

Kent County Transit Needs Assessment

Draft Findings and Recommendations

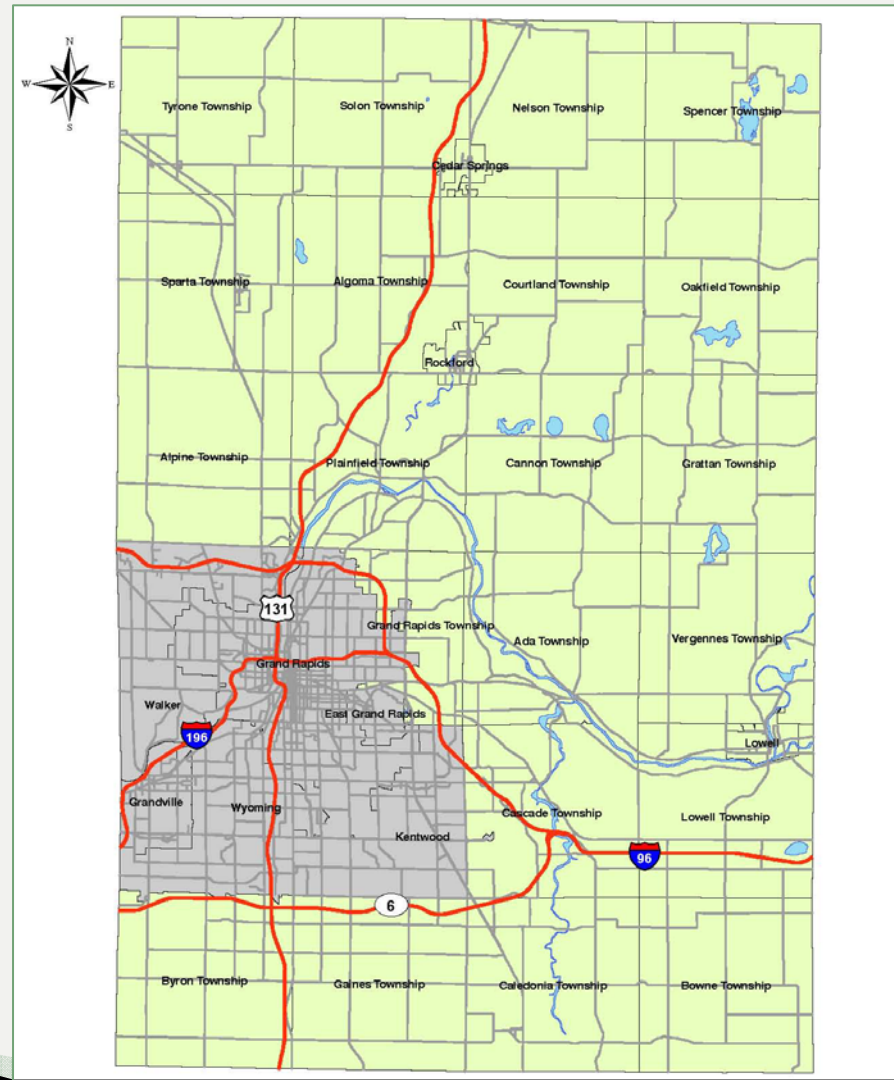
May 9, 2011

Inc.

Study Components

- ▶ **Existing Conditions**
- ▶ **Transportation Needs Assessment**
 - **Telephone Household Survey**
 - **Employer Survey**
 - **Demographic Analysis**
- ▶ **Transit Service Alternatives**
- ▶ **Financial/Governance Alternatives**

Study Area



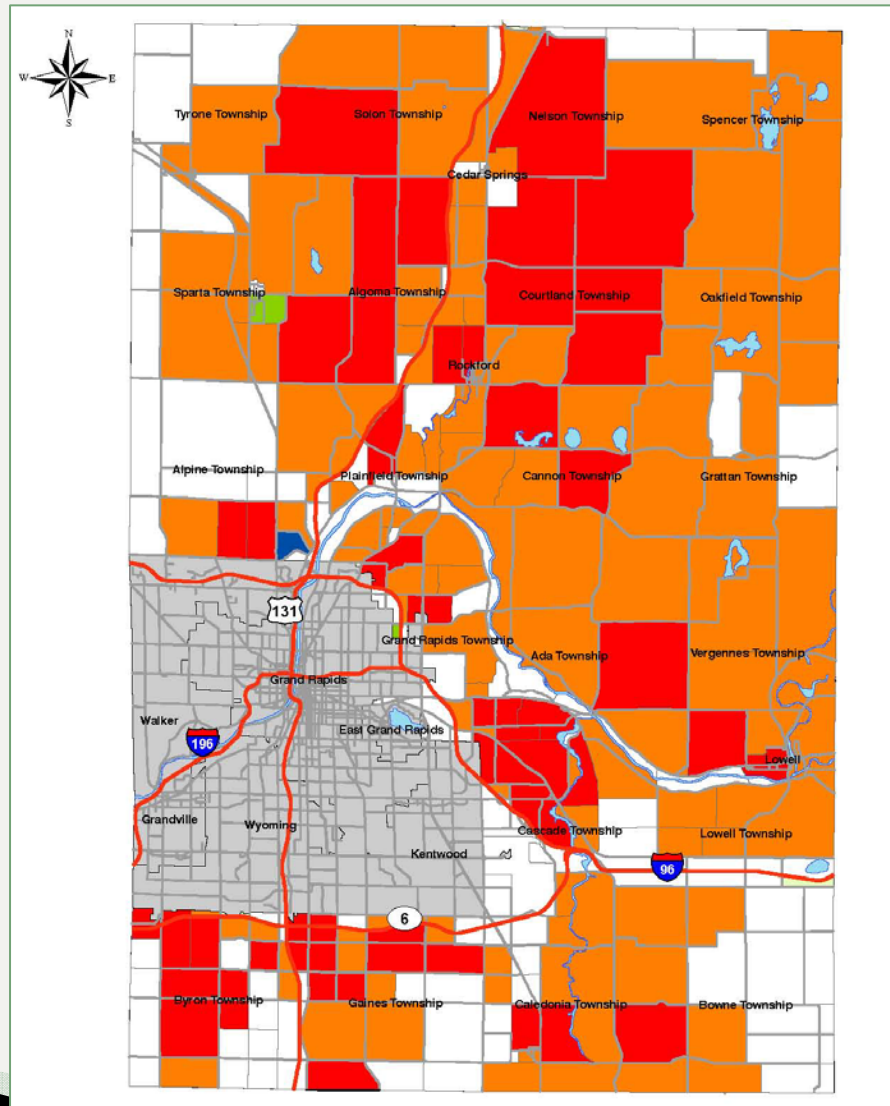
Key Issues and Findings

- ▶ **A Patchwork of Transportation Services in the Kent County Study Area Exist – Most are Program Related**
- ▶ **Non-Program Related Transportation Services Are Limited and Experience Rationing**
- ▶ **Existing Services Difficult for Public to Understand**

Key Issues and Findings

- ▶ **Development Continues to Accelerate in Locations Outside The Rapid Service Area**
- ▶ **Current Transportation Services Do Not Parallel Current Travel Patterns**
- ▶ **Population is Aging**
- ▶ **Latent Demand Exists for Various Types of Transit Service in the Kent County Study Area**

Projected Growth



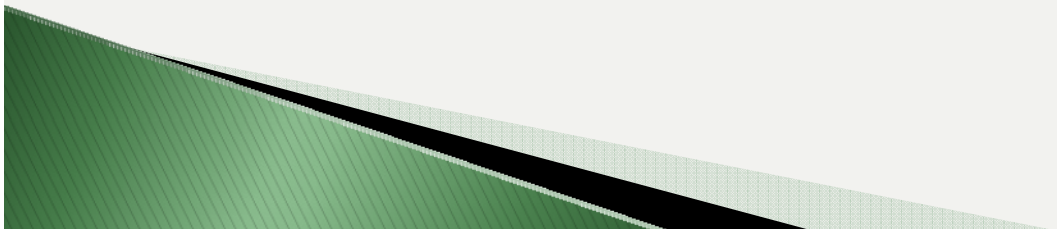
Population Aging

	2010	2015	% Change	2020	% Change
Study Area					
0-14 Years	58,148	61,968	6.6%	67,703	9.3%
15-24 Years	39,660	40,848	3.0%	40,902	0.1%
25-64 Years	141,208	151,682	7.4%	160,026	5.5%
65 Years and Over	26,030	31,095	19.5%	38,614	24.2%

Disabled Population Increasing

	2010	2015	2020
Total >15 Population	206,898	223,625	239,542
Disabled Population	10,524	11,321	13,218
Percent	5.1%	5.2%	5.5%

Kent County Transit Service Plan



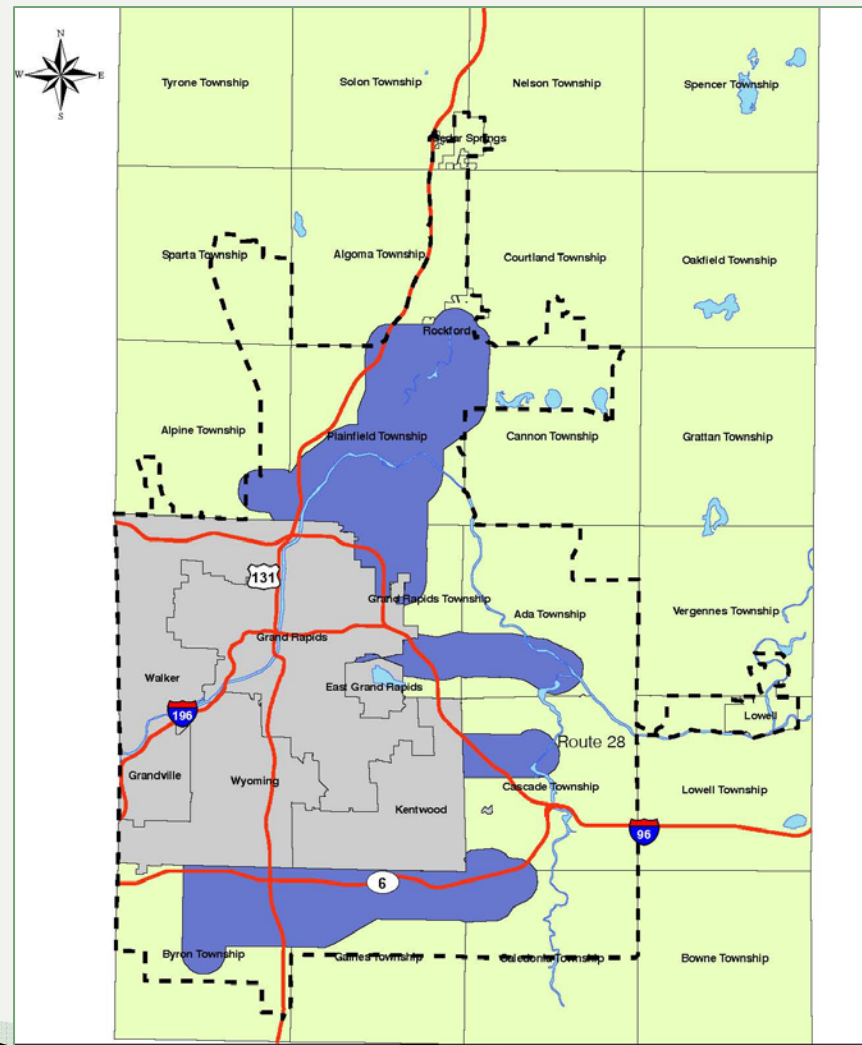
Types of Transit Services

- **Commuter Express Routes – Weekday Peak to Downtown**
- **Route Extensions/New Routes – Expand The Rapid Fixed Route System**
- **Go!Bus – Expand Service Area for Seniors and Disabled Beyond Six Cities**
- **County Demand Response Service – Residents of Kent County Outside Six Cities**

First Priority

- ▶ **Countywide Public Transportation**
 - **County Demand Response - Residents of Kent County Outside of The Rapid Core Service Area**
 - **Go!Bus Expansion - Serve More of Kent County**

Go!Bus Expansion



Fare Structure

	Disabled	Over 65	General Public - <10 miles	General Public - >10 miles
Go!Bus	\$3.00	\$7.00	--	--
County Demand Response	\$3.00	\$7.00	\$7.00	\$8.00

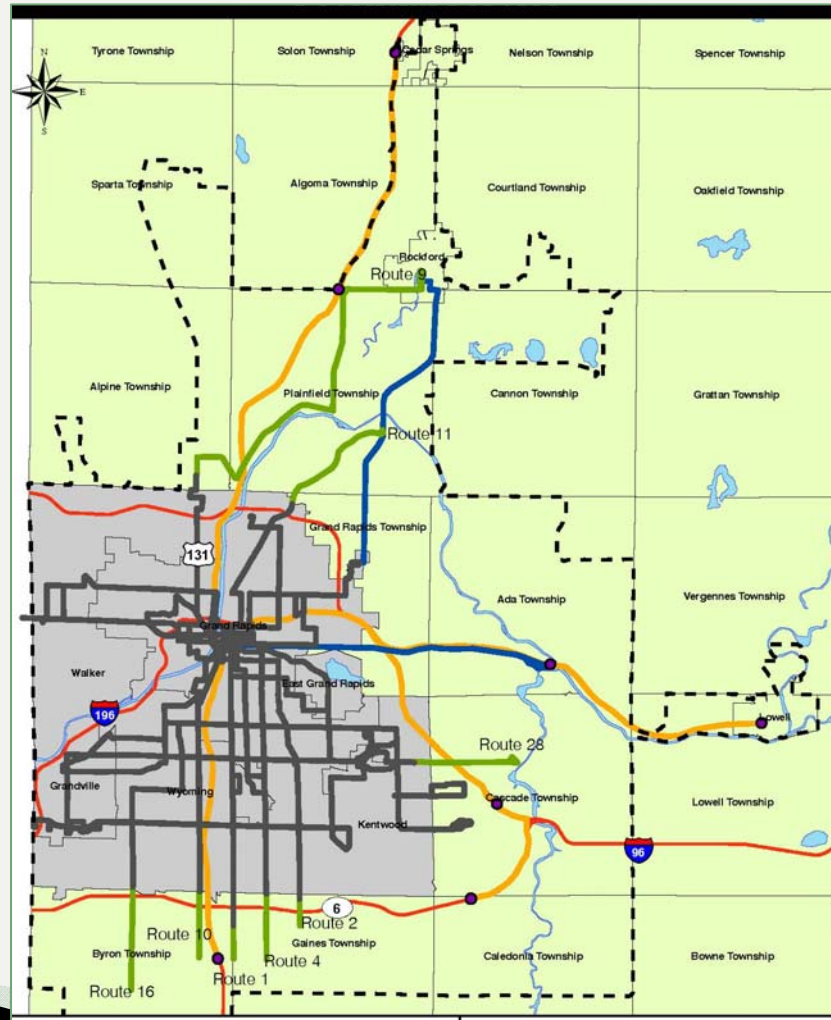
Cost/Revenues – County Demand Response/Go!Bus

	2013	2020	2028	2035
Total Operating Cost	\$7.3m	\$8.9m	\$11.3m	\$13.9m
Revenues				
- 0.0025 Millage	\$5.5m	\$6.7m	\$8.5m	\$10.4m
- Fares	\$0.2m	\$0.5m	\$0.6m	\$0.6m
- MDOT	\$2.2m	\$2.1m	\$2.0m	\$1.9m

Second Priority

- ▶ **Commuter Express and Route Extensions/New Routes**
 - **Four Express Routes**
 - **Expand The Rapid Fixed Route Service Area to Rockford, Plainfield, Byron, Gaines, Ada, Caledonia Townships**

Commuter Express and Route Extensions/New Routes



Costs/Revenues – Express/Expanded Fixed Route

	2013	2020	2028	2035
Total Operating Cost	\$4.1m	\$5.1m	\$6.4m	\$7.9m
Revenues				
- 0.00175 Millage	\$3.8m	\$4.7m	\$6.0m	\$7.0m
- Fares	\$0.1m	\$0.6m	\$0.7m	\$0.7m
- MDOT	\$1.2m	\$1.2m	\$1.1m	\$1.1m

Capital Cost

- ▶ **County Demand Response/Go!Bus**
 - 35 Vans
- ▶ **Commuter Express/Fixed Route Expansion**
 - 25 Buses
 - Vehicle Maintenance Facility
 - Park and Ride Lots
 - Passenger Amenities i.e. Bus Shelters

Governance Structure

- ▶ **Maintain Existing ITP Board**
- ▶ **Request County to Place Levy on Ballot**
- ▶ **If Successful - County Contracts With The Rapid and/or Other Entities to Provide Service**
- ▶ **Add a Non-Voting Member to ITP Board Appointed by County**

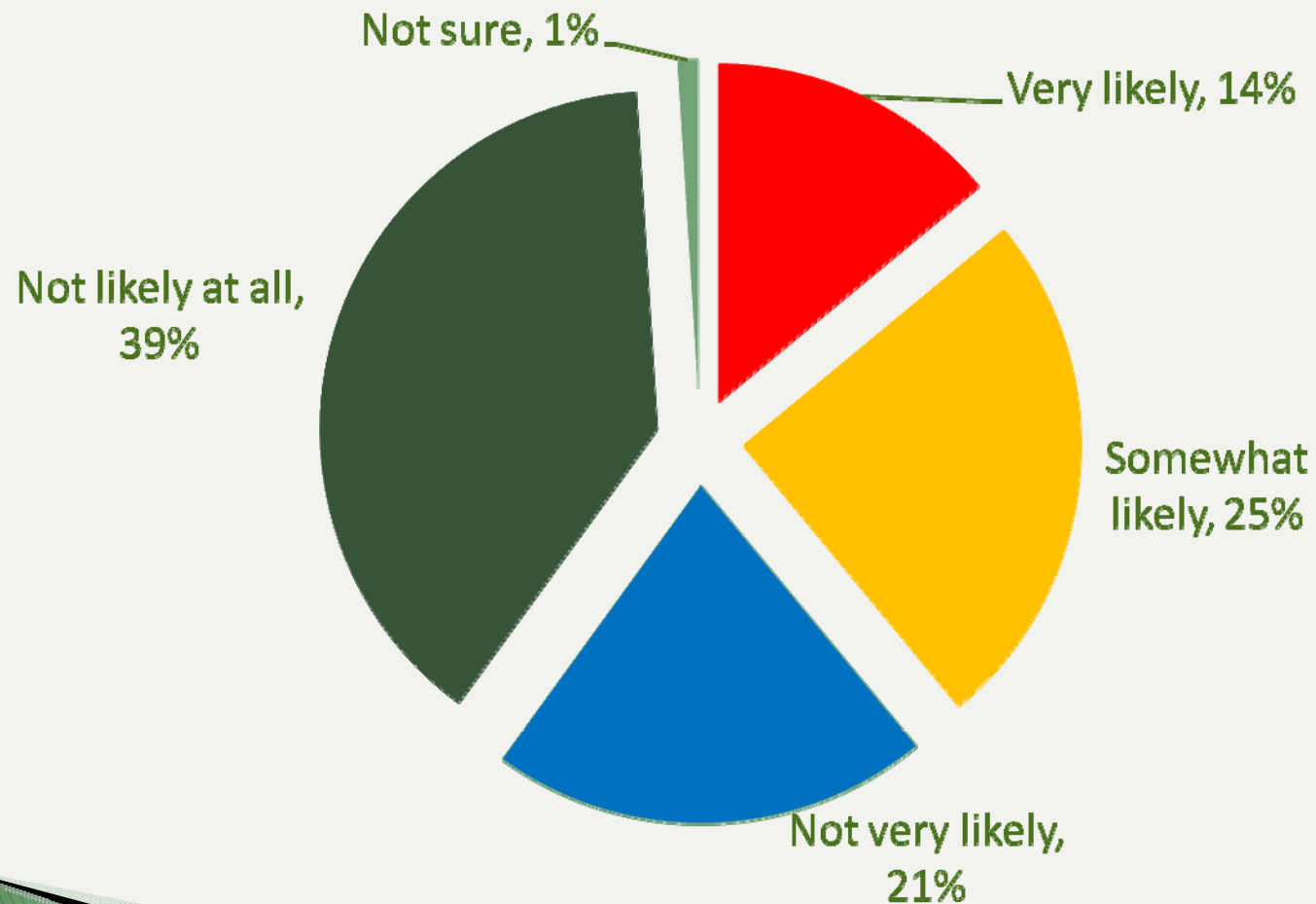
Mobility Manager

- ▶ **Marketing/Communications Functions**
 - **New Services**
- ▶ **Single Point of Contact**
- ▶ **Regional Branding/Identity**

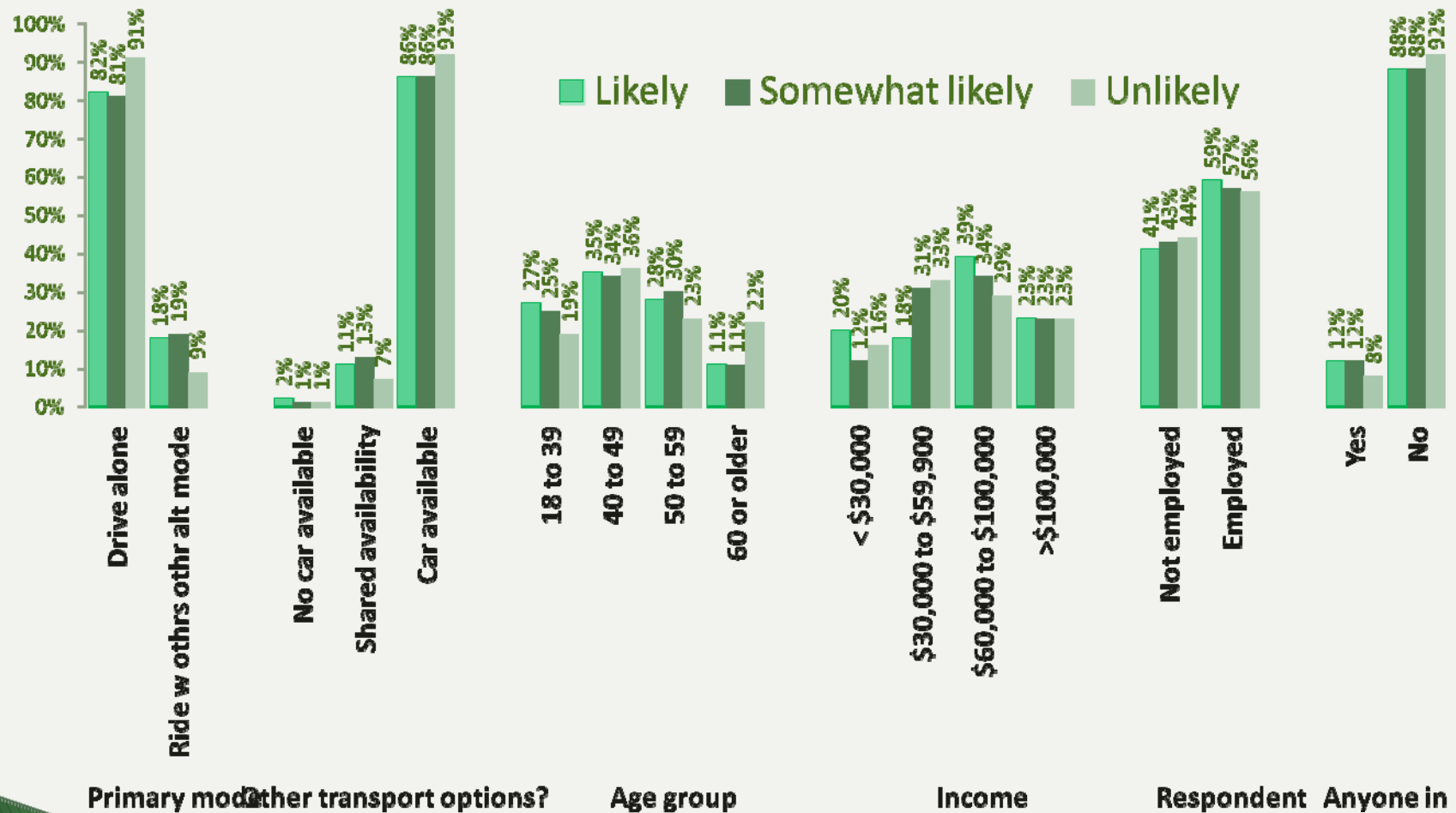
Study Process

Telephone Household Survey

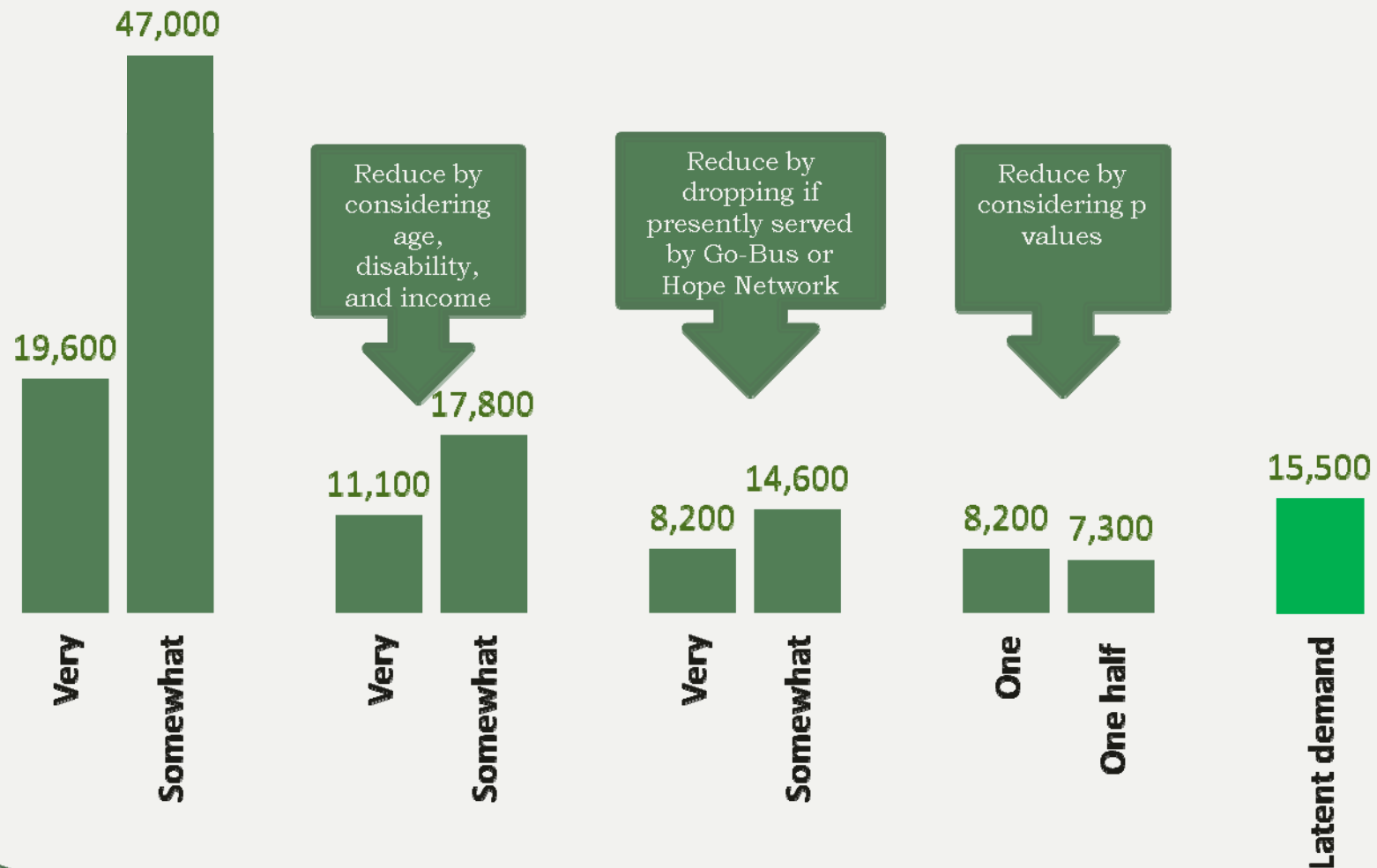
Overall Latent Demand



Potential Market



Demand Response Market



Initial - All adults

Probable market

Not presently served

p adjustment

Estimated

Market Size By Service Type

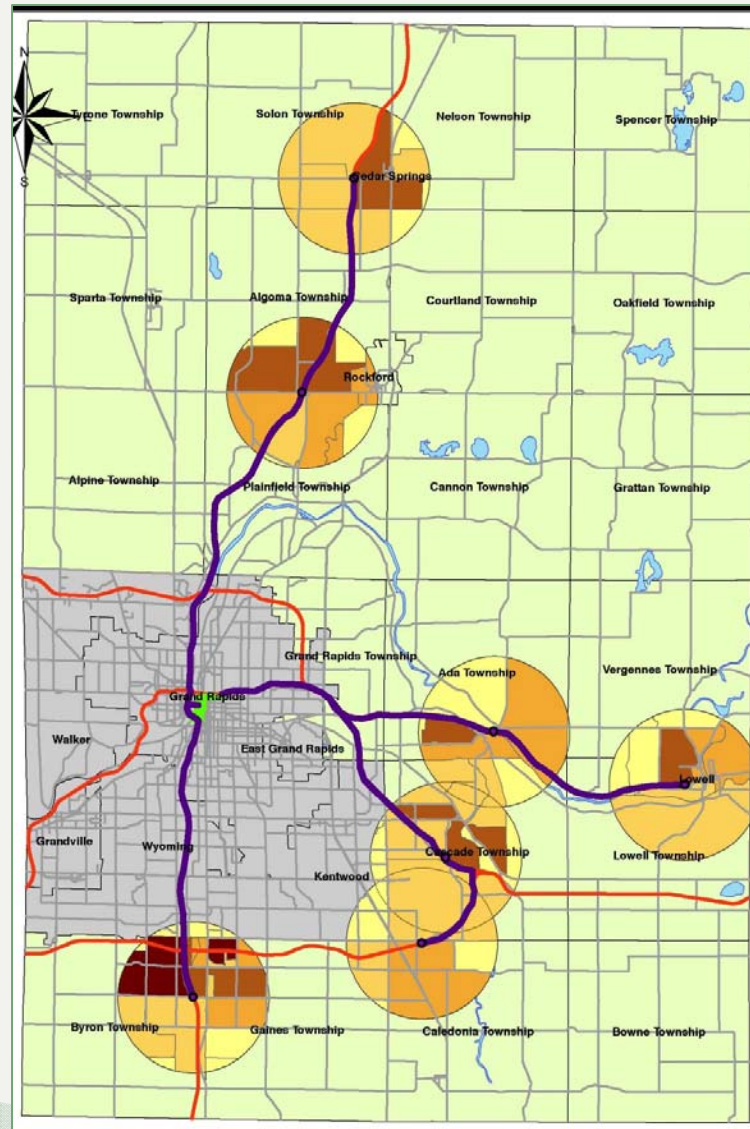
Service Type	Demand Response	Fixed Route	Commuter Express
Market Size	15,500	12,900	1,730

Employer Survey

- ▶ **Compiled Journey to Work Data by Census Tract**
- ▶ **Surveyed 11 Employers and Colleges**
- ▶ **Compiled Residences by Zip Code for Employees and Students**

Service Alternatives

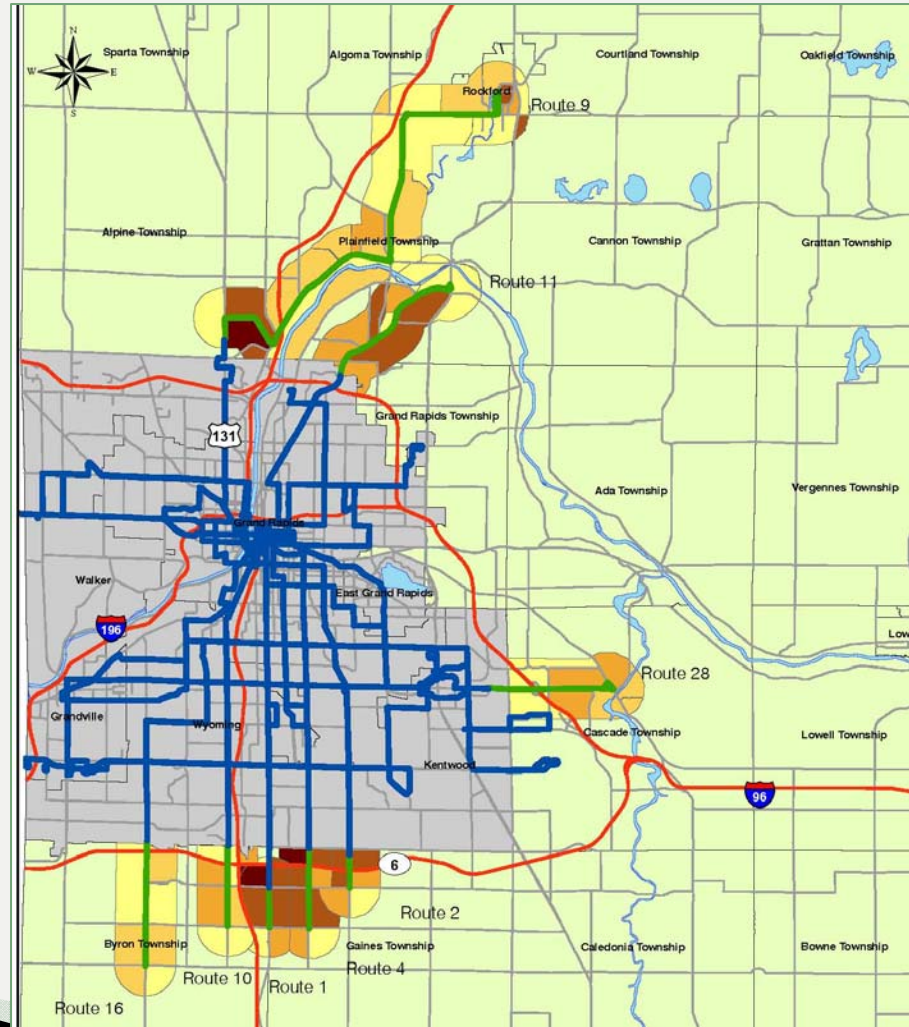
Commuter Express



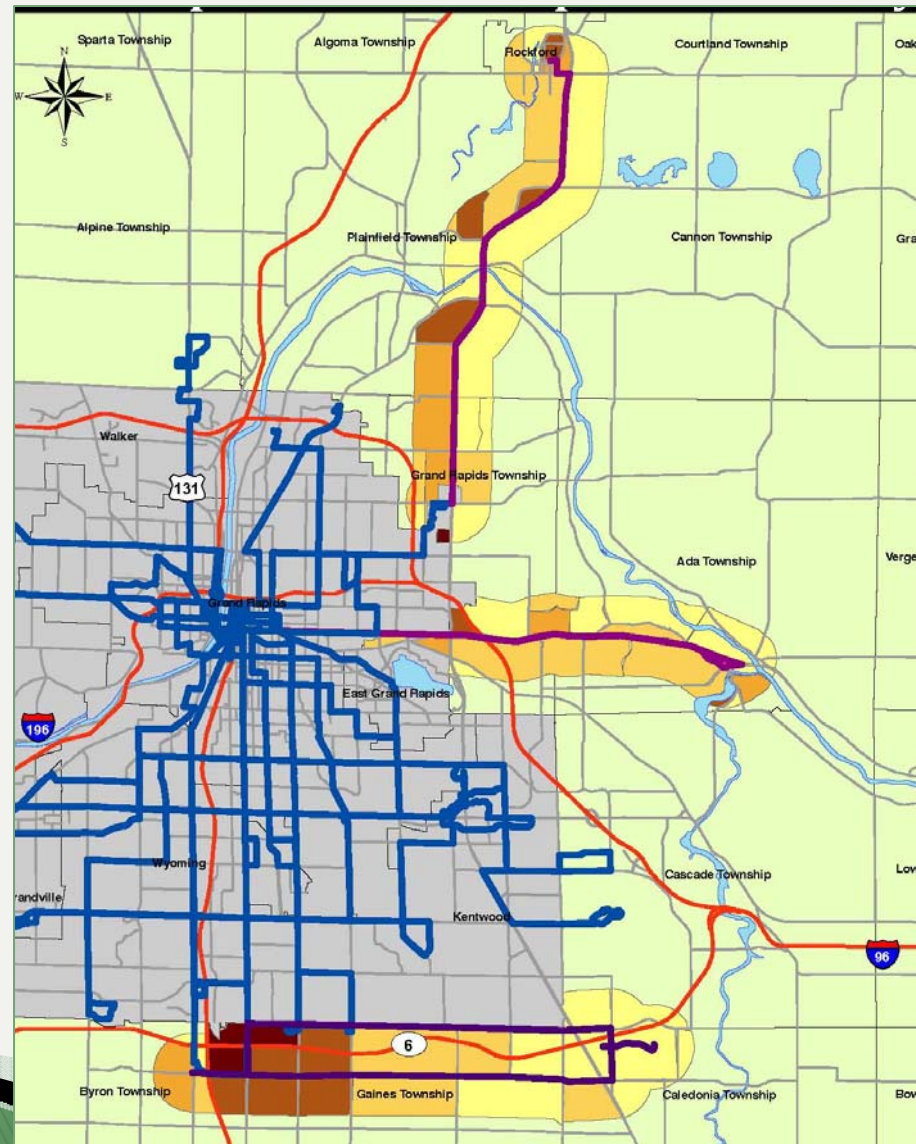
Commuter Express – Projected Ridership

	Ridership	Vehicle Hours	Vehicle Miles	Cost
Peer Group	45,000			
Survey	82,801-165,601			
Consensus	80,000	3,555	106,601	\$278,062

Route Extensions/New Routes



Route Extensions/New Routes



Route Extensions/New Routes – Projected Ridership

	Ridership	Vehicle Hours	Vehicle Miles	Cost
Peer Group	1,657,406			
Survey	679,751- 1,359,503			
Consensus	1,200,000	62,105	705,317	\$4,858,102

County Demand Response

- ▶ **Open to Seniors, Disabled and General Public**
- ▶ **Weekdays/Saturdays and Daytime/Evenings**
- ▶ **24-Hour Reservation**
- ▶ **Curb-to-Curb Service Provided**
- ▶ **Fare - \$3-7**

County Demand Response – Projected Ridership

	Ridership	Vehicle Hours	Vehicle Miles	Cost
Peer Group	235,856			
TCRP #4	+81,314			
TCRP B-36	+228,100			
Survey	220,498- 440,996			
Consensus	+150,000	75,000	1,650,000	\$3,547,344

Financial Alternatives

Operating Cost Projections

	2012	2016	2021
Total	\$10,736,265	\$12,083,761	\$14,008,391
Commuter Express	\$167,052	\$188,019	\$217,965
New/Ext. Route	\$3,706,883	\$4,172,129	\$4,836,641
Go!Bus	\$1,974,068	\$2,221,831	\$2,575,712
County DR	\$4,888,261	\$5,501,781	\$6,378,072

Capital Costs

Item	Unit Cost	Number	Total
Fixed Route Buses	\$400,000	25	\$10,000,000
Demand Response Vehicles	\$74,000	35	\$2,590,000
Maintenance Facility			\$7,600,000
Other – i.e. Shelters, Park and Ride Lots			\$450,000

Annualized to 2035 – \$1.7m

Revenue Scenario I

	2012	2016	2021
Total Operating Expenses	\$10,736,265	\$12,083,761	\$14,008,391
Passenger Fares	\$364,643	\$1,118,780	\$1,342,536
Millage - .0005	\$10,609,593	\$11,941,191	\$13,843,113
MDOT	\$3,257,727	\$3,171,293	\$3,066,469
Total Revenue	\$14,231,963	\$16,231,264	\$18,252,188

Revenue Scenario 2

	2012	2016	2021
Total Operating Expenses	\$10,736,265	\$12,083,761	\$14,008,391
Passenger Fares	\$364,643	\$1,118,780	\$1,342,536
Millage - .00025	\$5,304,797	\$5,970,595	\$6,921,557
MDOT	\$3,257,727	\$3,171,293	\$3,066,469
Total Revenue	\$8,869,517	\$9,988,439	\$10,997,896

Revenue Scenario 2 – County DR and GoBus Expansion

	2012	2016	2021
Total Operating Expenses	\$6,609,495	\$7,439,045	\$8,623,892
Passenger Fares	\$234,812	\$469,623	\$563,548
Millage - .00025	\$5,304,797	\$5,970,595	\$6,921,557
MDOT	\$2,002,288	\$1,949,164	\$1,884,736
Total Revenue	\$7,541,896	\$8,389,382	\$9,369,840

Revenue Scenario 3 – County DR only

	2012	2016	2021
Total Operating Expenses	\$4,713,795	\$5,305,418	\$6,150,433
Passenger Fares	\$170,000	\$340,000	\$408,000
Millage - .0005	\$4,986,509	\$5,612,360	\$6,506,263
MDOT	\$1,427,206	\$1,389,340	\$1,343,416
Total Revenue	\$6,583,715	\$7,341,699	\$8,257,679

Governance Alternatives

Option I – Expanded Service Contracts

- ▶ **Expand Service via Purchase of Service Contracts with Cities, Villages and/or Townships**

Option II – Expanded Service Contracts

- ▶ **County Purchase of Service Contract**
 - **County Levies Millage**
 - **Revenue Scenario 2/Service Scenario 2 (County DR and GoBus)**

Option III – Expand Current PTA

- ▶ **Individual Townships, Cities, and Villages Choose to Join ITP**
- ▶ **Expand Service Area Using Current Governance Structure**
- ▶ **New Members Must Pay The Rapid Millage**

Option IV – Countywide PTA

- ▶ **Existing The Rapid PTA Replaced by New PTA with Entire County Service Area**
- ▶ **Significant Change in Governance**
- ▶ **New Members Must Pay The Rapid Millage**

Option V – Create A Second Public Transportation Authority

- ▶ **A Group of Municipalities Form a Second PTA in Kent County**
- ▶ **Result in Two PTAs Serving Parts of One Urban Area**

Final Steps

- ▶ **Public Meetings – Week of May 23rd**
- ▶ **Final Presentations**