

RTS Origin & Destination Study

Scope of Work

A. Objective

The Regional Transit Service (RTS) Origin & Destination Study will perform a comprehensive rider origin and destination (O&D) survey to properly assess the travel behavior of transit riders and the effectiveness of links created by the recent redesign of fixed routes and creation of on-demand zones. An O&D survey will be an important strategic planning tool for RTS. The data collected will also provide insights into the transit market and the travel behavior of various rider demographics. The survey specifically determines where certain riders are coming from, where they are going, why they are traveling, and when their trips occur. This information will then be used to make service adjustments to better and more efficiently serve the community.

B. Background

The RTS route network has evolved over time with many of the core urban routes starting as a simple reflection of the former streetcar system. Over time, as the Rochester region's inner-ring suburbs developed, the core routes were extended out to serve these growing bedroom communities.

Over time, the routes have seen various adjustments and realignments due to a variety of reasons including customer demand, changing demographics, the addition of new trip generators and loss of trip generators.

Finally, the implementation of Reimagine RTS in May 2021 represented a systematic change of the RTS-Monroe system and was based, in part, on an O&D study conducted in 2017. Now that Reimagine service has been in place for over two years it is important for RTS staff to review and optimize existing service in response to any new conditions or travel patterns.

C. Tasks

1. The consultant team will be guided by a Project Advisory Committee, which shall include but are not limited to, 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 survey. The committee will review and comment on proposed survey methodology 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 spatial and temporal survey of current riders of the RTS-Monroe fixed route transit service.
 - a. Determine linked trip origin location
 - b. Determine mode used between origin location and location of public transit boarding
 - c. Determine location of public transit boarding
 - d. Determine service used for each unlinked trip within the complete trip
 - e. Determine location of public transit alighting
 - f. Determine mode used between location of public transit alighting and destination location
 - g. Determine linked trip destination location
 - h. Determine a reason for travel
 - i. Record the time of day and week of travel
5. The consultant will tabulate and analyze data to:
 - a. Determine gaps in existing service
 - b. Identify desired unserved origins and destinations
6. The consultant will develop and draft a Final Report including narrative, graphics, analysis, and other content describing the study process and conclusions.

D. Products

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

- Draft Origin & Destination Survey Report (for project committee review/comment)
- Final Origin & Destination Survey Report
- Executive Summary of final report
- PowerPoint Presentation summarizing the findings and recommendations
- Datasets and survey materials

Non-data/survey deliverables should be delivered electronically in .pdf file format.

E. Public Participation Plan

This task is classified as a Technical/Data Collection effort as it is intended to assess rider behavior directly and, therefore, does not have a specific public participation requirement. However, there is a default expectation to engage the riding public through in-person survey to gain an understanding of travel needs from the rider's perspective. Feedback collected from customers will be used in conjunction with other feedback from external stakeholders to determine future service changes.

F. Schedule

Task	Timeline
Scope of Work Approval	April 2023
Release of RFP	May 2023
Select Consultant and Receive Board Approval	July/August 2023
Begin Study Period	September 2023
Comprehensive Survey Complete	December 2024
Draft Final Report Received	February 2024
Study Completed	March 2024

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	\$0	Staff	\$0
FTA	\$238,500	Contractual	\$0
Subtotal	\$238,500	Subtotal	\$0
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$0	Staff	\$0
Local (In-kind)	\$0	Contractual	\$265,000
Local (Cash)	\$26,500	In-kind Exp.	\$0
Subtotal	\$265,000	Subtotal	\$0
<u>Total</u>	<u>\$265,000</u>	<u>Total</u>	<u>\$265,000</u>