I-95 NEW HAVEN HARBOR CROSSING
CORRIDOR IMPROVEMENT PROGRAM

NEW HAVEN – EAST HAVEN – BRANFORD, CT

Record of Decision Transit and Transportation System Management (TSM) Components


The I-95 New Haven Harbor Crossing (NHHC) Corridor Improvement Program is one of Connecticut’s largest multi-modal transportation improvement initiatives. The program includes operational, safety and capacity improvements to over 7 miles of Interstate 95, including a new signature bridge over New Haven Harbor. In addition to new and upgraded Shore Line East commuter rail stations, there are numerous Transit and Transportation System Management (TSM) components included as part of the program.

This report summarizes the current status of the implementation of the Transit and TSM components.

The August, 1999 report entitled: Federal Highway Administration Record of Decision for Interstate 95 New Haven Harbor Crossing Pearl Harbor Memorial Bridge (Q-Bridge), commonly known as the “ROD”, documents the Transit and TSM components in Section 1.2 (pp. 3-4). The components are as follows:

- Shore Line East
- Bus Service
- Commuter Rail Station at State Street
- Improved Transit Marketing
- Improved Access to Transit Information
- Carpool Marketing
- Public and Private Carpool Matching
- Optimized Flextime
- Voluntary Rideshare (HOV) Preferential Parking
- Insurance Breaks ($40) for Rideshare (HOV)/Transit
- Guaranteed Ride Home
**ROD Requirement: Shore Line East**

Continue to provide Shore Line East rail passenger service between New Haven and New London. Service levels in operation at the time of the start of construction will be continued. Ridership and service frequencies will be monitored regularly to determine the need for service modifications.

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**Shore Line East Total # of Riders by Month**

- **Jun-02**: 25,924 riders
- **Jul-02**: 29,655 riders
- **Aug-02**: 32,034 riders
- **Sep-02**: 30,179 riders
- **Oct-02**: 31,248 riders
- **Nov-02**: 29,655 riders
- **Dec-02**: 25,924 riders

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**Shore Line East Average Daily Riders**

- **Jun-02**: 1,296 riders
- **Jul-02**: 1,469 riders
- **Aug-02**: 1,456 riders
- **Sep-02**: 1,509 riders
- **Oct-02**: 1,522 riders
- **Nov-02**: 1,562 riders
- **Dec-02**: 1,412 riders

*based on actual days of service*
**ROD Requirement: Bus Service**

Continue to provide bus service between Branford and New Haven via the Tomlinson (Route 1) Bridge at service levels in operation at the time of the start of construction. This will include service on Connecticut Transit Routes F & G. Ridership and service frequencies will be monitored regularly to determine the need for service modifications.

![CT Transit Ridership Chart](chart1)

![DATTCO "S" Route Ridership Chart](chart2)

![DATTCO "S" Route Average Daily Riders Chart](chart3)
ROD Requirement: Commuter Rail Station at State Street

Construct a new commuter rail passenger station stop on State Street, between Court and Chapel Streets in New Haven. This station will serve rail commuters who desire more direct access to downtown New Haven. The new State Street station stop would be in addition to stops currently served by the Shore Line East commuter rail service (New Haven to New London).
**ROD Requirement: Improved Transit and Carpool/Vanpool Marketing**
Marketing measures can include direct mail, newspaper advertisements and television spots and more frequent distribution of improved schedules.

**ROD Requirement: Improved Access to Transit Information**
Up-to-date schedules will be maintained at each transit stop and the transit information telephone line will be improved to minimize “busy” signals.

<table>
<thead>
<tr>
<th>Distribution of Schedules</th>
<th>Distribution of I-95 Brochure</th>
<th>Newspaper Ads</th>
<th>Public Information Presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total # of Schedules</td>
<td>Total # of Brochures</td>
<td></td>
<td>Total # of Ads Placed</td>
</tr>
<tr>
<td>Distributed</td>
<td>Distributed</td>
<td></td>
<td>8*</td>
</tr>
<tr>
<td>27,127</td>
<td>85,700</td>
<td></td>
<td>Total # Presentations</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>5</td>
</tr>
</tbody>
</table>

| # Newspapers per Ad       | Circulation per Ad            |               | Total # Attendees               |
|----------------------------|-------------------------------|---------------| 500                             |
| 12                        | 229,924                      |               |                                  |

*(see attached Shore Line Express ad)*

### Van Service

<table>
<thead>
<tr>
<th># of Vans in Corridor</th>
<th># of Vanpool Riders in Corridor</th>
<th># of Vanpool Seats Available in Existing Vans</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>72</td>
<td>12</td>
</tr>
</tbody>
</table>

### Web Site Visits

<table>
<thead>
<tr>
<th>Web Site Visits</th>
<th>Jun-02</th>
<th>Jul-02</th>
<th>Aug-02</th>
<th>Sep-02</th>
<th>Oct-02</th>
<th>Nov-02</th>
<th>Dec-02</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>22,249</td>
<td>21,607</td>
<td>24,999</td>
<td>25,029</td>
<td>27,336</td>
<td>30,210</td>
<td>29,475</td>
</tr>
<tr>
<td>*Total for 7 Months:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- I-95 NHHCCI Program
- Rideworks
- Shore Line East
- CTTransit/NH Info. Div.
- CT Rides
Newspaper Ad for the Shore Line Express

The Shore Line Express. Now, twice as convenient.
Through rail service – New London to Bridgeport and Stamford – expands to two trains weekdays (M – F) starting June 24.
ROD Requirement: Improved Transit and Carpool/Vanpool Marketing
Marketing measures can include direct mail, newspaper advertisements and television spots and more frequent distribution of improved schedules.

ROD Requirement: Improved Access to Transit Information
Up-to-date schedules will be maintained at each transit stop and the transit information telephone line will be improved to minimize “busy” signals.

Phone Call Breakdown

<table>
<thead>
<tr>
<th>Phone calls</th>
<th>Jun-02</th>
<th>Jul-02</th>
<th>Aug-02</th>
<th>Sep-02</th>
<th>Oct-02</th>
<th>Nov-02</th>
<th>Dec-02</th>
</tr>
</thead>
<tbody>
<tr>
<td>I-95 NHHCCI Program</td>
<td>2</td>
<td>10</td>
<td>6</td>
<td>7</td>
<td>16</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Rideworks</td>
<td>2,344</td>
<td>2,206</td>
<td>2,484</td>
<td>2,139</td>
<td>1,262</td>
<td>1,671</td>
<td>2,199</td>
</tr>
<tr>
<td>Shore Line East</td>
<td>1,237</td>
<td>1,434</td>
<td>1,481</td>
<td>1,237</td>
<td>1,354</td>
<td>1,141</td>
<td>1,339</td>
</tr>
<tr>
<td>CT Transit</td>
<td>29,673</td>
<td>28,845</td>
<td>29,872</td>
<td>26,199</td>
<td>27,493</td>
<td>26,199</td>
<td>30,350</td>
</tr>
<tr>
<td>CT Rides</td>
<td>28</td>
<td>38</td>
<td>27</td>
<td>31</td>
<td>57</td>
<td>38</td>
<td>13</td>
</tr>
<tr>
<td>Total</td>
<td>33,284</td>
<td>32,533</td>
<td>33,870</td>
<td>29,613</td>
<td>30,182</td>
<td>29,051</td>
<td>33,907</td>
</tr>
</tbody>
</table>
**ROD Requirement: Optimized Flextime**

Employers in the region will be approached by ConnDOT or its representative (e.g., rideshare brokerage firm) with a marketing information program about the employer voluntarily providing flextime work schedules. Ongoing or periodic reviews and surveys will be made to ascertain the level of participation; adjustments to the program will be made to concentrate on the most productive types of employees.

**ROD Requirement: Voluntary Rideshare (HOV) Preferential Parking**

Employers in the region will be approached by ConnDOT or its representative (e.g., rideshare brokerage firm) with a marketing information program about the employer voluntarily providing preferential parking for rideshare (HOV) participants. Ongoing or periodic reviews* and surveys will be made to ascertain the level of participation; adjustments to the program will be made to concentrate on the most productive types of employees. (*Periodic review is understood to mean general promotion of Ridesharing alternatives as well as secondary promotion of preferential parking programs.)

**ROD Requirement: Guaranteed Ride Home**

Employers in the region will be approached by ConnDOT or its representative (e.g., rideshare brokerage) to set up a program in which the employer would voluntarily provide for documented rideshare (HOV/transit) riders taxi or equivalent service to the home from the workplace in the event of certain unusual or emergency conditions comprising up to one percent of workdays.

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**Total Employers Contacted**

*June 2002 - December 2002*

- **Optimized Flextime/Telecommuting**: 751
- **Voluntary Rideshare (HOV)/Preferential Parking**: 4,019
- **Guaranteed Ride Program**: 2,163

**includes general promotion of Ridesharing alternatives**
**ROD Requirement: Insurance Breaks ($40) for Rideshare (HOV)/Transit**

All insurance providers serving the region will be approached by ConnDOT or its representative to set up a program in which the insurance company would voluntarily provide an annual rebate to auto insurance policy holders who could document regular transit or HOV use.

<table>
<thead>
<tr>
<th># of Insurance Companies Contacted *</th>
<th># of Responses Received</th>
<th># Offering Discounts **</th>
</tr>
</thead>
<tbody>
<tr>
<td>467</td>
<td>7</td>
<td>4</td>
</tr>
</tbody>
</table>

* Insurance companies licensed to write auto insurance policies in the state.

** Insurance companies offering discounts based on reduced mileage associated with using mass transit