

COMMITTEE AGENDA



CONSOLIDATED AS OF JUNE 3, 2016

TO **Public Services Committee**

DATE Wednesday, June 8, 2016

LOCATION Council Chambers, Guelph City Hall, 1 Carden Street

TIME 5:00 p.m.

DISCLOSURE OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

CONFIRMATION OF MINUTES – May 2, 2016 open meeting minutes

PRESENTATIONS (Items with no accompanying report)

~~James R. Taylor, President of Trees for Guelph, presenting the Trees for Guelph 2015 Annual Report.~~

CONSENT AGENDA

The following resolutions have been prepared to facilitate the Committee's consideration of the various matters and are suggested for consideration. If the Committee wishes to address a specific report in isolation of the Consent Agenda, please identify the item. The item will be extracted and dealt with separately. The balance of the Public Services Committee Consent Agenda will be approved in one resolution.

ITEM	CITY PRESENTATION	DELEGATIONS	TO BE EXTRACTED
PS-2016.9 Snow Disposal Facility - Requirements			
PS-2016.10 Guelph Transit Growth Opportunities (Attachment #2 – Hard Copy Brochure)	Phil Meagher, General Manager, Guelph Transit		✓

Resolution to adopt the balance of the Public Services Committee Consent Agenda.

ITEMS EXTRACTED FROM CONSENT AGENDA

Once extracted items are identified, they will be dealt with in the following order:

- 1) delegations (may include presentations)

-
- 2) staff presentations only
 - 3) all others.

STAFF UPDATES AND ANNOUNCEMENTS

ADJOURN

NEXT MEETING – July 4, 2016



MOVING GUELPH
FORWARD:
Options for Guelph Transit

Guelph
Transit
On Your Way



Guelph Transit is in the business of moving people throughout the community in an efficient and effective manner. To do that, the City of Guelph and Guelph Transit are committed to **re-evaluating, re-visioning** and **renewing** its service offering and related infrastructure.

The re-evaluating of our transit service began in 2015 with the Route Review and Rationalization project. Transit riders and community members shared their concerns and needs, enabling us to recommend service changes for 2017. This report identifies those immediate, recommended route service changes while highlighting potential long-term areas of growth related to service enhancements and infrastructure—re-visioning the system.

Moving Guelph Forward lays the foundation for the City to update its 2010 Guelph Transit Growth Strategy and Plan. In 2017, the City will continue to move towards a renewed vision for transit with work on the Guelph Transit Strategy, the Transportation Master Plan and the Growth Plan. Together, these three documents will provide the roadmap for moving people and goods throughout the city while ensuring Guelph is well-designed, safe, appealing, sustainable and inclusive of all modes of transportation.

- 4 A community on the move
- 8 The evolution of transit

RE-EVALUATING

- 10 A plan for progress
- 14 Knowing where we travel
- 18 Changing for the community

RE-VISIONING

- 24 Planning for the future
- 28 Just one option
- 34 The roadmap



39 RENEWING >>

>> A COMMUNITY ON THE MOVE



Guelph is a growing, dynamic and innovative community—a great place to call home and build a business.

Guelph's long-term average annual predicted rate of growth of 1.6 per cent places it as one of the fastest-growing Canadian municipalities. The city's population at the end of 2015 was an estimated 130,000 and under the Growth Plan for the Greater Golden Horseshoe is projected to increase to 175,000 by 2031.

Over the past year, the city's population growth was estimated to be 1.6 per cent, employment growth was 9.1 per cent, with 72 per cent of the population holding a job, and the unemployment rate was down to 4.2 per cent. As the Bank of Montreal noted in their January 8, 2016 Regional Labour Market Report Card, Guelph has robust job growth and population inflows that make it the best city in which to find a job.

As Guelph becomes more attractive for business, the City of Guelph (City) has an increased responsibility to ensure the efficient flow of people and goods through the community—transit is vital to ensuring the city continues to move.

VALUE OF TRANSIT

- reduces road congestion efficiently getting people where they need to go
- reduces reliance on automobiles
- reduces environmental impacts: simply put, more people on the bus, less cars on the road, less total energy used and pollution created
- improves access to employment, education, healthcare, services and amenities
- improves mobility, accessibility and civic participation
- connects people with people and places
- provides alternative options
- attracts people and business to the community
- supports community growth

BENEFITS FOR GUELPH

The development of a strong vision and renewed strategic plan for Guelph Transit will be beneficial not only to transit riders but for growth of the city.

Official Plan Amendment 48 identifies locations within the city that will support transit enhancement, while also noting the role transit plays in land use and transportation planning. A coordinated approach to planning and growth across all areas of the city, including transit, will ensure the continued creation of an inclusive and diverse community.

Todd Salter
General Manager, Planning, Urban Design and Building Services

In 2010, the City of Guelph, Belmont Equity Holding Inc., and Guelph Land Holdings Inc., developed the Hanlon Creek Business Park (HCBP) Phases 1 (122 acres) and 2 (141 acres).

The successful build-out of the HCBP has been identified by the City of Guelph in its *2010 Employment Lands Strategy* as being critical for the City to achieve its employment growth targets and sustain its economic base. As HCBP is competing for new business investment in a highly competitive market place, the need to respond to market demands and expectations becomes imperative.

Concerns have been raised by prospective and current HCBP businesses regarding the lack of public transit. The absence of public transit within the HCBP has raised concerns regarding the inability to attract employees or result in higher than acceptable employee absences.

We have also received similar concerns regarding the frequency of public transit service to current employment lands within the city's northwest industrial and Watson business parks. While advanced manufacturing and other processing related activities continue to operate within these two employment parks, we have also seen an increased interest in potential service based

businesses locating within these areas. Service-based businesses typically employ people who rely on public transit. Recent investment prospects have indicated concerns regarding the frequency of current public transit, specifically with respect to poor evening hour and weekend service. In some cases these concerns have contributed to some prospects not proceeding with their investments.

Business Development and Enterprise is working with Infrastructure Ontario to position the Guelph Innovation District (GID) for private sector investment. The GID is a multi-purpose district, the development of which will significantly contribute to the city's employment and population growth targets. In great part, the GID includes opportunities for industrial, commercial and institutional investment which will require the planned support of a public transit system.

Peter Cartwright
General Manager, Business Development and Enterprise



With respect to downtown renewal, starting to address higher-order transit to Downtown Guelph is integral to meeting objectives and targets as diverse as built form, street design and parking ratios embedded in the Downtown Secondary Plan, Parking Master Plan and the Streetscape Manual.

The growth of Downtown Guelph's economic vitality relies on increasing access to the area to support commercial, community and employment activities. One of the key drivers to achieving this access, without over-planning for cars, is increased transit capacity and more importantly achieving a broader constituency choosing transit and other modes more regularly.

On a more detailed level, it is Downtown Renewal's sense that the radial network with buses converging on Guelph Central Station is at its limit, and the shared use concepts for downtown streets would benefit from reducing some of that constant transit activity while growing the citywide system capacity and downtown's connection to it—a tricky balance to be sure.

Downtown Renewal supports efforts to integrate downtown into a citywide mobility plan that produces real modal share change.

Ian Panabaker
Manager, Downtown Renewal

>> THE EVOLUTION OF TRANSIT

Guelph was founded on April 23, 1827. Almost 68 years later, on April 30, 1895, the City established Guelph Transit. The original street system covered 88 square kilometers, and all routes served St. George's Square.

Over the next century, the transit system expanded to meet the needs of the growing community.

On January 3, 1992, the City and Guelph Transit introduced mobility service—a specialized shared-ride program to provide accessible-door-to-accessible-door transportation within the city. This service is still offered to community members.

Two years later (1994), the City became one of the first transit providers in the country to enter into an agreement with an educational institution to provide a universal bus pass (UPass) for students. The UPass allows students unlimited access to the transit system. By making this a compulsory fee for all students, the pass is provided at a lower rate.

That same year, bus operators covered 4.5 million kilometres enabling 6.9 million riders to get to and from their destinations.

Today, Guelph Transit operates a 22 conventional route service and mobility service, seven days a week from 5:45 a.m. to 12:45 a.m. with reduced hours on Sunday and holidays (9 a.m.–6:45 p.m.).

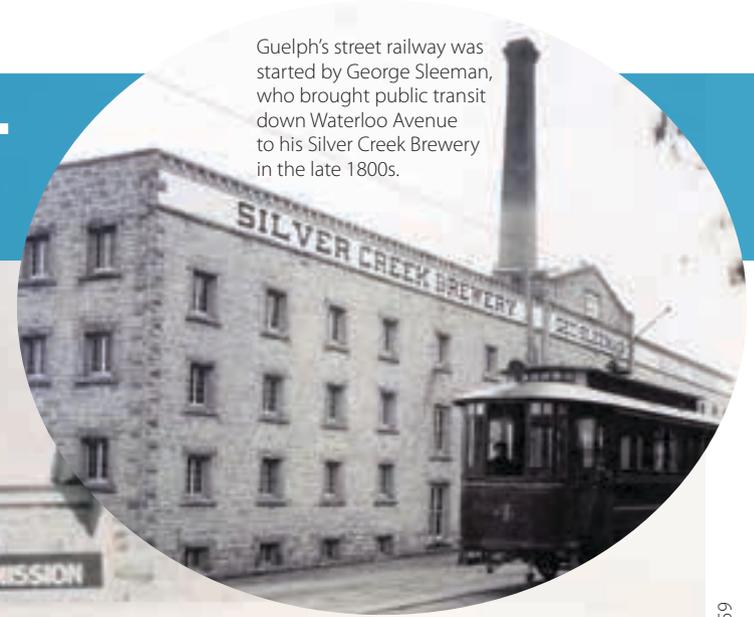
Residents can access third party transportation from the Guelph Central Station.

- **GO Bus** – daily intercity service east and westbound (Toronto to Guelph to Kitchener)
- **GO Train** – Monday to Friday, twice in the morning (eastbound) and afternoon (westbound)
- **VIA Rail** – daily east and westbound
- **Greyhound** – daily intercity service east and westbound (Toronto to Guelph to Kitchener)

ALL OF THIS IS ONLY THE START.

The City's transit system will continue to expand alongside the community —just as it has since 1895.

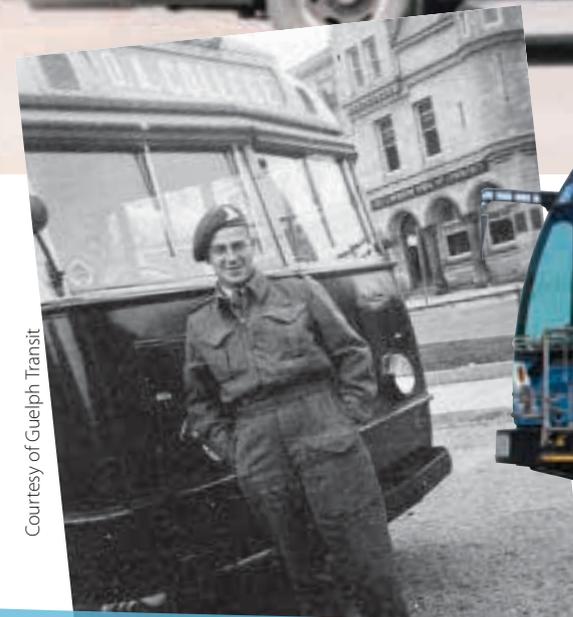
Year	Km travelled annually (millions)	Hours of Service ('000)	Passenger annually (millions)	Size of fleet	Cash fare price	Number of routes
2014	4.5	291	6.9	72	\$3	22
2013	4.8	307	6.9	72	\$3	22
2012	5.1	307	6.5	73	\$3	22
2011	4.4	243	6.3	69	\$3	23
2010	4.3	242	6.2	65	\$2.75	23
2009	4.5	246	6.1	65	\$2.75	21
2008	4.3	251	5.4	68	\$2.25	21
2007	3.9	201	4.9	68	\$2.25	21



Guelph's street railway was started by George Sleeman, who brought public transit down Waterloo Avenue to his Silver Creek Brewery in the late 1800s.



City bus in front of the bus barns on Waterloo Avenue, circa 1945



Courtesy of Guelph Transit



Bus driver Elmer Lovegrove started with Guelph Transit as a track boy for the streetcars and was a transit inspector when he retired after 49 years.

Courtesy of Guelph Museums - 1981_67_2

Courtesy of Guelph Museums - 1988_30_59

>> A PLAN FOR PROGRESS

RE-EVALUATING



In 2010, the City completed the Guelph Transit Growth Strategy and Plan and Mobility Services Review. This review examined the City's existing transit service offering and explored future options that would enable the City to meet changing social, economic and planning needs of the community.

As noted in the report the success of transit is tied to various policies, practices and legislative requirements. The following plans were reviewed and considered during the development of the report.



PROVINCIAL PLANS

Places to Grow Act (2005) and the Growth Plan for the Greater Golden Horseshoe (2006)

The Growth Plan for the Greater Golden Horseshoe, 2006, as updated by Amendment 2 in June 2013, provides many transit-related policy directions including: promoting the development of transit-supportive densities; multi-modal transportation networks anchored by efficient public transit; and offering a balance of transportation choices, promoting transit, cycling and walking. With respect to "Moving People" (Section 3.2.3), the Growth Plan states that "Public transit will be the first priority for transportation infrastructure planning and major transportation investments" and provides criteria that all transit planning and investment decisions are to consider.

CITY OF GUELPH PLANS

The Official Plan

The City's Official Plan is a statement of goals, objectives, and policies that guide development of the City to the year 2031. The Official Plan was recently updated in three phases. Official Plan Amendment (OPA) 48, the final phase of the Official Plan Update, ensures that the plan is in conformity with provincial legislation and plans; is consistent with the Provincial Policy Statement; and incorporates City master plans, studies and documents. OPA 48 was adopted by Council in June 2012 and approved by the Ministry of Municipal Affairs and Housing in December 2013. It is currently under appeal in its entirety to the Ontario Municipal Board.

OPA 48 is supportive of transit and proposes "transit-supportive" densities in key areas of the City in keeping with the City's Growth Management Plan. In particular, OPA 48 identifies the Downtown, the five Community Mixed-use Nodes, the six Intensification Corridors, the Greenfield Area and Employment Lands as supporting transit in the long term. OPA 48 includes several key policies that emphasize the importance of transit and the need to coordinate land use, transportation and transit planning.



Strategic Plan

The Strategic Plan (2012-2016) identifies areas of focus and direction for the City. Specifically, the plan identifies that the City will "deliver better public service" while "ensur[ing] a well-designed, safe, inclusive, appealing and sustainable city." As the City focuses on building Guelph, they will take action to "be economically viable, resilient, diverse and attractive for business." Redefining Guelph Transit will aid in improving the economic viability of the community.

Community Energy Initiative

Developed as the result of taking a proactive approach to curbing energy use in a global climate, the Community Energy Initiative recommends that the City reduce its energy use by "identif[ing] high volume routes where high quality cost-competitive light rail or low-impact buses could be used."

Other related plans

- Recreation, Parks and Culture Strategic Master Plan
- Prosperity 2020 Phase 1: Economic Base Analysis Report
- Guelph-Wellington Transportation Study, July 2005
- Metrolinx Regional Transportation Plan
- Accessibility for Ontarians with Disabilities Act



THE OPPORTUNITY...

The report included recommendations that laid out a vision for Guelph Transit and have guided the City's transit related decisions and actions over the past six years.

As a result of the consultation process and needs assessment, the following vision statement was recommended for Guelph Transit and adopted by Council as part of the overall strategy.

Guelph Transit is the preferred transportation mode for the residents, employees and visitors of Guelph over the single occupant vehicle.

Upon completion of the review, it was recommended that the City work towards the implementation of 81 recommendations. The City has successfully completed 44 recommendations (54 per cent), one was completed but unsuccessful, one is considered ongoing, six are in progress, 13 were not started and there are no future plans for implementation, and the remaining 16 will be considered as part of a revised Transit Strategy. The following highlights a few of the completed recommendations.

- Built Guelph Central Station, a multi-modal transportation terminal in downtown Guelph
- Extended the transfer window from 60 minutes to 90 minutes with no restriction on route selection other than time
- Scheduled bus routes to enable commuters to connect with the new GO Train service
- Interlined routes at Guelph Central Station and the University Centre Terminal based on the results of a transfer trace
- Transitioned the conventional fleet to 100 per cent fully-accessible, low-floor vehicles

- Increased mobility service capacity with the addition of an extra vehicle and a third party contractor
- Expanded the taxi script program for all registered mobility customers
- Introduced a Travel Training program to increase the use of conventional service by mobility customers
- Identified improved passenger amenities at stops along the future Gordon/Norfolk/Woolwich Bus Rapid Transit corridor as it moves towards implementation

Internally, the City has integrated public transit into the planning of active transportation methods such as walking and cycling, and Transportation Demand Management initiatives to ensure that the community has access to the most robust options available.

The City has also implemented design and service standards for transit services, and developed key performance indicators to monitor and manage system performance, all with the intent on improving the riders' experience.

Since 2010, the City has seen a 1.6 per cent increase in overall ridership and approximately a 10 per cent increase in revenues.

Year	Km travelled annually (millions)	Passengers Annually (millions)	Revenue (millions)	R/C Ratio	Subsidy
2014	4.5	6.9	10.0	39	61
2013	4.8	6.9	10.2	42	58
2012	5.1	6.5	10.3	46	54
2011	4.4	6.3	9.7	46	54
2010	4.3	6.2	9.0	48	52

...AND CHALLENGE

Throughout the implementation of the 2010 review, the City and Guelph Transit had to balance implementation of the 81 recommendations with changing and competing corporate and department priorities. Coupled with budget restrictions and limited resources, it was not feasible to see all recommendations through to completion.

>> KNOWING WHERE

WE TRAVEL

RE-EVALUATING

THE COMMUNITY CONSENSUS:
Transit service can be improved by making some changes to routes and schedules.

In 2014, Guelph Transit consulted with the Guelph Transit Planning Committee and Operators regarding the proposed route changes. It was their valuable feedback that helped to shape the proposed frequency and route changes that were presented to the public as the Route Review and Rationalization project.

Consultation for the Route Review and Rationalization project ran between January and March 2015, and included an observation exercise, surveys, open houses and an online forum.

FINDINGS

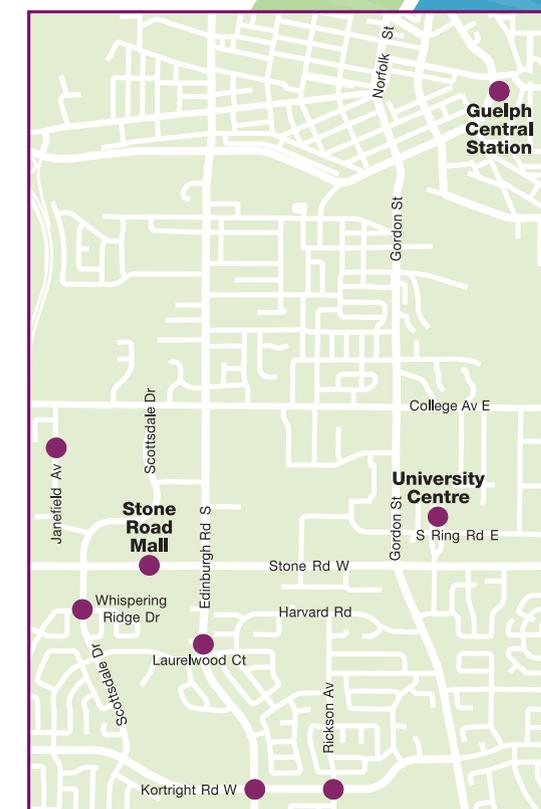
Observation exercise

Between 1 and 6:30 p.m. on January 15, 2015, Guelph Transit employees recorded the number of passengers travelling on each route and where they were headed. This single activity captured 13,900 passengers or approximately 40 per cent of the total trips on that day.

The following map shows the pairs of stops (origin and destination) which had the highest number of riders. Not surprising, the busiest bus stops in the city were the University Centre, Guelph Central Station and Stone Road Mall with approximately 9,000, 6,000 and 500 daily passengers boarding buses respectively

Of the eight routes, all run along the Woolwich/Norfolk/Gordon Street corridor and seven start or end at the University Centre.

- Guelph Central Station and the University Centre
- The University Centre and Stone Road Mall
- The University Centre and Kortright Road/Edinburgh Road
- The University Centre and Edinburgh Road/Laurelwood Court
- The University Centre and Kortright Road/Rickson Avenue
- The University Centre and Scottsdale Drive/Whispering Ridge Drive
- The University Centre and 53 Janefield Avenue
- Guelph Central Station and Stone Road Mall



Rider survey

Between January 15 and 31, 2015, transit riders were handed a short survey to complete. The survey was also available on guelph.ca/transit. 7,900 surveys were returned and evaluated as part of the project.

Based on survey results, riders were fairly evenly split on their satisfaction with the overall service provided by Guelph Transit (39 per cent very satisfied or satisfied vs. 34 per cent dissatisfied or very dissatisfied). The following chart summarizes rider satisfaction with specific aspects of Guelph Transit service.



overall service
39%
 very satisfied or satisfied

	Very satisfied/satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Dissatisfied/very dissatisfied	N/A
Bus routes	33%	26%	8%	15%	18%	0%
Frequency service	22%	22%	9%	20%	26%	0%
On-time service	21%	20%	9%	17%	32%	1%
Making connections to main transfer points	35%	16%	15%	11%	16%	8%
Making connections to GO Trains	14%	6%	22%	3%	5%	50%
Bus stop locations	39%	22%	13%	14%	12%	0%
Cleanliness	57%	20%	12%	6%	5%	1%
Safety	61%	17%	10%	7%	5%	1%
Cost	39%	17%	18%	10%	11%	6%
Variety of fare options	32%	13%	23%	6%	7%	19%
Customer service	40%	21%	16%	8%	12%	4%
Availability of information	38%	20%	19%	8%	11%	3%

Colour boxes indicate majority of responses for a given statement.

Public survey and open house

The City conducted an additional online survey between January 30 and February 5, 2015, during which residents were asked for feedback about their customer experience (1,487 surveys completed). Community feedback was also received through email, phone and online comments.

Between January and March, the City held three public information sessions (more than 400 participants) and used MindMixer (188 participants, 592 interactions) to gather public input. Guelph Transit also received more than 200 written responses from the public information sessions and emails. MindMixer is an online forum for sharing and collaboration.

Across all communication channels, common themes emerged from the feedback received.

- Support for route changes (63 respondents)
- Opposed to route changes (46 respondents)
- Liked proposed transit service along the Woolwich/Norfolk/Gordon Street corridor (39 respondents)
- Liked 10-minute frequency (24 respondents)
- Requested new/changed bus stop(s) (20 respondents)
- Did not like the transfer between west Guelph to Stone Road Mall/University Centre (12 respondents)
- Thought that more bus capacity will be needed between Guelph Central Station and the University Centre (11 respondents)

The City's website was kept up-to-date and received 4,452 unique visits and 6,971 total visits during consultation.

The route review and rationalization project was promoted and shared through social media (Twitter: 56 re-tweets of campaign messages; Facebook: 22 shares and nearly 1,700 views of one message), advertisements, posters and media releases.

200
 written responses

1,487
 surveys completed

open house
400
 participants

592
 MindMixer interactions

- The minimum levels of service used for this review included:**
- 30-minute bus frequency;
 - 400 metres walking distance to a bus stop for 90 per cent of the population;
 - 400 metres average distance between bus stops; and
 - Hours of service for most routes
 - Monday to Saturday: 5:45 a.m. to 12:15 a.m.
 - Sunday and statutory holidays: 9:15 a.m. to 6:45 p.m.

>> CHANGING FOR THE COMMUNITY

RE-EVALUATING

To support the community's current needs and travel demands and Guelph's projected growth, the City and Guelph Transit are recommending changing the frequency of service on some routes, and changing or adding new routes. While these changes will address today's needs, they are being recommended with consideration of potential service and system changes in the future.

The recommended frequency and routes changes are designed to:

- Reallocate buses where the City could best match transit capacity with existing passenger demand;
- Improve the reliability of the service to maintain scheduled stops by matching measured travel times with scheduled times; and
- Maintain or improve minimum levels of service on all routes.

The end result for the community will be a consistent, reliable service that better accommodates existing transit demands and works towards increasing transit use.



FREQUENCY CHANGES

As of January 1, 2016, the City introduced service frequency changes to help achieve budgetary needs, which included a reduction in service frequency on statutory holidays and throughout the summer months.

Regular service (September 1–April 30)

Monday to Friday

Hours of operation: 5:45 a.m. to 12:15 a.m.

Service frequency: 20 minute peak service from 7 to 9:40 a.m. and 2 to 5:40 p.m.; 30 minutes off-peak service

Saturday

Hours of operation: 5:45 a.m. to 12:15 a.m.

Service frequency: 30 minute service all day

Sunday

Hours of operation: 9:15 a.m. to 6:45 p.m.

Service frequency: 30 minute service all day

Summer service (May 1–August 31)

Monday to Friday

Hours of operation: 5:45 a.m. to 12:15 a.m.

Service frequency: 30 minute service all day

Saturday

Hours of operation: 5:45 a.m. to 12:15 a.m.

Service frequency: 30 minute service all day

Sunday

Hours of operation: 9:15 a.m. to 6:45 p.m.

Service frequency: 30 minute service all day

Statuary holidays

Hours of operation: 9:15 a.m. to 6:45 p.m.

Service frequency: One (1) hour service all day

For 2017, the City is proposing changes to peak service on routes with historically light passenger loads. Changing service frequency from 20 to 30 minutes on these routes would allow the City to reallocate buses to routes with higher occupancy loads. This change would improve the customer experience and reduce the number of under-used buses. Travel times have been checked on all routes to ensure that schedules can be maintained during peak and off-peak periods.

It is recommended that peak service be reduced to 30 minutes for the following routes:

- 2 A/B City Loop;
- 4 York;
- 9 Waterloo;
- 10 Imperial;
- 13 Victoria Road Recreation Centre;
- 16 Southgate; and
- 20 Northwest Industrial.

Guelph Transit will propose reinstatement of 20 minute peak service on the following routes should budget become available.

2019: 9 Waterloo, 10 Imperial and 13 Victoria Road Recreation Centre

2020: 2A/B City Loop

2021: 4 York, 16 Southgate and 20 Northwest Industrial



ROUTE CHANGES

Recognizing the need to improve service along one of the busiest corridors in the city (Woolwich/Norfolk/Gordon Street), the City is recommending a new route that would run north/south throughout the day.

With buses running every 10 minutes, the new route will reduce the need for radial routes to meet downtown or at the University Centre at the same time, and provide frequent, predictable, reliable and consistent service for riders.

The proposed route will not deviate to Guelph Central Station as timing tests have shown that the bus would not be able to adhere to the schedule time. Transit riders can either walk to the proposed stop at Macdonnell Street (approximately 200m) or they will be able to take a bus from Guelph Central Station to a stop along the corridor.

To support the Woolwich/Norfolk/Gordon Street route, the following changes would be implemented.

1A/B College Edinburgh

- 10-minute peak service, 30-minute off-peak service

2A/B City Loop (formerly 2A/B West Loop and 3A/B East Loop)

- Service along major roads looping the city providing connections to cross-town east-west and north-south routes
- Service includes Victoria Road, Stone Road, Edinburgh Road, Wellington Street, Elmira Road and Woodlawn Road; service to University Centre
- Changes were influenced by public consultation

3 Westmount

- Service between Guelph Central Station and Westmount Road, including inbound stop location at St. Joseph's Health Centre; passengers on the outbound route can either walk from Westmount Road or remain on the bus for a short time as the bus loops for the inbound route
- Service includes Burns Drive, a high-density residential area

5 Clair (formerly 5 Gordon)

- Service between Guelph Central Station, the University Centre and the south end of Guelph, including Victoria Road, Colonial Drive, Goodwin Drive, Clair Road and Gordon Street
- This route does not serve the existing bus stops along Goodwin Drive between Beaver Meadow Drive and Farley Drive due to difficulties and delays turning left from Goodwin Drive onto Farley Drive. Should traffic issues at the intersection of Goodwin and Farley Drive be resolved, this route could be reviewed.
- Parking restrictions may be required at the curve along Goodwin Drive to ensure that buses can pass
- Changes were influenced by public consultation

8 Stone Road Mall

- Service along Edinburgh Road between Wellington Street and College Avenue
- The route will no longer travel on Water Street, Maple Street and Forest Street. The riders can access the route from Edinburgh Road
- While the new route provides more direct service for the majority of the passengers who use stops mid-route to access the commercial area near Municipal Street or the high-density residential development near Water Street, a small number of passengers who live in the vicinity of Maple Street and Water Street will have to walk further to transit.

9 Waterloo

- Service along Fife Road and West Acres Drive

10 Imperial

- Service to the west side of Guelph, including West Acres Drive, Elmira Road, the West End Community Centre, and Conestoga College
- Increased travel/service time from 30 minutes to 60 minutes. This increase is proposed to maintain connections between the downtown and the West End Community Centre, to improve schedule adherence by providing additional time to complete the route, to increase neighbourhood access to transit, and to cover bus stops no longer served by routes 9 and 11.

11 Willow West

- Service loop along Dawson Road, Speedvale Avenue, Silvercreek Parkway and Willow Road
- Transit priority measure in the form of an advance green signal turning left from Dawson Road onto Speedvale Road, to reduce transit delay and allow the loop to continue to run counter clockwise
- Improves transit service for the commercial area along Silvercreek Parkway between Speedvale Avenue and Willow Road
- Changes were influenced by public consultation

13 Victoria Road Recreation Centre

- Service along Victoria Road and Eramosa Road
- Improves schedule adherence by reducing route distance
- Service to Watt Street will be accommodated by 14 Grange

14 Grange

- Service to Watt Street along Starwood Drive and Auden Road
- Includes bus stops on Watt Street no longer served by route 13
- Parking restrictions may be required along Watt Street to ensure that buses can get through

16 Southgate

- Service to the Hanlon Industrial Park
- Changes were influenced by public consultation

21 Speedvale (new)

- Service along Speedvale Avenue and Victoria Road
- Reduces gap in coverage on Victoria Road and Speedvale Avenue; however, passengers wanting to travel downtown will have to transfer to another bus route

50 Stone Road Express

- 10-minute peak service, 20-minute off-peak service

56 Victoria Express

- Service along Gordon Street, Gosling Gardens, Clair Road, Goodwin Drive, Colonial Drive and Summerfield Drive
- Improves service to the Westminster neighbourhood
- Changes were influenced by public consultation

Changes to the following routes are not currently proposed.

- 4 York
- 6 Harvard Ironwood
- 7 Kortright Downey
- 12 General Hospital
- 15 University College
- 20 Northwest Industrial
- 57 Harvard Express
- 58 Edinburgh Express



WORTH NOTING

Guelph Transit supports the proposed route and frequency changes; however, there are some limitations and/or considerations to consider.

Passenger overloads may still be experienced during peak periods due to limited resources. When passenger overloads occur, buses pass by passengers waiting at bus stops. The proposed route and schedule changes are expected to reduce the frequency of passenger overloads and to make more efficient use of the buses.

Passenger loads will be light at certain times and locations (i.e., late evenings and at city limits). Minimum service standards require that buses cover the city throughout the day to ensure passengers have adequate access to transit.

Due to the relocation of buses, these changes will result in reduced transit service in areas of the city with lighter ridership, inconveniencing some passengers. However, the proposed route and schedule changes are expected to benefit the majority of passengers and will aid in increasing overall ridership.

Proposed routes have been carefully timed; however, any modification or route delay could result in late trips. This will also impact all subsequent trips and transfers.

>> PLANNING FOR THE FUTURE

RE-VISIONING



With the assistance of AECOM, Guelph Transit undertook the Transit Priority Project in 2015 to gain insights on improvements that would enhance transit within Guelph. The study looked at long-range challenges facing Guelph (population growth and travel demand), and ultimately recognized the need to invest in the future of transit.

The recommendations identify opportunities to help the City achieve its target of a 15 per cent transit modal split over the next 20 years.

If Guelph is to remain attractive to residents and businesses, the City's transit service will need to adapt and attract new riders. Transit priority measures including Bus Rapid Transit (BRT) will play a significant part in keeping Guelph a green, attractive and mobile city for the next generation.

Transit priority measures can give an advantage to buses and/or can facilitate the faster movement of all vehicles. BRT is a high-quality rapid transit service that runs on asphalt rather than on rails and, in many ways, operates more like a rail system than a conventional local bus system. BRT offers a faster, more reliable transit service without the large capital costs of rail. BRT is offered alongside conventional transit, providing service along corridors with the highest volume of passenger activity.



FINDINGS

After reaching out to Guelph Transit staff, various City departments and the Transit Advisory Committee, and conducting in-person, web-based consultation, three workshops and a public event, clear themes emerged regarding transit priority measures.

Safety for pedestrians, cyclists and drivers

It was felt that certain transit priority measures, especially roundabouts and channelized right turns, would be dangerous for pedestrians and cyclists and roundabouts may make drivers nervous. It was noted that heavy education would need to be put in place while implementing these measures. Comments also recognized that safety for persons living with a physical disability, including a visual impairment, needs to be taken into account when implementing transit priority measures and BRT.

Channelized lanes can improve pedestrian safety when designed well, and roundabouts are statistically safer than conventional intersections for both motorists and pedestrians.

Preferred transit priority measures

(queue jump lanes, transit signal priority and transit-only signals)

Participants felt that these measures would efficiently improve the speed and reliability of transit.

Minimize negative impacts

Throughout the feedback it was noted that transit priority measures had to improve the speed and reliability of transit without negatively impacting auto drivers, cyclists or pedestrians. Respondents indicated they did not wish to eliminate bike lanes to make room for transit-only lanes.

Fleet and storage

It was recognized by participants that the City would need to invest in more buses to provide optimal service.

If additional buses are purchased, Guelph Transit would require a new, larger transit facility, requiring budget.

Parking

There were various comments regarding parking with some respondents feeling the most effective way to solve transit problems was to enforce and add new parking restrictions. Other comments noted that paid parking and tight restrictions would hinder people from visiting the downtown.



Accessibility

Questions were received regarding the ability of new measures being able to enable appropriate access to transit for persons living with a disability, are elderly or are living with a lower income.

Coordination

It was suggested to plan the Guelph Transit Priority Project concurrently with other City projects to ensure a cohesive process that works for the community and City.

Traffic congestion

Feedback received noted concerns around increased traffic congestion as the result of BRT (during construction as well as ongoing congestion). It is clear from the comments that residents are unsure how BRT, other vehicles, cyclists and pedestrians would function in the same space or vicinity.

Destinations/proximity

When choosing a corridor for BRT, proximity to important places such as shopping malls, schools and local businesses was important.

Cost

Understandably questions were received regarding the City's ability to finance large transit improvements. Related comments suggested that Guelph was too small to warrant BRT and preferred the corridor options with the least amount of expenditure.



FUTURE DEVELOPMENT

One theme that emerged was the need to choose the best corridor option that would service the community in the future instead of just planning for right now.

>> CONSIDERING ALL OPTIONS

Today's transit system isn't perfect. But with tweaks, the system can work more efficiently. As the City looks into the future, increased population and employment opportunities will put increased demands on road and trail networks within the city.

This increased demand will facilitate the need to establish new or alternate transit services for the community. Improvements to transit will not be made in a silo. The City will be working on its Transportation Master Plan and Growth Update in 2017 and 2018. When coupled with a renewed Strategic Plan for Guelph Transit, these three documents will enable the City to move forward on its vision for the future as laid out in the City's latest amendment to the Official Plan, OPA 48.

The City may choose to keep Guelph Transit's existing vision statement—Guelph Transit is the preferred transportation mode for the residents, employees and visitors of Guelph over the single occupant vehicle—but the system itself will need to be accessible, adaptive, attractive, connective, sustainable and at the centre of future planning.

A progressive transit system will be needed to help shape the city building compact, higher density development in key areas of the city, with less reliance on cars. The city is expanding and has newly developed areas that are not yet served by transit. Increasing transit use and slowing the growth of traffic congestion will reduce the pressure for costly expansion of roads.



TRANSIT OPTIONS

There are three types of transit service a municipality can consider: conventional bus service, bus rapid transit and light rail transit. The City currently offers conventional bus service; however, Guelph Transit will consider the viability of a mixed system to offer riders choice, convenience and accessibility while meeting transportation demands.

Conventional bus service - operating on a timetable that follows a pre-set route that has identified bus stops. Bus service operates on existing roadway in mixed traffic.

- **Conventional feeder service** is comprised of standard or small buses
- **Conventional bus service** is comprised of standard or articulated buses
- **Enhanced conventional bus service** is a slightly faster bus service achieved through technology (transit signal priority) and roadway improvements (queue jump lanes)

Bus Rapid Transit (BRT) is an enhanced conventional bus service using high-occupancy vehicles or a dedicated lane or corridor, where right-of-way is not limited, intelligent transportation systems is utilized, and features increased operating speeds, decreased travel times, as well as increased passenger amenities.

Light Rail Transit (LRT) is a transit rail service using dedicated lanes or corridors where right-of-way is not limited, intelligent transportation systems is utilized, and features increased operating speeds, decreased travel times, as well as increased passenger amenities.



TRANSIT PRIORITY MEASURES

At intersections and along corridors where increased traffic demands often delay transit and motorists, the use of transit priority measures could be used to improve traffic flow and transit on-time performance and effectiveness.

Queue jump lanes – allows transit vehicles to pull ahead of regular traffic that is stopped at an intersection

Reversible lanes – create additional lanes in the peak direction during peak periods. For example, a bus-only lane may be inbound in the morning and outbound in the evening.

Roundabouts – reduce delays caused by traditional four-way intersections

Transit signal priority – allows transit vehicles to enter intersections ahead of other traffic

Reserved bus lanes – provides a bus-only lane to avoid transit delays in mixed traffic and can be implemented on a 24/7 or peak hour basis



JUST ONE OPTION

With three major corridors running north/south and four running east/west through the city, the introduction of BRT and LRT would quickly and efficiently move residents and connect transit to the city's future growth areas. Linking Guelph Transit with Waterloo Region's Grand River Transit and other provincial/municipal partners and operators is integral in developing an efficient system that moves people and goods in and out of the city, rather than within its borders.

Transit along Highway 7 can be extended west to connect with Kitchener. Transit along the Hanlon Express Way can be extended south to increase access from Hamilton, Cambridge and communities south of Guelph. Extending service north and south along the Woolwich/Norfolk/Gordon Street corridor would enable employees working in Fergus or Aberfoyle, Morriston and Puslinch respectively alternate means of transportation in and out of the city. To move people within the city's boundaries, BRT routes can be used on east/west roads such as Speedvale, Stone and Clair.

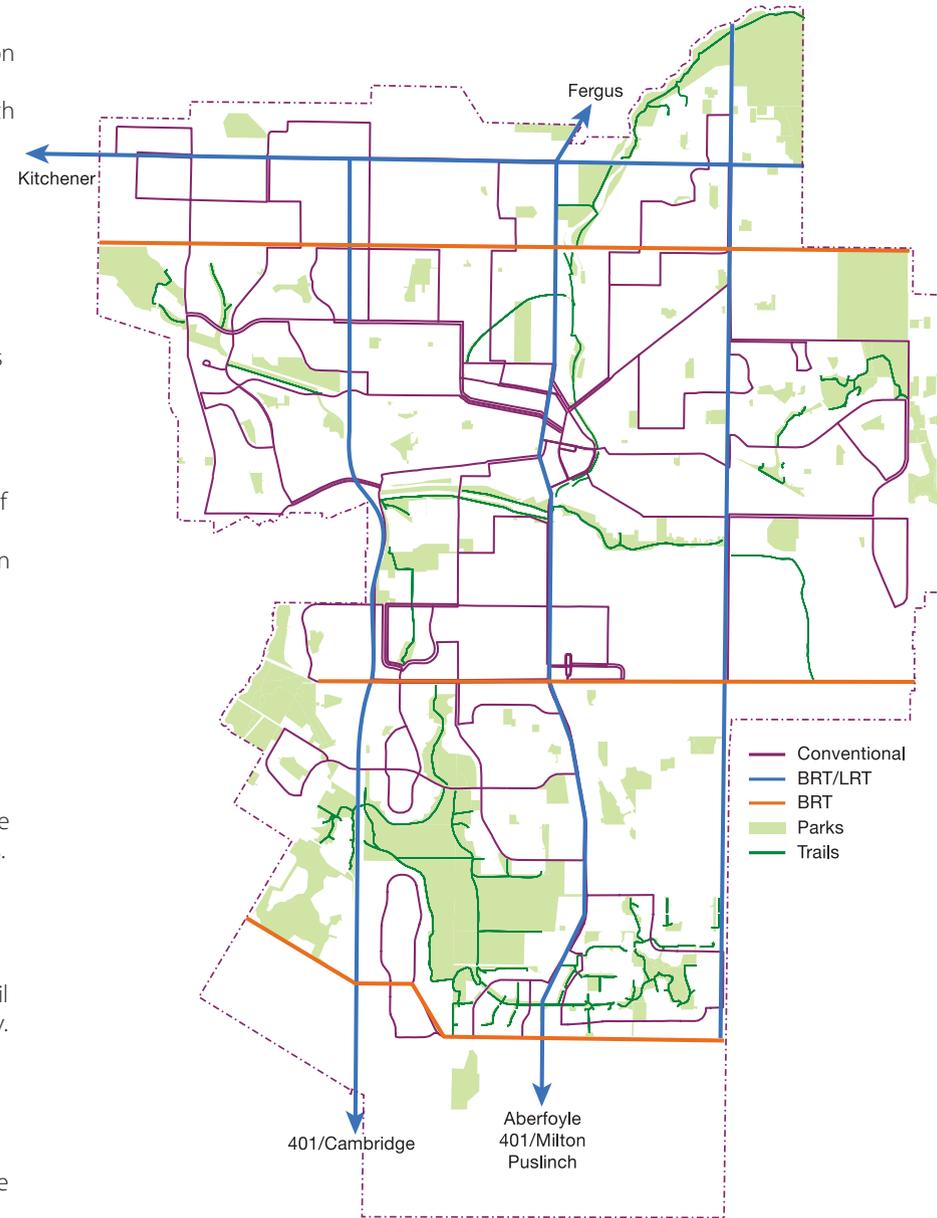
Supporting the rapid transit routes, the City would continue to operate conventional transit service throughout the various neighbourhoods to serve the community's needs—much like today's service.

The vision for Transit's fleet would include the use of community, standard and articulated buses, and rail cars. The goal is to match the transit vehicle to the type of service on the given route and to ridership volumes.

But this ideal transit system would not be created, or operate, in isolation.

Transit is part of the City's active transportation network. Consideration would be given to popular trail networks used by cyclists to move throughout the city. While it may be too far to ride a bike north/south through the city, an individual may wish to ride part way, and then take transit for the remainder.

Transit's speciality programs (mobility service and UPass) would continue to operate, altering to meet the needs to those who use the service.



EXPANDING INVENTORY

To meet the growing transit demands of the community and maximize passenger capacity, it will necessary for the City's bus inventory to grow to support a full BRT system. As participants in the City's 2015 Transit Priority Project noted, the City's bus fleet is not compatible with a true BRT system. The current system could continue to be used for conventional service or a modified BRT system. It should be noted that the City is not able to store or maintain articulated buses in its current transit facility.

A NEW HOME

As the transit system expands, approximately 15 acres of land will be needed to house a new Transit Maintenance and Storage Facility.

The City currently has a number of sites that could be used for this facility, without having to purchase new land. Regardless of where the facility is moved, the current facility could be re-purposed (with renovations) to meet the needs of other City department by housing the City's fleet vehicles.

The result could be surplus land that could be used to offset the City's contribution to the project and provide for further development in Guelph.

Housing options and financial implications for Guelph Transit will need to be explored as part of the strategy developed in 2017 and 2018.

Standard buses
40' and carry 88 riders*

Articulated buses
60' and carry 106 riders*

Light rail transit
carries 150 people per car

*Riders include seated and standing passengers



>> THE ROADMAP

RE-VISIONING

The City has proposed options that will help position Guelph Transit to provide higher-order transit service within Guelph to provide better public service and reach the goal of 15 per cent transit modal split as identified in the Places to Grow, 2006 Growth Strategy. Over the coming years, the City will need to focus its work and resources to implement short-term goals and future transit recommendations.

SHORT-, MID- AND LONG-TERM PRIORITIES

2017

- Add four new buses
- Add 15 new operators
- Introduce Gordon/Norfolk/Woolwich corridor route
- Increase to 10-minute frequency during peak hours on route 1A/B College Edinburgh and 50 Stone Road Express
- Reduce to 30-minute frequency during peak hours on routes 2A/B City Loop, 4 York, 9 Waterloo, 10 Imperial, 13 Victoria Road Recreation Centre, 16 Southgate and 20 Northwest Industrial
- Develop a new Guelph Transit Strategy, ready for Council approval and inclusion in the 2018 Budget

2018

- Add four new buses
- Add 10 new operators
- Introduce route 21 Speedvale
- Begin to implement transit priority measures and transit strategy recommendations

2019

- Add four new buses
- Add six new operators
- Increase to 20-minute frequency during peak hours on Routes 9 Waterloo, 10 Imperial and 13 Victoria Road Recreation Centre
- Increase to 10-minute frequency on Sundays and holidays on Gordon/Norfolk/Woolwich
- Continue to implement transit priority measures and transit strategy recommendations

2020

- Add four new buses
- Add five new operators
- Increase to 20-minute frequency during peak hours on route 2A/B City Loop
- Continue to implement transit priority measures and transit strategy recommendations

2021

- Add four new buses
- Add four new operators
- Increase to 20-minute frequency during peak hours on routes 4 York, 16 Southgate and 20 Northwest Industrial
- Continue to implement transit priority measures and transit strategy recommendations

2022

- Add four new buses achieving spare percentage target for Fleet
- Continue to implement transit priority measures and transit strategy recommendations

2023–2035

- Continue to implement transit priority measures and transit strategy recommendations

FINANCIAL INVESTMENT

Based on studies and reviews conducted to date, the City estimates that \$61.2 million will be required through operating and capital budgets between 2017 and 2021. This funding will enable the City and Guelph Transit to implement and maintain the services recommended through the Route Review and Rationalization and purchase new buses.

Operating budget requirements

2017 – \$3.7 Million
2018 – \$4.2 Million
2019 – \$5.2 Million
2020 – \$5.6 Million
2021 – \$5.9 Million

Capital budget requirements

2017 – \$7.5 Million
2018 – \$7.5 Million
2019 – \$6.9 Million
2020 – \$7.4 Million
2021 – \$7.3 Million

While additional budget will be required to implement larger system or services changes, the City has the potential to partner with other levels of government to ease the burden placed on tax payers. While actual costs will be scoped during the development of the strategy in 2017, capital costs are anticipated to be approximately \$123 million based on the following project estimates.

Item	Unit cost	Units	Total cost
Transit signal priority, queue jump lanes and/or right-turn channelization	\$150,000 to \$600,000	22 to 30 intersections	\$7.5 million
Roundabouts	\$1.1 to \$1.2 million	3 roundabouts	\$3.5 million
Turning movement improvements	\$10,000 to \$250,000	3 intersections	\$270,000
Changing use and/or addition of travel lanes	Needs more study	4 corridors	Needs more study
Improvements to rail crossing	\$200,000	1 rail crossing	\$200,000
Improvements/construction of transit hubs	Needs more study	2 transit hubs	Needs more study
Articulated buses	\$750,000	34 articulated buses	\$25.5 million
New transit storage and maintenance facility	\$86 million	1 new facility	\$86 million
Total (identified to date)			\$123 million

THIRD-PARTY FUNDING OPPORTUNITIES

In 2015, the federal and provincial governments announced that funding would be made available for transit infrastructure—a partnership that would have each level of government, including municipal, covering one-third of the cost of qualifying projects. Moving on this opportunity would alleviate the funding demand placed on the City and ultimately, Guelph taxpayers.

On March 3, 2016, the federal government announced it is providing \$75 million in new funding to the Federation of Canadian Municipalities to reduce emissions and build resilient, low-carbon communities. The Federation of Canadian Municipalities also administers the Green Municipal Fund, a unique program that provides funding to support initiatives in five sectors of municipal activity including transportation. The aim of the fund is to improve air, water, and soil, and mitigate the impacts of climate change.

The government is also committing \$60 billion in extra cash over 10 years to support infrastructure projects, split evenly between public transit, green infrastructure and social infrastructure.

As part of the federal budget released on March 22, 2016, \$3.4 billion was allocated to a Public Transportation Infrastructure Fund, of which Ontario will receive \$1.4 billion. It is anticipated the City will receive \$4 million annually.

Total funding available through the federal budget for infrastructure is roughly \$125 billion over the next 10 years.

Should the City receive support from the federal and provincial governments, the City may only be required to allocate approximately \$41 million for transit related infrastructure improvements. By re-positioning and re-ordering projects already scheduled, the City will be in a position to contribute its portion of funding without adding to the tax base for residents.

The City is exploring the use of Provincial Gas Tax Credits to purchase vehicles needed to support short- and long-term transportation goals.



RENEWING



As Guelph's population and travel demands increase, the City will be confronted with the question of how to accommodate new residents and businesses while alleviating the strain they will place on the existing transportation network.

This document is the start the conversation about higher order transportation and transportation needs before they become problematic. In making transit a priority over the coming years, the City will enhance transit's attractiveness as an alternative mode of transportation. This document does not define what should be done but rather has explored what could be done.

Over the next two years, employees from across the organization will work together to develop long-term strategies and action plans to move Guelph forward. Council and the community will be a part of the transit conversation, providing input and insight into how the higher-order system could work for them. Council will not only provide input over the coming years, they will have a direct hand in moving Guelph forward.

This document was prepared in consultation with the following City of Guelph departments.

- Business Development and Enterprise
- Corporate Communications and Customer Service
- Emergency Services
- Engineering and Capital Infrastructure Services
- Finance
- Information Technology Services
- Intergovernmental Relations, Policy and Open Government
- Legal, Realty and Risk Services
- Operations
- Planning, Urban Design and Building Services



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