

# **RGRTA Regional Rural On-Demand Service Study**

## **Scope of Work**

### **A. Objective**

The RGRTA Regional Rural On-Demand Service Study will identify areas within its rural counties where on-demand, technology driven point-to-point transit service would provide a viable mobility option for residents of those communities. It will also identify if existing transit services (if any) should be replaced by on-demand service. Examples of currently provided services in some of the study areas are local and county-wide demand response (dial-a-ride), local deviated routes (serving one city or village per each round trip), and county-wide deviated routes (serving multiple areas per round trip).

### **B. Background**

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

In 2021, RGRTA relaunched its transit service in Monroe County, NY and the City of Rochester, NY, as a combination of traditional fixed route service and technology driven on-demand service. Due to the interest in (and success of) this new service offering, RGRTA would like to start implementing this type of service in the rural areas that comprise the Authority.

In each regional operation, various types of transit service are currently available to customers, primarily route deviation and demand response (dial-a-ride). As RGRTA desires to add and improve service, expand mobility, and create efficiencies, it has been decided to study the feasibility of technology driven, on-demand transit service within its rural service area.

### **C. Tasks**

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

2. An RFP will be created and advertised publicly. Select members of the Project Advisory Committee will review the submissions and engage the services of a consultant with expertise in transit planning.
3. The chosen consultant will convene an initial meeting to clarify roles, responsibilities, expectations (scope of work), deliverables, and project schedule between the consultant, project sponsor, and the Project Advisory Committee.
4. The consultant will conduct a comprehensive analysis of the current transit service offerings in each regional municipality within the Authority, and obtain a current-state overview of efficiency, accessibility to transit service, needs being met in each community by the current service, and unmet needs in each community.
  - a. Assess available ridership data and current schedules
  - b. Survey internal customers (such as operators), and external customers (local community stakeholders) to consider transit ideas, needs or desires
  - c. Evaluate current and potential community and business partnerships
  - d. Assess future demographic and land use trends in each municipality, and how that will affect the Authority's transit service.
5. The consultant will provide recommendations for each municipality within the Authority on how transit service should be delivered in that community.
  - a. If the current state service is sufficient and should be retained or expanded, that should be noted.
  - b. If the current state service should be changed from its current state into on-demand service, then a proposed service profile (revenue hours per day, service span, days of service, vehicle type, service zone/area) should be provided.
  - c. If there is a municipality within the service area that does not have transit service at all, but would benefit from on-demand service, then a proposed service profile (revenue hours per day, service span, days of service, vehicle type, service zone/area) should be provided.
6. The consultant will provide a separate recommendation, based on findings within this study (data, community and employee input), on whether all dial-a-ride service within the Authority's rural counties should be suspended, and replaced by on-demand service.
7. The consultant will develop and draft a Final Report including narrative, graphics, analysis, and other content describing the study process and conclusions. The Final Report should include implementation plans for each municipality, per Task 5, dependent on service recommendations.

## D. Products

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

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

## E. Public Participation Plan

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

## F. Schedule

Task	Timeline
Scope of Work Approval	May 2022
Release of RFP	June 2022
Select Vendor and Receive Board Approval	August 2022
Begin Study Period	October 2022
Comprehensive Inventory and Analysis Complete	February 2023
Preferred Alternatives Selected	May 2023
Draft Final Report Received	June 2023
Study Completed	August 2023

**G. Project Budget**

Sources of Funds		Uses of Funds	
	<u>FY 2021-22</u>		<u>FY 2021-22</u>
<u>Federal Funds</u>		<u>GTC</u>	
FHWA	\$100,000	Staff	\$0
FTA	<u>0</u>	Contractual	<u>0</u>
Subtotal	\$0	Subtotal	\$0
<u>Matching</u>		<u>Other Agency</u>	
<u>Funds</u>		Staff	\$0
State (In-kind)	\$0	Contractual	\$100,000
Local (In-kind)	\$11,112	In-kind Exp.	<u>\$11,112</u>
Local (Cash)	<u>0</u>	Subtotal	\$0
Subtotal	\$11,112		
<u>Total</u>	<u>\$111,112</u>	<u>Total</u>	<u>\$111,112</u>