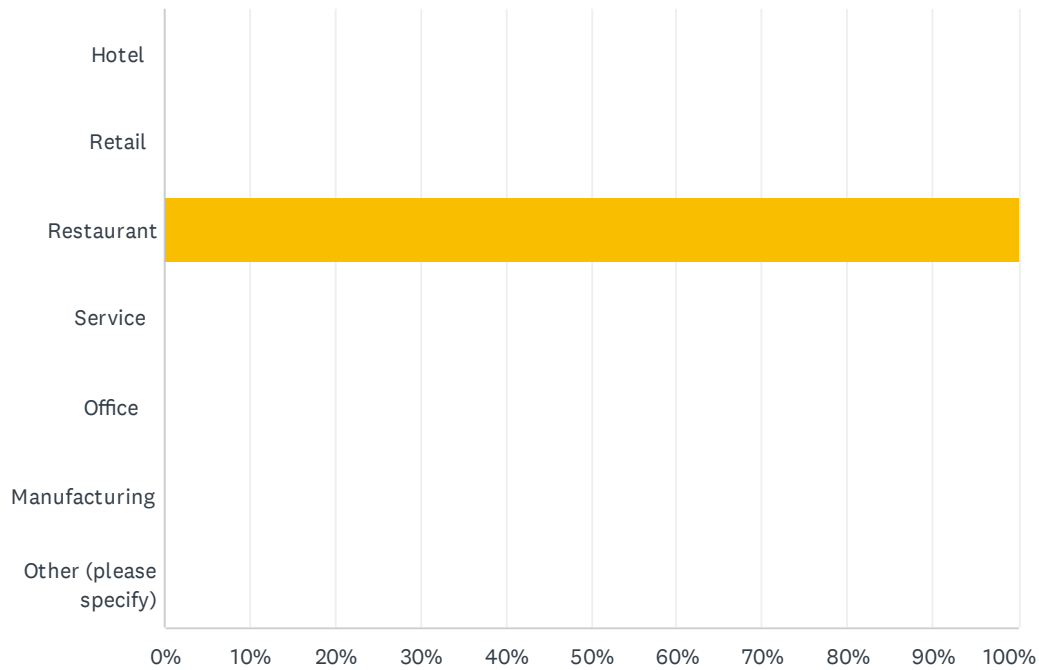
Answered: 14 Skipped: 0



ANSWER CHOICES	RESPONSES
Frequently	7.14% 1
Occasionally	7.14% 1
Not at all	85.71% 12
<b>TOTAL</b>	<b>14</b>

# Q1 What type of business do you represent?

Answered: 11 Skipped: 0

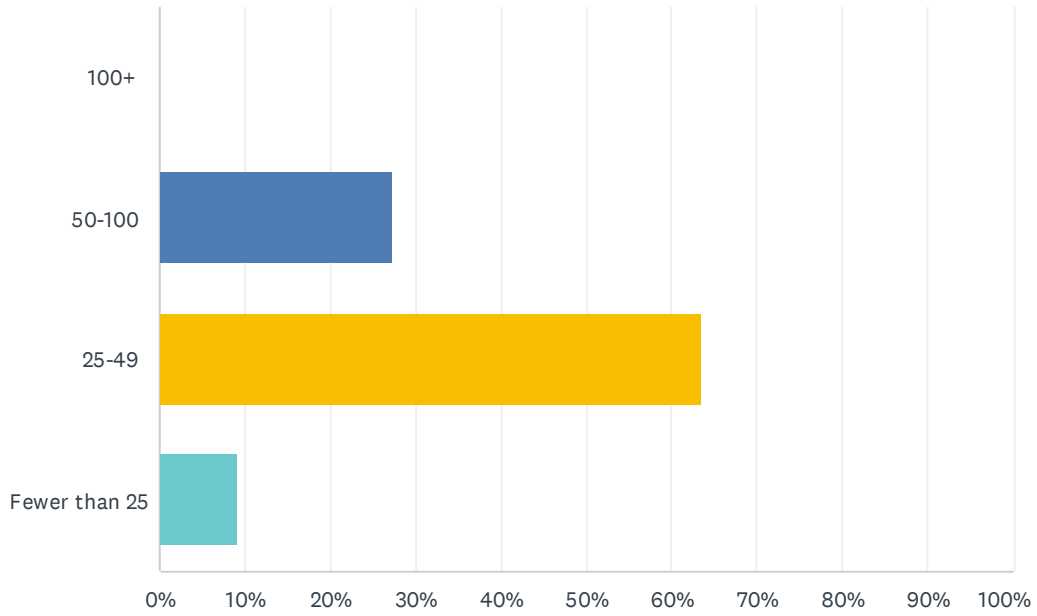


ANSWER CHOICES	RESPONSES
Hotel	0.00% 0
Retail	0.00% 0
Restaurant	100.00% 11
Service	0.00% 0
Office	0.00% 0
Manufacturing	0.00% 0
Other (please specify)	0.00% 0
<b>TOTAL</b>	<b>11</b>

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

## Q2 How many people are employed by your business?

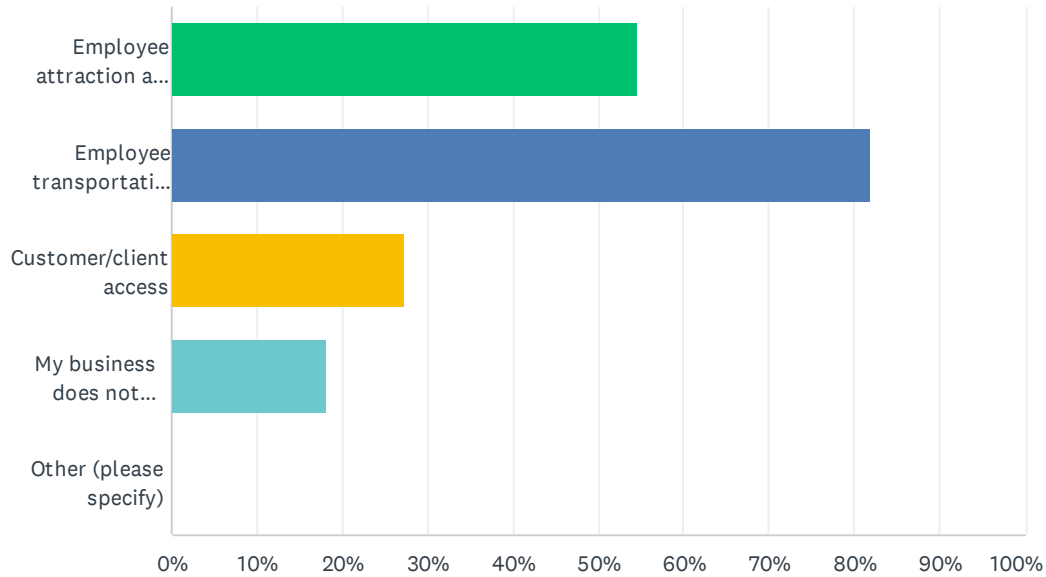
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES
100+	0.00% 0
50-100	27.27% 3
25-49	63.64% 7
Fewer than 25	9.09% 1
TOTAL	11

### Q3 In what ways does your business benefit from The Rapid bus service? (Check all that apply)

Answered: 11 Skipped: 0

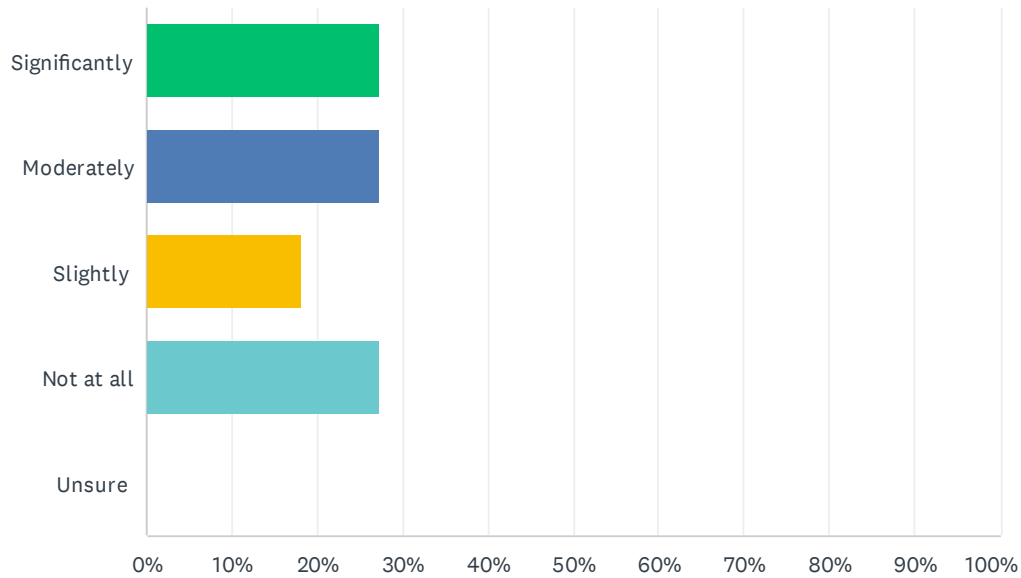


ANSWER CHOICES	RESPONSES
Employee attraction and retention	54.55% 6
Employee transportation options	81.82% 9
Customer/client access	27.27% 3
My business does not benefit from The Rapid bus service	18.18% 2
Other (please specify)	0.00% 0
Total Respondents: 11	

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

### Q4 In the next six months, if The Rapid bus service was not available, would you anticipate a decline in customers/clients/employees being able to access your business?

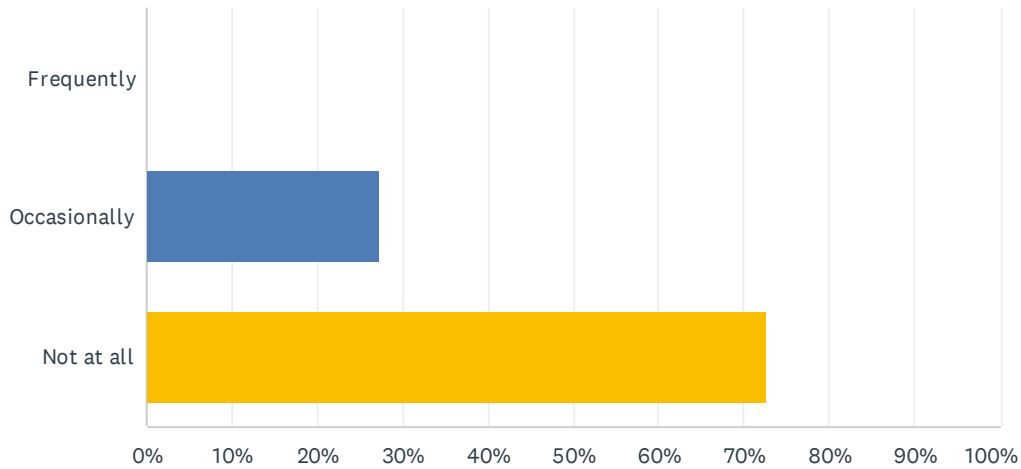
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES
Significantly	27.27% 3
Moderately	27.27% 3
Slightly	18.18% 2
Not at all	27.27% 3
Unsure	0.00% 0
<b>TOTAL</b>	<b>11</b>

### Q5 Since the recent changes in The Rapid bus service schedule, how often have customers/clients complained about not being able to access your business?

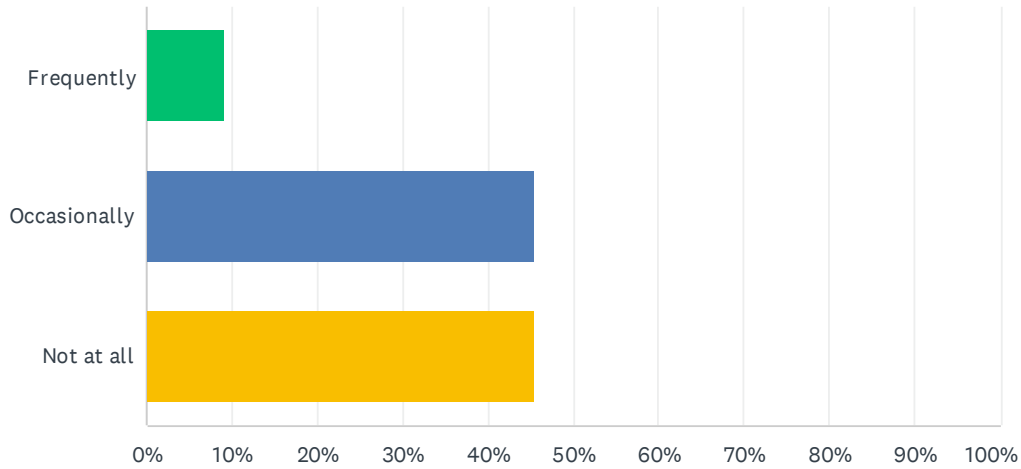
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES
Frequently	0.00% 0
Occasionally	27.27% 3
Not at all	72.73% 8
<b>TOTAL</b>	<b>11</b>

### Q6 Since the recent changes in The Rapid bus service schedule, how often have your employees had difficulties getting to/from work?

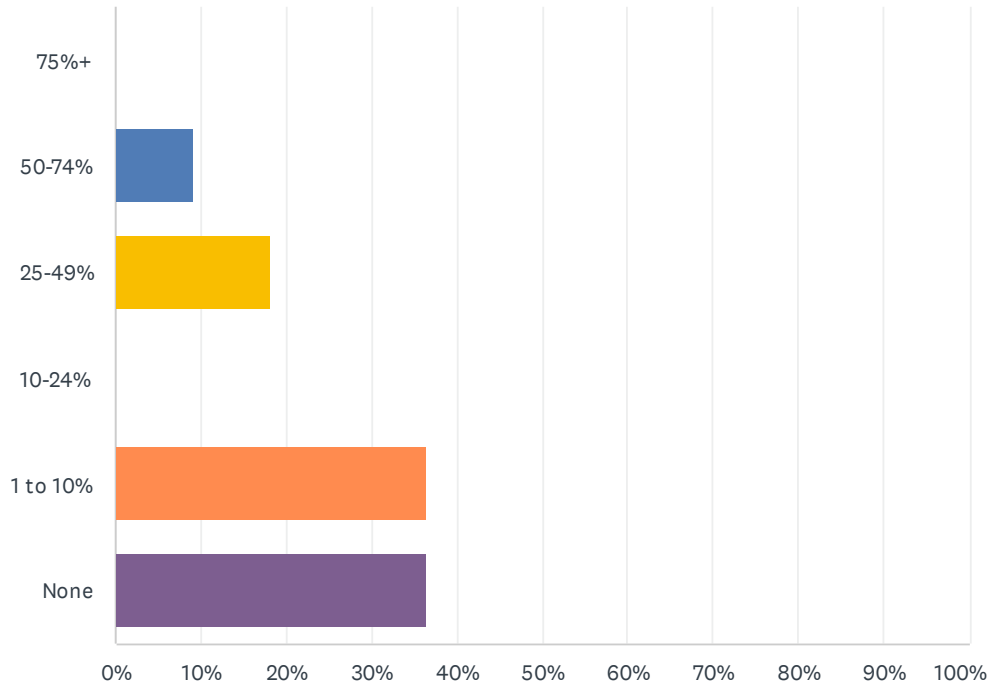
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES
Frequently	9.09% 1
Occasionally	45.45% 5
Not at all	45.45% 5
<b>TOTAL</b>	<b>11</b>

### Q7 Approximately what percentage of your employees rely on The Rapid bus service for transportation to and from work?

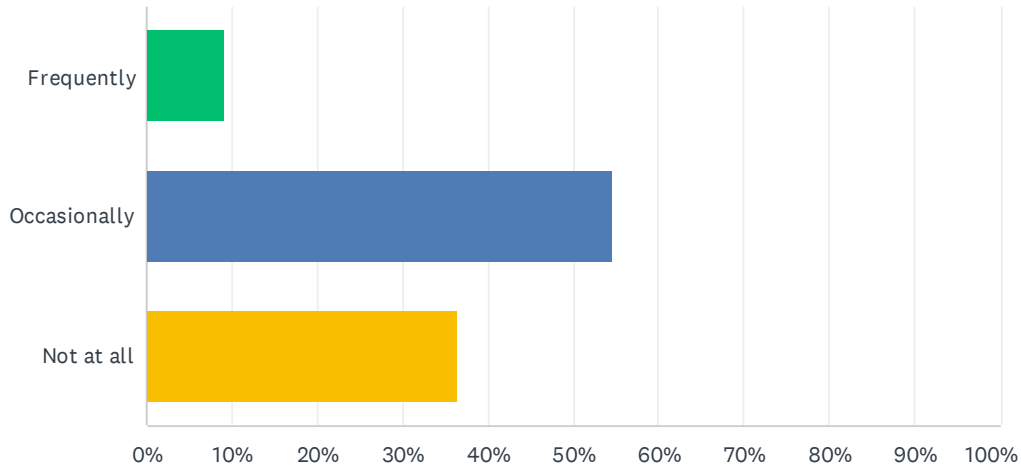
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
75%+	0.00%	0
50-74%	9.09%	1
25-49%	18.18%	2
10-24%	0.00%	0
1 to 10%	36.36%	4
None	36.36%	4
<b>TOTAL</b>		<b>11</b>

## Q8 How often do you utilize The Rapid bus service as a recruiting tool when attracting talent to your company?

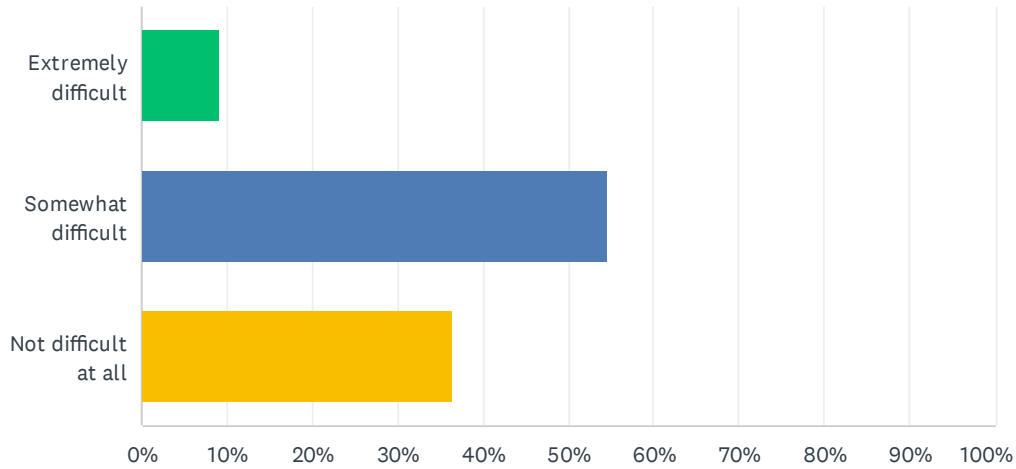
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES
Frequently	9.09% 1
Occasionally	54.55% 6
Not at all	36.36% 4
<b>TOTAL</b>	<b>11</b>

### Q9 If The Rapid bus service was not available to you, how difficult would it be for your business to remain open in Cascade Township?

Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES
Extremely difficult	9.09% 1
Somewhat difficult	54.55% 6
Not difficult at all	36.36% 4
<b>TOTAL</b>	<b>11</b>

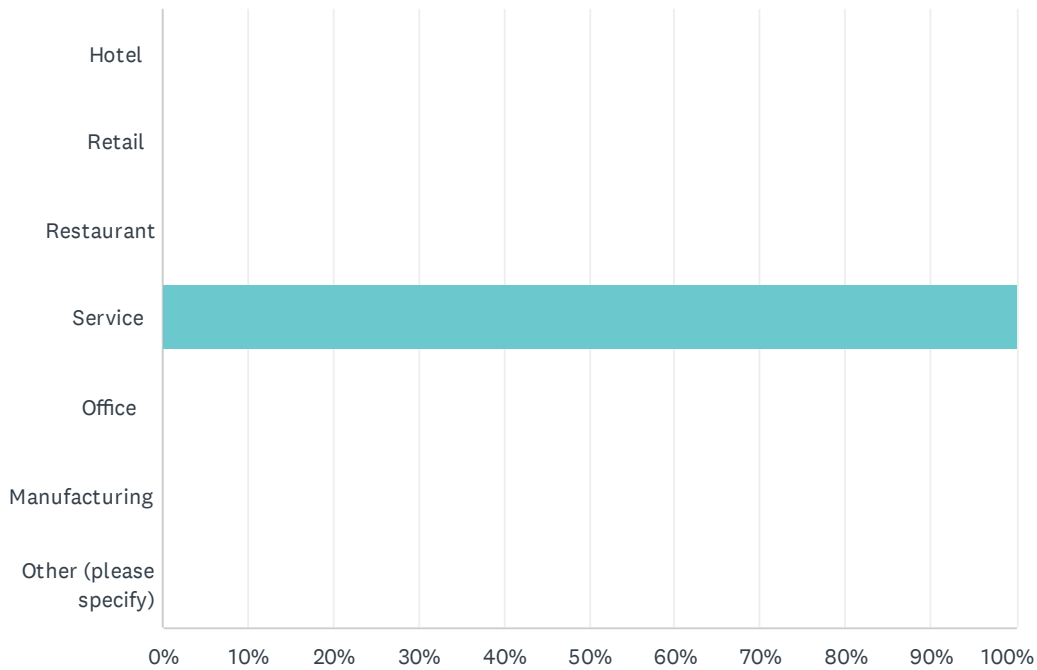
## Q10 Please share any feedback or comments you have on The Rapid bus service:

Answered: 11 Skipped: 0

#	RESPONSES	DATE
1	The Rapid bus service is crucial for my employees to travel back and fourth to work as well as taking a hit sales wise as a large portion is because of the rapids.	3/5/2022 6:41 AM
2	A lot of my employees use the bus to get to work and back and my business depends on the route to remain staffed.	3/1/2022 2:50 PM
3	na	2/28/2022 1:17 PM
4	NA	2/24/2022 4:02 PM
5	Over the past few years, the few employees that we've had that used the bus, it takes more than 1-2 hrs for them each way. Those employees didn't last long because they generally found a job closer to where they live.	2/24/2022 2:38 PM
6	The Rapid has not done anything for us as a business	2/23/2022 5:37 PM
7	It has been helpful could even be more helpful once pandemic is over and business gets back to how it was.	2/23/2022 5:23 PM
8	Necessary for people who have no other way to get to work.	2/23/2022 3:41 PM
9	I don't have any current employees using the bus however I have had a few in the past. I'm not sure if the bus system will make a difference in future employees retention.	2/23/2022 12:05 PM
10	We need the bus system for employee transportation	2/23/2022 11:45 AM
11	The bus service may not benefit me directly but I'm sure it does other businesses with employees and customers.	2/23/2022 11:42 AM

# Q1 What type of business do you represent?

Answered: 14 Skipped: 0

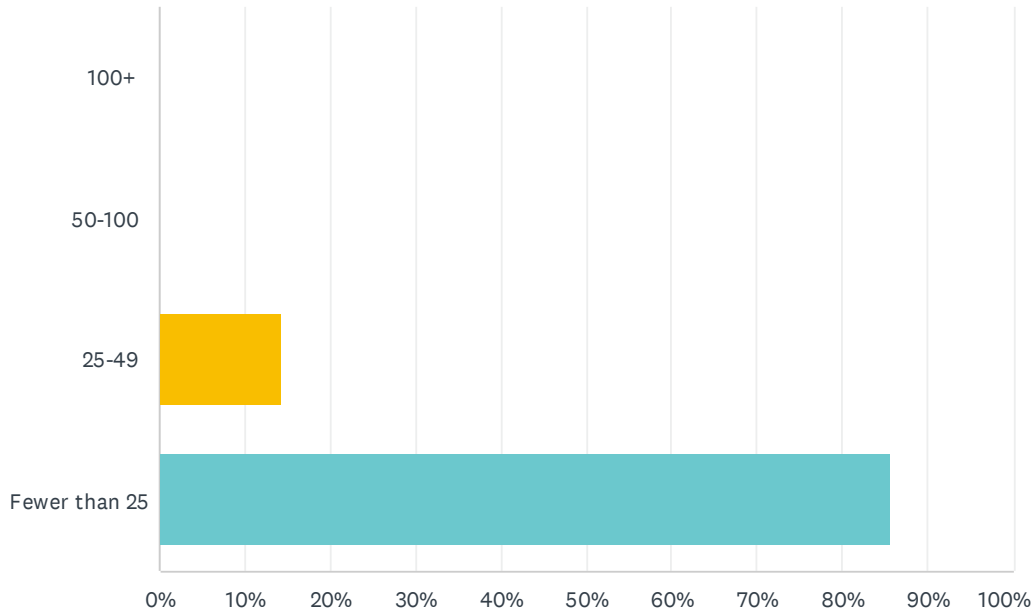


ANSWER CHOICES	RESPONSES
Hotel	0.00% 0
Retail	0.00% 0
Restaurant	0.00% 0
Service	100.00% 14
Office	0.00% 0
Manufacturing	0.00% 0
Other (please specify)	0.00% 0
<b>TOTAL</b>	<b>14</b>

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

## Q2 How many people are employed by your business?

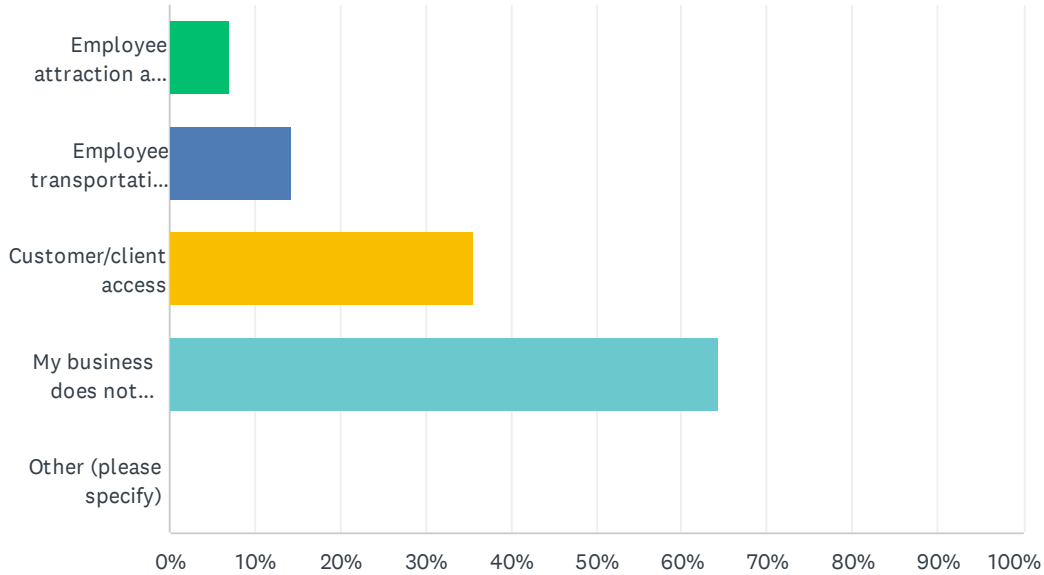
Answered: 14 Skipped: 0



ANSWER CHOICES	RESPONSES
100+	0.00% 0
50-100	0.00% 0
25-49	14.29% 2
Fewer than 25	85.71% 12
TOTAL	14

### Q3 In what ways does your business benefit from The Rapid bus service? (Check all that apply)

Answered: 14 Skipped: 0

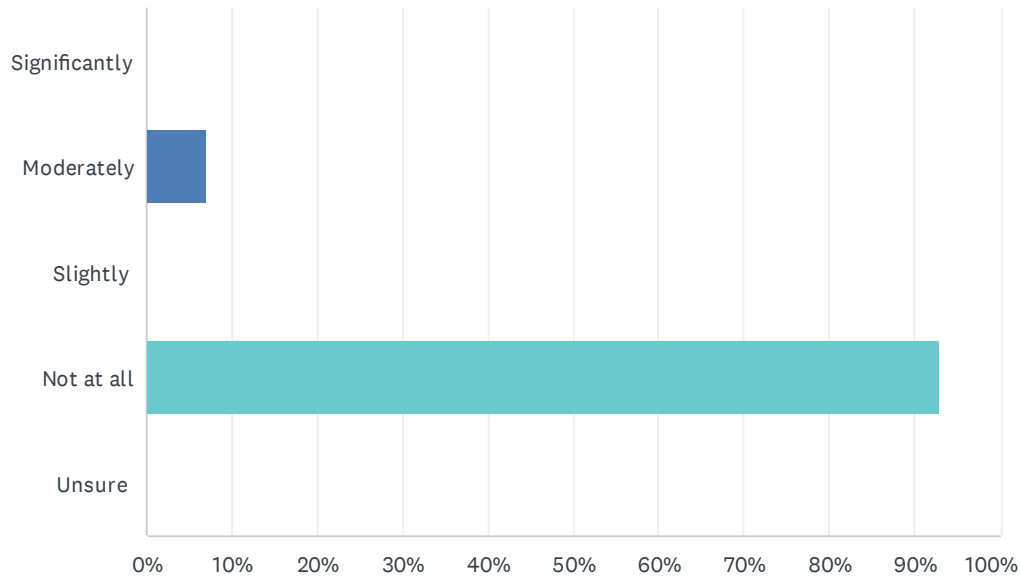


ANSWER CHOICES	RESPONSES
Employee attraction and retention	7.14% 1
Employee transportation options	14.29% 2
Customer/client access	35.71% 5
My business does not benefit from The Rapid bus service	64.29% 9
Other (please specify)	0.00% 0
Total Respondents: 14	

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

### Q4 In the next six months, if The Rapid bus service was not available, would you anticipate a decline in customers/clients/employees being able to access your business?

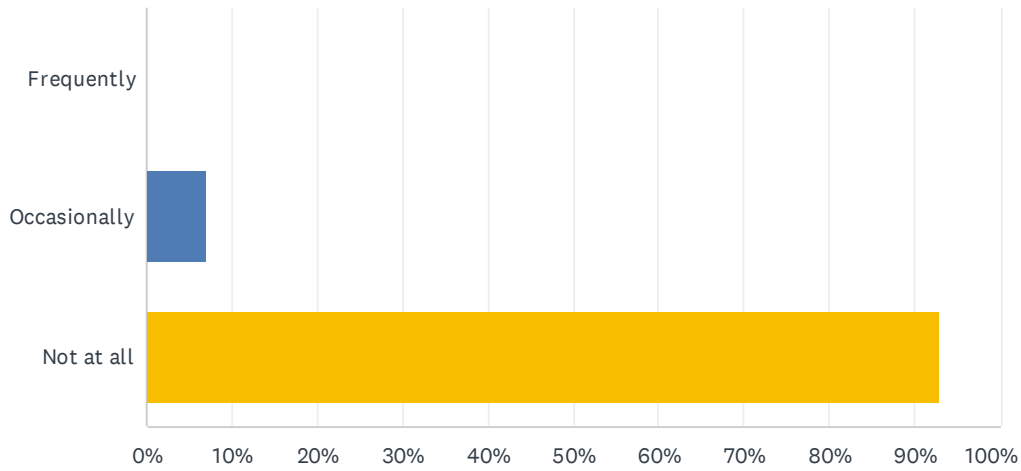
Answered: 14 Skipped: 0



ANSWER CHOICES	RESPONSES
Significantly	0.00% 0
Moderately	7.14% 1
Slightly	0.00% 0
Not at all	92.86% 13
Unsure	0.00% 0
<b>TOTAL</b>	<b>14</b>

### Q5 Since the recent changes in The Rapid bus service schedule, how often have customers/clients complained about not being able to access your business?

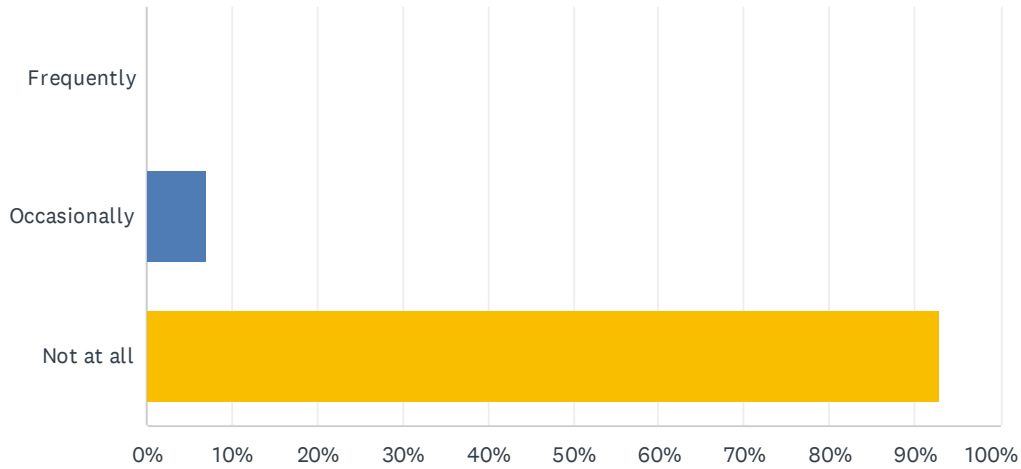
Answered: 14 Skipped: 0



ANSWER CHOICES	RESPONSES	
Frequently	0.00%	0
Occasionally	7.14%	1
Not at all	92.86%	13
<b>TOTAL</b>		<b>14</b>

### Q6 Since the recent changes in The Rapid bus service schedule, how often have your employees had difficulties getting to/from work?

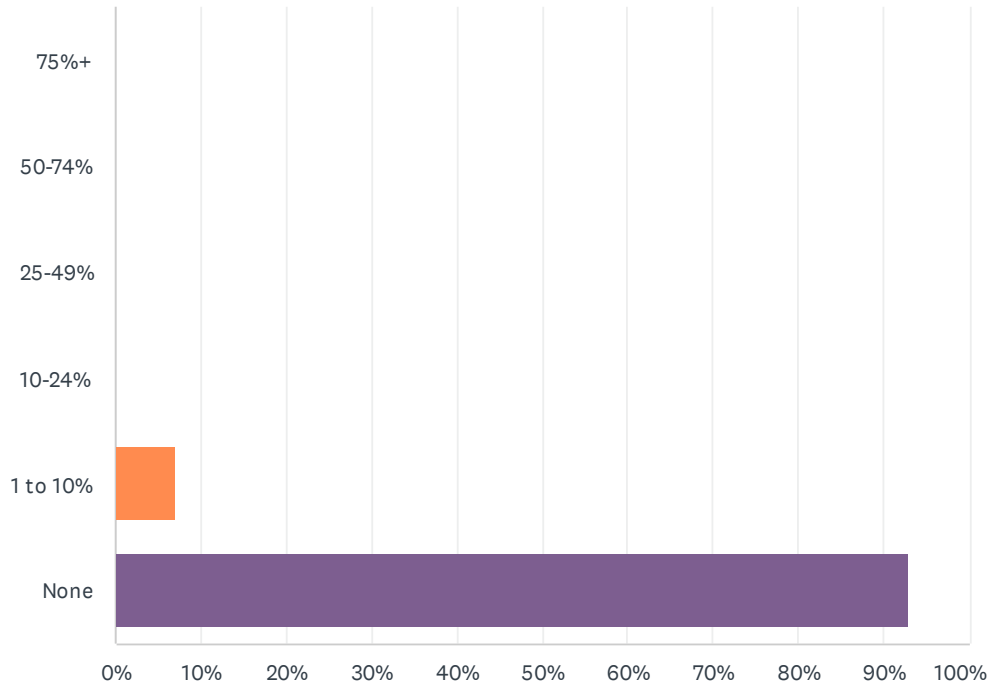
Answered: 14 Skipped: 0



ANSWER CHOICES	RESPONSES
Frequently	0.00% 0
Occasionally	7.14% 1
Not at all	92.86% 13
<b>TOTAL</b>	<b>14</b>

## Q7 Approximately what percentage of your employees rely on The Rapid bus service for transportation to and from work?

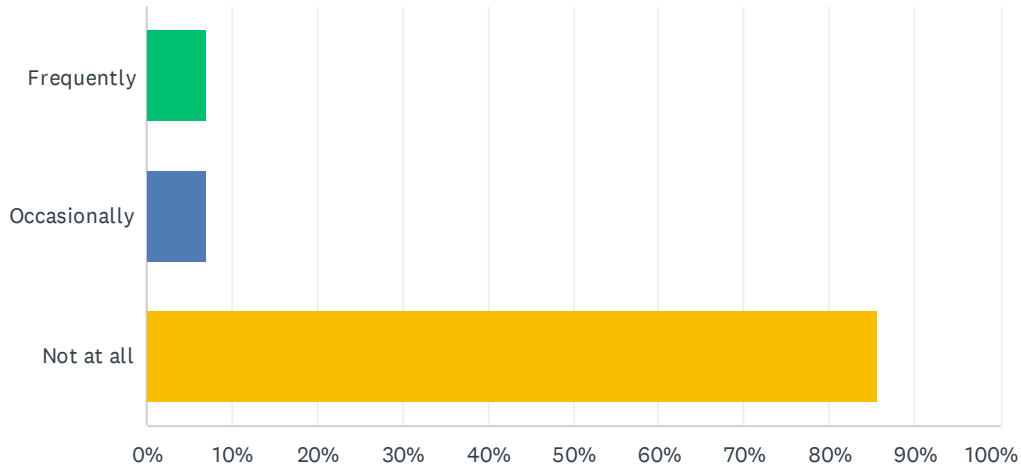
Answered: 14 Skipped: 0



ANSWER CHOICES	RESPONSES	
75%+	0.00%	0
50-74%	0.00%	0
25-49%	0.00%	0
10-24%	0.00%	0
1 to 10%	7.14%	1
None	92.86%	13
<b>TOTAL</b>		<b>14</b>

### Q8 How often do you utilize The Rapid bus service as a recruiting tool when attracting talent to your company?

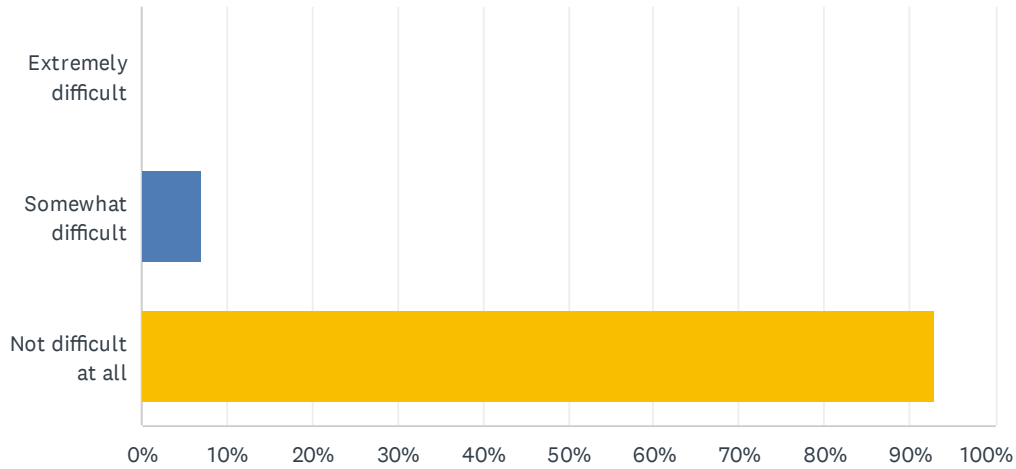
Answered: 14 Skipped: 0



ANSWER CHOICES	RESPONSES
Frequently	7.14% 1
Occasionally	7.14% 1
Not at all	85.71% 12
<b>TOTAL</b>	<b>14</b>

### Q9 If The Rapid bus service was not available to you, how difficult would it be for your business to remain open in Cascade Township?

Answered: 14 Skipped: 0



ANSWER CHOICES	RESPONSES
Extremely difficult	0.00% 0
Somewhat difficult	7.14% 1
Not difficult at all	92.86% 13
<b>TOTAL</b>	<b>14</b>

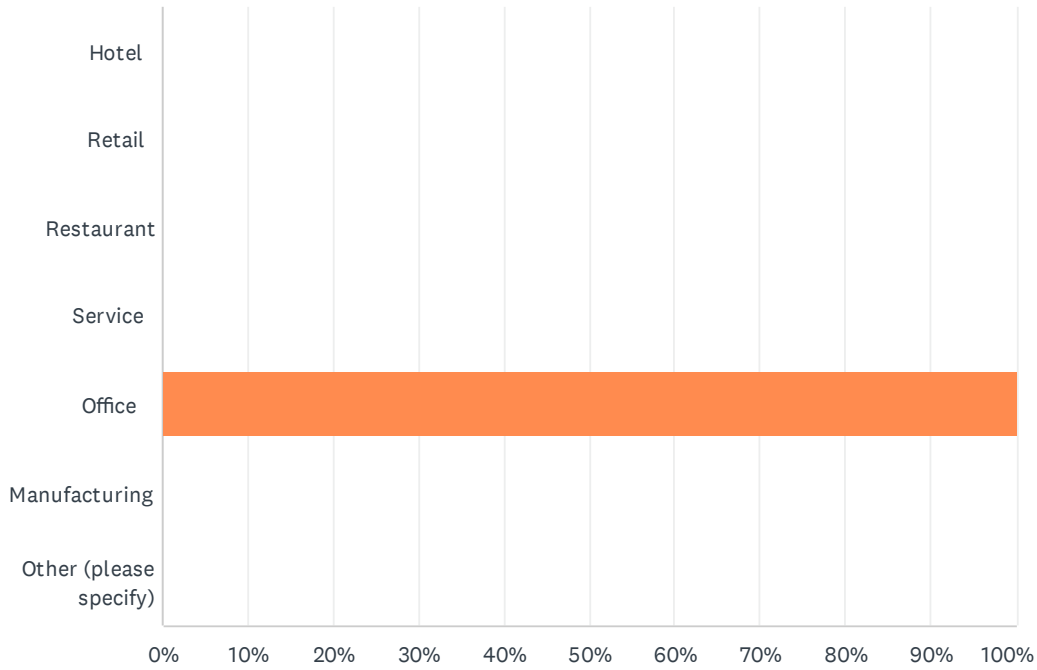
## Q10 Please share any feedback or comments you have on The Rapid bus service:

Answered: 14 Skipped: 0

#	RESPONSES	DATE
1	none	3/7/2022 4:31 PM
2	Auto service company. Occasionally customers use services.	3/5/2022 8:28 AM
3	N/A	3/4/2022 1:19 PM
4	It's a great service for those that need it	2/24/2022 9:20 AM
5	I don t think it effect our business. But it doesn't mean it should be discontinue.	2/23/2022 8:10 PM
6	None	2/23/2022 4:56 PM
7	The bus is an important option for our staff and patrons. It would be a real loss for us if it was reduced or eliminated.	2/23/2022 1:15 PM
8	Having fun he Rapid Run in Cascade is a waste of Tax payers money	2/23/2022 12:39 PM
9	No additional comments.	2/23/2022 12:05 PM
10	While I do not directly benefit from the service I still believe it is a valuable asset to the community	2/23/2022 11:52 AM
11	Don't waste the money!!	2/23/2022 11:51 AM
12	NA	2/23/2022 11:50 AM
13	We serve families with school age children. They would probably find a friend rather than use a bus.	2/23/2022 11:49 AM
14	I think it is a good thing and see people using it daily, it just does not apply to my business	2/23/2022 11:47 AM

# Q1 What type of business do you represent?

Answered: 13 Skipped: 0

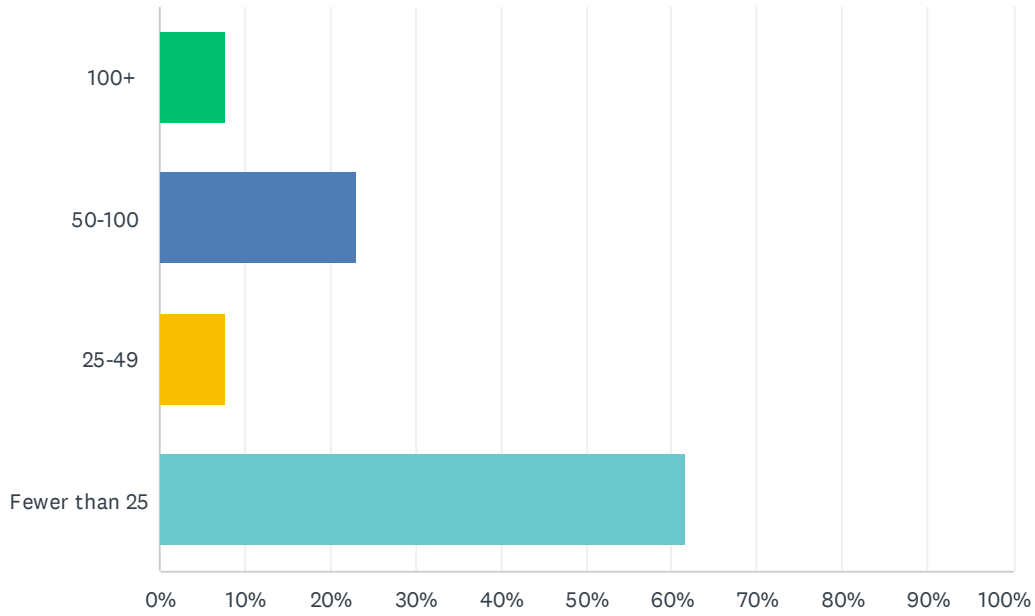


ANSWER CHOICES	RESPONSES
Hotel	0.00% 0
Retail	0.00% 0
Restaurant	0.00% 0
Service	0.00% 0
Office	100.00% 13
Manufacturing	0.00% 0
Other (please specify)	0.00% 0
<b>TOTAL</b>	<b>13</b>

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

## Q2 How many people are employed by your business?

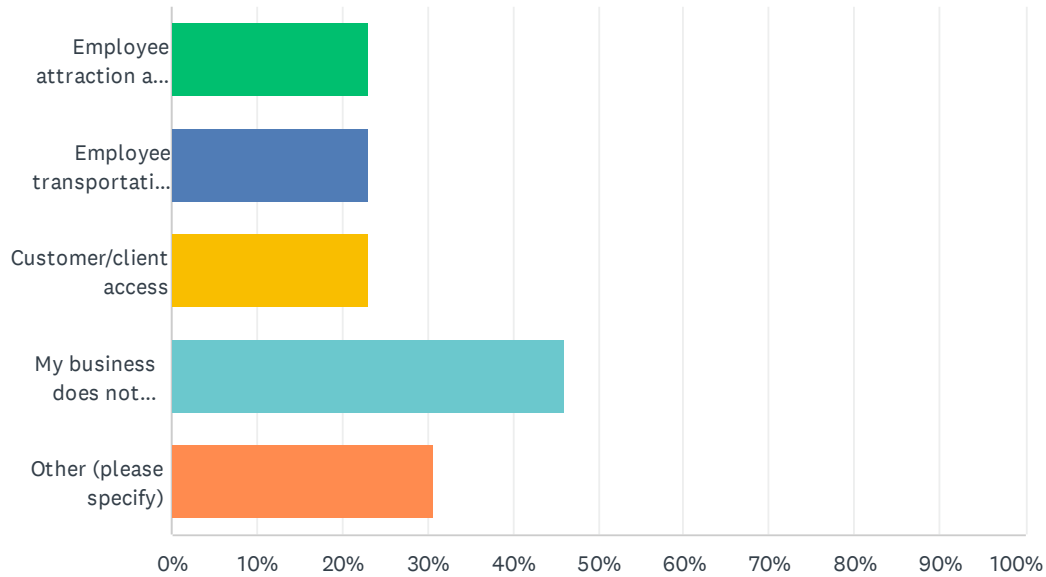
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES
100+	7.69% 1
50-100	23.08% 3
25-49	7.69% 1
Fewer than 25	61.54% 8
TOTAL	13

### Q3 In what ways does your business benefit from The Rapid bus service? (Check all that apply)

Answered: 13 Skipped: 0

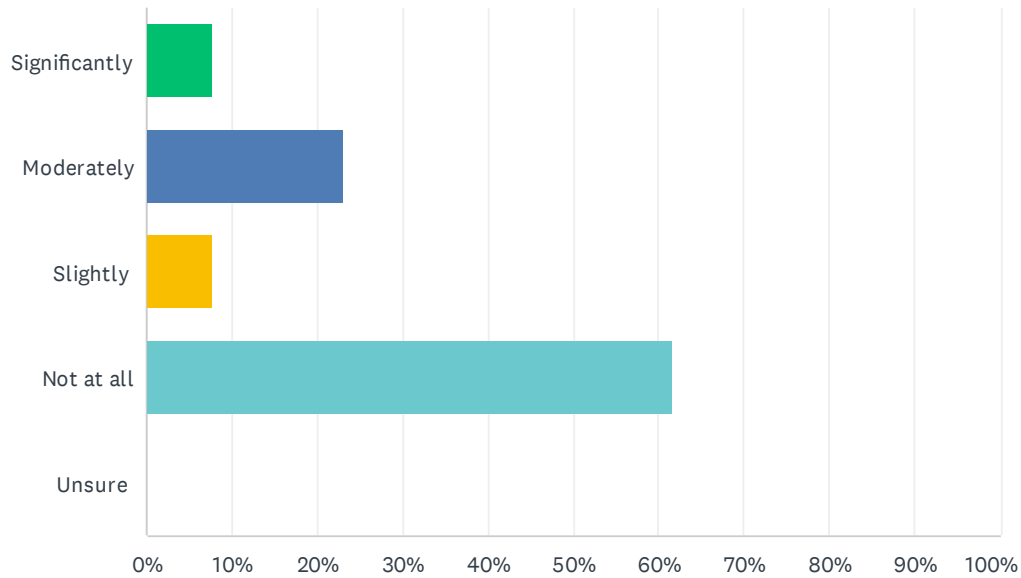


ANSWER CHOICES	RESPONSES
Employee attraction and retention	23.08% 3
Employee transportation options	23.08% 3
Customer/client access	23.08% 3
My business does not benefit from The Rapid bus service	46.15% 6
Other (please specify)	30.77% 4
Total Respondents: 13	

#	OTHER (PLEASE SPECIFY)	DATE
1	Prospective Buyer's attraction Prospective National Tenants attraction.	2/23/2022 12:53 PM
2	not at all	2/23/2022 12:21 PM
3	We eat at local restaurants who depend on the Rapid Bus Service for employees who do have cars.	2/23/2022 12:04 PM
4	The Rapid bus service detracts from the community safety.	2/23/2022 11:54 AM

### Q4 In the next six months, if The Rapid bus service was not available, would you anticipate a decline in customers/clients/employees being able to access your business?

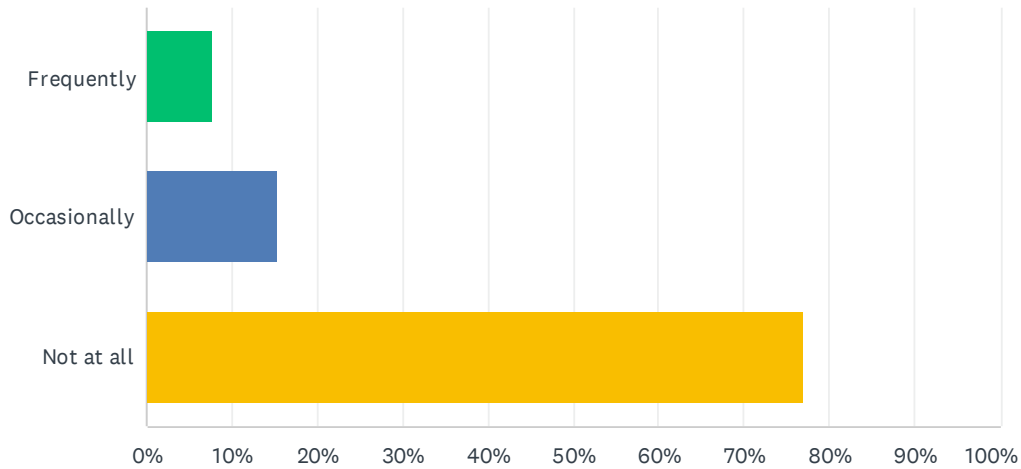
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES
Significantly	7.69% 1
Moderately	23.08% 3
Slightly	7.69% 1
Not at all	61.54% 8
Unsure	0.00% 0
<b>TOTAL</b>	<b>13</b>

### Q5 Since the recent changes in The Rapid bus service schedule, how often have customers/clients complained about not being able to access your business?

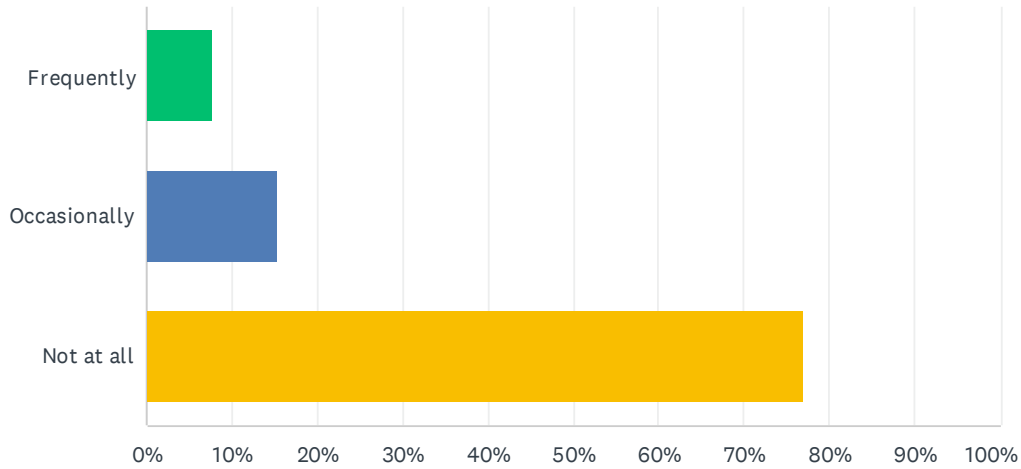
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES	
Frequently	7.69%	1
Occasionally	15.38%	2
Not at all	76.92%	10
<b>TOTAL</b>		<b>13</b>

### Q6 Since the recent changes in The Rapid bus service schedule, how often have your employees had difficulties getting to/from work?

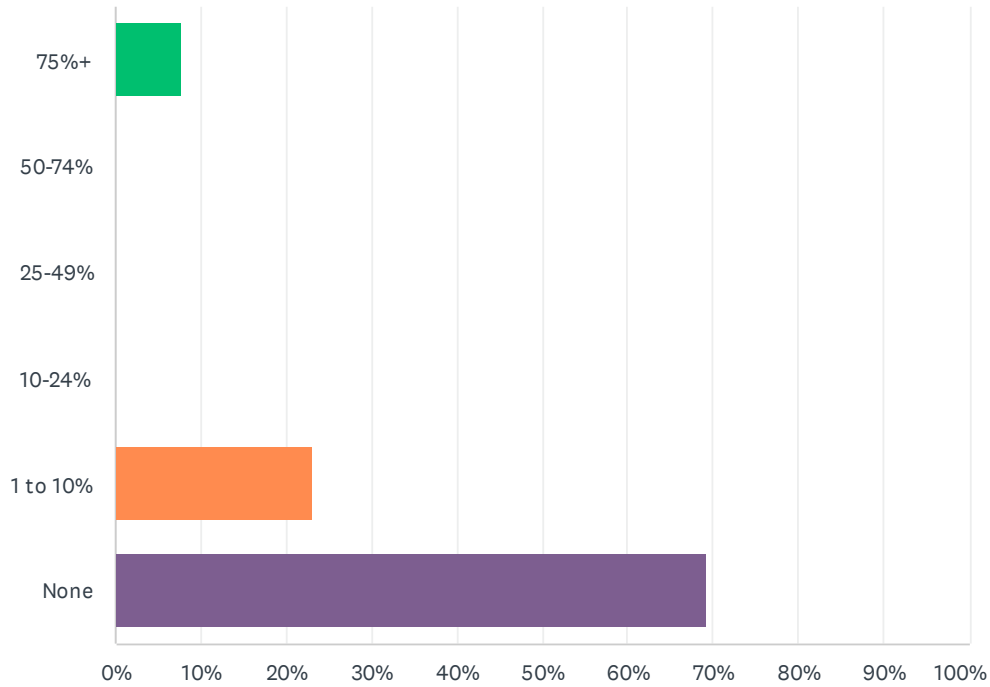
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES
Frequently	7.69% 1
Occasionally	15.38% 2
Not at all	76.92% 10
<b>TOTAL</b>	<b>13</b>

### Q7 Approximately what percentage of your employees rely on The Rapid bus service for transportation to and from work?

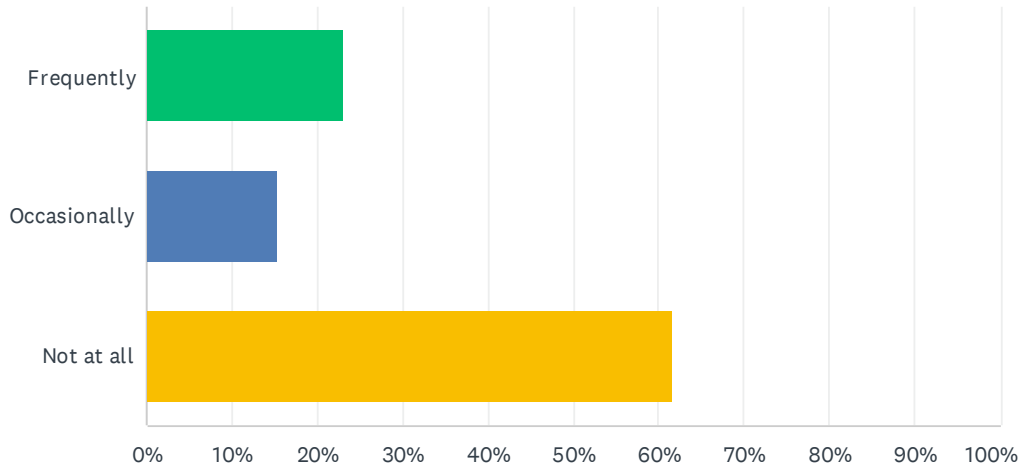
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES
75%+	7.69% 1
50-74%	0.00% 0
25-49%	0.00% 0
10-24%	0.00% 0
1 to 10%	23.08% 3
None	69.23% 9
<b>TOTAL</b>	<b>13</b>

### Q8 How often do you utilize The Rapid bus service as a recruiting tool when attracting talent to your company?

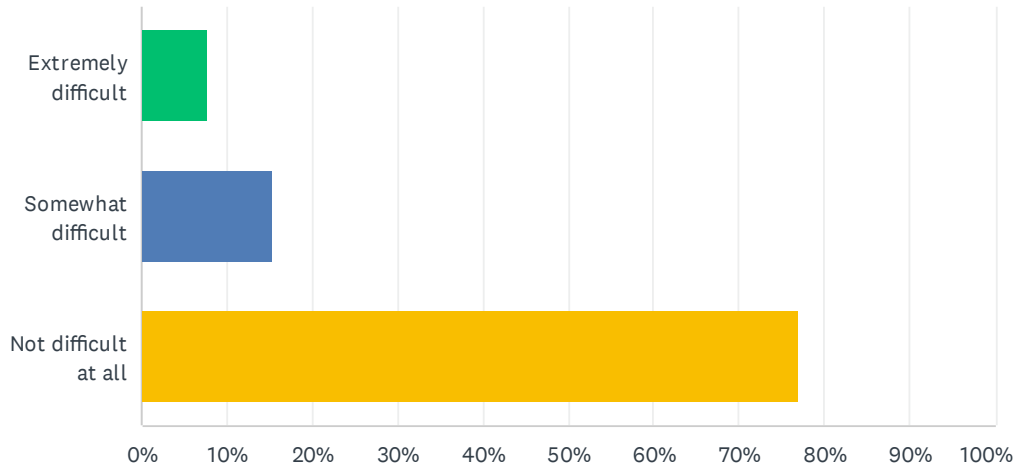
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES
Frequently	23.08% 3
Occasionally	15.38% 2
Not at all	61.54% 8
<b>TOTAL</b>	<b>13</b>

### Q9 If The Rapid bus service was not available to you, how difficult would it be for your business to remain open in Cascade Township?

Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES
Extremely difficult	7.69% 1
Somewhat difficult	15.38% 2
Not difficult at all	76.92% 10
<b>TOTAL</b>	<b>13</b>

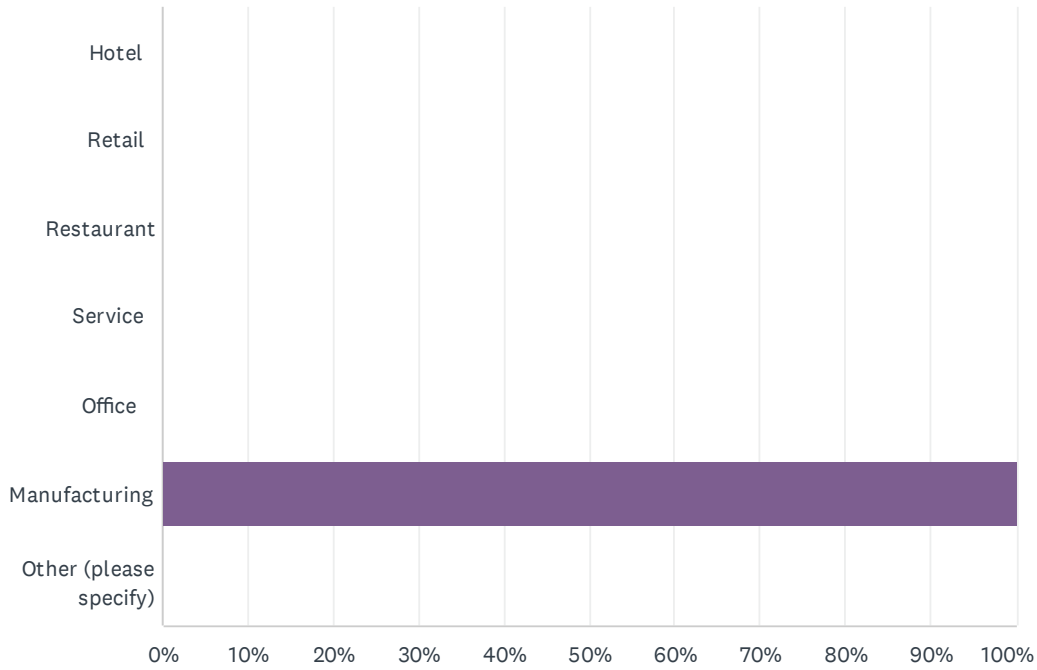
## Q10 Please share any feedback or comments you have on The Rapid bus service:

Answered: 13 Skipped: 0

#	RESPONSES	DATE
1	My clients and I do not use the bus service. I'm glad that this area has the service.	3/8/2022 8:55 AM
2	While the bus does not directly impact my business, I do believe it has a great impact on others and I believe route 29 should continue to run in Cascade and I support it	3/4/2022 1:03 PM
3	Nothing to add	3/4/2022 12:59 PM
4	None	3/1/2022 2:05 PM
5	We do appreciate having the bus service available to our employees as a means to get to the office. We also notice on a daily basis that the community is utilizing it as well. We feel this is a good service to provide in Cascade Township.	2/24/2022 11:59 AM
6	We really benefit from the Rapid Bus service. Our employees and clients rely on the transportation.	2/24/2022 9:55 AM
7	The Rapids Bus service should be considered a mainstay if you want our community to be perceived as connected to Grand Rapids.	2/23/2022 12:53 PM
8	We lease office space. Almost every business that is considering relocating to one of our buildings has a question about bus availability as part of their site selection criteria.	2/23/2022 12:41 PM
9	No comment.	2/23/2022 12:22 PM
10	Neither employees nor customers use the bus.	2/23/2022 12:21 PM
11	The Rapid bus service enables our stores and restaurants to have enough employees to provide their services to our employees.	2/23/2022 12:04 PM
12	The Rapid bus service is a key tenant recruiting and retention feature for tenants in the Centennial Business Park - and - the other businesses located along the 28th St. corridor east of the I-96 interchange.	2/23/2022 11:55 AM
13	The busses drive recklessly on Kraft Ave and 28th St. Often driving long distances in the turning lane, then getting angry at people using the lanes correctly. We have seen a significant increase in loitering and trespassing since the bus line went in, we have installed video cameras to deter this and make our employees feel safer. This bus line was supposed to be temporary but seems to have become a permanent problem. In all fairness Kraft Ave needs another light to service the business drives and speeds from 28th St to the YMCA are out of control for all drivers, including the busses. The posted speed is 35 MPH but NO ONE follows it.	2/23/2022 11:54 AM

# Q1 What type of business do you represent?

Answered: 1 Skipped: 0

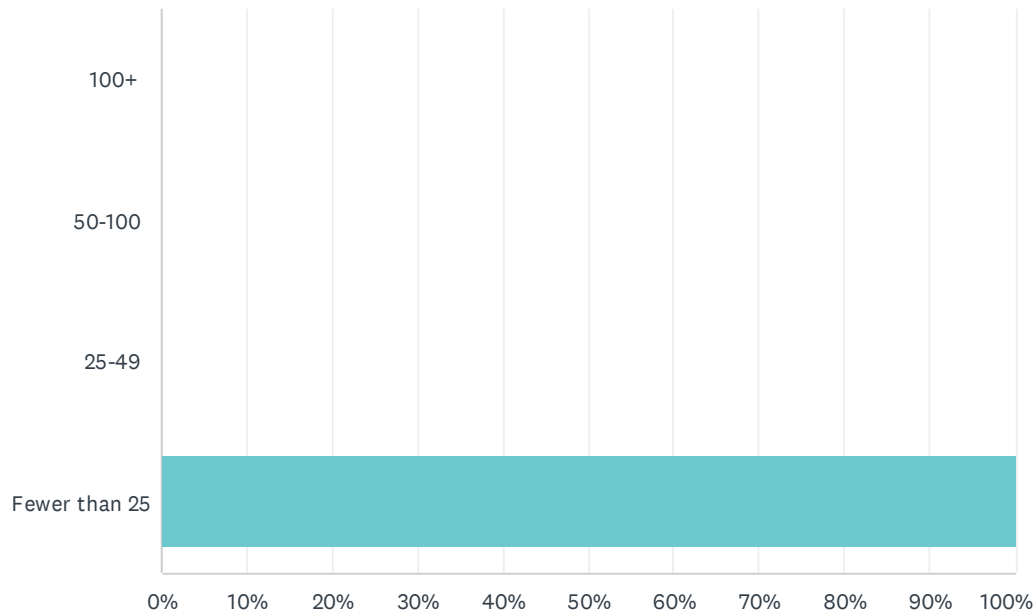


ANSWER CHOICES	RESPONSES
Hotel	0.00% 0
Retail	0.00% 0
Restaurant	0.00% 0
Service	0.00% 0
Office	0.00% 0
Manufacturing	100.00% 1
Other (please specify)	0.00% 0
<b>TOTAL</b>	<b>1</b>

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

## Q2 How many people are employed by your business?

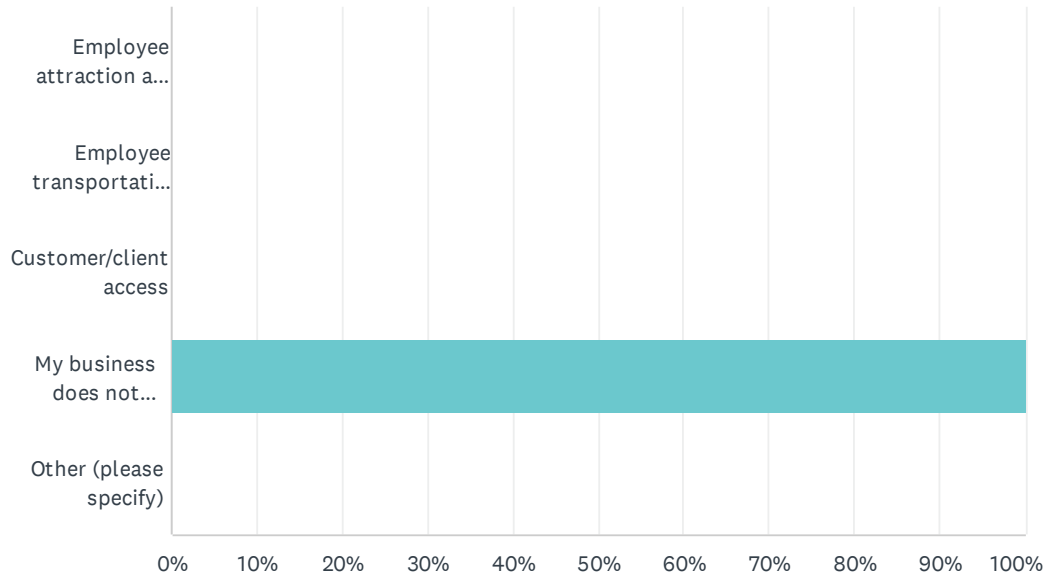
Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES
100+	0.00% 0
50-100	0.00% 0
25-49	0.00% 0
Fewer than 25	100.00% 1
<b>TOTAL</b>	<b>1</b>

### Q3 In what ways does your business benefit from The Rapid bus service? (Check all that apply)

Answered: 1 Skipped: 0

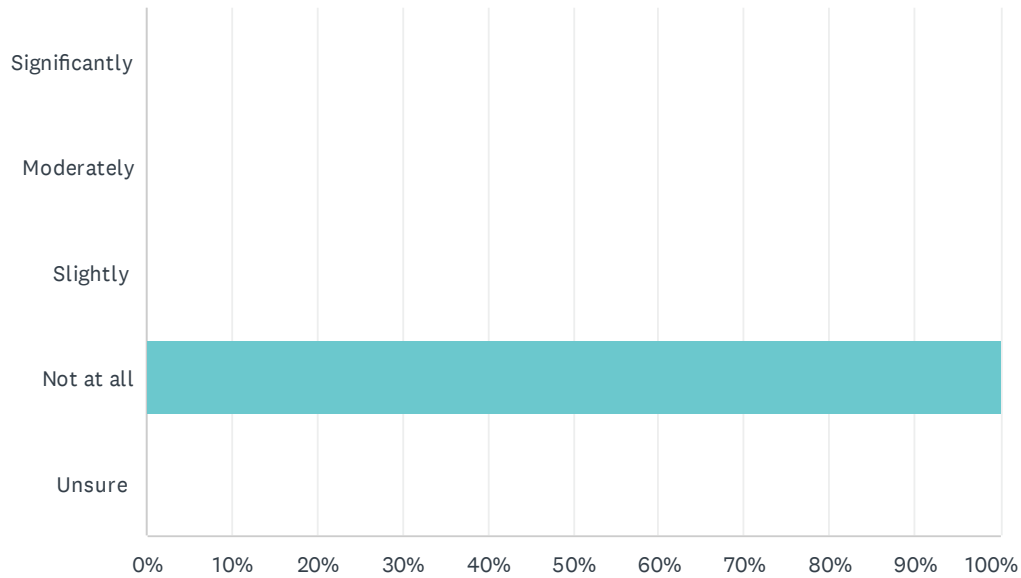


ANSWER CHOICES	RESPONSES
Employee attraction and retention	0.00% 0
Employee transportation options	0.00% 0
Customer/client access	0.00% 0
My business does not benefit from The Rapid bus service	100.00% 1
Other (please specify)	0.00% 0
Total Respondents: 1	

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

### Q4 In the next six months, if The Rapid bus service was not available, would you anticipate a decline in customers/clients/employees being able to access your business?

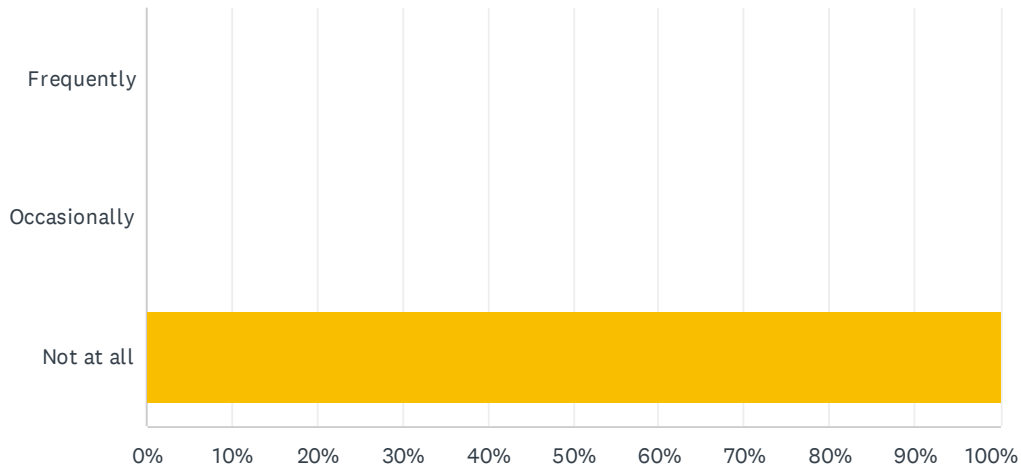
Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES
Significantly	0.00% 0
Moderately	0.00% 0
Slightly	0.00% 0
Not at all	100.00% 1
Unsure	0.00% 0
<b>TOTAL</b>	<b>1</b>

### Q5 Since the recent changes in The Rapid bus service schedule, how often have customers/clients complained about not being able to access your business?

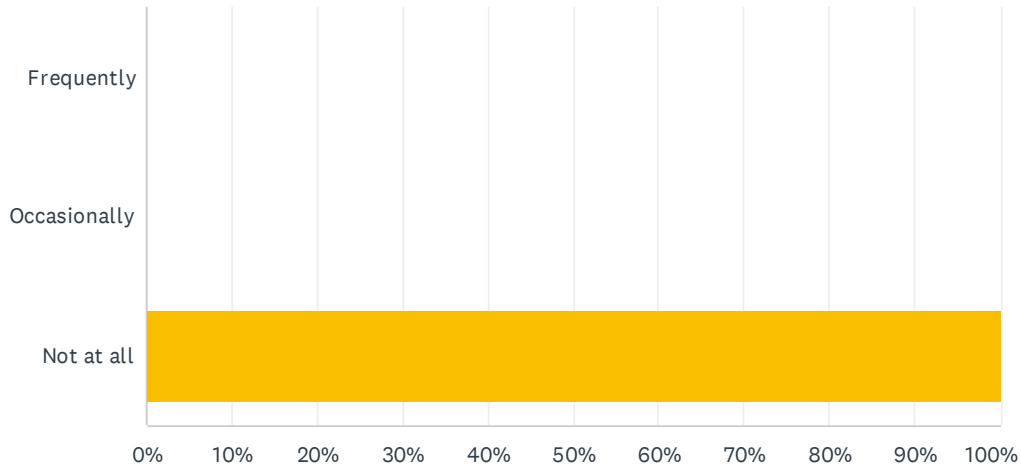
Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES	
Frequently	0.00%	0
Occasionally	0.00%	0
Not at all	100.00%	1
<b>TOTAL</b>		<b>1</b>

### Q6 Since the recent changes in The Rapid bus service schedule, how often have your employees had difficulties getting to/from work?

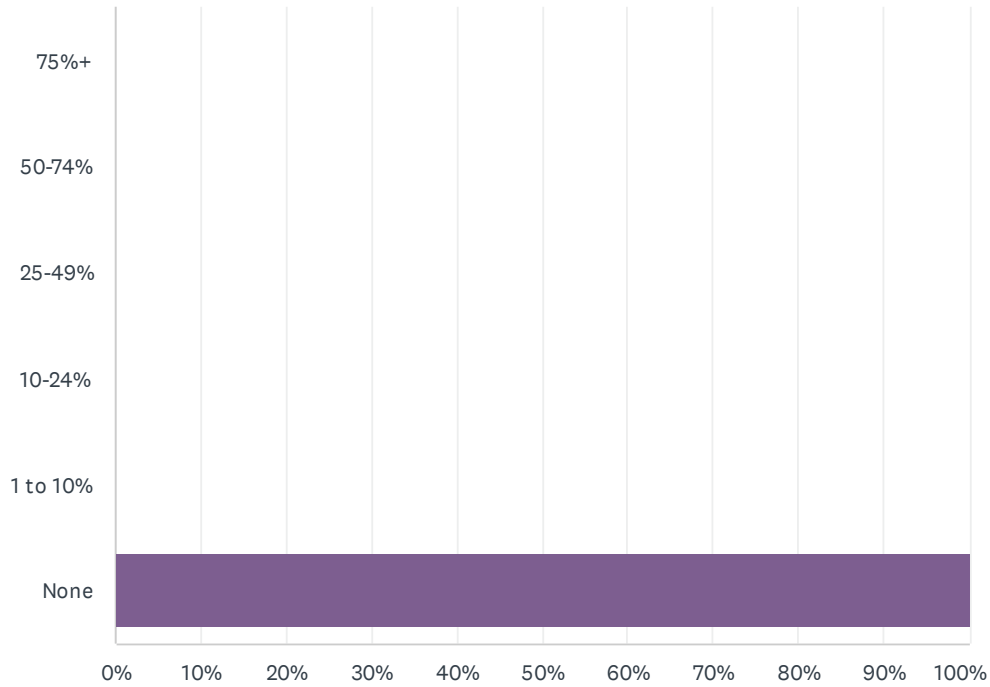
Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES
Frequently	0.00% 0
Occasionally	0.00% 0
Not at all	100.00% 1
<b>TOTAL</b>	<b>1</b>

## Q7 Approximately what percentage of your employees rely on The Rapid bus service for transportation to and from work?

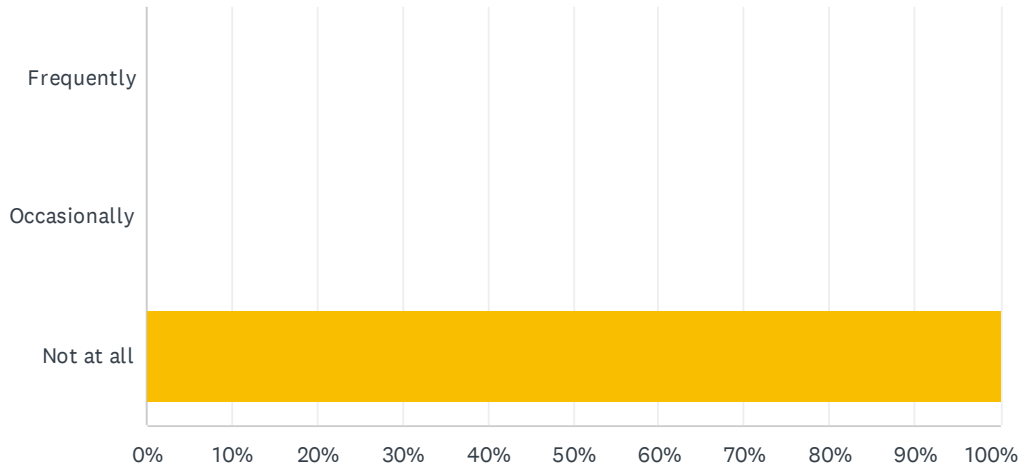
Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES	
75%+	0.00%	0
50-74%	0.00%	0
25-49%	0.00%	0
10-24%	0.00%	0
1 to 10%	0.00%	0
None	100.00%	1
<b>TOTAL</b>		<b>1</b>

## Q8 How often do you utilize The Rapid bus service as a recruiting tool when attracting talent to your company?

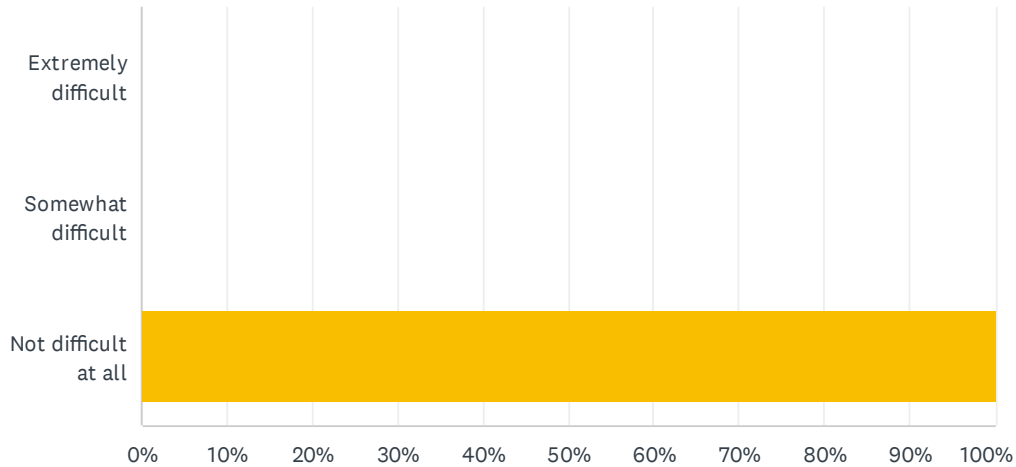
Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES
Frequently	0.00% 0
Occasionally	0.00% 0
Not at all	100.00% 1
<b>TOTAL</b>	<b>1</b>

### Q9 If The Rapid bus service was not available to you, how difficult would it be for your business to remain open in Cascade Township?

Answered: 1 Skipped: 0



ANSWER CHOICES	RESPONSES
Extremely difficult	0.00% 0
Somewhat difficult	0.00% 0
Not difficult at all	100.00% 1
<b>TOTAL</b>	<b>1</b>

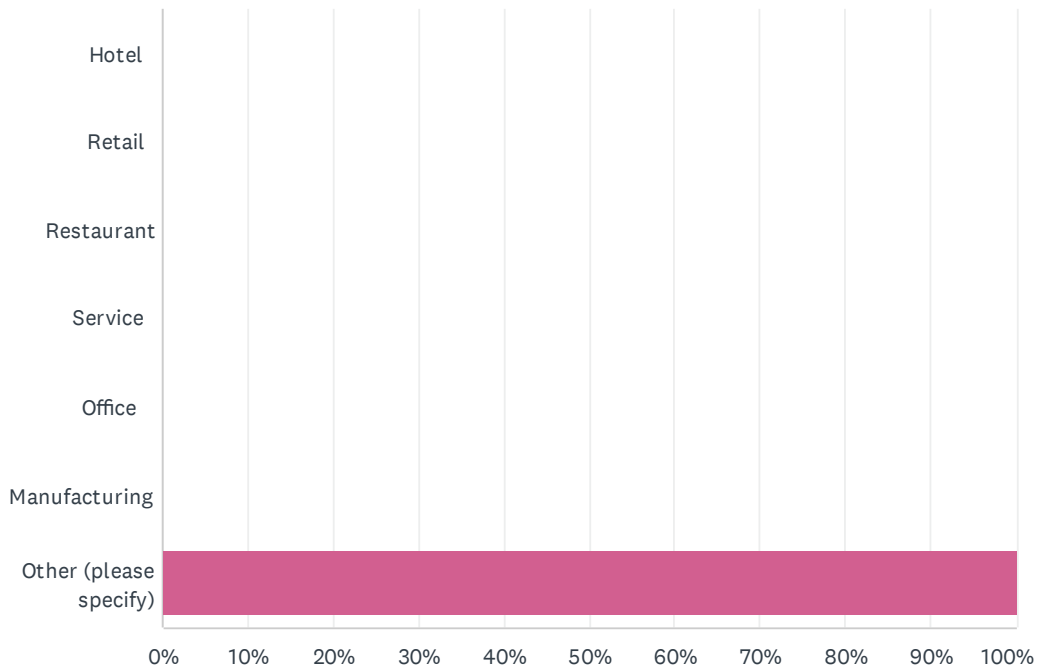
# Q10 Please share any feedback or comments you have on The Rapid bus service:

Answered: 1 Skipped: 0

#	RESPONSES	DATE
1	Perhaps the funds would be better utilized elsewhere?	2/23/2022 2:15 PM

# Q1 What type of business do you represent?

Answered: 5 Skipped: 0

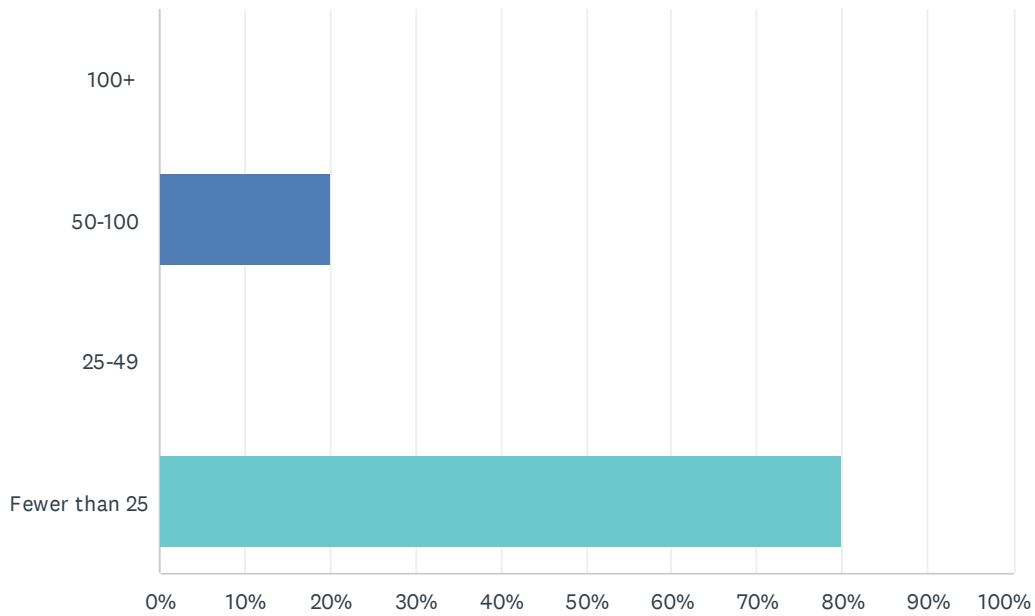


ANSWER CHOICES	RESPONSES
Hotel	0.00% 0
Retail	0.00% 0
Restaurant	0.00% 0
Service	0.00% 0
Office	0.00% 0
Manufacturing	0.00% 0
Other (please specify)	100.00% 5
<b>TOTAL</b>	<b>5</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Dental office	3/7/2022 8:16 AM
2	Assisted Living	2/23/2022 1:17 PM
3	Consultancy	2/23/2022 1:02 PM
4	Chiropractic	2/23/2022 12:28 PM
5	Boutique Industrial distribution	2/23/2022 12:04 PM

## Q2 How many people are employed by your business?

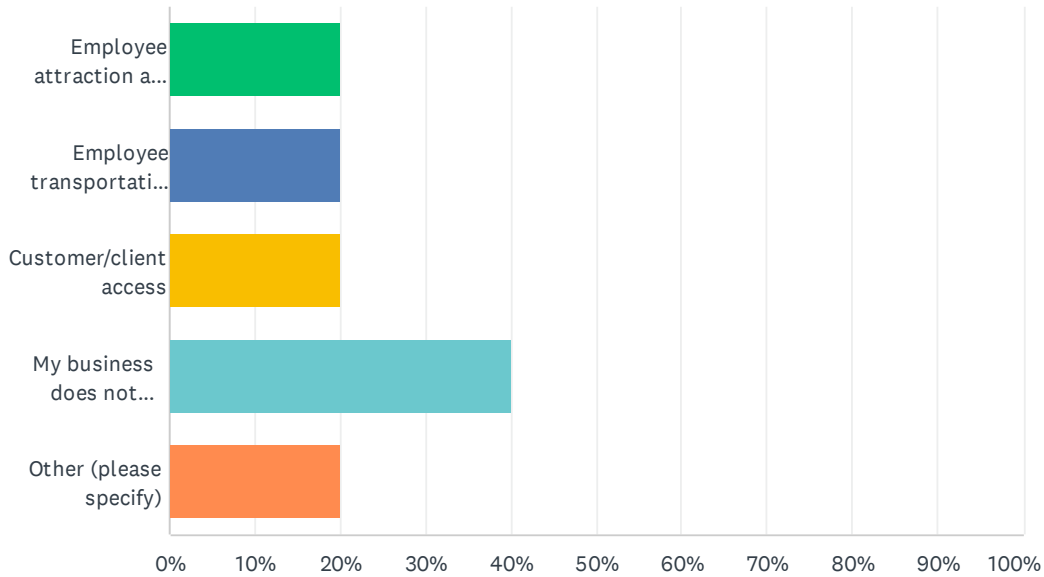
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES
100+	0.00% 0
50-100	20.00% 1
25-49	0.00% 0
Fewer than 25	80.00% 4
TOTAL	5

### Q3 In what ways does your business benefit from The Rapid bus service? (Check all that apply)

Answered: 5 Skipped: 0

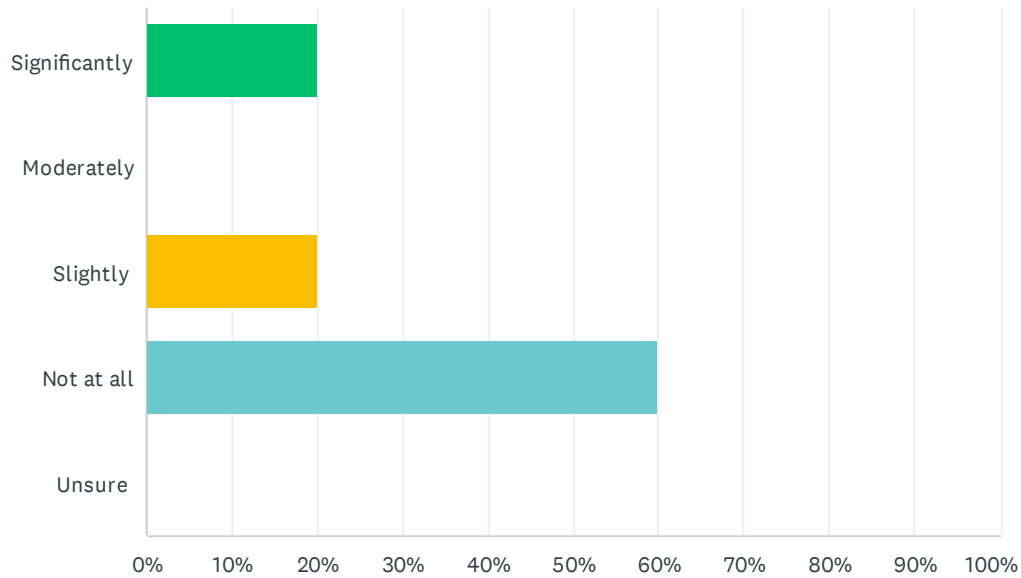


ANSWER CHOICES	RESPONSES
Employee attraction and retention	20.00% 1
Employee transportation options	20.00% 1
Customer/client access	20.00% 1
My business does not benefit from The Rapid bus service	40.00% 2
Other (please specify)	20.00% 1
Total Respondents: 5	

#	OTHER (PLEASE SPECIFY)	DATE
1	Patients can use the Rapid but we do not have any that do.	3/7/2022 8:16 AM

### Q4 In the next six months, if The Rapid bus service was not available, would you anticipate a decline in customers/clients/employees being able to access your business?

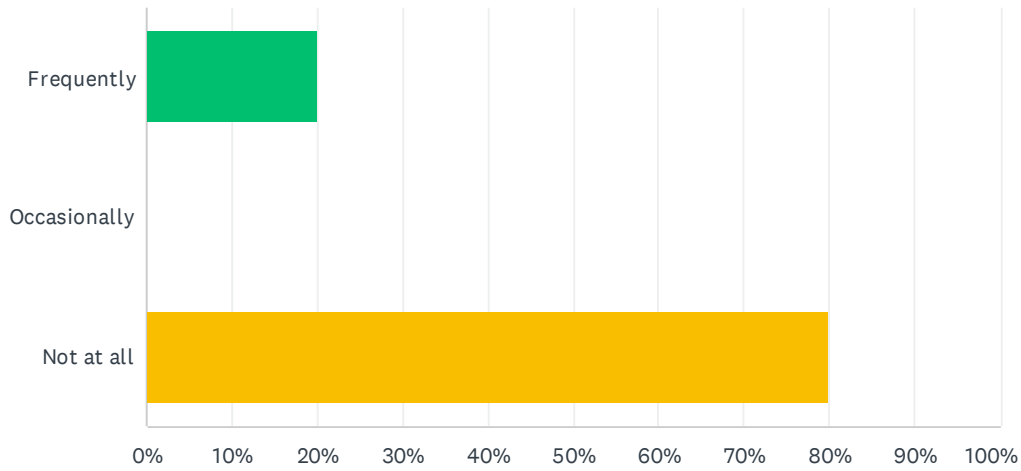
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES
Significantly	20.00% 1
Moderately	0.00% 0
Slightly	20.00% 1
Not at all	60.00% 3
Unsure	0.00% 0
<b>TOTAL</b>	<b>5</b>

## Q5 Since the recent changes in The Rapid bus service schedule, how often have customers/clients complained about not being able to access your business?

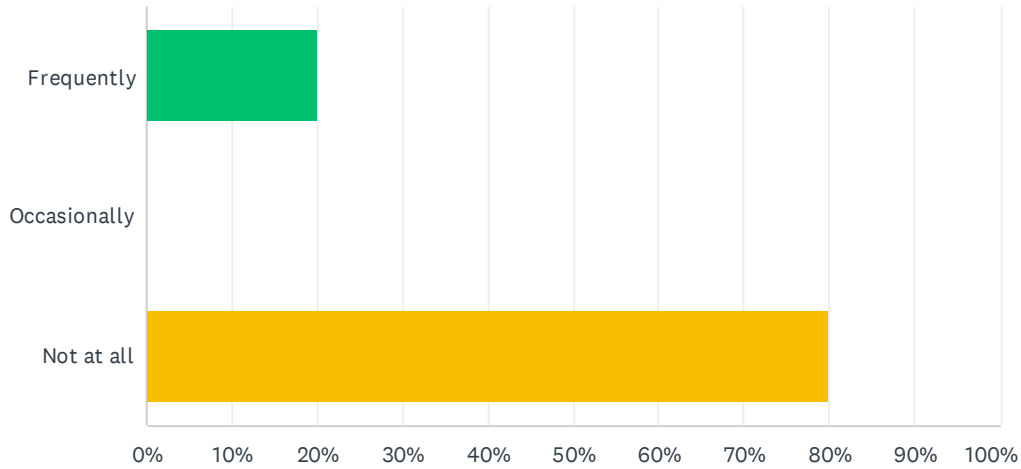
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES	
Frequently	20.00%	1
Occasionally	0.00%	0
Not at all	80.00%	4
<b>TOTAL</b>		<b>5</b>

### Q6 Since the recent changes in The Rapid bus service schedule, how often have your employees had difficulties getting to/from work?

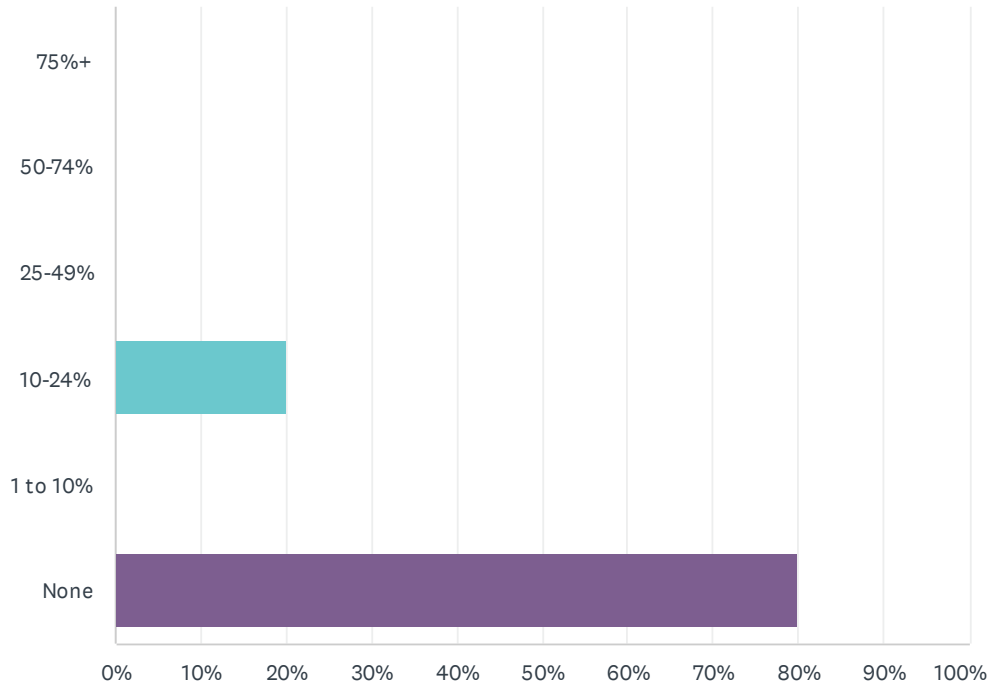
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES
Frequently	20.00% 1
Occasionally	0.00% 0
Not at all	80.00% 4
<b>TOTAL</b>	<b>5</b>

### Q7 Approximately what percentage of your employees rely on The Rapid bus service for transportation to and from work?

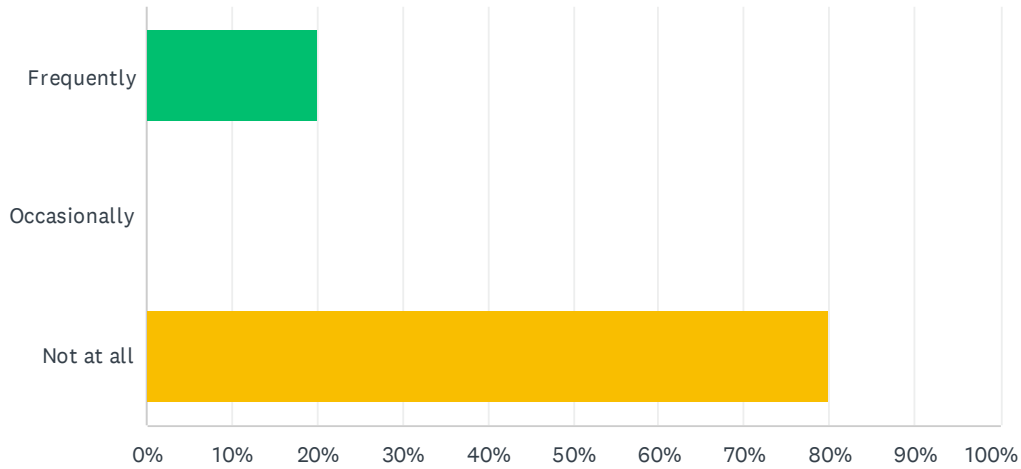
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES	
75%+	0.00%	0
50-74%	0.00%	0
25-49%	0.00%	0
10-24%	20.00%	1
1 to 10%	0.00%	0
None	80.00%	4
<b>TOTAL</b>		<b>5</b>

### Q8 How often do you utilize The Rapid bus service as a recruiting tool when attracting talent to your company?

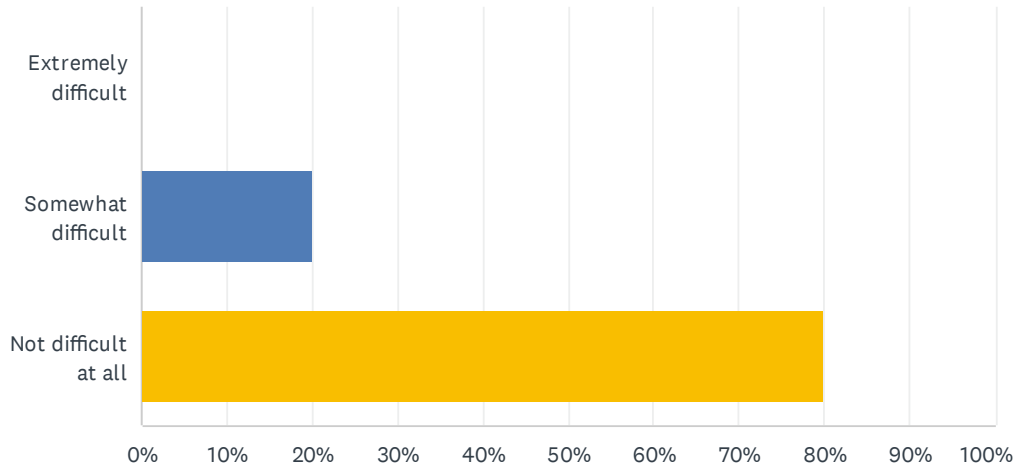
Answered: 5 Skipped: 0



ANSWER CHOICES	RESPONSES	
Frequently	20.00%	1
Occasionally	0.00%	0
Not at all	80.00%	4
<b>TOTAL</b>		<b>5</b>

### Q9 If The Rapid bus service was not available to you, how difficult would it be for your business to remain open in Cascade Township?

Answered: 5 Skipped: 0



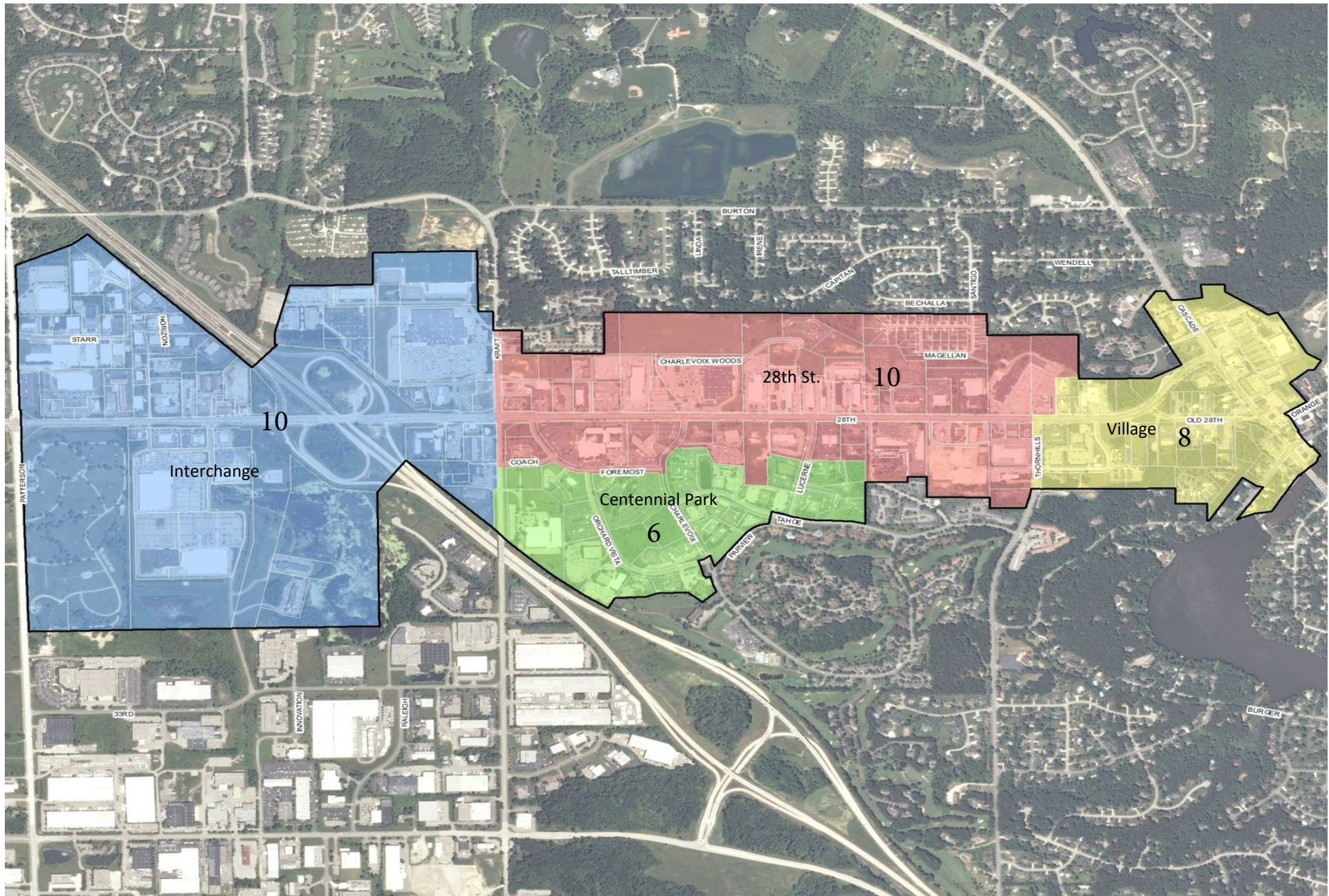
ANSWER CHOICES	RESPONSES
Extremely difficult	0.00% 0
Somewhat difficult	20.00% 1
Not difficult at all	80.00% 4
<b>TOTAL</b>	<b>5</b>

## Q10 Please share any feedback or comments you have on The Rapid bus service:

Answered: 5 Skipped: 0

#	RESPONSES	DATE
1	none	3/7/2022 8:16 AM
2	Being on a bus route is a huge plus in our business. Many of our caregivers are not able to afford cars.	2/23/2022 1:17 PM
3	We fully support continuing The Rapid bus service, even though it is not a benefit to our business. It is important that persons relying on public transportation can gain access to employment opportunities in the communities served by The Rapid.	2/23/2022 1:02 PM
4	The bus does not make or break my business but I see it in use a fair amount.	2/23/2022 12:28 PM
5	In my opinion, the community portion of the ride cost should be 50% and the rider should be assessed the other 50%. Even with this increase in ridership fees, this would still be a very inexpensive mode of transit.	2/23/2022 12:04 PM

# Cascade Downtown Development District—Development Areas



# Rapid 28th Street - FY2021 4th Quarter Ridership Data

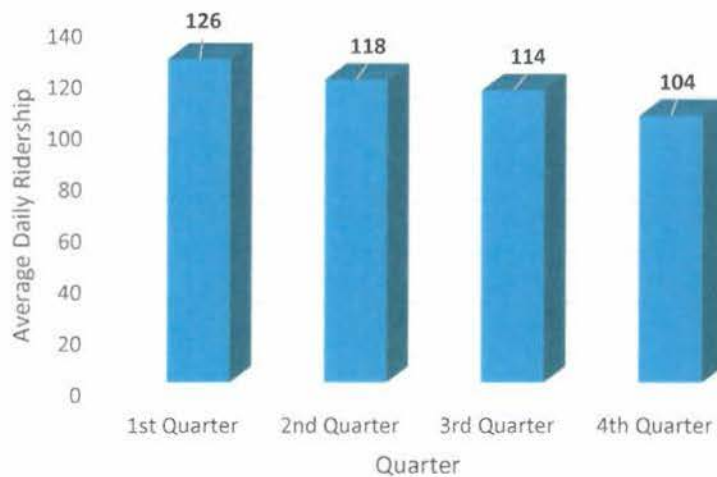
### Rapid - 28th Street Weekday Ridership



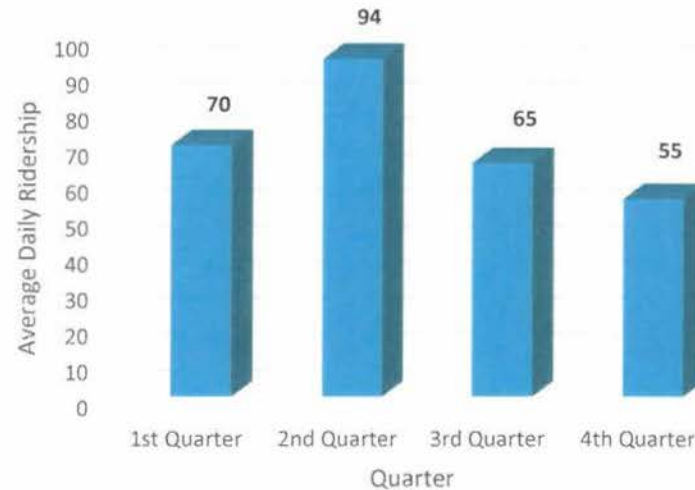
The Rapid collects realtime boarding data and no longer relies on sampling estimates. Boardings and alightings are collected in real time. Ridership in Cascade experiences slightly more alightings than boardings, which is not uncommon. The riders summary is charted on this sheet, while actual rider data and ridership logs are available upon request. Based on the data it appears the ridership has matured, and changes in ridership patterns are due to changes along the route.

Beginning in September of 2021, the Rapid and the Township implemented a reduced service schedule. The new schedule reduces weekday service to 60 min after 6pm (previously every 30 min) and 60 min all day Saturday. Sunday service remained unchanged (60 min). Weekday and Saturday service saw small decreases in ridership, but it is unknown whether this is related to the new schedule. Interestingly, Sunday saw the biggest decrease in ridership despite not having a schedule change.

### Rapid - 28th Street Saturday Ridership



### Rapid - 28th Street Sunday Ridership

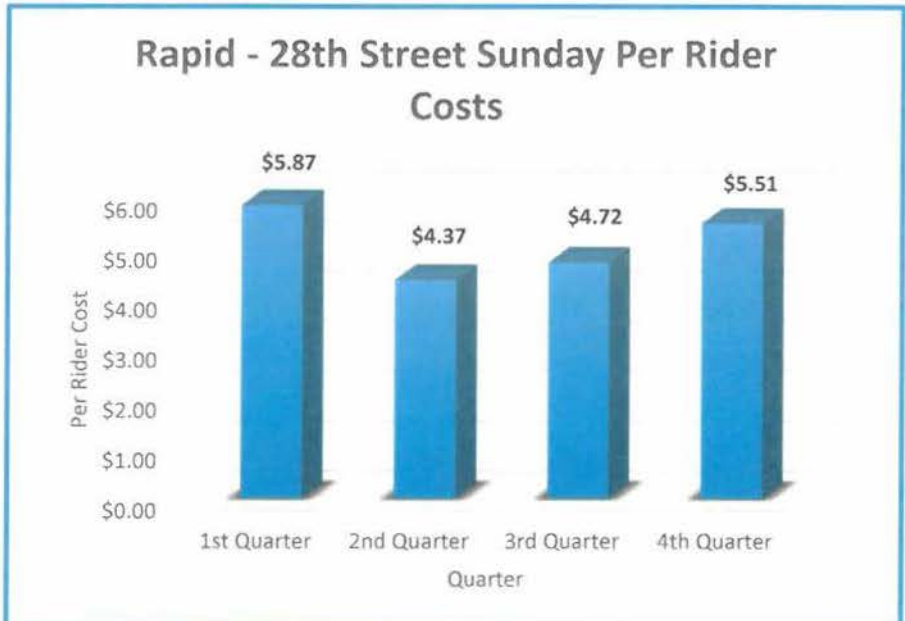


# Rapid 28th Street - FY2021 4th Quarter Financial Data

Cascade Township funds the 28th Street Linehaul service on a "per service hour" formula, which is \$75.71 per service hour for the 4th Quarter of 2021 (and was \$76.75 for the 3rd Quarter.) Based on the hours of service, the Township pays the following "per day" costs:

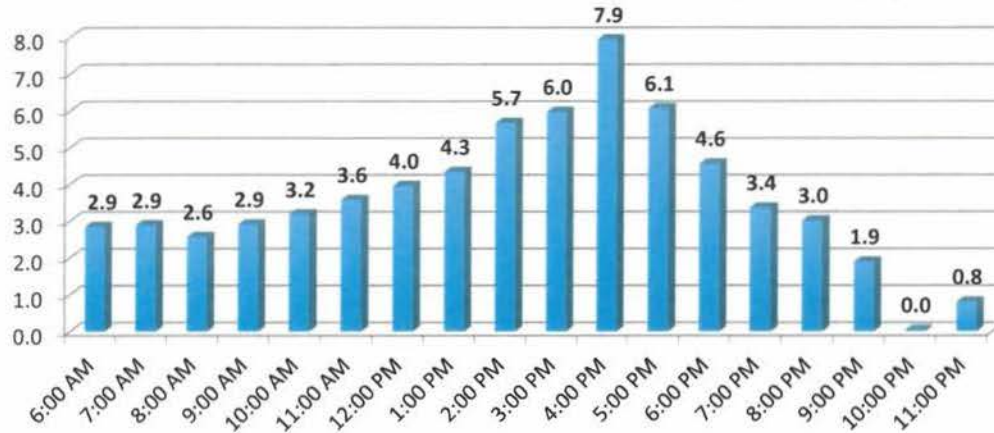
**Weekday - \$706.37    Saturday - \$403.53    Sunday - \$302.84**

Because the costs per day are fixed, the subsidy that is spent per rider is variable based on the volume of riders, the more riders that utilize the service the lower the subsidy per rider paid by the Township. In 3rd Quarter, the Rapid and Township agreed to a funding model that charged the Township for "service hours" in the community rather than "full bus cost." The change in the funding model saw a significant reduction in costs, and subsequently a reduction in the per rider subsidy. The new funding model is approved through May 2022.



# Rapid 28th Street - FY 2021 4th Quarter Hourly Boarding Data

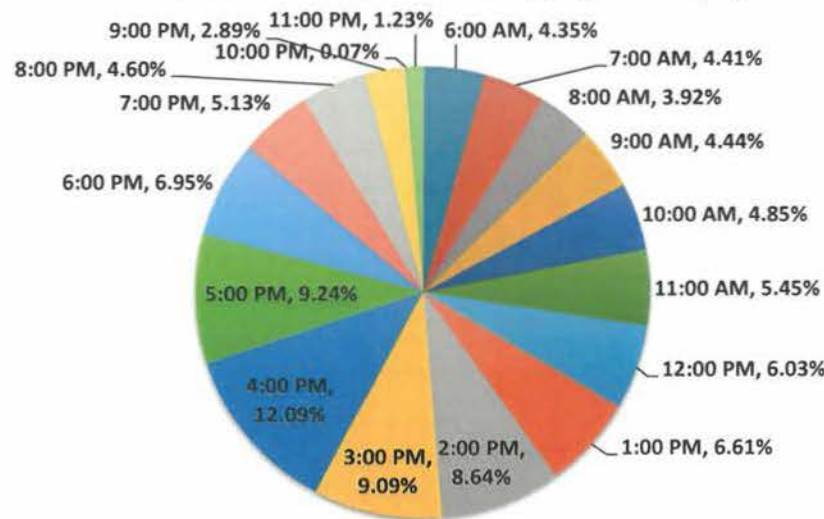
## Average Boardings By Hour (All Days)



The Rapid buses are outfitted with data collection devices that count every boarding in the system. The top chart represents the amount of boardings, per hour of service, for all of the Cascade Township stops. The data collection system does not collect alighting information. It should be noted that the data is for all days (week day and weekend days). The chart continues to follow the same trend seen in previous charts, with peak ridership mid-day.

The bottom chart represents the same data set as the top chart, but expressed as a percentage of total boardings rather than a number. The smallest percentage of boardings happens in the 10 pm hour (0.07%) and the largest occurs in the 4 pm hour (12.09%)

## Percent of Total Boardings (All Days)

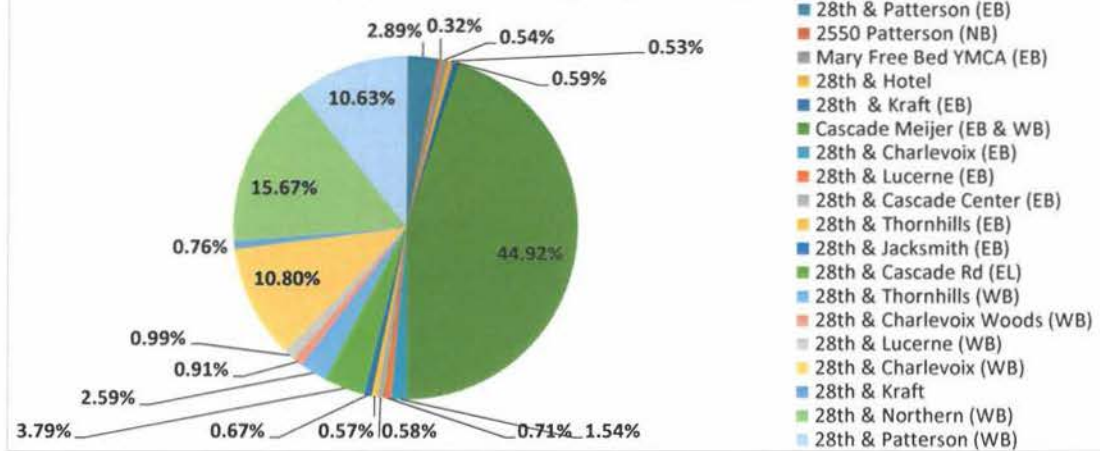


# Rapid 28th Street - FY 2021 4th Quarter Stop Boarding Data

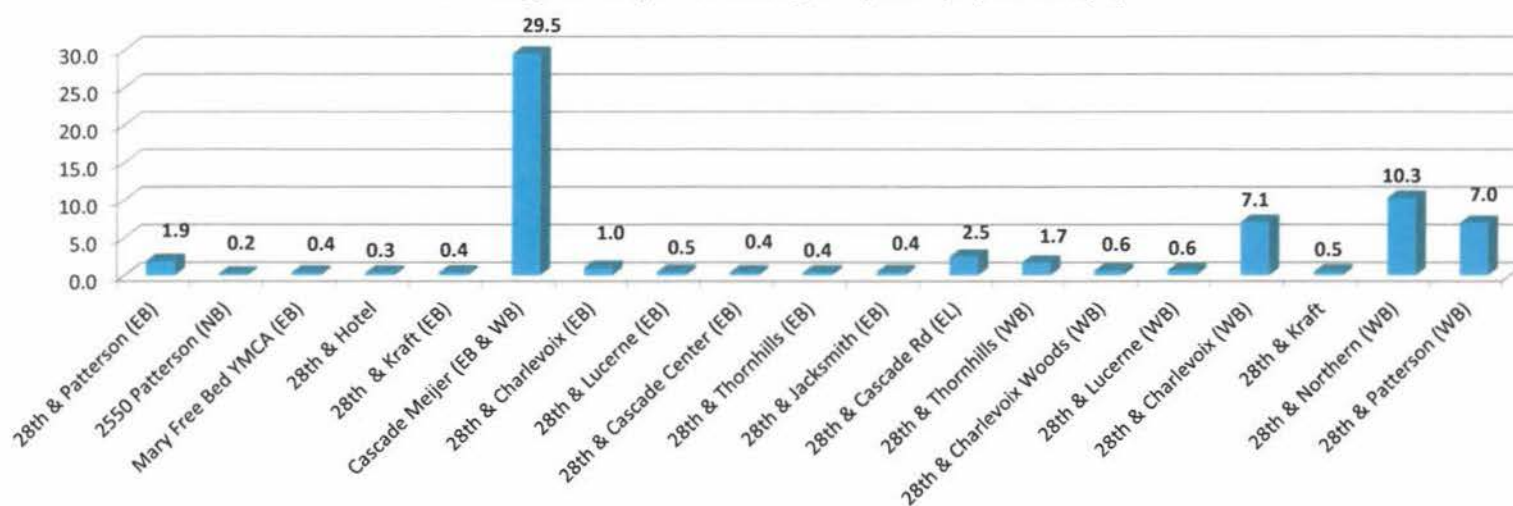
The Rapid bus data collection system also collects stop location data for boardings. By far the largest amount of stops occur at the Meijer stop, though it should be noted that this stop is utilized both EB and WB on the route. In September of 2021 the route was realigned to eliminate the branch that followed Patterson to Burton back to 28th Street. The route now goes straight up and down 28th Street. Because of this, some stops have less than 4 quarters of data.

The bottom chart represents the same data set as the top chart, but expressed as the average boardings per day for each stop. The Meijer stop has the highest number (29.5) while several stops average less than 5 boardings per day. It should be noted the data represents all weekdays and weekend days.

### Percent of Boardings by Stop (All Days)



### Average Daily Boardings By Stop (All Days)



**Trips Per Day**

Day	Boardings	Estimated Aightings	Estimated Total Trips
Friday	71	No Service - New Years Day	0
Saturday	71		142
Sunday	33	33	66
Monday	86	86	172
Tuesday	84	84	168
Wednesday	71	71	142
Thursday	93	93	186
Friday	74	74	148
Saturday	71	71	142
Sunday	39	39	78
Monday	83	83	166
Tuesday	61	61	122
Wednesday	76	76	152
Thursday	92	92	184
Friday	85	85	170
Saturday	68	68	136
Sunday	34	34	68
Monday	64	64	128
Tuesday	77	77	154
Wednesday	68	68	136
Thursday	67	67	134
Friday	70	70	140
Saturday	55	55	110
Sunday	37	37	74
Monday	86	86	172
Tuesday	68	68	136
Wednesday	81	81	162
Thursday	65	65	130
Friday	65	65	130
Saturday	52	52	104
Sunday	25	25	50
Monday	65	65	130
Tuesday	73	73	146
Wednesday	68	68	136
Thursday	79	79	158
Friday	54	54	108
Saturday	46	46	92
Sunday	25	25	50
Monday	65	65	130
Tuesday	73	73	146
Wednesday	62	62	124
Thursday	82	82	164
Friday	96	96	192
Saturday	64	64	128
Sunday	28	28	56
Monday	66	66	132
Tuesday	67	67	134
Wednesday	107	107	214
Thursday	71	71	142
Friday	64	64	128
Saturday	31	31	62
Sunday	28	28	56
Monday	66	66	132
Tuesday	74	74	148
Wednesday	82	82	164
Thursday	79	79	158
Friday	75	75	150
Saturday	66	66	132
Sunday	40	40	80
Monday	66	66	132
Tuesday	90	90	180
Wednesday	76	76	152
Thursday	97	97	194
Friday	72	72	144
Saturday	53	53	106
Sunday	42	42	84
Monday	75	75	150
Tuesday	90	90	180
Wednesday	77	77	154
Thursday	79	79	158
Friday	88	88	176
Saturday	57	57	114
Sunday	48	48	96
Monday	131	131	262
Tuesday	87	87	174
Wednesday	87	87	174
Thursday	70	70	140
Friday	88	88	176
Saturday	86	86	172
Sunday	42	42	84
Monday	80	80	160
Tuesday	60	60	120
Wednesday	90	90	180
Thursday	82	82	164
Friday	70	70	140
Saturday	75	75	150
Sunday	35	35	70
Monday	75	75	150
Tuesday	87	87	174
Wednesday	81	81	162
<b>Total</b>	<b>6,104</b>	<b>6,104</b>	<b>12,208</b>

**Boardings by Time of Day**

Time	Number of Boardings	Average Boardings/Day	Percent of Total
6:00 AM	395	4.1	6.0
7:00 AM	325	3.7	5.3
8:00 AM	311	3.5	5.1
9:00 AM	265	3.0	4.3
10:00 AM	284	3.2	4.7
11:00 AM	325	3.7	5.3
12:00 PM	400	4.5	6.6
1:00 PM	417	4.7	6.8
2:00 PM	479	5.4	7.8
3:00 PM	510	5.7	8.4
4:00 PM	596	6.7	9.8
5:00 PM	432	4.9	7.1
6:00 PM	383	4.3	6.3
7:00 PM	278	3.1	4.5
8:00 PM	291	3.3	4.8
9:00 PM	144	1.6	2.4
10:00 PM	11	0.1	0.2
11:00 PM	0	0.0	0.0
12:00 AM	290	3.3	4.8
<b>Total</b>	<b>6,104</b>	<b>68.6</b>	<b>100.0</b>

Daily Average	
Average Trips per Weekday	153
Average Trips per Saturday	126
Average Trips per Sunday	70

Stop	Direction	Stop ID	Total Boardings	Boardings/Day	Estimated Aightings/Day	Total Activity	% of the Total
28th and Patterson	EB	9270	214	2.4	2.8	4.8	3.5%
2550 Patterson	EB	9272	18	0.2	0.2	0.4	0.3%
Mary Free Bell YMCA	EB	9274	38	0.4	0.4	0.9	0.6%
Cascade Meier	EB/WB	9275	2,848	32.0	32.0	64.0	46.7%
28th and Charlevois	EB	9277	126	1.4	1.4	2.8	2.1%
28th and Lucerne	EB	9279	57	0.6	0.6	1.3	0.9%
28th and Cascade Center	EB	9281	45	0.5	0.5	1.0	0.7%
28th and Thornhills	WB	9283	43	0.5	0.5	1.0	0.7%
28th and Jackson	EB	9284	45	0.5	0.5	1.0	0.7%
28th and Cascade Hill	EB/WB	9286	199	2.2	2.2	4.5	3.3%
28th and Thornhills	WB	9288	115	1.3	1.3	2.6	1.9%
28th and Charlevois Woods	WB	9290	65	0.7	0.7	1.5	1.1%
28th and Lucerne	WB	9292	56	0.6	0.6	1.3	0.9%
28th and Charlevois	WB	9294	566	6.4	6.4	12.7	9.3%
28th and Northern	WB	9298	1,095	11.3	11.3	22.6	16.5%
28th and Patterson	WB	9300	368	7.5	7.5	14.9	10.9%
<b>Total</b>			<b>6,104</b>	<b>68.6</b>	<b>68.6</b>	<b>137.2</b>	<b>100.0%</b>

**Trips Per Day**

Date	Boardings	Estimated Alightings	Estimated Total Trips
Thursday 4/1/2021	71	71	142
Friday 4/2/2021	70	73	143
Saturday 4/3/2021	131	33	164
Sunday 4/4/2021	32	66	98
Monday 4/5/2021	75	84	159
Tuesday 4/6/2021	81	71	152
Wednesday 4/7/2021	75	93	168
Thursday 4/8/2021	77	74	151
Friday 4/9/2021	65	71	136
Saturday 4/10/2021	79	39	118
Sunday 4/11/2021	39	83	122
Monday 4/12/2021	75	51	126
Tuesday 4/13/2021	81	76	157
Wednesday 4/14/2021	82	92	174
Thursday 4/15/2021	92	85	177
Friday 4/16/2021	124	68	192
Saturday 4/17/2021	64	34	98
Sunday 4/18/2021	33	64	97
Monday 4/19/2021	71	77	148
Tuesday 4/20/2021	72	66	138
Wednesday 4/21/2021	73	67	140
Thursday 4/22/2021	78	70	148
Friday 4/23/2021	83	55	138
Saturday 4/24/2021	67	37	104
Sunday 4/25/2021	35	66	101
Monday 4/26/2021	75	68	143
Tuesday 4/27/2021	80	81	161
Wednesday 4/28/2021	61	65	126
Thursday 4/29/2021	61	65	126
Friday 4/30/2021	77	52	129
Saturday 5/1/2021	71	25	96
Sunday 5/2/2021	45	65	110
Monday 5/3/2021	76	73	149
Tuesday 5/4/2021	69	68	137
Wednesday 5/5/2021	75	79	154
Thursday 5/6/2021	65	54	119
Friday 5/7/2021	79	46	125
Saturday 5/8/2021	67	25	92
Sunday 5/9/2021	44	65	109
Monday 5/10/2021	100	73	173
Tuesday 5/11/2021	96	62	158
Wednesday 5/12/2021	79	82	161
Thursday 5/13/2021	79	96	175
Friday 5/14/2021	82	64	146
Saturday 5/15/2021	72	29	101
Sunday 5/16/2021	37	56	93
Monday 5/17/2021	73	67	140
Tuesday 5/18/2021	80	107	187
Wednesday 5/19/2021	83	71	154
Thursday 5/20/2021	89	64	153
Friday 5/21/2021	76	51	127
Saturday 5/22/2021			
Sunday 5/23/2021			
Monday 5/24/2021			
Tuesday 5/25/2021	48	82	130
Wednesday 5/26/2021	84	79	163
Thursday 5/27/2021	61	75	136
Friday 5/28/2021	82	66	148
Saturday 5/29/2021	71	40	111
Sunday 5/30/2021	33	66	99
Monday 5/31/2021			
Tuesday 6/1/2021	98	98	196
Wednesday 6/2/2021	131	133	262
Thursday 6/3/2021	98	98	196
Friday 6/4/2021	99	99	198
Saturday 6/5/2021	89	89	178
Sunday 6/6/2021	29	29	58
Monday 6/7/2021	79	79	158
Tuesday 6/8/2021	81	81	162
Wednesday 6/9/2021	70	70	140
Thursday 6/10/2021	91	91	182
Friday 6/11/2021	79	79	158
Saturday 6/12/2021	59	59	118
Sunday 6/13/2021	40	40	80
Monday 6/14/2021	82	82	164
Tuesday 6/15/2021	73	73	146
Wednesday 6/16/2021	82	82	164
Thursday 6/17/2021	66	66	132
Friday 6/18/2021	80	80	160
Saturday 6/19/2021	60	60	120
Sunday 6/20/2021	30	30	60
Monday 6/21/2021	72	72	144
Tuesday 6/22/2021	80	80	160
Wednesday 6/23/2021	74	74	148
Thursday 6/24/2021	63	63	126
Friday 6/25/2021	70	70	140
Saturday 6/26/2021	60	60	120
Sunday 6/27/2021	31	31	62
Monday 6/28/2021	86	86	172
Tuesday 6/29/2021	101	101	202
Wednesday 6/30/2021	81	81	162
<b>Total</b>	<b>6,329</b>	<b>6,329</b>	<b>12,658</b>

**Boardings by Time of Day**

Time	Number of Boardings	Average Boardings/Day	Percent of Total
6:00 AM	297	3.4	4.7
7:00 AM	307	3.5	4.9
8:00 AM	242	2.8	3.8
9:00 AM	256	2.9	4.0
10:00 AM	314	3.6	5.0
11:00 AM	347	3.9	5.4
12:00 PM	437	5.0	6.9
1:00 PM	423	4.9	6.7
2:00 PM	614	7.1	9.7
3:00 PM	576	6.6	9.1
4:00 PM	708	8.1	11.2
5:00 PM	544	6.3	8.6
6:00 PM	455	5.2	7.2
7:00 PM	302	3.5	4.8
8:00 PM	351	4.0	5.5
9:00 PM	159	1.8	2.5
10:00 PM	2	0.0	0.0
11:00 PM	0	0.0	0.0
12:00 AM	0	0.0	0.0
<b>Total</b>	<b>6,329</b>	<b>72.7</b>	<b>100.0</b>

**Daily Average**

Average Trips per Weekday	155
Average Trips per Saturday	118
Average Trips per Sunday	94

Stop	Direction	Stop ID	Total Boardings	Boardings/Day	Estimated Alightings/Day	Total Activity	% of the Total
28th and Patterson	EB	9270	220	2.5	2.5	5.1	3.5%
2550 Patterson	EB	9272	8	0.1	0.1	0.2	0.1%
Mary Free Bed YMCA	EB	9274	51	0.6	0.6	1.2	0.8%
Cascade Meijer	EB/WB	9275	3,026	34.8	34.8	69.6	47.8%
28th and Charlevoix	EB	9277	97	1.1	1.1	2.2	1.5%
28th and Lucerne	EB	9279	25	0.3	0.3	0.6	0.4%
28th and Cascade Center	EB	9281	40	0.5	0.5	0.9	0.6%
28th and Thornhills	WB	9283	51	0.6	0.6	1.2	0.8%
28th and Jacksmith	EB	9284	40	0.5	0.5	0.9	0.6%
28th and Cascade Rd	EB/WB	9286	247	2.8	2.8	5.7	3.9%
28th and Thornhills	WB	9288	141	1.6	1.6	3.2	2.2%
28th and Charlevoix Woods	WB	9290	67	0.8	0.8	1.5	1.1%
28th and Lucerne	WB	9292	63	0.7	0.7	1.4	1.0%
28th and Charlevoix	WB	9294	599	6.9	6.9	13.8	9.5%
28th and Northern	WB	9298	960	11.0	11.0	22.1	15.2%
28th and Patterson	WB	9300	694	8.0	8.0	16.0	11.0%
<b>Total</b>			<b>6,329</b>	<b>72.7</b>	<b>72.7</b>	<b>145.5</b>	<b>100.0%</b>

**Trips Per Day**

Date	Boardings	Estimated Alightings	Estimated Total Trips
Thursday 7/17/2021	88	88	176
Friday 7/23/2021	100	100	200
Saturday 7/24/2021	54	54	108
Sunday 7/18/2021	No Service - Independence Day		
Monday 7/25/2021	68	68	136
Tuesday 7/26/2021	69	69	138
Wednesday 7/27/2021	76	76	152
Thursday 7/28/2021	79	79	158
Friday 7/29/2021	85	85	170
Saturday 7/30/2021	58	58	116
Sunday 7/31/2021	28	28	56
Monday 7/31/2021	66	66	132
Tuesday 7/31/2021	65	65	130
Wednesday 7/31/2021	77	77	154
Thursday 7/25/2021	81	82	164
Friday 7/16/2021	71	71	142
Saturday 7/23/2021	58	58	116
Sunday 7/18/2021	38	38	76
Monday 7/19/2021	72	72	144
Tuesday 7/20/2021	74	74	148
Wednesday 7/21/2021	87	87	174
Thursday 7/22/2021	84	84	168
Friday 7/23/2021	75	75	150
Saturday 7/24/2021	55	55	110
Sunday 7/25/2021	33	33	66
Monday 7/26/2021	53	53	106
Tuesday 7/27/2021	72	72	144
Wednesday 7/28/2021	68	68	136
Thursday 7/29/2021	72	72	144
Friday 7/30/2021	93	93	186
Saturday 7/31/2021	61	61	122
Sunday 8/1/2021	19	19	38
Monday 8/2/2021	60	60	120
Tuesday 8/3/2021	71	71	142
Wednesday 8/4/2021	105	105	210
Thursday 8/5/2021	83	83	166
Friday 8/6/2021	82	82	164
Saturday 8/7/2021	57	57	114
Sunday 8/8/2021	33	33	66
Monday 8/9/2021	71	71	142
Tuesday 8/10/2021	69	69	138
Wednesday 8/11/2021	70	70	140
Thursday 8/12/2021	74	74	148
Friday 8/13/2021	72	72	144
Saturday 8/14/2021	68	68	136
Sunday 8/15/2021	77	77	154
Monday 8/16/2021	77	77	154
Tuesday 8/17/2021	73	73	146
Wednesday 8/18/2021	67	67	134
Thursday 8/19/2021	71	71	142
Friday 8/20/2021	84	84	168
Saturday 8/21/2021	70	70	140
Sunday 8/22/2021	43	43	86
Monday 8/23/2021	81	81	162
Tuesday 8/24/2021	64	64	128
Wednesday 8/25/2021	75	75	150
Thursday 8/26/2021	74	74	148
Friday 8/27/2021	77	77	154
Saturday 8/28/2021	74	74	148
Sunday 8/29/2021	34	34	68
Monday 8/30/2021	89	89	178
Tuesday 8/31/2021	86	86	172
Wednesday 9/1/2021	88	88	176
Thursday 9/2/2021	79	79	158
Friday 9/3/2021	81	81	162
Saturday 9/4/2021	57	57	114
Sunday 9/5/2021	52	52	104
Monday 9/6/2021	No Service - Labor Day		
Tuesday 9/7/2021	64	64	128
Wednesday 9/8/2021	68	68	136
Thursday 9/9/2021	83	83	166
Friday 9/10/2021	79	79	158
Saturday 9/11/2021	42	42	84
Sunday 9/12/2021	19	19	38
Monday 9/13/2021	54	54	108
Tuesday 9/14/2021	73	73	146
Wednesday 9/15/2021	80	80	160
Thursday 9/16/2021	76	76	152
Friday 9/17/2021	85	85	170
Saturday 9/18/2021	49	49	98
Sunday 9/19/2021	23	23	46
Monday 9/20/2021	51	51	102
Tuesday 9/21/2021	66	66	132
Wednesday 9/22/2021	70	70	140
Thursday 9/23/2021	71	71	142
Friday 9/24/2021	79	79	158
Saturday 9/25/2021	50	50	100
Sunday 9/26/2021	29	29	58
Monday 9/27/2021	59	59	118
Tuesday 9/28/2021	65	65	130
Wednesday 9/29/2021	60	60	120
Thursday 9/30/2021	66	66	132
<b>Total</b>	<b>5,952</b>	<b>5,952</b>	<b>11,904</b>

**Boardings by Time of Day**

Time	Number of Boardings	Average Boardings/Day	Percent of Total
6:00 AM	141	1.6	2.4
7:00 AM	206	2.4	3.5
8:00 AM	202	2.3	3.4
9:00 AM	288	3.4	5.0
10:00 AM	295	3.4	5.0
11:00 AM	354	4.1	5.9
12:00 PM	331	3.8	5.6
1:00 PM	387	4.2	6.3
2:00 PM	483	5.6	8.1
3:00 PM	519	6.0	8.7
4:00 PM	887	10.1	15.1
5:00 PM	581	6.9	10.0
6:00 PM	471	5.4	7.9
7:00 PM	323	3.3	5.4
8:00 PM	284	3.3	4.8
9:00 PM	142	2.1	3.1
10:00 PM	1	0.0	0.0
11:00 PM	0	0.0	0.0
12:00 AM	0	0.0	0.0
<b>Total</b>	<b>5,952</b>	<b>64.4</b>	<b>100.0</b>

**Daily Average**

Average Trips per Weekday	149
Average Trips per Saturday	114
Average Trips per Sunday	65

Stop	Direction	Stop ID	Total Boardings	Boardings/Day	Estimated Alighting/Day	Total Activity	% of the Total
28th and Patterson	EB	9270	140	1.7	1.7	3.3	2.5%
28th and Hotel	EB	9272	50	0.6	0.6	1.1	0.8%
Mary Fern Bed YMCA	EB	9274	38	0.4	0.4	0.8	0.6%
Cascade Meier	EB/WB	9275	2,615	29.1	29.1	58.1	41.9%
28th and Charlevois	EB	9277	73	0.8	0.8	1.6	1.2%
28th and Lucerne	EB	9279	46	0.5	0.5	1.0	0.8%
28th and Cascade Center	EB	9281	32	0.4	0.4	0.7	0.5%
28th and Thornhill	WB	9283	31	0.3	0.3	0.7	0.5%
28th and Jackson	EB	9284	44	0.5	0.5	1.0	0.7%
28th and Cascade Hill	EB/WB	9286	251	2.8	2.8	5.6	4.2%
28th and Thornhill	WB	9288	156	1.7	1.7	3.5	2.6%
28th and Charlevois Woods	WB	9290	44	0.5	0.5	1.0	0.7%
28th and Lucerne	WB	9292	46	0.7	0.7	1.5	1.1%
28th and Charlevois	WB	9294	665	7.4	7.4	14.8	11.2%
28th and Kraft	WB	9295	53	0.6	0.6	1.2	0.9%
28th and Northern	WB	9298	979	10.9	10.9	21.8	16.4%
28th and Patterson	WB	9300	660	7.3	7.3	14.7	11.1%
<b>Total</b>			<b>5,952</b>	<b>64.1</b>	<b>64.1</b>	<b>132.3</b>	<b>100.0%</b>

**Trips Per Day**

Date	Boardings	Alignings	Total Trips
Friday 10/1/2021	67	80	147
Saturday 10/2/2021	52	60	112
Sunday 10/3/2021	26	26	51
Monday 10/4/2021	55	65	120
Tuesday 10/5/2021	59	75	134
Wednesday 10/6/2021	52	58	110
Thursday 10/7/2021	57	71	128
Friday 10/8/2021	64	75	143
Saturday 10/9/2021	40	52	92
Sunday 10/10/2021	18	18	37
Monday 10/11/2021	61	66	128
Tuesday 10/12/2021	64	63	124
Wednesday 10/13/2021	65	73	138
Thursday 10/14/2021	84	92	176
Friday 10/15/2021	72	84	156
Saturday 10/16/2021	47	53	100
Sunday 10/17/2021	13	18	31
Monday 10/18/2021	55	60	115
Tuesday 10/19/2021	71	83	154
Wednesday 10/20/2021	52	62	114
Thursday 10/21/2021	66	72	138
Friday 10/22/2021	67	79	146
Saturday 10/23/2021	42	54	96
Sunday 10/24/2021	29	29	58
Monday 10/25/2021	37	44	81
Tuesday 10/26/2021	80	77	157
Wednesday 10/27/2021	63	66	128
Thursday 10/28/2021	73	73	146
Friday 10/29/2021	65	80	144
Saturday 10/30/2021	57	72	134
Sunday 10/31/2021	30	28	58
Monday 11/1/2021	65	76	141
Tuesday 11/2/2021	78	82	160
Wednesday 11/3/2021	77	85	162
Thursday 11/4/2021	74	81	155
Friday 11/5/2021	92	96	188
Saturday 11/6/2021	47	60	106
Sunday 11/7/2021	34	42	76
Monday 11/8/2021	63	63	124
Tuesday 11/9/2021	91	86	177
Wednesday 11/10/2021	85	78	163
Thursday 11/11/2021	67	64	130
Friday 11/12/2021	71	84	155
Saturday 11/13/2021	59	66	124
Sunday 11/14/2021	32	25	57
Monday 11/15/2021	55	63	118
Tuesday 11/16/2021	82	66	148
Wednesday 11/17/2021	61	65	126
Thursday 11/18/2021	57	70	127
Friday 11/19/2021	94	103	195
Saturday 11/20/2021	62	62	124
Sunday 11/21/2021	27	38	65
Monday 11/22/2021	73	72	143
Tuesday 11/23/2021	73	73	144
Wednesday 11/24/2021	50	60	110
Thursday 11/25/2021	No service - Thanksgiving Day		
Friday 11/26/2021	71	80	151
Saturday 11/27/2021	35	38	73
Sunday 11/28/2021	20	16	37
Monday 11/29/2021	64	58	124
Tuesday 11/30/2021	88	89	178
Wednesday 12/1/2021	83	76	159
Thursday 12/2/2021	74	75	149
Friday 12/3/2021	50	48	98
Saturday 12/4/2021	54	52	106
Sunday 12/5/2021	30	28	58
Monday 12/6/2021	67	65	131
Tuesday 12/7/2021	64	71	135
Wednesday 12/8/2021	53	67	120
Thursday 12/9/2021	54	70	124
Friday 12/10/2021	64	59	123
Saturday 12/11/2021	41	35	76
Sunday 12/12/2021	25	31	56
Monday 12/13/2021	71	79	150
Tuesday 12/14/2021	74	78	152
Wednesday 12/15/2021	54	63	115
Thursday 12/16/2021	72	72	144
Friday 12/17/2021	67	82	148
Saturday 12/18/2021	48	53	101
Sunday 12/19/2021	26	33	59
Monday 12/20/2021	58	68	126
Tuesday 12/21/2021	54	61	115
Wednesday 12/22/2021	50	60	110
Thursday 12/23/2021	67	55	122
Friday 12/24/2021	35	45	80
Saturday 12/25/2021	No service - Christmas Day		
Sunday 12/26/2021	24	27	50
Monday 12/27/2021	59	72	131
Tuesday 12/28/2021	66	67	132
Wednesday 12/29/2021	56	60	116
Thursday 12/30/2021	58	60	118
Friday 12/31/2021	67	67	135
<b>Total</b>	<b>5,180</b>	<b>5,615</b>	<b>10,795</b>

**Boardings by Time of Day**

Time	Number of Boardings	Average Boardings/Day	Percent of Total
6:00 AM	220	2.4	4.3
7:00 AM	200	2.2	3.9
8:00 AM	188	1.9	3.7
9:00 AM	225	2.5	4.4
10:00 AM	250	2.8	4.8
11:00 AM	263	2.9	5.1
12:00 PM	252	2.8	4.9
1:00 PM	369	3.9	6.8
2:00 PM	458	5.1	8.9
3:00 PM	336	3.6	6.0
4:00 PM	647	7.2	12.5
5:00 PM	602	6.7	11.7
6:00 PM	338	3.6	6.4
7:00 PM	308	3.4	6.0
8:00 PM	157	1.7	3.0
9:00 PM	156	2.2	3.8
10:00 PM	2	0.0	0.0
11:00 PM	0	0.0	0.0
12:00 AM	0	0.0	0.0
<b>Total</b>	<b>5,180</b>	<b>57.3</b>	<b>100.0</b>

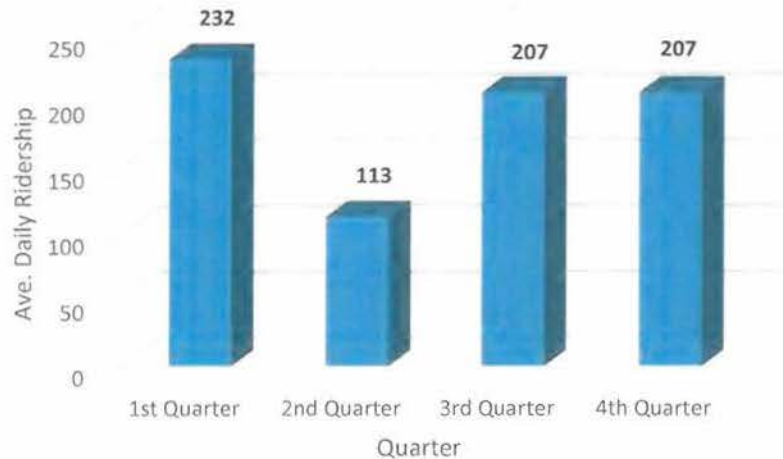
**Daily Average**

Average Trips per Weekday	138
Average Trips per Saturday	104
Average Trips per Sunday	55

Stop	Direction	Stop ID	Total Boardings	Boardings/Day	Total Alignings	Alignings/Day	Total Activity	% of the Total
28th and Patterson	EB	9270	98	1.1	523	6.6	7.7	6.4%
28th and Hotel	EB	9272	125	1.4	635	7.1	8.4	7.1%
28th and Kraft	EB	9274	139	1.5	1,254	13.9	15.5	12.9%
Cascade Meier	EB/WB	9275	2,087	23.2	849	9.4	12.6	12.3%
28th and Charlevois	EB	9277	67	0.7	987	11.0	11.7	9.8%
28th and Lucerne	EB	9279	39	0.4	215	2.4	2.8	2.4%
28th and Cascade Center	EB	9281	29	0.2	87	1.0	1.2	1.0%
28th and Thornhills	WB	9283	9	0.1	117	1.3	1.4	1.2%
28th and Jacksmith	EB	9284	28	0.3	68	0.8	1.1	0.9%
28th and Cascade Rd	EB/WB	9286	195	2.2	253	3.1	3.4	4.5%
28th and Thornhills	WB	9288	198	2.2	120	1.3	3.5	2.9%
28th and Charlevois Woods	WB	9290	38	0.4	3	0.0	0.5	0.4%
28th and Lorette	WB	9292	48	0.5	11	0.1	0.7	0.6%
28th and Charlevois	WB	9294	713	7.9	96	1.1	9.0	7.5%
28th and Kraft	WB	9295	126	1.4	23	0.3	3.7	1.4%
28th and Northern	WB	9298	746	8.3	146	1.6	9.9	8.3%
28th and Patterson	WB	9300	485	5.4	118	1.3	8.7	5.6%
<b>Total</b>			<b>5,180</b>	<b>57.3</b>	<b>5,815</b>	<b>62.4</b>	<b>119.7</b>	<b>100.0%</b>

## Rapid 28th Street - FY2020 4th Quarter Ridership Data

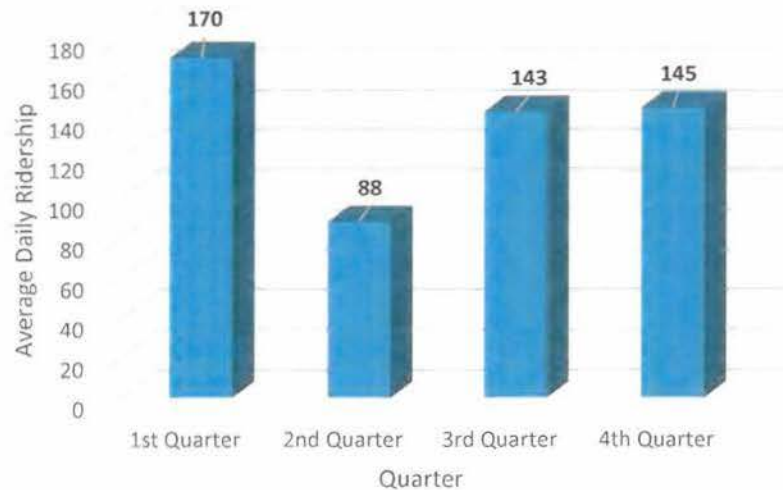
### Rapid - 28th Street Weekday Ridership



The Rapid collects realtime boarding data and no longer relies on sampling estimates. Boardings and alightings are collected in real time. Ridership in Cascade experiences slightly more alightings than boardings, which is not uncommon. The riders summary is charted on this sheet, while actual rider data and ridership logs are available upon request. Based on the data it appears the ridership has matured, and changes in ridership patterns are due to changes along the route.

As with most Township services, ridership was effected greatly by the COVID-19 pandemic. The most telling ridership data is in 2nd Quarter when the least was known about the virus and the State experienced the most significant lockdown restrictions. By 3rd quarter ridership began to normalize and I would anticipate that the 4th quarter statistics are the most reliable for determining the long term effect of the pandemic on ridership.

### Rapid - 28th Street Saturday Ridership



### Rapid - 28th Street Sunday Ridership



# Rapid 28th Street - FY2020 4th Quarter Financial Data

Cascade Township funds the 28th Street Linehaul service on a "per service hour" formula, which is \$68.48 per service hour for the 4th Quarter of 2019 (and was \$68.48 for the first 3 quarters.) Based on the hours of service, the Township pays the following "per day" costs:

**Weekday - \$1,232.64   Saturday - \$821.76   Sunday - \$410.88**

Because the costs per day are fixed, the subsidy that is spent per rider is variable based on the volume of riders, the more riders that utilize the service the lower the subsidy per rider paid by the Township. The COVID-19 pandemic caused significant ridership reductions in the 2nd Quarter, resulting in a significant per rider subsidy. It should be noted, however, the Township did receive reduced billing during this quarter, which is not reflected in the service cost numbers. By 4th quarter the per rider subsidy had normalized to and expected level seen in pre-pandemic ridership levels.

### Rapid - 28th Street Weekday Per Rider Cost



### Rapid - 28th Street Saturday Per Rider Cost

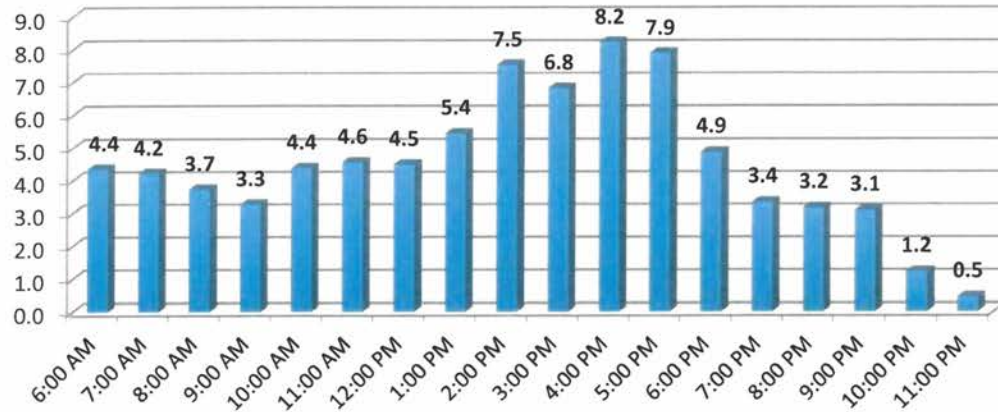


### Rapid - 28th Street Sunday Per Rider Costs



# Rapid 28th Street - FY 2020 4th Quarter Hourly Boarding Data

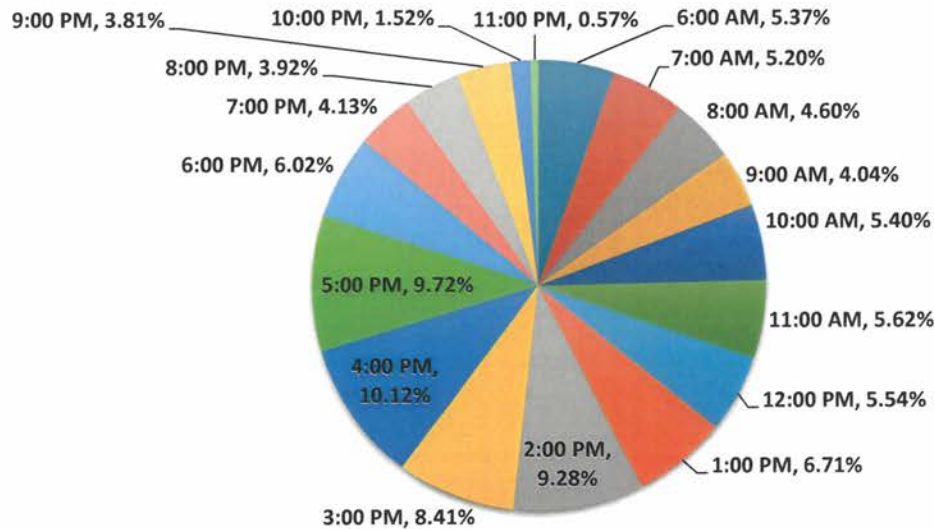
## Average Boardings By Hour (All Days)



The Rapid busses are outfitted with data collection devices that count every boarding in the system. The top chart represents the amount of boardings, per hour of service, for all of the Cascade Township stops. The data collection system does not collect alighting information. It should be noted that the data is for all days (week day and weekend days). The chart continues to follow the same trend seen in previous charts, with peak ridership mid-day.

The bottom chart represents the same data set as the top chart, but expressed as a percentage of total boardings rather than a number. The smallest percentage of boardings happens in the 11 pm hour (0.57%) and the largest occurs in the 4 pm hour (10.12%)

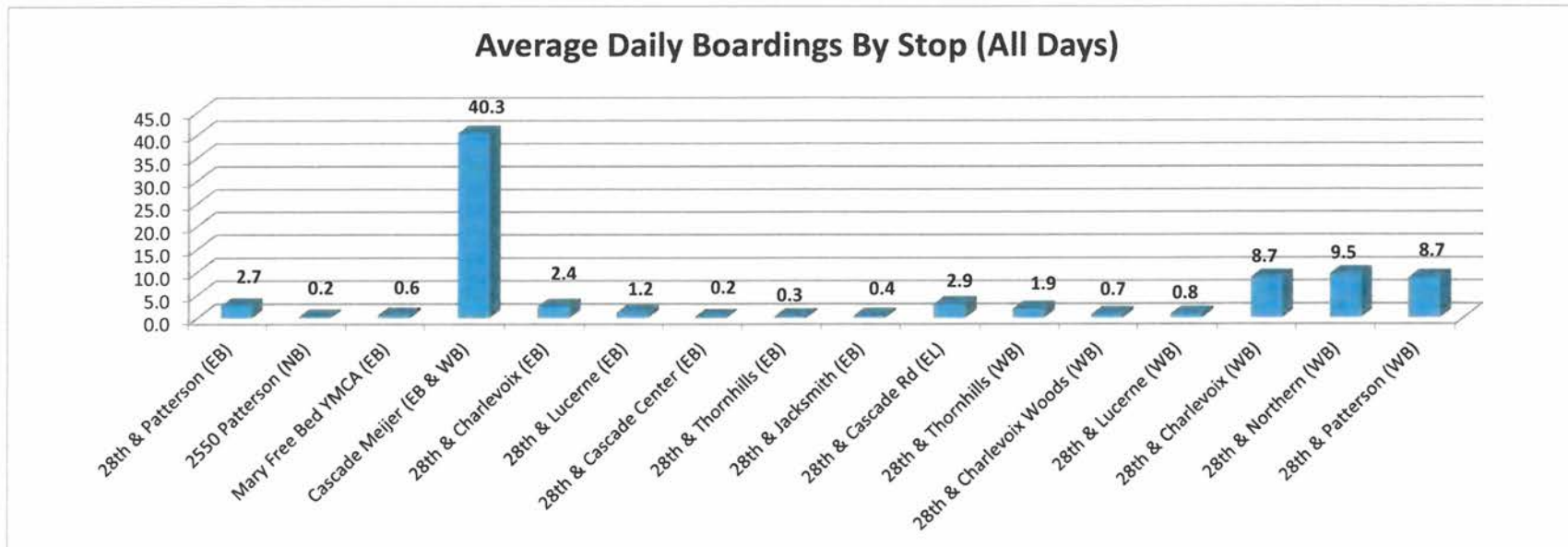
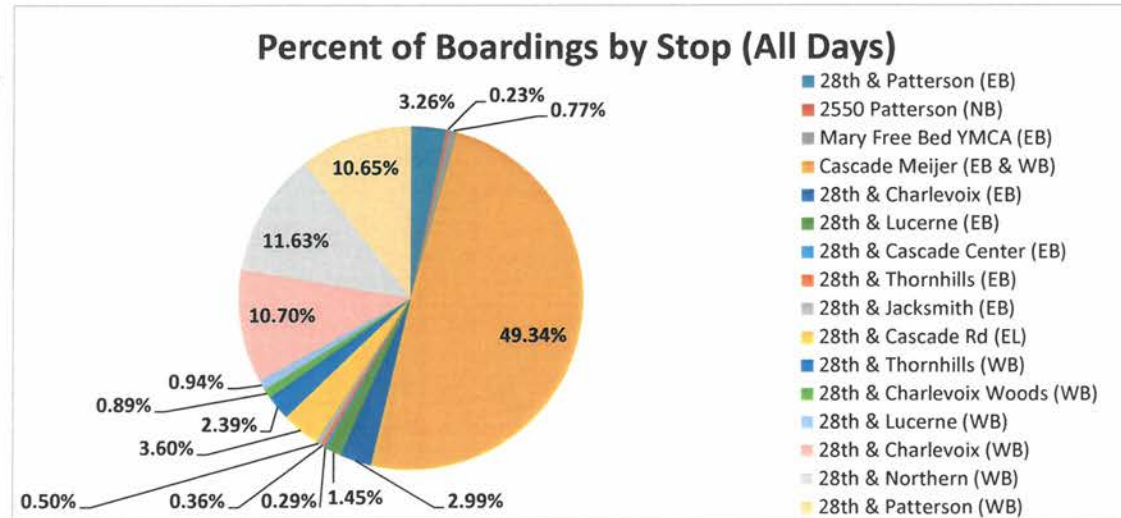
## Percent of Total Boardings (All Days)



# Rapid 28th Street - FY 2020 4th Quarter Stop Boarding Data

The Rapid bus data collection system also collects stop location data for boardings. By far the largest amount of stops occur at the Meijer stop, though it should be noted that this stop is utilized both EB and WB on the route. The boardings patterns shows that the ridership constitutes primarily riders coming into Cascade. It should also be noted that a rider may not board and alight at the same location. Some will alight on an EB stop and board on a WB stop.

The bottom chart represents the same data set as the top chart, but expressed as the average boardings per day for each stop. The Meijer stop has the highest number (40.3) while several stops average less than 5 boardings per day. It should be noted the data represents all weekdays and weekend days.



35	70
104	208
136	272
134	268
141	282
92	184
45	90
56	112
139	278
117	234
111	222
133	266
136	272
85	170
47	94
112	224
91	182
132	264
120	240
120	240
78	156
61	122
142	284
120	240
143	286
176	352
129	258
75	150
54	108
104	208
145	290
148	296
131	262
136	272
111	222
60	120
150	300
97	194
138	276
164	328
106	212
90	180
50	100
93	186
119	238
153	306
111	222
113	226
99	198
55	110
132	264
120	240
135	270
117	234
117	234
85	170
58	116
126	252
126	252
126	252
144	288
139	278
93	186
54	108
119	238
127	254
137	274
137	274
136	272
92	184
54	108
74	148
104	208
96	192
80	160
93	186
63	126
31	62
82	164
35	70
51	102
45	90
55	110

10:00 AM	421	4.7	4.6
11:00 AM	417	4.6	4.6
12:00 PM	483	5.4	5.3
1:00 PM	591	6.6	6.5
2:00 PM	853	9.5	9.4
3:00 PM	868	9.6	9.5
4:00 PM	978	10.9	10.7
5:00 PM	937	10.4	10.3
6:00 PM	437	4.9	4.8
7:00 PM	320	3.6	3.5
8:00 PM	380	4.2	4.2
9:00 PM	426	4.7	4.7
10:00 PM	416	4.6	4.6
11:00 PM	134	1.5	1.5
12:00 AM	34	0.4	0.4
<b>Total</b>	<b>9,118</b>	<b>101.3</b>	<b>100.0</b>

<b>Daily Average</b>	
Average Trips per Weekday	232
Average Trips per Saturday	170
Average Trips per Sunday	98

Stop	Direction	Stop ID	Total Boardings	Boardings/Day	Estimated Alightings/Day	Total Activity	% of the Total
28th and Patterson	EB	9270	307	3.4	3.4	6.8	3.4%
2550 Patterson	EB	9272	21	0.2	0.2	0.5	0.2%
Mary Frne Bed YMCA	EB	9274	124	1.4	1.4	2.8	1.4%
Cascade Meijer	EB/WB	9275	3,364	37.4	37.4	74.8	36.9%
28th and Charlevoix	EB	9277	358	4.0	4.0	8.0	3.9%
28th and Lucerne	EB	9279	197	2.2	2.2	4.4	2.2%
28th and Cascade Center	EB	9281	49	0.5	0.5	1.1	0.5%
28th and Thornhills	WB	9283	54	0.6	0.6	1.2	0.6%
28th and Jacksmith	EB	9284	73	0.8	0.8	1.6	0.8%
28th and Cascade Rd	EB/WB	9286	301	3.3	3.3	6.7	3.3%
28th and Thornhills	WB	9288	283	3.1	3.1	6.3	3.1%
28th and Charlevoix Woods	WB	9290	135	1.5	1.5	3.0	1.5%
28th and Lucerne	WB	9292	106	1.2	1.2	2.4	1.2%
28th and Charlevoix	WB	9294	1,061	11.8	11.8	23.6	11.6%
28th and Northern	WB	9298	1,493	16.6	16.6	33.2	16.4%
28th and Patterson	WB	9300	1,192	13.2	13.2	26.5	13.1%
<b>Total</b>			<b>9,118</b>	<b>101.3</b>	<b>101.3</b>	<b>202.6</b>	<b>100.0%</b>

32	64
44	88
35	70
39	78
34	68
38	76
29	58
36	72
31	62
34	68
33	66
35	70
48	96
35	70
21	42
44	88
20	40
29	58
33	66
54	108
29	58
23	46
54	108
33	66
48	96
42	84
62	124
36	72
28	56
40	80
33	66
45	90
60	120
53	106
30	60
10	20
46	92
56	112
50	100
14	28
66	132
43	86
19	38
46	92
35	70
55	110
43	86
62	124
38	76
17	34
<b>Service - Memorial Day</b>	
59	118
60	120
77	154
60	120
42	84
22	44
60	120
64	128
81	162
103	206
90	180
51	102
43	86
81	162
77	154
67	134
84	168
85	170
61	122
36	72
83	166
75	150
84	168
80	160
89	178
72	144
42	84
86	172
73	146
80	160
60	120
84	168

10:00 AM	246	2.7	5.4
11:00 AM	281	3.1	6.2
12:00 PM	289	3.2	6.4
1:00 PM	418	4.6	9.2
2:00 PM	505	5.6	11.1
3:00 PM	416	4.6	9.1
4:00 PM	573	6.4	12.6
5:00 PM	586	6.5	12.9
6:00 PM	203	2.3	4.5
7:00 PM	112	1.2	2.5
8:00 PM	88	1.0	1.9
9:00 PM	70	0.8	1.5
10:00 PM	3	0.0	0.1
11:00 PM	0	0.0	0.0
12:00 AM	0	0.0	0.0
<b>Total</b>	<b>4,551</b>	<b>50.6</b>	<b>100.0</b>

<b>Daily Average</b>	
Average Trips per Weekday	113
Average Trips per Saturday	88
Average Trips per Sunday	57

Stop	Direction	Stop ID	Total Boardings	Boardings/Day	Estimated Alightings/Day	Total Activity	% of the Total
28th and Patterson	EB	9270	212	2.4	2.4	4.7	4.7%
2550 Patterson	EB	9272	19	0.2	0.2	0.4	0.4%
Mary Free Bed YMCA	EB	9274	8	0.1	0.1	0.2	0.2%
Cascade Meijer	EB/WB	9275	2,012	22.4	22.4	44.7	44.2%
28th and Charlevoix	EB	9277	187	2.1	2.1	4.2	4.1%
28th and Lucerne	EB	9279	65	0.7	0.7	1.4	1.4%
28th and Cascade Center	EB	9281	9	0.1	0.1	0.2	0.2%
28th and Thornhills	WB	9283	12	0.1	0.1	0.3	0.3%
28th and Jacksmith	EB	9284	8	0.1	0.1	0.2	0.2%
28th and Cascade Rd	EB/WB	9286	159	1.8	1.8	3.5	3.5%
28th and Thornhills	WB	9288	86	1.0	1.0	1.9	1.9%
28th and Charlevoix Woods	WB	9290	25	0.3	0.3	0.6	0.5%
28th and Lucerne	WB	9292	28	0.3	0.3	0.6	0.6%
28th and Charlevoix	WB	9294	616	6.8	6.8	13.7	13.5%
28th and Northern	WB	9298	521	5.8	5.8	11.6	11.4%
28th and Patterson	WB	9300	584	6.5	6.5	13.0	12.8%
<b>Total</b>			<b>4,551</b>	<b>50.6</b>	<b>50.6</b>	<b>101.1</b>	<b>100.0%</b>

46	106
105	205
112	218
117	237
106	210
154	265
90	180
50	94
112	250
100	190
119	246
108	217
120	246
88	180
42	80
99	189
117	235
129	236
104	203
119	219
87	171
61	137
100	185
119	236
90	179
122	250
115	225
41	83
42	83
96	196
107	207
99	195
103	213
100	189
74	134
53	100
93	175
96	185
109	204
95	187
104	197
73	133
157	222
111	210
72	147
64	136
103	203
106	207
53	109
70	139
94	180
96	196
82	180
91	189
99	198
73	152
56	112
103	208
104	206
99	208
143	249
117	244
73	138
45	94
<b>No service - Labor Day</b>	
94	179
101	205
97	183
108	204
83	161
44	84
112	217
104	215
145	285
108	207
96	190
68	131
45	95
104	196
68	148
98	193
110	221
120	239

10:00 AM	439	4.9	5.4
11:00 AM	534	5.9	6.6
12:00 PM	436	4.8	5.4
1:00 PM	647	7.2	8.0
2:00 PM	690	7.7	8.5
3:00 PM	629	7.0	7.8
4:00 PM	724	8.0	9.0
5:00 PM	755	8.4	9.3
6:00 PM	546	6.1	6.8
7:00 PM	385	4.3	4.8
8:00 PM	325	3.6	4.0
9:00 PM	375	4.2	4.6
10:00 PM	23	0.3	0.3
11:00 PM	0	0.0	0.0
12:00 AM	0	0.0	0.0
<b>Total</b>	<b>8,078</b>	<b>89.8</b>	<b>100.0</b>

<b>Daily Average</b>	
Average Trips per Weekday	207
Average Trips per Saturday	143
Average Trips per Sunday	109

Stop	Direction	Stop ID	Total Boardings	Boardings/Day	Total Alightings	Alightings/Day	Total Activity	% of the Total
28th and Patterson	EB	9270	236	2.6	1,110	12.3	15.0	8.1%
2550 Patterson	EB	9272	14	0.2	159	1.8	1.9	1.0%
Mary Free Bed YMCA	EB	9274	63	0.7	83	0.9	1.6	0.9%
Cascade Meijer	EB/WB	9275	4,508	50.1	4,555	50.6	100.7	54.7%
28th and Charlevoix	EB	9277	246	2.7	1,205	13.4	16.1	8.8%
28th and Lucerne	EB	9279	86	1.0	242	2.7	3.6	2.0%
28th and Cascade Center	EB	9281	11	0.1	105	1.2	1.3	0.7%
28th and Thornhills	WB	9283	15	0.2	139	1.5	1.7	0.9%
28th and Jackumith	EB	9284	42	0.5	69	0.8	1.2	0.7%
28th and Cascade Rd	EB/WB	9286	354	3.9	311	3.5	7.4	4.0%
28th and Thornhills	WB	9288	191	2.1	116	1.3	3.4	1.9%
28th and Charlevoix Woods	WB	9290	59	0.7	3	0.0	0.7	0.4%
28th and Lucerne	WB	9292	57	0.6	9	0.1	0.7	0.4%
28th and Charlevoix	WB	9294	820	9.1	63	0.7	9.8	5.3%
28th and Northern	WB	9298	656	7.3	160	1.8	9.1	4.9%
28th and Patterson	WB	9300	720	8.0	160	1.8	9.8	5.3%
<b>Total</b>			<b>8,078</b>	<b>89.8</b>	<b>8,489</b>	<b>94.3</b>	<b>184.1</b>	<b>100.0%</b>

100	205
92	182
260	557
105	210
135	251
82	163
27	71
101	195
99	200
84	159
102	210
111	205
71	135
42	86
117	227
91	172
80	161
109	208
88	174
160	272
38	75
76	148
105	200
83	154
112	217
102	186
54	114
39	84
112	222
75	155
72	146
113	224
90	185
73	161
38	81
103	205
93	174
116	207
119	226
93	187
75	145
40	82
93	173
83	161
95	190
110	211
113	206
85	163
26	50
98	197
120	242
88	169
<i>service - Thanksgiving Day</i>	
310	664
71	131
41	82
87	171
329	758
87	170
60	137
79	146
102	189
95	75
79	178
94	186
189	344
98	205
71	141
51	100
19	41
88	178
49	94
94	176
64	119
106	201
51	97
37	82
46	98
72	155
97	195
65	119
<i>service - Christmas Day</i>	
93	179

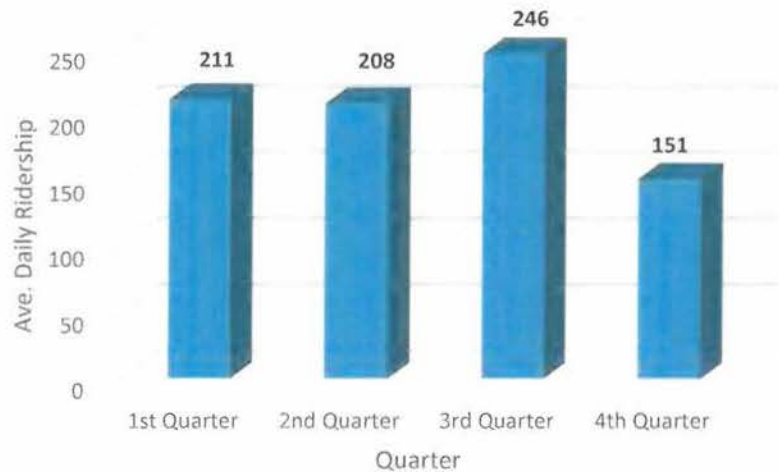
10:00 AM	495	5.5	6.1
11:00 AM	434	4.8	5.4
12:00 PM	433	4.8	5.4
1:00 PM	512	5.7	6.4
2:00 PM	702	7.8	8.7
3:00 PM	579	6.4	7.2
4:00 PM	724	8.0	9.0
5:00 PM	602	6.7	7.5
6:00 PM	596	6.6	7.4
7:00 PM	406	4.5	5.0
8:00 PM	367	4.1	4.6
9:00 PM	259	2.9	3.2
10:00 PM	7	0.1	0.1
11:00 PM	0	0.0	0.0
12:00 AM	0	0.0	0.0
<b>Total</b>	<b>8,054</b>	<b>89.5</b>	<b>100.0</b>

<b>Daily Average</b>	
Average Trips per Weekday	207
Average Trips per Saturday	145
Average Trips per Sunday	73

Stop	Direction	Stop ID	Total Boardings	Boardings/Day	Total Alightings	Alightings/Day	Total Activity	% of the Total
28th and Patterson	EB	9270	216	2.4	1,179	13.1	15.5	0.6%
2550 Patterson	EB	9272	16	0.2	132	1.5	1.6	0.9%
Mary Free Red YMCA	EB	9274	34	0.4	66	0.7	1.1	0.6%
Cascade Meijer	EB/WB	9275	4,821	53.6	4,584	50.9	104.5	58.0%
28th and Charlevoix	EB	9277	101	1.1	1,021	11.3	12.5	6.9%
28th and Lucerne	EB	9279	85	0.9	252	2.8	3.7	2.1%
28th and Cascade Center	EB	9281	17	0.2	97	1.1	1.3	0.7%
28th and Thornhills	WB	9283	27	0.3	149	1.7	2.0	1.1%
28th and Jacksmith	EB	9284	25	0.3	42	0.5	0.7	0.4%
28th and Cascade Rd	EB/WB	9285	260	2.9	255	2.8	5.7	3.2%
28th and Thornhills	WB	9288	151	1.7	40	0.4	2.1	1.2%
28th and Charlevoix Woods	WB	9290	46	0.5	3	0.0	0.5	0.3%
28th and Lucerne	WB	9292	89	1.0	3	0.0	1.0	0.6%
28th and Charlevoix	WB	9294	692	7.7	47	0.5	8.2	4.6%
28th and Northern	WB	9298	796	8.8	143	1.6	10.4	5.8%
28th and Patterson	WB	9300	678	7.5	148	1.6	9.2	5.1%
<b>Total</b>			<b>8,054</b>	<b>89.5</b>	<b>8,161</b>	<b>90.7</b>	<b>180.2</b>	<b>100.0%</b>

# Rapid 28th Street - FY2019 4th Quarter Ridership Data

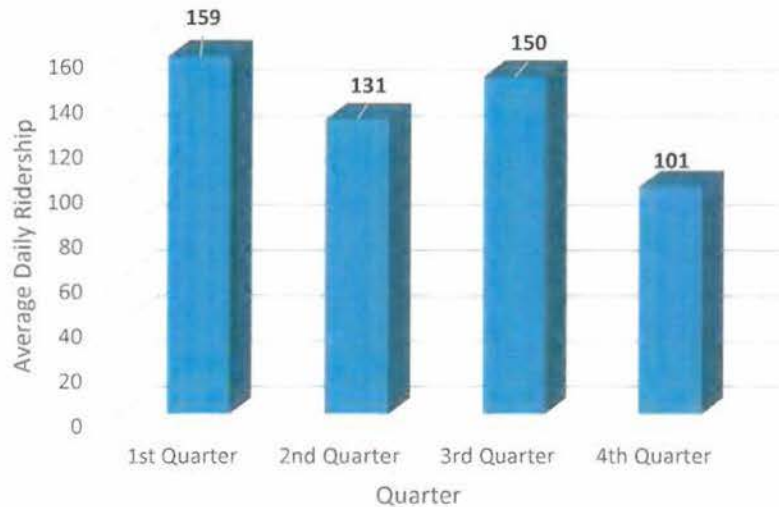
### Rapid - 28th Street Weekday Ridership



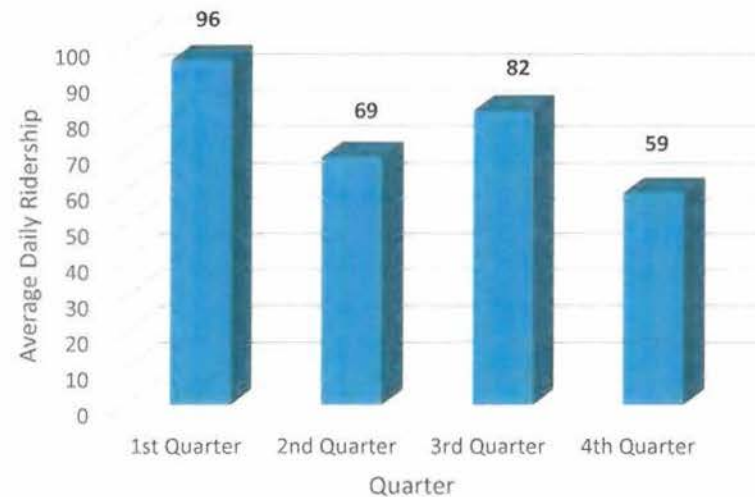
The Rapid collects realtime boarding data and no longer relies on sampling estimates. Alightings are still estimated, with one alighting estimated per boarding. The riders summary is charted on this sheet, while actual rider data and ridership logs are available upon request. Based on data from 2018 and 2019, it appears the ridership has matured, and changes in ridership patterns are due more to changes along the route than the availability of the service.

Through 3rd Quarter 2019, average weekday ridership has begun to creep up again after two quarters of down ridership. The decrease in ridership is more than likely related to the closure of businesses (i.e. Teleperformance) with high ridership numbers. First and second quarter numbers were also likely effected by a colder then normal winter and wetter then normal spring, which can effect the number of "voluntary" riders.

### Rapid - 28th Street Saturday Ridership



### Rapid - 28th Street Sunday Ridership

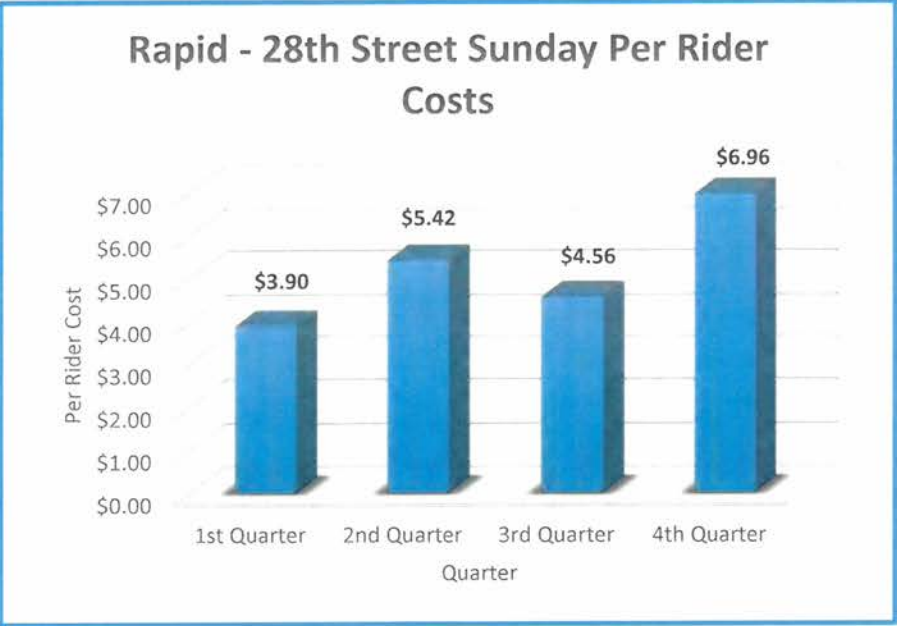
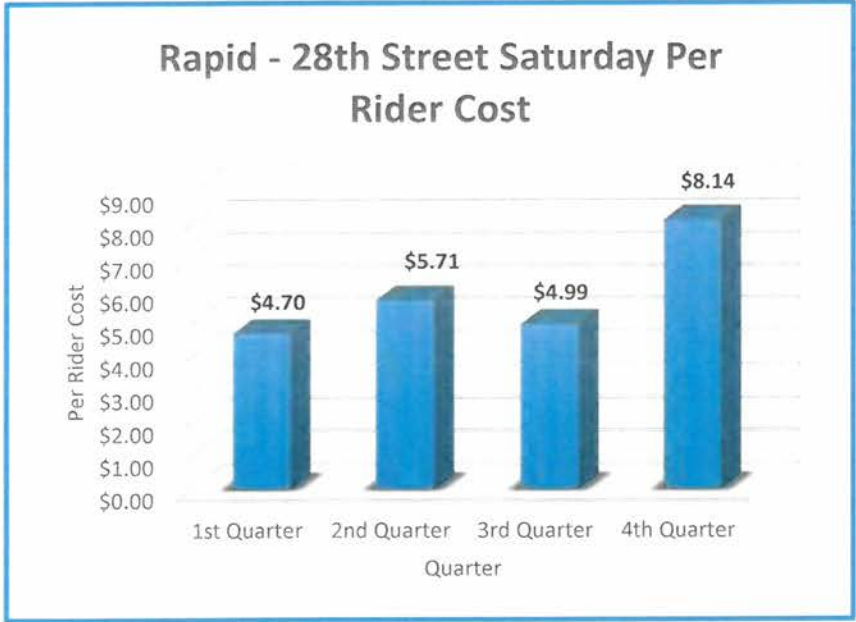
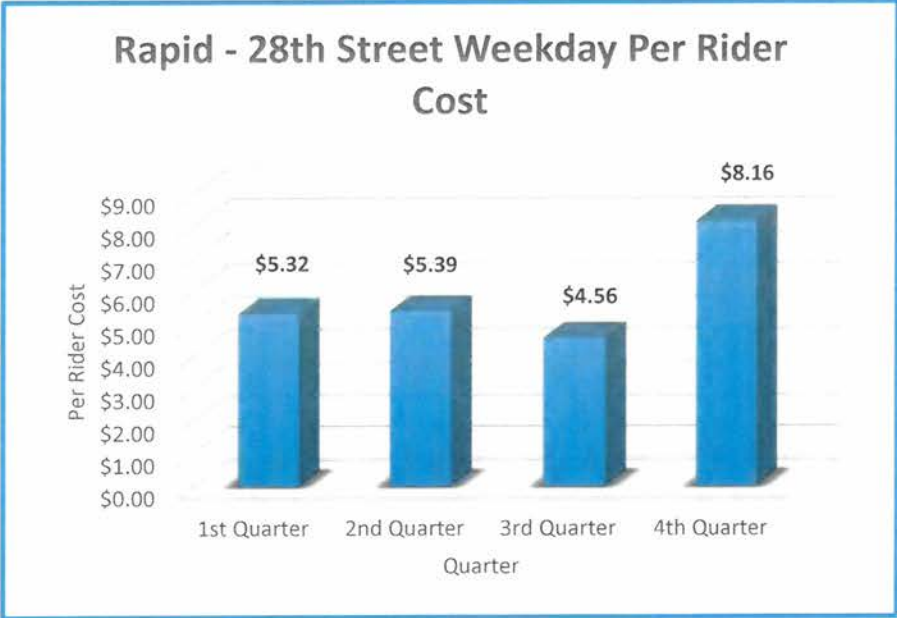


# Rapid 28th Street - FY2019 4th Quarter Financial Data

Cascade Township funds the 28th Street Linehaul service on a "per service hour" formula, which is \$68.48 per service hour for the 4th Quarter of 2019 (and was \$62.34 for the first 3 quarters.) Based on the hours of service, the Township pays the following "per day" costs:

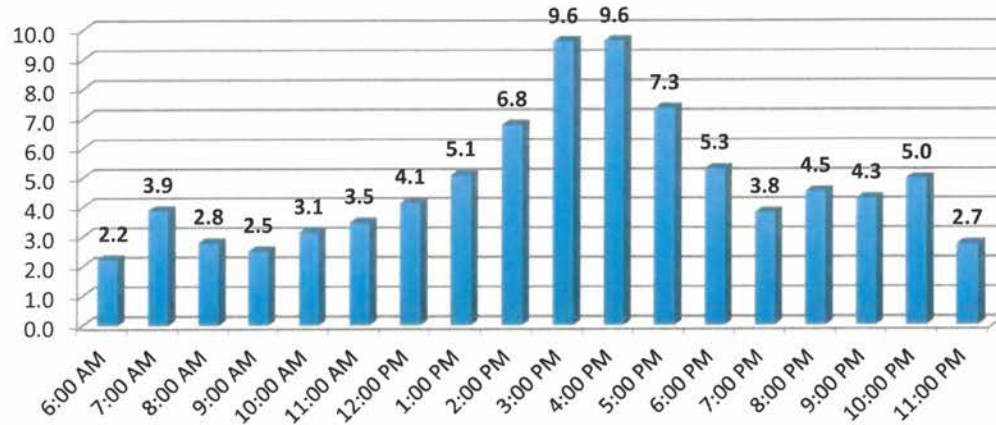
**Weekday - \$1,232.64   Saturday - \$821.76   Sunday - \$410.88**

Because the costs per day are fixed, the subsidy that is spent per rider is variable based on the volume of riders, the more riders that utilize the service the lower the subsidy per rider paid by the Township. In 4th Quarter 2019 the per ride subsidy for weekdays was significantly higher than in the previous 3 quarters this is due to two items, the amount of riders decreasing, and the cost charged by ITP to the Township increasing. You will see similar increases to both the Saturday and Sunday subsidy per rider as well.



# Rapid 28th Street - FY 2019 4th Quarter Hourly Boarding Data

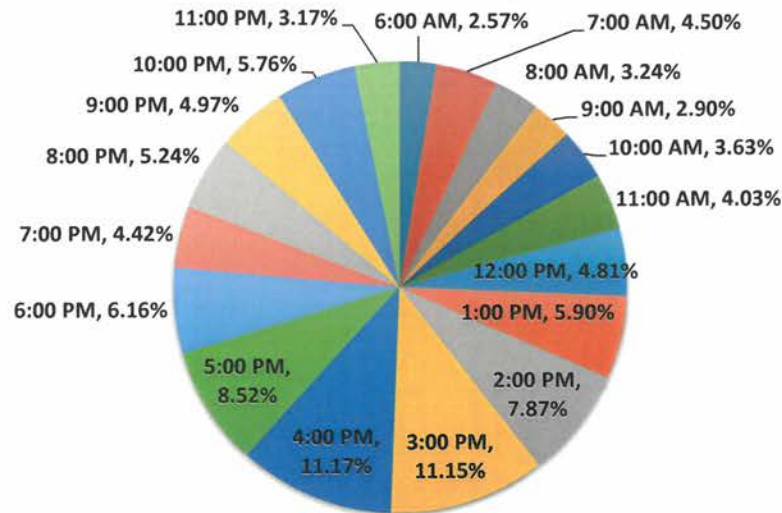
## Average Boardings By Hour (All Days)



The Rapid busses are outfitted with data collection devices that count every boarding in the system. The top chart represents the amount of boardings, per hour of service, for all of the Cascade Township stops. The data collection system does not collect alighting information. It should be noted that the data is for all days (week day and weekend days). The chart continues to follow the same trend seen in previous charts, with peak ridership mid-day.

The bottom chart represents the same data set as the top chart, but expressed as a percentage of total boardings rather than a number. The smallest percentage of boardings happens in the 6 am hour (2.57%) and the largest occurs in the 4 pm hour (11.75%)

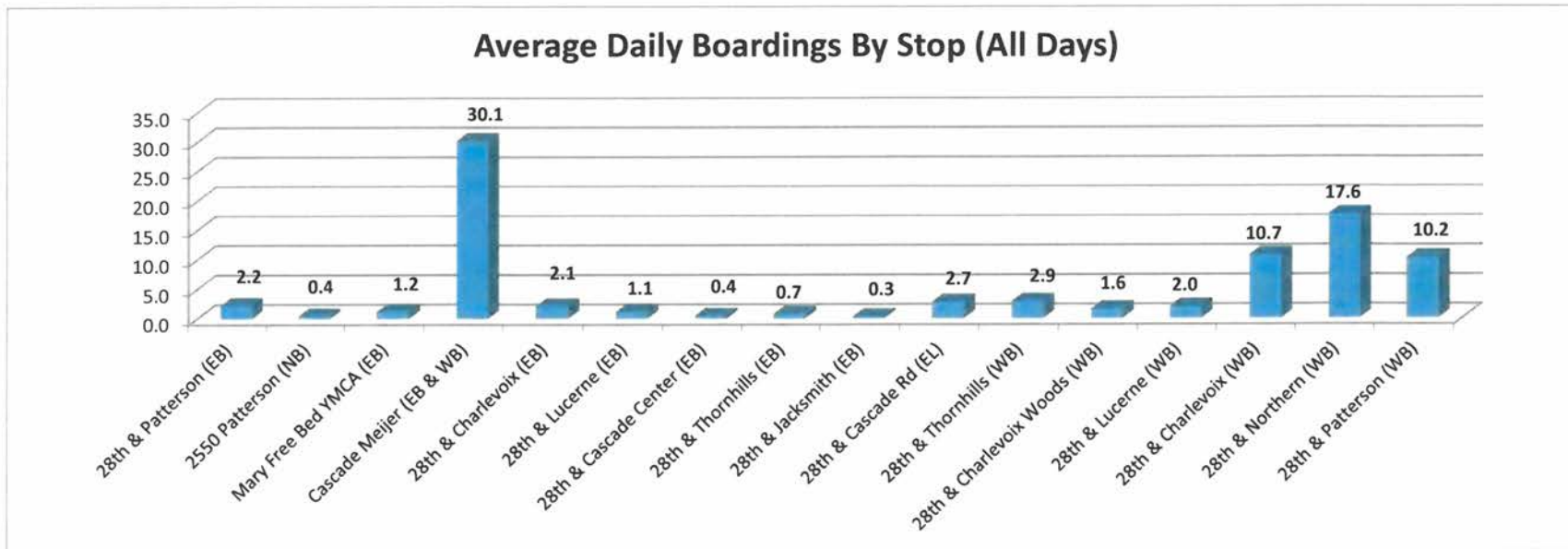
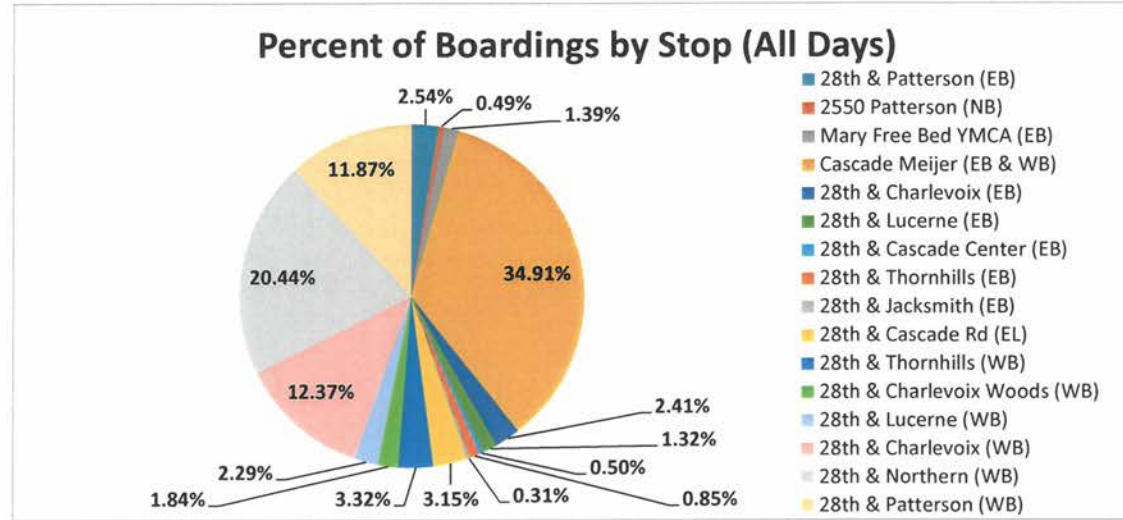
## Percent of Total Boardings (All Days)



# Rapid 28th Street - FY 2019 4th Quarter Stop Boarding Data

The Rapid bus data collection system also collects stop location data for boardings. By far the largest amount of stops occur at the Meijer stop, though it should be noted that this stop is utilized both EB and WB on the route. The boardings patterns shows that the ridership constitutes primarily riders coming into Cascade. It should also be noted that a rider may not board and alight at the same location. Some will alight on an EB stop and board on a WB stop.

The bottom chart represents the same data set as the top chart, but expressed as the average boardings per day for each stop. The Meijer stop has the highest number (30.1) while several stops average less than 5 boardings per day. It should be noted the data represents all weekdays and weekend days.



87	174
45	90
90	180
110	220
121	242
121	242
119	238
76	152
49	98
89	178
93	186
94	188
99	198
115	230
62	124
40	80
59	118
72	144
109	218
123	246
103	206
79	158
48	96
65	130
46	92
39	78
68	136
84	168
66	132
49	98
83	166
88	176
117	234
105	210
94	188
75	150
44	88
119	238
93	186
129	258
124	248
106	212
89	178
45	90
88	176
104	208
119	238
114	228
115	230
80	160
34	68
90	180
95	190
95	190
119	238
107	214
100	200
85	170
80	160
67	134
102	204
129	258
117	234
88	176
47	94
110	220
136	272
134	268
133	266
117	234
80	160
41	82
123	246
116	232
120	240
138	276
123	246
62	124
42	84
112	224
101	202
165	330
118	236

10:00 AM	214	2.4	2.6
11:00 AM	309	3.4	3.7
12:00 PM	370	4.1	4.5
1:00 PM	526	5.8	6.3
2:00 PM	653	7.3	7.9
3:00 PM	891	9.9	10.7
4:00 PM	957	10.6	11.5
5:00 PM	687	7.6	8.3
6:00 PM	540	6.0	6.5
7:00 PM	398	4.4	4.8
8:00 PM	474	5.3	5.7
9:00 PM	451	5.0	5.4
10:00 PM	521	5.8	6.3
11:00 PM	232	2.6	2.8
12:00 AM	0	0.0	0.0
<b>Total</b>	<b>8,299</b>	<b>92.2</b>	<b>100.0</b>

<b>Daily Average</b>	
Average Trips per Weekday	211
Average Trips per Saturday	159
Average Trips per Sunday	96

Stop	Direction	Stop ID	Total Boardings	Boardings/Day	Estimated Alightings/Day	Total Activity	% of the Total
28th and Patterson	EB	9270	180	2.0	2.0	4.0	2.2%
2550 Patterson	EB	9272	31	0.3	0.3	0.7	0.4%
Mary Free Bed YMCA	EB	9274	112	1.3	1.3	2.5	1.3%
Cascade Meijer	EB/WB	9275	2,827	31.8	31.8	63.5	34.1%
28th and Charlevoix	EB	9277	147	1.7	1.7	3.3	1.8%
28th and Lucerne	EB	9279	152	1.7	1.7	3.4	1.8%
28th and Cascade Center	EB	9281	47	0.5	0.5	1.1	0.6%
28th and Thornhills	WB	9283	88	1.0	1.0	2.0	1.1%
28th and Jacksmith	EB	9284	21	0.2	0.2	0.5	0.3%
28th and Cascade Rd	EB/WB	9286	254	2.9	2.9	5.7	3.1%
28th and Thornhills	WB	9288	339	3.8	3.8	7.6	4.1%
28th and Charlevoix Woods	WB	9290	106	1.2	1.2	2.4	1.3%
28th and Lucerne	WB	9292	258	2.9	2.9	5.8	3.1%
28th and Charlevoix	WB	9294	1,184	13.3	13.3	26.6	14.3%
28th and Northern	WB	9298	1,624	18.2	18.2	36.5	19.6%
28th and Patterson	WB	9300	929	10.4	10.4	20.9	11.2%
<b>Total</b>			<b>8,299</b>	<b>93.2</b>	<b>93.2</b>	<b>186.5</b>	<b>100.0%</b>

116	232
82	164
37	74
101	202
88	176
112	224
107	214
100	200
70	140
36	72
97	194
126	252
97	194
119	238
102	204
78	156
22	44
104	208
76	152
72	144
101	202
92	184
74	148
35	70
87	174
88	176
79	158
109	218
27	54
68	136
24	48
86	172
98	196
106	212
111	222
159	318
63	126
27	54
84	168
99	198
88	176
130	260
103	206
67	134
32	64
96	192
72	144
114	228
124	248
111	222
30	60
36	72
<b>Memorial Day - NO SERVICE</b>	
104	208
96	192
77	154
109	218
58	116
29	58
95	190
93	186
122	244
112	224
117	234
69	138
31	62
77	154
100	200
168	336
75	150
97	194
62	124
46	92
101	202
103	206
112	224
112	224
101	202
58	116
42	84
112	224
149	298
123	246

10:00 AM	321	3.6	4.0
11:00 AM	373	4.1	4.7
12:00 PM	395	4.4	5.0
1:00 PM	447	5.0	5.6
2:00 PM	571	6.3	7.2
3:00 PM	907	10.1	11.4
4:00 PM	886	9.8	11.2
5:00 PM	634	7.0	8.0
6:00 PM	504	5.6	6.3
7:00 PM	331	3.7	4.2
8:00 PM	426	4.8	5.4
9:00 PM	386	4.3	4.9
10:00 PM	429	4.8	5.4
11:00 PM	298	3.3	3.8
12:00 AM	7	0.1	0.1
<b>Total</b>	<b>7,944</b>	<b>88.3</b>	<b>100.0</b>

<b>Daily Average</b>	
Average Trips per Weekday	208
Average Trips per Saturday	131
Average Trips per Sunday	69

Stop	Direction	Stop ID	Total Boardings	Boardings/Day	Estimated Alightings/Day	Total Activity	% of the Total
28th and Patterson	EB	9270	225	2.5	2.5	5.1	2.8%
2550 Patterson	EB	9272	43	0.5	0.5	1.0	0.5%
Mary Free Bed YMCA	EB	9274	110	1.2	1.2	2.5	1.4%
Cascade Meijer	EB/WB	9275	2,820	31.7	31.7	63.4	35.5%
28th and Charlevoix	EB	9277	87	1.0	1.0	2.0	1.1%
28th and Lucerne	EB	9279	73	0.8	0.8	1.6	0.9%
28th and Cascade Center	EB	9281	37	0.4	0.4	0.8	0.5%
28th and Thornhills	WB	9283	65	0.7	0.7	1.5	0.8%
28th and Jacksmith	EB	9284	16	0.2	0.2	0.4	0.2%
28th and Cascade Rd	EB/WB	9286	212	2.4	2.4	4.8	2.7%
28th and Thornhills	WB	9288	296	3.3	3.3	6.7	3.7%
28th and Charlevoix Woods	WB	9290	165	1.9	1.9	3.7	2.1%
28th and Lucerne	WB	9292	187	2.1	2.1	4.2	2.4%
28th and Charlevoix	WB	9294	1,028	11.6	11.6	23.1	12.9%
28th and Northern	WB	9298	1,641	18.4	18.4	36.9	20.7%
28th and Patterson	WB	9300	939	10.6	10.6	21.1	11.8%
<b>Total</b>			<b>7,944</b>	<b>89.3</b>	<b>89.3</b>	<b>178.5</b>	<b>100.0%</b>

118	236
56	112
42	84
135	270
115	230
136	272
107	214
135	270
81	162
52	104
155	310
110	220
132	264
248	496
173	346
141	282
38	76
101	202
98	196
101	202
118	236
126	252
77	154
54	108
123	246
115	230
132	264
118	236
148	296
83	166
41	82
113	226
120	240
93	186
101	202
134	268
60	120
45	90
123	246
111	222
115	230
139	278
97	194
78	156
40	80
131	262
81	162
135	270
112	224
139	278
58	116
48	96
90	180
133	266
162	324
140	280
125	250
85	170
40	80
<b>abor Day - NO SERVICE</b>	
136	272
114	228
138	276
124	248
59	118
42	84
112	224
96	192
109	218
127	254
112	224
67	134
31	62
106	212
104	208
127	254
95	190
102	204
53	106
35	70
139	278
91	182
111	222

10:00 AM	389	4.3	4.2
11:00 AM	357	4.0	3.8
12:00 PM	460	5.1	4.9
1:00 PM	535	5.9	5.7
2:00 PM	713	7.9	7.6
3:00 PM	1,090	12.1	11.7
4:00 PM	1,011	11.2	10.8
5:00 PM	830	9.2	8.9
6:00 PM	561	6.2	6.0
7:00 PM	401	4.5	4.3
8:00 PM	477	5.3	5.1
9:00 PM	421	4.7	4.5
10:00 PM	541	6.0	5.8
11:00 PM	327	3.6	3.5
12:00 AM	8	0.1	0.1
<b>Total</b>	<b>9,347</b>	<b>103.9</b>	<b>100.0</b>

<b>Daily Average</b>	
Average Trips per Weekday	246
Average Trips per Saturday	150
Average Trips per Sunday	82

Stop	Direction	Stop ID	Total Boardings	Boardings/Day	Estimated Alightings/Day	Total Activity	% of the Total
28th and Patterson	EB	9270	238	2.7	2.7	5.3	2.5%
2550 Patterson	EB	9272	48	0.5	0.5	1.1	0.5%
Mary Free Bed YMCA	EB	9274	141	1.6	1.6	3.2	1.5%
Cascade Meijer	EB/WB	9275	3,213	36.1	36.1	72.2	34.4%
28th and Charlevoix	EB	9277	341	3.8	3.8	7.7	3.6%
28th and Lucerne	EB	9279	147	1.7	1.7	3.3	1.6%
28th and Cascade Center	EB	9281	50	0.6	0.6	1.1	0.5%
28th and Thornhills	WB	9283	65	0.7	0.7	1.5	0.7%
28th and Jacksmith	EB	9284	30	0.3	0.3	0.7	0.3%
28th and Cascade Rd	EB/WB	9286	283	3.2	3.2	6.4	3.0%
28th and Thornhills	WB	9288	245	2.8	2.8	5.5	2.6%
28th and Charlevoix Woods	WB	9290	214	2.4	2.4	4.8	2.3%
28th and Lucerne	WB	9292	200	2.2	2.2	4.5	2.1%
28th and Charlevoix	WB	9294	1,051	11.8	11.8	23.6	11.2%
28th and Northern	WB	9298	2,051	23.0	23.0	46.1	21.9%
28th and Patterson	WB	9300	1,030	11.6	11.6	23.1	11.0%
<b>Total</b>			<b>9,347</b>	<b>105.0</b>	<b>105.0</b>	<b>210.0</b>	<b>100.0%</b>

52	104
38	76
95	190
127	254
94	188
145	290
69	138
64	128
31	62
89	178
98	196
87	174
80	160
96	192
66	132
38	76
68	136
90	180
73	146
84	168
113	226
50	100
36	72
102	204
96	192
76	152
66	132
91	182
83	166
47	94
85	170
102	204
56	112
61	122
84	168
51	102
35	70
94	188
92	184
72	144
60	120
74	148
45	90
31	62
60	120
49	98
74	148
65	130
63	126
37	74
20	40
90	180
62	124
52	104
<b>onksgiving - NO SERVICE</b>	
59	118
22	44
22	44
57	114
73	146
68	136
55	110
76	152
43	86
21	42
56	112
54	108
40	80
60	120
76	152
48	96
25	50
72	144
57	114
58	116
72	144
55	110
51	102
20	40
60	120
37	74
<b>istmas Day - NO SERVICE</b>	

10:00 AM	219	2.4	3.7
11:00 AM	228	2.5	3.9
12:00 PM	287	3.2	4.9
1:00 PM	348	3.9	5.9
2:00 PM	538	6.0	9.1
3:00 PM	619	6.9	10.5
4:00 PM	660	7.3	11.2
5:00 PM	529	5.9	9.0
6:00 PM	333	3.7	5.7
7:00 PM	260	2.9	4.4
8:00 PM	270	3.0	4.6
9:00 PM	306	3.4	5.2
10:00 PM	320	3.6	5.4
11:00 PM	133	1.5	2.3
12:00 AM	7	0.1	0.1
<b>Total</b>	<b>5,886</b>	<b>65.4</b>	<b>100.0</b>

<b>Daily Average</b>	
Average Trips per Weekday	151
Average Trips per Saturday	101
Average Trips per Sunday	59

Stop	Direction	Stop ID	Total Boardings	Boardings/Day	Estimated Alightings/Day	Total Activity	% of the Total
28th and Patterson	EB	9270	155	1.7	1.7	3.5	2.6%
2550 Patterson	EB	9272	32	0.4	0.4	0.7	0.5%
Mary Free Bed YMCA	EB	9274	74	0.8	0.8	1.7	1.3%
Cascade Meijer	EB/WB	9275	2,128	23.9	23.9	47.8	36.2%
28th and Charlevoix	EB	9277	184	2.1	2.1	4.1	3.1%
28th and Lucerne	EB	9279	44	0.5	0.5	1.0	0.7%
28th and Cascade Center	EB	9281	24	0.3	0.3	0.5	0.4%
28th and Thornhills	WB	9283	51	0.6	0.6	1.1	0.9%
28th and Jacksmith	EB	9284	31	0.3	0.3	0.7	0.5%
28th and Cascade Rd	EB/WB	9286	243	2.7	2.7	5.5	4.1%
28th and Thornhills	WB	9288	165	1.9	1.9	3.7	2.8%
28th and Charlevoix Woods	WB	9290	95	1.1	1.1	2.1	1.6%
28th and Lucerne	WB	9292	75	0.8	0.8	1.7	1.3%
28th and Charlevoix	WB	9294	630	7.1	7.1	14.2	10.7%
28th and Northern	WB	9298	1,117	12.6	12.6	25.1	19.0%
28th and Patterson	WB	9300	838	9.4	9.4	18.8	14.2%
<b>Total</b>			<b>5,886</b>	<b>66.1</b>	<b>66.1</b>	<b>132.3</b>	<b>100.0%</b>

# Rapid 28th Street - FY2018 4th Quarter Ridership Data

Rapid - 28th Street Weekday Ridership



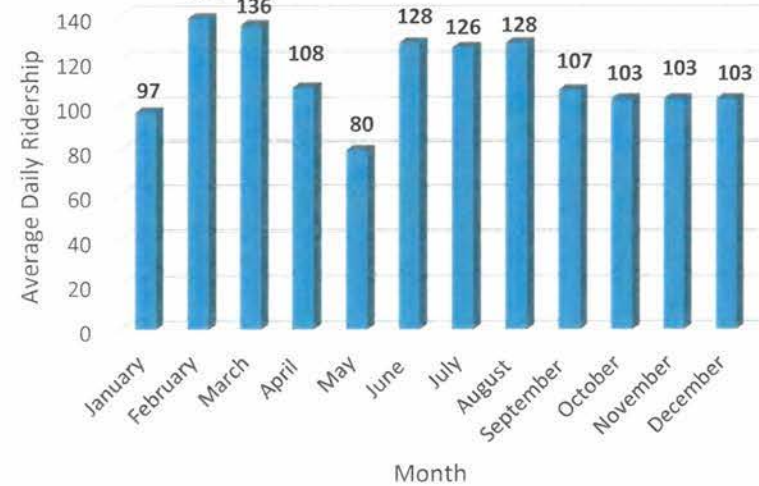
Beginning in December 2016, the Rapid began collecting realtime boarding data and no longer relies on sampling estimates. Alightings are still estimated, with one alighting estimated per boarding. The riders summary is charted on this sheet, while actual rider data is included in the back of this report. Ridership logs are available upon request. Beginning in 4th Quarter we now receive quarterly ridership numbers rather than monthly. The Oct/Nov/Dec numbers are an average

Through 4th Quarter 2018, average weekday ridership peaked in Feb with an average of 325 riders (one-way trips) per day. Saturday and Sunday ridership also peaked in Feb with 220 and 139 respective riders per day. An unseasonably mild February may help explain the uptick in riders for that month. Ridership numbers have decreased from July - Dec, a trend that may be partially explained by the closure of Teleperformance, whom had several regular riders.

Rapid - 28th Street Saturday Ridership



Rapid - 28th Street Sunday Ridership



# Rapid 28th Street - FY2018 4th Quarter Financial Data

Cascade Township funds the 28th Street Linehaul service on a "per service hour" formula, which is \$63.68 per service hour for the current contract (and was \$68.05 in 2017.) Based on the hours of service, the Township pays the following "per day" costs:

**Weekday - \$1,146.24    Saturday - \$764.16    Sunday - \$382.08**

Because the costs per day are fixed, the subsidy that is spent per rider is variable based on the volume of riders, the more riders that utilize the service the lower the subsidy per rider paid by the Township. Through the 4th Quarter 2018 the subsidy per rider was lowest in Feb when the highest ridership was realized. With ridership dipping at the end of the quarter, the subsidy has increased. In 2017 the per rider subsidy reached a weekday low of \$3.01 in May.

### Rapid - 28th Street Weekday Per Rider Cost



### Rapid - 28th Street Saturday Per Rider Cost

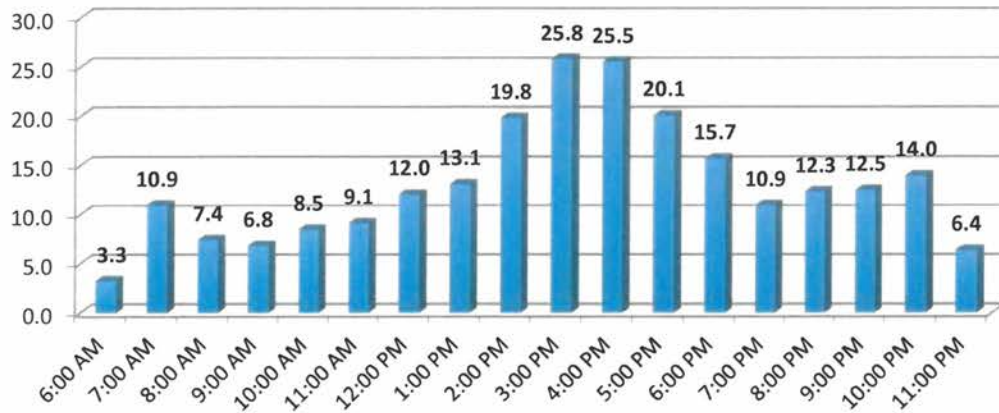


### Rapid - 28th Street Sunday Per Rider Costs



# Rapid 28th Street - FY 2018 4th Quarter Hourly Boarding Data

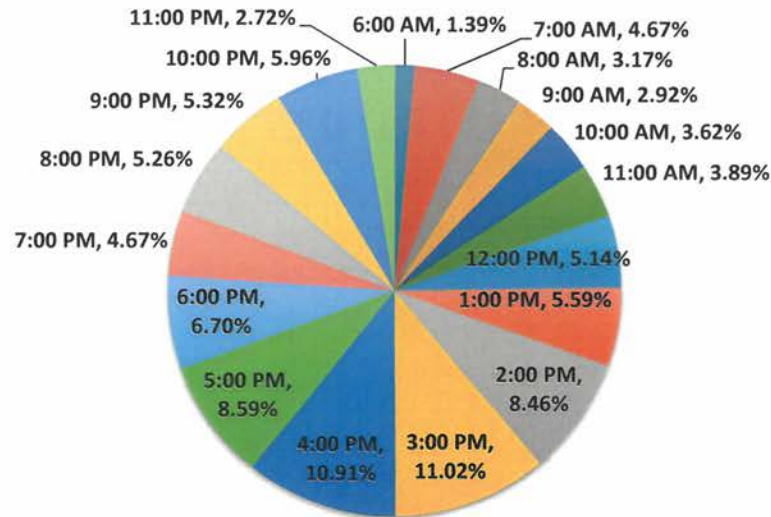
## Average Boardings By Hour (All Days)



The Rapid busses are outfitted with data collection devices that count every boarding in the system. The top chart represents the amount of boardings, per hour of service, for all of the Cascade Township stops. The data collection system does not collect alighting information. It should be noted that the data is for all days (week day and weekend days) so the periods that aren't offered for weekend service will be naturally lower.

The bottom chart represents the same data set as the top chart, but expressed as a percentage of total boardings rather than a number. The smallest percentage of boardings happens in the 6 am hour (1.39%) and the largest occurs in the 3 pm hour (11.02%)

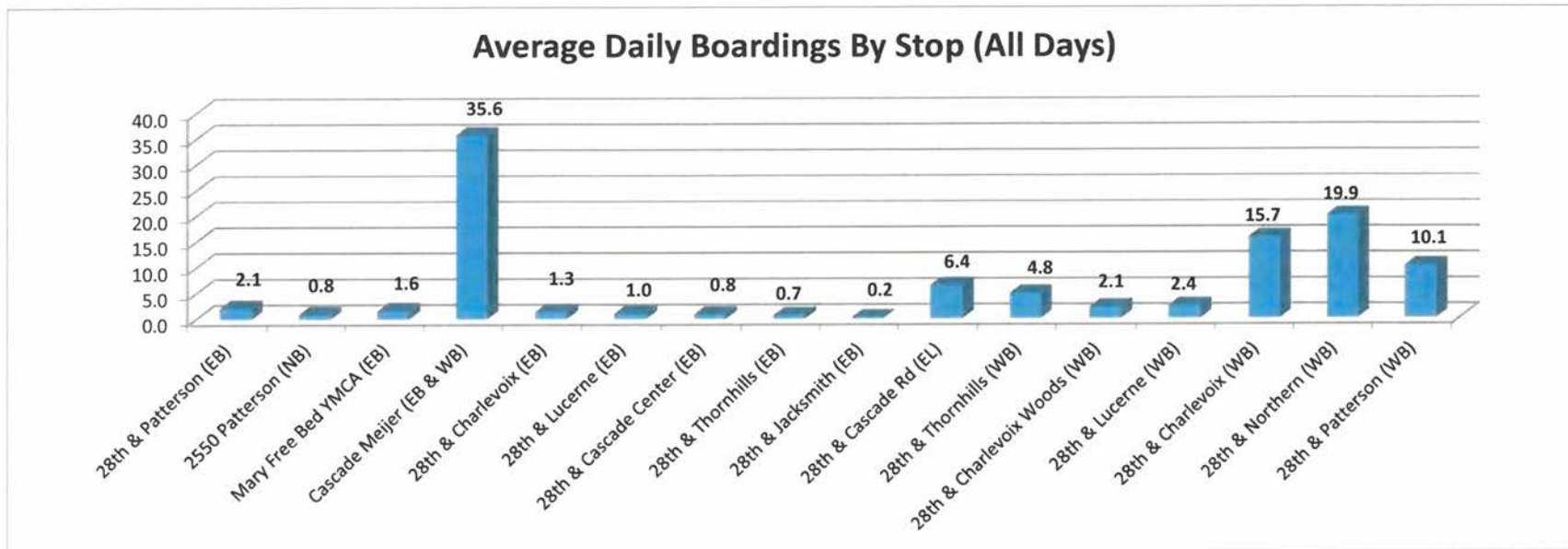
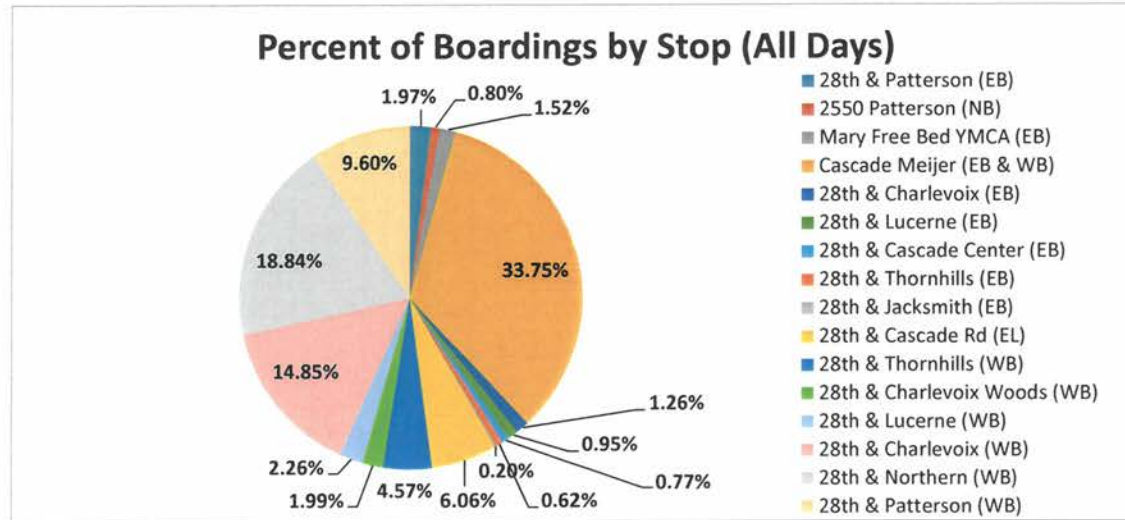
## Percent of Total Boardings (All Days)



# Rapid 28th Street - FY 2018 4th Quarter Stop Boarding Data

The Rapid bus data collection system also collects stop location data for boardings. The chart only represents August through December, as new technology has allowed us to further split the EB and WB routes. By far the largest amount of stops occur at the Meijer stop, though it should be noted that this stop is utilized both EB and WB on the route. The boardings patterns shows that the ridership constitutes primarily riders coming into Cascade.

The bottom chart represents the same data set as the top chart, but expressed as the average boardings per day for each stop. The Meijer stop has the highest number (35.6) while several stops average less than 5 boardings per day. It should be noted the data represents all weekdays and weekend days.



## Go!Bus Information

**From:** [Max Dillivan](#)  
**To:** [Ben Swayze](#); [Sandra](#)  
**Cc:** [Nick Monoyios](#); [Jason Prescott](#)  
**Subject:** RE: ITP Board decision  
**Date:** Wednesday, March 2, 2022 2:59:17 PM  
**Attachments:** [Cascade December 2021 Paratransit Report.pdf](#)  
[Cascade November 2021 Paratransit Report.pdf](#)  
[Cascade October 2021 Paratransit Report.pdf](#)  
[Cascade February 2022 Paratransit Report.pdf](#)  
[Cascade January 2022 Paratransit Report.pdf](#)

Ben & Sandra,

After working with our vendor, Ecolane, it appears we are unable to capture the same information as we were able to with our previous vendor, Trapeze. What we can provide to you are the reports of Cascade residents GO!Bus activity (as included previously; see attached) and the total number of GO!Bus trips with an origin in Cascade, the destination in Cascade, and both origin and destination in Cascade. October data is likely incomplete due to the transition period.

Month	Origin in Cascade	Destination in Cascade	Both	Total
October 2021	202	236	1	439
November 2021	204	243	17	464
December 2021	202	271	29	502
January 2022	202	247	30	479
February 2022	187	222	31	440

Hopefully this is close enough to what you need. Otherwise, please let me know.

### Maxwell Dillivan, AICP

Senior Planner

[The Rapid](#)

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P: 616.774.1159

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**From:** Ben Swayze <[bswayze@cascadetwp.com](mailto:bswayze@cascadetwp.com)>

**Sent:** Monday, February 28, 2022 10:45 AM

**To:** Max Dillivan <[MDillivan@ridetherapid.org](mailto:MDillivan@ridetherapid.org)>; Sandra <[Sandra@cascadetwp.com](mailto:Sandra@cascadetwp.com)>

**Cc:** Nick Monoyios <[NMonoyios@ridetherapid.org](mailto:NMonoyios@ridetherapid.org)>; Jason Prescott <[JPrescott@ridetherapid.org](mailto:JPrescott@ridetherapid.org)>

**Subject:** RE: ITP Board decision

**CAUTION:** This email was sent from outside the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Perfect - thanks Max



**Benjamin Swayze**

**Township Manager**

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**Web** [www.cascadetwp.com](http://www.cascadetwp.com)

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Grand Rapids, MI 49546

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## DDA MEMORANDUM

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**To:** Cascade Township DDA Board

**From:** Sandra Korhorn, DDA/Economic Development Director *SKK*

**Subject:** Discuss the Landscape Planting and Maintenance Bids

**Meeting Date:** March 15, 2022

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Late January, staff sent the RFP for Landscape Planting and Maintenance to a handful of landscape companies and it was placed on the township website. Bids were due Tuesday, March 1. The RFP generated two proposals. Michelle and Rene volunteered to review the proposals with staff and make a recommendation to the DDA board.

Following review and discussion, the group felt it was important, and are recommending, to expand our reach and send the RFP back out in an attempt to obtain additional proposals.

Due to this recommendation, the proposals are not included in the packet for the board to review. Staff will be prepared to discuss the proposals should the DDA board decide to move forward with the current bids.

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## DDA MEMORANDUM

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**To:** Cascade Township DDA Board

**From:** Sandra Korhorn, DDA/Economic Development Director *SKK*

**Subject:** Status of Strategic Plan Process

**Meeting Date:** March 15, 2022

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Please see the reminders below regarding the Cascade Strategic Plan:

1. The DDA Strategic Plan workshop will be held Tuesday, March 15 at 3:30 at the Wisner Center. There is a virtual option to attend this meeting as well. This will take place before the regularly scheduled DDA meeting.
2. Please take note of the strategic plan focus group meeting dates:
  - a. Downtown and Village: March 24, 2022
  - b. Parks and Trails: March 29, 2022
  - c. Growth Management and Preservation: April 14, 2022
  - d. Road Safety and Streetscapes: April 21, 2022

These meetings will be held at the Wisner Center from 6-7:30 p.m. You are encouraged to attend these focus groups meetings.