



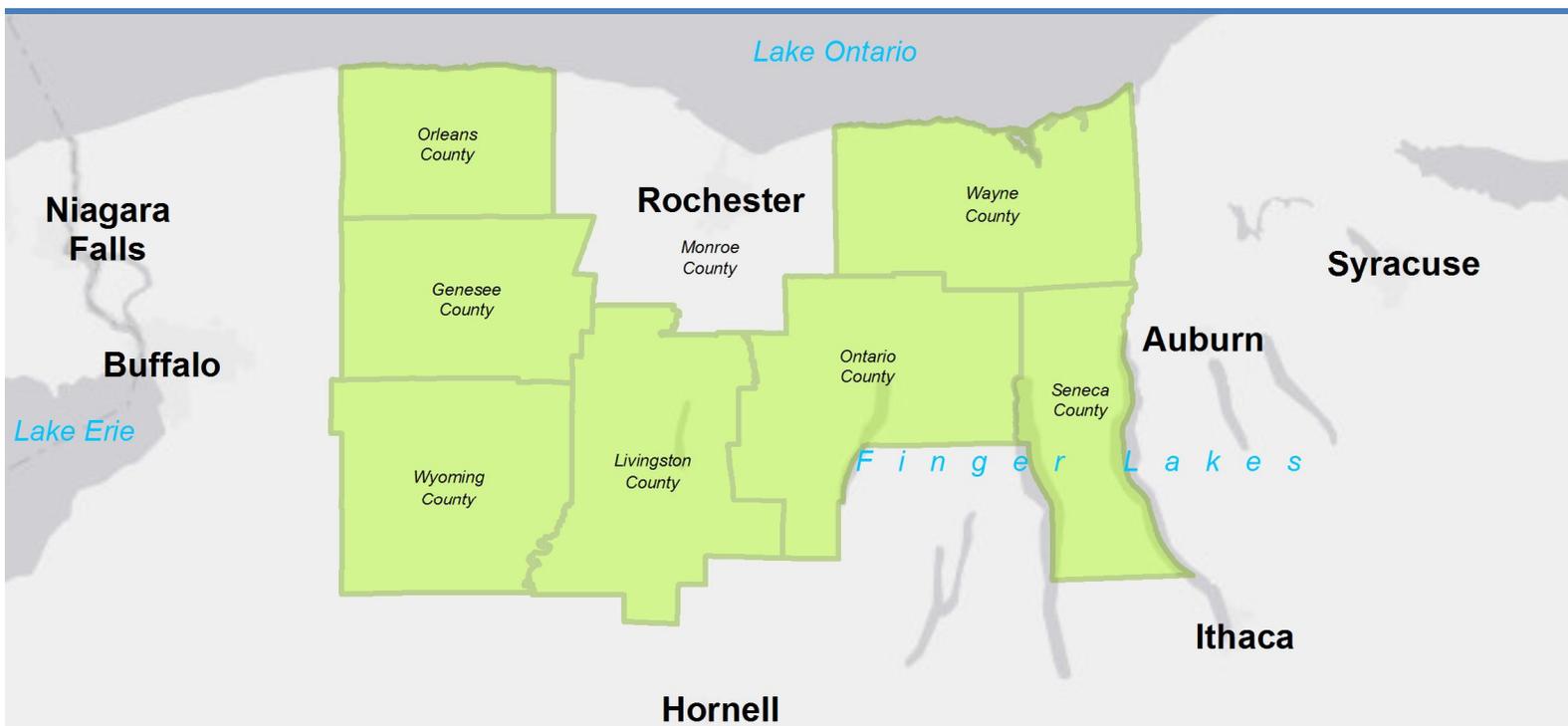
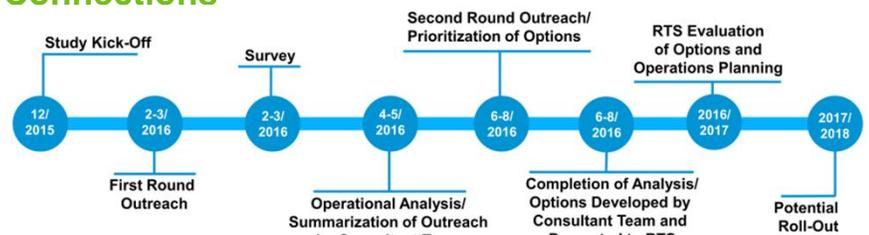
# Regional Operational Service Efficiency Study Executive Summary

## Study Goals

- Analyze operational efficiency of existing services
- Identify sustainable improvements to existing services
- Maintain a balance of close relationships and independence with individual counties
- Identify coordination opportunities for a regional network
- Identify new and foster existing business and community partnerships
- Develop a common fare structure policy and products

## Study Tasks

- Focus on 7 Regional Operations outside of Monroe County (shown in green below)
- **Task 1: Individual Operations**
  - Comprehensive operational performance analysis
  - Local stakeholder/public interaction
  - Best practices for rural transit operations
  - Service recommendations
- **Task 2: Regional Coordination and Connections**
  - Connecting Services
    - Regional Operations
    - RTS Monroe
- **Task 3: Fare Policy**





# Regional Operational Service Efficiency Study *Executive Summary*

## Existing Services

- **RTS Genesee**
  - 3 route deviation services
  - Weekdays only
  - General public Dial-A-Ride in Batavia
- **RTS Orleans**
  - 2 route deviation services
  - Weekdays only
  - General public county-wide Dial-A-Ride
- **RTS Wyoming**
  - Three route deviation services
  - One express route
  - One flex route
  - Weekdays only
  - General public Dial-A-Ride in Warsaw, Perry, Arcade
- **RTS Livingston**
  - Six route deviation services
  - Weekdays only
  - General public Dial-A-Ride in Mount Morris, Avon, and Dansville
- **RTS Ontario**
  - Five route deviation services
  - One express route
  - One flex route
  - Weekday, Saturday and Sunday service
  - General public county-wide Dial-A-Ride
- **RTS Seneca**
  - Two route deviation services
  - One flex route
  - Weekday service only
  - General public Dial-A-Ride when route deviation service portion of flex route not operating
- **RTS Wayne**
  - Five route deviation services
  - Commuter connection
  - Weekday service only
  - Dial-A-Ride service for seniors and persons with disabilities

## Study Overview

Rochester-Genesee Regional Transportation Authority (RGRTA) and Regional Transit Service, Inc. (RTS) operate RTS Monroe serving Rochester, New York and seven Regional Operations. This study focuses on the seven rural Regional Operations operating in the counties surrounding Rochester. These seven Regional Operations have recently come together under one RTS umbrella, which creates an opportune moment to evaluate the individual operations and regional connections in a new light with an eye towards the future.

RGRTA and RTS seek to comprehensively evaluate each of the seven Rural Operations individually and develop transit service improvements and modifications for each that maximize the efficiency and effectiveness of operations, reduce costs, and increase revenue. Overarching components required to successfully complete the RGRTA *Regional Operational Service Efficiency Plan* include rural transit planning for transit services; a focus on internal and external coordination and connections; and an innovative and worthwhile public participation program to actively engage people in the region to discuss the future of transit services.

The study endeavors to evaluate existing services and engage with riders, stakeholders, and the general public about local and regional transit services to create implementable transit service plans based on recommendations for smart transit service improvements. This plan describes the existing RTS operations, provides the results of an operational performance analysis and a survey/public outreach effort, identifies the unique characteristics of the system, describes land use and demographic trends, describes rural transit best practices, identifies potential community and business partnerships, identifies options for improved and new services and presents a prioritized service development plan for future transit service in the county.

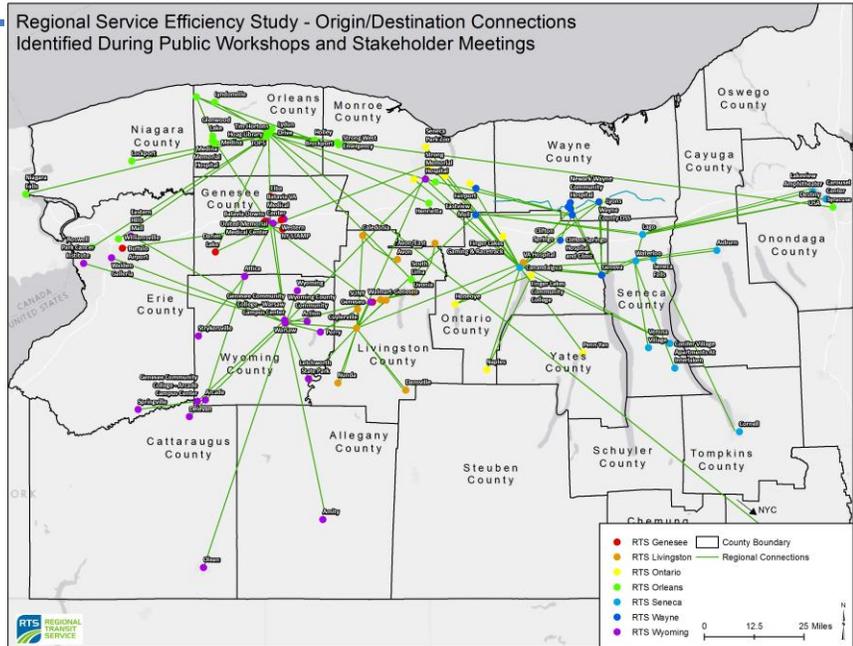


# Regional Operational Service Efficiency Study

## Executive Summary

### Outreach Effort

- **First Round**
  - Stakeholder Meetings and Public Workshops in each of the 7 counties
    - Presentation and discussion with stakeholders
    - Interactive open house workshop with the public
  - Survey
    - Available in three formats: hard copy, cell phone texting, online
  - Generalized Findings
    - 55% current riders



Input received from over 1,000 people region-wide

- Most riders use the service 3-5 days per week
  - School and work are the most popular trip purposes
  - Most riders are satisfied or very satisfied with the existing services
  - Respondents provided times and locations needed for transit services
- 45% non-riders
- Most non-riders do not use transit because they need a car
  - However, some also do not use transit because it does not operate when they need it or to the locations they need to go, but they may be willing to use transit service if it did

- **Second Round**
  - Combined Stakeholder and Public Meetings in each of the 7 counties
    - Presentation and discussion
    - Prioritization exercise – public transit improvements

County	First Priority	Second Priority	Third Priority
Orleans	Connection to Brockport	Regional connections	Improved information sharing
Genesee	More frequent service to rural areas	Regional connections	Weekend service
Livingston	More frequent service, mid-day	More medical transportation	More direct service/more routes
Wyoming	Improved schedule	Connection to Batavia	Evening hours
Seneca	Community education	Weekend service	Transportation for tourism
Ontario	Longer evening hours	Connections between campuses	More frequent service
Wayne	Evening hours and weekend service	Shorter trips/more frequent service	Regional connections

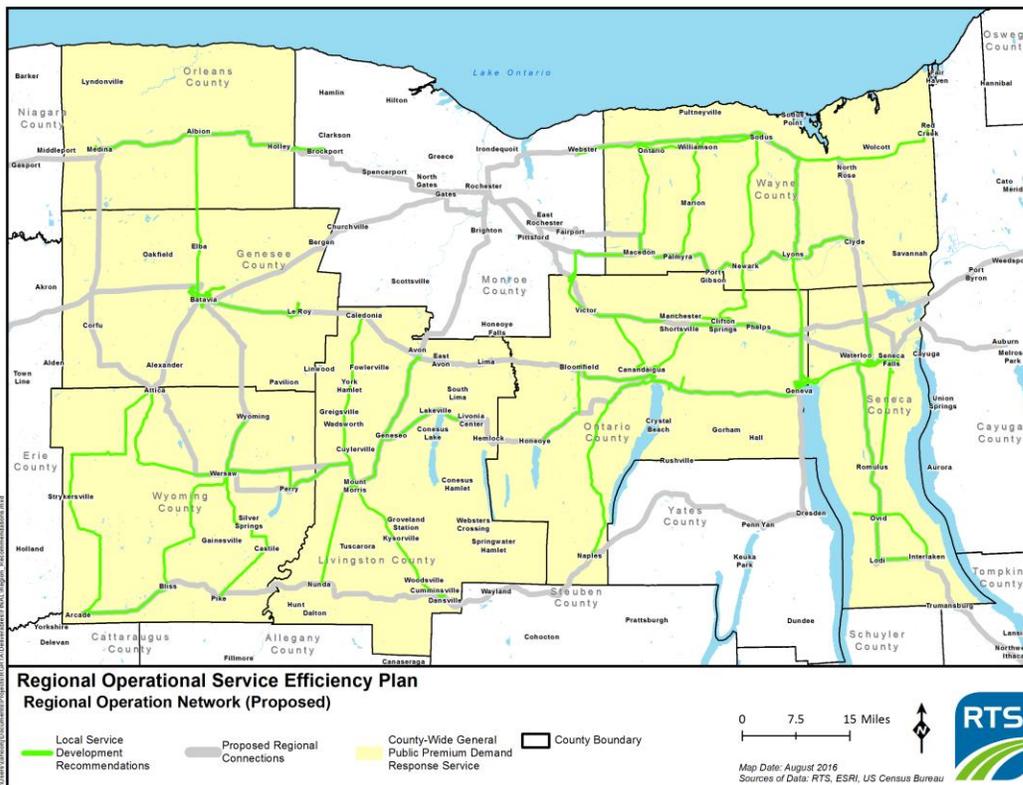


# Regional Operational Service Efficiency Study

## Executive Summary

### Service Development Recommendations

- **All RTS Regional Operations**
  - Streamline routing
  - Transition various Dial-A-Ride services to county-wide general public Premium Demand Response Service
  - Add regional connections to build towards full regional network
- **RTS Genesee**
  - Add Saturday service
  - Add regional connection to Albion
- **RTS Orleans**
  - Add Saturday service
  - Add regional connections to Brockport and Batavia
- **RTS Wyoming**
  - Increase span and frequency of service
- **RTS Livingston**
  - Increase span and frequency of service
- **RTS Ontario**
  - Increase span of service (earlier morning hours, longer evening hours)
  - Add regional connections to Newark and Lyons
- **RTS Seneca**
  - Modify operations to reduce transfers
  - Add service to a new major trip generator
  - Add Saturday service
- **RTS Wayne**
  - Increase span and frequency of service
  - Add Saturday service
  - Add regional connections to Canandaigua and Geneva
- **Overall Improvements**
  - Longer operating hours, better frequency of service
  - Adds Saturday service where none is operated currently
  - Creates direct links between destinations
  - Adds regional connections; more miles of service
  - Building blocks towards a full regional network



#### Rural Transit Best Practices

- Balance supply and demand
- Monitor service performance regularly
- Integrate service among multiple providers
- Set service design standards
- Improve ease of use

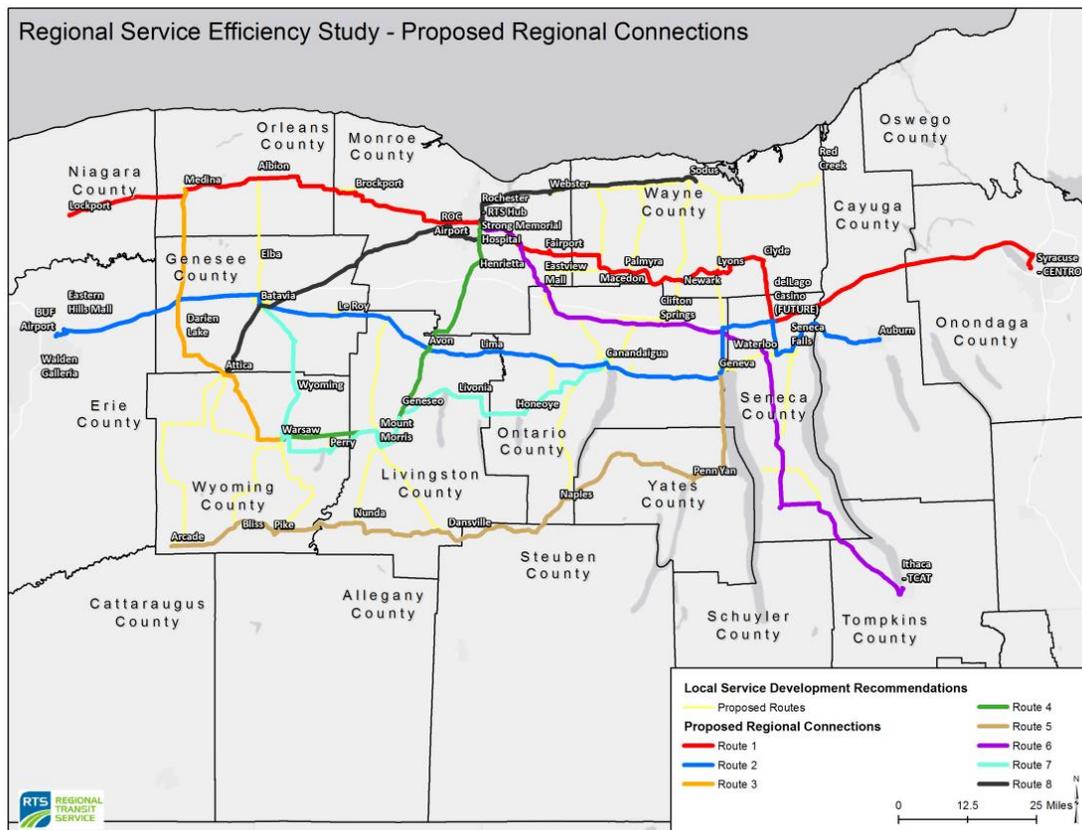


# Regional Operational Service Efficiency Study

## Executive Summary

### Regional Connections

- Developed based on demand analysis and regional connections identified during outreach
- **Augments local service development recommendations**
  - Operates in addition to existing and proposed local and regional services
  - Operates weekdays only, 1-2 trips per day as a baseline
- **Any Regional Operation could operate any of the routes; allows for flexibility and efficiency in operations**
- **Requires technology upgrades, one RTS branding, coordination with other transportation authorities, public education, and stakeholder involvement**



### Fare Policy Analysis

- **A fare policy should:**
  - Be simple to understand
  - Be common, consistent, and interoperable
  - Encourage inter-county (regional) travel
  - Encourage riders to choose the most appropriate service type of the trip purpose
  - Encourage use cashless fare media
  - Be equitable
  - Maximize revenue and minimize subsidy