

What's *More Than Transit?*

The City of Windsor is exploring how our transit system can more effectively serve our community.

The year-long transit service review examines Transit Windsor's :

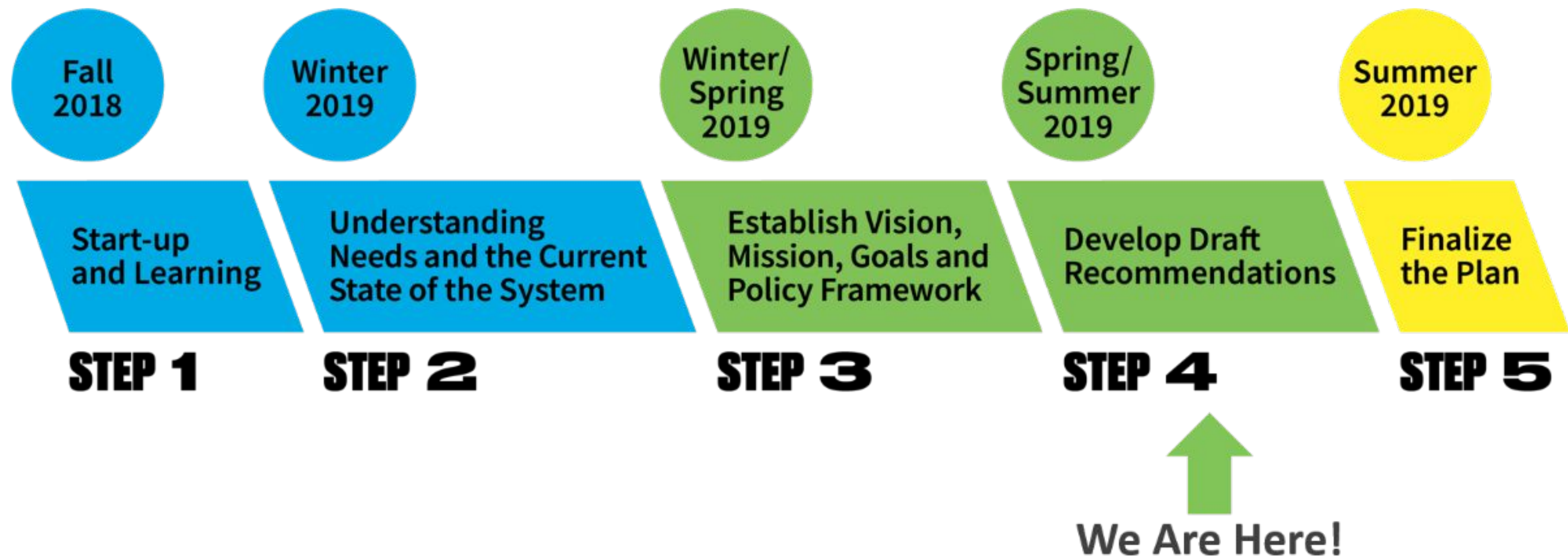
- current network and ridership
- existing policies, objectives, service standards, and performance targets
- system and route performance
- operating and capital budgets
- organization and staffing levels
- fleet and facilities; and
- bus stop amenities, including terminals



What's More Than Transit?

Your participation is crucial to the success of this review.

The findings of the review, shaped by the feedback received from the community, will inform a long-range plan that will create and support an improved overall transit system for the city. The plan will be brought to Council for approval in Fall 2019.



Why a Transit Master Plan?

The actions of our peer transit agencies are challenging us to do better.

When compared to our peer transit systems of similar size, **Transit Windsor...**

- Offers the least amount of service per capita
- Has the lowest municipal operating contribution per capita

The time to update the transit strategy is now.

The last Transit Master Plan update was in 2006. Since then, our lifestyles and the way we travel have changed dramatically.

This is our time to update, rethink, and be better.



Why a Transit Master Plan?

We need to ensure we are serving the needs of our transit customers better.

Current transit service is **downtown focused**. However, most people are travelling across the city and to neighboring communities not to downtown Windsor only.



AM Peak Period Travel Patterns

Transit Windsor's Vision

“Transit Windsor – More than Transit”

The phrase “more than transit” speaks to themes of modern integrated mobility.

It also implies that Transit Windsor is more than **just** another transit service. Instead it is an integral component of Windsor's community.

Transit Windsor's Mission

“Transit Windsor supports the growth of a liveable and sustainable community by providing a reliable, safe and convenient mobility service option that is accessible to all.”

- **Liveable and Sustainable Community** - a healthy and environmentally sustainable community that provides its residents with access to a variety of opportunities.
- **Reliable** - consistently on time, dependable, and available anytime someone needs to travel
- **Safe** - emphasizing the safety of passengers, employees, and any other roadway user or traveler
- **Convenient** - modern, comfortable to travel on, and easy to use
- **Service** - focused on users and dedicated to ensure that the service Transit Windsor provides is valuable to the community
- **Accessible to All** - accessible to people of all physical abilities, mental abilities, ages, gender identifies, ethnicity, cultural background, economic background, etc.

Route Structure

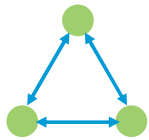
5 Route Types



Primary

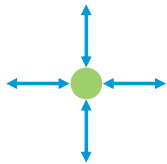


- Grid routes on North/South and East/West Arterial Roads
- Highway Routes on E.C. Row



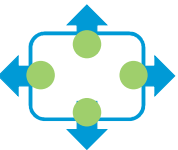
Secondary

- Fills in the gaps between Primary Routes
- Routes connect terminals



Local

- Feeder routes connecting residential and employment areas with local transit terminals



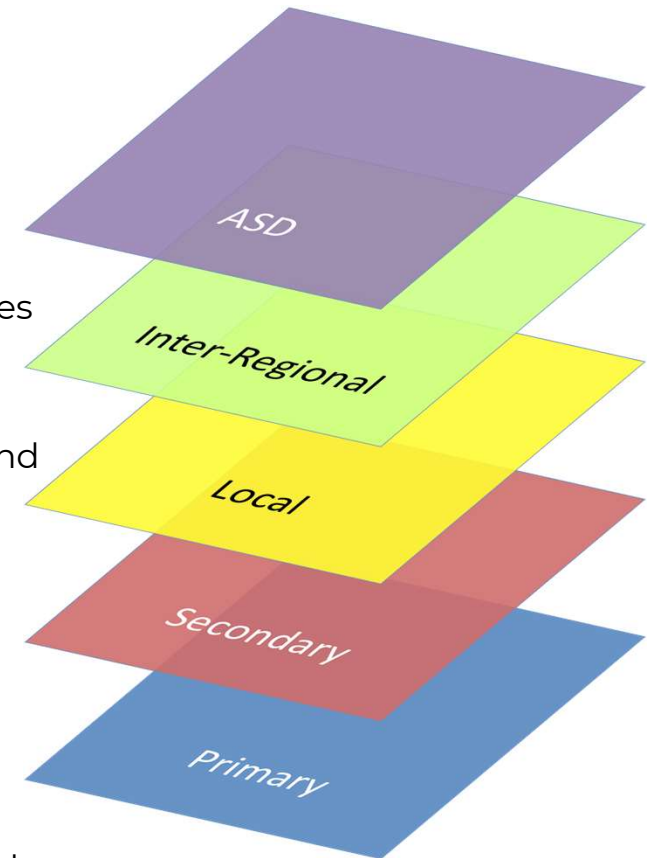
Inter-regional

- Connecting adjacent communities to Transit Windsor Terminals (existing Tunnel Bus, LaSalle, and Leamington)



ASD

- Alternative Service Delivery (ASD)
- On-Demand Service for low-density and emerging development areas



TRANSIT WINDSOR PROPOSED ROUTE MAP

Point of Interest

- Major Destination
- Transit Terminal

Primary Routes

- 10
- 11
- 12
- 13
- 14
- 15
- 17
- Route Extension to Future Hospital

Primary Highway Routes

- 16
- 18

Secondary Routes

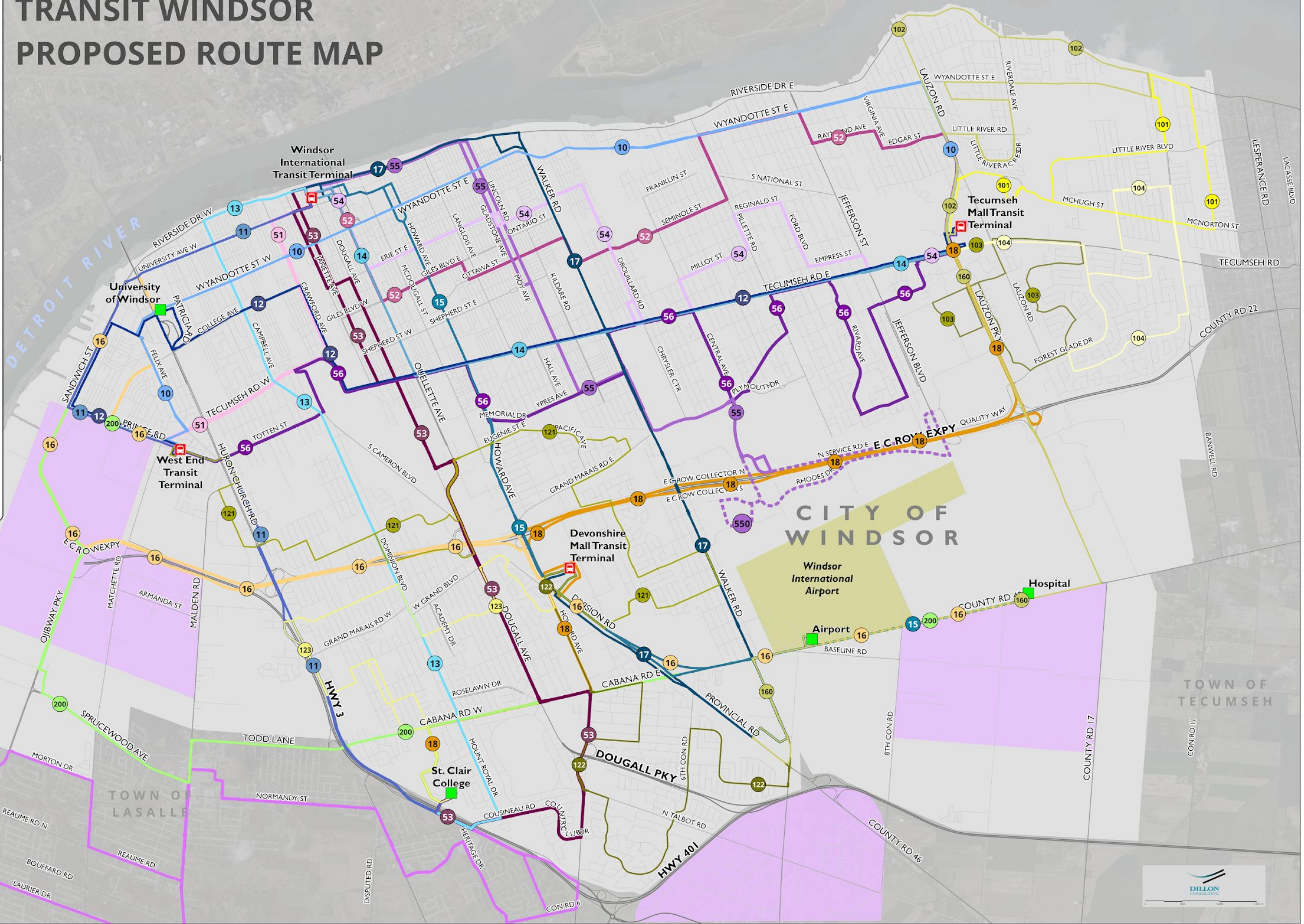
- 51
- 52
- 53
- 54
- 55
- 550 (Peak Period Service)
- 56

Local Routes

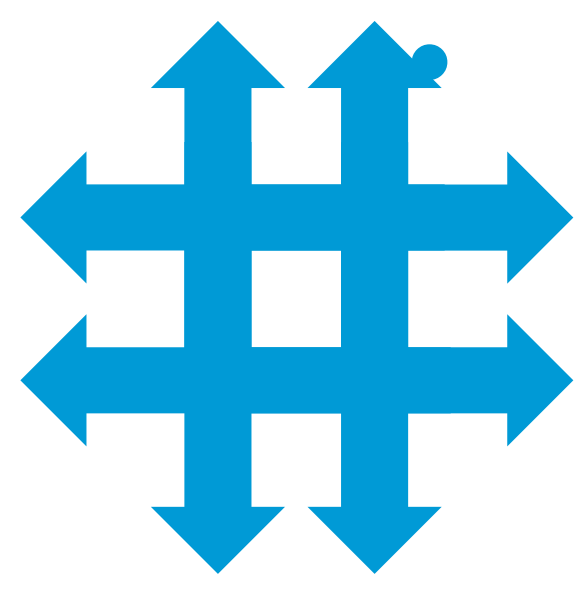
- 101
- 102
- 103
- 104
- 121
- 122
- 123
- 160

Inter-Regional Route

- 200
- Existing Route 25
- Alternative Service Delivery

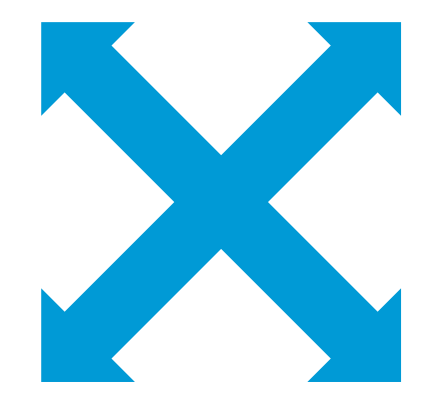


Primary Routes



Grid Routes

- » Approximately 2.0 km – 2.5 km spacing
- » East / West Routes = Even Route #
- » North / South Routes = Odd Route #



Highway Routes

- » 40 min headway to start, ultimately 20 min peak headways

East-West Routes

10	Wyandotte
12	Tecumseh - WITT
14	Tecumseh - UoW (Skip Stop)

North-South Routes

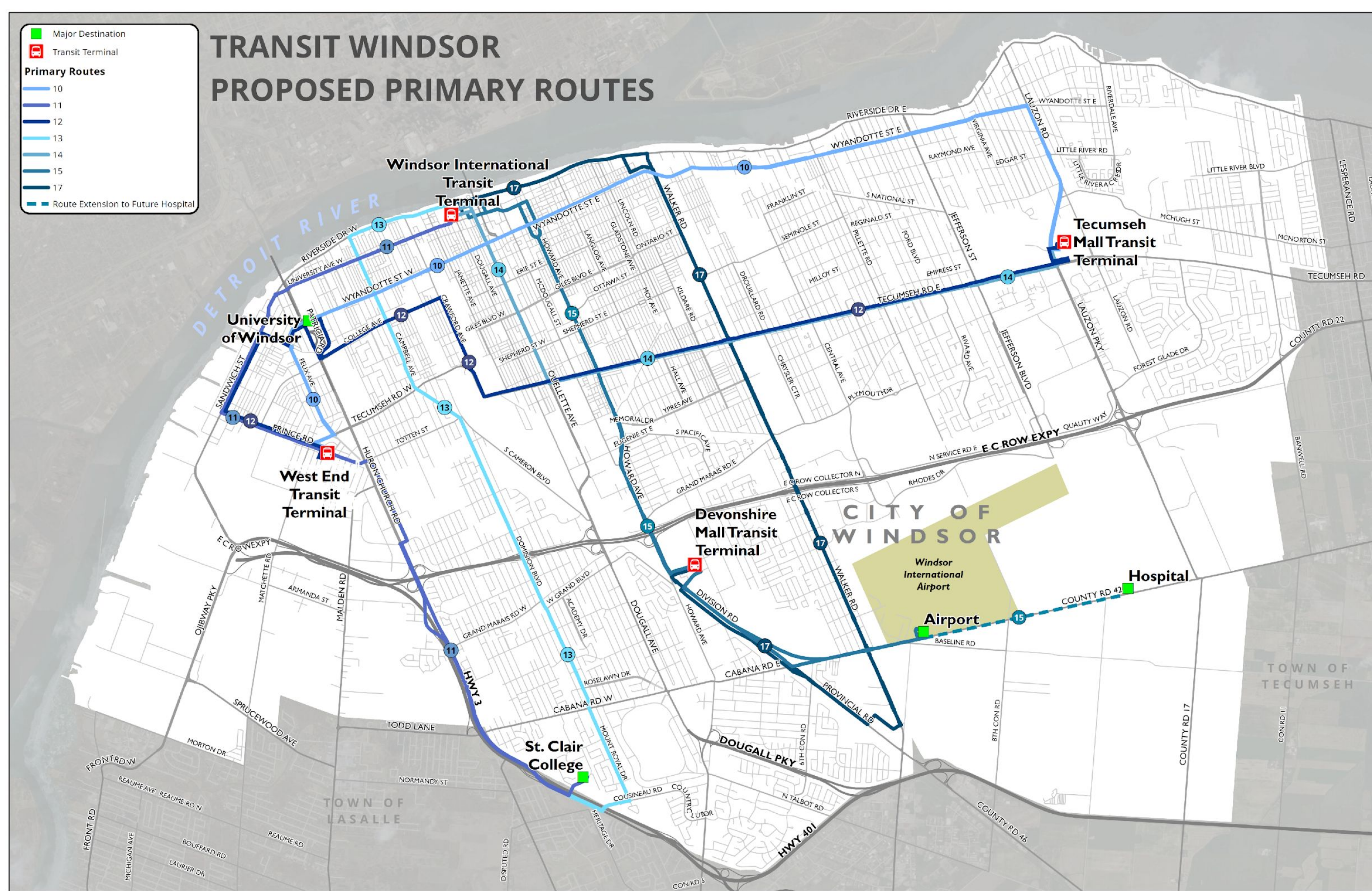
11	University
13	Dominion
15	Howard
17	Walker

Highway Routes

16	Tecumseh to St Clair via EC Row
18	University to Airport / Hospital via EC Row

Primary Grid Routes: Tentative Minimum Route Frequencies

	Weekday		Saturday		Sunday / Holiday		Tentative Frequency (min)
	from	to	from	to	from	to	
Early	5:30	6:30	6:00	10:00	6:00	10:00	30
Peak / Midday	6:30	18:00	10:00	19:00	10:00	18:00	15
Evening	18:00	1:30	19:00	1:00	18:00	0:00	30



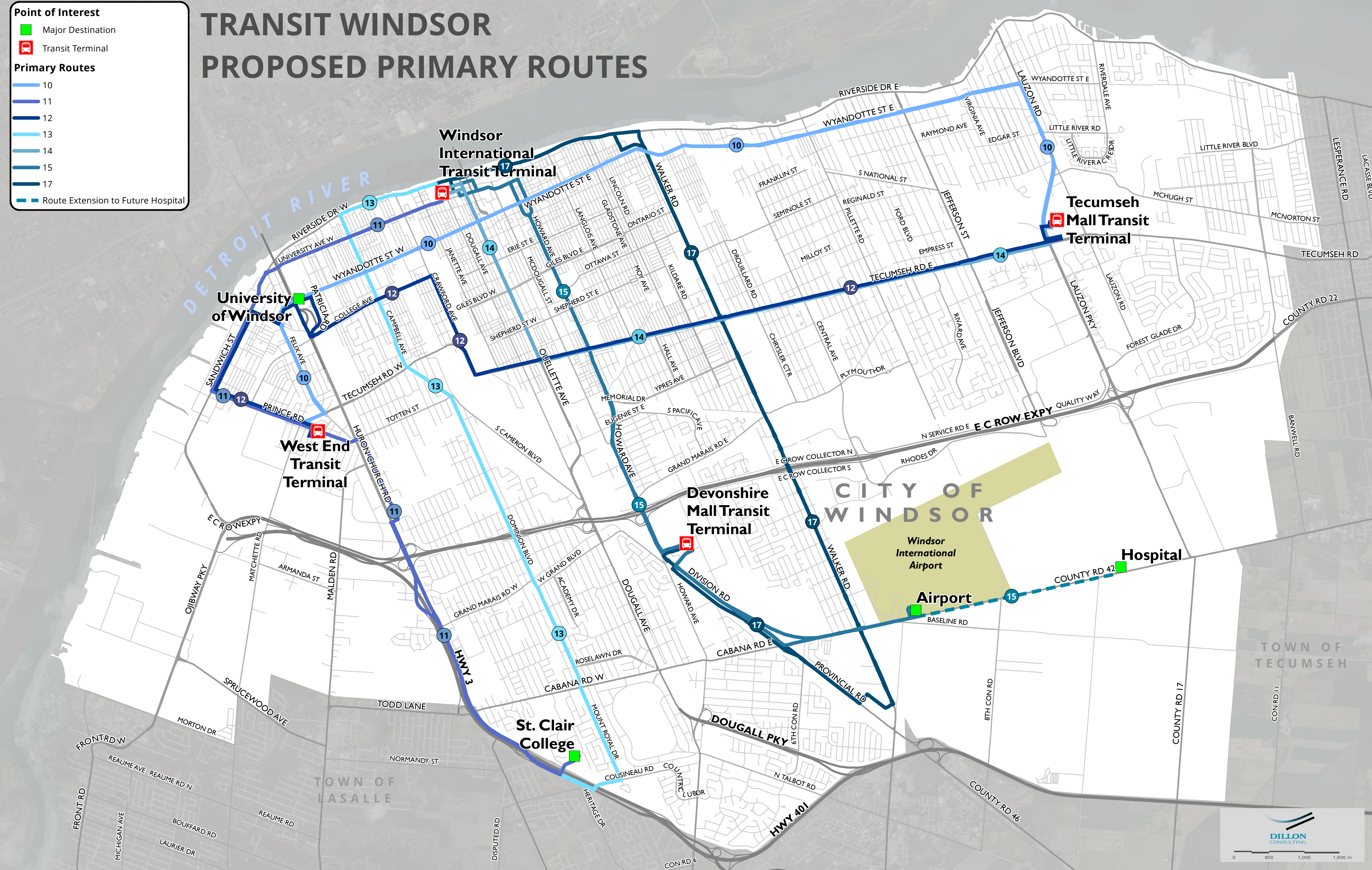
TRANSIT WINDSOR PROPOSED PRIMARY ROUTES

Point of Interest

- Major Destination
- Transit Terminal

Primary Routes

- 10
- 11
- 12
- 13
- 14
- 15
- 17
- Route Extension to Future Hospital



TRANSIT WINDSOR PROPOSED PRIMARY HIGHWAY ROUTES

Point of Interest

- Major Destination
- Transit Terminal

Primary Highway Routes

- 16
- 18

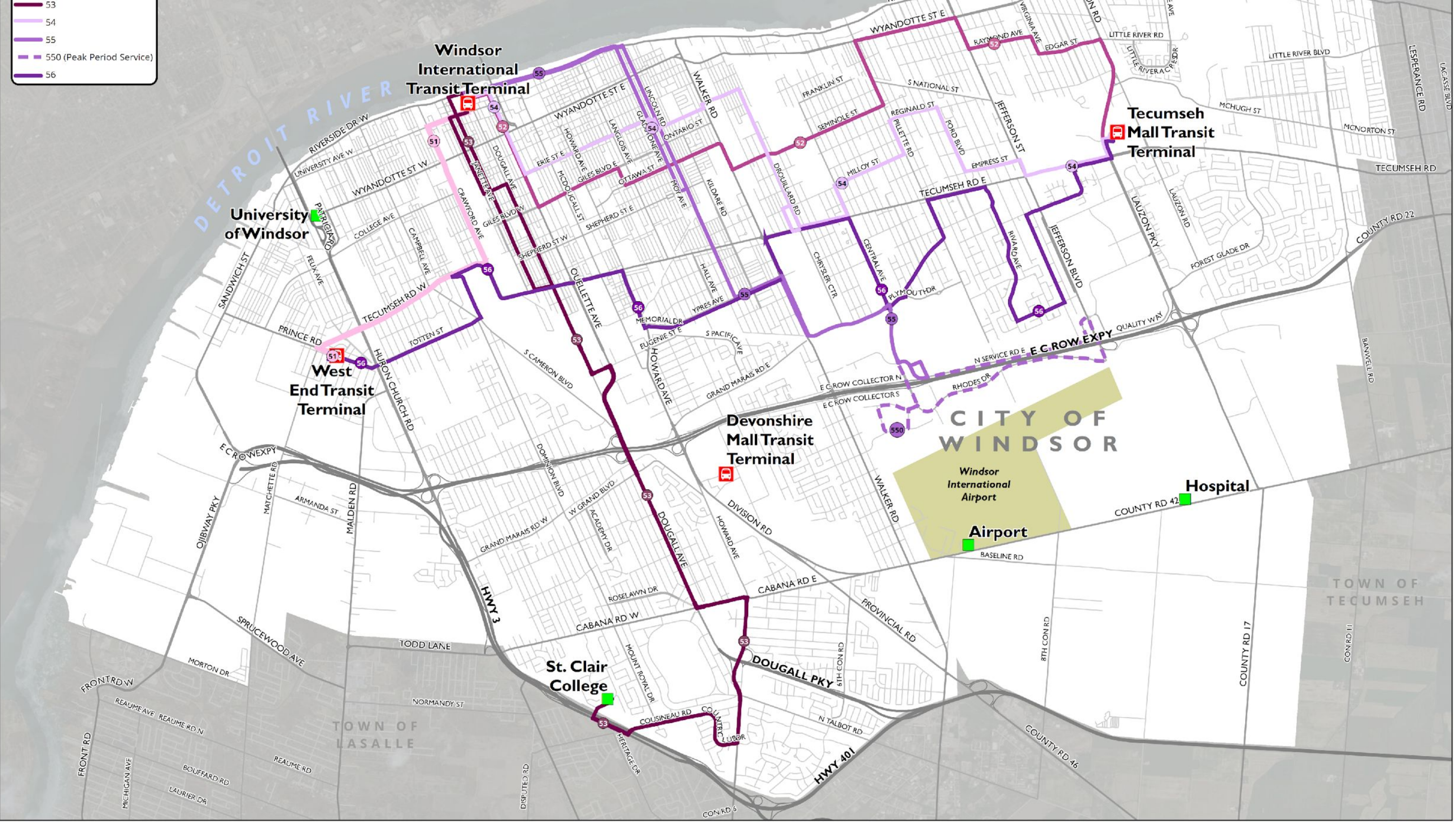


Major Destination
 Major Destination
 Transit Terminal

Secondary Routes

- 51
- 52
- 53
- 54
- 55
- 550 (Peak Period Service)
- 56

TRANSIT WINDSOR PROPOSED SECONDARY ROUTES



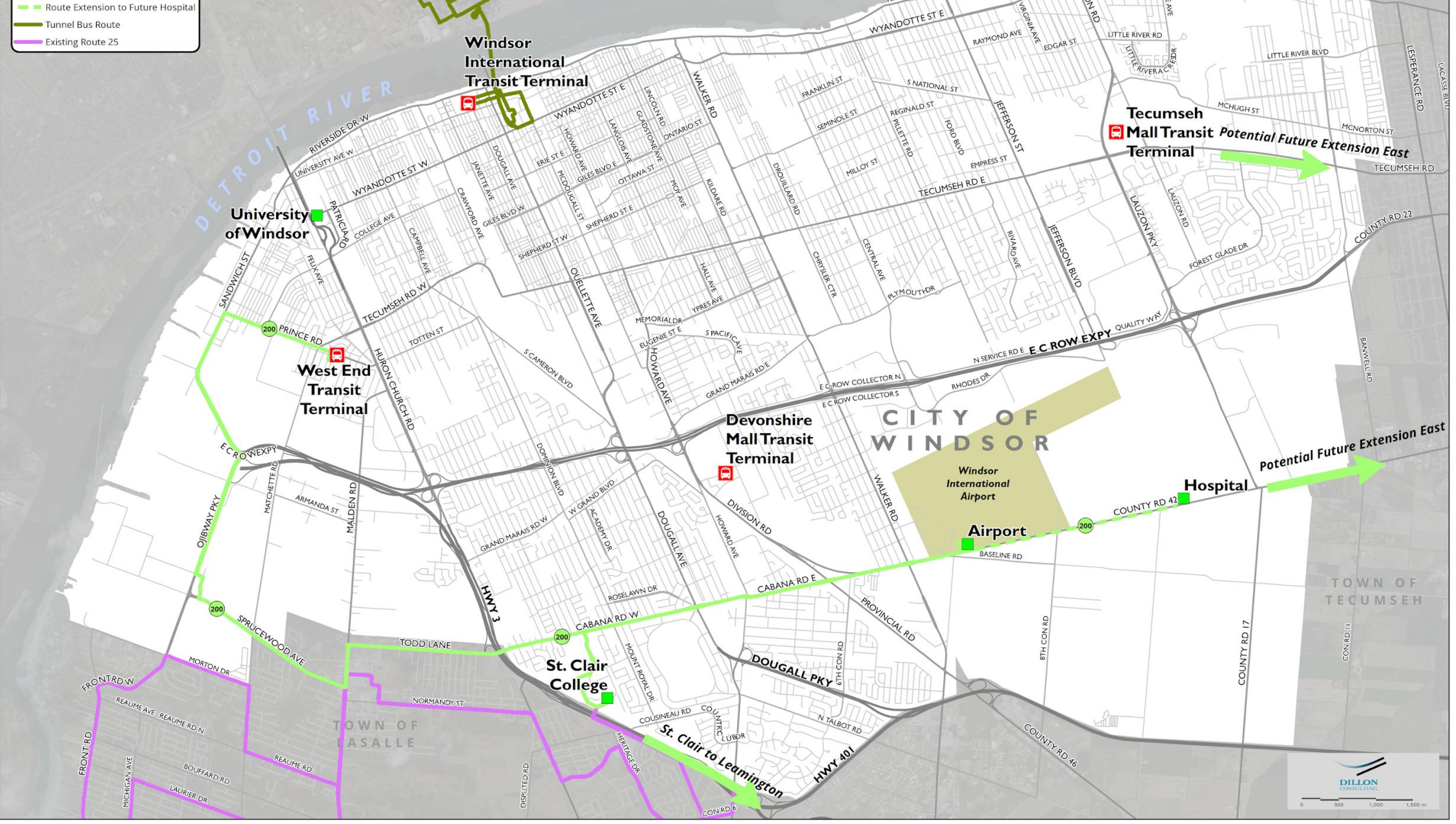
Point of Interest

- Major Destination
- Transit Terminal

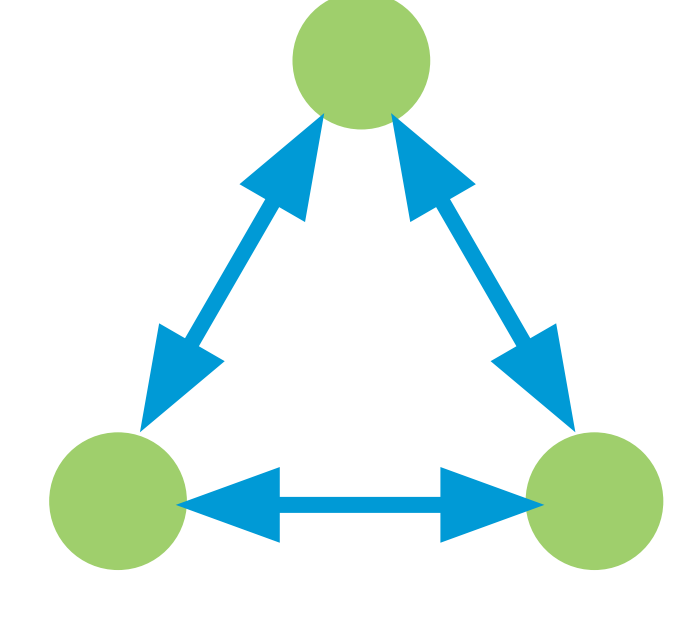
Inter-Regional Route

- 200
- Route Extension to Future Hospital
- Tunnel Bus Route
- Existing Route 25

TRANSIT WINDSOR PROPOSED INTER-REGIONAL ROUTES



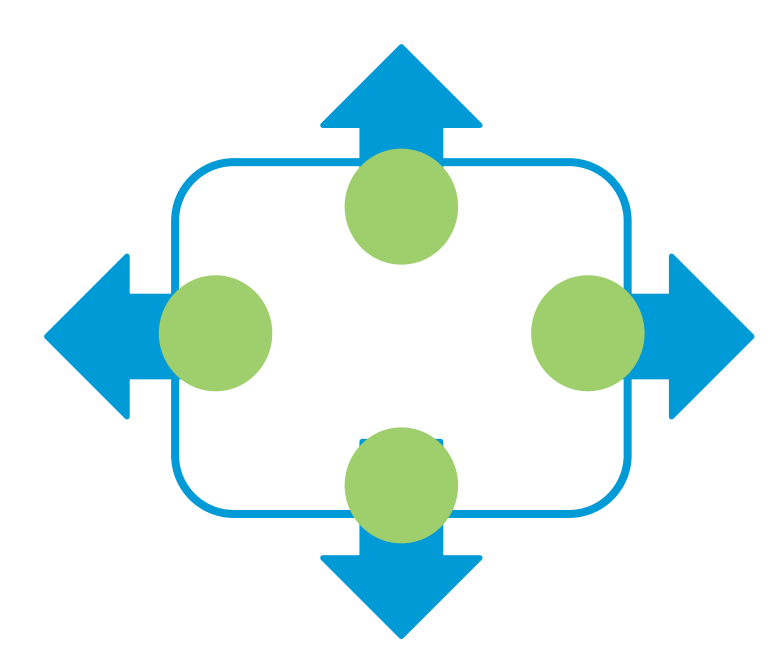
Secondary Routes



Fills in the gaps between Primary Routes and connects to Terminals or major destinations

Secondary Routes	
50	Tecumseh Mall Terminal to Downtown Terminal
52	West End Terminal to Downtown Terminal
53	St Clair to Downtown Terminal
54	Tecumseh Mall Terminal to Downtown Terminal
56	Tecumseh Mall Terminal to West End Terminal
57	Transit Windsor Garage to Downtown Terminal (peak period via Rhodes Dr & N Service Rd)

Inter-Regional Routes



Connects adjacent communities to Terminals

- » Tunnel Bus maintained (30 min weekdays)
- » Leamington service at St Clair College (3 trips/day)
- » Potential future route extensions to the South and East

Secondary Routes / Inter-Regional LaSalle Route Tentative Minimum Route Frequencies							
	Weekday		Saturday		Sunday / Holiday		Tentative Frequency (min)
	from	to	from	to	from	to	
Early AM Peak	5:30	6:30	6:00	10:00	6:00	10:00	60
Midday	6:30	9:00	-	-	-	-	20
PM Peak	9:00	14:00	10:00	19:00	10:00	18:00	30
Evening	14:00	18:00	-	-	-	-	20
	18:00	1:30	19:00	1:00	18:00	0:00	60

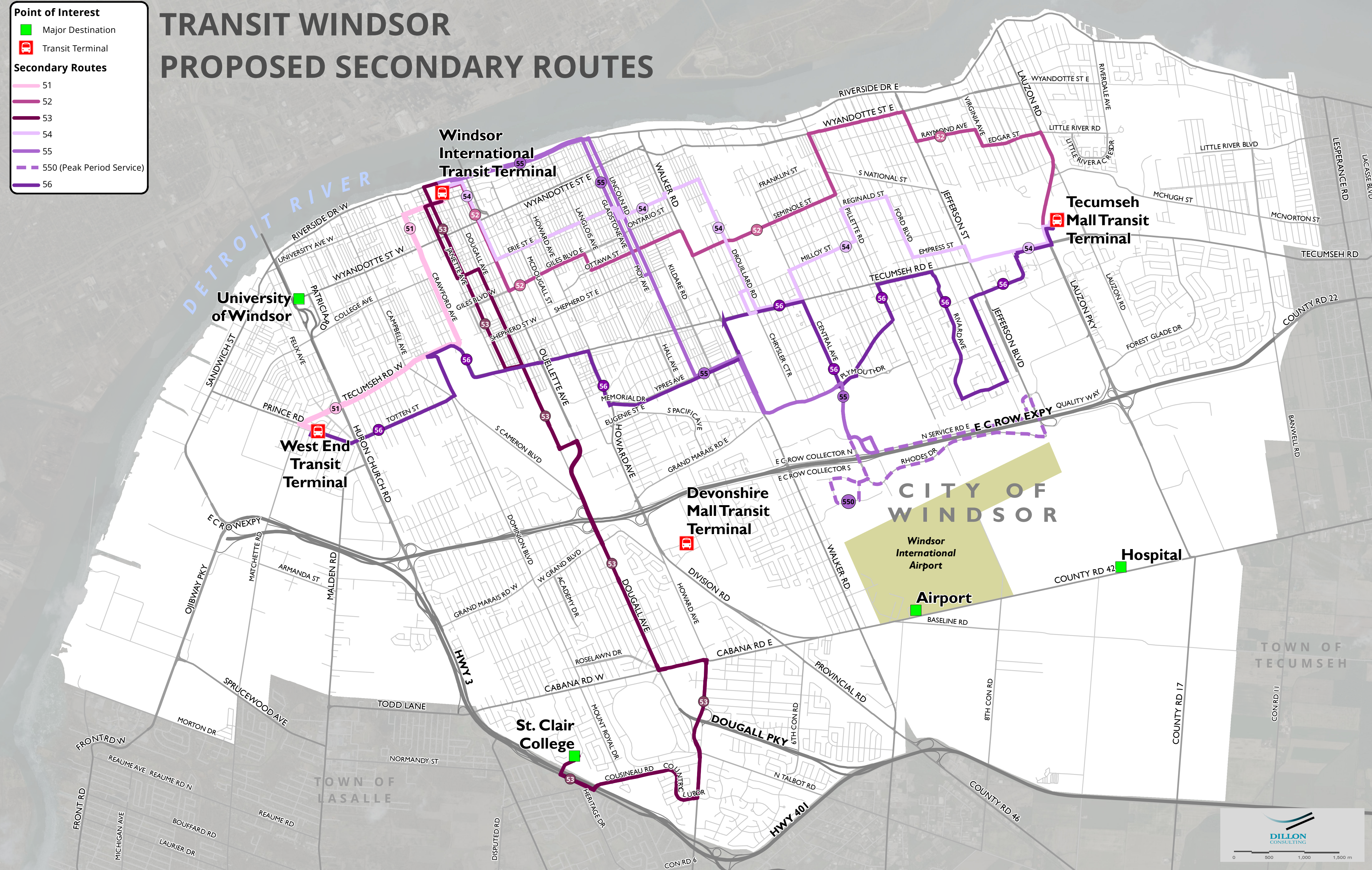
TRANSIT WINDSOR PROPOSED SECONDARY ROUTES

Point of Interest

- Major Destination
- Transit Terminal

Secondary Routes

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TRANSIT WINDSOR PROPOSED INTER-REGIONAL ROUTES

Point of Interest

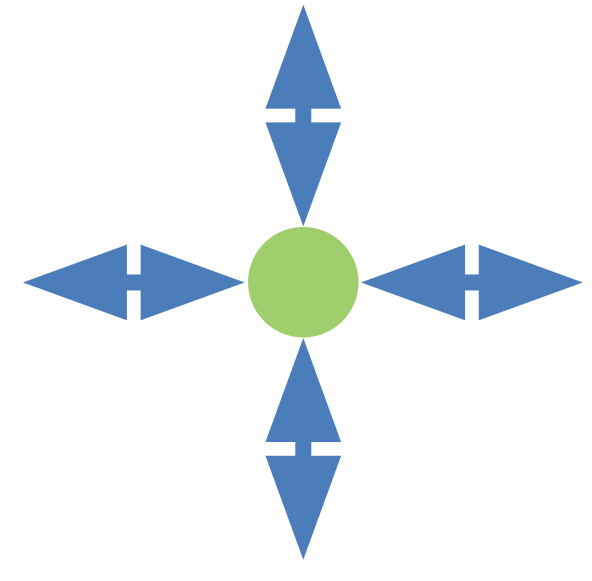
- Major Destination
- Transit Terminal

Inter-Regional Route

- 200
- Route Extension to Future Hospital
- Tunnel Bus Route



Local Routes



- Focused on Transit Terminals
- Two-way service on all routes
 - » Policy headway for 101, 102, 103, 105 are the minimums that each route will pass along a street in either direction
 - » (i.e. 30 min peak service = 60 min headway / direction)

Alternative Service Delivery (ASD)

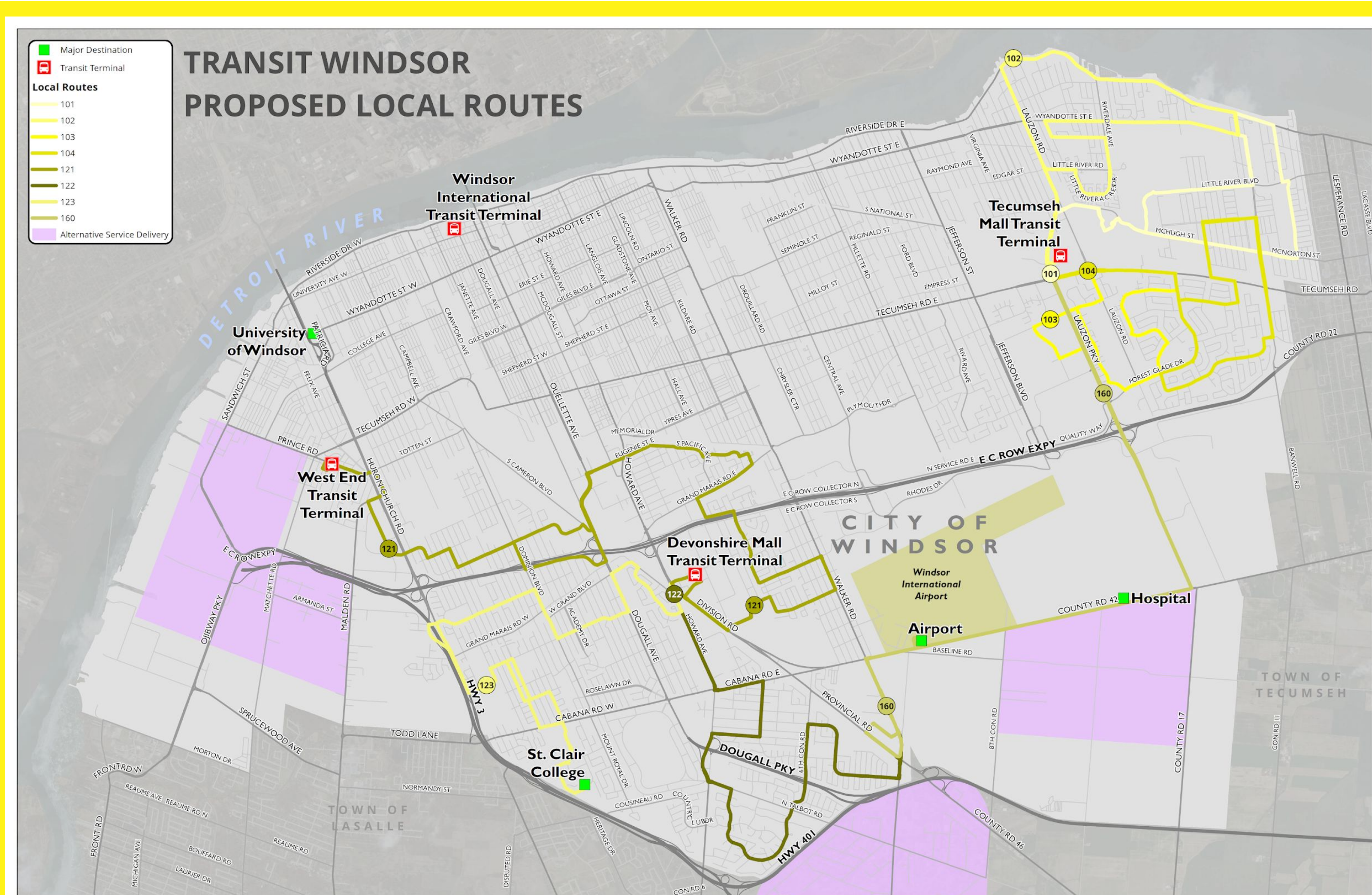
- On-demand service for low density areas
 - » Routes don't need to be fixed
 - » Vehicles stationed at transit terminal waiting for passenger to "call" bus
 - » Phones available at terminals for passengers without mobile devices



Local Routes: Tentative Minimum Route Frequencies

	Weekday		Tentative Frequency (min)
	from	to	
Early	5:30	6:30	60
Peak + Midday	6:30	18:00	30
Evening	18:00	1:30	60

	Saturday		Sunday / Holiday		Tentative Frequency (min)
	from	to	from	to	
Early	6:00	10:00	6:00	10:00	60
Midday	10:00	19:00	10:00	18:00	45
Evening	19:00	1:00	18:00	0:00	60



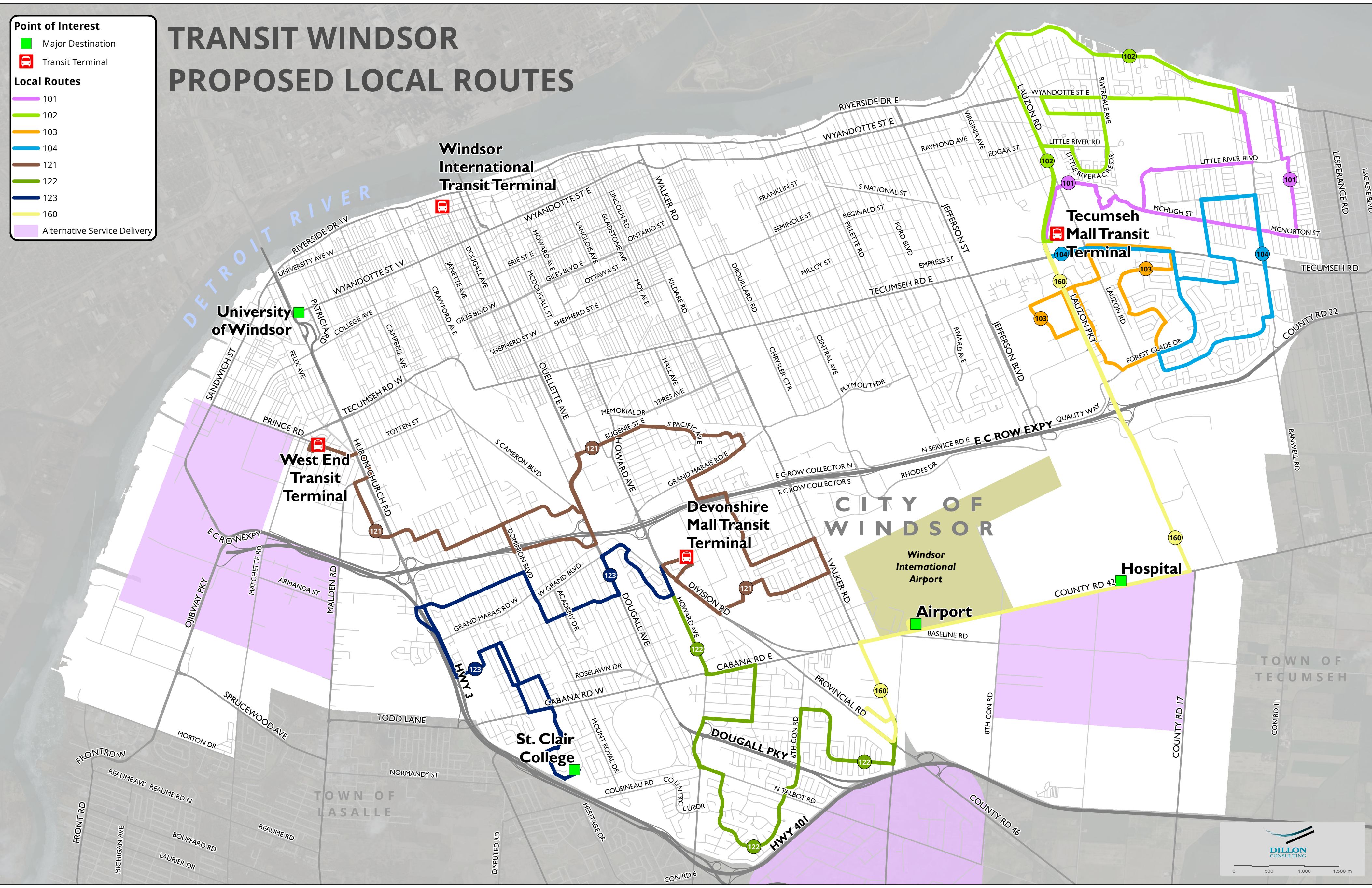
TRANSIT WINDSOR PROPOSED LOCAL ROUTES

Point of Interest

- Major Destination
- Transit Terminal

Local Routes

- 101
- 102
- 103
- 104
- 121
- 122
- 123
- 160
- Alternative Service Delivery



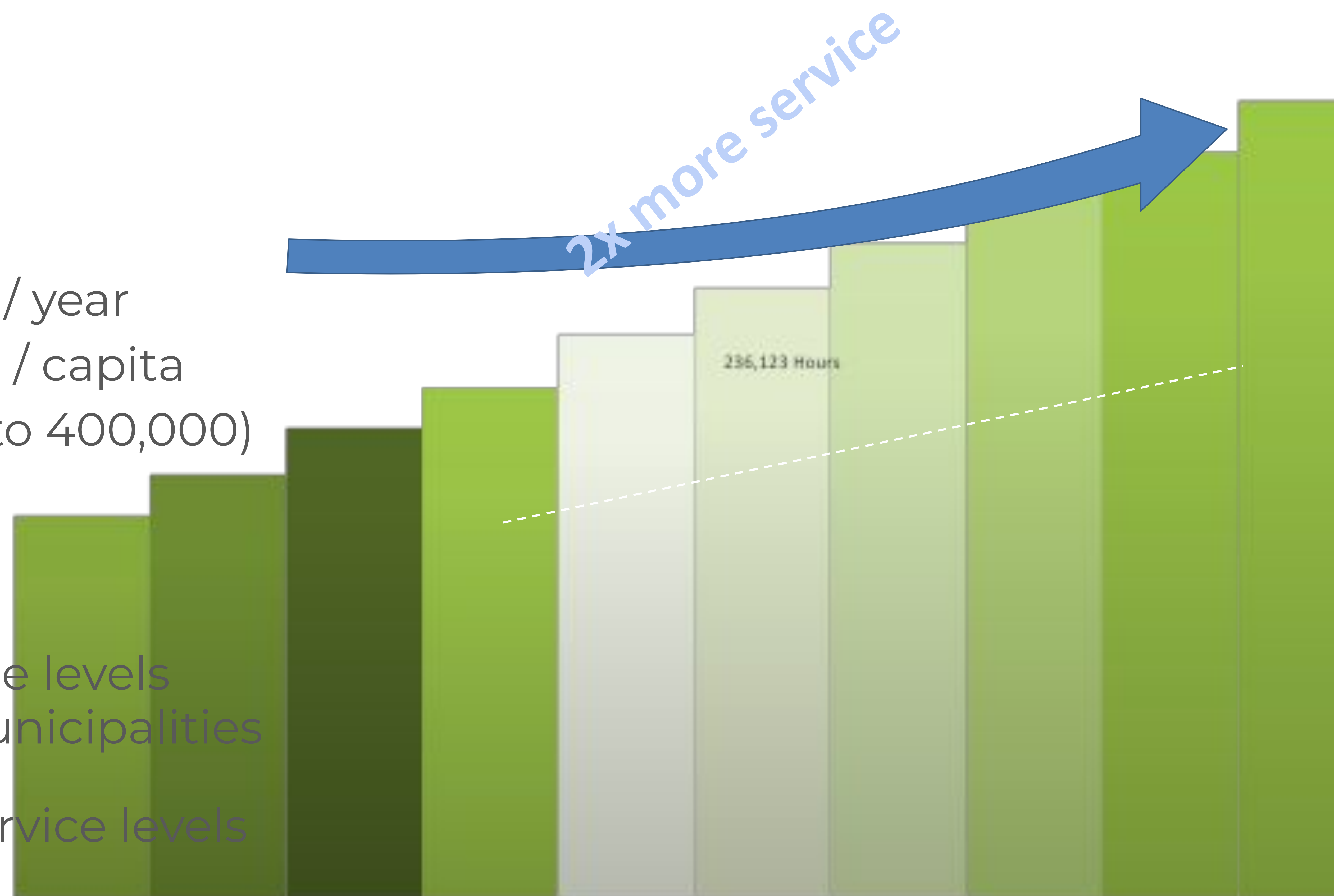
Amount of Service

The NEW Plan includes:

- Enhanced service coverage
- Expanded hours of operation
- Added Sunday service for Local routes
- An overall doubling of service
 - From 237,000 hrs to 521,000 hrs / year
 - From 1.09 hrs / capita to 2.22 hrs / capita
- In-line with peer systems (pop. 150,000 to 400,000)

Recommendation:

- Implement proposed routes and service levels
- Continue discussions with adjacent municipalities about inter-regional services
- Annual service plan review to adjust service levels



Assets + Infrastructure

The NEW network will require:

- Up to 45% more buses on the road during peak periods
 - From 85 to up to 124 buses for peak service
- Fleet expansion of up to 50 buses
 - Total fleet of 162 buses (includes ~30% spares)
 - 60ft buses and standard 40ft & 30ft buses
 - Consideration of smaller vehicles for ASD Areas



- Maintenance and storage facility expansion / new facility
 - Garage is at 110% capacity – buses currently being stored outside and offsite
 - Accommodation for 60ft buses

Recommendation:

- *Fleet & Infrastructure Expansion Study*

Stops, Stations & Terminals

Recommendations:

- **Update 2016 Bus Stop Planning and Design Guideline**
 - Add new “Major Stop” classification (for select Primary Route stops)
 - Update facilities and amenities for each stop type
 - Review Terminal Facility Guidelines
- **Terminal Improvement Plans**
 - For accommodating the new route network
 - Include site selection & coordination with property owners, sizing, layup requirements, driver facilities, and passenger amenities
 - Terminal studies as required:
 - St Clair College Transit Terminal
 - Devonshire Mall Transit Terminal
 - Tecumseh Mall Transit Terminal
 - Upgrade Downtown Terminal
 - Airport / Future Hospital
- **Ongoing Bus Stop Investment Program**
 - Upgrading of shelters, pads, benches, signage
 - Improve accessibility
 - Potential provision of bicycle facilities



Integrated Mobility

“Integrated mobility enhances community sustainability”

Recommendations:

- Incorporate Recommendations from Walk-Wheel-Windsor
- Explore partnership opportunities with other mobility service providers
 - Uber / Lyft
 - Carshare / Bikeshare
 - Handi-Transit



WALK WHEEL WINDSOR

	TIMEFRAME			METHOD OF IMPLEMENTATION			RESPONSIBILITY	
	Short 0-5 yrs	Medium 5-10 yrs	Long-Term 10-20 yrs	Capital	Operations and Maintenance	Policy and Programming	Primary	Secondary
Strategy 1D- Improve Integration Between Walking and Cycling with Transit								
Action 1D.1: Improve walking and cycling connections to transit service consistent with the concurrent Transit Windsor service review		Ongoing		✓	✓		Transit Windsor	PW Operations, Transportation Planning
Action 1D.2: Prioritize amenities at bus stops such as benches, shelters, and customer information		Ongoing		✓	✓		Transit Windsor, Engineering	
Action 1D.3: Install secure bicycle parking at high activity bus stops and transit exchanges		Ongoing		✓	✓		Transit Windsor	Transportation Planning, PW Operations
Action 1D.4: Continue to provide bike racks on all buses throughout the year		Ongoing			✓	✓	Transit Windsor	
Action 1D.5: Continue to work towards a fully accessible transit system, making improvements to bus stops to ensure that they are accessible year-round,		Ongoing		✓	✓		Transit Windsor	PW Operations
Action 1D.6: Prioritize the installation of sidewalks and crossings along designated bus routes		Ongoing				✓	Transit Windsor	PW Operations, Traffic Operations, Transportation Planning
Action 1D.7: Ensure the design of bicycle facilities considers the location of, and access to, bus stops		Ongoing				✓	Transportation Planning	Transit Windsor
Action 1D.8: Undertake a campaign to encourage all residents to consider transit as a viable, convenient, and comfortable means of transportation.	✓			✓		✓	Transit Windsor	Environmental Sustainability and Climate Change

Branding

Recommendation:

Transit Windsor embarks on a process of rebranding

- Develop a new brand that shows a more significant shift to signal bigger (and positive) change to the service.
- If a new name is being pursued, integrate naming exercises into the branding process.
- Activate the brand with a campaign: develop strong messaging and communications that introduce the new brand to build a story and relationship with current and prospective transit users.
- Create a new logo and robust visual system for the brand and its communications.
- Take a holistic implementation approach that aligns the rebrand with the overall strategy for the service for a faster approach to integration.

Top 5 reasons for a rebrand:

1. **Timing with the transit service review** – The service itself is going to change so a rebrand at the same time can help signal this change especially as a way of attracting new riders.
2. **New route network** – With a new route network being implemented, it makes sense to integrate the rebranded wayfinding now to save money.
3. **Regional expansion** – There is a potential of regional expansion to provide service to surrounding communities, so a rebrand can better integrate and appeal to surrounding communities and riders outside of the City of Windsor.
4. **Outdated brand** – With focus on a better transit service and goals to present Transit Windsor as contemporary and relevant, updating the outdated brand will help to reflect the kind of experience that Transit Windsor wants to portray.
5. **Consistency and clear communication** – The current brand is fragmented and communications are inconsistent. A rebrand presents a good opportunity to develop a more consistent voice along with brand standards with future application.

Implementation

Tentative 10 Year Plan

- Route implementation to be finalized post-consultation
- Transit Windsor will complete an annual review of the implementation plan

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Branding										
Rebrand Study										
Fleet										
Fleet + Infrastructure Expansion Study										
Investment in New Vehicles (including spares)										
Garage Expansion / New Facility										
Bus Stops										
Update to Bus Stop P+D Guidelines										
Bus Stop Investment Program										
Terminals										
West End Transit Terminal Terminal Site Improvements										
St. Clair College Terminal Improvement Plan										
Devonshire Mall Terminal Improvement Plan										
Tecumseh Mall Terminal Improvement Plan										
New Hospital Terminal Improvement Plan										
Transit Priority Measures										
Network Study										
Corridor Studies										
Site Plans										
Integrated Mobility										
Implement Recommendations of Walk Wheel Windsor										
Technology										
Upgrade AVL										
Update Next Stop Announcements/Displays										
Upgrade AFC										
Expand VMS to Terminals										
Expand the Surveillance System										
Introduce Actuated TSP										
Investigate Data Management Approaches										
Study VMS for Major Stops										
Improve and Expand APC										
Increase Staff for Data Management										
Acquire Vehicle Health Systems										
Study Sustainable Propulsion Systems										
Study Active TSP + Upgrade Hardware for Active TSP										
Upgrade and Expand Store System/Garage										
Obtain Dedicated IT Staff for Transit Windsor										
Replace Traveller Information Systems										

*Scheduling is Dependent on Timeline of New Hospital

Next Steps

Please provide your **feedback** on the proposed Plan including policies, route network, service levels, and other recommendations by **Friday, July 12, 2019** at:

www.citywindsor.ca/residents/transitwindsor/Ride-Guide/Pages/More-Than-Transit

Your feedback will help us finalize the study recommendations.

The final plan is to be presented to **Council** in **Fall 2019**

**SHAPE
TRANSIT.
SHAPE
OUR CITY.**