

**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.