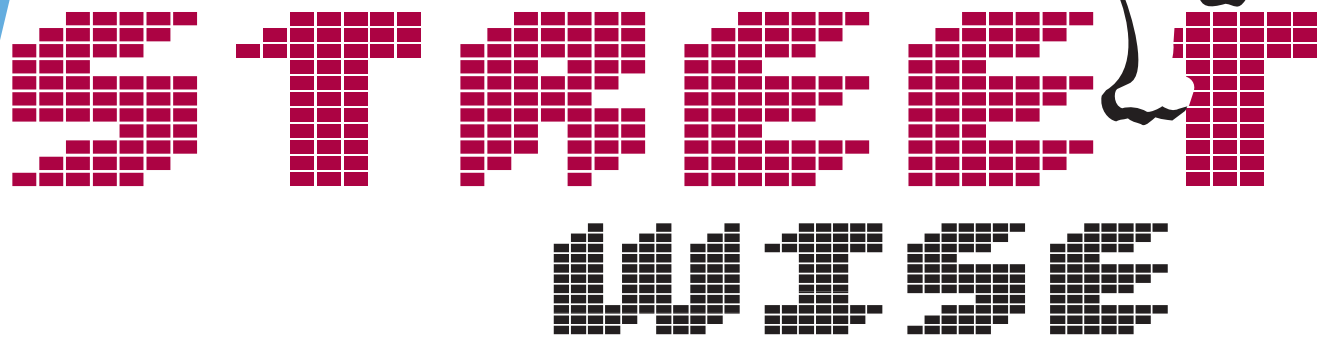


# TCAT's Guide to Getting Around



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## Route 10 shuttle change returns bus access to neighborhood

By Joe Wilensky

Marty Heresniak, a voice teacher who has trained hundreds of local residents and students, is singing TCAT's praises following a change early this year to the bus system's Route 10 shuttle that restores service to the University Hill neighborhood.

Heresniak, who moved to his University Avenue studio 13 years ago, had been a vocal critic of Tcat ever since service to the neighborhood ended following route consolidations and changes in 1999.

Dwight Mengel, service development manager for Tcat, says the recent route change was initially prompted by complaints from residents on parts of Buffalo Street who didn't like the frequent buses passing by. "That prompted us to look at the alternatives," Mengel says.

Tcat officials quickly realized that redirecting the route over to Court Street, then to Linn Street, and subsequently up University Avenue gave ready access to an unserved market—the hundreds of residents of houses and apartment complexes in the University Hill neighborhood. Since 1999, people living along University Avenue had to either walk downtown or up to Stewart Avenue to access the closest bus routes to their homes.

Coincidentally, the managers of Ravenwood Apartments, a complex located at University Avenue and Lake Street, had just approached Tcat requesting the return of service to the neighborhood. Mengel says the decision to change Route 10's path had just been made when the request came in.

"Their request further supported the idea that this service change would provide us access to an unserved market," Mengel says.

For Heresniak, this unserved market also includes his potential students, many of whom come from

Ithaca College to the studio at his home for lessons. The return of bus service to the neighborhood means he can once again advertise his proximity to the bus line. Enrollment in his lessons have gone up noticeably in the first months after the route change. Students without cars can easily catch a bus at Ithaca College, get off at The Commons, and hop on the Route 10 shuttle just a few minutes later. Word-of-mouth recommendations have increased for him, as well, since the new Tcat-riding students told their driving friends.

*"It has made all the difference in the world."*

But Heresniak says the return of bus service to his neighborhood also fits in with his general philosophy of public transportation. He moved to the University Hill neighborhood specifically because it was on a bus route. He hasn't owned a car since 1978 and has walked home from The Commons thousands of times over the years.

"The walk up from The Commons isn't bad at all, but with a few bags of groceries, it's a little different," he says. Heresniak now uses the Route 10 bus "all the time. ... It has made a huge change in how I deal with living here."

"I'm surprised that more people don't ride the bus," he says. "I buy my monthly pass, and it looks like a lot of money, but I always get more trips out of it than I would pay in cash on the bus. So, why not? Especially with gas prices right now, why even bother with a car?"

Mengel says Route 10 has seen "a very significant increase in ridership" since the change. Ridership may go up yet again later this month when the Route 10 schedule is expanded—



Marty Heresniak takes in the view of University Avenue from the sidewalk outside his studio. The Ithaca voice teacher is thrilled that his street is once again on a TCAT bus route.

the shuttle will begin its every-ten-minute runs, starting at the Seneca Street/Ithaca Commons stop, at 7:30 a.m., two hours earlier than before, and the last run will arrive back at The Commons at 5:29 p.m., adding another hour of runs at the end of the day.

"It has made all the difference in the world," Heresniak says. Does he mind that the change came about, in part, because of complaints from others?

"If Buffalo Street residents wanted to complain about it, that's fine," he says. "Every time the bus goes by, I end up smiling."

### Inside:

Route 10 isn't the only route Tcat has improved! On page 2, read about how a heavily traveled Cornell route was adjusted as part of a Cornell engineering student project to improve efficiency and increase service.



# 36 Ways to Get Around Tompkins County

## Other Bus Services

### Greyhound

reservation center 800 231-2222

local information 607 272-7930

### ShortLine

local information 607 277-8800

### Trailways

schedule information 800 295-5555

from	to	also serving	when it runs	route number
Airport	Commons/Cornell	Winston Court, Sapsucker Woods, Marriott Hotel, Cornell Business and Technology Park, Tompkins County Public Safety Building, U.S. Post Office, Northwood Apartments, Convenient Care Center, Warrenwood Apartments, DeWitt Middle School, BOCES, Hanshaw and Pleasant Grove Road, Hasbrouck Apartments, Forest Home, Dairy Bar, Statler Hall, Collegetown	Monday–Friday	<b>31</b>
Brooktondale/Ellis Hollow	Commons/Cornell	Middaugh Road Park & Ride, Route 79/Crispell's, Brooktondale Store, Ellis Hollow Community Center, East Hill Plaza, vet school, Statler Hall	Monday–Friday	<b>53</b>
Coddington Road	Commons	Middaugh Road Park & Ride, Coddington Community Center	Monday–Sunday	<b>60</b>
Collegetown	Cornell B lot	Central campus	Monday–Friday (academic year only)	<b>84</b>
Collegetown	Cornell	West campus, central campus, north campus, Ridgewood Road, vet school	Monday–Sunday nights (academic year only)	<b>92</b>
Collegetown	Cornell	West campus, central campus, north campus, vet school, East Hill Plaza	Saturday–Sunday (academic year only)	<b>85</b>
Commons	Route 13 South	McGraw House, Reconstruction Home, Titus Towers, Nate's Floral Estates, Ithaca Plaza, KMart, Wegmans, Tops, Buttermilk Falls State Park, Spencer Road	Monday–Sunday	<b>15</b>
Cornell	Commons	Collegetown, west campus, central campus, Sage Hall, University Avenue	Monday–Friday	<b>10</b>
Cornell A lot	Cornell B lot	Central campus	Monday–Friday	<b>81</b>
Cornell A lot	Central campus	Judd Falls Road	Monday–Friday	<b>80</b>
Cornell A lot	Eastern Heights	Collegetown, East Hill Plaza	Monday–Sunday nights (academic year only)	<b>93</b>
Cornell	Cornell Dairy Bar	Central campus, north campus, vet school	Monday–Friday (academic year only)	<b>82</b>
Cornell	Central campus	West campus, Ridgewood Road	Monday–Friday (academic year only)	<b>83</b>
Danby	Commons/Cornell	Hillside View Trailer Park, Danby Park & Ride, Hilltop Quikstop, Ithaca College, Longview, Statler Hall	Monday–Sunday	<b>65</b>
Dryden/ TC3	Commons/Cornell	Dryden High School, Freeville, Etna, Parkwood Village, SPCA, Hanshaw and Pleasant Grove Road, Hasbrouck Apartments, Forest Home, Dairy Bar, Sage Hall	Monday–Friday	<b>41</b>
Dryden/ TC3	Commons/Cornell	Dryden South, Village of Dryden, Varna, vet school, Sage Hall	Monday–Friday	<b>43</b>
Dryden/TC3	Pyramid Mall	Etna, Pickney and Lower Creek Road	Saturday–Sunday	<b>45</b>
East Hill Plaza	Commons	Collegetown, Cornell (Statler Hall, vet school), Fairview Apartments, Maplewood Park Apartments	Monday–Sunday	<b>51</b>
Eastern Heights	Cornell	Commonland, Honness Lane, Cornell Equestrian Center, East Hill Plaza, Maplewood Park Apartments, Sage Hall, vet school)	Monday–Friday	<b>50</b>
Enfield	Commons	West State Street, Ithaca bus terminal, Towerview Apartments, Ecovillage, limited service to Cornell	Monday–Sunday	<b>20</b>
Fall Creek	Commons	Ithaca High School, Boynton Middle School, Aldi, GIAC	Monday–Sunday	<b>16</b>
Fall Creek	Commons	TCAT offices, Dey Street, Tompkins Street, Cayuga Street	Monday–Sunday	<b>17</b>
Groton	Commons/Cornell	Groton High School, McLean, Freeville, Parkwood Village, SPCA, Hanshaw and Pleasant Grove Road, Hasbrouck Apartments, Forest Home, Dairy Bar, Sage Hall	Monday–Friday	<b>40</b>
Groton	Pyramid Mall	Freeville, Etna, Pickney and Lower Creek Road, Hanshaw and Pleasant Grove Road	Saturday–Sunday	<b>44</b>
Hospital	Commons	West State Street, Ithaca bus terminal	Monday–Saturday	<b>19 (see also 21)</b>
Ithaca College	Commons	Grandview, Longview (Monday–Saturday only)	Monday–Sunday (days)	<b>11</b>
Ithaca College	Commons/Cornell	Grandview, Collegetown, north campus, Statler Hall, Sage Hall	Monday–Saturday (nights)	<b>12</b>
Newark Valley	Commons/Cornell	Berkshire, Richford, Caroline, Slaterville Springs, Brooktondale, Bethel Grove, East Hill Plaza, Varna (weekdays only), vet school, Sage Hall	Monday–Sunday	<b>52</b>
Newfield	Commons	Sunny's, Meadowbrook, Valley Manor, Newfield Town Hall, Newfield Covered Bridge, Newfield High School, Treman State Park, Elmira Road, South Meadow Street, Clinton West Plaza	Monday–Sunday	<b>67</b>
North Ithaca	Pyramid Mall	GIAC, Farmers Market, Aldi, Ithaca High School, Boynton Middle School, Stewart Park	Monday–Saturday	<b>13</b>
North Lansing	Commons/Cornell	Fire Station #4 Park & Ride, Village Apartments, Pyramid Mall and Varna (weekends only) Convenient Care Center, Community Corners, north campus, Sage Hall, vet school	Monday–Sunday	<b>37</b>
Pyramid Mall	Commons/Cornell	Tops, Kendal, Triphammer and Hanshaw Road, north campus, Statler Hall, Collegetown	Monday–Sunday	<b>30</b>
Pyramid Mall	Cornell	Village Meadow Apartments, YMCA, Sheraton Drive, Gaslight Village, University Park, Warrenwood Apartments, Convenient Care Center, Ithaca Community Childcare Center, DeWitt Middle School, BOCES, Hanshaw and Pleasant Grove Road, north campus, Statler Hall, vet school	Monday–Saturday	<b>32</b>
South Lansing	Commons/Cornell	Lansing High School, Route 34 and Myers Point Road, Ludlowville, Fire Station #3 Park & Ride, Statler Hall, vet school, Ithaca High School, Boynton Middle School	Monday–Friday	<b>36</b>
Trumansburg	West State Street	Jacksonville, hospital, Ithaca bus terminal	Monday–Sunday	<b>21</b>
West Hill	Commons	Ithaca bus terminal, West State Street, West Village	Monday–Sunday	<b>14</b>