

Full Subsidization of the Rapid Usage by Calvin Students, Faculty, and Staff

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Summary

Since May of 2006, a proposal to fully subsidize the Rapid for students, faculty, and staff at Calvin College has been in discussion. Currently Calvin subsidizes the bus at \$.50 per ride and has maintained that price even with the increase in bus fare. This proposal could serve as an incentive to help the college reduce its carbon footprint and its reliance on fossil fuel for energy. Additionally, the proposal encourages carpooling, biking, and walking to Calvin's campus. Fully subsidizing bus transportation would be one tangible step to promote creation care at Calvin.

Benefits to Students and College

- Ability to travel to and from Calvin with minimum hassle for students, staff, and faculty living on bus routes.
- Minimizes the large costs of personal transportation.
- Eliminates the inconvenience of needing money to ride the bus.
- Allows on-campus students a way to get off campus and explore the city.
- Minimizes the need for on-campus parking and required maintenance for such parking.
- Contribute to the Healthy Habits initiative for faculty and staff.

Funds Collected from Parking Permits

	Number of Parking Permits	Funds Collected
2007-2008	3,068	\$138,060
2008-2009	3,114	\$140,130

Cost to Calvin for bus subsidy

	Number of Rides	At \$.40 Subsidy	At Full Subsidy
2007	30,730	\$12,292	\$27,657
2008	36,109	\$14,443	\$36,498

Benefits to the Community and Environment

- More social interaction between Calvin and the community
- Less car traffic on roads around Calvin
- Allows more miles per rider, thus reducing carbon dioxide
- Allows for a lower impact, earth friendly way to transport people.
- Increased ridership lowers dependence on fossil fuel



Action Steps

- Make your voice heard on why transit matters
- Advocate and promote the benefits of riding the bus as an environmentally conscious way to travel
- Organize educational initiative on how to ride the bus from Calvin throughout Grand Rapids
- Lobby the Rapid to increase frequency on Route 6 and Route 24
- Request the faculty Environmental Stewardship Committee to develop strategy to encourage Calvin administration to fully subsidize The Rapid.
 - Do cost-benefit analysis to consider increasing the cost of parking permits to compensate for the cost of fully subsidizing the bus
 - Create incentives for students, faculty and staff to ride The Rapid to work and school



Rapid Ridership:

	2007	2008
January	2,954	2,988
February	2,929	4,217
March	2,946	3,207
April	2, 977	4,113
May	2, 573	3,305
June	2, 113	2,797
July	1,727	2,370
August	1,539	2,291
September	2,809	4,718
October	3,166	4,217
November	2,935	
December	1,891	

