

An aerial photograph of a landscape featuring a river on the left, a golf course in the center, and a residential area with a highway on the right. The text is overlaid on this background.

| WELCOME

TCAT 2020 Transit Development Plan Public Open House

Virtual Meeting
May 25, 2021



**Sam
Schwartz**

| TCAT Updates

- **TCAT's Service Update**

- Summer service starts May 30, 2021
- For more information go to: <https://tcatbus.com/tcats-2021-summer-service-starts-sun-may-30/>

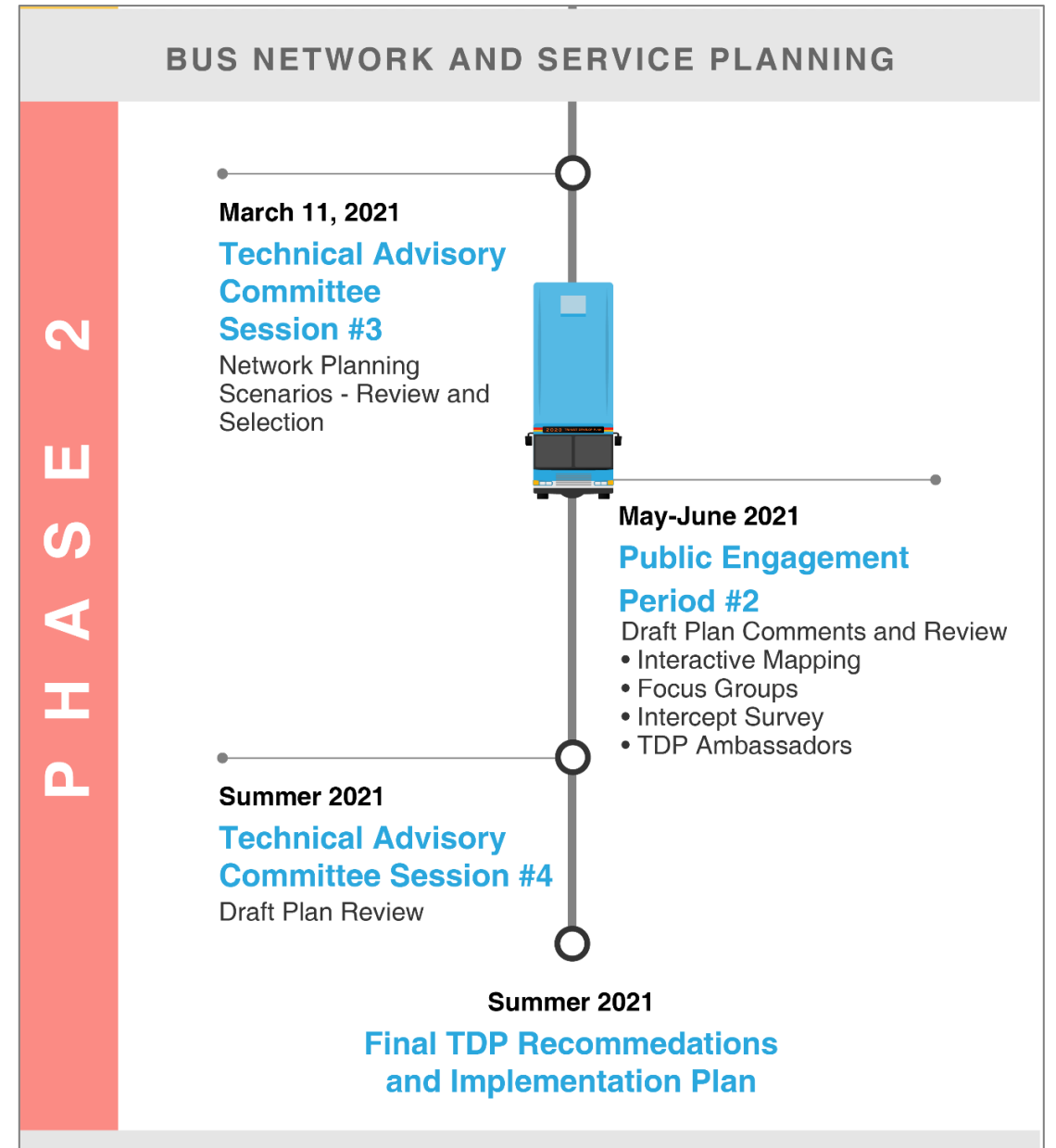
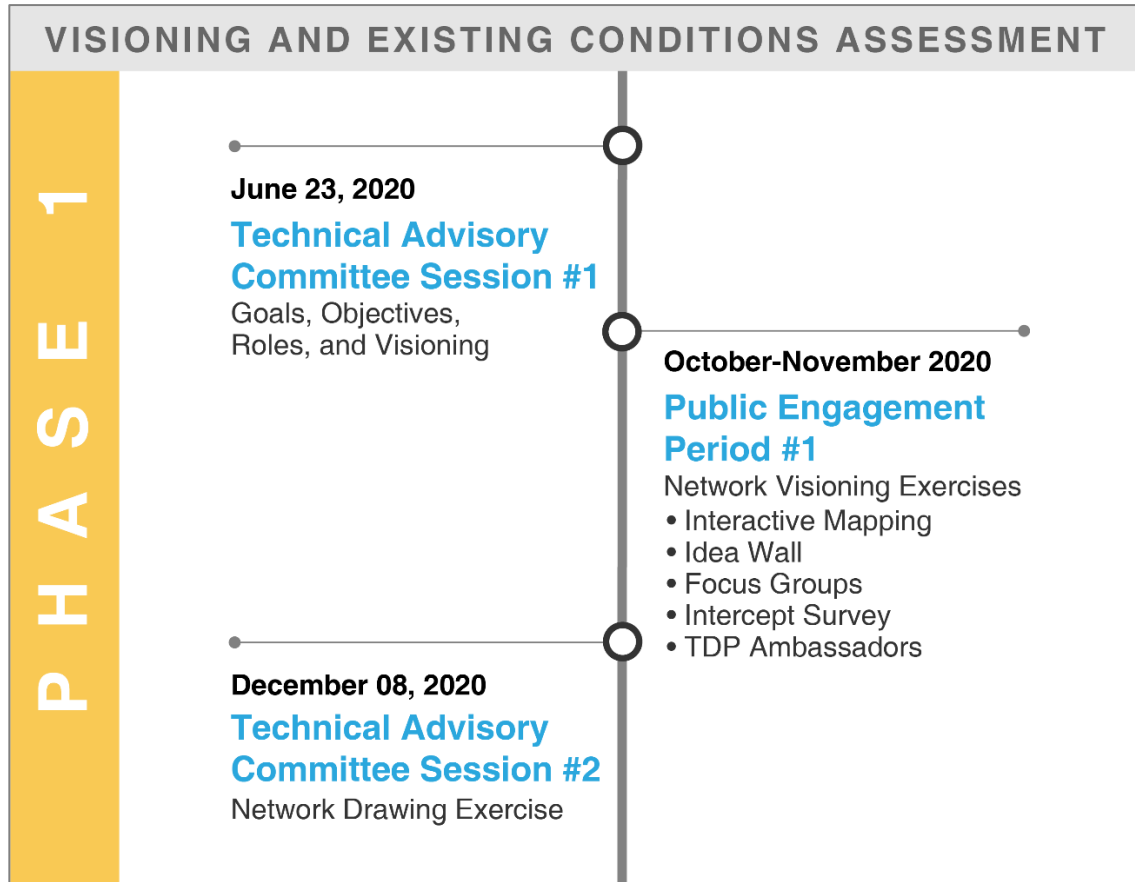
- **TCAT continues to adhere to strict pandemic safety practices**

- For more updates on our pandemic policies, go to: <https://www.tcatbus.com/frequently-asked-questions-about-tcat-the-coronavirus-crisis/>

| Open House Program

- **Main Room (45 min)**
 - Introductions
 - TDP 2020 Overview
 - Proposed Draft Plan
- **Breakout Rooms (30 min)**
 - Small Group Discussion
- **Main Room (15 min)**
 - Reporting Back
 - Wrap Up

Project Timeline



DRAFT PLAN

PROPOSED ROUTE CHANGES



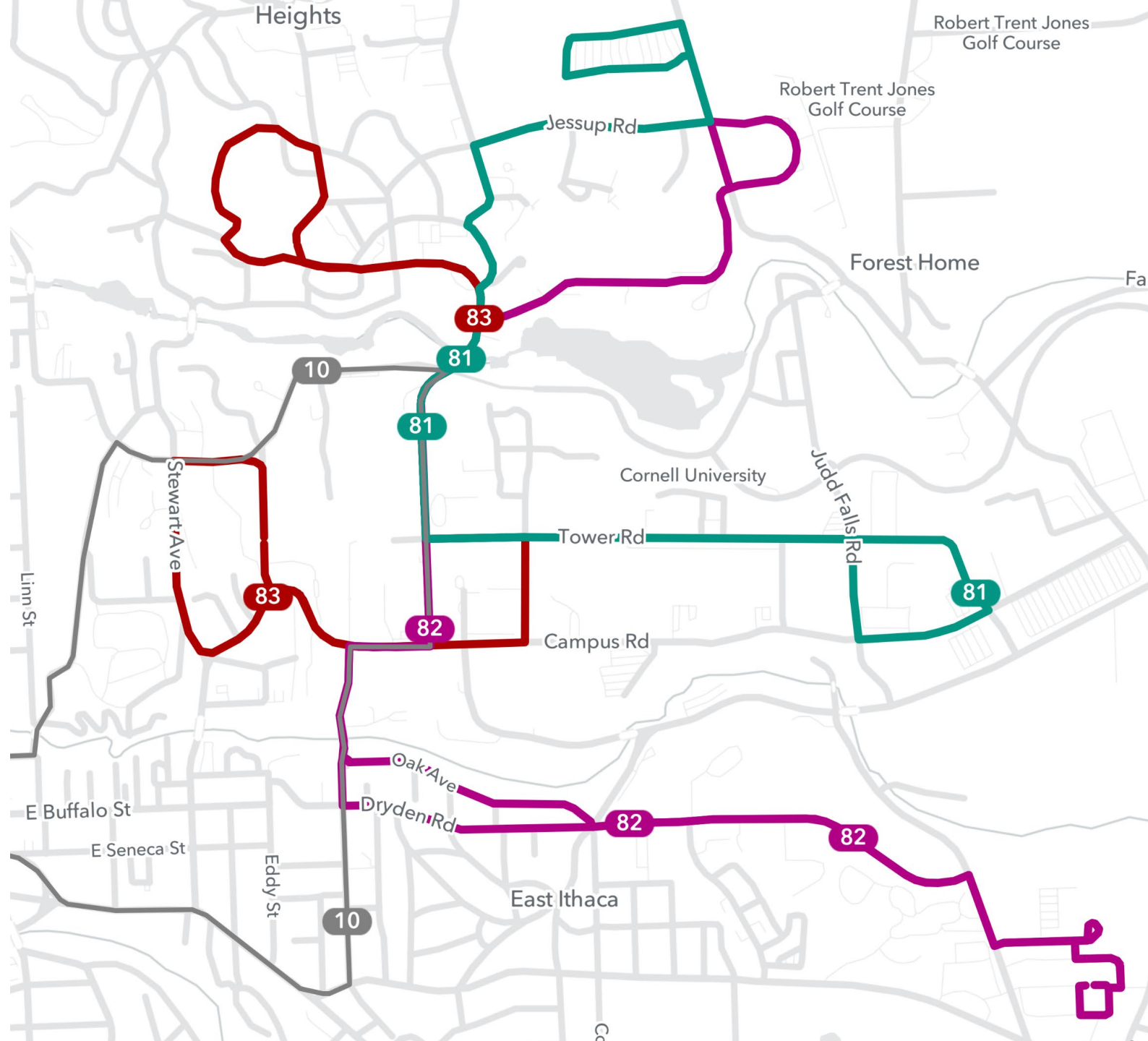
**Sam
Schwartz**

| Bus Network Draft Plan

- Proposes route streamlining and adjustment to address new demands
- Reflects Transit Advisory Committee (TAC) and public comments
- Creates an enhanced bus corridor with high-frequency service and improved amenities
- Maintains good service for vulnerable communities throughout Tompkins County
- Reduces the demand-supply gaps identified in the existing conditions assessment
- Rebrands and renames routes to enhance service understanding

Campus Routes Weekdays (7am-7pm)

81	Operates between A Lot, East Ave and E. Campus, in both directions, 7am to 7pm.
82	Operates between Hasbrouck Apts. and East Plaza. Frequency improved to 15min all day.
83	Operates between W. Campus, Central Campus, and Cornell Heights. Service frequency will be 12-24min instead of 15min.
83W	Discontinued; will not be reinstated.

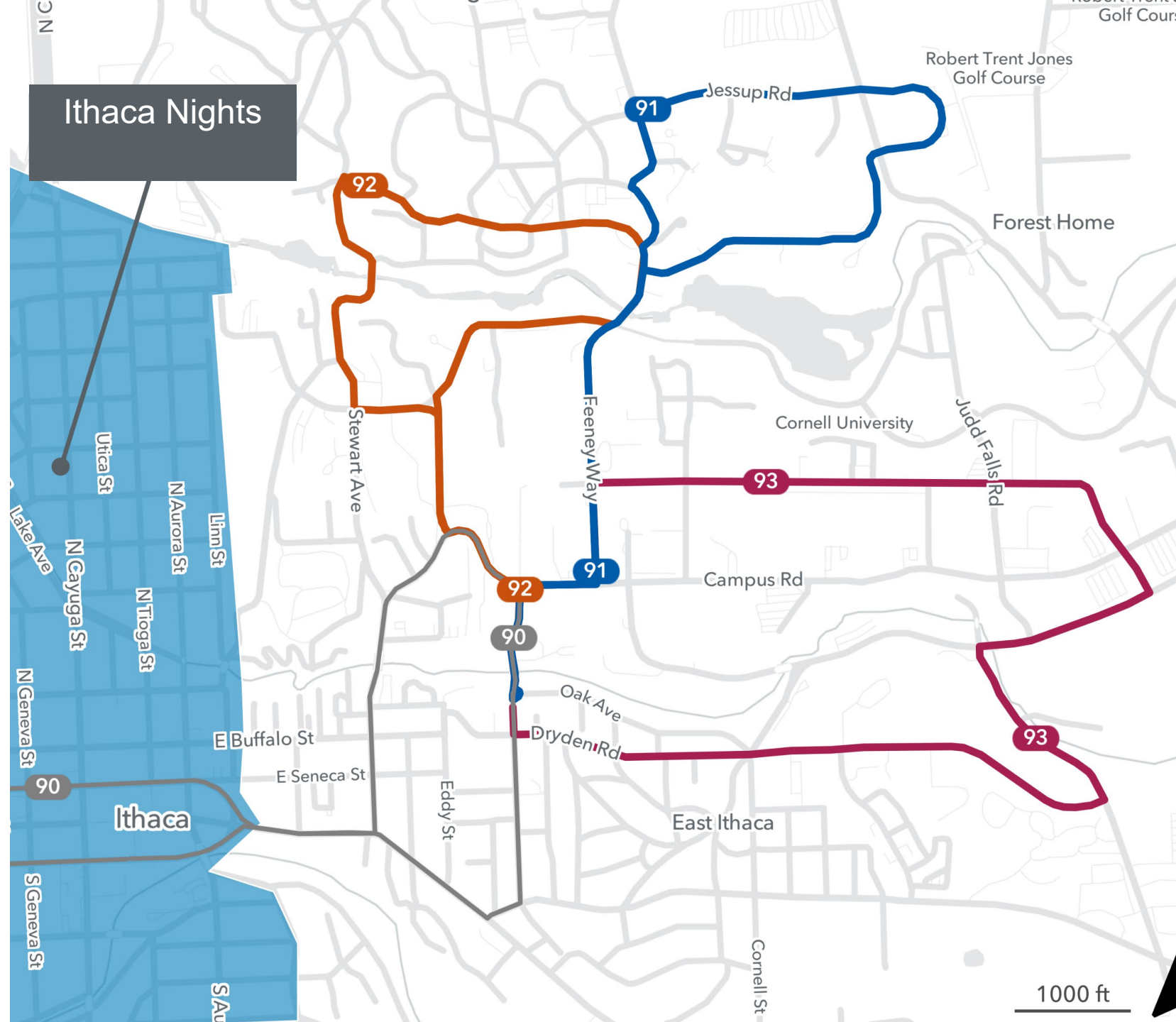


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Campus Routes Nights (7pm-2am)

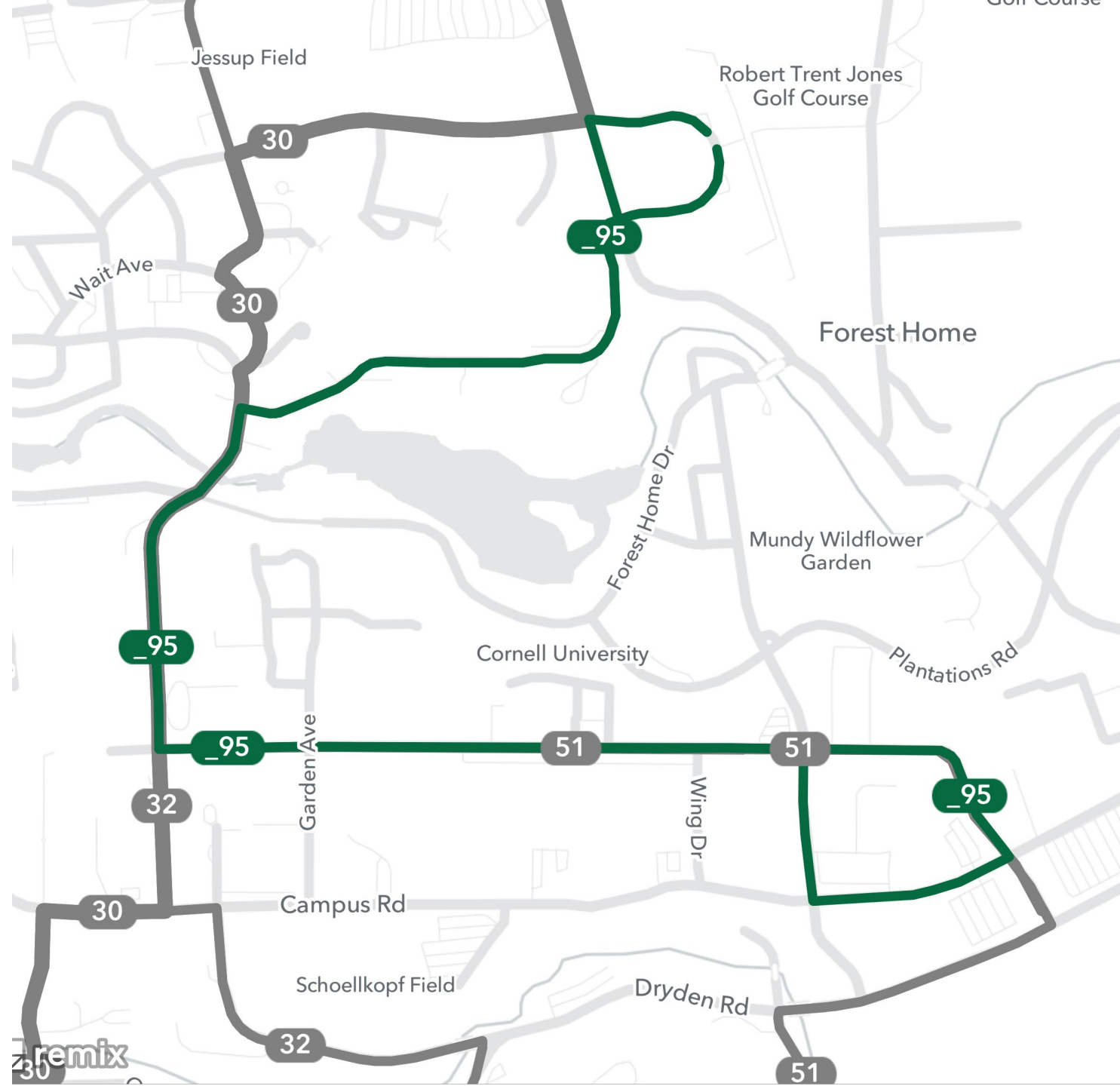
91	Provides night service between Hasbrouck, N. Campus, and Collegetown, where riders can transfer to the #90.
92	Serves the high-demand market in W. Campus and Cornell Heights.
93	Provides CCW loop service on Tower Rd, Collegetown, and Maple Ave.
90	Provides night service between the Commons and Collegetown, where riders can transfer to the #91 and continue to North/Central campus.



Campus Routes Weekend Service

95

Provides direct, bi-directional service between A Lot, East Ave and E. Campus.

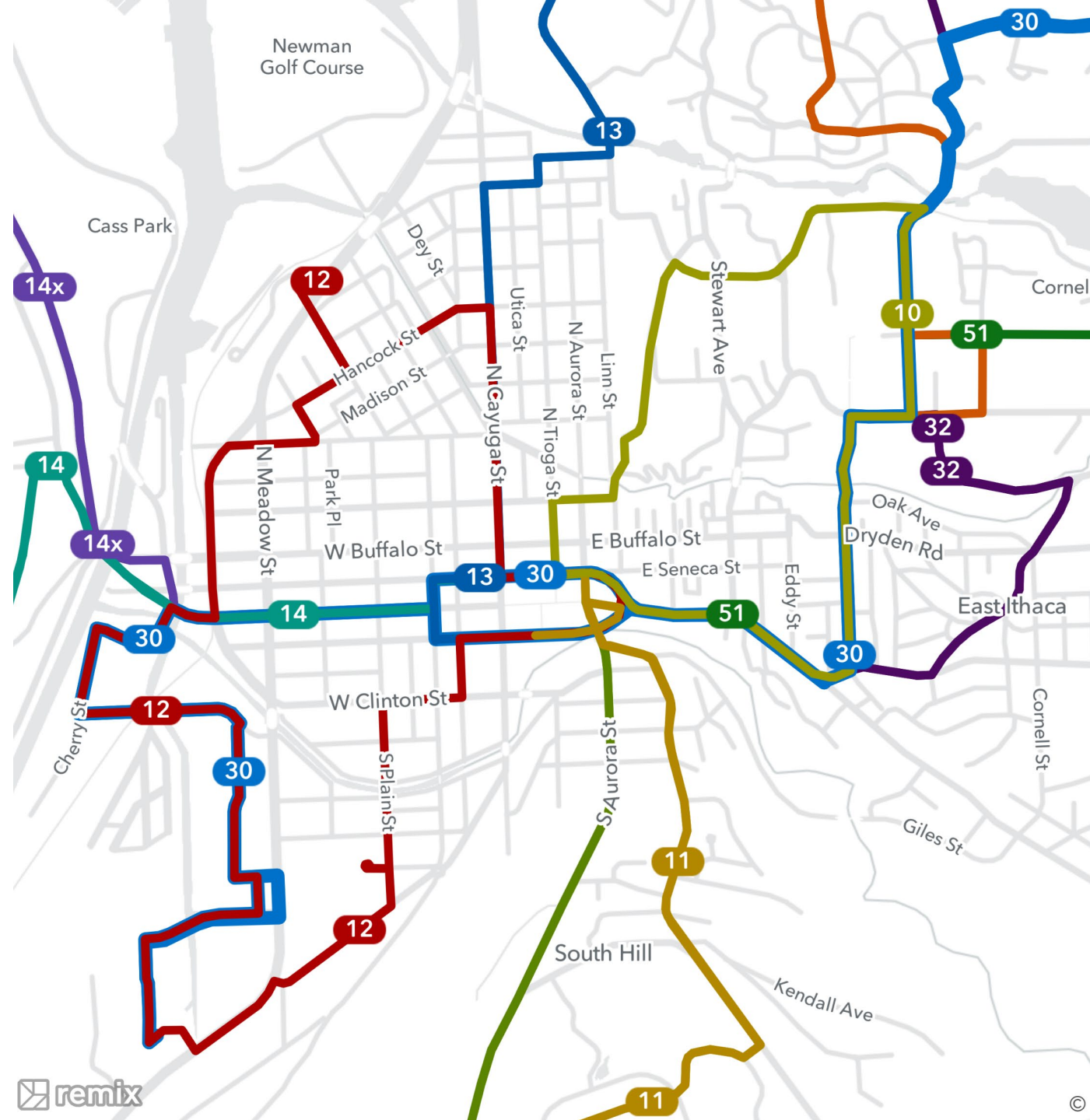


Remix:

<https://platform.remix.com/map/39604b7b?latlng=42.44758,-76.47928,13.557&public=true>

Urban Routes (Central Ithaca)

10	Increases frequency to every 5min during peaks and every 10min off peak.
11	Adds hourly service nights and weekends; truncates at IC Towers; consistent in both directions.
11S	Discontinued. Riders will instead transfer between the #11 and #30 at Ithaca Commons.
12	Combines routes #13S and #15 in a one-way CCW loop.
13S	Replaced by the #12.
15	Discontinued; riders will use the #12 and the #30.
64	Serves Danby Rd between South Hill and Kings Rd, replacing the #11 service on that segment.



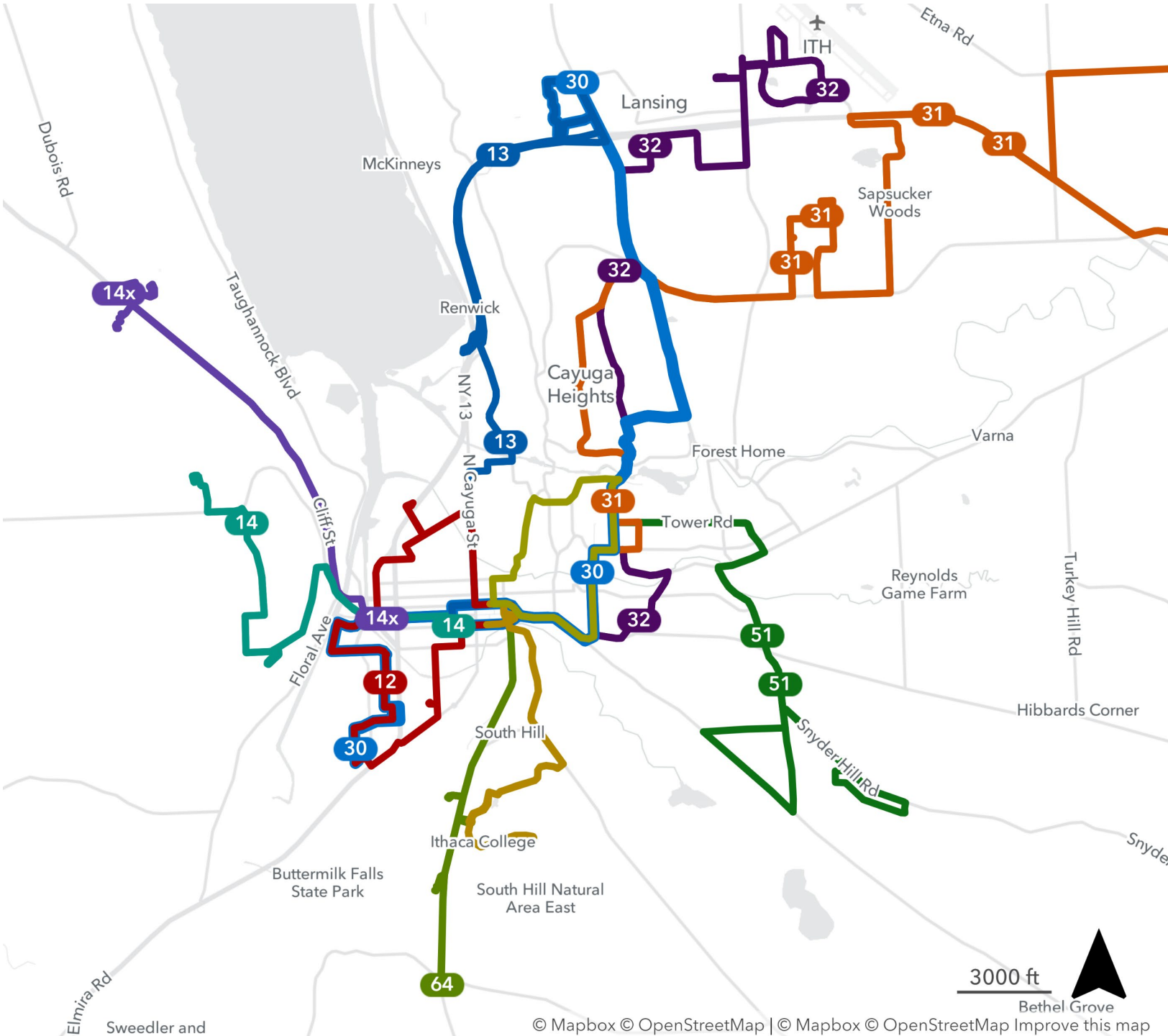
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Urban Routes

13	Service between the Commons and the mall via Ithaca HS.
14	Service between Conifer Apts and the Commons.
14X	Service between the Commons and Cayuga Medical Center.
14S	Discontinued; riders between West Hill and Meadow Rd transfer to the #14, #30, or #12.
30	Combines the #15, #30 and #70.
31	Merged with the #41; replaces #30 service to Cayuga Heights.
32	Merges the #32 and the #72 to operate 7 days a week.
70	Replaced by the new #30.
72	Replaced by the new #32.
41	Merged with the #31 (fixed route).
51	Extends service until 11pm.

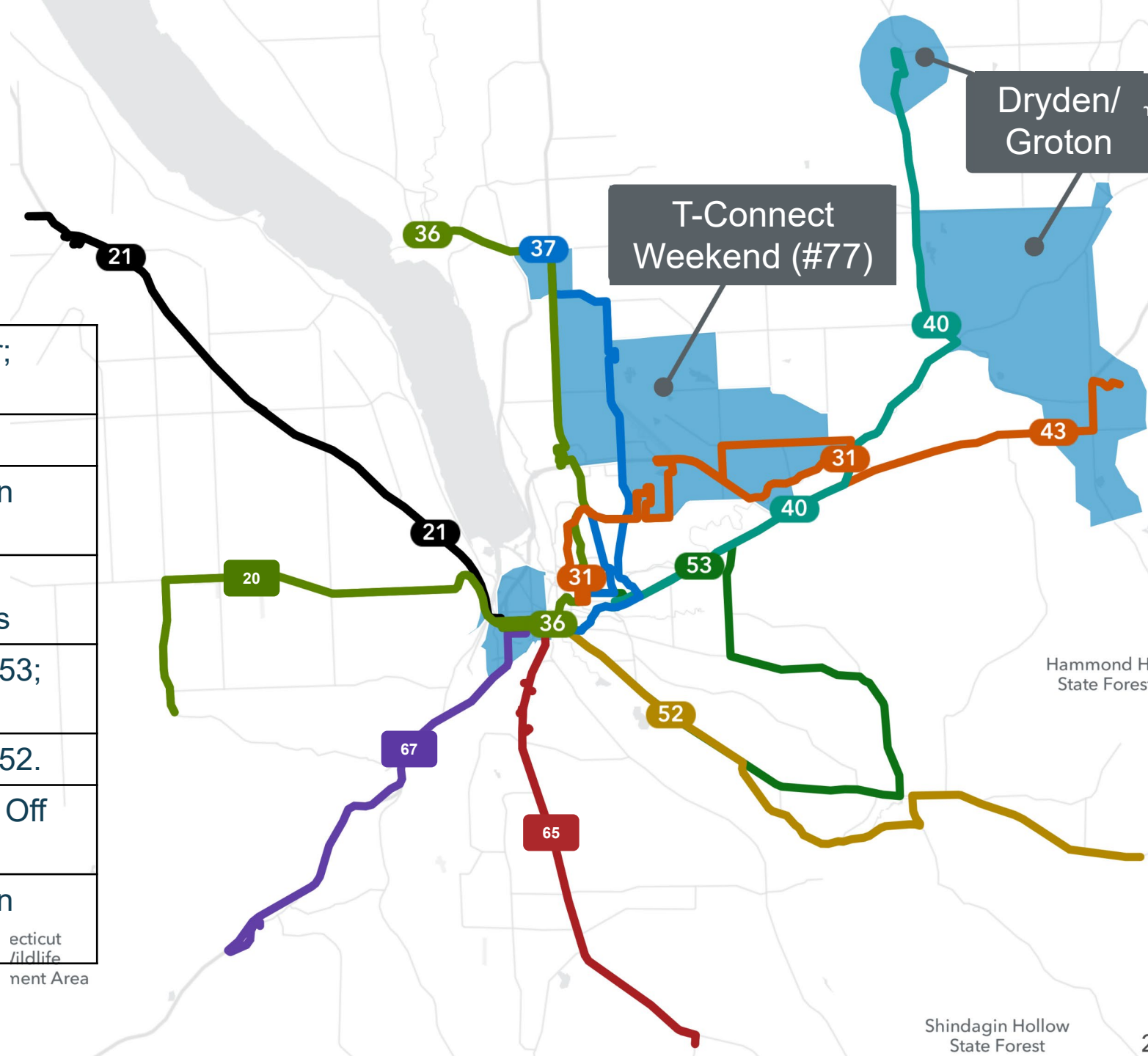
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Rural Routes

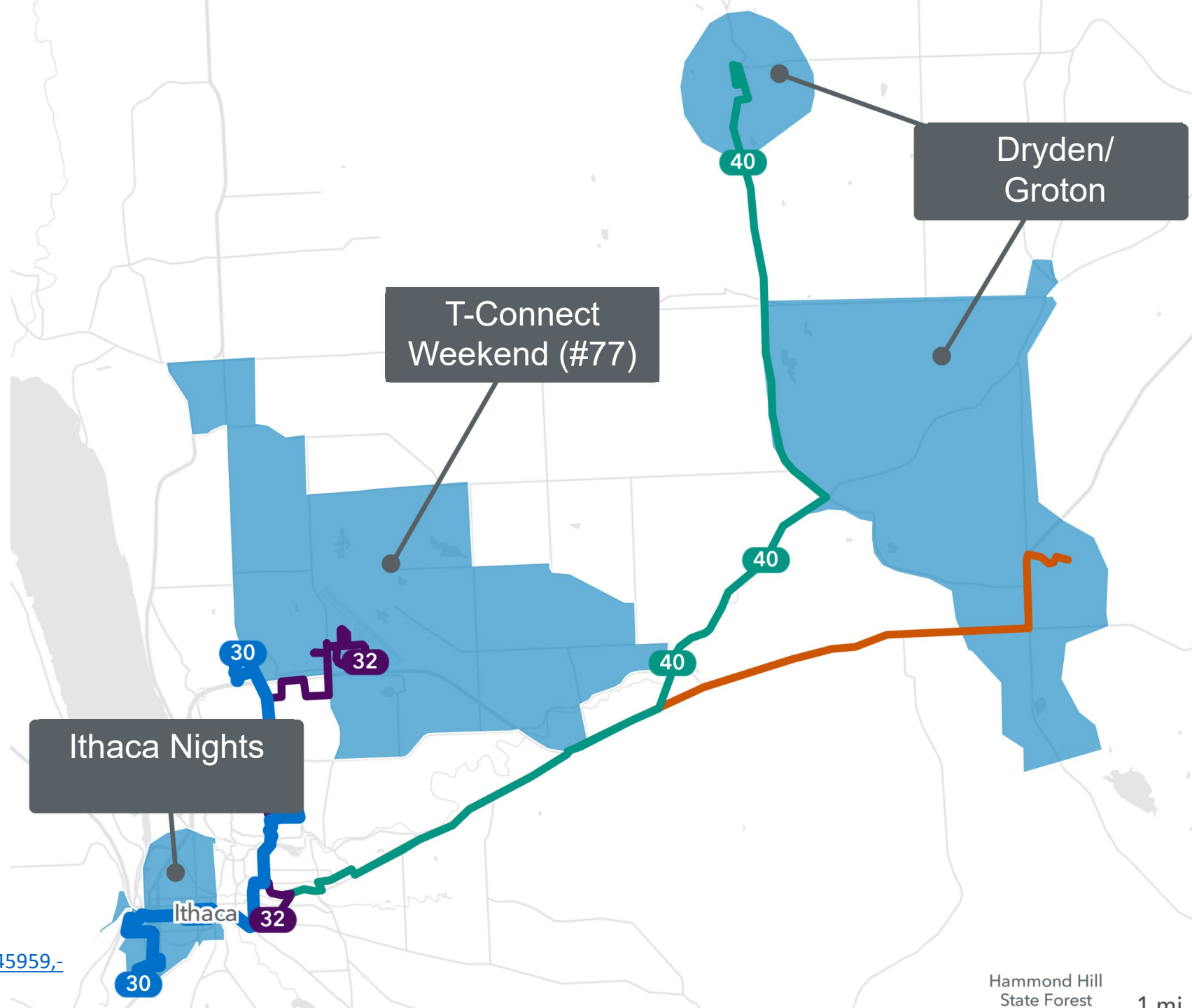
20	Similar to existing; off-peak trips don't go on campus.
21	Similar to existing; off-peak trips don't go on campus.
36	Serves Campus Rd, East Ave, Triphammer; doesn't go north of Lansing School
37	Stops at Lansing Town Hall.
40	Similar to existing; off-peak trips don't go on campus.
43	Eliminates Groton-Dryden segment (on-demand); off-peak trips don't go on campus
52	Removes segment that overlaps with the #53; off-peak trips do not run through campus.
53	Removes segment that overlaps with the #52.
65	Serves Aurora/Dandy Rd for off-peak trips. Off peak trips do not run through campus
67	Similar to existing; off-peak trips don't go on campus.

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On Demand Services

Dryden/ Groton	Links Groton, Dryden, Freeville, and McLean. Provides first/last mile service for riders connecting with the #40 and #43. Replaces the #43 limited-service (Dryden – Groton).
Ithaca Nights	Provides night on-demand service for central Ithaca, Meadow Rd, and parts of West Hill.
T-Connect	This is an existing weekend service; no change is proposed at this time.



Dryden/
Groton

T-Connect
Weekend (#77)

Ithaca Nights

Ithaca

Hammond Hill
State Forest

1 mi

| DTP Draft Plan – Summary of Proposed Changes

Group	Route	Proposed Change
Campus	81	Operates between A Lot, East Ave and E. Campus, in both directions, 7am to 7pm.
Campus	82	Operates between Hasbrouck Apts. and East Plaza. Frequency improved to 15min all day.
Campus	83	Operates between W. Campus, Central Campus, and Cornell Heights. Service frequency will be 12-24min instead of 15min.
Campus	83W	Discontinued; will not be reinstated.
Campus	91	Provides night service between Hasbrouck, N. Campus, and Collegetown, where riders can transfer to the #90.
Campus	92	Serves the high-demand market in W. Campus and Cornell Heights.
Campus	93	Provides CCW loop service on Tower Rd, Collegetown, and Maple Ave.
Campus	95	Provides direct, bi-directional service between A Lot, East Ave and E. Campus.
Urban	10	Increases frequency to every 5min during peaks and every 10min off peak (from 7min during peaks and 12-24min off peak as of 2020).
Urban	90	Provides night service between the Commons and Collegetown, where riders can transfer to the #91 and continue to North/Central campus.

Group	Route	Proposed Change
Urban	11	Adds hourly service nights and weekends; truncates at IC Towers; consistent in both directions.
Urban	64	Serves Danby Rd between South Hill and Kings Rd, replacing the #11 service on that segment.
Urban	11S	Discontinued. Riders will instead transfer between the #11 and #30 at Ithaca Commons.
Urban	12	Combines routes #13S and #15 in a one-way CCW loop.
Urban	13	Streamlines service between the Commons and Ithaca Mall via Ithaca HS.
Urban	13S	Replaced by the #12.
Urban	14	Operates consistently between Conifer Apts. and the Commons, all day, 7 days a week.
Urban	14x	Serves the peak-period demand between the Commons and Cayuga Medical Center.
Urban	14S	Discontinued; riders between West Hill and Meadow Rd will transfer between the #14, #30, or #12.
Urban	15	Discontinued; riders will use the #12 and the #30.
Urban	30	Combines routes #15, #30 and #70. No longer serves Cayuga Heights (covered by #31).
Urban	70	Replaced by the new #30.
Urban	31	Merged with the #41; replaces #30 service to Cayuga Heights.
Urban	32	Merges the #32 and the #72 to operate 7 days a week.
Urban	72	Replaced by the new #32.
Urban	41	Becomes fixed-route; merged with the #31.
Urban	51	Extends service until 11pm (instead of 7pm as of 2020).

Group	Route	Proposed Change
Rural	20	Remains similar to existing route; off-peak trips do not run through campus.
Rural	21	Remains similar to existing route; off-peak trips do not run through campus.
Rural	36	Does not serve destinations north of Lansing School; serves Campus Rd, East Ave, and Triphammer. Riders can transfer to reach other on-campus destinations.
Rural	37	Does not serve destinations north of Lansing Town Hall.
Rural	40	Remains similar to existing route; off-peak trips do not run through campus.
Rural	43	Eliminates Groton-Dryden segment (on-demand); off-peak trips do not run through campus.
Rural	52	Removes segment that overlaps with the #53; off-peak trips do not run through campus.
Rural	53	Removes segment that overlaps with the #52.
Rural	65	Serves Aurora/Dandy Rd for off-peak trips. Off peak trips do not run through campus
Rural	67	Remains similar to existing route; off-peak trips do not run through campus
On Demand	Dryden/ Groton	Links Groton, Dryden, Freeville, and McLean. Provides first/last mile service for riders connecting with the #40 and #43. Replaces the #43 limited-service (Dryden – Groton).
On Demand	Ithaca Nights	Provides night on-demand service for central Ithaca, Meadow Rd, and parts of West Hill.
On Demand	T-Connect	This is an existing weekend service; no change is proposed at this time.

TDP Responses to Public Comments

Some of the comments accommodated by the TDP Draft Plan

Route	What we heard from you	How the TDP Draft Plan addresses the comment
90	Provide late night service between the Commons and Cornell	Realigned and rescheduled #90 and #91, which will connect the Commons, Collegetown, and Central/North Campus between 7pm and 2am, 7 days a week
10	Increase daytime service frequency	The #10 will operate every 5min during the AM peak, and every 10min the rest of the day
13	Restore service between Fall Creek and Ithaca Mall	All trips on the #13 will consistently run between the Commons, Fall Creek, and the mall (7 days a week)
13s	Extend service to Walmart	The #12 will connect central Ithaca and Walmart, replacing the #13S.
14	Provide early morning service to the Cayuga Medical Center	The #14X will start at 6am, as well as the #21
30	Provide late night service and increase frequency between the mall, Cornell, Wegmans, and Walmart	The #30 will run every 15min on weekdays and every 30min on weekends, serving the Mall, Cornell, the Commons, and Meadow Rd. Service will operate until 10:30pm, 7 days a week
32	Extend evening service to/from the airport	The #32 will operate at 45min frequency all day, 7 days a week. Service will end at 9:30pm on weekdays
43	Provide more service to/from Dryden	The #43 span will be extended; more service will be provided on-demand

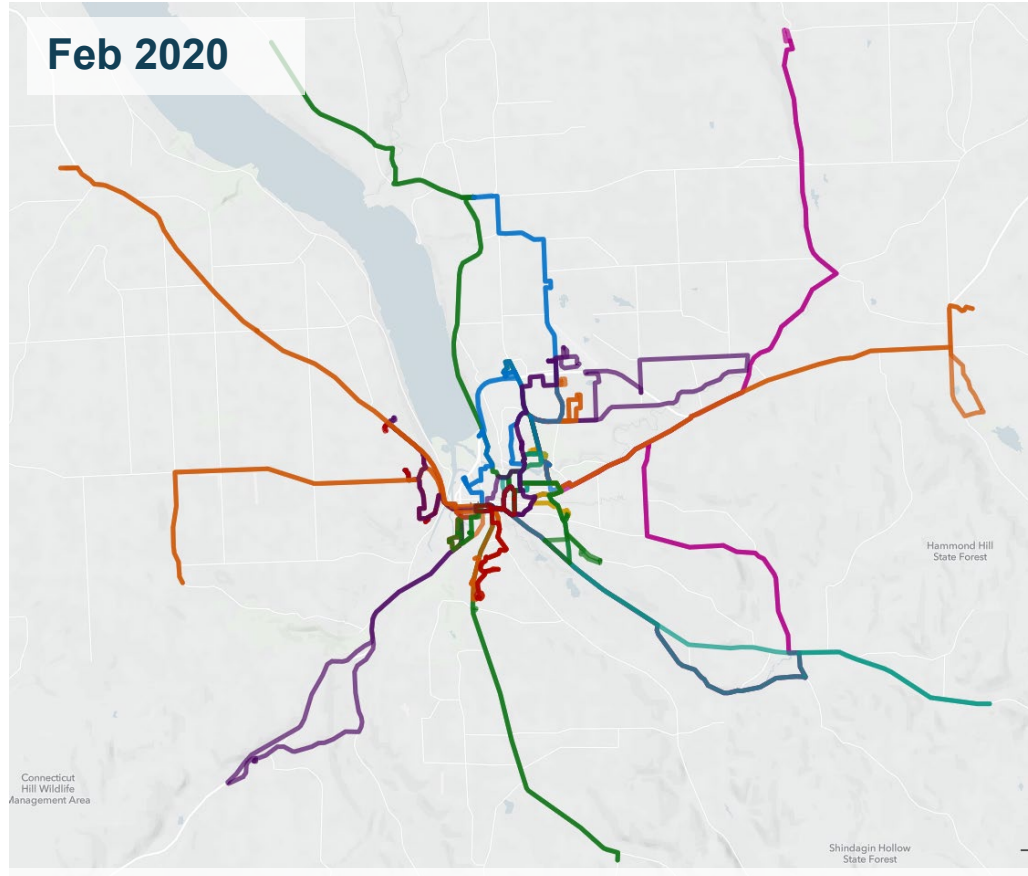
| TDP Responses to Public Comments (cont.)

Some of the comments that cannot be accommodated at this time by the TDP

Route	What we heard from you	How the TDP Draft Plan addresses the comment
11	Provide consistent, bi-directional Service from IC Park School to IC Circles	Due to decreasing ridership over the last 4 years, this service will not be restored
20, 21, 36, 65	Provide more midday and late-night service on rural routes	Due to the long distance and the high operations costs, TCAT cannot extend the service beyond its existing span at the current ridership and budget levels
40, 43	Extend service to Cortland	Cortland is outside of Tompkins County and therefore cannot be currently served by TCAT; we will continue to look at potential solutions
36	Maintain service north of Lansing town Hall	The #36 will be truncated at Lansing School due to very low ridership along Ridge Road

Existing Network

Note: All statistics are related to peak-time coverage; night- and weekend-only routes are excluded.



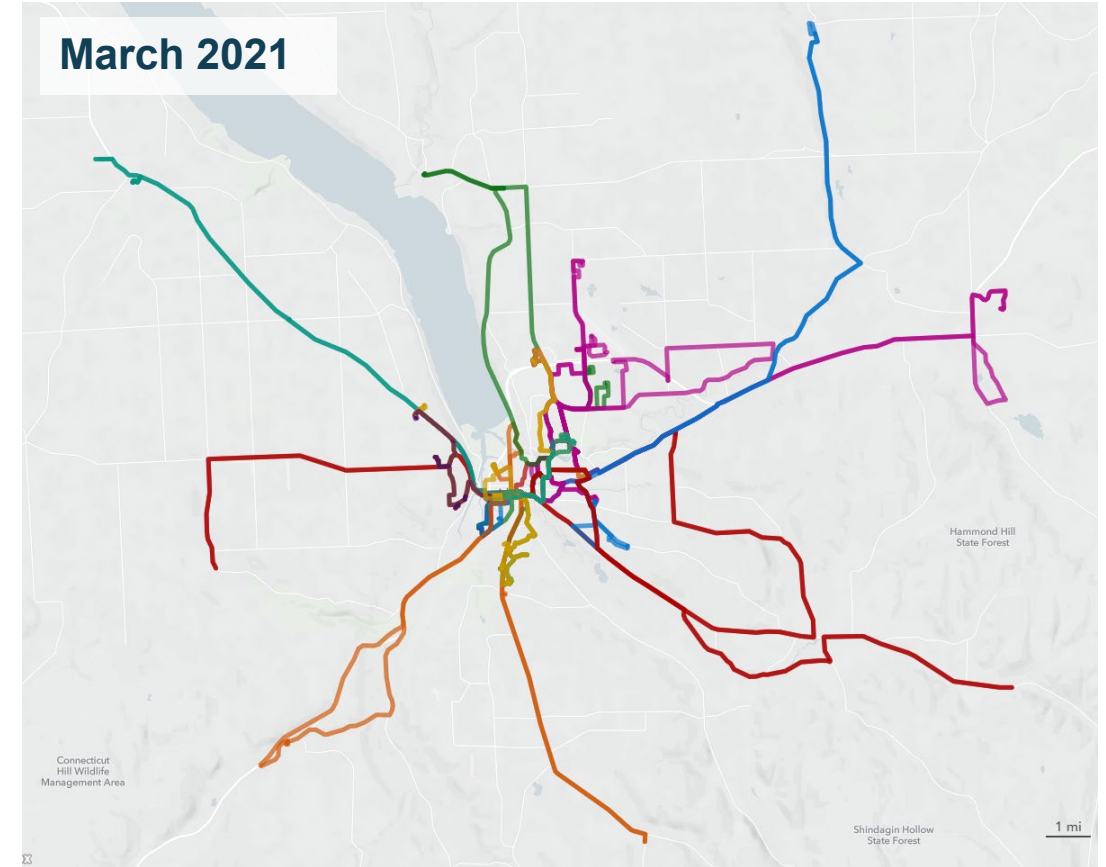
Population: 40,645

Poverty: 29.3%

Jobs: 34,709

Disability: 7.8%

65+: 9.5%



Population: 41,149

Poverty: 29.0%

Jobs: 34,973

Disability: 7.8%

65+: 9.6%

Proposed Plan

Population: 40,200

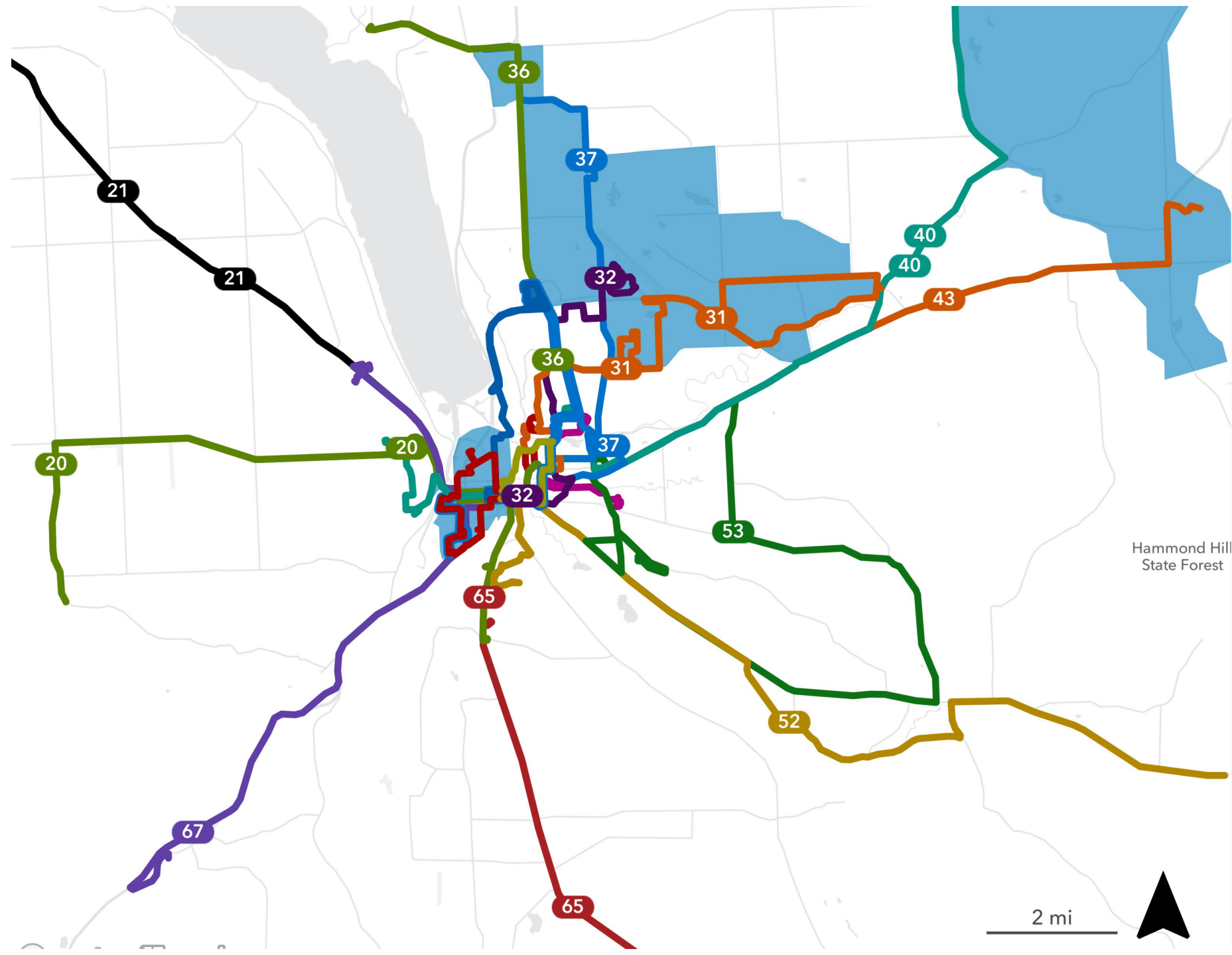
Jobs: 34,300

65+: 9%

Poverty: 29%

Disability: 8%

Note: All statistics are related to peak-time fixed route; night, weekend and on-demand services are excluded from analysis.
















BRANDING & GRAPHICS



**Sam
Schwartz**

Branding & Graphics

- Updates to make the system more legible for riders (new and existing)
- Possible changes to numbers, names, and colors – exact details TBD

Categories	Examples	Description
System Trunks/Enhanced Bus Corridors		<ul style="list-style-type: none"> • Triple lines • Thicker line weight
Cornell University Campus*		
Daytime	  	<ul style="list-style-type: none"> • Carnelian, Cornell Secondary Colors • Regular line weight
Evening/Night	  	<ul style="list-style-type: none"> • Cornell Greys • Regular line weight
Weekend		<ul style="list-style-type: none"> • Double lines • Regular line weight
Ithaca Urban Routes		
Cornell-Ithaca Circulators	 	<ul style="list-style-type: none"> • Cornell Secondary Red, Navy • Regular line weight • Polka dot center
Other Urban		<ul style="list-style-type: none"> • Bright colors • Regular line weight
Tompkins County Rural Routes		<ul style="list-style-type: none"> • Dark colors • Regular line weight
On-Demand Routes		<ul style="list-style-type: none"> • Existing branding colors for zones

*<https://brand.cornell.edu/design-center/colors/>

| Stop & System Branding

Build Upon Current Signage

- Increase visibility and presence
- Improve readability from afar
- Independent pole mountings
- Provide easy to understand system information

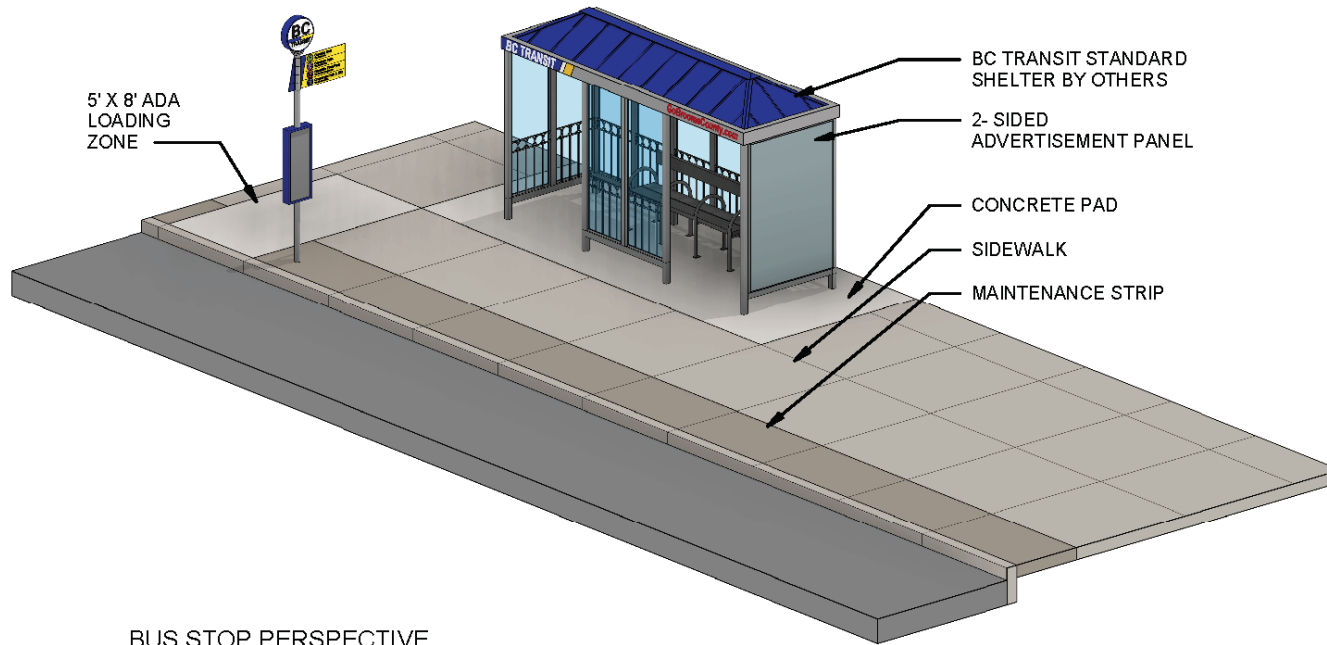
Future Considerations

- Increase brand/logo visibility
- Improve modularity of signage
- Consider advertising opportunities



BUS STOP IMPROVEMENT CONCEPTS

| Bus Stop Typologies



Package of Amenities to Deploy as Appropriate

Utilize toolbox of passenger amenities

Develop typologies with different package of amenities

Categorize stops based on ridership, land use and service levels.

Deploy investment in stop amenities as appropriate

ADA Compliance Upgrades

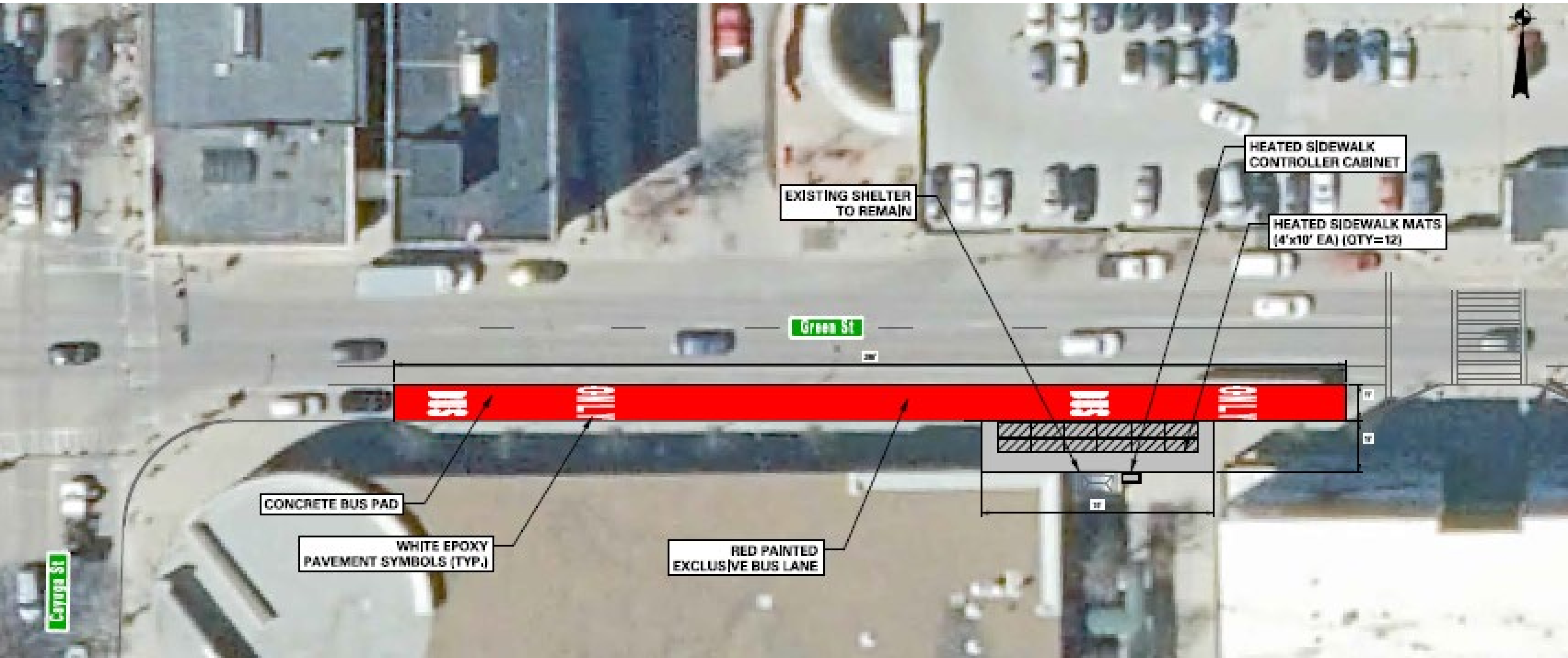
Opportunity to also improve ADA compliance

Upgrades improve accessibility for all users

Eligible for grant funding (5310, TAP, etc.)

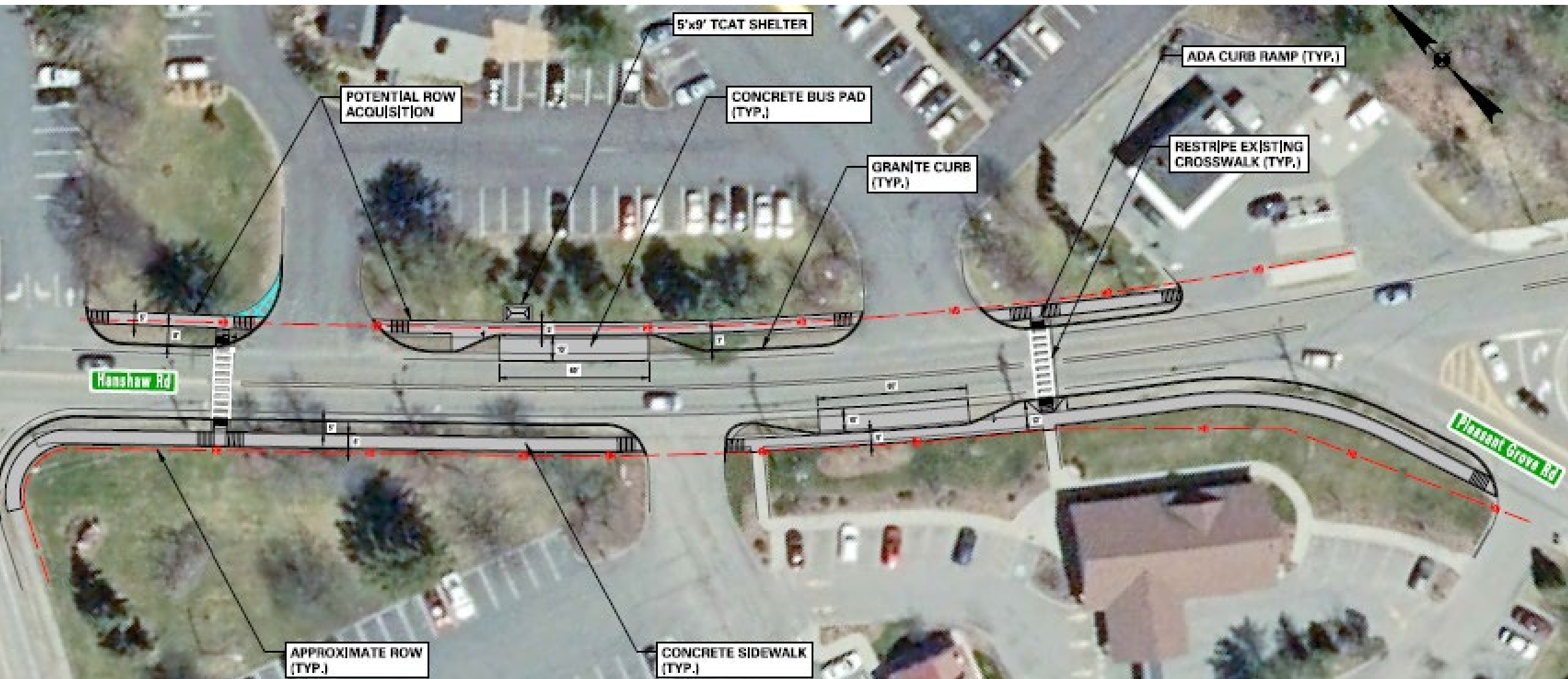
Bus Stop Improvement Concepts

Green Street at Ithaca Commons – DRAFT CONCEPT



Bus Stop Improvement Concepts

Community Corners— DRAFT CONCEPT



Bus Stop Improvement Concepts

Cornell A Lot – DRAFT CONCEPT



Bus Stop Improvement Concepts

Campus Road at Tower Road– DRAFT CONCEPT



BREAKOUT ROOMS DISCUSSION

| Ways to Provide Feedback

- **Remix:** <https://platform.remix.com/map/d7aea9e2?latlng=42.45959,-76.5417,10&layer=11582&public=true>
- **Survey:** <https://docs.google.com/forms/d/e/1FAIpQLScHDAHitha1wWu19EpDSmUUf-Y4C7qNnxedjBaz3vf9aN3Y8A/viewform>
- **TCAT Website:** <https://tcatbus.com/tdp-2020/2021>
- **Engagement Activities**
 - Focus groups
 - Ambassadors
 - Dates TBD (go to TCAT's website for details)
- **Contact TCAT**
 - Phone: (607) 277-7433; 8am – 5pm, Monday-Friday
 - Email: tcat@tcatmail.com
 - Mail: 737 Willow Ave, Ithaca, NY 14850

Next Steps

1. Public Comments and Review Period

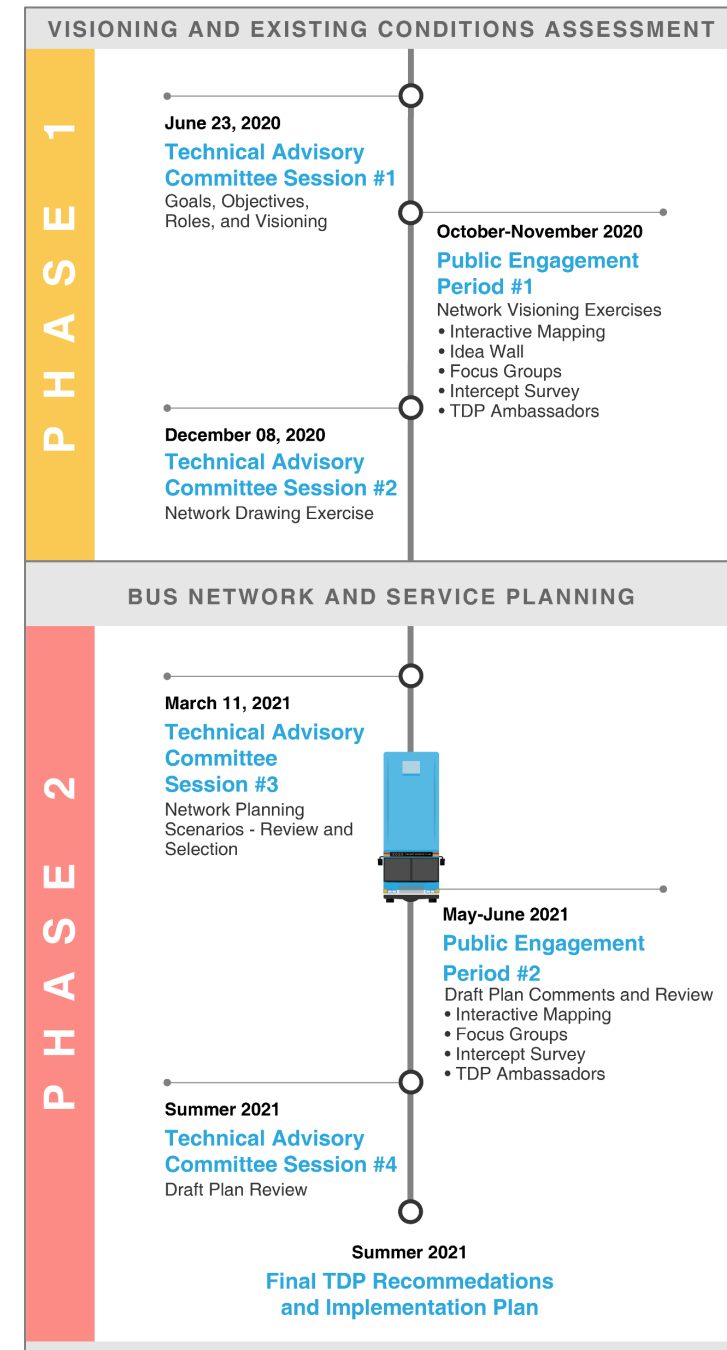
- The draft plan is open for public comments through June 25, 2021.

2. Plan Revision and Finalization

- The project team will modify the plan to address public comments
- The project TAC will meet to discuss the final plan
- The team will establish a preliminary implementation plan

3. Presentation to TCAT Board of Directors

- A decision about the final plan adoption will be made



| **THANK YOU!**

For more information and to provide feedback, please go to the TDP webpage:
Google Search “TCAT TDP 2020-2021”

[https://tcatbus.com/tdp-2020/2021#:~:text=The%20Transit%20Development%20Plan%20\(TDP,based%20in%20New%20York%20City.](https://tcatbus.com/tdp-2020/2021#:~:text=The%20Transit%20Development%20Plan%20(TDP,based%20in%20New%20York%20City.)



**Sam
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