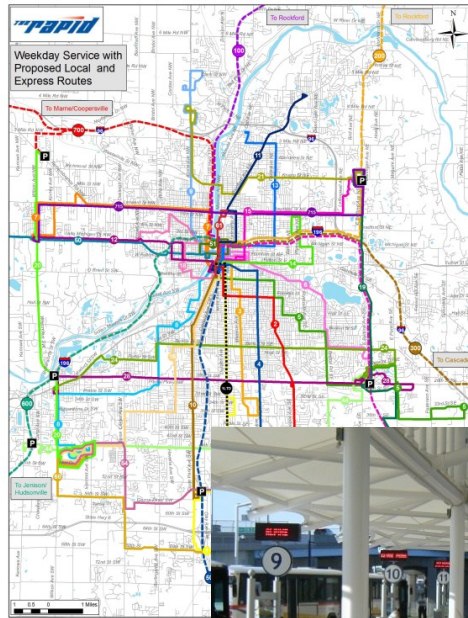


**Client: Interurban Transit Partnership (ITP) –  
“The Rapid”**

**Location: Grand Rapids, MI**

Connetics Transportation Group has had a long history of involvement in transit planning in the Grand Rapids region. Beginning in 2003, CTG participated in the development of the “Grand Rapids Major Public Transportation Investment Study” which resulted in the identification of a preferred corridor and alternative modes for a potential major transit investment. Over the course of Phase I and II of this study effort, CTG completed a “Comprehensive Operations Analysis” (COA) and a “COA Implementation Plan” (2005-2006).



The COA involved extensive staff and public input, a 100 percent ridecheck survey, a transfer analysis, a substantial amount of field work and analysis of travel patterns, an evaluation of existing service performance identifying strengths and weaknesses, and a latent demand analysis. This study concluded with the development of service plan recommendations for Near-Term (1-3 years) and Short-Range (4-5 years) time periods. Since the completion of the COA, nearly all of the Near-Term and Short-Range Service Plan recommendations have been implemented.

In the fall of 2007, CTG participated in the “Grand Rapids Streetcar Feasibility Study”, which explored the potential development of a downtown Grand Rapids Streetcar line. CTG developed Streetcar operating plans, calculated run time estimates, estimated operating requirements, and developed annual operating and maintenance cost estimates.

Recently, CTG participated in the development of the “Grand Rapids Transit Master Plan” (TMP) which is envisioned to provide a strategic vision for “The Rapid”. The TMP identifies current and future transit needs, examines alternative courses of action, and targets transit improvements that should be pursued by The Rapid over the next twenty years. The 2030 Transit Master Plan identifies a preferred scenario detailing specific service enhancements and new programs, and provides an anticipated level of local investment needed to sustain the program. As part of the Transit Master Plan development, CTG updated the COA completed in 2005. This update included an analysis of the existing fixed route transit services, collection of staff and bus operator input on route characteristics and performance, a review of previous service plan recommendations not implemented to determine future applicability, and the development of new service plan recommendations and cost estimates for both near-term implementation and to support the long-range Transit Master Plan.