

**MEMORANDUM**

**TO:** Genesee Transportation Council Members & Alternates  
**FROM:** Richard Perrin, Executive Director *RP*  
**DATE:** December 1, 2009  
**SUBJECT:** Proposed Resolution 09-62, amending the *FY 2009-2010 Unified Planning Work Program* by adding Task 7115 – Greater Rochester Regional Commuter Choice Program

Genesee Transportation Council (GTC) staff are proposing to amend the current Unified Planning Work Program (*FY 2009-2010 UPWP*) to include a new task that would allow GTC to develop the Greater Rochester Regional Commuter Choice Program (the Program). The Program would establish a website that provides commuters with the maximum opportunity to save money and reduce pollution by accessing travel options other than the single-occupancy vehicle. A Task Description for proposed Task 7115 – Greater Rochester Regional Commuter Choice Program is attached.

The website would allow commuters to enter their beginning and ending points and identify potential carpool matches, the optimal public transportation route(s) and schedules(s), and a preferred bicycling route. In addition, the website would calculate the out-of-pocket cost savings and the amount of air pollutants and greenhouse gas emission reductions from replacing the trip by a non-single-occupancy vehicle mode.

GTC staff are proposing to amend the current *FY 2009-2010 UPWP* to include the Program using funds from Task 3105 – SAFETEA-LU Succession Program, as the objective of the Program is wholly consistent with new requirements that are included in the draft of the next surface transportation authorization legislation (the successor to SAFETEA-LU), as well as proposed federal climate change legislation that is being moved in both the Senate and the House of Representatives.

The timing of this is critical as there is currently interest from employers (Rochester Institute of Technology and the Rochester Downtown Development Corporation) and the community (EPA-funded Community Action for a Renewed Environment's Alternative Transportation Working Group) in developing the Program. Due to the lead time necessary to develop the Program, GTC staff would prefer not to wait until the next UPWP which becomes effective on April 1, 2010. If the current UPWP were to be amended at the December 10, 2009 GTC Board meeting, GTC staff could begin procurement of professional services in early-January 2010.

The funding for this task would total \$75,000 and come from the following sources:

1. FHWA PL funds from Task 3105 – SAFETEA-LU Succession Program – \$70,000
2. FTA MPP funds from Task 3105 – SAFETEA-LU Succession Program – \$5,000



GTC submitted a complete application to the UPWP Development Committee (UDC). The UDC reviewed the application and unanimously recommends that the *FY 2009-2010 UPWP* be amended to include the Program.

The following items are provided for your consideration:

- 1. Proposed Resolution 09-62** (Amending the *FY 2009-2010 Unified Planning Work Program* by adding Task 7115 – Greater Rochester Regional Commuter Choice Program)
- 2. Task Description for 7115 – Greater Rochester Regional Commuter Choice Program**

Proposed Resolution 09-62 was reviewed and recommended for your approval by the Planning Committee at its November 12, 2009 meeting.

***Recommended Action:***

*Approve Resolution 09-62, amending the FY 2009-2010 Unified Planning Work Program by adding Task 7115 – Greater Rochester Regional Commuter Choice Program.*

**GENESEE TRANSPORTATION COUNCIL**

**RESOLUTION**

**Resolution 09-62 Amending the *FY 2009-2010 Unified Planning Work Program* by adding Task 7115 – Greater Rochester Regional Commuter Choice Program**

**WHEREAS,**

1. GTC wishes to amend the *FY 2009-2010 UPWP* to include Task 7115 – Greater Rochester Regional Commuter Choice Program that would allow GTC to develop the Greater Rochester Regional Commuter Choice Program;
2. The Greater Rochester Regional Commuter Choice Program would establish a website that provides commuters with the maximum opportunity to save money and reduce pollution by accessing travel options other than the single-occupancy vehicle;
3. A full Task Description for the Greater Rochester Regional Commuter Choice Program has been developed and reviewed by GTC staff and member agencies through the GTC committee process and has been found to be consistent with the goals, objectives, and recommendations of the Long Range Transportation Plan;
4. The objective of the Greater Rochester Regional Commuter Choice Program is wholly consistent with new requirements that are included in the draft of the next surface transportation authorization legislation, as well as proposed federal climate change legislation that is being moved in both the Senate and House of Representatives;
5. Due to the lead time necessary to develop the Greater Rochester Regional Commuter Choice Program, GTC wishes to advance this task prior to the next UPWP which becomes effective on April 1, 2010; and
6. GTC wishes to reprogram \$70,000 in Federal Highway Administration Planning funds and \$5,000 in Federal Transit Administration Metropolitan Planning Program funds remaining from Task 3105 – SAFETEA-LU Succession Program to Task 7115 – Greater Rochester Regional Commuter Choice Program;

**NOW, THEREFORE, BE IT RESOLVED**

1. The Genesee Transportation Council amends the *FY 2009-2010 Unified Planning Work Program* by adding Task 7115 – Greater Rochester Regional Commuter Choice Program in the amount of \$75,000;
2. That the Work Program Financial Detail and the Task Descriptions portion of the *FY 2009-2010 UPWP* be hereby amended to reflect this addition; and

3. That this resolution takes effect immediately.

**CERTIFICATION**

The undersigned duly qualified Secretary of the Genesee Transportation Council certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Genesee Transportation Council held on December 10, 2009.

Date \_\_\_\_\_

\_\_\_\_\_  
ROBERT A. TRAVER, Secretary  
Genesee Transportation Council

**7115 – Greater Rochester Regional Commuter Choice Program**

**Objective:** To establish a cost-effective program that provides the traveling public with the maximum opportunity to save money and reduce pollution by accessing commuting options other than the single-occupancy vehicle.

**Classification:** Planning/Policy

**Participants:** GTC staff (Lead Agency), Livingston, Monroe, Ontario, and Wayne counties, City of Rochester, RGRTA, Ontario CATS, Rochester Bicycling Club, Rochester Downtown Development Corporation

**Budget:**

Sources of Funds		Uses of Funds	
	FY 2009-10		FY 2009-10
<u>Federal Funds</u>		<u>GTC</u>	
FHWA	\$70,000	Staff	\$0
FTA	5,000	Contractual	75,000
Subtotal	\$75,000	Subtotal	\$75,000
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$0	Staff	\$0
Local (In-kind)	0	Contractual	0
Local (Cash)	0	In-kind Exp.	0
Subtotal	\$0	Subtotal	\$0
<u>Total</u>	<u>\$75,000</u>	<u>Total</u>	<u>\$75,000</u>

**Process:** Establish a website where commuters can 1) find other commuters with proximate origins and destinations for carpooling; 2) identify optimal public transportation route(s) and schedule(s), and 3) determine preferred bicycling routes, as well as gain information on the amount of out-of-pocket costs, greenhouse gases, and air pollution reduced via the various non-single-occupancy vehicle options available to them.

**Schedule:**

1. RFP developed and advertised	January/February 2010
2. Consultant selection completed	March/April 2010
3. Project initiation meeting with stakeholders	April/May 2010
4. Methodology to assess commuting options developed	June/July 2010
5. Cost and pollution data collected	August/September 2010
6. Marketing/Action and Maintenance Plans completed	August/September 2010
7. Program website introduced	October/November 2010
8. Program website maintained and enhanced	Ongoing

**Products:**

- Greater Rochester Regional Commuter Choice Program website
- Methodology and database for determining cost savings to users and reductions in pollutants and greenhouse gases
- Marketing/Action Plan for "rollout" of the Program
- Maintenance Plan for the website