January 19, 2012

REGIONAL TRANSPORTATION STUDY

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

wendel *In association with:* Arch Street Communications   Bronner Group   Jack Reilly

Agenda for Meeting

- Overview of Wendel team
- Basic Elements of the RTS
- Work Plan Concepts
- Questions and Discussion
- Next Steps and Conclusion

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Wendel Team

Wendel Duchscherer Architects & Engineers, PC
- Donald Gray, AIA LEED AP, *Principal-in-Charge*
- Marlene Connor, *Project Manager*
- Jim McLaughlin, PE, *Public Transportation Specialist*
- Jacob Needle, *GIS Specialist*
- Fred Frank, LEED BD+C, *Planner*
- Ellen Parker, MUP, AICP, *Senior Planner*

Arch Street Communications
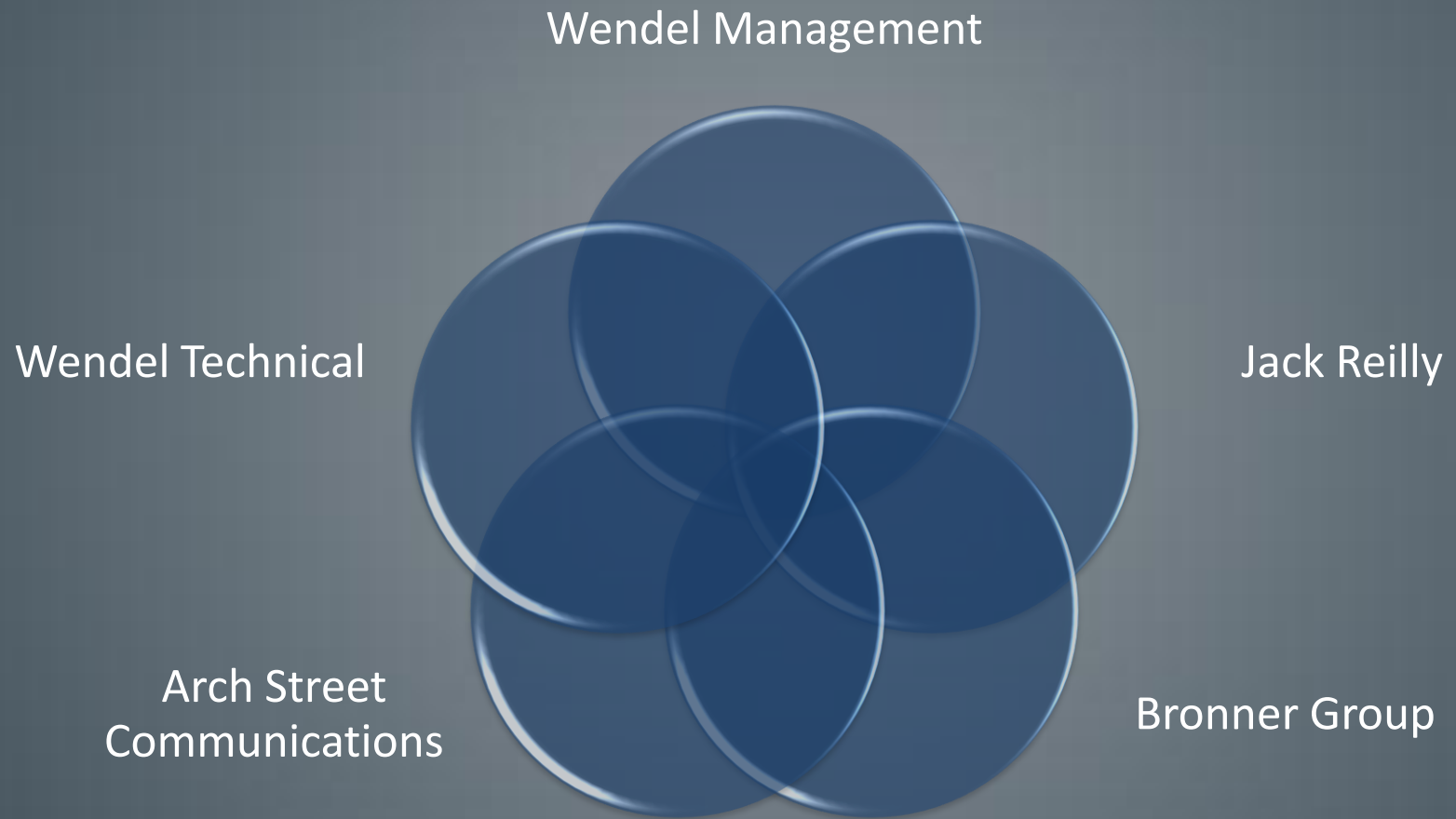- Cyd Averill, *Public Outreach*

Bronner Group
- Richard Doyle, *Transportation Demand Management*

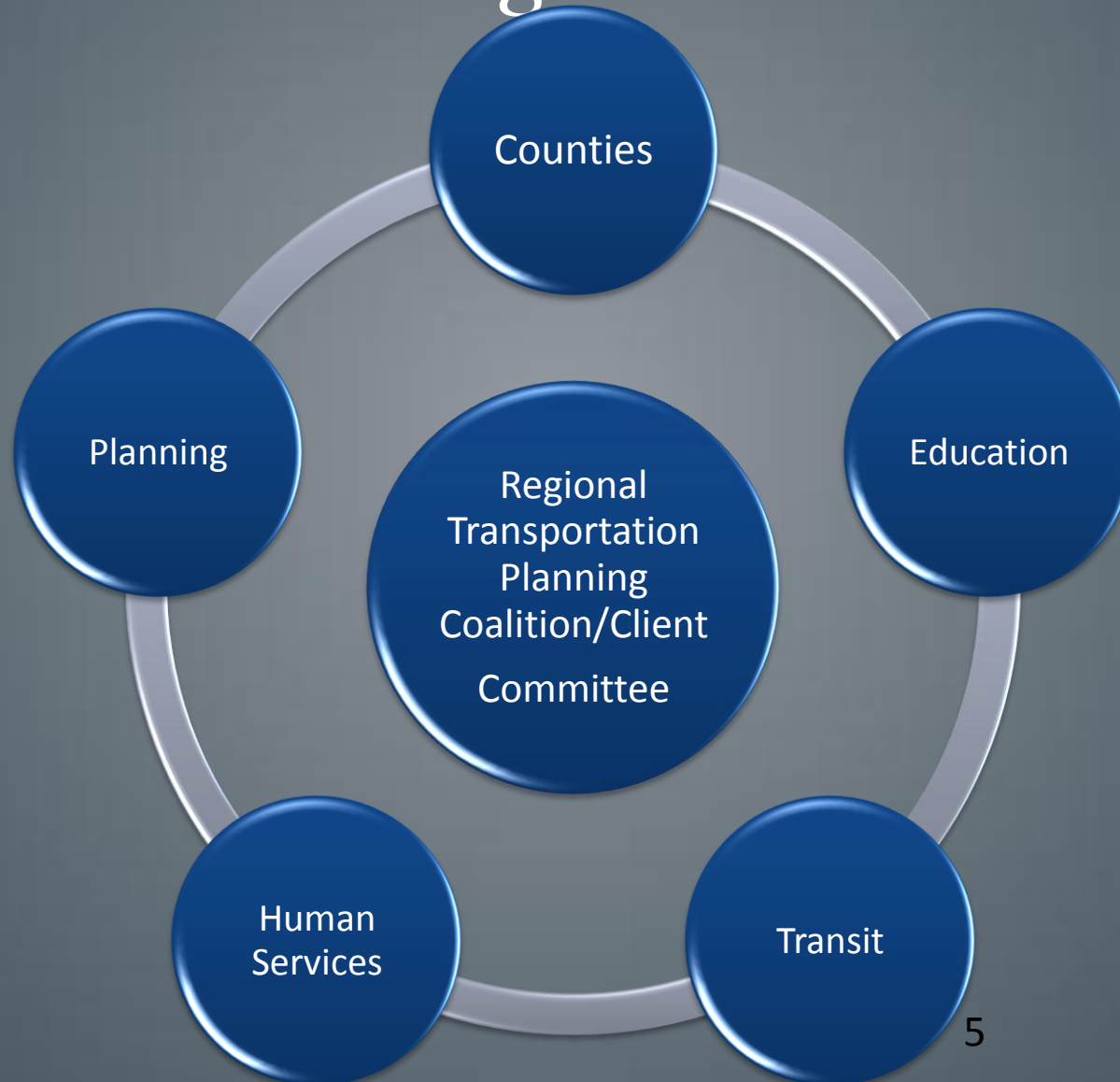**Jack Reilly**
- Jack Reilly, PhD, *Public Transit and Education*

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Teamwork

Wendel Management

Wendel Technical

Jack Reilly

Arch Street
Communications

Bronner Group

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RTS Regional Transportation Planning Coalition

Counties

Planning

Education

Regional Transportation Planning Coalition/Client Committee

Human Services

Transit

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Vision to Guide Development of Study

Develop a Regional Mobility Strategy building on the range of community mobility services and programs currently offered in order to better connect communities and destinations, broaden mobility options, provide cost effective solutions and improve the quality of life for the region's residents, workers, students, and visitors.
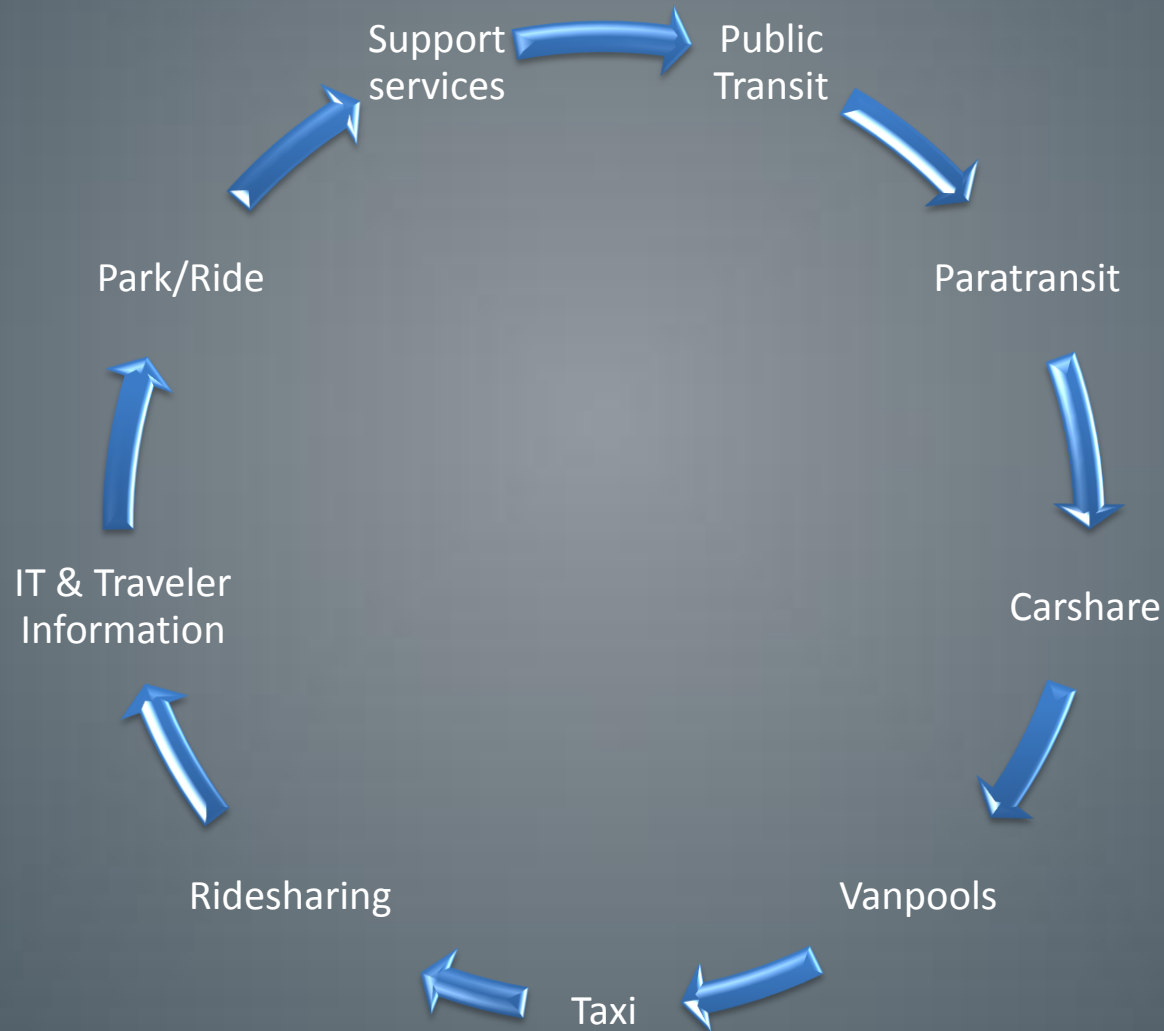
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RTS Goals to Establish Regional Mobility Management

- 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

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Community Mobility Services

Full spectrum of transportation programs, services and strategies

Support services → Public Transit → Paratransit → Carshare → Vanpools → Taxi → Ridesharing → IT & Traveler Information → Park/Ride → Support services

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Wendel Team Key Concepts

- Subject matter experts who can work collaboratively with the Client Committee to provide creative solutions

- Innovative ideas and tools to bring to the table

- Dedication to the success of the project and concepts

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Our Plan Approach

- Thorough initial site visit creates communication framework with stakeholders and understanding of areas/services
- Our subject matter experts analyze existing services/issues, incorporate gaps and needs, communicate alternatives for recommended strategies
- Planning work supported by input from Client Committee, stakeholders and public
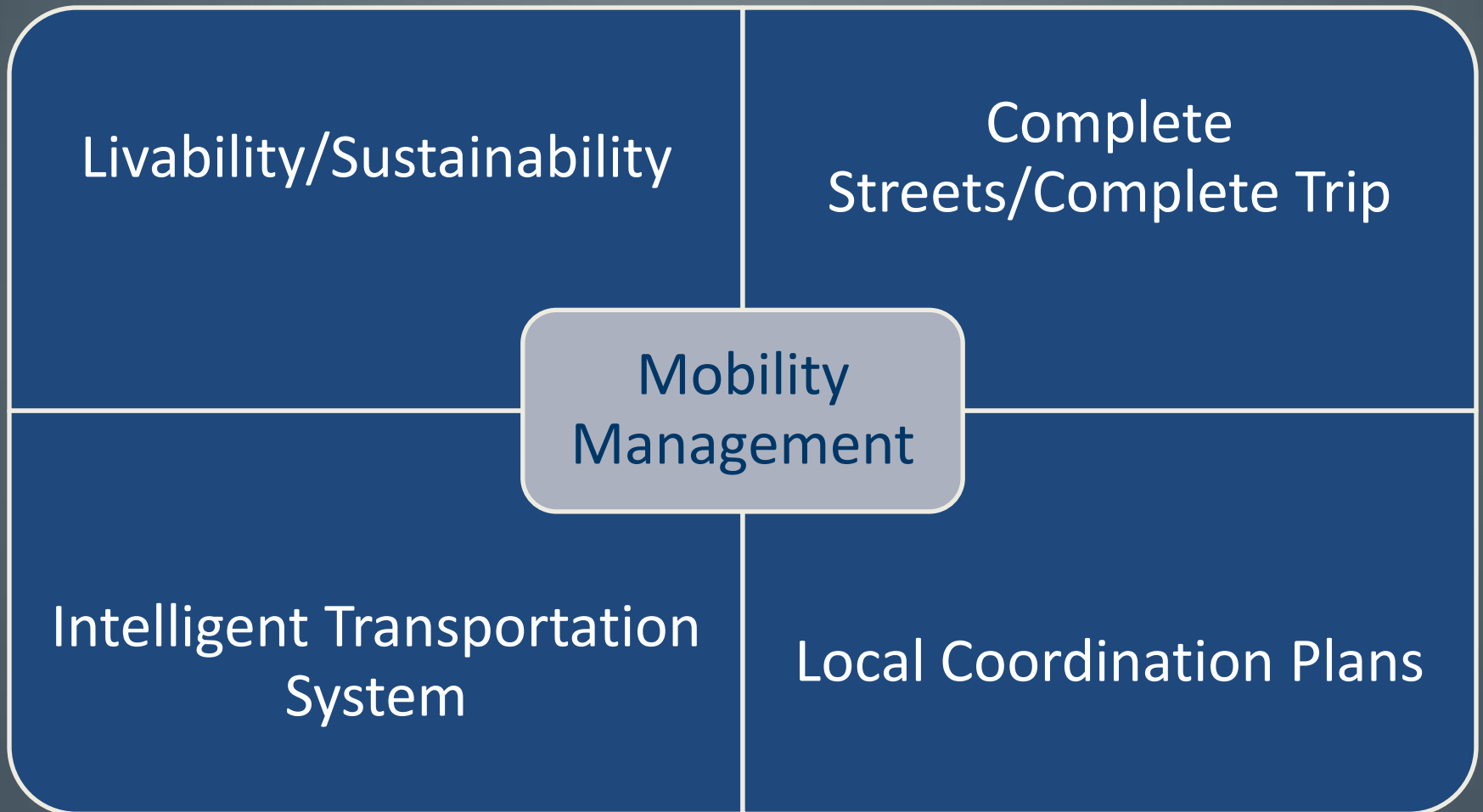- Results in phased implementable plan and sustains the RTS process

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Combining National Policy Concepts with Local Program Outcomes

- Timing: Era of constrained resources results in perfect opportunity for innovation, e.g. Mobility Management
- Process: Develop family of services, multiple providers, agencies, customers, think of as "complete trip"
- Coordination: Maximize partners and program opportunities, e.g. Local Coordination Plans, Sustainable Communities, Complete Streets, ITS (information/call centers/shared resources)
- Outreach: Innovate to broaden stakeholder input, communicate use of data, etc.
- Build Consensus: Craft phased implementation plan to match your goals and objectives
- Sustain: Create process that will continue and expand

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The Coordination Process

Livability/Sustainability

Complete Streets/Complete Trip

Mobility Management

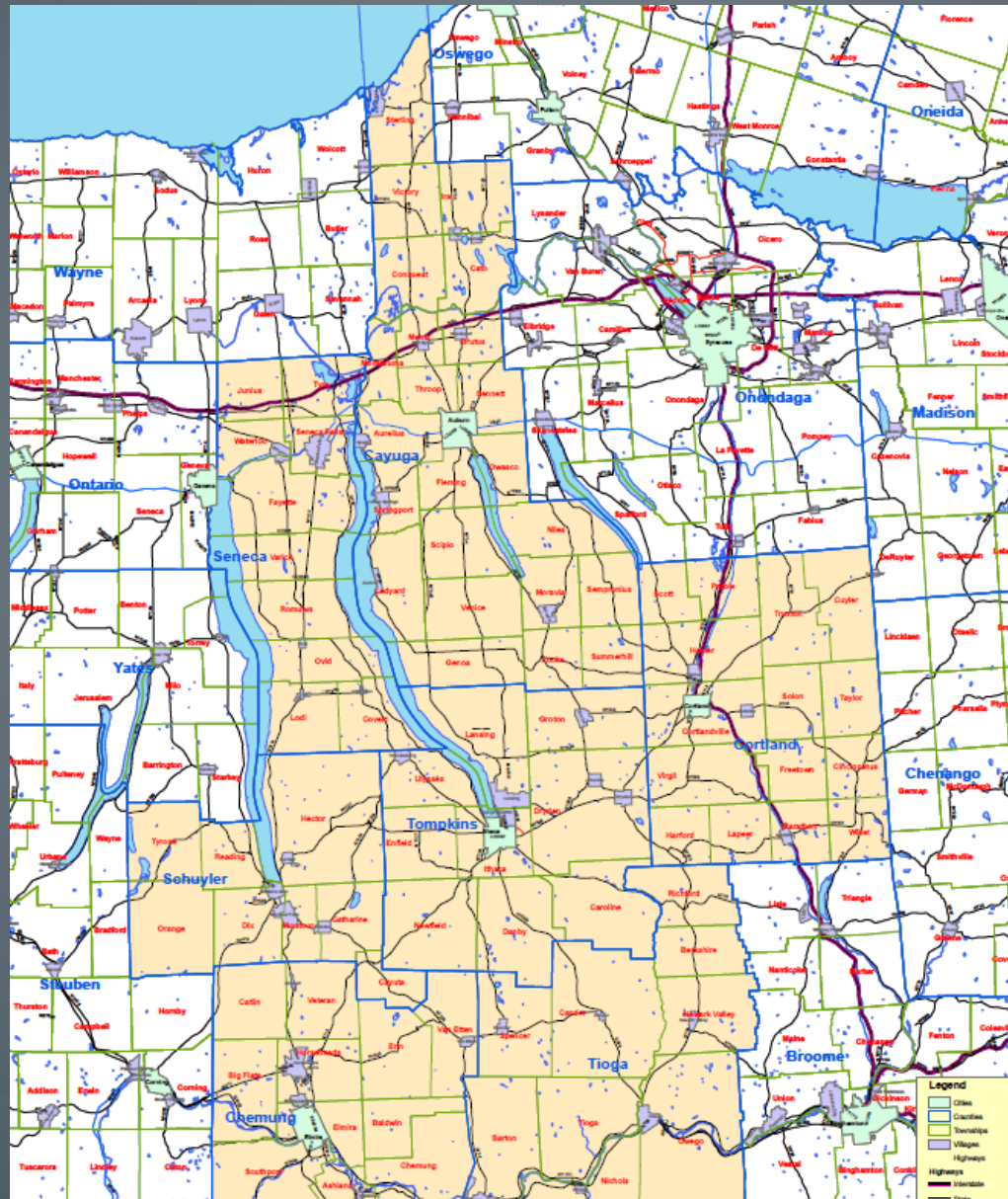Intelligent Transportation System

Local Coordination Plans

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Background Area Context

- Broad, diverse area

- Complex needs – Colleges and Universities, other key transportation drivers including hospitals, employers, tourism

- Complex setting- Rural, multiple jurisdictions and providers, long distance nature of travel patterns

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Map

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Approach

- Recognize that today's world is very different – same old solutions CANNOT work

- Identify innovative tools to help us collectively develop creative solutions

- Build from past experiences to shape the future of this regional mobility plan

    - New Paradigms

    - United We Ride

    - Local Coordination process

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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 which can be employed in defining service improvement and capital project needs

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# Elements of an Excellent 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

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Building Blocks for Discussion

1. Provide information on the variety of modes of transportation available to the user and maximize awareness of transportation options.

2. Develop services to meet the demand of specific target groups such as students, commuters, seniors, veterans, etc.

3. Integrate land use and transportation policies to effectively meet the mobility needs of the region.

4. Create and expand alliances and partnerships with other community groups and affected agencies, a vital factor for improving transit access and creating a sustainable transit environment.

5. Develop a family of services which effectively meets diverse needs and increases the connections to a more customer-focused service network, that in turn changes the current perception regarding services and users.

6. Develop a public transportation network that responds to changing demographics, economic trends and other livability features.

7. Achieve long-term financial stability to provide the levels of investment that meet the growing demand for mobility options.

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Regional Service Concepts
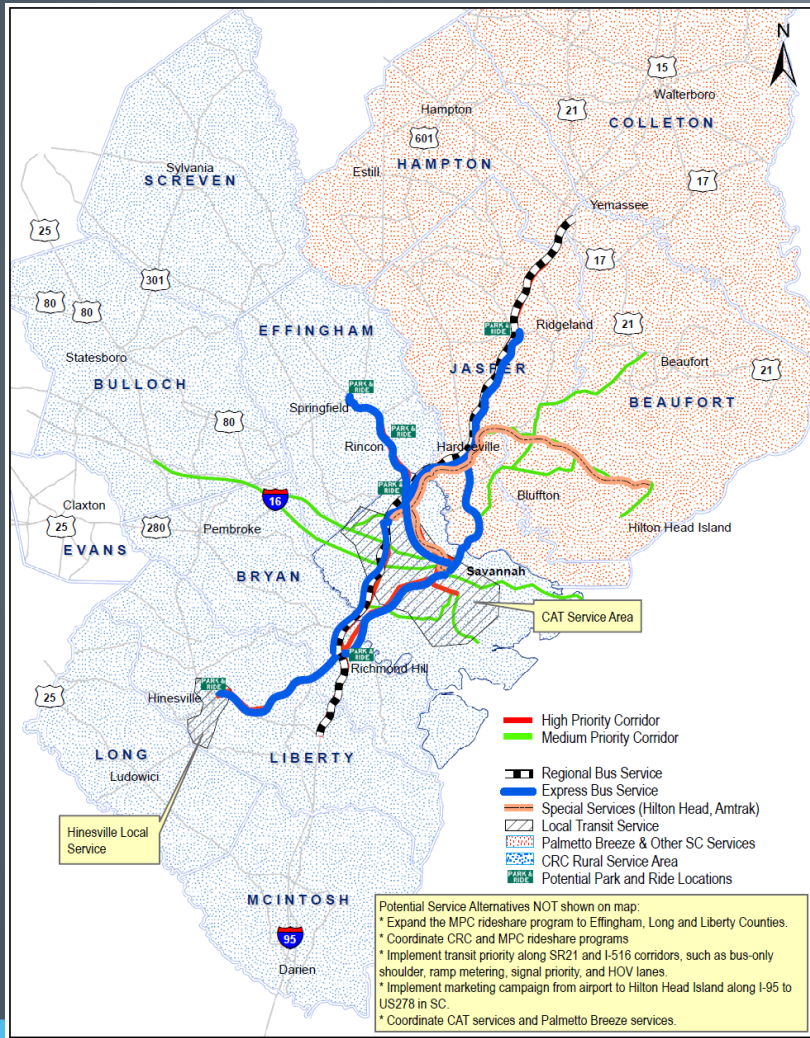
- Baseline community services throughout region
- Initiate ITS and rideshare connections
- Develop regional transit in high priority corridors
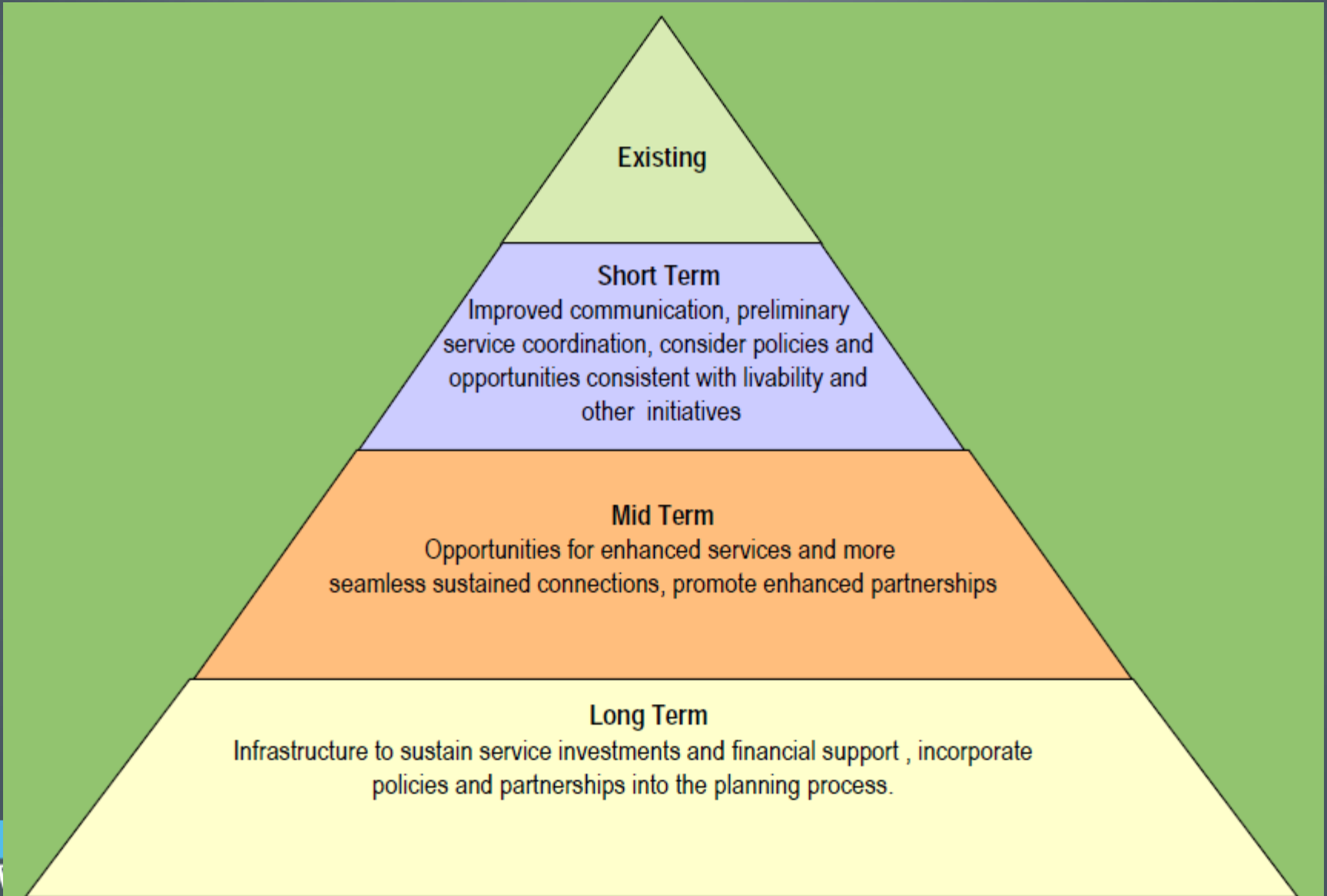- Connect community and regional services

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Keys to Sustainability

- 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

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Typical Phased Implementation Plan

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 planning process.

Next Steps

- Continue familiarization process, including input on gaps and needs
- Establish frequent lines of communication with Client Committee, including consensus on outreach plan and processes
- Collect and analyze data
- Begin discussions on how to frame the regional plan from multiple agencies, modes, customers perspectives
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Schedule

Regional Transportation Study

Project Schedule		Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
						2012									
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

Discussion and Next Steps