



TDM and Transit Sustainable Business Roundtable

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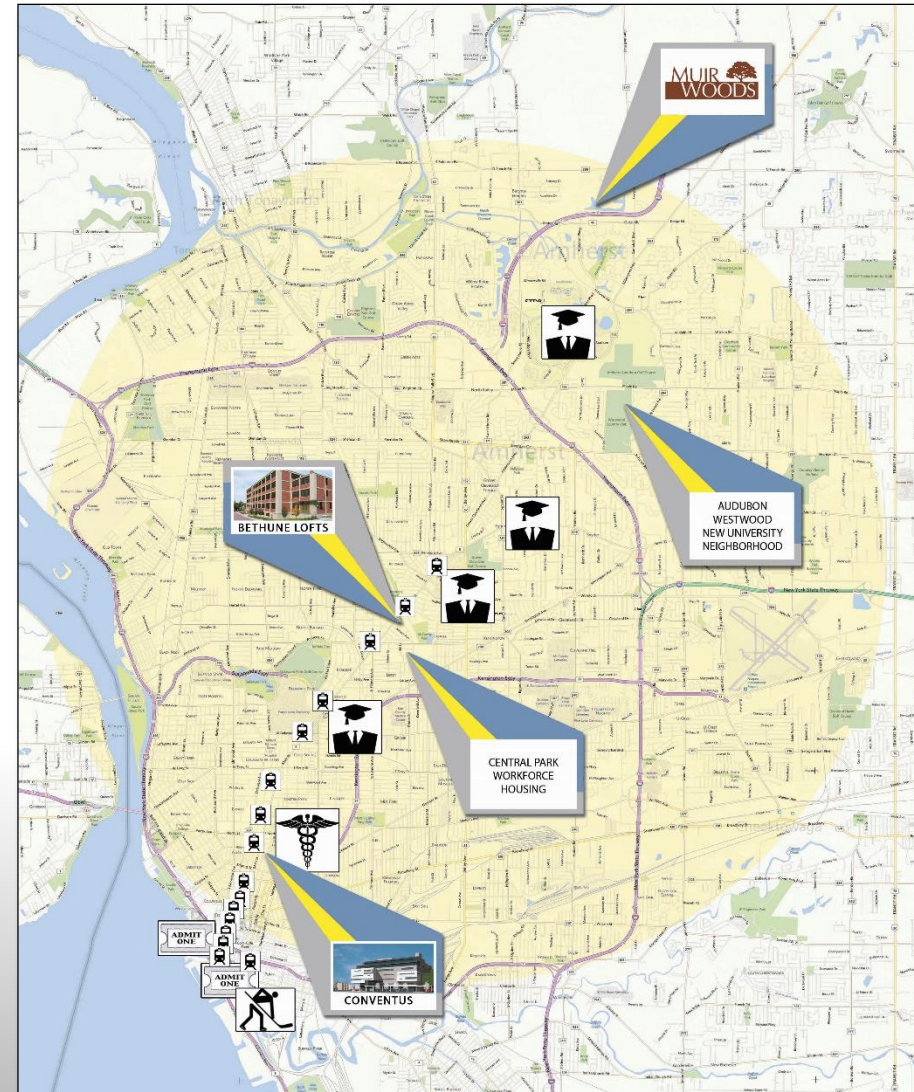


Transit's Role in TDM

- Transit is just a piece of the puzzle
- Effective TDM Works within the context of other mobility options, but is also responsive
- Need to examine how to integrate modes and target high demand periods
 - Continue to adapt as our region changes...to a point
- Inform & Educate
- Make services convenient
- Be good partners

Transit and Business

- Proximity to transit is important for businesses as it increases access for employees and customers
 - Widens employee pool
 - Allows for a large catchment area of customers
 - Works within streetscapes
- Needs to be a symbiotic relationship
- How can transit and business work better together?



The Engine Behind Development



UB School of Medicine



HARBORCENTER



Canalside



LaSalle Station Development

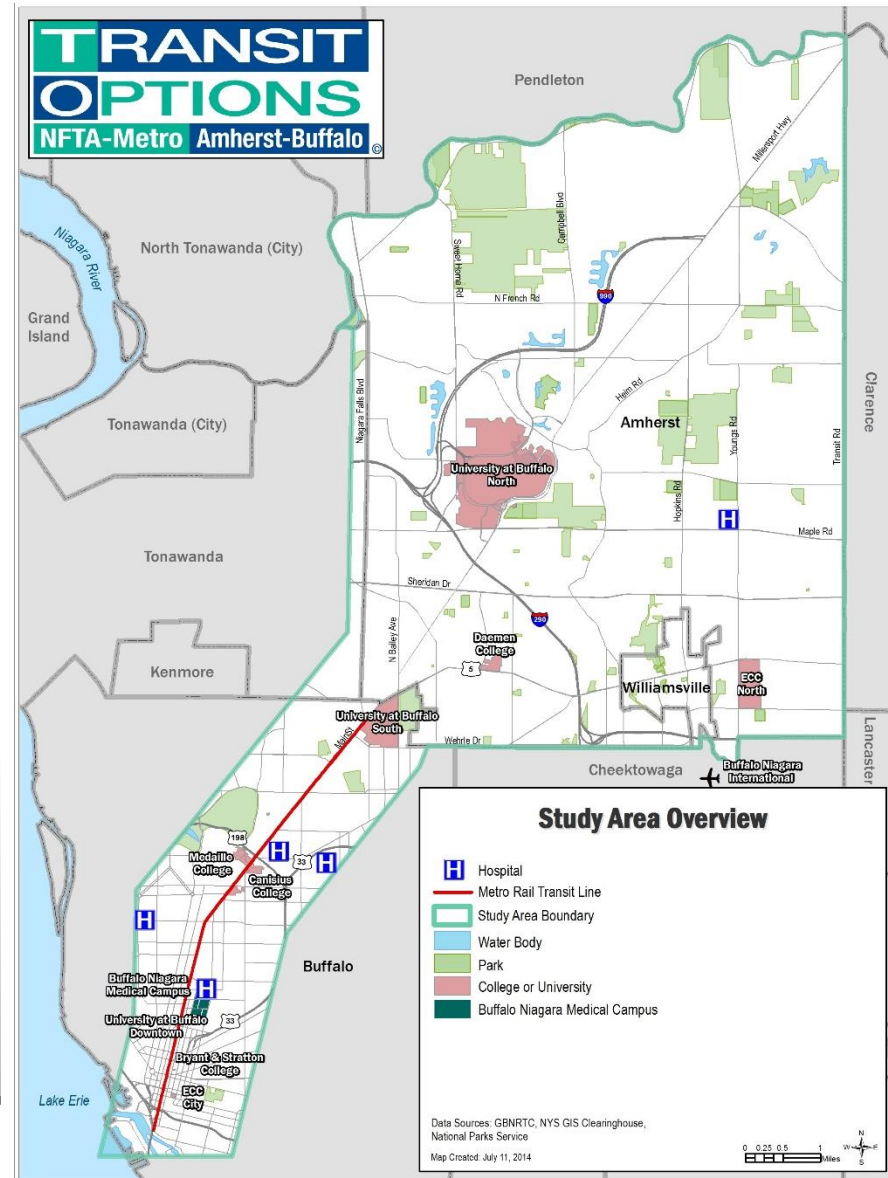


Canalside Cobblestone Access Enhancement



Matching Markets

- Provide a fast, reliable, safe, and convenient transit ride
- Link established and emerging activity centers
- Serve increased travel demand
- Support redevelopment and other economic development opportunities
- Better serve transit-dependent population segments
- Stop complying with sprawl



Inform Our Riders

- Where's My Bus?

WHERE'S MY BUS?
Realtime bus information



- Allows users to get real time information about the location of their bus

- Instant Updates

- Provides text or email alerts about specific routes

- Trip Planner

- Provides timing, routing and connection information



- Integration with other mobility options and new employer tools

Make it Easier

- NFTA Metro's Fare Collection Project
 - Account based system
 - Allows for stored value and passes
 - Automatic reloading (tied to bank account or credit card)
 - Will provide one-day best value
 - Turnstiles added to stations
 - Loss protection
 - Mobile ticketing options
- Phase 1 roll out anticipated in fall of 2017



Be Good Partners

- Metro Perk Provides Advantages for NFTA, business and employees
 - Pre-tax benefit
 - Convenient: Deducted from payroll
 - Reduced taxable income for the employee
- Only part of the solution



Conclusion

- Good transit is good for business
 - Improves access, reduces GHG emissions, reduces need for excess parking
- Easy and accessible information is imperative for customers
- Simplified payment will encourage spontaneous use
- Integration with other modes moving forward will make the regional TDM plan more robust

Thank you!

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