

Vote YES

For the Silver Line Millage

May 5th

New opportunities for community growth:

Jobs. The Silver Line will create 405 new and permanent jobs (direct and indirect) with an average annual wage of \$37,000.

Economic Impact. The economic return on investment is estimated at 400%; similar systems have seen returns of 100% to 1000%.

Connectivity. Located parallel to US 131, Silver Line will link residents with medical facilities, college campuses, and downtown venues.

Development. Areas along the route have already seen public interest toward growth in housing, commercial development, and parks.

Convenience. Estimated travel time is 27 minutes from 60th Street to Medical Mile making Silver Line competitive with car use.

Fund Availability. Silver Line is the first project of its kind approved in Michigan. A YES vote secures \$40 million in federal and state funds and opens the door for future transit opportunities.

**For more information or to support Friends of Transit
call 447-1682 or visit www.RapidYES.org.**



An Investment in Our Community. An Investment in Our Future. *Vote YES - May 5th*



The Rapid Ballot Proposal

Ballot Request: 1.28 mills

1.12 mills renewal of the existing millage

0.16 mills enhancement to operate Silver Line rapid transit

Why is the Enhancement Needed?

The Rapid has secured federal and state funds for \$40 million toward development, but now must show financial capacity to operate the system without a reduction in services. The millage increase will not be collected until July 2012 when the Silver Line launches.

What is the Silver Line?

Silver Line is more like a light rail system than a traditional bus. A proven solution in other communities, it will maximize ridership opportunities, economic development, and travel-time savings. Silver Line vehicles will use:

- Dedicated lanes during peak times
- In-station fare collection to speed boarding
- Intelligent transportation system applications such as signal priority allowing quick travel between stations

The Rapid Serves:

East Grand Rapids, Grand Rapids, Grandville,
Kentwood, Walker, and Wyoming

The Cost:

- The owner of a \$150,000 house will *continue* to pay \$7.00 per month under the 1.12 mills renewal request and will pay an **additional \$1.00 per month** for the 0.16 mills Silver Line enhancement
- This millage would cover a period of five years beginning in 2012 when the Silver Line launches
- Many seniors will pay no additional taxes due to the Homestead Property Tax Credit

www.RapidYES.org



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