

Welcome

Collingwood Transit Study.

Study Purpose

The Town has initiated a Transit Service Review and Route Optimization study that will:

- Identify opportunities to **improve transit service**;
- Explore **new areas for transit service expansion**, including neighbouring communities; and
- Develop a **five-year transit plan**.

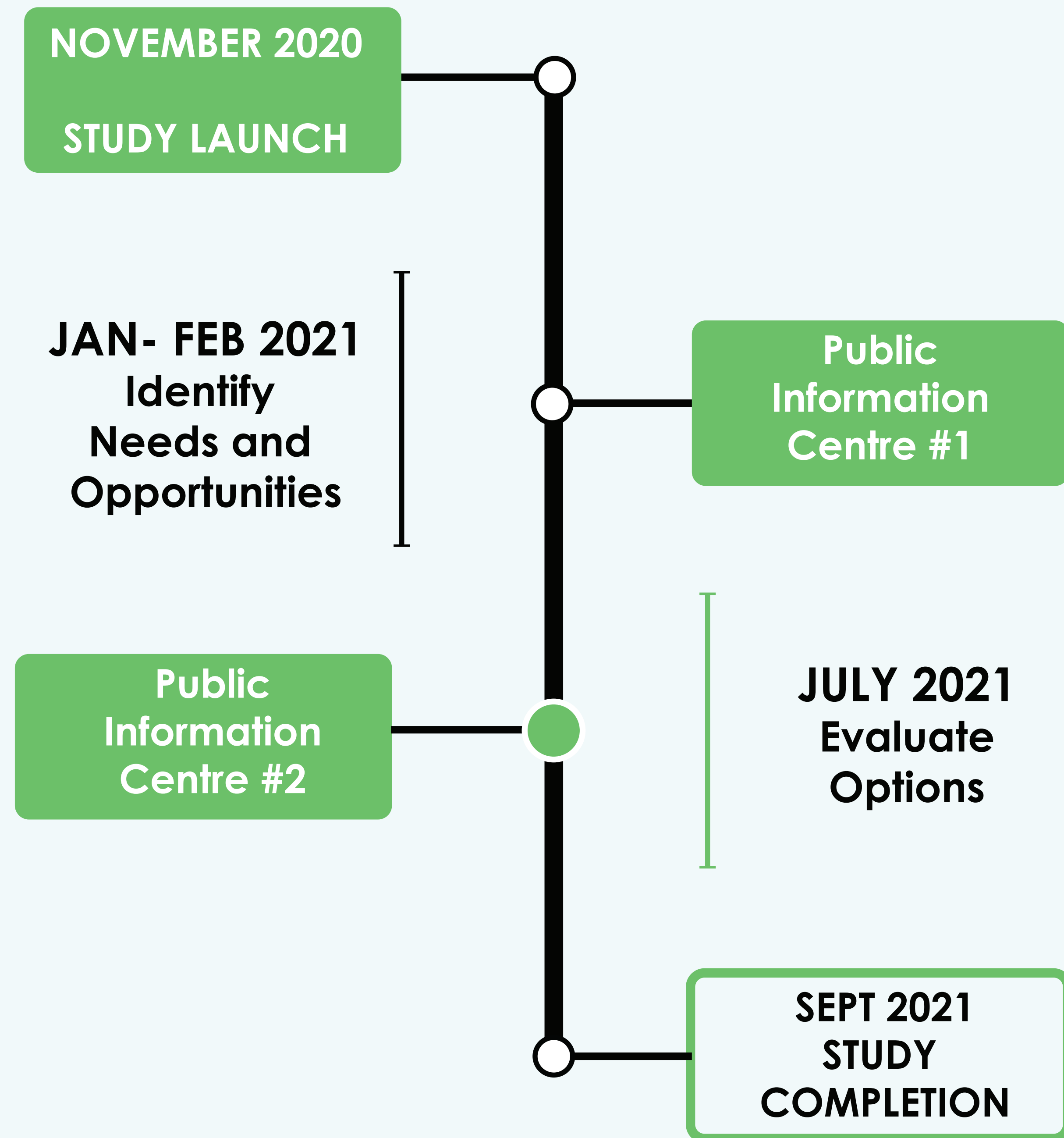
Get Involved

We want to hear from you!

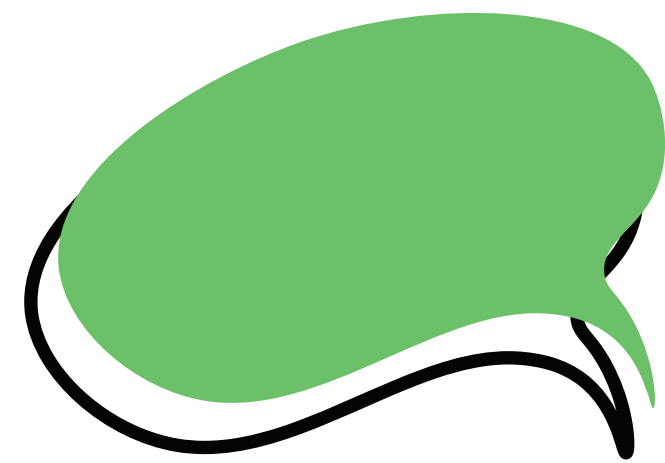
Visit the study website engage.collingwood.ca/transit-study to:

- Stay up-to-date with the study progress; and
- Let us know **which service option best meets your needs!**

Study Timeline



What We Heard



The first wave of consultation included a virtual PIC on February 4, a web survey, and a web map feedback tool.



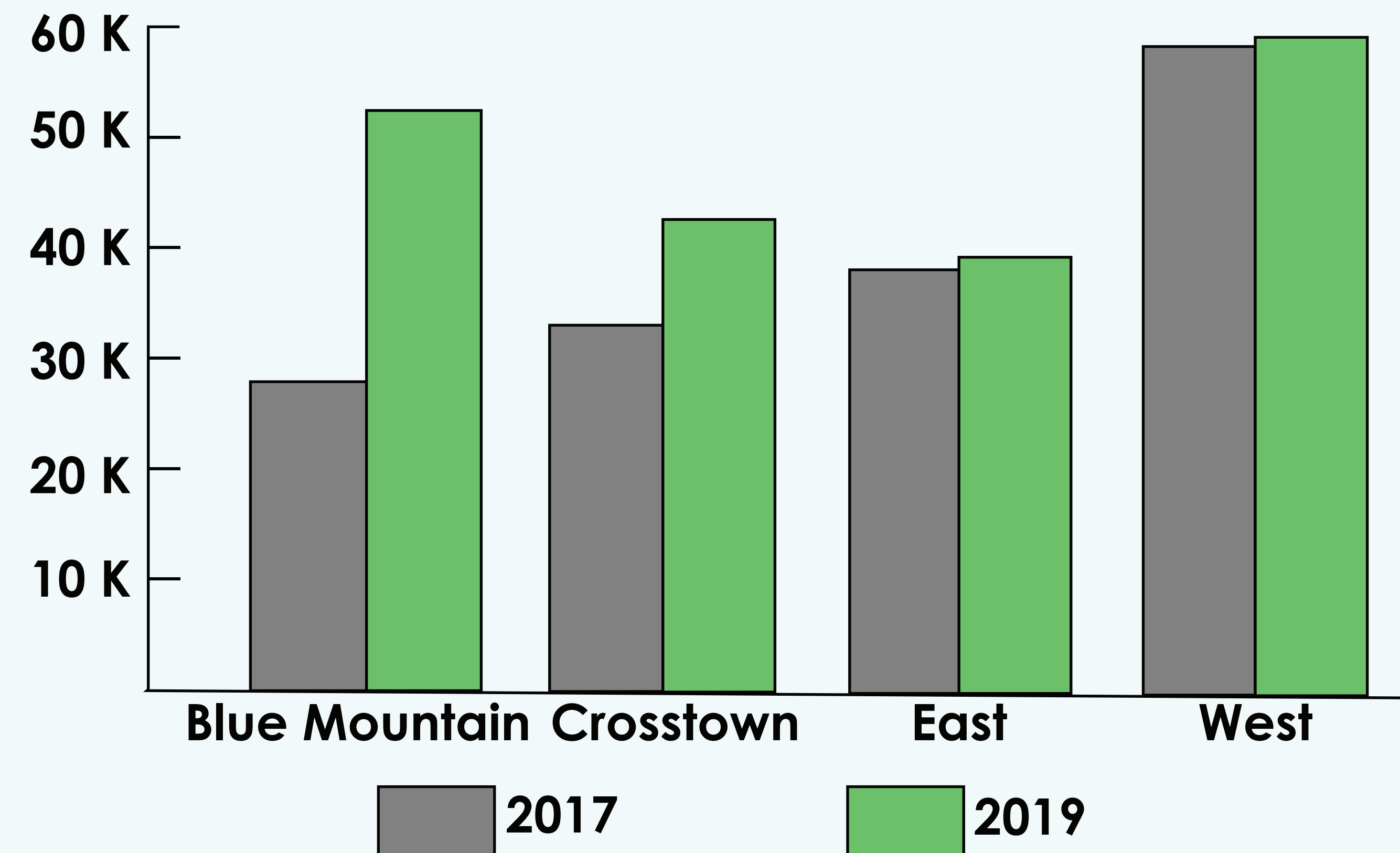
We had over 20 PIC attendees and received over 70 survey responses

Major Themes

- More late evening service
- Long wait times between buses and when transferring (low service levels)
- Use smaller, more environmentally-friendly buses
- Consider on-demand transit
- Expand to new neighbourhoods

How are the existing routes performing in terms of ridership?

Annual Ridership by Route (2017, 2019)

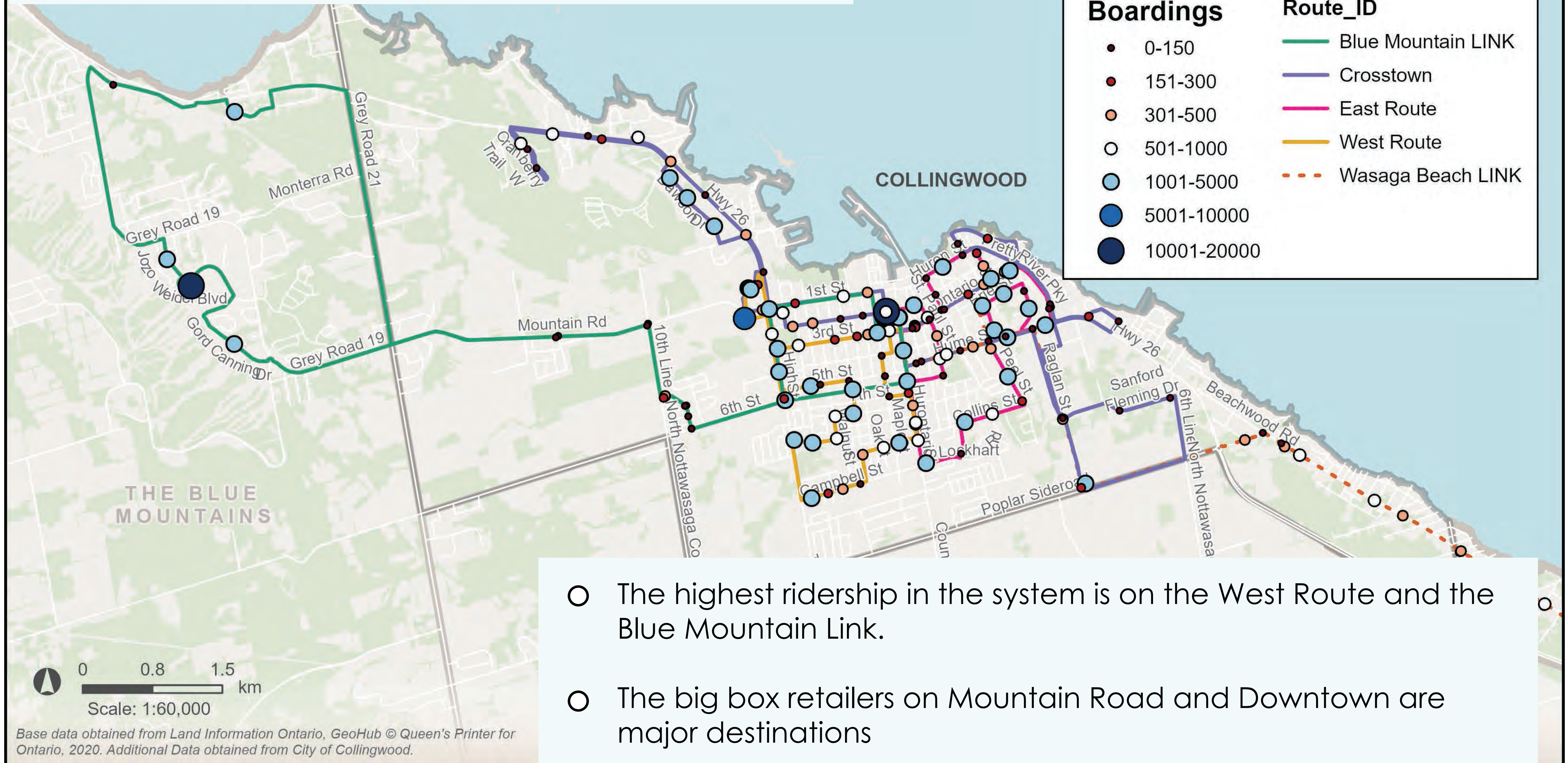


Between 2017 and 2019, ridership on the:

- Blue Mountain Link grew by 87%
- Crosstown Route grew by 30%
- East Route grew by 3%
- West Route grew by 2%

Where People are Travelling

Map shows 2019 boarding activity at stops



Developing the Service Options

Based on the evaluation of the existing routes and feedback from the public, transit service should:

- **Improve access** and serve major trip generators
- Reduce gaps in coverage and **serve new areas**
- Improve **inter-municipal connections**

The Blue Mountain Link will not be changed as part of this review.




To address these opportunities, three service options were developed to:

- **Minimize transfers** and **improve travel time** to major trip generators;
- **Provide additional coverage** while maintaining **frequency**; and
- **Avoid duplication** with inter-municipal service.

Transit Service Options

The three service options are:

 **Fixed routes**, similar to the existing network, but revised to add service to popular destinations

 **On-demand**, a shared-ride service where routing and schedules are based on trip requests

 **Hybrid**, combining fixed routes with on-demand service in areas with lower demand

The minimum level of service (hours of service, wait times/service frequencies) for each option is the same as the existing service.

Budget considerations for all options include:

- Operating Costs
- Vehicle maintenance
- Fuel
- Administration

. ehicle maintenance and fuel costs are variable for in-demand services, as demand directly responds to customer trip requests.

Fixed Routes

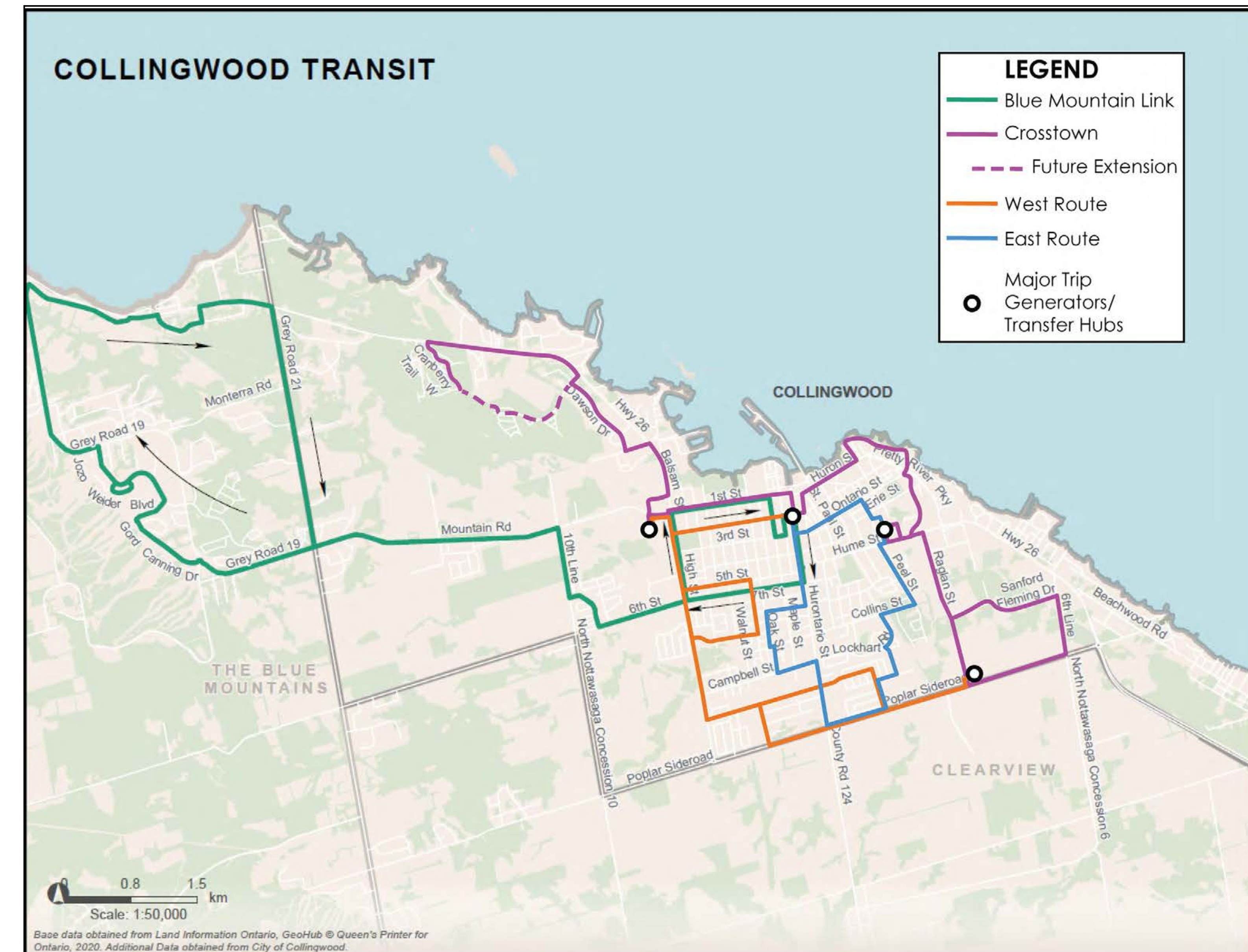
This option features three routes aligned to serve three primary hubs: the downtown terminal, big box retail on Mountain Rd., and Georgian College.

Opportunities:

- More service and new transfer opportunities at major trip generators
- New service to developments on Poplar Sideroad
- More coverage in the east part of town and increased service to the hospital

Challenges

- No increase in service levels
- Adding service to new areas can be costly as it requires new routes
- Transfers may still be required for some trips



How does this option meet your needs?

How can this option be improved?

On-Demand

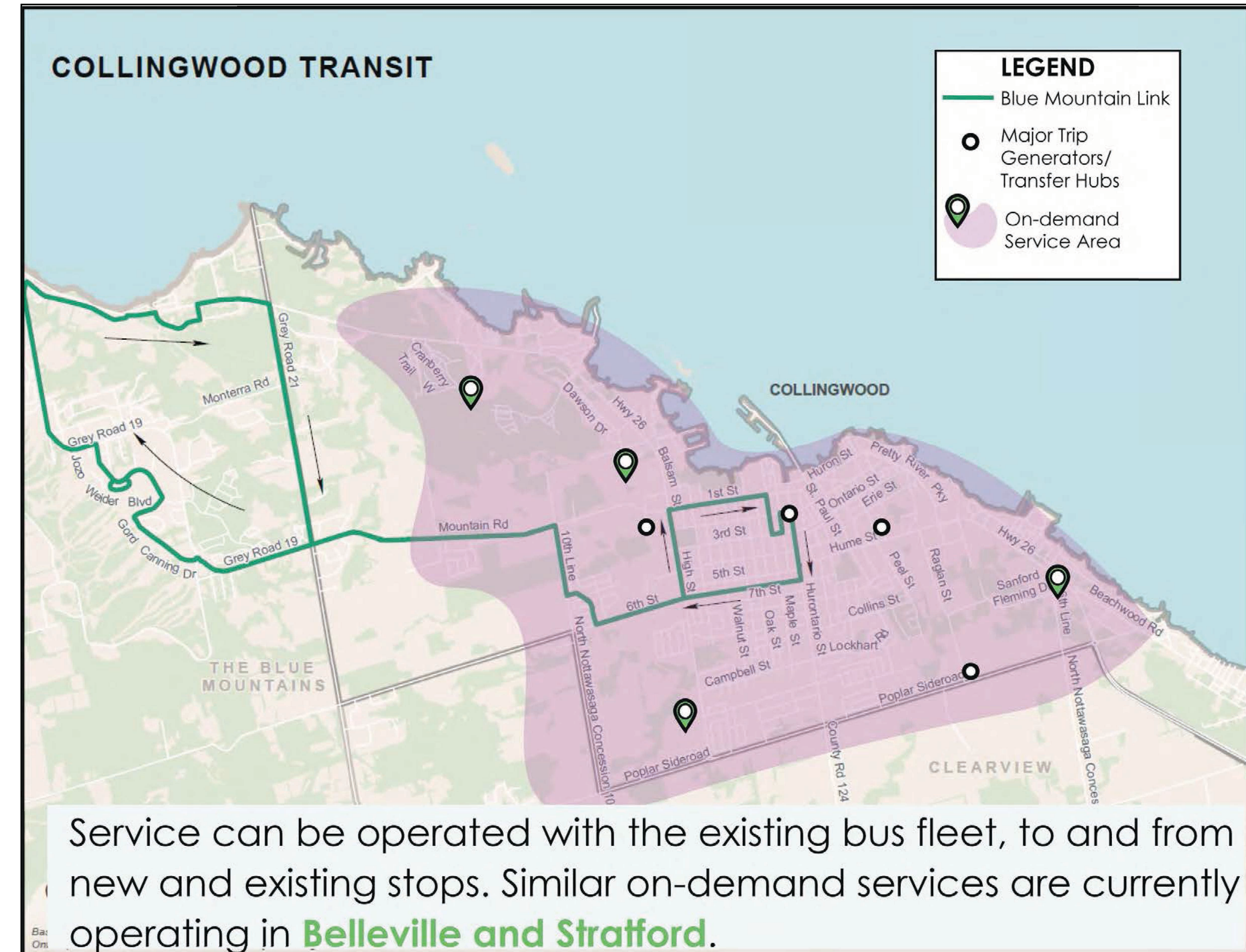
This option does not have fixed routes. All service is based on demand, using existing stops and new stop locations within the town boundaries. A minimum of 2-3 buses are typically “in service” to maintain low wait times and travel times.

Opportunities:

- Longer hours of service and new service areas are possible at lower costs than fixed routes
- No transfers required
- Service can be increased or decreased based on demand
- Fewer vehicle kilometres travelled (reduced fuel consumption) possible compared to equivalent fixed route service

Challenges

- Travel time is not always consistent compared to fixed routes
- Can be challenging to adapt to for some users
- More city staff required to administer the service



How does this option meet your needs?

How can this option be improved?

Hybrid

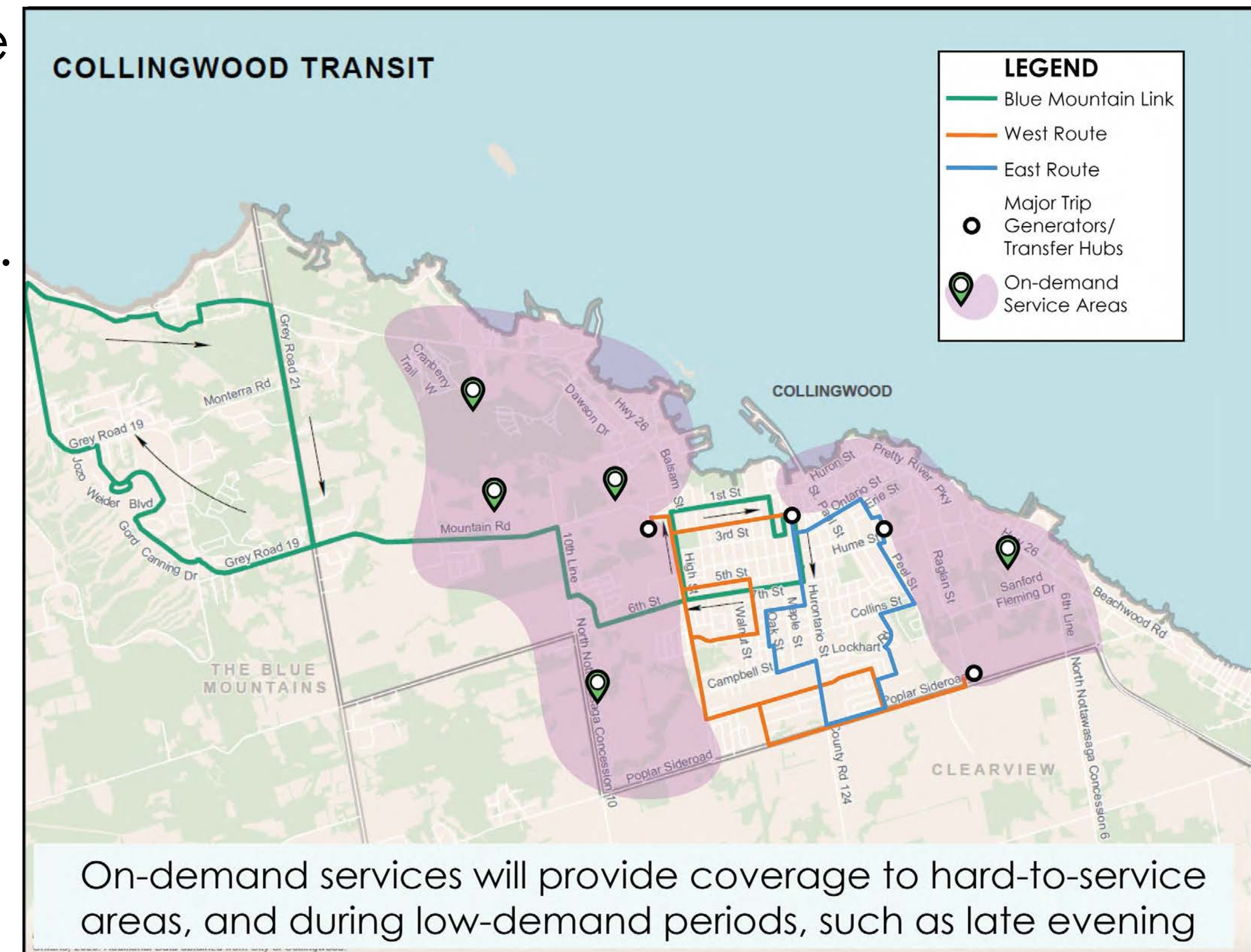
This option combines two fixed routes serving three primary hubs (the downtown terminal, big box retail on Mountain Rd., Georgian College) with on-demand service for the rest of the service area.

Opportunities:

- More service and new transfer opportunities at major trip generators
- Service can be increased or decreased based on demand
- More coverage in hard-to-service areas using on-demand service

Challenges

- Transfers may still be required for some trips
- Can be challenging to adapt to for some users
- More city staff required to administer the service

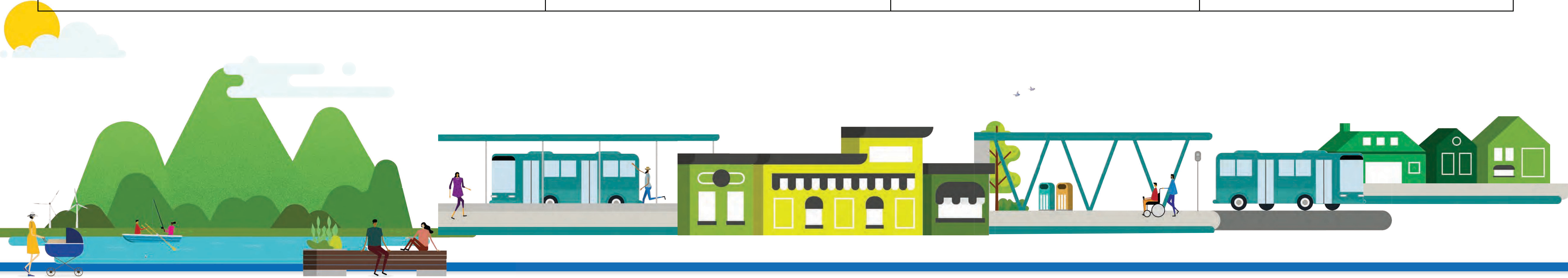


How does this option meet your needs?

How can this option be improved?

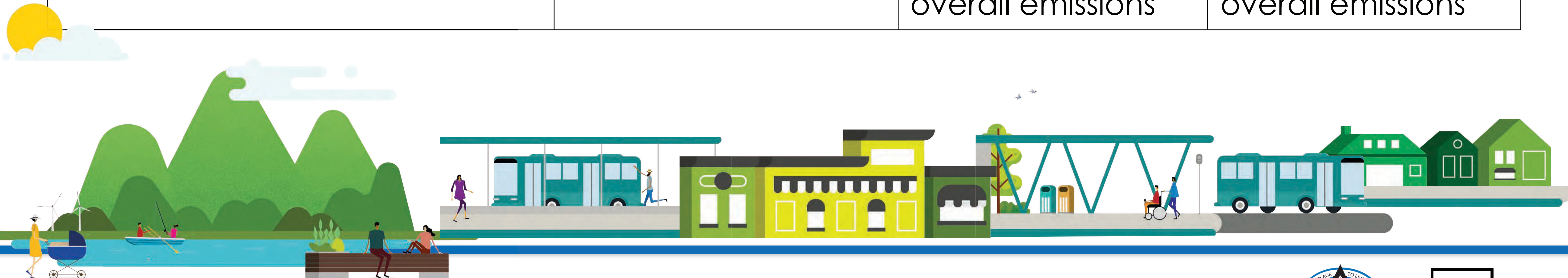
Selecting a Preferred Option

How do the three options compare?	Option 1: Fixed Routes	Option 2: On-Demand	Option 3: Hybrid
Minimizes transfers and improves travel times to major trip generators	More direct service; Some transfers required	Service may be indirect; No transfers	More direct service; Some transfers required
Provides additional coverage while maintaining frequency	Some additional coverage, some ridership potential	More coverage, more ridership potential	More coverage, more ridership potential
Avoids duplication with inter-municipal service.	Some unavoidable duplication	No duplication	Limited duplication



Selecting a Preferred Option (continued)

How do the three options compare?	Option 1: Fixed Routes	Option 2: On-Demand	Option 3: Hybrid
Operating costs to improve level of service	Costly to improve frequency or add coverage	Less costly to improve frequency; easy to add coverage	Less costly to improve frequency; easy to add on-demand coverage
Administrative resources to operate the service	Small increase over existing service	Large increase over existing service	Large increase over existing service
Potential for further environmental benefits	No change over existing service	Potential to decrease km travelled and overall emissions	Some potential to decrease km travelled and overall emissions



Next Steps

- Review and consider feedback from PIC 2
- Select and develop a preferred service option
- Develop the five-year transit service plan
- Present the service plan to Council for approval and implementation

Questions? Ideas? Comments?

Email the project team at
transitstudy@collingwood.ca

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