ACT Canada Summit
November 30, 2014
9:00am – 12:00pm
INTRODUCTIONS

► Who are you?
► Sean and Deb
SESSION OBJECTIVES

What are your objectives for this session?
SESSION OBJECTIVES

Here are our objectives:

1. **Transit Fundamentals**
   - What is transit?
   - How does it fit within a community?
   - How do transit organizations operate?

2. **Transit Service Planning**
   - What is involved in transit service planning?
   - What underpins a transit timetable?

3. **The Future of Transit**
   - What does the future hold for transit?
WHAT IS TRANSIT?
WHAT IS TRANSIT?

Transit includes everything involved with the organization, policy, planning, design, construction, implementation, operation and maintenance of urban or rural transit services, systems, facilities and infrastructure.
## TRANSIT AND COMMUNITY SIZE

<table>
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<tr>
<th>Population Range</th>
<th>Corresponding Description</th>
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<td>&gt; 2,000,000</td>
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Montreal, QC  
Service area population: 1.98 million  
Service area population density: 4,000/km²
TRANSIT AND COMMUNITY SIZE

London, ON
Service area population: 370,000
Service area population density: 2,000/km²
Norfolk County, ON
Population: 63,000
Population density: 40/km²

TRANSIT AND COMMUNITY SIZE

- Population > 2,000,000
- Population 400,001-2,000,000
- Population 150,000-400,000
- Population 50,000-150,000
- Population <50,000
TRANSIT AND COMMUNITY SIZE

Victoriaville, QC
Population: 43,000
Population density: 500/km²
“Cities are about creating places and spaces, and transit has a role.”

-Brian Tobin, former Premier of Newfoundland and Labrador
“Efficient development patterns… promote… transportation choices that increase the use of active transportation and transit before other modes of travel.”

-Ontario Provincial Policy Statement (2014)
WHAT IS IT ABOUT LAND USE THAT SUPPORTS TRANSIT?

Community structure and regional planning
- Destinations
- Density
- Distance to transit
- Diversity of uses

District and site-level planning
- Design of street networks and streetscapes
COMMUNITY STRUCTURE AND REGIONAL PLANNING

Destinations – Nodes and Corridors
### Residential and Employment Density

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<th>Transit service type</th>
<th>Suggested minimum density</th>
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<tr>
<td><strong>Basic Transit Service</strong></td>
<td>22 units per ha / 50 residents &amp; jobs combined</td>
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<td>(One bus every 20-30 minutes)</td>
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<td><strong>Frequent Transit Service</strong></td>
<td>37 units per ha / 80 residents &amp; jobs combined</td>
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<td>(One Bus every 10-15 minutes)</td>
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<td><strong>Very Frequent Bus Service</strong></td>
<td>45 units per ha / 100 residents &amp; jobs combined</td>
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<td>(One bus every 5 minutes with potential for LRT or BRT)</td>
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<td><strong>Dedicated Rapid Transit</strong></td>
<td>72 units per ha / 160 residents &amp; jobs combined</td>
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<td>(LRT/BRT)</td>
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<td><strong>Subway</strong></td>
<td>90 units per ha / 200 residents &amp; jobs combined</td>
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Distance to Transit

Pedestrian catchment area: 400-800m
COMMUNITY STRUCTURE AND REGIONAL PLANNING

Diversity of Land Uses and Housing Types
DISTRICT AND SITE-LEVEL PLANNING

Design of Streets and Streetscapes

High intersection density, grid network

Pedestrian-friendly “Complete Streets”
TRANSIT-ORIENTED DEVELOPMENT (TOD)…
AND DEVELOPMENT-ORIENTED TRANSIT (DOT)

- Grid Transit Networks are effective in larger municipalities where there is a multi-modal land use pattern.
- Fedder Routes can be used to support higher order transit corridors and provide transit service to lower-density dispersed areas within the municipality.
- Cross town Routes can be added as communities grow to enable efficient cross town service and better serve emerging nodes.

[Map and diagrams showing various transit network configurations and points of interest]
Things continue to deteriorate at work.

Here is the new Org Chart. As you can see, we have eliminated all leadership. From now on, you must work differently.

That'll be you right there.
CALGARY TRANSIT
TORONTO TRANSIT COMMISSION

CEO

Corporate Services
Engineering, Construction and Expansion
Operations
Service Delivery
Strategy and Customer Experience
THE TRANSIT PLANNING CYCLE
START WITH GOOD BUSINESS PRINCIPLES

Policy – Know your customers and your market (vision, mission, goals, product, market, policies)

Planning – Define the product/service (Transportation – when, where, how much, at what price)

Operations – Provide the product/service (drivers, vehicles, on-street supervision, support services)

Marketing – Tell people about your product (information, advertising, public relations)

Monitoring – Review performance (targets, schedules, data collection, management information systems)
UNDERSTAND RELATIONSHIPS

Customers

Politicians

Operator

Taxpayers
UNDERSTAND COMPETING OBJECTIVES

Customers want:

► Convenient
► Safe
► Reliable
► Fast
► Comfortable
► Inexpensive
UNDERSTAND COMPETING OBJECTIVES

Politicians want:

► Fair
► Equitable
► Affordable for taxpayers
UNDERSTAND COMPETING OBJECTIVES

Service providers want to:

► Serve the public
► Be paid well
► Have interesting work
► Have a secure job
THE USUAL TRADE-OFF?
DECISION MAKING FRAMEWORK

► Service standards reflect community values

► Setting and revising service standards is how we reach agreement on competing community values

► Service standards provide a framework for decision making
IT STARTS WITH A MISSION STATEMENT

“Our mission is to provide a safe, reliable, convenient and financially responsible public transit service within the urban transit service area.”
GOALS COME NEXT

1. Provide an effective means of transportation for all residents, including those without access to an automobile

2. Provide an efficient transit service within the financial capabilities of the community

3. Support the general urban development goals of the municipality
EFFECTIVE MEANS OF TRANSPORTATION

Objective: Increase Service Utilization
► Customers/capita

Objective: Increase Quantity of Service
► Bus hours/capita

Objective: Improve Quality of Service
► Directness of routing
► Reduce transfers - % of trips requiring transfers
► Coverage – % within 400 metres
EFFICIENT TRANSIT SERVICE

Objective: Increase Cost Efficiency
- Revenue per boarding
- Subsidy per boarding
- Revenue-to-cost ratio

Objective: Improve Routing Efficiency
- Route costs
- Passengers per hour
- Passenger-km per revenue-km
SUPPORT URBAN DEVELOPMENT

Objective: Serve major activity centres

Objective: Provide early service to new developments

Objective: Increase transit modal share
AND WE CAN ADD TARGETS

- Minimum R/C ratio of 30% on any route
- Raise system R/C ratio from 45% to 50% within five years
- Raise transit modal share from 15% to 30% in 20 years
- Increase per capita ridership by 1% each year
WHAT ARE SERVICE STANDARDS?

Service standards document agreement on goals and objectives.
WITHOUT SERVICE STANDARDS...

"I DON'T CARE IF THAT'S WHERE YOU LIVE ... YOU CAN'T CHANGE THE ROUTE."
ESTABLISHING SERVICE STANDARDS

- Service standards reflect community values
- Setting and revising services standards is how we reach agreement on competing community values
- Service standards provide a framework for decision making
ESTABLISHING SERVICE STANDARDS

- Document what you already do
- Identify how it can be improved
- Explain it to the customers and the decision makers
- Get everyone to agree on it
- Publish the service standards
“I’m not stealing it. I’m moving it closer to my house.”
GROUP ACTIVITY

► Review a set of real service standards
► Discuss and summarize the unique features that you find in them
► Present the results to the other groups
**SATURDAY**

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**WOODBINE 91**

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**TTC INFORMATION**

487-2424

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TTC Pocket Timetable, Nov. 1967
So you want to make changes to the bus schedule?
STEP 1: FIGURE OUT WHAT TO DO

► System development/expansion plans
► Ideas from staff and/or customers
► Performance monitoring and evaluation
STEP 2: PREPARE THE PLAN
STEP 3: CONSULT PEOPLE ON THE PLAN

- Staff
- Customers
- Politicians
STEP 4: GET THE PLAN APPROVED

TORONTO TRANSIT COMMISSION
REPORT NO.

MEETING DATE: January 29, 2014
SUBJECT: 79 SCARLETT ROAD ROUTE ~ NEW OFF-PEAK SERVICE ON ST. CLAIR AVENUE WEST

ACTION ITEM

RECOMMENDATIONS

It is recommended that the Board:

1. Approve the implementation of new off-peak service on the 79B SCARLETT RD (Rougeville Station to Lawrence and Jane via St. Clair) branch, during the weekday mornings and early evenings (Monday to Friday), and during the weekend days on Saturdays, Sundays, and holidays, effective March 30, 2014,

2. Forward this report to Councillor Karjala.

FUNDING

The service change will have no effect on TTC's Operating Budget.

BACKGROUND

TTC staff received a request that the 79B SCARLETT RD (Rougeville Station to Lawrence and Jane via St. Clair) branch be operated at off-peak times to provide new off-peak service during the downtown peak period. As part of TTC's ongoing commitment to continuous improvement, this request was analyzed to determine if there is a net benefit to passengers with the no-cost change to service.

DISCUSSION

The 79B SCARLETT bus route via Rougeville Station with the Scarlett Road neighborhood. As shown in the attached map, buses take one of two routes to get to Scarlett Road. The 79B (Rougeville Station to Lawrence and Jane) branch operates via Rougeville Road, Ninettawa Street, Castlemont Avenue, Pilkhard Avenue, Jane Street, and Forest Hill to Scarlett Road, and operates at all times of the week. The 79B (Rougeville Station to West to St. Clair Avenue West to St. Clair Avenue West) branch operates via Rougeville Road and St. Clair Avenue West. Historically, since there was no direct service on St. Clair Avenue West, there was no direct service on St. Clair Avenue West.
STEP 5: SCHEDULING AND RUN CUTTING
STEP 6: ON-STREET PREPARATION
STEP 7: ROUTE SELECTION
FINALLY, IMPLEMENTATION
TIMELINE FROM CONCEPTION TO OPERATION

- **Sep-Oct**: Figure Out What to Do
- **Nov-Dec**: Prepare the Plan
- **Jan-Feb**: Consult People
- **Mar-Apr**: Approvals
- **Apr-May**: Scheduling and Run Cutting
- **Jun-Aug**: Route Selection
- **On-Street Prep**
- **Sep**: Implementation
THE FUTURE OF TRANSIT AND SUSTAINABLE MOBILITY
TRANSIT TECHNOLOGIES
SUSTAINABLE MODES

Affordable drive through the city

drive zipcars by the hour or day
SUSTAINABLE MODES
SUSTAINABLE MODES
SUSTAINABLE MODES
SUSTAINABLE MODES

THE WORLD OF TELECOMMUTING

About 20 percent of workers around the world spend at least part of their workweek doing their jobs from home. While telecommuting is relatively common, views and practices are far from standard around the globe.

1 in 15 workers around the world who telecommute frequently.

7% of those who work from home every day.
SUSTAINABLE MODES
“Be it resolved that public transit operators don’t need to work with the TDM, active transportation and sharing communities in order to be sustainable mobility leaders.”
INTEGRATED MOBILITY SYSTEMS
A CHANGING CONTEXT FOR MOBILITY

SUPPLY SIDE
- Technology advancements
- New mobility actors
- Focus on customers

INTEGRATED MOBILITY
Transportation is coordinated with other local policies and services to improve quality of life and achieve community objectives.

DEMAND SIDE
- Expect personalized services
- Mobility to support lifestyles

INTEGRATED MOBILITY
All transportation modes and services are brought together into one package for users.
THE USERS’ PERSPECTIVE OF INTEGRATED MOBILITY
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THE USERS’ PERSPECTIVE OF INTEGRATED MOBILITY
MAKING IT A REALITY

Innovation across service providers

► There can still be many providers
► Focus on the customer experience
► Innovate - harness technology and partnerships

Someone to create the ‘package’ for travelers

► One ‘interface’ for mobility
► Someone to ‘take care’ of my options
► Someone to curate or manage my mobility
“Mobility as a Service”

- Mobility Curator negotiates with service providers
- Seamless for users - one place to plan, book and pay for mobility
- Bundles or mobility ‘plans’ like mobile phone plans
INTEGRATION FROM OUTSIDE OR INSIDE

MODEL 1 – Outside Curator

MODEL 2 – Transit System as Curator
WHO WILL TAKE ON THE ROLE?

Google?
Automotive OEMS?
Railroad companies?
Airlines?
Telecoms providers?
Internet companies?
Technology providers?
Automobile clubs?
Insurance companies
Credit card firms?
Retail organizations?

Public transit systems?
REQUIREMENTS

New delivery model

- Collaboration and partnerships across the mobility sector
- ICT systems to integrate service offerings
  - Central information system
  - Central booking system
  - Central transaction system
- Good relationship with customers and strong brand
- Regulation and legislation
THE TRANSIT INDUSTRY’S TAKE ON THINGS

CUTA’s Vision

“To inspire and influence the evolution of integrated urban mobility.”

Integrated Urban Mobility is “the ability for people to move easily from place to place in urban areas according to their own needs”

UITP’s Strategy for Public Transport: PTx2

“By developing partnerships with other sustainable mobility providers that fall outside the traditional ‘public transport’ sphere, public transport providers can create complete mobility packages. These packages can include services such as car-sharing and bike-sharing, taxis and shared taxis and demand-responsive transport…Thanks to the added convenience that combined mobility services can provide, public transport can become an integral part of a modern, urban lifestyle.”
WRAP-UP
BACK TO OUR SESSION OBJECTIVES

Did we achieve your objectives?
REFERENCES


► Human Transit: How Clearer Thinking About Public Transit Can Enrich Our Communities and Our Lives, Jarrett Walker.

► Transit-Supportive Guidelines, Ministry of Transportation of Ontario.