

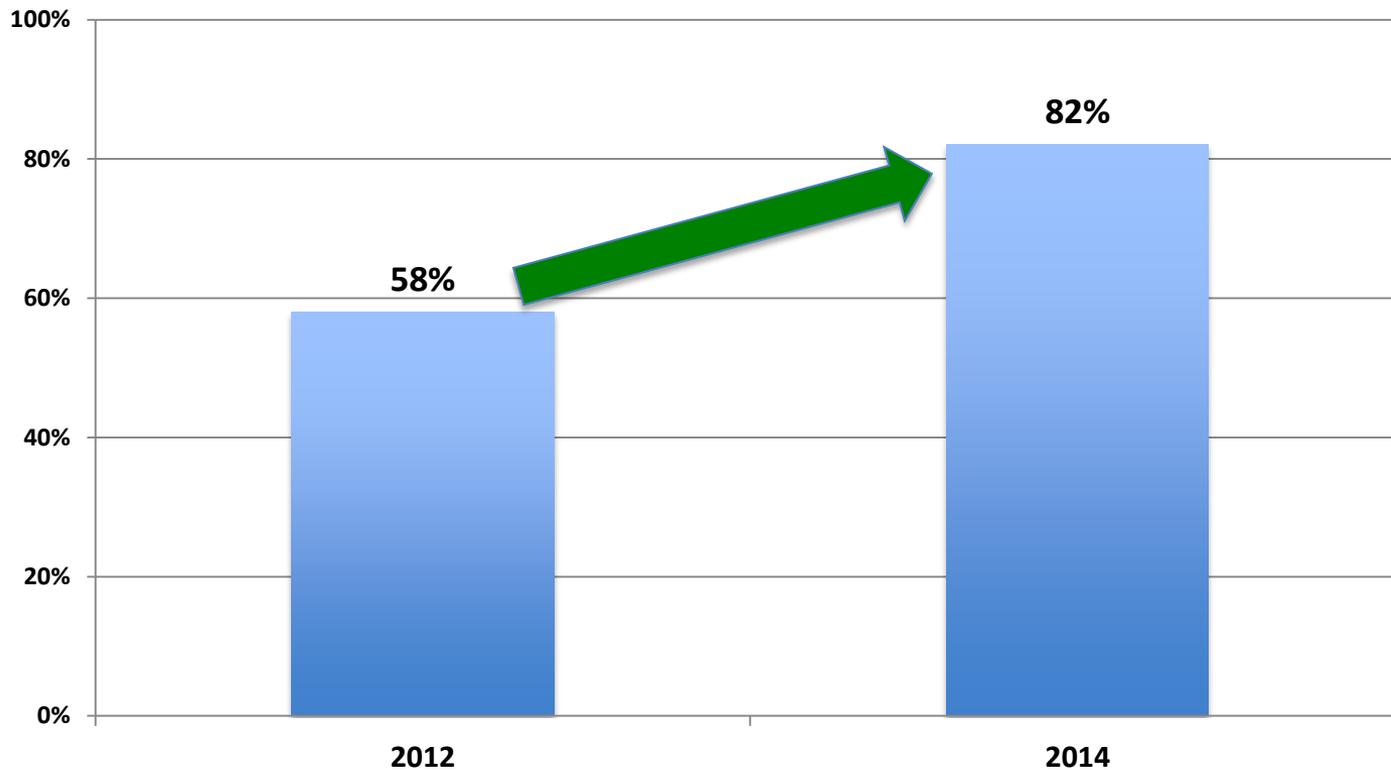
Broome County Transit Service Adjustments



TRANSPRO

Improved Customer Satisfaction

BC Transit Customer Satisfaction



Timeline

- **August: Route productivity analysis**
- **August 27: Employee feedback sessions**
- **September: Service development**
- **October 19: Public feedback session**
- **October 26: Presentation to Legislative Finance Committee**
- **November: Budget approval by Finance Committee**
- **November - December: Service refinement**

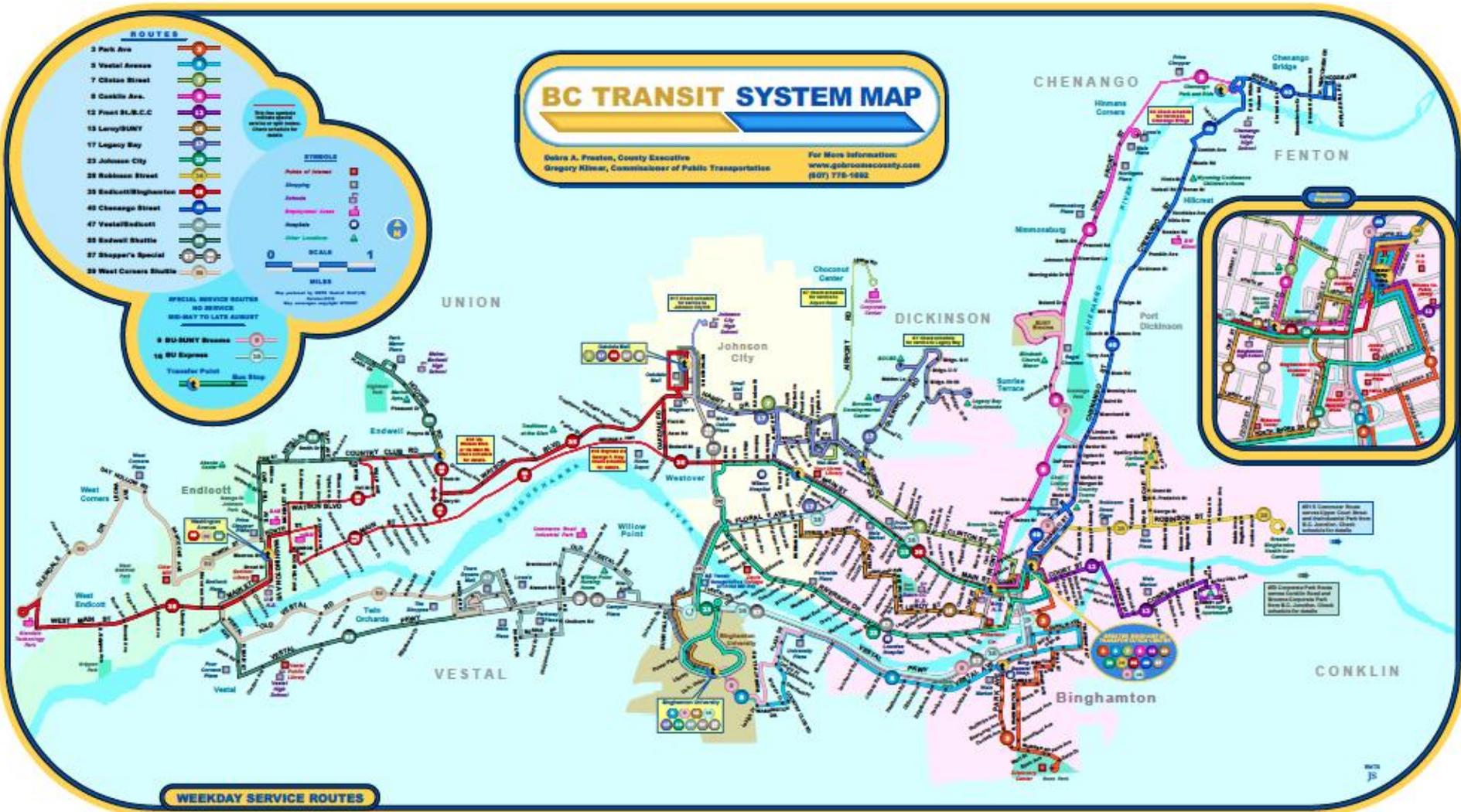
Methodology

- **System Analysis**
 - Trip Scoring Index
 - Identifying low-productivity routes
 - Enhancing high-demand service
- **Public Feedback**
- **Employee Feedback**
 - Management
 - Two open employee meetings

Goal of Recommendations

- Improve overall system wide operational efficiency
- Improve operating efficiency of lower performing routes
- Improve/enhance execution/customer experience of high-demand routes

2015 System Map



February 29, 2016, System Map



Route Performance

Route Name	Route	Boardings	Customers / Trip	Cost Recovery	Average Trip Score
3 Park Ave	3	178	4.8	19%	5
5 Vestal Ave	5	554	12.9	26%	9
7 Clinton St	7	503	12.0	23%	8
8 Front St	8	809	15.0	31%	10
9 BU Advantage	9	157	11.2	24%	8
12 Conklin Ave	12	607	16.9	66%	18
15 Leroy St	15	1,106	22.1	46%	15
16 BU Express	16	89	6.4	13%	5
17 Legacy Bay	17	201	7.4	17%	6
23 Westside	23	234	7.3	14%	5
28 Robinson St	28	610	15.6	57%	16
35 Binghamton-Endicott	35	1,895	29.6	40%	14
40 Chenango St	40	394	10.4	20%	8
47 Vestal	47	366	13.1	33%	10
48/91 Shoppers Special Express	48/91	114	10.4	23%	8
51 K-Commuter	51	72	18.0	30%	10
53 Corporate Park	53	43	4.3	9%	3
55 Endwell Shuttle	55	51	4.3	9%	3
57 Shoppers Special	57	318	26.5	27%	12
59 West Corners Shuttle	59	30	3.0	6%	3

Customer & Employee Feedback Themes

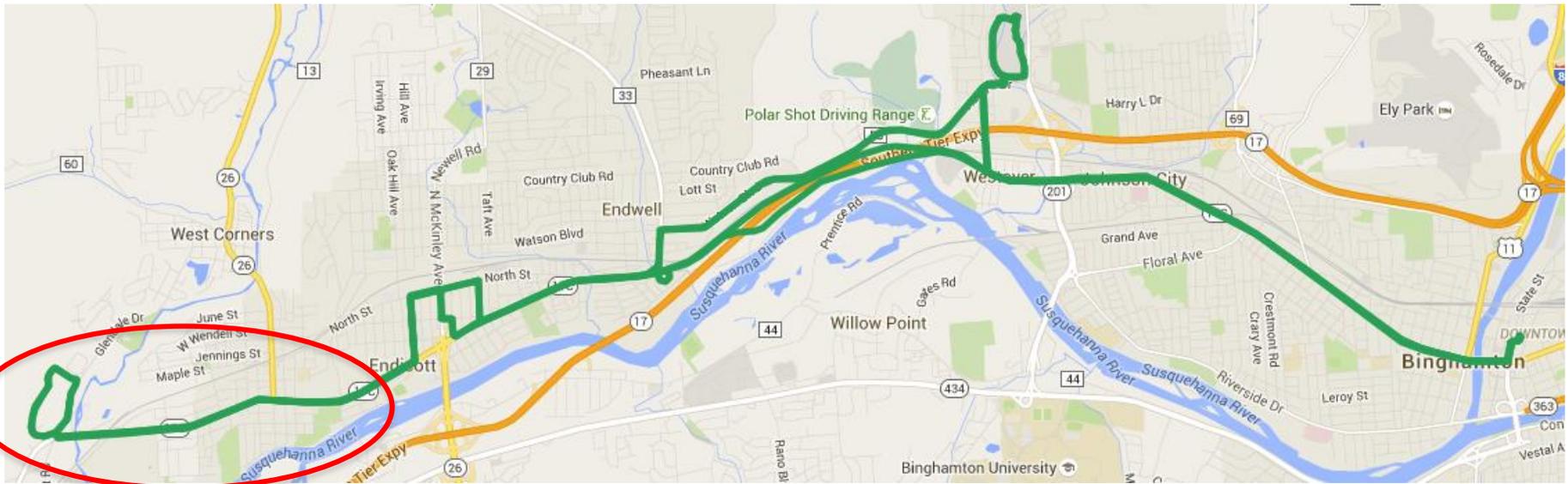
- Enhance/Streamline Route 35
- Shopping routes serving BU are duplicated by OCCT and other BC Transit routes
- Evening service
- Service to employment locations

Route Summary

Route	Adjustments	No Adjustments
3 Park Ave	X	
5 Vestal Ave		X
7 Clinton St		X
8 Front St		X
9 BU Advantage		X
12 Conklin Ave	X	
15 Leroy St		X
16 BU Express		X
17 Legacy Bay	X	
23 Westside	X	
28 Robinson St	X	
35 Binghamton-Endicott	X	
40 Chenango St	X	
47 Vestal	X	
48/91 Shoppers Special Express	X	
51 K-Commuter		X
53 Corporate Park		X
55 Endwell Shuttle	X	
57 Shoppers Special	X	
59 West Corners Shuttle	X	

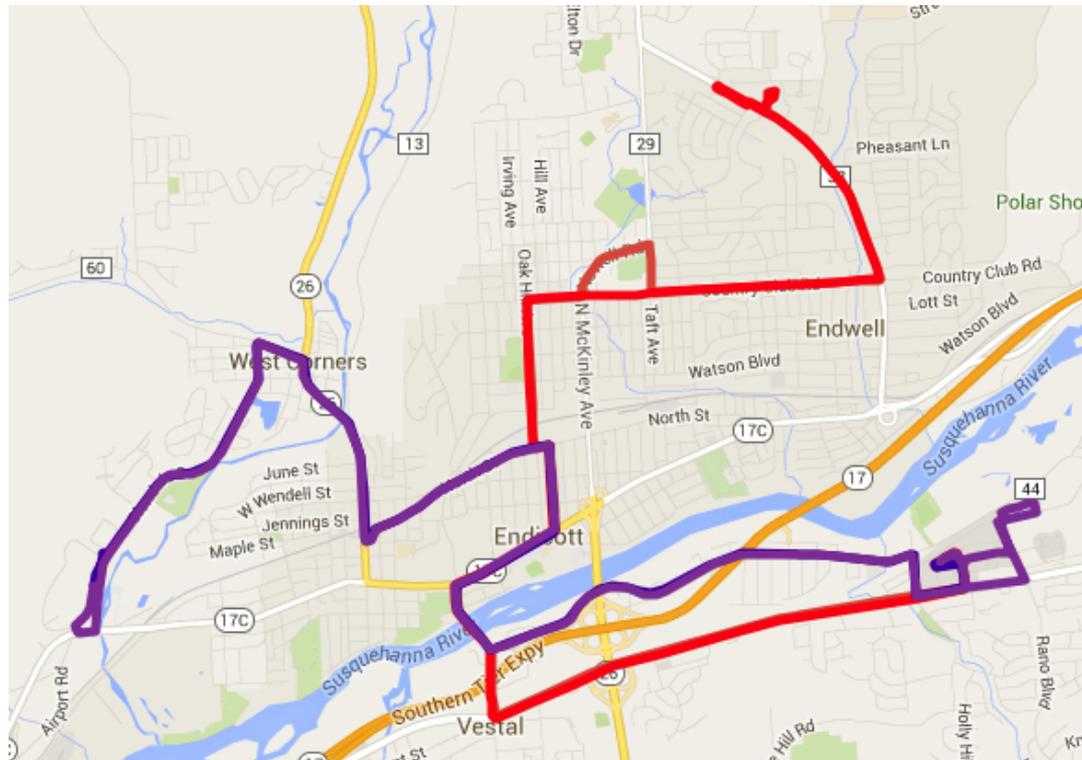
Route 35 Profile

Daily Boardings	1,895
Customers Per Trip	29.6
Cost Recovery	40%
Average Trip Score	14

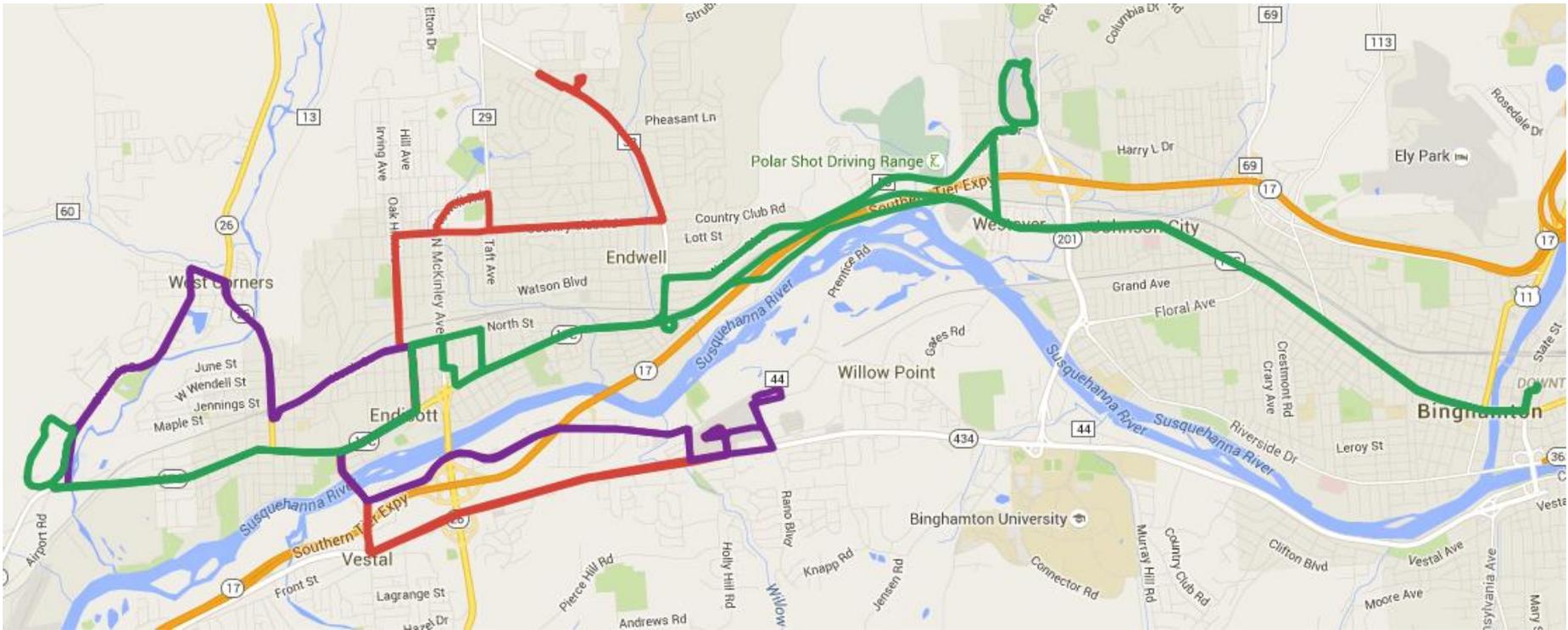


Routes 55 & 59

	55 Endwell Shuttle	59 West Corners Shuttle
Daily Boardings	51	30
Customers per Trip	4.3	3.0
Cost Recovery	9%	6%
Average Trip Score	3	3



Routes 35, 55 & 59



Routes 35, 55 & 59

Suggested Actions

- Absorb Routes 55 and 59 into Route 35, with Route 35 consisting of three segments:
- Route 35 Main – Operate between BC Junction and Washington & Main
- Route 35 Express – Incorporates four West Corners trips
- Route 35 Watson – Incorporates four Endwell trips
- BAE Hybrid buses dedicated to Route 35

Routes 35, 55 & 59

Impacts

Operational Impact

- Increased frequency on Route 35 trunk service (40 to 20 minute)
- Current Route 55 Endwell Shuttle service covered by Route 35 Watson
- Current Route 59 West Corners Shuttle service covered by Route 35 Express

Customer Impact

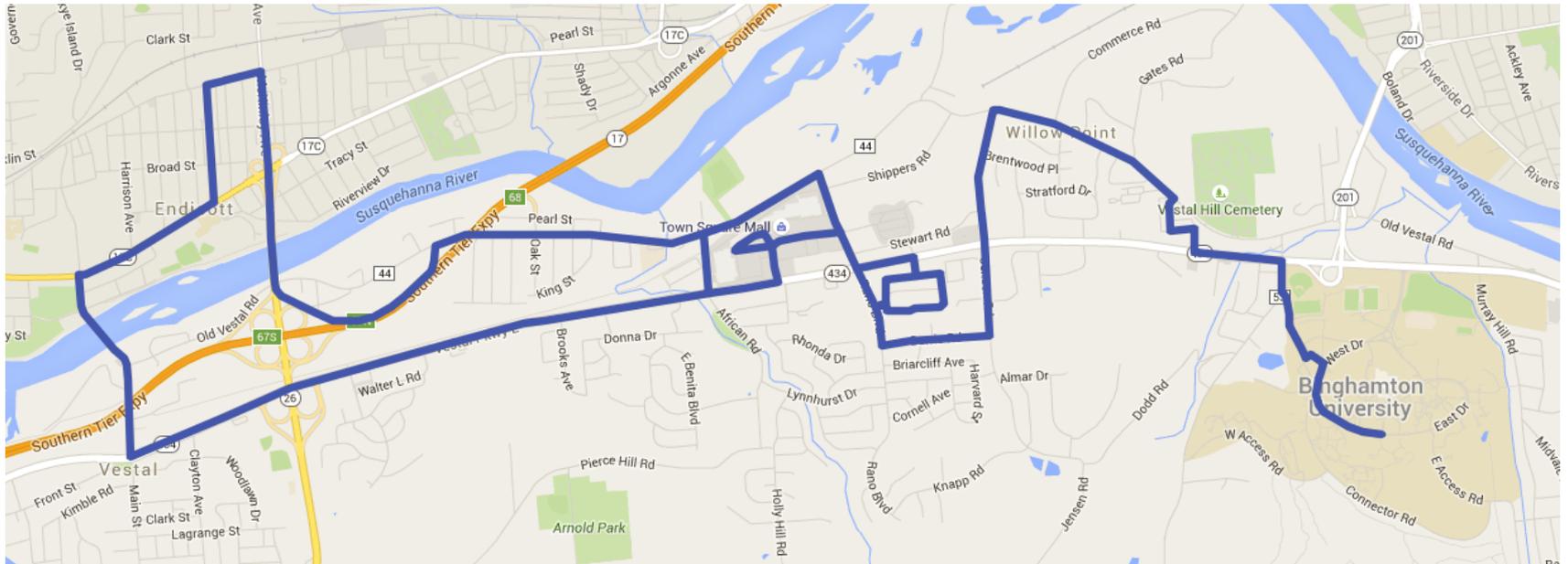
- Increased frequency for customers on the main portion of Route 35
- True express service for customers using Route 35 to travel to West Corners
- Better access to Mall and Wegmans areas for Endwell customers (direct)
- Maintained service to Route 55 and Route 59 customers
- Current Route 55 and Route 59 customer can access south side of river via alternate routes (47 and transfers at the Mall)

Potential Annual Financial Impact

- \$170,000

Route 47

	47 Vestal
Daily Boardings	366
Customers per Trip	13.1
Cost Recovery	33%
Average Trip Score	10



Route 47

Suggested Action & Impacts

Suggested Action

- Modify path of Route 47

Operational Impact

- Frequency and service span increases to 40 minutes between University, Town Square, Endicott and Vestal Parkway

Customer Impact

- Improved connectivity between Old Vestal Road, BU, and Endicott
- Additional Vestal Parkway coverage and frequency
- Improved connectivity to western portion of Rail Trail for walkers and bikers

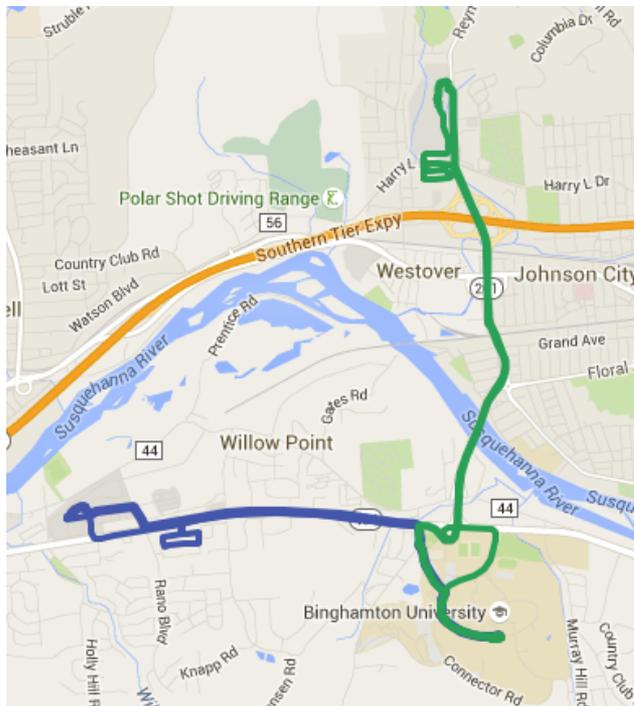
Potential Annual Financial Impact

- Cost-neutral

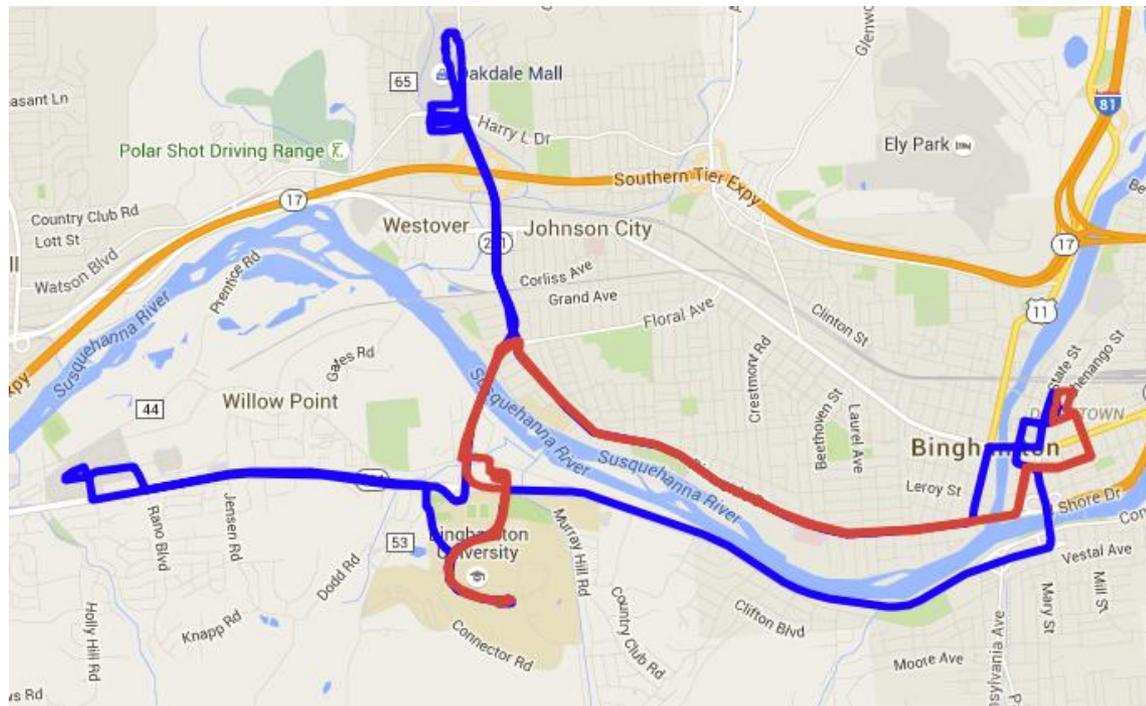
Routes 48/91

48/91 Shoppers Special Express	
Daily Boardings	114
Customers per Trip	10.4
Cost Recovery	23%
Average Trip Score	8

Current Routes 48/91



New Shoppers Special (Routes 23/57)



Routes 48/91

Suggested Actions

- Discontinue experimental Route 48/91
- Revise Routes 17 and 57 to supplement service to popular shopping locations

Routes 48/91 Impacts

Operational Impact

- Current route 48 locations will be served by Route 17 (Oakdale Mall-Wegmans)
- Current Route 91 locations will be served by Route 57 (BU-Town Square Mall)

Customer Impact

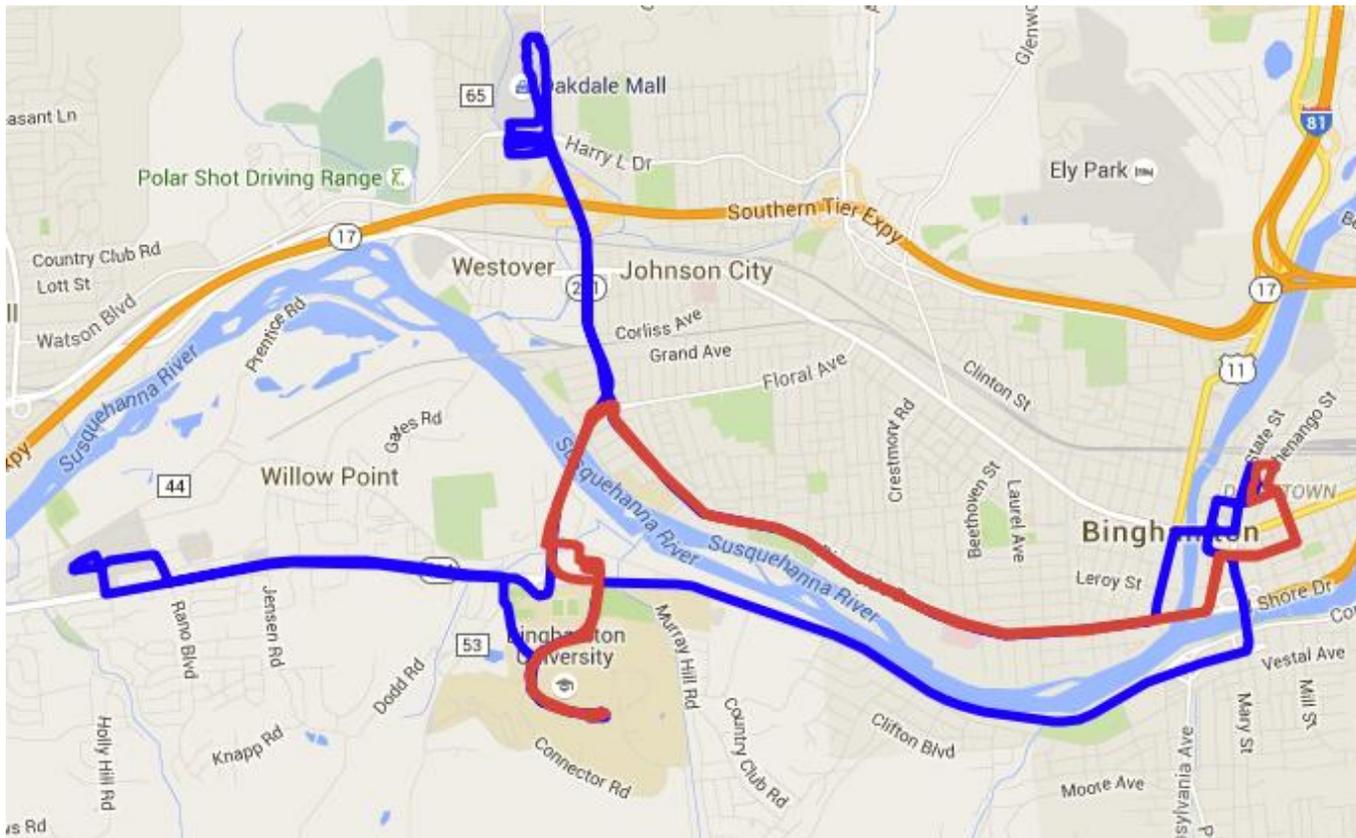
- Service to popular shopping locations maintained
- Frequency to popular shopping locations may be maintained
- Service hours extended

Potential Annual Financial Impact

- \$40,000

Routes 23 & 57 Shopper's Special

	23 Westside	57 Shoppers Special
Daily Boardings	234	318
Customers per Trip	7.3	26.5
Cost Recovery	14%	27%
Average Trip Score	5	12



Routes 23 & 57 Shopper's Special Suggested Actions

- Combine Route 23 and Route 57 Shopper's Special into one route on weekdays
- The new route would operate as Route 57 Shoppers Special and run from Town Square Mall to BC Junction
- The portion of the new route currently operated by Route 57 would operate from Town Square Mall to Binghamton University, and then follow the current path of Route 23 to BC Junction
- Extend weekday Shopper's Special service from 6:00 PM to 8:00 PM adding shoppers services

Routes 23 & 57 Shopper's Special Impacts

Operational Impact

- Weekend service would continue to operate via the current schedules
- The combined route would not go to Oakdale Mall

Customer Impact

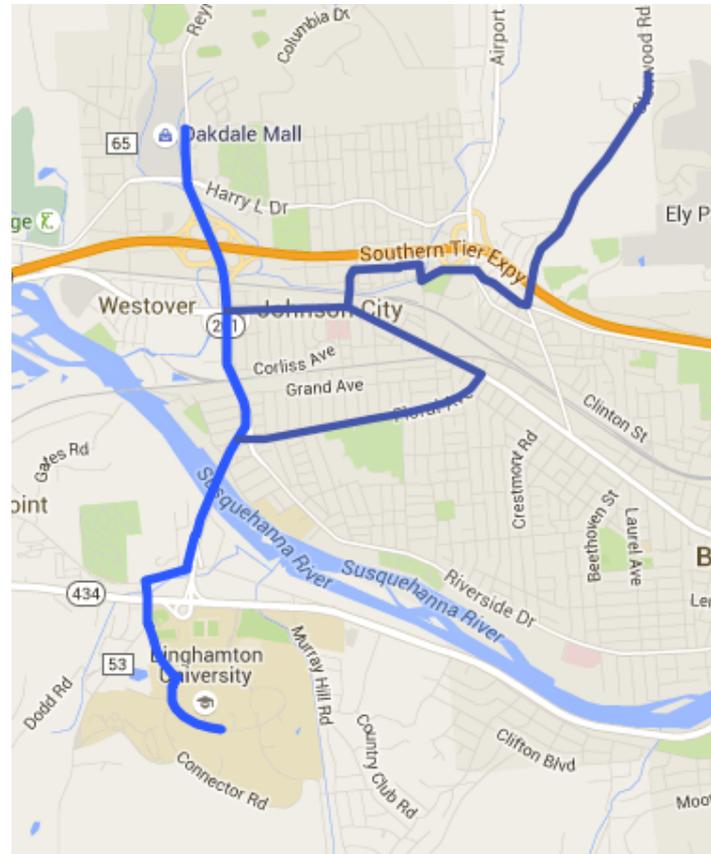
- Extended Shopper's Special hours now 7:10am – 8:00pm
- Shopper's Special frequency is maintained
- Customers who currently take Route 23 can do so on Route 57
- Customers who currently use Route 57 to go from Town Square Mall to Oakdale Mall can do so by taking Routes 57 or 47 to Binghamton University and transferring to Route 17

Potential Annual Financial Impact

- \$250,000

Route 17

	17 Legacy Bay
Daily Boardings	201
Customers per Trip	7.4
Cost Recovery	17%
Average Trip Score	6



Route 17

Suggested Action

- Operate Route 17 as express service between Binghamton University and Oakdale Mall. Use the time saved to increase frequency on the route.

Route 17 Impacts

Operational Impact

- Service span maintained
- Service frequency increased to 40 minutes for University

Customer Impact

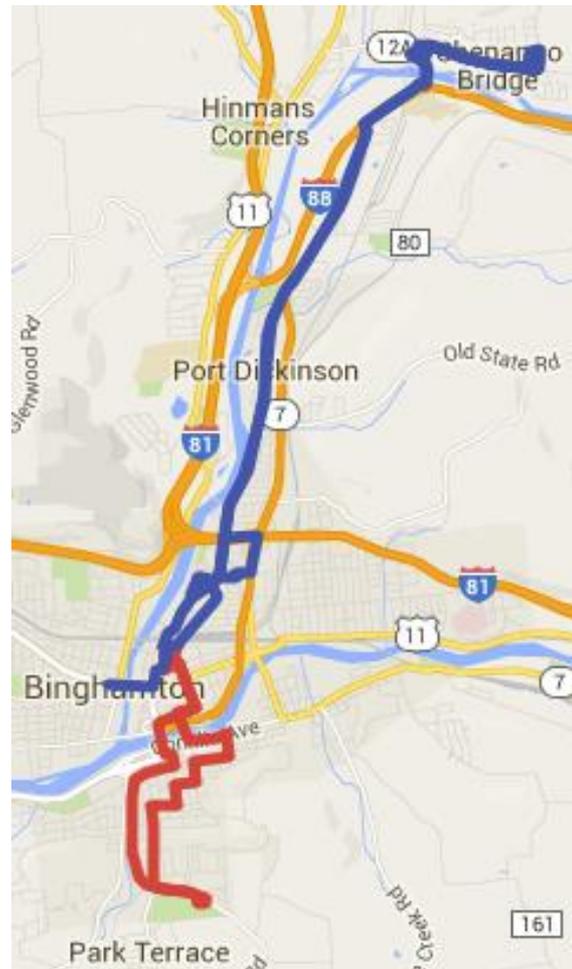
- Express service introduced on a portion of the route
- Service frequency increased on the entire route

Potential Annual Financial Impact

- -\$40,000

Routes 3 & 40

	3 Park Ave	40 Chenango St.
Daily Boardings	178	394
Customers per Trip	4.8	10.4
Cost Recovery	19%	20%
Average Trip Score	5	8



Routes 3 & 40

Suggested Actions

- Interline Route 3 with Route 40 during the midday hours (9:50 AM - 3:10 PM) on weekdays, with alternating trip service on these two routes during the midday

Routes 3 & 40

Impacts

Operational Impact

- One bus will serve both Route 3 and Route 40 during the weekday midday hours
- Operate Route 40 with local service in the outbound direction and express service in the inbound direction during the midday hours

Customer Impact

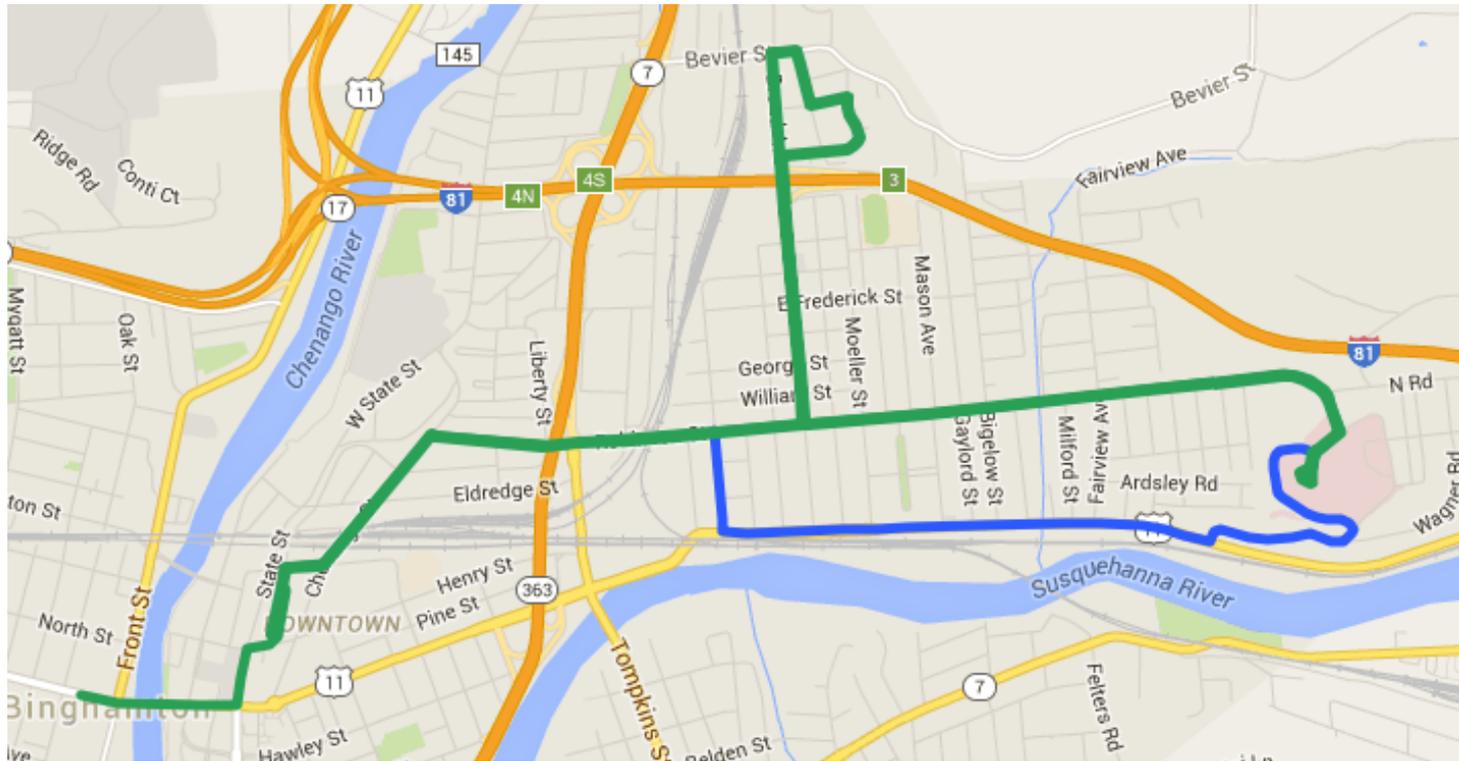
- New service to the BG main entrance, Mitchell Ave. providers and Dialysis Unit
- 80-minute service frequency instead of 40-minute frequency on Routes 3 and 40 during the midday hours only
- Round-trip travel times maintained during peak AM/PM hours

Potential Annual Financial Impact

- \$80,000

Route 28

	28 Robinson St
Daily Boardings	610
Customers per Trip	15.6
Cost Recovery	57%
Average Trip Score	16



Route 28

Suggested Action

- Add service to Court Street on an experimental basis to take advantage of retail employment, business, rehabilitation and residential locations

Route 28 Impacts

Operational Impact

- Frequency and service span maintained
- Alternate trip service to Robinson Street and Court Street

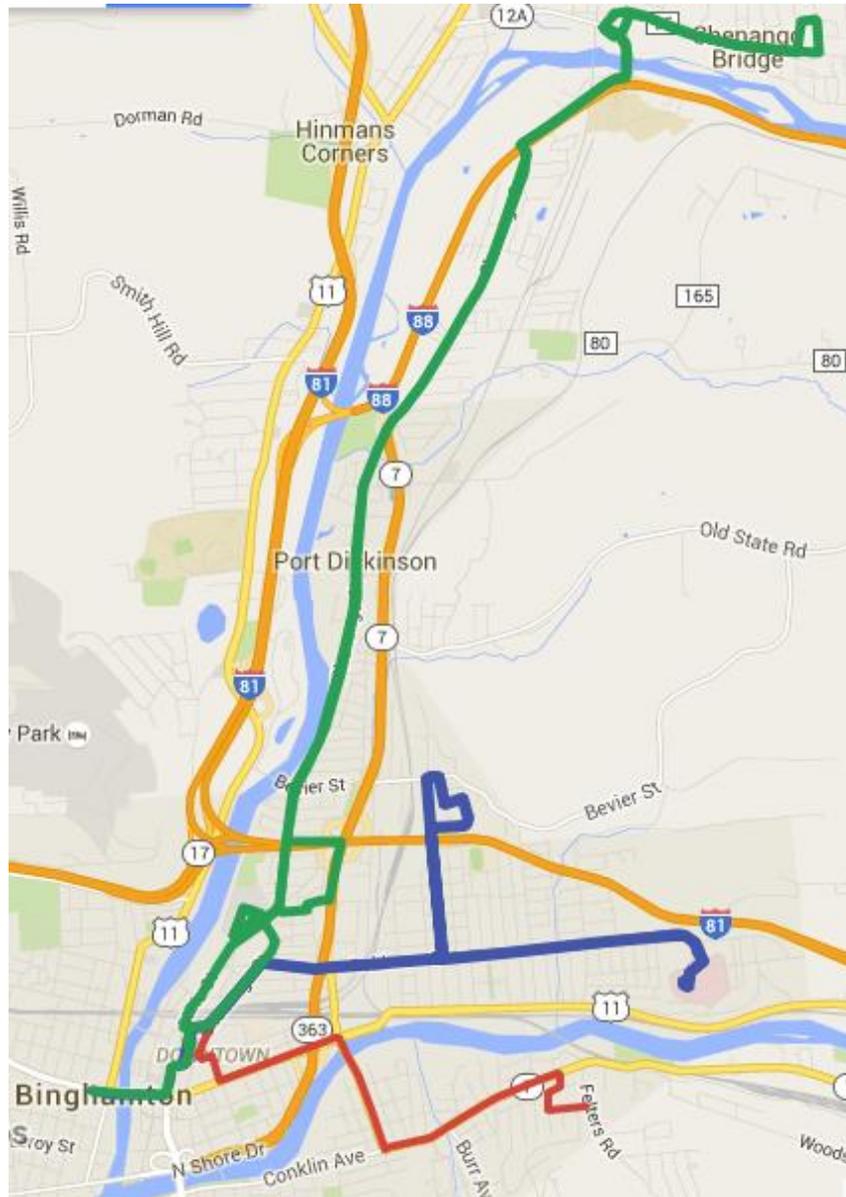
Customer Impact

- New service to retail employment and shopping locations
- Service to Salvation Army
- New service to Child & Adolescent Behavioral Unit
- Easier access for current customers living closer to Court Street than to Robinson Street

Potential Annual Financial Impact

- Cost-neutral

Route 12, 28, & 40



Routes 12, 28, & 40

Suggested Action & Impacts

Suggested Action

- Extend daytime service from 6:00 PM to 7:00 PM

Operational Impact

- Transition from daytime single route to evening combined route service delayed by one hour

Customer Impact

- Extended hours of full-route service

Potential Annual Financial Impact

- -\$30,000

Summary of Efficiency Savings & Service Enhancement Opportunities

Route	Description	Customer Benefits	Financial Impact
23-57	<ul style="list-style-type: none"> Combine the 23 & 57 into one run and operate as Route 23 Monday - Friday 	<ul style="list-style-type: none"> Shopper's Special frequency is maintained Connections to downtown maintained 	\$250,000
35-55-59	<ul style="list-style-type: none"> Create Route 35 Regular & Route 35 Express Serve current Route 55 with Route 35 Regular Serve current Route 59 with Route 35 Express 	<ul style="list-style-type: none"> Key service locations maintained Express service added Improved shopping access for Endwell customers Service to south side of river via alternate routes 	\$170,000
3-40	<ul style="list-style-type: none"> Interline Route 3 with Route 40 during the midday (9:50 AM - 3:10 PM) Monday - Friday Keep both routes as is outside those hours 	<ul style="list-style-type: none"> 80-minute service frequency instead of 40-minute frequency during the midday hours New hospital destinations Round-trip travel times maintained during midday hours 	\$80,000
57-48-91	<ul style="list-style-type: none"> Discontinue experimental Route 48/91 Revise Routes 47 and 57 to supplement shopping locations 	<ul style="list-style-type: none"> Service to popular shopping locations maintained 	\$40,000
17	<ul style="list-style-type: none"> Operate as express between BU & Oakdale Mall Use the saved time to increase frequency Continue to operate as local on other portions of the route 	<ul style="list-style-type: none"> Express service introduced on portion of route Service frequency increased on entire route 	-\$40,000
28	<ul style="list-style-type: none"> Add service to Court St. on experimental basis 	<ul style="list-style-type: none"> New service to retail locations New service to Salvation Army Easier access for customers living near Court St. 	\$0
47	<ul style="list-style-type: none"> Modify path of current route 	<ul style="list-style-type: none"> Improved connectivity between Old Vestal Rd, BU & Endicott Additional Vestal Parkway coverage 	\$0
12-28-40	<ul style="list-style-type: none"> Extend daytime service from 6:00 PM to 7:00 PM 	<ul style="list-style-type: none"> Extended hours of full-route service 	-\$30,000
Total			\$470,000

Financial impact reflects the approximate Annual STOA Adjustment



Internal and External Communication

Key Dates

- **February 4/5** – Rollout to employees including bus operators
- **February 8** – Posting date for bus operators
- **February 18** – Meeting with County Legislature
- **February 18 – March 1** – Community wide campaign to raise awareness
 - **Social Media – Website/Facebook/YouTube**
 - **On-bus messaging**
 - **Staff on-site at transit center to answer questions**
 - **Dedicated Call Center phone line & staff to field calls**
 - **Messaging tools for Legislators**
- **February 22** – New route schedules in racks
- **February 23** – New route schedules on buses
- **February 29** – Route adjustment go into effect!

Broome County Transit Service Adjustments



TRANSPRO