

8. PRELIMINARY SERVICE SCENARIOS AND STAKEHOLDER REACTIONS

The opportunities identified at the end of each diagnostic route profile present a range of possible options for improving the performance of the respective route. In some cases, the options that are presented are contradictory, because there is almost always more than one way to improve service. For example, if a route has poor productivity, its frequency can be reduced to achieve a better ratio between service supply and demand. Alternatively, the route could be replaced with an on-demand service that only serves an area upon request.

OVERVIEW OF SCENARIOS

Using the opportunities from the route profiles as a starting point, the study team developed two preliminary service redesign scenarios for the study area. Both scenarios incorporated a subset of the service improvement ideas that emerged from the route profiles. Both scenarios were also built on the notion that an effective transit network consists of strong individual routes. This means that each route must:

- Be easy to access,
- Be intuitive to understand, and
- Serve a robust mix of the types of destinations that tend to generate a high number of transit trips (multi-family housing, grocery and retail centers, medical facilities, academic institutions, etc.).

While the two scenarios had some similarities and many differences between them, neither was intended to satisfy everyone. Rather, the scenarios were intended to test different service design concepts and elicit feedback from the public and other stakeholders with the aim of identifying and incorporating the most popular elements of each scenario into a final recommended scenario.

Scenario 1 had a similar overall “footprint” to the current Metro network, but each route was modified in some way to address the strengths,

weaknesses, and opportunities identified through the service and market analyses. By contrast, Scenario 2 focused fixed-route service in the corridors with the highest ridership potential and supplemented this service with microtransit service. Microtransit is an app-based on-demand service that operates like Uber and Lyft but utilizes transit-specific vehicles and offers affordable and predictable fares (see Figure 48). Microtransit is a particularly effective tool for serving lower-density and/or automobile-oriented environments. Where it is available, microtransit can provide both local circulation within a designated zone and first-/last-mile connections to the fixed-route network. The proposed microtransit zones are designed both to capture a robust mix of ridership generators and to manage trip lengths, which is key to ensuring service productivity.

Maps of both scenarios, followed by route-by-route descriptions of how each scenario differs from existing service, are shown below. The route numbers used in the two scenarios were meant to show both continuity and evolution of the route network. If a route was proposed to be split, then an extra digit was added to the two resulting routes. For example, in both scenarios, Route 7 was split into Route 71 and Route 72.

Figure 48: Example of Microtransit in Grand Rapids



SCENARIO 1

Figure 49: Scenario 1 System Map

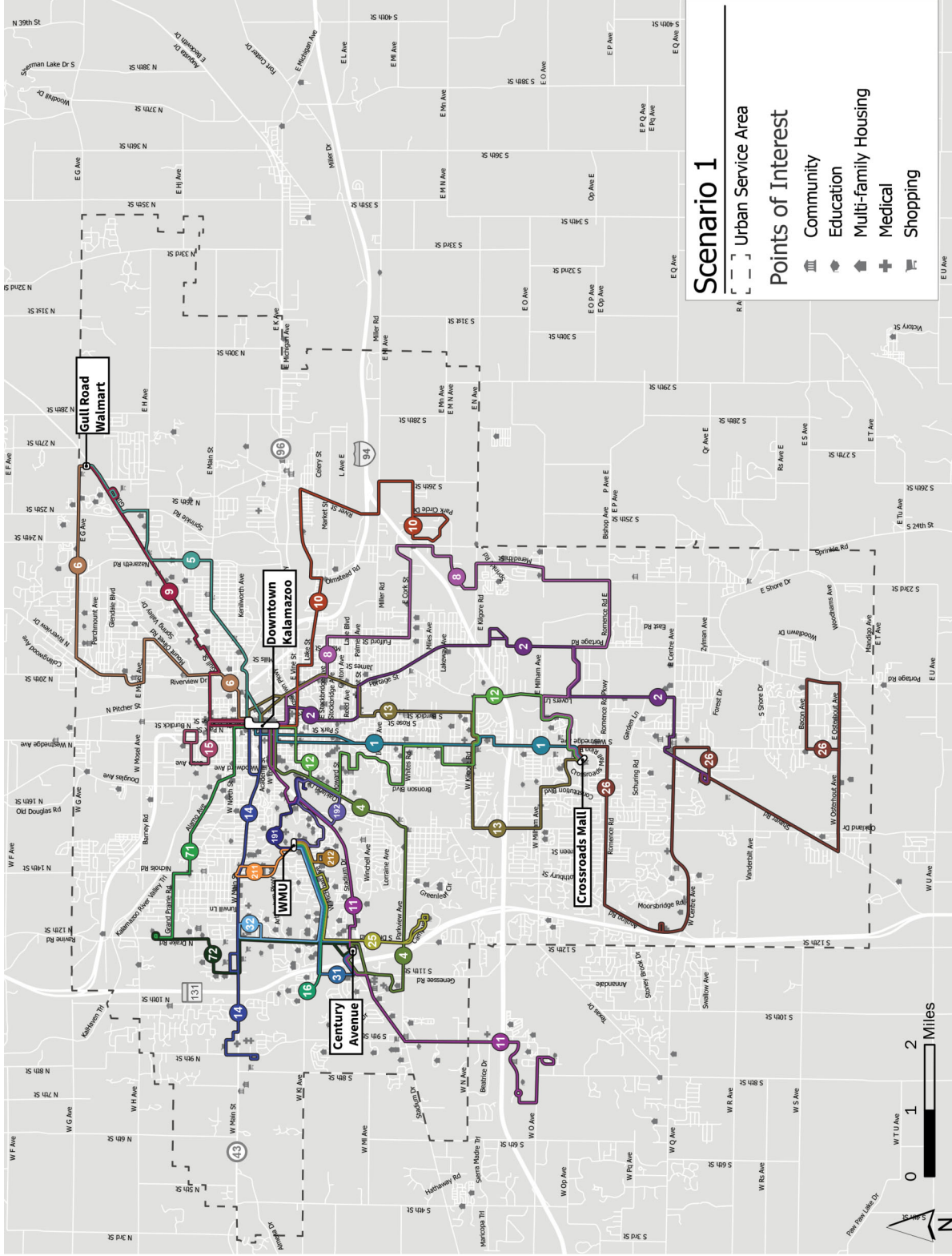


Table 11: Scenario 1 Route Change Descriptions

Route	End of Line 1	End of Line 2	Key Changes from Current	Other Notes
1	Kalamazoo Transit Center	Crossroads Mall	Revised alignment through Meijer on Westnedge to avoid unprotected left turn onto Kilgore; Elimination of direct service to Portage Adult Education due to low ridership.	
2	Kalamazoo Transit Center	Portage Walmart	Alignment shifted from Pitcher and Portage Street to Rose, Jasper, Burdick, and Alcott Street to improve access to Bronson Methodist Hospital and DHHS; End of line shifted from Sprinkle Road to Portage Walmart to better serve airport area and Stryker campus, while establishing stronger anchor.	Sprinkle Road coverage picked up by Route 8.
3	WMU Transit Loading Zone	Century Avenue (Route 31); W. Main Street (Route 32)	Split Route 3 into two routes (31 and 32) to reduce out-of-direction travel and provide more direct service to key destinations.	Costco and Trader Joe's served from Century Avenue rather than Stadium Drive; Harding's Market and Target served from Drake/W. Main to avoid circuitous deviations.
4	Kalamazoo Transit Center	Century Avenue	Service eliminated south of Parkview Avenue to improve productivity and reduce one-way service; Route extended from Crystal Lane to Century Avenue to establish stronger anchor and facilitate transfer opportunities.	Service to Milham Meadows Apartments picked up by Route 13.
5	Kalamazoo Transit Center	Gull Road Walmart	Route extended from E. Main Street to Gull Road Walmart to establish stronger anchor, facilitate transfer opportunities, and allow for streamlining of Route 9 service on Gull Road.	
6	Kalamazoo Transit Center	Gull Road Walmart	Alignment shifted from Paterson and Burdick Street to Gull Road and Ransom Street to create transfer opportunity with Route 9 at Riverview and Gull Road.	Service to Family Health Center on Burdick Street picked up by Route 9.
7	Kalamazoo Transit Center (Route 71); Century Avenue (Route 72)	Kalamazoo Central High School	Split Route 7 into two routes (71 and 72) to reduce perception of out-of-direction travel; Service to Maple Hill Pavilion shifted from Drake Road to Maple Hill Drive and W. Main Street to provide better access to Aldi and multi-family housing along Maple Hill; Service extended further south to Century Avenue to serve additional anchor and facilitate more transfer opportunities.	Maple Hill Pavilion coverage allows Route 32 service to be streamlined.
8	Kalamazoo Transit Center	Crossroads Mall	Alignment shifted from Pitcher and Portage Street to Walnut and Rose Street to improve access to Bronson Methodist Hospital; Eliminate service east of Sprinkle Road (including MRC Industries) to streamline route and due to low ridership; End of line shifted from Manchester Road to Portage Walmart to better serve multifamily housing and industrial destinations surrounding the airport, while establishing stronger anchor.	Service to MRC Industries on 26th Street picked up by Route 10.
9	Kalamazoo Transit Center	Gull Road Walmart	Alignment shifted from E Kalamazoo and E Michigan Avenue to E Paterson and N Rose Street to serve Family Health Center and create transfer opportunity with Route 6 at Riverview and Gull Road; Eliminated deviations to Ascension Borgess Health & Fitness and H Avenue/Sprinkle Road to streamline route.	H Avenue/Sprinkle Road coverage picked up by Route 5.

Route	End of Line 1	End of Line 2	Key Changes from Current	Other Notes
10	Kalamazoo Transit Center	Midlink Drive	Alignment shifted from King Highway, E Kalamazoo, and E Michigan Avenue to E Vine and S Rose Street to improve access to Bronson Methodist Hospital; Route restructured to travel south from Comstock Avenue to provide job-access opportunities including greenhouses along River Street, MCR Industries, and industrial destinations along Midlink Drive instead of Gull Road Walmart.	Very low ridership along N 26th Street, north of Comstock Avenue.
11	Kalamazoo Transit Center	KVCC	Alignment shifted from W Kalamazoo and W Michigan Avenue to W South and W Lovell Street to reduce one-way service and improve access to downtown destinations such as Kalamazoo Public Library; WMU served on inbound and outbound trips to complement Routes 191 and 192; Alignment shifted to serve Century Avenue to serve an additional anchor and provide more transfer opportunities; KVCC Groves campus served on all trips.	New roadway will connect Groves campus to O Avenue.
12	Kalamazoo Transit Center	Crossroads Mall	Alignment shifted to serve Phoenix High School in order to create route linking multiple high schools with YMCA and Crossroads Mall for job-access and recreation opportunities. Service shifted from Duke Street to Westnedge Avenue, north of Denway Drive, to increase ridership and transfer opportunities. End of line shifted from airport to Crossroads Mall via Newport Road and Gladys Street to better serve multifamily housing and increase ridership.	Airport coverage picked up by Route 2.
13	Kalamazoo Transit Center	Crossroads Mall	Swapped segments with Route 2 north of Alcott Street to reduce out-of-direction travel when serving DHHS; Route extended from Meijer on Old Kilgore Road to Crossroads Mall via Milham Meadows.	Service to Milham Meadows links area with high transit need to more destinations and job-access opportunities.
14	Kalamazoo Transit Center	9th Street Walmart	Alignment adjustments through Maple Hill Pavilion, Meijer, and Walmart to facilitate bi-directional service utilizing signalized intersections; Elimination of service to Oshtemo Branch Library due to low ridership.	
15	Kalamazoo Transit Center	Hopkins Street	Simplified alignment to reduce one-way segments; Eliminated service in Kalamazoo Township due to low ridership as current stops north of Business 131.	N Rose Street coverage picked up by Route 9.
16	WMU Transit Loading Zone	58 West Apartments	End of line shifted from Downtown Kalamazoo to WMU Transit Loading Zone to reduce redundancy with Route 11 operating between downtown and WMU.	Ridership patterns suggest very few riders continue past WMU on trips originating east and west of the university.
19	WMU Transit Loading Zone	WMU College of HHS (Route 191); Stadium Drive Apartments (Route 192)	Split Route 19 into two routes (191 and 192) to reduce out-of-direction travel and provide more direct service to destinations on Ring Road North and Ring Road South.	

Route	End of Line 1	End of Line 2	Key Changes from Current	Other Notes
21	WMU Transit Loading Zone	Kendall Avenue (Route 191); Westbrook Road (Route 192)	Split Route 21 into two routes (211 and 212) to reduce likelihood of WMU passengers boarding a bus heading in the wrong direction; Eliminate Fraternity Village Drive service to reduce out-of-direction travel.	Fraternity Village Drive service picked up by Route 25.
25	WMU Transit Loading Zone	WMU College of Engineering and Applied Sciences	Alignment adjustments to serve Kenbrooke Court, Michigamme Woods Drive, and Fraternity Village Drive on outbound and inbound trips.	Signalized intersections at Michigan Avenue both and Kenbrooke Court and Fraternity Village Drive.
26	Crossroads Mall	Portage Road	Restructured route to provide bi-directional service between Crossroads Mall and key destinations in southern half of Portage Township.	Service to Mallard Cove Apartments picked up by Route 13.
27	N/A	N/A	Eliminated route due to low ridership	Much of coverage picked up by other routes including Route 2, 8, and 26

SCENARIO 2

Figure 50: Scenario 2 System Map

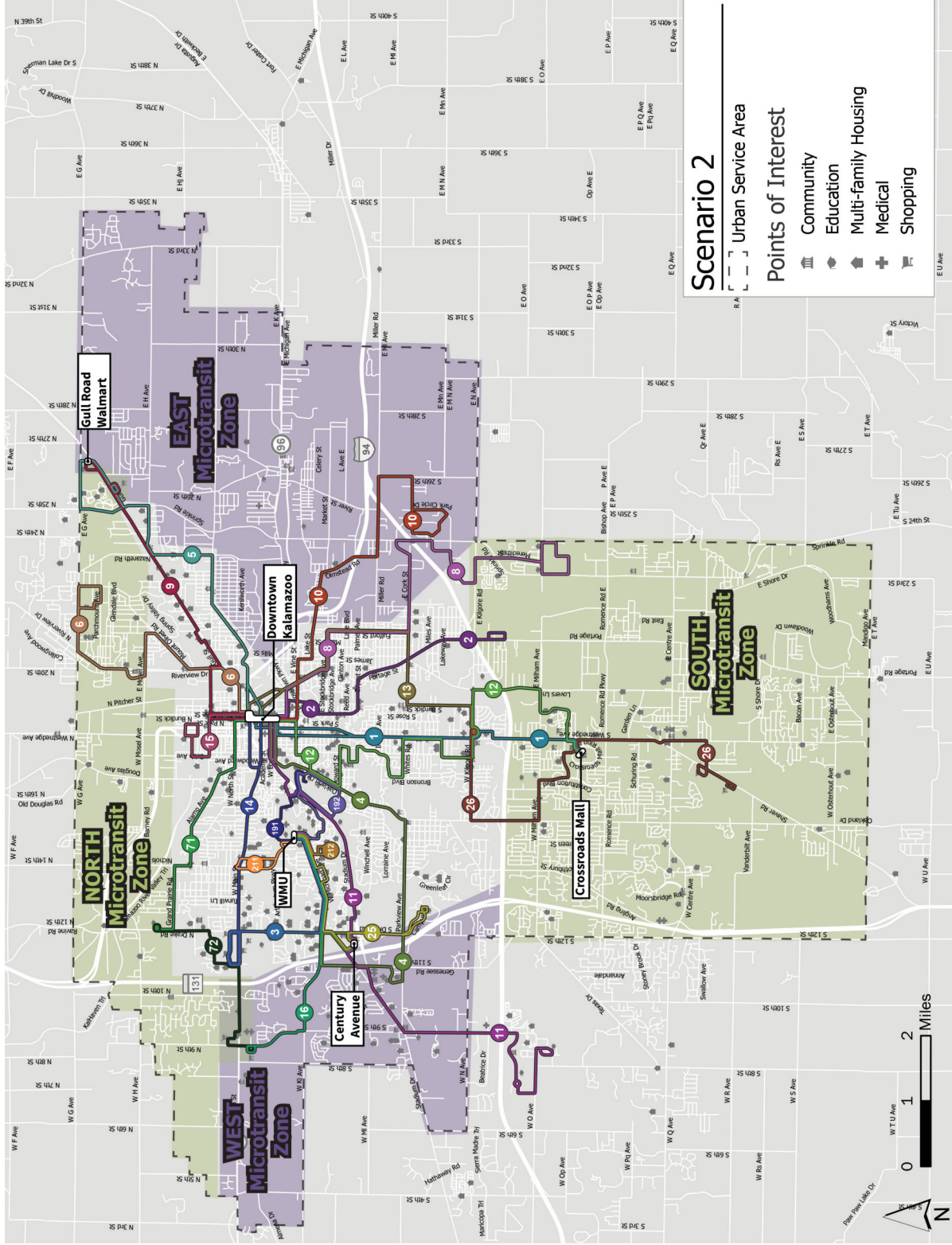


Table 12: Scenario 2 Route Change Descriptions (red text indicates items changed from Scenario 1)

Route	End of Line 1	End of Line 2	Key Changes from Current	Other Notes
1	Kalamazoo Transit Center	Crossroads Mall	Revised alignment through Meijer on Westnedge to avoid unprotected left turn onto Kilgore; Elimination of direct service to Portage Adult Education due to low ridership.	
2	Kalamazoo Transit Center	Airport Drive	Alignment shifted from Pitcher and Portage Street to Rose, Jasper, Burdick, and Alcott Street to improve access to Bronson Methodist Hospital and DHHS; End of line shifted from Sprinkle Road to Airport Drive to provide more direct service to airport-area job access opportunities.	Sprinkle Road coverage picked up by Route 8.
3	WMU Transit Loading Zone	Maple Hill Pavilion	Eliminate loops serving 11th Street, Sage Street, and Harding's Market to streamline route and reduce out-of-direction travel and one-way service; Extend service further into Maple Hill Pavilion for more convenient access to retail destinations.	11th Street service picked up by Route 4.
4	Kalamazoo Transit Center	Century Avenue	Service eliminated south of Parkview Avenue to improve productivity and reduce one-way service; Route extended from Crystal Lane to Century Avenue via 11th Street and KI Avenue to establish stronger anchor and facilitate transfer opportunities.	Service to Milham Meadows Apartments picked up by Route 26.
5	Kalamazoo Transit Center	Gull Road Walmart	Route extended from E. Main Street to Gull Road Walmart to establish stronger anchor, facilitate transfer opportunities, and allow for streamlining of Route 9 service on Gull Road.	Route serves Gull Prairie Apartments in Scenario 2 only.
6	Kalamazoo Transit Center	Mount Olivet Drive	Alignment shifted from Paterson and Burdick Street to Gull Road and Ransom Street to create transfer opportunity with Route 9 at Riverview and Gull Road.	Service to Family Health Center on Burdick Street picked up by Route 9.
7	Kalamazoo Transit Center (Route 71); 9th Street Walmart (Route 72)	Kalamazoo Central High School	Split Route 7 into two routes (71 and 72) to reduce perception of out-of-direction travel; Service extended further west to 9th Street Walmart to serve additional anchors and facilitate more transfer opportunities.	
8	Kalamazoo Transit Center	Commercial Road	Alignment shifted from Pitcher and Portage Street to Walnut and Rose Street to improve access to Bronson Methodist Hospital; Eliminate service east of Sprinkle Road (including MRC Industries) to streamline route and due to low ridership; End of line shifted from Manchester Road to Commercial Avenue/American Avenue to better serve multifamily housing and industrial destinations surrounding the airport.	Service to MRC Industries on 26th Street picked up by Route 10.
9	Kalamazoo Transit Center	Gull Road Walmart	Alignment shifted from E Kalamazoo and E Michigan Avenue to E Paterson and N Rose Street to serve Family Health Center and create transfer opportunity with Route 6 at Riverview and Gull Road; Eliminated deviations to Ascension Borgess Health & Fitness and H Avenue/Sprinkle Road to streamline route.	H Avenue/Sprinkle Road coverage picked up by Route 5.

Route	End of Line 1	End of Line 2	Key Changes from Current	Other Notes
10	Kalamazoo Transit Center	Midlink Drive	Alignment shifted from King Highway, E Kalamazoo, and E Michigan Avenue to E Vine and S Rose Street to improve access to Bronson Methodist Hospital; Route restructured to travel south from Lake Street to provide job-access opportunities including Kalamazoo Candle Company , greenhouses along River Street, MCR Industries, and industrial destinations along Midlink Drive instead of Gull Road Walmart.	Comstock Avenue and N 26th Street coverage picked up Microtransit Zone East .
11	Kalamazoo Transit Center	KVCC	Alignment shifted from W Kalamazoo and W Michigan Avenue to W South and W Lovell Street to reduce one-way service, and improve access to downtown destinations such as Kalamazoo Public Library; WMU served on inbound and outbound trips to complement Routes 191 and 192; Alignment shifted to serve Century Avenue to serve an additional anchor and provide more transfer opportunities; KVCC Groves campus served on all trips.	New roadway will connect Groves campus to O Avenue.
12	Kalamazoo Transit Center	Crossroads Mall	Alignment shifted to serve Phoenix High School in order to create route linking multiple high schools with YMCA and Crossroads Mall for job-access and recreation opportunities. Service shifted from Duke Street to Westnedge Avenue, north of Denway Drive, to increase ridership and transfer opportunities. End of line shifted from airport to Crossroads Mall via Newport Road and Gladys Street to better serve multifamily housing and increase ridership.	Airport coverage picked up by Route 2.
13	Kalamazoo Transit Center	Old Kilgore Road	Swapped segments with Route 8 north of East Cork Street to facilitate access to groceries at Harding's Market for riders of both routes.	
14	Kalamazoo Transit Center	Maple Hill Pavilion	End-of-line shifted to Maple Hill Pavilion, improve access to destination within the shopping center and across W. Main Street.	Meijer and Walmart service picked up by Route 72 with connection at Maple Hill Pavilion; Oshtemo Branch Library service picked up by Microtransit Zone North.
15	Kalamazoo Transit Center	Hopkins Street	Simplified alignment to reduce one-way segments; Eliminated service in Kalamazoo Township due to low ridership north of Business 131.	N Rose Street coverage picked up by Route 9. Service north of Business 131 picked up by Microtransit Zone North.
16	WMU Transit Loading Zone	9th Street Walmart	Eastern end of line shifted from Downtown Kalamazoo to WMU Transit Loading Zone to reduce redundancy with Route 11 operating between downtown and WMU; Western end of line extended to Walmart on 9th Street to improve retail/grocery access from campus and off-campus housing.	Ridership patterns suggest very few riders continue past WMU on trips originating east and west of the university; Sidewalk and crosswalk improvements would be required to serve 58 West and The Paddock Apartments from KI Avenue.

Route	End of Line 1	End of Line 2	Key Changes from Current	Other Notes
19	WMU Transit Loading Zone	WMU College of HHS (Route 191); Stadium Drive Apartments (Route 192)	Split Route 19 into two routes (191 and 192) to reduce out-of-direction travel and provide more direct service to destinations on Ring Road North and Ring Road South.	
21	WMU Transit Loading Zone	Kendall Avenue (Route 191); Westbrook Road (Route 192)	Split Route 21 into two routes (211 and 212) to reduce likelihood of WMU passengers boarding a bus heading in the wrong direction; Eliminate Fraternity Village Drive service to reduce out-of-direction travel.	Fraternity Village Drive service picked up by Route 25.
25	WMU Transit Loading Zone	WMU College of Engineering and Applied Sciences	Alignment adjustments to serve Century Avenue , Kenbrooke Court, Michigamme Woods Drive, and Fraternity Village Drive on outbound and inbound trips.	Signalized intersections at Michigan Avenue both and Kenbrooke Court and Fraternity Village Drive.
26	Old Kilgore Road	Shaver Road Meijer	Restructured route to provide bi-directional service between Meijer on Westnedge and Meijer on Shaver Road via Milham Meadows, Crossroads Mall, Portage Central High School, and Walmart on Shaver Road; and key destinations in southern half of Portage Township.	Current Route 26 coverage also picked up by Microtransit Zone South
27	N/A	N/A	Eliminated route due to low ridership	Current Route 27 coverage picked up by Microtransit Zone South
Microtransit Zone North (New)	N/A	N/A	Serving parts of Oshtemo, Westwood, Kalamazoo Township, and Comstock Northwest on demand.	Key transfer hubs at Walmart and Meijer along Gull Road and Walmart and Meijer along 9th Street.
Microtransit Zone South (New)	N/A	N/A	Serving most of Portage on demand.	Key transfer hubs at Crossroads Mall and Walmart and Meijer along Shaver Road.
Microtransit Zone East (New)	N/A	N/A	Serving parts of Kalamazoo, Comstock Northwest, and Comstock Township, on demand.	Key transfer hubs at Walmart and Meijer along Gull Road.
Microtransit Zone West (New)	N/A	N/A	Serving parts of Oshtemo on demand.	Key transfer hubs at Walmart and Meijer along 9th Street.

STAKEHOLDER REACTIONS

In May and June 2022, Metro conducted a second round of outreach with stakeholders, drivers, riders, and the general public. The purpose of the second round of outreach was to receive feedback on the two preliminary service improvement scenarios. This round of outreach consisted of:

- A Board meeting conducted via Microsoft Teams with both the Central County Transportation Authority (CCTA) and the Kalamazoo County Transportation Authority (KCTA).
- In-person public meetings.
- An in-person meeting with Metro drivers.
- A public survey distributed online and via Metro's email list.
- Meetings with the City of Portage, WMU students, Oshtemo Township, and Parkview Hills.
- Individual comments shared with Metro outside of meetings and the public survey.

The Board, operators, and the public were asked questions about how well the changes to existing routes in each scenario would meet the needs of the community and whether each route's Scenario 1 or Scenario 2 alignment, paired with microtransit coverage in Scenario 2, would more effectively serve community needs.

Common themes heard throughout the second round of outreach included:

- How to best serve West Michigan / Kalamazoo / MI Avenue, including whether to end routes at The Paddock Apartments / 58 West or the Walmart on 9th Street.
- Parking lot operations, including whether to serve the "front door" of businesses or route through outer areas of the parking lot.
- Potential secondary hubs, including one in the Century Avenue area near Costco.
- How to effectively serve the Oakwood neighborhood, including whether microtransit can replace fixed route in this area.
- Maintaining service to affordable grocery stores for all riders.
- The creation of more east-west crosstown routes that allow people to travel across town without needing to travel to the KTC.
- The need to clearly explain microtransit and how it could function in the Kalamazoo region.

BOARD FEEDBACK

The project team presented to the Central County Transportation Authority (CCTA) and Kalamazoo County Transportation Authority (KCTA) Boards on May 9, 2022 from 12:20 p.m. to 3:00 p.m. virtually via Microsoft Teams. Overall feedback from the CCTA and KCTA Boards included:

- The need to consider how to engage private partners that would be affected by route changes.
- The need for Metro to prioritize being an effective service over an efficient service because it is a public service meeting needs, and to demonstrate how much more effective the scenario decided upon will serve transit-dependent riders.
- Interest in the fiscal impact of route changes.

DRIVER FEEDBACK

The project team held a meeting with Metro drivers on May 18, 2022 from 2:30 p.m. to 4:30 p.m. at Metro's headquarters. Six drivers attended. Overall feedback from the drivers included:

- Parking lot operations preferences.
- Important destinations to maintain service to and destinations to remove deviations to.
- Potential secondary hub locations.

PUBLIC MEETING FEEDBACK

The project team held two public meetings on May 18, 2022 at Metro's headquarters: one from 9:30 a.m. to 11:00 a.m. and another from 5:30 p.m. to 7:00 p.m. Thirty-one members of the public attended in total.

Overall feedback from the public meetings included:

- Concerns about being able to understand the potential changes (the need for solutions to presented recommendations in an uncomplicated way).
- Interest in how the perspectives of people who live and ride the bus in Kalamazoo are reflected in potential changes to the Metro system.
- Appreciation for better service to the airport.
- The need to address the significant educational leap with understanding microtransit by starting the educational process very much in advance of rolling out service.
- The need for a connection to Pavilion Estates at 6830 E. N Avenue.

Individual comments submitted at the public meetings are provided in Appendix B.

PUBLIC SURVEY FEEDBACK

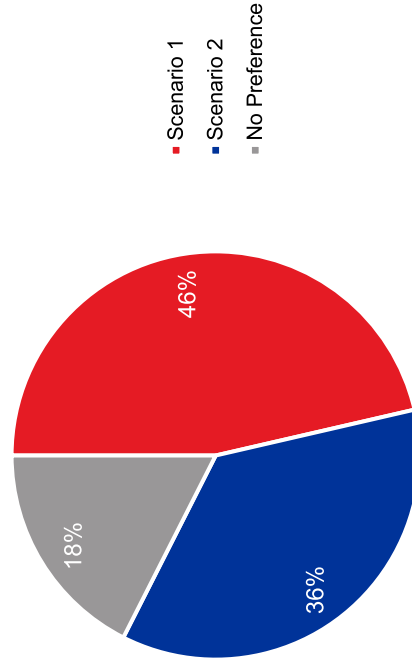
In addition to the public and stakeholder meetings, Kalamazoo area residents had the opportunity to provide feedback regarding the two preliminary service improvement scenarios via an online survey. In fact, public meeting attendees were also encouraged to fill out the survey in order to document all feedback in one place.

The scenarios preference survey was available online from mid-May 2022 through early June 2022 and received a total of 97 responses. About 56 percent of the responses were from regular riders, who ride transit at least weekly; 14 percent from occasional riders, who ride transit less than weekly; and 21 percent from non-riders, who reported never riding transit. The survey asked respondents to provide their feedback on the scenarios overall, individual routes, and microtransit as a mobility option. Questions and responses are summarized below, and individual open response comments are provided in Appendix B.

Which scenario do you prefer overall?

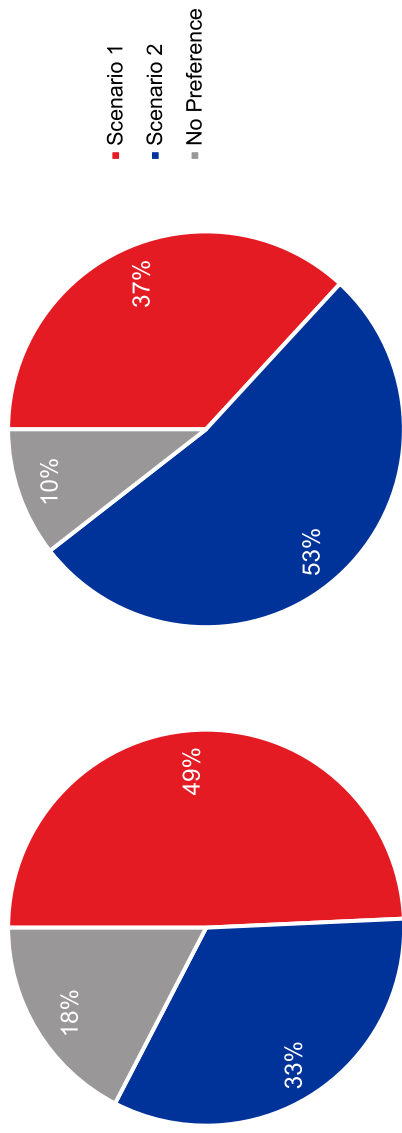
As shown in Figure 51, more survey respondents preferred Scenario 1 over Scenario 2.

Figure 51: Overall Scenario Preferences - All Survey Respondents



As shown in Figure 52, Metro riders tended to prefer Scenario 1 while non-riders tended to prefer Scenario 2.

Figure 52: Overall Scenario Preferences - Riders vs. Non-Riders



What do you like/dislike about each scenario?

Liked aspects of Scenario 1 included:

- Familiarity and ease of adaptation.
- Maintained coverage.
- Expanded access on some routes.

Disliked aspects of Scenario 1 included:

- Route 4 and 27 service eliminations.
- Lack of microtransit service.
- Longer routes.

Liked aspects of Scenario 2 included:

- Microtransit service.
- Greater access.
- More direct routes.

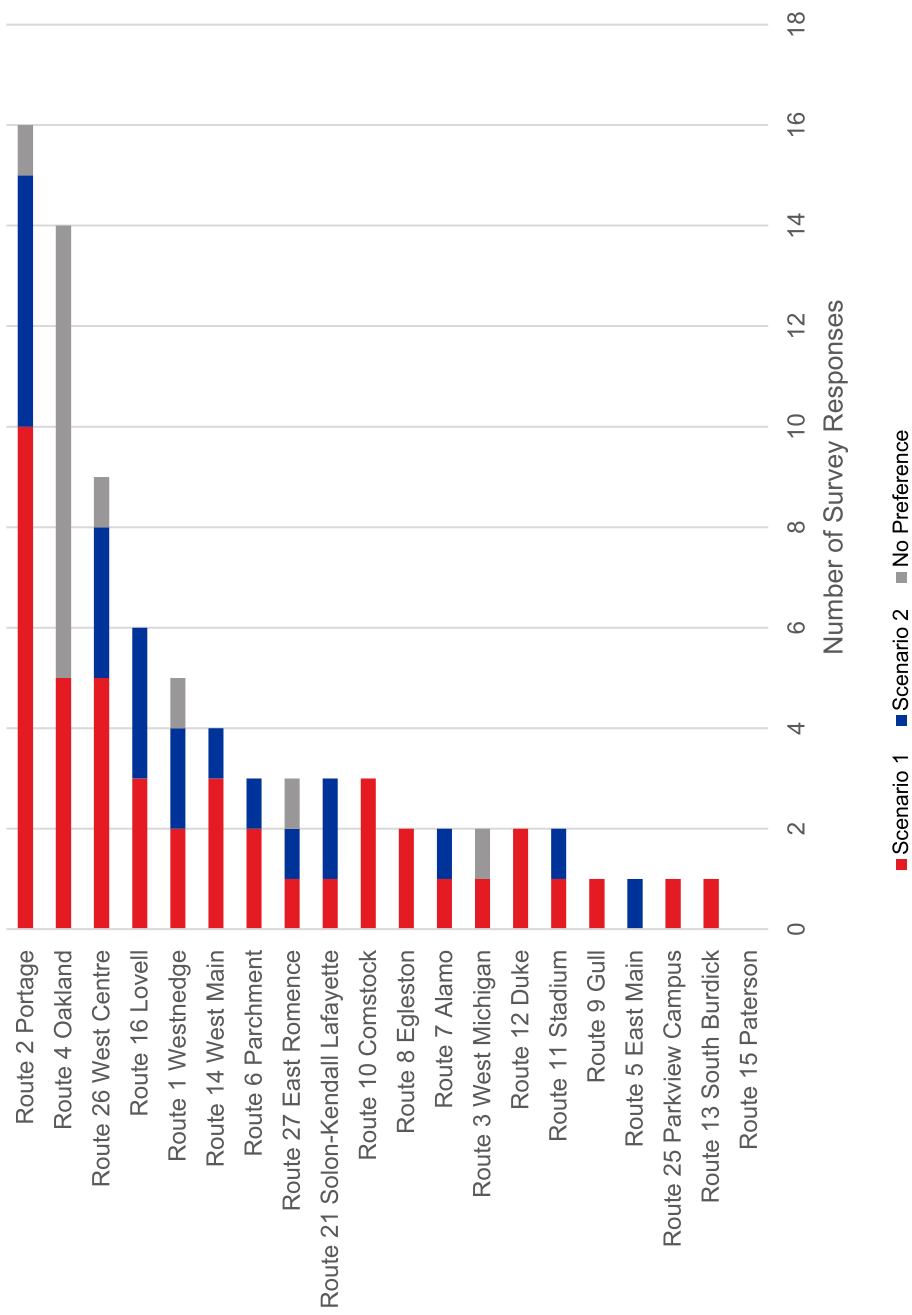
Disliked aspects of Scenario 1 included:

- Elimination of fixed-route service to particular destinations.
- Overall smaller fixed-route service coverage.
- Potential socio-economic disparities and gaps in understanding imposed by the introduction of microtransit service.

Which version of each route do you prefer?

As shown in Figure 53, Scenario 1 route alignments were preferred over Scenario 2 alignments for Route 2 Portage, Route 4 Oakland, Route 26 West Centre, Route 14 West Main, Route 6 Parchment, Route 10 Comstock, Route 8 Egleston, Route 12 Duke, Route 9 Gull, Route 25 Parkview Campus, and Route 13 South Burdick. Scenario 2 route alignments were preferred over Scenario 1 alignments for Route 21 Solon-Kendall Lafayette and Route 5 East Main. Specific comments regarding each route are presented after Figure 53.

Figure 53: Scenario Preferences by Route



ROUTE 1 WESTNEDGE

Liked aspects of Scenario 1/Scenario 2 (they are the same for Route 1) included:

- More convenient access to Goodwill Industries (Milham Ave).
- Removal of deviation to Portage Northern High School and Portage North Middle School.

Disliked aspects of Scenario 1/Scenario 2 included operating directly in front of Meijer (safety issue).

Feedback on how Route 1 could be further refined included:

- Stay on Westnedge Ave when serving Meijer or operate along the western edge of the Meijer parking lot (would likely only work on inbound trips). Need to consider how riders on outbound trips will cross Westnedge to access Meijer.
- Improve the Andy Ave stop and/or add a bus stop at Westnedge & Old Kilgore Rd.

ROUTE 2 PORTAGE

Liked aspects of Scenario 1 included:

- Portage Rd linking to the Stryker facilities and the area south of the airport (largest employment hub in the region).
- Connection to Route 13 on Alcott St.

Disliked aspects of Scenario 1 included:

- Potential schedule concerns with having a longer route.
- Serving Rose St instead of Portage Rd.
- Loss of stops in the core of the Edison neighborhood.
- Lack of access to Pfizer, Kalamazoo Loaves and Fishes.
- Lost connection between the Lexington Green community (Milham Ave & Meredith St) and the senior center / library area.

Disliked aspects of Scenario 2 included loss of service to apartment complexes and Kalamazoo Loaves and Fishes.

Feedback on how Route 2 could be further refined included:

- Avoid deviations to serve the Stryker facility (walking from Portage Rd to Stryker is not difficult, there is greater ridership potential at Pfizer than at Stryker).
- Divided opinions on whether to prioritize service to apartment complexes on Portage Rd over the mobile home park on Lovers Lane. The mobile home park is age-restricted, so residents may be more likely to use Metro Connect than fixed route. However, better and more frequent service for seniors to access the new Portage Senior Center near Westnedge Ave & Centre Ave would help them access classes and fitness schedules.
- Use Ramona Ave or another road besides Stryker Way.
- Provide access to the Kingston Dr and Redwood apartment complexes.
- Improve connections to Portage Creek Bicentennial Park on Milham Ave.
- Provide bi-directional access to the Air Zoo to serve new building for STEM classes that is coming in the next few years.
- Provide additional service to the Edison neighborhood.
- Add an inbound stop at Portage St & Clinton Ave.

ROUTE 3 WEST MICHIGAN

Liked aspects of Scenario 1 included:

- Splitting into two separate routes.
- Secondary hub at Century Ave.
- Connection to Trader Joe's and Costco at Century Ave (difficult to cross Drake currently, this would make it safer and easier to access the area).

The lost connection to downtown from WMU was disliked in Scenario 1.

Microtransit as an option for connecting to Meijer, Walmart, and Harding's was liked in Scenario 2, but the lack of a fixed-route connection to affordable grocery stores was disliked.

Feedback on how Route 3 could be further refined included:

- Connect 11th St up to W Main St, potentially using 9th St.
- Do not prioritize serving the Save a Lot site (it is no longer located on Drake Rd).
- Avoid serving the front door of Target at the Maple Hill Pavilion (driver got ticketed there before).
- Avoid congestion by stopping just east of the Costco building on Century Ave.

ROUTE 4 OAKLAND

Removal of the deviation to Parkview Hills was commonly liked among drivers and some members of the public but disliked amongst other members of the public. Several members of the public also disliked removed connections on 12th St, Oakland Dr, and Milham Ave (eliminates connection to Portage and removes service for communities that rely on transit).

Feedback on how Route 4 could be further refined included:

- Note that there is no light at Michigan & Century – avoid left turns at this intersection as much as possible (there is a light at Old Michigan & Drake).
- Maintain service on eliminated portions of the route.

ROUTE 5 EAST MAIN

The extension to Walmart was liked in Scenario 1.

Covering the area on Nazareth Rd from Gull Rd to E Main St was liked in Scenario 2, but the route length (may be too much to serve with a single route) was disliked.

Feedback on how Route 5 could be further refined included:

- Designate Walmart as a secondary hub where Route 5 connects to Route 9 and Route 6.
- Serve Dillon Hall off of Nazareth Rd at Gull Rd.

ROUTE 6 PARCHMENT

Removal of the deviation to the family health center in both scenarios was commonly liked among drivers but disliked amongst the public. The public also disliked the lost connection between Parchment and Walmart in Scenario 2 but recognized that G Ave is not very conducive to bus stops.

Feedback on how Route 6 could be further refined included:

- Designate Walmart as a secondary hub where Route 6 connects to Route 5 and Route 9.
- Take the roundabout south to E Michigan to Riverview (can avoid trains more easily there, but inbound is a tight turn from E Michigan onto Harrison) or go on E Michigan the whole way through downtown.
- Serve Riverview Dr between Gull Rd and E Michigan, either with this route or Route 9.
- Serve the addition and co-op centers at Gull Rd & Ransom.

ROUTE 7 ALAMO

Splitting routes to take pressure off drivers was liked in Scenario 1, but interlining Routes 71 and 72 was disliked (less confusing to present as a single route).

The connection to Walmart was liked in Scenario 2 (makes more sense for Route 72 to go to Walmart than to Century Ave), but the lack of front door service to the Harding's on Drake was disliked (currently provides driver restroom access).

ROUTE 8 EGGLESTON

Feedback on how Route 8 could be further refined included:

- Provide additional service to the Edison neighborhood.
- Change naming since the route doesn't go down Eggleston (potentially "Edison" or "Milwood" instead).
- Make sure transfers between Route 8 and Route 10 at Midlink Dr are feasible (1-block separation).
- Make sure adequate connections to Kalamazoo Loaves and Fishes are provided.

ROUTE 9 GULL

Liked aspects of Scenario 1/Scenario 2 (they are the same for Route 9) included:

- Keeping the route on Gull Rd (more streamlined).
- Routing via Burdick and Paterson rather than E Michigan and Kalamazoo Ave.
- Secondary hub at Walmart.

Disliked aspects of Scenario 1/Scenario 2 included:

- Removal of service to Dillon Hall (deviation at Nazareth Rd).
- Lack of service on Riverview Dr between Gull Rd and E Michigan (the apartments at Bridge St are a key destination and walking uphill to E Main presents a challenge).

Feedback on how Route 9 could be further refined included:

- Serve Dillon Hall off of Nazareth Rd at Gull Rd.
- Serve Riverview Dr between Gull Rd and E Michigan, either with this route or Route 6.
- Sync with Route 10 so riders can transfer between routes.
- Pair changes with safety improvements planned for Gull Rd.

ROUTE 10 COMSTOCK

Liked aspects of Scenario 1 included:

- Serving areas with more ridership (confirmed little to no ridership at schools).
- Increased coverage of Comstock and Midlink Business Park.

The route length was a concern for Scenario 1.

More efficient route from KTC and better coverage of Midlink Business Park was liked in Scenario 2, but leaving out the central business district, River St, and greenhouse businesses was disliked.

Feedback on how Route 10 could be further refined included:

- Extend existing alignment to Comstock Tower apartments and Comstock Middle School on E H Ave.
- Extend existing alignment to Comstock Community Center and Comstock Library on King Hwy.
- Extend existing alignment to Gull Rd Walmart.
- Coordinate routes operating on Rose (hospital coverage).

ROUTE 11 STADIUM

Service to Bronson at The Groves on Elm Valley Dr was liked in both scenarios (they are the same for Route 11).

Disliked aspects of Scenario 1/Scenario 2 included:

- Lacking extension further west.
- Unprotected left onto O Ave adding several minutes to the route (does student ridership between KVCC facilities justify this routing?).
- If taken off of Stadium, would not miss any ridership – could take Ring Rd to Howard.

ROUTE 12 DUKE

Liked aspects of Scenario 1/Scenario 2 (they are the same for Route 12) included:

- Service to the Math and Science Center.
- Using Oakland through East Campus instead of the current Rose St (few pickups and drop-offs on that street).
- Extension to Crossroads Mall and nearby stores.
- Service to the Vine neighborhood (previously unserved populations).

The deviation to Bronson Blvd was disliked in both scenarios (could slow down based on school traffic).

Feedback on how Route 12 could be further refined included:

- Wheaton Ave is a very steep brick road – may need to go down Merrill St (would miss the Phoenix school), Austin St (unsignalized), or Oakland Dr (operational benefits but misses some ridership opportunities) instead.
- Stay on major roads where possible.

ROUTE 13 SOUTH BURDICK

Liked aspects of Scenario 1 included:

- Extension to Crossroads Mall and nearby stores.
- Routing to serve Meijer.

Changes to the route that make it more complicated than it is currently were disliked in Scenario 1.

Feedback on how Route 13 could be further refined included working with the City of Portage to improve the bus stop environment at Milham & Oakland (City-owned land at northwest and southeast corners).

ROUTE 14 WEST MAIN

Liked aspects of Scenario 1 included:

- Ending the line before the library (little to no ridership there).
- Serving major grocers such as Walmart and Meijer.

The loop through Maple Hall Pavilion was liked in Scenario 2, while the elimination of stops at or near Oshtemo Township Park was disliked in both scenarios.

Feedback on how Route 14 could be further refined included:

- Operate at the back of the Meijer parking lot on the west end of the route.
- Coordinate schedule with Route 21 so riders can catch the connecting bus near Kendall Ave.

ROUTE 15 PATERSON

The truncated route was liked in Scenario 1. The route is likely too short to stand on its own and would need to be interlined with another route (not necessarily Route 5 E Main).

ROUTE 16 LOVELL

The connection between WMU and 58 West was liked in Scenario 1.

Disliked aspects of Scenario 1 included:

- Requires a transfer to get downtown.
- Unclear on what this means for commuters transferring from east-serving routes coming from KTC to WMU's Rood Hall Transit Center.

The connection to Walmart and nearby stores was liked in Scenario 2 (many international students in 58 West apartment complex with no car have limited access to Walmart or Meijer).

Disliked aspects of Scenario 2 included:

- Route does not go into the 58 West complex (long and unsafe walk).
- Unclear on what this means for commuters transferring from east-serving routes coming from KTC to WMU's Rood Hall Transit Center.
- More transfers for riders traveling from KI & Drake to downtown or from downtown to the social security office on Drake.

Feedback on how Route 16 could be further refined included:

- Coordinate with non-motorized facilities planned for 2024 along KI Ave from 58 West to Drake Rd (programmed, ROW allocated).
- Either reroute Route 11 to Rood Hall or have a direct connection to downtown on Route 16.
- Work with partners on a potential road connection between Paddock and 58 West to allow bus circulation.
- Work with WMU to explore possibility of a secondary loading zone at Ring Rd & Business Ct.

ROUTE 19 RING ROAD

The two-way proposal was liked in both scenarios (they are the same for Route 19).

Feedback on how Route 19 could be further refined included adding a bus stop at Valley Dining in the inbound direction.

ROUTE 21 SOLOMON-KENDALL LAFAYETTE

Liked aspects of Scenario 1/Scenario 2 (they are the same for Route 21) included:

- Splitting into two separate routes.
- Greater convenience for international students living on S Kendall Ave.

Feedback on how Route 21 could be further refined included:

- Operate year round instead of on semester schedule.
- Consider numbering routes around campus differently (W1, W2, etc).

ROUTE 25 PARKVIEW CAMPUS

Drivers preferred Scenario 1 over Scenario 2 for Route 25. No input from the public was received on Route 25.

ROUTE 26 WEST CENTRE

Liked aspects of Scenario 1 included:

- Maintaining coverage.
- Service along Osterhout Ave considering on-going housing development along that corridor.
- Connects two City parks.

Disliked aspects of Scenario 1 included:

- Less direct access to Mulberry Point apartments on Oakland Dr.
- May take more time.

Liked aspects of Scenario 2 included:

- Service on Bacon Ave.
- More direct route.

Disliked aspects of Scenario 2 included:

- Loss of service to Mulberry Point apartments.
- Route does not cover major corridors such as Osterhout Ave and Portage Rd.
- No stops near Portage City Hall or Milham Ave.

Feedback on how Route 26 could be further refined included providing access to Celery Flats.

ROUTE 27 EAST ROMENCE

Due to more fixed-route coverage, the elimination of Route 27 has less impact on commuters in Scenario 1.

The elimination of Route 27 to free up buses for providing service in higher need areas was liked in both scenarios, but the loss of service for riders who use the Portage & Centre stop daily for their work commutes was disliked.

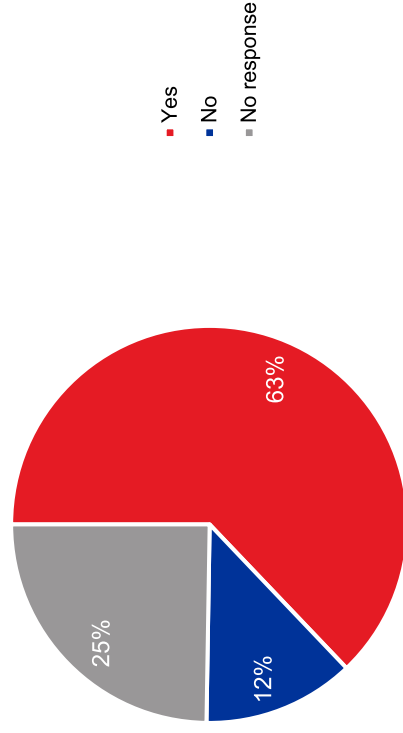
Feedback on how Route 27 could be further refined included:

- Consider bi-directional service instead of eliminating the route altogether. (There is planned development on the south side of Centre St from Sprinkle Rd to Portage Rd that includes multi-family units. Several of the greenhouse properties on the north side of Centre St from Lovers Ln to Portage Rd are planned for multi-unit development. Senior housing is being built on the northwest corner of Centre St and Lovers Ln.)
- Add Ramona Park and Celery Flats to the bus network.

Do you think microtransit would work as a mobility option in the Kalamazoo region?

As shown in Figure 54, most survey respondents believe microtransit would work as a mobility option in the Kalamazoo region.

Figure 54: Survey Responses by Microtransit Favorability



For those that selected “Yes”, reasons included:

- Greater access/flexibility for those unable to walk to bus stops.
- More convenient trip planning.
- Enabling outlying areas to access the fixed-route system.
- Wider range of destinations.
- Attracting “choice” riders.
- Addressing first-/last-mile connections in car-oriented environments.
- Reallocating resources from inefficient fixed routes.

For those that selected “No”, reasons included:

- Lack of sufficient information to provide a response.
- Driver shortage concerns.
- Lack of demonstrated success elsewhere.
- Being overburdened during high-demand times and underutilized during low-demand times.
- More expensive.
- No smartphone access.

FEEDBACK FROM COMMUNITY-SPECIFIC MEETINGS

City of Portage

Key items to note included:

- Use of Ramona or another road besides Stryker Way (didn't see benefit of going through their campus)
- Service to Senior part on Lovers Lane south of Romence Parkway
- Access to Celery Flats
- Looking for better and more frequent service to new Senior Center so seniors can have access to classes and fitness schedules
- Access to Kingston Drive and Redwood Apartments
- Consider Route 27 as bi-directional instead of eliminating route all together. There is planned development on Centre from Sprinkle Road to Lovers Lane with multi-family units planned. They have plans to build on property on south side of Centre Street from Sprinkle to Portage Road that is current open space. Several of the green house properties on north side of Centre from Lovers Lane to Portage are planned for multi-unit. Senior housing being built on Lovers Lane at Centre (northwest corner area).
- Better connections to Bicentennial Park on Milham
- Concern about Lexington Green Community losing connection to Senior Center/Library area (Lexington Green along Milham/Meredith area)
- Connection to south of Centre Street along Portage Road. Currently doing planning for streets and improvements to walkability
- Adding Ramona Park to bus network as well as Celery Flats
- Wondered about East West running routes that cross multiple routes – Don't need to go to Crossroads to get to west or east Portage area
- Access to Air Zoo bi-direction due to new building for STEM classes coming in the next few years

Western Michigan University Student Association

Key items to note included:

- Route 21 Solon Kendall: Operating year round instead of two semesters. Metro asked for their help getting occupancy data at complexes around the route. It was noted a lot of international students are off campus now.
- Route 16 Lovell: Liked idea of going to Walmart. Many international students in 58 West with no car have limited access to Walmart or Meijer.
- Route 19 Ring Rd: Liked two way proposal and wanted bus stop at Valley Dining on inbound direction.
- Discussed how to engage students now out of COVID and the return of in-person classes and Bronco Bash event at beginning of school year. WMU Student Association is going to work with Office of Student Transition on getting information to students about Metro.

Oshstemo Township

Key items to note included:

- The Township recently adopted an environmental consciousness policy – How will Metro service changes take environmental consciousness into account?
- Concern about a combined Oshstemo and Portage microtransit zone (potential for increased wait times)
- Future potential for better consideration of Metro in site plan reviews – What kind of bus needs should be considered? (Example: Advia)
- Route 14 West Main:
 - The Township is anticipating increased ridership to parks including Oshstemo Township Park.
 - Concern about removing service to Town Hall: The route was extended to Town Hall in August 2020 – too recently to reflect true ridership potential? Metro is meant to provide access to those who don't have a car – don't want to see the Township lose their bus stop, could it at least be reinstated during peak seasons for tax payment, voting, etc.?
 - Meijer is working with the Township to install sidewalk on 9th Street – could integrate a bus stop with this project, have also asked Meijer to look at outlets on W Main and reconsider those access points
- Route 16 Lovell: Students may rely on grocery deliveries instead of traveling to the store (can help meet needs before a solution for serving The Paddock and 58 West comes to fruition)
- Route 3:
 - How many students/residents would be going to Costco and Trader Joe's? (not accessible to lower income folks) – What is the trade-off of providing service to those locations vs. elsewhere?
 - Oshstemo residents can currently go up to W Main shopping – new scenarios would take away that connection
 - Planned mobile home park growth (Fountain Springs and Huntington Run)
- Route 11: Planned sidewalk connection on Drake Rd up to Century Ave

Parkview Hills

Key items to note included:

- The sentiment that the scenarios did not help seniors or those with visual impairments
- Concern about cost for riders to use Metro Connect or the microtransit system
- Moved to neighborhood specifically due to transit being available
- Want to see route be bi-directional if new routing is moved forward (Parkview Hills on inbound and outbound route)
- Apps hard to use for seniors (shames them into thinking they aren't smart)
- Won't be able to access Parkview Hills from back of complex
- Current routing lacks east-west connections in the community
- Want to see Metro use electric fleet for microtransit
- Shuttle for Parkview Hills, Oakwood, and Winchell neighborhoods to access fixed route
- More shelters and benches
- Reduced service = No ridership. Give more service then get more riders.