



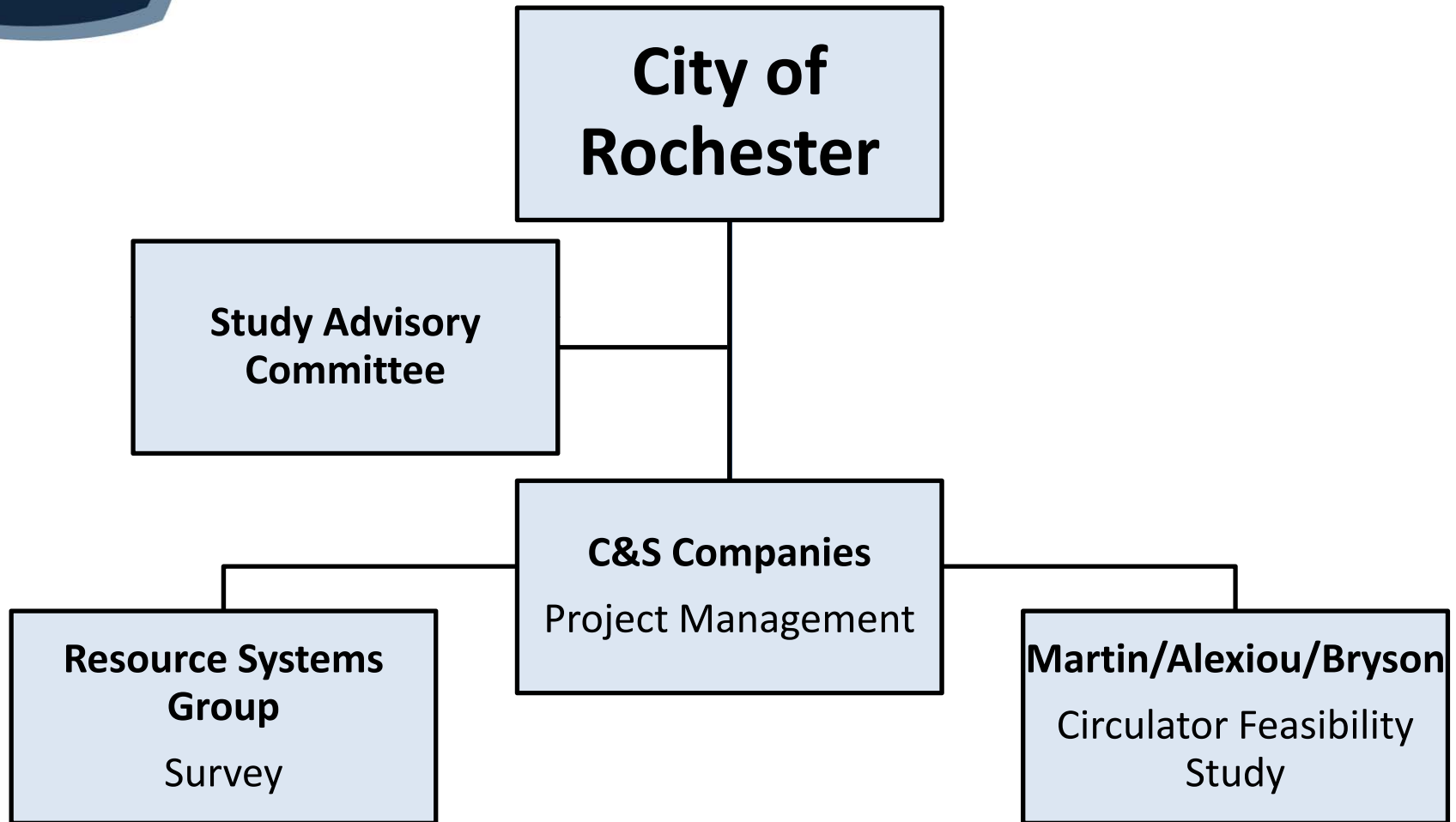
City of Rochester



Downtown Commuting and Circulator Study



Study Team





Project Background

- Comprehensive Downtown Parking Study (2008)
 - Overall adequate parking
 - Areas of underused parking or excess demand
 - Concept of circulator transit system
- Center City Circulator Study (2010)
 - Sustainability goals – maximize use of existing parking
 - Transportation alternative for employees and visitors





Study Purpose

- Changes in parking from 2008 Study
- Survey – parking/commuting preferences
- Circulator transit service best practices
- Circulator transit service feasibility study
 - linking parking and Downtown destinations
- Recommendations
 - commuting, circulation and parking





Study Schedule

- March 2010
 - Survey of Downtown Employees
 - 1st Public Meeting
- May 2010
 - Workforce Transportation Survey Report
 - Best Practices Report
- 2011
 - Circulator Feasibility Study Report (January)
 - 2nd Public Meeting (March)
 - Final Report/Recommendations (April)





Changes in parking

- Loss of Supply - ~2,200 spaces since 2007
 - ESL Headquarters
 - Eastman Theatre Expansion
 - Monroe County Crime Lab
 - 116 W Main
 - Midtown Garage
 - Downtown Transit Center
- Increase in Demand
 - Midtown/PAETEC
 - MCC Campus
 - Relocated businesses





Downtown Employee Survey

- Web-based survey: March 8-29, 2010
- Number of responses: 4,213
- Findings:
 - 87% drive alone/5% carpool/4% bus
 - 78% pay for part/all parking fees
 - 28% are satisfied with current commute/parking
 - 50% unwilling to use alternatives to drive alone/park
- Development mode choice model





Best Practices

- Systems are fare-free
- Frequent service: less than 10 min headways
- Most operate at least 7am to 6 pm
- Unique vehicle: branding or type
- Operated by local transit authority
- Strong local champion
- Dedicated funding





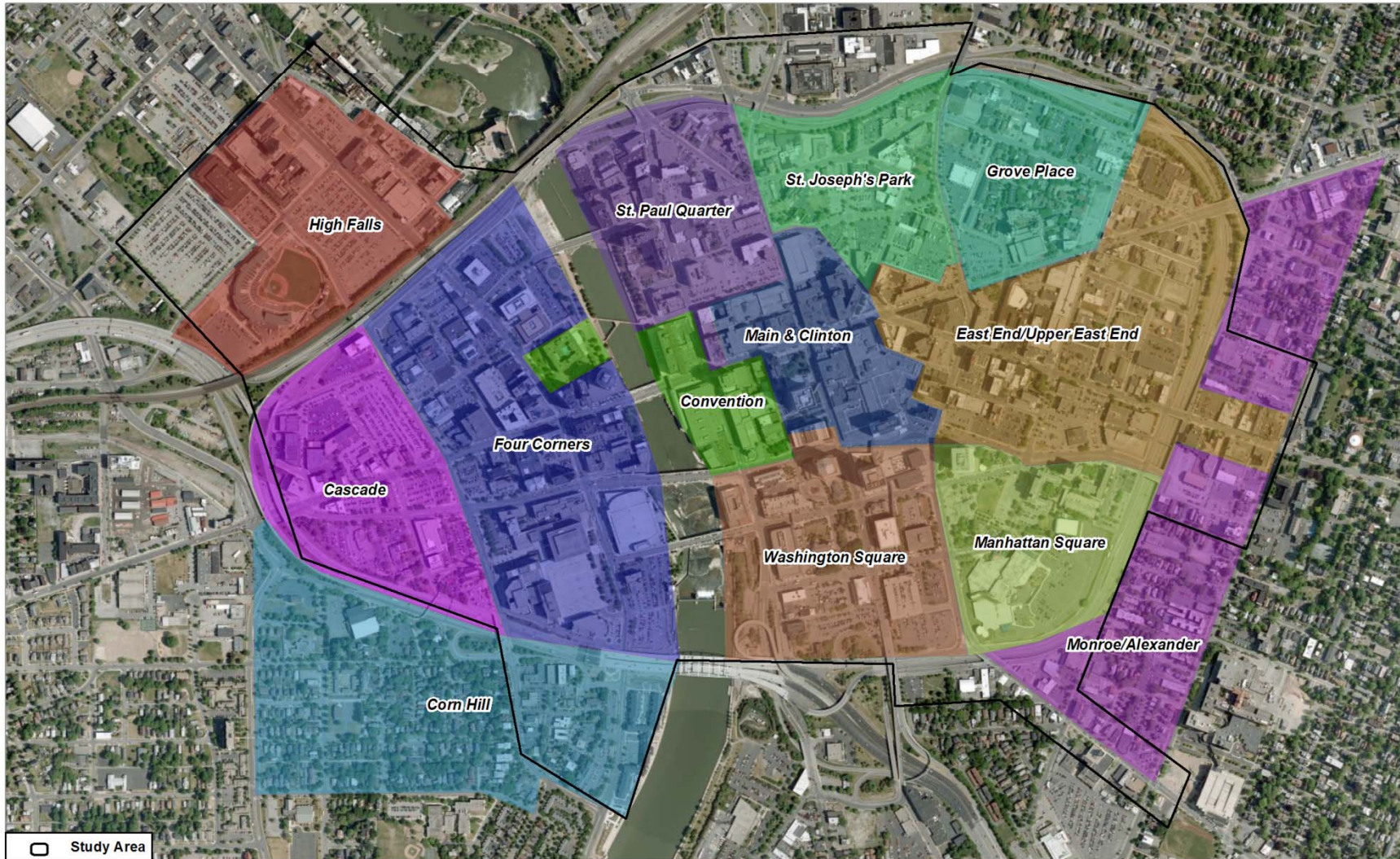
Circulator Feasibility Study

- Study Area
- Goals
- Alternative development
- Evaluation





Circulator Study Area



Study Area and Districts

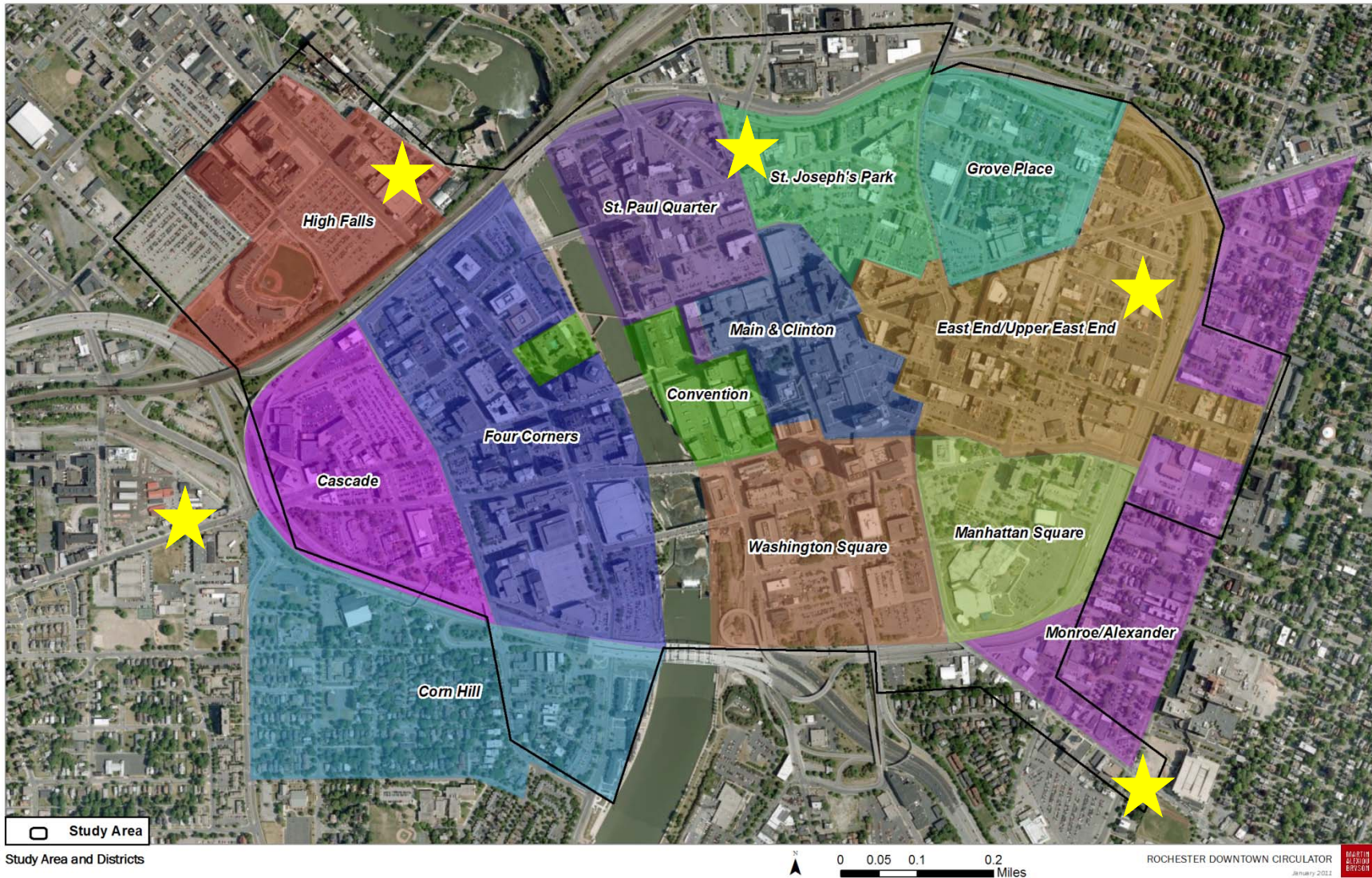
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ROCHESTER DOWNTOWN CIRCULATOR
January 2022

MARTIN
BLERND
BROOKLYN



Potential Remote Parking





Circulator Service Goals

- Hi-frequency peak period parking service
 - 6:30-9:30 AM
 - 3:30-6:30 PM
- Moderate frequency CBD daytime service
 - 9:30 AM - 3:30 PM
- Evening entertainment/night life service
 - 6:30 PM - 2:30 AM





Circulator Service Characteristics

- Fare-free
- Full-sized, uniquely branded buses
- Alignment and service quality could lay groundwork for future fixed-guideway service



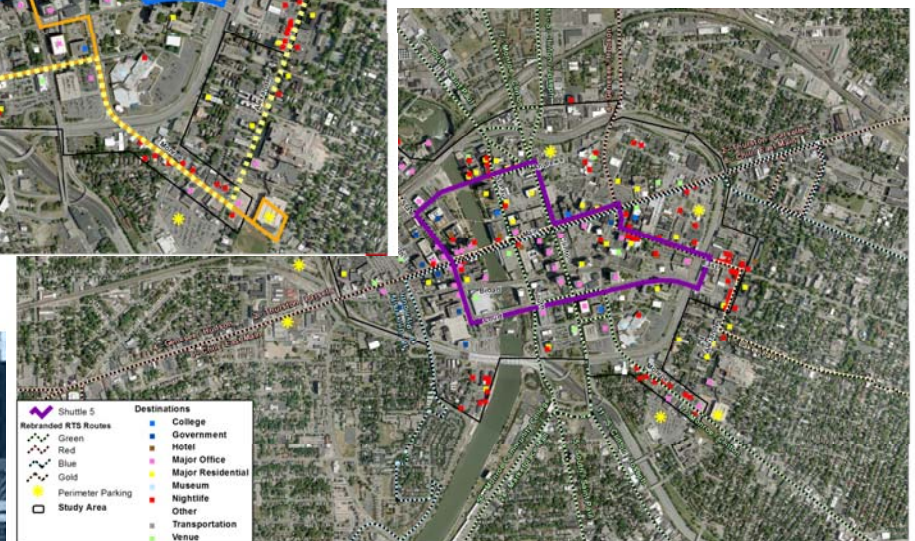
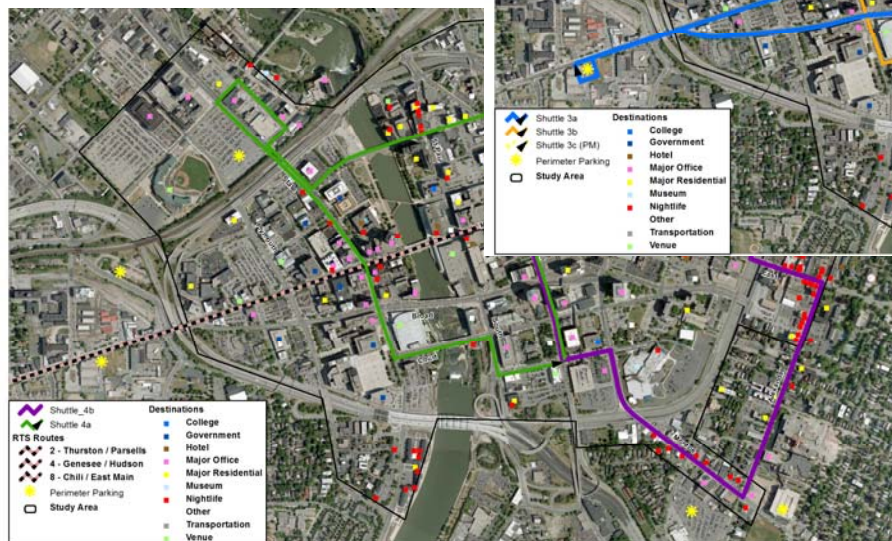
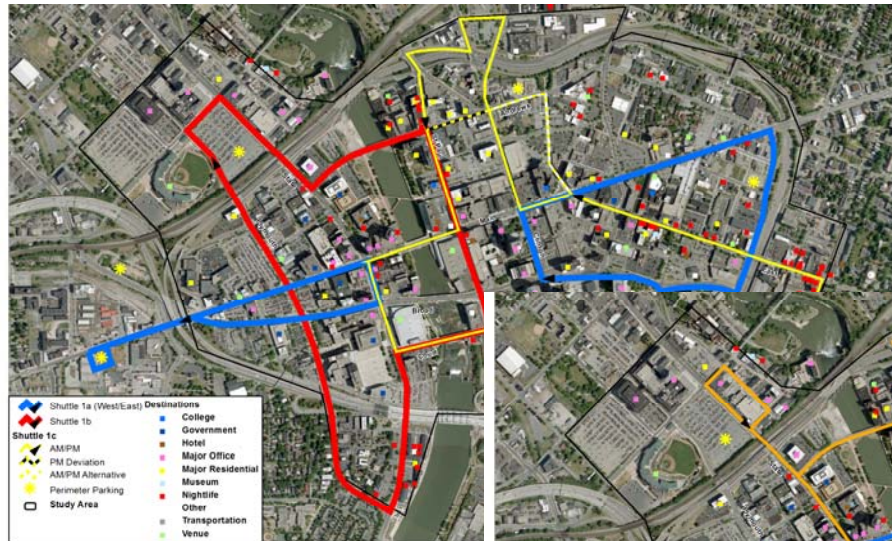


Well-Branded, Modern Buses



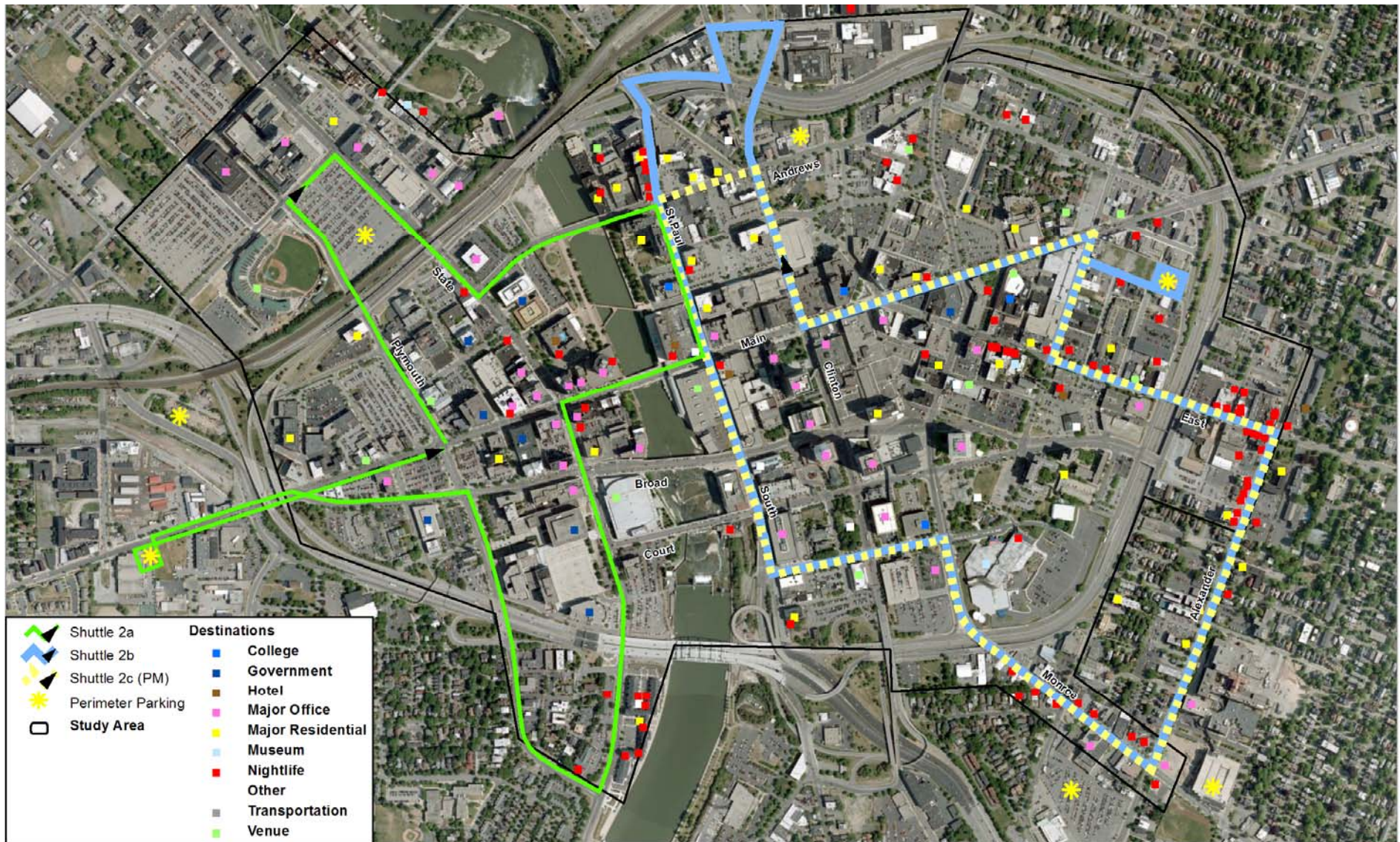


Evaluated Five Options





Circulator Option 2





Circulator Option 2 Details

Overview	Option 2
Number of Buses/Routes	4/2
Daytime Headway	10-11 min
Evening Headway	17 min
Coverage	100%
Commuter Service	Good
Visitor Service	Good
Approximate Operating Cost	\$2M
Approximate Bus Cost	\$1.75-2.5M

Pros

- Excellent coverage
 - Potential perimeter parking served all day, though less direct to downtown core
 - All key destinations and districts are served
- Easy for visitors to comprehend

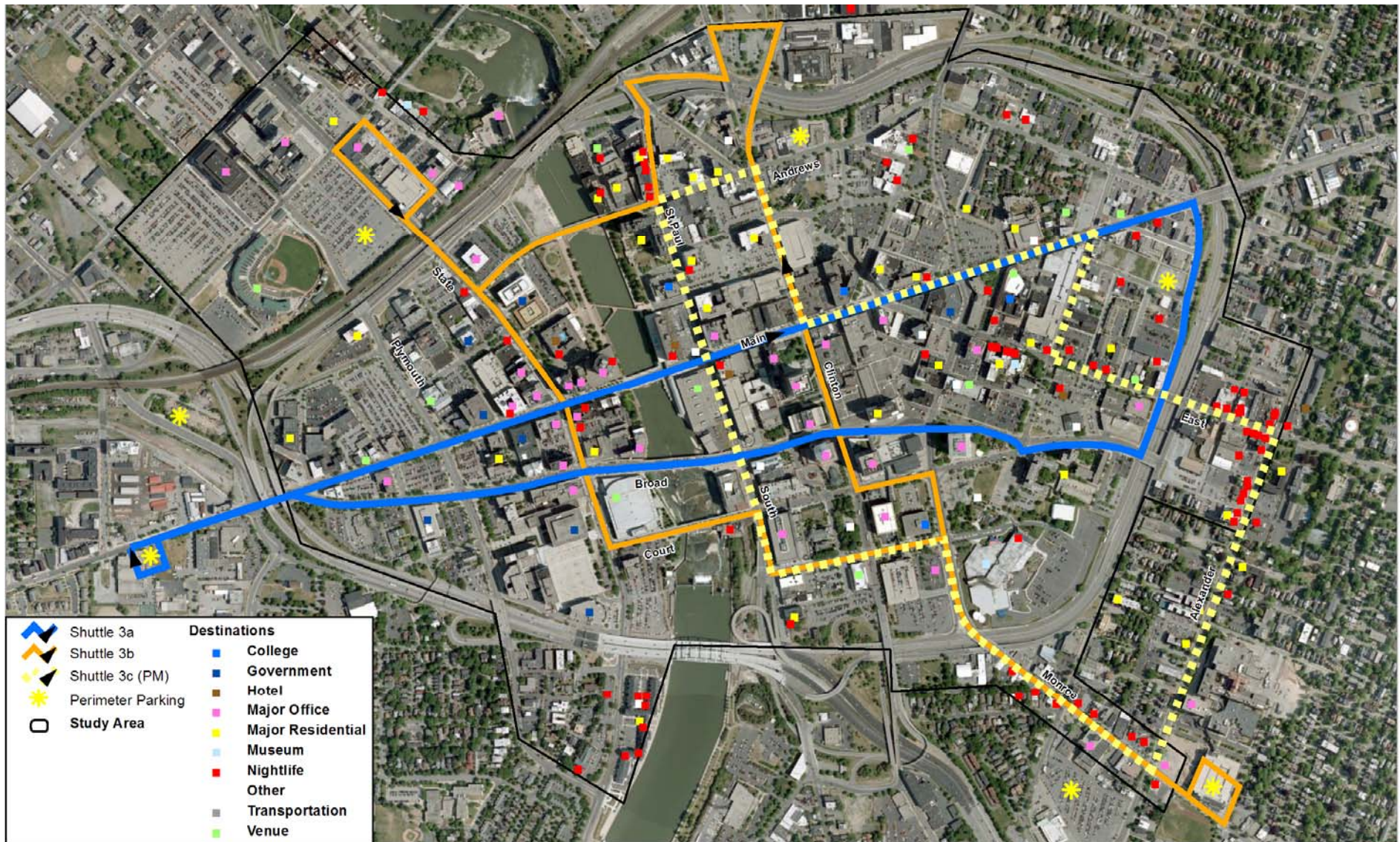
Cons

- East-west travel is difficult (less direct)
- Loop-type routes can lengthen travel times





Circulator Option 3





Circulator Option 3 Details

Overview	Option 3
Number of Buses/Routes	4/3
Daytime Headway	10-12 min
Evening Headway	17 min
Coverage	94%
Commuter Service	Excellent
Visitor Service	Good
Approximate Operating Cost	\$2M
Approximate Bus Cost	\$1.75-2.5M

Pros

- Very Good coverage
 - Potential perimeter parking served fairly directly and frequently (every 10 minutes)
- Daytime service is easiest for all users
 - Linear nature - dense coverage; more stops

Cons

- Different evening route could be confusing
- Slightly longer routes





Comparison of Alternatives

	Option 2	Option 3
Number of Buses/Routes	4/2	4/3
Daytime Headway	10-11 min	10-11 min
Evening Headway	17 min	17 min
Coverage	100%	94%
Commuter Service	Good	Excellent
Visitor Service	Good	Good
Approximate Operating Cost	\$2M	\$2M
Approximate Bus Cost	\$1.75-2.5M	\$1.75-2.5M





Circulator Impact on Parking

- Circulator use more sensitive to cost than travel time
- Free/inexpensive remote parking
 - Increase demand for remote parking
 - Decrease revenue for CBD parking
- CBD parking rates will likely need to increase to keep parking revenues neutral





Funding Options

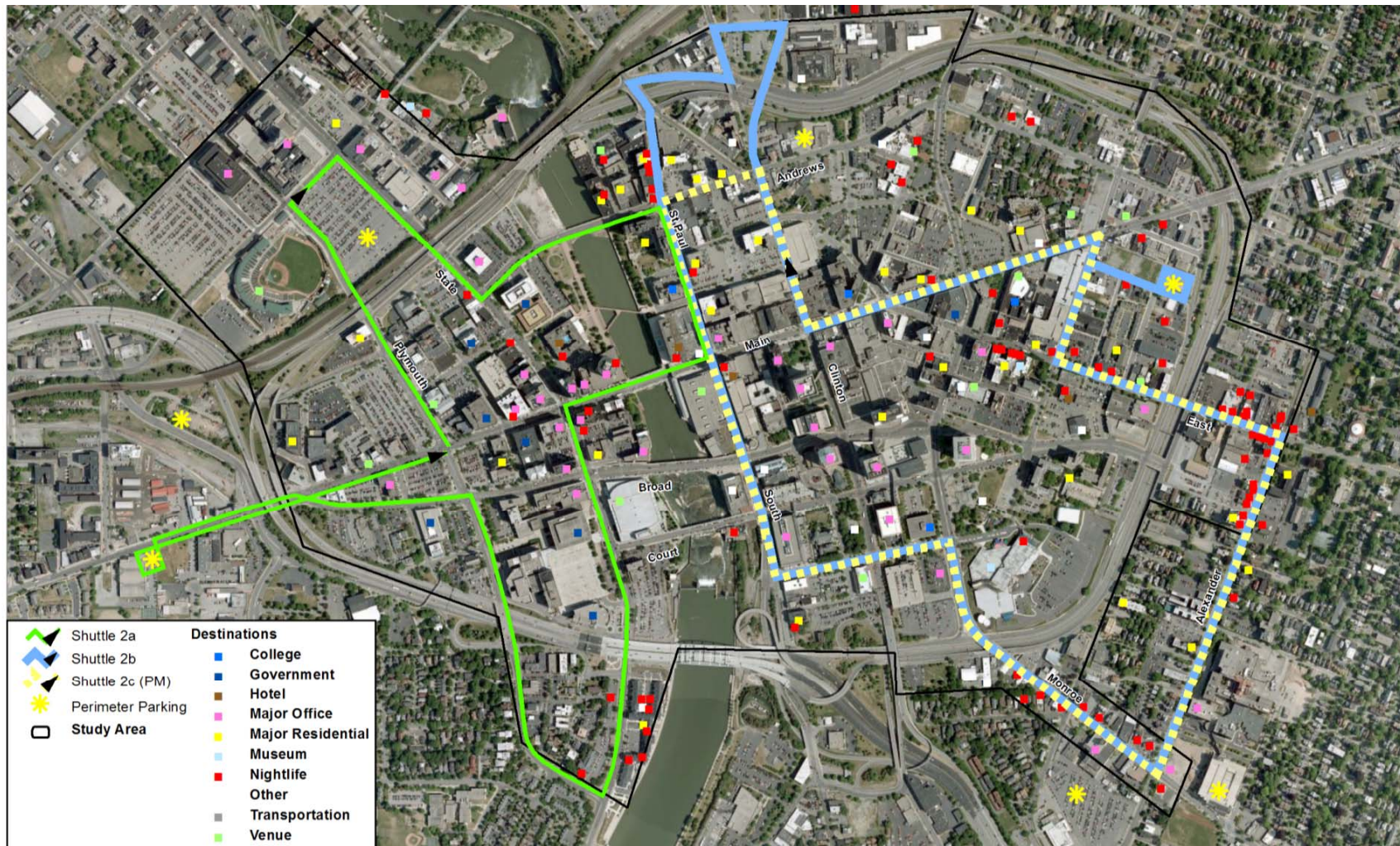
- Parking tax
- Business Improvement District (BID)
- City-funded
- Voluntary merchant contributions





Recommendations

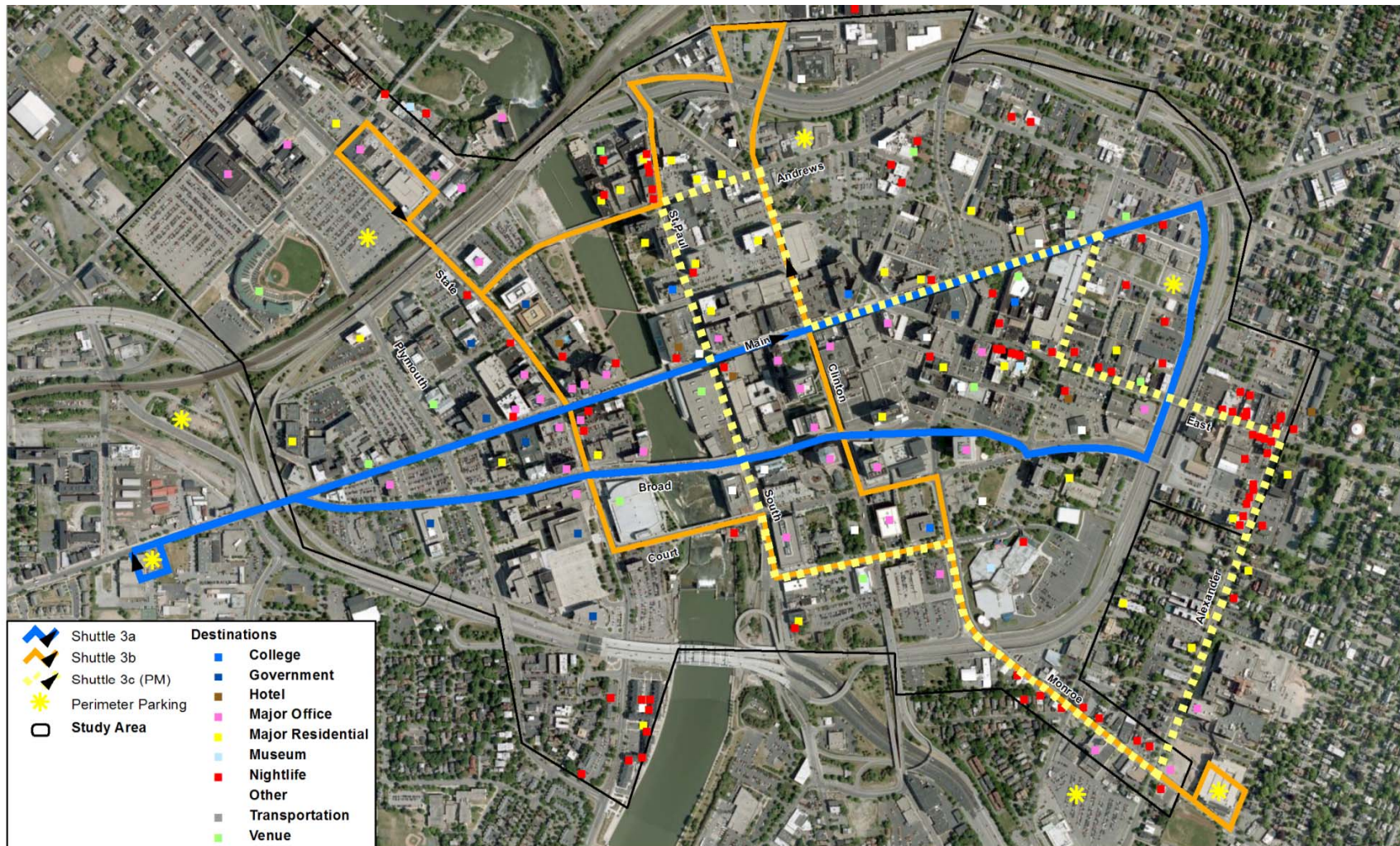
- Balanced/visitor-friendly system: Option 2





Recommendations

- Commuter focused system: Option 3





Next Steps

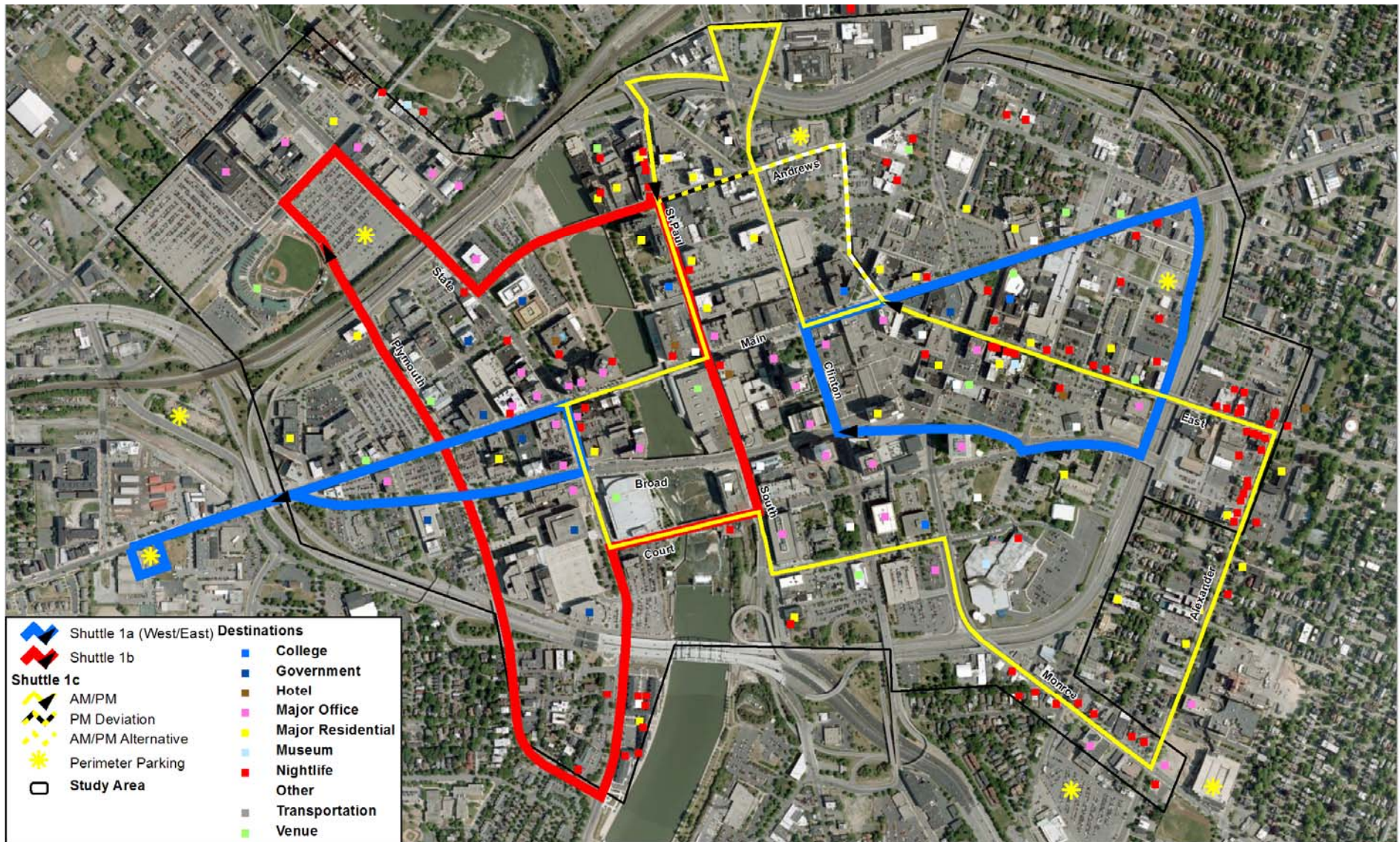
- Circulator Feasibility Study
 - Select preferred alternative (goals/public feedback)
 - Estimate preferred system ridership
 - Evaluate RGRTA /private operation to refine cost
 - Prepare funding plan
- Transportation Demand Management Recommendations







Circulator Option 1





Circulator Option 1 Details

Overview	Option 1
Number of Buses/Routes	5/4
Daytime Headway	8-15 min
Evening Headway	18 min
Coverage	100%
Commuter Service	Excellent
Visitor Service	Fair
Approximate Operating Cost	\$2.3M
Approximate Bus Cost	\$1.6-3M

Pros

- Excellent coverage
 - Potential perimeter parking served directly and frequently (every 8 minutes)
 - All key destinations and districts are served
- Route 1a - potential for future conversion to fixed-guideway (streetcar or LRT)

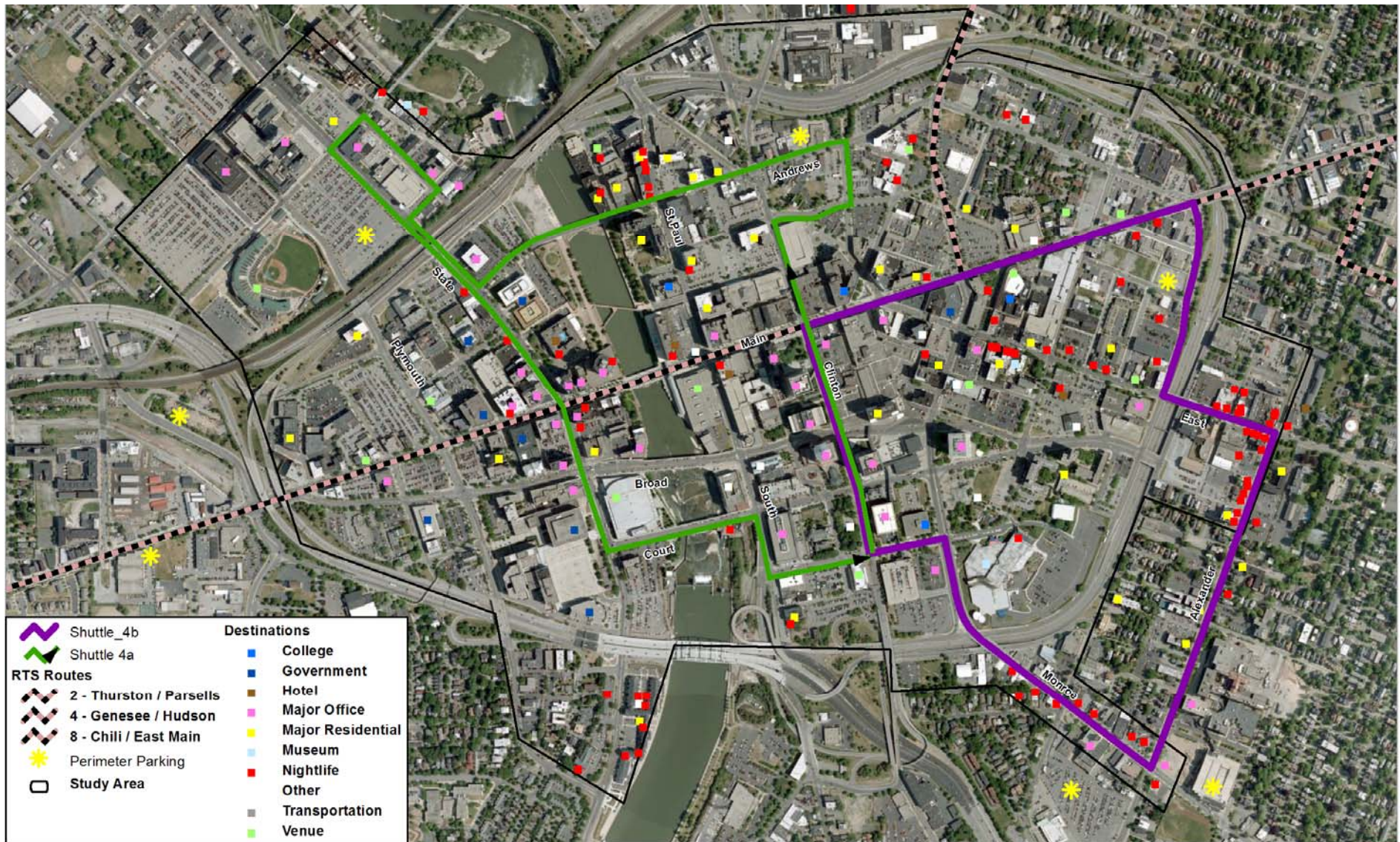
Cons

- Highest operating cost
- Complex for visitors or those new to the system





Circulator Option 4





Circulator Option 4 Details

Overview	Option 4
Number of Buses/Routes	2/2
Daytime Headway	13-15 min
Evening Headway	13 min
Coverage	88%/71%
Commuter Service	Good
Visitor Service	Good
Approximate Operating Cost	\$1.2M+
Approximate Bus Cost	\$1.05-1.5M

Pros

- Lower operating and capital costs
- Core routes are easy to comprehend/navigate
- Robust enough to stand alone (without RTS routes)

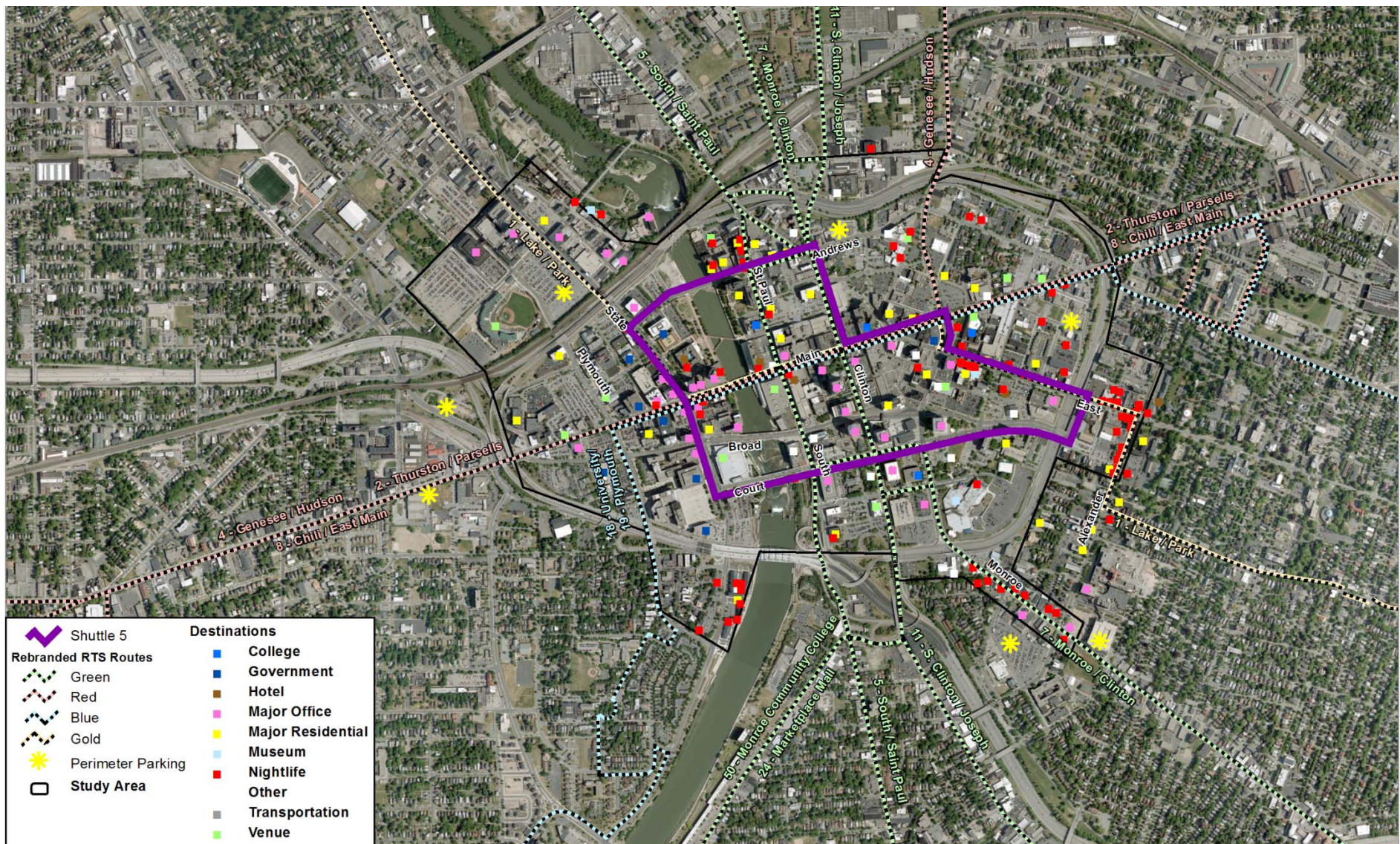
Cons

- Relies on RTS routes to serve some perimeter parking/destinations and requires :
 - rebranding,
 - synchronizing routes
 - fare-free zone structure
- Co-branded RTS/Circulator routes could be confusing





Circulator Option 5





Circulator Option 5 Details

Overview	Option 5
Number of Buses/Routes	1/1
Daytime Headway	14 min
Evening Headway	14 min
Coverage	94%/53%
Commuter Service	Fair
Visitor Service	Excellent
Approximate Operating Cost	\$0.7M+
Approximate Bus Cost	\$.7-1M

Pros

- Lowest operating and capital costs
- Core route is very easy to comprehend and navigate
- Stand alone “starter” system (without RTS routes)

Cons

- Relies heavily on RTS routes and requires :
 - rebranding,
 - synchronizing routes
 - fare-free zone structure
- Co-branded RTS/Circulator routes could be very confusing





Comparison of Alternatives

	Option 1	Option 2	Option 3	Option 4	Option 5
Number of Buses/Routes	5/4	4/2	4/3	2/2	1/1
Daytime Headway	8-15 min	10-11 min	10-11 min	13-15 min	14 min
Evening Headway	18 min	17 min	17 min	13 min	14 min
Coverage	100%	100%	94%	88%/71%	94%/53%
Commuter Service	Excellent	Good	Excellent	Good	Fair
Visitor Service	Fair	Good	Good	Good	Excellent
Approximate Operating Cost	\$2.3M	\$2M	\$2M	\$1.2M+	\$0.7M+
Approximate Bus Cost	\$1.6-3M	\$1.75-2.5M	\$1.75-2.5M	\$1.05-1.5M	\$.7-1M