



RTS System Redesign:

REimagine RTS



SUMMARY OF PHASE I PUBLIC ENGAGEMENT

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BACKGROUND

Reimagine RTS is a planning process that will result in recommendations on possible changes to the RTS fixed-route transit system to better meet the needs of the region. This study focuses on transit service within Monroe County, New York, including Downtown Rochester and the surrounding suburbs.

The region's economy and the needs of the community are changing. As a result, RTS has sought public input on how best to update the transit system in Monroe County to promote growth and better meet the mobility needs of the community. The public transit system in Monroe County was designed at a time when downtown Rochester was the center of the community from every perspective – economically, residentially and culturally. Since then, the demographics of the area have changed, new centers of employment have emerged, and the number of available mobility options has grown. Reimagine RTS is a response to this new reality.

RTS has implemented a Public Participation Plan to ensure the involvement of a wide variety of stakeholders. Stakeholders include RTS customers, business partners, employees, community and neighborhood organizations, advocacy groups, elected officials, business owners, community members, potential future customers, and residents of Monroe County. In addition, RTS has engaged the services of a consulting team (Transportation Management & Design, Inc. (TMD) and Highland Planning) to conduct technical analysis and community engagement. This document is a summary of public participation in the project through Phase I.

PHASE I PUBLIC ENGAGEMENT

Phase I of Reimagine RTS took place between September and December 2017, concluding at the start of 2018. During this Phase, there were a dozen opportunities for stakeholders to provide input in person in addition to ongoing online avenues for input. A summary of the tools used to gather input from stakeholders is included below.

EXECUTIVE SUMMARY

Phase I of Reimage RTS engaged stakeholders through a wide variety of approaches including:

- An online survey that received 3,186 responses, 1,145 comments and 36,175 individual data points
- 8,558 Origin/Destination Surveys yielding approximately 6,900 individual geo-coded data points
- A Public Information Session which 75 people attended
- 11 pop-up events that engaged roughly 1,400 people at 7 different locations across the Greater Rochester area
- 7 Meetings-In-A-Box conducted by 221 people in total
- Opportunities to comment on Facebook, Twitter and other online media which received over 175 comments including many using the #ReimagineRTS

The findings from the public engagement process support more direct routes, increased frequency of service and shorter wait times. Additional service along specific routes, connections to centers of employment and technological innovations to improve the usability of the system also received widespread support. Integration with other mobility options gained less support but was often cited as means to bridge gaps in coverage.

A. Budgeting Exercise

Overview

At most pop-up events, the Public Information Session and Meetings-In-A-Box, community members had the opportunity to take part in a budgeting exercise. At forums where facilitators from RTS or the consultant team were present, participants were given stacks of ten \$1 play-money bills and asked to allocate their \$10 across the different system priorities. Eight jars were labeled with different system priorities. The choices for system priorities included:

ENHANCED RAPID BUS

Provide 10-minute limited stop service with fewer stops for faster service with transit priority and improved stop amenities on key streets.

EXPANDED COVERAGE

Provide bus service to new locations and destinations currently not served.

FREQUENT SERVICE

Provide service at least every 15 minutes on high ridership routes and through densely populated areas.

FASTER, MORE DIRECT TRIPS

Make routes more direct between destinations, with fewer deviations along the way.

30 MIN. OR LESS WAIT TIME

Add service so all routes operate at least every 30 minutes.

ACCESS TO JOBS OUTSIDE DOWNTOWN

Increase service during peak periods to places such as Gates and Henrietta.

ADDITIONAL SERVICE HOURS

Add additional late-night and weekend service.

MULTI-MODAL CONNECTIONS

Expand connections to Zagster (bike share), employer and campus shuttles, including car/vanpools. Create partnerships with ridesharing services such as Uber and Lyft.



Findings

The budgeting exercise was used 16 times during Phase I. Throughout this Phase, \$7,370 dollars were allocated across the eight priorities. There was a narrow spread between priorities with small differences between the amount allocated to each item. "Frequent service" had the greatest percentage of dollars allocated to it with 15.8% or \$1,169. In contrast, the priority with the lowest ranking, "Multi-modal connections," received 6.01% of all dollars allocated.

Ordering priorities by their ranking at each event shows some additional support for frequency and direct routes.

Priority	Average Rank
Expanded Coverage	3
Frequent Service	3
Faster, More Direct Trips	3
30 Min. or Less Wait Time	4
Access to Jobs Outside Downtown	4
Enhanced Rapid Bus	5
Additional Service Hours	6
Multi-Modal Connections	7

Fig. 1 The average ranking for each transit system priority in the budgeting exercise of Phase I.

Though tied in average ranking for the whole of Phase I, "Faster, more direct trips" and "Frequent service" received a greater number of first place rankings than "Expanded coverage" across all Phase I budgeting exercises.

Priority	Number of Times Ranked First
Faster, More Direct Trips	6
Frequent Service	5
Expanded Coverage	3
30 Min. or Less Wait Time	2
Access to Jobs Outside Downtown	2
Additional Service Hours	2
Enhanced Rapid Bus	0
Multi-Modal Connections	0

Fig. 2 The number of times each priority received the highest allocation of dollars in a budgeting exercise. Note that there were occasional ties between priorities for the top ranking.

These results suggest that frequency and direct routes are the most highly valued priorities among Monroe County residents. Further, the underperformance of the “Enhanced rapid bus” and “Multi-modal connections” priorities may simply reflect unfamiliarity or challenges with understanding these concepts rather than actually low prioritization by participants.

Finally, there are a number of possible reasons as to the narrow spread seen in this exercise, with under 10% of dollars allocated separating the highest-ranking priority and lowest-ranking priority. The high level of variation in what concepts were prioritized may simply reflect the diversity of interests held by groups targeted for this exercise. The narrow spread may also reflect uncertainty. Finally, the narrow spread may be the result of the methodology in which participants were free to spread their ten dollars equally across the eight priorities and then allocate their last two dollars to their highest priorities. A full list of results for the budgeting exercise is available in Appendix A.

B. Meeting-In-A-Box

Overview

Meeting-In-A-Box is a digital document designed to allow interested parties to carry out their own meetings. The Meeting-In-A-Box kit provided a format for community groups, neighborhood associations, transit enthusiasts and other interested parties to gather at a convenient time, and share and record their opinions about how RTS should be redesigned. The kit included instruction sheets for the host/facilitator, discussion questions, worksheets for participant responses, and directions for recording and returning responses.

For Exercise A, the kit instructed participants to fill out individual worksheets, hold a group discussion on the questions below and capture the three (3) highest-priority answers for the group on the Group Worksheet.



Q: In a redesigned system, what service of RTS would you like to keep the same?

Q: In a redesigned system, what service of RTS would you like to change?

Exercise B mirrored the budgeting exercise used at pop-ups and the Public Information Session but with pen and paper. Facilitators were instructed to return the completed worksheets for inclusion in the compilation of Phase I data. A list of meetings-in-a-box that took place during Phase I is included below.

- Visitor Industry Council Meeting, November 21, 2017, 2:30 - 5:30pm
- Reconnect Rochester, December 5, 2017, 6:30 - 8:30pm
- Faith Alliance December 12, 2017, 12 - 1:30pm
- Faith Alliance December 12, 2017, 7 - 8:30pm
- Community Liaison & Family Voice Coordinator at Coordinated Care Services (CCS) December 13, 2017, 9am - 1pm
- Community Liaison & Family Voice Coordinator at Coordinated Care Services (CCS) December 20, 2017, 9am - 1pm
- Trillium Health, December 29, 2017 9am - 1pm

Findings

The Meetings-In-A-Box revealed markedly different priorities among different groups. The meeting held by Reconnect Rochester in conjunction with the Rochester People's Climate Coalition (RPCC) showed widespread support for greater frequency, multimodal connections and technological innovation to improve service. In contrast, participants in the meetings held by Coordinated Care Services and Trillium Health focused more on service issues such as lateness and cleanliness of buses. In the budgeting exercise, frequency, directness and short wait times were popular across the board. A copy of the Meeting-In-A-Box kit as well as a list of attendance numbers and budgeting exercise results for each Meeting-In-A-Box are included in Appendix B.

C. Pop-Up Events

Overview

Pop-up engagements used a tabling/booth format to bring information and opportunities for input to members of the community in heavily frequented locations. Pop-ups generally included opportunities to take the online survey, participate in the budgeting exercise, as well as receive information about the survey in the form of a Frequently Asked Questions (FAQs) document or a card

with the project website address. Participants could also leave comments using a standardized comment form. Staff were available to assist participants and answer questions.

A number of pop-ups were held throughout Phase I at different locations and times across the Rochester area. A complete list of pop-up engagements is included below.



- Transit Center, Thursday, October 19th, 3 - 7pm
- Rochester Public Market, Saturday, October 21st, 9am – 1pm
- WDKX Live Broadcast, Rochester Public Market, Saturday, November 11th, 9am – 11am
- WDKX Live Broadcast, Cricket in Downtown Rochester, Friday, November 17th, 9am - 11am
- WDKX Live Broadcast, Greece Mall, Jewelry Lab, Saturday, November 25th, 12 – 2pm
- Transit Center, Friday, December 1st, 7am - 7pm
- WDKX Live Broadcast, Marketplace Mall, Saturday, December 2nd, 12 – 2pm
- Transit Center, Wednesday, December 6th, 7am - 10am
- WDKX Step Jam Event, Blue Cross Arena, Saturday December 9th, 12 – 4pm
- Brighton Farmers' Market Pop-up, December 17th, 1 - 4pm
- Transit Center Monday, December 18th, 7am - 7pm



Findings

Findings from the different activities available at pop-up engagements can be found under the sections of this document that review the budgeting exercise, online survey, and comments received during Phase I of the project.

D. Public Information Session #1

Overview

RTS held the first Public Information Session of the Reimagine RTS process on Wednesday, October 25th at the SUNY Brockport MetroCenter from 6:00 to 7:30 PM. The purpose of the meeting was to introduce the project and gather information regarding issues and opportunities.

Following the presentation, the audience was guided through a series of polling questions using the live audience response system Poll Everywhere. A list of questions is included below:

- How often do you ride the bus?
- Where do you take bus?
- What is the most pressing problem that Reimagine RTS needs to address?

After a brief Q&A session, attendees provided input at five stations around the room that included the following activities:

- Cardstorming
- Budget exercise
- Challenges mapping
- MetroQuest Survey
- RTS customer service

In the cardstorming exercise, participants responded to the prompt below by



writing answers on Post-It notes of different colors and sticking them to a large board. During this process, the facilitator arranged the answers by category to reflect which ideas share common themes. The prompt used for the exercise was:

“In my opinion, the greatest opportunity and biggest priority for Reimagine RTS is to...”

The challenges mapping exercise prompted participants to place pins on RTS maps of the system in Monroe County where they had experienced different challenges.

Findings

Meeting participant feedback suggests that frequency of service was the highest priority for those in attendance. “Frequent service” received the greatest allocation in the transit priority budgeting exercise, was the most frequently cited challenge in the mapping exercise, tied for most cards in the cardstorming exercise and was among the top three “most pressing problems” selected by Poll Everywhere participants. While expanding coverage was also a notable priority among some participants, connectivity and moving away from the Transit Center-oriented current system garnered more support in polling. Comments on land use both in the cardstorming exercise and on comment forms also suggested an aversion to building the system out further from the urban core. For a complete summary of the Public Information Session #1, see Appendix C.

E. Online Survey

Overview

From October 11th to December 31st, 2017, residents were invited to participate in an online survey. The survey included information about the project, opportunities to provide input about transit system priorities and ideals, a map for participants to document specific experiences with the current system and a page for participants to submit standard demographic information. The survey was available online at ReimagineRTS.MetroQuest.com and could be taken on devices with internet-browsing capability. The survey collected a non-scientific sample of 3,186 participants from Monroe County. Screens and data from the online survey are available in Appendix D.

The survey was promoted through social media posts and public events, including

pop-ups and live broadcasts by radio station WDKX. Tablets were available for the survey to be taken on at Public Information Session #1 as well as at pop-up events. Participation in the survey was incented through the awarding of free one-trip bus passes as well as a partnership with radio station WDKX that rewarded survey-takers with free tickets to the December 2017 Step Jam event. The survey was also available on a kiosk at the RTS Transit Center.

The MetroQuest online survey provided information on age, location, stability of residence, and other characteristics of the survey sample in Phase I. The age of these respondents was roughly in-line with national demographics, with the bulk of the population between the ages of 25 and 60.

Age Cohort	Count	Percentage
25 and under	365	15.52%
26 to 40	747	31.76%
41 to 60	967	41.11%
61 to 80	267	11.35%
80 and over	6	0.26%

Fig. 3 Answers from online survey participants to the question “What is your age?”

Data on zip codes of respondents revealed clustering in the City of Rochester though with significant numbers of survey respondents outside of the urban core.

Respondents were also more likely to be customers at the time of the survey than not, with 73.15% answering “yes” to the question “Are you a current RTS customer?” Information on how long respondents had resided in their current homes was also available from the map screen of the online



survey. Of the 1,947 respondents who provided the number of years they had spent in their current residence, 970 had been in their home for at least 10 years while only 245 had been in their home for less than a year.

One noteworthy feature of the survey sample was the high level of unemployment among participants. 22.08% of survey-takers were unemployed. This is compared with a 6.7% rate of unemployment in Rochester and 4.5% in Monroe County overall.

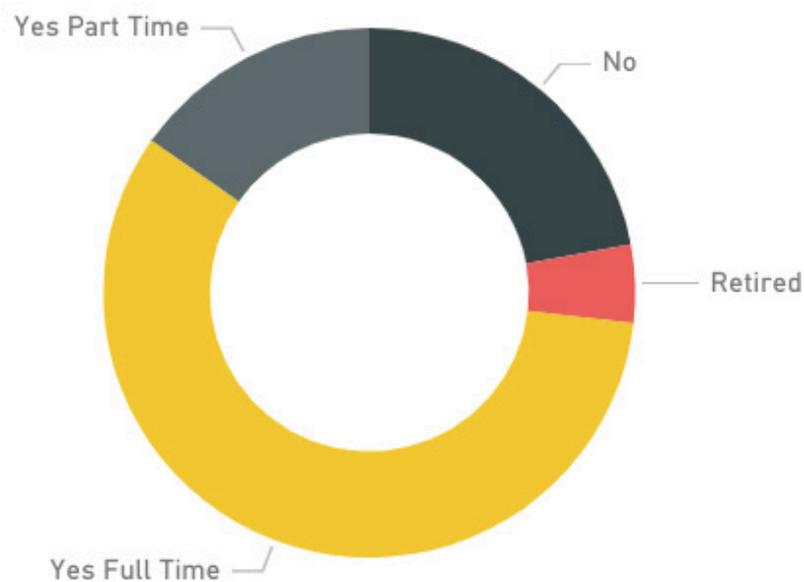


Fig. 4 Answers from online survey participants to the question “Are you currently employed?”

Findings

The survey results demonstrated a preference for frequency, directness and speed of trips. When considering types of transit systems, participants were much more likely to favor those that focused on frequency or a balance between frequency and coverage than they were to support a coverage-focused system. Frequency was also often cited as a success in places where it matched consumer needs and as a significant challenge elsewhere.

The Priority Ranking screen revealed that directness and speed of trips was one of the highest values of participants in the online survey. “Faster, more direct trips” was ranked 1,313 times, the most of any priority. There was also widespread support for “30 minute or less wait time” as a priority for the transit system and “Frequent service”. “30 minute or less wait time” received the second most rankings with 1,286 while “Frequent service” placed third with 1,086 rankings. Together, the support for these priorities suggest that participants want to see a network with greater frequency and shorter wait times overall. “Expanded coverage” ranked fourth below priorities reflecting values of frequency and directness in the online survey when all rankings were totaled.

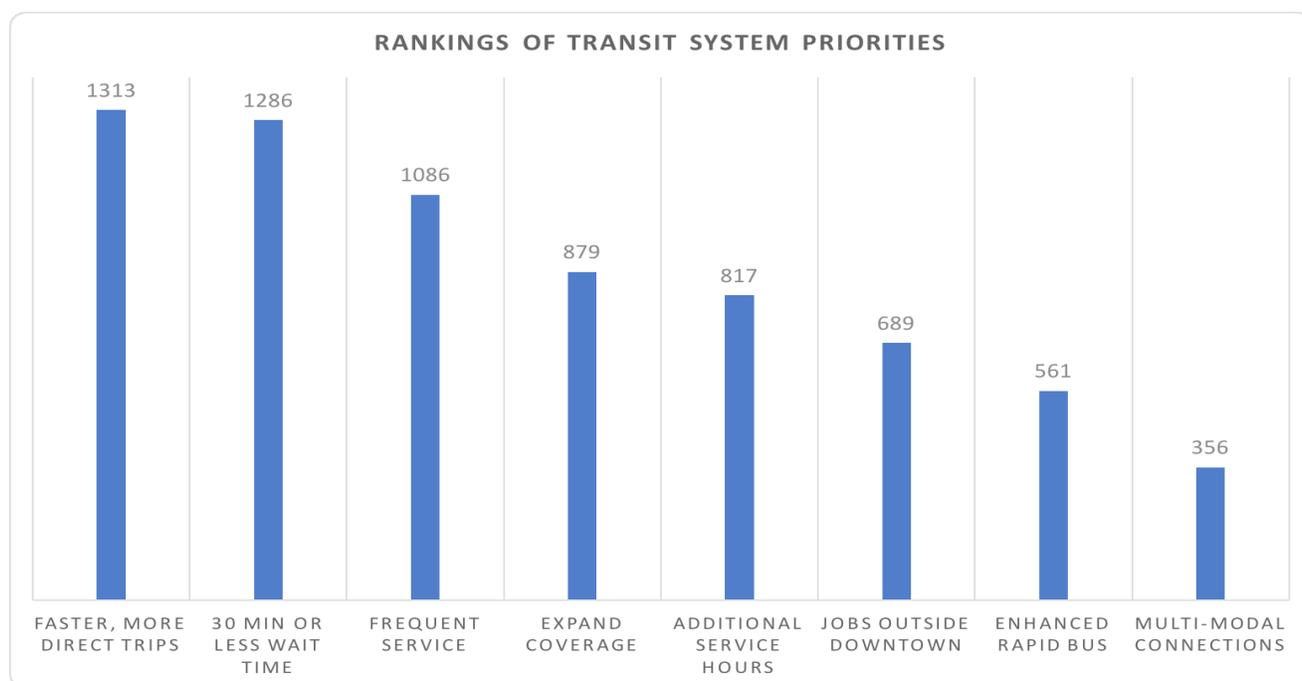


Fig. 5 The number of times each priority from the Priority Ranking screen was ranked in the top three by online survey participants.

The Scenario Rating screen of the online survey asked participants to rate different types of transit systems from one to five stars. These ratings show greater support for systems that are focused on frequency, or a balance between frequency and coverage, over a solely coverage-focused transit system. Scenario Rating also provides evidence of a perception among participants that the current system stands somewhere in the middle of possible transit systems, with nearly 700 survey-takers rating the status quo as three out of five stars. With 541 five-star ratings, “Balanced Network” received the greatest number

of top ratings, narrowly outpacing the 516 that a “Frequency Focused” system received in the survey.

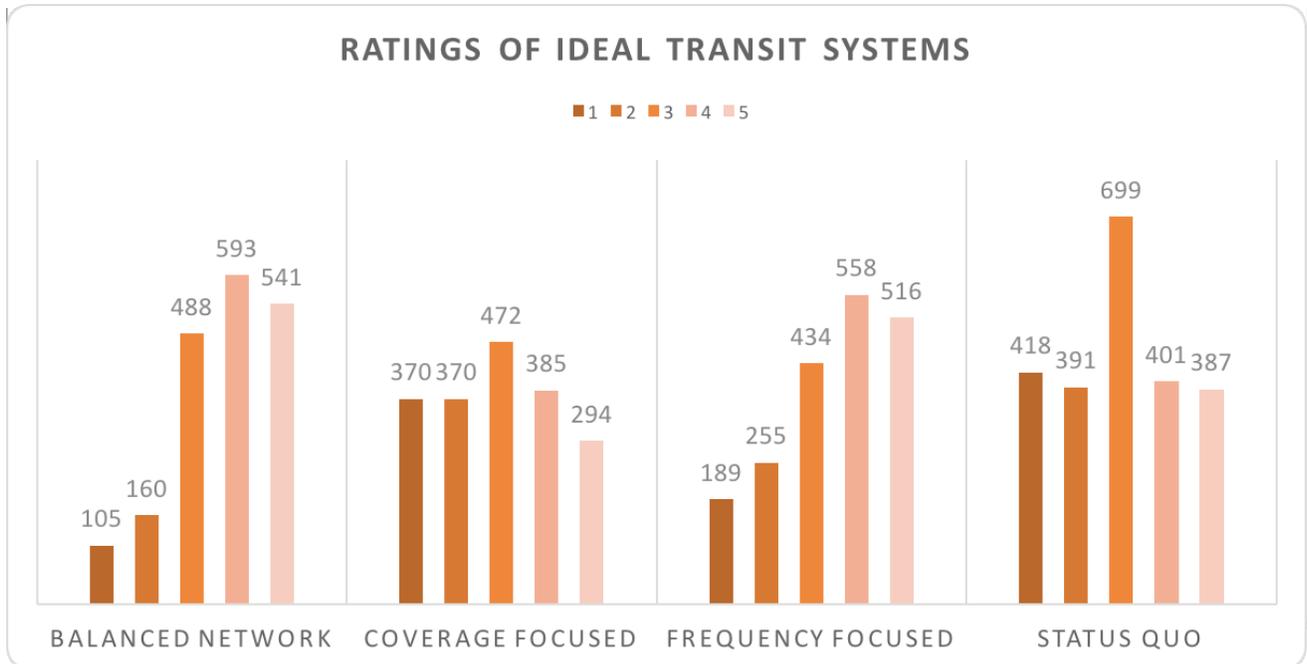


Fig. 6 Each type of system by the ratings it received from users ranging from one (the lowest) to five stars (the highest).

The Map Marker screen of the survey prompted participants to place digital pins on a map of Monroe County to mark their place of residence, frequent destinations as well as successes and challenges they had experienced with the transit system. Participants placed 8,347 markers and left 2,255 comments on the map.

“Infrequent service” and “lack of service” were the challenges most often cited by participants. Based on the results of the mapping exercise from the Public Information Session that showed users identifying a “lack of service” along existing bus routes, it is likely that many participants conflated “lack of service” with “infrequent service” when undertaking this exercise.

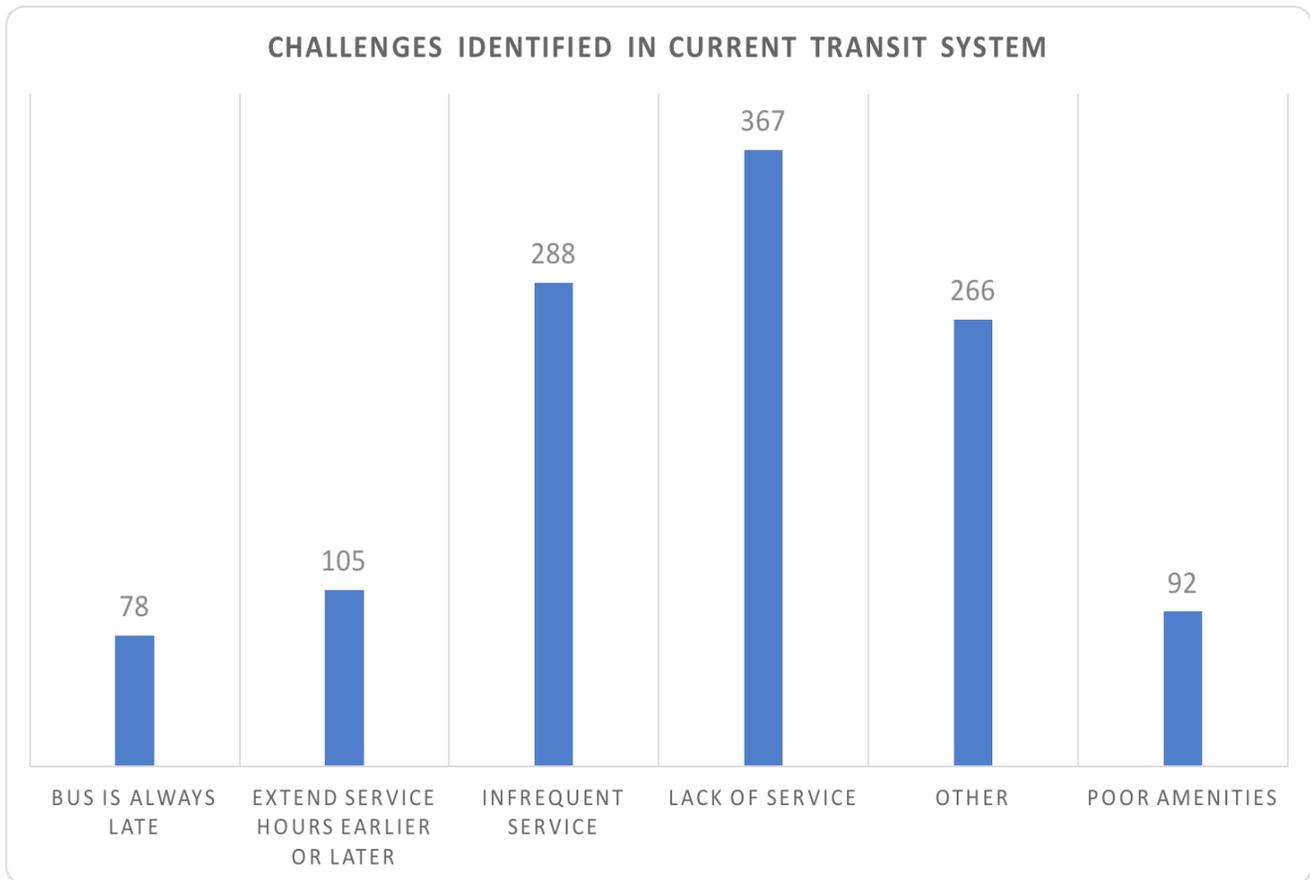


Fig. 7 The frequency with which different challenges with the current transit system were identified by online survey participants on the Map Marker screen.

Frequency was also the most commonly cited success on this screen along with on-time performance. Among the successes categorized as "Other" or that were simply unlabelled were express bus routes, easy access to downtown, the Transit Center as well as the skill and courteousness of bus drivers.

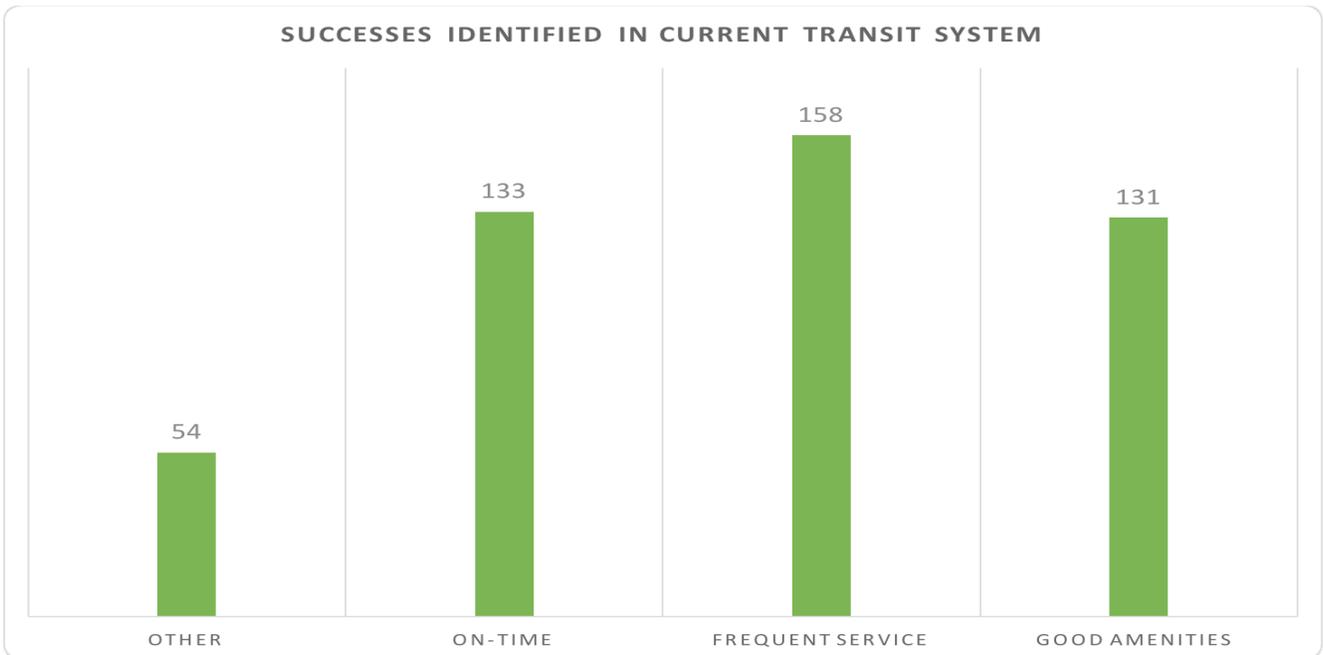


Fig. 8 The frequency with which different successes in the current transit system were identified by online survey participants on the Map Marker screen.

Destinations marked by participants on the map underscored the important role the transit system plays in the regional employment picture. For those who were employed, "Work" stood head and shoulders above all other types of destinations as the most frequently cited terminus for a trip.

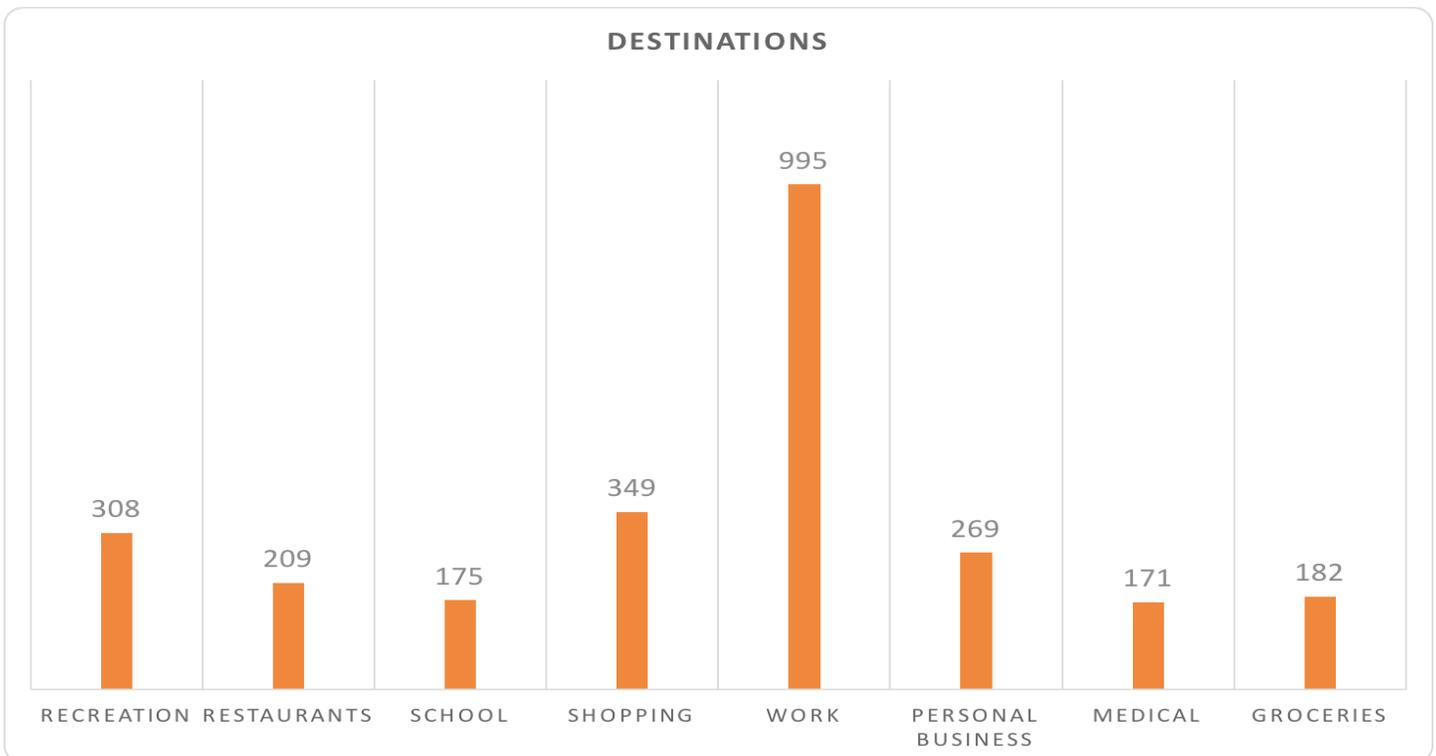


Fig. 9 The frequency with which different destinations were identified by online survey participants on the Map Marker screen.

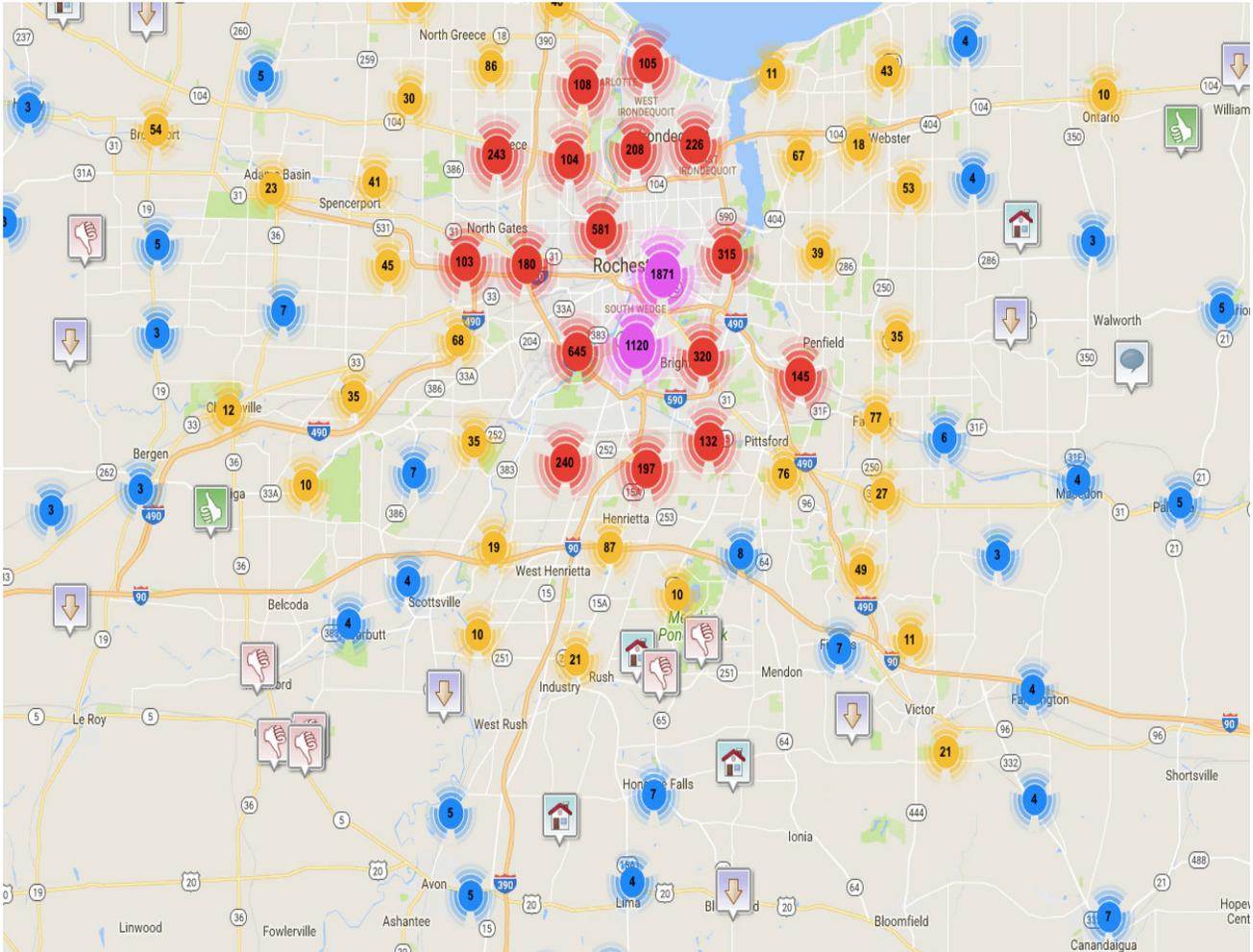


Fig. 10 An image from the Map Marker screen of the online survey with markers denoting places of residence, successes, challenges and destinations. The colored dots denote clusters of markers from blue (the lowest number of markers greater than one) through yellow, then red and finally purple (the highest number of markers).

As expected, the map showed a greater concentration of interest in the urban core of the system with the number of markers decreasing moving into the suburbs around Rochester and out into the surrounding rural areas.

F. Comments

Overview

Throughout Phase I, participants were given the opportunity to provide unstructured comments through comment cards, on social media using the hashtag #ReimagineRTS, at Meetings-In-A-Box, in the MetroQuest survey and via an online comment form at myRTS.com. 1,145 comments were left by participants in the online survey and over 175 on social media platforms including the Twitter and Facebook pages of RTS and other local organizations and media outlets. Comments were coded using multiple categories that reflect the priorities and challenges from the online survey. See Appendix E for a summary of the coding methodology used.

Findings

Unstructured comments also supported the values of frequency and directness. Over 700 of the collected comments supported greater frequency, with more than 275 pointing to it as a value to redesign the system around. This is consistent with participants' support for a frequency-focused system in the online survey, where this concept gained the second highest average rating. Of the roughly 600 comments related to the issue of directness, the hub and spoke system was frequently criticized. Hundreds of comments cited the difficulty of transferring to a different bus at the Transit Center before going back out to their destination as an impediment to effective service. The need for crosstown routes, circulators and more of a focus on major corridors were all frequently mentioned, with Goodman, Elmwood, Ridge and Winton receiving the most recommendations for prioritization.

Adding more service hours, particularly on weekends, was seen as an important priority for many participants. While "Additional service hours" as a priority stood in the middle of the pack in the Priority Ranking screen of the online survey as well as the Phase I budgeting exercise, hundreds of participants noted the importance of increasing transit access during off-peak times with over 230 of the 350 comments on the topic citing the need for increased service on weekends. Over a quarter of these comments cited access to employment as a key reason to increase off-peak service hours.

Though connections to other forms of transportation ranked low as a priority overall, this may be more of a reflection of the complexity and unfamiliarity

of the concept rather than an actual lack of interest. Those participants with knowledge of the concept were enthusiastic about linking the bus system to other mobility options.

Participants supported a wide array of mobility options including bicycles and bike-share, transportation network companies (like Uber and Lyft), shuttles and vanpools and park and ride connections. Significantly fewer participants supported other mobility options that would require a greater investment in infrastructure such as renewed light rail or a bus rapid transit system. Suggestions shared ranged from improving existing amenities to better serve alternative mobility options (such as more room for bicycles on buses) to technological innovations to ease use of multiple options.

Comments suggested that expanded coverage was valued more in a parochial sense than as a vision for the overall system. Of the roughly 450 comments that related to coverage, approximately 280 were specific to locations with under 80 in support of coverage increasing system-wide. This mirrors data from the Scenario Rating screen of the MetroQuest survey in which a coverage-focused system was seen as the least desirable by participants.

For both current and prospective riders, improving the usability and comfort of the transit system was seen as key. Though it did not gather the same level of support as priorities that would affect route structure such as frequency and directness, comments made by participants at the Meetings-In-A-Box and elsewhere indicate an interest in improving clarity and basic amenities. Of the roughly 250 comments in this area, the Where's My Bus app, bus shelters and better seating and amenities at the Transit Center were the most frequently cited topics.

Finally, many comments made throughout Phase I related to service problems or other issues beyond the scope of the project. Lateness of certain buses, weather-related challenges and problems with other riders were often mentioned as issues by current customers.

CONCLUSION

Phase I activities reached thousands of Monroe County residents using a diverse engagement toolkit. Much of the input offered by participants suggested support for a redesigned system with increased frequency and more direct routes. Data from these activities also supported better connections to employment opportunities whether by changes to the fixed route structure, level of frequency or hours of service. Multi-modal connections were popular among some groups of participants and were often identified as a means to bridge gaps in coverage.

Key findings from engagement activities and tools used in Phase I are listed below:

- Across budgeting exercises in Phase I, “Faster, more direct trips” and “Frequent service” were the most frequently top-ranked priorities
- At the Public Information Session “Frequent service” received the greatest allocation in the budgeting exercise, was the most frequently cited challenge in the mapping exercise, tied for greatest number of cards in the cardstorming exercise and was among the top three “most pressing problems” selected by Poll Everywhere participants
- The online survey results suggest frequency, directness and speed of trips are the highest values of participants. When considering types of transit systems, participants were much more likely to favor those that focused on frequency or a balance between frequency and coverage than they were to support a coverage-focused system. Frequency was also often cited as a success in places where it matched consumer needs and as a significant challenge in places where it did not.
- Comments left by participants also supported the values of frequency and direct trips. Over 700 of the collected comments supported greater frequency, with more than 275 pointing to it as a value that a system redesign could be based upon.

APPENDIX A

BUDGETING EXERCISE

Budgeting Exercise Data

	Pop-Up at Transit Center (10/19)	Pop-Up at Rochester Public Market Pop-up (10/21)	Public Information Session at SUNY Brockport MetroCenter (10/25)	Meeting in RTS Employee Breakroom (11/7)	Community Advisory Committee Meeting #2 (11/7)	Meeting-In-A-Box with Visitor Industry Council (11/21)	Pop-Up at Transit Center (12/1)	Meeting-In-A-Box with Reconnect Rochester (12/5)	Pop-Up at Step Jam (12/9)	Meeting with RTS Maintenance (12/8)	RTS Holiday Party (12/14)	RTS Access (12/11)	Meeting-In-A-Box with Faith Alliance (12/12 afternoon and evening)	Meeting-In-A-Box with Coordinated Care Services Inc. (12/13 and 12/20)	Pop-Up at Brighton Writer Farmers' Market (12/17)	Meeting-In-A-Box with Trillium Health (12/29)	Phase I Totals	Phase I %
Enhanced Rapid Bus	\$114	\$36	\$28	\$116	\$19	\$5	\$172	\$29	\$107	\$37	\$3	\$38	\$7	\$70	\$11	\$72	\$792	10.75%
Expanded Coverage	\$86	\$43	\$17	\$190	\$22	\$34	\$168	\$15	\$80	\$58	\$33	\$131	\$4	\$158	\$49	\$71	\$1,088	14.75%
Frequent Service	\$99	\$71	\$59	\$213	\$11	\$13	\$214	\$101	\$79	\$58	\$33	\$47	\$9	\$120	\$42	\$69	\$1,169	15.86%
Faster, More Direct Trips	\$132	\$89	\$33	\$166	\$40	\$32	\$120	\$48	\$71	\$42	\$35	\$44	\$9	\$161	\$59	\$68	\$1,081	14.67%
30 Min. or Less Wait Time	\$146	\$41	\$20	\$119	\$9	\$12	\$240	\$37	\$85	\$45	\$28	\$44	\$5	\$146	\$27	\$77	\$1,003	13.61%
Access to Jobs Outside Downtown	\$94	\$46	\$25	\$130	\$17	\$34	\$103	\$31	\$144	\$41	\$25	\$61	\$4	\$139	\$28	\$55	\$922	12.51%
Additional Service Hours	\$165	\$26	\$11	\$155	\$17	\$19	\$180	\$22	\$68	\$39	\$20	\$37	\$9	\$83	\$22	\$65	\$873	11.84%
Multi-Modal Connections	\$59	\$32	\$27	\$46	\$24	\$21	\$47	\$34	\$24	\$26	\$1	\$38	\$3	\$44	\$18	\$35	\$443	6.01%
Total	\$895	\$384	\$220	\$1,135	\$159	\$170	\$1,244	\$316	\$658	\$346	178	\$440	\$50	\$920	\$256	\$510	\$7,370	100.00%

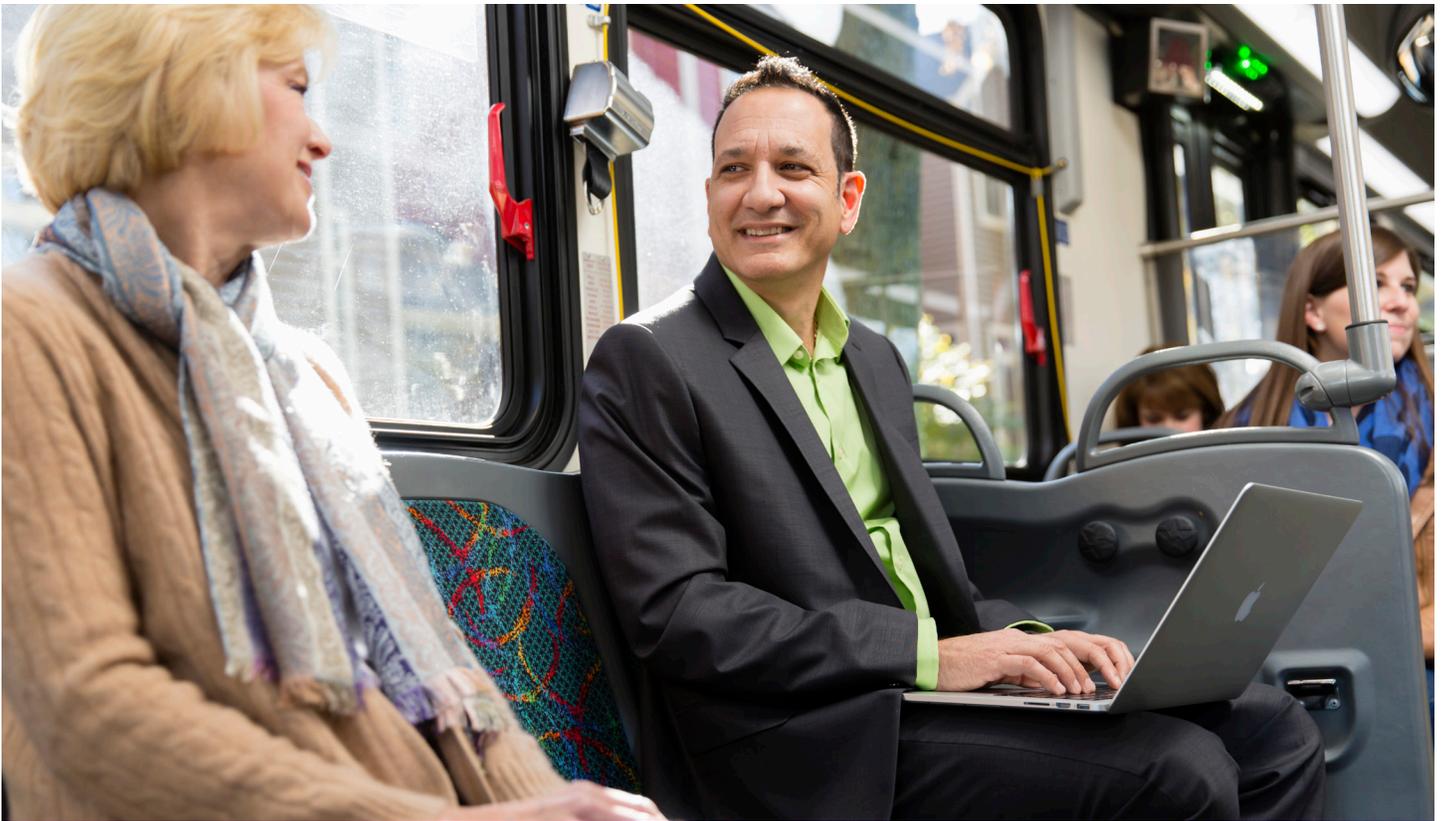
APPENDIX B

MEETINGS-IN-A-BOX



RTS System Redesign:

REimagine RTS



**MEETING
IN-A-BOX**

WHAT IS A MEETING-IN-A-BOX?

Meeting-In-A-Box is an important part of Reimagine RTS, the RTS system redesign study. It provides a format for community groups, neighborhood associations, transit enthusiasts and other interested parties to gather at a convenient time and share their opinions about how our transit system should be redesigned.

This Meeting-In-A-Box “kit” contains everything needed to hold your own discussion. It includes instruction sheets for the host/facilitator, discussion questions, worksheets for participant responses, and directions for recording and returning responses.

MEETING-IN-A-BOX CONTENTS

- Host Guide
- Sign-In Sheets
- Sample Invitations
- Meeting Agenda
- Exercises: Group Discussion
- ImagineRTS Priorities List (for Exercise B)
- Participant Worksheets
- Group Worksheets
- Reimagine RTS FAQs

HOST GUIDE

1. INVITE

Identify 5-10 participants to invite to your meeting. This is the best size for a small group discussion, but if you are comfortable, you can invite more people. Send meeting invitations via e-mail, or mail or call invitees.

2. REMIND

Call and/or e-mail the people you invited one to two days before the scheduled meeting.

3. SET UP

Select a location where all participants can comfortably sit together. Sort copies of meeting materials into sets for participants. Have enough pens/pencils available. Feel free to take photos and provide refreshments.

4. FACILITATE

Lead a small group discussion, making sure the meeting stays on topic and all questions included for discussion are answered. You are also a participant and can share your opinions as an equal member of the discussion, but make sure everyone has a chance to express his/her opinion.

5. RETURN

Collect all materials, including the individual responses. Return materials by email to:

christopher@highland-planning.com or by mail to:

Christopher Dunne
c/o Highland Planning
820 S. Clinton #3
Rochester, NY 14620

SAMPLE INVITATION:



YOU'RE INVITED!

WHAT: Reimagine RTS Meeting-In-A-Box #1

WHEN:

WHERE:

PLEASE RSVP BY:

TO:

Reimagine RTS is a planning process that will study and explore changes to the RTS fixed-route transit system to better meet the changing needs of our community. This study focuses on transit service within Monroe County, NY, including Downtown Rochester and the surrounding suburbs.

For more information visit:
myRTS.com/reimagine

MEETING AGENDA

- Sign-in and introductions (5-10 minutes)
- Group discussion on issues and opportunities (25 minutes)
- Group discussion on visioning exercise (25 minutes)
- Collect materials (5 minutes)

EXERCISE A: ISSUES AND OPPORTUNITIES

Answering these questions should occupy the majority of the meeting time. Pass out participant worksheets and give participants a couple of minutes to think about each question and write their answers on their individual response sheets. Then begin the discussion about their answers. If your group prefers a more free-flowing discussion, make sure everyone has a chance to speak and that no one dominates the conversation. *Capture the THREE highest-priority answers for the group on the Group Worksheet.*

Q: In a redesigned system, what service of RTS would you like to keep the same?

Q: In a redesigned system, what service of RTS would you like to change?

EXERCISE B: VISION

This exercise is more structured. Read to the group the list of eight priorities and their brief descriptions on the following page or pass around the list and have each participant read one priority and the description. Ask that participants refrain from commenting on priorities until all have been read. Then pose the budget question below and pass out the second individual participant worksheet.

Q: We have \$10 and eight priorities. We can spend as much or as little as we want of that \$10 on each of these priorities. How should we spend our \$10?



REimagine RTS PRIORITIES:

ENHANCED RAPID BUS

Provide 10-minute limited stop service with fewer stops for faster service with transit priority and improved stop amenities on key streets.

EXPANDED COVERAGE

Provide bus service to new locations and destinations currently not served.

FREQUENT SERVICE

Provide service at least every 15 minutes on high ridership routes and through densely populated areas.

FASTER, MORE DIRECT TRIPS

Make routes more direct between destinations, with fewer deviations along the way.

30 MIN. OR LESS WAIT TIME

Add service so all routes operate at least every 30 minutes.

ACCESS TO JOBS OUTSIDE DOWNTOWN

Increase service during peak periods to places such as Gates and Henrietta.

ADDITIONAL SERVICE HOURS

Add additional late-night and weekend service.

MULTI-MODAL CONNECTIONS

Expand connections to Zagster (bike share), employer and campus shuttles, including car/vanpools. Create partnerships with ridesharing services such as Uber and Lyft.

PARTICIPANT WORKSHEET:

EXERCISE A

Question 1: What are the top 3 challenges that you encounter when riding RTS?

Question 2: What are the top 3 things you like about RTS?

PARTICIPANT WORKSHEET:

EXERCISE B

Q: We have \$10 and eight priorities. We can spend as much or as little as we want of that \$10 on each of these priorities. How should we spend our \$10?

ENHANCED RAPID BUS \$ _____

EXPANDED COVERAGE \$ _____

FREQUENT SERVICE \$ _____

FASTER, MORE DIRECT TRIPS \$ _____

30 MIN. OR LESS WAIT TIME \$ _____

JOBS OUTSIDE DOWNTOWN \$ _____

ADDITIONAL SERVICE HOURS \$ _____

MULTI-MODAL CONNECTIONS \$ _____

Total \$ **10**

GROUP WORKSHEET: EXERCISE A

Question 1:

What are the most pressing challenges that you encounter when riding RTS? *List your group's THREE highest priorities:*

1. _____
2. _____
3. _____

Other Comments:

Question 2:

What are the most notable successes you have encountered when riding RTS? *List your group's THREE highest priorities:*

1. _____
2. _____
3. _____

Other Comments:

GROUP WORKSHEET:

EXERCISE B

Please ask each participant what amount they allocated to each priority and write the totals on the blanks below, along with your group's total. Your group's total should be \$10 times the number of meeting participants.

ENHANCED RAPID BUS	\$ _____
EXPANDED COVERAGE	\$ _____
FREQUENT SERVICE	\$ _____
FASTER, MORE DIRECT TRIPS	\$ _____
30 MIN. OR LESS WAIT TIME	\$ _____
JOBS OUTSIDE DOWNTOWN	\$ _____
ADDITIONAL SERVICE HOURS	\$ _____
MULTI-MODAL CONNECTIONS	\$ _____
Group Total	\$ _____

Other Comments:

The logo for Reimagine RTS features the word "REimagine" in a blue sans-serif font, with "RE" in white inside a green circle. To the right, "RTS" is in a green sans-serif font, and "FAQs:" is in a blue sans-serif font. Above the text are four green circles of varying sizes, arranged in a slightly descending line from left to right.

REimagine RTS FAQs:

1. What is Reimagine RTS?

Reimagine RTS is a planning process that will study and explore changes to the RTS fixed-route transit system to better meet the changing needs of our community. This study focuses on transit service within Monroe County, NY, including Downtown Rochester and the surrounding suburbs.

2. Why is RTS doing this study now?

The region's economy and the needs of the community are changing. As a result, RTS is seeking to reimagine public transit in Monroe County to promote growth and better meet the mobility needs of the community.

The public transit system in Monroe County was designed decades ago when downtown Rochester was the center of our community from every perspective – economically, residentially and culturally. Since then, the demographics of our area have changed, the location of employment centers has changed, and the number of available mobility options has changed. Demands from senior citizens, millennials, individuals with disabilities, and those working to escape poverty continue to grow. More businesses are locating to areas of our region that we do not serve well, if at all. And with the emergence of new transportation options such as bike sharing, car sharing, ride sharing and vanpools, it is no longer the case that public transit and the automobile are the community's only options to reach their destinations. This has created a new reality for public transit that we cannot ignore.

The logo for REimagine RTS features the word "REimagine" in a blue sans-serif font, with "RE" in a smaller font size and "imagine" in a larger font size. The "i" in "imagine" has a dot that is a green circle. To the right of "REimagine" is the text "RTS" in a green sans-serif font. Further to the right is the text "FAQs (continued)" in a blue sans-serif font. Above the "REimagine" text are four green circles of varying sizes, arranged in a slightly descending line from left to right.

REimagine RTS FAQs (continued)

3. Who will be involved in the study?

RTS will implement a Community Engagement Plan to ensure the involvement of a wide variety of stakeholders as we reimagine public transit in Monroe County. Stakeholders include RTS customers, business partners and employees, community and neighborhood organizations, advocacy groups, elected officials, business owners, community members, potential future customers, and residents of Monroe County.

In addition, RTS has engaged the services of a consulting team (Transportation Management & Design, Inc. (TMD) and Highland Planning) to assist with technical analysis and community engagement.

4. Will my bus route change as a result of the study?

We do not yet know what changes will be made. The purpose of the study is to help us determine what public transit should look like in a community like ours that has multiple mobility options. RTS will consider recommendations about routes and frequency of service after completing all technical analysis and thoroughly engaging RTS customers and stakeholders.

5. What is the study schedule?

We expect to complete the study by the end of 2018.

REimagine RTS FAQs (continued)

6. Will this study address paratransit?

Reimagine RTS will not analyze RTS Access service. The study will identify potential changes to the RTS Access service area based on changes made to the RTS fixed-route network.

7. Where can I share my ideas about redesigning the system?

RTS is in the process of planning a variety of meetings and events for people to attend and share their ideas. An online survey is available at myRTS.com/reimagine for interested parties to provide input. Project information is also included in the page as well as a link to a comment form to share ideas. Those who choose to share their thoughts on Facebook, LinkedIn or Twitter are encouraged to include our hashtag [#ReimagineRTS](https://twitter.com/ReimagineRTS) to help us capture their input.

8. How can I stay informed about the study?

The best way to stay informed is to sign up for updates via text or email at: myRTS.com/reimagine.

Meeting-In-A-Box Participation and Budgeting Exercise Data

	Visitor Industry Council (11/21)	Reconnect Rochester (12/5)	Faith Alliance (12/12 afternoon and evening)	Coordinated Care Services Inc. (12/13 and 12/20)	Trillium Health (12/29)	Totals
Enhanced Rapid Bus	\$5	\$29	\$7	\$70	\$72	\$182.58
Expanded Coverage	\$34	\$15	\$4	\$158	\$71	\$281.00
Frequent Service	\$13	\$101	\$9	\$120	\$69	\$311.58
Faster, More Direct Trips	\$32	\$48	\$9	\$161	\$68	\$318.25
30 Min. or Less Wait Time	\$12	\$37	\$5	\$146	\$77	\$276.50
Access to Jobs Outside Downtown	\$34	\$31	\$4	\$139	\$55	\$262.25
Additional Service Hours	\$19	\$22	\$9	\$83	\$65	\$197.50
Multi-Modal Connections	\$21	\$34	\$3	\$44	\$35	\$136.33
Total	\$170	\$316	\$50	\$920	\$510	\$1,965.99

Date	Time	Organization	Location	Attendees
Tuesday, November 21, 2017	2:30 - 5:30pm	Visitor Industry Council Meeting	45 East Avenue, Suite 400 Rochester, NY 14604	17
Tuesday, December 5, 2017	6:30pm	Reconnect Rochester	Workers United 750 East Ave, Rochester, NY	40
Tuesday, December 12, 2017	12n-1:30pm	Faith Alliance	Fight Village Community Center, 186 Ward St.	5
Tuesday, December 12, 2017	7-8:30pm	Faith Alliance	Central Church of Christ, 101 South Plymouth Ave.	8
Wednesday, December 13, 2017	9-1:00pm	Community Liaison & Family Voice Coordinator at Coordinated Care Services (CCS)	1066 Jay Street	76
Wednesday, December 20, 2017	9-1:00pm	Community Liaison & Family Voice Coordinator at Coordinated Care Services (CCS)	1066 Jay Street	19
Friday, December 29, 2017	9-1:00pm	Tirillium Health	259 Monroe Ave Ste 100, Rochester, NY	56

APPENDIX C

PUBLIC INFORMATION SESSION



**Reimagine RTS
Public Information Session #1
October 25, 2017 6:00PM-7:30PM**

**SUNY Brockport MetroCenter, 55 St. Paul St.,
Rochester, NY 14604**

Meeting Summary

I. Project Overview

RTS held the first Public Information Session of the Reimagine RTS process on Wednesday, October 25th at the SUNY Brockport MetroCenter. The purpose of the meeting was to introduce the project and gather information regarding issues and opportunities. As members of the public arrived, they were asked to connect to a live audience response system and respond to a test question, which was “How did you hear about this meeting?”

Bill Carpenter (RTS) welcomed meeting participants and provided a brief update regarding updates to RTS routes and signage.

Andre Primus (Highland Planning) presented on a number of aspects of the project:

- The circumstances that prompted Reimagine RTS including changes in demographics, centers of employment, technologies and transportation options and increased requests for service
- The scope of the study including addressing customer needs, the role of transit as one of many transportation options, best practices and route structure
- The 12-month timeline of the project including Phase I for setting goals and gathering input, Phase II for analyzing data and identifying options and Phase III for reimagining the system’s route structure
- Possible outcomes of the study including integration of the bus system with new mobility options and a change in the route structure in favor of frequency, coverage or a balance of the two
- Opportunities for public input including public information sessions, pop-up events, online surveys, meetings-in-a-box, focus groups, comment cards and social media posts using the #ReimagineRTS

Following the presentation, Christopher Dunne (Highland Planning) guided the audience through a series of Poll Everywhere questions, including:

- How often do you ride the bus?
- Where do you take bus?
- What is the most pressing problem that Reimagine RTS needs to address?

Following the poll, Christopher Dunne facilitated a brief question and answer session, responding to audience questions.

Comment forms were available for meeting attendees. Comments received at this meeting ranged from requests for changes to specific stops and routes to calls for system-wide change aimed at increasing ridership and moving away from the central hub structure of the current system. A transcription of comments is included as Appendix C.

II. Key Findings

Meeting participant feedback suggests that frequency of service was the highest priority for those in attendance. Frequency received the greatest allocation in the transit priority budgeting exercise, was the most frequently cited challenge in the mapping exercise (see note in Appendix C), tied for most cards in the cardstorming exercise and was among the top three “most pressing problems” selected by Poll Everywhere participants.

While expanding coverage was also a notable priority among some participants, connectivity and moving away from the Transit Center-oriented current system garnered more support in polling. Comments on land use both in the cardstorming exercise and on comment forms also suggested an aversion to building the system out further from the urban core.

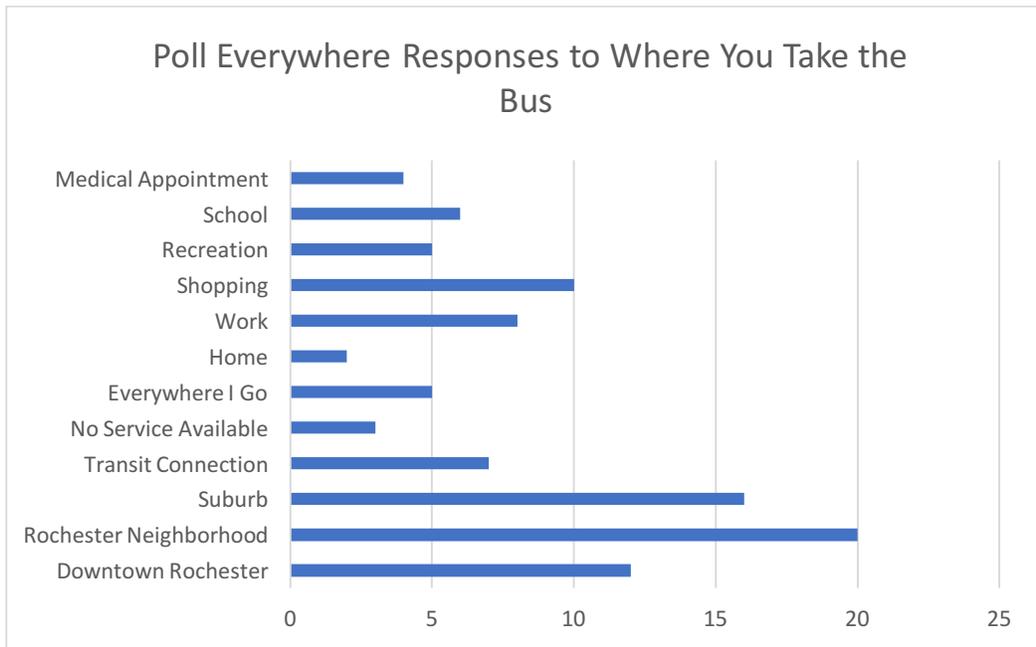
III. Audience Poll

The Poll Everywhere responses to the three questions polled are summarized below. Appendix B includes the unabridged responses.

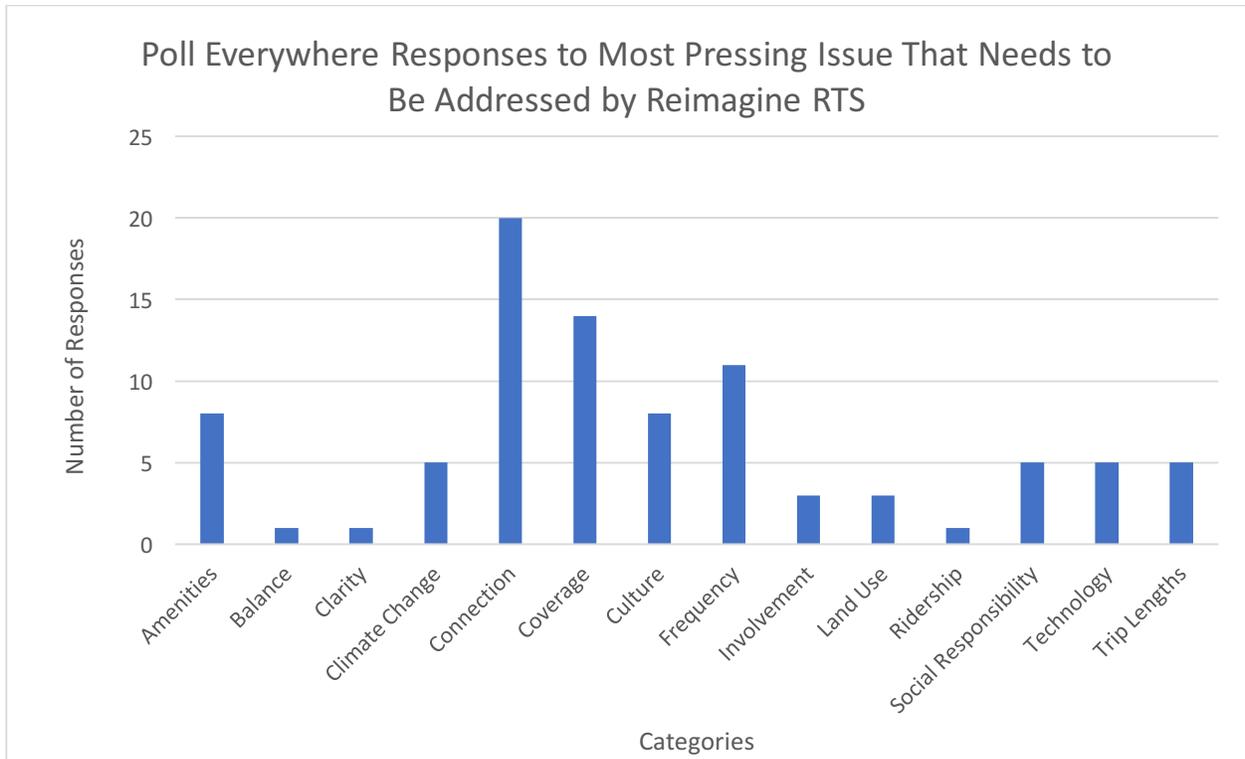
- How often do you ride the bus?
 - Based on audience responses, regular riders of the bus outnumbered those who ride the bus “seldom” or “never” only slightly, with the latter representing over 40% of those participating in the poll.

Response Options	Count	Percent
Every day	6	17.65%
3 - 5 times a week	10	29.41%
Once a week	1	2.94%
A few times a month	3	8.82%
Seldom	7	20.59%
I never ride the bus	7	20.59%
Total Responses	34	100.00%

- Where do you take the bus?
 - Respondents to this question provided a mix of reasons for use, including commuting to work and going shopping. They also included specific destinations. Of specific destinations, Rochester neighborhoods outside of downtown and specific suburbs were more frequently cited than Center City.



- What is the most pressing problem that needs to be addressed by Reimagine RTS?
 - Respondents stated connections to key destinations, coverage and frequency as the most pressing problems facing the transit system to address during the Reimagine RTS process. Other answers included a range of categories that encapsulated amenities, ridership, and social and cultural values, with comments about route structure and frequency topping the list.



IV. Questions and Answers

Questions asked at the meeting and answers regarding the project are summarized below.

- Can we see Poll Everywhere results?
 - Christopher Dunne responded that yes, the results would be made available in the meeting summary on the project’s website.
- Who will decide about the route changes?
 - Bill Carpenter responded that the process will include input from a Community Advisory Committee and the public. Ultimately, he will make a recommendation to the RTS Board, who is also engaged in the process.
- Linkages to rural communities need to be connected to the City of Rochester. The system should be more integrated. There is currently infrequent service.
 - Bill Carpenter responded that rural connections are expensive, but that RTS is making the effort to improve them. The dilemma is that people want more service throughout the entire system.
- How can my design firm on East Ave. in Rochester get involved? How can the Autism Community become involved?
 - Christopher Dunne responded that Meeting-In-A-Box is an option and that the individual should share his contact information with RTS or Highland Planning staff to facilitate that process.

- There needs to be a connection between Amtrak and inter-city buses and the schedules should be synced.
 - Christopher Dunne answered that improving multi-modal connections was a core element of the Reimagine RTS process.
- Is RTS looking to other cities for best practices?
 - Christopher Dunne answered that the consultant team is looking at national and international best practices, mentioning the discussion of Germany's transit system at the Community Advisory Committee meeting on October 11th.

V. Activity Stations

Following the presentation and Q&A session, attendees provided input using five stations around the room.

A. Cardstorming

This activity asked participants to respond to the prompt “In my opinion, the greatest opportunity and biggest priority for Reimagine RTS is to _____.” Participants made comments under the categories of amenities, climate change, clarity, connection, culture, frequency, involvement, land use, technology, ridership and social responsibility.

In the cardstorming exercise, participants responded to the prompt below by writing answers on Post-It notes of different colors and sticking them to a large board. During this process, the facilitator arranged the answers by category to reflect which ideas share common themes. The results of the exercise are included below:

Prompt: “In my opinion, the greatest opportunity and biggest priority for Reimagine RTS is to...”

- Amenities
 - Pre-board punch validators; boarding, validate/pay on board (as in Germany, Berlin, etc)
 - Roll on, low doors for bikes, not just in the front on the rack; It's safer and faster!
 - Do stops have to be only at signs?
 - System for where I want to get off and tell when I'm there – take the stress out of it (kind of like an elevator)
 - Police on bus
 - App includes trip information during ride (also wifi-on-bus and USB charging to facilitate connection)
 - Separate the school buses from the regular city travel
- Climate change

- Climate change big thinking
- Make a transit system in line with the challenges of our time, driving down GHG emissions and providing equal opportunity to all people in the community
- Reduce GHG emissions by switching to electric buses (as you're already doing) and making it easier for people to leave their cars at home
- Electric streetcars on most popular routes
- Clarity
 - Predictability of service; every 10-15 minutes for high frequency routes and every 30-60 minutes for low frequency; system is too complicated
 - Streamline your time tables year-round!
- Connection
 - Crosstown routes to connect neighborhoods (avoiding downtown); South/North Goodman
 - Expand commuter rail service from Batavia to Lyons on the CSX mainline
 - Be a catalyst to improve Amtrak and Greyhound
 - Crosstown Transit Center makes no sense
 - Bus or shuttle to Finger Lakes
- Culture
 - Make bus transit appealing to and practiced by Middle Class (a.k.a. those who can choose private car vs. public transit)
 - Create a community where people choose to live a car free or "car lite" lifestyle
 - Create a system that entices people to try the bus – it's scary to new users – have better utilization of social media
 - Promote health benefits of public transit; less pollution, more activity by riders
 - Constant influx of disruptive, loud, unruly kids
- Frequency
 - Match buses frequency to jobs, medical, shopping and where people live
 - More frequent service in dense, urban areas and less service in sprawling areas (+1)
 - Increase frequency to increase ridership
 - Stop bonus checks and put money towards frequency of buses
 - Increase frequency to make regular ridership easier
 - More frequency in urban core; county sales tax to fund suburbs
 - Stop the suburban focus. Makes no sense. Frequent service in the city.
- Involvement
 - How are Sr. citizens going to be engaged in the process?
 - Engage potential stakeholders who don't know how instrumental transit is to them
 - Catalyze rethought among others to create greater possibilities for ReimagineRTS #feedbackloop
 - Equal opportunity to all members of community

- Officially having all neighborhood resident based organizations [sic] are required to be at the table for all processes and decisions
- Land Use
 - Transit-Oriented Development (TOD) could steer new businesses and residential to locate near existing routes. Several communities are doing vision plans that include TOD. Work with them one-on-one. They have a lot to offer.
 - Greatest opportunity: help to end car dominance and shift the sprawl paradigm; priority: stop chasing sprawl and focus on the city and areas that can actually be served properly
- Ridership
 - Always try to look for more customers.
 - Figure out how to increase ridership = more \$ = improvements = more ridership
 - Start by reimagining that ridership can be increased! Increased public patronage enables increased frequency and coverage! Sell the public on the benefits of mass transit.
 - Try to create 2 or 3 “PODS” where people get to work and everywhere by RTS service
- Technology
 - Stream lining the technology used to find out where a bus is
 - Better utilization of social media (RTS social media presence right now is kinda sad...)
 - Look into wi-fi on buses to make trips more attractive
- Social Responsibility
 - Become mandated reporters
 - Protecting children from clear, frequent acts of physical abuse (domestic violence); become mandated reporters; more police presence on buses; disruptive unruly HS kids

B. Budgeting Exercise

Participants were asked to divide \$10 between eight transit system priorities. Participants allocated the most money to “Frequent service” and the least to “More service hours.”

Enhanced Rapid Bus	\$28
Expanded Coverage	\$17
Frequent Service	\$59
Faster, More Direct Trips	\$33
30 Min. or Less Wait Time	\$20
Access to Jobs Downtown	\$25
Additional Service Hours	\$11
Multi-Modal Connections	\$27
Total	\$220

- Needs extended service hours earlier or later (pink)**
- Poor amenities (orange)***
- Bus is always late (yellow)
- Other (black)****

*While red pins were intended to denote a location that has no service, based on the fact that many participants placed these pins along existing routes, we can infer that “Lack of service” was often interpreted as “insufficient service” or “infrequent service.” When grouped with the purple “Infrequent service” pins, roughly 40 of the 90 pins denote areas with infrequent service.

**Denoted by star icon for clarity in digital map

***Denoted by diamond icon for clarity in digital map

****Denoted by question mark for clarity in digital map

D. MetroQuest Survey

This station included eight laptops/tablets at which attendees could use to take an online survey. Seventy-six (76) participants took part in the survey on the day of the Information Session, nearly twice the average number of surveys taken per day since the site’s launch and through October 28th.

E. RTS customer service

This table staffed by Megan Morsch (RTS), and provided answers to questions for RTS customers and meeting attendees.

Appendix A: Meeting Participants

Abby McHugh-Grifa, Rochester People's Climate Coalition
Adam Smith
Alex Kone, Genesee Transportation Council
Allan Odell
Anita O'Brien, Rochester Accessible Adventures
Antonio Cruz
B. Connor, Deaf Community
B. Jores (illegible)
Bill Baum
Bill Collins, Maplewood Neighborhood
Bonnie Cannan, NorthEast Community Neighborhood Council
Brendan Ryan, Reconnect Rochester/RCA
Brian Padalino
Christine Corrado, Reconnect Rochester
Damon Mustaca, Medical Motors
Daryl Odhner
Deanna McManus
Debra Kosinsk
Douglas Fisher
Ed Cramp
Gary Bogue
George VanArsdale
Heather O'Donnell, Rochester People's Climate Coalition
J. Belli
J. Matthews (illegible)
James R. Hamblin
Janay Smith
Jason Belicove
Jason Haremza
Jason Partyka, Reconnect Rochester
Jay Lambrix, SUNY-ESF Student
Jeff C (illegible)
Dan Dean
Jennifer Sutherland
Jim Fraser, El Camino Community
Jim Roose, Monroe County
John Kreckel, Office of Congresswoman Slaughter
John Lam, Reconnect Rochester
Joseph Becker, Urbinnovations
Joshua Colon
Joshua Derrick
Justin Micillo

Karen Murray, Action for a Better Community
Karen R., Bailey (illegible)
Kate Richardson, University of Rochester
Kevin Bradford, US Security Associates
Kevin Johnson, Action for a Better Community
Kevin T. (illegible)
Lenora Kelly (illegible)
Lucinda Taltan, Lifetime Assistance
Luther Saint-Jay (illegible)
Mary Boyer
Mary Lupien, Rochester People's Climate Coalition
Melissa Baxter, Young Urban Preservationists
Michelle UlropNancy Middlebrook
Pam Bennett
Pamela Loughridge, Public Defender's Office
Shirley Bond, Rochester Alliance of Communities Transforming Society (Roc/ACTS)
Steve Newcomb, Monroe County Office for the Aging
Sue Farrell
Susan Levin, Reconnect Rochester
Theresa McGowan, Rochester People's Climate Coalition
Tom Kicior
Veronica Wilson
Vicki Smith
Vincent Tucker
Yosman Rucker

RTS Staff:

Bill Carpenter
Maggie Brooks
Tom Brede
Megan Morsch
Julie Tolar

Consultant Team:

Christopher Dunne, Highland Planning
Susan Hopkins, Highland Planning
M. Andre Primus, Highland Planning
Jen Topa, Highland Planning
Tanya Zwahlen, Highland Planning

Appendix B: Unabridged Poll Everywhere Results

1. How often do you take the bus?

Response Options	Count	Percent
Every day	6	17.65%
3 – 5 times a week	10	29.41%
Once a week	1	2.94%
A few times a month	3	8.82%
Seldom	7	20.59%
I never ride the bus	7	20.59%
Total Responses	34	100.00%

2. Where do you take the bus?

Total Responses	84
Unique Participants	33

Responses:

Downtown Rochester

- Downtown
- Main and exchange
- Downtown
- To work
- Downtown
- City hall
- Downtown
- Main
- Downtown festivals, Eastman School of Music, East End
- Downtown
- downtown
- To Downtown, Wegmans East Avenue, sometimes transfer to Monroe Avenue or South Avenue buses; Originating on Park Avenue #31And back.

“Everywhere”

- everywhere I have to go. i travel mostly along monroe, east and university. however i travel to most parts of the city
- nearly everywhere
- nearly everywhere
- i depend on the bus for everything including entertainment venues
- Everywhere in Monroe County, especially Henrietta, Fairport, Penfield, and Pittsford.

Home

- near seabreeze from henr
- Home(sw)-Work(dwntwn);wegmans-east ave

Medical Appointments

- To my Doctor's office just outside the city
- Strong ties
- Goodman & East Ridge, LaGrange & Ridgeway, RGH, Unity Hospital.

Lack of Service

- I live near Roberts Wesleyan College in Chili so I can't take a bus
- I'd like to go to Perinton Recreation
- It would amazing to have bus stops along Durand beach .

Recreational Opportunity

- I also frequently go to Ontario Beach Park during the summer months.
- Adams Street R Center
- Frederick Douglass R Center
- The beach

Rochester Neighborhood

- Southwedge
- Hungerford Building
- Swillburg
- Beechwood
- Friend's house off of St. Paul
- Maplewood neighborhood
- South Wedge
- West Ave
- Cascade district
- Highland Park neighborhood
- From home to monroe avenue, and park avenue line mainly . there needs to be regular schedule to brockport , including more stops in the village on main st
- Hungerford Complex

- Hungerford
- Monroe and highland
- Highland to south
- Culver/University
- Monroe and Park Av. In to downtown and out to Wegs and Pittsford

School

- South Avenue after transfer to Strong / University of Rochester Medical School
- Collegetown/U of R
- UR
- Price Rite University
- Teen takes it to/from SOTA every day
- RIT

Shopping

- Wegmans East Ave
- When I visit the malls.
- Wegmans
- To go shopping
- Wegmans East Ave
- Public Market
- Ride the bus to Henrietta for shopping
- Shopping perington.....fairly Egypt fair port

Suburb

- Chili Center
- Pittsford
- Erie Canal Boat Company in Fairport
- Victor
- Batavia
- Penfield 4 corners except I can't on Sunday
- East Rochester
- Fairport
- Pittsford Village

Transit Connections

- Amtrak
- The airport
- Airport
- RTS Transit Center
- I've taken it from the Rochester Greyhound station to RTS
- Transit Center

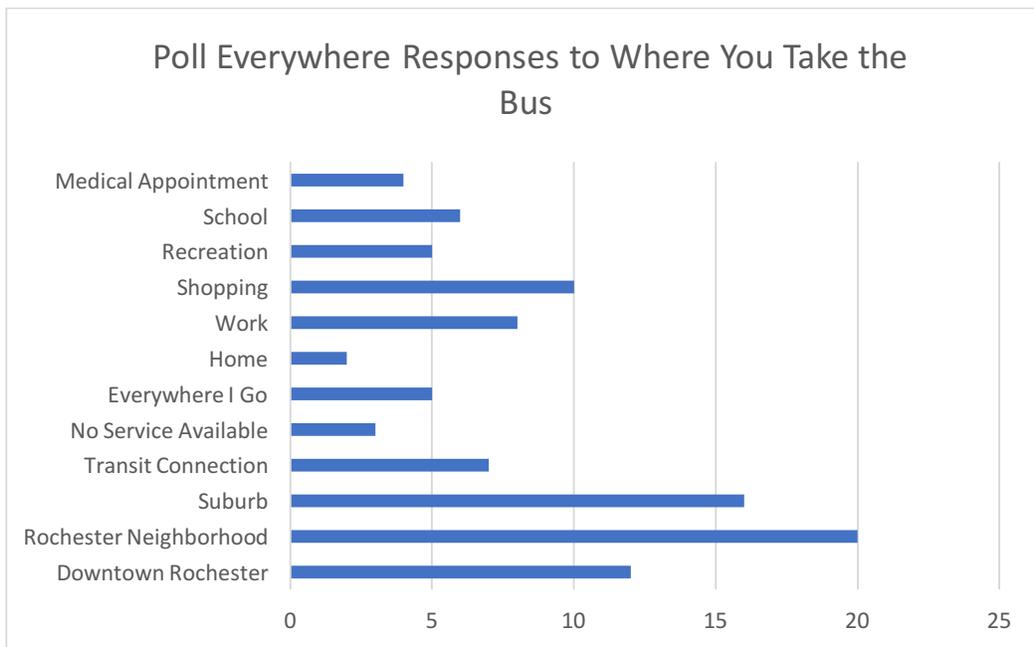
- Amtrak and Greyhound Bus Stations

Work

- Work
- Work
- Here representing those that take it to work
- Work (downtown)
- To work- 10 Gibbs street
- Ride the bus to Pittsford for work
- Work-Alleson Brighton Henrietta Townline rd

Miscellaneous

- All other use is essentially random
- Urmc



3. What is the most pressing problem that needs to be addressed by Reimagine RTS?

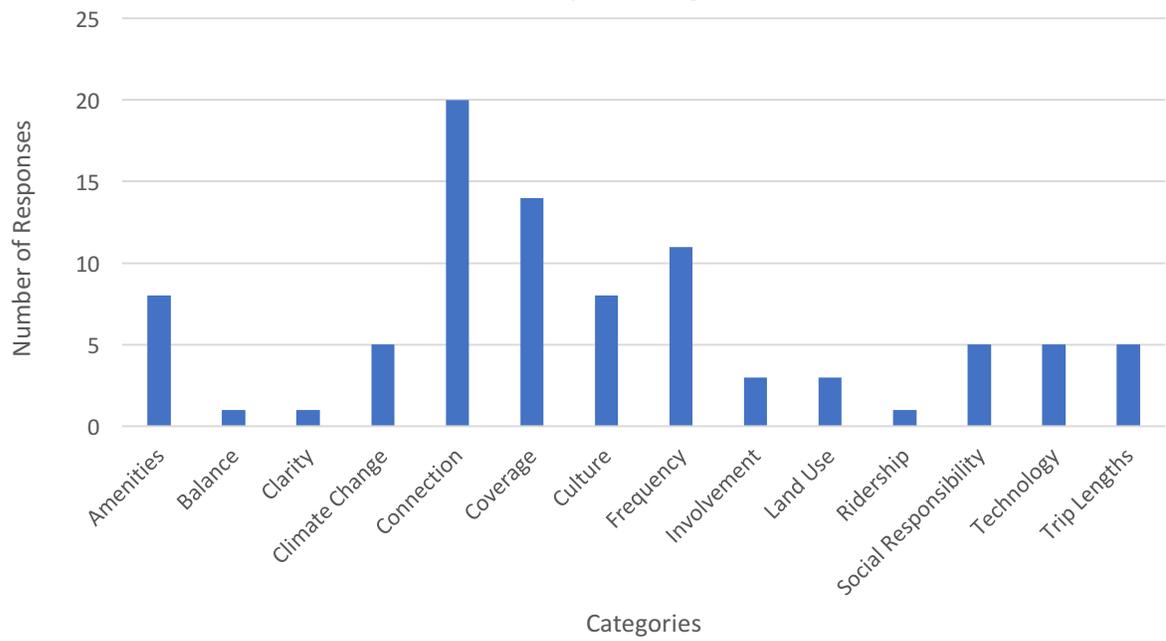
Total Responses	95
Unique Participants	35

- 7/10 mile to walk to stop when at the same time that bus goes right past where I started from-work
- ADA compliant bus stops
- Addressing overwhelmingly car-centric infrastructure here in Rochester.
- App is inaccurate
- Better bus pass options
- BRING BACK TRANSFERS!
- Bus drivers repeatedly will see me waving that I am headed to get on bus, and almost at bus, then drive right by while pretending not to see me
- Bus times should be no longer than 2x than taking a car.
- Buses arriving earlier than the app/text function tells you
- Buses do not run frequently enough!
- Child abuse incidents and mentally ill making threats on bus . if a man was hitting a woman or any combination of such, the bus would be stopped, cops
- Connecting RTS with Amtrak
- Connections to bike trails
- Consider community recreation centers and ensure frequency and coverage
- Coverage in the suburban areas—especially point-to-point routes rat
- Coverage is useless
- Coverage!!
- Creating a system that everybody, regardless of socioeconomic background, wants to use.
- Crosstown
- Crosstown routes
- Crosstown routes
- Crosstown routes! Every bus should not go downtown
- Cut service from Webster
- Dirty buses
- Do away with hub model
- East west crosstown
- East-West Routes on the north side of the city.
- Focus on areas where density supports transit
- Focus on the city instead of suburbs
- Frequency
- Frequency
- frequency
- Frequency
- Frequency
- Frequency frequency frequency
- Frequency of busses.
- Gas fumes

- Getting people to and from work
- Global warming and dependence on fossil fuels
- Good to have RTS meetings at 55 St. Paul instead of inaccessibly at RTS Garage on East Main
- Greenhouse gas emissions and climate change
- Greenhouse gas emissions. We need all electric buses.
- The bus storage, overcrowding, cleaning sidewalks, more buses at nights and on weekends, neighborhoods to be at the table for decision making,,,
- Henrietta, Greece and Irondequoit need better coverage
- I hate that I have to go ALL THE WAY TO THE TRANSIT CENTER
- I want to go to RIT
- If RTS does not focus on frequency this will be a waste of time
- Increasing ridership
- inflexible adaptation to construction
- Infrequent service
- Larger radius
- Less service south of Jefferson Road and Marketplace Mall in Henrietta.
- Loud music from people
- Low frequency of service
- Main
- Make the colleges more connected
- Making transit as /more convenient than driving car to drive up ridership= significant step towards reducing GHG emissions
- Meandering routes
- Meeting needs of those who depend on t
- misinformation and inaccuracy in Where's My Bus
- More amenities at stops! Shelters and benches.
- More service in Webster
- Need a balance of frequency and coverage throughout Monroe County. Especially in Henrietta, and for routes with less service, on the weekends and holidays!
- Need more service in Henrietta especially!!!
- No human interaction for addressing problems
- No transfer!
- Perhaps make hub transfer stations not just all the way downtown
- Return Clinton and highland. Stops both ways.!
- RIT
- RTS needs to link with its neighboring counties besides with Ontario, Wayne, and Livingston Counties. RTS Monroe needs to have a linkage with RTS Genesee
- Safety at all stops. Such as lighting and phones.
- Safety. If they threaten your life they can walk everywhere/
- Screw suburban
- Security officers at transit center profile

- Separate school bus timetables from regular time tables
- Sharing buses with unsupervised high school students
- Shorten length of trip
- Snow removal at bus stops
- South Avenue after transfer, to Strong / University of Rochester
- Stop focusing on chasing sprawl
- Talking on phone...loudly
- The APP and WMBTEXT are inconsistent
- The bus stops and how they aren't maintained, especially in winter. Bus stops with no coverage at all.
- The busses to Egypt, Perinton
- The seasonal change to the routes
- the spoke and wheel system is time consuming and doesn't work
- too much time spent in transit
- Training in high school for suburban students so they become comfortable with using bus system
- Transfer issues
- Transit center could be a lot more comfortable
- Transit times are absurdly long.
- Wegmans East ridge
- Where is customer service?
- Where the bus stops are on u of r is just ridiculous, it's WAY too far to walk from strong ER and even main part
- WiFi not offered at transit center

Poll Everywhere Responses to Most Pressing Issue That Needs to Be Addressed by Reimagine RTS



Appendix C: Comment Forms

Comment Card #1

- Run buses on major arterials more frequently
- Expand the network to create more connections that cross E-W w/out requiring a stop @ the terminal
- Make the suburbs more interconnected (e.g. more direct routes between 12 corners in Brighton to RIT in Henrietta)
- Connect the colleges on a circuit route
- Add a FREE shuttle between the terminal + the train/intercity bus station
- Outlets in the transit center for recharging devices – on buses too!
- Have “where’s my bus” app should be able to save favorite routes/destinations
- “where’s my bus” should also function as an electronic buspass, similar to ApplePay
- connect better w/ airport - link airport + train more directly w/ college campuses

Comment Card #2

- Please start by re-imagining that ridership can be increased – that the public can be convinced that mass transit is a viable and pleasant alternative.
- Increased patronage enables increased coverage and frequency.

Comment Card #3

- Bus from Amtrack (sic) station to Transit Center, an essential functional component for any metro public transit system
- Need more overt bi-lingual options re communications
- Need to have push-in meetings @ cmtty centers, places of worship, YMCA, libraries, shelters

Comment Card #4

- I lived in Brno, Czech Republic – lived and worked. Their system had 3 hubs rather 1 and I was able to get wherever I needed to go without backtracking as I often have to do having to go downtown to transfer. I could get anywhere I needed to go in a city about the size of Rochester in 20-30 minutes. The system was so easy to use I never even saw a bus (tram) schedule. Here I have to have ½ a day to go anywhere outside of my busline and plan at least a day ahead. This system is a massive stressor. Theirs was a delight. I loved not having a car.
- I also agree with a comment made about looking at statewide/countywide systems. In Europe I could go just about wherever I wanted on public transit. It encouraged me to travel more and participate in the community/events more as it was so easy to get

around. Good transit is good for the economy! I'd rather stay home in the evening than deal with the bus system.

Comment Card #5

- Extend service to Roberts Wesleyan College in Chili. It's the only college in the County not served by bus and I live along Buffalo Road so I can use the bus rather than drive to the Elmgrove/Buffalo stop.

Comment Card #6

- Meadowbrook Farms + Roberts Wesleyan College both want a bus to N. Chili. Use to have one to Churchville as well. Many new houses/apts/businesses

Comment Card #7

- (1) Other (push pins): Bus stop at goodman/highland – no sidewalk – just grass. No ADA access to our most popular park from Rte 53.
- (2) Crosstown routes goodman st. route connecting Brighton, Highland Park, Swillburg, Monroe, Park Ave, Nota Public Market, etc.
- (3) App and RTS TC gates are inaccurate. If you trust them you miss busses. Need heavier emphasis on GPS.
- (4) don't need stops every block
- (5) Increase ridership for people who "choose" to ride -> make more \$ -> improve system (freq/routes) -> Increase ridership -> repeate (sic)

Comment Card #8

- Better frequency (10 min. headways city and inner suburbs) less coverage
- Full weekend service to Penfield 4 Corners, Eastview Mall
- More frequent service between Downtown & RIT
- Make it possible to get to Geneseo by transit – there is no coordination between RTS Monroe & RTS Livingston.
- Stop crying poor – other regions have taxed themselves to fund better transit. Propose a quarter cent sales tax increase for better mobility.

Comment Card #9

- For transparency & trust in the process we should be able to see all those groups/individuals who are at the table for ReImagine RTS advisory committee/focus groups/consultants etc.
- This would also help identify gaps in groups not represented at the table.

Comment Card #10

- I think collaboration with all other transit options will be pivotal in how any structure can change. Also contacting other cities across the country who have already restructured to find out what worked well and what hasn't would prove most beneficial in how we can best move forward. Also keep a fine tuned (sic) ear to your long standing frequent customers and those that rely on RTS to get around.

Comment Card #11

- Re: wrapped buses – At night it's difficult to see out in order to identify my stop at night – especially with the darkened windows. This makes it very easy to miss my stop.

Comment Card #12

- Get people from the city out to the country. Meet each other. Don't be scared no more. If you can't do this, start up the train again. Transportation in any way possible w/ no money – the millennials are not the underprivileged. Make one route possible to get people out of isolation for starters. You get subsidized – create a path. Maybe Mr. Gosilano will help get the underprivileged out of isolation... thx.
- P.S. We are all good inside our hearts – we just forgot.

APPENDIX D

METROQUEST SURVEY

The following images are screenshots of the five MetroQuest survey screens: the Welcome screen, Priority Ranking screen, Scenario Rating screen, Map Marker screen and Wrap Up screen. Additional text displayed by clicking or answering prompts is not displayed in these screenshots. For an unabridged demonstration of the survey, visit <https://reimaginerts-demo.metroquest.com>.

Reimagine RTS – Rochester NY

Progress

1 Reimagine RTS

WELCOME!

Welcome to the Reimagine RTS Survey
Regional Transit Service of Rochester, NY would like your input to help shape our future transit system!

[Begin](#)

YOUR PRIORITIES
YOUR IDEAL SYSTEM
YOUR MAP
ABOUT YOU

What is Reimagine RTS?
Reimagine RTS is a study that will explore changes to the RTS transit system to better meet the changing needs of the region. It focuses on transit service within Monroe County, including Rochester and the surrounding suburbs.

Reimagine RTS – Rochester NY

Progress

2 Priority Areas

WELCOME!

YOUR PRIORITIES
YOUR IDEAL SYSTEM
YOUR MAP
ABOUT YOU

Order your top 3 items
↑ above this line ↑

- Faster, more direct trips
- Enhanced rapid bus
- Additional service hours
- Expand coverage
- Jobs outside downtown
- Frequent Service
- Multi-modal connections
- 30 min or less wait time

Reorder these priority areas to help us understand what service improvements would encourage you to ride RTS more often. You can click on each priority area for more information.

Please drag 3 of the items above the line in your preferred order.

3 **Transit System Types** What to do Next Task

WELCOME! 2 YOUR PRIORITIES 3 YOUR IDEAL SYSTEM 4 YOUR MAP 5 ABOUT YOU

Status Quo Frequency Focused Coverage Focused Balanced Network

Status Quo
Maintains existing service.

Please rate this scenario:
★ ★ ★ ★ ★
Optional Comment

No priorities selected, at random:

- Faster, more direct trips
- Enhanced rapid bus
- Additional service hours
- Expand coverage
- Jobs outside downtown

Worse than today Better than today

Legend

4 **Challenges and Opportunities** What to do Next Task

WELCOME! 2 YOUR PRIORITIES 3 YOUR IDEAL SYSTEM 4 YOUR MAP 5 ABOUT YOU

Please drag and drop at least 3 markers on the map.

Home Destinations Challenges Successes Other Comments

Map data ©2018 Google, Terms of Use, Report a map error

1

2

3

4

5

About You

? What to do

WELCOME!

YOUR PRIORITIES

YOUR IDEAL SYSTEM

YOUR MAP

ABOUT YOU

Final Questions (Optional)

What is your age?

Are you a current RTS customer?

Are Currently Employed?

What is your home Zip Code?

Provide your email or phone # to get updates.

How did you hear about this survey?

Submit Final Questions

Skip

Thank You!

Your input will help improve our transit in our community. Stay tuned for more opportunities to get involved over the coming months.

Please visit our [project website](#), connect with us on [Facebook](#) or follow us on [Twitter](#).



Priority Ranking Screen Data Summary

Priority	Average	Rank
Faster, more direct trips	1.85	1313
30 min or less wait time	2.03	1286
Frequent Service	1.93	1086
Expand coverage	1.97	879
Additional service hours	2.04	817
Jobs outside downtown	1.97	689
Enhanced rapid bus	2.14	561
Multi-modal connections	2.2	356

Scenario Rating Screen Data Summary

System	Rating	Count
Balanced Network	1	105
Coverage Focused	1	370
Frequency Focused	1	189
Status Quo	1	418
Balanced Network	2	160
Coverage Focused	2	370
Frequency Focused	2	255
Status Quo	2	391
Balanced Network	3	488
Coverage Focused	3	472
Frequency Focused	3	434
Status Quo	3	699
Balanced Network	4	593
Coverage Focused	4	385
Frequency Focused	4	558
Status Quo	4	401
Balanced Network	5	541
Coverage Focused	5	294
Frequency Focused	5	516
Status Quo	5	387

Map Marker Screen Data Summary

Marker	Total	Comments
Home	1945	0
Destinations	3567	841
Challenges	1693	902
Successes	766	221
Other Comments	395	301

Marker	Question	Answer	Count
Challenges	Challenges Q1	Bus is always late	78
Challenges	Challenges Q1	Extend Service Hours earlier or later	105
Challenges	Challenges Q1	Infrequent Service	288
Challenges	Challenges Q1	Lack of service	367

Challenges	Challenges Q1	Other	266
Challenges	Challenges Q1	Poor Amenities	92
Destinations	Destinations Q1	Recreation	308
Destinations	Destinations Q1	Restaurants	209
Destinations	Destinations Q1	School	175
Destinations	Destinations Q1	Shopping	349
Destinations	Destinations Q1	Work	995
Destinations	Destinations Q1	Personal Business	269
Destinations	Destinations Q1	Medical	171
Destinations	Destinations Q1	Groceries	182
Home	Home Q1	How long have you lived here	1
Home	Home Q1	15 Years	539
Home	Home Q1	510 years	224
Home	Home Q1	Less than a year	244
Home	Home Q1	Over 10 years	430
Successes	Successes Q1	Other	54
Successes	Successes Q1	On-Time	133
Successes	Successes Q1	Frequent service	158
Successes	Successes Q1	Good amenities bus stops signs, etc.	131

Marker Type	Count
S4_P1_T0_Home	524
S4_P2_T0_Destinations	2471
S4_P3_T0_Challenges	1247
S4_P4_T0_Successes	462
S4_P1_T0_Home	166
S4_P1_T0_Home	1255
S4_P2_T0_Destinations	399
S4_P3_T0_Challenges	320
S4_P2_T0_Destinations	697
S4_P3_T0_Challenges	126
S4_P4_T0_Successes	34
S4_P5_T0_Other_Comments	281
S4_P5_T0_Other_Comments	14
S4_P5_T0_Other_Comments	100
S4_P4_T0_Successes	270

Wrap Up Screen Data Summary

Question	Answer	Count
Are Currently Employed	No	514
Are Currently Employed	Retired	112
Are Currently Employed	Yes Full Time	1352
Are Currently Employed	Yes Part Time	353
Are you a current RTS customer	No	626
Are you a current RTS customer	Yes	1697
How did you hear about this survey	Advertisement	322
How did you hear about this survey	Community Organization	433
How did you hear about this survey	Facebook Twitter or myRTScom	260
How did you hear about this survey	Friend/Family Member	152
How did you hear about this survey	Local Event	283
How did you hear about this survey	News Media	188
How did you hear about this survey	Posters on Bus or at Transit Center	420
How did you hear about this survey	RTS Email Newsletter or SMS Text Alert	197
What is your age	25 and under	365
What is your age	26 to 40	747
What is your age	41 to 60	967
What is your age	61 to 80	267
What is your age	80 and over	6
What is your home zip code	05201	1
What is your home zip code	12054	1
What is your home zip code	12151	1
What is your home zip code	12345	1
What is your home zip code	14020	2
What is your home zip code	14058	1
What is your home zip code	1406	1
What is your home zip code	14123	1
What is your home zip code	14212	1
What is your home zip code	14217	1
What is your home zip code	14221	1
What is your home zip code	14262	1
What is your home zip code	14414	3
What is your home zip code	14416	2
What is your home zip code	14420	18
What is your home zip code	14424	4
What is your home zip code	14425	4
What is your home zip code	14428	7
What is your home zip code	14432	1
What is your home zip code	14445	15

What is your home zip code	14450	49
What is your home zip code	14453	1
What is your home zip code	14454	1
What is your home zip code	14458	1
What is your home zip code	14460	2
What is your home zip code	14464	5
What is your home zip code	14465	1
What is your home zip code	14467	13
What is your home zip code	14468	11
What is your home zip code	14470	5
What is your home zip code	14471	1
What is your home zip code	14472	7
What is your home zip code	14476	1
What is your home zip code	14485	4
What is your home zip code	14489	3
What is your home zip code	14502	5
What is your home zip code	14505	2
What is your home zip code	14506	1
What is your home zip code	14511	2
What is your home zip code	14513	1
What is your home zip code	14514	5
What is your home zip code	14519	4
What is your home zip code	14521	1
What is your home zip code	14522	1
What is your home zip code	14526	21
What is your home zip code	14527	1
What is your home zip code	14534	29
What is your home zip code	14543	3
What is your home zip code	14546	1
What is your home zip code	14559	5
What is your home zip code	14560	1
What is your home zip code	14564	9
What is your home zip code	14565	1
What is your home zip code	14568	1
What is your home zip code	14580	37
What is your home zip code	14586	12
What is your home zip code	14590	1
What is your home zip code	1460	1
What is your home zip code	14600	1
What is your home zip code	14601	2
What is your home zip code	14602	1
What is your home zip code	14604	44
What is your home zip code	14605	80
What is your home zip code	14606	85
What is your home zip code	14607	155
What is your home zip code	14608	113

What is your home zip code	14609	236
What is your home zip code	14610	78
What is your home zip code	14611	131
What is your home zip code	14612	68
What is your home zip code	14613	74
What is your home zip code	14614	7
What is your home zip code	14615	54
What is your home zip code	14616	40
What is your home zip code	14617	46
What is your home zip code	14618	62
What is your home zip code	14619	99
What is your home zip code	1462	1
What is your home zip code	14620	229
What is your home zip code	14621	181
What is your home zip code	14622	29
What is your home zip code	14623	50
What is your home zip code	14624	34
What is your home zip code	14625	17
What is your home zip code	14626	36
What is your home zip code	14627	3
What is your home zip code	14629	1
What is your home zip code	1463	1
What is your home zip code	14697	1
What is your home zip code	14709	1
What is your home zip code	14906	1
What is your home zip code	15525	1
What is your home zip code	15605	1
What is your home zip code	16421	1
What is your home zip code	1906	1
What is your home zip code	32907	1
What is your home zip code	41611	1
What is your home zip code	41623	1
What is your home zip code	4607	1
What is your home zip code	Fb	1
What is your home zip code	I	1
What is your home zip code	R1460	1
What is your home zip code	STFD8	1
What is your home zip code	T1460	3
What is your home zip code	T1461	5
What is your home zip code	T1462	1
What is your home zip code	Tt146	1