



U.S. Department of Transportation

COMPLETE TRIP

ITS **4** US

The logo for ITS 4 US. The word "ITS" is in a dark grey, bold, sans-serif font. The number "4" is in a blue, bold, sans-serif font and is stylized with a dashed orange line forming a path that starts at a red location pin at the top, goes down, then left, then down again, ending at another red location pin at the bottom. The word "US" is in a dark grey, bold, sans-serif font.

Buffalo, NY

Presentation at ITS New York

Complete Trip - ITS4US Deployment Program

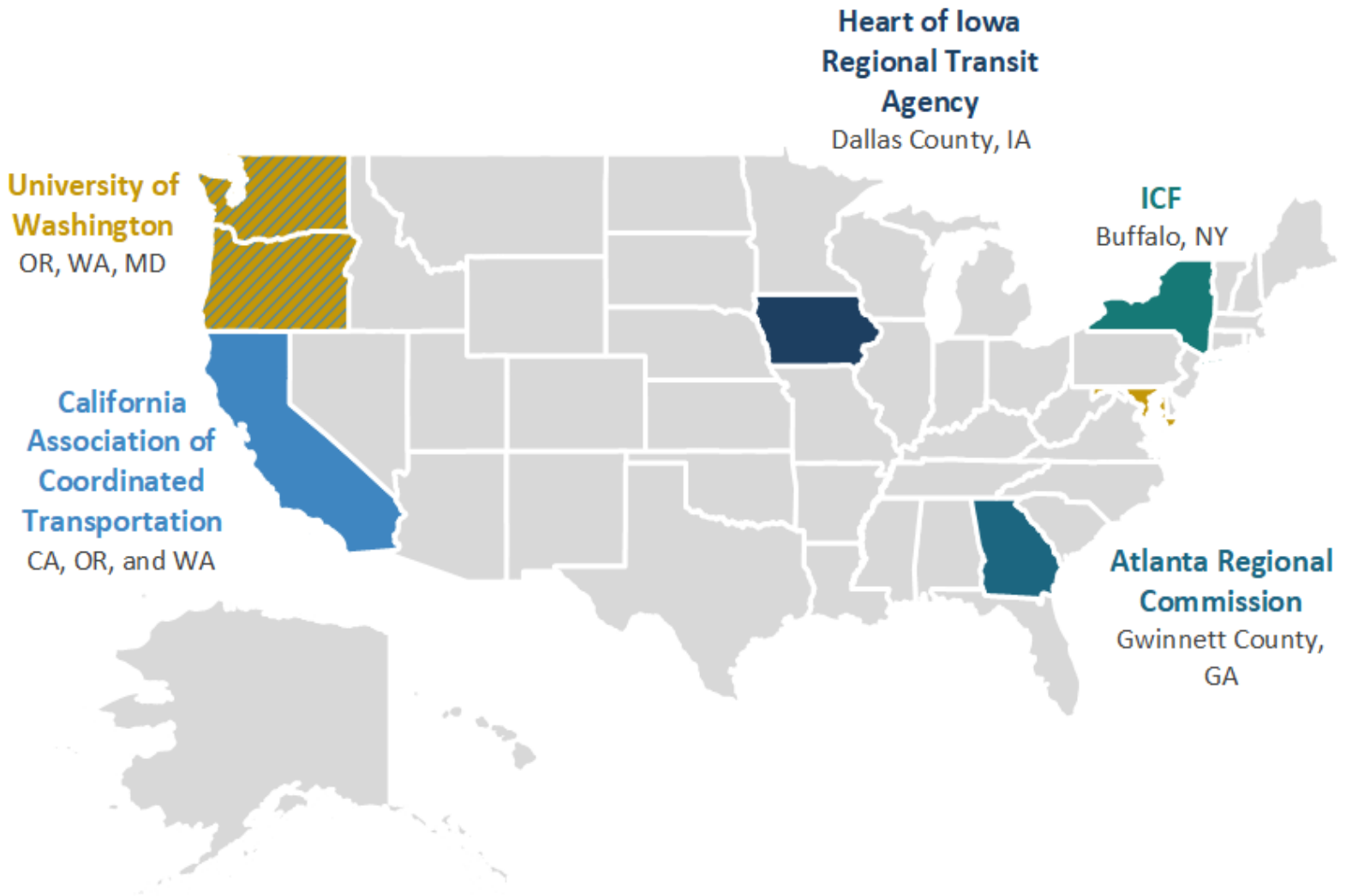
- A USDOT Multimodal Deployment effort, led by ITSJPO and supported by OST, FHWA and FTA.
- Supports multiple large-scale replicable deployments to address the challenges of planning and executing all segments of a complete trip.



Vision

*Innovative and integrated
complete trip
deployments to support
seamless travel for all users
across **all modes**,
regardless of **location**,
income, or **disability**.*

Complete Trip Phase 1 Awardees



The Location

- Buffalo Niagara Medical Campus
- 120-acre campus
- Adjacent to downtown and Main St.
- 9 Million Sq.Ft.
- 8 member institutions
- 150+ private companies
- Social, technology incubator
- Transportation innovation lab

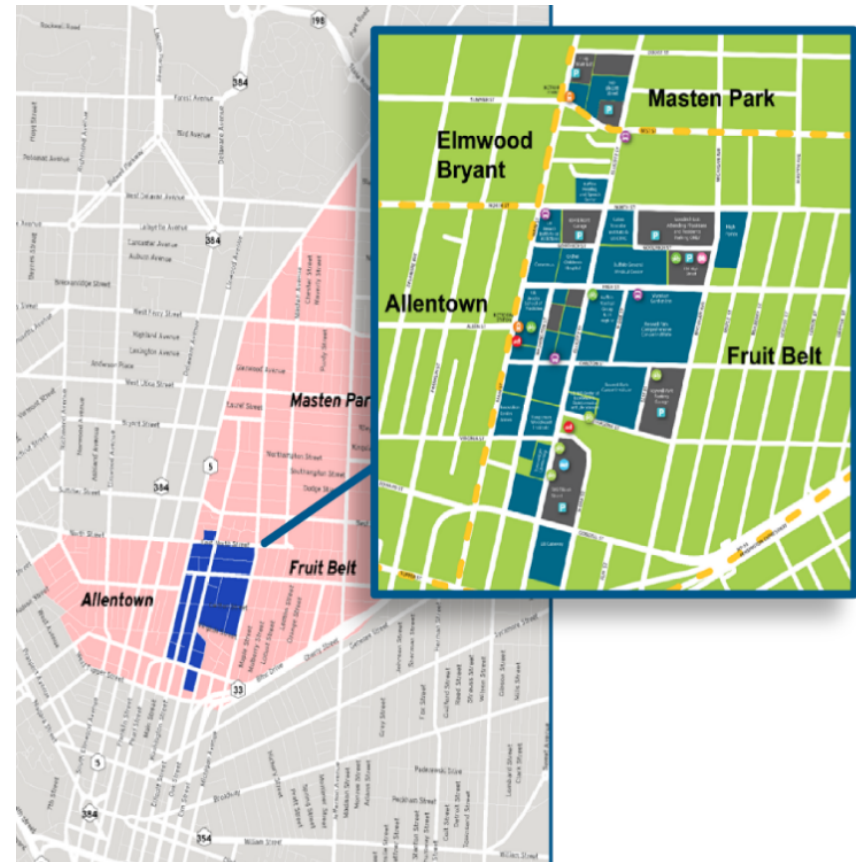


More than 16,000 people work or study at the BNMC and more than 1.5 million visit each year for health care and other services, generating significant transportation demand for the area, its visitors, and its employees.

Enabling access to jobs, health care services at partner agencies that directly address populations of interest's desire of complete trip capabilities made BNMC a compelling location.

The Neighborhood

- The deployment includes the **120-acre** Medical Campus and surrounding neighborhoods: Fruit Belt and Masten Park.
- Fruit Belt neighborhood:
 - Poverty rate of 25%, and 47% zero-car households.
 - Percentage of zero vehicle households and population that over the age of 65, with a disability, a veteran, and incomes of less than \$25,000 is above the average for the MSA.



BNMC seeks to be a national model for how an urban campus and economic development engine can effectively develop and grow in conjunction with surrounding neighborhoods for the benefit of the greater community.

Buffalo ITS4US Deployment Goals

Improve door to door trip making to populations with disabilities seeking to access jobs and health care services

Connect neighboring communities, Main Street and BNMC seamlessly through transportation services

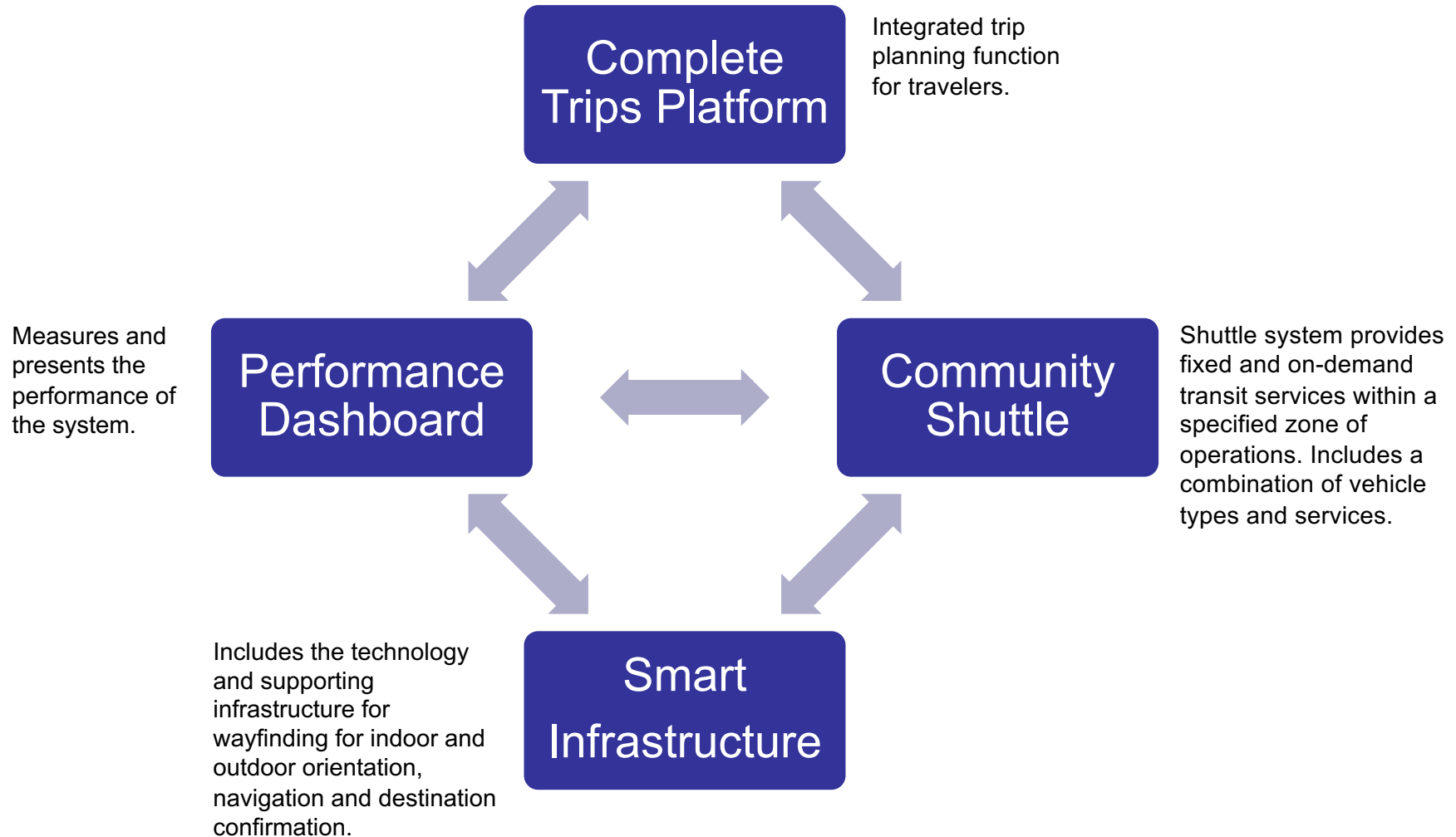
Improve local circulation, pedestrian safety within BNMC

Create a model for accessible transportation services for Buffalo Niagara region, New York and nationally

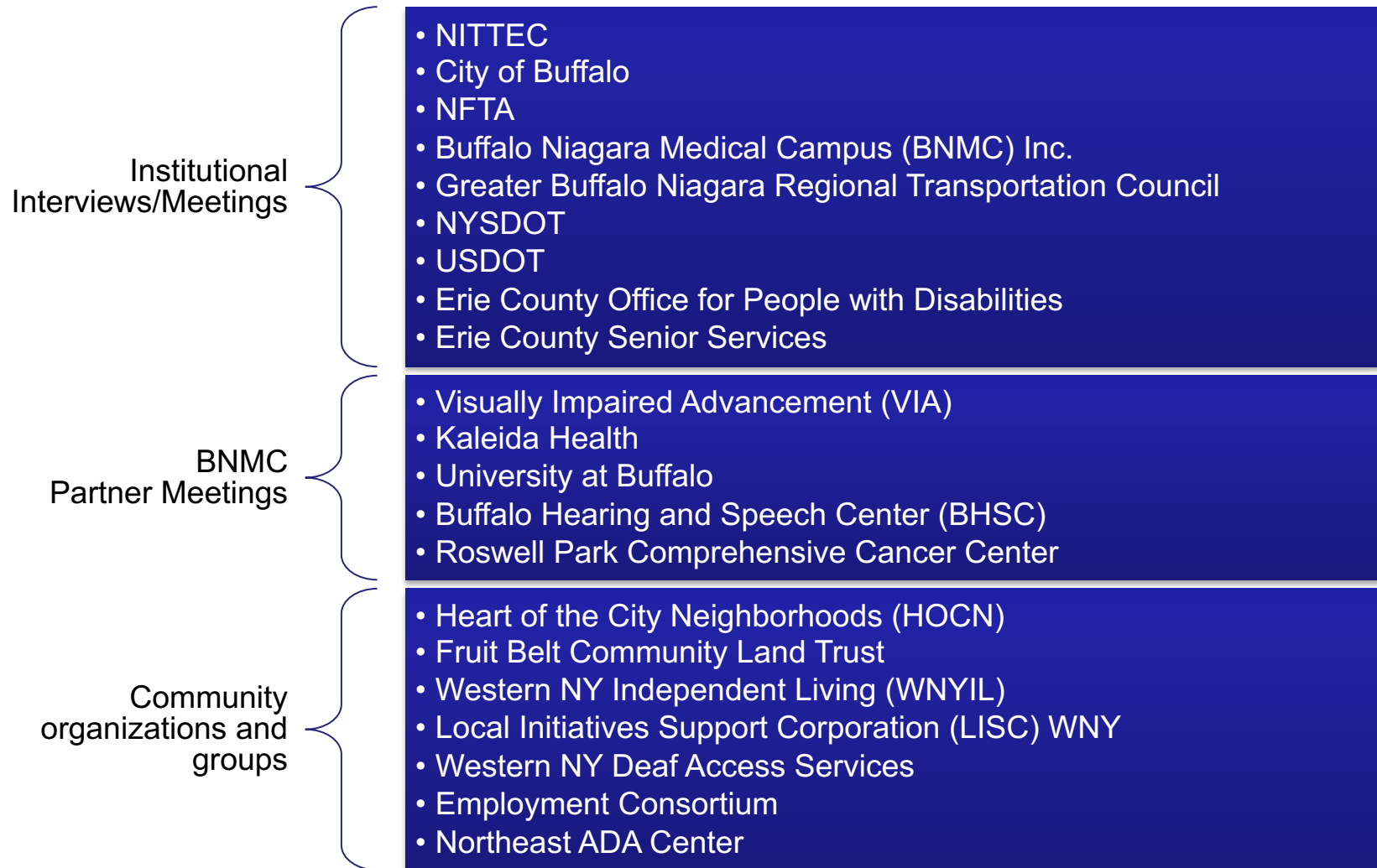
Target Users

Target Users	Populations of interest
Persons with Disability (PWD) <ul style="list-style-type: none">• Mobility• Vision• Cognitive• Hearing	Patients, Visitors and Workers at BNMC Partner agencies
Low Income	Residents of Fruit Belt, Masten Park and across Buffalo using BNMC services, transit facilities and healthcare
Older Adults	
Low English Proficiency (LEP)	

Proposed Concept



Stakeholder Driven Process



Stakeholder Engagement – What we Heard

Key Messages

- Flexibility in services and systems based on user preferences
- Accommodate non-smartphone users
- Leverage local resources as much as possible – 211 call center, local vans, buses
- Coordinate with ongoing physical improvements. Great opportunity to tie in physical improvements with technology
- Support independent travel
- Increase ability of users to make spontaneous trips
- Support transit and not replace transit with other modes
- Not just a BNMC system but a system for the community and for Buffalo
- Accommodate needs for service animals
- Support caregiver travel planning/support
- Consider costs (both for traveler and agency)



Resulting User Needs

- 37 User-Related Needs in following areas
 - Travel needs and traveler information
 - Assistive technology compatibility
 - Service integration
 - Trip booking
 - Trip costs
 - Use of transit and shuttles
 - Wayfinding – Outdoor
 - Wayfinding-Indoor
 - Vulnerable Road User (VRU) safety
 - Notification and alerts
 - Adverse weather
 - Nighttime travel
 - Customer Points of Contact
 - Training
 - Low-tech or no-tech access
 - Caregiver support

Deployment Phases

