



REGIONAL TRANSIT SERVICE

RTS Enjoy the Ride Customer Open House

April 12, 2018

Topics

1. Strategic Initiatives

- a) 2018-21 Comprehensive Strategic Plan
- b) New Buses
- c) New Bus Shelters

2. Reimagine RTS Update

3. Customer Satisfaction Survey

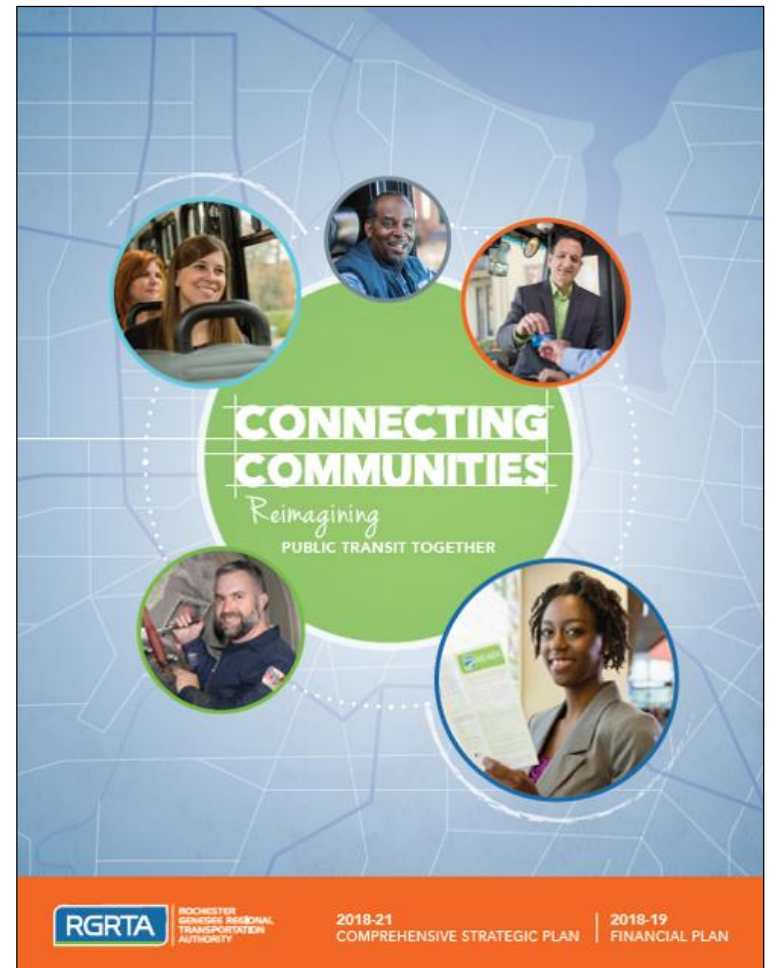
4. C.A.R.E.

5. Customer Meeting Schedule

6. Information Stations

Comprehensive Strategic Plan

- **Theme:**
 - Connecting Communities
 - Reimagining public transit together
- **2017-2018:**
 - Making improvements to our regional system and studying improvements to our Monroe County system to provide better transit
- **2018-2019:**
 - Conclude Reimagine RTS study and develop plan to implement redesigned transit system



Key Strategies

- 1. Ensure Financial Sustainability**
- 2. Maximize Ridership & Customer Satisfaction**
- 3. Deliver Quality Service & Improve Performance**
- 4. Engage Employees in Delivering on Our Brand Promise**
- 5. Modernize our Infrastructure**

Plan Highlights

- **Complete Reimagine RTS Study in Monroe County**
 - We will complete the Reimagine RTS study, evaluate the results, and develop the process and timeline to implement changes to the public transit system in Monroe County
- **Fare Collection Strategy**
 - Implement fare collection strategy based on mobile ticketing to improve the customer experience
- **Electric Buses**
 - We are ordering electric buses and evaluating infrastructure changes needed to incorporate them into the RTS fleet

New Buses Arriving in 2018

RTS



15 New buses for RTS
On the road by early June

RTS Access



17 New buses for RTS Access
7 on the road now, 10 in the fall

New Bus Shelters

- **4 New Bus Shelters Installed the Week of March 26th**
 - Main & Union
 - Main & Alexander
 - Main & Prince
 - Main & Winton
- **7 New Shelters on Order for Delivery in Sept./Oct. Timeframe**
 - Locations TBD



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Reimagine RTS Update

What is Reimagine RTS?

- It is a study of potential changes to the RTS fixed-route transit system to better meet the changing needs of the region.

Why Reimagine RTS?

- The public transit system in Monroe County has been essentially the same for decades while a great deal has changed around us.
- New technologies and transportation options are fueling the “expectation of now.”
- Increasing demands from senior citizens, millennials, individuals with disabilities and those working to escape poverty.
- More businesses are locating to areas of our region that are not served well by public transit, if at all.
- Public transit faces a new reality and it is one that we will not ignore.



REimagine RTS

Phase 1 Highlights

Number of Surveys

11,744



19

COMMUNITY
OUTREACH
EVENTS



11

EMPLOYEE
MEETINGS &
EVENTS

TOP 3 PRIORITIES



FREQUENT SERVICE



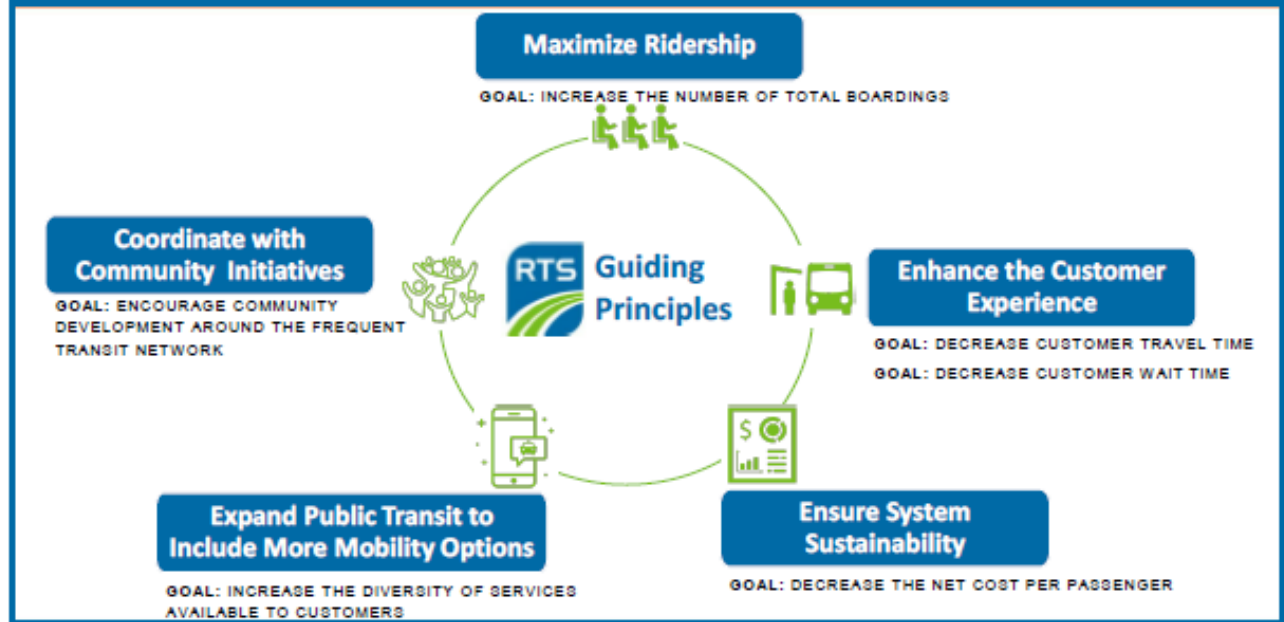
FASTER, MORE DIRECT TRIPS



30 MIN. OR LESS WAIT TIME



Proposed Guiding Principles



For more information, visit myRTS.com/Reimagine.

Phase 3: Draft Recommendation

- **In early May, we will present to the public the draft network recommendation from our consultant**
- **The draft recommendation aligns with the Guiding Principles to reflect the priorities of the community**
- **The purpose of Phase 3 is to gather feedback on the draft recommendation so the consultant can make any final changes prior to issuing their final recommendation in August**

Phase 3: Draft Recommendation

- **You will see a draft transit system that:**
 - Is more frequent, faster, more direct, and has shorter wait times
 - Looks different and works better than the system we have today
 - Embraces new technologies
 - Can easily connect to other modes of transportation
- **What we will ask of you:**
 - Review the draft network recommendation – on your own or at one of many public sessions we will have
 - Tell us what you like and don't like
 - Tell us what does and doesn't work for you
 - Have an open mind about how transit connects with options such as Uber, Lyft and Vanpools to form a more robust transportation network
 - Take the Reimagine RTS Phase 3 survey
 - Spread the word to help us get as much feedback as possible



Phase 3 Events

More events to be announced!
Stay up-to-date at myRTS.com

Public Information Sessions	Tuesday, May 8 6 - 7:30 PM	Riverside Convention Center Highland Room E 123 E Main St
	Saturday, May 12 Noon - 1:30 PM	MCC Brighton Campus R. Thomas Flynn Campus Center - The Forum 1000 E Henrietta Rd
	Tuesday, May 15 Noon - 1:30 PM	Kodak Center Theater The Dining Room 200 W Ridge Rd

Pop-Up Sessions	Saturday, May 5 Noon - 2:00 PM	Clean Sweep 2018 at Frontier Field 333 Plymouth Ave
	Monday, May 7 7:00 AM to 9:00 AM	RTS Transit Center 60 St. Paul St.
	Monday, May 7 4:00 PM to 6:00 PM	RTS Transit Center 60 St. Paul St.
	Tuesday, May 8 7:00 AM to 9:00 AM	RTS Transit Center 60 St. Paul St.
	Tuesday, May 8 12:00 AM to 2:00 PM	RTS Transit Center 60 St. Paul St.
	Friday, May 11 7:00 AM to 9:00 AM	RTS Transit Center 60 St. Paul St.
	Friday, May 11 12:00 AM to 2:00 PM	RTS Transit Center 60 St. Paul St.
	Sunday, May 13 10:00AM - Noon	Brighton Farmers' Market at Brighton High School 1150 Winton Rd S
	Monday, May 14 7:00 AM to 9:00 AM	RTS Transit Center 60 St. Paul St.
	Monday, May 14 4:00 PM to 6:00 PM	RTS Transit Center 60 St. Paul St.
	Saturday, May 19 10:00 AM to Noon	City of Rochester Public Market 280 Union St N
	Monday, May 21 7:00 AM to 9:00 AM	RTS Transit Center 60 St. Paul St.
	Tuesday, May 22 4:00 PM to 6:00 PM	RTS Transit Center 60 St. Paul St.
	Thursday, May 24 4:00 PM to 6:00 PM	RTS Transit Center 60 St. Paul St.
	Wednesday, May 30 4:00 PM to 6:00 PM	RTS Transit Center 60 St. Paul St.

Next Steps

May	Consultant's draft network recommendation presented to the RGRTA Board, employees and community
May 4 – June	Conduct six weeks of public input sessions to gather public opinion on the draft network recommendations
July	Consultant prepares final study recommendation based on input gathered during public input sessions
August	Consultant presents final recommendation
Post-Study	Evaluate recommendation and develop plan to implement reimagined transit system

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Customer Satisfaction Survey

RTS is one of 20 public transit agencies that is surveying customers about the service we provide. Our results are compared with the other agencies participating in the survey.

- **When:**
 - April 2 – May 2, 2018
- **How:**
 - RTS Website: myRTS.com/abbg
 - Phone: (585) 288-1700 – follow menu prompt to customer service between 7am – 6pm, Monday through Friday

Customers who complete the survey will be eligible for a chance to win an RTS prize package!

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C.A.R.E. Customer Service Standards

- Courtesy
- Attire & Attitude
- Responsiveness
- Exceed Expectations

“Luis shows so much care for his customers. While riding with him one day, I saw him wait for people running for the bus and he made sure that everyone was seated before pulling off.”

-An RTS Customer



Luis
RTS Bus Operator

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Customer Meeting Schedule

- **Mid-July**
 - Location: RTS Transit Center
 - Format: Information Stations
 - Time(s): TBD
- **October/November**
 - Location: TBD
 - Format: CEO Presentation
 - Time(s): TBD

We Want to Hear from You

- **RTS Customer Service:**
 - Phone: 585-288-1700
 - Online Form: myRTS.com/Contact-Us
- **Twitter:**
 - @enjoyRTS
- **Facebook:**
 - www.facebook.com/enjoyRTS

Information Stations Now Open

- ABBG Customer Satisfaction Survey
- Customer Service
- Reimagine RTS
- Questions for Bill