



Transportation Subcommittee
 Meeting Minutes
 August 27, 2019
 8:30am – 10:00am

Facilitator:	Dave Bulkowski, Sue Sefton		
Meeting Attendees:	Jason Prescott, Rich Jones, Laura St. Louis, Coleen Johnson, Taylor Hartson, Kendrick Heinlein, Walt Marston, Sue Sefton, Gordie Moeller, Bob McKown, Debbi Coleman, Joan Konyndyk, Amanda Moore, Karyn Pelon, Sherrie Gillespie, Max Dillivan, Wende Randall, Brianne Czyzio		
Time Convened:	8:40	Time Adjourned:	10:10

Introductions	
Mobility-In-All	
Discussion	
<p>Over the summer, ENTf had an intern work on the Mobility-in-All project. Albina, from Howard University, worked on pulling policy examples. This project followed up from the municipal survey to look at how mobility in all ideas can be adopted by local municipalities. The report goes through keys aspects of equitable transportation. Albina researched local and national municipalities for examples of current policies that work well and that could use improvement. Then, she suggested language and ideas that could be used when creating or updating master plans. The report is based off planning ideas in the municipal survey that CSR facilitated a few years ago. The survey looked at which municipalities have specific policies around transportation for 10 topics. Albina’s report covers 5 main topics:</p> <ol style="list-style-type: none"> 1. Walkable community – communities should ensure that pedestrians and cyclists have access to safe and desirable paths in what is often an automobile-orientated atmosphere. 2. ADA Compliance – currently, only 23% of Kent County municipalities have policies regarding ADA compliance. It is important to focus on the transitions to ensure that the whole journey is accessible. One portion of this is snow removal to ensure pedestrian and road safety. This especially impacts those with disabilities in transition zones. 3. Ongoing Development – this is more affordable than building new infrastructure and can foster safety for pedestrians. This is a great opportunity to engage neighbors in the planning process. 4. Innovation – there are a lot of examples of innovative practices in transportation such as ride sharing, bike sharing, autonomous vehicles, more. Municipalities may want to look at incentivize and/or advertise innovative practices. 5. Intergovernmental consultation – locally, there is the GVMC that looks primarily at vehicular travel. But there is a need to ensure there is conversations around all modes of mobility between different municipalities. <p>ACTION ITEM: A copy of the draft report will be sent following the meeting. Please provide feedback and any clarifications. Share and hone statements on need for these changes.</p> <p>The report needs to include strong statements on the equity and business cases to help show why this is so important. Thinking about traffic fatalities, about 30% are pedestrians and cyclists. But, only 2% of funding in Michigan goes to mobility. In addition, the report needs to consider what the aging population will need in the next 10 years. On the survey, one of the things is employer awareness. Amanda noted that typically when business is involved, this is when people start to ask for change. When thinking about who to target, it may be better to target larger groups of municipality leaders. For example, township supervisors get together regularly. There could be an in-depth look and then</p>	





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encouraging individuals to connect further. Looking at municipalities to target, need to consider where agencies are in their planning processes. City of GR and Wyoming are in their planning processes. In Wyoming, there are 2 potential transit corridors. It would be great to engage leaders in these conversations as they are developing their master plans.

Action Items	Person Responsible	Deadline
Read the report and provide feedback and additions on why these changes are needed	All	

Expanding the Conversation

Discussion

Part of this topic is expanding who is part of the conversation. It is exciting to have new faces and organizations around the table. How does the Grand Valley Metro Council tie into this? What are some ideas for moving forward with this group? Max is on the 2045 Plan Steering Committee. The group seems to be focused on funding for county road commissions for rural and suburban roads as compared to conversations around mobility. For example, mode shift target is a regional issue that GVMC could get behind and encourage.

Association of Commuter Transportation has a lot of representatives from metro councils. There is likely room to push on them to bring them into the conversation. Amanda noted that she has been surprised how impactful a few voices can be in the planning process. It is important to encourage neighbors to go to planning meetings, participate in community surveys.

Regional Air Alliance is business driven and focuses on getting more flights in and out of the airport. Perhaps there is something like this that focuses on mobility in the community. Next month, the group can talk about business outreach by the Rapid, Wheels to Work, others. Need to look at what pain points are for businesses and how to engage others.

Action Items	Person Responsible	Deadline

Citizen’s Agenda and Mobility Challenge Updates

Discussion

The Rapid – Michigan Mobility Challenge for Rapid on Demand is doing 12-20 rides per day. They are receiving regular signups. Recently, they rolled out a small promo to try to get the word out. There is a push for more people wanting to use the app, but with confusion from some older folks. They are also partnering with Kaizen health for the City of Tomorrow challenge. They will be studying the call center, how reservations are made, RideLink, etc. They may end up bridging the gap with Kaizen Health and the Rapid on Demand. Kaizen is like the foundation arm of a large health network with the goal of getting people to their appointments. Health systems know that missed appointments cost them a lot of money. RideLink is already using GoBus for the trips, but currently with a limited area. They are exploring a partnership with Kaizen and whether this would only be for medical trips. Currently, people access the app through the computer, but likely they will not be talking about eliminating the call center.

Laker Line construction is well underway. They will be running service on some of the stations. They will begin running the full Laker Line this time next year.

Their Comprehensive Operations Analysis is underway. They are still in the data collection phase. The





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engagement team is putting together an information collection plan. Max will let the group know when something has been developed. They are working to understand where employment and residential growth are occurring. They have noticed that employment and residential areas a growing is separate location.

South Division Transit study – they are currently doing consultant interviews and will be looking at selecting a consultant in September. The project will focus on looking at why there was not ancillary development along south division with the implementation of the SilverLine.

I-196 over the river congestion has led to the addition of an extra route 19 vehicle to keep up with the congestion. They are extending the Burton Street crosstown 24 route starting Monday. Plainfield Township is potentially interested in having transit services up the Plainfield corridor. They would need to add an additional bus to accommodate. They will be reaching out to employers to collect data to see if a smaller, more on-demand service would be more financially feasible. In addition, the City of Walker is updating their master plan. They are looking at the Alpine corridor and are exploring options for accommodating more alternative modes of transportation.

They are still rolling out the Wave card, the long-term plan is to phase out paper tickets. The Wave card has built in fare capping and helps speed the boarding process. There is a partner program with agencies who hand out tickets to participants. Agencies will be able hand out cards and then manage them through a partner portal.

Recently, the Rapids and MobileGR met with a 24-unit complex. Bezzani, the developer, is interested in how to encourage tenants to not need a personal vehicle. They are interested in getting wave cards to residents and have bike storage available. Perhaps the fee for parking spaces could be used to subsidize the wave cards. This allows tenants to have options. They are innovative in thinking about how they are developing in the area. Building around transit and mobility is half of working towards change. It would be great to have the opportunity to sit down with all new developments to talk about transportation.

RideLink – is up on rides and down on denials, things are going well.

Wheels to Work just had their third anniversary. They are working on getting offices in Fremont and Ionia. They are also in the process of gathering data from employers. In addition, they are planning to open their app up to users for testing next week. They are in talks with DOJ and DOC to work with them on specialized programs for helping returning citizens get back to work.

Additional Updates

Discussion

DUFB – Gordie has flyers with the locations of orchards where DUFB is accepted.

Census 2020 – canvassers are in the community verifying whether locations are a residence or business but are not distributing census forms.

MobileGR – this year they are piloting monthly challenges around active commuting. Go to West Michigan Rideshare’s website to learn more and see how the challenges work.

