

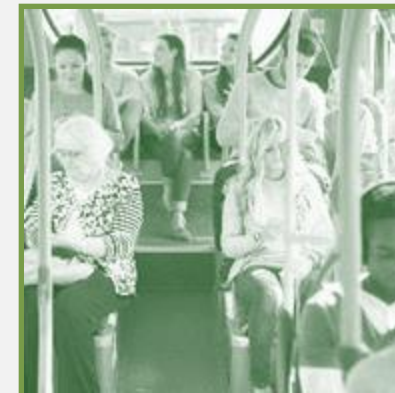
Ulster County Area Transit

Route Optimization Plan Kick-Off Meeting

February 9th, 2024



Prepared by:



Agenda

- Introductions
- Project Background & Goals
- Project Scope
- Project Schedule & Next Steps
- Discussion





Introductions

Project Team



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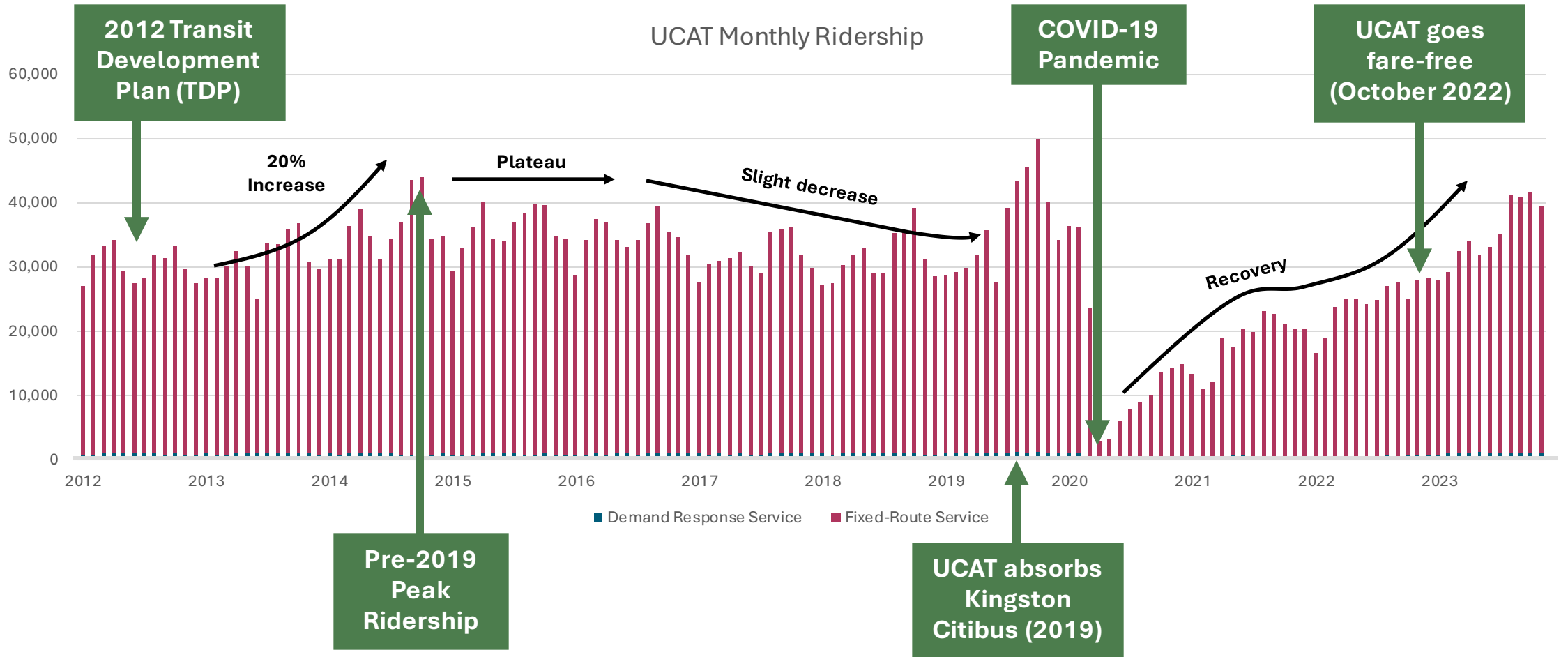
Technical Advisory Committee (TAC)

- Introductions
- What is the role of the TAC?
 - Review of Deliverables
 - Community Liaisons



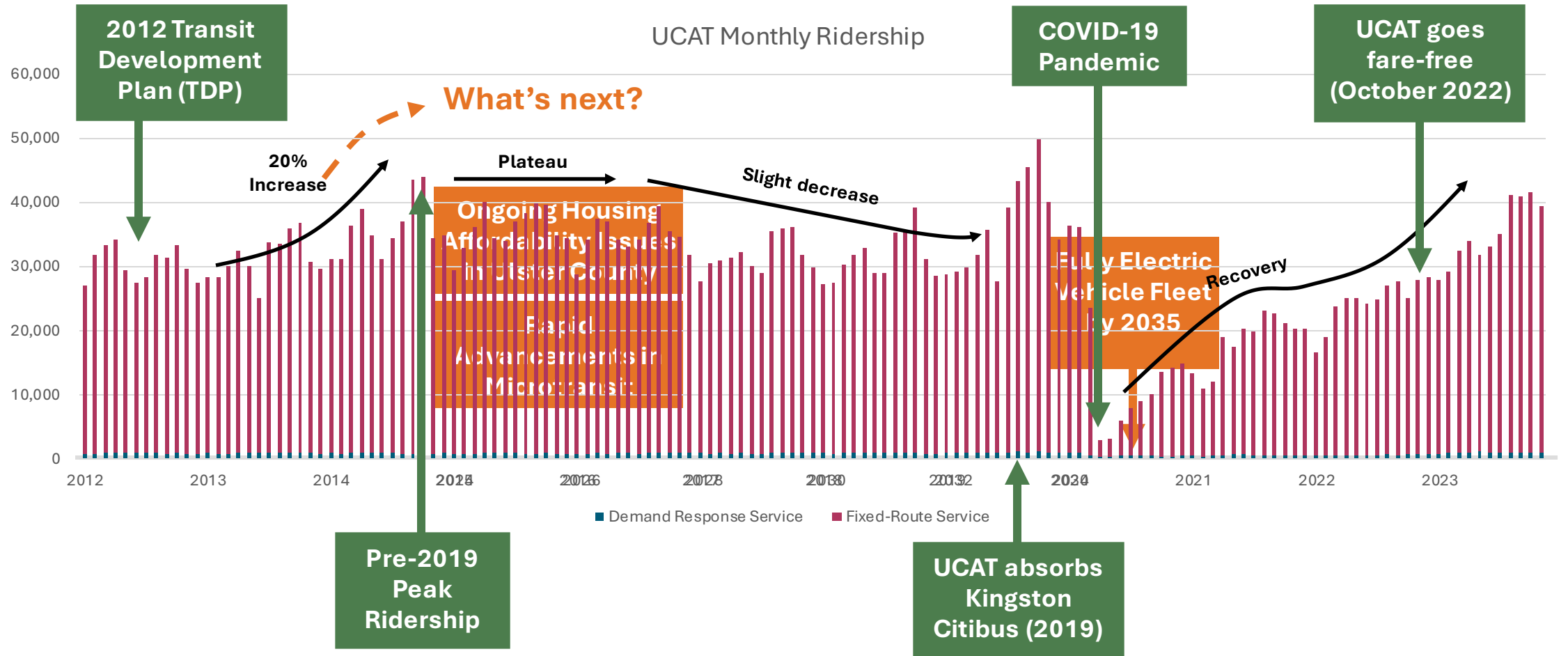
Project Background and Goals

Background



Source: November 2023 Complete Monthly Ridership (NTD)

Background



Source: November 2023 Complete Monthly Ridership (NTD)

Project Goals

Increase

UCAT Ridership and transit mode share in Ulster County



Develop

recommendations that are adaptable to an electric fleet transition



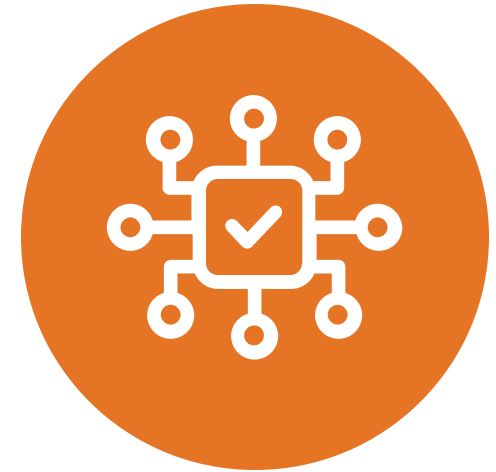
Embrace

new mobility models (e.g. microtransit) in UCAT's service area where appropriate



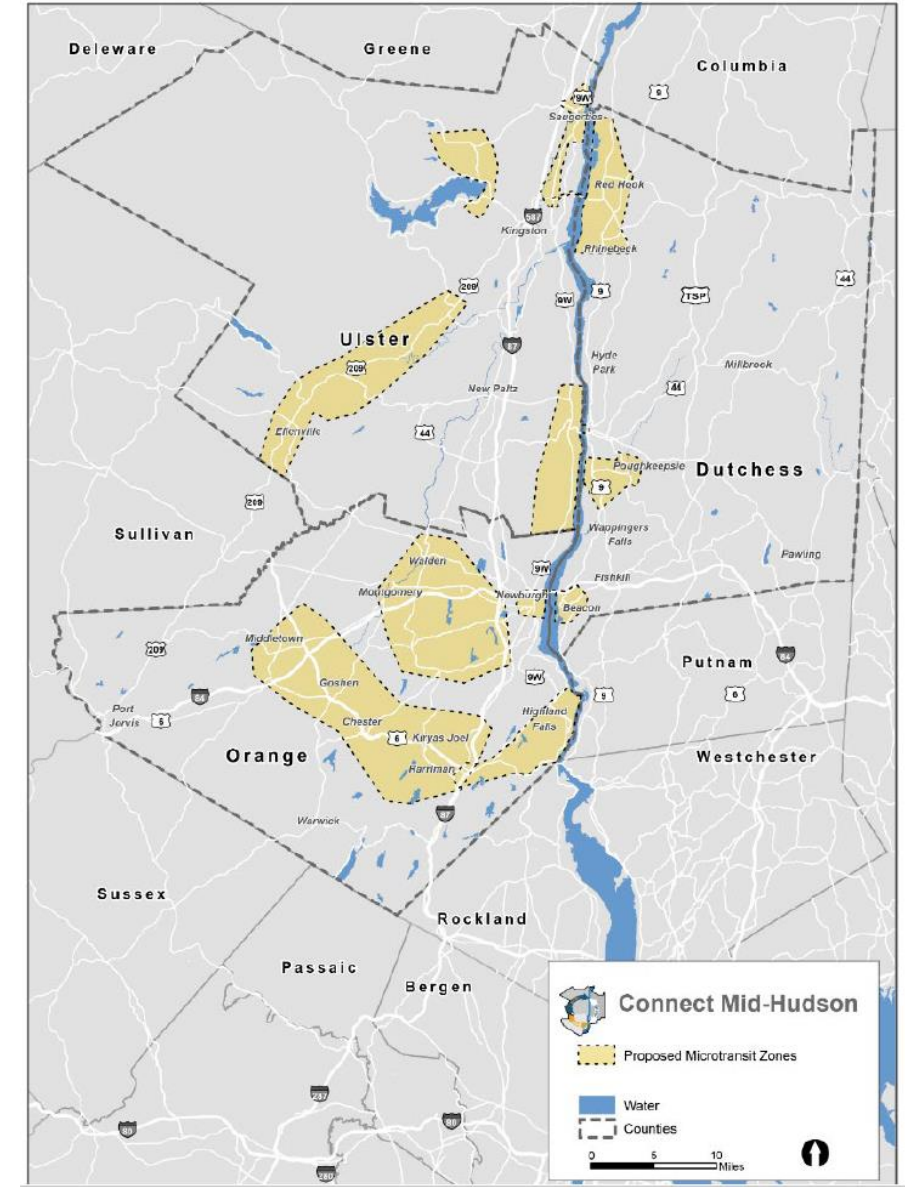
Adopt

a new technology platform to operate and monitor UCAT services



What is Microtransit?

- New mobility models, like microtransit, allow agencies to be more strategic with their fixed-route services.
- Connect Mid-Hudson Study (2021)
 - Identified preliminary regional microtransit opportunities
- Ulster County applied for NYSERDA Clean Neighborhood Challenge



Project Understanding

- The project team's approach will:
 - Be data-driven, including a detailed market and service analysis
 - Will incorporate outreach with riders and non-riders, as well as key stakeholders and front-line staff
- The project team will develop recommendations that reflect best practices and are contextualized to specific goals and challenges facing UCAT and Ulster County, including:
 - Service frequency expectations of riders and employers
 - Commitment to a fully electric fleet by 2035
 - Need for additional bus storage
 - Continued labor shortages
 - System and technology goals related to service planning and operational management



Project Scope

Task 1: Project Coordination

- This task concerns the overall management and coordination of the project, including today's meeting.

Task Deliverables

1. Project Kick-off Meeting
2. Bi-weekly Project Update Calls
3. Monthly TAC Meetings
4. Monthly Progress Reports

Task 2: Project Team Communication and Public Engagement Plan

- Following this meeting and TAC input, we will draft a Public Engagement Plan (PEP)
 - The PEP will focus on capturing a robust cross-section of public and stakeholder feedback
 - Based on our experience with other projects, engagement strategies identified in the PEP may include:
 - A **transit survey** to ask current and prospective riders' perceptions, preferences, and priorities regarding transit service in Ulster County,
 - **Public and stakeholder meetings**,
 - and **Front-line staff “Inreach”** through informal interviews meeting operators, dispatchers, etc.

Task Deliverables

1. **Draft and Final Public Engagement Plan**
2. **Three (3) rounds of public and stakeholder meetings** (including front-line staff engagement)
3. **Transit survey**
4. **Technical Memo – Stakeholder and Public Outreach**

Task 3: Baseline Route Profiles and Transit Market Analysis

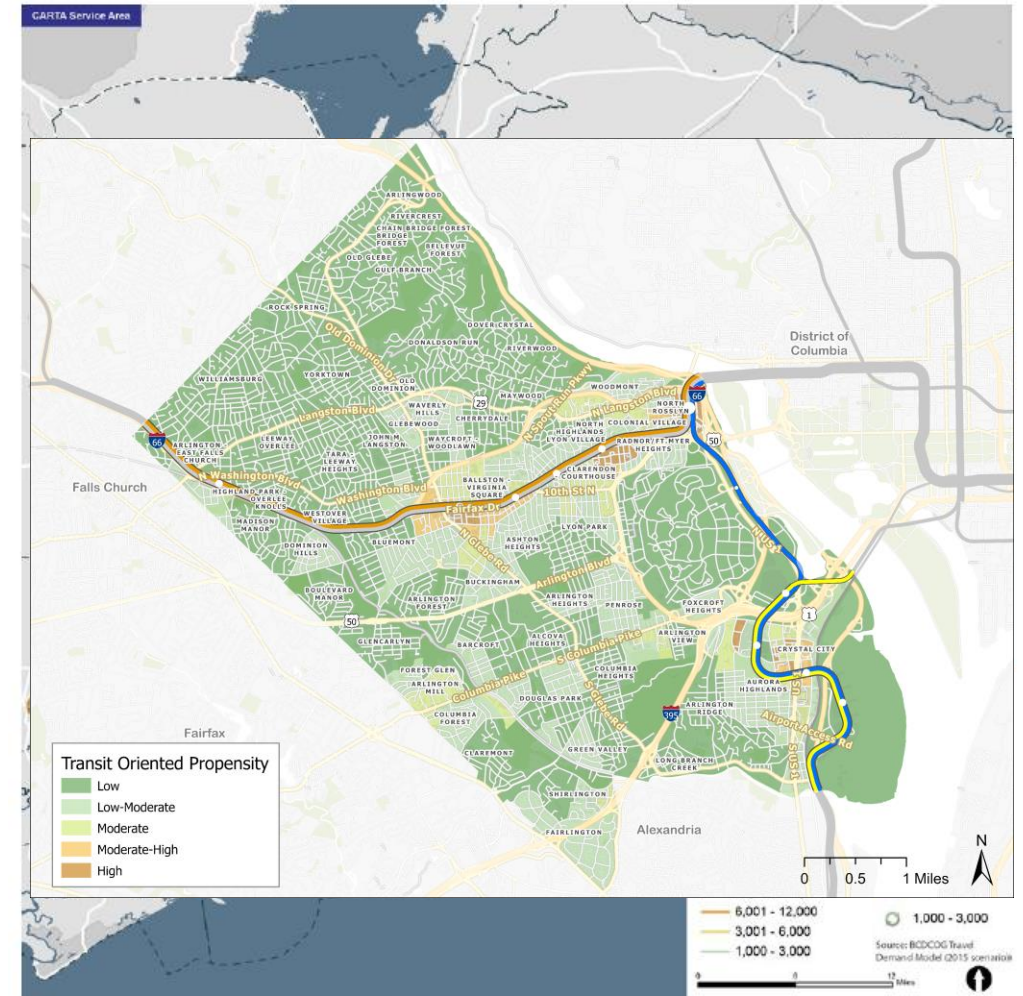
- Incremental changes in land use, demographics, mobility options, and travel patterns may result in a service that is no longer optimized to the community it serves.
- Good data is critical to establishing a clear understanding of the strengths and weaknesses of the existing UCAT network

Demand
Where is transit needed?

Supply
Where is service provided, and how does it perform?

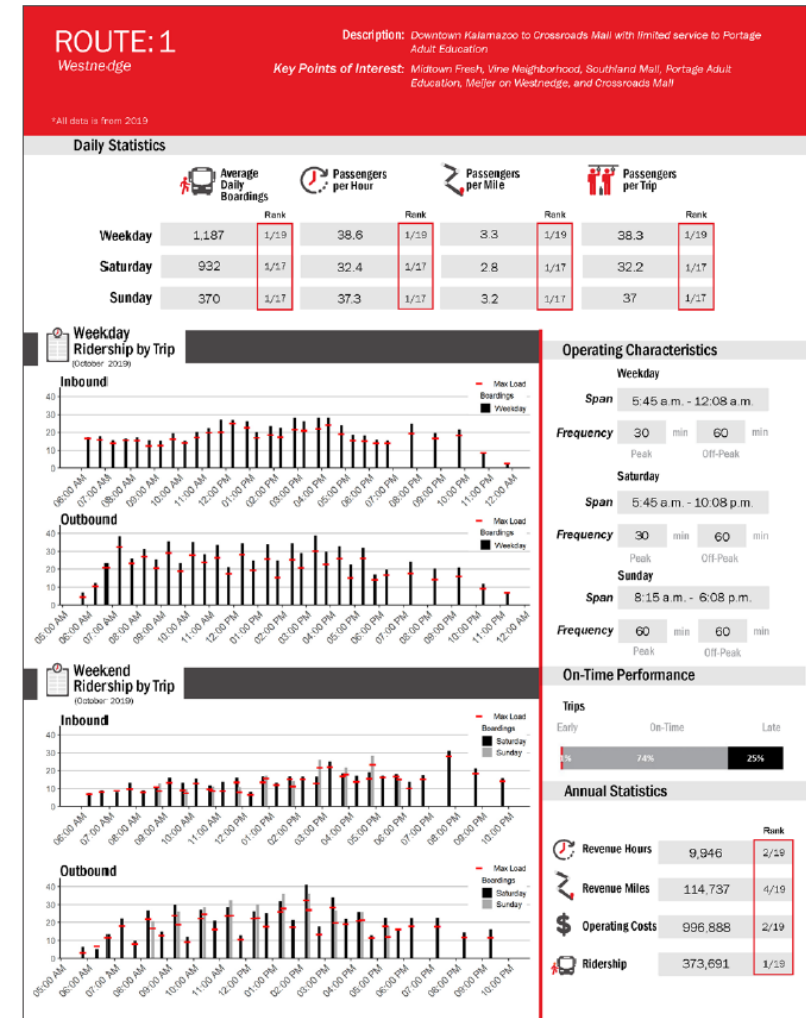
Task 3: Baseline Route Profiles and Transit Market Analysis

- For assessing the **demand** side of UCAT's transit network, the project team will:
 - Look at the **overall population and job densities** in the UCAT service area
 - Look at the spatial distribution of **demographic groups** that are more primed to use transit (low-income, zero-car households, etc.)
 - Look at **travel flow data** to assess the predominate travel patterns in Ulster County



Task 3: Baseline Route Profiles and Transit Market Analysis

- For assessing the **supply** side of UCAT's transit network, the project team will develop a series of diagnostic route profiles.
- The profiles will examine ridership, productivity, and service quality by route.
- Profiles will include an overall assessment of the route's strengths and weaknesses, as well as potential service improvement opportunities.



Task 3: Baseline Route Profiles and Transit Market Analysis

- This task will use existing demographic, travel flow, and transit data to assess both the **demand** (Ulster County's transit market) and **supply** (service performance data) to identify opportunities for service improvement and expansion.

Task Deliverables

1. Technical Memo – Market Analysis (Demand)
2. Technical Memo – Service Analysis (Supply):
Compilation of Route Profiles

Task 4: Service Alternatives and Cost-Benefit Analysis

- Using the data and input from Tasks 2 and 3, we will develop two distinct service scenarios aimed at improving the effectiveness and efficiency of public transportation in Ulster County.
 - Route realignments
 - Route extensions
 - New routes
 - New service types (i.e. microtransit)
 - Revised Spans or Frequencies
 - Etc.
- Both scenarios will be vetted to UCAT staff and TAC members before being presented to the public for feedback.

Task Deliverables

1. Technical Memo – Preliminary Service Scenarios

These are NOT intended to be a binary choice, but rather two scenarios that may both have ideas that may end up in the final scenario.

Task 5: Implementation Plan and Scheduling

- A final preferred service scenario will be developed, and field tested to ensure feasibility.
- The team will develop a more detailed draft implementation plan that will phase recommendations based on budget and resource considerations.
- The team can also provide an equity assessment of the preferred network in accordance with FTA and UCAT's Title VI policies.
- The team will also provide detailed scheduling support for the final recommendations.

Route 7 – Emmet Street & Seminole Trail

The proposed Route 7 would operate between Charlottesville's Downtown Transit Station and the Walmart Supercenter on Seminole Trail and Hilton Heights Road. The primary changes from the current alignment include an extension of the route from its



Task Deliverables

1. Draft and Final Transit Development Plan
2. Detailed Timetables and Rostering Plan

- Seminole Square Shopping Center
- Fashion Square Mall
- Rio Hill Shopping Center
- Walmart Supercenter



Service Day	Approximate Span of Service	Frequency (minutes)
Weekdays		
AM Peak	6:00 am – 9:00 am	30
Midday	9:00 am – 3:00 pm	30
PM Peak	3:00 pm – 7:00 pm	30
Evening	7:00 pm – 11:00 pm	30
Saturday	7:00 am – 10:00 pm	30
Sunday	8:00 am – 6:00 pm	60

Task 6: Service Launch and Optimization

- The Foursquare ITP team will help UCAT and UCTC staff develop a **service monitoring plan** including key metrics and time intervals of measure. Together, we will identify a set of service performance categories such as:
 - Reliability
 - Efficiency
 - Customer satisfaction
 - Safety
- This service monitoring plan will enable UCAT to track the efficacy of the recommendations and identify opportunities for adjustment at a more regular basis.

Task 6: Service Launch and Optimization

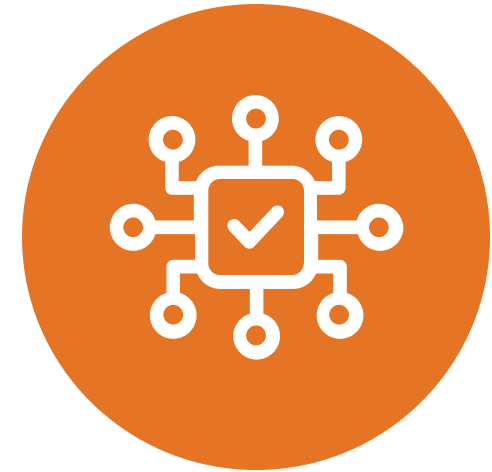
- The Foursquare ITP team will advise UCAT and UCTC staff on best practices for marketing and educational campaigns, both for launching new service and for ongoing community engagement. This campaign may include:
 - Direct Outreach (events, meetings, etc.)
 - Print Marketing (mail, brochures, flyers)
 - Digital Marketing (website, social media, etc.).

Task Deliverables

1. Technical Memo – Service Monitoring
2. Technical Memo – Marketing and Education

Task 7: System/Technology Analyses and Recommendations

- UCAT is seeking to consolidate duplicative technologies and develop a uniform hardware and software platform capable of providing dynamic tools for scheduling, routing, and operational management.
- The study team will supplement software evaluations with real-world case studies to document how different technologies perform under circumstances similar to UCAT requirements.
- We will then work collaboratively with UCAT staff to develop a recommended turn-key cloud-based solution, taking into account demonstrated functionality, industry peer reviews, and UCAT staff's feedback and preferences.



Task Deliverables

1. **Technical Memo—
System/Technology Analysis
and Recommendations**



Project Schedule & Next Steps

Next Steps

- The project team will develop the Public Engagement Plan
- The project team is beginning the data collection and analysis for the market and service assessments



Discussion

Discussion

- We're going to do two brief interactive exercises, then open up the floor for general discussion

Instructions

Go to
www.menti.com
Enter the code
5196 8383



Or use QR code

What's in a name?

- "Route Optimization Plan" may not capture the full extent of what this project aims to achieve. **What are your thoughts on a different name?**

What's in a name?

Join at menti.com | use code 5196 8383

Mentimeter

What should we call this project?
6 responses



over bus study
transit development plan
take
route plan transit



Open Discussion

- Project Goals and Mission
- General Questions



Thank you!

<https://uctc.ulstercountyny.gov/projects/ulster-county-area-transit-route-optimization-plan/>

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