

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

Wednesday, November 2, 2022

1:30 p.m.

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

- ARTICLE 1.** Call the Meeting to Order
- ARTICLE 2.** Approval of the Agenda
- ARTICLE 3.** Approval of the Minutes of the October 6, 2022 Meeting
- ARTICLE 4.** Review & Discuss Public Transportation in Other Regions
- ARTICLE 5.** Discuss Next Steps
- ARTICLE 6.** Any Other Business
- ARTICLE 7.** Public Comment (Please limit comment to 3 minutes)
- ARTICLE 8.** Adjournment

**CASCADE CHARTER TOWNSHIP  
TRANSPORTATION COMMITTEE  
MEETING**

October 6, 2022

1:30 p.m.

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

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

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

**ARTICLE 1. Call to Order:** Meeting was called to order at 1:30 p.m.

**ARTICLE 2. Approval of Agenda:** Motion to approve the agenda was made by Supervisor Lesperance, supported by Member Vogel.  
Motion carried 4-0.

**ARTICLE 3. Approval of the Minutes of the July 13, 2022 Meeting:** Motion to approve the minutes was made by Supervisor Lesperance, supported by Member Vogel. Motion carried 4-0.

**ARTICLE 4. Review and Discuss Key Takeaways Memo**

Chris Khorey and Danielle Bouchard indicated this updated memo was based on the August memo submitted by staff. The memo has some background information. Route 29 is approximately a year old. The change in route seems to have resulted in a decrease in ridership. This is based on the post-COVID numbers from The Rapid. It was asked whether the change affected ridership outside of Cascade? By making Woodland Mall the transfer point, has this impacted other areas of the route? The DDA also reduced the weekend schedule, which may have impacted ridership. Chris and Danielle will review and discuss this with The Rapid staff.

The busiest stretch is 3-6 p.m. for ridership. Does this correlate with business shift changes? There is a peak at 7:00 a.m., then it drops until the middle of the afternoon, where it drops again. It was discussed whether people are just working in the corridor or also shopping. Riders may also be solving their transportation issues in a hybrid manner by taking the bus one way and grabbing a ride the other direction.

There was discussion on the cost of ridership. Riders pay \$1.75 for a ride but can transfer busses or buy a 10-ride pass that breaks down to lower cost per ride. Ridership numbers drop off east of Meijer but seem to

jump at Cascade Rd. Meijer has a bus shelter at their physical location vs. other stops where you have to walk to the business. This may be the reason Meijer has higher ridership.

#### **ARTICLE 5. Discuss Next Steps**

The Rapid Connect is an on-demand service that is available to all persons. It is a new service and there isn't much data at this time on this service to show ridership numbers, who is riding, etc. The next step would be to look into this information and find out how the service is working. Could The Rapid Connect be a good option for riders from Woodland Mall? The committee discussed this type of service and suggested it would depend on how this service is set up as to whether it is an option.

The other next step is to look at peer communities to see what they do as far as transportation. Chris suggested some communities to research and the committee also provided some suggestions and felt the team should look outside of Michigan. McKenna is looking for communities that are similar to Cascade economically and physically to determine what type of bus service they offer and how it is performing. The Rapid may also be able to provide some communities that they keep an eye on.

It was also asked whether The Rapid is willing to just come to Meijer and then turn around and leave. This question would have to be asked and perhaps negotiated. Pulling into each business would substantially increase time and service hours in the community and ultimately, increase the service cost.

The next step will include a high-level overview of other services and deep dive into a couple. After that will be the surveys and then research some options that are not The Rapid fixed route.

A conversation should be held with the hotels in the community to see if they can share the responsibility of getting their employees to all the hotels in the area. Also, the businesses may be asked if they can adjust shifts to accommodate bus riders. The committee felt that all transportation options (scooters, bikes, uber, etc.) should be explored so that, in the end, they can explain why they made the decision they did.

#### **ARTICLE 6. Any Other Business**

The committee discussed a date for the next meeting, which will be held at Wednesday, November 2 at 1:30 p.m.

#### **ARTICLE 7. Public Comment**

There was no public comment.

#### **ARTICLE 8. Adjournment:**

Motion to adjourn made by Member Vogel and supported by Supervisor Lesperance. Motion carried 4-0. The meeting adjourned at 2:32 p.m.



# Memorandum

**TO:** Cascade Township Transportation Committee  
 Danielle Bouchard, AICP

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

**SUBJECT:** **Public Transportation Community Research**

**DATE:** October 26, 2022

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

## SUMMARY OF STUIDED TRANSPORTATION SERVICES

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



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



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

### PRECEDENTS FOR CASCADE

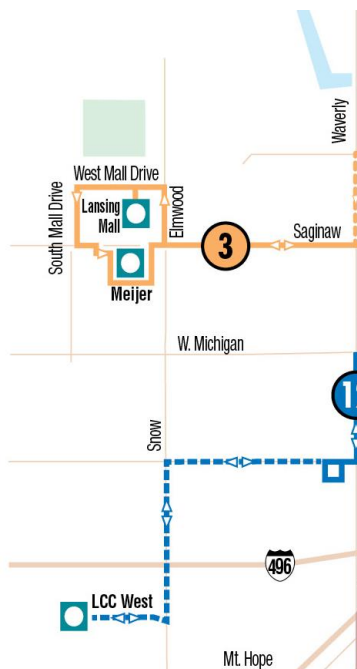
The following areas from the studied regions are similar to Cascade in demographics, physical layout, proximity to the center of the region, and other factors. On the following pages is a description of service to those areas. Below is a summary of our findings.

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



### Delta Township (Lansing Area):

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





### Oshtemo Township (Kalamazoo Area):

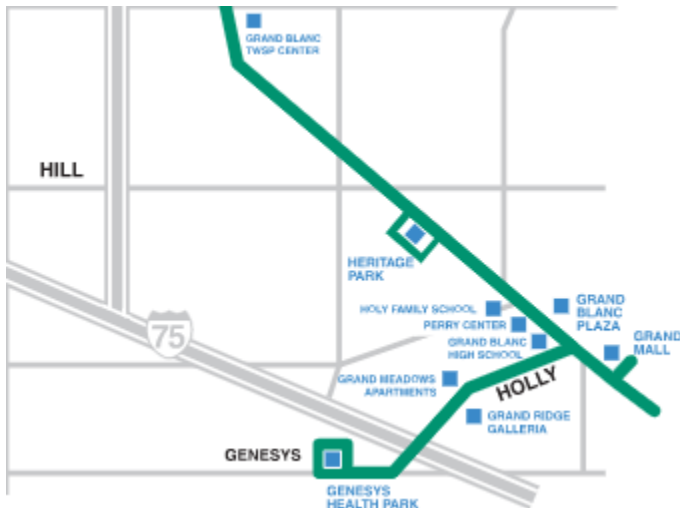
- Oshtemo Township is a suburban area west of Kalamazoo that features two high-traffic retail corridors (West Main Street and Stadium Drive) and suburban-level density. It is not as wealthy as Cascade Township, and is closer to Downtown Kalamazoo than Cascade is to Grand Rapids.
- Oshtemo is served by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





### Grand Blanc Township (Flint Area):

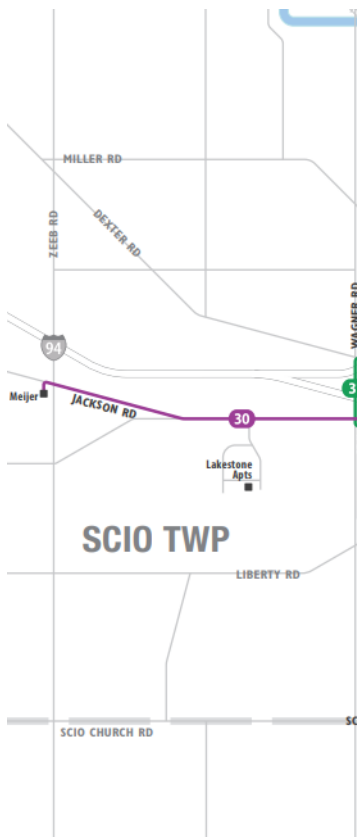
- Grand Blanc Township is a suburban area south of Flint that features a high-traffic retail corridor (Saginaw Avenue) and suburban-level density. The Village of Grand Blanc, with its historic downtown, is contained within the Township. Grand Blanc is the wealthiest part of the Flint region and is slightly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





### Scio Township (Ann Arbor Area):

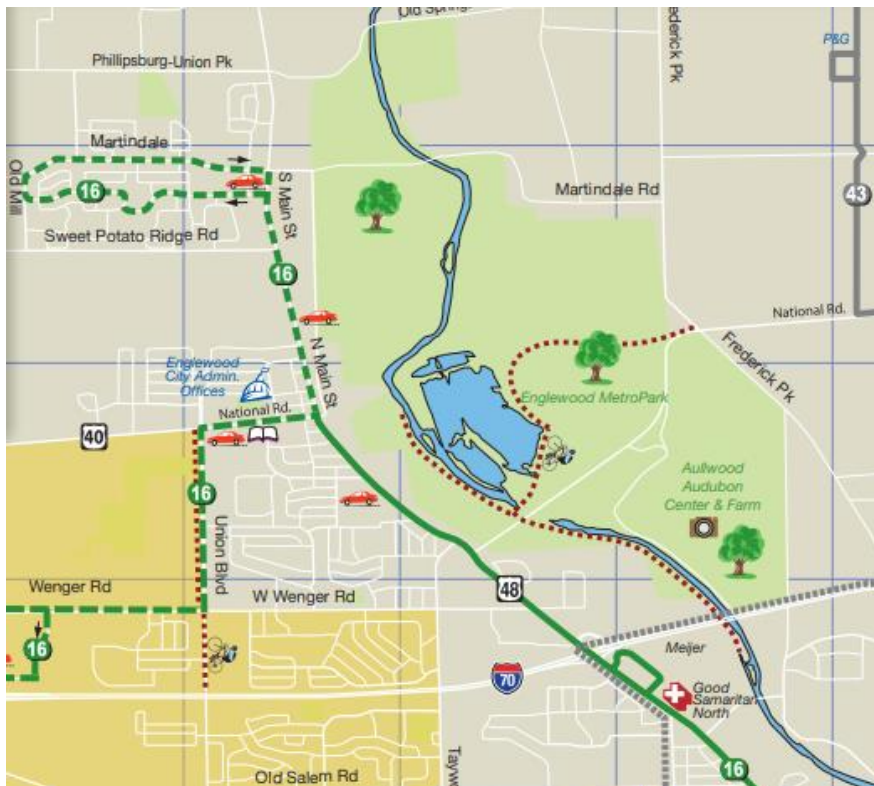
- Scio Township is a suburban/rural area west of Ann Arbor that features a high-traffic retail corridor (Jackson Road) and suburban/rural-level density. Scio is a wealthy community closer to Downtown Ann Arbor than Cascade is to Grand Rapids.
- Scio is served by one bus route:
  - **Route 30** runs every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





### Englewood (Dayton Area):

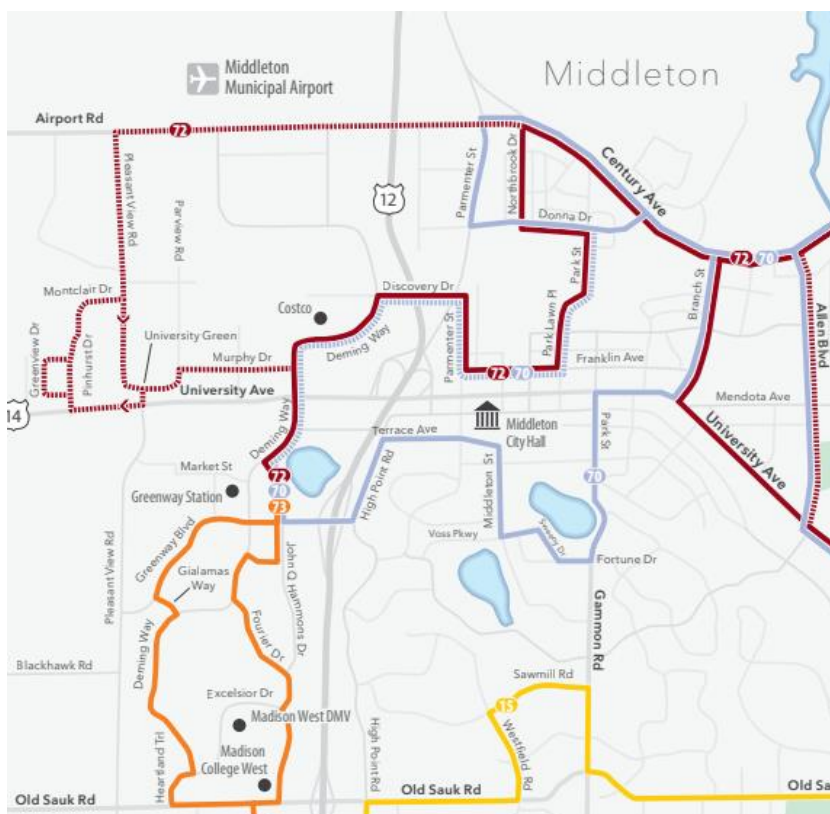
- Englewood is a suburban/rural area northwest of Dayton that features a high-traffic retail corridor (National Road) and suburban/rural-level density, as well as a major regional park. Scio is a wealthy community that is about the same distance to Downtown Dayton as Cascade is to Grand Rapids.
- Englewood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





### Middleton (Madison Area):

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





### Washington (Peoria Area):

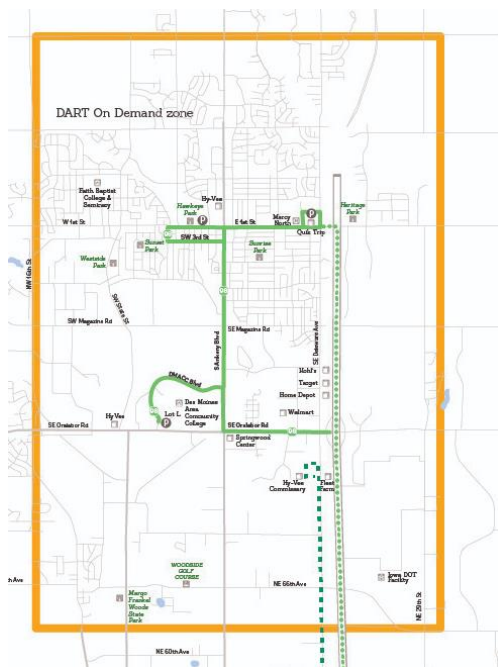
- Washington is a suburban town east of Flint that features a high-traffic retail corridor (Washington Road) and suburban/urban-level density. It also has a historic downtown. Washington is a wealthy community and is slightly closer to Downtown Peoria than Cascade is to Grand Rapids.
- Washington is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





### Ankeny (Des Moines Area):

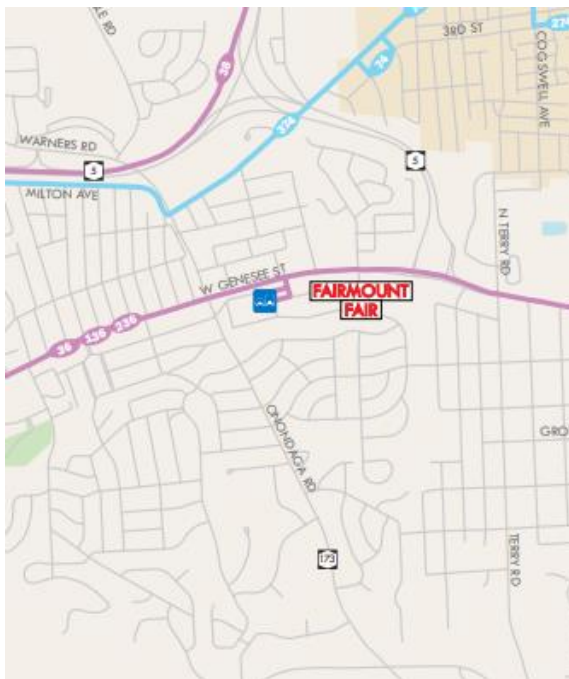
- Ankeny is a suburban town north of Des Moines that features a high-traffic retail corridor (Ankeny Blvd) and suburban -level density. Ankeny is a wealthy community and is slightly farther from Downtown Des Moines than Cascade is to Grand Rapids.
- Ankeny is served by two bus routes:
  - **Route 4**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





### Fairmount (Syracuse Area):

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





### Henrietta (Rochester Area):

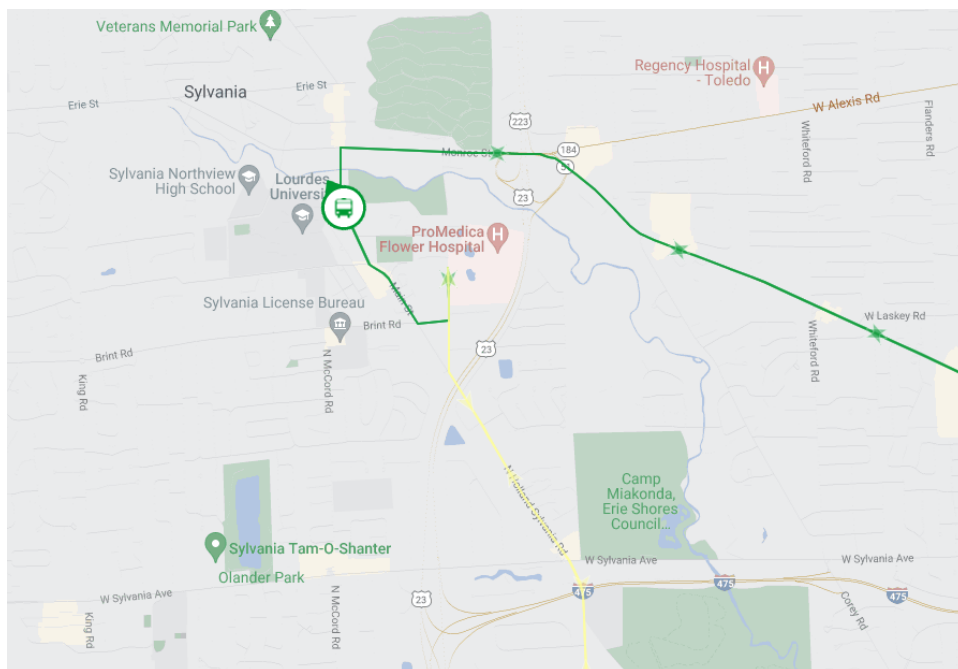
- Henrietta is a suburban town south of Rochester that features a high-traffic retail corridor (Jefferson Road) and suburban -level density. Henrietta is less wealthy than Cascade and is slightly farther from Downtown Rochester than Cascade is to Grand Rapids.
- Henrietta is served by two bus routes: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





### Sylvania (Toledo Area):

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





### Clay Township (South Bend Area):

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

