

Rochester Area Vanpool Feasibility Study

Scope of Work

A. Objective

The objective of this project is to determine the feasibility of a vanpool program capable of linking commuters to major destinations in the Rochester Transportation Management Area.

B. Background

The Rochester Genesee Regional Transportation Authority (RGRTA) serves many customers who wish to travel to diverse locations over a seven (7) county region. In the past, when regional employment, medical facilities and retail areas centered on the Rochester CBD, the task of getting customers to their desired destinations was much simpler. Now that multiple employment, medical facilities and retail centers exist throughout the region, the task has become much more challenging with traditional fixed route bus service.

In order to fully respond to the changing and expanding destinations within the region, RGRTA believes the addition of a vanpool program may be one solution to serving some of these travel needs. Accordingly, RGRTA desires to engage the services of a firm that is knowledgeable and experienced with vanpool programs in order to assess the feasibility of this mode of transportation for the RGRTA Service Area.

C. Tasks

Initial tasks shall include:

1. Establish a Steering Committee made up of representatives from GTC, Monroe County, City of Rochester, and major employers such as the U of R.
2. Conduct two (2) public outreach meetings, one at the beginning of the study and one upon completion
3. Assess the study area's physical, corporate, and socioeconomic conditions relevant to a vanpool program.
4. Develop a projection of vanpool utilization in the Rochester TMA with a five-year horizon.
5. Review, identify, and classify alternative operating models applicable to the five-year projection.

Provided that the analysis indicates that vanpooling is a feasible transportation alternative for the Rochester region, the study shall also address the following tasks:

6. Determine a preferred operating model.
7. Develop a plan for the preferred operating model, including the identification of metrics for measuring the performance of the proposed program.

D. Products

The following products in both electronic and photocopy-ready versions shall be generated from the study:

- Draft Report (20 copies)
- Final Report (20 copies)
- Executive Summary (20 copies)
- PowerPoint Presentation (1 copy)

E. Public Participation Plan

In addition to the Steering Committee that will provide valuable input during the duration of the study effort, RGRTA will conduct two (2) public outreach meetings, one at the beginning of the study and one upon completion

F. Schedule

- Initiate consultant selection - June 2014
- Project initiation meeting - Sept. 2014
- Final Report completed - March 2015

G. Project Budget

Sources of Funds		Uses of Funds	
	<u>FY 2014-15</u>		<u>FY 2014-15</u>
<u>Federal Funds</u>		<u>GTC</u>	
FHWA	\$0	Staff	\$0
FTA	82,200	Contractual	0
Subtotal	<u>\$82,200</u>	Subtotal	<u>\$0</u>
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$0	Staff	\$0
Local (In-kind)	9,133	Contractual	82,200
Local (Cash)	0	In-kind Exp.	9,133
Subtotal	<u>\$9,133</u>	Subtotal	<u>\$91,333</u>
<u>Total</u>	<u>\$91,333</u>	<u>Total</u>	<u>\$91,333</u>