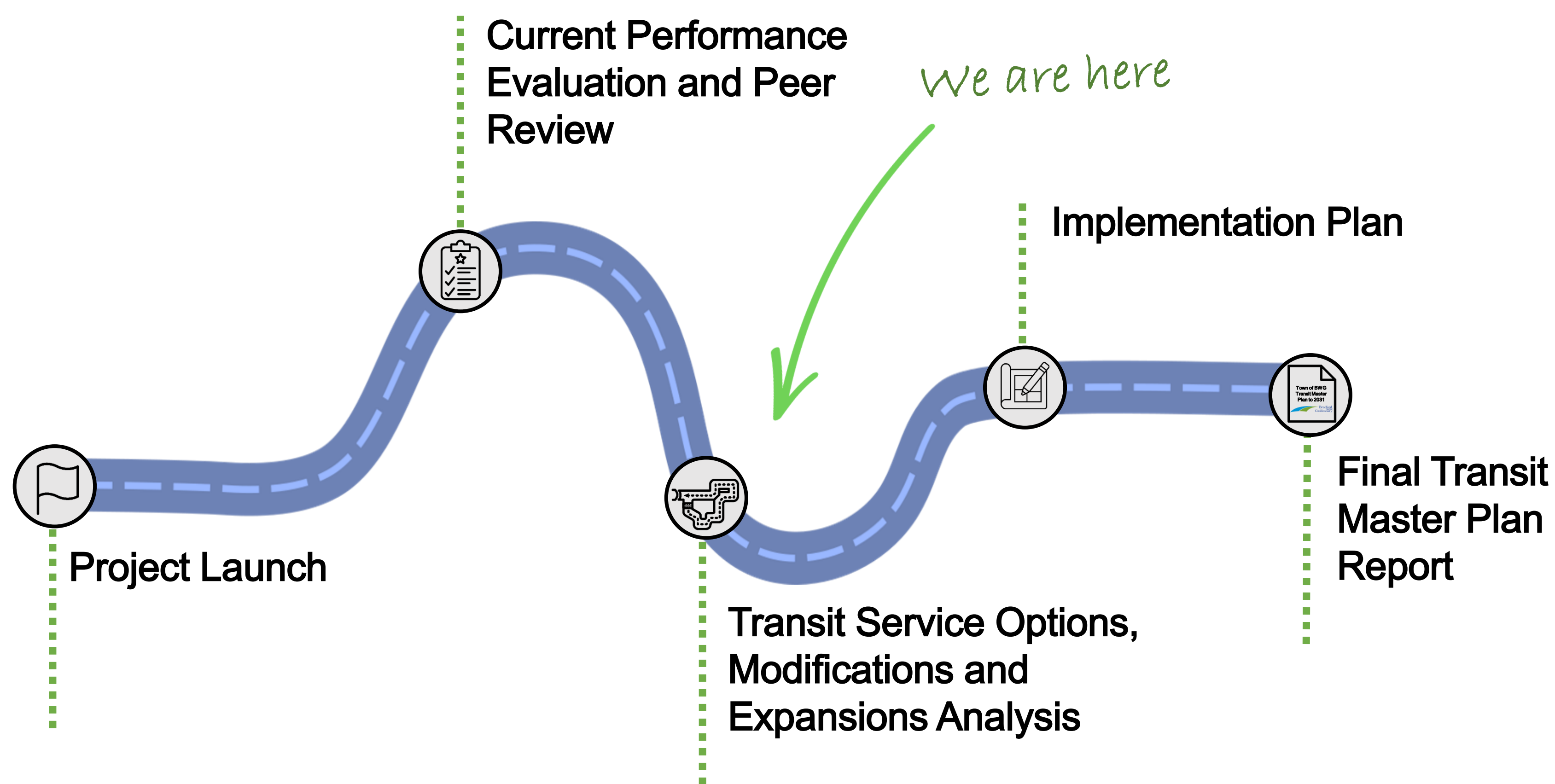


Town of Bradford West Gwillimbury- Transit Master Plan to 2031

Project Overview

The Town of Bradford West Gwillimbury's Transit Division has partnered with the transit consulting firm, Left Turn Right Turn, to develop a Transit Master Plan to 2031. This plan will pave the way for the future of BWG Transit to meet the needs of new development and access to the local workforce up to 2031.

We are committed to addressing stakeholder and public feedback to bridge gaps in the current system and develop a future-oriented service for residents. Comments on the proposed aspirational routing and service delivery will guide final recommendations for transit growth through 2031.



We want to hear from you!



We want to learn more your thoughts on the potential future public transit network.

Scan the QR code or enter the link:

<https://forms.office.com/r/L75yD7W63J>

for a 15-20 min online survey. The survey will close end of day *Sunday, April 21st, 2024.*

Project Outcomes

The key outcomes of the project are:

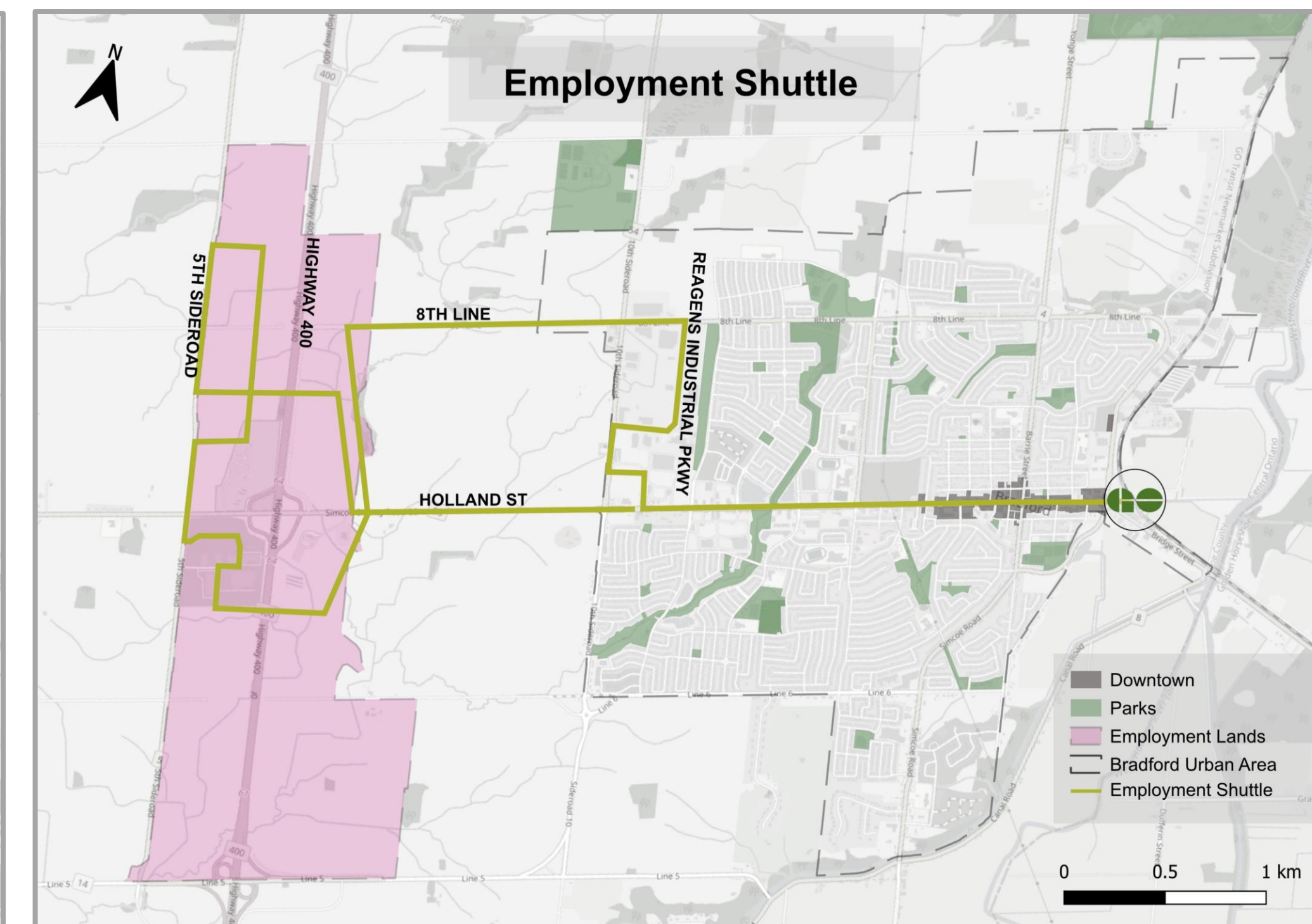
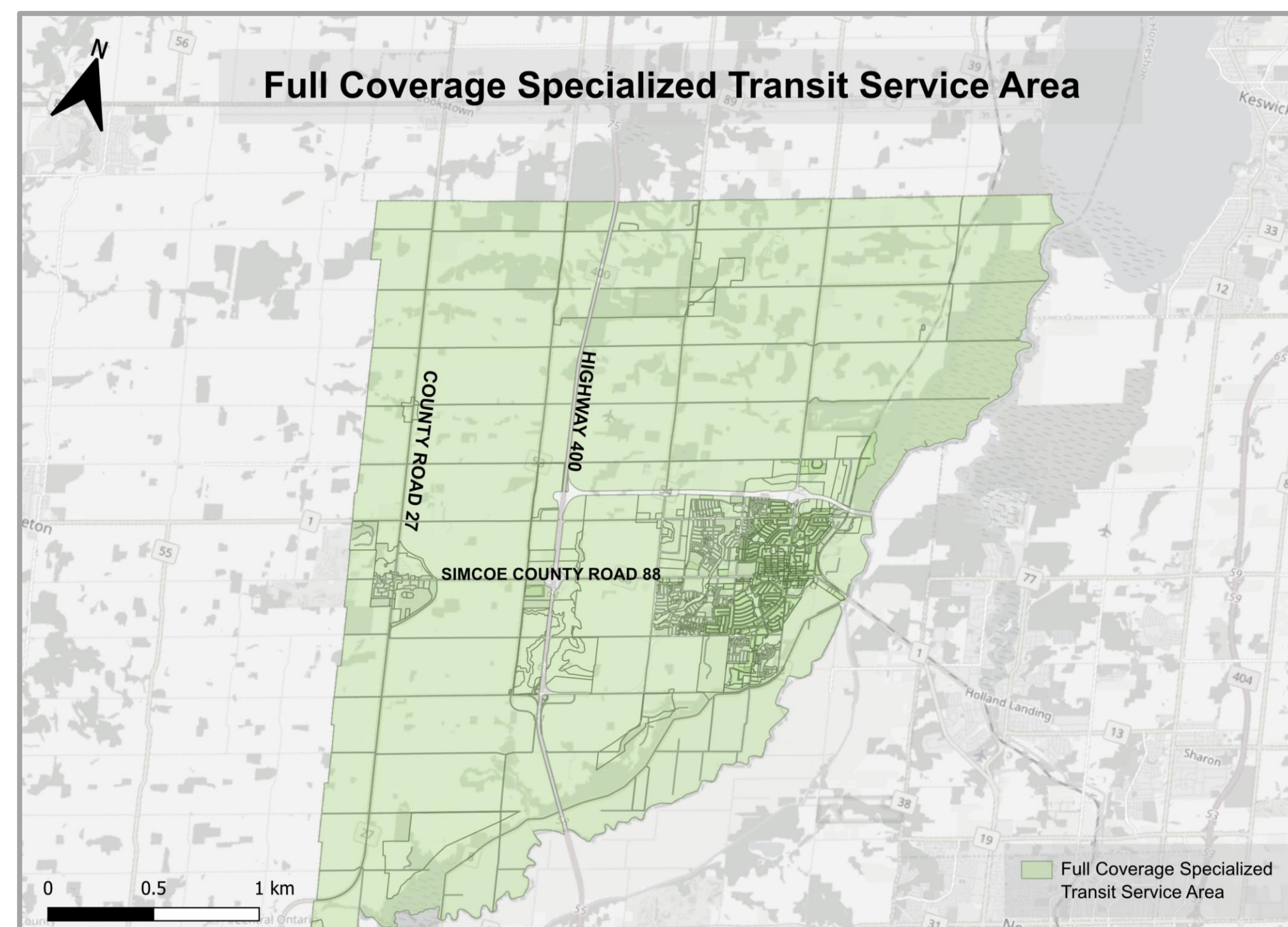
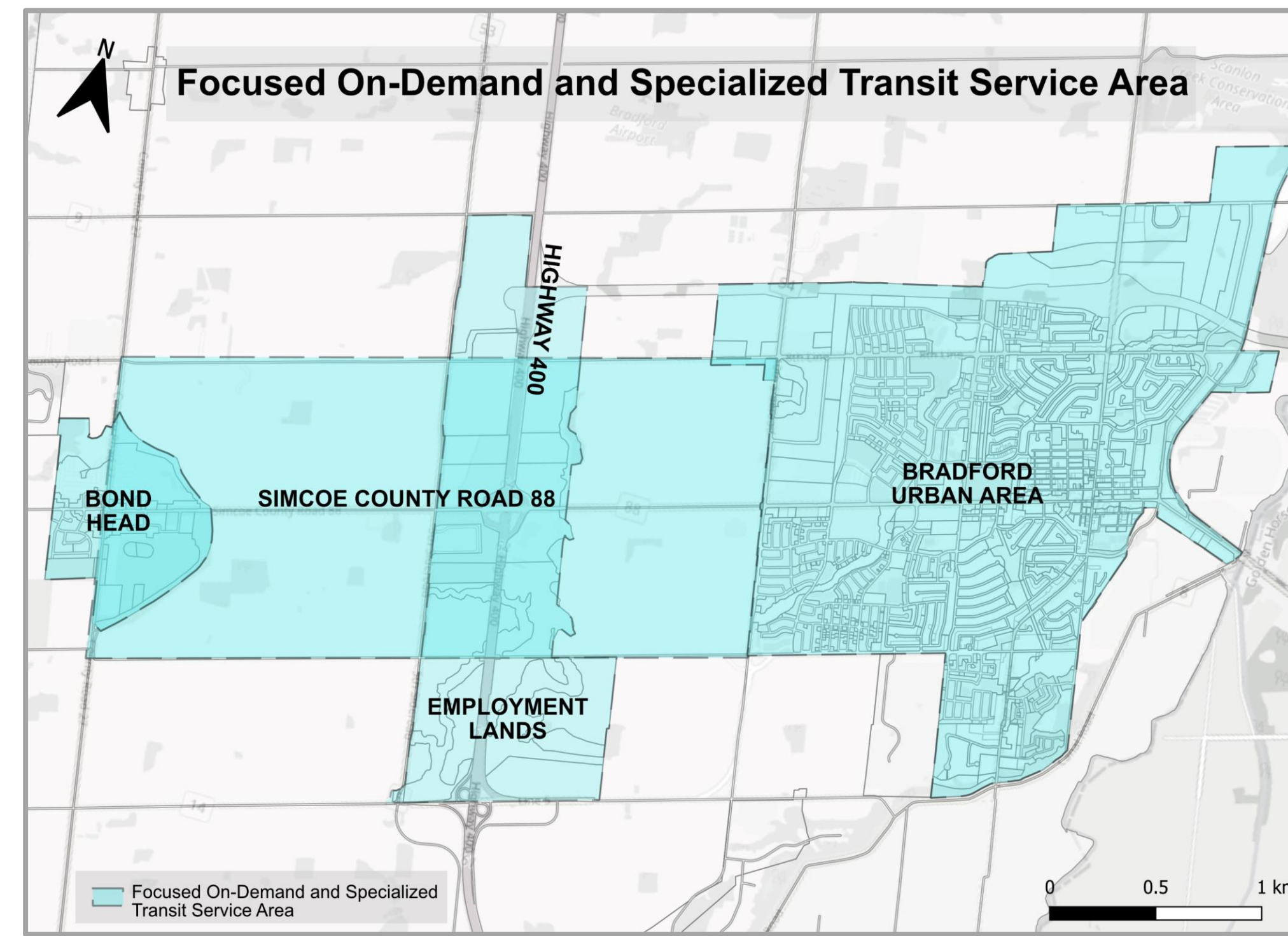
- Assess the current transit system and future context for service
- Propose a 2031 transit service
- Develop an implementation plan that provides guidance, support and steps to achieve the 2031 proposal
- Produce a final 2031 Transit Master Plan

On-Demand, Specialized Transit and Employment Shuttle

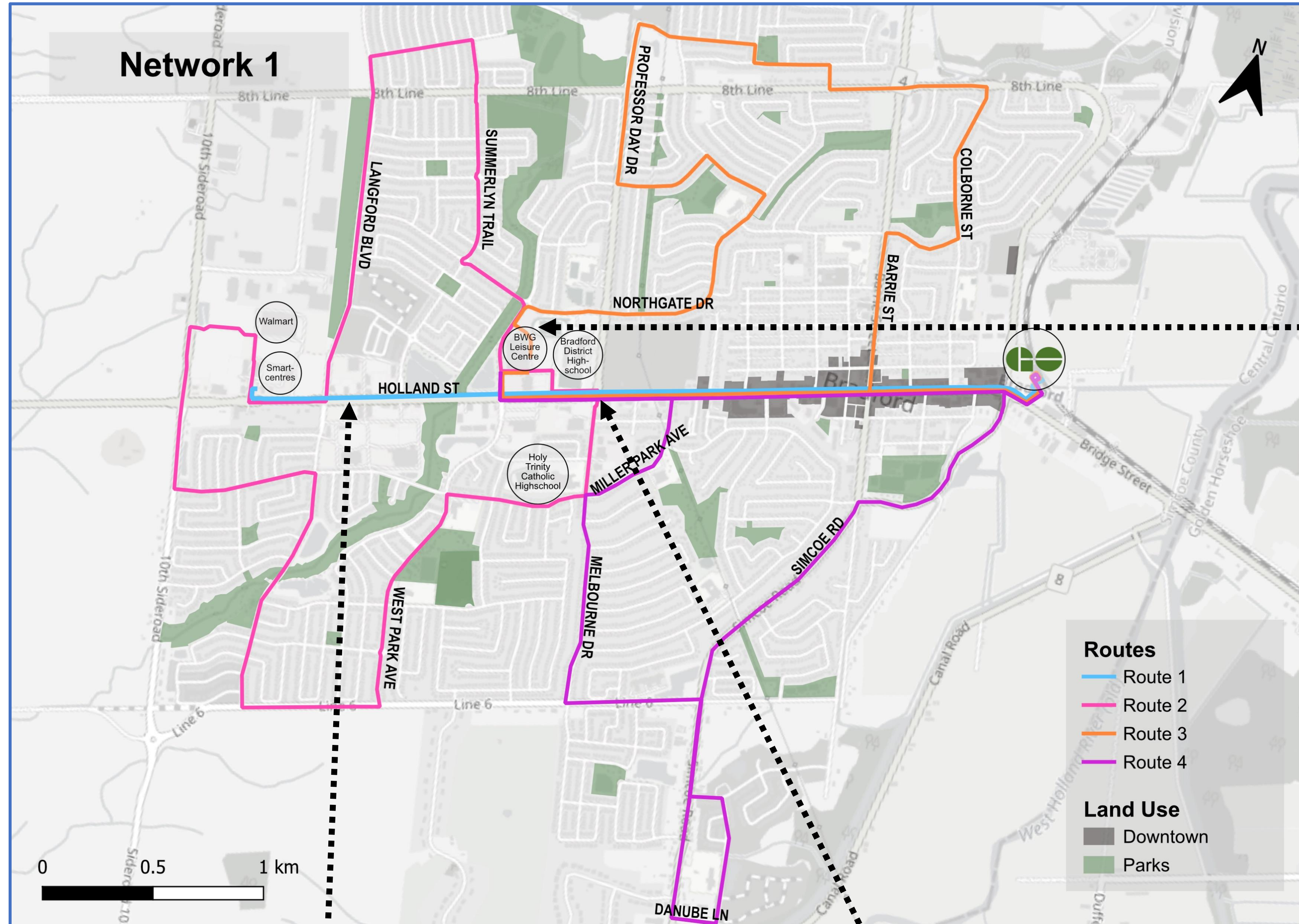
On-demand transit trips are scheduled based on riders' requests. There are no set routes, and trips are scheduled dynamically allowing for near real-time requests for trips. This is similar to ride hailing or dial-a-ride services but will be shared with other passengers. Pick-up and drop-off locations may require users to walk a short distance.

Specialized transit offers door-to-door service for individuals with disabilities or mobility challenges unable to use fixed routes. The service is shared, allowing for potential detours to accommodate other passengers.

The Employment Shuttle connects the Bradford GO station with Reagans and the Highway 400 Employment lands. This proposed employment shuttle would serve peak shift times.



Option 1: Network 1



Route 1 has a trip about every 15 to 20 min.

Routes 2, 3, and 4 have a trip about every 30 to 40 minutes.

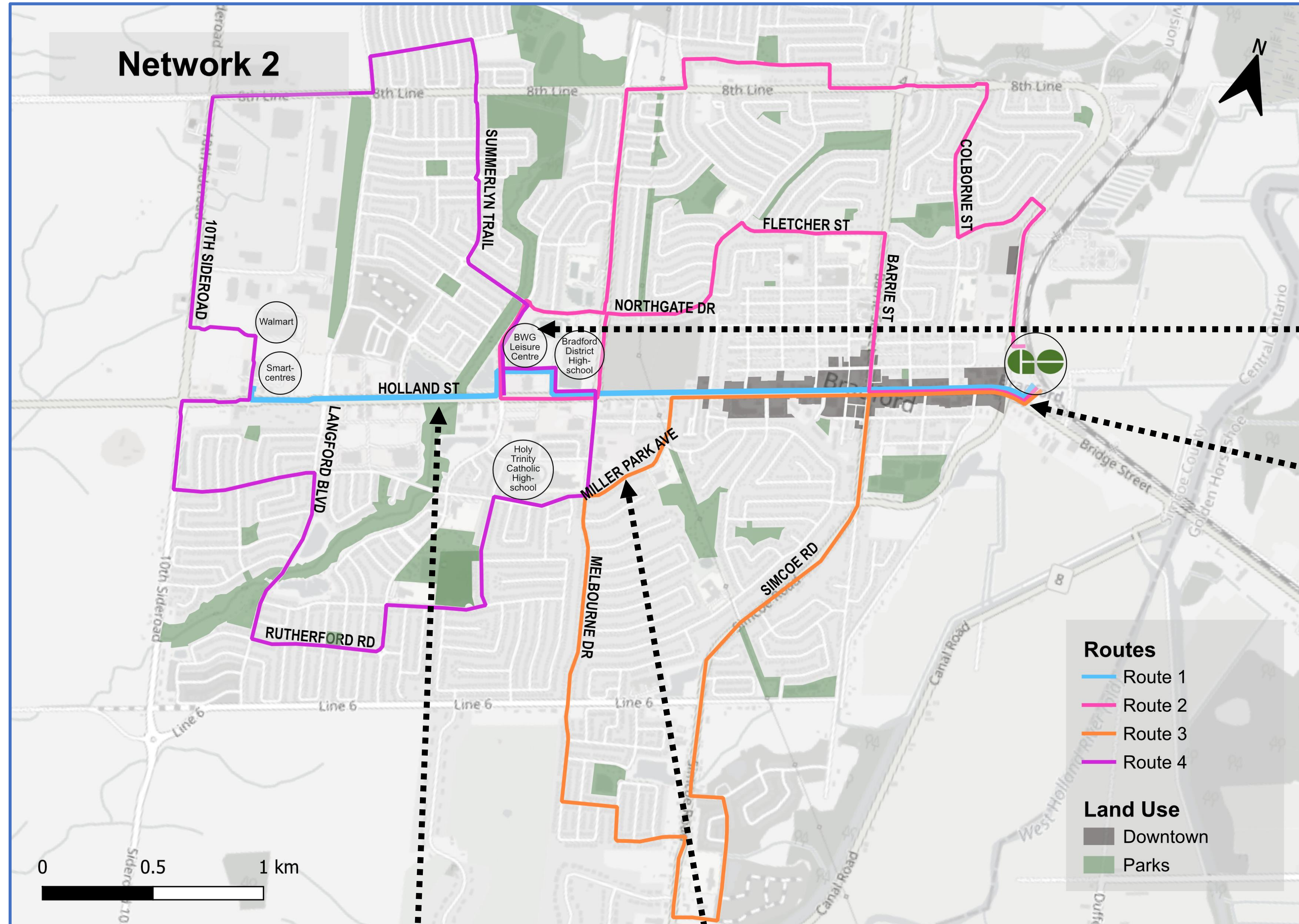
What do you think?
Do you have any comments to share on **Network 1**?
Tell us how this option could fit in with your community by posting a sticky note on the map.

All routes connect in at the BWG Leisure Centre and have timed connections there, meaning it is easy to transfer to and from different routes at the Leisure Centre.

Network 1 is the most similar to the current network, with the main difference being that it splits up the 2a and 2b routes and introduces more connectivity to the GO station.

Network 1 has the **lowest projected ridership** (360,000 annually), **longest average travel time** (27 minutes), and **longest on-demand average wait times** (40-55 minutes).

Option 2: Network 2



Route 1 has a trip about every 15 to 20 minutes

Routes 2, 3, and 4 have a trip about every 30 minutes. This is slightly more frequent than Network 1.

What do you think?
Do you have any comments to share on **Network 2**?
Tell us how this option could fit in with your community by posting a sticky note on the map.

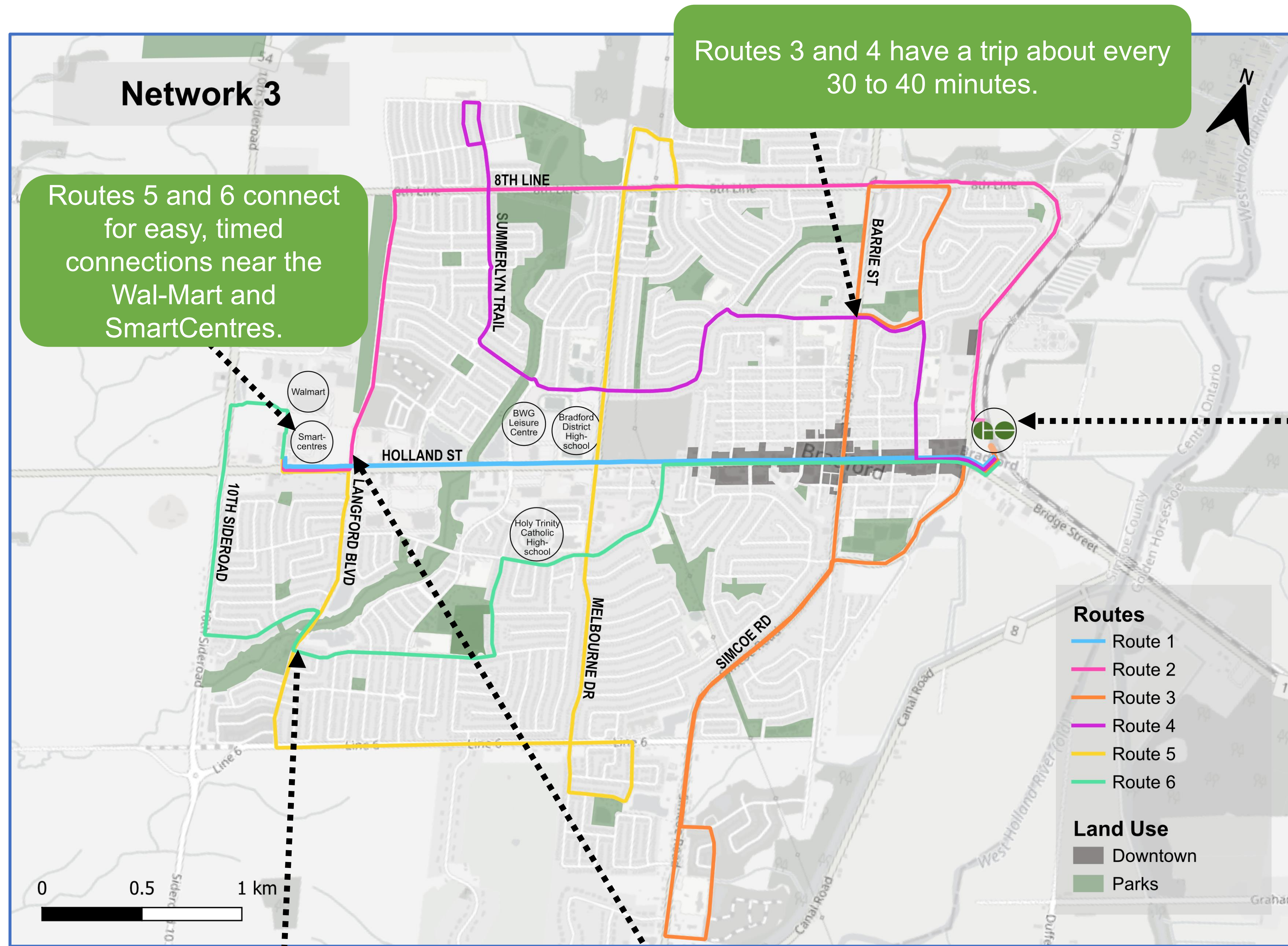
Route 2 and Route 4 connect for easy, timed connections at the BSWG Leisure Centre.

Route 2 and Route 3 connect for easy, timed connections at the Bradford GO station.

Network 2 is similar to Network 1 but has some changes that make the service a bit more direct and more frequent. Some of the routes connect at key locations to make timed connections easier for riders.

Compared to the other options, Network 2 has moderate projected ridership (400,000 annually), shortest average travel time (24 minutes), and shortest on-demand average wait times, tied with Network 3 (35-50 minutes).

Option 3: Network 3



Routes 3 and 4 have a trip about every 30 to 40 minutes.

Routes 5 and 6 connect for easy, timed connections near the Wal-Mart and SmartCentres.

What do you think?
Do you have any comments to share on **Network 3**?
Tell us how this option could fit in with your community by posting a sticky note on the map.

Routes 1, 2, 3, and 4 all connect for timed connections at the Bradford GO station.

Network 3 is the most different network and represents the most changes to transit in BWG. There are six routes in total that offer a lot of transfer points in the town, including two timed connection points. This network would provide the most frequent service and most coverage area.

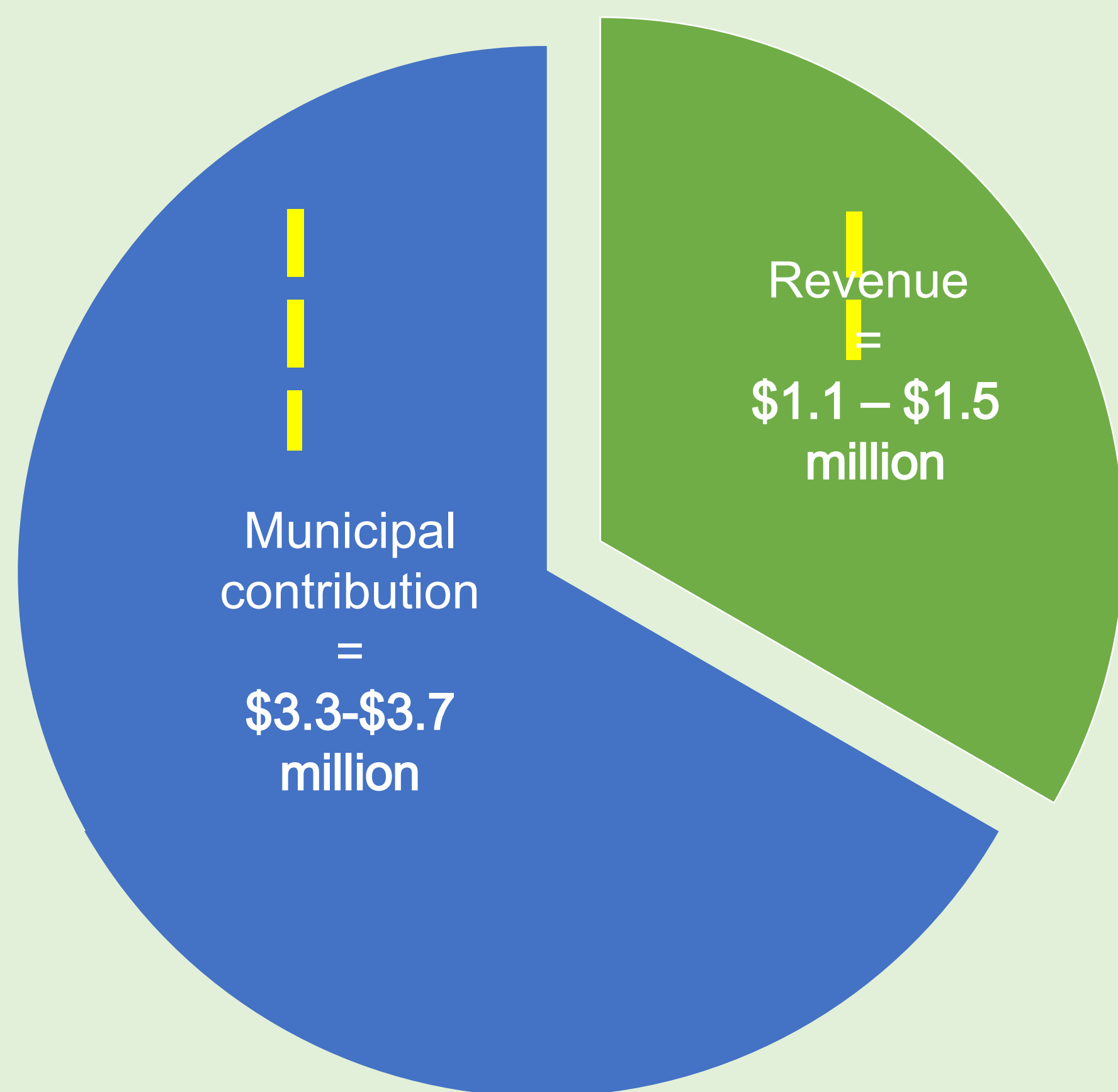
Compared to the other options, Network 3 has the **highest projected ridership** (420,000 annually), **medium average travel time** (25 minutes), and **shortest on-demand average wait times**, tied with Network 2 (35-50 minutes).

Routes 5 and 6 have a trip about every 40 to 45 minutes.

Routes 1 and 2, have a trip about every 15 to 20 minutes.

Transit Costs and Investments Information

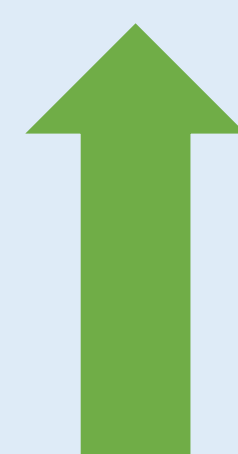
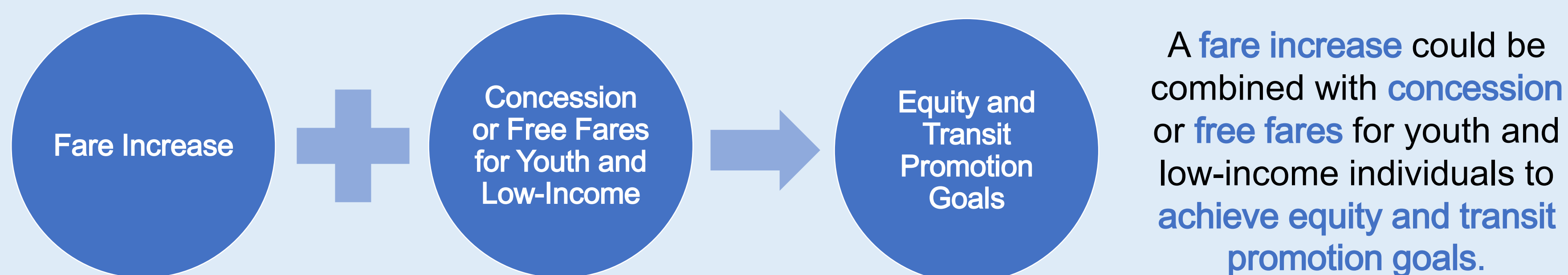
The proposed 2031 transit service would cost approximately **\$4.8 million a year, ~5 times current costs**. With the current fare structure:



This amount could be reduced by changing or removing various proposed features or by increasing fares. Potential annual component cost ranges are as follows:

Service Option	Annual Component Cost
Network 1 and 2	\$1.2 to \$2.4 million
Network 3	\$1.8 to \$2.4 million
Focused On-Demand/Specialized Transit	\$1.0 to \$1.7 million
Full Municipal On-Demand/Specialized Transit	\$1.2 to \$ 2.3 million
Evening Service	\$75,000 to \$500,000
Sunday/Holiday Service	\$75,000 to \$375,000

We project that increasing service would have a more meaningful impact on ridership growth and the community as compared keeping fares low for everyone

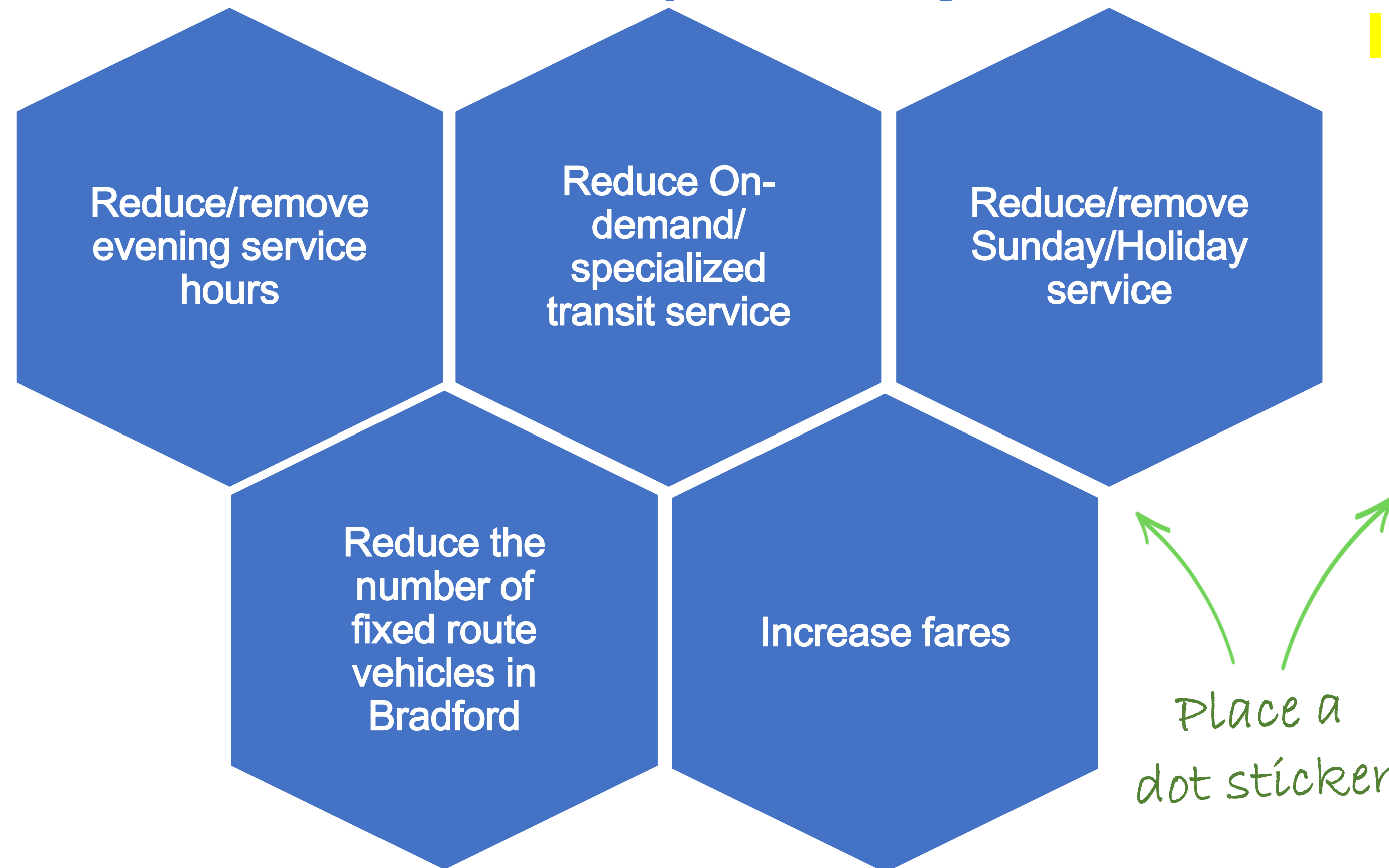


It is projected that a **moderate fare increase** to \$2.75 (*easyPASS*) and \$5 (cash) would lead to an **additional \$725,000 annual revenue**.

A **high increase** to \$4 (*easyPASS*) and \$8 (cash) is projected to lead to an **additional \$1,375,000 in annual revenue**.

Transit Costs and Investments Questions

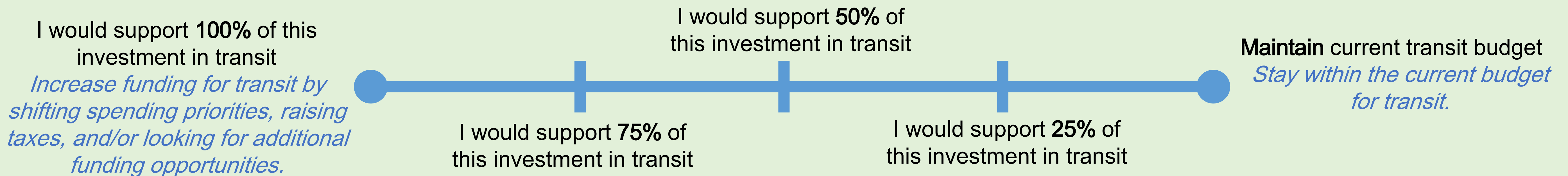
Based on your preferred level of investment, what would you change?



How much more would you be willing to pay for the proposed transit service?

No more	\$2.75 (<i>easyPASS</i>)	\$4 (<i>easyPASS</i>)

Place a dot along the scale that best aligns with your preferred level of investment



Transit Investment Benefits



Transit benefits	Description	Estimated Annual Economic Impact of Proposed Transit Investment
Economic development	Including increased access to employment/labour and goods and services	\$5.5 million
Individual transportation savings	Transit is less expensive than owning a car or using a taxi	\$11.5 million
Reduction in road traffic	Faster travel times for everyone	
Environmental and health benefits	Better air quality and reduced greenhouse gas emissions, promotes a more active lifestyle for transit users	\$0.3 million
Avoiding traffic accidents		\$ 3 million
Social benefits	Especially for people who are unable to use a personal vehicle. Improves equity, access to opportunity and social connection	
Reduced infrastructure costs	Less road and parking infrastructure and more sustainable urban form	
Minimum estimated net gain		\$16.5 million