

INFORMATION ITEMS

Week Ending May 9, 2014

REPORTS

1. Summer Service: Route 5 and 5A Gordon

CORRESPONDENCE

1. None

BOARDS & COMMITTEES

1. Guelph Police Services Board – Resolution regarding Business Case for Police Facility Renewal

ITEMS AVAILABLE IN THE CLERK'S OFFICE

1. Board of Trustees of the Elliott - Resignation from Ted Young

INFORMATION REPORT



TO City Council

SERVICE AREA Operations, Transit & Emergency Services

DATE May 6, 2014

SUBJECT Summer Service: Route 5 and 5A Gordon

REPORT NUMBER OTES051419

EXECUTIVE SUMMARY

SUMMARY OF REPORT

Guelph Transit has received an increased number of concerns regarding the lack of transit service along Victoria Road South since service in this area ended in mid-April. As a result of this feedback, changes are being made to Route 5 Gordon that will allow for transit service to be provided to this area, from May 12 to August 29.

This report details the new service that will be introduced on Victoria Road South to address the need for service during the summer months, and the resulting impact to the current Route 5 Gordon service schedule.

KEY FINDINGS

There is an increased demand for transit service on Victoria Road South, between Stone Road East and Arkell Road during the summer months.

During the summer months, passengers living in Victoria Road South area do not have access to transit services within transit prescribed service area radius of 400 metres.

Route 5 Gordon will be modified to provide peak service to the Victoria Road South area during the summer months.

FINANCIAL IMPLICATIONS

The cost to communicate this service adjustment is estimated at \$1,000, funded through the approved 2014 transit promotions budget.

BACKGROUND

Route 56 Victoria Express was introduced in September 2012 as a result of expanding south-end residential development and increased demand from the university student population for transit service in the Victoria Road South area.

INFORMATION REPORT



Route 56 Victoria Express is one of four university express routes that provide service to the more densely populated student areas. These buses provide service Monday to Friday during the University of Guelph fall and winter semesters, with the exception of winter break, reading week, statutory and civic holidays.

Since service on Route 56 Victoria Express ended on April 18, Guelph Transit has received an increased number of concerns regarding service along Victoria Road South. The passengers living in this area do not have access to transit services within transit prescribed service area radius of 400 metres.

This report details the new service that will be introduced on Victoria Road South to address the need for service during the summer months, and the resulting impact to the current Route 5 Gordon service schedule.

REPORT

In an effort to improve service along Victoria Road South during the summer months and address the concerns that have been received recently, Guelph Transit will be making temporary changes to Route 5 Gordon. Starting on May 12 and continuing until August 29, Route 5A Gordon, a new summer service route, will be introduced that will provide southbound transit service along Victoria Road South, between Stone Road East and Arkell Road.

Route 5A Gordon will provide service during peak hours only, Monday to Friday, 7-9:45 a.m. and 2-5:45 p.m., with a bus stop located at 1035 Victoria Road South. Service on the new Route 5A Gordon can only be provided during peak service times as upcoming construction on Stone Road East, between Gordon Street and Victoria Road South will require the bus to travel along College Avenue East to reach the new service area, thus lengthening the travel time and preventing the route from successfully connecting at the key transfer points during off-peak service hours.

There will be no service on Route 5 Gordon, southbound on Gordon Street from the University Centre to Arkell Road at Summerfield Drive during peak service hours. Passengers will be advised to use Route 16 Southgate as an alternate service route during peak service times. Route 1A College Edinburgh, 6 Harvard Ironwood and 7 Kortright Downey, departing from the University Centre, are also alternative route options for passengers as they provide southbound service along Gordon Street.

Route 5A Gordon will travel from the University Centre, along South Ring Road, left on East Ring Road, right on College Avenue West, right on Victoria Road South and right on Arkell Road. Route 5A will then continue on the regular Route 5 Gordon at the corner of Summerfield Drive and Arkell Road.

INFORMATION REPORT



The route and service schedule was developed by Guelph Transit's Planning Committee, which is comprised of two representatives from Guelph Transit management and two representatives from the Amalgamated Transit Union, local 1189. It is anticipated that on-time performance and connectivity will be maintained during this summer service adjustment. Planning and scheduling staff will continue to monitor the service on both routes and make minor adjustments as required.

Service on Route 5A Gordon will end on August 29 as Monday to Friday service in this area will be provided by Route 56 Victoria Express starting on September 2. Regular peak service on Route 5 Gordon will resume on September 2.

Guelph Transit will be adopting a proactive communication strategy that leverages traditional print media, web and social media messaging, and on-bus communication. The estimated cost to communicate this service change is \$1,000, funded through the approved 2014 transit promotions budget.

Guelph Transit remains committed to providing passengers with a service that they can have confidence in. As a part of this commitment, Guelph Transit's scheduling and planning department continuously review service and make adjustments to enhance customer service when possible. The introduction of this summer service route is an example of transit's responsiveness to passenger feedback.

CORPORATE STRATEGIC PLAN

2.2 Deliver public services better

3.1 Ensure a well-designed, safe, inclusive, appealing and sustainable City.

DEPARTMENTAL CONSULTATION

Guelph Transit, Planning and Scheduling
City of Guelph, Corporate Communications

COMMUNICATIONS

- Press Release
- City News advertisement
- On-bus poster and handout
- Posters at Guelph Central Station and the University Centre
- Social media messaging
- Guelphtransit.ca updates

INFORMATION REPORT



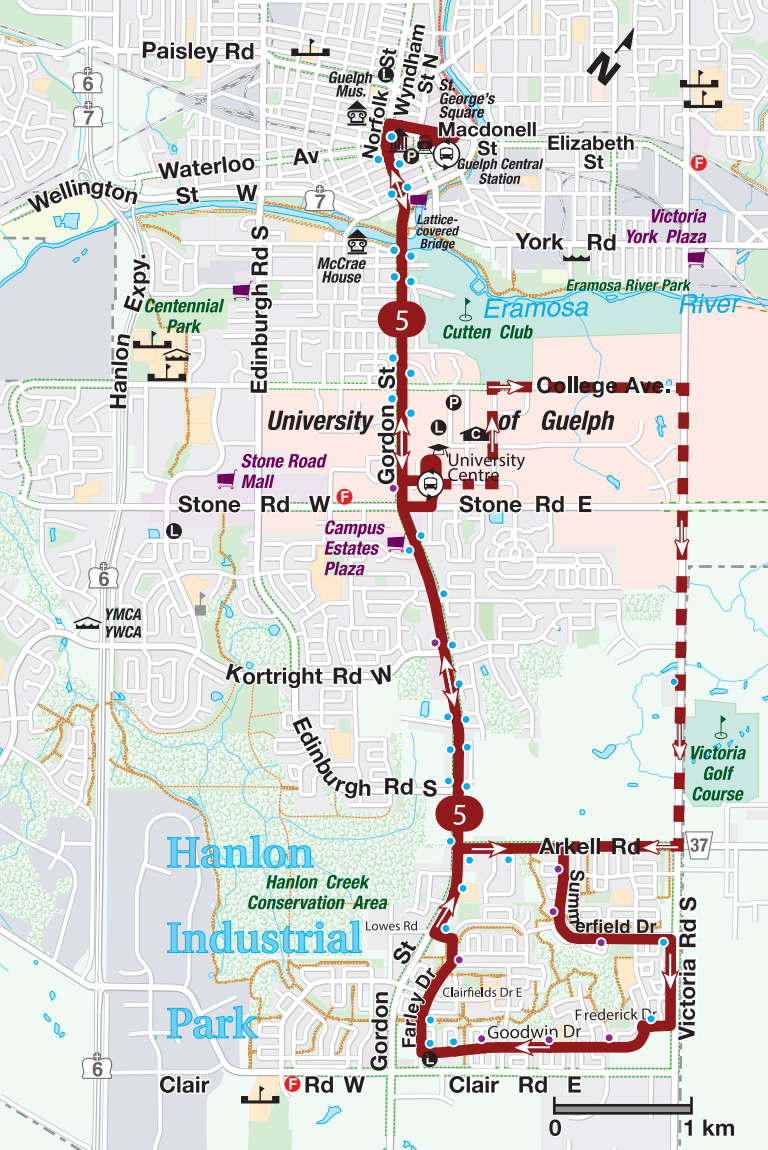
ATTACHMENTS

Route 5/5A Gordon Map
City News Advertisement

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- Route 5 Gordon
- Route 5A Gordon

SUMMER SERVICE: ROUTE 5 AND 5A GORDON MAY 12–AUGUST 29



CATCH THE BUS ON VICTORIA ROAD SOUTH

Yes, summer service on Victoria Road is coming May 12! You told us that you wanted service on Victoria Road South during the summer months and we listened. Guelph Transit will be making temporary changes to Route 5 Gordon, effective May 12 to August 29, in order to provide service on Victoria Road South.

Introducing Route 5A Gordon!

Starting on Monday, May 12, a new summer service route, Route 5A Gordon, will be introduced, providing southbound service along Victoria Road South, between Stone Road East and Arkell Road during peak service times, Monday to Friday, 7-9:45 a.m. and 2-5:45 p.m.

Service on Route 5A Gordon will end on Friday, August 29.

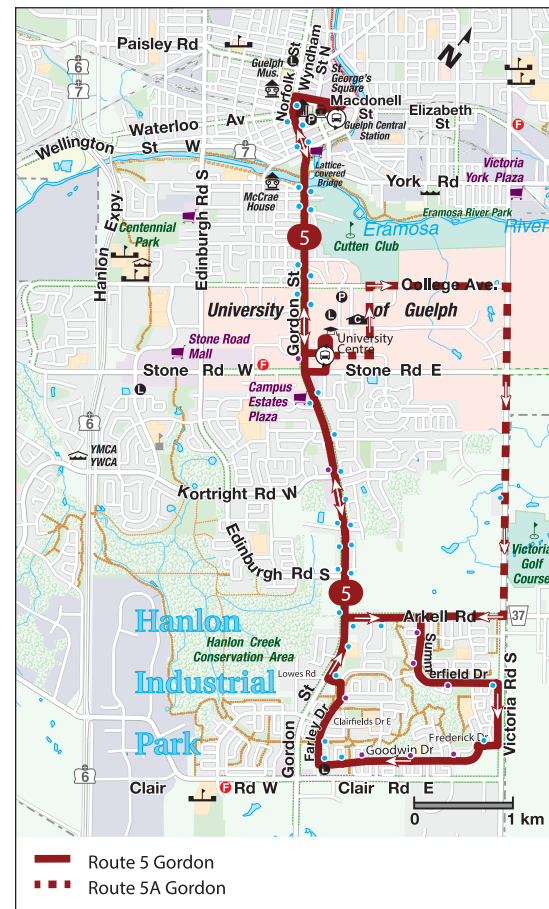
Using a south-end stop on Gordon Street? Don't worry – Guelph Transit will still get you there!

Even though Route 5 Gordon will not be providing peak service to the southbound stops on Gordon Street during this time, there are still lots of options for you!

- Route 16 Southgate provides service to all southbound stops on Gordon Street, between the University Centre and Arkell Road.
- Route 1A College Edinburgh provides service to all southbound stops on Gordon Street, between the University Centre and Edinburgh Road South
- Route 6 Harvard Ironwood provides to the stop on Gordon Street at Harvard Road
- Route 7 Kortright Downey provides service to the stops on Gordon Street at Harvard Road and Kortright Road.

Regular peak service on Gordon Street on Route 5 Gordon will resume on Tuesday, September 2.

Visit guelphtransit.ca for detailed schedule information.



CONTACT US

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Guelph Police Services Board

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May 7, 2014

Mayor Karen Farbridge
Guelph City Hall
1 Carden Street
Guelph, ON N1H 3A1

Dear Mayor Farbridge:

At the Special Public meeting of the Guelph Police Services Board today, KPMG presented the Business Case for Police Facility Renewal. The following motion was made and unanimously carried by the Guelph Police Services Board:

THAT the Guelph Police Services Board approve the recommendation to continue with the renovation and expansion of the Police Headquarters at 15 Wyndham Street South; and

THAT the Guelph Police Services Board support the total allocation of \$34M; and

THAT the Guelph Police Services Board forward the Business Case for Police Facility Renewal Report from KPMG to City of Guelph Council.

- CARRIED -

Sincerely,

A handwritten signature in black ink that reads "J. Sorbara".

Judy Sorbara
Chair

Copy: B. Larkin, Chief of Police