

June 20, 2012

REGIONAL TRANSPORTATION STUDY

Tompkins, Tioga, Cortland, Chemung, Cayuga, Seneca, Schuyler Counties



In association with: Arch Street Communications

Bronner Group

Jack Reilly

Agenda for Meeting

- Study Recap
- Overview of Demographics
- Common Threads and Trends
- Brainstorming
- Next Steps

RTS Goals to Establish Regional Mobility Management

- Increase the efficiency and effectiveness of existing mobility services across all modes of transportation
- Develop and market real mobility choices to the public
- Enable coordination among counties to provide the best possible cost effective transportation programs for the study area

Study Recap

- Initial site visits to develop communication framework with stakeholders and understand area and services
- Study baseline data, information, and programs
- Bi-monthly Client Communiqué to share information on individual current projects and processes
- Leading to discussion of how individual pieces might fit into a regional framework

Study Input

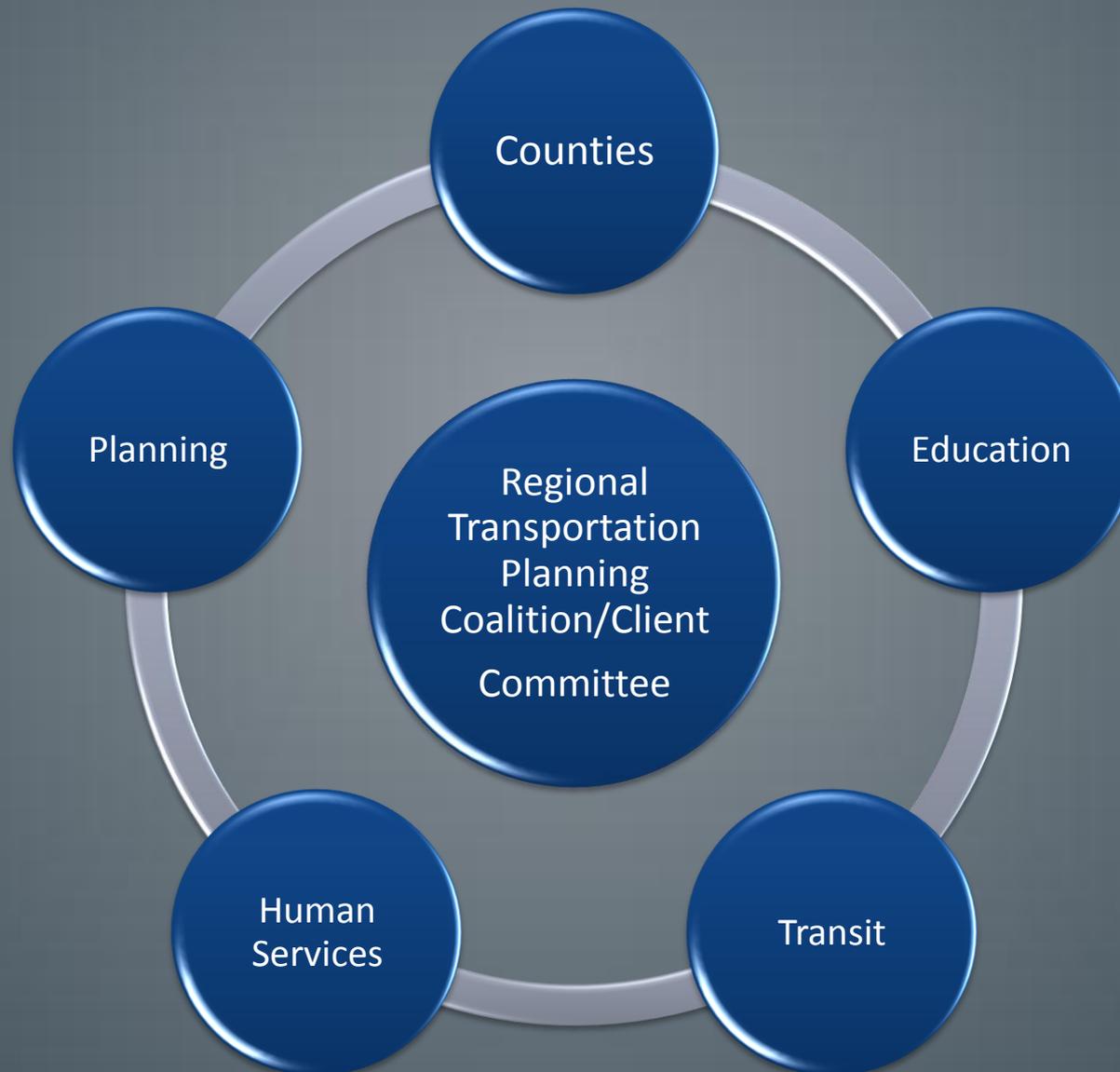
Study goals from client committee members

- Provide more and better options for commuters throughout the region
- Recognize that solutions will be different in the various parts of the study area
- Create a “best practices” showcase
- Address need to increase shared ride alternatives and decrease single occupant auto travel
- Make living in a rural area sustainable

Study Input

- Develop recommendations that will sustain and grow the client committee
- Include input from the employer perspective
- Provide a long-range plan view for the larger region
- Include opportunities to decrease congestion in Ithaca
- Be practical and implementable
- Recognize the pent up demand for commuter options
- Underscore that trips do not stop at jurisdictional boundaries
- Accept the fact that dealing with various funding sources might be complicated

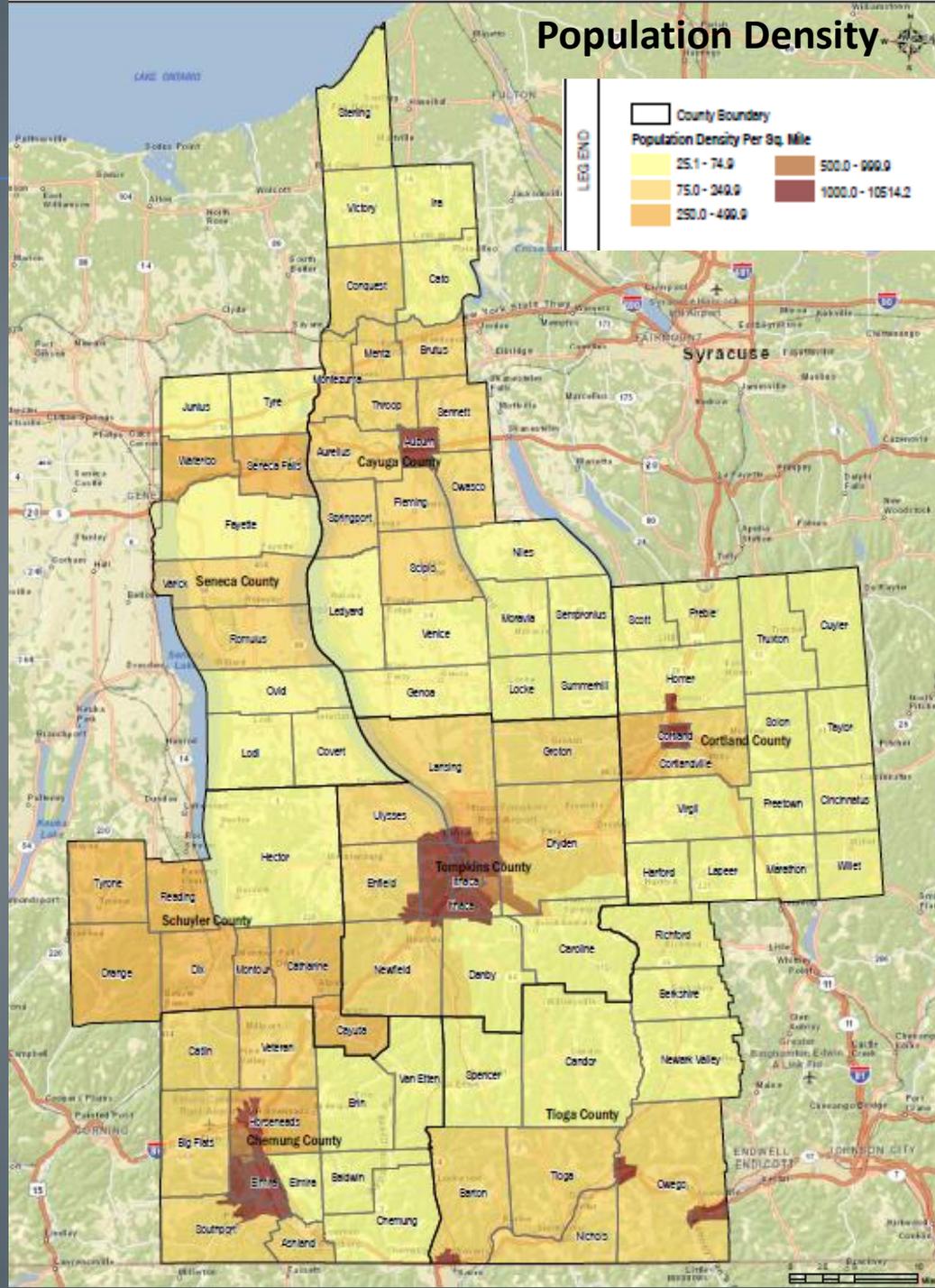
RTS Study Perspectives



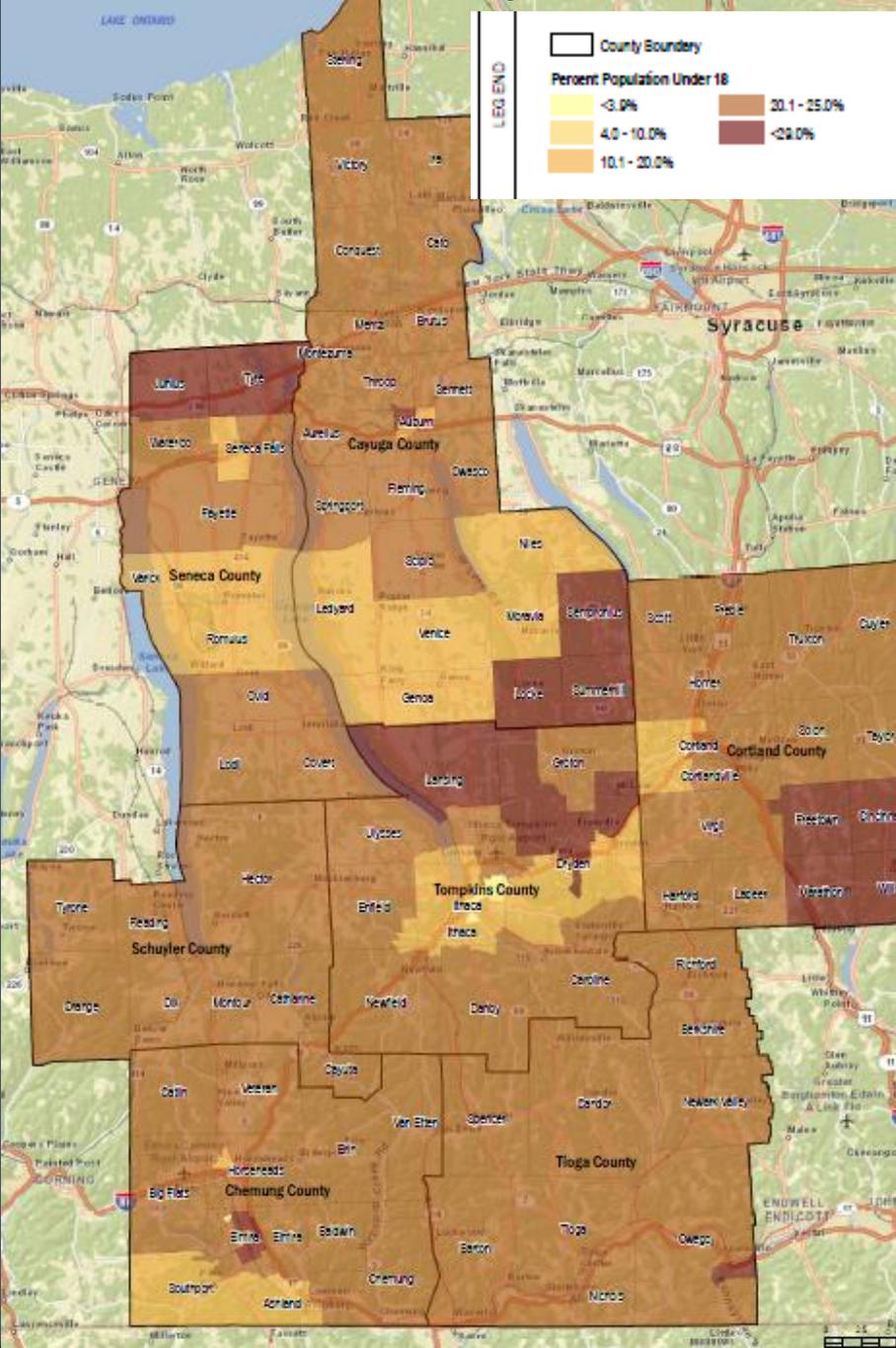
Demographic Overview

- Population: Three larger counties (80-100k), three medium counties (35-50k), one small county (<20k)
- Population Density: Nodes of concentration focused around Ithaca, Auburn, Elmira, Cortland, Owego; remainder is rural
- Transportation Disadvantaged: Sum of those persons young, old, in poverty, with disability is over 60% of population

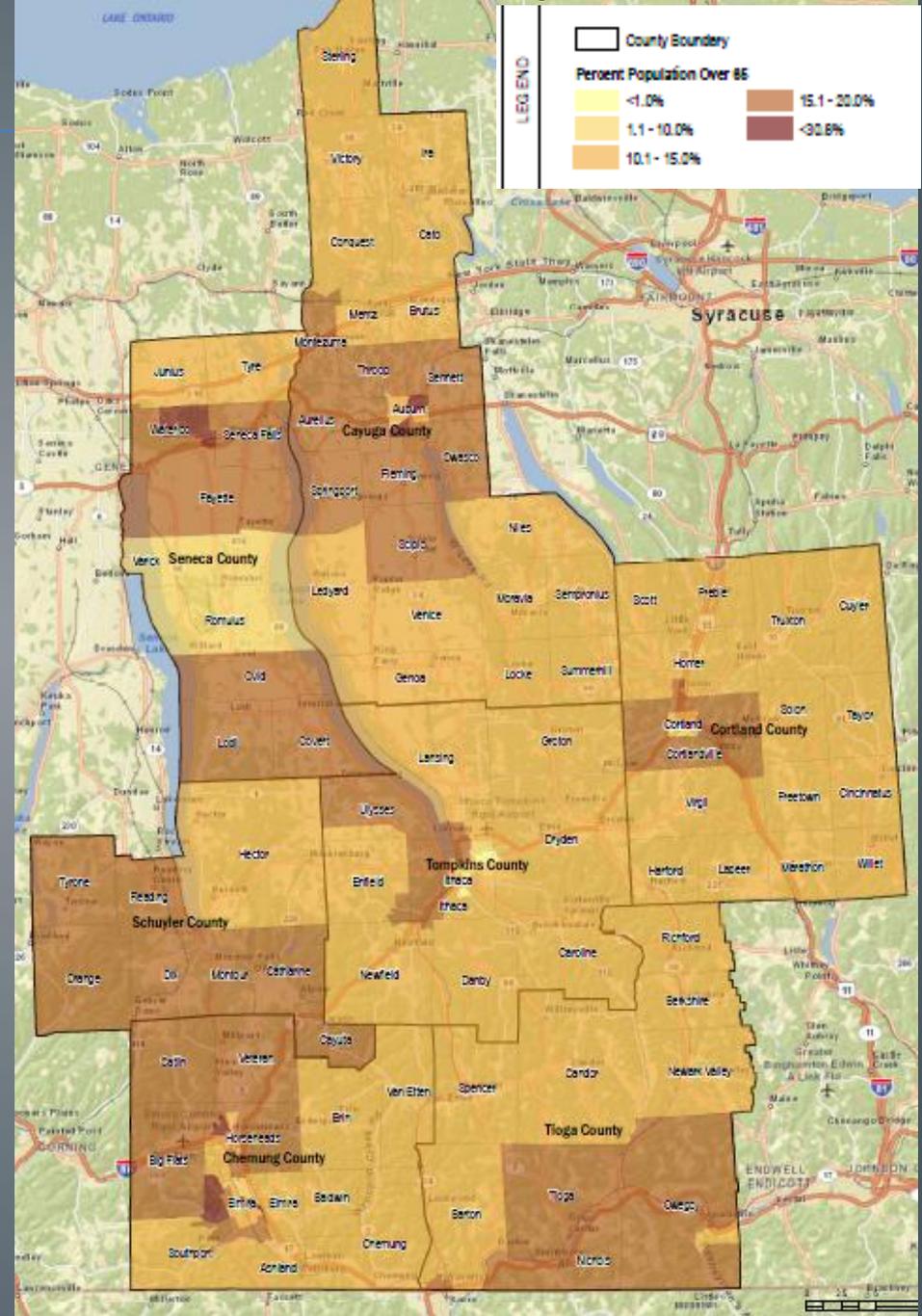
Population Density



Population Under 18



Population Over 65



Demographic Overview

- Public Transportation Usage: Tompkins County numbers are high and growing (4.8-6.8)
- Journey to Work: 13,000 commuters from other counties into Tompkins, plus 34,000 residents working within county
- Cross-Commuting: 22,500 commuters from outside counties to study area; 45,000 commuters from study area to outside counties

Common Themes

- Rural isolation
- Access to health providers on periphery of study area including Syracuse, Rochester, Binghamton, and Sayre (PA)
- Large amount of long distance commute trips
- Nearly all counties have a mobility manager; their roles in transportation services are evolving
- Financing is a significant issue
- Governor is interested in mandate relief; possible opportunity for simplifying regulation of transportation services?

Common Themes

- Medicaid is moving toward a state directed managed care model rather than a “fee for service”; potential significant implications for transit services
- Transit services in region are organized by county; county human service agencies are a major financier of transportation (Medicaid)
- Role of intercity bus service should be explored
- Multiple rideshare options/ programs exist; what is regional plan?

Common Themes

- Lack of information, schedule, and fare coordination are emerging issues
- Role of volunteers is strong in several communities
- New communications service such as 211 for human service information and 511 for traveler information could be considered
- What are inter-jurisdictional boundary issues and are there solutions?

Developing the Regional System

- What are client/ customer trip needs?
- What is family of services to meet needs?
- How does availability of services get communicated?
- How do providers of services collaborate?
- What would be the components of the system?

Next Steps

- Assemble and analyze information from today
- Incorporate information into inter-county and gap analysis portions of the study
 - Viability of TMA type infrastructure
 - Applicability of national rideshare programs to a regional model e.g., Zimride, Rideshare online, and Ridebuzz
 - Some current information on how those and other rideshare programs are coordinated in places like Missoula, Ann Arbor, and Boulder
- Public outreach process
- Schedule and milestones

Schedule

Regional Transportation Study

Project Schedule		2012													
		Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Phase 1	Familiarization with Study Area	★													
Phase 2	Analysis of Transportation System Components														
	A: Transportation System Data Collection				●										
	A.1 Collect and Analyze Study Area Demographics														
	A.2 Collect and Analyze Existing Transportation Service Data														
	A.3 Public Transit Baseline Information														
	B: Needs Assessment for Inter-County Travel Demand														
	B.1 Travel Demand														
	B.2 Community Mobility Services														
	B.3 Public Transit														
	C: Gap Analysis														
	C.1 Overall Gap Analysis														
	C.2 Public Transit Gap Analysis														
	D: Recommended Strategies														
	D.1 Identify and Recommend Enhancements to Regional Mobility Services														
	D.2 Public Transit														
Phase 3	Preparation of Final Reports and Presentation to Stakeholders														

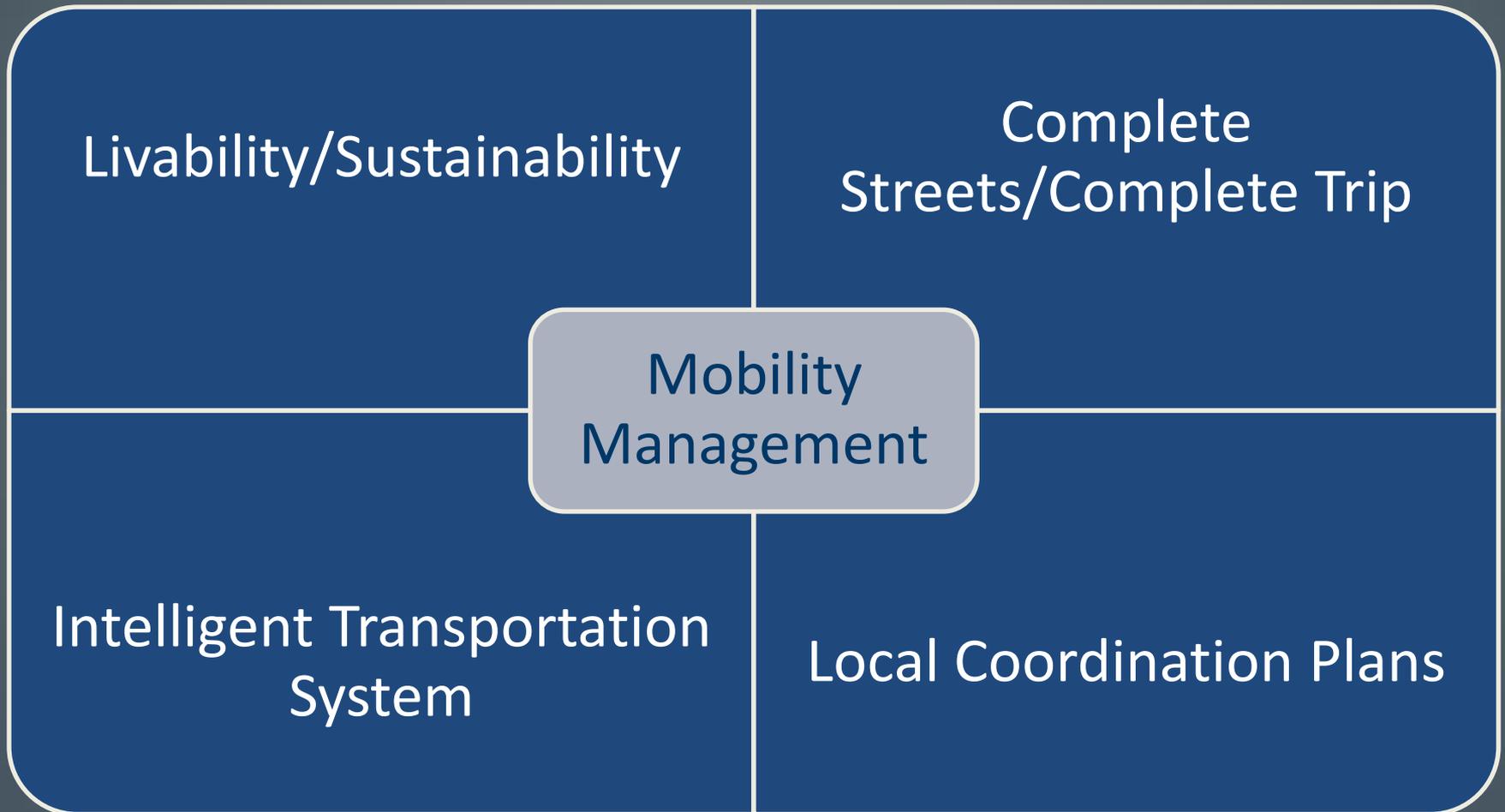
Kick-Off Meeting
Site Visit



Framework for Developing Regional System

- Communicate regional system concepts
- Develop areas of congruence for short, mid, and long term
- Establish process for communication, collaboration
- Incorporate addition of other potential partners
- Build work plan for future years

The Coordination Process



Process

- Identify current and future regional public transportation needs and services
- Provide a mechanism to inform and involve the community in the planning process
- Identify and resolve key local public transportation issues
- Establish policies, standards, criteria, and guidelines that can be employed in defining service improvement and capital project needs

Elements of a Regional Network

- Number of modes and services interacting in seamless manner
- Good communication and marketing of alternatives
- Partnering agencies collaborating
- Integrating all of the above into the communities

Elements of a Regional Network

- Maintaining lines of communication
- Collaborating on ideas for service and communication enhancements
- Adding more partners and interested parties
- Coordinating on specific projects and proposals
- Developing the process to create a coordinated program

Phased Implementation Plan

