

# *Transforming Transit* *Transformation de Transit*

# Vision = Action

- **Better Service**
  - Rapid routes
    - Supplemented by Transit on-demand
- **Easier to pay**
  - Electronic fares option, app or smart card
- **Easier to use**
  - Trip planning on app or website
- **User friendly**
  - Better signage, wayfinding, shelters and shelter maintenance
- **“Green”**
  - Zero emissions, smaller buses, less wasted travel time
- **Sustainable**
  - Balanced budget with infrastructure to support
  - Future tech
  - Subsidization



## Transforming Transit Transformation de Transit

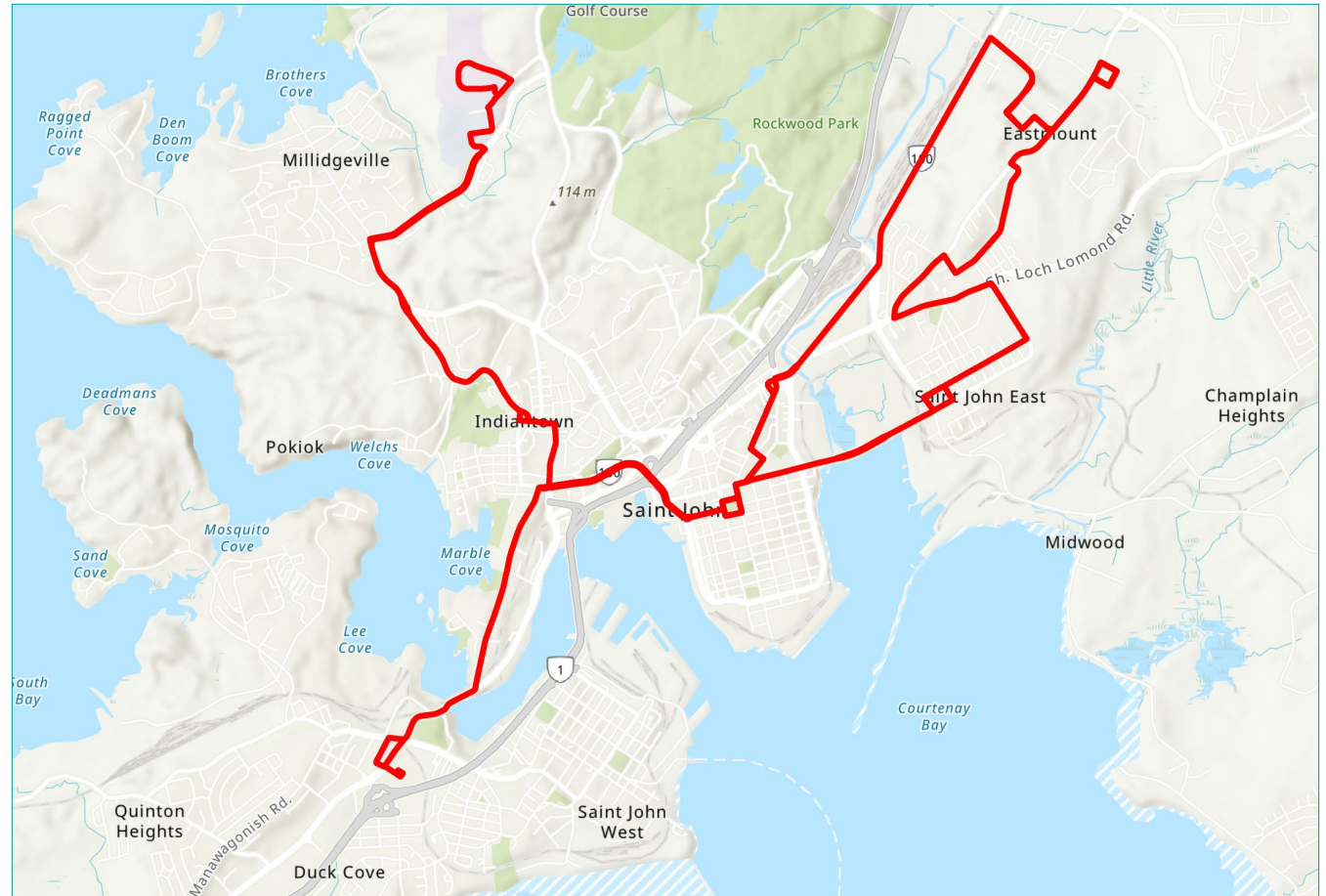
*“Keep Saint John connected... Transit provides a safe, reliable, affordable, and customer-focused service that contributes to growth, advances sustainability goals, and encourages everyone to choose transit.”*

Stantec Report Vision

# Rapid lines

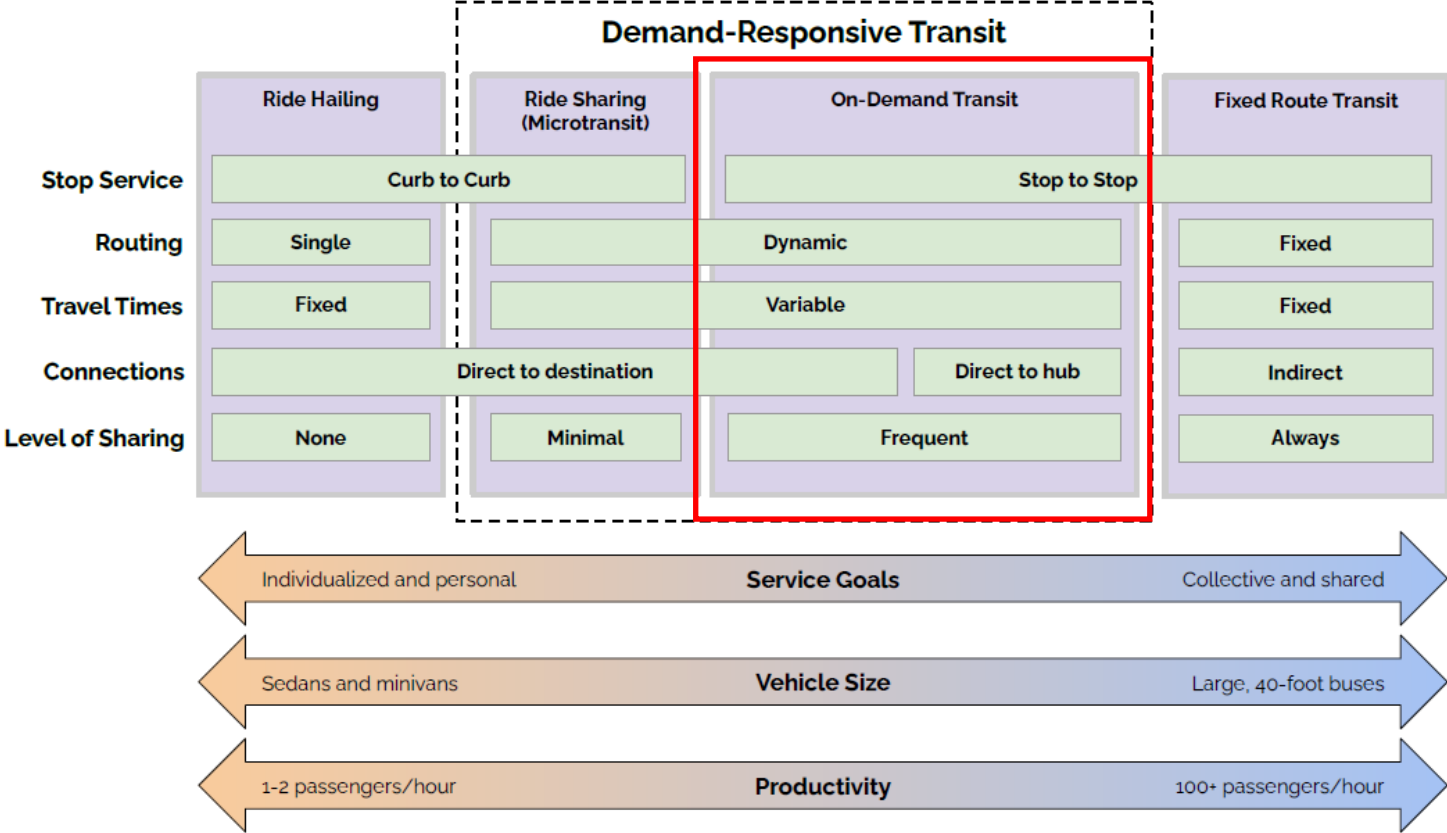
## Fixed routes

- Beginning **earlier** and ending **later**:
  - 6 and 7 am and running until 11 am on **weekdays**
- **20-minute** frequency



# On-demand transit

## Stop-to-stop transit with dynamic routes

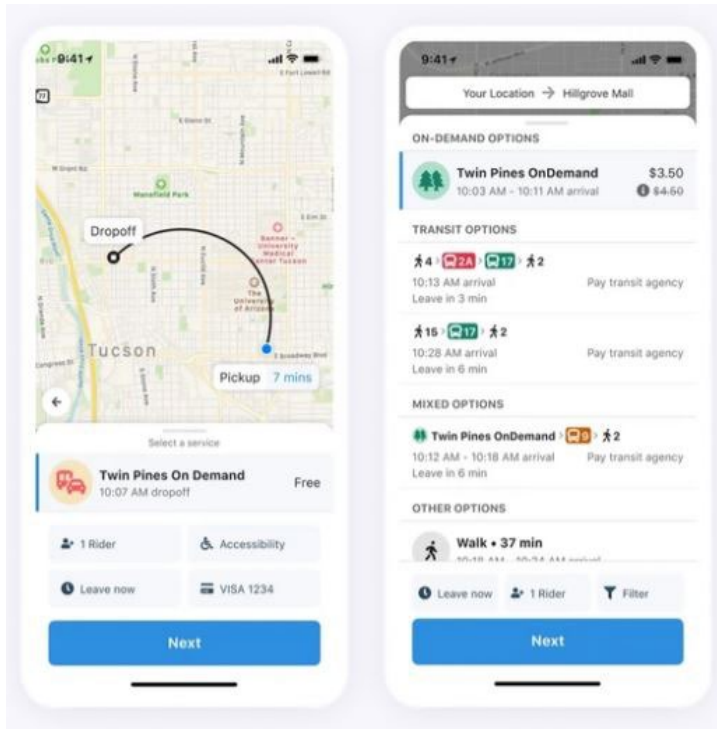


# On-demand service

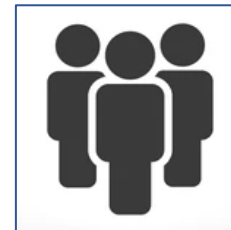
## Pilot with commitment

- Smaller buses
- Demand responsive
- Stop to stop
- 30-minute service window to start
  - Improvement with data to decrease wait and move to guaranteed pick-up or drop-off times with route planning
- *Implementation likely to be phased across City as smaller buses become available (either used, new, GHG or electric)*

# How to access on-demand service SJ Transit App



Phone-in options



Co-mingling options

# Introducing electronic fare options

Exact cash fare will still be accepted





# Bus Stops

## The front door of the service

- Full plan and roll out under development
- Inventory (721 stops) being conducted this summer
- Three levels with amenities and service determined by ridership and service area
- Changes to be implemented in phases with improved signage at all stops as Phase 1

Level	Ridership	Amenities
<b>Node</b>		
1 Rapid/ Community	tbd	Shelter • Bench • Route map • Garbage can • Stop number Route identifier • Bike rack • Lighting • Service information
2 Community/On demand	tbd	Bench • Stop number • Route identifier • Bike rack • Service information
3 On demand	tbd	Pole with stop numbers, service and route ( <a href="#">zone</a> ) information Bike rack



# Bus Stops (Level 1)





# Bus Stops (Level 2)





# Bus Stops (Level 3)



# Uptown Transit Hub



# Piloting electric buses to serve the city

- **Two** sizes and models
- Procured through **lease**



**40-foot BYD KZ**  
41 passengers



**20-foot Karzan Jest**  
12 passengers

# Education and Change

## Three phases with three goals

- Transition and train **drivers** (phase 1)
- Transition and educate **current riders** (phase 2)
  - Focus on on-demand service and app
  - Implement stop signage components
  - Reach current riders on buses and at stops
  - Student ambassadors when possible
  - Electronic fares when available
- Attract **new riders** (phase 3)
  - UNB MBA student



## Other considerations

- Procure communication services to support development of materials to support the community
- Promote electronic vehicles
- Work with community groups to support change



# Timeline/roll-out milestones

## May

- RFP award for E-fares and On demand software
- Continue route planning for on demand service using electric vehicle simulation

## June

- Begin general education and awareness of changes
- Stop inventory
- Electric buses arrive

## July

- Electronic bus demonstrations
- Begin Phase 1 of bus stop implementation plan
- Communication roll out (as program offerings become available)

## August

- Potential to roll out on-demand system (roll-out across City as vehicles become available)
- Continue communication
- First electric buses on pilot program (as available)
- ZETF application to follow FCM submission for five-year capital plan

## September

- Rapid lines move to 20-minute service
- Commercial electronic fare program available
- Technology upgrades RFP: passenger counters, CAD/AVL, stop announcements, cameras



# Budget

## Proposed subsidization policy idea to be explored with staff and Finance Committee

- Transit is a **subsidized service**
- Idea/concept is to **set a budget subsidy level** through policy
  - Would **aid in budget planning**
  - Incentivize transit to **increase ridership** and serve as a planning tool to use when examining new service and growth areas.
  - Stability is important
- Policy to be developed through research and best practices and refined through City staff and Finance Committee process

# Potential future service offerings

- City tours
- Charter service
- Hop-on/hop-off tourism focus
- Community services such as outings for Seniors
- Safe ride home (after major events)





***Saint John Common Council Meeting***

*June 13, 2022*



**Transforming Transit**  
**Transformation de Transit**

**SAINT JOHN TRANSIT** 