

KENT COUNTY TRANSIT NEEDS ASSESSMENT

GRAND VALLEY METROPOLITAN COUNCIL

RLS & Associates, Inc. is currently conducting a Needs Assessment for Kent County, Michigan. This includes a comprehensive analysis of population demographics within the study area. RLS & Associates, Inc. has conducted an initial assessment of existing transportation services and service gaps. This has included a large public input component, in which RLS conducted multiple public meetings to gain an understanding of the public's existing transportation services. In conjunction with these public meetings, the RLS team conducted focus groups of existing transportation users, potential users, and non users. Employee surveys were conducted to obtain an understanding of the existing issues and needs for public transportation for employment. The information gathered from this public input has been used to develop a household survey, which will provide statically valid data on latent demand. In addition, the existing transportation services within the county were inventoried to understand what options were available to the public. The analysis of existing plans and studies was also done. As the study continues and statistical evidence is gathered to define latent demand, RLS will provide potential service options and suggest potential funding sources that will meet the needs of the county.

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