

ROUND 1

Public Engagement Results

Transit Windsor Service Review

March 2019

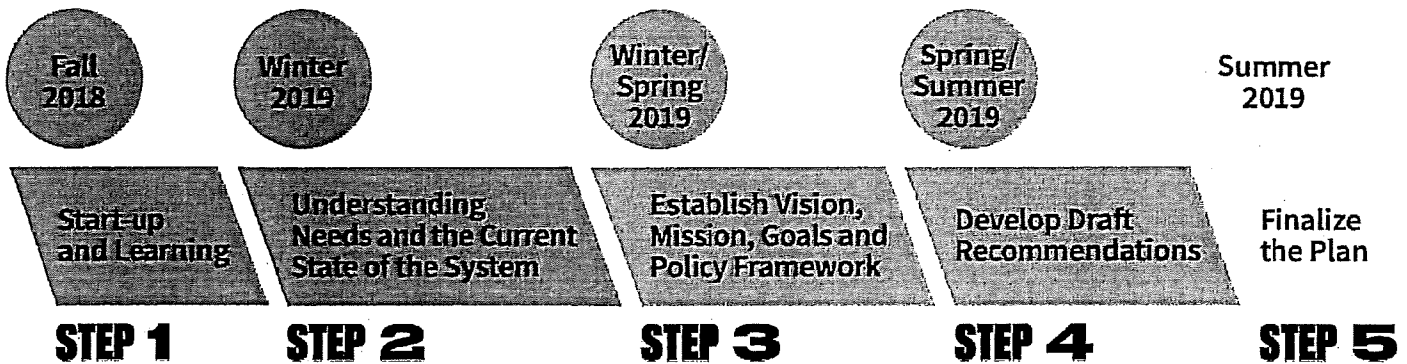
Our city is changing and how we move around is changing too. The City of Windsor is exploring how our transit system can more effectively serve our community. To do this, we're looking at the changing needs of our city. We're looking at how to better connect people to school, work, services, and more. We're looking at how transit can support the healthy growth and development of our neighbourhoods. We're looking at more than transit.

Why a Transit Service Review?

The year-long project consists of a review of Transit Windsor's current network and ridership, existing policies, objectives, service standards and performance targets, as well as system and route performance. It also reviews operating and capital budgets, organization and staffing levels, fleet and facilities, and bus stop amenities including terminals.

The findings from this review, shaped by the feedback received from the community, will inform a plan that consists of short-to-long-term actions and recommendations that will create and support an improved overall transit system for the city. Dillon Consulting, a Canadian employee-owned planning and engineering firm with a local office in Windsor, is assisting Transit Windsor staff on the project.

Project Timeline



Project At-A-Glance

Objectives will position Transit Windsor to:

- Meet opportunities and challenges in future
- Service community effectively and efficiently
- Ensure quality of service exceeds customer expectations

APPENDIX "A"

Public engagement will include:

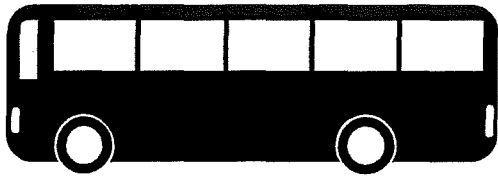
- Round 1 in Winter 2018/19
- Round 2 in Spring 2019
- Community feedback will inform recommendations, Transit Windsor branding, and alignment with future operations

Technical transit review consists of current network and ridership, existing policies, objectives, service standards, performance targets, system and route performance, operating and capital budgets, organization and staffing levels, fleet and facilities, and bus stop amenities

Outcomes include short- and long-term actions and recommendations to create and improve transit system

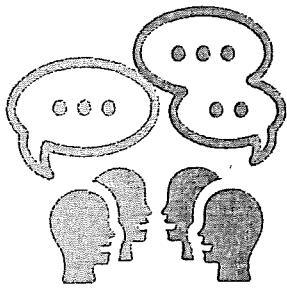
How We Engaged? Techniques & Results

We used a combination of focused, **targeted engagement** with key stakeholder groups and a broad-based, **city-wide dialogue** with both transit and non-transit riders alike. Targeted engagement sessions occurred with groups likely to be affected by transit system changes, including those with accessibility needs, seniors, employers and employment agencies, business and economic development groups, active transportation advocates, transit advocates, New Canadians, neighbourhood coalitions and resident associations, students and youth, social and health services, and internal City of Windsor stakeholders, including Transit Windsor staff, bus drivers, City Council, and other City departments. The full Consultation Summary Report is available upon request to morethantransit@windsor.ca.



PROJECT TEAM RIDEALONG

with drivers and riders to discuss points of origin, destinations, and service improvement priorities



NEARLY
50

attendees at
4 key stakeholder workshops on assessment of transit system

30
FRONT-LINE

Transit Windsor staff attended **introductory drop-in event**

ALMOST
2,000

participants and passers-by at **12 pop-up events**, for an opportunity to learn about the project, provide feedback, and be directed to the online survey

6 pre-engagement telephone interviews with key informants to help us develop the engagement approach



700

community **telephone surveys** on experiences of transit & non-transit users

MORE THAN TRANSIT

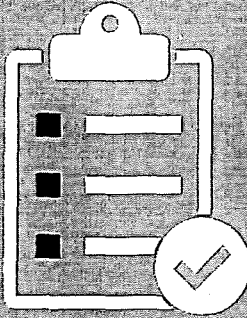
PROJECT BRANDING

developed to build project recognition and communicate its purpose

How We Engaged? Techniques & Results



SOCIAL MEDIA
used to spread awareness and engagement objectives



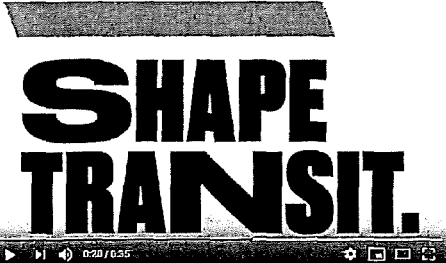
2,040
respondents to the **Community Survey**

NEARLY 1,300 postcards distributed during pop-up and in-person events

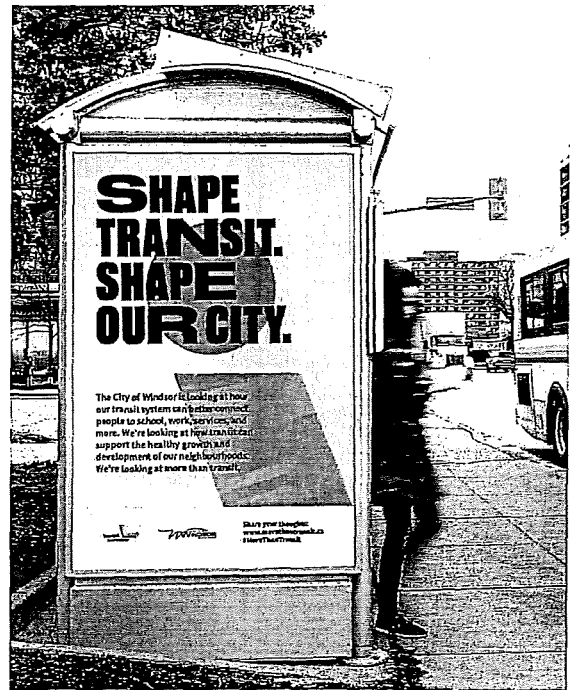


PROJECT EMAIL
for direct communication with residents

3,655 visits to the **dedicated project website** from November 1, 2018 to March 25, 2019



35-SECOND VIDEO
produced to drive viewers to project website & survey



447 to Round 1 Engagement project **email newsletter** with a **44%** open rate & average click rate of **7.4%**

SUBSCRIBERS

20+ Ads placed in bus shelters for several weeks to build awareness

What we heard

Feedback received from the public and key stakeholders can generally be categorized into a number of overarching themes related to **routes and reliability, service improvements, equity, addressing issues with buses and infrastructure, innovation, the social and environmental benefits of transit**, along with other feedback related to the **transit service review project itself, feedback from Transit Windsor employees, and insights related to the Transit Windsor brand.**

Routes & Reliability

- Increased service during weekday peak hours, evenings, weekends and holidays
- Higher frequency of buses, particularly in dense neighbourhoods
- Overcrowding, particularly due to influxes of student populations

“Better accessibility so moms and disabled adult riders are NOT competing for space.”

- More realistic schedules, transfers, and connections
- Inability to connect in time results in long wait times
- Update routes to address changes in travel patterns and community amenities
- Direct routes with fewer transfers or improved transfer points
- Explore regional service, on-demand service and transit priority measures
- Express buses for high ridership destinations
- Transit Signal Priority to make transit more appealing
- Impacts of free or cheap public parking on transit system

“Our city has changed and transit routes should reflect this.”

Service

- Deterred from use due to reliability of service schedules
- Low visibility for Transit Windsor
- Opportunity to increase cross-border travel and tourism
- Improve notification system for rerouting and changes to bus schedules
- Better signage at bus shelters
- Improve community bus etiquette through enforcement and passenger education

“Some of us start very early, some of us need to travel far.”

- Increased communication with operators
- Direct call-in number to Transit Windsor to address questions and concerns
- Bus operators rushed and proceed before riders are settled
- Driver attitudes towards teenagers, those with disabilities, newcomers, homeless individuals
- Greater flexibility by bus operators when it comes to expired bus passes or transfers
- Improvements to bus passes, including a Smart Card system and ability to renew online
- Real-time bus schedules and GPS tracking of all buses
- Mindful of those without smartphones or limited data

Equity

- Improved access to jobs and employment centres
- Reliable service with more accurate schedules/timepoints
- New routes and terminal location would result in longer commutes for some vulnerable populations
- Regional transit service
- Access to basic amenities, including hospitals and clinics
- Services provided should be reflected more appropriately in fares
- Free bus passes for seniors
- Better connectivity for seniors and persons with disabilities living in more isolated areas
- Integration of Handi-Transit with conventional services
- Greater accessibility on transit information, including signage, bus schedules, mapping and audio call-outs

“Regional transit. People work outside of the city.”

- Improvements to Affordable Pass System include shortened wait times, simplified application form, less restrictive criteria, and reduced expense
- Language barriers for non-native English speakers
- Ensure inclusivity in decision-making processes, particularly for seniors, newcomers and persons with disabilities

What we heard

Better buses, Improved infrastructure

- Enhance site lines through placement of advertisements
- Inclusion of signage in new bus shelters to draw attention to improved amenities

“It’s very inconvenient when a bus goes right by because it’s too full or it’s 10 minutes off schedule.”

- Better ventilation and temperature control
- Heated bus shelters
- Better situated shelters and stops that are closer to residents

“More buses during peak times and eventually more on weekends if possible. I would love to use the system more myself if it had more buses.”

- Ensure passengers are not disembarking in conflict areas
- Ensure bus stops are free from hazards, including ice and snow
- Passengers should be seated before bus departs
- Individuals, particularly women, do not feel safe walking to and from bus stops in the evening

“The service should reflect the cost.”

Transit for the Common Good

- Recognition of the preferences of millennials for mobility options
- Establish transit patterns early in children to encourage transit use

“The more the city invests in public transit, the more people will use it... Make a quality service and people will come.”

- Need for a shift in behavior and perception of public transit
- Should be promoted as public service and for the greater good of the community
- Environmentally conscientious choice
- Minimize impacts of public transit routes on environmentally-sensitive areas
- Integration with other forms of transportation, including rail, air, pedestrians and cycling

“I would also love if we could have our bus passes on our phones.”

- Explore first- and last-mile connections when it comes to user experiences
- Transit enhances livability for seniors

Other themes

- Importance of getting into neighbourhoods and listening to communities and stakeholder groups that may not typically participate in public consultation
- Better communication between Transit Windsor and City
- Improved internal communications
- More job security for contract employees
- Concern over the state of the current fleet of vehicles
- Transit Windsor branding is dated and unclear
- Substantial room for improvement with current branding
- Top themes identified by participants about branding include:
 - experiences of overcrowding,
 - branding feels dated/old,
 - give movement forward,
 - transit is for the community,
 - colourful aesthetic.
- Branding work needs to be communicated to public about its value, why branding is a good use of resources, and that business and marketing investments are happening alongside service improvements
- Significant opportunity for branding to better reach current and potential riders
- Use brand more effectively and apply more extensively beyond transit system

NEXT STEPS

Feedback will directly inform subsequent work on a new vision, mission and goals that guide short to long-term actions and recommendations for improvement.