TDP IMPLEMENTATION UPDATE PRESENTATION PURPOSES

• Progress update for Council
  • Route renumbering
  • Fixed route geographic expansion and route modifications
• Information for Council action
  • Route 191 modifications
• Update about next steps and schedule
INTRODUCTION AND BACKGROUND

EXISTING SYSTEM

RPT currently provides

- 48 routes
  - Direct (Weekday only)
  - Weekday
  - Night (Weekday only)
  - Crosstown (Weekday, night, weekend, and holiday)
  - Weekend and Holiday
- ZIPS paratransit service within 1/3-mile of fixed route

Existing fixed-route ridership

- 2.1 million rides in 2019
  - +5% in 2019 vs 2018
  - Direct: 42% (2019)
  - Weekday: 53% (2019)
  - Night: 3% (2019)
  - Crosstown: Started October 2018
  - Weekend and Holiday: 2% (2019)
<table>
<thead>
<tr>
<th>Year</th>
<th>RPT TDP Implementation Activity – Adoption, Phase 1, Phase 2</th>
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</table>
| 2017 | **TDP Adopted** -- May 15 -- City Council adopts 2017-2021 Transit Development Plan (TDP)  
      **TDP Implementation Phase 1**  
      • July – RPT extends service hours (span) and days of week (adds Sunday and holiday) |
| 2018 | **TDP Implementation Phase 1**  
      • October – RPT introduces Route 191 crosstown |
| 2019 | **TDP Implementation Phase 2**  
      • July through December -- RPT performs service planning for Phase 2  
        o Route renumbering  
        o Fixed route geographic expansion and route modifications  
        o Route 191 modifications |
## TRANSIT DEVELOPMENT PLAN (TDP) IMPLEMENTATION

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<th>Year</th>
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<td>• Council update on TDP-identified fixed-route frequency and span</td>
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<td>improvements</td>
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<td><strong>TDP Update</strong></td>
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<td>• RPT and City Council begin update of the Transit Development Plan (2021-2025)</td>
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Progress Update:
Route Renumbering
### TDP Goal & Desired Outcomes

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<th>Desired Outcomes</th>
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| Increase transit ridership and travel share | • Operate a user-friendly system by simplifying system design and public information materials and equipment.  
• Create a straightforward route naming or numbering system that is informative and easy to learn |
Progress Update: Route Renumbering

REFINED TDP RECOMMENDATIONS

• Follow a clock face with numbering direction
• Use sectors based on geography
• Show riders information on the direction of the route and the type of route it is
• Create capacity to expand and add future routes
• Allow opportunity to use words, colors or other branding (e.g., BRT)
Progress Update: Route Renumbering

REFINED TDP RECOMMENDATIONS

Quadrants
- NE 100s
- SE 200s
- SW 300s
- NW 400s

Crosstown
- 500s

BRT
- 600s

Local Routes
- 1-49

Express Routes
- 50, 60, 70, 80, 90
- Use X

Route Numbers
Keep as close as possible to the existing route number
Progress Update: Fixed Route Geographic Expansion and Route Modifications
Progress Update: Fixed Route Geographic Expansion and Route Modifications

APPROACH TO SERVICE PLANNING

• Review TDP recommendations
• Refine TDP recommendations to address changes in development or travel patterns or operational issues
• Review existing ridership to evaluate anticipated impacts from changes
Progress Update: Fixed Route Geographic Expansion and Route Modifications

KEY CHANGES -- SLIDE 1 OF 3

• Adds service to neighborhoods
• Establishes one set of route patterns
  • Same patterns for midday, nights, and weekends
Progress Update: Fixed Route Geographic Expansion and Route Modifications

KEY CHANGES -- SLIDE 2 OF 3

Existing Route 4 family -- consolidate into one route

Existing Route 6 family -- consolidate into two routes (East of South Broadway & West of South Broadway)

Existing Routes 18D and 3D -- combine into one route

Existing Route 8 -- split into two routes (Faster travel time between Country Club area and downtown)
KEY CHANGES -- SLIDE 3 OF 3

- Approximately 25-35% more service hours
- Approximately 10 more peak buses
- Improves peak bus spare ratio per Federal Transit Administration requirements
PUBLIC REVIEW AND COMMENT

• 2017 -- Formal TDP public comment period
• October and December 2019 -- Rochester Citizens Advisory on Transit (CAT)
  • CAT was supportive of the recommendations
Information for Council Action: Existing Route 191
- Bi-directional service
- 5:30am-10:30pm on weekdays
- 6:30am-8:00pm on weekends and holidays
- 45-minute frequency
- Uses 4 buses and operators (90-minute cycle)
EXISTING ROUTE 191

- **Started** October 2018
  - Analyzed at 1 year
  - Ridership matures in 18 to 36 months
- Provides important **coverage** within Rochester
  - Coverage means geographic area served by transit
- Serves important **people**
  - With low incomes
  - Of color
  - With disabilities
  - Without personal vehicles
- Not meeting **RPT route productivity standards**
  - Unsustainable balance between ridership and service hours

- Opportunities for **improvements**
  - Route alignment
  - Span
  - Frequency
  - Cycle time
  - Communications
Information for Council Action:
Route 191 Modifications Recommendation
Route 191 Modifications

Recommendation

- Maintain bi-directional service
- East side of the existing route covered by other routes
- Maintain 5:30am-10:30pm on weekdays
- Reduce to 7:00am-7:00pm on weekends and holidays
- Reduce to 60-minute frequency
- Reduce to 2 buses
- No Title VI disparate impacts or disproportionate burdens
- Reinvest saved resources in other service
Information for Council Action:

ROUTE 191 PUBLIC COMMENT

• December 2019 -- Rochester Citizens Advisory on Transit
  • Supportive of changes to improve performance
• December 11, 2019 through January 10, 2020 – Formal public comment period
  • 42 comments received as of January 7
  • No changes to Route 191 recommendation in response to comments as of January 7
Information for Council Action:

ROUTE 191 PUBLIC COMMENT

Comments as of January 7

• Concern that Route 191 is being eliminated
• Concern about travel time on the modified Route 191
• Preference for bus shelters along Route 191
• Suggestions to serve additional locations with Route 191
• Lack of willingness to use multiple routes
• Preference to not travel via downtown
Comments as of January 7 (continued)

• Preference for starting/ending routes at park-and-rides
• Preference for fiscally responsible transit operations
• Concern about safe and customer-friendly bus operations between park-and-rides and downtown
• Desire for more simple and easily accessible transit information
• Preference for no public transit
Phase 2

- January 22, 2020 -- Council action on Route 191 modifications
  - No further action needed on route renumbering and fixed route geographic expansion and route modifications because they were part of the TDP
- February through July 2020
  - Education and communication
  - Operations planning
- July 12, 2020 -- Implement Phase 2
## EDUCATION AND COMMUNICATION

### Audiences
- Funding partners, stakeholders, public

### Philosophy
- Provide necessary resources; Keep it simple for audience

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<th>Tactics</th>
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<td>- Summary document</td>
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<td>- Meetings with funding partners, government agencies, operators</td>
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<td>February-March 2020:</td>
<td>- Stakeholder outreach to understand resource needs</td>
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<td>Awareness</td>
<td>- Website content</td>
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<td>&quot;What is coming?&quot;</td>
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<td>- Posters, videos</td>
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<td>Education</td>
<td>- Public engagement events</td>
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<td>&quot;What does this mean to me?&quot;</td>
<td>- Earned and owned media</td>
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<td>June-July 2020: Alert</td>
<td>- Paid advertising</td>
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<td>&quot;What do I do now?&quot;</td>
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<td>- System map and schedule</td>
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