

2020 Program Accomplishments in NYSDOT Region 11

The 511NY Rideshare program is part of the NYSDOT Active Transportation and Demand Management (ATDM) contract focused on reducing vehicle miles travelled (VMT) while improving mobility options. By averting vehicle emissions, the program helps the region to meet federal planning process requirements related to transportation conformity and maintaining national air quality standards. This year, the program adapted to unprecedented challenges of the COVID-19 pandemic to continue to serve travelers and to mitigate the return to single-occupancy vehicle congestion.

Consultant Team Transition: In August 2020, the regional consultant team reorganized in order to **elevate strategic and transportation planning** and to **coordinate expertise** across subject matter areas. Katie O’Sullivan AICP, PMP (ICF) became regional program manager and Paul Spreer (ICF) became statewide outreach manager, supporting Region 11. The CommuterLink team, led by John Galgano, is now focused on outreach support/implementation, securing donations for traveler incentives, and new program sectors of **hospitality/tourism** and **residential properties**. To support residential TDM planning and outreach, the ICF team worked with subconsultant Alta Planning to develop a residential property manager guidebook.

Partnerships: In response to the **biking boom** in NYC, with bike count data up 30-40% compared to 2019, the 511NY Rideshare program partnered with **NYCDOT** and **Bike NY** to deliver over 20 virtual events focused on bicycle resources and safety, distributing **400 free bicycle helmets** to attendees. Program staff engaged with **business improvement districts (BIDs)** to better serve small businesses and began outreach to social & human services organizations like **NY Cares** to advance transportation equity in the region.



Mobility kiosk at Forest Hills Hospital, November 2020

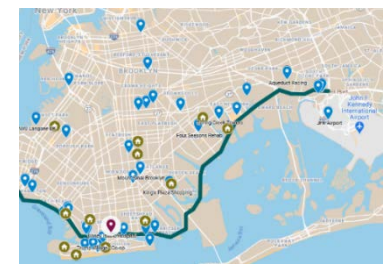
Pandemic Response: 511NY Rideshare program pivoted to virtual events and meetings. The program hosted two **peer roundtables** in Spring 2020 with a range of organizations to share experiences related to alternative schedules, telework practices, returning to work, and biking. The program’s **mobility kiosk** provided a safe outreach alternative with an antimicrobial screen and built-in hand sanitizing station. The kiosk was hosted for several weeks at Forest Hills and Woodhull hospitals. Additionally, the program enhanced online events offerings with an interactive **virtual reality platform** to boost participant engagement. The program saw self-registrations grow over 300% in Spring 2020 from hospital workers looking for safe commute alternatives to transit.



Virtual reality event with Manhattan College, October 2020

Gowanus Connected Corridors: Under the statewide Connected Corridors initiative, the Gowanus Expressway Active Traffic Management Strategies project was completed in September 2020 with concept reports and preliminary design for **four incident management strategies** recommended for implementation.

Other Strategic Planning Initiatives: Staff from the consultant team, NYSDOT R11, and Main Office are piloting the application of the transit analytics platform Conveyal to analyze **transit service gaps citywide** and **major construction impacts** in the Bronx to guide program outreach on commute alternatives. To inform a preliminary feasibility investigation of potential improvements to the **Belt Parkway**, the program team is conducting **targeted outreach** to travelers along the corridor, collecting feedback on transportation priorities and barriers to walking and biking. This outreach approach can be replicated to support future planning for other corridors. Additionally, a **peer review** is underway of TDM and mobility initiatives in cities with advanced programs or comparable scale to NYC, including Los Angeles, Columbus, Toronto, Mexico City, and Paris. Findings from these initiatives will be finalized and shared in 2021.



Belt Parkway Corridor Traveler Outreach

R11 Performance Indices (Jan-Nov)

- 3,426 new members
- 48 transportation day events
- 319 meetings providing technical assistance

R11 Program Impacts (Jan-Nov)

- 1,046,066 SOV trips averted
- 19,918,599 vehicle miles averted
- 7,967 metric tons of greenhouse gas emissions avoided