

# Technical Memorandum 1

## *Assessment of Existing Public Transportation Services*

### West Michigan Transit Linkages Study



Submitted to: Ottawa County,  
Michigan

Submitted by:  
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## **1. Introduction**

The potential for new intercity and inter-county public transit service exists in West Michigan. The purpose of this study is to determine whether such a service would be feasible (based on needs, costs, available funding, capacity of service providers, etc.) and if so, to provide operating and administrative alternatives and recommendations for the implementation of a new service. This report represents the first phase of the study process: to evaluate the existing transit services and the environment in which they operate.

The focus of this study is on three West Michigan counties — Ottawa, Muskegon and Kent. The region has been referred to as a triangle with Grand Rapids, the largest regional center, as the eastern point; the Muskegon/Muskegon Heights/Grand Haven area as the northwestern point; and Holland/Zeeland as the southwestern point. A number of smaller cities and townships fall within this area, including Allendale Township, home to the primary Grand Valley State University (GVSU) campus, which is effectively in the middle of this triangle and is the only community served by regional public transit via a link to Grand Rapids via The Rapid.

The Rapid is the public transit service operator in the Grand Rapids region. Other local transit operators provide service in each of the major cities/communities in West Michigan. Muskegon County is served by the Muskegon Area Transit System (MATS) and the greater Holland area is served by Macatawa Area Express (MAX). The Harbor Transit Multi-modal Transit System provides service to the City of Grand Haven, Grand Haven Charter Township, the City of Ferrysburg, and the Village of Spring Lake.

This study represents an objective analysis of the potential for integrating existing local and potential regional transit services to offer new commuter transportation options for residents, employees and major employers in the region. Stakeholders have described the possible benefits of regional bus service, including the economic development potential in attracting new jobs to the region; incorporation of isolated populations into the regional economy; connecting the residents of the cities and the non-transit communities to isolated or difficult-to reach job sites; and providing regional connections not only for employment and education trips, but also for occasional shopping or medical trips. These non-commute trips will be considered as part of this planning process to link communities and major activity centers. Key factors will be estimation of the actual demand for the services and the availability of adequate funding for a successful transit service.

### **1.1 Project Background**

Ottawa County was awarded a Service Development and New Technology (SDNT) Grant from the Michigan Department of Transportation (MDOT) to complete a needs assessment and feasibility study of commuter transit services in West Michigan. Representatives from cities and communities, as well as public and nonprofit agencies, across West Michigan convened to define the basis for this study. Working together, they identified the purpose of the study: to look at the need for and feasibility of commuter transit services.

Day-to-day project oversight is led by Ottawa County Planning & Performance Improvement staff, with communications coordination and assistance being provided by GVSU. Mp2planning has been retained to conduct the study with assistance from Ottawa County and GVSU staff. The Technical Committee is

comprised of West Michigan transit operators and public and private nonprofit agencies. The Coordination Committee includes elected officials and a wide array of planning and organizational stakeholders. The study is anticipated to be completed in May 2012.

### **1.3 Preliminary Project Goals and Objectives**

The following is a set of four project goals and their objectives, based on input from the project Coordination and Technical Committees, and consistent with the original scope of work for this project.

**Goal 1: Assess regional mobility needs.** The focus of this goal is to review existing data and gather new data to determine need for regional transit. Objectives include:

- Review demographics, geography and existing transit services in West Michigan.
- Identify temporal and spatial transit service gaps.
- Evaluate travel needs for potential transit markets.
- Evaluate commuter and non-commuter transit demands in West Michigan.
- Understand public and stakeholder interest in new transit service.

**Goal 2: Determine the feasibility of developing regional transit service in West Michigan.** The emphasis of this study is on determining the feasibility of new regional transit service. This is a general goal to determine whether service is appropriate. Objectives include:

- Identify ridership markets that could be served by a regional transit service.
- Evaluate opportunities for new regional transit links connecting West Michigan cities.
- Evaluate potential funding sources, both public and private, for new regional transit service.

**Goal 3: Determine the feasibility of operating regional transit routes in West Michigan.** An important goal of this study is to evaluate specific service opportunities and determine whether it would be feasible to carry them forward. Objectives for this goal include:

- Assess opportunities and operating characteristics for regional transit routes.
- Prepare ridership projections for proposed alternatives.
- Identify costs for proposed regional transit alternatives.
- Evaluate funding potential for proposed regional transit alternatives.
- Review the potential for local connections to feed regional transit service.
- Determine whether new regional transit service can be implemented without necessitating an expansion of complementary paratransit programs.

**Goal 4: Determine the feasibility of implementing regional transit services in West Michigan.** If new services are deemed feasible to develop and operate, this goal ensures the study looks at the feasibility of implementation in the short-term, and over the longer-term. Objectives include:

- Define and evaluate facilities and investments required to implement regional transit service.
- Consider effectiveness and appropriateness of different operators (public, private, existing, new) for regional transit service.

- Identify opportunities for coordination and integration of existing public and private transit services to address regional transportation needs.
- Evaluate options to administer and oversee regional transit service in the short-term and long-term.
- Explore opportunities to phase implementation of regional transit service.

#### **1.4 Background Review: Relevant Studies and Findings**

To initiate this study, a number of documents were reviewed to provide context. Some of the key documents are briefly summarized below.

##### **Ottawa County Professional Public Transportation Study, September 1998**

This study concluded that transit services should not be initiated for long distance commuting within Ottawa County. The study found there were only a small number of intra-county long distance commuters (~30) and that there would be a high cost of providing transit service (~\$23 -\$36/ person-trip subsidy). The study also found that the county should not develop new rural transit service based on the fact that counties with comparable demographics did not have transit service. The study did, however, suggest the need for additional transit services should be reevaluated in 2010.

##### **Ottawa County Rural Transit Services Report, February 2005**

The report noted that the implementation of a comprehensive countywide transit system in Ottawa County has been discussed and studied for many years. According to the report, it has been difficult to achieve due to two major factors: (1) the county has large rural expanses that means a high per-ride cost of service delivery, and (2) unlike many counties which have a single urban core with a single transit agency that coordinates countywide activities, Ottawa County has multiple urban areas with three transit agencies including MAX, Harbor Transit, and Georgetown Senior transportation.

##### **Macatawa Area Express Short Range Plan, June 2005**

The MAX Short Range Plan is a five-year strategic plan that describes the service and service area, fleet and facilities, fares, and costs and funding. Although the focus of the plan is on local service improvements and enhancements, recommendations pertaining to regional transit include the following:

- Expand the fixed route system.
- Identify and construct a central transfer center to link the expanded route system and provide additional transit options and convenience to passengers.
- Coordinate short-term dialogue and collaborative planning for surrounding areas in order to meet the long-term goal of servicing area townships such as Park, Zeeland, Fillmore, and Laketown.
- Extend weekday service hours to 6:00 am to 7:00 pm for both fixed route and demand response service.

Since completion of the plan the transit center has since been constructed and route restructuring and an extension of weekday service hours has been implemented.

### **Identifying MAX Impact of Holland/Zeeland Area Ridership, August 2005**

The purpose of this research paper was to learn about rider perceptions and the use of MAX, along with the impact MAX has on riders' lives. This survey data illustrated that the typical respondent was a Caucasian female between the ages of 35 and 44, with a disability, who was employed and had been a MAX rider for over one year. Most respondents used MAX to visit a doctor. Of respondents who were employed, nearly all said they ride MAX to get to work.

The most frequently mentioned suggestion for improvement was to expand the number of fixed routes. It was concluded that the MAX system provides valuable community services representing health care, employment, and shopping. The MAX system also plays a vital role for the disabled community.

### **Citizen Perception and Support of MAX in Holland, Holland Charter Township, and Zeeland City, July 2006.**

This report provides the results of a telephone survey administered to a random sample of 408 likely voters in the City of Holland and the City of Zeeland during the month of July 2006. Some of the results pertaining to regional transit include the following:

- 80% of respondents said that improving public transportation was either very urgent or somewhat urgent.
- 78% percent of respondents said area traffic congestion is either very severe or somewhat severe.
- When asked about what public transportation benefits were most important, job related-benefits were most important to respondents.

### **Macatawa Area Express 2007 Annual Report**

The report states the mission of MAX is to provide cost-effective, customer responsive public transportation services that enhance mobility and community access for citizens of the Macatawa area.

Highlights from the report are summarized below:

- November 2006: Voters in the City of Holland and Holland Charter Township overwhelmingly approved a transit millage of 0.4 mills to fund MAX for five years.
- MAX ridership grew by 16% between November 2006 and November 2007.
- January 2007: MAX and Zeeland Charter Township entered into a one-year agreement to offer bus service to Zeeland Community Hospital. The agreement provides demand response service to the hospital.
- To familiarize area residents with seven new fixed routes, a series of free public workshops were offered during the summer of 2007, prior to implementing the new service.



## **A Vehicle for Change – Identifying and Prioritizing Transportation Opportunities: A Best Practice Guide, May 2008**

This report, prepared by the Disability Network Lakeshore, summarized stakeholder interviews and surveys with transportation needs, community organizations, and taxpayers. For people with transportation needs, work and medical facilities were identified as the top destinations people need to reach. It was noted that people need ride times that correspond to a work schedule (6:00 am to 6:00 pm). All community organizations and all taxpayers who participated in the study indicated the need for regional transportation, saying it will be important within the next three years. Lack of transportation negatively affects an organization's ability to provide services, secure participation in their programs, and retain and employ people. The report noted that if people are shown an efficient and effective detailed plan for improvements and the need for transportation services, most taxpayers are willing to support a homeowner's tax to provide transportation in their community.

## **Community Assessment, 2008 (Ottawa County 2008 Household Survey), Greater Ottawa County United Way**

The Community Research Institute (CRI) of Grand Valley State University's Johnson School of Philanthropy led the research for the United Way to better understand the community needs and services in Ottawa County. The assessment provides a review of county demographics, medical services and needs, children's services, and community infrastructure, including transportation services. The assessment also looks at human service providers and programs, as well as how the county's various populations commingle. The assessment also reviews perspectives on crime and highlights data showing nonprofit agency needs and services.

The survey findings indicate that car use predominates across all demographic subgroups in Ottawa County and that those most likely to report not driving included people with low or very low income levels (13.8% non-drivers compared with 1.3% of those with middle/high income) and people age 18 to 24 (22.7% of whom are non-drivers compared with 2.4–8.5% of other age groups). The lowest rates of car usage were among those who were currently not working but looking for a job. Over one-third of this group in Ottawa County (34.3%) indicated that they do not use a car for their daily transportation needs. In contrast, only 7.3% of those who are not employed and not looking for a job indicated that they did not drive. The study concludes that this difference raises questions about the extent to which lack of reliable transportation may be inhibiting efforts by out-of-work Ottawa County residents to find new employment.

The survey asked about carpooling. The percentage of Ottawa County residents willing to consider carpooling was highest for those in the 18–24 age group (46.9%), decreasing to 35% of those age 25 to 44 and 31% of those between 45 and 64 years of age. Female residents were somewhat more likely to consider carpooling (37%) than males (28.2%).

## **Mobility to the MAX: An Assessment of Transportation Needs in Greater Holland & Transportation Providers in Ottawa County, Lakeshore Disability Network**

This is a report of a survey that focused on understanding how to improve transportation services in Greater Holland. The results were that overall, respondents are single, female, Caucasian, have incomes under \$10,000, are unemployed, and live in Holland. Most respondents did not currently use MAX, but if a new MAX route opened within ¼ mile from their home and their trip destination, more than one-half of all respondents said they would be either very or somewhat likely to take MAX to work, or to a medical appointment, a grocery store, a retail store, or a social service agency.

### **Assessment of Available Services in Ottawa County -2008 Coordinated Plan**

The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) Coordinated Transportation Plan for Ottawa County included an inventory of primary transportation providers for seniors, people with disabilities and low-income residents. The inventory included public transportation providers (MAX and Harbor Transit), private/nonprofit transportation providers (Pioneer Resources; Georgetown Seniors; Community Living Support providers; Love INC.; and Good Samaritan), and private for-profit transportation providers (J-N-R Taxi and Rosebud Taxi; American Medical Response and Indian Trails/Greyhound).

### **Harbor Transit Planning Study, 2009**

In 2009 and 2010, Harbor Transit conducted a transit planning study with the focus of potentially expanding the service area into adjacent townships. As a result of the study (completed in June 2010), Harbor Transit went to the voters of Grand Haven Charter Township in November 2010 for consideration of transit service. The levy was passed by the voters and Harbor Transit began planning for expansion of service beginning in 2012. As part of the study, it was recommended that Harbor Transit reorganize as a public authority which it has done under Public Act 196. It is now known as the Harbor Transit Multi-modal Transit System.

### **Macatawa Area Express Market Research, 2010-2012**

MAX regularly conducts surveys of its bus riders and also periodically surveys the general public. MAX's fixed route riders have high ratings of the service and use it regularly (many report using it several times a day). The general public is also supportive of MAX as demonstrated through a general public mail back survey conducted in 2010, which found that almost 50% would support MAX's millage at an upcoming election with slightly over 50% suggesting they would support additional millage for additional services.

## 2. Existing Public Transportation Services

The focus of this report is to provide a comprehensive picture of existing transit services and operations in West Michigan. The four primary services – MAX, MATS, The Rapid and Harbor Transit – are presented in this chapter along with a comparative analysis of key operating characteristics and performance, as well as comparisons of basic service parameters, vehicle fleets, service hours, fares, connectivity and operating characteristics. Other regional transportation services are presented at the end of this chapter.

### 2.1 Macatawa Area Express (MAX)

Macatawa Area Express Transit (MAX) is the public transportation system for the greater Holland/Zeeland area. In 2010, MAX provided 336,481 rides.

Formed in January 2000 as an outgrowth of the City of Holland’s dial-a-ride program, MAX also provides fixed-route bus and demand-response transit service to neighboring Holland Charter Township and the City of Zeeland under contractual agreement.

Service runs from Monday through Saturday. No service is provided on Sunday.

MAX’s eight fixed routes run on an hourly schedule beginning at 6:00 AM. Buses pulse (arrive and depart at the same times) at the Padnos Transportation Center, allowing time for transfers between routes. Table 2-1 provides a list of each of the routes and the route endpoints. MAX is governed by an independent Transportation Authority board comprised of representatives from the City of Holland and Holland Charter Township. Oversight of the transit system was transferred from the City of Holland to the Authority on July 1, 2007. The Authority contracts with the City for essential support and administrative services. MAX is funded by federal and state grants, a transit millage for the City of Holland and Holland Charter Township, and passenger fares. The City of Zeeland contracts with MAX for demand-response service, as well as for service on the new Route 8, implemented in April 2009.

**Table 2-1: MAX Routes**

Number	Route	Starting Point	Outlying Point
1	North Mall Area	Padnos Transportation Center	Target
2	Butternut/136th	Padnos Transportation Center	140th & Quincy
3	Southshore Area	Padnos Transportation Center	30 <sup>th</sup> Street west of Ottawa Apartments
4	Waverly/120th	Padnos Transportation Center	Meijer/Northpointe Apts.
5	Washington/S. River	Padnos Transportation Center	S. Washington/Meadowlane Dr.-Tulip City Airport Area
6	Holland Heights	Padnos Transportation Center	8th & Country Club/JCI Campus
7	Lincoln/South Town	Padnos Transportation Center	Haworth/JCI Campus
8	Zeeland	Padnos Transportation Center	Zeeland H.S./ E. Main and Fairview

Source: Macatawa Area Express

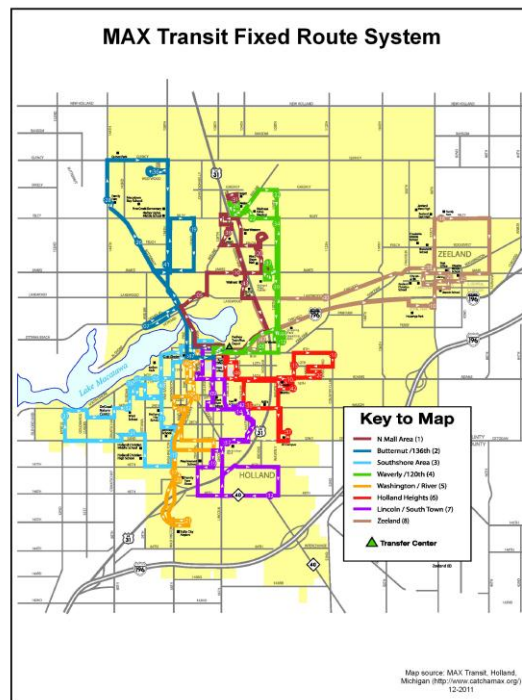
MAX dial-a-ride service is known as Reserve-A-MAX. The service provides transportation throughout the

service area. People who live more than ½ mile from a fixed route bus stop, ADA-card holders and seniors 70 and older can use the service. Reservations must be made at least 24 hours in advance but no later than 4:00 PM the day prior to travel.

Padnos Transportation Center is the primary customer information and administrative offices for MAX. The facility is located at 171 Lincoln Avenue in Holland and is connected to the Holland Amtrak station. Private regional buses operated by Greyhound/Indian Trails serve the facility. Padnos Transportation Center includes an indoor waiting area with passenger amenities including restrooms, pay telephones, and vending machines. Amtrak ticketing is available on-site. Outside, the transportation center has designated bus bays for each of MAX's routes allowing for convenient timed transfers at the facility. Administrative offices include office space for staff and conference room space. The facility is not designed as a park and ride: only very limited short-term parking is available. MAX vehicles are stored and maintained at the transit agency garage, 433 East 24th Street in Holland. The MAX Board has formed a subcommittee to recommend a site for the construction of a new operations facility for bus storage and maintenance to replace the current facility. Figure 2-1 illustrates the MAX fixed route network.

Discussions with MAX staff indicate they believe there is need for regional commuter transportation, particularly for veterans and seniors needing to get to medical care in Grand Rapids. They are not sure of the extent but do believe the need is definitely there. This could be met by Indian Trails, which has service from the Louis Padnos Depot to Grand Rapids, but the times are not good for people wanting to commute or use the service for medical trips.

**Figure 2-1: Macatawa Area Express fixed Route Network**



## 2.2 Muskegon Area Transit System (MATS)

Muskegon Area Transit System (MATS) provides public transportation in Muskegon County. The system operates nine bus routes, a summer trolley route, and a paratransit system known as GoBus. Table 2-2 provides a list of each of the routes and the route endpoints. Figure 2-2 illustrates the overall route structure for MATS. In 2010, MATS carried more than 641,416 passengers. MATS was originally formed in 1969 as the Muskegon County Metropolitan Transportation System (MCMTS). In 1972, MCMTS absorbed the operation of another public transit organization, the Muskegon Area Transit Authority (MTA), and became the Muskegon Area Transit System. MATS currently operates with a 100 percent accessible fleet utilizing 10 buses during maximum peak service and serving the urbanized areas, consisting of the cities of Muskegon, Muskegon Heights, Roosevelt Park, Norton Shores and Muskegon Township. MATS provides paratransit service, known as GoBus, to meet the public demand in rural portions of Muskegon County not served by regularly scheduled transit routes. GoBus is a shared-ride public transportation service, offering curb-to-curb service for seniors and people with disabilities. Reservations are required for GoBus service and may be made up to 14 days in advance.

The Herman Ivory Transfer Terminal opened in 1990 as the central MATS fixed route transfer and Greyhound intermodal facility at 351 Morris Avenue in downtown Muskegon. Since that time, downtown Muskegon has changed significantly. As the city is in the process of redeveloping its downtown, the Transfer Terminal is currently in a location with very little pedestrian activity. The current facility has some amenities for passengers, including an indoor waiting area, restrooms and ticketing for Greyhound. The exterior portion of the facility is constrained by limited space for public and private buses, resulting in vehicles lining up not only on the paved bus area, but also on the street in front of the facility when passengers make transfers. MATS is considering redevelopment of the Herman Ivory terminal. MATS has a secondary transfer location in Muskegon Heights, but no permanent facility at that location.

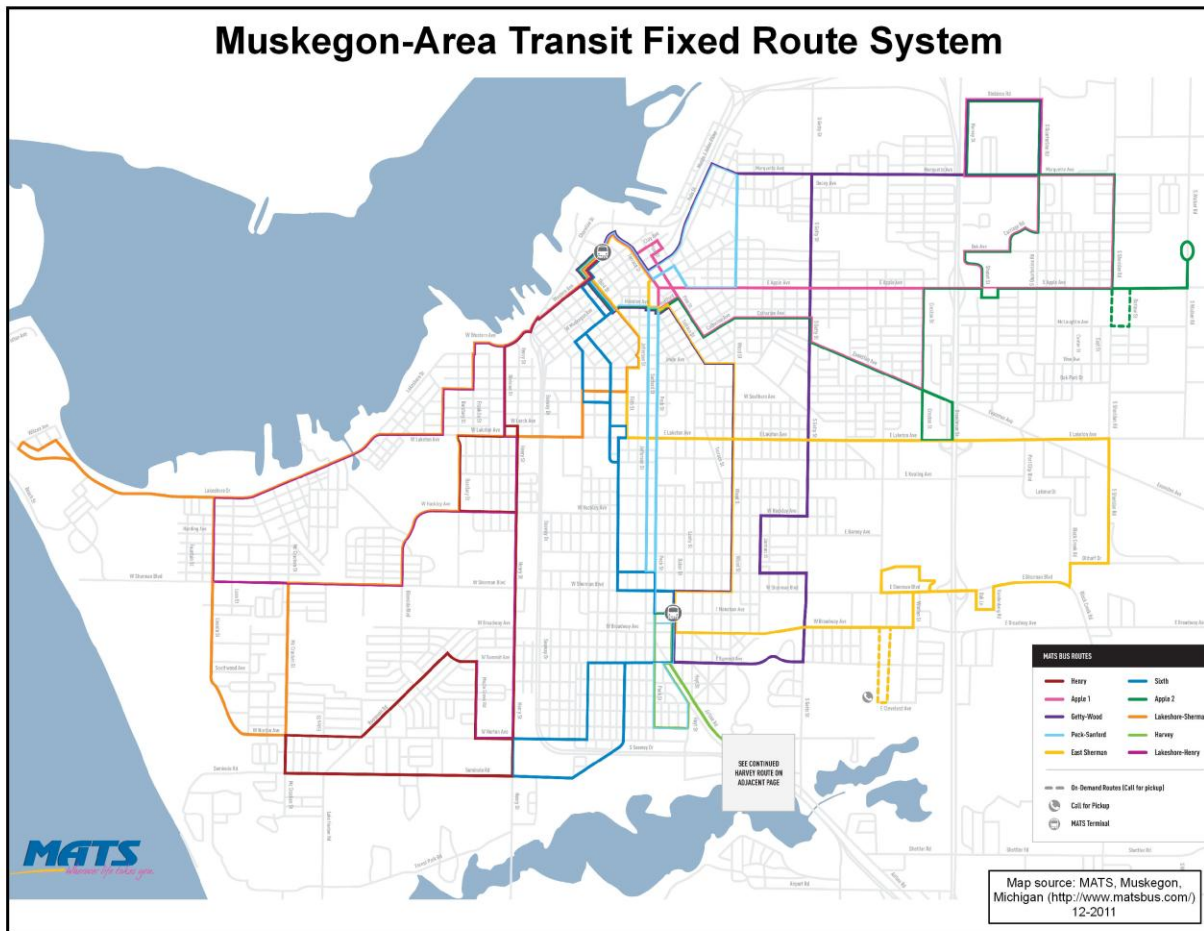
In meeting with MATS staff, they indicated a major service improvement for MATS has been the extension of service until 10:30 p.m., which is being funded by a 3-year CMAQ grant. Staff members are not hearing as many requests for regional service as they have in the past. A connection with Harbor Transit could be a future possibility as the systems are not that far apart. Administrative offices, dispatching, and transit customer service occurs at the Louis A. McMurray Conference and Transportation Center. The facility, which opened in 2001, includes the vehicle storage (garage), fueling and maintenance services for MATS.

**Table 2-2: MATS Routes**

Route	Starting Point	Outlying Point
Henry	MATS Passenger Terminal	Meijer/Mona Shores Community Education
Sixth	MATS Passenger Terminal	Muskegon Heights Transfer Point/Meijer
Apple 1	MATS Passenger Terminal	MCC
Apple 2	MATS Passenger Terminal	MCC/Apple-Walker West
Getty-Wood	MATS Passenger Terminal	Muskegon Heights Transfer Point/MCC
Lakeshore-Sherman	MATS Passenger Terminal	Lakeshore/Water Works
Lakeshore-Henry	MATS Passenger Terminal	Meijer
Peck-Sanford	MATS Passenger Terminal	Hoyt /Maplewood
Harvey	Muskegon Heights Transfer Point	The Lakes Mall
East Sherman	MATS Passenger Terminal	Muskegon Heights Transfer Point/Westshore Plaza
Summer Trolley	Union Depot	Ferry Terminal/U.S.S. Silversides

Source: Muskegon Area Transit System

**Figure 2-2: Muskegon Area Transit Fixed Route Network**



## 2.3 The Rapid

The Greater Grand Rapids Area is served by The Rapid — the Interurban Transit Partnership (ITP), which was formed by the cities of Grand Rapids, East Grand Rapids, Grandville, Kentwood, Walker, and Wyoming in 2000. The Rapid operates 26 fixed routes (including service to several campuses in the region, including Grand Rapids Community College and Grand Valley State University (GVSU), which subsidizes several routes, including those that make stops at park-and-ride lots to meet the needs of students, faculty, and staff). The Rapid also operates the GO!Bus demand-response service for seniors, the disabled and those living outside the fixed-route service area; the PASS route deviation service, and car and vanpooling programs. Table 2-3 provides a list of each of the routes and the route endpoints.

**Table 2-3: The Rapid Routes**

Number	Route	Starting Point	Outlying Point
1	Division	Central Station	54th St. Meijer (Byron Twp.)
2	Kalamazoo	Central Station	Kentwood City Hall
3	Madison	Central Station	Hope Network
4	Eastern	Central Station	Clocktower Center (Kentwood)
5	Wealthy/Woodland	Central Station	Woodland Mall (Kentwood)
6	Eastown/Woodland	Central Station	Woodland Mall (Kentwood)
7	West Leonard	Central Station	Meijer (Standale)
8	Grandville/Rivertown Crossings	Central Station	RiverTown Mall/Meijer
9	Alpine	Central Station	Alpine/Henze (Alpine Twp.)
10	Clyde Park	Central Station	54th St. Meijer (Byron Twp.)
11	Plainfield	Central Station	Plainfield/Elmdale
12	West Fulton	Central Station	Meijer (Standale)
13	Michigan/Fuller	Central Station	Michigan Veterans Facility
14	East Fulton	Central Station	Leonard/Ball
15	East Leonard	Central Station	Knapp's Corner Meijer (GR Twp.)
16	Wyoming/MetroHealth	Central Station	MetroHealth
17	Woodland/Airport	Gerald R. Ford International Airport (Cascade Twp.)	Woodland Mall (Kentwood)
18	Westside	Central Station	Union High School
24	Burton	Woodland Mall (Kentwood)	Grandville Library
28	28th Street	29th St./Acquest (Kentwood)	Grandville Library
37	GVSU North Campus Express	Main Street Pub/Sleep Inn	Kirkhof Center
44	44th Street	Woodland Mall (Kentwood)	RiverTown Mall/Meijer
48	GVSU South Campus Express	Copper Beech	Kirkhof Center
50	GVSU Campus Connector	GVSU Pew	GVSU Allendale
51	GVSU Health Sciences	GVSU Pew	Center for Health Sciences
	Express Service to Big Rapids	Central Station	Cedar Springs/Big Rapids

Source: Interurban Transit Partnership

In 2010, The Rapid carried 9,771,372 passengers, making it the largest transit operator in West Michigan. Fixed route bus service is available throughout the six-city service area of Grand Rapids, East Grand Rapids, Grandville, Kentwood, Walker, and Wyoming. Contracted service is provided to the townships of Alpine, Byron, Cascade, and Gaines. Based on an increased millage (the rate was increased from 1.12 to 1.47 for a seven-year period in May, 2011), The Rapid has several changes in the near future. These include:

- All routes will run until 11:15 p.m. with the busiest seven routes operating until 12:15 a.m.;
- Most weekday routes will run at least every 30 minutes for the bulk of the day;
- Frequencies will be increased to 6 minutes on Route 50 in the off peak in January (with peak service frequencies also increased in August);
- A new satellite transfer center will be built at Woodland Mall in August.

Under a contract with GVSU, The Rapid provides service between the Allendale and Pew (downtown Grand Rapids) facilities, along with a number of shuttles in and around the campuses. GO!Bus for seniors and people with disabilities operates anywhere within a 180-square mile area of Grand Rapids. Service hours mirror the regular bus service hours and operates seven days a week. Reservations are needed at least one day in advance and no more than 14 days in advance.

The Rapid is a transit district organized under Public Act 196 and is governed by a 15-member Board of Directors, appointed by the cities in the service area.<sup>1</sup> The Rapid is responsible for the planning, construction, and operation of public transportation services and facilities within its district. The Rapid's Central Station, south of downtown Grand Rapids at 250 Grandville Avenue, is the transit system's main transfer and public information hub. The facility is served by 19 of the system's bus routes and allows for timed transfers when buses pulse at the location. The facility, which opened in 2004, includes a sheltered platform, electronic signage, dedicated bus bays with information signs, on-site security and a large indoor waiting area. The facility also serves as Grand Rapids' primary hub for Greyhound Bus Lines and Indian Trails Bus Lines. Planners have indicated an expanded or new garage may be required to house bus rapid transit (BRT<sup>2</sup>) or light rail vehicles if streetcar service is ultimately introduced in Grand Rapids. The downtown Grand Rapids Amtrak station is being relocated to Central Station. Sheltered bus stops exist throughout The Rapid's service area. In addition, community transit hubs are located in Grand Rapids, at the public library in Grandville – a potentially good location for a regional transit connection to Ottawa County, Woodland Mall in Kentwood, and the Standale Meijer store in Walker.

Significant improvements are scheduled as a result of the May 2011 tax referendum that increased The Rapid's local financial support. Implementation is anticipated for August 2012 while a set of near term improvements will be made in January 2012. These include extension of all routes until 11:15 p.m. and the busiest routes until 12:15 a.m. In addition, the GVSU Campus Connector (50) will connect directly to Rapid Central Station on weekdays from 6:45 p.m. to 12:30 a.m. The Rapid was awarded \$12 million for

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<sup>1</sup> Public Act 196 is state legislation that "authorize[s] the formation of public transportation authorities with certain general powers and duties" and which "authorizes certain local entities to levy property taxes for public transportation service and public transportation purposes," among other things.

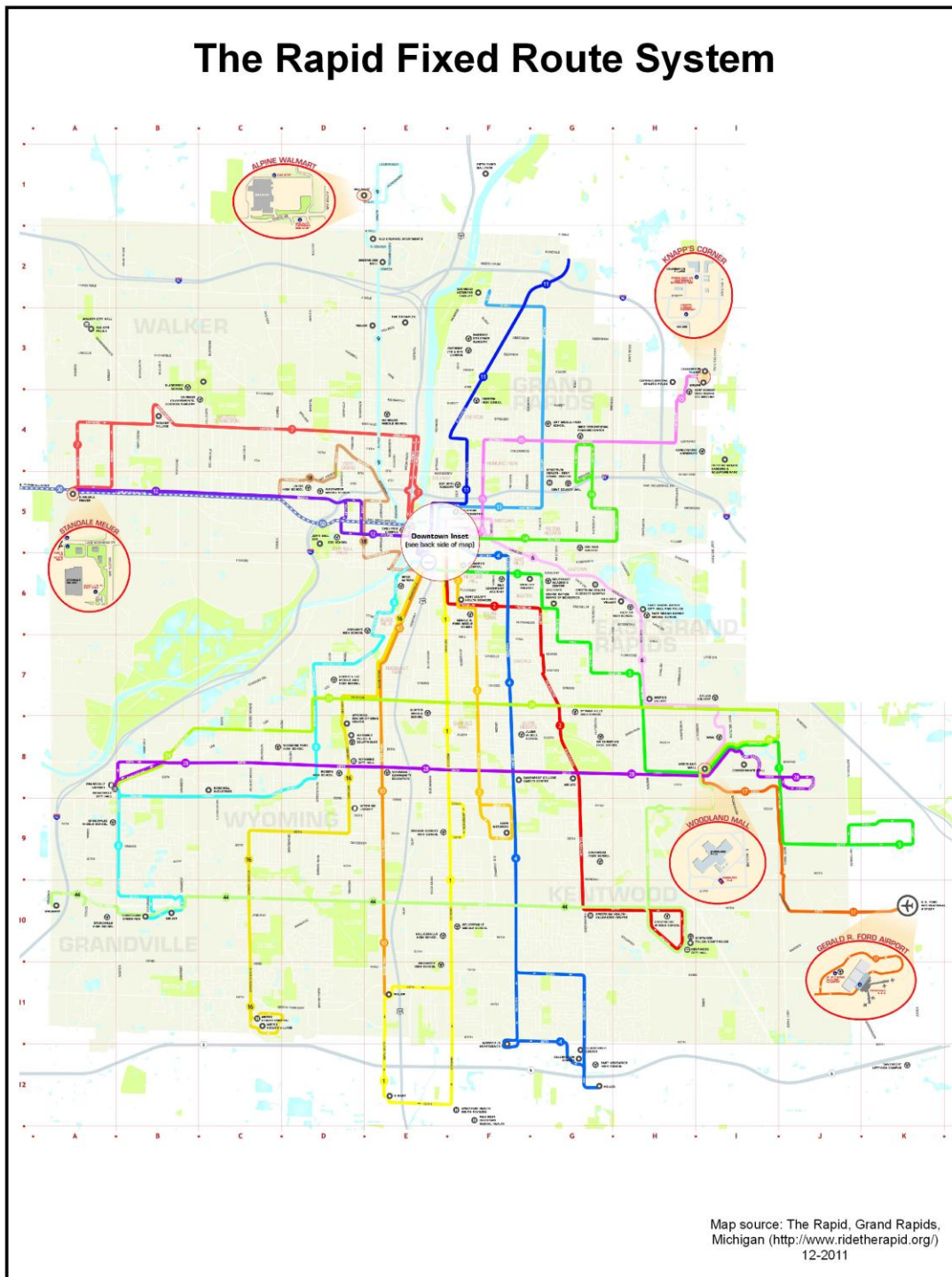
<sup>2</sup> BRT, or bus rapid transit, is a type of limited-stop service developed in the 1990s that relies on technology to help speed up the service. It can operate on exclusive transit ways, high-occupancy-vehicle lanes, expressways, or ordinary streets. A BRT line combines intelligent transportation systems technology, priority for transit, rapid and convenient fare collection, and integration with land use policy in order to substantially upgrade bus system performance. (Source: American Public Transit Association)



construction of Michigan's first BRT line. The Rapid is preparing for the construction of Michigan's first Bus Rapid Transit project, the Silverline which will provide high speed bus service from 60<sup>th</sup> and Division to downtown Grand Rapids. The Silverline is scheduled to begin operation in 2014. It also has a \$600,000 FTA grant to conduct an alternatives analysis in the Lake Michigan Drive Corridor. The possible impact of this future service will be explored in the analysis of the study. Frequencies on the Route 50, which serves Grand Valley State, will be increased to 6 minutes in January and The Rapid may start running articulated buses, which are extra-long buses with higher passenger capacity than standard vehicles. Finally, ridership has doubled since 2000 with over 11 million trips projected for 2012.

Figure 2-3 presents the route network for The Rapid.

Figure 2-3: The Rapid Fixed Route Network



## 2.4 Harbor Transit

Harbor Transit operates in a 39.2 square mile area. In 2010, Harbor Transit carried 115,345 passengers. The system serves the City of Grand Haven, the Village of Spring Lake, and the City of Ferrysburg, and is

initiating service to Grand Haven Charter Township following approval by the residents of the township at a millage election in May 2011. Harbor Transit, formerly a City department, is administered by the Harbor Transit Multi-Modal Transit System (HTMMTS) and policy direction is provided by a Board of Directors which is composed of representatives of the participating units of government. Each governmental unit contributes financial support for Harbor Transit through a special millage and from general fund revenues. Services provided by Harbor Transit include demand-response public bus transit, contractual services, and trolley transportation.

Harbor Transit operates a summer Grand Haven trolley route from 11:00 AM to 10:00 PM, seven days per week, Memorial Day weekend to Labor Day. The seasonal trolley service offers an historic tour of the area. Harbor Transit service is available to the general public with about 24 percent of riders comprised of seniors and people with disabilities. Harbor Transit also carries students to and from the various schools in its service area.

Harbor Transit has a fleet of 21 vehicles that seat between 18 and 24 passengers. The system has one primary facility where administrative offices are located, along with vehicle maintenance and storage. The location at 440 North Ferry Street, known as the Harbor Transit Transfer Station, is also the site of the former Greyhound bus stop and is a layover location for Harbor Transit vehicles. Customer service and dispatch functions are provided through the facility, but the location is not a major passenger terminal.

Harbor Transit has a fleet of 20 vehicles that seat between 18 and 24 passengers. The system has one primary facility where administrative offices are located, along with vehicle maintenance and storage. This facility, located at 440 North Ferry Street in Grand Haven, is known as the Harbor Transit Transfer Station. It formerly served as a Greyhound bus stop and is a layover location for Harbor Transit vehicles. Customer service and dispatch functions are provided through the facility but the location is not a major passenger terminal.

## **2.5 Service Comparisons**

### **Transit Service Hours and Frequencies**

Tables 2-4 and 2-5 present the days and hours of operation and number of daily trips or frequencies for public services and private carriers serving West Michigan. Service days and hours vary widely by operator. Service is generally available from 6:00 AM to 7:00 PM. Of the local operators, The Rapid is the only service provider which begins service at 5:00 AM on weekdays and extends until 11:00 PM. The Rapid service to GVSU operates until 12:00 AM to serve the student population. Both MATS and MAX do not have late-night service and do not operate on Sundays. The Rapid and Harbor Transit operate seven days a week; however Harbor Transit has greatly reduced hours on Sunday (until 1:00 PM). There are no regularly scheduled/coordinated services for general trip purposes that allow passengers to transfer between services provided by any of the four primary transit agencies.

**Table 2-4: West Michigan General Public Transit Service Hours and Frequencies**

Operator	Service Areas	Service Hours			Service Frequency
		Weekdays	Saturdays	Sundays	
MAX	Holland Zeeland	6:00 am - 7:00 pm	8:00 am - 7:00 pm	no service	60 minutes
MATS	Muskegon Muskegon Heights Roosevelt Park Norton Shores Muskegon Township	6:30 am – 10:40 pm	9:30 am - 5:45 pm	no service	60 minutes
The Rapid	Grand Rapids metro	5:00 am -12:15 pm*	5:30 am -10:00 pm*	5:30 am -10:00 pm*	30 minutes
	Grand Valley State University (GVSU)	7:00 am -12:15 am	no service	no service	6 minutes
	Gerald R. Ford International Airport	6:30 am -10:30 pm	no service	no service	60 minutes
Harbor Transit	City of Grand Haven Village of Spring Lake City of Ferrysburg and Grand Haven Charter Township.	6:00 am - 6:00 pm	9:00 am - 4:00 pm	8:00 am - 1:00 pm	Demand-response transportation service 24 hour reservation required

Sources: Macatawa Area Express, Muskegon Area Transit System, Interurban Transit Partnership, Harbor Transit

\* Service hours vary by route \*\* Service ends at 6:00 pm on Fridays

**Table 2-5: West Michigan Specialized Transit Service Hours and Frequencies**

Operator	Service Areas	Days	Hours	Reservations
Reserve-A-MAX	Holland and Zeeland	M-F Sat	6:00 am - 7:00 pm 8:00 am - 7:00 pm	Reservations must be made 24 hours in advance but no later than 4:00 pm the day prior to travel
MATS GoBus	GoBus travels all of Muskegon County	M-F Sat	7:00 am – 6:00 pm 9:30 am – 5:30 pm	Reservations may be made up to 14 days in advance or on a next day/ same day basis, as space permits
The Rapid GO!Bus	180-square mile area of Grand Rapids	M-F Sat Sun	4:45 am - 11:55 pm 5:15 am - 10:10 pm 7:00 am - 7:20 pm	At least one day in advance (by 4:30 p.m.) and no more than 14 days in advance

Sources: Macatawa Area Express, Muskegon Area Transit System, Interurban Transit Partnership, Harbor Transit

## 2.6 Operating Characteristics

### Fares and Fare Instruments

Fare categories are generally consistent for each transit service: “general” for adults and discounted fares for senior and/or disabled persons. MAX and Harbor Transit have youth/student fares and all West Michigan transit systems have discount fares for seniors and people with disabilities. All systems allow children under a certain age to ride free when accompanied by a fare-paying adult. Fares for general transit service in West Michigan range from \$1.00 to \$1.50.

Fares for paratransit services are higher than general services and range from \$1.00 to \$7.00. The fare on MATS’ GoBus ranges from \$2.00 to \$5.00 depending on the origin and destination zone of the trip.

With the exception of Harbor Transit, which operates general public demand-response service, the other three public dial-a-ride services are limited to seniors or people with a disability, along with services operated by Pioneer Resources and Georgetown Seniors (see Other Transportation Providers at the end of this chapter). Tables 2-6 and 2-7 summarize fares for West Michigan’s general public transit services and specialized demand-responsive services. None of West Michigan’s transit operators currently have an interagency transfer agreement.

**Table 2-6: Cash Fares – General Public Transit Services**

	MAX	MATS	The Rapid	Harbor Transit
Adults (age 18-64)	\$1.00	\$1.25	\$1.50	\$1.50
Youth (age 5-17)	\$0.50	\$1.25	\$1.50	\$0.75
Seniors (age 65+)	Free	\$0.60	\$0.75	\$0.75
ADA/ Medicare Cardholder	Free	\$0.60	Free/\$0.75	\$0.75
Children 5 and under	Free	Free	Free	Free

Sources: Macatawa Area Express, Muskegon Area Transit System, Interurban Transit Partnership, Harbor Transit

**Table 2-7: Cash Fares – Specialized Transit Services**

Operator	Seniors	Disabled	Fare Discount Eligibility
MAX	\$1.00	\$1.00	Seniors 70 or older, ADA/ Medicare cardholders, children age 5 and under ride free.
MATS GoBus	\$2.00 - \$5.00	\$2.00 - \$5.00	Persons older than age 60, persons with disabilities
The Rapid GO!Bus	\$7.00	\$3.00	ADA certified or older than 65 years of age

Sources: Macatawa Area Express, Muskegon Area Transit System, Interurban Transit Partnership, Harbor Transit

## Discount Passes

One of the characteristics of a regional commuter bus service is that multi-ride tickets or passes are usually available. Currently, local transit providers in West Michigan offer a variety of discounted fare options for passengers including punch passes, monthly passes, and student passes as shown in Table 2-8. A punch pass typically allows for 10 rides per pass and a monthly pass is good for unlimited rides during a given month. Student passes are either available based on a school semester or via a reduced-price fare card. Additional discounted fares are available for seniors and persons with disabilities.

**Table 2-8: Discount Passes – West Michigan Transit**

	Punch Pass	Monthly Pass	Student Pass
Harbor Transit	\$22.50 (36 rides), \$7.50 (12 rides)		
MAX	\$10	\$30	\$50/ semester
MATS <i>Senior &amp; Disabled</i>	\$12.50* \$6*	\$40 \$20	N/A
The Rapid <i>Senior &amp; Disabled</i>	\$11.50* \$7.50*	\$40 \$26	\$9/ 10-ride fare card

Sources: Macatawa Area Express, Muskegon Area Transit System, Interurban Transit Partnership, Harbor Transit

\* 10-ride card. Note: Picture ID may be required with Medicare Card to receive discounted fare.

It should be noted that a significant number of human service agencies and public service departments rely on the availability of passes and tickets, purchasing them from the various transit operators. For example, the North Ottawa Council on Aging offers clients bus passes for Harbor Transit. Disability Connection in Muskegon purchases bus passes from MATS to provide to its consumers. Community Mental Health of Ottawa County purchases passes directly with MAX and Disability Advocates of Kent County subsidizes passes on The Rapid for access to its events.

## 2.7 Transit Bus Fleets

Table 2-9 presents the vehicle fleet information for the public transit operators in West Michigan. The Rapid has the largest fleet, with an active roster of 202 vehicles. The useful lifespan of heavy duty buses is typically twelve years.<sup>3</sup> Although one-third of The Rapid’s vehicles are more than ten years of age, many of them have undergone a full rehabilitation, in which they were rebuilt to “like-new” condition. MAX, MATS, and Harbor Transit have similar fleet sizes with 26, 20, and 20 vehicles, respectively.

<sup>3</sup> The Federal Transit Administration (FTA) defines the service life of a 35'-40' heavy duty transit bus as 12 years or 500,000 miles.

**Table 2-9: Passenger Vehicle Fleets for West Michigan Transit Agencies**

Number of Vehicles	Year	Type	Seats	Wheelchair positions
<b>Macatawa Area Express</b>				
2	2001	Medium Duty	24	2
7	2003	Medium Duty	24	1
4	2005-2006	Medium Heavy Duty	24	2
1	2005	Small light duty van	8	2
12	2008-2010	Light duty cutaway	19	2
4	2010	Medium Duty	29	2
<b>The Rapid</b>				
121	1997-2009	Large Heavy Duty	34-40	2
2	2001-2002	Small light duty van	7	0
78	2005-2011	Light duty cutaway	6-21	2
<b>Muskegon Area Transit System</b>				
3	1999	Large Heavy Duty	28	2
3	2005	Medium Duty	23	2
4	2006	Large Heavy Duty	32	2
1	2007	Light Duty Cutaway	15	2
5	2009	Large Heavy Duty	32	2
5	2010-2011	Light Duty Cutaway	8	4
3	2011	Large Heavy Duty	32	2
<b>Harbor Transit</b>				
2	1999	Trolley	22	1
4	2002	Medium Duty	20	3
2	2003	Medium Duty	20	3
3	2005	Medium Duty	18	3
7	2009/2010	Light Duty Cutaway	14	2
2	2011	Light Duty Cutaway	10	3

## 2.8 Existing Operating Funds

Transit agencies in West Michigan are funded primarily with Federal and State grants. Local funding is typically provided through a property tax millage. In some cases, operating support is provided by direct payment for operations, such as the service GVSU purchases from The Rapid. Table 2-10 shows operating revenues and passenger fares for the four primary transit services in West Michigan. A summary description is presented below.

**Local funding.** Local revenues come from local property tax millages or other local government contributions to support transit operations. In some cases, such as for Harbor Transit, local funding also comes from a combination of private business (Meijer) and contributions from adjacent towns and townships for the operation of services beyond Grand Haven city boundaries.

**State funding.** Originally passed in 1951, Act 51 established a State transportation fund. Act 51 provides funding for public transit services, and outlines how revenue from the Michigan Transportation Fund is distributed to counties and cities. Comprehensive Transportation Fund revenues are reserved for public transportation purposes, and provide operating assistance for local transit authorities, intercity bus, and passenger rail carriers. State Operating Assistance funds are derived from gas tax revenues, and have been a source of concern among transit providers due to declining revenues. All four transit agencies in West Michigan receive state operating assistance.

**Federal funding.** Federal Transit Administration (FTA) Section 5307 funding is a formula program with funds apportioned to urbanized areas with populations between 50,000 and 200,000 for funding capital projects and to support transit operations. Section 5307 provides funding for capital and planning at 80% of costs and for operating at up to 50% of costs. Funds are apportioned to urbanized areas utilizing a formula based on population, population density and other factors associated with transit service and ridership. MAX, MATS and Harbor Transit all receive FTA Section 5307 operating funds to support their transit service operations which require a 50% match from other locally derived sources. The Congestion Mitigation and Air Quality (CMAQ) program provides funds for projects that contribute to the attainment or maintenance of federal air quality standards. CMAQ funds are primarily used for capital projects, however a portion of CMAQ funding may be used to support the operating expenses for new or expanded transit service but only for the first three years of operation. MATS used CMAQ Demonstration funds to help pay for its Harvey Street Route when the service was initiated.



**Table 2-10: Operating Revenues, FY 2008, for West Michigan Transit Systems**

	<b>MAX</b>	<b>MATS</b>	<b>The Rapid</b>	<b>Harbor Transit</b>
<b>Passenger Fares</b> <sup>(1)</sup>	\$186,247	\$508,438	\$5,104,261	\$154,831
<b>Local Funding</b>				
Local Operating Assistance <sup>(2)</sup>	\$71,646	\$132,167	\$3,497,898	\$514,812
Local Property Tax Revenues <sup>(3)</sup>	\$767,724		\$11,709,837	
<b>State Funding</b>				
State Operating Assistance	\$1,300,561	\$725,601	\$9,715,652	\$535,589
Other State Funding Sources <sup>(4)</sup>				
<b>Federal Funding</b> <sup>(5)</sup>				
FTA Section 5307	\$1,100,000	\$875,311		\$404,379
Other Federal Funds		\$300,000		\$4,740
<b>Other/Miscellaneous Revenues</b> <sup>(6)</sup>	\$81,273	\$79,756	\$554,427	\$2,656
<b>TOTAL</b>	<b>\$3,507,451</b>	<b>\$2,621,273</b>	<b>\$32,797,266</b>	<b>\$1,540,460</b>

Source: State of Michigan DOT PTMS Reconciled Report, FY 2010

Notes:

(1) Includes all local and contracted passenger fares for Harbor Transit.

(2) Direct contributions from local general funds, agencies, private business, or contracts to operate in adjacent cities/communities; Harbor Transit receives money from local millage but local property tax revenues are not broken out from other local contributions in the transit agency's PTMS report.

(3) Local millage for support of public transit

(4) Contract reimbursements

(5) The Rapid does not receive Federal operating funds. Transit systems in areas with populations greater than 200,000 receive their funds directly from the FTA and cannot use these funds for operating expenses, except in specific circumstances.

(6) MAX: Includes charter service, advertising, facility rentals, and interest income; MATS: Includes concessions, advertising, Greyhound ticketing, facility rentals, asset sales, and interest income; The Rapid: Includes advertising revenues and interest income; Harbor Transit: Includes refunds.

## 2.9 Performance Comparisons

Table 2-11 presents major operating and financial data and key performance indicators for local and regional transit services in West Michigan. Historical data for operating statistics and ridership type covering the past three years is presented in Appendix A. Because of the wide variation in the type and level of services provided, performance also varies tremendously. Similarly, the farebox recovery ratios show wide variation. The Rapid has a 15% farebox recovery ratio whereas Harbor Transit and MAX recover ten percent and five percent of their costs from passenger fares respectively. MATS has a 21 percent farebox recovery ratio. System performance is expected to vary widely for different types of service. It is important to understand that different levels of efficiency and effectiveness are factors when establishing performance standards for proposed regional transit services in the next phase of this study.<sup>4</sup>

**Table 2-11: Comparative Performance, FY 2010**

	MAX	MATS	The Rapid	Harbor Transit
<b>Operating Data</b>				
Operating Cost	\$3,641,371	\$2,385,174	\$31,936,983	\$1,496,912
Passengers	336,481	641,416	9,771,372	115,345
Revenue Miles <sup>(1)</sup>	815,640	595,223	7,570,074	260,115
Revenue Hours <sup>(1)</sup>	65,011	43,254	573,294	19,955
Farebox Revenue	\$186,247	\$508,438	\$5,104,261	\$154,831
<b>Performance Indicators</b>				
Cost/Passenger	\$10.82	\$3.72	\$3.27	\$12.98
Cost/Hour	\$56.01	\$55.14	\$55.71	\$75.01
Average Fare/Passenger	\$0.55	\$0.79	\$0.52	\$1.34
Farebox Recovery Ratio <sup>(2)</sup>	5.1%	21.3%	15.9%	10.3%
Subsidy/Passenger <sup>(3)</sup>	\$10.27	\$2.93	\$2.74	\$11.64

Operating Data Source: Transit agencies and State of Michigan DOT PTMS Reconciled Report, FY 2010

(1) Revenue Miles/Hours are the number of in-service miles/hours operated by the transit agency. Excludes deadheading (non-revenue service miles/hours).

(2) Farebox Recovery Ratio is equal to farebox revenues divided by operating cost.

(3) Subsidy/Passenger represents the cost that is not covered by fares to carry each passenger.

Ridership statistics shown in Appendix A reflect regular passengers and seniors and passengers with disabilities. While overall ridership and seniors has remained relatively constant substantial rises in ridership of passengers with disabilities have occurred.

<sup>4</sup> Efficiency indicators are those which evaluate how resourceful an operation is, such as level of vehicle utilization or cost per output. Cost per hour is a common example of a transit efficiency indicator. Effectiveness indicators allow an agency to monitor how well transit services are used, or to evaluate a per unit operation of service. For example, cost per passenger or passengers per hour are typical service effectiveness indicators.

## **2.10 Local/Nonprofit Carriers**

### **Georgetown Seniors**

Georgetown Seniors provides transportation to Georgetown Township residents only over 55 years of age or with a disability in the Georgetown area and throughout Ottawa County. The agency provided 15,343 one-way passenger trips in FY 2010, with a fleet of four buses and two vans.

Fares for the service are \$12.00 roundtrip for any trip in the Georgetown area, \$5.00 roundtrip for travel to and from the Senior Center, or travel to and from a supermarket. Fares from Georgetown to Hudsonville or Grandville are \$15.00 roundtrip. Trips to Holland and Grand Rapids and other locations within Ottawa County are \$30.00 roundtrip.

Funding for the transportation program comes from fares as well as Michigan Department of Transportation Specialized Services funds (\$48,113). Additional funding is provided by Ottawa County Community Action Agency, CareTree Adult Day Services, and Georgetown Township.

### **Pioneer Resources**

Pioneer Resources is a Muskegon based non-profit agency that assists people with disabilities through a variety of services, including transportation. Pioneer Resources offers services for persons with mobility impairments, developmental disabilities, senior citizens and other facing transportation barriers, and provided 72,053 trips in FY 2010 in Ottawa County.

Funding for Pioneer Resources comes from the Michigan Department of Transportation's Specialized Services Program (\$109,456), FTA funding from the Job Access Reverse Commute program (\$77,000) and New Freedom program (\$50,000). Pioneer Resources also receives funds from a number of private and public sources, including Community Mental Health Services of Muskegon County, Ottawa County Community Mental Health, the Muskegon Area Intermediate School District, Michigan Rehabilitation Services, the Fremont Area Community Foundation, Ottawa County Michigan Works, Medical Transportation Management, the Community Foundation for Muskegon County and Access to Care.

Pioneer Resources' transportation fleet includes:

- Lift equipped transit buses
- School buses
- Lift equipped vans

Transportation Services are provided in partnership with the following organizations:

- The Lakeshore Behavioral Health Alliance
- Muskegon Area Intermediate School District
- Muskegon-Oceana Head Start Program
- Life Circles/PACE Program

## 2.11 Regional/National Carriers

Regional private carriers in West Michigan serve a vital transportation function. This section identifies services which primarily respond to niche markets where premium fares are accepted and tolerated by passengers. Services discussed below include Amtrak, Greyhound, Lake Express Ferry, and Indian Trails Motor Coach, as well as nearby airports.

### Amtrak

Amtrak provides passenger rail service via three separate routes connecting Chicago with the Michigan cities of Grand Rapids, Port Huron, and Detroit, as well as other stations along the three lines. These three routes are known collectively as *Michigan Services*, all of which are also a component of the Midwest Regional Rail Initiative.<sup>5</sup> Michigan Services are made up of the following routes:

- Blue Water: Port Huron-Chicago
- Wolverine: Pontiac-Chicago
- Pere Marquette: Grand Rapids-Holland-Chicago

Tickets can be purchased on-line or at stations in Holland (at the Padnos Transportation Center) and Grand Rapids (431 Wealthy Street, near Market Street), which are open from 6:30 AM to 10:30 PM daily. The standard one-way fare from Grand Rapids to Chicago is approximately \$52.50. The one-way fare from Grand Rapids to Holland is \$7.50. Although the rail link exists, service is limited. Trains leave Grand Rapids for Holland every morning at 7:35 AM and return at 10:20 PM. A train leaves Holland at 8:21 AM for Chicago and returns at 9:21 PM, for service onward to Grand Rapids.

As mentioned in the write-up about The Rapid, the Amtrak station in Grand Rapids is being relocated from its current address to Central Station, the downtown transit terminal for The Rapid, creating a true intermodal facility at that site.

### Greyhound

Greyhound provides a nationwide bus service, giving West Michigan residents access to destinations in Michigan and throughout the United States. Both Greyhound and Indian Trails (see below) serve more than 100 communities throughout Michigan, providing almost one million intercity bus passenger trips annually for passengers with at least one trip end in Michigan. Greyhound works with private intercity operators, private charter companies, and limousine operators in order to provide regional travel. Greyhound has stops in West Michigan at the MATS Terminal in Muskegon and Grand Rapids Central Station. The route map is shown in Appendix C.

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<sup>5</sup> The Midwest Regional Rail Initiative is a plan to implement a high-speed rail network in the Midwestern United States, using Chicago as a hub and including 3,000 miles (5,000 km) of track. Primary routes would stretch across Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin, possibly reaching Kentucky.

Greyhound service between Grand Rapids and Muskegon is \$15.00 one-way. There is no discount for a round trip. The two trips in each direction are illustrated in Table 2-12.

**Table 2-12: Greyhound Bus Schedule (Muskegon-Grand Rapids)**

	Depart Muskegon	Arrive Grand Rapids	Depart Grand Rapids	Arrive Muskegon
Trip 1	6:05 AM	6:55 AM		
Trip 2			11:40 AM	12:30 PM
Trip 3	3:10 PM	4:00 PM		
Trip 4			4:55 PM	5:45 PM

Source: Current schedule posted on Greyhound website (subject to change)

### Indian Trails Motor Coach

Indian Trail serves more than 750,000 passenger trips annually. Services include charters, tours, shuttles, airport transfers, casino runs and daily scheduled routes throughout Michigan and into Chicago, as well as Milwaukee. Indian Trails provides four daily trips between Chicago and Flint, with stops in Grand Rapids and Holland. Indian Trails has stops in West Michigan at Grand Rapids Central Station and the Padnos Transportation Center in Holland. All motor coaches are accessible.

Indian Trails buses depart Grand Rapids for Holland and continue onward to Chicago via Benton Harbor and Gary (Table 2-13). Buses from Chicago stop in Holland and travel to Grand Rapids en route to Flint. The fare for a one-way trip is \$8.80 and the round-trip fare is \$16.75.

**Table 2-13: Indian Trails Bus Schedule (Grand Rapids-Holland)**

	Depart Grand Rapids	Arrive Holland	Depart Holland	Arrive Grand Rapids
Trip 1	10:30 AM	11:10 AM		
Trip 2			2:55 PM	3:40 PM
Trip 3	4:50 PM	5:30 PM		
Trip 4			10:10 PM	10:50 PM

Source: Current schedule posted on Indian Trails website (subject to change)

### 2.12 Ferry

Lake Express is a high-speed auto and passenger ferry that crosses Lake Michigan and links the cities of Milwaukee and Muskegon. Lake Express operates from late spring to the fall of each year. Ferry service began on June 1, 2004. Crossing Lake Michigan by ferry takes two and one-half hours.

One-way fares between Muskegon and Milwaukee are \$95.00 for adults, free for children with an adult paid fare, and \$75.50 for seniors. Transporting vehicles are an additional \$100.50. The Lake Express leaves Muskegon twice a day, at 10:15 AM and 4:45 PM. Muskegon's summer trolley service operates to/from the Lake Express ferry terminal. A car rental facility is also located at the ferry terminal in Muskegon.

## **2.13 Major Airports**

**Gerald R. Ford International Airport (GRR)** is a commercial airport located a few miles southeast of Grand Rapids. GRR is the largest regional commercial service airport in West Michigan, with nonstop service to major airports such as Detroit Metro, Chicago O'Hare, Atlanta, Denver, and Las Vegas. Metro Cab and car rental companies provide ground transportation service at the airport.

**Muskegon County Airport** is a public airport located four miles south of Muskegon in Muskegon County. The airport has two runways and is mostly used for general aviation but is also served by Northwest Airlines' commuter service flying turboprop planes to its Detroit hub. Charter flights are also scheduled to/from the airport, as well as private air services.

## **APPENDIX A: TRANSIT SYSTEM HISTORICAL PERFORMANCE OVERVIEW**

HARBOR TRANSIT

Harbor Transit Demand Response Service	FY 2008 Actual	FY 2009 Actual	FY 2010 Actual
Operating Cost % change	\$1,486,050	\$1,460,857 -1.7%	\$1,496,912 2.5%
Passengers % change	106,800	125,700 17.7%	115,345 -8.2%
Revenue Miles % change	267,091	247,933 -7.2%	260,115 4.7%
Revenue Hours % change	20,308	19,230 -5.3%	19,955 3.6%
Farebox Revenue % change	\$158,429	\$151,744 -4.2%	\$154,831 2.0%
Operating Cost/Passenger % change	\$13.91	\$11.62 -16.5%	\$12.98 11.7%
Operating Cost/Revenue Hour % change	\$73.18	\$75.97 3.8%	\$75.01 -1.3%
Passengers/Revenue Hour % change	5.26	6.54 24.3%	5.78 -11.6%
Average Fare/Passenger % change	\$1.48	\$1.21 -18.6%	\$1.34 11.2%
Farebox Recovery Ratio % change	11%	10% -1%	10% 0%
Subsidy/Passenger % change	\$12.43	\$10.41 -16.2%	\$11.64 11.7%

Source: Michigan Department of Transportation  
Public Transportation System Performance Management Report



THE RAPID (FIXED ROUTE)

Harbor Transit Demand Response Service	FY 2008 Actual	FY 2009 Actual	FY 2010 Actual
Operating Cost % change	\$1,486,050	\$1,460,857 -1.7%	\$1,496,912 2.5%
Passengers % change	106,800	125,700 17.7%	115,345 -8.2%
Revenue Miles % change	267,091	247,933 -7.2%	260,115 4.7%
Revenue Hours % change	20,308	19,230 -5.3%	19,955 3.6%
Farebox Revenue % change	\$158,429	\$151,744 -4.2%	\$154,831 2.0%
Operating Cost/Passenger % change	\$13.91	\$11.62 -16.5%	\$12.98 11.7%
Operating Cost/Revenue Hour % change	\$73.18	\$75.97 3.8%	\$75.01 -1.3%
Passengers/Revenue Hour % change	5.26	6.54 24.3%	5.78 -11.6%
Average Fare/Passenger % change	\$1.48	\$1.21 -18.6%	\$1.34 11.2%
Farebox Recovery Ratio % change	11%	10% -1%	10% 0%
Subsidy/Passenger % change	\$12.43	\$10.41 -16.2%	\$11.64 11.7%

Source: Michigan Department of Transportation  
Public Transportation System Performance Management Report

MUSKEGON AREA TRANSIT (FIXED ROUTE)

	FY 2008 Actual	FY 2009 Actual	FY 2010 Actual
Fixed Route Service (MATS)			
Operating Cost % change	\$2,412,579	\$2,417,897 0.2%	\$2,385,174 -1.4%
Passengers % change	611,162	617,828 1.1%	641,416 3.8%
Revenue Miles % change	547,048	534,484 -2.3%	595,223 10.2%
Revenue Hours % change	41,203	39,841 -3.3%	43,254 7.9%
Farebox Revenue % change	\$371,345	\$524,491 41.2%	\$508,438 -3.1%
Operating Cost/Passenger % change	\$3.95	\$3.91 -\$0.01	\$3.72 -\$0.05
Operating Cost/Revenue Hour % change	\$58.55	\$60.69 3.7%	\$55.14 -9.1%
Passengers/Revenue Hour % change	14.83	15.51 4.6%	14.83 -4.4%
Average Fare/Passenger % change	\$0.61	\$0.85 39.7%	\$0.79 -6.6%
Farebox Recovery Ratio % change	15%	22% 7%	21% -1%
Subsidy/Passenger % change	\$3.34	\$3.06 -8.2%	\$2.93 -4.5%

Source: Michigan Department of  
Transportation  
Public Transportation System Performance Management  
Report

MACATAWA AREA EXPRESS (FIXED ROUTE)

	FY 2008 Actual	FY 2009 Actual	FY 2010 Actual
Fixed Route Service (MAX)			
Operating Cost % change	\$3,602,519	\$3,543,687 -1.6%	\$3,641,371 2.8%
Passengers % change	293,798	313,822 6.8%	336,481 7.2%
Revenue Miles % change	831,166	828,601 -0.3%	815,640 -1.6%
Revenue Hours % change	66,728	68,005 1.9%	65,011 -4.6%
Farebox Revenue % change	\$196,264	\$195,516 -4.2%	\$186,247 2.0%
Operating Cost/Passenger % change	\$12.26	\$11.29 -7.9%	\$10.82 -4.2%
Operating Cost/Revenue Hour % change	\$53.99	\$52.11 -3.5%	\$56.01 7.5%
Passengers/Revenue Hour % change	4.40	4.61 4.8%	5.18 12.4%
Average Fare/Passenger % change	\$0.67	\$0.62 -6.7%	\$0.55 -11.2%
Farebox Recovery Ratio % change	5%	6% 1%	5% -1%
Subsidy/Passenger % change	\$11.59	\$10.67 -8.0%	\$10.27 -3.8%

Source: Michigan Department of  
Transportation  
Public Transportation System Performance Management  
Report

HISTORICAL RIDERSHIP DATA (Note, The Rapid and MATS include Senior/Disabled Passengers with Passengers with Disabilities)  
 Source: MDOT Public Transportation System Performance Management Report

FY 2010 Transit Agency	Total Passengers	Senior Passengers	Passengers with Disabilities	Senior/Disabled Passengers	Total Senior and Disabled	Percent to Total Passengers		
						% Senior	% Persons with Disabilities	% Senior/ Disabled
ITP (RAPID)	9,771,372	25,362	254,271	0	279,633	0.3%	2.6%	0.0%
MATS	641,416	67,872	146,441	0	214,313	10.6%	22.8%	0.0%
Harbor Transit	115,345	16,118	32,364	16,006	64,488	14.0%	28.1%	13.9%
MAX	336,481	18,323	107,570	5,987	131,880	5.4%	32.0%	1.8%
<b>TOTAL</b>	<b>10,864,614</b>	<b>127,675</b>	<b>540,646</b>	<b>21,993</b>	<b>690,314</b>			
FY 2009 Transit Agency	Total Passengers	Senior Passengers	Passengers with Disabilities	Senior/Disabled Passengers	Total Senior and Disabled	Percent to Total Passengers		
						% Senior	% Persons with Disabilities	% Senior/ Disabled
ITP (RAPID)	8,657,202	20,913	229,704	0	250,617	0.2%	2.7%	0.0%
MATS	617,828	70,179	146,050	0	216,229	11.4%	23.6%	0.0%
Harbor Transit	125,700	18,341	33,644	13,394	65,379	14.6%	26.8%	10.7%
MAX	313,822	13,988	101,302	6,468	121,758	4.5%	32.3%	2.1%
<b>TOTAL</b>	<b>9,714,552</b>	<b>123,421</b>	<b>510,700</b>	<b>19,862</b>	<b>653,983</b>			
FY 2008 Transit Agency	Total Passengers	Senior Passengers	Passengers with Disabilities	Senior/Disabled Passengers	Total Senior and Disabled	Percent to Total Passengers		
						% Senior	% Persons with Disabilities	% Senior/ Disabled
ITP (RAPID)	9,081,282	25,016	187,971	0	212,987	0.3%	2.1%	0.0%
MATS	611,162	70,431	170,174	0	240,605	11.5%	27.8%	0.0%
Harbor Transit	106,800	19,148	30,895	10,678	60,721	17.9%	28.9%	10.0%
MAX	293,798	14,036	97,487	4,930	116,453	4.8%	33.2%	1.7%
<b>TOTAL</b>	<b>10,093,042</b>	<b>128,631</b>	<b>486,527</b>	<b>15,608</b>	<b>630,766</b>			