

# TRANSIT VISION 2040 — FROM VISION TO ACTION

TRANSIT VISION 2040 defines a future in which public transit maximizes its contribution to quality of life with benefits that support a vibrant and equitable society, a complete and compact community form, a dynamic and efficient economy, and a healthy natural environment.



## THEME 3: FOCUSING ON CUSTOMERS

STRATEGIC  
DIRECTION

**3.3**

Take a broad approach to mobility and expand choice

# FOCUSING ON CUSTOMERS

Strategic Direction 3.3:

## Take a broad approach to mobility and expand choice

*Transit cannot serve all trips, and is often just one element of an overall journey. There is a need to better integrate transit with other modes. Transit systems are broadening their perspective on serving door-to-door trips that may involve other modes such as walking, cycling or car use. Stronger integration with these modes clearly benefits both transit providers and users, and extends beyond large facilities (e.g. park-and-ride lots) to minor facilities (e.g. pedestrian access routes), trip-end facilities (e.g. bike racks at transit facilities), customer information (e.g. inclusion of transit stations on bike route maps), and promotion (e.g. awareness campaigns for park-and-ride or bike-and-ride). Taxis and car sharing organizations can also play an important role by allowing people to access and pay for car use on a per-trip basis. Other opportunities could arise where transit systems adopt a “mobility provider” mindset and actively consider how transit can best serve overall mobility needs as part of a full suite of travel options, potentially offering unconventional services.*

Transit stops and stations should be integrated with pedestrian and bicycle pathways.



Transit systems should make it feasible to bike to and from transit trips. This can be facilitated by **providing bike racks** on buses and at transit stations.

**Park-and-ride** facilities should be provided wherever necessary, such as at suburban rapid transit or commuter rail stations.

Transit systems can also **partner with car-sharing or bike-sharing providers** for more flexible transportation options.

# PERFORMANCE INDICATORS AND TARGETS

## Indicator 1: Partnerships with Car and Bike Sharing Providers

### Car and Bike Sharing Targets:

By 2020, transit systems in all major metropolitan areas and large cities will have **partnered with car and bike sharing** providers to provide rental stations at transit stations and major transit hubs.

## Indicator 2: Proportion of Transit Vehicles able to Transport Bicycles

### Bicycle Transport Targets:

All transit systems will **facilitate the transport of bicycles** on transit vehicles of all types. This will involve:

- Providing bike racks on buses

- Making improvements to transit facilities to ensure that cyclists are accommodated

- Providing public information on bringing bicycles on transit

## Indicator 3: Number of Bike Racks and Storage Facilities at Transit Stations

### Bicycle Storage Targets:

By 2040, 100% of transit stations will be equipped with **bike racks** and major transit hubs will be equipped with secure **bicycle storage facilities**.

## Indicator 4: Complete Streets

### Complete Streets Target:

By 2020 all municipalities will have adopted a '**Complete Street**' policy aimed at supporting modal choice.



# INITIATIVES AND BEST PRACTICES

**Partnerships with Car and Bike Sharing Providers** allow people without access to a vehicle to expand their modal choice. The convenience of car- and bike-sharing programs paired with the convenience of transit can remove many barriers to transit ridership. A number of Canada's large cities have formed such partnerships to work towards a reduction in car ownership.

## Montreal, Quebec

Montreal's **BIXI bike sharing program** allows commuters to borrow bicycles from any of the rental stations throughout the city for a maximum of 30 to 45 minutes at a time. Bicycles can be returned at any open dock. This allows for a convenient and affordable way to use cycling as a transportation mode for utilitarian trips. Bike sharing programs also allow transit users to conveniently cycle at the start and end of their trips without the need to transport bicycles on transit vehicles; BIXI prioritizes locating rental stations in proximity to transit. BIXI has been successfully implemented in several other Canadian cities, including Toronto, Ottawa/Gatineau, and London.



## Quebec

A number of Quebec municipalities, introduced the **Communauto** car sharing program in 1994 in response to traffic congestion and declining air quality. Members pay a one-time fee as well as low hourly, daily, or per-kilometre rates. All Communauto vehicles have parking permits. A number of measures have been specifically taken to improve the integration of car sharing with transit use, including:

- **Discounted transit passes** for Communauto members
- A four-month pilot project (winter 2012 to 2013) wherein **OPUS smart cards can be used to unlock Communauto vehicles**
- An **OPUS+ student membership** that allows student transit users to join Communauto for free



## Vancouver, British Columbia

Metro Vancouver's **TransLink** has a similar partnership with local car sharing providers. Members of Vancouver's car sharing providers **Co-operative Auto Network (CAN), MODO, Zipcar, and car2go** receive a 15% discount on the cost of transit passes. TransLink's webpage also provides a map of all car share locations throughout the city, showing the many locations in close proximity to SkyTrain and SeaBus stations.

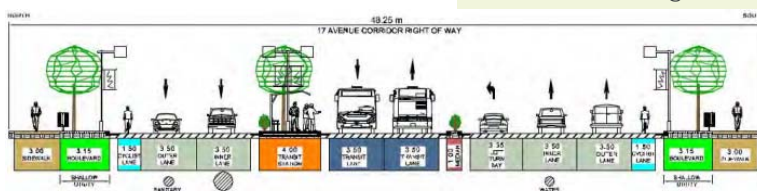
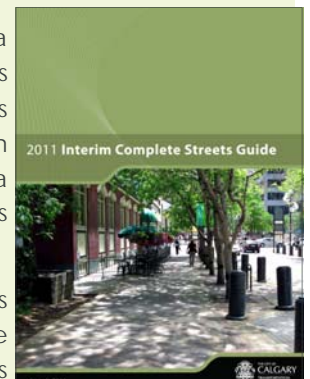
**Complete Streets** promote safe travel for pedestrians, cyclists, drivers and transit users of all ages and abilities. All modes of transportation are integrated. Complete streets provide a sustainable and cost effective alternative to automobile dominated streets, allowing for complete transportation modal choice. Many Canadian communities have recognized the benefits of complete streets and are working to retrofit existing infrastructure with wide sidewalks, street furniture, cycling paths and designated transit lanes.

## Calgary, Alberta

In 2009, the City of Calgary became the first in Canada to adopt a **complete streets policy**, including policies promoting diverse modes of transportation within its **Transportation Plan and Municipal Development Plan** in 2009. The City is also in the process of developing a Complete Streets Guide by 2013; two interim guides were released in 2010 and 2011.

Calgary's Transportation Planning department has appointed a Complete Streets Project Lead to oversee the creation of the Guides and work towards implementing the City's goals for complete streets.

Calgary's complete streets initiatives have been made possible through extensive visioning and collaboration between municipal departments, local stakeholders, and members of the public.



Left: Cross-section design for a typical intersection in Calgary's planned revitalization of the 17th Avenue SE corridor. Median transit lanes, four auto lanes, cycling lanes and wide boulevards will be provided.

Source: Calgary's 2011 Interim Complete Streets Guide

# INITIATIVES AND BEST PRACTICES

**Carpooling** initiatives can target communities where walking or cycling to transit stations is not a viable option. Carpooling can reduce costs to commuters as well as reduce space requirements for park & rides and work site parking lots.

## British Columbia

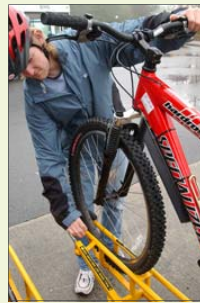
**BC Transit** encourages ridesharing, communicating its benefits to passengers through its detailed webpage. The transit system provides funding for the Jack Bell Foundation's vanpooling program, which primarily acts in the Greater Victoria area. The Jack Bell Foundation matches commuters for carpooling based on trip origins and destinations, and owns and operated a fleet of vans and cars that provide rides to and from work for a monthly fee. These initiatives are paired with designated carpool spaces at park & ride lots for added convenience.



## Accommodating Bicycles on Transit Vehicles

through installing bike racks at the front of buses and providing space for bikes on rail transit improves transportation modal choice. Information on how to use bicycle facilities on transit should be clear, detailed and readily available.

## Vancouver, British Columbia



Metro Vancouver's **Translink** promotes the integration of cycling with all forms of transit. All buses are now equipped with racks that can accommodate two bikes at a time. A page on TransLink's website details how to use the racks, and includes an instructional video. Transit riders are also encouraged to bring bikes onto SkyTrains, which can accommodate one to two bikes per car; the SeaBus, which crosses the Burrard Inlet and can accommodate up to six bikes; and the regional commuter rail system West Coast Express allows up to two bikes per car for a small fee of one dollar per day. TransLink has also made available a set of cycling **route maps** that are integrated with transit route maps.



**Providing Bicycle Facilities at Transit Stations** removes barriers to cycling and transit ridership. Transit stations should be priority locations for bicycle storage facilities, and security should be prioritized to further encourage use of the stations. Measures can also be taken to facilitate the transport of bicycles through transit stations.

## Toronto, Ontario



The City of Toronto now has **Bicycle Stations** at the major transit hub Union Station and at Victoria Park Subway Station, with future stations planned for Pape Station in 2013

and Finch West Station in 2015. For an affordable one-time registration fee and monthly parking plan fee, members receive a key card for 24-hour access to secure bicycle parking at any Bicycle Station. Members can park bicycles for up to 48 hours at a time.

Bicycle Station membership comes with several perks, such as access to **Bike Sharing Bikes** at the stations, a 10% discount at participating bike shops in Toronto, and a self-serve mechanic space at each station for minor bike repairs. When the revitalization of Union Station is complete, it will also be equipped with showers for improved cycling commute convenience.

## Halifax, Nova Scotia

**MetroLink** has included **bike racks and lockers** at stations along with new **pathway connections** to stations. The **Metro Transit Bridge Terminal** began service in October 2012, and allows pedestrians and cyclists to access the terminal over a green roof, eliminating the need to cross bus traffic.



Metro Transit Bridge Terminal

## Montreal, Quebec



**STM** has recently constructed **bike slides** as a pilot project at two metro stations, Longueuil and Viau. Bike slides allow riders to travel up and down staircases without lifting their bicycles. STM's website features a visual guide to using the bike slides.



# MOBILITY CHECKLIST

- Are policies in place to support the transportation of bicycles on regional transit routes?
- Do all members of the community have access to clear, detailed guidance on how to transport bicycles on transit vehicles, including how to use bike racks on buses?
- Is the transit system integrated with a network of cycling paths, and are integrated cycling and transit maps available to all members of the community?
- Are all transit stations equipped with an adequate number of bike racks? Are major transit hubs equipped with secure bicycle storage facilities?
- Are park-and-ride facilities provided at suburban rapid transit and commuter rail stations, wherever needed? Is priority given to carpoolers?
- In major metropolitan areas and large cities, has the transit system partnered with both car sharing and bike sharing providers to integrate these services with transit?
- Are policies in place promoting the development of complete streets? Have targets been set, and is a regular monitoring program in place?

This guide is one in a series designed to assist CUTA members with implementation of *Transit Vision 2040* strategic directions for which they are in a leadership role. It incorporates performance indicators used in annual reporting at a national level to track progress towards 2040 targets. While CUTA is taking the lead for ten of these 27 strategic directions, the remaining 17 fall within the responsibility of other stakeholders, and these guides have been developed in order to provide support to CUTA members and encourage progress toward the *Vision*. The guides summarize the goals and objectives of each strategic direction, propose performance indicators and targets, illustrate best practices from transit systems across the country and provide a checklist to assist members in reviewing their progress.