

RTS

## Guiding Principles and Project Goals

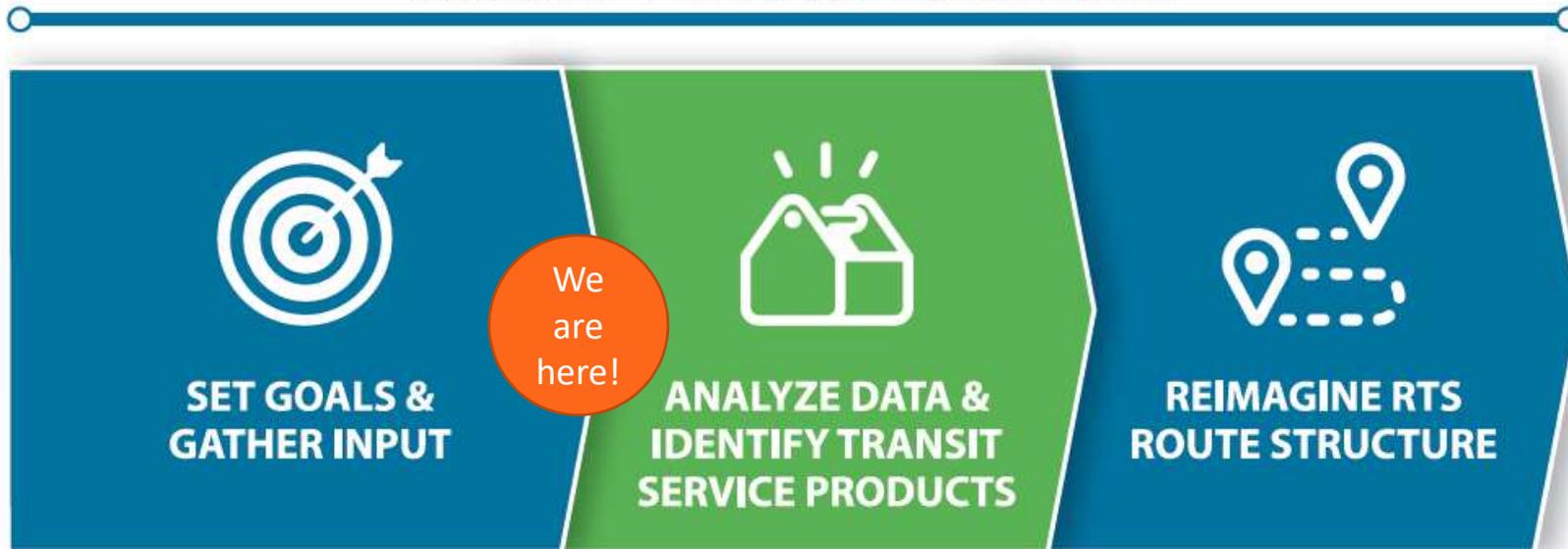
February 2018

# Agenda

- Update on Project Progress
- What We've Heard
  - Community Feedback Collected during Phase I
- What We've Learned
  - Recap of Key Findings
- Proposed Guiding Principles & Goals
- Feedback and Q&A

# Project Timeline

## COMMUNITY OUTREACH THROUGHOUT





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# What We've Heard

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# Phase I Highlights

## 2 Surveys:

- 8,558 Origin/Destination surveys. Approximately 7,000 with geocoded data – 40% more than anticipated
- MetroQuest survey received 3,186 responses, 1,145 comments and 36,175 individual data points.

## 19 Public Meetings & Events:

- 75 people attended the Public Information Session.
- 11 pop-up events were held and roughly 1,400 people participated at 7 different locations across the Greater Rochester area.
- Over 200 people participated in 7 meeting-in-a-box events.

## Online Engagement:

- Over 175 comments were received via Facebook, Twitter and other online media forums. Many used the #ReimagineRTS hashtag.



**More  
Frequency,  
Shorter Waits**

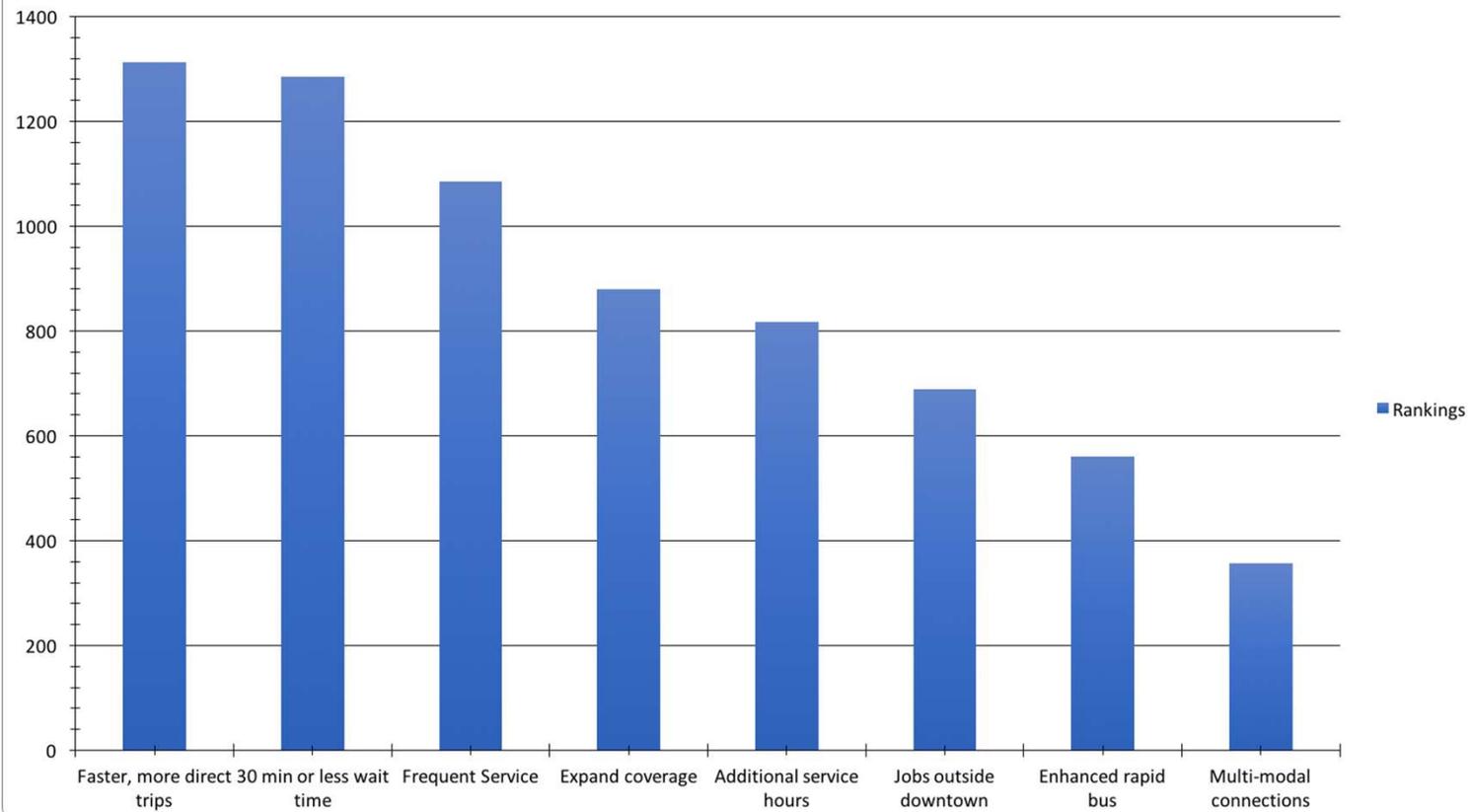
**Additional  
Service  
Hours**

**Faster, More  
Direct Service**

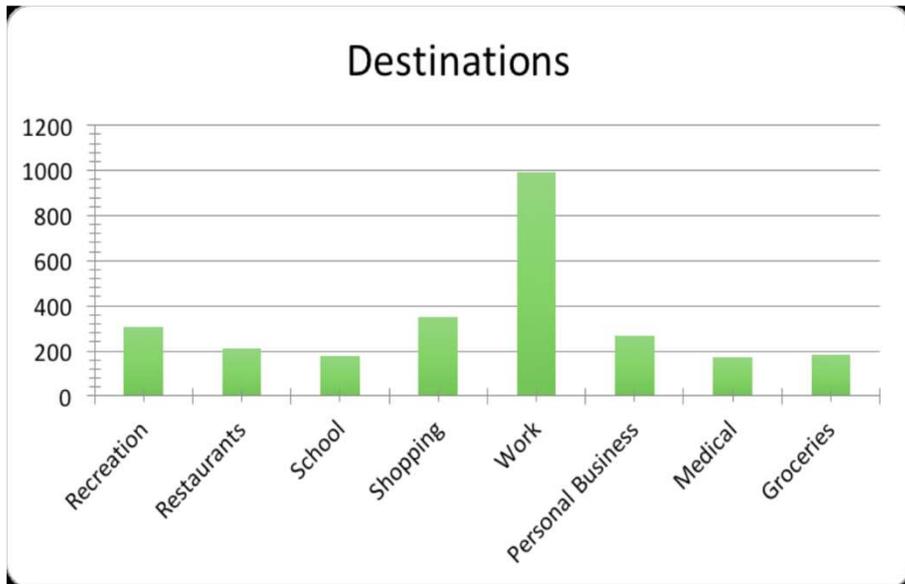
**Connections  
to Jobs**

**Additional Coverage**

MetroQuest Transit Priority Rankings Bar Chart

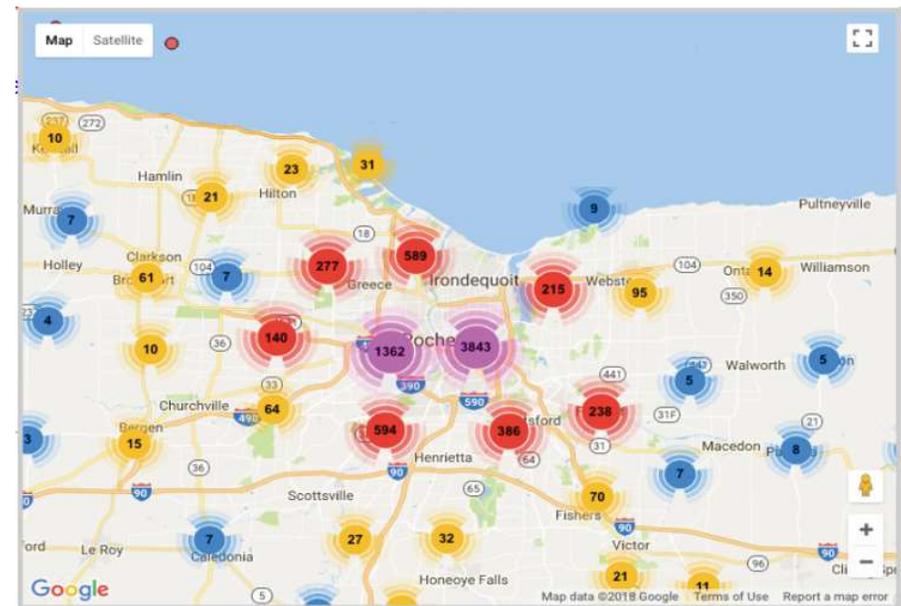


# MetroQuest – Mapping Exercise



Destinations underscored the important role the transit system plays in the regional employment picture.

The map shows 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.





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# What We've Learned

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# Analyze Data and Existing Conditions

## Understand the Market



Demographics



Travel Patterns

## Understand the System



Network Design



Service Operations and Performance

## Understand the Customer



How People Use the System

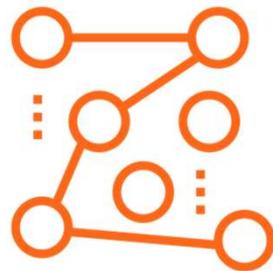


What Influences Ridership

# Understanding the Market



Concentrated areas of transit-supportive densities and populations form the central urban core.



Employment nodes are dispersed throughout the region and oriented around automobile travel. These locations are more challenging to cost-effectively serve with traditional transit.



Low rates of zero-vehicle households despite high poverty rates highlight challenges of relying on transit for mobility.

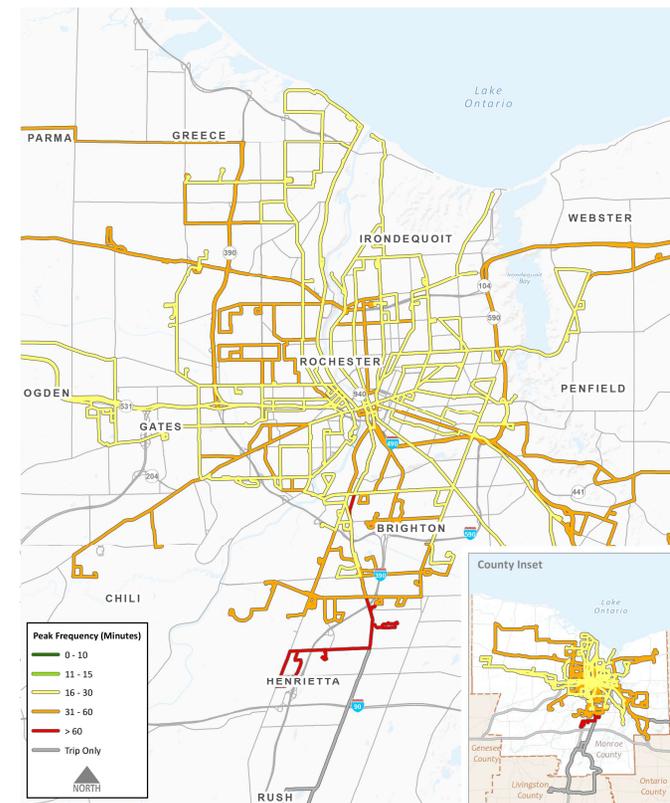


Regional automobile and transit travel patterns illustrate opportunity areas where transit does not currently serve key travel markets.

# Understanding the System

- Hub and spoke network design limits mobility.
  - Customers who are not going downtown are forced to travel out of direction due to lack of crosstown connections.
- No significant differentiation between service tiers.
- Service not frequent enough to support “spontaneous” live-work-play mobility.
- Weekend service availability limits “all-day, all-purpose” utility of network.
- Service that is delivered performs well despite a lack of frequency and network connectivity.

## Peak Frequency

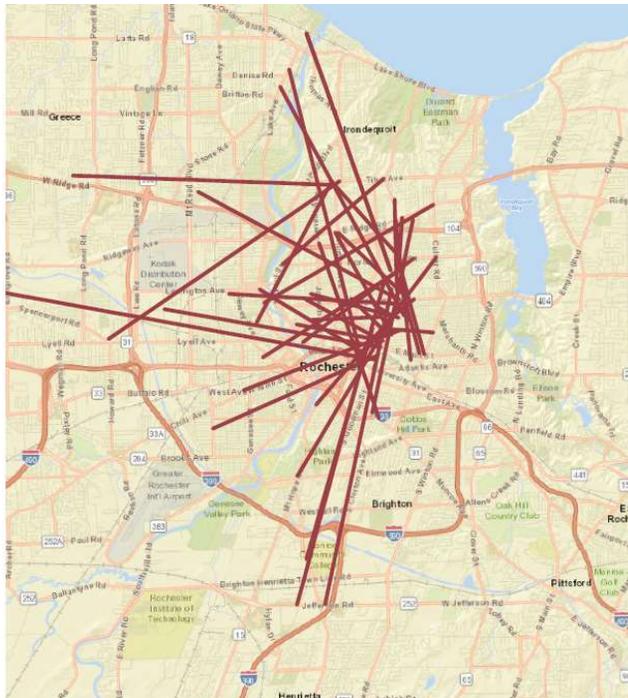


- Origin-Destination Survey Key Takeaways
  - Work is the most common trip purpose for respondents.
  - Most respondents are low income, with annual incomes of \$25,000 or less.
  - Most respondents indicated they are transit dependent.
    - Do not have a drivers license
    - Do not have access to a vehicle
  - Many respondents indicated they had to transfer to complete their trip.

# Understanding the Customer

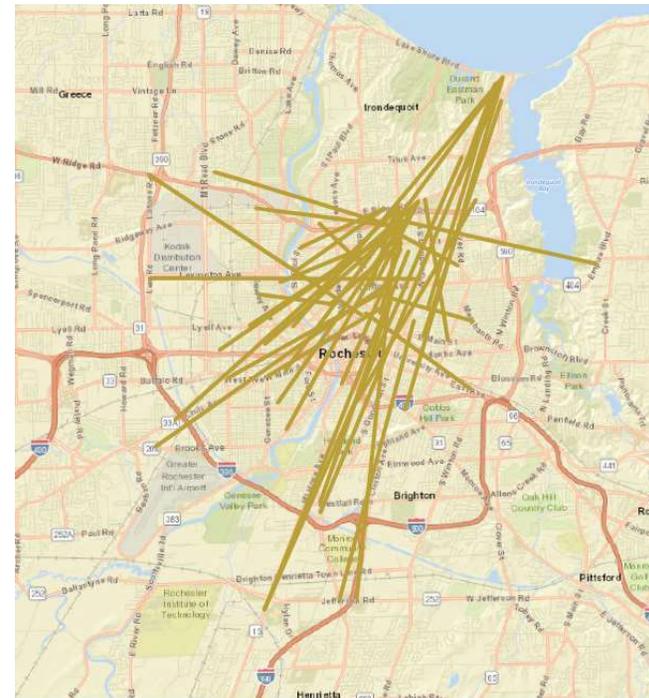
## Weekday

Top O-D pairs for non-downtown destinations



## Weekend

Top O-D pairs for non-downtown destinations



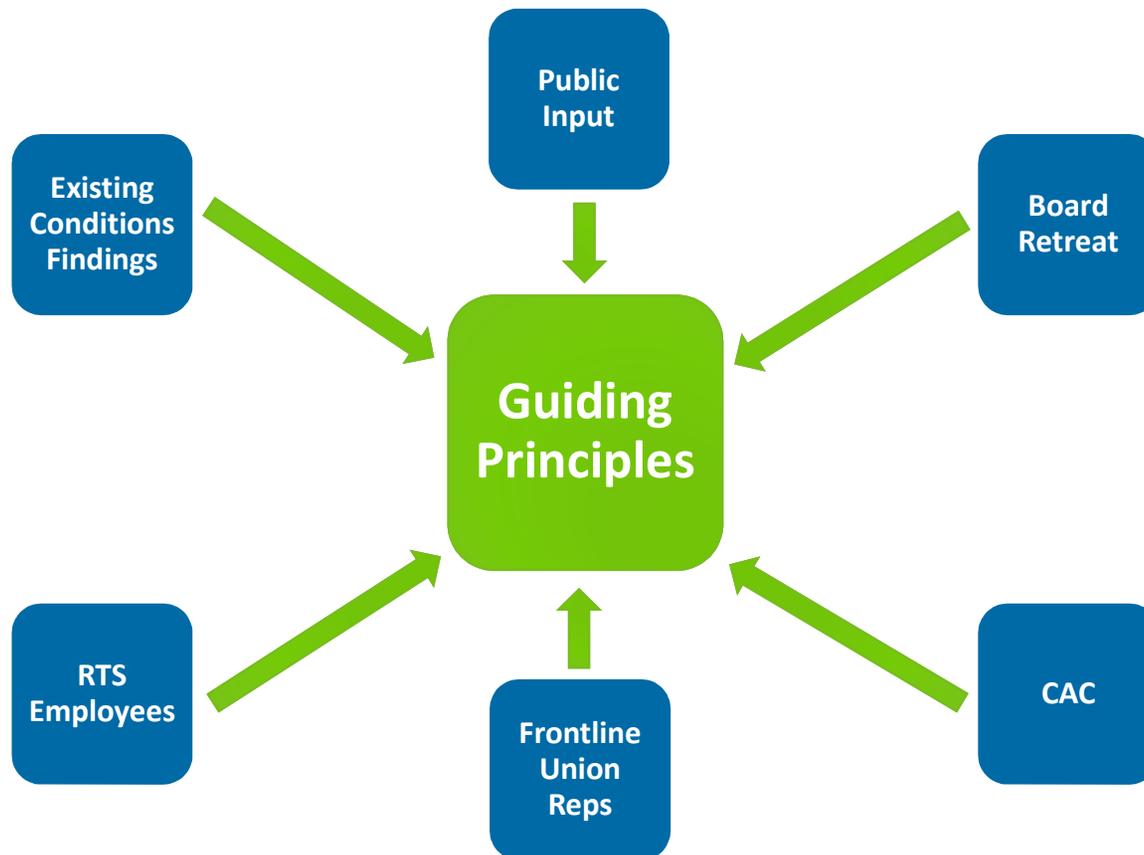


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# Proposed Guiding Principles & Goals

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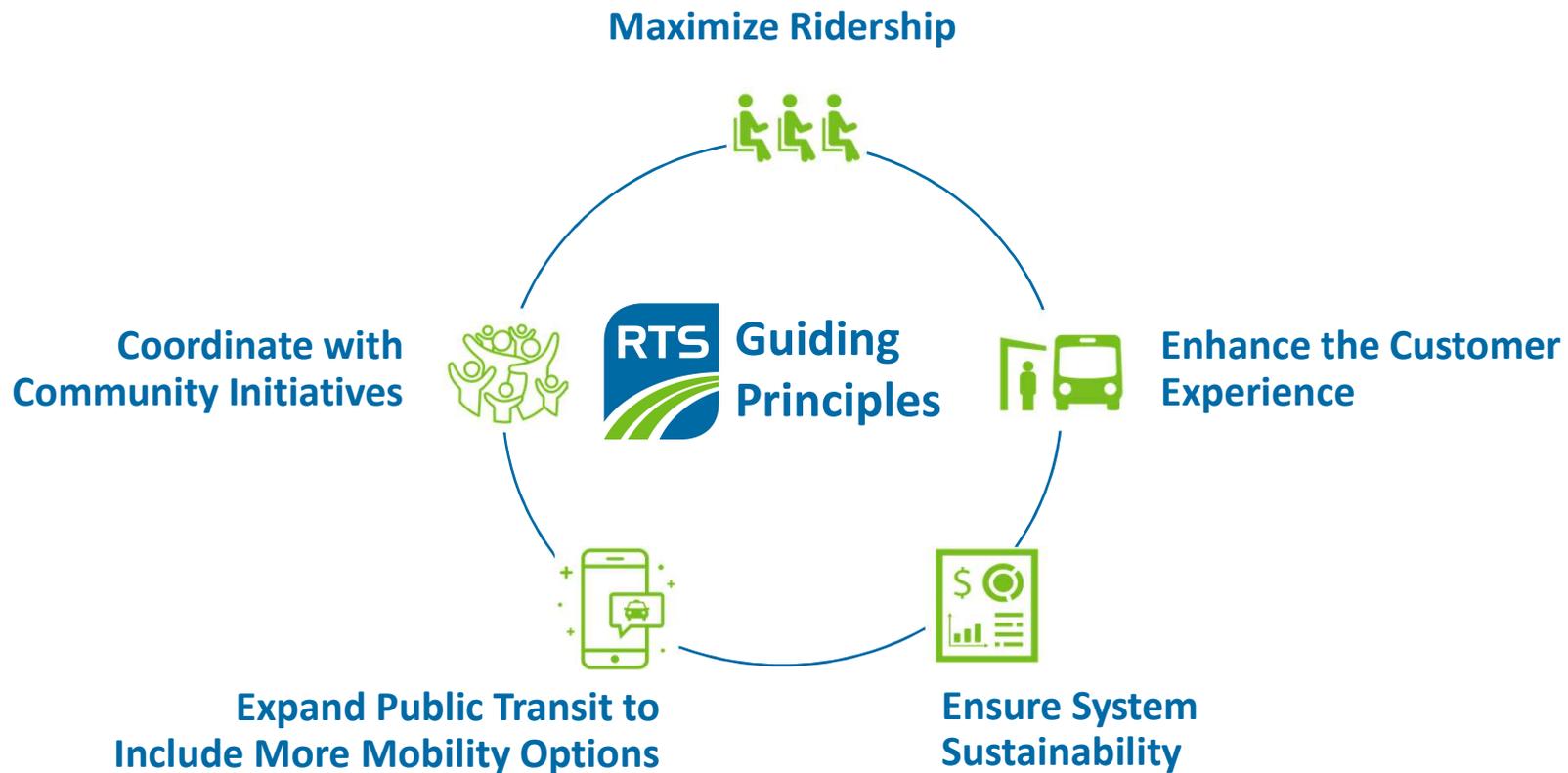
# Developing Guiding Principles



## Definitions

- **Guiding Principles:** What are the plan themes?
- **Goals:** What do we want to accomplish?
- **Performance Measures:** How do we measure success?
- **Targets:** What is our benchmark for success?
- **Actions** (Service Design Principles): What are we going to do to get there?

# Proposed Guiding Principles



# Maximize Ridership

- **Goal:** Increase the number of total boardings
- **Performance Measure:** Passenger counts (APCs)
- **Target:** TBD
- **Actions:**
  - Focus service in areas with high ridership potential
  - Expand the frequent network (15 minute or better)
  - Expand off-peak and weekend mobility options
  - Strengthen network integration for all public mobility options
  - Simplify the system so that it is easy for customers to understand and use



# Enhance the Customer Experience

- **Goal:** Decrease customer wait time
- **Performance Measure:** Percent of service within the frequent network (15 min or better)
- **Target:** TBD
- **Actions:**
  - Expand the frequent network
  - Provide coordinated transfers at key hubs or times of day
  - Provide real-time information for all fixed route and MOD services via handheld devices
  - Provide real-time information at key hubs and transit stop locations



# Enhance the Customer Experience

- **Goal:** Decrease customer travel time
- **Performance Measure:** Calculated travel times
- **Target:** TBD
- **Actions:**
  - Streamline routes and minimize deviations
  - Increase transit priority on major corridors
  - Optimize bus stop spacing and placement
  - Provide more crosstown options and minimize need for downtown transfers



# Ensure System Sustainability

- **Goal:** Decrease the net cost per passenger
- **Performance Measure:** Subsidy per passenger boarding
- **Target:** TBD
- **Actions:**
  - Focus service in areas with high ridership potential
  - Use the 'Mobility Toolbox' to match services to markets
  - Continue partnerships with businesses and institutions to provide cost-effective mobility
  - Coordinate with the city and towns on land use and street design decisions



# Coordinate with Community Initiatives

- **Goal:** Encourage community development around the frequent transit network
- **Performance Measure:** Percent growth in jobs and population within ½ mile of the frequent network
- **Target:** TBD
- **Actions:**
  - Coordinate with the city and towns on land use to increase population and jobs along frequent transit corridors
  - Coordinate with the city and towns on street design and infrastructure to support effective and efficient frequent transit
  - Grow partnerships with businesses and institutions to provide enhanced access to the frequent network using new mobility initiatives



# Expand Public Transit to Include More Mobility Options

- **Goal:** Increase the diversity of services available to customers
- **Performance Measure:** Number of alternative mobility partnerships
- **Target:** TBD
- **Actions:**
  - Complement the fixed-route network with emerging mobility options (Mobility on Demand)
  - Use the ‘Mobility Toolbox’ to match services to markets
  - Provide fare instruments that allow for “fare capping” and integrated network travel
  - Increase availability of non-cash fare instruments both locally and electronically





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# Next Steps

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# Next Steps



**Continue community and stakeholder engagement**



**Establish mobility toolbox (Spring 2018)**



**Develop draft network plan (Spring 2018)**