

# City of Fredericton

## Strategic Plan for Transit Services



**Public Information  
Centre**

**June 10<sup>th</sup>, 2008**

**4:30pm to 8:00pm**



# Welcome!

- The presentation boards outline:
  - Study Purpose and Objectives
  - Study Process
  - Review of Existing Transit Services
  - Key Issues and Opportunities
  - Preliminary Future Directions
- Staff are available to answer questions or receive input
- Please fill out a Comment Sheet at the end to provide your input



# Study Objectives

- Evaluate the City's transit service in consultation with stakeholders, users and the general public
- Map out the direction transit will take over the next 5 to 10 years

## Purpose of this PIC

- Present consultation and study results to date and outline potential future directions for Fredericton Transit
- Receive additional public input to incorporate into a final report to Council

# Study Process

## Study Contents

- The study examined:
  - Days, hours and frequency
  - Route structure and coverage
  - Fare structure
  - Equipment
  - Garage and terminals
  - Marketing efforts
  - Policies and Service Standards
  - Parking/Taxi's
  - Interregional Service Opportunities
- Dial-a-bus was not reviewed for this study

## Public Consultation

- User and Non-user input was sought at various stages of this study. This included:
  - Public Notifications and Website
  - Stakeholder Consultation Sessions
  - Passenger Survey
  - Council Briefings
  - Focus Group
  - Public Information Centre (today)
  - Council Presentation (upcoming)

# Why Do a Transit Review?

- City of Fredericton is facing significant growth, and there is a need for transit to respond
- Need to develop comprehensive policies and standards for service introduction and revision
- Need to address service issues on the northside and areas currently not serviced by transit
- Need to improve level of service for all users
- Need to reinforce the importance of transit in for this community and its ability to reach the city's ambitious environmental objectives (Green Matters)

# Transit in the Community

## *-benefits of public transit-*

### **Availability and Access**

- Transit provides residents access to employment, schooling, medical services, community events, shopping and recreational opportunities
- Transit increases employers' labour market by improving access to jobs
- Transit supports strong downtown(s) and desired land use

### **Mobility and Freedom**

- Transit provides mobility and freedom to those without access to a private automobile and persons with disabilities
- Transit provides a travel choice for those concerned with the environment

### **Dollars and Sense**

- An adult monthly pass for Fredericton Transit is \$65.00. This is one tenth of the cost of owning, operating and maintaining a private vehicle.
- Good transit systems can attract major employers to a community, increasing the economic health of the community

### **A More Liveable Community**

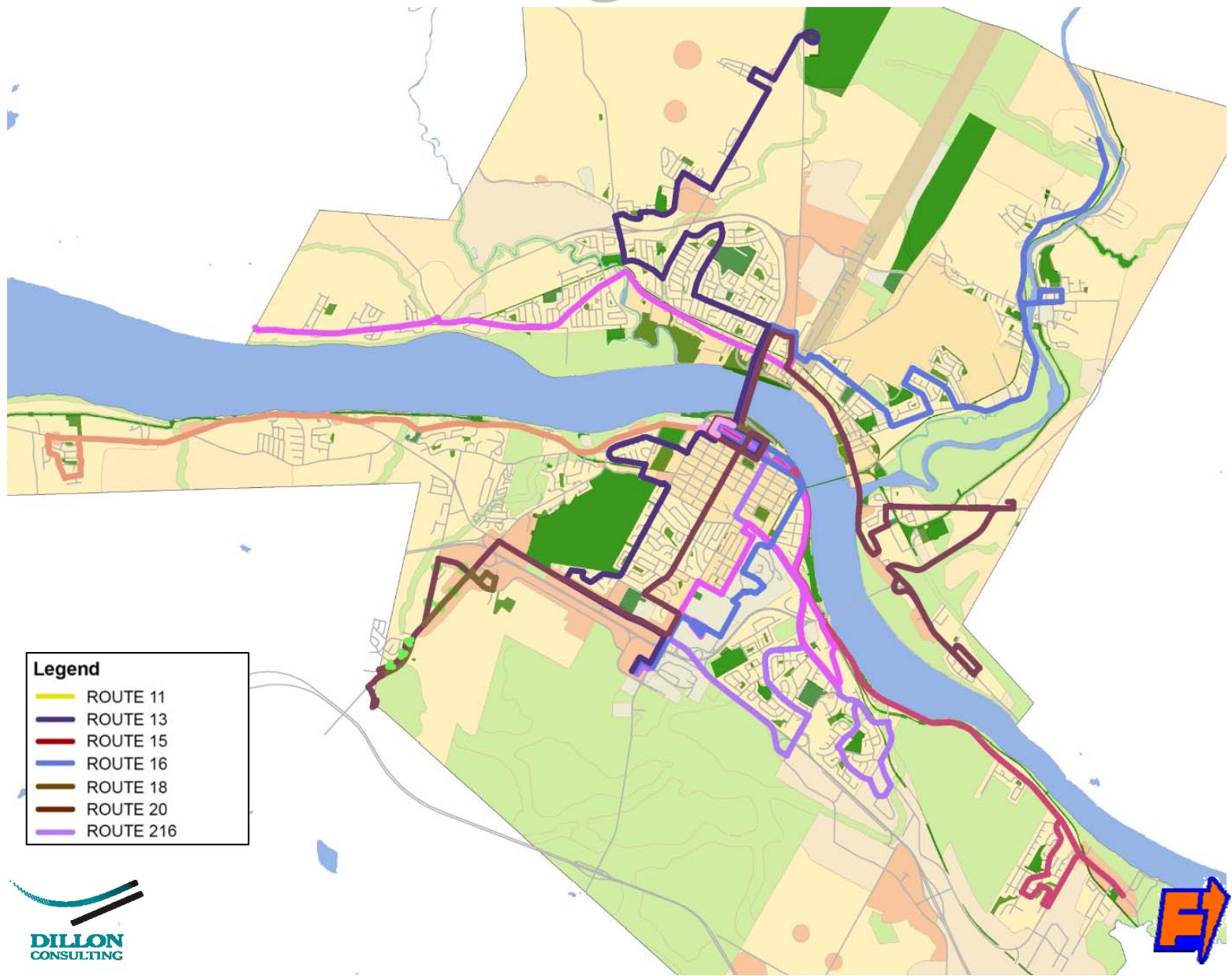
- A single 40' bus can take as many as fifty cars off the road
- Transit helps everyone breathe easier by reducing air pollution from single-passenger vehicles
- Transit reduces our dependency on non-renewable energy supplies

# Existing Conventional Service

- Radial system with eight routes, all terminating at the Kings Place terminal
- Service provided between 6:15am and 10:45pm, Monday through Friday. On Saturdays, the service starts an hour later
- Frequencies are generally 30 minute peak (weekday), and 60 minute off-peak
- Longer frequencies on some routes during the early evening (2 hours)
- Two routes operate only during the peak periods and at 40 minute frequencies



# Existing Service



# User Characteristics & Behaviour

*(results of half day passenger survey – March 13th, 2008)*

## Gender

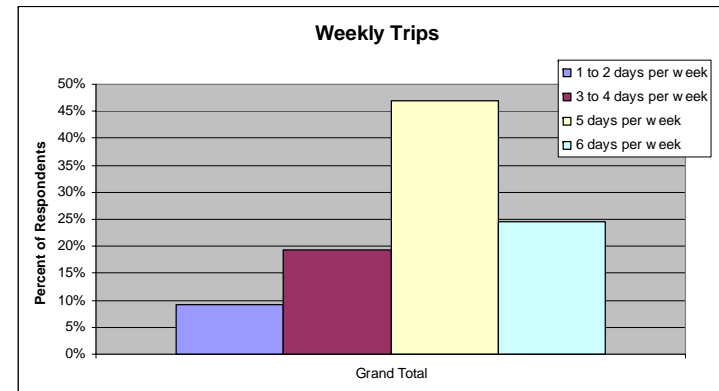
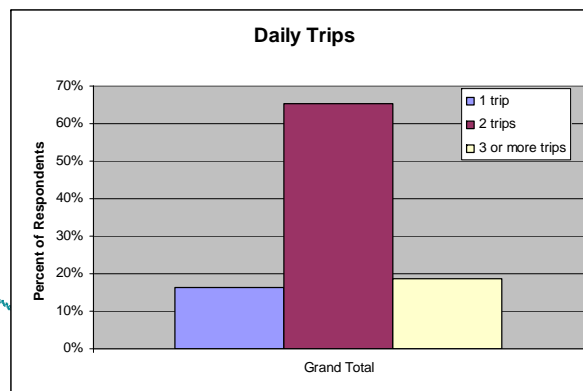
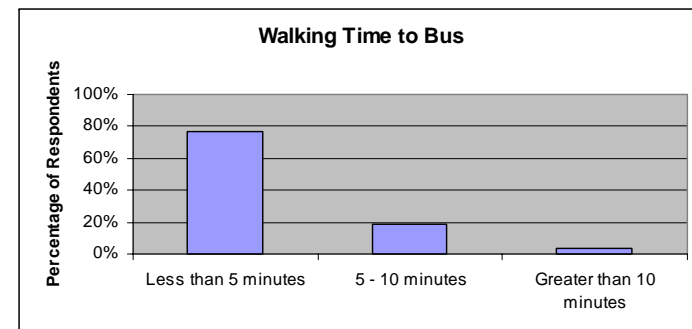
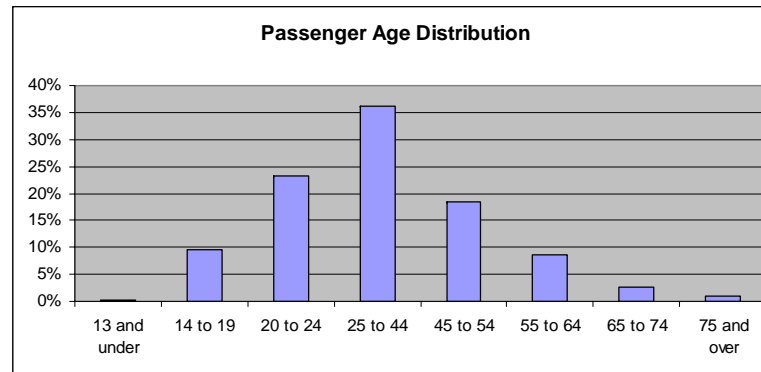
- 63% Female
- 37% Male

## Access to Auto

- 82% captive riders
- 18% choice riders

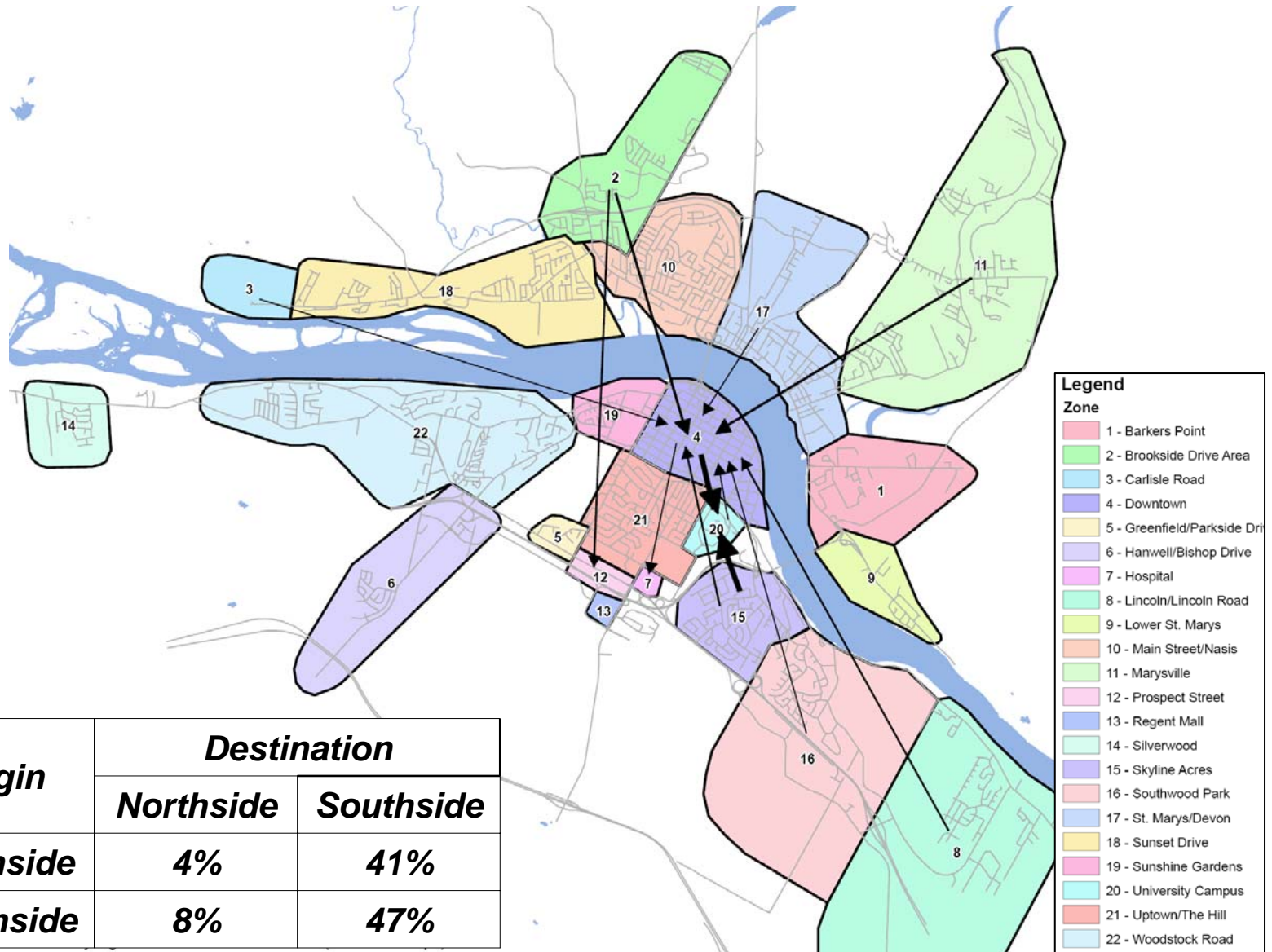
## Trip Purpose

- Work Trips (59%)
- St. Thomas University (12%)
- UNB (11%)



# Transit Travel Patterns

*(results of half day passenger survey – March 13th, 2008)*

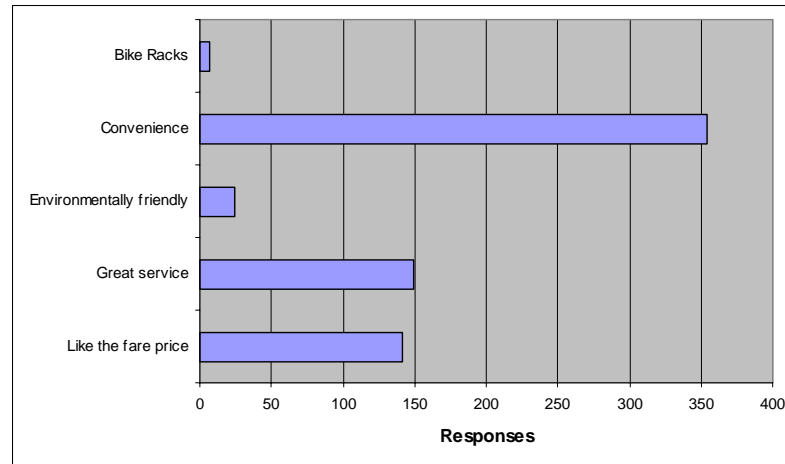


Origin	Destination	
	Northside	Southside
Northside	4%	41%
Southside	8%	47%

# Passenger Opinion

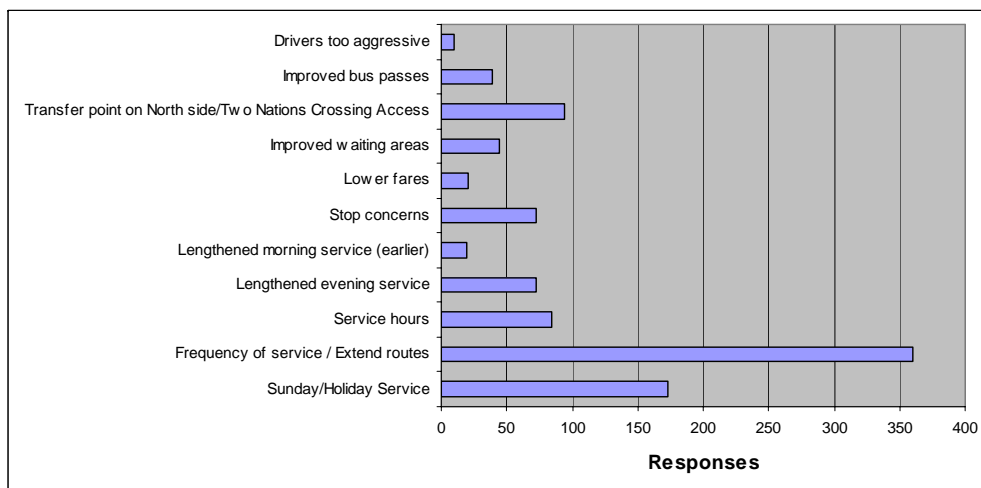
*(results of half day passenger survey – March 13th, 2008)*

## What Passengers Like about Fredericton Transit



## Suggestions for Improvement for Fredericton Transit

Compiled  
from over 760  
responses  
over a half day  
period



# How Does Fredericton Transit Compare?

Fredericton Transit was compared to five other similar sized transit systems

## Transit Fares

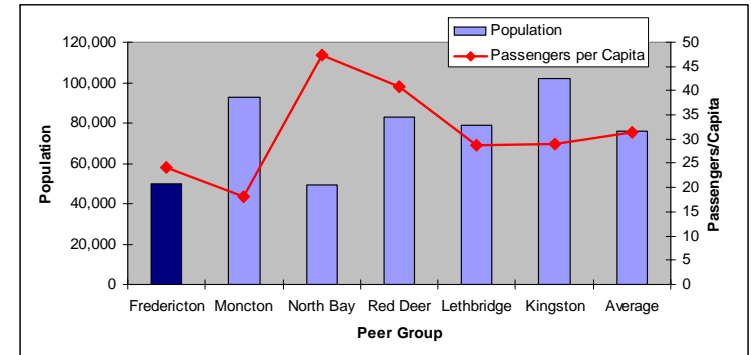
Fare Type	Fredericton	Moncton	North Bay	Red Deer	Lethbridge	Kingston	Average
<b>Cash Fares</b>							
Adult	\$1.75	\$2.00	\$2.25	\$2.05	\$2.00	\$2.25	\$2.05
Child (Youths)	\$1.75	\$2.00	\$2.25	\$1.75	\$1.50	\$2.00	\$1.88
Student	\$1.75	\$2.00	\$2.25	\$1.75	\$1.50	\$2.00	\$1.88
Senior	\$1.75	\$2.00	\$2.25	\$1.75	\$2.00	\$2.00	\$1.96
<b>Tickets (Unit Price)</b>							
Adult	\$1.60	\$1.80	\$2.00	\$1.75	\$1.82	\$2.00	\$1.83
Child (Youths)	\$1.60	\$1.80	\$2.00	\$1.50	\$1.36	\$1.50	\$1.63
Student	\$1.60	\$1.80	\$2.00	\$1.50	\$1.36	\$1.50	\$1.63
Senior	\$1.60	\$1.80	\$2.00	\$1.50	\$1.36	\$1.50	\$1.63
<b>Monthly Pass</b>							
Adult	\$65.00	\$58.00	\$75.00	\$58.00	\$52.50	\$65.00	\$62.25
Child (Youths)	\$40.00	\$44.00	\$50.00	\$50.00	\$46.50	\$48.00	\$47.70
Student	\$40.00	\$44.00	\$60.00	\$50.00	\$46.50	\$48.00	\$49.70
Senior	\$44.00	\$50.00	\$50.00	\$50.00	\$15.00	\$44.00	\$40.60

Note: Fredericton annual passes for seniors (\$55) and U-Pass for STU Student (\$90)

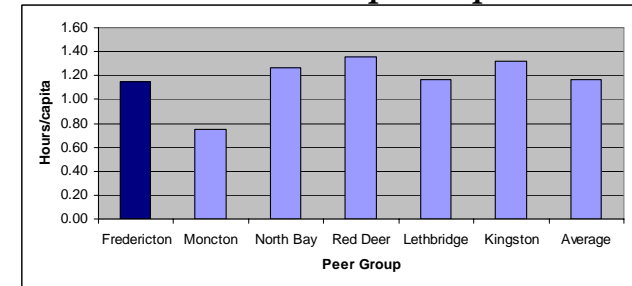
## Hours of Service

System	Monday - Friday			Saturday		
	Start	End	Hours	Start	End	Hours
<b>Fredericton</b>	<b>6:15 AM</b>	<b>11:30 PM</b>	<b>17:15</b>	<b>6:42 AM</b>	<b>11:30 PM</b>	<b>16:48</b>
Moncton	6:20 AM	11:10 PM	16:50	6:20 AM	11:10 PM	16:50
North Bay	6:15 AM	12:15 AM	18:00	6:30 AM	12:15 AM	17:45
Red Deer	6:15 AM	11:45 PM	17:30	6:15 AM	11:45 PM	17:30
Lethbridge	5:45 AM	11:40 PM	17:55	7:00 AM	11:40 PM	16:40
Kingston	6:00 AM	11:30 PM	17:30	6:00 AM	11:30 PM	17:30
Average	6:08 AM	11:38 PM	17:30	6:27 AM	11:38 PM	17:10

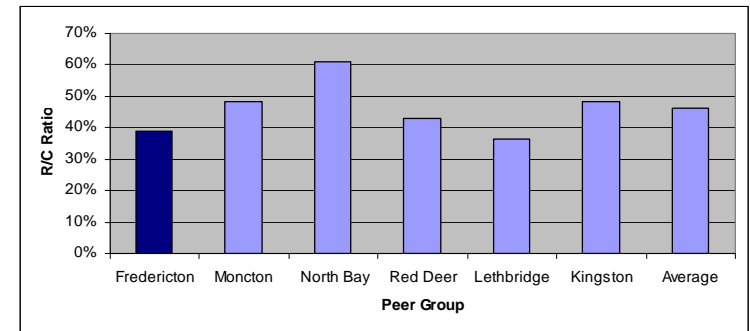
## Population / Ridership



## Vehicle Hours per Capita



## Financial Performance



# Proposed Strategic Direction for Fredericton Transit

- The goal of Fredericton Transit and the City of Fredericton is to:
  - Promote the use of transit as an effective and sustainable alternative to the private automobile by providing a quality of transit service that is safe, convenient, and reliable.
  - Ensure affordable accessibility and mobility for residents within the urban area of Fredericton to major commercial, employment, recreational, medical, and educational opportunities.
  - Respond to growth and changing demographics in an effective manner, recognizing that transit is an integral part of urban development and environmental sustainability.
  - Provide an effective and efficient transit service with appropriate sharing of costs among passenger revenues, the general municipal tax base, and other subsidies.



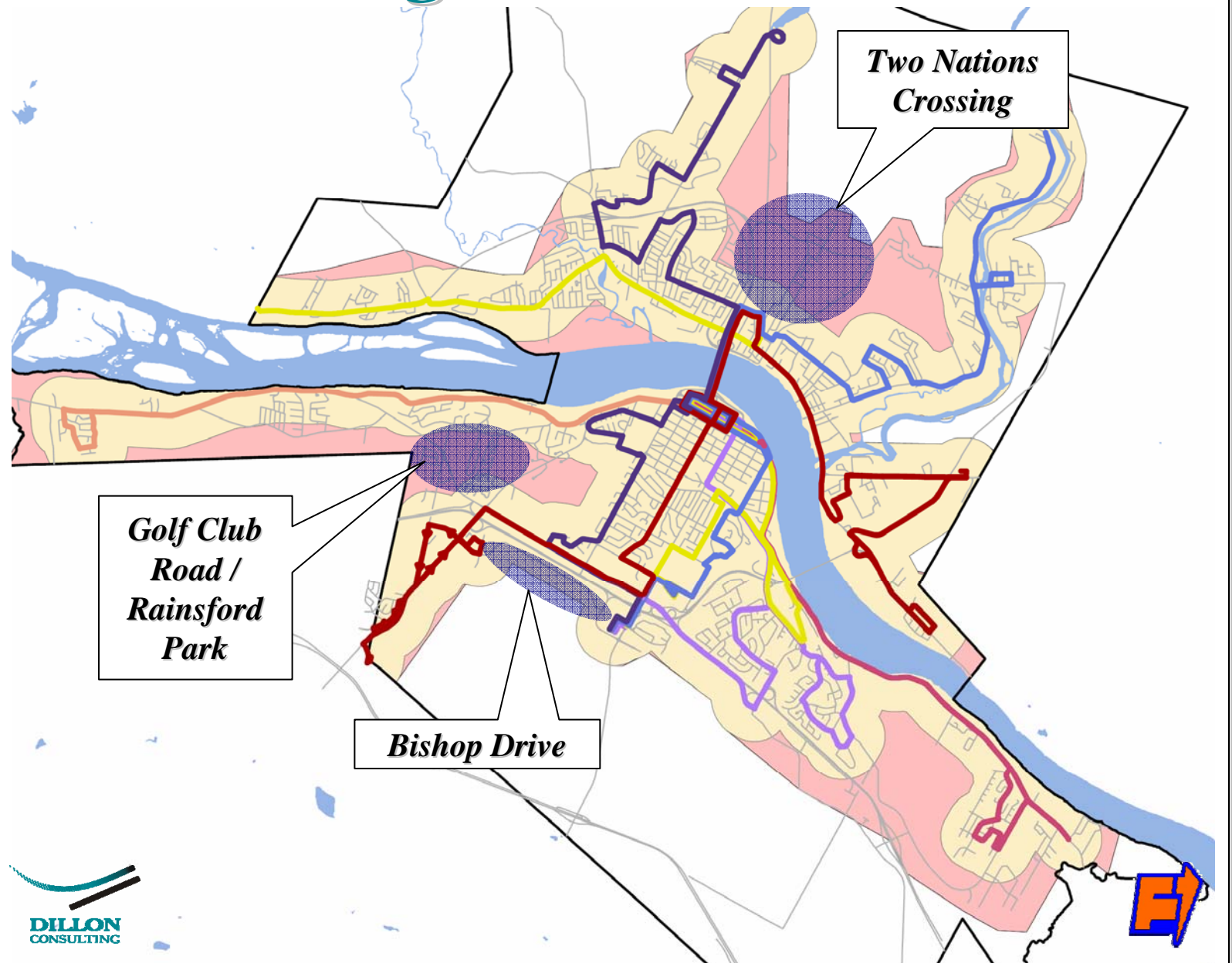
# Potential Directions

## A). Transit Routes and Structure

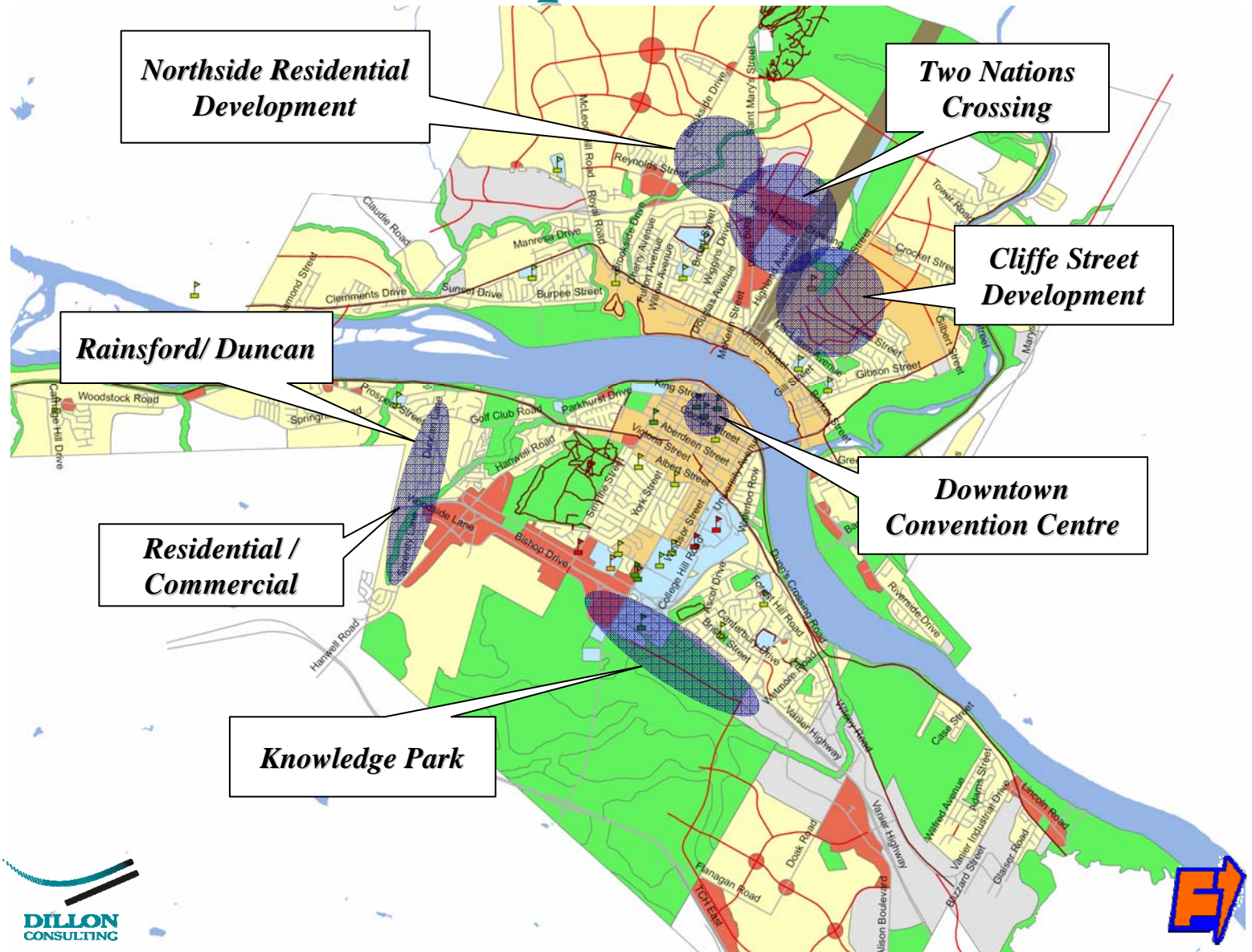
### Issues and Opportunities

- Routes are direct, providing two-way service on most corridors
- There is a demand by some residents for increased northside connectivity, but the majority of northside passengers (90%) have destinations on the southside
- The Kings Place terminal is a highly used destination in the system and provides opportunity for timed transfers
- There are a number of unserved areas in the City (Two Nations Crossing/Cliffe Street area, Bishop Drive, Golf Club Road, and Knowledge Park Drive)
- Increasing coverage by transit service needs to be tied to development (both land use and new roads in place)
- Service between University residences, University campus and downtown is near capacity during certain periods
- There are no comprehensive standards in place that guide when routes should be introduced or modified
- Congestion causes bus delay at certain areas, including Regent Street near Prospect Street, the downtown, the Westmorland Street Bridge, and out of Regent Mall

# Existing Unserviced Areas



# Short to Medium-term New Development Areas



# Potential Directions

## A). Transit Routes and Structure

### Potential Directions

- Continue with existing route structure, with two-way routes focused at Kings Place
- Develop comprehensive service standards and performance targets that govern expansion of services to new areas – introduce service early and maintain based on minimum ridership performance over a 12 month period
- Identify appropriate bus priority measures at congested locations
- Modify and introduce new routes to improve accessibility and increase ridership, with timing based on development, new roads and UNB U-Pass:
  - Adjust Route 216/116 service from Vanier Highway to extension of Knowledge Park Drive to service this developing area (short-term)
  - Introduce a new route terminating at the Wal-Mart store on Two Nations Crossing and serving other developments on Cliffe Street (short-term)
  - Adjust Route 15 (Barker's Point) to provide added service to the University campus and residence once a UNB U Pass is in place (short- to medium-term)
  - Extend new Two Nations Crossing route to the west (at Brookside Mall) to provide additional east-west connectivity on the northside (once development and new roads are in place) - Provide two-way east-west service as ridership warrants (long-term)
  - Modify Route 15 (Barker's Point) to service Bishop Drive (long-term)
  - Introduce a new route on Golf Club Road and Prospect Street once additional development occurs and road modifications are made to Duncan and Prospect streets (long-term)

# Potential Directions

## B). Transit Terminal and Garage Improvements

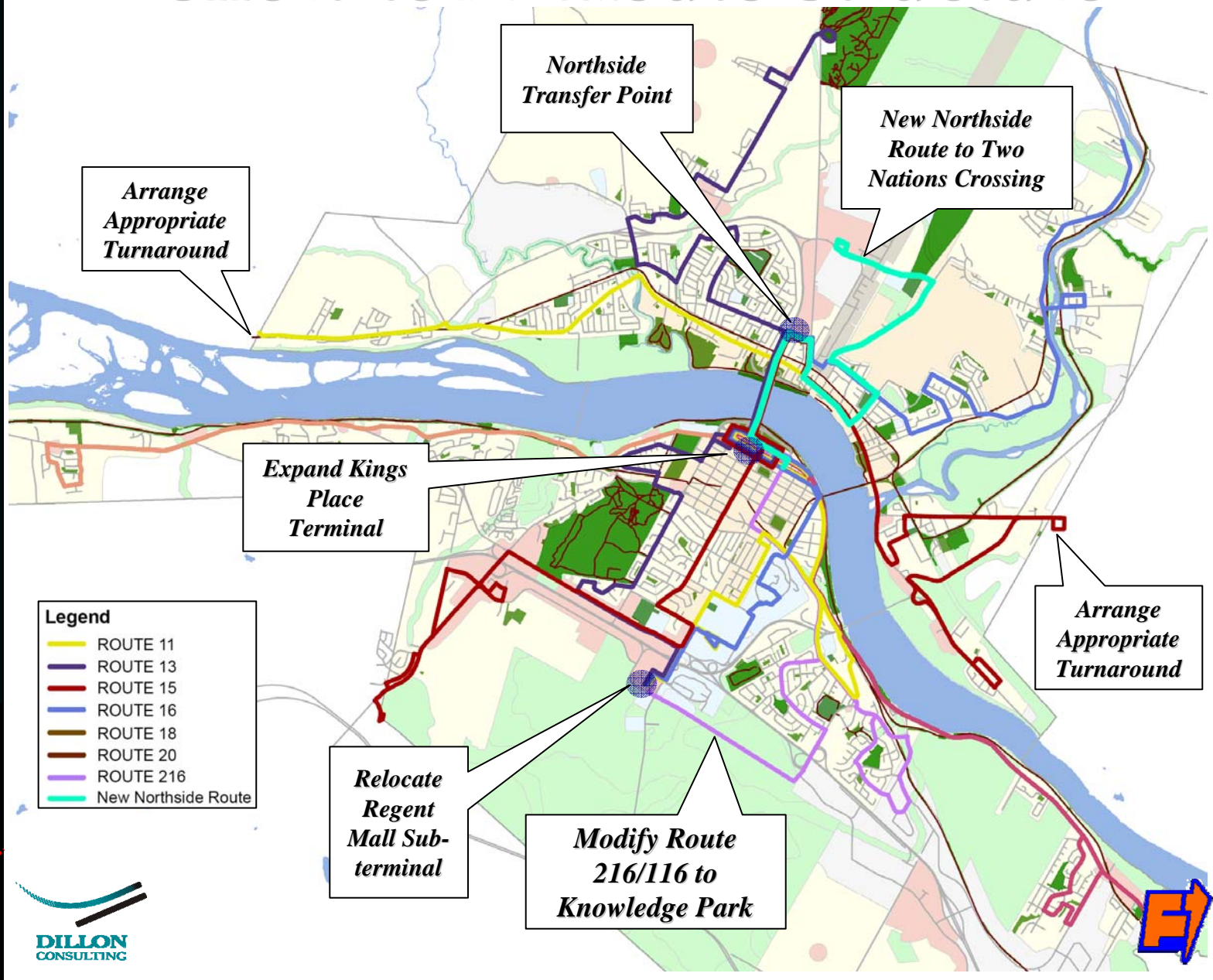
### Issues and Opportunities

- The downtown terminal and garage were designed for 35 ft buses, while the system uses 40 ft buses - This causes some manoeuvrability issues
- The downtown terminal location is ideal, but will need to expand by up to 6 bays as the system grows
- The Regent Mall sub-terminal provides a good level of service to passengers, however, there are bus delay and safety conflicts
- There is a desire for a sub-terminal to be located on the northside
- The garage is at capacity and needs to be expanded (outside storage of buses is very undesirable) - The existing location is ideal, with available land for expansion

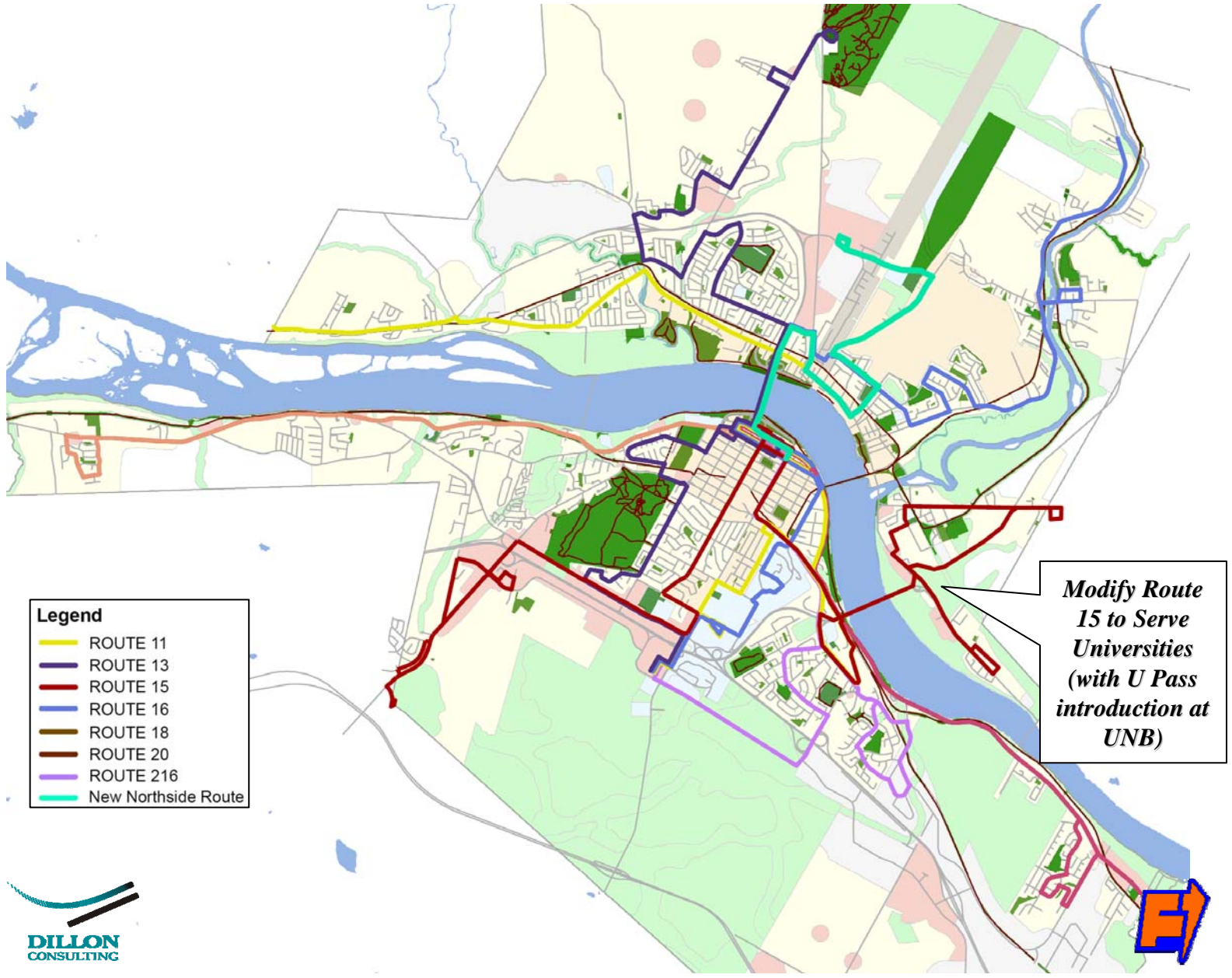
### Potential Directions

- Continue Kings Place as the central terminal - It is a major destination and provides ability for timed transfers
- Redesign Kings Place for 40 ft bus bays and expand by 6 bays (short-term)
- Consider moving the Regent Mall terminal to the back of the mall to reduce bus/pedestrian/car conflicts and increase service reliability (short-term)
- Develop a transfer point at Maple and St. Mary's streets, including improved passenger amenities - Continue timed transfers at the Kings Place terminal (short-term)
- Develop a sub-terminal at Two Nations Crossing to coincide with increased development, ridership, and road improvements - Adjust routes accordingly (long-term)
- Initiate preliminary design for a garage expansion at the current site (short- to medium-term)

# Short-term Route Structure



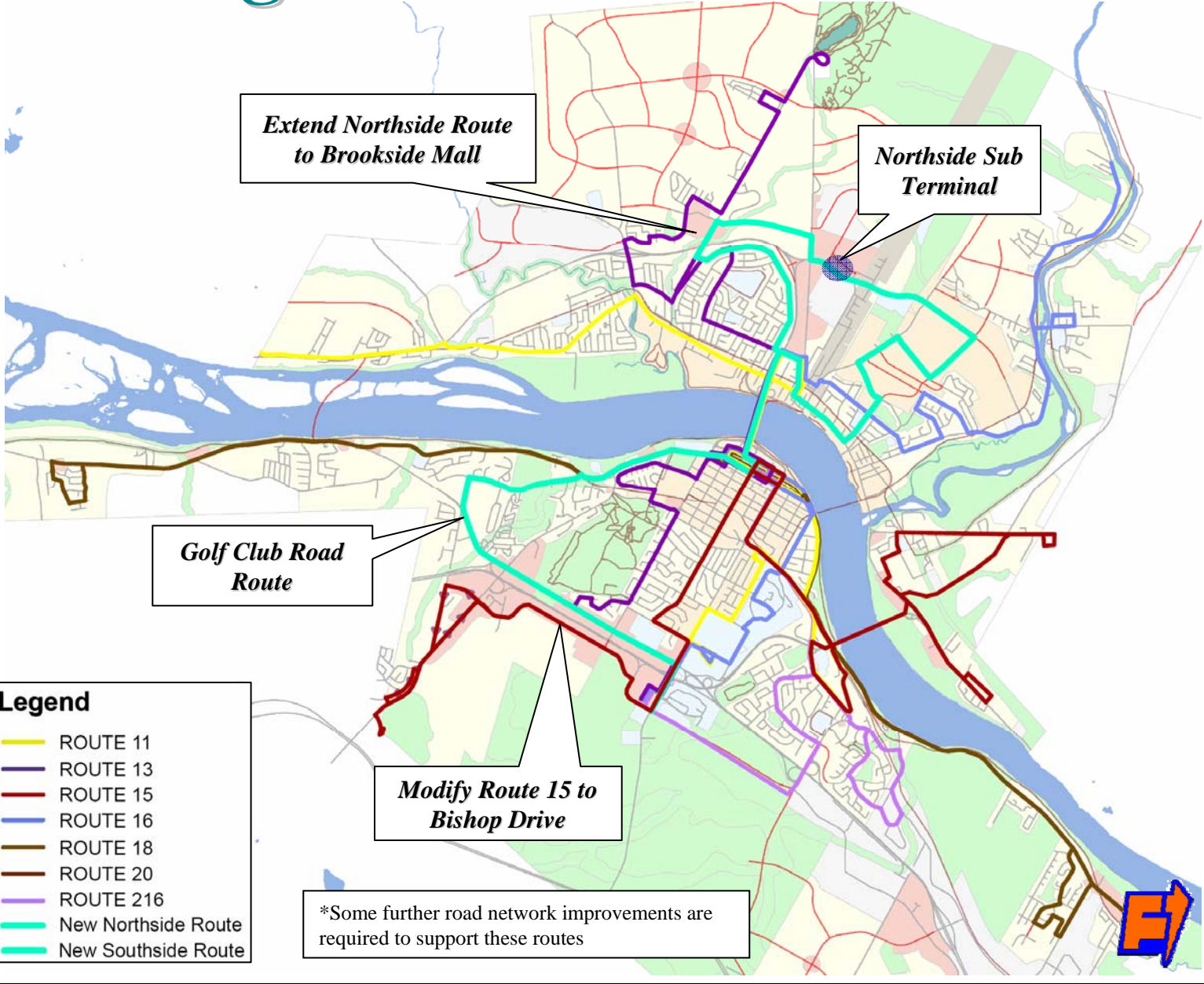
# Medium-term Route Structure



- Legend**
- ROUTE 11
  - ROUTE 13
  - ROUTE 15
  - ROUTE 16
  - ROUTE 18
  - ROUTE 20
  - ROUTE 216
  - New Northside Route

*Modify Route 15 to Serve Universities (with U Pass introduction at UNB)*

# Long-term Route Structure



# Potential Directions

## C). Schedules and Service Hours

### Issues and Opportunities

- Current service hours and frequencies are typical for a transit system this size
- There is a desire for Sunday service, however, the ridership is forecasted to be very low, resulting in poor cost effectiveness (lack of Sunday/Holiday service is typical for this size system)
- Long service gaps in the early evening (over one hour) reduces flexibility and reliability of passenger travel

### Potential Directions

- Develop service standards to maintain a minimum 30 minute frequency during peak periods, 60 minute frequency during off-peak periods, and 15 minute service as demand warrants
- Improved service frequencies should be based on achieving ridership performance targets (based on passenger load)
- Develop service standard to maintain existing hours of service as a minimum. Extend service hours based on minimum ridership performance targets achieved on the first run of the day or the last run of the day
- Late night or special services (i.e. to call centres or for Friday/Saturday night bar service) should be considered only on a partnership/cost sharing basis (i.e. with a major employer/university)
- Consider Sunday service in the medium- to long-term with the introduction of other ridership growth strategies (i.e. introduction of UNB U Pass)

# Potential Directions

## D). Service Beyond Municipal Boundaries

### Issues and Opportunities

- Fredericton has a commutershed of 35,000 people outside city boundaries that are not serviced by transit
- By policy, buses are prevented from picking up/dropping off passengers outside of municipal boundaries, forcing increasing walking distance for passengers or creating inappropriate operating conditions in certain locations
- Extending transit service beyond boundaries could improve transit service levels within boundaries
- Extending transit service beyond boundaries could reduce parking demand and greenhouse gas emissions - Who pays? What priority?

### Potential Directions

- Allow Fredericton Transit to arrange appropriate locations for all bus stops/turn-arounds, including outside of municipal boundaries if required
- Operate an appropriate level of service outside municipality on a full cost recovery basis only
- Identify opportunities for federal/provincial/adjacent municipality funding to operate an inter-municipal service

# Potential Directions

## E). Marketing and Promotion Opportunities

### Issues and Opportunities

- Transit has a fairly low profile and not much marketing occurs
- Marketing will be key to increasing transit's profile and communicating system changes, particularly with the increased emphasis on environmental sustainability
- Partnerships between transit and institutions and commercial/retail operators can deliver increased ridership and be very cost effective

### Potential Directions

- Significantly increase marketing/promotion budget for transit (currently \$3,000 annual)
- Develop a comprehensive marketing and promotions program that will reinforce the importance of transit, communicate changes, and target ridership growth. This program should:
  - Clarify route names and numbering system and increase readability of Route Map
  - Redesign transit website to attract a more web-savvy audience
  - Develop partnerships with employers, school boards, the hospital, etc, to encourage greater use of the system (i.e. Employee Passes, special services)
  - Brand and communicate the use and benefit of Transit and the Environment (i.e. being visible at Clean Air Day, Commuter Challenge, etc.)
  - Focus on key markets (i.e. creation of a Student Ambassador program at the two high schools, travel training for seniors on low floor buses)
  - Promote coordination of transit with cycling, using bike racks on buses and the City's extensive bicycle network



# Potential Directions

## F). Fare Structure

### Issues and Opportunities

- Fredericton offers a wide range of fare options. Cash and ticket fares are considered low compared to other systems of a similar size
- The rate for the annual pass for seniors is extremely low, yet the purchase is minimal
- Fredericton offers a Transit Fare Assistance Program to persons in need
- City provides a 50% employee discount towards the purchase of monthly transit passes
- The U Pass at St. Thomas University has significantly increased ridership and benefited the students, the administration, and the community

### Potential Directions

- Revise fare structure to support service improvements (consistent with similar systems)
- Introduce a seniors monthly pass at a similar rate to the student pass
- Price the annual senior pass to an equivalent of 8 months - Transition to this rate over a 5 year period
- Maintain/increase support for the Transit Fare Assistance Program
- Initiate discussions to expand U Pass opportunities with UNB student association and the two community colleges. Pursue U Pass for STU faculty and staff (short-term)
- Explore opportunities to initiate Employee Transit Pass Programs (10-15% discount based on minimum number of sales) (medium-term)
- Explore opportunities for an Employee U Pass, with City Hall as the pilot project (short- to medium-term)

# Potential Directions

## G). Accessibility

### Issues and Opportunities

- Minimal use of the conventional system by the growing senior market (only 4% of respondents were senior citizens, while this group makes up 15% of the population)
- Fredericton Transit has 11 low-floor accessible buses, however, none of the routes are designated as accessible, and low floor ramps are not used
- Snow banks are an issue for passengers accessing buses during the winter
- There are few bus shelters due to vandalism/maintenance cost

### Potential Directions

- Assign low-floor buses to make specific routes 100% accessible
- Continue to purchase low-floor buses for vehicle expansion and replacement
- Set clear policies and procedures for accommodating passengers with disabilities (provide necessary training)
- Coordinate with Roads Department to ensure sidewalks and shelters on bus routes are cleared of snow in a timely manner
- Increase number of bus shelters in the system for greater passenger comfort (develop priority scheme and explore advertising opportunities)
- Initiate a review of Dial-a-Bus – explore additional service delivery options that complement paratransit services (i.e. community bus, accessible taxi, etc)

# Next Steps

- Develop Strategic Plan and implementation strategy with input from this PIC
- Present Report and Recommendations to Fredericton Council with revenue/cost implications
- Implement changes where appropriate and as budget allows starting in Fall 2008



# THANK YOU FOR ATTENDING!

Your comments on the information  
presented are useful and appreciated

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Please fill out a comment form and leave it  
in the comment box

-OR-

Contact us to discuss your ideas

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Study Website: [www.fredericton.ca](http://www.fredericton.ca)

Study Email: [transitstudy@fredericton.ca](mailto:transitstudy@fredericton.ca)

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