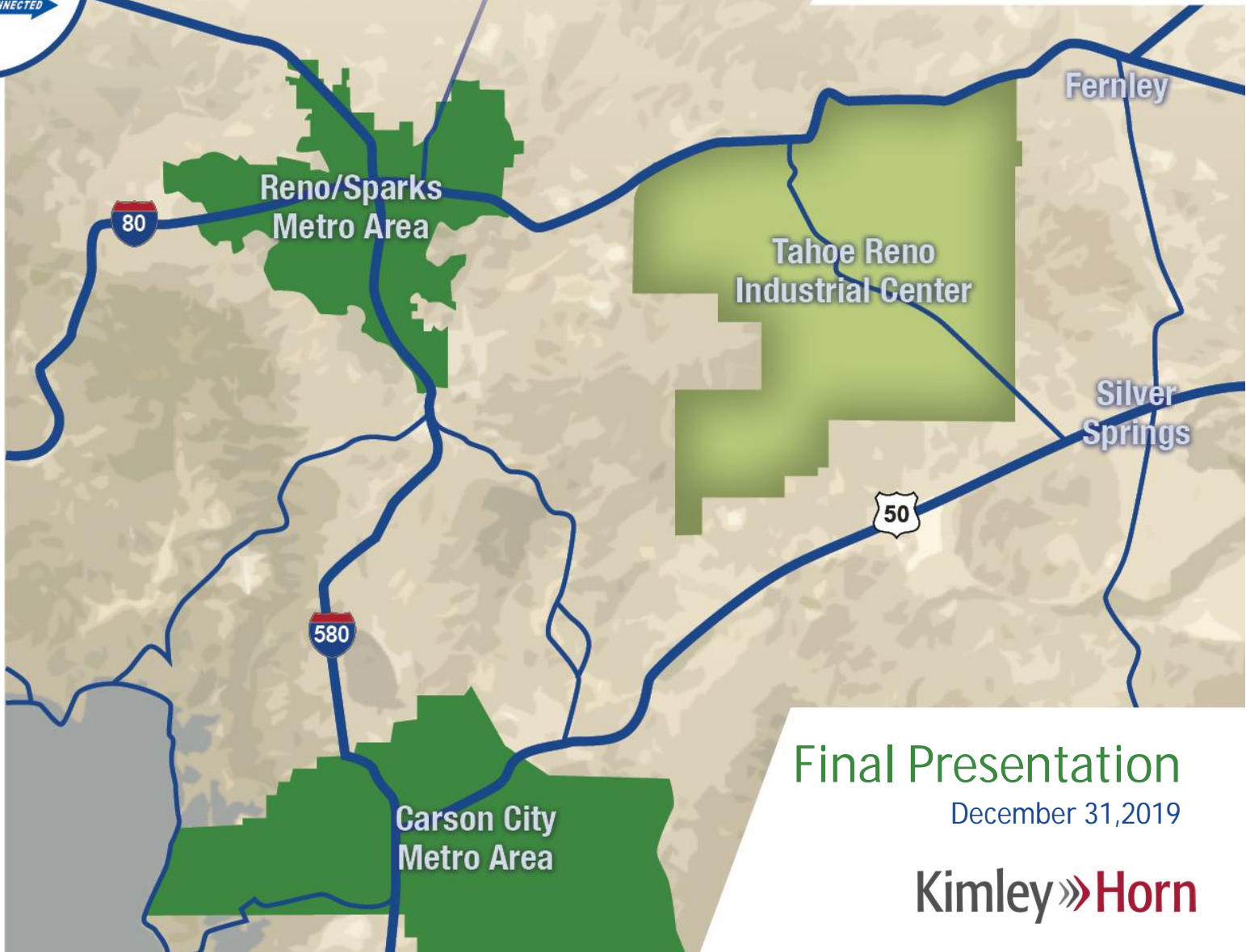




Inter-County and Regional **TRANSIT PLAN**



Final Presentation

December 31, 2019

Kimley»Horn



Background

- Increased development activity and high employment growth in Northern Nevada
- Resulted in traffic and changing travel needs – Outpacing existing resources
- NDOT partnering to develop a plan to address changing demands



Stakeholders

- Private industries
- EDAWN
- Reno/Sparks, Carson City, Fernley, Fallon
- 5 Counties
 - Washoe
 - Storey
 - Carson City
 - Lyon
 - Churchill
- NDOT



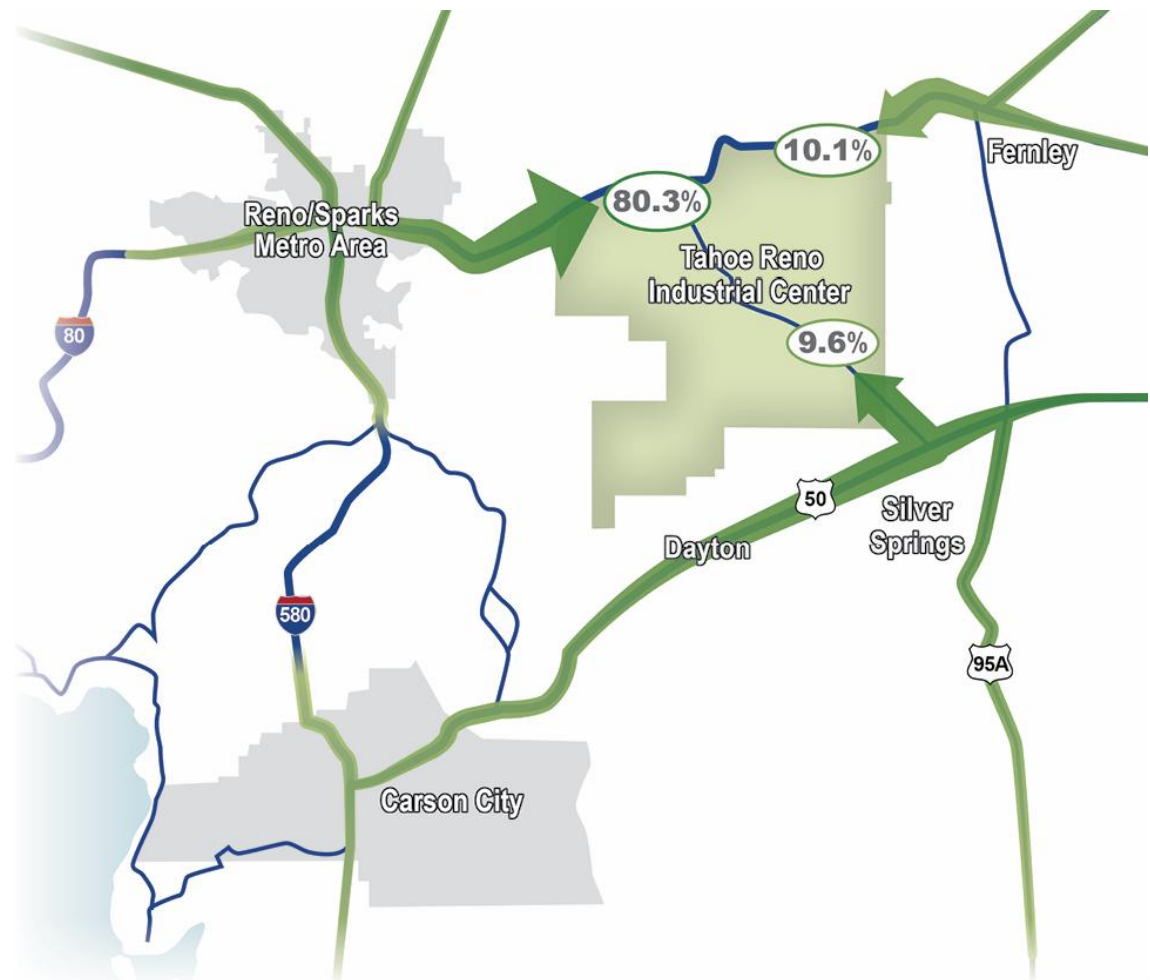
Tahoe Reno Industrial Center (TRIC)

- One of the world's largest industrial centers
- ~15 miles east of Reno on I-80
- 107,000-acres
- 11 million square feet of industrial space
- 125 companies
- 10,000 – 15,000 employees
- Anticipated to grow to 25,000 employees by 2030



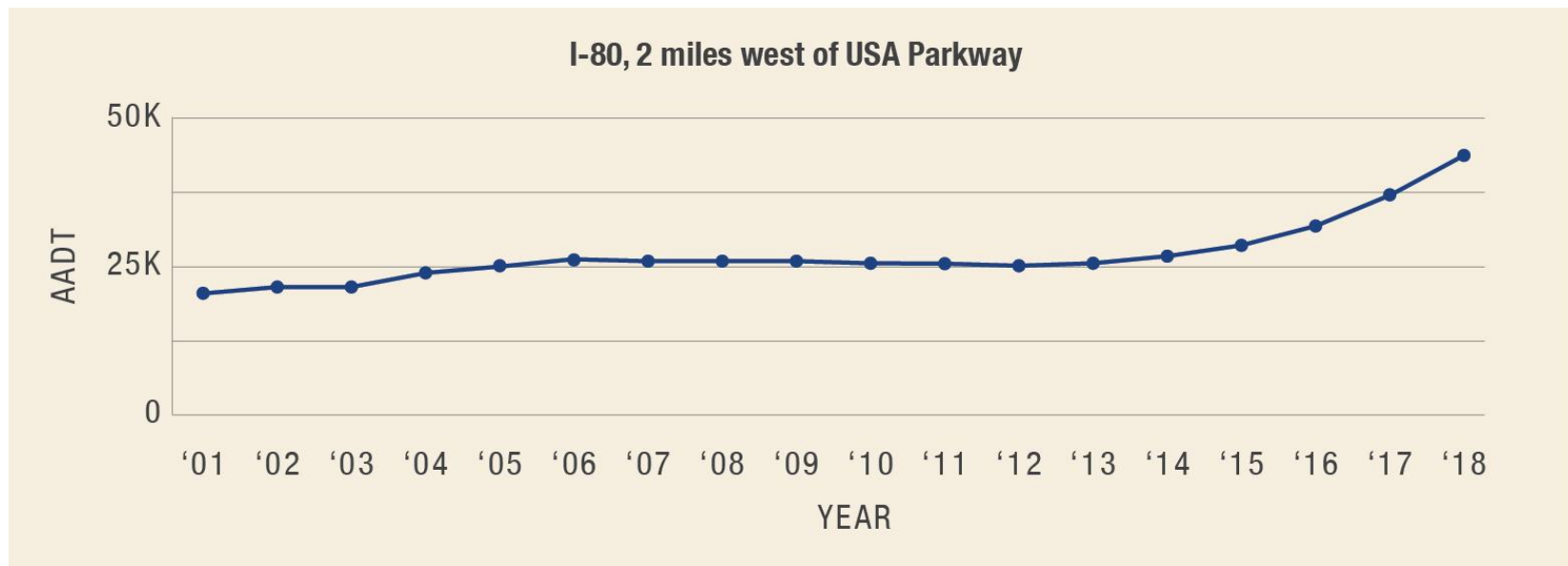
Key Facts

Over 80% of TRIC employees come from Reno/Sparks area



Key Facts

- No obvious alternate routes are available
- I-80 traffic volumes increasing significantly





Key Facts

- Travel alternatives are available and most are unavailable to all employees
 - TRC VANPOOL service: for trips that start/end in RTC boundary; 110 vans (approximately 625 employees per day)
 - My Ride to Work: contracted employers only (approximately 5,000 employees per day)
 - Scoop and Lyft services need critical mass for efficient operations

Key Facts

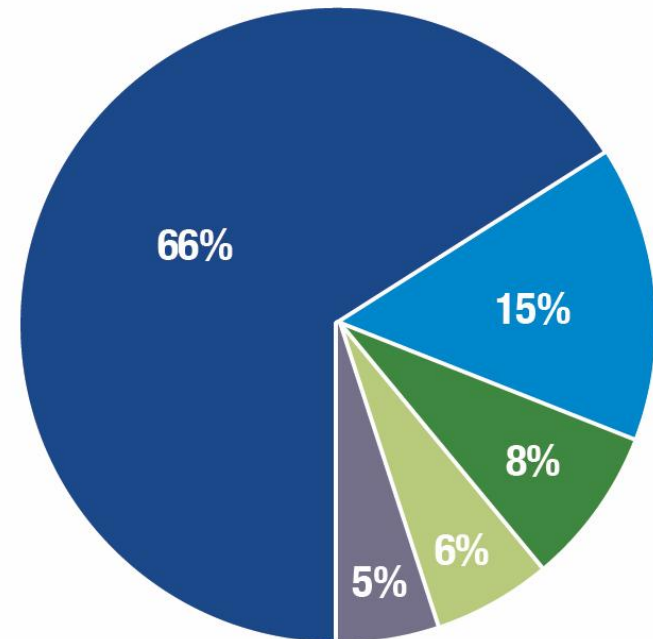
- Many employers already reported losing employees due to unreliable transportation or concerns about the commute
- The transportation options that are available are unreliable and still dependent on the existing roadway network



Nine vehicle crash near Mustang, October 8, 2019,
Source: elkodaily.com

Key Facts

- Employees are finding alternative ways to get to work
- Over 34% of TRIC employees report commuting via carpool or transit

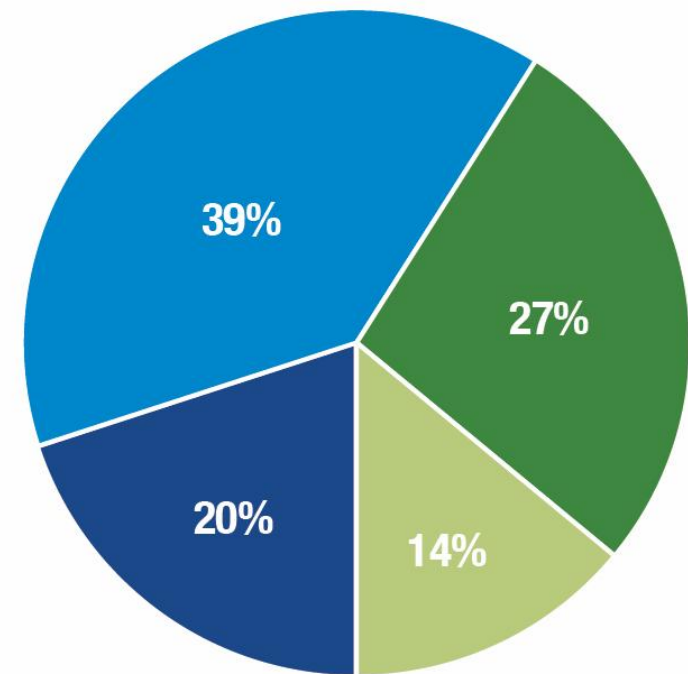


- I drive alone
- I drive or ride in a carpool
- I use My Ride to Work
- I drive or ride in a RTC VANPOOL
- I take private transit

Source: November 2018 Online Survey

Key Facts

- Of those that drive alone, nearly 60% are highly or somewhat interested in alternative options



- Highly interested
- Somewhat interested
- Not likely interested
- Definitely not interested

Source: November 2018 Online Survey



What is Needed?

- Availability of reliable, safe, and convenient transportation to and from the site
- As employment grows, capacity constraints will be increasingly felt along limited corridors serving TRIC
- Role for a third-party to play in shaping the success of local and regional transportation in the next 10 years



Study Findings

- Seven next steps
 - Organize a five-county transit task force
 - Perform a five-county park and ride expansion implementation plan
 - Develop a Transportation Management Association (TMA) Implementation Plan*
 - Identify potential TRIC mobility options*
 - Perform an express bus study
 - Perform a travel time reliability study
 - Explore land use options to reduce highway travel demand

*Selected by NDOT as a topic of focus



Develop a TMA Implementation Plan

- A TMA in the five-county region would:
 - Manage travel demand strategies
 - Connect TRIC employees with alternative commute options
 - Act as an organizing body for TRIC employers to manage transportation challenges
- Low-cost solution that can be implemented in the short-term

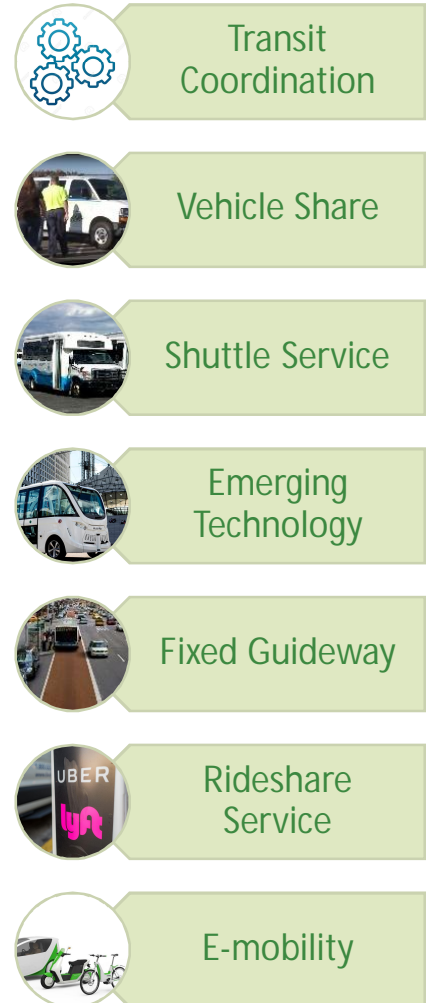


Key Benefits of a TMA

1. Mobility-focused 'contract employee'
 - Establish specific and contained budget
 - Research mobility options
 - Organize and host/procure tools and services; manage contracts
2. Convenes people
 - Know and known by the decision-makers (public and private)
 - Provide learning and networking events for mobility-focused employees (e.g., Board meetings, webinars, seminars, customer training, etc.)
 - Emphasis on collaborative, short-term problem solving
3. Communicates
 - Maintain and share current mobility option information
 - Facilitate statements of support (e.g., infrastructure projects)
 - Facilitate responses or follow-up to questions and issues
 - Measure and communicate results

TRIC “Last Mile” Mobility Options

- Seven (7) mobility options to provide “last-mile” service within TRIC
- Represent varying operational structures (public/private) and levels of investment
- Each provides different advantages and some drawbacks





TRIC Mobility Options

- A framework for evaluation was established based on the project goals and objectives
- Overall, an app-based rideshare service and the employer-based shuttles are tied for the best performance
 - Cost-effective for both users and operators
 - Allow for flexible and convenient travel
 - May provide options for integrated innovative technology, such as electric vehicles
 - Encourages ride-sharing
- There is no single “right” answer for the TRIC area, but one possible option is to utilize a combination of these mobility options to provide the best possible service



Next Steps

- NDOT and other regional transportation partners will have major roles in advancing mobility in the five-county region
 - Convene leadership group
 - Identify TMA champions
 - Identify seed money
 - Identify contractor or a third-party staff
 - Identify “quick wins”
 - Establish performance monitoring
 - Monitor and report TRIC growth
 - Develop communication and marketing materials



Next Steps - Details

- RTC Washoe will organize and host the next meeting
- Enterprise, EDAWN, and Storey County will help with communication
- Zulilly will have more conversations about being a corporate leader
- NDOT will help with implementation support by identifying potential resources