

**AGENDA**

Cascade Charter Township  
Downtown Development Authority Board of Directors  
November 15, 2016  
5:30 p.m.  
Cascade Library Wisner Center  
2870 Jacksmith Ave. SE

- ARTICLE 1.** Call the Meeting to Order  
Record the Attendance
- ARTICLE 2.** Approval of the Agenda
- ARTICLE 3.** Approval of the Minutes of September 20, 2016 Meeting
- ARTICLE 4.** Acknowledge visitors and those wishing to speak to non-agenda items *(Comments are limited to five minutes per speaker)*
- ARTICLE 5.** Consider Centennial Business Park Banners
- ARTICLE 6.** Update on Public Transportation and Consider Revision of Cost Allocation
- ARTICLE 7.** Consider 2017 Meeting Schedule
- ARTICLE 8.** Any Other Business
- a. Library Gathering Space Plan – January 24, 2017, 5:30 – 7:00 p.m.
  - b. Update on Planning Activities
- ARTICLE 9.** Adjournment

MINUTES  
Cascade Charter Township  
Downtown Development Authority Board of Directors  
Tuesday, September 20, 2016  
5:30 P.M.  
Cascade Library – Wisner Center

- ARTICLE 1.** Chairman Huhn called the meeting to order at 5:35 P.M.  
Members Present: Huhn, Beahan, Kingsland, Ridings, Rowland, Siegle, Smith, Stephan  
Members Absent: Smith (Member Smith left meeting during discussion of Article 4)  
Others Present: DDA Director Sandra Korhorn, and those listed on the sign in sheet.
- ARTICLE 2. Approve the current Agenda.**  
  
**Motion was made by Member Smith to approve the Agenda. Support by Member Kingsland. Motion carried 9 to 0.**
- ARTICLE 3. Approve the Minutes of the August 16, 2016 Meeting.**  
  
**Motion was made by Member Smith to approve the Minutes as presented. Support by Member Beahan. Motion carried 9 to 0.**
- ARTICLE 4. Acknowledge visitors and those wishing to speak to non-agenda items.**  
  
Nancy McDonough came forward as a representative of the Centennial Park Business Owners Association, specifically 2959 Lucerne Building, via Silveri Management. She wanted to express her thanks for the DDA’s participation in the past with the sidewalks and the trees and looks forward to working with the Board in regards to the banners and beautification projects in the future.
- ARTICLE 5. Presentation of and consider Cascade Community Gathering Place Plan**  
  
Director Korhorn stated that’s she has received and forwarded a copy of the final draft of the Cascade Community Gathering Place plan on the library property. The idea for the public gathering space in this area came from public input received at various meetings. As part of this process, the consultant, as well as staff met with representatives from the KCRC, Library staff, and representatives from Friends of the Library, as well as the Cascade Community Foundation for input on the proposed plan. There was also an online survey and two public input meetings regarding the plan.  
  
Director Korhorn stated that she is looking for a positive recommendation to the Township Board for the plan.  
  
Mr. Trevor Bosworth of Viridis Design Group, came forward with a presentation of the final plan unveiling for the Gathering Place and phasing plan and answer any questions the board may have. Mr. Bosworth gave an overview of the project, previous planning and public input, the 2011 DDA plan, an analysis of the survey results from the online survey, the June 14 community input meeting results and the master plan.

Extensive discussion followed concerning:

- (1) the recirculating fountain (the liability issues, cost of maintenance and who would maintain it);
- (2) Parking;
- (3) Capacity and uses for the amphitheater;
- (4) Location of the restroom facilities;
- (5) Skate park; and
- (6) Long term financing (at this time a DDA funded project).

Diane Cutler from the Library then came forward and expressed her excitement for the plan and endless possibilities that the Community Gathering Place would bring.

**Motion was made by Member Puplava and supported by Member Kingsland to approve the Gathering Plan and recommended the plan be sent to the Township Board for approval. Motion carried 8-0.**

**ARTICLE 6. Discuss Projects for 2017**

Director Korhorn recommends at this time two projects for consideration for 2017:

- Lighting of Tassell Park, and
- A DDA logo/marketing/branding initiative.

**ARTICLE 7. Any other business.**

- a. Director Korhorn presented the Board with a Thank You note from a citizen concerning the improvements to Cascade Road.
- b. Metro Cruise Warmup.

Director Korhorn stated that the warmup was a success, with a side note that Thursday was much busier than Friday and possibly next year only holding the event for one day versus two.

- c. Update on Planning Activities.

**ARTICLE 8. Adjournment.**

**Motion was made by Member Beahan to adjourn. Supported by Member Ridings. Motion carried 8 to 0. The meeting was adjourned at 7:05 p.m.**

Respectfully submitted,  
Diana Kingsland, Secretary

---

---

## DDA MEMORANDUM

---

---

**To:** Cascade Township DDA Board

**From:** Sandra Korhorn, DDA/Economic Development Director *SKK*

**Subject:** Discuss Banners in Centennial Park

**Meeting Date:** November 15, 2016

---

At the August meeting representatives from Centennial Business Park were in attendance to present some examples of banner designs they were considering for the business park.

They have come up with a final design and would like to use the banners to market the park as well as potentially use them for wayfinding throughout the park. The business park association will pay for the purchase of the banners. The DDA/Township has committed to hanging and removal of the banners as well as storing them for the park.

While this is not an expense for the DDA, the DDA should "sign off" on the design of the banners as they will be placed in the Centennial Park development area, which is located in the DDA district.

A representative from Centennial Park will be at the meeting to present the design and answer questions.

# CENTENNIAL PARK

A graphic element consisting of three stylized green trees of increasing height from left to right, positioned above a curved green path that starts under the 'K' and sweeps to the right.

## Secondary Logos



## CENTENNIAL PARK COLOR GUIDE

Colors:



### Dark Green

R: 43	C: 81
G: 92	M: 39
B: 26	Y: 100
	K: 35



### Light Green

R: 146	C: 48
G: 200	M: 0
B: 62	Y: 100
	K: 0



### Dark Grey

R: 61	C: 68
G: 61	M: 61
B: 61	Y: 60
	K: 49



### Light Grey

R: 139	C: 48
G: 139	M: 40
B: 139	Y: 40
	K: 4

Due to a concern of readability the committee decided to revisit the banner design. They believe having the logo in a vertical orientation is the best use of the banner and will improve readability for drivers in the park. Two different options have been provided for review.



Option 1





Option 2





# CASCADE CHARTER TOWNSHIP

2865 Thornhills SE Grand Rapids, Michigan 49546-7140

**Date:** November 15<sup>th</sup>, 2016  
**To:** Cascade Township Downtown Development Authority  
**From:** Township Board Finance Committee  
Ben Swayze, Township Manager  
**Subject:** 28<sup>th</sup> Street Bus Service Cost Allocation

---

## **FACTS:**

Early this year, with support from the Downtown Development Authority and the Cascade Township Board, the Township entered into a 3-year pilot program to offer linehaul bus service on 28<sup>th</sup> Street through the Interurban Transportation Partnership (The Rapid). The service was initially started with the financial arrangement that the Township General Fund would cover 75% of the cost of the service and the Downtown Development Authority would cover 25% of the service. Efforts were made to receive contributions for the service from businesses benefitting from the service, but those contributions have not come to fruition.

The cost of the 28<sup>th</sup> Street linehaul service for ITP FY 17 (October 1 2016 – September 30 2017) is \$376,045. This represents 5,526 billable hours at \$68.05 per hour. This is a 0.8% decrease from the costs for FY16.

Attached for your review are:

- 28<sup>th</sup> Street Linehaul and Paratransit Services Contract
- 3<sup>rd</sup> Quarter Township Transportation Report

## **ANALYSIS & CONCLUSIONS:**

During their review of the 2017 proposed budget, the Township finance committee reviewed the current cost allocation of the 28<sup>th</sup> Street bus service as well as the quarter transportation report. The Finance Committee is of the opinion that the primary beneficiary of the bus service is the businesses along 28<sup>th</sup> Street which compromise the Cascade Downtown Development Authority. During the 2<sup>nd</sup> Quarter report public hearing, the Township heard from several businesses, including Meijer, Cascade Roadhouse and Arby's, about the positive effect the bus service has had on their businesses, including the ability to hire employees without their own mode of transportation. In addition to the businesses that came to the meeting, the 2<sup>nd</sup> Quarter report contained several testimonies from Downtown Development Authority businesses regarding the benefit of the service to their business.

## **FINANCIAL CONSIDERATIONS:**

Given the documented benefit of the 28<sup>th</sup> Street linehaul bus service to the businesses of the Downtown Development Authority, the Finance Committee is recommending the DDA incur the larger share of the cost of the service. The Finance Committee has recommended that the DDA cover 75% of the cost of the service and the Township General Fund cover 25% of the cost of the service. Under that allocation, the dollar amounts for ITP FY17 would be:

**Downtown Development Authority: \$282,033**  
**Township General Fund: \$94,011**

**RECOMMENDED ACTION:**

Provide a response to the Township Board Finance Committee regarding the cost allocation for the 28<sup>th</sup> Street Linehaul Bus Service for FY 17.

**AGREEMENT BETWEEN**  
**THE INTERURBAN TRANSIT PARTNERSHIP**  
**AND**  
**CASCADE TOWNSHIP**  
**FOR LINEHAUL AND PARATRANSIT SERVICES on 28<sup>th</sup> Street**

Agreement made by and between Cascade Township, hereinafter called the "Township", and the Interurban Transit Partnership, hereinafter called "ITP", with offices at 300 Ellsworth Ave., S.W., Grand Rapids, MI, 49503.

**ARTICLE I – RECITALS**

1. Whereas, ITP provides regular bus service over established routes during published hours and at published frequencies, and
2. Whereas, ITP has the capability of expanding its bus service, particularly service in the Township area, and
3. Whereas, the use of ITP bus service is advantageous for Township residents.

Now, therefore, be it resolved that the Township wishes to encourage the use of ITP bus service by Township residents. The responsibilities of the Township and ITP in the execution of this resolve are set forth below.

**ARTICLE II – RESPONSIBILITIES OF ITP**

1. ITP shall provide bus service to the Township. The route(s) will be developed in agreement with both ITP and the Township. Passenger fares charged for both linehaul and paratransit service shall be those currently adopted by the ITP Board. ITP shall retain all passenger fare revenue.
2. ITP shall provide paratransit service pursuant to the requirements of the Americans with Disabilities Act. All equipment used in providing service to the Township shall be accessible to persons with disabilities. The ADA requires paratransit service be provided to those with a physical or mental disability who are prevented from utilizing linehaul. The paratransit service shall be provided during the same days and hours of operation of the linehaul service, and shall be provided to those whose trips begin or end within the  $\frac{3}{4}$  mile corridor either side

of the linehaul service within the township. ITP shall perform all certifications necessary to determine paratransit eligibility.

3. Liability and Risk

A. ITP shall provide for a Certificate of Insurance to be issued naming the Township as an additional insured. This insurance certificate shall be supplied prior to the start of service. ITP agrees to maintain such insurance for the duration of the project or the term for which services will be rendered.

- Workmen’s Compensation (including occupational disease) under the terms of the Michigan Workmen’s Compensation Act.
- General Liability: \$3,000,000 ultimate net loss each occurrence.
- Automobile Liability: \$3,000,000 ultimate net loss each occurrence.

B. In addition to the above insurance provision, ITP shall indemnify and hold harmless the Township and Township agents, servants, and employees against all loss, damages, legal expenses, and other expenses which they may sustain or become liable for on account of injury to or death of persons, or on account of damage to or destruction of property resulting from any accident resulting from activities conducted by ITP pursuant to this Agreement.

**ARTICLE III – RESPONSIBILITIES OF THE TOWNSHIP**

For linehaul and paratransit service:

Actual linehaul and paratransit costs per hour, less Michigan Department of Transportation Operating Assistance, which shall be 30.5% of expenses for FY 2015-17. For purposes of calculating this cost, the Township shall pay for all hours of service that a bus(es) are in revenue service within the Township’s boundaries.

The cost per hour to the Township, after MDOT assistance, is as follows:

\$68.05 per revenue hour

**ARTICLE IV – MARKETING AND INFORMATION**

ITP shall provide all materials, schedules, and maps necessary to promote the service.

**ARTICLE V – TERM OF AGREEMENT**

1. This Agreement shall be effective starting January 4, 2016 through September 30, 2016. The township shall make its intentions to ITP for renewal of the agreement on or before August 1. The hourly rates shall adjusted at renewal based upon inflationary increases in operating expenses, a decrease in local or State revenues to ITP, or a change in the service levels provided to the Township.
2. This Agreement may be terminated by either party with a minimum three -month prior written notification to the other party.
3. If at any time during the term of this Agreement, either party shall fail to satisfactorily meet the provisions of this Agreement, the dissatisfied party shall so advise the other party by registered mail, indicating in specific detail the nature and basis of its dissatisfaction. If the complaint is based on reasonable cause, the party to whom the complaint is addressed shall have an opportunity to correct the situation giving rise to the complaint within forty-five (45) days written notice by registered mail.

**ARTICLE VI – ADDITIONAL CONDITIONS**

1. ITP shall install all bus stops within the Township service area at its expense.
2. Service shall only be offered on days which the ITP linehaul operates, the hours of service shall be mutually agreed upon and made part of this agreement as attachment "A" – FY 2017 Fixed-Route Services in Cascade Township – 28<sup>th</sup> Street.
3. Additional services may be provided as permitted under Federal Transit Administration charter regulations. Under these guidelines, the service must be advertised and open to the general public. ITP must control the route and determine the fares to be charged. Any trips which do not meet this criteria, as determined by ITP, must first be offered to the private sector. The cost for any charter work shall be at ITP’s current charter rate.

The Agreement is dated the \_\_\_\_\_ day of \_\_\_\_\_, A.D., 2016.

INTERURBAN TRANSIT  
PARTNERSHIP

CASCADE TOWNSHIP

By \_\_\_\_\_  
Executive Director

By   
Appointing Officer

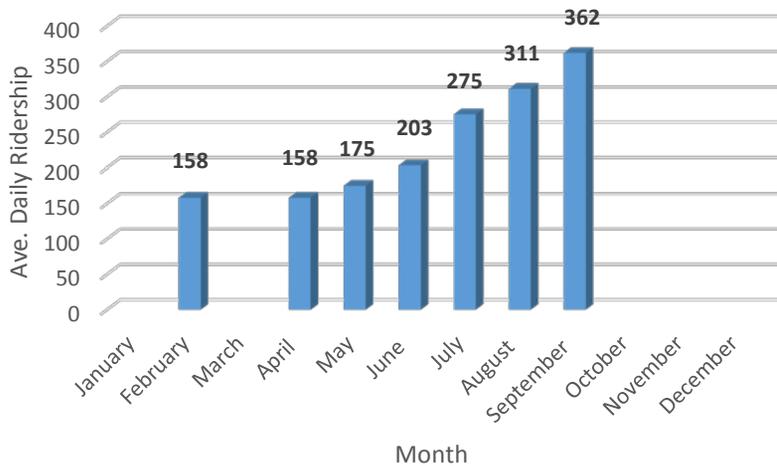
Attest: \_\_\_\_\_

Attest:   
\_\_\_\_\_



# Rapid 28th Street - FY2016 3rd Quarter Ridership Data

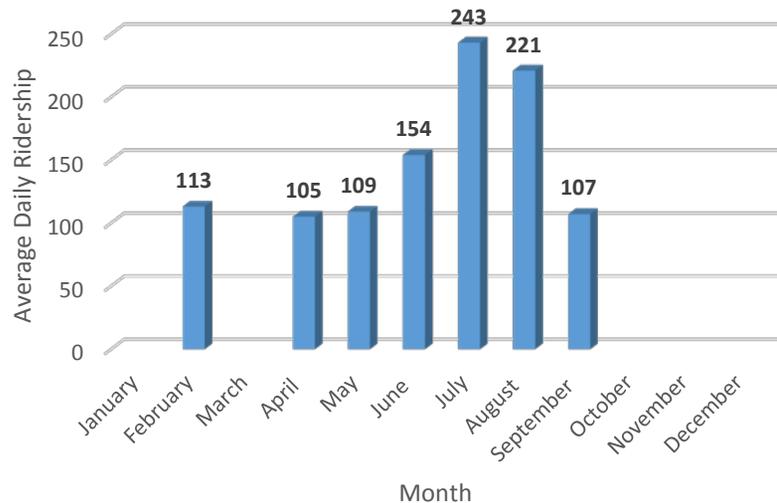
## Rapid - 28th Street Weekday Ridership



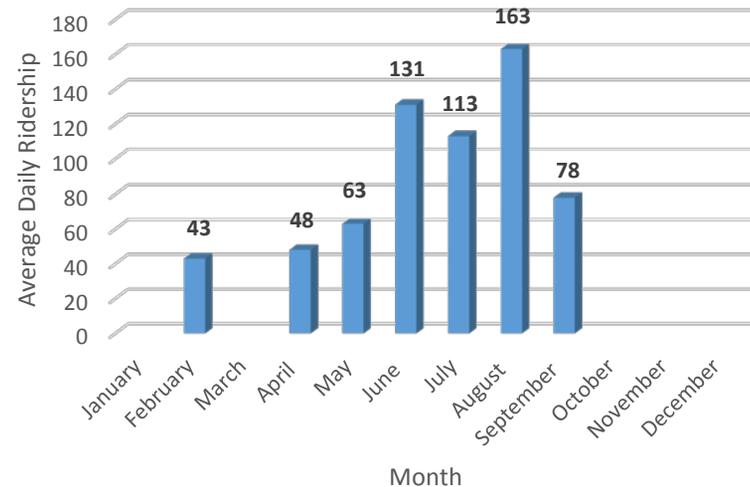
Ridership data is collected by The Rapid and is based on ridership sampling during certain periods. Information for January was unavailable due to the service beginning in the middle of the month, and March data was not made available due to a shortage of data collection. Overall, the trend for ridership has been creeping up the longer the service is in place. The Rapid has indicated that the ridership data compares favorably to other crosstown routes, including the 28th Street crosstown and 44th Street crosstown routes.

Ridership data can also be broken down by passengers per hour (PPH). For example, in September the 28th Street Extension had 27.45 passengers per hour for weekdays. This would make the weekday service one of the better performing routes in the system, which sees averages closer to 23 passengers per hour.

## Rapid - 28th Street Saturday Ridership



## Rapid - 28th Street Sunday Ridership



# Rapid 28th Street - FY2016 3rd Quarter Financial Data

Cascade Township funds the 28th Street Linehaul service on a "per service hour" formula, which is \$68.30 per service hour for the current contract. Based on the hours of service, the Township pays the following "per day" costs:

**Weekday - \$1,234.80    Saturday - \$823.20    Sunday - \$411.60**

The available data begins in February, and March data was incomplete. The trend shows that as ridership has consistently improved for the weekday service, and subsequently the cost per rider to the Township has decreased. The data for the weekend ridership is less consistent, possibly because there are less days of data collection for those days which make them more susceptible to other variables (weather, large events, etc...). We will continue to work with The Rapid to collect more reliable data for weekend ridership.

### Rapid - 28th Street Weekday Per Rider Cost



### Rapid - 28th Street Saturday Per Rider Cost

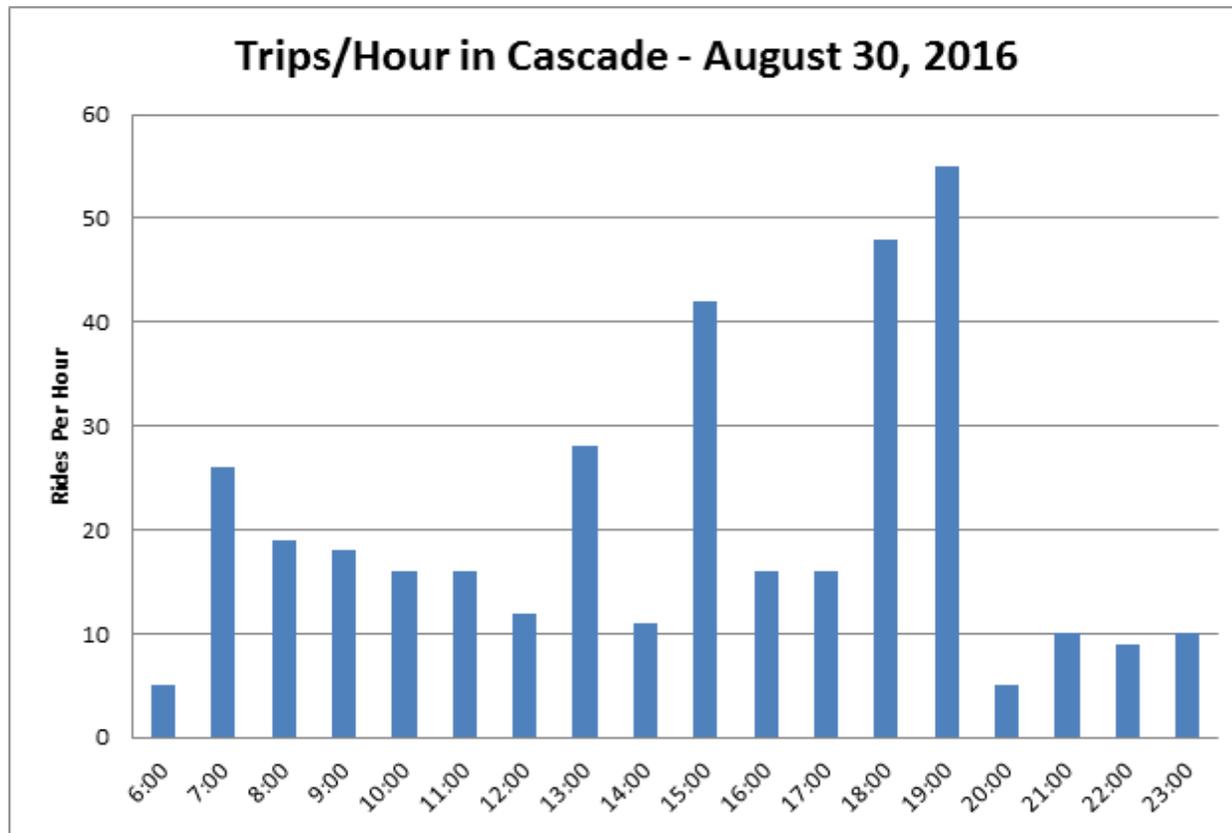


### Rapid - 28th Street Sunday Per Rider Costs



# Rapid 28th Street - FY 2016 3rd Quarter Hourly Usage Data

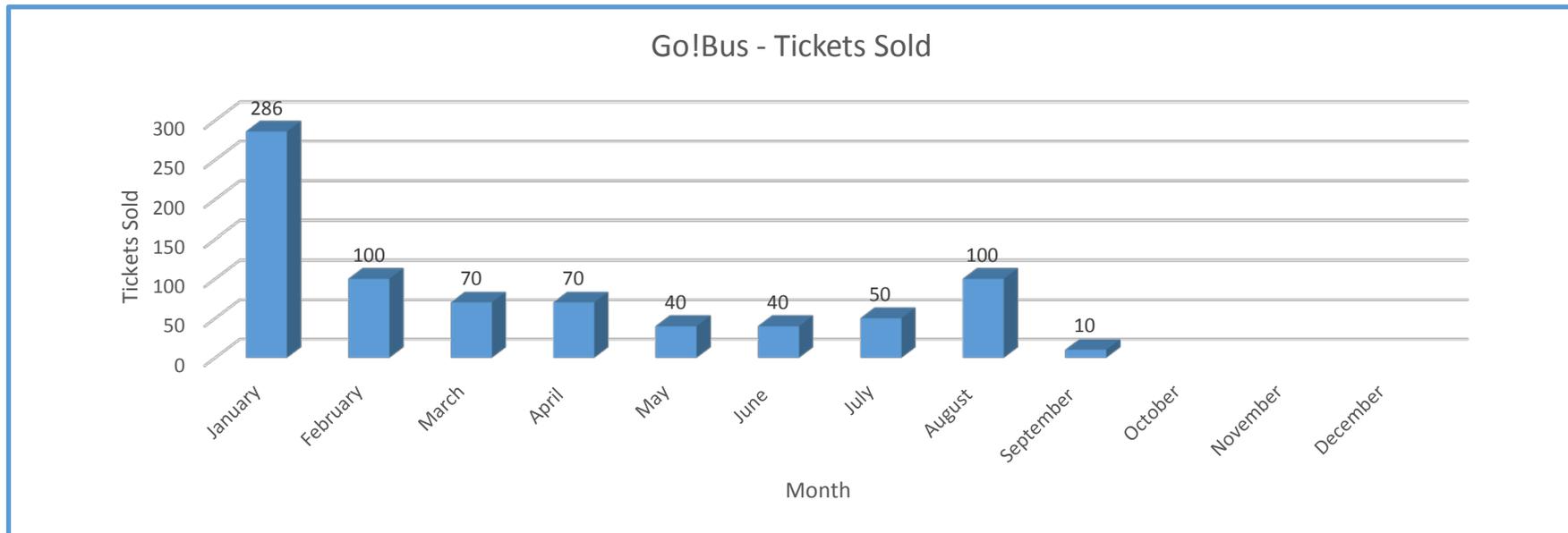
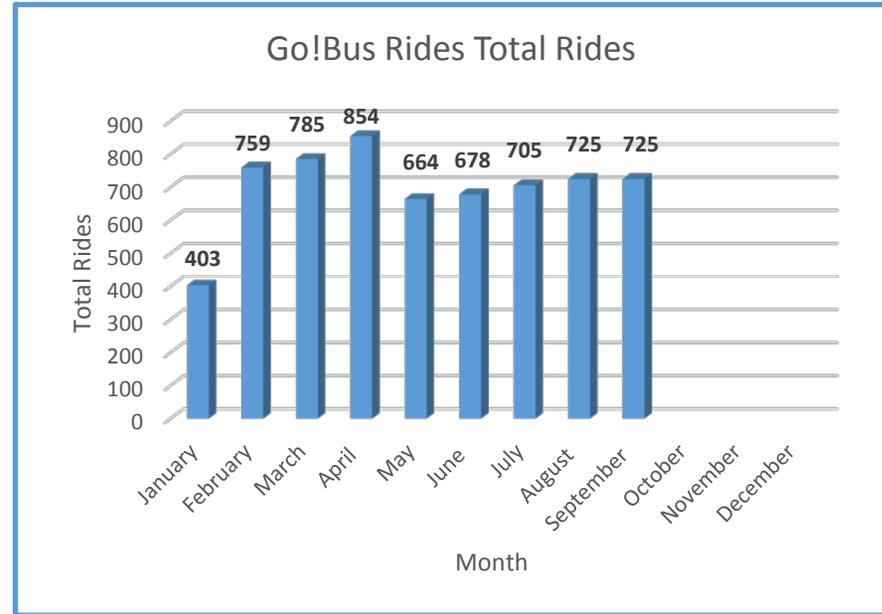
The Township have been working with the Rapid to collect reliable usage data on the service usage for the 28th Street Line on a per hour basis. The Rapid is currently working on the details for developing that collection system, but have been able to provide us a snapshot of the hourly usage for the service on a weekday in August. We hope that we will have better data for hourly usage for our 4th Quarter report.



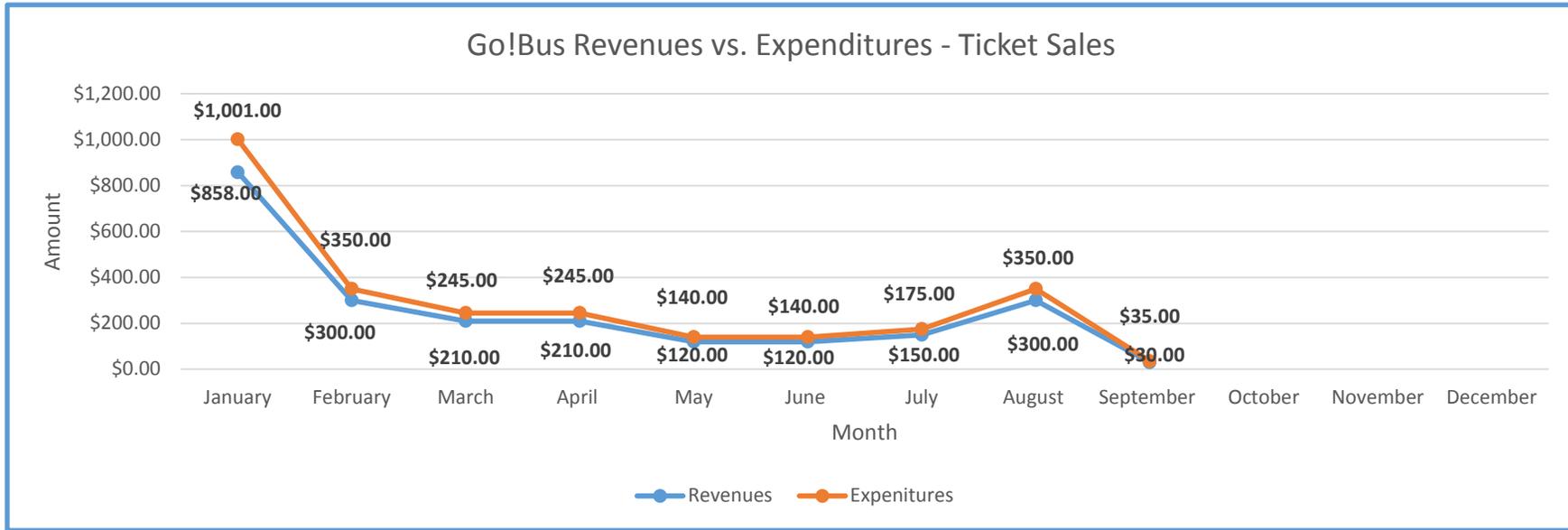
# Go!Bus - FY2016 3rd Quarter Ridership Data

Through FY 2016 3rd Quarter , there have been 6298 Go!Bus trips that have either originated in Cascade Township or had a destination in Cascade Township. At this time, based on the data provided to us by The Rapid we are unable to tell how many of these rides are Cascade Township residents. We will be working with The Rapids to see if we can get better ridership data.

We are able to track the sale of Go!Bus tickets to Cascade Township residents. Because we offer a discount over the regular price (\$3.00 instead of \$3.50) we believe a majority of Cascade Township Go!Bus riders will purchase their tickets through our office. Through FY16 2nd Quarter, we have sold 766 Go!Bus tickets. We are unable to determine whether or not those tickets have been used, only that they have been sold

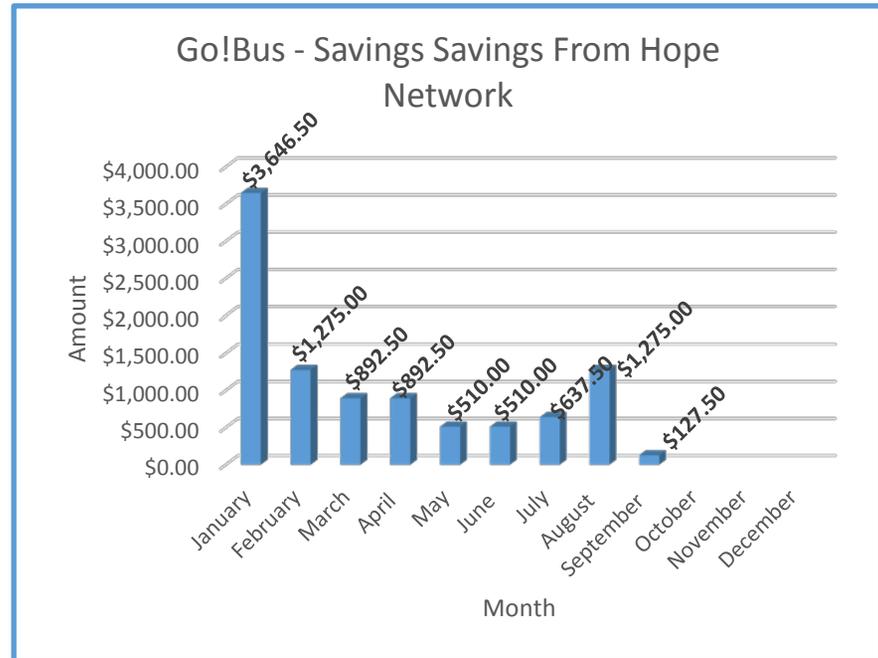


# Go!Bus - FY2016 3rd Quarter Financial Data



The Go!Bus is the division of The Rapid service that provides specialized transportation services to individuals that live within 3/4 miles of a Rapid bus line. Typically this service would be offered without Township contribution, however, the Township has chosen to cover \$0.50 of each ride (Cascade residents only) to keep the cost to Cascade residents equal to those that ride the Hope Network (\$3.00 per ride).

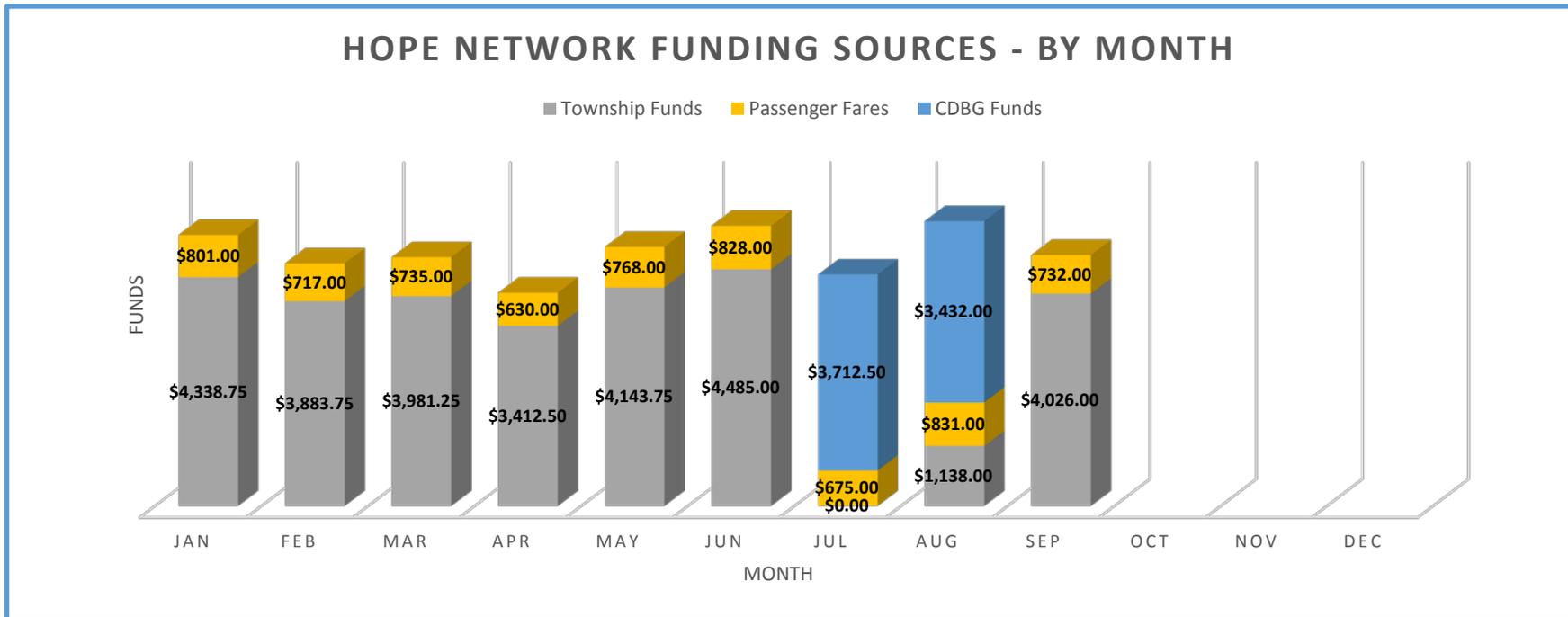
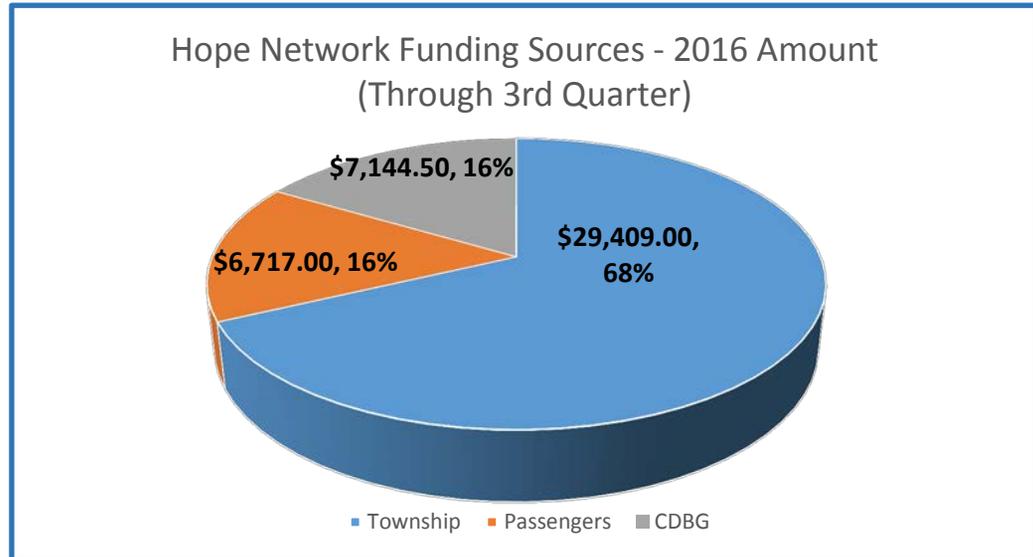
Through FY 16 3rd Quarter, the Township has net expenditures of \$383 when accounting for the \$0.50 per ride subsidy. Had the riders currently utilizing the Go!Bus used the Hope Network instead, the Township would have incurred \$9,766.50 in expenditures to cover the \$16.25 per ride subsidy. The Go! Bus service represents a \$9,383.50 savings over potential Hope Network costs on Go!Bus tickets sold through 3rd Quarter.



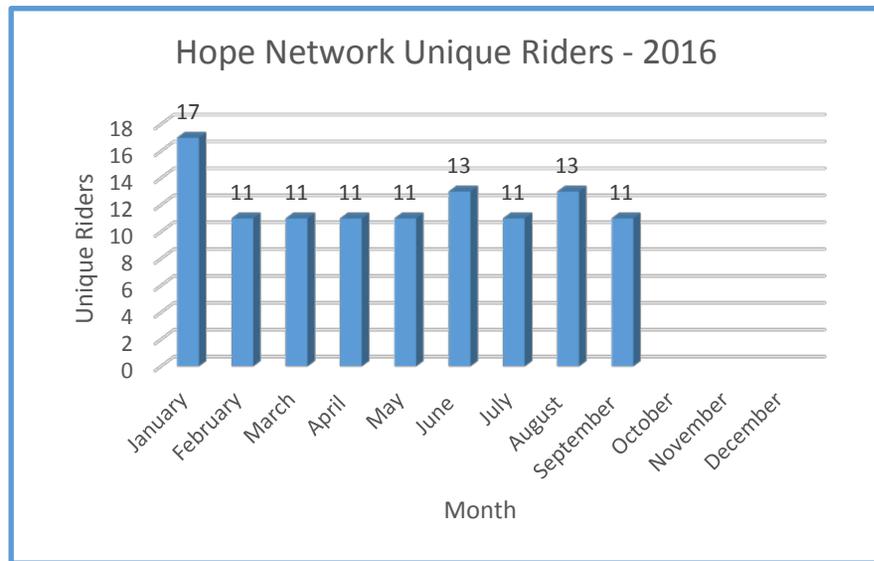
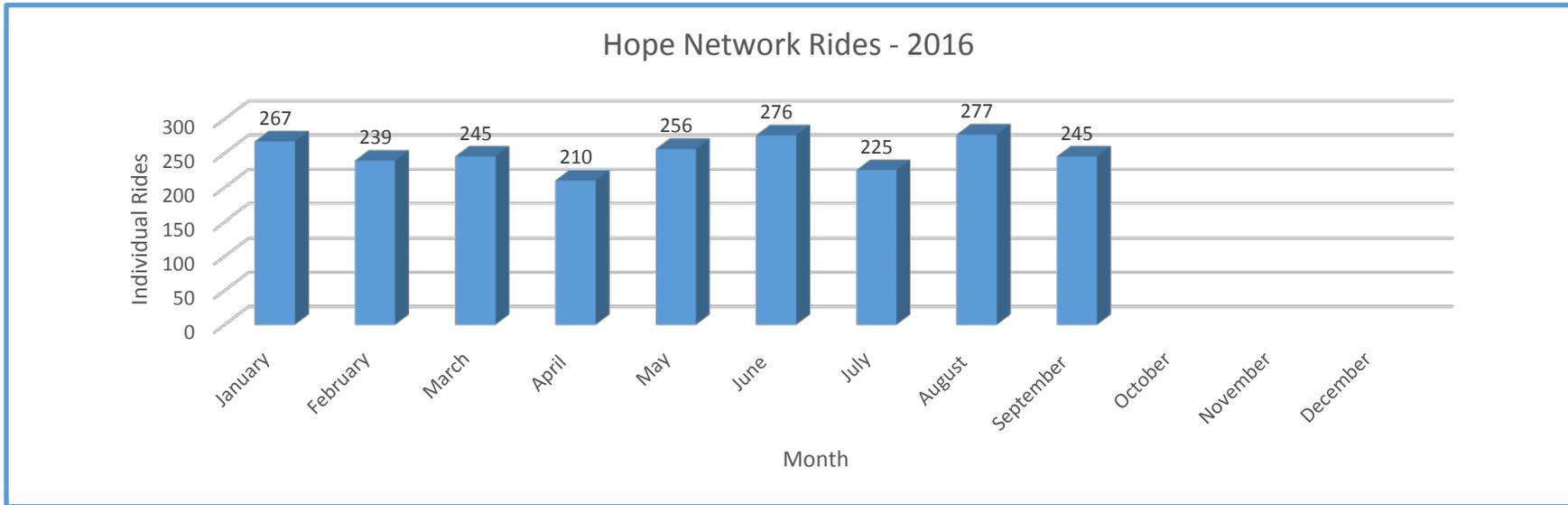
# Hope Network - FY2016 3rd Quarter Financial Data

The Hope Network Transportation Services provides specialized transportation for Cascade residents who live outside of The Rapid 3/4 mile service area. Through an agreement with the Hope Network, rides are provided at a cost of \$19.25 per ride, each way. The Township covers \$16.25 and the passenger is responsible for \$3.00.

Through 3rd Quarter of FY 2016, the Township has spent \$29,409 with Hope Network, while passengers have contributed \$6,717 and CDBG provides \$7,144.50. Overall, the Township provides 68% of the funding for this service.



# Hope Network - FY16 3rd Quarter Ridership Data



Through FY2016 3rd Quarter, there have been 2240 rides to Township residents provided by the Hope Network. The Township saw an initial decrease in rides between January and February as riders in The Rapid service area were moved to the Go!Bus service. Since then we have seen rides remain relatively steady with a low of 210 rides in April and a high of 277 rides in August.

Each month the Township is given a report that details the residents that utilize the system, as well as the rides that are taken. The Hope Network initially saw a decrease in unique riders in February as Go!Bus riders were removed from the system. Since then we have consistently seen 11 unique riders, with an uptick to 13 in June and August with two semi-regular riders.

---

---

## DDA MEMORANDUM

---

---

**To:** Cascade Township DDA Board

**From:** Sandra Korhorn, DDA/Economic Development Director *SKK*

**Subject:** Consider 2017 Meeting Schedule

**Meeting Date:** November 15, 2016

---

Attached is a tentative DDA meeting schedule for 2017. Meetings are held on the 3<sup>rd</sup> Tuesday of the month. The dates below reflect this. This schedule will have to be approved at the meeting.

The schedule is as follows:

- January 17
- February 21
- March 21
- April 18
- May 16
- June 20
- July 18
- August 15
- September 19
- October 17
- November 21
- December 19