

GRT Business Plan

Proposed plans and strategies

Agenda

- Welcome!
- GRT Business Plan Initiative Recap
- Walkthrough Proposed Plans and Strategies
 - MobilityPLUS and Kiwanis Transit
 - Conventional (Bus and Train)
 - Township Transit Strategy
- Next Steps

Business Plan Initiative Recap

GRT Business Plan

Make transit the easy first choice for more people throughout Waterloo Region

- How can we make transit easier to use?
- Where and when can GRT serve the community better?
- How and where GRT should prioritize frequency and speed?

GRT MobilityPLUS and Kiwanis Transit Plan

GRT MobilityPLUS and Kiwanis Transit Plan

Project Purpose:

- Guide the improvement and expansion of Specialized Transit Services within Waterloo Region



Who did we engage with?

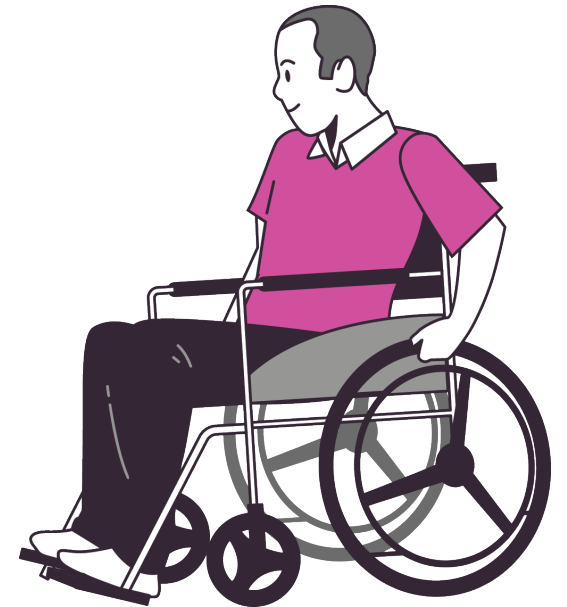
- People with disabilities that use MobilityPLUS and Kiwanis Transit
- People with disabilities that don't use the services
- Members of the Specialized Transit Services Committee
- Caregivers who support people with disabilities
- Service organizations who serve people with disabilities

What we heard

- Customers are satisfied with MobilityPLUS services overall; the service allows customers to feel independent and confident
- Customers have good experiences with operators and dispatchers
- There is growing demand for MobilityPLUS service, and GRT is facing challenges in meeting the demand for trips
- Customers like the ability to book trips online
- Customers are unhappy with trip lengths and drop-off times
- Customers feel rushed when boarding vehicles

Strategic priorities

- Improve GRT's capacity to meet growing trip requests
- Continue to improve MobilityPLUS service and customer experience
- Investigate technology solutions to improve service
- Better understand customer needs and improve customer communication
- Improve coordination between MobilityPLUS and Kiwanis Transit



Recommendations

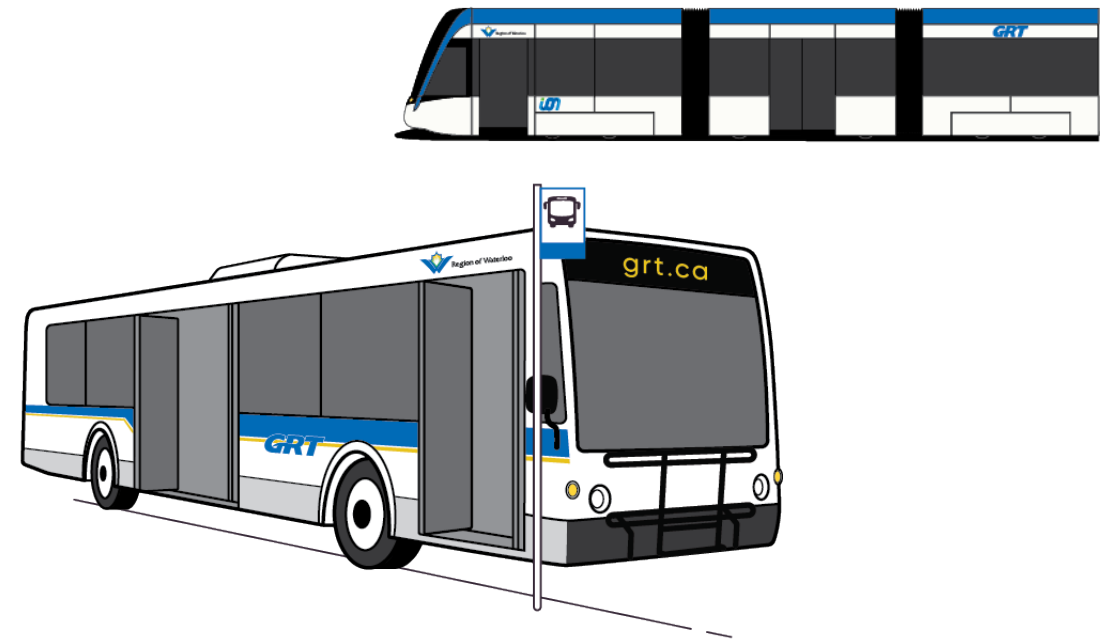
- Implement new end-to-end technology that handles eligibility and operations, to improve scheduling and collect better data on unmet trips
- Hire additional staff to support transition to new technology system and better customer experience
- Investigate microtransit and comingling, where flex routes and vehicles could serve both MobilityPLUS customers and non-MobilityPLUS customers in low ridership areas
- Integrate tracking of accessible taxis within specialized software
- Better engage with a broader customer base with diverse disabilities
- Establish channels for MobilityPLUS and Kiwanis Transit to better coordinate services where appropriate

Conventional Bus and Train Plan

Bus and Train Plan

Project Purpose:

- Guide transit investments to:
 - Achieve the Region's commitment to community climate action;
 - Respond to growth; and
 - Align GRT services, policies, and programs to the Region's Strategic Plan



Strategic priorities

- **Frequent transit network**
 - Service every 10 minutes on weekdays, 7 a.m. - 7 p.m., and every 15 minutes all other times, on 16 routes in Cambridge, Kitchener, and Waterloo
- **Strategic new coverage**
 - Strategic expansion focused on new growth and industrial areas with streamlined routes for useful improvements to coverage
- **Consistent schedules**
 - Enhance frequency to make schedules more consistent all-day, and more equitable and intuitive for riders
- **Highway express**
 - Frequent and rapid single-seat service between Cambridge, Kitchener, and Waterloo
- **Overnight network**
 - 24/7 service on key routes, with 30-minute overnight frequency

GRT Township Transit Strategy

Township Transit Strategy

- Goals:
 - Expand and/or enhance existing rural transit service to effectively & efficiently meet the needs of Waterloo Region's rural residents
 - Consult with Waterloo Region's townships to design & cost (not fund) improved transit services, considering various options to meet the unique needs of each township



Next steps for GRT

Next Steps for the GRT Business Plan

- Refining GRT's transit investment priorities based on public and stakeholder feedback
- Combining GRT's new Business Plan:
 - Bus and Train Plan
 - MobilityPLUS Strategy
 - Township Transit Strategy
 - Technology Modernization Plan
 - Financial Model and Fare Strategy
- Present final GRT Business Plan to stakeholders, the public, staff, and Regional Council in Winter 2025

Thanks!

**Learn more about GRT's
Transit Priorities**



grt.ca/BusinessPlan