

Steuben County Transportation Study



Developed at Southern Tier Central Regional Planning and
Development Board in Collaboration with Steuben County
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Table of Contents

Introduction	5
Executive Summary	5
Overview	7
Project Stakeholders	7
Methodology	7
Analysis.....	9
Current Conditions.....	9
Demographics	9
Housing and Employment	9
Transportation Systems.....	10
Fare Collection	10
Website and Online Presences.....	12
Advertising of Transit.....	12
Administration	13
Findings	14
Existing Studies	14
Survey Data.....	16
Qualitative Analysis of Focus Groups	20
Analysis of Routes and Transfers.....	20
The Impact of Uber, Lyft, Liberty Mobility Now and Other Private Providers	22
Case Studies & Best Practices.....	22
Recommendations	24
Operations	24
Communication	26
Organization.....	28
Land Use Planning.....	29

Conclusion.....	30
Summary of Results	30
Summary of Recommendations	30
Appendices.....	31
Appendix A: List of Existing Studies by Date.....	31
Appendix B: Steuben County Transportation Survey	32
Appendix C: Report of Survey Data	36
Appendix D: Volunteer Driver Survey	61
Appendix E: Steuben County Ridership Maps.....	64
Appendix F: Transit Coordination Analysis.....	70
Appendix G: List of References for Case Studies and Best Practices	79
Appendix H: List of Funding Resources.....	80
Appendix I: Transit Provider Destinations & Stops	81

Introduction

Executive Summary

Background

Steuben County contains 47 municipalities, consisting mostly of rural neighborhoods where agriculture and tourism remain prominent components of the economy. According to data collected from the 2010 Census, the county's population is around 98,990 residents with about 16.6% of the overall population living below the poverty level (U.S. Census Bureau). In comparison, New York State's overall population is approximately 19,378,102 with about 15.9% living below the poverty level (U.S. Census Bureau). In regards to housing and development, the total number of housing units during the census was 48,475 (U.S. Census Bureau).

When taking poverty levels, rural characteristics, and the overall low number of residents per square mile into consideration, significant decisions must be made in regards to public services such as transportation. By eliminating transportation issues, Steuben County residents will gain greater access to job opportunities, necessary healthcare, recreational opportunities and retail centers. Improving this access can have a direct positive impact on Steuben County's economic wellbeing.

Previous Transportation Study

The Schuyler-Steuben Transportation Needs Study was completed in 2002 to provide recommendations for long-term updates to public transportation systems. The accompanying survey instrument provided detailed resident responses and identified specific problem areas. Transit challenges include that of dispersed populations and destinations, and limited availability to direct routes. Tasks derived in this portion of the study highlight the need for identifying underserved populations, integrating transportation with tourism, implementing weekend-only or seasonal van/shuttle routes, exploring a "transit optimization strategy", and "one-stop" transit information systems or websites. Recommendations presented in this report highlight detailed recommendations for improving on such topics.

Objectives

The purpose for administering this study is to improve transportation services in Steuben County. Throughout the years, residents in rural areas, individuals with disabilities and seniors have struggled getting from one place to another whether it be to and from work, doctors' appointments, shopping or other needs. This report will outline current concerns with aging in place as well as recommendations for providing quality transportation services for all residents. In order to engage with all stakeholders, Steuben County has collaborated with Southern Tier Central Regional Planning and Development Board (STC) and the Institute for Human Services (IHS). The following objectives have been distinguished by the aforementioned groups in order to gain insight on the types of systems that may be appropriate for the county:

- Analyze existing studies and reports to determine assets, needs, and gaps in available information.
- Administer a ridership survey to gain insight on current efficiencies and deficiencies in transportation services.
- Conduct focus groups to gather further information from individuals and organizations who employ riders or have knowledge of client concerns with public and private transportation systems.
- Review data collected from surveys and focus groups to determine best practices and recommendations for improving access related to routes, schedules, fees, and any other issues raised by the study.
- Present a final report on the outlined recommendations in an effort to improve current systems throughout the county.

Methodology

To provide insight on rider opinions and needs, the data has been presented as a performance measurement and program evaluation. A process design model aided in the formulation of survey questions and focus group discussions in order to seek information on the day-to-day routines of transportation providers, riders, and other key stakeholders. One survey and multiple focus group discussions were then administered by the three primary contributors (Steuben County Planning, STC & IHS). After collecting returned surveys and conducting focus groups, data was analyzed and used to produce the final report.

Findings

Survey and focus group data provides a basis for formulating the recommendations included in this report. Through public outreach and discussions with key stakeholders, it is evident that current providers are not communicating and collaborating with one another. Currently, the most prominent locations throughout the county lack efficient transportation services. Routes to major employers do not run frequently enough to meet the needs of employees commuting to shifts outside of the “typical” work day. Study participants also highlighted a need for weekend hours. These are only a few of the gaps in current services outlined in the study.

Another concern is with operating inefficiencies such as the timeliness of buses. Many stated that buses are late or may miss a scheduled stop altogether. If changes are made, riders should have access to such changes with adequate notice in order to seek other modes of transportation if needed. If buses are not operating as stated online or by the individual providers, it makes it difficult for residents to rely on such services. With the aforementioned gaps in services, operating inefficiencies, and disconnect between riders and providers, a variety of recommendations have been proposed.

Recommendations

The five top priority recommendations produced from this study include administration of a future study with additional ridership data, clearly defining the roles and responsibilities of the director or mobility management, implementing a streamlined payment system, designing a consolidated advertising and marketing strategy, and re-writing a Request for Proposals (RFP) to initiate communication between providers. Other recommendations are made in order to enhance Steuben County’s transportation systems in a holistic manner. The aforementioned strategies were directly formulated from public outreach efforts such as focus groups, rider participation, communication with transit providers, and a Transit Coordination Analysis component. Details regarding all recommendations have been included in this report.

Overview

By evaluating Transportation programs, policies and procedures throughout Steuben County, the three leading organizations responsible for study administration aim to provide a variety of recommendations and strategies that can be implemented throughout the county. The intention of the survey was to gain a better understanding of non-riders' and riders' perception of transportation services as an overall cooperative or uncooperative system. The purpose of the overall study is to gain a better understanding of any best practices that the county may be interested in implementing in the future.

Project Stakeholders

The following stakeholders organized and administered the Steuben County Transportation Study in order to meet the previously outlined objectives:

Southern Tier Central Regional Planning and Development Board provides assistance to local governments, and economic and community development groups to identify needs, fill gaps in services, and provide solutions for local concerns in Steuben, Schuyler and Chemung Counties.

The **Steuben County Planning Department** serves two functions including analyzing current systems throughout the various County departments and providing technical assistance to local communities in land use regulations, planning and economic development.

The Institute for Human Services (IHS) provides support, information, referral, and capacity building services for the regional nonprofit sector. The County director of mobility management and regional 2-1-1 HELPLINE information services are two of the primary components pertaining to the current study.

Along with the project team, the following stakeholders engaged in the information-gathering process:

- Formal and informal transportation providers
- Corning Community College
- Non-profit organizations and community groups
- Major employers and health care providers
- Southern Tier Library System
- Riders and non-riders throughout the County

Methodology

The study originated from a need to explore strengths and vulnerabilities of current transportation systems throughout Steuben County. The study aims to evaluate existing processes to determine if the present system provides adequate services, and to formulate more clear and concise goals and objectives. By administering a survey and completing focus groups and interviews, Southern Tier Central Regional Planning and Development Board obtained essential knowledge of the multiple organizations that play a role in the overall distribution of services throughout the county. The information gathered then helped to determine suitable recommendations for the County as detailed in this report.

Design

By incorporating a process design element within the study, the framework allowed for the application of questions tailored specifically to evaluate inter- and intra- organizational processes regarding the ability to reach individual and holistic goals throughout the County. Transportation procedures are the primary focus of the study and encompass a series of variables that must be tested in order to determine applicable recommendations for the County. Some of the survey questions include:

- How did you get to the bus stop? How long did it take?
- How long did your trip take?
- How did you pay for your bus ride today?
- If the bus service were not available today, how would you make this trip?
- How often do you use bus services in Steuben County?
- What purposes do you have for using the bus?
- Is there a car in your household?
- Where would you like to go that currently does not have bus services?

The survey, focus groups and interviews provided both quantitative and qualitative data for regarding routes, stops, retrieving passes and tokens, flag stops, route deviation, and utilization of the 2-1-1 information service. By incorporating open-ended questions throughout the process, participants added key words and topics that have been coded and further analyzed for

possible recommendations. All information has been applied to the overall goal of determining areas currently providing adequate services as well as those in need of a greater focus.

Participants

In order to assess all transportation systems and processes, the project team integrated a variety of county-wide participants. All formal transportation services including Steuben Area Rides, Steuben County Transit, Corning-Erwin Area Transportation System, and Hornell Area Transit participated throughout the study along with informal services such as volunteer driver systems (i.e. Project CARE, Faith in Action, Coordinated Transportation Services). Along with the transportation providers, major organizations and community groups such as Catholic Charities, ProAction, Arbor Housing, Steuben County Community Mental Health Center and Southern Tier Library System assisted in the distribution of surveys and participated in the overall conversation. As previously stated, a variety of stakeholders throughout the county realize the significance of transportation as a public service, as this can affect an individual's ability to access other services.

Procedure

Analyze Existing Studies

Information analyzed from existing studies helped formulate the 2017 Steuben County Transportation Survey by providing access to information already gathered in previous years. The current survey could then build upon such information and fill in any gaps that exist to determine further steps for the county as well as individual providers. Details derived from this analysis are presented in this report.

Survey Administration

An online/digital version as well as a paper form for the aforementioned transportation survey was distributed to all participants stated above. Individual buses also distributed the survey and posted an advertisement and QR code for riders to complete. The Southern Tier Library System provided the same information and materials to patrons at all locations as well. Paper surveys were then entered into the online database by STC and Catholic Charities to be further analyzed.

Organize Focus Groups and Interviews

The Transportation Study Coordinating Committee discussed possible target groups for focus groups and interviews prior to their September through November administration. The committee highlighted health care providers, non-profit organizations, major employers, riders, non-riders and volunteer drivers as impacted groups. In order to capture riders and non-riders a public meeting was held at Dormann Library in Bath, NY where the team observed no participation. A separate survey, yielding 15 participants, was conducting online for volunteer drivers. Major employers did not contribute to the study as the CSS Workforce NY board meeting was cancelled, and no board members completed the offered online survey. Other major contributions came from collaborative meetings such as the Southern Tier Non-profit Executive Directors' group, and the Care Continuum Coalition for Chemung and Steuben (C4S). Short interviews were also conducted with Arbor Housing, the Food Bank, Pathways, and Absolut Care at Three Rivers. Evaluation of qualitative data has been included in this report.

Data Analysis

A preliminary data report was created from survey data and presented at the C4S meeting for health care providers, and an attempt was made at the public meeting in Bath. Without public feedback, the group decided to continue evaluating the data and report findings. Another component of the data analysis came from an analysis of routes, stops and transfer points between the multiple providers within the more complex transportation system. This component was completed by Foursquare ITP, a transportation planning firm located in Rockville, Maryland. From this information, key connection points were made apparent, and further evaluation is necessary.

Report Findings and Recommendations

The report provides specific findings regarding rider satisfaction with services in regards to obtaining the schedule, interacting with bus drivers, bus cleanliness, safety, and timeliness of buses. Other transportation services such as flag stops, route deviation, the 2-1-1 HELPLINE, Dial-a-Ride, volunteer driver programs, and taxi services have also been evaluated by riders and non-riders throughout Steuben County. Access in relation to location and commodities such as internet, smartphones and cars are other primary topics reported on in the report. All discussion led to a more detailed outline and description of recommendations and best practice aimed to resolve gaps in services throughout the county as stated in the project objectives.

Analysis

Current Conditions

Demographics

According to data gathered in 2010 by the United States Census Bureau, Steuben County's overall population is about 98,990 with about 16% of residents over the age of 65 and 23% under the age of 18. The population distribution of the County is only about 71 people per square mile overall, as described by Steuben County IDA, which is much lower than the distribution of New York State as a whole. The data supports the fact that a majority of the County's municipalities are of a rural makeup.

Housing and Employment

Steuben County's housing stock consists of a total 48,849 units with 84% occupied according to the 2011-2015 American Community Survey 5-Year Estimates from the US Census Bureau. Data also shows that about 3,730 of the total occupied housing units do not have access to a vehicle, while 30,064 are reported to have one or two vehicles available. Access is one of the most prominent factors associated with the use of public transportation.

Other key variables related to public transportation use include employment, income, and commute. The total labor force including residents 16 years and over is 47,140 with about 8.2% unemployed (US Census Bureau). The Census Bureau also reported that the median household income for in 2010 for Steuben County was \$47,280. Data from the 2017 Comprehensive Economic Development Strategy (CEDS) Update highlights the top employers in Steuben County and has been outlined in the following chart. It is imperative to note, data does not incorporate many public services (i.e. school districts, County offices).

Steuben Major Employers (# of employees)	
Absolut Care at Three Rivers (150)	Gunlocke Co., Inc. (600)
Alstom (650-700)	Guthrie Medical Group, P.C. (303)
ARC of Steuben (386)	Ira Davenport Hospital/Arnot Health (295)
Bath Veterans Administration (697)	Kraft-Heinz (385)
Corning Center (150)	Mercury Aircraft (148)
Corning Credit Union (240)	Pathways (410)
Corning Hospital (664)	Sitel (450)
Corning Incorporated (5,174)	St. James Mercy Hospital (298)
Crowley Foods/HP Hood (105)	Wegmans (460)
Dresser-Rand/Siemens (450-500)	World Kitchen (550)

An individual's daily routine often depends on the availability of transportation services. The American Community Survey 5-year estimates reported that the County has about 42,181 individuals 16 and over that commute to work on a daily basis. Of these commuters, 33,750 (80%) drove alone in a personal vehicle, 4,519 (10.7%) carpoolled in a personal vehicle, 284 (0.7%) utilize public transportation excluding taxis, 1,708 (4%) walked, and about 1,311 (3.1%) worked at home. The average commute time for residents within this population is 21.6 minutes. With somewhat lengthy commute times, it is imperative to evaluate public transportation systems. Though only a small percentage of the aforementioned commuters utilize public transportation, many residents need services for a variety of health appointments, social services appointments, and other leisure activities. With efficient services in place, ridership may increase as well.

Transportation Systems

Coverage in Steuben County consists of four different bus route systems and providers: Corning –Erwin Area Transit System (CEATS), Hornell Area Transit (HAT), Steuben Area Rides (STAR) and Steuben County Transit. All transportation providers are part of the “flag stop system,” where a passenger may board a bus at any safe place along a fixed route by signaling the driver by waving.

The following are general destinations offered by each provider:

CEATS provides service to Corning, Painted Post, Gang Mills and Coopers Plains. This provider uses five routes: *Community College, East Corning/Gibson, Northside, Southside, Coopers Plains/Gang Mills/Painted Post.*

A free shuttle service from the Corning Museum of Glass (CMOG) parking lot to the museum, Gaffer District and Rockwell Museum also provides services to the area. The shuttle is a private bus although the public is welcome to utilize services. Though the CMOG shuttle is not directly linked to CEATS, it is also managed and operated by First Transit.

Hornell Area Transit operates an “inner-city” service for the City of Hornell and also covers the Town of Alfred, Almond, Bath, Canaseraga, Canisteo, Cohocton, Dansville, and Wayland using five routes: *Inner City Route, Bath Route, Alfred Route, Canisteo, Dansville-Wayland Service.*

Steuben Area Rides provides service to areas within Steuben County such as Addison, Bath, Jasper, Prattsburgh, Pulteney, and Wayland. They operate four routes: *Addison/Bath, Jasper/Bath, Prattsburgh/Pulteney/Bath, and Wayland/Bath.*

Steuben County Transit serves the areas of Bath, Corning, and Hammondsport. They operate three routes within the County: *Bath-Corning-Bath, Village of Bath, and Hammondsport.*

For further details of stops for each provider, please see Appendix I: Transit Provider Stops and Fares.

The map on the following page was generated by Steuben County Planning in order to provide a visualization of bus routes by provider. As noted on the map, ridership data has been included. Data obtained from IHS highlighted the annual ridership of each route, but was not broken down into further detail. This information provided a basis for understanding which routes are most utilized yearly, but would require further breakdown in order to evaluate any existing systems and determine next steps.

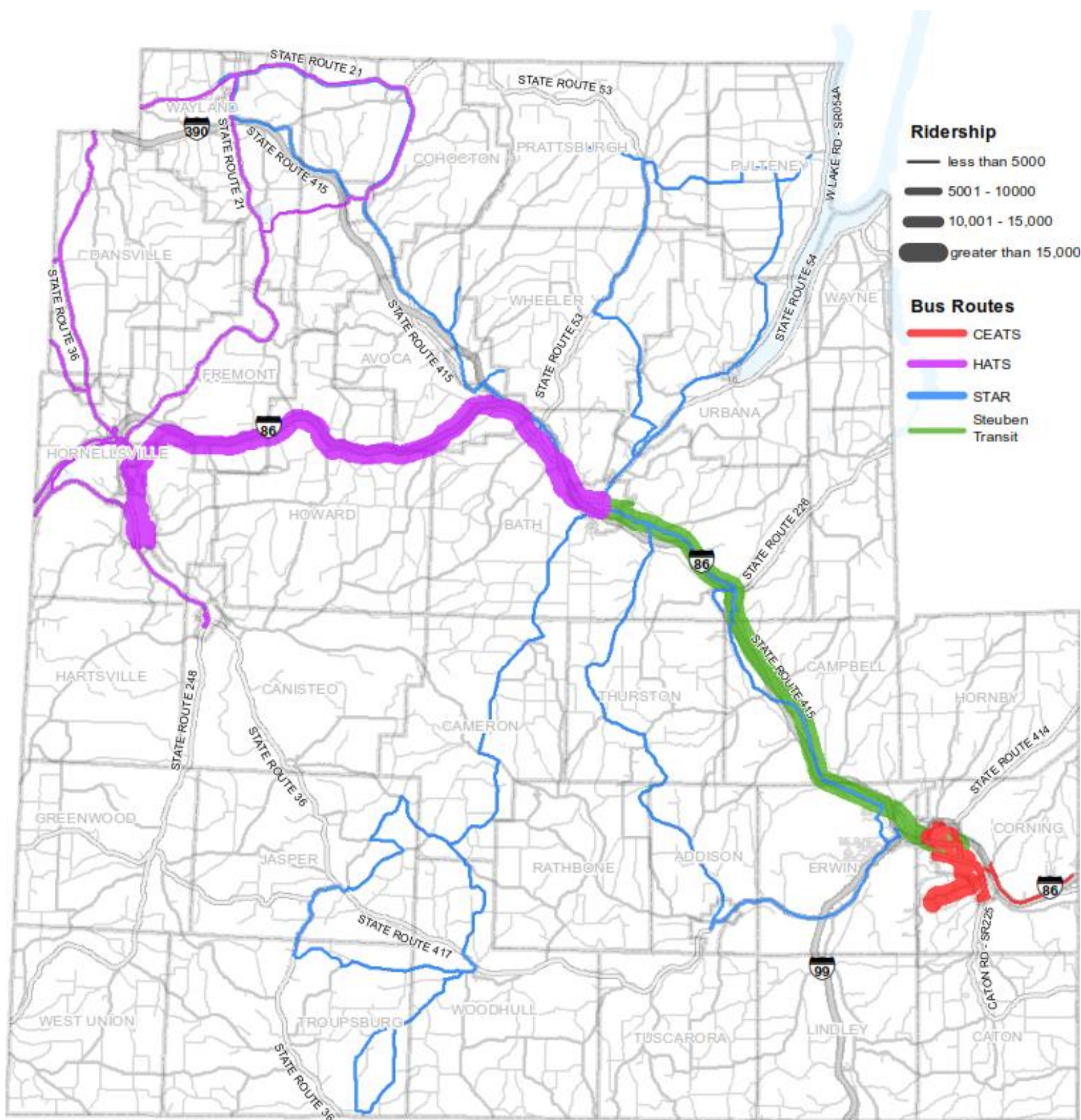
Fare Collection

Currently, similarities between providers exist where bus fares are free for children under 5 and discounts are offered for individuals with disabilities or senior citizens. Also, each provider offers student and monthly passes; however, all fares should be uniform. One of the biggest challenges for patrons of this regional system is when traveling between providers, oftentimes customers are forced to purchase fares specifically listed for each individual provider as they navigate toward their destination. As a result, the lack of a streamlined fare system whereby travelers can purchase tickets for *all* providers in several locations puts the burden on the customer and reduces the ease (and speed) of travel (See Appendix I).

Other issues related to fare collection include:

- Monthly passes begin and end on the calendar month, with no prorated discount for buying the pass after the first of the month.
- Different providers require different types of fare.
- Opportunities for discounted fares exist.
- Information regarding locations and office hours of where the different fares can be purchased is not easily accessible.

Fares should be consolidated into one automated system that allows users to renew monthly passes, add money to existing passes and buy one-way tickets. Standalone kiosks located in prime locations around the County for purchase of tickets could assist in automation and reduce the number of employees needed to manage sales of bus fare. Automated ticket readers on each bus would speed along payment and loading onto the bus. At the very least, all fare should be consistent county-wide without different fares for different systems (i.e. HAT, CEAT).



Map of Bus Routes and Ridership As prepared by Steuben County Planning

Website and Online Presences

A google search of “Steuben County Bus” sends you to a laundry list of different sites that all have information concerning Steuben County’s public transportation system. Websites include:

- www.Ridesteuben.com – “Route 1 – Steuben County Transit”
- www.steubencony.org - “Public Transportation - Steuben County”
- www.needarides.info/schedules - “Downloadable Schedules - Needaride”
- www.rideceats.com – “Schedules – Corning Erwin Area Transit”
- www.arcofsteuben.org – “ARC of Steuben: Steuben Area Rides”
- www.hatrides.com – “Hornell Area Transit (HAT)”

Few of these websites are mobile friendly and the sheer quantity of websites disseminating information concerning public transportation within Steuben County is a testament to the confusing fabric of multiple providers and lack of coordination between different bus systems.

It is imperative that there be one online voice for all of Steuben County’s transportation. An individual looking to utilize public transportation from Hornell to Corning would potentially visit multiple websites to map their route. The County, IHS and transportation providers should work together to pool their money and create one unified website for the entire bus system. This site should be managed by a professional web designer/advertising group that can help design an easy to use, easy to access, mobile friendly site. All other websites should be discontinued.

Advertising of Transit

Like the confusing websites of the Steuben County transit system, advertising and printed information concerning the bus system is equally confusing. Most of this confusion is again related to the multiple providers and the multiple types of fare collection that these providers require. Advertising is currently handled by the County director or mobility management. It is recommended that this activity be handled by a design/advertising professional. Hiring a professional directly or contracting this work out to an advertising group, would allow for the unified dissemination of information.



The bus vehicles themselves are also in need of an upgrade. The vehicles are hard to distinguish from one another as the buses are mostly white with simple lettering. Rebranding of the bus system as a single county-wide system with uniformity shown through bus wraps that are consistent would assist with this confusion. Further, a unified “Steuben Transportation United (STU)” trademark or title otherwise defined by a professional marketing agency would help identify an overall system in place. Buses could keep individual organization names while displaying a uniform “member of...” sticker with designated logo. Rebranding the bus will help to further legitimize the bus as a form of transportation that is appropriate for all types of users and help move toward a more consolidated system.



Administration

Mobility Management

Steuben County's mobility management program consists of a director and a newly hired transportation specialist. The program is funded by Department of Transportation funds that are matched with funding from Steuben County's Institute for Human Services (IHS). Steuben County then contracts with IHS for a mobility management program. This program is a new program and as such the job description and job responsibilities of both the director of mobility management and the transportation specialist are not clear. What is clear is that the director position has turned into a catch-all for human services. Currently the director of mobility management has provided direct assistance of the follow duties:

- Provides education concerning the transportation system.
- Encourages coordination between providers.
- Assists individuals in route planning referred to mobility management from the 2-1-1 HELPLINE.
- Produces publications concerning transportation such as bus routes and fare information in addition to those created and distributed by individual providers.
- Manages a transportation website.
- Assists in writing and administering transportation grant funding.
- Is the single transportation representative in Steuben County responsible for attending all transportation, human service and regional planning meetings.
- and much more...

The position must be paired down, defined and given additional funding to hire consultants and/or assistance to complete these tasks. It is imperative that the director of mobility management does not have the same responsibilities as the transportation specialist. The most important task that the director handles is the coordination with transportation providers. It is important to note that the goal is not for the director to manage the various transportation systems but to prompt coordination between groups. Other tasks could be handled either by contracting out work to consultants or hiring assistance and growing the mobility management program. The director should not be providing direct service of trip planning. It might assist the position to be located at the County office building rather than IHS.

Transportation Education

Improving and providing more education about the transportation system may help to increase ridership and decrease route planning as provided by the 2-1-1 HELPLINE. Offering regular training for individuals that use the system and individuals who are interested in using the system may help to better familiarize the public with the system. It is recommended that regular trainings be offered at and during existing events and meetings.

Education should not be limited to riders or potential riders, but offered to individuals who may come in contact with riders such as teachers, counselors and administration at local schools as well as medical office employees. Public transportation systems may benefit from an educational component in the following ways:

- Offer assistance and information at public high schools where both students and parents will be in attendance.
- Better educate medical office assistances and schedulers that will be working directly with patients in need of rides.
- Make transportation publications available in medical buildings, schools and all other public buildings.

2-1-1 HELPLINE

Through information gathering for this project, the resource of the 2-1-1 HELPLINE was brought up often. There were also comments on how the helpline is in need of some improvements. Individuals mentioned that the helpline often did not answer their questions or the call went unanswered. It is likely the helpline is overloaded. It is recommended that the Institute for Human Services does its own investigation into the 2-1-1 HELPLINE and how it might be improved.

Creativity and Innovation

Creativity and innovation are vital when it comes to transportation in a rural county such as Steuben. If the director or mobility management could be relieved of some of the duties that the position currently holds it may free up time for this representative to research more innovative ways to transport individuals in our rural areas.

Some ideas that have come up through this planning process that needs further exploration are:

- Coordination with meals on wheels for distribution of meals and, in turn, increased transportation funding from the federal and/or state government.
- Better utilize, publicize and educate about the volunteer drivers program as it appears to be underutilized.
- Explore the Care Compass Network innovation funds for transportation services.

Findings

All findings presented in this report relate to the inter- and intra- connectivity for Steuben County and its residents as whole. References to locations in other counties have been included strictly to improve such connectivity with surrounding areas, major employers, health care providers and other points of interest.

Existing Studies

Upon reviewing the literature and previously obtained data, it is apparent that Steuben County has already outlined certain assets that must be maintained within current transportation systems. Along with these assets, the information leaves gaps that may require further development. The studies and literature also reveal areas within the current transportation systems that must be improved upon in order to meet the needs of residents and provide an efficient, quality public service. The studies consulted are listed in Appendix A.

Existing Assets Identified

The most prevalent data mentioned throughout the documents details the geography and demographics of Steuben County. This information appears to be the most comprehensive in documents titled *Steuben Pathways to Success and Steuben County Community Health Assessment*. Both records highly stress the fact that the County resides in a rural geographical area. With a strong value of agriculture and tourism, services must meet the needs of residents in these rural areas.

The most prominent asset that is imperative to maintain and build upon with recommendations indicated in the current study is in the *Tri-County Transportation Resources* and *Steuben County Transportation Options* documents. These documents highlight current transportation services along with their area of coverage, specific services provided, and contact information. These records are valuable when determining major stakeholders within the overall transportation system. The *Regional Transportation Study* also provides information on the current transit options provided by the surrounding counties.

Not all of the services noted in the existing studies strictly discuss formal public transportation providers. For example, the *Feasibility Study of Services Needed for Aging in Place in Steuben County* features the Project Care program in Bath, NY, which involves high school students doing grocery shopping for senior citizens. The program also engages volunteer drivers who provide transportation services for the senior population.

Data referencing the multitude of funding sources can also be located in the *Transportation Funding Opportunities* document and has been utilized to describe funding for service providers in an effort to implement recommendations and strategies indicated in this report.

The *CCC Institutional Research Memo* lists the number of Corning Community College students that live in each zip code throughout Steuben County. Students and colleges often aid in providing public services through internships and volunteer opportunities, which could be vital also in terms of study recommendations. Not only do the surrounding colleges provide volunteer opportunities, but encompass a population that may also be in need of transportation, as described in the *Regional Transportation Study*, which also highlights the possibility of creating a regional transportation project.

Finally, the National Household Travel Survey (NHTS) provides a wealth of data related to incomes, licenses, number of trips per day, and number of vehicles owned. The number of trips is categorized by age and other variables, and all of the aforementioned data is compared between New York State and the overall United States information. Along with the described data, the document contains a chapter that lists similar variables solely based on rural areas. In a similar manner, the DataUSA information provides insight on Steuben County, which also presents gaps in information and opportunities to fill such gaps with the current study.

Needs Identified

Specifically, the studies emphasize a few common themes and areas in need of evaluation within Steuben County's current transportation services. Though it was not the only example of the importance of tourism, *Natural Gas Drilling in the Marcellus Shale* highlighted tourism as a major source for economic growth. This information suggests a greater need for transportation to support such growth, and highlights a need for greater connectivity between transportation and tourism.

The most prevalent topic identified outlines populations with the highest need for transportation including individuals with disabilities, seniors, low-income residents and "at risk" children. This aspect is thoroughly stated in multiple documents including, but not limited to the *Steuben County Coordinated Public Transit-Human Services Transportation Plan 2015 Update*. A higher number of transportation services must be implemented in municipalities and regions with these populations. Transportation to employment in rural areas is also highlighted in the 2015 Transportation Plan Update, and has also been evaluated in the current study.

Another common topic emphasized throughout the studies is the idea of aging in place. The *Feasibility Study of Services Needed for Aging in Place in Steuben County* suggested that services are needed to take the senior population throughout Steuben County, and specifically from rural areas to medical appointments and shopping locations. This information was also seen in the *Steuben County Community Health Assessment*. It is apparent that services are not dependable, and many are unaware of the multitude of groups and programs that provide transportation for rural communities.

The Project Care program in Bath, NY, featured in the study regarding aging in place, can possibly be implemented as a county-wide system. It may be imperative to further explore such informal programs in order to improve public transportation in Steuben County as a whole. An increase in communication between schools and community groups may result in increased engagement of volunteers which would support such expansion.

Though the aforementioned assets and needs have been detailed, the studies and data still leave gaps in information that needed additional research.

Gaps in Available Information

Throughout the literature, gaps in information exist in relation to parent involvement and graduation rates for children in rural communities. This data was missing from the *Steuben Pathways to Success* document, but may be valuable in determining if parent involvement may be improved with an increase in transportation services. Transportation for this purpose may also improve education for rural families.

Also, travel information for Steuben County's routes, stops and transfer points has not yet been recorded. For example, gaps in data exists for frequency of transportation stops (possibly categorized by mode), number of rides allotted by each program, and cost/distance of travel for the various modes of transportation listed in the aforementioned documents. Once data has been obtained, key comparisons can be made between NYS data and data gathered for Steuben County's rural areas, key locations, and targeted populations. DataUSA information provides data for Steuben County as a whole, but not the same for rural communities individually.

Summary of Existing Studies

Top Existing Assets

- Good public transportation coverage in core areas (Corning area, Bath, Hornell)
- Multiple funding sources available (but complicated and limited)
- Multiple alternative services for transportation and access, especially for the elderly and especially in core areas

Top Needs

- Transportation access in rural areas of the County
- Transportation that supports tourism growth
- Transportation that supports aging in place: access to medical appointments and shopping for the older population in rural areas
- Transportation for populations including the following: the elderly, individuals with disabilities, low-income residents, and at-risk youth
- Transportation to employment from rural areas

Top Gaps

- Is there a transportation need to support parent involvement in their children’s education in rural areas?
- Travel information for Steuben County’s rural population, similar to NHTS
- Detailed data on transportation providers: frequency of stops, number of rides by program, cost/distance of travel by mode, etc.

It is imperative to note the information that has already been gathered prior to the current study. This data may present significant rationale for current transportation systems. It is also essential to note needs already outlined from previous studies in hopes that the current survey will address these needs and improve public transportation services in Steuben County.

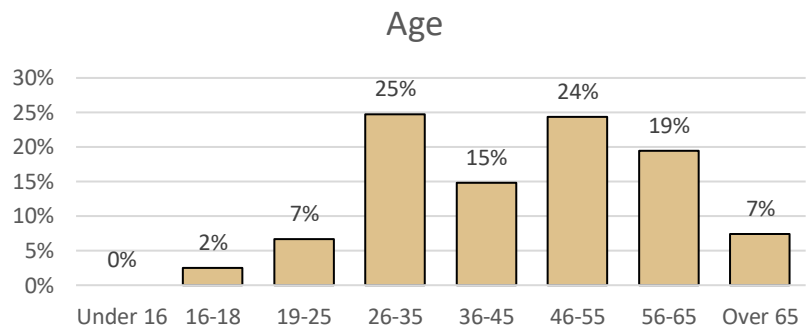
This study should utilize action steps for improving communication, technology and training, as described in the *Steuben County Coordinated Public Transit-Human Services Transportation Plan 2015 Update*. The *Elmira-Chemung Transportation Plan 2035* is another model plan that can possibly provide insight to Steuben County. Efficient transportation systems are crucial in connecting all communities with other necessary services.

Survey Data

The following summary highlights prominent survey results. The survey instrument and detailed preliminary analysis have been included in Appendices B and C for further review.

Respondent Demographics

Individuals of all ages from 16 to over 65 years responded to the Steuben County Transportation Survey. The two highest age brackets were 26-35 years (25%) and 46-55 years (24%). Majority of the participants indicated that they were of the female sex, making up about 60% of the sample. No other respondent demographics were specifically requested.



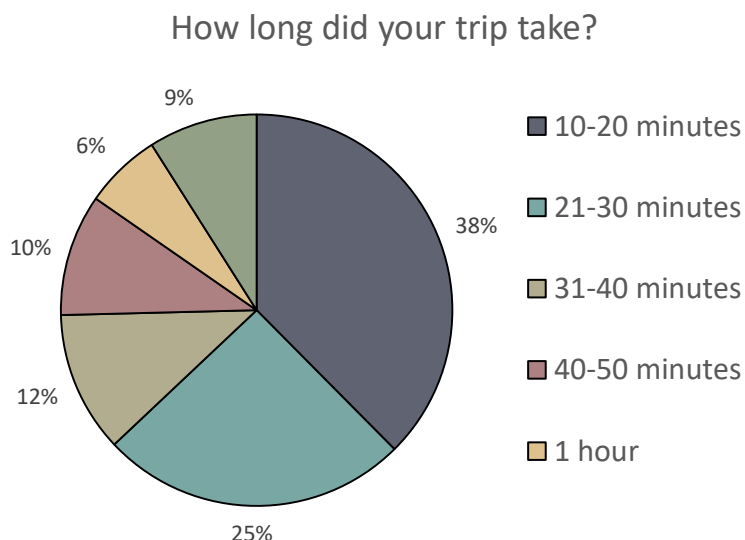
Most Recent Ride

Majority of the riders indicated that they were coming from home on their most recent trip (71%), while others stated that they were coming from work or other appointments. The top four answers for where these same individuals were going on their most recent trip included home, PROS (Steuben County Community Mental Health Center), medical appointments, and shopping centers. About 80% of riders participating in the survey stated that they walked to the bus stop, while 10% needed to get a ride in a car. The highest number of respondents were also getting on the bus in Bath, NY (30%).

Another concern for individuals is how long it takes to get to a bus stop; however, survey responses did not indicate this as a major concern. About 39% of participants take 1-5 minutes traveling to the bus stop, while 6-10 minutes yielded 29% of the responses. It is imperative to point out that it was not determined which modes of transportation to bus stops resulted in the various responses related to timeliness.

The two top transportation destinations indicated from the survey were Bath and Corning, which both received 21% of the responses. More than half of the trips took anywhere from 10-30 minutes with few responses highlighting trips 60-90 minutes or more. Again, more than half of the surveys highlighted using cash or token with majority of the tokens bought from Catholic Charities or Turning Point. Responses regarding the most recent ride refer to only basic bus services, but do not link directly to other public transit services such as route deviation or flag stops. Riders did not indicate whether these services were utilized specifically for the most recent trip.

Trip Length	Number	Percentage
10-20 minutes	71	38%
21-30 minutes	48	25%
31-40 minutes	22	12%
40-50 minutes	19	10%
1 hour	12	6%
1.5 hours or more	17	9%
Total	189	



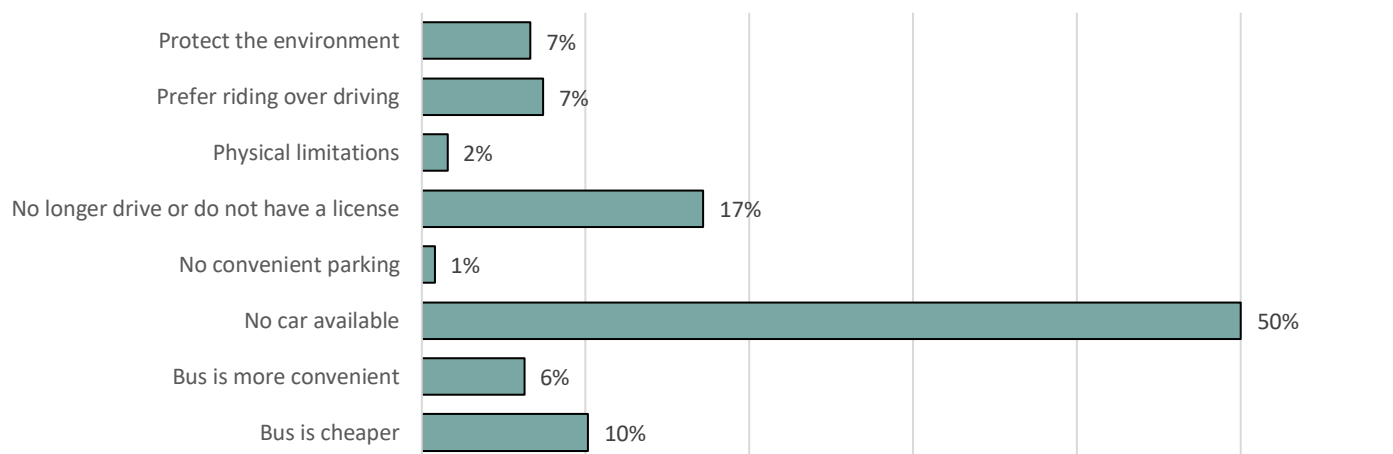
Service Usage

A variety of key points have been made throughout the survey responses regarding service usage including that about 40% of the participating riders would not make the trip if bus services were not available. Others stated that they would either have to get a ride or walk to their destinations. About 36% of participants stated that they utilize bus services in Steuben County 3-5 times a week, which offers the assumption that this is the primary mode of transportation for these individuals.

When asked the question, “In the past two months, have you used any of the following services?” the majority of both riders and non-riders highlighted that they did not use route deviation, dial-a-ride, the 2-1-1 HELPLINE, taxi services, flag stops, or the volunteer driver programs. Taxi services and flag stops were the most utilized services for riders, and non-riders often did not know about majority of these services. Non-rider responses allow for the assumption that improved marketing and information distribution is necessary.

For all respondents (riders and non-riders), the top three purposes for riding the bus were work (17%), shopping (24%) and medical appointments (28%). This information raises the prominent concern that if the highest percentage of riders utilize bus services for medical appointments and the majority of riders would simply not make the trip if services were unavailable; a number of individuals will not be making it to medical appointments. For healthcare providers this is a primary concern that should be addressed when considering that about 50% of participants ride the bus primarily due to a lack of access to a personal vehicle.

Why do you ride the bus?



Accessibility

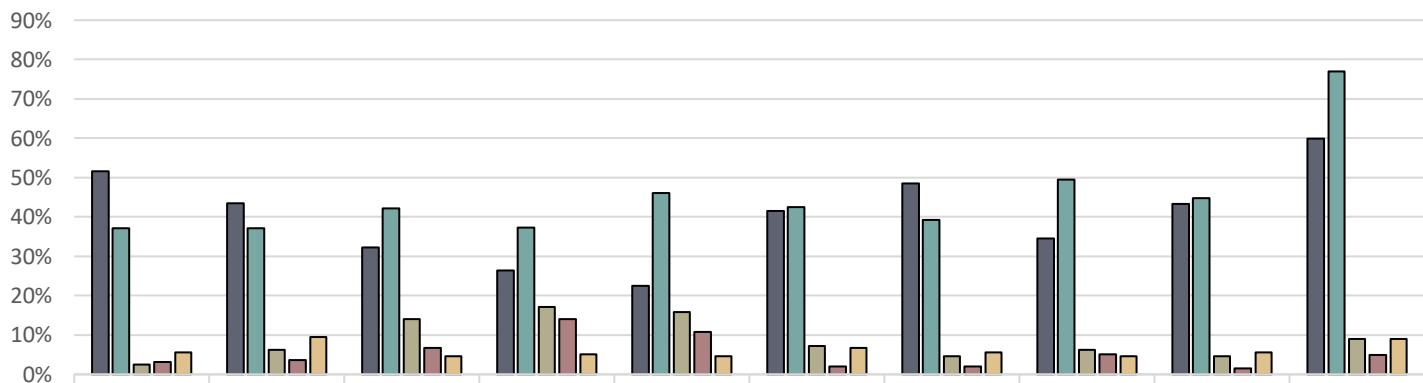
In reporting accessibility concerns, only 29% of riders have a car in their household while 95% of non-riders have a car. This directly supports the idea that the majority of riders have concerns related to accessibility. No significant results were conveyed regarding accessibility to smartphones or internet access. Though 30-35% reported a lack of access in these areas this did not indicate a majority.

Satisfaction

In response to the question, “Where would you like to go that currently does not have bus service?”, recurring responses highlight a need for service outside of regular business hours for individuals to get to work, weekend hours, service in rural areas throughout the County, and more efficient connection between providers and neighboring areas including Schuyler and Chemung Counties.

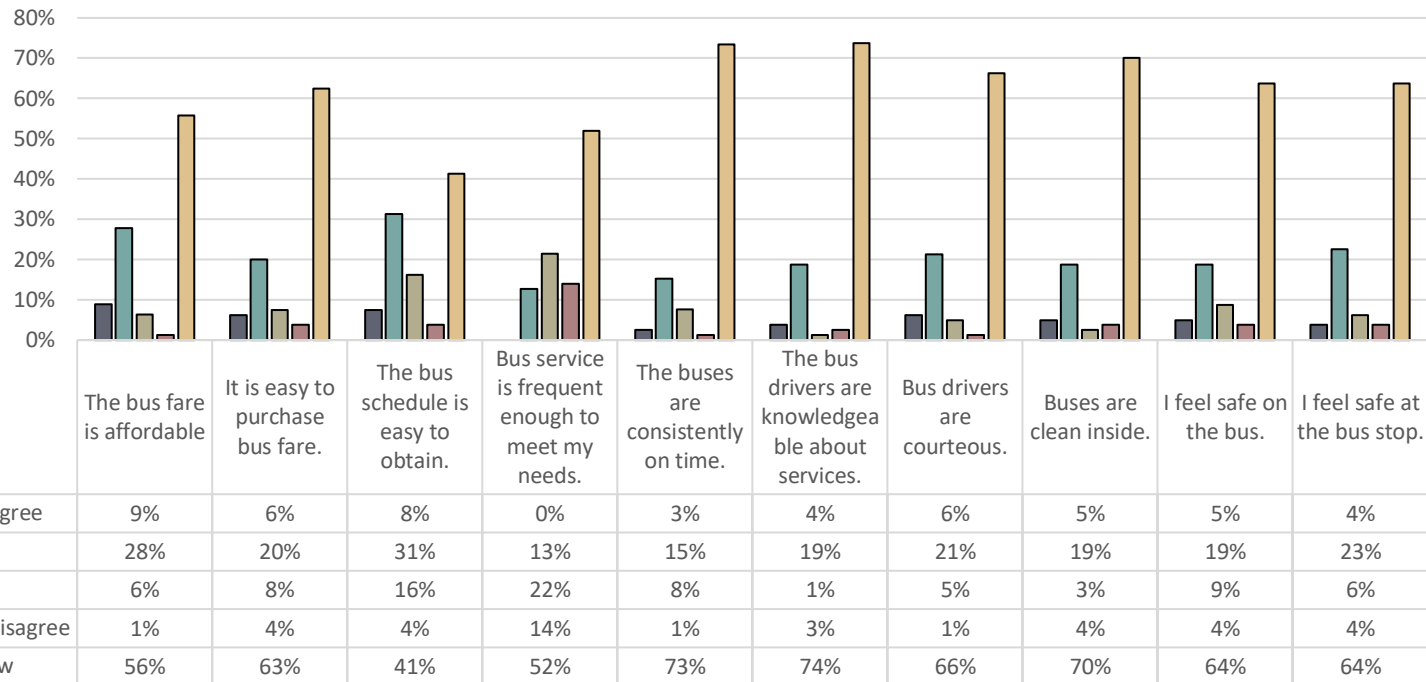
When asked how strongly riders and non-riders feel about current service, a variety of vulnerabilities have been identified. In any case, more than half of participating riders strongly agreed or agreed positively about topics such as affordability, frequency, timeliness, cleanliness, safety and bus driver courtesy and knowledge. In the case of non-riders, many of the respondents did not know about such topics, as would be expected; however, if only percentages of disagreement are examined for both riders and non-riders, there is a consensus that bus services are not frequent enough to meet residents’ needs. Non-riders are not likely to begin riding the bus if it is not convenient within their daily schedules. This raises concerns for increasing ridership if not addressed.

How strongly do you agree or disagree with each statement? (Riders)



	The bus fare is affordable	It is easy to purchase bus fare.	The bus schedule is easy to obtain.	Bus service is frequent enough to meet my needs.	The buses are consistently on time.	The bus drivers are knowledgeable about services.	Bus drivers are courteous.	Buses are clean inside.	I feel safe on the bus.	I feel safe at the bus stop.
Strongly Agree	52%	43%	32%	26%	23%	42%	48%	35%	43%	60%
Agree	37%	37%	42%	37%	46%	43%	39%	49%	45%	77%
Disagree	3%	6%	14%	17%	16%	7%	5%	6%	5%	9%
Strongly Disagree	3%	4%	7%	14%	11%	2%	2%	5%	2%	5%
Don't Know	6%	9%	5%	5%	5%	7%	6%	5%	6%	9%

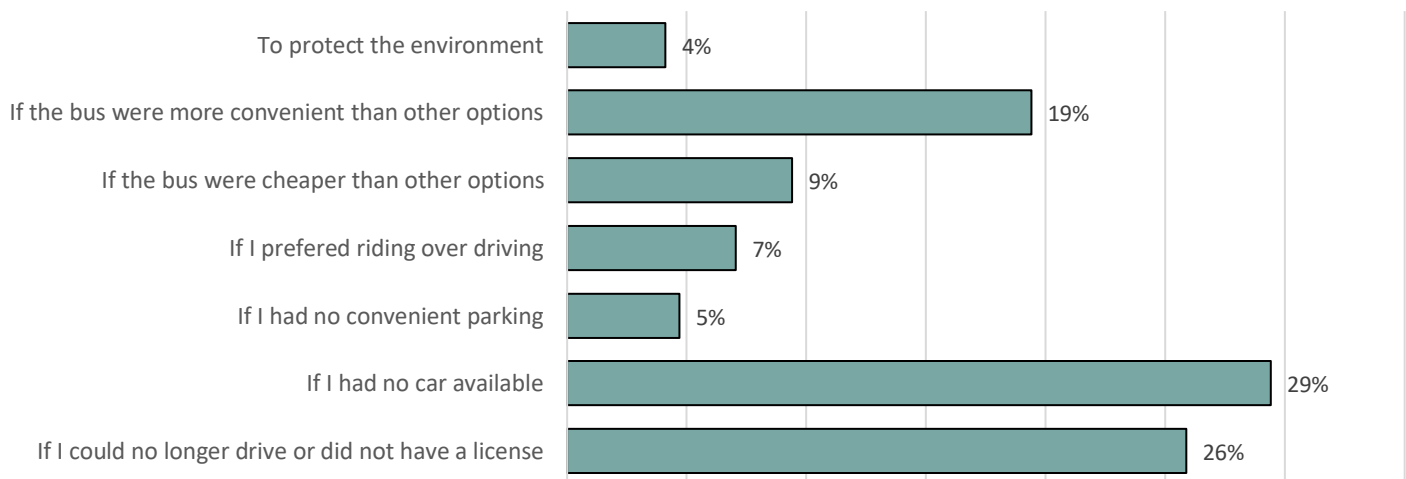
How strongly do you agree or disagree with each statement? (Non-riders)



Increasing Ridership

When addressing the ways in which providers can increase ridership, it is imperative to take into account the top three reasons non-riders would start utilizing services. Many non-riders highlighted that they would start riding the bus if they had no car available (29%), or if they could no longer drive or did not have a license (26%). Though it is difficult for providers to gain ridership in these ways, it is important to note the 19% of non-rider participants that stated they would use the bus if it were more convenient than other options. With the current state of public transportation in Steuben County, convenience is a major concern. By providing recommendations, the objective is to address such concerns to hopefully result in an increase in ridership.

What would make you start riding the bus?



Qualitative Analysis of Focus Groups

Interviews

Interviews with representatives from Arbor Housing, the Food Bank of the Southern Tier, Pathways and Absolute Care at Three Rivers were conducted between August 28th and September 15th 2016. Individuals highlighted that the stops are often not frequent enough to meet the needs of their clients, or they are not aware of additional drop-off services such as route deviation or flag stops. Other service concerns highlighted throughout the interviews included a need for routes outside of typical business hours, routes in rural areas, and affordable fees for those needing additional drop-off services.

Focus Groups

Similar to survey results and qualitative analysis of interviews, focus groups highlighted concerns with limited hours of operation, access in rural communities, timeliness of buses, affordability of bus fees, awareness of routes and additional services, and gaps in current transportation schedules. Participating groups included the Southern Tier Non-profit Executive Directors (STNED), the Care Continuum Coalition for Chemung and Steuben (C4S), and volunteer drivers. Other major employers were not included in discussion due to a rescheduled and cancelled CSS Workforce NY Board of Directors meeting and lack of participation in an additional online survey.

Groups discussed the inability to find transportation services outside of the typical “business hours”, making it difficult to clients and employees to get to work, medical appointments, and other necessary destinations. For longer trips, transfer points often force riders to wait an extended period time for the next bus to make a stop and even run late at times. As a result, a round-trip to a further destination can take hours or even the whole day to complete. Services are scarce in rural areas and do not exist on the weekends throughout Steuben County.

The other prominent topic discussed during focus group conversations regards an individual’s awareness of additional services such as flag stops or route deviation. Many do not utilize such services due to a lack of information or understanding. By calling 2-1-1, riders can obtain information on such services and arrange rides through a volunteer driver or other transportation services. Volunteer drivers also highlighted that a lack of volunteers, funding and other resources makes it difficult to adequately fill such aforementioned gaps. For example, drivers stated that only few service residents of rural areas, but indicated that individuals in rural areas often struggle to access transportation services. By exploring recommendations outlined in this report, groups can efficiently begin to collaborate and improve the efficiency of public transportation services throughout Steuben County.

Analysis of Routes and Transfers

Foursquare Integrated Transportation Planning (ITP) completed a Transit Coordination Analysis to determine major transfer points and associated wait times. The analysis incorporated maps identifying four prominent transfer areas as well as the individual points of transfer within each. The outcomes for each transfer area have been summarized in the following tables. The subsequent map outlines the four transfer areas and associated transfer points incorporated in each table. It is imperative to utilize both components while analyzing results. All other maps and area summaries can be found in Appendix F.

Summary of Wait Times Across All Areas		
Wait Time	Count	Percent
Good	402	26.84%
Mod	241	16.09%
Poor	855	57.08%
Total	1498	100.00%

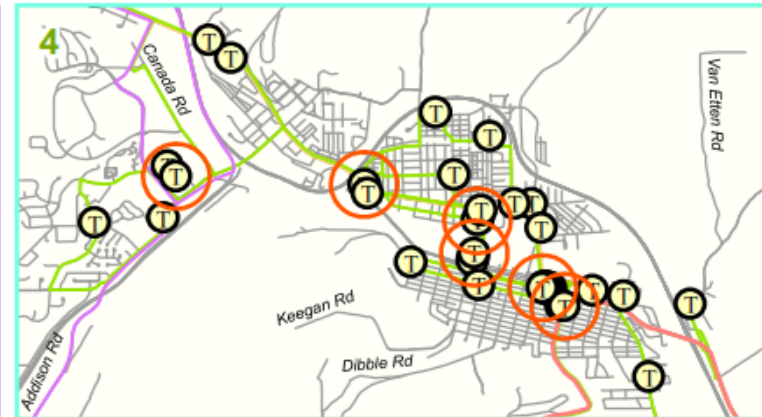
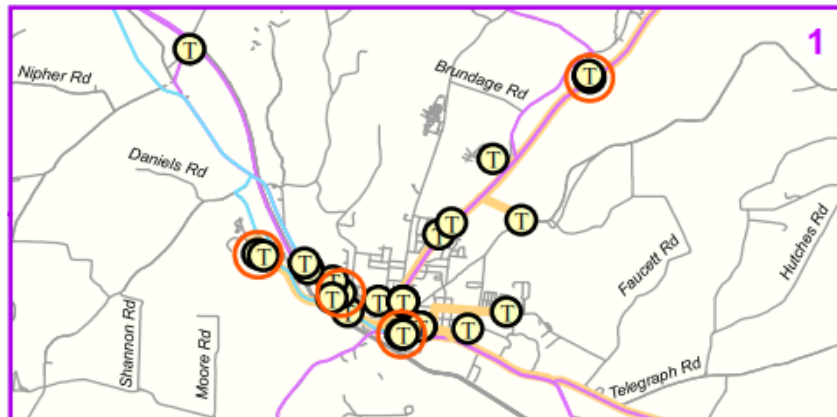
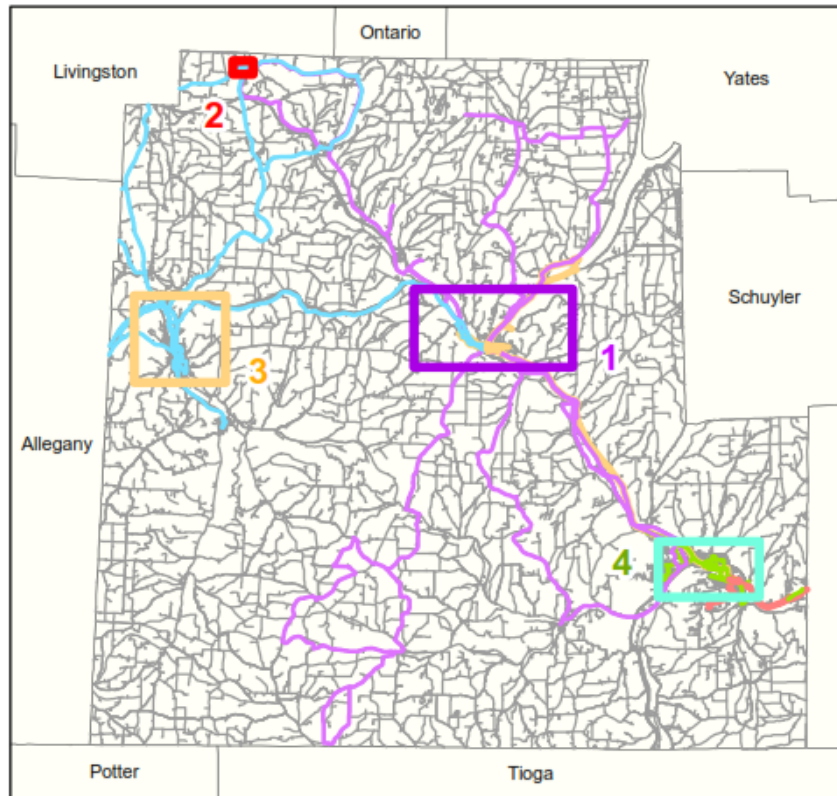
Summary of Wait Times in Transfer Area 1		
Wait Time	Count	Percent
Good	58	17.06%
Mod	33	9.71%
Poor	249	73.24%
Total	340	100.00%

Summary of Wait Times in Transfer Area 2		
Wait Time	Count	Percent
Good	0	0.00%
Mod	0	0.00%
Poor	3	100.00%
Total	3	100.00%

Summary of Wait Times in Transfer Area 3		
Wait Time	Count	Percent
Good	98	23.90%
Mod	73	17.80%
Poor	239	58.29%
Total	410	100.00%

Summary of Wait Times in Transfer Area 4		
Wait Time	Count	Percent
Good	247	33.15%
Mod	135	18.12%
Poor	363	48.72%
Total	745	100.00%

Steuben County Bus Transfer Areas



- Bus Transfer Points
- T Bus Stops
- Streets
- Bus Routes
- CHEMUNG TRANSIT
- CORNING-ERWIN AREA TRANSIT SYSTEM
- HORNELL AREA TRANSIT
- STEUBEN COUNTY TRANSIT
- STEUBEN AREA RIDES

Each Area has a number of Transfer Points between different Bus Routes. Each Transfer Point has at least 2 Bus Stops within walking distance.

- Area 1: 4 Transfer Points
- Area 2: 1 Transfer Points
- Area 3: 5 Transfer Points
- Area 4: 6 Transfer Point

As completed by Foursquare ITP

This analysis highlights a prominent concern that the majority of wait times at the identified transfer points is greater than 20 minutes. A high percentage of stops in each of the four areas were marked as “poor” quality connections. In most cases, if transfers even exist, morning and night transfers provide poor connections, making it difficult for those working outside of “typical” business hours to commute on a daily basis. For example, morning routes typically do not begin until around 7:15 AM, with only few transfer locations at this time. In cases where transfers do exist, the extensive wait time indicates a poor connection.

Foursquare ITP also indicated two assumptions made throughout the analysis. All wait times are based on the last arrival time, meaning in some cases this may not be a one-to-one ratio. If the rider misses the first transfer bus, there may be another one coming shortly. This second transfer bus’s wait time is then calculated based on the rider’s initial drop-off bus. Another assumption is that a rider may experience a good connection getting off one bus and getting on another; however, if another rider is getting off of the transfer bus, they may have to wait for a longer time for that transfer bus to come back to that same stop. If additional ridership data was produced, these factors could be considered in greater detail.

The accompanying memo (Appendix F) outlines the need to consider a “Comprehensive Operational Analysis (COA)” to better evaluate individual routes in terms of ridership and productivity. This detailed study aims to improve on existing services by meeting the needs of existing riders as well as increasing ridership through outreach. Without ridership data, a full analysis with specific route and stop recommendations cannot be made.

The Impact of Uber, Lyft, Liberty Mobility Now and Other Private Providers

In the summer of 2017 it became legal to operate Uber and Lyft in upstate New York. Previously outlawed by the state and heavily lobbied against by traditional taxi companies, this may open new opportunities not only for transportation in our rural areas but also flexible jobs. Companies like Uber and Lyft often are able to offer lower fares than a traditional taxi because drivers are using their own vehicles and simply being paid per mile. The payment is then split between the driver and the company. These companies operate with the use of an app that can be downloaded onto a smart phone. The app can be used to request a ride and utilizes GPS on a mobile device to communicate the location to the driver. Further, anyone can become an Uber driver. They simply must apply and complete a background check.

Since becoming legal in upstate New York, it has been difficult to determine what impact this will have on our rural areas. Researching other rural areas in the country indicates that Uber and Lyft currently have a hard time recruiting drivers, as the time it takes to drive and pick someone up often negates the total trip payment. With fewer drivers, these options become unreliable as a regular transportation choice.

Uber does claim to lower DWI rates in areas where they are located. Being that Steuben County has a strong tourism industry revolving around wineries, there may be opportunities and need for this type of transportation at peak times. This may help supplement the lack of bus service that currently exists during the nights and weekends.

Recently, a new company featured on NPR’s All Things Considered has entered the field named Liberty Mobility Now. This company has focused their efforts in rural America, with one of their more successful locations being located in rural farmland of Ohio. Liberty Mobility Now has looked to work with local agencies and director or mobility managements to recruit residents of the area as drivers. This approach may prove fruitful, but it is still too early to tell. Liberty Mobility Now has regional representatives that are willing to work with governments and agencies to being providing services in the rural areas.

Case Studies & Best Practices

Operational Success

In order to achieve operational success, Steuben County must evaluate productiveness of routes and stops and the aesthetic value of buses. Boulder, Colorado’s inventive program aimed to improve the image of public transportation by making buses colorful and attractive with creative names such as “hop, skip, jump, bound, bolt, dash and stampede”. The tactic engaged both children and adults as ridership increase with its implementation. Though it may not be appropriate to change bus or route names with multiple transit providers, differentiating buses with wraps and other aesthetically pleasing details may draw attention of riders and non-riders throughout the County.

All public transportation providers must also evaluate routes and stops based on ridership. The goal is to provide efficient transportation services in areas where demand is high. When services are spread to a greater number of areas, the level of efficiency tends to decrease. Community Transit has outlined a variety of ways in which transit systems can work together to “strategically cut unproductive services,” meaning ridership data is necessary to determine areas in need of a greater focus. By cutting routes with minimal ridership, a provider can increase the frequency of other routes where appropriate. For example, one recommendation for the Elmira-Chemung Transportation Plan 2035 is to maintain and even develop relationships in an effort to increase coordination efforts, suggesting an ever-growing need for communication between communities, providers, and other key regional stakeholders.

Efficient Organization

The County must also consider a variety of organizational and structural changes to achieve greater efficiency. Allocating funding sources to the most appropriate services may relieve funding in other areas. The Meals on Wheel PLUS of Manatee, Inc. (MOWP) has applied for capital assistance from FTA Section 5310 funds in recent years in order to purchase buses and improve mobility for seniors and individuals with disabilities in Bradenton, Florida. For Steuben County, local Meals on Wheels programs or other non-profits may benefit from utilization of 5310 funds in order to not only carry out existing programs, but serve a greater population in regards to a highly demanded public transportation service.

The Vermont Public Transit Authority (VPTA) has also undertaken structural change in regards to their mobility management program. Nine area transportation providers contracted with a local nonprofit organization to act as the coordinating entity for public transportation systems. Though the various providers maintained their central service area, coordination efforts resolved concerns related to cost efficiency and gaps in services. In Steuben County, a reorganization effort may benefit such a vital public service whether all systems were under one provider organization, or another entity served as a similar coordinating body.

A separate solution, possibly completed under a new transportation project or study, would be to send out a request for proposal (RFP) and apply for funding to implement an intercity, regional transportation system. Participants in the Steuben County Transportation Study highlighted a need for better connections with the surrounding counties. Washington State has seen great success in a public-private partnership with Greyhound with the use of FTA 5311 (f) funds. The rural transportation funding program supports intercity connectivity. Though this is not a direct recommendation within the current study, it addresses a concern raised by riders and non-riders that should be explored for future studies or projects.

Increasing Ridership

Increasing ridership is a complex concern that exists for the majority of public transportation systems throughout the country. In order to determine the best methods for increasing ridership, it is imperative to note the reasons in which non-riders currently do not utilize services.

One of the primary reasons individuals do not use public transportation services is due to a lack of incentive. If bus systems are not more convenient than personal vehicles or other modes of transportation, individuals will not choose this service. A large number of non-riders have access to personal vehicles, typically deterring them from riding the bus. Riverside County, California implemented a “Do the Ride Thing” program to accompany the local Rideshare Week, providing incentives for individuals to take other modes of transportation. The goals of Rideshare Week are to raise environmental awareness and promote biking, walking, carpooling, and other public transit options. Those who sign up for “Do the Ride Thing” by pledging to commute to work using the aforementioned transportation methods are entered to win a variety of prizes. Though Riverside County is highly populated, similar incentive programs have been implemented throughout the United States.

Another reason individuals may not ride the bus is due to safety. Survey participants of the current study noted areas in which safety and comfort concerns are unsatisfactory. Transportation providers should evaluate existing driver training programs and compare to other providers in order to ensure consistency. South Bend Transportation Corporation (TRANSP) in Indiana began focusing on rider safety through programs, resulting in a 10% increase in ridership in two years. Not only do driver training programs instill a sense of safety, new driver characteristics may add to a rider’s level of comfort when riding the bus. Though the survey was unclear, it is imperative to determine what is perceived to be unsafe about the current transportation system. A variety of steps can be taken in order to increase ridership whether through safety measures or incentive programs.

Recommendations

The following recommendations highlight programs and strategies Steuben County can implement in order to resolve the previously outlined concerns as well as opportunities to fill any gaps in service. Many long-term recommendations cannot be achieved without the initial steps taken in short- and medium-term goals. Perceived targets are outlined following each recommendation's description.

Operations

1. Take steps to eliminate underutilized routes in order to focus on areas where more efficient services are needed.

To gain a better understanding of route and stop usage, providers must collect daily usage data. Steuben County and other key stakeholders can apply for funding in order to carry out a new study to evaluate this data. With the information provided by Foursquare in the Transit Coordination Analysis of transfer points, providers can work to eliminate underutilized routes and stops and focus on routes and transfer points in greater demand. This will increase efficiency for services rather than spread services thin over a larger geographical space.

Consider increased routes to Painted Post and Chemung County along with night and weekend services based on current counts. *[Long-term: Daily usage data and additional analysis must be completed before evaluating routes.]*

2. Work with major employers and healthcare providers to ensure routes coincide with shift changes and hours of operation.

Make contact with major Steuben County employers' human resources departments through better coordination with CSS Workforce New York and the County IDA to ensure that bus service timing is aligned with the needs of the company. Also ensure that medical office's hours of operation are considered when evaluating bus scheduling. *[Medium-term: A coordination group with key stakeholders should be established, and shifts/hours of operations should be outlined prior to changing routes.]*

3. Engage with County and regional tourism representatives to devise a joint transportation plan.

Tourism officials in the region often note the need for more transportation options, particularly to and from the wineries around Keuka Lake. Tourism representatives believe that participation in the wineries as well as outdoor recreation opportunities for individuals from New York City are hampered due to the lack of transportation options. Tourism representatives and County mobility management should work together to explore creative solutions to provide additional transportation options that could benefit residents, employees and tourist alike. *[Medium-term: Seek funding to work on a joint transportation plan with tourism agencies throughout Steuben County.]*

4. Consider the implementation of new informal transportation methods to maximize coverage area for those unable to access public transportation.

Informal transportation methods often help to provide same-day services for individuals needing immediate assistance to appointments or other key locations. Now that New York State has made it legal for companies such as Uber and Lyft to operate in upstate New York, the County will have to evaluate if this can be a reliable source of transportation in Steuben County. It is recommended that the County director or mobility management set up a meeting with Liberty Mobility Now sales team, as they are looking to work with government officials to provide transportation and recruit drivers in rural areas. *[Long-term: Discuss options with systems such as Liberty Mobility Now to determine feasibility. Funding for informal systems will then be required in order to secure such organizations.]*

5. Seek creative funding sources.

One possibility is to communicate with the Department of Transportation about the possibility of utilizing 5310 funds for Meals on Wheels to increase mobility for seniors and individuals with disabilities. As previously stated, the Meals on Wheels PLUS in Bradenton, Florida has applied for funding to implement this program in the past. Capital investment of buses made by a local program can then provide services to clients in areas outside of the current routes or scheduled times. *[Medium-term: Evaluate funding opportunities and cases where such funding was obtained to determine allocation options.]*

6. Implement a streamlined payment system to improve accessibility for riders.

It is understood that Steuben County, with cooperation with area providers, have taken the initial steps leading toward a streamlined payment system for public transportation. ProAction is now an active distribution center with access to all bus

passes and tokens except those collected by Hornell Area Transit (HAT). It is imperative to further engage in cooperative efforts with HAT in order to increase efficiency in this area.

One additional concern with the current payment system relates to the monthly passes being purchased by riders. It is understood that individuals can acquire a “one-month” pass at a flat rate regardless of purchase date. For example, an individual can buy a pass for \$35 on September 25th, paying roughly \$7 a day to utilize services from that provider only. It is recommended that providers consider a prorated option where the price changes depending on the date the pass is being bought.

The County, director or mobility management and Providers should work together to seek funding for and implement consolidated automated fare collection and service centers. All fare should be easy to purchase and accepted on any public bus in the County. *[Medium-term: Seek funding for a streamlined payment system. Since funding is necessary and coordination between providers is imperative, a streamlined system cannot be implemented before such objectives have been met.]*

7. Evaluate the 2-1-1 system and improve connectivity for individuals seeking services.

The 2-1-1 HELPLINE is an IHS program. In the past, 2-1-1 calls regarding transportation have been transferred to the director of mobility management. This process has changed recently, moving some of this responsibility to the newly hired IHS employee located at Catholic Charities. This individual is now responsible for responding to calls, trip planning, and face-to-face virtual planning with other offices. The position has been secured through the use of 5310 funds in order to improve services provided to elderly and disabled populations. Better defining the different positions that fall within the mobility management program is necessary. Future goals for the position include tracking fare collection in an effort to implement a ½ price fare purchase by organizations for further distribution. The goal is to evaluate this service in order to determine more efficient strategies for trip planning in a timely manner. This will enhance services for all populations and encourage more riders and non-riders to use the 2-1-1 feature for their transportation needs. *[Short-term: Identify individuals responsible for trip planning and answering 2-1-1 calls. Clearly identify responsibilities of each person and ensure that all are trained on transportation services including routes, stops, route deviation and flag stops.]*

8. Clearly define the director or mobility management position with greater management capacity.

Communication between IHS and Steuben County must occur in order to clearly evaluate the role of the director or mobility management. Though a new representative is responsible for responding to calls transferred from the 2-1-1 HELPLINE and assisting in trip planning, it is imperative to ensure that the director or mobility management is completely dismissed of this. Typically, the primary responsibility of the director or mobility management is to work with and encourage coordination between all transportation providers and assist in the grant writing process. The director of mobility management should be located in the Steuben County Planning Office, for better coordination and communication with Steuben County planning. Also in this new location it will be less likely for the director of mobility management to end up taking on tasks that fall outside the newly defined job description.

New York State is currently working on outlining organization options and responsibilities for a successful mobility management program. Municipalities, regions and states throughout the United States have already begun defining and honing in on what it means to be a director or mobility management in the complex world of both public transportation and human services. In most cases the two key stakeholder groups do not intertwine or thoroughly communicate about prominent transportation concerns. Though the State has not yet clearly defined and outlined this position or overall program, it is imperative to note the locations that have.

The National Center for Mobility Management (NCMM) website provides resources for Regional Coordinating Councils (RCC), county director or mobility managements, and other local officials to aid in the organization of an efficient mobility management program. In order to implement a quality mobility management program, define the responsibilities and competencies of the director or mobility management clearly. To view example job descriptions and competencies provided by the NCMM, go to <http://nationalcenterformobilitymanagement.org/in-practice/>. *[Short-term: Research statewide best practices for mobility management programs. Outline goals and responsibilities for the director or mobility management by implementing ideas from similar geographies.]*

9. Hire advertising professional or contract with advertising firm to handle all publications and website design.

In regards to the website and production of educational or informational materials, this should be the responsibility of an individual specializing in marketing and advertisements. Again, one option would be to evaluate the mobility management program budget in order to allocate funds towards a possible contracted position or hiring an advertising firm to design publications and the website. Only one County transportation website should exist to eliminate confusion. Providers should be asked to take their websites down. Once the director of mobility management's position has been clearly defined, other duties can be more appropriately distributed. *[Medium-term: Secure funding to hire advertising professional prior to seeking an efficient contractor.]*

10. Consider investing in bus wraps similar to those utilized by C-TRAN to better distinguish services and improve aesthetics.

Seek funding for bus wraps much like those applied to C-TRAN buses. This will improve aesthetics, resulting in a change in the overall perception of public transportation. Another benefit of bus wraps is to distinguish between providers. There is an assumption that buses going along the same route have been confused, making it difficult to recognize the correct destination stop. Though this may not be a concern directly related to distinguishing between bus services, wrapping buses may be a step in the right direction to resolve the problem. *[Medium-term: In the process of rebranding, consider a unified logo for the County to show collaborative efforts between providers.]*

11. Assess options for administering new studies with updated ridership data.

Once providers have collected an efficient amount of ridership data relating to individual stops as well as routes, they must consider a variety of funding options in order to further examine route and stop utilization. It is assumed that the new study would provide specific recommendations for routes that can be eliminated in order to focus on the areas in higher demand as previously stated. The goal is to improve on the level of efficiency rather than increase the area of coverage. In regards to the latter, services run thin and often reduce the quality of the system as a whole. A new study may find interest in administering separate surveys for riders and non-riders to focus on increasing utilization in areas where demand is high.

Steuben County would benefit from a Comprehensive Operational Analysis (COA) as described by Foursquare ITP. The accompanying memo outlined the study in terms of three major components including a market analysis, service analysis and stakeholder outreach strategy. The market analysis analyzes the environment of the study area including demographic and travel data. A service analysis looks specifically at the ridership and productivity of all associated transportation systems. Finally, the stakeholder outreach component determines the most highly demanded routes and times in which riders typically utilize services along with what types of individuals are using public transit systems.

Another recommended study is in the feasibility of an intercity regional system utilizing 5311 (f) funds to increase connectivity with neighboring municipalities and counties. 5311 funding supports rural transportation systems and may be feasible through the organization of a public-private partnership as often seen with companies such as Greyhound. Again, the study would specifically serve to determine feasibility in order to address concerns related to the connectivity with neighboring municipalities and counties throughout the region. *[Long-term: Providers must gather daily ridership data including stops, routes, transfers, and times. Funding for a new study must also be secured prior to hiring an agency to evaluate data.]*

Communication

1. Improve websites in an effort to optimize information sharing.

Ensure services from all providers can be located. One possibility is to update needaride.info to include all information and individual services for all transit systems. Though this would increase maintenance and marketing cost, it is an imperative component of access. Another option is to contract marketing and advertisement to an external company through the director or mobility management budget. This would relieve these responsibilities from the director or mobility management as they will become more comprehensive with any online consolidation. This would require that Steuben County and the Institute for Human Services clearly define a procurement process to be utilized for contracting out such services though IHS would be obtaining the contract directly.

Advertising, marketing and promoting are vehicles for eliminating any existing stigmas associated with riding the bus. If there is a fear of using public transportation, it may be addressed through promotion of services. Fear can often be directly associated with not knowing about something. If individuals do not know about services, how to obtain passes or tokens,

or where they can get on or off the bus, they may fear using services all together. *[Short-term: Create a list of all available information. Complete a checklist in order to ensure all data is up-to-date and inclusive of all services.]*

2. Add information about monthly passes and purchase locations on website(s).

Along with improving websites as a whole, it is imperative to note that information about monthly passes and purchase location is either non-existent or not typically up-to-date on provider websites. If websites are not all consolidated, a prominent concern for access to information still exists, especially in regards to purchase locations and monthly passes. *[Short-term: Determine gaps in information on websites and update any new information.]*

3. Promote the use of flag stops and route deviation through rider education.

Through data gathered from survey participation, it is apparent that riders and non-riders may not be aware of flag stops and route deviation as services provided by public transportation systems throughout the County. Route deviation must be within $\frac{3}{4}$ mile and must be set up ahead of time, but the service does exist. By creating educational materials or providing more in-depth rider training, making individuals aware of such services may increase ridership. *[Short-term: Update information presented through rider education programs and ensure that services are consistent and available to the public.]*

4. Improve transit mapping by making it more interactive and easier to access.

Mapping of the public bus system should be not only easy to access, but easy to understand and useful. All bus routes should be mapped with GIS and the mapping should be kept up to date with changing routes. These maps should be accessible via mobile phones.

Mapping to consider:

- Interactive “story map” online with the following layers included but not limited to:
 1. Bus routes
 2. All major employers
 3. Town, Village and County buildings
 4. Social services
 5. Major shopping areas
 6. Post offices
- Real-time maps that track buses’ arrival and departure. Maps can be accessed via a mobile ready website or app.
- Incorporation of bus routes and movement into google maps.

[Medium-term: Mobile-ready capacity for the interactive story map, real-time capability, and google map implementation will take some configuration.]

5. Campaign for healthcare providers to request client accommodation information when making follow-up appointments.

Speak to healthcare providers about requesting client transportation information. Providers can collect short forms relating to transportation needs and other accommodations in order to determine whether or not the individual needs help scheduling rides. If a healthcare provider is making a follow-up appointment they could even have a short conversation with the patient regarding how they will be commuting to that new appointment. This is a service that should be coordinated between all associated service providers in order to implement a plan that will efficiently meet the needs of each individual. *[Short-term: Attend CS4 meetings to discuss options for implementing a transportation/human services component to the appointment process.]*

6. Administer a yearly “Open house” with food/refreshments to discuss any possible changes in transportation.

By organizing an annual transportation open house to discuss any new changes in public transit systems, the goal is to gain feedback rather than provide a formal presentation. Residents often attend meetings regarding topics that affect their everyday life. If changes are being made, the best way to determine if such changes are positively affecting riders is to present the information in a forum that encourages feedback. Less formal meetings where snacks and refreshments are provided help to draw in a good crowd that will participate as a result. Transit providers should help with the organization and discussion at the meeting each year. *[Short-term – ongoing: Organize an open house yearly.]*

7. Consider options for director or mobility management organization of a Citizens Advisory Committee (CAC).

CACs have been implemented throughout the United States in an effort to increase residents and stakeholder engagement in the transportation planning process. The committee can include residents, community leaders, research and engineering

specialists, and other key stakeholders throughout the County. With commitment requirements and term regulations, the group can be successful in gaining community input and addressing transportation concerns. *[Short-term: Outline committee duties and begin recruitment process for key stakeholders throughout the County.]*

8. Provide education to employees of public schools, medical offices, hospitals and libraries.

Education in ways of publications and trainings in order to better equip those not familiar with public transportation to be more familiar so they can better serve students, parents, patients and patrons. *[Short-term: Attend local meetings to provide informational/educational services to aforementioned groups. If existing meetings do not permit this type of session, advertise for a separate component.]*

Organization

1. Evaluate various structural options for possible county-wide consolidation.

Consider the options for possible county-wide consolidation. Following the administration of a study that further analyzes such structural options, issue a Request for Proposals (RFP) for a county-wide transportation system. During the RFP process, the goal is to push for collaboration between providers in an effort to gain one, organized response. Re-writing the RFP will require coordination between Steuben County, NYS DOT and Federal entities as well. It is imperative to note that the recommendation is not to indicate County administration of the overall transit system.

One structural option is to create a zone transit system with hubs throughout the County. Providers will focus on one area with buses that loops between hubs. Again, this option calls for reorganization of the system that remains a possibility with an RFP re-write.

When evaluating the opportunities for reorganization of transit, including the consolidation of bus systems, Steuben County should consider if Local Government Efficiency funds through New York State Department of State could help fund a feasibility study or even the administrative task of consolidation and reissuing an RFP. Organizational structures such as the Rochester-Genesee Regional Transportation District can be explored, though routes and stops throughout the incorporated counties are much less frequent as those already existing within Steuben. *[Long-term: Rebranding the bus system and taking other short-term action steps listed in this report will prepare providers with further collaboration for a future RFP process.]*

2. Implement new organizational and institutional connections to improve coordination.

The Institute for Human Services has submitted an application for funding to purchase and manage Remix software that updates routes and schedules based on resident needs. If such funding is not secured, other funding must be sought out to obtain the vital transportation planning component. Remix will allow Steuben County and all associated providers to upload bus routes, schedules and stops to better evaluate missed connections and gaps in services.

Once software has been purchased by IHS or Steuben County, it is imperative to improve communications between providers such as Hornell Area Transit (HAT) and the Corning-Erwin Area Transit System (CEATS). By bridging the connections between providers, the IHS and Steuben County can work to improve efficiency of the system as a whole. *[Medium-term: Continue seeking funding for REMIX software and discuss its integration across all providers.]*

3. Assess allocation of transportation funding in order to enhance specific activities and increase efficiency.

If current efforts to move Steuben Area Rides funding from 5311 federal funds to State Operating Assistance (StOA) funds, the newly available 5311 funds can be utilized to focus on the efficiency of current routes and systems. It is imperative to evaluate each system and the need to allocate this funding for specific routes and services in order to better serve riders.

Another option is to apply for “Innovation Grant” funding through the Care Compass Network. The goal is to apply funding to creating interorganizational agreements and utilize existing cars and drivers from other businesses to fill gaps in healthcare transportation. Though this is an option, the mission of the Care Compass Network is to apply funding to improve transportation for individuals on Medicaid. Since this is not a goal of the current Steuben County Transportation Study, it will not be further evaluated in this report. *[Short-term: Evaluate the current budget and possibilities for reallocation of funds. Consider innovative funding options.]*

4. Evaluate existing driver training programs in an effort to improve perceived safety of public buses.

Driver training programs are a key component to a provider's success. If residents feel safe on or around public buses they will be more likely to utilize services. BOCES offers a driving program for drivers looking to earn their commercial driver's license (CDL) if providers are in need of additional licensing options. The licensing test provides drivers with a variety of skills needed to operate large vehicles such as buses.

Another option is for providers to apply to the region's CSS Workforce NY for funding to implement a customized training program. The program operates through the Workforce Innovation and Opportunity Act (WIOA) and allows businesses to provide employee training made on individual need. Such funding would allow for providers to provide ongoing driver training. Customized training topics to be considered include driver safety and implementation of new technologies and other processes that will ensure consistency amongst providers. *[Medium-term: Evaluate existing training programs and market to residents about such training. Ensure programs have been implemented by all providers.]*

Land Use Planning

1. Promote land use methods that recommend housing opportunities for people who may depend on transit (low-income, elderly, etc.) be located near transit stops.

Work with municipalities throughout the County to recommend land use strategies that encourage low-income or elderly housing systems near public transportation centers, routes and/or stops. By providing such strategies, residents utilizing public transportation for the majority of their travel will have greater access to services. Provide opportunities for municipalities to communicate with transit providers and other stakeholders regarding changes in transportation services. *[Short-term – ongoing: Through local planning, discuss options for local regulations to include housing in key areas near transportation services. Continuously advocate for such laws.]*

2. Work with local governments to improve sidewalk conditions and eliminate other safety concerns associated with traveling to bus stops.

Individuals with disabilities have a difficult time getting to bus stops with poorly managed sidewalks. Work with local governments to implement local regulations regarding sidewalk maintenance. Responsibility can either fall on the municipality, local businesses, and/or residents depending on the zoning district. *[Short-term – ongoing: Discuss responsibility for sidewalks through the implementation of local laws and regulations.]*

Conclusion

Summary of Results

Existing studies show gaps in data relating to public transportation. The primary data needed in order to further evaluate transportation systems throughout Steuben County would come from the individual providers. Data including the cost/distance of travel by program, number of riders, frequency of stops, and other ridership information is necessary in order to fully understand which routes and stops are in high demand versus those that are underutilized.

Through survey and focus group administration, gaps in services were also identified. Individuals working outside of typical business hours cannot utilize transportation services to the necessary extent when key routes are not in service early in the morning or later in the evening. Weekend hours also do not exist for most providers, causing a gap for riders needing to commute to weekend shifts or appointments. The 2-1-1 HELPLINE and trip planning services need to be more efficiently managed in order to help those in need of transportation services during these times or from areas where coverage is limited.

The final analysis also examined areas where inefficient transfer areas and point exist throughout the multiple systems. With many of the transfer points providing poor connections, collecting the aforementioned data that does not currently exist can provide a clear set of route and scheduling recommendations that would benefit the system as a whole. The average duration of a whole trip including transfers is high without more efficient connections being made. As a result, recommendations and next steps have been presented.

Summary of Recommendations

By redefining the roles of representatives responsible for transportation planning, mobility management, and 2-1-1 services, daily operations will be more efficient in providing quality services to riders throughout Steuben County. Implementing a streamlined payment system will also add to improved services, and information will become less complicated to transfer between constituents. Again, improving the daily operations on the back end of the overall transportation system will provide opportunities for better experiences with the services provided.

Communication is another primary component when providing a multitude of transportation services to a county. This includes elements of information sharing and education for those utilizing services. In recommending a consolidation of online resources and websites, riders can better access information to coordinate their daily commute to work, appointments, or other various locations. Incorporating an interactive story map and purchasing locations for tokens and monthly passes will improve access on this consolidated site. Open houses and educational opportunities provide riders and non-riders the necessary knowledge to utilize these additional services. The overall idea is to consistently keep individuals informed about existing, new, or changing services to maintain and even increase ridership.

Organizational methods to implement a county-wide structure, an effective driver training system, and reallocating funds to focus on coverage and demand have also been recommended. A new structure will encourage providers to work together in resolving gaps in data and services as previously mentioned. By collaborating, providers can evaluate and compare existing driver training programs to improve the perception of safety for riders and non-riders. New software and allocation of funds will only add to the efficiency of the system as a whole. Again, if the overall organization of the back-end system will hopefully increase the number of individuals who rely on this vital public service.

The final component encourages municipalities to adopt land use strategies for locating housing for the elderly population, individuals with disabilities, and other at-risk groups near transportation routes and stops will meet the needs of groups utilizing public transportation services most. Local regulations allocating sidewalk maintenance responsibilities also aides in a resident's ability to travel to the bus stop. In addressing land use and safety, the overall stigma related to transportation can be resolved. The findings and recommendations outlined in this report highlight the necessary first steps in addressing concerns indicated by organizations, residents, and providers throughout Steuben County. Short- and medium-term targets identified in this report are the primary steps for achieving long-term goals. It is imperative that governments, providers, and mobility management programs work together in further prioritizing these steps. By facilitating such activities, quality and efficient public transportation services are possible.

Appendices

Appendix A: List of Existing Studies by Date

Steuben Senior Services Fund. (2010). Feasibility study of services needed for aging in place in Steuben County. Retrieved from <http://www.steubencony.org/files/documents/ofa/AAAAFinalStudypaper.pdf>.

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Family Enrichment Collaborative and Pro Action of Steuben and Yates. (2015). Steuben pathways to success.

DataUSA. (2015). Comparisons for Steuben County, NY. Retrieved from <http://datausa.io/profile/geo/steuben-County-ny/>.

Pro Action of Steuben and Yates. (2016). Pathways to school readiness & success in Steuben County: A plan and guide for practice. Retrieved from <http://www.virtualcap.org/wordpress4/wp-content/uploads/2016/02/PtSR-StrategicPlan.pdf>.

National Center for Transit Research. (2016). Estimated ridership of rural demand-response transit services for the general public. Retrieved from <https://www.nctr.usf.edu/2016/09/estimating-ridership-of-rural-demand-responsetransitservices-for-the-general-public/>.

Appendix B: Steuben County Transportation Survey



Steuben County Transportation Survey

The purpose of this survey is to improve transportation services for residents of Steuben County.

All survey information is confidential.

This survey can be completed online at:
<http://steubentransportationstudy.org/>

If you have any questions about this survey, please contact Chelsea Robertson at the Southern Tier Central Regional Planning and Development Board (STC), (607) 962-5092 or crobertson@stcplanning.org.

If you have any general questions about transportation or riding the bus in Steuben County, please contact the Steuben County Mobility Manager, Belinda Hoad, at (607) 776-9467 ext. 223 or go to needaride.info.

We will host a public meeting early this fall 2017 to present the results of this survey and discuss how to improve transportation services in Steuben County. Look for an announcement of the public meeting date and time soon on the project website: <http://steubentransportationstudy.org/>

The first sections of the survey ask about your most recent trip on the bus in Steuben County. If you received this survey on the bus or at the bus stop, please answer about your current trip.

If you picked up this survey at another location, please think back to the most recent time you rode a public bus in Steuben County. Please answer the questions below about that trip. Just answer about your most recent one-way trip. If you are at home now, your most recent one-way trip probably started out somewhere (work, shopping, school, appointments, etc.) and brought you back home. But if you are out somewhere now, your most recent trip might have started at home and brought you out to where you are now.

If you have never ridden the bus, or have not in a long time, we still want to hear from you! Skip directly to pages 3 and 4.

Purpose of this Trip

1. Where are you coming from?

- | | | | |
|---|--|--|---|
| ☐ Home | ☐ Work | ☐ Shopping | ☐ School/College |
| ☐ Medical Appointments | ☐ Social Service Appointments | ☐ Visiting Friends/Family | |
| ☐ Other: _____ | | | |

2. Where are you going?

- | | | | |
|---|--|--|---|
| ☐ Home | ☐ Work | ☐ Shopping | ☐ School/College |
| ☐ Medical Appointments | ☐ Social Service Appointments | ☐ Visiting Friends/Family | |
| ☐ Other: _____ | | | |

Experience of this Trip

3. Where did you get ON the bus?

4. How did you get to the bus stop?

- | | | | |
|---------------------------------------|--|----------------------------------|--|
| ☐ Walked | ☐ Used a wheelchair | ☐ Bicycle | ☐ Got a ride in a car |
| ☐ Other: _____ | | | |

5. How long did it take you to reach the bus stop today?

- | | | |
|--|--|---|
| ☐ 1-5 minutes | ☐ 6-10 minutes | ☐ 11-15 minutes |
| ☐ 16-20 minutes | ☐ 21-25 minutes | ☐ More than 25 minutes |

6. Where will you get OFF the bus?

7. How long do you expect your trip to take?

(total time for this one-way trip, including the bus ride, travel to/from the bus stop, and any transfers)

- | | | |
|--|--|--|
| ☐ 10-20 minutes | ☐ 21-30 minutes | ☐ 31-40 minutes |
| ☐ 40-50 minutes | ☐ 1 hour | ☐ 1.5 hours or more |

Paying for the Bus

8. How did you pay for your bus ride today?

- | | | | | |
|--|--|---------------------------------------|-----------------------------------|--------------------------------|
| ☐ Cash (regular fare) | ☐ Cash (reduced fare) | ☐ Monthly Pass | ☐ CCC Pass | ☐ Token |
|--|--|---------------------------------------|-----------------------------------|--------------------------------|

If you used a monthly pass or token, where did you get your pass or token?

Transportation Options

9. If the bus service were not available today, how would you make this trip?
(Or if you do not usually ride the bus now, what do you do instead?)

- ☐ Walk
 ☐ Bicycle
 ☐ Drive
 ☐ Get a ride
 ☐ Would not make this trip
☐ Other: _____

10. How often do you use bus service in Steuben County?

- ☐ Never or only rarely
 ☐ 1-2 times per week
 ☐ 3-5 times per week
 ☐ More than 5 times per week
☐ Other: _____

11. In the past two months, have you used any of the following services?

	Yes	No	What is that?
a. Route Deviation	☐	☐	☐
b. Dial-a-ride	☐	☐	☐
c. 211 Helpline	☐	☐	☐
d. Taxi Service	☐	☐	☐
e. Flag Stop	☐	☐	☐
f. Volunteer Driver Program	☐	☐	☐

12. In the past two months, what purposes have you used the bus for? *(Check all that apply)*

- ☐ Work
 ☐ Shopping
 ☐ School/College
☐ Medical Appointments
 ☐ Social Service Appointments
 ☐ Visiting Friends/Family
☐ Other: _____

13. Why do you ride the bus? (Or if you do not ride the bus now, what would make you start riding?)

- ☐ No car available
 ☐ Bus is more convenient
 ☐ Bus is cheaper
 ☐ No convenient parking
☐ Protect the environment
 ☐ Prefer riding over driving
 ☐ No longer drive or do not have a license
☐ Other: _____

14. Is there a car in your household?

- ☐ Yes
 ☐ No

15. Where would you like to go that currently does not have bus service?

Tell us how we can improve!

16. How strongly do you agree or disagree with each statement?

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
a. The bus fare is affordable.	☐	☐	☐	☐	☐
b. It is easy to purchase bus fare.	☐	☐	☐	☐	☐
c. The bus schedule is easy to understand.	☐	☐	☐	☐	☐
d. The bus schedule is easy to obtain.	☐	☐	☐	☐	☐
e. Bus service is frequent enough to meet my needs.	☐	☐	☐	☐	☐
f. The buses are consistently on time.	☐	☐	☐	☐	☐
g. The bus drivers are knowledgeable about services.	☐	☐	☐	☐	☐
h. Bus drivers are courteous.	☐	☐	☐	☐	☐
i. Buses are clean inside.	☐	☐	☐	☐	☐
j. I feel safe on the bus.	☐	☐	☐	☐	☐
k. I feel safe at the bus stop.	☐	☐	☐	☐	☐

Tell us about you!

17. How old are you?

- ☐ Under 16 ☐ 16-18 ☐ 19-25 ☐ 26-35
☐ 36-45 ☐ 46-55 ☐ 56-65 ☐ Over 65

18. What is your sex?

19. Do you own a smart phone?

- ☐ Yes ☐ No

20. Do you have internet access at home?

- ☐ Yes ☐ No

Thank you! Your responses give a better picture of existing services and needs, and will improve transportation services for residents of Steuben County.

Please return surveys to the same pick-up location, or mail to:
 Southern Tier Central Regional Planning and Development Board
 8 Denison Parkway East, Suite 310, Corning, NY 14830

Steuben County Transportation Study

REPORT OF SURVEY DATA

Developed at Southern Tier Central Regional Planning and Development Board in
Collaboration with Steuben County Planning Department and the Institute for
Human Services, Inc.

Table of Contents

Report of Survey Data38

 Respondent Data38

 Most Recent Ride39

 Service Usage.....47

 Accessibility52

 Satisfaction54

 Increasing Ridership56

Appendices57

 Appendix A57

 Appendix B.....58

 Appendix C.....59

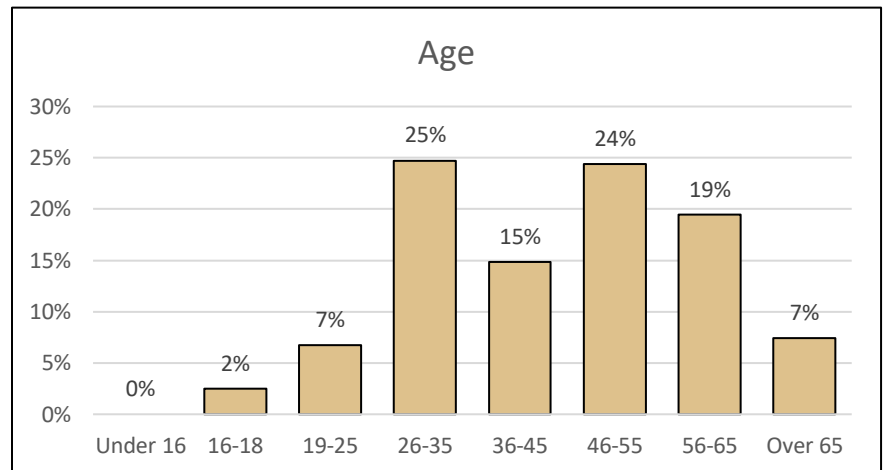
Report of Survey Data

Respondent Data

How old are you?

Age	Number	Percentage
Under 16	0	0%
16-18	7	2%
19-25	19	7%
26-35	70	25%
36-45	42	15%
46-55	69	24%
56-65	55	19%
Over 65	21	7%

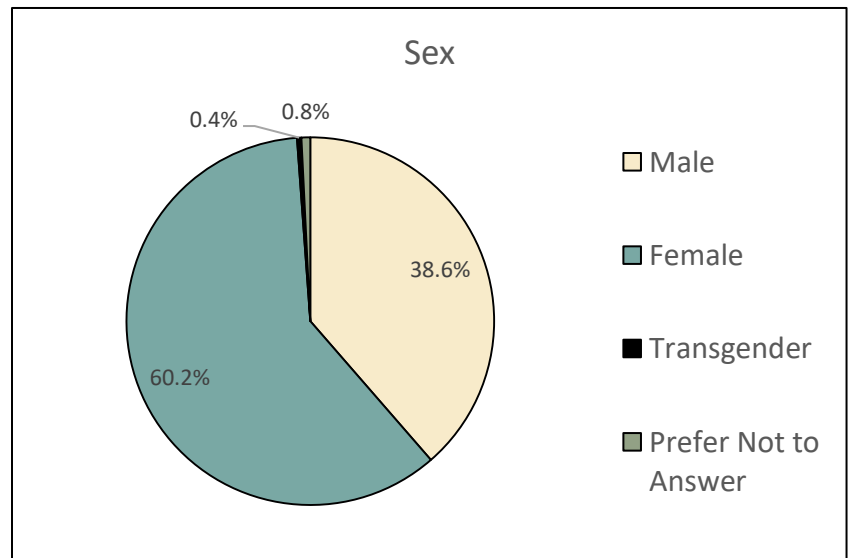
Total	283
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What is your sex?

Sex	Number	Percentage
Male	100	38.6%
Female	156	60.2%
Transgender	1	0.4%
Prefer Not to Answer	2	0.8%

Total	259
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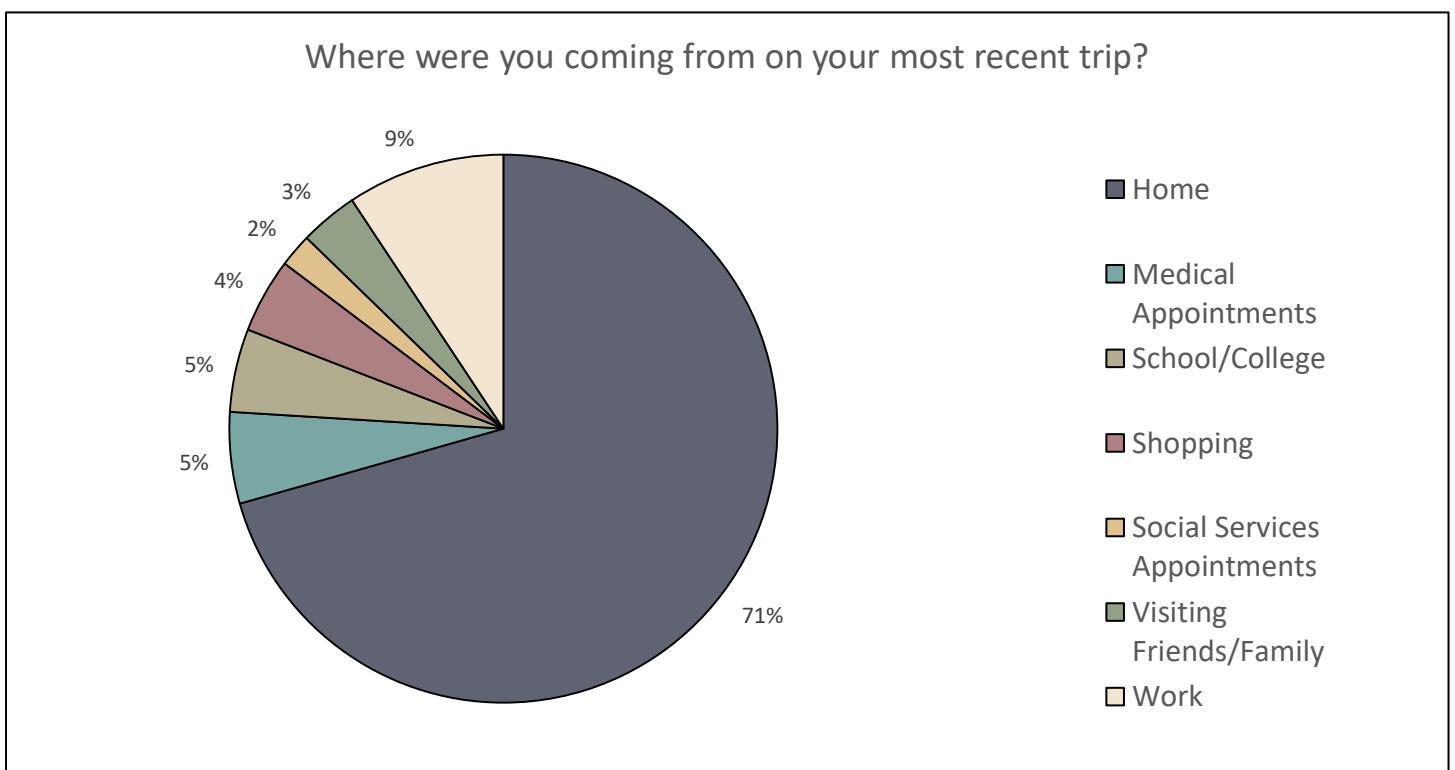


Most Recent Ride

Where were you coming from on your most recent trip?

Location	Number	Percentage
Home	144	71%
Medical Appointments	11	5%
School/College	10	5%
Shopping	9	4%
Social Services Appointments	4	2%
Visiting Friends/Family	7	3%
Work	19	9%

Total	204
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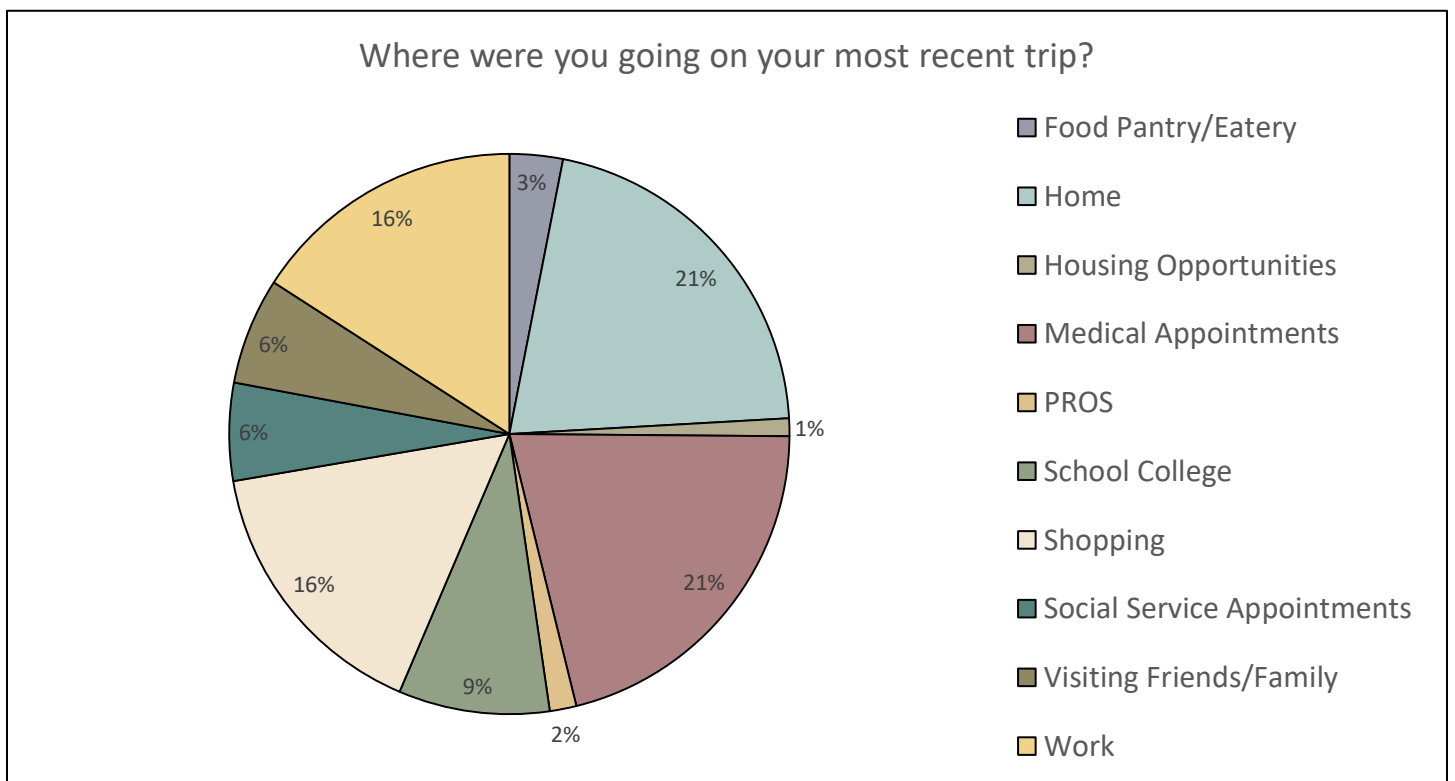
Comments:

Respondents also indicated coming from Catholic Charities, a hair appointment, the library, PROS, the senior center, or Turning Point. One individual also stated that they are homeless but were coming from Corning where they typically stay.

Where were you going on your most recent trip?

Location	Number	Percentage
Food Pantry/Eatery	6	3%
Home	41	21%
Housing Opportunities	2	1%
Medical Appointments	41	21%
PROS*	3	2%
School College	17	9%
Shopping	31	16%
Social Service Appointments	11	6%
Visiting Friends/Family	12	6%
Work	31	16%

Total	195
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Comments:

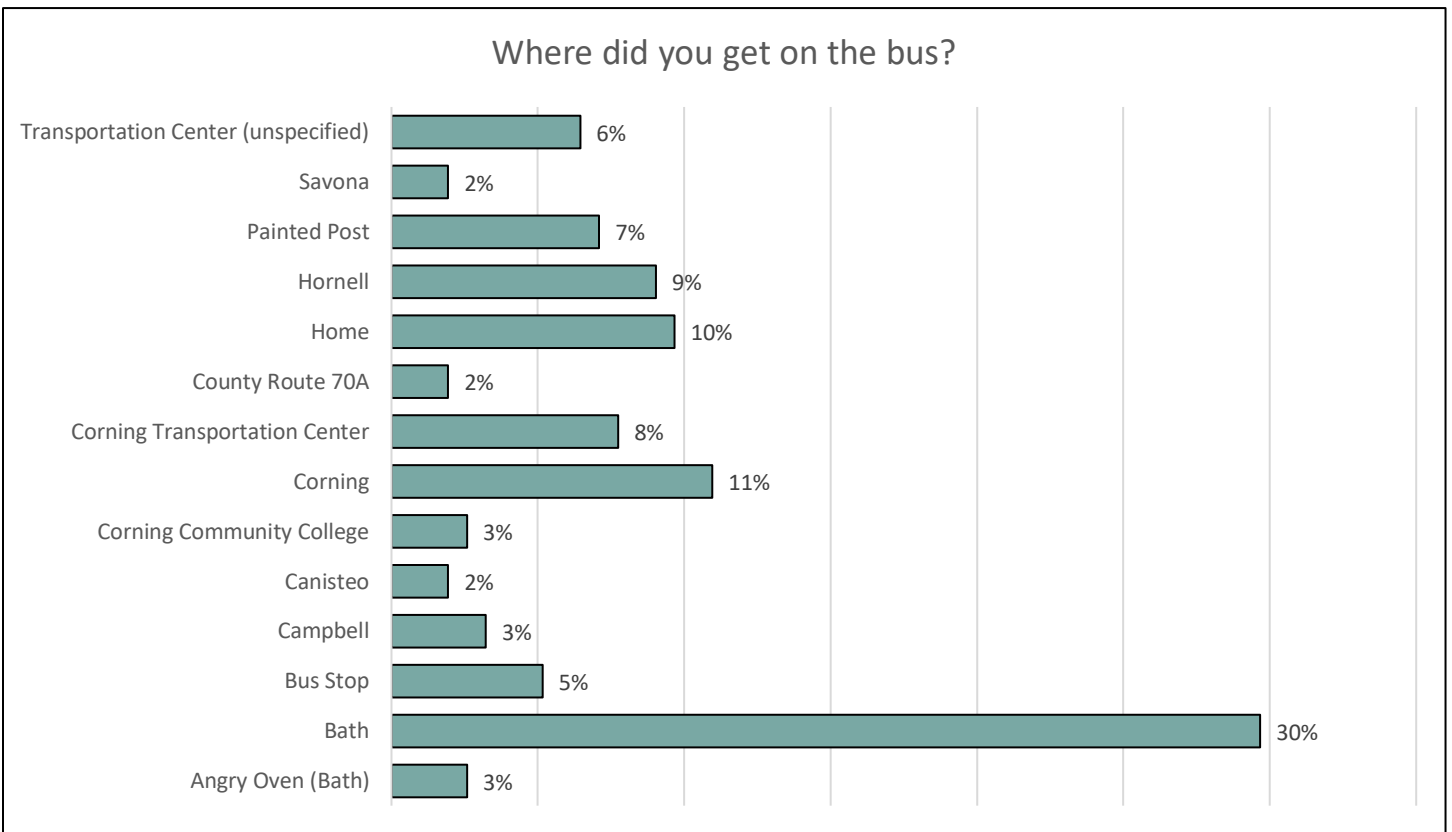
Other responses stated that individuals were traveling to ARC, another bus stop, the County building in Hornell, Elmira, an employment opportunity (location unidentified), the laundromat, probation, Red Barn, and the Super 8 to relocate for shelter.

* PROS (Personalized Recovery Oriented Services) is provided by Steuben County Community Mental Health Center.

Where did you get on the bus?

Response	Number	Percentage
Angry Oven (Bath)	4	3%
Bath	46	30%
Bus Stop	8	5%
Campbell	5	3%
Canisteo	3	2%
Corning Community College	4	3%
Corning	17	11%
Corning Transportation Center	12	8%
County Route 70A	3	2%
Home	15	10%
Hornell	14	9%
Painted Post	11	7%
Savona	3	2%
Transportation Center (unspecified)	10	6%

Total	155
--------------	------------



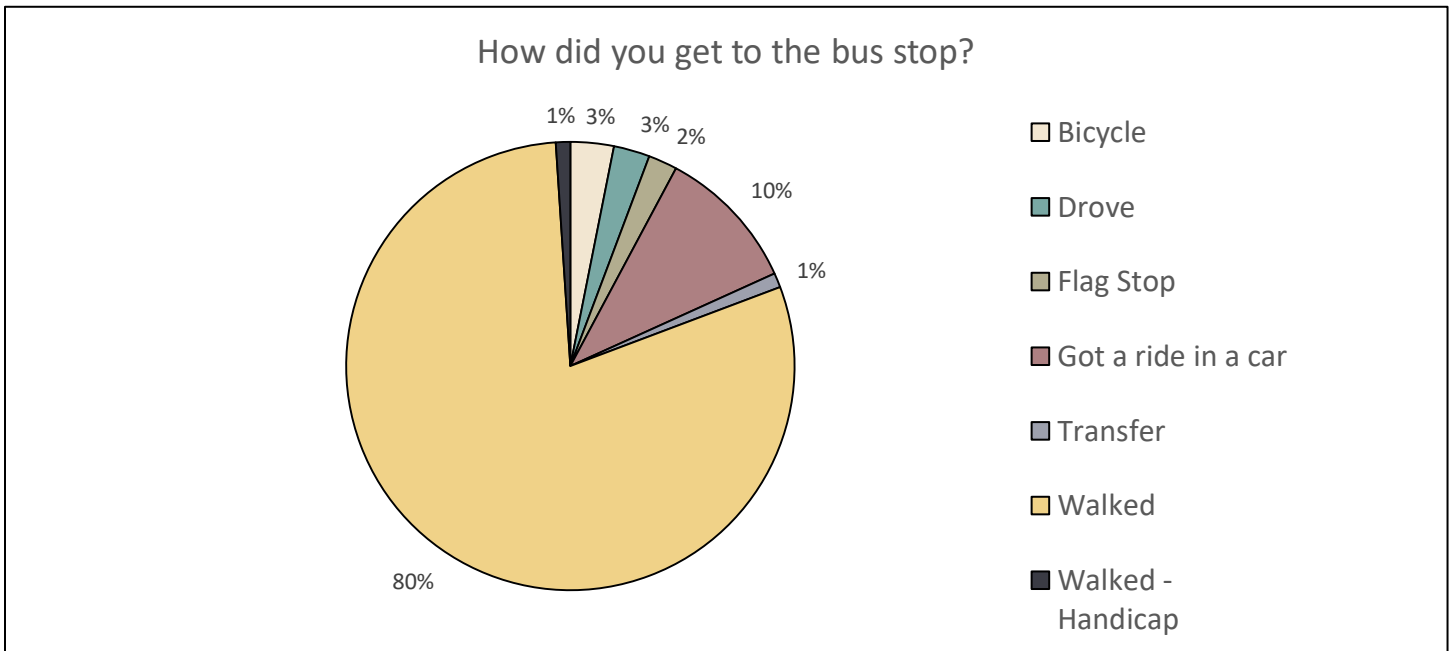
Comments:

Locations such as Angry Oven in Bath have been pulled from the more general category in cases where three or more responses occur. Appendix A contains a list of all other responses not indicated individually by the chart above.

How did you get to the bus stop?

Response	Number	Percentage
Bicycle	6	3%
Drove	5	3%
Flag Stop	4	2%
Got a ride in a car	20	10%
Transfer	2	1%
Walked	153	80%
Walked - Handicap	2	1%

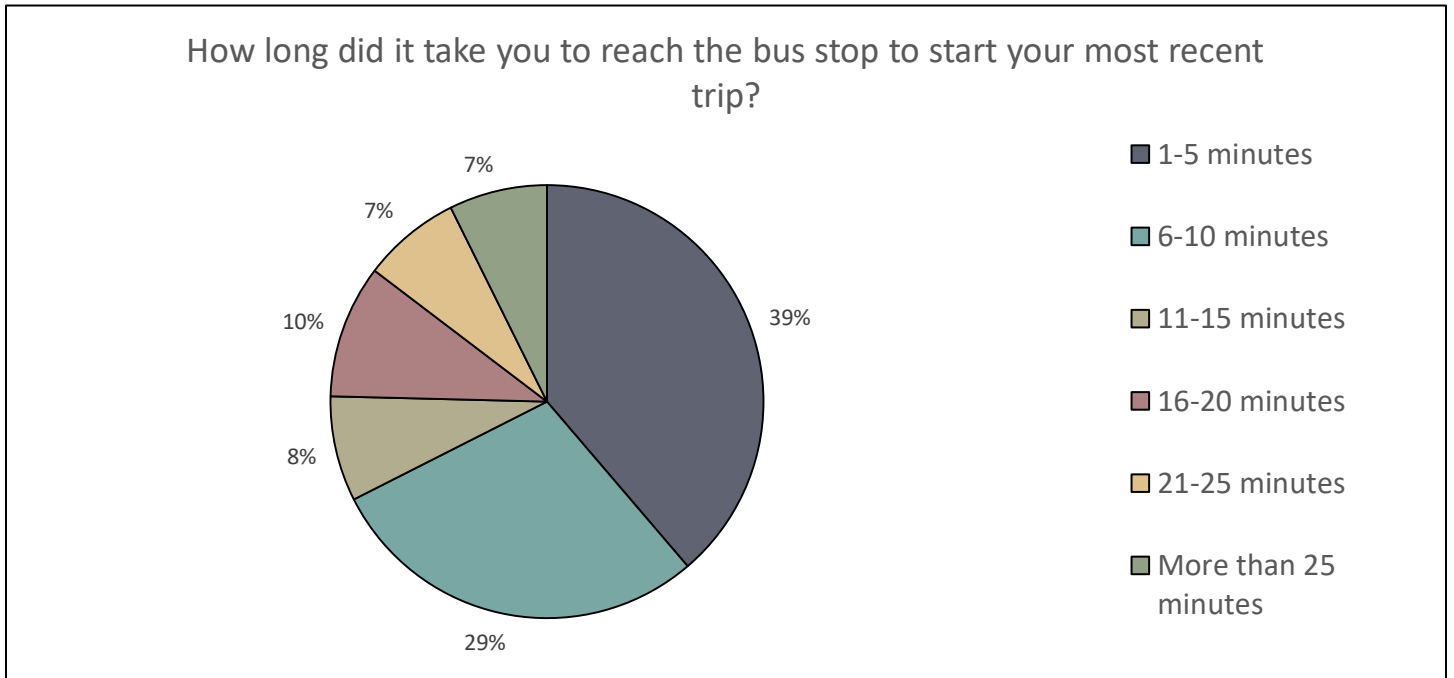
Total	192
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How long did it take you to reach the bus stop to start your most recent trip?

Length of Time	Number	Percentage
1-5 minutes	74	39%
6-10 minutes	55	29%
11-15 minutes	15	8%
16-20 minutes	19	10%
21-25 minutes	14	7%
More than 25 minutes	14	7%

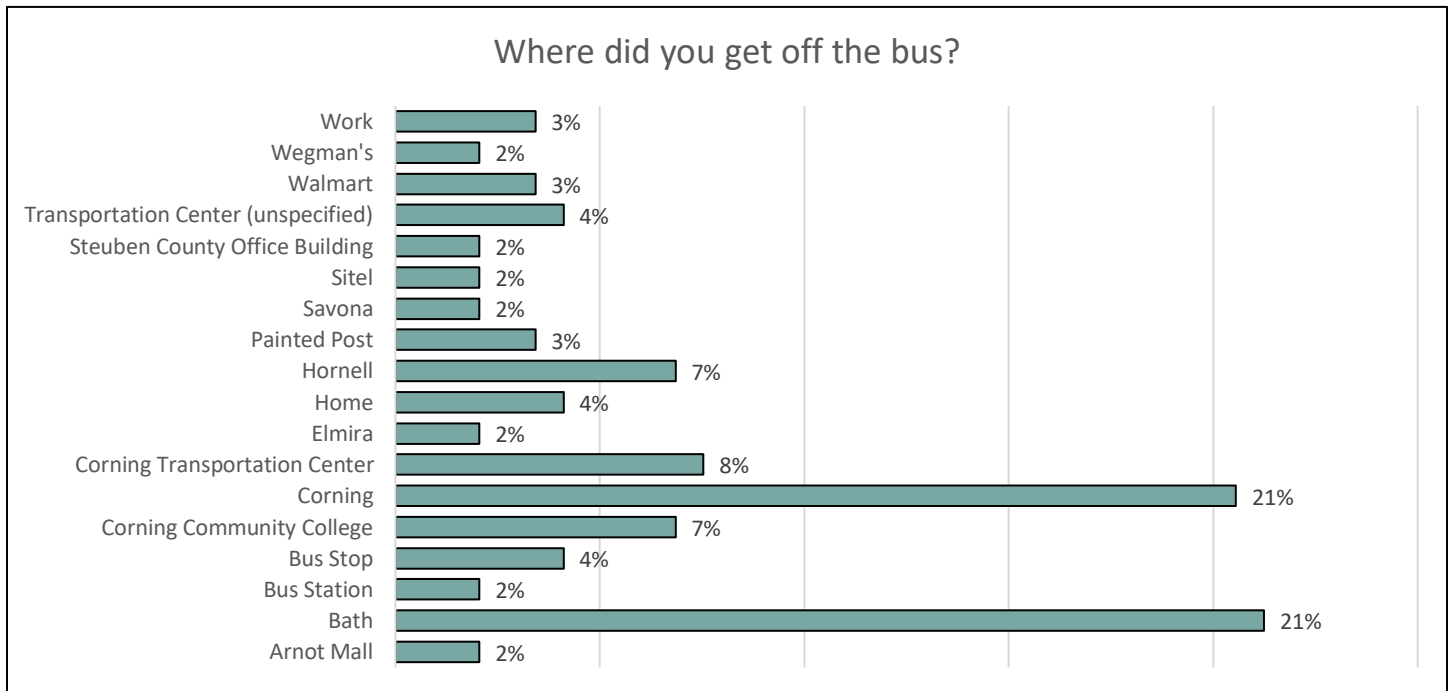
Total	191
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Where did you get off the bus?

Response	Number	Percentage
Arnot Mall	3	2%
Bath	31	21%
Bus Station	3	2%
Bus Stop	6	4%
Corning Community College	10	7%
Corning	30	21%
Corning Transportation Center	11	8%
Elmira	3	2%
Home	6	4%
Hornell	10	7%
Painted Post	5	3%
Savona	3	2%
Sitel	3	2%
Steuben County Office Building	3	2%
Transportation Center (unspecified)	6	4%
Walmart	5	3%
Wegman's	3	2%
Work	5	3%

Total	146
--------------	------------



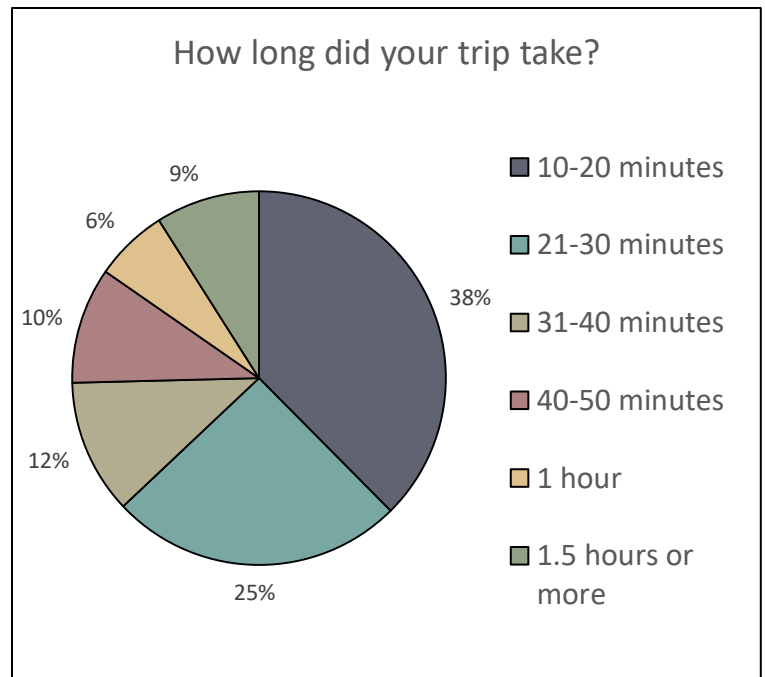
Comments:

Locations such as the Sitel in Painted Post have been pulled from the more general category in cases where three or more responses occur. Appendix B contains a list of all other responses not indicated individually by the chart above.

How long did your trip take?

Trip Length	Number	Percentage
10-20 minutes	71	38%
21-30 minutes	48	25%
31-40 minutes	22	12%
40-50 minutes	19	10%
1 hour	12	6%
1.5 hours or more	17	9%

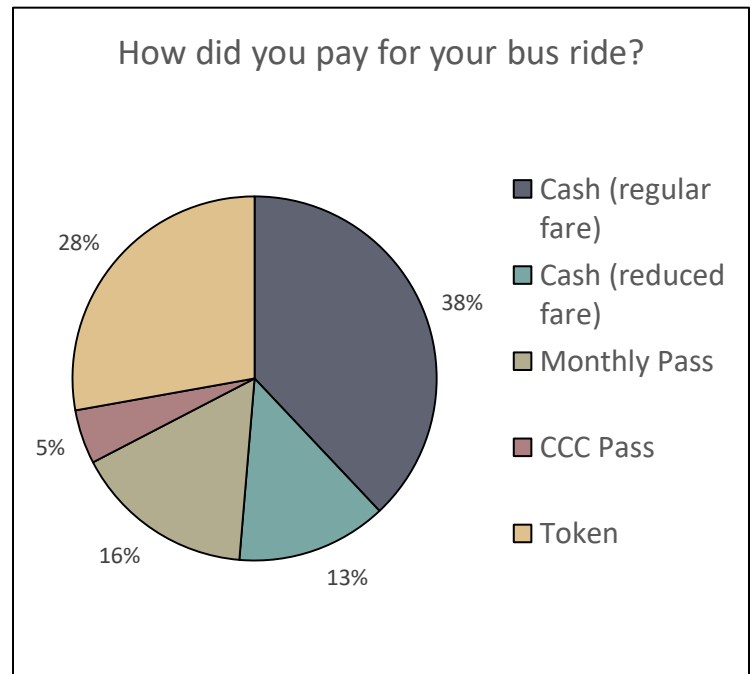
Total	189
--------------	------------



How did you pay for your bus ride?

Payment Method	Number	Percentage
Cash (regular fare)	71	38%
Cash (reduced fare)	25	13%
Monthly Pass	30	16%
CCC Pass	9	5%
Token	52	28%

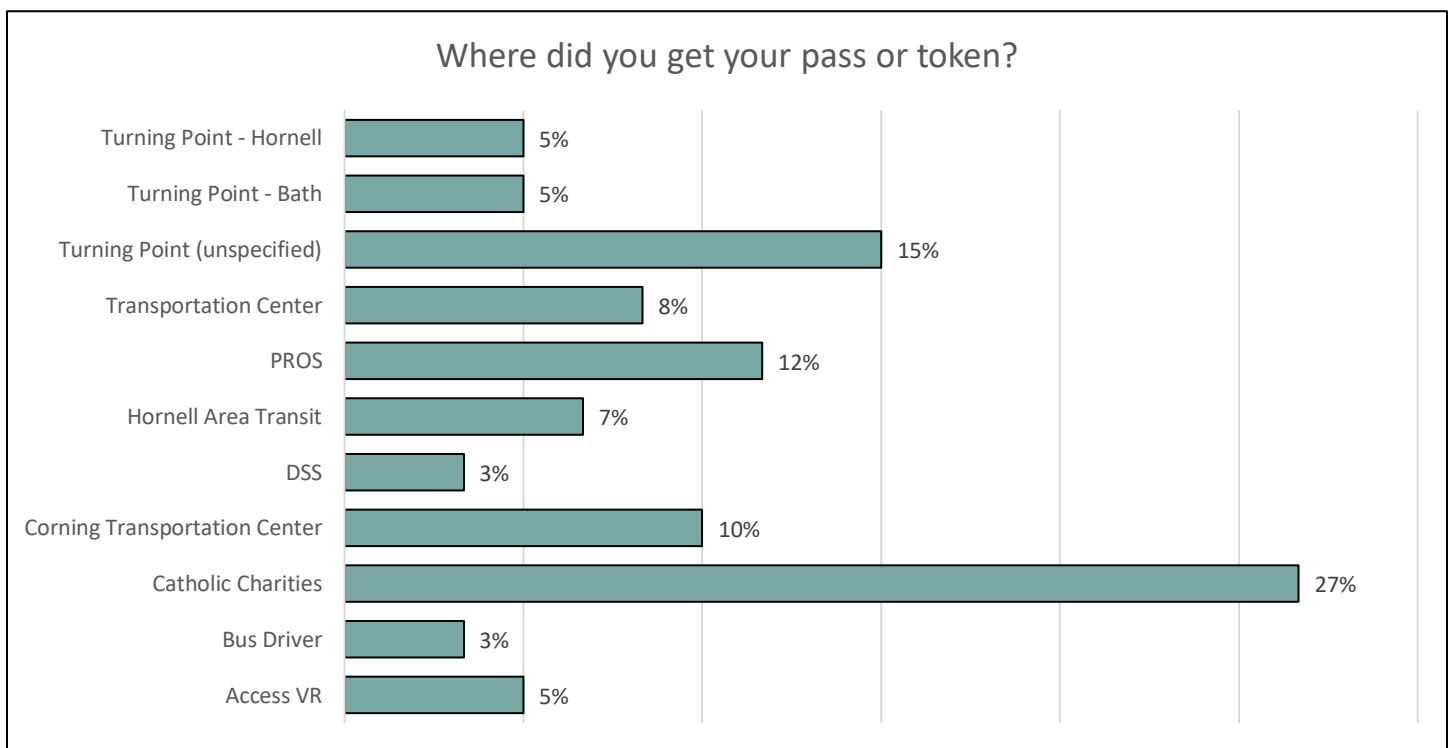
Total	187
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Where did you get your pass or token?

Location	Number	Percentage
Access VR	3	5%
Bus Driver	2	3%
Catholic Charities	16	27%
Corning Transportation Center	6	10%
DSS	2	3%
Hornell Area Transit	4	7%
PROS	7	12%
Transportation Center	5	8%
Turning Point (unspecified)	9	15%
Turning Point - Bath	3	5%
Turning Point - Hornell	3	5%

Total	60
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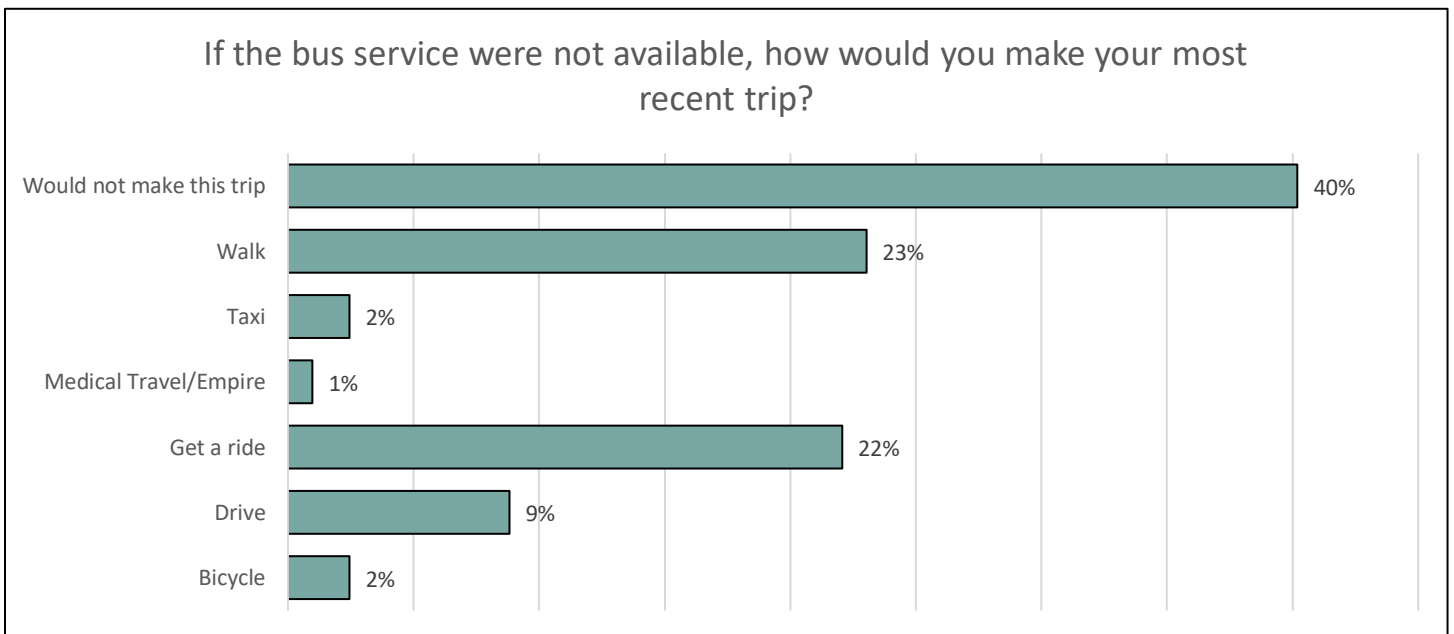


Service Usage

If the bus service were not available for your most recent trip, how would you make the trip?

Alternative	Number	Percentage
Bicycle	5	2%
Drive	18	9%
Get a ride	45	22%
Medical Travel/Empire	2	1%
Taxi	5	2%
Walk	47	23%
Would not make this trip	82	40%

Total	204
--------------	------------



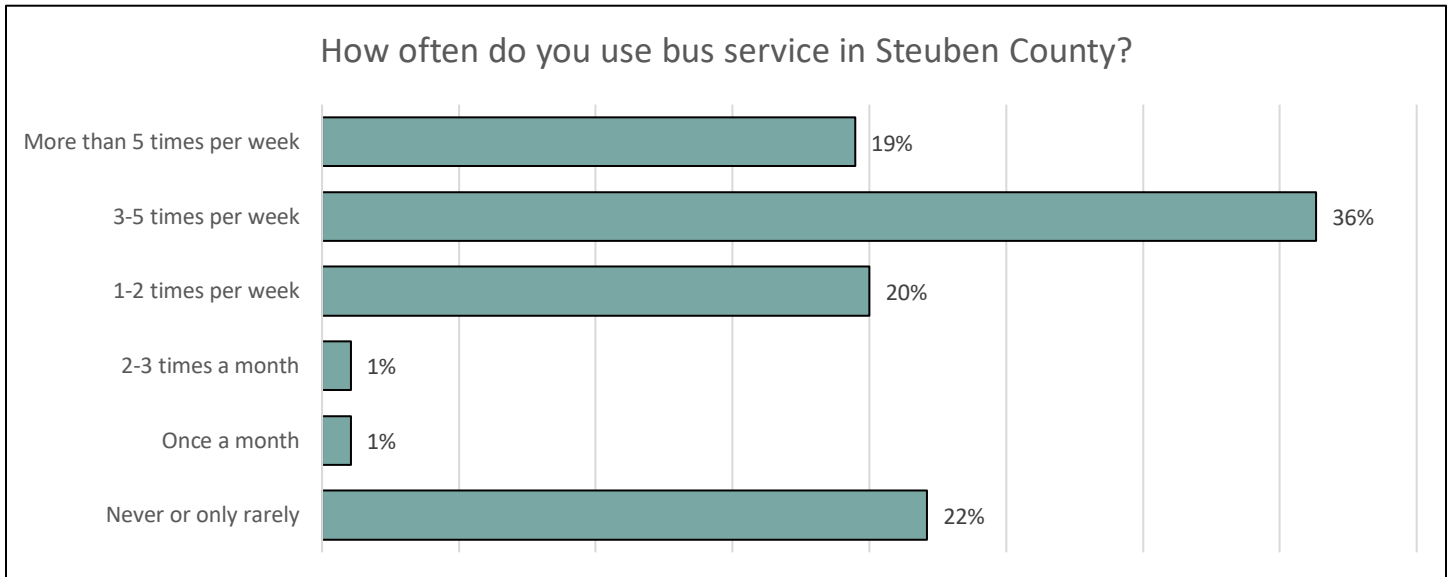
Comments:

One respondent indicated that they would wait until the bus became available again before making the trip. Another stated that they would hitch hike to their destination.

How often do you use bus service in Steuben County?

Frequency	Number	Percentage
Never or only rarely	42	22%
Once a month	2	1%
2-3 times a month	2	1%
1-2 times per week	38	20%
3-5 times per week	69	36%
More than 5 times per week	37	19%

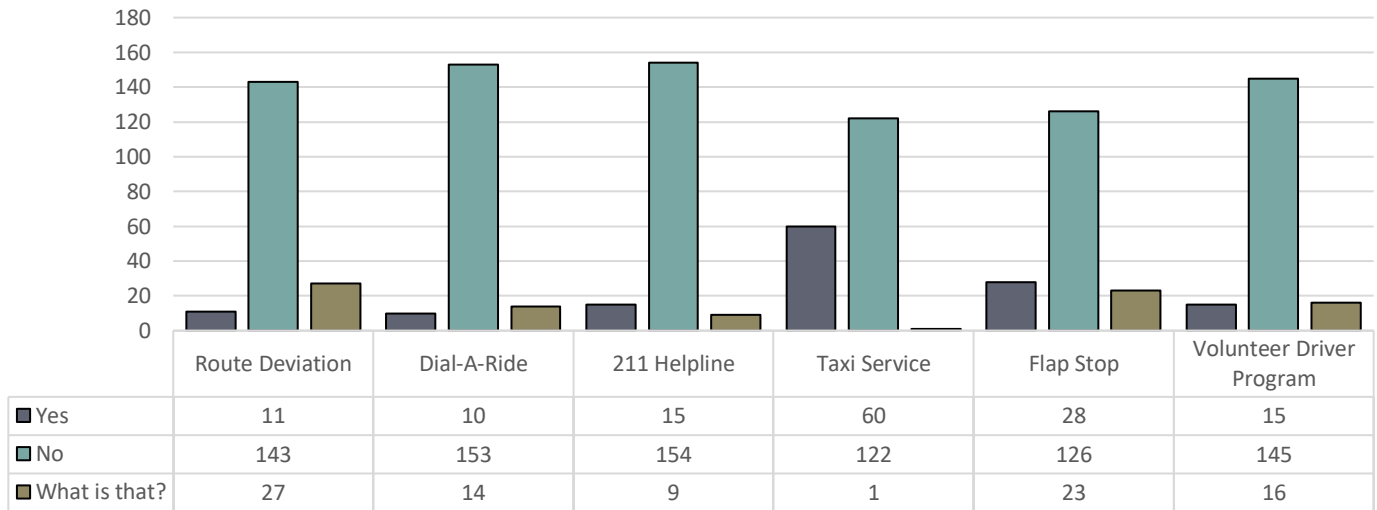
Total	190
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In the past two months, have you used any of the following services?

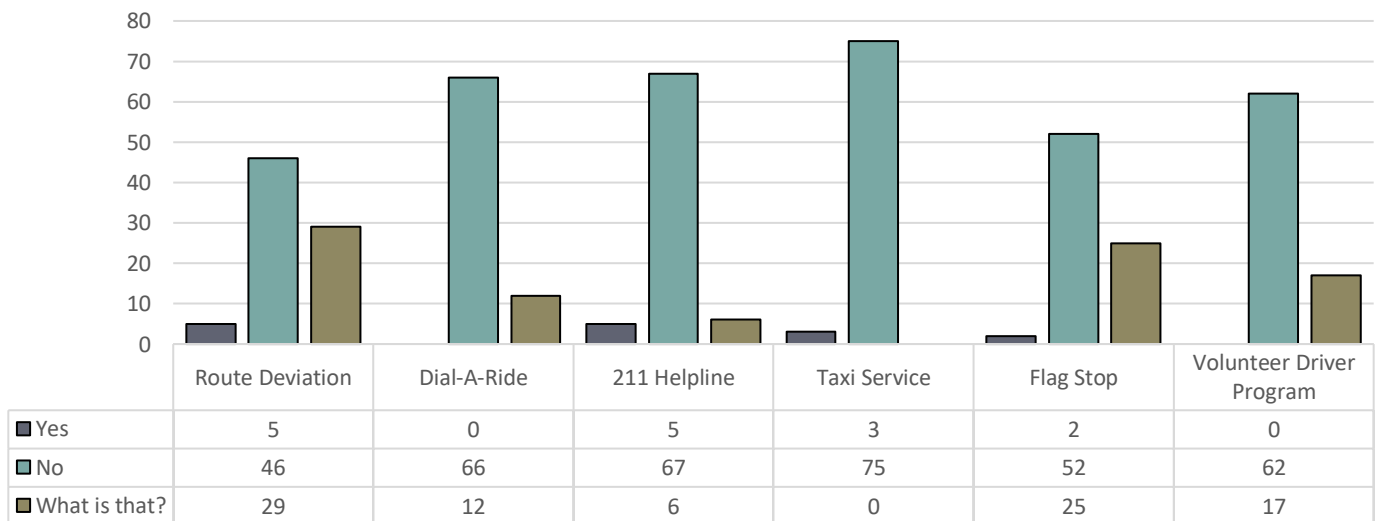
Riders

In the past two months, have you used any of the following services?
(Riders)



Non-Riders

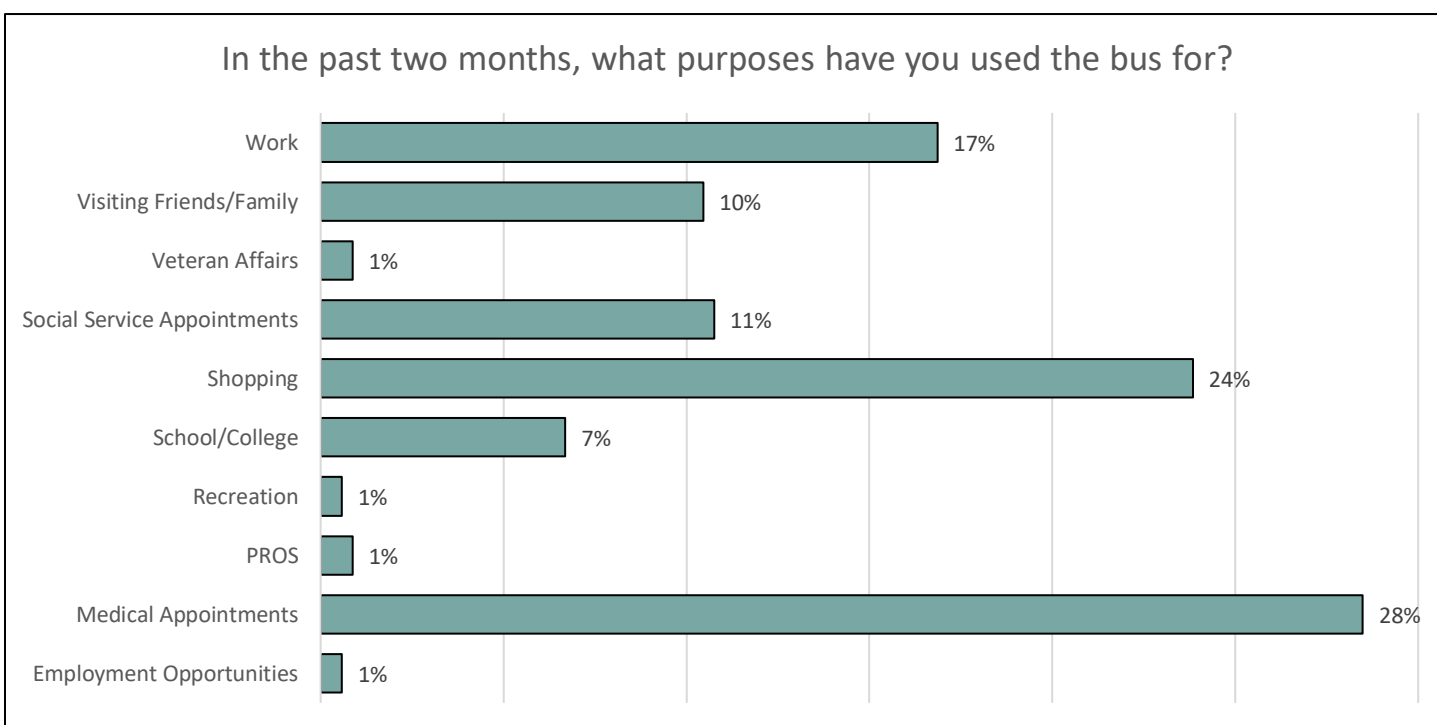
In the past two months, have you used any of the following services?
(Non-riders)



In the past two months, what purposes have you used the bus for?

Purpose	Number	Percentage
Employment Opportunities	2	1%
Medical Appointments	98	28%
PROS	3	1%
Recreation	2	1%
School/College	23	7%
Shopping	82	24%
Social Service Appointments	37	11%
Veteran Affairs	3	1%
Visiting Friends/Family	36	10%
Work	58	17%

Total	344
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Comments:

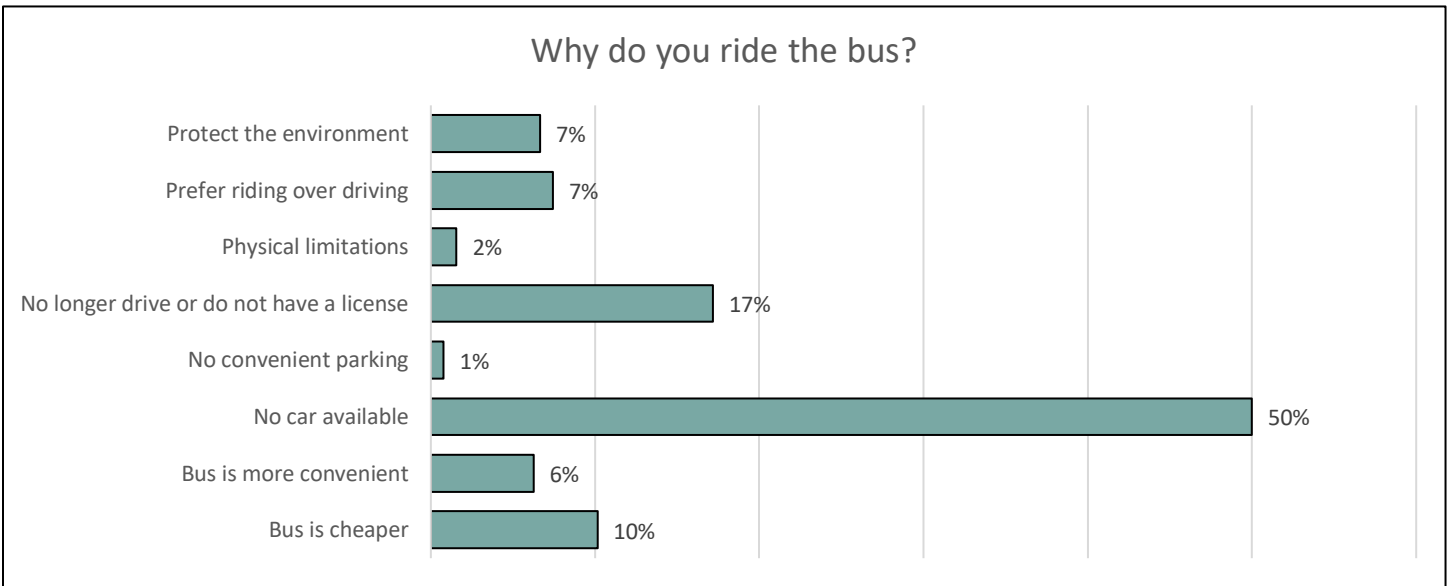
Individuals stated that they also use the bus for unemployment appointments, to look for housing opportunities, or to go to the following locations:

- Food Pantry/Eatery
- Gym
- Library
- ARC
- Court

Why do you ride the bus?

Reason	Number	Percentage
Bus is cheaper	26	10%
Bus is more convenient	16	6%
No car available	128	50%
No convenient parking	2	1%
No longer drive or do not have a license	44	17%
Physical limitations	4	2%
Prefer riding over driving	19	7%
Protect the environment	17	7%

Total	256
--------------	------------



Comments:

Another primary reason for riding the bus is for leisure. Some respondents stated that they ride the bus to get out of the house for a couple hours, to meet people, or to relax. Responses also indicated that individuals may ride to attend AA meetings or for work-study programs.

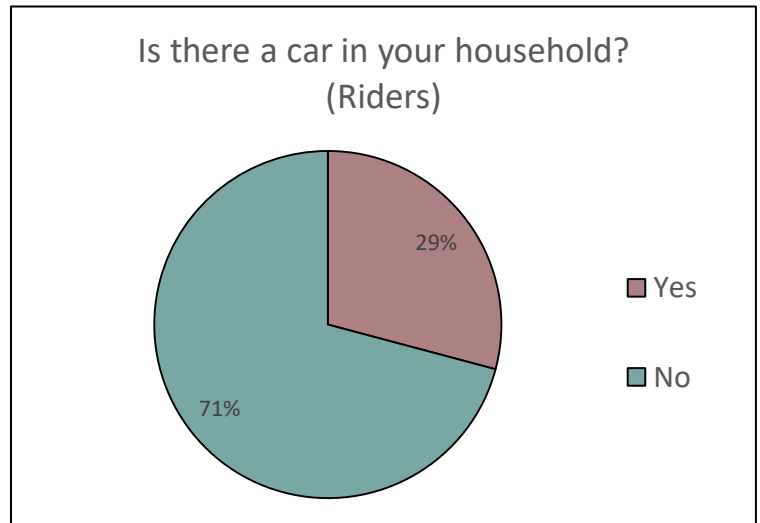
Accessibility

Is there a car in your household?

Riders

Response	Number	Percentage
Yes	58	29%
No	141	71%

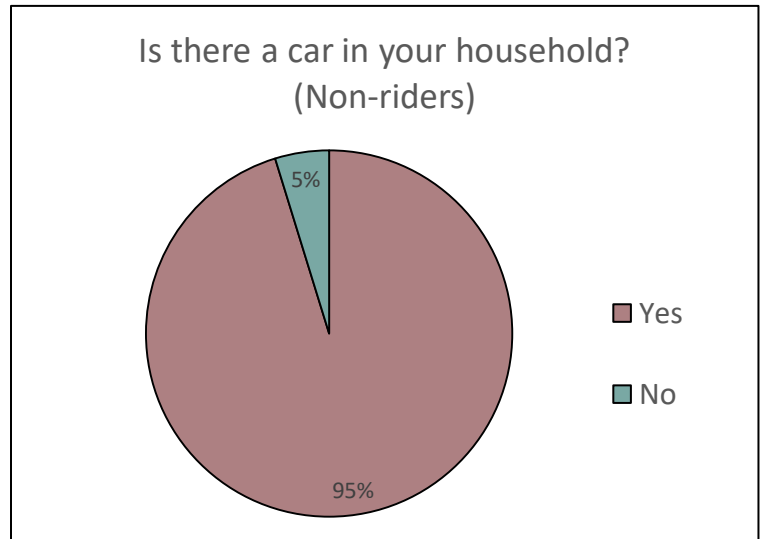
Total	199
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Non-Riders

Response	Number	Percentage
Yes	80	95%
No	4	5%

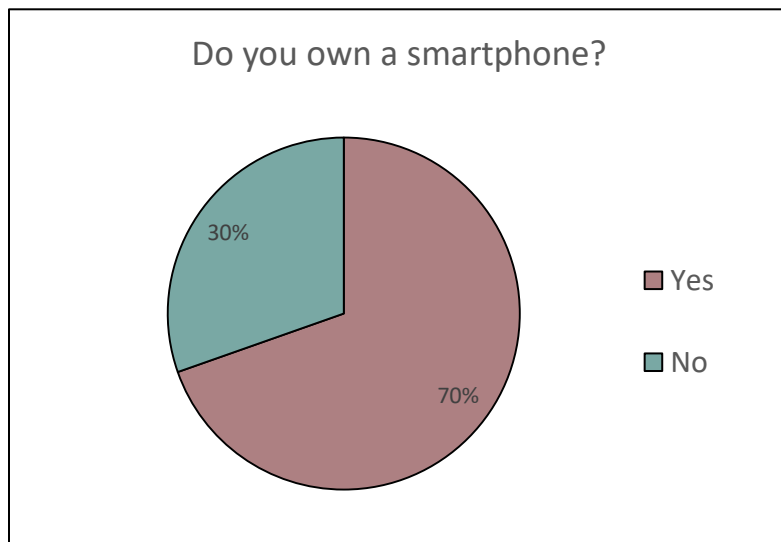
Total	84
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Do you own a smart phone?

Response	Number	Percentage
Yes	197	70%
No	86	30%

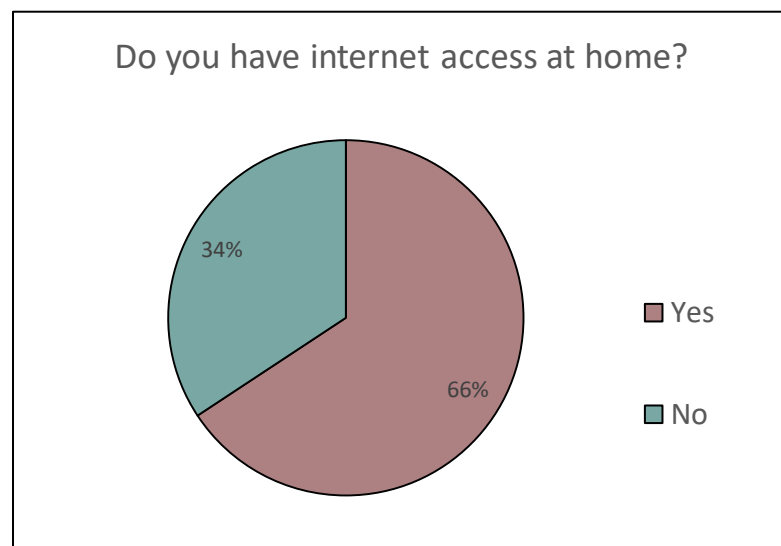
Total	283
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Do you have internet access at home?

Response	Number	Percentage
Yes	186	66%
No	97	34%

Total	283
-------	-----



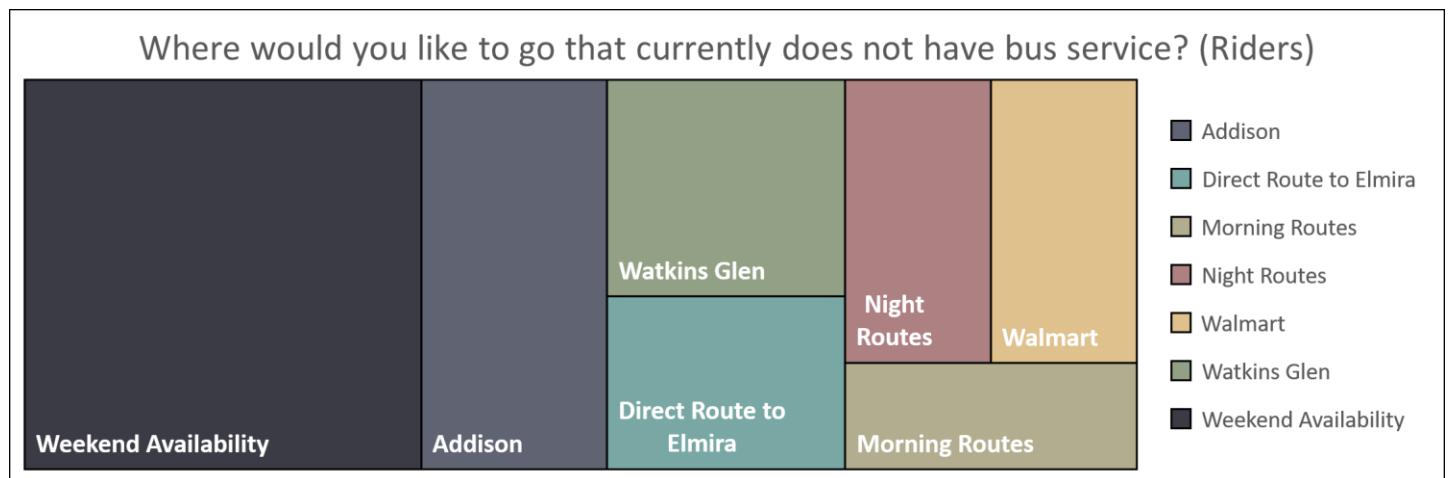
Satisfaction

Where would you like to go that currently does not have bus service?

Riders

Top Requests	Number	Percentage
Addison	7	8%
Direct Route to Elmira	4	4%
Morning Routes	3	3%
Night Routes	4	4%
Walmart	4	4%
Watkins Glen	5	6%
Weekend Availability	15	17%
Other	48	53%

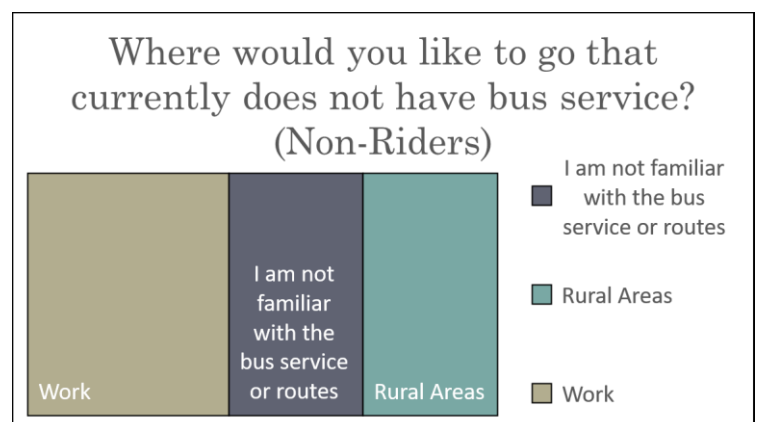
Total	90
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Non-Riders

Top Responses	Number	Percentage
I am not familiar with the bus service or routes	2	7%
Rural Areas	2	7%
Work	3	11%
Other*	20	74%

Total	27
--------------	-----------

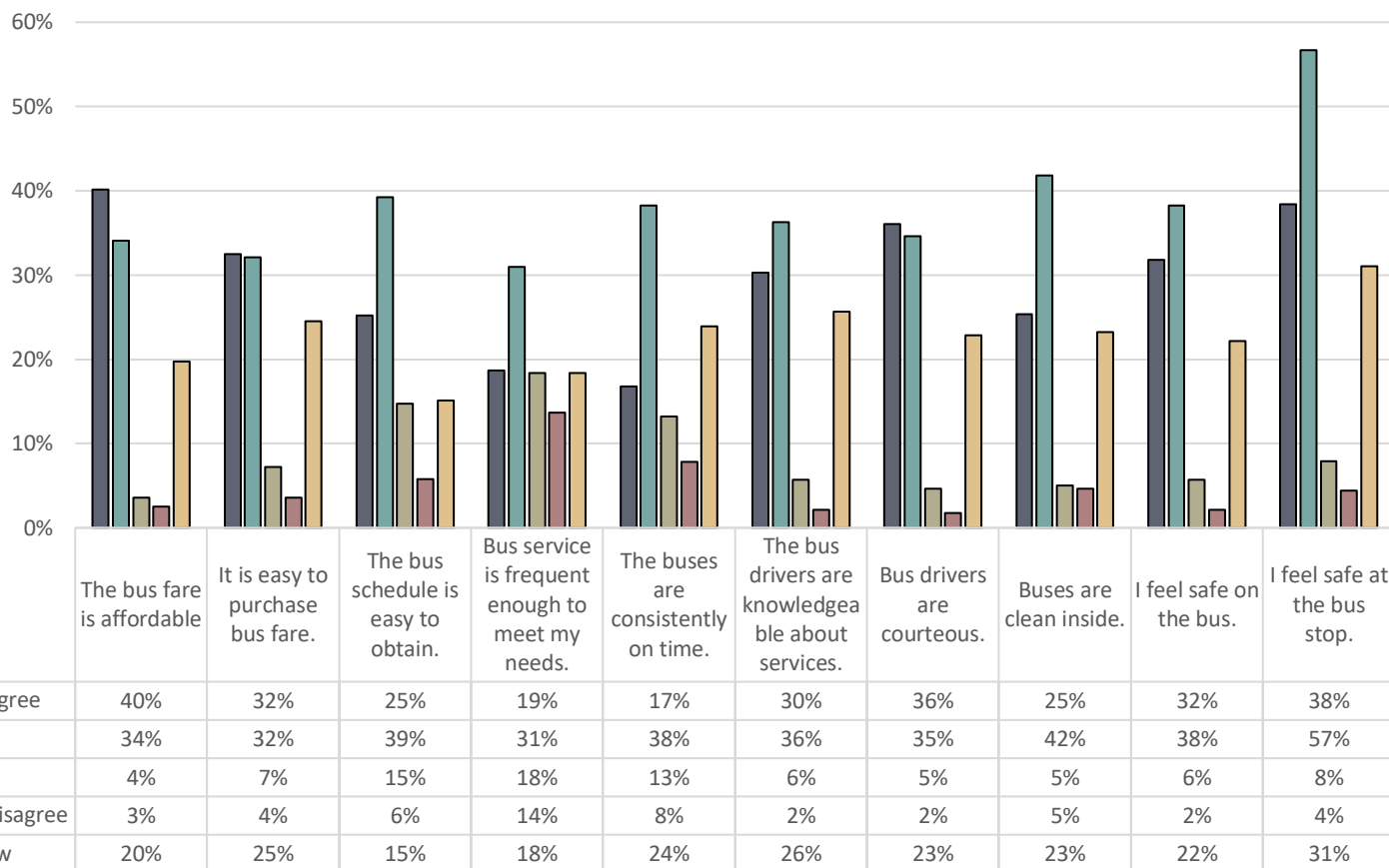


Comments:

See Appendix C for full list of responses.

How strongly do you agree or disagree with each statement?

How strongly do you agree or disagree with each statement?



Comments:

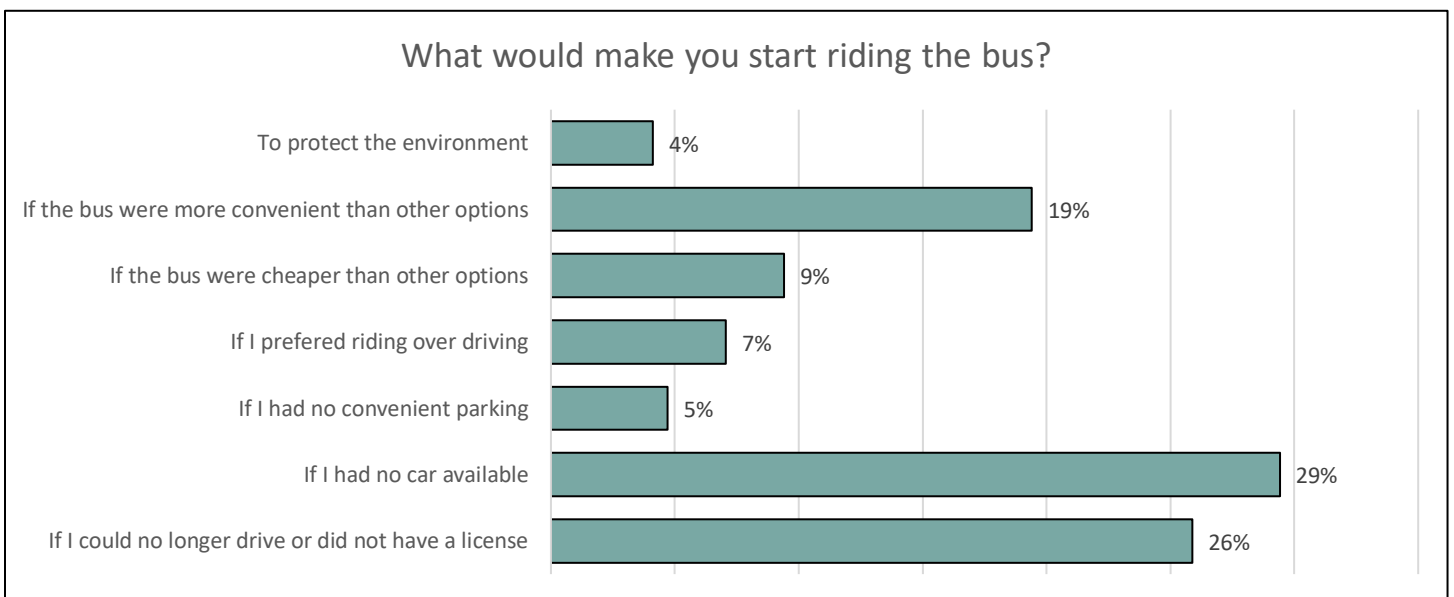
Responses for the statement, “The bus schedule is easy to understand” were not entered in the online database due to a missing section in the online survey. These answers will be entered to be included in the final analysis and report.

Increasing Ridership

What would make you start riding the bus? (Non-Riders)

Response	Number	Percentage
If I could no longer drive or did not have a license	44	26%
If I had no car available	50	29%
If I had no convenient parking	8	5%
If I preferred riding over driving	12	7%
If the bus were cheaper than other options	16	9%
If the bus were more convenient than other options	33	19%
To protect the environment	7	4%

Total	170
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Appendices

Appendix A

Other Pick-Up Locations	
Bath	55 Geneva St – Rt 54 6632 State Route 415 (2) Steuben County Offices Holland American Hotel Liberty St & William St May St Parking lot behind Liberty St Shamon St W. Washington St Transportation Center Parking lot Lakeview Liberty St & Main St Morris St Pulteney St & W. Morris
Bus Stops	CVS (2)
Campbell	Route 415
Canisteo	ARC bus
Corning	Dayspring Apts/ Bus Center Pine Tree Village Stewart Park Apartments Pulteney St & Dodge Ave Pulteney St & Reynolds Ave. (Byrne Dairy) Wegman's (2) East Corning (2)
Hornell	7 Eleven Centre St Elderwood Lot 3 (2) Sawyer St. Adsit St.
Painted Post	Applebee's Behind 5-star bank Sitel Walmart Willow Dr & Creekside Dr Creekside Dr (2)
Other	14 St – Watkins Glen Charlesworth Ave – Avoca Cohocton Corning-Bath Route Avoca Hospital School Senior Center Steuben Tioga Transportation Center Morningside Dr (2) Pulteney St (2) Hammondsport NY Bus Shelter America Best Value Inn (2) Arnot Mall (2) Elmira Bus Station (2) Salvation Army (2)

Appendix B

Other Drop-Off Locations	
Bath	Downtown DSS Holland American Hotel Liberty Square (2) Lakeview Apts. (2) Liberty St & William St Transferred to a bus to Corning Ira Davenport (2)
Corning	Guthrie Centerway Tops Plaza Hospital (East Corning) Byrne Dairy Knoxville Apartments Park Ave & Watauga Ave Pulteney & Princeton Steuben County Mental Health - PROS
Elmira	Langdon Plaza Bus Station
Hornell	China Buffet Lot 3 Sawyer St Veteran Affairs
Painted Post	South Hamilton St
Other	Dansville 7 Eleven AN (?) Campbell – DSS (2) Chemung Canal on Pulteney St Cooper's Plains Downtown Gang Mills - Emerald Spring Apts Gang Mills Hammondsport Hospital K-Mart (unspecified) Last Stop May St Medical Appointment (2) Morningside Pizza Hut (unspecified) Save A Lot (unspecified) Steuben Center Super 8 Motel Veteran Affairs Wayland - 7 Eleven

Appendix C

Rider Responses*	
Other Locations	Arnot Mall Avoca Bath Binghamton CCC CEATS Northside/Southside Full Day Service, Infrequent Timing CFS - Lakeview Apts Church Corning Hospital Corning/Elmira Dansville/Bath Direct route to Corning, School Times Doctors' appointments Geneva Goudry Hill, Bradford Greenwood Hornell Ithaca/Tioga Jenkins in Arkport Knoxville Senior Housing to Wegman's, Market St, and Cohocton St Lakes Library Mall Manor Village Apts. Bath, NY Montour Falls My house My house Penn Yan/Yates County Penn Yan/Yates County Regular Route to Wayland/Atlanta Resolved Transfer Gaps - VA back to Bath bus River Rd of Corning/ Addison/ Big Flats (Wit's End) Sitel -AM/PM South Corning - River Road Susquehanna Tags VA Appt Wallace, NY Watertown Watkins Glen to Montour Falls Wayland to Hornell Wellsville - K-Mart
Comments	• Apparently, Bath doesn't have service, it never shows up • Please alternate Bath-Corning to I-86 service where road work is being done. Sat 20 minutes waiting for road workers to let us through which made us late and have to reschedule appointment. • Expanded Routes • Increased Reliability • Infrequent Timing • Holiday Hours

Non-Rider Responses*	
Other Locations	Avoca Corning Community College - evenings & weekends Elmira-Corning Regional Airport Jasper - bus could not leave Bath before 5:00 pm Lakes Montour Falls NY to Wellsburg NY Mossy Bank Park in Bath Neighboring communities for shopping Painted Post Penn Yan Prattsburgh Pulteney Street or near CPP High School Sullivan Park Tops Wayland/Dansville Working day service from Wayland/Cohocton area to Hornell/Bath/Corning.
Comments	• HAT Bus doesn't go to Corning, which is difficult because you have to connect to another bus system • Spencer Crest Nature Center and other tourism related places not currently served • More frequent/convenient schedules • Don't know where I would go. I live in Wayland, NY • Bus service available in a.m., but not in p.m. past 3:00-ish.

Appendix D: Volunteer Driver Survey



Steuben County Volunteer Driver Survey

The purpose of this survey is to improve transportation services for residents of Steuben County. By understanding the daily operations of volunteer driver programs, Steuben County Planning, Southern Tier Central Regional Planning and Development Board, and the Institute for Human Services can begin to develop strategies aimed to fill gaps in services.

All survey information is confidential.

If you have any questions about this survey, please contact Stephanie Yezzi at the Southern Tier Central Regional Planning and Development Board (STC), (607) 962-5092 or syezzi@stcplanning.org.

We will host a public meeting on November 14th, 2017 at Dormann Library to present preliminary results of the preceding ridership survey, and discuss how to improve transportation services throughout Steuben County.

Your Organization

1. What organization are you affiliated with?

2. How can residents make appointments with your organization?

Clientele Information

3. On Average, how many trips do you make each week?

☐ Less than 5 ☐ 5-10 trips ☐ 11-20 trips ☐ 21-30 trips

☐ 31-40 trips ☐ 41-50 trips ☐ Greater than 50 trips

☐ Other: _____

4. On average, how many clients do you serve each week?

☐ Less than 5 ☐ 5-10 trips ☐ 11-20 trips ☐ 21-30 trips

☐ 31-40 trips ☐ 41-50 trips ☐ Greater than 50 trips

☐ Other: _____

5. Who are your biggest clients?

- ☐ Seniors ☐ Individuals with disabilities ☐ Youth
- ☐ Low-income residents ☐ Residents in rural areas ☐ Working-class residents
- ☐ Other: _____
- _____

Gaps in Services

6. In what locations have you noticed residents struggle to find transportation?

7. What does your organization need in order to fill more gaps in current services?

- ☐ More employees ☐ Funding ☐ Higher wages ☐ Technical assistance
- ☐ Other: _____
- _____

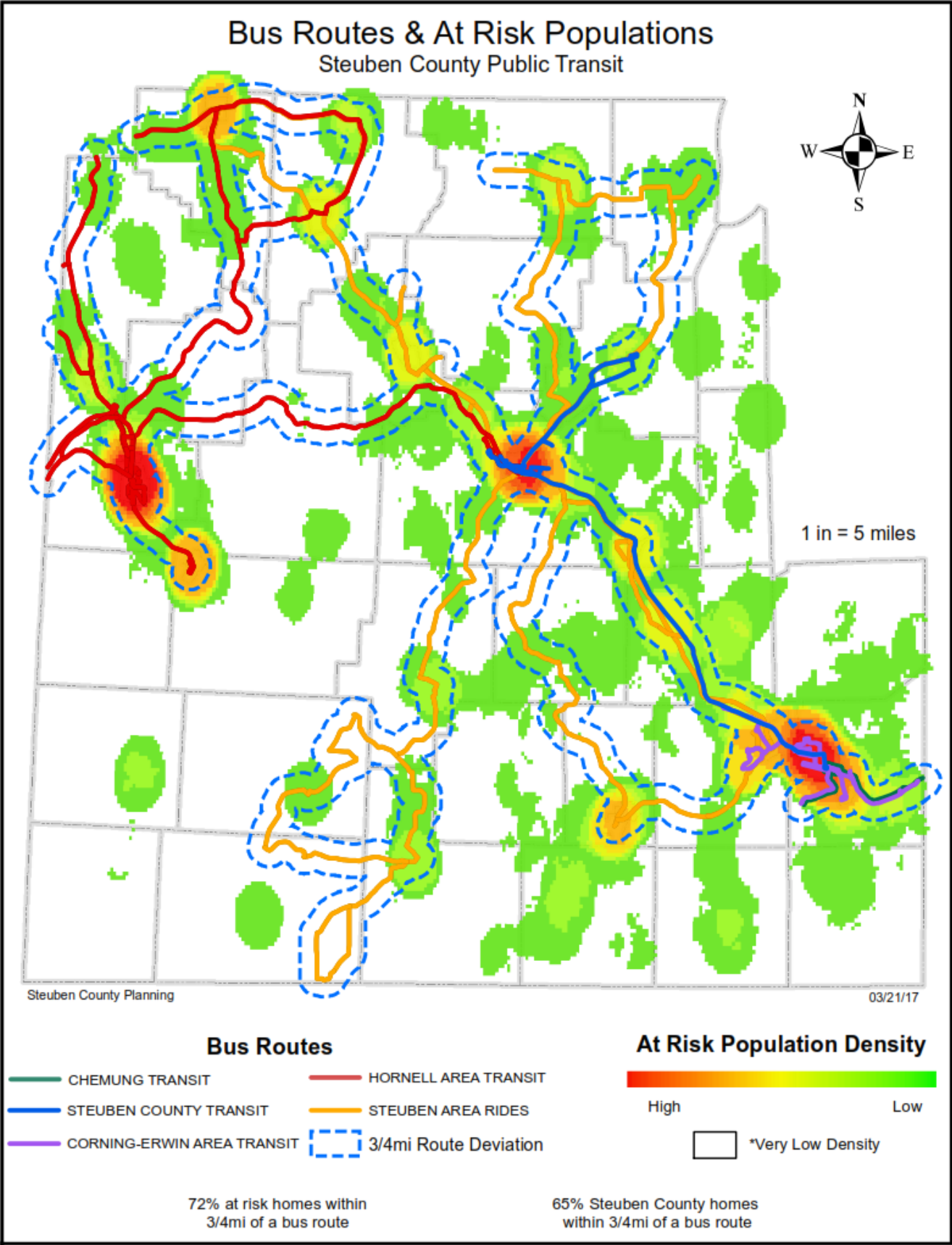
Additional Comments:

Thank you for your participation!

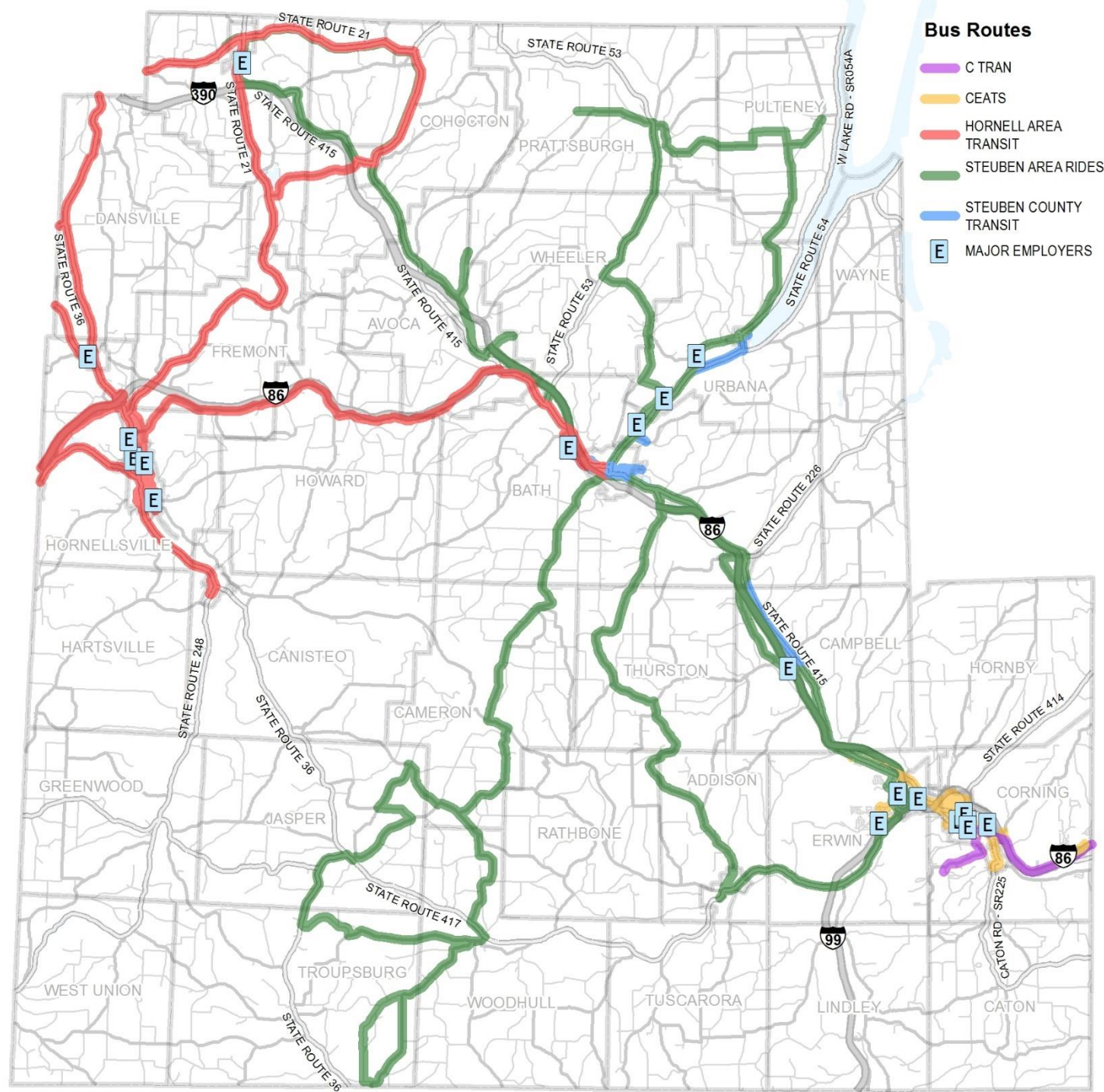
Again, do not miss the opportunity to discuss preliminary findings from our ridership survey on November 14th at Dormann Library. We look forward to hearing from you!

Appendix E: Steuben County Ridership Maps

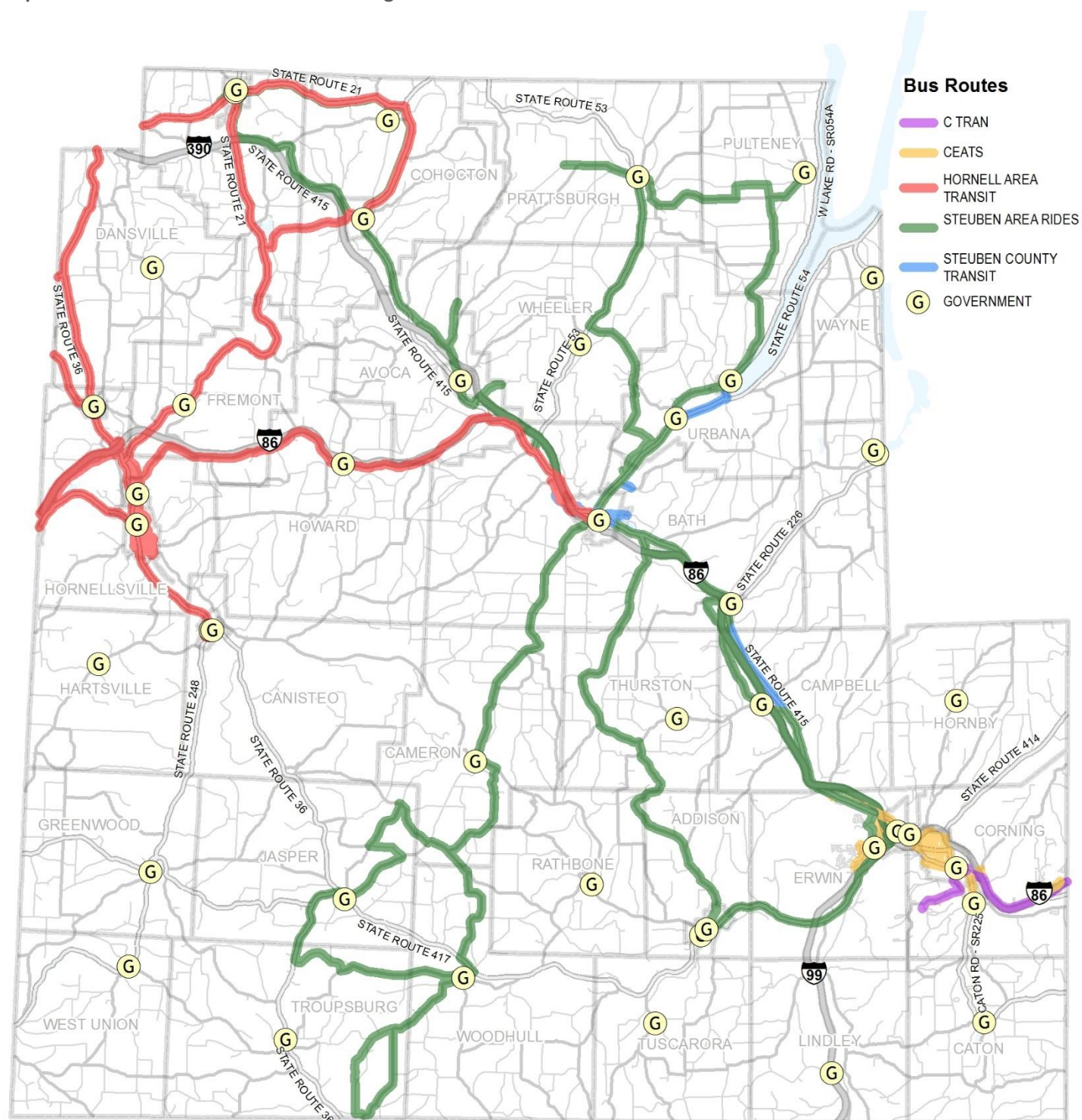
Map of Bus Routes and At-Risk Populations



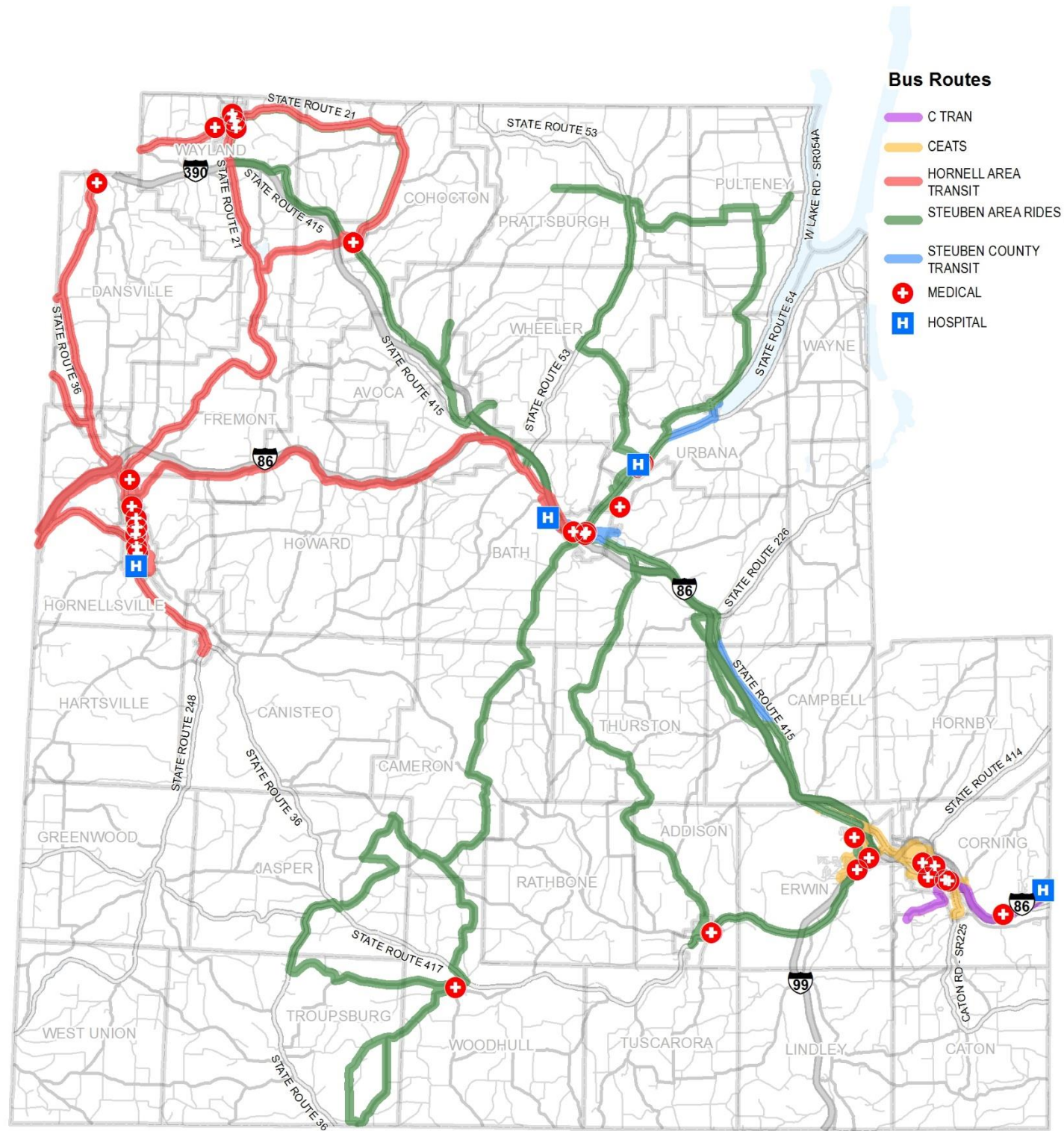
Map of Bus Routes and Major Employers



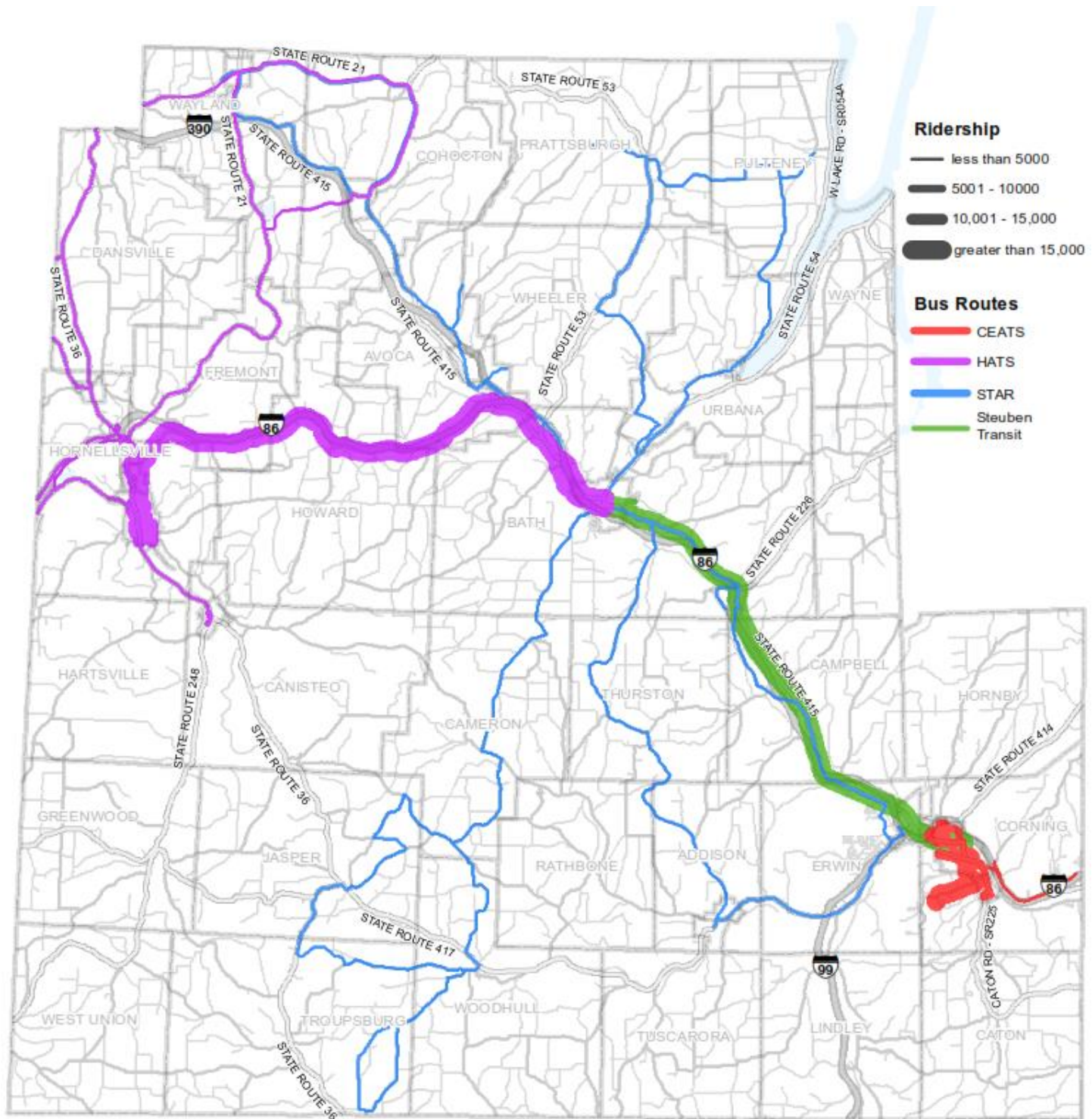
Map of Bus Routes and Government Buildings



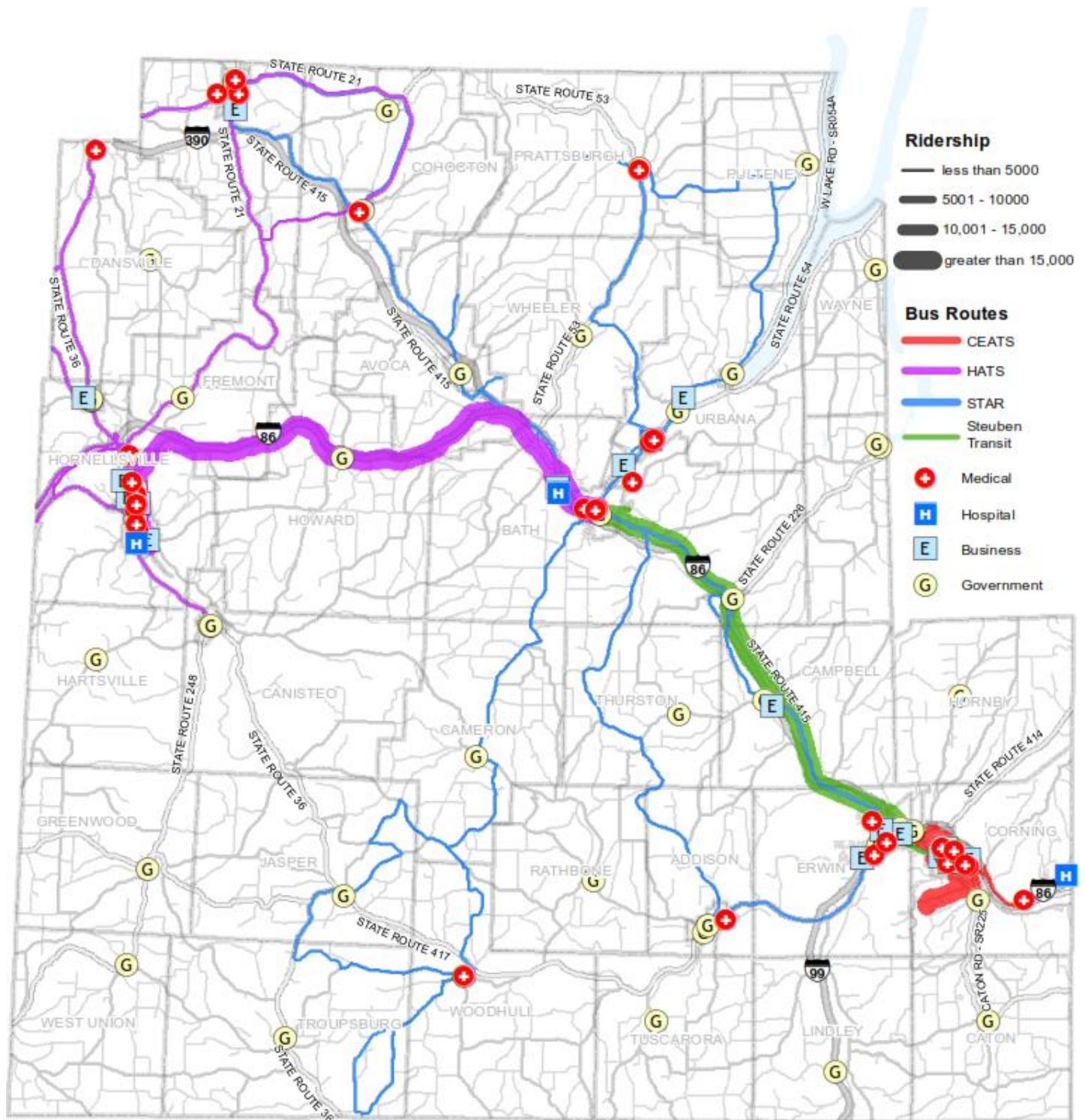
Map of Bus Routes and Medical Facilities



Map of Bus Routes to Include Ridership Data



Map of Bus Routes and All Primary Facilities to Include Ridership Data



Appendix F: Transit Coordination Analysis

MEMORANDUM

To: Chelsea Robertson
From: Boris Palchik
Date: 10/9/2017
Subject: Steuben County Transit Coordination Assessment

Steuben County is currently served by five different transit service providers. These include Chemung Transit, Corning-Erwin Area Transit System (CEATS), Hornell Area Transit (HAT), Steuben Area Rides, and Steuben County Transit (SCT). Where these transit services intersect, passengers have an opportunity to make connections. To be most effective, transit connections must be well timed.

Foursquare ITP staff analyzed the relative convenience of transfer opportunities between the five transit operators in Steuben County. The results of this analysis are presented in an Excel file and a PDF document being transmitted with this memo:

- *Steuben County Transfer Points Analysis.xlsx*
- *Steuben County Transfer Areas.pdf*

The five-page PDF document is meant to serve as a reference guide for the information presented in the Excel file. The first page of the PDF shows a county map, along with four sub-area maps. The sub-area maps correspond to the four primary areas in Steuben County where transfers can occur:

- **Area 1:** Bath (and surrounding area)
- **Area 2:** Wayland
- **Area 3:** North Hornell (and surrounding area)
- **Area 4:** Corning (and surrounding area)

Within each transfer area, FoursquareITP staff identified all possible transfer points. A transfer point can be a single bus stop served by more than one route, or multiple bus stops within walking distance of each other. The transfer points within each transfer area are shown on pages 2-5 of the PDF document, with each page corresponding to one of the four primary transfer areas in the County.

For every transfer point, the study team categorized the quality of every possible connection opportunity over the course of the service day. Transfer opportunities were designated as Good, Moderate, or Poor, based on their associated wait times. Good connections are those that require a wait time of ten minutes or less, moderate connections have wait times of between 11 and 20 minutes, and poor connections require more than 20 minutes of waiting.

The Excel file is divided into separate tabs or pages for each transfer point, followed by six summary tabs. With the exception of the summary tabs, the naming convention for each tab is [Transfer Area Number]_[Transfer Point Name]. Summary tabs begin with the letter Z.

Each transfer point page includes two columns of tables. The table on the left shows the scheduled arrival times of a particular route (highlighted in yellow) at a specific transfer point, along with the arrival times of all other routes serving the same transfer point. The table to the right assesses the quality of each potential transfer opportunity based on the required wait time for a passenger transferring from the highlighted route. This process is repeated down the page from the perspective of each route serving the transfer point. In some cases, passengers arriving on one route have multiple opportunities to transfer to another route due to the frequency of the service being transferred to. In such cases, the convenience of each transfer is assessed relative to the closest past arrival time of the highlighted route.

The summary matrices show the total number and percentage of Good, Moderate, and Poor connection opportunities by route for the County and each of the five transfer areas, respectively. A final summary of the assessed transfer quality for the County and each transfer area is provided on the page labeled Z_Summary.

This analysis shows that more than 57% of transit connections in Steuben County are "Poor." However, transfer convenience is only one metric of service quality. To assess the over-all strengths, weaknesses, and opportunities of transit service in the County, Steuben County should consider a Comprehensive Operational Analysis (COA). A COA typically consists of three parts: a Market Analysis, Service Analysis, and Stakeholder Outreach.

The Market Analysis looks at the environment in which transit services operate in a study area. This includes an assessment of the following factors impacting transit use:

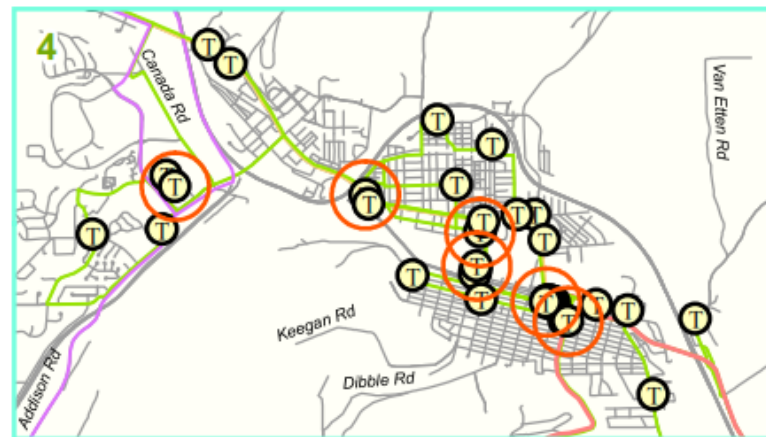
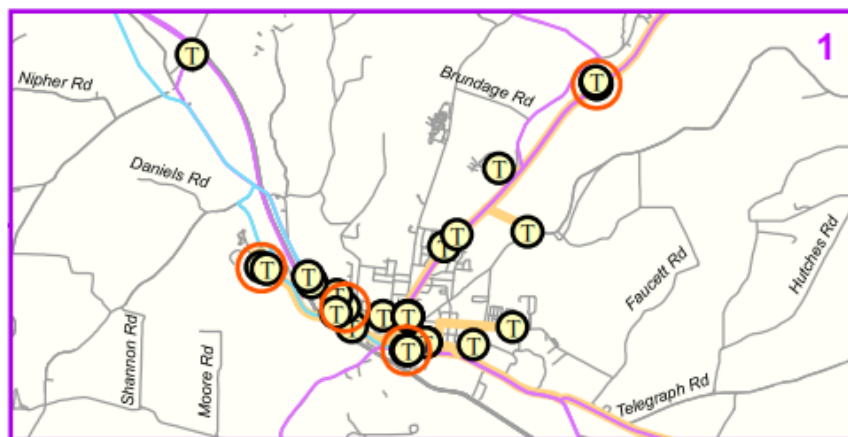
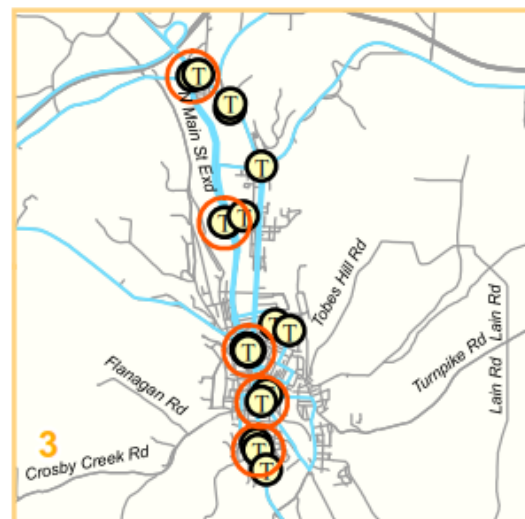
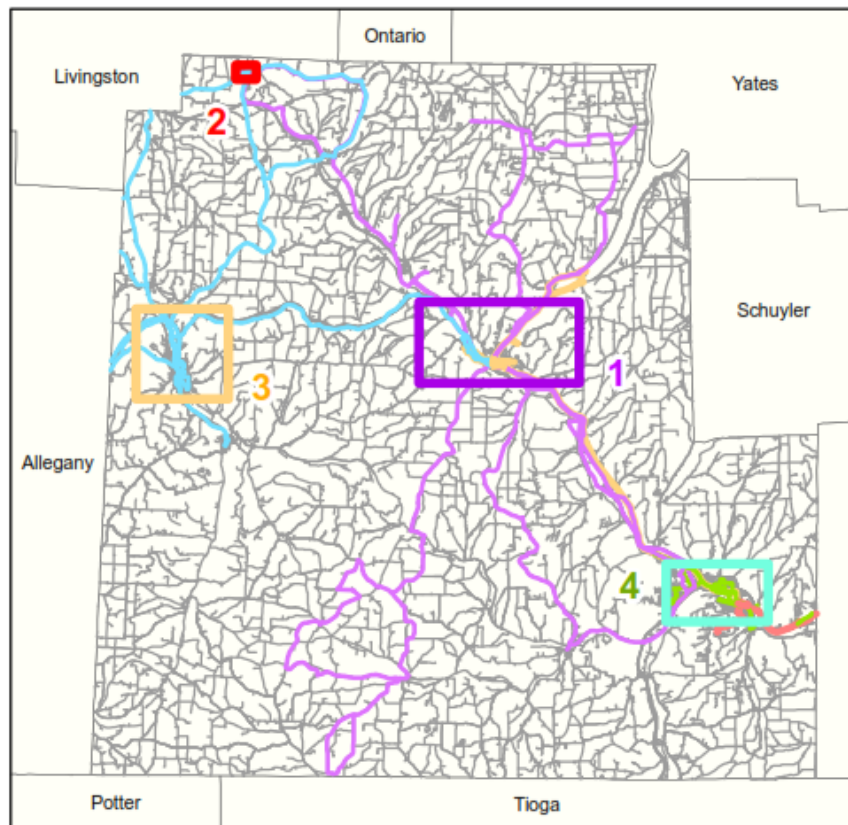
- Population and employment density
- Distribution of transit-dependent populations
- Land-use characteristics
- Regional travel patterns

The Service Analysis is a review of existing service performance numbers, including the following:

- Ridership
- Productivity
- On-time Performance

Finally, the Stakeholder Outreach component of a COA aims to develop a profile of existing riders, in terms of who they are, where they travel, when they travel, etc., and to capture perceptions, preferences, and priorities that area residents have regarding transit service. Together with the Market Analysis and Service Analysis, the information collected as part of the Stakeholder Outreach process allows for the development of meaningful and data-driven recommendations aimed at serving existing riders better, attracting new riders, and improving the over-all productivity of transit service in the County.

Steuben County Bus Transfer Areas

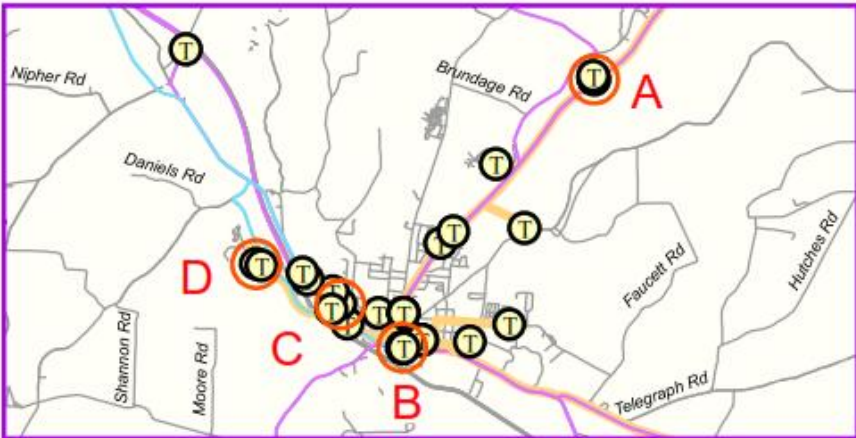


- Bus Transfer Points
- T Bus Stops
- Streets
- Bus Routes
- CHEMUNG TRANSIT
- CORNING-ERWIN AREA TRANSIT SYSTEM
- HORNELL AREA TRANSIT
- STEUBEN COUNTY TRANSIT
- STEUBEN AREA RIDES

Each Area has a number of Transfer Points between different Bus Routes. Each Transfer Point has at least 2 Bus Stops within walking distance.

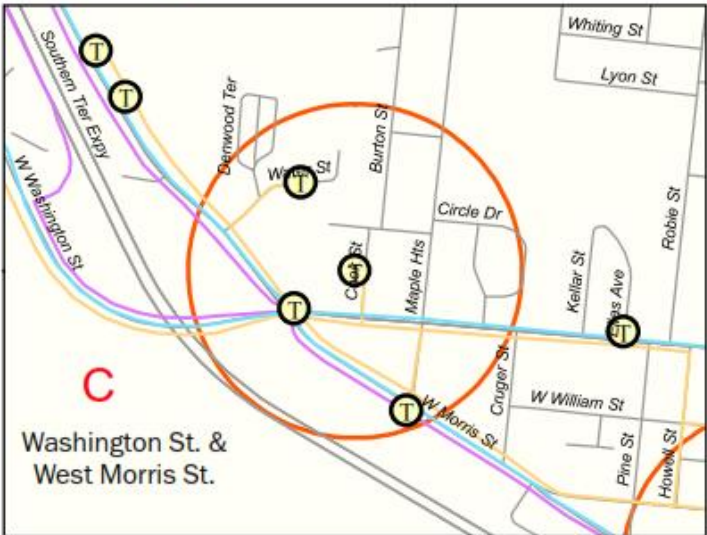
- Area 1: 4 Transfer Points
- Area 2: 1 Transfer Points
- Area 3: 5 Transfer Points
- Area 4: 6 Transfer Point

Steuben County Transit Transfer Area 1

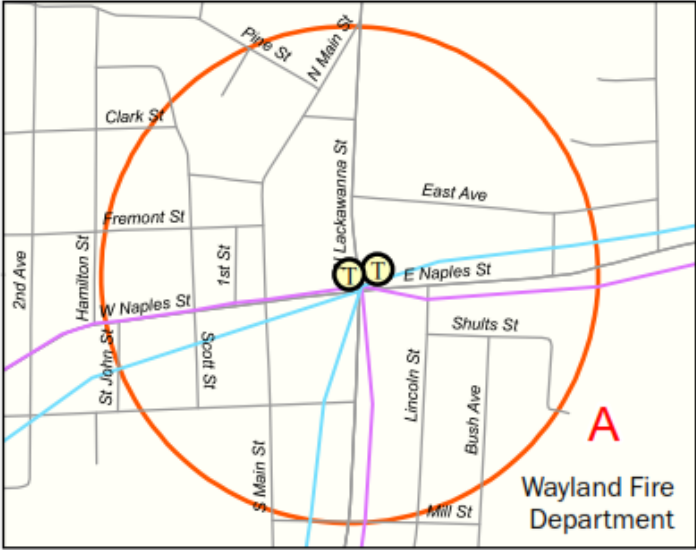
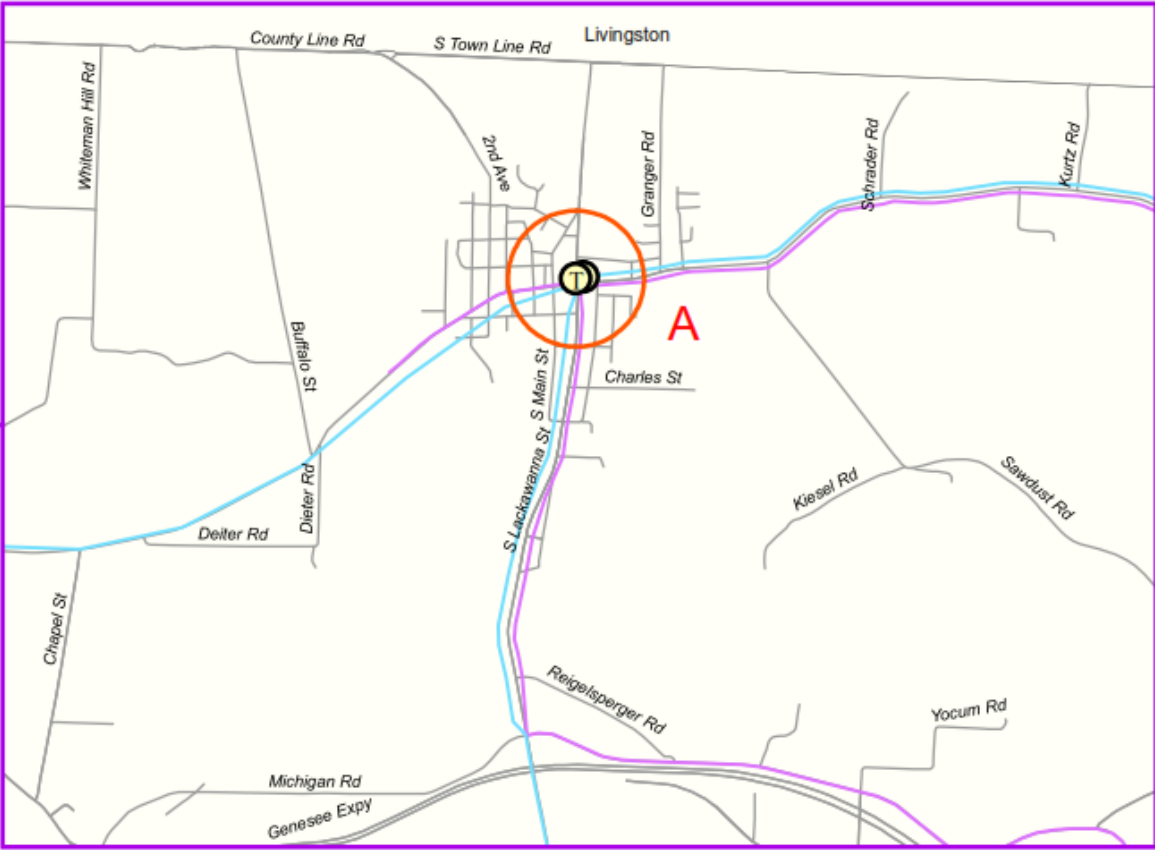


Area 1: 4 Transfer Points

- Bus Transfer Points
- Bus Stops
- Streets
- Bus Routes
 - CHEMUNG TRANSIT
 - CORNING-ERWIN AREA TRANSIT SYSTEM
 - HORNELL AREA TRANSIT
 - STEBEN COUNTY TRANSIT
 - STEBEN AREA RIDES



Steuben County Transit Transfer Area 2



Area 2: 1 Transfer Point

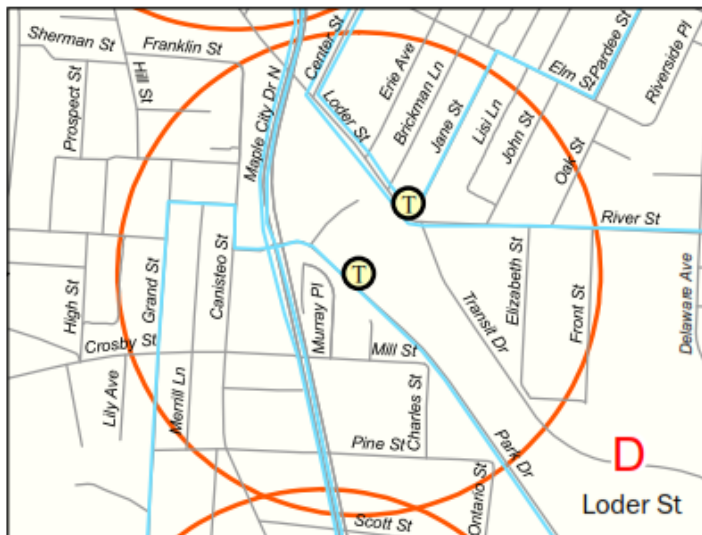
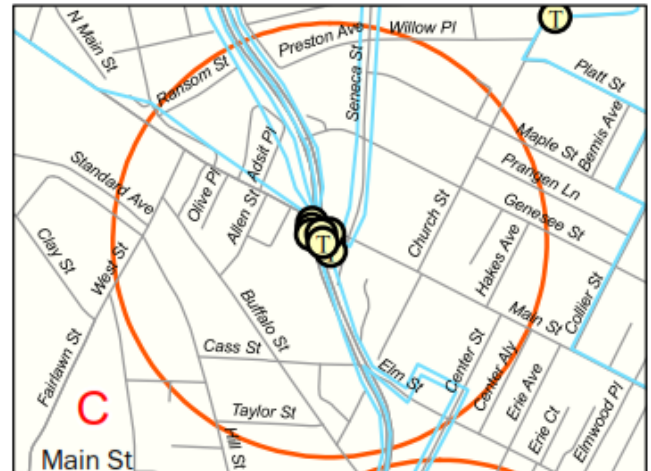
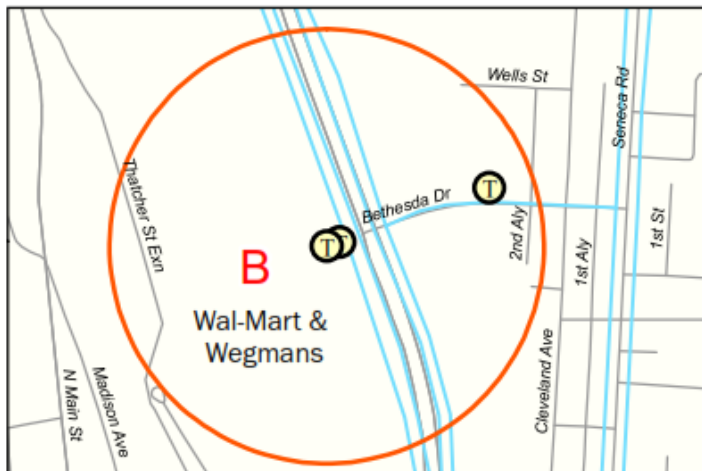
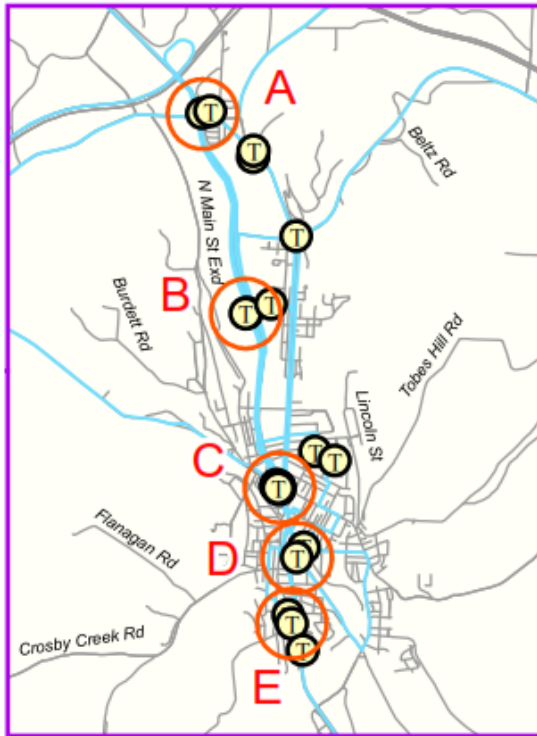
- Bus Transfer Points
- Bus Stops
- Streets
- Bus Routes
 - CHEMUNG TRANSIT
 - CORNING-ERWIN AREA TRANSIT SYSTEM
 - HORNELL AREA TRANSIT
 - STEUBEN COUNTY TRANSIT
 - STEUBEN AREA RIDES

Steuben County Transit Transfer Area 3

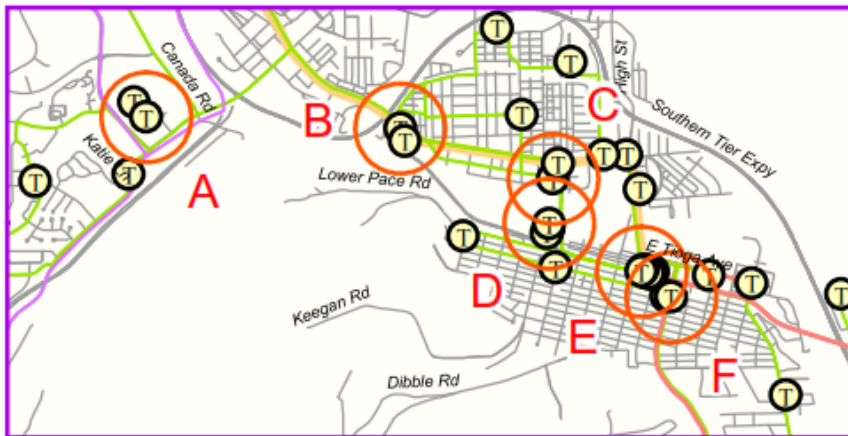


Area 3: 5 Transfer Points

- T Bus Transfer Points
- T Bus Stops
- Streets
- Bus Routes
- CHEMUNG TRANSIT
- CORNING-ERWIN AREA TRANSIT SYST
- HORNELL AREA TRANSIT
- STEUBEN COUNTY TRANSIT
- STEUBEN AREA RIDES

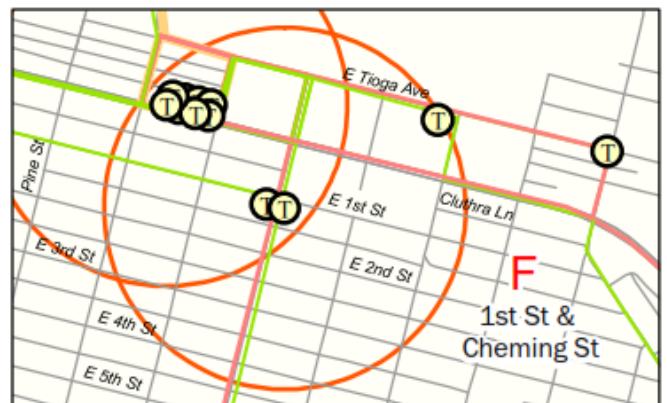
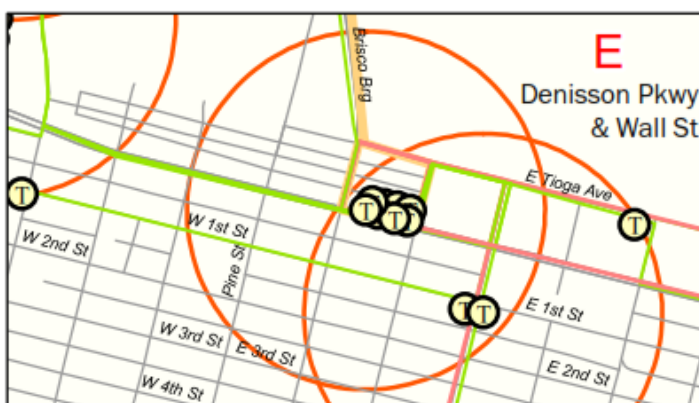
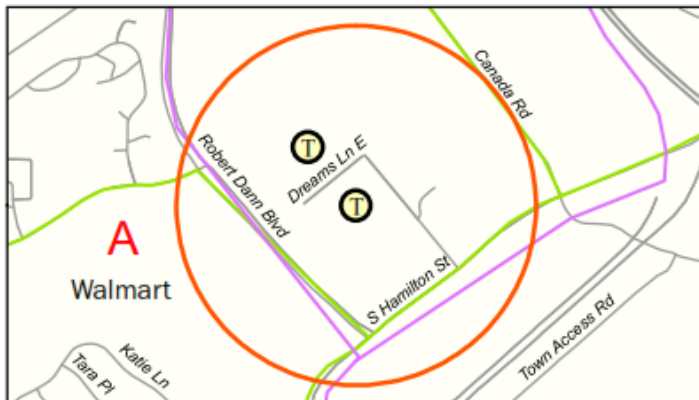


Steuben County Transit Transfer Area 4



Area 4: 6 Transfer Points

- Bus Transfer Points
- T Bus Stops
- Streets
- Bus Routes
- CHEMUNG TRANSIT
- CORNING-ERWIN AREA TRANSIT SYSTEM
- HORNELL AREA TRANSIT
- STEUBEN COUNTY TRANSIT
- STEUBEN AREA RIDES



Wait Times from Route Transfers

Origin Routes:	SCT: Hammondsport			SCT: Bath-Corning-Bath			SCT: Village of Bath			ARC: Addison			ARC: Jasper			ARC: Prattsburgh			ARC: Wayland			HAT: Bath		
Routes Transferred to:	Good	Mod	Poor	Good	Mod	Poor	Good	Mod	Poor	Good	Mod	Poor	Good	Mod	Poor	Good	Mod	Poor	Good	Mod	Poor	Good	Mod	Poor
SCT: Hammondsport										1	0	10	1	0	10	0	0	12	0	1	10			
SCT: Bath-Corning-Bath							0	4	5	1	0	9	2	0	9	0	0	8	0	1	9	2	0	8
SCT: Village of Bath				3	1	8				0	0	12	1	0	11	0	0	10	0	0	12	1	2	20
ARC: Addison	0	1	1	0	1	3	0	2	1				3	0	3	1	0	4	4	1	1	2	0	1
ARC: Jasper	0	1	1	0	0	3	0	1	2	4	0	1				1	0	4	2	2	1	1	0	2
ARC: Prattsburgh	0	1	1	0	1	1	1	0	1	1	0	2	1	0	2				2	0	1	1	0	1
ARC: Wayland	1	0	1	1	1	2	1	0	2	3	0	1	2	1	2	0	0	4				1	0	2
HAT: Bath				3	2	3	3	6	11	3	0	5	1	1	6	2	0	5	1	2	5			
Total:	1	3	4	7	6	20	5	13	22	13	0	40	11	2	43	4	0	47	9	7	39	8	2	34
Percentage:	13%	38%	50%	21%	18%	61%	13%	33%	55%	25%	0%	75%	20%	4%	77%	8%	0%	92%	16%	13%	71%	18%	5%	77%

Wait Times from Route Transfers

Origin Routes:	ARC: Wayland			HAT: Dansville/Wayland		
Routes Transferred to:	Good	Mod	Poor	Good	Mod	Poor
ARC: Wayland				0	0	1
HAT: Dansville/Wayland	0	0	2			
Total:	0	0	2	0	0	1
Percentage:	0%	0%	100%	0%	0%	100%

Wait Times from Route Transfers

Origin Routes:	HAT: Bath			HAT: Alfred			HAT: Canisteo			HAT: Dansville/Wayland			HAT: North			HAT: South			HAT: Inner City		
Routes Transferred to:	Good	Mod	Poor	Good	Mod	Poor	Good	Mod	Poor	Good	Mod	Poor	Good	Mod	Poor	Good	Mod	Poor	Good	Mod	Poor
HAT: Bath				4	1	6	5	4	5	4	0	9	4	0	5	2	3	5	2	2	7
HAT: Alfred	6	1	5				5	2	5	3	0	9	5	0	11	2	5	2	0	2	7
HAT: Canisteo	5	2	9	3	1	8				1	0	11	3	2	6	5	3	9	3	2	7
HAT: Dansville/Wayland	2	1	1	2	0	1	2	0	2				2	0	1	1	2	0	0	1	2
HAT: North	4	2	2	9	3	8	4	1	3	2	1	5				0	8	0	0	0	8
HAT: South	1	3	4	0	0	8	0	5	8	0	0	8	0	0	7				1	14	0
HAT: Inner City	2	1	5	0	0	8	4	1	3	0	0	8	0	0	7	0	0	14			
Total:	20	10	26	18	5	39	20	13	26	10	1	50	14	2	37	10	21	30	6	21	31
Percentage:	36%	18%	46%	29%	8%	63%	34%	22%	44%	16%	2%	82%	26%	4%	70%	16%	34%	49%	10%	36%	53%

Wait Times from Route Transfers

Origin Routes:	SCT: Bath-Corning-Bath			ARC: Addison			CEATS: CCC			CEATS: East Corning/Gibson			CEATS: Northside			CEATS: Southside			CEATS: Coopers Plains...		
Routes Transferred to:	Good	Mod	Poor	Good	Mod	Poor	Good	Mod	Poor	Good	Mod	Poor	Good	Mod	Poor	Good	Mod	Poor	Good	Mod	Poor
SCT: Bath-Corning-Bath							7	4	4	3	6	5	8	9	13	6	3	4	7	0	7
ARC: Addison																			1	1	0
CEATS: CCC	7	2	15							8	0	12	8	7	9	9	8	15	11	5	8
CEATS: East Corning/Gibson	3	3	10				8	0	8				5	4	7	5	4	7	4	0	11
CEATS: Northside	10	2	18				9	6	4	6	5	7				9	1	17	11	8	20
CEATS: Southside	4	2	14				13	7	10	7	4	8	9	10	11				12	4	13
CEATS: Coopers Plains...	3	5	16	1	0	21	13	2	8	11	1	9	17	14	33	12	8	19			
Total:	27	14	73	1	0	21	50	19	34	35	16	41	47	44	73	41	24	62	46	18	59
Percentage:	24%	12%	64%	5%	0%	95%	49%	18%	33%	38%	17%	45%	29%	27%	45%	32%	19%	49%	37%	15%	48%

Summary of Wait Times Across All Areas		
Wait Time	Count	Percent
Good	402	26.84%
Mod	241	16.09%
Poor	855	57.08%
Total	1498	100.00%

Summary of Wait Times in Transfer Area 1		
Wait Time	Count	Percent
Good	58	17.06%
Mod	33	9.71%
Poor	249	73.24%
Total	340	100.00%

Summary of Wait Times in Transfer Area 2		
Wait Time	Count	Percent
Good	0	0.00%
Mod	0	0.00%
Poor	3	100.00%
Total	3	100.00%

Summary of Wait Times in Transfer Area 3		
Wait Time	Count	Percent
Good	98	23.90%
Mod	73	17.80%
Poor	239	58.29%
Total	410	100.00%

Summary of Wait Times in Transfer Area 4		
Wait Time	Count	Percent
Good	247	33.15%
Mod	135	18.12%
Poor	363	48.72%
Total	745	100.00%

***Details regarding each transfer point, stop times, and wait times have been included in a separate document for the Steuben County Coordination Assessment as provided by Foursquare ITP.

Appendix G: List of References for Case Studies and Best Practices

Boulder, Colorado – Innovative Approached to Increasing Ridership

Transit Works. (2014). Building ridership: Making transit fun, attractive. Kansas City Regional Transit Alliance. Retrieved from <http://www.transitworksforus.org/building-ridership-make-transit-fun-attractive/>.

Community Transit – Increasing Efficiency in Highly Demanded Services

Community Transit. (2013). Community transit plans to increase ridership. Community Transit. Retrieved from <https://communitytransit.org/newsrelease/1517>

Elmira-Chemung Transportation Plan 2035

Elmira-Chemung Transportation Council. (2014). Elmira-Chemung transportation plan 2035: Challenges and opportunities. Retrieved from http://www.chemungcountyny.gov/document_center/Transportation%20Council/Long%20Range%20Transportation%20Plan.pdf.

Meals on Wheels PLUS Application for 5310 Funds

Meals on Wheels PLUS of Manatee. (2017). Presentation by Meals on Wheels Plus for FTA Section 5310 Vehicles. Retrieved from <http://www.mympto.org/images/PDF/mtdpackets/jan2017/meals-5310.pdf>.

Principles for Improving Transportation Options in Rural and Small Town Communities

Shoup, L., & Homa, B. (2010). Principles for improving transportation options in rural and small town communities. Transportation for America. Retrieved from <http://t4america.org/wp-content/uploads/2010/03/T4-Whitepaper-Rural-and-Small-Town-Communities.pdf>.

Riverside County, California – “Do the Ride Thing” Program

Riverside County Transportation Commission & San Bernardino County Transportation Authority. (2016). Do the ride thing. *iecommuter.org*. Retrieved from <http://ie511.org/rideshare/incentives/do-the-ride-thing>.

South Bend Transportation Corporation – Driver Training to Increase Ridership

Federal Transit Administration. (2004). Innovative practices for increased ridership. United States Department of Transportation. Retrieved from <http://ftawebprod.fta.dot.gov/BPIR/BestPractices/BP-Search.aspx>.

Vermont Public Transit Authority – Mobility Management Options

Burkhardt, J. E., et. al. (2004). Toolkit for rural community coordinated transportation services. Transportation Research Board. Retrieved from http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp_rpt_101.pdf.

Washington Department of Transportation – Intercity Bus Program through 5311 (f) Funds

Washington State Department of Transportation. (2017). Travel Washington intercity bus program. Retrieved from <https://www.wsdot.wa.gov/transit/intercity>.

Appendix H: List of Funding Resources

BOCES – Commercial Driver’s License

GST BOCES. (2017). Commercial driver’s license. Adult Education and Career Services. Retrieved from <http://www.gstboces.org/adulted/cdl.cfm>.

Care Compass Network – Innovation Funds

Care Compass Network. (2016). Innovation funds for DSRIP year 3. Retrieved from http://carecompassnetwork.org/wp-content/uploads/2016/11/CCN_FN7-Innovation-Fund-RFP-DY3.pdf.

FTA – 5310, Seniors & Individuals with Disabilities

Federal Transit Administration. (2017). Enhanced mobility of seniors & individuals with disabilities – Section 5310. U.S. Department of Transportation. Retrieved from <https://www.transit.dot.gov/funding/grants/enhanced-mobility-seniors-individuals-disabilities-section-5310>.

FTA – 5311, Rural Areas

Federal Transit Administration. (2017). Formula grants for rural areas – 5311. U.S. Department of Transportation. Retrieved from <https://www.transit.dot.gov/rural-formula-grants-5311>.

FTA – 5311 (f), Intercity Buses

Federal Transit Administration. (2014). Formula grants for rural areas: Program guidance and application instructions. U.S. Department of Transportation. Retrieved from https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/FTA_Circular_9040_1Gwith_index_-_Final_Revised_-_vm_10-15-14%281%29.pdf.

STOA – State Operating Assistance

Department of Transportation. (2017). State operating assistance (STOA). *Public Transportation Funding Sources*. New York State. Retrieved from <https://www.dot.ny.gov/divisions/policy-and-strategy/public-transportation/funding-sources/STOA>.

WIOA – CSS Workforce NY, Customized Training

CSS Workforce NY. (2010). Customized training. Retrieved from <http://www.csswfny.com/index.php?page=customized-training>

Appendix I: Transit Provider Destinations & Stops

Transportation Provider	Area Served
CTRAN	Corning to Elmira
CEATS	Corning, Painted Post, Gang Mills, Coopers Plains (also provides free service to Corning Museum of Glass)
HORNELL AREA TRANSIT	City of Hornell, Town of Alfred, Almond, Bath, Canaseraga, Canisteo, Cohocton, Dansville, and Wayland.
STEBEN AREA RIDES	Addison, Bath, Jasper, Prattsburg, Pulteney, and Wayland
STEBEN COUNTY TRANSIT	Bath, Corning, Village of Bath, Hammondsport
SCHUYLER TRANSIT	Montour Falls, Odessa, Watkins Glen, and connections to Corning, Tompkins County, and rural areas.

Transportation Providers, Routes and Stops

CTRAN

Southtown - 4 stops: Transit Center, Maple & Miller Southtown Plaza, Elmira High School

Bulkhead – 8 stops: Transit Center, Edward Flannery Apartments, Chemung Co. DMV/DSS Bldg., Pennsylvania Ave. and Cedar St., southport Plaza, Park Terrace Apts., Broadway & Southport, S. Walnut & Mt. Zoar.

Hospital Loop – 7 stops: Transit Center, Park Place and Clinton, Clinton and Hoffman St., Arnot Ogden Medical Center, Hathorn Court, Matthews & Sullivan, Sullivan St.

Crosstown – 6 stops: Transit Center, Church and Hoffman, Water and Curren, Water and Hoffman, Psychiatric Center, St. Joseph's Hospital.

Lake Road – 6 stops: Transit Center, Lake and Washington, Willa Serene, Hanover Square, Bethany Village, Grand Central Plaza

Shopper Shuttle – 9 stops: Arnot Mall, Michaels, Staples/Old Navy, Tops Sam's Club, Hobby Lobby, Target/Best Buy, Kohl's/Dick's, Walmart, Simmons-Rockwell/Outback.

Grand Central – 6 stops: Transit Center, Grand Central and Division, Grand Central and 14th St., Grand Central Plaza, Arnot Mall Door 4, consumer Square

Mall Express – 8 stops: Transit Center, College and Washington, College and 14th, Broad St. and Westinghouse Rd., Arnot Mall, Consumer Square, Walmart, Grand Central Plaza.

Tioga-Downs/Elmira-Owego – 13 stops: Transit Center, Maple & Cedar, Wellsburg-Dandy, Wellsburg – Front St. and Main St., Chemung-Dandy, CVS Distribution Center, Waverly (Elizabeth Sq.), Elderwood Health Care, Robert Packer Hospital (Main Entrance), Nichols/Tioga Downs, Owego (County Offices on Academy St.), Owego (ACHIEVE), Owego (Tioga County HHS Route 38).

Southside Loop – 6 stops: Transit Center, Flannery Apts, Maple and Miller, Southtown Plaza, Southport Plaza, Hudson and Walnut.

Elmira-Corning – 9 stops: Transit Center, College Avenue & McCanns, Grand Central Plaza, Arnot Mall, CCC ACP Campus, MeMet's Candy, Big Flats Post Office, Corning Transit Center, Corning Community College.

Elmira/Airport Corp Park – 4 stops: Transit Center, College Ave & McCanns, Grand Central Plaza, Airport Corporate Park.

Elmira-Ithaca – 10 stops: Transit Center, Elmira Park & Ride, Grand Central Plaza, Tate's Park & Ride, Breesport, Erin, Van Etten, Spencer, Ithaca, Alpine Park & Ride.

CEATS

Community College – 3 stops: Corning Transit Center, 1st Street and Chemung, Corning Community College.

East Corning/Gibson – 6 stops: Corning Transit Center, Tioga Center, Tioga Street & Conhocton St., Guthrie Hospital, Criminal Justice Center, Crystal Lanes, Gibson Fire Department.

Northside – 9 stops: Corning Transit Center, Guthrie Clinic Centerway, Pulteney and Baker Street, Stewart Park Apts./Spruce Street, Winfield Elementary Kingsbury Ave and Winfield, Northside Blodgett Middle School Onondaga and Dodge, Pulteney Plaza, Senior Citizen Apts William Street, Wegman's Plaza.

Southside – 8 stops: Corning Transit Center, Wegman's, Mountainbrow Village Field St., State and 1st Street, 1st and Chemung Street, Day Springs I and Day Springs II, Corning Town Hall Elm Street (on request), Salvation Army/Family Dollar South Corning.

Coopers Plains/Gang Mills/Painted Post – 10 stops: Corning Transit Center, Wegman's Pulteney and Bridge, Corning-Painted Post High School, Burger King, Victory Village, Coopers Plains, Wal-Mart, Hampton Inn, Morningside Drive.

HORNELL AREA TRANSIT

Inner City Route – 20 stops: Parking Lot #3 @ Bus Shelter, State St./Fulton St./Church St., Church Street Court, Platt St./Sawyer St. Site/Maple St., Collier St./Main St./Pardee St., elm St./Jane St./Loder St. (Stop & Shop), Pleasant St./Grand St./Crosby St., W. Pine St./S. Division/W. VanScoter, St. James Hospital, Maple court homes, Railroad Center Plaza (Save-A-Lot), Park Dr./E.Ave./E. Main St., E. Main/River St., Loder/Center St., Mantal Health Center, Aldi's, Value Center/Dollar General/Sears Plaza, Wegmans/Wal-Mart Plaza, Mercy Care Bethesda Medical Center, Main St./Broadway.

Bath Route – 7 stops: Lot #3 @ bus shelter, 70A & Sen.Rd. (N. Hornell), Howard, 70A & 415, Bath VA Center, Bath, Liberty & Washington St.

Alfred Route – 9 stops: Lot # bus shelter, Wal-Mart/Wegmans Plaza (Hornellsville), Thacherville, almond Post Office, main St./Glen Ave. Alfred, Maple Apartments, SUNY Administration Bldg., W. University/N. Main, Downtown Alfred.

Canisteo – 7 stops: Lot #3 Bus Shelter, Canistota St./W. VanScoter, W. Main/Taylor St., Russell St./Academy St., Greenwood St./8th St., maple St./Main St., Cy's Shurfine/Route 36.

Dansville-Wayland Service – 5 stops: Lot #3 Hornell, Wayland fire Dept., Dansville Police Dept., Arrive Canaseraga Sugar Creek, Arkport.

STEBEN AREA RIDES

Addison/Bath – 8 stops: Arc of Steuben, Industrial Park Rd., Dana Lyons, Liberty Square, Dollar Store/Tuscarora St. St., Acorn Mart, Wal-Mart/Gang Mills, Rte 125 & 333, Ira Davenport Hospital.

Jasper/Bath – 8 stops: Arc of Steuben/Industrial Park Rd., Dana Lyons School, Liberty Square, Corner Cty Rte 71 & Cty Rte 72, corner Cty Rte 123, Corner Cty Rte 71 & State Rte 417, Main St., IRA Davenport Hospital.

Prattsburgh/Pulteney/Bath – 6 stops: Arc of Steuben/Industrial Park Rd., Main St., Library, IRA Davenport Hospital, Dana Lyons, Liberty Square

Wayland/Bath – 8 stops: Arc of Steuben (Bath), Dana Lyons (Bath), Liberty Square (Bath), Main St. (Wayland), Country Store (N. Cohocton), N. main St. (Avoca), Smokey's Truck Stop/Rte.17 (Kanona), IRA Davenport Hospital.

STEBEN COUNTY TRANSIT

Bath-Corning-Bath - 5 stops: Liberty & Washington St., Bath County Building, Savona Rte. 415/Rte 226, Tops Plaza Corning, Corning Transit Center

Village of Bath - 11 stops: Dana Lyon School, Bath County Building, Mountain View Apartments, Lake County Estates, Pro-Action Building, Tops Plaza, Salvation Army Plaza, Spring Meadows Apartments, Save a Lot & Tractor Supply Plaza, K-Mart, Bath Veterans Hospital.

Hammondsport: - 5 stops: Old Dana Lyon School, Lakeview Apartments, Dollar General, IRA Davenport Hospital, Lake Street.

SCHUYLER TRANSIT

Fixed Route – 13 stops: Wal Mart, Seneca Harbor Park, Decatur & 9th, 12th St. & Porter St., Tops/CVS, Primary Care, Schuyler Hospital, Main St. & Montour St., Human Services Complex, Havana Glen, Broadway St., Rock Cabin Park, Odessa Municipal Building.

Corning Connection – 4 stops: (Watkins Glen) 12th & Porter Street, Tops
(Montour Falls) Human Services Complex
(Corning) Transportation Center

Rural Connection - 7 stops: 12th & Porter Street, Walmart, Route 414 & Tichenor, Route 414 & Beckhorn, Reynoldsville Church Route 227, Bennettsburg, Burdett-Mill St. & Main St.

Tompkins Connection – 7 stops: 12th & Porter, Schuyler Hospital, Walmart, Burdett, Mecklenburg Park N Ride, Enfield Park N Ride, Cayuga Medical Center.

Fees and Purchase Options

Transportation Provider	Fees	Purchase Location Options
CTRAN	<u>All Routes, except 20 & 20E</u>	- Chemung County Transportation Center - C TRAN Administrative Offices - First Transit Regional Office - Snack-N-More at Arnot Mall - Jubilee - Miniers
	Cash fare each boarding.....\$1.75	
	5 and under.....\$FREE	
	Disabled, Senior, Youth, Medicare.....\$0.85	
	Monthly Pass.....\$60.00	
	Senior/Disabled Pass.....\$45.00	
	CCC Semester Pass.....\$210.00	
	Ithaca Commuter Monthly Pass.....\$75.00	
	Elmira-Owego Monthly Pass Zone 1 or 2.....\$60.00	
	Elmira-Owego Monthly Pass Zone 1 & 2.....\$75.00	
	<u>Route 30X</u>	
	Elmira, Horseheads, Tates – Cornell.....\$6.00	
	Alpine-Cornell.....\$3.50	
	Cornell-Spencer.....\$3.50	
	Spencer-Grand Central Plaza.....\$3.50	
	Van Etten-Grand Central Plaza/Elmira.....\$2.50	
	Grand Central Plaza-Elmira.....\$1.75	
	<u>Routes 20 & 20E</u>	
	Cash fare each boarding.....\$2.25	
	5 and under.....\$FREE	
	Disabled, Senior, Youth, Medicare.....\$1.10	
	<u>Route 10: Elmira-Owego Zone</u>	
	Zone 1: Elmira-Sayre.....\$3.00	
	Zone 2 : Sayre-Owego.....\$3.00	
	Zones 1 and 2.....\$6.00	

	Zone 1 or 2 Monthly Pass.....\$60.00 Zone 1 and 2 Monthly Pass.....\$75.00 <u>Fares for Route Deviation/Demand Response Service</u> Cash fare each boarding.....\$3.50 Disabled, Senior, Youth, and Medicare each boarding.....\$1.70	
CEATS	<u>All Routes</u> Disabled, Senior, Youth, Medicare\$0.50 Monthly Pass.....\$25.00 CCC Semester Pass.....\$85.00 <u>Route Service Fares for Deviation/Demand Response Service</u> Cash Fare Each Boarding.....\$2.00 Disabled, Senior, Youth, Medicare\$1.00	
HORNELL AREA TRANSIT	All Routes System Pass\$51.00 Alfred Route.....\$2.25 Alfred Route Pass.....\$36.00 Bath Route.....\$2.00 Bath VA to Bath.....\$0.75 Bath Route Pass\$36.00 Canisteo Route.....\$2.00 Canisteo Route Pass.....\$36.00 Dansville/Wayland (One way).....\$4.50 Inner City (Includes 4 (1/2) fare Dial-A-Rides).....\$27.00 Dansville/Wayland (Round Trip).....\$7.50 Work Ride within Hornell.....\$36.00 Inner City Route (4).....\$1.50 Student Semester Pass (Hornell to Alfred or Bath).....\$90.00 Inner City Route – Seniors.....\$0.75 Student Semester Pass (Bath or Canisteo to Alfred).....\$126.00 Student (Alfred Route only with ID - No charge for AU students to Wal-Mart Plaza).....\$2.00 Children under 5 (One per fare paying adult).....Free Children 6-10 years old (One per fare paying adult).....1/2 Fare Regular Dial-A-Ride (With 2 hrs notice or more \$3.00).....\$3.75 Pack of 11 One Way Tickets - Alfred Route & Dial-A-Ride\$22.50 Work Ride- Within Hornell.....\$2.25 Pack of 11 One Way Tickets - Work Ride.....\$18.75 Pack of 11 One Way Tickets - Bath & Canisteo Routes.....\$15.00 Pack of 11 One Way Tickets - Inner City Route - Regular Fare..\$11.25 Pack of 11 One Way Tickets - Bath VA to Bath & Inner City Route - Seniors aged 60+.....\$7.50	Passes may be purchased at the office between 7AM-4PM, M-F, or by request to purchase passes on the bus. Call for availability on ALL passes!
STEUBEN AREA RIDES	One-way cash fare.....\$1.50 Children under 5 when accompanied by fare paying adult.....FREE Children 5-10 when accompanied by fare paying adult.....\$0.75 Senior Citizen/Disabled.....\$0.75 Monthly Pass.....\$35.00 Route deviation within ¾ mile of fixed route (requires minimum 24 hours notice).....\$3.00 Door-to-door service (requires minimum 72 hours notice).....Please Call	Monthly passes may be purchased from the driver or at One Arc Way (6838 Industrial Park Road), Bath, N.Y.
STEUBEN COUNTY TRANSIT	<u>Fares for Regular Route Service</u> Cash Fare Each Boarding..... \$1.00 Disabled, Senior, Youth, Medicare.....\$0.50	Steuben County Public Works Office, 3 rd floor, MISBA Mart in Bath on Liberty Street

	Monthly Pass\$36.00 Corning Community College Semester Pass.....\$112.00 <u>Fare for Route Deviation/Demand Response Service</u> Cash Fare Each Boarding.....\$2.00 Disabled, Senior, Youth, Medicare.....\$1.00	A Semester Pass/sticker is available for students at the CCC Bookstore (August thru December /January thru May)
SCHUYLER TRANSIT	<u>Fixed Route Transportation</u> Cash Fare Each Boarding.....\$1.00 Senior/Disability.....\$0.50 Corning & Tompkins Connections.....\$2.00 Child Fare (age 5+).....\$1.00 Monthly Pass.....\$30.00 Senior/Disability Monthly Pass.....\$15.00 Route Deviation.....\$0.50 per deviation <u>Corning Connections</u> Cash Fare Each Boarding.....\$2.00 Children under 5 when accompanied by fare paying adult.....FREE 10 Ride Commuter Card.....\$18.00 Corning Connections Month Pass \$50.00 Corning Connections Semester Pass.....\$210.00 <u>Rural Connections</u> Cash Fare Each Boarding \$1.00 Senior/Disability..... \$0.50 Children under 5 when accompanied by fare paying adult.....FREE Child Fare (age 5+).....\$1.00 Monthly Passes.....\$30.00 Senior/Disability Pass.....\$15.00 <u>Tompkins Connections</u> Cash Fare per boarding:.....\$2.00 Monthly Pass \$60.00 Children under 5 when accompanied by fare paying adult.....FREE <u>Dial a Ride</u> \$4 each way \$2 each way for zip codes 14891 & 14865	Monthly passes may be purchased on busses (exact change), at www.SchulyerCountyTransit.org , or at the Schulyer County Transit Office.