

AGENDA
Cascade Charter Township
Downtown Development Authority Board of Directors
August 16, 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 July 19, 2022
- ARTICLE 4.** Acknowledge visitors wishing to speak regarding any agenda or non-agenda items (*Comments are limited to five minutes per speaker*)
- ARTICLE 5.** Discuss and Consider Cascade Branch of the Kent District Library Outdoor Space
- ARTICLE 6.** Discuss and Consider McKenna Proposals
- ARTICLE 7.** Strategic Plan Update
- ARTICLE 8.** Discuss and Consider World War II Veteran – Virgil Westdale Tribute
- ARTICLE 9.** Discuss and Consider DDA Sponsorship for Cascade Heritage Festival
- ARTICLE 10.** Information Only - Public Transportation Update
- ARTICLE 11.** Information regarding DDA Budget Process
- ARTICLE 12.** Any Other Business
 - a. Next Meeting: September 20, 2022
 - b. Township Board Approved Minutes: July 13 & 27, 2022
 - c. Consumers Energy Tree Grant
 - d. Business Spotlight Videos
 - e. Cascade Metro Cruise Warmup – August 25, 4:30-8:30 p.m.
- ARTICLE 13.** Adjournment

Minutes

Cascade Charter Township
Downtown Development Authority
Tuesday, July 19, 2022
5:30 P.M.
2870 Jacksmith Ave SE

- ARTICLE 1.** Chairwomen Puplava called the meeting to order at 5:30 P.M.
Members Present: Kleyla, Stephan, Puplava, Growney, Lesperance, Siegle, Makkar
Members Absent: Vogel, Reynolds
Others Present: DDA Director Korhorn and those listed on the sign-in sheet.
- ARTICLE 2. Approval of the Agenda**
Motion was made by Member Stephan to approve the agenda. Supported by Member Siegal. Motion carried 6 to 0.
- ARTICLE 3. Approval of the Minutes of June 21, 2022 Meeting**
Motion was made by Member Growney to approve the June 21, 2022 minutes. Supported by Supervisor Lesperance. Motion carried 6 to 0.
- ARTICLE 4. Acknowledge visitors wishing to speak regarding any agenda or non-agenda items.**
There was no one who wished to speak.
- ARTICLE 5. World War II Veteran – Vergil Westdale Tribute**
Formerly Article 7.
Supervisor Lesperance followed up on the previous request from the American Legion Post and the Member from Cascade Community Church about a tribute for Virgil Westdale at the Museum Garden. Having reached out expressing interest, she has not heard back from them regarding ideas about what is needed. Director Korhorn talked with a member of the Historical Committee and they did not see an issue with renaming the Museum Garden as a tribute.
Putting a flag up was suggested as well as having a stone with a plaque explaining the history. Member Stephan proposed having a QR code in the park linked to the township website explaining Virgil Westdale’s story. This was well perceived by the board and potentially will be incorporated at other parks. As mentioned in a previous meeting, the American Legion Post has \$1,000-\$2,000 to help fund the tribute.
Member Siegle asked who has the domain to make changes to the garden. In response, the DDA must make a recommendation to the Township Board for approval. The best way to ensure approval is to provide a substantive recommendation to the Township board about project details and a plan. Simple features such as a rock with a plaque and a flag will ensure this is low maintenance.

Member Makkar arrived at 5:40 P.M.

The next best step would be to formulate prices for everything so decisions can be made on funding within the DDA or searching for contributions. Repurposing items such as a flag pole or a big rock could help with budget planning as well.

ARTICLE 6. Strategic Plan Update and Goal Building

Formerly Articles 5 and 6.

Chris Khorey, the Senior Principal Planner for McKenna, gave an update. He provided the board with a finalized list of priorities and tasks that will go to the township board. Figuring out what will need to be done by McKenna and implementing plans should be the focus. To achieve this goal, a timeline-based list of DDA priorities and tasks was created. This will help plan more strategically the upper and lower village. One of the important items potentially included in the DDA strategic plan is the implementation of a gathering space. Member Stephan said creating a gathering space could apply to multiple committees and wondered whether a subcommittee could be established to address this issue. Khorey said communication between groups is the first step and setting up a joint committee could be helpful.

Chair Puplava thanked Khorey for this summary. She inquired to the board if McKenna should help with the goal building and organization of that process. Member Stephan thought it would be a good idea to seek assistance as they work with various boards and can see the process from numerous perspectives.

Member Siegle questioned where the Friends of the Library project plans were at and who makes the final decisions about its appearance. In response, they do have plans drawn together and they're moving forward with phase 1. Their plan was approved by the Township Board and is completely self-funded for the initial phase. Member Makkar commented that the three stages could be done independently and will not look incomplete.

Khorey continued to say the strategic plan would be a two-part process. The first step entails bringing in an urban designer to draw envisioned plans for areas in Cascade; this will give a clearer vision of what to do. The second step is the portion of those previously selected tasks on the strategic plan such as the Plaza Shopping Center. Before moving forward with the shopping center, there will need to be approval from business owners. Upon approval or disapproval, there will be the recruitment of a developer to take that site forward. DDA funds are also being discussed for traffic calming on Cascade Road, crosswalks, or utilizing previously discussed grants to upgrade sites such as landscaping and parking lots.

Chair Puplava would like the DDA to align with broader, separate goals in addition to those outlined within the strategic plan.

Supervisor Lesperance wanted Khorey to explain the mission goals comprehensively. He responded by explaining in most cases, there is a downtown plan and a TIF plan combined into one document which contains general plans for cascade. Using what is already in there as a starting point and working off of that will be the best course of

action to achieve goals. Changes and updates to the TIF plan are unnecessary since it would become complex and costly.

Member Siegel asked if the speed limit for Cascade Road would be included in implementing street improvements with the Road Commission. He believed what the speed limit is set to will dictate what can be implemented. Khorey responded that it is difficult to simply change the speed limit as it is legally set by 80% of the average speed on the corridor. Adding in road commission-approved activities in the area will allow us to look at that current traffic and ask for a reevaluation of speed. Essentially, they would have to alter driver behavior before speed limits can change. There was also a discussion on adding a roundabout to decrease speeding as well.

There was a concern about McKenna working with various boards separate from the DDA as this could cause miscommunication. Supervisor Lesperance explained there is full-time staff acting as a buffer between committees, commissions, and the strategic plan consultants. Member Kleyla stated several of the larger-scale projects that have not been implemented in the township before could benefit from extra guidance from someone with experience. Khorey suggested adding several more members to the advisory committee with monthly meetings to share information. Member Kleyla agreed that a central committee would be helpful. Having the advisory committee write a report viewable to everyone, and including McKenna in the once-a-month meetings would both be beneficial.

Chair Puplava wanted a scope of work update on analyzing different options for transportation. Khorey explained that preferred ideas and costs would be presented to The Rapid before the next August meeting. The role of McKenna would be to help develop those alternative ideas.

Member Siegel asked if McKenna helps set up funding for projects. In response, they have in the past for setting up public-private partnerships or soliciting philanthropy. They also help with grant applications and have knowledge of various types of grants. Chair Puplava mentioned that Cascade Community Foundation offers grants, though typically for smaller projects such as murals. The most relevant way they could help would be through a Capital Improvement Campaign.

As part of the next meeting, Khorey will provide a more formalized list of proposals and the scope of work they may be able to complete so the board can move forward.

ARTICLE 7. Discuss Holiday Lighting RFP

Formerly Article 8.

Director Korhorn explained that this RFP consisted of two separate bid items. The first bid consists of a contracted company providing all of the work and lights in the village area including the streetlight poles, snowflakes, lights at Tassel Park, and lights at Museum Garden Park. The alternate bid would have the contracted company complete work for just Tassel Park and the Museum Garden Park. The buildings and Grounds Department would do the street light poles and snowflakes. Jim MacDonald, Buildings

and Grounds Supervisor, indicated he either wants the company to hang all of the lights or just at the two parks.

Members agreed to have all of the lights be white as opposed to multi-colored. The completion of installation is set to be November 21, 2022, and the take-down date is to be determined.

Director Korhorn has requested Bronner's, the company they previously purchased lights from, provide an estimate on new lights needed. Additional expenses and ideas could also be added for more options.

Motion was made by Member Makkar to approve the amended RFPs to add a line item for additional expenses. Supported by Member Siegle. Motion carried 7 to 0.

ARTICLE 8. Transportation Committee Update

Formerly Article 9.

Prior to contract expiration, Khorey will be providing a scope of work for identifying alternatives, developing other solutions, and assisting with the surveys.

ARTICLE 9. Any Other Business

Formerly Article 10.

- a. Next Meeting: August 16, 2022
- b. Township Board Approved Minutes: June 8 & 22, 2022

ARTICLE 10. Adjournment

Formerly Article 11.

Motion to adjourn was made by Member Makkar. Supported by Member Siegle. Motion carried 7 to 0. The meeting was adjourned at 7:06 P.M.

Respectfully submitted,

Rene Growney, Secretary

DDA MEMORANDUM

To: Cascade Township DDA Board

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

Subject: Discuss and Consider Cascade Branch of the Kent District Library Outdoor Space

Meeting Date: August 16, 2022

Vanessa Walstra, Regional Manager I of the Kent District Library, Cascade Branch will be at the DDA meeting to review results from a KDL survey regarding the outdoor space and an interior remodel.

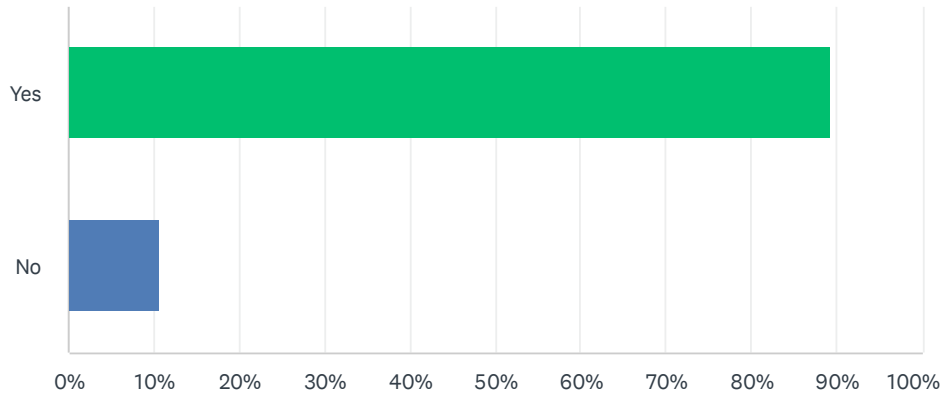
The survey was open for approximately four weeks. Below are the channels that were used to promote the KDL survey:

- Township and KDL Facebook pages
- Signage at Township Hall, KDL and Fourth of July book sale
- Township summer print newsletter
- Township e-newsletter
- Township website

Vanessa would like to review the results with the DDA board and discuss a potential partnership for the outdoor space plan. Included is a plan with a pavilion option as well as a sketch with a small amphitheater option.

Q1 Are you a Cascade resident?

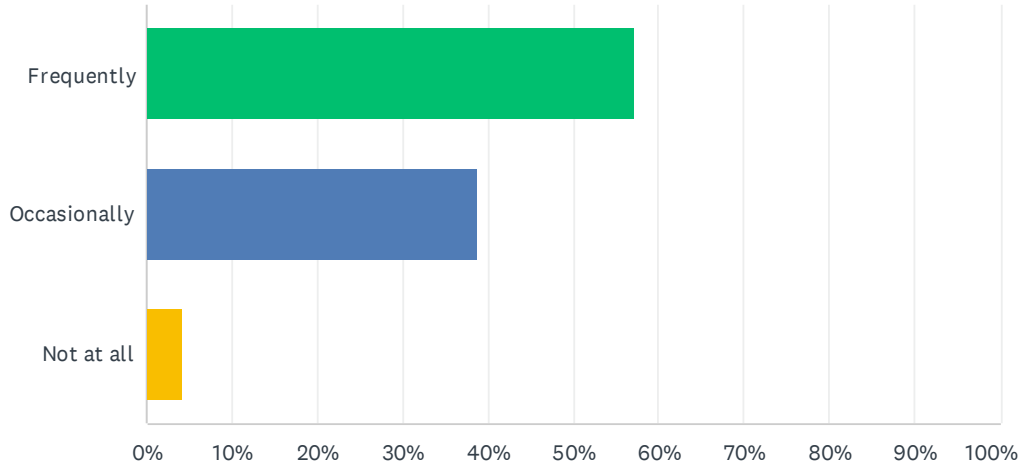
Answered: 142 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	89.44%	127
No	10.56%	15
TOTAL		142

Q2 How often do you or members of your household visit the KDL – Cascade Township Branch?

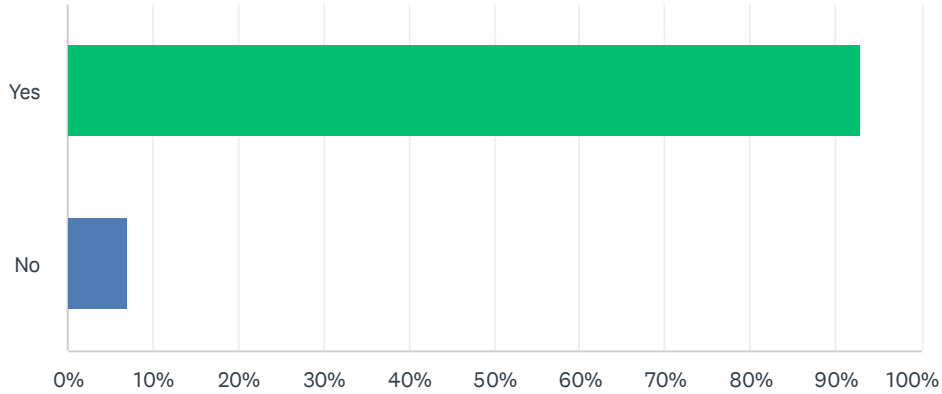
Answered: 142 Skipped: 0



ANSWER CHOICES	RESPONSES
Frequently	57.04% 81
Occasionally	38.73% 55
Not at all	4.23% 6
TOTAL	142

Q3 Do you support the use of this land for the below outdoor gardens and activity space? If not, why?

Answered: 142 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	92.96% 132
No	7.04% 10
TOTAL	142

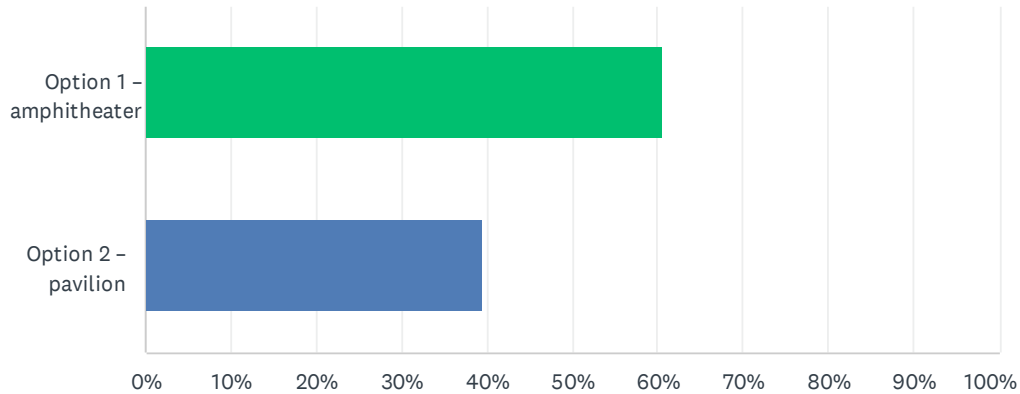
#	OPTIONAL COMMENT	DATE
1	Not the purpose of a library. Also, maintenance and up keep will exceed value of usage after initial excitement wears off. Mi weather is too fickle for this project.	7/30/2022 7:30 AM
2	The library is a wonderful part of our community and the more it can offer residents, the better!	7/28/2022 9:44 AM
3	Time to make the most of our space	7/19/2022 8:18 PM
4	With the caveat that you please try to retain as much natural area for wildlife as possible.	7/19/2022 6:26 AM
5	Question it's use. Wisner Center already had adequate meeting area	7/15/2022 11:26 AM
6	currently it's just wasted space, unused, dry most of the summer	7/15/2022 10:45 AM
7	Outdoor gardens are fine. We have enough pavilions that don't seemed to get used.	7/15/2022 9:28 AM
8	Cost of upkeep. More taxpayer dollars for an "enhancement" that is used by a few.	7/11/2022 4:19 PM
9	Yes, Cascade needs a central community gathering space!!!	7/11/2022 10:09 AM
10	Love it! Way better than the plan the township had to shove lots of things around there. Foolish. This is perfect for that space!	7/11/2022 12:07 AM
11	Outdoor gardens, activity space, and a small amphitheater would be fantastic additions to the library.	7/8/2022 3:54 PM
12	I support everything BUT I don't support cutting down more trees. We need shaded areas and more trees closer to 28th street.	7/8/2022 11:20 AM
13	This space has the potential to be a community asset - activating and enhancing an already important hub with spaces to gather and share.	7/8/2022 8:10 AM
14	Prairie areas look unkept. Location adjacent to 28th Street is very undesirable as an outdoor	7/7/2022 10:21 PM

venue due to look and noise of nearby traffic. I would choose to spend outdoor time in a quieter place and a place with mature trees. Trails in such a limited space have little value. Leslie Tassell Park and Peace Park are beautiful places to relax and hike.

15	The plans look beautiful and would enhance our township. Is there still going to be land available for The 4th of July festivities?	7/4/2022 4:16 PM
16	There is enough nature and activity areas in cascade. Perhaps tax rates could be reduce with the high escalation of property values instead of looking for ways to spend more money	7/1/2022 8:41 AM
17	No the way it is is fine	6/30/2022 11:20 PM
18	The open lawn space easy to maintain as is. If you build all this stuff it will be costly to maintain and repair. I think keep the space free until some really special idea comes along.	6/30/2022 10:25 PM
19	Because of the isolated location, it will be mostly invisible and seldom used.	6/30/2022 10:19 PM
20	Rather see the money put into current parks.	6/30/2022 8:44 PM
21	This would be an amazing addition to the community	6/22/2022 9:16 AM
22	PLEASE whatever you do, make sure to allot money to maintenance. The current grounds are neglected and look really really sad. MUCH more than just mowing is required to keep the outdoor areas attractive.	6/21/2022 9:20 PM
23	Yes but keeping within a realistic budget. In this economically challenging time, this is not a high priority.	6/17/2022 3:11 PM

Q4 Which of the below designs do you prefer for outdoor gardens and activity space?

Answered: 142 Skipped: 0



ANSWER CHOICES	RESPONSES	
Option 1 – amphitheater	60.56%	86
Option 2 – pavilion	39.44%	56
TOTAL		142

#	OPTIONAL COMMENT	DATE
1	shaded spaces.	7/15/2022 10:45 AM
2	We already have an amphitheater planned at Tassel park.	7/15/2022 9:28 AM
3	Truly, either would be great! Bathroom access while the library is closed would be exceptional.	7/15/2022 8:54 AM
4	We don't need a other pavilion for residents to go sit under we need activity areas like an amphitheater so we can actually gather together.	7/12/2022 11:54 AM
5	Neither wasn't a choice to select....so disregard my selection	7/11/2022 4:19 PM
6	I think the amphitheater lends itself to more community gathering events/concerts.	7/11/2022 10:09 AM
7	Pavilion!!	7/11/2022 12:07 AM
8	A pavilion will get much more use. Everyone is always looking for a nice park, garden, pavilion to meet at. I do not see a amphitheater getting much use.	7/10/2022 9:36 PM
9	Would be wonderful if there were dining and cocktail options included.	7/10/2022 9:21 PM
10	It's difficult to visualize with these sketches, but a small amphitheater would seem to have more uses. If we are going to invest in an improved library and community space, the amphitheater might be a more long-term approach. Detailed drawings would be helpful.	7/8/2022 3:54 PM
11	Definitely the pavilion!	7/8/2022 11:20 AM
12	Amphitheater if there's planned use of it	7/8/2022 4:45 AM
13	This question requires an answer: I prefer neither but this was not listed as an option. I prefer well-maintained grass and a landscaped sign area.	7/7/2022 10:21 PM
14	Either one would be acceptable	7/7/2022 7:54 PM

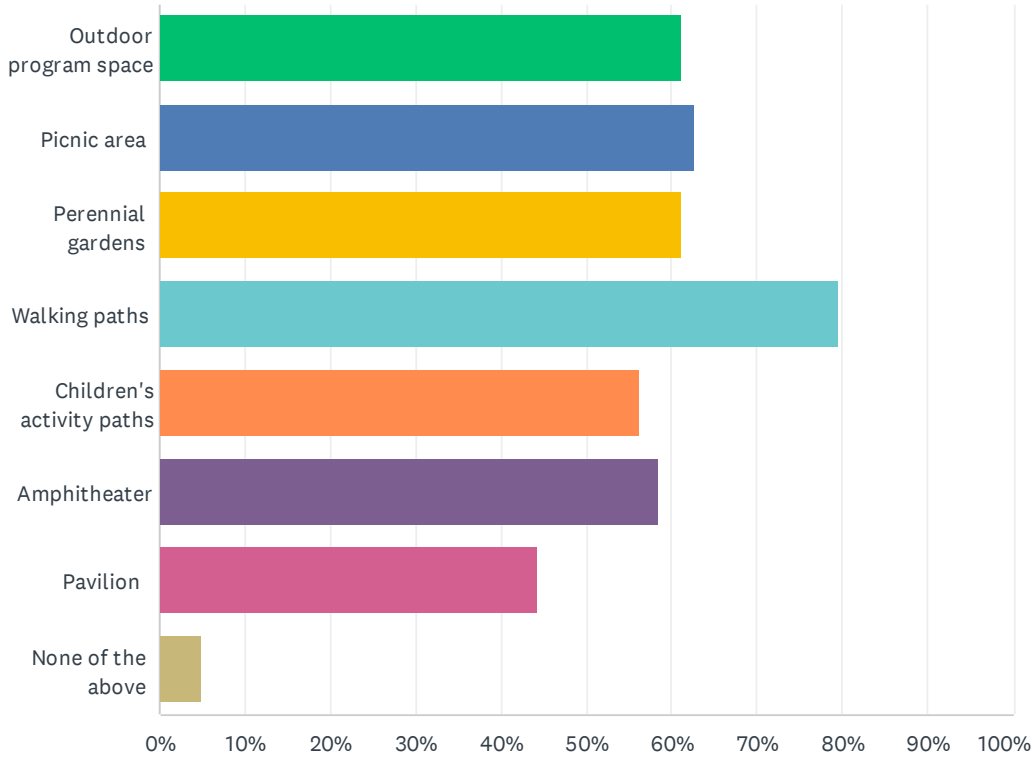
Kent District Library – Cascade Township Branch Indoor and Outdoor Enhancements Survey

SurveyMonkey

15	A splash pad would be amazing as well.	7/7/2022 5:17 PM
16	It seems like a pavilion is more flexible, but either option would be nice to have.	7/4/2022 4:16 PM
17	A pavilion can also host a concert but an amphitheater cannot host a picnic. Shade is important. How often is the pavilion at Cascade Park reserved? Use that as a potential usage guide?	7/4/2022 2:13 PM
18	When my kids were little and we went to the library ALL THE TIME, I always thought it would be great to have a playground. It would get used since there isn't one in walking distance by to the library. And what is a children's activity path? It sounds like the stupid park they put in at the corner or cascade and thornapple that nobody uses.	7/1/2022 11:24 AM
19	I really don't think that area is a place I want to sit or spend time. The noise and traffic come to mind. We have some really nice parks in the township that are my first choice.	6/30/2022 10:25 PM
20	As cool as the amphitheater would be, I think the pavilion would get more use.	6/22/2022 9:16 AM
21	I think the photos may be mixed up. I would like the amphitheater.	6/17/2022 12:54 PM
22	Pavilion have old village feel and provide better 28th st visual.	6/17/2022 8:57 AM
23	It appears you have switched the illustrations. But I support the amphitheater.	6/16/2022 6:57 PM
24	Option 1 shows pavilion but says amphitheater. I prefer the pavilion design.	6/16/2022 6:26 PM

Q5 Which of the following amenities would you or members of your household use in the future outdoor gardens and activity space? Check all that apply.

Answered: 142 Skipped: 0



ANSWER CHOICES	RESPONSES	
Outdoor program space	61.27%	87
Picnic area	62.68%	89
Perennial gardens	61.27%	87
Walking paths	79.58%	113
Children's activity paths	56.34%	80
Amphitheater	58.45%	83
Pavilion	44.37%	63
None of the above	4.93%	7
Total Respondents: 142		

Q6 Do you have additional thoughts to share on the outdoor gardens and activity space?

Answered: 34 Skipped: 108

#	RESPONSES	DATE
1	Project not needed and exceeds purpose of the library.	7/30/2022 7:30 AM
2	This is such a wonderful idea! One of my kids' favorite things about the library is the walk in - the ring around the rosey sculpture and the beautiful scenery. We would love the option to explore outdoors more!	7/28/2022 9:44 AM
3	See above regarding natural areas to support wildlife	7/19/2022 6:26 AM
4	I think it would be a lovely use of the land, provided these are walking paths and benches to accommodate readers.	7/15/2022 3:40 PM
5	Shade is nice in summer!	7/15/2022 1:26 PM
6	perennial would be wise, low maintenance of course	7/15/2022 10:45 AM
7	I would like to see our current parks developed to meet the needs of the residents.	7/15/2022 9:28 AM
8	My son uses a wheelchair, so my only thought is about accessibility for all.	7/14/2022 8:36 AM
9	Adds an ongoing cost burden to the township for a space that will be used by only a few residents.	7/11/2022 4:19 PM
10	I think we need a space for community events/concerts DESPERATELY!	7/11/2022 10:09 AM
11	No spade or adequate parking for an amphitheater to work. Township needs to give up that idea. Pavilion is quaint and calming. Perfect use of that space	7/11/2022 12:07 AM
12	Make sure whatever is planted is taken care of. Well watered, trimmed, weeds pulled, over growth controlled. Tassel park is Great, however it needs more upkeep to the plants. If that is not going to be planned as regular maintenance - minimum each season, then don't bother doing it.	7/10/2022 9:36 PM
13	Walking paths and quiet spaces to enjoy the outdoors sound good to me.	7/10/2022 9:29 AM
14	Plant more trees closer to 28th street to preserve the natural look.	7/8/2022 11:20 AM
15	It would be nice if some outdoor seating was available, preferably in a shady spot.	7/7/2022 11:27 PM
16	We are so excited at the prospect of these types of outdoor amenities in our community.	7/7/2022 7:04 PM
17	The Township should by additional land near the Library to expand all possibilities. The Library is the de facto community meeting place, as evidenced by the 4th of July activities.	7/7/2022 6:56 PM
18	splash pad. LOL...but seriously.	7/7/2022 5:17 PM
19	I hope there is a plan to redo the present gardens/landscaping. Over twenty five years, there has been so much mulch piled onto the landscaped areas it is now a foot over the walls and mulch is always spilling over onto the sidewalks. It's messy looking. It needs to be torn out and redone.	7/4/2022 4:16 PM
20	The current landscaping at the library needs to me redone BECAUSE the mulch has raised the beds by a foot or more!!! Ugly.	7/4/2022 2:13 PM
21	We have a real need in our area for affordable space for Girl Scout troops to meet. Outdoor areas with the pavilion would be wonderful, and if rentable, I hope you will consider making it affordable to troops in the area.	7/1/2022 12:32 PM
22	Please see above comment that I don't think people will use any of the options that you have listed. If you want a gather space, put a playground in like Ada or Caledonia.	7/1/2022 11:24 AM

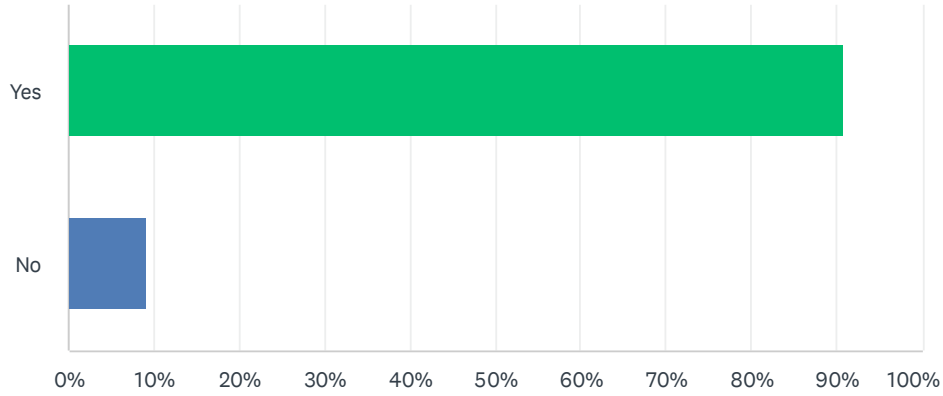
Kent District Library – Cascade Township Branch Indoor and Outdoor Enhancements Survey

SurveyMonkey

23	Waste of taxpayer dollars.	7/1/2022 8:41 AM
24	Play ground	7/1/2022 8:15 AM
25	Some shade aspect mixed with the amphitheater feature.	6/30/2022 11:35 PM
26	None is needed	6/30/2022 11:20 PM
27	Keep thinking on it. It would be nice if the space had year-round use.	6/30/2022 10:25 PM
28	I would be ok with this if other parks were more open to other activities. Something more then wilderness trails.	6/30/2022 8:44 PM
29	Bird feeders and bird houses.	6/23/2022 10:09 AM
30	It would be nice to use native plants.	6/17/2022 7:25 PM
31	We'd love to see a large outdoor play area.	6/17/2022 12:54 PM
32	Will this be done after the full village master plan/redesign?	6/17/2022 8:57 AM
33	Needs to be somewhere families with little kids can go and have them entertained while parents talk, etc. playground?	6/16/2022 9:05 PM
34	You could use the gardens to showcase native plants and also include invasive s. Real-life examples will help the community recognize invasives near their home or other public areas.	6/16/2022 6:57 PM

Q7 Do you think the below interior renovations would enhance the KDL – Cascade Township Branch’s value to the community?

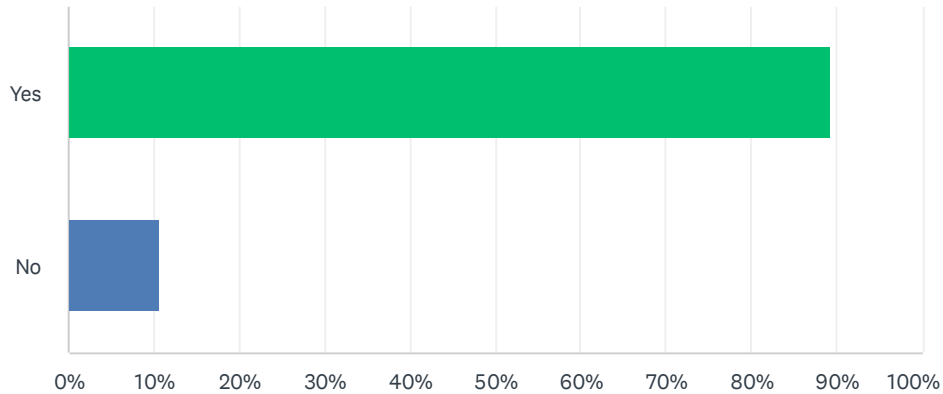
Answered: 142 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	90.85%	129
No	9.15%	13
TOTAL		142

Q8 Do you think these renovations are a good use of the Township’s library funds? If not, why?

Answered: 142 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	89.44%	127
No	10.56%	15
TOTAL		142

#	OPTIONAL COMMENT	DATE
1	ABSOLUTELY!	7/28/2022 9:44 AM
2	We want to promote learning, curiosity and education. Library does so.	7/19/2022 8:18 PM
3	This library is a key free learning, educational resource for residents of all ages. This library should be well maintained and updated regularly.	7/15/2022 3:40 PM
4	I use the rest room and there is rarely anyone there. I don't know if further enhancement is needed.	7/15/2022 3:07 PM
5	I would like to see the library start to transform for future use. More items are now online, so the traditional library is becoming obsolete.	7/15/2022 9:28 AM
6	I guess I think the library is great how it is. I don't see any functional need for the additions besides cosmetics.	7/13/2022 10:10 PM
7	I just don't think The library gets a ton of use and we have so many other areas that need our attention before this. Maybe a low level renovation new carpet and doors but not to the scale you are proposing.	7/12/2022 11:54 AM
8	Perform the necessary maintenance, but renovations aren't necessary.	7/11/2022 4:19 PM
9	We love the library. I would not want to lose the "free play space" for the kids. My kids love the toys in the current round room so I'd want to continue a space like that. I'd also want space for classes for kids!	7/11/2022 10:09 AM
10	The library has been well used and is dated. The renovations would help to serve the younger generations and make it more enjoyable for all.	7/10/2022 9:14 PM
11	Thank you for your detailed survey. I appreciate the hard work put into these plans.	7/10/2022 9:29 AM
12	I would expand the Childrens area even more, as this space has so much potential for local	7/8/2022 9:46 PM

families. With so much of our year being in dreary winter weather, it'd be so wonderful to have somewhere to gather indoors with the community.

13	Definitely a great use.	7/8/2022 3:54 PM
14	The library desperately needs updating and expanding so that the library has all the space it needs for programs. The library should rely more on its own resources and less on the Wisner Center which makes Wisner Center space not available for community use.	7/8/2022 11:20 AM
15	No significant benefit for redesign & rearrangement. Focus on building maintenance and furnishing replacement as needed but primarily focus on the materials available to patrons for check-out.	7/7/2022 10:21 PM
16	This would be an incredibly impactful investment for our community.	7/7/2022 7:04 PM
17	The role of libraries has changed so much during the past twenty five years, I'm sure ours could use some updating to stay relevant.	7/4/2022 4:16 PM
18	Does the location of the fish tank really require moving the children's area? We like the "Boxcar Children" map on the wall. Keep it!	7/4/2022 2:13 PM
19	It is very hard to see the drawings in this survey. after visiting Caledonias branch, I was impressed by the comfy furniture and work spaces so I think that money needs to go to those kinds if updates and not structural changes.	7/1/2022 11:24 AM
20	With the advent of internet, libraries are a dying breed and a huge burden on taxpayers.	7/1/2022 8:41 AM
21	The library does not need an update	6/30/2022 11:20 PM
22	Some of the projects are good ideas and others not so much. Better bathrooms are a good idea.	6/30/2022 10:25 PM
23	We should be thinking long term on how much libraries will be used.	6/30/2022 8:44 PM
24	Are there any opportunities to make personal donations?	6/22/2022 9:16 AM
25	The library seems to have taken away desks for us to interact with librarians (not the clerks). It's frustrating not to be able to find librarians when we have questions. There seems to be too many tables or shelves in the middle of walkways. Hard to navigate when one is differently-abled.	6/21/2022 9:20 PM
26	At this point it seems cascade library is still one of the nicest around. Currently spending more money does not seem necessary to me.	6/17/2022 3:11 PM
27	I think change is good and gets people excited to come back to the library. The changes look small enough but also needed.	6/17/2022 12:54 PM
28	Some of them. The childrens area needs the most work... it severely lacking compared to the EGR branch.	6/16/2022 9:05 PM
29	I can't tell from these drawings but I would love to see the used book section expanded.	6/16/2022 6:57 PM

Q9 Do you have any additional thoughts to share on the KDL – Cascade Township Branch interior renovations?

Answered: 24 Skipped: 118

#	RESPONSES	DATE
1	No	7/16/2022 8:52 AM
2	This project should be the priority use of property tax funds.	7/15/2022 3:40 PM
3	Please make everything overly accessible	7/14/2022 8:36 AM
4	Bathroom on the inside of the library and not the lobby!	7/13/2022 10:13 PM
5	I support the exterior and fixing of things that are run down or dilapidated. I think the interior of library is great as it is.	7/13/2022 10:10 PM
6	Perform the necessary maintenance, but renovations aren't necessary.	7/11/2022 4:19 PM
7	I would prefer to have more space for books and more space in general. I mean if the librarian work area needs improvement that is understandable, but the bathrooms and other areas are fine as it is in my opinion. What is missing is the diverse book selection. All we see in the library are social justice, LGBT, and political/ideology books for kids... it's EVERYWHERE!!! what happened to good classics? What happened to diversity- I mean how about representing good old conservative values? We just canceled our weekly trips library, it's too frustrating. And we are paying taxes for it! So maddening. However, the outdoor improvements are exciting. Thanks for reading. Good day.	7/11/2022 11:29 AM
8	Keep up the great work! Love the outdoor plan.	7/11/2022 12:07 AM
9	The library should continue to be supported by our community in all ways possible! Improved outdoor space will not only add value to the community but also enhance library user's experience.	7/10/2022 11:52 PM
10	Not all dog owners act responsibly so, sadly, I'd recommend that the outdoor and indoor spaces be restricted to service dogs only.	7/10/2022 9:29 AM
11	Bringing the library more "up to date" and enhancing it is a great investment for the community. Interior and exterior renovations/additions would benefit everyone.	7/8/2022 3:54 PM
12	Spend more to renovate and add desperately needed space. That is an excellent use of resources. Provide the library what it needs for programming so that it doesn't rely so much on the Wisner Center space.	7/8/2022 11:20 AM
13	The library is a huge asset to the community, but dated. Improvements could support the quality work the staff at KDL do to engage and support our community members.	7/8/2022 8:10 AM
14	Please keep private and semi private study spaces	7/8/2022 4:45 AM
15	These look fantastic! While my son is now 8, it would've been awesome to have the children's space and access to the bathrooms when he was younger. I hope this gets approved!!	7/7/2022 7:44 PM
16	Free space for Scout meetings are needed	7/7/2022 4:54 PM
17	Carpet seems ok to me.	7/4/2022 2:13 PM
18	Again, please consider supporting Girl Scout troops in the area by making affordable or free space for our troops. We often must rely on churches in the area to fulfill our needs. Our family LOVES the library and we feel fortunate that KDL offers such a high level of family friendly programming. I feel so fortunate to have the options that KDL provides to enrich our lives.	7/1/2022 12:32 PM
19	Please see the above comment on furnishings upgrades link Caledonia and not structural changes	7/1/2022 11:24 AM
20	Just maintain, and keep costs down.	6/30/2022 10:25 PM

21	An attractive, up-to-date library is a valuable asset to our community.	6/24/2022 1:51 PM
22	Thank you for continuous improvement! I love what KDL brings to Cascade residents.	6/23/2022 10:09 AM
23	This is funny that the new arrangement goes back to the original plan from when the library opened many years ago.	6/21/2022 9:20 PM
24	An update on the decor would be nice.	6/16/2022 6:57 PM

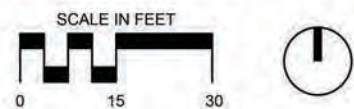


PROPOSED SITE FEATURES KEY

- ① NEW 6' SIDEWALK
- ② ACTIVE LAWN SPACE
- ③ PAVED SEATING AREA
- ④ PERENNIAL GARDEN SPACES
- ⑤ FOUNTAIN
- ⑥ SEAT WALLS OR CURVED BENCHES
- ⑦ RAIN GARDEN
- ⑧ EXPANDED WOODLAND AREA
- ⑨ RESTORED AND ENHANCED WOODLAND AREA
- ⑩ WOODLAND PLAY AREAS
- ⑪ PAVILION
- ⑫ NEW PRAIRIE AREAS
- ⑬ NEW RETENTION AREA MEADOW PLANTING
- ⑭ WET MEADOW PLANTING
- ⑮ TRAILS
- ⑯ SEATING AREAS
- ⑰ ACCESS TO IMPROVEMENT AREAS

NOTES:

- 1) Refer to included project narrative for detailed design information.



PROJECT
LANDSCAPE MASTER PLAN
 KENT DISTRICT LIBRARY - CASCADE TOWNSHIP BRANCH

PREPARED FOR
 Kent District Library
 CASCADE TOWNSHIP BRANCH

PREPARED BY

 NATIVEDGE
 ECOLOGICALLY INSPIRED DESIGN

DATE 2/16/22
SHEET TITLE
 MASTER PLAN FOCUS AREA
SHEET No. 2 OF 2

Opinion of Probable Cost - Landscape Master Plan - Cascade Library

Item	Qty.	Unit	Unit Price	Total	Notes
PHASE I - PRIMARY USE AREA ADJACENT TO NW SIDE OF LIBRARY					
Site Prep., Demo, Grading, & Drainage	1	LS	\$ 17,500.00	\$ 17,500.00	Includes any additional topsoil, fill, and removals needed.
4" Sidewalks	4,182	SF	\$ 7.00	\$ 29,274.00	
Concrete Pavers	706	SF	\$ 26.00	\$ 18,356.00	
Seat Walls	233	LF	\$ 180.00	\$ 41,940.00	
Fountain	1	EA	\$ 5,000.00	\$ 5,000.00	
Lawn Areas	2,323	SF	\$ 0.15	\$ 348.45	
Perennial Garden Areas	3,265	SF	\$ 7.00	\$ 22,855.00	
Rain Garden	1	Allowance	\$ 4,200.00	\$ 4,200.00	
Woodland Expansion Areas	1	Allowance	\$ 8,500.00	\$ 8,500.00	
Existing Woodland Clearing and Grubbing	1	Allowance	\$ 3,500.00	\$ 3,500.00	
Woodland Paths and Play Areas	1	Allowance	\$ 5,000.00	\$ 5,000.00	
Tables and Chairs	3	EA	\$ 2,000.00	\$ 6,000.00	

Phase I Subtotal	\$ 162,473.45
Site Survey	\$ 3,000.00
Professional Fees @ 10%	\$ 16,247.35
Contingency @ 12%	\$ 19,496.81
Phase I Total	\$ 201,217.61

PHASE II - PAVILION AREA AND IMPROVEMENTS NORTH OF EXISTING WOODS					
Site Prep., Demo, Grading, & Drainage	1	LS	10,000.00	\$ 10,000.00	
4" Sidewalks	8,213	SF	7.00	\$ 57,491.00	
60' Pavilion	1	LS	80000	\$ 80,000.00	Includes Engineering, Installation, and Utilities
Perennial Garden Areas	3,223	SF	\$ 7.00	\$ 22,561.00	
Lawn Areas	3,926	SF	\$ 0.15	\$ 588.90	

Phase II Subtotal	\$ 170,640.90
Site Survey	\$ 1,500.00
Professional Fees @ 10%	\$ 17,064.09
Contingency @ 12%	\$ 20,476.91
Phase II Total	\$ 209,681.90

PHASE III - NORTHEAST SIDE OF BUILDING FACING DETENTION BASIN					
Site Prep., Demo, Grading, & Drainage	1	LS	\$ 5,000.00	\$ 5,000.00	
4" Sidewalks	2,075	SF	\$ 7.00	\$ 14,525.00	
Perennial Garden Areas	4,495	SF	\$ 7.00	\$ 31,465.00	
Tables and Chairs	3	EA	\$ 2,000.00	\$ 6,000.00	

Phase III Subtotal	\$ 56,990.00
Site Survey	\$ 500.00
Professional Fees @ 5%	\$ 2,849.50
Contingency @ 6%	\$ 3,419.40
Phase III Total	\$ 63,758.90

PHASE IIII - NATURAL AREA IMPROVEMENTS					
Prairie Area Prep.	2.3	AC	\$ 1,500.00	\$ 3,450.00	Includes eradication of exiting lawn areas in all of the dispalyed prairie areas on the master plan.
Prairie Area Seed Installation	2.3	AC	\$ 5,000.00	\$ 11,500.00	
Meadow and Wet Meadow Area Prep.	0.8	AC	\$ 2,000.00	\$ 1,600.00	
Meadow and Wet Meadow Seed Installation	0.8	AC	\$ 6,000.00	\$ 4,800.00	This number may be increased if erosion control blankets are required on slopes.
Woodland Expansion Area Plantings	1	Allowance	\$ 10,000.00	\$ 10,000.00	

Phase IIII Subtotal	\$ 31,350.00
Professional Fees @ 5%	\$ 1,567.50
Contingency @ 6%	\$ 1,881.00
Phase IIII Total	\$ 34,798.50

Project Summary	
Phase I Total	\$ 201,217.61
Phase II Total	\$ 209,681.90
Phase III Total	\$ 63,758.90
Phase IIII Total	\$ 34,798.50
Project Grand Total	\$ 509,456.91

Notes:

- 1) The cost estimates provided in this table assume average material and construction prices for the various site improvements. Most features have a high and low range depending on exact materials specified and the prices in this spreadsheet assume the median price range for these features. This means that there is potential for the constructed price of the proposed site improvements to be above or below the estimated prices based on the exact materials chosen.
- 2) Due to the variable nature of material prices and contractor fees, no guarantee is made as to the actual cost of construction of the features listed in this table. These numbers are intended to provide an estimation of probable cost which can be used to plan for construction and next steps.

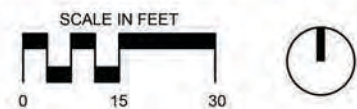


PROPOSED SITE FEATURES KEY

- ① NEW 6' SIDEWALK
- ② ACTIVE LAWN SPACE
- ③ PAVED SEATING AREA
- ④ PERENNIAL GARDEN SPACES
- ⑤ FOUNTAIN
- ⑥ SEAT WALLS OR CURVED BENCHES
- ⑦ RAIN GARDEN
- ⑧ EXPANDED WOODLAND AREA
- ⑨ RESTORED AND ENHANCED WOODLAND AREA
- ⑩ WOODLAND PLAY AREAS
- ⑪a AMPHITHEATER FOCAL AREA
- ⑪b AMPHITHEATER SEATING
- ⑪c AMPHITHEATER STAIRS
- ⑫ NEW PRAIRIE AREAS
- ⑬ NEW RETENTION AREA MEADOW PLANTING
- ⑭ WET MEADOW PLANTING
- ⑮ TRAILS
- ⑯ SEATING AREAS
- ⑰ ACCESS TO IMPROVEMENT AREAS
- ⑱ RESTROOM BUILDING

NOTES:

- 1) Refer to included project narrative for detailed design information.



PROJECT
LANDSCAPE MASTER PLAN
 KENT DISTRICT LIBRARY - CASCADE TOWNSHIP BRANCH

PREPARED FOR
 Kent District Library
 CASCADE TOWNSHIP BRANCH

PREPARED BY

 NATIVEDGE
 ECOLOGICALLY INSPIRED DESIGN

DATE 2/16/22
SHEET TITLE
 MASTER PLAN FOCUS AREA V2
SHEET No. 2 OF 2

Opinion of Probable Cost - Landscape Master Plan - Cascade Library

Item	Qty.	Unit	Unit Price	Total	Notes
PHASE I - PRIMARY USE AREA ADJACENT TO NW SIDE OF LIBRARY					
Site Prep., Demo, Grading, & Drainage	1	LS	\$ 17,500.00	\$ 17,500.00	Includes any additional topsoil, fill, and removals needed.
4" Sidewalks	4,182	SF	\$ 7.00	\$ 29,274.00	
Concrete Pavers	706	SF	\$ 26.00	\$ 18,356.00	
Seat Walls	233	LF	\$ 180.00	\$ 41,940.00	
Fountain	1	EA	\$ 5,000.00	\$ 5,000.00	
Lawn Areas	2,323	SF	\$ 0.15	\$ 348.45	
Perennial Garden Areas	3,265	SF	\$ 7.00	\$ 22,855.00	
Rain Garden	1	Allowance	\$ 4,200.00	\$ 4,200.00	
Woodland Expansion Areas	1	Allowance	\$ 8,500.00	\$ 8,500.00	
Existing Woodland Clearing and Grubbing	1	Allowance	\$ 3,500.00	\$ 3,500.00	
Woodland Paths and Play Areas	1	Allowance	\$ 5,000.00	\$ 5,000.00	
Tables and Chairs	3	EA	\$ 2,000.00	\$ 6,000.00	

Phase I Subtotal	\$ 162,473.45
Site Survey	\$ 3,000.00
Professional Fees @ 10%	\$ 16,247.35
Contingency @ 12%	\$ 19,496.81
Phase I Total	\$ 201,217.61

PHASE II - PAVILION AREA AND IMPROVEMENTS NORTH OF EXISTING WOODS					
Site Prep., Demo, Grading, & Drainage	1	LS	\$ 10,000.00	\$ 10,000.00	
4" Sidewalks	5,585	SF	\$ 7.00	\$ 39,095.00	
Amphitheater Seating	1	LS	\$ 40,000.00	\$ 40,000.00	Includes Engineering, Installation, and Utilities
Concrete Pavers	1,250	SF	\$ 26.00	\$ 32,500.00	Could also be lawn or decomposed granite
Perennial Garden Areas	1,500	SF	\$ 7.00	\$ 10,500.00	
Restroom Facility	1	LS	\$ 100,000.00	\$ 100,000.00	
Lawn Areas	4,480	SF	\$ 0.15	\$ 672.00	

Phase II Subtotal	\$ 232,767.00
Site Survey	\$ 1,500.00
Professional Fees @ 10%	\$ 23,276.70
Contingency @ 12%	\$ 27,932.04
Phase II Total	\$ 285,475.74

PHASE III - NORTHEAST SIDE OF BUILDING FACING DETENTION BASIN					
Site Prep., Demo, Grading, & Drainage	1	LS	\$ 5,000.00	\$ 5,000.00	
4" Sidewalks	2,075	SF	\$ 7.00	\$ 14,525.00	
Perennial Garden Areas	4,495	SF	\$ 7.00	\$ 31,465.00	
Tables and Chairs	3	EA	\$ 2,000.00	\$ 6,000.00	

Phase III Subtotal	\$ 56,990.00
Site Survey	\$ 500.00
Professional Fees @ 5%	\$ 2,849.50
Contingency @ 6%	\$ 3,419.40
Phase III Total	\$ 63,758.90

PHASE IIII - NATURAL AREA IMPROVEMENTS					
Prairie Area Prep.	2.3	AC	\$ 1,500.00	\$ 3,450.00	Includes eradication of existing lawn areas in all of the displayed prairie areas on the master plan.
Prairie Area Seed Installation	2.3	AC	\$ 5,000.00	\$ 11,500.00	
Meadow and Wet Meadow Area Prep.	0.8	AC	\$ 2,000.00	\$ 1,600.00	
Meadow and Wet Meadow Seed Installation	0.8	AC	\$ 6,000.00	\$ 4,800.00	This number may be increased if erosion control blankets are required on slopes.
Woodland Expansion Area Plantings	1	Allowance	\$ 10,000.00	\$ 10,000.00	

Phase IIII Subtotal	\$ 31,350.00
Professional Fees @ 5%	\$ 1,567.50
Contingency @ 6%	\$ 1,881.00
Phase IIII Total	\$ 34,798.50

Project Summary	
Phase I Total	\$ 201,217.61
Phase II Total	\$ 285,475.74
Phase III Total	\$ 63,758.90
Phase IIII Total	\$ 34,798.50
Project Grand Total	\$ 585,250.75

Notes:

- 1) The cost estimates provided in this table assume average material and construction prices for the various site improvements. Most features have a high and low range depending on exact materials specified and the prices in this spreadsheet assume the median price range for these features. This means that there is potential for the constructed price of the proposed site improvements to be above or below the estimated prices based on the exact materials chosen.
- 2) Due to the variable nature of material prices and contractor fees, no guarantee is made as to the actual cost of construction of the features listed in this table. These numbers are intended to provide an estimation of probable cost which can be used to plan for construction and next steps.

DDA MEMORANDUM

To: Cascade Township DDA Board

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

Subject: Discuss and Consider McKenna Proposals

Meeting Date: August 16, 2022

At the July meeting, the DDA board asked Chris Khorey of McKenna, to provide two proposals:

- To assist the DDA with the development of a Strategic Plan

A Downtown Strategic Plan will build off the Township Strategic Plan. This plan will look at various areas of the DDA and McKenna will assist with refining visions and creating redevelopment plans for these areas.

- To provide professional assistance to the Transportation Committee

The DDA/Transportation Committee is beginning the process of researching and reviewing all public transportation options available to businesses in the Township. They asked McKenna to provide a proposal to assist with this process as it works with The Rapid and other agencies to determine the future of public transportation in Cascade.

Both proposals are in the packet for your review and consideration.



MCKENNA

August 2, 2022

Downtown Development Authority
Cascade Charter Township
5920 Tahoe Road SE
Grand Rapids, MI 49546

Subject: Proposal to Assist with Cascade Downtown Strategic Plan

Dear DDA Board Members,

As requested, we are pleased to submit a proposal to provide the Cascade Downtown Development Authority with assistance in creating a Downtown Strategic Plan. The DDA Strategic Plan will build off the Township Strategic Plan and will create a roadmap to future redevelopment success.

We're delighted by the prospect of working with the Township, and look forward to continuing to work cooperatively with local officials and the public in one of Kent County's premier communities.

Task 1: DDA Goals and Objectives. Using the framework already development by Board Member Michelle Kleyla, McKenna will work with the DDA Board to develop a clear and concise set of Goals and Objectives. This document will guide the rest of the planning process, and also serve as a decision-making tool for the DDA going forward. *Fee: \$2,000, including initial drafting and revisions.*

Task 2: Upper Village Plan (Library Area). McKenna will undertake the following tasks to create a detailed redevelopment plan for the "Upper Village" as defined by the Township Strategic Plan (see attached map).

- **Subcommittee:** Help convene a subcommittee of representatives from the Library, Planning Commission, Parks Committee, and DDA. The initial responsibility of the subcommittee will be to coordinate on the library's ongoing exterior improvements on its campus. The subcommittee will also determine whether the library's improvements should be the "**Central Gathering Place**" described in the Strategic Plan, or whether that should be pursued elsewhere (such as the Lower Village). Following their coordination role with the library improvements, the subcommittee will transition to being the "hub" for discussions of recreational improvements and redevelopment opportunities in the "Upper Village" area. *Fee: Hourly (see rates included in this proposal).*
- **Redevelopment Conceptual Design:** McKenna will create a redevelopment plan, including map view, plan view, and isometric view, as well as two street-level renderings. The redevelopment plan will clearly designate the future of the public and private land around the library. *Fee: \$5,000*
- **Mobility Improvements:** McKenna will create a detailed plan of needed mobility improvements in the Upper Village area, including any traffic lights, sidewalks, bike infrastructure, transit stops, and other improvements deemed necessary. *Fee: \$2,000*
- **Redevelopment Implementation Plan:** McKenna will create an action plan for the DDA to implement in the Upper Village, potentially including infrastructure investments, beautifications,

GRAND RAPIDS
124 East Fulton Street
6th Floor, Suite B
Grand Rapids, Michigan 49503

☎ 616.226.6375
☎ 248.596.0930
MCKA.COM

Communities for real life.



property acquisitions, grants to private businesses, and public-private or multi-jurisdictional partnerships. We will also recommend Master Plan and Zoning Amendments for review by the Planning Commission. *Fee: \$1,000*

- **Stakeholder Meetings for Implementation:** McKenna will meet with key stakeholders that will play a role in implementation, on as as-needed or as-requested basis. *Fee: Hourly*

Task 3: Lower Village Plan (Cascade Road). McKenna will undertake the following tasks to create a detailed redevelopment plan for the “Lower Village” as defined by the Township Strategic Plan (see attached map).

- **Development Design Palette:** McKenna will create a “palette” of architectural, landscaping, and site design aspects that the DDA wishes to promote in the Cascade Road corridor. These can be used as criteria for grants to businesses, and could also be incorporated into the Zoning Ordinance, in cooperation with the Planning Commission. *Fee: \$2,000*
- **Mobility Improvements:** McKenna will create a detailed plan of the DDA’s desired mobility improvements in the Lower Village area, including any traffic lights, sidewalks, bike infrastructure, transit stops, and other improvements deemed necessary. *Fee: \$2,000*
- **Redevelopment Implementation Plan:** McKenna will create an action plan for the DDA to implement in the Lower Village, potentially including infrastructure investments, beautification, property acquisitions, grants to private businesses, and public-private or multi-jurisdictional partnerships. We will also recommend Master Plan and Zoning Amendments for review by the Planning Commission. *Fee: \$1,000*
- **Stakeholder Meetings for Implementation:** McKenna will meet with key stakeholders that will play a role in implementation, on as as-needed or as-requested basis. We anticipate that meetings with the Kent County Road Commission will be necessary. *Fee: Hourly*

Task 4: Thornapple Plaza Plan and Redevelopment Actions. McKenna will undertake the following tasks to create a redevelopment vision for the Thornapple Plaza shopping center, refine that vision through engagement with property owners and tenants in the Plaza, and then work to implement the vision through a public-private partnership.

- **Redevelopment Conceptual Design:** McKenna will create a redevelopment plan, including map view, plan view, and isometric view, as well as two street-level renderings. The redevelopment plan will clearly designate the vision for the Thornapple Plaza. The initial vision will be reviewed by the DDA Board and other Township leaders. Subsequently, the vision will be presented to the owners of the Plaza for feedback and buy-in, resulting in a final version that will guide implementation actions. *Fee: \$10,000*
- **Redevelopment Implementation Plan:** McKenna will create an action plan for the DDA to implement on the Thornapple Village site, potentially including infrastructure investments, beautification, property acquisitions, grants to private businesses, and public-private or multi-jurisdictional partnerships. We will also recommend Master Plan and Zoning Amendments for



review by the Planning Commission. The implementation plan will be sensitive to the needs of the existing owners and tenants in the Plaza. *Fee: \$1,000*

- **Request for Proposals:** Once the vision and the pathway to redevelopment are complete, McKenna will draft a Request for Proposals for local developers to assist with the redevelopment of the complex. *Fee: \$2,000*

Meetings: Meetings, including those listed above, monthly DDA meetings, and other meetings that may become necessary, are not included in the fees above, because the number and type of meetings should remain flexible. McKenna will invoice hourly for meetings at the rates listed in this proposal. Travel time will be included.

B. FEES AND INVOICING

McKenna will complete the tasks described above for the following lump sum fees, for a total fee of **\$28,000**, plus hourly billing for meetings:

- **Goals and Objectives: \$2,000**
- **Upper Village: \$8,000**
- **Lower Village: \$5,000**
- **Thornapple Plaza: \$13,000**

C. HOURLY RATES

For services not include in the lump sum fees above, including meetings, McKenna’s professional hourly rates are as follows. No hourly invoicing will occur unless McKenna is specifically requested to undertake a task or attend a meeting by the Township.

<u>Professional Classification</u>	<u>Rate Per Hour*</u>
President	\$150.00
Executive or Senior Vice President	\$140.00
Vice President	\$135.00
Director	\$130.00
Senior Principal or Manager	\$125.00
Principal	\$120.00
Senior	\$110.00
Associate	\$100.00
Assistant	\$90.00

D. PROFESSIONAL TEAM

Christopher Khorey, AICP, West Michigan Manager, and Danielle Bouchard, Senior Planner will continue to be the primary professionals providing services to Cascade Township. **Michael Campbell, Urban Designer**, will provide the visual renderings. Other McKenna specialists may be called upon for expertise in redevelopment, transportation, or other topics.

Please let me know if you have any questions. Our team is available to start immediately upon receiving a signed copy of this proposal. Thank you.



Respectfully submitted,

McKENNA ASSOCIATES

Christopher Khorey, AICP
West Michigan Manager

**AUTHORIZATION TO PROCEED
DOWNTOWN DEVELOPMENT AUTHORITY, CASCADE CHARTER TOWNSHIP, KENT COUNTY, MICHIGAN**

Signature

Title

Date

Name (printed)



MCKENNA

August 2, 2022

Downtown Development Authority
Cascade Charter Township
5920 Tahoe Road SE
Grand Rapids, MI 49546

Subject: Proposal to Provide Professional Assistance to the Transportation Committee

Dear DDA Board Members,

As requested, we are pleased to submit a proposal to provide the Cascade Downtown Development Authority's Transportation Committee with professional assistance as it works with the Rapid to determine the future of public transportation in the DDA area and nearby parts of the community.

We're delighted by the prospect of working with the Township, and look forward to continuing to work cooperatively with local officials and the public in one of Kent County's premier communities.

Task 1: ITP Data Analysis. Township Staff has requested ridership data and other information from The Rapid. McKenna will review and analyze that data and provide a report to the Transportation Committee outlining our findings. This review will include Route 29, Route 27, and the Kentwood Rapid Connect service. *Fee: \$1,000*

Task 2: Best Practices. McKenna will review the service provided by peer public transportation entities in suburban and outlying areas, and provide examples of models for Cascade, along with analysis of what works well, and what does not, and how the services would translate to 28th Street and other areas of Cascade. *Fee: \$2,000*

Task 3: Community Engagement (Two Surveys). McKenna will draft two surveys – one for residents and bus riders, and one for business leaders. We will create a landing page website to host the surveys, design marketing materials, and work with the Township and the Rapid to publicize the survey. It is especially important that bus riders have the opportunity to participate. *Fee: \$5,000.*

Task 4: Private Partners Research and Contact. McKenna will determine potentially appropriate partners for the services that the Transportation Committee seeks to have provided. We will review those partners with the Committee, and will contact the chosen partners to gain a deeper understanding of the pricing and opportunities available. *Fee: \$2,000*

Task 5: Preferred Alternative. McKenna will create a final document detailing our recommended course of action, including the type of transit to be provided, the geographic extent of the transit service, any needed private partners, integration into the Rapid system, partnership with local businesses. *Fee: \$5,000*

Meetings: Meetings, including Transportation Committee meetings, meetings with The Rapid, and other meetings that may become necessary, are not included in the fees above, because the number and type of meetings should remain flexible. McKenna will invoice hourly for meetings at the rates listed in this proposal. Travel time will be included.

GRAND RAPIDS
124 East Fulton Street
6th Floor, Suite B
Grand Rapids, Michigan 49503

○ 616.226.6375
F 248.596.0930
MCKA.COM

Communities for real life.



B. FEES AND INVOICING

McKenna will complete the tasks described above for a total lump sum fee of **\$15,000**, plus hourly billing for meetings.

C. HOURLY RATES

For services not include in the lump sum fees above, including meetings, McKenna’s professional hourly rates are as follows. No hourly invoicing will occur unless McKenna is specifically requested to undertake a task or attend a meeting by the Township.

<u>Professional Classification</u>	<u>Rate Per Hour*</u>
President	\$150.00
Executive or Senior Vice President	\$140.00
Vice President	\$135.00
Director	\$130.00
Senior Principal or Manager	\$125.00
Principal	\$120.00
Senior	\$110.00
Associate	\$100.00
Assistant	\$90.00

D. PROFESSIONAL TEAM

Christopher Khorey, AICP, West Michigan Manager, and Danielle Bouchard, Senior Planner will continue to be the primary professionals providing services to Cascade Township.

Please let me know if you have any questions. Our team is available to start immediately upon receiving a signed copy of this proposal. Thank you.

Respectfully submitted,

McKENNA ASSOCIATES

Christopher Khorey, AICP
West Michigan Manager

**AUTHORIZATION TO PROCEED
DOWNTOWN DEVELOPMENT AUTHORITY, CASCADE CHARTER TOWNSHIP, KENT COUNTY, MICHIGAN**

Signature

Title

Date



Name (printed)

DDA MEMORANDUM

To: Cascade Township DDA Board

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

Subject: Strategic Plan Update

Meeting Date: August 16, 2022

Chris Khorey of McKenna and Strategic Plan Committee members Michelle Kleyla and Supervisor Lesperance will be at the meeting to provide a strategic plan update.

DDA MEMORANDUM

To: Cascade Township DDA Board

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

Subject: Discuss and Consider World War II Veteran – Virgil Westdale Tribute

Meeting Date: August 16, 2022

This item is a follow up from previous meetings regarding a request from the American Legion Post and a member from Cascade Community Church.

Supervisor Lesperance explained that the American Legion Post and the members of Virgil Westdale's church would like to rename Museum Gardens Park in his honor and find way to commemorate him. Supervisor Lesperance will provide an update at the meeting regarding her conversation with the American Legion.

Staff spoke with Chief Magers regarding the status of the flag poles at Station 1 when they demolish the building. There are two poles and Chief confirmed with Triangle Associates that the flag poles will be taken down and set aside for the DDA to use, if needed.

Included are some pictures of existing memorial plaques that are located at the Cascade Recreation Park. Boulders seem to be popular when mounting these plaques. Bronze plaques can start anywhere from around \$600, depending on size, and increase from there. Between the plaque and boulder, the total cost can range from \$1100 and up.

Language for the plaque needs to be decided upon.

12x24

This dog park was
generously supported by
Cascade Hospital for Animals.

18x10

IN MEMORY OF
MARY R. TIMMONS
FOR DEVOTED SERVICE TO
HER COMMUNITY AND COUNTRY
1976

16x20

THIS PARK DEDICATED
TO THE
USE AND ENJOYMENT OF
THE CASCADE COMMUNITY

TOWNSHIP PARK BOARD

NICHOLS, CHAIRMAN

JAMES SANDER PLOEG

ROBERT L. PRINE

JACK A. LEWIS

DOMINIC W. PALMER

JERRY S. FELLINGER

SUSAN E. EMDIN

R. LEE PATTERSON

1976



12x12

IN TRIBUTE TO
SPC. MARK E. GUTTING
DEC. 14, 1967 - AUG. 8, 1993
U.S. ARMY MILITARY POLICE
U.N. PEACEKEEPER - SOMALIA



CASCADE NEIGHBORS AND FRIENDS

DDA MEMORANDUM

To: Cascade Township DDA Board

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

Subject: Discuss and Consider DDA Sponsorship for Cascade Heritage Festival

Meeting Date: August 16, 2022

Cascade Heritage Festival will be held on Saturday, September 10. The event this year will be relocated and held at Cascade Christian Church and the Cascade Historical Museum & Park property.

The event location is changing this year to the Cascade Christian Church and Cascade Historical Museum & Park properties. The change keeps the event closer to the museum and downtown village area. The relocation also allows for the Museum to be open during the festivities.

The event will consist of a cornhole tournament, beer tent, bands, food trucks, ice cream social and kid's activities.

The cornhole tournament will begin at 4:00, with the remainder of the festivities starting at 5:00 p.m. and ending at 9:00 p.m.

Supervisor Lesperance discussed this event with the American Legion and they would like to dedicate the park during the festival. Supervisor Lesperance will provide an update at the meeting.

The Township Board approved the festival at their board meeting and approved to fund up to \$15,000 for the event. There was discussion of the DDA sponsoring and/or being a partner in funding the festival.

The DDA board should discuss if they are interested in sponsoring a portion of this event.

TRANSPORTATION COMMITTEE

To: Transportation Committee

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

Subject: Information Only - Public Transportation Update

Meeting Date: August 16, 2022

The Transportation Committee directed staff to provide information regarding the existing Rapid service and their new on-demand program, The Rapid Connect. Additional information was also requested on the Hope Network Wheels to Work program.

The Rapid – Existing Service

The current contract provides for bus service during the week and on the weekends in the DDA district. The frequency of service is as follows:

Weekday:	Every 30 minutes
Weekday Evening:	Every 60 minutes
Saturday:	Every 60 minutes
Sunday:	Every 60 minutes

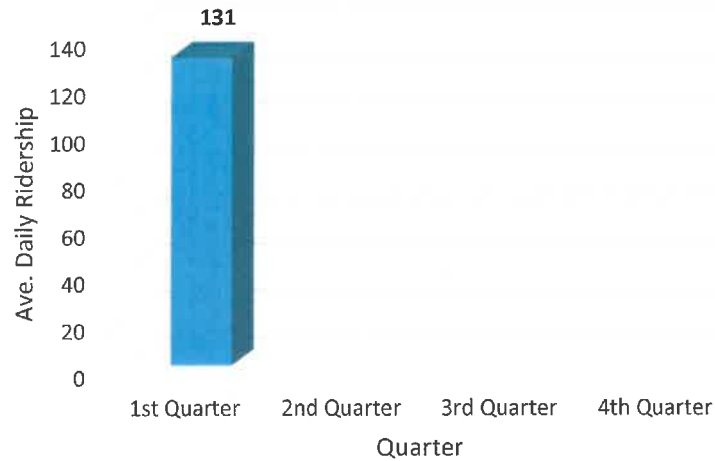
The hours of service are:

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

The FY22 1st Quarter data report is included in the packet as well as reports from 2021 and 2020 (2021 and 2020 do not have GoBus data). We usually receive second quarter data around this time so the information will be updated once received.

Rapid 28th Street - FY2022 1st Quarter Ridership Data

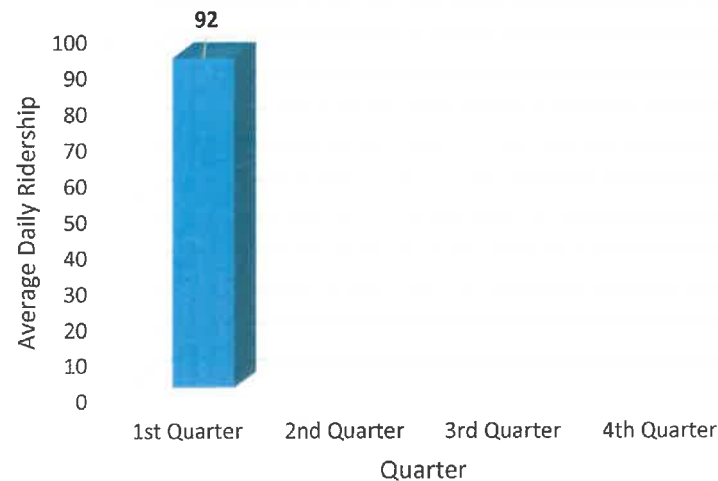
Rapid - 28th Street Weekday Ridership



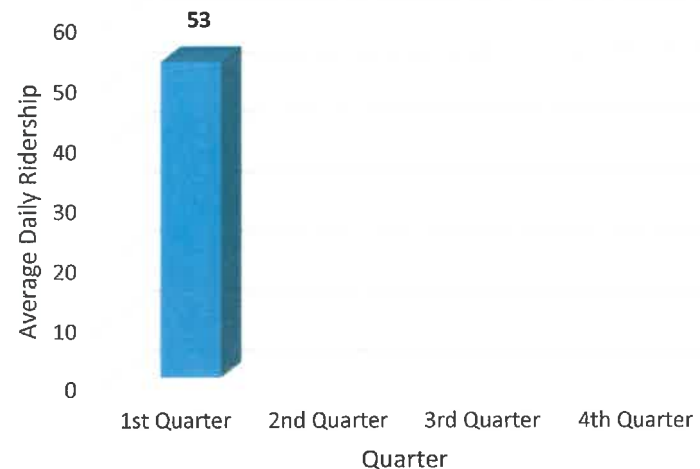
The Rapid collects realtime boarding data and no longer relies on sampling estimates. Boardings and alightings are collected in real time. Ridership in Cascade experiences slightly more alightings than boardings, which is not uncommon. The riders summary is charted on this sheet, while actual rider data 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). Ridership has decreased on all days compared to 1st Quarter 2021: Weekday ridership (153 in 2021 compared to 131 in 2022), Saturday ridership (126 in 2021 compared to 92 in 2022) and Sunday (70 in 2021 to 53 in 2022)

Rapid - 28th Street Saturday Ridership



Rapid - 28th Street Sunday Ridership

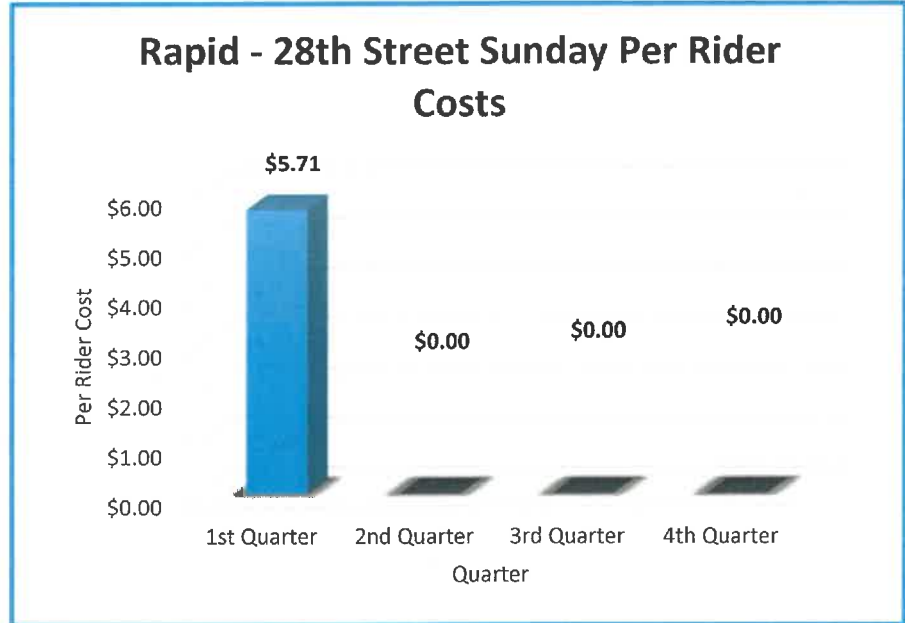
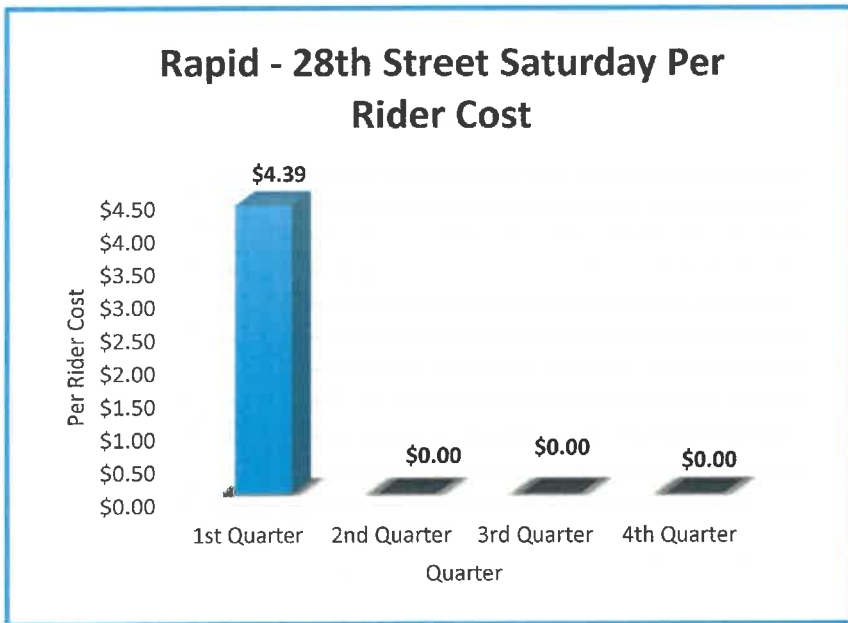
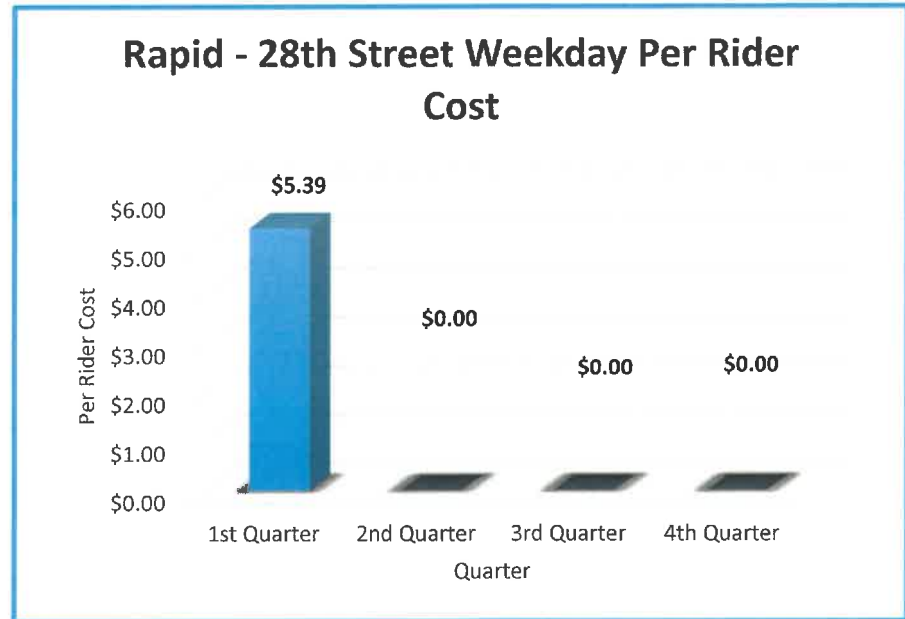


Rapid 28th Street - FY2022 1st Quarter Financial Data

Cascade Township funds the 28th Street Linehaul service on a "per service hour" formula, which is \$75.71 per service hour for the 1st Quarter of 2022 (will move to \$76.37 for the 4th Quarter.) Based on the hours of service, the Township pays the following "per day" costs:

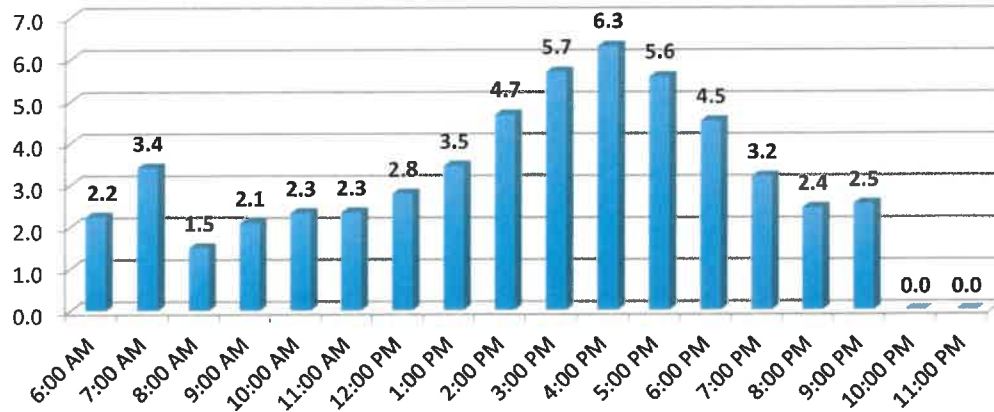
Weekday - \$706.37 Saturday - \$403.53 Sunday - \$302.84

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 2022 1st Quarter Hourly Boarding Data

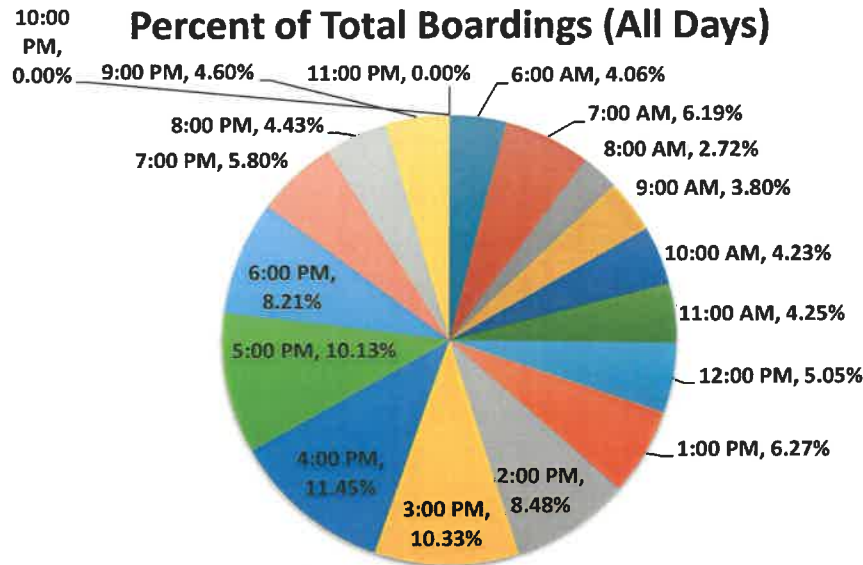
Average Boardings By Hour (All Days)



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. Similar data is available for allightings, but it typically follows the same trend. It should be noted that the data is for all days (week day and weekend days). Service at 10am and 11am was eliminated in 2021 as part of service restructuring.

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 8am hour (2.72%) and the largest occurs in the 4 pm hour (11.45%)

Percent of Total Boardings (All Days)

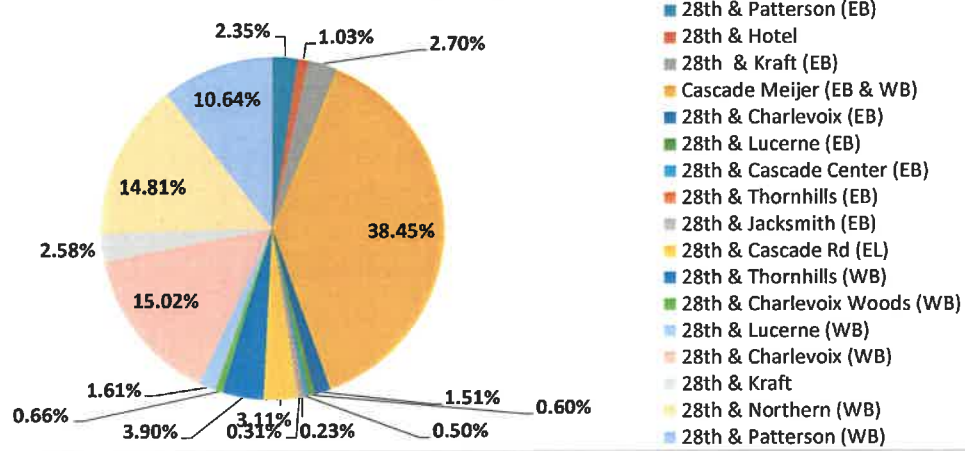


Rapid 28th Street - FY 2022 1st Quarter Stop Boarding Data

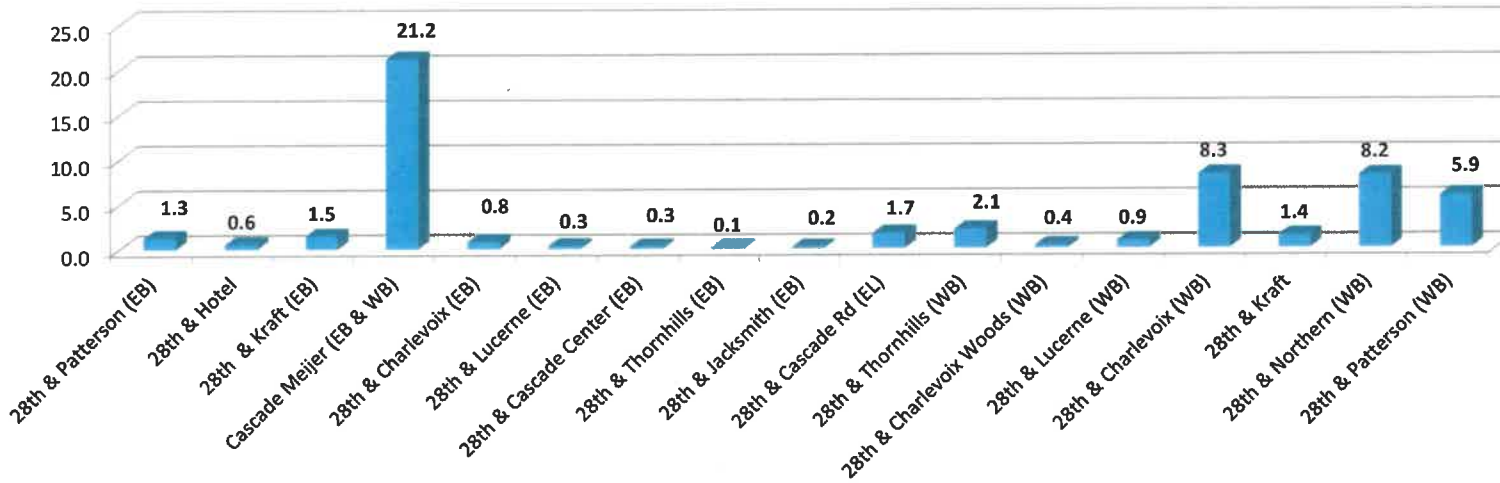
The Rapid bus data collection system also collects stop location data for boardings. By far the largest amount of stops occur at the Meijer stop, though it should be noted that this stop is utilized both EB and WB on the route. In September of 2021 the route was realigned to eliminate the branch that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

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 (21.2) 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)



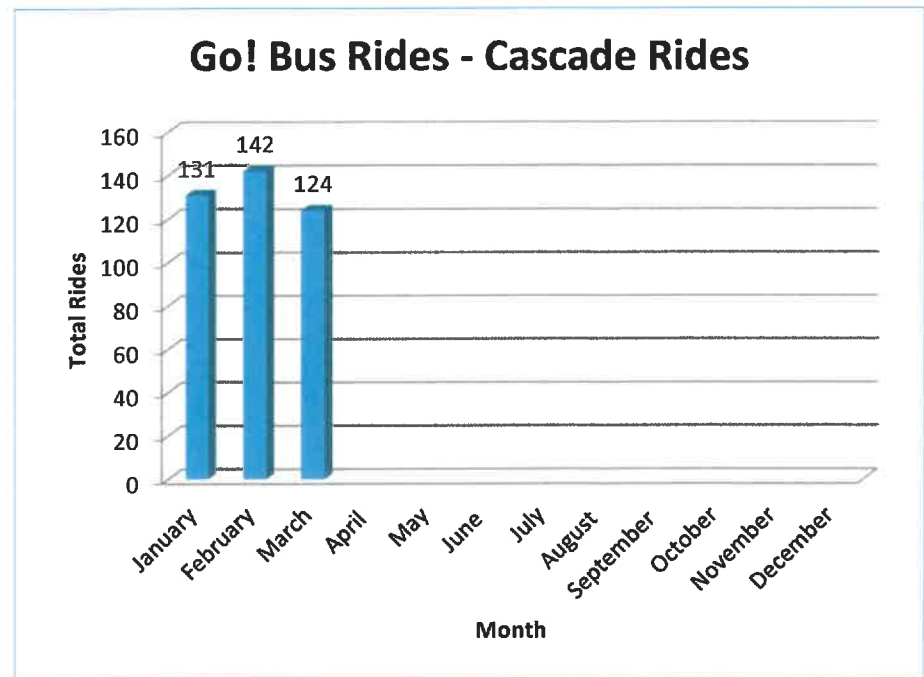
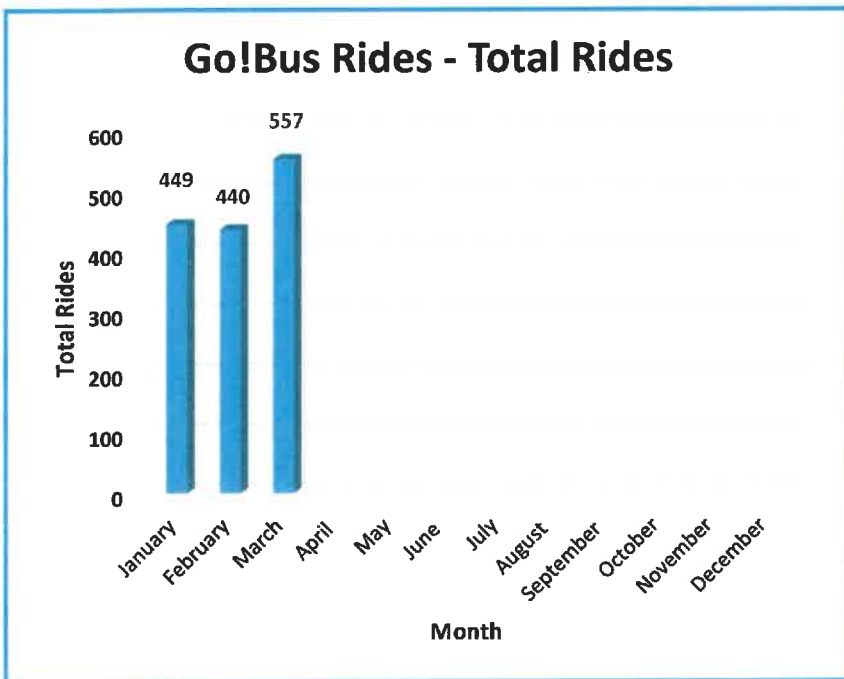
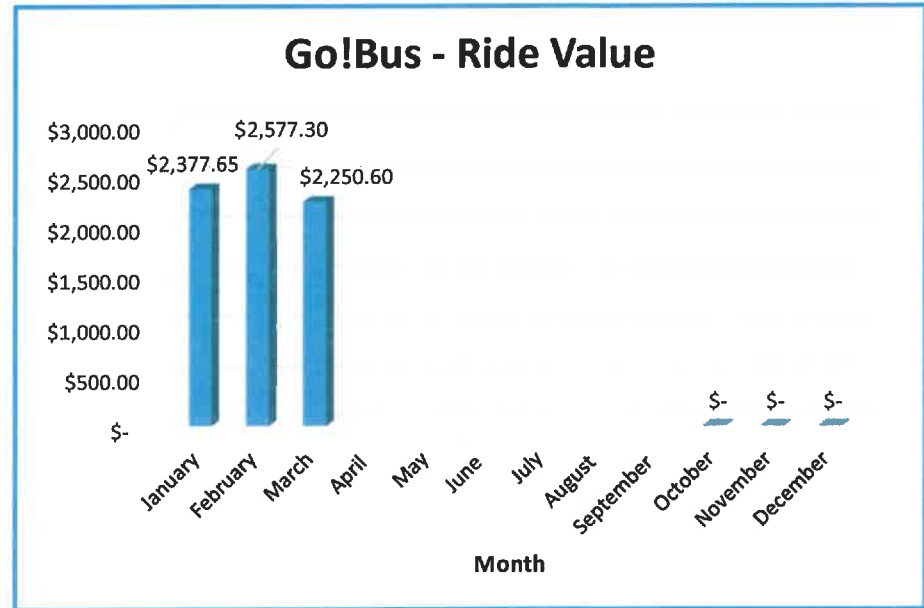
Average Daily Boardings By Stop (All Days)



Go!Bus - FY2022 1st Quarter Ridership Data

Through FY 2022 1st Quarter, there have been 1,446 Go!Bus trips that have either originated in Cascade Township or had a destination in Cascade Township. We have also been able to single out rides that were given to Cascade residents, which we weren't previously able to do. Through FY 2022 1st Quarter there have been 397 rides given to Cascade residents through the Go!Bus system, rides that otherwise would have been given through the Hope Network service, funded by limited CDBG dollars.

The chart to the right indicates the value of the GoBus! Rides if they had been given through the Hope Network rather than the GoBus! Service. The charts on the bottom represent the amount of GoBus! rides that either had an origin or destination in Cascade. The second chart specifically counts Cascade residents utilizing the service. In order to be eligible for the service riders must live within 3/4 mile of the route and meet eligibility requirements (disability status or age)



Trips Per Day

	Date	Boardings	Alightings	Total Trips
Saturday	1/1/2022		<i>No service - New Year's Day</i>	
Sunday	1/2/2022	25	28	53
Monday	1/3/2022	64	64	128
Tuesday	1/4/2022	91	86	177
Wednesday	1/5/2022	43	50	93
Thursday	1/6/2022	53	60	113
Friday	1/7/2022	75	77	152
Saturday	1/8/2022	43	51	94
Sunday	1/9/2022	26	26	52
Monday	1/10/2022	50	61	111
Tuesday	1/11/2022	73	68	141
Wednesday	1/12/2022	67	74	141
Thursday	1/13/2022	80	78	158
Friday	1/14/2022	65	73	138
Saturday	1/15/2022	38	40	78
Sunday	1/16/2022	26	26	52
Monday	1/17/2022	51	56	107
Tuesday	1/18/2022	56	55	111
Wednesday	1/19/2022	58	69	127
Thursday	1/20/2022	61	64	125
Friday	1/21/2022	67	71	138
Saturday	1/22/2022	38	48	86
Sunday	1/23/2022	32	36	68
Monday	1/24/2022	45	52	97
Tuesday	1/25/2022	62	68	130
Wednesday	1/26/2022	66	71	137
Thursday	1/27/2022	62	64	126
Friday	1/28/2022	73	77	150
Saturday	1/29/2022	39	44	83
Sunday	1/30/2022	23	31	54
Monday	1/31/2022	56	64	120
Tuesday	2/1/2022	67	69	136
Wednesday	2/2/2022	62	63	125
Thursday	2/3/2022	73	74	147
Friday	2/4/2022	67	81	148
Saturday	2/5/2022	45	54	99
Sunday	2/6/2022	27	27	54
Monday	2/7/2022	54	71	125
Tuesday	2/8/2022	69	80	149
Wednesday	2/9/2022	67	67	134
Thursday	2/10/2022	60	50	110
Friday	2/11/2022	69	80	149
Saturday	2/12/2022	42	51	93
Sunday	2/13/2022	24	25	49
Monday	2/14/2022	49	56	105
Tuesday	2/15/2022	69	78	147
Wednesday	2/16/2022	81	70	151
Thursday	2/17/2022	42	52	94
Friday	2/18/2022	59	53	112
Saturday	2/19/2022	42	46	88
Sunday	2/20/2022	28	33	61
Monday	2/21/2022	65	60	125
Tuesday	2/22/2022	64	69	133
Wednesday	2/23/2022		<i>Error - No Data</i>	
Thursday	2/24/2022	57	67	124
Friday	2/25/2022	60	71	131
Saturday	2/26/2022	56	62	118
Sunday	2/27/2022	23	31	54
Monday	2/28/2022	58	62	120
Tuesday	3/1/2022	74	75	149
Wednesday	3/2/2022	65	63	129
Thursday	3/3/2022	76	75	151
Friday	3/4/2022	58	67	125
Saturday	3/5/2022	44	48	92
Sunday	3/6/2022	16	23	39
Monday	3/7/2022	67	71	138
Tuesday	3/8/2022	86	90	176
Wednesday	3/9/2022	69	72	141
Thursday	3/10/2022	69	67	136
Friday	3/11/2022	65	56	121
Saturday	3/12/2022	32	43	75
Sunday	3/13/2022	22	25	47
Monday	3/14/2022	46	58	104
Tuesday	3/15/2022	64	56	120
Wednesday	3/16/2022	73	73	146
Thursday	3/17/2022	69	58	127
Friday	3/18/2022	42	74	116
Saturday	3/19/2022	46	61	107
Sunday	3/20/2022	28	32	60
Monday	3/21/2022	75	81	156
Tuesday	3/22/2022	60	64	124
Wednesday	3/23/2022	56	55	111
Thursday	3/24/2022	78	86	164
Friday	3/25/2022	79	81	160
Saturday	3/26/2022	38	50	88
Sunday	3/27/2022	17	29	46
Monday	3/28/2022	68	59	127
Tuesday	3/29/2022	62	69	131
Wednesday	3/30/2022	61	57	118
Thursday	3/31/2022	55	64	119
Total		4,848	5,216	10,064

Boardings by Time of Day

Time	Number of Boardings	Average Boardings/Day	Percent of Total
6:00 AM	197	2.2	4.1
7:00 AM	300	3.3	6.2
8:00 AM	132	1.5	2.7
9:00 AM	184	2.0	3.8
10:00 AM	205	2.3	4.2
11:00 AM	206	2.3	4.2
12:00 PM	245	2.7	5.1
1:00 PM	304	3.4	6.3
2:00 PM	411	4.6	8.5
3:00 PM	501	5.6	10.3
4:00 PM	555	6.2	11.4
5:00 PM	491	5.5	10.1
6:00 PM	398	4.4	8.2
7:00 PM	281	3.1	5.8
8:00 PM	215	2.4	4.4
9:00 PM	223	2.5	4.6
10:00 PM	0	0.0	0.0
11:00 PM	0	0.0	0.0
12:00 AM	0	0.0	0.0
Total	4,848	53.9	100.0

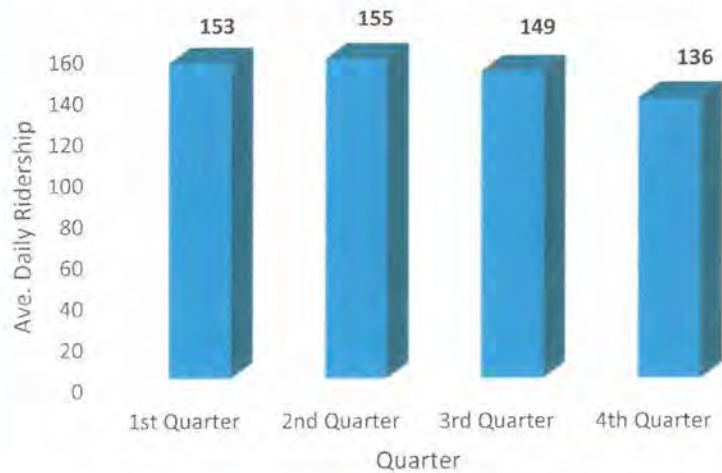
Daily Average

Average Trips per Weekday	131
Average Trips per Saturday	92
Average Trips per Sunday	53

Stop	Direction	Stop ID	Total Boardings	Boardings/Day	Total Alightings	Alightings/Day	Total Activity	% of the Total
28th and Patterson	EB	9270	114	1.3	533	5.9	7.2	6.4%
28th and Hotel	EB	9272	50	0.6	658	7.3	7.9	7.0%
28th and Kraft	EB	9274	131	1.5	1,214	13.5	14.9	13.2%
Cascade Meijer	WB	9275	1,864	20.7	715	7.9	28.7	25.3%
28th and Charlevoix	EB	9277	73	0.8	958	10.6	11.5	10.1%
28th and Lucerne	EB	9279	29	0.3	310	3.4	3.8	3.3%
28th and Cascade Center	EB	9281	24	0.3	110	1.2	1.5	1.3%
28th and Thornhills	WB	9283	11	0.1	116	1.3	1.4	1.2%
28th and Jacksmith	EB	9284	15	0.2	50	0.6	0.7	0.6%
28th and Cascade Rd	EB/WB	9286	151	1.7	266	3.0	4.6	4.1%
28th and Thornhills	WB	9288	189	2.1	94	1.0	3.1	2.8%
28th and Charlevoix Woods	WB	9290	32	0.4	3	0.0	0.4	0.3%
28th and Lucerne	WB	9292	78	0.9	8	0.1	1.0	0.8%
28th and Charlevoix	WB	9294	728	8.1	71	0.8	8.9	7.9%
28th and Kraft	WB	9295	125	1.4	32	0.4	1.7	1.5%
28th and Northern	WB	9298	718	8.0	77	0.9	8.8	7.8%
28th and Patterson	WB	9300	516	5.7	111	1.2	7.0	6.2%
Total			4,848	53.9	5,326	59.2	113.0	100.0%

Rapid 28th Street - FY2021 4th Quarter Ridership Data

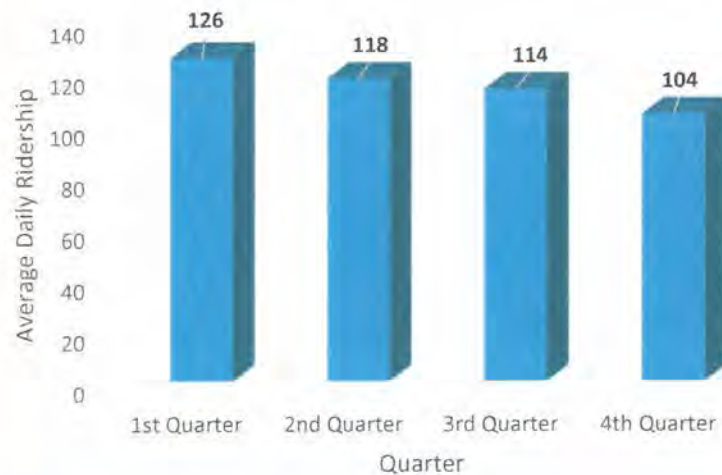
Rapid - 28th Street Weekday Ridership



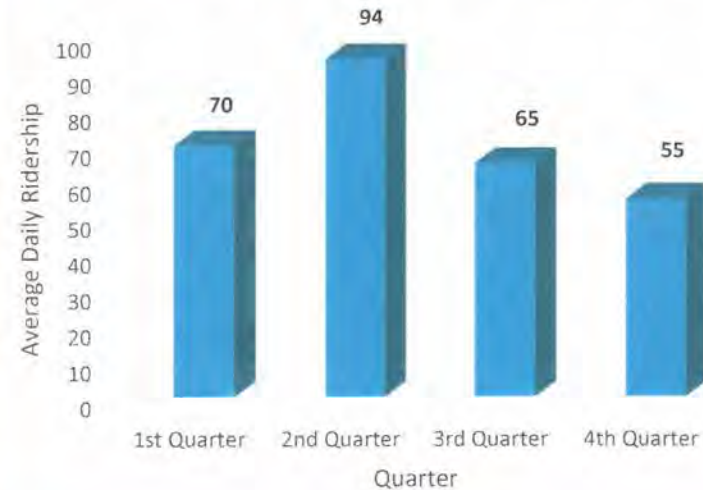
The Rapid collects realtime boarding data and no longer relies on sampling estimates. Boardings and alightings are collected in real time. Ridership in Cascade experiences slightly more alightings than boardings, which is not uncommon. The riders summary is charted on this sheet, while actual rider data 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

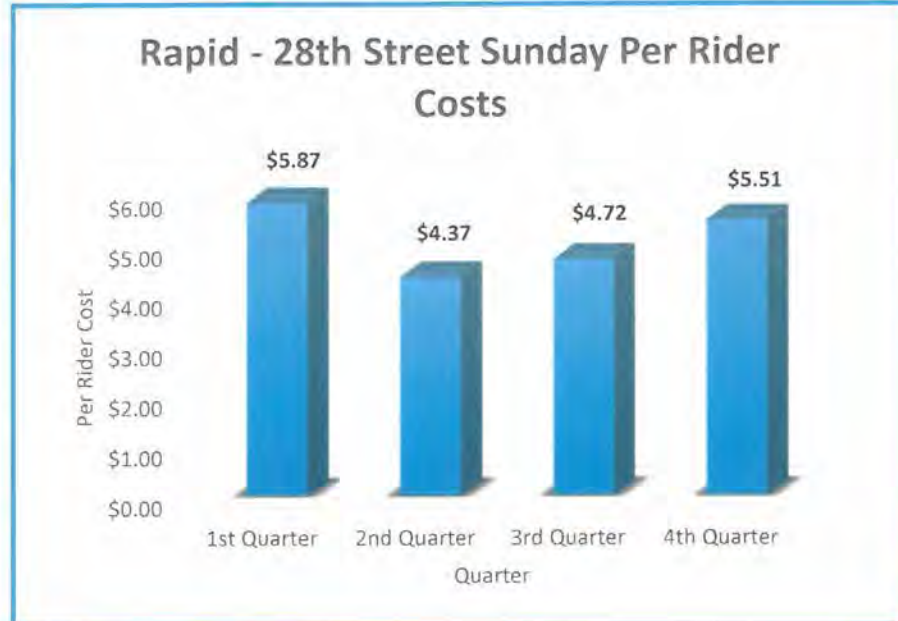
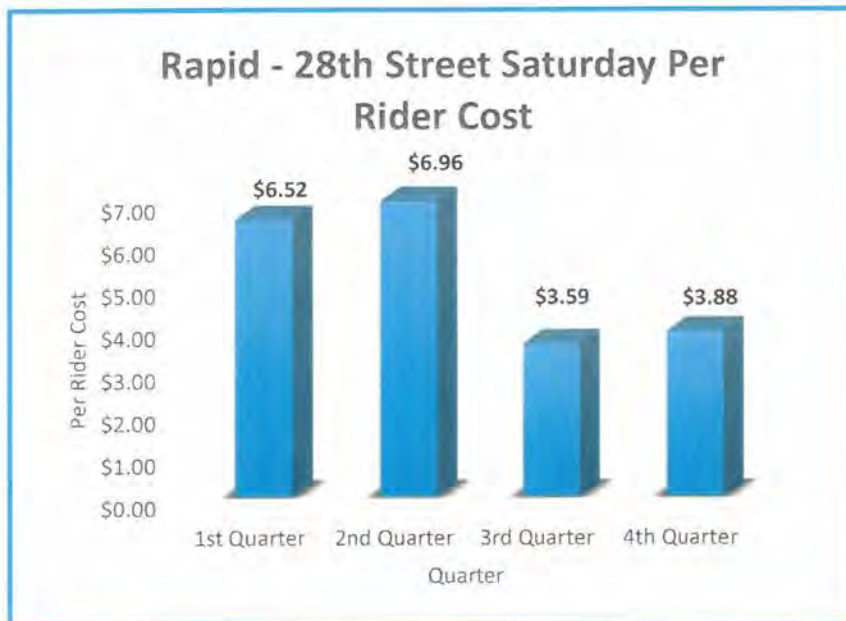


Rapid 28th Street - FY2021 4th Quarter Financial Data

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:

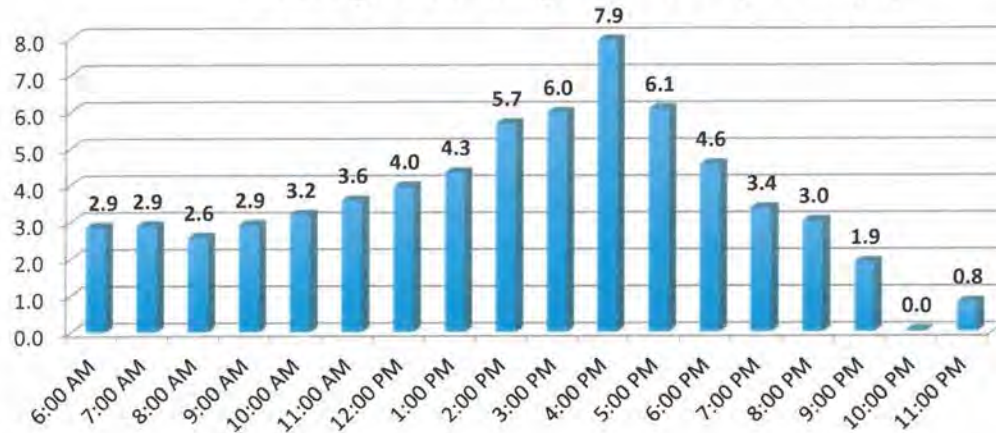
Weekday - \$706.37 Saturday - \$403.53 Sunday - \$302.84

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

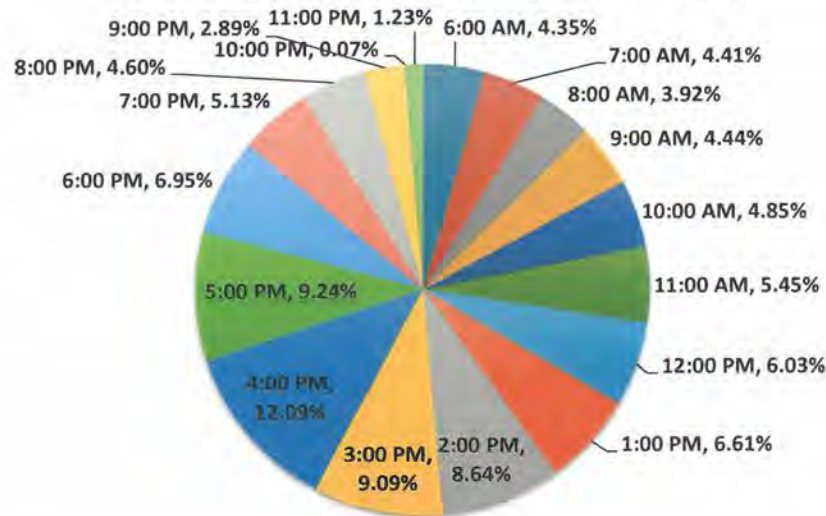
Average Boardings By Hour (All Days)



The Rapid 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 10 pm hour (0.07%) and the largest occurs in the 4 pm hour (12.09%)

Percent of Total Boardings (All Days)

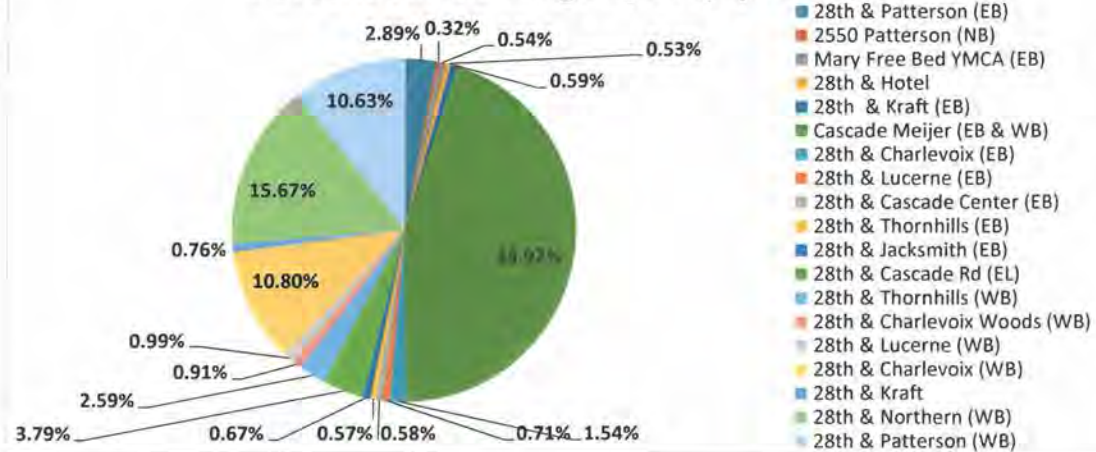


Rapid 28th Street - FY 2021 4th Quarter Stop Boarding Data

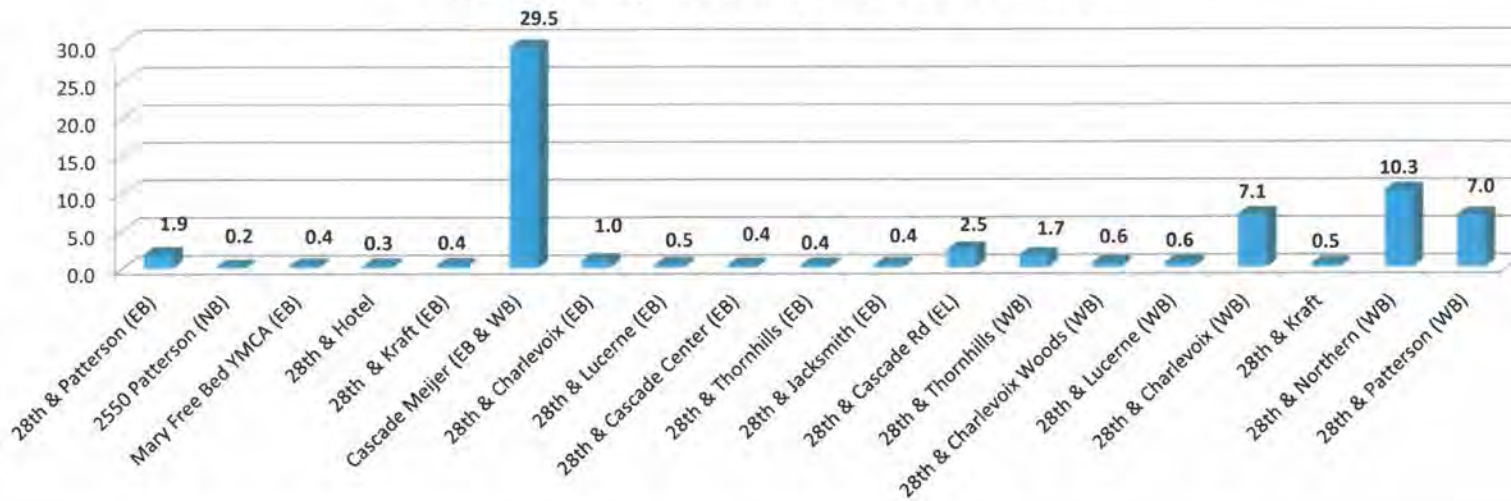
The Rapid bus data collection system also collects stop location data for boardings. By far the largest amount of stops occur at the Meijer stop, though it should be noted that this stop is utilized both EB and WB on the route. In September of 2021 the route was realigned to eliminate the branch that 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

Date	Boardings	Estimated Alightings	Estimated Total Trips
Friday 1/17/2021			
Saturday	73	78	146
Sunday	33	33	66
Monday	55	66	132
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	86	86	172
Thursday	67	67	134
Friday	70	70	140
Saturday	55	55	110
Sunday	37	37	74
Monday	66	66	132
Tuesday	68	68	136
Wednesday	81	81	162
Thursday	65	65	130
Friday	65	65	130
Saturday	53	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	71	71	142
Wednesday	62	62	124
Thursday	82	82	164
Friday	96	96	192
Saturday	64	64	128
Sunday	39	39	78
Monday	56	56	112
Tuesday	67	67	134
Wednesday	107	107	214
Thursday	71	71	142
Friday	64	64	128
Saturday	51	51	102
Sunday	38	38	76
Monday	66	66	132
Tuesday	74	74	148
Wednesday	82	82	164
Thursday	79	79	158
Friday	75	75	150
Saturday	60	60	120
Sunday	42	42	84
Monday	75	75	150
Tuesday	90	90	180
Wednesday	77	77	154
Thursday	79	79	158
Friday	80	80	160
Saturday	57	57	114
Sunday	48	48	96
Monday	111	111	222
Tuesday	87	87	174
Wednesday	81	81	162
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
Total	6,104	6,104	12,208

Boardings by Time of Day

Time	Number of Boardings	Average Boardings/Day	Percent of Total
6:00 AM	365	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	556	6.2	9.1
5:00 PM	433	4.9	7.1
6:00 PM	383	4.3	6.3
7:00 PM	176	2.0	2.9
8:00 PM	193	2.2	3.3
9:00 PM	144	1.6	2.4
10:00 PM	15	0.2	0.2
11:00 PM	0	0.0	0.0
12:00 AM	280	3.1	4.6
Total	6,104	68.8	100.0

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 Alightings/Day	Total Activity	% of the Total
28th and Patterson	EB	9270	214	2.4	2.4	4.8	1.5%
2550 Patterson	EB	9277	18	0.2	0.2	0.4	0.3%
Mary Free Bell YMCA	EB	9274	38	0.4	0.4	0.8	0.6%
Cascade Meier	EB/WB	9275	2,348	27.0	27.0	54.0	48.7%
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	41	0.5	0.5	1.0	0.7%
28th and Jackson	WB	9284	40	0.5	0.5	1.0	0.7%
28th and Cascade Hill	EB/WB	9286	199	2.2	2.2	4.5	3.1%
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	1,005	11.3	11.3	22.6	16.5%
28th and Patterson	WB	9300	564	7.5	7.5	14.9	10.9%
Total			6,104	68.8	68.8	137.2	100.0%

Trips Per Day

Date	Boardings	Estimated Alightings	Estimated Total Trips
Thursday 4/1/2021	71	73	142
Friday 4/2/2021	70	73	143
Saturday 4/3/2021	131	33	164
Sunday 4/4/2021	32	56	98
Monday 4/5/2021	75	64	139
Tuesday 4/6/2021	81	71	152
Wednesday 4/7/2021	75	93	168
Thursday 4/8/2021	71	74	145
Friday 4/9/2021	65	73	138
Saturday 4/10/2021	78	39	118
Sunday 4/11/2021	78	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	64	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	71	46	117
Saturday 5/8/2021	45	65	110
Sunday 5/9/2021	67	25	92
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	80	151
Sunday 5/30/2021	81	86	167
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	79	29	108
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	50	109
Sunday 6/13/2021	45	40	85
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
Total	6,329	6,329	12,658

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	114	1.4	1.8
11:00 AM	142	1.7	2.3
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
Total	6,329	72.7	100.0

Daily Average

Average Trips per Weekday	155
Average Trips per Saturday	114
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 Fine Red VMCB	EB	9274	51	0.6	0.6	1.2	0.9%
Cascade Merger	EB/WB	9275	3,026	34.8	34.8	69.6	47.8%
28th and Charlevix	EB	9277	92	1.1	1.1	2.2	1.5%
28th and Luzerne	EB	9279	25	0.3	0.3	0.6	0.4%
28th and Cascade Center	EB	9283	40	0.5	0.5	0.9	0.6%
28th and Thornhill	WB	9283	51	0.6	0.6	1.2	0.8%
28th and Jackson	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	4.3%
28th and Thornhill	WB	9288	141	1.6	1.6	3.2	2.2%
28th and Charlevix Woods	WB	9290	67	0.8	0.8	1.5	1.1%
28th and Luzerne	WB	9292	63	0.7	0.7	1.4	1.0%
28th and Charlevix	WB	9294	589	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	11.9%
Total			6,329	72.7	72.7	145.5	100.0%

Trips Per Day

Date	Boardings	Estimated Alightings	Estimated Total Trips
Thursday 7/1/2021	68	68	176
Friday 7/2/2021	100	100	200
Saturday 7/3/2021	54	54	108
Sunday 7/4/2021	No Service - Independence Day		
Monday 7/5/2021	68	68	136
Tuesday 7/6/2021	69	69	138
Wednesday 7/7/2021	76	76	152
Thursday 7/8/2021	70	70	140
Friday 7/9/2021	85	85	170
Saturday 7/10/2021	54	54	108
Sunday 7/11/2021	28	28	56
Monday 7/12/2021	66	66	132
Tuesday 7/13/2021	65	65	130
Wednesday 7/14/2021	77	77	154
Thursday 7/15/2021	82	82	164
Friday 7/16/2021	71	71	142
Saturday 7/17/2021	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	63	63	126
Sunday 8/1/2021	19	19	38
Monday 8/2/2021	60	60	120
Tuesday 8/3/2021	73	73	146
Wednesday 8/4/2021	106	106	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	23	23	46
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	32	32	64
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	46	46	92
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
Total	5,952	5,952	11,904

Boardings by Time of Day

Time	Number of Boardings	Average Boardings/Day	Percent of Total
6:00 AM	142	1.6	2.4
7:00 AM	206	2.4	3.5
8:00 AM	202	2.3	3.4
9:00 AM	298	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	167	1.9	2.8
2:00 PM	483	5.6	8.1
3:00 PM	519	6.0	8.7
4:00 PM	897	10.3	15.1
5:00 PM	587	6.9	10.0
6:00 PM	471	5.4	7.9
7:00 PM	121	1.4	2.0
8:00 PM	284	3.3	4.8
9:00 PM	187	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
Total	5,952	68.4	100.0

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 Alightings/Day	Total Activity	% of the Total
28th and Patterson	EB	9270	149	1.7	1.7	3.3	2.5%
28th and Hotel	EB	9272	50	0.6	0.6	1.1	0.8%
Mary Free Bed VMLA	EB	9274	38	0.4	0.4	0.8	0.6%
Cascade Menor	EB/WB	9275	2,615	29.1	29.1	58.1	43.6%
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	37	0.4	0.4	0.7	0.5%
28th and Thornhills	WB	9283	31	0.3	0.3	0.7	0.5%
28th and Jackmills	EB	9284	44	0.5	0.5	1.0	0.7%
28th and Cascade Rd	EB/WB	9286	251	2.8	2.8	5.6	4.2%
28th and Thornhills	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	66	0.7	0.7	1.5	1.1%
28th and Charlevois	WB	9294	865	9.4	9.4	18.8	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	460	5.1	5.1	10.2	7.7%
Total			5,952	66.1	66.1	132.3	100.0%

Trips Per Day

Date	Boardings	Alightings	Total Trips
Friday 10/1/2021	67	85	152
Saturday 10/2/2021	52	60	112
Sunday 10/3/2021	26	26	51
Monday 10/4/2021	53	62	115
Tuesday 10/5/2021	59	75	134
Wednesday 10/6/2021	57	58	115
Thursday 10/7/2021	57	71	128
Friday 10/8/2021	66	75	141
Saturday 10/9/2021	40	52	92
Sunday 10/10/2021	18	35	53
Monday 10/11/2021	63	66	129
Tuesday 10/12/2021	64	63	127
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	33	18	51
Monday 10/18/2021	55	60	115
Tuesday 10/19/2021	71	83	154
Wednesday 10/20/2021	52	63	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	129
Thursday 10/28/2021	73	73	146
Friday 10/29/2021	65	80	144
Saturday 10/30/2021	57	77	134
Sunday 10/31/2021	30	28	58
Monday 11/1/2021	85	76	161
Tuesday 11/2/2021	78	87	165
Wednesday 11/3/2021	77	85	162
Thursday 11/4/2021	74	81	155
Friday 11/5/2021	92	86	178
Saturday 11/6/2021	47	60	106
Sunday 11/7/2021	34	42	76
Monday 11/8/2021	63	63	126
Tuesday 11/9/2021	81	86	167
Wednesday 11/10/2021	85	73	158
Thursday 11/11/2021	67	64	130
Friday 11/12/2021	71	84	155
Saturday 11/13/2021	59	64	124
Sunday 11/14/2021	32	25	57
Monday 11/15/2021	55	63	118
Tuesday 11/16/2021	62	64	126
Wednesday 11/17/2021	43	49	92
Thursday 11/18/2021	57	70	127
Friday 11/19/2021	94	101	195
Saturday 11/20/2021	62	62	124
Sunday 11/21/2021	27	38	65
Monday 11/22/2021	71	72	143
Tuesday 11/23/2021	71	71	142
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	10	16	27
Monday 11/29/2021	68	58	126
Tuesday 11/30/2021	88	89	177
Wednesday 12/1/2021	83	76	159
Thursday 12/2/2021	74	75	149
Friday 12/3/2021	50	48	99
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	61	115
Thursday 12/16/2021	72	72	144
Friday 12/17/2021	67	82	149
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	87	153
Wednesday 12/29/2021	56	60	116
Thursday 12/30/2021	58	60	118
Friday 12/31/2021	87	87	174
Total	5,180	5,615	10,795

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	158	1.7	3.1
9:00 AM	228	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	349	3.9	6.6
2:00 PM	458	5.1	8.9
3:00 PM	335	3.7	6.5
4:00 PM	647	7.2	12.5
5:00 PM	602	6.7	11.7
6:00 PM	428	4.8	8.1
7:00 PM	398	4.4	7.5
8:00 PM	157	1.7	3.0
9:00 PM	196	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
Total	5,180	57.3	100.0

Daily Average

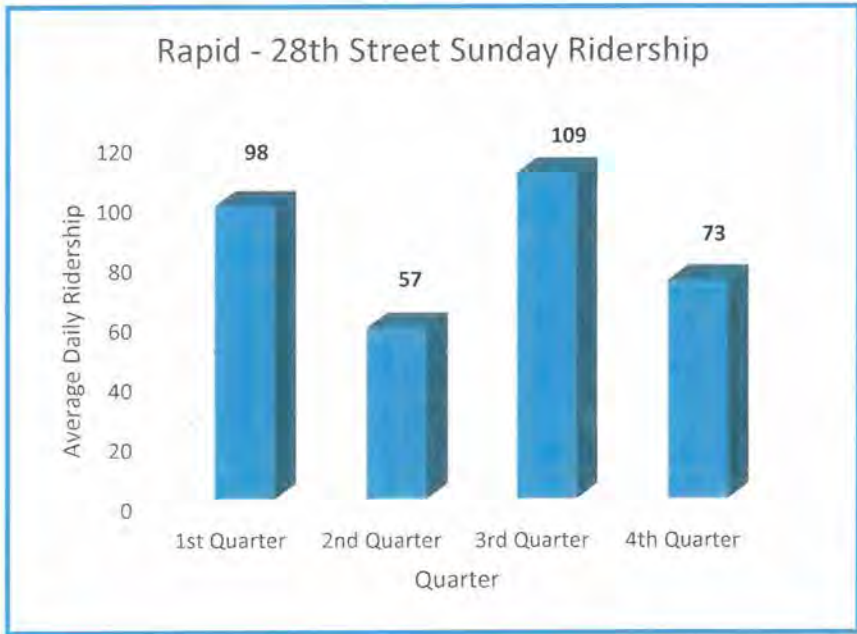
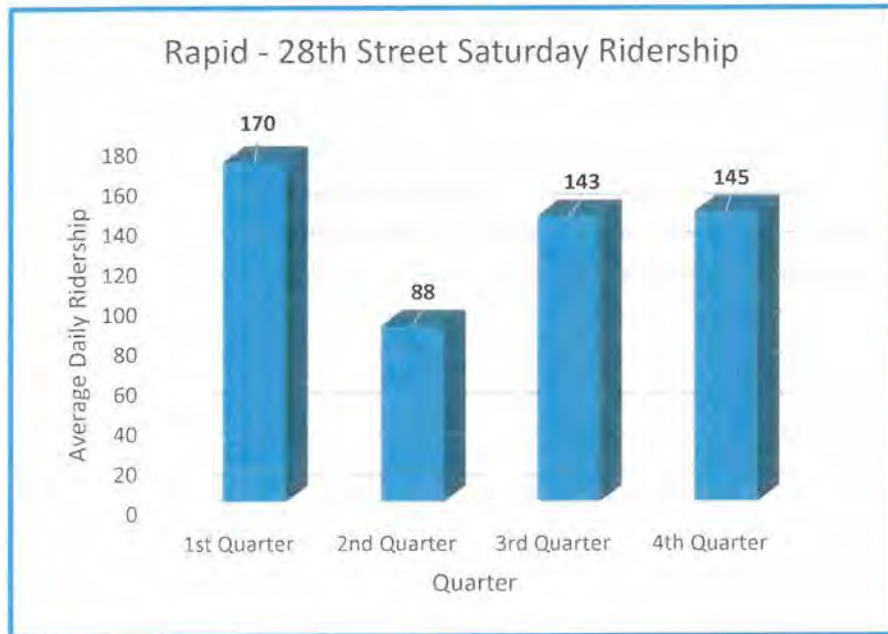
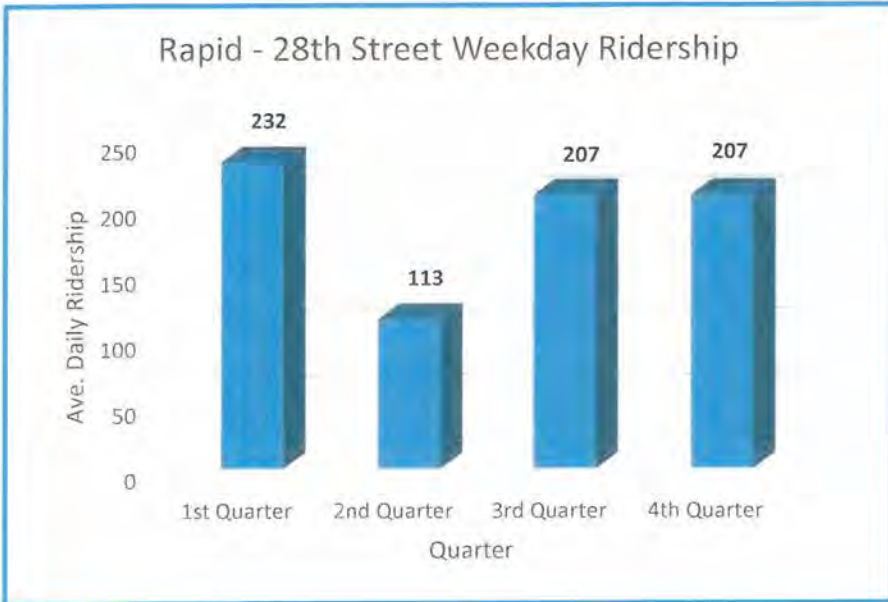
Average Trips per Weekday	136
Average Trips per Saturday	104
Average Trips per Sunday	55

Stop	Direction	Stop ID	Total Boardings	Boardings/Day	Total Alightings	Alightings/Day	Total Activity	% of the Total
28th and Patterson	EB	9270	95	1.1	593	6.6	7.3	6.4%
28th and Hotel	EB	9272	125	1.4	635	7.1	8.4	7.3%
28th and Kraft	EB	9274	139	1.5	1,254	13.9	15.9	13.9%
Cascade Meier	EB/WB	9275	2,087	23.2	845	9.4	23.6	21.0%
28th and Charlevoix	WB	9277	67	0.7	987	11.0	11.7	9.8%
28th and Lucerne	WB	9279	39	0.4	215	2.4	2.8	2.4%
28th and Cascade Center	WB	9281	20	0.2	87	1.0	1.2	1.0%
28th and Thornhill	WB	9283	9	0.1	117	1.4	1.7%	1.4%
28th and Jacksmd	WB	9284	28	0.3	68	0.8	1.1	0.9%
28th and Cascade Rd	EB/WB	9286	195	2.2	293	3.3	5.4	4.5%
28th and Thornhill	WB	9288	198	2.2	170	1.9	3.5	2.9%
28th and Charlevoix Woods	WB	9290	38	0.4	1	0.0	0.5	0.4%
28th and Lucerne	WB	9292	48	0.5	11	0.1	0.7	0.6%
28th and Charlevoix	WB	9294	713	7.9	96	1.1	9.0	7.5%
28th and Kraft	WB	9295	126	1.4	23	0.3	1.7	1.4%
28th and Northern	WB	9298	746	8.3	346	3.9	9.9	8.3%
28th and Patterson	WB	9300	485	5.4	118	1.3	6.7	5.6%
Total			5,180	57.3	5,615	62.4	119.7	100.0%

Rapid 28th Street - FY2020 4th Quarter Ridership Data

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 - 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.

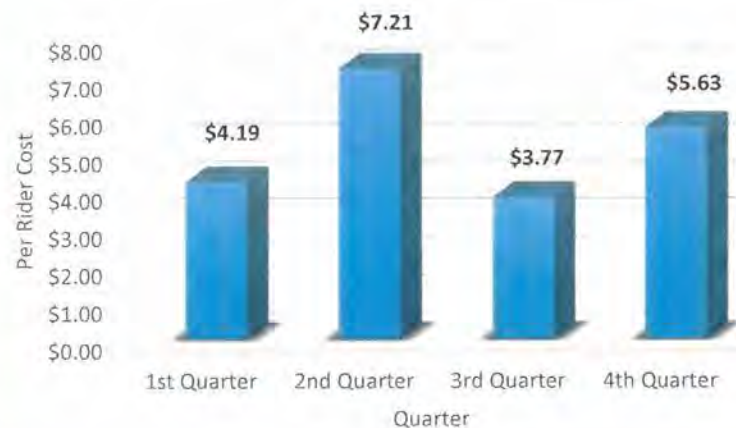
Rapid - 28th Street Weekday Per Rider Cost



Rapid - 28th Street Saturday Per Rider Cost

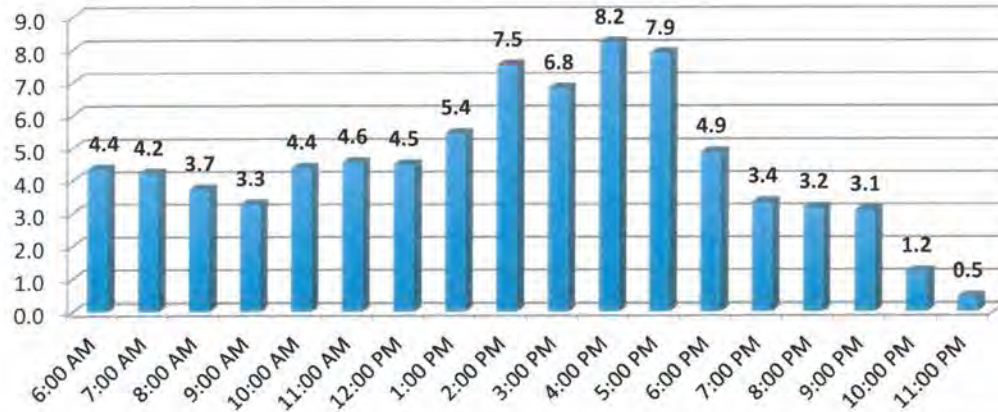


Rapid - 28th Street Sunday Per Rider Costs



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

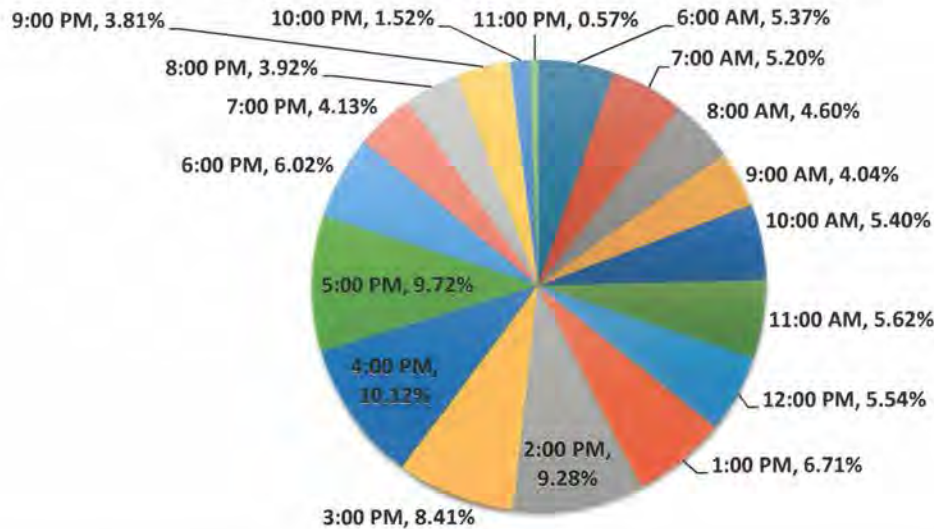
Average Boardings By Hour (All Days)



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%)

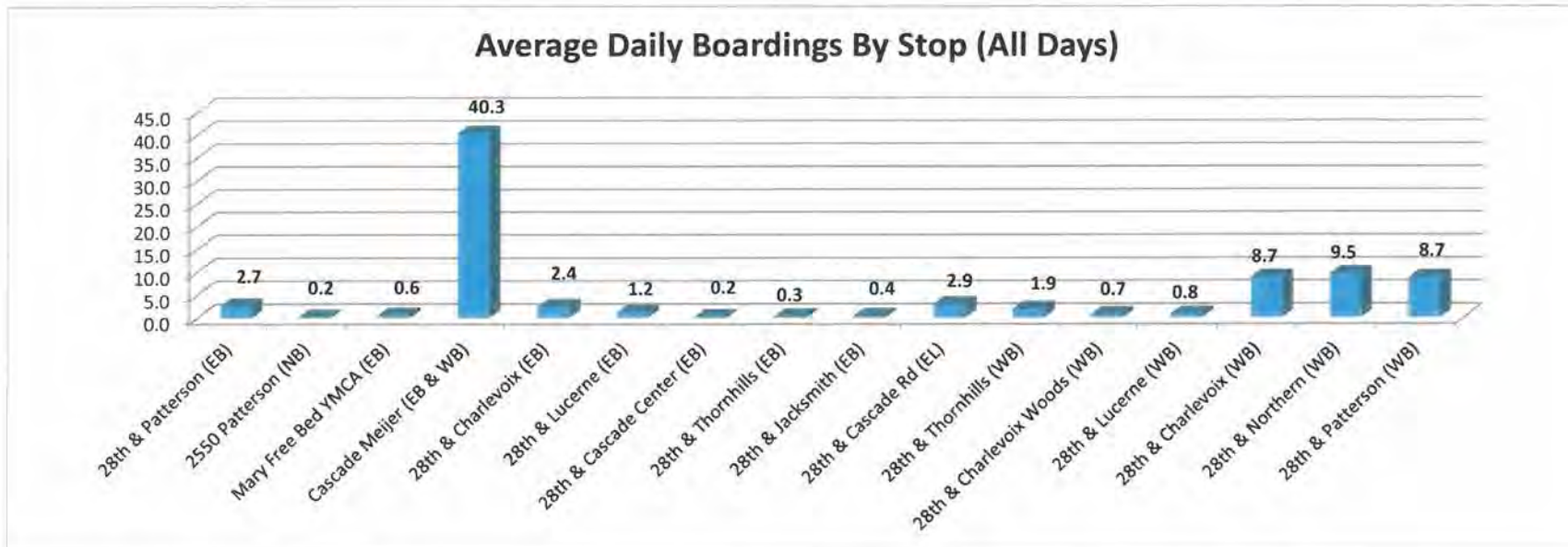
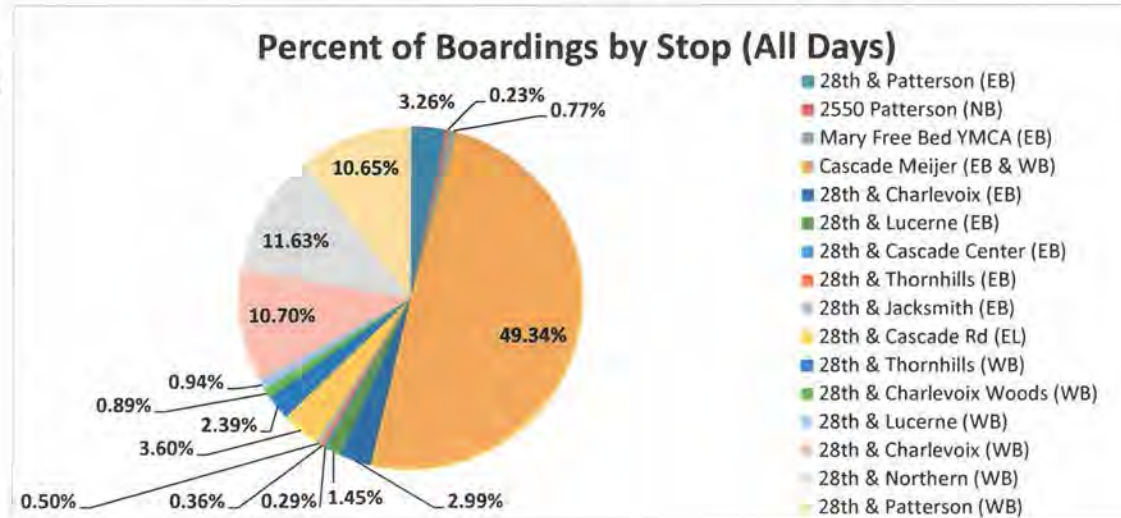
Percent of Total Boardings (All Days)



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
Total	9,118	101.3	100.0

Daily Average	
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 Free 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%
Total			9,118	101.3	101.3	202.6	100.0%

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
56	112
43	86
19	38
46	92
35	70
55	110
43	86
62	124
38	76
17	34
Service - Memorial Day	
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	346	7.7	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	0.3
11:00 PM	0	0.0	0.0
12:00 AM	0	0.0	0.0
Total	4,551	50.6	100.0

Daily Average	
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%
Total			4,551	50.6	50.6	101.1	100.0%

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
No service - Labor Day	
94	179
101	205
97	183
108	204
83	161
44	84
112	217
104	215
145	285
108	207
95	190
68	131
45	95
104	196
88	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
Total	8,078	89.8	100.0

Daily Average	
Average Trips per Weekday	207
Average Trips per Saturday	143
Average Trips per Sunday	189

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%
May Free Bldg 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	85	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 Thornhill	WB	9283	15	0.2	139	1.5	1.7	0.9%
28th and Jacksmith	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 Thornhill	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%
Total			8,078	89.8	3,489	94.3	184.1	100.0%

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
77	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
service - Thanksgiving Day	
310	664
71	131
41	82
87	171
329	758
87	170
60	137
79	146
102	189
35	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
service - Christmas Day	
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
Total	8,054	89.5	100.0

Daily Average	
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 Meyer	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%
Total			8,054	89.5	8,161	90.7	180.2	100.0%

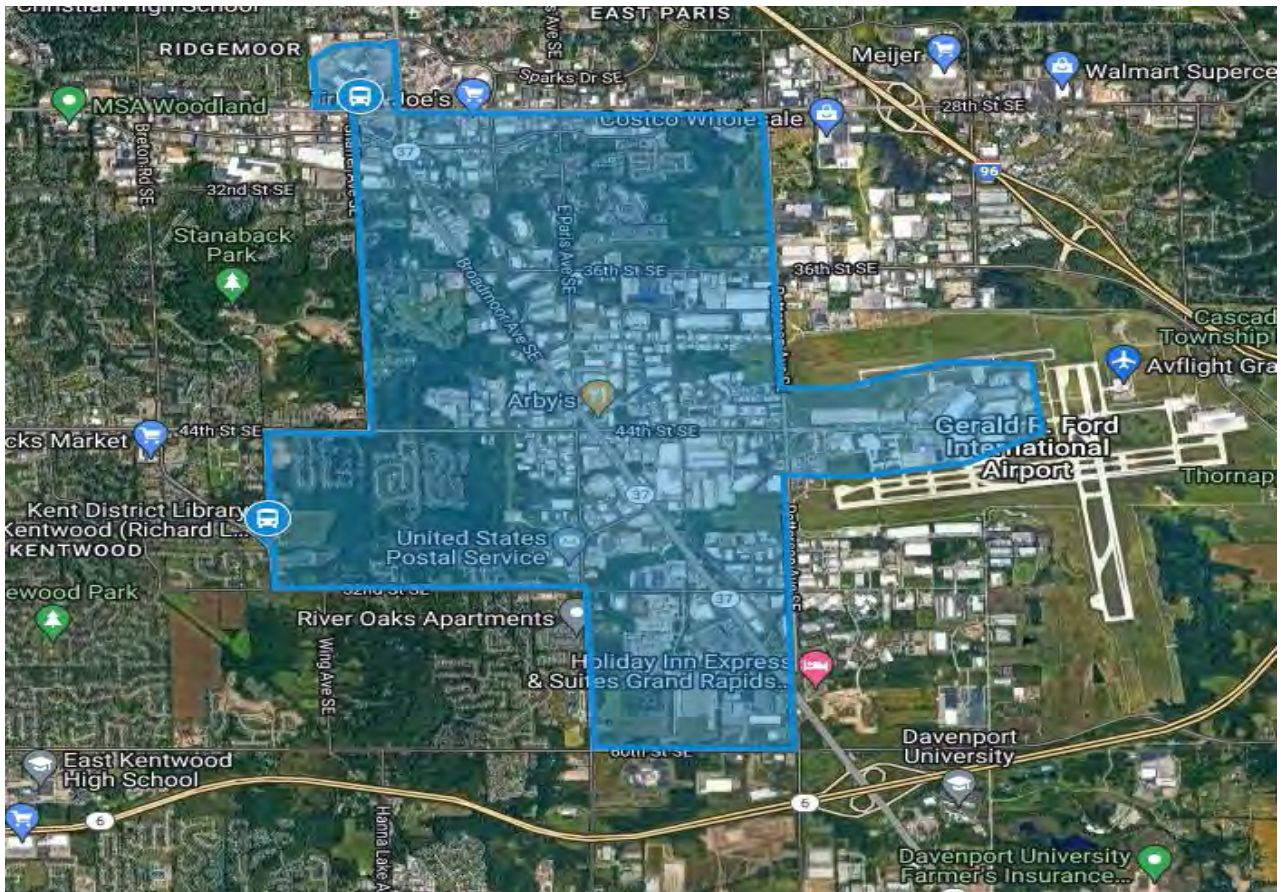
The Rapid Connect

Rapid Connect allows riders to get anywhere within the defined Kentwood and Walker service areas. This service also allows riders to connect to regular bus system route.

Users book a ride on the Rapid Connect Transit OnDemand mobile app.

This service currently operates Monday – Friday from 6 AM to 10 PM and is not available on Saturdays and Sundays. Adult rides are \$1.75 per person.

Kentwood Service Area



Please see the information below:

- **How early does the rider have to schedule an appointment?**
Rapid Connect is an on-demand service which allows customers to book rides that connect to our regular fixed route bus system in real-time using a mobile app. Rides may be booked up to seven (7) days in advance or as close as 30 minutes prior to the requested departure time. Customers are encouraged to book rides in as much advance

as possible, though the true value and benefit of the service is being able to request the trip “on the fly.” It should also be noted, rides cannot be cancelled less than 30 minutes before the scheduled pick-up.

- **Can they schedule day of?**

Yes, same-day scheduling is available as close as 30 minutes prior to the requested departure time. The vast majority of users currently are scheduling trips in this manner.

- **Is the mobile app the only way to schedule a ride?**

The mobile app is the easiest manner to schedule trips; however, trips may also be scheduled by phone as well. The Rapid’s call center takes trip requests for both Rapid Connect and GO!Bus.

- **Is this service available to any type of rider?**

Yes, any member of the public is eligible to utilize the service, including those with disabilities. Vehicles are equipped with wheelchair ramps and are ADA-accessible.

- **The rider pays when they are picked up at their stop, either with cash or a Wave card. Where are Wave cards purchased?**

Wave cards may be purchased at Rapid Central Station, Walgreen’s, CVS’s, Speedway’s, at one of our retail partners’ locations, or ordered online and shipped to your preferred location.

- **Are the Rapid Connect driver’s employees of The Rapid or independent drivers?**

The service is currently operated utilizing ITP operators.

- **Is there demand for weekend and/or extended weekday hours?**

Yes, we have heard from employers that there is a need for overnight (third shift) service on weekdays and weekends; however, we are currently offering the service 6am – 10pm Monday through Friday as we assess feasibility and productivity of the system.

- **Any feedback on the service to date?**

Generally, the service is working very well though ridership has been slow to grow and various kinks and bugs with the system have had to be ironed out. Surveys of customers have shown a strongly positive feeling toward the service and customer wait times have remained very low. We are conducting extensive marketing efforts with employers in the on-demand zones to raise awareness and generate ridership.

Hope Network – Wheels To Work

Wheels to Work is a ride-to-work program for those with transportation barriers and people simply looking for a reliable and affordable transportation alternative. Users access neighborhood-based hubs, each serving as a pick up and drop off point.

Wheels To Work operate currently in Kent, Ottawa, Muskegon, Newaygo, Kalamazoo and Ionia Counties and are in talks for starting up in additional counties.

General Overview of the Program

- The company signs and returns the purchase order
- The company sends over the completed rider app forms
- Staff puts together a route, the vehicle used is determined by the route we develop
- Dispatch calls each rider and lets them know what their 15-minute window of pick up is and the start date
- Services begin for the company
- The company is billed monthly for the services actually used

Once the company becomes a participating employer, their information will be put on the web site. Any person looking for a job can apply to the company directly from that page knowing they have transportation to work.

Additional Information

- **What is the cost of the program?**
The cost is an hourly fee according to the size of the vehicle used for the route. The hourly fee for a small bus (up to 13 passengers) is \$67.00 per hour and \$85.00 for a CDL bus (up to 22-24 passengers).
- **If a business is interested, it appears that it's best to try to get a group of employees on the same shift?**
This is entirely up to the employer. I work with them to devise the best plan.
- **I'm assuming the business can decide whether it wants to payroll deduct for cost reimbursement?**
Each company determines how much if any money is payroll deducted. I am enclosing the current percentages (Please see What Employers Are Paying memo at the end of packet).
- **Is this service On-Demand or Scheduled?**
This is a scheduled service. 12-hour notice of changes is needed. If a company has a request for last minute OT then we ask a minimum of a 4-hour notice. But with less than 12 hours' notice we can't guarantee service.

- **If scheduled, how far in advance do they have to schedule a ride?**
 At least 12 hours except for weekend coverage. The weekend cut off is noon on Thursday to noon on Monday.
- **If business is located in Cascade (Kent County), does the rider have to come from Kent County or will you pick up from another service area (i.e. Ottawa or Muskegon County)?**
 We are currently in 6 counties. The employer decides how far we will travel for their ridership.
- **Will the pickup occur at the rider's home or must they get to a hub?**
 It can be both. Most companies use both methods. Currently, I only have one company that only utilizes hub pickups.
- **What is the reliability and consistency of the service?**
 Our riders and companies are very pleased. During the pandemic there were some rough times but they have been solved.
- **If the business doesn't have any users, can they end the service at any time?**
 With written notice they can end the service. They are not charged when there are no riders.
- **I'm assuming the vehicle picks up people from other companies if they are along the same route. Does the company get billed for the cost of the entire route, even when picking up/dropping off at other locations?**
 We do not double-dip for charges. The companies that are cost sharing the ride are only charged for their passenger's time not another company's time. This is all calculated via our tablets on the bus and our computing programs in-house. The only time a company is charged for the entire route is if there aren't any other riders or the company requires that only their employees are on the bus.

Company 1

Unfortunately, we had to stop using Wheels to Work over a year ago because their cost went up significantly. The service was reliable for the most part – there were some hiccups, but nothing that was persistent.

We are located by 52nd and Kraft. Because there is no public transportation near us, Wheels to Work was a great option for employees who had limited or no transportation. Often, I get questions from our corporate management about recruiting and one of our issues is the fact that we are not near any public transportation.

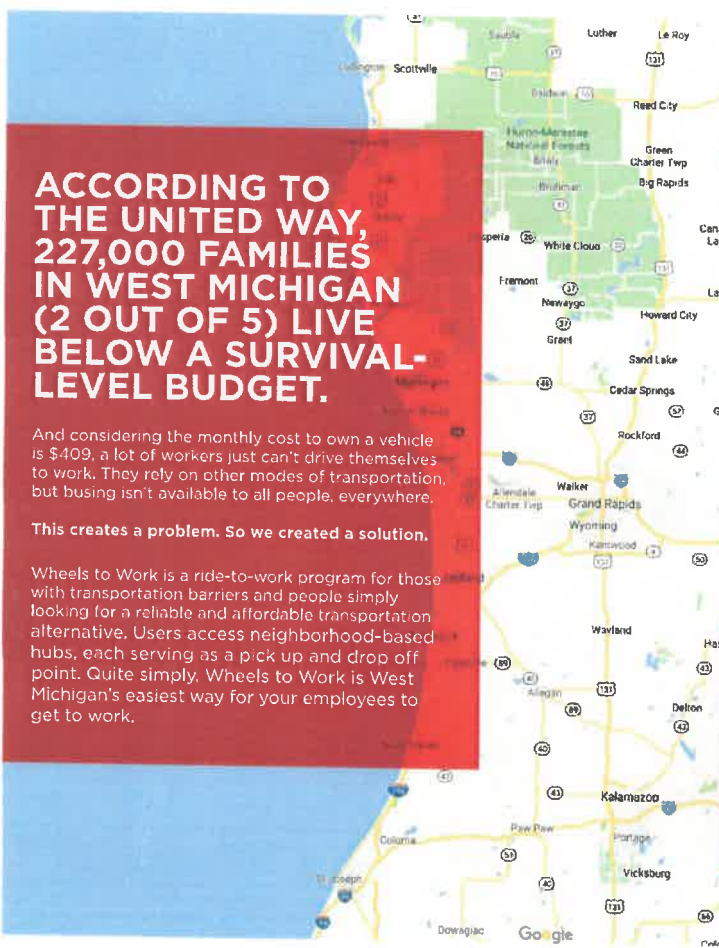
Company 2

We did use Wheels to Work a few years ago, before Covid, but have not had any employees utilize recently. The current cost is prohibitive, if I remember correctly. We tried to line something up for an employee who was struggling with reliable transportation. He was using Uber to get to/from work but there wasn't always a driver available in the area and for the time he needed so we thought Wheels to Work would be a better option. The cost was more than Ubering.

We have been exploring carpooling but did not get much interest from our workforce so have not pursued too hard. Our workforce comes from very diverse areas – we have people coming from Greenville, Hudsonville, GR, Kentwood, Caledonia, Dorr, Plainwell, Kalamazoo so it's difficult to coordinate a transportation solution.

Ultimately, reliable transportation seems to be the biggest issue for us and it's for employees who live in more rural communities (Dorr is our most recent employee transportation issue).

Hope that helps. I wish I could have provided better details on Wheels to Work. I was really hopeful about the opportunities it may provide but it didn't work for our current workforce.



ACCORDING TO THE UNITED WAY, 227,000 FAMILIES (2 OUT OF 5) LIVE BELOW A SURVIVAL-LEVEL BUDGET.

And considering the monthly cost to own a vehicle is \$409, a lot of workers just can't drive themselves to work. They rely on other modes of transportation, but busing isn't available to all people, everywhere.

This creates a problem. So we created a solution.

Wheels to Work is a ride-to-work program for those with transportation barriers and people simply looking for a reliable and affordable transportation alternative. Users access neighborhood-based hubs, each serving as a pick up and drop off point. Quite simply, Wheels to Work is West Michigan's easiest way for your employees to get to work.

SOME QUESTIONS YOU MIGHT BE WONDERING.

WHAT AREAS DO YOU COVER?

We currently cover all of West Michigan. Our largest concentration is in Grand Rapids and the surrounding six cities. We are launching additional routes in Southern Ottawa and Muskegon counties along with Western Ionia and Eastern Newaygo counties. We are open to conversations of developing routes anywhere in Michigan.

HOW MANY RIDERS DO I NEED TO START?

This depends upon if you are starting up in a new territory or an existing one. If you are in West Michigan, you can start the program as soon as the paperwork, and rider registrations have been submitted to Hope Network Transportation and a viable route has been developed.

HOW HAVE COMPANIES INFORMED THEIR EMPLOYEES ABOUT THE PROGRAM?

Companies have posted this info on their intranet, put posters in the breakrooms, on their websites, and in newsletters. Some companies have sent letters to their employees and placement agencies. Others attract new talent with special Wheels to Work Participating Employer road signs.

FOR MORE FAQs, VISIT OUR WEBSITE, RIDEWHEELSTOWORK.COM.

READY TO GET ON BOARD?

We try to make this as easy as possible. Call 616.243.0876 or email riderequest@hopenetwork.org to get rollin'.

For more detailed information, call 616.340.1558 and ask for Debbi Coleman, or email dcoleman@hopenetwork.org. We're proud to serve the West Michigan business community and would be proud to serve your company, too.

WHEELS TO WORK

DECREASE COSTS.

SAVE TIME.

MAXIMIZE ROI.

ATTRACT AND RETAIN TALENT.

GETTING YOUR EMPLOYEES TO WORK JUST GOT A WHOLE LOT EASIER.

RIDEWHEELSTOWORK.COM

THE WHEELS TO WORK DIFFERENCE.

SPECIALIZED

Unlike community transportation created with all individuals and destinations in mind, Wheels to Work is specifically made for workers who need transportation that goes right to their workplace.

AFFORDABLE

Both the employee and employer share a flat, affordable fare. Since research shows the cost of replacing an employee is in the thousands, Wheels to Work is an extremely worthwhile investment for companies.

COLLABORATIVE

Based in Grand Rapids, Michigan, Hope Network serves as the single point of contact, driving the program and coordinating with other transportation partners across West Michigan to find most cost-effective solution for each trip.

SOME OF THE EMPLOYERS WE'RE ROLLING WITH.

HERE'S JUST A FEW OF THE EMPLOYERS WHERE WHEELS TO WORK HAS DELIVERED OVER 1,900 WORKERS. SEE THE FULL LIST OF PARTICIPATING EMPLOYERS AT RIDEWHEELSTOWORK.COM/EMPLOYERS.



EMPLOYERS LOVE OUR SERVICE AND WHAT IT MEANS FOR THEIR COMPANY, BUT DON'T TAKE OUR WORD FOR IT. HEAR IT FROM OUR PARTNERS.

"I would say W2W is a Win! Win! Our employees win because they have access to employment, which allows them to support their families and contribute in a meaningful way. We have over 50 riders daily using this program. Praxis wins because we are a service provider and we only succeed if we have employees. Offering transportation allows us access to applicants we couldn't secure otherwise."

Amy Saunders-Ferrell
Vice President of Human Resources | Praxis Packaging Solutions

"Custom Profile appreciates our partnership with Hope Network and the Wheels to Work program. Thanks to Wheels to Work we are able to offer a reliable, cost-effective transportation benefit option to our employees."

Jenny Redes, SHRM-CP
Human Resources Manager | Custom Profile

WHY USE WHEELS TO WORK?

SHORT ANSWER: BECAUSE INSUFFICIENT TRANSPORTATION OPTIONS MIGHT BE COSTING YOUR BUSINESS AND MINIMIZING YOUR ATTRACTION OF NEW TALENT.

Unreliable transportation hurts worker turnover, which is a huge cost to your business. A study of hiring costs in the United States estimated that hiring costs an average of \$4,000 per vacancy, varying from approximately \$2,000 for blue-collar and manual labor workers to as much as \$7,000 for professional and managerial employees¹. In addition, companies must train new employees, incurring additional costs. Another study found that turnover costs were approximately 16 percent of employee salaries for employees paid \$30,000 or less².

Similarly, absenteeism and tardiness resulting from transportation challenges can also impact company productivity, and these costs may be significant. A study of absenteeism costs to companies in Canada estimated these costs made up between 15 and 20 percent of all direct and indirect payroll expenses³.

Once you are a participating employer, you are added to our website, ridewheelstowork.com. New talent will have the ability to apply for a job at your company directly from our website.



BENEFITS THAT'LL KEEP YOUR BUSINESS ON THE ROAD TO SUCCESS.

82%

of employees improved attendance

88%

of employees improved being on time

51%

of employees report being able to work more overtime

65%

of businesses report making more money

20%

increase in business production overall



What Employers are paying in 2021

- 18% pay 100% of the employees cost
- 1% charges the employees 100%
- 1% charges the employees \$4.50 per ride
- 1% charges the employee \$21.75 per ride
- 2% charges the employees \$2.00 per ride
- 8% charges the employees \$4.00 per ride
- 69% charges the employees \$3.00 per ride

DDA MEMORANDUM

To: Cascade Township DDA Board

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

Subject: Information regarding DDA Budget Process

Meeting Date: August 16, 2022

The Township Manager would like to involve the DDA board on the front end of the 2023 fiscal year budget process. He requested to be placed on the September 20 agenda for a budget discussion.