

October 11, 2012

REGIONAL TRANSPORTATION STUDY

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

REGIONAL TOWN HALL MEETING



In association with: Arch Street Communications

Bronner Group

Jack Reilly

Agenda for Meeting

- Overview of today's process and introductions
- What is the Regional Transportation Study?
- Why is this important?
- Your turn
 - Questions and Discussion
- Where do we go from here?

Introductions

- How would you describe your interest in this topic?
 - Interested person
 - Public Transportation customer
 - Bike/Ped advocate
 - Human Services professional
 - Transportation professional
 - Other

What moves you?

In-person participants:

- How did you get to the meeting tonight?

Online participants:

- Was access to transportation a factor in your decision?

Vision Statement

- Develop a Regional Mobility Strategy to:
 - Better connect communities and destinations
 - Increase travel options
 - Offer cost effective solutions
 - Improve the quality of life for the region's residents, workers, students and visitors

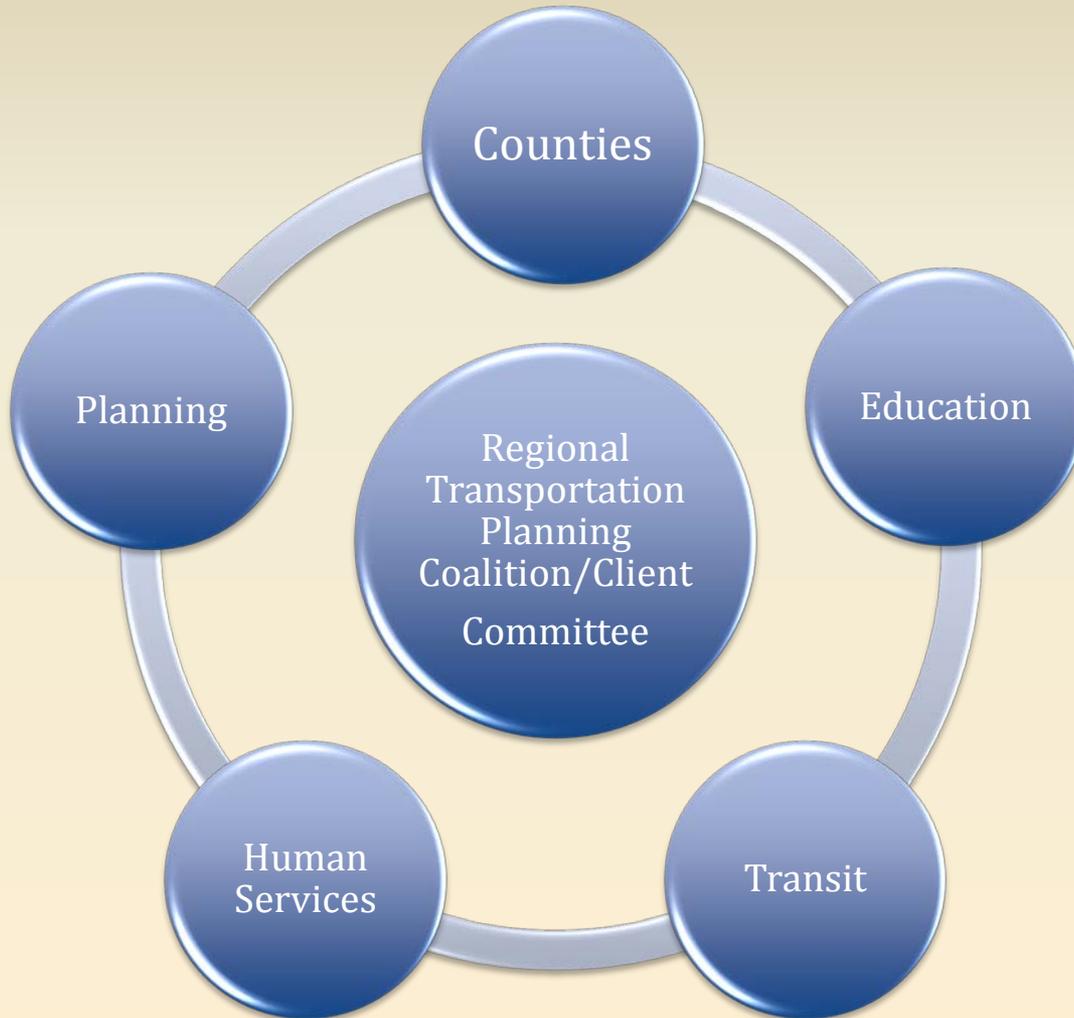
RTS Goals

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

What we've been doing

- Initial site visits to talk with stakeholders and understand area and services
- Study baseline of data, information, and programs
- Bi-monthly e-newsletter to share information among counties on individual current projects and processes
- Seeing how individual pieces might fit into a regional framework

RTS Partners



Who is the Client Committee?



Client Committee Input

- **Study goals**

- 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

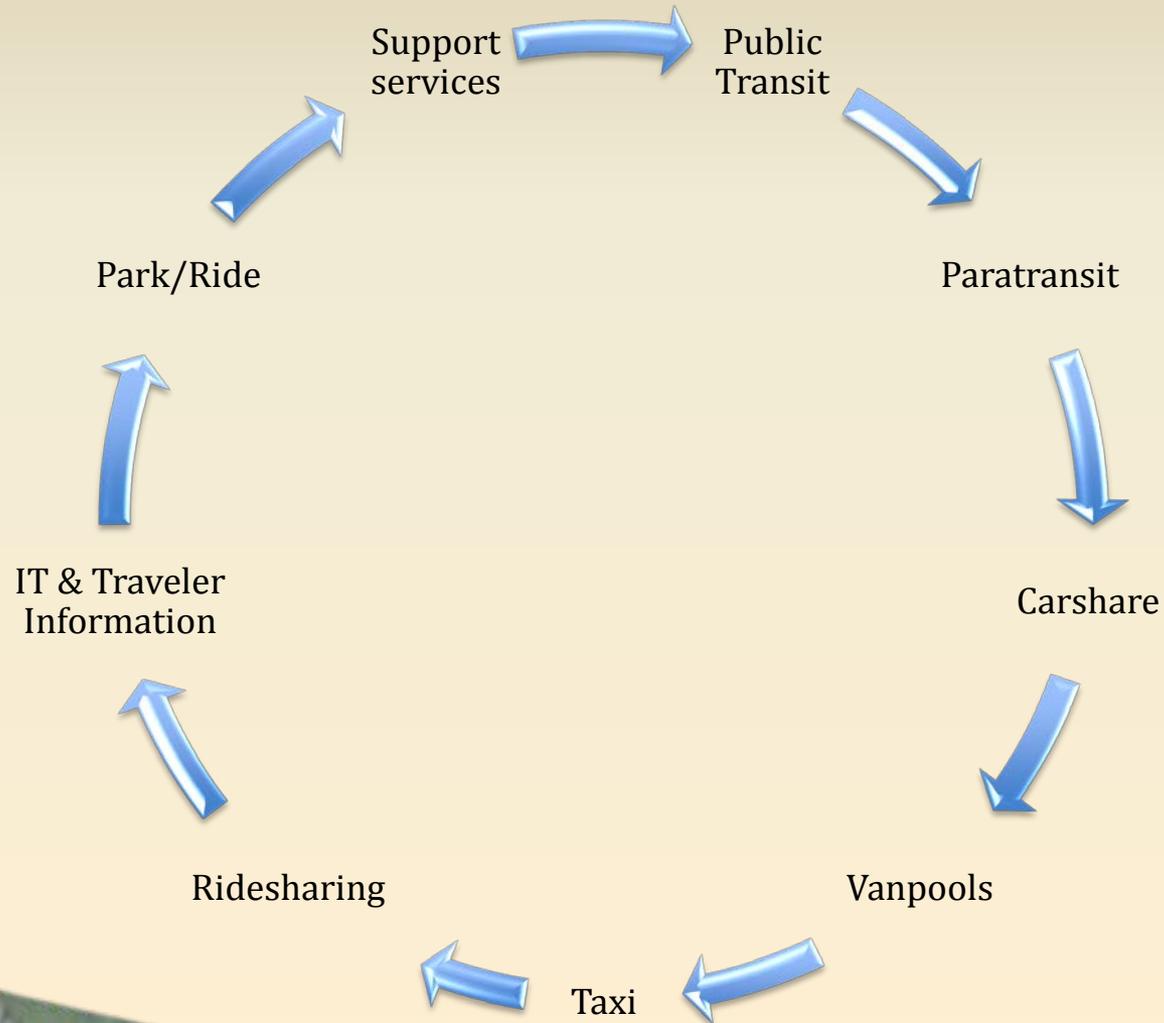
What moves you?

- What is your primary mode of travel?
 - *Car (alone), carpool, bus, taxi, paratransit, biking, walking*
- What is your secondary mode of travel?
 - *Car (alone), carpool, bus, taxi, paratransit, biking, walking*



What is community mobility?

Full spectrum of transportation programs, services and strategies



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

How do we accomplish this?

- Building a regional network takes time, commitment and champions

Existing

Short Term

Improved communication, preliminary service coordination, consider policies and opportunities consistent with livability and other initiatives

Mid Term

Opportunities for enhanced services and more seamless sustained connections, promote enhanced partnerships

Long Term

Infrastructure to sustain service investments and financial support, incorporate policies and partnerships into the process

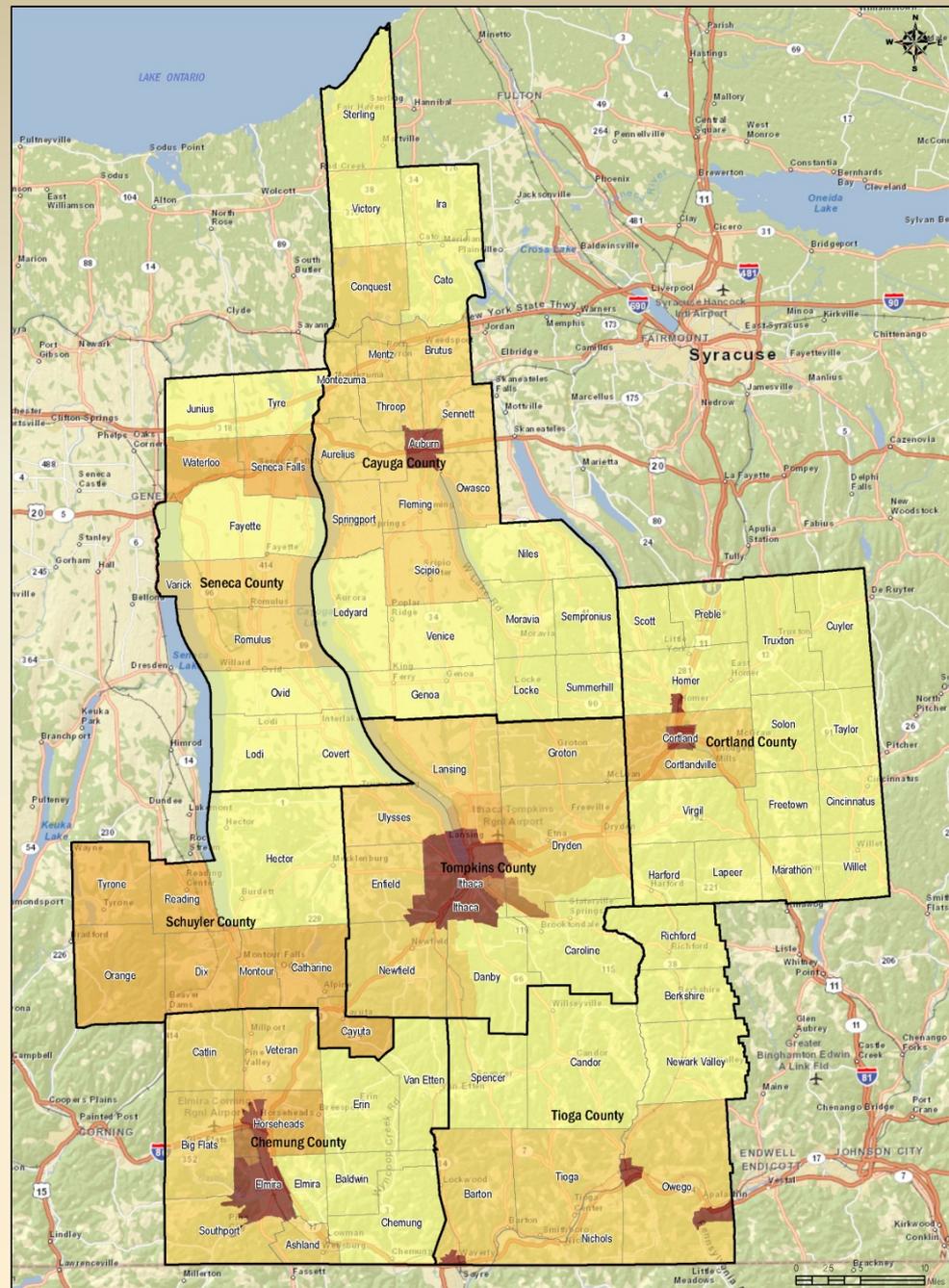
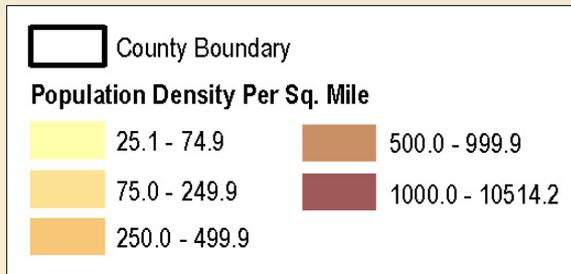
Let's take a look at the region

- Who lives here
 - Demographic Overview
- How they travel
 - Transportation & Commuting
- Where they travel
- What are the challenges

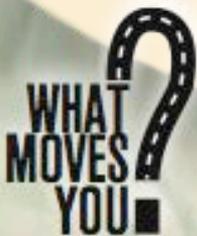
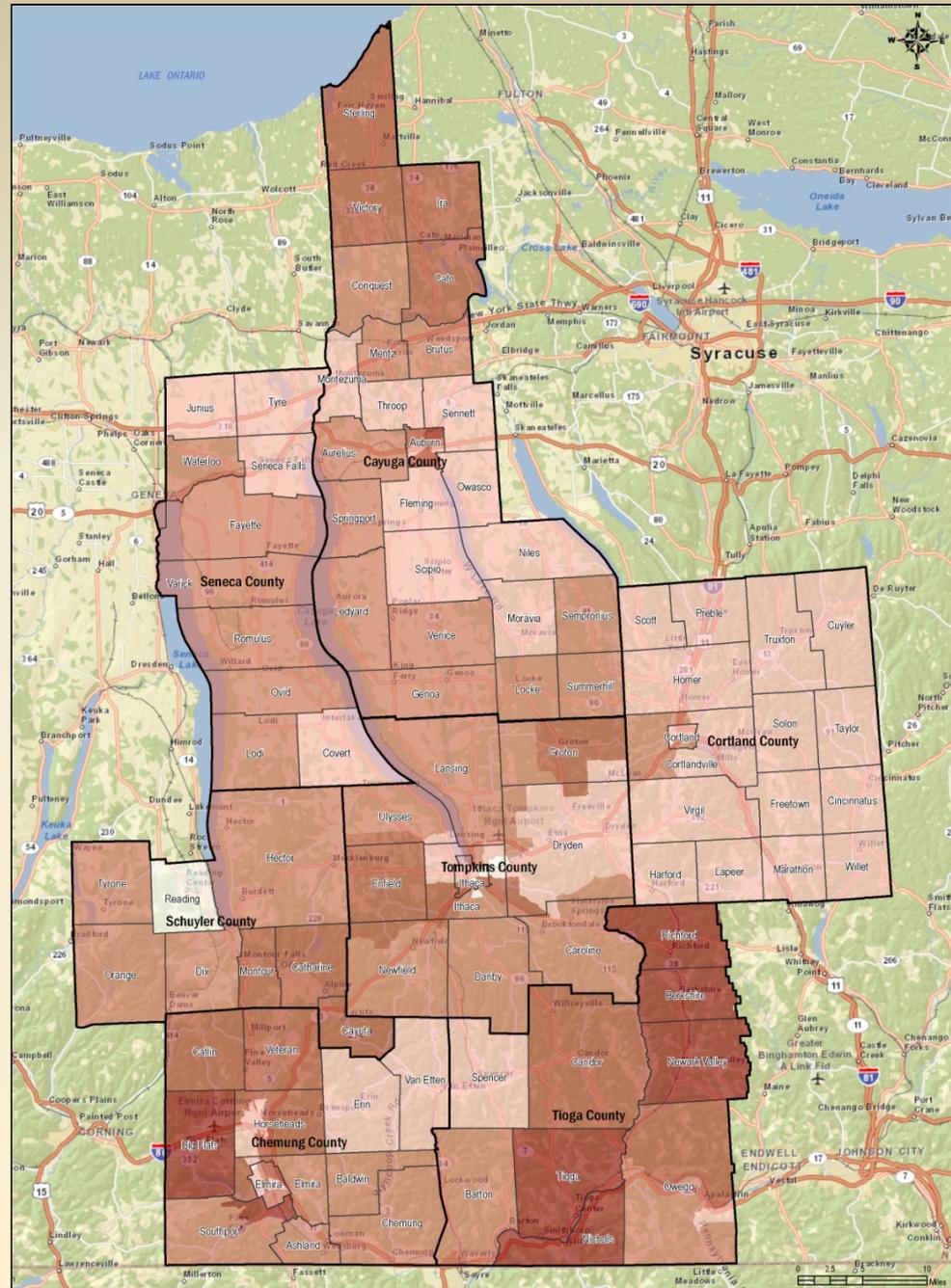
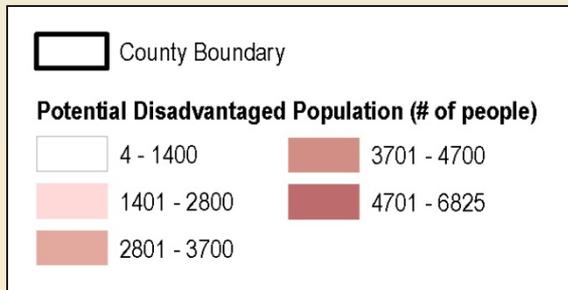
Demographic Overview

- 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



Demographic Overview



Why does this matter?

- Determines appropriate type of transportation to match the needs of those who will use it.

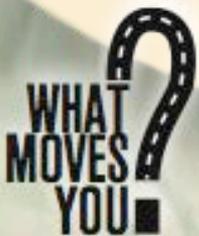
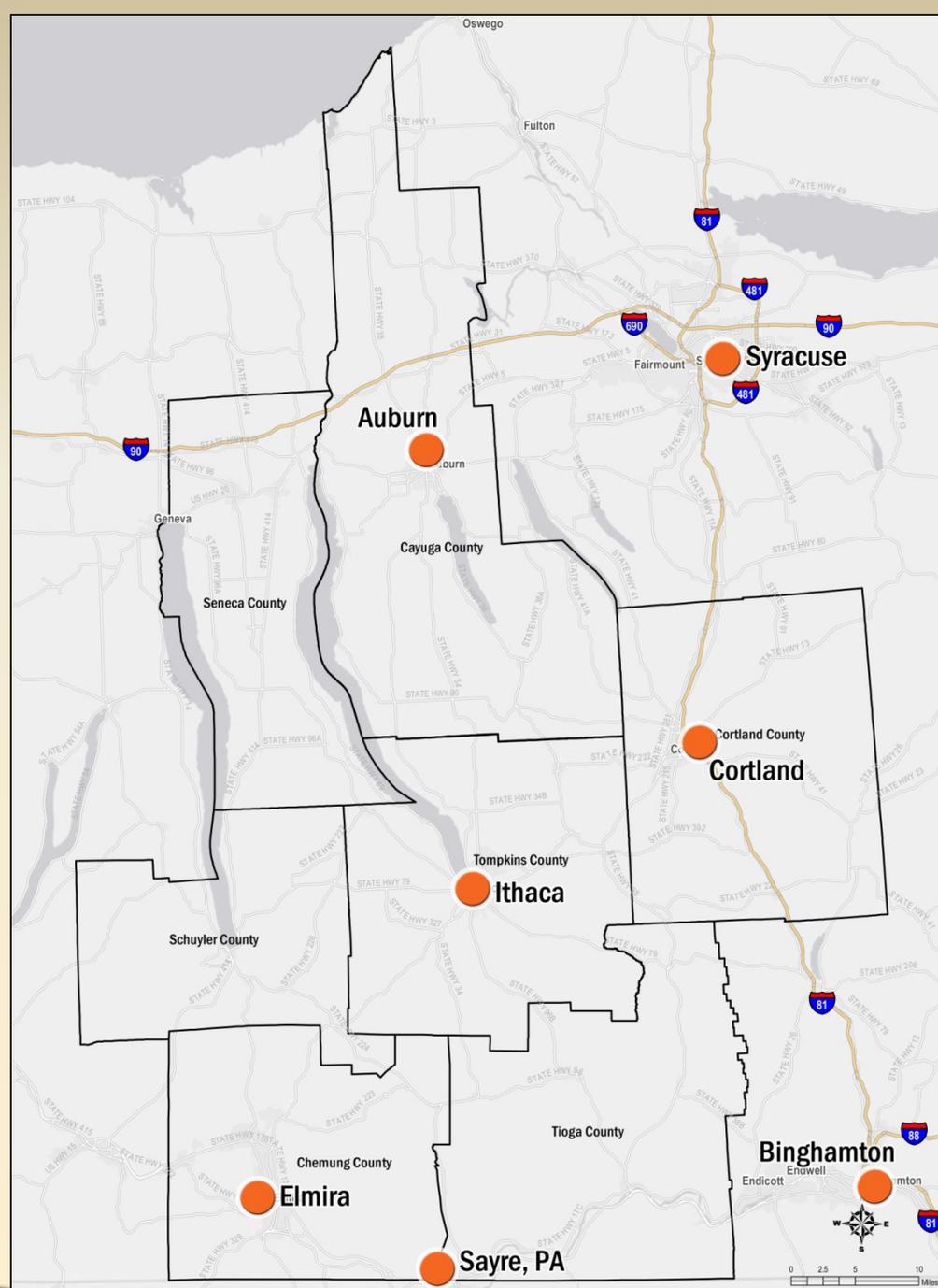
Transportation and Commuting Characteristics

- Public Transportation Usage: Tompkins County numbers are high and growing (from 4.8% (2000) to 6.8% (2010) of work trips)- national average is 5.8%, internationally is 20 %
- Journey to Work: 12,033 residents from other counties within the RTS region commute to work in Tompkins County
- RTS Region Commuting: 128,403 residents from within the RTS region commute to work within the RTS region.

Transportation & Commuting Characteristics

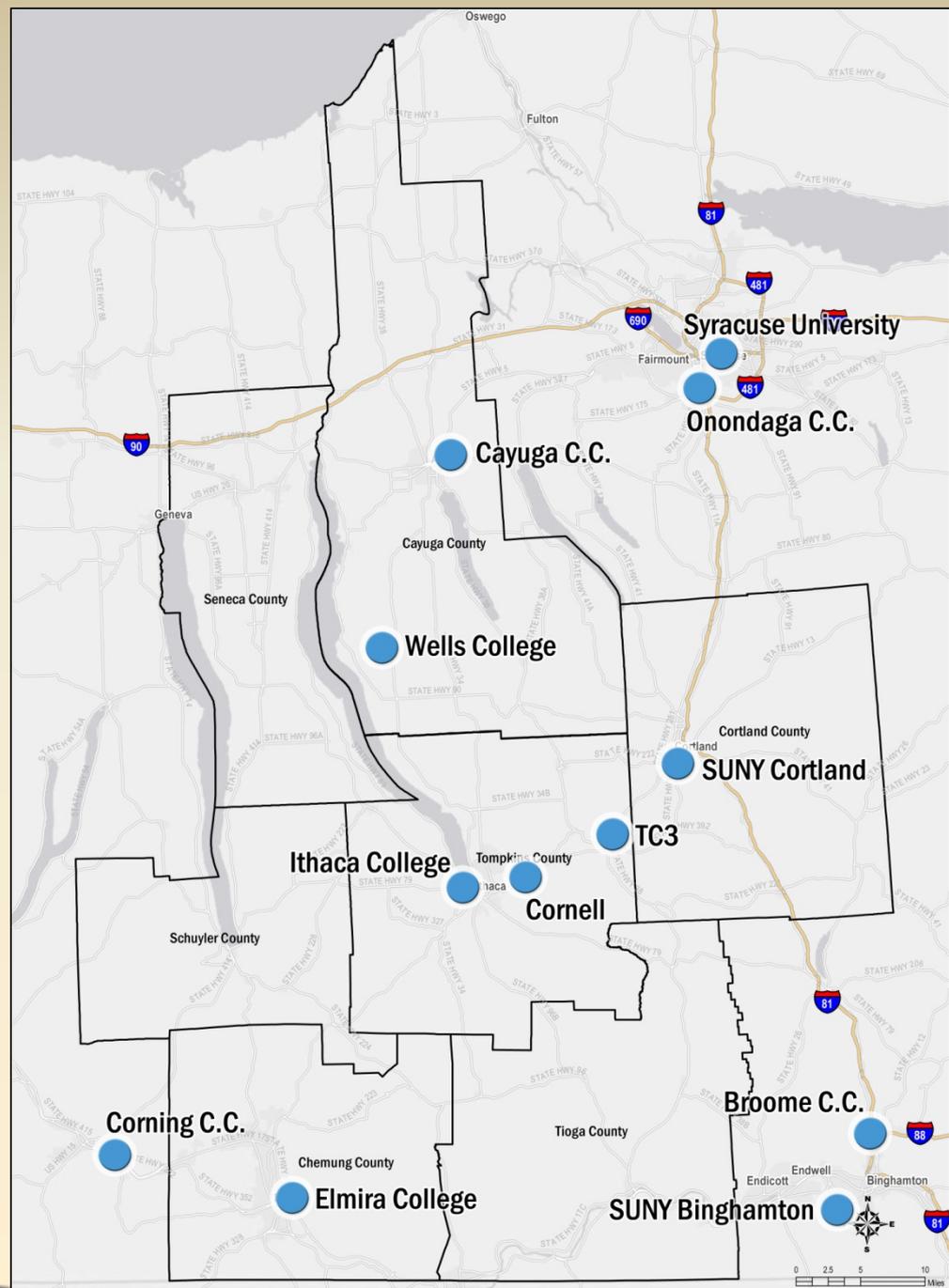
- Cross-Commuting: 22,728 residents from within the RTS region commute to work outside of the RTS region
- Cross-Commuting: 22,372 residents from outside the RTS region commute to work within the RTS region
- Ridesharing: Percent of residents who share the ride has fallen from 20% to 12%

Major Medical Destinations



Major Higher Educational Centers

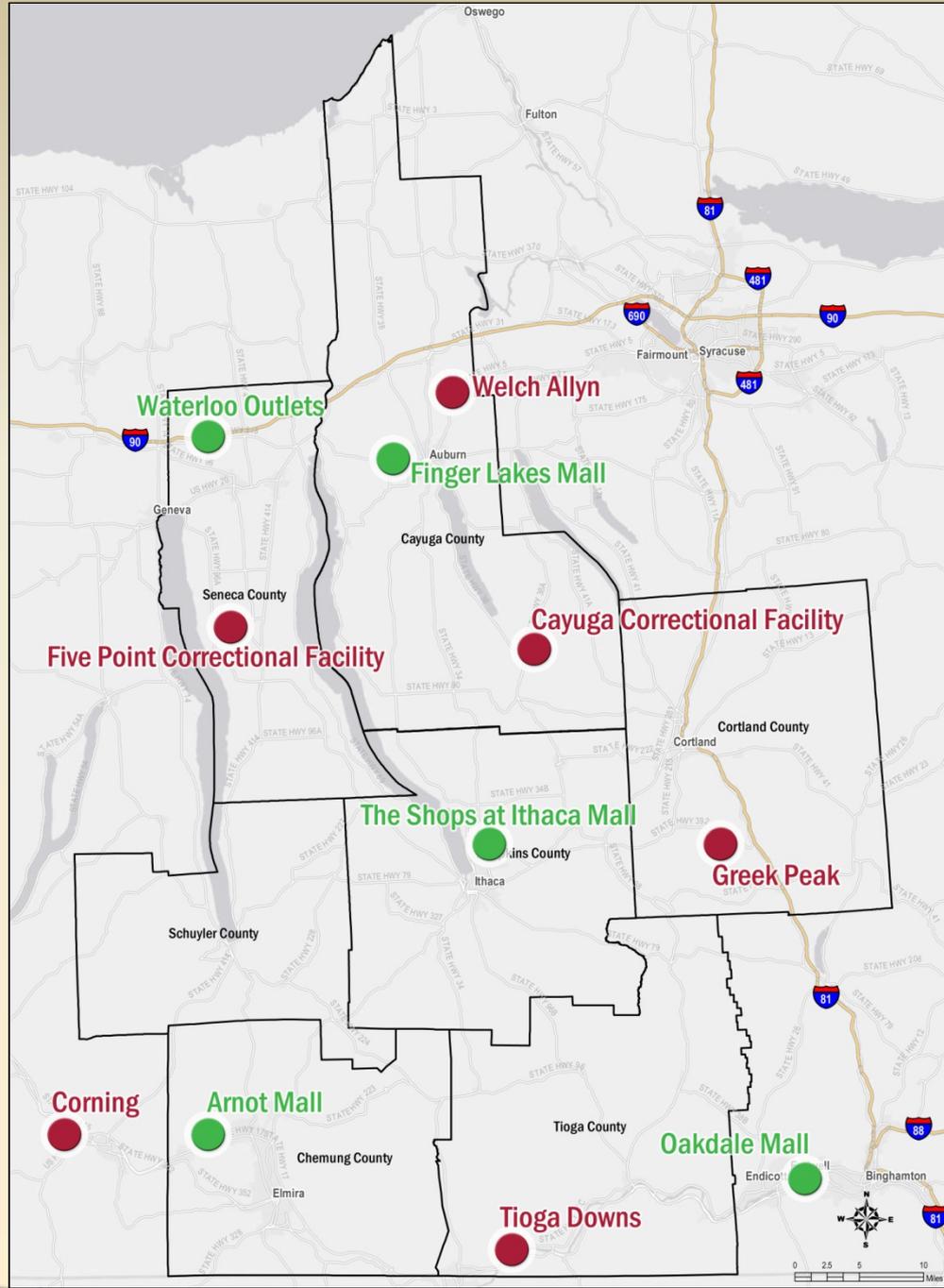
 Educational Centers



Major Employers and other Destinations

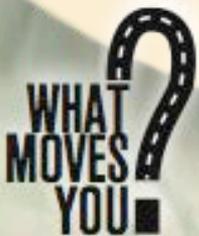
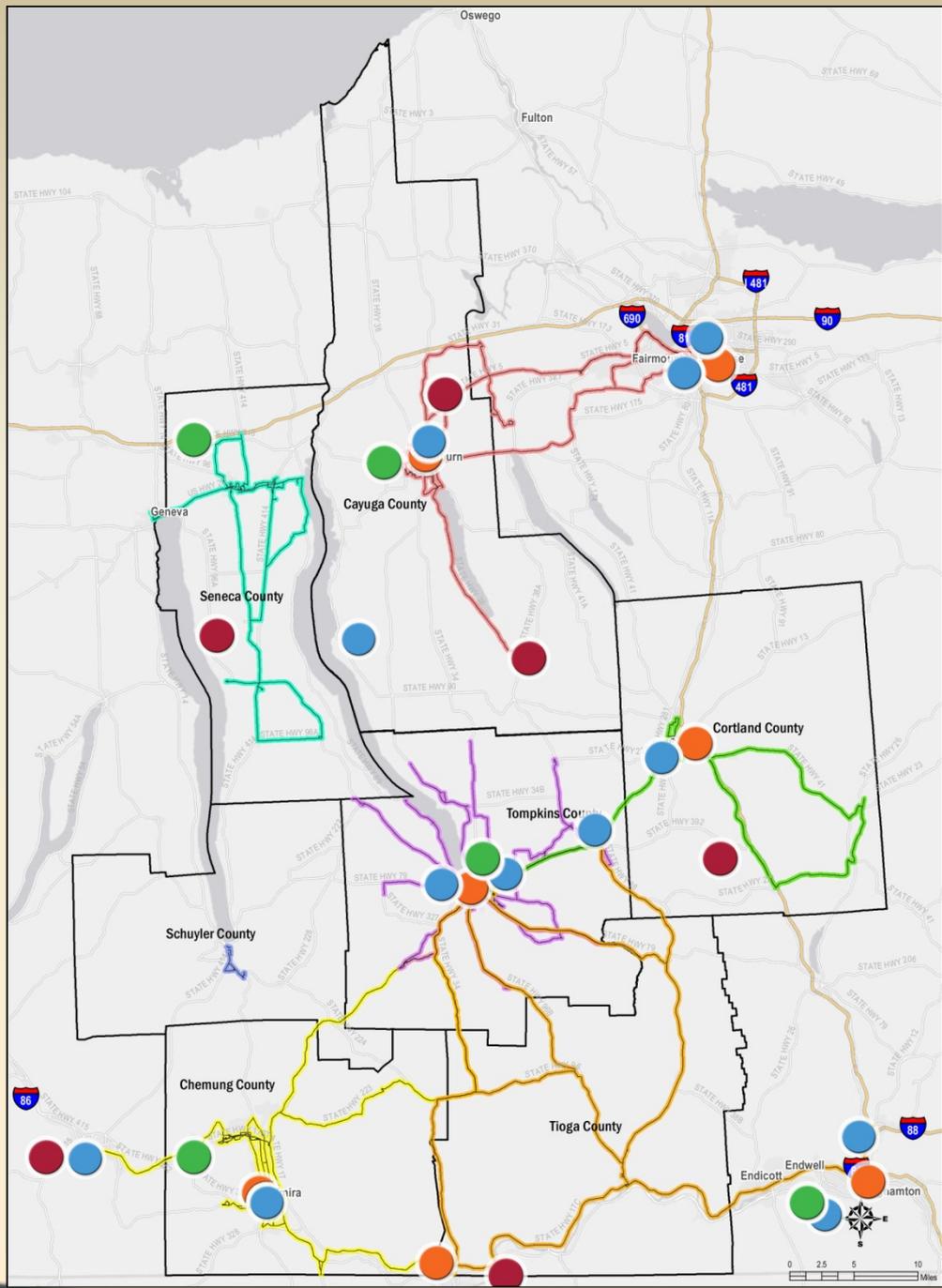
 Shopping

 Employer



Existing Fixed Route Services Map with Destinations

-  Medical Centers
-  Educational
-  Shopping
-  Employers



Common themes in the region

- Financing is a significant issue with each County.
- Need to improve access to health care providers outside the study area
- Overcoming rural isolation
- Many commute trips are long distance
- Medicaid transportation program is changing
- Multiple rideshare options/ programs exist; what is the regional plan?
- Improved information, scheduling, and fare coordination

It's Your Turn

- What transportation services are available in your area?
- What is the most important consideration in choosing how you travel?
- How do you find out about transportation services in your area?
- Do you drive friends, neighbors and relatives to work, events and appointments?
- What do you feel is the highest priority improvement?



Developing a Regional Network – what can be done

- Connecting fixed route and demand responsive services to form corridors
- Corridors form access paths for intra- and inter-region travel
- Complementary services, such as human services, rideshare, etc., connect with corridors at transit hubs

Other ideas to connect the pieces

- Ridesharing
- Volunteer programs
- Carshare
- Flexible services
- Demand response and Paratransit connections

Keys to a self-sustaining system

- Maintain lines of communication
- Collaborate on ideas for service and communication enhancements
- Add more partners and interested parties- Champions
- Coordinate on specific projects and proposals
- Develop the process to create a consolidated program
- Create county level coordination committees

What's next?

- We look at and include your ideas
- The product of the study will be to identify a framework where we can build a sustainable program of systems and processes

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Thank you for participating!



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Highest Priorities from Client Committee for Comparison

- **What are client/customer trip needs?**
 - Transportation for employment
- **What is family of services that will meet needs?**
 - Transit connectivity
- **How do providers of services collaborate?**
 - Specific projects will help identify champions
- **How does availability of services get communicated?**
 - Development of a regional call center
- **What would be the components of the system?**
 - Development of a business model for implementation