



Transportation Subcommittee  
Meeting Minutes  
November 28, 2017  
8:30am – 10:00am

**Attendees:**

Adelyn VanTol (DAKC), Allison Rudi (Public Research Project Coordinator), Bob McKown (United Way), Brianna Marshall (Calvin Center for Social Research), Colene Johnson (DHS), Darlene Bentz (Senior Neighbors), Gordon Moeller (Food Security Advocate), Joan Konyndyk (Hope Network), John Mitchell (211), Johnny Melendez (Health Net), Karyn Pelon (KCHD), Kendrick Heinlein (AAAWM), Meegan Joyce (The Rapid), Steve Burke (Network 180), Sue Sefton (Kent County Health Department), Wende Randall (ENTF), Bree Butler (ENTF)

**I. Introductions**

State your name, agency, and answer the following check-in question: What are you looking forward to the most over the holiday season?

**II. Citizen's Agenda**

**a. The Rapid – Expanding Existing Services**

Started testing on the new e-fare system. Still planning for a full launch early winter 2018. Currently working through any issues that testing is finding. Pictures will be used on the reduced fare and ADA e-cards to replace the need for an additional picture ID. The Union issue is ongoing there are current negotiations.

**b. Millage Renewal Recap**

Millage Renewal Passed! Won 5 cities, lost Walker by only 300-500 votes.

**c. Legislative Issues**

None Currently

**III. Strategic Planning**

**a. Follow up on Municipal Assessment**

(PowerPoint Provided at meeting and on Trello) 13 out of 37 responses on the survey. A brief overview includes:

The most known/used transportation is Uber. RideLink and Ready Ride show the least utilization but RideLink is available to the entire county. The current answers cover about 1/3 of the county. Other answers found that one area of advocacy should be implementing policies regarding land use and building new routes. The majority indicated that they do not have a 5-10 year plan in place to support alternative transportation such as bike lanes and pedestrian only sidewalks. The majority said they do have policies regarding sidewalk upkeep and snow removal. The majority does not give incentive to employers to encourage transit use, this could provide another area of advocacy. Next steps included Adelyn and Allison meeting and doing another reminder phone call to fill out the survey, December-January will be response time. It may be a good idea to share some important points with each reminder phone call. If they still aren't filled after this time, they will be filled out based on available public information. At the end of the survey process you will be able to see which municipalities filled out the survey manually and who had it filled out for them. The low level of response to this survey could be for a variety of reasons. There was discussion





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regarding how different townships have responded to the issue of transportation historically. Community needs have changed recently and has added for a need for increased knowledge of transportation. This could provide a useful tool to educate residents about their own transportation and what could be done for little or no money. There is a quarterly meeting of the Michigan Townships Association (MTA), it may be useful to share the municipal assessment with this group, which Karen has volunteered to do. The survey seems to be directed towards municipalities and thus makes it harder for county representatives to answer. Future surveys may benefit from being tailored towards who is receiving it. Some townships are more country and certain questions don't pertain to them, but for these cases Allison and Brianna are able to discern between what questions are useful given the municipality that responded.

### **b. Review of Transportation Subcommittee success measures and indicators**

Part I. KConnect has work groups that are split by age groups, they can implement change and put actions into movement. With ENTF/KConnect conversations they have found that there are a lot of issues that hold development back from cradle to career. Each of the 5 ENTF subcommittees have an opportunity to give input towards the KConnect index. Between now and January the committee needs to decide on 5-8 indicators to add into the KConnect index. Recommendations will go to KConnect's partners in May. Today's discussion will take place around which indicators are strongest towards home and family stability. Thoughts include how important reliable transportation is to families. Wheels to Work directly impacts family stability since they give reliable transportation to jobs. This may fall into the public transportation area though it should be said that public transportation doesn't cover the entire area of transportation opportunities. Gaps need to be closed by funding. The millage renewal just renewed the current budget amount, there were no increases. It is recommended that subcommittee members look at the indicators and really reflect on what transportation is available to individuals who can't rely on a car. The goal of the Transportation Subcommittee is to ensure all Kent County residents have access to multiple transportation choices.

Part II. (Activity) Each subcommittee member was given a dozen post-it notes and requested that they identify enablers or inhibitors on each one regarding the indicators. These post-it notes will then be grouped together and reviewed. The purpose of this is to identify theme areas to indicate areas that need improvement and show where the strong points are. This will then be compiled to create a list of tactics that will address the findings from this exercise and identify issues that will be worth fixing. Email Bree with any ideas over the coming weeks. This topic will be revisited during the January meeting.

### **IV. RideLink**

The number of rides are increasing, still looking to add drivers, find out funding amount on the 30<sup>th</sup>. Working on an on-demand service. For this new program, will be working with GoLux. Going through a re-branding process for RideLink to better spread the information about the program and to make RideLink much more identifiable to patrons. To increase ridership there





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would need to be more vehicles, more drivers, and increased funding. One critical issue is that until drivers make a livable wage, they won't want to continue the work. Heaviest trip denials are between 9:00 and 10:00am in the morning and again in the afternoon. As of October, there have been about 2000 ride denials. This is a gap another service could pick up if they had the resources. There are struggles around the sparse number of drivers. When drivers are ill or not able to make it, this is a serious disruption in services offered.

**V. Additional Updates**

**a. Wheels to Work**

Recap for the month of October; there were 5,790 rides to work given. The trend is going up, if drivers can be found. Almost fully staffed currently and a 3<sup>rd</sup> shift driver was added. The cost per trip has gone up a little bit, it is currently about \$9 per trip. 41% of Wheels to Work users said that they would not be able to be employed without Wheels to Work. The top reason for using Wheels to Work was lack of a personal vehicle. 73% rated the service good to great. Comments included relief over not having to beg for rides from family and friends, and the need for more buses so patrons could get home quicker. There are services currently being offered 24/7 and getting very busy.

**VI. Adjourn**

Please note there is no December Transportation Meeting.

