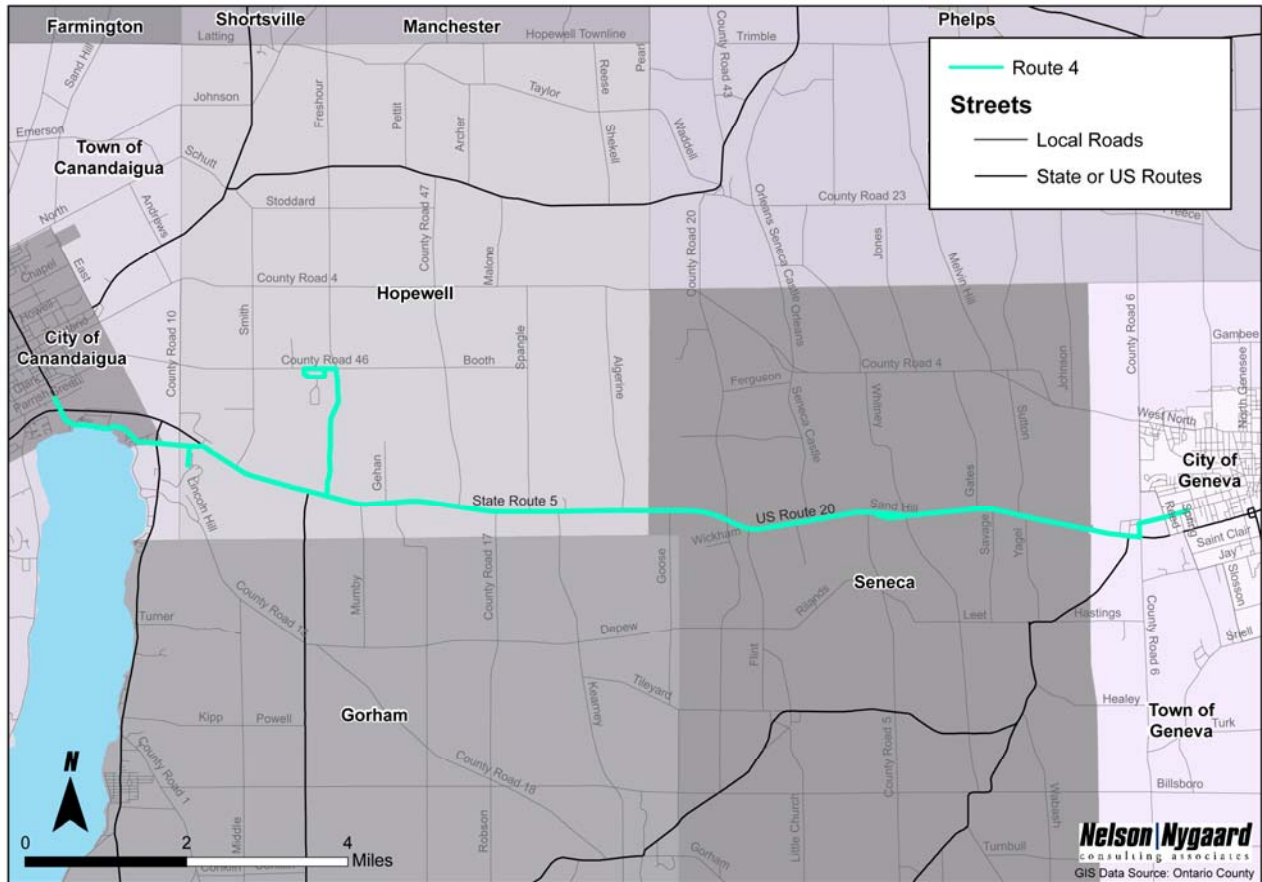


# Route 4: Canandaigua – Geneva - Canandaigua

## Route Description

Route 4 operates between Canandaigua and Geneva providing a combination of local travel within each of the cities and connecting service between them via Routes 5 and 20. Departures on Route 4 are scheduled from Canandaigua City Hall and the Exchange Parking Lot in Geneva every two hours and operate on weekdays only. The route alignment is shown in Figure 1.

**Figure 1: Route 4 Existing Alignment**



Route 4 is structured as a combination of commuter and “collector” service because it provides local service to several important destinations in Canandaigua before traveling to Geneva. Once in Geneva, Route 4 serves several local destinations en route to the center of Geneva.

Locally in Canandaigua, Route 4 operates along local streets, turning into the FF Thompson Hospital from Parrish Street. The bus turns back out on Parrish Street, turning on Main Street and Lakeshore Boulevard into the Finger Lakes Community College (FLCC). From FLCC, Route 4 turns onto Routes 5 and 20, turning on Freshour Road to provide service to the Ontario County Department of Social Services. The bus then backtracks, rejoining Routes 5 and 20 and traveling via Flint to Geneva. Just outside of Geneva, Route 4 turns into Walmart and back out to Routes 5 and 20. At the city line, Route 4 turns on Preemption Road, taking local streets to the Geneva General Hospital before turning onto Exchange Street, where it stops at the Greyhound Station

before ending its route at the Exchange Street Parking Lot (see Figure 1). From the Exchange Street Parking Lot, passengers on Route 4 can connect to Greyhound inter-city service and inter-county connections available via Seneca County Transit Service (SATS).

### Major stops on Route 4

- FF Thompson Hospital
- Finger Lakes Community College
- Ontario County Department of Social Services
- Village of Flint
- Walmart (Geneva)
- Geneva General Hospital
- Geneva Greyhound Station

## Level of Service

Route 4 has six trips per weekday, which depart on the half-hour, from Canandaigua and travel slightly less than one hour en route to Geneva. Once in Geneva, after a short lay-over, buses depart from the Exchange Street Parking Lot, approximately one hour after they leave Canandaigua. Consequently, the schedule offers passengers a departure from each city once every two hours, leaving on the alternate half-hour. Operating Route 4 requires one full time vehicle with each round trip requires two (120 minutes) vehicle service hours. Service is available Monday through Friday only; statistics for Route 6 are shown in Table 1.

**Table 1: Route 6 Service Statistics**

	Weekday
Span of Service	6:30 am - 6:30 pm
Round Trips	6
Frequency (mins)	120
Route Length (miles)	23
Travel Time (mins)	55 (one-way)

Source: Compiled from CATS schedules.

## Ridership and Productivity

Route 4 began operations in 1998 as part of the original routes initiated by CATS. In its first year, Route 4 attracted nearly 15,000 passengers (see Table 2). Year-on-year ridership trends are difficult to discern due to fluctuation in the data set, however, it appears when Route 5 commenced service in 2001; Route 4 may have lost some riders to the new service. Overall, however, in the past decade ridership on Route 4 has grown considerably, increasing by nearly 4,000 riders for a total growth of slightly more than 30%.

**Table 2: Route 4 Annual Ridership, 1999-2008**

Year	Route 4	Percent Change
1999	14,628	
2000	13,374	-8.6%
2001	14,849	11.0%
2002	11,823	-20.4%
2003	16,013	35.4%
2004	19,272	20.4%
2005	17,015	-11.7%
2006	16,660	-2.1%
2007	17,478	4.9%
2008	18,733	7.2%
2009	21,253	13.5%

Source: Compiled from Ontario County Planning Department data

Daily ridership data based on the average of all weekdays in October 2008 shows Route 4 carries approximately 84.3 passengers per day. This translates to just over seven passengers per revenue hour or 14 per round trip of service (see Table 3).

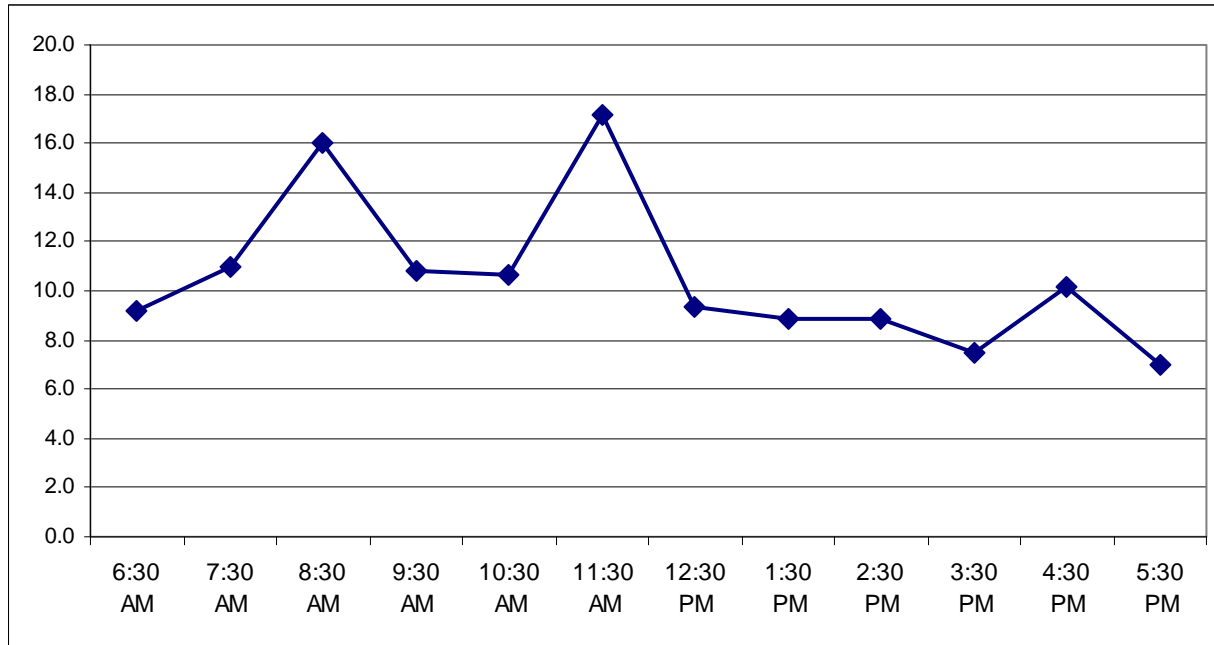
**Table 3: Route 4 Ridership and Productivity**

Service Period	Passengers	Passengers per Revenue Hour	Passengers per Trip (RT)
October Weekday	84.3	7.03	14.1

Source: Compiled from Ontario County Planning Department data

Data on ridership by time of day show most passengers are using the service for mid-day travel; the 11:30 am departure from Geneva and the 8:30 am departure from Canandaigua have the highest number of boardings. Trips just before and just after these trips also have relatively high passenger volumes. Ridership in the afternoon overall is lower, with the 4:30 pm departure from Canandaigua carrying the largest number of travelers among the afternoon trips (see Figure 2).

**Figure 3: Route 4 Ridership by Time of Day**



Source: Compiled from Ontario County Planning Department data

## Strengths, Weaknesses and Potential Improvements

### Strengths

- Provides service to many key destinations in Canandaigua, including direct service from Canandaigua City Hall to the FF Thompson Hospital and FLCC.
- Provides service to important destinations in Geneva, including the Geneva Hospital.
- Provides connections to other transit services in Geneva (Greyhound and SATS).

### Weaknesses

- Route 4 in many ways functions as three independent services; 1) local connections in Canandaigua; 2) connections between downtown Canandaigua and Geneva and 3) local service in Geneva. By attempting to serve independent markets, some legs of the service are not effective (i.e., eastbound service to the Geneva Walmart), impacting overall route productivity.
- Route 4 competes with other CATS services for some markets, such as Route 2B in Canandaigua, Route 1 in Geneva and Route 5.
- Productivity on Route 4 is moderate, with an average of 7 passengers per hour.
- The level of service is low, limiting the effectiveness of some of the service to some destinations. For example, Route 4 offers the most direct connections from downtown to FF Thompson and FLCC with direct and fairly fast service (estimated travel time is 5 minutes and 7 minutes respectively). However, because the service is hourly, travelers must either wait for the direct service or take Route 2B, which requires nearly twice the travel time on either direction.

## Potential Improvements

- Stagger departures with Route 5, to create hourly service between Canandaigua and Geneva.
- Coordinate local and inter-county services to offer direct, fast service between key destinations. For example, restructure Routes 2B and Route 4, so that critical destinations such as FF Hospital, FLCC and the Department of Social Services have direct, fast and reliable service. Likewise, Route 4 and 5 could be coordinated to optimize service between the cities.
- Structure Route 4 as a “medical” route with connections between key medical facilities in Canandaigua and Geneva.
- Restructure Route 4 to provide direct service between Canandaigua and Geneva, limiting travel on local roads in both cities.