

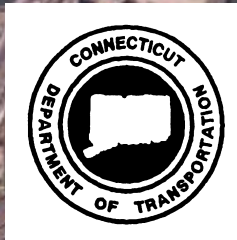
I-95 NEW HAVEN HARBOR CROSSING CORRIDOR IMPROVEMENT PROGRAM

NEW HAVEN - EAST HAVEN - BRANFORD, CT
STATE PROJECT NO. 92-505



Record of Decision Transit and Transportation System Management (TSM) Components Summary Report: January 2010 — December 2010

Prepared For:



*Connecticut Department of
Transportation
2800 Berlin Turnpike
Newington, Connecticut 06111*

Submitted By:



*Rideworks
195 Church Street
9th Floor
New Haven, CT 06510*

March 23, 2011

I-95 NEW HAVEN HARBOR CROSSING CORRIDOR IMPROVEMENT PROGRAM

NEW HAVEN – EAST HAVEN – BRANFORD, CT



Record of Decision Transit and Transportation System Management (TSM) Components

Summary Report: January 2010 — December 2010

The I-95 New Haven Harbor Crossing (NHHC) Corridor Improvement Program is one of Connecticut's largest multi-modal transportation improvement initiatives. The program includes operational, safety and capacity improvements to over 7 miles of Interstate 95, including a new signature bridge over New Haven Harbor. In addition to new and upgraded Shore Line East commuter rail stations, there are numerous Transit and Transportation System Management (TSM) components included as part of the program.

This report summarizes the current status of the implementation of the Transit and TSM components.

The August, 1999 report entitled: Federal Highway Administration Record of Decision for Interstate 95 New Haven Harbor Crossing Pearl Harbor Memorial Bridge (Q-Bridge), commonly known as the "ROD", documents the Transit and TSM components in Section 1.2 (pp. 3-4). The components are as follows:

- *Shore Line East*
- *Bus Service*
- *Commuter Rail Station at State Street*
- *Improved Transit Marketing*
- *Improved Access to Transit Information*
- *Carpool Marketing*
- *Public and Private Carpool Matching*
- *Optimized Flextime*
- *Voluntary Rideshare (HOV) Preferential Parking*
- *Insurance Breaks (\$40) for Rideshare (HOV)/Transit*
- *Guaranteed Ride Home*



I-95 NEW HAVEN HARBOR CROSSING CORRIDOR IMPROVEMENT PROGRAM

New Haven - East Haven – Branford

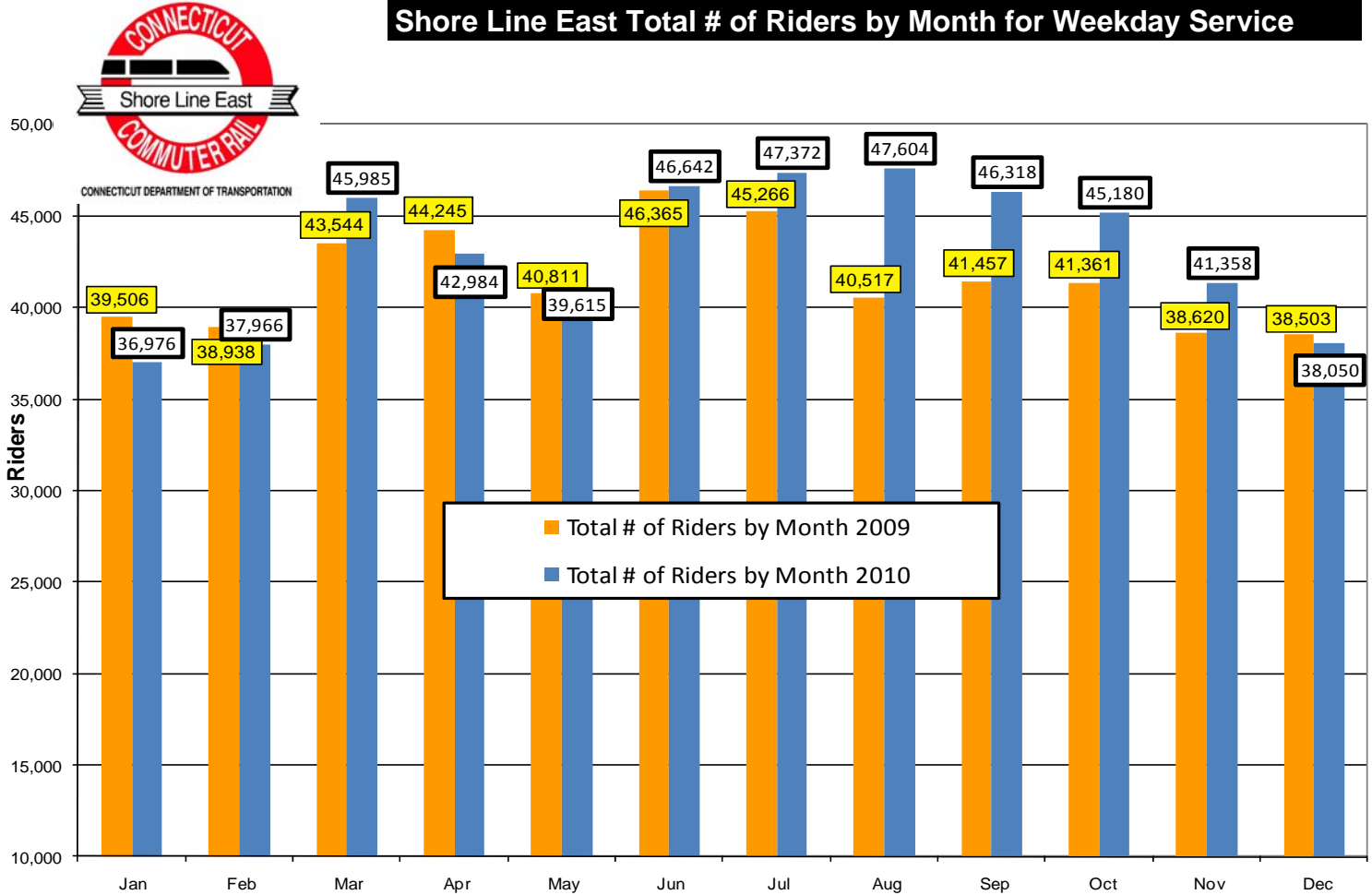
ROD Transit and Transportation System Management (TSM) Requirements

January 2010 — December 2010

ROD Requirement: Shore Line East

Continue to provide Shore Line East rail passenger service between New Haven and New London. Service levels in operation at the time of the start of construction will be continued. Ridership and service frequencies will be monitored regularly to determine the need for service modifications.

Shore Line East Total # of Riders by Month for Weekday Service



Year	January		February		March		April		May		June		Jan — Jun Totals	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
Days of Service	19	21	19	20	22	23	22	22	20	21	22	22	124	129
Total Riders	39,506	36,976	38,938	37,966	43,544	45,985	44,245	42,984	40,811	39,615	46,365	46,642	253,409	249,168
Difference	-1.2%		2.6%		5.6%		-2.9%		-10.3%		0.6%		-1.7%	

Year	July		August		Sept		Oct		Nov		Dec		Jul — Dec Totals	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
Days of Service	23	22	21	22	21	22	22	21	19	22	22	23	128	132
Total Riders	45,266	47,372	40,517	47,604	41,457	46,318	41,361	45,180	38,620	41,358	38,503	38,050	245,724	265,882
Difference	4.7%		17.5%		11.7%		9.2%		7.1%		-1.2%		8.2%	

Year	Jan — Dec Totals	
	2009	2010
Days of Service	252	261
Total Riders	499,133	516,050
Difference	3.4%	





I-95 NEW HAVEN HARBOR CROSSING CORRIDOR IMPROVEMENT PROGRAM

New Haven - East Haven – Branford

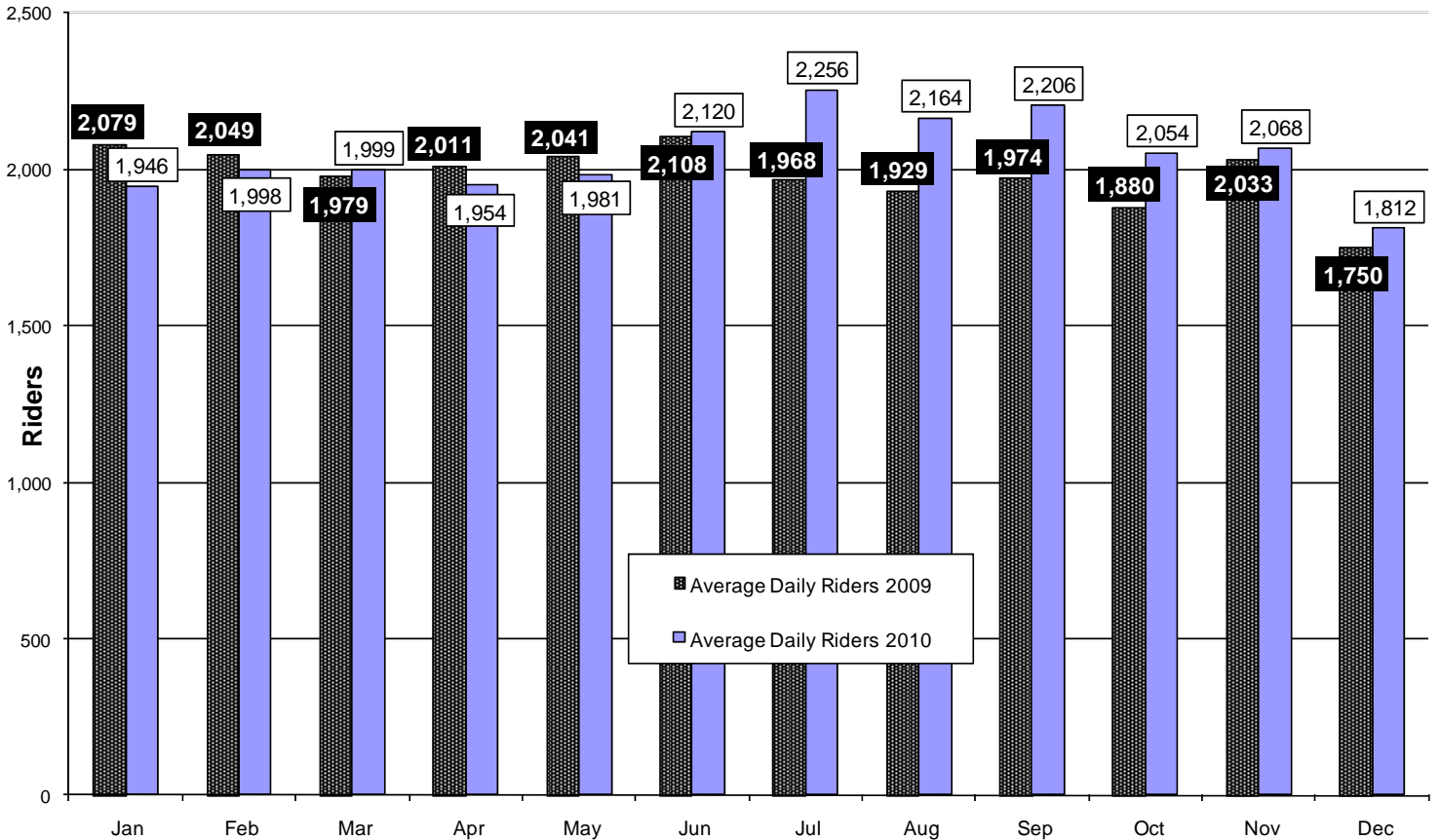
ROD Transit and Transportation System Management (TSM) Requirements

January 2010 — December 2010

ROD Requirement: Shore Line East

Continue to provide Shore Line East rail passenger service between New Haven and New London. Service levels in operation at the time of the start of construction will be continued. Ridership and service frequencies will be monitored regularly to determine the need for service modifications.

Shore Line East Weekday Service Average Daily Riders





I-95 NEW HAVEN HARBOR CROSSING CORRIDOR IMPROVEMENT PROGRAM

New Haven - East Haven – Branford

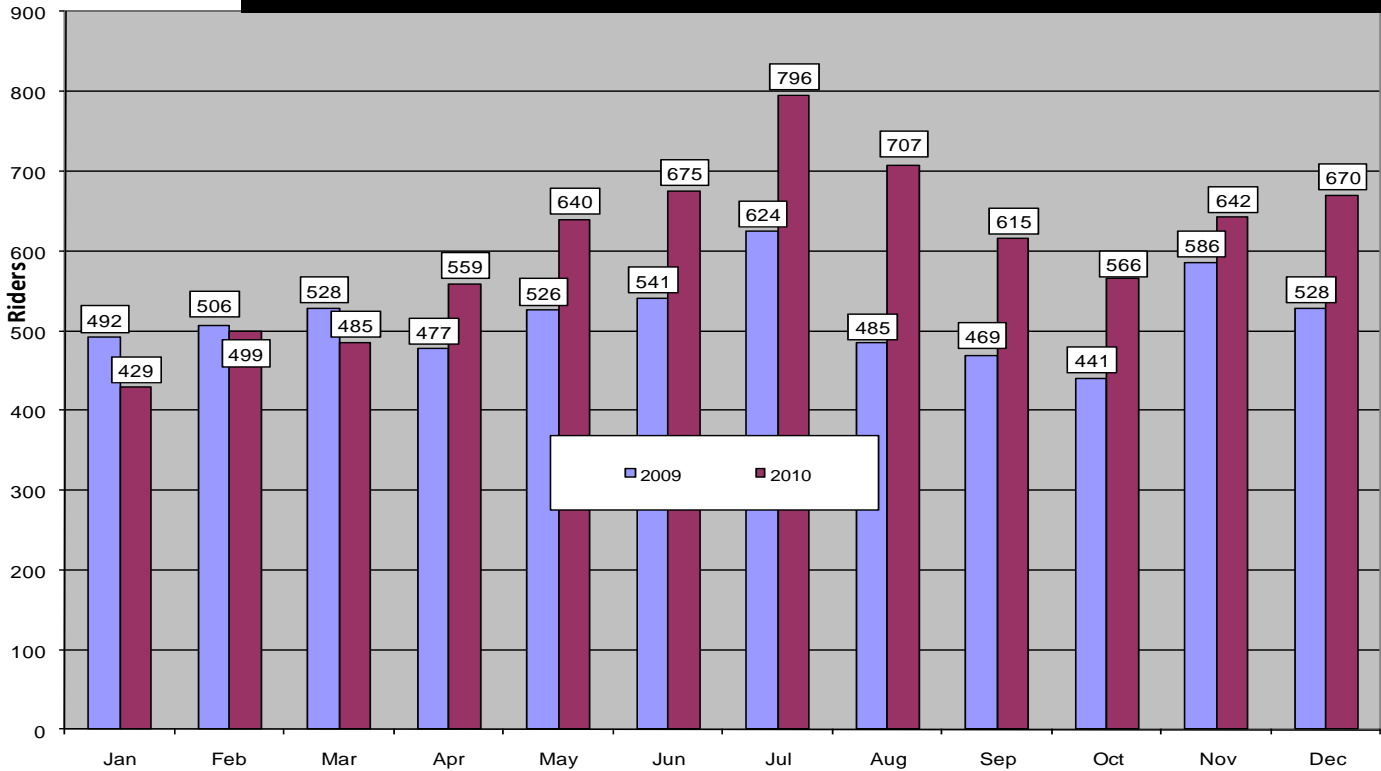
ROD Transit and Transportation System Management (TSM) Requirements

January 2010 — December 2010

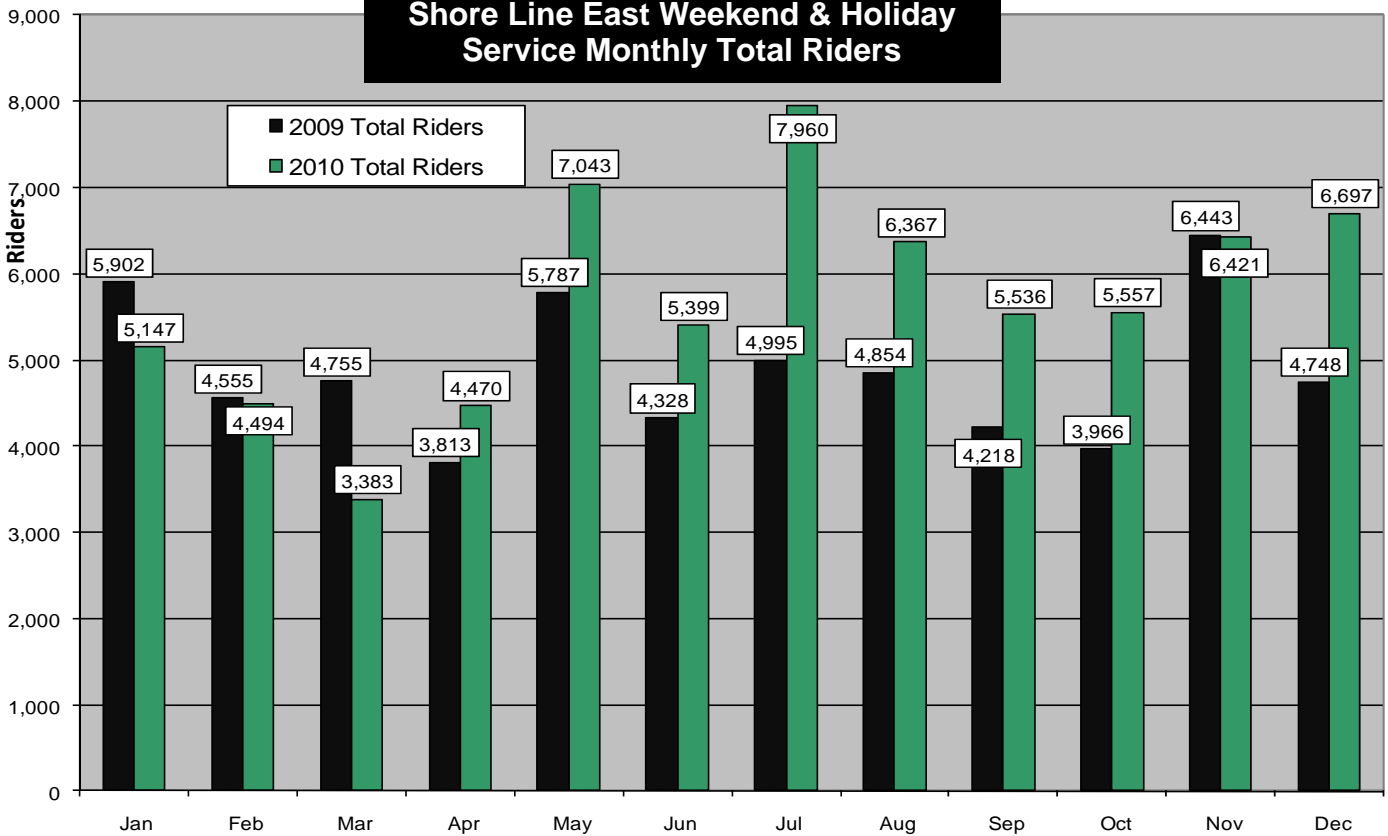
ROD Requirement: Shore Line East

Continue to provide Shore Line East rail passenger service between New Haven and New London. Service levels in operation at the time of the start of construction will be continued. Ridership and service frequencies will be monitored regularly to determine the need for service modifications.

Shore Line East Weekend & Holiday Service Average Daily Riders



Shore Line East Weekend & Holiday Service Monthly Total Riders





I-95 NEW HAVEN HARBOR CROSSING CORRIDOR IMPROVEMENT PROGRAM

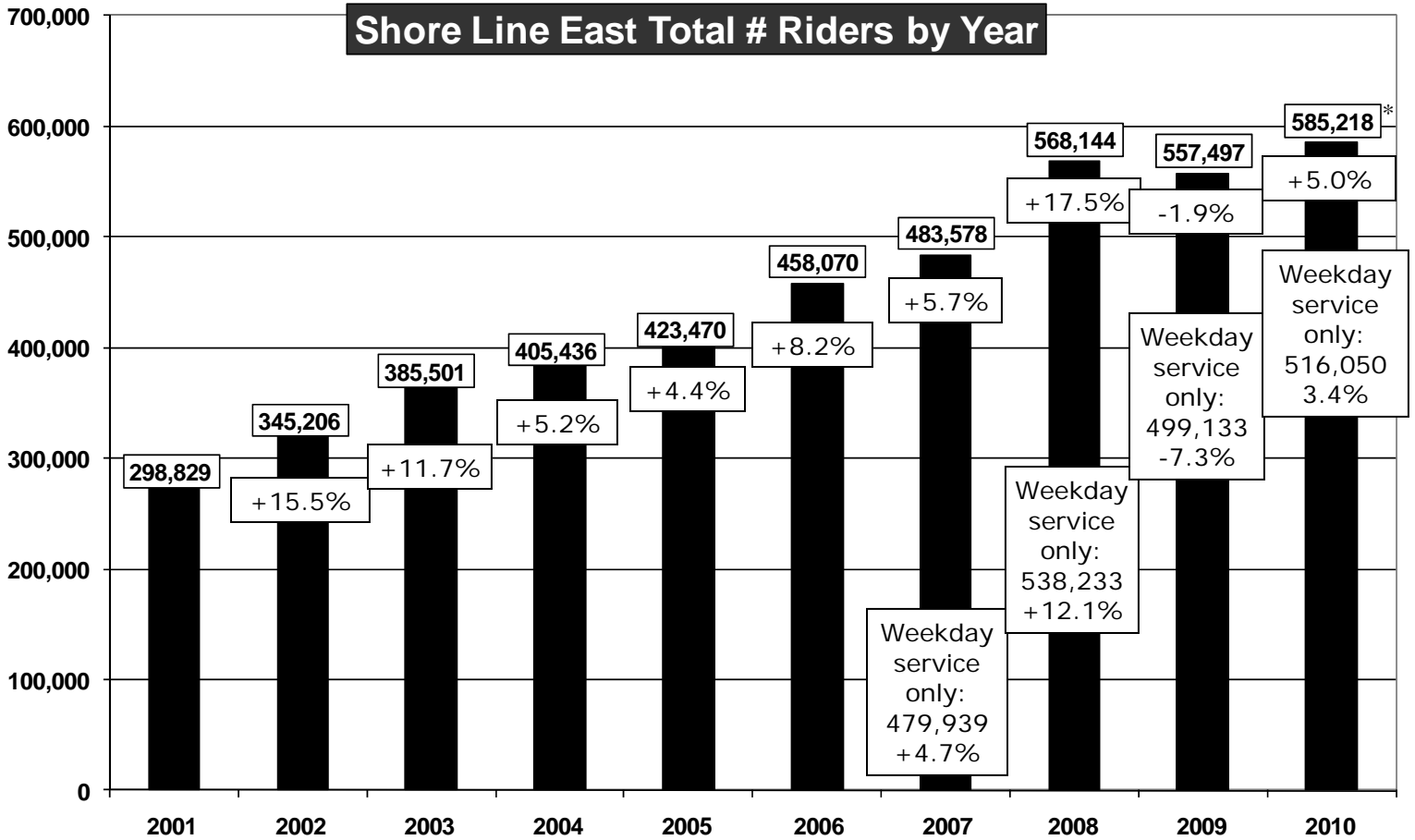
New Haven - East Haven – Branford

ROD Transit and Transportation System Management (TSM) Requirements

January 2010 — December 2010

ROD Requirement: Shore Line East

Continue to provide Shore Line East rail passenger service between New Haven and New London. Service levels in operation at the time of the start of construction will be continued. Ridership and service frequencies will be monitored regularly to determine the need for service modifications.



An additional 136 SLE passengers took the bus from Union Station eastbound in Summer of 2010 due to track construction.





I-95 NEW HAVEN HARBOR CROSSING CORRIDOR IMPROVEMENT PROGRAM

New Haven - East Haven – Branford

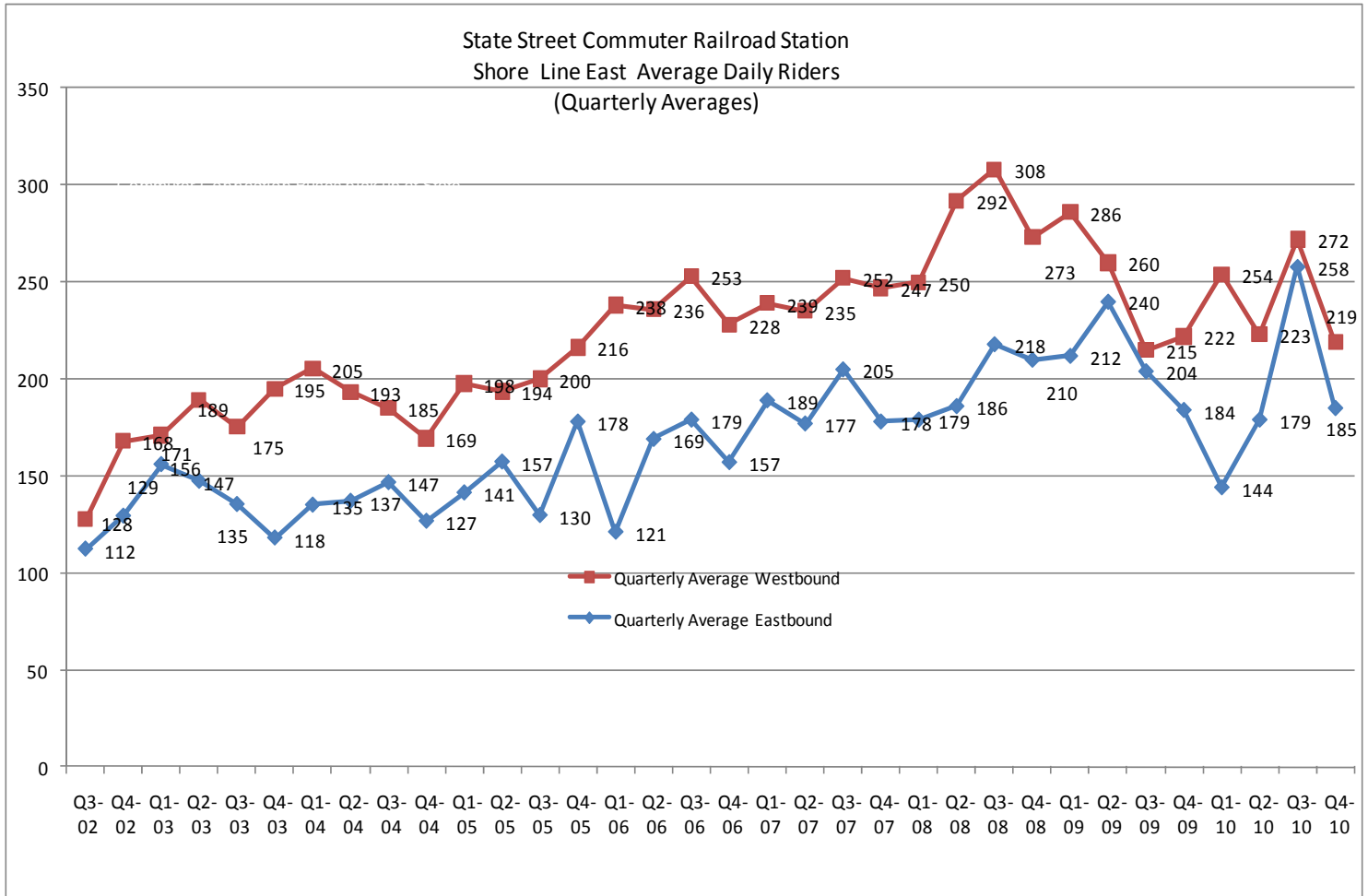
ROD Transit and Transportation System Management (TSM) Requirements

January 2010 — December 2010

ROD Requirement: Commuter Rail Station at State Street - CONSTRUCTION COMPLETED

Construct a new commuter rail passenger station stop on State Street, between Court and Chapel Streets in New Haven. This station will serve rail commuters who desire more direct access to downtown New Haven. The new State Street station stop would be in addition to stops currently served by the Shore Line East commuter rail service (New Haven to New London).

RIDERSHIP WILL CONTINUE TO BE MONITORED.





I-95 NEW HAVEN HARBOR CROSSING CORRIDOR IMPROVEMENT PROGRAM

New Haven - East Haven – Branford

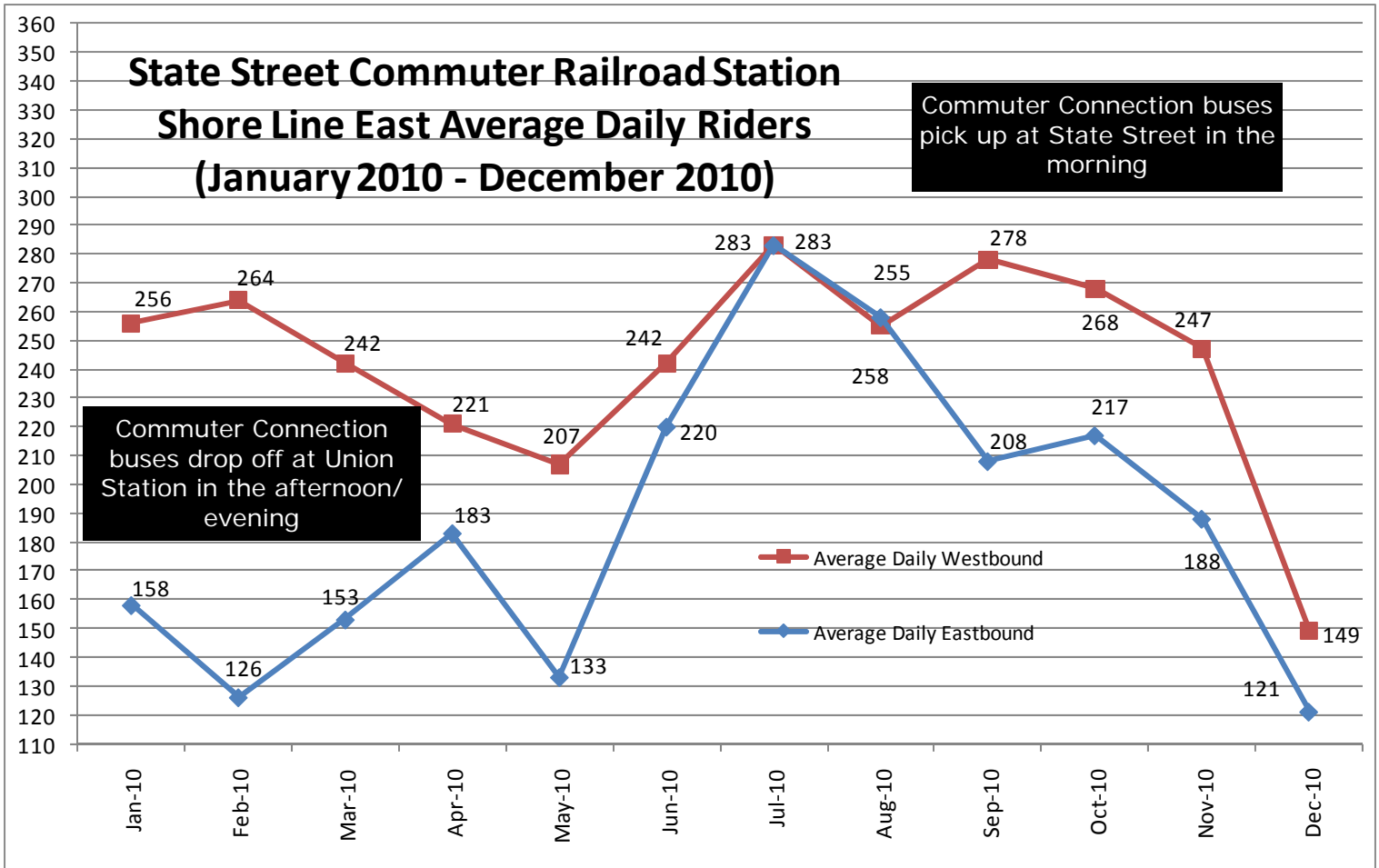
ROD Transit and Transportation System Management (TSM) Requirements

January 2010 — December 2010

ROD Requirement: Commuter Rail Station at State Street - CONSTRUCTION COMPLETED

Construct a new commuter rail passenger station stop on State Street, between Court and Chapel Streets in New Haven. This station will serve rail commuters who desire more direct access to downtown New Haven. The new State Street station stop would be in addition to stops currently served by the Shore Line East commuter rail service (New Haven to New London).

RIDERSHIP WILL CONTINUE TO BE MONITORED.



The Union Station Shuttle, which started in December 2010, is a free weekday service connecting rail passengers using Union Station to additional off-site parking locations, including the Temple Street Garage and the parking lot at the former Coliseum site. All shuttle trips extend to the New Haven Green, creating easy connections to all other CTTANSIT local bus routes in New Haven. The Union Station Shuttle runs continuously every 20 minutes, from 6:05AM until 10:15PM, Monday through Friday.





I-95 NEW HAVEN HARBOR CROSSING CORRIDOR IMPROVEMENT PROGRAM

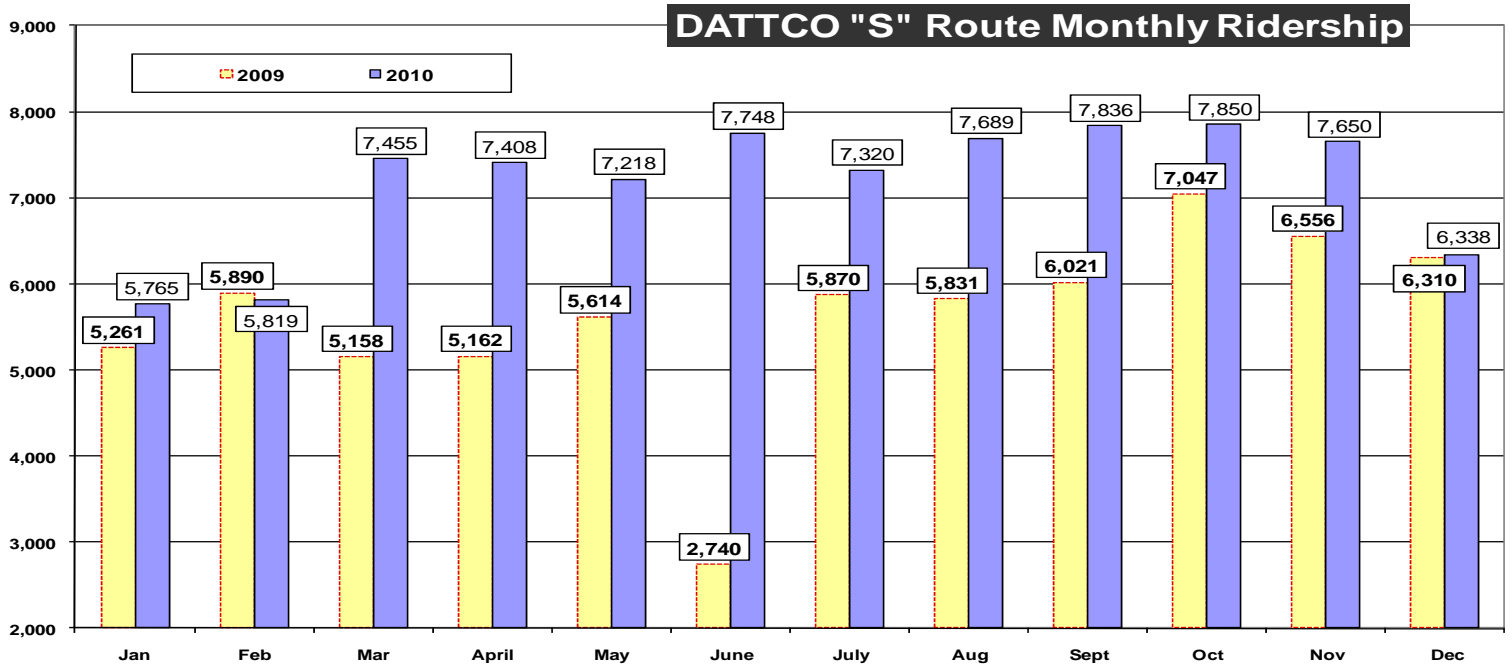
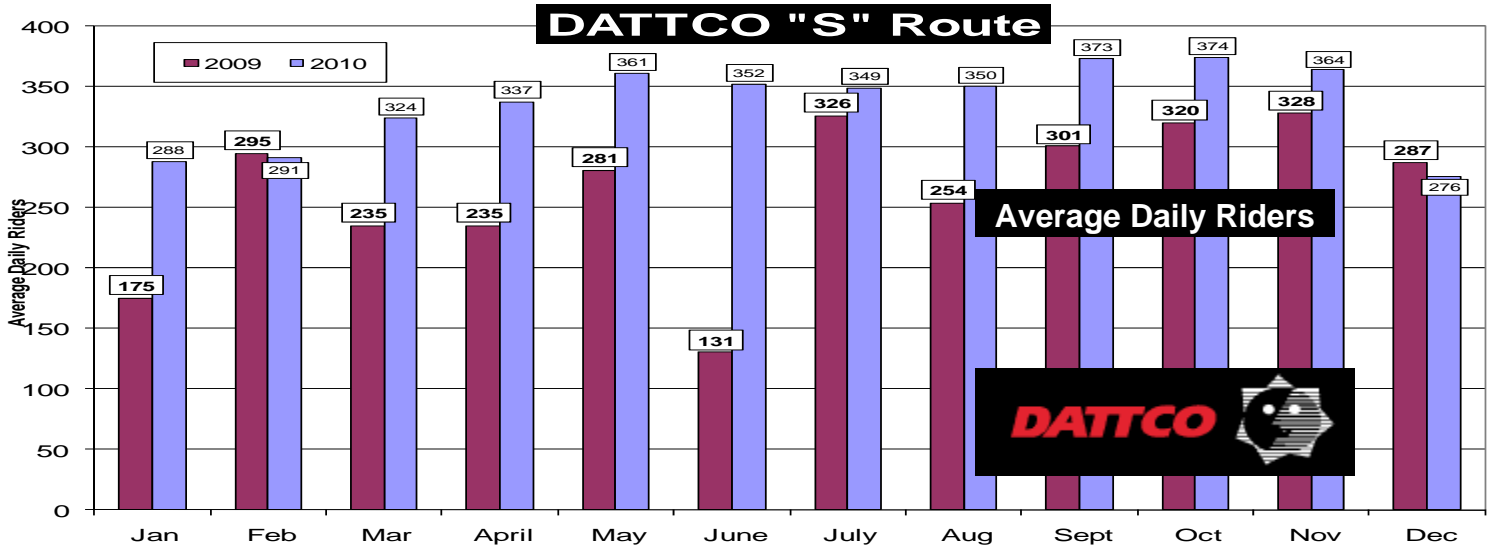
New Haven - East Haven – Branford

ROD Transit and Transportation System Management (TSM) Requirements

January 2010 — December 2010

ROD Requirement: Bus Service

Continue to provide bus service between Branford and New Haven via the Tomlinson (Route 1) Bridge at service levels in operation at the time of the start of construction. This will include service on Connecticut Transit Routes F & G. Ridership and service frequencies will be monitored regularly to determine the need for service modifications.



Year	January		February		March		April		May		June	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
Days of Service	21	20	20	20	22	23	21	22	20	20	21	22
Total Riders	5,261	5,765	5,890	5,819	5,158	7,455	5,162	7,408	5,614	7,218	2,740	7,748

Year	July		August		Sept		Oct		Nov		Dec	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
Days of Service	18	21	23	22	20	21	22	21	20	21	22	23
Total Riders	5,870	7,320	5,831	7,689	6,021	7,836	7,047	7,850	6,556	7,650	6,310	6,338





I-95 NEW HAVEN HARBOR CROSSING CORRIDOR IMPROVEMENT PROGRAM

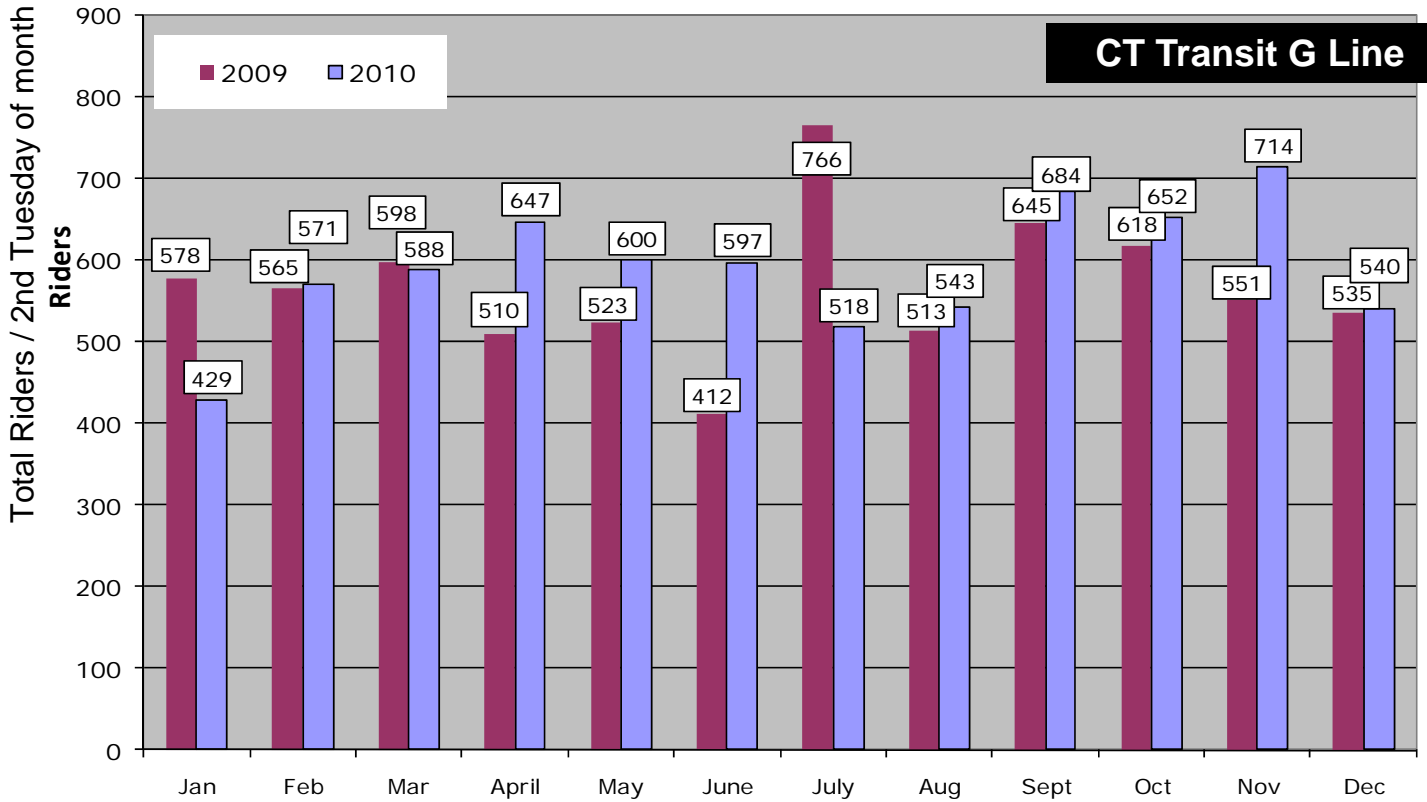
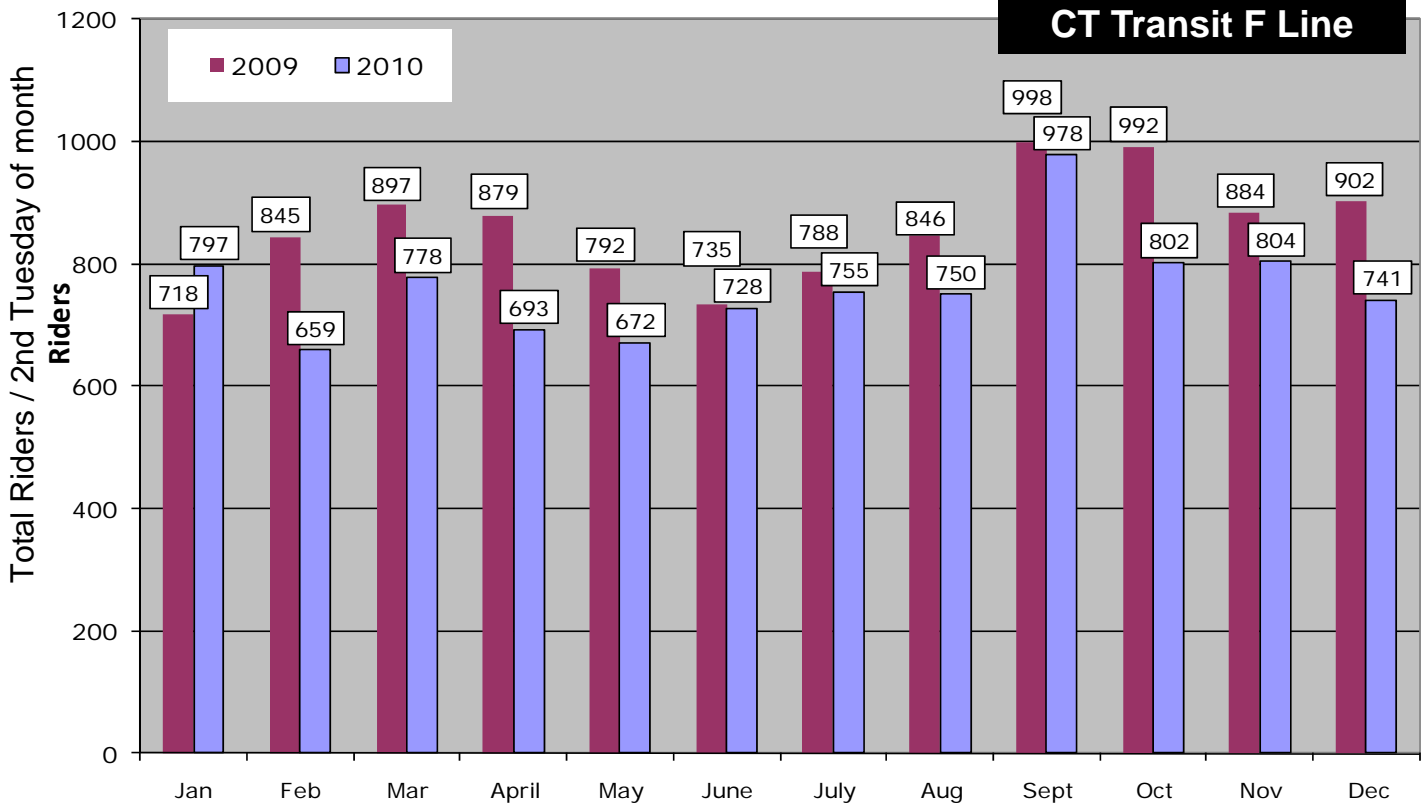
New Haven - East Haven – Branford

ROD Transit and Transportation System Management (TSM) Requirements

January 2010 — December 2010

ROD Requirement: Bus Service

Continue to provide bus service between Branford and New Haven via the Tomlinson (Route 1) Bridge at service levels in operation at the time of the start of construction. This will include service on Connecticut Transit Routes F & G. Ridership and service frequencies will be monitored regularly to determine the need for service modifications.





I-95 NEW HAVEN HARBOR CROSSING CORRIDOR IMPROVEMENT PROGRAM

New Haven - East Haven – Branford

ROD Transit and Transportation System Management (TSM) Requirements

January 2010 — December 2010

ROD Requirement: Improved Transit and Carpool/Vanpool Marketing

Marketing measures can include direct mail, newspaper advertisements and television spots and more frequent distribution of improved schedules.

Distribution of Schedules	Distribution of I-95 Brochure	I-95 Webletters	Public Information Presentations
Total # of Schedules Distributed: 41,037	Total # of New Brochures: 1,000	Total # Announcements Sent: 76	Total # Presentations: 36
		Total # Emails Sent: 70,326	Total # Attendees: 1927

Van Service

# Vans in Corridor	# Vanpool Riders in Corridor	# Vanpool Seats Available in Existing Vans
9*	89	14
<i>* Additional vans are available as needed.</i>		





I-95 NEW HAVEN HARBOR CROSSING CORRIDOR IMPROVEMENT PROGRAM

New Haven - East Haven – Branford

ROD Transit and Transportation System Management (TSM) Requirements

January 2010 — December 2010

ROD Requirement: Improved Transit and Carpool/Vanpool Marketing - Continued

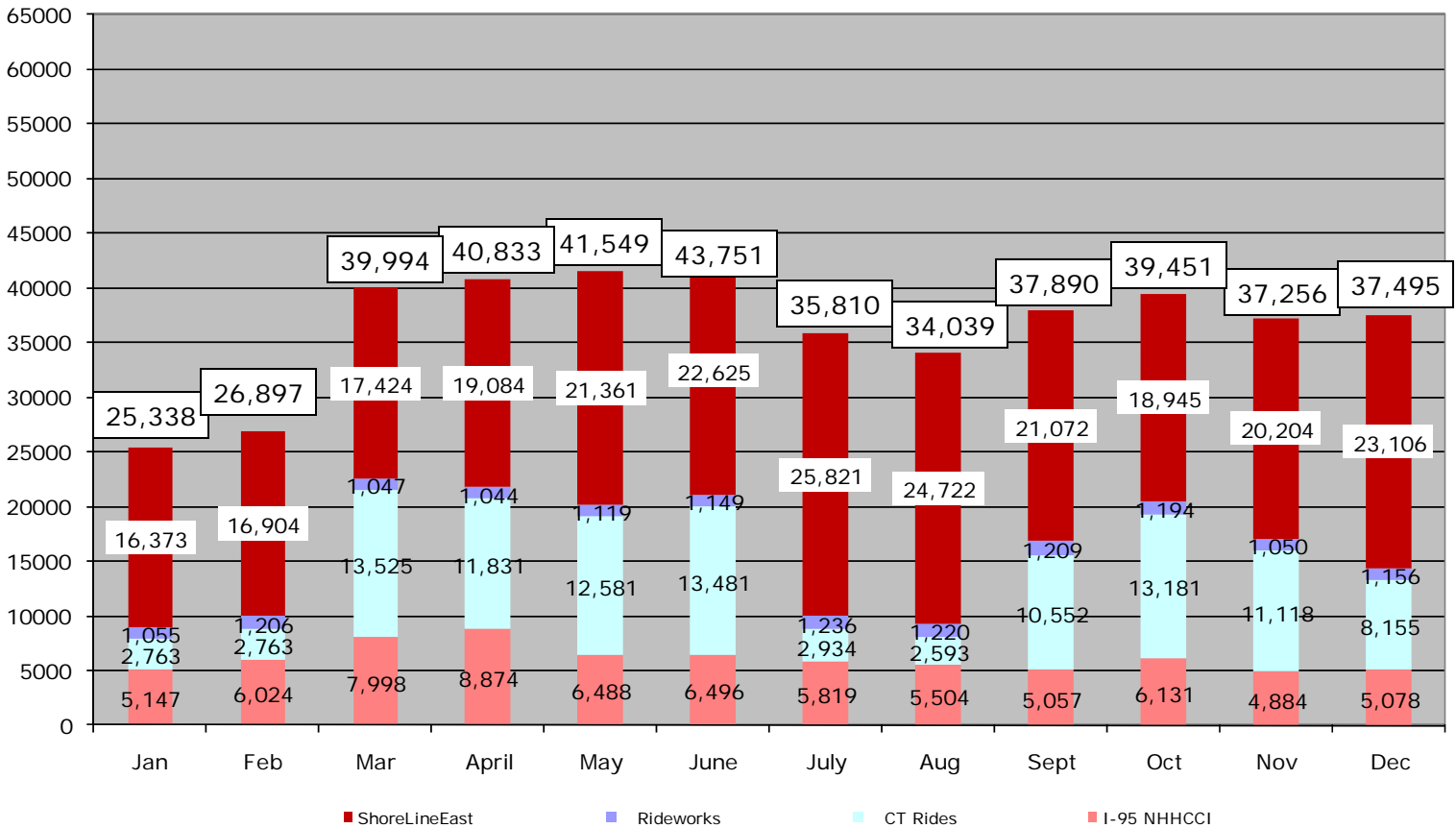
Marketing measures can include direct mail, newspaper advertisements and television spots and more frequent distribution of improved schedules.

ROD Requirement: Improved Access to Transit Information

Up-to-date schedules will be maintained at each transit stop and the transit information telephone line will be improved to minimize “busy” signals.

Total for 12 Months — 440,303

Web Site Visits January—December 2010



Note: CT Rides data not available for Jan—Feb





I-95 NEW HAVEN HARBOR CROSSING CORRIDOR IMPROVEMENT PROGRAM

New Haven - East Haven – Branford

ROD Transit and Transportation System Management (TSM) Requirements

January 2010 — December 2010

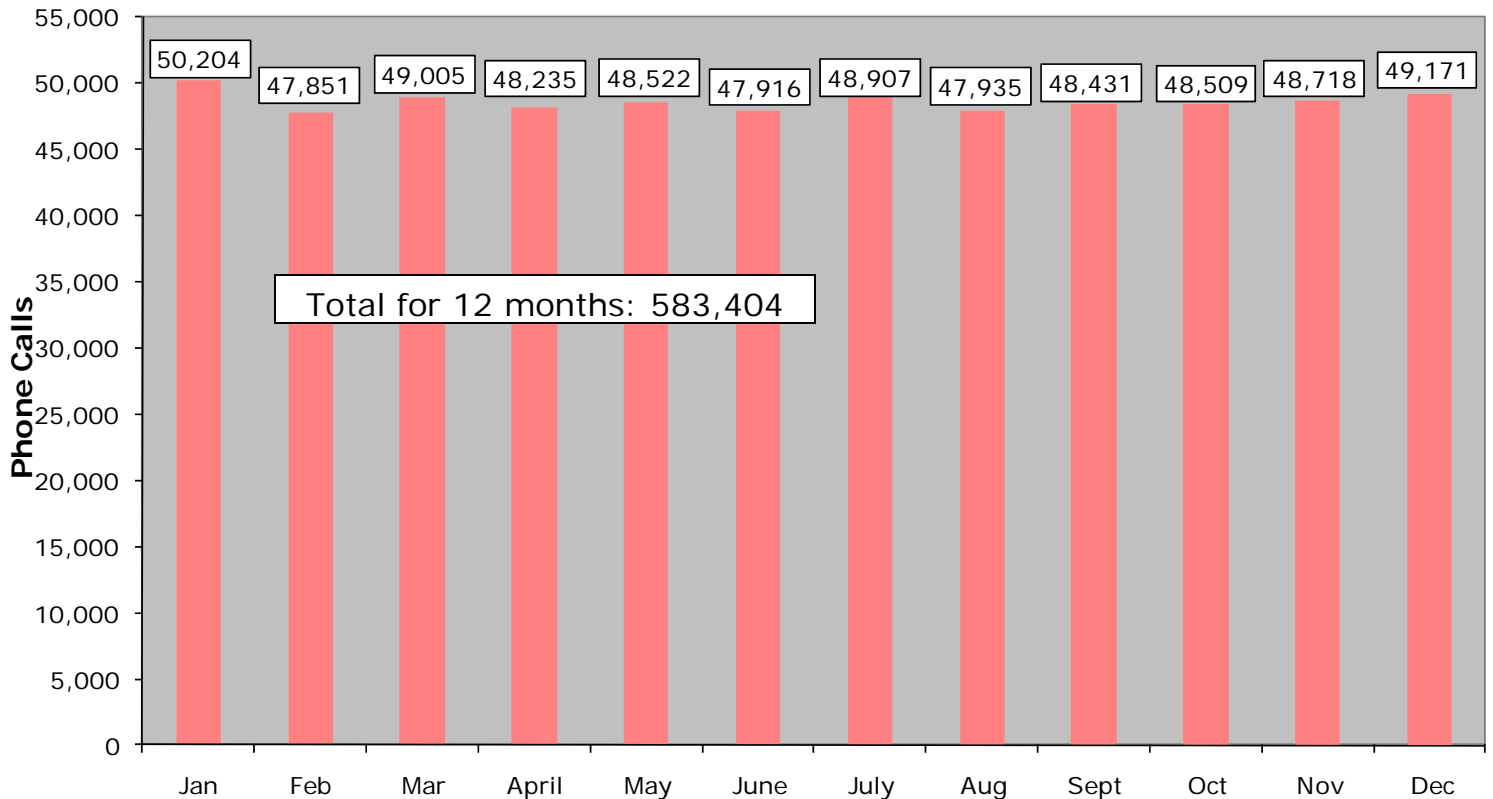
ROD Requirement: Improved Transit and Carpool/Vanpool Marketing - Continued

Marketing measures can include direct mail, newspaper advertisements and television spots and more frequent distribution of improved schedules.

ROD Requirement: Improved Access to Transit Information

Up-to-date schedules will be maintained at each transit stop and the transit information telephone line will be improved to minimize “busy” signals.

**Phone Calls
January - December 2010**



Phone calls	Jan	Feb	Mar	April	May	June
I-95 NHHCCI Program	13	11	12	9	11	13
Rideworks	495	429	474	565	518	619
Shore Line East	884	922	851	905	836	1,065
CTTransit/NH Info. Div.	48,812	46,489	47,668	46,756	47,157	46,219
CT Rides	0	0	0	0	0	0
Total	50,204	47,851	49,005	48,235	48,522	47,916

Phone calls	July	Aug	Sept	Oct	Nov	Dec
I-95 NHHCCI Program	12	9	11	10	11	12
Rideworks	602	619	488	521	614	836
Shore Line East	1,205	1,014	872	918	1,033	1,263
CTTransit/NH Info. Div.	47,088	46,293	47,060	47,060	47,060	47,060
CT Rides	0	0	0	0	0	0
Total	48,907	47,935	48,431	48,509	48,718	49,171

Note: CT Rides data not available





I-95 NEW HAVEN HARBOR CROSSING CORRIDOR IMPROVEMENT PROGRAM

New Haven - East Haven – Branford

ROD Transit and Transportation System Management (TSM) Requirements

January 2010 — December 2010

ROD Requirement: Optimized Flextime

Employers in the region will be approached by ConnDOT or its representative (e.g., rideshare brokerage firm) with a marketing information program about the employer voluntarily providing flextime work schedules. Ongoing or periodic reviews and surveys will be made to ascertain the level of participation; adjustments to the program will be made to concentrate on the most productive types of employees.

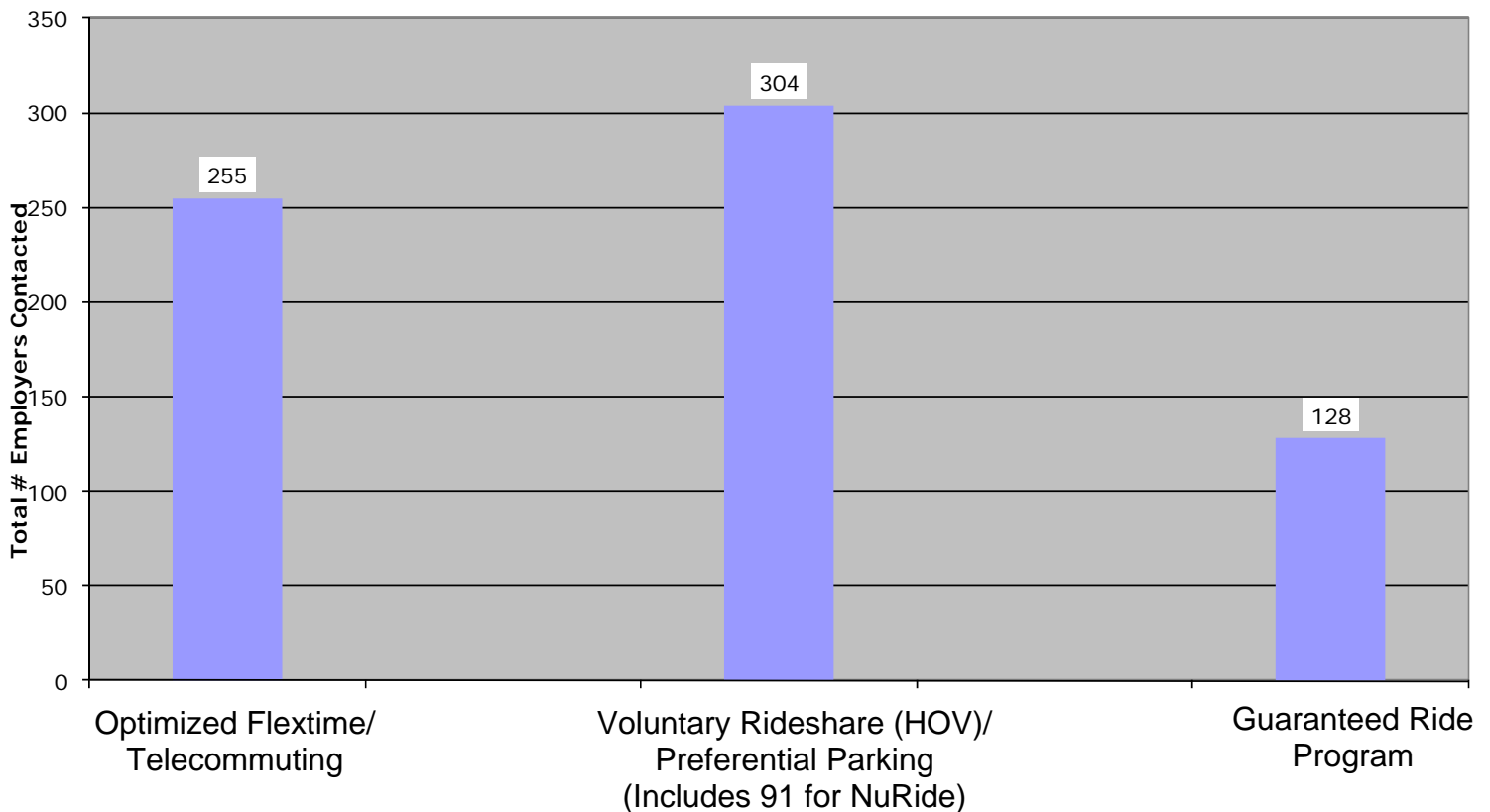
ROD Requirement: Voluntary Rideshare (HOV) Preferential Parking

Employers in the region will be approached by ConnDOT or its representative (e.g., rideshare brokerage firm) with a marketing information program about the employer voluntarily providing preferential parking for rideshare (HOV) participants. Ongoing or periodic reviews* and surveys will be made to ascertain the level of participation; adjustments to the program will be made to concentrate on the most productive types of employees. (*Periodic review is understood to mean general promotion of Ridesharing alternatives as well as secondary promotion of preferential parking programs.)

ROD Requirement: Guaranteed Ride Home

Employers in the region will be approached by ConnDOT or its representative (e.g., rideshare brokerage) to set up a program in which the employer would voluntarily provide for documented rideshare (HOV/transit) riders taxi or equivalent service to the home from the workplace in the event of certain unusual or emergency conditions comprising up to one percent of workdays.

Total Employers Contacted January 2010 - December 2010





I-95 NEW HAVEN HARBOR CROSSING CORRIDOR IMPROVEMENT PROGRAM

New Haven - East Haven – Branford

ROD Transit and Transportation System Management (TSM) Requirements

January 2010 — December 2010

ROD Requirement: Insurance Breaks (\$40) for Rideshare (HOV)/Transit

All insurance providers serving the region will be approached by ConnDOT or its representative to set up a program in which the insurance company would voluntarily provide an annual rebate to auto insurance policy holders who could document regular transit or HOV use.

THIS COMMITMENT HAS BEEN FULFILLED

# of Insurance Companies Contacted *	(467 companies were contacted between June 2002-December 2002)
--------------------------------------	----------------------------------------------------------------

* Insurance companies licensed to write auto insurance policies in the state.

