

RGRTA Regional City and Village Local Service Study

Scope of Work

A. Objective

The RGRTA Regional City and Village Local Service Study will identify the best way to serve the cities and villages specified by the Authority, and if those best practices match the service currently provided in the study areas. Examples of currently provided services in the study areas are local and county-wide demand response (dial-a-ride), local deviated routes (serving only that city or village per each round trip), and county-wide deviated routes (serving multiple areas per round trip).

The Authority is also interested in pursuing other modes of transit currently not offered in any of its regional operations, such as on-demand ride hailing, on-demand ride sharing, and point deviated service. This study should also identify the feasibility of starting such services within the specified service areas.

B. Background

The Rochester Genesee Regional Transportation Authority (RGRTA) currently has seven (7) rural transit operations within its eight-county service area (RGRTA refers to these operations as its "Regional Operations"). Regional Operations exist in Wayne, Ontario, Livingston, Genesee, Wyoming, Seneca, and Orleans counties.

In each regional operation, various types of transit service are available to customers, primarily route deviation and demand response (dial-a-ride). As RGRTA continues to add and improve service, expand mobility, and create efficiencies, it has been decided to study the delivery of service in specific population-dense areas (cities and villages) within its rural service area.

C. Tasks

1. The consultant team will be guided by a Project Advisory Committee, which shall include but are not limited to representatives from each Regional Operation, selected participants from internal RGRTA departments, and Genesee Transportation Council (GTC) staff. These resources will also assist in providing data and other information critical to completing the service audit. The committee will review and comment on draft recommendations to ensure the final product is sufficient to meet the project goals.
2. An RFP will be created and advertised publicly. Select members of the Project Advisory Committee will review the submissions and engage the services of a consultant with expertise in transit planning.

3. The chosen consultant will convene an initial meeting to clarify roles, responsibilities, expectations (scope of work), deliverables, and project schedule between the consultant, project sponsor, and the Project Advisory Committee.
4. The consultant will conduct a comprehensive analysis of the current transit service offerings in each city or village specified by the Authority, and obtain a current-state overview of efficiency, accessibility to transit service, needs being met in each community by the current service, and unmet needs in each community.
 - a. Assess available ridership data and current schedules
 - b. Survey internal customers (such as operators), and external customers (local community stakeholders) to consider transit ideas, needs or desires
 - c. Evaluate current and potential community and business partnerships
 - d. Assess future demographic and land use trends in each city or village, and how that will affect the Authority's transit service.
5. The consultant will provide recommendations for each city or village specified by the Authority on how transit service should be delivered in that community.
 - a. If the current state service is sufficient and should be retained or even expanded (additional service hours, service span, or days of service), that should be noted.
 - b. If the current state service should be changed from demand-response type service to deviated route service, then proposed routing should be provided, along with projected days of service, service span, and revenue hours of service per day.
 - c. If the current state service should be changed from deviated route service to demand response service, then the proposed service area should be provided, in addition to projected days of service, service span, and revenue hours of service per day.
 - d. If the current state service should be changed to a service mode that the Authority does not currently provide, then a description of that service, in addition to projected days of service, service span, and revenue hours of service per day should be provided.
6. The consultant will develop and draft a Final Report including narrative, graphics, analysis, and other content describing the study process and conclusions. The Final Report should include implementation plans for each community, per Task 5, dependent on service recommendations.

D. Products

The following are products expected to be delivered as part of this study:

- Draft Regional City and Village Local Service Study (for stakeholder review/comment)
- Final Regional City and Village Local Service Study
- Executive Summary of final study
- PowerPoint Presentation summarizing the findings and recommendations
- Stakeholder outreach and public meeting materials
- Each deliverable should be delivered electronically in Microsoft Word and *.pdf file, as well as color, bound hard copy. Hard copies should be delivered in the following quantities:
 - Draft Report (20 copies)
 - Final Report (20 copies)
 - Executive Summary (20 copies)

E. Public Participation Plan

With the assistance of RGRTA staff, the consultant shall conduct 2 public meetings per county with stakeholders and the general public to gather input on recommendations on changes to current service, and the future service plan. One meeting shall take place during the study period itself, in which draft recommendations are being formed; the second shall take place after the release of draft recommendations, in preparation for completion of final recommendations.

F. Schedule

Task	Timeline
Scope of Work Approval	July 2021
Release of RFP	August 2021
Select Vendor and Receive Board Approval	September 2021
Begin Study Period	October 2021
Comprehensive Inventory and Analysis Complete	February 2022
Preferred Alternatives Selected	May 2022
Draft Final Report Received	June 2022
Study Completed	August 2022

G. Project Budget

Sources of Funds		Uses of Funds	
	<u>FY 2021-22</u>		<u>FY 2021-22</u>
<u>Federal Funds</u>		<u>GTC</u>	
FHWA	\$100,000	Staff	\$0
FTA	<u>0</u>	Contractual	<u>0</u>
Subtotal	\$0	Subtotal	\$0
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$0	Staff	\$0
Local (In-kind)	\$11,111	Contractual	\$100,000
Local (Cash)	<u>0</u>	In-kind Exp.	<u>\$11,111</u>
Subtotal	\$11,111	Subtotal	\$0
<u>Total</u>	<u>\$111,111</u>	<u>Total</u>	<u>\$111,111</u>