

ENTF Transportation Sub Committee
August 23, 2016

Present: Allison Rudi, Angela King, Aruna Kamara, Brianna Marshall, Cheryl Elahl, Charlotte Reynolds, Colene Johnson, Darlene Bentz, Dave Bulkowski, Emily Schichtel, Gordon Moeller, Joan Konyndyk, John Mitchell, Mark Evans, Meegen Joyce, Michael Bulthuis, Neil Carlson, Sandra Ghoston-Jones, Steve Hartman, Sue Sefton, Kevin Wisselink,

Strategic Planning Data Collection:

- T1 - Percent of Kent County residents that can get to destinations within 45 minutes: Neil Carson and workers from the Calvin Center for Social Research continue to identify Major destination Sets of data (MDS). They have data for food, workforce development, and medical and eventually plan to add employers. They are working towards 45 minutes travel time by bus which will produce a footprint of *The Rapid*. They are looking at travel to the nearest MDS, not necessarily the MDS of choice.
- Interactive GIS map demonstrated: The map parameters can be changed by mode of transit (walking, driving, public transit) and travel time to MDS. By changing these parameters corridors of need can be identified.
- A source for a Google API (Application Program Interface), a key for analysis for this data has been found. The data, however, has to be displayed on a Google map.
- Geographic bias and high needs for specific populations will be able to be analyzed with the input of the appropriate data.
- T 1.4 – This mapping tool should be able to predict what proportion of population would have increased or decreased access is a change is implemented.
- We have to be realistic about what these numbers mean. A high percentage of access doesn't mean that disparities of access don't exist.
- Major Employment Sites: Bus access is important to this MDS. There is a problem trying to use *The Rapid* data base. The system does not recognize the intricacies of using the bus system, transfers, and stops. Instead of including all employers, clusters of employment will be identified.
- The goal is to have this tool as a live data base that anyone with the proper credentials can access.
- Transportation in All Policies: Tomorrow, a small group of ENTF Transportation Subcommittee members are going to meet to look at what transportation in all Policies would look like. They will look at what policies are doing well, what policies are not and criteria for judging these policies.

The Rapid:

- Public hearings on the extension of service to Cascade will take place in July now that the service has been in place for six months. Productivity on that line has been good and in line with the Cross-town line. Meijer reports that 75 employees are using that service. Go Bus has made 700 trips in and out of Cascade now that there is that availability. There have been 850 trips to the YMCA.

- Starting August 26, 2016 adjustments are being made to some of the routes. This includes a change on Route 19 to serve the Oak Industrial Drive area, shift in peak hour service for DASH. DASH will now run every 7 minutes during peak hours and will be fully paid for by Grand Rapids Public Parking. This is a huge shift in position from them. A full list of changes can be found on www.ridetherapid.org
- Note: If Southeast Michigan's significant ballot proposal of 1.2 mills passes it affect the CTF and significantly decrease the statewide pot of money

Ridelink:

- With three fewer week days there was a 1% increase in trips (5475), over 3600 phone calls and 94 denied trips.
- If capacity doubled, Ridelink would fill it.
- Sunday service continues to be slow. Requested trips have been all out county (long trips). Likely other customers have access to Go Bus. The requests have not been to go to church as was one of the original assumptions. Mostly it has been to go grocery shopping. Currently there is just one provider offering four hours of service on Sundays so little marketing is being done.

Additional Updates:

- Wheels to Work – for the Alpine / Three Mile / Walker area has five regular riders. Hopefully some marketing will be done soon. An expansion of this program model is being considered for the Airport corridor.
- Note: Herman Miller posted zip codes of all their employees and found that they had an employee in every zip code in West Michigan and a few in Traverse City and Indiana.

Next Meeting:

Tuesday, September 27, 2016

8:30 – 10 am (American Red Cross – 1050 Fuller NE)