

Minutes

Cascade Charter Township
Transportation Committee
Monday, May 8, 2023
2:00 P.M.
5920 Tahoe Dr. SE

ARTICLE 1. Call the Meeting to Order

Chair Puplava called the meeting to order at 2:15 P.M.

Members Present: Steve Stephan, Jennifer Puplava, Scott Vogel, Supervisor Grace Lesperance

ARTICLE 2. Approval of the Agenda

Motion was made by Member Vogel to approve the current Agenda. Supported by Supervisor Lesperance. Motion carried 4 to 0.

ARTICLE 3. Approval of Meeting Minutes

Motion was made by Chair Puplava to table approval of the February 28, 2023 meeting minutes. Supported by Supervisor Lesperance.

ARTICLE 4. Review and Discuss McKenna Report and Recommendation

Khory of McKenna explained that The Rapid would be asking for a recommendation to renew their contract. He suggested eliminating route 29 and bringing back route 28 to Meijer. The Rapid said this would decrease the cost by \$8,000 and increase the number of trips per week to 90. The quoted the DDA \$80,000 to only run the bus to Meijer, since there are a substantial number of riders that are going to Meijer or further west. They could not decrease the price any further because it was a fixed rate.

In 2021 there was a 25% drop in ridership when the route changed to require a transfer and the frequency dropped from every 15 minutes to every half an hour.

ARTICLE 5. Discuss Next Steps

The committee discussed investing in Lyft Pass for riders that start or end their ride in the DDA. They could either subsidize it or use Lyft concierge service where someone at the township would have to work as an operator to set up rides. The approximate wait time for a Lyft in Cascade is approximately the same as in the City of Grand Rapids. The difficult time to book would be during rush hour. Implementation and upkeep is complementary. The airport has a contract with Lyft and Uber but they were looking for something beyond the hotel 'stay and ride'.

Member Vogel suggested rolling out Lyft Pass to the businesses that were adversely affected by removal of the bus service. He said they didn't need to support the hotels. He also mentioned that a portion of the elderly population use the bus to get to the

library. Member Vogel suggested geofencing where rides would be paid for with an opt-in from employers.

Motion was made by Chair Puplava to recommend route 29 be eliminated and route 28 extended to the Cascade Meijer, as well as further research on offering Lyft Pass to businesses and patrons, within the DDA District, with details to be determined at a later date. Supported by Member Vogel. Motion Carried 4 to 0.

ARTICLE 6. Any Other Business

Supervisor Lesperance left the meeting at 2:50pm.

The committee shared that they would miss Township Manager Swayze as he will be leaving Cascade Township to become the Kent County Parks & Recreation Director.

ARTICLE 7. Public Comment (Please limit comment to 3 minutes)

There wasn't anyone who wished to speak at that time.

ARTICLE 8. Adjournment

Motion was made by Member Vogel to adjourn. Supported by Member Stephan. Motion carried 3 to 0. The meeting was adjourned at 2:51 P.M.