

THRIVING

A framework for the
future of connectivity.

ENGAGEMENT SUMMARY

The Rapid Transit Master Plan

Fall 2024



THE RAPID

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INTRODUCTION

ENGAGEMENT PROCESS OVERVIEW



PROJECT OVERVIEW

The purpose of this document is to provide an overview of the stakeholder and community engagement process for The Rapid's Transit Master Plan (TMP). The engagement process brought together professionals, specialists, stakeholders, and the greater Grand Rapids community to provide an understanding of the needs, wants, and goals of the community and key partners related to the future of transit in the community. This document focuses on the key themes found through stakeholder discussions, input from the public open house, community meetings, and online feedback. The TMP will use the engagement results to assist in developing solutions and guiding decision-making over the next 20 years for The Rapid.

and community members. The flow chart on the following page demonstrates the key groups and how they relate to the engagement process.

GUIDING PRINCIPALS

The Rapid's five (5) Guiding Principles represent what they stand for, and why they are the transportation provider of choice and convenience. The Guiding Principles are:

CONVENIENCE

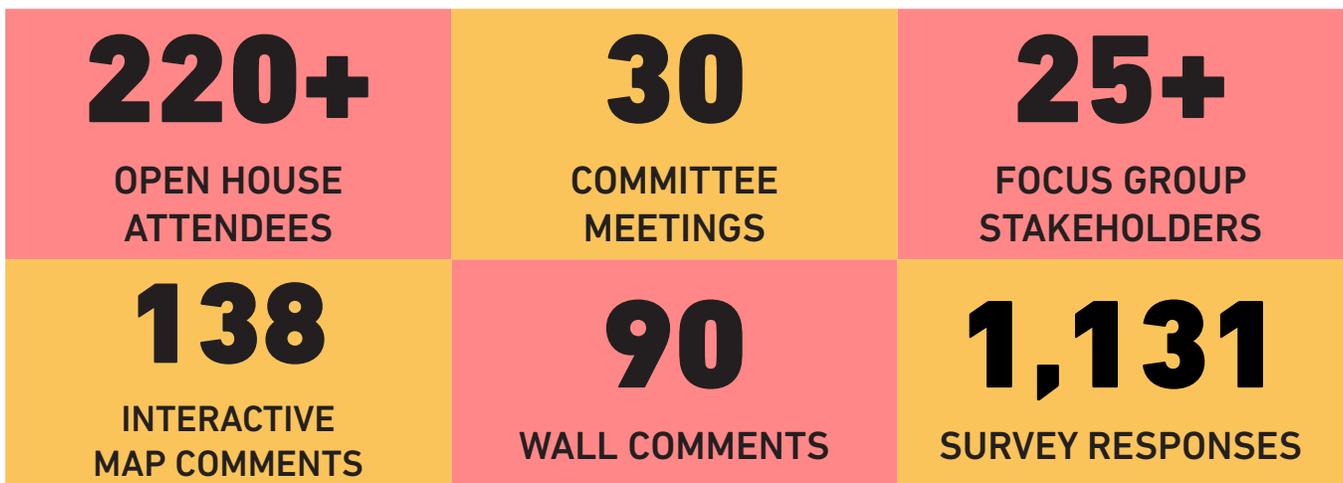
WE SERVE FOR USER EXPERIENCE.

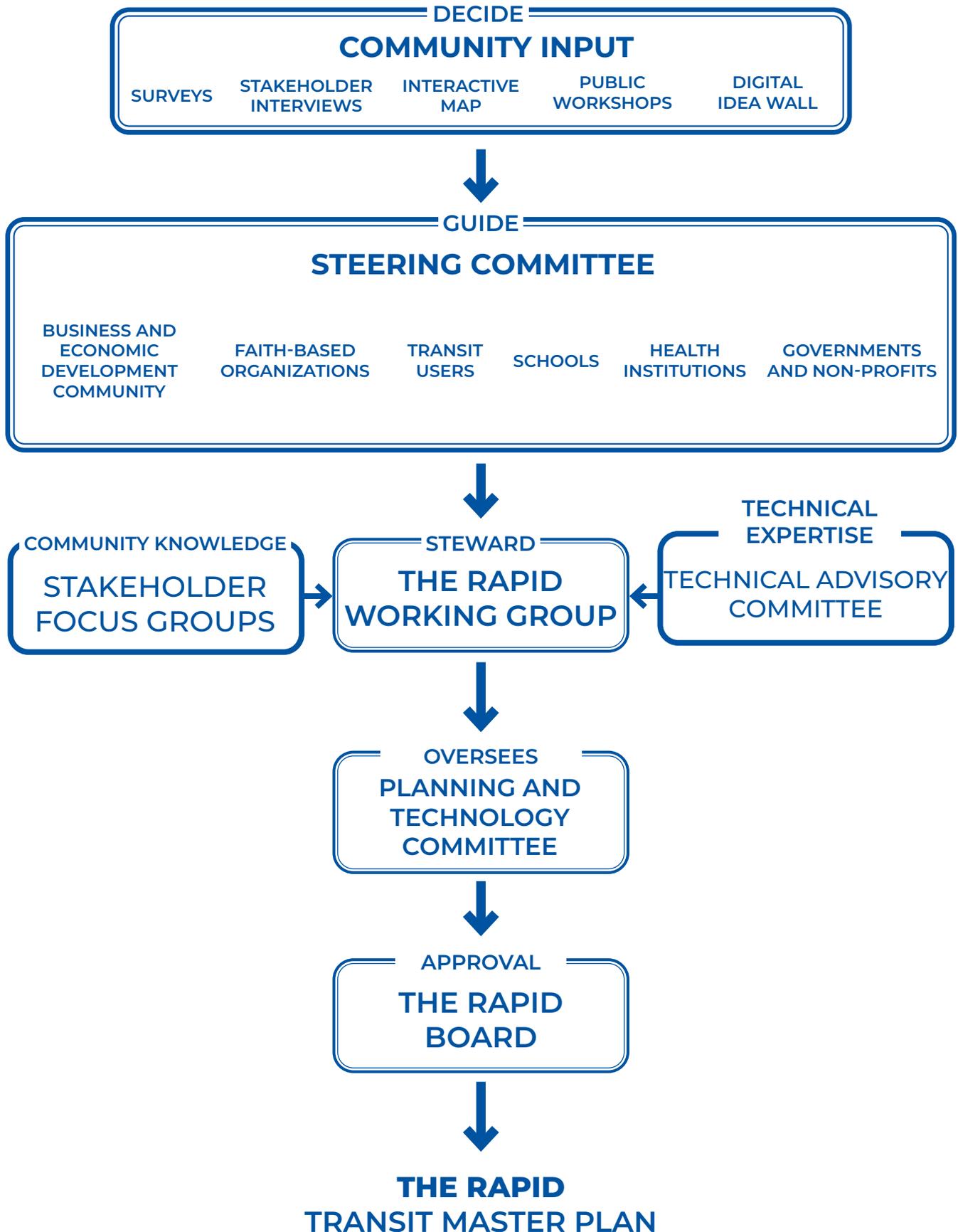
INTERNAL WORKFORCE

WE VALUE EMPLOYEE PERSONAL GROWTH.

ENGAGEMENT OVERVIEW

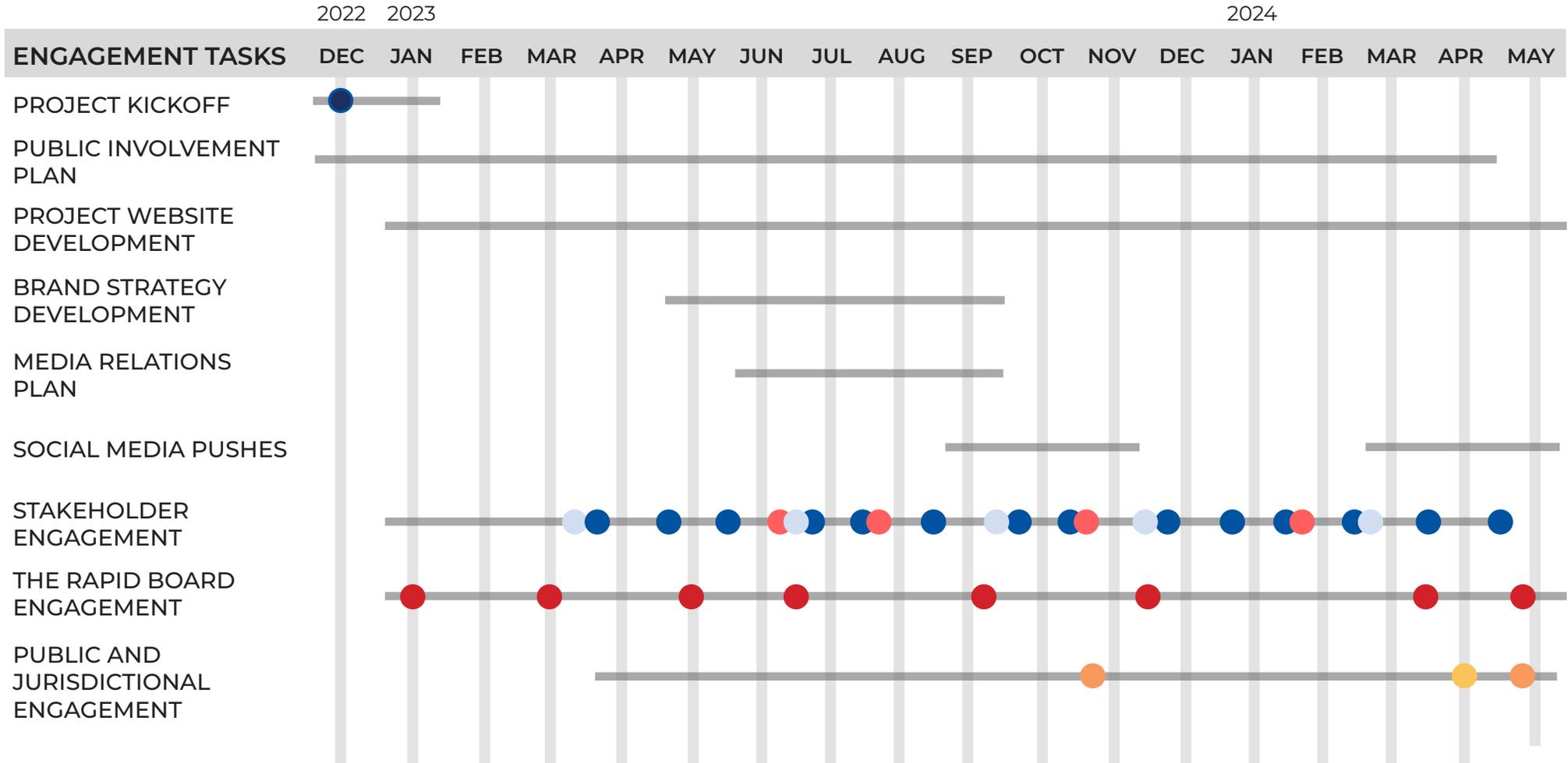
Five key groups were engaged throughout the process, including: The TMP Steering Committee, Stakeholder Focus Groups, Technical Advisory Committee (TAC), Planning and Technology Committee





ENGAGEMENT SCHEDULE

The table below represents the 18-month project process with key points of engagement with the community, stakeholders and key committees involved in the engagement process. Engagement was scheduled frequently and strategically to gather insight and feedback.



- Working Group* Kickoff
- Technical Advisory Committee Meetings
- Steering Committee Meetings
- Planning and Technology Committee Meetings

- Stakeholder Focus Group Meetings**
- Public Open Houses
- Briefings to local jurisdictions by The Rapid Staff

*Working Group Meetings will occur weekly or biweekly throughout the project process.

**Individual stakeholder interviews as needed throughout the TMP process.

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COMMITTEES & STAKEHOLDERS

COMMITTEES

PLANNING AND TECHNOLOGY COMMITTEE

The Planning and Technology Committee (PTC) included six (6) representatives from The Rapid Board. The committee's role was to provide guidance on planning and technology, advise the project team, and act as a liaison to The Rapid Board. PTC met on a bimonthly basis a total of eight (8) times throughout the project process.

OVERVIEW OF FEEDBACK

This section highlights the common feedback themes from the feedback gathered from the PTC:

- Additional, dedicated funding sources are needed.
- Services that meet some need for everyone.
- Regional connections
- The Rapid should be a leader for mobility solutions in the region.
- Transit-supportive land use development policies, addressing topics such as:
 - Affordable housing along corridors
 - Vibrant destination/spaces near transit
 - Density
 - First-last mile connectivity

TECHNICAL ADVISORY COMMITTEE



The Technical Advisory Committee (TAC) consisted of planning and engineering representatives from the six (6) jurisdictions of The Rapid and representatives from adjacent city and county jurisdiction including:

- Grand Rapids
- East Grand Rapids
- Walker
- Grandville
- Wyoming
- Kentwood
- Hudsonville
- Kent County Road Commission
- MDOT
- Grand Valley Metropolitan Council
- Ottawa County

TAC met on a bimonthly basis a total of thirteen (13) times throughout the project process. The committee’s role was to provide insight and review findings, concepts, strategies and recommendations created during the engagement process.

OVERVIEW OF FEEDBACK

Feedback from TAC was gathered throughout the engagement process and this section highlights the common feedback themes:

- Coordination of concurrent planning efforts across jurisdictions.
- Input on technical task processes, public engagement, and resulting reports.
- Promotion of the TMP within the six jurisdictions
- Joint development strategy input and coordination related to:
 - Land Use
 - First/last mile connections
 - Transit stations/access
 - Affordable housing
 - Successful cross-jurisdictional coordination efforts
 - Mobility hubs
 - Parking availability/regulations

COMMITTEES

STEERING COMMITTEE

The Steering Committee included executive level public and private stakeholders within the community and surrounding jurisdictions. The committee's role was to provide guidance on key milestones, review the needs and goals, and ensure that the plan reflects the vision and values of the region. The Steering Committee met on a quarterly basis a total of seven (7) times throughout the project process.

OVERVIEW OF FEEDBACK

Feedback from the Steering Committee was gathered throughout the engagement process and this section highlights the common feedback themes:

- Strategies to capture “choice riders”:
 - Change culture and perception of transit
 - Build support, even among non-riders
 - Community education and ambassadorship
 - Identify transportation cost savings from transit over driving
 - Tell stories to communicate the benefits of transit to our community
 - Stratification of rider/trip types
- Regional coordination across townships for transit-supportive land use planning
 - Build up density
 - Transit needs should be incorporated in development review
 - Last-mile solutions

- Proactive transit planning/ future readiness
- Convenient and affordable access to transit is the most important value of transit to a community.
- Transit could be part of tourism and economic development efforts to attract businesses and high-skilled worker
- Consider a wider variety of transit modes to serve needs, such as microtransit



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COMMITTEES

OVERALL KEY TAKEAWAYS

Made up of variety of representatives from The Rapid and Grand Rapids regional municipalities and communities, each committee provided a unique and valuable perspective on the direction, process, and insights of the Transit Master Plan process.

The **Technical Advisory Committee**, consisting of planning and engineering representatives from The Rapid's six jurisdictions, provided insight into the interests and collaboration potential with other regional governments and agencies, as well as technical expertise when reviewing analysis processes and resulting reports.

The **Steering Committee**, consisting of executive level public and private stakeholders, represented a broader view of the regions long-term needs, including economic development, community perception of transit, and values.

The **Planning and Technical Committee**, including six representatives from The Rapid Board and a focus on planning and technology, identified potential options to address funding challenges, and advocated for regional expansion and mobility solutions.

All committees indicated there is a need for The Rapid to proactively plan and coordinate with local municipalities in order to align **land use and development processes** with transit goals. In addition to improve transit access, this strategy is especially important for the overall economic growth of the region. For instance, companies want to move to cities that can accommodate their workforce needs and young, high-earning professionals are attracted to vibrant, walkable, transit-accessible communities.

In addition, low-density industrial and logistics-based industries rely on transit services to connect to their workforce.

In addition to proactive planning by The Rapid, these goals may only be achieved through equal coordination efforts by municipalities and townships to give The Rapid an opportunity to weigh in on land use planning and economic development processes. Collaboration opportunities identified through the committee meetings included transit supportive:

- Land development processes
- First-last mile connections and transit station access
- Affordable housing initiatives along corridors
- High-activity mobility hubs
- Parking regulations
- Vibrant destinations/spaces near transit

Each committee also identified an opportunity for The Rapid to serve as a **regional leader of mobility solutions** as growth occurs. This may include some framework to implement context-sensitive transit solutions as growth occurs. Examples of regional services may include express services along high-volume trip corridors, such as the proposed West Michigan Express service on the Chicago Drive corridor, or microtransit to fill gaps in lower density residential or industrial areas.

All committees agreed a **change in perception of transit** is needed by the general community in order to improve ridership and increase support for transit. Based on committee feedback, convenient and affordable access is the most important

value of transit to the greater Grand Rapids community. However, current transit services are perceived to be only for those who need it and not attractive for those who have the option to drive a car. In order to address these perceptions, some opportunities were identified through committee discussions, including:

- Transportation demand management and coordination with employers
- Community education and ambassadorship
- Identifying transportation cost savings between taking transit and driving
- Comparing safety statistics between taking transit and driving
- Telling stories to communicate the benefits of transit to different members of the community

STAKEHOLDER FOCUS GROUPS

OVERVIEW OF STAKEHOLDER GROUPS

The stakeholder groups were broken into multiple groups to allow for in-depth conversations. The role of these groups was to discuss ideas and challenges, and gather feedback on draft strategies. The Stakeholder Focus Groups met a total of two (2) times throughout the project process.

The Stakeholder Focus Groups included:

- Innovators
- Disabled Community and Advisory Committee
- Customers
- Students
- Employers
- Health Institutions
- State and Government Officials
- Developers
- Tourism Industry Representatives
- Local Communications
- Non-Transit Riders
- Real Estate Professionals



KEY TAKEAWAYS

During the Stakeholder Focus Group meetings many topics were discussed and, through these discussions 15 common themes emerged:

- Municipal Coordination
- Pedestrian & Bike Amenities
- Bus Amenities
- Public Transit Perception
- Outreach/Education
- Technology
- Employee Training/Management
- Economic Development/Land Use
- Transit Need/Demand
- Safety/Maintenance
- Other
- Transit Connections
- Employer Benefits
- Convenience
- Affordability

From these 15 themes, four (4) themes rose to the top of the list, and those included: Bus Amenities, Outreach/Education, Transit Need/Demand and Convenience. The following shows a summary of the comments provided within these four themes:

- **Bus Amenities:** Additional amenities need to be added to address the limited space for bags on buses, lack of bus shelters, aesthetics of bus stop locations, dedicated bus-only lanes, WI-FI and accessibility options for riders.
- **Outreach/Education:** Education and outreach to the local community would be helpful to provide information on service options and benefits through marketing, education of younger riders and additional wayfinding at stop locations. Additional language

options would be helpful in reaching a wider population of riders.

- **Transit Need/Demand:** Transit need and demand needs to be evaluated through engaging real estate professionals, young professionals, healthcare institutions, rural communities, out-of-towners, kids and key local institutions and businesses. Additionally transit hours and current routes need to be further explored for expansion and updates.
- **Convenience:** Transit service should be convenient for riders, service locations should help provide transit opportunities for low income riders, healthcare seekers and students. Predictability, frequency of stops and service and later service hours should be considered.

THEME EXAMPLES

“Education is important (i.e. tell people about different options, services have different options for busing, etc.) – more marketing and information would be useful “

“Challenge business community to make transit more available to their employees with incentives”



ONLINE PUBLIC ENGAGEMENT

PUBLIC ENGAGEMENT

ONLINE ENGAGEMENT SUMMARY

This section details the public engagement efforts developed and implemented by the project team. The following engagement opportunities were provided throughout the planning process:

- Project Website
- Interactive Map
- Interactive Ideas Wall
- Online Survey
- Open House(s)

PROJECT WEBSITE

At the beginning of the project process, a website was developed to help provide information, inform community members of upcoming project-related events, and created a space for members of the community to participate and engage in the process.

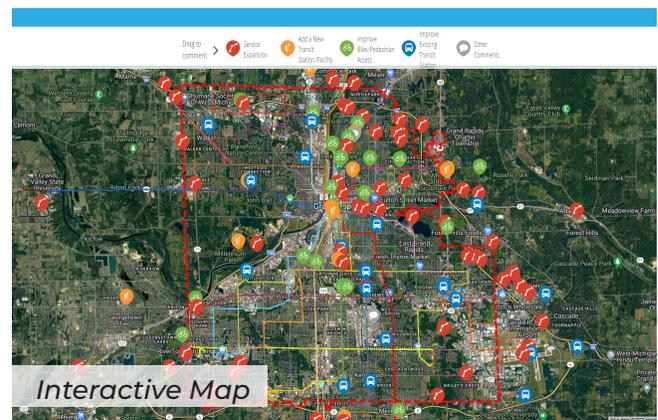
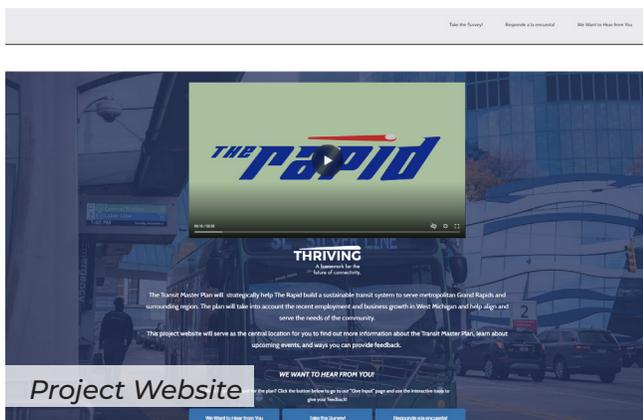
INTERACTIVE MAP COMMENTS

The interactive map allowed users to provide comments within the project area. Comments were available publicly and map visitors could agree/disagree with comments submitted to the interactive map. As of December 2023, there were 143 map comments placed.

The map comments fell into five (5) categories:

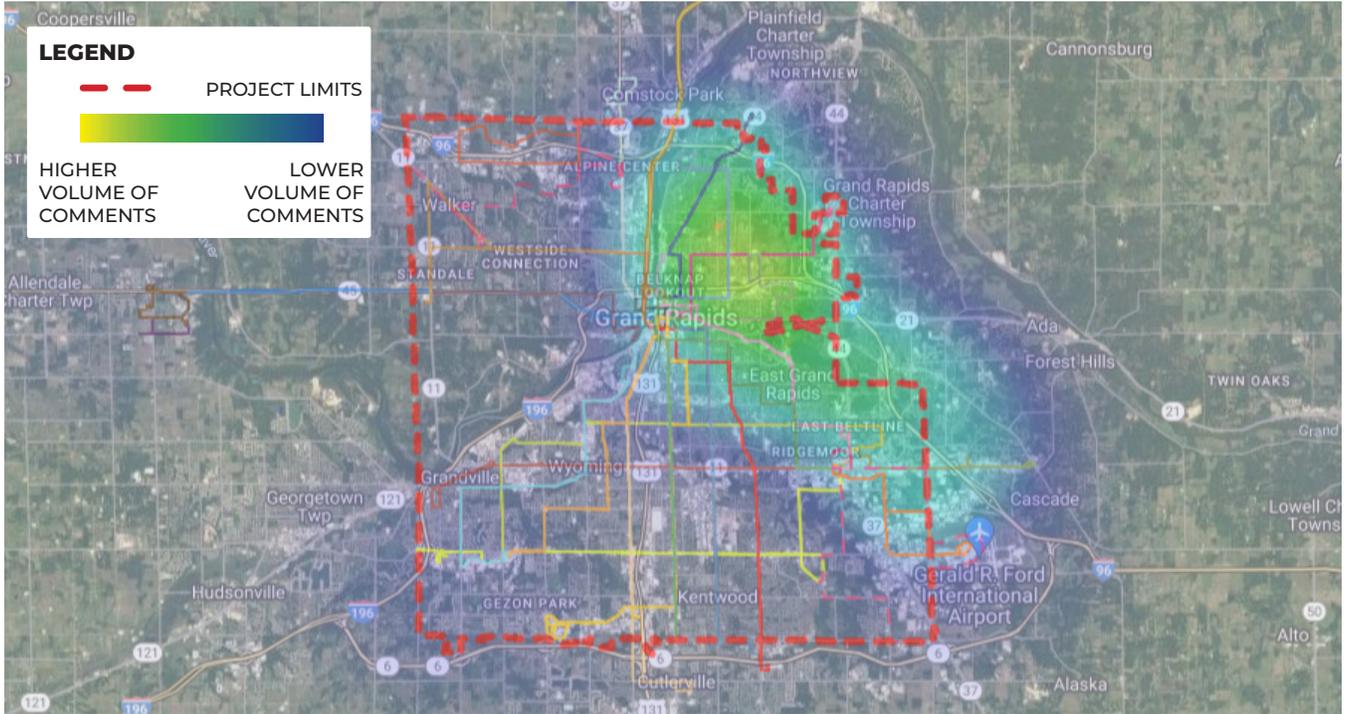
- Add a new transit station/facility
- Service expansion
- Improve bike/pedestrian access
- Improve existing transit station
- Other comments

The most common comment types, with over 50% of the total comments for service expansion and over 16% of total comments for improve existing transit station(s). The following pages show heat maps demonstrating the interactive map responses.

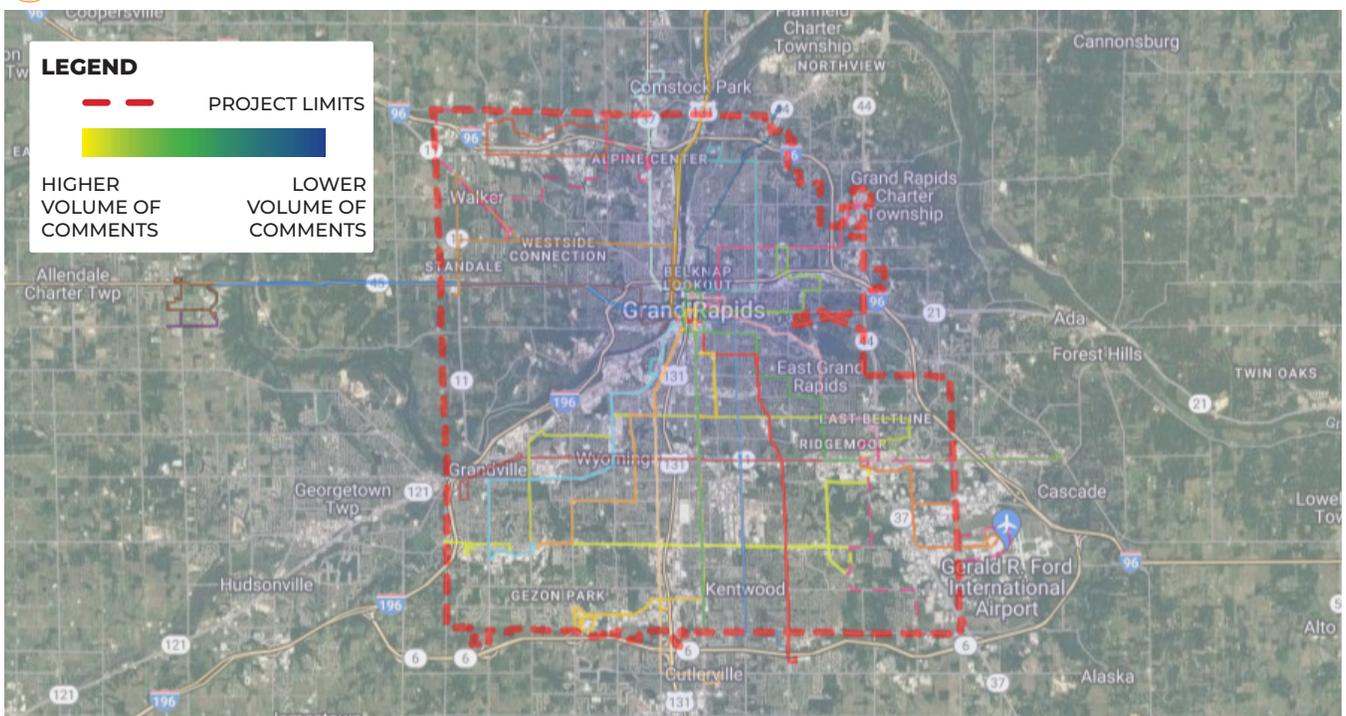


ONLINE ENGAGEMENT SUMMARY

SERVICE EXPANSION COMMENTS



ADD A NEW TRANSIT STATION/FACILITY COMMENTS

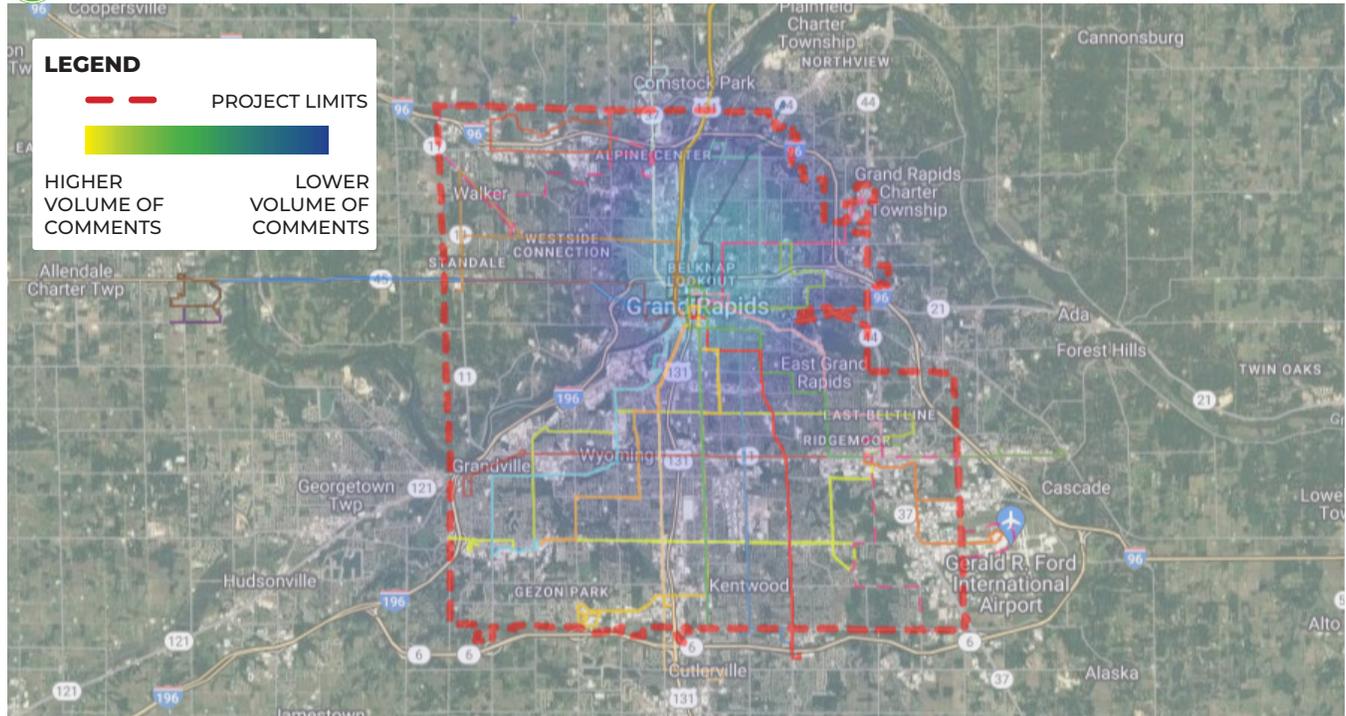


PUBLIC ENGAGEMENT

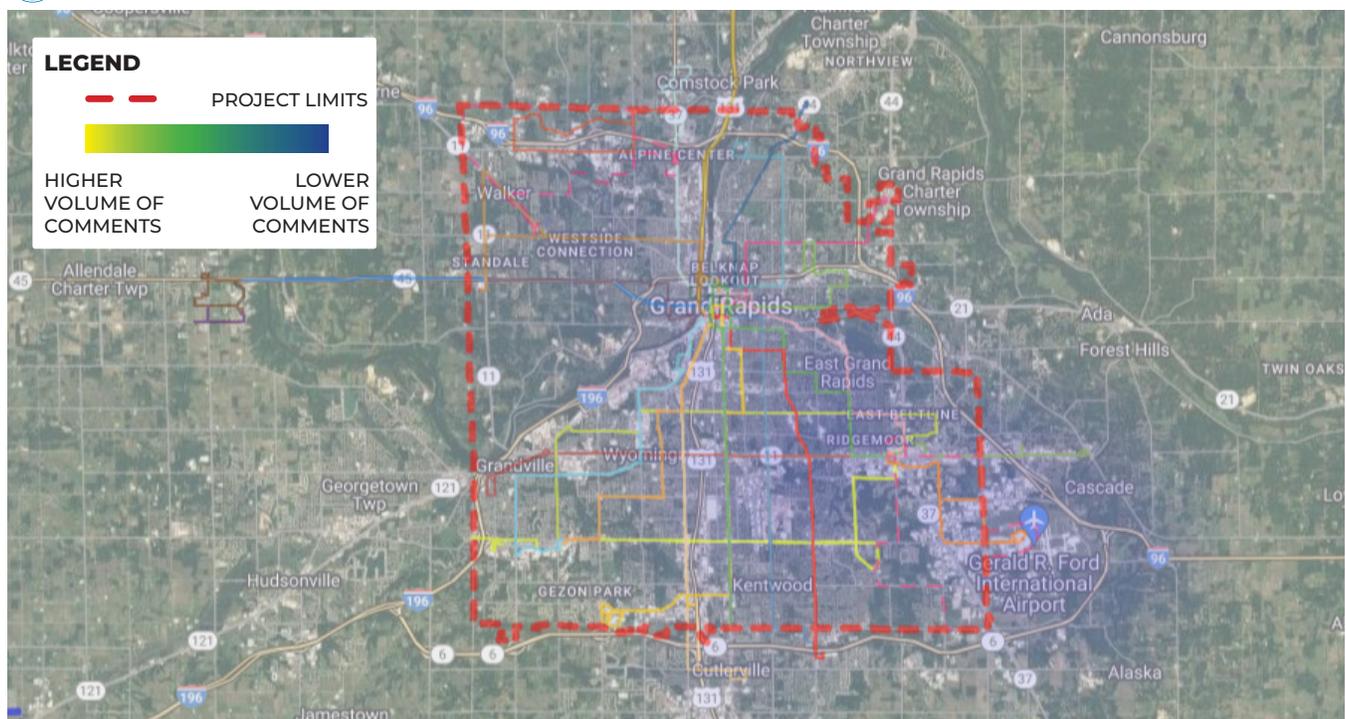
ONLINE ENGAGEMENT SUMMARY



IMPROVE BIKE/PEDESTRIAN ACCESS COMMENTS



IMPROVE EXISTING TRANSIT STATION COMMENTS



ONLINE ENGAGEMENT SUMMARY

WALL COMMENTS

The ideas wall is a digital wall that allowed comments, that were non-location specific, from community members to be placed publicly for all to view, respond to, and like/dislike. As of **December 2023**, there were a total of **94 comments** placed. The digital wall comments fell into three (3) categories:

- Ideas and suggestions
- Make a comment
- Something I like

The following topics were the most commonly placed and liked comments within the ideas wall:

- Continue thinking long term by adding light rail systems and increased bike infrastructure.
- Increase transit options through light rail, separated bike lanes, increased service (coverage and frequency), and commuter rail options to jurisdictions throughout the region.
- The Silver Line should become a true bus rapid transit system with dedicated bus lanes, signal priority, increased frequency, and the ability to pre-pay.
- Increased connections between surrounding jurisdictions, airport, downtown, and the lakeshore.
- Increased service options allowing replacement of cars, later service hours, and connections for tourism.

WALL COMMENT EXAMPLES

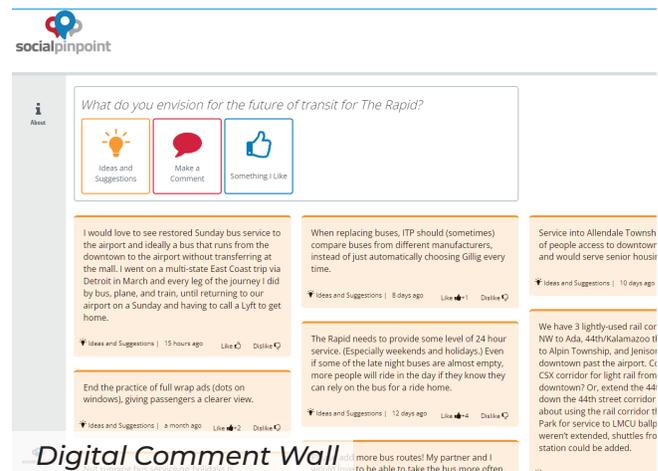
“Let’s think long-term! Continuing to add lanes to highways is short term thinking, adding a light rail system through major corridors with bike racks and increased bike infrastructure is the way to go! So many young people (and young talent for businesses) see cities with good public transit as a major bonus. Adding a light rail system would be a huge leap forward in making GR an attractive and vibrant city.”

“We need a LOT for better transit options. 1) Light rail addition would be incredible if added in spokes out to the suburbs and in downtown. I only live as far as Wyoming and getting into downtown by the Rapid is a 50 minute trip from my place. 2) Dedicated bike lanes with physical barriers separating bikes from cars. 3) Increased service of the Rapid - both in coverage and frequency 4) Commuter rail options to outer cities and towns further than the direct suburbs (ideally as far as the Lake)”

“We should increase the service of all GR buses so that they run every 10-15 minutes, buses will never be a good replacement for cars until they reach that minimum quality of service.”

“8-15 minute frequency for every route is the aspirational goal”

“Need to enhance current system before connecting to other communities – the first priority is the current service area enhancements”



PUBLIC ENGAGEMENT

ONLINE ENGAGEMENT SUMMARY

ONLINE SURVEY

The online survey was launched on **September 12th, 2023** and closed on **December 8th, 2023**. It was available both digitally and at the first open house. The survey included 21 questions, covering topics such as transit perceptions, travel preferences, goals for the TMP, in addition to general demographic, and geographic information. It received a total of **1131 responses**. To review the full results from this survey refer to the Appendix.

SURVEY MARKETING

Marketing of the online survey followed a comprehensive media outreach plan to ensure broad awareness. Outreach began in early **September 2023** with the distribution of a news release that announced the Transit Master Plan (TMP), the online survey, and dates of October open houses. The week before the October open houses, an event advisory was distributed to Grand Rapids area media that garnered four at-event or day-of-event media stories. A final round of media pitching occurred in **late November** and aimed at attracting media stories before the **Dec. 8** survey deadline. The public relations outreach garnered a total of **14 unique stories**, reaching over **750,000 people** throughout West Michigan.

SURVEY FINDINGS

From the responses provided from the digital survey, the following key findings were determined:

- **Travel Time.** Over 60% of respondents noted they would be willing to add between 5-20 minutes of additional time to their existing travel times if they could take an

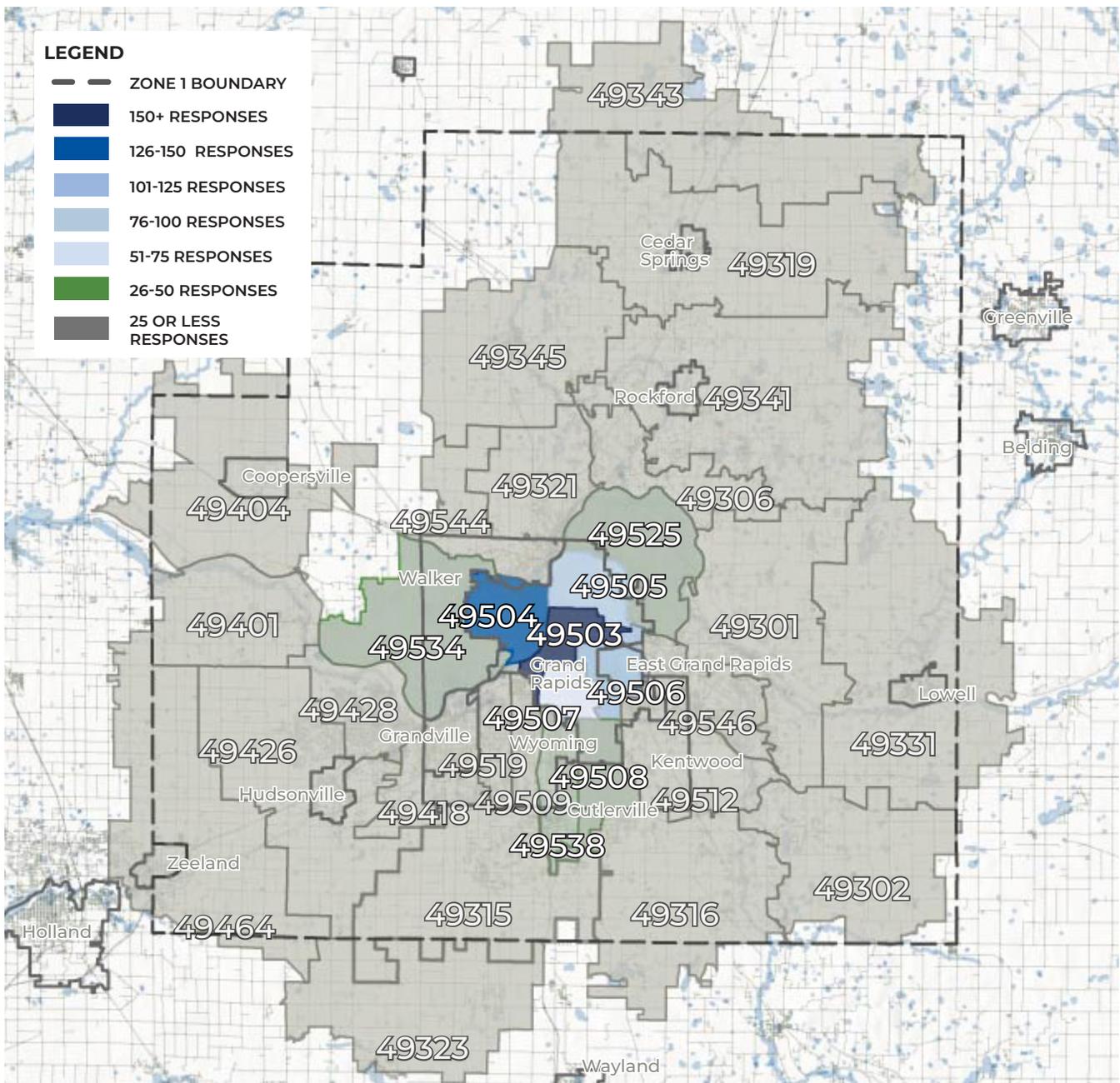
alternative mode of travel, including transit. This demonstrates that other factors may be considered as part of an individual's decision making process when choosing mobility modes. These factors include convenience, safety, and accessibility among others, as identified in the survey.

- **Future of Transit.** When asked about current transit challenges and the future of transit, respondents noted the expansion of routes, increased destination options, and frequency of service were a top priorities to address common transit challenges. Respondents often expressed a desire for rail transit options.
- **Challenges.** Respondents who previously used transit services or stopped using transit services noted location of routes, lack of service frequency, and travel time as barriers to using transit as an option for travel.
- **Route Frequency & Access.** Respondents frequently expressed interest for increased frequency of service, more routes that access the places individuals need to go and shorter trip times. Requests for these types of features directly connect to the challenges and barriers respondents encountered when using The Rapid as a transit option.

ONLINE ENGAGEMENT SUMMARY

Q1. What is your zip code?

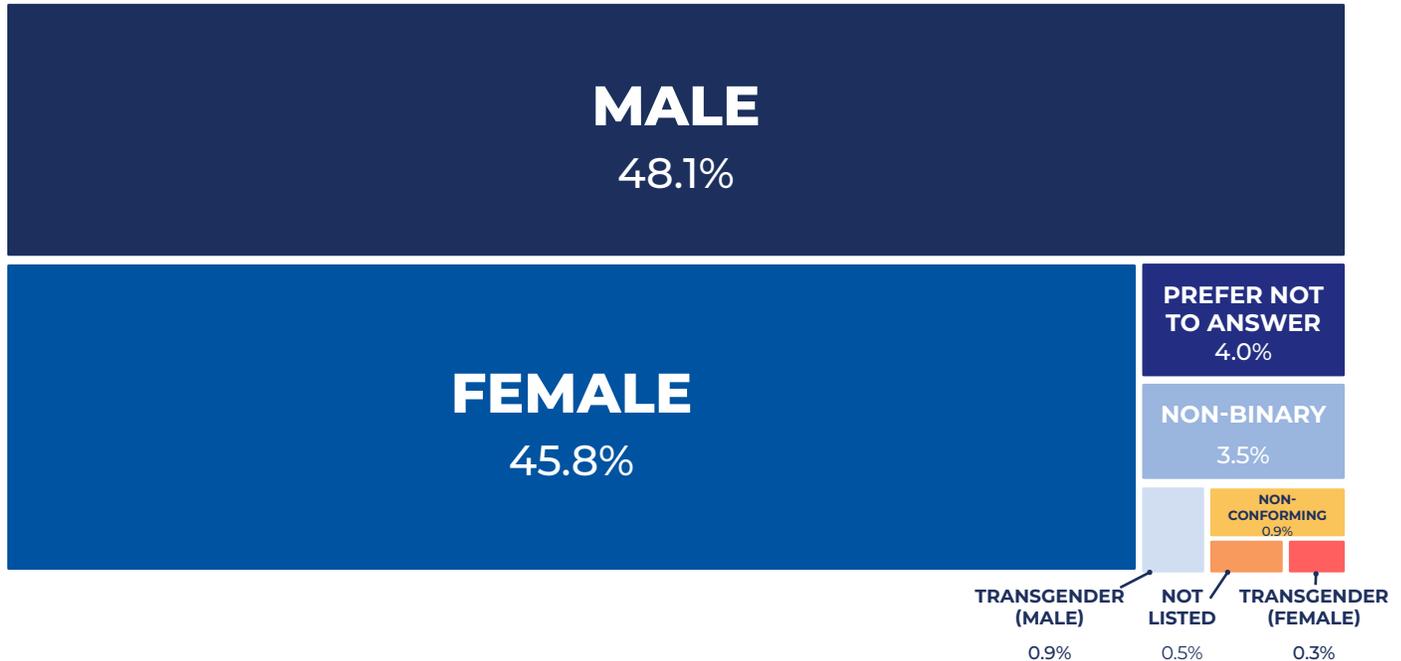
The majority of respondents identified as living in the 49503 and 49504 zip codes, within the Grand Rapids Metropolitan Area. While a majority of respondents identified as living within a zip code that overlapped with the Rapid service area, most of respondents identified as living outside the service area.



PUBLIC ENGAGEMENT

ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

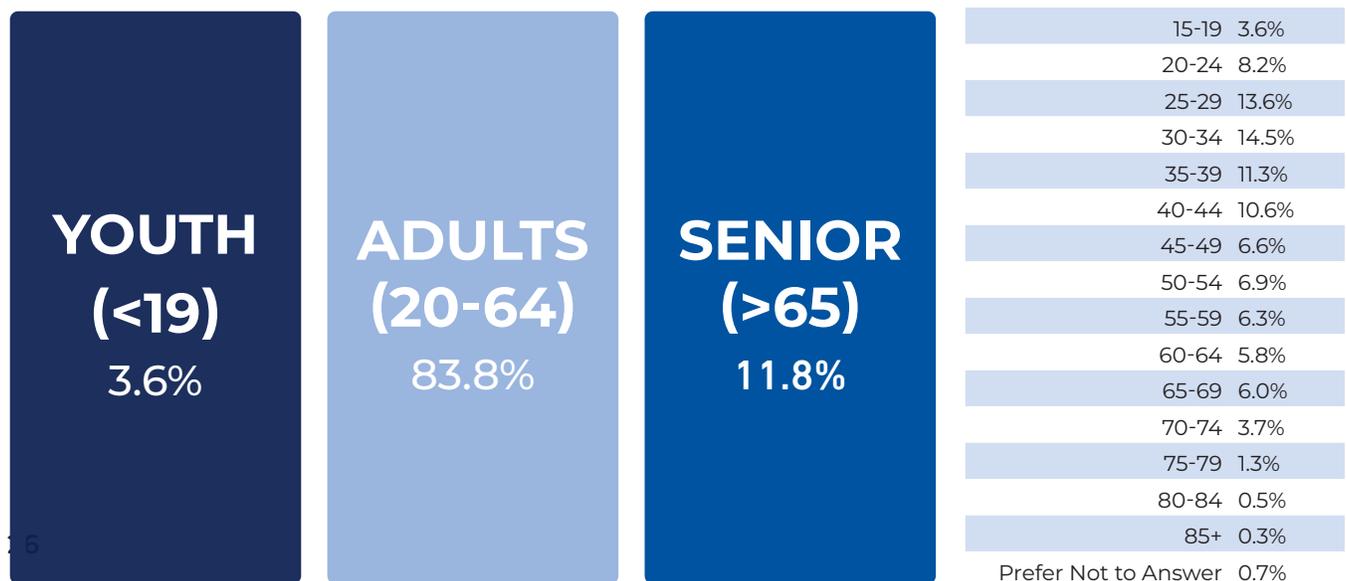
Q2. Please choose from the following options related to identity (Optional):



Q3. Please select your age group (Optional):

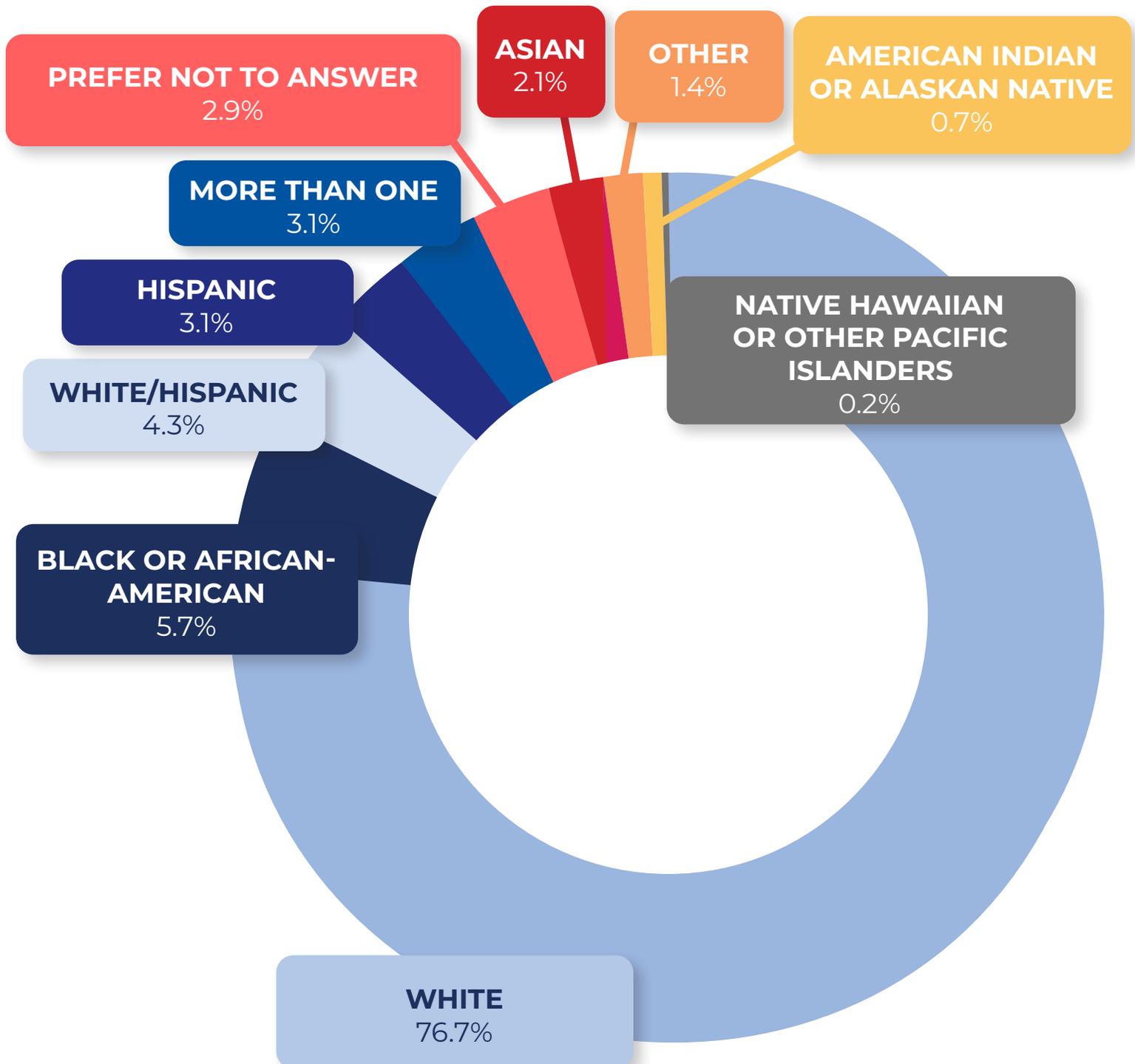
The majority of respondents were between the ages of 25-39 and make up 39.4% of total survey respondents.

AGE GROUP RESPONDENTS:



ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

Q4. Please select the race/ethnicity you most closely identify with (Optional):

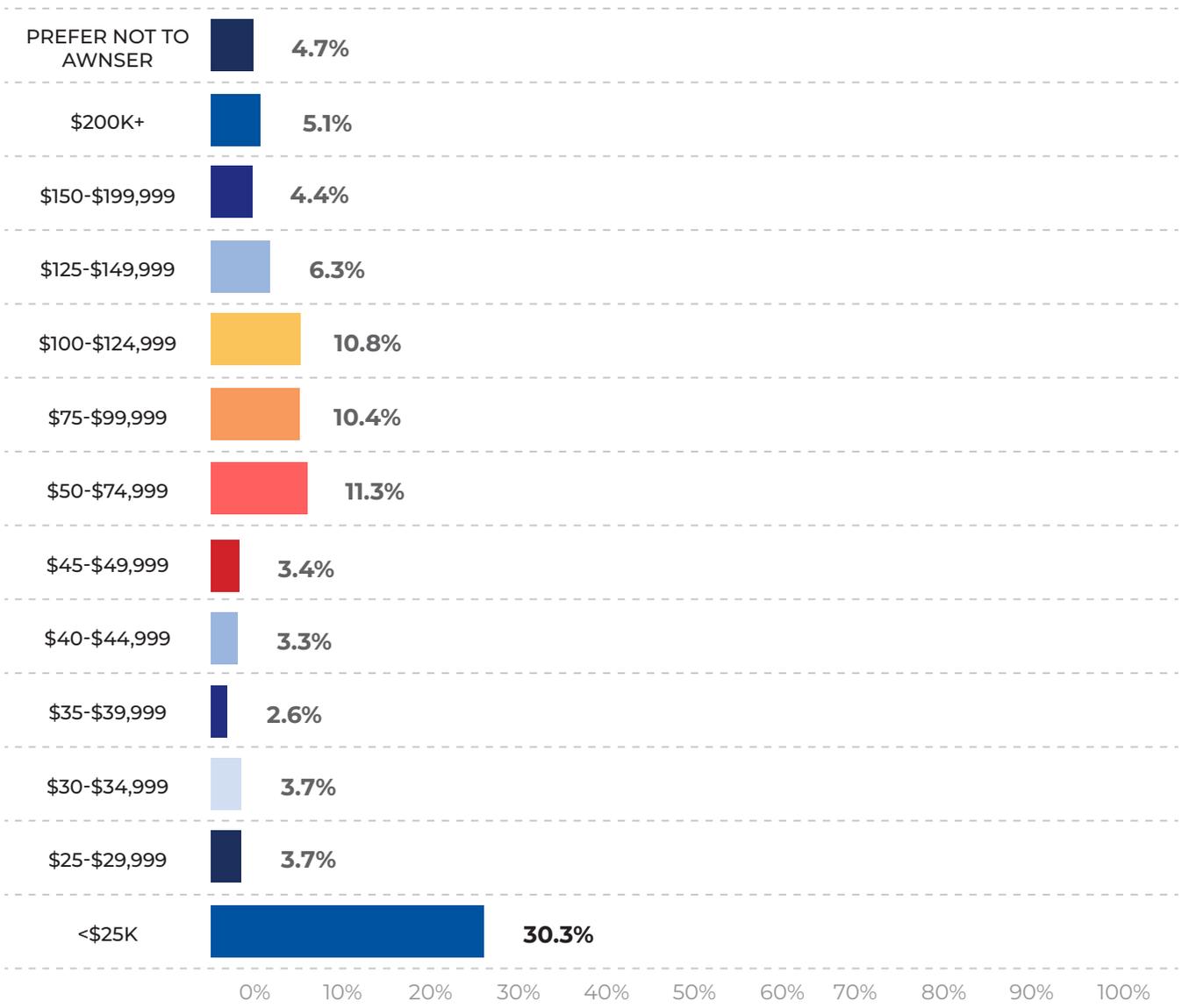


PUBLIC ENGAGEMENT

ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

Q5. What was your household's total combined income in 2022? (Optional)

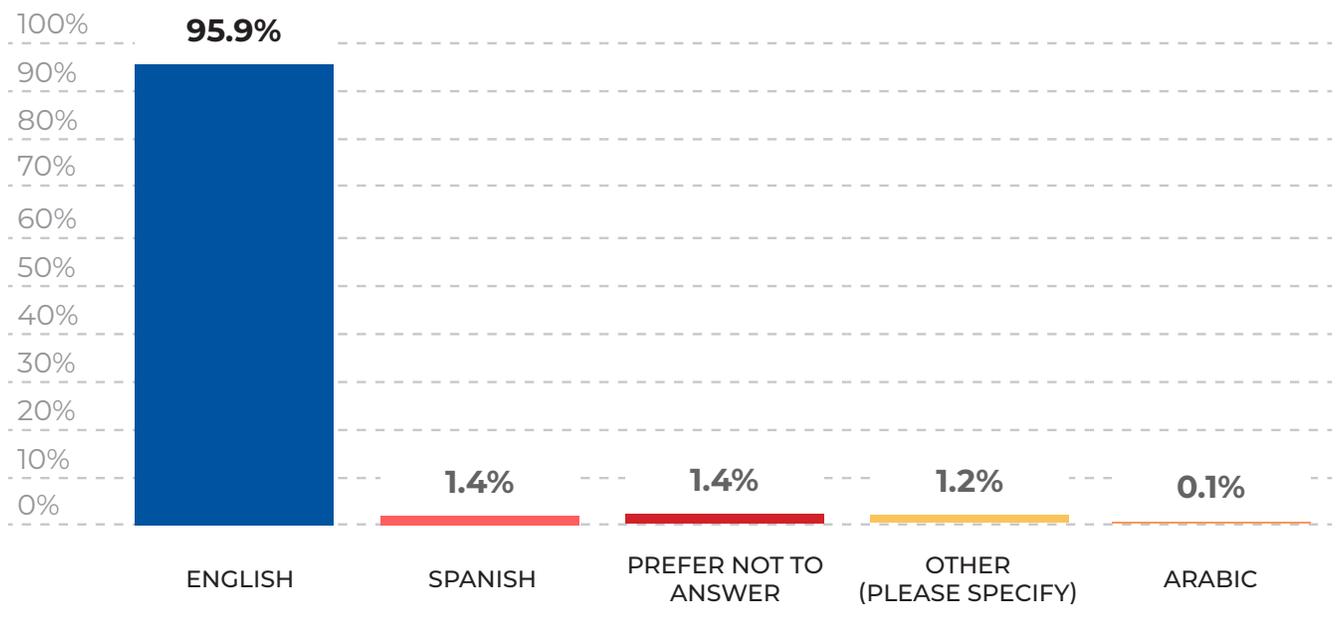
About 30% of all respondents were under the \$25,000 annual income threshold and around 43.9% fell within a range of \$40,000 to \$124,999 annually. Of those identifying as earning less than \$25,000 annually, 64% were more likely to not have access to a vehicle (see question 7 on page 30), while 81% of those identifying in the middle range of \$40,000 to \$124,999 annually were more likely to have access to a vehicle.



ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

Q6. What language do you typically speak at home?

Although almost 96% of survey respondents spoke English as their primary language, the 4% of survey respondents who spoke other languages at home noted the following as top improvement priorities: higher service frequency (bus comes more often), expanded service areas, reducing the cost to ride, additional routes and Improve travel time. Those that do not primarily speak English at home choose priorities that aligned with improvement of frequency, cost and access.



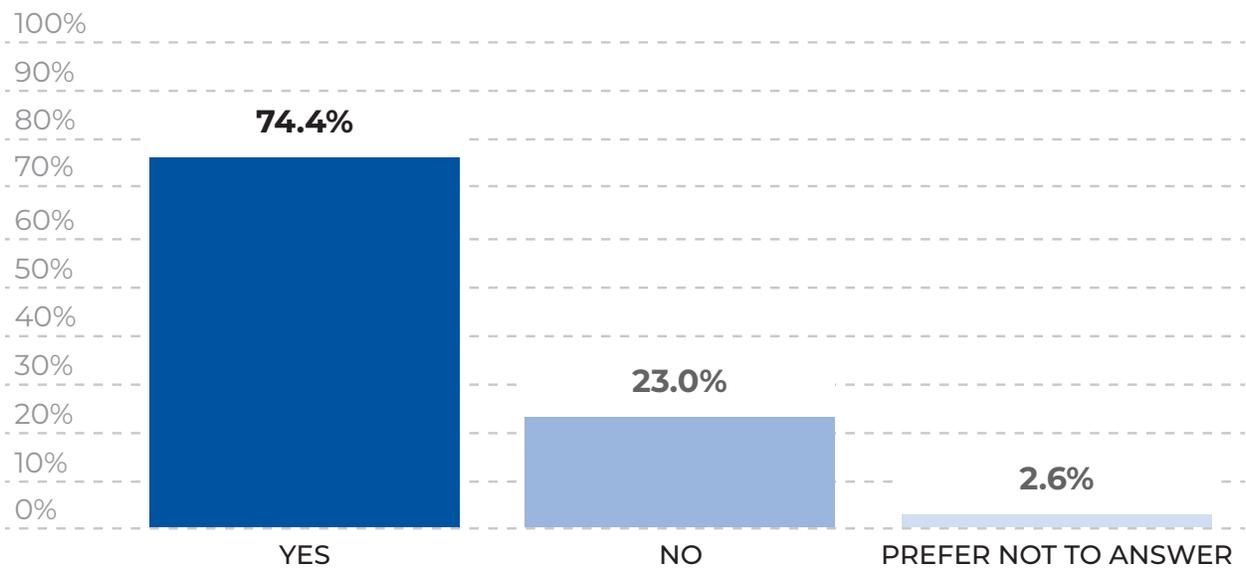
OTHER: AMERICAN SIGN LANGUAGE, DUTCH, PORTUGUESE, KINYRWANDA, CATALAN, TURKISH, SEVERAL, NON-VERBAL, JAPANESE, NJEREP, KOREAN & CELTIC

PUBLIC ENGAGEMENT

ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

Q7. Do you have access to a vehicle?

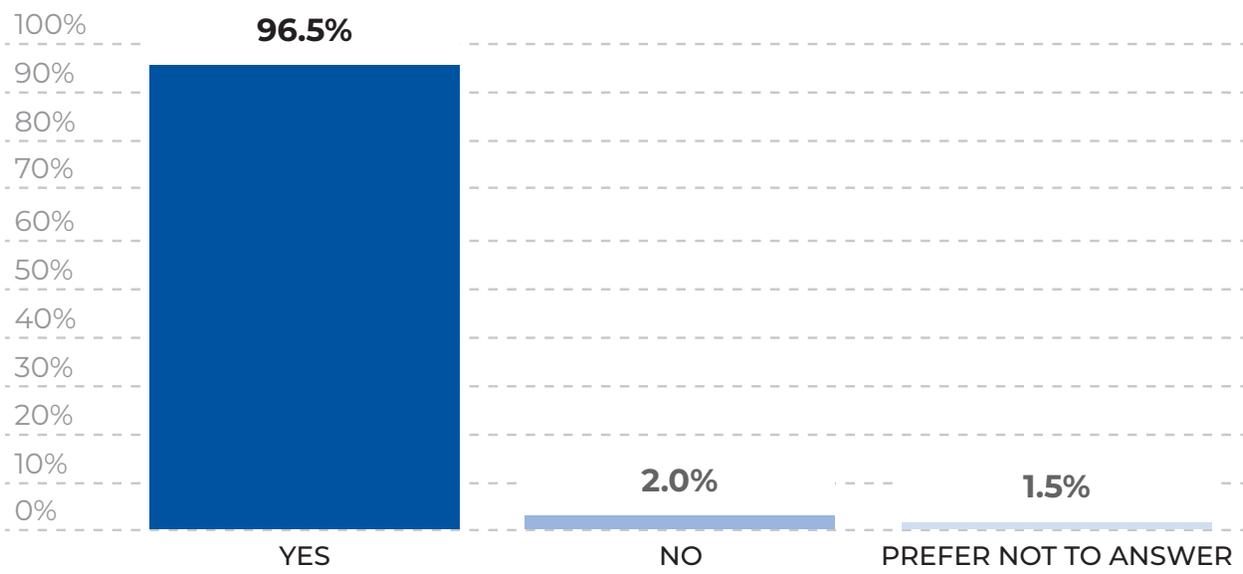
Respondents who do not have access to vehicles consisted of individuals who made less than \$25K a total income and used transit as their most frequent mode of transportation.



ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

Q8. Do you have access to an internet-enabled mobile phone (smartphone)?

Respondents who did not have access to an internet-enabled mobile phone were primarily individuals over the age of 60. The respondents over the age of 60 used transit currently, had access to vehicles, and drove themselves. The most common challenges respondents over 60 faced were routes and stops are not conveniently located near them. They also do not feel safe riding the bus and the buses do not operate during the times/days they need. These respondents would like to see more dependable service that meets the needs of people within Grand Rapids and would like there to be additional marketing and amenities.



PUBLIC ENGAGEMENT

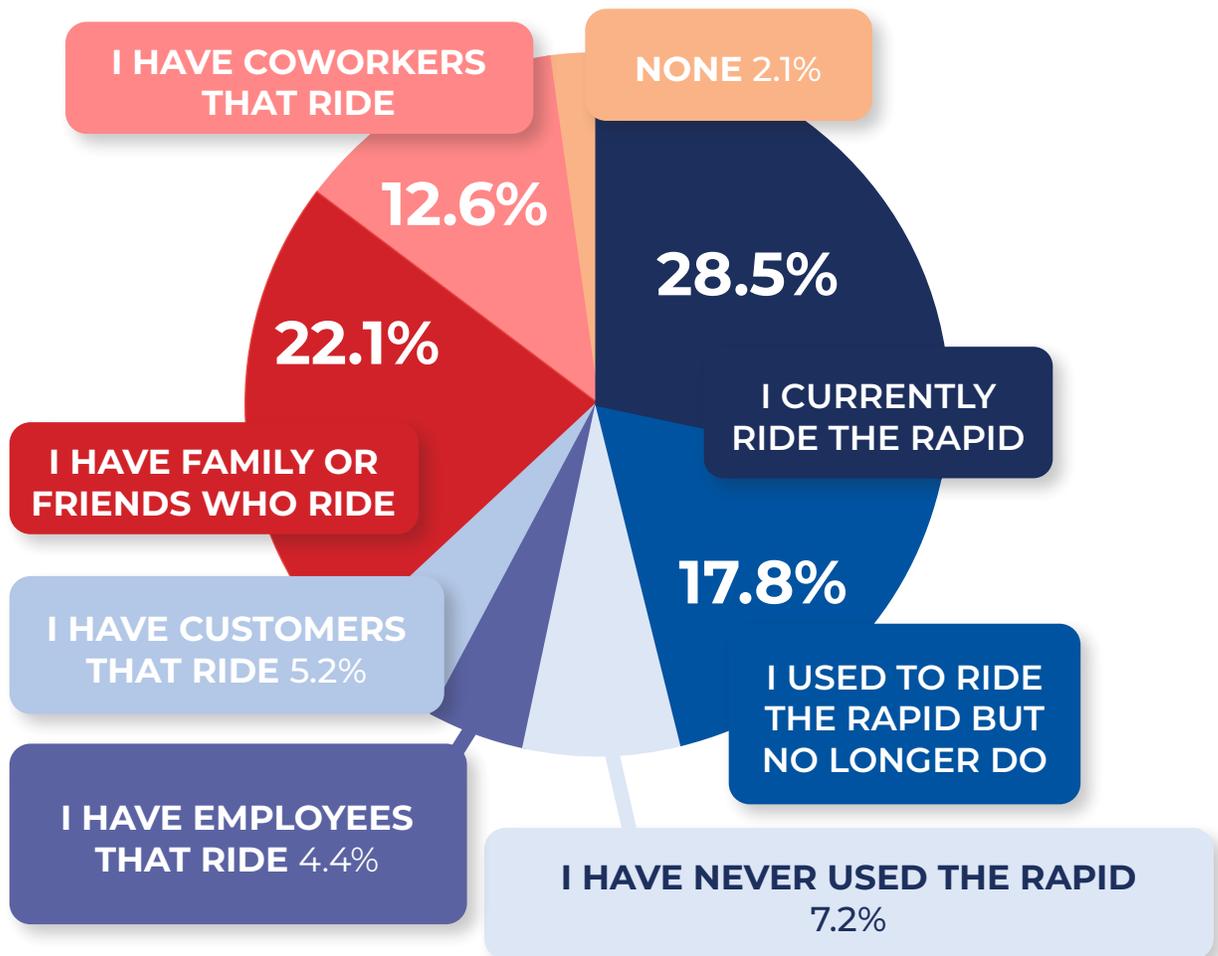
ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

Q9. What is your relationship with The Rapid (Check all that apply):

Respondents who currently ride The Rapid are primarily individuals who are below the age of 40 and have an income below \$30K annually. These individuals responded that more frequent service and servicing more locations where they need to go were of highest importance and would increase the appeal of transit.

Respondents who used to ride The Rapid but no longer do were primarily above the age of 30 and had an income above \$50K annually. These individuals responded that their most frequent transportation mode was driving their own vehicle and similarly noted that more frequent service and servicing more locations was of highest importance.

Those that have never used The Rapid were primarily individuals who made more than \$75K annually and noted that more frequent service and servicing more locations was of highest importance.



ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

Q10. If you have never used The Rapid services previously, or stopped using, why did you stop using public transportation? (Check all that apply)

IT TAKES TOO LONG TO COMPLETE A TRIP

14.6%

THE BUS ROUTES ARE NOT CONVENIENTLY LOCATED FOR ME

10.7%

THE SERVICE IS TOO INFREQUENT

10.6%

There are not any stops near my home 9.4%

The bus does not take me to my destination 9.1%

The bus does not operate on the days/times I need 8.5%

I use other modes (bike, walk, uber/lyft) 8.2%

I've gained access to a private automobile 7.1%

It's too unreliable (Poor on-time performance) 7.1%

Other 6.1%

I don't feel safe while waiting for the bus 2.8%

I don't know how to use public transportation 2.8%

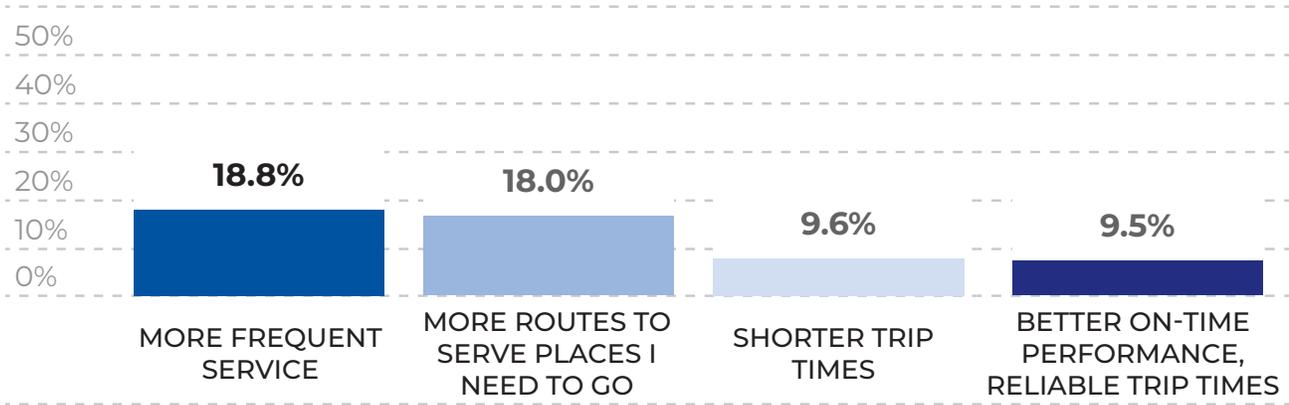
I don't feel riding the bus is safe for my health 1.8%

It's too expensive 1.3%

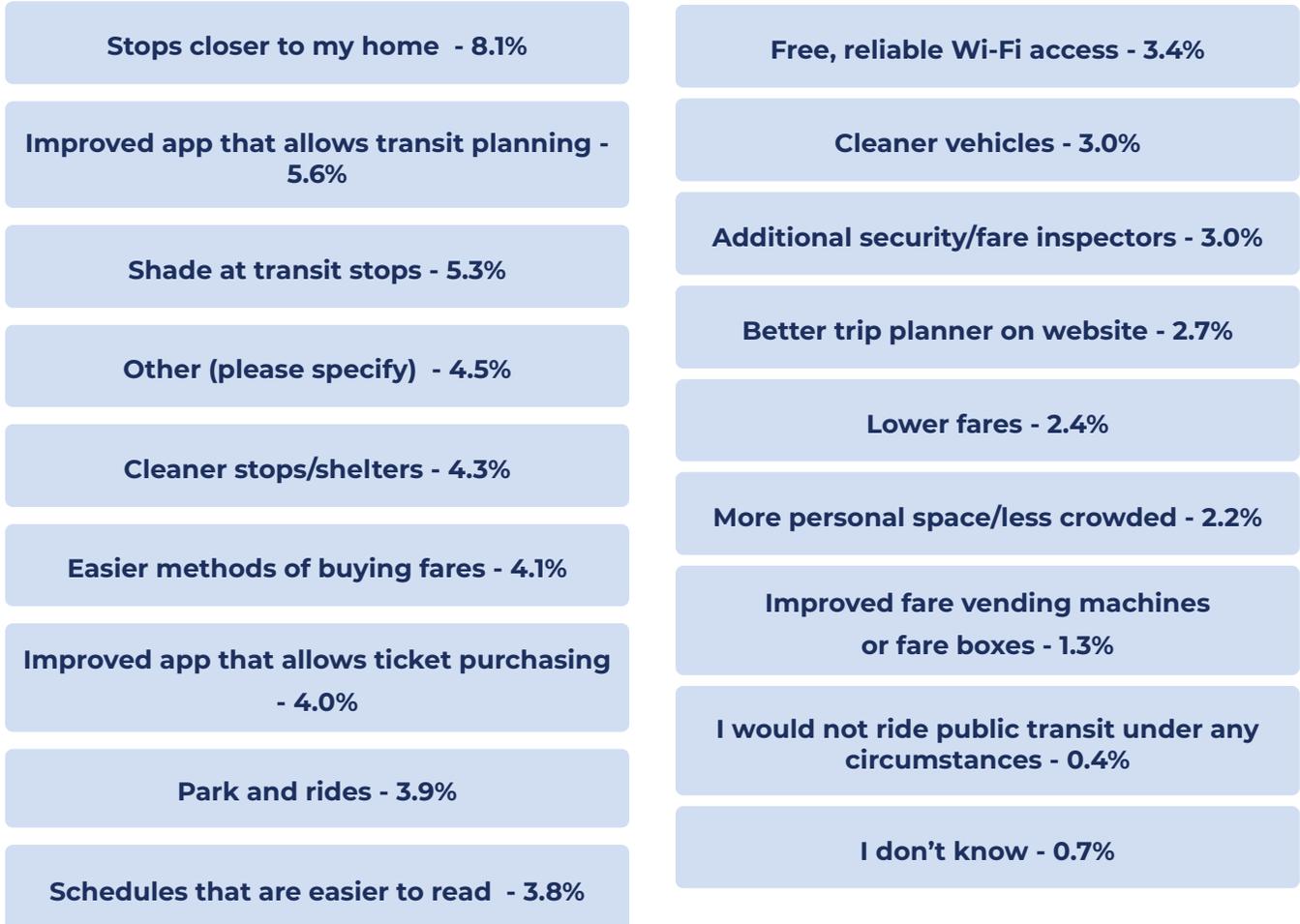
PUBLIC ENGAGEMENT

ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

Q11. Which three features/amenities would increase your appeal for using public transportation?



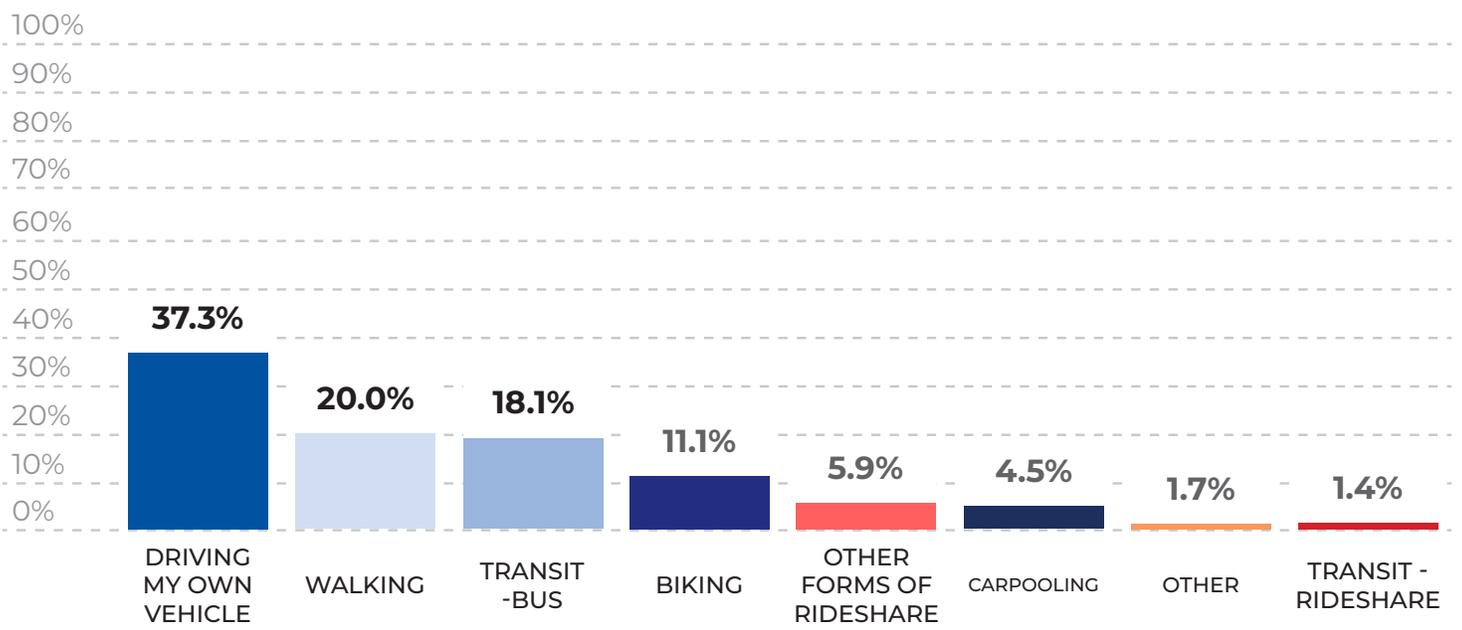
OTHER AMENITIES CATEGORIES:



ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

Q12. My most frequent mode of transportation is... (Select up to 2)

Respondents who chose Bus Transit more frequently chose walking and driving my own vehicle as additional modes of transportation. Additionally those who chose driving my own vehicle selected walking as their most frequent mode of transportation. Those who did not select driving as their most frequent mode of transportation, selected bus transit, walking and biking as their most frequent modes of transportation.



PUBLIC ENGAGEMENT

ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

Q13. Rank how important you consider the following factors when choosing your most frequent mode of transportation:

Respondents had the options to select from Very High, High, Neutral, Low, and Very Low to determine how important they considered the factors below. The highest rated factors were reliability of my travel mode, travel time, and accessibility.

RELIABILITY OF MY TRAVEL MODE (I KNOW IT WILL BE THERE WHEN I NEED IT)



TRAVEL TIME



ACCESSIBILITY (I CAN USE IT WITH LITTLE TO NO HELP FROM OTHERS)



SAFETY



PARKING COST/AVAILABILITY



COST/AFFORDABILITY



PARKING COST/AVAILABILITY



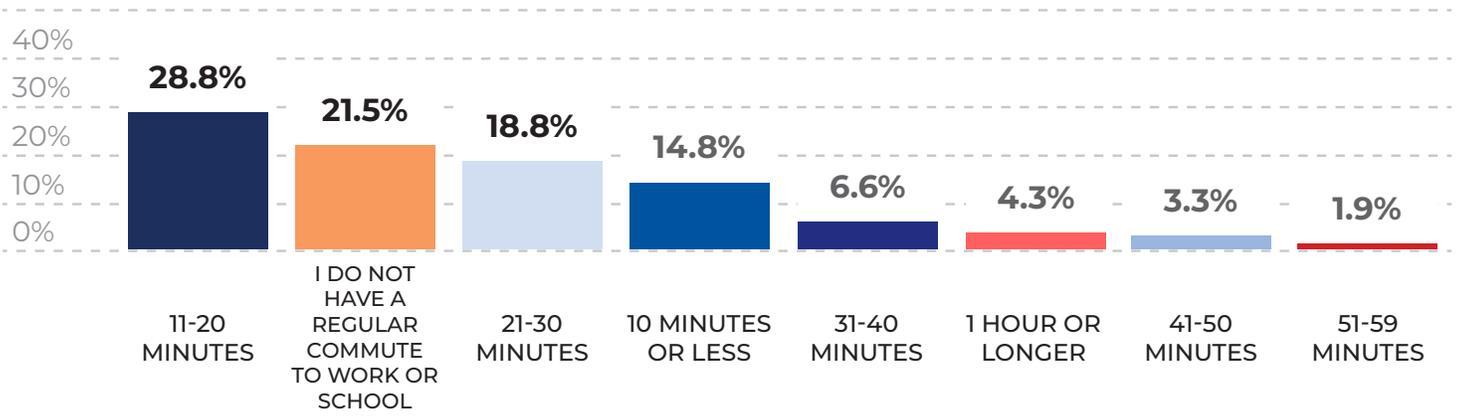
CONGESTION/TRAFFIC



ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

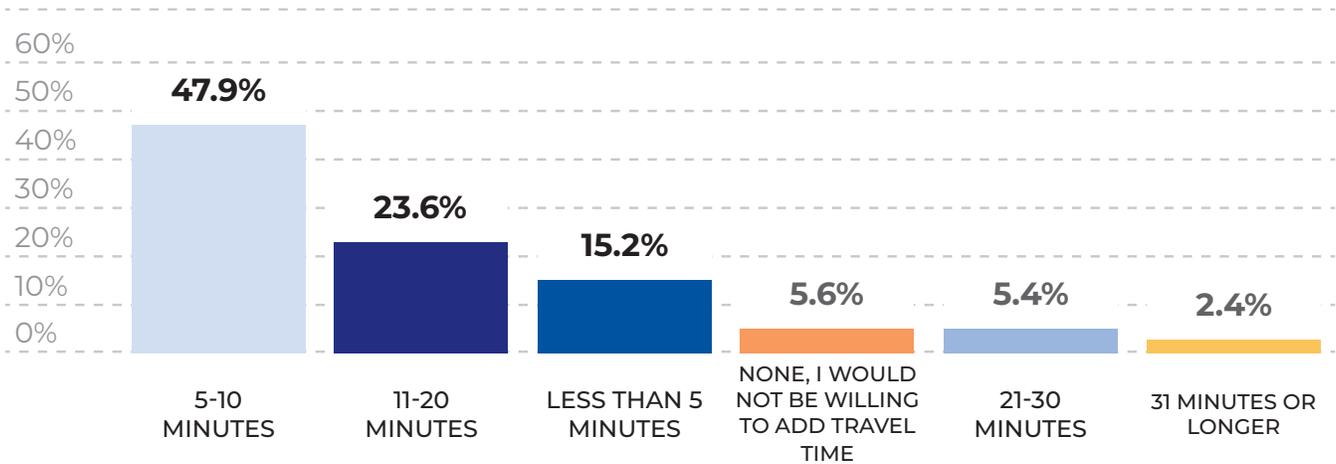
Q14. Do you have a regular commute to work or school? If so, on average, how long is your commute (one-way only, including waiting time)?

Respondents whose commute was over 30 minutes were primarily (62%) bus transit users, who noted the need for more frequent service and more routes to the locations they would like to go. Those with shorter commutes were mostly (56%) individuals driving a vehicle.



Q15. What is the additional travel time you would be willing to add to a short trip (less than 20 minutes) if you had a safe and convenient alternative to driving? Select all that apply.

Respondents who used driving their own vehicle as their most frequent mode of transportation, were more willing to add between 5-20 minutes to a short trip if they had an alternative to driving.

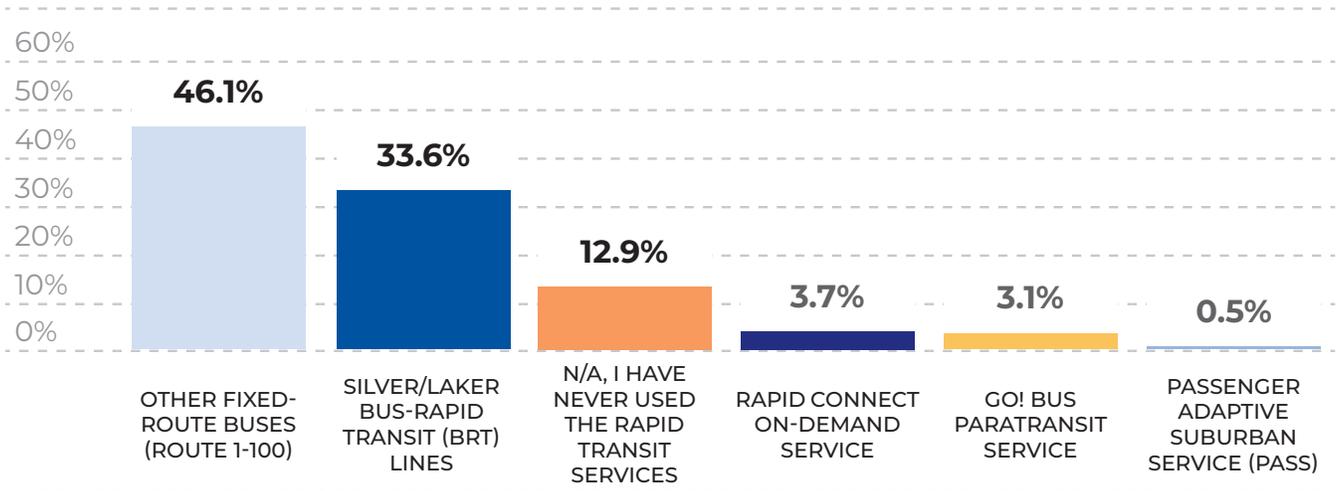


PUBLIC ENGAGEMENT

ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

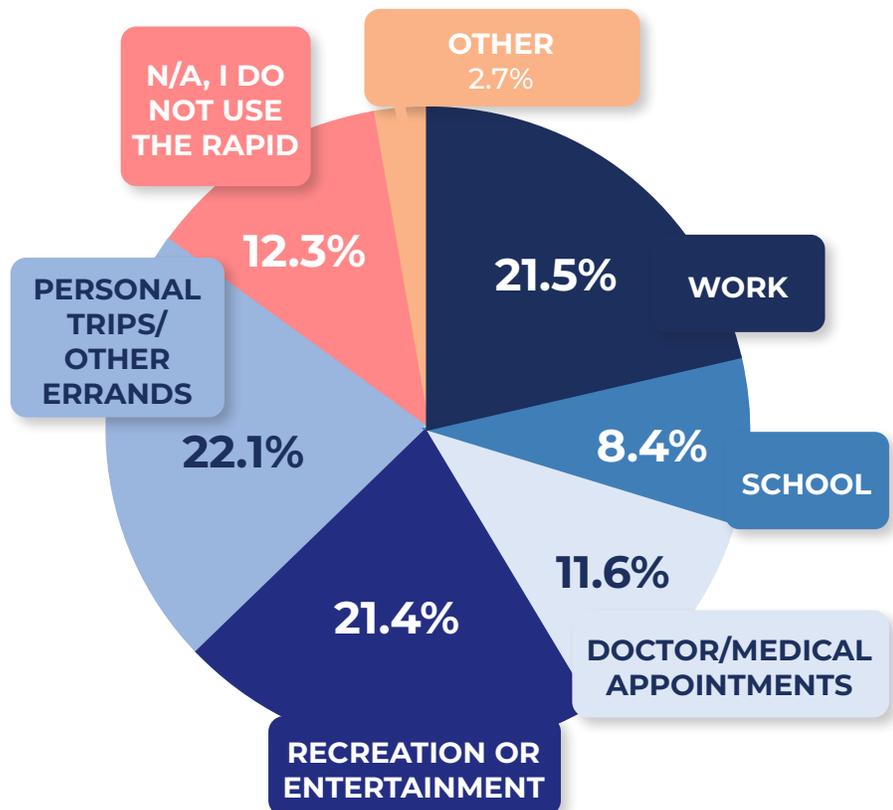
Q16. Have you ridden on any of the following The Rapid transit services? (Check all that apply).

Both senior respondents (age 65 and above) and those that noted driving as their most frequent mode of transit primarily rode the Silver/Laker Bus-Rapid Transit (BRT) Lines and other fixed-route buses (Route 1-100).



Q17. Which types of trips do you typically use The Rapid for? (Check all that apply)

Respondents across the board use The Rapid for a variety of trips, with the highest concentration of use for work, recreation or entertainment and personal trips/other errands.

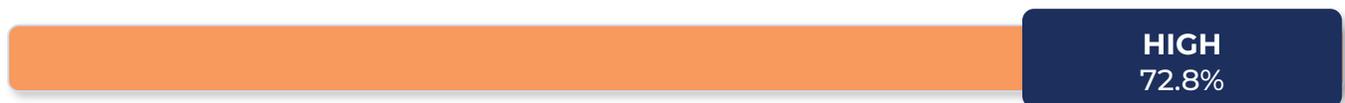


ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

Q18. What do you consider to be the most important to improve the current transit system?

Respondents rated expanded service areas, higher service frequency, and more or all routes running on weekends as of high importance. Respondents who chose driving as their most frequent mode of travel selected High Service Frequency, More Routes on Weekends, Expanded Service Areas and Improved Travel Time as most important. Respondents who made below \$25,000 in annual income selected More Routes on Weekends, Longer Service Hours (Day/Night) and Expanded Service Areas as most important. Senior respondents (aged 65 and above) selected Longer Service Hours (Day/Night), Expanded Service Areas, More Routes on Weekends and Improved Travel Time as most important.

EXPANDED SERVICE AREAS



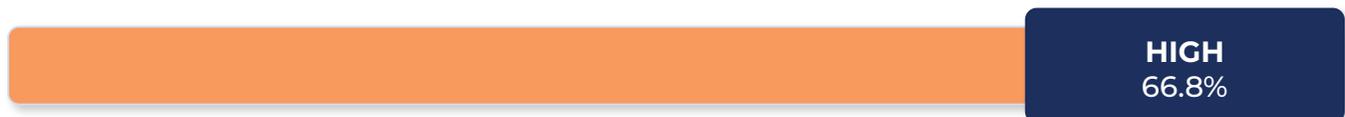
HIGHER SERVICE FREQUENCY (BUS COMES MORE OFTEN)



MORE OR ALL ROUTES RUNNING ON WEEKENDS



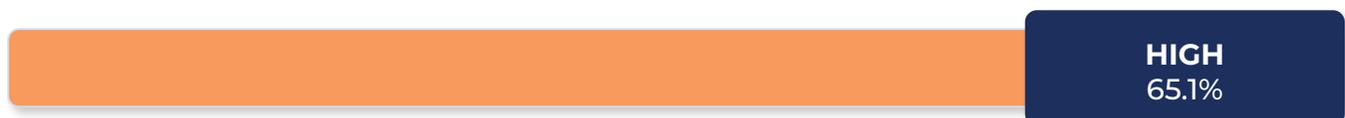
IMPROVE TRAVEL TIME



LONGER SERVICE HOURS (DAY/NIGHT)



INCREASE FUNDING TO OPERATE ADDITIONAL TRANSIT SERVICES



PUBLIC ENGAGEMENT

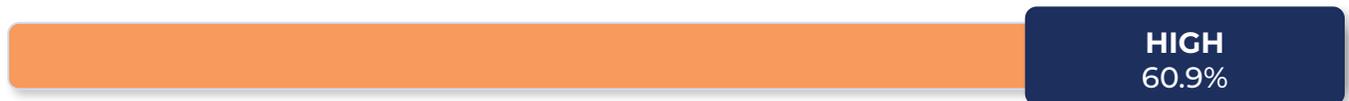
ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

Q18. What do you consider to be the most important to improve the current transit system? (cont.)

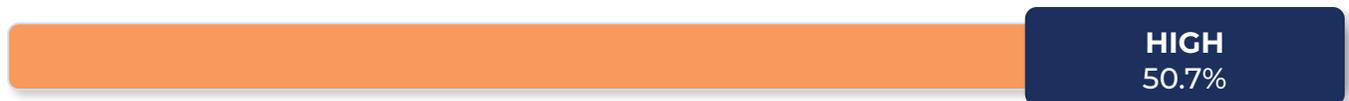
MORE DENSE, WALKABLE DEVELOPMENT NEAR TRANSIT SERVICES



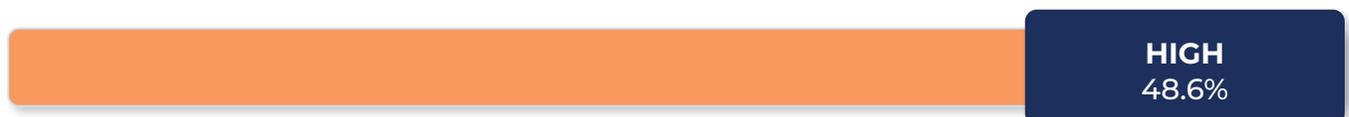
BETTER WALKING/BIKING ACCESS TO TRANSIT SERVICES



MORE AFFORDABLE HOUSING OPTIONS NEAR TRANSIT SERVICES



SYSTEM OPERATIONS EFFICIENCY



REDUCE THE COST TO RIDE



IMPROVED MARKETING/COMMUNICATIONS FOR SERVICES PROVIDED



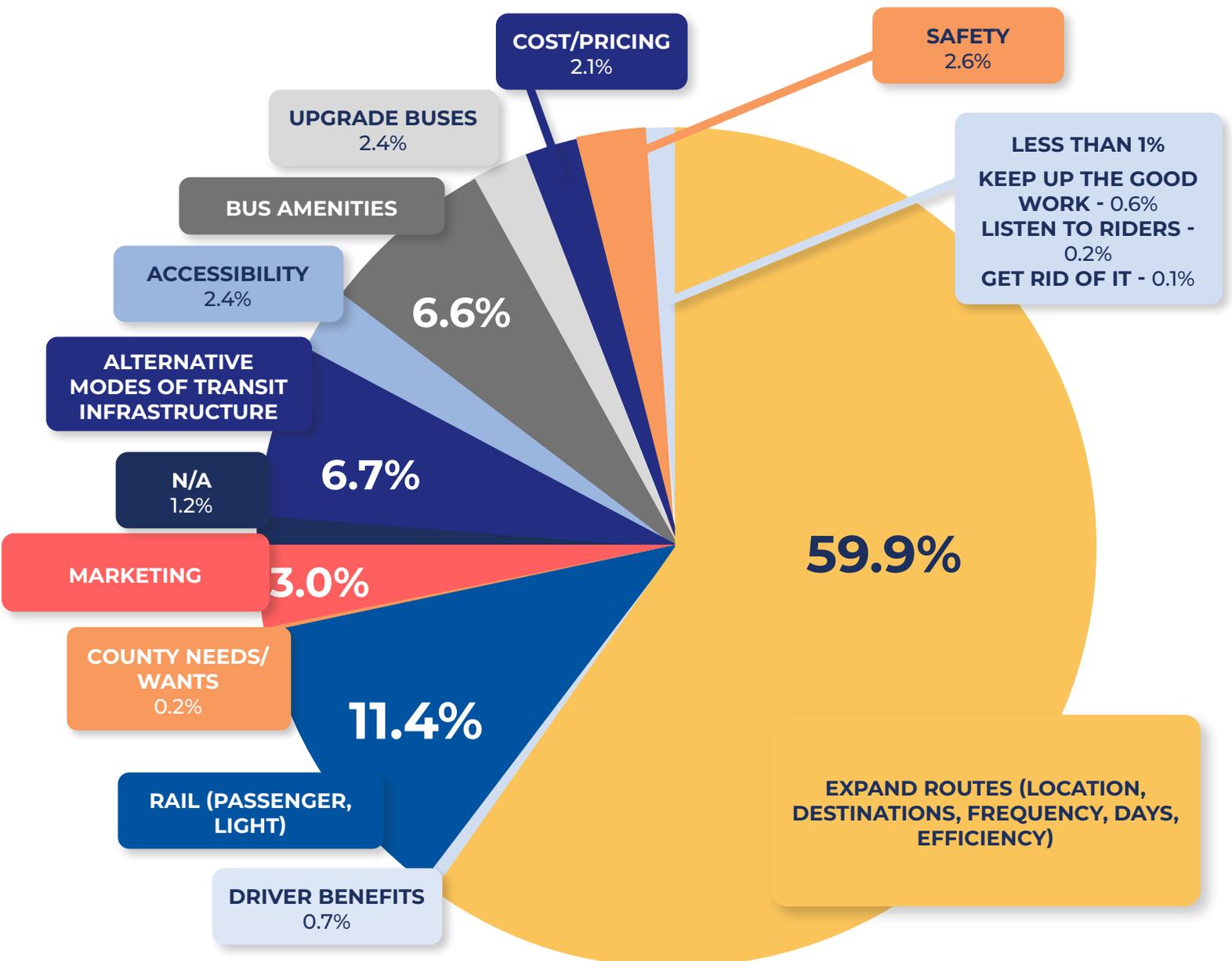
INFORMATION/ACCESSIBILITY (EASIER TO UNDERSTAND HOW TO USE THE



ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

Q19. What would you like to see in the future of transit for Grand Rapids and the surrounding region?

Expansion of routes through increased frequency and destinations were common threads through all income levels and transit users vs non-transit users. This sentiment can be seen throughout all questions related to the future of The Rapid. Additionally, 11.4% of respondents noted Rail, both passenger and light rail, as something they would like to see for the future of The Rapid.



PUBLIC ENGAGEMENT

ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

Q20. Please rank your priorities for the Transit Master Plan (1 is a top priority and 3 is the lowest priority):

Respondents ranked providing mobility to low-income families and individuals who cannot afford the costs of owning a car, providing transit options to people with special mobility needs, providing access to places of employment and improving quality of life as the highest priorities for the Transit Master Plan.

Respondents who chose driving as their most frequent mode of travel selected providing access to places of employment, mobility to low-income families and individuals who cannot afford the costs of owning a car and a convenient alternative to driving as top priorities. Respondents who made below \$25,000 in annual income selected mobility to low-income families and individuals who cannot afford the costs of owning a car, transportation options to people with special mobility needs, such as the elderly, disabled, and people who are medically unable to drive and access to medical facilities/healthcare as top priorities. Senior respondents (aged 65 and above) selected mobility to low-income families and individuals who cannot afford the costs of owning a car, transportation options to people with special mobility needs, such as the elderly, disabled, and people who are medically unable to drive, access to medical facilities/healthcare, and affordable transportation options as priorities.

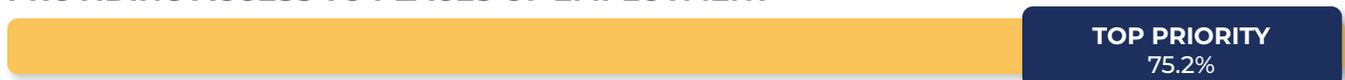
PROVIDING MOBILITY TO LOW-INCOME FAMILIES AND INDIVIDUALS WHO CANNOT AFFORD THE COSTS OF OWNING A CAR



PROVIDING TRANSPORTATION OPTIONS TO PEOPLE WITH SPECIAL MOBILITY NEEDS, SUCH AS THE ELDERLY, DISABLED, AND PEOPLE WHO ARE MEDICALLY UNABLE TO DRIVE



PROVIDING ACCESS TO PLACES OF EMPLOYMENT



IMPROVING QUALITY OF LIFE



PROVIDING A CONVENIENT ALTERNATIVE TO DRIVING



PROVIDING AFFORDABLE TRANSPORTATION OPTIONS



MAKING ROADS SAFER FOR ALL USERS



REDUCING POLLUTION/CARBON FOOTPRINT



ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

Q20. Please rank your priorities for the Transit Master Plan (1 is a top priority and 3 is the lowest priority): *(cont.)*

PROVIDING ACCESS TO MEDICAL FACILITIES/HEALTHCARE



CONNECTING TO OTHER TRANSIT SYSTEMS BEYOND THE GRAND RAPIDS REGION



REDUCING TRAFFIC CONGESTION



ATTRACTING & RETAINING A QUALIFIED WORKFORCE



ATTRACTING & RETAINING MORE EMPLOYMENT OPPORTUNITIES IN THE REGION



PROVIDING ACCESS TO AFFORDABLE HOUSING



OPERATING MORE SUSTAINABLY/WITH GREENER VEHICLES



SUPPORTING ECONOMIC DEVELOPMENT



PROVIDING ACCESS TO PLACES OF LEISURE AND RECREATION



IMPROVING PROPERTY VALUES



PUBLIC ENGAGEMENT

ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

Q21. Do you have any additional thoughts regarding transit in metropolitan Grand Rapids and the surrounding region or the planning process? (Open ended)

The categories below and comment bubbles on the following page represent the responses provided by survey takers.

- Expand Routes
(Location, Destinations, Frequency, Reliable, Days, Efficiency, Regional, Airport, Lakeshore, Seasonal Access)
- Bus Amenities (Bike Lanes, Seating, Trees, Park-and-Ride, Apps/Tech, Shelters, Bus Lanes, Lighting, Bike Storage)
- Promote Transit Options (Marketing, Communications)
- Promote/Expand Alternative Modes of Transit Infrastructure
(Pedestrians, Bikers, Scooters, Rideshare)
- Rail (Light Rail, Passenger, Highspeed)
- Cost/Pricing (Cash, Where to Buy, Machines, Affordability, Cost of Lightrail, Funding)
- Keep up the good work!
- Safety (Transit Police)
- More Connected System (Regionally, Schools, Alternative Transit)
- Accessibility
- Upgrade Buses (Electric, Trams, Alternative Fuels, Eco-Friendly, Lights)
- Zoning, Economic Development, Congestion Pricing, Transit Oriented Development
- Driver Benefits
- Cleanliness (Lost/Found, Smell, Bugs, Bathroom Issues)
- Other Comments: Better Surveys, Open Planning Process, Terms, Ability to Make Suggestions Planning and Execution of Master Plan, Increase Car Access, Decrease Uses for Bus/Bike, Remove Road Diets, Get Rid of Transit, Driver Training, Stop Growth, Driver Training, Stop Growth (Increase Reliability)

ONLINE ENGAGEMENT SUMMARY - ONLINE SURVEY

"I think that the cities of Michigan need to be linked with rapid transit. This would benefit everyone as it would keep people from having to drive an hour to go to the beach, or 5 hours to get to the Mackinaw bridge. Being connected by regional rail would significantly reduce travel time and traffic congestion, as well as make these locations more accessible to everyone. Connections should go to at least Holland, Kalamazoo, Lansing, Detroit, Mackinaw, Marquette and Traverse City. Larger cities should have direct connections to more national rail. In terms of Grand Rapids, the city needs to prioritize buses, bikes, and pedestrians above cars. They can do this by adding protected bike lanes, providing shade and comfort on sidewalks, and making dedicated bus lanes. If transit and biking become more convenient than driving, people will stop driving. I would love to offer more feedback and design ideas for Grand Rapids as well."

"I use the bus to get to school and I know a lot of other people who do because the busing GRPS provides is bad and they don't provide it for high schoolers. Transit access to schools is very important and a lot of people rely on it. It's also important that young people have access to transit for extracurriculars, leisure, and outdoor spaces because they are likely to not have access to cars. Making transit accessible and safe for young people should be considered in the planning process."

"I would like to see us shift away from a hub and spoke model."

"I would like to see The Rapid take a data driven approach to increasing overall ridership and encouraging people to find alternate forms of transit outside of single occupied cars."

"Protected bike lanes and a light rail system are the two things I'd like to see most."

"It would be great to see expanded service and multiple transit options."

"Please continue to push for more public transit. It's such a shame how we've become so dependent on our personal vehicles for everyday transportation. I'd love to see the next decade be one of transition to affordable, accessible, clean public transit for a better climate future for our community! Climate change is here and is accelerating rapidly, requiring our immediate action!"

"I would love for the mass transit infrastructure in GR to be more comprehensive, interconnected, and convenient. Regular and convenient connections to neighboring communities, the Lakeshore, and even more distant communities (like Holland, Detroit, and Kzoo) would be ideal. The limited service to areas outside of GR and its immediate neighbors makes travel for work or leisure very difficult without regular access to a car."

"I think there are a lot of opportunities to improve the quality of life in the region with mass transit solutions. I would happily make mass transit part of my daily life if it was reasonably convenient, but as is, almost any travel I would be considering would take at least twice as long using current mass transit options."



FALL PUBLIC ENGAGEMENT

PUBLIC ENGAGEMENT

FALL OPEN HOUSE SUMMARY

OVERVIEW

The fall open house asked for feedback on short term and long term goals for The Rapid. The spring open house will focus on identifying priorities for implementation. Both open house(s) aim to inform the broader public, gain insight, and build support for the plan.

FALL OPEN HOUSE OVERVIEW

The fall open house was attended by **67 people** on **October 19, 2023** at Rapid Central Station in Grand Rapids. This open house introduced the Transit Master Plan (TMP) and gave the community an opportunity to provide feedback, comments and have discussions with the project team.

Public engagement activities were created to allow open house attendees opportunity to learn more about the Transit Master Plan, The Rapid and provide feedback. The materials for the open house included following: interactive boards, maps, comments cards, surveys, kids activities and a photo booth. The interactive boards, maps and activities encouraged attendees to voice their concerns, comments and ideas about the future of The Rapid:

Interactive Map Board - This map encouraged attendees to place dots or post-it comments within the service area to show where improvements or expansions are needed. The map had five (5) categories: Add a New Transit Station/Facility, Service Expansion, Improve Bike/Pedestrian Access, Improve Existing Transit Station and Other Ideas/Comments.

Bus Stop Amenities Board - This board



prompted attendees to select their top two (2) bus stop amenities by placing dots and post-it comments. The amenities demonstrated on this board include: WI-FI for all buses and stops, benches, art, digital info screens at stops, streetscape improvements, accent lighting, transit shelters and other suggestions.

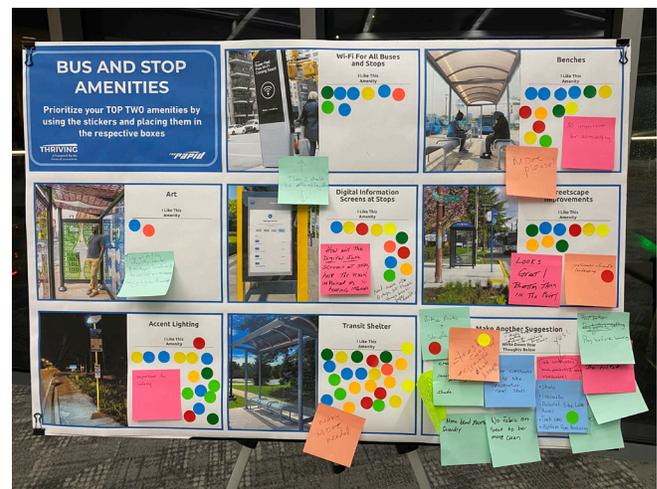
Why Do You Ride Board - This board prompted attendees to place a dot a category that best describes what type of Rapid rider they would describe themselves as.

The Vision - This board prompted attendees to place comments and tell us how they wanted The Rapid transit services to be improved or expanded to prepare for future growth. The most common themes were: Adding a light-rail system, provide more space for bus lanes and less for cars, decrease in car use and more crosstown and neighborhood connections.

Comment Cards - The comment cards allowed attendees to ask additional questions, provide feedback on open house activities and provide demographic info.

Kids Activities - The kids activities allowed kids to engage through a wordsearch, 'Design Your Own Bus' coloring sheet and 'Design Your Own Bus Stop' cut out sheet.

Photo-Booth - The photobooth encouraged attendees to write why they ride transit and take photos with transit-related cut-outs.



PUBLIC ENGAGEMENT

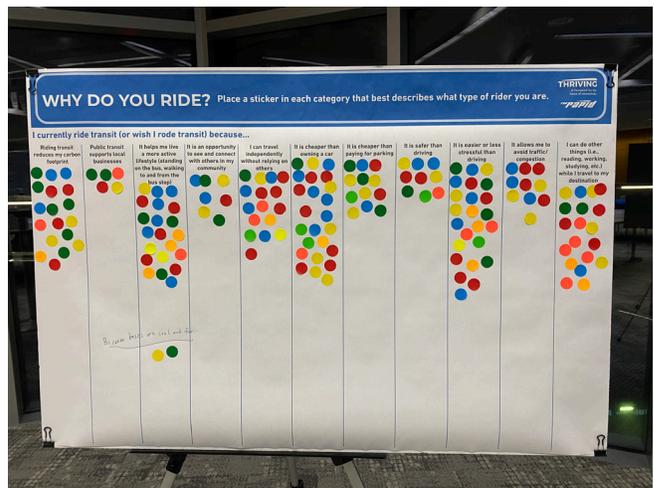
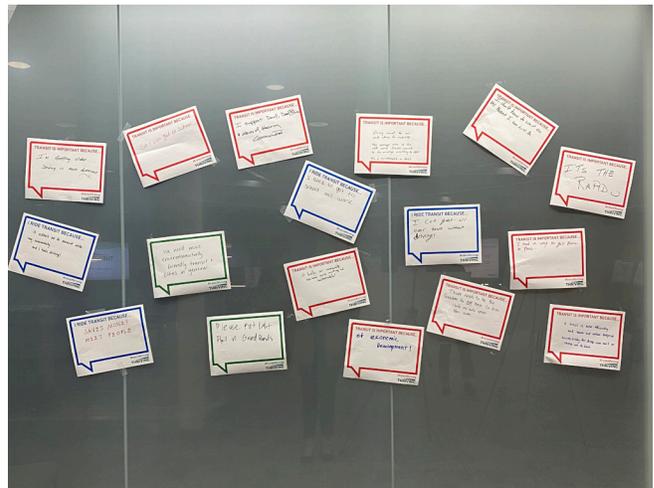
FALL OPEN HOUSE SUMMARY

FALL OPEN HOUSE SUMMARY OF FEEDBACK

The comments and feedback provided during the open house centered around expanding service and adding amenities for riders. These themes spread across all activities and were frequently commented, or selected. Below summarizes the comments provided at each activity, to view the full set of responses please refer to the appendix.

Interactive Map Board - With over 90 dots and over 120 comments, the interactive map boards allowed community members to provide feedback on improvements or expansions within the service area. Comments related to Service Expansion and 'Other' were the most placed comments. The following demonstrate the comment themes:

- Service expansion to other regional locations, surrounding jurisdictions and the airport.
- Additional stop amenities are needed to make the stops more comfortable, safe and accessible.
- A bus lane should be added.
- Existing service hours and frequency should be expanded.
- Additional pedestrian and bike infrastructure should be added near stop locations.



Bus Stop Amenities Board - The bus stop amenities board received 13 comments and 87 dots. The top three (3) amenities that were voted on were transit shelters, accent lighting and benches. Additionally, many comments were centered around cleanliness, pedestrian and bike infrastructure and accessibility.

Why Do You Ride Board - A total of 167 dots were placed on this board, demonstrating how and why people ride The Rapid. The top five (5) categories were as follows:

- It is cheaper than owning a car
- It is easier or less stressful than driving
- It helps me live a more active lifestyle (standing on the bus, walking to and from the bus stops)
- I can do other things (i.e. reading, working, studying, etc.) while I travel to my destination
- Riding transit reduces my carbon footprint

Comment Cards - A total of 16 comment cards/exit surveys were received. The most common themes for comments and questions were:

- How can efforts be fast tracked, and how can I help?
- How is the plan addressing accessibility needs?
- What is the budget?

- Who is on-board? i.e. local organizations, jurisdictions etc.
- How will riders be updated?

Kids Activities - A total of nine (9) 'Design your own Bus Stop' and 'Design your own Bus' activities were completed. The most commonly used cut outs for designing a bus stop were: lighting, trees, bike racks and trash cans.

Photo-Booth - A total of 17 attendees filled out the photo-booth prompts, 'Transit is important because...', 'I ride transit because...' and other. The most common themes were:

- It takes me to work, school and other destinations.
- Saves money and allows connection with the community.
- Allows access to the community for aging community members, car-less riders and students.
- Riding is sustainable and more environmentally friendly.



SPRING PUBLIC ENGAGEMENT

PUBLIC ENGAGEMENT

SPRING OPEN HOUSE SUMMARY

OVERVIEW

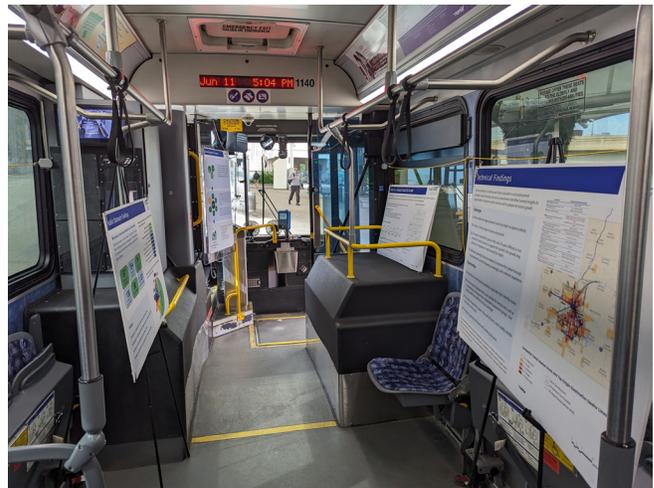
The spring public engagement efforts built upon the findings from the fall through a series of focus groups, open houses, and an online survey. The spring engagement narrowed in on the recommendations of the TMP and requested public feedback on which recommendations were priorities and whether anything was missing. The goal of public engagement for the TPM is to inform the broader public, gain insight, and build support for the plan.



SPRING OPEN HOUSE OVERVIEW

The spring public engagement included two open houses and three focus groups. Public engagement activities aimed to provide information about the Transit Master Plan and understand riders' priorities. The project team facilitated discussions and answered questions.

The first spring open house was located on the platform of the Rapid Central Station on May 11, 2024 (4pm-7pm). Public engagement activities included informational boards, an interactive recommendation concepts and strategies priority board, and an area for participants to take a survey. The informational boards were located inside of a bus parked on the platform.



The second spring open house was located at Rapid Central Station in the conference room on May 13, 2024 (7am-10am). This open house's activities include information boards, an interactive recommendation concepts and strategies priority board, a survey station, and a presentation with a voiceover. The presentation included a TPM overview and recommendation concepts and strategies.



Informational boards used in both open houses were as follows:

What is a Transit Master Plan? - Summarized what a Transit Master Plan is and how The Rapid will use it. Included a process and timeline section.

Development Process - Reviewed the process of developing the TMP and outlined the final recommendations and strategies. Technical Findings

Technical Findings - Examined the challenges and opportunities for The Rapid using existing and future population and employment estimates, travel demand, and service assessments.

Public Outreach Findings - Summarized outreach findings from the fall open house, community meetings, focus groups, interactive map comments, wall comments, and survey response.

Recommendation Concepts - Outlined the recommendation concept categories and the guiding principles behind them. Guiding principles include community, convenience, internal workforce, growth, and adaptability.

It's Your Turn: Recommendation Concepts and Strategies Priorities - Listed six categories of draft recommendations and strategies including community awareness and education, existing service improvements, future service improvements, regional partnerships, innovation and technology, and transit-oriented development. Open house participants could use post it notes and sticky dots to prioritize the concepts and strategies.

OPEN HOUSE FEEDBACK

The responses provided from the open houses and focus groups revolved around the following:

- Increasing frequency
- Additional stop amenities
- Technology improvements
- Service expansion
- Education

These five most common themes were heard throughout all activities and often commented.



PUBLIC ENGAGEMENT

FOCUS GROUP(S)

FOCUS GROUP #1

Focus Group 1 was comprised of 6 stakeholder organizations including:

- Grand Rapids Children’s Museum
- Community Development of Kent County
- Honor Construction
- Kent county public works
- GVSU
- Bus Enthusiast

The group gathered in the conference room of the Rapid Central Station on June 11th, 2024. The meeting included an introduction and updates to the Transit Master Plan, as well as open discussion. Major discussion areas included education, technology, frequency, and funding. Those attending discussed how life cycles and transit relate, detailing that younger and older populations are more likely to ride transit. Participants offered strategies to encourage ridership including posting how to ride information on social media such as Facebook, education about how to ride transit, improved wayfinding, posting price of riding at the bus stop and using one seamless app for transportation. Members of this focus group were also interested in additional service including to the Family Fare in Allendale, Grand Haven, Muskegon, Rockford, and Kalamazoo. There was also a discussion about potential incentives for developers to build multifamily residential near transit stops to improve density around the Rapid’s service.

FOCUS GROUP #2

Focus Group 2 was comprised of 2 stakeholder groups including:

- ArtPrize (operations)
- Catherine’s Health Center (operations)

The group also gathered in the conference room of the Rapid Central Station on June 12th, 2024. The meeting summarized the Transit Master Plan progress and gave an overview of the rapid. Major topics discussed included transit perception in United States, education surrounding riding transit, and wayfinding. Participants noted that transit should be a part community events similar to the Art Train in San Francisco or D-Link in Dallas. Suggestions included adding activities for kids or partnering with major activity centers such as the zoo.

The representative from Katherine’s Health noted that patients may find riding the Rapid unpleasant due to unfamiliarity and may find the walk from the nearest bus difficult. Currently, many patients use Lyft Health as a mode of transportation. Incentives such as a free ride or educating patients about riding may increase ridership.

FOCUS GROUP #3

Focus Group 3 was comprised of 6 stakeholder groups including:

- Express Pros Employment Agency
- Meijer Gardens
- Kent County
- Cherry Health
- Disability Advocates of Kent County
- ACH hospitality

The group also gathered in the conference room of the Rapid Central Station on June 12th, 2024. The meeting summarized the Transit Master Plan progress and gave an overview of the rapid. Major topics discussed included existing service improvements, future service expansion, technology enhancements, and transit education. It was noted that there is a lack of transit service in industrial areas. There was also concern surrounding language barriers for the TMP survey, and riding transit. Multiple participants discussed the want for high density housing surround transit lines. The representative from Meijer Gardens discussed desire for expanding service to outside of the current service area.

PUBLIC ENGAGEMENT

ONLINE FEEDBACK FORM

GENERAL OVERVIEW

The spring online feedback form was hosted on Microsoft Forms and open from May 27, 2024 through July 12, 2024. The survey was available digitally through the project website and at open houses. The survey included eight questions, requesting feedback on which near-term TMP recommendations were a top priority. Respondents were also asked whether there were any missing near-term recommendations.

A total of 157 responses were received and will be discussed below.

FINDINGS

From the responses provided in the digital survey, the following key findings and themes were identified.

- **Travel Time** - Improving travel time is a major focus for enhancing the transit experience. Key recommendations include launching express bus routes, broadening transit coverage to underserved areas, and adding new services along US-131. These measures aim to boost efficiency and connectivity, addressing the need for faster and more accessible transit options. Fall 2023 engagement highlighted many requests for frequency of services to be improved and extend service on weekends.
- **Expanding Transit** - The top priorities for the future of transit include expanding service areas, which is strongly supported by 28.3% of respondents. Additionally, introducing new routes along US-131

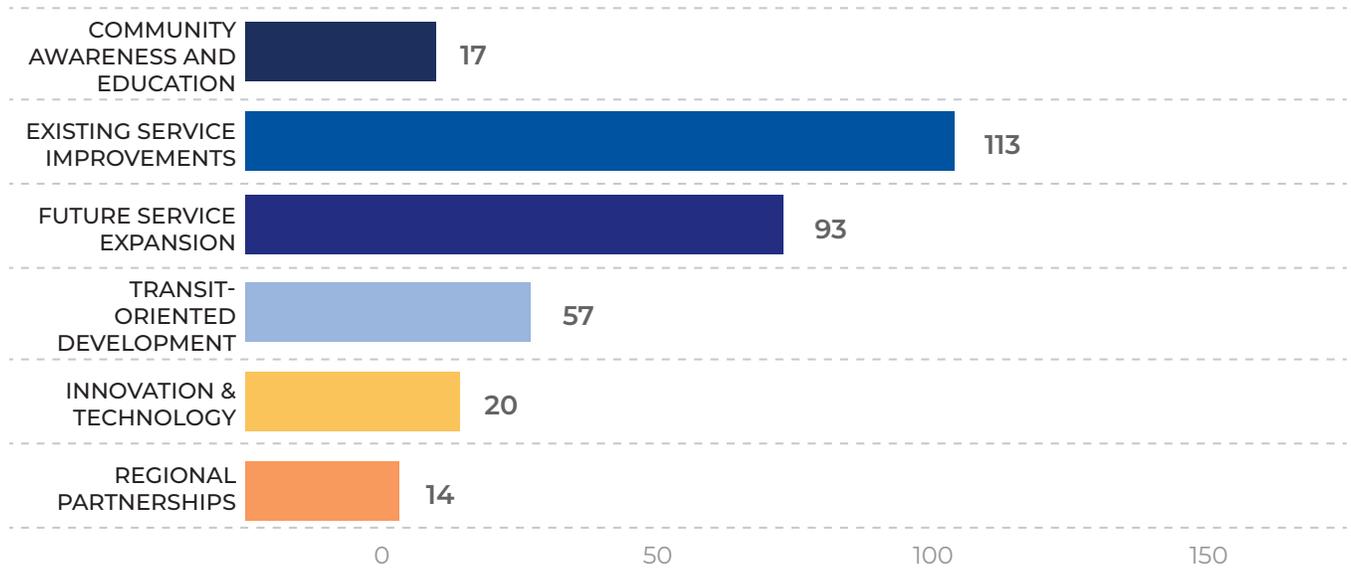
and piloting express bus routes are also emphasized. These strategies are designed to increase coverage, improve regional connectivity, and offer faster travel options to meet evolving commuter needs.

- **Challenges** - Challenges impacting transit effectiveness include the need for better service expansion and improved regional coordination. Extending service areas, supported by 28.3% of respondents, is a key priority here. Addressing operational hurdles and securing funding are also crucial, highlighting the complexity of implementing service improvements while ensuring effective regional collaboration.
- **Route Frequency & Access** - There is a strong demand for increased service coverage and frequency. Extending service hours, supported by 30% of respondents, is critical for improving accessibility and meeting user needs. Additionally, boosting route frequency and expanding service areas are essential for enhancing route access and operational flexibility.

SURVEY RESPONSES AND RESULTS

Questions 1-6 asked survey respondents to prioritize which strategies are most important to them. Question 7 asked respondents to identify which strategy category is most important to them. Throughout the following discussion, respondents' selections in question 7 are identified to add context.

Q7. Based on the strategies you reviewed, which two recommendation concept categories are most important to you:



PUBLIC ENGAGEMENT

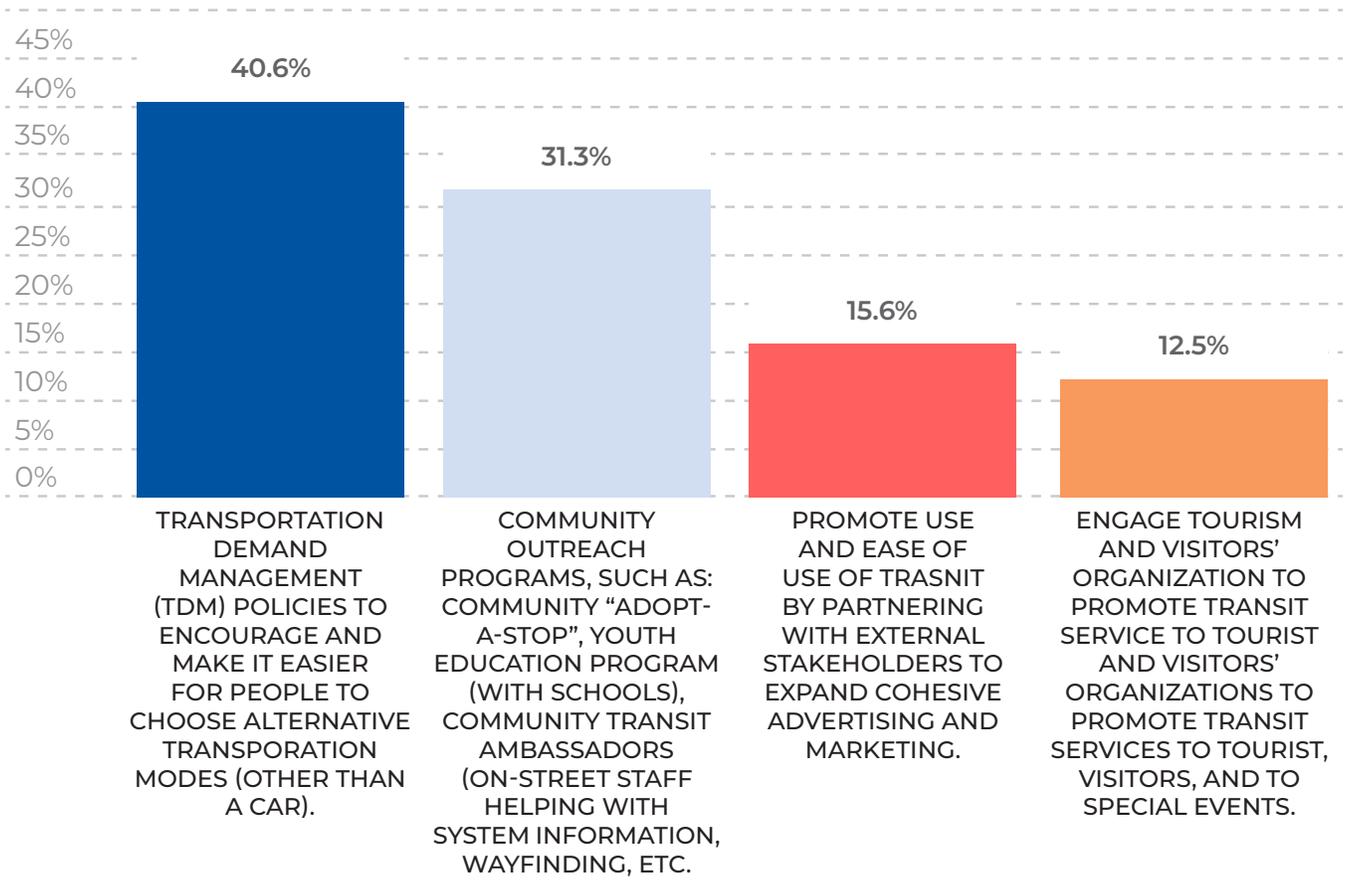
ONLINE FEEDBACK FORM

COMMUNITY AWARENESS AND EDUCATION

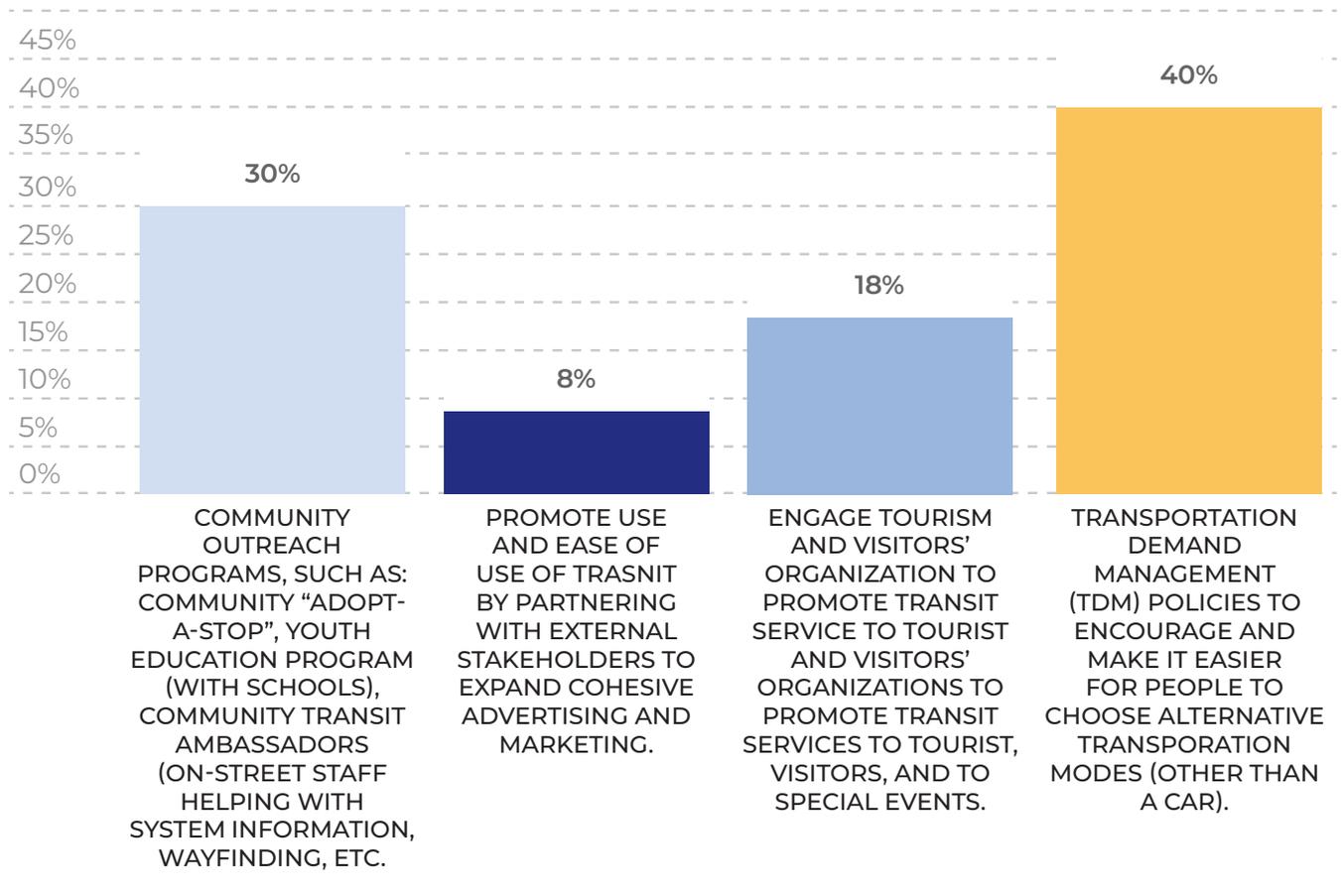
Q1. Please select which two near-term community awareness and engagement strategies are most important to you:

Community awareness and education were selected as a top priority by 5.4% of respondents in question #7. To boost community engagement with transit services, the most effective strategies identified by the community involve encouraging alternative transportation options, supported by 40.6%, and expanding community outreach programs, backed by 31.3%. These approaches focus on making transit more accessible and appealing through supportive policies and active community involvement.

Of those who said “Community Awareness and Education” was a top priority in Q7:



All Respondent Results:



PUBLIC ENGAGEMENT

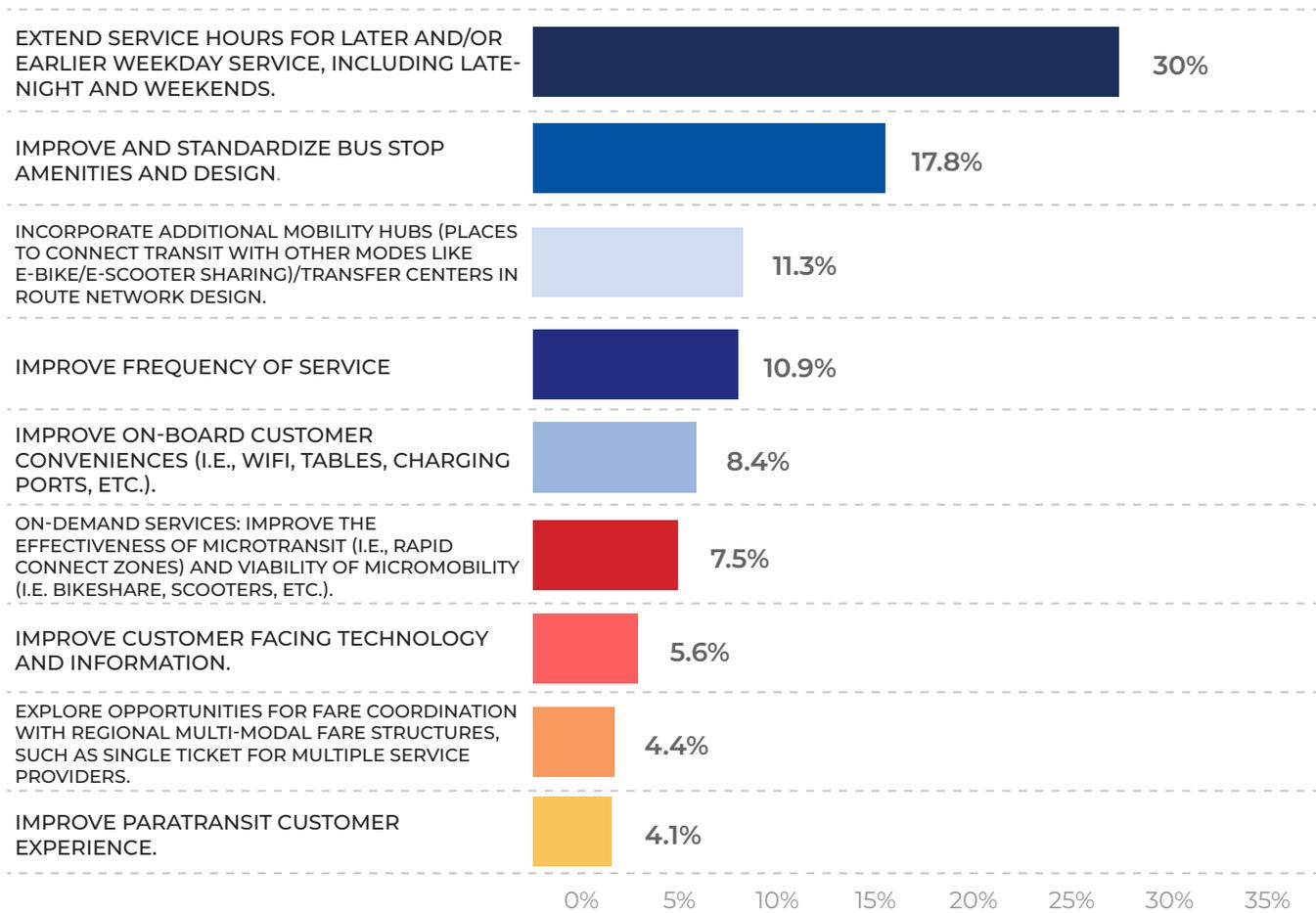
ONLINE FEEDBACK FORM

EXISTING SERVICE IMPROVEMENT

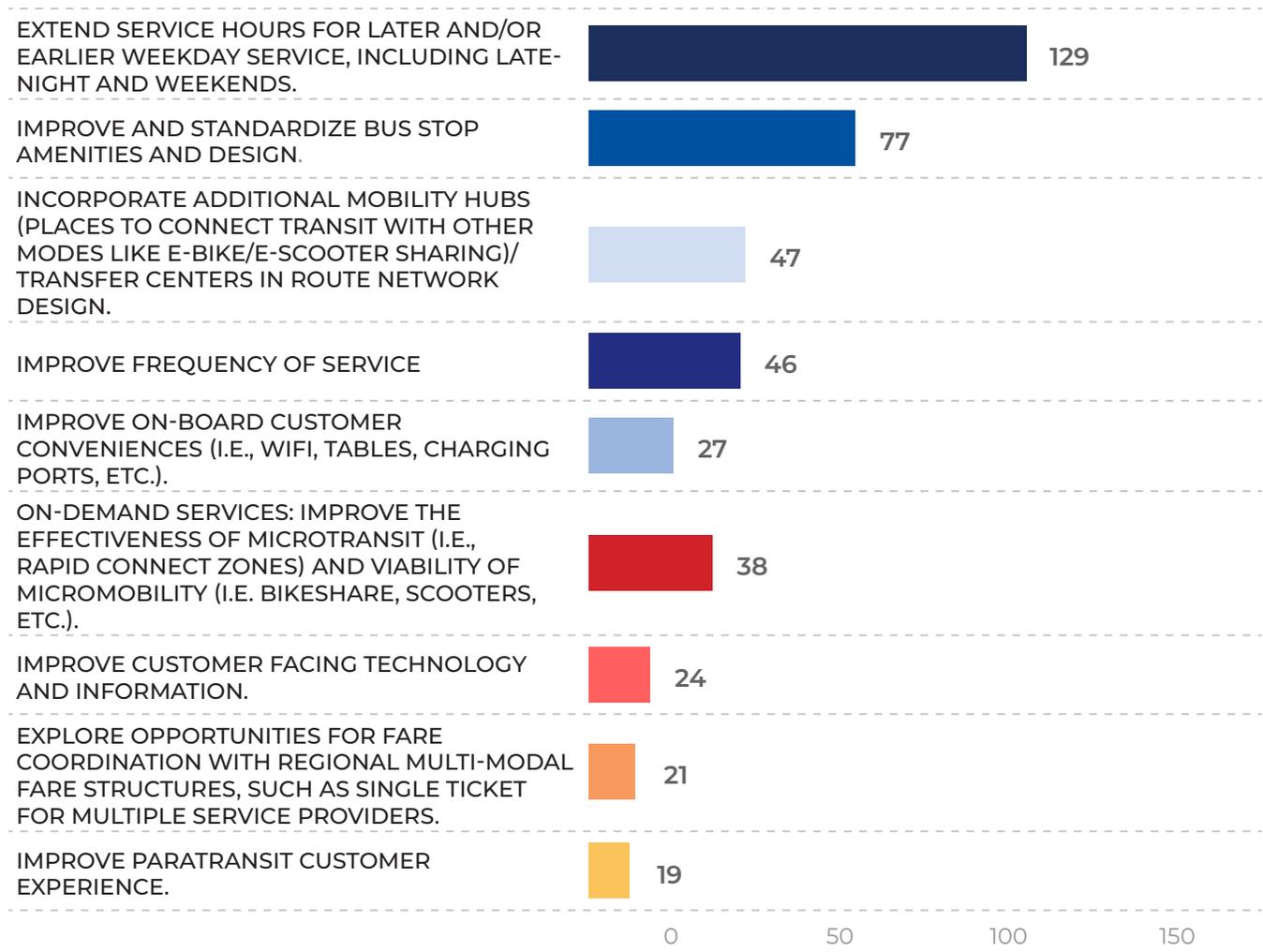
Q2. Please select which three near-term existing service improvements are most important to you:

Existing service improvement was the most important strategy prioritized in question #7 by 35.9% of the respondents. The top three priorities among these were extending service hours, supported by 30%; improving bus stop amenities and design, with 17.8% support; and increasing the frequency of service, which received 10.9%. These improvements are crucial for providing more accessible, comfortable, and efficient transit options, addressing the needs for greater operational flexibility, better-equipped bus stops, and more frequent service to meet user demands.

Of those who said “Existing Service Improvements” was a top priority in Q7:



All Respondent Results:



PUBLIC ENGAGEMENT

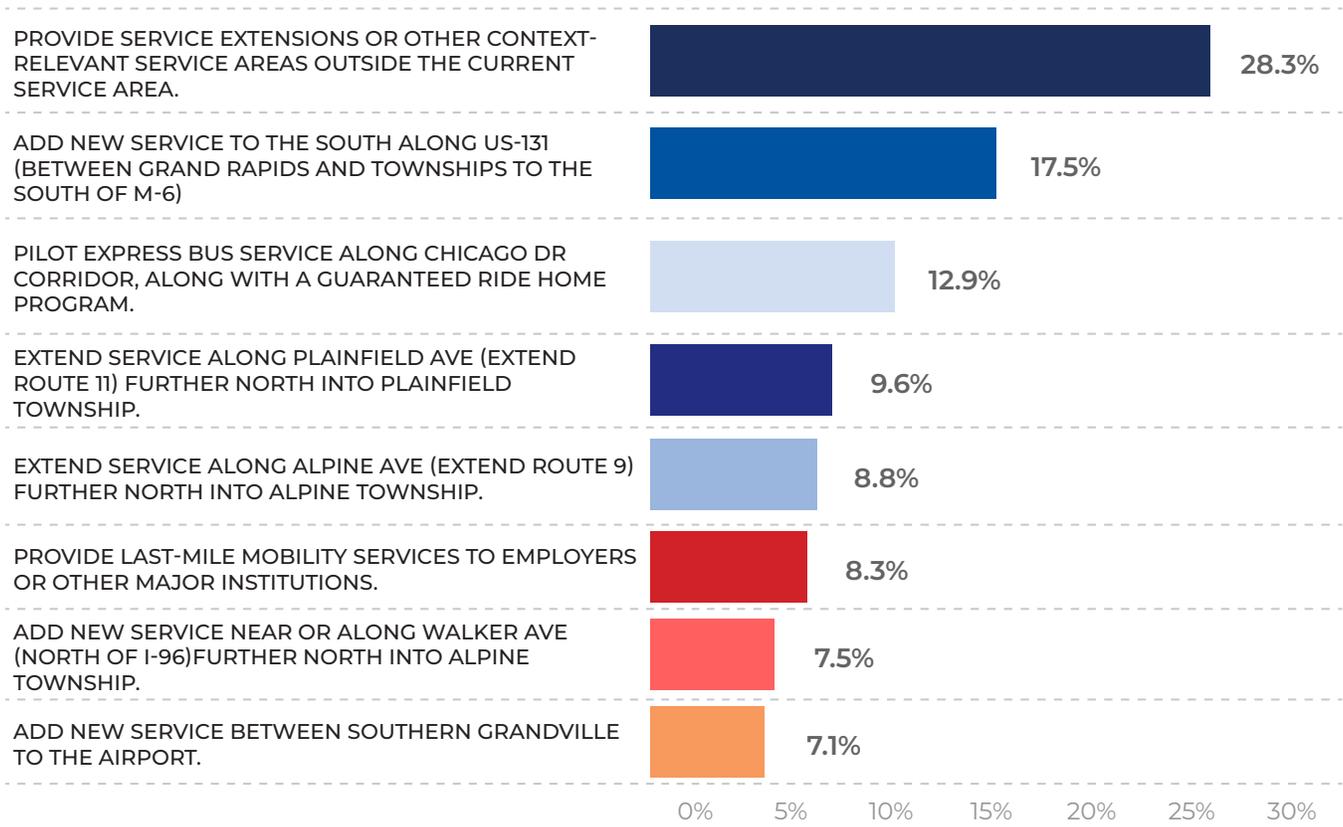
ONLINE FEEDBACK FORM

FUTURE SERVICE EXPANSION

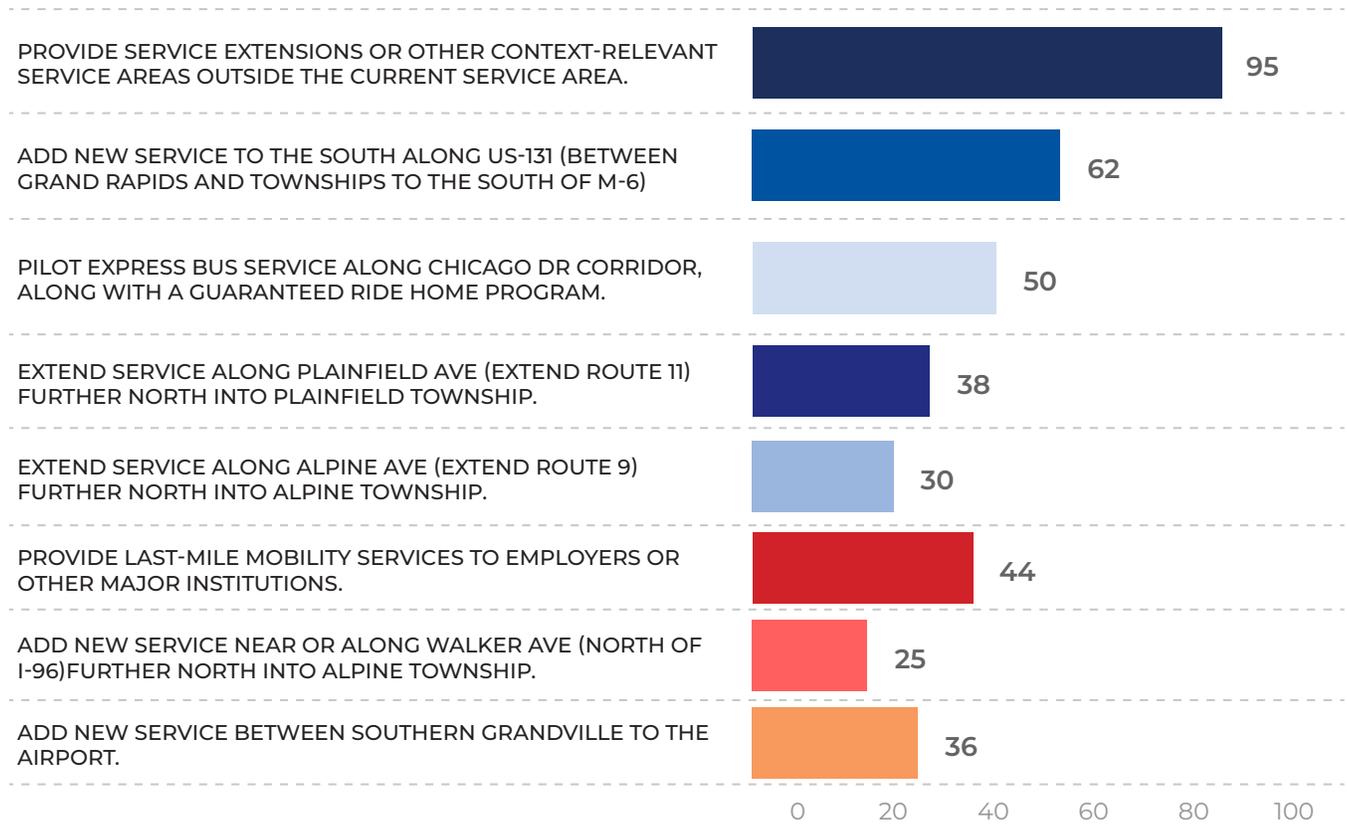
Q3. Please select which three near-term service expansion strategies are most important to you:

Future service expansion was the second-biggest priority in question #7, chosen by 29.8% of the public. The top priorities for future service expansion include extending transit coverage to areas outside the current service boundaries, which received 28.3% support. This approach focuses on reaching underserved regions and improving overall accessibility. Additionally, adding new service along US-131 garnered 17.5% support, aiming to enhance connectivity between Grand Rapids and surrounding townships. Lastly, piloting express bus routes, supported by 12.9%, aims to introduce faster transit options along key corridors, improving travel efficiency. These strategies collectively aim to broaden transit reach, enhance regional connectivity, and offer more efficient travel solutions.

Of those who said “Future Service Expansion” was a top priority in Q7:



All Respondent Results:



PUBLIC ENGAGEMENT

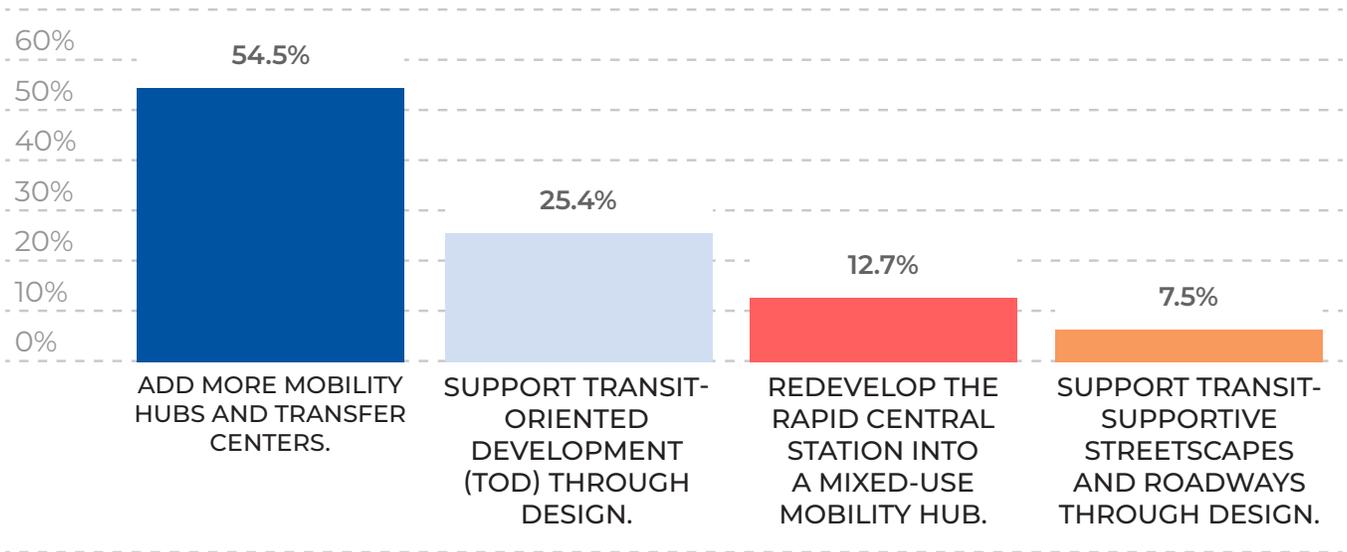
ONLINE FEEDBACK FORM

TRANSIT ORIENTED DEVELOPMENT

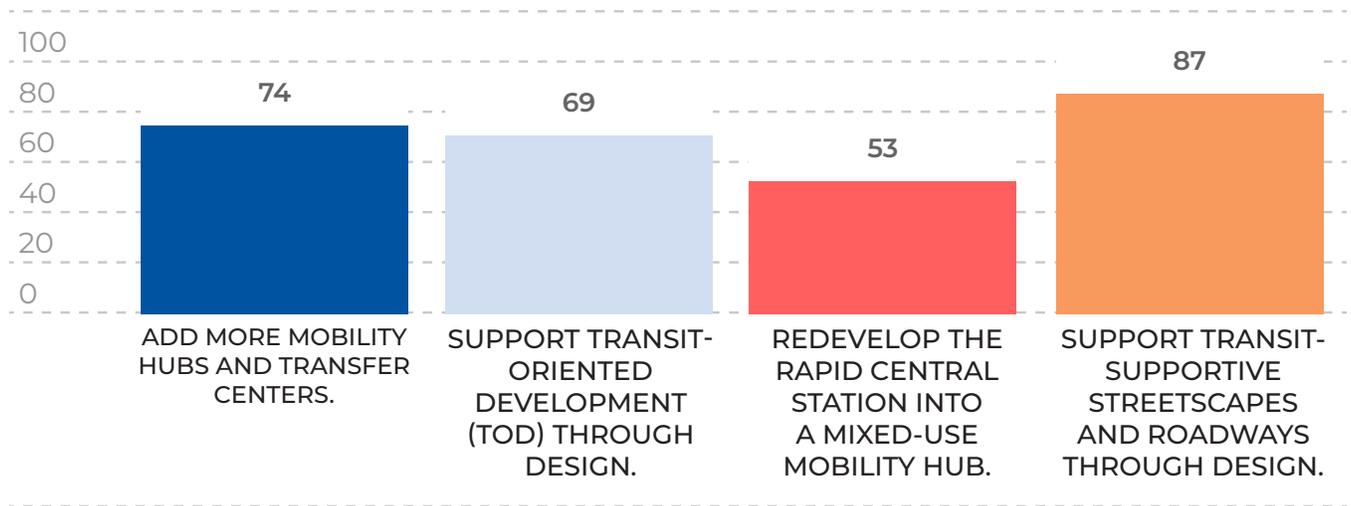
Q4. Please select which two near-term transit-oriented development (TOD) strategies are most important to you:

Transit-oriented development was a top strategy for 17.9% of the respondents to question #7. To enhance this development, the leading strategy, supported by 54.5% of respondents, is the addition of more mobility hubs and transfer centers. This approach is closely followed by the goal of supporting TOD through design, which garnered 25.4% of the support. These strategies emphasize creating more integrated and accessible transit infrastructure, ensuring that the transit system meets growing demands and enhances connectivity. This highlights a clear preference for expanding and improving the mobility network.

Of those who said “Transit Oriented Development” was a top priority in Q7:



All Respondent Results:



PUBLIC ENGAGEMENT

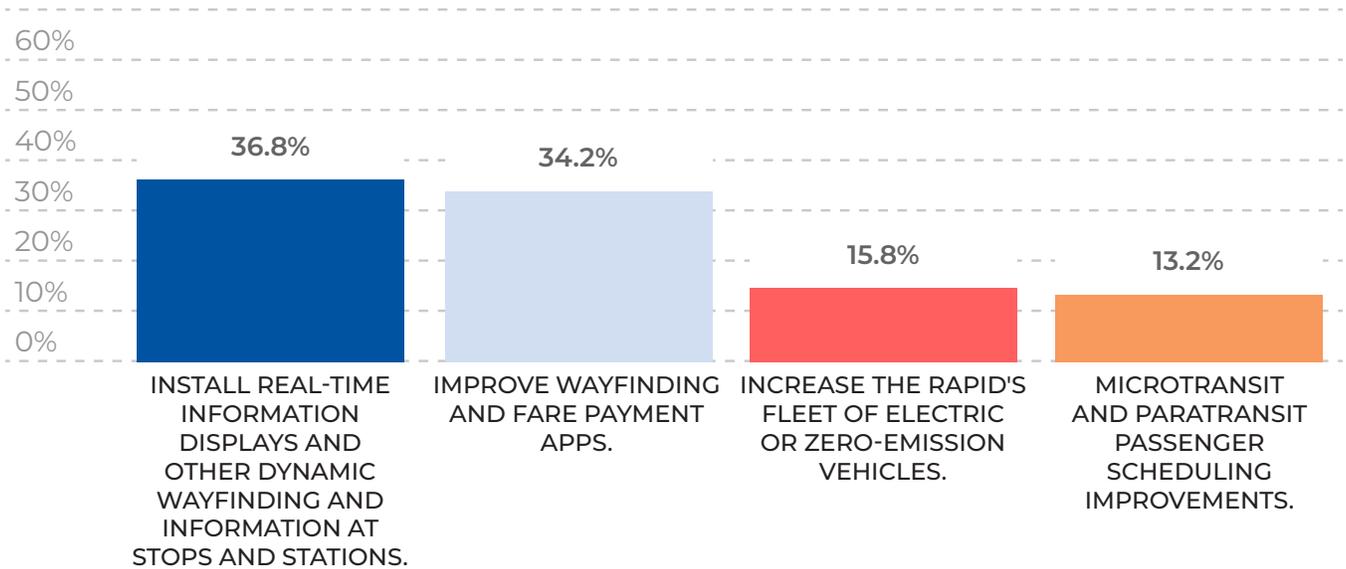
ONLINE FEEDBACK FORM

INNOVATION AND TECHNOLOGY

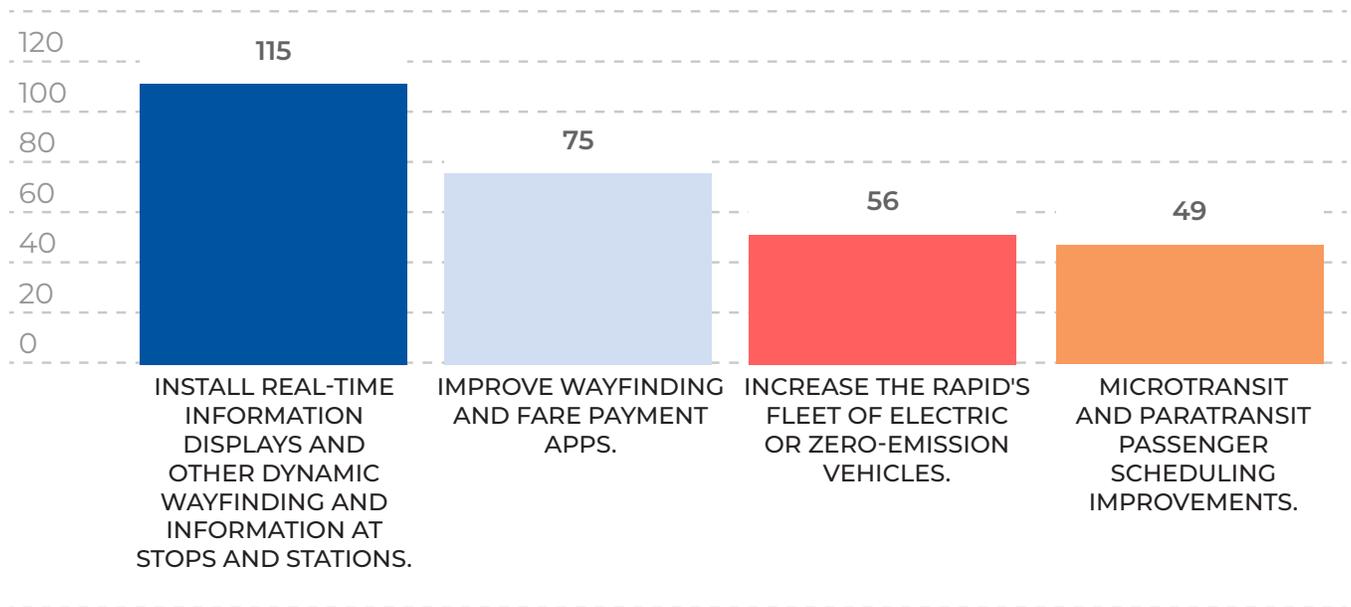
Q5. Please select which two near-term innovation and technology strategies are most important to you:

Improvements in innovation and technology were a top priority for 6.4% of respondents to question #7. The most impactful strategies based on the survey responses were enhancing real-time information displays and dynamic wayfinding systems at stops and stations, supported by 36.8%, and improving wayfinding and fare payment apps, backed by 34.2%. These approaches prioritize making transit more user-friendly and efficient through cutting-edge information technology and seamless app integration.

Of those who said “Innovation and Technology” was a top priority in Q7:



All Respondent Results:



PUBLIC ENGAGEMENT

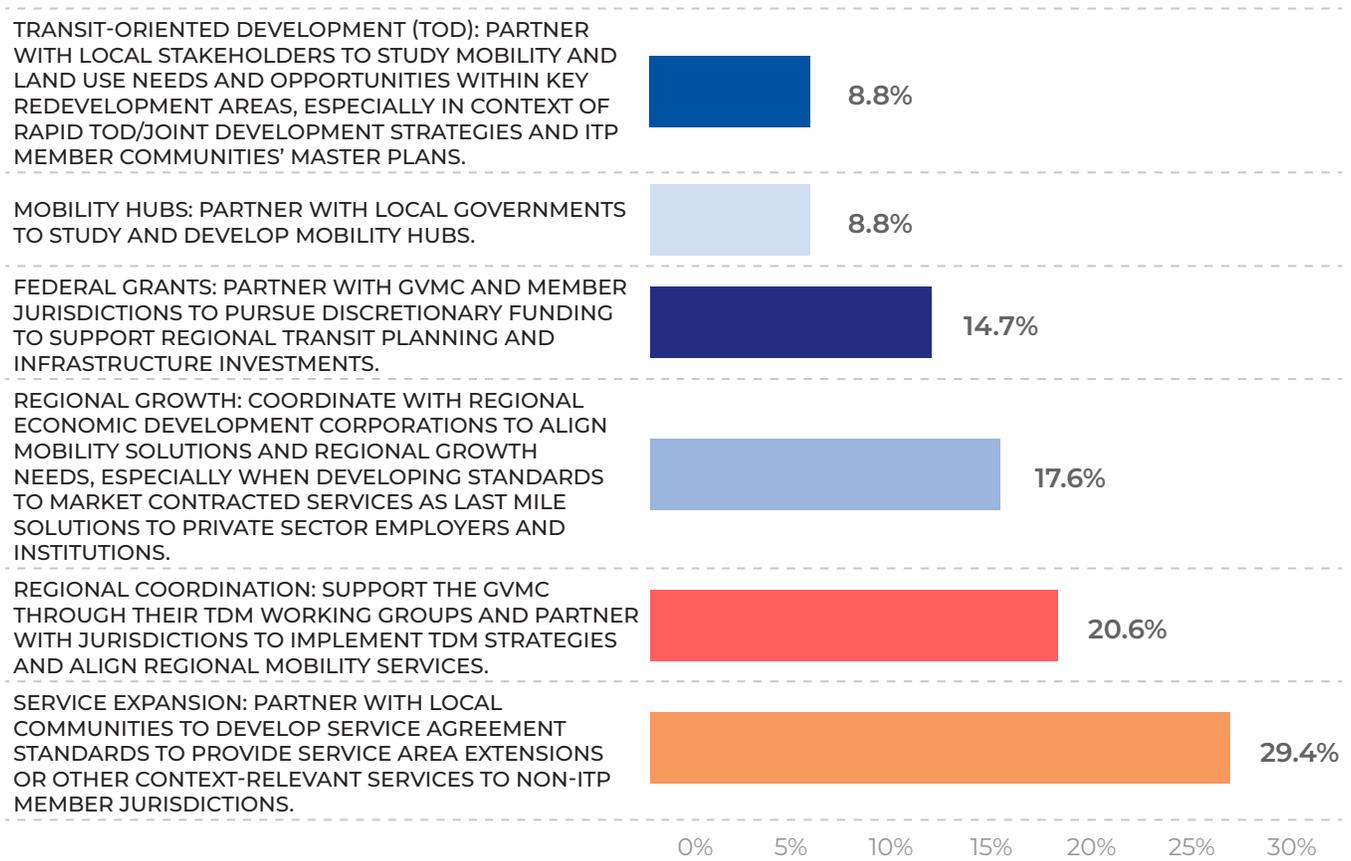
ONLINE FEEDBACK FORM

REGIONAL PARTNERSHIP GOALS

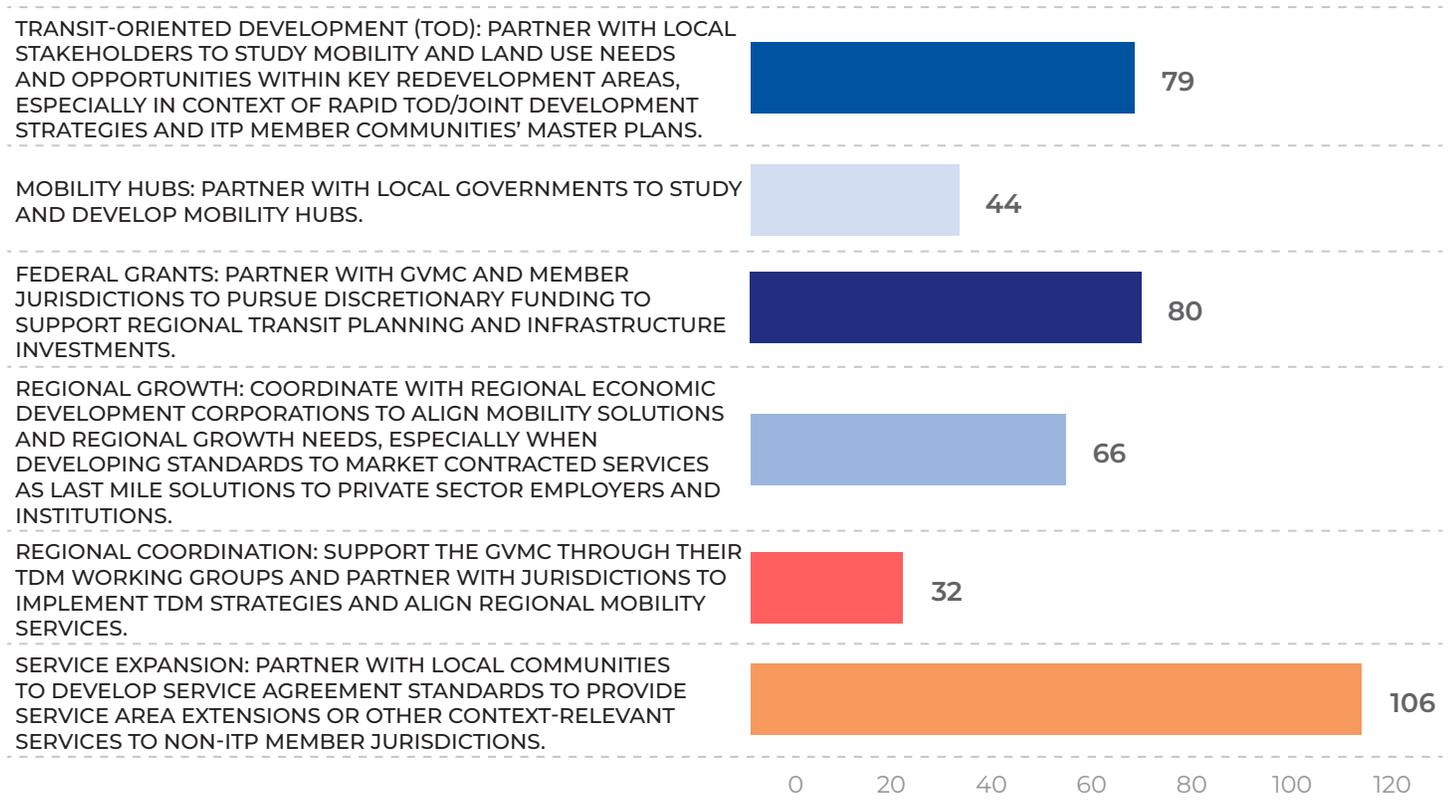
Q6. Please select which three near-term regional partnerships goals are most important to you:

Regional partnership was chosen as a top priority by 4.5% of respondents to question #7. To enhance these partnerships in transit, the most critical goals based on the survey were expanding service areas through agreements with local communities, supported by 29.4%, and coordinating with regional economic development corporations to align mobility solutions with growth needs, backed by 17.6%. These strategies focus on extending service coverage and integrating transit planning with regional economic objectives. Additionally, supporting the GVMC in implementing TDM strategies and aligning regional mobility services received 20.6% of the support, emphasizing the importance of cohesive regional coordination. This reflects a stronger priority on service expansion and regional alignment.

Of those who said “Regional Partnerships” was a top priority in Q7:



All Respondent Results:



PUBLIC ENGAGEMENT

ONLINE FEEDBACK FORM

OPEN ENDED RESPONSES

Q6. Are there any other near-term strategies you would like to see included?

Of the 157 completed feedback forms, 100 respondents answered whether there are any other near-term strategies they would like to see included. The most common open-end responses are listed below and represented in the below word cloud.

Open ended responses from the Spring-24 survey:

- Ability to use Wave cards for seamless digital transaction.
- Seating, lighting and trash cans at every stop.
- Improve downtown to airport connection.
- Bus-only lanes to be incorporated.
- Add training for drivers related to riders using wheelchairs
- Extend the hours of service and improve service on weekends.



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APPENDIX

APPENDIX

OPEN HOUSE RESPONSES

PHOTOBOOTH COMMENTS

| Prompt | Comments |
|--|---|
| <i>Transit is Important Because...</i> | I'm getting older... driving is more difficult :) |
| <i>Transit is Important Because...</i> | So I can get to school |
| <i>I Ride Transit Because...</i> | It allows me to connect with my community...and I hate driving! |
| <i>Blank...</i> | We need more environmentally friendly transit + cities in general |
| <i>I Ride Transit Because...</i> | Saves money, meet people |
| <i>Transit is Important Because...</i> | I support deaf, deaf blind & hard of hearing communities |
| <i>Blank...</i> | Please put light rail in grand rapids |
| <i>Transit is Important Because...</i> | Driving cannot be our only choice for mobility. The average driver in the USA spends \$10,000 annually for the privilege according to AAA. This is unsustainable in 2023. |
| <i>I Ride Transit Because...</i> | I need to get school and work |
| <i>Transit is Important Because...</i> | it helps our community become more <i>(unknown)</i> and sustainable! |
| <i>Transit is Important Because...</i> | of economic development! |
| <i>I Ride Transit Because...</i> | I can get all over town without driving! |
| <i>Transit is Important Because...</i> | There needs to be the freedom to not have to drive. Safer and better options. More livable. |
| <i>Transit is Important Because...</i> | I don't have to wait on my parent I can just go. |
| <i>Transit is Important Because...</i> | I need a way to get place to place. |
| <i>Transit is Important Because...</i> | It's the rapid :) |
| <i>Transit is Important Because...</i> | it helps us move efficiently and lower our carbon footprint. Accessibility for those who can't or choose not to drive. |

OPEN HOUSE 1 RESPONSES

KIDS ACTIVITY

| Prompt | Comments |
|------------------------------------|--------------------------------------|
| <i>Design your own Bus Stop...</i> | Bike parking is essential |
| | Shade /Shelter |
| <i>Design your own Bus Stop...</i> | Seating for the elderly and disabled |
| | Flowers for beauty |
| | Light for more safety |
| | Bike rack to provide more connection |
| | Trash to reduce litter |

| Prompt | Number of Responses |
|-----------------------------|---------------------|
| Design your own Bus Stop... | 6 |
| Design your own Bus... | 3 |
| | |