



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS  
MONDAY, MARCH 9, 2020 MEETING, 8:00 A.M.  
ADA TOWNSHIP OFFICES, 7330 THORNAPPLE RIVER DR. SE  
ADA, MICHIGAN**

**AGENDA**

- I. Call to Order/Roll Call
- II. Approval of Agenda
- III. Approval of Minutes of February 10 Meeting and February 26 Joint Work Session
- IV. Approval of Payables
  - a. ABA 3/5/20 Invoice, DDA Sponsorship of Tinsel, Treats & Trolleys
  - b. RRR Lawn and Landscape 3/3/20 Invoice, Light Pole Garland Removal
  - c. Woods Landscaping 3/5/20 Invoice, February Snow Removal Services
- V. Approval of Farmers' Market Manager Contract for FY 2020-2021
- VI. Reports and Communications
  - a. Amy Van Andel Library and Community Center Update
  - b. Connect Ada Report
  - c. 2020 Leprechaun Hunt
  - d. Update on Past Discussion Items
  - e. DDA Financial Report, 2/29/20
- VII. Board Member Comment
- VIII. Public Comment
- IX. Adjournment

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)  
BOARD OF DIRECTORS  
MINUTES OF THE MONDAY, FEBRUARY 10, 2020 MEETING  
ADA, MICHIGAN**

**I. CALL TO ORDER AND ROLL CALL**

The meeting was called to order at 8:00 a.m. by Chairperson, Bowersox.

**BOARD MEMBERS PRESENT:** Terry Bowersox, George Haga, Devin Norman, Walt VanderWulp, Dawn Marie Coe, Margaret Idema, Justin Knapp

**BOARD MEMBERS ABSENT:** Bryan Harrison, Ted Wright

**STAFF PRESENT:** Jim Ferro, Planning Director, Brian Hilbrands, DDA Coordinator, Kevin Moran, Treasurer, Adina Winczewski, Administrative Assistant

**PUBLIC PRESENT:** 5 Community members

**II. APPROVAL OF AGENDA**

It was moved by Idema, seconded by VanderWulp, to approve the agenda as presented. Motion passed unanimously.

**III. APPROVAL OF MINUTES OF JANUARY 13, 2020 MEETING**

It was moved by Coe, seconded by VanderWulp, to approve the minutes of the January 13, 2020 meeting as presented. Motion passed unanimously.

**IV. APPROVAL OF PAYABLES**

- a. Seyferth PR January Invoice, Year-End Report Development Services, \$700**
- b. Woods Landscaping 2/4/2020 Invoice, January Snow Removal Services, \$2,800**

Hilbrands reviewed the January invoices as presented in the board packets. VanderWulp noted that shoveling took place around 4 p.m. on a Saturday which is approaching closing time for many businesses. It was suggested to request shoveling earlier in the day to keep sidewalks safe.

It was moved by Norman, seconded by Haga, to approve the invoices as presented. Motion passed unanimously.

**V. RESOLUTION DDA-021020-1, REDEVELOPMENT LIQUOR LICENSE APPLICATION FOR LUNA 7471, LLC**

Hilbrands stated that his recent communications with MLCC have revealed that he misinterpreted the language in the statute regarding how many redevelopment liquor licenses are available. There is a total of three available and if approved today, Luna would be taking the second license as the first was taken by AVGS LLC. Norman requested documentation of the redevelopment financials.

The owner, Mario Cascante, stated they are in the process of completing drawings. A building permit application has not yet been submitted. This will be the third restaurant under their ownership but the first in Ada. Without a liquor license, the restaurant would not be viable.

It was moved by Haga, seconded by Norman, to recommend to the Township Board to adopt Resolution DDA-021020-1, Redevelopment Liquor License for Luna 7471, LLC.

Roll Call: Yes: Bowersox, Haga, Norman, VanderWulp, Coe, Idema, Knapp; No: 0; Absent: Harrison, Wright; Resolution adopted.

## **VI. APPROVAL OF SEYFERTH PR CONTRACT FOR EVENT PLANNING AND COORDINATION SERVICES FOR BEERS AT THE BRIDGE 2020**

Hilbrands reminded the board that Amway will continue to cover the costs for professional services for Seyferth PR, but the DDA is responsible for all out-of-pocket and event expenses such as postage, travel, copies, telephone, internet, fax, equipment rental, and payments to vendors, etc.

Norman suggested editing the contract language to separate the out-of-pocket expenses into business expenses and event expenses, and also provide the total cost of the professional services. It should be clear what the DDA is truly paying for and what Amway is paying for.

It was moved by Idema, seconded by Coe, to approve the Seyferth PR Contract for Event Planning and Coordination Services for Beers at the Bridge for 2020 with the changes as noted by Norman. Motion passed unanimously.

## **VII. REVIEW OF FARMERS' MARKET ANNUAL REPORT**

Market Manager, Jennie MacAnaspie, presented. Ms. MacAnaspie stated that Spectrum is no longer their main sponsor. Traffic last year decreased slightly, likely due to the confusion of the operating hours. She will be utilizing Facebook and Instagram again for communication to the public. She would like to see more diversity in products being offered, would also like to keep the market location in the Church parking lot, and is considering adding a Tiny Holiday Market into Tinsel Treats & Trollies.

Coe encouraged Ms. MacAnaspie to come to the DDA for collaboration.

Hilbrands will provide MacAnaspie's contact information to the DDA.

Idema suggested asking the local retailers if they would like to have a booth in the Farmers' Market.

Hilbrands suggested Mercy Health as a new potential main sponsor.

VanderWulp suggested selling hats and t-shirts with the Ada logo.

## **VIII. REVIEW OF 2020-2021 BUDGET**

Hilbrands summarized the proposed budget as outlined in the board packets stating there is a healthy fund balance. The DDA revenues are made up of the DDA Ad Valorem, millage, Industrial Facilities Tax (IFT), Local Community Stabilization, interest, and event profits.

Norman asked if we have a projection of what the 'DDA Ad Valorem' will look like 5 years from now. Ferro stated we do not.

Norman asked if there is a risk of Local Community Stabilization going away in the future. Haga stated that it is related to personal property and it is currently a "moving target" with the legislatures.

Haga noted that the “wages” listed are for Hilbrands and the “wages-support” are for Ferro.

It was moved by Idema, seconded by Knapp, to recommend approval of the 2020-2021 Budget to the Township Board. Motion passed unanimously.

## **IX. REPORTS AND COMMUNICATIONS**

### **a. Status of Legacy Park Construction**

Ferro stated there are no updates since the last meeting.

### **b. Amy Van Andel Library and Community Center Update**

Ferro stated that the construction is running on-schedule. Haga stated that he and Ferro toured the building two weeks ago and it was very interesting. Ferro stated the Township Board approved moving forward with the design work for the addition of a 6,000 sq. ft. multi-purpose room which will be able to seat 150 or more depending on the seating arrangements. Bill Payne is leading the fundraising. Around \$170,000 has been raised so far. The addition is estimated to cost 3 million.

### **c. 2020 Leprechaun Hunt**

Hilbrands stated that this will be the fourth year for the Leprechaun Hunt which is scheduled for March 13<sup>th</sup>.

### **d. Update on Past Discussion Items**

Hilbrands reminded the board that a joint meeting with the Citizens Council is scheduled for Wednesday, February 26<sup>th</sup> at Roselle Park. He, Bowersox, and possibly Joel Harner will be running the meeting.

Ferro followed up with VanderWulp’s inquiry from last month regarding adding the Bradfield house property to the DDA district. Ferro explained that it would be a fairly involved process, the same process as was followed in the original creation of the DDA, but an amendment is possible. VanderWulp stated he feels the Township would be better off expanding the DDA boundary.

Idema inquired about the property at the end of Fase St. Ferro stated they applied for a rezoning request but the Planning Commission recommended denial as they would prefer it to be developed under PUD zoning.

Ferro stated that a 92-unit, multi-family residential development is on the Planning Commission agenda for this month for the property along Fulton St, adjacent to Ada Fresh Market. They are proposing two, 3-story buildings and two, 4-story buildings. In response to Wright’s emailed inquiry about parking and traffic, Ferro stated that parking will be reviewed and given scrutiny in the zoning review process. A traffic impact analysis will be required of the developer under the PUD process. Norman expressed concern for how the 4-story buildings fit with the overall plan for Ada village. Ferro stated he will email the renderings to the DDA.

*VanderWulp left the meeting at 9:07 a.m.*

Ferro stated he has not received any updates from CityFlats. Eileen McNeil of Seyferth PR stated that a representative will be giving an update on the 27<sup>th</sup> of this month at 10 a.m. Invitations will be emailed either today or tomorrow.

Idema inquired about MudPenny. Hilbrands stated they are planning for a March opening.

**e. DDA Financial Report, 01/31/20**

Hilbrands reviewed the financial report as outlined in the board packets.

**X. BOARD MEMBER COMMENTS**

There were no comments.

**XI. PUBLIC COMMENTS**

There were no comments.

Meeting was adjourned at 9:13 a.m.

Respectfully submitted:

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Devin Norman, Secretary

rs: aw

**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)  
BOARD OF DIRECTORS  
DEVELOPMENT AREA CITIZENS COUNCIL  
MINUTES OF THE WEDNESDAY, FEBRUARY 26, 2020 WORK SESSION  
ADA, MICHIGAN**

**I. CALL TO ORDER**

The meeting was called to order at 7:00 p.m. by Chairperson, Bowersox.

**BOARD MEMBERS PRESENT:** Terry Bowersox, Dawn Marie Coe, George Haga, Bryan Harrison, Margaret Idema, Devin Norman, Ted Wright

**BOARD MEMBERS ABSENT:** Justin Knapp, Walt VanderWulp

**CITIZENS COUNCIL MEMBERS PRESENT:** Tom Bogerd, Marcel Burgler, Noelle DiVozzo, Joel Harner, Margaret Idema, Tom Mulligan, Zack Schaff, Bev Swanson

**CITIZENS COUNCIL MEMBERS ABSENT:** Chris Czekai

**STAFF PRESENT:** Jim Ferro, Planning Director, Brian Hilbrands, DDA Coordinator

**PUBLIC PRESENT:** 1 Community member

**II. APPROVAL OF AGENDA**

It was moved by Harrison, seconded by Harner, to approve the agenda as presented. Motion passed unanimously.

**III. UPDATE ON DDA ACTIVITIES AND GOALS**

Hilbrands summarized a report on the DDA's completed events and projects in 2019 and its planned events and projects in 2020.

Mulligan stated that the Ada Historical Society (AHS) was in the very early stages of planning a veteran's memorial for somewhere in the village.

Haga stated that this is on the Township Board's radar as well.

Coe stated that a number of business owners have come together to create the first shop-hop event in the village. She stated that they would like to have a meeting with representatives of the Township, DDA and Ada Business Association (ABA) to coordinate this. There is also a need for a one-place stop or website for everything that is going on in Ada, where people can go to find information on all things Ada.

Harrison stated that Google optimization is also important, but he agrees that a one-stop site is needed.

Burgler stated that a community calendar would be helpful as well, and that Rockford has done a good job with this.

Harrison stated that it could be helpful to get the ABA, AHS and other groups together and have a joint meeting and brainstorming session.

Idema stated that it could also be helpful to discuss role definitions and figure out what each group is doing. She stated that perhaps doing some strategic planning could be helpful for the DDA.

Burgler stated that the Citizens Council is massively underused.

Harrison asked how the DDA could better utilize the Citizens Council and where they could work together more.

Burgler stated that he likes the idea of doing some strategic planning together.

Idema stated that she would like to propose that the DDA perform some strategic planning.

Ferro stated that there could be an open invitation to other stakeholder groups.

Mulligan stated that it would be helpful to have a brainstorming session beforehand to figure out what direction the DDA would like to go, and what priorities they have.

Ferro stated that they can look into facilitators to lead a brainstorming session and an eventual strategic plan.

Idema asked if this group could be sent the Township Strategic Plan that was recently completed, as well as the most recent DDA strategic plan. She suggested that everyone then review the plans, and then the DDA Board and Citizens Council can come together again to discuss the plans, see what direction they would like to go and if they would like to proceed with a strategic plan.

Hilbrands stated that he will send out both plans to the DDA Board and the Citizens Council.

Burgler stated that it would also be helpful to answer questions about what is the DDA's function and its roles.

Hilbrands stated that he will send out a meeting poll with a few options for meeting dates in April for the DDA Board and Citizens Council to reconvene.

#### **IV. REPORTS AND COMMUNICATIONS**

##### **a. Woods Landscaping 2/4/2020 Invoice, January Snow Removal Services, \$2,800**

Ferro provided an update on the progress of the Amy Van Andel Library and Community Center.

Schaff asked if the plan is to build the arts and culture center addition after the rest of the building is completed.

Ferro stated the goal is to start as soon as possible.

Idema asked if the addition started as a meeting room or multipurpose space, how did it turn into an arts and culture center.

Ferro stated that the idea was to create more potential uses for the space and also generate more excitement for potential donors.

##### **b. Connect Ada Update**

Ferro provided an update on the Connect Ada plan.

Schaff asked if any of the listed projects could be covered by the current millage.

Ferro stated that those projects would depend on the new millage, and that most of the current millage is used to pay debt service.

Wight asked how much of the millage will go towards maintenance.

Haga stated that there is approximately \$100,000 budgeted for maintenance in the 2020-2021 fiscal year.

## **V. GENERAL DISCUSSION**

Idema asked if there are summary reports that are sent out for Township Board or Planning Commission meetings.

Haga stated that there are reports that should be going out.

Harrison stated that some governments utilize a communications person does newsletters, social posts and information distribution.

## **VI. PUBLIC COMMENTS**

There were no comments.

Meeting was adjourned at 8:17 p.m.

Respectfully submitted:

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Devin Norman, Secretary

rs: bh





**Ada Business Association**  
 P.O. Box 629  
 Ada, MI 49301  
 (616) 920-0330 | fax:  
 ajolman@adabusinessassociation.com

<b>Invoice</b>	
Invoice Date:	3/5/20
Invoice Number:	3553

Ada Township  
 Jackie Smith  
 PO Box 370  
 Ada, MI 49301

*Rec'd 3/5/20*  
*BAA*  
*OK to pay 3/5/20*  
*248.170.740*  
*BAA*

<b>Terms</b>	<b>Due Date</b>
Due Upon Receipt	3/5/20

Description	Quantity	Rate	Amount
DDA Sponsorship of TT&T	1	\$2,500.00	\$2,500.00
<b>Subtotal:</b>			<b>\$2,500.00</b>
<b>Tax:</b>			<b>\$0.00</b>
<b>Total:</b>			<b>\$2,500.00</b>
<b>Payment/Credit Applied:</b>			<b>\$0.00</b>
<b>Balance:</b>			<b>\$2,500.00</b>

**Login to your Member Center to pay online.**

- Go to <http://adabusinessassociation.memberzone.com/login> to login or retrieve forgotten login credentials. Or create your login account for the first time at this registration page: <https://adabusinessassociation.memberzone.com/CreateAccount?ccid=9476&email=jsmith@adatownshipmi.com&replD=160>.
- Pay online, check out your additional Member Benefits, update your member page and contact information.

**Thank you for your support of the Ada Business Association**

Please return this portion with your payment.

**Member Name:** Ada Township

**Invoice #:** 3553

**Payment Amount:** \$ \_\_\_\_\_

**Payment Method:**  Check # \_\_\_\_\_  Credit Card

Make all checks payable to **Ada Business Association** or enter credit card information below.

Enter Credit Card Billing Address (inc. zip code)

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV Code (3 digits on back of card) \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

# RRR Lawn and Landscape LLC

6757 Cascade Rd SE #121 Grand Rapids, MI 49546



RRR Lawn  
& Landscape LLC

(616) 893-5765

nriebel@rrrlawn.com | www.rrrlawn.com

**RECIPIENT:**

**Ada Township**

7330 Thornapple River Dr PO Box 370  
Ada, Michigan 49301

## Invoice #2523

Issued 03/03/2020

Due 03/06/2020

**Total \$1,497.50**

Account Balance \$1,497.50

## RRR Lawn & Landscape Invoice

PRODUCT / SERVICE	DESCRIPTION	QTY.	UNIT COST	TOTAL
03/03/2020				
Garland Removal		1	\$1,497.50	\$1,497.50

Rec'd 3/3/20  
RAA

50% Twp - 101. - \$ 748.75

50% DDA - 248.170.740 - \$ 748.75

OK to pay 3/5/20

RAA

Thank you for your business. Please contact us with any questions regarding this invoice.

Past Due Invoices subject to a late fee of \$25.00 or 3%, whichever is greater.

**Total \$1,497.50**

Account balance **\$1,497.50**



# WOODS

LANDSCAPE MAINTENANCE

**Invoice: 35086**

Date 3/5/2020  
 Terms Net 30  
 PO Number  
 Account #

**Bill To**

Ada Township  
 Attn: Brian Hilbrands  
 PO Box 370  
 Ada, MI 49301

**Property Address**

Ada Township  
 7330 Thornapple River Dr  
 Ada, MI 49301

Date/Time	Description	Quantity	Price	Total
2/6/2020	Shoveling (per time)	1.00	560.00	560.00
2/7/2020	Shoveling (per time)	1.00	560.00	560.00
2/8/2020	Shoveling (per time)	1.00	560.00	560.00
2/9/2020	Shoveling (per time)	1.00	560.00	560.00
2/13/2020	Shoveling (per time)	1.00	560.00	560.00
2/17/2020	Shoveling (per time)	1.00	560.00	560.00
2/26/2020	Shoveling (per time)	1.00	560.00	560.00

*Rec'd 3/5/20*  
*BAA*  
*OK to pay 3/5/20*  
*248,170.80*  
*BAA*

Subtotal:	3920.00
Invoice Total:	<b>\$3,920.00</b>
<b>Account Balance:</b>	<b>\$8,137.42</b>

**PAYMENT COUPON**

**Woods Landscaping**  
 9599 Fulton St. E  
 Ada, MI 49301  
 616-868-6749

Terms Net 30  
 Account #  
 PO Number

Ada Township  
 7330 Thornapple River Dr  
 Ada, MI 49301

Invoice # 35086  
 Invoice Date 3/5/2020  
 Invoice Balance **\$3,920.00**  
 Account Balance **\$8,137.42**  
 Amount Enclosed



## MEMORANDUM

Date: 3/5/20

**TO:** DDA Board  
**FROM:** Brian Hilbrands, DDA Coordinator  
**RE:** Proposed Farmers' Market Manager Services Agreement for FY 2020-21

Attached is a proposed Memorandum of Understanding between the DDA and Jennie MacAnaspie for her services managing the Farmers' Market for the FY2020-21 fiscal year.

The following points should be noted:

1. The agreement provides for 528 compensated hours in the coming year, compared to 643 compensated hours last year, a decrease of 115 hours. The reduced hours are attributable to the decreased work anticipated because the Market is remaining in the same location which allows for familiar planning and setup on market days.
2. The \$7,920 in total compensation is a decrease of \$1,725 from last year's \$9,645.
3. It should be noted that the hourly compensation rate remains at \$15/hour, which has been unchanged over Jennie's entire tenure as Market Manager.

Approval of the agreement is requested.

**Ada Farmers' Market  
Market Master  
Memorandum of Understanding**

**Ada Farmers' Market ("Market") Project Sponsor:** Ada Township Downtown Development Authority

**Market Master:** Jennie MacAnaspie/Opt-In Marketing

**Contract Administrator:** Planning Director

**Commitment:** Time necessary to discharge functions and responsibilities (described below) and effect year-long work plan (attached as Exhibit A).

**Payment:** \$15.00 per hour, not to exceed \$7,920 for 528 hours during the contract period defined below; paid monthly, in accordance with the schedule attached as Exhibit B.

**Contract Period:** April 1, 2020 to March 31, 2021

**Market Master Functions and Responsibilities:**

1. **Stakeholder Relations:** Maintain and develop relationships with vendors, customers, contractual parties (Geld and Ada Marketplace Square Condominium), the Ada/Forest Hills business community, Township staff and the Market Project Sponsor.
2. **Financial Matters:** Prepare the annual budget for the Market, interact with the Ada Township Clerk and Treasurer for deposits and disbursements; maintain accurate records of all financial transactions; operate the Market's token-based system for card-based transactions (if applicable).
3. **Management:** Recruit, train and schedule volunteers; manage Market opening, closing and operations while open; manage vendor participation and adherence to Market rules; manage "Kids in the Market" and "Music in the Market" programs.
4. **Promotion:** Develop and implement a marketing and promotional plan and budget, including a robust social media and internet presence
5. **Miscellaneous:** Identify alternative funding, i.e. grants, sponsorships and fundraising opportunities, develop planned emergency procedures, interact with and participate in the programs of the Michigan Farmers Market Association.

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Terry Bowersox, Chairperson  
Ada Township Downtown Development Authority  
\_\_\_\_\_, 2020

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Jennie MacAnaspie  
Opt-In Marketing  
\_\_\_\_\_, 2020

**Exhibit A**  
**Ada Farmers' Market Year Long Work Schedule FY 2020-21**

January

- Develop & email invite to Vendor Kickoff Meeting (VKM) – including vendors past & future, plus volunteers, DDA, Market Board members not in any previous category.
- Review/edit vendor application, market rules, etc.
- Create ppt for VKM
- Sales tax return filled out and filed if needed
- Monthly updates for Facebook (announce opening day on at least one post)
- Clean out Market binders and file box:
  - o Store original physical log sheets, original receipts/batch report slips and vendor token white slip receipts in Market drawer at township, in clerk's office.
  - o Print out new log sheets and put in binder
- Monitor and respond to voice mail/email
- Schedule next three months of FB posts
- Review adds, moves and changes for additional tasks and update site
- Article for Adaview Spring edition by January 21st

February

- Finalize vendor application and market rules
- Follow up with confirmation email/calls for VKM
- Purchase any additional supplies, drinks for VKM
- Send out meeting materials to those not attending VKM
- Create content for Cadence & other media for early release
- Update information on flyers. Posters?
- Monthly updates for FB (reminder on opening day for upcoming season)
- Set March/April planning meetings for Market programs & send out invites to attendees
- Clean up Seasonal Vendor Log spreadsheet tabs for upcoming season and save under new name
- Monitor and respond to voice mail/email
- Send out calls for vendors via MSU list serve
- Connect with the library for upcoming programming (takes a bit to get the ball rolling sometimes)

## March

- MIFMA Conference at MSU (optional attendance TBD each year)
- Hold VKM
- Set planning meeting dates with Flat River Ministries for upcoming season's donation program
- Renew agreement with Amway for overflow parking
- Confirm open/close dates for Market
- Social media calendar updates for FB (mapped out to June)
- Review volunteer binders and update as needed
- Set training date for volunteer updates reviewing changes, record keeping and other assigned duties
- Meet with chef and other volunteers to plan out the season's Chef-in-Market program (see task list for details)
- Printed busker and vendor registrations at treasurer's window in township bldg. (Cascade Township office?)

## April

- Send out call for new vendors via FB/Twitter (also via MSU listserve)
- Make onsite visits to potential new vendors
- Begin processing returning vendor applications with required licensing, insurance certification)
- Send reminder email to returning vendors mid-April and again at the end of the month to get their payment and paperwork in for processing
- Email all vendors in 'New Vendor' folder the updated application for the season. Include information on when they can expect to hear back on status. Make sure to repeat the request NOT to send money until they are confirmed
- Schedule training meeting for volunteer staff once all positions filled (two weeks before opening)
- Distribute volunteer packet for review and signature to all volunteers
- Send notices to area churches, schools, etc., asking for volunteers
- Meet with Flat River Outreach Ministry (FROM) in Lowell to outline the Market donation program (see task sheet for more details). Schedule and organize:
  - o Information packets/signs for handing out to their customers
  - o Booth attendance for (FROM) during the season if part of season package.

- If there is no staff for the booth, determine who will pick up donations and at what time
- Review key points to be included in promotional FROM promo articles (write press release for joint venture)
- Take any deposits to the Ada Township Treasurer *after April 1* for processing. Any money before then will not be recognized in the current fiscal year. Deposit should include:
  - All required information entered into vendor payment sheet. Include both name and business name if listed on check.
  - Two copies of the vendor payment sheet (one to Gina and keep one)
- File the second copy of the vendor payment sheet (with blacked out copies of checks) in the green binder for record keeping
- Schedule meeting with Treasurer's office to review any process changes
- Update master vendor list, confirming submission of insurance, licensing and Cottage Food compliance requirements
- Send out Busker notice via website and Craigslist (should go out 1<sup>st</sup> week)
- Email previous Buskers with an invite to return
- Develop Kids in the Market activities
  - Reach out to local school staff for craft volunteers (see list)
  - Notice on Craigslist/FB looking for volunteers to lead specialty booth projects
- Finalize any agreements with parking, sponsorships or co-marketing
- Article for Adaview Summer edition by April 21st
- Check space delineation & remark parking lot of church as needed
- Update website with entertainment/kids' activities
- Weekly calendar updates for FB in queue and to Township for cross posting
- Schedule Twitter pre-opening announcements & opening day tweets via Hootsuite
- Arrange for distribution of flyers as insert to Adaview
- First push of media outreach for opening day
- Send out press release for volunteers and pre-announcement for Market opening info to area churches via the admin @ The Community Church
- Review vendor packet and update as needed
- Print out 50 vendor packets for distribution
- Copy and email Cassie the projected vendor list (*Excel Seasonal Vendor Pymt Log – booth pymt tab*) as soon as at least ½ the returning vendors are confirmed.
- Turn on terminal (this can be postponed to May if no scheduled events in April)
- Update and post volunteers wanted poster (bright paper!) on township/church/other doors



- Email Hito (origami) at the end of the month to confirm when he wants to be at the Kid's Booth
- Send out MLive press release
- Send/update info to online community calendars
- Build Busker calendar and continue to fill

## May

- Create new vendor space assignment sheet
- Continue updating vendor sheet and confirming counts.
- Make sure there are enough extension cords and supplies for the first market day
- Send out call for volunteers to area churches (admin @ C Church) first week of May if not enough on staff
- Set fence stakes for small street banners
- Begin processing new vendors first week of May
  - Confirm or decline via email (can do earlier if not a good fit or duplication)
  - Include deadline for submitting remaining paperwork & payment
  - File all incoming paperwork in bright green Market book
  - File declines in the Market book in the yellow folder pocket (withdraw/pulled/declined)
  - Update the Seasonal Vendor Payment log as paperwork is received
  - Pull non-returning vendor contact info over to Master dbase contact file
- Have Busker & Vendor Registration packets available at township counters
- Send vendor packet to all registered vendors via email
- Organize shed
  - Inventory kid's supplies
  - Double check for repairs on flag poles & tents
- Organize Market travel file box
  - Clean out old registration files from Market folder
  - Keep any proof of insurance from returning vendors that is still valid
  - Check the receipt pad and order another if needed
  - Make sure an adequate supply of good pens is in place
  - Put in extra envelopes for daily vendors
  - Ensure there are *two* receipt books, with triplicate copies, for Busker payments and daily vendor receipts
- Send Market opening announcement & schedule to schools, daycare, senior centers, etc. Apartment managers for newsletters?
- Second push of media announcements for season opening

- Print 400 half sheets of the opening day information (800 total) to distribute to local businesses in Lowell, Cascade & Ada. Leave behind 10-15 at each spot. If you run out, make more! (revisit & revise this for new location)
- Make a list of businesses you will drop off (include Cascade Township office & Lowell city hall). Check this list the middle of June to see if they ran out & drop off more if they did.
- Set assignment schedule for volunteers and confirm
- Update, print & distribute 'No Parking' notice to all local retailers (including Cascade & Lowell)
- Update community calendar announcements
- Send out flyer to restaurants advertising opening day and opportunities to buy at special times (if vendors are available)
- Send out reminder Busker notice via website, FB and Craigslist
- Post Kids in the Market and Busker schedules on website
- Update 'Meet Vendors' webpage with new vendor/new product info (*must call & remind them weekly for information!*)
- Send out any final notices to vendors with adds/moves/changes
- Send out reminders to vendors with outstanding paperwork
- Meet with treasurer's office to set up petty cash box & reporting (no later than last week of May)
- Make sure FROM red bags are in stock for donations
- Decide which of the volunteers will manage the Instagram and Facebook accounts during the season, if interest is there.

## June

- Arrange for extra distribution of flyers and posters in the community
- Create printed schedule of events and drop off at senior centers/day care centers visited in May.
- Arrange for light post banners to be hung June 1(Dave Murray at Fire station)
- Set banner signage poles in designated areas
- Update webpage with vendor list, links to sites and expected available produce
- Third push for announcements of season opening
- Check with the church for any misdirected mail
- Double check links and content on website
- Check ½ sheet flyers in Cascade, Lowell & other drop off points to see if more are needed

- Change greeting on Market voicemail
- Make sure all volunteer paperwork is signed and filed
- Ask for and document all expected volunteer absences from market for the season

June Through October - Market Days (see daily task list in the green binder for Market operations)

- Create ad hoc task list each market for volunteers not assigned to Market Booth including:
  - Filling out vendor attendance sheet at noon
  - Times for traffic counts to be taken
  - Flyer handouts
  - Kid's booth helpers
- Ensure signage on Fulton is in place before vendors arrive (Currently being set up the night before, along with cones & no parking signs)
- Run through checklist for both opening and closing the Market
- Check banner placements regularly (sometimes they come loose)
- Create Daily Vendor folder to track and add to mailing list for next year's outreach
- Article for Adaview Fall edition by July 21st

August

- Negotiate Market extension agreements with partners (vendor parking, ect.)
- Revisit volunteer schedule for remainder of season to cover attrition
- Wrap up Busker schedule & fill in any holes
- True up Busker funds with Gina
- True up daily vendor log amounts and seasonal vendor log with Gina
- Balance out any petty cash charges
- Schedule a volunteer party or recognition event (pizza party at the last market before school starts works great!)

September

- Get available dates from The Community Church for VKM (confirm following February)
- Fill in gaps for Kids in the Market (if continuing into September)

- Send out reminders via FB/Twitter of incoming produce & remaining weeks of the Market
- Confirm number of October vendors (also reiterate extended season weekly rates with seasonal and daily vendors)
- Send out a reminder to local churches and others about the extended season

#### October

- Prepare year-end report to DDA along with general funding outline for next year
- Market closeout activities on final checklist sheet
- Review of season survey with vendors out
- Final market day potluck (send invite to all interested vendors)
- Schedule upcoming meetings for next year as availability allows
- Article for Adaview Winter edition by October 21st

#### November

- Arrange for banners to be removed and stored @ Parks Dept. (Dave Murray)
- Organize shed for final seasonal storage
- Reconcile all paperwork and file in AFM drawer
- Shed inventory review – any repairs, low stock or replacements needed?
- Check condition of signs and reorder if needed
- Post official close notice on the New Vendor information webpage
- Update message on voice mail to announce the closing of the Market

#### December

- Attend Great Lakes Expo/MIFMA event (if event is running and available)
- Submit final report for review with projected budget for review, revision and approval
- Send thank you notes to sponsor(s), partners and volunteers
- Volunteer dinner (as scheduling allows)
- Clean up and organize Gmail folders
  - Keep important emails in appropriately labeled folders
  - Check contact list and add in any missed email addresses to files (new vendors, buskers, kid's activity candidates)

- Delete any emails not being archived
- Create new, duplicated folders for upcoming year
- Move previous year's folders to "*Prior Year's Files*" folder
- Clean up and delete old links, documents from website
  - Put up notice of when upcoming season will be open and closed on posted pages
  - Add note to new vendor site informing when applications will be accepted
  - Upload any photos not posted earlier in the season (can do over next three months to keep traffic going to the site)
  - Check site for any broken links, non-working pages
  - Make checklist of adds, moves, changes to work on in January
  - Create monthly posts for next few months (holiday posts, general info and other appropriate material)
  - Send a note to FROM with the list of vendors who donated during the season

**Exhibit B**  
**Ada Farmers' Market Master**  
**Hours/Compensation Schedule-4/1/20 - 3/31/21**

<b>Month</b>	<b>Hours</b>	<b>Compensation (\$15/hr)</b>
<b>2020</b>		
April	40	\$600
May	47	\$705
June	80	\$1,200
July	72	\$1,080
August	72	\$1,080
September	80	\$1,200
October	60	\$900
November	20	\$300
December	10	\$150
<b>2021</b>		
January	7	\$105
February	10	\$150
March	30	\$450
<b>Total</b>	<b>528</b>	<b>\$ 7,920</b>



**CONNECT**  
**ADA**

**FINAL REPORT**

February 2020



progressive | ae

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# 1 INTRODUCTION

Walking and bicycling is a key priority for Ada constituents – it is a focal point of many of Ada’s community events and celebrations, and it is a part of how the community stays healthy. For some, it is their means of traveling to work, school, shopping, and social events. For many, it is an important factor in their choice of Ada as a place to live. This has also been demonstrated by residents’ choice to align their tax investments with these values and interests. In 2006, Township voters approved a 15-year property tax millage of .5 mills (\$0.50 per \$1,000 of taxable value) for use in constructing and maintaining a trail network in the Township. This forward-thinking investment by Ada Township residents resulted in the construction of 15.5 miles of trails. With the millage expiring in 2021, a renewal is needed to maintain a high-quality experience on the trails Ada already has and to expand the network to reach more places and close existing gaps into neighboring communities, the State’s Iron Belle Trail system,<sup>1</sup> and Ada Village.<sup>2</sup>

The Connect Ada Plan updates Ada Township’s Trail Plan by suggesting key walking and bicycling improvements for consideration in the Township’s 2020 non-motorized trail millage renewal. The project team kicked off the Connect Ada planning process in October 2019, meeting with the Township Trail Committee. A Situation Analysis was performed to identify key priorities, perform a SWOC (strengths, weaknesses, opportunities, and challenges) analysis of Ada’s walking and biking network, and draft initial lists of possible projects and evaluation criteria. A conditions and network assessment evaluated street crossing barriers, population and employment densities, and collision history. Key stakeholders and the public were engaged through in-person workshops in November and an online survey in December. These all contributed to the development of a plan vision and key projects to select from should a millage progress.

Figure 1 Connect Ada Planning Process Timeline



## CONNECT ADA VISION STATEMENT

Building on the Township’s mission, Connect Ada envisions a safe and seamless walking and bicycling network that connects the places where people live, work, and visit.

<sup>1</sup> Michigan Department of Natural Resources, “Michigan’s Iron Belle Trail: Interactive Trail Map.” <https://midnr.maps.arcgis.com/apps/webappviewer/index.html?id=981d6168f3b5400f8de1b69d1d674d10>

<sup>2</sup> Ada Township, “Envisioning Ada,” 2013. <http://adamichigan.org/village>

## 2 SITUATION ANALYSIS

A SWOC analysis identified initial strengths, weaknesses, opportunities, and challenges in Ada Township, based on four primary inputs:

- Envision Ada (2013)
- Ada Township Strategic Plan (2017)
- Ada Township Capital Improvements Plan: 2019-2024 (2019)
- October 22, 2019, Trails Committee meeting with the project team

These inputs highlight key Township values and the conditions Connect Ada responds to. Figure 2 summarizes the situation analysis, presenting conditions as communicated through engagement and analysis.

**Figure 2 Situation Analysis Findings: Strengths, Weaknesses, Opportunities, and Challenges in Ada Township Non-Motorized Network**

Strengths	Weaknesses	Opportunities	Challenges
Investments are attracting and retaining residents, businesses, and visitors	Limited resources of a small community	Make walkability improvements within the Village, to the Village, and to regional connections	Major physical barriers such as Fulton Street (M-21), the Grand River, and Thornapple River
Ada's beautiful natural environment, including rivers, streams, and rolling forests	Many residential neighborhoods are not connected to the Village or each other	Connecting people to the Grand and Thornapple Rivers	Kent County Road Commission and MDOT control roads
Many schools are accessible by trail	Without transit, parking supply is a concern	Trail-oriented development (TrOD)	Balancing new trails with short and long term maintenance
Amway's global headquarters serves as a major anchor for township employment, residency, and retail activity	Historic Ada's perception as "old"	Ensure street frontage in the Village--including along Fulton--is pedestrian-scaled using building design and parking strategies	Majority of existing Trail Fund required for debt service payments
Proximity to Grand Rapids	Current trail network primarily oriented to recreation (and not to general transportation needs)	Bolstering connections to Ada Village as a destination	Perception that Amway has outsized influence on policy decisions
Trail Fund's successful construction of trails		Funding sources such as Transportation Alternatives Program (TAP), Safe Routes to Schools (SRTS), Michigan Natural Resources Trust Fund (MNRTF)	Dependency on Amway as Ada's largest employer and taxpayer
Ada's world-class park and recreational facilities		Park once opportunity for Amway employees to visit Ada Village from workplace	Pressure to develop open spaces in the Township

# 3 CANDIDATE PROJECTS AND ENHANCEMENTS

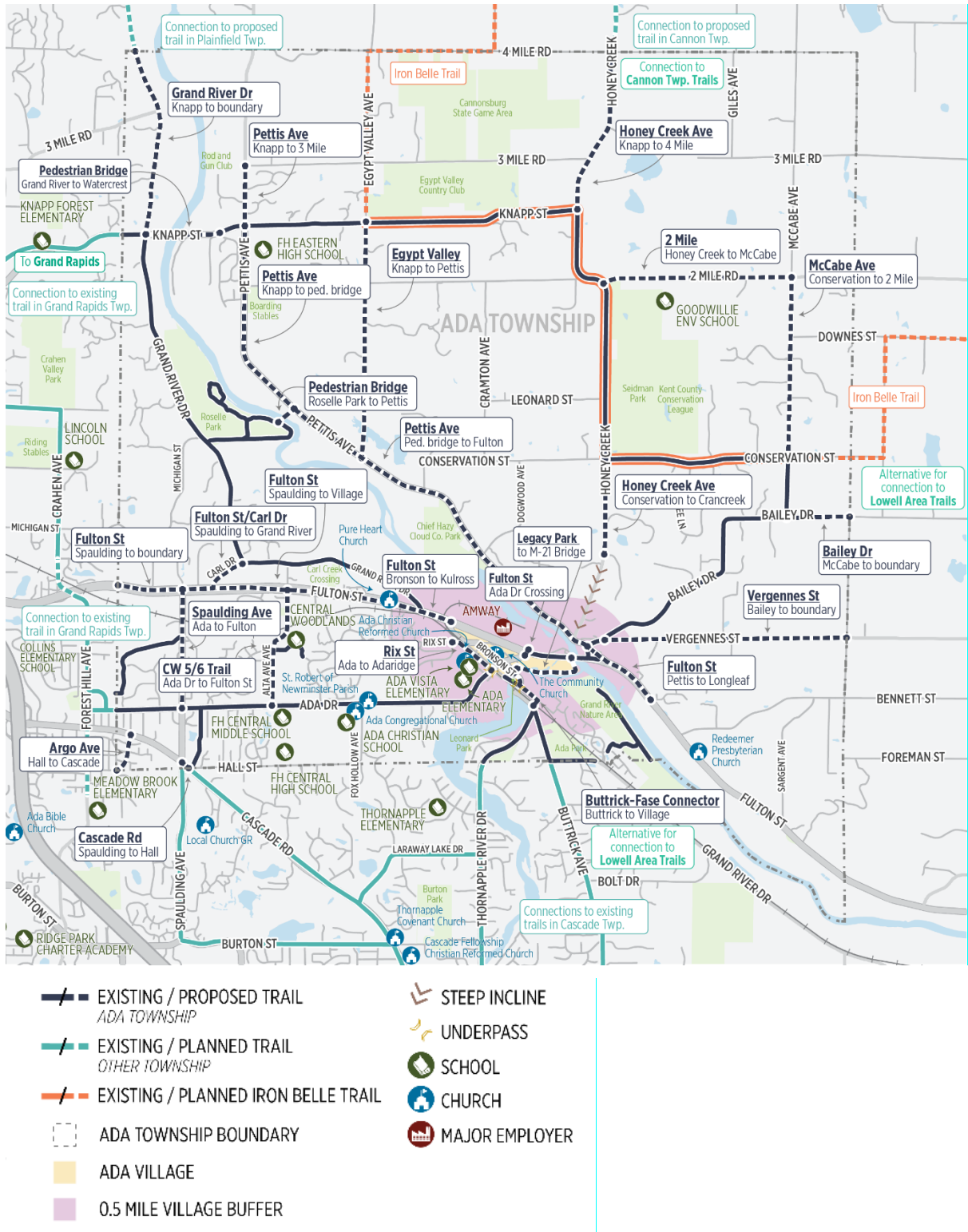
## CANDIDATE PROJECTS

The following list of 26 project candidates was collectively developed through input from the Ada Township Trail Committee, Kent County Road Commission (KCRC), MDOT, and local residents. The Trail Committee had elevated an initial list of 18 projects prior to a public workshop and survey, where community members added eight additional projects for consideration (highlighted in blue below). These projects are mapped in Figure 3.

Figure 3 Non-Motorized Project Candidates

Project ID #	Project Location	Project Type
1	Spaulding Ave Trail: Ada Drive to Fulton Street	Path and Crossing
2	Fulton Street Trail: Spaulding Avenue to Carl Drive; and Carl Drive: Fulton Street to Grand River Drive	Path
3	Fulton Street Trail: Spaulding Avenue to Township Boundary	Path
4	Pettis Avenue Trail: Knapp Street to 3 Mile Road	Path
5	Pettis Avenue Trail and Crossing: Knapp Street to River Pedestrian Bridge	Path and Crossing
6	McCabe Avenue Trail: Conservation Street to 2 Mile Road	Path
7	Fulton Street Trail: Pettis Avenue to Longleaf Drive	Path
8	Legacy Park Trail: to M-21 Bridge	Path
9	Rix Street Trail: Ada Drive to Adaridge Drive	Path
10	Honey Creek Avenue Trail: Conservation Street to Crancreek Drive	Path
11	Fulton Street Trail: Bronson Street to Kulross Avenue	Path
12	Grand River Drive Trail: Knapp Street to Township Boundary	Path
13	Bailey Drive Trail: McCabe Avenue to Township Boundary	Path
14	Honey Creek Avenue Trail: Knapp Street to 4 Mile Road	Path
15	Argo Avenue Trail: Hall Street to Cascade Road	Path
16	Cascade Road Trail: Spaulding Avenue to Hall Street	Path
17	Pedestrian Bridge: Grand River Drive to Watercrest Drive	Bridge
18	Pedestrian Bridge and Crossing: Roselle Park to Pettis Avenue	Bridge and Crossing
19	Pettis Avenue Trail: From Pedestrian Bridge to Fulton Street	Bridge
20	Vergennes Street Trail: Bailey Drive to Boundary	Path
21	Central Woodlands 5/6 Trail: Ada Drive to Fulton Street	Path
22	Buttrick-Fase Connector Trail and Crossing: Buttrick Avenue to the Village, via Fase Street	Path and Crossing
23	Fulton Street Crossing: Improved Crossing at Ada Drive	Crossing
24	2 Mile Trail: Honey Creek Avenue to McCabe Avenue	Path
25	Egypt Valley Trail: Knapp Street to Pettis Avenue	Path
26	Fulton Street Trail: Spaulding Avenue to Village	Path

Figure 4 Map of Non-Motorized Candidate Projects



## NON-MOTORIZED INFRASTRUCTURE ENHANCEMENTS

Ongoing maintenance and enhancements such as benches, lighting, and signs will ensure Ada’s trail system remains safe, user-friendly, connected, and enjoyable.

Figure 5 Non-Motorized Infrastructure Enhancements

	Improvement	Benefits	Relative Cost
Enhancements	Benches	<ul style="list-style-type: none"> <li>• Benches provide places to sit along trails</li> <li>• Strategic siting can invite people to stop at a viewpoint or allow for a brief break along a long stretch.</li> </ul>	\$
	Bike Racks	<ul style="list-style-type: none"> <li>• Bike racks provide a designated place to park bicycles, helping keep bikes safe from theft and out of walkways.</li> </ul>	\$
	Trash Cans	<ul style="list-style-type: none"> <li>• Trash cans help keep trails clean and deter littering, by providing a designated place to discard waste.</li> </ul>	\$
	Lighting	<ul style="list-style-type: none"> <li>• Trails lights allow trail use to extend past dusk, or before dawn</li> <li>• Lighting is also a key safety enhancement, helping people see their surroundings throughout a run or ride.</li> </ul>	\$\$-\$\$\$
	Wayfinding Signs	<ul style="list-style-type: none"> <li>• Wayfinding signage guides people to popular landmarks or other trail routes nearby.</li> <li>• Signs can be oriented for different audiences: indicating direction and distance to tourism destinations, business districts, schools, or other prominent destinations.</li> </ul>	\$
	Crossing Enhancements	<ul style="list-style-type: none"> <li>• High visibility crosswalks increase drivers’ awareness of the potential for people walking across the street, and make people more visible while crossing.</li> </ul>	\$\$-\$\$\$
	Trailhead Parking	<ul style="list-style-type: none"> <li>• Trailhead parking enables visitors to travel to and experience choice trails around the Township, even if they do not live within walking distance.</li> <li>• Designated parking can also reduce unsafe parking on road shoulders.</li> </ul>	\$\$\$\$
	Trail Counter	<ul style="list-style-type: none"> <li>• Trail counters help the Township learn more about how often trails are used.</li> <li>• Data from trail counters can be key to supporting future grant applications.</li> </ul>	\$\$\$\$
Maintenance	Brush Trimming	<ul style="list-style-type: none"> <li>• Brush trimming keeps trails free from branches, brush, and other debris that might grow or make its way onto a trail otherwise.</li> <li>• Brush trimming supports trail safety by removing obstacles from walking and bicycling pathways.</li> </ul>	\$\$-\$\$
	Trail Cleaning	<ul style="list-style-type: none"> <li>• Regular cleaning helps keep litter and debris off trails, maintaining them for long term use and enjoyment.</li> </ul>	\$\$-\$\$
	Pavement Repair	<ul style="list-style-type: none"> <li>• Over time, pavement cracks and breaks, and creates potential obstacles for walking and biking. Regular repair reduces the obstruction these trail cracks pose to trail safety.</li> </ul>	\$\$

	Improvement	Benefits	Relative Cost
	Plowing	• Plowing can keep trails open and safe through winter months, enabling people to enjoy them year-round. Without plowing some trails can be used for skiing.	\$

Cost Key: \$ = \$0 - \$2,000; \$\$ = ; \$2,001-\$5,000; \$\$\$ = \$5,001-\$10,000; \$\$\$\$ = \$10,000

## STREET CROSSINGS

Connect Ada relies on a combination of improvements along and across roadways. For the most part, the candidate project list consists of paths and walkways along, and separated from, existing roadways.

Projects across roadways can be more complex because of the nature of the roads to be crossed. However, without addressing these crossings, it is impossible to have a completely connected network.

### Neighborhood and Commercial Streets

Neighborhood crossing improvements can be relatively simple, such as marked crosswalks, curb extensions or traffic calming that slows traffic and enhances the visibility of people on foot or bicycle trying to cross the street. That said, the enhancements must be approved by the County Road Commission. Potential design treatments for improved commercial and neighborhood crossings include:

- High visibility continental crosswalks
- Count-down pedestrian signal heads
- Leading pedestrian intervals at traffic signals that give pedestrians advance time to cross the street before traffic starts to move
- Trail way-finding signs
- HAWK pedestrian signals that act as traffic signals to stop cars via pedestrian activation
- Rectangular Rapid Flashing Beacons, which are high visibility beacons to signal to drivers that they shall yield to pedestrians in the crosswalk
- Pedestrian refuge islands that provide the opportunity for pedestrians to cross one direction of traffic at a time via an island at the centerline
- Signs reinforcing the legal requirement that drivers yield to pedestrians in crosswalks

Pictures illustrating best practice applications of these tools can be found in Figure 7.

### State Highways

Crossings of State Highways, such as Fulton Avenue, (M-21) are more complex both because these roadways have higher traffic volumes, but also because their principle purpose is to efficiently and reliably move regional traffic. People in Ada have described that crossing Fulton Ave feels uncomfortable and unsafe because of high traffic speeds and motor vehicle turning movements. Based upon this feedback, one immediate action during the course of this plan's

development is MDOT's commitment to supplement existing marked crossings on M-21 with high visibility crosswalks.

Longer term projects to add grade-separated crossings to M-21 are proposed to improve trail access between Amway and Ada Village include an undercrossing near the Grand River as an extension of the Legacy Trail and a mid-block crossing between the signals at Headley Street and Ada Drive.

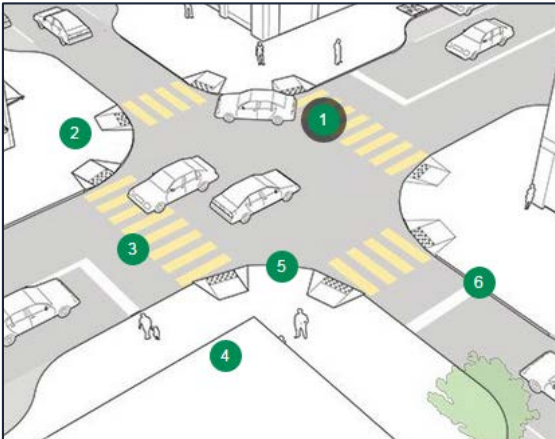
Based upon cost and feasibility, as well as the user experience, a tunnel crossing is recommended should this project move forward. A full reference to the pros and cons for tunnels versus overpasses has been summarized in Page 7 of the costing-support memo by Progressive AE in Appendix B.

Figure 6 Photos of the Fred Meijer Standale Tunnel



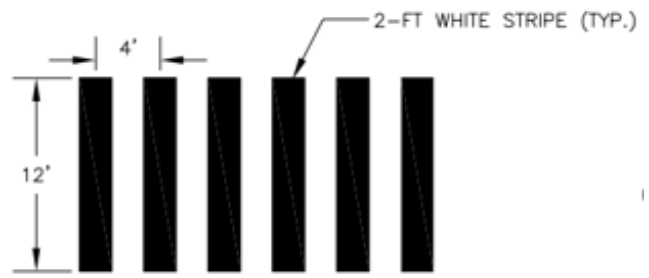
Photo Credit: Scott Conners, City of Walker, and Jason Washler, Prein & Newhof

Figure 7 Neighborhood Crossings and Signage - Best Practice Toolkit

Improvement	In Practice
<p>Striping Continental Standard Crosswalks</p>  <p>Source: NACTO Urban Street Design Guide</p>	<ul style="list-style-type: none"> <li>• Stripe all signalized crossings and/or major pedestrian or bicycle crossing desire lines</li> <li>• Stripe the crosswalk at least as wide as the walkway it connects</li> <li>• Use high visibility zebra markings to ensure pedestrian visibility (See Continental Standard in MUTCD)</li> <li>• Provide ADA-accessible curb ramps on either side of crosswalks</li> <li>• Strip stop bars at least 8 feet in advance of the crosswalk</li> </ul>



Source: Nelson\Nygaard, from Somerville, Massachusetts



Sample Specification: Cambridge, MA

“Two-Can” Bike Crossing



Source: Nelson\Nygaard, Cambridge, MA

- Paint applications that reinforce bicycles can also make use of a crosswalk to cross the street
- Has also been applied as green thermoplast dashes in many cities (as pictured below)



Source: Nelson\Nygaard, Seattle, WA

Count-Down Pedestrian Signal Heads

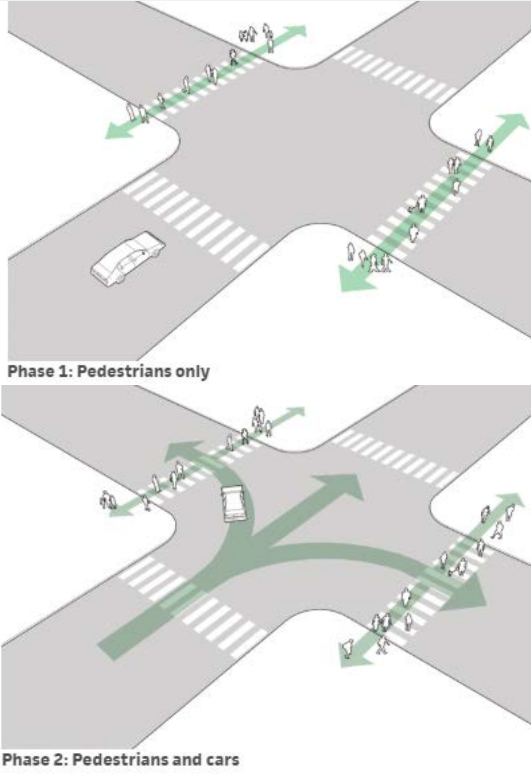


Source: Nelson\Nygaard, from Washington, D.C.

- Countdown programming gives people crossing more information about how much time is left to safely cross the street
- When installed with pushbuttons, a 29% reduction in total pedestrian crashes and a 30% reduction in fatal/injury pedestrian crashes were observed



Leading Pedestrian Intervals (LPI) at Traffic Signals



Source: nacto.org

- Enhancing pedestrian crossing signal heads can also allow for LPI enhancements
- An LPI programs the signal to give pedestrians a 3 to 7 second head start ahead of the green light phase, to ensure visibility for safe crossing
- Most critical application areas include those where there is heavy turning volume, which could create conflict with those crossing the street
- Shown to reduce pedestrian-vehicle collisions as much as 60%

Wayfinding Signs



Source: Nelson\Nygaard, from Chicago

- Wayfinding can support the use of a trail system and the connections to and from it
- Ada should conduct a detailed wayfinding study and audit to identify locations that could benefit from signage to mitigate confusion and to ensure the system is comprehensive to users
- As part of this, a hierarchy of signage typologies could also be developed, including those for major vs supportive navigation
- Signage could also be interimly-deployed as a "pilot" by applying them with zipties to other vertical parking or light poles
- Bicycle Boulevard principles could also be deployed, to indicate distance in time and miles to and from the village, schools, and major parks (as pictured in the example from Fresno)



Source: Nelson\Nygaard, from Fresno

Trail Yield / Share the Path Signage



Source: Nelson\Nygaard, from California

- Many towns and trail organizations create custom signage for trails to encourage proper yielding behavior in these share areas
- Some towns include signage with terms like “Courteous Cycling Welcome”, “Share the Path,” and so on to reinforce the cultural manner of the rule policy context

HAWK Signals



Source: pedbikeimages.org

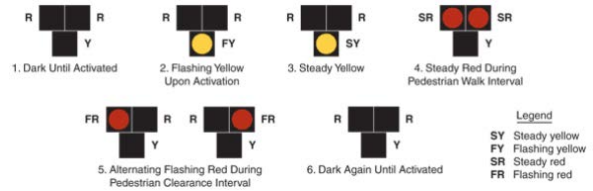
- HAWK: High-Intensity Activated crosswalk
- Installed as mid-block crosswalks that include both a vehicle beacon and pedestrian signal heads.
- Most effective when used a locations that have high rate of pedestrian activity with high volumes of crossing traffic that doesn't allow sufficient gaps in traffic for pedestrians to cross the road safely.
- The beacons have resulted in crash reductions, according to one FHWA study. There was a 69 percent reduction in vehicle pedestrian crashes, as well as a 29 percent



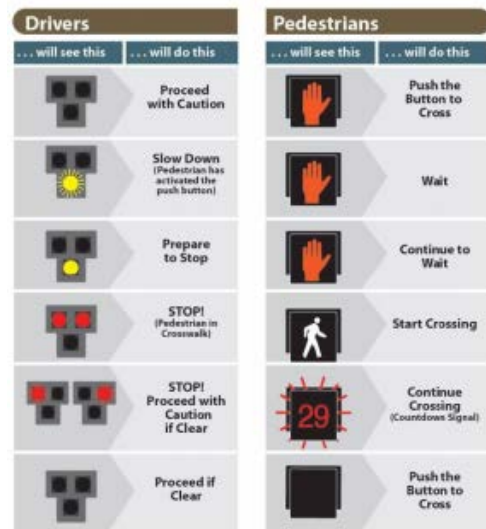
Source: NelsonWygard, from Northampton, MA

decrease in all crashes (Fitzpatrick, 2012). Additionally, the vehicle compliance is high, with up to 97 percent vehicle compliance of stopping at crosswalk during the steady red beacon phase.

- The beacon remains dark until it is activated by a pedestrian with a pushbutton. (See diagrams below for signal progressions)



Source: [https://nacto.org/wp-content/uploads/2015/04/hawk\\_ped\\_signals\\_a\\_survey\\_of\\_national\\_guidance\\_ctc.pdf](https://nacto.org/wp-content/uploads/2015/04/hawk_ped_signals_a_survey_of_national_guidance_ctc.pdf)



Pedestrian hybrid beacon phases  
Source: Michele Weisbart

Rectangular Rapid Flashing Beacons (RRFB)



Source: NelsonWygard, from Miami Beach, Florida

- RRFBs are user-activated flashing lights that supplement crossings at an unsignalized location
- The signal can either be activated passively through detection or manually through the use of a push-button

## Median Refuge Islands



Source: nacto.org, from Portland, OR

- Median refuge islands shorten crossing distances and also allow users of all ages to make a safe two-stage crossing, where they only have to cross one direction of traffic at a time
- Levels of signage should be tailored according to the degree of vehicular volume present at the installation area

## Yield to Pedestrians Signage

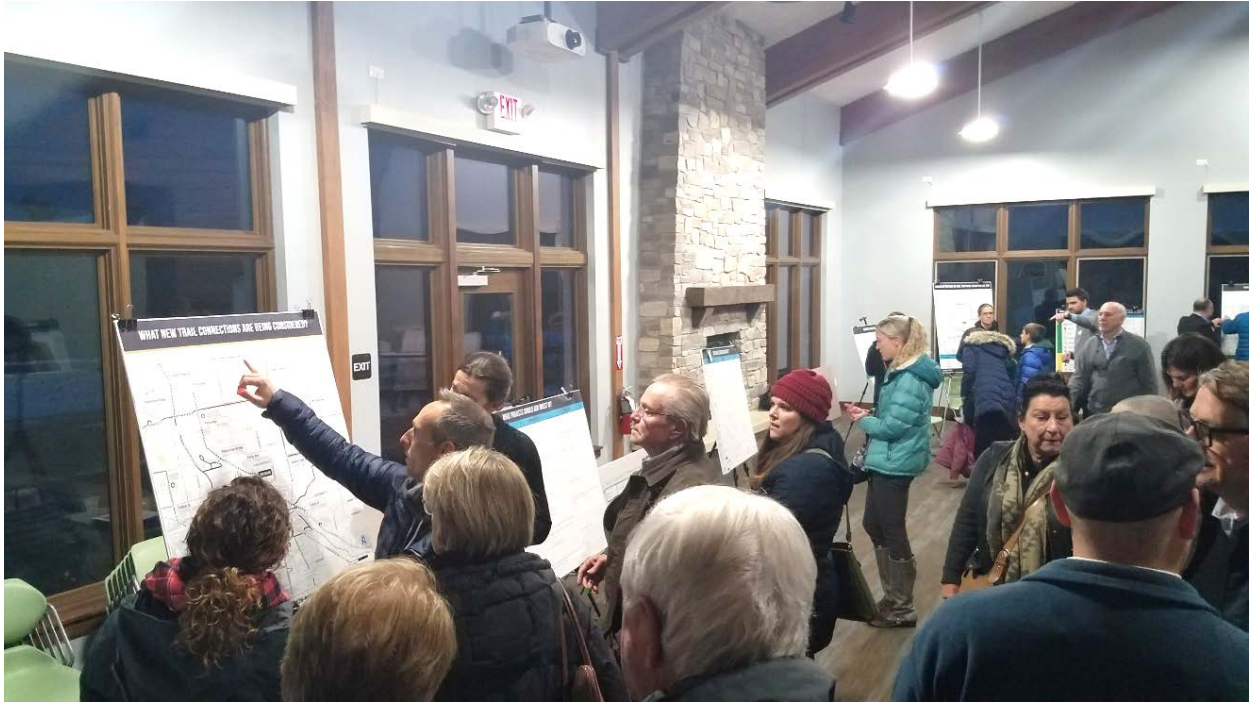


Source: Nelson\Nygaard, from Washington, D.C.

- Yield to Pedestrian Signage, when applied in-street could reinforce yielding or stopping when a pedestrian is present in the crosswalk
- Policy change would be needed to ensure

## 4 OUTREACH AND ENGAGEMENT

### Engagement Summary



On November 12, 2019, the Connect Ada project team hosted two public workshops at Roselle Park, asking people for input on potential projects from previous planning efforts and to document other opportunities to improve walking and biking in the Township. Even though it was hosted on the day after the first major snowstorm of the season, over 100 people attended the workshops to share their feedback.<sup>3</sup>

In addition, because Ada's roads are not locally owned or maintained, the project team met with staff from the Kent County Road Commission and MDOT. The purpose of that meeting was to discuss opportunities and challenges to installing and maintaining walking, biking, trails, crossings, and signals in Ada. The team also hosted a working meeting with Ada's Trail Committee to discuss direction based on all of the input received from stakeholders.

Following the public workshops at Roselle Park, the project team posted an online survey asking people to vote for their top three most preferred projects. This offered an additional opportunity for Ada Township residents to vote on project prioritization, if they were unable to attend the workshops in person. The survey was live from December 6<sup>th</sup> through December 15<sup>th</sup>. 205 people voted in the online survey.

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<sup>3</sup> Based on a head count of people in attendance by project staff. Of these, 75 people signed in on sign-in sheets.

## Key Takeaways from Community Input

- Walking and biking for exercise is a popular reason for use of non-motorized facilities.
- Feedback on potential projects:
  - Eight new projects were added to the initial 18 candidate projects previously assembled by the Trail Committee (Figure 3).
  - Figure 7 documents the most popular projects at the workshop. The most popular projects were concentrated in and around Ada Village, and along the Pettis Avenue corridor.
  - Many participants noted that Pettis Avenue is a notable gap in the existing network that is already commonly used by people biking.
  - Residents cited speed and volume of through-traffic as concerns in Ada Village, describing that crossing Fulton Street and Ada Drive are a challenge and that almost every intersection needs crossing enhancements.
- Crossing enhancements, generally, were the most-cited spot improvement request. The most popular locations identified for crossing enhancements were:
  - Throughout Ada Village
  - Thornapple River Drive, south of the Village at Fase Street
  - Alta Dale Avenue, especially connecting to Central Woodlands 5/6 School
  - The interchange comprised of the intersections of Fulton Street, Vergennes Street, Bailey Drive, and Pettis Avenue
  - Knapp Street between Grand River Drive and Pettis Avenue
- Many participants also recommended planning new pedestrian crossings with comfort for crossing with children as a central design priority. This input was raised by many parents who were concerned about travel to and from local schools and to, from, and within the Village.

## Workshop Exercises

Workshop participants had the opportunity to provide plan input through six exercises. These exercises yielded quantitative and qualitative information about residents' current experiences walking and biking in Ada Township, what non-motorized infrastructure they are seeking, and their priorities in project investments. The following list outlines the exercises and the feedback they sought:

- **“How do you travel in Ada?”** – A table of travel modes and trip purposes, asking participants to mark how they travel for common trip purposes.
- **“What projects should Ada invest in?”** – A series of boards listing and mapping candidate projects, with opportunity to vote by sticker and list opportunities and challenges. These boards provided the opportunity to vote on candidate projects, add more projects to that list, and to outline known challenges and opportunities associated with each.

## CONNECT ■ ADA

- **“How easy is it to cross the street in Ada?”** – A map depicting the results of ease of crossing analysis for southwest Ada Township, along with two prompts asking people to identify challenges they have getting to and around within the Village.
- **“Where do you walk or bike, and where would you like to?”** – A map with color-coded markers prompting participants to mark where they currently and would like to walk or bike. This board offered participants a way to visually illustrate where they can and cannot walk or bike, giving project staff an opportunity to learn how well potential projects cover current and desired travel paths.
- **“What spots need improvement?”** – A series of boards offering a list of trail amenities and maintenance priorities with stickers to mark locations in need on the map.
- **“What other ideas...What factors matter in making investment decisions?”** – These boards included two prompt questions to provide open-ended feedback on other ideas to help make non-motorized investment decisions.



## Public Voting Summary



Workshop and online survey participants voted for the following projects as their most popular:

Figure 8 Top-Voted Projects

Score	Project Location	How Many Participants Included this Project in their Top 3 Votes	How Many Points Received as Part of 1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> Choices*
1	<b>Pettis Avenue Trail:</b> From Pedestrian Bridge to Fulton Street	94	198
2	<b>Buttrick-Fase Connector Trail:</b> Buttrick Avenue to the Village, via Fase Street	66	181
3	<b>Pettis Avenue Trail and Crossing:</b> Knapp Street to Pedestrian Bridge	84	166
4	<b>Pedestrian Bridge and Crossing:</b> Roselle Park to Pettis Avenue	87	145
5	<b>Rix Street Trail:</b> Ada Drive to Adaridge Drive	58	112
6	<b>Pedestrian Bridge:</b> Grand River Drive to Watercrest Drive	40	96
7	<b>Fulton Street Trail:</b> Bronson Street to Kulross Avenue	40	94
8	<b>Fulton Street Trail:</b> Pettis Avenue to Longleaf Drive	42	92

Note: \* 1<sup>st</sup> choice sticker = 3 pts; 2<sup>nd</sup> choice sticker = 2 pts; 3<sup>rd</sup> choice sticker = 1 pt



### Trail Amenities and Enhancements

The following trail improvements were the most popular among those that attended the workshop:

Figure 9 Top-Voted Trail Improvements at the Workshop

Score	Improvement	Vote Tally	% of All Votes
1	Crossing Enhancement	37	52%
2	Trailhead Parking	7	10%
3	Bike Racks	6	8%
3	Pavement Repairs	6	8%
<b>Total</b>		<b>71</b>	<b>100%</b>

- Crossing enhancements were the most popular improvement by far. The most popular locations identified for crossing enhancements were:
  - Throughout Ada Village
  - Thornapple River Drive, south of the Village at Fase Street
  - Alta Dale Avenue, especially connecting to Central Woodlands 5/6 School
  - The interchange comprised of the intersections of Fulton Street, Vergennes Street, Bailey Drive, and Pettis Avenue
  - Knapp Street between Grand River Drive and Pettis Avenue
- Trailhead parking, while marked in several locations, only showed up on the Trail Committee’s map. It was not marked by any members of the public.
  - Suggested trail parking enhancement locations included: Forest Hills Eastern and Central high schools, Seidman Park, Chief Hazy Cloud Park, Amway Headquarters, and the Forest Hills Community and Aquatic Center.
  - Based on the presence of existing parking at these locations, enhancements could include either securing shared parking agreements to formally designate and sign these locations for trail parking, expanded parking specifically for trails use, or both.
- Bike racks:
  - Two-thirds of the bike rack locations identified were in the Village.
  - Other locations identified for potential new bike racks were the Forest Hills Community and Aquatic Center and Roselle Park.
- Pavement repair:
  - McCabe Avenue, between Conservation Street and Bailey Drive, was the only location identified for pavement repair more than once.
  - Other locations identified were on trails along Honey Creek Avenue, Grand River Drive, and Ada Drive.

### Challenges Getting to the Village

- Outside of map inputs, over a dozen participants wrote about locations of challenging barriers for getting to the village. Many of these were reflected in the list of candidate projects, especially projects 7, 19, and 22 (see Figure 3).
- Two additional barriers were also cited at a higher level: Ada Drive and Fulton Street
- Beyond these barriers, respondents also called for:
  - A trail along Fulton Street
  - Speed reductions, especially closer to and within the Village
  - A safer crossing on Thomapple River Drive at Fase Street



### Challenges Getting Around the Village

- The most commonly cited challenges within the Village are crossing Fulton Street and Ada Drive.
- Through-traffic and speed were raised as challenges, especially on Fulton Street and Ada Drive, as both are connections to and through the Village.

### Factors in Investment Decisions

When asked for open-ended suggestions on factors to consider in non-motorized investment decisions:

- All suggested factors written in by participants were factors covered in the project team’s draft evaluation criteria.
- Safety was the most popular suggestion.
- The other factors suggested were:
  - Safety
  - Population Density
  - Connections to Schools
  - Connections to regional trails



## Other Project Ideas

When asked for opened-ended additional ideas beyond potential projects, popular themes included:

- Lowering vehicle speed limits within and leading to the Village.
  - Using speed control cameras and a speed lottery to encourage safe driving behavior.<sup>4</sup>
- Planning pedestrian crossings with comfort for crossing with children as a central design priority.
  - Popular design elements participants cited included: zebra striped crosswalks and slower speed limits farther from Village along through roads.
  - Safe crossing design was a popular topic and concern, especially in locations throughout the Village, and crossing Fulton Street, Ada Drive, and Thomapple River Drive.

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<sup>4</sup> Some residents at the public workshop suggested a speed camera lottery system, based on the model of Stockholm's speed lottery, but with a giftcard to Ada Village businesses as the incentive, rather than cash. See: Haggarty, Elizabeth, "Speed Camera Lottery pays drivers for slowing down," The Toronto Star, December 9, 2010.

[https://www.thestar.com/news/world/2010/12/09/speed\\_camera\\_lottery\\_pays\\_drivers\\_for\\_slowing\\_down.html](https://www.thestar.com/news/world/2010/12/09/speed_camera_lottery_pays_drivers_for_slowing_down.html)

# 5 PRIORITIZATION EVALUATION

## EVALUATION CRITERIA

The 26 non-motorized pathway candidate projects were prioritized based on six evaluation criteria. The intent of this prioritization is to identify which projects rise to the top as high priority projects to be supported by the Trail Fund in a subsequent millage cycle. With that, projects not included in the high priority list are still eligible for support from the Trail Fund, as well as external funding opportunities.

The evaluation criteria were drafted by the Trail Committee, with input from public participants at the November 2019 workshops, to assess how projects compare across key attributes.

Figure 9 describes the six evaluation criteria, along with their associated metrics and scoring. Each criterion is weighted with points based on input from the Trail Committee about Ada's vision and goals as they relate to community priorities. Evaluation scores are summarized in a table in the Appendix.

The highest scoring projects demonstrate the best potential to provide a safe and seamless walking and bicycling network in Ada that connects the places where people live, work, and visit.

Figure 10 Project Evaluation Criteria

CRITERIA	METRIC	SCORING
<b>Connection to the Village</b>	Is the project within ½ mile of Ada Village?	<ul style="list-style-type: none"> <li>▪ Yes = 3</li> <li>▪ No = 0</li> </ul>
<b>Overcomes a River or Roadway Barrier</b>	<p>Does the project create or include an improved crossing of a high-stress street segment or river?</p> <p>These barriers include:</p> <ul style="list-style-type: none"> <li>▪ Grand River</li> <li>▪ Thornapple River</li> <li>▪ Fulton Street (M-21)</li> <li>▪ Ada Drive</li> <li>▪ Thornapple River Drive</li> </ul>	<ul style="list-style-type: none"> <li>▪ Yes = 3</li> <li>▪ No = 0</li> </ul>
<b>Safety</b>	Project scored based on an ease of crossing safety index analysis. This analysis is based on road width, average annual traffic volume, presence of a traffic signal, and speed limit.	<ul style="list-style-type: none"> <li>▪ Less Challenging: 1</li> <li>▪ Moderately Challenging: 2</li> <li>▪ Challenging: 3</li> <li>▪ Very Challenging to Cross: 4</li> </ul>
<b>Fills a Trail Gap</b>	Is it a trail segment connecting to at least one end of an existing trail?	<ul style="list-style-type: none"> <li>▪ Connects 2 Existing Trail Ends = 2</li> <li>▪ Connects to 2 Existing OR Planned Trail Ends = 1</li> <li>▪ No Connections = 0</li> </ul>
<b>Connects a Park</b>	Is the project connecting directly or running adjacent to a park?	<ul style="list-style-type: none"> <li>▪ Yes = 2</li> <li>▪ No = 0</li> </ul>
<b>General Public Support</b>	Measured by public votes	<ul style="list-style-type: none"> <li>▪ One of top 3 weighted choices in workshop = 2</li> <li>▪ Rated 4-8 in weighted choices in workshop = 1</li> <li>▪ Rated lower than 8 in weighted choices in workshop = 0</li> </ul>




## EVALUATION RESULTS

Based on the above criteria, the highest scoring projects are listed below. Complete project scores are detailed in Appendix A in Figure 12. The rating system developed for this plan is a tool. Practical considerations such as leveraging other funding, cost-efficiency, and geographical distribution can complement this analysis to create a final millage recommendation to the Board that will be supported by a wider public.




1. **Buttrick-Fase Connector Trail and Crossing:** Buttrick Avenue to the Village, via Fase Street
2. **Legacy Park Trail:** to M-21 Bridge
3. **Fulton Street Crossing:** Improved Crossing at Ada Drive
4. **Pettis Avenue Trail:** From Pedestrian Bridge to Fulton Street
5. **Fulton Street Trail:** Bronson Street to Kulross Avenue
6. **Pedestrian Bridge:** Grand River Drive to Watercrest Drive

## TOP PROJECTS SPOTLIGHT

### Buttrick-Fase Connector Trail and Crossing

	<b>Level of Public Support</b>  High	<b>Type of Project</b>  Trail and Crossing	<b>Overall Project Score</b>  <b>15</b> Numeric Score
	The Buttrick-Fase Connector Trail and Crossing would fill the trail gap between Leonard Park and the Buttrick Avenue trail, south of the railroad. In addition, this project would add safety enhancements to the Thornapple River Drive and Fase Street pedestrian crossing.		

### Legacy Park Trail

	<b>Level of Public Support</b>  Low	<b>Type of Project</b>  Trail	<b>Overall Project Score</b>  <b>12</b> Numeric Score
	The Legacy Park Trail would extend the Legacy Park trail, following the rivers from the Village to the trail on the northside of the M-21 bridge.		

## 6 FUNDING

Non-motorized infrastructure in Ada Township is primarily supported through the Township’s Trail Fund. There are some additional outside grant funds available to the township to apply for specific projects, especially if there is a significant local match and significant community support.

### TRAIL FUND

In August 2006, Township voters approved a 15-year property tax millage of .5 mills (\$0.50 per \$1,000 of taxable value), to establish the Ada Township Trail Fund. The Fund supports the development and maintenance of Ada’s non-motorized trail network. Since 2006, the millage has supported construction of 15.5 miles of trails. A millage renewal is needed in 2020 for the Township to continue maintaining its trail network.

The current millage was approved following two previous attempts in August and November 2002 (Figure 10). These previous millage attempts were proposed at 0.85 and 0.6 mills. Both failed attempts earned over 40% voter-approval. The second attempt in November 2002 was narrowly defeated by 7 votes. All previous trails millage votes took place during Michigan gubernatorial election years, and non-presidential election years.

Figure 11 shows estimated annual millage revenue and cost based on a \$500,000 home, for millage rates ranging from 0.50 to 1.00 mills. These rates are estimated to generate \$526,219 to \$1,052,438 in annual revenue for the Trail Fund, at an annual cost of \$125 to \$250 per household assessed at a \$500,000 property value. Assuming a renewal at the current millage rate, another 15-year trails millage cycle is estimated to cumulatively generate approximately \$9.5 million.<sup>5</sup>

Figure 11 Non-Motorized Trail Millage History

Millage Attempt Date	Mills	Yes Votes / %	No Votes / %	Vote Count Margin / %
August 2002	0.85	960 / 41.1%	1378 / 58.9%	-418 / -17.9%
November 2002	0.60	2411 / 49.9%	2418 / 50.1%	-7 / -0.1%
November 2006	0.50	3401 / 53.5%	2958 / 46.5%	443 / 7.0%

Source: April 2019 Ada Township Trail Committee Memo

Figure 12 Estimated Possible Millage Revenue by Rate, Based on 2019 Taxable Value

	Taxable Value	Sample Millage Rates			
		0.50	0.625	0.75	1.00
2019 Ad Valorem Taxable Value	\$1,040,715,643	\$520,358	\$650,447	\$780,537	\$1,040,716
2019 IFT Taxable Value	\$23,445,164	\$5,861	\$7,327	\$8,792	\$11,723

<sup>5</sup> The cumulative amount generated reflects tax revenue generated. The actual revenue contributed to the Ada Township Trail fund would be less, after accounting for the Headlee Rollback. Based on 2019 taxable value, 15-year cumulative revenue contributed to the Trail Fund is estimated to be closer to \$8.6 million.

	Taxable Value	Sample Millage Rates			
		0.50	0.625	0.75	1.00
Potential Total Millage Revenue Generated / Year		\$526,219	\$657,774	\$789,329	\$1,052,438
Tax Burden on a Home Valued at \$500,000 (taxable value of \$250,000)		\$125.00	\$156.25	\$187.50	\$250.00

Source: Ada Township, January 2020

## EXTERNAL FUNDING OPPORTUNITIES

The following external funding opportunities could be deployed to supplement local funds for walking and biking improvements.

### Local Sources

- GVMC Transportation Alternatives Program: Transportation projects that support mobility beyond typical roadway infrastructure are often considered for the Transportation Alternatives Program (TAP). This federal grant program is administered through two different processes. One is a local TAP process for which projects are considered by the Grand Valley Metropolitan Council (GVMC) communities, competing with other GVMC community project requests. The other TAP process is a statewide competitive process evaluated against project submittals from across the state.
- West Michigan Trails and Greenways: WMTGC is a local non-profit dedicated to supporting West Michigan trails. They have a regional perspective that works to support trail projects by leveraging both public and private funding sources. Working directly with them may provide opportunities and access to unique funding sources and fund raising events.
- Philanthropy: Local donors, trails sponsorships, and friends groups are often another great resource for promoting, utilizing, and supporting community assets.

### State Sources

- Highway Safety Improvement Program (HSIP): The MDOT HSIP is focused on transportation safety improvements on a statewide competitive process. Up to \$600,000 in federal funds can be available per selected project. Applications must come from an Act 51 agency (KCRC) and must be safety focused.
- Safe Routes to School: SRTS is a federal program that is focused on making it safe, convenient, and fun for people to bike and walk to school. This school based program can potential support trail improvements in areas that provide benefits and connections to schools.
- MDNR’s Outdoor Recreation and Legacy Partnership Program: This program provides matching grants to states and local governments for the development of public outdoor recreation and facilities in urban areas. Applicants are required to have a DNR-approved community five-year plan to be eligible for grant funding ranging from \$250,000 to \$750,000.



- Land and Water Conservation Fund: This fund provides matching grants to governments planning to acquire and develop outdoor recreation facilities, in accordance to the plans for growth demand laid out in the 2018-2022 Statewide Comprehensive Outdoor Recreation Plan.
- Michigan Natural Resources Trust Fund: This program provides grants for outdoor recreation and natural resource protection largely used for acquisition projects given no more than 25 percent can be used for the development of facilities.
- Recreation Passport Grants: Townships can apply for grants to renovate existing recreational facilities if a 25% match is provided locally.

# Appendix A Project Scoring

# CONNECT ■ ADA

Figure 13 Project Scoring

Score	Candidate Project Location	Points Per Metric*						Sum Total Points	Estimated Project Cost  (by Progressive AE, February 2020)
		Connection to Ada Village	Overcomes a River or Roadway Barrier	Safety	Fills a Key Trail Gap	Connects a Park	General Public Support**		
		3 = Yes 0 = No	3 = Yes 0 = No	Ease of Crossing Safety Index: Less Challenging: 1 Moderately Challenging: 2 Challenging: 3 Very Challenging to Cross: 4	2 = Connects 2 Existing Trail Ends 1 = Connects to 2 Existing OR Planned Trail Ends 0 = No Connections	2 = Yes 0 = No	2 = #1 -3 Rating 1 = # 4 - 8 Rating 0 = Below #8 Rating		
1	<b>Buttrick-Fase Trail and Crossing:</b> Buttrick Avenue to the Village, via Fase Street	3	3	3	2	2	2	15	\$891,000
2	<b>Legacy Park Trail:</b> to M-21 Bridge	3	3	4	0	2	0	12	\$1,584,000
3	<b>Fulton Street Crossing:</b> Improved Crossing at Ada Drive	3	3	4	2	0	0	12	<ul style="list-style-type: none"> <li>▪ Enhanced Crossing: \$34,000</li> <li>▪ Tunnel: \$2-3 million</li> <li>▪ Bridge: \$3-4 million</li> </ul>
4	<b>Pettis Avenue Trail:</b> From Pedestrian Bridge to Fulton Street	3	0	2	1	2	2	10	\$3,731,000
5	<b>Fulton Street Trail:</b> Bronson Street to Kulross Avenue	3	0	4	2	0	1	10	\$382,000

# CONNECT ■ ADA

Score	Candidate Project Location	Points Per Metric*						Sum Total Points	Estimated Project Cost  (by Progressive AE, February 2020)
		Connection to Ada Village	Overcomes a River or Roadway Barrier	Safety	Fills a Key Trail Gap	Connects a Park	General Public Support**		
		3 = Yes 0 = No	3 = Yes 0 = No	Ease of Crossing Safety Index: Less Challenging: 1 Moderately Challenging: 2 Challenging: 3 Very Challenging to Cross: 4	2 = Connects 2 Existing Trail Ends 1 = Connects to 2 Existing OR Planned Trail Ends 0 = No Connections	2 = Yes 0 = No	2 = #1 -3 Rating 1 = # 4 – 8 Rating 0 = Below #8 Rating		
6	<b>Pedestrian Bridge:</b> Grand River Drive to Watercrest Drive	0	3	4	2	0	1	10	\$5,406,000
7	<b>Fulton Street Trail:</b> Spaulding Avenue to Village	3	0	4	2	0	0	9	\$1,904,000
8	<b>Pedestrian Bridge and Crossing:</b> Roselle Park to Pettis Avenue	0	3	2	1	2	1	9	\$5,177,000
9	<b>Pettis Avenue Trail and Crossing:</b> Knapp Street to River Pedestrian Bridge	0	3	2	1	0	2	8	\$1,935,000
10	<b>Fulton Street Trail:</b> Pettis Avenue to Longleaf Drive	3	0	4	0	0	1	8	\$1,910,000
11	<b>Fulton Street Trail:</b> Spaulding Avenue to Carl Drive and Carl Drive: Fulton Street to Grand River Drive	0	0	4	2	0	0	6	\$885,000

# CONNECT ■ ADA

Score	Candidate Project Location	Points Per Metric*						Sum Total Points	Estimated Project Cost  (by Progressive AE, February 2020)
		Connection to Ada Village	Overcomes a River or Roadway Barrier	Safety	Fills a Key Trail Gap	Connects a Park	General Public Support**		
		3 = Yes 0 = No	3 = Yes 0 = No	Ease of Crossing Safety Index: Less Challenging: 1 Moderately Challenging: 2 Challenging: 3 Very Challenging to Cross: 4	2 = Connects 2 Existing Trail Ends 1 = Connects to 2 Existing OR Planned Trail Ends 0 = No Connections	2 = Yes 0 = No	2 = #1 -3 Rating 1 = # 4 – 8 Rating 0 = Below #8 Rating		
12	<b>Cascade Road Trail:</b> Spaulding Avenue to Hall Street	0	0	3	2	0	0	5	\$113,000
13	<b>Rix Street Trail:</b> Ada Drive to Adaridge Drive	3	0	1	0	0	1	5	\$580,000
14	<b>Vergennes Street Trail:</b> Bailey Drive to Boundary	3	0	2	0	0	0	5	\$3,916,000
15	<b>Spaulding Avenue Trail:</b> Ada Drive to Fulton Street	0	0	3.5	1	0	0	4.5	\$1,485,000
16	<b>2 Mile Trail:</b> Honey Creek Avenue to McCabe Avenue	0	0	1	1	2	0	4	\$1,588,000
17	<b>Honey Creek Avenue Trail:</b> Conservation Street to Crancreek Drive	0	0	2	0	2	0	4	\$1,265,000
18	<b>Fulton Street Trail:</b> Spaulding Ave to Township Boundary	0	0	4	0	0	0	4	\$554,000

# CONNECT ■ ADA

Score	Candidate Project Location	Points Per Metric*						Sum Total Points	Estimated Project Cost <small>(by Progressive AE, February 2020)</small>
		Connection to Ada Village	Overcomes a River or Roadway Barrier	Safety	Fills a Key Trail Gap	Connects a Park	General Public Support**		
		3 = Yes 0 = No	3 = Yes 0 = No	Ease of Crossing Safety Index: Less Challenging: 1 Moderately Challenging: 2 Challenging: 3 Very Challenging to Cross: 4	2 = Connects 2 Existing Trail Ends 1 = Connects to 2 Existing OR Planned Trail Ends 0 = No Connections	2 = Yes 0 = No	2 = #1 -3 Rating 1 = # 4 – 8 Rating 0 = Below #8 Rating		
19	<b>Grand River Drive Trail:</b> Knapp Street to Township Boundary	0	0	2	1	0	0	3	\$2,382,000
20	<b>Honey Creek Avenue Trail:</b> Knapp Street to 4 Mile Road	0	0	2	1	0	0	3	\$2,008,000
21	<b>Egypt Valley Trail:</b> Knapp Street to Pettis Avenue	0	0	1	1	0	0	2	\$2,388,000
22	<b>Central Woodlands 5/6 Trail:</b> Ada Drive to Fulton Street	0	0	1	1	0	0	2	\$1,502,000
23	<b>Bailey Drive Trail:</b> McCabe Ave to Township Boundary	0	0	1.5	0	0	0	1.5	\$1,322,000
24	<b>McCabe Avenue Trail:</b> Conservation Street to 2 Mile Road	0	0	1	0	0	0	1	\$1,791,000
25	<b>Pettis Avenue Trail:</b> Knapp to 3 Mile Road	0	0	1	0	0	0	1	\$683,000

# CONNECT ■ ADA

Score	Candidate Project Location	Points Per Metric*						Sum Total Points	Estimated Project Cost  (by Progressive AE, February 2020)
		Connection to Ada Village	Overcomes a River or Roadway Barrier	Safety	Fills a Key Trail Gap	Connects a Park	General Public Support**		
		3 = Yes 0 = No	3 = Yes 0 = No	Ease of Crossing Safety Index: Less Challenging: 1 Moderately Challenging: 2 Challenging: 3 Very Challenging to Cross: 4	2 = Connects 2 Existing Trail Ends 1 = Connects to 2 Existing OR Planned Trail Ends 0 = No Connections	2 = Yes 0 = No	2 = #1 -3 Rating 1 = # 4 – 8 Rating 0 = Below #8 Rating		
<b>26</b>	<b>Argo Avenue Trail: Hall Street to Cascade Road</b>	0	0	1	0	0	0	1	\$249,000

Note: Updated February 20, 2020.

\* See Project Evaluation Criteria figure for full assumptions with respect to each criterion.

\*\* Based on combined voting in-person at November 2019 workshops and the online survey in December 2019.

# IT'S A LEPRECHAUN HUNT!

MARCH  
13

PARENTS GRAB YOUR KIDS AND HUNT FOR  
HIDDEN LEPRECHAUNS AROUND ADA VILLAGE

**Friday, March 13**

Anytime between 3:00 – 6:00 PM

The Community Church  
7239 Thornapple River Dr.

- Start at The Community Church to collect your clue sheet...
- The clues will help you find sneaky leprechauns hiding around the Village...
- How many can you find? Capture photos to post & share – [#AdaVillage](#)...
- Return to The Community Church for prizes and refreshments!

For more details go to: <http://adamichigan.org/events>

FOLLOW US: @ADAVILLAGE







## MEMORANDUM

Date: 3/5/20

**TO:** Ada Township DDA Board  
**FROM:** Brian Hilbrands, DDA Coordinator  
**RE:** Financial Report, 2/29/20

Significant DDA financial activity during February included the following:

- \$50.00 in operating supplies/services includes payment to The Community Church for a rental fee to use space for the Leprechaun Hunt.
- \$700.00 in operating supplies/services includes final payment to Seyferth PR for development of DDA year-end report.
- \$2,800.00 in contract services includes payment to Woods Landscaping for January snow removal services.

With respect to the Farmers' Market, the Market will be beginning its 2020 season with a fund balance of \$9,367.37.

User: HILBRANDS

DB: Ada

PERIOD ENDING 02/29/2020

ADA TOWNSHIP DDA  
INCLUDING FARMERS' MARKET

GL NUMBER	DESCRIPTION	2019-20 ORIGINAL BUDGET	ACTIVITY FOR MONTH 02/29/20 INCR (DECR)	YTD BALANCE 02/29/2020 NORM (ABNORM)	UNENCUMBERED BALANCE	BDGT USED	ENCUMBERED YEAR-TO-DATE
<b>Fund 248 - DDA FUND</b>							
<b>Revenues</b>							
Dept 000.000							
248-000.000-401.405	TAXES: DDA AD VAL	28,725.00	0.00	6,982.87	21,742.13	24.31	0.00
248-000.000-665.000	INTEREST REVENUE	4,000.00	0.00	5,258.63	(1,258.63)	131.47	0.00
<b>Total Dept 000.000</b>		<b>32,725.00</b>	<b>0.00</b>	<b>12,241.50</b>	<b>20,483.50</b>	<b>37.41</b>	<b>0.00</b>
Dept 020.000 - TAXES							
248-020.000-406.000	TAXES: DDA MILLAGE	314,543.00	194,434.15	224,536.67	90,006.33	71.39	0.00
248-020.000-423.000	TAXES: IFT	23,375.00	23,121.58	23,121.58	253.42	98.92	0.00
248-020.000-573.000	LOCAL COMMUNITY SABILIZATION	121,000.00	0.00	140,184.91	(19,181.91)	115.85	0.00
<b>Total Dept 020.000 - TAXES</b>		<b>458,918.00</b>	<b>217,555.73</b>	<b>387,843.16</b>	<b>71,077.84</b>	<b>84.51</b>	<b>0.00</b>
Dept 026.000 - CONTRIBUTIONS							
248-026.000-588.000	SPECIAL EVENTS RECEIPTS	74,476.00	0.00	83,440.02	(5.02)	100.01	0.00
248-026.000-675.000	CONTRIBUTIONS/PRIVATE SOURCES	56,290.00	0.00	0.00	56,290.00	0.00	0.00
<b>Total Dept 026.000 - CONTRIBUTIONS</b>		<b>130,766.00</b>	<b>0.00</b>	<b>83,440.02</b>	<b>56,284.98</b>	<b>59.72</b>	<b>0.00</b>
Dept 028.000 - FARMER'S MARKET							
248-028.000-694.000-FRM MKT 12-1	MISC AND OTHER REVENUE	1,000.00	0.00	1,000.00	0.00	100.00	0.00
248-028.000-694.001	REGISTRATIONS	10,600.00	0.00	0.00	0.00	0.00	0.00
248-028.000-694.001-FRM MKT 12-1	REGISTRATIONS	0.00	0.00	6,560.00	(40.00)	100.61	0.00
<b>Total Dept 028.000 - FARMER'S MARKET</b>		<b>11,600.00</b>	<b>0.00</b>	<b>7,560.00</b>	<b>(40.00)</b>	<b>100.53</b>	<b>0.00</b>
<b>TOTAL REVENUES</b>		<b>634,009.00</b>	<b>217,555.73</b>	<b>491,084.68</b>	<b>147,806.32</b>	<b>76.87</b>	<b>0.00</b>
<b>Expenditures</b>							
Dept 000.000							
248-000.000-947.000	TRANSFERS OUT TO OTHER FUNDS	261,065.00	0.00	32,473.00	0.00	100.00	0.00
<b>Total Dept 000.000</b>		<b>261,065.00</b>	<b>0.00</b>	<b>32,473.00</b>	<b>0.00</b>	<b>100.00</b>	<b>0.00</b>
Dept 170.000 - DDA OPERATIONS/CONSTRUCTION							
248-170.000-704.000	WAGES	42,407.00	4,089.90	57,625.31	(15,218.31)	135.89	0.00
248-170.000-704.001	WAGES - SUPPORT	8,406.00	808.19	808.19	7,597.81	9.61	0.00
248-170.000-715.000	FICA - TOWNSHIP SHARE	3,150.00	299.23	3,569.37	(419.37)	113.31	0.00
248-170.000-716.000	FICA - MEDICARE TWP SHARE	737.00	70.01	834.86	(97.86)	113.28	0.00
248-170.000-719.000	RETIREMENT - EMPLOYER COST	5,081.00	489.82	5,682.59	(601.59)	111.84	0.00
248-170.000-719.001	MEDICAL, DENTAL INSURANCE	2,378.00	271.71	3,279.24	(901.24)	137.90	0.00
248-170.000-740.000	OPERATING SUPPLIES/SERVICES	8,710.00	750.00	10,284.16	(1,574.16)	118.07	0.00
248-170.000-740.000-FRM MKT 12-1	OPERATING SUPPLIES/SERVICES	2,850.00	0.00	1,587.39	1,262.61	55.70	0.00
248-170.000-800.000	CONTINUING EDUCATION	560.00	0.00	175.00	385.00	31.25	0.00
248-170.000-801.000	CONTRACT SERVICE	18,000.00	2,800.00	5,040.00	12,960.00	28.00	0.00
248-170.000-801.000-FRM MKT 12-1	CONTRACT SERVICE	9,645.00	0.00	8,745.59	899.41	90.67	0.00
248-170.000-820.000	MEMBERSHIP & DUES	368.00	0.00	125.00	243.00	33.97	0.00
248-170.000-828.000	LEGAL SERVICES	2,000.00	0.00	0.00	2,000.00	0.00	0.00

PERIOD ENDING 02/29/2020

ADA TOWNSHIP DDA  
INCLUDING FARMERS' MARKET

GL NUMBER	DESCRIPTION	2019-20 ORIGINAL BUDGET	ACTIVITY FOR MONTH 02/29/20 INCR (DECR)	YTD BALANCE 02/29/2020 NORM (ABNORM)	UNENCUMBERED BALANCE	BDGT USED	ENCUMBERED YEAR-TO-DATE
Fund 248 - DDA FUND							
Expenditures							
248-170.000-870.000	MILEAGE & EXPENSES	625.00	0.00	191.48	433.52	30.64	0.00
248-170.000-870.000-FRM MKT 12-1	MILEAGE & EXPENSES	300.00	0.00	0.00	300.00	0.00	0.00
248-170.000-974.000	IMPROVEMENTS	125,000.00	0.00	0.00	125,000.00	0.00	0.00
Total Dept 170.000 - DDA OPERATIONS/CONSTRUCTION		230,217.00	9,578.86	97,948.18	132,268.82	42.55	0.00
Dept 299.000 - GENERAL ADMINISTRATION							
248-299.000-906.001	COMMUNITY EVENTS	122,580.00	0.00	68,679.68	(3,999.68)	106.18	0.00
Total Dept 299.000 - GENERAL ADMINISTRATION		122,580.00	0.00	68,679.68	(3,999.68)	106.18	0.00
Dept 900.000 - OTHER TOWNSHIP EXPENSES							
248-900.000-719.002	LIFE INSURANCE, OTHERS	467.00	49.53	522.42	(55.42)	111.87	0.00
248-900.000-947.000	TRANSFERS OUT TO OTHER FUNDS	32,473.00	0.00	0.00	0.00	0.00	0.00
Total Dept 900.000 - OTHER TOWNSHIP EXPENSES		32,940.00	49.53	522.42	(55.42)	111.87	0.00
Dept 990.000 - BOND ISSUANCE							
248-990.000-991.000	BOND PRINCIPAL PAYMENTS	0.00	0.00	156,547.00	0.00	100.00	0.00
248-990.000-995.000	BOND INTEREST PAYMENTS	0.00	0.00	104,517.99	0.01	100.00	0.00
Total Dept 990.000 - BOND ISSUANCE		0.00	0.00	261,064.99	0.01	100.00	0.00
TOTAL EXPENDITURES		646,802.00	9,628.39	460,688.27	128,213.73	78.23	0.00
Fund 248 - DDA FUND:							
TOTAL REVENUES		634,009.00	217,555.73	491,084.68	147,806.32	76.87	0.00
TOTAL EXPENDITURES		646,802.00	9,628.39	460,688.27	128,213.73	78.23	0.00
NET OF REVENUES & EXPENDITURES		(12,793.00)	207,927.34	30,396.41	19,592.59	60.81	0.00
BEG. FUND BALANCE		517,350.23		517,350.23			
END FUND BALANCE		504,557.23		547,746.64			

PERIOD ENDING 02/29/2020

ADA FARMERS' MARKET

GL NUMBER	DESCRIPTION	2019-20 ORIGINAL BUDGET	ACTIVITY FOR MONTH 02/29/20 INCR (DECR)	YTD BALANCE 02/29/2020 NORM (ABNORM)	UNENCUMBERED BALANCE	% BDGT USED	ENCUMBERED YEAR-TO-DATE
Fund 248 - DDA FUND							
Revenues							
Dept 028.000 - FARMER'S MARKET							
248-028.000-694.000-FRM MKT 12-1	MISC AND OTHER REVENUE	1,000.00	0.00	1,000.00	0.00	100.00	0.00
248-028.000-694.001-FRM MKT 12-1	REGISTRATIONS	0.00	0.00	6,560.00	(40.00)	100.61	0.00
Total Dept 028.000 - FARMER'S MARKET		1,000.00	0.00	7,560.00	(40.00)	100.53	0.00
TOTAL REVENUES		1,000.00	0.00	7,560.00	(40.00)	100.53	0.00
Expenditures							
Dept 170.000 - DDA OPERATIONS/CONSTRUCTION							
248-170.000-740.000-FRM MKT 12-1	OPERATING SUPPLIES/SERVICES	2,850.00	0.00	1,587.39	1,262.61	55.70	0.00
248-170.000-801.000-FRM MKT 12-1	CONTRACT SERVICE	9,645.00	0.00	8,745.59	899.41	90.67	0.00
248-170.000-870.000-FRM MKT 12-1	MILEAGE & EXPENSES	300.00	0.00	0.00	300.00	0.00	0.00
Total Dept 170.000 - DDA OPERATIONS/CONSTRUCTION		12,795.00	0.00	10,332.98	2,462.02	80.76	0.00
TOTAL EXPENDITURES		12,795.00	0.00	10,332.98	2,462.02	80.76	0.00
Fund 248 - DDA FUND:							
TOTAL REVENUES		1,000.00	0.00	7,560.00	(40.00)	100.53	0.00
TOTAL EXPENDITURES		12,795.00	0.00	10,332.98	2,462.02	80.76	0.00
NET OF REVENUES & EXPENDITURES		(11,795.00)	0.00	(2,772.98)	(2,502.02)	52.57	0.00

**ADA FARMERS' MARKET**  
**2019 SEASON REVENUE, EXPENSE AND NET INCOME**  
**2/29/20**

General Ledger No.	Date	Description	Revenue	Expenditure	Balance	Net Income from 1/31/20
		Total Revenues and Expenditures, 4/1/19 to 1/31/20	\$7,560.00	\$10,332.98	\$9,367.37	
		Total, 2019 Season, beginning 2/1/19	\$0.00	\$0.00		\$0.00
		Total, Fiscal YTD, beginning 4/1/19	\$0.00	\$0.00		\$0.00