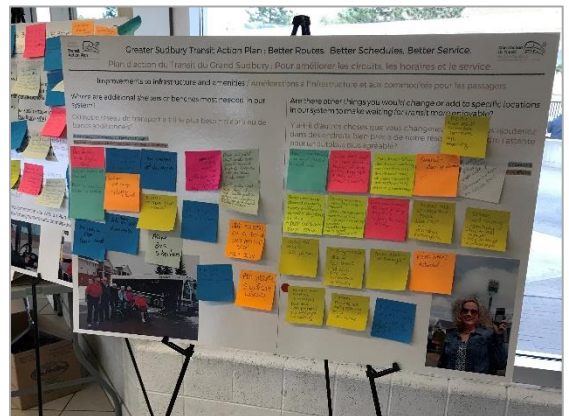


Greater Sudbury Transit Action Plan

Public Engagement Phase 1 Results Summary



October 2017

Transit Consulting Network

Acknowledgements

In collaboration with the City of Greater Sudbury, the Transit Consulting Network and its project partners would like to thank all those Greater Sudbury-area community members who provided their feedback and ideas into this process. In particular, the residents, staff, community leaders and organizations that provided input at Transit Action Plan open houses, workshops, through online surveys and through one-on-one interviews.

The project also gratefully acknowledges the support of the the Canada-Ontario Public Transit Infrastructure Fund (PTIF).

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1.0 INTRODUCTION

In collaboration with the community and its partners, the City of Greater Sudbury is undertaking a comprehensive review of the Greater Sudbury Transit System. Called the “Greater Sudbury Transit Action Plan,” the project and its resulting recommendations seek to outline the key service, infrastructure and supporting measures the City can take immediately and into the future to further improve how transit serves and connects Greater Sudbury.

The Greater Sudbury Transit Action Plan is made possible by the Canada-Ontario Public Transit Infrastructure Fund (PTIF). The Canadian transit consulting firm Transit Consulting Network (TCN) and its associates have been retained to lead the Transit Action Plan project on behalf of the City.

This first phase of the Greater Sudbury Transit Action Plan focused on gathering ideas and feedback from the community, particularly through a series of events and surveys which took place from June 18 to July 9, 2017. This information is now being used to help draft recommendations to improve public transit for a second round of public feedback in February and March, 2017.

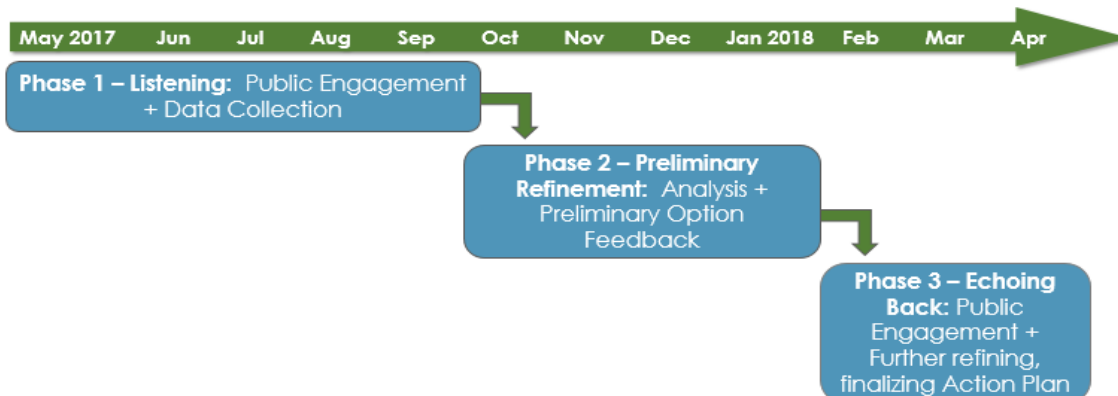
Greater Sudbury Transit Action Plan Overall Objectives:

- Undertake a comprehensive analysis of Greater Sudbury Transit routes, service levels and service models, including Handi-Transit and TransCab service.
- Hear from transit passengers, staff, stakeholders and the larger community about how transit can continue to improve to meet the City’s diverse transportation needs.
- Consider all potential opportunities to improve the efficiency and effectiveness of Greater Sudbury Transit.
- Identify potential recommended service, infrastructure and related improvements.
- Build public awareness and support of Greater Sudbury Transit and its services.

2.0 PURPOSE AND SCOPE

The objective of Public Engagement Phase 1 was to provide information about the existing transit system and Transit Action Plan process and ask the public for their feedback on how the existing transit system is performing, to what degree it meets or does not meet their needs and what they would like to see for the future of transit over the longer term.

Greater Sudbury Transit Action Plan Project Phases and Timeline



3.0 METHOD

Phase 1 public engagement spanned a diverse set of methods and events with the goal of enabling as broad a representation of the community as possible across geographic area, age, income and lifestyle. A mix of online and in-person techniques were used, with materials available in both English and French. The following describes each of the elements of the engagement strategy.

Transit Action Plan Website

A dedicated web page (both in English and French) was set up to inform the public of the ongoing Transit Action Plan (English: www.greatersudbury.ca/TAP French: www.grandsudbury.ca/PAT). The web page provided information on the upcoming open houses across the City and linked to an online survey (further details below).

How do we make
Greater Sudbury
Transit **even better?**

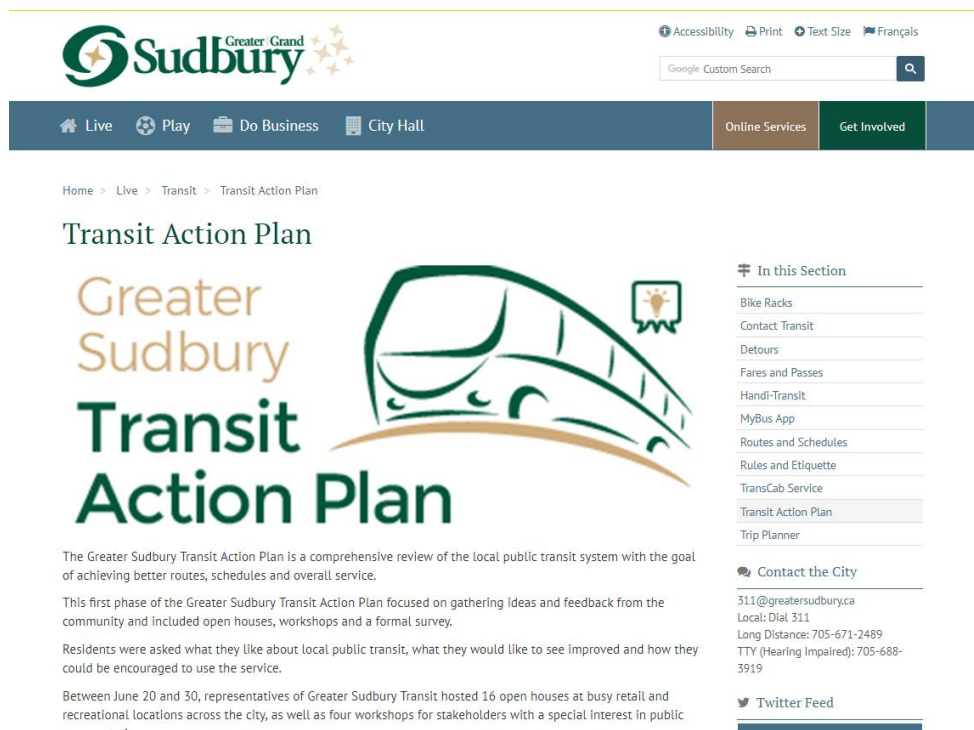
We want your ideas!
Share your thoughts online or visit us
at an open house popping up near you!

Find out more at
www.greatersudbury.ca/TAP.

Greater
Sudbury
Transit
Action Plan

Better Routes. Better Schedules. Better Service.

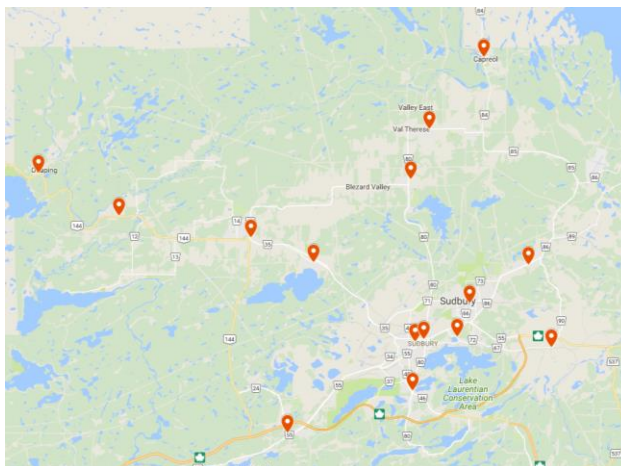




Greater Sudbury Transit Action Plan Webpage

4.0 GREATER SUDBURY TRANSIT ACTION PLAN OPEN HOUSES

Sixteen (16) open houses were held from June 19-30, 2017 across the City to collect people's opinions on the current transit situation in Greater Sudbury and ways to improve the service. Interactive presentation boards were used at the events to collect feedback from participants shared through conversations, as well as the use of post it notes and sticky dots for voting. The boards sought feedback on participants' specific ideas for improving routes and schedules, infrastructure such as passenger amenities at stops and terminals, technology enhancements, customer information, as well as other priorities for improvement, and general comments.



The following table shows the open house schedule and areas covered:

Open House Locations and Times			
Tuesday, June 20	1:30pm – 3:30pm	Lively	Battistelli's Your Independent Grocer, 65 M.R. 24
Wednesday, June 21	9:30am – 11:30am	Sudbury	Dumas' Your Independent Grocer, 82 Lorne Street
	9:30am – 11:30am	Azilda	Desjardins caisse populaire, 43 rue Notre-Dame
	1:00pm – 3:00pm	Chelmsford	Place Bonaventure Mall, M.R. 15
	1:30pm – 3:30pm	Garson	Foodland, 3098 Falconbridge Hwy
	4:30pm – 6:00pm	Dowling	Chris' Valu-Mart, 30 Main St E
	5:00pm – 7:00pm	Coniston	Toe Blake Memorial Arena, 1 Government Rd.
	7:00pm – 8:30pm	Onaping	Onaping Falls Community Centre, 2 Hillside Dr.
Thursday, June 22	1:30pm – 5:30pm	Sudbury	Downtown Transit Terminal, 9 Elm St.
	4:30pm – 6:30pm	Hanmer	Neil's Your Independent Grocer, 5200 Hwy. 69 N
Friday, June 23	9:30am – 11:30am	Capreol	Foodland, 85 Young St.
	9:30am-11:30am	Sudbury	Vrab's Your Independent Grocer, 1836 Regent St. S.
	1:30pm – 3:30pm	Val Caron	Metro Val Est, Val-Est Mall, Hwy. 69 N.
	1:30pm – 3:30pm	Sudbury	Real Canadian Superstore, 1485 Lasalle Blvd.
	5:00pm – 7:00pm	Sudbury	Carmichael Arena, 1298 Bancroft Dr.
Friday June 30	10:00am – 11:30am	Copper Cliff	McClelland Community Centre Arena, 37 Veterans Road

Transit Staff Open Houses and Survey

Two open houses were conducted for transit employees and a detailed paper survey was handed out to collect their feedback and suggestions. The transit staff was also given the opportunity to attend public open houses and complete the online survey.

The open houses were conducted at the transit garage during times structured around Transit Operator shifts to make it as convenient as possible for employees to attend:

- 5:00am to 7:00am, June 12, 2017
- 2:00pm to 4:00pm, June 14, 2017

Handi-Transit Ride-alongs

Transit Consulting Network staff boarded Handi-Transit service on May 16-17, 2017 to interview Handi-Transit customers and drivers to seek their input on improvements in all areas of the Specialized Transit Service. This was complemented by further one-on-one telephone conversations with Handi-Transit staff and key stakeholders held at a later date.

Community Action Network, Advisory Committees and Stakeholder Outreach / Workshops

Information on the Transit Action Plan was sent to all area Community Action Networks and major post-secondary institutions (Collège Boréal, Laurentian University and Cambrian College), as well as 29 other Stakeholder Group Organizations that spanned the areas of transportation, sustainability, health, education, major employers, seniors, people with a disability, youth and community services. Council members and City employees from relevant departments (Recreation, Roads, Planning, etc.) were also invited to attend the workshops. All of these networks and Organizations were invited to send a representative to one of two open houses that were held:

- 6:30pm to 8:30pm on June 20, 2017
- 10:00am to noon on June 22, 2017

Each workshop involved a series of small roundtable discussions that gathered participant input on larger issues and opportunities facing the transit system, key travel times and destinations for different segments of the population, specific route, schedule and infrastructure suggestions, and ideas for marketing the system. The open house presentation boards were also available at the workshops for participants.

Separate meetings were also held with the Accessibility, Seniors and Sustainable Mobility Advisory Panels that sought their feedback to similar questions as those at the workshop. All meeting and workshop invitees were informed of the open houses and online survey and invited to help promote them across their larger organizations and networks.

Online/Paper Survey

A survey was produced in both English and French to understand citizen concerns and their opinions on making the transit system better. The survey covered similar questions and themes as those covered in the open house boards and workshop questions. The survey was available online as part of the Transit Action Plan webpage from June 18, 2017 to July 9, 2017 and paper copies of the survey were also available at the open house events and at public locations around the City, such as libraries and Community Service Centres.

Sample of Photos from the Various Open Houses and Workshops



Additional Conversations and Input

Through the various scheduled engagement activities, other opportunities arose to hear from citizens and organizations about how to improve Greater Sudbury Transit. This included input received via email and other follow up phone conversations with the engagement team. One such example was the provision by Friends of Sudbury Transit of information to the project and result highlights from a 2015 survey which that group had previously conducted that garnered 800 responses.

Supporting Advertising, Media and Promotion

In addition to the means noted above, the engagement events and opportunities were promoted through a variety of methods, including:

- News releases
- Advertising in local newspapers and radio and TV stations
- The City's Facebook and Twitter feeds, as well as Facebook ads
- Posters onboard all Greater Sudbury Transit vehicles
- Bookmarks advertising the online survey that were available for Transit Operators and open house staff to hand out to customers



Some examples of these activities and resulting publicity are shown here.



Results

The table on the right provides a summary of response rates to the various engagement activities. Over 2,000 citizens directly provided input into the process. This does not include the larger Greater Sudbury population who would have been informed of the Transit Action Plan and the Greater Sudbury Transit System through the associated media, social media and advertising.

Engagement Quick Facts	
Online Survey Respondents	1,752
Paper Survey Respondents	23
Workshop Participants	51
Open House Participants	350+
Number of Public Open Houses	16
Number of Transit Staff Open Houses	2
Number of Advisory Panel Workshops	3

The detailed results and comments from all activities have been captured and have been a key source of information for the project team's further analysis and incorporation into the Transit Action Plan's recommendations. The following provides highlights from common themes heard from the three main streams of activities: Open Houses, Survey and Workshops.

4.1 PUBLIC OPEN HOUSE RESULT HIGHLIGHTS

Response themes had some slight variations across the 16 public open houses but generally there were strong commonalities in the feedback received across the City.

Priorities for Service - When asked to "vote" using sticky dots on priorities for improvement, by far "more Sunday and holiday service" was a top priority for change among open house participants, followed by "more frequent mid-day service," "more direct / simplified routes" and "better connections." The following table summarizes responses received across all areas, as well as specific routes and quadrants in the community. (Respondents had the opportunity to vote for their service improvement across the whole system or within a specific area).

Response Summary: What are your priorities for improved service?

	Total Responses	System Wide	Northwest Areas / Services	Northeast Areas / Services	Southwest Areas / Services	Southeast Areas / Services
More Sunday and holiday service	57	39	4	4	2	8
More frequent midday service	37	16	7	4	3	7
More direct/simplified routes	33	11	5	12	5	0
Better connections	30	12	7	2	4	5
Earlier weekday service	25	14	5	3	2	1
More frequent commuter service	24	16	4	3	1	0
Other ideas (various):	21	10	1	6	0	4
More evening service	14	8	2	3	1	0
More Saturday service	2	1	0	0	1	0

Comments received through one on one conversations and recorded with post it notes provided a greater insight into specific priorities. The information was gathered into five areas of improvement; Routing and Service Levels, Infrastructure, Customer Information, Specialized Transit Services and General Comments.

Routing and Service Levels - When asked to provide specific ideas to improve Greater Sudbury Transit routes and service levels, the top five improvements were identified as:

- Improve and increase service on Sunday
- Increase frequency especially during peak time and midday
- Provide direct routing and express buses
- Improve on-time performance
- Increase service to South End

Infrastructure - When asked about improvements to bus stop and terminals, including benches, shelters and other passenger amenities, the top five improvements were identified as:

- Increase security at the Transit Terminal and on buses
- Increase number of benches at shelters
- Provide additional shelters
- Improve bus cleanliness
- Increase winter maintenance at bus stops.

Customer Information – The top priorities requested for improvement to customer information were identified as:

- Improve wayfinding and wayfinding technology to make it easier to access the system's services
- Improve customer service levels and complaint process
- Promote services and provide travel training
- Provide information on policies and procedures

Specialized Transit Services (Handi-Transit) – The priorities requested by Handi-Transit customers during the ride-alongs and telephone interviews included:

- Expand the hours that trip-bookings can be made
- Provide the ability to book trips on weekends
- Accept Handi-Transit passes for travel on TransCab and Greater Sudbury Transit
- Reduce the length of time a Handi-Transit customer needs to complete their trip

General Comments – When asked for any other ideas or comments to improve Greater Sudbury Transit, comments were mostly relating to fare structure:

- Extend time allowed on transfers
- Provide incentives for seniors to use the service
- Wherever possible, link fare increases to coincide with service improvements

- Make purchasing fare media more convenient
- Provide a family pass or free transit for children under 12

4.2 TRANSIT STAFF OPEN HOUSE AND SURVEY RESULT HIGHLIGHTS

Many of the Greater Sudbury Transit employee comments were similar to those received at the public open houses. Some of the additional general key themes include:

- On time performance is an issue, which needs to be addressed. Additional time is required on many routes to ensure that the system can operate on time, offer good customer service and meet connections. A reduction in bus stops, priority signaling and smart card technology were provided as solutions to improve on time performance, as well as consideration of routing changes where feasible to make service more direct.
- Complementing the discussion on on-time performance, Transit Operators provided many specific ideas for streamlining routes to make them more direct and customer-friendly, as well as ideas for infrastructure improvements. This input has been incorporated throughout the project team's subsequent analysis and development of options.
- When asked which areas of the community most needed additional service, the South End was the most common response.
- When asked which area had too much service, New Sudbury was the most common response.
- Many employees also noted the opportunity to create more hubs in the system where community routes could connect, particularly at New Sudbury Centre and the South End within the urban areas, and potentially the Valley area for commuter routes.
- Similar to comments received by passengers, other key areas of feedback from transit staff included safety and security issues and the desire to extend the time allowed for transfers.

4.3 WORKSHOP RESPONSE HIGHLIGHTS

Five separate workshops engaging different sets of participants were conducted. The nature of these workshops was more conversational in nature, enabling facilitators to further clarify and capture specific ideas, as well as ask broader questions.

In particular, specific comments were captured in each group relating to what would be taken into consideration during the analysis of the service:

- Key travel times and destinations for each of the potential transit customer markets in Greater Sudbury (commuters of all types, including adults, youths, seniors, persons with a disability)
- Marketing and promotional ideas
- Specific improvements desired for routes, frequency and infrastructure.
- Larger commuter trends and opportunities that the transit system needs to address over the longer term.

Generally, the comments provided by members of all workshops align with those described for the open house and survey, and so have not been repeated here; however, some particular themes that were more pronounced for each group need to be highlighted:

Community Action Network and Transit Stakeholder Workshops:

- The most common themes within the discussions related to Transportation Demand Management programs and policies. Examples include:
 - Providing service to target audiences such as students and seniors
 - Providing incentives through fares to encourage transit use
 - Providing travel training to seniors, young students and those new to the City of Greater Sudbury
- Improvements to amenities and technology to improve customer experience. Examples include more shelters, benches, smart card technology, charging stations for personal electronic mobile devices, music and art.
- Offers from stakeholder groups and organizations were made to collaborate with Greater Sudbury Transit to improve transit's links to the community. Examples include linking services to community events; providing opportunities to attract tourists; promoting services by providing support to stakeholder initiatives, etc.

Accessibility Advisory Panel Workshop:

- It was noted that 100% accessibility should be a system goal.
- Participants emphasized the need for 100% accessible design of stops and sidewalk connections that make it easier for all Greater Sudbury residents to access transit.
- Technology improvements should be made to make the system accessible for the visually impaired.
- Other key themes during the discussion included opportunities to better integrate use of both Handi-Transit and conventional transit; improved travel training for customers, especially young students/seniors/persons with disabilities; and suggestions to make Handi-Transit and conventional transit vehicles more comfortable.

Senior Advisory Panel Workshop:

- Bringing back free Transit for Seniors on Mondays was identified as a priority.
- Participants focused on customer service levels and comfort as being very important. Many of the suggestions related to accessible shelters and stops, and the provision of benches. Although the group shared interest in receiving a higher frequency of service (which is often most cost-effectively created by focusing routes on main roads), maintaining some level of service coverage within neighbourhoods at a lesser frequency was identified as being equally important.

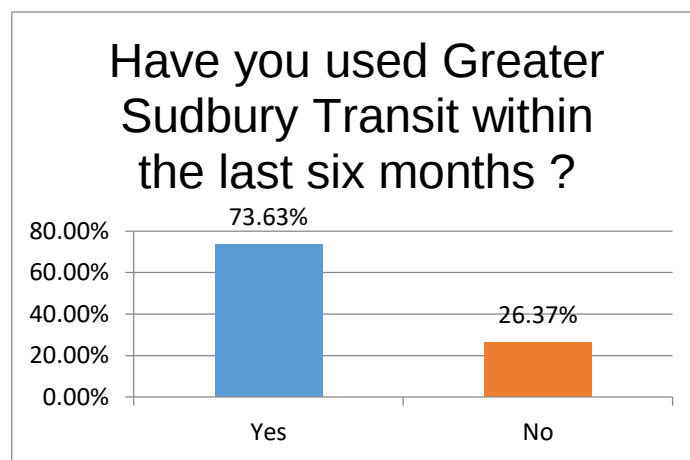
- Many shared interest in promoting Transit services through collaboration efforts with community stakeholders, and highlighted that one on one and/or group Travel Training was very important to familiarize seniors on using the service.
- Handi-Transit services was praised for its effectiveness; however, the two-day advance booking required for the service was identified as an inconvenience. It was also expressed that the eligibility process should consider all types of disabilities—not just those of a physical mobility nature—that prevent a person from taking the accessible conventional system.
- Safety and security at the Downtown Transit Terminal was identified as a barrier to transit use for many seniors. There is perception that the area is unsafe and they prefer to stay away from the Terminal due to this reason.

Sustainable Mobility Advisory Panel

- Priorities included an increase in wayfinding and transit information tools that make it easier for new users to take transit and for all passengers to access services.
- Need to improve cycling infrastructure near transit hubs and relation of transit routes to key cycling infrastructure, and to introduce more Transportation Demand Management policies to encourage all modes of active transportation.
- Changing perception of Transit services through branding and promotion is key to attract new users.
- Bus stop and shelter infrastructure improvements were identified as a priority, particularly the need to review existing bus stop amenities and location to increase safety and passenger convenience.
- Members would like to see a route structure that features timed connections at several key hubs and where not all connecting trips need to route via the Downtown Terminal. Park and ride facilities would also be a benefit.

4.4 ONLINE AND PAPER SURVEY HIGHLIGHTS

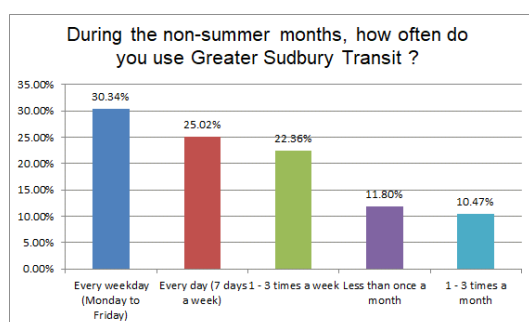
A total of 1,775 responses were collected through the online and hardcopy surveys; this represents a 1.1% sample of the total population of Greater Sudbury. Three-quarters responded that they used Greater Sudbury Transit within the last six non-summer months (considered existing transit customers) while one-quarter did not, which are surmised to be non-transit customers. Tapping into this group of residents who do not currently use transit represents Greater Sudbury Transit's largest market potential. Increasing the use of transit by existing users also appears to be a potential focus. The on-line survey offers a snapshot of the



total Greater Sudbury Transit market, which can be compared to the information received during the workshops and public open houses. The following presents response highlights for each group of current users or non- users.

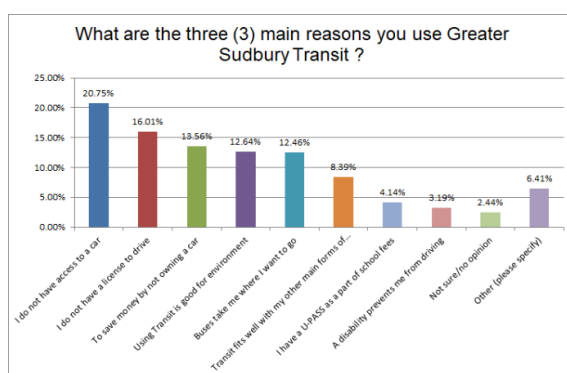
4.4.1 TRANSIT ACTION PLAN ON-LINE SURVEY FOR TRANSIT CUSTOMERS

The majority of Transit Customers reported they used transit every weekday, which typically represents the work and school trip market and people for whom transit is their sole or primary form of transportation. The 45% that reported they used transit less frequently is significant primarily because the non-frequent Transit Customer is already familiar with transit and better meeting their needs can convert them to become more frequent Transit Customers.



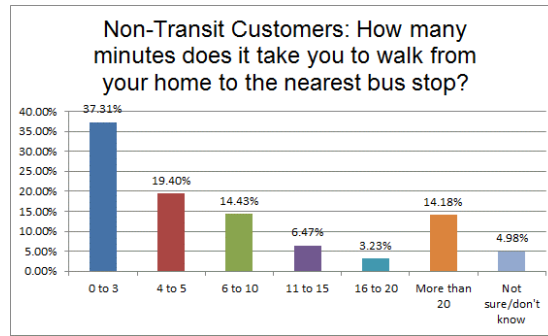
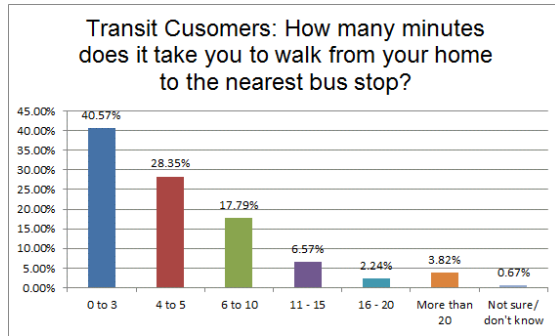
During the non-summer months, how often do you use Greater Sudbury Transit ?		
Answer Choices	Responses	
Every weekday (Monday to Friday)	30.34%	365
Every day (7 days a week)	25.02%	301
1 - 3 times a week	22.36%	269
Less than once a month	11.80%	142
1 - 3 times a month	10.47%	126
	Answered	1203
	Skipped	562

Of the 1,203 Transit Customer respondents, approximately 40% of the responses indicated they did not have a car or license or they were unable to drive due to a disability. What is considered significant is that almost 14% indicated that it saved them money by not owning a car while 12.6% indicated environmental reasons were their priority for using transit; this is in line with common worldview of the emerging millennial generation and indicates potential messages to emphasize in future transit promotions.



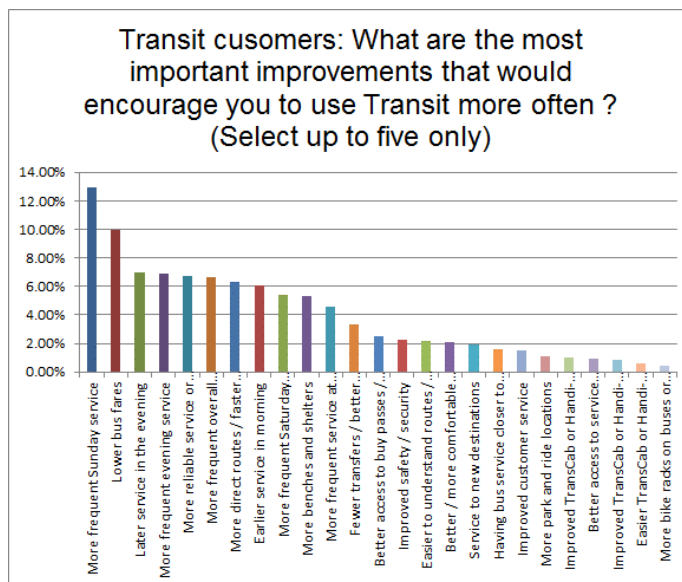
What are the three (3) main reasons you use Greater Sudbury Transit ?		
Answer Choices	Responses	
I do not have access to a car	20.75%	586
I do not have a license to drive	16.01%	452
To save money by not owning a car	13.56%	383
Using Transit is good for environment	12.64%	357
Buses take me where I want to go	12.46%	352
Transit fits well with my other main forms of transportation (walking, cycling, etc.)	8.39%	237
I have a U-PASS as a part of school fees	4.14%	117
A disability prevents me from driving	3.19%	90
Not sure/no opinion	2.44%	69
Other (please specify)	6.41%	181
	Answered	1203
	Skipped	562

One of the most significant factors in determining whether or not one can or will choose to use transit is the walk distance to the nearest bus stop, as well as the relative frequency of the transit service provided there. As a guide, transit bus stops are considered to be easily accessible to residents when they are within a 5-minute walk, or approximately 450 metres. Bearing in mind the 450-metre walk distance standard, the following responses are considered significant.



Of the 1,203 Transit Customers that responded, only 69% reported they were within a 5-minute walk to a bus stop compared to 57% of the 402 Non-Transit Customers. The numbers provide a clear indication of what needs to be overcome, namely, improving route coverage to enable easier access to services. It also means that one of the most significant ways that the City can increase the effectiveness of its transit system is by focussing new housing and development on the key corridors where transit already operates, such as through supportive zoning that makes increased density and walkability a priority. In the case of more rural areas where residential development and therefore transit coverage is actually spread out, the use of low-cost feeder services such as Trans Cab, coupled with good route design principle, can go a long way to improving access to transit to grow ridership.

While reasonable walking distance access to transit is a priority based on industry best practices, transit customers are also sensitive to the need for other improvements, which they were able to select up to five.

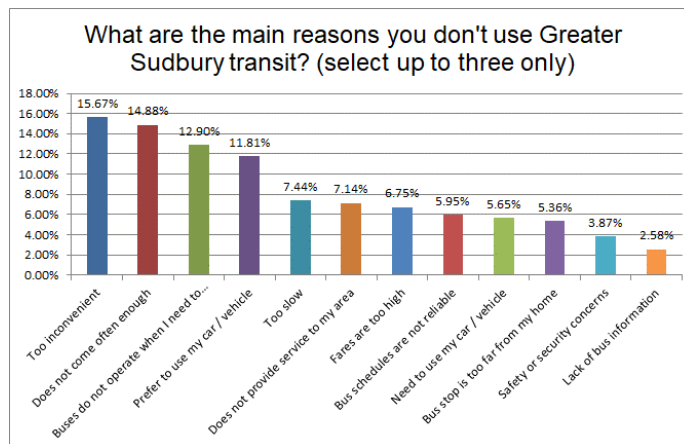


Transit Customers: What are the most important improvements that would encourage you to use Transit more often ? (Select up to five only)	
Answer Choices	Responses
More frequent Sunday service	12.95% 684
Lower bus fares	9.92% 524
Later service in the evening	6.97% 368
More frequent evening service	6.89% 364
More reliable service or buses being on time	6.72% 355
More frequent overall weekday service	6.67% 352
More direct routes / faster travel time	6.29% 332
Earlier service in morning	6.08% 321
More frequent Saturday service	5.36% 283
More benches and shelters	5.32% 281
More frequent service at peak work or school travel times	4.55% 240
Fewer transfers / better connections	3.31% 175
Better access to buy passes / tickets	2.54% 134
Improved safety / security	2.22% 117
Easier to understand routes / service	2.14% 113
Better / more comfortable buses	2.08% 110
Service to new destinations	1.91% 101
Having bus service closer to home	1.56% 82
Improved customer service	1.52% 80
More park and ride locations	1.10% 58
Improved TransCab or Handi-Transit hours of service	1.02% 54
Better access to service information	0.97% 51
Improved TransCab or Handi-Transit availability during existing hours	0.85% 45
Easier TransCab or Handi-Transit trip booking	0.61% 32
More bike racks on buses or at terminals	0.45% 24
Answered	1203
Skipped	662

More frequent Sunday service, reduced fares, improved evening services and on-time performance topped out the list. The need for shorter travel times, more frequency and better connections are somewhat related and represent almost 10% of the responses. These priorities are very much in line with those heard from participants of Open Houses, Surveys and Workshops.

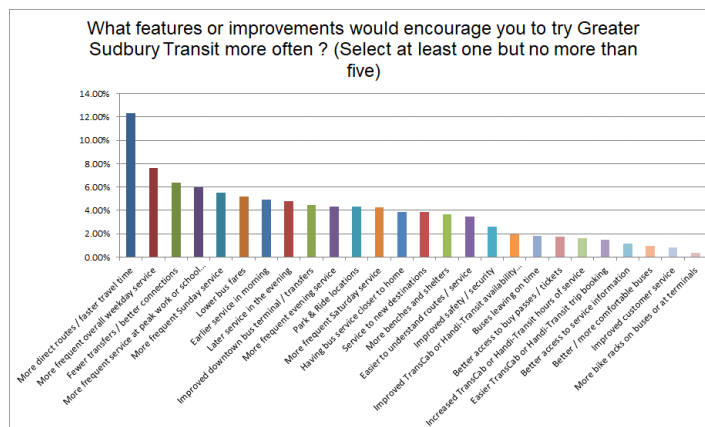
4.4.2 TRANSIT ACTION PLAN ON-LINE SURVEY FOR NON-TRANSIT CUSTOMERS

When Non-Transit Customers were asked why they don't use Greater Sudbury Transit, it is clear that travelling by car is the preferred choice for a number of reasons. Generally, Transit's ability to compete with a personal automobile is limited by the fact that most people feel their automobile is more convenient and the service does not meet their travel patterns and needs. Most importantly, bus stops being too far from their home or lack of service are barriers which must be overcome to change choice in mode of transportation for Non-Transit Customers. There are a number of reasons given that can be addressed by Greater Sudbury Transit, such as improving access to some areas, improved service frequency, reduced bus travel times, and improving service quality/ reliability.



What are the main reasons you don't use Greater Sudbury transit? (select up to three only)		
Answer Choices	Responses	
Too inconvenient	15.67%	158
Does not come often enough	14.88%	150
Buses do not operate when I need to travel	12.90%	130
Prefer to use my car / vehicle	11.81%	119
Too slow	7.44%	75
Does not provide service to my area	7.14%	72
Fares are too high	6.75%	68
Bus schedules are not reliable	5.95%	60
Need to use my car / vehicle	5.65%	57
Bus stop is too far from my home	5.36%	54
Safety or security concerns	3.87%	39
Lack of bus information	2.58%	26
Answered		402
Skipped		1363

It is clear that addressing the reasons that residents reported they don't use transit will not change travel habits overnight. A question asked to Non-Transit Customers was to select up to five transit service improvements that would convince them to try transit more often. Non-Transit users want more direct, frequent service, improved hours of operation, and better Sunday Service coverage. These priorities mirror those provided overall throughout the engagement process from Existing Transit Customers.



What features or improvements would encourage you to try Greater Sudbury Transit more often? (Select at least one but no more than five)		
Answer Choices	Responses	
More direct routes / faster travel time	12.33%	187
More frequent overall weekday service	7.65%	116
Fewer transfers / better connections	6.39%	97
More frequent service at peak work or school travel times	6.00%	91
More frequent Sunday service	5.54%	84
Lower bus fares	5.21%	79
Earlier service in morning	4.94%	75
Later service in the evening	4.81%	73
Improved downtown bus terminal / transfers	4.48%	68
More frequent evening service	4.35%	66
Park & Ride locations	4.35%	66
More frequent Saturday service	4.28%	65
Having bus service closer to home	3.89%	59
Service to new destinations	3.89%	59
More benches and shelters	3.69%	56
Easier to understand routes / service	3.49%	53
Improved safety / security	2.64%	40
Improved TransCab or Handi-Transit availability during existing hours	1.98%	30
Buses leaving on time	1.85%	28
Better access to buy passes / tickets	1.78%	27
Increased TransCab or Handi-Transit hours of service	1.65%	25
Easier TransCab or Handi-Transit trip booking	1.52%	23
Better access to service information	1.19%	18
Better / more comfortable buses	0.99%	15
Improved customer service	0.79%	12
More bike racks on buses or at terminals	0.33%	5
Answered		402
Skipped		1363

4.4.3 ALL SURVEY RESPONDENTS

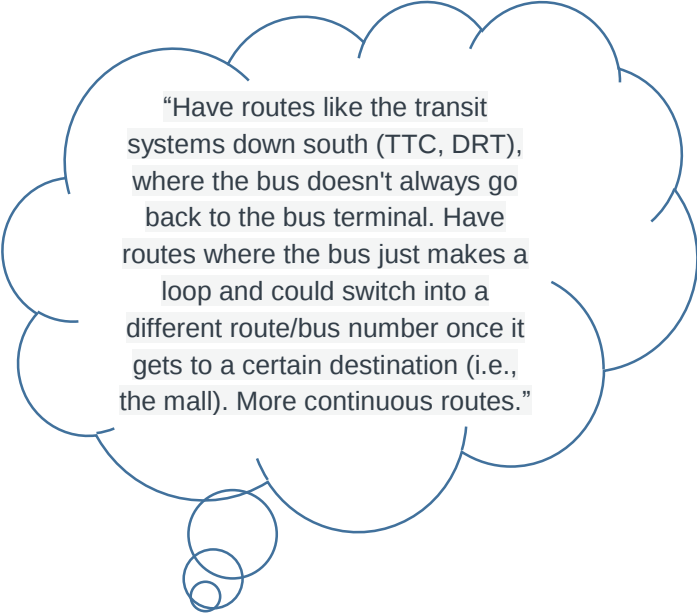
Several survey question responses were common to all respondents. The key conclusions that were drawn are:

- Nearly all respondents agree to the positive aspects of taking transit, namely benefits to the environment, reduction in road congestion, personal cost savings and ability to access the services.
- Nearly 54% of the total respondents felt that the system could use some improvement.
- 65% of the respondents would not mind a minor increase in taxes if assured an increased transit service.

Thousands of comments were also received in the survey in terms of how the system should improve routes, schedules, infrastructure, customer information and other attributes. Common themes similar to those heard in the Open Houses and Workshops are as follows:

Improvements to Routing

- Improve Sunday service as people avoid the service on this day due to its inconvenience.
- More overall frequency, earlier weekday buses and better evening service.
- Improved service in outlying communities, by establishing local transit hubs—with Park & Rides--and provide connections between these hubs so that not all trips need to go via Downtown.



“Have routes like the transit systems down south (TTC, DRT), where the bus doesn't always go back to the bus terminal. Have routes where the bus just makes a loop and could switch into a different route/bus number once it gets to a certain destination (i.e., the mall). More continuous routes.”

Infrastructure Improvements:

- More bus stops with shelters, benches, stop numbers and posted route schedules, as well as prioritized stops for snow removal.
- Improve safety, security and maintenance at the Downtown Transit Terminal.

Customer Information Improvements:

- Real-time information screens at the Downtown Terminal
- Printed route book with all routes; use a.m./p.m. rather than 24 hour time
- Expanded hours of operation at Downtown Kiosk.

Fares:

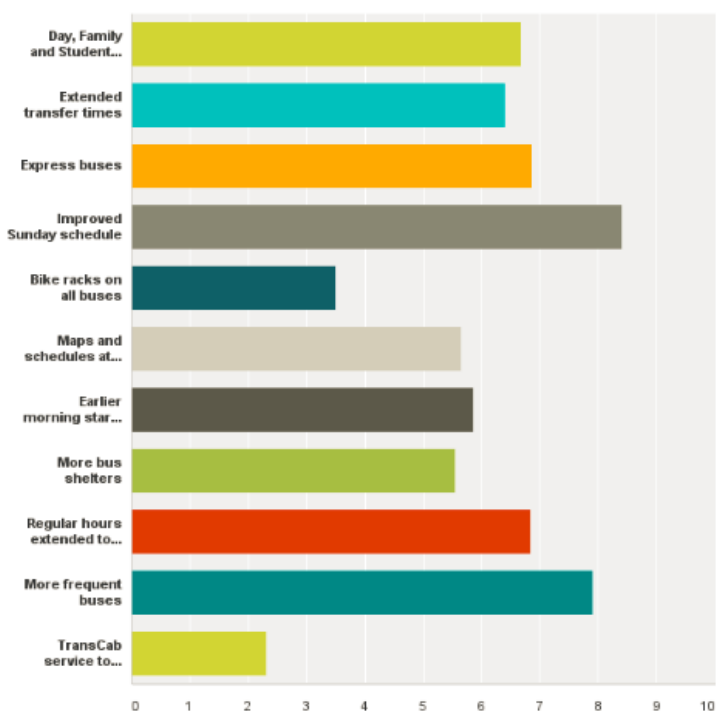
- Increase the number of locations selling transit passes/tickets. Longer transfer time allowances given size of system, multiple connections

It is also notable that many of the priorities shown in this survey align with those seen in a 2015 survey undertaken by The Friends of Sudbury Transit, which were provided by that group to the Transit Action Plan project team. An excerpt from those survey results are shown to the right.

For comparison, excerpt from 2015 survey conducted by Friends of Sudbury Transit.

Q9 Transit needs a few changes. Which ones should be made first? Please rank your preferences with 1 being the most important to you.

Answered: 795 Skipped: 30



5.0 KEY CONCLUSIONS: ISSUES AND OPPORTUNITIES

Response rates to the Transit Action Plan Phase 1 Engagement have been among the highest ever received in a City of Greater Sudbury Engagement Process. While there are specific, detailed suggestions that project staff will look to incorporate into recommendations, there was also a resounding similarity to key themes heard from the various sources. The extent of participation and the commonality of priorities mean that the City and project team members should feel reasonably confident around the recommended direction for the system.

Based on overall public feedback heard and system analysis to date, some of the main issues and opportunities that the Transit Action Plan recommendations will need to address are as follows:

- **System reorganization to improve clarity, directness, frequency and reliability** – Greater Sudbury’s existing route structure is confusing, hard to understand for new users and dilutes potential frequency by spreading service across many streets. Focusing heavier ridership service on key corridors with complementing feeder services would enable the system to put more frequency where it is needed most, shorten travel times and provide the time necessary to improve reliability.
- **A more organized and innovative approach to outlying areas** – There is strong desire for improved service to Greater Sudbury’s many outlying neighbourhoods. At the same time, each has different population sizes and demographic needs.
 - Creating service standards that clearly show minimum acceptable service that can be consistently applied across the City--as well as the criteria used to recommend further service improvements--would be helpful in fairly allocating service and ensuring it meets the needs of as many residents as possible.
 - At the same time, further approaches should be explored to improve how the suite of transportation services are organized, deployed and communicated in these areas. This might include potential creation of mobility hubs that make it more convenient for connections to take place, Park & Rides, improved coordination and technology with TransCab services and potentially integration with some regularly scheduled Handi-Transit services, where feasible.
- **A balance of investment** – There are two key strategies for attracting further ridership on the Greater Sudbury Transit System: [1] making it easier for *existing users* to take it more often; [2] attracting *new users*, particularly commuters. Priorities for the first centre on increasing frequency and hours of operation on Sundays. Priorities for the second focus on improving service on weekdays, particularly during the peak commuting periods. As it moves forward, the system needs to strike a balance between both types of investment in order to diversify and grow its ridership.

- **A more integrated accessible service** – There are a number of strategies that will be needed to ensure that Handi-Transit services meet Accessibility for Ontarians Disability Act (AODA) requirements, improve customer booking options, customer travel experience and expand eligibility. Enhancements are also needed to better enable some registrants to use TransCab and conventional transit to complete some or all of their trip needs that precludes the need for advance bookings so that trips can be taken dynamically; this would enable qualifying registrants to be more integrated with the community.
- **Integrated infrastructure, fare, customer information and policy improvements** – There are many specific improvements that can be made to each of these components, which have been captured in the detailed responses being analyzed for recommendation by the project team. The resulting Transit Action Plan will include a prioritized list of improvements for each of these elements and their implementation should be considered in tandem with resulting prioritized list of service improvements.

6.0 SUMMARY

The 1,775 respondents to the online and hard copy transit survey provided quality feedback that complemented the feedback provided by over 400 participants at public Open Houses and Workshops. The information gathered through the engagement process from Transit Customers, Non-Transit Customers and Community Stakeholders is integral to creating a plan that accurately identifies opportunities and solutions.

In order to grow transit ridership and make transit more effective in the City of Greater Sudbury, it is clear that by addressing the transit service improvement priorities, existing Transit Customers will ride it more often and the current Non-Transit Customers – the largest market potential – will at least take transit sometimes and, over time, more frequently. In this regard, it is recognized that transforming Greater Sudbury Transit will not result in residents reducing car ownership levels overnight. However, there is opportunity to restructure the Greater Sudbury Transit system to better serve existing and future residents and create the framework to effect ridership growth over time and make it easier for residents to reduce their reliance on automobiles.

7.0 PRELIMINARY TRANSIT ACTION PLAN STRATEGIES

In order to meet the community priorities identified through the engagement process for both Transit Customers and Non-Transit Customers, a list of action items have been identified for the Transit Action Plan initiatives. The action items would build on existing strengths of the service and incorporate best practices.

The following lists outlines the key themes and community priorities by service type which will be reviewed in depth and incorporated in the Draft Recommendation Report. It is important to note that not all priorities may be achieved within the existing budget, however strategies to implement in an efficient way will be provided.

Conventional Transit Service

- **More frequency**, particularly on Sundays and overall
- **More timely travel**: More direct, faster routing; fewer/better connections; improved on-time performance; later evening service/ earlier morning service
- **Improved routing**: easier to understand; stops and service closer to home; less to need to always travel via the Downtown Terminal
- **Better access**: improved safety/security; more Park & Ride locations; continued improvements to customer information, trip planning and travel training
- **Continue to improve value to customers**: fare review; more options and locations to purchase tickets and passes; consider longer time periods for transfers

TransCab Services

- **Easier to book** through improved Transcab booking process, less lead time and use of a single telephone number and other technologies.
- **Easier access** by expanding the Transcab network

Handi-Transit Services

- **Easier to book** by increasing the days when trips can be booked and reducing the lead time before travel
- **Provide more options** for passengers by making it easier to also use Transcab and the accessible Conventional Transit services, encouraging their use, and providing travel training that would be required

8.0 NEXT STEPS

Building from the information collected in Phase I, the next phase of the Greater Sudbury Transit Action Plan involves the development of the preliminary proposed recommendations for the system. This includes creating the draft long term and short-term route networks, service plans, policies, infrastructure, and supporting measures that will be used to further improve Greater Sudbury Transit over the short, medium and long term. The Transit Action Plan will build on what is working well today, incorporating best practices from other communities and other solutions that would be customized for the Greater Sudbury's unique environment, community and opportunities.

It is expected that resulting preliminary proposals will be further refined with transit system staff, City leaders and key community representatives. Once feedback has been received, a Draft Interim Recommendation Report will be presented to Council for consideration by the end of January, 2018.

Once Council has approved the draft recommendations, a third round of public engagement will occur in February, 2018. With feedback received through the engagement process, the report will be refined and finalized for Council's consideration in April 2018.