

I. Call to Order

II. Approval of Minutes

Approval of November 7th, 2024 Meeting Minutes

III. Petitions and Communications

IV. Public Comment on Agenda Items

V. Action Items

Chair and Vice Chair Nominations

Approval of 2025 Mobile GR Commission Schedule

89 Monroe Center Sublease Renewal with the Grand Rapids African American Museum and Archives

VI. Discussions

VII. Updates

December 2024 Project Updates

VIII. Public Comment on Other Matters

IX. Adjournment

Approval of the November 7th, 2024 Mobile GR Commission Minutes.



I. Call to Order

The meeting was called to order at 12:00 PM by Chairperson Richard Winn

PRESENT: Lunger, Winn, Haynes, Wisselink, Mathis, Clark, Kampmeier, Robbins, Cesa, Nyenhuis

ABSENT: Patton (Excused), Rayzel (Excused), Pawelka (Excused)

II. Approval of Minutes

Approval of Minutes from October 3, 2024

RESULT:	ACCEPTED [UNANIMOUS]
YEAS:	Lunger, Winn, Haynes, Wisselink, Mathis, Clark, Kampmeier, Robbins, Cesa, Nyenhuis
EXCUSED:	Chad Patton, Carolina Rayzel, Stefan Pawelka

III. Public Comment on Agenda Items

IV. Action Items

V. Discussions

1. Kristi Cooper (GVSU) Presents Initial Research Question on Micromobility
2. Mobility Survey 2024 Initial Report
3. DART evCarShare Launch

VI. Updates

1. November 2024 Project Updates

VII. Public Comment on Other Matters

VIII. Adjournment

The meeting was closed at 12:51 PM

Nomination for 2025 Mobile GR Commission Chair and Vice-Chair.

Approval of the 2025 Mobile GR Commission Calendar.

MEETING NOTICE



CITY OF GRAND RAPIDS

November 21, 2024

Mobile GR Commission 2024 Meeting Schedule

Thursday	February 6	12:00 PM
Thursday	March 6	12:00 PM
Thursday	May 3	12:00 PM
Thursday	June 5	12:00 PM
Thursday	August 7	12:00 PM
Thursday	September 4	12:00 PM
Thursday	October 2	12:00 PM
Thursday	November 6	12:00 PM
Thursday	December 4	12:00 PM

**All meetings will be held at the City Commission
Chambers located on the 9th floor of the City Hall
Building at 300 Monroe NW, Grand Rapids, MI 49503**

MEMORANDUM

CITY OF GRAND RAPIDS

DATE: December 5, 2024

BOARD: Mobile GR Commission

FROM: Andrea Anderson, Administrative Services Officer
Mobile GR, Parking & Traffic Safety

SUBJECT: **89 Monroe Center Sublease Renewal with the Grand Rapids
African American Museum and Archives**

Action

Recommendation to the City Commission to approve a 6-month sublease renewal agreement for property located at 89 Monroe Center.

Background

On September 20, 2016, the City Commission approved a resolution designating space at 87-89 Monroe Center as a pop-up exhibition space during ArtPrize to showcase the Grand Rapids African American Museum and Archives (GRAAMA). This space served to be a key tool in helping promote this endeavor and provided a platform that served as a hub where the business community, residents, and visitors could learn of partnership opportunities and become engaged with GRAAMA.

GRAAMA requested continued use of the space for the operation of a museum and archives to promote, preserve, display, collect and honor the lives, culture, history and accomplishments of African, African American, and connected peoples in the greater Grand Rapids, MI community, which would further their mission and has maintained occupancy of the space since October 10, 2016.

87-89 Monroe Center is owned by Babylon Holdings, LLC. Mobile GR signed a 20-year lease agreement with Babylon Holdings, LLC which allows the City the right to sublease space within the property. In 2022, the lease agreement with Babylon Holdings, LLC was renewed for an additional 10 years. The current sub-lease agreement with the Grand Rapids African American Museum and Archives is set to expire on December 31, 2024. Mobile GR and GRAAMA wish to renew the sub-lease agreement for an additional 6 months to allow GRAAMA to remain in the current space while they transition to a new space. There is also a six-month renewal option included that would extend the lease to December 31, 2025.

Agreement

The attached resolution approves a 6-month sublease agreement from January 1, 2025 through June 30, 2025 between the City of Grand Rapids and GRAAMA for space at 89 Monroe Center with a six-month renewal option. The lease rate is set at \$2,262.02 a month.

WHEREAS:

1. In 2002 the City entered into a 20-year lease with a 10-year extension to lease the first floor of the Phinney Building located at 87-89 Monroe Center, NW in the City and the lease permits the City to sublease all or any portion thereof; and
2. The City's current sublease agreement with GRAAMA is set to expire on December 31, 2024; therefore

RESOLVED that the Sublease Agreement between the City and GRAAMA in the form presented at this meeting is recommended to the City Commission for approval and the Mayor and City Clerk are authorized and directed to execute the Sublease Agreement for and on behalf of the City.

Mobile GR December 2024 Project Updates

2024 ArtPrize Update

Mobile GR hosted artist Scott Nelles' 3D entry of an overview of the City of Grand Rapids within the Louis Campau Walkway during Artprize.



Below is a report out of parking transaction and revenue data associated with Artprize 2024 with comparison to prior post-Covid Artprize information

	2021	2022	2023**	2024***
On Street Transactions*	38,682	40,543	47,047	52,474

Off Street Transactions	91,143	86,964	89,842	62,482
On Street Revenue	\$81,067	\$85,801	\$105,006	\$132,565
Off Street Revenue	\$593,576	\$594,046	\$910,180	\$695,030

*On Street represents Motu transactions only

**2023 parking rate increases in effect

***Additional hour of enforcement till 7pm in effect/Gordon Food Service Show did not take place at DeVos Place during same time as previous

DASH ArtPrize ridership

Ridership on DASH during ArtPrize 2024 was significantly stronger than in years past. The DASH Circulator operated each day during the 16-day ArtPrize festival. The Work shuttle also operated during the festival period as well, though during weekdays only. Beginning Friday, September 13 through Saturday September 28, DASH carried a total of 21,451 rides. Comparatively, ridership grew by 87% when compared to the 18-day ArtPrize 2023 period which saw only 11,501 rides. The result is an increase of nearly 10,000 total rides year-over-year. Weekday averages for the Circulator rose from 949 in 2023 to 1,343 in 2024, while Saturday ridership surged by 92.5% and Sunday ridership grew by 40.5% than during the 2023 festival. Further, Saturday and Sunday ridership during ArtPrize 2024 was notably higher than non-ArtPrize Saturdays and Sundays as well.

The 16 days of the festival constituted 55% of operating days in the month of September while ridership during this period comprised of nearly 60% of the month's total ridership, a modest yet important increase.

DASH RIDERSHIP AND PRODUCTIVITY REPORT – OCTOBER 2024

This memo presents an analysis of the monthly ridership totals and productivity of the DASH system for the month of October 2024. Comparisons are drawn with the same

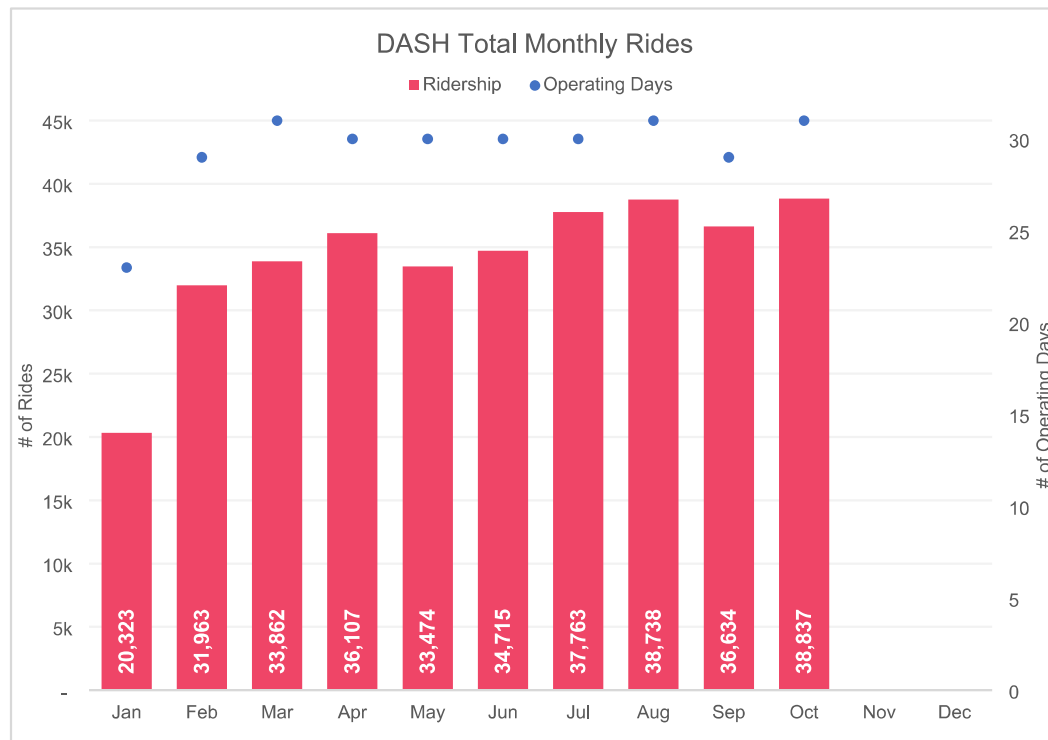
month of the prior year to reconcile the seasonality of ridership.

October 2024 was another landmark month for the DASH system, showcasing strong ridership and productivity improvements. Ridership more than doubled compared to last October with productivity measures 27-44% higher between cost per passenger and passengers per hour, respectively.

Data Summary

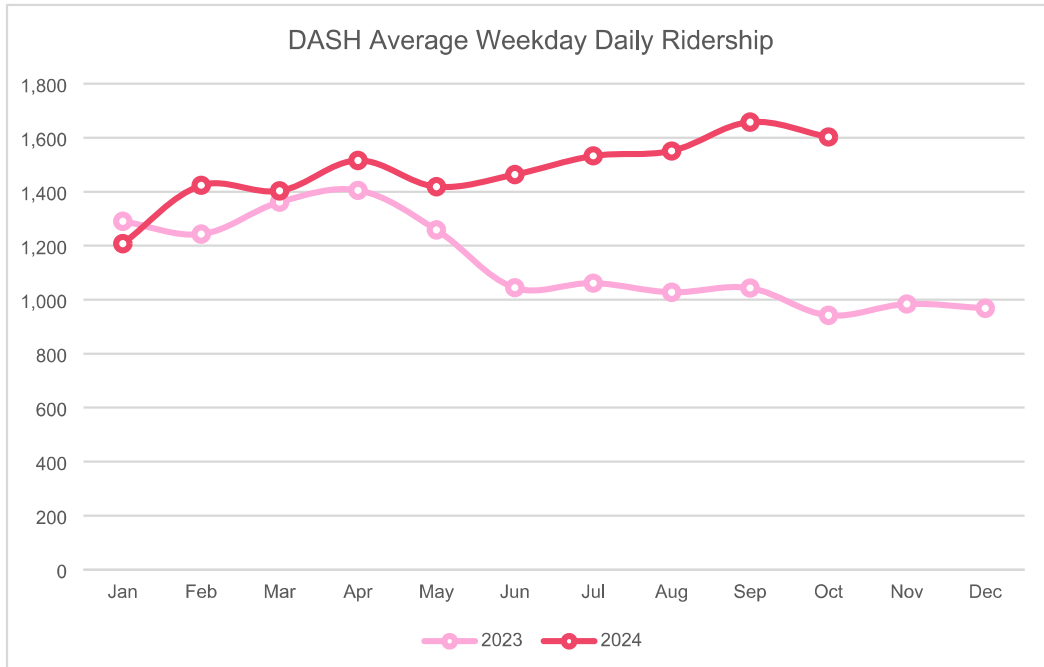
Monthly Ridership

	Oct 2024	Oct 2023	% Change
Circulator	35,409	14,087	+151.4%
Work	3,428	2,789	+22.9%
Total monthly ridership	38,837	16,876	+130.1%



Daily Average Ridership

	Oct 2024	Oct 2023	% Change
Weekday	1,603	942	+70.2%
Saturday	945	614	+53.1%
Sunday	406	369	+9.1%

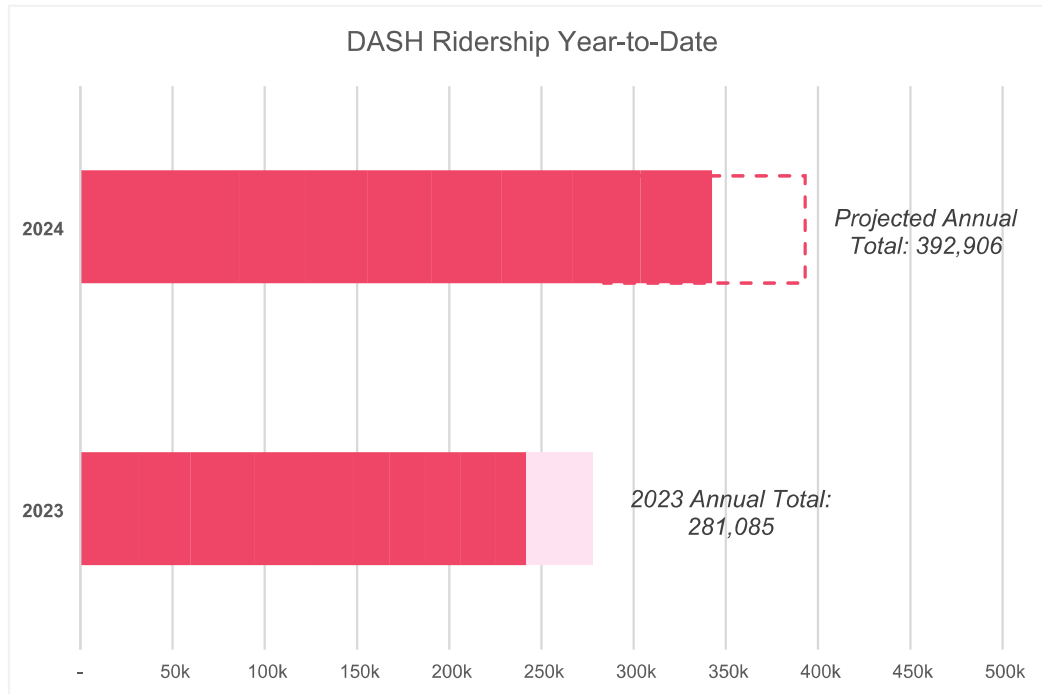


Productivity

	Oct 2024	Oct 2023	% Change
Passengers per Service Hour	12.63	8.95	+41.1%
Passengers per Service Mile	1.69	1.16	+44.8%
Cost per Passenger	\$5.90	\$8.13	-27.4%

Year-to-Date Ridership

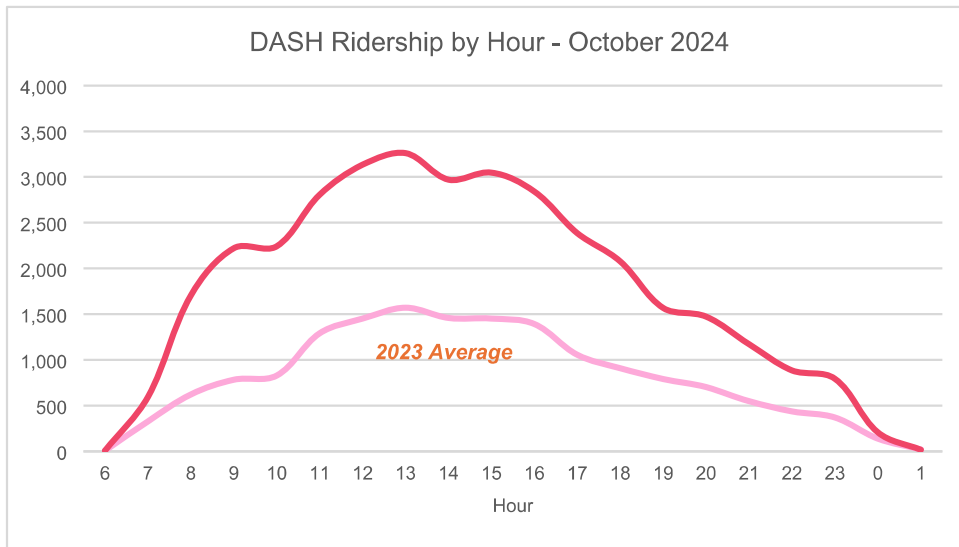
	2024	2023	% Change
Total Ridership YTD	342,416	241,882	+41.6%



Highest Utilized Stops

Rank	Stop	Ridership Activity	Percent Activity	Change from previous month
1	Rapid Central Station CCW	3,286	9.3%	—
2	Las Canchas CW	2,699	7.6%	▲1
3	Bridge Street CCW	2,256	6.4%	▼1
4	Main Library CCW	2,228	6.3%	—
5	7th Street CCW	1,498	4.2%	—
6	Arena South CW	1,252	3.5%	—
7	Bridge Street CW	1,142	3.2%	▲4
8	Leonard Street CW	1,092	3.1%	▲2
9	Leonard Street CCW	1,020	2.9%	▼1
10	Rosa Parks Circle CCW	1,007	2.8%	▼3

Ridership by Hour



Analysis and Discussion

October 2024 ridership trended positively with significant growth compared to October 2023 reflecting improved system performance and increased utilization. Total monthly ridership increased 103.1% compared to last October, and year-to-date ridership has grown to 41.6% with ridership on track to reach close to 400,000 rides. As has been typical over the last year, productivity metrics have all rated significantly higher than 2023 figures with the significantly increased level of ridership.

Compared to the previous month, September 2024, total ridership increased by 2,203 rides, though October 2024 benefitted from two (2) additional days of service. Given that, average daily ridership levels dipped slightly as seen in the “DASH Average Weekday Daily Ridership” graph. While this could be seen as an important dip in performance, it is notable to add into context that DASH ridership, as well as regular fixed route ridership on The Rapid’s transit system, dips from September to October each year as well. This is simply a seasonal trend that is expected.

Stops such as Rapid Central Station CCW and Las Canchas CW continue to dominate activity. Increased ridership along the Westside stops underscores the importance for connectivity to these vital downtown-adjacent corridors.

City of Grand Rapids
November Post-Launch Report
Prepared by Mobility Development

Includes data through 11-30-24

Summary:

After several weeks of beta testing, the DART (Drive AROUND Town) GR carsharing program launched to the public on October 17th, 2024, with a well-publicized press conference that resulted in strong immediate interest from the public. The service is available to anyone with a clean drivers' license over the age of 21, and features an **all-electric fleet of Chevy Bolts, available for \$5/hour or \$50/day**. With the City's new Electric Vehicle Charging Infrastructure ("EVSE") deployed in five of six initial locations (Weston Commerce Garage, Eastown Ethel Lot, Madison Square Lot, Government Center Garage, and Fulton St West Lot*), and **with 248 applications submitted in the five weeks since launch, the first five vehicles are seeing high levels of usage, surpassing the program's first year targets in a matter of six weeks.**

**The Burton/Division location launch has been delayed due to slower than anticipated infrastructure construction, which was completed in mid November. The vehicle has been purchased and can come online this month.*

Highlights of the data included in this report:

- **For November, the first full month of service, 37 users took 137 trips with five cars**
- These cars were reserved an average of 12.6 hours per day in November, with the bulk of trips being 24-hour trips
- Since launch, of the 248 applicants, 88 have passed a motor vehicle record (MVR) check and completed an orientation and 113 have yet to schedule their orientation (this is common; members often wait until they need a car to complete orientation)
- 47 of the 88 applicants who have become members have used the service at least once.

This impressive early enrollment has followed a robust outreach process supported by Public Agency and Scales Consulting, two community-based organizations that have participated in 49 events over the course of the summer and fall, reaching over 1,000 members of the public.

While the DART GR program is still very new and it is too soon to provide long-term utilization projections, enrollment and utilization trends thus far suggest:

- Enrollment thus far will lead to at least 200 members (i.e. oriented / able to book a car) by early 2025
- These members will be adequately serviced with a fleet of at least 10 vehicles, which would require fleet expansion more quickly than anticipated.
- The original project budget will accommodate this expansion since utilization and member revenues (i.e. "farebox recovery") are higher than expected.

The current project locations as well as the sixth station at the City's Burton / Division Lot coming online this month will accommodate these additional vehicles (cars 7 through 10), but Mobility Development seeks to work with Mobile GR to continue identifying "infill" locations, especially in the MLK and Burton Heights neighborhoods for additional expansion.

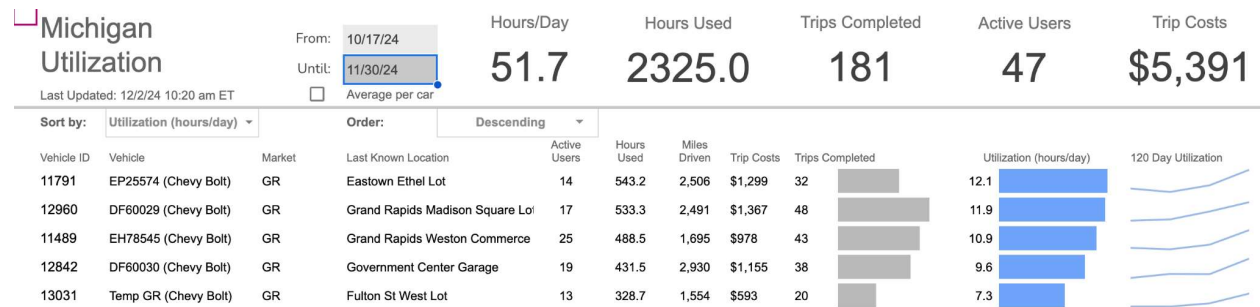
Mobility Development has also recently been awarded a contract with the State of Michigan (Michigan DOT and the Office of Future Mobility Electrification) to expand services from 2025 through 2027, including expansion in Grand Rapids. In addition to a U.S. Department of Energy grant which also provides some matching support, Mobile GR, Mobility Development, and other project partners are well positioned to meet and exceed initial project goals ahead of schedule.

Background:

DART, in collaboration with Mobility Development, formally launched on October 17th, 2024. DART has 5 cars in their fleet at 5 different locations throughout the city-Weston Commerce Garage, Eastown Ethel Lot, Madison Square Lot, Government Center Garage, and Fulton Street West Lot. The Burton/Division location launch has been delayed due to slower than anticipated infrastructure construction, which was completed in mid November. The vehicle has been purchased and can come online this month.

Utilization:

October 17th-November 30th



Since the launch of the DART Carshare Program on October 17th, as outlined in the chart above, the five cars have averaged 51.7 hours a day, with a total 2325 hours. 181 trips were completed by 47 members/users of the program. Trip costs (the amount users have paid for their reservations to the vehicles) was \$5,391.

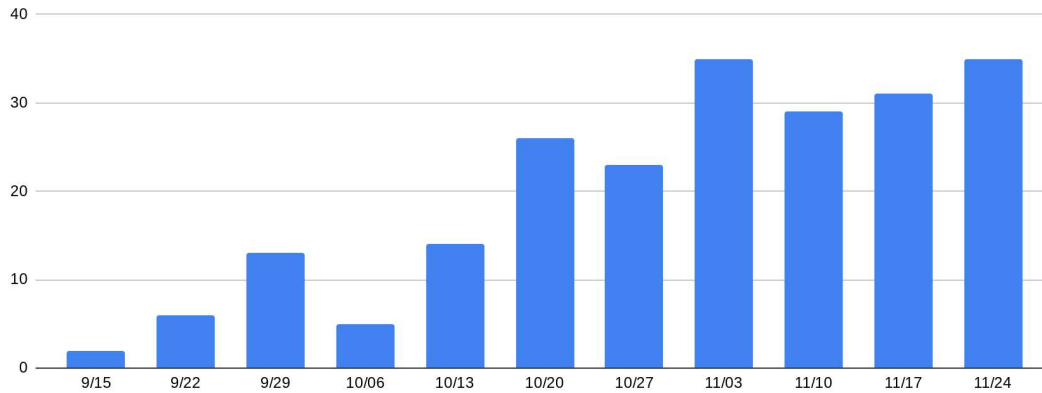
- The Eastown Ethel Lot is used on average 12.1 hours per day with a total 32 trips completed and 543.2 hours used. This site has a total 14 active users
- The Madison Square Lot is used on average 11.9 hours per day with a total of 48 trips completed and has been used for a total of 533.3 hours This site has 17 active users
- The Weston Commerce Lot is used on average 10.9 hours per day with a total of 43 trips taken and has been used for a total of 25 hours. This site has 25 active users.
- The Government Center Garage is used on average 9.8 hours per day with a total of 38 trips taken and has been used for a total of 431.5 hours. This site has 19 active users.
- The Fulton Street West Lot is used on average 7.3 hours per day with a total of 20 trips taken and has been used for 328.7 hours. This site has 13 active users.

The program is too new to identify trends, however there are a few things worth noting:

- Madison Square Lot (48) has the most trips completed of any of the locations, followed by the Weston Commerce location (43).
- Weston Commerce has seen the most active users(25), of any of the locations, but trips tend to be shorter. Eastown Ethel Lot has 14 active users, and the car has the highest utilization (hours per day).

The program is steadily growing month to month with more active users and an increase in average hours used per day as well as trips completed.

Trips by Week



Utilization: Month-to-Month:

September 1-September 30th (Beta Testers)

Michigan Utilization | From: 9/1/24 | Until: 9/30/24 | Average per car

Last Updated: 11/25/24 10:20 am ET

Hours/Day	Hours Used	Trips Completed	Active Users	Trip Costs
3.9	116.0	12	6	\$220

Sort by:	Utilization (hours/day)	Order:	Descending							
Vehicle ID	Vehicle	Market	Last Known Location	Active Users	Hours Used	Miles Driven	Trip Costs	Trips Completed	Utilization (hours/day)	120 Day Utilization
12842	DF60030 (Chevy Bolt)	GR	Government Center Garage	2	80.0	382	\$170	5	2.7	
12960	DF60029 (Chevy Bolt)	GR	Grand Rapids Madison Square Lo	1	24.0	118	\$50	1	0.8	
11489	EH78545 (Chevy Bolt)	GR	Grand Rapids Weston Commerce	3	9.8	60	\$0	4	0.3	
11791	EP25574 (Chevy Bolt)	GR	Eastown Ethel Lot	2	2.0	2	\$0	2	0.1	
13031	Temp GR (Chevy Bolt)	GR	Fulton St West Lot	0	0.0	0	\$0	0	0.0	

October 1-October 31st (launch on 10/17)

Michigan Utilization | From: 10/1/24 | Until: 10/31/24 | Average per car

Last Updated: 11/25/24 10:20 am ET

Hours/Day	Hours Used	Trips Completed	Active Users	Trip Costs
20.0	619.0	67	24	\$1,393

Sort by:	Utilization (hours/day)	Order:	Descending							
Vehicle ID	Vehicle	Market	Last Known Location	Active Users	Hours Used	Miles Driven	Trip Costs	Trips Completed	Utilization (hours/day)	120 Day Utilization
12960	DF60029 (Chevy Bolt)	GR	Grand Rapids Madison Square Lo	6	189.0	641	\$483	16	6.1	
11489	EH78545 (Chevy Bolt)	GR	Grand Rapids Weston Commerce	11	145.0	775	\$276	14	4.7	
11791	EP25574 (Chevy Bolt)	GR	Eastown Ethel Lot	8	138.2	772	\$373	12	4.5	
12842	DF60030 (Chevy Bolt)	GR	Government Center Garage	8	79.8	402	\$161	12	2.6	
13031	Temp GR (Chevy Bolt)	GR	* Fulton St West Lot	7	66.5	140	\$100	13	2.1	

November 1-November 30th

Michigan Utilization | From: 11/1/24 | Until: 11/30/24 | Average per car

Last Updated: 12/2/24 10:20 am ET

Hours/Day	Hours Used	Trips Completed	Active Users	Trip Costs
63.2	1895.0	137	37	\$4,385

Sort by:	Utilization (hours/day)	Order:	Descending							
Vehicle ID	Vehicle	Market	Last Known Location	Active Users	Hours Used	Miles Driven	Trip Costs	Trips Completed	Utilization (hours/day)	120 Day Utilization
11791	EP25574 (Chevy Bolt)	GR	Eastown Ethel Lot	8	455.0	1,959	\$1,026	24	15.2	
11489	EH78545 (Chevy Bolt)	GR	Grand Rapids Weston Commerce	21	398.5	1,242	\$801	33	13.3	
12842	DF60030 (Chevy Bolt)	GR	Government Center Garage	14	395.8	2,766	\$1,054	32	13.2	
12960	DF60029 (Chevy Bolt)	GR	Grand Rapids Madison Square Lo	15	378.5	2,012	\$1,011	36	12.6	
13031	Temp GR (Chevy Bolt)	GR	Fulton St West Lot	7	267.2	1,414	\$493	12	8.9	

Post Launch Enrollment:

New applications: Applicants are considered to be people who have downloaded the application and filled out the application, but this does not mean that the application is complete. This may mean however that the applicant filled out the application but did NOT complete the application. The most common error made by applicants is not uploading their license and/or entering their credit card information, both of which are required for an application to advance. Incomplete applicants and completed applicants.

Members/Users: Members/Users have completed their application, were approved, and have completed an orientation. Members/Users are able to access DART cars. An active member/user is someone who has used a vehicle at least once in the past six months.

Unresponsive Applicants: Unresponsive Applicants are applicants who have either fully completed their application but did not respond to either or the orientation emails, or did not fill out their application in full and are unresponsive to emails directing them to complete the application. These are considered closed applications, however, quarterly emails are sent to unresponsive applicants with directions on how to sign up for the program as a reminder. An unresponsive applicant may also proactively reach out to our member services department to sign up for an orientation and complete their application process.

Rejected applicants: An applicant can be rejected if they are unable to pay for their one time application fee/their card is declined and they do not respond to a call or email from our member services department with an updated card, are not old enough to participate in the program (21+), or did not have a clean driving record (supplied by the DMV).

Since the program began on October 17th, there have been a total of 248 applicants. This excludes Beta Testers. 82 (33%) applicants have completed the application and orientation process are approved as members. 58 applications have been closed due to unresponsiveness. Five applicants have been rejected due to their report from Motor Vehicles. 30 applications were unable to be processed to a declined card needed for the application fee. 37 applicants have been emailed once to schedule their orientation, and 18 applicants have been emailed a second time about to schedule their orientation. The remainder of the applicants have expired licenses and one application could not be processed due to an unusable picture of their license.

Of the 248 applicants, 37 of them are from the 49507 zip code (13% of total applicants) and nine of the total 82 active members (11% of total active members).

As of 11/30/24 any approved applicant has received at least one email to schedule their orientation.

Data from Mobility Development's 3rd party vendor is uploaded daily by our member services department and applications are processed within an average of 3.5 days of the application being completed (license and credit card uploaded and fee paid).

Context: Michigan Carshare

The DART GR program is part of a larger Michigan Carshare program funded through the U.S. Department of Energy (DOE). Funding supports vehicles in Kalamazoo, Ann Arbor, and Detroit, with partners including Mobility Development, Forth Mobility, and Michigan Clean Cities. Mobility Development has also provided assistance to the City's efforts towards a federal application for EVSE through the Charging and Fueling Infrastructure (CFI) program, submitted in 2023 and resubmitted in 2024.

Detail Trip Trends / Analysis:

In the Pro Forma submitted by Mobility Development Partners (MDP) in August 2023, MDP projected within in the first three months of the program there would be 6 cars at 6 locations, 50 active members, 225 reservations per month, 2.2 hours of utilization per car/per site, and \$4,050 in costs paid by members for use of the vehicles.

In the first two months of the program (10/17/24-11/30/24) 5 cars at 5 stations are in service, 47 active users, an average of 10.36 hours of utilization per car/persite, and \$5,391 in costs paid by members for use of the vehicles.

The program is outperforming the projected program utilization.

A sixth car will be added to the fleet within the month.

Outreach:

In an effort to effectively reach targeted communities, MDO hired 2 consultants in collaboration with the City of Grand Rapids- Scales Consulting Inc and Public Agency. Scales Consulting is working in communities surrounding the Burton/Division station and the Madison station. Public Agency is working in the communities surrounding the Fulton Lot and Eastown Ethel Lot. These consultants have been responsible for distributing information, providing community members tours of the cars to help familiarize them with the vehicles, help them navigate the application process and the app, and talk about carsharing and public transit with the communities. Over the first 3 months of the program, the contractors have participated in 49 events and spoken with over 1,000 community members about DART GR. Events have included Trunk or Treats in various neighborhoods, non-partisan Get Out the Vote events, community and block club meetings, canvassing, and pop-up outreach events outside of grocery stores. This does not include the extensive outreach that the City of Grand Rapids has done in preparation for the program launch and following the launch.

MDO expects these consultants will conclude work in December, and are happy with what we've gotten; outreach has contributed to the expected 200+ active members we'll have going into 2025.

Staffing:

MDO is in the process of hiring a part time staff person to manage the fleet in Grand Rapids. This staff person is responsible for cleaning the fleet, on the ground troubleshooting of any fleet issues, and ensuring that cars are at their appropriate stations.

Future Planning:**Modified Projections: Short-term**

- Mobility Development expects around 100 additional members to have completed orientations in next two to three months, based on current pace of enrollment and responsiveness
- 150-200 active users will justify demand for 10 cars, with current sites being well suited to accommodate a second vehicle
- Mobile GR and Mobility Development expect to negotiation minor contract updates to accommodate an accelerate program expansion. This will require no additional City resources thanks to better than expected program uptake.

Modified Projections: Long-term

- In Q1 2024, Mobility Development and Mobile GR will work through more in-depth revisions to the program's Pro Forma financial projections (initially developed at the start of the project in 2023).
- Based on early indications, partners will aim for 60-70% farebox recovery by end of first operating year (Q4 2025). This is roughly one year ahead of the current Pro Forma, which calls for hitting this target after two years of operations.
- With 200+ active users and 12 cars deployed in mid-2025, the program will have an opportunity to expand considerably beyond this initial footprint in future years.