

Greater Rochester Transportation Management Association Feasibility Study

Scope of Work

A. Objective

To explore the feasibility of establishing a Transportation Management Association (TMA) for the Rochester Metropolitan Planning Area (MPA).

B. Background

This study is intended to explore the feasibility of establishing a TMA in the region. The TMA would be intended to identify and provide mobility options for people to connect to employment opportunities where and when public transportation is not practical. Per the TDM Encyclopedia published by the Victoria Transport Policy Institute, typically, TMAs are non-profit, member-controlled organizations that provide transportation services in a particular area, such as a commercial district, mall, medical center or industrial park. They are generally public-private partnerships, consisting primarily of area businesses with local government support.

As a result of discussions among members of the Rochester-Monroe Anti-Poverty Initiative's Transportation Subgroup (RMAPI), there is a desire to explore the feasibility of using a TMA to focus on mobility in areas where or at times when public transportation is not practical. In particular, overcoming transportation as a barrier to obtaining and retaining gainful employment would be a primary objective. The project will focus on the Rochester Metropolitan Planning Area (MPA), representing the most significant share of the region's population and employers.

On June 27, 2019, the RGRTA Board of Commissioners approved a plan to overhaul public transportation service in Monroe County. The new service structure will go into effect on June 29, 2020. While RGRTA's consultants and management team were cognizant of the locations of jobs when redesigning routes, it is not feasible for public transportation to serve all jobs at all times. Additionally, the plan has identified ten Connection Hubs throughout the service area. A Connection Hub is a designated point in the transit system where customers may transfer between multiple RTS routes or make the connection between the RTS fixed route system and other modes of transportation in order to get to their final destinations. Some of these other modes may include vanpools, microtransit, Personal Mobility on Demand (PMoD), bike shares, etc. Therefore, this effort will focus on providing transportation service that is complementary to the public transportation service.

The TMA would be intended to identify and provide mobility options for people to connect to employment opportunities where and when public transportation is not practical. It is intended that such travel options would be complementary to existing

transportation choices. In many cases, there could be options for first mile, last mile connections that effectively extend the reach of existing transportation options.

This study will engage the business community as a key stakeholder in the design of the structure of the TMA and implementation of the recommendations.

C. Tasks

1. Form steering committee consisting of relevant stakeholders, such as:
 - the RMAPI Transportation Sub-Group;
 - the Greater Rochester Chamber of Commerce;
 - the Greater Rochester Enterprise;
 - workforce development agencies; and
 - Finger Lakes REDC; and
 - RGRTA.
2. Develop and issue RFP.
3. Engage a consultant.
4. Determine the feasibility of a TMA within the Rochester MPA.
 - a. Assess the MPA's needs for a TMA.
 - i. Collect and analyze preliminary data on area development conditions and transportation problems from constituent transportation planning departments, as well as the issues perceived by those who experience transportation problems, such as employees, employers, business leaders and other groups.
 - ii. Create consensus among stakeholders on the issues trying to be solved.
 - iii. Investigate services and products a TMA could provide which are not currently being provided or not being provided cost effectively.
 - iv. Define a service area boundary.
5. Review and identify various operating models for a TMA.
 - a. Develop preliminary work plans of TMA services, activities and benefits.
 - b. Create consensus among stakeholders on a set of viable alternatives.
6. Recommend a TMA structure suitable for the region.
 - a. Select a preferred viable operational solution.
 - b. Develop a preliminary financial plan, i.e., funding sources, budget and cash flow projections.
 - c. Develop a preliminary plan for monitoring and evaluation.

7. Produce a final report.

D. Products

1. Steering Committee meeting agenda, materials, and summaries.
2. Key findings from stakeholder engagement efforts such as surveys, focus groups, interviews, etc.
3. Summary of key features of various TMA structures and features that were considered.
4. Documentation of the feasibility assessment process for a TMA within the Rochester MPA.
5. Documentation of the structure and features of the recommended TMA, if any.
6. Business plan for implementation of the recommended TMA, if any, including:
 - a. Start-up costs;
 - b. On-going operating costs such as staffing, marketing, outreach, incentives, vehicle capital or contractual expenses, etc.;
 - c. Estimated revenue and expenses at the end of years 1, 3, and 5;
 - d. Recommended structure such as a stand-alone, private not-for-profit or a new service within an existing organization;
 - e. Sources of funding to support the start-up and on-going operations of a TMA.
7. Executive Summary documenting the process and findings of the Study.

E. Public Participation Plan

This task is classified as a Technical/Data Collection effort as it is intended to assess the feasibility of a TMA and, therefore, does not have a specific public participation requirement. However, there is an expectation to engage the business community through techniques such as survey, focus groups, presentation, etc. to gain an understanding of needs and opportunities from their perspective.

F. Schedule

This task is expected to progress relatively quickly to try to coordinate any recommendations with the launch of the RTS Monroe system overhaul on June 29, 2020. An RFP is anticipated to be released by September 1, 2019 and project closeout is expected to be presented to the GTC Planning Committee in May of 2020.

G. Project Budget

| Sources of Funds | | Uses of Funds | |
|-----------------------|-------------------|---------------------|-------------------|
| | <u>FY 2019-20</u> | | <u>FY 2019-20</u> |
| <u>Federal Funds</u> | | <u>GTC</u> | |
| FHWA | \$79,690 | Staff | \$4,690 |
| FTA | 0 | Contractual | 75,000 |
| Subtotal | <u>\$79,690</u> | Subtotal | <u>\$79,690</u> |
| <u>Matching Funds</u> | | <u>Other Agency</u> | |
| State (In-kind) | \$0 | Staff | \$0 |
| Local (In-kind) | 0 | Contractual | 0 |
| Local (Cash) | 0 | In-kind Exp. | 0 |
| Subtotal | <u>\$0</u> | Subtotal | <u>\$0</u> |
| <u>Total</u> | <u>\$79,600</u> | <u>Total</u> | <u>\$79,690</u> |