

# **Mobility Management Implementation Study**

## **Scope of Work**

### **A. Objective**

RTS is interested in developing a mobility management program for the greater Rochester region. The number of transportation options in the region is continuously increasing. Although having many options offers greater flexibility to customers, often people are unaware of all of the options out there and unable to easily identify the best fit for their distinct needs. It is envisioned that a mobility management program would allow for a call center, website, mobile phone application or other solution for customers to utilize to identify and evaluate all transportation options available to them. In recent years, there have been numerous conversations concerning what, if any, role the Authority should play in the establishment and management of such a program. In order to better evaluate the decision RGRTA desires to perform a study that will identify what resources are necessary to implement and maintain the program.

After the study is complete, RTS will internally develop a project to take the recommendations of this study and implement them to help provide alternate mobility options to current customers (Fixed Route and Paratransit) that may fall outside the Fixed Network after the Reimagine RTS redesign project is implemented.

### **B. Background**

Transportation options have evolved over the years, however, until very recently RTS has only offered the same Fixed Route and Paratransit options. Two new additions are RTS branded Van Pool program and a partnership with the bike share provider Zagster (now named Pace). RTS is responding to the evolving transportation options through the evaluation and redesign of service to match community and customer needs. However, specific transit corridors have experienced a greater than normal pressure for higher frequency service offerings. The impetus for this demand occurs between areas of concentrated employment and dense residential and commercial locations. RTS has reacted to the best of its ability by increasing frequency along specific corridors (examples: Hudson, Dewey and Henrietta), however, resources may be more efficiently deployed by understanding the right level of frequency and by identifying other opportunities to deploy similar type of service.

This increased frequency on our main corridors will result in removing coverage from the more rural, less traveled routes. Hence, the study will be sensitive to a variety of factors and issues that impact current customers, future customers and the effective and efficient provision of services. Special consideration will be given to the needs of people with disabilities, the elderly population, pedestrian access, and bicyclists.

The study will also be sensitive to the varying degrees of population density, socioeconomic status, geographic access to existing public transit routes and major trip generators such as major employers, healthcare providers, colleges/universities and shopping centers.

### **C. Tasks**

1. Establish an internal project advisory committee and hold an initiation meeting.
2. Make a recommendation for the need of a mobility management program in our community and RGRTA's role or level of involvement.
3. Identify all the viable and appropriate transportation options that should be considered as part of the list of options to be managed through the mobility program.
4. List all major transportation providers in the region and the services available by each
5. Outline the resources required to establish a mobility management system for Monroe County that could incorporate the following counties into the overall mobility management system either collectively or individually: Genesee, Livingston, Orleans, Ontario, Seneca, Wayne and Wyoming.
6. Provide an overview of technologies available/required for the program's success, including any data integration needs.
7. Additionally, the study will detail alternative structures for a program (ie. housed at RGRTA, outside not for profit or alternative approaches), considering the needs including staffing, technology and other costs for operation of the system. The report should also consider potential challenges and risks associated with the establishment of the system. Based on this report, RGRTA will evaluate which solution is most advantageous and whether it is feasible and sustainable to implement
8. Develop and complete a customer survey.

### **D. Products**

1. A draft report (1 hard copy, 1 electronic copy)
2. A final report (1 hard copy, 1 electronic copy)
3. An executive summary (including a photocopy-ready executive summary of the project report and its findings for purposes of GTC Planning Committee and Board agenda item transmittal) (1 hard copy, 1 electronic copy)
4. Data and graphic maps of the study area (in electronic format)
5. Customer Survey (English and Spanish)

### **E. Public Participation Plan\***

1. Develop and complete a customer survey in English and Spanish.

*\*Note: UPWP-funded projects such as this one that are classified as "Technical/Data Collection" do not require public input.*

### **F. Schedule**

1. Scope of work approved – May 2018
2. Release RFP – June 2018

3. Proposals Due – August 2018
4. Contract Awarded – November 2018
5. Project Initiation meeting – December 2018
6. Collect/analyze data – January-May 2019
7. Alternatives Documented – May-June 2019
8. Mobility Recommendations Selected – July-August 2019
9. Draft Report Prepared Considering Mobility Management Best Practices, Coordination with Stakeholder and Evaluation of Urban vs. Rural Needs – September 2019
10. Final report completed – October-November 2019

**G. Project Budget**

Sources of Funds		Uses of Funds	
	<u>FY 2018-19</u>		<u>FY 2018-19</u>
<u>Federal Funds</u>		<u>GTC</u>	
FHWA	\$0	Staff	\$0
FTA	\$135,578	Contractual	0
Subtotal	\$135,578	Subtotal	\$0
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$0	Staff	\$0
Local (In-kind)	\$0	Contractual	\$150,642
Local (Cash)	\$15,064	In-kind Exp.	\$0
Subtotal	\$15,064	Subtotal	\$150,642
<u>Total</u>	<u>\$150,642</u>	<u>Total</u>	<u>\$150,642</u>