

# Final Recommendation Report

REIMAGINING PUBLIC TRANSIT TOGETHER



REimagine RTS



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# REIMAGINE RTS INTRODUCTION

# MESSAGE FROM THE CHAIRMAN AND CHIEF EXECUTIVE OFFICER OF RGRTA

## To our community:

This is an exciting time to be in public transportation. Our industry is going through a transformation that is driven by new technologies and mobility options, and changing needs and expectations. The public transit system of the future is one that is more consistent, flexible, innovative and reliable. With their vote to approve the plan on the following pages, the Rochester Genesee Regional Transportation Authority (RGRTA) Board of Commissioners said that the future will come to Monroe County in the summer of 2020.

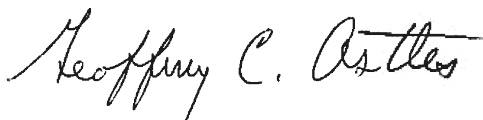
The purpose of the Reimagine RTS Final Recommendations Report is to share with the public the changes Regional Transit Service (RTS) will make to the public transit system in the summer of 2020. This report represents countless hours of work from RTS employees, input from thousands of customers and stakeholders in Monroe County, the efforts of the Reimagine RTS Community Advisory Committee, and the support and approval of the RGRTA Board of Commissioners. The resulting reimagined transit system will be agile and innovative. It will improve access to jobs, education, health care, retail and entertainment. And it embraces the new realities facing public transportation to make it easier for our customers to enjoy the ride.

With the planning of the new system complete, we now shift our focus to preparing for its implementation in the summer of 2020. As the following pages describe, your new public transit system will include:


- A fixed-route network that is easier to understand and more frequent;
- Community Mobility Zones in less densely populated areas that provide improved access and flexibility within each zone, and easy connections to the new fixed-route network;
- Paratransit service that ensures the completion of all current trips taken via RTS Access;
- Connection Hubs that provide a safe place to connect between various modes of transportation as part of the community's larger mobility network;
- A new RTS mobile app that allows for mobile fare payment, improved trip planning and "Where's my Bus?" capabilities, and;
- A renewed commitment to excellent customer service from the entire RTS team.

We thank you for your participation and support, and look forward to working with you to bring our reimagined transit system to life.

Sincerely,



**Geoff Astles**  
Chairman



**Bill Carpenter**  
Chief Executive Officer

# WHAT IS REIMAGINE RTS?

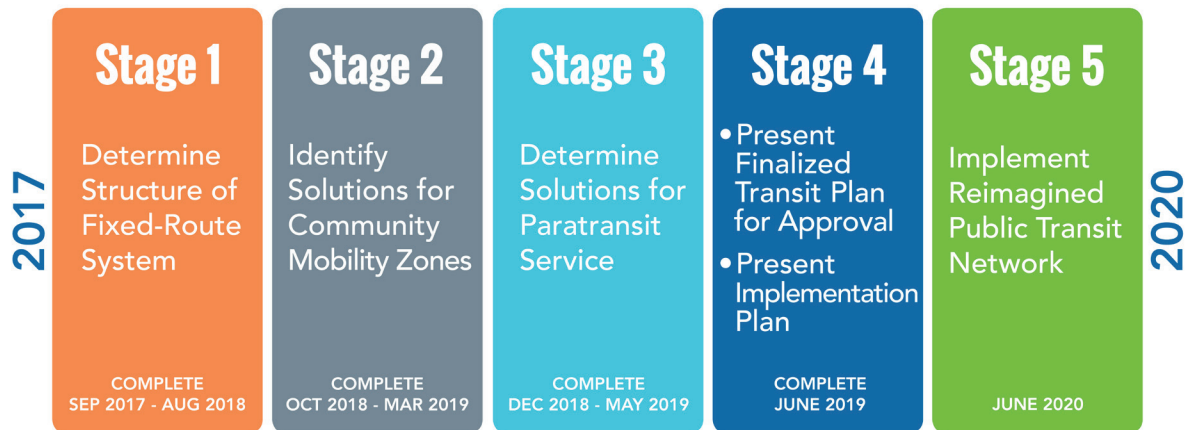
Reimagine RTS is a redesign of the public transit system in Monroe County to better meet the needs, demands and expectations of the community by providing the most effective and sustainable mass transit system, where mass transit is designed to work, complemented by new mobility options. During Stage One, RTS worked with Transportation Management & Design, Inc. (TMD) to determine the structure of the fixed-route system where we operate our 40- and 60-foot buses. During Stage Two, we worked with the IBI Group (IBI) to identify new, innovative solutions for the Community Mobility Zones (CMZ). Stage Three focused on determining the solution for a paratransit service that complies with all necessary regulations and maintains service for all current customers. Stage Four is represented

by this report which includes the final plan for the reimagined system. The RGRTA Board of Commissioners approved this plan, along with the implementation plan. Stage Five is the implementation of this plan, which culminates in a go-live taking place in the summer of 2020.

## Why is it Necessary to Reimagine RTS?

The transformation underway in public transit provides RTS the opportunity to embrace innovative, new technologies and mobility options. People have more choices than ever before and Reimagine RTS is how we will provide customers with a modern, relevant transit system that is frequent, reliable and consistent.

## REimagine RTS Process



# GUIDING PRINCIPLES

Current market conditions and typologies, system performance, customer feedback, surveys, public outreach efforts, and input from numerous stakeholders steered the development of the Reimagine RTS guiding principles and goals. These guiding principles recognize RTS' priorities, establish a

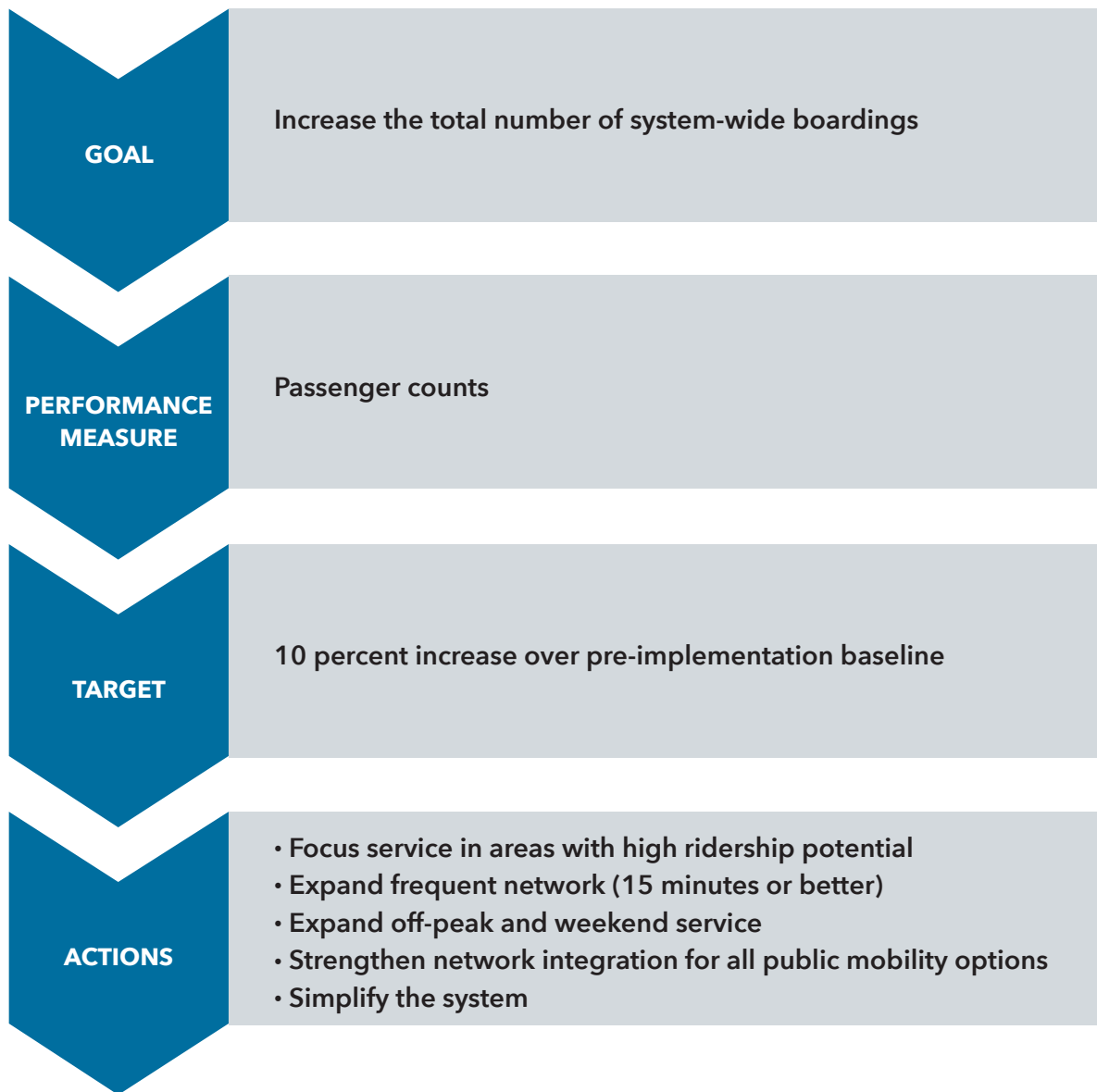
framework for decision-making, and provide a foundation for improving service quality. Each guiding principle is broken down into specific goals, performance metrics, targets, and service design actions that provide RTS with a clear pathway to success.



# GUIDING PRINCIPLE: MAXIMIZE RIDERSHIP

RTS's financial stability relies in its ability to sustain a strong ridership base. Outreach done through recent on-board surveys revealed that work is by far the most common trip purpose for current customers. To encourage customers to use the network for a variety of different trip purposes throughout the day, RTS must

provide service that is as fast, comfortable, and convenient as automobile travel. This will facilitate spontaneous 'lifestyle mobility,' growing ridership by attracting new customers and encouraging existing customers to make more trips on transit.

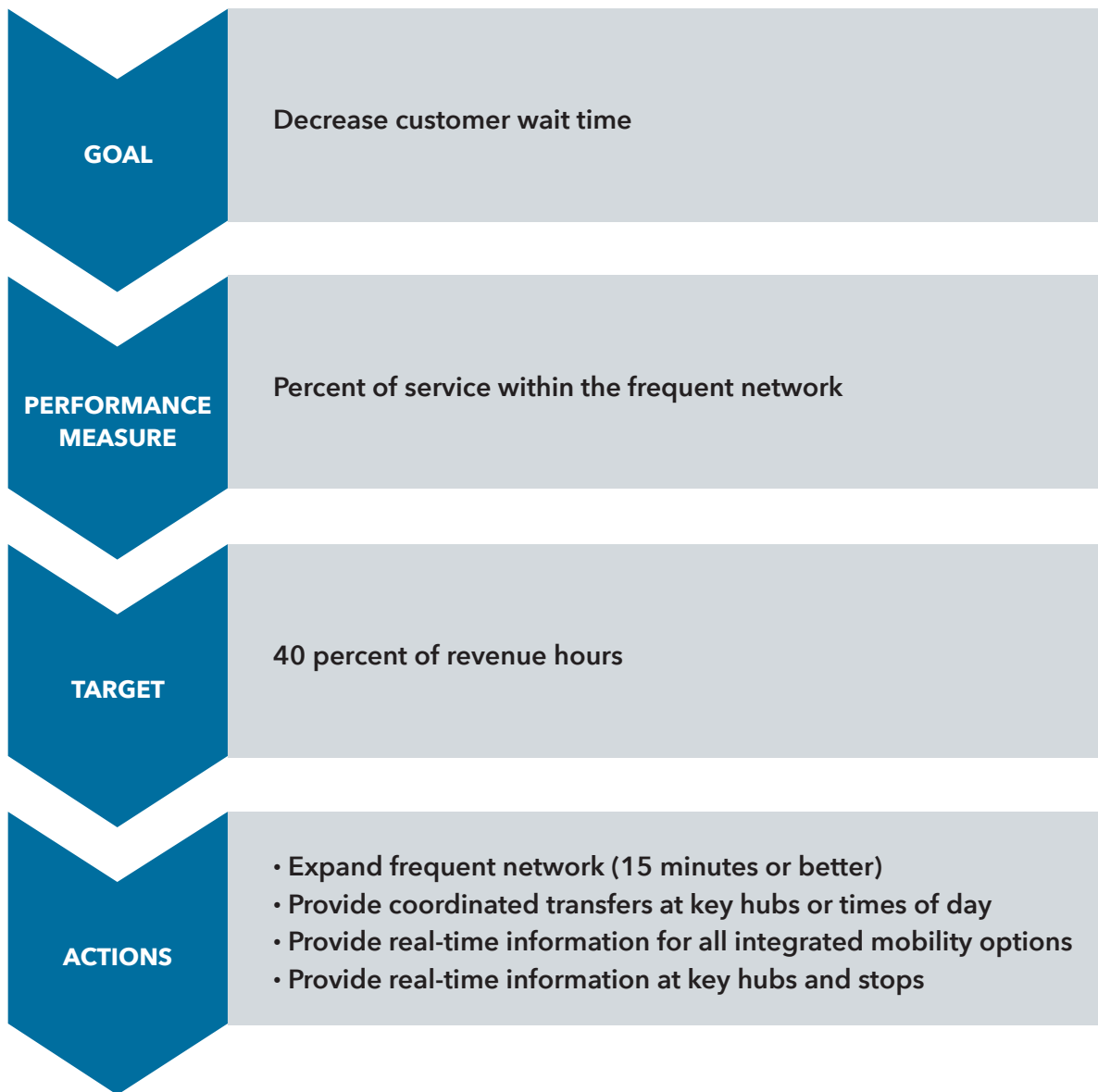




# GUIDING PRINCIPLE: ENHANCE THE CUSTOMER EXPERIENCE

In order to provide a more attractive service, RTS needs to focus on enhancing the customer experience by decreasing customer wait time. Frequency is the number one factor customers consider when deciding whether or not to use transit. Providing service that is frequent

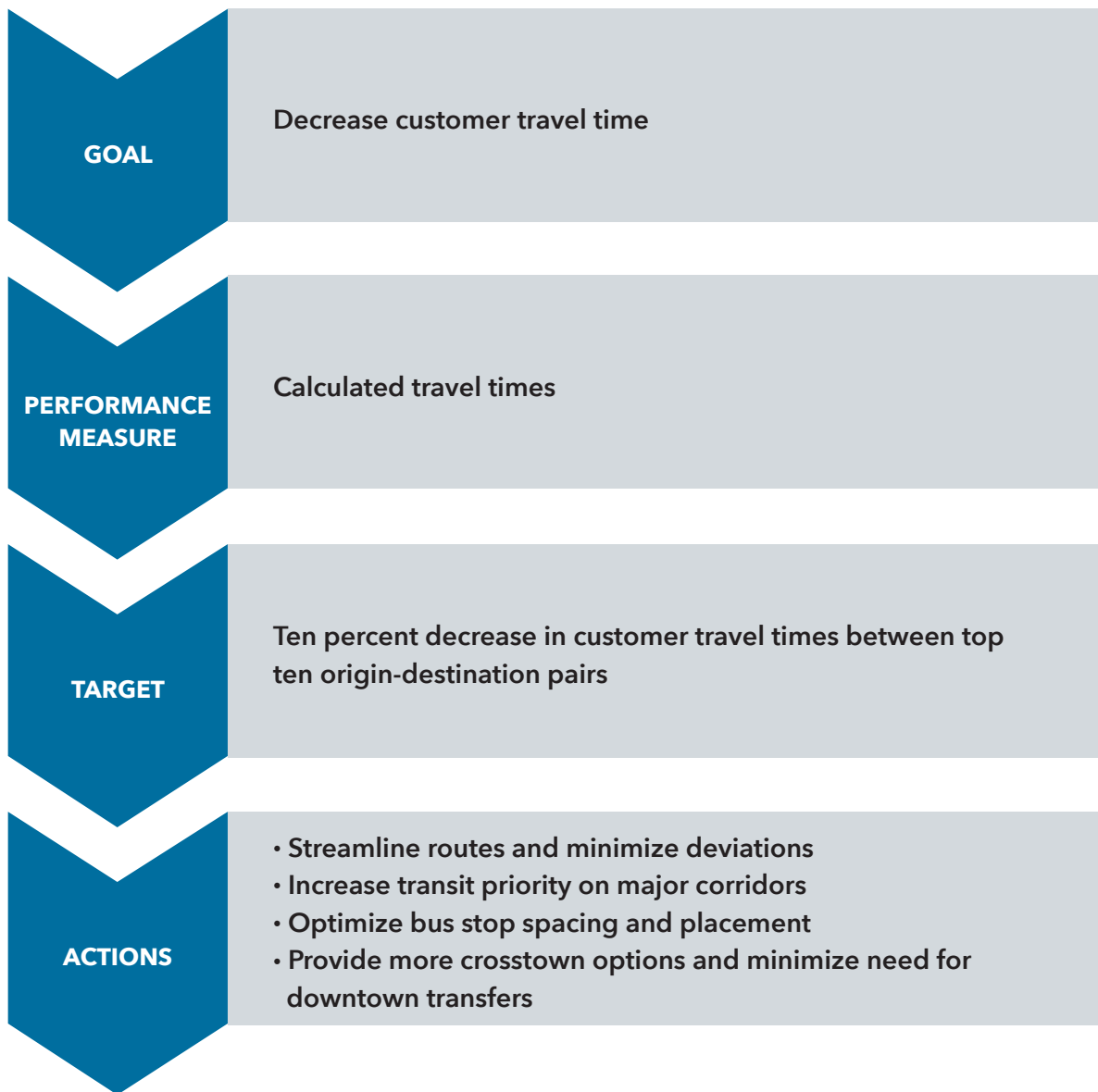
enough for customers to walk up to a transit stop and just catch the “next trip,” rather than plan to catch a specific trip makes using transit easier and more convenient to use, encouraging additional trip-making.



# GUIDING PRINCIPLE: ENHANCE THE CUSTOMER EXPERIENCE

In addition to decreasing the out-of-vehicle wait time, getting customers to their destinations as quickly as possible will further attract new customers and enhance the customer experience. Providing fast, direct

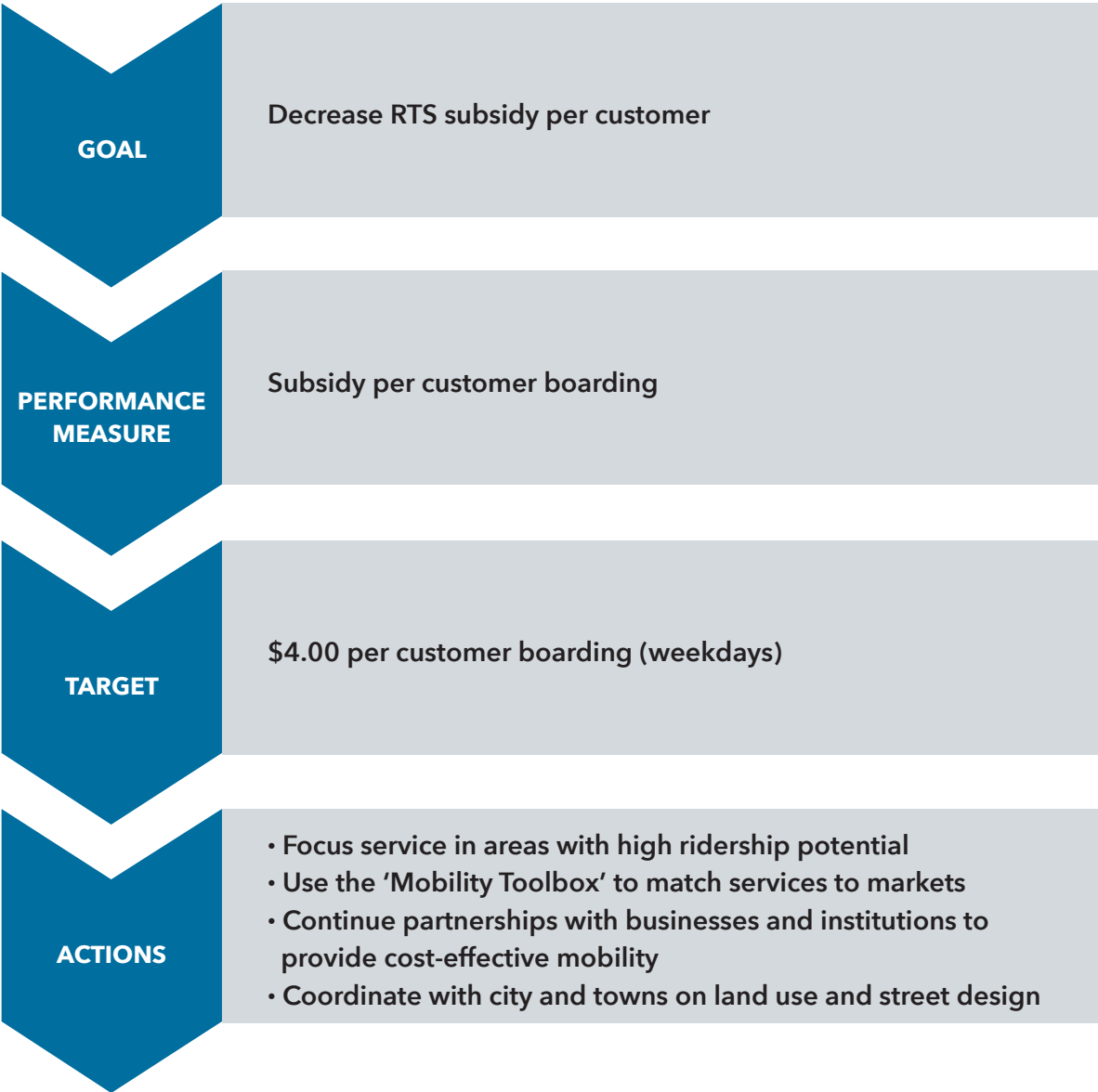
travel can be done through simplifying the system, streamlining routes, investing in transit priority, and establishing new crosstown routes that will offer customers more flexibility.



# GUIDING PRINCIPLE: ENSURE SYSTEM SUSTAINABILITY

Like any other service provider, RTS works with constrained and variable financial resources. Decreasing the net RTS subsidy spent per customer will ensure RTS' existing and future financial sustainability. This can be done through investing service in areas of

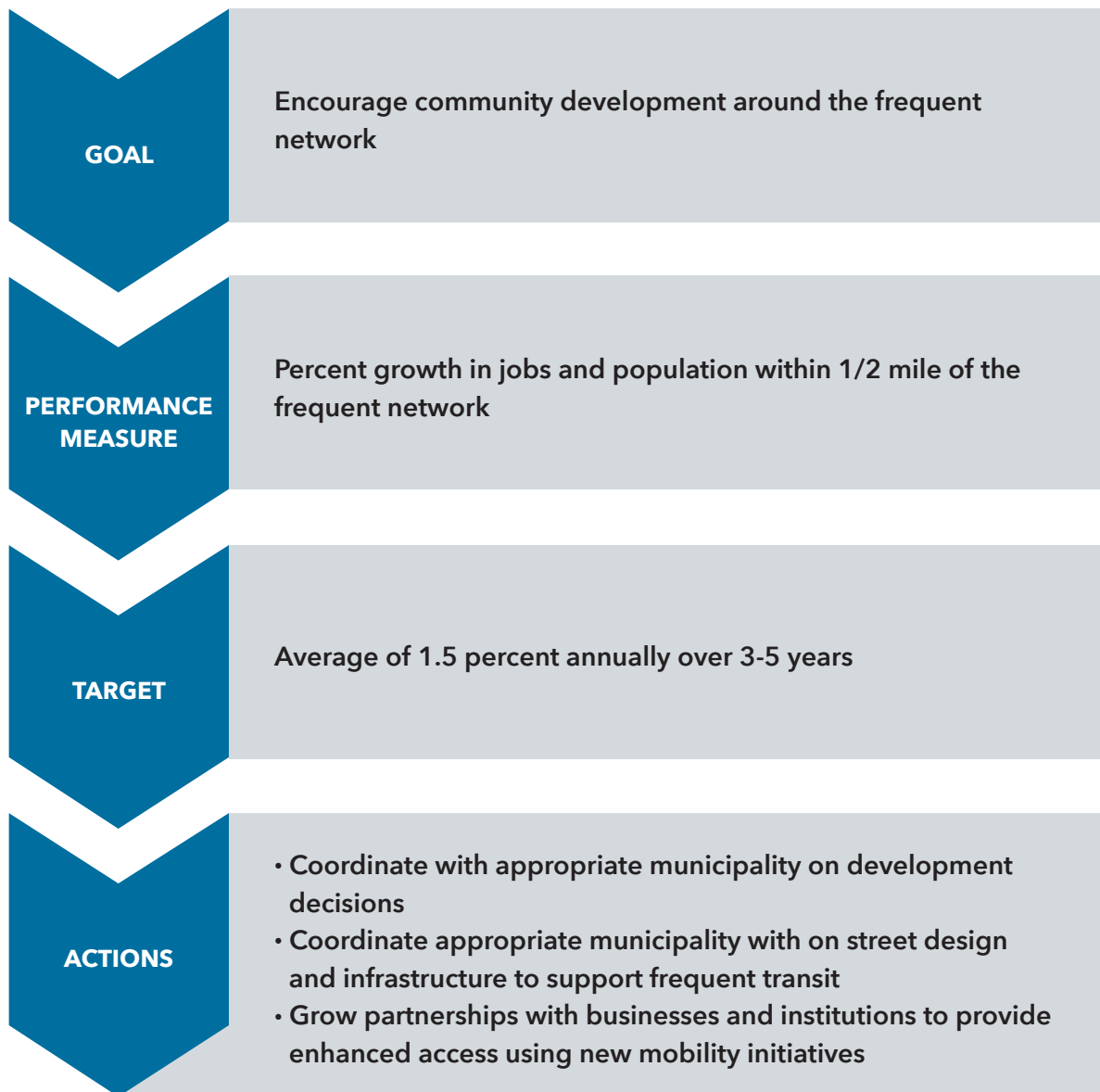
high ridership potential, correctly matching services to meet market demands and needs, exploring new partnerships, and becoming a key stakeholder in future land use decisions.



# GUIDING PRINCIPLE: COORDINATE WITH COMMUNITY INITIATIVES

When RTS is a major stakeholder in future land use and street design developments, transit becomes an integrated part of the community instead of an afterthought that must adapt to the build environment. Promoting the

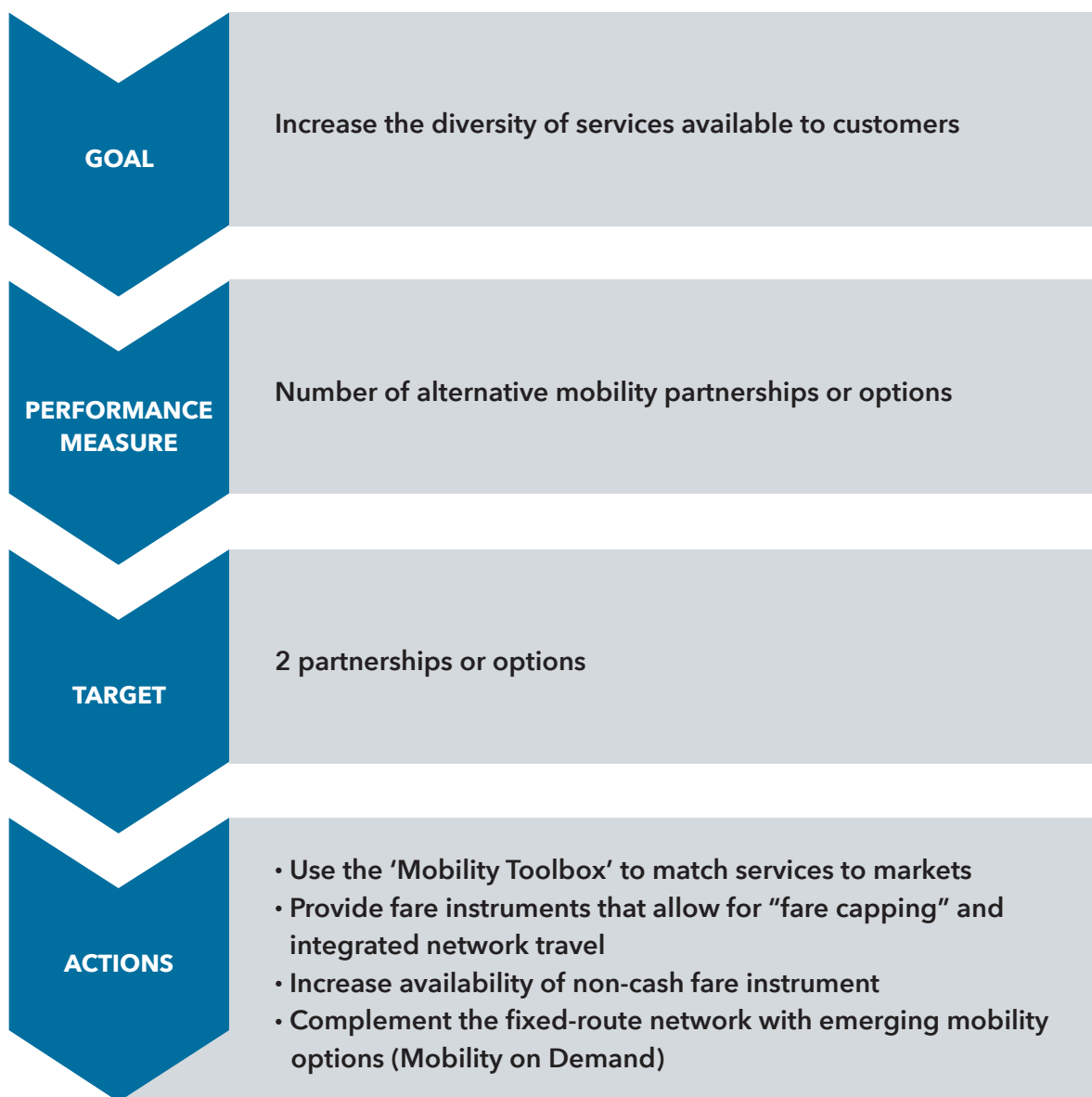
development of new housing and employment centers around the frequent network makes transit an easy, cost effective choice for everyday mobility. This is a metric requiring partnership from the community.



# GUIDING PRINCIPLE: EXPAND PUBLIC TRANSIT TO INCLUDE MORE MOBILITY OPTIONS

With increasingly advanced technology, RTS recognizes that the traditional fixed-route model of service is no longer the only public mobility option. To stay competitive, RTS should start to think of itself as a provider of public mobility, as opposed to just a provider

of public transit. This will include identifying service providers that can meet the urgency of consumer expectations and building relationships that provide opportunities for integrated, multi-modal travel.



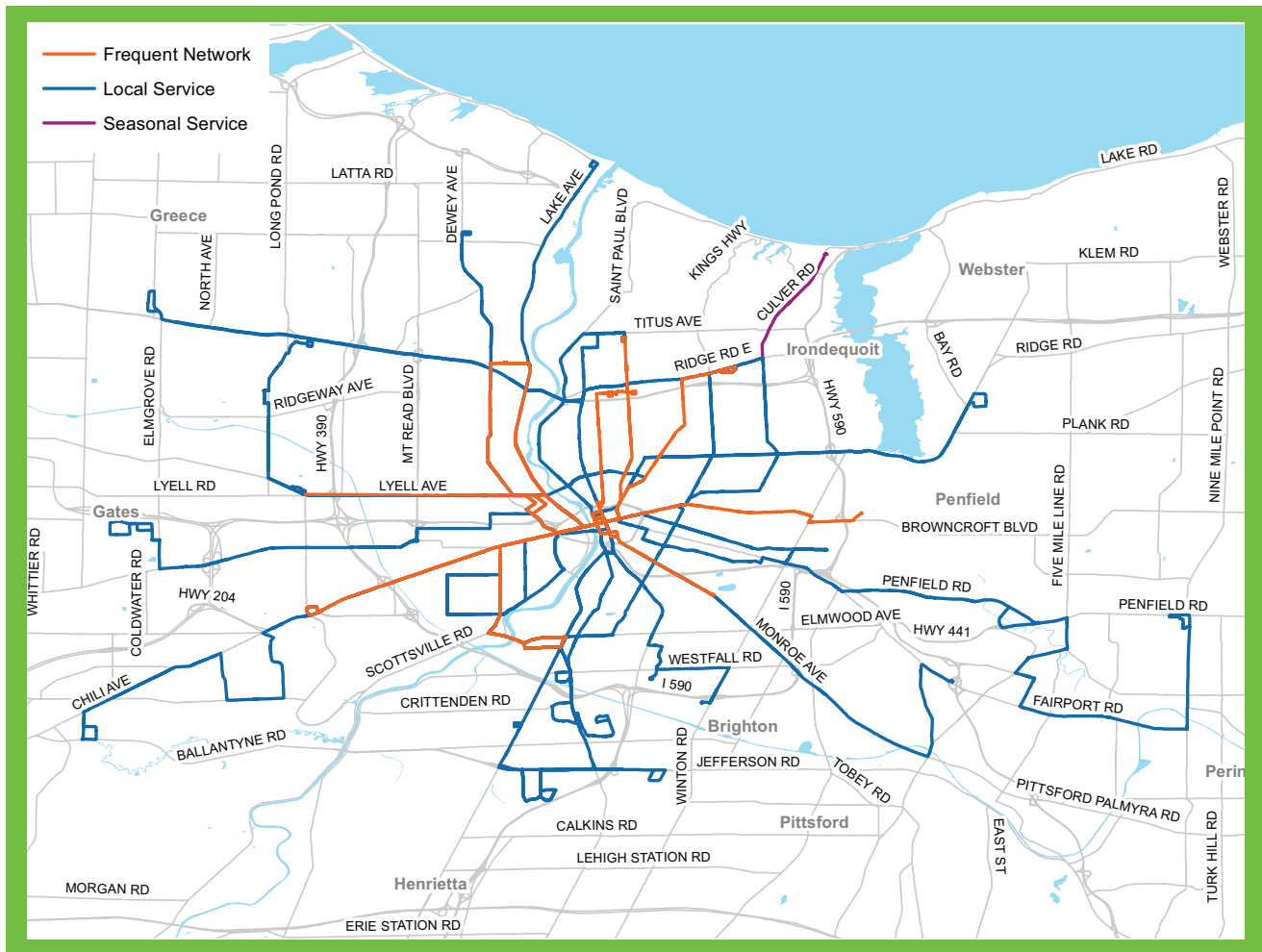
# REIMAGINE RTS SERVICE PLAN

The Reimagine RTS transit system in Monroe County uses the guiding principles and a best practice approach to deliver what works: a comprehensive network of frequent transit; a simplified system that is easy to understand and use; and an improved customer experience that maximizes effectiveness and efficiency while minimizing the impact on current customers. Specific alignment changes within the RTS system focus on growing ridership and productivity through faster, more direct service, with shorter wait times, and increased frequency and connectivity.

# THE FIXED ROUTE NETWORK

The fixed route network demonstrates a focused approach to increasing frequent service on the region's busiest corridors, getting more people where they want to go faster. RTS and its Stage 1 consultant TMD developed the network through extensive data analysis and public outreach. More than 14,000 people (customers, community stakeholders, and RTS employees) provided input and shared their priorities. The new system includes 30 fixed routes with a frequent

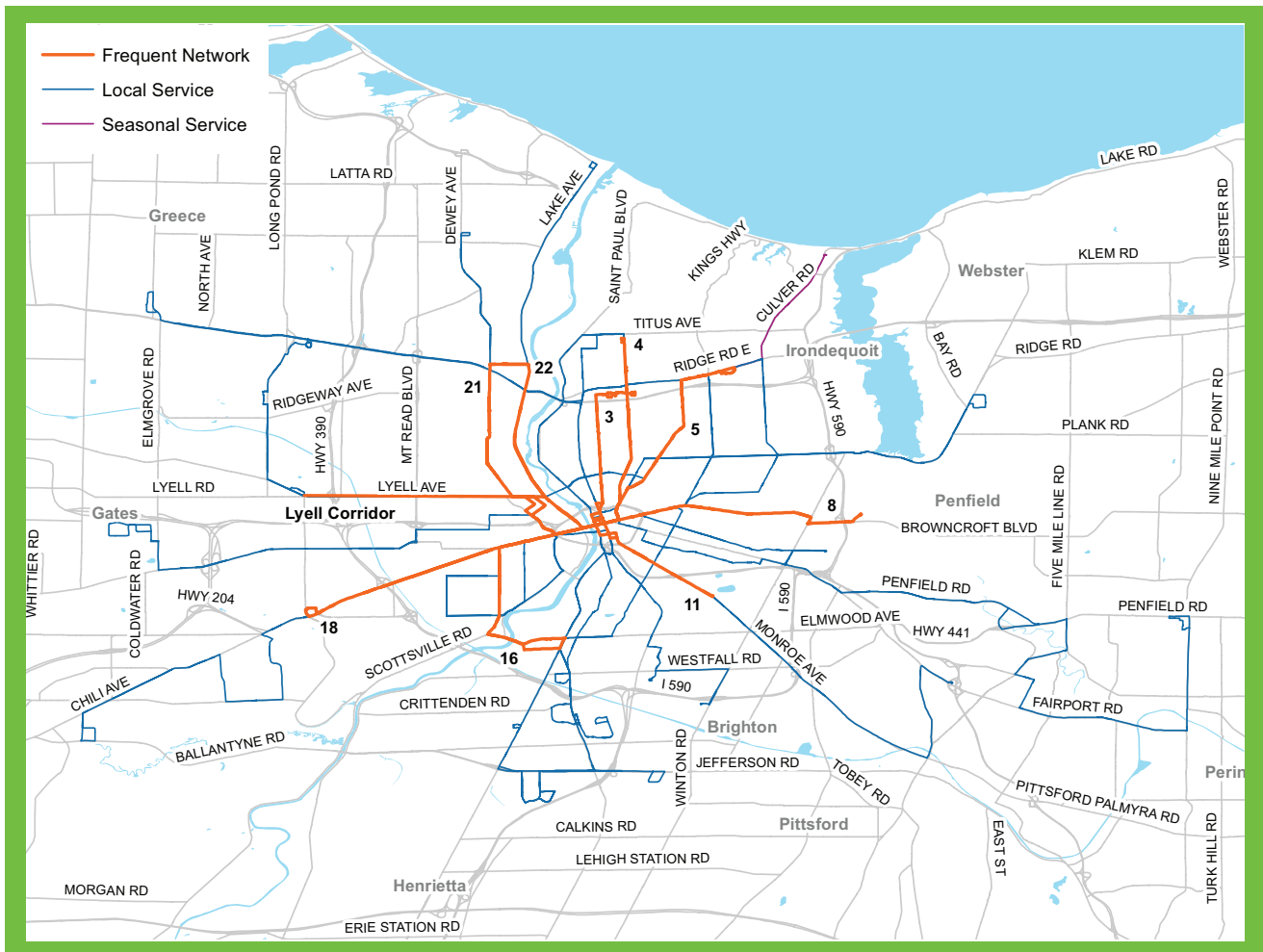
network of 10 routes (corridors) that run every 15 minutes during peak times on weekdays and a local service network of 20 routes (which includes three crosstown routes) that run every 30 minutes during peak times on weekdays. All routes will be available seven days a week. For more information regarding TMD's recommendation, including methodology and data analysis please see their report at [myRTS.com/reimagine](http://myRTS.com/reimagine).



# THE FREQUENT NETWORK

The biggest improvement to the RTS system is a new frequent network, consisting of 10 routes. These routes will be more direct and will operate at a frequency of every 15-minutes during peak hours on weekdays, providing a significant improvement for RTS customers.

The 10 routes included in the frequent network represent RTS' highest ridership and most productive routes and cover major corridors throughout the entire city, creating a true network of frequent service that connects multiple neighborhoods and destinations.

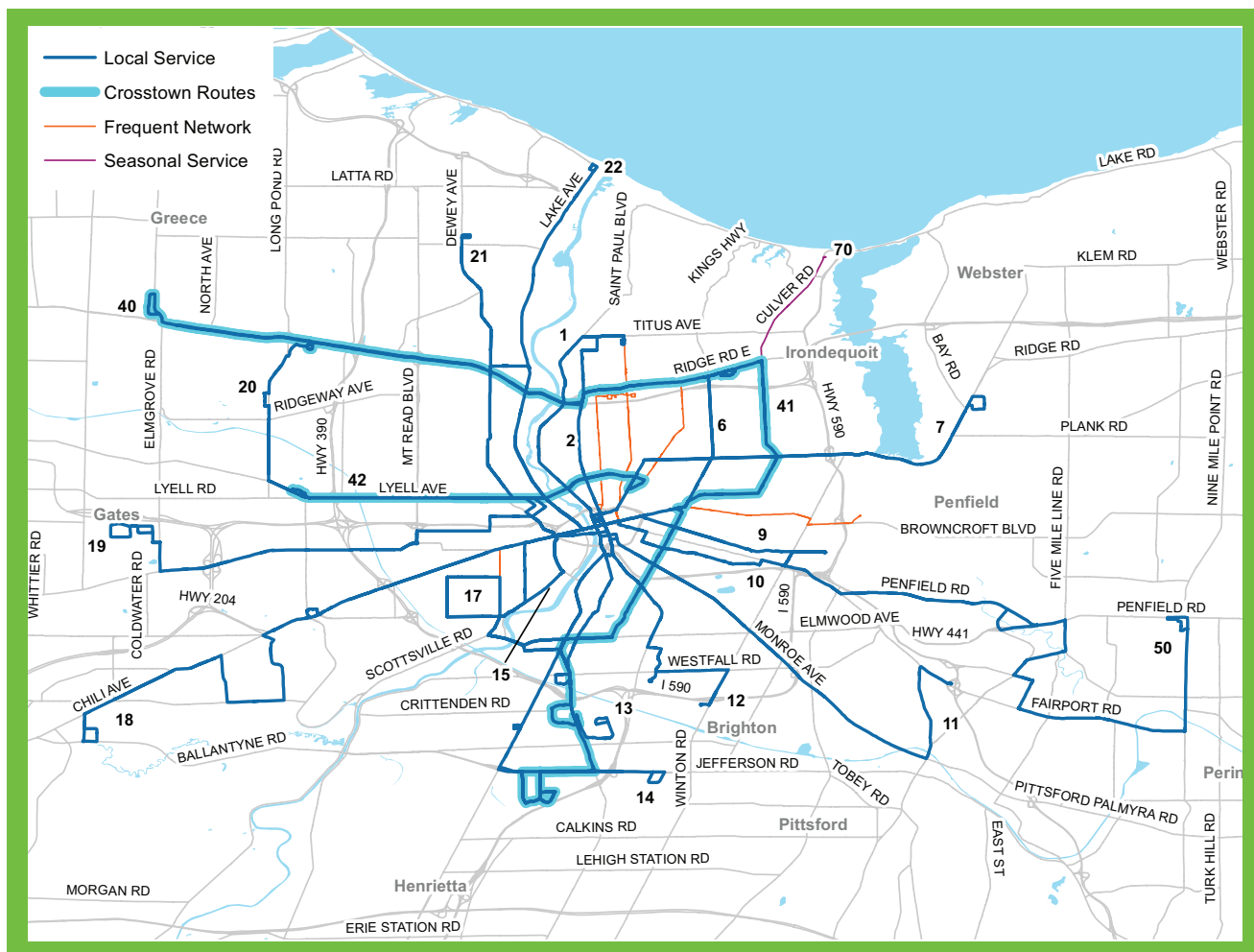




# THE LOCAL SERVICE NETWORK

The local service network supplements the frequent network and completes the fixed route system by filling gaps, extending coverage to areas that warrant fixed route service, and serving specific target markets. These routes follow the best practices set out in the guiding principles and service design

actions, including simplified route alignments and new crosstown connections. With few exceptions, local routes will operate every 30 minutes during peak hours on weekdays, offering the potential to connect with every other trip within the frequent network.



# SERVICE SPAN, FREQUENCY AND CONSISTENCY

## Service Span

The fixed-route system will operate according to the following hours of operation:

- Monday - Friday: 5:00 a.m. - Midnight
- Saturday & Sunday: 6:00 a.m. - Midnight

The frequency of the fixed-route system will be as follows:

## Frequency of the Fixed Route System

### FREQUENT NETWORK

WEEKDAYS	
5:00 am - 6:00 am	30 Minutes
6:00 am - 6:00 pm	15 Minutes
6:00 pm - Midnight	30 Minutes
WEEKENDS	
6:00 am - 7:00 am	60 Minutes
7:00 am - 6:00 pm	30 Minutes
6:00 pm - Midnight	60 Minutes

### LOCAL SERVICE NETWORK

WEEKDAYS	
5:00 am - 6:00 am	60 Minutes
6:00 am - 6:00 pm	30 Minutes
6:00 pm - Midnight	60 Minutes
WEEKENDS	
6:00 am - 7:00 am	60 Minutes
7:00 am - 6:00 pm	60 Minutes*
6:00 pm - Midnight	60 Minutes

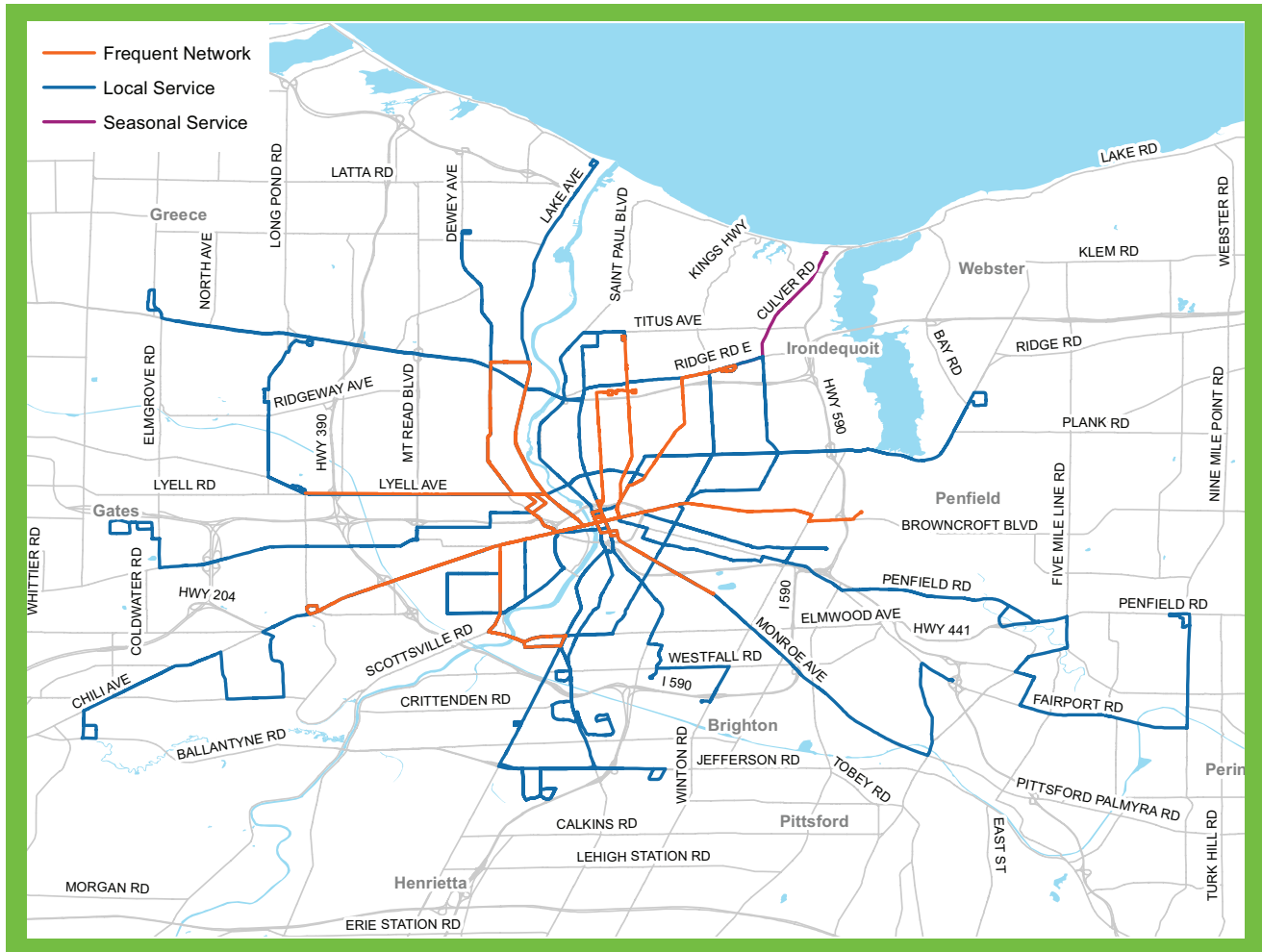
\*Long Line routes will run every 30 minutes on weekends.

**Note:** RTS will run a weekend schedule for fixed route service on holidays.

# FIXED-ROUTE SYSTEM

## Consistency

All routes in the fixed-route system run Monday - Sunday.



# SERVICE TIERS, ROUTE NAMES AND NUMBERS

With the addition of new mobility options and changes to the fixed routes in 2020 comes the need to develop a new structure for the naming and numbering of routes. With every route and CMZ option in 2020 being different

than today, this new tiered structure will be easy to understand, while allowing for logical, seamless growth. The following table includes the service tiers for 2020, along with the new route names and numbers.

<b>Core</b>	1 St. Paul
	2 North Clinton
	3 Joseph
	4 Hudson
	5 Portland
	6 North Goodman
	7 Clifford/Empire
	8 East Main
	9 University
	10 Park
	11 Monroe
	12 South Clinton
	13 South Ave
	14 Marketplace
	15 Plymouth
	16 Genesee
	17 Jefferson/19th Ward
	18 Chili
	19 Buffalo Road
	20 Lyell
	21 Dewey
	22 Lake

<b>Crosstown/ Suburban</b>	40 Ridge Crosstown
	41 Culver/Goodman Crosstown
	42 Lyell/Upper Falls Crosstown
	50 Fairport/Penfield
<b>Commuter</b>	70 Seabreeze Seasonal
	90 Avon/Rush Commuter
	91 Newark/Lyons Commuter
	92 Hilton/Hamlin Commuter
	93 Webster Commuter
	94 Brockport Commuter
	95 Eastview Commuter
<b>Subsidized</b>	96 St. John Fisher P&R Commuter
	97 Elmwood Commuter
	105 MCC Downtown
	159 MCC Connector
	172 Nazareth-Pittsford Plaza Sunday
174 TE3	
177 Nazareth-East End Friday & Saturday	

Included in the appendix as appendix item 5b is a table that allows customers and employees to identify current routes and what they will change to or be replaced with. Also included in the appendix is a one page guide of each fixed route that includes a route map with key destinations and important route details.

### Fixed Route Fares

The base fare for the new fixed-route system will continue to be \$1 per ride. RTS is pleased to announce the fare for senior citizens 65+ and disabled customers is half price throughout the day. Military veterans are eligible for an RTS pass that enables them to ride RTS at no charge.

### Title VI Analysis

RTS conducted a Title VI analysis on the recommended changes from Transportation Management & Design during Stage One of Reimagine RTS. This analysis, as well as a secondary analysis using updated data, found that the proposed changes would have neither a disparate impact nor a disproportionate burden on minority or low-income customers.



# COMMUNITY MOBILITY ZONE SOLUTIONS

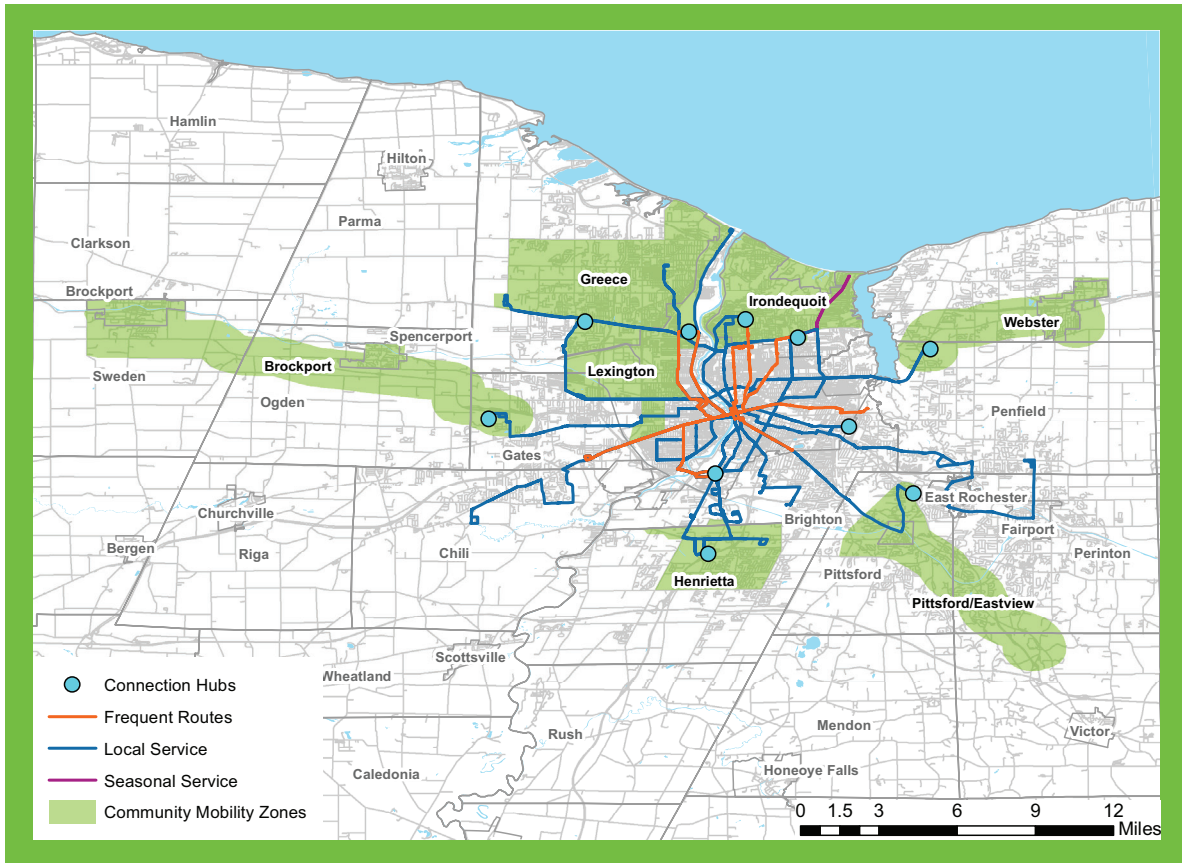
# COMMUNITY MOBILITY ZONES

Community Mobility Zones (CMZ) are areas in the community where we are going to replace fixed-route service with customized, technology-rich solutions that are more flexible and innovative. These areas do not support fixed-route transit due to low densities, disconnected development patterns, or poor road network structure. This new approach to public transit means customers will enjoy a more customized, flexible and reliable transit experience, with access to the fixed-route

system through use of the connection hubs described in this report.

RTS has identified seven areas as CMZs:

- Brockport CMZ
- Greece CMZ
- Henrietta CMZ
- Irondequoit CMZ
- Lexington Avenue CMZ
- Pittsford/Eastview CMZ
- Webster CMZ



# CMZ MOBILITY SOLUTION

Following extensive evaluation and community outreach, RTS concluded that the RTS On Demand mobility solution is the best option to implement in each CMZ.

## RTS On Demand (On Demand Microtransit)

RTS On Demand service will operate based on customer requested trips, serving any number of origins and destinations within each CMZ. RTS On Demand trips are curb-to-curb based on requested customer origin and destination. There is no set route or schedule like a conventional transit service. Customers can use the on demand service within a CMZ to make a complete trip, or connect to fixed route service at either a Connection Hub or fixed route bus stop for travel outside the CMZ. RTS On Demand customers can request a ride

through the RTS mobile app, the RTS website, or by calling the RTS customer call center.

RTS will operate the RTS On Demand service with RTS-owned accessible vehicles and with an RTS vehicle Operator. This will be the public transit option for each CMZ.

## CMZ Fares

With the mobility options operated by RTS in the Community Mobility Zones replacing service with 40- and 60-foot buses, we want the fares in these zones to be comparable to the fixed-route fare. Following is the fare structure for the RTS On Demand service in the CMZs.

## RTS On Demand Fare

- Connect to or from an RTS bus stop — **\$1**
- Curb-to-curb within the zone — **\$3**

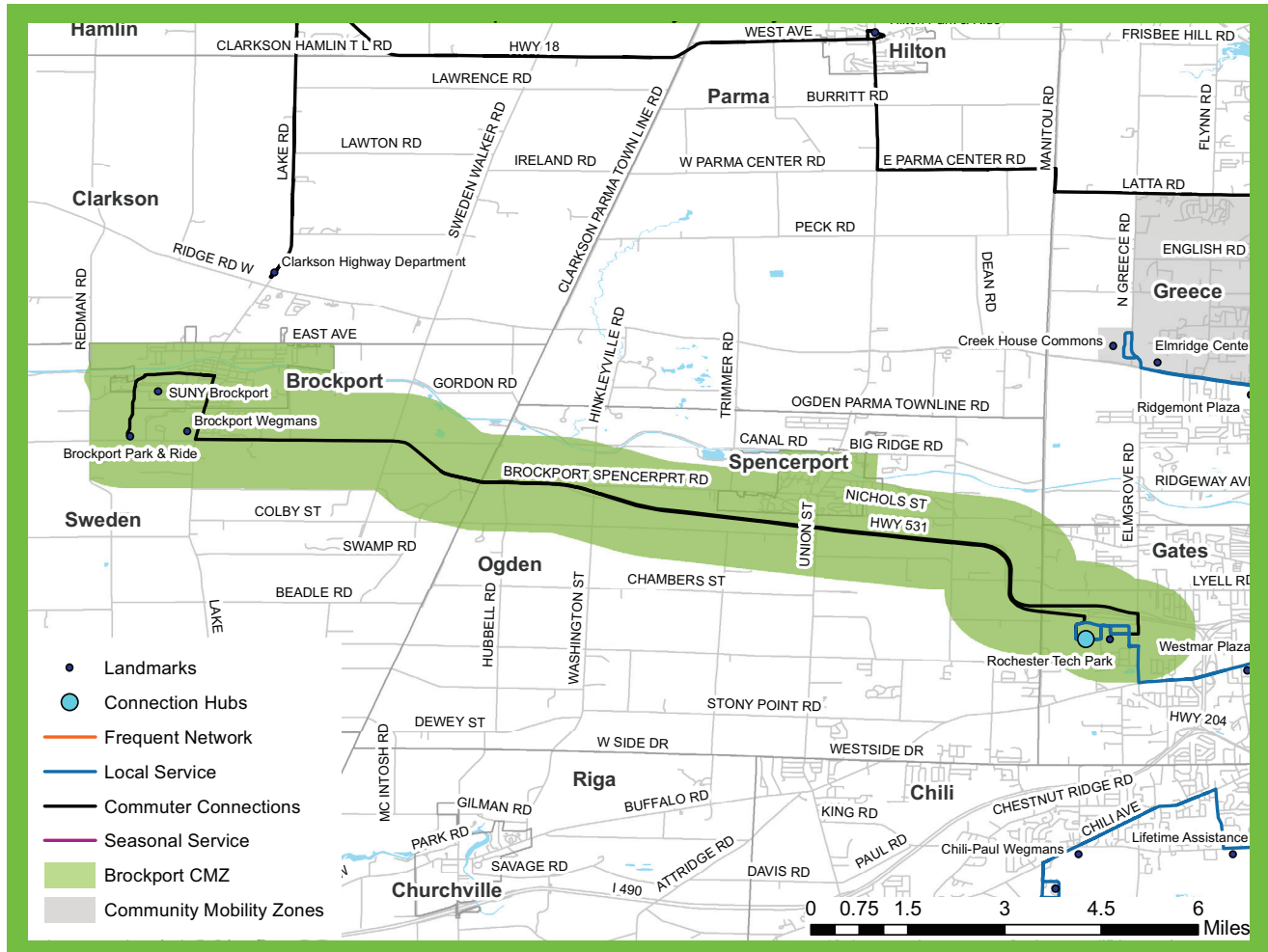


# CMZ SERVICE HOURS

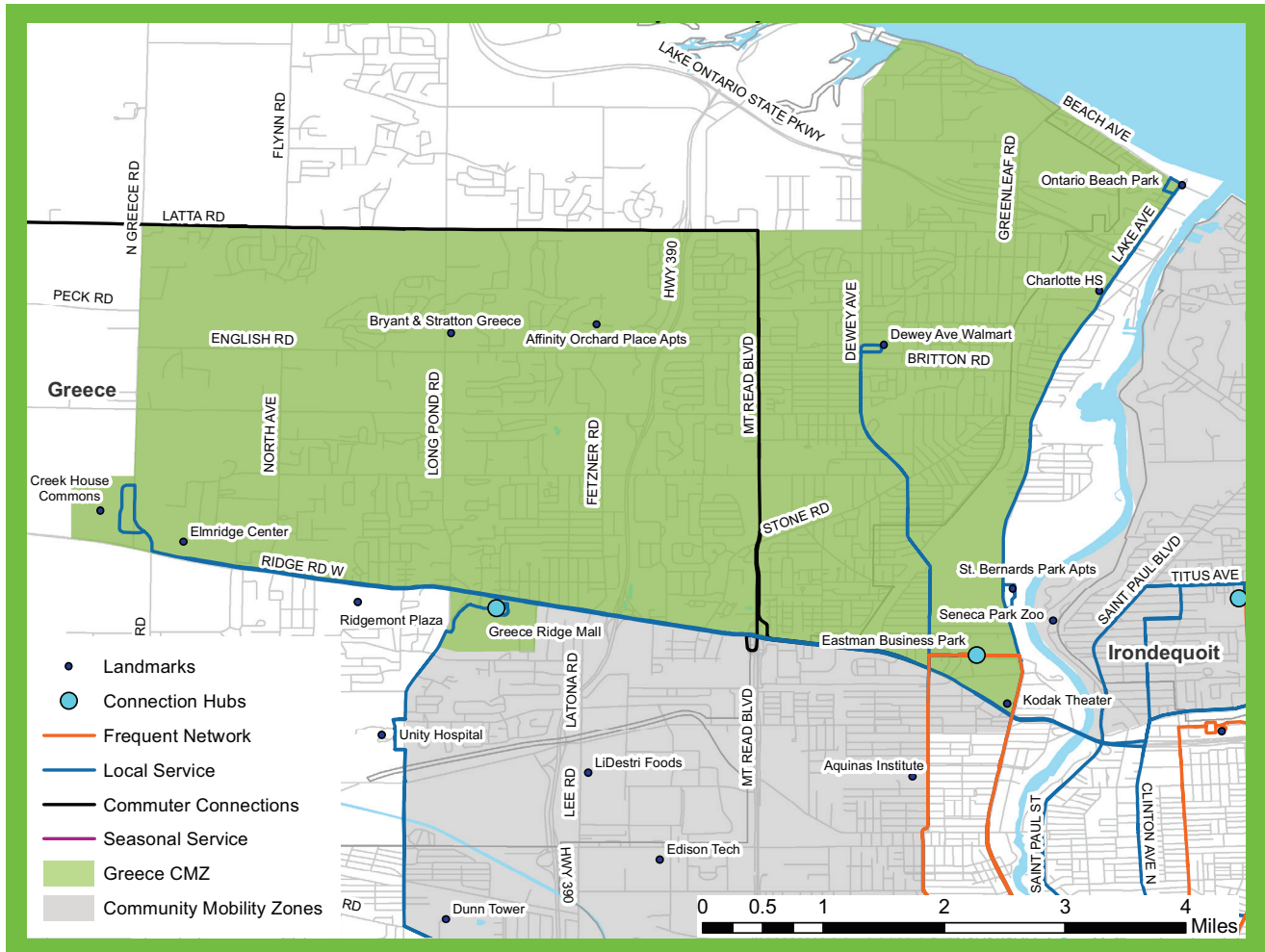
PROPOSED SERVICE PLAN BY CMZ			
CMZ	Monday - Friday	Saturday	Sunday
Brockport	5:00am - 10:00pm	6:00am - 10:00pm	6:00am - 6:00pm
Greece	5:00am - Midnight	6:00am - Midnight	6:00am - 10:00pm
Henrietta	5:00am - Midnight	6:00am - Midnight	6:00am - 10:00pm
Irondequoit	5:00am - 10:00pm	6:00am - 10:00pm	6:00am - 10:00pm
Lexington Ave.	5:00am - 10:00pm	No Weekend Service	No Weekend Service
Pittsford/Eastview	5:00am - 10:00pm	6:00am - 10:00pm	6:00am - 6:00pm
Webster	5:00am - 10:00pm	6:00am - 10:00pm	6:00am - 6:00pm

**Note:** RTS will run a Sunday schedule on holidays in the CMZs.

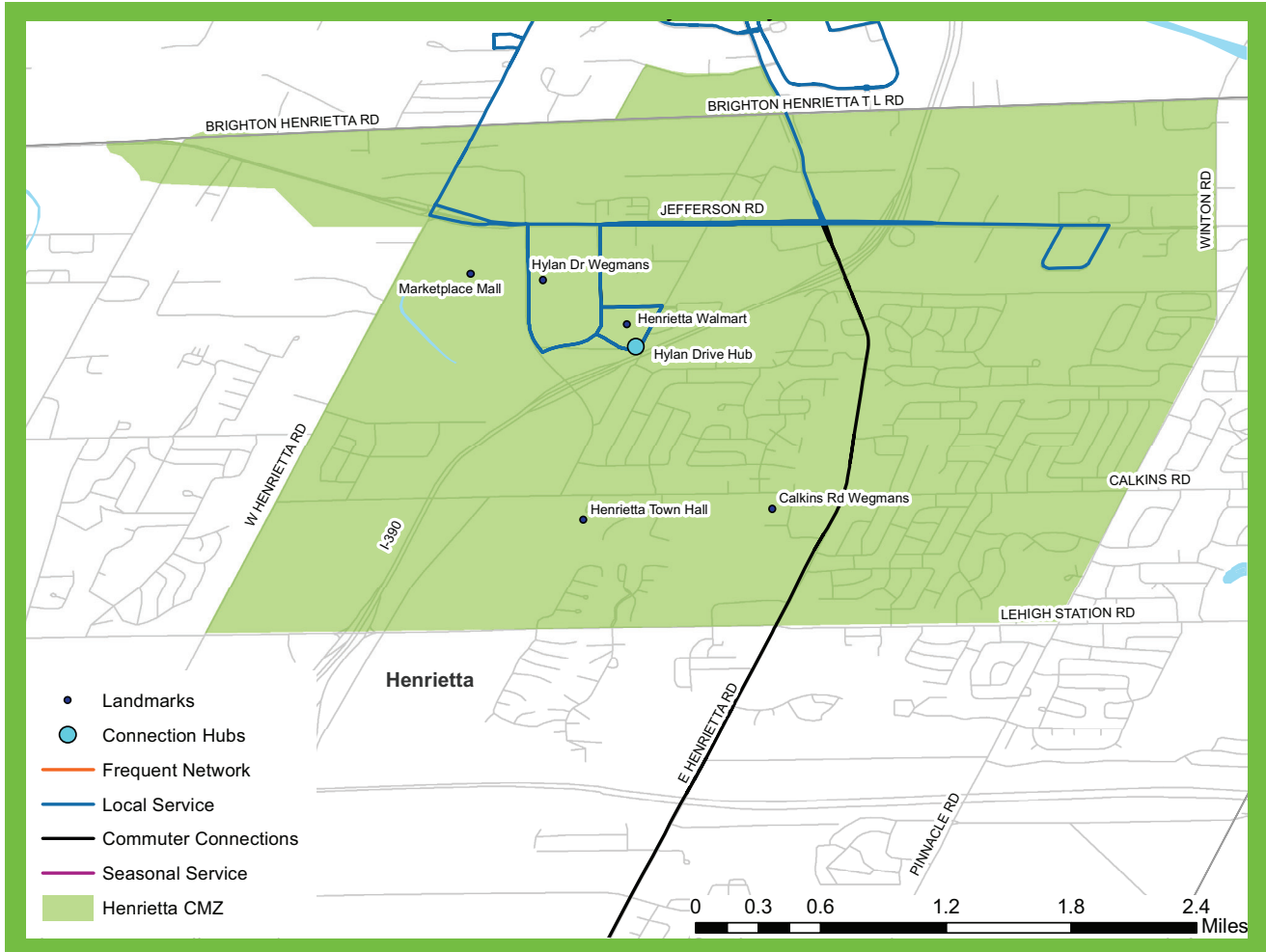
# BROCKPORT CMZ



# GREECE CMZ



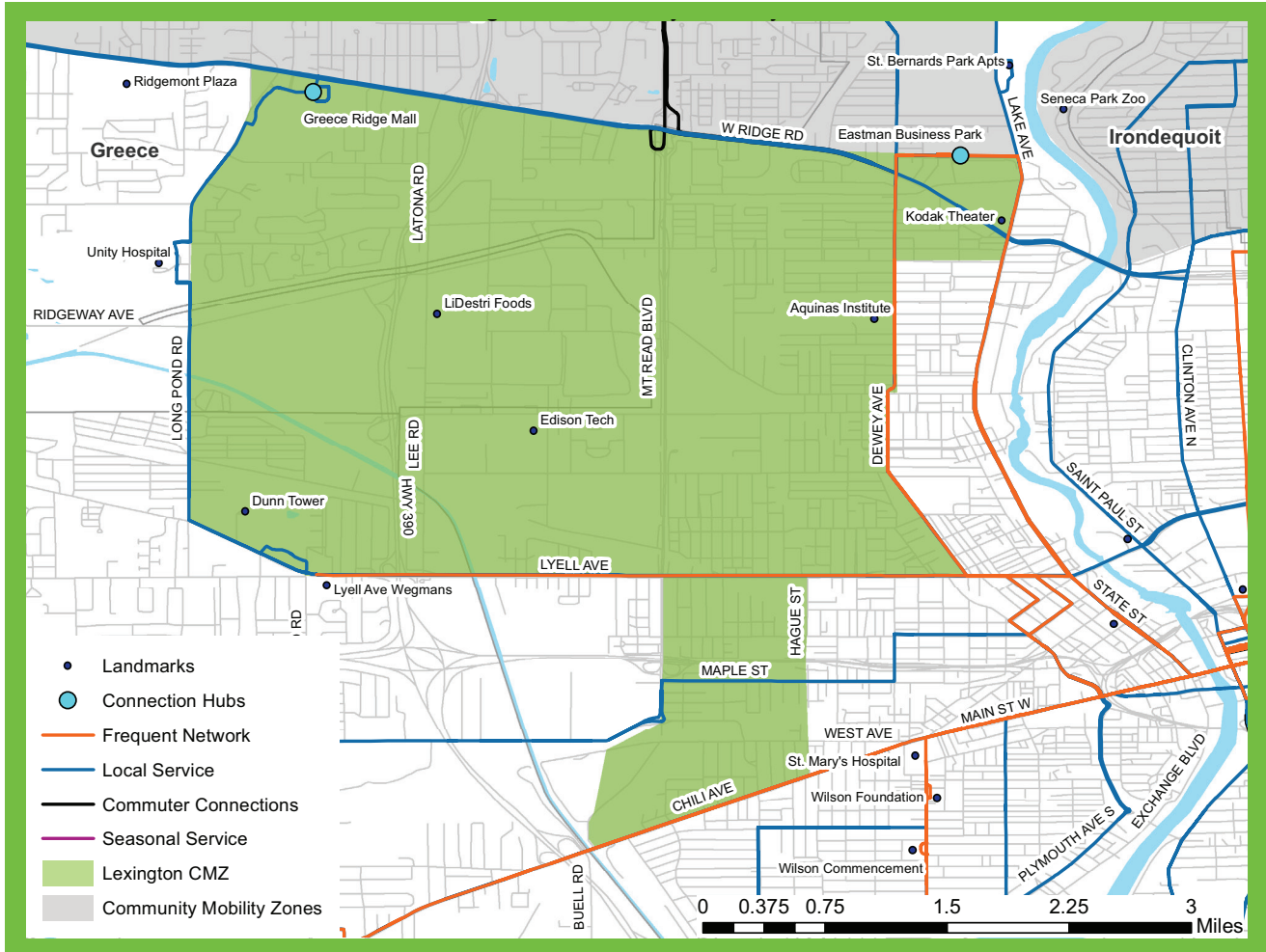
# HENRIETTA CMZ



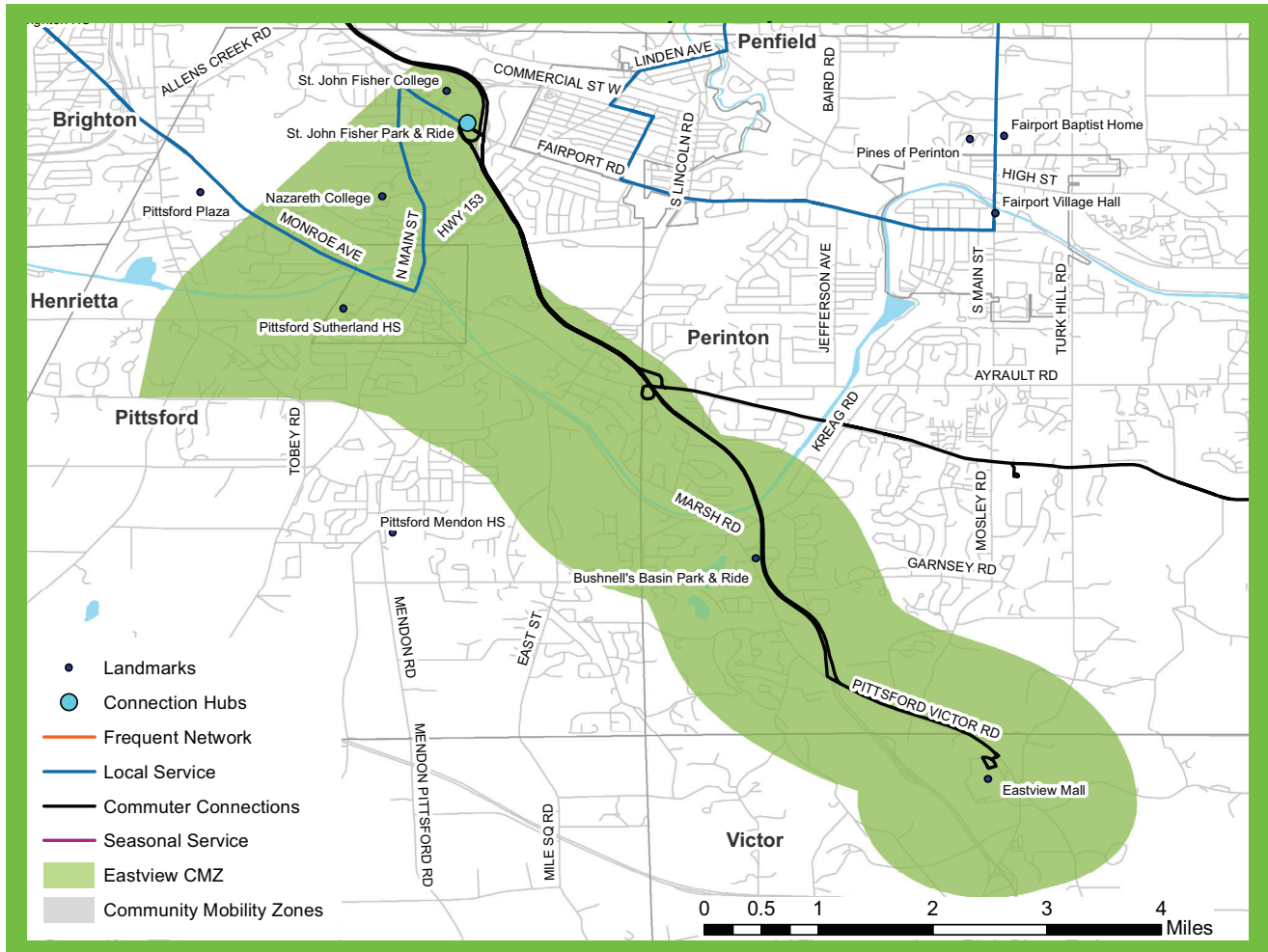
# IRONDEQUOIT CMZ



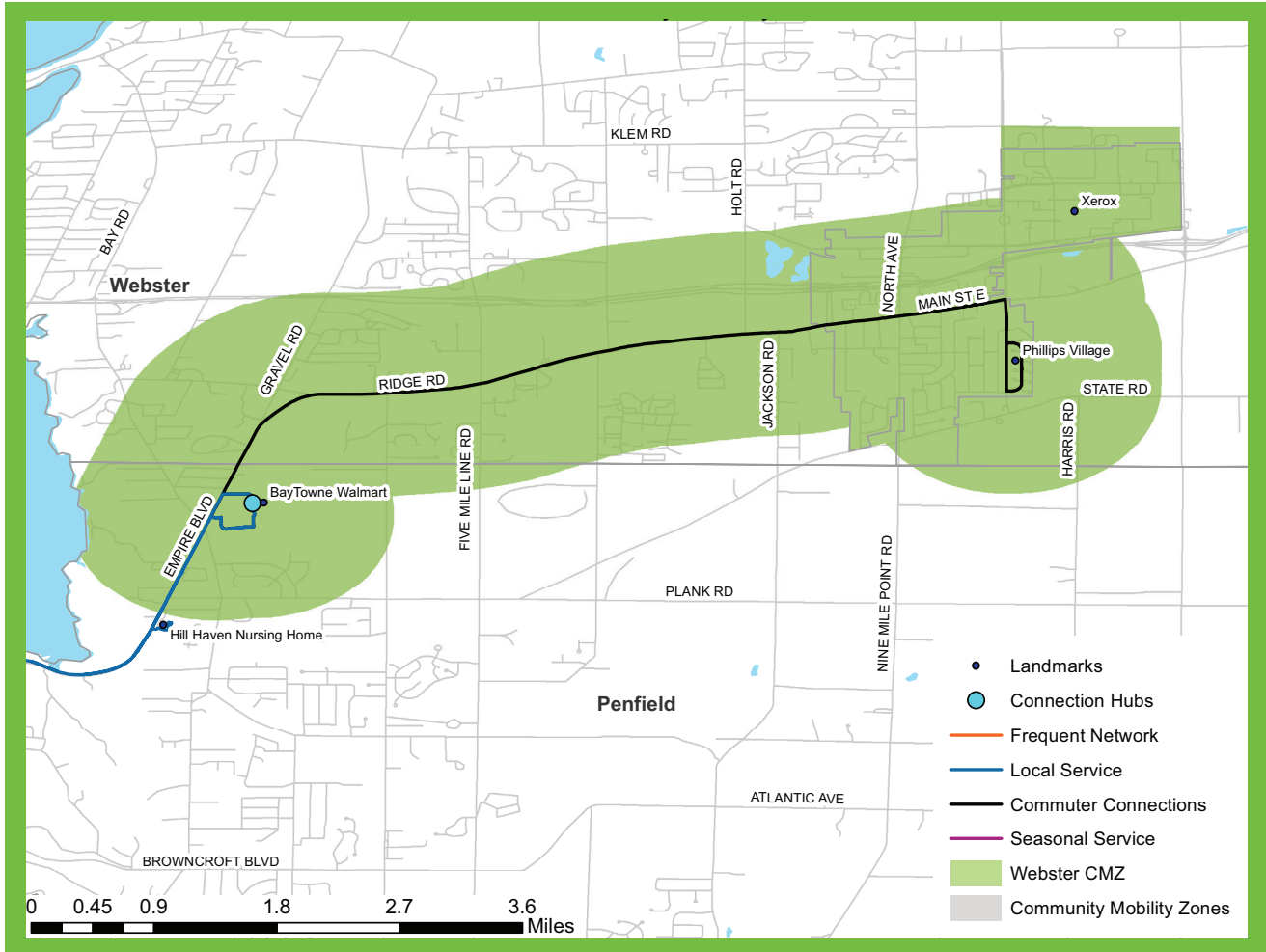
# LEXINGTON AVE. CMZ



# PITTSFORD/EASTVIEW CMZ



# WEBSTER CMZ





# CONNECTION HUBS

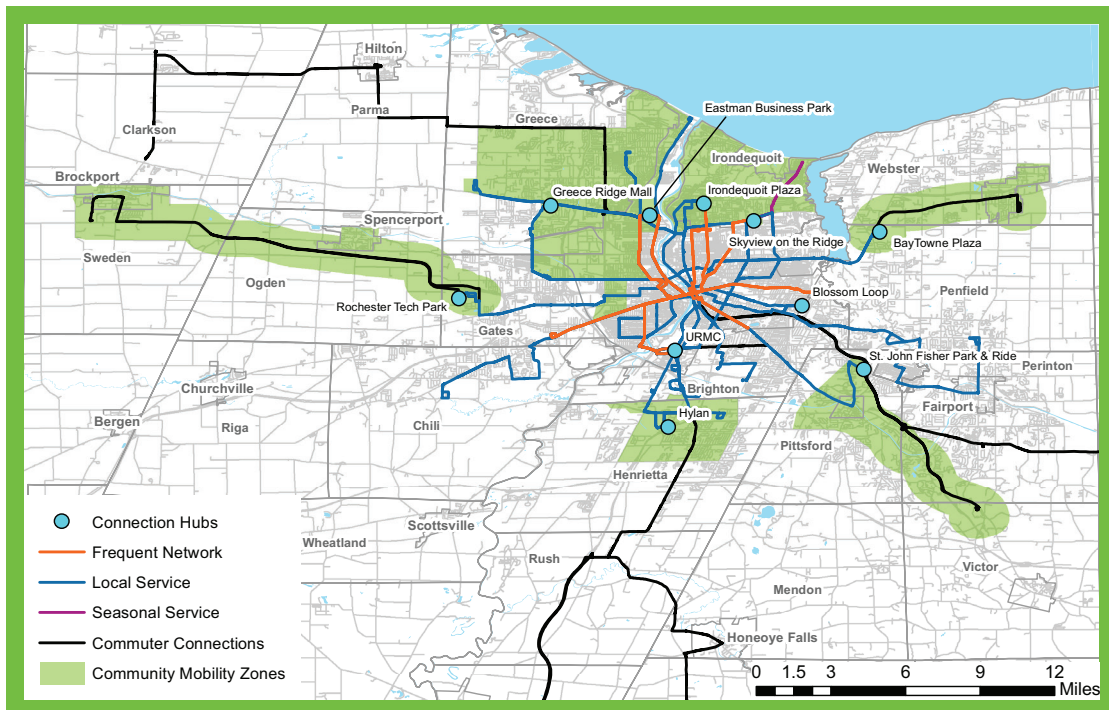
A central aspect of Reimagine RTS is an emphasis on network connections and an improvement in overall customer mobility. This includes both stronger connections between fixed routes and the integration of new mobility solutions in the Community Mobility Zones (CMZ) with the core fixed-route transit network. To facilitate these various connections, RTS will create Connection Hubs throughout the service area at key network convergence points and outer network areas where customers may transfer between multiple RTS bus routes or connect to CMZ options and other modes of transportation to reach their destinations.

RTS is working to develop Connection Hubs at the following locations:

- BayTowne Plaza
- Blossom Loop
- St. John Fisher Park & Ride
- Eastman Business Park
- Hylan Drive
- The Mall at Greece Ridge
- Irondequoit Plaza
- Rochester Tech Park
- Skyview on the Ridge
- University of Rochester Medical Center - necessary infrastructure currently in place

## Connection Hub Timeline

RTS currently plans to have at least three Connection Hubs fully developed in time for the launch of Reimagine RTS in the summer of 2020. The remaining hubs will be operational with a base level of infrastructure to facilitate the necessary connections in 2020, while RTS works to fully develop each site.



# COMMUTER CONNECTIONS

RTS understands the importance of providing access to customers who currently depend on RTS fixed-route service to commute to and from work.

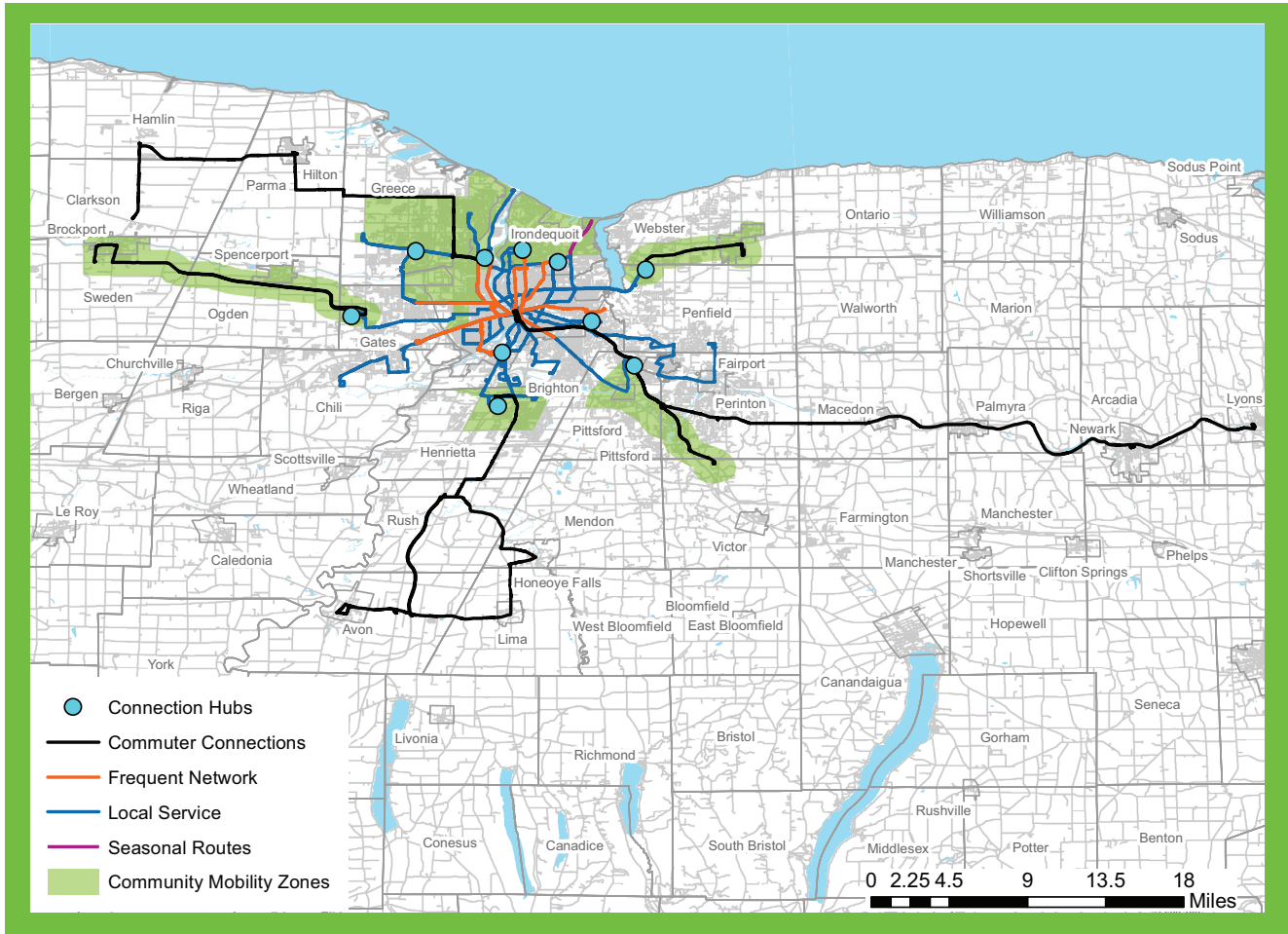
These routes will provide service for customers commuting to and from work during the morning and evening commute times

between these suburban areas and Downtown Rochester. RTS will continue providing service to these areas of the community using a smaller vehicle that is more appropriate for the number of customers using the route. Review of existing ridership will determine the number of trips each day.

Commuter Route	Route Description
90 Avon/Rush Commuter	See description on page 75
91 Newark/Lyons Commuter	See description on page 76
92 Hilton/Hamlin Commuter	See description on page 77
93 Webster Commuter	See description on page 78
94 Brockport Commuter	See description on page 79
95 Eastview Commuter	See description on page 80
96 St. John Fisher P&R Commuter	See description on page 81
97 Elmwood Commuter	See description on page 82

# COMMUTER ROUTES

## REIMAGINE RTS SERVICE PLAN



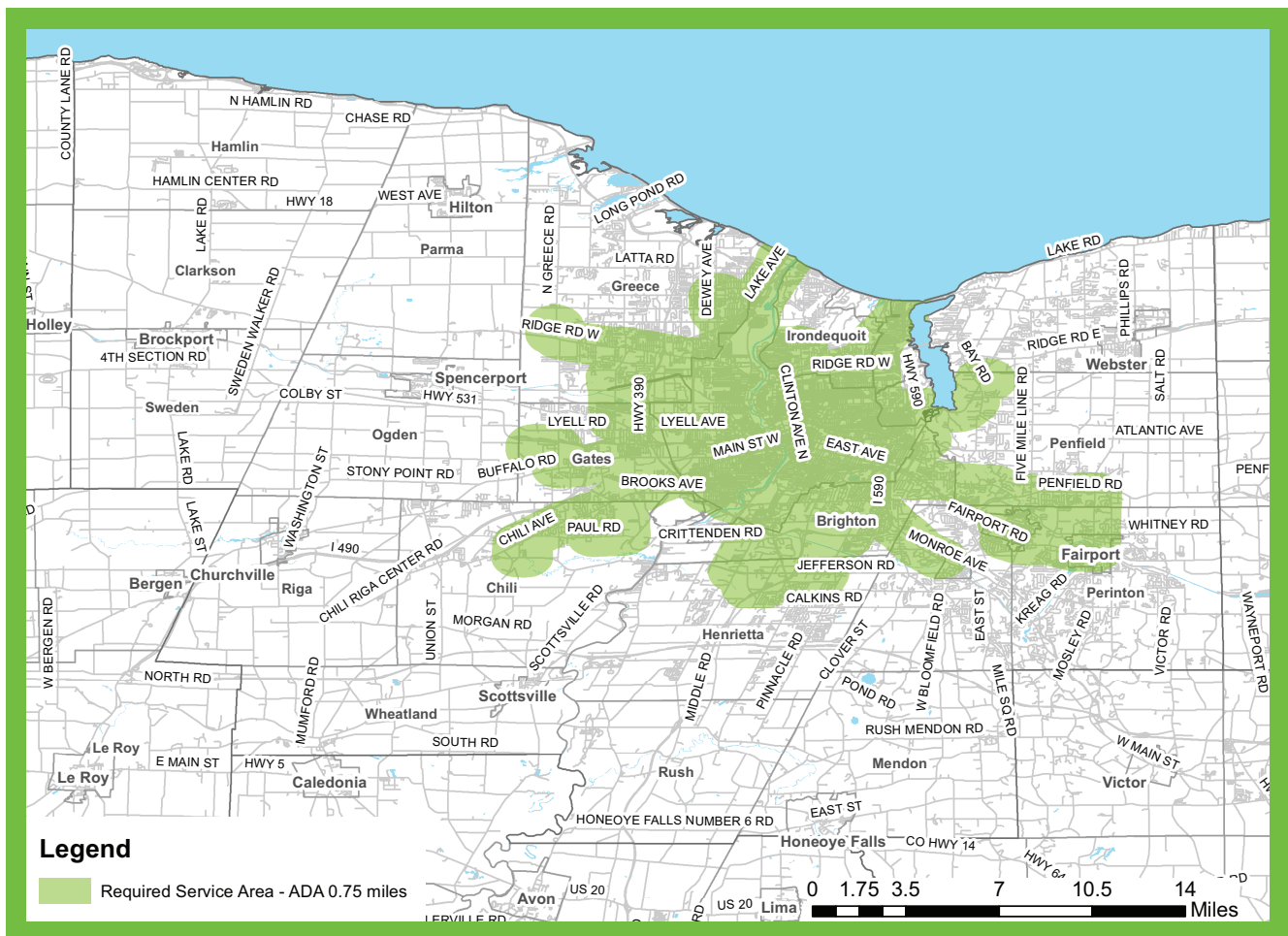
# PARATRANSIT SERVICE

Because RTS receives federal funding, we must comply with the requirements set forth in the Americans with Disabilities Act (ADA) as it relates to public transit services, including fixed route and deviated route services. The ADA requires that RTS provide complementary paratransit service 3/4 mile around any fixed route, including the start and end points of a route.

Because the fixed route network that RTS will implement in 2020 (see map on page 19) covers a smaller geographic area than today's

system, the required paratransit service area will change. As the maps on the following pages indicate, RTS' goal is to ensure all trips completed during the project study period via RTS Access are able to be completed when the new system is implemented in 2020. All trips that begin and end in the required area will be \$2. The following map shows what the required paratransit area will be for Monday through Friday with the implementation of Reimagine RTS.

## REIMAGINE RTS REQUIRED PARATRANSIT SERVICE AREA

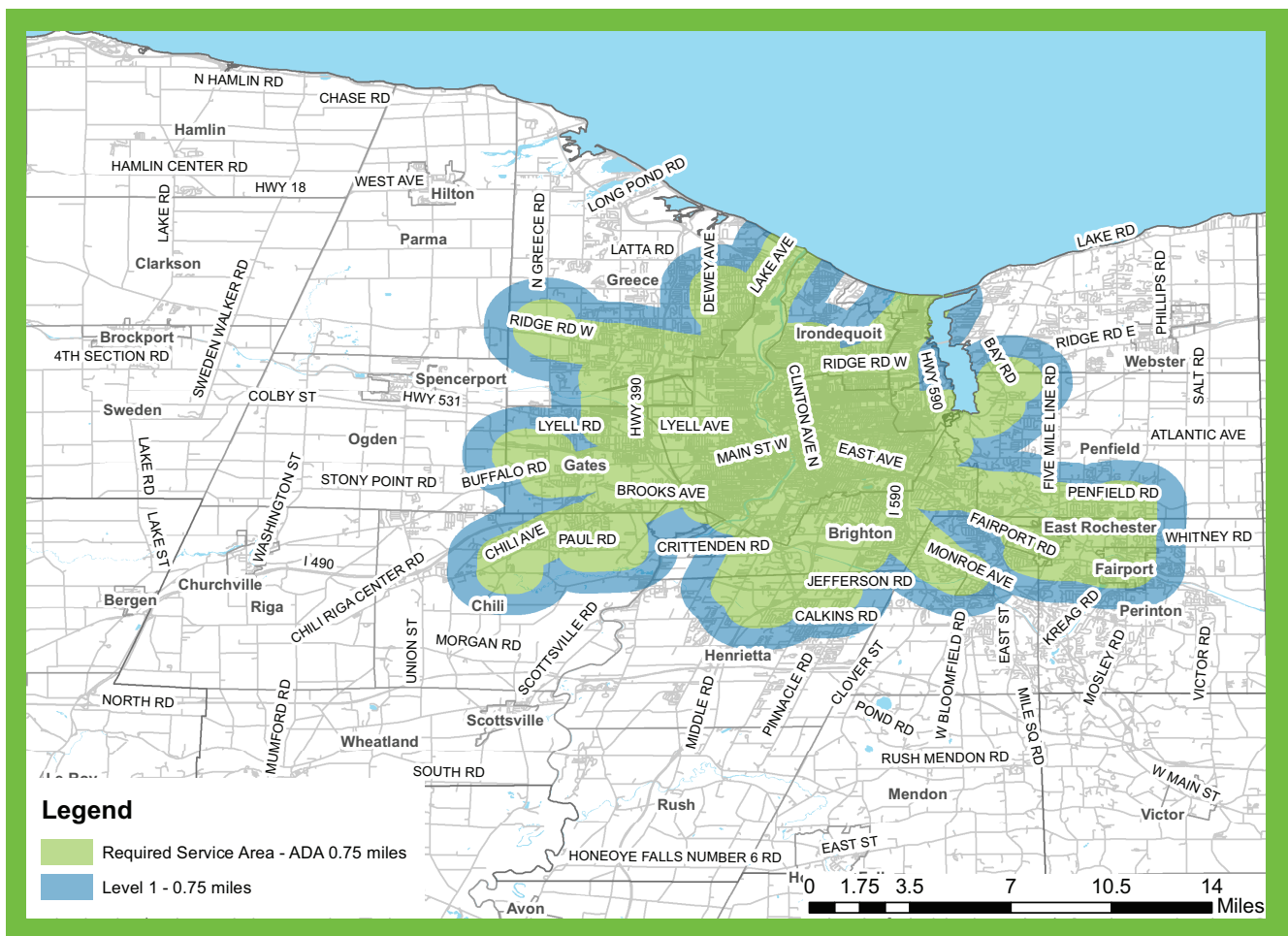


# PARATRANSIT SERVICE AREA: SUPPLEMENTAL LEVEL 1

Similar to what exists today, RTS will expand the paratransit service area beyond what is required. The supplemental service in Level 1, which is represented by the blue area in the map below, extends 3/4 mile beyond the required green area to create coverage 1.5

miles around each fixed route in the transit system. The Level 1 service area will be operated the same as the required area. All trips that begin and end either in the required or supplemental Level 1 areas will be \$2.

## REIMAGINE RTS REGULAR PARATRANSIT SERVICE AREA

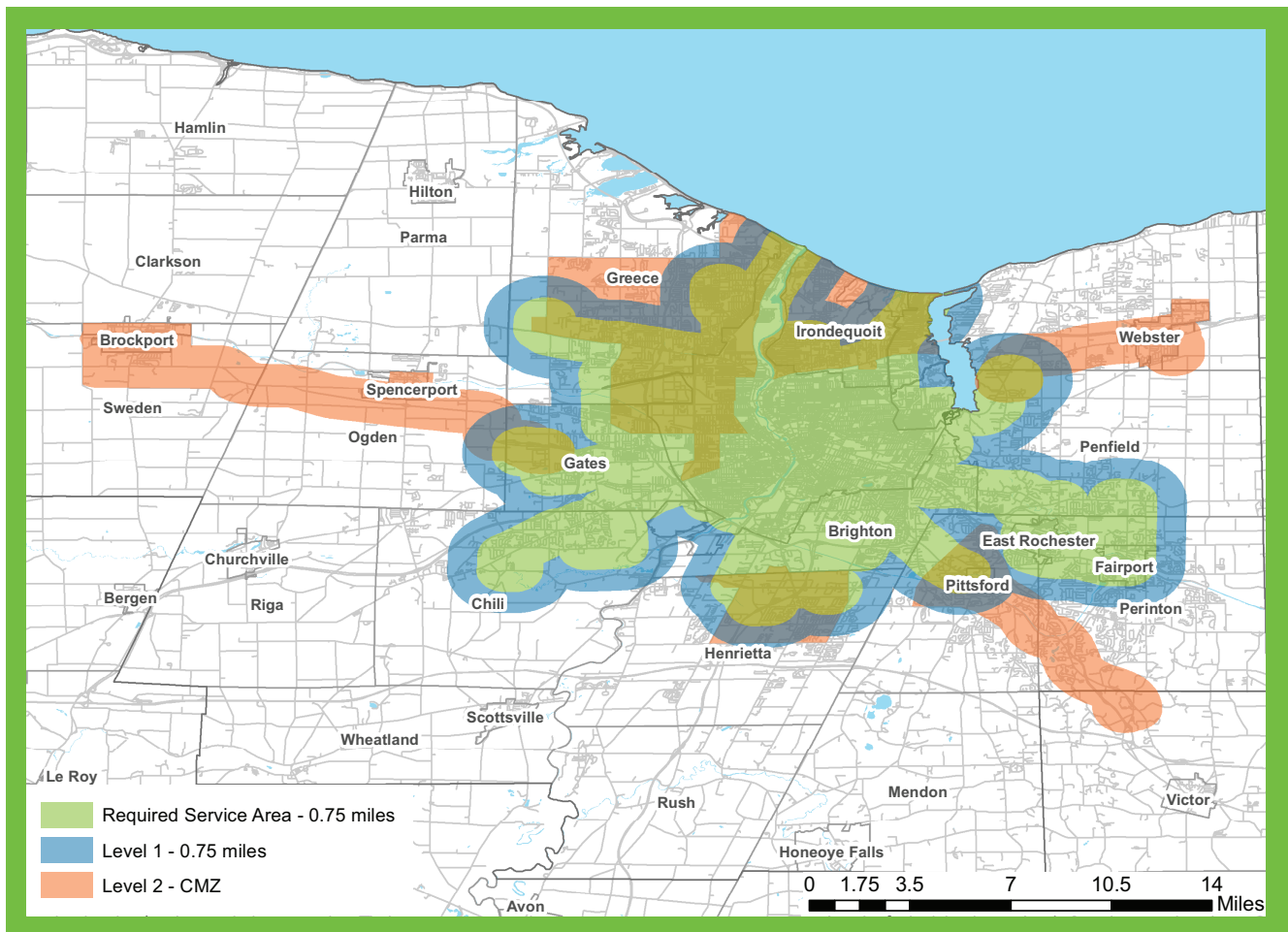


# PARATRANSIT SERVICE AREA: SUPPLEMENTAL LEVEL 2

The supplemental service in Level 2, which is represented by the orange areas in the map below, extends to the Community Mobility Zone areas that are not already covered by

the Required Area or Level 1. RTS Access will provide subscription service in Level 2. All trips to or from the supplemental Level 2 areas will be \$4.

## REIMAGINE RTS REGULAR PARATRANSIT SERVICE AREA + CMZ



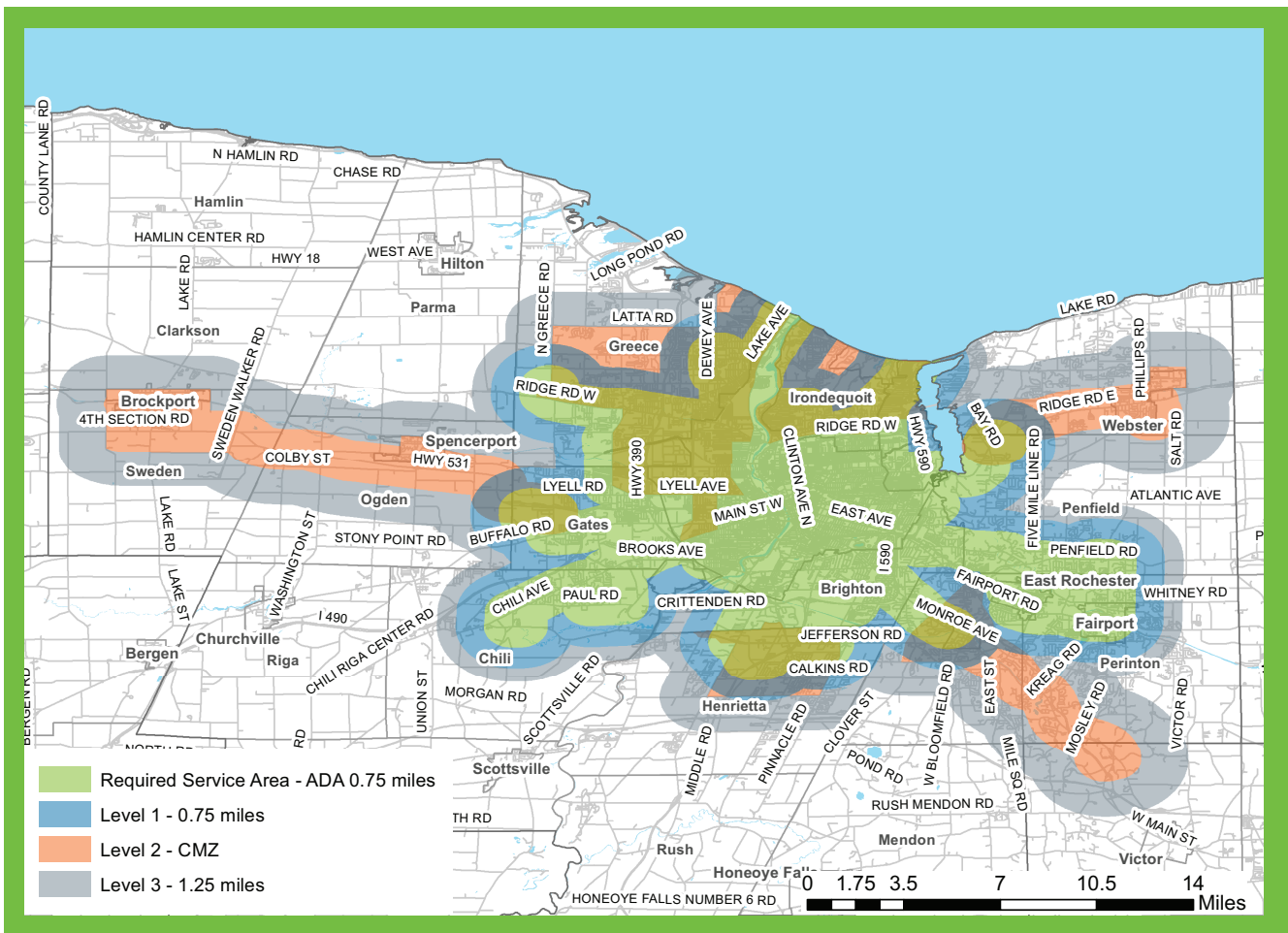
**Note:** the odd colors within the green and blue service areas represent portions of the CMZs that are part of the Required and Level 1 service areas.

# PARATRANSIT SERVICE AREA: SUPPLEMENTAL LEVEL 3

The supplemental service in Level 3, which is represented by the gray area in the map below, extends to form a 1.25 mile border around the required area and Level 2. Supplemental

service in Level 3 will be based on availability. Reservations can be made up to one day in advance, but trips are not guaranteed.

## REIMAGINE RTS REGULAR + SUPPLEMENTAL PARATRANSIT SERVICE AREA



# PARATRANSIT SERVICE AREA: WEEKEND SERVICE

The paratransit service area on Saturdays and Sundays will consist of the required area in green and supplemental Level 1 in blue in the map below. On the weekends, the paratransit area does not provide supplemental service

to Level 2 or Level 3. All RTS customers - fixed route and paratransit customers alike - will have access to the RTS On Demand service in the Community Mobility Zones.

## REIMAGINE RTS WEEKEND PARATRANSIT SERVICE AREA





# PARATRANSIT SERVICE: SERVICE HOURS AND FARES

The new mobility option RTS will operate in the seven Community Mobility Zones (CMZ) will include vehicles that comply with the requirements of the Americans with Disabilities Act. RTS Access-eligible customers who choose to use the CMZ options in any of the respective zones will be able to ride free, an extension of the existing policy that allows them to ride free on fixed-route buses.

## Paratransit Fares

As detailed in the updated RGRTA Paratransit Plan and as part of Reimagine RTS, we have updated and simplified the fare structure for paratransit service. The following structure will take effect when the new system is implemented in the summer of 2020.

Zone (Color)	Zone Name	Level of Service	Weekday Hours	Weekend Hours	Fare
Green	Required	Required	5:00am - Midnight	6:00am - Midnight	\$2
Blue	Supplemental 1	Same as required	5:00am - Midnight	6:00am - Midnight	\$2
Orange	Supplemental 2	Same as required	5:00am - 10:00pm	N/A	\$4
Gray	Supplemental 3	Supplemental only	5:00am - 10:00pm	N/A	\$8
All	All	Same Day	N/A	N/A	\$6

# NETWORK FARE OPTIONS & PASSES

Following is the fare structure that will be in place for fixed route and CMZ service when

RTS implements the reimagined transit system in the summer of 2020.

PASS/FARE TYPE	COST
<b>Fixed Route Fare</b>	
1 Ride Pass	\$1
<b>Value Passes (For use on Fixed Route and RTS On Demand)</b>	
All-Day Unlimited Pass	\$3
Adult 31-Day Unlimited Pass	\$56
<b>Children Under Age 11</b>	
Children ages 6-11*	\$0.50
Children ages 5 and under (Limit of 3 children per fare-paying adult)*	Free
<b>Seniors 65+/Disabled Value Passes</b>	
Senior/Disabled 1 Ride Pass	\$0.50
Senior/Disabled One-Day Unlimited Pass	\$1.50
Senior/Disabled Unlimited Pass for 31 Consecutive Days	\$28.00
<b>Veterans</b>	
All fixed route and CMZ rides	Free
<b>RTS On Demand**</b>	
Connect to or from an RTS bus stop	\$1
Curb-to-curb within the zone	\$3

\*Children 10 and under must be accompanied by an adult

\*\*All RTS On Demand rides must be requested by phone, mobile app or RTS website

# ADDITIONAL CONSIDERATIONS

This category represents issues RTS is currently working on related to Reimagine RTS, but may not have final answers or decisions at the time this report is completed. The information provided shows the steps RTS will take to address each issue and the relevant details known at the time of the report's publishing.

## Finances

Before RTS launched Reimagine RTS in the fall of 2017, our approach to the project was to answer this question: what should the public transit system look like in a community like ours, with the financial resources we have, while meeting the unique needs of the customers and communities we serve? The reimaged system RTS proposes answers that question and we are confident it makes the best use of the resources we have in an attempt to address as many community

priorities as possible. The specific budget for the implementation and ongoing operation of the reimaged transit system is included in the presentation that was provided to the RGRTA Board of Commissioners at the June 27, 2019 Board meeting. The presentation is available at [myRTS.com/reimagine](http://myRTS.com/reimagine).

## New Vehicles

RTS will use smaller vehicles - a combination of vans and small buses - for commuter routes and the On Demand service that will be implemented in the Community Mobility Zones. In June 2019, the RGRTA Board of Commissioners voted to approve the purchase of 30 vehicles. Each vehicle is accessible to meet the needs of customers with disabilities.



# ADDITIONAL CONSIDERATIONS CONT.

## New Mobile App

In conjunction with the launch of the reimagined transit system in the summer of 2020, RTS will also launch a new mobile application to make it easier for customers to navigate the new system and enjoy the ride. Customers will be able to use the new mobile app to plan their trips, schedule rides in the Community Mobility Zones, purchase fares, and pay their fare on the vehicle.

## Business Partnerships

RTS will honor its contractual obligations with business partners in Monroe County until the new system launches in the summer of 2020. RTS will work with business partners to ensure they understand the changes being made and opportunities that exist within the new system. RTS is also working with the Rochester City School District to ensure students continue to have access to transportation.

## Environmental Sustainability

The improvements to the public transit system as a result of Reimagine RTS and other related projects will benefit the environment as well as our customers. These will include a reduction of traffic in peak hours, a reduction of emissions, the addition of smaller and electric vehicles to the RTS fleet, improved connectivity to bike sharing and walkable areas, and a more nimble, sustainable operation.

## Future Improvements

Throughout the Reimagine RTS process, we received input from thousands of people that was used to improve the recommendations provided from our project consultants. Some of the input we received contributed to a list of future improvements that RTS would like to make to the reimagined system if customer demand calls for it and the necessary resources are available. Following is a list of potential improvements, not in any particular order of priority.

- Improve frequency of the fixed routes on the weekend
- Add routes to the frequent network
- Extend service on the fixed route system to 1:00 a.m.
- Increase the number of vehicles in service in each CMZ
- Extend the service hours in the CMZs to match expanded service in the fixed route system

# IMPLEMENTATION TIMELINE

\*Dates are subject to change during the implementation process.

TIMEFRAME	IMPLEMENTATION TASK
<b>SUMMER 2019</b>	Procurement of new vehicles
	Development of upgrades to myRTS.com
	Begin installing new bus stop signs with covers
	Construction of Transfer Shelters
	Development of Mobility App
	Continue service planning and scheduling for fixed-routes
<b>FALL 2019</b>	Development of Revised Customer Relationship Management workflows
	Construction of Phase I Connection Hubs
	Finalize Commuter Route Service
	Receive 1st delivery of shelters
	Planning for Branding, Marketing, Communications and Outreach
	Service planning and scheduling for CMZ service
<b>WINTER 2019-2020</b>	Hire & Train New Operators, Technicians, and Customer Service Staff
	Creation of new vehicle announcements
	Begin Training of Workforce Development Staff
	Receive 2nd delivery of shelters
	Receive vehicles and prep for service (wraps, radios, IT systems)
	Branding, Marketing, Communications and Outreach Content/Material Production

# IMPLEMENTATION TIMELINE CONT.

\*Dates are subject to change during the implementation process

TIMEFRAME	IMPLEMENTATION TASK
<b>WINTER 2019-2020</b>	Outreach "Street Team" Ambassadors are recruited and trained
	Complete service planning and scheduling for CMZ service
	Finalize and test Mobility App
<b>SPRING 2020</b>	Marketing, Communications and Educational Outreach Plan Launches
	Finalize route schedules for entire system
	In-Service Training for Operations Frontline Staff
	Begin construction of Phase II Connection Hubs
	Deploy Mobile Ticketing
<b>SUMMER 2020</b>	Marketing, Communications and Educational Outreach Continues
	Outreach "Street Team" Ambassadors are deployed to assist customers
	Remove all bus stop sign covers before launch of new system
	Deploy Mobility App
	Finish construction of Transfer Shelters
	Finish construction of Phase I Connection Hubs
<b>JUNE 29, 2020</b>	<b>Go-Live</b>
<b>POST-GO-LIVE</b>	Continue Outreach and deployment of "Street Team" Ambassadors
	Remove discontinued shelters and bus stop signs

# APPENDIX

# ROUTE-BY-ROUTE DESCRIPTIONS

## 1 ST. PAUL



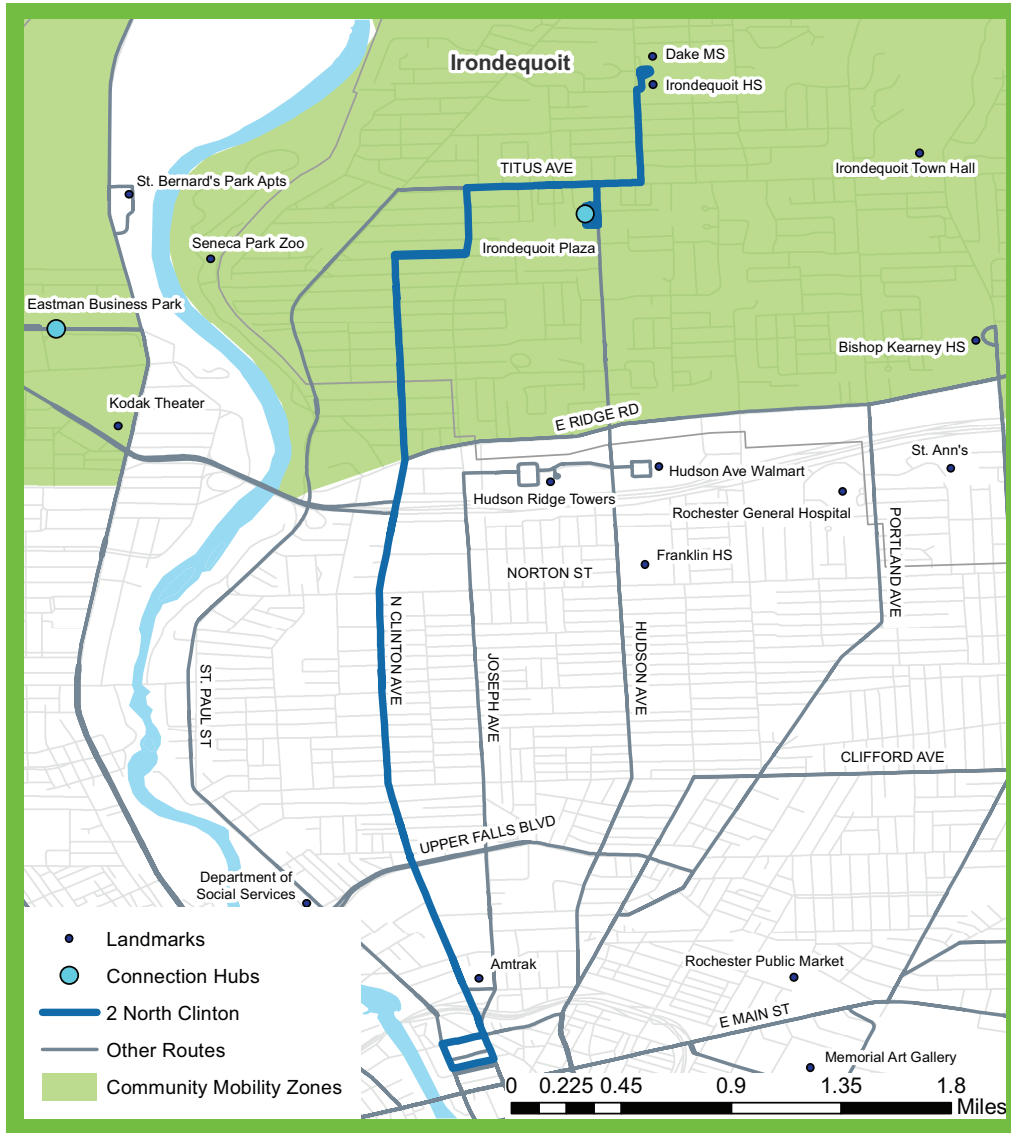
The new route is in the Local Service tier. It runs between the RTS Transit Center and Irondequoit Plaza via St. Paul Street and Titus Avenue every 30 minutes on weekdays between 6:00 AM and 6:00 PM. It runs every

60 minutes all other times. Customers traveling north of Titus Avenue can use RTS On Demand service within the Irondequoit CMZ. The route is similar to the former Route 35 St. Paul but does not serve Summerville or Cooper Road.



# ROUTE-BY-ROUTE DESCRIPTIONS

## 2 NORTH CLINTON



The new route is in the Local Service tier. It runs between the RTS Transit Center and Irondequoit Plaza via North Clinton Avenue every 30 minutes between 6:00 AM and 6:00 PM on weekdays. It runs every 60 minutes all other times. Customers traveling north of

Titus Avenue can use RTS On Demand service within the Irondequoit CMZ. The route is similar to the former Route 37 North Clinton but will only serve Cooper Road at school times.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 3 JOSEPH



The new route is in the Frequent Service tier. It runs between the RTS Transit Center and Walmart on Hudson Avenue via Joseph Avenue and Seneca Manor Drive. It runs on

weekdays every 15 minutes from 6:00 AM to 6:00 PM. At all other times, the route runs every 30 minutes. The route is similar to the former Route 41 Joseph.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 4 HUDSON



The new route is in the Frequent Service tier. It runs on weekdays every 15 minutes from 6:00 AM to 6:00 PM. At all other times, the route runs every 30 minutes. The route is similar to

the former Routes 34 Hudson and 134 Hudson ROC-it but does not deviate to Carter Street or Hudson Ridge Towers.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 5 PORTLAND



The new route is in the Frequent Service tier. It runs on weekdays every 15 minutes between 6:00 AM and 6:00 PM on weekdays and every 30 minutes at all other times. It travels to the connection hub near Skyview on the Ridge in the Irondequoit CMZ. The route is similar to the

former Route 40 Portland but does not serve Culver Road. Customers can use the seasonal Route 70 Seabreeze between Memorial Day and Labor Day or RTS On Demand service within the Irondequoit CMZ.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 6 NORTH GOODMAN



The new route is in the Local Service tier. It runs between the RTS Transit Center and Skyview on the Ridge. The route is similar to the former Route 33 Goodman but does not run north of Ridge Road or deviate to St. Ann's.

Customers can still get to Irondequoit Plaza using Routes 1 St. Paul, 2 North Clinton, and 4 Hudson. Customers traveling north of Ridge Road can use RTS On Demand service within the Irondequoit CMZ.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 7 CLIFFORD/EMPIRE



The new route is in the Local Service tier. It runs between the RTS Transit Center and BayTowne Plaza via Clifford Avenue and Empire Boulevard every 30 minutes on weekdays between 6:00 AM and 6:00 PM and 60 minutes at all other times. The route is similar

to the former Routes 36 Clifford and 103 Webster but does not serve the Culver/Norton/Waring loop or the town of Webster. Customers traveling beyond BayTowne Plaza can use RTS On Demand service within the Webster CMZ.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 8 EAST MAIN



The new route is in the Frequent Service tier. It runs between the RTS Transit Center and Landing Heights via East Main Street every 15 minutes between 6:00 AM and 6:00 PM on

weekdays. It runs every 30 minutes all other times. The route is similar to the former Route 38 East Main but does not deviate to Wyand Crescent or Blossom Road.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 9 UNIVERSITY



The new route is in the Local Service tier. It serves University Avenue between the RTS Transit Center and the Blossom Loop. At Winton Road or Blossom Loop, customers

can connect to the 9 Park and 50 Fairport. Customers along this route can connect to URMCC via the 41 Culver/Goodman Crosstown.



# ROUTE-BY-ROUTE DESCRIPTIONS

## 10 PARK

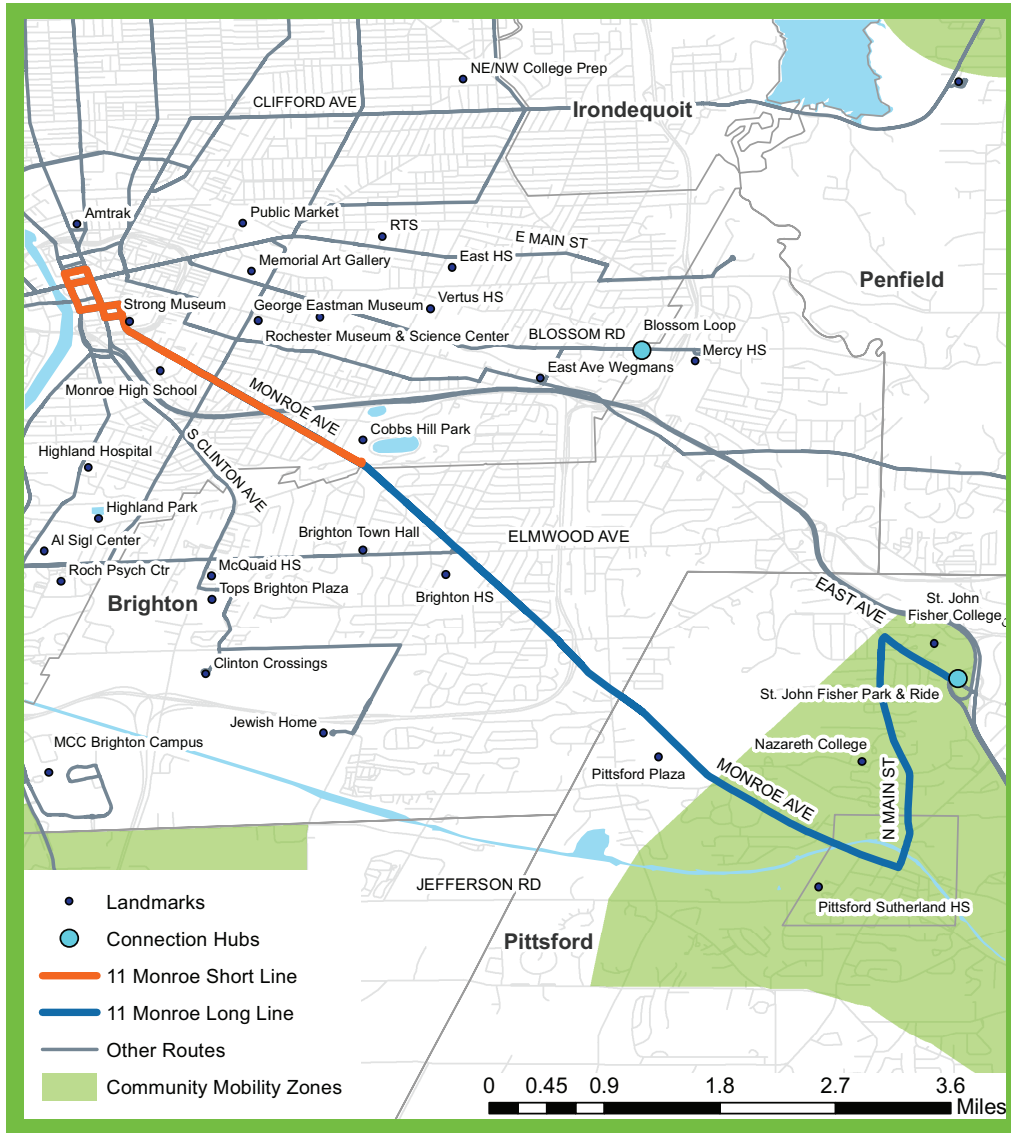


The route is in the Local Service tier. The route operates along Park Avenue between the RTS Transit Center and Blossom Loop. It is similar to the former Route 31 Park, but does not deviate

to Pittsford. Customers can use the new Route 11 Monroe to access St. John Fisher College, Nazareth College, and the RTS On Demand service in the Pittsford/Eastview CMZ.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 11 MONROE

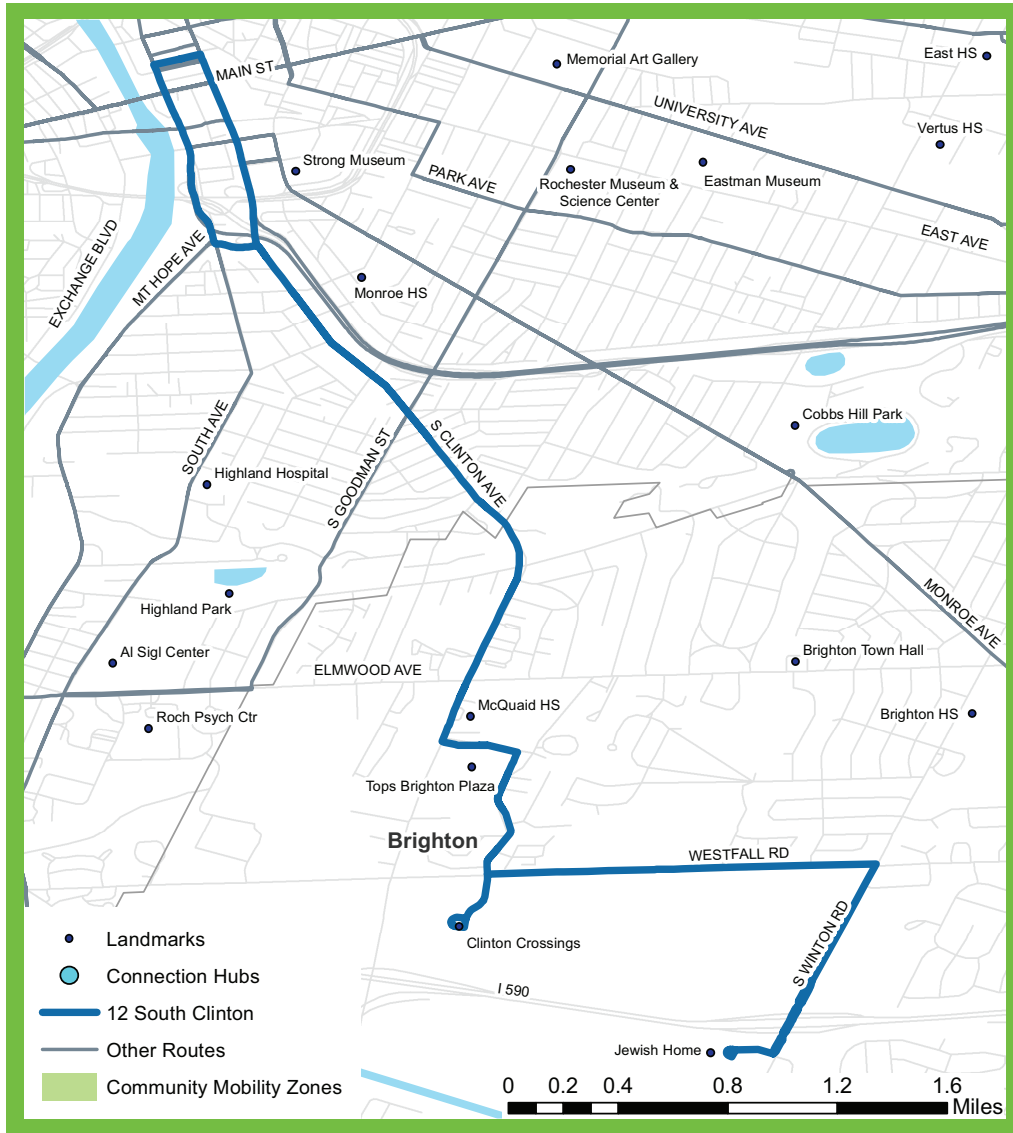


The new route is in the Frequent Service tier and offers short line and long line service. The short line runs between the RTS Transit Center and Highland Avenue every 15 minutes from 6:00 AM to 6:00 PM on weekdays. The long line continues to the St. John Fisher Park & Ride Connection Hub every 30 minutes

from 6:00 AM to 6:00 PM on weekdays. On weekends, the frequency is 30 minutes for all trips from 7:00 AM to 6:00 PM. Customers traveling beyond the St. John Fisher Park & Ride Connection Hub can use the new Route 95 Eastview Commuter or RTS On Demand service within the Pittsford/Eastview CMZ.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 12 SOUTH CLINTON

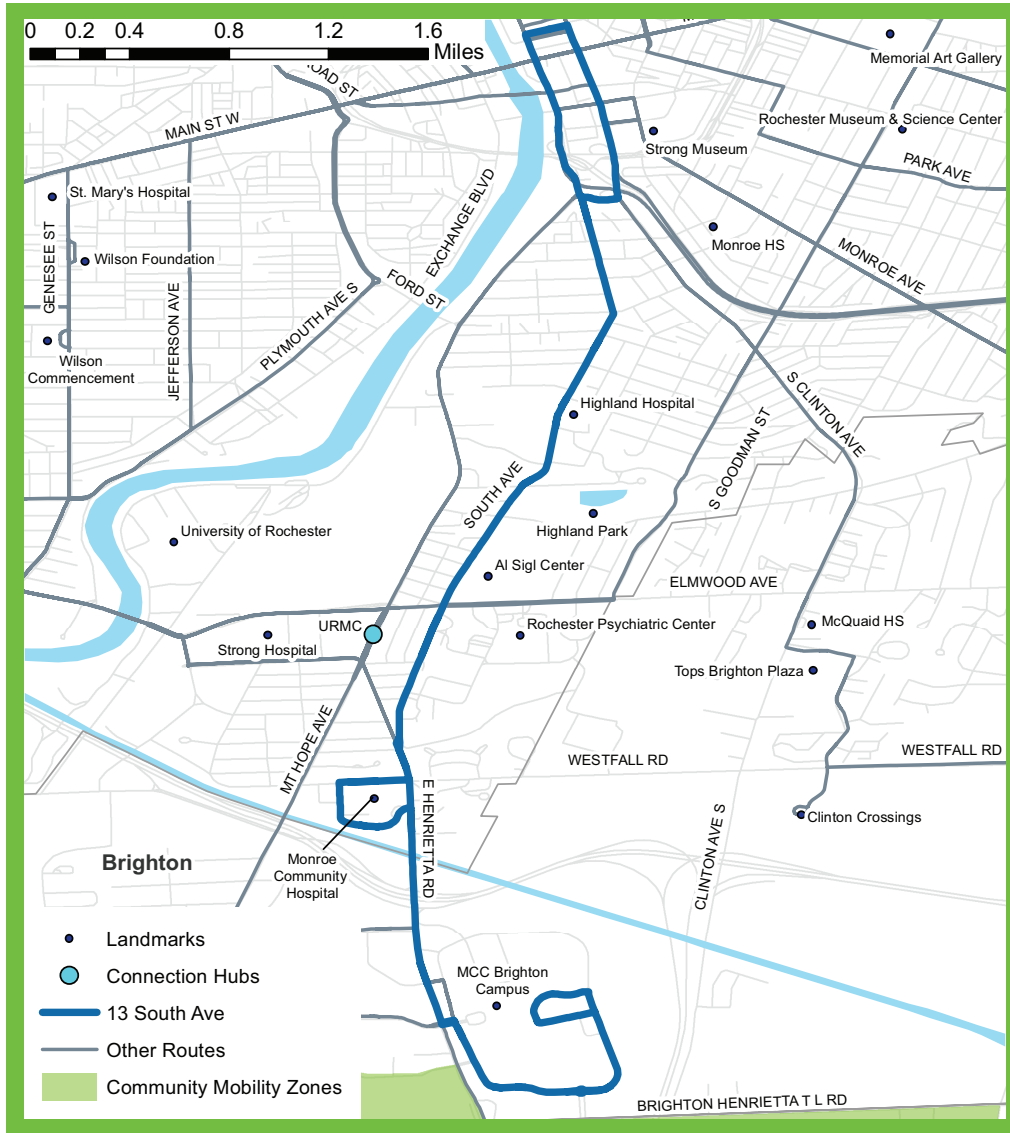


The new route is in the Local Services tier. It runs between the RTS Transit Center and the Jewish Home by way of Clinton Crossings every 30 minutes on weekdays from 6:00 AM and 6:00 PM and every 60 minutes at all other

times. The route is similar to the former Route 51 South Clinton and travels eastbound along Westfall Road to the Jewish Home but does not serve the Monroe Developmental Center.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 13 SOUTH AVENUE

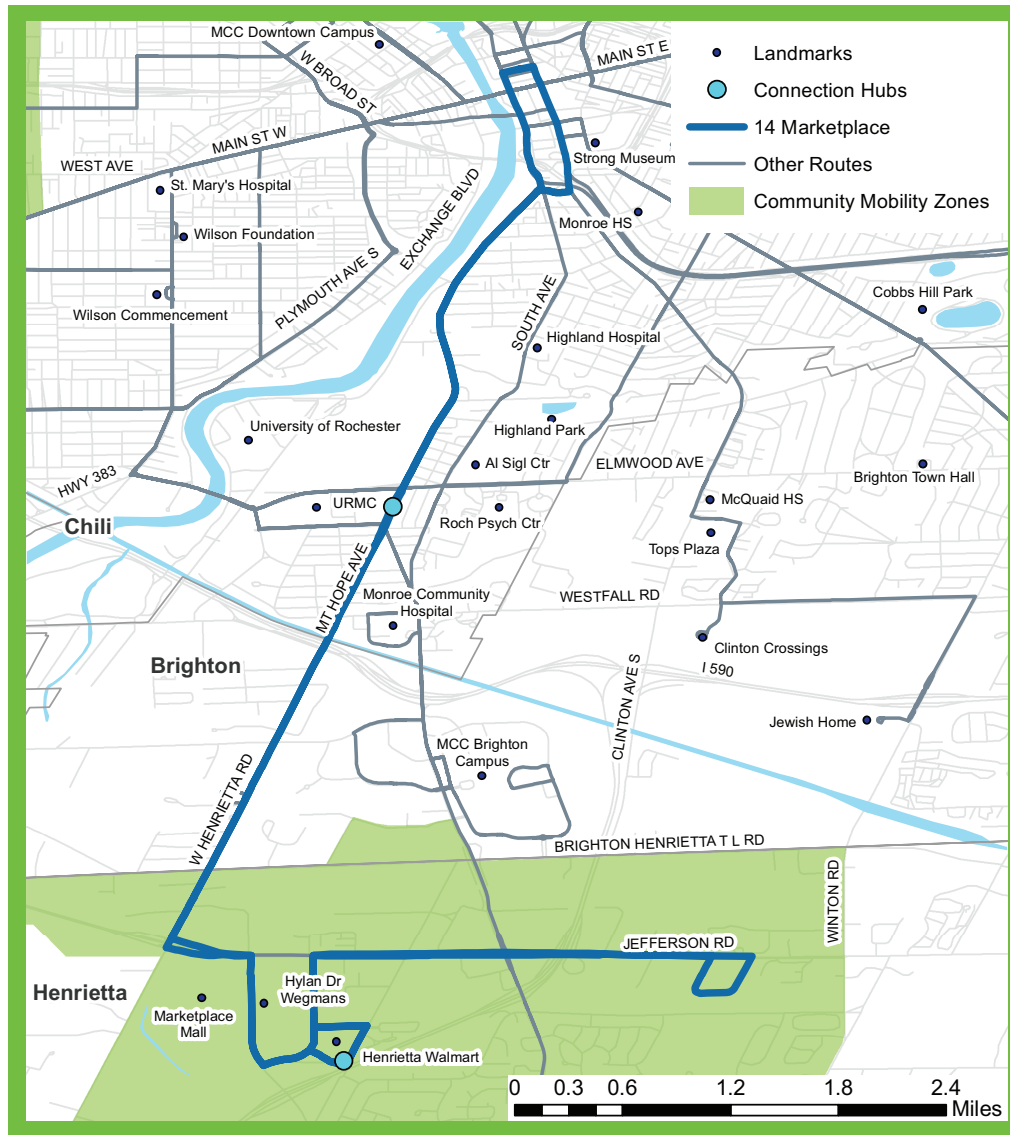


The new route is in the Local Service tier. It runs between the RTS Transit Center and Monroe Community College by way of the Monroe Community Hospital. The route is similar to the former Routes 45 South, 55 MCC Brighton, and 145 South ROC-it but does not travel to Strong Hospital. For service to Strong Hospital, customers can use the new Routes

14 Marketplace, 15 Plymouth, 16 Genesee, 17 Jefferson/19th Ward, or 41 Culver/Goodman Crosstown. Customers traveling to MCC can also use the new routes 17 Jefferson/19th Ward and 41 Culver/Goodman Crosstown. The route runs every 30 minutes on weekdays between 6:00 AM and 6:00 PM and every 60 minutes at all other times.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 14 MARKETPLACE



The new route is in the Local Service tier. It provides service to West Henrietta Road and Jefferson Road via Marketplace Mall. The route is similar to the former Routes 24 Marketplace and 124 Marketplace ROC-it, but does not serve Monroe Community College (MCC) or the Rochester Institute of Technology (RIT). MCC-bound customers can use the new Routes 13 South, 17

Jefferson/19th Ward, or 41 Culver/Goodman Crosstown. RIT-bound customers can connect with RIT-operated shuttle services at the MCC Applied Tech Center on West Henrietta Road. The weekday frequency is 30 minutes between 6:00 AM and 6:00 PM and every 60 minutes at all other times. Customers headed elsewhere in Henrietta can use the RTS On Demand service in the Henrietta CMZ.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 15 PLYMOUTH



The new route is in the Local Service tier. The route will operate between the RTS Transit Center and Strong Hospital via Ford Street and Plymouth Avenue. The route also goes

to the Hall of Justice via Broad Street. It is similar to the former Route 19 Plymouth, but will not deviate through Corn Hill or serve the University of Rochester campus.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 16 GENESEE

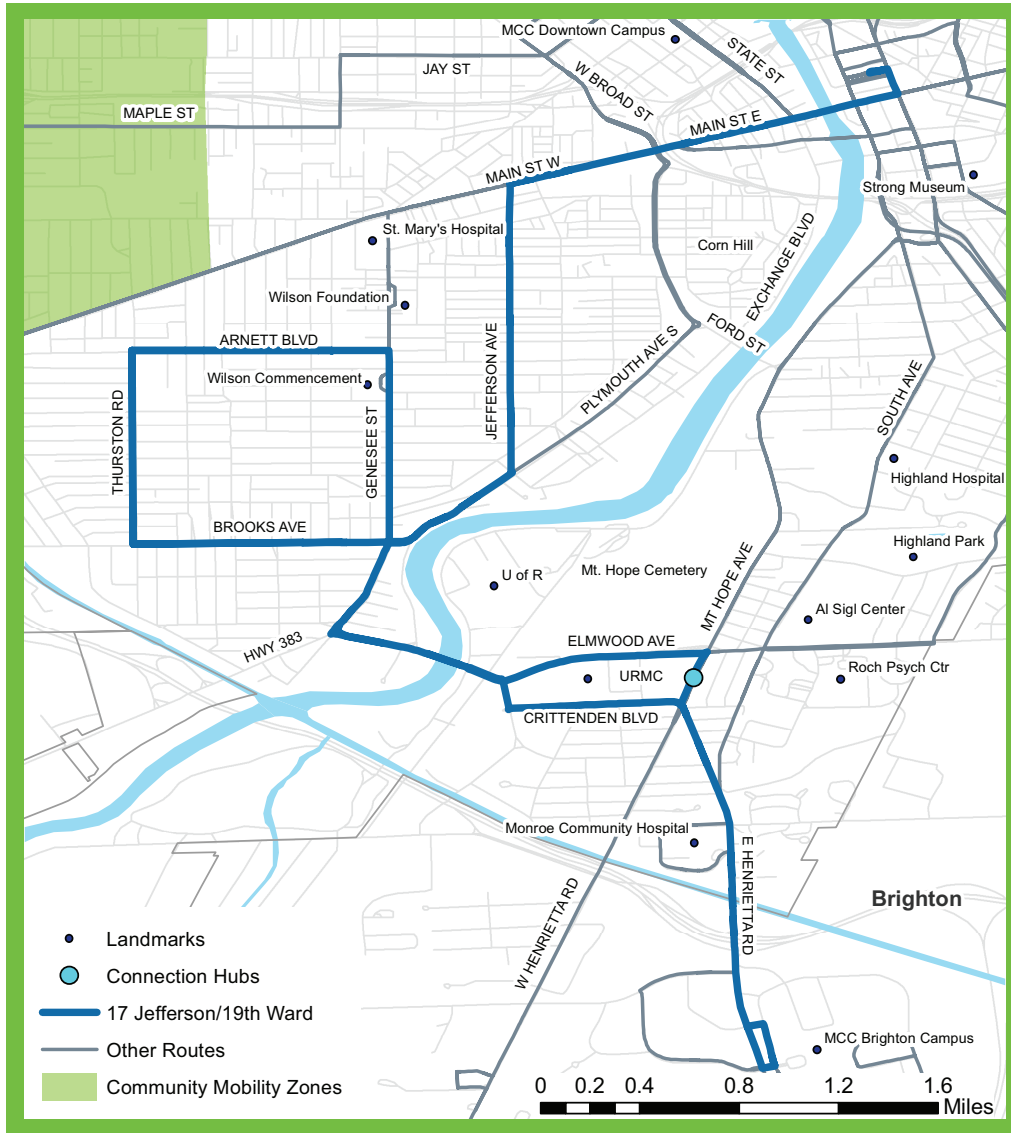


The new route is in the Frequent Service tier. It runs between the RTS Transit Center and Strong Hospital every 15 minutes from 6:00 AM to 6:00 PM on weekdays, and every 30

minutes all other times. It is similar to the former Route 4 Genesee, but will not deviate to East River Road or the Arnett/Thurston/Brooks loop.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 17 JEFFERSON/19TH WARD



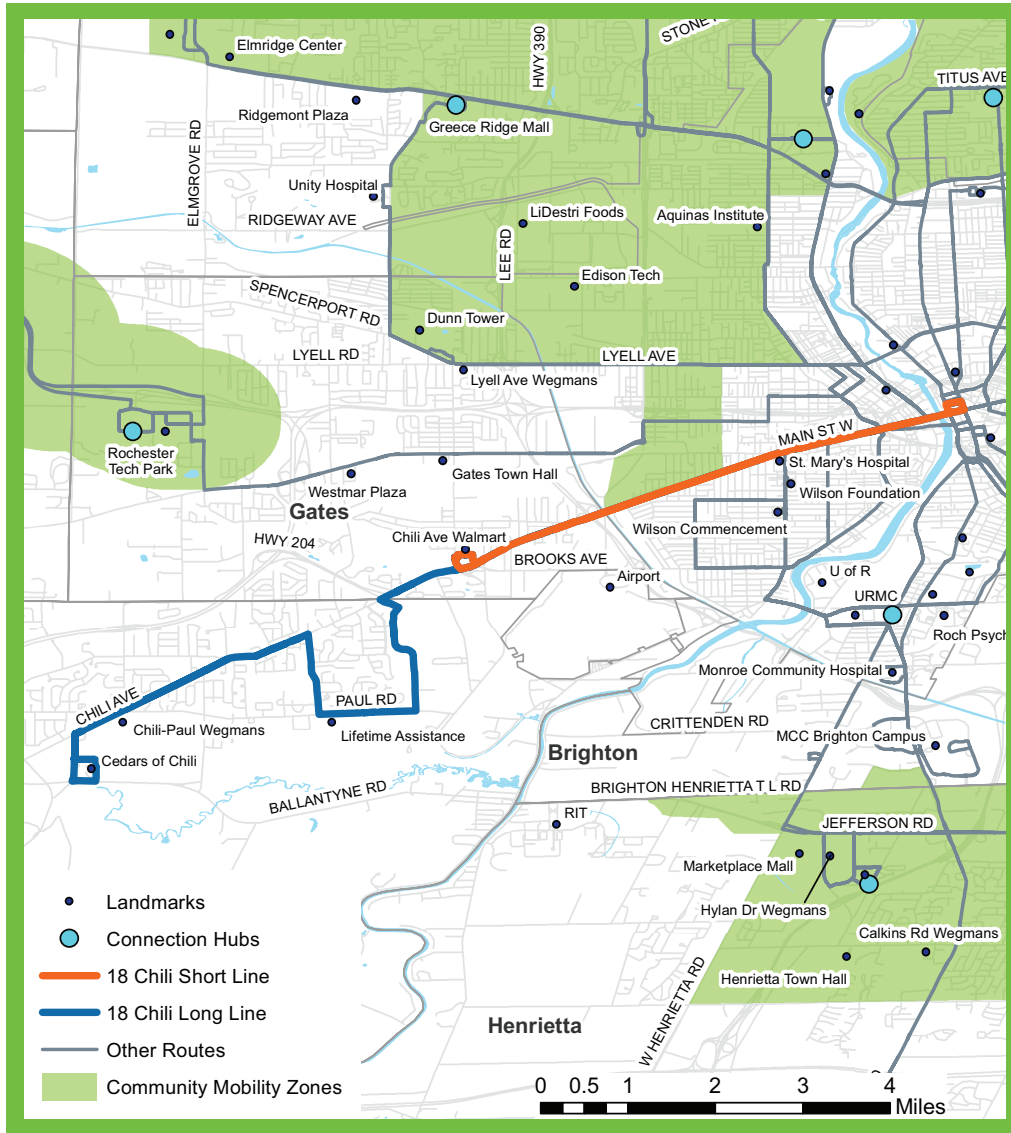
The new route is in the Local Service tier. It serves Jefferson Avenue between Main Street and Plymouth Avenue before proceeding to Strong Hospital and Monroe Community College (MCC) via the Arnett, Thurston, and Brooks loop every 30 minutes weekdays

between 6:00 AM and 6:00 PM. Service operates every 60 minutes all other times. It is similar to the former Routes 6 Jefferson Avenue and 25 Thurston/MCC, but will not serve the Airport, Wegmans Distribution Center, or Metro Park.



# ROUTE-BY-ROUTE DESCRIPTIONS

## 18 CHILI

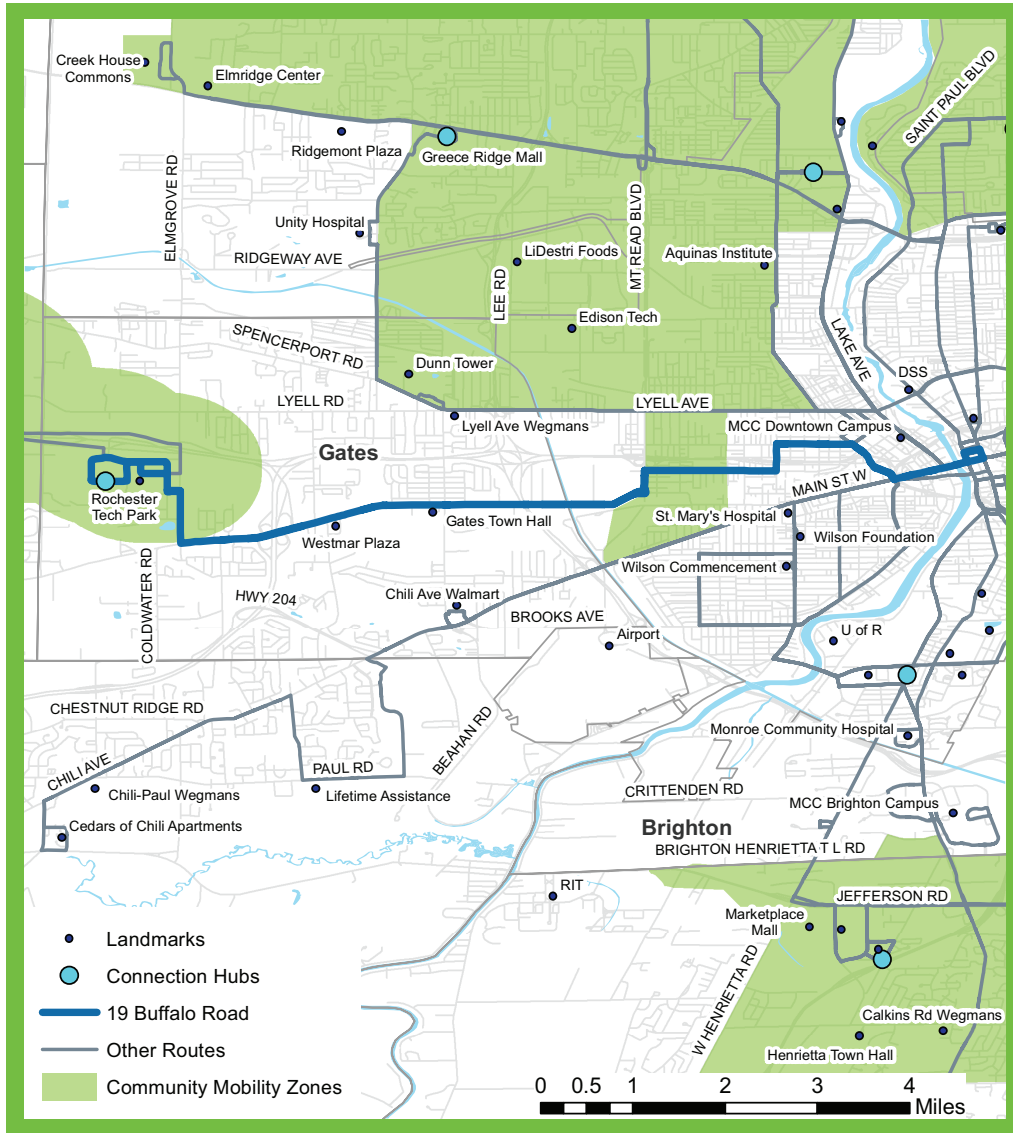


The new route is in the Frequent Service tier and offers short line and long line service. The short line runs from the RTS Transit Center to the Chili Walmart every 15 minutes from 6:00 AM to 6:00 PM on weekdays. The long line continues along Chili Avenue, Jetview Drive, Paul Road, and Marshall Road to the Cedars

of Chili every 30 minutes on weekdays. On weekends, the frequency is 30 minutes for all trips from 7:00 AM to 6:00 PM, and all trips extend from the RTS Transit Center to the Cedars of Chili. It is similar to the former Route 8 Chili.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 19 BUFFALO ROAD



The new route is in the Local Services tier. Service will operate between the RTS Transit Center and Rochester Tech Park every 30 minutes weekday between 6:00 AM and 6:00 PM. All trips will serve Jay Street

between Broad and Child, Maple Street between Child and Mount Read, and the Rochester Tech Park. It is similar to the former Route 9 Jay/Maple, but will not serve Jay Street west of Child Street.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 20 LYELL

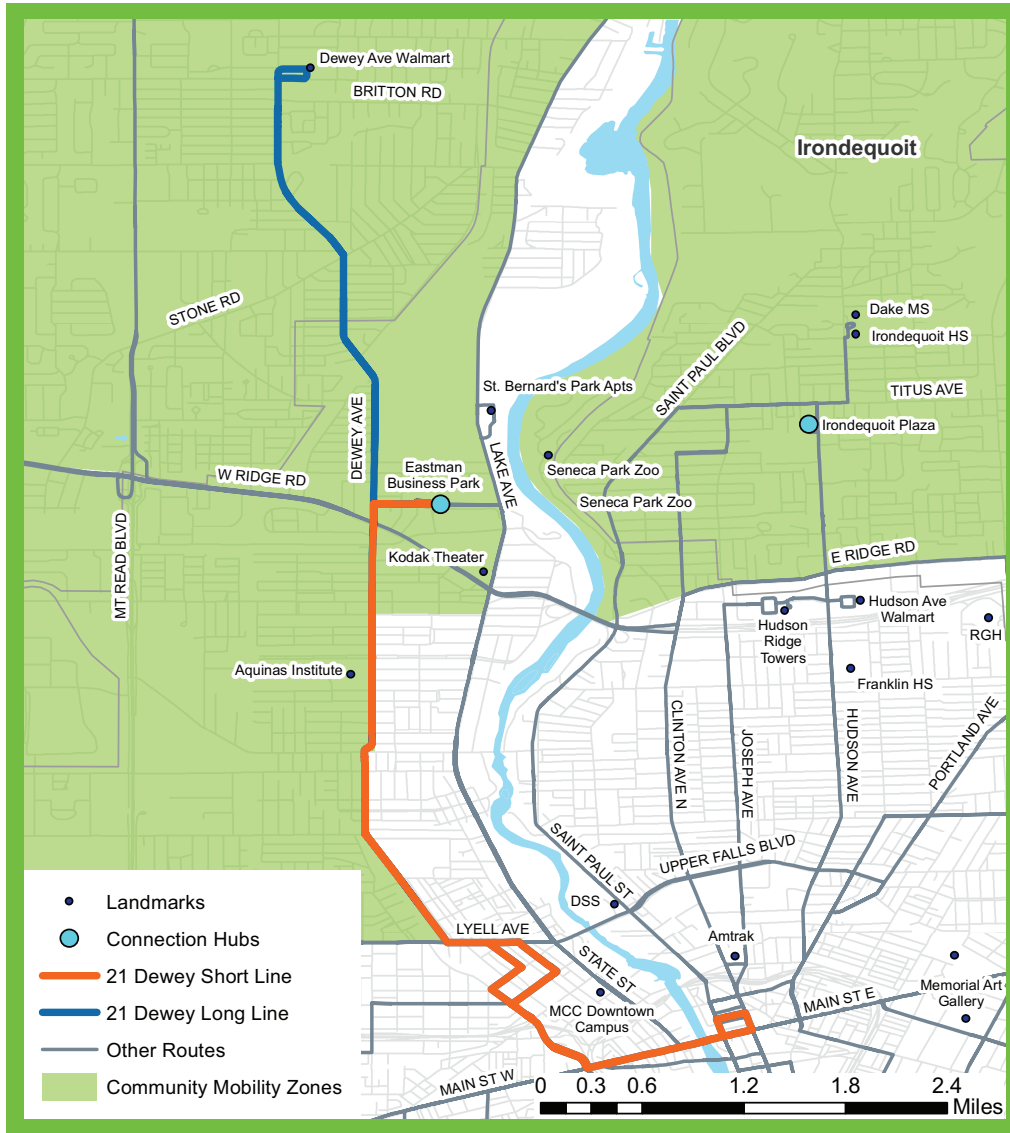


The new route is in the Local Service tier. It runs from the RTS Transit Center to Greece Ridge Mall every 30 minutes from 6:00 AM to 6:00 PM on weekdays and every 60 minutes at all other times. Between this route and the Route 42 Lyell/Upper Falls Crosstown, there will be bus service along the Lyell Avenue

corridor every 15 minutes. The route is similar to the former Routes 3 Lyell and 163 Lyell ROC-it, but will not serve Howard Road or the Chili Walmart. Customers can also connect to the Greece or Lexington CMZs at Greece Ridge Mall.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 21 DEWEY



The new route is in the Frequent Service tier and offers short line and long line service. The short line runs from the RTS Transit Center to Eastman Business Park every 15 minutes from 6:00 AM to 6:00 PM on weekdays. The long line continues to the Dewey Walmart every 30 minutes on weekdays. On weekends, the frequency is 30 minutes from 7:00 AM

to 6:00 PM. The route is similar to former Routes 10 Dewey, 15 Latta, and 150 Dewey ROC-it, but will not serve English Road, Mt. Read Boulevard, or areas north of the Dewey Avenue Walmart. Customers can connect to the Greece and Lexington CMZs at Eastman Business Park.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 22 LAKE



The new route is in the Frequent Service tier and offers short line and long line service. The short line runs from the RTS Transit Center to Eastman Business Park every 15 minutes from 6:00 AM to 6:00 PM on weekdays, and every 30 minutes all other times. The long line continues to Charlotte every 30 minutes.

On weekends, the frequency is every 30 minutes from 7:00 AM to 6:00 PM. The route is similar to the former Route 1 Lake, but does not serve the Beach/Dewey/Ling/Greenleaf/Latta loop. Customers can also connect to RTS On Demand service in the Greece and Lexington CMZs at Eastman Business Park.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 40 RIDGE CROSTOWN

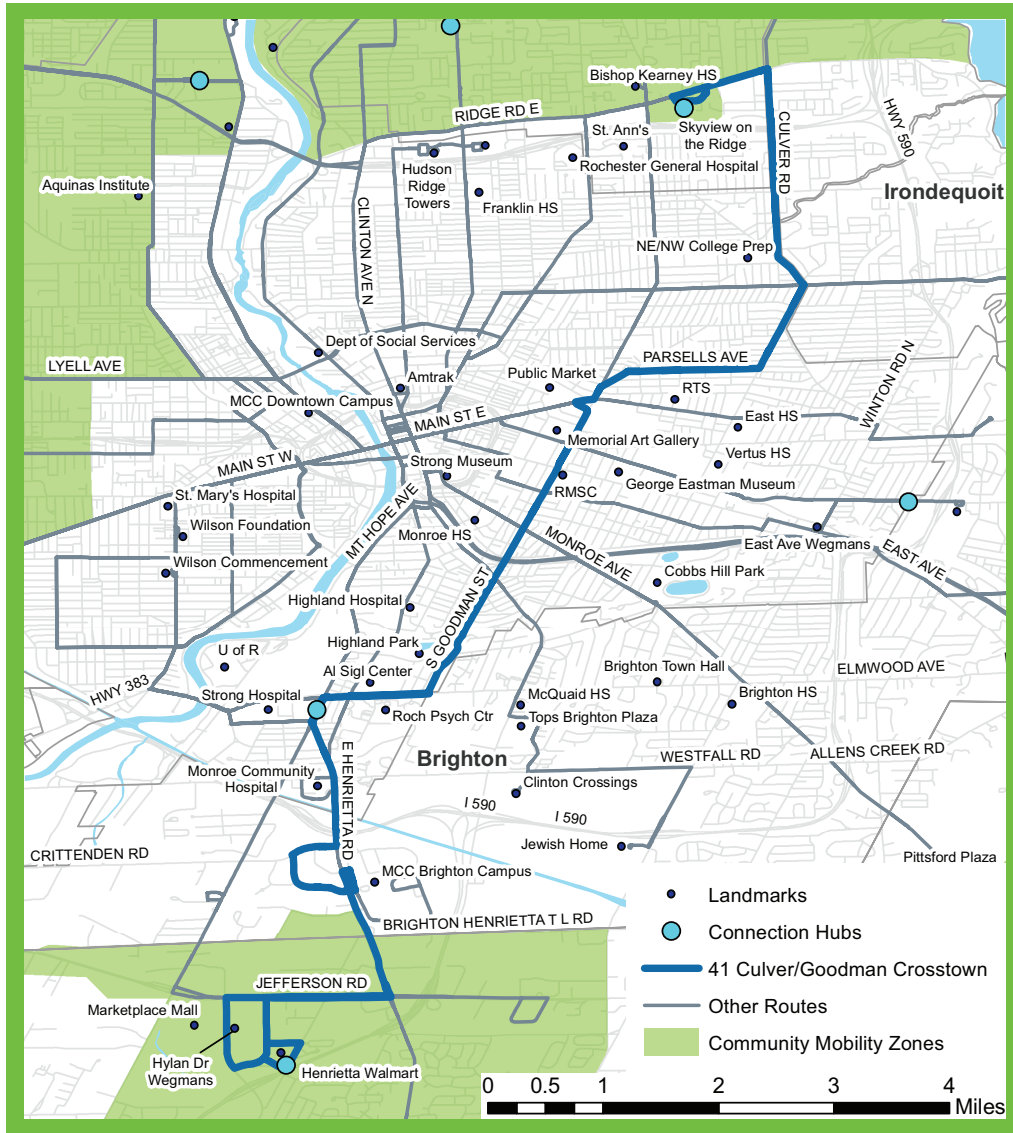


The new route is in the Local Service tier. It connects Elmridge Center in Greece to Skyview on the Ridge in Irondequoit via Ridge Road. Service will operate every 30 minutes from 6:00 AM to 6:00 PM on weekdays and every 60 minutes at all other times. It is similar to the former Route 14 Ridge, but will not serve Lake Avenue or the RTS Transit Center. Connections to the RTS Transit Center are

available on the Routes 2 North Clinton, 4 Hudson, 5 Portland, 6 North Goodman, 20 Lyell, 21 Dewey, and 22 Lake. Direct service from the RTS Transit Center to Greece Ridge Mall is available on the Route 20 Lyell. Customers can connect to RTS On Demand service in the Greece and Lexington CMZs at Greece Ridge Mall and in the Irondequoit CMZ at Skyview on the Ridge.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 41 CULVER/GOODMAN CROSSTOWN

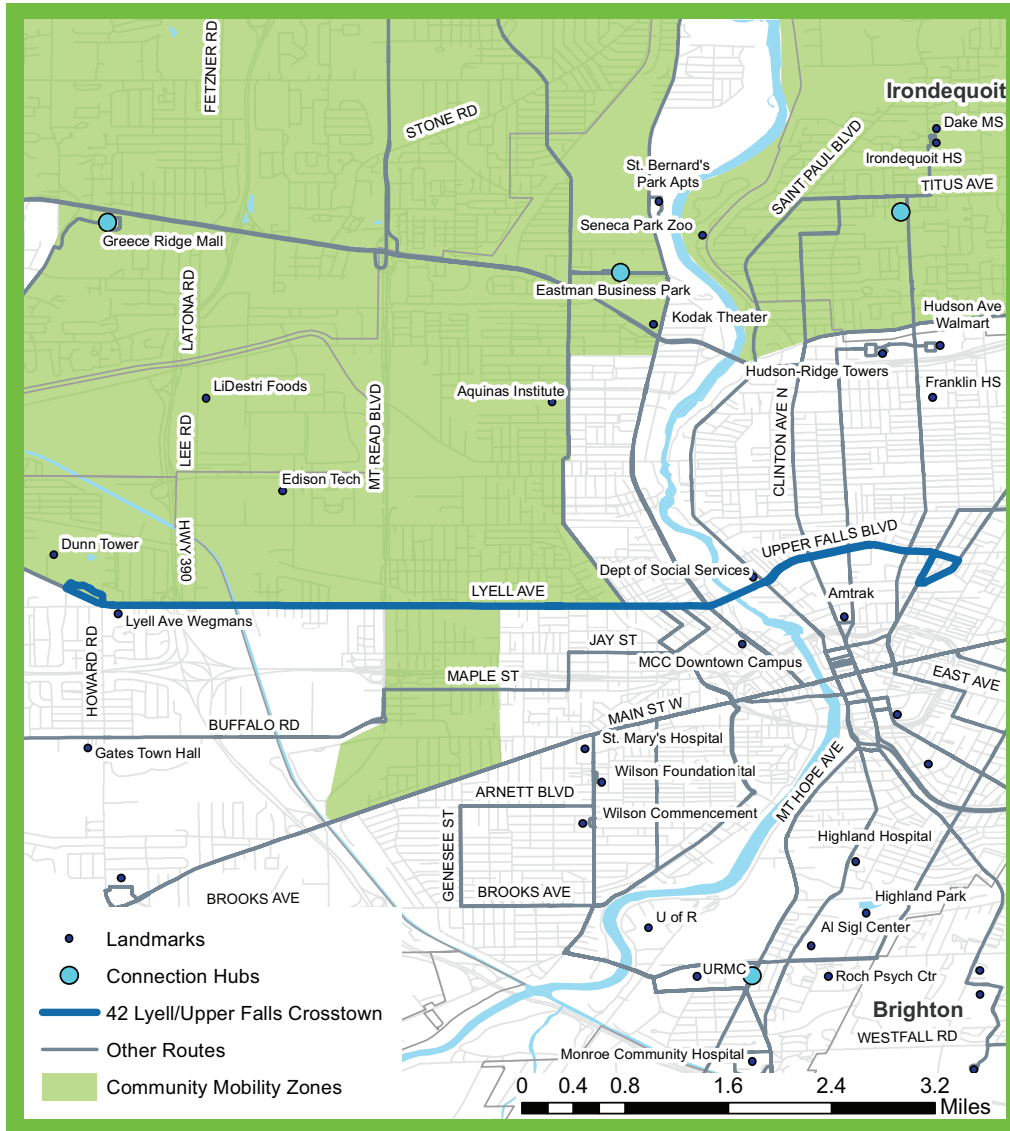


The new route is in the Local Service tier. It connects Irondequoit to Marketplace Mall by way of Strong Hospital and MCC. It runs east from Skyview on the Ridge to Culver, Parsells, Goodman, Elmwood, East Henrietta, and Jefferson to Marketplace Mall. It provides connections to the new Routes 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 40, and 70.

Service will operate every 30 minutes from 6:00 AM to 6:00 PM on weekdays and every 60 minutes at all other times. Customers can connect with RTS On Demand service in the Irondequoit CMZ at Skyview on the Ridge and in the Henrietta CMZ at the Henrietta Connection Hub.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 42 LYELL/UPPER FALLS CROSSTOWN



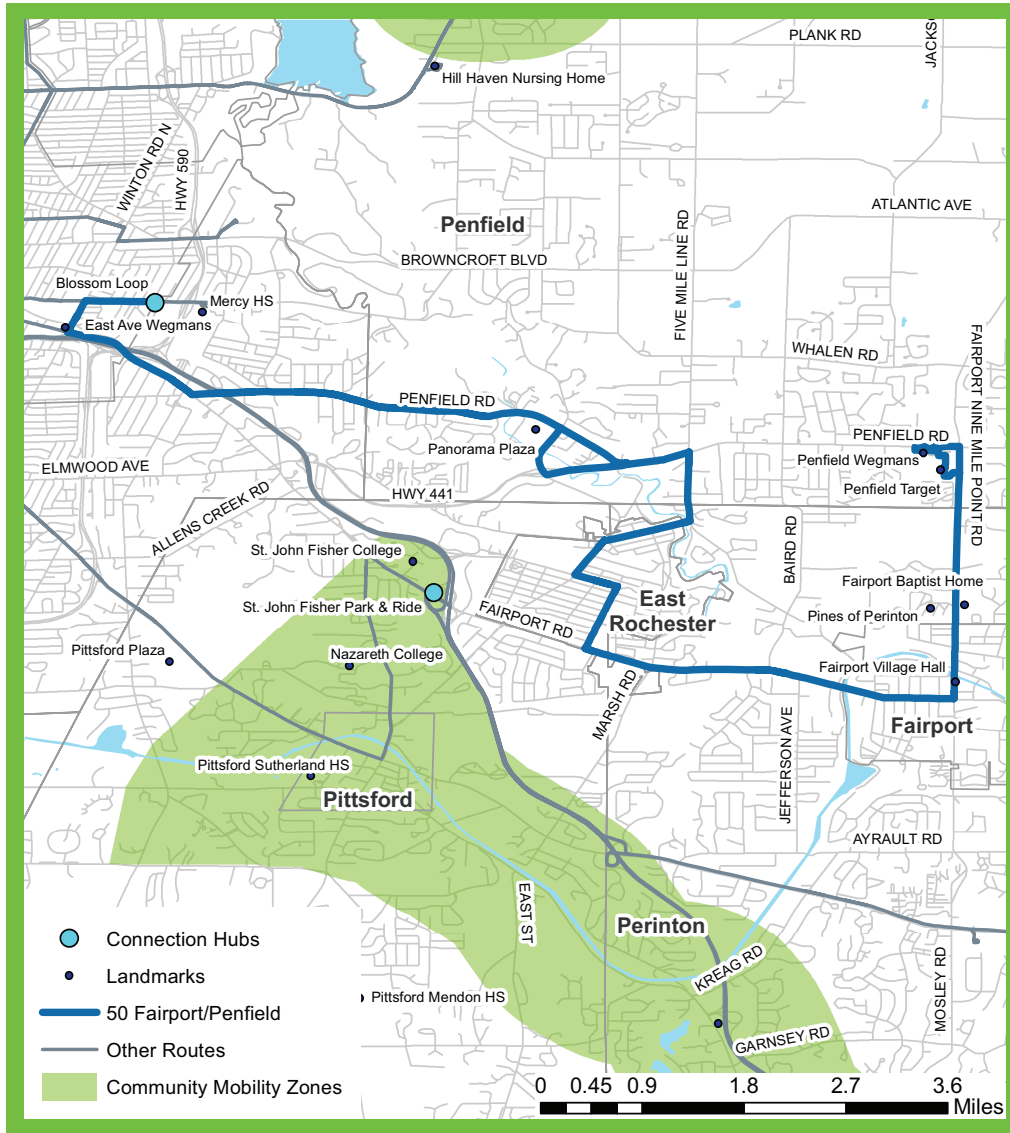
The new route is in the Local Service tier. It provides an east-west crosstown connection closer to the city center with service along Lyell Avenue every 30 minutes. Between this route and the Route 20 Lyell, a bus will serve the Lyell Avenue corridor every 15 minutes. Service operates between Lyell & Howard

Road in Gates and Portland Avenue via Lyell Avenue and Upper Falls Boulevard. It also connects to downtown by way of the Routes 1, 2, 3, 4, 5, 7, 20, 21, and 22. Customers can also connect to RTS On Demand service in the Lexington CMZ at any bus stop between Howard Road and Dewey Avenue.



# ROUTE-BY-ROUTE DESCRIPTIONS

## 50 FAIRPORT/PENFIELD



The new route is in the Local Service tier. It travels between the Blossom Loop and East Rochester, Fairport, and Penfield. The route runs every 90 minutes all day on weekdays

and weekends. Customers can connect to downtown by way of the new Routes 9 University and 10 Park. The route is similar to the former Routes 81 Fairport and 82 Penfield.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 70 SEABREEZE

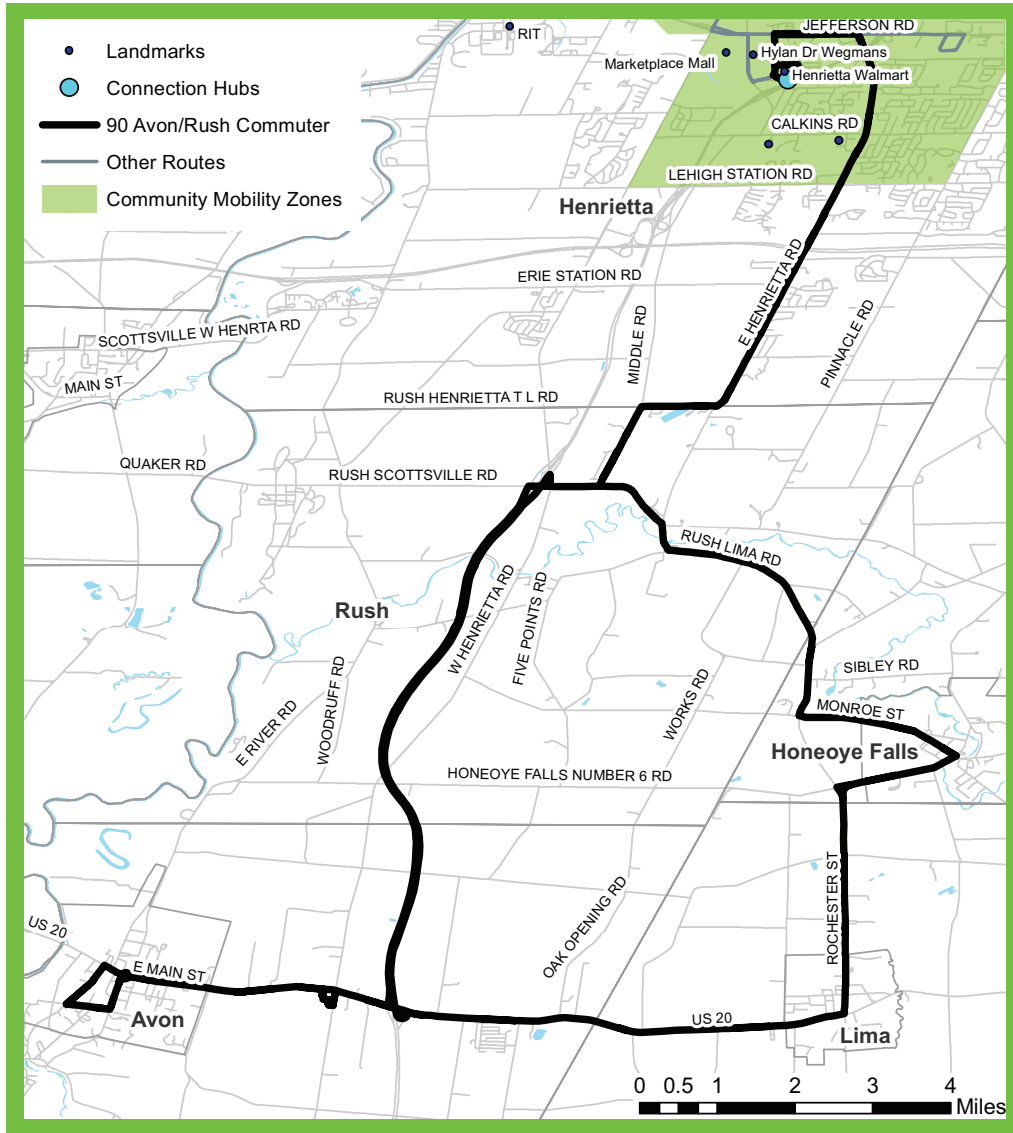


The new route is in the Local Service tier. It runs between Skyview on the Ridge and Seabreeze Amusement Park between Memorial Day and Labor Day. It runs every 30 minutes from 10:00 AM to 6:00 PM and

every 60 minutes from 6:00 PM to 11:00 PM on weekdays and weekends. Customers can also use the RTS On Demand service in the Irondequoit CMZ year-round.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 90 AVON/RUSH COMMUTER



The new route is a commuter route. In the new system, customers commuting from Avon and Rush will have service to the connection hub near Marketplace Mall and can transfer to the new Route 14 Marketplace

or the 41 Culver/Goodman Crosstown. Customers along South Avenue can use the new Route 13 South, and customers along East Henrietta Road can use the 41 Culver/Goodman Crosstown.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 91 NEWARK/LYONS COMMUTER



The new route is a commuter route. In the new system, customers commuting from Newark and Lyons will have service to the St. John Fisher Park & Ride and can connect with the new Routes 11 Monroe or 96 St. John Fisher

P&R Commuter that will transport them to the RTS Transit Center. Customers can also use RTS On Demand service within the Pittsford/Eastview CMZ.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 92 HILTON/HAMLIN COMMUTER



The new route is a commuter route. In the new system, customers commuting from Hamlin, Hilton, and Clarkson will have service to the

connection hub near Eastman Business Park. They can connect to the new Routes 21 Dewey, 22 Lake, or 40 Ridge Crosstown.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 93 WEBSTER COMMUTER

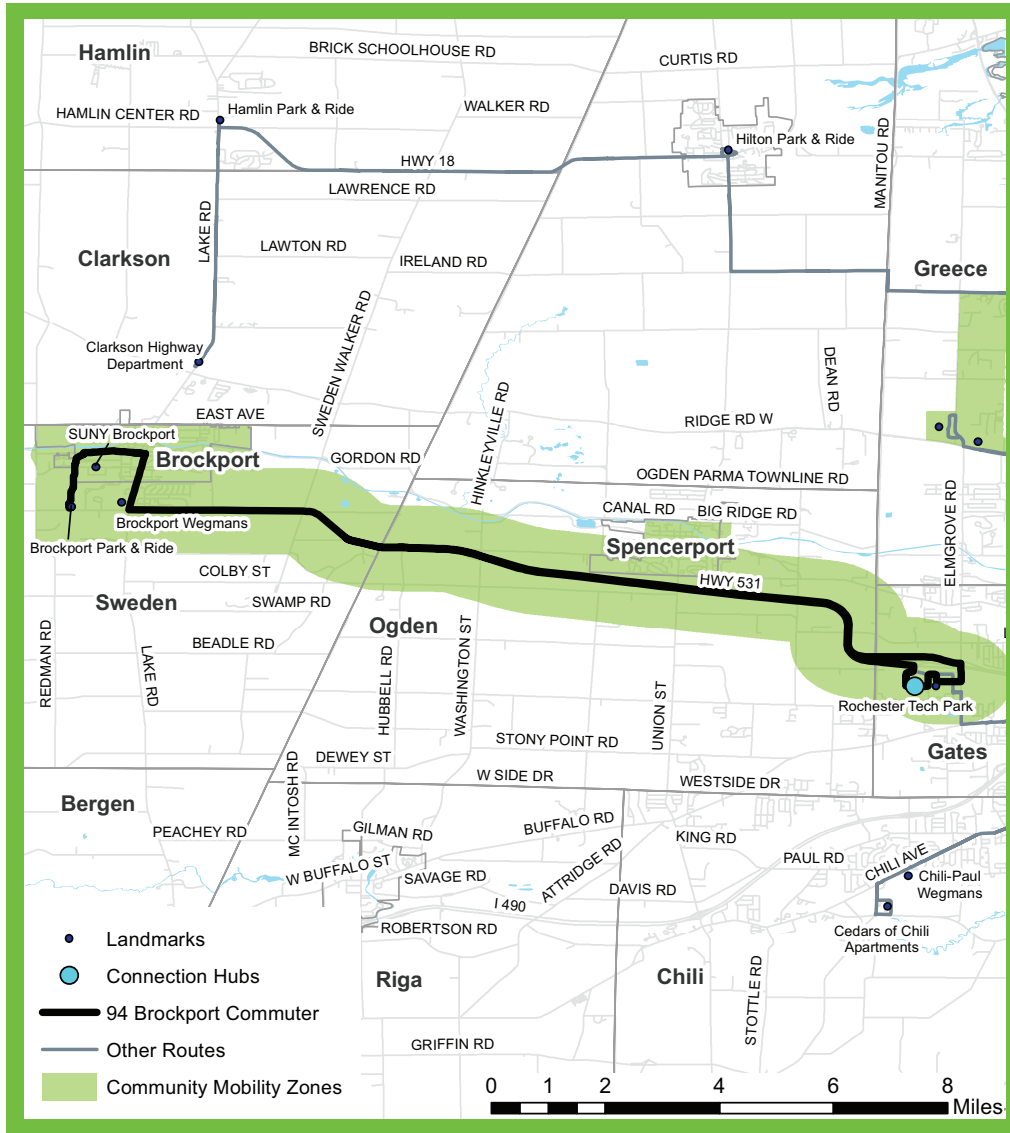


The new route is a commuter route. In the new system, customers commuting from Webster will have service to the connection hub at BayTowne Plaza and can transfer to the new Route 7 Clifford/Empire for service

to the RTS Transit Center. This route will operate once in each direction during the AM and PM peak periods. At other times, customers can use the RTS On Demand service within the Webster CMZ.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 94 BROCKPORT COMMUTER

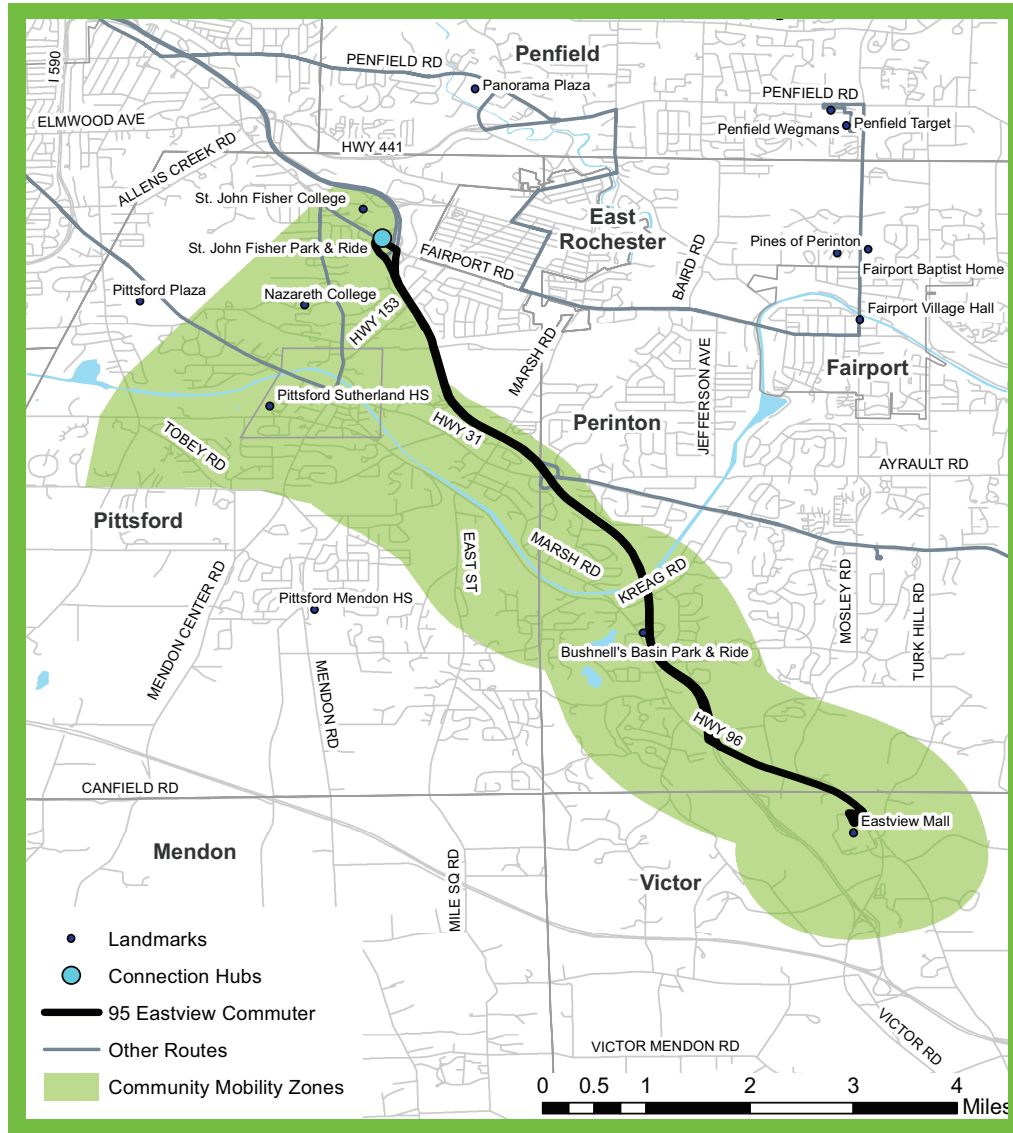


The new route is a commuter route. In the new system, customers commuting from Brockport will have service to the connection hub at Rochester Tech Park and can transfer to the new Route 19 Buffalo Road for service to

the RTS Transit Center. This route will operate once in each direction during the AM and PM peak periods. At other times, customers can use the RTS On Demand service within the Brockport CMZ.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 95 EASTVIEW COMMUTER



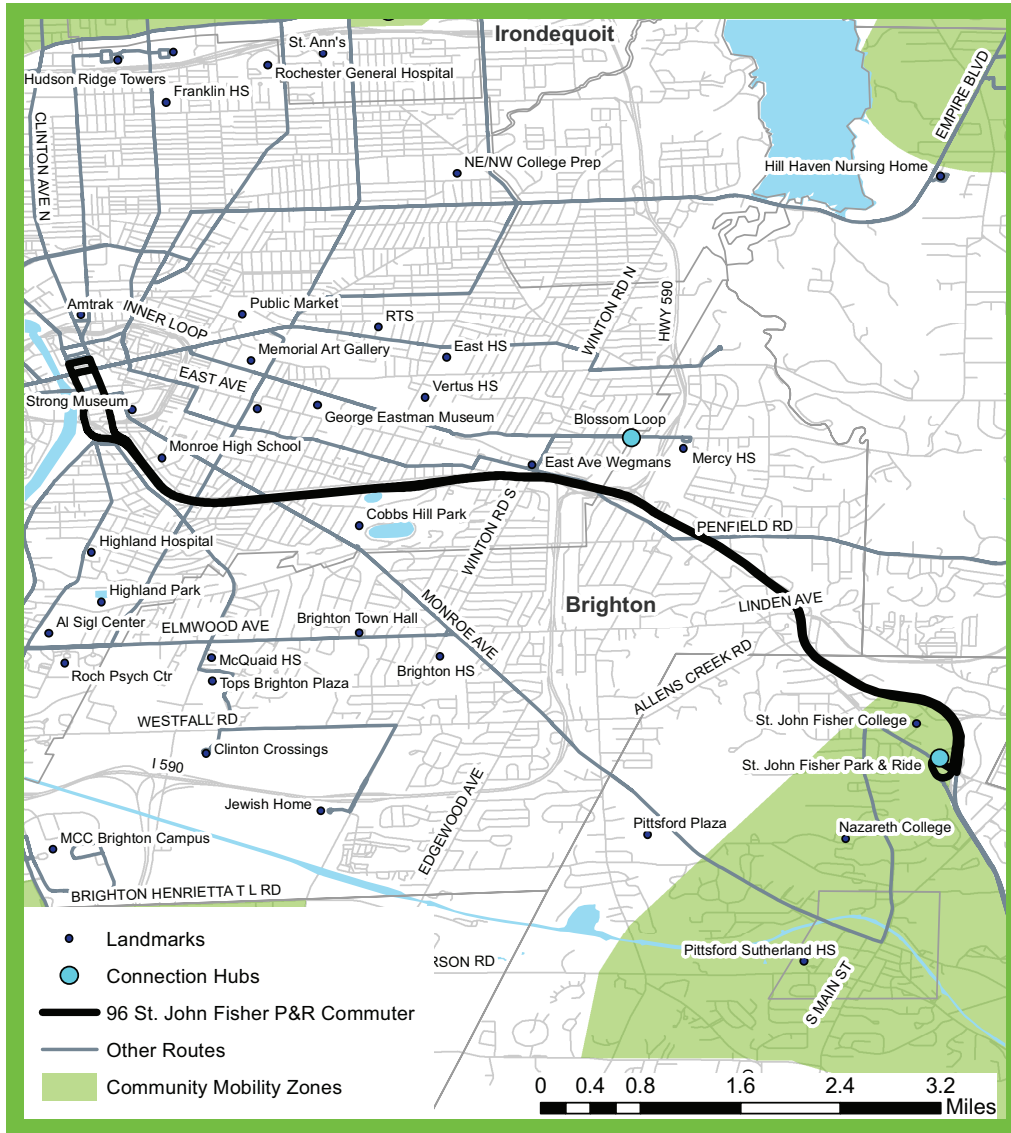
The new route is a commuter route. In the new system, customers commuting to and from Victor/Eastview Mall will have service to the connection hub at the St. John Fisher Park & Ride and can transfer to the new Route 11 Monroe or 96 St. John Fisher Park & Ride

Commuter for service to the RTS Transit Center. This route will operate twice in each direction during the AM and PM peak periods. At other times, customers can use the RTS On Demand service within the Pittsford/Eastview CMZ.



# ROUTE-BY-ROUTE DESCRIPTIONS

## 96 ST. JOHN FISHER P&R COMMUTER

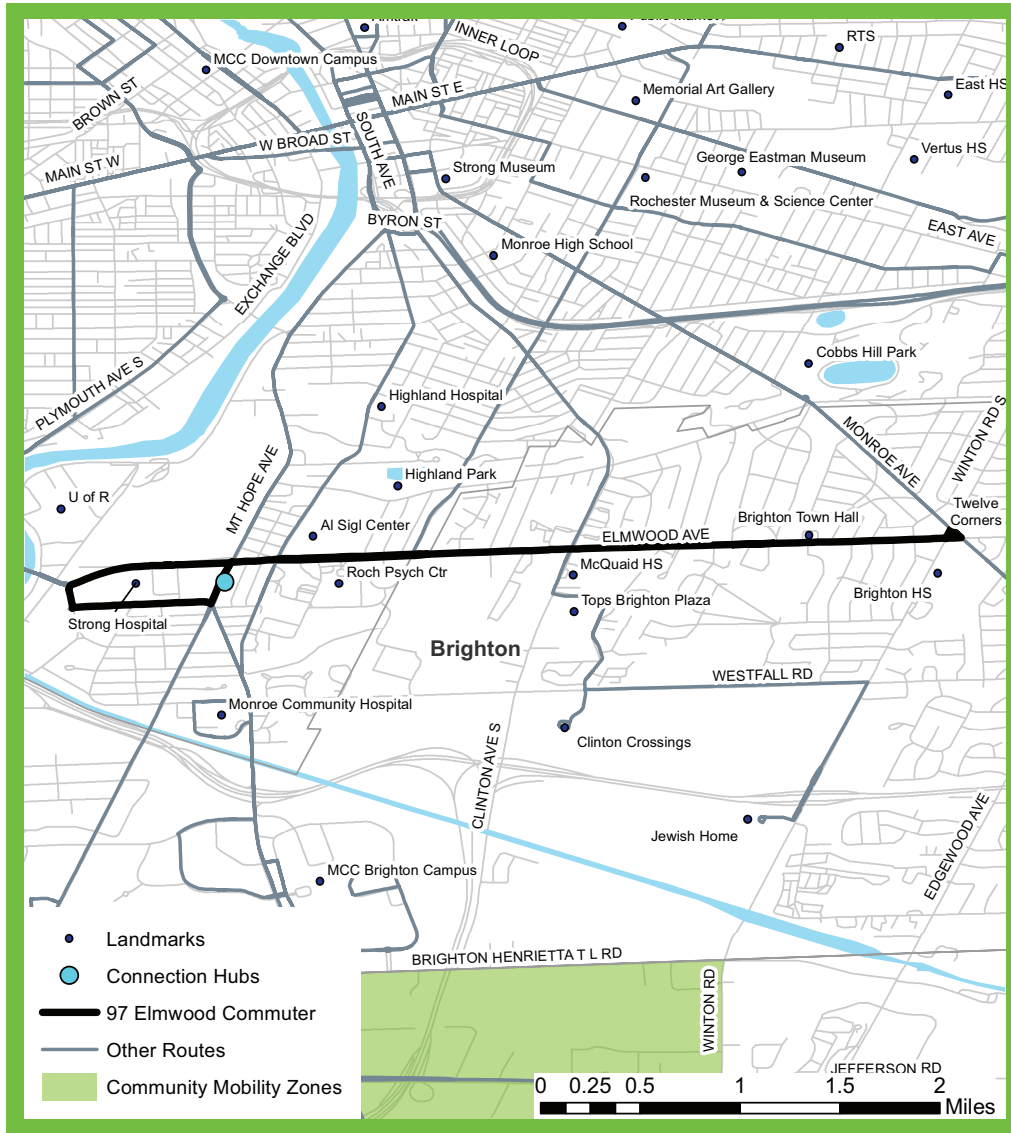


The new route is a commuter route. It operates between the RTS Transit Center and the St. John Fisher Park & Ride. At the St. John Fisher Park & Ride, customers can connect to Routes

91 Newark/Lyons Commuter, 95 Eastview Commuter, or the new RTS On Demand service in the Pittsford/Eastview CMZ.

# ROUTE-BY-ROUTE DESCRIPTIONS

## 97 ELMWOOD COMMUTER



The new route is a commuter route. Customers commuting between Twelve Corners and URMCC will have service along Elmwood

Avenue. There will be five round trips per day. Connections are possible to Routes 11, 12, 13, 14, 15, 16, 17, and 41.

# NEW ROUTE GUIDE

OLD ROUTE	NEW ROUTE
1 LAKE	22 LAKE OR RTS ON DEMAND
3 LYELL	20 LYELL OR 42 LYELL/UPPER FALLS CROSSTOWN
4 GENESEE	16 GENESEE
6 JEFFERSON AVE	17 JEFFERSON/19TH WARD
8 CHILI	18 CHILI
9 JAY/MAPLE	19 BUFFALO ROAD
10 DEWEY	21 DEWEY OR RTS ON DEMAND
13 EDISON	RTS ON DEMAND
14 RIDGE	40 RIDGE CROSSTOWN
15 LATTA	21 DEWEY, 22 LAKE, OR RTS ON DEMAND
16 CROSSTOWN	RTS ON DEMAND
19 PLYMOUTH	15 PLYMOUTH
23 JEFFERSON RD	14 MARKETPLACE, 41 CULVER/GOODMAN CROSSTOWN, OR RTS ON DEMAND
24 MARKETPLACE	14 MARKETPLACE OR RTS ON DEMAND
25 THURSTON/MCC	17 JEFFERSON/19TH WARD
28 GENESEE PARK BLVD	17 JEFFERSON/19TH WARD OR 18 CHILI
31 PARK	10 PARK OR RTS ON DEMAND
33 GOODMAN	6 NORTH GOODMAN OR RTS ON DEMAND
34 HUDSON	4 HUDSON
35 ST. PAUL	1 ST. PAUL OR RTS ON DEMAND
36 CLIFFORD	7 CLIFFORD/EMPIRE
37 CLINTON	2 NORTH CLINTON
38 EAST MAIN	8 EAST MAIN
39 BAY/WEBSTER	41 CULVER/GOODMAN CROSSTOWN

OLD ROUTE	NEW ROUTE
40 PORTLAND	5 PORTLAND, 70 SEABREEZE, OR RTS ON DEMAND
41 JOSEPH	3 JOSEPH
42 PARSELLS	41 CULVER/GOODMAN CROSSTOWN
45 SOUTH	13 SOUTH
47 MONROE	11 MONROE OR RTS ON DEMAND
48 UNIVERSITY	9 UNIVERSITY, 97 ELMWOOD COMMUTER
51 SOUTH CLINTON	12 SOUTH CLINTON
53 SOUTH GOODMAN	41 CULVER/GOODMAN CROSSTOWN
55 MCC BRIGHTON	13 SOUTH
57 EAST	9 UNIVERSITY, 10 PARK OR RTS ON DEMAND
81 FAIRPORT	50 FAIRPORT/PENFIELD
82 PENFIELD	50 FAIRPORT/PENFIELD
83 CALKINS RD	RTS ON DEMAND
84 EASTVIEW MALL	RTS ON DEMAND OR 95 EASTVIEW COMMUTER
101 AVON/RUSH	90 AVON/RUSH COMMUTER
102 NEWARK/LYONS	91 NEWARK/LYONS COMMUTER
103 WEBSTER	7 CLIFFORD/EMPIRE, RTS ON DEMAND OR 93 WEBSTER COMMUTER
104 BROCKPORT	19 BUFFALO ROAD, RTS ON DEMAND OR 94 BROCKPORT COMMUTER
106 HILTON/HAMLIN/CLARKSON	92 HILTON/HAMLIN COMMUTER
124 MARKETPLACE ROC-IT	14 MARKETPLACE
134 HUDSON ROC-IT	4 HUDSON
145 SOUTH ROC-IT	13 SOUTH
150 DEWEY ROC-IT	21 DEWEY
163 LYELL ROC-IT	20 LYELL OR 42 LYELL/UPPER FALLS CROSSTOWN

# CONNECTION HUB GUIDE

Connection Hub	Connecting CMZ	Connecting Routes/Services
Blossom Loop	N/A	9 University, 10 Park, 50 Fairport/Penfield
Eastman Business Park	Greece CMZ, Lexington CMZ	21 Dewey, 22 Lake, 92 Hilton/Hamlin Commuter, RTS On Demand (40 Ridge Crosstown is nearby)
Skyview on the Ridge	Irondequoit CMZ	5 Portland, 6 North Goodman, 40 Ridge Crosstown, 41 Culver/Goodman Crosstown, 70 Seabreeze Seasonal, RTS On Demand
St. John Fisher Park & Ride/Pittsford	Pittsford-Eastview CMZ	11 Monroe, 91 Newark/Lyons Commuter, 95 Eastview Commuter, 96 St. John Fisher P&R Commuter, RTS On Demand
Irondequoit Plaza	Irondequoit CMZ	1 St. Paul, 2 North Clinton, 4 Hudson, RTS On Demand
Hylan Drive	Henrietta CMZ	14 Marketplace, 41 Culver/Goodman Crosstown, 90 Avon/Rush Commuter, RTS On Demand
Rochester Tech Park	Brockport CMZ	19 Buffalo Road, 94 Brockport Commuter, RTS On Demand
BayTowne Plaza	Webster CMZ	7 Clifford/Empire, 93 Webster Commuter, RTS On Demand
Greece Ridge Mall	Greece CMZ, Lexington CMZ	20 Lyell, 40 Ridge Crosstown, RTS On Demand
URMC	N/A	14 Marketplace, 15 Plymouth, 16 Genesee, 17 Jefferson/19th Ward, 41 Culver/Goodman Crosstown, 97 Elmwood Commuter

# GLOSSARY

# GLOSSARY OF TERMS

## Fixed-Route System

The fixed-route system is the name of the network of routes on which we operate our 40- and 60-foot buses. This is the core of the public transit system. Ninety-five percent of our customers are served by the fixed-route system.

## Short Line

A short line is a segment of a route that is part of the fixed-route system. Short Line routes are those that make up the frequent network of routes that will provide 15 minute service from 6am-6pm on weekdays. The short line makes trips that only cover a portion of a route that is completed by the Long Line. For example, the 22 Lake Short Line runs between the RTS Transit Center and Eastman Business Park.

## Long Line

A long line refers to the full route that is partially covered by a short line route as part of the fixed-route transit plan. The long line makes trips that cover the entire portion of a route. For example, the 22 Lake Long Line runs from the RTS Transit Center all the way to Charlotte Beach.

## Crosstown Route

Crosstown routes are new routes that are part of the fixed-route network. These routes neither start nor end at the RTS Transit Center, but are located in such a way to provide added connections to many routes that do serve the RTS Transit Center.

## Community Mobility Zone

Community Mobility Zones (CMZ) are areas with historically low fixed-route ridership. To improve service, RTS will provide new, technology-rich, On Demand mobility solution that provides more flexible, reliable transportation.

## Connection Hub

A Connection Hub is a designated point in the transit system where customers may transfer between multiple RTS routes, the CMZ solution or other modes of transportation in order to reach their final destinations. Some of these other modes may include RTS On Demand, vanpools and bike shares.

## RTS On Demand

RTS On Demand is a transit option in which an ADA-accessible small bus or van provides On Demand service in each of the CMZs, when requested by a customer. Customers will be able to request a ride through an RTS app, the RTS website or by calling RTS.

## Vanpool

A Vanpool is a transit option in which several individuals commute together to and from similar geographic locations in a van or SUV. Vanpool commuters share driving responsibilities, rotating daily or weekly. RTS currently offers vanpooling through its partner, Enterprise Rideshare. More information can be found at [myRTS.com/vanpool](http://myRTS.com/vanpool).

## Bike Share

Bike Sharing is a program in which bicycles are available for shared use to individuals on a short-term basis. RTS and the City of Rochester offer bike sharing through their partner, Pace. More information can be found at [myRTS.com/Rochester-Bike-Share-Program](http://myRTS.com/Rochester-Bike-Share-Program).





[myRTS.com/reimagine](https://myRTS.com/reimagine)