



Inter-County and Regional TRANSIT PLAN

BACKGROUND

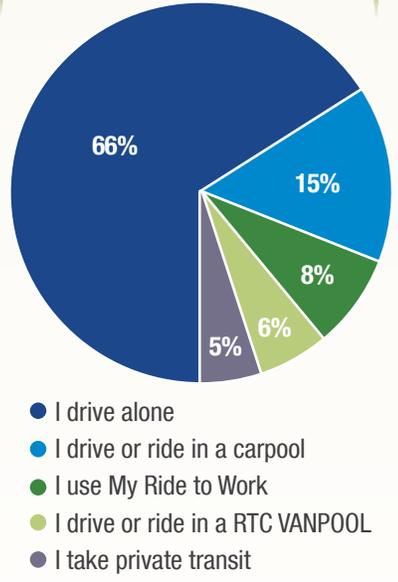
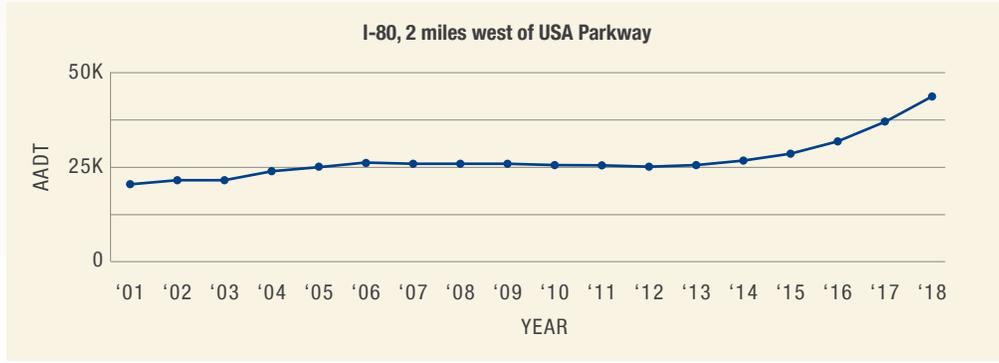
Increased development activity and high employment growth in Northern Nevada in recent years have led to increased traffic, and changing travel needs that have outpaced the existing resources. This prompted the Nevada Department of Transportation (NDOT) to partner with local communities to develop a plan to address this changing demand. This impacts Reno and Sparks as well as the five counties near the Tahoe Reno Industrial Center (TRIC): Washoe, Storey, Carson City, Lyon, and Churchill.

TRIC

The TRIC is one of the world's largest industrial sites and is located about 15 miles east of Reno on I-80. The 107,000-acre industrial park contains approximately 11 million square feet of industrial space that houses more than 125 companies. The site employs a range of 10,000 to 15,000 people, and is anticipated to grow to 25,000 employees within the next ten years.

Key Facts

Traffic volumes along I-80 near USA Parkway have been increasing since 2016. **Over 80% of TRIC employees come from the Reno and Sparks area.** With no alternative route available, I-80 has become increasingly congested in recent years, lengthening commutes. With the Reno/Sparks area likely to continue as the major employment base feeding the TRIC, alternatives to the drive alone option are being explored.

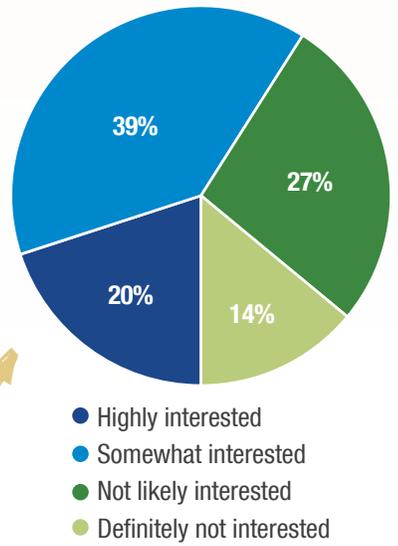


Few alternatives are currently available, but most are not available to all employees:

- ➔ RTC VANPOOL service: Provides 110 vans (approximately 625 employees per day).
- ➔ My Ride to Work: Contracts with certain employers to provide shuttle services for 5,000 employees per day.
- ➔ Scoop and Lyft services: Available to some employees

In a 2018 survey, many employers already reported losing employees due to unreliable transportation or concerns about the commute. Some survey respondents reported that employee departures have increased as highway travel conditions have worsened.

Employees are already finding alternative ways to get to work. Over 34% of TRIC employees already report commuting via carpool or transit, and **even more are interested.** 59% percent of survey respondents are interested in options other than driving alone. This was consistent across all age groups and income levels.



Sources: 2018 TRIC Employee Survey

WHAT IS NEEDED?

TRIC is a major employment driver for the state of Nevada, but its success depends on the availability of reliable, safe, and convenient transportation options to and from the site. As employment at the site continues to grow, capacity constraints will be increasingly felt along the limited corridors serving TRIC. While many major employers can sponsor private transportation options, smaller companies cannot support that level of service on their own. This creates a significant role for a third-party to play in shaping the success of local and regional transportation in the coming decade

STUDY FINDINGS

The Inter-County and Regional Transit Plan identified seven preferred alternatives:

- 1 Organize a five-county transit task force
- 2 Develop a five-county park and ride expansion implementation plan
- 3 Develop a Transportation Management Association (TMA) implementation plan.
- 4 Identify potential TRIC mobility options
- 5 Perform an express bus study
- 6 Perform a travel time reliability study
- 7 Explore land use options that reduce highway travel demand in the five-county area

NDOT is currently focusing on two of the recommendations identified above as short-term next steps.

3 Transportation Management Association (TMA) — 4 TRIC Mobility Options

What is a TMA?

A TMA is a formal organization that manages mobility services within a specified area. A TMA is typically managed by paid staff and includes a governing board of local employers and major stakeholders.

A TMA in the Five-County Region would:

- Manage travel demand management strategies
- Connect TRIC employees with alternative commute options
- Act as an organizing body for TRIC employers to manage transportation challenges

Developing a TMA is a **low-cost solution that can be implemented in the short-term** that will help facilitate the region's transportation needs.

Five TRIC mobility options were established based on NDOT and stakeholder feedback:

- Vehicle share network
- Shuttle services
- Emerging technology solution
- Fixed guideway transit
- App-based rideshare services

A framework for evaluation was established based on the project goals and objectives, with an **app-based rideshare service** and **employer-based shuttles** earning the highest ratings for projected performance.

There is no single "right" answer for the TRIC area, but one possible option is to utilize a combination of these mobility options to provide the best possible service.

NEXT STEPS

To advance mobility in the five-county region, NDOT and other regional transportation partners have a major role to play:

- Continue conversations with TRIC employers and regional stakeholders to advance the TMA process.
- Identify key leaders whose involvement will be needed for success.
- Identify mobility services to be provided.
- Educate employers and other stakeholders on the benefits of a TMA and their involvement.
- Identify a possible third-party to lead and manage the TMA through its first year of operation.