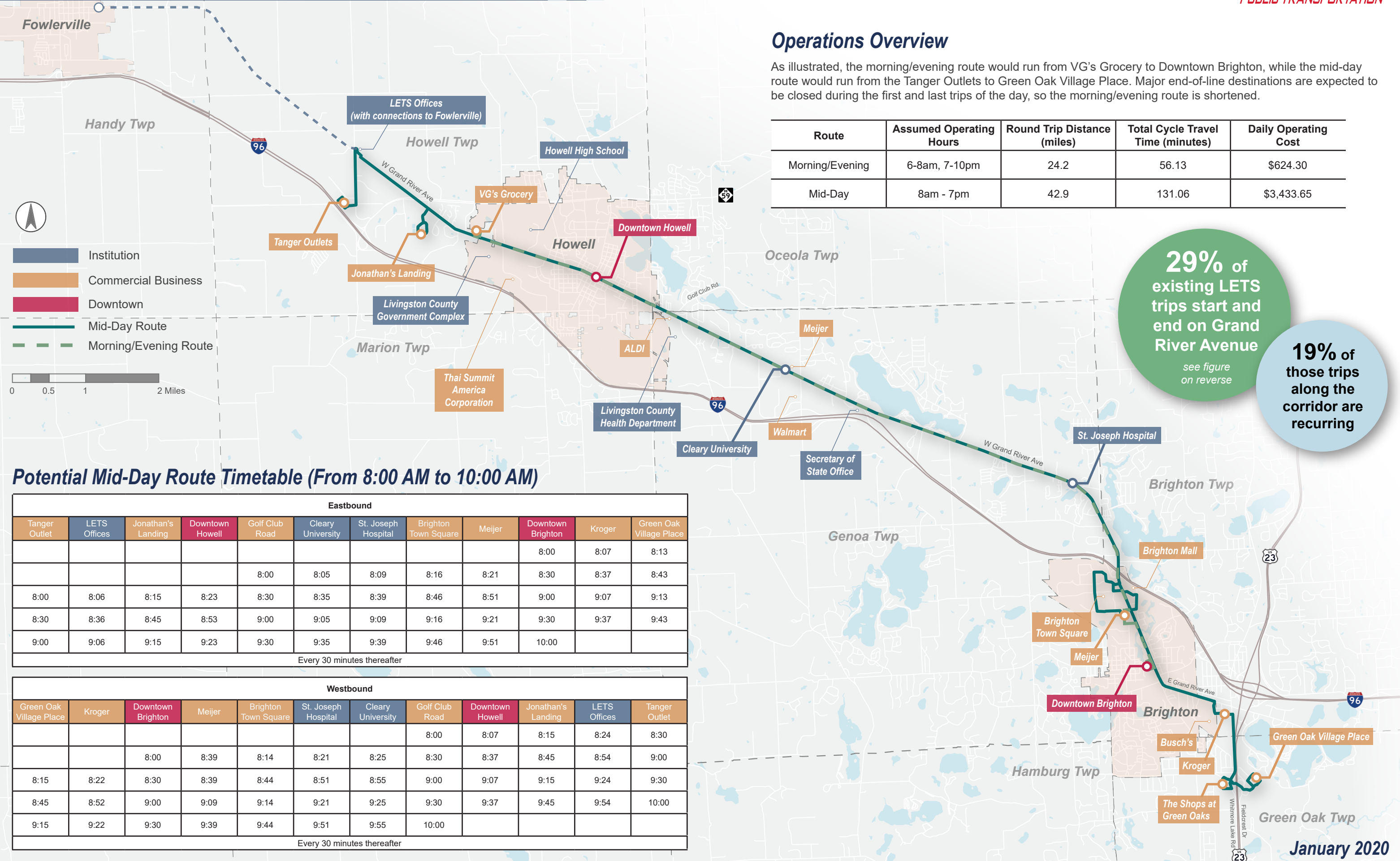


Grand River Avenue Bus Route



Operations Overview

As illustrated, the morning/evening route would run from VG's Grocery to Downtown Brighton, while the mid-day route would run from the Tanger Outlets to Green Oak Village Place. Major end-of-line destinations are expected to be closed during the first and last trips of the day, so the morning/evening route is shortened.

Route	Assumed Operating Hours	Round Trip Distance (miles)	Total Cycle Travel Time (minutes)	Daily Operating Cost
Morning/Evening	6-8am, 7-10pm	24.2	56.13	\$624.30
Mid-Day	8am - 7pm	42.9	131.06	\$3,433.65

29% of existing LETS trips start and end on Grand River Avenue
see figure on reverse

19% of those trips along the corridor are recurring

Potential Mid-Day Route Timetable (From 8:00 AM to 10:00 AM)

Eastbound											
Tanger Outlet	LETS Offices	Jonathan's Landing	Downtown Howell	Golf Club Road	Cleary University	St. Joseph Hospital	Brighton Town Square	Meijer	Downtown Brighton	Kroger	Green Oak Village Place
									8:00	8:07	8:13
				8:00	8:05	8:09	8:16	8:21	8:30	8:37	8:43
8:00	8:06	8:15	8:23	8:30	8:35	8:39	8:46	8:51	9:00	9:07	9:13
8:30	8:36	8:45	8:53	9:00	9:05	9:09	9:16	9:21	9:30	9:37	9:43
9:00	9:06	9:15	9:23	9:30	9:35	9:39	9:46	9:51	10:00		

Every 30 minutes thereafter

Westbound											
Green Oak Village Place	Kroger	Downtown Brighton	Meijer	Brighton Town Square	St. Joseph Hospital	Cleary University	Golf Club Road	Downtown Howell	Jonathan's Landing	LETS Offices	Tanger Outlet
							8:00	8:07	8:15	8:24	8:30
		8:00	8:39	8:14	8:21	8:25	8:30	8:37	8:45	8:54	9:00
8:15	8:22	8:30	8:39	8:44	8:51	8:55	9:00	9:07	9:15	9:24	9:30
8:45	8:52	9:00	9:09	9:14	9:21	9:25	9:30	9:37	9:45	9:54	10:00
9:15	9:22	9:30	9:39	9:44	9:51	9:55	10:00				

Every 30 minutes thereafter



Grand River Avenue Bus Route

Future Investment

Six new small bus vehicles would be dedicated to the proposed route. At about \$100,000-\$120,000 each, this would be an investment of approximately \$600,000-\$720,000 total. Funding for these buses has already been secured and no local match is needed.

In addition, while the proposed fixed-route service offers many benefits, there are opportunities to eliminate barriers to accessing the service. Sidewalks are sparse outside of the downtown areas, and no formal crossing exists for pedestrians between two major destinations along the corridor: Cleary University and the Meijer at Grand River Avenue and Latson Road. Further development of the pedestrian infrastructure along the corridor is needed to fully and safely realize the benefits of the proposed fixed-route service.

Why Grand River Avenue?

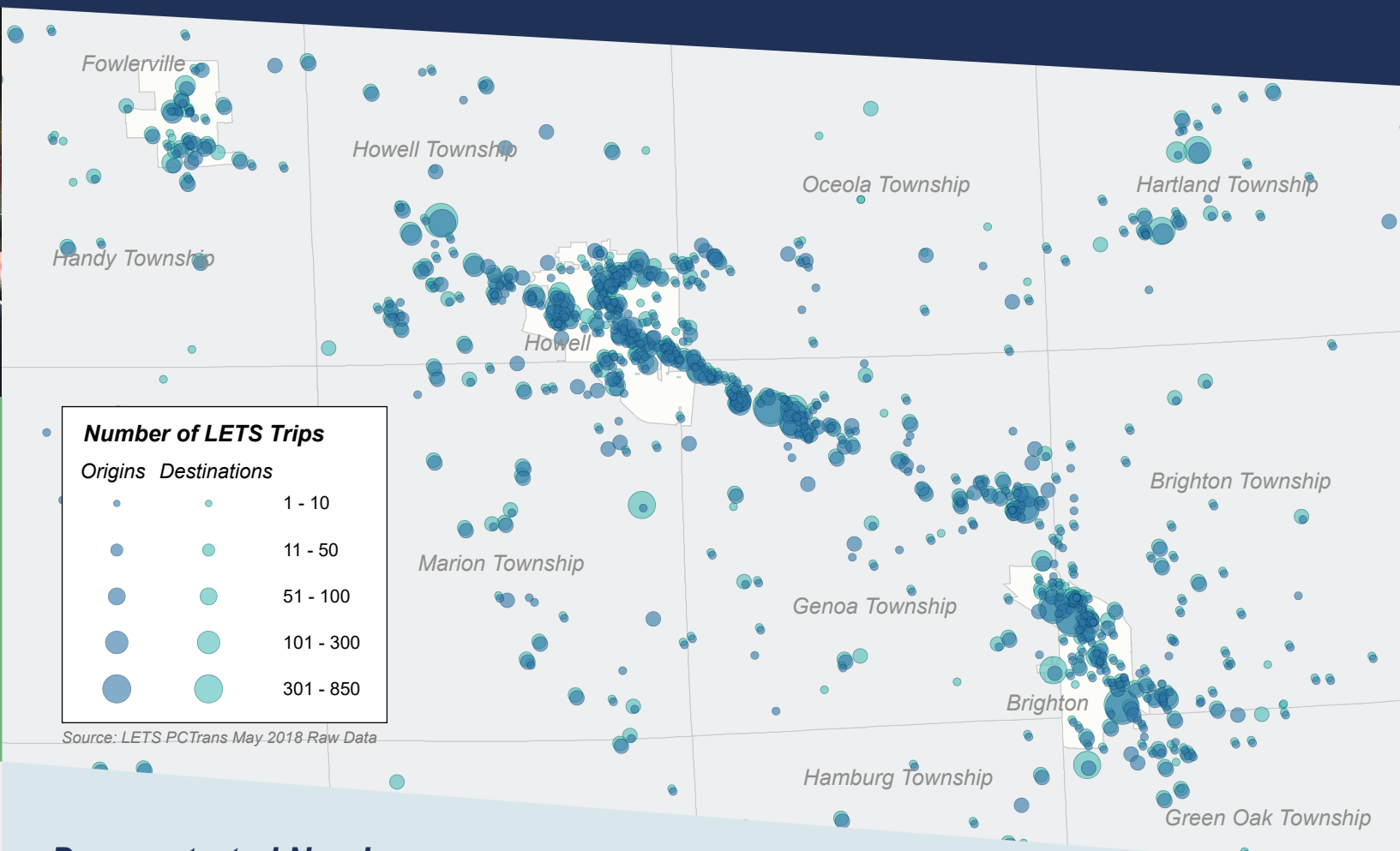
Nearly all of the county's top employers and its highest concentration of jobs are found along the Grand River Avenue corridor between Howell and Brighton. About **29%** of LETS passenger trips start and end within this same corridor, and about **19%** of those trips are recurring. Moreover, where demand is adequate, scheduled bus routes such as this one, is a far more efficient and less expensive mode to use than a "dial-to-ride". The corridor is also home to populations with some of the highest propensity for transit use. This presents the opportunity to implement a bus route with designated stops on the corridor.

The bus route would provide a readily-available, reliable transportation option that does not require reservations or advance notice, and would free up capacity for more LETS trips by shifting a portion of current dial-a-ride ridership to the bus route. Furthermore, because this service would provide a level of flexibility in planning one's day that dial-a-ride cannot offer, more customers would be able to use the service.



How Can You Help?

The proposed fixed route service provides our communities with opportunities to better connect to the places, goods, and people we value most, increasing our collective quality of life, connectivity, and economic prosperity. The bus service would cost approximately \$1.1 million annually if operated 5 days per week, and will primarily be paid for by state and federal grants, but will require a local match of about \$550,000. If we see this service as a valuable addition to our community, it will take collective investment and coordination. LETS is seeking your support in bringing this project to fruition.



Demonstrated Need

The Grand River Avenue corridor is home to many travelers and LETS customer travel destinations. The map above shows highly concentrated origins and destinations for existing LETS riders along Grand River Avenue.

This route would provide a readily-available, reliable transportation option that does not require a reservation or advance notice. This route would free up capacity for more LETS trips by shifting a portion of current dial-a-ride ridership to the bus route. Furthermore, because this service would provide a level of flexibility in planning one's day that a dial-a-ride cannot offer, more customers would find this an attractive and feasible transportation option.

