

MTA First- and Last-Mile Access Mobility Study & Toolkit Development

Riverhead, NY Pilot Report

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Purpose and Introduction

The Town of Riverhead is home to the namesake Long Island Rail Road (LIRR) station with service on the Ronkonkoma Branch. Riverhead is the seat of Suffolk County and located on the north fork of Long Island between the north shore and the Peconic River. The population in the Town of Riverhead was 35,902 at the 2020 Census. The Town is characterized by thousands of acres of farmland and recreational beach areas. With a land area of 67 square miles, the population density is 532 people per square mile. Population is concentrated in the southern portion of the Town, where the LIRR Station, the downtown area, and waterfront are located.

This pilot will focus on Riverhead Station, where trains run every three hours on average with service to and from Ronkonkoma station. At Ronkonkoma, customers can transfer for service to Penn Station. Connections to Atlantic Terminal or Hunterspoint Avenue trains are available in Jamaica. As of October 2022, Monday to Thursday four westbound trains depart for Ronkonkoma and three eastbound trains depart for Greenport. On Fridays, one additional westbound train and one additional eastbound train serves Riverhead. Weekend and holiday service includes four daily westbound and eastbound trains. With the launch of Grand Central Madison service later this year, customers in Riverhead will be able to transfer in Ronkonkoma for direct service to either Penn Station or Grand Central Madison.

In the First-mile/Last-mile Symposium hosted by the MTA in September 2022, Riverhead officials expressed a desire to make biking safer and more efficient to Riverhead Station and around the downtown area. The Town benefits from its location along two New York State Bicycle Routes, 24 and 25, which provide wide shoulders for cyclists. Bike Route 25 extends from Orient Point on the eastern tip of the north fork, through Riverhead, to The Village of the Branch, NY. This route primarily travels along State Route 25 east of Riverhead, and from Riverhead west is on smaller/local roads. Bike Route 24 connects Bike Route 25 to Old Riverhead Road, just north of State Route 25-Sunrise Highway. With bike enhancements and additional bike parking, more resources could be directed to the station area, and encourage more customers to bike to access the station. This pilot project will also compliment ongoing local efforts including an upcoming private development proposal that will improve pedestrian amenities around the station and Suffolk County's Riverhead Mobility Hub Project which will improve transit amenities around the station. With DRI grant funds, planned pedestrian improvements, planned Mobility Hub Project, and a pilot to improve bike access and connectivity around the station and waterfront, these efforts could collectively be a catalyst for greater TOD investment in the downtown area, supported by robust multi-modal improvements.

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The toolkit's output of the service area assessment indicated a moderate probability of success for a bike/micromobility pilot given the average propensity score and medium station gap. Improving station accessibility through a focus on bike/micromobility around the Riverhead Station will encourage travelers to use alternative modes other than single-use automobiles to access the station and encourage ridership even when parking lots might be full. A secondary benefit would be for recreational travelers to access the bike trails and routes of eastern Long Island through enhanced facilities and bike routes. The goal of this pilot project is to make it easier for all residents and commuters to access the rail service in a safe, fast, and convenient manner.

Service Area of Proposed Pilot Project

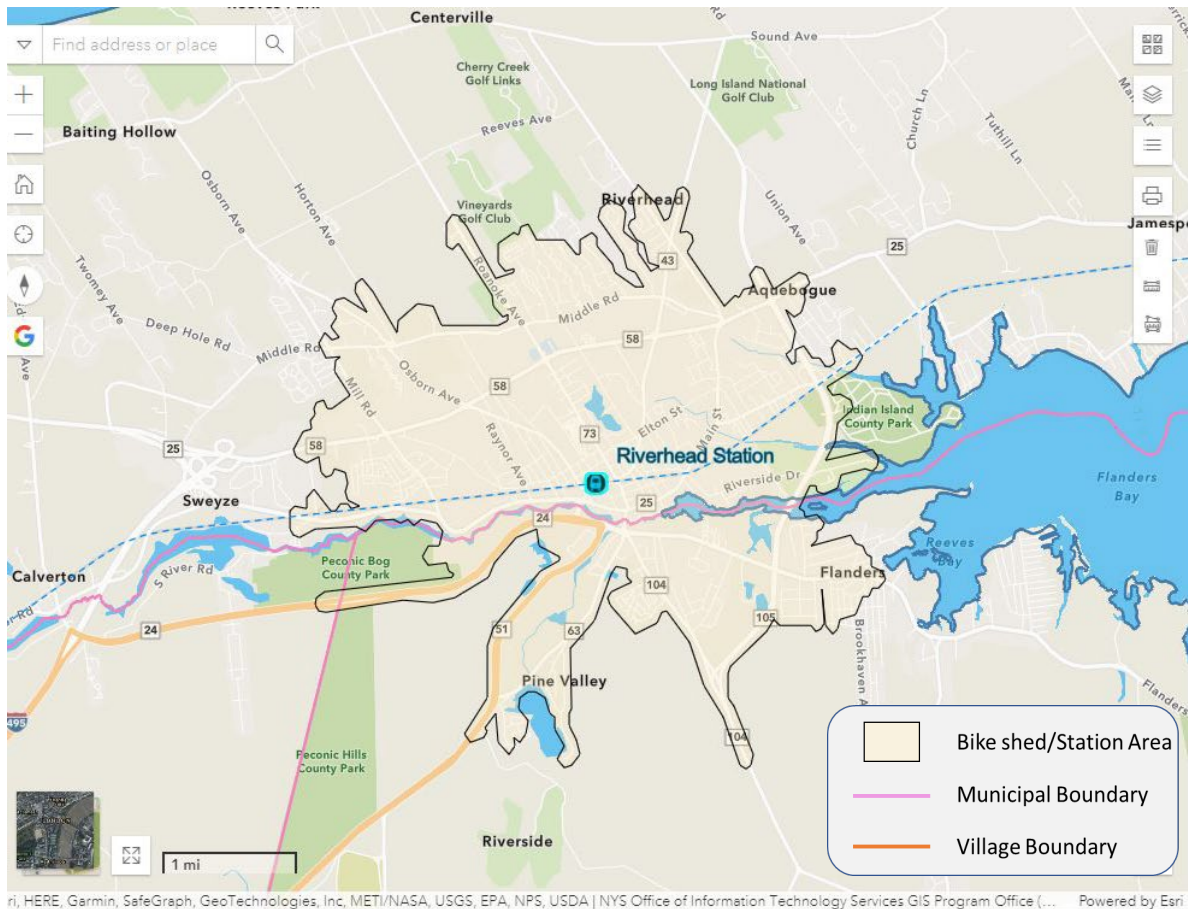
Station Typology and Employment Characteristics

Riverhead's station area, which is defined as the geographic area within 2.5 miles of the station (via street network), is classified as a **Seasonal/Limited Stop**. This typology was designated based upon the station's characteristics potentially not being reflective of the population/employment due to tourism, seasonality, absence of peak commuter service, and special use. Stations in this category were designated based upon MTA and community feedback. See Table 1 for station area characteristics and Figure 1 for the station area map.

Table 1 Riverhead Station Area Characteristics

Metric	Service Area
Population Density	2,068 people/square mile
Residents within 2.5-mile Station Area	40,591 people
Employees Working in Station Area	3,474 employees
Mixed-Use Density ¹	53%

Figure 1 Riverhead Station Area Map



¹ Percentage of employees divided by the total number of employees and residents

Service Area of Proposed FMLM Pilot Project

The service area of the pilot project was determined based on community needs, proximity to the station, areas most likely to access Riverhead Station, and the population most likely to benefit. The service area best suited for this pilot was determined to be the one-mile radius from the Riverhead Station while also incorporating the Peconic Bay Medical Center north of downtown.

The service area focuses on a one-mile radius around the downtown Riverhead area. This service area is relatively smaller than the traditional bike travel shed (2.5-mile radius) due to lower population densities outside of the downtown area. Most of the study area lies within the Town of Riverhead. However, areas south of the Peconic River are part of the Riverside hamlet and Town of Southampton. Despite the local boundaries, Southampton residents have close ties with the Town of Riverhead through education, employment, and recreation. The study area was slightly expanded beyond the one-mile station radius to the north. This expansion includes major trip generators such as the Peconic Bay Medical Center, shopping/retail centers, and employment hubs.

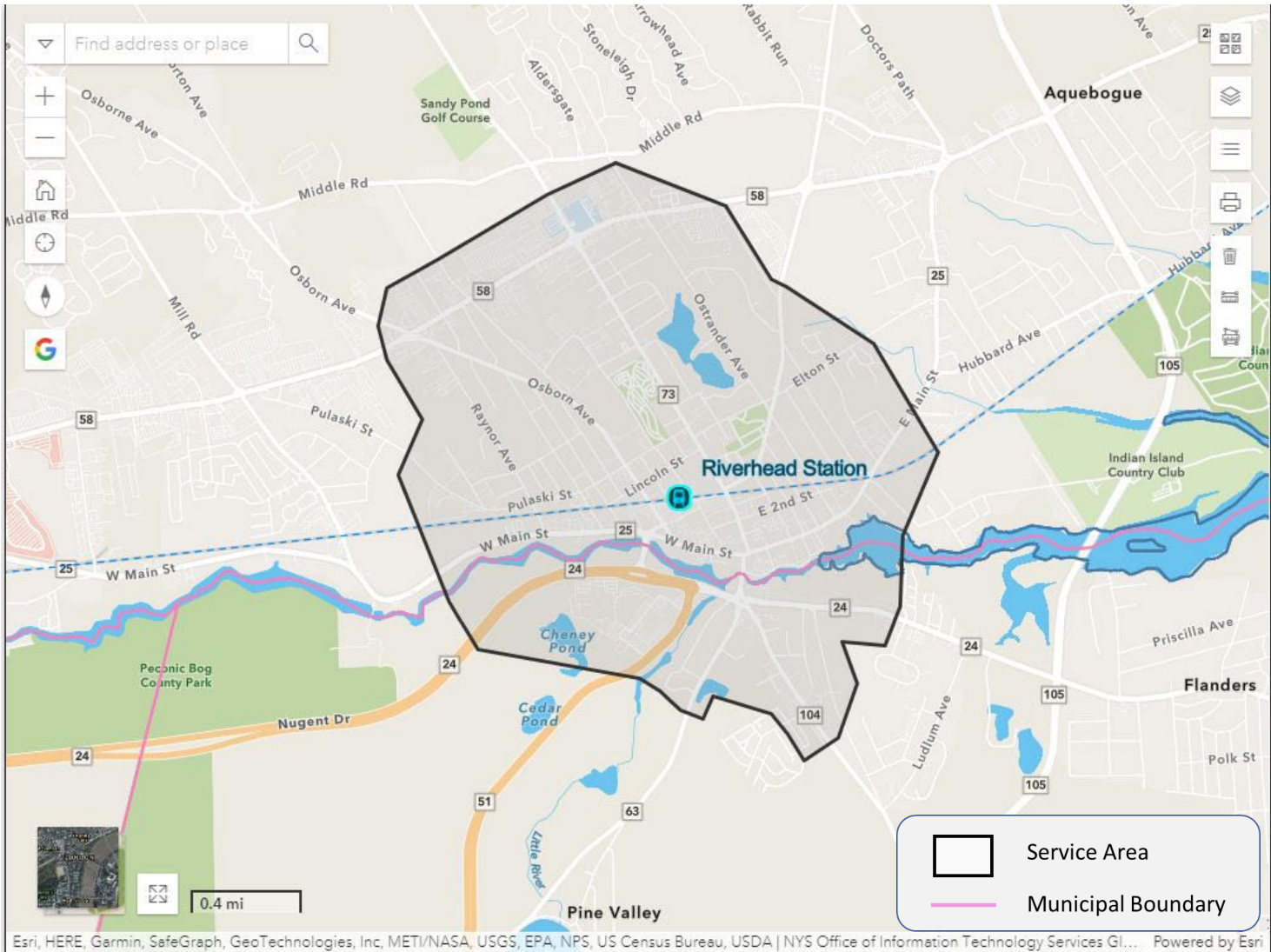
Within the study area is the Long Island Aquarium, a recreational destination, located on East Main Street in Riverhead. Additionally, in the vicinity of Riverhead station are a number of Suffolk County offices and facilities which generate trips, mostly from the west. Investments in bicycle infrastructure could help to encourage more bike trips to/from these destinations.

The Riverhead County Center is located south of Riverhead station, on the other side of the Peconic River. This campus is home to a number of Suffolk County buildings, including the Suffolk County Surrogate Court, the Suffolk County Sherriff, the Criminal Court Complex, and the Riverhead Correctional Facility. The county center also houses the Suffolk County Clerk, the Suffolk County Treasurer, and the East End Methadone Clinic.

The selected service area is 2.74 square miles and contains 5,367 residents with a density of 1,956 people per square mile. Just less than half of the residents in the service area are employed (2,458) and there are 3,474 employees working in the service area.

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Figure 253 Riverhead FMLM Service Area



Equity Considerations

The selected service area includes a notably higher percentage of below poverty and minority individuals than the station area. The service area also includes a greater concentration of identified equity populations except for zero-car households and persons aged 65 and over. Table 2 shows the complete list of equity metrics comparing the service area of the pilot project to the station area. Equity considerations are important when choosing the extent of a pilot project, as the Town should ensure that there are not a disproportionate percentage of individuals in need of enhanced transportation mobility that are not being served. In this case, a much higher percentage of minority and low-income individuals will be served by this project. Minorities have historically been underserved by transportation policy decisions, necessitating the importance that FMLM programs try to reach minority populations and enhance access to rail stations without requiring ownership of a car.

Table 2 Equity Considerations

Metric	Service Area	Station Area
Zero-Car Households	6%	9%
Transportation Burden	24%	24%
65 and older	11%	20%
At or Below Poverty	28%	16%
With Disability	16%	11%
Minority Population	57%	49%
Limited English Proficiency	13%	11%

Current Access Mode

The most common means of access to the station is by shared ride, with 64 percent of passengers either being dropped off, carpooling, or using a rideshare (taxi/TNC) service (2012-2014 data).² Seasonal/limited stop stations tend to have higher shared ride modal access compared to other station typologies; the median shared ride access mode percentage of seasonal/limited stop stations is 57 percent. Twenty-one percent of riders walked to the station and nine percent drove alone. The high percentage (64%) of shared rides suggest that most riders are generally vehicle dependent; however, the high percentage (21%) of walkers also suggests that the station area is walkable. Only 9% of customers drive alone to access the station. These percentages could also allude to seasonal ridership where visitors and tourists would likely utilize a taxi or rideshare to travel beyond the station area. Four percent of all passengers accessed the station via public transit and two percent took a bike.

Table 3 Riverhead Station Access Modes (2012-2014 O-D Survey)

Access Mode	Percent of Daily Riders
Shared Ride	64%
Walk	21%
Drive Alone	9%
Transit	4%
Bike/Micromobility	2%

² [MTA surveys | MTA](#)

Service Mode of Pilot Project

Station Gap and Propensity Score Definitions

Through the First-mile/Last-mile Study, each station within MTA's LIRR and Metro-North footprint in New York State outside of New York City was assigned a station gap score and station area propensity score.

- › **Gap scores** indicate the gap in access modes at a station as compared with other stations of the same typology. The score accounts for the percentage of riders using that mode to access the station as well as station-specific factors and station area factors that determine the ease or difficulty of using that mode. If a higher-than-average number of people are already using a certain mode to access the station, then the gap score would likely not be low or medium. A high gap score indicates lower than average usage for that mode with adequate to good infrastructure to support that mode. A municipality may value working to fill a gap in access for a high gap mode, or they may decide to make an improvement to encourage a mode share that has a higher number of people using that mode but needs further infrastructure improvements to make that mode more accessible. Each station has a high/medium/low gap score for each of the four access modes.
- › **Propensity scores** indicate the likelihood that a mode can be attractive and successful in a selected area polygon. A modal propensity score is assigned to each 2.5-mile station area on a 1-10 scale (1 is low, 10 is high) and unlike the gap scores, propensity scores are not tied to a specific station. Propensity scores utilize data available at the census block group level and scores change based on the shape of the drawn polygon. Scores are averaged within the MTA service area so that the mean score is 5.

Riverhead Gap Scores

Riverhead Station has a "High" gap score for Walk, a "Medium" gap score for Bike/Micromobility and Transit, and a "Low" gap score for Shared Ride. A medium gap score indicates that there is a moderate gap in how people are accessing the station compared to the current station-specific factors that indicate potential success for that mode, and there is a moderate potential for the access mode to be increased with a FMLM pilot project. The fourth mode, "Transit," received a medium gap score; however, transit is operated by non-MTA agencies in the areas that the toolkit serves, and since each agency has its own requirements and budget, the toolkit was not developed to design a transit FMLM pilot.

Station gap scores are derived through a combination of current access modes (as of the latest survey data) and other station-specific factors. If a station has a high percentage of passengers using an access mode relative to the typology, it is more likely to have a lower gap score because the mode is already being well-utilized. If a station has a low percentage of passengers using an access mode combined with station-specific factors that indicate there is potential for the station to succeed, then it will have a high gap score.

More details on Riverhead's gap scores can be found in the appendix. More detailed information on the gap score methodology and factors can be found in MTA's FMLM Toolkit "educational resources" section.

Table 4 Riverhead Gap Scores

Mode	Gap Score
Walk	High
Bike/Micromobility	Medium
Shared Ride	Low
Transit	Medium

Riverhead's Propensity Scores

Riverhead's propensity scores fall within the average range for walk, bike/micromobility, shared ride, and transit. In the service area, transit has the highest propensity score followed by bike/micromobility. The selected service area improves the propensity scores for both transit and bike/micromobility versus the station area. As described above, propensity scores are based on data at the census block group level and are an indicator of the likelihood that a particular mode can be successful.

Comparing the relationship of scores between the station area to the pilot project service area, the bike/micromobility score showed the greatest improvement. This reinforces the concept of a local bike network in downtown Riverhead. The station and service area's bike score ranks relatively lower when compared to other train stations because of a combination of two factors: the "Quietness/comfortability" based on CycleStreets³ and the mode share of cyclists based on US Census data. Factors for the other three modes are largely based on census data. More detailed information on the propensity score methodology and factors can be found in MTA's FMLM Toolkit "educational resources" section.

Table 5 Riverhead Propensity Scores

Metric	Riverhead Station Area	Service Area of Pilot Project
Walk	4.7	3.1
Bike/Micromobility	3.6	4.1
Shared Ride	4.9	4.0
Transit	6.2	6.3

Community Needs and Desires

During a September 20th, 2022, FMLM Symposium, representatives from MTA met with representatives from the Town of Riverhead and Suffolk County. During the meeting, local staff noted that the pilot project should emphasize the downtown area within one-mile from the Riverhead Station. It was also noted that many of the people that access county services and offices in the area do not have access to a vehicle. While all mobility options are essential, Riverhead noted that it would like to focus on bike improvements indicating a **preference to focus on micromobility (bike, bikeshare, scooter) initiatives for the FMLM pilot project.**

The Town is preparing to start a TOD project focusing on the redevelopment of the parking lot adjacent to the Riverhead Station. The current vision includes a residential/mixed used project with a

³ [CycleStreets](#)

new parking garage (which can be built above or below ground) to expand parking capacity and significant improvements to the pedestrian infrastructure surrounding the station. The emphasis behind the revitalization effort is to direct development into the downtown area, promote active transportation, and support growth in tourism. Recent years have seen a notable growth in tourism from New York City via the LIRR and bike trails, including the Maritime Trail. Suffolk County is currently working with the Town on the Riverhead Mobility Hub Project to enhance transit connections and amenities at the station. Therefore, this pilot project's focus on biking would fill one additional access gap while also supporting other active transportation efforts in the downtown area.

Some key areas included in the study area are Peconic Bay Medical Center, located on Old Country Road and Roanoke Avenue, and northern neighborhoods with large populations of seniors. Town staff also expressed an interest in building a network of bike facilities throughout adjacent residential areas and south to the Suffolk County offices.

Service Mode for FMLM Pilot

Consideration for a primary service mode to implement a FMLM pilot project is taken based on the toolkit's output of gap scores and propensity scores as well as community input. According to the toolkit's Scoring Matrix Summary, Bike/Micromobility's likelihood of success is "moderate" at Riverhead Station. Given that the community has a strong preference for a bike/micromobility FMLM pilot and the toolkit suggests a likelihood of success, this project will focus on **bike/micromobility initiatives**.

Scope of Infrastructure Needed for Project

Equity Considerations

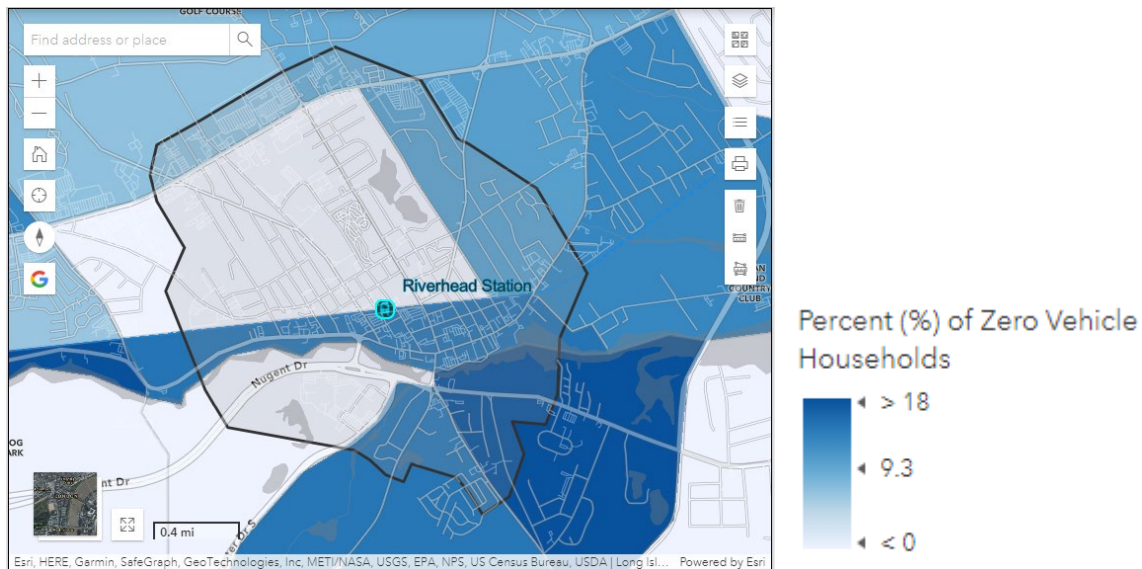
The first step after choosing the service mode is to focus on assessing where the areas of greatest need within the service area lie. It is important to understand where there are concentrations of equity and protected populations, and to understand compliance with federal regulations. Zero-car households (6% of service area), individuals at or below poverty level (28%), and minority populations (57%) are the primary focuses of this pilot. Zero-car households and low-income individuals have shown a strong propensity to use bicycles.⁴ Federal Title VI regulations require equitable services in above average minority and low-income areas.

- › Within the study area, the southeastern portion has the highest concentration of zero-car households. This concentration is approximately 0.5 to 1.5 miles from the Riverhead Station and would see benefits from improved bike/micromobility infrastructure, especially along the bridge crossing. There are locations with high concentrations of zero-car households just outside of the study area in Sweyze; however, this location was excluded due to the lengthy distance from the Riverhead Station.

⁴ [Cityobservator.org](https://cityobservator.org)

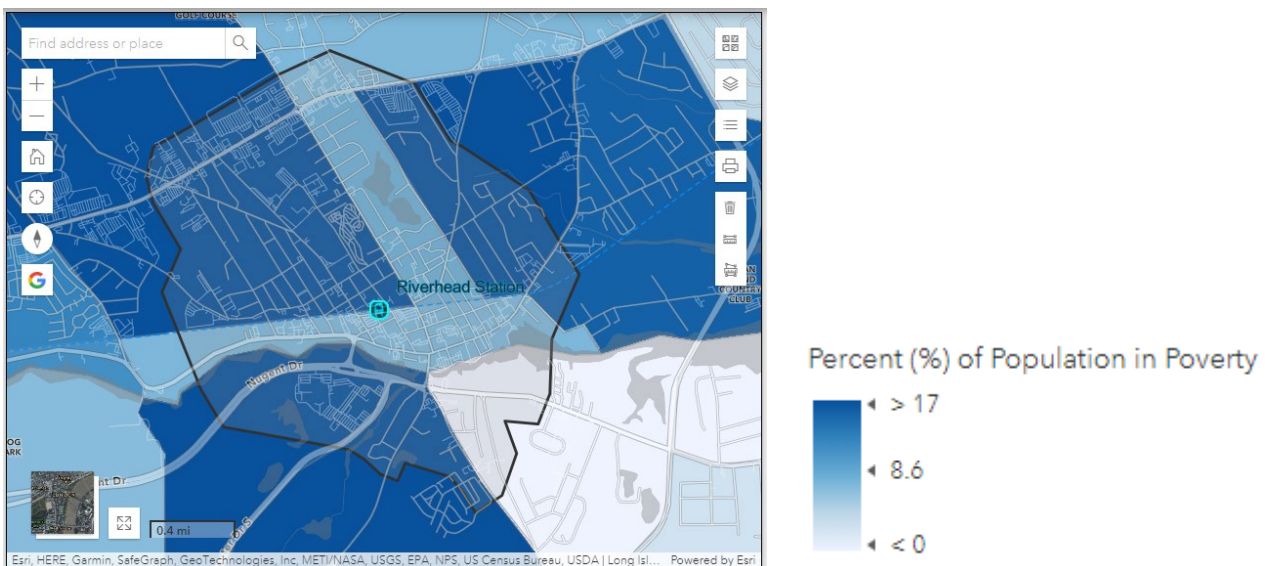
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Figure 782 Zero-Car Households



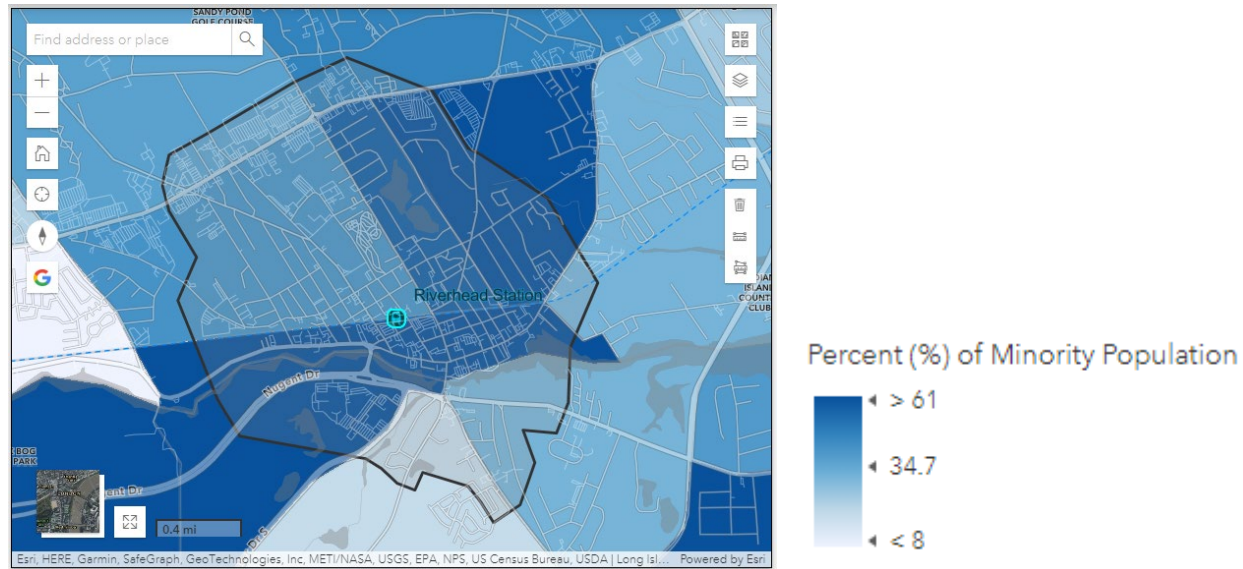
- › Poverty levels are relatively high (28%) within the study area. As seen in Figure 4, below poverty households are concentrated to the northeast, northwest, and south of Riverhead Station. This pilot project will provide direct benefits to these communities through improved bicycle infrastructure.

Figure 1041 Poverty Households



- › A majority of the service area population (57 percent) is minority. The eastern half of the study area and the southwest portion have the greatest concentration of minority population.

Figure 5 Minority Population



Compliance Considerations

Compliance with Title VI of the 1964 Civil Rights Act is required for all federally funded FMLM services. If a pilot program is funded through private sponsorships or by other means, it may not be legally required to comply with Title VI, however doing so is important so as not to preclude and potential funding sources. Projects cannot result in a disparate impact on minority or below-poverty populations. For bike/micromobility infrastructure, this means that the placement of bike lanes and bike racks/storage is important towards ensuring that the system is providing equitable opportunities for all populations. There must also be a plan in place to ensure that any potential new bike paths/lanes do not interfere with accessible pathways and are not an obstruction to pedestrians. Riverhead's Legislative Code includes a full chapter⁵ of ordinances relating to bicycles and electric scooters; notable regulations include:

- › §213-3K: Sidewalks Restricted: No person shall operate, park, abandon or keep motionless a bicycle on any sidewalk within the downtown area. However, the walking of bicycles in an orderly manner on such sidewalks and the parking of bicycles in an upright position on the sidewalks at curbside parallel to the road shall be permitted.
- › §213-5: Authority to Impound Bicycles: When any bicycle is operated, parked, abandoned, or kept motionless on any sidewalk within the downtown area, not in accordance with §213-3K hereinabove described, said bicycle may be removed by the Riverhead Town Police. Any bicycle operated or possessed in violation of this chapter (§213) may be removed by the Riverhead Town Police.
- › §213-13: Electric Scooter Rules and Regulations: (A) Electric scooters may be operated upon public highways and roads, subject to the rules and regulations set forth herein. (B) No person shall operate an electric scooter in excess of 15 miles per hours. (C) Operations of electric scooters shall be prohibited on any roadway or highway with a posted speed limited in excess of 30 miles per hour, and electric scooters shall not be operated within designed bicycle lanes. (O)

⁵ [Town of Riverhead, General Legislation, Chapter 213 Bicycles and Electric Scooters](#)

No electric scooter shall be operated upon Main Street between Court Street extending east to Old Country Road/Route 58.

In order to successfully implement the proposed pilot, modifications to codes §213-5 and §213-3K will be required in order to implement bicycle parking and storage. Since bikes are not allowed to be operated on sidewalks in order to create a safe pedestrian environment, adequate bike lanes and bike priority infrastructure must be built. Additional Town, county, and state laws may be applicable, including New York State bicycle laws

Infrastructure Improvements

Two major components are proposed for the Riverhead Pilot Project:

1. Pilot bike lanes connecting Riverhead Station to the current New York State Bike Routes, key community destinations, and neighborhoods around the station within the service area
2. Expanded bike parking and storage

Methodology

Bike lanes and parking were decided upon based on a number of different factors mentioned in the "Service Mode" section of the report. Community considerations emphasized in the FMLM symposium were heavily weighted, along with current access mode of riders to the station and demographic data.

The roads targeted for bike lanes were based upon:

- › **Connectivity:** roads that provided thru connections from one end of town to another were prioritized in order to reduce the number of turns required when traveling in a single direction.
- › **Need:** downtown areas, based on proximity to the train station, are the primary focus of the bike network. However, attention was paid to ensure connectivity with surrounding residential areas with higher rates of poverty and higher minority populations.
- › **Current infrastructure:** roads that will require the least amount of major construction to expand or alter were favored over those that were narrower. In some cases, it is unavoidable in order to create a well-functioning bike network; however, where possible, roads that would require eliminating a side of parking or narrowing the driving lanes were favored over those that would need to be expanded into the existing sidewalk or cause major disruptions to car traffic.
- › **Priority:** finally, it is likely that not all bike lanes will be able to be built at once. Given that this is a pilot project, a recommended prioritization of implementation was provided to assist Town officials in their evaluation of which lanes should be built first.

The locations of bike parking and storage were chosen based on similar factors to those listed above for bike lanes. Areas of greater need, minimal disruption, and optimal connectivity were combined with major points of interest. All bike parking and storage are located on the new bike lane network so riders can readily utilize the network.

Pilot Bike Lanes

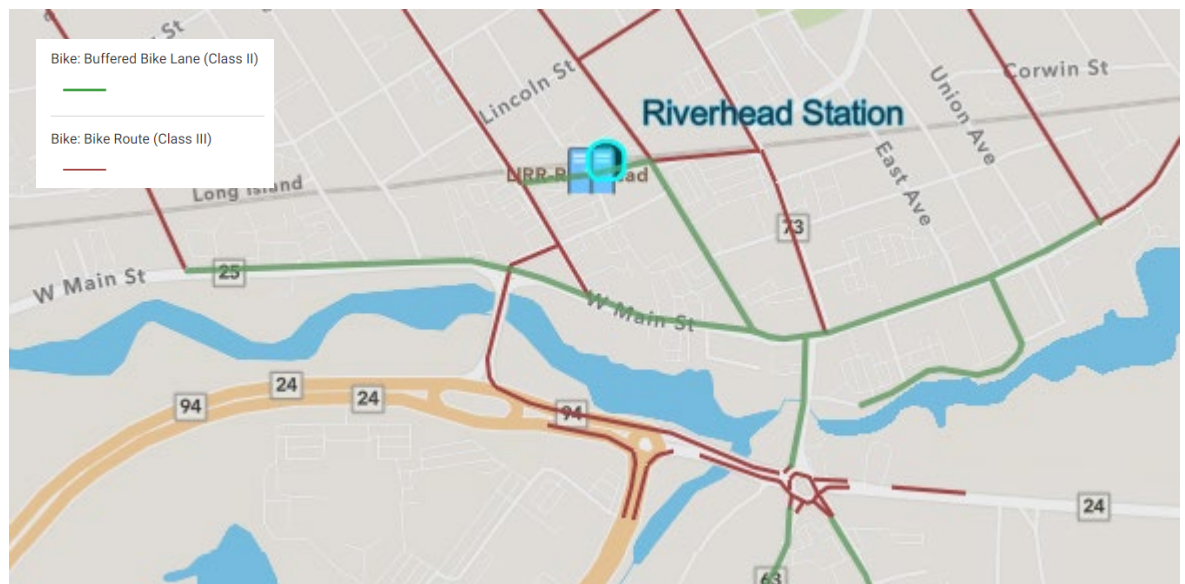
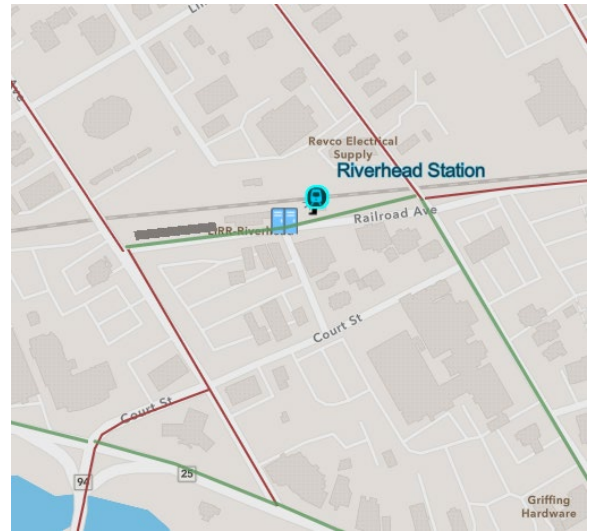
An interconnected bike lane network is proposed within and around the Town of Riverhead, providing enhanced bike connections throughout downtown to Riverhead Station. For the purposes

of this Pilot, bike improvements have been categorized as high/medium/low priorities, as it is unlikely that all lanes can be built during the same time. Prioritization is based on importance towards building a complete network, connecting existing trails and accessing LIRR stations; however, priorities may change based on constructability, cost, and community feedback, among other factors. Improvements are proposed along New York State Routes 24, 25, and 58 which will require coordination with NYSDOT. Other improvements are on local roads where certain actions may require approval from Suffolk County and/or the Town of Southampton. Bike lane improvements are noted as either Class II or Class III bike facilities. Class I (multiuse paths) and Class IV (protected bikeways) are not proposed in this pilot:

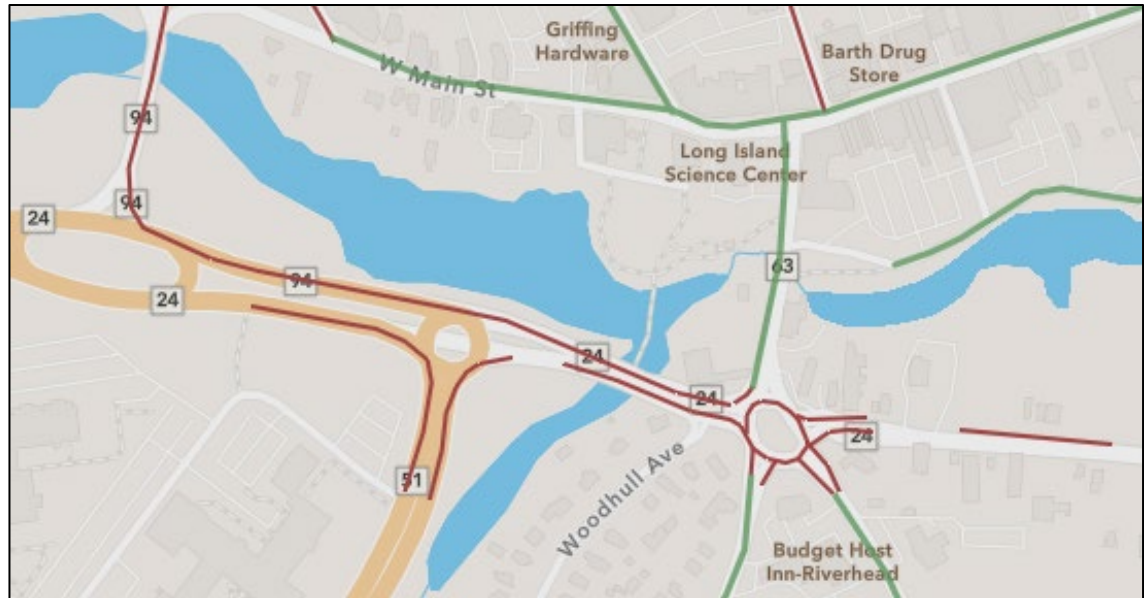
- › Class II: bike lanes that are defined by pavement striping and signage to allocate a portion of a roadway for exclusive bicycle travel. Whenever possible, bike lanes should be enhanced with treatments that improve safety and connectivity by addressing site-specific issues.
- › Class III: bike routes that provide shared use with vehicle traffic within the same travel lane. Designated by signs, these routes provide connectivity to other bike facilities and designate preferred routes through high-demand corridors. Bike routes should be enhanced with treatments to designate bike priority, including “sharrows” or shared lane markings.

Proposed Bike Lanes

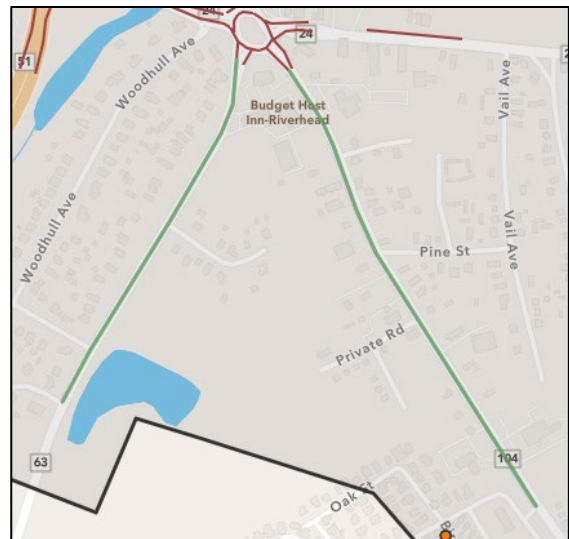
1. In the immediate **Riverhead Station** area, Class II bike lanes are proposed on Railroad Avenue (primary access street) and along Griffing Avenue providing a link to the Main Street/Route 25 bike lanes. Due to narrow street widths, Class III bike lanes are proposed for other station approaches, including Osborn Avenue, northern Griffing Avenue, and the eastern portion of Railroad Avenue. **(High priority)**
2. Forming the core of the downtown bike network, Class II bike lanes would be provided on Main Street/Route 25. This would provide a direct and safe connection between downtown Riverhead and **Riverhead Station**. Bike Lanes are proposed between Raynor Avenue to the west and Ostrander Avenue on the east. Installation of these bike lanes will require the elimination of parking and/or traffic lane realignment. **(High Priority)**



3. The eastern portion of Main Street is a component of the NY State Bike Route 25. The state bike route deviates from Main Street into the Peconic Riverfront Park where cyclists are able to cross the Peconic Avenue Bridge. The park includes existing bike lanes where connections can be made to proposed Class II bike lanes on the Peconic Avenue Bridge, McDermott Avenue, and Heidi Behr Way **(Medium Priority)**



4. Route 24 parallels the Peconic River south of downtown. Route 24 has existing marked shoulder bike lanes. However, due to a limited shoulder there are no markings on Route 24 between the Center Drive Bridge and the Peconic Avenue Bridge. To address this gap in the network, Class III "sharrow" lanes are proposed along this segment of Route 24 and the approaches from Center Drive S./Route 51, Lake Avenue/Route 63, and Riverleigh Avenue/Route 104. These upgrades will improve access into downtown Riverhead while also providing improved connections to county offices and low-income neighborhoods. **(Medium Priority)**
5. South of Route 24, Class II bike lanes are proposed on Lake Avenue/Route 63 and Riverleigh Avenue/Route 104. Both of these roadways have adequate space for installation of a protected bike lane and they would connect the downtown core with neighborhoods of high concentrations of zero-vehicle households and low-income populations. **(Medium Priority)**
6. North of the downtown Riverhead area, roadway widths are relatively narrow which limits to ability to install Class II bike lanes without lane widening. Due to this limitation, only Class III bike lanes are proposed north of the Riverhead Station. Class II north to south bike lane connections include Raynor Avenue, Osborn Avenue, Harrison Avenue, Griffing Avenue, Roanoke Avenue, and Ostrander Avenue. These corridors will expand access to low-income and minority neighborhoods to the east and west of the northern service area. **(Medium Priority)**
7. To provide greater connectivity for east to west connections, Class III bike lanes are also proposed on Old Country Road/Route 58, Elton Road, Lincoln Street, and Cranberry Street. **(Low Priority)**



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Figure 6 Proposed Bike Lane Network and Bike Storage Locations



Other Bike/Micromobility Infrastructure

In addition to bike lanes, it is recommended that the Town or Riverhead add bike lockers and racks at Riverhead Station, and bike racks at the Long Island Aquarium (E. Main St.), and Riverhead Free Library (Osborn St.). Currently, Riverhead Station has two bike racks and the aquarium and library have zero. In order to encourage bike usage, users need a safe and secure means of locking a bike for the course of the day. Having sufficient bike storage at LIRR stations and other key destinations will ensure that users have a complete experience of biking on safe roads via the new bike lanes and having somewhere to store their bikes.

By installing four bike lockers and two bike racks at Riverhead Station, it will receive upgraded bicycle infrastructure that provides the capacity for additional cyclists. Bike racks at the aquarium and library will provide an alternative mean of transportation outside of the private automobile. As usage increases, the Town should monitor storage capacity and install expansion racks or lockers where needed so that users continue to use the bike network.

Cost of Infrastructure Improvements

The FMLM toolkit provides order of magnitude cost estimates as general guidance on the typical level of investment to be anticipated for improvements. These costs are a guide and are not meant to be used to estimate the final operating and capital costs of the project. Estimates can vary widely and depend on numerous factors including the current cost of materials, present day labor costs, union agreements, and inflation rates. Cost estimates are capital costs only, and do not account for labor. The total cost of infrastructure improvements is **estimated** to be \$695,000 and includes 2.6 miles of Class II bike lanes, 10 miles of Class III bike lanes, four new bike lockers, and five new bike racks. A complete breakdown can be found in Table 6.

Table 6 Riverhead Infrastructure Improvements

Improvement	Quantity	Unit Cost	Estimated Cost*
Class II Bike Lane	2.63 miles	\$239,440/mile	\$630,000
Class III Bike Lane	10.09 miles	\$5,360/mile	\$54,000
Bike Locker	4	\$2,500/locker**	\$10,000
Bike Rack	5	\$250/rack	\$1,000
Total			\$695,000

*Rounded to the nearest thousandth

**Includes associated software

Approximately \$695,000 would be needed to build over 12.5 miles of bike lanes and enhanced bike storage. When compared to investments in parking, spending approximately this same proposed cost on new bike/micromobility infrastructure has the potential to serve far more users than an individual parking structure or parking lot. If the Town were to invest \$695,000 in parking instead it would only provide for an 12-20 spot parking garage (costs estimated at \$35,000-\$60,000/space). In addition to using valuable real estate and increasing traffic congestion, spending approximately \$695,000 on a bike/micromobility FMLM project has the potential to serve far more users than an individual parking structure or parking lot at a single station.

Service Providers

The Town would be responsible for procuring design and construction services (or completing in-house) for the bike lane and bike storage improvements. The Town should coordinate with local and partnering public works and engineering departments to identify a local contractor (or implement in-house) for bike lane design and construction. Multiple RFP examples can be found in the “Educational Resources” section of the toolkit as well as in the Appendix.

Funding Options

An estimated project cost approximately \$695,000 will likely require outside funding in order to implement the proposed project. Funding is available through a number of different sources:

- › Federal: there are numerous federal grant opportunities that provide money specifically for FMLM-related projects; however, these opportunities often require a certain percentage of local match and need to go through the local Metropolitan Planning Organization (MPO), which for Riverhead is the New York Metropolitan Transportation Council (NYMTC) via the Nassau Suffolk Transportation Coordinating Committee (NSTCC). Note that for some of the bipartisan infrastructure bill grants, the proposer does not necessarily need to go through NYMTC.
- › State: New York State Department of Transportation (NYSDOT) provides state funding opportunities to support a variety of local transportation programs and services. 2021 DRI funds can also be used to fund this pilot program.
- › Local: Local funding opportunities can include grant opportunities from local county governments, local grant programs, corporate sponsorships, and community and human service agencies. These funding opportunities often carry lower monetary commitments but may be more likely to be attained.

Potential Public Funding Opportunities

Table 7 displays a list of potential funding opportunities at the federal and state level that Riverhead could potentially pursue to fund the proposed bikeshare network and/or bike lanes. All federal programs require at least some local match, requiring funds from another source outside of a federal grant.

Table 7 Potential Funding Opportunities

Funding Opportunity	Eligible Activities	Source
Carbon Reduction Program (CRP)	On-and off-road trail facilities for pedestrians, bicyclists , and other nonmotorized forms of transportation, projects that support the deployment of alternative fuel vehicles, micromobility , and electric bike programs.	Federal Highway Administration (FHWA)
Congestion Mitigation and Air Quality Improvement (CMAQ)	Access enhancements to public transportation, bicycle lanes , bicycle parking , bicycle share, crosswalks, curb cuts/ramps, shared use paths, and sidewalks.	FHWA
Mobility on Demand Sandbox (MOD)	Bikeshare systems, carshare systems, and microtransit.	Federal Transit Administration (FTA)
Strengthening Mobility and Revolutionizing Transportation (SMART) Grants Program	Projects focused on advanced smart city or community technologies and systems to improve transportation efficiency and safety .	U.S. Department of Transportation (USDOT)
Surface Transportation Block Grant Program (STBG)	Access enhancements to public transportation, bicycle lanes on road , bicycle parking , bicycle share (capital and equipment; not operations), bridges / overcrossings for pedestrians and/or bicyclists, bus shelters and benches, crosswalks, curb cuts/ ramps, separated bicycle lanes, shared Use Paths, and sidewalks.	FHWA
Transportation Alternatives Program (TAP)	Construction, planning, and design for facilities for pedestrians, bicyclists , and other non-motorized forms of transportation.	FHWA
Transportation Infrastructure Finance and Innovation Act (TIFIA)	Access enhancements to public transportation, bicycle lanes , bicycle parking , bicycle share, crosswalks, curb cuts/ramps, shared use paths, and sidewalks.	USDOT
Downtown Revitalization Initiative (DRI)	A downtown strategic investment plan to advance the community's vision for revitalization .	Regional Economic Development Council (REDC)

Nearly all federal funding opportunities are administered through local MPOs, which in the case of Riverhead is NYMTC via the NSTCC. A complete list of funding strategies can be found in step five of the FMLM Toolkit.

Application Process

All grant opportunities have differing application processes and eligibility requirements. In some cases, Riverhead may need to undertake precursory action in order to be eligible for a grant. For example, in order to be eligible for CMAQ funding the project must be included in NYMTC's current Regional Transportation Plan and Transportation Improvement Program. Projects within Suffolk County are incorporated into the plans prepared by the Nassau Suffolk Transportation Coordinating Committee (NSTCC) which is regional group within NYMTC. Suffolk County is a voting member of NYMTC. In most cases, an application will need to include:

- › Precise description of the project

- › Information on size, scope, location, and schedule
- › Assessment of the project's goals and performance measures
- › Budget and local share commitment (if applying for a program that requires a local match)

Further details on application processes can be found for each application by clicking the link in Table 7

Outreach and Marketing Considerations

Public outreach can be an overlooked element of implement FMLM strategies but attaining public buy-in is essential towards a successful program. With any infrastructure investment and change, there can be potential impacts as well as a portion of the community that will be dissatisfied with the proposal. A comprehensive outreach and marketing campaign will inform the public of the benefits of bike lanes and a bikeshare network while identifying potential negative impacts such as temporary construction and loss of parking. Based on industry best practices, it is recommended that approximately **three percent** of the project budget be used for outreach.

Outreach Strategies

Before the Town begins selecting outreach strategies, it should first communicate the goals and scope of the project with the Nassau/Suffolk Transportation Coordinating Committee (committee under NYMTC), Suffolk County Department of Economic Development and Planning and the Public Works Department, the Town of Southampton, and other regional partners. By doing so, Riverhead will ensure that its efforts align with local and regional guidance and get ahead of any potential issues by addressing them before project implementation.

Outreach should occur over the course of four major points within the timeline of the project:

- › **Project Initiation:** after funding and approvals are secured, this will include an internal kick-off meeting and plans to coordinate with other jurisdictions and the MTA, review plans and data, and discuss strategies to advertise the pilot project to the community.
- › **Planning Phase:** this phase is where much of the initial planning and project work is done, including the final plan and project design, selection of a contractor, hiring any additional necessary staff, and setting a timeline for construction. This phase also includes much of the initial public outreach.
- › **Project Launch:** prior to the opening of bike lanes, a community outreach event should take place to get the word out to the entire community of the new and exciting upgrades that all residents and employees working in the Town will be able to take advantage. This should focus solely on positive outcomes and center around a community event celebrating the start of a new Town transportation phase.
- › **Post-Project Launch:** after initial implementation of the bike lane network, it is important to monitor and continue efforts to keep the public informed of changes, upgrades, and maintenance work. Additionally, it is critical that the Town maintain the infrastructure by performing regular checks on bike lane pavement and upkeep of lanes to keep them clear of leaves, ice, snow, and other debris.

Outreach strategies can include but are certainly not limited to:

- › **Website and social media:** specially designed website and social media (either via dedicated pages or through town accounts) that describes the projects and is continuously updated with construction status and community impacts.
- › **Public open house meetings/other outreach events:** early in the planning process it will be important to hold outreach events in each neighborhood of the Town to assess attitudes about local needs, desires, and concerns.
- › **Stakeholder meetings:** the team should choose to target specific stakeholders or stakeholder groups to participate in a focus group style meeting. These groups can include local business leaders or human service agencies. This serves the purpose of hearing from all who will be affected by the change, as well as showing the public that the Town cares about hearing all voices.
- › **Public notice:** general notices to the public on a regular basis through newspaper advertising, billboards, and other targeted media outlets. Outreach in languages in addition to English should be undertaken, with the local census data used to determine the most widely spoken languages in Riverhead. Note that Title VI requirement necessitate informational materials be available for any language that meets Title VI's Safe Harbor Threshold (5% or 1,000 persons, whichever is less, of the total population of persons to be served or encountered).

A complete list of outreach and marketing strategies can be found in step six of the FMLM Toolkit.

Outreach Cost

Outreach costs vary widely but given the estimated cost of \$695,000, approximately **\$21,000** represents the recommended amount that can be budgeted on marketing and outreach for the FMLM initiative.

Next Steps

Timeline

Project implementation can be a lengthy process and encompasses multiple steps as outlined in this document. There is a significant amount of preparation to be done before applying for funding, and funding timelines will depend on the success of the application and turnaround time to deliver funding. Below is a rough step by step implementation guide:

- › **Project Management:** appoint a Project Manager to centralize planning and implementation, assign key staff roles, and articulate a specific goal or objective for the FMLM Project.
- › **Funding:** identify the preferred funding sources, complete funding applications, and secure funding necessary to implement the project. It is recommended that the Village generate reports through the toolkit that will provide data to be used for the city's funding applications.
- › **Planning:** engage with your county and local planning and engineering departments, public works departments, MTA, and other relevant entities. Confirm your preferred service delivery mode, determine the scope and size, and determine whether the activities will be completed in-house or involve outsider providers.
- › **Outreach and Marketing:** develop and implement an outreach and marketing plan that covers all aspects of the project timeline from concept design to post-implementation

- › **Procurement/Service Providers:** coordinate with the public works and engineering departments to identify a local contractor (or implement in-house) for bike lane design and construction.
- › **Compliance:** ensure that the project is Title VI compliant if utilizing federal funds (or potentially utilizing federal funds in the future) and that it is ADA compliant.
- › **Monitoring and Evaluation:** establish the key performance indicators that will define the success of the project, track your performance indicators on a daily basis, and a year after implementation conduct a service evaluation to determine success and opportunities for modification and growth.

Working with MTA

Working with the MTA will be a critical component of implementing successful FMLM solutions around LIRR owned stations.

- › **Contact MTA Real Estate:** contact MTA Real Estate and share with them the pilot program design concept, implementation details, and describe the nature of any MTA property requests, if any. MTA Real Estate will follow their existing distribution and vetting process – send your information to MTA Real Estate (fmlm@mtahq.org) and MTA Transit-Oriented Development (TOD@mtacd.org).
- › **MTA Staff Review and Site Visit:** Staff from several MTA Departments will review the pilot program concept and property request and involve Legal staff if an MTA standard license agreement is needed.
 - A site visit with LIRR Stations Department and all stakeholders would be scheduled to review the concept on site. MTA Staff may request further information and/or revisions to the concept.
- › **MTA Approvals:** If the pilot program and property request is not approved, the MTA may provide comments that need to be addressed by the Town of Riverhead to revise the pilot program design concept.
 - If the pilot program and property request are approved and legal documentation is needed, then the Town would need to consider the following license provisions:
 - The MTA may make designated areas of its commuter rail station facilities available for use by public and/or private stakeholders to facilitate the implementation of first and last mile ("FMLM") strategies.
 - Public stakeholders will access and utilize designated areas of MTA commuter rail facilities through direct licenses from the MTA. FMLM operators acting in partnership with public stakeholders will access and utilize MTA facilities as permitted sublicensees of the MTA.
 - License agreements and the rights of FMLM operators under sublicense agreements will be terminable by the MTA on not more than 60 days' notice, without cause and without any financial penalty to the MTA.

- Licensees and FMLM operators may be given the right to use designated areas of station facilities on an exclusive basis and/or or curb space at intermodal areas.
 - Licensees and FMLM operators will be required to provide the MTA with operational and financial information as reasonably required by the MTA to undertake its due diligence of the proposed FMLM modality and FMLM operator.
 - Licensees may be required to pay a license fee to the MTA for the use of MTA facilities.
 - Licensees and FMLM operators will be required to, among other things, (a) provide liability insurance in accordance with the MTA's requirements, (b) indemnify the MTA and its subsidiaries and affiliates against claims and damages arising out of the use of the MTA facilities, and (c) release the MTA and its subsidiaries and affiliates from all claims and damages incurred in connection the use of the MTA facilities.
 - Licensees and FMLM operators shall comply with all applicable laws and regulations and shall be solely responsible for obtaining any required regulatory approvals.
- › **Licensing FMLM Improvements:** per MTA policy for licensing first and last mile improvements for suburban commuter rail stations, the Town of Riverhead would be responsible for administering, managing, maintaining, coordinating with MTA staff, and collecting usage information to evaluate the pilot program and provide this report to MTA at the close of the pilot program.