



# Transit Master Plan

## PUBLIC INFORMATION CENTRE #2

October 4, 2011

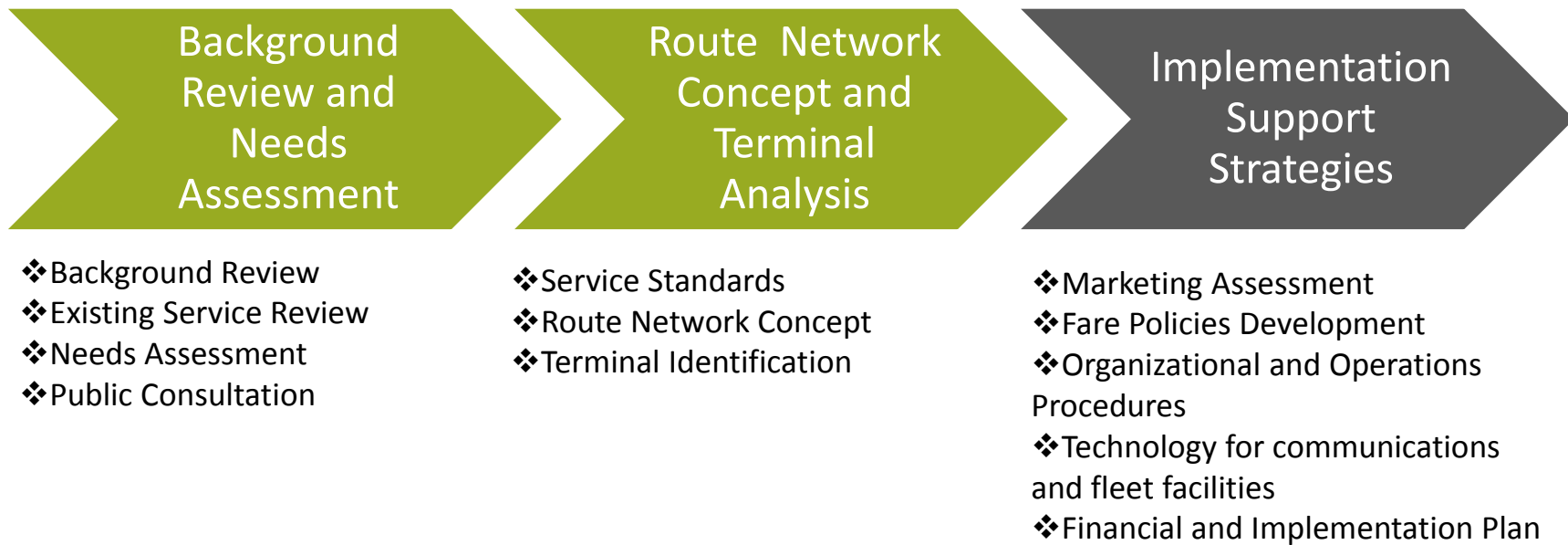


# PRESENTATION OUTLINE

---

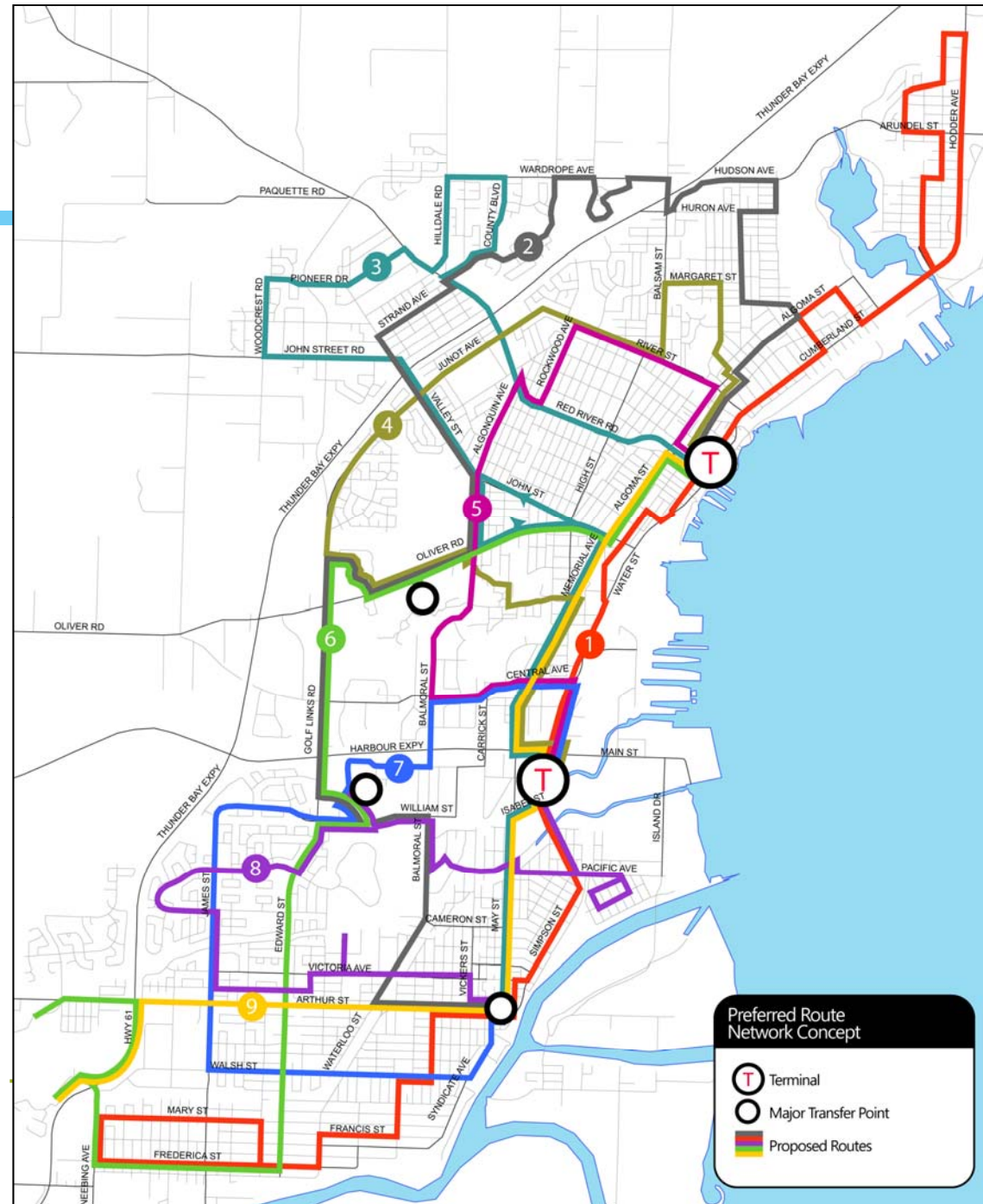
- Study Overview
- Preferred Route Network Concept and Terminal Locations
  - Terminal Location Challenges
  - Alternative Approaches
- Possible Express Services
- Proposed Service Standards
- Other Study Activities

# PROJECT PROCESS (CONVENTIONAL)



# PREFERRED ROUTE NETWORK CONCEPT

- Designed routes to provide more direct connections to major destinations
- Identified five major transfer points of which two were identified as terminal locations to accommodate passenger travel needs:
  - Water Street Terminal
  - Intercity area



# TERMINAL LOCATION CHALLENGES

---

- The two terminal locations present a number of challenges, including:
- Challenges in acquiring a terminal facility site in the Intercity area
  - Uncertainties regarding the future of the Water Street Terminal

## ALTERNATIVE APPROACHES

---

- Strong effort should be made to accommodate the preferred route network concept and the two terminal locations
- Possible alternative approaches have been developed if one or both terminals cannot be accommodated. The alternatives include:
  - Intercity Area
    - Restructure routes to terminate at major transfer points near the Intercity area, such as Confederation College and Lakehead University
    - Operate a terminal at the transit operations maintenance facility
  - Water Street Terminal
    - Operate an on-street terminal along Cumberland Street and Van Norman Street

## POSSIBLE EXPRESS SERVICES

- Limited opportunities for express or limited-stop services due to Thunder Bay's geographic size and ridership
- Opportunities to provide quick connections from the far north and south ends of the city to major destinations
  - Operate only limited trips in the peak periods
  - Express services still warrant further analysis



# SERVICE STANDARDS

---

- Define the role of transit services in the community
- Provide a consistent and fair process of continually adjusting and improving transit services to meet varied and changing customer needs

## Route Structure

- **Mainline service** – Connect the major trip generators and destinations following the fastest route
- **Feeder service** – Routes oriented along main travel corridors, but could deviate to residential areas, schools, and other major activity centres where ridership warrants
- 90% of transit trips to key destinations in the service areas should be accommodated with not more than one transfer



# SERVICE STANDARDS

---

## → Service Hours and Frequency

- ensures that customers have a clear commitment as to the provision of service
- varies depending on the route structure type

## → Performance Standards

- Required to determine at what level of service a route should be provided

## OTHER STUDY ACTIVITIES

---

- Accessibility and AODA Compliance
    - Ensure that transit complies with new regulations of the *Accessibility for Ontarians with Disabilities Act (AODA)*
  - Fare Options and Strategies
    - Present fare policies and structures that support the financial and implementation plan
  - Marketing Strategies
    - Strategies to increase awareness of transit and promote ridership
  - Organizational and Operations Procedures
    - Internal organizational procedures to ensure that the system operates effectively
  - Technology for Communications, Fleet, and Facilities
    - Identify tools to promote more efficient and reliable transit
-

## WE NEED FOR INPUT

---

- Complete a survey which will allow you to voice your opinions on the following topics:
  - Preferred route network concept and terminal locations
  - Terminal location challenges and alternative approaches
  - Possible express services
  - Recommended service standards
- Survey can also be completed online until October 28 on the Thunder Bay Transit website: [www.thunderbay.ca/transit](http://www.thunderbay.ca/transit)

## NEXT STEPS

---

- Review all input from public and stakeholders
- Finalize the route network concept and terminal location plans
- Finalize service standards and fare policies
- Develop accessibility and AODA compliance plans
- Develop and assess support strategies, and financial and implementation plans
- Present draft plan and recommendations to Council