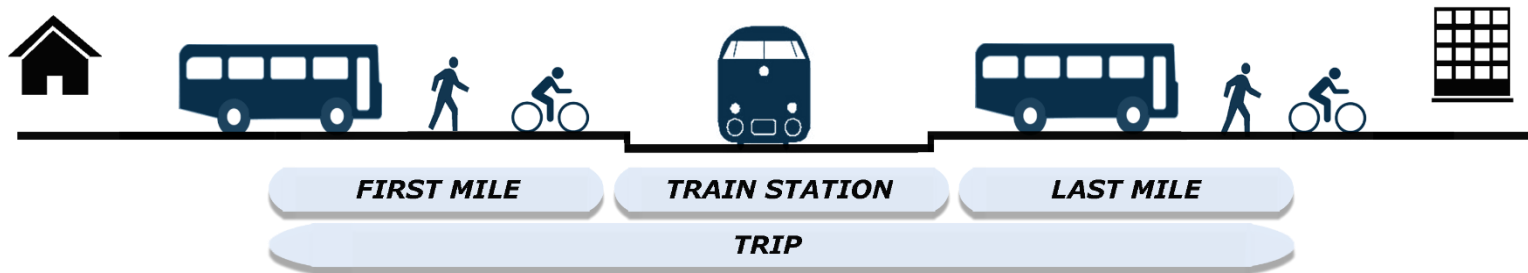


Meriden Transit Center - “First Mile, Last Mile” Study



Presentation to City of Meriden Economic Development,
Housing & Zoning Committee

July 25, 2016

Study Team

✓ Milone & MacBroom, Inc. – Prime Consultant

✓ Interpreters & Translators, Inc. – Sub Consultant

✓ Study Advisory Committee



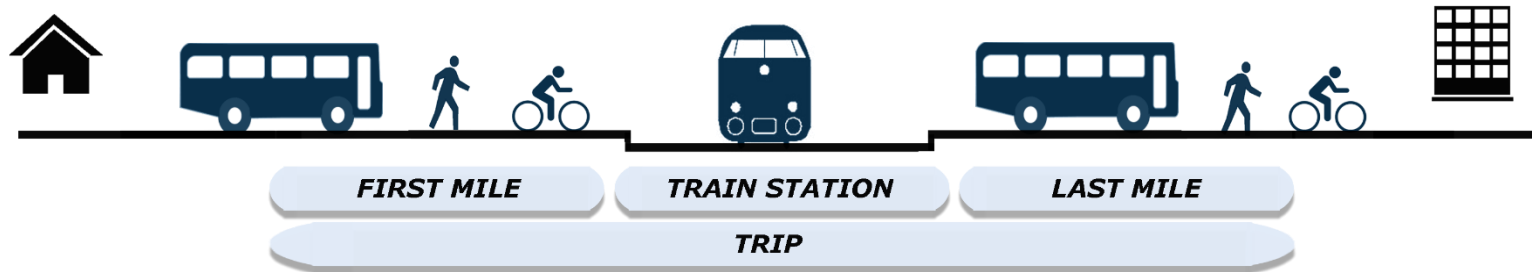
SCRCOG



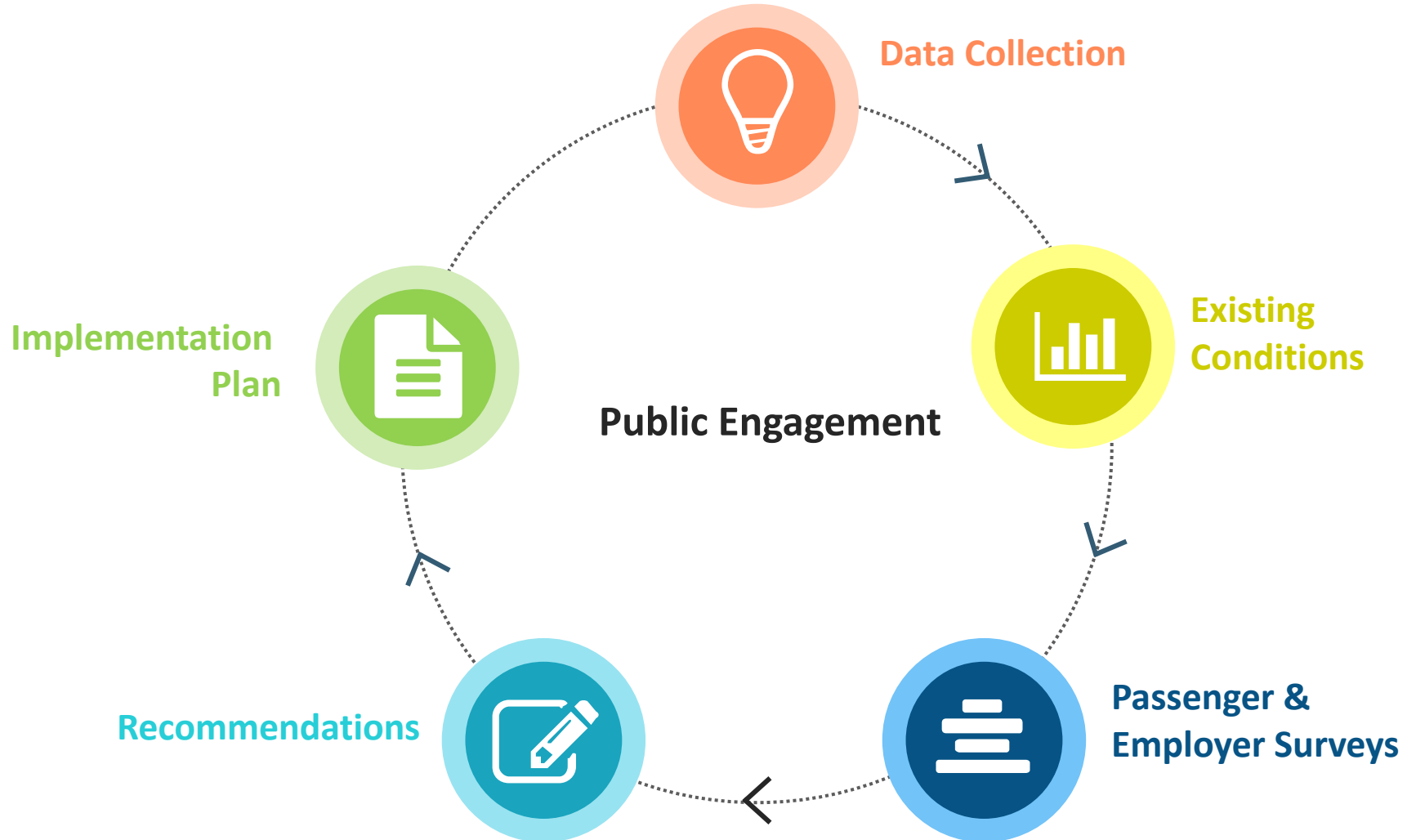
Study Goal



To identify connectivity gaps and provide both infrastructure and service recommendations to facilitate access and maximize usage of the new Meriden Transit Center



Study Approach

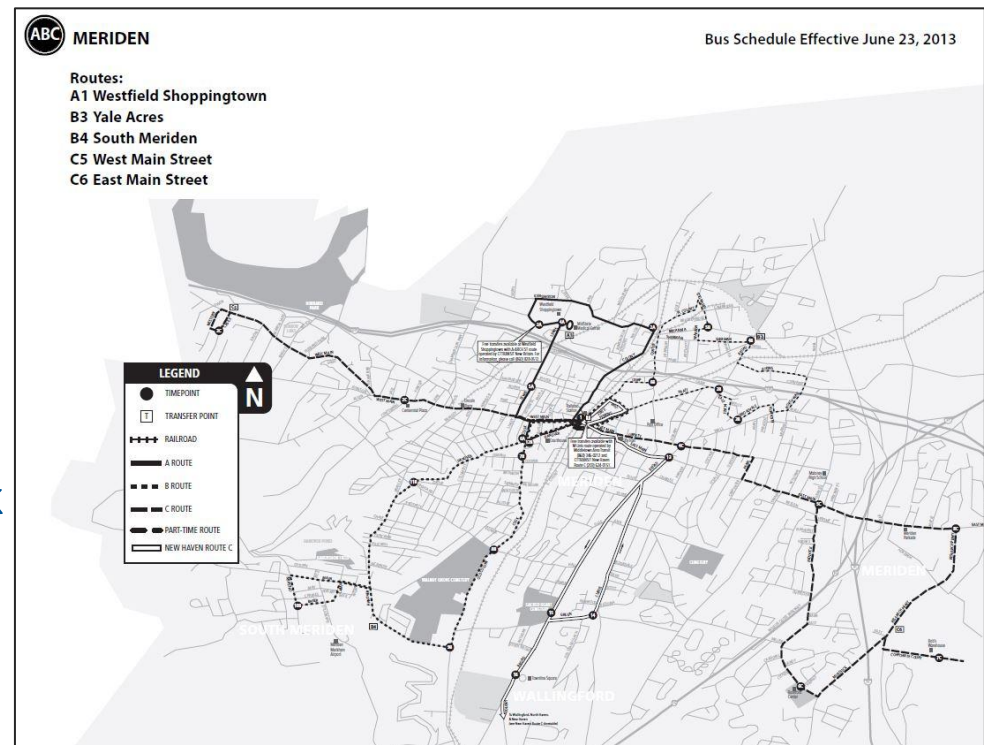


Existing Conditions

Bus Service

Land Use

- 5 Local Routes
 - Route A1 – Westfield Shoppingtown
 - Route B3 - Yale Acres
 - Route B4 – South Meriden
 - Route C5 – West Main Street
 - Route C6 – East Main Street
- 2 Regional Routes
 - New Haven Route C
 - Middletown Area Transit M-Link



Existing Conditions

Bus Service

Land Use

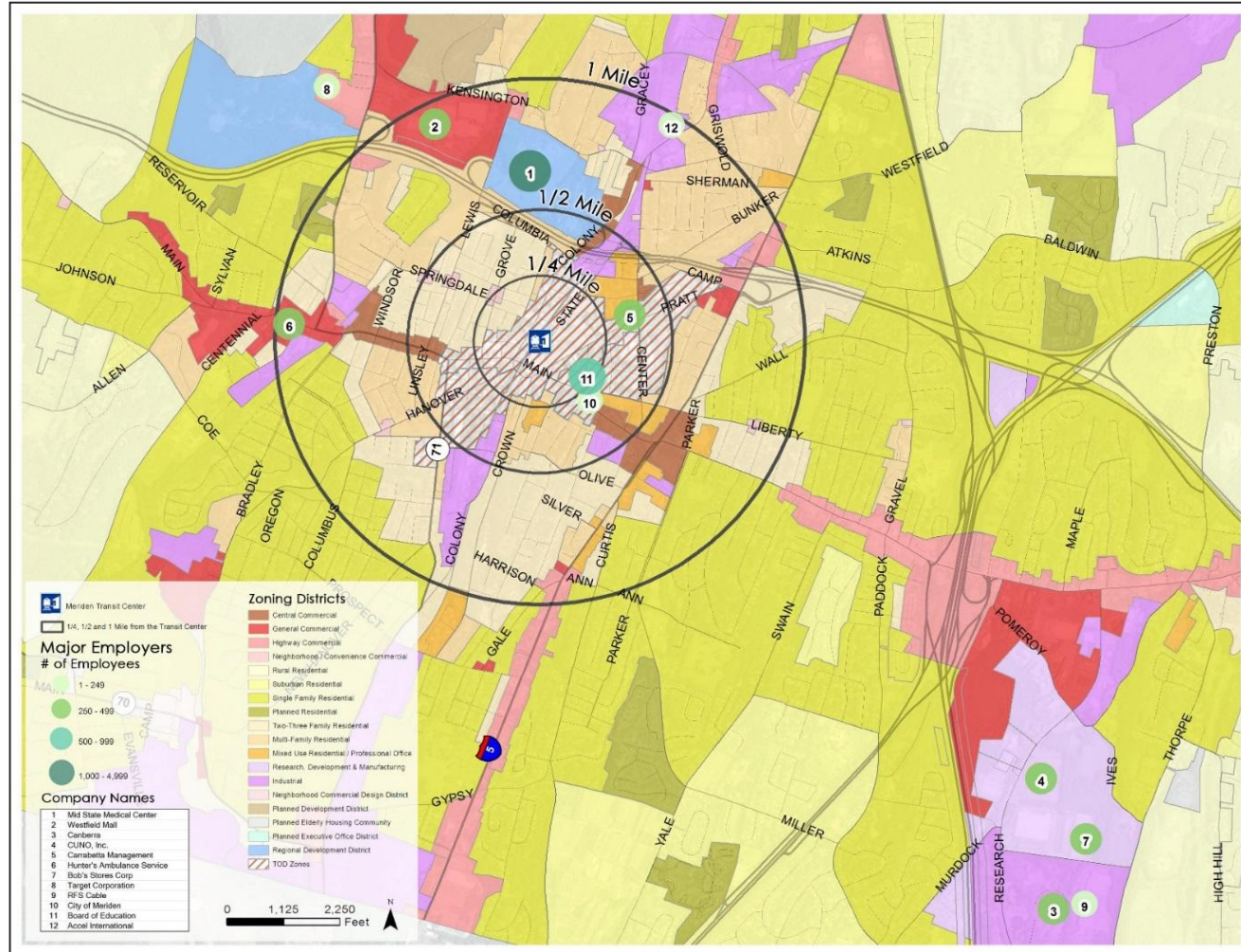
	Weekday		Saturday	
	Hours	Headway	Hours	Headway
Local				
Route A1	7:00 a.m. – 5:30 p.m.	30 mins	9:40 a.m. – 5:20 p.m.	40 – 50 mins
Route B3	7:00 a.m. – 5:30 p.m.	1 hour	No Service	No Service
Route B4	7:00 a.m. – 5:30 p.m.	1 hour	No Service	No Service
Route C5	7:00 a.m. – 5:30 p.m.	1 hour	9:40 a.m. – 5:20 p.m.	1.5 hours
Route C6	7:00 a.m. – 5:30 p.m.	1 hour	9:40 a.m. – 5:20 p.m.	1.5 hours
Regional				
New Haven C	6:30 a.m. – 7:13 p.m.	1 hour	8:00 a.m. – 6:12 p.m.	80 – 90 mins
MAT M-Link	6:15 a.m. – 6:05 p.m.	1 hour	8:00 a.m. – 4:40 p.m.	2.5 hours

Existing Conditions

Bus Service

Land Use

- Existing Area
 - 15,360 acres
 - 7.8% vacant
- Future Growth
 - Infill development
 - Redevelopment
- Zoning
 - TOD District
 - IT Zone

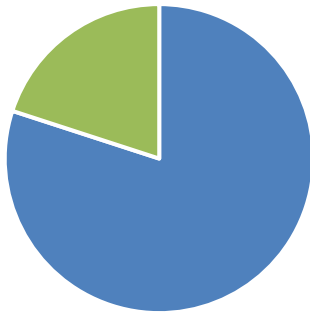


Passenger Surveys

Data
Collection

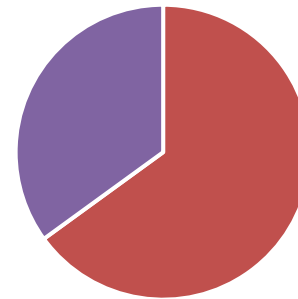
Findings

Meriden Residents (80%)



■ Live in Meriden ■ Live outside of Meriden

Home or Work Based Trips (60-70%)



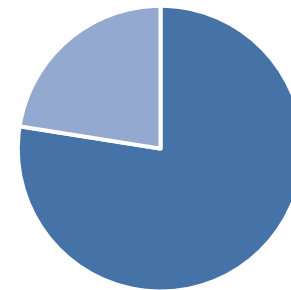
■ Home/Work Based ■ Other

Car Ownership (10%)



■ Owns a Car ■ Does not own a Car

Daily Commuters (75-80%)



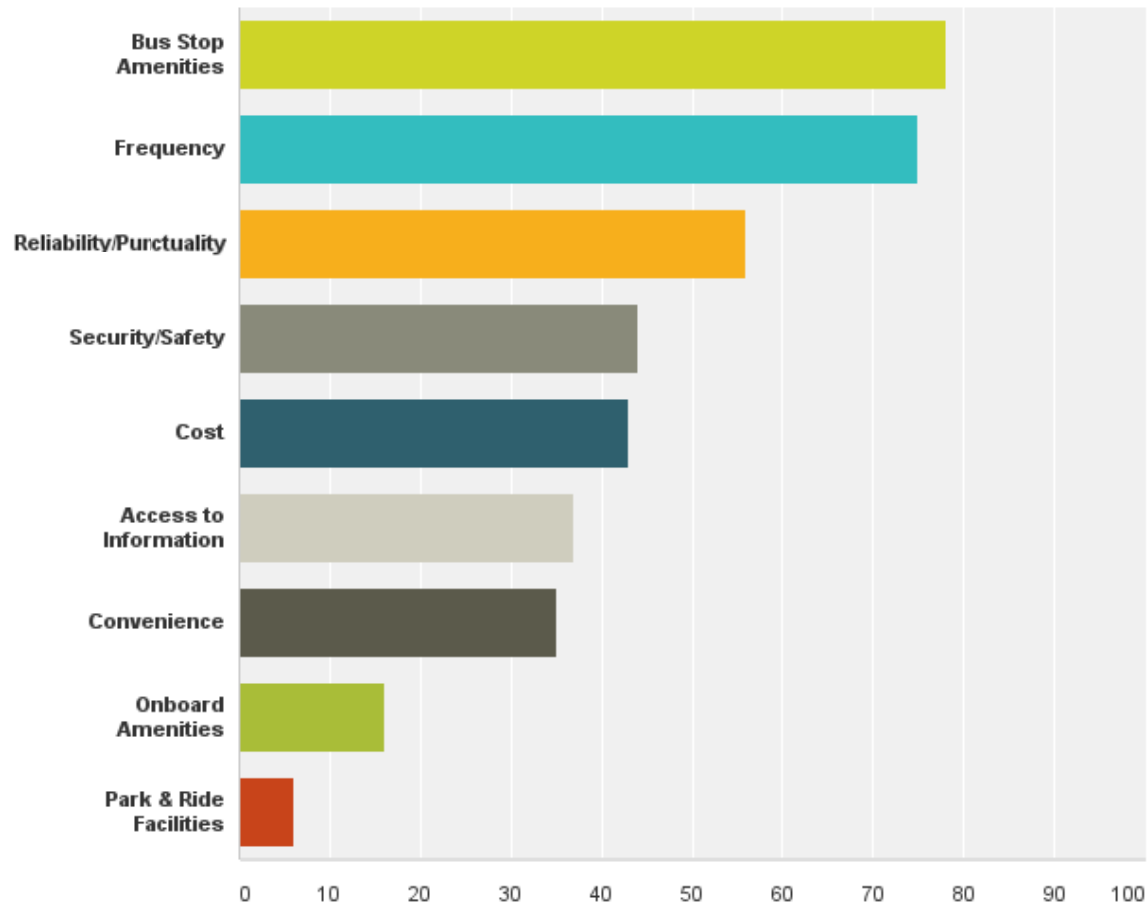
■ Rides the Bus 5 or more days/week
■ Rides the Bus 4 or fewer Days/Week

Passenger Surveys

Data
Collection

Findings

What They Would Like Improved



Employer Surveys

Data
Collection

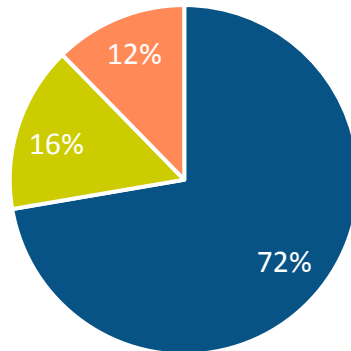
Findings

- February 23 to March 15, 2016
- 67 respondents



Employer Location

■ Meriden ■ Wallingford ■ Other



Meriden "First Mile, Last Mile" Regional Employer Survey

The City of Meriden, in collaboration with the Midstate Chamber of Commerce, is conducting this regional employer survey as part of the Meriden "First Mile, Last Mile" Study. The intent of this survey is to identify how best to provide improved multi-modal transportation service from transportation centers in Meriden, Berlin and Wallingford to major employment areas within the region. Thank you for taking the time to complete this survey.

1. Contact Name:

2. Contact Title:

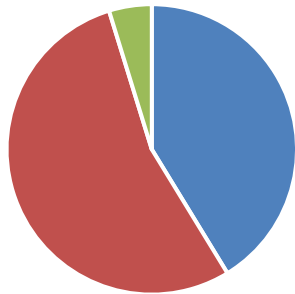


Employer Surveys

Data
Collection

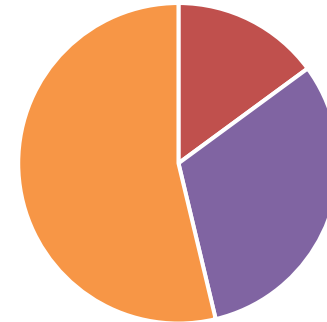
Findings

Employee Commutes > 10 miles
(55%)



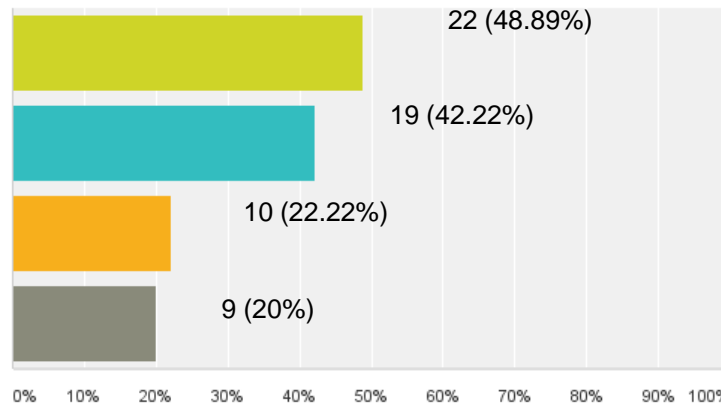
■ <10 Miles ■ 11-25 Miles ■ 26-50 Miles

Employers who believe Employees
will use NHHS Rail (15%)



■ Yes ■ Unsure/Maybe ■ No

Employee Concerns Expressed



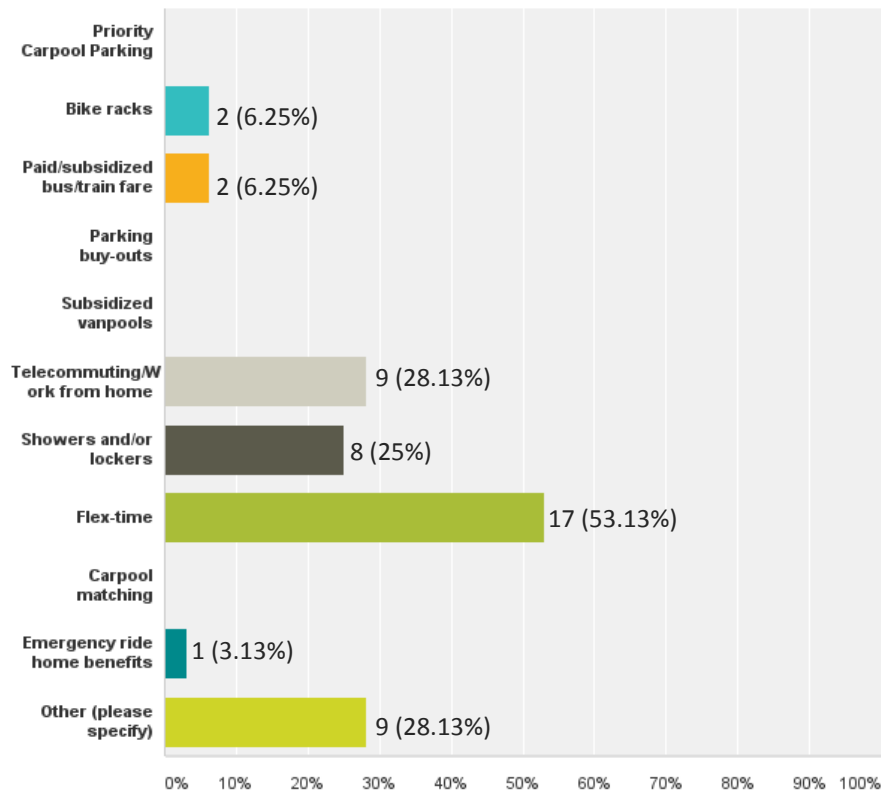
■ Parking Issues ■ Transit Access ■ Bicycling/Walking Facilities ■ Other

Employer Surveys

Data
Collection

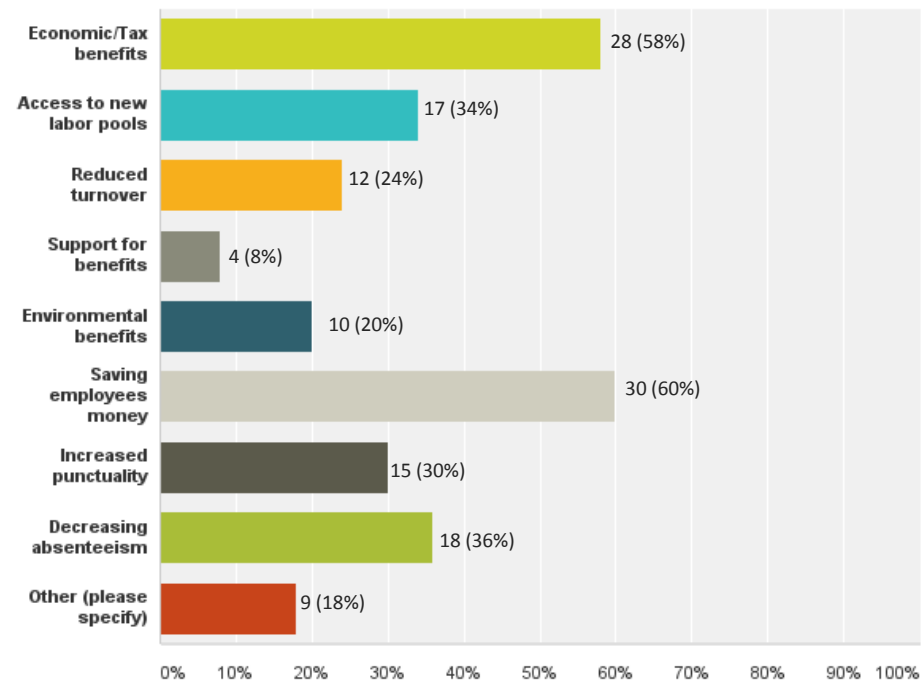
Findings

Commute Benefits Employers Currently Offer



32 Responses

Incentives/Benefits Employers Would Like to See in Exchange



50 Responses

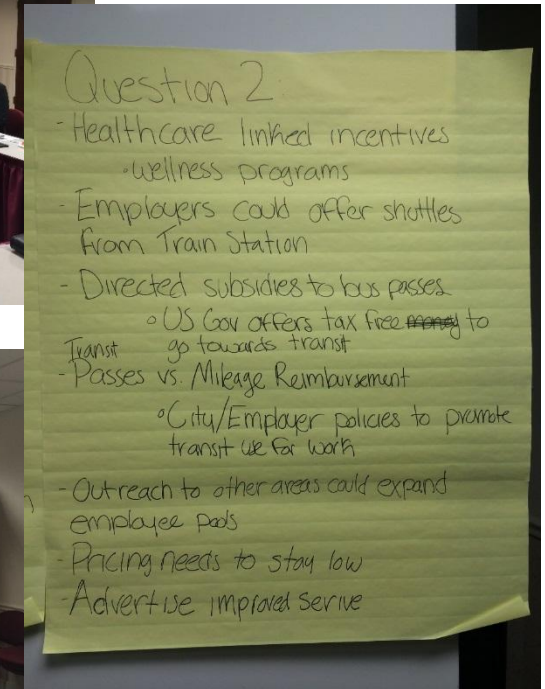
Employer Focus Group

Attendees

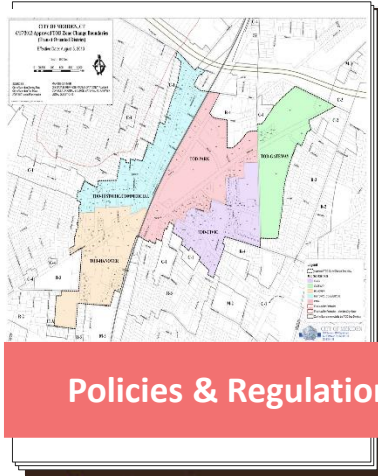
- Radio Frequency Systems
- Work Alliance
- Valentine Karate
- Hunter's Ambulance
- City of Meriden
- Town of Berlin
- Town of Wallingford

Issues

- What employers can do
- What are the benefits
- Who pays for it



Recommendations



Recommendations

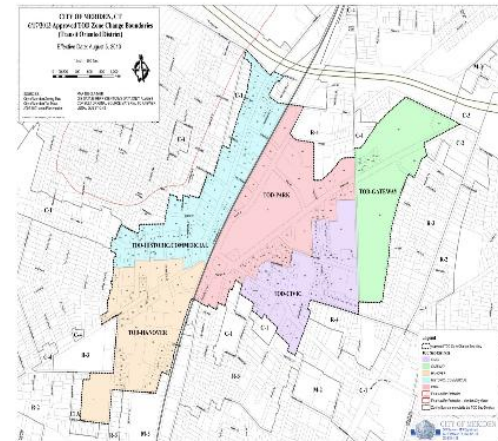
Regulations & Policy

Operational Improvements

Infrastructure Improvements

Branding

- City P&Z policies and regulations
- Federal Programs
 - Commuter Tax Benefit
 - Best places to work recognition
- Transportation Management Association
- Employer Programs
 - Financial incentives and alternate commute subsidies
 - Health and wellness programs
 - Parking management (Priority car pool parking, limit parking etc.)
 - Collaboration with CT Rides



Recommendations

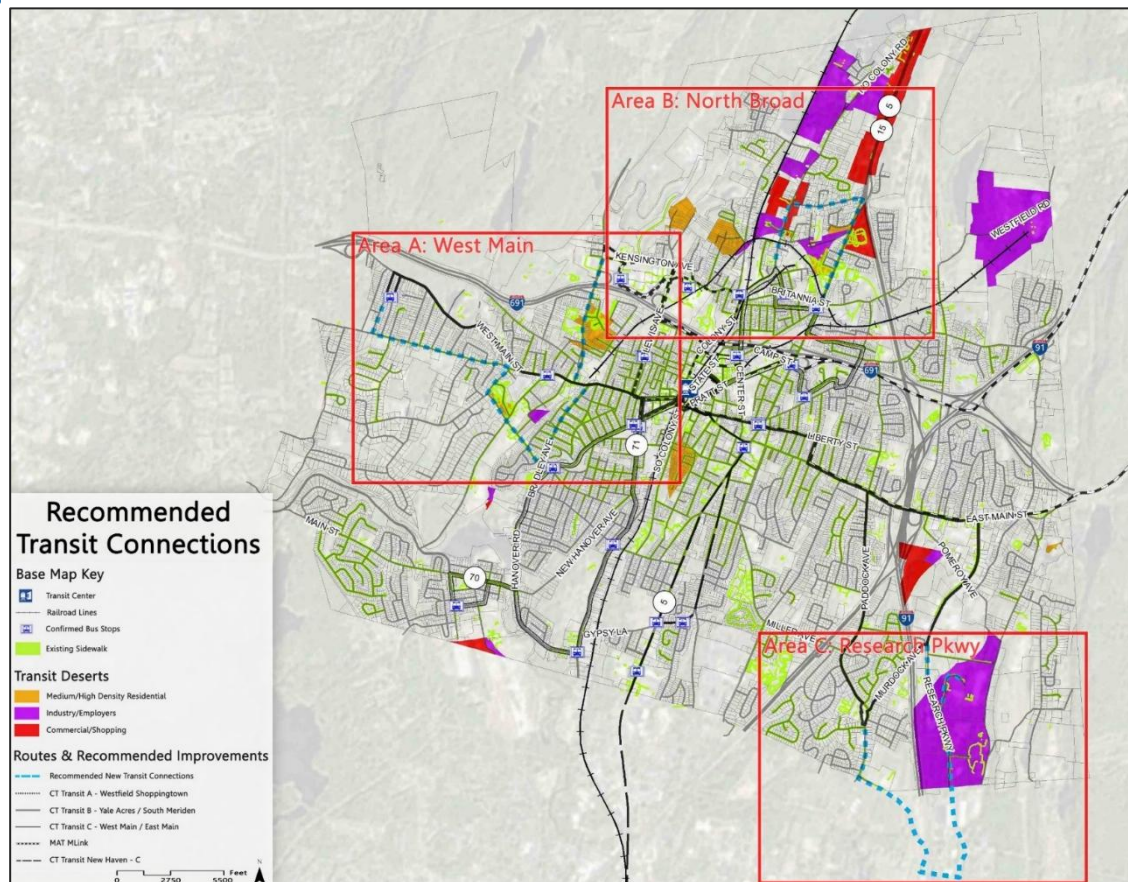
Regulations
& Policy

Operational
Improvements

Infrastructure
Improvements

Branding

- Service Improvements
 - Extend service past 8 p.m.
 - Reduce headways
 - Sunday service
- Shuttles
- Technology
- New Connections



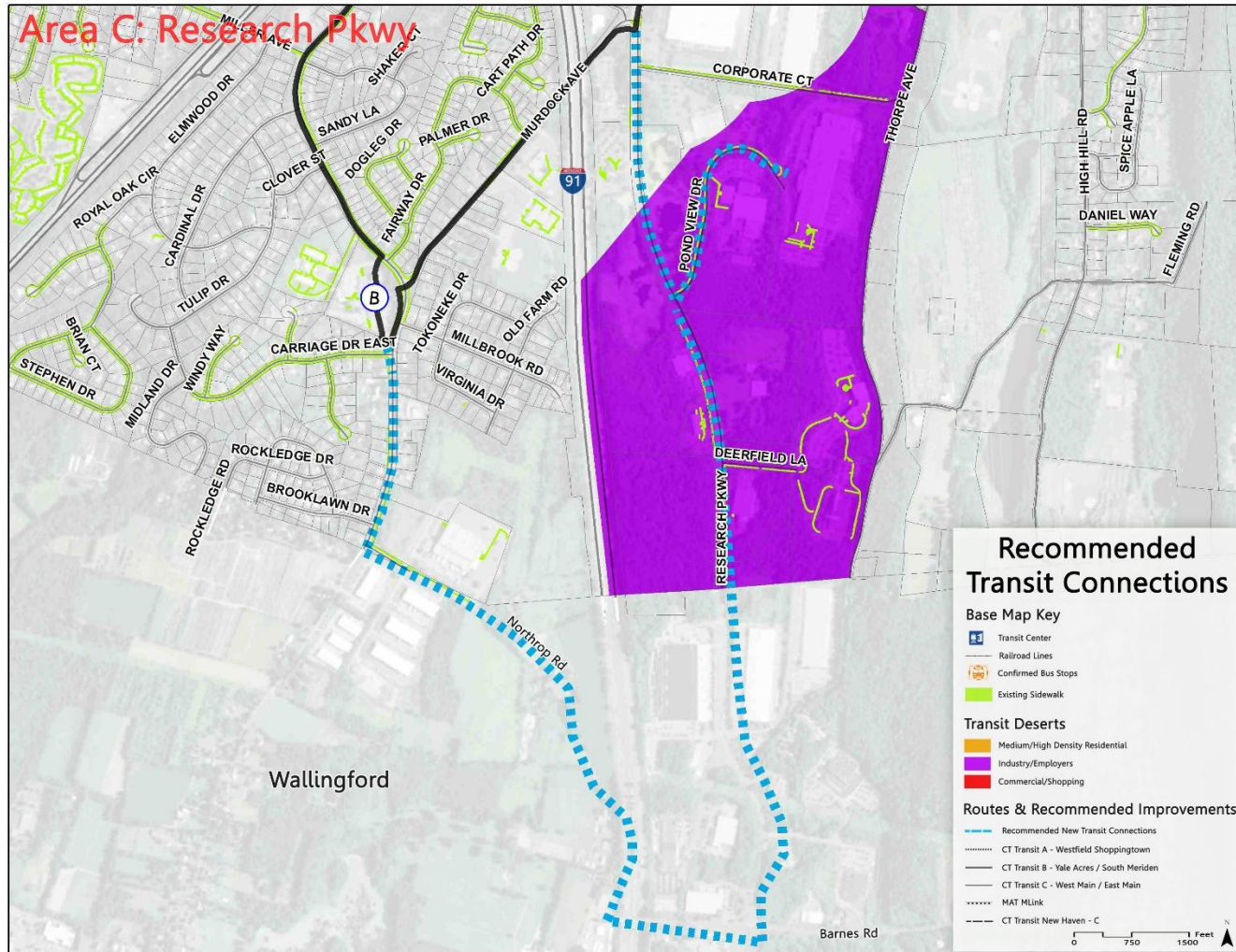
Recommendations

Regulations
& Policy

Operational
Improvements

Infrastructure
Improvements

Branding



Recommendations

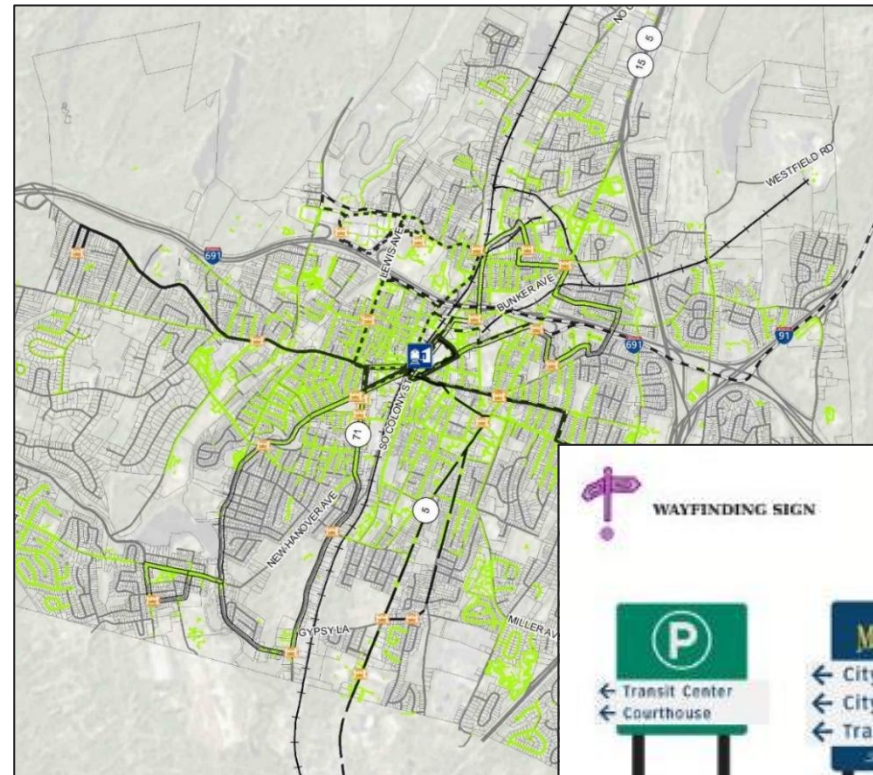
Regulations
& Policy

Operational
Improvements

Infrastructure
Improvements

Branding

- Formalize Bus Stops
- Wayfinding
- Sidewalk Network
- Pedestrian Crosswalks
- Additional Amenities



EXAMPLE SHELTER OPTIONS



SITE AMENITIES



Recommendations

Regulations
& Policy

Operational
Improvements

Infrastructure
Improvements

Branding

- Identify target audience
- Determine aspects that are most important to convey
- Develop unique brand logo
- Market brand at public events



Implementation

Strategy Implementation			
Strategy	Capital Cost	Timeline	Main Stakeholders
Regulations & Policy			
City P& Z Policies, Regulations	N/A	N	City of Meriden
Federal Programs	N/A	N	City of Meriden Employers
Employer Programs	N/A	M	Midstate Chamber of Commerce Employers CT Rides
Operational Improvements			
Schedule Improvements	N/A	N	CT Transit City of Meriden
New Bus Transit Connections	N/A	M	CT Transit
Shuttles	N/A	L	Employers City of Meriden
Technology	N/A	L	CT Transit
Infrastructure Improvements			
Bus Stop Signs	\$250 - \$500 Each	N	CT Transit City of Meriden
Bus Shelters	\$30,000 - \$40,000 Each	M	CT Transit City of Meriden
Benches	\$1,000 - \$5,000 Each	M	CT Transit City of Meriden
Wayfinding Signs	\$500 - \$2,000 Each	M	City of Meriden CTDOT
Lighting	\$7,000 - \$10,000 Each	N	City of Meriden CTDOT
Pedestrian Crosswalks	\$2.5 - \$5 per Sq. foot	N	City of Meriden CTDOT
Sidewalks	\$10 - \$15 per Sq. foot	N	City of Meriden CTDOT

- N - Near-Term Solutions
- M - Mid-Term Solutions
- L - Long-Term Solutions

QUESTIONS?

Sample Passenger Survey







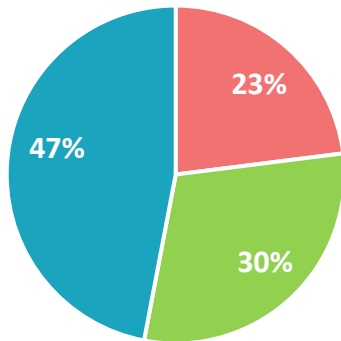
 	 
Who are you?	¿Quien eres?
1. Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female	1. Sexo: <input type="checkbox"/> Masculino <input type="checkbox"/> Femenino
2. Age: <input type="checkbox"/> Under 18 <input type="checkbox"/> 18-25 <input type="checkbox"/> 26-40 <input type="checkbox"/> 41-65 <input type="checkbox"/> over 65	2. Edad: <input type="checkbox"/> Menos de 18 <input type="checkbox"/> 18-25 <input type="checkbox"/> 26-40 <input type="checkbox"/> 41-65 <input type="checkbox"/> Más de 65
3. Are you a resident of Meriden? <input type="checkbox"/> Yes <input type="checkbox"/> No	3. ¿Es usted residente de Meriden? <input type="checkbox"/> Sí <input type="checkbox"/> No
4. Do you own a car? <input type="checkbox"/> Yes <input type="checkbox"/> No	4. ¿Tiene usted un automóvil? <input type="checkbox"/> Sí <input type="checkbox"/> No
Tell us about your trip...	Hablamos de tu viaje...
5. How many days per week do you utilize bus service in Meriden? <input type="checkbox"/> 1-2 day <input type="checkbox"/> 3-4 days <input type="checkbox"/> 5 days <input type="checkbox"/> 6-7 days	5. ¿Cuántos días por semana usted utiliza el servicio de autobuses de Meriden? <input type="checkbox"/> 1-2 días <input type="checkbox"/> 3-4 días <input type="checkbox"/> 5 días <input type="checkbox"/> 6-7 días
6. Please specify town of: Origin: _____ Destination: _____	6. Por favor especifique la ciudad de: Origen: _____ Destino: _____
7. How did you get to this bus? <input type="checkbox"/> Walked <input type="checkbox"/> Dropped off by someone <input type="checkbox"/> Rode my bicycle <input type="checkbox"/> Drove and parked my own car <input type="checkbox"/> Rode a different bus <input type="checkbox"/> Other: _____ <input type="checkbox"/> Carpoled with someone else <input type="checkbox"/> Rode the train	7. ¿Cómo llegó usted a este autobús? <input type="checkbox"/> Caminé <input type="checkbox"/> Alguien me trajo <input type="checkbox"/> Llegué en mi bicicleta <input type="checkbox"/> Conduje mi propio automóvil <input type="checkbox"/> Llegué en otro autobús <input type="checkbox"/> Otro: _____ <input type="checkbox"/> Compartí vehículo con otra persona <input type="checkbox"/> Llegué en tren
8. Where did you come from before you got on this bus? <input type="checkbox"/> Work/Work Related <input type="checkbox"/> Home <input type="checkbox"/> Other: _____ <input type="checkbox"/> Shopping <input type="checkbox"/> College/Other School <input type="checkbox"/> Social, Religious Worship, Personal <input type="checkbox"/> Medical Services	8. ¿De dónde venía antes de subir a este autobús? <input type="checkbox"/> Trabajo <input type="checkbox"/> Domicilio <input type="checkbox"/> Otro: _____ <input type="checkbox"/> Compras <input type="checkbox"/> Universidad / Educación <input type="checkbox"/> Social, de culto religioso, personal <input type="checkbox"/> Servicios médicos
9. Where are you going now? <input type="checkbox"/> Work/Work Related <input type="checkbox"/> Home <input type="checkbox"/> Other: _____ <input type="checkbox"/> Shopping <input type="checkbox"/> College/Other School <input type="checkbox"/> Social, Religious Worship, Personal <input type="checkbox"/> Medical Services	9. ¿Hacia dónde se dirige ahora? <input type="checkbox"/> Trabajo/Relacionado con mi trabajo <input type="checkbox"/> Domicilio <input type="checkbox"/> Otro: _____ <input type="checkbox"/> Compras <input type="checkbox"/> Entorno universitario/académico <input type="checkbox"/> Entorno social, de culto religioso, personal <input type="checkbox"/> Servicios médicos
10. If you answered "Work/Work Related" for questions 8 and/or 9, do you work at or near any of the following? <input type="checkbox"/> Westfield Meriden Mall & vicinity <input type="checkbox"/> MidState Medical Center <input type="checkbox"/> Businesses on Research Parkway <input type="checkbox"/> Middlesex Community College <input type="checkbox"/> N/A, not Work/Work Related <input type="checkbox"/> Other: _____	10. Si respondió "Trabajo/Entorno relacionado con el trabajo" en las preguntas 8 y/u 9, ¿trabaja en uno de los siguientes lugares o cerca de alguno de ellos? <input type="checkbox"/> Westfield Meriden Mall y las cercanías <input type="checkbox"/> MidState Medical Center <input type="checkbox"/> Negocios en Research Parkway <input type="checkbox"/> Middlesex Community College <input type="checkbox"/> N/A - Mi viaje no es hacia el Trabajo <input type="checkbox"/> Otro: _____
11. How long is your total trip (from origin to destination)? <input type="checkbox"/> <30 min. <input type="checkbox"/> 30-60 min. <input type="checkbox"/> 60+ min.	11. ¿Cuánto tiempo es su viaje en total (de origen a destino)? <input type="checkbox"/> Menos de 30 min <input type="checkbox"/> 30-60 min <input type="checkbox"/> Más de 60 min
How can we make it better?	¿Cómo podemos hacerlo mejor?
12. How satisfied are you with the bus service to and from the train station located on State Street, which will become the new Meriden Transit Center? <input type="checkbox"/> Extremely Satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Neutral <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Extremely Dissatisfied	12. ¿Qué tan satisfecho está usted con el servicio de autobús desde y hacia la estación de tren ubicada en State Street, que se convertirá en el nuevo centro de tránsito de Meriden? <input type="checkbox"/> Muy satisfecho <input type="checkbox"/> Satisfecho <input type="checkbox"/> Ni satisfecho ni insatisfecho <input type="checkbox"/> Insatisfecho <input type="checkbox"/> Muy insatisfecho
13. What aspects of bus service in Meriden, in order of importance, should be improved (pick up to three): _____ Cost _____ Security/Safety _____ Reliability/Punctuality _____ Onboard Comfort/Amenities _____ Bus Stop/Station Facilities _____ Park-n-ride facilities _____ Availability/Access to Information _____ Frequency _____ Convenience Other: _____	13. ¿Qué aspectos del servicio de autobuses de Meriden, en orden de importancia, deben mejorarse? (elija un máximo de tres): _____ Costo _____ Seguridad _____ Confort/Servicios a bordo _____ Instalaciones de la parada/estación de autobuses _____ Instalaciones de aparcamiento disuasorio (Park-n-ride) _____ Disponibilidad/ Acceso a la Información _____ Conveniencia _____ Confiablez/Puntualidad _____ Frecuencia _____ Otro: _____
14. Please indicate the places you would like to see new connections to/from the Meriden Transit Center (free response): 	14. Indique los lugares en que le gustaría ver conexiones individuales hacia/desde el Centro de Tránsito de Meriden (respuesta libre):
<p><i>Results from this survey will be made available on www.Meriden2020.com</i> <i>For more information contact the City of Meriden Office of Economic Development at 203-630-4151.</i></p> <p>Español →</p> 	<p><i>Los Resultados de esta encuesta estarán disponibles en www.Meriden2020.com</i> <i>Para más información, póngase en contacto con la Ciudad de Meriden en la oficinas de desarrollo económico al 203-630-4151.</i></p> <p>English →</p> 

Figure 3-2: Passenger Survey

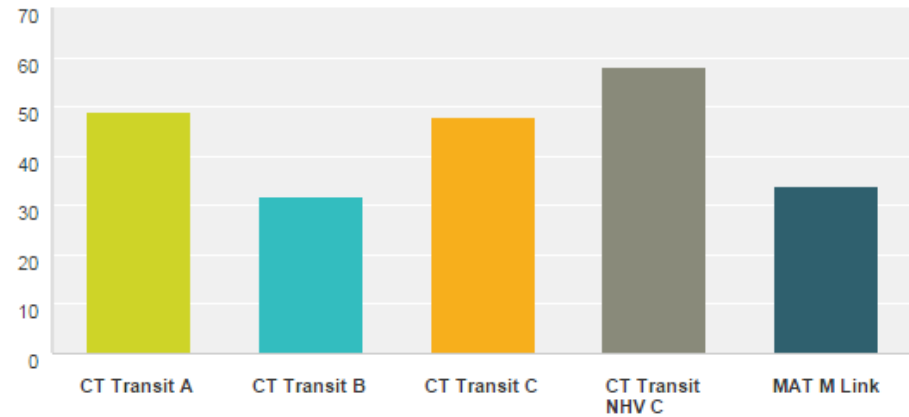
Passenger Surveys

Trip Length



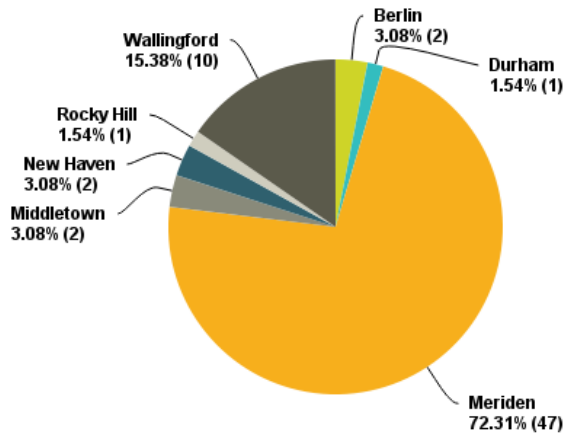
■ 60+ min. ■ 30-60 min. ■ < 30 min.

Number of Surveys Responses



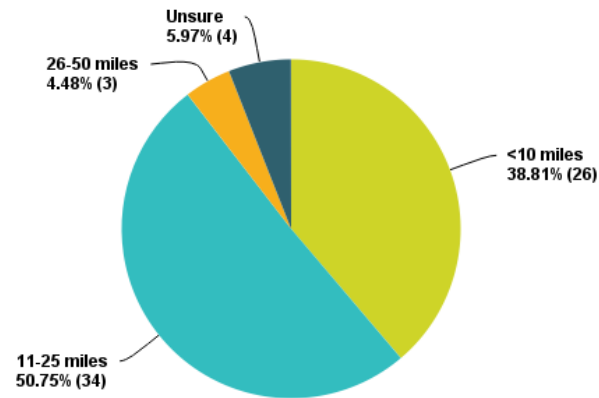
Employer Surveys

In what municipality is your office located?

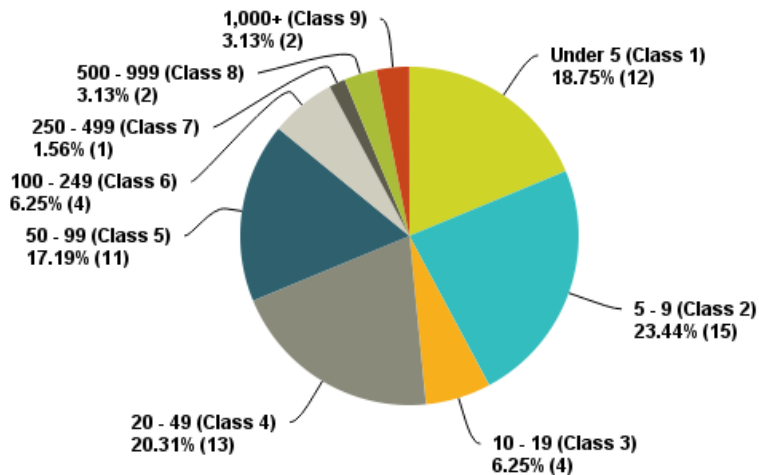


What is the average commute distance for your employees?

Answered: 67 Skipped: 0

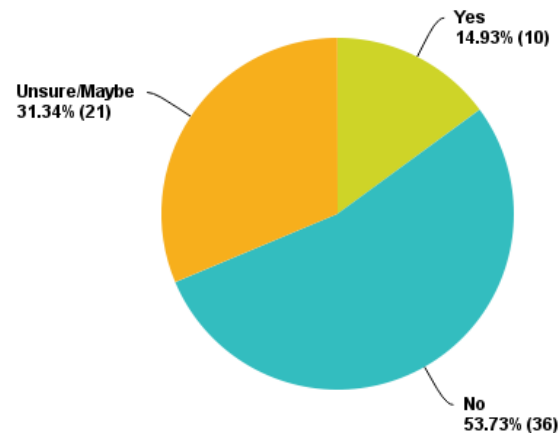


How many employees do you have?



Do you think that the NHHS Rail Service will be used by your employees?

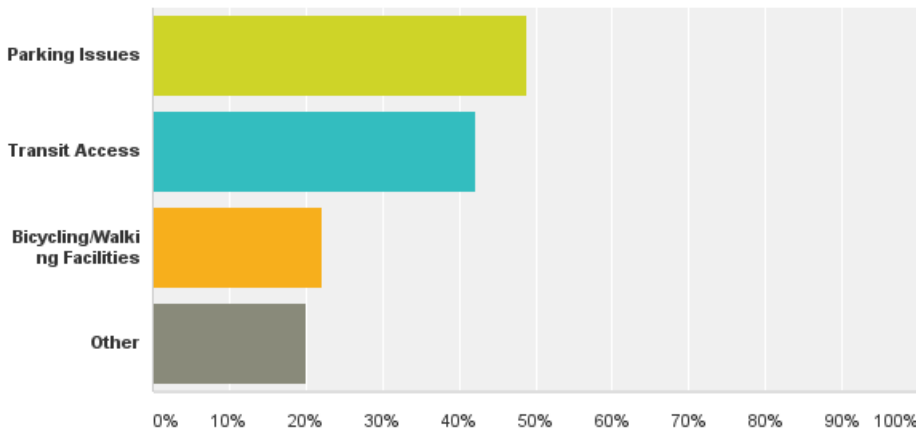
Answered: 67 Skipped: 0



Employer Surveys

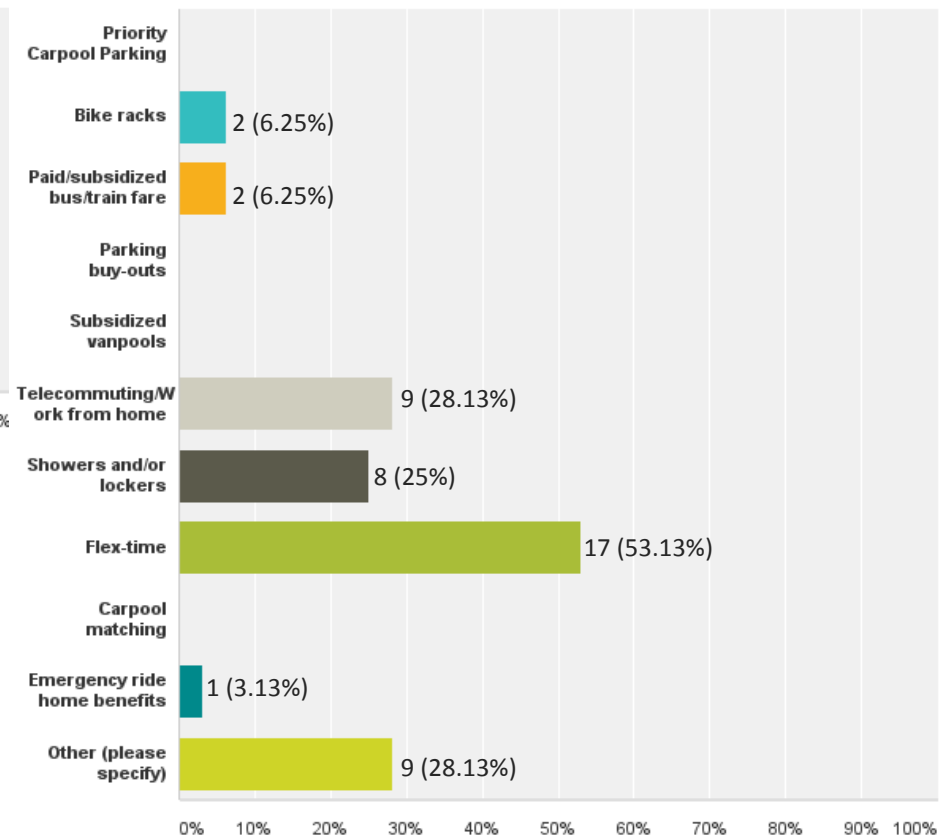
Q9 Do any of your employees express concerns about any of the following? (check all that apply)

Answered: 45 Skipped: 22



Q16 Do you offer any of the following commuting benefits to employees? (check all that apply)

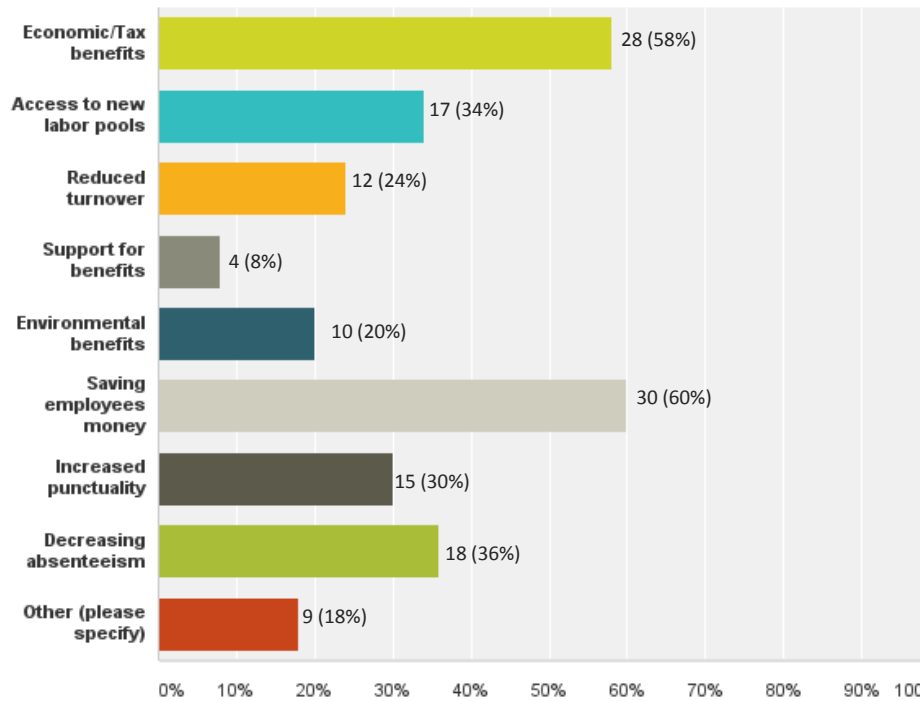
Answered: 32 Skipped: 35



Employer Surveys

Q17 What would make you more likely to offer commute benefits? (check all that apply)

Answered: 50 Skipped: 17



Q18 Which of the following would you offer if the items you identified in Question 17 could be realized? (check all that apply)

Answered: 40 Skipped: 27

