

## Backgrounder

### Public Transit Review Report Highlights

Metrobus operates 23 routes in St. John's, Mount Pearl and Paradise, delivering 3 million trips annually. GoBus provides 150,000 trips to 1,600 registered customers annually. The Public Transit Review includes a comparison of GoBus and Metrobus to other Canadian peer systems.

From 2018 to 2019 Metrobus has seen tremendous growth with a 10 percent increase in ridership. The goals of the review are to retain those new users and continue to add more by having a transit system that creates a transit supportive culture and is comprehensive and convenient; innovative; and focused on the customer.

#### What We Heard from Public Engagement:

- Long travel times discourage transit use (challenges with a disconnected road network)
- Respondents would like to see more frequent service
- Service can be unreliable, particularly during inclement weather
- Customers want better snow clearing of bus stops

#### Strategic Directions Recommended:

**Optimize Existing Investments** - Recommendations suggest eliminating duplication and reinvesting in shorter express routes.

**Foster a Transit Culture** - Recommendations include developing a transit outreach program to youth; offering a student pass program; free rides for children under 12; targeting student ridership for students in high school and post-secondary; low-income fare pilot; and continuing the U-pass discussion with Memorial University.

#### Invest in Service

- a) Invest in a Frequent Transit Network of routes that connect key destinations. During the second phase of public engagement the concept of a Frequent Transit Network was identified by respondents as being a top priority.
- b) Dynamic On-Demand Transit - several transit systems are exploring mobile-app technology to provide dynamic on-demand transit services in low-demand areas and periods of the day. This new service model can help address low productivity issues, improve access and reduce travel times.

**Enhance the Customer Experience**- To address bus stop access issues during winter conditions, the existing snow clearing policy should be updated to further prioritize the transit network.

#### Improve Regional Connections

The report suggests that the City of St. John's approach each municipality in the region to coordinate and develop a united advocacy plan to receive sustainable provincial transit funding.

**Improve GoBus Service** – Suggestions include clarifying eligibility criteria; updating the application process; re-vamping the contract; and addressing go-card payments on taxis.