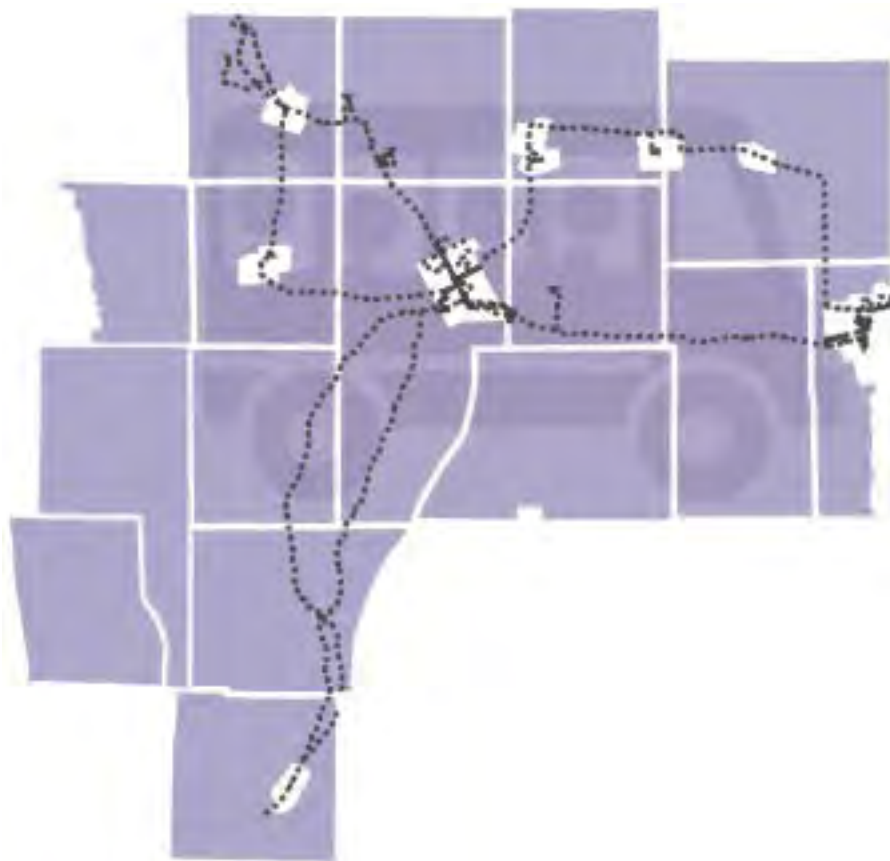


ONTARIO COUNTY PLANNING DEPARTMENT

Ontario County Fixed Route Evaluation *FINAL*



February 2010

Nelson | Nygaard
consulting associates

Table of Contents

	Page
Chapter 1. Introduction	1-1
Chapter 2. Available Transportation Service	2-1
Public Transportation Services	2-1
Regional Public Transportation Services	2-2
Specialized Transportation Services	2-2
Chapter 3. Community Profile.....	3-1
Overview of Ontario County	3-1
Ontario County Demographics.....	3-2
Land Uses in Ontario County	3-9
Chapter 4. Outreach Efforts and Needs Assessment.....	4-1
Public Outreach	4-1
Transit Riders	4-1
Stakeholders and General Public.....	4-2
Finger Lakes Community College	4-4
Non-Riders (Ontario County Residents).....	4-4
Assessment of Public Transit Needs.....	4-5
Chapter 5. Individual Route Evaluations.....	5-1
Route 1: Geneva City.....	5-1
Route 2A: Canandaigua City North.....	5-9
Route 2B: Canandaigua City South	5-18
Routes 3 & 7: Canandaigua / Victor	5-26
Route 4: Canandaigua – Geneva - Canandaigua.....	5-36
Route 5: Canandaigua – Clifton Springs - Geneva.....	5-42
Route 6: Canandaigua – Naples	5-47
DAR Services	5-51
Chapter 6. System Evaluation.....	6-1
Chapter 7. Recommendations	7-1
 Appendix A: Technical Memos on Surveys and Outreach Efforts	
Appendix B: Turn Sheets for Proposed Routes	
Appendix C: Proposed Service Hours and Vehicle Requirements	

Table of Figures

	Page
Figure 2-1 CATS System Map	2-4
Figure 2-2 City of Geneva CATS Routes.....	2-5
Figure 2-3 City of Canandaigua CATS Routes.....	2-6
Figure 2-4 Public Transportation Services in Ontario County	2-7
Figure 3-1 Population Change by Town and City	3-1
Figure 3-2 Youth (6-17) as a Percent of Total Population.....	3-4
Figure 3-3 Older Adults (65+) as a Percent of Total Population	3-5
Figure 3-4 Persons with Disabilities as a Percent of Total Population	3-6
Figure 3-5 Persons with Low Income as a Percent of Total Population	3-7
Figure 3-6 Persons without a Vehicle as a Percent of Total Population.....	3-8
Figure 3-7 Activity Centers & Destinations	3-10
Figure 5-1 Route 1 Existing Alignment	5-2
Figure 5-2 Route 1 Service Statistics	5-3
Figure 5-3 Route 1 Geneva City Annual Ridership, 1999-2008	5-4
Figure 5-4 Route 1 Ridership and Productivity	5-4
Figure 5-5 Route 1: Ridership by Time of Day	5-5
Figure 5-6 Route 1: High Activity Bus Stops.....	5-6
Figure 5-7 Route 1 - Weekday Ridership by Segment.....	5-7
Figure 5-8 Route 2A Existing Alignment.....	5-10
Figure 5-9 Route 2A Service Statistics.....	5-11
Figure 5-10 Route 2A Canandaigua City Annual Ridership, 1999-2008	5-12
Figure 5-11 Route 2A Ridership and Productivity.....	5-13
Figure 5-12 Route 2A: Ridership by Time of Day	5-14
Figure 5-13 Route 2A: Weekday Ridership by Time of Day	5-15
Figure 5-14 Route 2A: High Activity Bus Stops	5-16
Figure 5-15 Route 2B Existing Alignment.....	5-19
Figure 5-16 Route 2B Service Statistics.....	5-21
Figure 5-17 Route 2B Canandaigua City Annual Ridership, 1999-2008	5-21
Figure 5-18 Route 2B Ridership and Productivity.....	5-22
Figure 5-19 Route 2A/2B: Ridership by Time of Day.....	5-22
Figure 5-20 Route 2B Weekday Ridership by Route Segment.....	5-23
Figure 5-21 Route 2B: High Activity Bus Stops	5-24
Figure 5-22 Route 3 Existing Alignment	5-28
Figure 5-23 Route 7 Existing Alignment	5-29
Figure 5-24 Routes 3 & 7 Service Statistics	5-30
Figure 5-25 Route 3 & 7 Annual Ridership, 1999-2008	5-31
Figure 5-26 Routes 3 & 7 Ridership and Productivity	5-31
Figure 5-27 Routes 3 & 7: Ridership by Time of Day	5-32
Figure 5-28 Routes 3 & 7: Weekday Ridership by Time of Day.....	5-33
Figure 5-29 Weekday Transfer Connections at Eastview Mall.....	5-34
Figure 5-30 Route 4 Existing Alignment	5-37
Figure 5-31 Route 6 Service Statistics	5-38
Figure 5-32 Route 4 Annual Ridership, 1999-2008	5-39

Table of Figures

	Page
Figure 5-33	Route 4 Ridership and Productivity5-39
Figure 5-34	Route 4 Ridership by Time of Day5-40
Figure 5-35	Route 5 Existing Alignment5-43
Figure 5-36	Route 6 Service Statistics5-44
Figure 5-37	Route 4 Annual Ridership, 1999-20085-44
Figure 5-38	Route 5 Ridership by Time of Day and Day of Week5-45
Figure 5-39	Route 5 Average Ridership and Productivity (October, 2008)5-46
Figure 5-40	Route 6 Existing Alignment5-48
Figure 5-41	Route 6 Service Statistics5-49
Figure 5-42	Route 1 Geneva City Annual Ridership, 1999-20085-49
Figure 5-43	Route 6 Average Ridership and Productivity5-50
Figure 5-44	CATS DAR Trips per Year (2000-2008)5-52
Figure 5-45	DAR Trips by Medicaid and General Public5-52
Figure 5-46	CATS DAR: Top Pick-Up Locations5-53
Figure 5-47	Ontario County DAR Service Pick-Up Locations5-54
Figure 5-48	CATS DAR: Top Drop-Off Locations5-55
Figure 5-49	Ontario County DAR Service: Drop-Off Locations5-56
Figure 5-50	CATS DAR Service: Vehicle Utilization5-58
Figure 6-1	CATS Performance Data and Indicators Fixed-Route Services, All Riders (STOA and Medicaid) 2006-2008.....6-3
Figure 6-2	CATS Performance Data and Indicators DAR Services, All Riders (STOA and Medicaid) 2006-2008.....6-5
Figure 7-1	Proposed CATS Fixed-Route System7-9
Figure 7-2	Route 1 – Geneva City Proposed.....7-10
Figure 7-3	Route 2 - Canandaigua City Proposed.....7-11
Figure 7-4	Route 3 – Canandaigua-Farmington-Victor Proposed.....7-12
Figure 7-5	Route 4 – Canandaigua to Geneva via Routes 5 and 20 Proposed7-13
Figure 7-6	Route 5 - Canandaigua to Geneva via Routes 21 and 96 and Route 5X – Geneva to Eastview Mall Proposed7-14
Figure 7-7	Route 6 – Canandaigua to Naples Proposed7-15
Figure 7-8	Route 7 – Canandaigua – Bloomfield- Naples Proposed.....7-16

Executive Summary

The Ontario County Planning and Transportation Departments retained the consulting team of Nelson\Nygaard Consulting Associates, the IBI Group and Stuart Brown and Associates “the study” team) to prepare a system and route-by-route analysis of Ontario County’s public transportation system, branded as County Area Transportation Services (CATS). The objective of the analysis was to identify where existing transit resources are distributed, how efficiently they operate and how effectively they meet public transportation demand. The study team also worked to identify key system and service deficiencies, potential improvements and ideas for funding.

Needs Assessment

A critical part of developing service recommendations was to understand the perspectives, priorities and needs for public transportation services. We relied on two main sources to help us understand transit needs: a community profile/market assessment and input from stakeholders, CAT riders and members of the general public. Based on this data, our assessment of public transit needs includes:

- Service needs to be re-aligned to incorporate growing travel markets in the northwest corner of Ontario County, especially the towns of Victor, Farmington and Manchester.
- Consistent with the population shift, there is a call for direct service between Geneva and the Eastview Mall in Victor. Services may support employment and ideally will be timed to meet RGRTA commuter routes.
- FLCC is a major generator of ridership for CATS. A future potential need will be to connect the FLCC main campus in Canandaigua with the Science and Technology Campus planned in the Town of Victor.
- Regional services are increasing in importance. There is potential to improve connections between CATS and other regional transit providers, especially in Victor and Geneva.
- There is a need to develop a transfer location off of the Main Street in Canandaigua. While the current site has a lot of visibility, it requires buses to pull in and out of traffic and the location is a difficult place for passengers to cross the street.
- CATS needs more marketing and outreach efforts. Comments and data from riders, stakeholders and non-riders demonstrate a lack of information and awareness about the service in general.
- CATS may conduct targeted marketing efforts to specific employers or institutions, including by not limited to FLCC.
- Data shows the importance of walk access to the fixed-route service, especially for transit dependent riders. Changes to existing route alignments and plans for new services should bear in mind the importance of walk access and egress from bus service.
- There may be potential to incorporate senior van service into mid-day fixed-route services by offering a higher level of service during those times with door-to-door service between key facilities.

Recommendations

The CATS system consists of three types of general public services:

- City routes that operate within the Cities of Canandaigua and Geneva and provide connections among local destinations. These routes also function as feeder/distributor routes for passengers traveling into Canandaigua and Geneva.
- Intra-county routes that provide connections between larger communities in Ontario County and offer connections from these locations to destinations in Canandaigua, Geneva and the Town of Victor.
- General public dial-a-ride services that are intended to provide county-wide transportation services for individuals not living near fixed-route services.

Our analysis of the system suggests that while the fixed-route service is doing a good job carrying passengers, the system may be improved to better meet passenger needs and expectations. These improvements primarily involve making routes faster, more direct and easier to understand and communicating the service more clearly. Accordingly, we propose a series of changes that will increase service frequency on main streets, maximize direct connections to/from key destinations, improve coordination among services and design routes so buses travel out and back on the same alignment. A map of the proposed changes is shown in Figure ES-1.

The study team is also recommending a series of strategies to improve the efficiency of CATS dial-a-ride (DAR) services. The existing DAR service provides excellent access to public transportation countywide and is appreciated by members of the public. The service, however, is expensive to operate, and as demand continues to grow the service has become unsustainable. Our recommendations, therefore, include ideas to improve the efficiency of existing operations, primarily through the implementation of technology and software.

Changes to the services will also require updates to the passenger schedules and information systems. We recommend using this information to improve the existing system so that both printed and web-based information materials are clear, accessible and easy to understand. Service changes also provide an opportunity to expand marketing and outreach activities, with a particular focus on major destinations and/or institutions, especially destinations and institutions that have significantly improved service.

In summary, service recommendations include:

- Improve existing fixed-route services by realigning routes to provide more direct services to the most important destinations. We also suggest using a series of hybrid services to manage dial-a-ride service costs but continue to provide an acceptable level of services.
- Use technology and service changes to manage costs of general public dial-a-ride services.
- Improve marketing to increase awareness of the services and make them easier for members of the non-riding public to use.

This map illustrates the proposed bus routes for Ontario County, New York, as part of a transit study. The routes are color-coded and categorized by type:

- Transfer:** Indicated by a black circle with a white 'T'.
- Proposed Routes:**
 - Route 1: Solid purple line
 - Route 2: Solid magenta line
 - Route 3: Solid green line
 - Route 4: Solid cyan line
 - Route 5X: Solid blue line
 - Route 5: Solid brown line
- Peak Period:** Dashed orange line
- Off-Peak:** Dashed pink line
- Racetrack Trips:** Dashed teal line
- Streets:**
 - Local Roads: Thin grey lines
 - State or US Routes: Thicker black lines

The map shows the following locations and features:

- Towns/Villages:** Victor, Farmington, Manchester, Shortsville, Clifton Springs, Phelps, East Bloomfield, Bloomfield, Hopewell, City of Canandaigua, Town of Canandaigua, Seneca, Gorham, Geneva, and Bristol.
- Key Landmarks:** Eastview Mall, City Hall, FLCC, Hospital, Downtown Geneva, Walmart, and various schools and community centers.
- Highways:** State Rt 96, State Rt 488, State Rt 444, State Rt 64, State Rt 21, State Rt 247, State Rt 14a, and State Rt 14.
- Water Bodies:** Seneca Lake and Cayuga Lake.
- Scale and Orientation:** A north arrow and a scale bar indicating 0.5 miles are provided in the bottom left corner.

The map was created by Nelson Nygaard consulting associates, with GIS Data Source from Ontario County.

- Improve transit infrastructure by moving the transfer point off of Main Street in downtown Canandaigua to a safer location.
- Establish performance measures to help measure and track system performance.

Implementation Costs and Funding

The net increase in annual operating costs associated with the proposed recommendations is estimated at approximately \$260,409 (see Figure ES2). This estimate is based on 2008 costs (\$37.18 per hour) and reflects operating costs only. No costs associated with the purchase of equipment (software), increased marketing efforts or administrative costs have been included. Furthermore, cost estimates reflect several broad assumptions and should be used for planning purposes only. Our estimate of costs to implement the proposed recommendation is based on the following assumptions:

- An increase in fixed-route service from approximately 30,000 to nearly 51,200 annual service hours.
 - The increase in service hours results from increased service frequency, the addition of Route 5X (peak period commuter service between Geneva and Victor) and transforming Routes 6 and 7 into flex-services.
 - The span of service on some routes will also change. Accordingly, CATS will transition from seven peak buses to 11.
- Dial-A-Ride operations, on the other hand, will reduce service hours from approximately 72,250 hours to an estimated 57,220.
 - Savings will be achieved through increased efficiencies gained by adopting scheduling software. By using scheduling software systems to schedule general public DAR service will increase the number of passengers per hour carried from approximately 1.17 to 1.46. This translates to approximately a 25% reduction in general public DAR service hours.
 - Implementation of flex-services will also work to reduce reliance on general public DAR services. In total, we broadly estimate that flex services will reduce general public service hours by an additional 10%.
 - For purposes of this analysis, we have assumed that DAR Medicaid trips will decrease by 10%. Reduced gains in efficiencies reflect the inherent complexities of Medicaid trips that are more restrictive as compared with general public DAR.

The proposed service recommendation will also have an impact on the amount of STOA funds received by Ontario County. Based on broad calculations, we estimate that using the mileage formula alone, Ontario County may raise an additional \$211,633 in STOA revenues (see Figure ES3). Funds may also be raised through federal sources, especially the Federal Transit Administration (FTA) program 5316 Job Access Reverse Commute, which could be used to support the proposed Route 5X and potentially increased service hours on other routes.

Service changes may need to be implemented incrementally to realize some cost savings while additional funds are being identified. As a first step, therefore, we recommend that Ontario County purchase scheduling software for its dial-a-ride and medical assistance transportation services. As staff becomes accustomed to using this software, CATS should see a reduction in the number of vehicles and drivers needed to operate the services. Once realized, these resources can be deployed to increase and improve fixed-route services. The scheduling software will also be helpful to support the introduction of the hybrid services.

As discussed, service changes should be accompanied by an extensive marketing and outreach effort to ensure passengers understand the changes. These efforts may include development of new schedules; signage and system maps to help riders and non-riders understand services. Additional outreach efforts to social service providers, medical institutions, colleges and major employers will also help CATS promulgate changes.

Figure ES2 Estimated Cost of Recommended Service Changes – Operating Costs Only

	Current	Proposed	Net Change (Hours)	Net Change (Costs)
Fixed-Route Service Hours	29,115	51,417	22,032	\$819,150
DAR - Medicaid	37,570	33,813	3,757	(\$139,685)
DAR – General Public	34,680	23,409	11,271	(\$419,056)
Sub-total All DAR	72,250	57,222	15,028	(\$558,741)
Total Service Hours	1,013,650	107,932	7,004	\$260,409
Estimated cost per hour	\$37.18	\$37.18		
Total System Costs	\$3,766,751	\$4,012,912		

Source: Nelson\Nygaard Consulting Associates

Notes: Fixed-route service hours based on existing schedule (see Figure 7-9). Proposed service hours based on recommended services (see Figure 7-11). DAR operating hours is based on data provided by Ontario County Transportation Department. Split between Medicaid and general public services is based on ridership. Hourly cost of services based on data provided by Ontario County Transportation Department.

Figure ES3 Additional Vehicles Miles Associated with Recommended Service Network

	Existing	Proposed
Fixed Route	380,000	819,284
Flex Services	-	137,108
General Public Dial-A-Ride	1,113,000	843,322
Total	1,493,000	1,799,715
STOA Funding per Mile	\$0.69	\$0.69
STOA Mileage Revenue	\$1,030,170	\$1,241,803
Net Change	-	\$211,633

Source: Ontario County Transportation Department and Nelson\Nygaard Consulting Associates

Notes: Existing hours based on CATS 2008 Annual Budget; Proposed estimated based on service hours and calculated average operating speed of 18.5

Chapter 1. Introduction

The Ontario County Planning and Transportation Departments retained the consulting team of Nelson\Nygaard Consulting Associates, the IBI Group and Stuart Brown and Associates (“the Nelson\Nygaard” or “the study” team) to prepare a system and route-by-route analysis of Ontario County’s public transportation system, branded as County Area Transportation Services (CATS). The objective of the analysis was to identify where existing transit resources are distributed, how efficiently they operate and how effectively they meet public transportation demand. The study team also worked to identify key system and service deficiencies, potential improvements and ideas for funding.

To conduct this study, the Nelson\Nygaard team conducted a series of data collection and public outreach tasks including passenger surveys, counts of passenger boardings, stakeholder interviews, community meetings, surveys with non-riders as well as an analysis of demographic and land uses patterns in Ontario County. We reviewed and analyzed a variety of data provided by the Ontario County Transportation Department, including service schedules, daily dispatch records for dial-a-ride services, plus annual and historical data on system costs, ridership, and hours of service. Members of the study team also spent time in the field riding CATS buses, driving routes and talking to passengers. We combined data into both system-wide and route-by-route evaluations. Through these analyses, the Nelson\Nygaard team was able to identify system and service strengths, weaknesses and opportunities for improvement. Ultimately, information collected and evaluated as part of the analysis was discussed with staff from the Ontario County Planning and Transportation Departments and folded into a series of recommendations.

This report documents the research approach, key findings and recommendations developed over the course of the study. A series of appendices provide additional detail on the main data collection tasks. The draft final report is organized into seven chapters, immediately following this introductory section:

Chapter 2 Available Public Transportation Services – includes an overview of existing transportation services available for travel to, from and within Ontario County.

Chapter 3 Community Profile – describes the spatial distribution of key population groups and the predominant land use patterns in Ontario County.

Chapter 4 Outreach Effort and Needs Assessment – contains a summary of input received from community stakeholders, existing CATS passengers and members of the public. Findings from the outreach effort and combined with data gleaned from the Community Profile into a summary section highlighting needs and opportunities for public transportation in Ontario County.

Chapter 5 Individual Route Evaluations – presents evaluations of individual fixed-route and dial-a-ride services offered as part of the Ontario County Area Transit System (CATS). This section also includes preliminary improvement ideas.

Chapter 6 System Evaluation – highlights CATS funding levels, ridership trends and performance on key transit metrics. Data is shown for a three year period from 2006 to 2008.

Chapter 7 Recommendations – presents the recommended service improvements for both fixed-route and DAR services.

Chapter 2. Available Transportation Service

Local public transportation services in Ontario County consist of local and regional transit services, inter-city connections and a variety of specialized transportation options, which are available to sub-segments of the community. In addition, there are several private, for-profit taxi services, some of which are licensed to provide medical transportation. The largest providers and services are discussed in the following section, with CATS services highlighted in maps (Figures 2-1 – 2-3) and listed together with regional transit services in Figure 2-4.

Public Transportation Services

Public transportation services are provided by the County Area Transit System (CATS), under contract to First Transit. These services include a combination of inter-county and intra-city fixed-route services as well as demand response dial-a-ride (DAR) service, all of which operate within Ontario County. In 2008, annual ridership on the fixed-route system was approximately 166,000 boardings. Ridership on the DAR services included some 81,000 trips. An overview of the fixed-route system is shown Figure 2-1; separate maps show routes in Geneva (Figure 2-2) and Canandaigua (Figure 2-3).

CATS fixed-route service primarily centers around Canandaigua with a transit hub at City Hall on Main Street in downtown Canandaigua. Routes operate according to a “loop and pulse” system, meaning nearly all routes are coordinated to depart from City Hall at the same time; ensuring passengers can transfer between services. Departures are also timed according to a clock faced schedule, with buses leaving on the hour and/or the half-hour; a scheduling approach that makes departures easy to remember.

CATS service is also configured as a hub and spoke with the City of Canandaigua being the hub, with all but one service (Route 1) ending or terminating at City Hall on Main Street. The City is also served by two routes that operate entirely within the city boundaries (Routes 2A and 2B), which are roughly divided into a northern loop (Route 2A) and a southern loop (Route 2B). Geneva functions as a secondary hub; the only route not to originate in Canandaigua is Route 1, which originates in Geneva at the parking lot on Exchange Street. The Exchange Street lot is also serviced by a Seneca County Transit Service route and is across the street from the Greyhound station.

Adult cash fares on the CATS system are \$1.00 per person per trip. Seniors and persons with a disability ride for half fare (\$0.50) and children under the age of 5 ride for free, if accompanied by an adult. All CATS vehicles are lift-equipped and accessible to individuals with disabilities. CATS complies with the Americans with Disabilities Act by offering deviated service, such that anyone living within three-quarters of a fixed-route can schedule (24 hours in advance) to have a bus deviate off-route for a pick up. Fare for a route deviation is \$2.00 per person per one-way.

CATS also operates dial-a-ride (DAR) service to Ontario County residents where fixed-route service is not available. The service is available Monday through Friday from 7:00 am to 7:00 pm. Passengers must call CATS 24 hours in advance to schedule a trip. Fares are based on zones and range between \$5.00 and \$10.00 per person per trip.

Regional Public Transportation Services

Regional public transportation services in Ontario County include commuter and regional services operated by the Rochester-Genesee Regional Transportation Authority (RGRTA). Regional services from Ontario County include:

- The Perinton/Bushnells Basin/Eastview Mall/Lyons Route (Route 92) operated by Rochester Transit Service (RTS), a subsidiary of RGRTA, which provides connections from the park and ride lot located in front of the Sears store at the Eastview Mall in Victor and the Broad Street Station in downtown Rochester. There are ten outbound departures on weekdays and four on Saturdays. Weekday peak period travel time is about 45 minutes from Victor to downtown Rochester and the fare is \$1 per one-way trip. Once passengers are in Rochester, inter-city bus and connections to Amtrak and the Greater Rochester International Airport are available.
- Seneca Area Transportation Service (SATS), a subsidiary of RGRTA, has regularly scheduled fixed-route service to Geneva. SATS Border City/Geneva Route 4 travels between the Seneca County Office Building and downtown Geneva, with stops at the Geneva Hospital and the Greyhound bus station. SATS buses arrive at Exchange Lot five times on weekdays at 9:30 am, 11:30 am, 1:30 pm, 3:30 pm and 5:30 pm. Adult full fare for the service is \$1.00 per one-way trip.
- Wayne Area Transportation Service (WATS), also a subsidiary of RGRTA does not operate fixed-route service into Ontario County but regularly serves medical destinations with paratransit and demand response service to General Hospital, Eastview Dialysis, and the VA Medical Center.
- Inter-city bus service is available at the Greyhound bus station at 41 Lake Street in Geneva, which is directly across from the CATS hub in Geneva on Exchange Street. Greyhound provides direct and indirect regional connections throughout upstate New York, New York City and major metropolitan areas in the northeast. Fares on Greyhound services range depending on the destination.

Specialized Transportation Services

Specialized transportation services are available to special population groups, including older adults, persons with disabilities and clients of human service programs. The largest of these providers are:

- CATS DAR services support several other Ontario County programs, including the Department for the Aging (DFA) and the Department of Social Services (DSS). Although DAR services are available to members of the general public, the service is widely used by older adults and Medicaid clients. DSS also supports DAR services by reimbursing the fares of clients who receive Temporary Aid to Needy Families (TANF) grants and use the DAR service to travel to/from employment.
- Ontario County Transportation Department and CATS operate a “Senior Van” service on behalf of the Office for the Aging that provides transportation to seniors, primarily for medical and other appointments. Senior van service is available in Canandaigua on Mondays, Tuesday, Wednesday and Fridays and in Geneva on Wednesdays and Fridays. There are no set fares for riding the senior van, but donations are accepted.

- In addition, First Transit, as part of its contract with Ontario County, provides medical transportation for qualified Medicaid patients. This service includes DAR trips to/from medical appointments as well as transportation to medical facilities in Rochester and other locations in Monroe County.
- There are a handful of other Medicaid transportation providers in Ontario County. Several of these private operators are certified for non-emergency medical transportation and also have accessible vehicles that accommodate individuals using wheelchairs.
- Ontario ARC, a not-for-profit organization serving individuals with developmental disabilities, provides transportation to its clients. Transportation services are primarily oriented towards bringing individuals to/from agency programming, however, Ontario ARC also contracts with other social service agencies and their clients to provide transportation, including medical transportation.
- Some other medical and health oriented organizations, such as Lakeview Mental Health and Clifton Springs Hospital affiliated nursing home, also offer limited transportation services for their clients. Lakeview also provides transportation under arrangements with other not-for-profit agencies.

Figure 2-1 CATS System Map

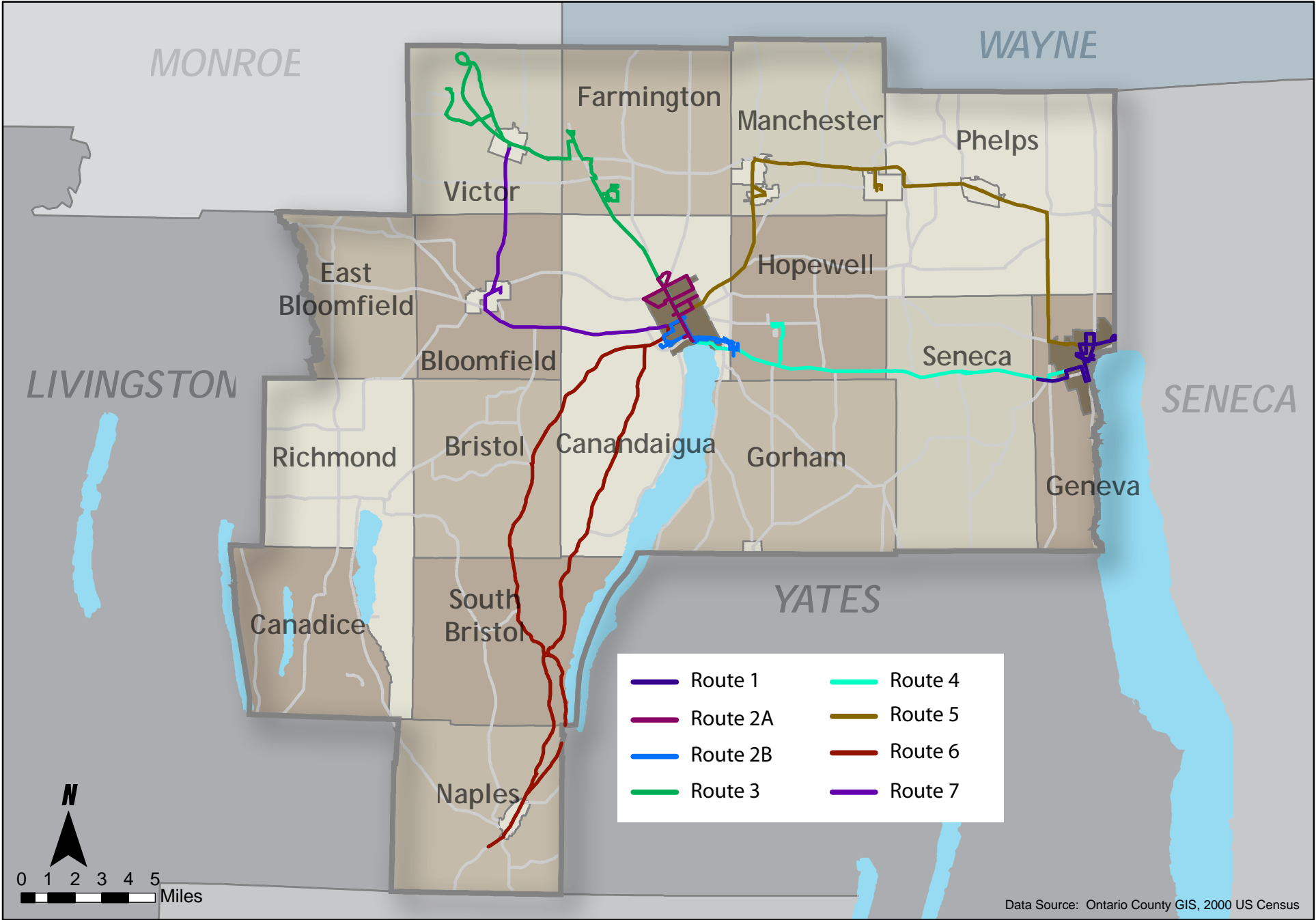


Figure 2-2 City of Geneva CATS Routes

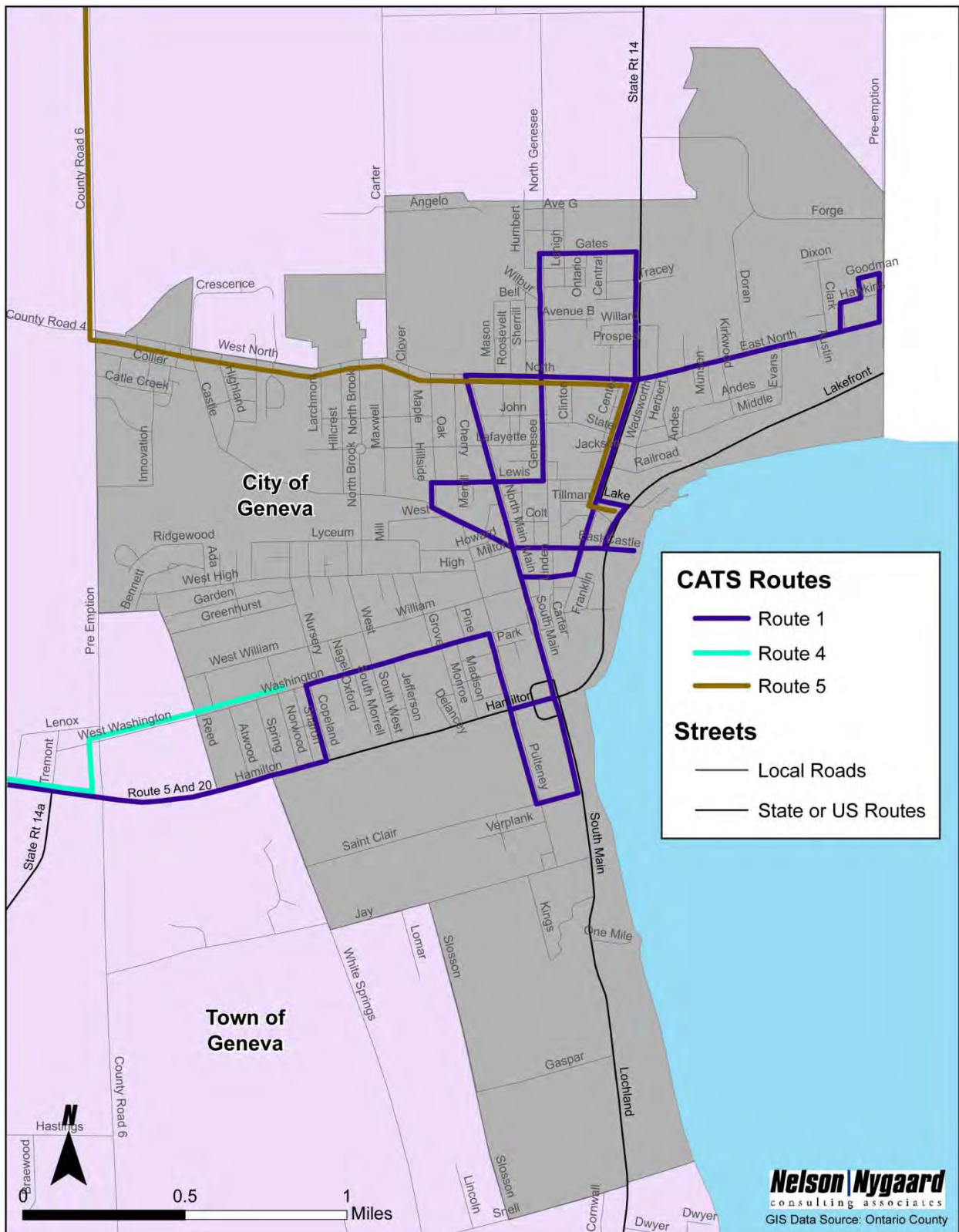


Figure 2-3 City of Canandaigua CATS Routes

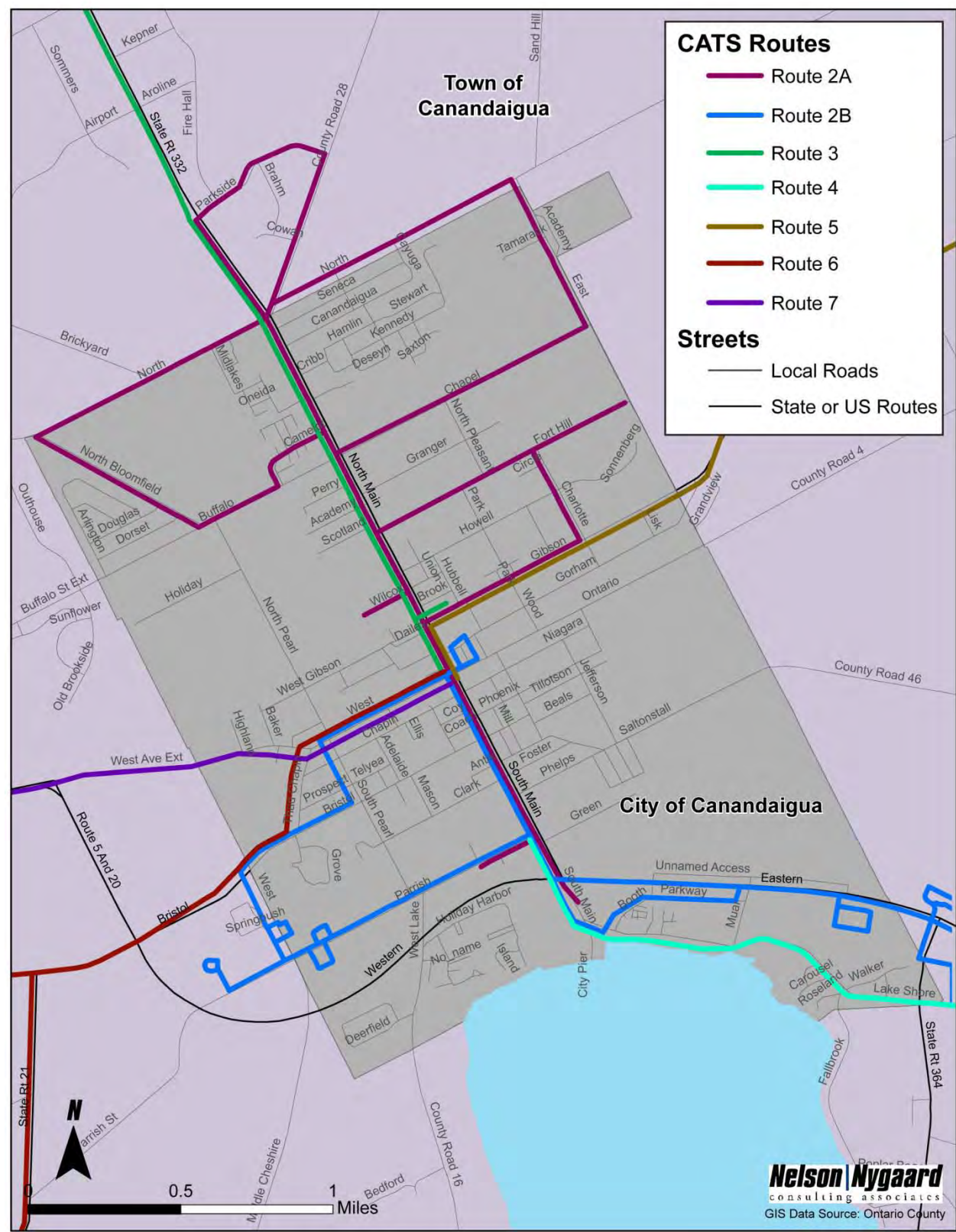


Figure 2-4 Public Transportation Services in Ontario County

Service Name	Service Type	Frequency/Service Span	2008 Ridership
City Fixed Routes			
Route 2A	In-city Canandaigua	Half-hourly Monday – Thursday 6:30 am – 6:30 pm Friday: 6:30 am – 8:30 pm Saturday: 9:30 am – 9:00 pm Sunday: 9:30 am – 6:00 pm	32,400
Route 2B	In-city Canandaigua	Half-hourly Monday – Thursday 6:30 am – 6:30 pm Friday: 6:30 am – 8:30 pm Saturday: 9:30 am – 9:00 pm Sunday: 9:30 am – 6:00 pm	23,550
Intra-County Routes			
Route 1	In-city/Regional - circulates in Geneva and connects to Canandaigua	Hourly Monday – Thursday: 6:00 am – 7:00 pm Friday: 6:00 am – 9:00 pm Saturday: 9:00 am – 9:00 pm Sunday: 9:00 am – 7:00 pm	43,322
Route 3	Inter-community Canandaigua- Victor	Every other hour (120 minutes) Monday – Thursday: 6:30 am – 6:30 pm Friday: 6:30 am – 8:30 pm Saturday: 9:30 am – 8:30 pm Sunday: 9:30 am – 6:00 pm	20,609
Route 4	Inter-community Canandaigua-Geneva-Canandaigua	Hourly Monday – Friday: 6:30 am – 5:30 pm	21,153
Route 5	Inter-community Canandaigua to Clifton Springs to Geneva	Hourly Monday – Thursday: 6:30 am – 6:00 pm Friday: 6:30 am – 8:30 pm Saturday: 9:30 am – 8:30 pm Sunday: 9:30 am – 6:30 pm	16,906
Route 6	Inter-community Canandaigua to Naples	Two round trips per weekday Departs Canandaigua at 6:30 am and 4:30 pm	1,624
Route 7	Inter-community Eastview-Bloomfield-Canandaigua	One trip per direction on weekdays Departs Eastview at 9:30 am Departs Canandaigua at 2:30 pm	1,914
Regional Services			
RTS Route 92	Commuter Eastview Mall to Rochester	10 departures per weekday Departures oriented around peak period	N/A
SATS Route 4	Regional Border City/Geneva	Five weekday trips	N/A

Chapter 3. Community Profile

An essential aspect to planning and designing effective public transportation service is to understand how well routes and services are aligned with the predominant markets for travel. While people travel for a variety of reasons, most trips are made between home and work, and home and services, e.g., shopping, medical clinics and hospitals, community or social services, and to visit friends and family. We look to demographic data to understand where people live (trip origins) and land use patterns to understand where people travel to (trip destinations). The following section highlights the spatial distribution of Ontario County demographic and land uses, with a focus on demographic groups and activity centers most frequently associated with public transportation use. While this analysis represents an aggregate assessment of travel patterns, it helps us to understand the broad travel patterns in Ontario County and determine how well CATS services serve those corridors and areas. The results of this analysis are incorporated into the needs assessment (Chapter 4).

Overview of Ontario County

Ontario County is located in western New York in the Finger Lakes region, southwest of Rochester and west of Syracuse. It is a largely rural county with most development and services concentrated in and around the two cities of Canandaigua and Geneva and the Town of Victor. Combined, these three communities account for nearly 50% of the population. The county's major thoroughfare is Interstate 90 (I-90), which provides east-west connections and lies across the northern part of the county. Interstate 390 (I-390) is the regional north-south highway; it lies to the west of the county borders but is a major connecting route between Ontario County and Rochester.

Ontario County has grown considerably in the past several decades, with population increasing by about 4% between 2000 and 2007. While fairly modest as compared with some parts of the United States, Ontario County's growth rate is faster than either New York State or the Finger Lakes Region as a whole. Most of the growth has occurred in the northwest corner of the County, closest to Rochester, with a large portion attributable to increased commercial and residential development in the Town of Victor and the Town of Farmington. According to population projections produced by Cornell University, population is expected to increase another 9.8 percent to 114,092 by 2035. Figure 5 shows a breakdown of Ontario County's and growth rates experienced between 2000 and 2007.

Figure 3-1 Population Change by Town and City

Municipality	2000	2007	Change 2000 - 2007	
			Number	Percent
Bristol	2,421	2,465	44	1.8%
Canadice	1,846	1,839	-7	-0.4%
Canandaigua (city)	11,264	11,185	-79	-0.7%
Canandaigua (town)	7,649	8,639	990	12.9%
East Bloomfield	3,361	3,552	191	5.7%

Municipality	2000	2007	Change 2000 - 2007	
			Number	Percent
Farmington	10,585	11,047	462	4.4%
Geneva (city)	13,617	13,201	-416	-3.1%
Geneva (town)	3,289	3,331	42	1.3%
Gorham	3,776	4,019	243	6.4%
Hopewell	3,346	3,552	206	6.2%
Manchester	9,258	9,079	-179	-1.9%
Naples	2,441	2,493	52	2.1%
Phelps	7,017	6,928	-89	-1.3%
Richmond	3,452	3,555	103	3.0%
Seneca	2,731	2,701	-30	-1.1%
South Bristol	1,645	1,717	72	4.4%
Victor	9,977	12,072	2,095	21.0%
West Bloomfield	2,549	2,581	32	1.3%

Source: US Census 2000

Ontario County Demographics

The market for public transportation users is generally divided into two primary groups:

- “Choice” riders who have adequate resources and abilities to operate a private vehicle, but choose to use transit because public transit offers them comparable convenience and/or because of other personal lifestyle and value choices; and
- Transit dependant riders who use public transportation services because they lack the resources to own or maintain a private vehicle, or are unable to operate a private vehicle. Transit dependent individuals are typically characterized by age (youths aged 6-17 and older adults aged 65 or more), disability status, income and households without a vehicle.

While both of these markets are important for public transportation services, each has distinct service needs, preferences and priorities. Our broad assumption is that there are no definitive clear demographic characteristics that are linked with choice riders, because for these travelers, using public transportation is a choice. Instead, we understand choice rider travel patterns by looking at the overall demand for travel, which is largely influenced by employment and shopping centers.

Transit dependent riders, on the other hand, are more easily identified by demographic characteristics which typically indicate challenges associated with operating a private vehicle, such as age, abilities and income. For purposes of this analysis, we examine the proportion of

youths, older adults, persons with disabilities, income and households without a vehicle throughout Ontario County. The following analysis highlights the spatial distribution of these populations across the county and maps the percentage of each target population as a percent of the total population together with existing CATS routes (see Figures 3-2 through 3-6).

Youth

Youths aged between 6 and 17 are a potential market for public transportation because individuals in this age category are not old enough to drive yet still have mobility needs. Although many travel needs can be met by traveling with adults, older youths have independent travel needs that can be served by public transportation.

Figure 3-2 shows the distribution of youths throughout Ontario County. The highest concentrations of youths are in the towns of Victor, Hopewell, Phelps, Bloomfield, Richmond, Gorham and Seneca. Only very limited transit service is available in these townships, although some limited connections to the activity centers in Canandaigua and Geneva as well as the Eastview Mall in Victor are available.

Older Adults

The distribution of older adults in the service area is concentrated in and around the two cities of Canandaigua and Geneva, and in the southeast corner of the town of Manchester, as shown in Figure 3-3. These areas are served by fixed-route transit services as well as access to county operated senior van service. Route 5 serves the high concentration of older adults in Manchester.

Persons with Disabilities

Similar to older adults, the highest density of persons with disabilities (PWD) live in the cities of Geneva and Canandaigua (Figure 3-4); areas with the highest level of fixed-route service in Ontario County. Medium-high densities of PWD also occur in south Manchester, Hopewell, northern Geneva, and Naples. These locations all have transit service available, but the accessibility of individual routes may be misleading, because the geographic size of the block groups is large. The northern half of Phelps contains medium-high density of PWD, but is not served by CATS.

Persons with Low Income

For purposes of this analysis, persons with low income are defined as a household with a median income at 150 percent or less than the poverty level (US Census 2000 Summary File 3, Table P88). This population, as shown in Figure 3-5, is concentrated in the city of Geneva and the southern half of City of Canandaigua. Pockets of medium-high density of persons with low income also occur in Farmington, Manchester, Naples, and Seneca. Except for southern portions of Seneca, these areas are served by CATS fixed-route service.

Households without a Vehicle

As shown in Figure 3-6, the vast majority of the county owns at least one vehicle. Those without a vehicle primarily chose to live in the center of the two cities, giving those households access to CATS. Another area of medium-high density of residents without a vehicle resides in southeast Manchester.

Figure 3-2 Youth (6-17) as a Percent of Total Population

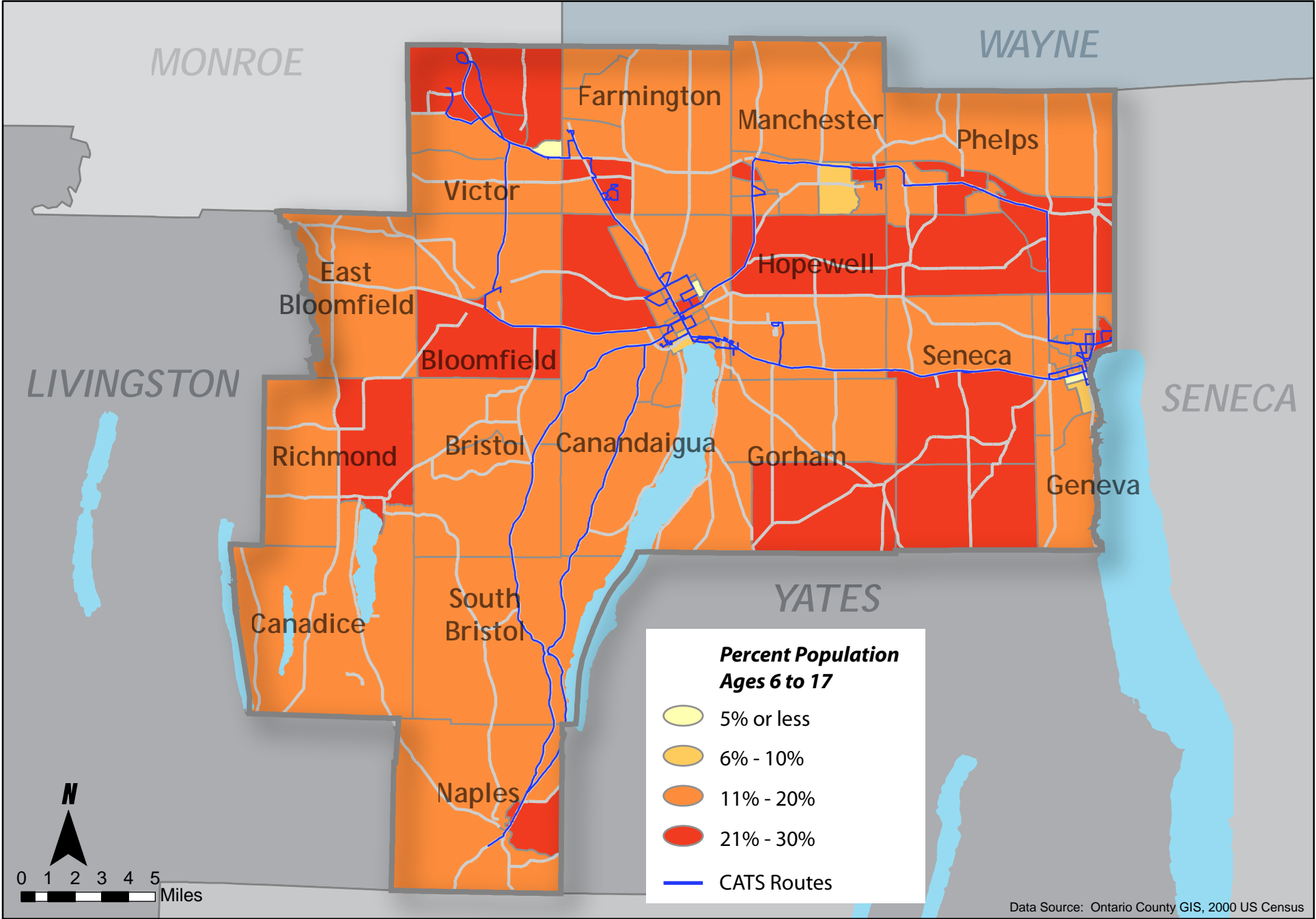


Figure 3-3 Older Adults (65+) as a Percent of Total Population

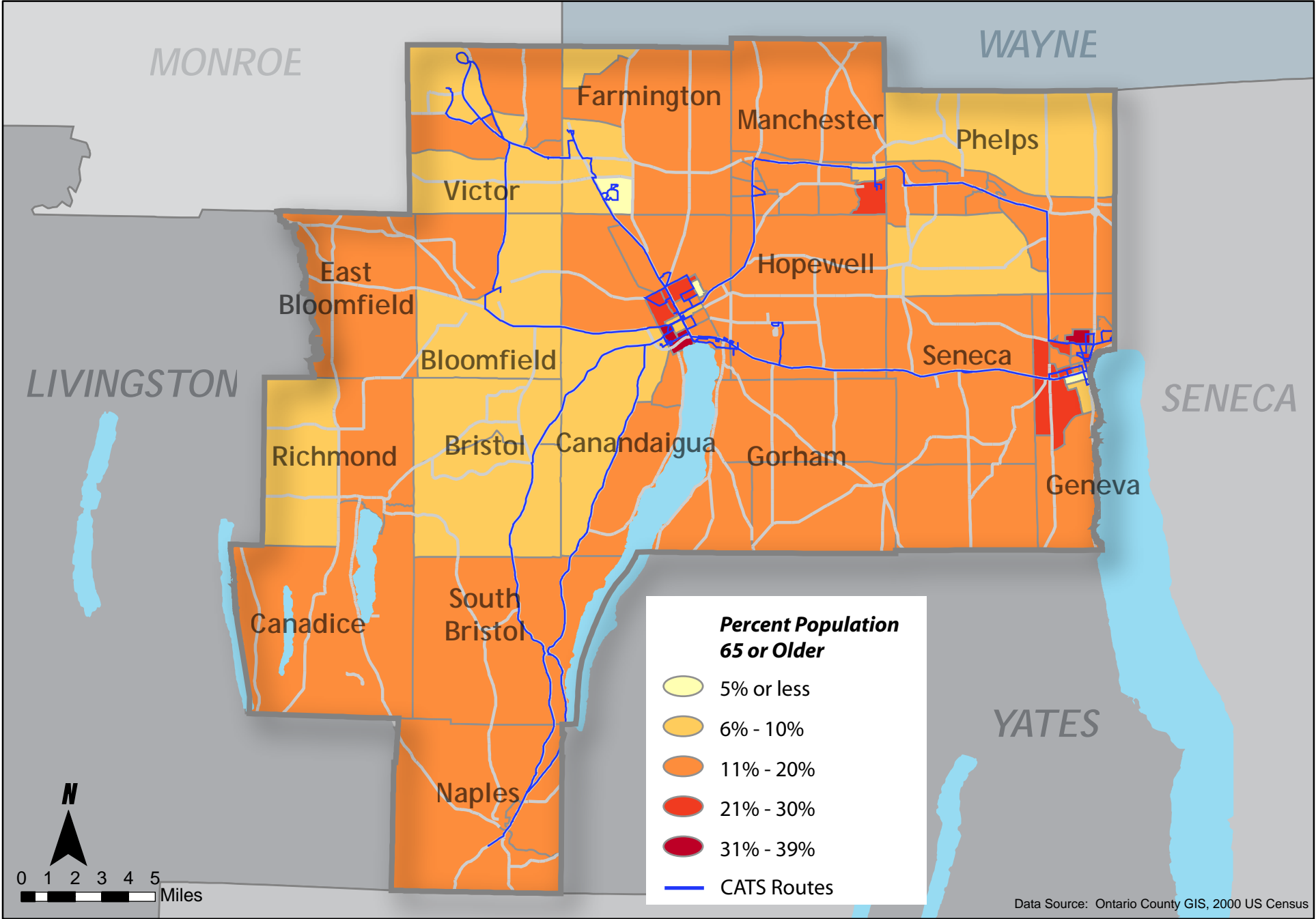


Figure 3-4 Persons with Disabilities as a Percent of Total Population

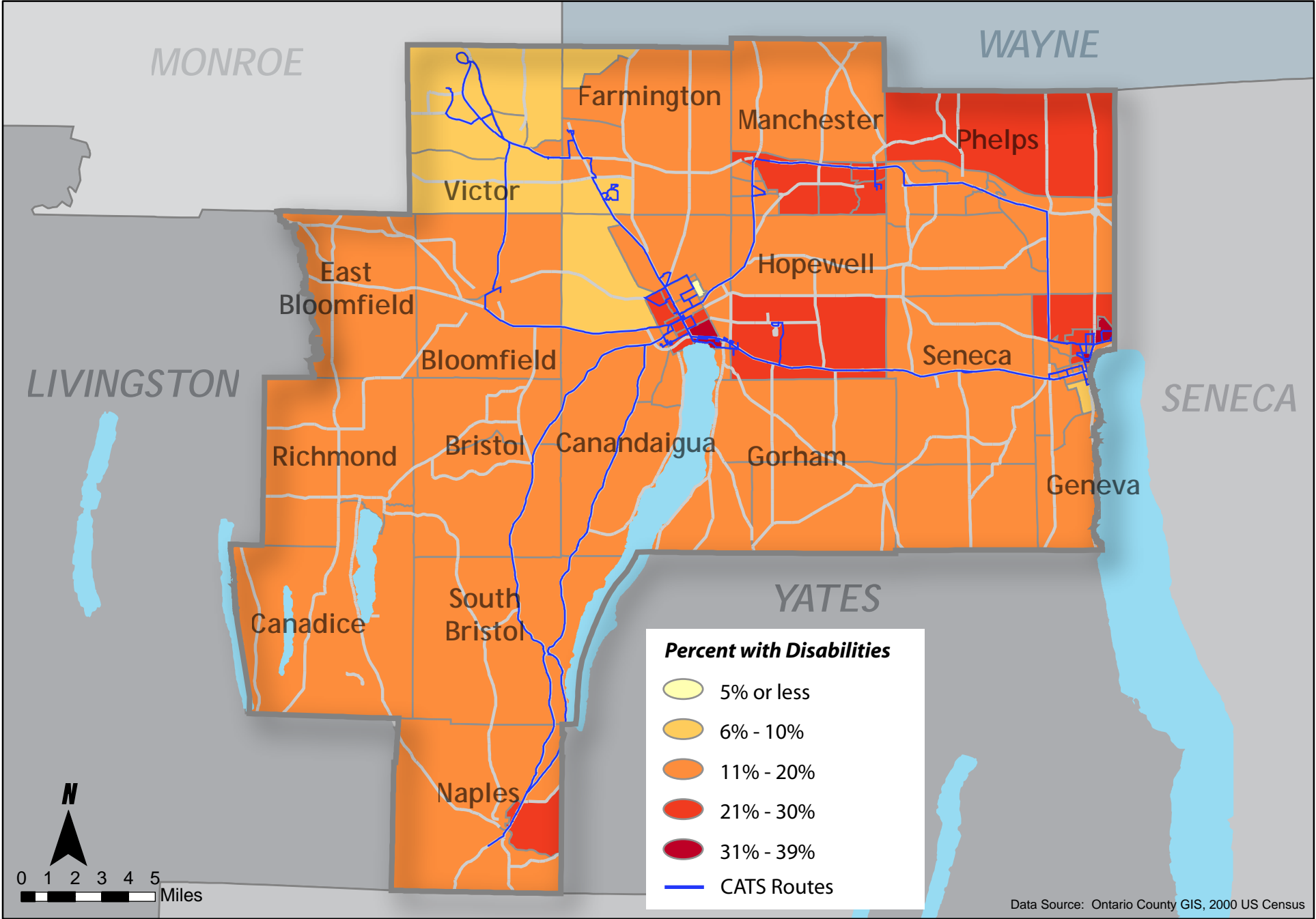


Figure 3-5 Persons with Low Income as a Percent of Total Population

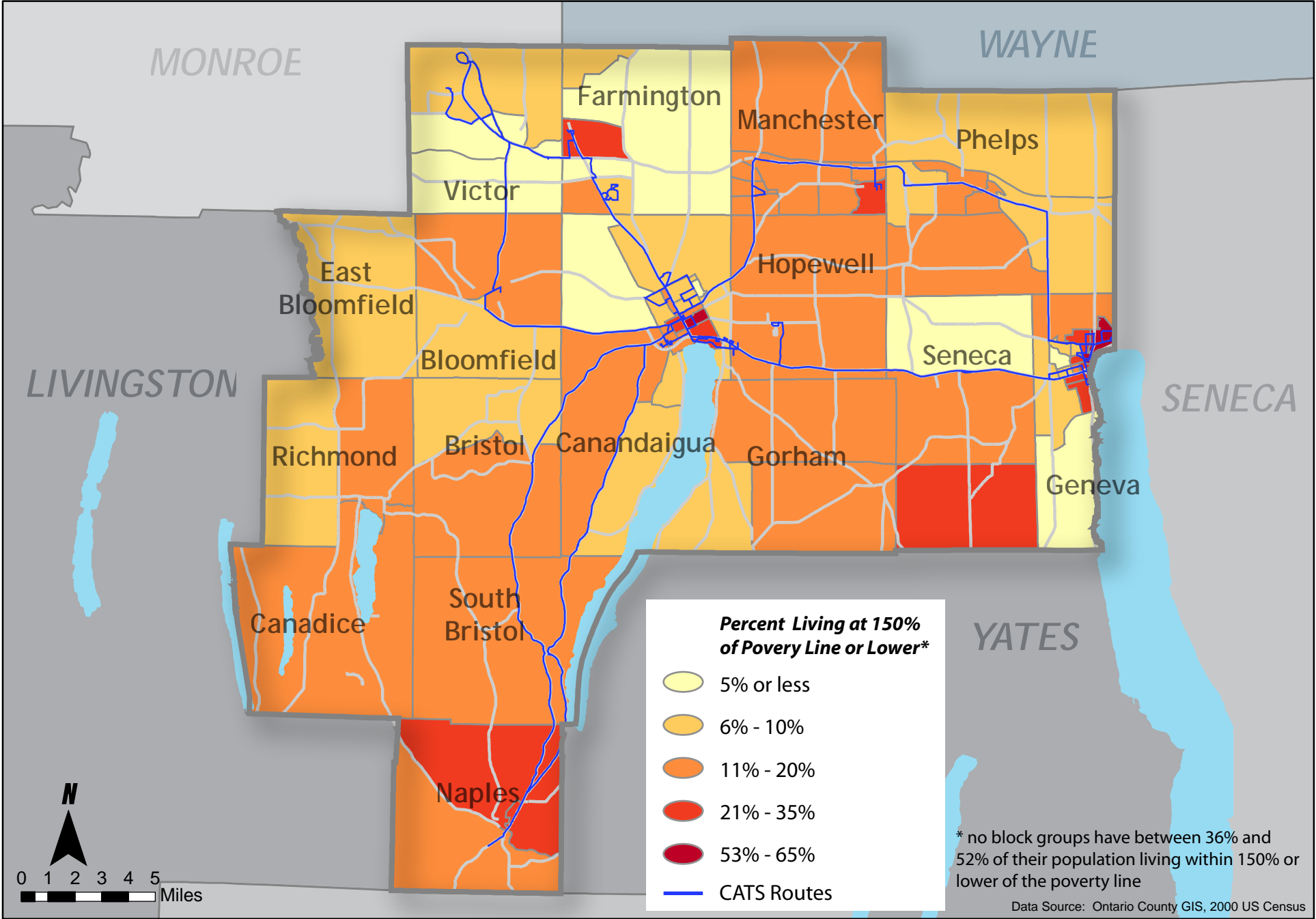
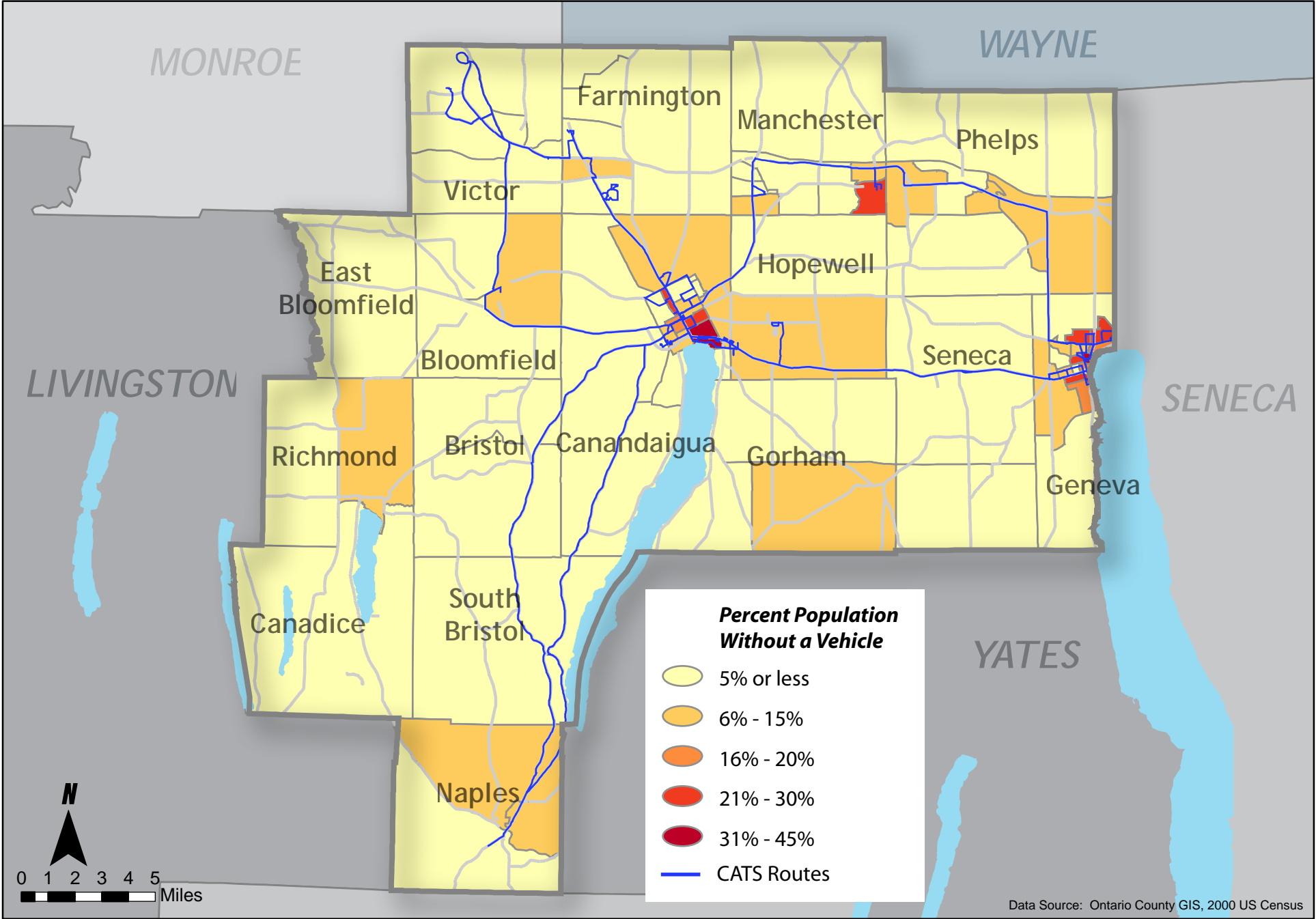


Figure 3-6 Persons without a Vehicle as a Percent of Total Population

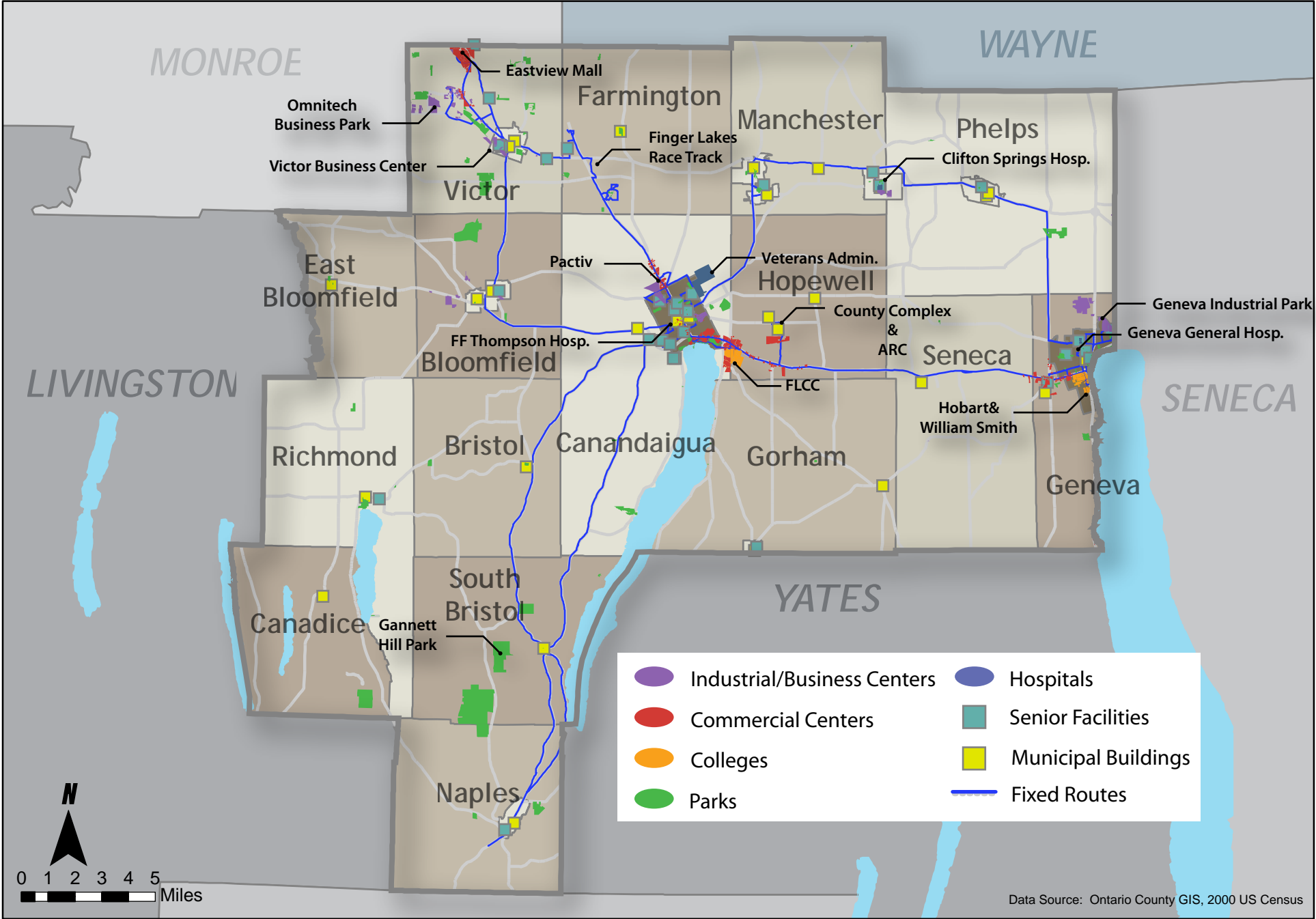


Land Uses in Ontario County

As discussed, land uses are essential to understanding public transportation demand because transportation infrastructure is almost always closely aligned with trip generators such as employment, shopping and service centers. Areas with higher population and employment densities are more easily served by public transportation, in part because high density areas have a larger market for travel but also because communities with high density development are usually more walkable and have other travel constraints (less parking and slower travel speeds) that allow transit to more effectively compete with the private vehicle. In rural areas, public transportation can also be successful by providing connections between village and town centers and employment or service sites, such as hospitals and/or shopping malls.

To understand the spatial distribution of activity centers in Ontario County, Nelson\Nygaard mapped these destinations and overlaid them with CATS fixed-routes (see Figure 3-7). This data shows the predominantly rural nature of Ontario County with concentrations of development in the cities of Canandaigua and Geneva and the Town of Victor (Eastview Mall, Omnitech Business Park and Victor Business Center). Other much smaller pockets of services, primarily hospitals and municipal services are found in the village centers of Phelps, Manchester, Bloomfield and Farmington. In most cases, the major destinations are served by CATS. Some outlying destinations exist in East Bloomfield, Richmond, Canadice, and Gorham, however, are either not served by fixed-route transit at all or have access to very limited service.

Figure 3-7 Activity Centers & Destinations



Chapter 4. Outreach Efforts and Needs Assessment

A critical part of developing service recommendations is to understand the community's perspectives, priorities and needs regarding public transportation services in Ontario County. We relied on two main sources to help us understand transit needs: the community profile (discussed in Chapter 3) and comments, input and ideas provided by members of the riding and non-riding public. The community profile, as discussed, provides an overview of the spatial distribution of key population groups, land uses and demonstrates how closely aligned CATS' services are with these areas. The study team also collected input from Ontario County residents including both those who currently use the service as well as those who do not, to understand their perspectives on service effectiveness and needs. This chapter discusses the outreach efforts conducted as part of this study and key findings resulting from those efforts. The final section of the chapter provides a summary of public transportation system and service needs.

Public Outreach

As part of our analysis of the existing service, Nelson\Nygaard held a series of public outreach exercises that surveyed public transit riders, interviewing stakeholders and encouraging input from members of the public at job fairs and community meeting forums. We also administered an internet and paper survey to collect opinions from members of the non-riding public.

We examined this data to evaluate where transit services are succeeding and where and how they may be improved. This information was not constrained by the operational and financial realities of transit services, but rather represents needs, interests and priorities as voiced by individuals responding to our queries. It also provides insight into the perceptions of consumers currently using the fixed-route services and non-riders with limited experience with the service.

Transit Riders

As part of our analysis of CATS bus service, the Nelson\Nygaard team, working in conjunction with staff from the Ontario County Planning and Transportation Departments, conducted a survey among CAT riders. The objective of this exercise was to understand passenger travel patterns as well as to ascertain their perceptions of the existing service and priorities for new services. A complete analysis of the survey results is documented in the survey report (Appendix A). In terms of unmet needs and priorities for new services, the survey suggests that:

- Passengers primarily use CATS for travel to/from and within Canandaigua and Geneva, where they can walk to/from bus service and their trip origin or destination. Although some riders use CATS for inter-county travel, there are far fewer of these riders.
- Passengers are appreciative of the available CATS service with passengers giving the service high scores overall. Service scored lowest in terms of the bus running on the days and times when needed and the accuracy of the schedule. The reasonableness of fares, on the other hand, scored the highest among the attributes tested.
- In terms of improvement priorities, passengers requested more evening and weekend service and improved information systems, such as signed bus stops and more web-based information systems. Passengers also wrote in priorities for expanded service to Rochester and direct service between Geneva and the Eastview Mall.

Stakeholders and General Public

Early in the study, members of the Nelson\Nygaard conducted stakeholder interviews with major employers, representatives of educational institutions, medical and human service providers and civic leaders. These interviews were conducted in-person and by telephone. Stakeholders were asked to provide an overview of how their constituents use CATS service, their overall impression of the service, any issues or concern, and suggestions for improvement. The following includes a summary of key findings. The stakeholder interview report, which provides a list of the stakeholders contacted as part of this research, is included in Appendix A.

Stakeholders had a slightly different perspective on CATS service as compared with the passengers. For the most part, stakeholders are not regular bus riders, but instead are representatives of destinations, e.g., institutions and organizations where employees, clients and members of the public travel to. Their sense of the needs and priorities for public transportation services include:

- Stakeholders expressed a need for more bus service overall. Stakeholders had a list of potential ideas for service improvements ranging from:
 - Improved scheduling to coincide with employer work shifts. Fixed-route services do not accommodate second and third shift employees. Even first shift employees have limited ability to use the bus if their start time is 7:00 am.
 - More bus stops located within walking distance of the employment sites.
 - Increased service coordination with neighboring transit systems.
 - More geographic coverage throughout the Ontario County. Significant sections of Ontario County have no fixed-route service. Towns in the southwest and western portions of Ontario County are the areas where transportation for employment purposes represents the greatest problem.
 - More service to/from Finger Lakes Community College (FLCC).
- Stakeholders also suggested that fixed-route services are not suitable for the most vulnerable members of the population, especially older adults and individuals receiving medical care. On the other hand, fixed-route services could do more to meet the needs of older adults and persons with disabilities, by providing door-to-door service to senior housing facilities and other public services and increasing driver training. Stakeholders specifically cited the Geneva Hospital as an example, noting some drivers miss passengers because they do not wait or look for passengers waiting inside the hospital.
- Use of the DAR service is challenged by the requirement to reserve travel 24 to 48 hours in advance and the 'shared-ride' aspect to the service which means travel times cannot always be accurately predicted. Others suggest that DAR service should be available on weekends and evenings.
- The administrative aspects of using the DAR service are challenging for both users and organizations that transport their clients via the service. Challenges persist throughout the entire process, commencing with reserving and booking the trip, to tracking riders, and recording the individual's travel.
- Service quality, especially for DAR, is an issue for some stakeholders. Some stakeholders reported problems with service delivery, especially the on-time performance

of Dial-A-Ride service, including adherence to both pick-up and drop-off times. Other stakeholders suggested that while many drivers are very nice, others are less customer oriented.

Stakeholders offered the following ideas to improve service:

- Offer bulk fare discounts to the large employers. These employers could pass the savings on to employees as a means to encourage employees to commute by bus.
- Offer express commuter service between the Victor area and the City of Geneva.
- Offer express service between Canandaigua and Eastview Mall.
- Increase service marketing and promotional efforts, such as a “ride free” day. Some stakeholders were surprised to learn that CATS provides public transportation.
- Create a package of marketing materials to distribute to Hobart and William Smith students at the start of each semester. The College can distribute this information as part of an email blast to students and/or orientation packages.
- Initiate discussions with Hobart and William Smith and Desales High School to explore the possibility of CATS helping to meet certain transportation needs not met by existing providers. Opportunities include evening bus service for college students and transportation for Desales students residing in and west of Canandaigua.
- Standardize the process to schedule Dial-A-Ride and confirm reservations. Reduce the need to continually call to confirm rides.
- Use the Canandaigua Veteran’s Administration (VA) Hospital, Happiness House and Eastview Dialysis more formally as hubs to coordinate inter-county transfers.
- Consider a scheduled shuttle from the Rochester Outpatient Clinic to the VA Hospital.
- Add time at the Geneva Hospital stop to incorporate wait time in the schedule so riders have enough time to get out to the bus from the inside waiting area.
- Extend service to Hartman’s Sausage on Brickyard Road in the Town of Canandaigua.
- Develop a transit hub off Main Street to get buses off the street. Consider sites near the Courthouse, where traffic is not congested, such as County-owned space at the Depot building or the outhouse property.
- Capitalize on the community’s increasing “green” consciousness to encourage bus ridership. Try to acquire buses that run on clean fuels.
- Consider establishing park and ride lots and serving them with fast service to key employment destinations.

Finger Lakes Community College

One of the stakeholders recommended that the Nelson\Nygaard study team consider the results of a survey conducted by FLCC. This survey, prepared as an independent effort, consisted of an on-line transportation survey with their students and employees. In total, some 248 individuals responded to the survey, of which 39% were full-time employees, 10% were part-time employees and 50% were students. This survey found:

- The largest concentration of students lived in Canandaigua, followed by Geneva and Farmington.
- Most students (82%) had regular access to a vehicle.
- Most respondents (83%) arrived on campus between 7:00 am and 9:00 am while departures were spread between 3:00 pm and 6:00 pm.
- The survey shows that only 10% (25 individuals) used transit to commute to/from campus, but 47% indicated a willingness to consider public transit.
- The most commonly cited reasons for not using transit were preference for personal transportation (46%), not aware of the bus (36%), did not live near a bus route (29%).

Non-Riders (Ontario County Residents)

To understand the perspective, priorities and opinions non-riders hold about CATS' services, the Nelson\Nygaard team worked with the Ontario County Planning and Transportation Departments to administer a survey. The survey was made posted on-line. The study team also distributed a survey link to existing email mailing lists. In addition a paper copy was made available to key markets. The purpose of this survey was to understand non-riders' knowledge and perception of CATS services and ask them to tell us their ideas for changes that would make the service more useful. As we evaluate and consider recommendations to the services, therefore, we will be able to include non-riders awareness levels, perceptions and needs into our analysis. A technical memo documenting the survey process and findings is included in Appendix A. Key findings gleaned from the results include:

- The internet survey reached the intended audience. Responses include individuals living throughout Ontario County, with 75% saying they had never ridden CATS and the vast majority (90%) having access to a private automobile.
- There were a lot of positive comments about the CATS service, including several comments underscoring the importance of the service to the community and tales about how the bus service has helped specific individuals.
- 14% of the respondents said they would like to use CATS more often. This finding was also supported for an appreciation of the service, recognizing it is challenging to provide public transportation services in rural areas.
- At least 38% of the respondents live within a 10 minute walk of a bus stop. This suggests excellent service coverage, especially considering 28% of respondents did not know if they lived near a bus stop or not.
- Improving awareness of and information about the CATS system is important for increased development of the system. As mentioned, just over a quarter of the

respondents were not sure if a bus stop was located near their home. Open ended questions also demonstrated a desire for more and better information about the service.

- Ideas to improve the service included extending the service longer into the evening, operating more service on weekend days, and more frequent service.
- There may be opportunities to improve the public's perception about the CATS service, especially with regards to drivers' driving behavior, idling buses in front of the County Courthouse and customer service generally.

Assessment of Public Transit Needs

Taking into consideration the results of the demographic analysis, survey results and input from stakeholders, the Nelson\Nygaard team has compiled the following suggestions for potential improvements to the existing public transportation network.

- Ontario County's demographic characteristics and development patterns are shifting. Growth has steadily moved into the northwest corner of the County, increasing the importance of the towns of Victor, Farmington and Manchester. Consequently, some services may need to be re-aligned to incorporate these growing travel markets – both in terms of trip origins and trip destinations as well as service types.
- Consistent with the population shift, there is a call for direct service between Geneva and the Eastview Mall in Victor. This reflects new development in Victor, increasing employment opportunities and the historical population center in Geneva. This potential new route may or may not include a stop in Canandaigua and should be designed as a fast, direct connection.
- There is a need for express commuter services that provide fast, direct connections between Canandaigua and Victor, and Geneva and Victor. These services would support employment and ideally will be timed to meet RGRTA commuter routes.
- FLCC is a major generator of ridership for CATS. Service and connections to the college as well as service amenities, such as shelters and information systems should be examined to ensure they are meeting the needs of students and staff as efficiently and effectively as possible. A future potential need will be to connect the FLCC main campus in Canandaigua with the Science and Technology Campus planned in the Town of Victor. The FLCC campus may also benefit from a targeted marketing campaign.
- Regional services are increasing in importance. There may be potential to operate direct service between Canandaigua and Rochester to connect Ontario County residents with major employment centers or service centers, such as medical facilities. Regional services may also be developed in conjunction with a park and ride system.
- There is potential to improve connections between CATS and other regional transit providers, especially in Victor and Geneva.
- There is a need to develop a transfer location off of Main Street in Canandaigua. While the current site has a lot of visibility, it requires buses to pull in and out of traffic and the location is a difficult place for passengers to cross the street. Waiting facilities are also limited. There are several County owned buildings near the Courthouse that might be developed as a transfer center, including the Depot building or the outhouse property.
- CATS needs more marketing and outreach efforts. Comments and data from riders, stakeholders and non-riders demonstrate a lack of information and awareness about the

service in general. Opportunities to improve awareness include improved schedules and information materials, increased use of signage and shelters and more web-based information systems.

- CATS may also conduct targeted marketing efforts to specific employers or institutions, including by not limited to FLCC. Several of the stakeholders, including educational institutions and large employers, suggested that some sort of universal pass program that offered discounts for bulk purchases would encourage awareness and ridership.
- Data shows the importance of walk access to the fixed-route service, especially for transit dependent riders. Changes to existing route alignments and plans for new services should bear in mind the importance of walk access and egress from bus service.
- There may be potential to incorporate senior van service into mid-day fixed-route services by offering a higher level of service during those times with door-to-door service between key facilities.
- Administration of the DAR service may examine its core ridership and determine if the service is effectively prioritizing the needs of this group. Improvements may include better information management systems to ensure passenger trips can be accurately tracked, recorded and billed to other county departments.

Chapter 5. Individual Route Evaluations

As part of our analysis of the CATS system, members of the Nelson\Nygaard team evaluated each of CATS routes individually as well as the general public DAR service. The purpose of this task was to determine how well each route serves its intended markets and works within the overall system. We also looked at what changes could be made to improve route performance and/or responsiveness to community needs. Each route evaluation also offers a set of potential service improvements; these improvements are intended to be as inclusive as possible so all possible opportunities to strengthen services are considered. As a result, in some cases potential improvements may be contradictory or inconsistent with recommendations made for other services.

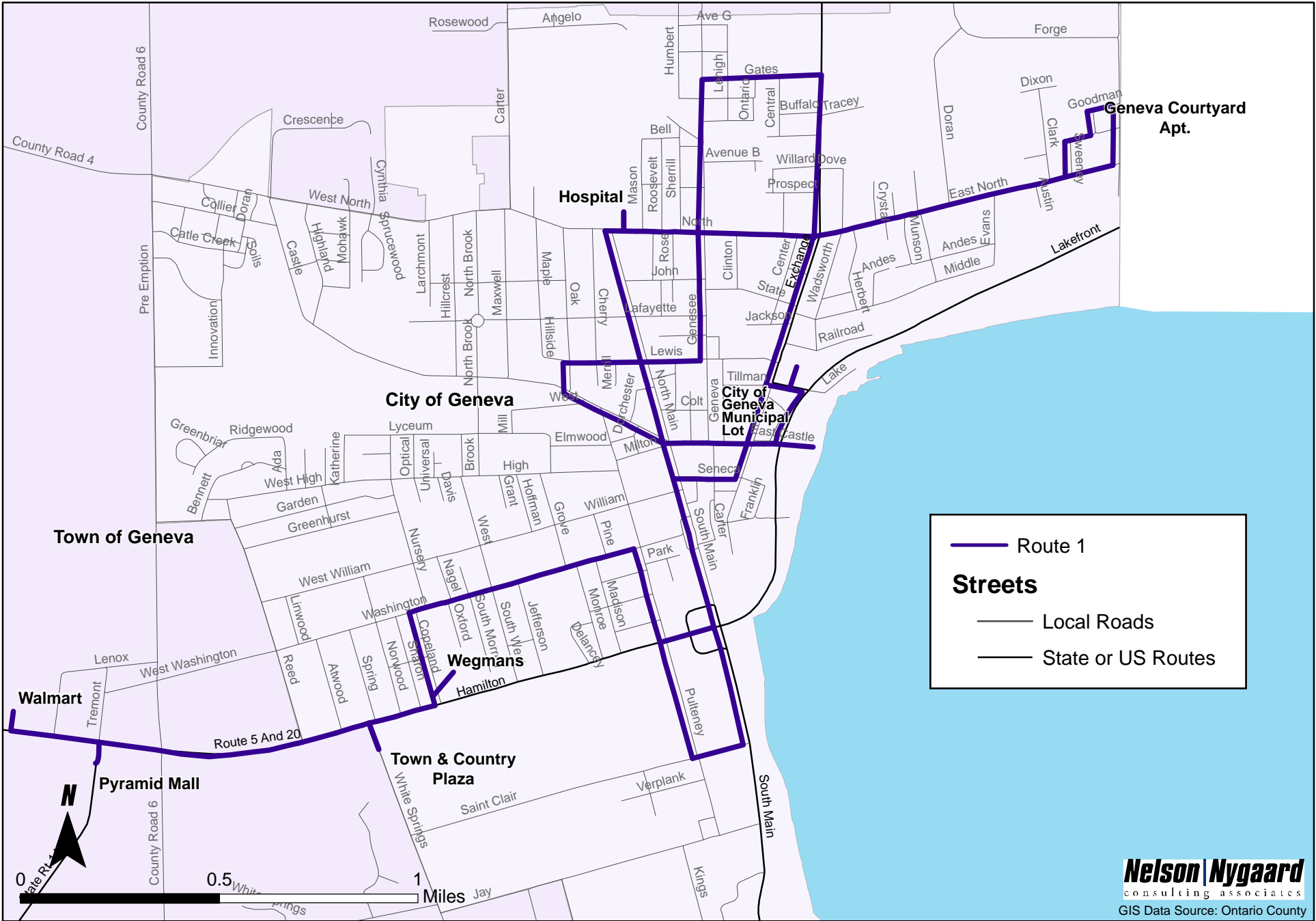
Route 1: Geneva City

Route Description

Route 1 operates neighborhood service within the incorporated limits of the City of Geneva on weekdays and weekends. The route departs hourly from the downtown municipal parking lot on the west side of Exchange Street between Castle and Tillman Streets and winds through the city on a 55-minute one-way loop passing through most neighborhoods and major destinations in Geneva (see Figure 5-1).

Leaving downtown, Route 1 runs south on Exchange, turns right (west) on Castle; right (north) on Oak, right (east) on Lewis, left (north) on Genesee; right (east) on Gates; right (south) on North Exchange, left on North Street, left (north) on Preemption Street and left (west) on Goodman Street to the Geneva Courtyard Apartments. The regular route continues via left (south) on Martin Luther King Drive, west on North Street to Geneva Hospital. The bus turns around in the hospital main entrance loop and proceeds east on North Street, turns right (south) on North Main through the residential core of the city. It turns right (west) on Cloverleaf Drive to Hamilton Street, right (north) on Pulteney, west on Washington, left (south) on Copeland, right (west) on Hamilton to the Walmart parking lot located on the south side of Rtes. 5 & 20, approximately one mile west of Pre Emption Road. Returning east on Rtes. 5 & 20, the bus circulates through Pyramid Mall, Geneva Centre Mall and across Hamilton through the Wegmans' parking lot on the north side of the road at Copeland. The bus exits Wegmans via right (north) on Copeland, right (east) on Washington, south on Pulteney through the Hobart and William Smith (HWS) campus to St. Clair Street, where the route turns left (east) on Jay, left (north) on South Main, east on Seneca and left (north) on Exchange to the shelter located in the municipal parking lot on the left side of the street.

Figure 5-1 Route 1 Existing Alignment



Major stops on Route 1:

- Geneva Courtyard Apartments – 10 Goodman Street
- Geneva Hospital – North Street & Mason Street
- Pyramid Mall (Tops, Big Lots) – Routes 5/20 & County Road 6
- Town & Country Plaza - Hamilton Street & White Springs Road
- Walmart – Routes 5/20
- Wegmans – northeast corner of Copeland and Hamilton
- Residential stops around the city

Level of Service

Route 1 service is provided with one small bus running 12 hourly loop trips in Geneva per weekday (Monday – Thursday), 14 trips on Friday, 11 trips on Saturday and nine trips on Sunday. Passengers are also allowed to travel on Route 1 between Canandaigua and Geneva, when the bus travels to/from Canandaigua City Hall to begin or end service. Service statistics for Route 1 are shown in Figure 5-2.

Figure 5-2 Route 1 Service Statistics

	Weekday	Saturday	Sunday
Span of Service	M – Th: 6:00 am – 7:00 pm Fri: 6:00 am – 9:00 pm	9:00 am - 9:00 pm	9:00 am - 7:00 pm
Round Trips	12	11	9
Frequency (mins)	60	60	60
Route Length (miles)	9.3	9.3	9.3
Travel Time (mins)	55	55	55

Source: Compiled from CATS scheduled data.

Ridership and Productivity

Available data indicates significant ridership fluctuation from year to year between 1999 and 2008 (Figure 5-3). Fluctuations in the data reflect the system's development, including changes in Medicaid contracting and availability of funding to support free pass programs. In 2005, for example, a Temporary Aid to Needy Family (TANF) grant provided funding for free bus passes. This led to a significant increase in ridership. In subsequent years (2006 and 2007), however, considerably less money was available. Overall, Route 1 ridership declined 8.7% in the past decade, from over 47,000 in 2004 to about 43,000 in 2008. Annual ridership peaked at over 58,700 total boardings in 2005. In the past year, however, ridership increased by 9% over the previous year.

Figure 5-3 Route 1 Geneva City Annual Ridership, 1999-2008

Year	Annual Total	Percent Change
1999	47,461	-8.2
2000	51,347	8.2
2001	48,860	-4.8
2002	53,043	8.6
2003	52,670	0.7
2004	51,637	-2.0
2005	58,705	13.7
2006	49,336	-16.0
2007	39,667	-19.6
2008	43,322	9.2

Source: Compiled from Ontario County Planning Department data.

Average daily ridership and productivity by service day is summarized in Figure 5-4. Daily ridership averages are based on data from October 2008. The month of October was selected as representative month because there are few holidays, few weather issues and school is in session. Based on actual 2008 ridership, Route 1 carries 9.3 passengers per hour of service and 10.1 passengers per round trip (e.g., over the 90 minute trip between Canandaigua to Geneva to Canandaigua); excluding the two Canandaigua trips that more accurately should be included with Route 4 service statistics.

Figure 5-4 Route 1 Ridership and Productivity

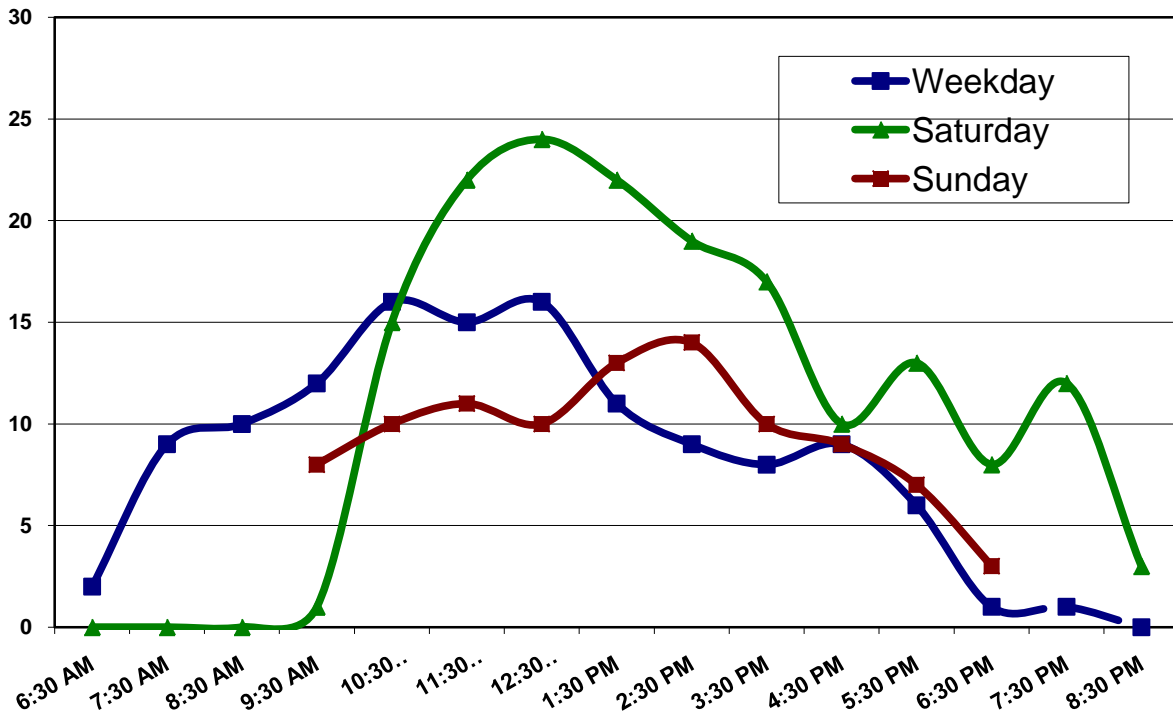
Service Period	Passengers	Passengers per Hour of Service*	Passengers per Trip*
October Weekday	126	9.7	10.5
October Friday	127	8.5	9.1
October Saturday	164	13.7	14.9
October Sunday	93	9.3	10.3
2008 Total	43,322	9.3	10.1

Source: Compiled from Ontario County Planning Department data.

Note: * Passengers per hour of service refers to the number of passengers carried over one hour of operations, regardless of the number of trips provided. Passengers per trip reflects the number of passengers carried in a single trip, regardless of time scheduled for the trip.

Ridership distributions by time of day for weekday, Saturday and Sunday services are displayed in Figure 5-5. These data indicate that the highest passenger volumes occur on Saturdays between 11:30 am and 2:25 pm, during which times ridership exceeds 20 passengers per trip. Ridership at this level would exceed seating capacity of the vehicles and suggests that passengers are standing. Weekday ridership is highest between 10:30 am and 1:25 pm, during which total boardings exceed 15 passengers per trip.

Figure 5-5 Route 1: Ridership by Time of Day



Source: Compiled from October 2008 daily ridership data provided by Ontario County Planning Department.

Ridership by route segment is mapped in Figure 5-6 and shown graphically in Figure 5-7. As shown, passenger boarding (getting on the bus) and alighting (getting off the bus) is evenly distributed along the route. The busiest stops include the Geneva Courtyard Apartments at 10 Goodman Street, Geneva Hospital, retail shopping plazas along Routes 5 & 20 (Town & Country, Pyramid, Walmart and Wegmans), and downtown Geneva. In addition to the Courtyard Apartments, residential areas generating the most bus passengers include multiple stops on Main Street, Castle Street and Genesee Street in the residential core west of downtown, and along East North Street between Exchange and Preemption Streets.

Boarding & Alighting data gathered from fieldwork conducted during one weekday April 28-29, 2009

Town of Geneva

City of Geneva

Seneca

Walmart

Pyramid Mall

Wegmans

Hamilton

City of Geneva Municipal Lot

Ramada

Hospital

Greyhound

Goodman

State Rt 14a

County Road 6

County Road 4

State Rt

Pre-emption

Route 1

Streets

Local Roads

State or US Routes

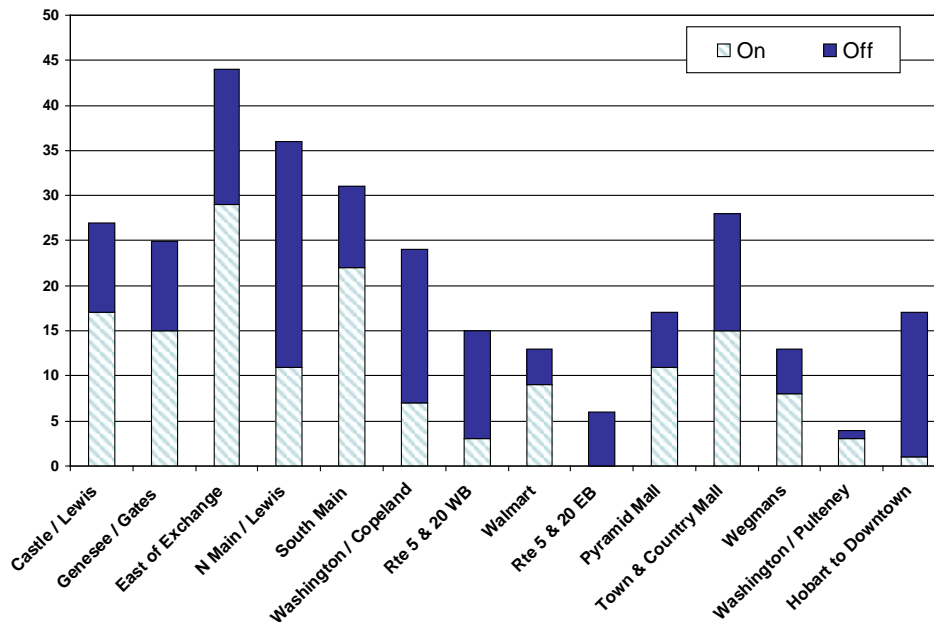
Trip Ends (Boardings & Alightings)

- 4 - 6
- 7 - 15
- 16 - 25
- 26 - 35
- 36 - 44

0 0.5 1 Miles

N

Nelson | Nygaard
consulting associates
GIS Data Source: Ontario County

Figure 5-7 Route 1 - Weekday Ridership by Segment

Source: Compiled from Ontario County Planning Department data.

Strengths, Weaknesses and Potential Improvements

Strengths

- Carries the most passengers of any CATS route.
- Provides broad coverage in the established neighborhoods of the city.
- No transfers are required to travel within the City of Geneva.
- Saturday ridership is more productive than weekday service.

Weaknesses

- The loop alignment is circuitous making onboard travel times excessive in one direction or the other for the majority of customers.
- Ridership along Washington Street between Copeland and Pulteney is negligible.
- Ridership in the vicinity of Hobart and William Smith College is negligible.
- Ridership on the Friday-only evening trips departing at 6:30 pm, 7:30 pm and 8:30 pm are negligible.
- The present 60-minute schedule cycle lacks sufficient time to accommodate trip deviation requests without causing delay in departure of next regularly scheduled trip leaving downtown on the half-hour.
- The schedule lacks adequate recovery time during late morning and early afternoon hours to maintain schedule reliability.

- It is unclear whether the route “officially” operates on south of St. Clair Street on Pulteney, Jay and South Main to provide direct access to Geneva Gardens Apartments.
- Operating flag-stop service on Hamilton Street between Copeland Street and Pre Emption Road is a safety concern. There are few safe locations to stop the bus on this segment and to allow passengers to cross the street.

Potential Improvements

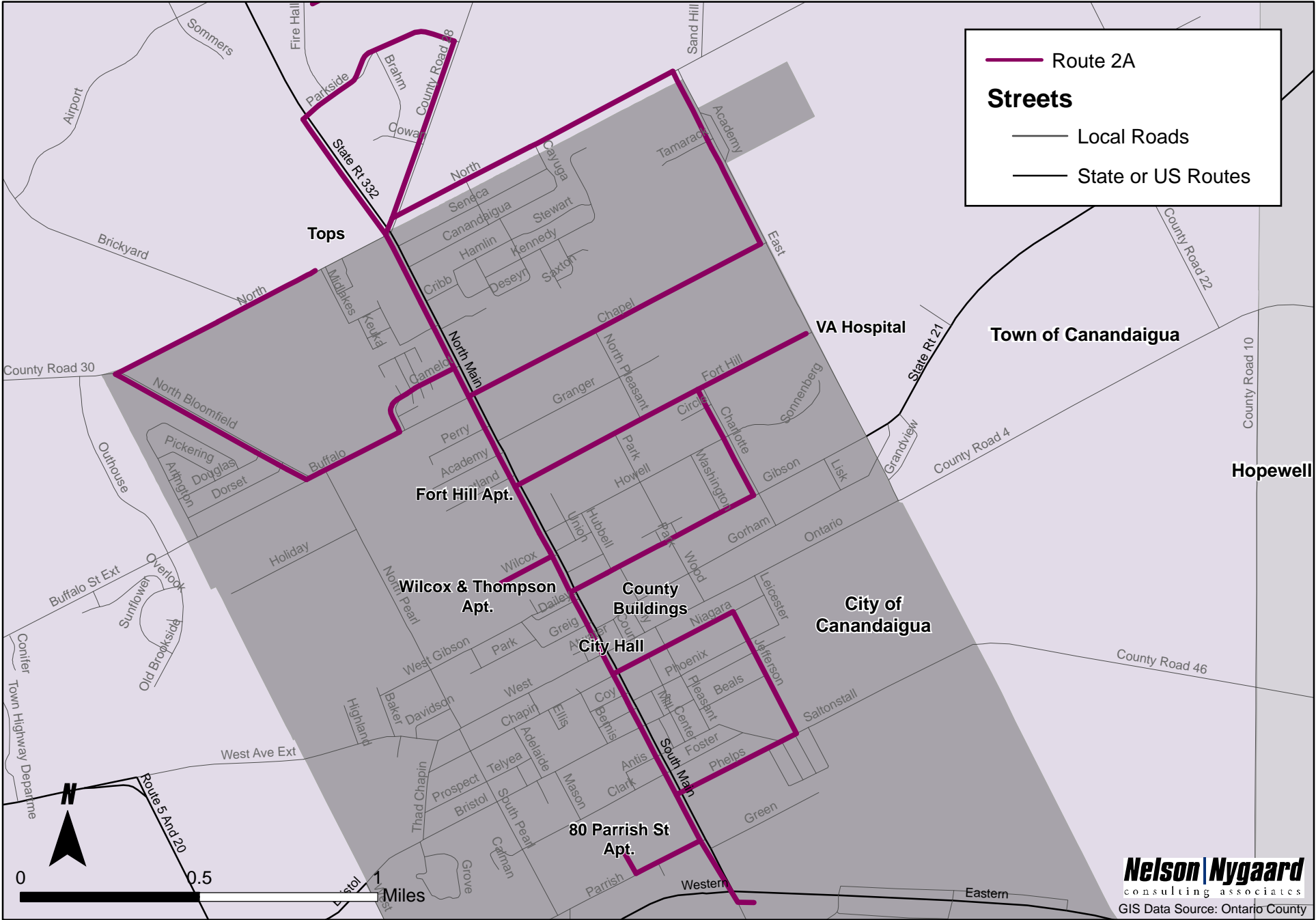
- Run two-way on key streets such as Main Street, North Street, Hamilton Street.
- Coordinate schedules and alignments with cross-county Routes 4 and 5 in Geneva to provide more frequent service with even headway spacing.
- Regular route service to the Bone & Joint Center located at 875 Preemption Road north of Routes 5&20 was requested by several passengers.

Route 2A: Canandaigua City North

Route Description

Route 2A operates neighborhood service within the incorporated limits of the City of Canandaigua on weekdays and weekends. The weekend route is consolidated with Route 2B. Route 2A departs hourly from shelter located on the east side of Main Street between Ontario and Niagara Streets and operates a 46-minute counter-clockwise loop covering neighborhoods and key commercial destinations on the north side of Canandaigua. The current route alignment appears in Figure 5-8.

Figure 5-8 Route 2A Existing Alignment



Leaving downtown, Route 2A runs north on Main Street, turns right (east) on Gibson, left (north) on Charlotte, right (east) on Fort Hill to the Veterans Administration Hospital main entrance loop. Returning west through the VA main gate to Fort Hill, the bus turns right (north) on Main Street, right (east) on Chapel, left (north) on East Street, left (west) on North Road; right (north) on County Road 28, left (west) on Parkside, left (south) on Rte 332, right (west) on North Road and right into the Tops Market parking lot. Route 2A continues via west on North Street to left (south) on North Bloomfield Road, left (east) on Buffalo Street, left (northeast) on Camelot Drive, and right (south) on Main Street. The route turns off Main into the Wilcox Street Apartments and Thompson Apartments, returns to Main and continues south to right (west) on Parrish Street and into the hi-rise apartments parking lot at 80 Parrish Street. Returning east on Parrish, the route turns left (north) on Main, right (east) on Phelps, left (north) on Jefferson, left (west) on Niagara and right (north) on Main to the shelter.

Major stops on Route 2A:

- City Hall / Main Street Stop
- VA Hospital
- Fort Hill Apartments
- Tops Market – Rte 332 & North Street
- Wilcox / Thompson Apartments
- 80 Parrish Street Apartments – Main Street

Level of Service

Route 2A service is provided with a single vehicle running 12 hourly loop trips in Canandaigua weekday (Monday – Thursday), 14 trips on Friday, 11 trips on Saturday and nine trips on Sunday. Service statistics for Route 2A are shown in Figure 5-9.

Figure 5-9 Route 2A Service Statistics

	Weekday	Saturday (same as Route 2B)	Sunday (same as Route 2B)
Span of Service	M – Th: 6:30 am – 6:30 pm Fri: 6:30 am – 8:30 pm	9:30 am - 9:00 pm	9:30 am - 6:00 pm
Round Trips	M – Th: 12 Fri: 14	11	9
Frequency (min)	60	60	60
Route Length (miles)	9.2 miles	15.3	15.3
Travel time	46	55	55

Ridership and Productivity

Available data indicates a trend of moderate ridership growth averaging 1.8% annually between 1999 and 2008 (Figure 5-10) in Canandaigua. As shown in Table 2, annual ridership shows

considerable fluctuation over the past year. This reflects the system's development, changes in contracting practices and fluctuation in funding. Route 2 was divided into two routes 2A and 2B in mid-2004. Since that time, Route 2A has increased by an average of 1.1% per year between 2005 and 2008.

Figure 5-10 Route 2A Canandaigua City Annual Ridership, 1999-2008

Year	Total Route 2	Percent Change	Route 2A Only	Percent Change
1999	47,202	-19.3	--	--
2000	55,555	17.7	--	--
2001	49,324	-11.2	--	--
2002	49,507	0.4	--	--
2003	44,229	-10.7	--	--
2004	45,974	3.9	11,878	--
2005	47,844	4.1	31,023	n/a
2006	50,585	5.7	31,487	0.1
2007	48,500	-4.1	28,565	-9.3
2008	55,950	15.4	32,400	13.4

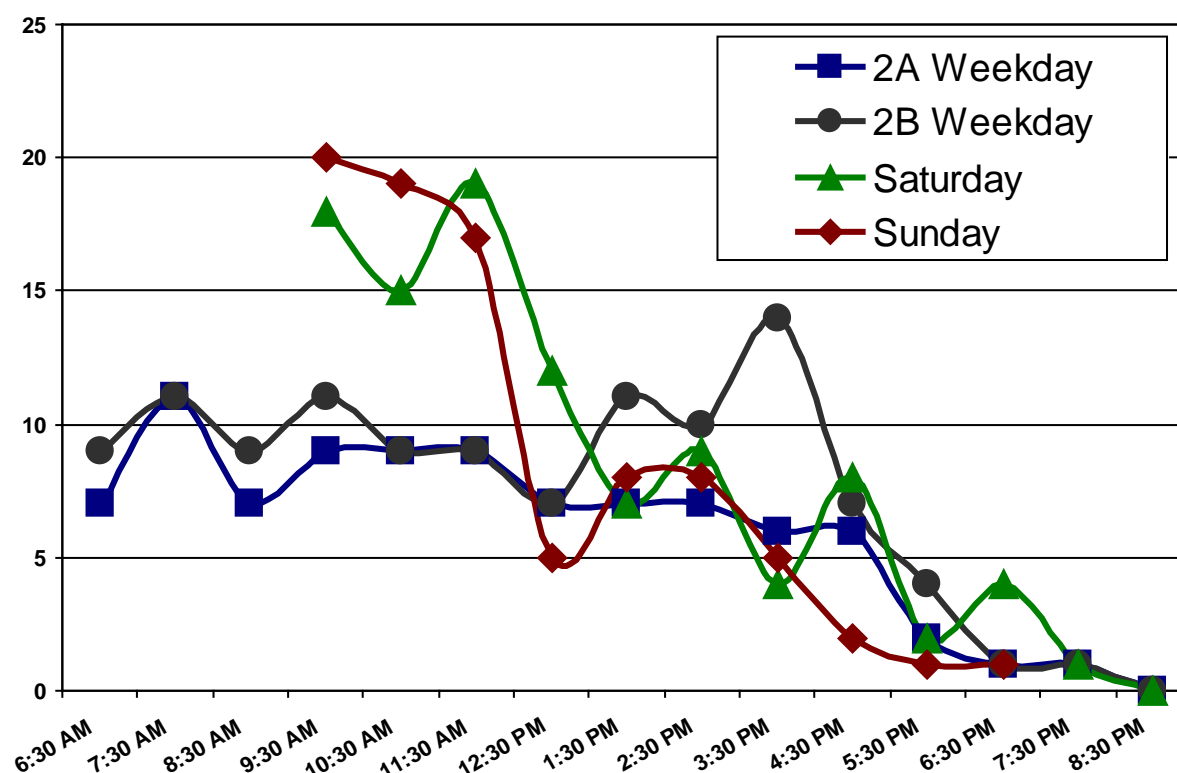
Average daily ridership and productivity by service day is summarized in Figure 5-11. Daily ridership averages are based on October 2008 data that tends to reflect optimal ridership conditions. Based on actual 2008 ridership, Route 2A carries 7.5 passengers per revenue hour overall and significantly higher on weekends.

Figure 5-11 Route 2A Ridership and Productivity

Service Period	Passengers	Passengers per Revenue Hour	Passengers per Trip
October Weekday	85	7.1	7.1
October Friday	90	6.4	6.4
October Saturday	99	9.0	9.0
October Sunday	85	9.4	9.4
2008 Total	32,400	7.5	7.5

Source: Compiled from data provided by Ontario County Planning Department

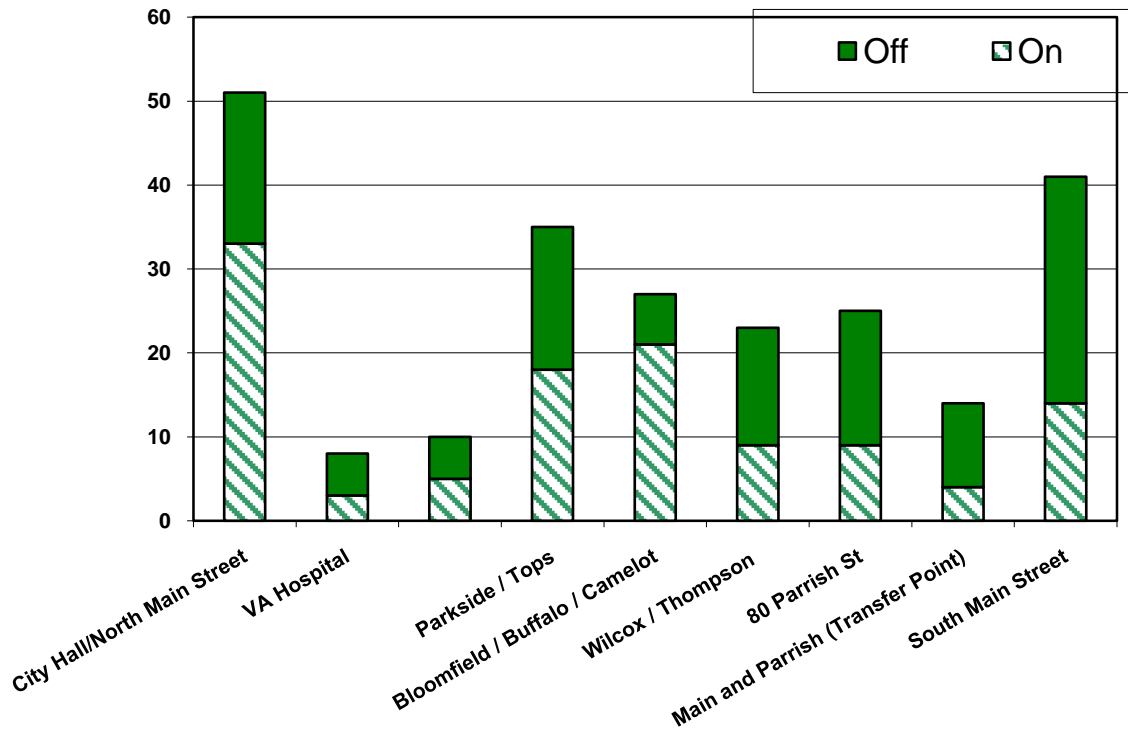
Ridership distributions by time of day for weekday, Saturday and Sunday services are displayed in Figure 5-12. These data indicate that the highest passenger volumes occur on Saturdays and Sundays between 9:30 am and 1:00 pm, during which times ridership exceeds 15 passengers per trip. Weekday ridership generally is higher in the morning, although only the 7:30a trip carries more than 10 passengers per trip.

Figure 5-12 Route 2A: Ridership by Time of Day

Source: Compiled from October 2008 daily ridership data provided by Ontario County Planning Department

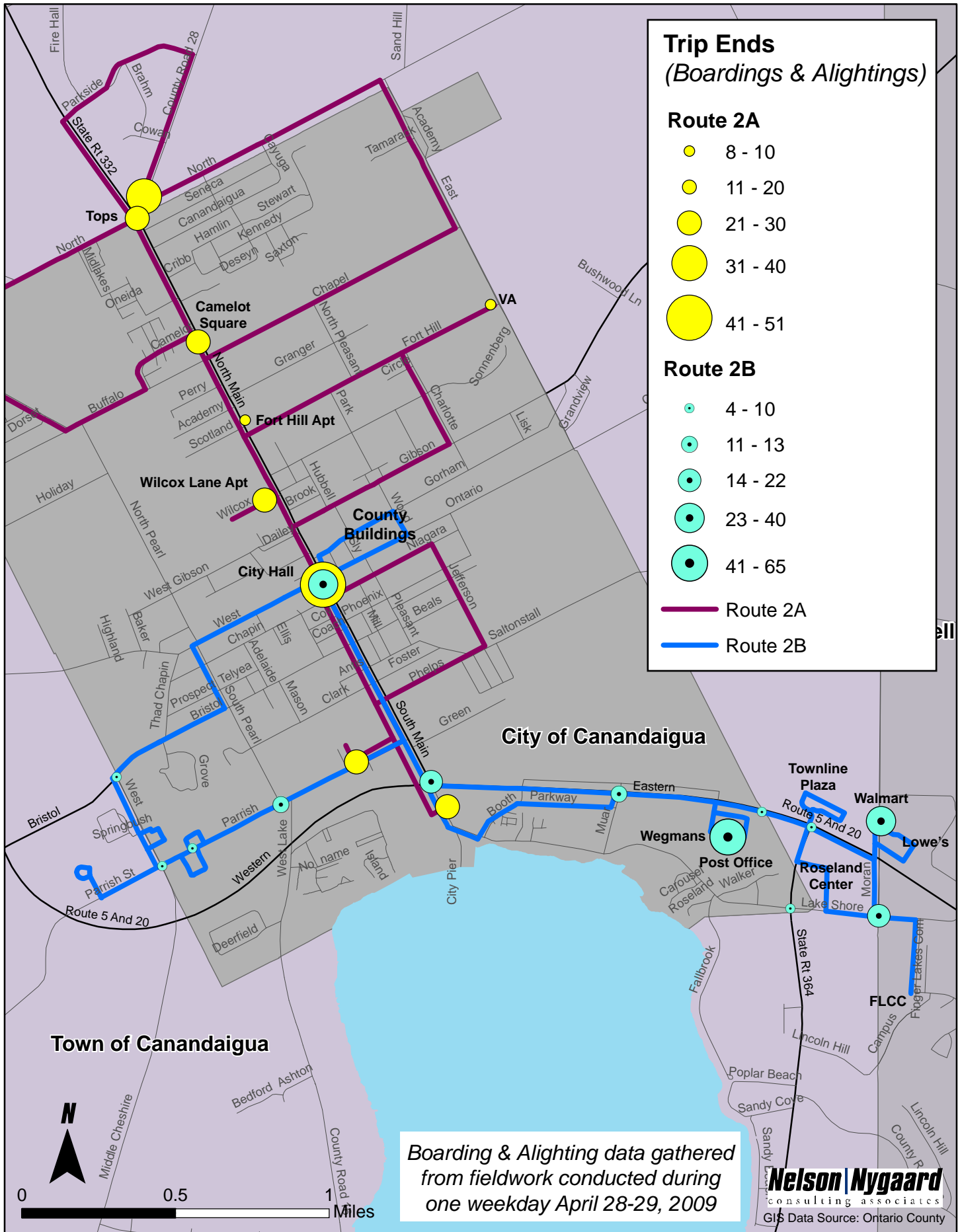
Ridership by route segment is shown graphically in Figures 5-13 and 5-14. Boarding and alighting activity is concentrated in the downtown area, at Tops Market at Main and North Street; along Main Street through the heart of the city (Camelot Square, Wilcox Lane Apartments and City Hall); and along South Main Street (between Phelps and FLCC). The segments along Fort Hill Avenue, Chapel Street, East Street and North Road east of Main Street generate relatively few passenger boardings and alightings.

Figure 5-13 Route 2A: Weekday Ridership by Time of Day



Source: Compiled from October 2008 daily ridership data provided by Ontario County Planning Department

Figure 5-14 Route 2A: High Activity Bus Stops



Strengths and Weaknesses

Strengths

- Route 2A provides broad coverage in the established residential neighborhoods of the city, including Wilcox and Thompson Apartments on Main Street, and the senior high-rise at 80 Parrish Street.
- Most of the significant destinations are located along Main and South Main Streets in downtown Canandaigua.

Weaknesses

- The loop alignment is circuitous making onboard travel times excessive in one direction or the other for the majority of passengers.
- Most residents north of downtown must transfer to Route 2B to reach Thompson Hospital and nearby medical offices, FLCC and retail store located on both sides of Eastern Boulevard.
- Ridership on Fort Hill Avenue, Chapel Street, East Street and North Road is negligible.
- Ridership on North Bloomfield Road and Buffalo Street is negligible.
- Routes 2A and 2B both serve the senior high-rise at 80 Parrish Street directly with alternating 19 and 41-minute headways. Nevertheless, neither route offers effective two-way links to major grocery stores.

Potential Improvements

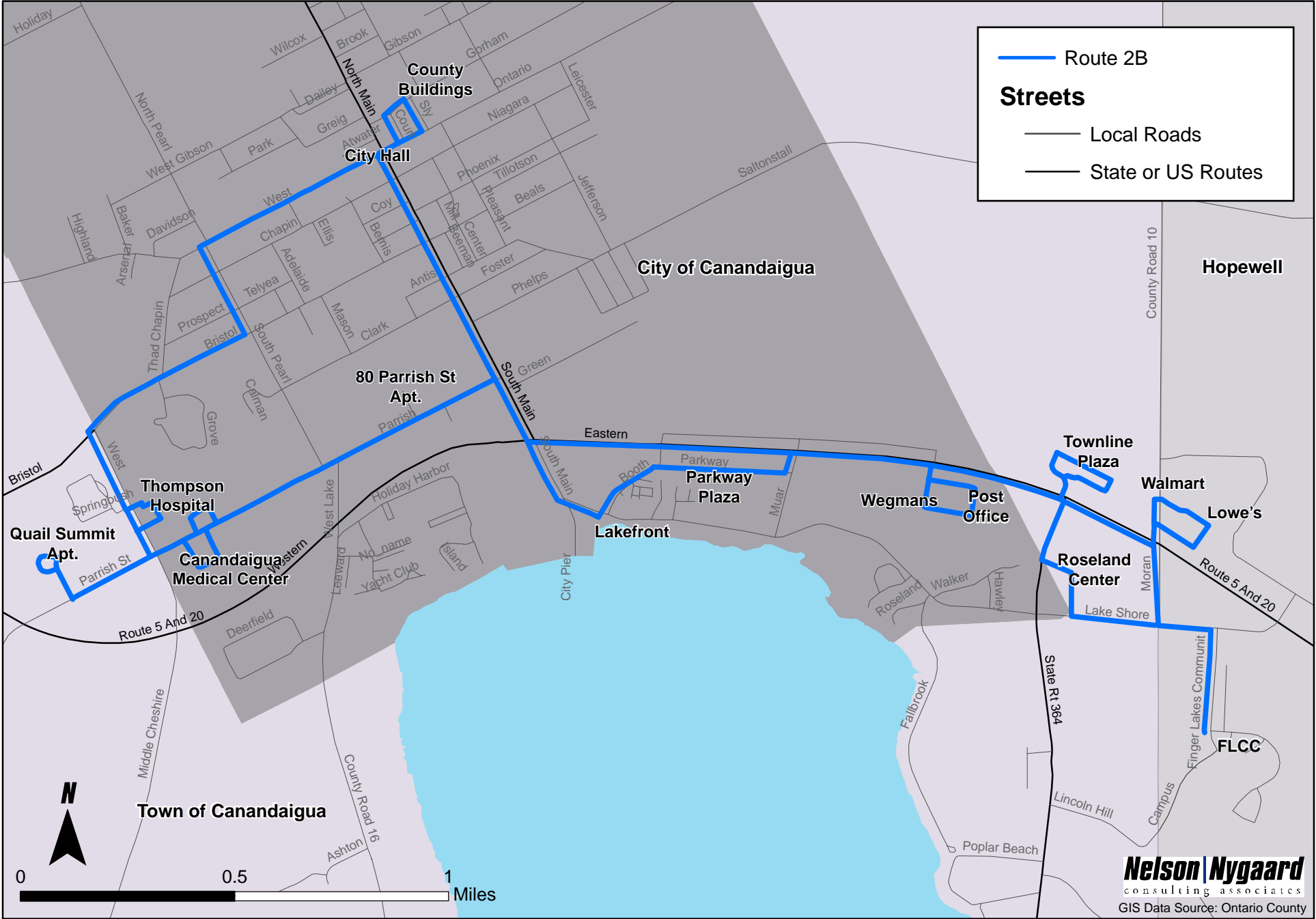
- Extend the route south to include more non-residential destinations
- Provide two-way service on Main Street.
- Provide two-way service on Parrish Street between Main Street and Thompson Hospital.
- Eliminate unproductive route segments
- Coordinate alignment and schedule with Routes 2B and 3 to provide more frequent service with even spacing on Main Street through the heart of the city.

Route 2B: Canandaigua City South

Route Description

Route 2B operates neighborhood service within the incorporated limits of the City of Canandaigua on weekdays and weekends. The weekend route is consolidated with Route 2A. Route 2B departs hourly from shelter located on the east side of Main Street between Ontario and Niagara Streets and operates a 47-minute clockwise loop covering neighborhoods and key commercial destinations on the south side of Canandaigua. The current route alignment appears in Figure 5-15.

Figure 5-15 Route 2B Existing Alignment



Leaving downtown, Route 2B runs north on Main Street, turns right (east) on Gorham, right (south) on Wood, right (east) on Ontario Street to West Avenue, left (south) on South Pearl, right (west) on Bristol, left (south) on West Street and circulates through the EyeCare and Doctors Building parking lots in the Thompson Hospital complex, then crosses West Street to 3170 West, and continues south on West to right (west) on Parrish Street and right into Quail Summit Apartments. Turning around in the parking lot, Route 2B returns east on Parrish and circulates through the Canandaigua Medical Group Building and the Thompson Hospital main entrance, then continues east on Parrish to the high-rise apartments parking lot at 80 Parrish, and then to Main Street. Turning south on Main, Route 2B operates west via Lakeshore Drive and Eastern Boulevard to provide direct service to destinations along the south side of Eastern Boulevard including Parkway Plaza stores, Wegmans, the Post Office, Roseland Center, Finger Lakes Community College and Lowe's. Returning east along the north side of Eastern Parkway, Route 2B operates into Walmart, Town Line Plaza and Chase-Pitkin, then turns right (north) on Main Street to the shelter north of Niagara Street.

Major stops on Route 2B:

- City Hall / Main Street Stop
- Thompson Hospital
- Quail Summit Apartments
- Canandaigua Medical Center
- 80 Parrish Street Apartments – Main Street
- Canandaigua Lakefront Park
- Parkway Plaza
- Wegmans
- Post Office
- Finger Lakes Community College
- Lowes
- Aldi's – Town Line Plaza
- Walmart
- Roseland Water Park

Level of Service

Route 2B service is provided with one small bus running 12 hourly loop trips in Canandaigua weekday (Monday – Thursday) and 14 trips on Friday. Weekend service operates as a consolidated 2A/2B route and is discussed under Route 2A. Service statistics for Route 2B are shown in Figure 5-16.

Figure 5-16 Route 2B Service Statistics

	Weekday	Saturday (same as 2A)	Sunday (same as 2A)
Span of Service	M – Th: 6:30 am – 6:30 pm Fri: 6:30 am – 8:30 pm	9:30 am - 9:00 pm	9:30 am - 6:00 pm
Round Trips	M – Th: 12 Fri: 14	12	10
Frequency (min)	60	60	60
Route Length (miles)	8.5	15.3	15.3
Travel time	47	55	55

Source: Compiled from CATS schedule data

Ridership

Available data indicates a trend of moderate ridership growth averaging 1.8% annually between 1999 and 2008 (Figure 5-17). Fluctuations in annual ridership observed during the early years of service reflect the system's development over time and changes in contracting practices, funding as well as service design. Route 2 was divided into two routes 2A and 2B in mid-2004, and since that time Route 2B ridership has grown at the considerably faster rate of 10% annually between 2005 and 2008.

Figure 5-17 Route 2B Canandaigua City Annual Ridership, 1999-2008

Year	Total Route 2	Percent Change	Route 2B Only	Percent Change
1999	47,202	-19.3	--	--
2000	55,555	17.7	--	--
2001	49,324	-11.2	--	--
2002	49,507	0.4	--	--
2003	44,229	-10.7	--	--
2004	45,974	3.9	8,066	--
2005	47,844	4.1	16,821	n/a
2006	50,585	5.7	19,098	13.5
2007	48,500	-4.1	19,935	4.4
2008	55,950	15.4	23,550	18.1

Source: Compiled from Ontario County Planning Department data

Average daily ridership and productivity by service day is summarized in Figure 5-18. Daily ridership averages are based on October 2008 data that tends to reflect optimal ridership conditions. Based on actual 2008 ridership, Route 2B carries 7.4 passengers per revenue hour overall on weekdays.

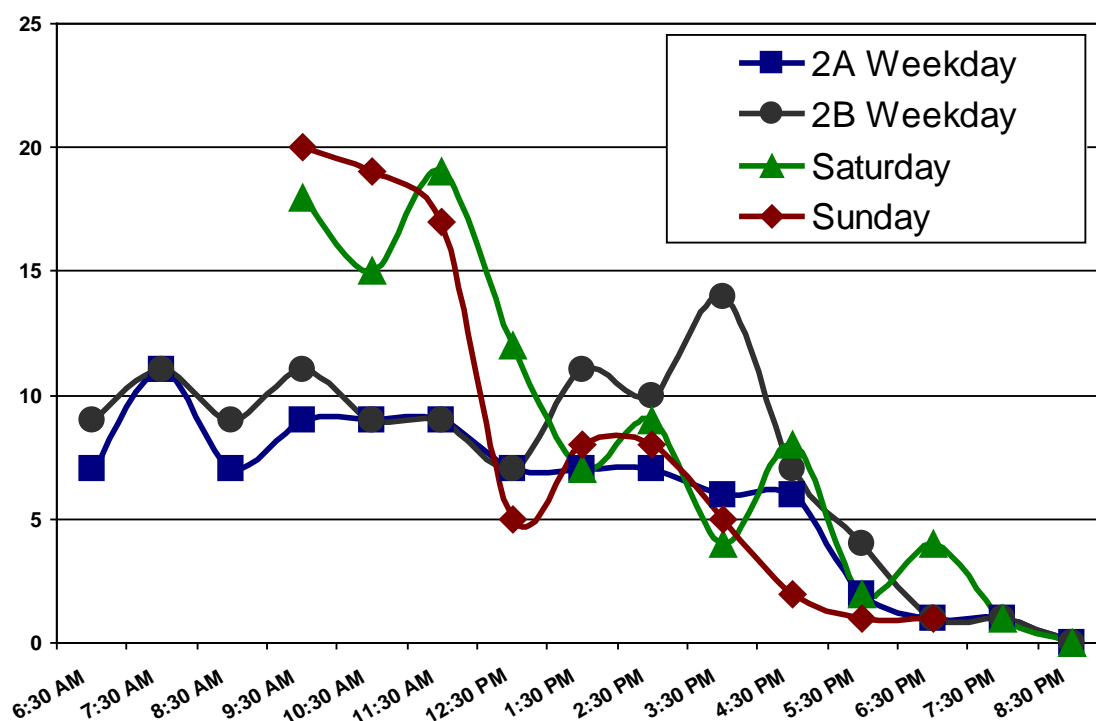
Figure 5-18 Route 2B Ridership and Productivity

Service Period	Passengers	Passengers per Revenue Hour	Passengers per Trip
October Weekday	111	9.3	9.3
October Friday	116	8.3	8.3
2008 Total	23,550	7.4	7.4

Source: Compiled from data provided by Ontario County Planning Department

Ridership distributions by time of day for Route 2B weekday and Route 2 weekend services are displayed in Figure 5-19. These data indicate that the highest passenger volumes occur on Saturdays and Sundays between 9:30 am and 1:00 pm, during which times ridership exceeds 15 passengers per trip. Route 2B weekday ridership fluctuates with five of 12 trips carrying 10 or more passengers, including a maximum 14 passengers on the 3:30 pm trip

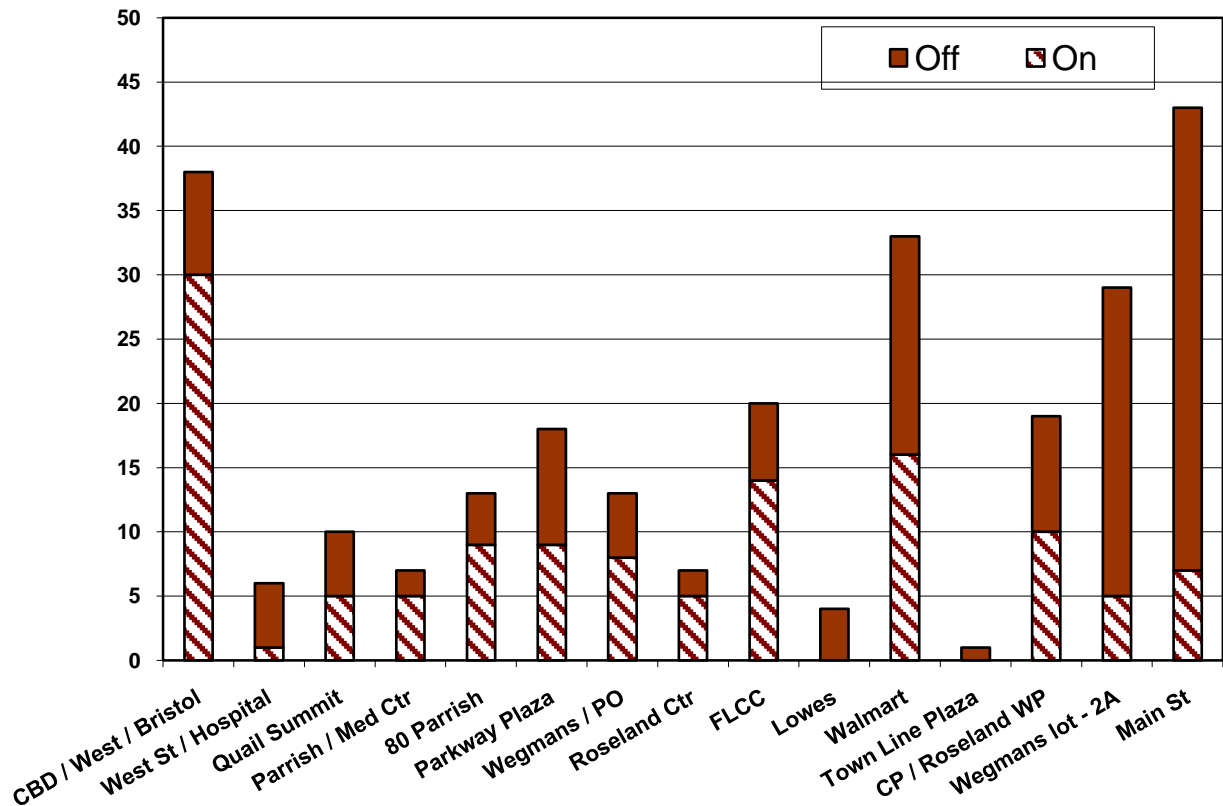
Figure 5-19 Route 2A/2B: Ridership by Time of Day



Source: Compiled from data provided by Ontario County Planning Department

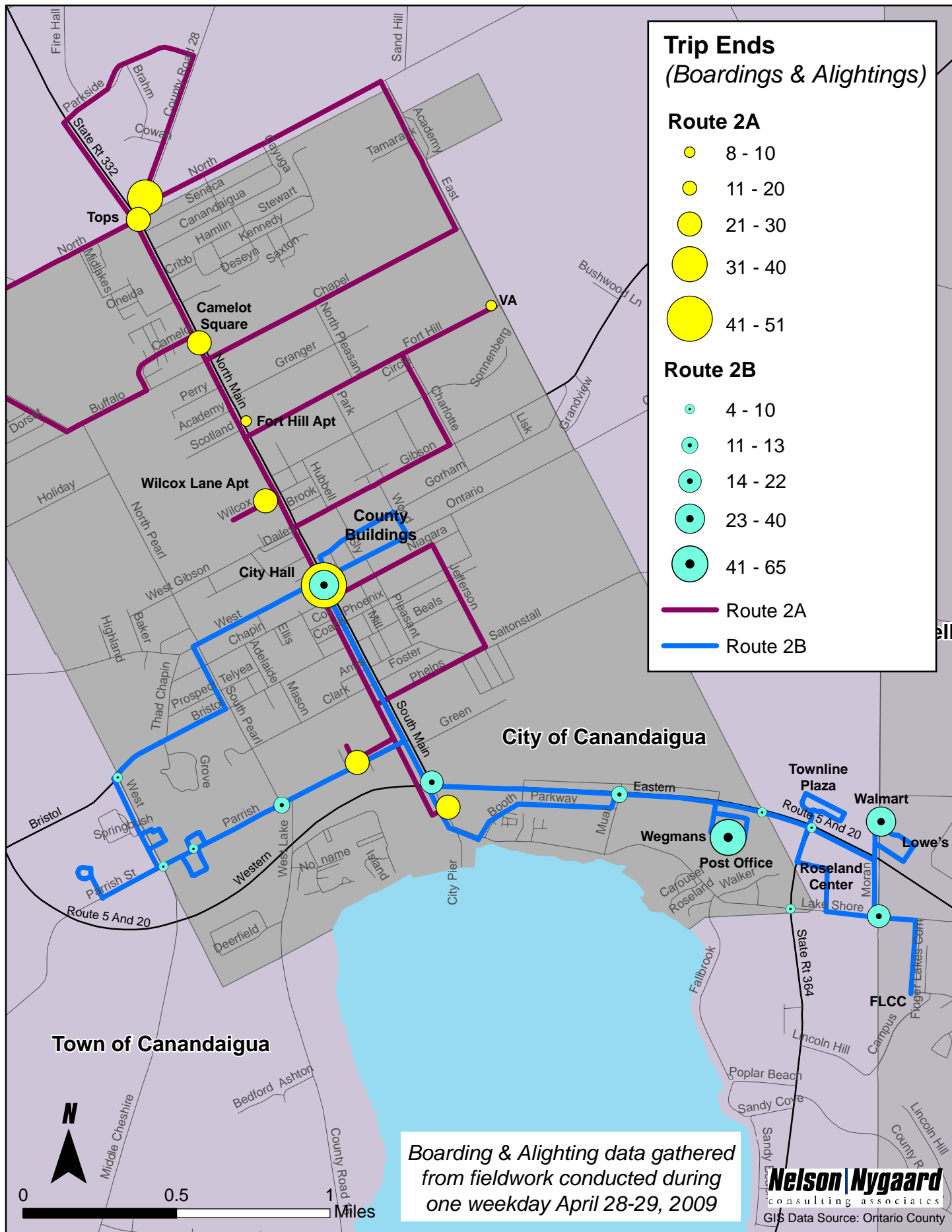
Ridership by route segment is shown graphically in Figures 5-20 and 5-21. Boarding and alighting activity is concentrated in the downtown area, at the Walmart store, the Finger Lakes Community College campus and Wegman's. Stops serving Parish Street and the area around Thompson Hospital collectively show a moderate amount of ridership activity. Stops at Town Line Plaza generate relatively few passenger boardings and alightings.

Figure 5-20 Route 2B Weekday Ridership by Route Segment



Source: Nelson\Nygaard Consulting Associates

Figure 5-21 Route 2B: High Activity Bus Stops



Strengths and Weaknesses

Strengths

- Route 2B provides direct access to major institutional, medical and shopping destinations in Canandaigua, despite challenging operating and pedestrian conditions in the Eastern Boulevard corridor.

Weaknesses

- The loop alignment is circuitous resulting in longer onboard travel times, including unacceptably long bus trips in one direction for a majority of passengers.
- The route has an imbalance of residential origins and non-residential destinations. Most residents north of downtown must transfer to Route 2B to reach Thompson Hospital and nearby medical offices, FLCC and retail store located on both sides of Eastern Boulevard.
- Routes 2B and 2A both serve the senior high-rise at 80 Parrish Street directly departures alternating between every 19 and 41 minutes. Nevertheless, neither route offers effective two-way links to major grocery stores.
- Ridership on the two Friday-only late evening trips is negligible.

Potential Improvements

- Extend the route north to include more residential trip origins.
- Provide two-way service on Parrish Street between Main Street and Thompson Hospital.
- Coordinate alignment and schedule with Routes 2A and 3 to provide more frequent service with even spacing on Main Street through the heart of the city.

Routes 3 & 7: Canandaigua / Victor

Route Description

Routes 3 and 7 operate neighborhood and cross-county service between downtown Canandaigua, Victor and Eastview Mall on weekdays and weekends. The routes follow a common alignment west of the Village of Victor to Eastview, but use differing alignments between Canandaigua and Victor. Route 3 operates via Rtes 332 and 96 through the Town of Farmington, while Route 7 follows Rtes 5&20, 444 and 96 through the Village of Bloomfield. Collectively the two routes run every two hours with a 55-minute one-way travel time service from end to end. Most weekday and all weekend trips operate as Route 3 on the alignment appearing in Figure 5-22. Route 7 operates a more limited schedule consisting of one mid-morning southbound trip and one afternoon northbound trip on weekdays only. Its present alignment is displayed in Figure 5-23.

Leaving downtown Canandaigua, Route 3 runs north on Main Street to the Tops Market located at Route 332 and North Street, then continues north on Rte 332 and east into the Farmbrook subdivision via Farmbrook Drive, right on Flaxen, right on Wheatstone, left on Clovermeadow and right on Farmbrook returning to Rte 332 northbound. Continuing toward Finger Lakes Racetrack, the bus turns right (east) on County Road 41, left (north) on Beaver Creek and right to the main entrance. Route 3 continues via left (west) on Route 96, left into Wades Plaza, right (north) on Mertensia Road, right (east) on Collett Road and right (south) on Corporate Drive through Center Pointe North, right (north) on Rte 332, right on Loomis past the Park-Ride lot, right (west) on Plastermill, right (north) on Gateway Road into Hunters Trailer Park and continuing on Gateway to right (south) on Rte 332, right (west) on Plastermill, right into Gypsum Mills clubhouse and continuing via right (west) on Plastermill, left (south) on McMann Road, left (east) on Heath Row, right (south) on Victoria Lane, right on Rte 96, left on East Victor Road and left into Autumn Grove Apartments. The route continues via right (north) on East Victor Road and left (west) on Rte 96 through the Village of Victor and left (west) on Rte 251, right (north) on Phillips Road, right (east) on Main Street in Fishers, left (north) on Rte 96, right into Cobblestone Court to the K-mart store entrance, and continuing via left (west) on Turk Hill Road across Rte 96 into Eastview Mall. The terminal stop is near Sears' main entrance. Return service to Canandaigua operates via High Street to the Village of Victor and follows the reverse of the southbound alignment.

Major stops on Route 3:

- Canandaigua City Hall / Main Stop
- Tops Market – Rte 332 & North Street
- Finger Lakes Racetrack
- Wades Plaza
- Farmington Commons Plaza
- Center Pointe North Business Park
- Hunters Trailer Park – Gateway Road near Rte 332
- Autumn Grove Apartments – East Victor Road
- Industrial Parks along Rte 251 and Phillips Road
- Eastview Mall – transfer to RTS #92

- Victor JHS/HS campus – High Street
- YMCA – High Street

Leaving downtown Canandaigua at 2:30 pm, Route 7 runs west on West Avenue and the West Avenue Extension and Rtes 5 & 20 to the Village of Bloomfield. Turning right (north) on Rte 444, Route 7 continues to the Village of Victor, where it turns left on Rte 96 and overlays Route 3 to Eastview Mall. The daily southbound trip departs Eastview at 9:30 am and operates via High Street into the Village of Victor, and in the reverse direction Route 7 as described above.

Major Stops on Route 7:

- Canandaigua City Hall / Main Stop
- Village of Bloomfield
- Village of Victor
- Industrial Parks along Rte 251 and Phillips Road
- Eastview Mall – transfer to RTS #92
- Victor JHS/HS campus – High Street
- YMCA – High Street

Figure 5-22 Route 3 Existing Alignment

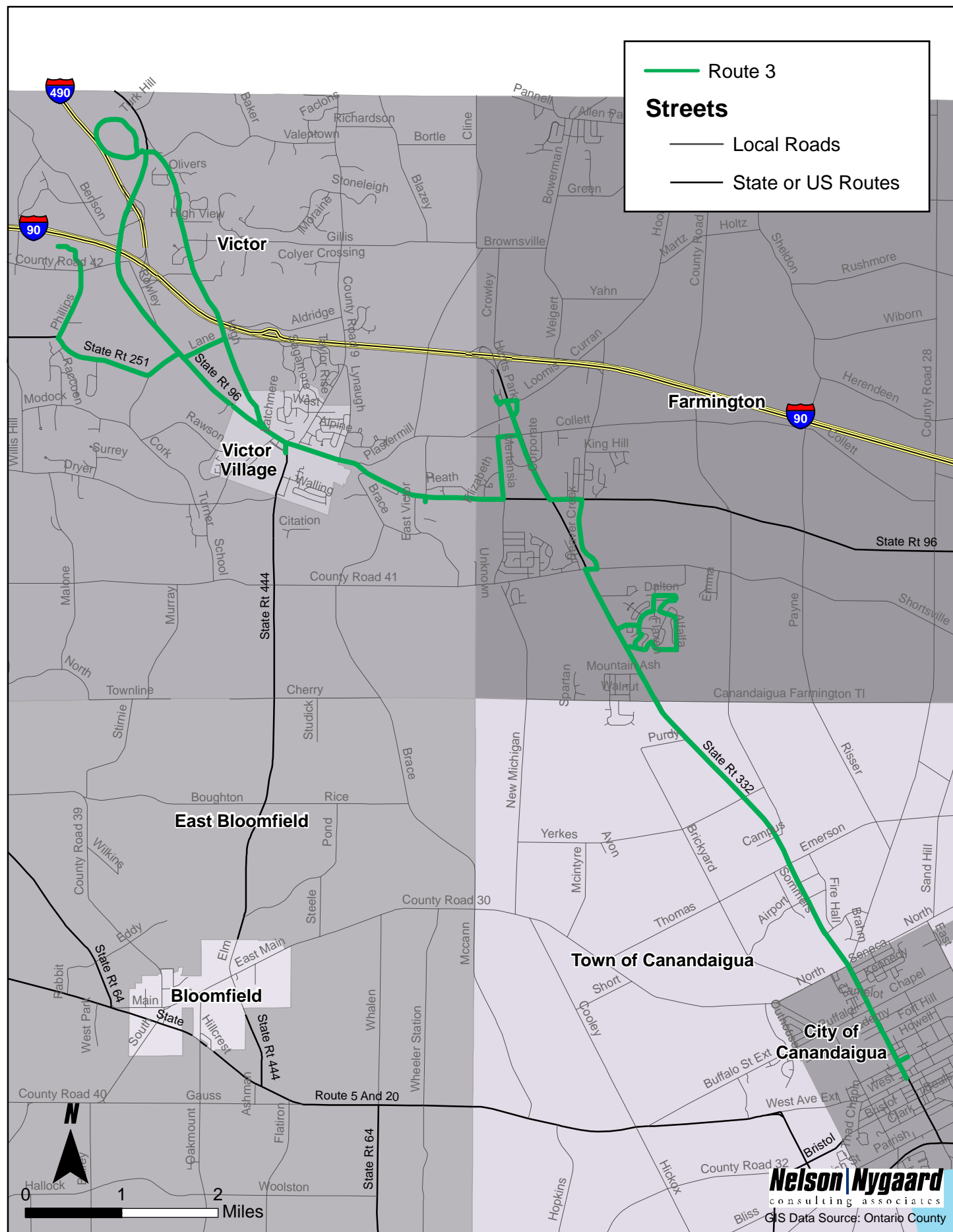
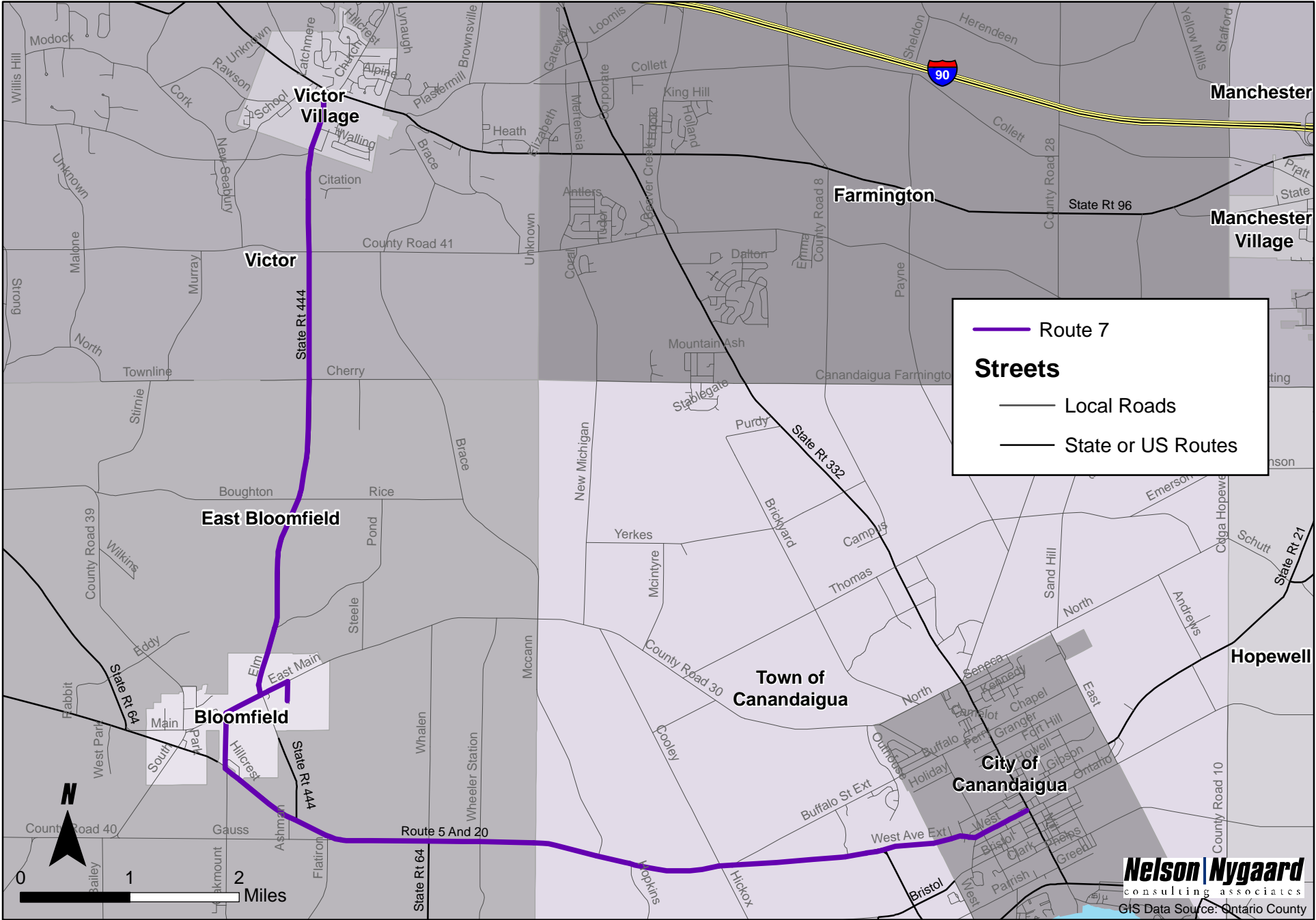


Figure 5-23 Route 7 Existing Alignment



Level of Service

Route 3 and 7 service is provided with one small bus running between Canandaigua and Eastview Mall on two-hour cycles. Service statistics are shown in Figure 5-24.

Figure 5-24 Routes 3 & 7 Service Statistics

	Weekday Route 3	Weekday Route 7	Saturday	Sunday
Span of Service	M – Th: 6:30a – 6:30p Fri: 6:30a – 8:30p	SB: 9:30a – 10:25a NB: 2:30p – 3:25p	9:30a – 8:30p	9:30a – 6:00p
Round Trips	M – Th: 5 Fri: 6	1	5	4
Frequency (mins)	120 / 240	1 trip	120	120
Route Length (miles)				
Travel time (mins)	55	55	55	55

Source: Compiled from data provided by Ontario County Planning Department

Ridership and Productivity

Available data for Routes 3 and 7 indicates sustained ridership growth averaging nearly 8.4% annually between 1999 and 2008 (Figure 5-25). As discussed in other route profiles, much of the fluctuation in ridership observed over the years reflects how the system developed and expanded as well as available funding. The most recent growth in ridership, between 2007 and 2008, however, should reflect real growth resulting from a combination of high fuel prices and improved service. Route 3 was one of the original routes, while Route 7 was implemented in mid-2004.

Figure 5-25 Route 3 & 7 Annual Ridership, 1999-2008

Year	Route 3	Route 7	Total	Percent Change
1999	12,269	--	12,269	29.3
2000	14,313		14,313	16.7
2001	15,918		15,918	11.2
2002	18,288		18,288	14.9
2003	17,980		17,980	-1.7
2004	17,657	359	18,016	0.2
2005	15,513	1,046	16,559	-8.1
2006	16,328	1,205	17,533	5.9
2007	16,477	1,142	17,619	0.5
2008	20,609	1,918	22,527	27.9

Source: Compiled from data provided by Ontario County Planning Department

Average daily ridership and productivity by service day is summarized in Figure 5-26. Daily ridership averages are based on October 2008 data that tends to reflect optimal ridership conditions. Based on actual 2008 ridership, Routes 3 and 7 collectively have an average of 5.5 passengers per revenue hour.

Figure 5-26 Routes 3 & 7 Ridership and Productivity

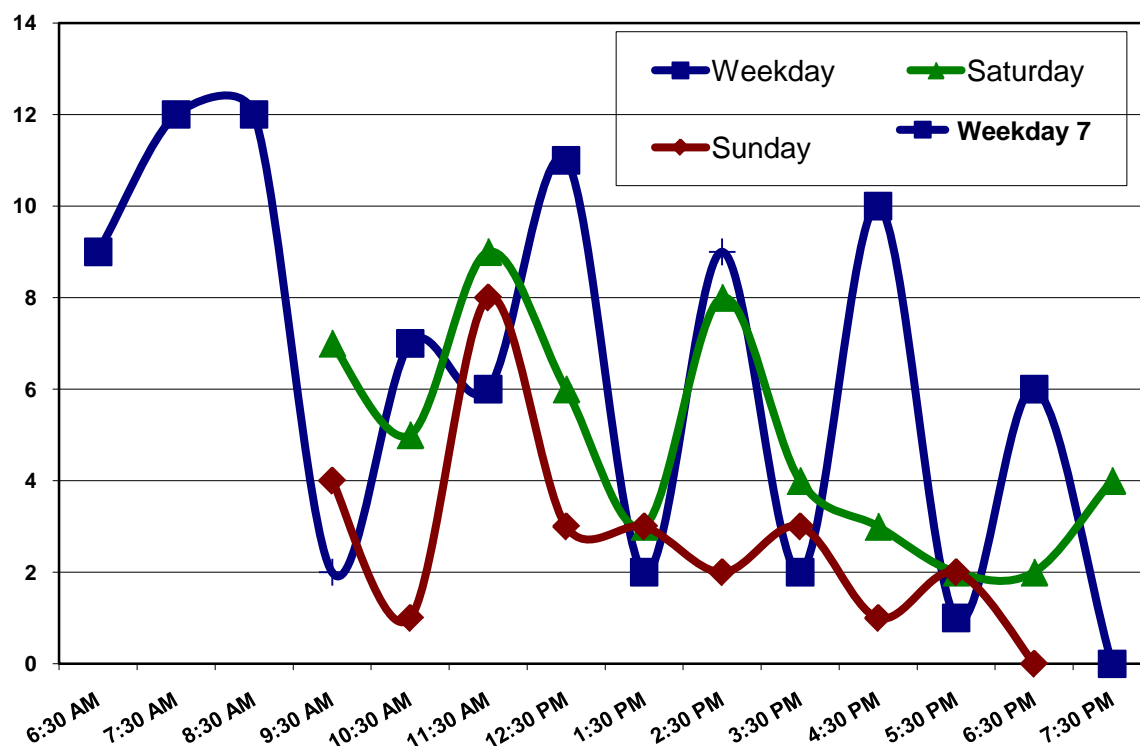
Service Period	Passengers	Passengers per Revenue Hour	Passengers per Trip
October Weekday – 3	73	7.3	7.3
October Friday – 3	79	7.0	7.0
October Weekday – 7	11	5.5	5.5
October Saturday	51	4.6	4.6
October Sunday	24	2.7	2.7
2008 Total – 3 & 7	22,527	5.5	5.5

Source: Compiled from data provided by Ontario County Planning Department

Ridership distributions by time of day for weekday, Saturday and Sunday services are displayed in Figure 5-27. These data indicate that the highest passenger volumes are generated by Route 3 on weekdays aboard the 7:30 am southbound and 8:30 am northbound trips (12 passengers each), the 12:30 pm northbound (11 passengers) and 4:30 pm northbound trips (10 passengers). The Route 7 northbound departure at 2:30 pm generates an average nine passengers per trip. The most passengers on any Saturday trip is nine board the 11:30 am southbound trip, and eight

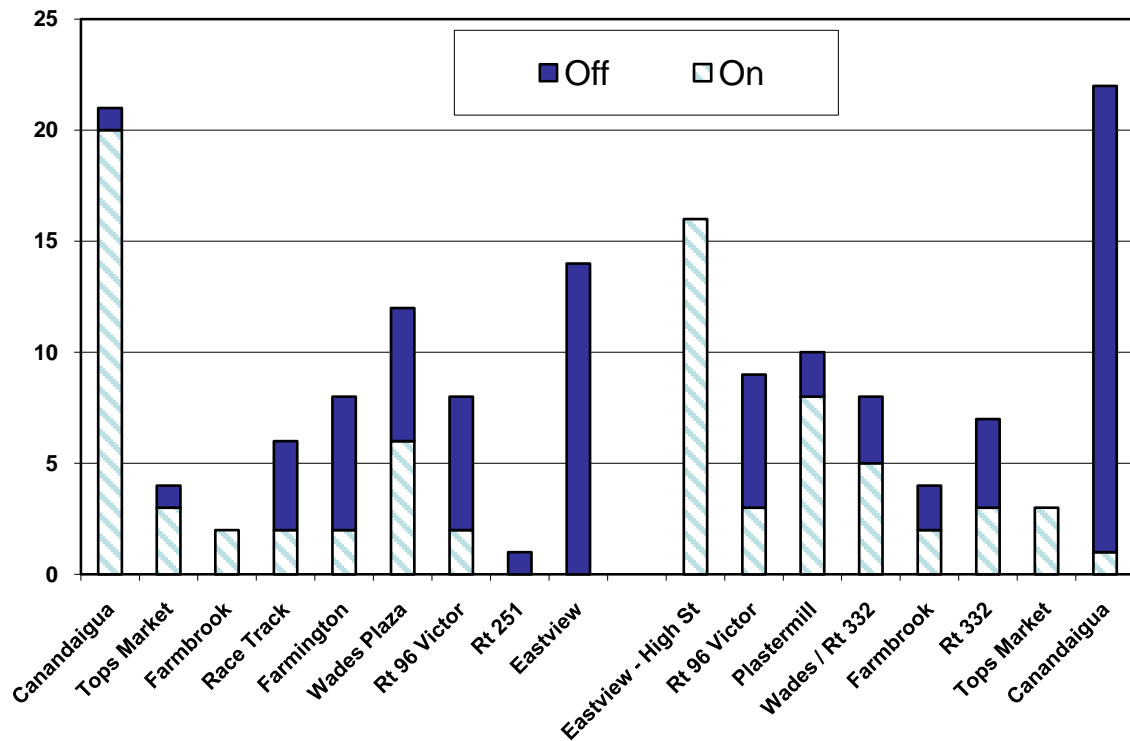
aboard the 2:30 pm northbound trip. Only one Sunday trip (11:30 southbound) generates more than four passengers per trip.

Figure 5-27 Routes 3 & 7: Ridership by Time of Day



Source: Compiled from October 2008 daily ridership data provided by Ontario County Planning Department

Ridership by route segment is shown graphically in Figure 5-28. Boarding and alighting activity is concentrated at the terminals in downtown Canandaigua and Eastview Mall, and to a lesser extent at Wades Plaza, in the Village of Victor and at the manufacture homes and apartments at Plastermill.

Figure 5-28 Routes 3 & 7: Weekday Ridership by Time of Day

Coordination with RTS

Routes 3 and 7 service to Eastview Mall allows passengers to transfer between CATS and RTS Route 92 for connecting service between western Ontario County and downtown Rochester. Schedule connectivity between the two services is summarized in Figure 5-29 using April 2009 timetables. Currently the best connection from Ontario County to Rochester is via the 6:30am northbound departure of CATS Route 3 from Canandaigua arriving at Eastview Mall at 7:25 am, and connecting to RTS Route 92 at 7:37am with a scheduled arrival of 8:20 am in downtown Rochester. The one-way trip requires 110 minutes

Figure 5-29 Weekday Transfer Connections at Eastview Mall

	Northbound		Southbound	
Time Period	CATS #3 / 7 Arrives	RTS #92 Departs	RTS #92 Arrives	CATS #3 / 7 Departs
Morning	--	6:32a	6:30a	--
	--	7:07a	7:05a	7:30a
	7:25a	7:37a	7:36a	--
		8:10a	8:10a	9:30a
	9:25a	10:00a	9:51a	11:30a
Afternoon		3:20p	3:18p	3:30p
	3:25p	4:45p	4:43p	
		5:21p	5:20p	5:30p
	5:25p	5:56p	5:49p	
		6:31p	6:30p	

Returning from downtown Rochester, the best connection is via RTS Route #92 departing from Broad Street at 4:45 pm arriving at Eastview Mall at 5:20 pm and connecting to CATS Route 3 at 5:30 pm with a scheduled arrival of 6:25 pm in downtown Canandaigua. The one-way trip requires 100 minutes of onboard travel and transfer waiting time.

Strengths, Weaknesses and Potential Improvements

Strengths

- Given changing demographics and land use patterns in Ontario County, Route 3 provides an increasingly important linkage between downtown Canandaigua and Eastview Mall through the Towns of Farmington and Victor.
- The current alignment nominally covers most significant destinations within an otherwise lower density service area.

Weaknesses

- Service frequency (120 minutes) is low
- Route 3 operates as a one-way loop west of the intersection of Rte 96 and High Street in the Village of Victor.
- Deploying two Route 7 trips via Bloomfield leaves a four-hour service gap between 7:30 am and 11:30 am in the southbound direction, and between 12:30 pm and 4:30 pm on northbound trips.

- Sunday ridership and productivity is low. Based on October 2008 data, average Sunday ridership was 24 boardings, or 2.7 passengers per service hour.
- Time allocated to Route 3 service schedule is insufficient. Drivers are challenged to complete the service in the allocated time and frequently try to make up time when driving Route 7.

Potential Improvements

- Upgrade service frequency to 60 minutes on weekdays.
- Introduce two-way operations on Rte 251 and High Street with schedules rationalized to accommodate the start-quit times at major institutions served (e.g., industrial employers in Victor and Fishers, and schools on High Street).
- Discontinue Route 7 service through Bloomfield and redeploy bus on Route 3.
- Coordinate alignment and schedule with Routes 2A and 2B to provide more frequent service with even spacing on Main Street through the heart of the City of Canandaigua.
- Coordinate weekday arrivals and departures at Eastview Mall to meet more RTS Route 92 trips for connecting service between Ontario County and downtown Rochester.
- Discontinue Sunday service.
- Eliminate service to the medical park and/or race track.

Route 4: Canandaigua – Geneva - Canandaigua

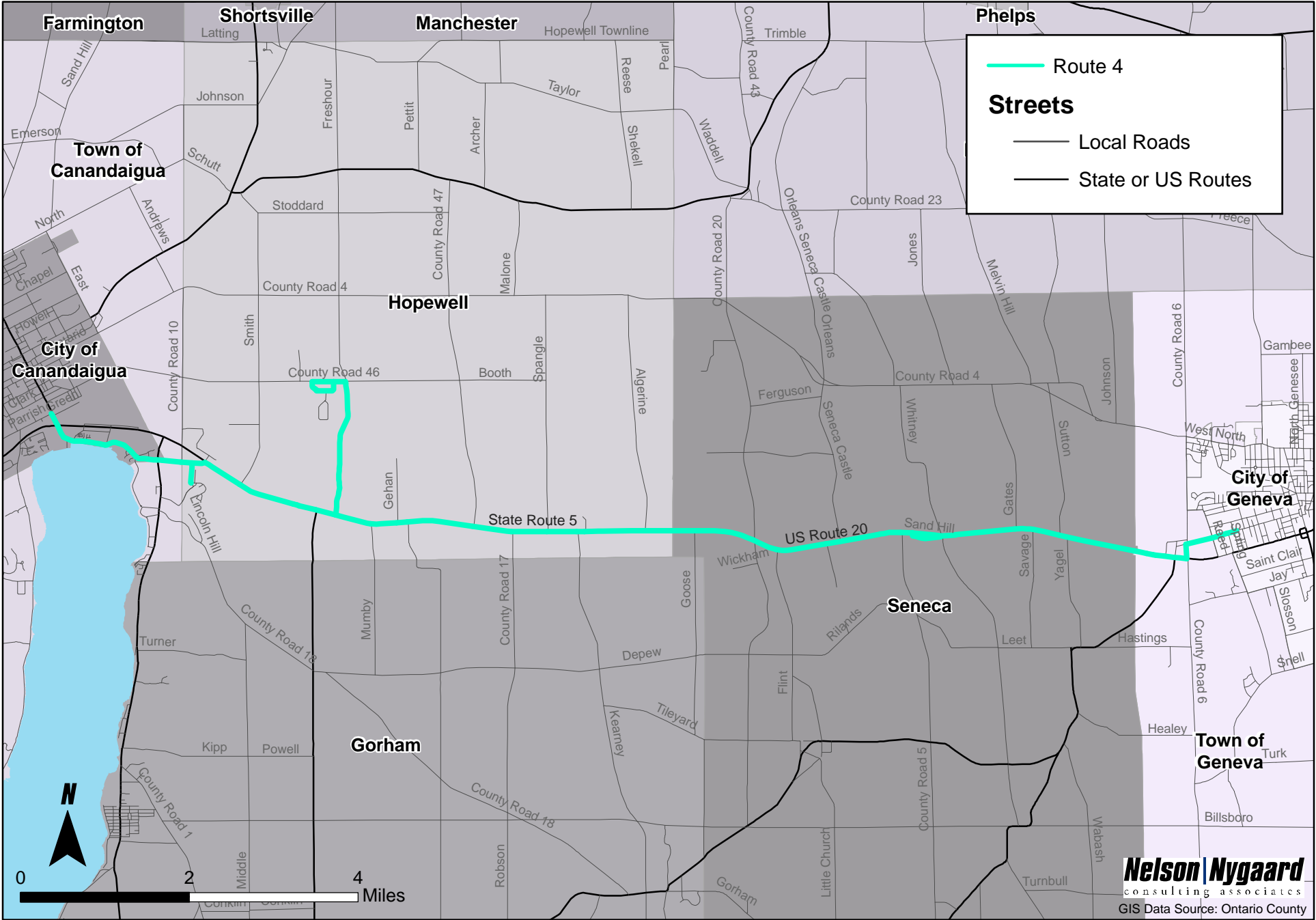
Route Description

Route 4 operates between Canandaigua and Geneva providing a combination of local travel within each of the cities and connecting service between them via Routes 5 and 20. Departures on Route 4 are scheduled from Canandaigua City Hall and the Exchange Parking Lot in Geneva every two hours and operate on weekdays only. The route alignment is shown in Figure 5-30.

Route 4 is structured as a combination of commuter and “collector” service because it provides local service to several important destinations in Canandaigua before traveling to Geneva. Once in Geneva, Route 4 serves several local destinations en route to the center of Geneva.

Locally in Canandaigua, Route 4 operates along local streets, turning into the FF Thompson Hospital from Parrish Street. The bus turns back out on Parrish Street, turning on Main Street and Lakeshore Boulevard into the Finger Lakes Community College (FLCC). From FLCC, Route 4 turns onto Routes 5 and 20, turning on Freshour Road to provide service to the Ontario County Department of Social Services. The bus then backtracks, rejoining Routes 5 and 20 and traveling via Flint to Geneva. Just outside of Geneva, Route 4 turns into Walmart and back out to Routes 5 and 20. At the city line, Route 4 turns on Preemption Road, taking local streets to the Geneva General Hospital before turning onto Exchange Street, where it stops at the Greyhound Station before ending its route at the Exchange Street Parking Lot. From the Exchange Street Parking Lot, passengers on Route 4 can connect to Greyhound inter-city service and inter-county connections available via Seneca County Transit Service (SATS).

Figure 5-30 Route 4 Existing Alignment



Major stops on Route 4

- FF Thompson Hospital
- Finger Lakes Community College
- Ontario County Department of Social Services
- Village of Flint
- Walmart (Geneva)
- Geneva General Hospital
- Geneva Greyhound Station

Level of Service

Route 4 has six trips per weekday, which depart on the half-hour, from Canandaigua and travel slightly less than one hour en route to Geneva. Once in Geneva, after a short lay-over, buses depart from the Exchange Street Parking Lot, approximately one hour after they leave Canandaigua. Consequently, the schedule offers passengers a departure from each city once every two hours, leaving on the alternate half-hour. Operating Route 4 requires one full time vehicle with each round trip requires two (120 minutes) vehicle service hours. Service is available Monday through Friday only; statistics for Route 6 are shown in Figure 5-31.

Figure 5-31 Route 6 Service Statistics

	Weekday
Span of Service	6:30 am - 6:30 pm
Round Trips	6
Frequency (mins)	120
Route Length (miles)	23
Travel Time (mins)	55 (one-way)

Source: Compiled from CATS schedules.

Ridership and Productivity

Route 4 began operations in 1998 as part of the original routes initiated by CATS. In its first year, Route 4 attracted nearly 15,000 passengers (see Figure 5-32). Year-on-year ridership trends are difficult to discern due to fluctuation in the data set, however, it appears when Route 5 commenced service in 2001; Route 4 may have lost some riders to the new service. Overall, however, in the past decade ridership on Route 4 has grown considerably, increasing by nearly 4,000 riders for a total growth of slightly more than 30%.

Figure 5-32 Route 4 Annual Ridership, 1999-2008

Year	Route 4	Percent Change
1999	14,628	
2000	13,374	-8.6%
2001	14,849	11.0%
2002	11,823	-20.4%
2003	16,013	35.4%
2004	19,272	20.4%
2005	17,015	-11.7%
2006	16,660	-2.1%
2007	17,478	4.9%
2008	18,733	7.2%
2009	21,253	13.5%

Source: Compiled from Ontario County Planning Department data

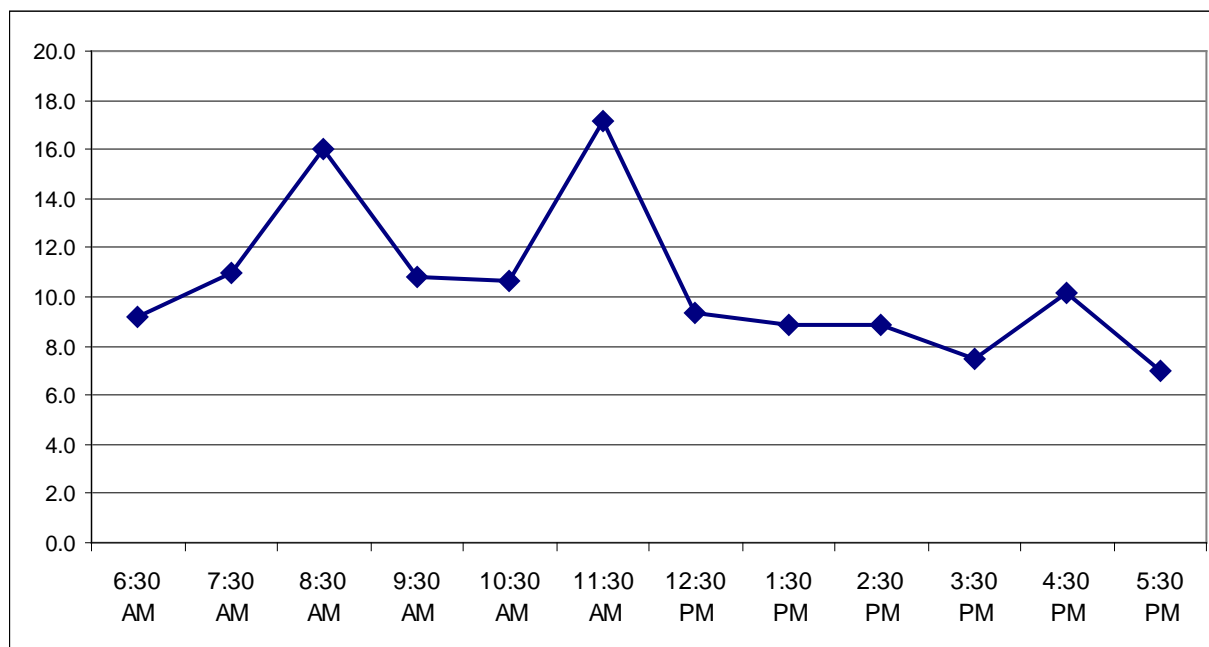
Daily ridership data based on the average of all weekdays in October 2008 shows Route 4 carries approximately 84.3 passengers per day. This translates to just over seven passengers per revenue hour or 14 per round trip of service (see Figure 5-33).

Figure 5-33 Route 4 Ridership and Productivity

Service Period	Passengers	Passengers per Revenue Hour	Passengers per Trip (RT)
October Weekday	84.3	7.03	14.1

Source: Compiled from Ontario County Planning Department data

Data on ridership by time of day show most passengers are using the service for mid-day travel; the 11:30 am departure from Geneva and the 8:30 am departure from Canandaigua have the highest number of boardings. Trips just before and just after these trips also have relatively high passenger volumes. Ridership in the afternoon overall is lower, with the 4:30 pm departure from Canandaigua carrying the largest number of travelers among the afternoon trips (see Figure 5-34).

Figure 5-34 Route 4 Ridership by Time of Day

Source: Compiled from Ontario County Planning Department data

Strengths, Weaknesses and Potential Improvements

Strengths

- Provides service to many key destinations in Canandaigua, including direct service from Canandaigua City Hall to the FF Thompson Hospital and FLCC.
- Provides service to important destinations in Geneva, including the Geneva Hospital.
- Provides connections to other transit services in Geneva (Greyhound and SATS).

Weaknesses

- Route 4 in many ways functions as three independent services; 1) local connections in Canandaigua; 2) connections between downtown Canandaigua and Geneva and 3) local service in Geneva. By attempting to serve independent markets, some legs of the service are not effective (i.e., eastbound service to the Geneva Walmart), impacting overall route productivity.
- Route 4 competes with other CATS services for some markets, such as Route 2B in Canandaigua, Route 1 in Geneva and Route 5.
- Productivity on Route 4 is moderate, with an average of 7 passengers per hour.
- The level of service is low, limiting the effectiveness of some of the service to some destinations. For example, Route 4 offers the most direct connections from downtown to FF Thompson and FLCC with direct and fairly fast service (estimated travel time is 5 minutes and 7 minutes respectively). However, because the service is hourly, travelers

must either wait for the direct service or take Route 2B, which requires nearly twice the travel time on either direction.

Potential Improvements

- Stagger departures with Route 5, to create hourly service between Canandaigua and Geneva.
- Coordinate local and inter-county services to offer direct, fast service between key destinations. For example, restructure Routes 2B and Route 4, so that critical destinations such as FF Hospital, FLCC and the Department of Social Services have direct, fast and reliable service. Likewise, Route 4 and 5 could be coordinated to optimize service between the cities.
- Structure Route 4 as a “medical” route with connections between key medical facilities in Canandaigua and Geneva.
- Restructure Route 4 to provide direct service between Canandaigua and Geneva, limiting travel on local roads in both cities.

Route 5: Canandaigua – Clifton Springs - Geneva

Route Description

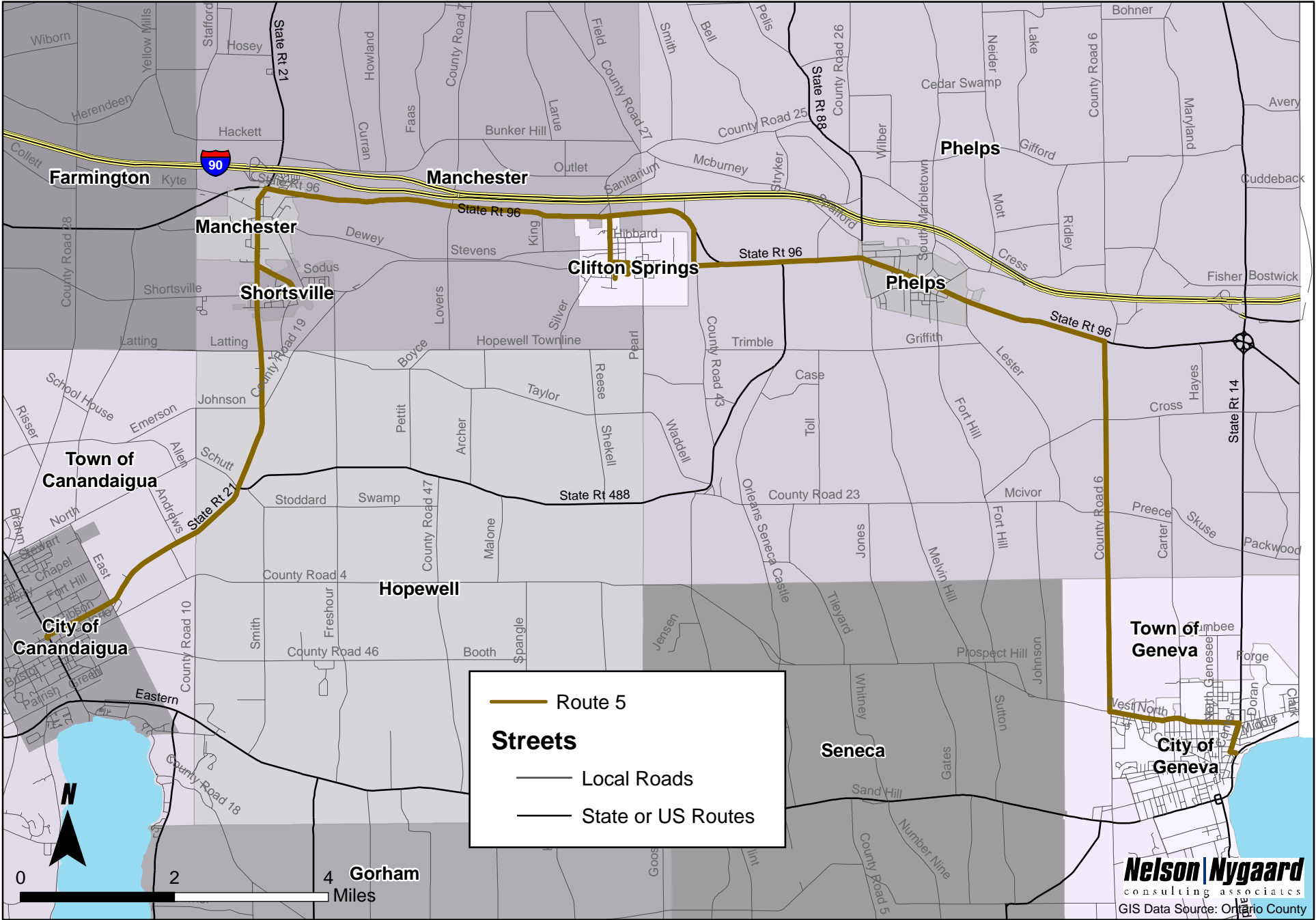
Route 5 operates between Canandaigua and Geneva via the villages of Shortsville, Manchester, Clifton Springs and Phelps. The service is structured primarily as an intra-county route with limited service to local destinations in Canandaigua and Geneva (see Figure 5-35). Route 5 operates seven days a week, with daily departures from Canandaigua scheduled every two hours. Hours of operation vary by day of the week.

From Canandaigua, Route 5 heads out of town on Gibson Street, heading north on Route 21. The service stays on Route 21, turning off to service the Village of Shortsville before continuing north to the Village of Manchester. From Manchester, Route 5 turns on Route 96 and stays on this road, making detours to serve Clifton Springs, Clifton Hospitals, and Phelps before heading into the City of Geneva. In Geneva, Route 5 provides service to the Geneva General Hospital en route to the Exchange Street Parking Lot. The Exchange Street Parking Lot supports connections to Greyhound and Seneca County Transit Service (SATS) buses.

Major stops on Route 4

- Village of Shortsville
- Village of Manchester
- Village of Clifton Springs
- Clifton Springs Hospital
- Phelps Town Hall
- Geneva General Hospital

Figure 5-35 Route 5 Existing Alignment



Level of Service

Route 5 operates seven days a week, with an extended schedule on Fridays and slightly abbreviated service on weekend days (see Figure 5-36). Travel time between Canandaigua and Geneva takes approximately one hour, thus departures from Canandaigua City Hall are scheduled every two hours (120 minutes). The service is structured so that it can be operated by a single full time vehicle.

Figure 5-36 Route 6 Service Statistics

	Monday – Thursday	Friday	Saturday	Sunday
Span of Service	6:30 am - 6:30 pm	6:30 am - 8:30 pm	9:30 am - 8:30 pm	9:30 am - 6:30 pm
Round Trips	6	7	5	4
Frequency (mins)	120	120	120	120
Route Length (miles)	26.6	26.6	26.6	
Travel Time (mins)	55 (one-way)	55 (one-way)	55 (one-way)	55 (one-way)

Source: Compiled from CATS schedule data

Ridership and Productivity

Route 5 commenced service in 2001, with slightly more than 9,100 riders in its first year of operations. Over the past several years, ridership has generally increased. Data shows fluctuations in year-on-year trends (see Figure 5-37), most of which reflect the system's development and changes in contracting practices and available funding. However, total growth in ridership over the eight years of operations has been greater than 50%.

Figure 5-37 Route 4 Annual Ridership, 1999-2008

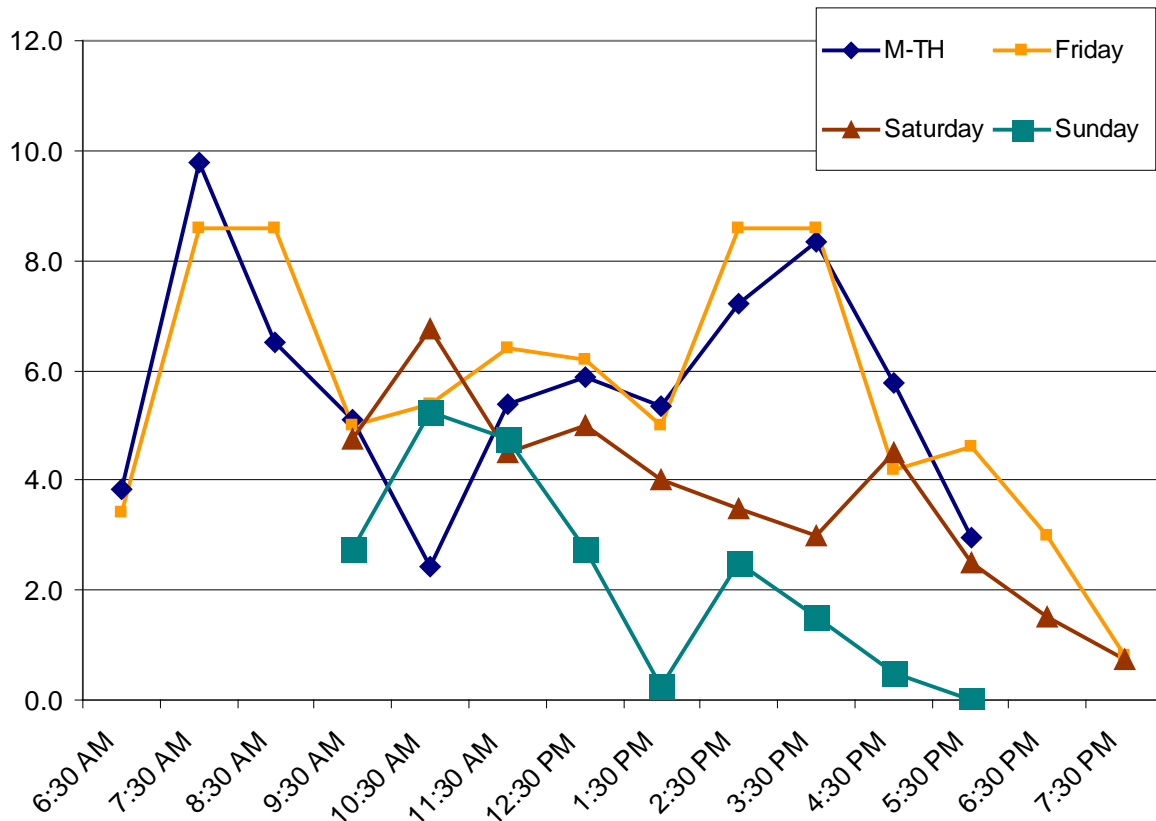
Year	Route 4	Percent Change
2001	9,184	
2002	12,869	40.1%
2003	14,145	9.9%
2004	13,864	-2.0%
2005	14,361	3.6%
2006	16,892	17.6%
2007	14,682	-13.1%
2008	16,906	15.1%

Source: Compiled from Ontario County Planning Department data

Average daily ridership by time of day and service day is graphed in Figure 5-38. This data suggests some commuter travel, demonstrated by spikes in ridership at 7:30 am and 4:30 pm on

the Monday – Thursday and Friday service. Travel during the mid-day is fairly constant across weekdays and Saturday. Sunday ridership is the lowest; ridership after 6:30 pm is also not well utilized.

Figure 5-38 Route 5 Ridership by Time of Day and Day of Week



Source: Compiled from Ontario County Planning Department data

Ridership on Route 5 is fairly low, with a seven-day average 5.2 riders per hour. Weekday ridership is slightly higher with slightly less than 6 riders per weekday (see Figure 5-39). Productivity is somewhat lower as compared with other intra-county CATS routes.

Figure 5-39 Route 5 Average Ridership and Productivity (October, 2008)

Service Period	Passengers	Passengers per Revenue Hour	Passengers per Trip (RT)
Monday - Thursday	68.7	5.7	11.5
Friday	78.4	5.6	11.2
Saturday	41.0	4.1	8.2
Sunday	20.5	2.6	5.2
2008 Total	59.5	5.2	10.4

Source: Compiled from Ontario County Planning Department data

Strengths, Weaknesses and Potential Improvements

Strengths

- Provides direct connecting service between several villages and Ontario County's major service centers, e.g., Canandaigua and Geneva.
- Service level supports employment and service provides connections between villages and cities and major employment sites.
- Provides direct connections to the Clifton Springs Hospital and Geneva Hospital, two of the regional medical centers.
- Provides connections to other transit services in Geneva (Greyhound and SATS).

Weaknesses

- Ridership on Route 5 is moderate and slightly underperforms other intra-county service.
- Sunday and evening ridership on Route 5 is very low. Low ridership on service likely reflects that many of the destinations along the route are more employment related (i.e., hospitals). Travel to shopping and recreation destinations require a transfer.
- Route 5 provides fairly direct service between Canandaigua and Geneva, but uses a longer distance routing, eliminating any travel time savings that might be achieved by avoiding local destinations.

Potential Improvements

- Stagger departures with Route 4, so buses leave Canandaigua and Geneva every hour.
- Integrate Routes 4 and 5 so that one service provides faster, direct service between cities and the other serves regional destinations, i.e. Walmart, FLCC, hospitals.
- Potential to operate either Route 4 or Route 5 as flex-service, offering flexible door-to-door service within Canandaigua and Geneva.
- Improve marketing and information systems about service to generate more riders on evening and weekend services.
- Eliminate Sunday and evening service.

Route 6: Canandaigua – Naples

Route Description

Route 6 operates two weekday, peak period round trips between Canandaigua and Naples. The service follows two distinct alignments, except for portions of the route that travel in downtown Canandaigua and the Village of Naples. Heading southbound from Canandaigua, Route 6 travels along NYS Route 21 through Cheshire, to Bristol Springs and continues on NYS Route 21 to Naples. Heading northbound, Route 6 travels on NYS Route 12 to Bristol Springs, turning north on NYS Route 64, traveling past the Bristol Ski Resort and through Bristol Center en route to Canandaigua. The Route 6 alignment is shown in Figure 5-40.

Route 6 is structured as a commuter service with two daily round trips. The morning trip leaves from Canandaigua City Hall at 6:30 am and arrives in Naples at 7:10. There is a half-hour layover in Naples and then Route 6 goes back into operation, departing from Naples (Route 21 and Ellpot Road) at 7:40 am and arriving at Canandaigua at 8:25 am. The afternoon trip leaves Canandaigua at 4:30, arrives in Naples at 5:10 pm, there is a half-hour layover and then the return trips departs Naples at 5:40 pm, arriving in Canandaigua at 6:25 pm.

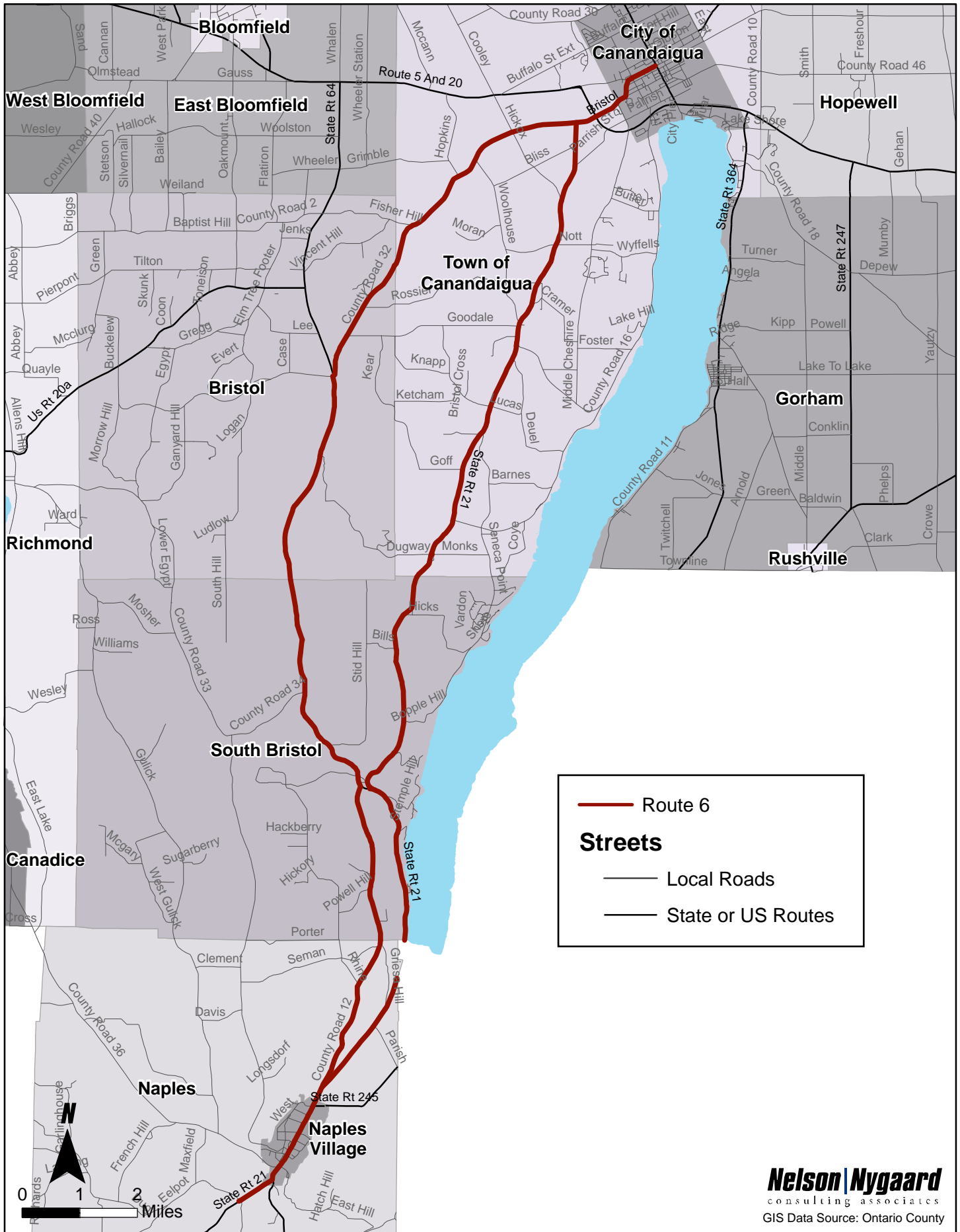
Major stops on Route 6 Southbound

- Horizons Adult Home
- Village of Cheshire
- Woodville Restaurant
- Village of Naples

Major stops on Route 6 Northbound

- Village of Naples
- Bristol Springs Town Hall
- Bristol Ski Resort/Roseland Water Park
- Canandaigua

Figure 5-40 Route 6 Existing Alignment



Level of Service

As discussed, Route 6 is a commuter route with one morning and one evening round trip. Operating the route requires less than one full time vehicle small bus. Each round trip requires two (120 minutes) vehicle service hours. Service is available Monday through Friday only; statistics for Route 6 are shown in Figure 5-41.

Figure 5-41 Route 6 Service Statistics

	Weekday
Span of Service	6:30 am – 8:25 am 4:30 pm – 6:25 pm
Round Trips	2
Frequency (mins)	N/A
Route Length (miles)	24 miles (one-way)
Travel Time (mins)	40-45 (one-way)

Source: Compiled from CATS schedule data.

Ridership and Productivity

Route 6 began operations in 2004. Ridership has experience significant growth since the 2004, with 2008 ridership recorded as 1,624 passengers. The ridership data shows considerable fluctuation, reflecting the system's development overall and the introduction of Route 6 in 2004. Declines in ridership between 2005 and 2006 likely reflect the end of a grant program that provided free bus passes. Recent growth observed between 2007 and 2008, however, more likely reflects new passengers drawn to public transportation by high fuel prices (see Figure 5-42).

Figure 5-42 Route 1 Geneva City Annual Ridership, 1999-2008

Year	Annual Total	Percent Change
2004	493	-
2005	1,739	n/a
2006	1,343	-22.5%
2007	1,363	1.5%
2008	1,624	19.1%

Source: Compiled from Ontario County Planning Department data

Ridership on Route 6 is very low, with an estimated 7.6 riders carried on an average weekday for the month of October, 2008 (see Figure 5-43). Despite a low level of service with four one-way trips per weekday (two round trips), the average number of passengers per revenue hour is 1.9 and an estimated 3.8 passengers per one-way trip. In an average month, Route 6 carries 165 passengers.

Figure 5-43 Route 6 Average Ridership and Productivity

Service Period	Passengers	Passengers per Revenue Hour	Passengers per Trip
October Weekday	7.63	1.9	3.8

Source: Compiled from Ontario County Planning Department data

Data on individual trips show most passengers are riding the 7:40 am northbound service departing from Naples and the 4:30 pm southbound trip departing from Canandaigua. Data on where passengers are boarding or alighting is not available.

Strengths, Weaknesses and Potential Improvements

Strengths

- Provides lifeline connecting service between Canandaigua and Naples.
- Provides service to Horizons Adult Home (adult day care).

Weaknesses

- Ridership on Route 6 is very low, with an average of approximately 2 passengers per trip.
- The loop alignment, which ostensibly increases coverage, when combined with low service levels, significantly limits the usefulness of the service. Stops between Canandaigua and Naples on the southbound have limited usefulness because passengers cannot make a return trip on Route 6. Likewise, while passengers boarding on stops between Naples and Canandaigua northbound can make a return trip on Route 6, the return trip requires excessive travel time.

Potential Improvements

- Operate two-way service on Route 21 or Route 12/64. Route 6 is designed as a commuter service between Naples and Canandaigua. Service effectiveness would improve if the loops were close and it ran two-way service on either Route 21 or Routes 12 and 64.
- Adding a mid-day service on Route 6 would increase the usefulness of the service for individuals traveling between communities for purposes other than work.
- Replace route with DAR service.

DAR Services

Service Description

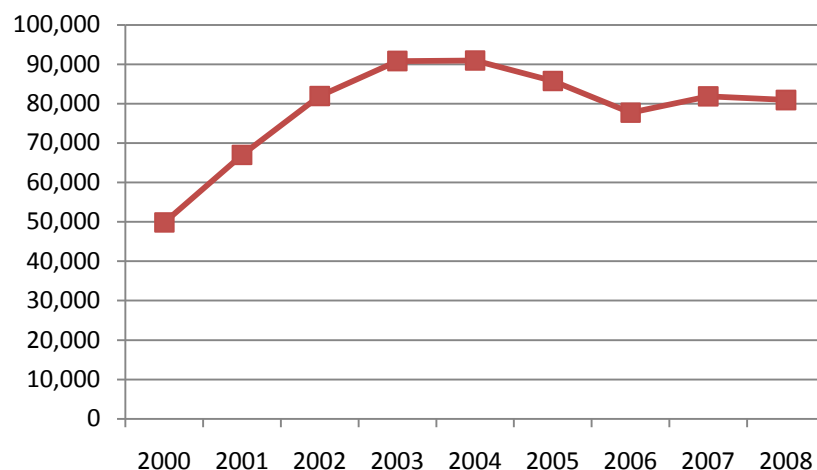
CATS operates DAR service in parts of Ontario County where fixed-route services are not available. DAR service is available Monday through Friday from 7:00 am to 7:00 pm. To schedule a trip, passengers must call CATS at least 24 hours and up to one week in advance of their travel. The reservation line is open on weekdays between the hours of 9:00 am and 3:00 pm. Fares are set at \$5.00 (single zone) and \$10.00 (two-zone) per person per trip.

CATS currently offers passengers a high level of service through the DAR program. Other than pre-scheduling the trip and paying the fare, there are few constraints or limitations on using the service. Passengers may travel anywhere in the county on weekdays between 7:00 am and 7:00 pm for between \$5.00 and \$10.00 per trip. They are also allowed to travel for any purpose and take as many trips as desired. DAR is a “door-to-door” service meaning drivers may assist passengers getting on and off the bus, as needed, but are not authorized to escort passengers into or out of buildings (per CATS published policy).

In addition to providing transportation for members of the general public, DAR is used to support other county programs. In particular, DAR services are coordinated with the Non-Emergency Medical Transportation (NEMT) program that is available to transport Medicaid clients to/from medical appointments. This means that DAR and Medicaid clients call the same number to reserve a trip and may share a ride in the same vehicle. Charges for the trips, however, are billed to different programs. In 2008, Medicaid trips accounted for 52% of all DAR trips. Ontario County Department of Social Services also relies on the DAR service to support Temporary Assistance to Needy Families (TANF) recipients traveling to/from work. DSS will reimburse TANF recipients up to \$10 per day for their transportation costs, covering the riders’ costs for one round DAR trip each day.

Ridership

In 2008, CATS provided 80,929 DAR trips, inclusive of both Medicaid and general public trips. This averages to approximately 325 trips per day. The service has grown rapidly since it began operations in 2000. Annual ridership increased by 65% over the past eight years, from 48,876 annual passengers in 2000 to 80,929 annual passengers in 2008 (see Figure 5-44). This trend includes a period of accelerated growth immediately after the service started (between 2000 and 2004), followed by a leveling of demand to its currently level of about 80,000 trips per year.

Figure 5-44 CATS DAR Trips per Year (2000-2008)

Source: Ontario County Planning Department

Slightly more than half of the DAR riders use the service for medical purposes paid for by the Medicaid program. As shown in Figure 5-45, Medicaid trips accounted for between 52% and 61% of all DAR trips between 2004 and 2008.

Figure 5-45 DAR Trips by Medicaid and General Public

Year	Total Trips	Medicaid		General Public	
		Total Trips	Percentage	Total Trips	Percentage
2004	90,949	47,908	52.7%	43,041	47.3%
2005	85,743	47,160	55.0%	38,583	45.0%
2006	77,696	47,663	61.3%	30,033	38.7%
2007	81,857	48,464	59.2%	33,393	40.8%
2008	80,929	42,074	52.0%	38,855	48.0%

Source: Ontario County Planning Department

Because passengers must call to schedule a DAR trip, CATS has information about individual trips, including trip origins and destinations. This data provides insight into travel patterns and how people use the DAR service. As part of our analysis, we examined the top ten most frequent pick-up and drop-off locations booked by DAR customers. In addition, locations that had 100 or more pick-ups or drop-offs between January 1, 2008 and March 6, 2009 were mapped.

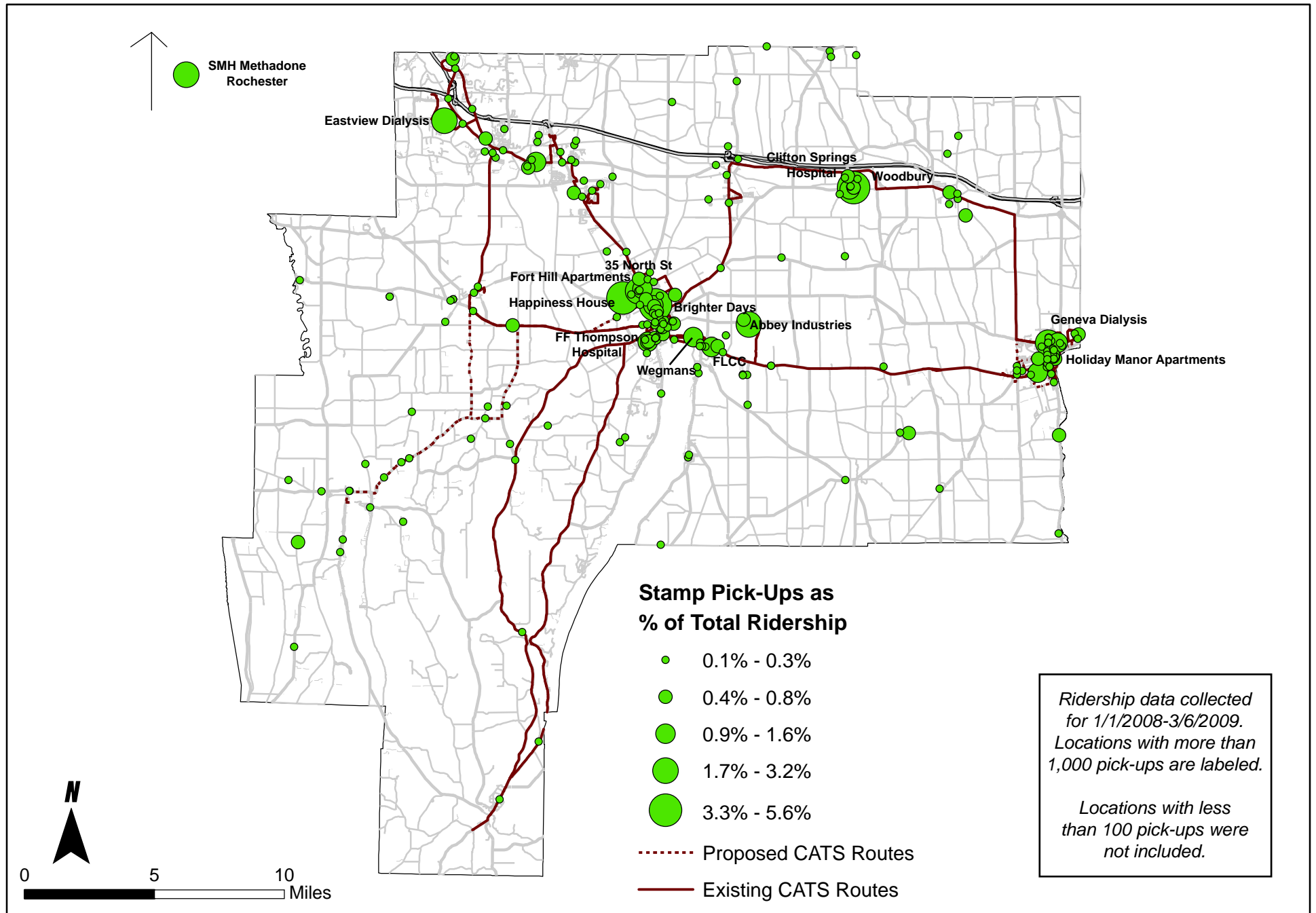
Figure 5-46 shows the ten most frequently used pick-up locations in Ontario County. In total, these ten locations account for 28% of all pick-ups. Among the top pick-up locations are Brighter Days, an adult day care program located on the FF Thompson Hospital campus and the Happiness House, a social service organization that provides a variety of services, including day programs for individuals with cerebral palsy. With the exception of the Finger Lakes Community College (FLCC) and Fort Hill Apartments, the most frequently used pick-up locations are places for individuals seeking medical or social services. The map of pick-up locations (Figure 5-47) displays the distribution of trips across Ontario County. As shown, while there are some trips in all parts of the County, most pick-ups cluster around Canandaigua, Geneva, Clifton Springs and Victor.

Figure 5-46 CATS DAR: Top Pick-Up Locations

Pick-Up Place	Municipality	Total Trips	% of Total	Average Daily Trips
Brighter Days	Canandaigua	6,884	5.6	22
Happiness House	Canandaigua	5,197	4.2	17
Woodbury	Clifton Springs	4,811	3.9	16
Eastview Dialysis	Victor	3,886	3.2	13
Abbey Industries	Hopewell	2,921	2.4	9
Geneva Dialysis	Geneva	2,843	2.3	9
SMH Methadone	Rochester	2,752	2.2	9
FLCC	Hopewell	1,920	1.6	6
Fort Hill Apartments	Canandaigua	1,885	1.5	6
Clifton Springs Hospital	Clifton Springs	1,495	1.2	5

Source: Ontario County Planning Department

Figure 5-47 Ontario County Dial-A-Ride Service Pick-Up Locations



The study team also examined DAR service drop-off locations. Figure 5-48 shows the most frequently used drop-off locations and Figure 6 contains a map of the largest drop-off locations. As shown, many of the drop-off locations are the same as pick-up locations, suggesting many passengers use the service for round trip transportation. In total six facilities (Brighter Days, Happiness House, Eastview Dialysis, Smh Methadone, Clifton Springs Hospital, and Finger Lakes Community College) are frequently destinations for passenger pick-ups and drop-offs. Figure 5-49, which maps the drop-off locations, also reveals a similar trip distribution as Figure 5-47.

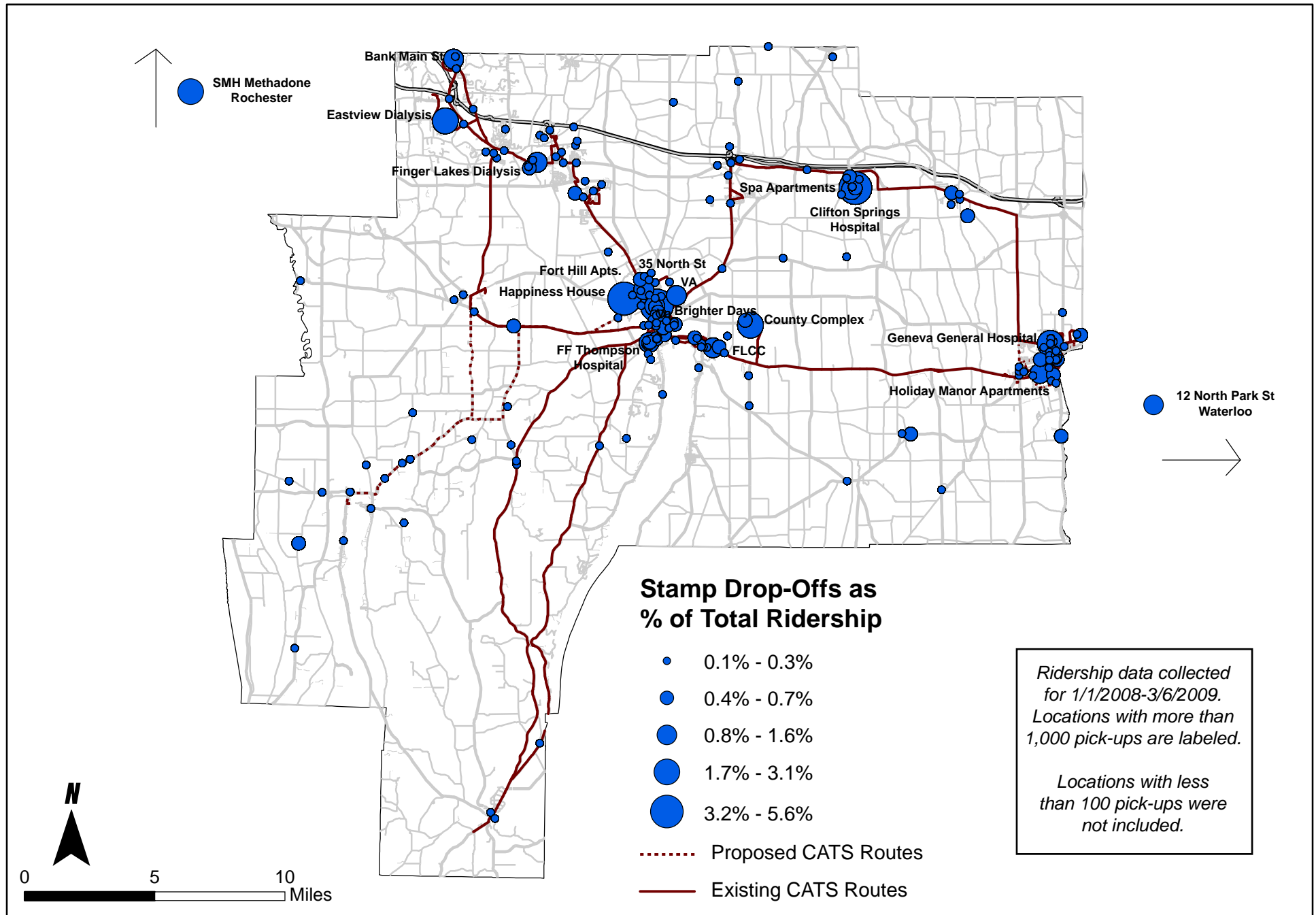
Combined, this data suggests that DAR services are concentrated around specific areas and trips are largely between a handful of medical and social service centers. Not surprisingly, DAR trip requests are also clustered around Ontario County's population and service centers. The travel patterns also suggest a large number of trips are to destinations on or near existing fixed-route services.

Figure 5-48 CATS DAR: Top Drop-Off Locations

Pick-Up Place	Municipality	Total Trips	% of Total	Average Daily Trips*
Brighter Days	Canandaigua	6,816	5.6%	22
Happiness House	Canandaigua	5,816	4.7%	19
Spa Apartments	Clifton Springs	5,136	4.2%	17
Eastview Dialysis	Victor	3,850	3.1%	13
County Complex	Hopewell	3,109	2.5%	10
Geneva General Hospital	Geneva	2,853	2.3%	9
Smh Methadone	Rochester	2,745	2.2%	9
FLCC	Hopewell	1,929	1.6%	6
Clifton Springs Hospital	Clifton Springs	1,530	1.2%	5
FF Thompson Hospital	Canandaigua	1,495	1.2%	5

Source: Ontario County Planning Department; * Trip data based on 1/1/2008-3/6/2009, equating to service on 308 weekdays

Figure 5-49 Ontario County Dial-A-Ride Service: Drop-Off Locations



Service Costs and Productivity

The DAR service is expensive to operate. The total value of the contract paid to First Transit for DAR and fixed-route services (including both Medicaid and general public services) is about \$3.5 million annually. These costs are paid for through a combination of funds from the Department of Social Services, New York State Transit Operating Assistance for Program (STOA), Federal Transit Administration, Ontario County general fund, and passenger fares. Using service hours as a guide, about 73% of the budget or about \$2.7 million is allocated to DAR services. The remaining 27% (\$1 m) supports fixed-route service. Just over half (52%) of the DAR budget is for Medicaid and slightly less than half (48%) is for general public DAR trips. General public DAR services, therefore, cost approximately \$1.3 million per year to provide 38,855 passenger trips. Consequently, the cost for a single DAR trip is high, ranging between \$32 and \$34 per trip. DAR services are also significantly higher than the average cost of a fixed-route trip, which is approximately \$5.50 per trip.

Scheduling and Operations

CATS operates the DAR services with small transit vehicles (“cutaway vehicles”) which are equipped with wheelchair lifts. The vehicles have one passenger door that opens up to three or four steps leading into the vehicle. Passengers not using the wheelchair lifts, therefore, must walk up the steps to get in the vehicle. An advantage of the cutaway vehicles, as compared with other transit vehicles, is that they work well on most types of roads and allow for greater flexibility and maneuverability on narrow and winding roads. In total, CATS has designated 24 cutaway vehicles to the DAR service.

As discussed, passengers must call the CATS reservation line on weekdays between 9:00 am and 3:00 pm to schedule a trip on the DAR service, though they are encouraged to do so before 1:00 pm. All trips must be booked at least 24 hours and up to one week in advance of travel. When passengers call CATS, they are asked for their name, where they are traveling from and to and their requested time of travel. For Medicaid passengers, additional information is needed to confirm eligibility. Reservationists record all trip requests on individual paper forms and pass the information to the scheduler who creates a trip schedule.

Because all trip requests are recorded by hand independently of other trip requests, reservationists are unaware if other similar trips are being scheduled at or near to the same time. In addition, they do not know if more trips are being scheduled than can reasonably be handled by the fleet of available vehicles or available drivers. When the trip requests are forwarded to a scheduler, the scheduler is not only challenged to create efficient service schedules, but also faces a potential overbooking of the system whereby on any given day, the CATS fleet may not have the capacity to accommodate all of the requested trips. Not only is this approach inefficient, it also results in customer complaints because schedulers are not always able to allocate sufficient time for drivers to meet their trip requests.

Another likely outcome of the current scheduling system is under-utilization of the vehicle fleet. To check this assumption, we sampled a handful of DAR vehicle schedules (manifests) to examine how efficiently the vehicles are deployed and if there is “down time” in the schedules when the vehicles are not being used. Appendix A contains a table that shows individual vehicle assignments for DAR vehicles. We plotted the times vehicles were in service (shown in blue), inclusive of time required to pick-up or drop-off clients. In cases where a vehicle is driven by a second driver, those times are shown in red. Scheduled lunch breaks (shown in orange) are also shown but only if specified in the schedule. This data suggests a pattern whereby vehicles are tightly scheduled in the first half of the day, but the schedules are less tight in the afternoon. This

potentially reflects experience where drivers fall behind in their schedule. The table also shows considerable variation in scheduling; some vehicles and drivers are assigned passengers to pick up and follow a more demanding schedule than others. A table highlighting passengers carried per trip and per hour for the 11 sampled vehicles is shown in Figure 5-50. This data also demonstrates the variability in schedules and vehicle utilization.

Figure 5-50 CATS DAR Service: Vehicle Utilization

	Shift	Passengers	
Vehicle	Length (Hours)	per shift	per hour
STMP 1	10	25	2.5
STMP 2	9	18	2.0
STMP 3	10	12	1.2
STMP 4	12	19	1.6
STMP 5	14	19	1.4
STMP 6	10	22	2.2
STMP 7	10	18	1.8
STMP 8	10	24	2.4
STMP 9	10	18	1.8
STMP 9	10	17	1.7
STMP 10	9	11	1.2
STMP 11	7	10	1.4
Average		17.8	1.8

Source: Nelson\Nygaard Consulting Associates based on CATS data

Customer Input

As part of the system analysis, comment cards were distributed to DAR customers while passengers were traveling. Only a handful of comments were received, most of which were positive about the service, although some passengers commented about long in-vehicle times and long wait times. Recommendations for service improvements included offering monthly passes or bulk purchase options for regular riders; and contacting passengers if the DAR vehicle is going to be late for a pick-up.

DAR Service Strengths and Weaknesses

Strengths

- Most Ontario County residents have access to public transportation service at a reasonable fare.
- DAR offers high level of service that can support most weekday travel. Operating hours from 7:00 am to 7:00 pm supports many weekday work schedules.
- Operating DAR and Medicaid service as coordinated system creates efficiencies and cost savings because passengers can share rides regardless of who is paying for trip.
- Other Ontario County departments rely on service to transport their clients.

Weaknesses

- DAR is an expensive service to operate. DAR trips consume 73% of the total transportation services budget. Annual costs associated with the general public DAR service are approximately \$1.3m, about 50% greater than the cost to operate the fixed-route system, yet the system serves significantly fewer riders.
- Inefficiencies in the scheduling system result in high per trip costs and inefficient service scheduling and undermine gains achieved by coordinating Medicaid and DAR.
- There are few constraints or parameters placed on the DAR service, thus even with a relatively high fare (\$5.00 - \$10.00 per trip), demand is high.
- No weekend service is available.

Potential Improvements

- Purchase scheduling software. Scheduling software will improve management of the DAR service by allowing scheduler to better organize trips and ensure that the scheduler is not promising more trips than can be accommodated by existing vehicle fleet. Scheduling software will also allow CATS to realize cost efficiencies by improving vehicle utilization rates and scheduling more shared rides.
- Develop parameters on how the DAR service may be used, especially for trips made by members of the general public. Although data is not available on the start times of individual trips, we do know that many trips are beginning and ending at similar locations. By setting departure times from some locations, especially the more rural parts of Ontario County, CATS could facilitate more ride-sharing. While some passengers would have to adjust their travel times, times could be arranged to minimize customer inconvenience. The strategy has the potential to greatly improve service efficiency.
- Coordinate DAR and fixed-route service improvements. Currently, DAR and the fixed-route services operate independently of one another; however, the data shows that many passengers are traveling to destinations along corridors served by the fixed-routes. We also know from our analysis of the fixed-route system that some of these routes do not carry many passengers. It is possible to create a series of hybrid routes that have some fixed departure and arrival points but are not constrained on specific travel routes between these points. For example, CATS currently operates a fixed-route between Naples and Canandaigua that carries slightly less than 2 passengers per hour. There are also several DAR trips requested for the same corridor. While some of the DAR trips may require

special service for medical reasons, others could be combined into a single service. Passengers would be required to schedule their travel in advance, but would have comparable or improved service as offered by the fixed-route and DAR systems. The cost to provide the service for Ontario County, however, would be significantly reduced. Assuming the costs to operate the fixed-route are held constant, each DAR trip scheduled on the fixed-route saves the County approximately \$27.27¹. If one trip is reduced for a year, cost savings are roughly equivalent to \$6,800².

- Structure general public DAR service so it offers connections to the fixed-route system. The distribution of passenger pick-ups and drop-offs suggest many people are traveling to/from destinations along the fixed-route system. It may be possible to use the DAR service to bring people to transfer points on the fixed-service, such as in downtown Canandaigua. Accordingly, some trips may be door-to-door on one end, but use fixed-route services on the other.
- Expand the distance-based fare structure. Currently, CATS has a two-zone fare policy. Given the geographic size of Ontario County, fares may be more equitably distributed through a more detailed distance-based fare structure. Furthermore, by establishing distance based fares, CATS will discourage longer trips in favor of shorter trips, which are cheaper and easier to provide.
- Develop a taxi voucher program. Some DAR trips may be more cost effectively served by private taxis, depending on the trip origin and destination and passenger mobility requirements. Developing a system whereby trips may be assigned to either DAR vehicles or private taxis may help Ontario County reduce costs.

¹ Assumes cost for DAR trips is \$32.75 and cost for fixed-route trip is \$5.51. Cost savings equal DAR trip less fixed-route trip costs (\$27.27).

² Assumes \$27.27 is saved per day, based on reducing a single one-way trip with travel 5 days per week and 50 weeks per year.

Chapter 6. System Evaluation

The following analysis provides an overview of the CATS system performance for its fixed-route and DAR services. The analysis is intended to take a high level view of the system characteristics in terms of overall cost effectiveness and cost efficiencies. By looking at key performance measures and considering how the system is performing as compared with previous years and with other similar sized and positioned systems, we are able to assess relative performance. This analysis helps us determine if system productivity is improving over time and/or is within the desired range.

Performance Summary

Data for the analysis is taken from budget worksheets provided by CATS combined with other system level data provided by First Transit and includes combined ridership and costs for non-Medicaid (STOA) and Medicaid riders. Data is shown for the past three years, 2006, 2007 and 2008. Our analysis attempts to look at performance for fixed-route and DAR services separately. However, while the ridership and operations data are clearly defined for fixed-route and DAR services, costs assigned to fixed-route and DAR are less clear. To calculate costs, therefore, we assumed that fixed-route and DAR services have the same marginal operating cost and used this data to impute an hourly operating cost per revenue hour. This is considered a fair assumption, given both vehicles and drivers are shared between the services. Accordingly, total operating costs for the fixed-route is based on the operating cost per revenue hour multiplied by the total revenue hours. Total operating costs for the DAR service, in turn, was calculated using total costs less costs assigned to fixed-route services. In all cases, operating costs per revenue hour are the same.

The performance data is based on service inputs, outputs and consumption. *Service inputs* are summarized as total annual operating costs, while *service outputs* include revenue service hours and revenue service miles. *Service consumption* includes ridership and farebox revenues. The performance data is then expressed in terms of three performance indicators commonly used in the transit industry, which can be categorized as follows:

- **Cost efficiency.** These indicators are the ratios of *service inputs* to *service outputs*, and measure the efficiency of resource allocation within the agency.
- **Cost effectiveness.** These indicators are the ratio of *service inputs* to *service consumption* and measure how well the service is utilized by the community.
- **Service effectiveness.** These indicators are the ratio of *service consumption* to *service outputs* and measure how well the capacity of service is being utilized by the consumer.

CATS Fixed-Route Service

An assessment of how well fixed-route services have performed with regard to the three categories of performance indicators (cost efficiency, cost effectiveness, and service efficiency), as well as average subsidy per passenger is shown in Figure 6-1 and discussed below.

- **Farebox Recovery Ratio.** This indicator measures cost effectiveness and is the ratio of fare revenue to total operating costs. A general rule of thumb for a small city transit operation is to maintain a recovery rate of 10-15% (e.g., fares account for 10% of operating costs); rural systems generally perform on the lower end of this range. The farebox recovery ratio for the CATS system exceeds this rule of thumb, with ranges

between 15%-19% over the past three years. This is considered a solid performance. CATS may consider setting a target goal of 20% farebox recovery for future years.

- **Operating Cost per Passenger.** This standard also measures cost effectiveness by assessing total operating costs over consumption of service (total ridership). CATS fixed-route operating cost per passenger is between \$5.23 and \$5.51 per passenger. These costs are within an acceptable range for a mix of small city and rural services. Year-on-year cost increases are also within 2-3%, which is also a reasonable rate and appropriately reflect costs increases associated with driver wages, fuel and insurance costs.
- **Operating Cost per Revenue Hour.** This indicator is a good measure of cost efficiency. It involves dividing total operating costs by the number of annual revenue hours (i.e., when vehicle is in service and working to carry passengers). As discussed, due to limitations in the data, this number is estimated based on both fixed-route and DAR services and includes Medicaid services. The estimated cost per revenue hour in 2008 is \$37.18. This represents an annual cost increase of 3-4% since 2006 when operating costs per revenue hour were \$34.59. This is generally considered low, but the lack of budget information such as direct costs associated with management and administration of the system suggest that the low rate may reflect budgeting methods rather than service delivery efficiencies.
- **Passengers per Revenue Hour and Passengers per Revenue Mile.** These indicators provide a good measure of service effectiveness – that is, how well is the service being consumed in relation to the amount of service available. Both of these indicators track closely to each other, and both remained relatively stable between 2006 and 2008. On average, CATS carries 6.6 to 6.7 passengers per hour and about .35 passengers per mile.
- **Average Subsidy per Passenger.** This indicator is closely related to operating cost per passenger, but also factors in fare revenues. This indicator is often better understood by policy makers who want to know how much each passenger is being subsidized. In the case of fixed-route services, subsidy costs range from \$4.36 and \$4.55 per trip.

**Figure 6-1 CATS Performance Data and Indicators
Fixed-Route Services, All Riders (STOA and Medicaid) 2006-2008**

Annual Data				Year on Year Change	
	2006	2007	2008	2006-2007	2007-2008
Operating Data					
Ridership	153,167	140,564	145,000	-8.2%	3.2%
Revenue Hours	23,160	21,175	21,500	-8.6%	1.5%
Revenue Miles	427,998	397,518	398,000	-7.1%	0.1%
Operating Costs	\$ 801,055	\$ 757,437	\$ 799,270	-5.4%	5.5%
Farebox Revenue	\$ 133,493	\$ 117,216	\$ 149,916	-12.2%	27.9%
Performance Indicators					
Cost Efficiency					
Operating Cost per Revenue Hour	\$ 34.59	\$ 35.77	\$ 37.18	3.4%	3.9%
Cost Effectiveness					
Operating Cost per Passenger	\$ 5.23	\$ 5.39	\$ 5.51	3.0%	2.3%
Farebox Recovery Ratio	16.7%	15.5%	18.8%	-7.1%	21.2%
Average Subsidy per Passenger	\$ 4.36	\$ 4.55	\$ 4.48	4.5%	-1.7%
Service Efficiency					
Passengers per Revenue Hour	6.61	6.64	6.74	0.4%	1.6%
Passengers per Revenue Mile	0.36	0.35	0.36	-1.2%	3.0%

Source: Nelson\Nygaard Consulting Associates based on Ontario County Transportation Department data

DAR Service

As discussed CATS does not separate out costs incurred by DAR and Medicaid passengers. This has several implications for our performance analysis. Firstly, DAR passengers pay a fare for their ride, but Medicaid passengers do not. Because we are not able to identify DAR passengers separately, we are not able to assign fares to DAR passengers only therefore we cannot assess parameters that take fares into account (i.e. farebox recovery and average subsidy per passenger). In addition, overall costs to transport Medicaid clients are typically higher as compared with general public DAR, reflecting that Medicaid clients sometimes take longer trips to regional services and/or may have specialized needs which make sharing rides more difficult. Our performance analysis, therefore, concentrates on indicators associated with cost and service efficiency rather than cost effectiveness. The parameters are discussed below and shown in Figure 6-2.

- **Operating Cost per Passenger.** This standard measures cost effectiveness by assessing total operating costs over consumption of service (total ridership). Operating costs per passenger for the CATS DAR service ranged between \$30.68 per passenger in 2006 to \$32.76 in 2008. These costs are on the high end of industry standards, which typically show costs closer to \$20 - \$25 per passenger for DAR services only. However, these costs include Medicaid passengers, who as discussed, typically have higher operating costs per passengers. Costs per passenger have increased between 3 and 4% per year, which is consistent with industry trends.
- **Operating Cost per Revenue Hour.** This indicator measures cost efficiency by dividing total operating costs by the number of annual service hours. As discussed, due to limitations in the data, in order to compute other performance indicators this data was computed and are estimated between \$34.60 and \$37.18 per hour, which are within industry standards.
- **Passengers per Revenue Hour and Passengers per Revenue Mile.** These indicators measure service effectiveness – that is, how well is the service is being consumed in relation to the amount of service available. CATS' DAR services carry about 1.1 passengers per revenue hour and 0.06 per revenue mile. In general, data suggests that the CATS' DAR service performs slightly lower as compared to other similar systems. However, given the integration of Medicaid passengers into the accounting, it is difficult to determine the relative performance of the individual systems.

**Figure 6-2 CATS Performance Data and Indicators
DAR Services, All Riders (STOA and Medicaid) 2006-2008**

	Annual Data			Year on Year Change	
	2006	2007	2008	2006-2007	2007-2008
Operating Data					
Ridership	77,976	81,557	82,000	4.6%	0.5%
Revenue Hours	69,152	73,833	72,250	6.8%	-2.1%
Revenue Miles	1,338,355	1,353,497	1,354,000	1.1%	0.0%
Operating Costs	\$ 2,392,513	\$ 2,570,206	\$ 2,685,918	7.4%	4.5%
Farebox Revenue	\$ 28,271	\$ 29,885	\$ 38,254	5.7%	28.0%
Performance Indicators					
Cost Efficiency					
Operating Cost per Revenue Hour	\$ 34.60	\$ 34.81	\$ 37.18	0.6%	6.8%
Cost Effectiveness					
Operating Cost per Passenger	\$ 30.68	\$ 31.51	\$ 32.76	2.7%	3.9%
Service Efficiency					
Passengers per Revenue Hour	1.13	1.10	1.13	-2.0%	2.7%
Passengers per Revenue Mile	0.06	0.06	0.06	3.4%	0.5%

Lessons for Service Improvements

The performance analysis suggests that CATS services perform well on the indicators measured. The main challenge uncovered by the analysis is the lack of data and the inability to measure performance for the individual types of services, such as general public DAR services. Direct administration costs incurred by Ontario County, for example, are not fully accounted for in the budget sheets received by the study team. We also recognize that short comings in data collection largely reflects the integration and coordination of Medicaid and non-Medicaid passengers, a strategy which helps reduce costs and improve system efficiency overall. Recommendations called for in other parts of this study include purchasing a scheduling software system. This system may also improve passenger billing and tracking, and help CATS separate out and assign costs to different billing systems.

The Nelson\Nygaard team also recommends developing a simple and clear performance management system so that both CATS and Ontario County Planning Department can track and report on the system's performance for key industry measures. CATS may also use the performance management system to set standards and goals for the system.

- Identify a set of performance indicators for the fixed-route and DAR systems that can be easily recorded and measured. These indicators may be the six used for this analysis:
 - Operating cost per revenue hour
 - Operating cost per passenger
 - Farebox recovery ratio
 - Average subsidy per passenger
 - Passengers per revenue hour
 - Passengers per revenue mile
- Work with First Transit to ensure that data can be easily and reliably collected and reported, recognizing that some data may be tracked more easily with new scheduling software.
- Identify a set of peer agencies with similar operating characteristics and operating environment as Ontario County. Measure and track performance of these peer agencies against the CATS system. This will provide a measure of relative performance for Ontario County.
- Use historical data and peer agencies to set performance standards for CATS systems. Measure performance against these standards annually and report to County Supervisors.

Chapter 7. Recommendations

Introduction

The CATS system consists of three types of general public services:

- City routes that operate within the Cities of Canandaigua and Geneva and provide connections among local destinations. These routes also function as feeder/distributor routes for passengers traveling into Canandaigua and Geneva.
- Intra-county routes that provide connections between larger communities in Ontario County and offer connections from these locations to destinations in Canandaigua, Geneva and the Town of Victor.
- General public dial-a-ride services that are intended to provide county-wide transportation services for individuals not living near fixed-route services.

Our analysis of the system suggests that while the fixed-route service is doing a good job carrying passengers, the system may be improved to better meet passenger needs and expectations. These improvements primarily involve making routes faster, more direct and easier to understand and communicating the service more clearly. Accordingly, we propose a series of changes that will increase service frequency on main streets, maximize direct connections to/from key destinations, improve coordination among services and design routes so buses travel out and back on the same alignment. A map of the proposed changes is shown in Figure 7-1.

The study team is also recommending a series of strategies to improve the efficiency of CATS dial-a-ride (DAR) services. The existing DAR service provides excellent access to public transportation countywide and is appreciated by members of the public. The service, however, is expensive to operate, and as demand continues to grow the service has become unsustainable. Our recommendations, therefore, include ideas to improve the efficiency of existing operations, primarily through the implementation of technology and software. Efficiency improvements, however, also require greater use of fixed-route services. This will be achieved, in part, by improving the existing fixed-route network but also by constraining the design of the DAR services, so that the door-to-door service element is retained, but passengers will need to coordinate their travel plans with prescribed service schedules.

As the services are altered and improved, there may be a need to revisit the existing fare structure, including considering the need to offer free or reduced fares for transfers. The service design lends itself to offering free transfers, but the administrative burdens associated with implementing such a system may outweigh the benefits. Changes to the services will also require updates to the passenger schedules and information systems. We recommend using this information to improve the existing system so that both printed and web-based information materials are clear, accessible and easy to understand. Service changes also provide an opportunity to expand marketing and outreach activities, with a particular focus on major destinations and/or institutions, especially destinations and institutions that have significantly improved service.

The following technical section presents the Nelson\Nygaard team's proposed recommendations as they apply to individual routes and are combined into services for communities and/or along corridors. The recommendations are presented in this format, so that the combined impact of all services on an area's mobility may be understood. Maps are also provided to highlight route

changes and are shown at the end of the technical memo. Data on the exact routing of select routes is shown in the turn by turn sheets included in Appendix B.

To implement the recommendations outlined in this technical memo will require an estimated 1,003 weekly vehicle revenue hours (VRH)¹; this represents an increase of about 443 weekly VRH. This represents an increase of approximately 40% over the current VRH operated Ontario County. To implement these recommendations, Ontario County would need to shift resources from DAR to the fixed-route services. A formal analysis of the cost shifting required is not included with this analysis, however, a breakdown of the vehicles and vehicle revenue hours resources to operate the proposed fixed-route and flex services is shown in Appendix C.

City of Geneva

Recommendations for the City of Geneva involve modifying the current service design as a “loop and pulse-transfer” format to create more direct routing and develop higher service frequencies on key streets and corridors. In its current form, CATS uses Routes 4 and 5 to bring people into Geneva. Passengers then transfer to Route 1 in order to reach local destinations. As a result, Route 1 covers much of the City of Geneva, but the service has a long and looping alignment that results in long travel times and a service alignment that is difficult to understand and use.

Our recommendations involve restructuring Routes 1, 4 and 5 around a common alignment with integrated schedules. While Route 1 would still function as a distributor route focused on local travel, some destinations would also be served by Routes 4 and 5 (see Figure 7-2). Consequently, Route 1 can be reconfigured as a more direct service, with out-and-back alignments making the bus easier to use and improving travel times between key points.

As a starting point, our analysis assumes the “must-serve” destinations in Geneva to be:

- Exchange Street transfer point
- Geneva Hospital
- Courtyard Apartments, 10 Goodman Street
- North Street Apartments, 260 North Street adjacent to Geneva Hospital
- Elmcrest Apartments, 99 Lewis Street between Main and Genesee Streets
- Seneca Apartments, 529 Exchange Street
- Geneva Community Center on Carter Road
- Madias Big M, 316 Castle Street
- Wegmans, Hamilton Street at Copeland Avenue
- Walmart, Route 5&20
- Pyramid Mall / Tops Market
- Hobart & William Smith College

¹ The term “vehicle revenue hour” or VRH refer to the time vehicles spend in operation, i.e. traveling on route and carrying passengers. It does not include time vehicles spend traveling to/from the bus garage and start of route. (See Figures 7-9 and 7-10 at the end of this chapter as well as Appendix C for more details.)

Recommended improvements for the City of Geneva include (see Figures 7-1 through 7-3) at the end of this document:

- Coordinating the scheduled departures of Routes 1 and 4 every 30 minutes from downtown Geneva in the westbound direction, and from Walmart on Route 5&20 in the eastbound direction.
- Replacing the existing Route 1 one-way service through the Hobart and William Smith College campus with Route 4 modified as proposed to provide two-way service south of Hamilton Street on Main, St. Clair and Pulteney Streets.
- Restructuring Routes 1 and 5 around a common alignment with integrated timetables between downtown Geneva and Geneva Hospital.
- Provide two-way service on “primary transit streets” (e.g., Main, North, Hamilton) to balance round trip travel times, simplify routing and improve system visibility. Reallocate existing one-way service on Gates Avenue, Genesee Street, North Exchange Street and Pulteney Street to primary transit streets.
- Operate minimum weekday 30-minute frequencies and weekend 60-minute frequencies on primary transit streets. Focus selected trips on route branches and off-route destinations to accommodate defined market demands.
- Extend local route service to medical offices located at 875 Pre-Emption Road between West Washington Street and Route 5 & 20 (e.g., Bone & Joint Center).
- Install bus stops at selected locations along Hamilton Street to improve safety conditions for passengers and CATS buses. Work with the City of Geneva and NYSDOT to design and construct bus turnouts and pedestrian facilities at bus stop locations along Route 5&20.
- Coordinate schedules with Seneca Area Transit Service (SATS) Route 4 in downtown Geneva to create selective timed transfers determined by prevailing transfer patterns.

City of Canandaigua

Similar to our recommendations for the City of Geneva, we recommend modifying service in the City of Canandaigua from a loop and transfer format to a direct routing and higher frequency concept. Similar to Geneva, existing bus services in Canandaigua rely on inter-county service (Routes 3, 4 and 5) to transport people into Canandaigua. Once in town, passengers transfer to Routes 2A and 2B to reach local destinations. Buses are timed to meet in front of City Hall to coordinate transfers, however, the system is still cumbersome to use. The primary challenge with this service design is that Routes 2A and 2B follow long, indirect alignments that loop through the city, which greatly increases rider travel times. In addition, our analysis of rider patterns show that few passengers use the outer loops on Routes 2A and 2B; instead most passenger boardings and alightings occur along the main corridors of Main Street, Parrish Street and Eastern Boulevard.

Our recommendations, therefore, involve consolidating Routes 2A and 2B into a single route with a more direct alignment that links major destinations in Canandaigua. Routes 3, 4 and 5 are likewise restructured to serve destinations on the outskirts of town, with buses stopping as they travel into/out of town. The final destinations of Route 3, 4 and 5 are moved to Eastern Boulevard; this provides a direct trip to pick up some of the destinations no longer served by Route 2 and coordinated into a set of integrated schedules. The result is more direct travel along key corridors within Canandaigua and using regional works to serve some of the outlying

destinations (see Figure 7-3). As a result, Route 2 will offer more direct service, with primarily out-and-back alignments making the bus easier to use and improving travel times between key points.

As a starting point, our analysis assumes the critical destinations in Canandaigua to be:

- Downtown area
- Veterans Administration Hospital
- FF Thompson Hospital & adjacent medical offices, Parrish
- Fort Hill Apartments, 235 North Main Street
- 80 Parrish Street Apartments
- Quail Summit Senior Living Community, 5102 Parrish Street Extension
- Thompson Building, 120 North Main Street
- Wilcox Lane Apartments, 40 Wilcox Lane
- Tops Market – North Main Street at North Street
- Finger Lakes Community College, Lakeshore Drive
- Department of Social Services – County Complex

Specific steps required to implement these improvements include:

- Consolidating local Routes 2A and 2B into a single alignment for better connectivity (*i.e.*, more one-seat rides) between residential neighborhoods located generally north and west of Downtown, and major non-residential destinations along Main Street, Parrish Street and the Eastern Boulevard corridor.
- Providing two-way service on “primary transit streets” (*e.g.*, Main, Parrish, Eastern Boulevard) to balance round trip travel times, simplify routing and improve system visibility.
- Operating a minimum weekday 30-minute frequencies and weekend 60-minute frequencies on primary transit streets. Coordinate alignments and operating schedules of local (2) and cross-county routes (3, 4, and 5) to improve service frequency on primary transit streets.
- Discontinuing one-way route operations on Chapel Street, East Street and North Bloomfield Road.
- Extending Route 3 from its present southerly terminus in Downtown Canandaigua to Finger Lakes Community College (FLCC) via Thompson Hospital and Eastern Boulevard. Among other benefits, this will establish a direct bus connection between the Canandaigua campus and planned satellite campus in Victor.
- Route 3 may also be used to serve the Jefferson and Saltonstall streets neighborhood with out and back, two-way service. This would provide one-seat rides from this neighborhood to both Eastern Boulevard and the Eastview Mall.
- Interlining Routes 3 and 4 as proposed to provide “end-to-end” local service in Canandaigua and cross-county connections between Geneva and Victor.

Canandaigua to Victor Corridor (via Farmington)

The Canandaigua to Victor corridor provides critical links between the County seat and major city (Canandaigua) and the county's largest and fastest growing retail and employment destination. Our recommendations include developing a series of service variances so that the route can offer fast and direct service that supports employment as well as less direct, off-peak services that increase service coverage. The most important destinations along the Route 3 corridor are:

- Eastview Mall
- Victor Village central business district
- Hunts Trailer Park
- Wade's – Route 96
- Finger Lakes Race Track
- Farmbrook subdivision

The following highlight the proposed changes for Route 3. See also recommendations proposed for Route 5, which also include establishing a commuter service between Geneva and the Town of Victor/Eastview Mall area.

- Increase Route 3 service level in the Route 96 and 332 corridors between Victor and Canandaigua. Operate hourly departures in both directions between 5:30 am and 7:30 pm on weekdays, and 120-minute departures on Saturdays.
- Develop multiple route variations to accommodate defined market niches characteristic of a lower density suburban service area. The following list offers potential route variants. We recommend that CATS consider operating one or two service variants to meet market needs but avoid confusion. Potential variants include:
 - Commuter Express - Selected peak direction commute trips focusing on Ontario County residents working in Monroe County should take the quickest attainable route to and from Eastview Mall. Scheduled arrivals and departures should be coordinated with RTS Route 92. It should be possible for CATS Route 3 as proposed to achieve timed transfers with one-half or more of the 10 weekday Route 92 arrivals and departures at Eastview.
 - Employment - Selected peak period trips focusing on jobs in the industrial parks along Route 251 and County Road 42 in Fishers should respond to demands to be defined. Operating schedules should be customized to meet specific work shift times of the major employers in the area, and flexible routing may be a necessity given the low density of industrial development in the areas. A workplace-based survey of employees is suggested to help establish a baseline need for this service.
 - FLCC Shuttle - A direct transit connection should be established between the planned 28,000 sq. ft. Science and Technology campus center on Route 251 in Victor and the FLCC Lakeshore Drive campus. Ontario County should work with FLCC administrators to develop an effective and fiscally sustainable inter-campus shuttle.
 - Branch Service in Victor - Redistribute service on two branches between Victor Village and Eastview Mall to conform to perceived market demands and to balance round trip travel times. Currently all trips operate one-way eastbound/southbound on High Street and one-way westbound/northbound on Routes 96 and 251. Alternatively, these

corridors should be treated as branches warranted two-way service at various times during the service day. Off-peak service should focus on the schools, food bank and residences located along High Street.

- Race Track/Casino – “Right size” the number of trips operating Finger Lakes Race Track and Casino via Beaver Creek Road to conform to times when the facility is open and employee arrival times.
- Discontinue service to the Plaster Mill Road park-ride lot located south of near I-90 Exit 44. This facility functions primarily as a consolidation point for carpools and vanpools, and offers little short-term opportunity to generate transit trips.
- Expedite routing in the Farmbrook subdivision via Farmbrook Drive and Heritage Court to minimize onboard travel time for passengers traveling between Canandaigua and Victor. Residents east of Heritage Court should be encouraged to walk to a new designated bus stop and passenger shelter located on Farmbrook Drive.
- Expedite routing in the Hunts Trailer Park at the parking lot located near the intersection of Gateway Drive and Hunts Park Road to reduce onboard travel times for passengers taking longer trips between Canandaigua, Farmington and Victor. Install a passenger shelter and posted bus stop near Gateway Drive for convenience of waiting passengers.
- Minimize Sunday service. The current service is not well used and is not a cost-effective route. We recommend reducing the amount of service offered on Sundays.
- Replace the existing Route 7 service in Victor with hybrid service.

Route 5 and 20 Corridor (Route 4)

The Route 5 and 20 corridor is a key connecting corridor between Ontario County's largest cities. There are also several important destinations along the corridor, including:

- County Complex/DSS
- Finger Lakes Community College
- Walmart stores – Canandaigua and Geneva
- Tops Market – Canandaigua and Geneva
- Wegmans – Canandaigua and Geneva
- Hamlet of Flint

Our recommendations for Route 4 involve more closely integrating Route 4 with the local services operating in Canandaigua (Route 2) and Geneva (Route 1). Proposals are mapped in Figure 7-5. (Also see turn sheets included in Appendix B.)

- Increase Route 4 service level between Geneva and Canandaigua. Operate hourly departures in both directions between 6:30 am and 6:30 pm on weekdays.
- Restructure Routes 2 and 4 around a common alignment with integrated schedules between downtown Canandaigua, Thompson Hospital, FLCC and the County Complex in Hopewell.
- Restructure Route 4 in Geneva to operate two-way service through the Hobart & William Smith College campus via Pulteney, St. Clair and Main Streets.

- Coordinate scheduled westbound departures of Routes 1 and 4 every 30 minutes from downtown Geneva, and scheduled eastbound departures from Walmart on Route 5&20.

Route 96 Corridor (Route 5)

Route 5 currently operates along the State Route 96 corridor via the villages of Phelps, Clifton Springs, Manchester and Shortsville. Much like the recommendations proposed for Route 4, the study team proposes to retain the primary alignment of the exiting Route 5, but use the route ends in Geneva and Canandaigua to augment local services with direct connections between key destinations. This may include using Route 5 to serve Carter Road en route to downtown Geneva. The proposed route would also connect Ontario County's major medical facilities, including Geneva, Clifton Springs and the Veteran's Administration (VA) hospitals.

A subsequent recommendation involves establishing a commuter route along Route 96, Route 5X, to provide direct, express service between Geneva and the Villages of Manchester, Clifton Springs, Shortsville and Phelps; and the employment at and around the Eastview Mall (see Figure 7-6). This service was requested by passengers and stakeholders and would provide an essential link between residential communities in Geneva and the concentration of employment in the Town of Victor. Other proposed improvements to Route 5 include:

- Initiate Route 5X Cross County Express service in the Route 96 corridor between Geneva and Eastview Mall. Service may be operated during peak periods only (5:30 am to 9:30 am and 2:30 pm to 6:30 pm) and timed to meet RGRTA service into Rochester. This service likely is eligible for JARC grant funding.
- Increase Route 5 service level between Geneva and Canandaigua. Operate hourly departures in both directions between 6:30 am and 6:30 pm on weekdays.
- Increase CATS Route 5 level of service to 60-minute frequencies and weekend 120-minute frequencies between Canandaigua and the Eastview Mall.

Southwestern Ontario County

As discussed in the route profiles, existing CATS Routes 6 and 7 provide lifeline service between the rural communities of Bloomfield, Bristol, and Naples. The routes have low ridership but provide an essential service to the individuals who use them. There are also a handful of DAR pick-ups and drop-offs in these locations. DAR trips from these locations are expensive for passengers to pay and for CATS to operate.

Accordingly, our recommendation for service to southwestern Ontario County is to establish two "hybrid" flexible routes that have scheduled departure and arrival times but otherwise are able to travel off-route to pick up passengers at their trip origin or destination. Passengers who were using the fixed-route service would have roughly an equivalent level of service except passengers would need to schedule their ride with CATS and some trips may have longer travel times. Passengers who were using the general public DAR service would need to plan their trips around the scheduled departure times (i.e., if they wanted to travel from Naples to Canandaigua, they would need to travel on one of the scheduled buses). Otherwise, the level of service is roughly similar; passengers would still call to schedule a pick-up and drop-off location and time (see Figures 7-7 and 7-8).

- Establish two "hybrid" flexible routes covering communities located within the influence spheres of State Routes 21 and 64, and County Roads 37 and 40.

- Restructure Route 6 as a flexibly scheduled hybrid service offering deviation pick-up and drop-off service within the Towns of Naples, South Bristol, Bristol and Canandaigua. Operate on 120-minute headways on weekdays only with fixed departure times at route termini in Naples and Canandaigua. Stagger terminal departure times with Route 7.
- Restructure Route 7 as a flexibly scheduled hybrid service offering deviation pick-up and drop-off service in the Towns of Naples, Canadice, Richmond, West Bloomfield, East Bloomfield and Canandaigua. Operate on 120-minute headways on weekdays only with fixed departure times at route termini in Naples and Canandaigua. Stagger terminal departure times with Route 6.
- Weekend service may be alternated between Route 6 and 7 to offer lifeline service.

General Public Dial-A-Ride Service

Analysis of the general public DAR suggests that the service, while offering excellent service coverage, is expensive to operate and not sustainable given increasing demand.

As a first step, the study team recommends that CATS purchase reservations and scheduling software to help manage these systems. Scheduling software will support reservationists receiving traveler requests, support increased coordination of travel (i.e., more shared rides), and ensure the system has capacity to accommodate scheduled trips. Although some passengers may be requested to adjust their travel times, service reliability should improve significantly.

Transitioning DAR riders to the fixed-route system is also an essential part of the strategy to reduce DAR costs. The proposed improvements to the fixed-route services, especially the creation of direct service between key destinations should help transition some existing DAR users onto the fixed-route system. The creation of hybrid flexible services in southwestern portion of Ontario County, will combine services and help achieve efficiencies for both DAR and fixed-route services. We also recommend that CATS develop and promote travel training classes and/or bus buddy programs to support riders shifting to fixed-route services. These programs will be especially beneficial for persons with disabilities and older adults.

Once these recommendations have been implemented, CATS and the Ontario County Transportation Office may determine if policy changes are required to control DAR costs. Such policy changes may involve setting boundaries on who may use DAR service and for what purposes.

Figure 7-1 Proposed CATS Fixed-Route System

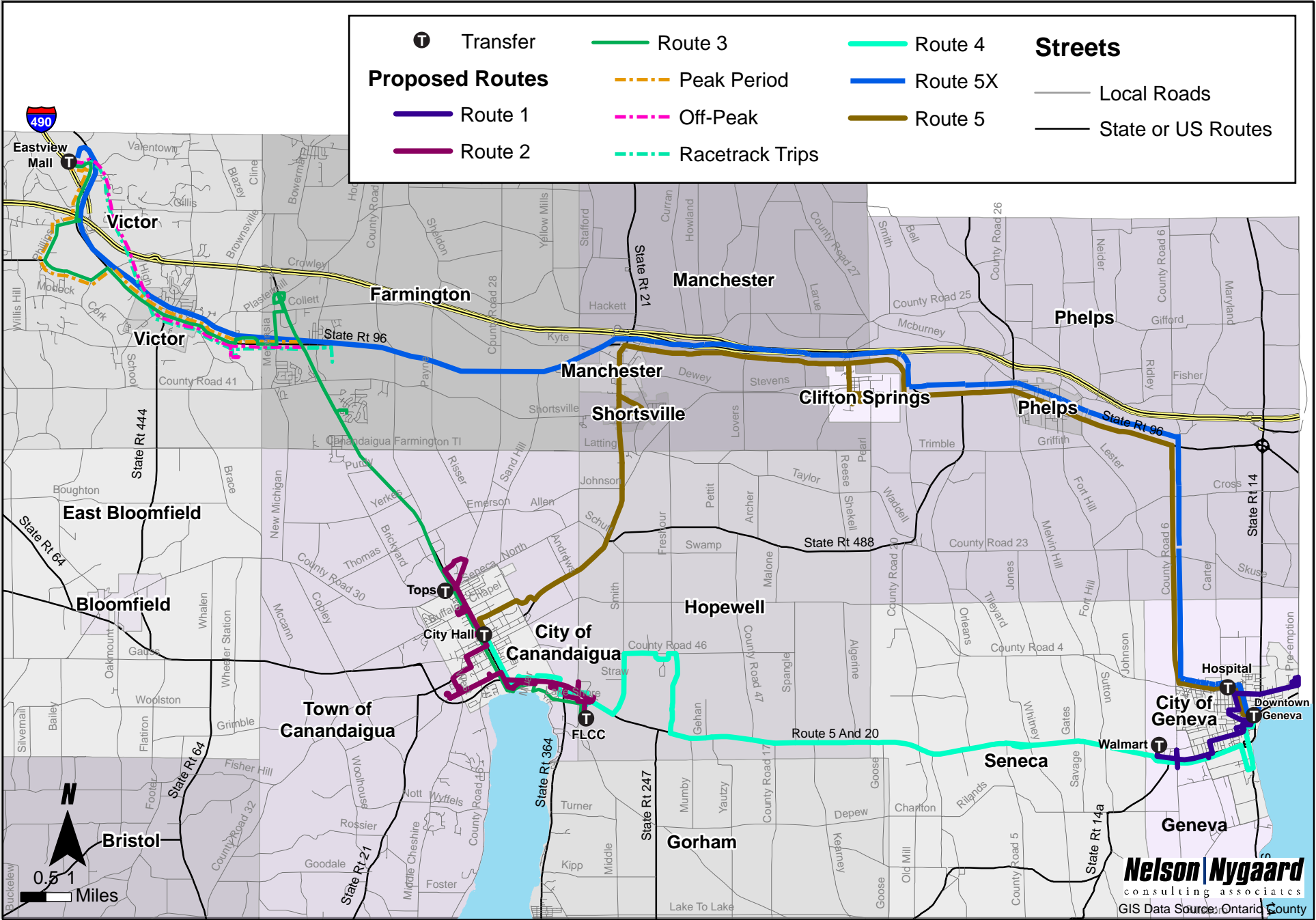


Figure 7-2 Proposed Improvements Route 1 City of Geneva

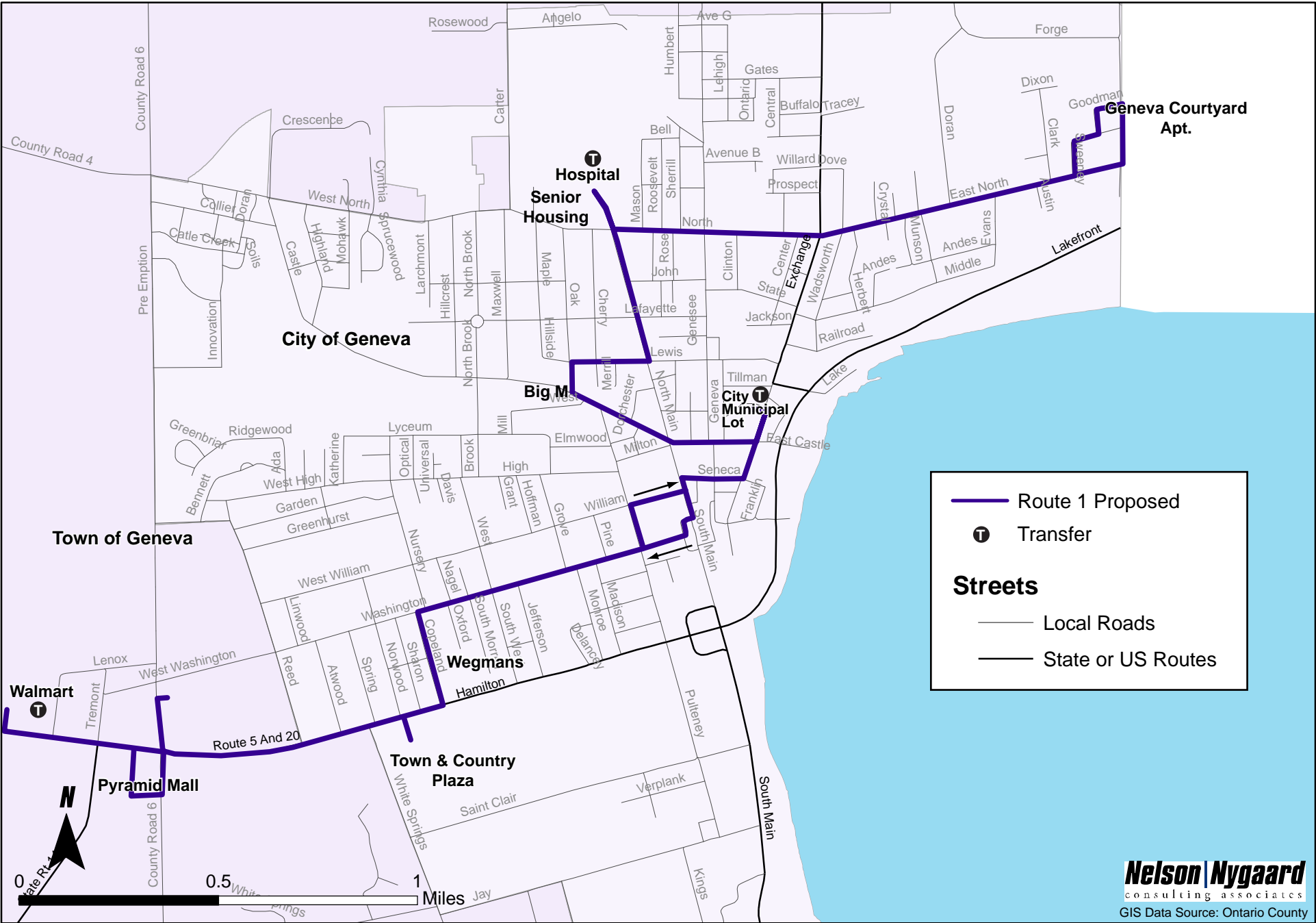


Figure 7-3 Proposed Improvements Route 2 City of Canandaigua

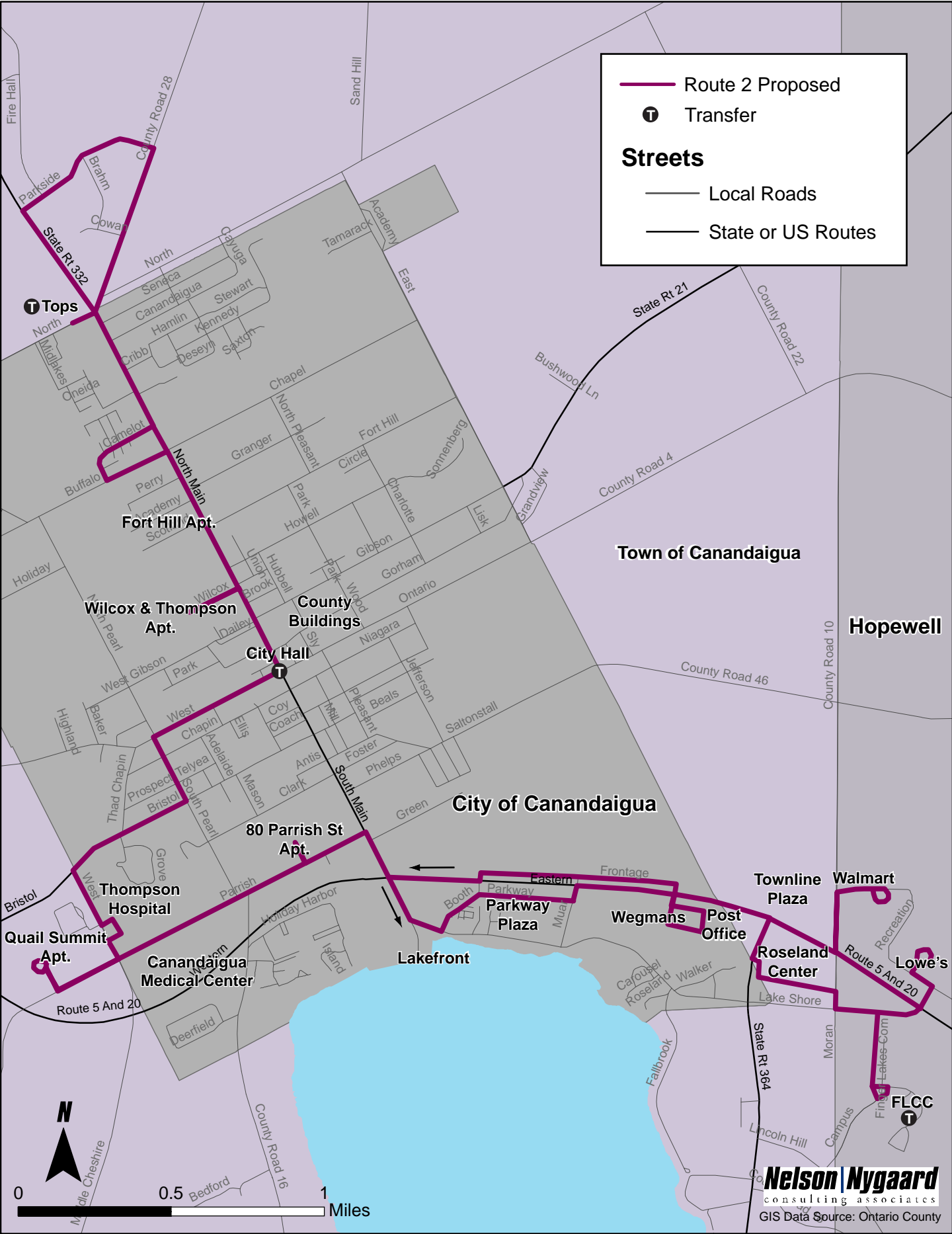


Figure 7-4 Proposed Improvements Route 3 City of Canandaigua

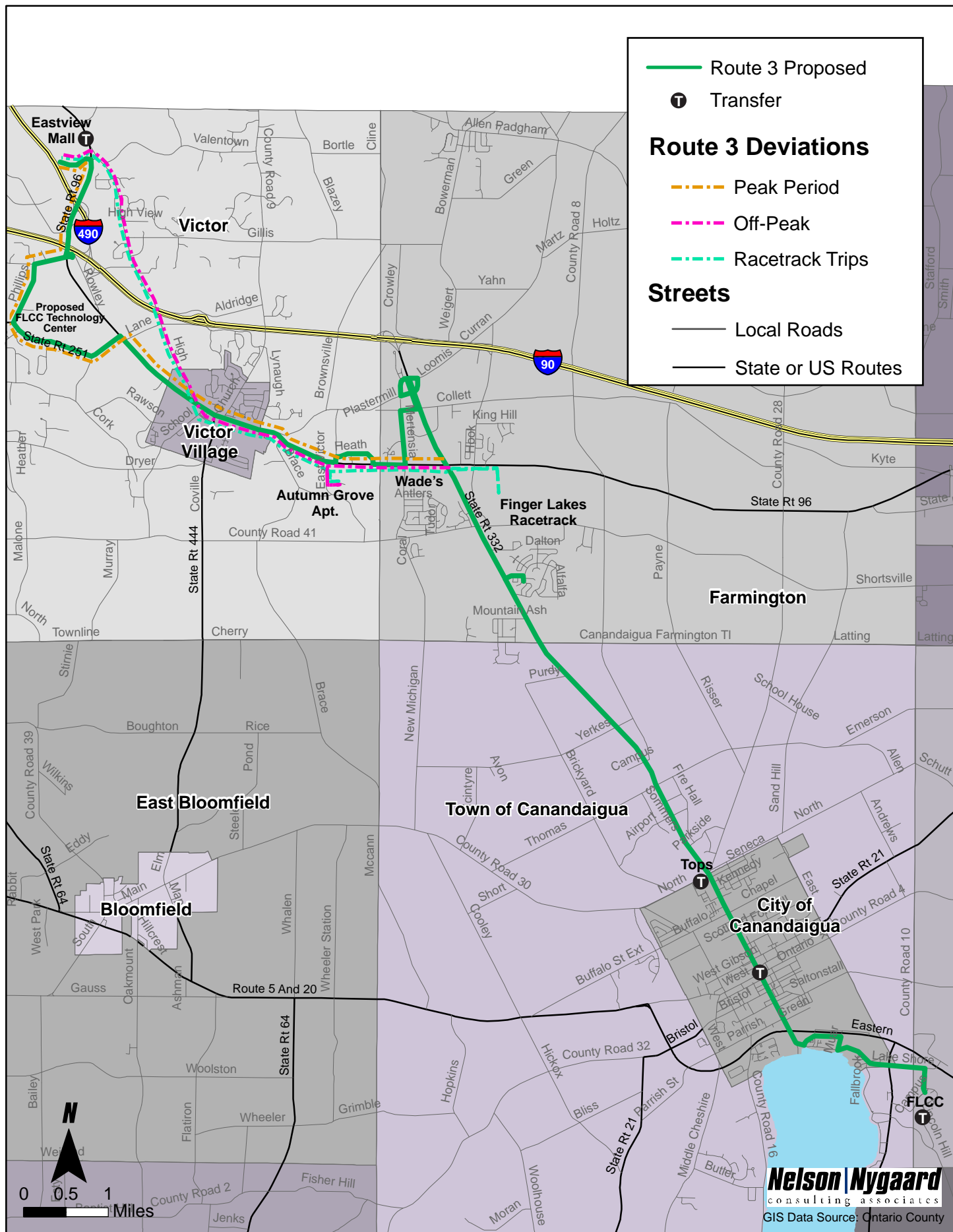
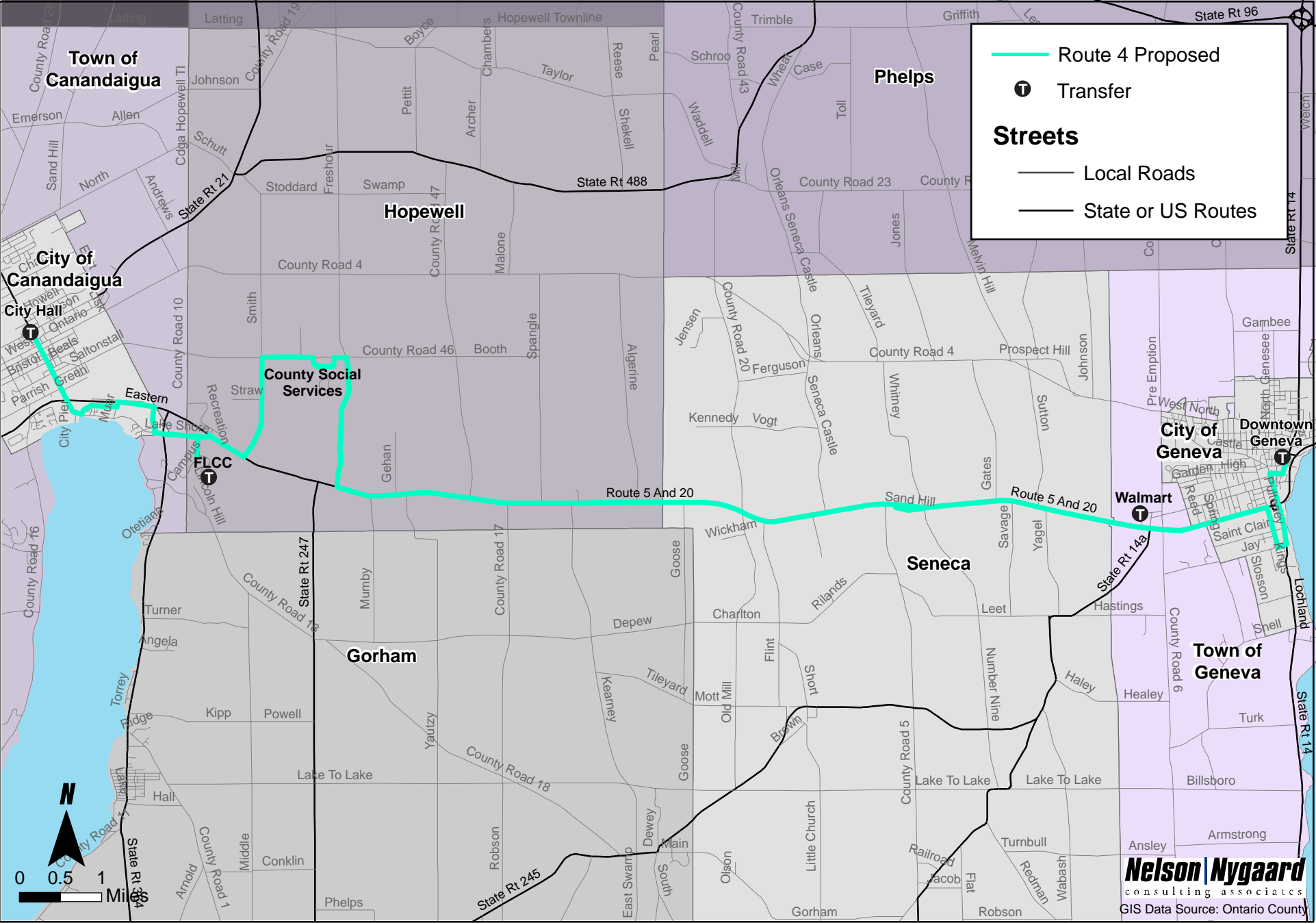


Figure 7-5 Proposed Improvements Route 4 – Canandaigua to Geneva via Routes 5 and 20



[illegible]

Figure 7-7 Proposed Improvements Route 6 – Canandaigua to Naples

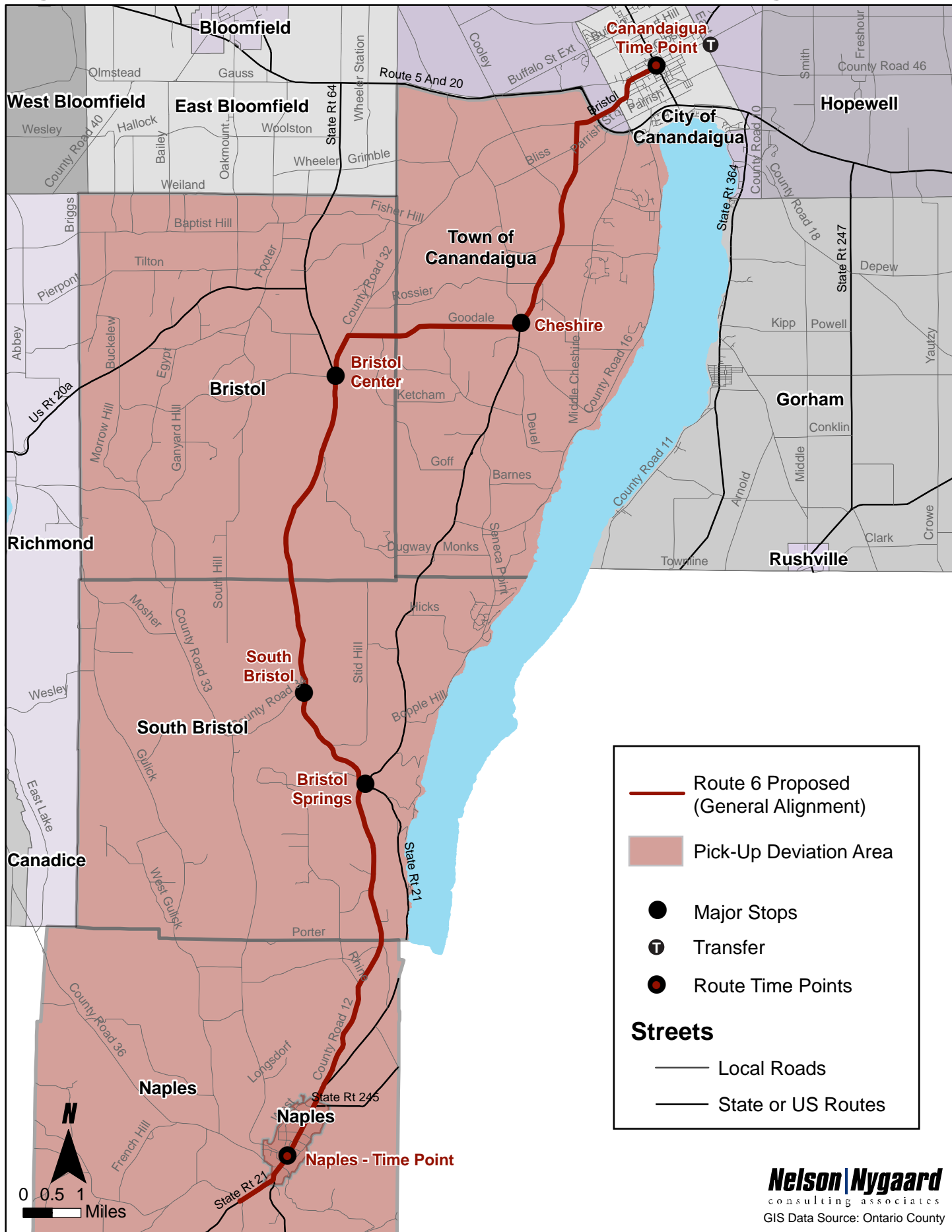
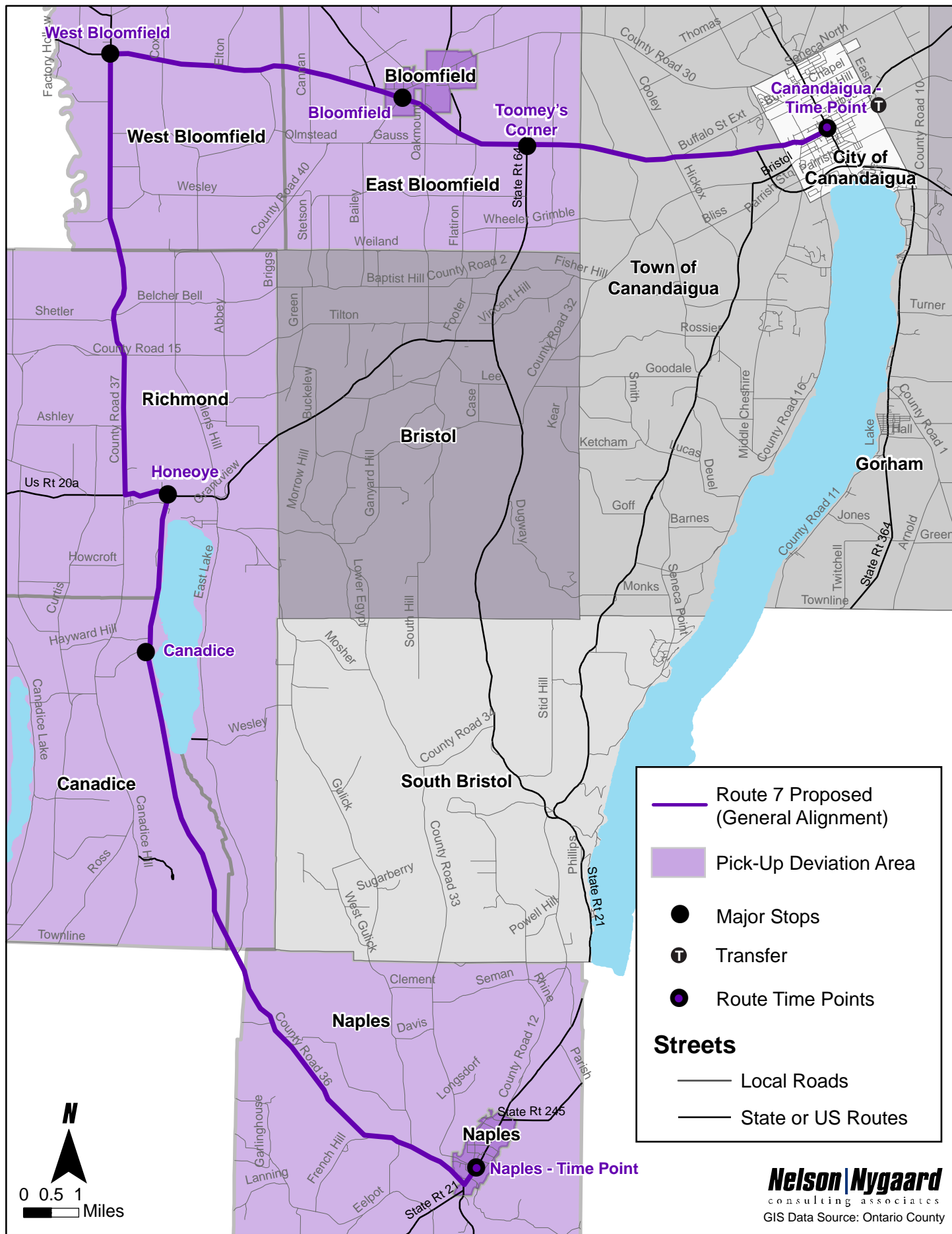


Figure 7-8 Proposed Improvements Route 7 – Canandaigua – Bloomfield- Naples



Recommendations Summary

In summary, service recommendations include:

- Improve existing fixed-route services by realigning routes to provide more direct services to the most important destinations. We also suggest using a series of hybrid services to manage dial-a-ride service costs but continue to provide an acceptable level of services. Our recommendations also assume a change in operating hours (see Figures 7-10 and 7-12) to help contain costs.
- Use technology and service changes to manage costs of general public dial-a-ride services. By purchasing software and developing hybrid routes, Ontario County should be able to increase the efficiency of its service by between 25% and 40%. Technology should also help improve the efficiency of Medicaid services.
- Improve marketing to increase awareness of the services and make them easier for members of the non-riding public to use. While a simple and fairly low-cost strategy, this technique should work to improve public perception of the service and work to attract new riders.
- Improve transit infrastructure by moving the transfer point off of Main Street in downtown Canandaigua to a safer location. Ontario County owns some land close to Main Street but out of the main flow of traffic. Having passengers unload off of Main Street will make the service safer and easier to operate.
- Establish performance measures to help measure and track system performance. Ontario County currently does not separate costs associated with general public dial-a-ride and Medicaid services. While the coordination of the two services is excellent, it would be helpful for Ontario County to understand the costs associated with each service.

Figure 7-10 Existing Span of Service by Route and Day of Week

	Mon-Thurs	Friday	Saturday	Sunday
Route 1 - Geneva	6:00 am – 7:00 pm	6:00 am – 9:00 pm	9:00 am – 9:00 pm	9:00 am – 7:00 pm
Route 2A - Canandaigua	6:30 am – 6:30 pm	6:30 am – 8:30 pm	9:30 am – 9:00 pm	9:30 am – 6:00 pm
Route 2B – Canandaigua	6:30 am – 6:30 pm	6:30 am – 8:30 pm	9:30 am – 9:00 pm	9:30 am – 6:00 pm
Route 3 – Canandaigua-Victor	6:30 am – 6:30 pm	6:30 am – 8:30 pm	9:30 am – 8:30 pm	9:30 am – 6:00 pm
Route 4 – Canandaigua-Geneva- Canandaigua	6:30 am – 6:30 pm	6:30 am – 6:30 pm	n/a	n/a
Route 5 – Canandaigua- Clifton Springs-Geneva	6:30 am – 6:30 pm	6:30 am – 8:30 pm	n/a	n/a
Route 4/5 – Canandaigua-Geneva- Clifton Springs- Canandaigua	n/a	n/a	9:30 am – 6:30 pm	9:30 am – 6:30 pm

	Mon-Thurs	Friday	Saturday	Sunday
Route 6 – Canandaigua-Naples	6:30 am -8:30 am 4:30 pm – 6:30 pm	6:30 am -8:30 am 4:30 pm – 6:30 pm	n/a	n/a
Route 7 – Eastview-Bloomfield-Canandaigua	9:30 am – 10:15 am 2:30 pm – 3:15 pm	6:30 am -8:30 am 4:30 pm – 6:30 pm	n/a	n/a

Source: Ontario County Transportation Department

Implementation Costs and Funding

The Nelson\Nygaard team estimates that the net increase in annual operating costs associated with the proposed recommendations will be approximately \$260,409 (see Figure 7-11). This estimate is based on 2008 costs (\$37.18 per hour) and reflects operating costs only. No costs associated with the purchase of equipment (software), increased marketing efforts or administrative costs have been included. Furthermore, cost estimates reflect several broad assumptions and should be used for planning purposes only. Implementation plan should be based on a more detailed financial analysis. Our estimate of costs to implement the proposed recommendation is based on the following assumptions:

- An increase in fixed-route service from approximately 30,000 to nearly 51,200 annual service hours.
 - The increase in service hours results from increased service frequency, the addition of Route 5X (commuter service between Geneva and Victor) and transforming Routes 6 and 7 into flex-services.
 - The span of service on some routes will also change (see Figures 7-10 and 7-12). Accordingly, CATS will transition from seven peak buses to 11.
- Dial-A-Ride operations, on the other hand, will reduce service hours from approximately 72,250 hours to an estimated 57,220.
 - Savings will be achieved through increased efficiencies gained by adopting scheduling software. By using scheduling software systems to schedule general public DAR service will increase the number of passengers per hour carried from approximately 1.17 to 1.46. This translates to approximately a 25% reduction in general public DAR service hours. The actual amount of savings may be more accurately calculated through a detailed analysis of actual trip making recorded by CATS.
 - Implementation of flex-services will also work to reduce reliance on general public DAR services. In total, we broadly estimate that flex services will reduce general public service hours by an additional 10%.
 - For purposes of this analysis, we have assumed that DAR Medicaid trips will decrease by 10%. Reduced gains in efficiencies reflect the inherent complexities of Medicaid trips that are more restrictive as compared with general public DAR.

The proposed service recommendation will also have an impact on the amount of STOA funds received by Ontario County. Based on broad calculations, we estimate that using the mileage formula alone, Ontario County may raise an additional \$211,633 in STOA revenues (see Figure 7-13). These funds may be used to partially off-set the need for additional resources.

Funds may also be raised through federal sources, especially the Federal Transit Administration (FTA) program 5316 Job Access Reverse Commute, which could be used to support the proposed Route 5X as well as increased service hours on other routes.

Service changes may need to be implemented incrementally to realize some cost savings while additional funds are being identified. As a first step, therefore, we recommend that Ontario County purchase scheduling software for its DAR and medical assistance transportation services. As staff becomes accustomed to using this software, CATS should see a reduction in the number of vehicles and drivers needed to operate the services. Once realized, these resources can be deployed to increase and improve fixed-route services. The scheduling software will also be helpful to support the introduction of the hybrid services.

As discussed, service changes should be accompanied by an extensive marketing and outreach effort to ensure passengers understand the changes. These efforts may include development of new schedules; signage and system maps to help riders and non-riders understand services. Additional outreach efforts to social service providers, medical institutions, colleges and major employers will also help CATS promulgate changes.

Figure 7-11 Estimated Cost of Recommended Service Changes – Operating Costs Only

	Current	Proposed	Net Change (Hours)	Net Change (Costs)
Fixed-Route Service Hours	29,115	51,417	22,032	\$819,150
DAR - Medicaid	37,570	33,813	3,757	(\$139,685)
DAR – General Public	34,680	23,409	11,271	(\$419,056)
Sub-total All DAR	72,250	57,222	15,028	(\$558,741)
Total Service Hours	101,365	107,932	7,004	\$260,409
Estimated cost per hour	\$37.18	\$37.18		
Total System Costs	\$3,766,751	\$4,012,912		

Source: Nelson\Nygaard Consulting Associates

Notes: Fixed-route service hours based on existing schedule (see Figure 7-9).

Proposed service hours based on recommended services (see Figure 7-11).

DAR operating hours is from data provided by Ontario County Transportation Department. Split between Medicaid and general public services is based on ridership.

Hourly cost of services based on data provided by Ontario County Transportation Department.

Figure 7-12 Proposed Span of Service by Route and Day of Week

	Monday-Friday	Saturday	Sunday
Route 1 - Geneva	6:30 am – 7:30 pm	8:30 am – 7:30 pm	8:30 am – 6:30 pm
Route 2 - Canandaigua	6:30 am – 7:30 pm	8:30 am – 7:30 pm	8:30 am – 6:30 pm
Route 3 –Farmington-Victor	5:30 am – 6:30 pm	8:30 am – 6:30 pm	9:30 am – 6:30 pm
Route 4 – Route 5&20	6:30 am – 6:30 pm	8:30 am – 6:30 pm	9:30 am – 6:30 pm
Route 5 – Route 96	6:30 am – 6:30 pm	8:30 am – 6:30 pm	8:30 am – 6:30 pm
Route 5X Geneva – Victor Express	5:30 am – 9:30 am 2:30 pm – 6:30 pm	n/a	n/a
Route 6 –Naples/Bristol	6:30 am – 6:30 pm	8:30 am – 6:30 pm*	n/a
Route 7 – Bloomfield-Canandaigua	6:30 am – 6:30 pm	8:30 am – 6:30 pm*	n/a

Notes: * Shared vehicle between two routes

Source: Nelson\Nygaard Consulting Associates

Figure 7-13 Additional Vehicles Miles Associated with Recommended Service Network

	Existing	Proposed
Fixed Route	380,000	819,284
Flex Services	-	137,108
General Public Dial-A-Ride	1,113,000	843,322
Total	1,493,000	1,799,715
STOA Funding per Mile	\$0.69	\$0.69
STOA Mileage Revenue	\$1,030,170	\$1,241,803
Net Change	-	\$211,633

Source: Ontario County Transportation Department and Nelson\Nygaard Consulting Associates

Existing hours based on CATS 2008 Annual Budget

Proposed estimated based on service hours and calculated average operating speed of 18.5

APPENDIX A

TECHNICAL MEMOS ON SURVEY RESULTS

Report on Non-Rider Survey

Overview

Nelson\Nygaard, working in conjunction with staff from the Ontario County Planning and Transportation Departments, conducted an internet based survey with county residents who do not usually use CATS fixed-route and dial-a-ride (DAR) bus service. The purpose of this survey was to understand non-riders' knowledge and perception of CATS services and ask them to tell us their ideas for changes that would make the service more useful. As we evaluate and consider recommendations to the services, therefore, we will be able to include non-riders awareness levels, perceptions and needs into our analysis. Survey findings are documented in this technical memo. Key findings gleaned from the results include:

- Survey responses show the survey reached the intended audience. Responses include individuals living throughout Ontario County, with 75% saying they had never ridden CATS and the vast majority (90%) having access to a private automobile.
- There were a lot of positive comments about the CATS service, including several comments underscoring the importance of the service to the community and tales about how the bus service has helped specific individuals.
- 14% of the respondents said they would like to use CATS more often. This finding was also supported for an appreciation of the service, recognizing it is challenging to provide public transportation services in rural areas.
- At least 38% of the respondents live within a 10 minute walk of a bus stop. This suggests excellent service coverage, especially considering 28% of respondents did not know if they lived near a bus stop or not.
- Improving awareness of and information about the CATS system is important for increased development of the system. As mentioned, just over a quarter of the respondents were not sure if a bus stop was located near their home. Open ended questions also demonstrated a desire for more and better information about the service.
- Ideas to improve the service included extending the service longer into the evening, operating more service on weekend days, and more frequent service.
- There may be opportunities to improve the public's perception about the CATS service, especially with regards to drivers' driving behavior, idling buses in front of the County Courthouse and customer service generally.

Survey Administration and Design

Nelson\Nygaard, working in conjunction with staff from the Ontario County Planning and Transportation Departments, developed a survey for county residents who do not usually use CATS fixed-route and/or dial-a-ride (DAR) bus service. The purpose of this survey was to understand non-riders' knowledge and perception of CATS services and their ideas for how to improve the service.

The survey was formatted into an internet-based survey program so the survey could be distributed by email and people could access the survey via links on select web-sites, including the Ontario County general web-site, the planning department and CATS websites. The survey was also distributed by email to names and email addresses collected through various outreach activities conducted both as part of this study and other planning department activities. Recognizing that not all county residents have access to the internet, printed paper copies of the survey were made available at key locations. These paper surveys were distributed by the Lakeview Mental Health Association. In total 295 individuals responded to the survey.

The survey was designed to be very brief with a total of seven questions; five discrete and two open-ended. The five discrete questions included:

1. Which of the following best describes the location of the nearest bus service to your home?
2. How many times have you used Ontario County Transit (CATS) in the past month?
3. Which statement best describes your feelings about Ontario County Transit?
4. Where do you live?
5. Do you have access to an automobile?

The two-open ended questions were:

- Please tell us what specific changes to CATS service might encourage you to start riding the bus or ride it more often.
- Is there anything else you would like to tell us about public transportation in Ontario County?

Survey Results

Location of Nearest Bus Stop

Respondents were asked to note the location of the nearest bus stop to their home. About one quarter said a bus stop was within a 5 minute walking distance and another 12% said a bus stop was within a 10 minute walk from their home. 7% said a bus stop was too far to walk to and 27% said they did not have a bus stop near their home. Nearly 28% were unsure. (see Figure 1).

Figure 1: Location of Nearest Bus Stop

	Response Percent	Response Count
I can walk to a bus route in 5 minutes or less.	25.7%	75
I can walk to a bus route, but it takes around 10 minutes.	12.3%	36
There is a bus route near to my home, but it is too far to walk to.	7.2%	21
I don't have a bus route near my house.	27.1%	79
Not sure	27.7%	81
<i>answered question</i>		292
<i>skipped question</i>		3

Source: Nelson\Nygaard Consulting Associates

Past Use of CATS Bus Service

When asked how many times they had used CATS in the past month, three quarters said they had never used the bus and another 9% said they had not used the bus in the past month (see Figure 2).

Figure 2: Past Use of CATS Bus Service

Answer Options	Response Percent	Response Count
Once	2.4%	7
1 or 2 times	3.8%	11
More than 3 times	9.7%	28
Not in the past month	9.0%	26
Never/None	75.0%	216
<i>answered question</i>		288
<i>skipped question</i>		7

Source: Nelson\Nygaard Consulting Associates

Feelings about CATS Bus Service

Respondents were shown a series of five statements and asked which statement best describes their feelings about CATS service. The majority (69%) of the respondents had no opinion. The next most popular statement was selected by 14% of respondents who said they would like to ride the bus more often (see Figure 4). About 12% said they either prefer not to use the bus (6%) or don't like using CATS buses (6%). 5% of respondents said they ride the bus and it meets their needs.

Figure 3: Feelings about CATS Bus Service

	Response Percent	Response Count
I would like to ride the bus more often.	14.2%	41
I ride the bus, and it meets my needs.	4.9%	14
I prefer not to use CATS but sometimes I have to.	5.9%	17
I don't like using CATS buses.	5.9%	17
No opinion\never used the service.	69.1%	199
<i>answered question</i>		288
<i>skipped question</i>		7

Source: Nelson\Nygaard Consulting Associates

Town of Residence

To understand the distribution of survey responses, the survey asked respondents to note where they live. As shown in Figure 4, results roughly reflect county demographics. 34% of respondents live in Canandaigua and 15% live in Geneva. Other communities with larger proportions of respondents include Farmington (8%), Phelps (8%) and Manchester (6%).

Figure 4: Town of Residence

	Response Percent	Response Count
Bristol	3.0%	8
Canadice	1.5%	4
Canandaigua	33.5%	90
East Bloomfield	1.1%	3
Farmington	8.2%	22
Geneva	14.5%	39
Gorham	4.1%	11
Hopewell	4.8%	13
Manchester	6.3%	17
Naples	3.0%	8
Phelps	7.8%	21
Richmond	1.5%	4
Seneca	4.1%	11
South Bristol	1.5%	4
Victor	4.5%	12
West Bloomfield	0.7%	2
<i>answered question</i>		269
<i>skipped question</i>		26

Source: Nelson\Nygaard Consulting Associates

Car Ownership

Most respondents (90%) said they have access to an automobile (see Figure 1). These results are also consistent with county-wide demographic data.

Figure 5: Car Ownership

Answer Options	Response Percent	Response Count
Yes	89.5%	246
No	10.5%	29
<i>answered question</i>		275
<i>skipped question</i>		20

Encourage Use of CATS

Respondents were asked to respond to an open-ended question about what would make them more likely to use CATS bus service. Results from this poll varied considerably, but clustered around a few main findings:

- Increased service received the most 'votes' with 51 responses calling for some increase to the level of service. This includes recommendations for more frequent service, longer service hours, including evening and weekend/Sunday services as well as service to more destinations.

- The second largest recommendation with 40 votes was for better and more information about the service and system. Suggestions includes more information on-line, clearer schedules, posting schedules at stops and offering travel training for new riders.
- Approximately 22 answers referenced service quality, saying they don't like to use the bus because they perceive drivers to be rude or drive too fast, the bus is late or doesn't adhere to the published schedule, buses are dirty and/or the bus takes too long to get from point A to point B. Other comments included complaints about paying for transfers and difficulties associated with physically boarding on the bus.
- Related to increased service, 15 respondents suggested more or different stop locations would encourage them to use the bus.
- About 21 respondents said they were never going to take the bus with some saying they wouldn't take it until they were too old to drive alone.
- Other ideas for service improvements that were mentioned several times included increased coordination with RGRTA service and more express and direct service.
- Individuals also noted that increased fuel prices would encourage them to use the bus.

Other Comments

The final question on the survey was an open-ended question which asked respondents if they had "anything else to tell us". 246 individuals provided comments, although 17 people gave "no" or "none" as their comment. These comments generally fell into one of six categories:

- **Negative comments about service quality:** 34% of the comments tallied involved dissatisfaction with the quality of CATS service. Several comments referred to the bus being on time, vehicle cleanliness and general customer service. The largest single category of comments, however, involved negative comments about CATS drivers, including complaints about safety, driving too fast and customer interaction.
- **Positive comments about the service in general:** 32% of comments received were positive praise for the CATS service, including an appreciation of the service generally and recognition of the importance of the service to the county. Several comments also referenced their own positive personal experience, or the experience of a client or family member using the service.
- **Requests to increase service:** Some 21% of the comments involved requests for service expansions, including requests for longer service hours, especially evening service, service to more destinations and increased service frequency.
- **Wastefulness of public resources:** Another 9% of the comments related to a perception of wastefulness. Several survey respondents expressed concerns that the buses spent too much time idling in from the county courthouse and the service is under-utilized.

- **Lack of information:** A handful (4%) comments pertained to a lack of information about the system overall and/or concern that key organizations or groups did not know how the service worked.
- **Fares:** The smallest group of comments pertained to fares, specifically that dial-a-ride fares are high for some portions of the population and an interest in smart card or more modern fare collection technology.

Opportunities for Service Improvements

The results of the non-user survey will be incorporated into the recommendations for improvement. In particular, there are opportunities to strengthen the base of support for the system and, at the same time, correct negative perceptions about public transportation services.

Opportunities include “soft” improvements, such as providing more and better information about the system through both print and electronic media. The presence of clean, easily understandable schedules, bus system “branding” symbols, and easily accessible web sites may help non-users feel more comfortable about using the system. If no travel training programs are available in Ontario County, such programs may be worth developing. In addition, there may be opportunities to re-focus front line staff (drivers and dispatchers) on customer satisfaction and demonstrate follow-up with logged complaints, even if such complaints are associated with misperceptions.

Another finding from the non-user survey is that people who use the system or know someone who does are very appreciative of the service. Individuals with no connection to the service, however, don’t have as many opportunities to see the positive attributes of the service. News articles or other public relations media that focuses on how CATS helps specific individuals (or groups of individuals) may help strengthen public perception of the service. Ideally, this type of campaign would include a diversity of riders, including college students and commuters as well as older adults and persons with disabilities.

Infrastructure and service planning can also help improve public perception. These opportunities include using scheduling software to improve on-time performance. Scheduling software will also increase vehicle utilization and help address the sense that dial-a-ride buses are more often waiting as moving. CATS may also consider moving the primary transfer point buses off of Main Street in Canandaigua. Some survey respondents suggested that the buses spend a lot of time idling and waiting at this location.

The non-user survey also suggested that improvement priorities should concentrate on providing later evening service and more service on weekend days. In addition, service improvements should also look for opportunities to make services more direct, and travel opportunities between the most important destinations, even if there are no service hours added to the schedule.

Report on Passenger Survey

Overview

Nelson\Nygaard, working in conjunction with staff from the Ontario County Planning and Transportation Departments, collected data and surveys from existing riders of the CATS fixed-route bus service. The passenger survey was designed to collect information on passenger travel patterns, perception of the existing service and preferences for service expansion. Key findings include:

- Most riders use CATS for travel to, from, and within the Cities of Canandaigua and Geneva. These two cities also have the most service.
- Most riders walk to and from the bus, with most passengers saying they spend 10 minutes or less getting to and from the bus stop.
- Passengers primarily use CATS to get travel to and from work, personal errands, shopping and school.
- The most frequent destinations were Main Street (Canandaigua), Walmart (Canandaigua and Geneva), Finger Lakes Community College and Wegman's in Canandaigua.
- Passengers are satisfied with the CATS service. They feel fares are reasonable, but would like to see the bus run more often.
- Improvement priorities include evening and weekend service and improved information systems.
- Service expansion priorities include Rochester and direct service between Geneva and Eastview Mall.

Survey Administration

Passengers were surveyed on all CATS routes, with staff assigned to hand out surveys on routes with the highest ridership (Routes 1, 2A, 2B and 3/7). On routes with lower ridership (Routes 4, 5 and 6), surveys were distributed and collected by the bus drivers.

CATS routes with surveyors on-board also counted passenger boardings (getting on the bus) and alightings (getting off the bus) by route segment as well as checked running times against the published schedules. This technical memo reports on the results of the passenger surveys only. Results of the on/off counts and run time analysis are incorporated into the route profiles, submitted to Ontario County as a separate document. Results from all of the data collection will be incorporated throughout the evaluation and analysis of the fixed route system.

Data was collected on Tuesday, April 28 and Wednesday, April 29, with surveys distributed in the morning of one day and afternoon of the next; this approach ensured all trips were surveyed and offered the best chance to reach passengers with varying travel patterns. Passengers were only asked to complete a single survey, if they transferred or rode round-trip, they were not recruited to complete a survey. In general, surveyors found passengers willing to participate in the survey and in most cases, nearly every passenger who boarded the service completed a survey. In total, 275 completed surveys were collected over the two day period. The survey responses are summarized and categorized by route in Figure 1.

Figure 1: Total Survey Responses by Route

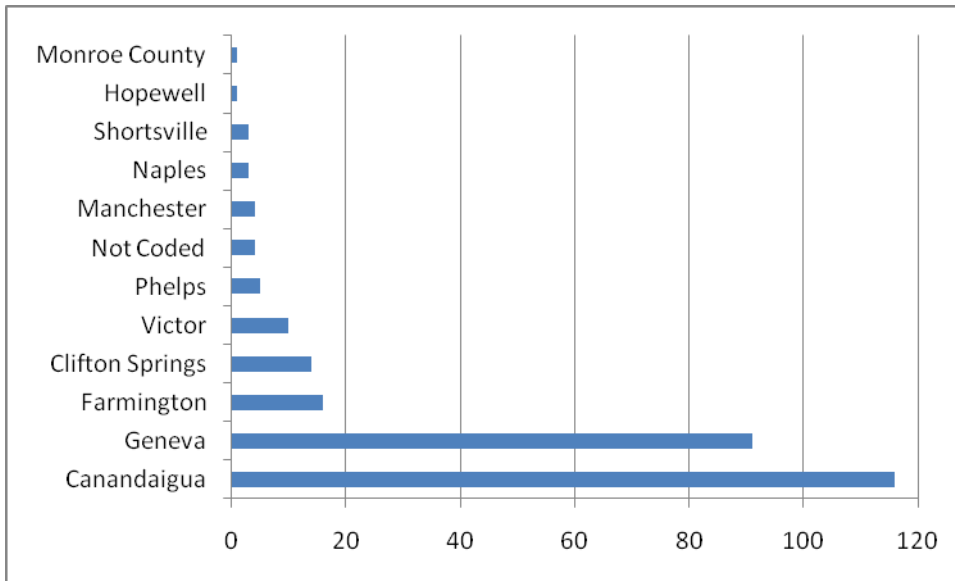
Route	Responses	Percent of Sample
1	72	26%
5	46	17%
2B	44	16%
4	38	14%
3	37	14%
2A	31	11%
6	5	2%
Not coded	2	1%
Total	275	100%

Source: Nelson\Nygaard Consulting Associates

Trip Origins and Destinations

Trip origins and destinations are influenced by a variety of factors, including service design and ridership. The survey data shows that the vast majority of trips originate or end in either the City of Canandaigua or Geneva (see Figure 2 and 3). Combined, these two communities account for three-quarters of all trip ends.

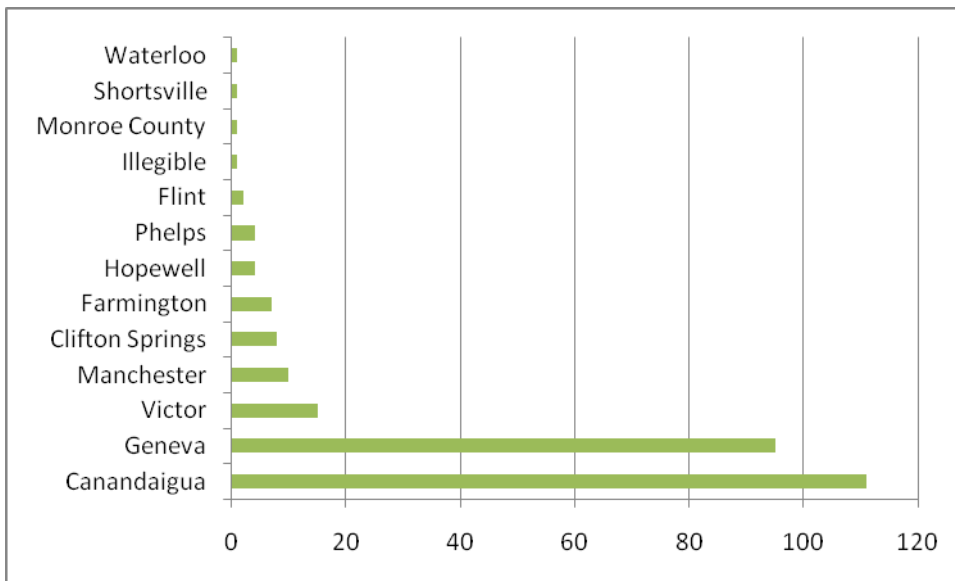
Figure 2: Trip Origin*



Source: Nelson\Nygaard Consulting Associates

Note: * Towns and cities in Ontario County, except for Monroe County

Figure 3: Trip Destination*



Source: Nelson\Nygaard Consulting Associates

Note: * Towns and cities in Ontario County, except for Monroe County

Likewise, among those who responded to the question, 77 percent of all travelers listed their trip origin as either Canandaigua or Geneva. Among these travelers, most were traveling within the city boundaries traveling on one of the three city routes 1, 2A, or 2B (see Figure 4).

Figure 4: Travel from Canandaigua & Geneva

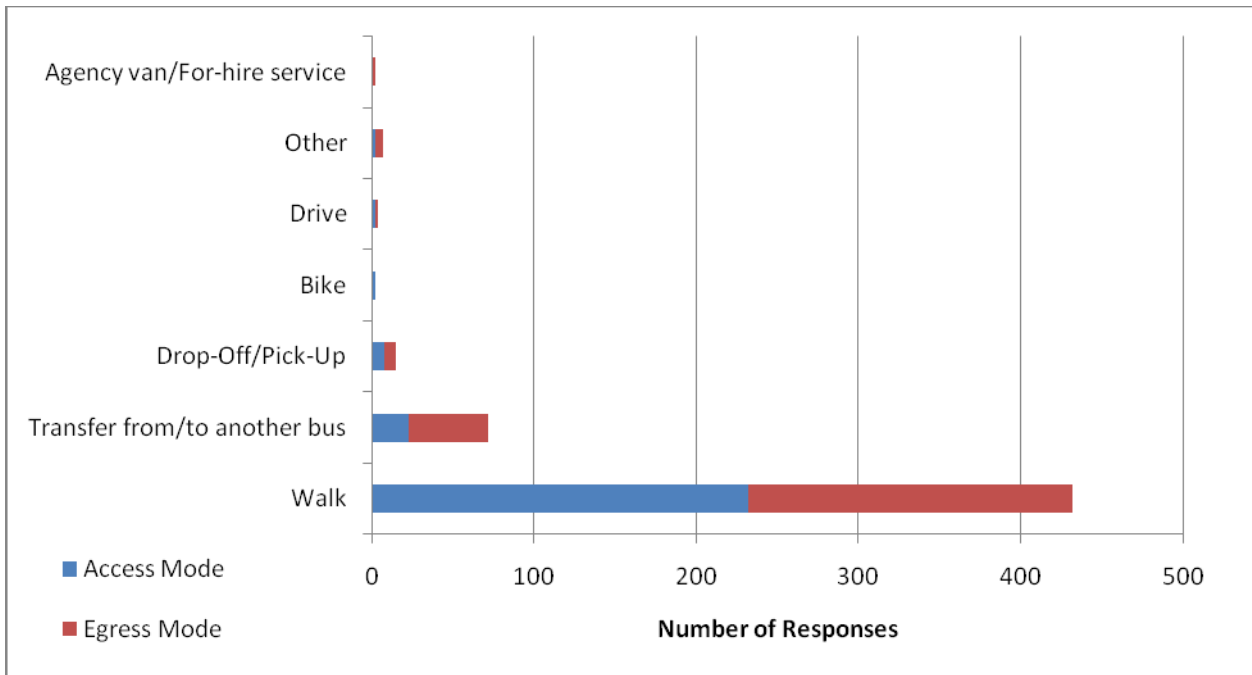
Origin	Destination	Number	Percent
Canandaigua	Canandaigua	72	62%
	Geneva	17	15%
	Not Coded	6	5%
	Manchester	5	4%
	Clifton Springs	5	4%
	Farmington	4	3%
	Hopewell	3	3%
	Phelps	1	1%
	Shortsville	1	1%
	Veteran's Administration Hospital	1	1%
	Victor	1	1%
Total		116	100%
Origin	Destination	Number	Percent
Geneva	Geneva	70	77%
	Canandaigua	10	11%
	Not Coded	6	7%
	Flint	1	1%
	Clifton Springs	1	1%
	Hopewell	1	1%
	Phelps	1	1%
	Waterloo	1	1%
Total		91	100%

Source: Nelson\Nygaard Consulting Associates

Travel to and from the Bus Service

Survey results show that nearly everyone walks to and from the bus (see Figure 5). Of respondents who estimated their walk time, 90 percent reported walking 10-minutes or less to/from their origin/destination and the bus stop. CATS buses are not equipped with bike racks, therefore, passengers who bike to the bus, must leave their bikes at the bus stop.

Figure 5: Mode of Access (Travel to the Bus) and Egress (Travel from the Bus)



Source: Nelson\Nygaard Consulting Associates

Reason for Travel and Common Destinations

In terms of trip purpose, one-third of respondents reported riding CATS to or from work. The next most common trip purpose was personal business (22%), followed by shopping (19%). Another, 14% of the surveyed passengers reported traveling to/from school; among these passengers, the majority (68%), said they were traveling to Finger Lakes Community College (FLCC) (see Figure 6). Data on trip purpose is consistent with the specific trip destinations cited by passengers. As shown in Figure 7, Main Street (Canandaigua) was the most common place for passengers to begin and end their journeys. This reflects the fact that each of the eight routes in the system use this stop, therefore it is an important destination to get on/off the bus as well as transfer between services. Walmart stores, both in Canandaigua and Geneva, are also common destinations for passengers. Other important locations include FLCC, the Eastview Mall in Victor and 10 Goodman Street in Geneva.

Figure 6: Trip Purpose



Source: Nelson\Nygaard Consulting Associates

Figure 7: Top Destinations

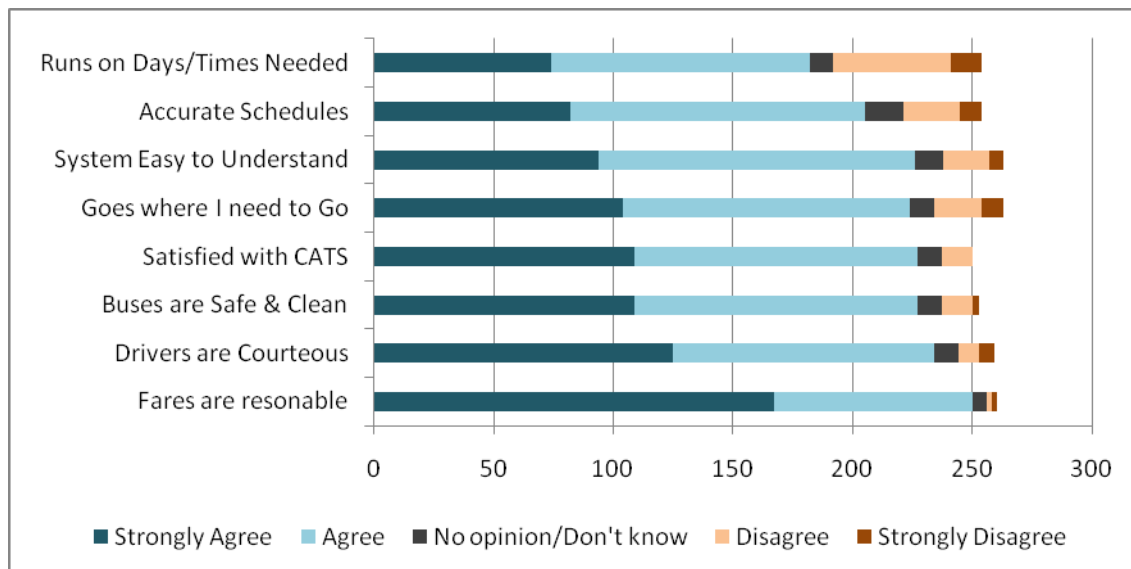
Common Origin or Destination	Municipality	Trips
Main St.	Canandaigua	25
Walmart	Canandaigua	13
	Geneva	7
FLCC	Canandaigua	15
Wegman's	Canandaigua	4
	Geneva	8
10 Goodman	Geneva	11
Eastview Mall	Victor	11
VA	Canandaigua	9
Tops	Canandaigua	7
	Geneva	2

Source: Nelson\Nygaard Consulting Associates

Traveler Experience, Preferences and Priorities

To gauge passenger satisfaction with existing CATS service, the survey included questions which asked respondents to agree or disagree with statements about CATS service. As shown in Figure 8, responses show passengers are generally satisfied with the service. CATS scored highest with respect to the reasonableness of fares and driver friendliness/helpfulness. It also scored high on questions regarding the system's ease of use, taking passengers where they need go and general perception of the system. The service ranked lower, however, with regard to "CATS runs on days and times needed"; this statement had more passengers disagreeing with it as compared with other statements.

Figure 8: Customer Satisfaction

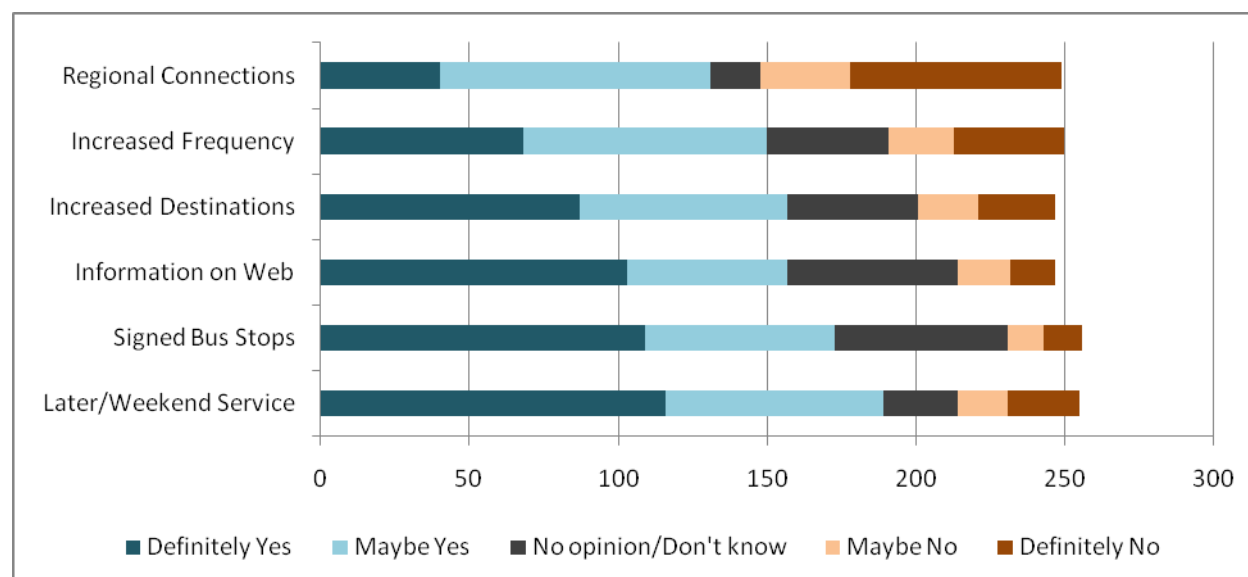


Source: Nelson\Nygaard Consulting Associates

Priorities for Service Improvements

Passengers were also asked to rank their interest in service improvement, expansions and amenities. Several questions asked passengers if they were willing to pay a higher fare for specific service improvements such as increased frequency, service span and coverage. Responses indicate a preference for service later at night and on the weekend as important to riders, even if it meant higher fares. Improved information systems also scored high among passengers, including expanded bus stop signage and web-based information. Connections to Rochester and Monroe, on the other hand, ranked lowest (see Figure 9).

Figure 9: Potential Improvements



Source: Nelson\Nygaard Consulting Associates

Results from Open Ended Questions – Where Should the Bus Go

The final question on the survey, asked people to identify a place not currently served by CATS that they would like service. Rochester was the most common response, although this answer is not consistent with the previous question, which ranked regional connections lower. Several people also requested direct service between Geneva and Eastview Mall.

Other passengers requested that CATS to reach into neighboring counties to destinations like Seneca Foods and the outlet mall in Seneca County. Wayne County, Newark, NY, Macedon, Fairport, and Border City represent a partial listing of destinations identified. Several people also used this space to request evening and weekend service.

Passengers also wrote in comments on the back of surveys. The majority of these comments supported service expansion into the evening and on weekends. A few comments also suggested the schedules were not accurate.

Ontario County CATS Route Analysis Stakeholder Interview Summary

REVISED: July 2009

During May 2009, Stuart I. Brown Associates conducted stakeholder interviews with major employers, representatives of educational institutions, medical and human service providers and civic leaders. Interviews were conducted in-person and by telephone. Stakeholders were asked to provide an overview of how their constituents use CATS service in Ontario County, their overall impressions of the service, any issues or concerns, and suggestions for improvement.

The following narrative summarizes the findings from these interviews.

EMPLOYER STAKEHOLDERS

The following employer stakeholder representatives were interviewed.

Centerra Wine Company (Constellation/Canandaigua Winery) Barbara Bagshaw, HR Director	G.W. Lisk Mark Kowaski
Geneva General Hospital Lina Brennan, Employee Recruiter	Stone Construction Company Larry Filipski
Clifton Springs Hospital Ethan Fogg, Community Relations Director (formerly worked in HR Department)	Pactiv James Feneli, HR Director
Ontario County Industrial Development Agency Jim Armstrong, Consultant to OCIDA	Rochester Insulated Glass Rick Wolk
Veterans Administration Medical Facility Joseph Olzsewski, HR Director	Ontario County Department of Workforce Development Kathy Bailey, Placement Specialist
F.F. Thompson Hospital Jennifer DeVault, HR Director	Zotos International Jack O'Donnell
Hobart William Smith College (The College contracts with Sodexo, Inc. for food service and housekeeping services) Terri Travis (Manages housekeeping staff) Scott Brignal (Manages food services staff)	Finger Lakes Community College (FLCC) Grace Loomis, Vice President of Human Resources

Overall Perception of CATS

Nearly all of the employer representatives were unaware if any of their employees utilize CATS to commute to and from the work site. Most speculated that few, if any, of their employees utilize CATS for commuting. A couple of employer representatives said that they have seen from time to time a few employees using CATS, but the number using CATS service “could be counted on one hand.”

None of the employer representatives interviewed said that they had any problems recruiting or retaining employees due to a lack of transportation. A couple of employer representatives stated that in the past they would occasionally encounter situations where an employee was having transportation problems. These employers have virtually eliminated such problems, however, by screening out employment candidates who do not have a reliable means of transportation or who do not reside within walking distance. The representative of one of the employers that has employed people from time to time who have relied on CATS to commute to work said that the company was willing to make some adjustments to the work schedules for such employees to better align the employees’ work schedules with the bus schedules.

One employer located in Clifton Springs utilizes ARC clients as contract employees through an agreement with Ontario County ARC. The employer said that it takes an excessive amount of time to transport their clients to and from the job site. As a consequence, the ARC clients can work only a six (6) hour shift instead of an eight (8) hour work shift. The employer was not certain, however, if CATS, ARC or some other agency provides the transportation nor why it took the agency transporting the ARC clients such a large amount of time to transport them to and from the worksite.

None of the employer representatives had ever approached CATS to explore the potential for CATS to provide specialized services. This is probably due to the fact that employee transportation has not been problematic for any of these larger employers. A couple of employers said that they do provide nominal assistance to their employees by providing bulletin boards for employees to post ride-sharing opportunities, but that is the extent to which any of the employers interviewed are involved in employee transportation.

A job placement specialist with Ontario County Department of Workforce Development [a subsidiary of the Finger Lakes Workforce Investment Board (WIB)], said that it is often very difficult to place clients who lack education or have no or low skills into positions, even if entry-level and low-skilled jobs are available, if the clients do not have their own means of transportation. Most such clients cannot afford to purchase and maintain an automobile.

Manufacturers in Wayne, Ontario and Yates counties affiliated with the FAME group conducted a survey of employees in early 2009 to determine the interest in using public transportation. Manufacturers located in Ontario County who participated in the survey were Gorbel, Raytec and Retrotech. These businesses are located along Fishers Run, east of Route 96 in the Town of Victor. The responses from these manufacturers, summarized in the table on the following page,

indicate that there would be support for a Park & Ride service located within five miles of the worker's home.

Table 1
Summary of FAME Survey Results
Gorbel, Raytec and Retrotech Employees only

Pickup Location

Bloomfield	1
Canandaigua	3
Honeoye	2
Macedon	2
Marion	1
Palmyra	1
Rochester	3
Victor	2
Walworth	1
Penfield	1
Fairport	1

18

6. What days of the week would you ride the bus?

Answer	# of Respondents	% of total
Monday-Friday	16	88.9%
Other	2	11.1%

18

7. Would you consider a Park and Ride option?

Answer	# of Respondents	% of total
Yes	15	83.3%
No	3	16.7%

18

8. How far will you commute for Park and Ride transportation?

Answer	# of Respondents	% of total
0 Miles	1	6.7%
1 Mile	1	6.7%
2 Miles	1	6.7%
3 Miles	1	6.7%
4 Miles	1	6.7%
5 Miles	8	53.3%
6 Miles	0	0.0%
7 Miles	2	13.3%

15

Issues/ Unmet Needs

Such clients face two major transportation obstacles. One, the bus schedules do not coincide with employers' work shifts. And two, many clients reside too great a distance from the CATS bus routes to be able to utilize the service.

1. Disharmony Between Work Schedules and Bus Schedules

Most of the manufacturing employers with entry level and/or low-skilled job opportunities operate two or three work shifts. Person hired at entry level are typically placed on the second or third shift as more senior employees occupy the positions on the first shift. This is due to work rules that give more senior employees preference for selecting the shifts they work. The second shift typically begins at 3:00 p.m. and ends at 11:00 p.m. The third shift typically begins as 11:00 p.m. and ends at 7:00 a.m. The CATS bus service begins at 6:00 or 6:30 a.m. depending on the route and ends at 6:30 p.m. Even persons who are close enough to a CATS route to use the service cannot use the bus service to commute to and from their work site if they work the second or third shift. In addition, a few manufacturing companies have unusual work schedules or swing shifts that further contribute to the transportation problems of employees who do not have access to a motor vehicle.

Even employees who reside along a CATS route and work the first shift may not be able to use CATS to commute to work if their start time is 7:00 a.m. Their ability to use the bus for commuting depends on the location of their residences, the location of their worksites and the travel times between the two. For example, a person residing in Naples or along CATS Route 6 cannot use CATS to travel to a job in Canandaigua if his/her work shifts begins at 7:00 a.m. as the first trip from Naples does not arrive in Canandaigua until after 8:00 a.m.

Entry level employees hired to work in retail businesses or hospitals face even greater transportation challenges. Most entry level and low-skilled employees must work weekends or at least one weekend day when the level of CATS service is reduced.

2. Lack of Service or Distance to Bus Route Too Great

Certain areas of the Ontario have no fixed route service. In other areas, where CATS fixed route service is available, residents are geographically dispersed and may not reside close enough to a CATS route to use the service. The areas with no fixed route service include the Towns of (a) Canadice, (b) Richmond, (c) West Bloomfield, and (d) Gorham. Although CATS fixed routes run through the Towns of (a) Naples, (b) South Bristol, (c) Bristol, (d) Hopewell, (e) Seneca, and (f) Geneva, large areas of these Towns are remote from the routes. The southwest and western portions of Ontario County are the areas where transportation for employment purposes represents the greatest problem.

Suggestions for Improving CATS Service

Although virtually all of the employer representatives lacked knowledge of CATS bus routes and schedules, they nevertheless offered some general suggestions for improving bus service. Not all suggestions, however, were directly related to bus service for employment purposes. For purposes of completeness, all suggestions employer suggestions are identified below.

1. CATS should consider offering bulk fare discounts to the larger employers. These employers could pass the savings on to employees as a means to encourage their respective employees to use CATS for work-related commuting or to at least give the service a try.
2. CATS should consider implementing a pilot project to provide express commuter service between the Victor area and the City of Geneva. Both Geneva General and Hobart William Smith College have a significant number of administrative personnel who commute from the Rochester and Victor areas. A park-and-ride express service operating in the early morning and late afternoon might be used by these employees. The employers may be willing to financially co-sponsor or underwrite some of the cost for such a pilot project.
3. CATS should undertake a promotional and advertising campaign periodically to make Ontario residents aware that CATS is a public transit service. The employer who made this suggestion was surprised to learn that CATS provides public transportation. He was under the impression that CATS was some sort of human service agency and that the buses were used to provide transportation only for agency clients. Other residents in Ontario County may have similar misconceptions.
4. CATS should consider operating express service between Canandaigua and Eastview Mall for shoppers. The bus stop should be located where parking is not problematic, for example, a site other than the Canandaigua City Hall. The suggestion was to establish a park and ride lot at the location of the former Wegmans supermarket at the foot of Main Street or in the parking lot of one of the shopping plazas along Routes 5 and 20. The level of service would have to be adequate for the needs of those shopping at Eastview Mall in order to garner ridership. The lowest level of service would probably need to involve at least a midmorning trip to Eastview with a return trip at noon or early afternoon and an early afternoon trip to the Mall with a late afternoon return trip. Parking and boarding the bus needs to be easy, fast and convenient; otherwise people will not use the service.
5. Periodically, perhaps twice a year, CATS should offer free rides to the public to points of interest or to popular destinations (such as Eastview Mall) to encourage Ontario residents who have never ridden a CATS bus to give it a try. The employer who made this suggestion intimated that there may be a stigma attached to riding CATS and that offering free rides from time to time for such purposes my help to dispel any stigma that may exist if residents who had never ridden a CATS bus were to ride one.

EDUCATIONAL INSTITUTIONS

Representatives at the following educational institutions were interviewed with regard to student transportation.

Hobart William Smith College Rob Flowers, Vice President of Student Affairs Carol Urbaitis, Vice President of Student Enrollment and Management	Desales High School Charles Evangelista, Director of Advancement and Recruitment
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Hobart William Smith

As nearly all (95%) of the 2,100 students enrolled at Hobart William Smith College reside on campus and the 5 percent who reside off campus live within two or three blocks of the College, transportation to and from classes is not a problem. It appears that few, if any, students utilize CATS service to get around in the City of Geneva or to travel to other destinations in Ontario County. The speculation is that the lack of student riders is due to the students' lack of knowledge of the routes and schedules.

The Hobart William Smith College provides a shuttle service for students in the evenings. The service is provided through a year-to-year contract with a local bus touring company. The shuttle transports students from the campus to the City's downtown business district, to Wegmans supermarket (in or near downtown) and to the Walmart store on Routes 5 and 20, a short distance west of the City. The shuttle operates on Sundays through Thursdays from 7:00 p.m. to 1:00 a.m. and on Fridays and Saturdays from 7:00 p.m. to 3:00 a.m. Students are not charged a fare to ride the shuttle; the College underwrites the full cost of the service.

The Finger Lakes Community College (FLCC) conducted an on-line transportation survey in September 2008. The survey was open to students and employees. The number of respondents totaled 248, of which 97 (39.1%) were full-time FLCC employees and 25 (10.1%) were part-time employees. Student respondents totaled 125 and comprised 50.4% of the responses. One (1) respondent identified him/herself as neither an employee or student. The largest concentration of students resided in Canandaigua followed by Geneva and Farmington.

As demographic information was not cross tabulated with the responses to substantive questions, comparisons of the responses of various cohorts is not possible. Exhibit ____ contains the complete survey results. A summary of the survey results follows.

Most respondents (82.2%) had regular access to a vehicle

Most respondents (83.3%) arrived at the campus between 7:00 a.m. and 9:00 a.m.

Departure times were spread out over a somewhat longer time period:

24.5% departed between 3:00 p.m. 4:00 p.m.

31.8% departed between 4:00 p.m. and 5:00 p.m.

21.6% departed between 5:00 p.m. and 6:00 p.m.

The most frequently cited reasons for *not* using public transit included the following:

46.1% preferred to use their own vehicle

35.5% were not aware of the bus routes

29.0% did not reside near a bus route

15.2% indicated the lack of transportation in the event of an emergency

13.8% indicted the hours of operation were not convenient

The survey further revealed that while only 25 (10.2%) of the respondents indicated that they used public transit to commute to and from the campus, 99 (46.7%) indicated that they would consider using CATS to commute to the FLCC if park-and-ride service were offered. Most such respondents further indicated that the park-and-ride lot would need to be within five (5) miles of their homes in order for them to be willing to use the service.

DeSales High School

A total of 113 students are enrolled in Desales (Catholic) High School located in the City of Geneva. Nearly all the students, except those who walk to school, are transported by the public school districts in which they reside. Public school districts are required to transport parochial school students who reside within the public school district to a parochial schools provided that the students reside within 15 miles of the parochial schools they attend.

Currently the Canandaigua Public School District transports a few Desales student who reside distances greater than 15 miles from Desales High School due to unique circumstances. One Desales student resides in an area of Gorham that is also within the Canandaigua School District and within 15 miles of Desales High School. This is the only Desales student currently residing in the Canandaigua School District that the School District is required to transport. Working together Desales High School and the parents of the other students residing in or west of Canandaigua worked out arrangements whereby the Canandaigua School District would transport Desales students from a pick-up and drop-off point at St. Mary's Church in Canandaigua. Parents are responsible for transporting their children to and from St. Mary's Church. As the Desales student residing in Gorham will soon graduate, the Canandaigua School District will no longer be required to provide transportation for the other Desales students that the School District is currently transporting. The termination of this transportation service will likely be very disruptive to the parents and students who have relied on the service for the past few years.

Suggestions for Improving CATS Service

1. CATS should work with Hobart William Smith to prepare and/or compile bus route and schedule information to distribute to new students at orientation and upperclassman at the beginning of the fall semester. Such efforts will increase student awareness of the availability of public transit service in the City of Geneva and between Geneva and other communities and may increase student ridership. The College also has the ability to

distribute such information via e-mail blasts to students. CATS may want to consider providing students with free passes good for the first week of the semester or for a limited number of rides as a means of encouraging students to become familiar with the available bus service.

2. CATS should initiate discussions with Hobart William Smith College officials to explore the possibility of working with the College to establish evening bus service that would accommodate the transportation needs of the College's students. If the service is partially subsidized by the College, it may enable CATS to significantly expand the level of public bus service in the City of Geneva.
3. CATS should initiate discussions with Desales High School officials to explore ways in which CATS may be able to fill the student transportation void that will occur when the Canandaigua School District ceases to provide transportation for Desales students residing in and west of Canandaigua.

MEDICAL AND HUMAN SERVICE PROVIDERS

A medical service providers roundtable discussion conducted on May 8, 2009 was attended by representatives of Thompson Hospital, Lakeview Mental Health, Happiness House, FLACRA, and Eastview Dialysis. Senior staff of the Ontario County Department of Social Services contributed their insights at a meeting on May 19. Representatives from the Ontario County Office for the Aging were interviewed on May 11. Additional telephone interviews were conducted with representatives of STOP-DWI and the Veterans Administration Medical Group.

F.F. Thompson Hospital, Continuing Care Center and Sands Cancer Center Mary Savastano, Director of Social Work	Happiness House Dionne Abraham, Director of Structured Day Program
Finger Lakes Addiction Counseling & Referral (FLACRA) Joan Sewert	Lakeview Mental Health
Eastview Dialysis Ethan Fogg, Community Relations Director (formerly worked in HR Department)	Ontario County STOP-DWI Dru Malvesi

Veterans Administration Medical Group Melissa Moshier, Outpatient Coordinator	
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Overall Impression of CATS

CATS bus is used frequently by patients at major hospitals. Several human service agencies buy tokens and passes for consumers in order to encourage them to be independent.

All of the medical and human service provider stakeholders were very familiar with CATS and are appreciative of the service. Several noted the “very responsive staff” and indicated that it is a “wonderful service,” especially the wheelchair and Dial-a-Ride service.

Issues/ Unmet Needs

Frail elderly and others cannot tolerate riding in CATS vehicle

When frail hospital and nursing home patients need to be transported from one facility to another, specialty transportation is needed as such patients need care that is not available on CATS vehicles. Many people in need of transportation require assistance on and/off the vehicle. For some patients, jostling during the bus ride aggravates medical conditions. Some patients require oxygen and need to be transported in ambulances.

Certain roads are more bumpy than others. Drivers and schedulers should be aware of this and factor slower driving speeds into the scheduling. Riders with medical conditions such as brain injuries cannot tolerate too much jostling.

Transportation needs cannot always be identified 24-48 hours in advance

Service providers often do not know 24-48 hours in advance that a ride will be needed, and thus are not able to schedule service using CATS Dial-a-Ride. Such situations include hospital discharges,

Long rides using Dial-a-Ride service are uncomfortable make consumers late for appointments

Some patients find that multiple stops and increased length of the trip is very difficult to endure.

Dial-a-Ride reservation system is cumbersome and sometimes unreliable

Agency staff frequently arrange for Dial-a-Ride service on behalf of their consumers. Several agency representatives commented on the need to confirm reservations via phone call; relying on

fax confirmation has not been sufficient to avoid a reservation being “lost.” A considerable amount of staff time is devoted to coordinating with CATS.

Sometimes CATS Dial-a-Ride bus will show up for a pickup even if the ride had been cancelled 24 hours in advance. When this happens, the patient is considered a “no show” and risks losing Medicaid coverage. Sometimes drivers continue to show up for cancelled rides for several weeks.

Some service providers have reported that rides scheduled through Dial-a-Ride sometimes do not arrive or arrive later than expected. When several riders are transported through Dial-a-Ride in the same vehicle, rides take longer and sometimes result in patients arriving late for appointments.

When patients miss appointments, their treatment is compromised. If patients arrive one-half hour late for a one-half hour appointment, they do not receive needed treatment; the consequence is physical decline.

Agencies and riders need more certainty that a ride will arrive within the expected time if it has been scheduled. Better communication from CATS is needed to notify staff if a ride will be late or will not arrive.

Weekend and evening service needed

Few taxi companies available for this service. Transportation is often needed on weekends or evenings, when CATS service is not available. For example, Continuing Care Center residents often need transportation home for weekend visits. Many dialysis patients are on a Tuesday/ Thursday/ Saturday schedule. Substance abuse counseling and other classes are often held in the evenings.

Without available public transportation, staff drive many consumers to these appointments. Without overnight service available, patients have had to wait in the emergency room until 9-10 am to get a ride from staff back to their community residence.

Buses do not run late enough at night to offer an alternative to drinking and driving.

Record-keeping and rider tracking need improvement

It would be helpful to know how many patients’ trips are funded by various agencies or grants (such as the funding Office for the Aging received for dialysis transportation.)

Drivers do not always respond properly to riders’ needs

While many drivers are very nice, helpful and have good relationships with the riders, driver attitudes are sometimes a problem. For example, a driver went inside the Clinic to ask people to move their cars. This was disruptive to the patients, many of whom are frail.

Medicaid reimbursement for transportation is sometimes difficult to obtain

Medical service providers are sometimes unable to obtain prior approval from Medicaid for eligible transportation costs. This occurs when rides are needed with little advance notice, or during evenings and weekends. It also occurs when dealing with Departments of Social Services from other counties for transportation within Ontario County.

Coordination with public transportation in other counties is sometimes difficult

Many consumers of medical and human service agency services travel from outside of Ontario County. WATS/CATS coordinate transfers at Port Gibson.

WATS also makes frequent trips to the Canandaigua VA, Happiness House and Eastview Dialysis. Suggestion: Use these locations more formally as hubs to coordinate inter-county transfers.

Seneca County service (STS) meets the CATS bus at the Geneva Greyhound station. No such neutral meeting spot is available for buses from Livingston County.

It is difficult to access medical facilities in Rochester.

CATS fixed routes should stop at service providers and senior housing facilities

It would help if the bus stopped at the Lakeview Mental Health facility regularly. Several other agencies are at the same location, including ARI, Job Coach and other services.

Bus drivers need to wait at Geneva General Hospital for riders to come out from the inside waiting area

At Geneva Hospital, riders wait inside the hospital. If the driver does not see anyone outside at the bus stop, they may not stop or they may not wait long enough for riders to get up and outside to the bus.

Fear/ dislike/ stigma/ lack of knowledge around public transportation

Many people are hesitant to ride the bus. Programs such as a “bus buddy” may encourage people to ride the bus and build familiarity. Better marketing is needed to encourage ridership.

The bus schedule and route map are difficult to read. More education is needed.

Lack of fixed route service in certain parts of Ontario County

Lack of service in Honeoye, Bloomfield, Canadice and other areas limit residents’ mobility.

Suggestions for Improving CATS Service

1. Standardize the process to schedule Dial-a-Ride and confirm reservations. Reduce the need to continually call to confirm rides.
2. Use the Canandaigua VA, Happiness House and Eastview Dialysis more formally as hubs to coordinate inter-county transfers.
3. Consider a shuttle from the Rochester Outpatient Clinic to the VA.
4. Consider installing rails at entrance to buses for riders who need assistance getting on and off vehicle.
5. At the Geneva Hospital stop, consider incorporating some wait time in the schedule so riders have enough time to get out to the bus from the inside waiting area.
6. Establish a regular shuttle to medical facilities in the Rochester area.
7. Consider offering free rides with assistance as a way to introduce potential riders to the system.

Civic Leaders

Phone interviews were conducted with:

- Sal Pietropaolo, Director, Canandaigua Business Improvement District
- Collette Barnard, Community Development Specialist, City of Geneva Department of Planning & Economic Development
- Barbara Walters, Director, Canandaigua Chamber of Commerce

Perception of CATS

Public transportation can help to reduce automobile congestion downtown. The Canandaigua BID and the Canandaigua Chamber of Commerce has, in the past, sponsored a free bus service (the “Spot Hop”) through the City of Canandaigua which was operated by Finger Lakes bus service. The service was discontinued because of the cost (\$30,000/ 2-3 months) and lack of sponsor.

Within downtown Geneva, people can walk where they need to go so bus service is not needed.

Issues/ Unmet Needs

Community College students need transportation to Eastview Mall and other sites.

CATS schedule makes it difficult to use the bus to get to work.

New residential development in and around Canandaigua, such as along the lakefront, by the hospital and near Wegmans, should be served with public transportation.

Many people come into Ontario County for employment. These people should have the option of using public transportation. For example, Hartman's Sausage recently opened a facility on Brickyard Road in the Town of Canandaigua. Although many of the jobs may be suitable to people who do not have cars, the plant is not on a regular bus route.

Tourists and visitors frequently request information about public transportation and need to travel to various locations within Canandaigua. The Chamber of Commerce receives inquiries several times per week regarding the availability of public transportation service.

Transportation to Rochester from Canandaigua is a need. While it is possible to take CATS to Eastview Mall and transfer to an RTS bus, a direct service to Rochester from Canandaigua would be welcome.

Bus schedules are difficult to read and understand.

In general, people are not aware that there is public transportation available to Ontario County residents. "CATS" is not listed in the phone book.

Suggestions for Improved Service

1. Develop a transit hub off Main Street to get buses off the street. Consider sites near the Courthouse, where traffic is very congested, such as County-owned space at the Depot building or the outhouse property.
2. Capitalize on the community's increasing "green" consciousness to encourage bus ridership. Try to acquire buses that run on clean fuels.
3. Consider establishing Park & Ride lots.

APPENDIX B

SELECT TURN SHEETS

Proposed Routes - Turn Lists

1 – GENEVA CITY WESTBOUND

Departing from 10 Goodman Street via:

FROM	TURN	ON	DISTANCE	TIME
Goodman	Left	Martin Luther King	---	0:00
Martin Luther King	Right	Hawkins Avenue		
Hawkins Avenue	Left	Sweeney Avenue		
Sweeney Avenue	Right	E North Street		
E North Street	Straight	W North Street		
W North Street	Right	Geneva Hospital entrance	1.4	
Geneva Hospital entrance	Loop & return	Across parking lot to 260 North St side entrance and to signal		
Geneva Hospital entrance	Straight	N Main Street		
N Main Street	Right	Lewis Street		
Lewis Street	Left	Oak Street		
Oak Street	Left	Castle Street	0.7	
Castle Street	Left	Exchange Street		
Exchange Street	Left	Baroody's parking lot to shelter and return	0.6	
Baroody's parking lot	Right	Exchange Street		
Exchange Street	Right	Seneca Street		
Seneca Street	Left	S. Main Street		
S. Main Street	Right	Park Place		
Park Place	Right	Washington Street		
Washington Street	Left	Copeland Avenue		
Copeland Avenue	Right	Hamilton St / Rtes. 5&20	1.4	
Hamilton St / Rtes. 5&20	Right	Pre-Emption Road		
Pre-Emption Road	Right	Parking lot loop and return	0.9	
Parking lot	Left	Pre-Emption Road		
Pre-Emption Road	Right	Rtes. 5&20		
Rtes. 5&20	Right	Walmart	0.9	
Total			5.9	

1 – GENEVA CITY EASTBOUND

Departing from Walmart via:

FROM	TURN	ON	DISTANCE	TIME
Walmart parking lot	Left	Rtes. 5&20	---	
Rtes. 5&20	Right	Pre Emption Road		
Pre Emption Road	Left	Pyramid Mall- loop to stores	0.8	
Pyramid Mall	Right	Rtes. 5&20		
Rtes. 5&20	Right	Town & Country Plaza – loop to stores	0.9	
T&C Plaza exit	Straight	Across to Wegman's		
Wegman's side exit	Right	Copeland Avenue		
Copeland Avenue	Right	Washington Street		
Washington Street	Left	Pulteney Street	1.0	
Pulteney Street	Right	William Street		
William Street	Left	Main Street		
Main Street	Right	Seneca Street		
Seneca Street	Left	Exchange Street		
Exchange Street	Left	Baroody's parking lot to shelter and return	0.6	
Baroody's parking lot	Right	Exchange Street		
Exchange Street	Right	Castle Street		
Castle Street	Right	Oak Street	0.6	
Oak Street	Right	Lewis Street		
Lewis Street	Left	N Main Street		
N Main Street	Straight	Geneva Hospital entrance	0.7	
Geneva Hospital entrance	Loop & return	Across parking lot to 260 North St side entrance and to signal		
Geneva Hospital entrance	Left	W North Street		
W North Street	Straight	E North Street		
E North Street	Left	Townline Road		
Townline Road	Left	Goodman Street	1.5	
Total			6.1	

2 – CANANDAIGUA CITY SOUTHBOUND

Departing from Tops Market via:

FROM	TURN	ON	DISTANCE	TIME
Tops Market parking lot	Left	North Street	---	0:00
North Street	Right	Camelot Drive		
Camelot Drive	Left	Buffalo Street		
Buffalo Street	Right	N Main Street		
N Main Street	Right	Wilcox Lane	1.6	
Wilcox Lane	Loop	Wilcox & Thompson Apts.		
Wilcox Lane	Right	N Main Street		
N Main Street	Right	West Avenue		
West Avenue	Left	S Pearl Street		
S Pearl Street	Right	Bristol Street		
Bristol Street	Left	West Street		
West Street	Left	Thompson Hospital Eyecare & Doctors Bldgs and return	2.0	
Hospital parking exit	Left	West Street		
West Street	Right	Parrish Street		
Parrish Street	Right	Quail Summit – loop and return	0.8	
Quail Summit	Left	Parrish Street		
Parrish Street	Left	80 Parrish lot – loop & return	1.2	
80 Parrish lot exit	Left	Parrish Street		
Parrish Street	Right	S. Main Street		
S. Main Street	Straight	Lakeshore Drive		
Lakeshore Drive	Left	Booth Street		
Booth Street	Right	Parkway Plaza		
Parkway Plaza	Left	Muar Road		
Muar Road	Left	Rtes. 5&20 / Eastern Blvd.		
Rtes. 5&20 / Eastern Blvd.	Right	Wegmans and Post Office	1.6	
Post Office exit	Right	Rtes. 5&20 / Eastern Blvd.		
Rtes. 5&20 / Eastern Blvd.	Right	Rte. 364		
Rte. 364	Left	Roseland Center		
Roseland Center	Right	Moran Road		
Moran Road	Left	Lakeshore Drive		
Lakeshore Drive	Right	Campus Drive to loop	1.4	
Total			8.6	

2 – CANANDAIGUA CITY NORTHBOUND

Departing from Finger Lakes Community College via:

FROM	TURN	ON	DISTANCE	TIME
Campus Drive	Right	Lakeshore Drive	---	0:00
Lakeshore Drive	Straight	Lowe's parking lot loop & return	0.5	
Lowe's parking lot	Right	Rtes. 5&20 / Eastern Blvd.		
Rtes. 5&20 / Eastern Blvd.	Right	CR 10		
CR 10	Right	Walmart – loop & return	0.6	
Walmart	Left	CR 10		
CR 10	Right	Eastern Blvd. to Frontage Road		
Frontage Road to Eastern Blvd.	Right	S. Main Street		
S. Main Street	Left	Parrish Street		
Parrish Street	Right	80 Parrish lot – loop & return	2.1	
80 Parrish lot exit	Right	Parrish Street		
Parrish Street	Right	Quail Summit – loop and return	1.2	
Quail Summit	Left	Parrish Street		
Parrish Street	Left	West Street		
West Street	Right	Thompson Hospital Eyecare & Doctors Bldgs and return	0.7	
Hospital parking exit	Right	West Street		
West Street	Right	Bristol Street		
Bristol Street	Left	S. Pearl Street		
S. Pearl Street	Right	West Avenue		
West Avenue	Left	Main Street @ Gibson	1.8	
Main Street @ Gibson	Straight	N. Main Street to Rte. 332		
Rte 332	Right	Parkside Drive		
Parkside Drive	Right	CR 28		
CR 28	Right	North Road to North Street to Tops	2.1	
Total			9.1	

APPENDIX C

SERVICE HOURS AND VEHICLE REQUIREMENTS FOR PROPOSED FIXED-ROUTE SERVICES

Proposed CATS Services: Service Span, Vehicle Requirements and Vehicle Hours

WEEKDAY										260 operating days									
Route No.	Route Name	Daily Service Hours	Buses in Service	Service Span	Daily Revenue Hours	Daily Deadhead Hours	Daily Vehicle Hours	Annual Vehicle Hours	Annual Vehicle Hours										
1	Geneva	6:30 am - 7:30 pm	2	13.0	26.0	2.0	28.0	7,280	7,280										
2	Canandaigua	6:30 am - 7:30 pm	2	13.0	26.0	2.0	28.0	7,280	7,280										
3	Farmington-Victor	5:30 am - 7:30 pm	2	14.0	28.0	2.0	30.0	7,800	7,800										
4	Route 5&20	6:30 am - 6:30 pm	2	12.0	24.0	1.5	25.5	6,630	6,630										
5	Route 96	6:30 am - 6:30 pm	2	12.0	24.0	2.0	26.0	6,760	6,760										
5X	Geneva - Victor Express	peak only	1	6.0	6.0	1.0	7.0	1,820	1,820										
6	Naples/Bristol	6:30 am - 6:30 pm	1	12.0	12.0	1.0	13.0	3,380	3,380										
7	Bloomfield/Canadice	6:30 am - 6:30 pm	1	12.0	12.0	1.0	13.0	3,380	3,380										
			13	158.0		12.5	170.5	44,330	44,330										

SATURDAY										52 operating days									
Route No.	Route Name	Daily Service Hours	Buses in Service	Service Span	Daily Revenue Hours	Daily Deadhead Hours	Daily Vehicle Hours	Annual Vehicle Hours	Annual Vehicle Hours										
1	Geneva	8:30 am - 7:30 pm	1	11.0	11.0	1.0	12.0	624	624										
2	Canandaigua	8:30 am - 7:30 pm	2	11.0	22.0	2.0	24.0	1,248	1,248										
3	Farmington-Victor	8:30 am - 6:30 pm	1	10.0	10.0	1.0	11.0	572	572										
4	Route 5 and 20	8:30 am - 6:30 pm	1	10.0	10.0	0.7	10.7	556	556										
5	Route 96	8:30 am - 6:30 pm	1	10.0	10.0	0.7	10.7	556	556										
Naples/Bristol																			
6/7	Bloomfield/Canadice	8:30 am - 6:30 pm	1	10.0	10.0	1.0	11.0	572	572										
			7	73.0		6.4	79.4	4,129	4,129										

SUNDAY										52 operating days									
Route No.	Route Name	Daily Service Hours	Buses in Service	Service Span	Daily Revenue Hours	Daily Deadhead Hours	Daily Vehicle Hours	Annual Vehicle Hours	Annual Vehicle Hours										
1	Geneva	8:30 am - 6:30 pm	1	10.0	10.0	1.0	11.0	572	572										
2	Canandaigua	8:30 am - 6:30 pm	1	10.0	10.0	1.0	11.0	572	572										
3	Farmington-Victor	9:30 am - 6:30 pm	1	9.0	9.0	1.0	10.0	520	520										
4	Route 5 and 20	9:30 am - 6:30 pm	1	9.0	9.0	0.7	9.7	504	504										
5	Route 96	9:30 am - 6:30 pm	1	9.0	9.0	1.0	10.0	520	520										
			5	47.0		4.7	51.7	2,688	2,688										

Total 51,147 annual

