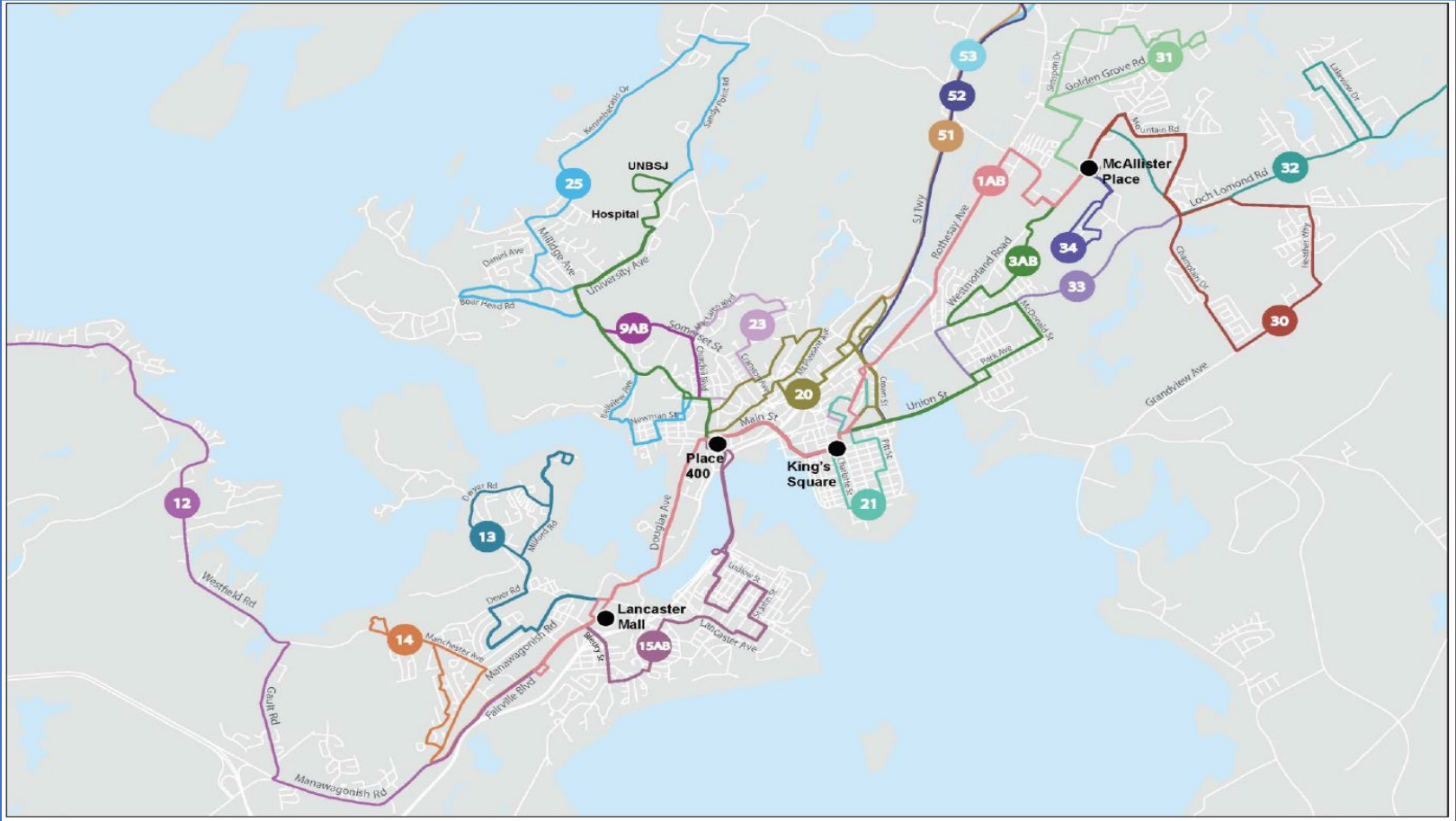


# Transforming Transit



# Goals of the transformation

**Increase ridership**

**Sustainable** – avoiding service cuts, reducing GHG emissions and encouraging density

**Desirable** – providing transportation where/when there is demand

**Efficient** – right sizing buses, less trips where and when there is no demand, and appropriate capital replacement program

**Operationalize** Stantec and MoveSJ

# Current system at-a-glance

**1,417:** Service hours per week

**70:** Employees full time & part time

**40:** 40-foot buses currently in service

**725:** Bus stops

**21:** Routes

**1,418,107:** kms per year

**Handibus:** (operated by third-party)

# Current service snapshot

Route	% of system Ridership	Riders per Trip	Frequency	Trip Length km
1A	23	34	15/30 min	26
1B				
3A	28	48	30 min	30
3B				
9A	13	40	30 min	30
9B				
15A	10	22	30/60 min	36
15B				
20	4	13	45 min	14
21	3	12	60 min	5
23	3	15	60 min	12
30	3	12	45/60 min	12
31	4	9	30/60 min	9
33	3	37	60 min	29
12	1	10	60 min	36
13	1	6	60 min	13
14	1	5	60 min	12
25	1	12	65 min	29
32	1	7	70 min	41
34	1	5	45 min	3

% ridership

74

20

6

# Opportunity for change

## Operationalize plans and reports

- MoveSJ
- Stantec Report

## Current state unsustainable

- Service
- System
- People

## Managed Services Agreement (CSJ/SJT (September 2021))

- Increase resources and expertise to service



# Planning team values

- **Engaged employees** and **leadership** are critical to success
- **Relevant** to Saint John's people and geography
- **Essential service** to many in our community
- Transformation presents **many opportunities**
  - offering a **“Green”** option for residents
  - leveraging new **technology**
  - **balancing** service hours (using rider data to determine delivery)
- **Fiscal** responsibility

# Introducing on demand transit

**Technology-enabled** shared, **stop to stop** public transportation (not door to door)

Passengers use an **app** to book, pay and track their rides. Drivers use the app to validate rider fares, including cash, passes, and contactless options (website and phone-in options)

**Dynamically routed** pick-up and drop-off. Driver manifests are continuously re-optimized based on rider demand and changing conditions

Using **right-sized vehicles**, fills the gap between single occupancy vehicles and fixed route public transit

**Increasing** service levels by **decreasing** wait times. No longer waiting for a scheduled route but contacting for service as needed

Trip planning – user able to input destination location and time and the technology will plan the trip for them and the system

Barrie  
Belleville  
Milton  
Guelph  
Winnipeg  
Edmonton  
Calgary  
Vancouver  
Oshawa  
Waterloo  
Cochrane  
Chatham-  
Kent St.  
Albert  
Regina  
Saskatoon

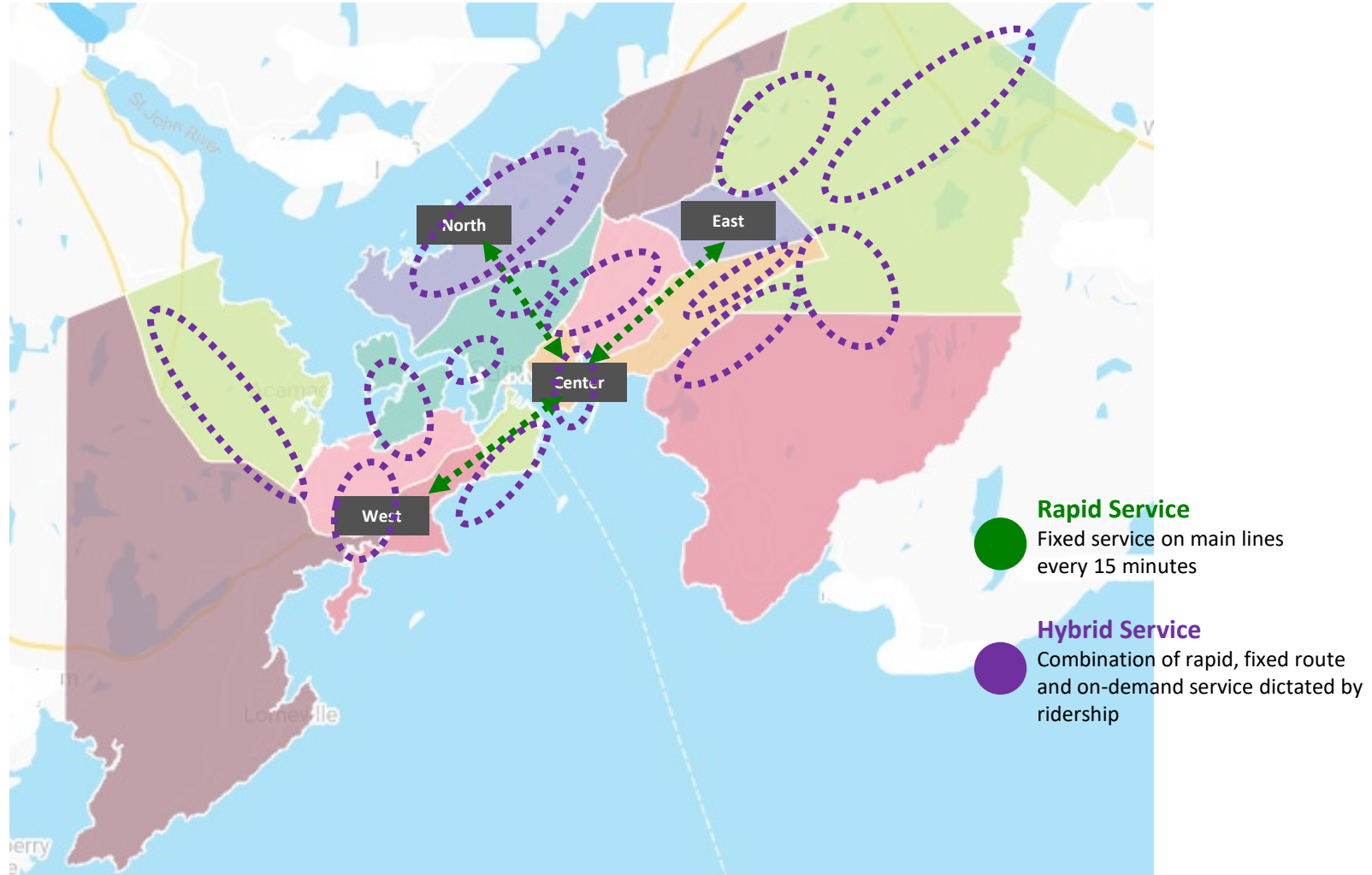
# Adding on-demand to the transit service

- Rapid (fixed route)
- Hybrid (flex): combination of rapid, fixed route and on-demand service dictated by ridership

Route type	% of riders	Frequency Max
Rapid	75%	15 Minute
Peak Frequent (Flex)	20%	30 Minute
Off- Peak on Demand (Flex)		Within 30 Minute window
On Demand	8%	Within 30 Minute window



# Introducing the concept



# Planning principles

- **Rightsizing** fleet and vehicle capacity per route
- **Route simplicity** – the most direct, quick routes possible between major nodes
- **System designators** – accessibility considerations and showcasing our neighbourhoods
- **Public service** – not competing with private taxi or future ride-sharing industries. A bus stop to bus stop service, not door to door
- **Fare simplicity**
- **What works best for Saint Johners?**
  - High usage routes = high frequency, convenient, direct, minimize intervals
  - Examine low use routes and times for alternative increased service levels to increase usage through on-demand service
  - Examine local routes to feed into major routing to decrease travel time
- Service will always be **subsidized**, set a subsidy rate and report to Council

# Planning principles

- 70% of the population within **1,250 M of rapid routes**
- 85% of the population no more than **800 M to any bus stop\***
- **Distance to bus stops** should range from minimum of **400 M to not more than 1,600 M apart** (furthest walking distance would be **800 M**)\*
- Less frequent stops = better on time, performance, wear and tear on vehicles, fuel etc
- **Bus stops** – quality over quantity, consistent, appropriate for the neighbourhood, winter management and regular maintenance
- Moderately **increase service as demand** increases
- Peak demand does not exceed **130%** of available seating capacity

\* TransLink, Vancouver Transit Service Guidelines developed by Stantec

# Future ready

- Computer aided **dynamic** on-demand, route planning with real-time on-bus routing
- Passenger counter and location **data**
- **Customer app** for user information (where's the ride?)
- **Electronic fare collection** – pay by app or re-usable card
- **Cash kiosks** available at key stops where able

# Future ready

- **Bus stop** amenity design, build and wayfaring considers mobility impairments and location
- **Integration** with active transportation
- Electric / hydrogen vehicles – on our way to **net zero!**
- **Long term capital plan** with capital from operating for fleet and building replacement and major capital improvements
- **Para-Transit** agreement to define service levels and KPI reporting



# Considering stakeholders and change management

## Input into the transformation

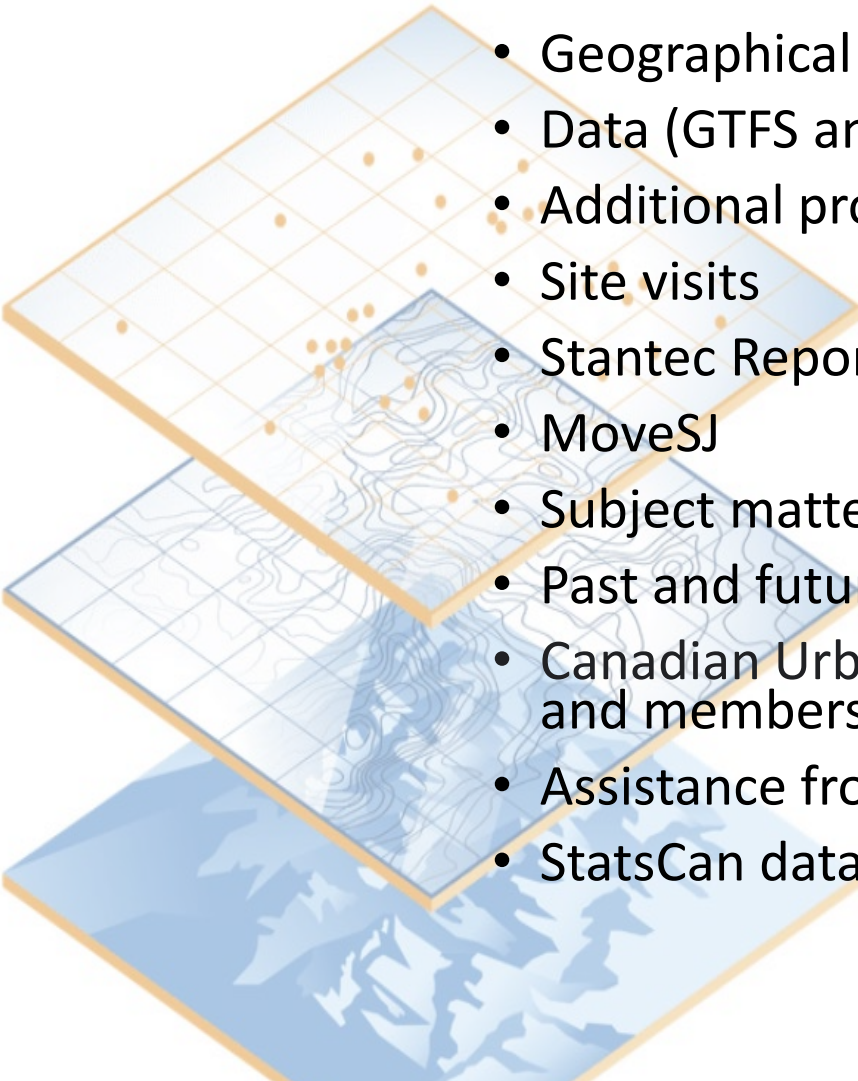
- Targeted engagement using existing City relationships (SJAAC, SJMNRC) community developers, existing data
- Broadscale engagement (in person tbd), Shape Your City, website

## Communicating change

- Drivers – the front face of the service
- Public/stakeholders engagement
- Branding/Marketing/Wayfinding
- The jingle



# Method

- 
- Geographical Information Systems (GIS)
  - Data (GTFS and Google analytics)
  - Additional project resources from the City (MSA)
  - Site visits
  - Stantec Report
  - MoveSJ
  - Subject matter experts (technology and transit)
  - Past and future community consultation
  - Canadian Urban Transit Association (CUTA) professional development and membership
  - Assistance from Fredericton Transit and Codiac Transpo
  - StatsCan data

# Project Milestones

- Managed Service Agreement (CSJ/SJT): September 2021
- Procurement of technological support services: October (2021) ongoing
- On-site visits: December 2021
- “On-demand” concept: January 2022
- Stakeholder engagement: December (2021) ongoing
- Completed plan: late spring
- Communications: April (ongoing)
- Phased implementation/project beginning in summer
  
- To meet this timeline a lot of effort and technology required
  - Supply chain issues could cause delays

# From the Saint John Transit Commission

November 25, 2021 Meeting

*Endorse the exploration of Transit on demand as an alternative service delivery model for Saint John Transit and the service levels as described in the planning principles and value statements.*

