

January 9, 2012

Service Enhancements

(made possible by the passage of the May 2011 public transportation millage)

• *Weekday Evenings*

- All Routes will run until at least 11:15pm
- The seven busiest routes will run until 12:15am:
 - ① Division
 - ② Kalamazoo
 - ④ Eastern
 - ⑥ Eastown/Woodland
 - ⑨ Alpine
 - ⑪ Plainfield
 - ⑳ 28th Street

• *Saturday Evening*

- All routes will run until 10:00pm except:
 - ⑰ Woodland/Airport

• *Weekdays*

- All routes will run at least every 30 minutes from 5:00am to 7:15pm except:
 - ⑰ Woodland/Airport
 - ④④ 44th Street

• ⑤① *GVSU Campus Connector*

- Will connect directly to Rapid Central Station on weekdays from 6:45pm to 12:30am



THE RAPID

Additional Enhancements & News

- Redesigned website
 - www.ridetherapid.org
- Free Ride Fridays promotion with the Grand Rapids Griffins for Friday home games (with a valid ticket)
- New schedule/information panel design with enhanced features
 - QR Code scan for real time and specific stop information
 - Single direction schedule information
- 12 new replacement buses on the road
- Wealthy Operations Center near completion
- \$12,887,943 awarded through the federal “New Starts” program for construction costs for the SilverLine (project in process, on schedule)
- \$600,000 FTA grant awarded for an “Alternatives Analysis” for the Lake Michigan Drive corridor