WELCOME
Region of Waterloo
Transportation Master Plan Update
Public Consultation Centre

See the Information Package on how to contact the Project Team and complete the Comment Sheet
Public Consultation Centre Purpose

Report progress in updating the Region’s Moving Forward Transportation Master Plan.

- See Information Package page 2

What is Moving Forward?

The Region’s Transportation Master Plan with recommended policies and projects to meet transportation needs over the next 25 years.

- See Information Package page 2

The Region’s New Transportation Vision

“Waterloo Region will be a prosperous, sustainable and healthy community, with viable transportation choices for people of all ages and abilities, and for the goods supporting our economy.”

- See Information Package page 3
What were the 2010 Transportation Master Plan travel targets?

<table>
<thead>
<tr>
<th>Mode</th>
<th>2011 Baseline PM Peak Period (2:30 PM – 5:30 PM) Mode Share</th>
<th>2011 Baseline PM Peak Hour (4:30 PM – 5:30 PM) Mode Share</th>
<th>2031 Baseline PM Peak Hour (4:30 PM – 5:30 PM) Mode Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto Driver</td>
<td>68.3%</td>
<td>78.0%</td>
<td>58.0%</td>
</tr>
<tr>
<td>Auto Passenger</td>
<td>14.6%</td>
<td>14.0%</td>
<td>12.0%</td>
</tr>
<tr>
<td>Local Transit</td>
<td>5.7%</td>
<td>3.9%</td>
<td>14.8% *</td>
</tr>
<tr>
<td>School Bus</td>
<td>3.7%</td>
<td>0.1%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Cycle</td>
<td>0.8%</td>
<td>0.9%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Walk</td>
<td>6.4%</td>
<td>2.3%</td>
<td>9.0%</td>
</tr>
<tr>
<td>Other</td>
<td>0.5%</td>
<td>0.6%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Total Person Trips</td>
<td>307,643</td>
<td>110,199</td>
<td>183,513</td>
</tr>
</tbody>
</table>

* Across entire Region, some road corridors have higher transit targets

**NOTE:** Attaining these travel mode share targets will require the following changes in the Region by 2031 during the PM Peak hour – are they achievable?
- a 22% reduction in auto driver and auto passenger mode share;
- a 10% - 12% shift in mode share from current auto users (auto drivers & auto passengers) to transit;
- an 8% - 10% shift in mode share from current auto users (auto drivers & auto passengers) to cycling and walking;
- a 2% - 3% shift in mode share from current auto users (auto drivers & auto passengers) to school buses;
Emerging Transportation Trend Examples

➢ See Information Package pages 5, 6 and 7

Transit Ridership growth was strong, but peaked in 2013 owing to various external and local factors.

Residents continue to drive even for short trips less than 2 km.
Existing and Future Traffic Conditions

2011 Traffic Conditions
Several Regional corridors under pressure. See Provincial and Regional projects on Exhibit 7.

2041 Traffic Conditions
Significant traffic growth across Region and in trips to Guelph / GTA. New congestion ‘hot-spots’ appearing across Region.

NOTE - General roadway traffic conditions in the busiest afternoon hour measured as traffic volume compared to roadway capacity: GOOD FAIR POOR
Forecasts show growing north-south travel demand, high transit demand served by ION LRT, including service to Cambridge.

Forecasted strong growth in transit and active modes through 2041.
Alternative Transportation Opportunities
Scenario 1 – Built & Planned Projects: Roads

Note: Planned Projects are subject to funding / Council approval
Scenario 1 – Built & Planned Projects

Transit Projects

Active Transportation Projects

- Stage 2 ION route approved by Regional Council in 2011, and is currently under review

Note: Planned Projects are subject to funding / Council approval
Scenario 2 – Enhanced Transit & Active Transportation

**Enhanced Transit**

- Stage 2 ION route approved by Regional Council in 2011, and is currently under review

**Enhanced Active Transportation**

Note: Planned Projects are subject to funding / Council approval
Scenario 3 – New Mobility

The evolution of “new mobility”

<table>
<thead>
<tr>
<th>Past</th>
<th>Present</th>
<th>Future</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-Mode User</td>
<td>Multi-Modal User</td>
<td>The Completely Connected User</td>
</tr>
<tr>
<td>Limited mode choice</td>
<td>Introduction of “new mobility”</td>
<td>Integration of multiple options</td>
</tr>
<tr>
<td>Either own a car or rely on public transit, cycling, or walking</td>
<td>choices but limited connectivity between modes</td>
<td>including rapid public transit, bike-share, and driverless taxis gives</td>
</tr>
<tr>
<td>Competition between modes</td>
<td>A personal car is still the most</td>
<td>users more choice and makes it</td>
</tr>
<tr>
<td>The personal automobile sits at the the top of the mobility hierarchy</td>
<td>convenient way to get around for most trips</td>
<td>easier to not own a car</td>
</tr>
<tr>
<td>Ownership ● Competitive ● Hierarchal</td>
<td>Sharing ● Collaborative ● Networked</td>
<td>Resources are shared and utility is optimized</td>
</tr>
<tr>
<td>1 = 1 mode [either/or]</td>
<td></td>
<td>A connected suite of choices to get</td>
</tr>
<tr>
<td></td>
<td></td>
<td>from A to B</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Trip planning and payment at the</td>
</tr>
<tr>
<td></td>
<td></td>
<td>push of a button</td>
</tr>
</tbody>
</table>

Introduction of “new mobility” choices but limited connectivity between modes
Scenario 3 – New Mobility

Planning for new mobility can help achieve Regional sustainability objectives.
Scenario 3 – New Mobility

So how should the Region address “new mobility” in this TMP? There are a number of potential initiatives to choose from.

**Regulate Supply** - Regulating the supply of ride-hailing (including eventually driverless ride hailing) services through a registration program, similar to that which is used to regulate taxi supply. This will ensure that suppliers follow a registration process and operating guidelines, and supply can be managed to benefit residents.

**Integrate mobility services** – Develop a single platform (application) that integrates several mobility options in one interface where you can plan and pay for a trip using multiple mobility services. For example, your trip might consist of taking a bike share to the ION, or taking a taxi to the GO Station. What if the planning and payment of these trips was integrated and could be done from one application?

**On-demand & dynamically routed transit service** – Leverage the power of new technology to automatically route transit services based on demand. Meaning if you hail the bus, it will change its route to come pick you up. This can supplement existing fixed route service in areas of the Region with low transit demand.

**Ride-hailing in areas underserved by transit** – In areas of the Region with currently no public transit or extremely limited transit service, introduce subsidized ride-hailing. This is essentially a taxi or ride sharing fare that is partially paid for by the Region as an alternative to traditional bus services.

**Driverless ride-hailing pilot program** – As driverless vehicle testing begins on local roads, the Region can partner with testers to start a driverless ride-hailing pilot in a select corridor in the Region. Part of this initiative will be to develop operating guidelines to guide the use and implementation of driverless ride hailing services.
## Draft Evaluation Framework

<table>
<thead>
<tr>
<th>Transportation Goal</th>
<th>Attributes/Elements</th>
</tr>
</thead>
</table>
| Optimize the transportation system            | • How is transportation supply managed?  
• How is transportation demand managed?       |
| Promote travel choice                         | • Equity: Can everyone travel?  
• Are all transportation modes competitive?   |
| Foster a strong economy                       | • Does the transportation system make the economy resilient?  
• Does the transportation system promote a healthy workforce? |
| Support sustainable development               | • Is the transportation system economically sustainable?  
• Is the transportation system environmentally sustainable? |