

Winnipeg Transit Master Plan Phase One

Public Engagement Summary

July 2019

Background

Winnipeg is growing and our transit system needs to recognize and support that growth by providing services that meet the mobility needs of the community. With almost one million people expected to call Winnipeg home by 2040, now is the time to think ahead about our future transit system. The Winnipeg Transit Master Plan will guide the development of a transit system that meets the city's needs, connects residents and neighbourhoods, and will provide practical ways to create a more sustainable city. It will cover all aspects of public transit including Transit, Rapid Transit and Winnipeg Transit Plus (formerly Handi-Transit) services and will identify infrastructure to address accessibility, safety and efficiency improvements.

Engagement

The Winnipeg Transit Master Plan features three phases of engagement for the public to provide input. Phase One: *Understand current use & future vision* ran from March 15 to April 20 and began to shape a vision for the city's future transit system. In the first phase, we heard from Winnipeggers on how they currently use transit, what is important to them, and what they would like to see in the future. This feedback, along with technical work will help to identify priorities and future potential options including new transit network concepts.

Promotion

Public engagement opportunities were promoted using the following methods:

- City of Winnipeg website – Launched on May 15 and linked to the online engagement platform, project timeline, engagement updates, background information and FAQs in both English and French
- News release in both English and French – “City of Winnipeg seeks public input for two transit projects” released on March 15, 2019
- Facebook posts with 16,797 followers – five posts each in English and French between March 15 and April 18, 2019
- Facebook and Instagram social campaigns – 924,282 impressions, 230,105 people reached and 4,333 clicks to the website
- Twitter posts with 78,700 followers – 11 posts in each English and French from March 15 to April 18, 2019
- City of Winnipeg public engagement newsletter with over 5,600 recipients – two newsletters issued on March 28 and April 11, 2019
- Newspaper ads – Canstar community newspapers (March 20 and April 3), The Manitoban (March 27), The Uiter (March 28), Senior Scope (March 28) and La Liberté (April 3)
- Digital display network – ads ran from March 25 to April 20, 2019 on 21 screens in 18 high-attendance facilities

Date	Activity	Details
March 15 to April 20, 2019	Online engagement platform	Over 2,846 participants engaged online, providing input and personal experiences on our English or French engagement platforms.
April 9 to 11, April 16 & April 17, 2019	In-person open houses	116 participants had the opportunity to learn about the project and provide input in-person. Five different locations were selected to reach all demographics in the city.
April 4 to 6, April 8, April 12 & April 13, 2019	Pop up events	160 participants visited pop ups more than 70 provided input at these informal touchpoints in community centres and public spaces.
April 4 to 9, April 11, April 12, April 15 & April 16, 2019	Intercept Surveys	196 participants participated in a short survey. These intercepts were quick touchpoints conducted by an outreach team at high traffic hubs throughout the city.

Key findings

Overall, respondents want a transit system that is more efficient, frequent, reliable and affordable, which also promotes health, safety, and environmental sustainability. Almost three-quarters of respondents are regular transit users who rely on the service regularly for every day needs, every day of the week, and the current unreliability, lack of frequency for popular routes and unpredictability was commonly flagged as recurring themes. The following bullets summarize key themes heard during the engagement:

- **Better efficiency:** Respondents indicated that they want more efficient transit that is quick and simple to navigate the city compared to driving. They also expressed a want for multi-modal options (such as ensuring bike racks are available on buses for quick connections)
- **Improved frequency, scheduling and reliability:** Respondents indicated they were concerned about the lack of frequent service across the city and the unreliability of buses and schedules that can cause late arrival for work, school, or other activities.
- **More connectivity and coverage:** Respondents noted that it is challenging to attend to their daily needs across the city while relying on transit, due to poor connections between destinations, a lack of routes to popular destinations and a lack of infrastructure to support connection to the transit network
- **Improvements to specific routes and locations:** Respondents shared a number of ideas to improve specific routes and their vision on how to improve the routes they frequently use (see the *What we heard* chart in the following section for examples)
- **Suggestions for rapid transit:** When it comes to transit, most respondents want speed and convenience, something that many believe comes with Light Rail Transit (LRT) and trains. With other major cities across the world utilizing LRT & trains, respondents want Winnipeg to jump on board and create a dynamic, interconnected system of transit (including using the old rail lines)
- **Promoting affordability:** Not everyone can afford public transit at its current rate. Respondents wanted to change this so every individual has access to transportation regardless of their income. Suggestions included lower transit fares or free service outside of commuting hours.
- **Enhancing passenger experience, comfort and safety:** Respondents noted that they want to enhance passenger experience, convenient Peggo card loading and wayfinding (apps, websites, signs, maps), along with amenities like bike racks and heated bus shelters. They also want to feel safe, secure, and hygienic with clean buses and increased security
- **Improve community integration and planning:** Respondents felt that their communities had not been integrated into transit planning, further reducing the efficiency of the system. They felt there were a variety of ways to improve land use planning to better support transit on roadways including high occupancy vehicles (HOV) lanes, Park and Rides and car-free zones
- **Social equity:** Winnipeggers come from all different backgrounds and respondents wanted transit to be accessible by every demographic regardless of where or who they are. They saw cost as a barrier that limits the opportunities for those who may depend on transit the most, and wanted fair and equivalent service that reaches all remote and disadvantaged communities at broader hours than nine-to-five.

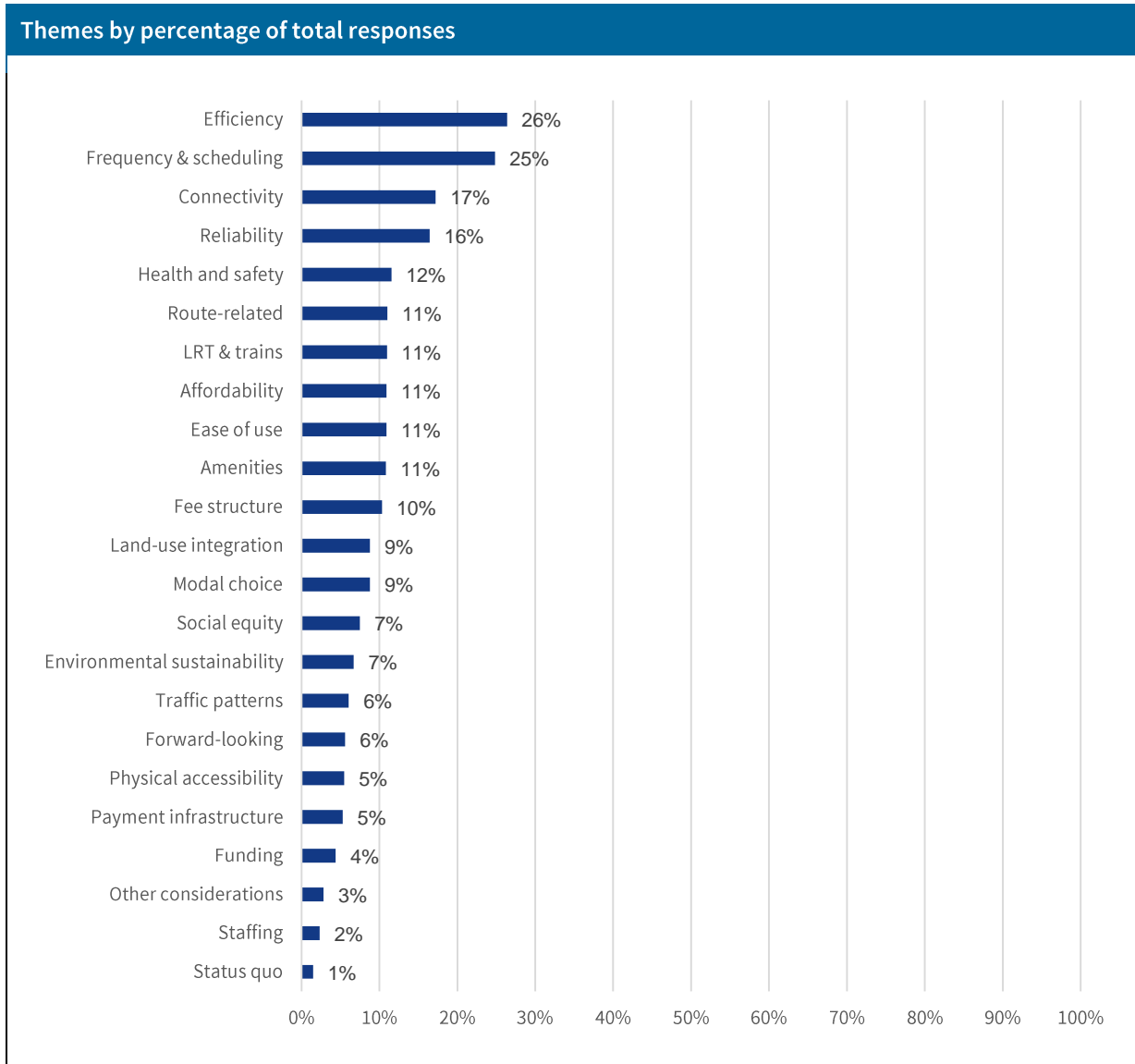
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Figure 1. Top themes we heard: Guiding principles and priorities for Winnipeg's transit system of the future

**Totals do not add up to 100% as comments could be included in more than one theme



Please see full Public Engagement Report for more detailed breakdown of responses received.

How input is being considered

Public feedback, combined with the findings from the technical process, is being used to create options and transit concepts that will further inform the development of the Winnipeg Transit Master Plan. We will be launching the second phase of public engagement in the fall to seek input into some of the options and choices that will be presented as part of the planning process. The following page contains a few examples of how the information is already being considered:

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What we heard	How the information is being considered
Improvements to transit hubs like Garden City Terminal, Confusion Corner, and Kildonan Place, and considering Union Station as a transit hub	Transit or mobility hubs are an important feature of the new plan so the team will be looking at the places noted, as well as other key points in the system where transfers might occur. The project team is considering all comments and data on bus stop activity to improve current transit hubs and develop a list of potential mobility hubs, including Union Station.
More routes to service students, employment and shopping areas such as Charleswood-Tuxedo, the IKEA, Health Sciences Centre and Red River College	The project team will use this information, along with other data, to develop options to improve or restructure the network to provide good access to key destination points and all routes. Alignment of local and community routes will be explored with the public in our Phase Two engagement.
Requests for more transit services linking popular destinations such as the airport to Downtown, and to the University of Manitoba	This information and other route related comments will help inform the development of a new network concept that will be shared for feedback in our Phase Two engagement. A part of this new concept is high frequency service to popular destinations.
Challenges with accessibility including competition for space between strollers, wheelchairs and walkers	This information will be taken into account for the Transit Master Plan and will be explored further with the public in our Phase Two engagement.
Concerns about lack of input from marginalized groups to inform the Winnipeg Transit Master Plan, ensuring views from those who are lower income and transit dependent are incorporated	We will be conducting a number of targeted stakeholder meetings with organizations representing and supporting marginalized groups to gather input into the upcoming engagement phases and to help inform the development of the Winnipeg Transit Master Plan.
Concerns over buses at full capacity and not stopping at scheduled stops resulting in passengers being stranded or long wait times for another bus, resulting in suggestions for expanded service capacity along popular routes like Henderson Highway, Portage Avenue, and the University of Manitoba	We are working on a new network concept with the objective of developing a transit network that addresses these concerns by creating a number of new high frequency services that target corridors where transit demand is high.

Next steps

This first phase of public engagement helped the project team understand what is important to Winnipeggers when it comes to transit and what they need to make the future system work for them. The project team will use the combined technical findings and public input to create options and transit concepts that will help inform the development of the final Winnipeg Transit Master Plan.

Phase Two of public engagement will be launched in fall 2019. The project team will share options and transit concepts for Winnipeg's future transit system with stakeholders and members

of the public to obtain their feedback. The information gathered will help shape the draft of the Winnipeg Transit Master Plan. The draft Winnipeg Transit Master Plan is anticipated to be presented to stakeholders and members of the public towards the end of 2019 for feedback. The input gathered will help inform the final Winnipeg Transit Master Plan, which is anticipated to be presented to City Council for its consideration in winter 2020.

The full Winnipeg Transit Master Plan Phase One public engagement report, including appendices and verbatim comments can be found at winnipeg.ca/transitmasterplan.

To learn more about the Winnipeg Transit Master Plan, please visit winnipeg.ca/transitmasterplan

