CRCOG Northwest Corridor Transit Study
Task 1 – Griffin/Day Hill Road Area

Summary of Existing Conditions

June 11, 2008

TranSystems

Outline

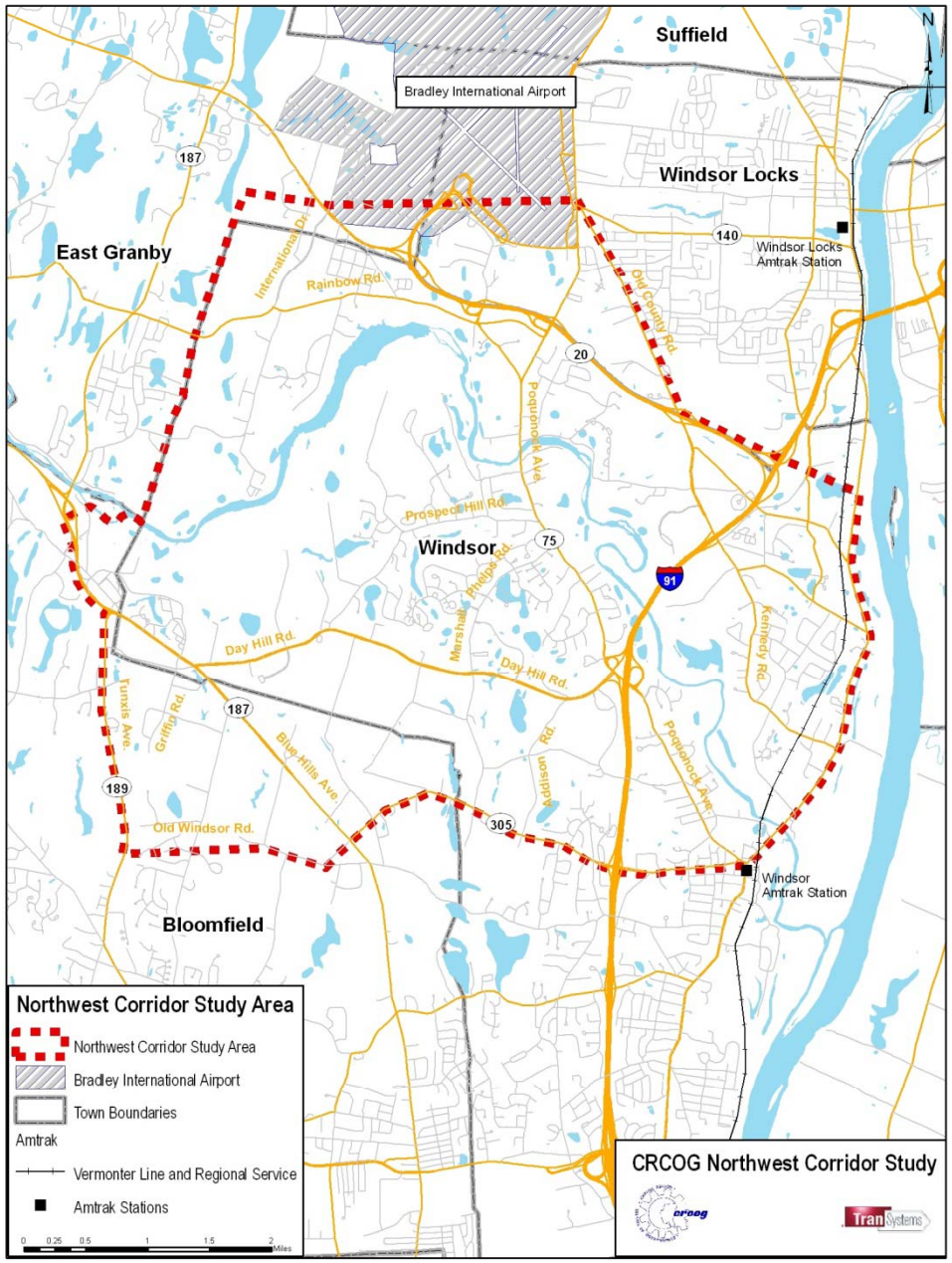
1. Introduction to Task 1 (Griffin/Day Hill Road Area Transit)
2. Existing Conditions
   A. Employment, Journey to Work, Demographics and Development
   B. CT TRANSIT Existing Conditions
   C. Existing Park & Ride Facilities
   D. Summary of Employer Outreach

1. Introduction to Task 1

- Objective: Develop information and provide a service plan for CT TRANSIT for the Griffin/Day Hill Road area

- Three main outcomes:
  1. Plan for improved transit service in the study area
  2. Plan for improved Park & Ride facilities in the corridor
  3. Provide guidance for transit-friendly land use and development

1. Task 1 Study Area



- Bounded roughly by:
  - Route 305 to the south
  - The river to the east
  - Route 20/Airport to the north
  - Route 189/Windsor town line to the west
- Primary focus: Griffin/Day Hill Road corporate area
- Secondary focus: Route 20/ International Drive/ New England Tradeport area

1. Data Sources

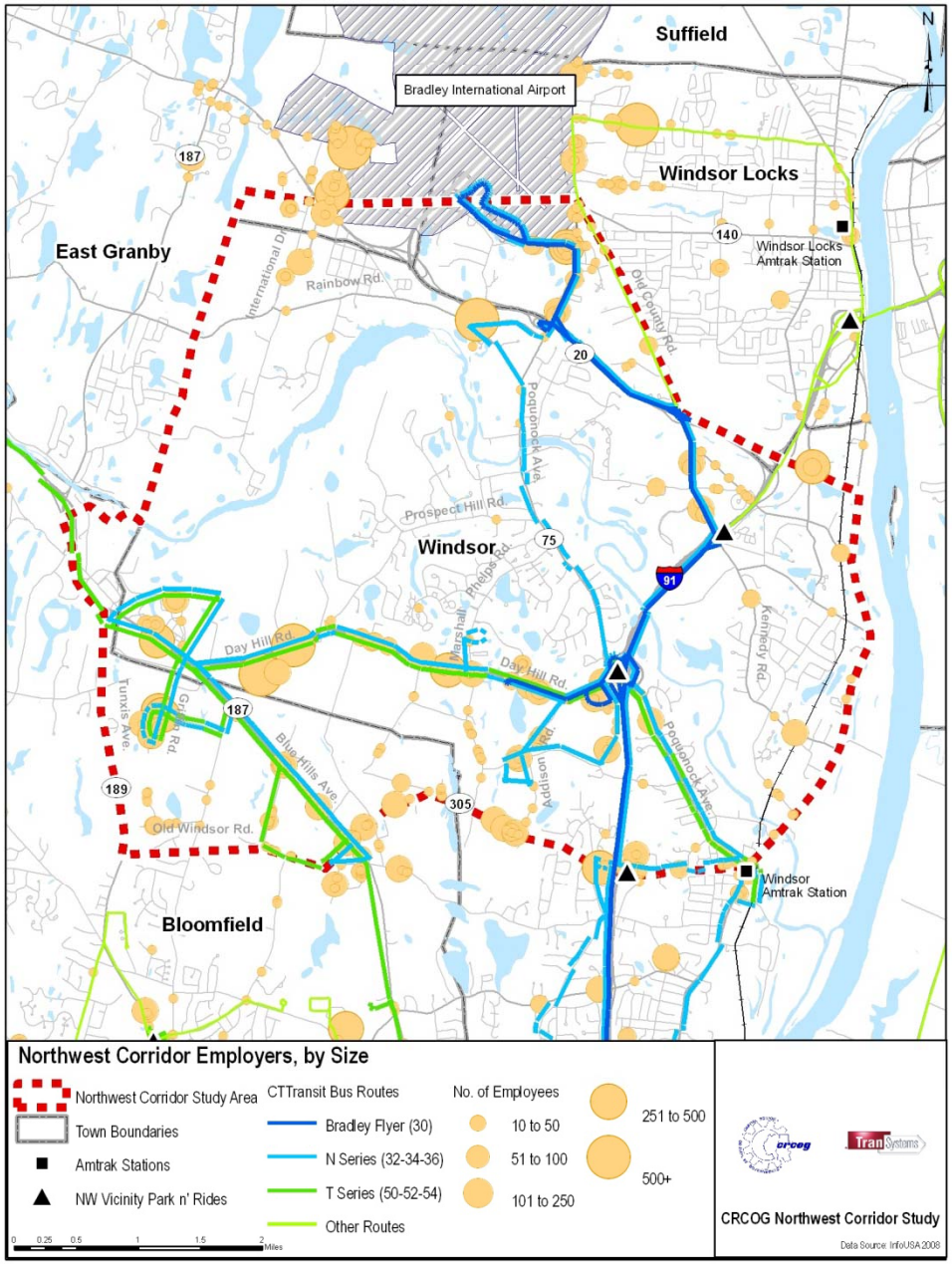
- Data on existing population from 2000 U.S. Census
- Geographic Information Systems (GIS) layers from various sources
- Data on employers in the area (10+ employees) from InfoUSA
- Employer characteristics and opinions from on-line survey and phone interviews
- Data on existing ridership, operations, and costs from CT TRANSIT
- Past service requests and issues from CT TRANSIT and CRCOG
- Park & Ride information from previous studies and study team observations
- Information on planned developments from municipalities and developers

2A. Employment, Demographics and Development

Key questions to consider:

- Where are the major employers in the study area? Who works there?
- Who lives in the Northwest Corridor study area? What are their population characteristics and needs? Who is commuting to Hartford?
- What are the key activity centers in the study area? Where is development occurring?

2A. Existing Employers



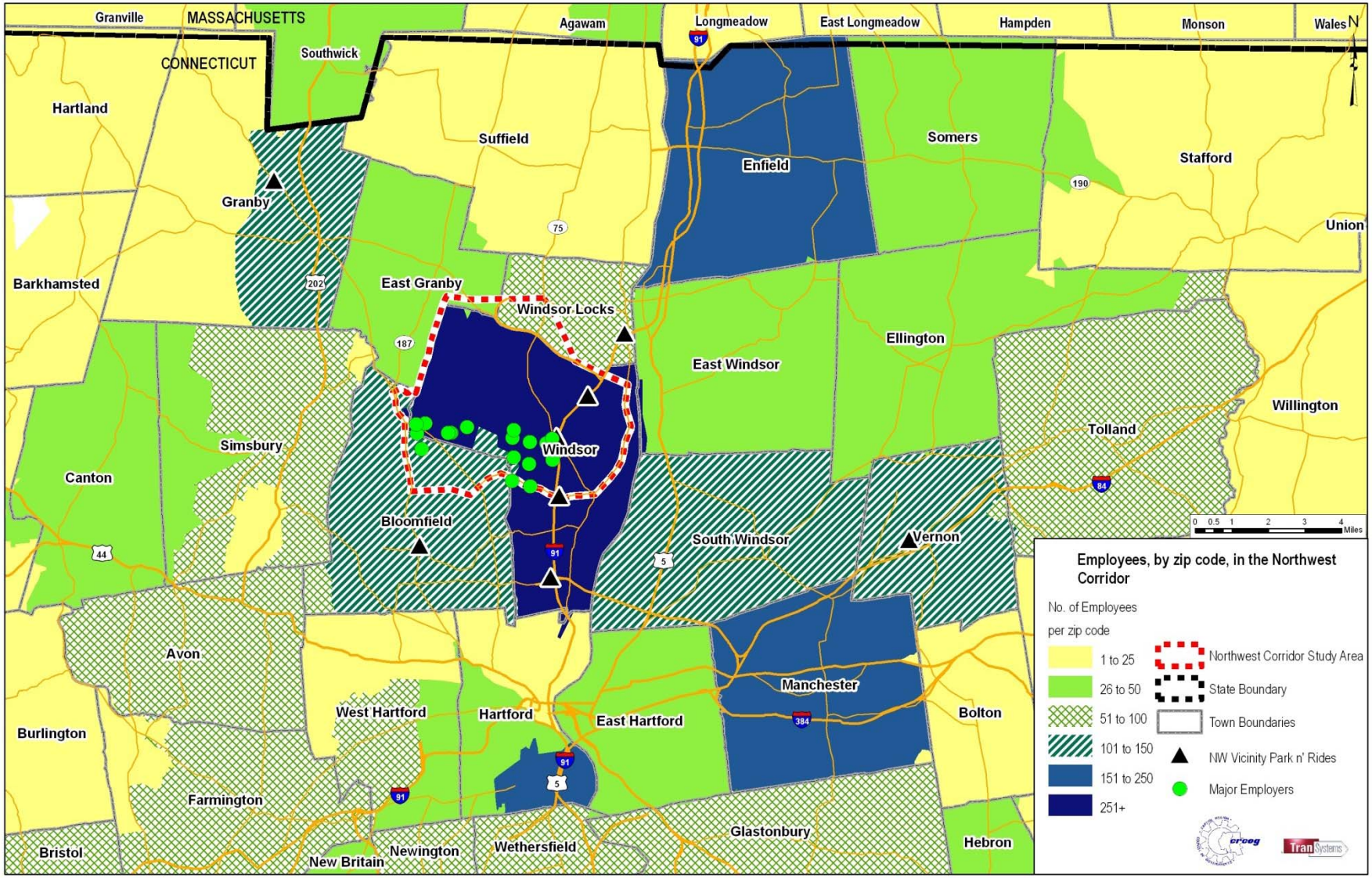
Employer locations and size:

- Three main corridors:
  - Griffin/Day Hill Road
  - Route 20/Bradley Airport
  - Route 305 corridor
- Relatively few employers above 500 employees, many in the 100 to 500 range
- Some clusters have no transit service

2A. Employer Survey - Plots of Employee Zip Codes

- Based on web-based/electronic survey in fall of 2007
- Conducted in cooperation with CRCOG and the Windsor Transportation Committee
- Overall, 48 individual companies responded to the web-based survey or phone follow-up, representing 10,826 employees.
- Of these 21 employers provided information on zip codes of their 4,125 employees.
- Following plots are thus an incomplete sample but provide an indication of employee residential locations.

2A. Commute Origins of Study Area Workers (All Industries)



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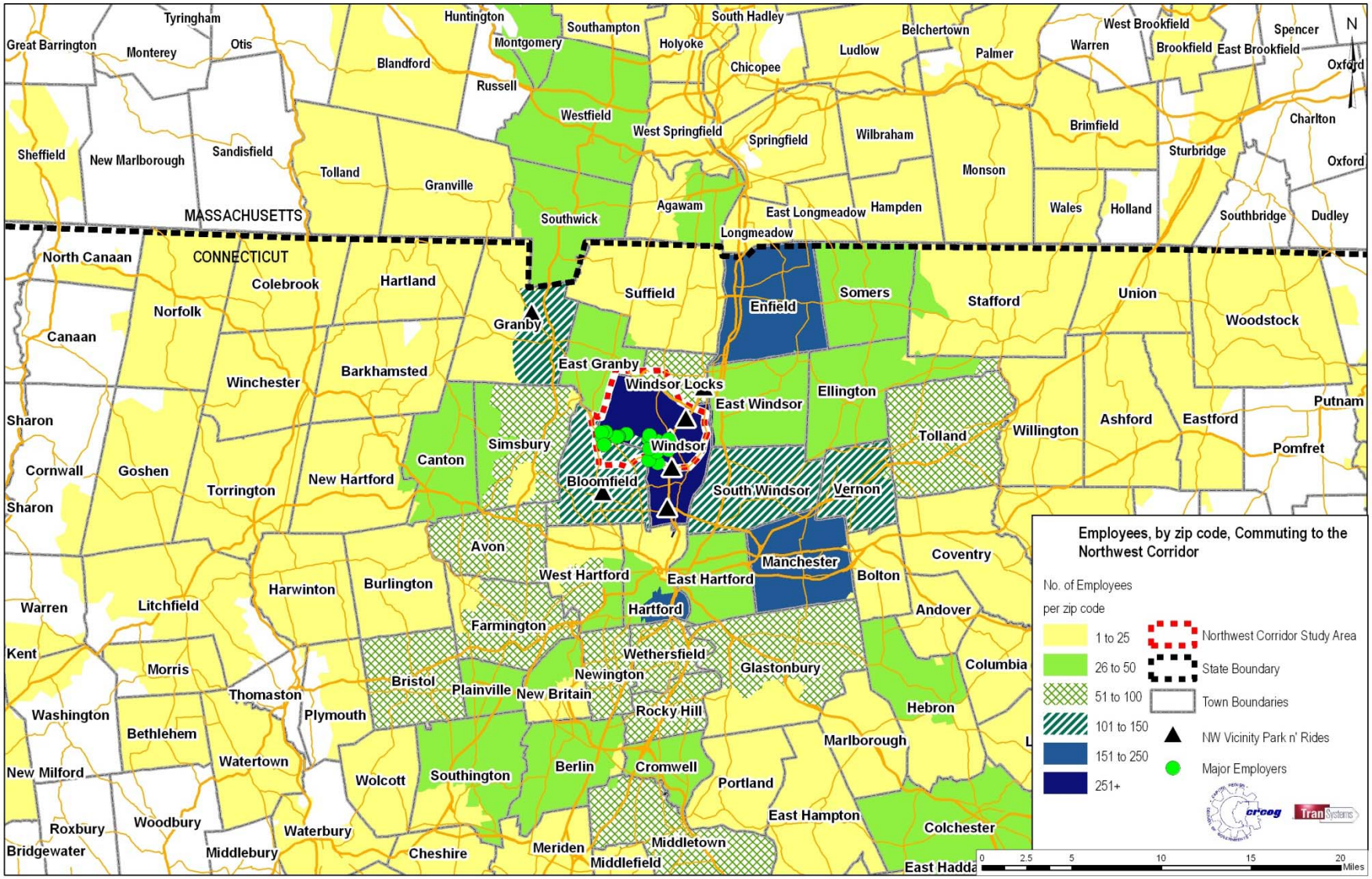

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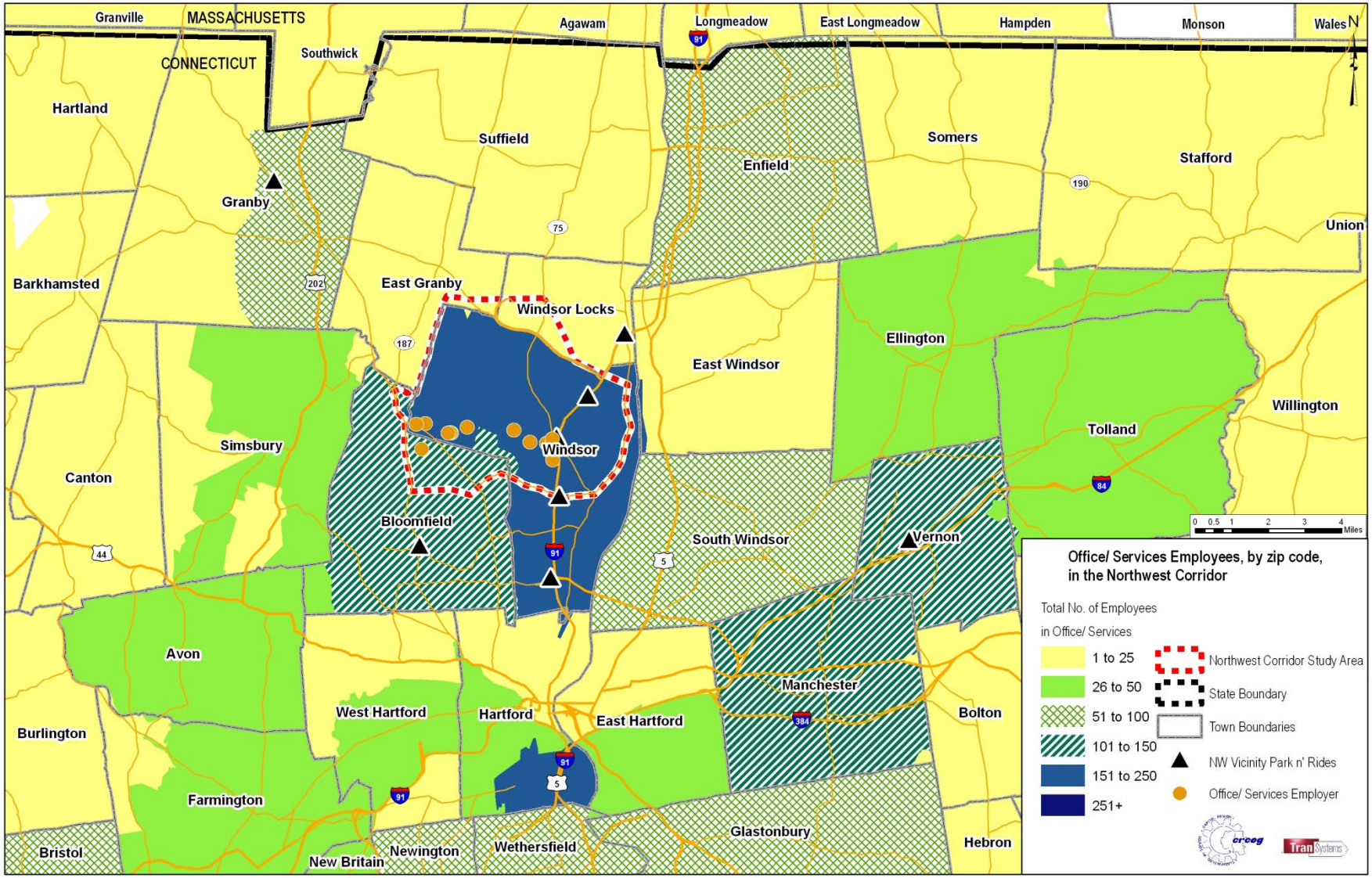

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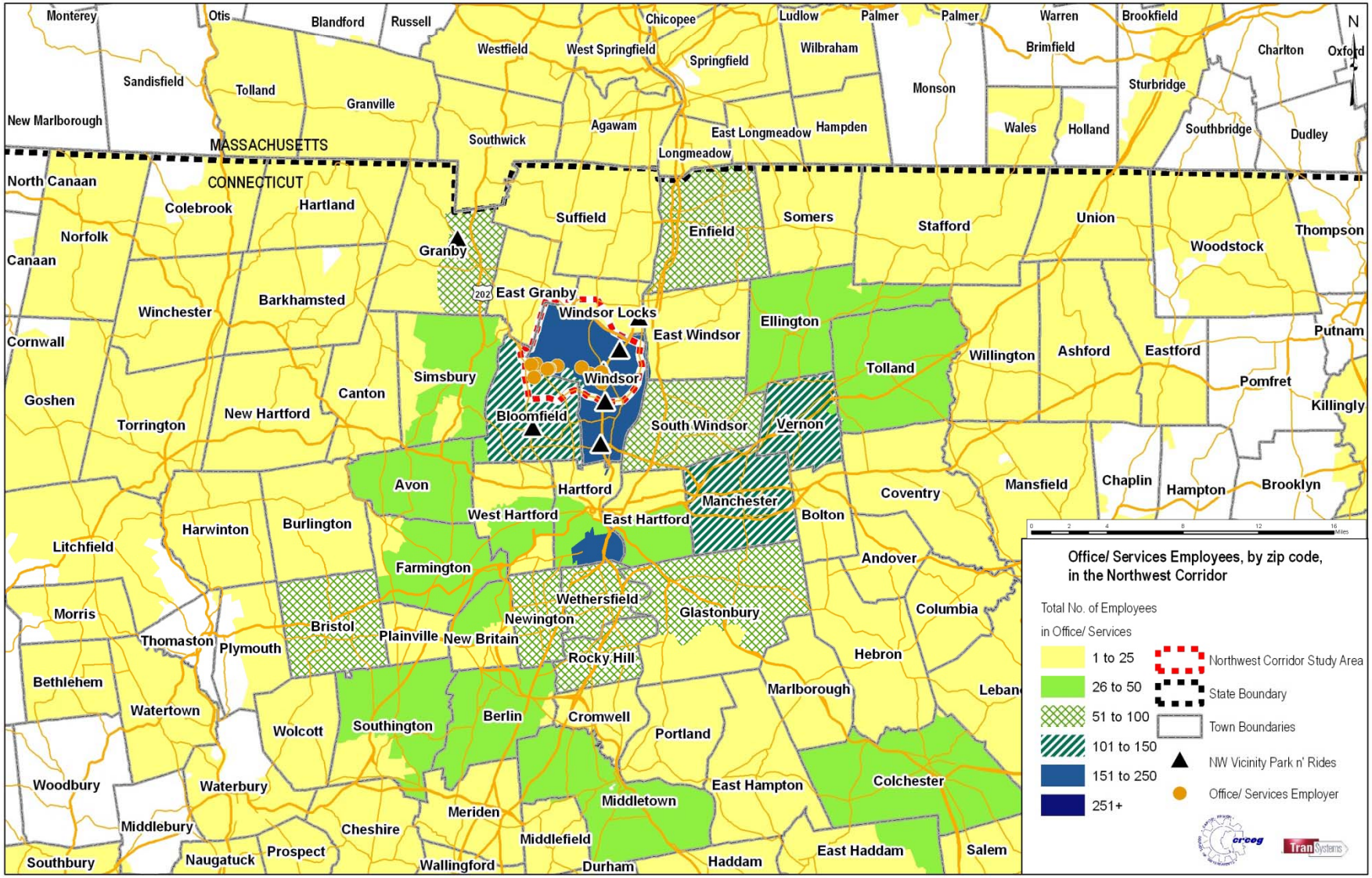
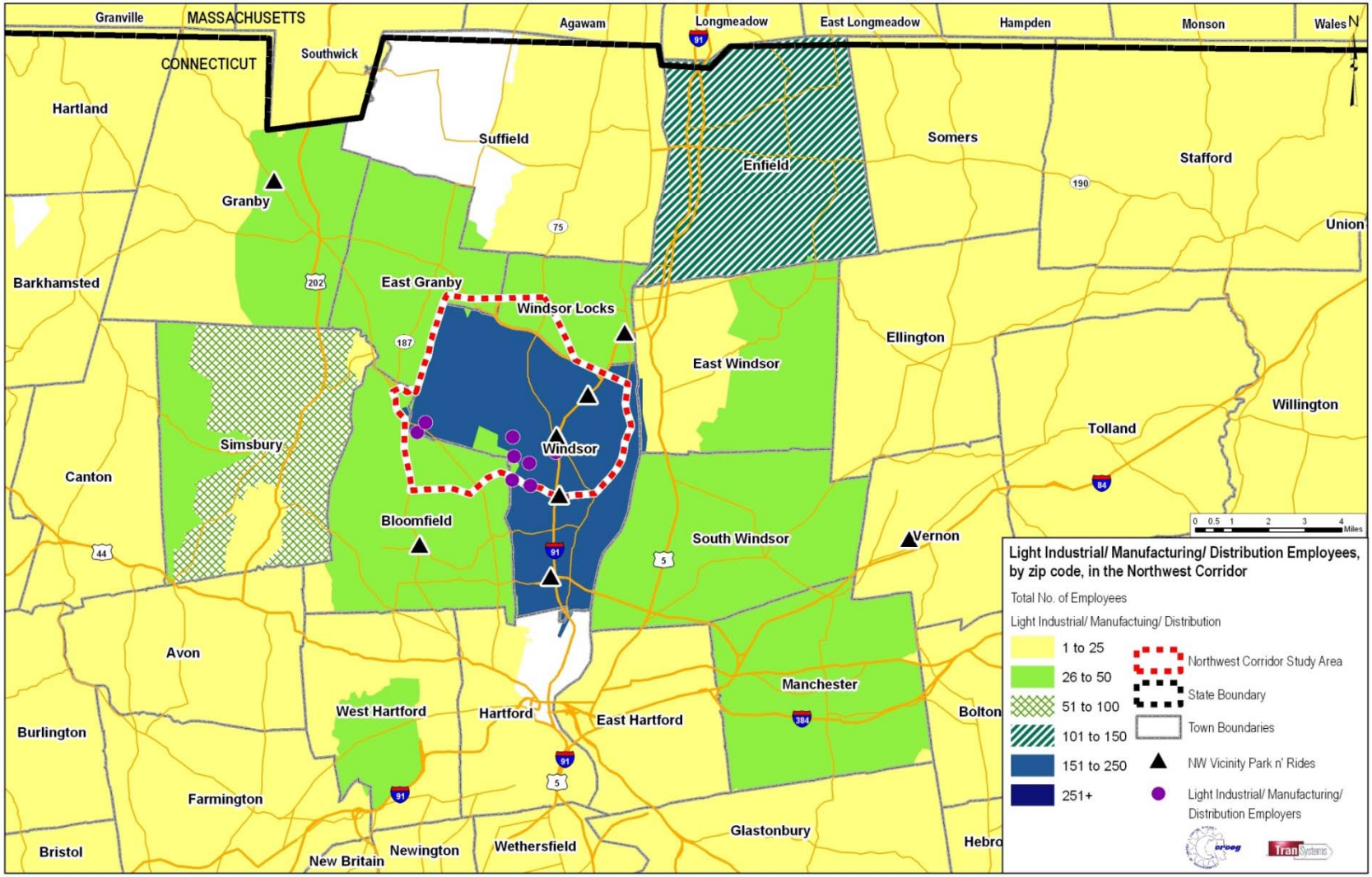


2A. Commute Origins (Industrial/Manufacturing/Distribution)



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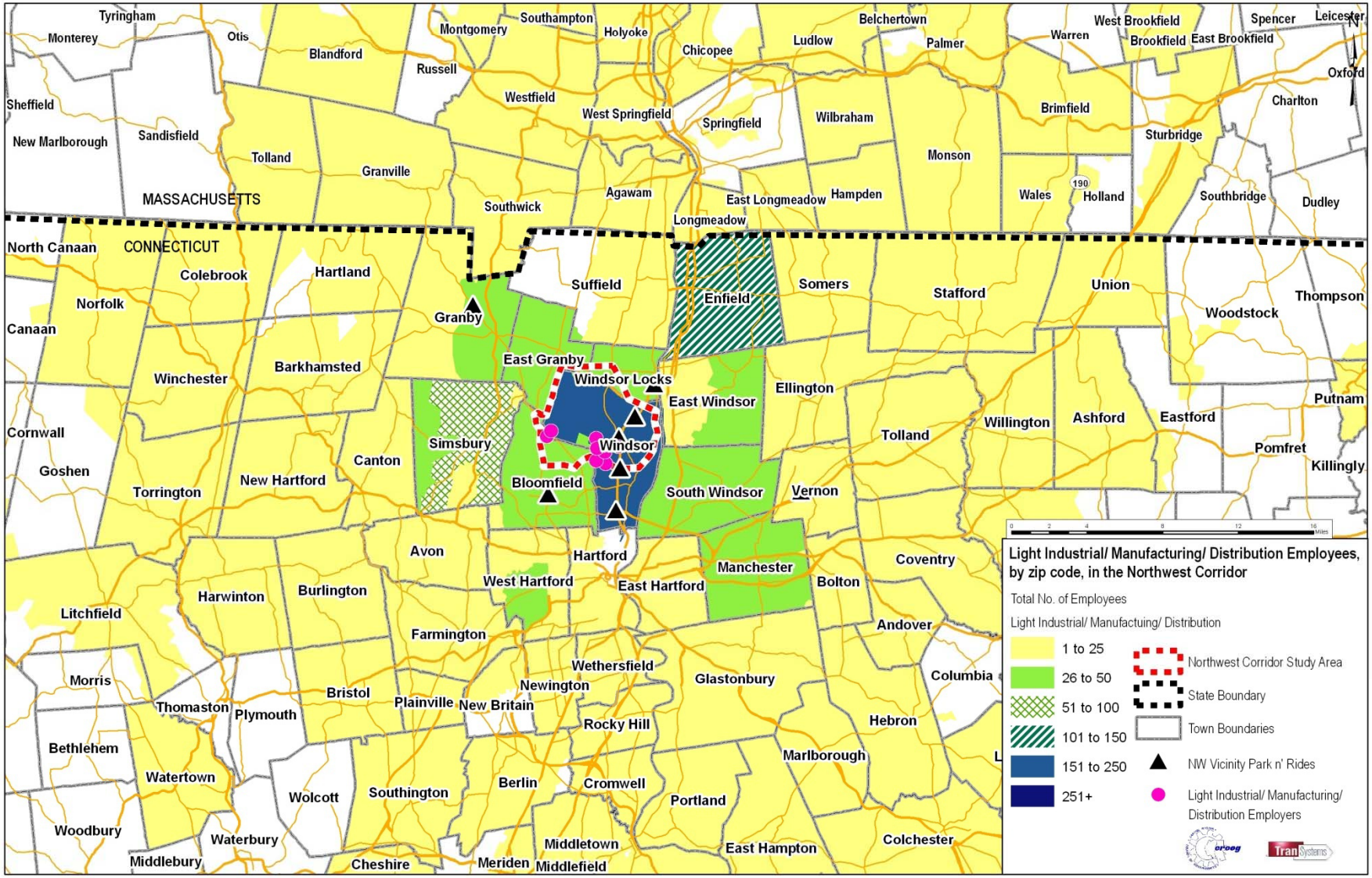
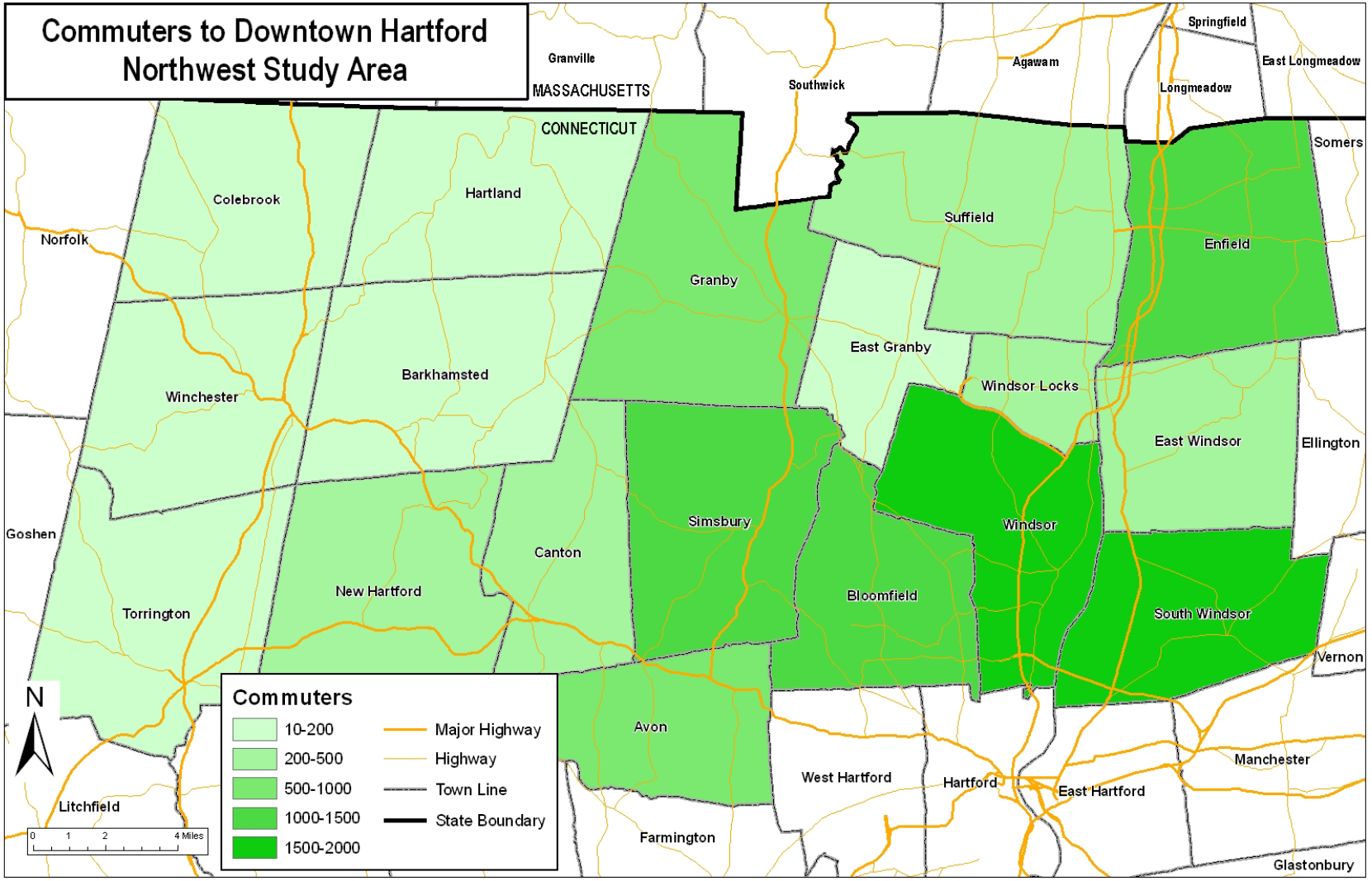


2A. Commute Origins of Study Area Workers

Observations on commute origins:

- Origins are widely dispersed
- Largest concentrations:
  - Windsor……(9%)
  - Enfield……(5%)
  - Hartford - southeast portion…….. (4.5%)
  - Manchester……..(4%)
- Other concentrations in Bloomfield, Vernon, Granby, South Windsor
- No major difference by type of employer, except fewer industrial/manufacturing employees from Hartford

2A. Residential Location of Workers Going to Hartford



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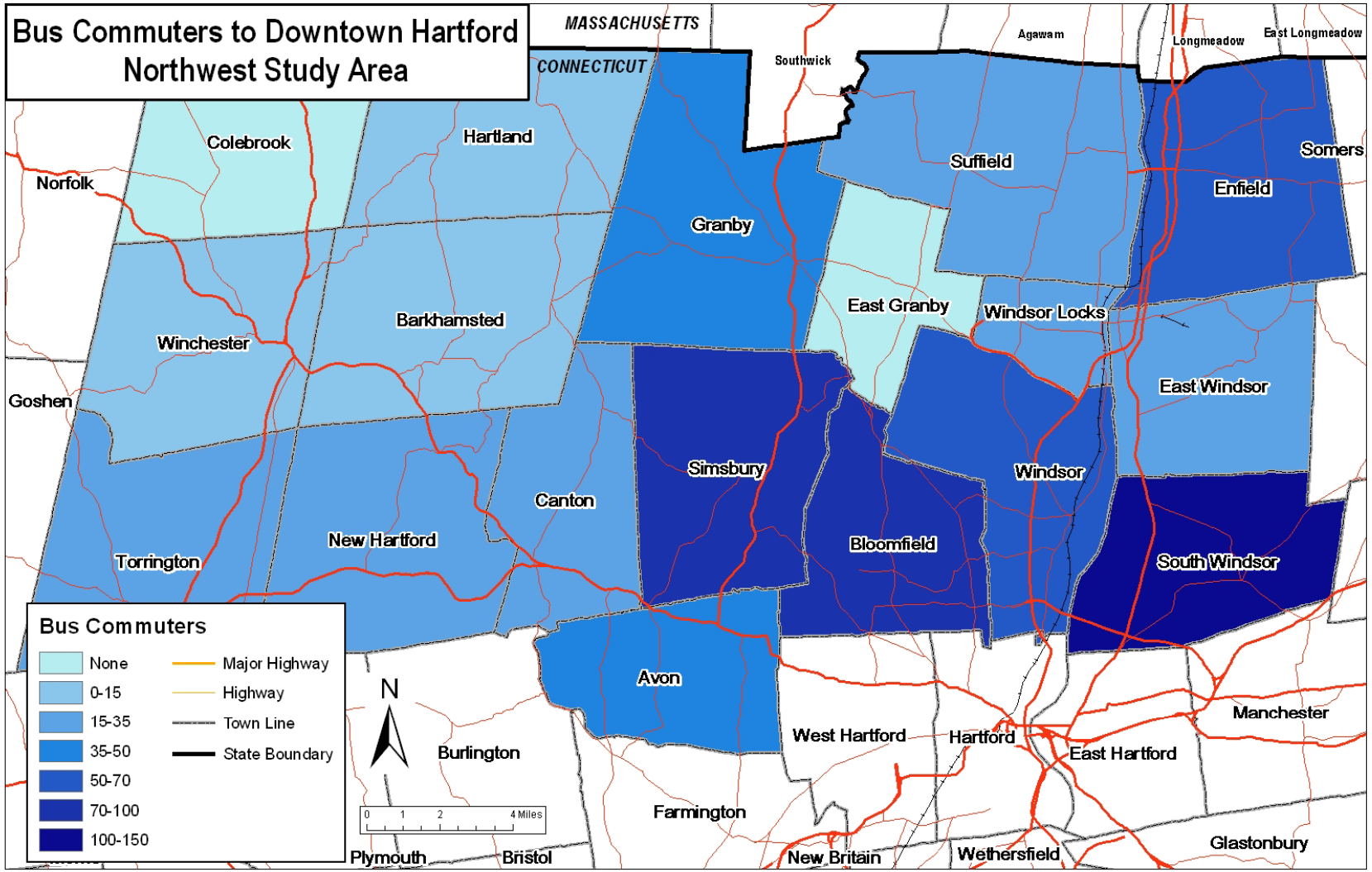

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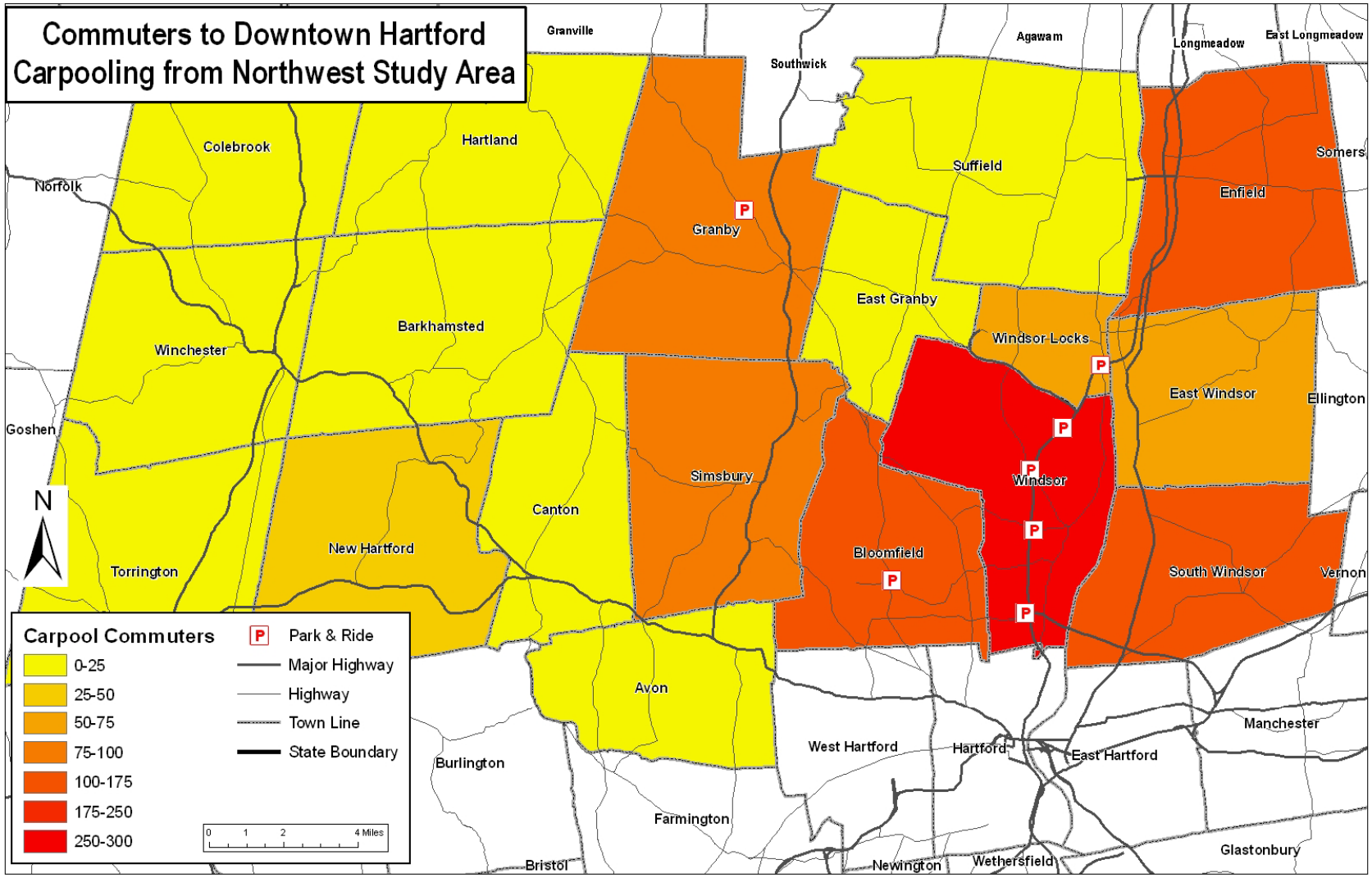
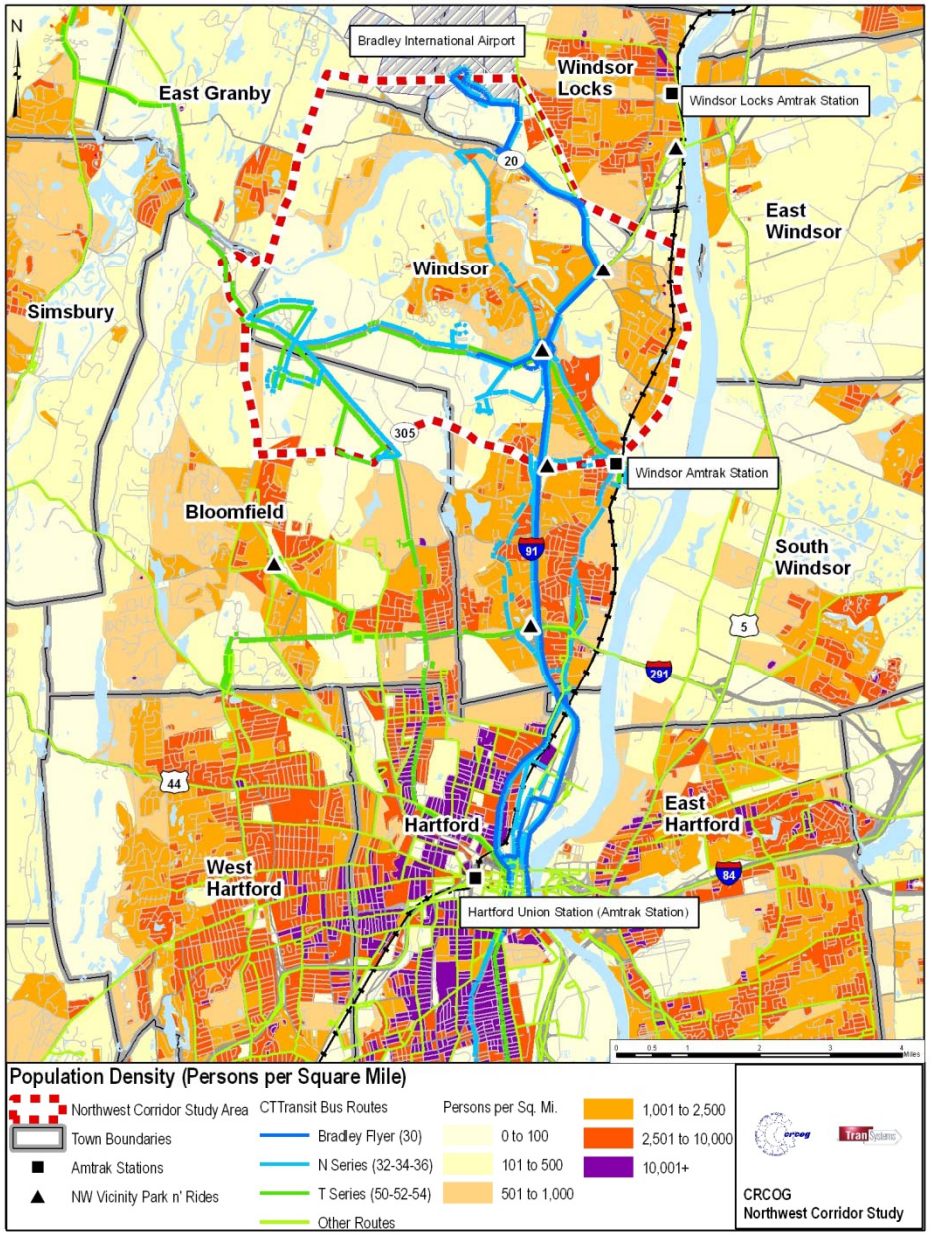


2A. Residential Location of Workers Going to Hartford

Observations on 2000 census commute origins:

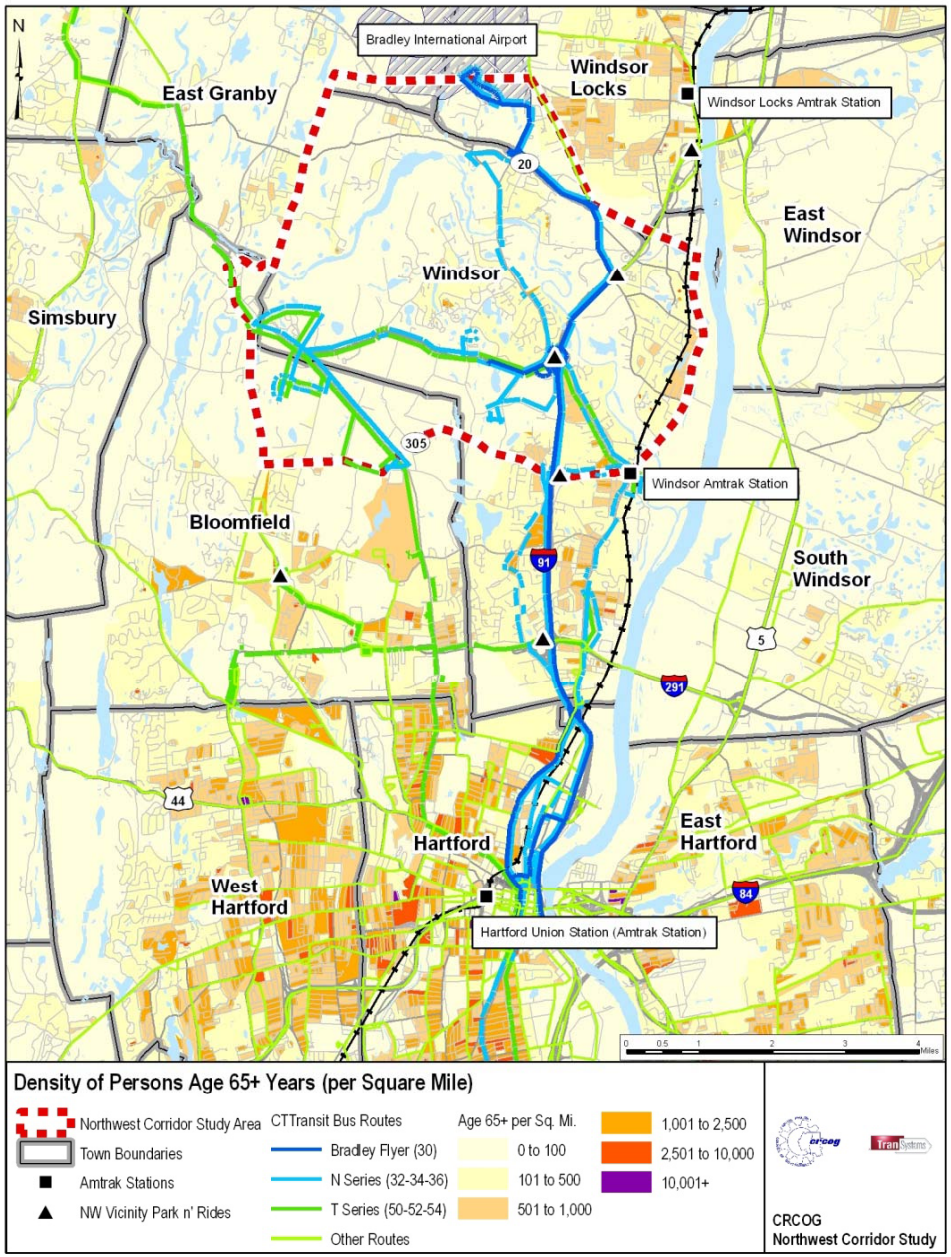
- The largest number of commuters (1500-2000) come from Windsor and South Windsor, with Bloomfield, Simsbury and Enfield being in the second group (1000-1500 commuters).
- The top towns for bus commuters are South Windsor (128), Bloomfield and Simsbury (70-100) with Winsor and Enfield being in the second group (50-70).
- The top town for carpooling is Windsor (256), followed by South Windsor, Bloomfield and Enfield (100-175).

2A. Existing Demographics - Population Density



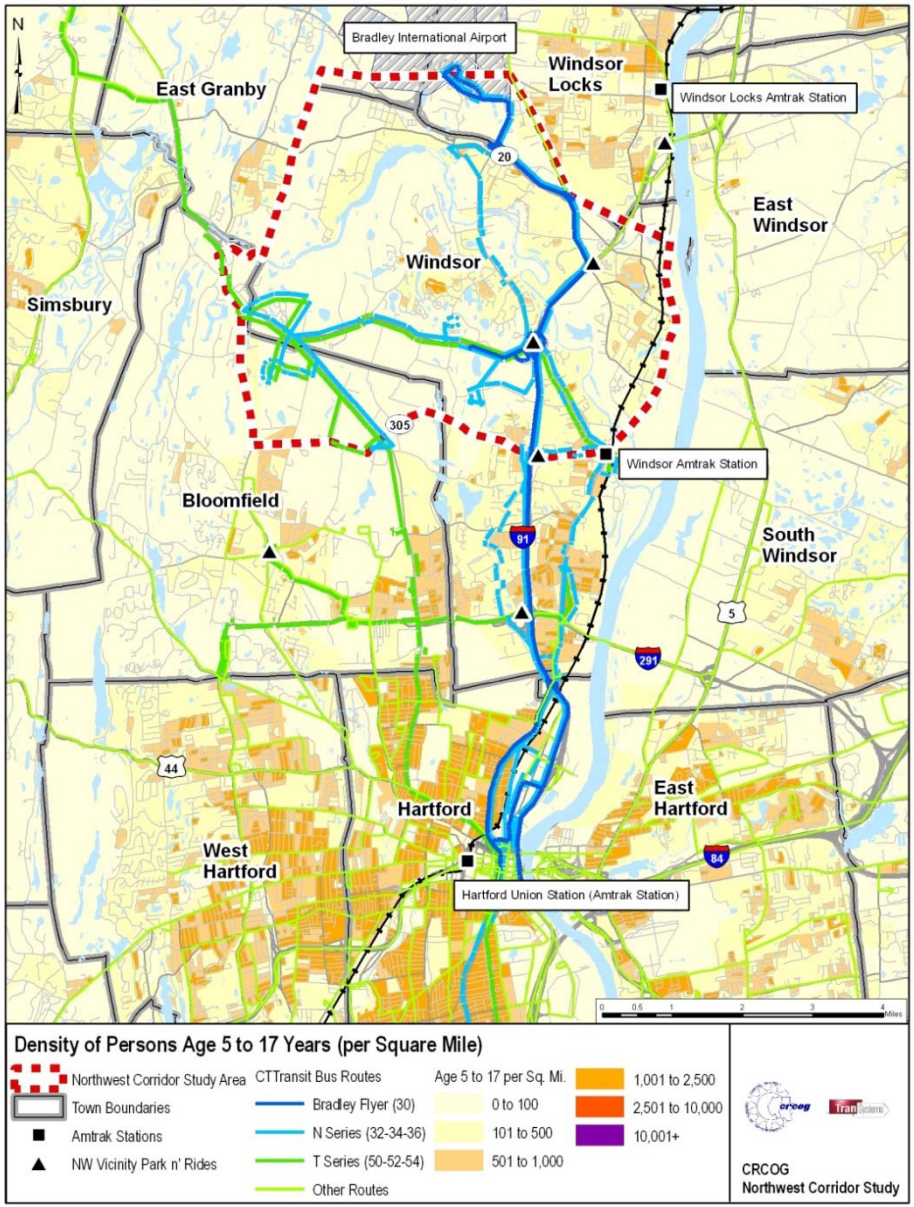
- *Most of the study area is lightly populated*
- Much of the land is commercial and has no residents
- Several areas are more densely populated:
  - North of Day Hill & east of Prospect Hill
  - Along Poquonock Ave.
  - East of Kennedy Rd.

2A. Existing Demographics – Senior Population



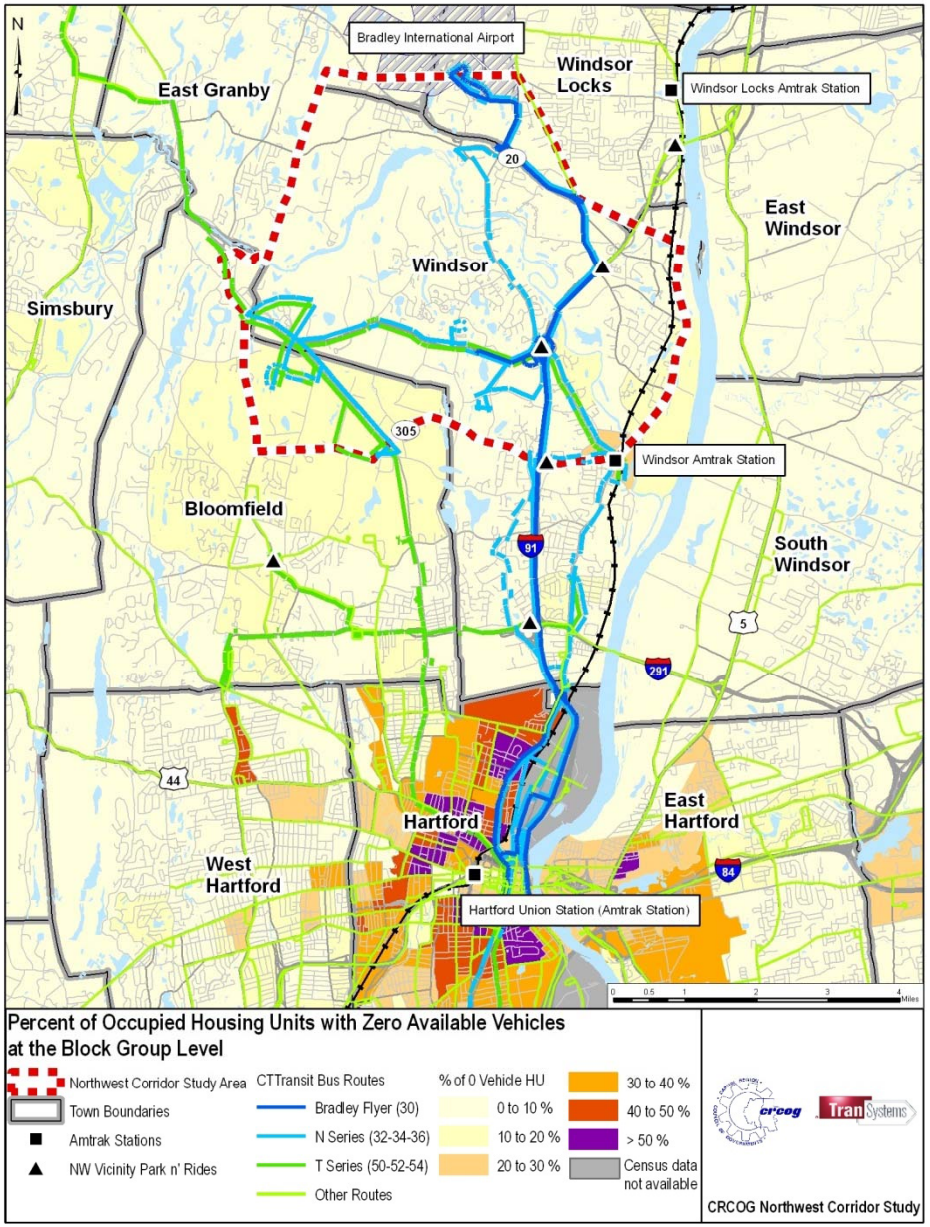
- *Most of study area has very small concentrations of seniors*
- Relatively frequent transit users
- Main exceptions are along Poquonock Rd. and near Windsor town center and the river

2A. Existing Demographics – Youth Population



- *Most of study area has very small concentrations of youths*
- Often are relatively frequent transit users
- Main exceptions are along Poquonock Rd., north of Day Hill/east of Prospect Hill, and east of Kennedy Rd.

2A. Existing Demographics…. Auto Ownership



- *Most households in the study area have cars*
- Households without vehicles are a key indicator of transit use
- Most of study area has < 10% households without vehicles
- Exceptions include northern Bloomfield (10-20%) and near Windsor Amtrak Station (20-30%)

2A. Development Trends- Observations

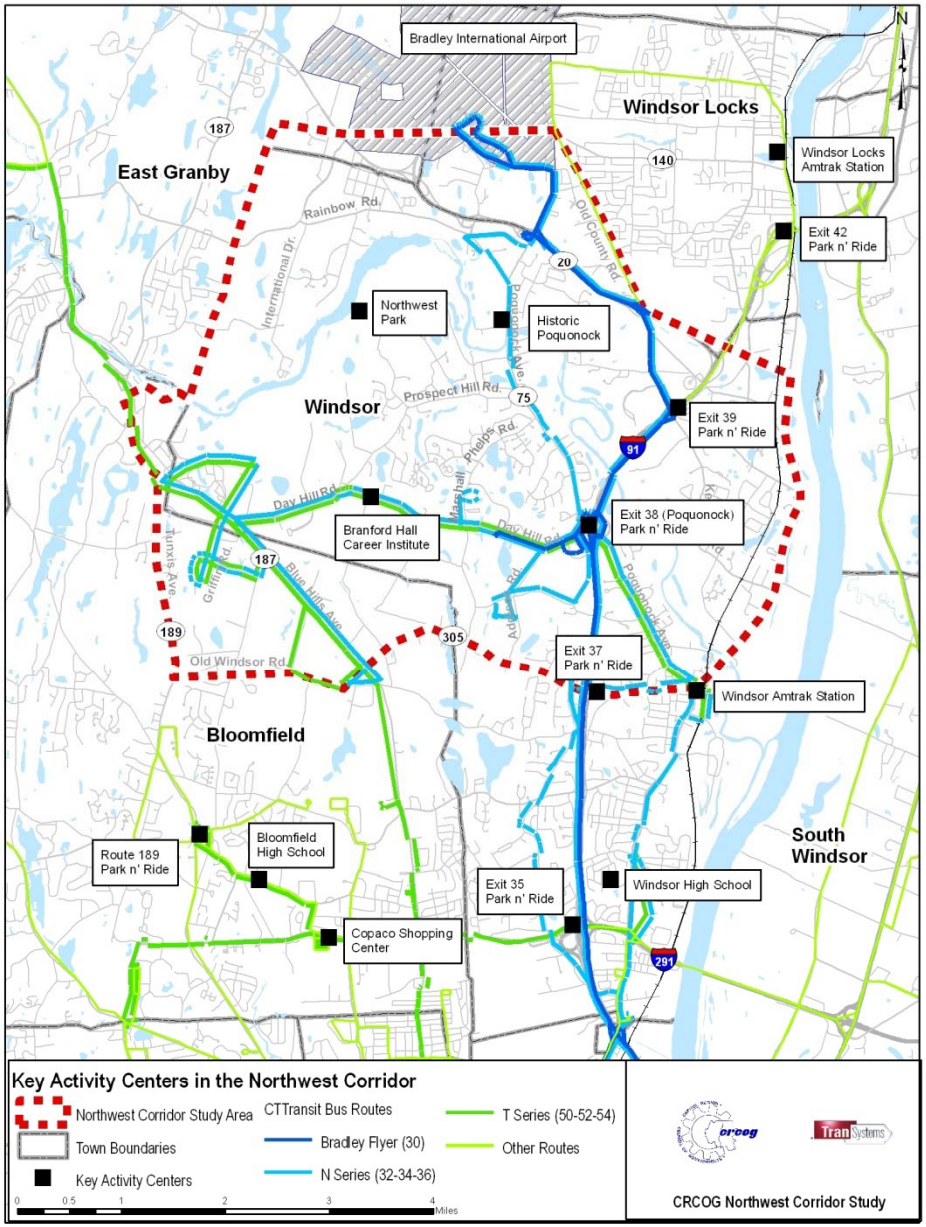
- Over 270 vacant acres have been developed in the last 6 years (out of a total of over 1200 vacant acres)
- All business sectors have increased, especially office space—there is over 1.3 million sq. ft. in new or converted office space
- The ING move has added over 2000 new office workers, including many that took transit
- The Hartford opens in September, approx. 1000 *new* employees, 2200 total.
- Walgreens will also bring 500 new employees to their facility in winter 2008/09
- The Town of Windsor is developing a new plan for the Day Hill Corridor (updating the 2004 Town Plan)

2B. CT TRANSIT Existing Conditions

Key questions to consider:

- Where are people currently using the bus?
- How well is the current service working?
- What kinds of problems does it experience?

2B. Existing CT TRANSIT Routes and Activity Centers



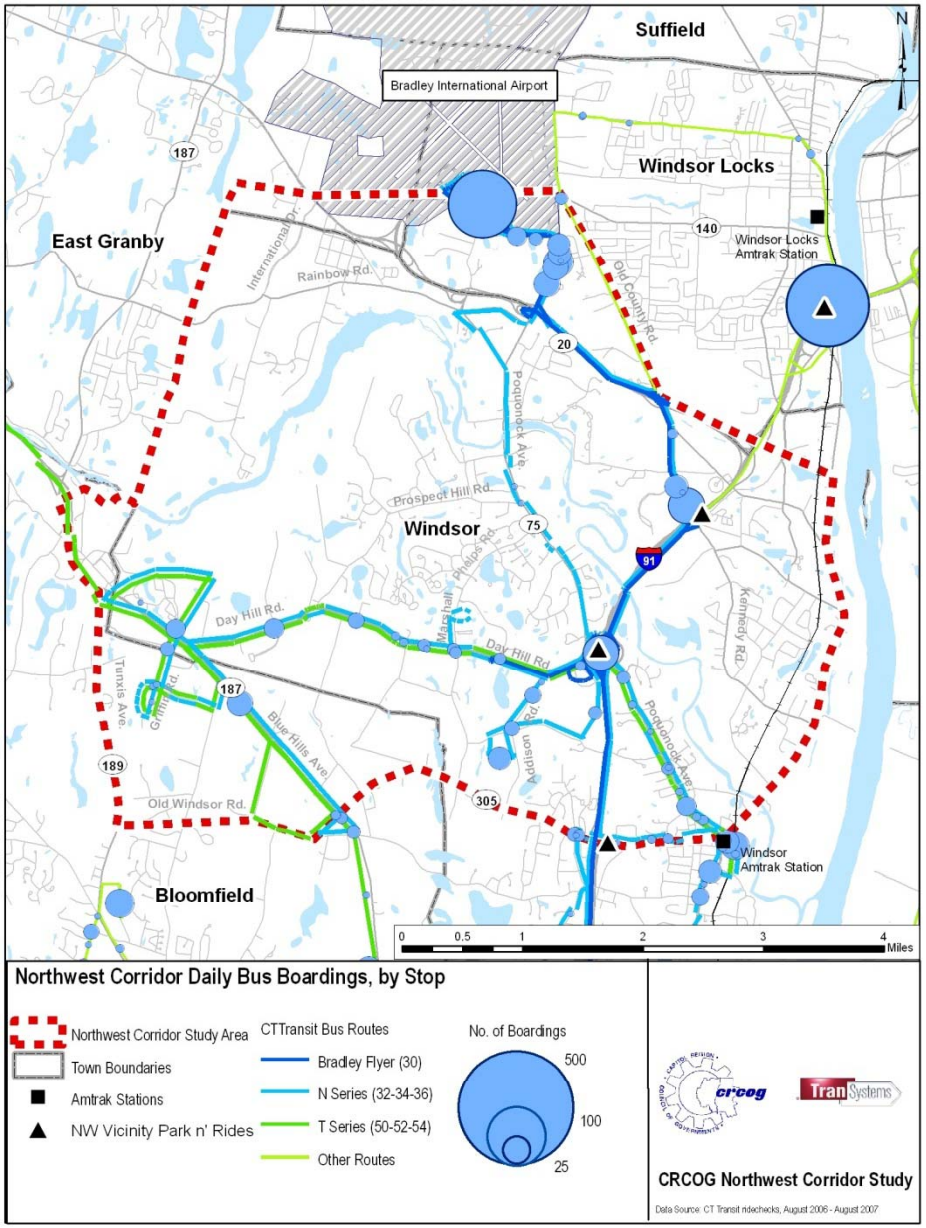
Existing routes in Northwest Corridor

- Bradley Flyer (Route 30): Downtown – Bradley Airport
- N series (Routes 32-34-36)
- T series (Routes 50-52-54)

Transportation activity centers:

- Amtrak stations (Windsor, Windsor Locks)
- Park & Rides (Exit 42, 39, 38, 37, 35, and Bloomfield Center)

2B. Existing CT TRANSIT Bus Boardings



Existing weekday bus boardings

- Heaviest boarding locations at Bradley Airport and Exit 42 Park & Ride (several hundred boardings/day each)
- Other clusters along Ella Grasso Turnpike, Kennedy Road, Poquonock Park & Ride, and Addison Corporate Park
- ING bus stop growing quickly (not shown here)

2B. Existing CT TRANSIT Efforts

- Service has been altered for Job Access needs
  - Bradley Flyer
  - Expanded hours for Home Goods and others
  - Bus service was changed to divert into ING
- CT Transit considers all requests from area employees and will modify service within budget limits

2B. CT TRANSIT Existing Conditions

- The Day Hill Road area is difficult to serve with transit.
- Those able to drive to the area will do so as parking is plentiful.
- There are no sidewalks and comfortable places to wait along the roadway.
- Buildings are set back from the road requiring a long walk.
- To get near to large facilities requires the bus to detour causing delays for other riders.

2C. Existing Park & Ride Lots

- There are 8 lots in the Northwest Corridor area
- For service to employers in the Study Area, the Poquonock lot at Exit 38 is the most important.
- The Poquonock lot has about 50 users/day on average, but has excess capacity - could be used as a hub for more activity

2C. Existing Park and Ride Lots

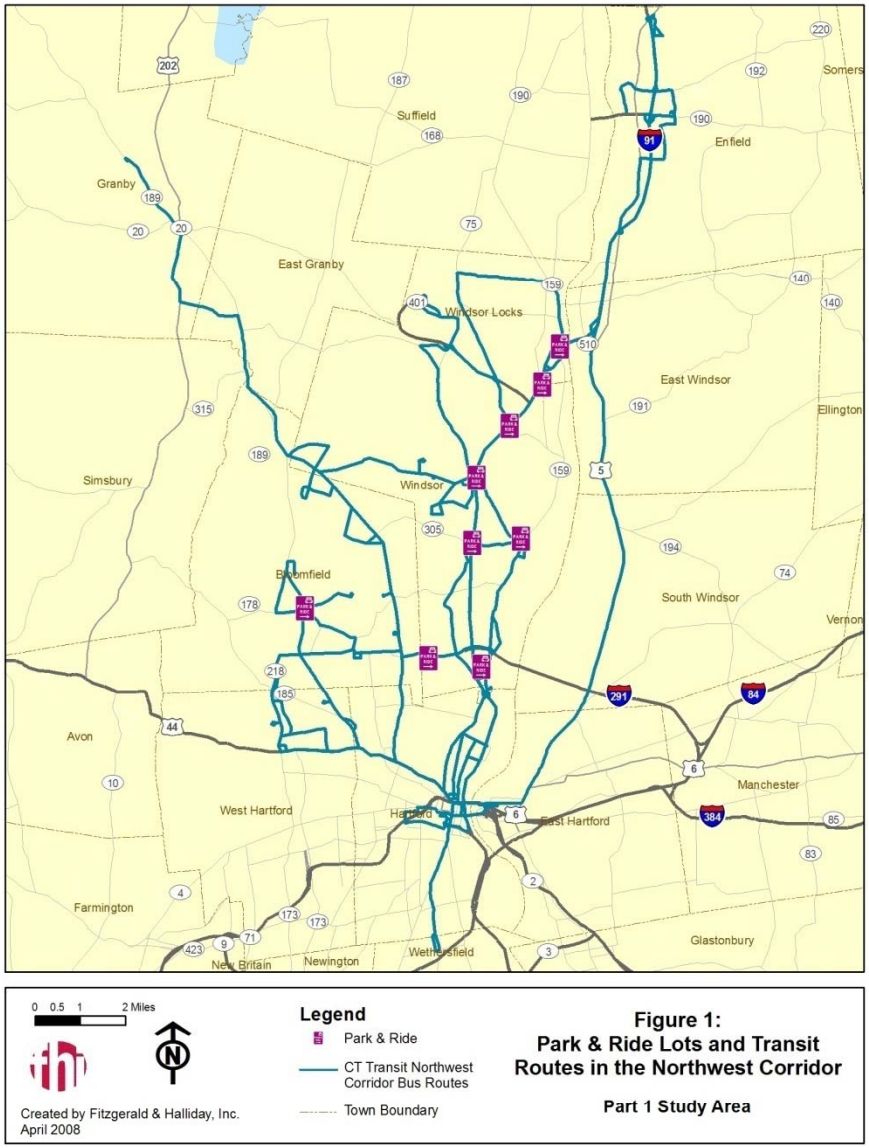
Key questions to consider:

- How well utilized are the existing lots?
- What services exist there? What condition are they in?

Conducted field review at 8 lots (7 state-owned, 1 private, 1 municipal) in April 2008

- # of spaces
- # of occupied spaces
- Signage to/from lot
- Transit service information
- Presence of pay phone
- Lighting
- Overall condition of lots

2C. Existing Park and Ride Lots



Lot Location	Town	Total # of Spaces
I-91 at Route 159/Exit 42	Windsor Locks	342
I-91 at Route 159/railroad station/Exit 42	Windsor Locks	100
I-91 at Archer Road/Exit 39	Windsor	88
I-91 at Route 75/Exit 38 (Poquonock Park and Ride Lot)	Windsor	219
I-91 at Route 305/Exit 37	Windsor	49
Central Street at railroad station/Route 159	Windsor	86
I-91 at Route 218/Exit 35	Windsor	208
Route 15 @ Corey Street/Exit 35	Windsor	50
Route 189 @ Sacred Heart Church	Bloomfield	85

2C. Existing Transit Services at Park and Ride Lots

Lot Location	Transit Routes
I-91 at Route 159/Exit 42	#5 Hartford Express (via I-91 HOV)
I-91 at Route 159/railroad station/Exit 42	No transit service
I-91 at Archer Road/Exit 39	No transit service
I-91 at Route 75/Exit 38 (Poquonock Lot)	CT Transit 30 (Bradley Flyer), 32, 34, 36, 52, & 54; #15 Hartford Express (via I-91 HOV)
I-91 at Route 305/Exit 37	No transit service
Central Street at railroad station/Route 159	CT Transit 32, 34, 36
I-91 at Route 218/Exit 35	No transit service
Route 159 at Corey Street	No transit service
Route 189 at the Sacred Heart Church	CT Transit #56

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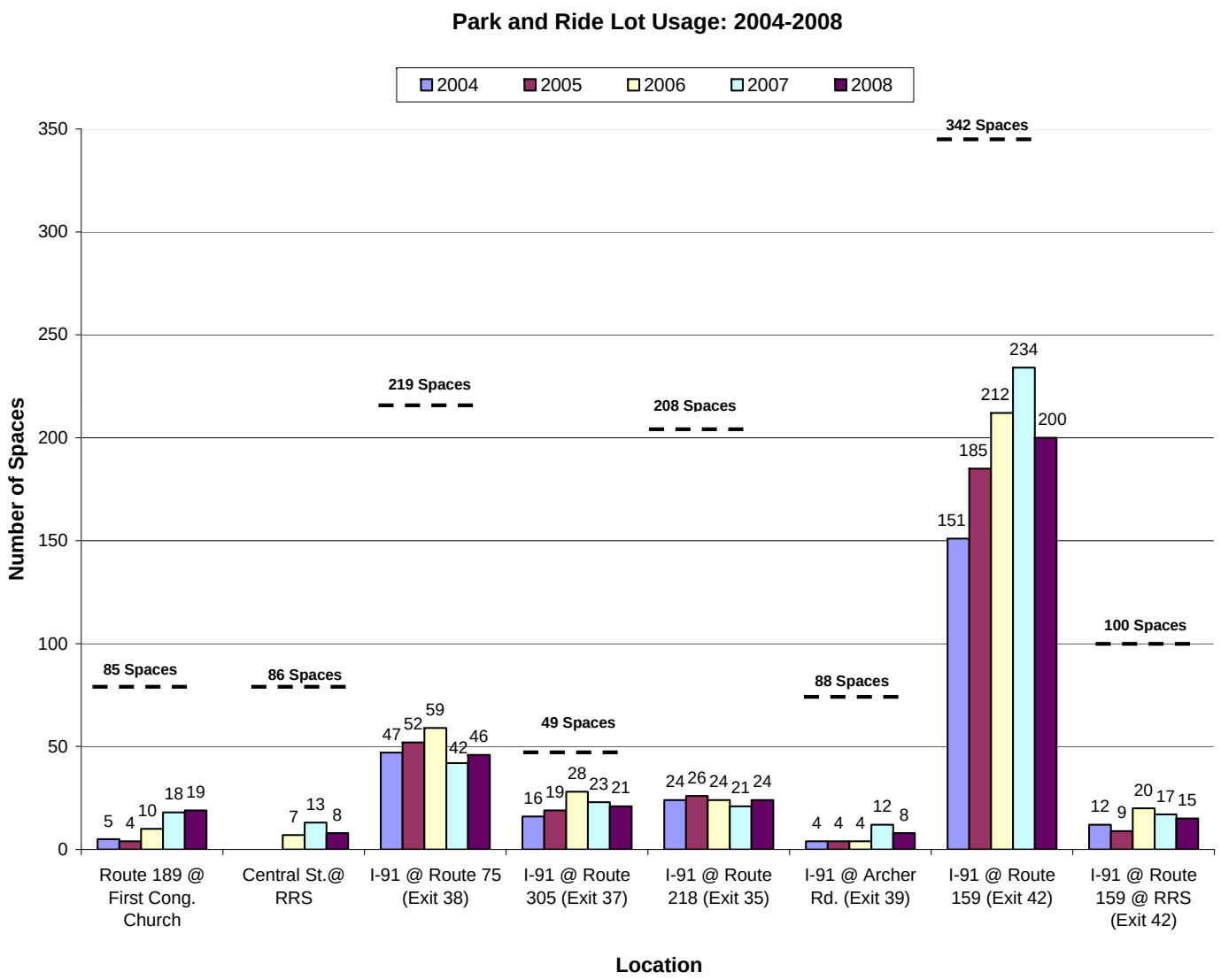
2C. Existing Park and Ride Lot Utilization



2C. Existing Park and Ride Lots

- Summary of observations
  - Overall, **all** of the lots surveyed are in "good" condition; **most** park and ride lots had:
    - Pavement in good condition (not in need of repair);
    - Striping that could be seen and clearly marked all parking stalls;
    - Plenty of lighting;
    - Clear and adequate signage to and inside the lot; and
    - Easy access to and from the highway (i.e., "easy on/easy off")
  - All park and ride lots could benefit from litter clean-up
  - Signage near the Archer Road, Central Street, and Corey Street park and ride lots is confusing and needs improvement

2C. Existing Park and Ride Lots

- Conclusions
  - Park and ride lots are significantly under-utilized
    - The only park and ride lot that appears to be more than half full on a consistent basis is the facility located at Exit 42 on I-91/Route 159
    - Annual usage data not available for the Corey Street lot; however it appears to be a well-used lot (33 out of 50 spaces used on 5/16/2008)
  - Signage to and from park and ride lots needs improvement
    - Lack of clear signage could be contributing to lack of use
    - Commuters need to be able to navigate to park and ride lots quickly and easily
    - Improved signage is needed now

2C. Existing Park and Ride Lots

- Conclusions (continued)
  - Peak period transit service to and from the park and ride lots is limited (generally running on 40- to 60-minute headways)
  - A more in-depth evaluation of transit routes and headways may be beneficial
  - Increased mid-day transit service may be needed
  - Strategies are needed for more effective service to/from corridor activity centers
  - A focused marketing strategy would encourage transit ridership from the park and ride lots
  - ConnDOT, RideShare, and CT Transit web sites need to include more detailed, easy-to-find information on park and ride lots

2D. Summary of Employer Outreach Efforts

- Employer outreach efforts
  - Web-based/electronic survey
  - Telephone interviews
- Both sought input on:
  - Employee mode choice (drive alone, take transit, rideshare)
  - Parking at worksites
  - Relationships with The Rideshare Company
  - Incentives to encourage alternative commute options
  - Desired transportation improvements in the corridor

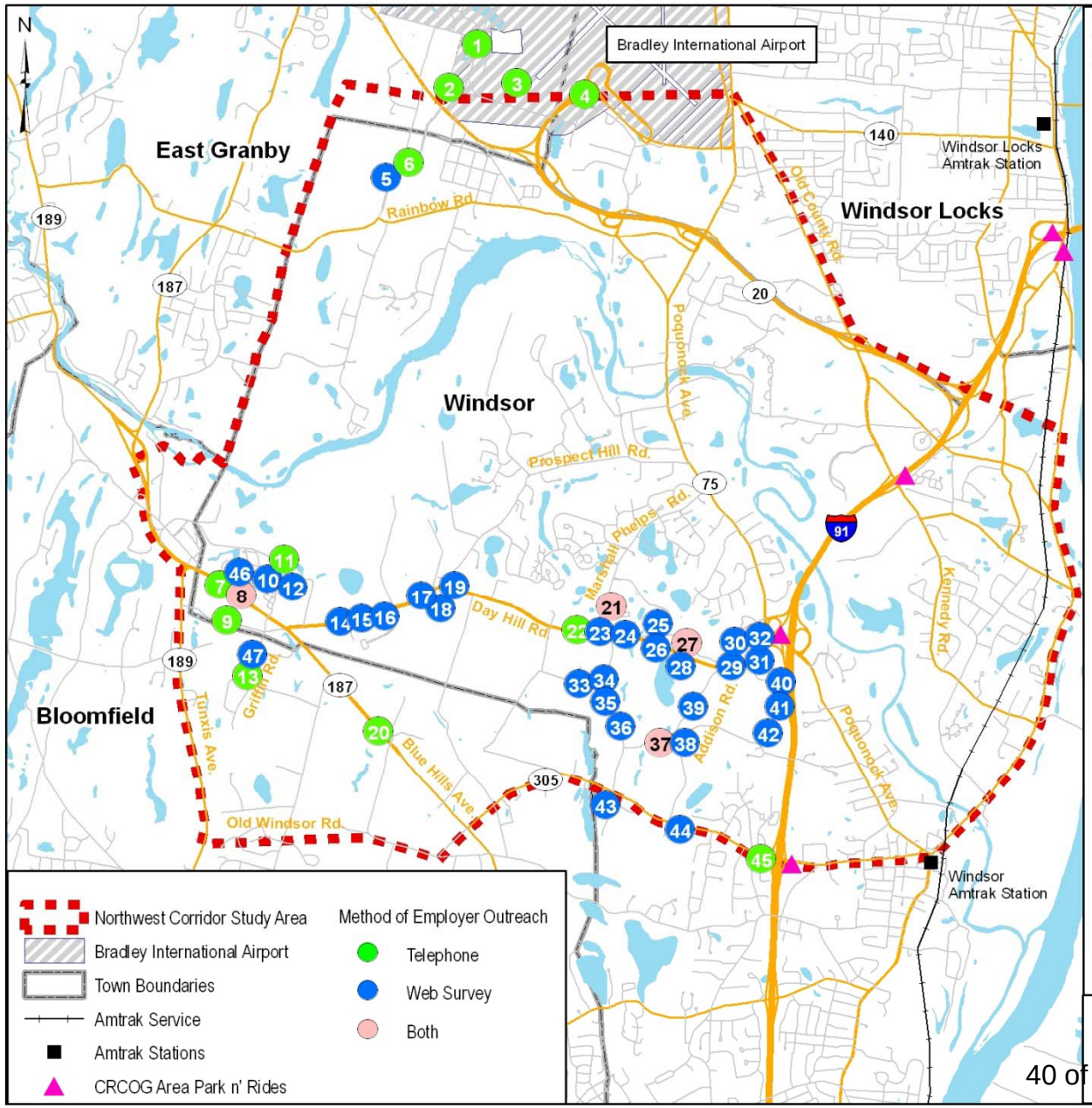
2D. Summary of Employer Outreach Efforts

- Web-based survey
  - Conducted in cooperation with CRCOG and the Windsor Transportation Committee
  - Targeted employers in study area
  - Employer representatives were asked to complete the survey by October 29, 2007
  - WTC conducted follow-up efforts in November 2007 to increase survey response rate
  - Overall, 37 individual companies responded to the web-based survey

2D. Summary of Employer Outreach Efforts

- Telephone interviews
  - Conducted as a follow-up to the web-based survey
  - Targeted employers with 200 or more employees
  - Employer representatives were contacted by phone
    - Time-consuming to locate appropriate person
    - The majority were very helpful and willing to answer questions
  - Responses were recorded separately for each employer and summarized
  - 22 companies contacted for the telephone interviews
  - Overall, 16 interviews completed via the telephone

2D. Summary of Employer Outreach Efforts



Employers Successfully Contacted through Part 1 Employer Outreach

No.	Employer Name
1	Air National Guard
2	Rockbestos Supernant Cable
3	Bombardier Aircraft Services
4	Sheraton Bradley
5	Westinghouse
6	Walgreens Distribution Center
7	AMS Services, Inc.
8	Northeast Utilities
9	ALSTOM Power
10	American OBGYN, Inc.
11	Cigna
12	U.S. Postal Service
13	Otis Elevator Company
14	Primary Eyecare
15	Eastern Rehabilitation Network
16	Comtrust Federal Credit Union
17	Brandford Hall Career Institute
18	Community Health Resources
19	Morris Group, Inc.
20	Pepperidge Farm, Inc.
21	ING
22	Turbotec Products, Inc.
23	Chromalloy Connecticut
24	Konica Minolta Business Solutions
25	USDA/ Rural Development
26	Educational Playcare
27	American Airlines
28	UPS Capital Business Credit
29	The Rideshare Company
30	The UIS Group, Inc.
31	LIMRA International
32	Vanitaslife Insurance Company
33	Rolled Alloys
34	Fischer Technology
35	Commercial Moving Services
36	RTI Connecticut
37	Aetna
38	RR Donnelly
39	Westinghouse
40	New England Dental Center
41	All Crate, Inc.
42	Travelers Laboratory
43	New England Metal Finishing, Inc.
44	D'Agata Granite & Bronze, LLC
45	Valassis
46	Raytel Medical Corp.
47	Griffin Land

0 0.25 0.5 1 1.5 2 Miles

CRCOG Northwest Corridor Study

2D. Summary of Employer Outreach Efforts-Characteristics

- Location
  - 28 located in Day Hill Road/Addison Road area;
  - 6 on/near Griffin Road;
  - 4 in the Blue Hills Avenue/Extension area;
  - 6 in the Bradley Airport area;
  - 3 along Route 305
  - 1 in downtown Hartford (the main Travelers location)
- Type of work
  - 15 employers work 3 shifts per day
- Size
  - 6 had 100-200 full-time employees
  - 19 had 200-1,000 full-time employees
  - 4 had more than 1,000 full-time employees

2D. Summary of Employer Shift Information-Larger Employers

Employer	Shift 1	Shift 2	Shift 3
UPS Capital Business Credit	7:30am– 4:30pm	9:00am – 6:00pm	
RR Donnelly	6:00am– 2:00pm	2:00pm – 10:00pm	10:00pm – 6:00am
Morris Group, Inc.	7:00am– 6:00pm		
US Postal Service	7:30am– 5:00pm		
ING	7:30am– 4:15pm	8:00am– 4:45pm	8:30am– 5:15pm
The Travelers Indemnity Company	7:30am– 5:00pm		
Chromalloy Connecticut	6:30am– 3:00pm	3:00pm– 11:00pm	
Westinghouse Electric (Addison)	6:30am– 3:00pm	3:00pm– 11:00pm	10:30pm– 6:30am
Westinghouse Electric (International Drive)	7:30am– 5:30pm		
Konica Minolta	7:30am– 4:00pm	8:00am– 4:30pm	8:30am– 5:00pm

2D. Summary of Employer Outreach Efforts

- Findings: Transit
  - Even though the Windsor Transportation Committee has been focusing on transportation needs of the area, employer representatives were sometimes not aware of transit related activities
  - Although CT Transit has made changes in schedule where possible to accommodate shift workers, still heard that transit does not meet the needs of shift workers
  - A limited number of companies provide transit benefits for employees
  - Additional reverse commute services from Hartford to the study corridor might be helpful to some employers
  - Employers believe that employees would use transit if it was more widely available and convenient
  - Branford Hall Career Institute and Commercial Moving Services report that 25 and 20 percent of their employees, respectively, use transit to get to/from work
  - Companies that move from downtown tend to have greater interest in transit

2D. Summary of Employer Outreach Efforts

- Findings: Rideshare/Carpooling
  - A limited number of employers are currently working with Rideshare (including Northeast Utilities and ING)
  - Many employers said carpooling would not be convenient because some employees work irregular hours or have after-work commitments (i.e., daycare pick-ups)
  - Some employers do provide Rideshare information
  - Some employees do carpool, but they do not use Rideshare

2D. Summary of Employer Outreach Efforts

- Findings: Recruiting
  - Most employers interviewed stated that they *"never"* have trouble recruiting based on their location/transportation issues
- Findings: Parking
  - All employers interviewed provide free, onsite parking
    - Sheraton-Bradley pays for airport parking for all of its employees
  - All employers interviewed said that parking is plentiful
  - Of the firms that had moved into the corridor within the last 2 to 4 years, most stated that lack of parking at their previous location was a reason for moving

2D. Summary of Employer Outreach Efforts

- Findings: “Green” Initiatives
  - A number of companies stated they had green initiatives
  - ING includes transportation as part of its “go green” program
- Findings: Special Needs for Transit
  - Walgreens is currently recruiting employees for its new distribution center on Day Hill Road. Approximately 30% of the employees at this facility will have disabilities
  - The Sheraton-Bradley employs many people who do not own automobiles and currently live in Hartford
  - ING has several hundred temporary consultants renting apartments on Farmington Avenue; these contractors, and similar consultants with other firms represent a natural transit market.