

City of Saskatoon– Saskatoon Transit & Bus Riders of Saskatoon Meeting

December 16, 2015 4:00pm 5:00pm
301 24th Street West

City of Saskatoon: Jim McDonald (Director, Saskatoon Transit), Colin Stinson (Marketing Consultant), Mike Moellenbeck (Operations Manager)

Bus Riders of Saskatoon: Tracey Mitchell, Lila Wagner, Stephan Simon

AGENDA

1 Introductions

Jim McDonald is transit manager

Colin has Alicia's files on Publicity and Market Research (2 to 3 intervened between Colin and Alicia) Mike is the operations manager, and monitors IT issues

Stephan, Lila and Tracey were in attendance as Bus Riders.

2 Questions and Discussions

- a. Follow up on the report from administration to the City Council Standing Policy Committee about Transportation Demand Management Update (see p. 13 of the Agenda for that Committee). Jim had not noticed the “complete” on the item “Establish a transit user group.” He does not regard that item as complete and was pleased that we brought it to his attention, rather than going to the Standing Policy Committee.
- b. Clarification and expectations for the North Industrial Growing Forward Plan. Bus Riders gave background to this question:--we had met with Kent Smith-Windsor and Tony Van Burgsteden of the Chamber of Commerce and they had expressed concern about uncertain plans for the North Industrial. Clarification and expectations for the North Industrial Growing Forward Plan.
 - i. Jim replied: Traffic review shows that North Industrial transit usage is good during rush hours but spotty between 9 a.m. and 3 p.m. Atlanta GA. has a similar isolated North Industrial and they have partnered with UBER to provide on-demand service from that area to the nearest transit terminal. Jim envisages an on-demand service between 9 a.m. and 3 p.m. (perhaps early hour and evening service as well?). It could utilize the fleet of non-standard Access-type buses. Despite the high demand for Access Transit, their demand dips during non-peak midday hours.

He expanded on his plans for Access. There is not much additional funding, but he hopes to eliminate all the “high-rise,” staired (non-low floor) buses by 2017-2018 so that some of the present Access users could be encouraged to use regular service. The current refusal rate on Access is high and will only increase. He is opposed to the Edmonton “solution” of demanding strict medical approval for all Access applications. Tying in with the North Industrial solution, he speculates that the on-demand buses from the North Industrial would connect to the Lawson Heights Terminal and then proceed as an Access-type bus that would loop through the clustered seniors' buildings around Market Mall then up to the Field House (and Council on Aging) and on to RUH, City Hospital, Medical Arts Building, downtown seniors complexes and other medical sites downtown such as Midtown Plaza.

c. **General comments on signage**

- i. Signage is not on all 4 exterior sides of the buses. Jim replied that funding is limited but the industry standards would be the default.
- ii. Scrolling signage tends to be long on advertising and brief on bus number/description. Jim replied that this is a programming issue and that he and Mike would review and address the issue with the IT department.
- iii. Signage **inside** the bus is non-existent. Jim is looking at some third-party involvement that might include some advertising revenue generation.
- iv. Transit has some other concerns about signage at bus stops. They are looking into an upgrade that would assist the blind to distinguish bus-stop boundaries from other signs such as intersection stop signs.

3 **Additional Items (mainly centred on bus stop location and quality)**

- a. They will review the location of trashcans beside the bus stops on 25 St between University Bridge and 3rd Avenue.
- b. The online trip-planning tool is inadequate and will soon be pulled from the website. Transit users are encouraged to use Google maps or the Transit app.
- c. **Bus Stop Allocation:** Follow-up after the 8th St. Accelerated service experiment will include a review of bus stop usage to determine bus stops that are not being used or that need to be relocated. (e.g., the 8th St. Stop at the ex-Co-Op). The number of stops on 19th and 20th Streets are also to be reviewed as a bus stop on every block is unsustainable time-wise.

- d. **Bus Stop Quality:** Some bus stops on city land are located back from the curb and have grass/gravel/mud right at the curb. Transit would appreciate our help on a Twitter-based contest to find the most frequently used offending bus stops.

4 **Adjournment**

5 **Next meeting:** Wednesday, January 13, 2016 from 4:00pm –5:00pm