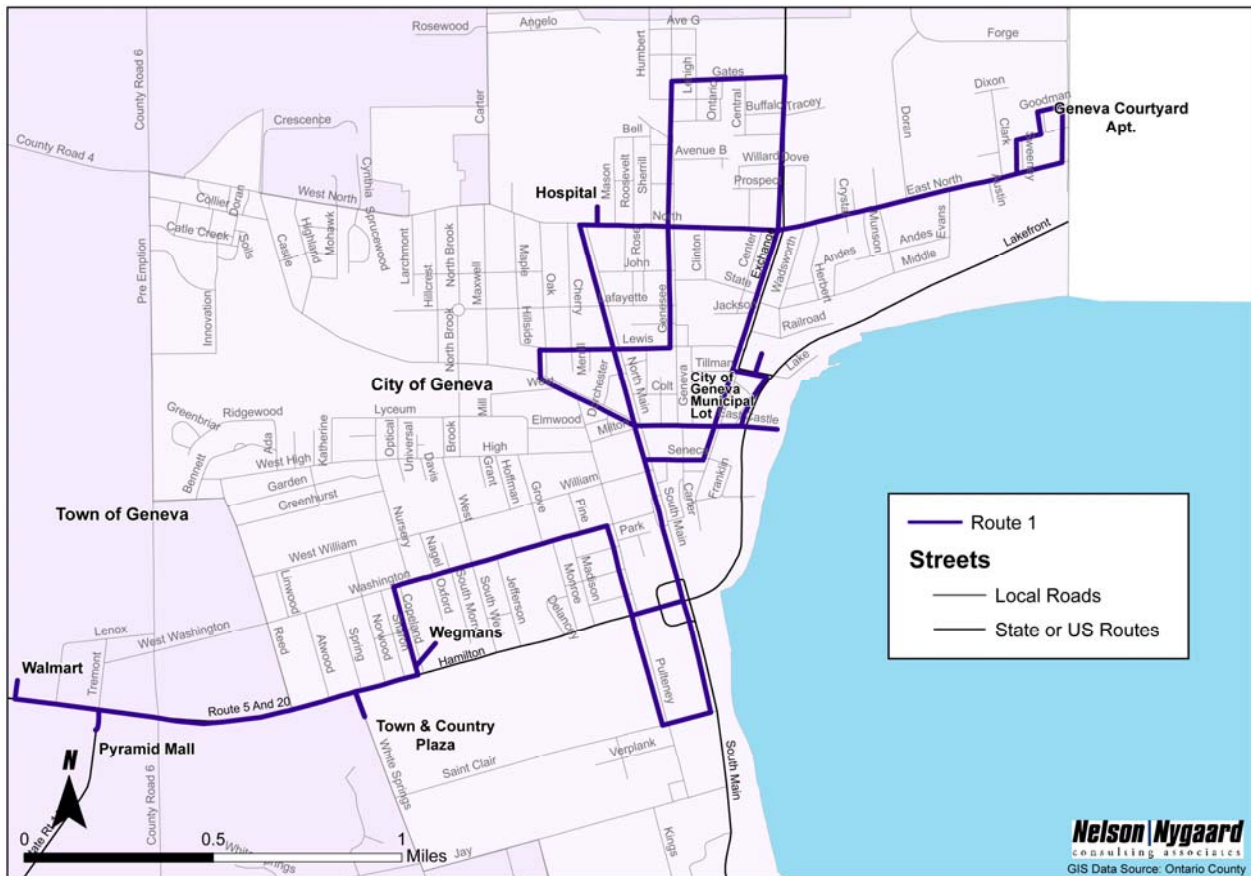


Route 1: Geneva City

Route Description

Route 1 operates neighborhood service within the incorporated limits of the City of Geneva on weekdays and weekends. The route departs hourly from the downtown municipal parking lot on the west side of Exchange Street between Castle and Tillman Streets and winds through the city on a 55-minute one-way loop passing through most neighborhoods and major destinations in Geneva (see Figure 1).

Figure 1: Route 1 Existing Alignment



Leaving downtown, Route 1 runs south on Exchange, turns right (west) on Castle; right (north) on Oak, right (east) on Lewis, left (north) on Genesee; right (east) on Gates; right (south) on North Exchange, left on North Street, left (north) on Preemption Street and left (west) on Goodman Street to the Geneva Courtyard Apartments. The regular route continues via left (south) on Martin Luther King Drive, west on North Street to Geneva Hospital. The bus turns around in the hospital main entrance loop and proceeds east on North Street, turns right (south) on North Main through the residential core of the city. It turns right (west) on Cloverleaf Drive to Hamilton Street, right (north) on Pulteney, west on Washington, left (south) on Copeland, right (west) on Hamilton to the Walmart parking lot located on the south side of Rtes. 5 & 20, approximately one mile west of Pre Emption Road. Returning east on Rtes. 5 & 20, the bus circulates through Pyramid Mall,

Geneva Centre Mall and across Hamilton through the Wegmans' parking lot on the north side of the road at Copeland. The bus exits Wegmans via right (north) on Copeland, right (east) on Washington, south on Pulteney through the Hobart and William Smith (HWS) campus to St. Clair Street, where the route turns left (east) on Jay, left (north) on South Main, east on Seneca and left (north) on Exchange to the shelter located in the municipal parking lot on the left side of the street.

Major stops on Route 1:

- Geneva Courtyard Apartments – 10 Goodman Street
- Geneva Hospital – North Street & Mason Street
- Pyramid Mall (Tops, Big Lots) – Routes 5/20 & County Road 6
- Town & Country Plaza - Hamilton Street & White Springs Road
- Walmart – Routes 5/20
- Wegmans – northeast corner of Copeland and Hamilton
- Residential stops around the city

Level of Service

Route 1 service is provided with one small bus running 12 hourly loop trips in Geneva per weekday (Monday – Thursday), 14 trips on Friday, 11 trips on Saturday and nine trips on Sunday. Passengers are also allowed to travel on Route 1 between Canandaigua and Geneva, when the bus travels to/from Canandaigua City Hall to begin or end service. Service statistics for Route 1 are shown in Table 1.

Table 1: Route 1 Service Statistics

	Weekday	Saturday	Sunday
Span of Service	M – Th: 6:00 am – 7:00 pm Fri: 6:00 am – 9:00 pm	9:00 am - 9:00 pm	9:00 am - 7:00 pm
Round Trips	12	9	10
Frequency (mins)	60	60	60
Route Length (miles)	9.3	9.3	9.3
Travel Time (mins)	55	55	55

Source: Compiled from CATS scheduled data.

Ridership and Productivity

Available data indicates significant ridership fluctuation from year to year between 1999 and 2008 (Table 2). Fluctuations in the data reflect the system's development, including changes in Medicaid contracting and availability of funding to support free pass programs. In 2005, for example, a Temporary Aid to Needy Family (TANF) grant provided funding for free bus passes. This led to a significant increase in ridership. In subsequent years (2006 and 2007), however, considerably less money was available. Overall, Route 1 ridership declined 8.7% in the past decade, from over 47,000 in 2004 to about 43,000 in 2008. Annual ridership peaked at over 58,700 total boardings in 2005. In the past year, however, ridership increased by 9% over the previous year.

Table 2: Route 1 Geneva City Annual Ridership, 1999-2008

Year	Annual Total	Percent Change
1999	47,461	-8.2
2000	51,347	8.2
2001	48,860	-4.8
2002	53,043	8.6
2003	52,670	0.7
2004	51,637	-2.0
2005	58,705	13.7
2006	49,336	-16.0
2007	39,667	-19.6
2008	43,322	9.2

Source: Compiled from Ontario County Planning Department data.

Average daily ridership and productivity by service day is summarized in Table 3. Daily ridership averages are based on data from October 2008. The month of October was selected as representative month because there are few holidays, few weather issues and school is in session. Based on actual 2008 ridership, Route 1 carries 9.3 passengers per hour of service and 10.1 passengers per round trip (e.g., over the 90 minute trip between Canandaigua to Geneva to Canandaigua); excluding the two Canandaigua trips that more accurately should be included with Route 4 service statistics.

Table 3: Route 1 Ridership and Productivity

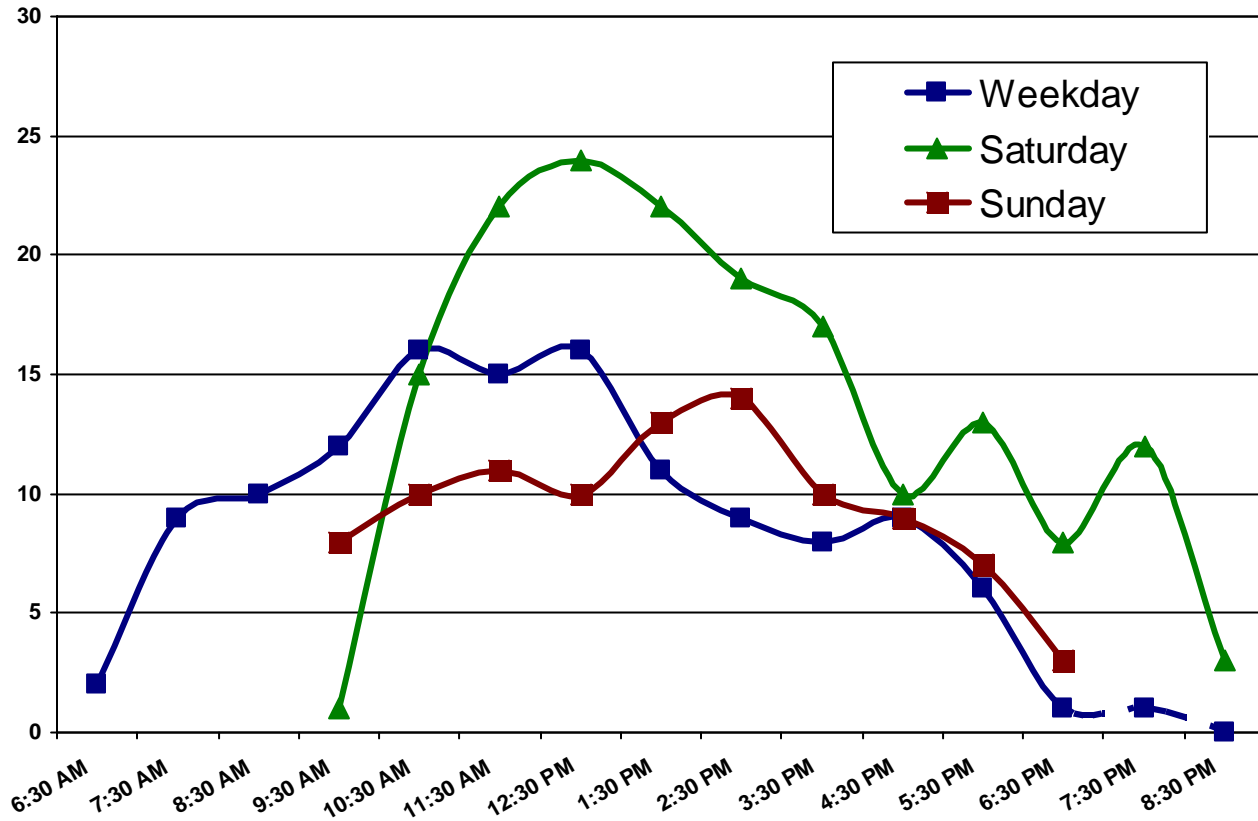
Service Period	Passengers	Passengers per Hour of Service*	Passengers per Trip*
October Weekday	126	9.7	10.5
October Friday	127	8.5	9.1
October Saturday	164	13.7	14.9
October Sunday	93	9.3	10.3
2008 Total	43,322	9.3	10.1

Source: Compiled from Ontario County Planning Department data.

Note: * Passengers per hour of service refers to the number of passengers carried over one hour of operations, regardless of the number of trips provided. Passengers per trip reflects the number of passengers carried in a single trip, regardless of time scheduled for the trip.

Ridership distributions by time of day for weekday, Saturday and Sunday services are displayed in Figure 2. These data indicate that the highest passenger volumes occur on Saturdays between 11:30 am and 2:25 pm, during which times ridership exceeds 20 passengers per trip. Ridership at this level would exceed seating capacity of the vehicles and suggests that passengers are standing. Weekday ridership is highest between 10:30 am and 1:25 pm, during which total boardings exceed 15 passengers per trip.

Figure 2: Route 1: Ridership by Time of Day



Source: Compiled from October 2008 daily ridership data provided by Ontario County Planning Department.

Ridership by route segment is mapped in Figure 3 and shown graphically in Figure 4. As shown, passenger boarding (getting on the bus) and alighting (getting off the bus) is evenly distributed along the route. The busiest stops include the Geneva Courtyard Apartments at 10 Goodman Street, Geneva Hospital, retail shopping plazas along Routes 5 & 20 (Town & Country, Pyramid, Walmart and Wegmans), and downtown Geneva. In addition to the Courtyard Apartments, residential areas generating the most bus passengers include multiple stops on Main Street, Castle Street and Genesee Street in the residential core west of downtown, and along East North Street between Exchange and Preemption Streets.

Figure 3: Route 1: High Activity Bus Stops

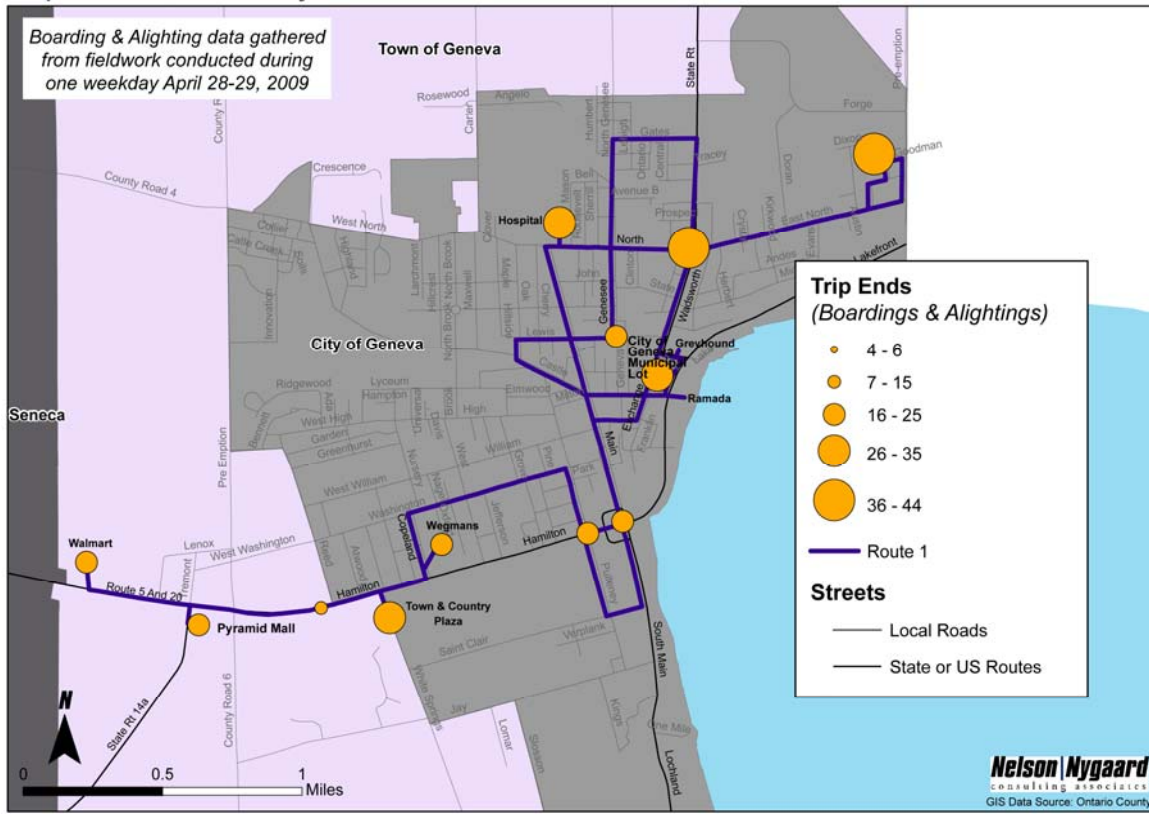
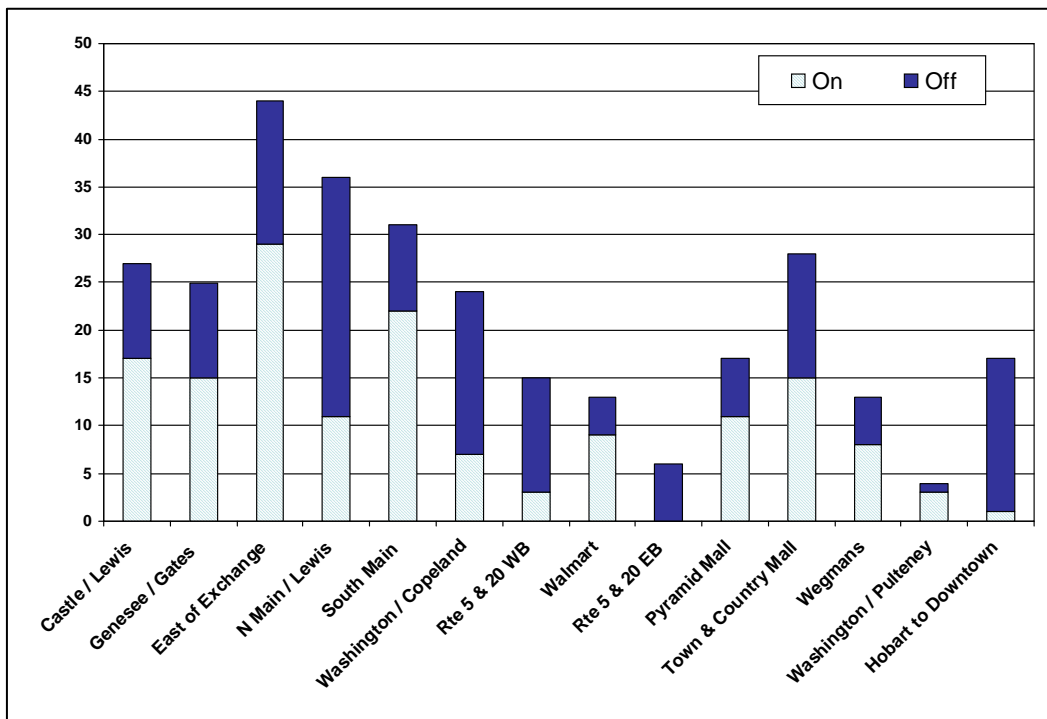


Figure 4: Route 1 - Weekday Ridership by Segment



Source: Compiled from Ontario County Planning Department data.

Strengths, Weaknesses and Potential Improvements

Strengths

- Carries the most passengers of any CATS route.
- Provides broad coverage in the established neighborhoods of the city.
- No transfers are required to travel within the City of Geneva.
- Saturday ridership is more productive than weekday service.

Weaknesses

- The loop alignment is circuitous making onboard travel times excessive in one direction or the other for the majority of customers.
- Ridership along Washington Street between Copeland and Pulteney is negligible.
- Ridership in the vicinity of Hobart and William Smith College is negligible.
- Ridership on the Friday-only evening trips departing at 6:30 pm, 7:30 pm and 8:30 pm are negligible.
- The present 60-minute schedule cycle lacks sufficient time to accommodate trip deviation requests without causing delay in departure of next regularly scheduled trip leaving downtown on the half-hour.
- The schedule lacks adequate recovery time during late morning and early afternoon hours to maintain schedule reliability.
- It is unclear whether the route “officially” operates on south of St. Clair Street on Pulteney, Jay and South Main to provide direct access to Geneva Gardens Apartments.
- Operating flag-stop service on Hamilton Street between Copeland Street and Pre Emption Road is a safety concern. There are few safe locations to stop the bus on this segment and to allow passengers to cross the street.

Potential Improvements

- Run two-way on key streets such as Main Street, North Street, Hamilton Street.
- Coordinate schedules and alignments with cross-county Routes 4 and 5 in Geneva to provide more frequent service with even headway spacing.
- Regular route service to the Bone & Joint Center located at 875 Preemption Road north of Routes 5&20 was requested by several passengers.