

## For Information Only

### Greater Sudbury Transit Action Plan - Update

Presented To:	City Council
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### Resolution

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### Relationship to the Strategic Plan / Health Impact Assessment

This report supports Council's Strategic Plan in the area of Sustainable Infrastructure Priority, and aligns with the Population Health Priority of Healthy Streets. The Greater Sudbury Transit Action Plan review aims to increase reliability, convenience and safety, as well as connecting neighborhoods and communities with the goal of increasing ridership.

### Report Summary

This information report provides an update on the status of the Greater Sudbury Transit Action Plan, and provides an update on an upcoming initiative called "Get on Board: A New Direction for Transit/ Tout le monde à bord: Une nouvelle voie pour le Transit".

### Financial Implications

The review of the transit system's wayfinding tools, marketing and customer information materials was approved in the 2016 Capital Budget.

Under the first phase of the Public Transit Infrastructure Fund, the City of Greater Sudbury has received approval of \$1.24M to undertake a route optimization study and implement supporting infrastructure improvements. The municipal contribution to this project was approved in the 2017 Capital Budget.

#### Signed By

##### **Report Prepared By**

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##### **Financial Implications**

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## **Background**

Public Transit and the mobility it provides play an important role in the social and economic life of our city. In collaboration with the community and its partners, the City of Greater Sudbury (City) is undertaking a comprehensive review of the Greater Sudbury Transit System; the first since amalgamation in 2001. Entitled the "Greater Sudbury Transit Action Plan. Better Routes. Better Schedules. Better Service", the project and its resulting recommendations will outline key service, infrastructure and supporting measures the City can take immediately and into the future to improve how transit serves and connects Greater Sudbury. The ultimate success of this type of review depends on obtaining sufficient community-wide support.

Funding for this work comes from the Public Transit Infrastructure Fund. Under the first phase, of this funding the City received approval for \$1.24M to undertake a route optimization study and implement supporting infrastructure improvements. The following items are included in this project:

1. Greater Sudbury Transit Action Plan study, \$290,000
2. Purchase and installation of bike racks, \$20,000
3. Wayfinding tools based on the new network service and route structure. \$200,000
4. Purchase and installation of contactless smart card technology, \$600,000
5. Project Manager, \$130,000

This information report provides an update on the status of the Greater Sudbury Transit Action Plan, and outlines the upcoming work which will support the implementation of the system's new route network, once approved by Council.

## **Greater Sudbury Transit Action Plan Report Update**

On January 23, 2018, a report titled "Draft – Greater Sudbury Transit Action Plan – Better Routes. Better Schedules. Better Service," was presented to Council. The report presented preliminary recommendations for a system-wide service proposal with supporting service and infrastructure improvements. Council approved the draft recommendations and directed staff to move forward with the next phase of public engagement.

Based on the community feedback obtained through public engagement in February of 2018 and from front line transit staff, work to refine the action plan, proposed routes and priorities continued throughout 2018.

The timeline to finalize the plan was extended as a result of significant transit infrastructure funding announcements that were made in March 2018. The project team assessed these longer-term emerging opportunities to identify how best to make use of them to achieve the long term vision for our transit system.

Staff are now working with the consultants to finalize the report and recommendations. Council will be provided a comprehensive report and recommendations for consideration early in 2019.

## Next Steps

The development of the Transit Action Plan has been a collaborative effort and has gained support from Council and the Community throughout its progress. The final proposed plan will be presented to Council for consideration in the first quarter of 2019.

The proposed plan will include revised options for a new fare structure to take effect with the launch of the new routes. These options reflect new information that was not available when Council reviewed fare options in June 2018. As a result, staff are not recommending the business case that was drafted as part of the 2019 Budget.

The beginning of the school year is the optimal time to implement route changes to align with the natural reset in travel patterns that occurs at that time and to capture the largest possible share in ridership growth.

Staff has established a critical path designed to achieve a target implementation date of new services by mid-August 2019. The following chart describes the key actions that are required to meet the target date.

Engagement with the public, existing transit users and community stakeholders will continue to occur throughout the pre-implementation period in order to ensure that the final results are effective and appropriate.

Action	Importance	Target Date
Presentation of Greater Sudbury Transit Action Plan Report to Council.	Council approval of new network required prior to implementation.	February 2019
Development of new Wayfinding Tools and Customer Information	Replacement of most of the system's customer information materials is required because of the route changes. These costs will be supported under the Public Transit Infrastructure Fund. Preliminary work has occurred and production of new customer information material will proceed based on Council approval of the plan.	Presently being developed for production of material by June 2019

Communication, Marketing and Image Refresh	A successful transition to a new Transit Network is also dependent on a clear communication plan to ensure that all users and potential users of the service receive and understand the new services. This is an optimum time for Greater Sudbury Transit to adopt a new approach to communications, along with a refreshed look that will inspire a new confidence in the transit system, with the ultimate goal of increasing ridership.	Communication, Marketing and Image Refresh initiative to be launched subject to Council approval of Transit Action Plan. March to August, 2019
Review of bus stop locations	Assessment of bus stop locations based on new route patterns required prior to relocation of identified stops.	Assessment will occur in April for relocation in July 2019
Operator Work Assignment	New work assignments will be generated and must be ready for a July 2019 sign up period as per the collective bargaining agreement.	May to July 2019

## References

Transit Contactless Smart Card Technology, City Council Meeting, September 25, 2018  
<https://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&id=1247&itemid=14632&lang=en>

Affordable Transit Fare Structure, City Council Meeting, June 26, 2018  
<https://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&id=1243&itemid=15177&lang=en>

Draft – Greater Sudbury Transit Action Plan – Better Routes. Better Schedules. Better Service. City Council Meeting, January 23, 2018  
<https://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&id=1234&itemid=13581&lang=en>

Greater Sudbury Transit Action Plan – Better Routes. Better Schedules. Better Service. City Council Meeting, June 13, 2017,  
<https://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&id=1129&itemid=13378&lang=en>

Public Infrastructure Fund, City Council meeting, November 22, 2016  
<http://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&id=955&itemid=12277&lang=en>