

Owen Sound Transit Route Optimization Study

Options Review

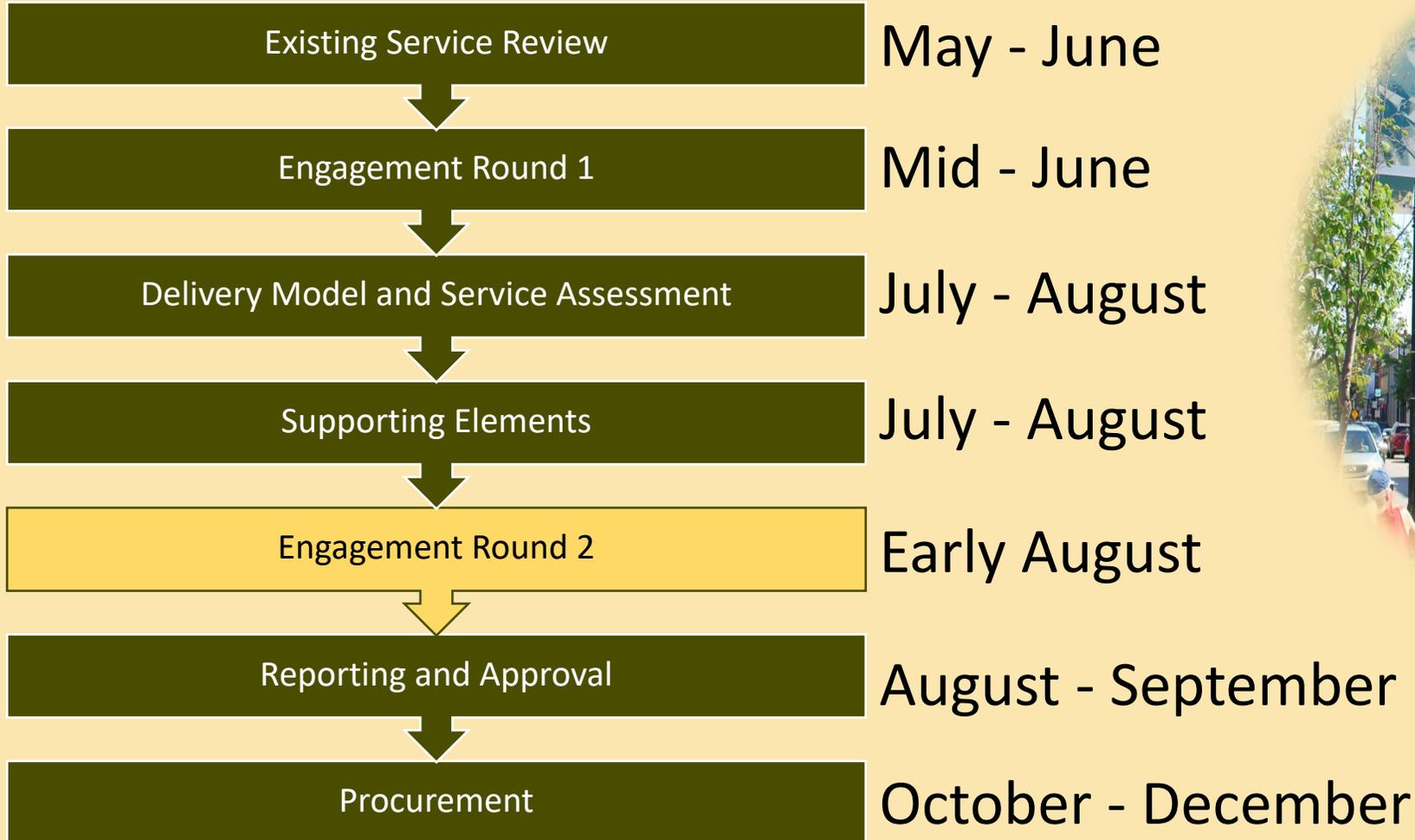


21/08/04


Dennis Fletcher & Associates



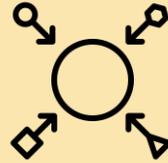
Study Overview



Guiding Principles

• **Reliable and Inclusive**

- Simple and easy to use services that are welcoming, reliable and equitable
- Provide all necessary information with a good communications system
- Informative and up to date



• **Financial Stability**

- Leverage other revenue sources to decrease cost and keep transit affordable
- Aim for most cost-effective solutions
- Balance creativity and affordability



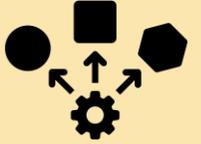
• **Health and Sustainability**

- Green opportunities transit campaigns
- Climate change friendly operations
- Accessible transit as a social determinant of health



• **Adaptability and Accessibility**

- Tailor and adapt to local and user-centric needs
- Make transit flexible and accessible to more people
- Improve accessibility and prioritize higher need users



• **Smart City Solutions**

- Transit connectivity within the City
- Use of smart data and technology
- Multi-modal connectivity
- Data tracking and more responsive service



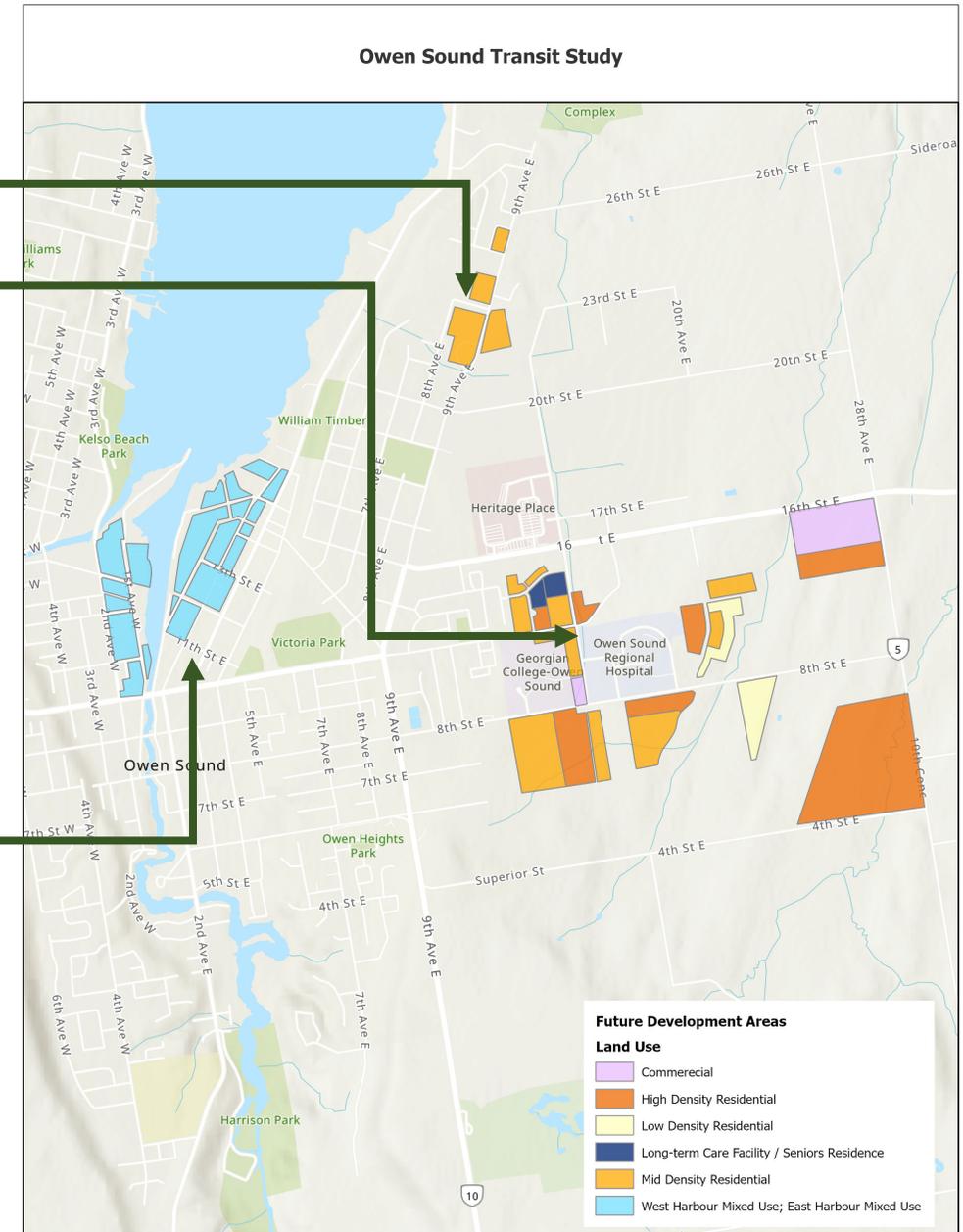
• **Building Strong Partnerships**

- Inter-city and inter-regional connections
- Collaborations with upper-tier municipalities



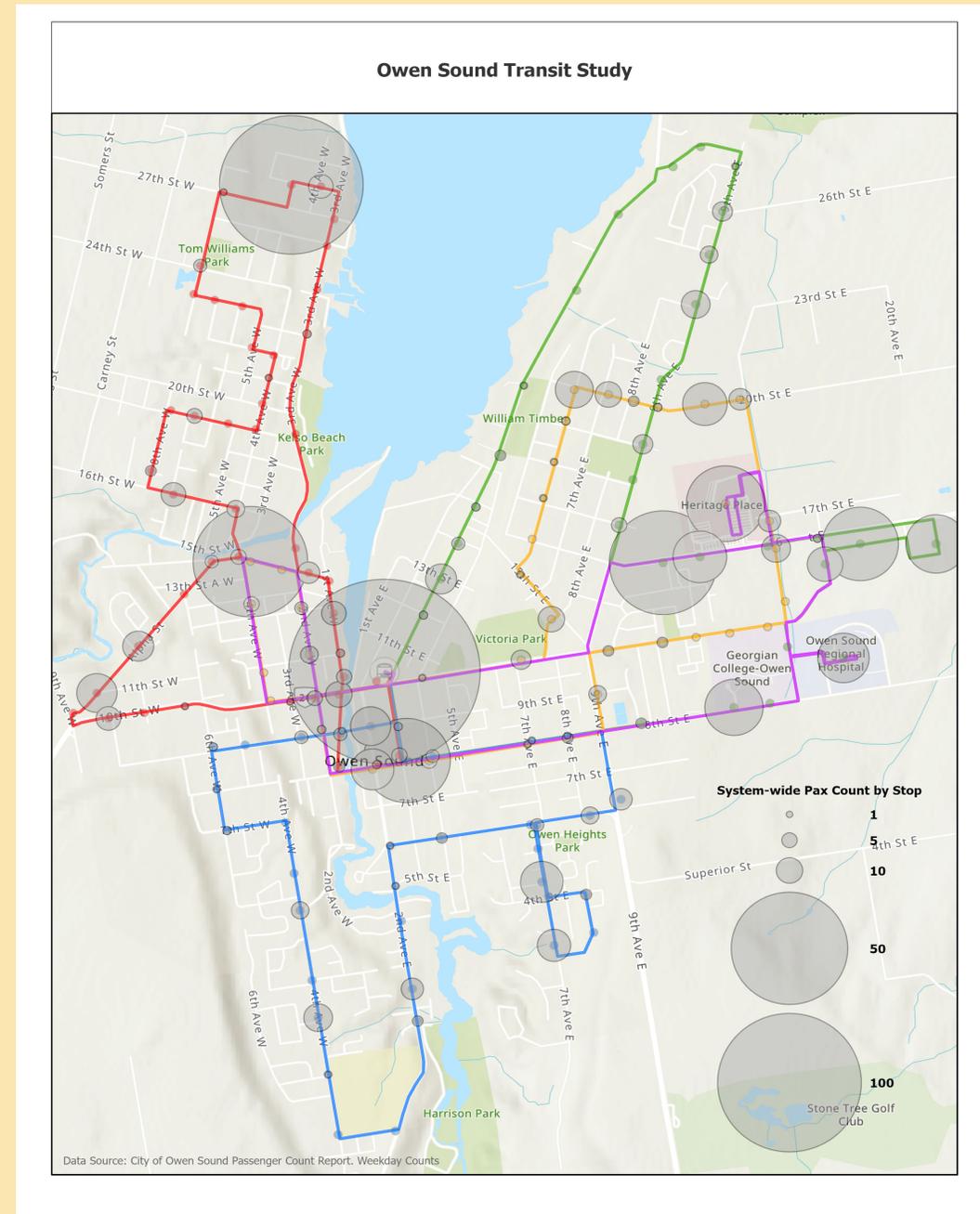
Future Plans in Owen Sound

- East Bluffs (9th Ave E.): **2022 – 2025**
- Sydenham Heights: **beyond 2025**
 - Provides opportunity / need to connect 16th Street to 8th St E / 6th St E, east of 16th Avenue
 - Service required on 8th St. east of 16th Avenue
 - Distance from terminal may require network revisions to establish eastern transit node
 - Heritage Mall
 - Hospital
 - Proposed Mixed use node at 8th St E and 16th Avenue E
- West Harbour / East Harbour
 - May drive additional service in East Bayshore – 2nd Ave W / 3rd Ave W. and 2nd Ave E / 3rd Ave E
- West side not substantially affected but could drive more cross-town demand
- Plan will show potential concepts for longer-term service



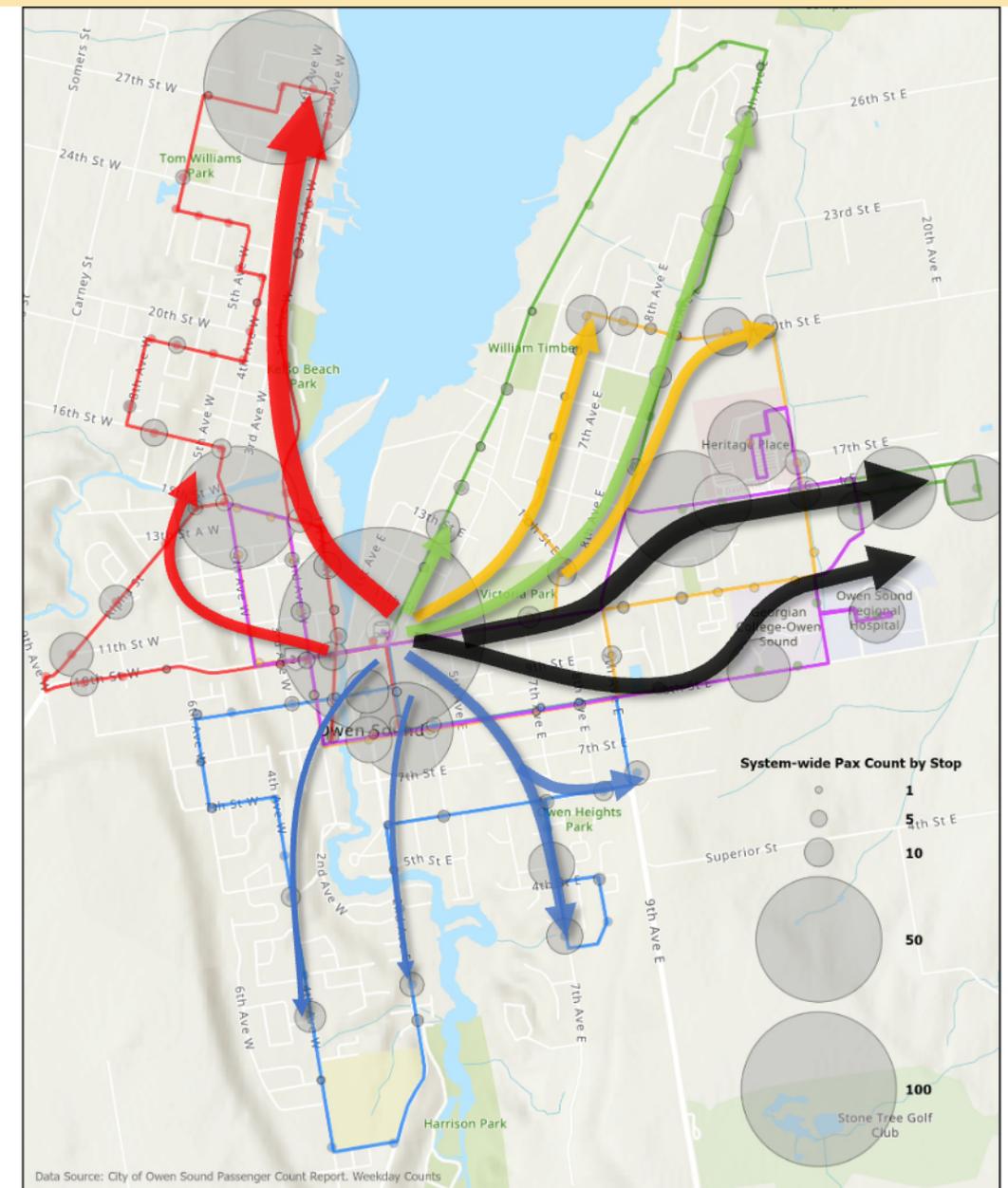
Ridership Patterns

- Depicts high volume stops
- Terminal represents transfer between routes as well as downtown passengers
- West side areas are residential – east side are commercial – indicates strong east-west pattern
- potential for interlining or combining routes to reduce / eliminate transfers
- Several low ridership areas
 - Much of Crosstown route except 7th Avenue and some in 2nd 4th corridor
 - Much of Brooke north of the river, except 27th St area
 - Much of East Bayshore area with selected pockets



Fixed Route Options - Route Trajectories

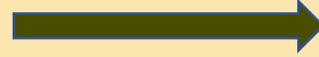
- Shows directions and connections for route paths
- Width of lines depicts demand and potential route connections
- Several possibilities for individual routes or combination options



What we heard - Fixed Routes



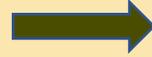
- More frequent service



- Additional Evening and Sunday service



- More direct trips with less back and forth



- Add Sunset Strip and Harrison Park



- Improve on-time performance



Design elements:

- Tailor service more to demand
- Create options for additional service periods
- Re-configure routes to shorten trips and improve connections
- Develop options for new services
- Adjust schedules to improve on-time performance

Option 1 – Fixed Route – Added Service

Description

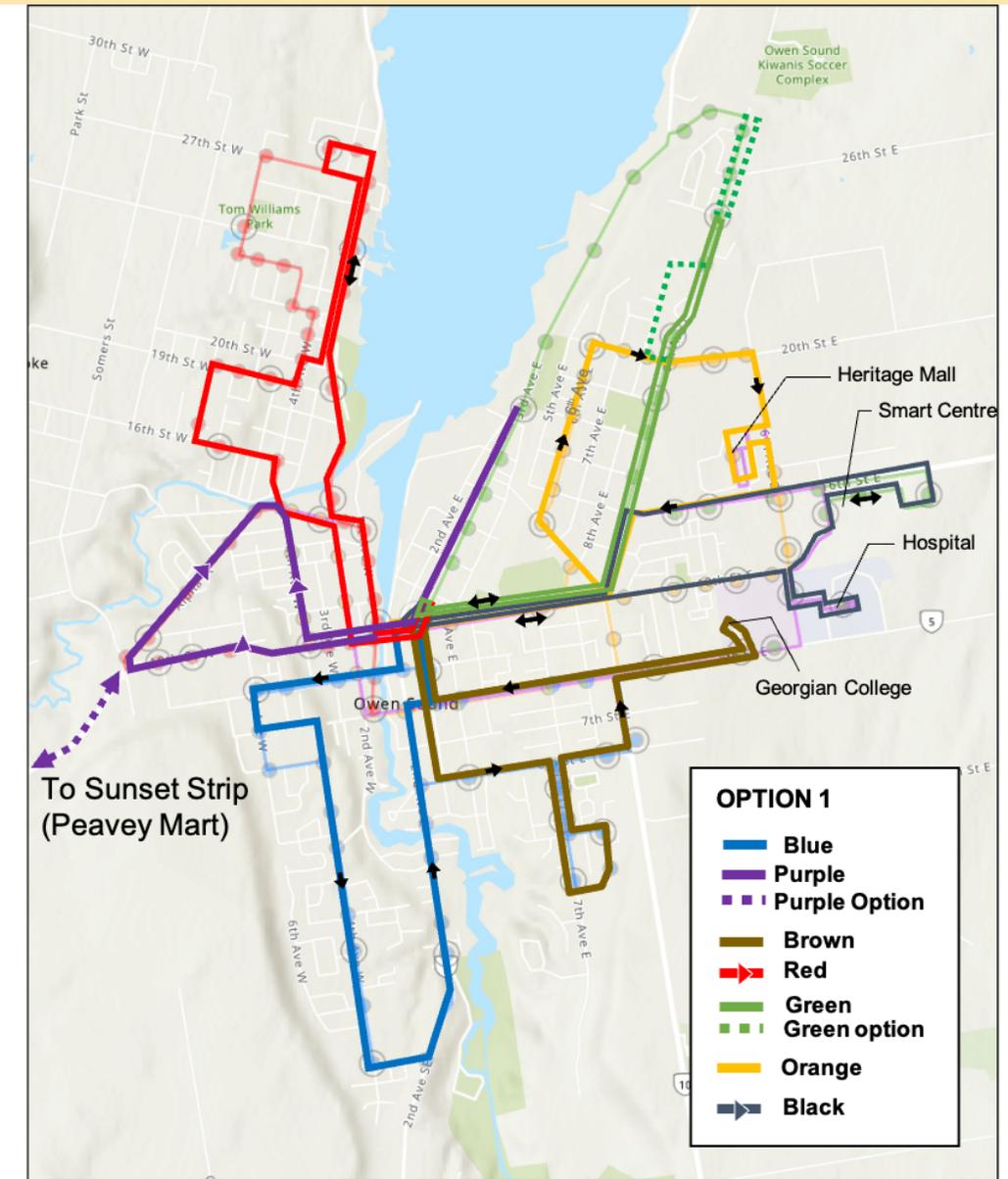
- Eight 20-minute routes, with shorter trip times
- Routes paired to reduce transfers
- High ridership areas served twice per cycle for 20-minute service
- Low ridership areas served once per cycle for 40-minute service
- Daily Vehicle-hours – 54 to 60 (current 48)
- Vehicles Required: 5 (current 4)

Advantages

- More frequent service on **Red and Black** for portions of 2nd Ave W., 3rd Ave W, 4th Ave W., 10th St E., 16th St E, Hospital
- Transfer-free connection between **Red and Black**
- Direct 2-way service to Georgian College
- Possible service to Sunset Strip or increased service on **Green, Orange, Brown, or Purple**

Disadvantages

- Reduced service in
 - existing Crosstown areas **Blue** **Brown**
 - 6th Ave E. and direct Heritage Mall service **Orange**
 - 8th Ave W corridor in Brooke **Red**
 - Portions of 3rd Ave E. in East Bayshore **Green**



Option 2 – Fixed Route – Reduced Service

Description

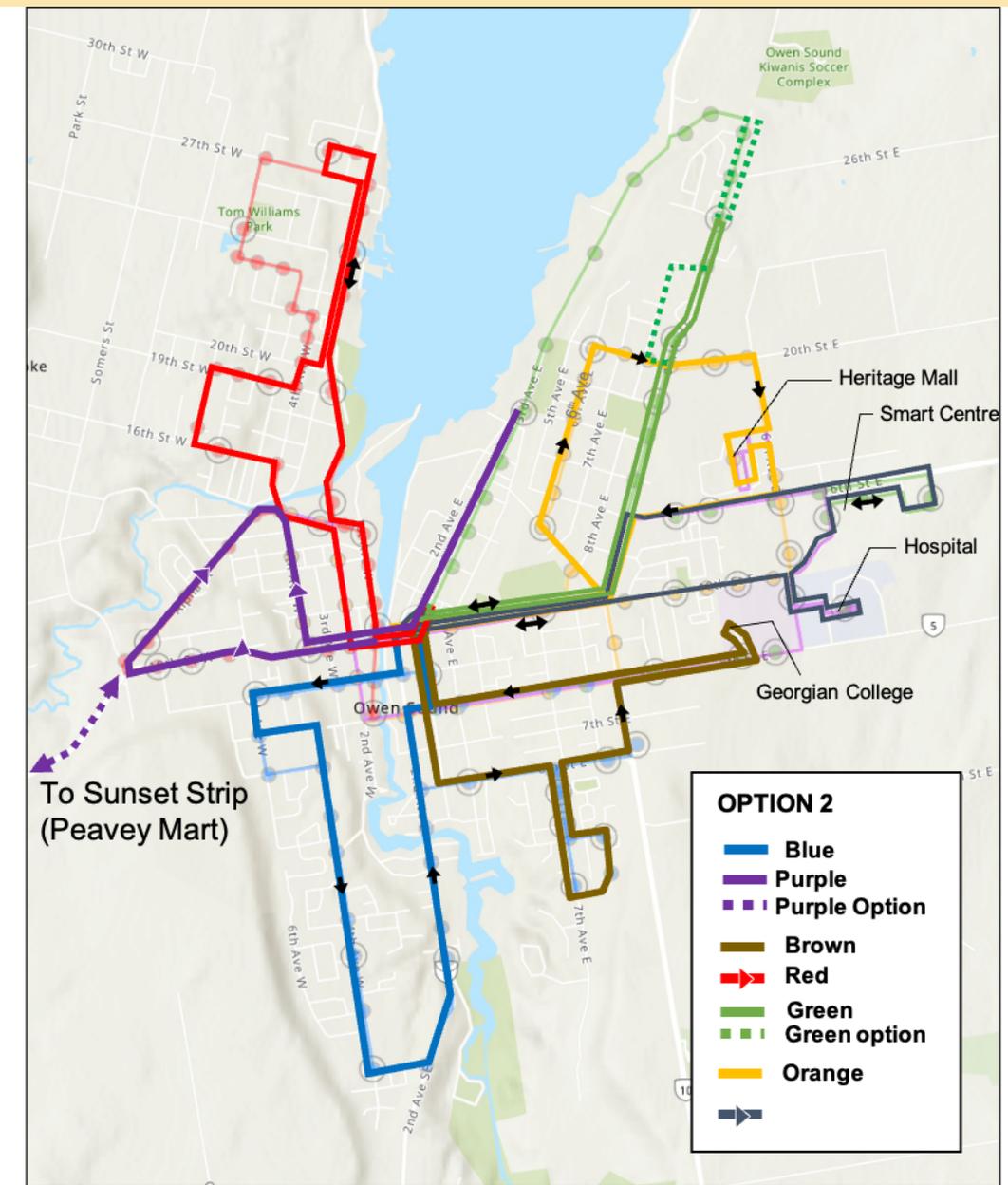
- Same network as Option 1
- Eight 20-minute routes, with shorter trip times
- Routes paired to reduce transfers
- **All areas served once per cycle for 40-minute service**
- Daily Vehicle-hours – 42 to 48 (current 48)
- Vehicles Required: 4 (current 4)
- Very Low ridership areas in Brooke and East Bayshore discontinued

Advantages

- Transfer-free connection between Red and Black
- Direct 2-way service to Georgian College
- Possible service to Sunset Strip or increased service on

Disadvantages

- Reduced service in all areas
 - existing Crosstown areas
 - 6th Ave E. and direct Heritage Mall service
 - 8th Ave W corridor in Brooke
 - Portions of 3rd Ave E. in East Bayshore



Additional Periods of Service - Fixed Route

- Additional periods of service can be added to Option 1 or Option 2 fixed route services
 - Adding to Option 1 would be at additional cost
 - Adding to Option 2 would be partially offset by reduced service cost
- Flexible options
 - Weekday evening service could be reduced level of service from daytime
 - Weekday evening service could vary by day
 - Saturday service could be extended and could be at reduced level of service weekday
 - Sunday service could be added, with unique service hours and frequency

What we Heard – On-demand

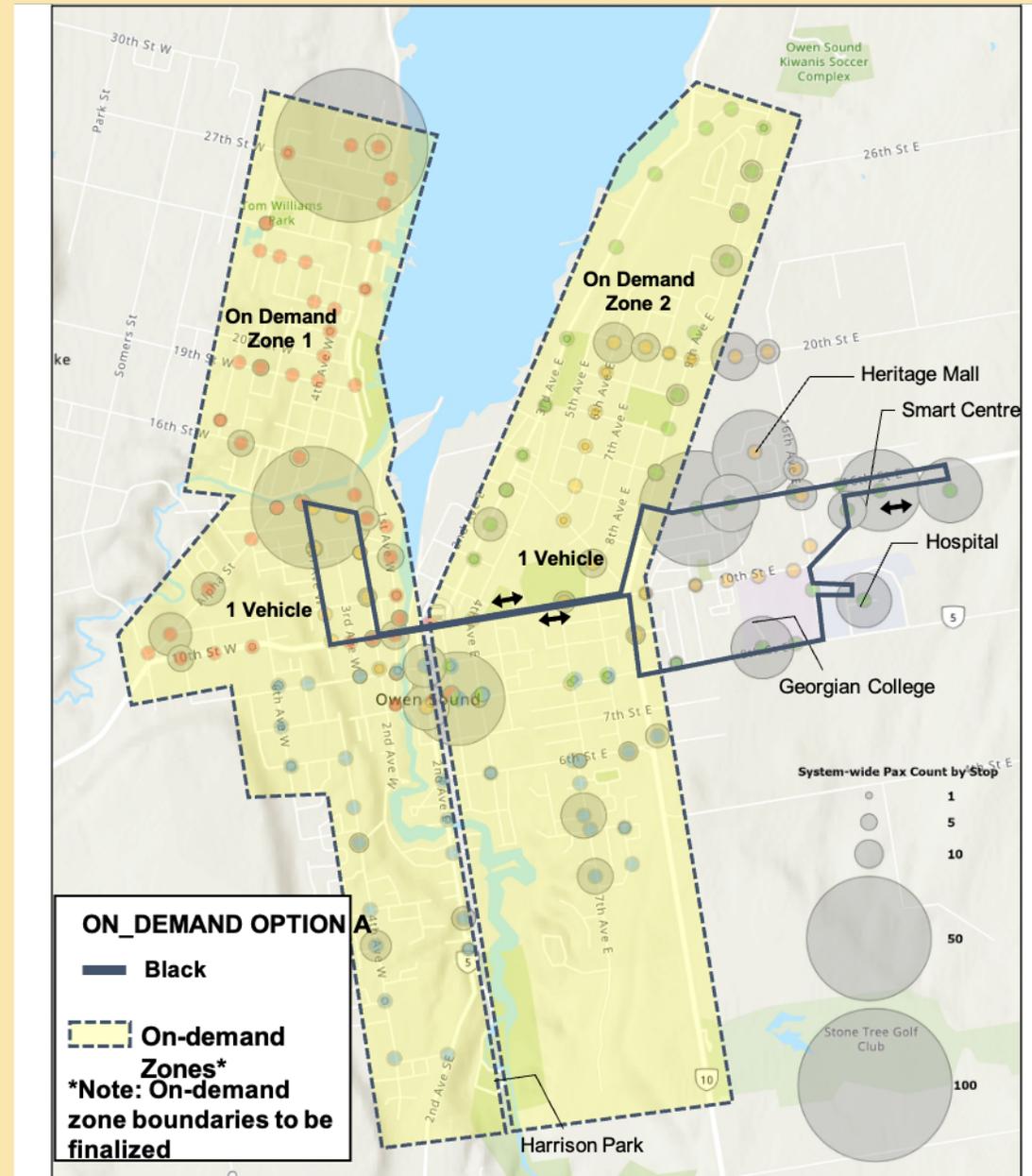
- Little prior awareness
- Mixed reviews about it working in Owen Sound
- Preference for balanced response time versus walk distance

SO:

- Dynamically scheduled trips based on pre-bookings (similar to a taxi)
 - Trips can be booked in advance or at the time of the trip
- Stops in existing route areas would be used for pick-up locations
- In new areas, additional stop locations would be determined based on demand
- Full on-demand service not likely cost-effective but further assessment required
- All options would keep a selection of fixed routes

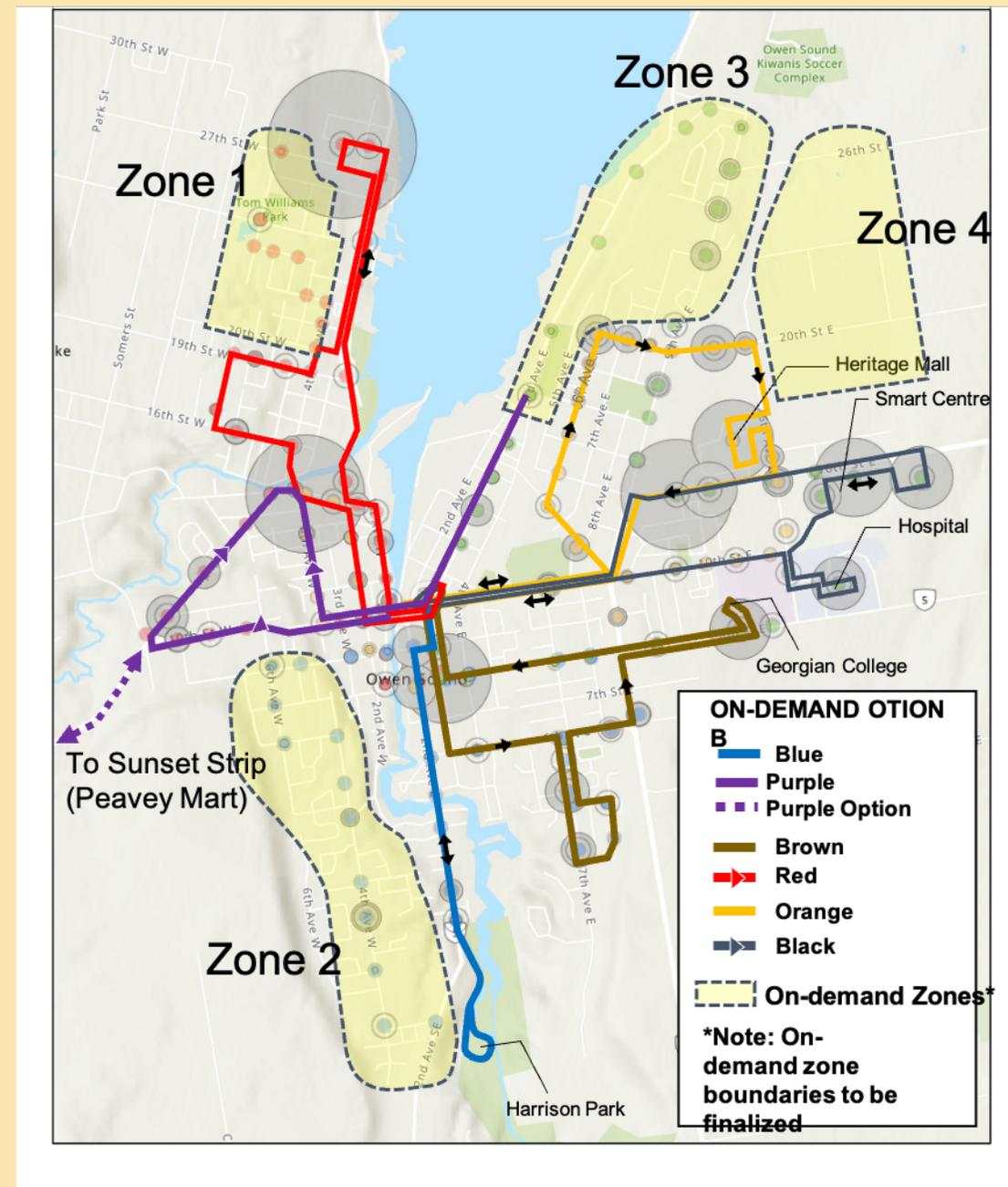
On-demand – full service

- Owen Sound's daily ridership will make on-demand service a challenge as a general solution
 - A fixed route operating east-to-west connecting the higher ridership areas can help relieve some of the demand pressure
- Passengers served by the fixed route would not need the on-demand service
- Passengers in other areas of the zones would use on-demand to travel within the zones
- Passengers travelling to the hospital, college, mall etc, could transfer to the fixed route at key points
- Some direct trips on the on-demand vehicle to the mall area might still occur, depending on the location of the vehicles at the time of the trip



On-demand – hybrid service

- On-demand zones limited to lower demand areas and new industrial area service
- Five routes selected from Option 1 / 2:
 - Red
 - Purple
 - Brown
 - Orange
 - Black
- Blue route modified to provide direct Harrison Park service
- Zones could be expanded for evening or weekend service with fewer fixed routes



What we Heard – Fares

- Lower fares
- Eliminate paper transfers
- More sales outlets for passes
- Pro-rated pass for less than a month

Actions

- Assist COVID recovery with fare freeze through 2022 at least
- Interline select routes to eliminate transfer
- Introduce mobile ticketing to:
 - Increase convenience
 - Improve access
 - Permit flexible fares
- Increase flexibility with:
 - 30-day pass (from day of first use)
 - Weekly pass
- Partner with agencies to provide passes and tickets to be provided at discount to employees and clients

What we Heard – Fleet

- Current buses are awful
 - Replace with better / bigger
 - More reliable
 - More accessible
- Several Zero Emission Vehicle (ZEV) bus options available
 - ZEV bus options include wide range of vehicle styles and sizes, including current style, small transit coaches and large transit coaches
 - ZEV bus prices include substantial purchase premium, with significant operating savings over the long-term
 - Possible federal funding and financing for e-bus
 - Vehicle requirements will depend on service solution selected (on-demand versus fixed route or hybrid)