



Transportation Subcommittee
 Meeting Minutes
 February 25, 2020
 8:30am – 10:00am

Facilitator:	Dave Bulkowski, Sue Sefton		
Meeting Attendees:	Sue Sefton, Darlene Bentz, Beth Scholten, Jason Prescott, Taylor Hartson, Susan Cervantes, Kendrick Heinlein, Walt Marston, Joan Konyndyk, Debbie Coleman, Rich Jones, Laura St. Louis, Dave Bulkowski, Tamia McGlothlin, Miguel, Gordie Moeller, Emily Myers, Bill Kirk, Anna Carbone, Andrew Koning, Wende Randall, Brianne Czyzio Robach		
Time Convened:		Time Adjourned:	

Introductions	
Citizen's Agenda	
Discussion	
<p><u>The Rapid</u>: Their mobility-for-all comprehensive operational analysis is in the middle stage. Recommended changes within their current budget include increasing frequencies, increasing coverage, and extended weekend service. They are receiving feedback throughout the process. Once a recommendation is made to the board, they will go through a public hearing process. Paratransit would be unaffected by changes to fixed routes, but any extensions would extend to go GoBus.</p> <p>Work continues on the Division Corridor design project combine transit with zoning and development to boost economic development along the Division Corridor. Policies would incentivize development and ensure that neighbors and businesses are not displaced. Outreach is being directed at community members and residents, in multiple languages.</p> <p>Wave Card Transition – Marie is continuing to meet with agencies one-on-one. They are still targeting a June 15th date for eliminating paper tickets. Have discussed convening a large group of partners that have bus ticket programs.</p> <p><u>Ridelink</u>: Open House on March 12th. This will be a great opportunity to hear from RideLink clients Increased rides in January 2020, but increased denials as well. They are anticipating grant notification from EcoLane in April.</p> <p><u>Wheels to Work</u>: They are seeing continue growth in Muskegon, several businesses are looking to come on board. They anticipate more growth in the Walker area. They are hoping late spring/early summer to launch in Newaygo County and end of summer Oceana County. Veteran Coalition Action Teams Quality of Life group will be providing funding dollars for transportation to appointments for appointments, court, and work for veterans.</p> <p>Connection to Amazon: The Rapid has sent a few ideas around a connection to main line. Amazon has asked for feedback based on where applicants are coming from. There may be difficulties with shift time, but Amazon has been responsive.</p> <p>Also, conversations with Caledonia and Gaines Township about extensions and have been in talks with other businesses in the area.</p>	





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Kent County Community Transit: \$50,000 was awarded for the remainder of the fiscal year. This is over the original requested amount. The county asked the group to start marketing the program, mainly to townships not previously served. There is a potential concern that the marketing will greatly increase demand greatly.

Action Items	Person Responsible	Deadline

Michigan Mobility Challenge Updates

Discussion

Via On Demand: Friday, March 13 will be the last day for trips. Those who used the service found it available. They will be sending out an RFP to extend On Demand service which will hopefully cover the GoBus area.

Kaizen Health: This program will provide GoBus clients participants with another platform to schedule rides to and from medical appointments. The Rapid is booking for GoBus. If a GoBus ride is not available, ride sharing platforms will be accessible through the same software. Rides should be booked 48 hours in advance. The first 200 people will receive a \$145 credit. Participants will have to have access to an email address and a computer program or app to use the service. They are looking at March 16th as the start date for the 6-month pilot program. Promotion and recruitment will begin in the Neighborhoods of Focus. They will be looking to promote to additional options with current GoBus users. DHHS provides GoBus tickets, usually a month's supply at a time, for Medicaid-eligible patients. DHHS could set up the ride for clients through Kaizen if client provides email. Jason will provide additional information as it becomes available.

Wheels to Work: The app is currently being tested by drivers; companies will be trained shortly. Once finalized, app will be accessible by smart phone, tablet, and computer.

Action Items	Person Responsible	Deadline

Mobility-In-All

Discussion

A small group has been kicking off ideas and steps for a long-term goal of a county-wide mobility millage within 2-3 years. They are in the initial stage of learning and relationship building. The primary goal is a millage (target date November 2022) to provide funding for county-wide mobility, similar to the early childhood, senior, veterans millage. Funds would come in from throughout the county and would be distributed to programs. Wende asked the group to consider how current resources (data, relationships, connections) can tie into these strategies.

Important to nail the framework and messaging down before going out to the community as this pot of funding has the ability to go quickly. A county wide mobility task force could be formed with a clear scope to review current data and hone a list of priorities. Timeframe depends on what the best timing for a taskforce report. Current communication with township and cities may include talking points on how transportation can be enhanced to begin relationship-building. Communication strategy should be implemented to reduce duplication and communicate updates. Agreement that November 2021 as a date for the report out from task force would allow for a year to focus on messaging to the public.





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GVSU Social Innovation Program may be interested in bringing this on as a class project in fall 2020.

Messaging:

Suggestion for messaging to include needs and wants, focus on decreasing carbon footprints. Debbi noted that many employers like that Wheels to Work helps reduce their carbon footprint. 2011 study on county wide mobility discussed express service, this could tie in. Constituent buy-in is important as it is most powerful when those who would be served by this millage are able to say the benefit this would have on them. There is a need for consistency and definition in who this millage would serve.

Talking point include enhancing what we currently have and allowing for innovation and visioning. Important to have conversations now so that relationship and trust is built, the ask can come later. Tours, events, tabling are great opportunities to gather interest of neighbors and begin collecting narrative. With these efforts, it is good to have key questions so that everyone is gathering the same type of information.

Action Items	Person Responsible	Deadline

Additional Updates

Discussion

Advocates for Senior Issues – autonomous vehicle, during May at Downtown YMCA, opportunity to engage with seniors over concern with self-driving vehicles and emerging aspects of new technology. And then giving them the opportunity of riding in autonomous vehicles

Disability Awareness Day – March 27th at the Kroc Center. There will be a keynote, breakout session, legislative session Senators Brinks, MacGregor, and Vanderwal.

Walk for Warmth – is Saturday February 29th at 8:30am, walk starts at 9:00am.

