

Routes 3 & 7: Canandaigua / Victor

Route Description

Routes 3 and 7 operate neighborhood and cross-county service between downtown Canandaigua, Victor and Eastview Mall on weekdays and weekends. The routes follow a common alignment west of the Village of Victor to Eastview, but use differing alignments between Canandaigua and Victor. Route 3 operates via Rtes 332 and 96 through the Town of Farmington, while Route 7 follows Rtes 5&20, 444 and 96 through the Village of Bloomfield. Collectively the two routes run every two hours with a 55-minute one-way travel time service from end to end. Most weekday and all weekend trips operate as Route 3 on the alignment appearing in Figure 1. Route 7 operates a more limited schedule consisting of one mid-morning southbound trip and one afternoon northbound trip on weekdays only. Its present alignment is displayed in Figure 2.

Leaving downtown Canandaigua, Route 3 runs north on Main Street to the Tops Market located at Route 332 and North Street, then continues north on Rte 332 and east into the Farmbrook subdivision via Farmbrook Drive, right on Flaxen, right on Wheatstone, left on Clovermeadow and right on Farmbrook returning to Rte 332 northbound. Continuing toward Finger Lakes Racetrack, the bus turns right (east) on County Road 41, left (north) on Beaver Creek and right to the main entrance. Route 3 continues via left (west) on Route 96, left into Wades Plaza, right (north) on Mertensia Road, right (east) on Collett Road and right (south) on Corporate Drive through Center Pointe North, right (north) on Rte 332, right on Loomis past the Park-Ride lot, right (west) on Plastermill, right (north) on Gateway Road into Hunters Trailer Park and continuing on Gateway to right (south) on Rte 332, right (west) on Plastermill, right into Gypsum Mills clubhouse and continuing via right (west) on Plastermill, left (south) on McMann Road, left (east) on Heath Row, right (south) on Victoria Lane, right on Rte 96, left on East Victor Road and left into Autumn Grove Apartments. The route continues via right (north) on East Victor Road and left (west) on Rte 96 through the Village of Victor and left (west) on Rte 251, right (north) on Phillips Road, right (east) on Main Street in Fishers, left (north) on Rte 96, right into Cobblestone Court to the K-mart store entrance, and continuing via left (west) on Turk Hill Road across Rte 96 into Eastview Mall. The terminal stop is near Sears' main entrance. Return service to Canandaigua operates via High Street to the Village of Victor and follows the reverse of the southbound alignment.

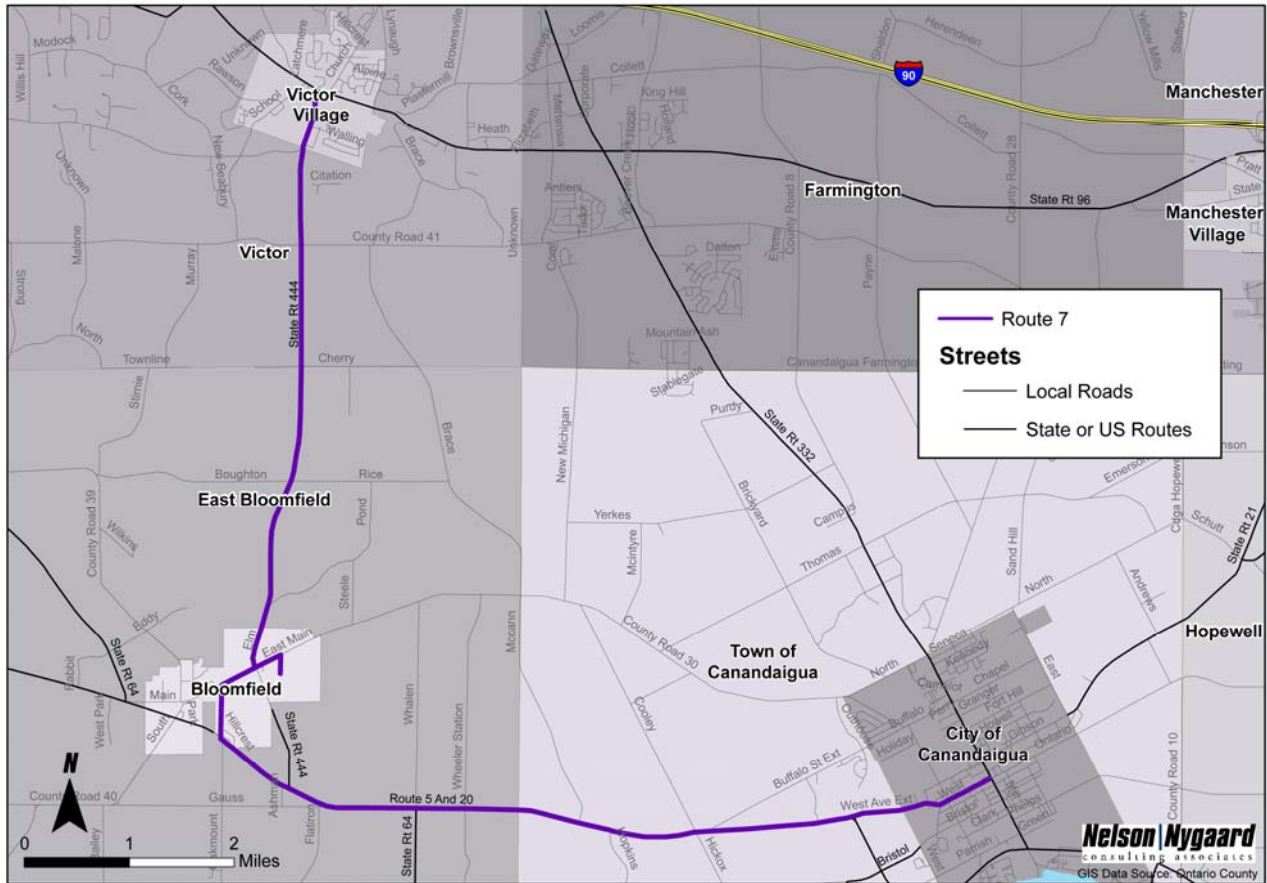
Major stops on Route 3:

- Canandaigua City Hall / Main Stop
- Tops Market – Rte 332 & North Street
- Finger Lakes Racetrack
- Wades Plaza
- Farmington Commons Plaza
- Center Pointe North Business Park
- Hunters Trailer Park – Gateway Road near Rte 332
- Autumn Grove Apartments – East Victor Road
- Industrial Parks along Rte 251 and Phillips Road
- Eastview Mall – transfer to RTS #92
- Victor JHS/HS campus – High Street
- YMCA – High Street

Figure 1: Route 3 Existing Alignment



Figure 2: Route 7 Existing Alignment



Leaving downtown Canandaigua at 2:30 pm, Route 7 runs west on West Avenue and the West Avenue Extension and Rtes 5 & 20 to the Village of Bloomfield. Turning right (north) on Rte 444, Route 7 continues to the Village of Victor, where it turns left on Rte 96 and overlays Route 3 to Eastview Mall. The daily southbound trip departs Eastview at 9:30 am and operates via High Street into the Village of Victor, and in the reverse direction Route 7 as described above.

Major Stops on Route 7:

- Canandaigua City Hall / Main Stop
- Village of Bloomfield
- Village of Victor
- Industrial Parks along Rte 251 and Phillips Road
- Eastview Mall – transfer to RTS #92
- Victor JHS/HS campus – High Street
- YMCA – High Street

Level of Service

Route 3 and 7 service is provided with one small bus running between Canandaigua and Eastview Mall on two-hour cycles. Service statistics are shown in Table 1.

Table 1: Routes 3 & 7 Service Statistics

	Weekday Route 3	Weekday Route 7	Saturday	Sunday
Span of Service	M – Th: 6:30a – 6:30p Fri: 6:30a – 8:30p	SB: 9:30a – 10:25a NB: 2:30p – 3:25p	9:30a – 8:30p	9:30a - 6:00p
Round Trips	M – Th: 5 Fri: 6	1	5	4
Frequency (mins)	120 / 240	1 trip	120	120
Route Length (miles)				
Travel time (mins)	55	55	55	55

Source: Compiled from data provided by Ontario County Planning Department

Ridership and Productivity

Available data for Routes 3 and 7 indicates sustained ridership growth averaging nearly 8.4% annually between 1999 and 2008 (Table 2). As discussed in other route profiles, much of the fluctuation in ridership observed over the years reflects how the system developed and expanded as well as available funding. The most recent growth in ridership, between 2007 and 2008, however, should reflect real growth resulting from a combination of high fuel prices and improved service. Route 3 was one of the original routes, while Route 7 was implemented in mid-2004.

Table 2: Route 3 & 7 Annual Ridership, 1999-2008

Year	Route 3	Route 7	Total	Percent Change
1999	12,269	--	12,269	29.3
2000	14,313		14,313	16.7
2001	15,918		15,918	11.2
2002	18,288		18,288	14.9
2003	17,980		17,980	-1.7
2004	17,657	359	18,016	0.2
2005	15,513	1,046	16,559	-8.1
2006	16,328	1,205	17,533	5.9
2007	16,477	1,142	17,619	0.5
2008	20,609	1,918	22,527	27.9

Source: Compiled from data provided by Ontario County Planning Department

Average daily ridership and productivity by service day is summarized in Table 3. Daily ridership averages are based on October 2008 data that tends to reflect optimal ridership conditions. Based on actual 2008 ridership, Routes 3 and 7 collectively average 5.5 passengers per revenue hour.

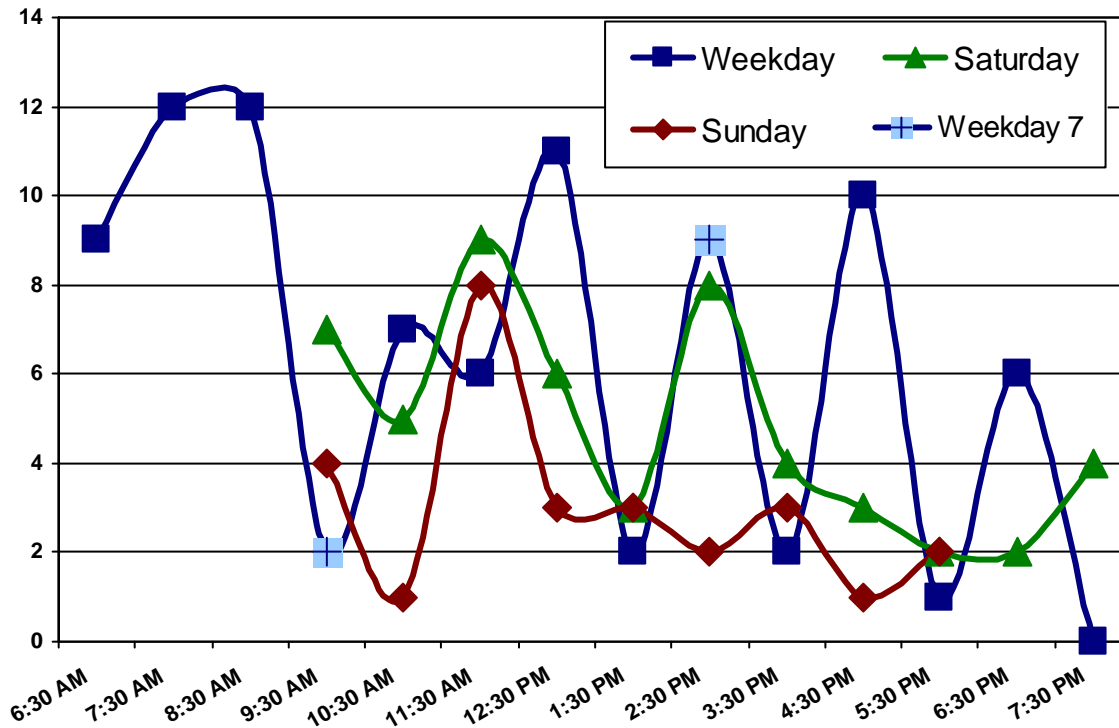
Table 3: Routes 3 & 7 Ridership and Productivity

Service Period	Passengers	Passengers per Revenue Hour	Passengers per Trip
October Weekday – 3	73	7.3	7.3
October Friday – 3	79	7.0	7.0
October Weekday – 7	11	5.5	5.5
October Saturday	51	4.6	4.6
October Sunday	24	2.7	2.7
2008 Total – 3 & 7	22,527	5.5	5.5

Source: Compiled from data provided by Ontario County Planning Department

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 are generated by Route 3 on weekdays aboard the 7:30 am southbound and 8:30 am northbound trips (12 passengers each), the 12:30 pm northbound (11 passengers) and 4:30 pm northbound trips (10 passengers). The Route 7 northbound departure at 2:30 pm generates an average nine passengers per trip. The most passengers on any Saturday trip is nine board the 11:30 am southbound trip, and eight aboard the 2:30pm northbound trip. Only one Sunday trip (11:30 southbound) generates more than four passengers per trip.

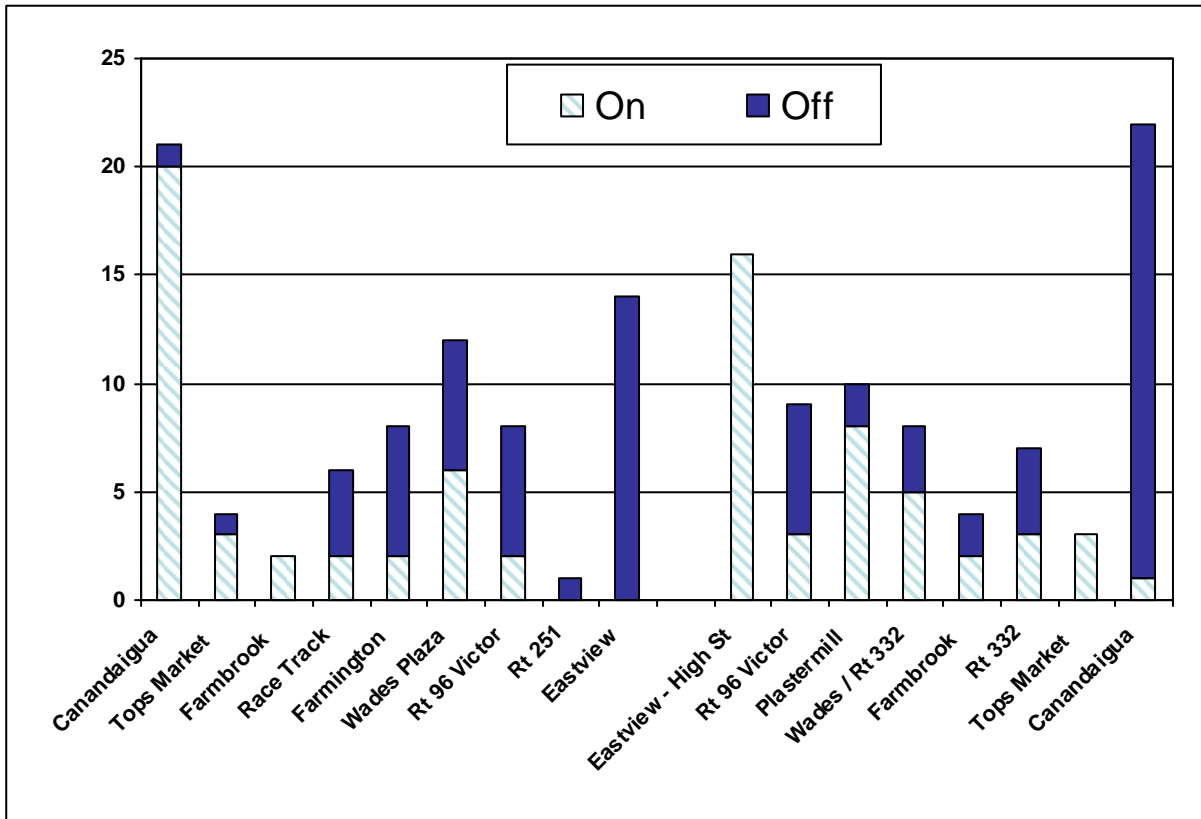
Figure 3: Routes 3 & 7: Ridership by Time of Day



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

Ridership by route segment is shown graphically in Figure 4. Boarding and alighting activity is concentrated at the terminals in downtown Canandaigua and Eastview Mall, and to a lesser extent at Wades Plaza, in the Village of Victor and at the manufacture homes and apartments at Plastermill.

Figure 4: Routes 3 & 7: Weekday Ridership by Time of Day



Coordination with RTS

Routes 3 and 7 service to Eastview Mall allows passengers to transfer between CATS and RTS Route 92 for connecting service between western Ontario County and downtown Rochester. Schedule connectivity between the two services is summarized in Table 4 using April 2009 timetables. Currently the best connection from Ontario County to Rochester is via the 6:30am northbound departure of CATS Route 3 from Canandaigua arriving at Eastview Mall at 7:25 am, and connecting to RTS Route 92 at 7:37am with a scheduled arrival of 8:20 am in downtown Rochester. The one-way trip requires 110 minutes

Table 4: Weekday Transfer Connections at Eastview Mall

Time Period	Northbound		Southbound	
	CATS #3 / 7 Arrives	RTS #92 Departs	RTS #92 Arrives	CATS #3 / 7 Departs
Morning	--	6:32a	6:30a	--
	--	7:07a	7:05a	7:30a
	7:25a	7:37a	7:36a	--
		8:10a	8:10a	9:30a
	9:25a	10:00a	9:51a	11:30a
Afternoon		3:20p	3:18p	3:30p
	3:25p	4:45p	4:43p	
		5:21p	5:20p	5:30p
	5:25p	5:56p	5:49p	
		6:31p	6:30p	

Returning from downtown Rochester, the best connection is via RTS Route #92 departing from Broad Street at 4:45 pm arriving at Eastview Mall at 5:20 pm and connecting to CATS Route 3 at 5:30 pm with a scheduled arrival of 6:25 pm in downtown Canandaigua. The one-way trip requires 100 minutes of onboard travel and transfer waiting time.

Strengths, Weaknesses and Potential Improvements

Strengths

- Given changing demographic and land use patterns in Ontario County, Route 3 provides an increasingly important linkage between downtown Canandaigua and Eastview Mall through the Towns of Farmington and Victor.
- The current alignment nominally covers most significant destinations within an otherwise lower density service area.

Weaknesses

- Service frequency (120 minutes) is low
- Route 3 operates as a one-way loop west of the intersection of Rte 96 and High Street in the Village of Victor.
- Deploying two Route 7 trips via Bloomfield leaves a four-hour service gap between 7:30 am and 11:30 am in the southbound direction, and between 12:30 pm and 4:30 pm on northbound trips.
- Sunday ridership and productivity is low. Based on October 2008 data, average Sunday ridership was 24 boardings, or 2.7 passengers per service hour.
- Time allocated to Route 3 service schedule is insufficient. Drivers are challenged to complete the service in the allocated time and frequently try to make up time when driving Route 7.

Potential Improvements

- Upgrade service frequency to 60 minutes on weekdays.
- Introduce two-way operations on Rte 251 and High Street with schedules rationalized to accommodate the start-quit times at major institutions served (e.g., industrial employers in Victor and Fishers, and schools on High Street).
- Discontinue Route 7 service through Bloomfield and redeploy bus on Route 3.
- Coordinate alignment and schedule with Routes 2A and 2B to provide more frequent service with even spacing on Main Street through the heart of the City of Canandaigua.
- Coordinate weekday arrivals and departures at Eastview Mall to meet more RTS Route 92 trips for connecting service between Ontario County and downtown Rochester.
- Discontinue Sunday service.
- Eliminate service to medical park and/or race track.