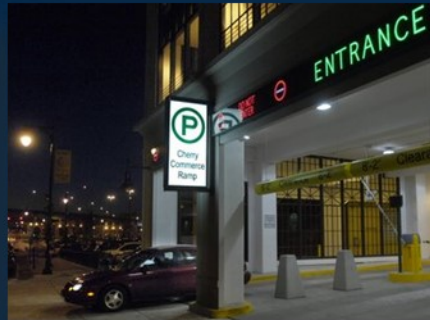


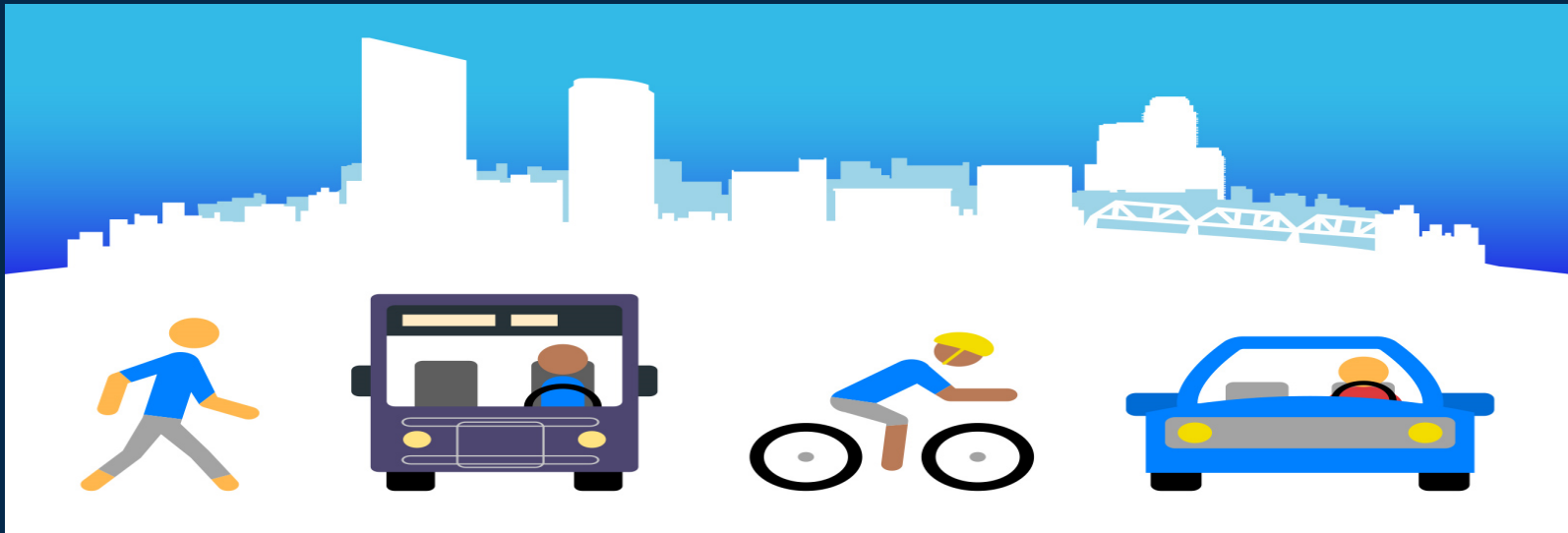
Grand Rapids 2017 Commuter Census



Introduction

The following report illustrates the findings of the 2017 Grand Rapids Commuter Census conducted and analyzed by Mobile GR and Parking Services. The 2017 Commuter Census was designed to gain more understanding of commuter trends, so that programs and projects can be created or enhanced to better meet the needs of the community. In the following report, key aspects of the Commuter Census are summarized and illustrated to show the current state of mobility in Grand Rapids.





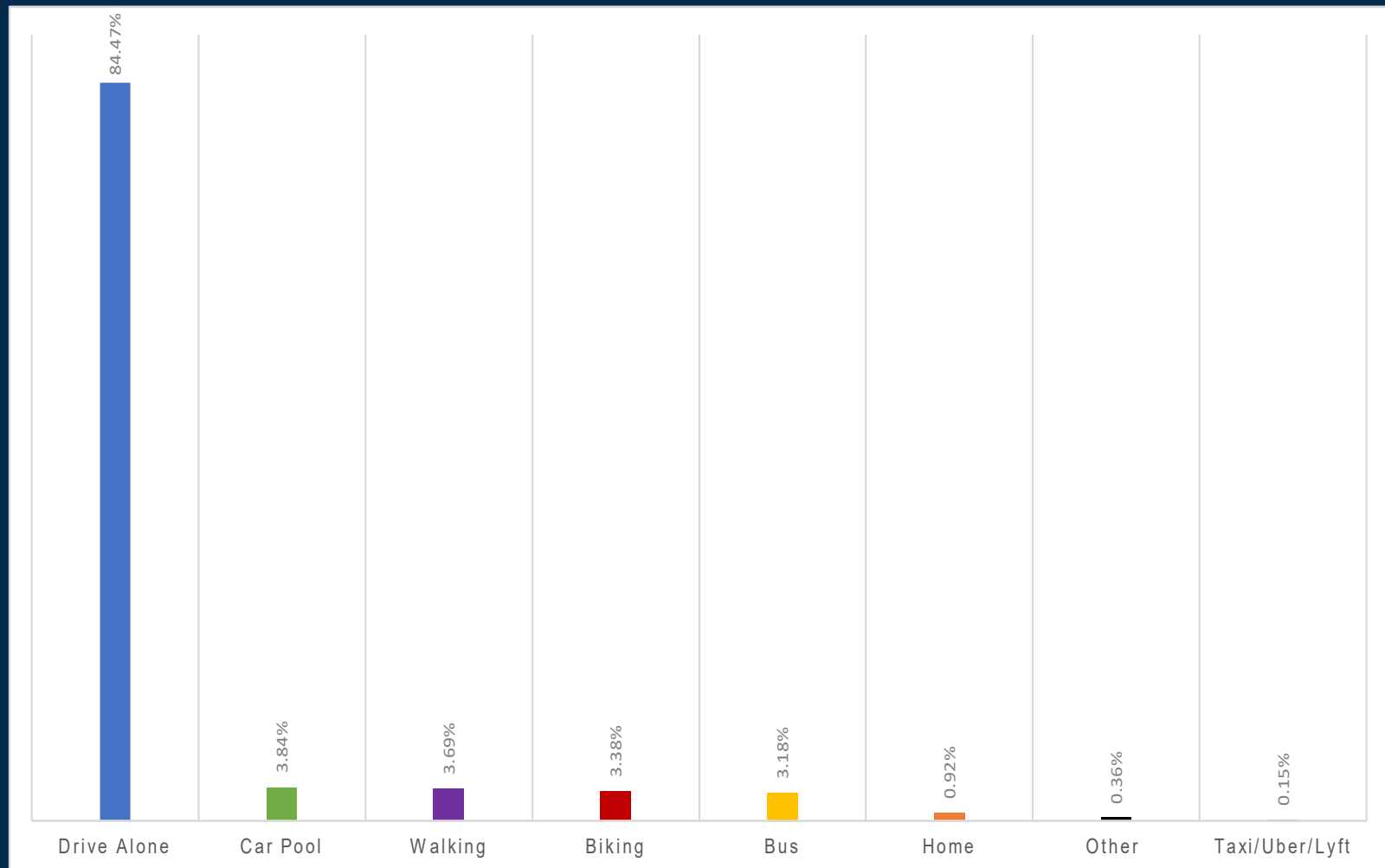
Methodology

The 2017 Grand Rapids Commuter Census was conducted using a voluntary online survey, which was developed collaboratively by Mobile GR and Parking Services and the Grand Rapids Chamber of Commerce. The survey was designed to be used year after year, which will give a broad understanding of changes in commuter trends. A link to the census was emailed to a wide range of industries throughout the City by mobile GR and Parking Services and the Grand Rapids Chamber of Commerce. A total of 1951 surveys were completed from August to early October using Survey Monkey. The analysis was done by Mobile GR and Parking Services staff.

There are some limitations to the above methodology. The risk of self-selection bias is present, which limited participation from some industries. An attempt was made to go to some of those industries to help alleviate the issues, but the results still overwhelmingly favor professional, governmental, and non-profit industries.

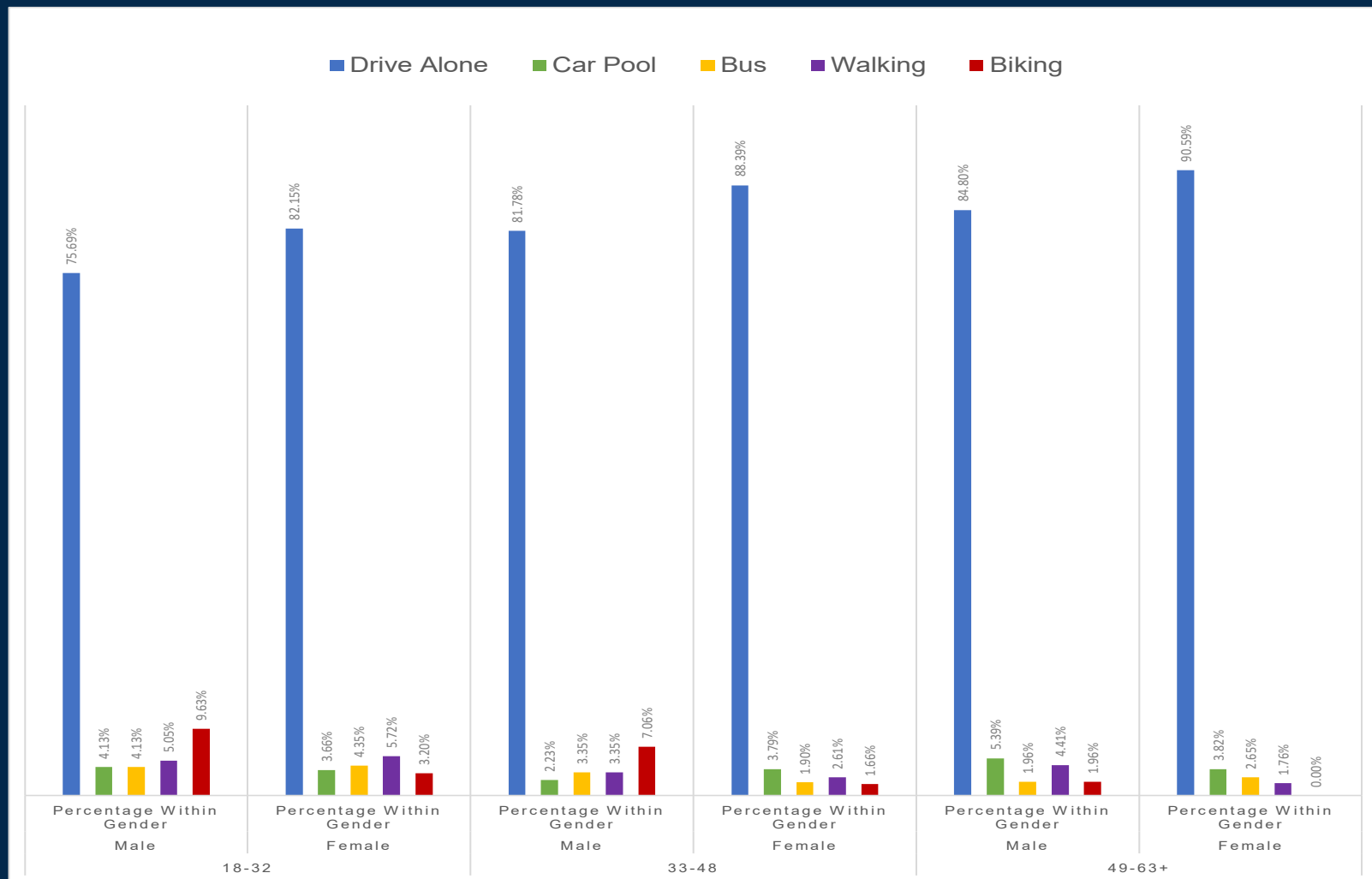
Mode Split

Mobile GR and Parking Services asked employees and students what their preferred mode of transportation is to and from work or school. This information is vital because it allows Mobile GR to make decisions that will increase mobility options and ensure that they are convenient, affordable and safe for all residents and visitors. By improving current mobility options and adding new options will increase the number of commuters choosing to bike, walk and take transit, which will reduce parking demand, increase development opportunities and enhance the pedestrian environment in the City.



Modes of Transportation by Age & Gender

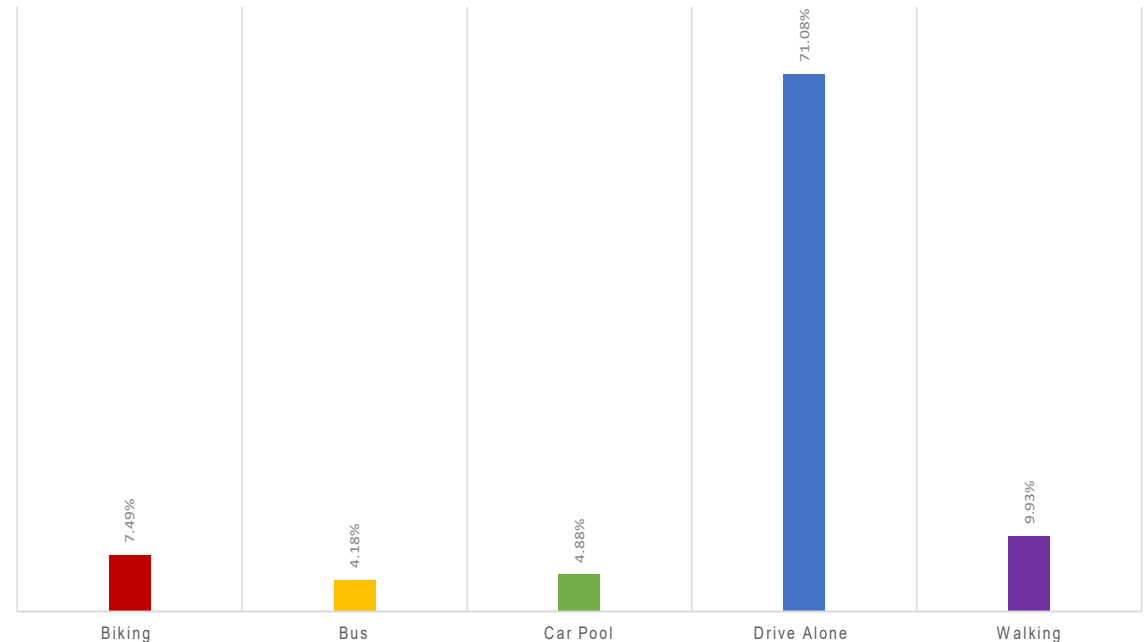
The City of Grand Rapids prides itself on being a community that is an attractive place to live and work for people of all ages. Younger commuters are more likely to walk, bike or bus, older commuters tend to drive alone and are more apt to car pool than their younger counterparts. Understanding transportation tendencies among different ages and genders allows Mobile GR to tailor programming and mobility options to suit the needs of the individuals who use them. This approach will allow Mobile GR to take a strategic approach to increasing the use of alternative transportation through policy solutions and infrastructure improvements.



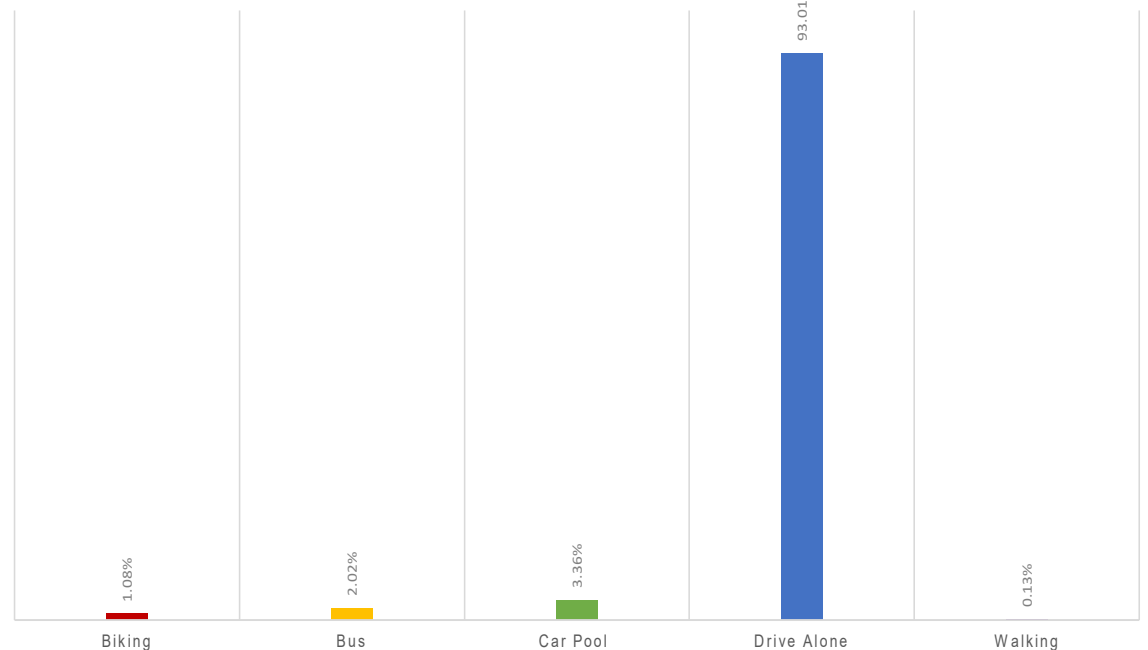
Distance from home to work

The distance a commuter travels often dictates the mode they use to get to work or school. Those who live closer to where they work are more likely to bike or walk, while those who live farther away tend to drive alone or car pool. This result was expected, however, the high percentage of people driving alone in each category shows that there is ample opportunity to change commuting patterns through various transportation strategies and increasing mobility options. Reducing the percentage of drive alone commuters will be a primary focus of Mobile GR in the coming years.

Modes of Transportation Under 4 Miles



Modes of Transportation over 4 miles



Employer Transportation Benefits

Grand Rapids commuters reported on what existing, transportation benefits their companies offer. Provided or discounted parking is the most prevalent employer benefit at 72% of respondents. Parking is also the most expensive benefit a company can provide their workers, due to costs of leasing monthly parking, maintenance of parking facilities, and healthcare costs.

On-site bicycle parking was the second most provided benefit related to transportation at 23%. Bus passes are one of the most inexpensive options employers can provide to cover transportation costs of employees.

Existing Employer Provided Benefits			
Benefit	Estimated Cost/Month	Employer Provides	
Provided or Discounted Parking	\$48 - \$154	72%	<div></div>
On-site Bicycle Parking	\$0 - \$20	23%	<div></div>
Flexible Schedule	N/A	19%	<div></div>
Parking Cash Out	\$48 -\$154	9%	<div></div>
Telework and Commuting	N/A	7%	<div></div>
Provided or Discounted Bus Pass	\$48	7%	<div></div>

Correlation between Benefits Provided and Choice of Commute Mode

The type of transportation benefits offered by an employer impacts which mode employees decide to use when commuting to work. If employees receive parking passes, they are more likely to drive alone. If employees receive free bus passes they are more likely to ride the bus.

Effect of Benefits on Respondents who Drive Alone	
Employer Benefit Offered	Effect on Driving Alone
Provided or Discounted Parking	7% more likely to drive alone
Parking Cash Out Program	11% less likely to drive alone
Provided or Discounted Bus Passes	19% less likely to drive alone

Incentives Influence Mobility Options

Respondents can be incentivized to change their habits. An overwhelming 68% of respondents cited one or more incentives would encourage them to use a mobility option instead of driving alone to work. Convenience of saving time and saving or receiving financially were the highest incentives. Improving personal or environmental health were popular along with provided bus passes. These results show that a majority of employees would respond change their habits when provided with multiple transportation and incentive options.

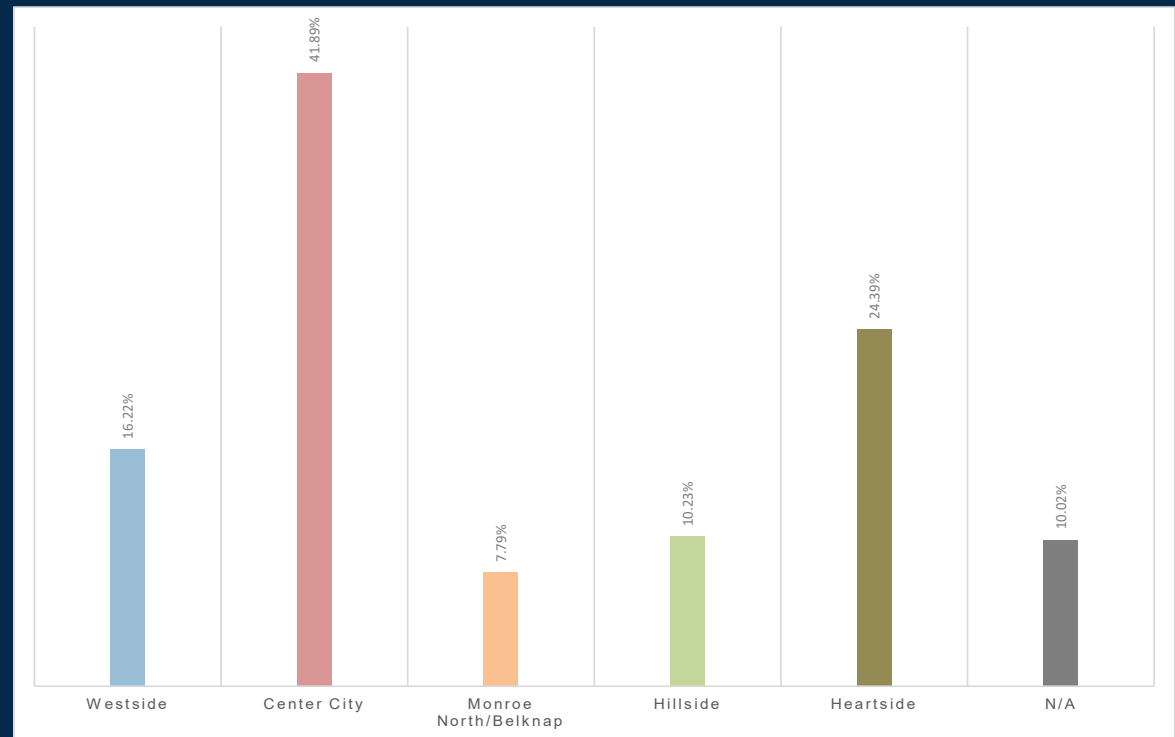
Incentives to Use Mobility Options for Respondents who Drive Alone		
What would encourage you to use another mobility option?		
Incentive	Percent	
None	32%	<div></div>
One or More Incentives	68%	<div></div>
Saving Money	41%	<div></div>
Saving Time	35%	<div></div>
Financial Incentive	32%	<div></div>
Reducing Carbon Footprint	25%	<div></div>
Improving Personal Health	17%	<div></div>
Free Bus Pass	15%	<div></div>
Secure Bike Parking	6%	<div></div>
Bike Share Program	3%	<div></div>

Incentives for Using Mobility Options for Respondents who Do Not Drive Alone		
What would or does encourage you to use another mobility option?		
Incentive	Percent	
None	6%	<div></div>
One or More Incentives	94%	<div></div>
Saving Money	63%	<div></div>
Saving Time	37%	<div></div>
Financial Incentive	28%	<div></div>
Reducing Carbon Footprint	53%	<div></div>
Improving Personal Health	44%	<div></div>
Free Bus Pass	40%	<div></div>
Secure Bike Parking	22%	<div></div>
Bike Share Program	9%	<div></div>

Where People Park

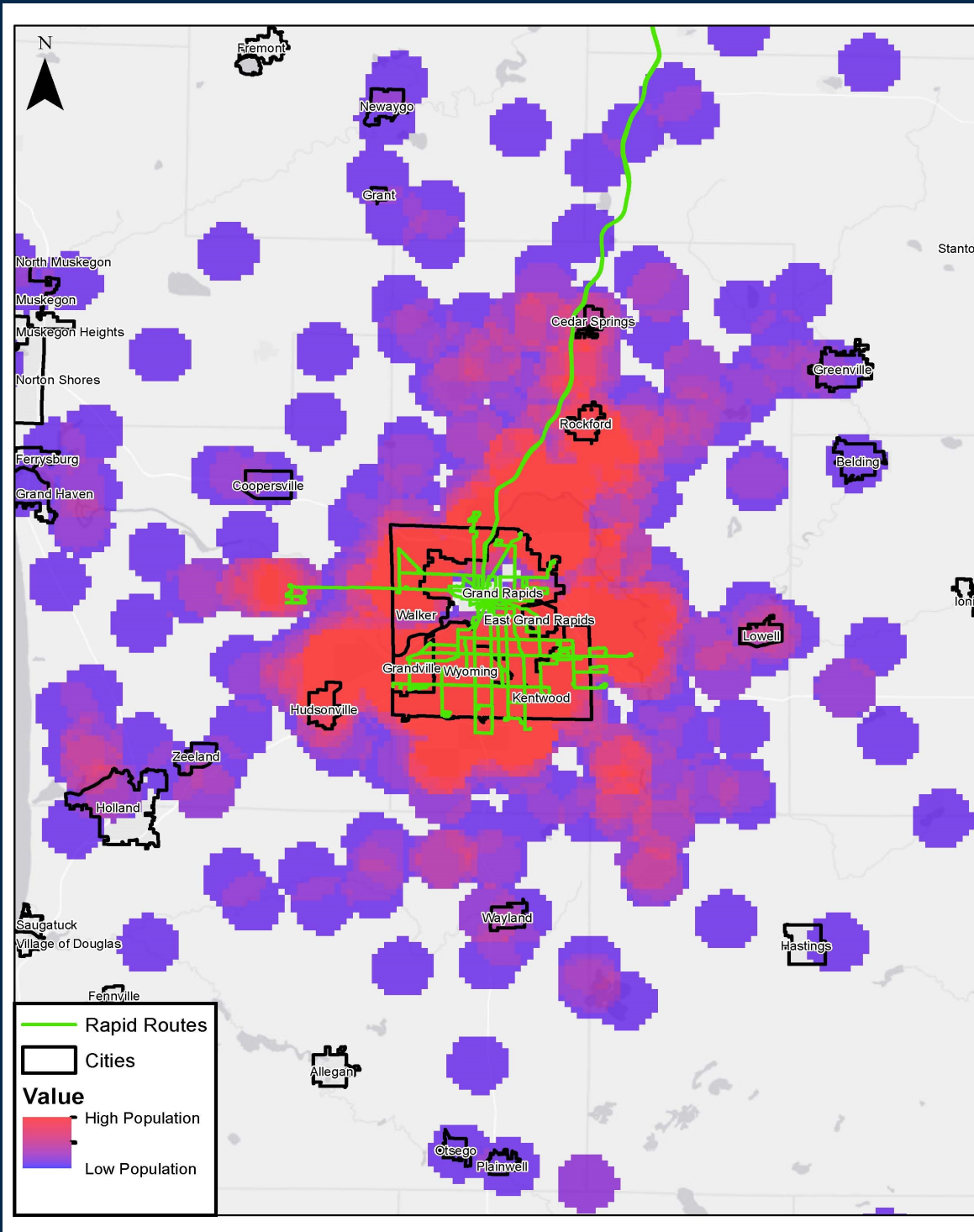


A recent parking study of downtown showed that the City's monthly parking program has an occupancy rate of 95%. High monthly parking occupancy rates lead to long waiting lists in high demand facilities. Occupancy rates in City owned facilities have been on the rise in recent years because of economic growth. Over 900 parking spaces downtown have been lost to development projects in recent years and the trend is expected to continue in the future. Understanding parking trends, like where commuters tend to park and how permits are paid for, allow Mobile GR to develop programs to encourage changes to current parking trends.



Respondent Heat Map

This map represents where respondents live. Respondents living within Grand Rapids City Limits have been removed to show where people outside of the City are traveling from. The green lines on this map show current *The Rapid* bus routes. This map is designed as a visual aide to show where dense populations of commuters have access or do not have access to public transit.



Where Commuters are Coming From

The chart below shows the home Zip Codes of respondents. This analysis shows that 57% of respondents live in an area that has a Grand Rapids Zip Code. 43% of respondents are commuting from Zip Codes outside of the City, with Rockford, Grandville, Ada, Jenison and Hudsonville making up 29% of that total.

49503	278	15.60%	49506	19	1.07%	49330	4	0.22%	49455	1	0.06%
49504	230	12.91%	49345	17	0.95%	49329	4	0.22%	49445	1	0.06%
49505	144	8.08%	49331	17	0.95%	48809	4	0.22%	49406	1	0.06%
49507	89	4.99%	49306	17	0.95%	49456	3	0.17%	49346	1	0.06%
49544	83	4.66%	49319	16	0.90%	49451	3	0.17%	49339	1	0.06%
49525	68	3.82%	49323	15	0.84%	49442	3	0.17%	49328	1	0.06%
49534	64	3.59%	49333	12	0.67%	49606	3	0.17%	49318	1	0.06%
49546	57	3.20%	49302	12	0.67%	49403	3	0.17%	49310	1	0.06%
49341	57	3.20%	49423	11	0.62%	49444	2	0.11%	49070	1	0.06%
49418	49	2.75%	49464	9	0.51%	49435	2	0.11%	49024	1	0.06%
49508	47	2.64%	49424	9	0.51%	49415	2	0.11%	49017	1	0.06%
49301	43	2.41%	49348	9	0.51%	49412	2	0.11%	49008	1	0.06%
49428	38	2.13%	49417	8	0.45%	49344	2	0.11%	49001	1	0.06%
49426	37	2.08%	49343	8	0.45%	49336	2	0.11%	48875	1	0.06%
49315	33	1.85%	49327	6	0.34%	49326	2	0.11%	48854	1	0.06%
49519	28	1.57%	49460	5	0.28%	49307	2	0.11%	48850	1	0.06%
49512	28	1.57%	49419	5	0.28%	49078	2	0.11%	48849	1	0.06%
49316	28	1.57%	49337	5	0.28%	49058	2	0.11%	48808	1	0.06%
49321	24	1.35%	49080	5	0.28%	48881	2	0.11%	48503	1	0.06%
49548	23	1.29%	48838	5	0.28%	48846	2	0.11%	48315	1	0.06%
49509	20	1.12%	49441	4	0.22%	48815	2	0.11%	48302	1	0.06%
49401	20	1.12%	49404	4	0.22%	49457	1	0.06%	49321	1	0.06%

*Disclaimer: Not all individuals with a Grand Rapids Zip Code live within City Limits. However, It does mean that they live within close proximity of City limits.

Quick Facts

68% of respondents could be financial motivated to not drive to work

34% of respondents use a mode other than driving alone at least once a week

72% of respondents receive some form of employer subsidized parking

61% of respondents live within a quarter mile of a bus stop.

46% of respondents said the most important reason they want their car at work is for personal obligations they have

While a work 65% of respondents drive alone off-site at least once a week

Modes of Transportation by Average Distance

Walking - 1 Mile | Biking - 2.3 Miles | Bus - 4.2 Miles | Drive Alone - 8.3 Miles | Car Pool - 9.9 Miles