



**TRANSPORT CANADA**  
**URBAN TRANSPORTATION SHOWCASE PROGRAM**  
**SAINT JOHN REGION**  
**PARK & RIDE / BIKE & WALK**  
**PROPOSAL**





Mayor Shirley A. McAlary  
Saint John, NB

Urban Transportation Showcase Program  
Environmental Affairs  
Transport Canada  
c/o Mail Room, 330 Sparks Street  
Place de Ville, Tower C  
Ottawa, Ontario  
K1A 0N5

Subject: Urban Transportation Showcase Program  
Saint John Region Park & Ride/ Bike & Walk Proposal  
Stage 2 Submission

The City of Saint John, in partnership with the Greater Saint John municipalities, is pleased to submit our Stage 2 proposal for the Transport Canada Urban Transportation Showcase Program. I am confident that you will find the proposal for Saint John's Park & Ride/Bike and Walk program innovative for a community of our size. We think a major strong point of this integrated strategy is its great potential to be a demonstration Showcase that could be appropriate for a great many cities across the country.

This proposal is the result of an extensive cooperative effort among a great variety of community partners, including each of the municipalities, our Parking and Transit Commissions, the Province of New Brunswick, community support groups and local enterprise.

Our community is very supportive of the project, as demonstrated in the variety of letters enclosed with our proposal, and collectively, we look forward to your favourable review of our proposal and the opportunity to begin the implementation of this exciting project.

Sincerely yours,

  
Shirley A. McAlary  
MAYOR

## City of Saint John Environment Committee



May 15, 2003

Urban Transportation Showcase Program  
Environmental Affairs, Transport Canada  
c/o Mail Room, 330 Sparks Street  
Place de Ville, Tower C  
Ottawa, Ontario K1A 0N5

**Subject: Urban Transportation Showcase Program  
Saint John Region Park & Ride/ Bike & Walk Proposal  
Stage 2 Submission**

On behalf of The City of Saint John, in partnership with the Greater Saint John municipalities, the City of Saint John Environment Committee is pleased to submit our Stage 2 proposal for the Transport Canada Urban Transportation Showcase Program.

Over the course of the Stage 2 development of our proposal, we have worked to:

- poll potential users with overwhelming positive response;
- expand the concepts in some key areas to make the project more comprehensive, and more attractive to a wider market of users;
- further develop and refine operational details of the services;
- identify specific properties and partners for parking locations;
- establish preliminary fares for each element of the service;
- determine the estimated impacts of the project in terms of reductions of GHG emissions and other pollutants; and
- establish a proposed schedule and financial plan for the implementation of the project.

Throughout this work we have continued our approach of broad consultation among the partners and the community. This consultation has resulted in specific refinements to the proposal, suggested phasing for showcase elements, as well as the development of a broader vision of how sustainable transportation services can support the quality of life in the Saint John Region.

Over the past several years, industry in Saint John has demonstrated its ability to take action on the environment, working with the community to reduce emissions, improve air quality, and contribute to an improved quality of life; however, most of these actions will have relatively little effect in reducing greenhouse gases. In the area of provincial power generation, there may be some opportunities to reduce some emissions, but again there appears little opportunity for GHG reductions in our region.

Transportation is the other major contributor, and given the size and physical nature of our region, our proposal appeared to be the only logical choice for substantial reductions. With our proposal, we have developed the opportunity for members of our community to achieve personal greenhouse gas reductions targets, promote healthy lifestyles, and take advantage of the economics of alternative transportation modes.

Saint John has a bus system serving a major part of the city itself; however, the half of the region's population outside the city is not served by transit. Some of the communities have already looked at other transit options, but found the costs too high.

## City of Saint John Environment Committee



The Saint John Showcase proposal is a special opportunity, and perhaps the only opportunity with any serious growth potential, to reduce GHG in the transportation sector in this area. The expressions of interest by the communities are extensive and current and they feel now is the time to implement the concept with the help of the Showcase program.

We are confident that you will see in our proposal an excellent opportunity to demonstrate the benefits of our plan to other communities across the country, and we believe there are many other cities where this integrated strategy can work.

We look forward to our presentation in June to continue our discussion.

Sincerely,

Terry Gray, Chairman  
City of Saint John Environment Committee  
*On behalf of the Showcase Partners*

*Coordinating Committee Members:*

Brenda Murphy, Town of Grand Bay-Westfield  
Frank McCarey, Saint John Transit Commission  
Gordon Friars, Town of Quispamsis  
Jim Knight, New Brunswick Department of Natural Resources & Energy  
John Jarvic, Town of Rothesay  
Laurie Mills, Town of Hampton  
Richard Smith, Saint John Parking Commission  
Sean Brilliant, Atlantic Coastal Action Program – Saint John  
Susan Atkinson, New Brunswick Department of Environment & Local Government  
Susie Derrah, New Brunswick Department of Transportation  
Terry Gray, City of Saint John Environment Committee  
Coordinator, Craig Campbell

**Saint John Environment Committee / City of Saint John, P.O. Box 1971 Saint John, New Brunswick E2L 4L1**

**UT Showcase Regional Partners:** Saint John Environment Committee, Town of Grand Bay-Westfield, Town of Quispamsis, Town of Rothesay, Saint John Transit, New Brunswick Department of Transportation, New Brunswick Department of Environment & Local Government, New Brunswick Department of Natural Resources & Energy, City of Saint John, Saint John Parking Commission, Town of Hampton, Atlantic Coastal Action Program-Saint John  
**Liaison Groups and Supporters:** Enterprise Saint John, Uptown Saint John, Saint John Board of Trade, Waterfront Development Partnership, NB Lung Association, Area Major Employers, Major Retail Centres, Area Call Centres, TS Simms Company, Canadian Tire, Kennebecasis Valley Trails Association, Canada Games Aquatic Centre, Darlings Island Bike Shop, Atlantic Health Sciences Corporation, Saint John Bicycle Touring Group, NB Climate Change Hub, Imperial Theatre, Harbour Station, Saint John Port Authority, Saint John Citizens' Coalition for Clean Air, School Districts 6 & 8, UNBSJ, Irving Oil Limited, The Greater Saint John Community Foundation, Heart & Stroke Foundation of New Brunswick, NB Council for Fitness & Active Living

# Saint John Region

## Transport Canada Urban Transportation Showcase - Stage 2 Proposal

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# Saint John Region Transport Canada Urban Transportation Showcase - Stage 2 Proposal

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## ***Park & Ride/Bike & Walk Project***

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### ***SECTION 1: Summary***

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As a medium-sized regional center, the Saint John region experiences both the problems encountered in large centers, and the benefits of the smaller community. Historically, Saint John area residents have not needed to concern themselves with the big city issues of traffic congestion and commuting delays.

Times are changing.

Today, Saint John commuters are driving further to work than many communities of similar size, and while severe congestion is not a concern, the environment certainly is. Effective commuting is challenged by a road system that must cope with elevation changes, major watercourses and long distances.

Designing a commuter solution that can work in a small community, that can form the basis of a system that can grow and evolve as increasing numbers of commuters seek ways to avoid longer commutes. Our proposal is a comprehensive strategy of a number of basic elements. We have given it a very basic title: "Saint John Region: ***Park & Ride / Bike & Walk***".

When looking for innovative transportation solutions, larger cities focus on technology – a path to deal with the demand for service. In smaller communities the focus needs to be on attracting users to the system in the first place – and implementing a system where often none exists. Our plan is to introduce effective express bus services from suburban communities, supported by park and ride lots, rideshare programs and integrated with connecting and utilitarian trails. In the city applications we aim to introduce a service competitive with the car on selected routes to attract a new market segment to transit.. It is a simple, yet innovative combination of basic elements that can prove effective in Saint John region and in many cities across the country.

Our proposal includes a comprehensive package of initiatives that work together in a way that is cost-effective, attractive to potential users, and forms the basis of an effective environmental solution for greenhouse gas emissions. Our program allows each individual user to achieve their personal tonne reduction target – the total savings are limited only by the scope and extent of the service. Our project will also result in a variety of other benefits – economic development, mobility, health and well-being – that are valuable to our residents and our community.

Our proposal is based on extensive consultation – over 60 meetings with the public, agencies, councils and staff were held to build community support and to help refine our proposal into the most effective service for our community.

We have an integrated team representing all of the contributing partners, dedicated to the successful implementation of the project. Each part of the team will be focussed in their own jurisdiction and area of expertise, tied together by an effective Coordinating Committee. We also have a community that has expressed its support for the project, and is eagerly awaiting its launch.

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### 2.1 Showcase Context

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The City of Saint John is located at the confluence of the Kennebecasis and Saint John Rivers. As a growing regional center, the commuter-shed has expanded to include several growing communities to the east in the Kennebecasis Valley and to the west. Environmental issues have historically been of interest in this region, and the growing impacts of commuting on the environment, and a recognition of the role of commuting in the potential for meeting Kyoto targets is gaining more and more attention.

The Saint John Park & Ride/Bike & Walk project is an innovative approach to introducing commuter bus service, ridesharing, and alternative travel modes in a comprehensive project for small- and medium-sized communities. As the name implies, the project has two principal elements, supported by a broad range of other initiatives in a comprehensive framework.

#### **2.1.1 Park & Ride – Express Commuter Transit**

The Park & Ride project combines commuter parking lots, rideshare programs and express bus and local transit connections into a comprehensive network throughout the commutershed.

Strategically placed parking lots in the suburban communities of Grand Bay-Westfield, Quispamsis and Rothesay will capture Saint John-bound commuters and provide connections to express bus services or rideshare opportunities. Communities further afield in the region, such as Hampton, will also be have access to the lots.

Buses, including regular Saint John Transit buses, will be equipped with bike racks, so that commuters who ride to the commuter lot can bring their bikes with them if their final destination is not immediately served by the express service.

Suburban park and ride lots will serve as coordination points for rideshare, express transit services to urban destinations, and in some cases, as destinations for walking and cycling trips.

Urban park and ride locations will serve as both origins for urban trips to regional destinations, as well as destinations for more localized travel, and the opportunity for suburban trips to connect with local transit for destinations other than the major regional attractions. For example, a parking lot will be located in Saint John East, near the end of the Rothesay Avenue corridor. This lot will serve a local catchment area for rideshare and transit trips, connecting to Uptown via an improved transit corridor along Rothesay Avenue - the "Rothesay Rapid". This location will also serve trips originating in the suburban communities through connections to local transit serving employment destination in the East Industrial Area or the McAllister Mall area. Selected inbound trips will connect to key local services at these locations, enhancing urban mobility and building on the existing transit resources to improve their effectiveness.



More than just a commuter parking lot, it is this ability to coordinate a variety of travel modes, trip purposes and destinations, and build on existing resources that is the cornerstone of the innovative Park & Ride component.

### **2.1.2 Bike and Walk**

The Bike & Walk element introduces two key aspects of alternative travel modes to support the Park & Ride plan. In the urban areas, utilitarian trails can be developed to provide the opportunity for people to walk directly to work. In Saint John, the plan builds on TransCanda trail and SentierNB trail development ideas to promote utilitarian cycling and walking.

In the suburban communities, the trail connections draw on elements of the communities' trail network proposals to introduce utilitarian components by connecting trails or initiating elements to connect to the commuter parking lots. In Grand Bay-Westfield for example, the linear trail will be enhanced with connections to the parking lot locations, so that residents can easily walk or cycle along the trail directly to the express bus stops.

### **2.1.3 Other Elements**

There are a variety of supporting elements in the Park & Ride/Bike & Walk project that make the project both comprehensive and innovative.

#### TRANSIT PRIORITY

Supporting the express bus services, key corridors can be improved to shorten travel times for transit. In the showcase initiative, the Rothesay Avenue corridor from the McAllister park and ride location to the Uptown area will be improved with transit priority measures. This will include signal priority measures to decrease signal delay. This application for the "Rothesay Rapid" will be replicated in other key corridors where possible, and signal priority will also be extended to signalized intersections in the Uptown area, though opportunities for dedicated facilities are limited due to the extensive build-out in the corridor.

#### RIDESHARE COORDINATION

Phase 1 of the project will include a rideshare coordination pilot in Hampton, where the focus of the project is on rideshare rather than express bus connections. With simple web-based features, users will coordinate rides as drivers or passengers. Based on demonstrated success, the pilot will be expanded to the other communities in Phase 2.

#### SPECIAL EVENTS SERVICES

The Park & Ride concept applied for commuters can also be adapted for special event services. Major attractions in Saint John, such as Harbour Station for hockey games or larger concerts, or the Imperial Theatre, will be the focus of special event services that will serve the Park and Ride lots and other community locations to provide express bus service to and from the event. Trips to the venue will provide front-door access without the need to pay and park. Trips from the venue will allow patrons to avoid the parking lot congestion with an express trip to an easily accessible parking lot near home.

## ALTERNATIVE FUELS DEMONSTRATION

The Saint John project will also serve as a demonstration project for Ultra-Low Sulphur diesel (ULSD) or Hybrid Electric technology. Local partners will provide the fuel and facilities and assist with the monitoring process throughout the project. Demonstrating the viability of ULSD in the transit environment, as well as the environmental benefits of the reduced emissions associated with ULSD will be important components of the showcase.

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### 2.2 Governance

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The development of the initial phases of the Showcase proposal has been led by a Coordinating Committee representing many facets of the community and the municipal partners. This Coordinating Committee, comprises staff and elected representatives of Saint John, Quispamsis, Rothesay and Grand Bay-Westfield, as well as staff of the Transit Commission. While the City of Saint John will assume responsibility for the financial accounting and contribution agreements, the Coordinating Committee will continue to lead and manage the implementation of the project. This balance will ensure secure financial management while continuing to involve each of the partners in decision-making roles.

While continuing as the primary planning and implementation planning group, the Coordinating Committee's work will be based on regional cooperation, oversight and accountability. Consistent communication between the partners, coordination of efforts through the Coordinating Committee and appropriate referrals to the municipal councils for consent will ensure effective management of the project throughout the showcase period.

One of the first efforts in the next phase of the showcase will be the development of operating principles, which will guide the development of various aspects of the showcase implementation and management. These operating principles will be developed by the Coordinating Committee, and confirmed with each of the municipal councils prior to their application.

As the Saint John Showcase moves into the implementation phase, the Coordinating Committee, will continue its role in project management, with staff effort from each of the partners. The Coordinating Committee, with the help of a project manager, will take primary responsibility for the overall management and coordination of the project. This Committee has representatives from each of the area municipalities and Commissions, provincial representatives and members from other major stakeholder groups. The Coordinating Committee will continue to report to each of the municipal councils.

In the towns, town managers and other staff will take primary responsibility for managing local trail projects

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### 2.3 GHG Reductions

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The potential for reduction in greenhouse gases (GHG) emissions from the Saint John Park & Ride/ Bike & Walk is substantial in the context of the Saint John community.

The benefits of the project promoted in the public outreach program stress both personal and community initiatives and accomplishments. As part of the federal commitment to the Kyoto accord, the federal government has identified a personal target of 20 percent reduction for each individual Canadian, which, as promotional materials point out, is about 1 tonne.

The Saint John Park & Ride/ Bike & Walk clearly demonstrates how individual commuters in the Saint John area can contribute to or meet their own personal targets. In the case of City commuters, 30 to 50 percent of the personal targets can be achieved through regular use of the system. In the case of a commuter from the suburban communities, up to 50 percent of household targets can be achieved through regular use. Personal targets can be met by the suburban commuter through occasional use of the service.

Personal targets are met through the reduction of vehicle use for work trips. Increased auto occupancy and reduced trip length through rideshare, and person-kilometres converted from auto trips to transit will all result in reduced GHG emissions throughout the region. In initial application, estimates of GHG reduction are in the order of 610 tonnes annually. This does not include the additional benefits available from off-peak uses of both transit and trails. In a mature system, GHG savings could increase 10-fold.

An innovative element of the Saint John Park & Ride/ Bike & Walk is the further reduction possible from giving commuters the choice to completely avoid the automobile for their commuting trip. Integration of local transit connections, bike racks on buses, trail connections to parking lots and direct trail connections to places of employment provides the seasonal choice to commuters to walk, bike, rideshare, use transit, or a myriad of combinations - all without the need to drive a car. The project offers bike commuting choices to cyclists looking for a safe path to ride directly to work, as well as to those who live too far from their jobs to realistically cycle on a regular basis. It offers a choice to some commuters who would like to walk to work, as well as those looking for an opportunity for a short walk, either as part of a personal healthy lifestyle, a commitment to the environment, or a decision based on personal mobility.

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## 2.4 Other Benefits

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The Saint John Park & Ride/ Bike & Walk also presents a wide range of related and ancillary benefits. Chief among these are:

- ~ reduction in other pollutants;
- ~ contribution to healthy lifestyle;
- ~ enhance personal mobility and economic opportunity; and
- ~ support for sustainable land use planning.

The reduction in travel associated with the project will also reduce CO, NOx and a range of harmful volatile organic compounds associated with fossil fuels. These reductions will have a general effect on the community as a whole, and be even more important in specific local areas, particularly Uptown Saint John and the surrounding residential areas.

Impacts of converting auto trips to transit are also dealt with in this project through the demonstration of Ultra-low sulphur diesel (ULSD) fuel for the new buses. Refined locally, ULSD has the potential to reduce sulphur emissions from transit vehicles to 20 parts per million, or 10 percent of current levels. Even with new initiatives to reduce the sulphur content of commercial gasoline and diesel in the next few years, this project will demonstrate the further benefits and viability for transit systems of ULSD.

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## 2.5 Public Outreach

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Public outreach and education has already been an important element of the Saint John Park & Ride/Bike & Walk project. Our efforts will focus on education related to the need to reduce GHG, advocate the overall benefits of transit and travel demand management as a method of reducing GHG, and promote the personal and community level environmental and economic benefits of the Saint John Park & Ride/Bike & Walk project.

Community partners will play a key role in the public education and outreach elements of the showcase, including:

- ~ the two local schools boards, by incorporating the example of Saint John's efforts into their environmental curriculum. An example would be to have students study the Saint John Park & Ride/Bike & Walk project in parallel to the Showcase monitoring program;
- ~ the Greater Saint John Community Foundation; using its financial and community network resources to support the development of outreach materials and play an active role in the community programs;
- ~ local municipalities incorporating environmental benefits information into the interpretive materials and displays associated with their trails developments; or
- ~ local user groups and advocates, including cycling associations, fitness clubs and others promoting the health benefits of alternative travel modes and supporting the network by sponsoring of support elements such as bike lockers, change facilities and such.

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## 2.6 Demonstration Elements

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Park and ride strategies have not been at the forefront of travel demand management and pollution reduction measures for small- and medium-sized communities like Saint John and the region. However, many of these communities are beginning to recognize the increasing pressures on commuting brought on by increasing commute distances, increasing gas and insurance prices, urban sprawl and a growing interest in addressing environmental issues.

Developing an effective strategy for transit applications in support of travel demand management for small- and medium-sized cities has a wealth of potential as a demonstration project. Among the current membership of the Canadian Urban Transit Association (CUTA), there are 25 transit systems serving communities with populations greater than 150,000 people, including 12 of the 15 proposed showcase projects. In the remainder of the membership, 58 transit systems serve communities with populations less than 150,000.

Saint John has an innovative approach to combining utilitarian trails, park and ride express bus service, integration with existing transit services and alternative fuel systems for transit into a comprehensive strategy for personal and community reductions in GHG. It is a unique opportunity to provide a replicable project for dozens of similar communities with transit systems, and as an innovative ways of introducing cost-effective transit service in a host of other communities.

Some elements of the project will be of interest to all cities, regardless of their size:

- ~ the demonstration of the viability of benefits of ULSD will be of interest to transit operators across the country;
- ~ the integration and promotion of trail connections with park and ride lots or transit to promote alternative travel modes and personal mobility has application in many communities across the country, for example, the development of the Holland River trail system in York Region for access to GO stations in Bradford, Newmarket and Aurora;
- ~ the innovative use of express commuter service as a cost-effective method for introducing local fixed route transit services in suburban communities can be applied in urban fringe communities with strong commuter links to centers, such as the community of Airdrie and Calgary AB;
- ~ the use of express commuter services to serve targetted demand and reduce GHG in areas where congestion and delays are not the major compelling factors can be replicated in many of communities across the country. Small- and medium-sized communities that attract a high degree of regional travel in their role as a regional center are particularly relevant, including communities with existing transit services such as:
  - ~ Whitehorse YK; (25,000)
  - ~ Kelowna, BC; (100,000)
  - ~ Red Deer, AB (70,000)
  - ~ Prince Albert. SK (36,000)
  - ~ Brandon, MB (42,000);
  - ~ North Bay, ON (53,000);
  - ~ Sherbrooke, QC ((120,000);
  - ~ St. John's, NF (140,000)
  - ~ Sydney, NS (RM - 100,000); or
  - ~ Yellowknife, NT (18,000)

Each of these communities (and many more like them)) is less than 150,000 in population, and for the most part, have traffic conditions which, by themselves do not make conventional transit competitive in terms of travel time.

For these and other communities, the Saint John Park & Ride/Bike & Walk project can demonstrate how to maximize the competitiveness of transit travel time in key corridors, optimize parking resources, enhance connections to key destinations, improve the effectiveness of local transit, capitalize on trail resources and promote the environmental, lifestyle and mobility benefits of transit and alternative travel modes, while at the same time, and most important, help the community and individuals achieve GHG emission reduction targets.

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## 3 SECTION 3: Detailed Description

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### 3.1 Service Elements

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Park and Ride with Express commuter bus service is proposed from three suburban locations and two city locations. Service from the suburban locations will introduce transit connections to these areas; city express connections will enhance services already in place, increasing awareness and the use of transit.

From the suburban locations, the service model is quite similar. At least three express trips will originate in the suburban communities in the AM peak period, and return during the PM peak period.

Initially, these trips will provide direct service to Uptown Saint John, where passengers can connect to the entire Saint John Transit system, for service anywhere in the city. Specific trips can connect to the city express commuter lots, which are also served by regular transit services and located in major destination areas.

As services develop and evolve, additional or different destinations may be provided for by specific trips, to areas such as the UNBSJ Campus/hospital area.

Each of these buses as well as the regular Saint John Transit buses will be equipped with bike racks, so that commuters can cycle to the commuter lot and bring their bike with them to continue to their final destinations.

#### **3.1.1 Grand Bay-Westfield**

##### COMMUTING CONTEXT

The Town of Grand Bay-Westfield is a community of about 5,000 people located about 19 kilometres north-west of Saint John. The community has an employed labour force of approximately 2,500, and of these approximately 10 percent report working from home or cycling or walking to work. The balance of the labour force drives to work, with an average auto occupancy of 1.1 persons per vehicle. The vast majority of employees in primary employment work in Saint John.

##### SERVICE OBJECTIVES

The initial service objective is to attract approximately 2 percent to three percent of the employed labour force to the service. This would represent about 50 riders, or 100 daily trips.

##### PARKING FACILITIES

Facilities in Grand Bay-Westfield in the first phase will comprise a major and secondary parking lot with two additional key stops. Grand Bay-Westfield's linear configuration, with an existing trail running the length of the town, makes it ideally suited to coordinating commuter park and ride trips as well as facilitating walking and cycling to the transit connections.

The primary commuter facility will be located adjacent the Community Arena, an important community destination. The lot is currently proposed for a former gas station site, now owned

by the provincial government. This development of the parking lot at this location will provide ample space for current and future needs, as well as help to solve the brownfield condition of this site.

Initially, 35 parking spaces are proposed, to support an overall ridership of up to 50 passengers. The lot will include a small loop for passenger drop-off, shelter facilities and a connection to the Grand Bay-Westfield linear trail. The site is sufficiently large to accommodate expansion up to 60 spaces, making it ideal for future expansion, or the development of ancillary uses.

The secondary site incorporates a community partner and is located at the Sobeys grocery store on the Saint John boundary. This location is already used as a community recycling drop-off point. As a secondary facility, fewer parking spaces will be provided, the specific number to be negotiated with the store management. Bicycle parking facilities and shelters will be provided at this location. A letter of support from the store management is appended to the proposal in Appendix B.

In a second phase, an additional lot is proposed at the intersection of Highway 102 and the Nerepis Road. With a lot at this location, the express bus service would be extended further through the town, and be better able to capture traffic from the Kingston Peninsula. Operating to this point, the buses would also have access to the ferry landings, though the substantial changes required in this area to accommodate buses makes direct access a longer term option

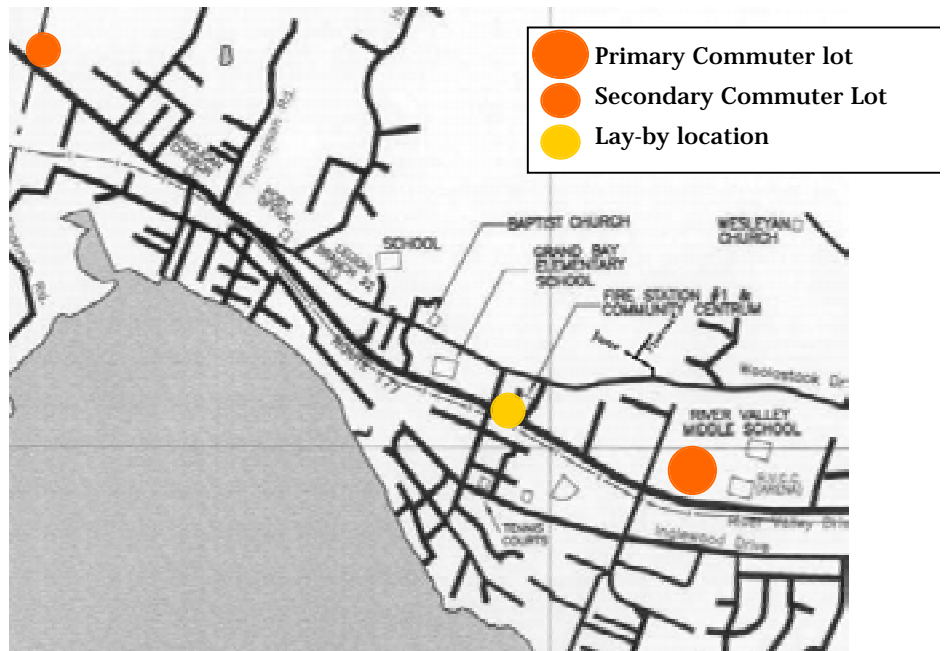


Exhibit 1 - Grand Bay-Westfield Parking Locations (Phase 1)

### BUS LAY-BY AREAS

Bus lay-by areas will also be provided at key locations to facilitate transfers to and from local services and trail connections. The first of these is proposed at the Grand Bay-Westfield Community Centrum. This location, between the Sobeys lot and the major arena terminus will provide a convenient boarding/alighting location for some patrons, access to the Community Centrum and connections to the linear trail with connecting access to important residential areas.

The second layby will facilitate a connection to local Saint John Transit service on the Martinon River Road. This transfer will allow passengers from Grand Bay-Westfield to connect to local service to destinations on the Martinon River Road, as well as allowing

passenger from the upper portion of the Martinon River Road to connect to the express service for a faster trip to Uptown.

The existing Saint John Transit service also operates a midday trip, which, if extended to Grand Bay-Westfield, could provide a supporting service for commuters to travel one-way outside of the peak hours. The availability of this type of service has been shown to provide important support to peak hour services in other transit systems.

## EXPRESS BUS SERVICE

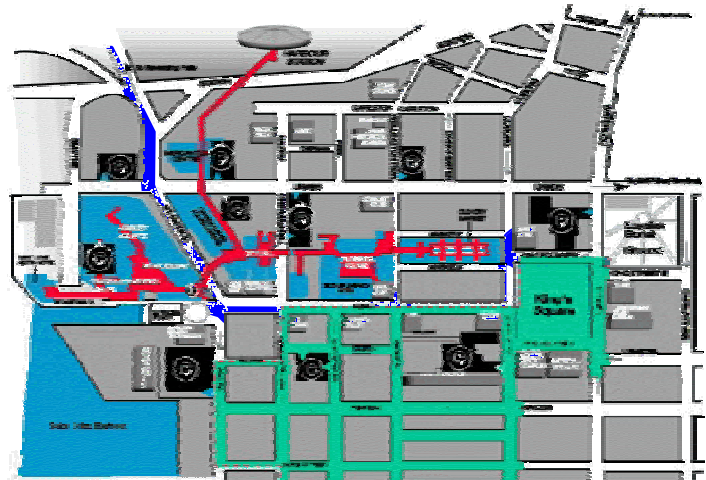
### **Phase 1 - Community Arena Lot**

The express trip from Grand Bay-Westfield is planned to take 25 minutes from the departure at the community Arena to King's Square in Uptown Saint John. Most auto drivers can make this trip in approximately 25 minutes to their parking lot and approximately 20 minutes from the Martinon River Road connection.

The trip then is very competitive with auto travel. Express commute passengers will lose some time against the auto trip for the time required to stop, park and transfer to the bus, but will more than compensate for this time by being dropped in close proximity to their workplaces without the need to circulate through parking structure, locate a space and walk from the lot.

Trips in to Uptown Saint John will stop at the Market Square access to the Pedway, at King Street at Brunswick Square and at the transit transfer center at King's Square. Outbound trips to Grand Bay-Westfield will serve the same stops in the opposite direction.

Specific schedules will be developed on the basis of a detailed survey to be completed during the implementation phase. The following table illustrates a possible scenario.



**Exhibit 0 - West Side Express Routing in Uptown**



## Exhibit 1 - Grand Bay-Westfield Phase 1 Sample Service Schedule

	Arena Lot	Community Centrum	Sobeys	MR Road	Pedway	Kings Square
<b>AM Trips from GBW</b>	6:55	6:56	6:59	7:00	7:17	7:20
	7:40	7:41	7:44	7:45	8:02	8:05
	8:25	8:26	8:29	8:30	8:47	8:50
	Kings Square	Pedway	MR Road	Sobeys	Community Centrum	Arena Lot
<b>PM Trips to GBW</b>	16:35	16:38	16:55	16:56	16:59	17:00
	17:20	17:23	17:40	17:41	17:44	17:45
	18:05	18:08	18:25	18:26	18:29	18:30

### Phase 2 - Highway 102 Parking Lot

A second phase of the Grand Bay-Westfield service will involve extension of the commuter express to serve a commuter lot at the intersection of the Nerepis Road and Highway 102. This intersection serves the north and west portion of Grand Bay-Westfield, and is a major access point for traffic crossing on the bridge from the Brown's Flat area.

A park and ride lot at this location will be an effective capture point for rideshare and other trips from further afield, such as Welsford or Brown's Flat.

Schedules for this service will be coordinated with the Phase 1 service to ensure continued service reliability. This extension will require adjustments to the proposed schedule, or may require additional vehicles over the initial phase of service, and would be implemented in response to demonstrated demand.

### TRANSIT VEHICLES

In the initial showcase application, the Grand Bay-Westfield service is planned for a 20- or 25-passenger vehicle, permitting about 50 passengers to use Phase 1 of this service. As demand grows, and in subsequent phases, larger vehicles will likely be required. The proposed vehicle mix for our Showcase will allow various assignments of vehicles to different aspects of the service.

### SIGNAL PRIORITY

To help ensure competitive travel times in the Uptown area, signal priority systems will be installed on area traffic signals. While no significant roadway alterations are possible to support further travel time reductions, signal priority will be used to minimize signal delay at the intersections.

Inbound and outbound trips will benefit from signal priority at:

- ~ Kings Square at Sydney Street
- ~ Kings Square at Charlotte Street

- ~ King's Square at King Street
- ~ King Street at Prince William Street (Market Square); and
- ~ St. Patrick Street at Union Street.

Details of the priority signal locations are included in Appendix E – Express Bus Details.

### BIKE AND WALK ELEMENTS

The linear nature of the Town makes it ideally suited to facilitating travel to and from the parking lot locations by a variety of modes. This trail, developed by the Town over the last several years, follows the River Valley Road through the length of the town. While intended as a recreational trail, the configuration of the facility in relation to the road and town facilities also allows it to serve a very utilitarian function.

To make the best use of this facility for residents wishing to walk or cycle to and from the bus stop locations, enhancements are proposed at the bus stop locations to improve the interface between transit and trail. This will include concrete stop pads and possibly shelters.

The Sobeys site is beyond the limit of the existing trail, but a sidewalk connects from the trail head to the vicinity of the Sobeys driveway, on the opposite side of the road. Upgrades to the sidewalk in the area of the road crossing are proposed to make this suitable for regular pedestrian and cycling connections to the Sobeys lot.

*The park and ride Express bus service will integrate with existing trail facilities in the towns, promoting trail use and enhancing connections to the new service.*

*Service to the ferry landing as part of the future development of the transit service can expand the benefits to Kingston Peninsula residents*

This application is an excellent example of building on existing facilities to promote their use, and to take advantage of their function to support the emerging transit service.

### FUTURE SERVICE ELEMENTS

The showcase implementation of these services is intended as a starting point for a broader network of services and origin/destination connections. In Grand Bay-Westfield, future elements can include a further park and ride connection at the limit of the Town, at the intersection of the River Road and Highway 7, serving a larger catchment area north and west of the Saint John region.

Another attractive addition to the Grand Bay-Westfield service is a connection at the ferry landing. Ferry services operate between the Kingston Peninsula and the Grand Bay-Westfield landing 18 hours per day, with service approximately every 5 minutes during peaks (2 ferries) and every 10 minutes in the off-peaks (1 ferry). During peak times, drivers can often wait at least three ferries for a crossing, amounting to at least 30 minutes per day. With a small parking facility on the peninsula side, and a coordinated transit connection at the landing, drivers could park and walk on the first ferry then transfer to the bus, saving almost all of the 30-minute wait. Currently, the ferries are not explicitly equipped for walk-on passengers and peninsula-side parking will take some time to develop. For these reasons,

ferry connections are being deferred to a later stage, when the success of the first stage has been clearly demonstrated and demands for additional services more readily identifiable.

These additional services and features are shown on the Regional Map in Appendix J

### 3.1.2 Rothesay and Quispamsis

Rothesay and Quispamsis are adjacent communities in the Kennebecasis Valley about 18 kilometres north-east of Uptown Saint John. Because of the locations of the two towns relative to the preferred highway parking lot locations, both towns will be served by a single primary commuter lot in the initial phase. In a second phase, an additional commuter lot will be added in Quispamsis, which can also serve commuters from Hampton and communities further east.

#### COMMUTING CONTEXT

The Town of Rothesay is a community of about 11,500 people located about 25 minutes by car north-east of Saint John. The community has an employed labour force of approximately 5,770, and of these approximately 10 percent report working from home or cycling or walking to work. The balance of the labour force drives to work, with an average auto occupancy of 1.1 persons per vehicle. The majority of employees in primary employment work in Saint John.

The Town of Quispamsis is a community of about 13,750 people adjacent Rothesay. The community has an employed labour force of approximately 6,900, and of these approximately 9 percent report working from home or cycling or walking to work. The balance of the labour force drives to work, also with an average auto occupancy of 1.1 persons per vehicle.

#### SERVICE OBJECTIVES

The initial service objective is to attract approximately 2 percent to three percent of the employed labour force that works in Saint John to the service. This would represent about 150 to 200 riders, or 300 to 400 daily trips.

#### PARKING FACILITIES

Commuters in Rothesay and Quispamsis will be served by two facilities located in Rothesay near the boundary with Quispamsis. These locations were selected because of their location relative to the primary commuting route for residents from both towns.

The primary facility is proposed near the intersection of Millennium Drive and Campbell Road, near the interchange of the Airport Arterial Road and Highway 1. This lot is

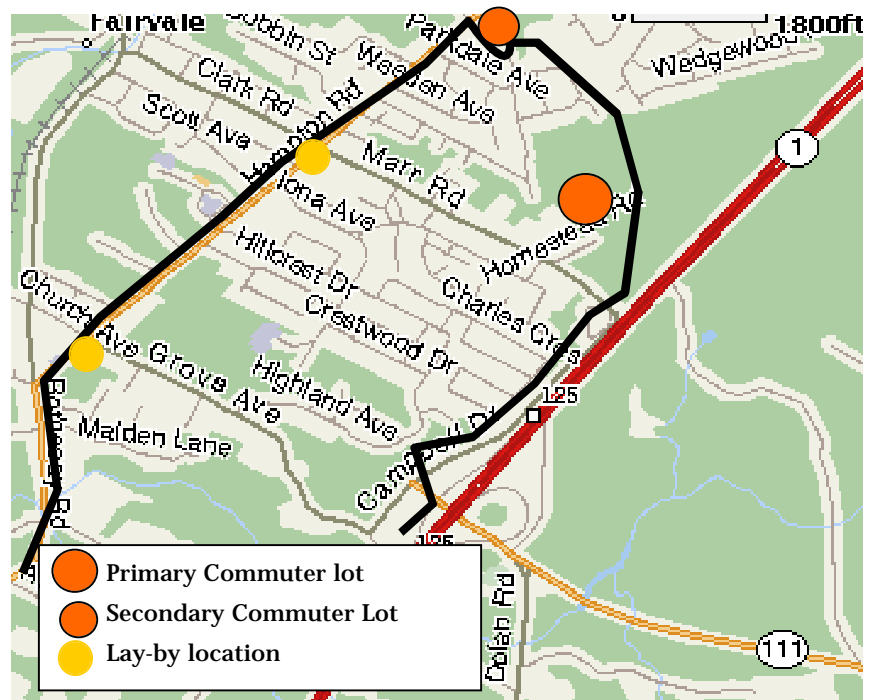


Exhibit 1 - Local Routing to Rothesay/Quispamsis

proposed to be integrated with a new development parcel at this location.

Quispamsis residents commuting to Saint John either use this route to access the Highway, or they enter Highway 1 at the more easterly Gondola Point interchange, and pass the Airport Arterial interchange enroute to Saint John on the highway.

Initially, about 100 spaces are proposed to support a ridership of approximately 180. The lot will include a passenger drop-off loop, and shelter facilities. The site is sufficiently large to accommodate expansion up to 150 spaces, making it ideal for future expansion. Its location is also easy to integrate with local trail projects, including the Millennium Drive trail, which will run from this location to the site of the Phase 2 parking lot at Gondola Point Arterial.

This parking facility will be supported by a transit priority access scheme, including a bus-only ramp exit and transit priority signal at the highway interchange.

A secondary facility will be located at the Canadian Tire Store, at the intersection of Campbell Drive and Hampton Road, on the boundary of Rothesay and Quispamsis. This location will provide additional access to both Rothesay and Quispamsis residents. Trail components that are part of the Town of Quispamsis' recommended trail plan will provide utilitarian connections between residential areas and this bus stop. Bicycle parking facilities will be provided, and park and riders may be able to take advantage of promotional auto maintenance programs while parking at the store.

A letter of support from the Canadian Tire Store management is included in the Appendix.

### BUS LAYBYS

Bus laybys will be provided along Rothesay and Hampton Road, as part of the local service component in Rothesay. These locations will facilitate access to the local service for residents using the Riverfront Trail, either as pedestrians or cyclists.

### EXPRESS BUS SERVICE

#### **Phase 1 - Airport Arterial Express, with local Service in Rothesay**

The express trip from Rothesay and Quispamsis will operate in a slightly different manner from that of the Grand Bay-Westfield service. En route to the express bus parking lot, the buses can operate through the Town along Rothesay and Hampton Road to the Canadian Tire bus stop. This local service component can serve local trips within Rothesay, as well as pick up Rothesay Road/Hampton Road commuters for the express return trip to Saint John. This local component will serve connections with the Riverfront trail and informal parking locations along the route. Discussions are continuing with local merchants and businesses, such as the Golf Course, to formalize small portions of available parking along the route. In the morning, the buses would operate through town on their way TO the express commuter lot; in the afternoon, they would serve the commuter lot first, then make the trip through town. This will ensure the fastest most direct trip to and from the express commuter lots.

Similar to the Grand Bay-Westfield service, the initial service will include three inbound trips in the morning and three outbound trips in the afternoon. Trips will be specifically scheduled in response to on-going demand patterns.

The express trip from the primary parking lot at the Airport Arterial interchange is planned to take 20 minutes to King's Square in Uptown Saint John.

Similar to the Grand Bay-Westfield trip, most auto drivers can make this trip in approximately the same length of time to their parking lot location. Auto trips during the AM peak period into the Uptown area often encounter significant traffic delay exiting at the Wall Street interchange. The bus route will avoid this delay by using the Crown Street interchange, and a transit priority route to King's Square. After King's Square, buses will stop at King Street at Brunswick Square and at the pedway access at Market Square.

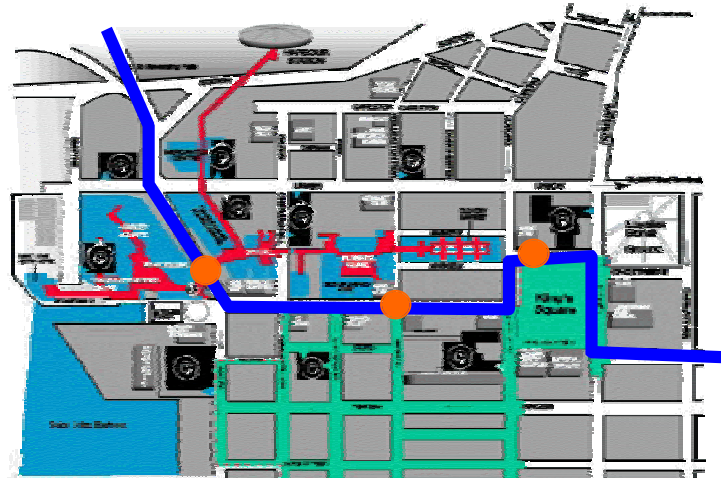


Exhibit 1 - East Side Route Express Routing in Uptown

On the PM peak period return trip, auto drivers also encounter significant delay at the Airport Arterial interchange Eastbound traffic exiting to Rothesay and Quispamsis uses the spiral ramp to access the Airport Arterial Road, and is often subject to considerable delay during the PM peak period.

In these cases, the bus will be able to use the exit to southbound Airport Arterial, and utilize a bus only left-turn lane that will allow the bus to turn northbound and jump the queues on the regular ramp. A transit priority signal will be installed at this location to facilitate the left-turn.

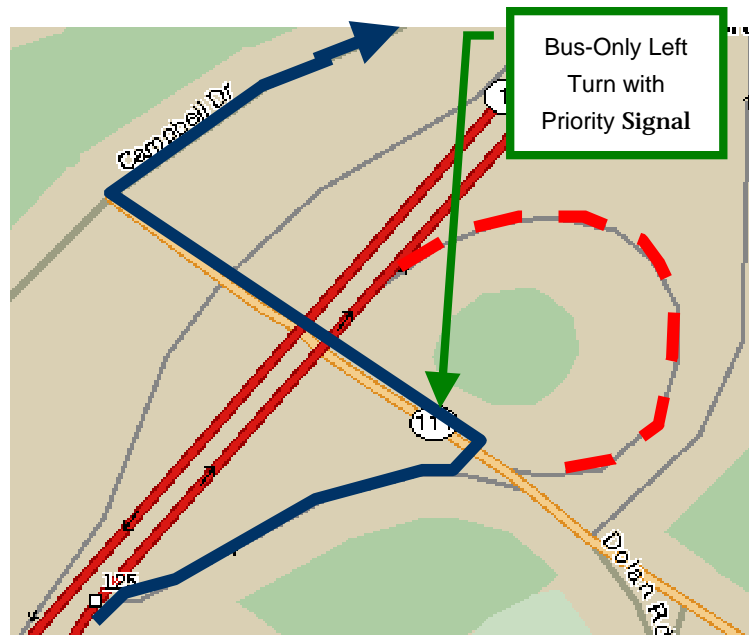


Exhibit 1 - Transit Priority at Airport Arterial Interchange

Selected trips in this service will also connect at the City park and ride location at McAllister, and continue to Uptown via Rothesay Avenue. Upgrades to Rothesay Avenue and signal priority measures will help to speed this express trip. Specific details of this "Rothesay Rapid" corridor are included in the description of the Saint John service. The following table illustrates a potential schedule for this service. A final schedule will be developed based on a detailed survey to be completed during the implementation phase.

## Exhibit 2 - Rothesay/Quispamsis Phase 1 Prototype Service Schedule

	Fox Farm	CTC	Highway	McAllister	Kings Square
<b>AM Trips from Q/R</b>	6:45	7:00	7:05		7:25
			7:35	7:45	7:55
	7:45	8:00	8:05		8:25
	Kings Square	McAllister	Highway	CTC	Fox Farm
<b>PM Trips to Q/R</b>	16:35		16:45	16:50	17:05
	17:05	17:15	17:25		
	17:35		17:45	17:50	18:05

### Phase 2 - Gondola Point Arterial Express, with local Service in Quispamsis

A second phase of the Rothesay/Quispamsis service will involve expansion of the commuter express to serve a commuter lot at the Gondola Point highway interchange. This interchange serves the north and east portion of Quispamsis, and is the major access point for traffic crossing on the Gondola Point ferry from the Kingston Peninsula.

A park and ride lot at this location will function in much the same way as the Airport Arterial lot, serving as the final stop in a local service that operates through Quispamsis on Hampton Road. This lot will also be an effective capture point for rideshare and other trips from further afield, such as Hampton. Schedules for this service will be coordinated with those of the Airport Arterial service to offer staggered departure times, expanding choice of service times for Quispamsis and Rothesay residents. This expansion will require additional vehicles over the initial phase of service, and would be implemented in response to demonstrated demand.

### TRANSIT VEHICLES

Because of the larger demand from the Rothesay and Quispamsis area, a higher capacity vehicle is proposed for the Phase 1 service, with a standard capacity vehicle for Phase 2. Specific vehicle assignment will be determined during implementation.

In the initial showcase application, the Rothesay/Quispamsis service is planned for a 60-passenger articulated transit vehicle, permitting about 175 passengers to use Phase 1 of this service.

### SIGNAL PRIORITY

Inbound trips from Rothesay and Quispamsis will use the Crown Street exit and be aided by transit signal priority at :

- ~ Crown Street ramp terminal;
- ~ Crown Street at Haymarket Square; and
- ~ Crown Street at Union Street.

Outbound trips will benefit from signal priority at the same intersections as the Grand Bay-Westfield trips:

- ~ King's Square at Sydney Street
- ~ King's Square at Charlotte Street
- ~ King's Square at King Street
- ~ King Street at Prince William Street; and
- ~ St. Patrick Street at Union.

### BIKE AND WALK ELEMENTS

The Bike and Walk components of this service differ between the two towns. In Rothesay, the focus is on the development and expansion of the Riverfront trail, to facilitate connections to the local service operating on Rothesay and Hampton Road. While this will be a local service, bus stop locations will be optimized to ensure attractive travel times. In the vicinity of the Riverfront trail, this optimization can be aided by longer stop spacing, supported by the connecting trail. Passengers can use the trail to avoid traffic on Rothesay or Hampton Road, while walking or cycling to and from their homes to transit stops.

Also in Rothesay, a precursor to the future Millennium Drive trail will provide a connection from the Quispamsis boundary on Millennium Drive to the vicinity of the Airport Arterial commuter lot. A short section of on-road routing on Campbell Drive will also be required to complete this connection.

This route is proposed in advance of the off-street facility planned for implementation as part of the commercial development along this road. Since the off-street facility is to be provided as part of the development agreements, and the development timing is uncertain and likely beyond the showcase timeframe for full development. An on-street route can be implemented at low cost and start the development of this utilitarian connection. This route, in conjunction with the Quispamsis portion, will provide a connection from the large residential area to the Airport Arterial commuter lot in Phase 1 and also to the Gondola Point Road commuter lot in Phase 2.

In Quispamsis, the trail elements include two specific components. First, trail connections from residential areas to the town boundary area near the Superstore/Canadian Tire commuter lot will facilitate walking and cycling trips to this lot. Approximately one kilometre of trail is required in this area.

The second element is the creation of the Quispamsis component of the Millennium Drive route. With the Quispamsis portion in place, this route will run the length of Millennium Drive and provide a connection to the Rothesay component of the trail and the Airport Arterial commuter lot. In the other direction, the route will provide access to the services at the Gondola Point interchange, and the Phase 2 commuter lot at this location.

### FUTURE SERVICE ELEMENTS

The Gondola Point Ferry also presents another opportunity for future expansion. The Gondola Point Ferry operates 24-hours per day, 365 days per year, with 5-minute service

during peak periods. Similar to the Westfield ferry, peak users of the Gondola Point ferry experience delays equivalent to several crossings, and could speed their trip by parking on the peninsula side, walking onto the ferry, and transferring to a bus on the Gondola Point side. The ferry landing on the Peninsula side is better suited to the development of a parking facility than at the Grand Bay-Westfield landing. There is also residential development in close proximity to the landing on the Quispamsis side, where a short extension of an existing trail can connect the community to the landing area.

Service to the Gondola Point ferry could be accommodated through an extension of the Gondola Point Arterial express bus.

### 3.1.3 Hampton

#### COMMUTING CONTEXT

The Town of Hampton is a community of about 4,000 people located 40 kilometres north-east of Saint John. The community has an employed labour force of approximately 2,000, and of these approximately 12 percent report working from home or cycling or walking to work. The balance of the labour force drives to work, with an average auto occupancy of 1.1 persons per vehicle. Because of the greater distance, a smaller percentage of the Hampton work force work in Saint John, but the larger regional draw of Uptown Saint John, the University and the Hospital still attracts workers from this area.

#### SERVICE OBJECTIVES

In the showcase application, Hampton is not proposed as a destination for the express bus service, but support for the concept has been expressed by the residents, and the Town of Hampton is keen to support the development of alternatives for their resident commuters. In the Showcase stage of the project development, Hampton will be served by a commuter lot at the highway interchange, that can facilitate ridesharing. These shared ride trips could be to a variety of destinations, including the commuter express lots in Quispamsis and Rothesay, or directly to Saint John.

#### PARKING FACILITIES

A commuter parking lot is proposed at the Hall Road interchange in Hampton. Initially sized to accommodate 25 vehicles, this lot has the expansion potential to accommodate any anticipated future demand from this area.

Dedicated ramp access lanes are proposed to facilitate quick entry to the ramp. The diamond-style of this interchange will also facilitate easy access to the parking lot for drivers originating further along the highway.

#### BIKE AND WALK ELEMENTS

The area adjacent the interchange, in close proximity to the proposed parking lot is currently undergoing

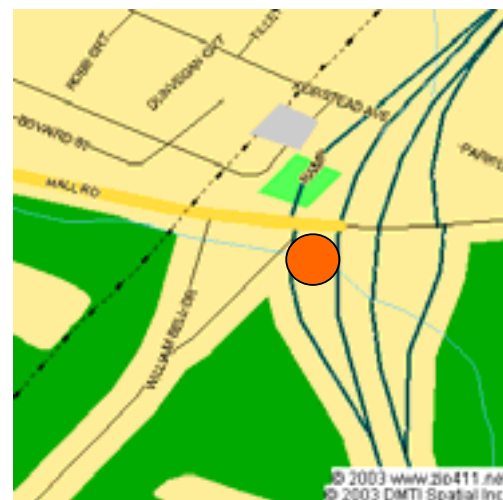


Exhibit 2 - Rideshare Lot in Hampton



residential development. The Town of Hampton is working with the residential developers to ensure the creation of appropriate trails that can connect to the rideshare parking lot. This will give easy access to the lot for rideshare passengers that live in close proximity, as well as be part of the overall trail development plan in Hampton.

### **3.1.4 Saint John**

#### COMMUTING CONTEXT

The City of Saint John is home to approximately 70,000 people and is a major regional centre in New Brunswick. It is the center of the Census Metropolitan Area of approximately 125,000 people and its employee commutershed extends well beyond the areas discussed so far. However, the primary draw of commuters is from the city, and the communities of Rothesay, Quispamsis, Grand Bay-Westfield, Hampton and the Kingston Peninsula.

The City has an employed labour force of approximately 31,000, and of these approximately 14 percent report working from home or cycling or walking to work. Transit in Saint John carries about 8 percent of the commuting labour force to work, but a higher percentage of these in the AM peak period.

Employment in Saint John is focussed around the Central Peninsula, including Uptown, as well as major industrial areas east and west of the central area, and the hospital/UNBSJ area. The Saint John Regional Hospital is the region's largest employer, with almost 3,000 employees, and Uptown Saint John is the largest concentration of employment.

Saint John Transit carries about 2.5 million passengers annually, and with a passenger per capita rate of approximately 35 passengers, is one of the most well-used services of its size in the country. With a passengers per hour performance of about 28 passengers per hour, it is the most effective service in the province, and rivals the performance of larger centres such as Halifax or St. John's. The system maintains a fleet of about 45 buses, deploying 35 of them in regular service during the peak period.

#### SERVICE OBJECTIVES

The showcase application in Saint John includes a stronger focus on utilitarian cycling and walking than in the suburban communities. The development of a waterfront trail to connect Uptown Saint John to West Saint John and to the North End will provide an valuable commuter trail, and an important community facility that will form part of the SentierNB trail and the TransCanada Trail. This trail development is also intended to serve as a motivator for the completion of other network components, leading to the longer-term development of a full regional trail network.

The express bus concept is also applied in Saint John, but in the City, it is not a matter of introducing transit to areas previously unserved - the showcase project focuses on building on the strengths of existing services to provide even more attractive transit service in key corridors.

New express service in these corridors will also permit redeployment of valuable resources to other emerging corridors to promote ridership growth.

#### PARKING FACILITIES

Two parking locations are proposed for the City: in the McAllister area east of Uptown and in the Lancaster area, west of Uptown. The proposed parking lot in the McAllister area is

located at the McAllister Mall, where available parking will be devoted to commuter use. In the longer term, an additional site could be developed on Rothesay Avenue at the intersection of McAllister. The McAllister Mall currently serves as the terminus for the major East-West transit routes, as well as the local routes serving the major residential developments in this area.

The second location is at the Lancaster Mall in Saint John West, with easy access to the highway and the Harbour Bridge crossing for direct access to uptown. Parking supply at Lancaster Mall is currently under some pressure at the current time, so an alternative site has been identified if the mall site cannot be confirmed. These sites are shown in Appendix E – Express Bus Details. A letter from McAllister Mall (Cadillac-Fairview) supporting this concept is included in Appendix B.

Both of these parking locations are centrally located in the midst of residential and commercial concentrations, making them both origins and destinations for commuter trips. As origins, area residents can walk cycle, take transit, drive and park or be dropped off at these locations.

### EXPRESS BUS SERVICE

Express bus services to the city lots will operate in both directions to and from Uptown in both the AM and the PM peak periods. Service will be provided on approximately every 20 minutes between 7 am and 9 am and between 4:30 pm and 6:30 pm. Longer hours may be developed in response to the results of the ongoing monitoring program.

#### **"Rothesay Rapid" Express Corridor**

Bus travel from the McAllister parking lot will be enhanced to be faster than regular transit and more competitive with auto travel by implementing an express corridor on Rothesay Avenue. The "Rothesay Rapid" will include:

- ~ non-stop express service from McAllister to King's Square;
- ~ signal priority for transit at signalized intersections:
  - ~ Rothesay at:
    - ~ McAllister (parking exit/entrance)
    - ~ Marlboro
    - ~ Superstore entrance
    - ~ Frederick
    - ~ Haymarket Square
  - ~ Crown Street at:
    - ~ Union
- ~ Cycle-friendly enhancements, such as redesigned catch-basin covers, route markings, warning signs and such.

Signal priority will ensure the maximum probability of buses arriving on green signals with sufficient time to clear the intersection. Unfortunately, the right-of-way and configuration of Rothesay Avenue will probably not permit cost-effective construction of additional facilities such as Q-jump lanes. However, in most cases there are not substantial traffic queues at these locations, even in the peak hour. Signal priority will benefit both cars and buses in the traffic flow when activated, and reduce delay (and idling time) for both. Empirical evidence from applications in Toronto have demonstrated that these systems can be effective in reducing transit travel time, even without dedicated travel lanes, and that overall traffic conditions for the main street can be improved.<sup>1</sup>

Rothesay Avenue is planned for reconstruction in phases over the next few years. As this project moves forward, specific elements will be introduced. In the initial stages of the project, a study will be completed to determine the feasibility of reducing Rothesay Avenue from four lanes to three, permitting the designation of a formal cycling lane along the route.

### BIKE AND WALK ELEMENTS

The Harbour Passage Trail is the cornerstone of the Bike & Walk plan for Saint John. Unlike the suburban applications, where the trail development is focussed on access to the parking lots, trail development in Saint John is utilitarian - developing an effective commuting route for walkers and cyclists.

The goal for this trail could be to extend Harbour Passage from the south end of the Central Peninsula to Reversing Falls and the Lower West Side. This would create a new urban transportation corridor that links the Central Peninsula, Uptown Saint John, North End and West Side.

Development of this trail has already begun, with Phase 1 scheduled to open this summer. Future phases of this trail can be developed to increase its effectiveness by extending the trail in both directions to connect to the West Side and serve both the waterfront development and the residential development of the Central Peninsula.

In addition to the utilitarian component of the trail, it will also serve an important recreational and tourist function, providing excellent access to the harbour, and supporting waterfront development and environmental protection.

While no specific planning is complete for portions beyond the first phase of construction, Phase 2 design funding is in place and preliminary plans see this trail developing over the 2004-2007 period. In the first phase, local and community funding has played a major role, and this is expected to continue in future phases.

### SPECIAL EVENT SERVICE

An additional feature of the Saint John Park & Ride/Bike & Walk project is the development of event services. Uptown Saint John is home to several regional attractions, including Harbour Station arena and the historic Imperial Theatre. To assist travel to and from these venues, as well as to promote the travel and environmental benefits of transit, special event services will connect the major venues with the city express commuter lots.

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<sup>1</sup> Metro Toronto, "Mainline Transit Signal Priority Study" Toronto: 1990

Transit services will be given priority access to the venues affording patrons "front-of-the-line" service before and after the event. The benefits of these services are most obvious for the trip home after the event, where patrons will be able to step from the venue door to the bus, priority egress will allow the bus direct access to the street, and express trips to the parking lots will make the trip home substantially faster than by car.

During the implementation phase of the showcase project, specific arrangements will be investigated with the attractions, for example, to allow ticket purchasers to pay a small premium for the service.

### **3.1.5 Transit Connections**

Connections from the various express services to Saint John Transit will be an important part of the overall service concept. In the showcase phase of the project, express services will likely continue to focus on Uptown Saint John. While this will meet the needs of many potential passengers, other passengers will be able to take advantage of the service and transfer to other Saint John Transit routes to continue to other destinations. In addition to this connection, as described in the service elements, some trips will connect with Saint John Transit at the McAllister and Lancaster lots for service to destinations in those local areas. Included with the base fare, passengers will be able to transfer at key locations to other transit services to carry them to their destination.

At King's Square, riders will have access to many of Saint John Transit's routes. Efforts will be focussed on improving both the connections and the services for trips to specific destinations, namely, the Saint John Regional Hospital and UNBSJ campus, and the Central Peninsula area.

#### **CENTRAL PENINSULA SHUTTLE**

Uptown Saint John is located on the Central Peninsula, which also accommodates residential neighbourhoods, industrial sites and waterfront activities. Currently, the Saint John Parking Commission and a variety of private owners maintain several thousand parking spaces in both surface lots and structures. There are 750 metered on-street parking spaces in the uptown area, 2,200 spaces located in 17 surface parking lots throughout the uptown, and 1,400 spaces in two centrally located parking garages.

Despite this ample supply of parking, there are pressures. As redevelopment opportunities continue to emerge, surface parking lots will be lost, and replaced by developments that increase the demand on parking. Looking forward to this challenge, the Saint John Parking Commission has begun to look at a variety of strategies to react as Uptown and waterfront development proceeds, including additional structures and remote parking lots.

An excellent opportunity exists to develop a remote parking lot at the south end of the Central Peninsula. Located either on unused industrial or undeveloped port property, using the Pugsley South area development as a parking lot could be a cost-effective way to reducing parking pressures in the Uptown. The limitations of its location relative to the centre of activity can be overcome by providing a shuttle service, connecting at King's Square and looping through the Central Peninsula.

Saint John Transit has an existing route serving the south end, which will be modified to provide the appropriate connections. As part of the final service design development for the express buses, options will be examined to supplement this service with additional trips made by the express buses following their arrival or prior to their departure from King's Square.

As Uptown parking pressures increase and demand for the remote parking grows, our Showcase project will be expanded to include a Central Peninsula Shuttle, which will operate on a direct routing between the South End and the Uptown (see Appendix E). This shuttle will also facilitate Saint John's plans to introduce alternate-side parking with snow clearing bans in the winter months. Central Peninsula and Uptown residents will be able to move their cars to the Pugsley lot and use the shuttle to return home. The vehicle for this shuttle is proposed as a replica trolley. Since most of the route traverses historical properties and waterfront redevelopment, the trolley can be integrated with tourist uses in the off-peak periods.

Coordinating the express buses with this shuttle is an important supporting element for both services. For express bus passengers, connections to the shuttle will allow connections throughout the Central Peninsula, including the emerging waterfront development. For the shuttle, the connection from the express bus enhances its potential by adding reverse direction trips and improving the cost effectiveness of the service.

#### SAINT JOHN REGIONAL HOSPITAL/UNIVERSITY OF NEW BRUNSWICK AT SAINT JOHN

The hospital and UNBSJ campus represent the major destination for peak hour trips outside of Uptown Saint John. Initial survey results indicate that while about one-half of those interested in the service would use it to travel to Uptown Saint John, almost a third of respondents from some areas would prefer to travel to the hospital/university.

Parking at these locations, particularly the hospital, is becoming an increasing problem, and efforts have begun to look for ways to manage demand through both penalties and incentives such as higher parking prices

While the combination of these two institutions makes them a major attraction, their location makes them difficult to serve by transit. Saint John Transit recognizes the importance of these facilities and is continually looking for cost-effective ways to improve services.

Service increases have recently been approved to increase frequencies to less than 15 minutes in peak periods. This will ensure that passengers arriving on the express buses have a reliable connection to buses destined to the hospital and the university.

As part of the detailed service design, the potential for direct service to the hospital/university from any of the suburban locations will be assessed. Service from the city lots, particularly Lancaster, could be accommodated by changes to existing routes, where warranted.



Note that the parking pass will be available to users purchasing a monthly pass. Based on the results of the monitoring program, parking passes could be offered to 10-trip pass purchasers, as well, but the parking tag would have a time-limited validity.

Fares for the service to Rothesay and Quispamsis are recommended at the same rate for both the Phase 1 service to the Airport Arterial lot and the Phase 2 service to the Gondola Point Arterial lot. These two locations serve adjacent areas and are reasonably close together. A differential fare would encourage drivers to drive to the Airport Arterial lot, leading to potential imbalances in demand versus supply at the two lots.

Similarly, Phase 2 fares from either parking lot in Grand Bay-Westfield should also be the same.

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### 3.3 Supporting Elements

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A number of supporting elements will be developed during the implementation phase of the project to help ensure the attractiveness of the express bus service. Several of these will be coordinated as part of the public outreach and marketing campaign, prior to the launch and throughout the course of the showcase. The include:

~ Rideshare Coordination

Throughout the showcase project, the Coordinating Committee will work to establish a rideshare coordination program. This program will initially focus on commuters from Hampton, who will rideshare from the Hampton parking lot to the Express bus parking lots, or directly to their destinations. Initially, the rideshare coordination will be supported by the users and Town of Hampton staff. A simple list of users seeking rides or passengers will be maintained, and the information shared with potential matches.

Where demand warrants, the system can be moved to the Town of Hampton website, using a simple guestbook system, where drivers or riders can leave their contact information for potential matches. Throughout the project, postings on the system will be monitored, a sample of users contacted to determine if they have matched with a driver or passenger, and surveys will be distributed at the rideshare lot.

Based on the success of the implementation in Phase 1 of the program, the rideshare program will be expanded to additional applications in Rothesay, Quispamsis, Grand Bay-Westfield and Saint John. We will also investigate additional opportunities for commuters from outside the region.

~ Guaranteed Ride Home Program

During the implementation phase, as part of the public outreach and marketing program, local employers will be approached to participate in a guaranteed ride home program. This program ensures that commuters who are required to stay at work unexpectedly can still get home after the express bus service has concluded in the evening. The same can apply for emergency trips home in the midday period. This type of program is an important factor in giving people the confidence to use transit.

Participation in this program will be monitored throughout the showcase project, and assessed for its potential to expand to the regular transit service. Also, depending on the number of employers participating, a coordinated service may be developed, to minimize duplication of home-bound trips to similar areas.

~ Express Service Perks

Another opportunity for local business to participate in the service will be through the promotional provision of rider amenities. These will be used to enhance the attractiveness of express service and might include free newspaper, coffee or merchant discounts to passengers.

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### 3.4 Impacts

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#### 3.4.1 Greenhouse Gas Emissions

##### GRAND BAY-WESTFIELD

The Town of Grand Bay-Westfield is approximately 18 kilometres from Uptown Saint John. A regular commuter, allowing for vacations, sickness and other absenteeism, is assumed to make this trip 225 times per year, or travel approximately 8,100 kilometres annually. At an average consumption rate of 11.8 litres per 100 kilometres, this trip requires approximately 960 litres of fuel annually, producing about 2.4 tonnes of GHG.

Each round trip by an auto driver emits 10.6 kg of GHG. If the initial service attract 50 users each weekday, the Grand Bay-Westfield service will initially eliminate approximately 135 tonnes of GHG from regular auto use.

The transit service, operating 3 trips in each direction 252 weekdays per year, will require approximately 27,000 litres of fuel, emitting approximately 75 tonnes of GHG annually. The net savings then from the initial phase of the Grand Bay-Westfield service is approximately 65 tonnes, or just over one tonne per regular rider.

In Phase 2, with the extension to Highway 102 and growth in the service, ridership could double, increasing the net savings in GHG to approximately 175 tonnes.

##### ROTHESAY AND QUISPAMISIS

The parking lot serving the Towns of Rothesay and Quispamsis is about 18 kilometres from Uptown Saint John. A regular commuter, allowing for vacations, sickness and other absenteeism, would make this trip 225 times per year, or travel approximately 7,650 kilometres annually. At an average consumption rate of 11.8 litres per 100 kilometres, this trip requires approximately 905 litres of fuel annually, producing about 2.3 tonnes of GHG.

Each round trip by an auto driver emits 10 kg of GHG. If the initial service attract 175 users each weekday, the Rothesay/Quispamsis service will initially eliminate approximately 440 tonnes of GHG from regular auto use.

The transit service, operating 3 trips in each direction 252 weekdays per year, will require approximately 31,000 litres of fuel, emitting approximately 76 tonnes of GHG annually. The



net savings then from the initial phase of the Rothesay/Quispamsis service is approximately 365 tonnes, or about 2.1 tonnes per regular user annually.

The Rothesay Quispamsis service will also remove approximately 325 auto trips from Highway 1 during the AM and PM peak hours. This represents about 1 percent of the current daily traffic.

### SAINT JOHN

The city parking lots for the express service are approximately 5 kilometres from Uptown Saint John. A regular commuter, allowing for vacations, sickness and other absenteeism, would make this trip 225 times per year, or travel approximately 2100 kilometres annually. At an average consumption rate of 11.8 litres per 100 kilometres, this trip requires approximately 265 litres of fuel annually, producing about 665,000 kg of GHG.

Each round trip by an auto driver emits about 3kg of GHG. If the initial service attracts 400 users each weekday, the Saint John services will initially eliminate approximately 120 tonnes of GHG from regular auto use.

The transit service, operating on a 20-minute frequency in each direction 252 weekdays per year, will require approximately 35,000 litres of fuel, emitting approximately 300 tonnes of GHG annually. The net savings then from the initial phase of the Saint John service is approximately 180 tonnes, or about 0.5 tonnes per regular user annually.

### 3.4.2 Impact Summary

#### Exhibit 4 - Environmental/Economic Impact Summary

	Grand Bay-Westfield		Rothesay/Quispamsis		Saint John	
	Personal	total	Personal	total	Personal	total
Average Commute	18		17		5	
Annual Kilometres	8,100	405,000	7,650	1.3 M	2,100	840,000
Fuel Consumption (litres)	960	48,000	905	158,000	265	106,000
Transit		27,000		31000		35000
Net Fuel Consumption (litres)		21,000		127,000		71,000
Emissions (tonnes)						
GHG	1.3	65	2.1	365	0.45	180
CO	0.13	6.5	0.21	36.5	0.045	18.0
NOx	0.013	0.65	0.02	3.6	0.004	1.8
VOCs	0.006	0.35	0.01	1.8	0.002	0.90
Economic Benefit						
Operating Cost(\$)	860		810		225	
Parking Cost(\$)	1100		1100		1100	
Transit Cost(\$)	(1500)		(1500)		(960)	
Net Saving (\$)	460	23,000	410	72,000	365	145,000
Insurance/Ownership	5000		5,000		5,000	

In this initial phase, the Saint John Park & Ride/Bike & Walk project can reduce GHG emission by approximately 610 tonnes annually, or just under 1 tonne per user. Achieving the "personal tonne" target will be an important element of the public outreach and marketing campaign. Just as important will be the fact that the average user can save approximately \$400 annually (based on \$90 monthly parking), or an aggregate of almost \$240,000 annually.

For those that are able to eliminate the use of a car, the annual savings could easily exceed \$6,000 annually.

### 3.5.1 Public Education

Public outreach and education is an important element of the Saint John Park & Ride/Bike & Walk project. It will focus on key elements of the environment, economy and personal choice, as well as education related to the need to reduce GHG, advocate the overall benefits of transit and travel demand management as a method of reducing GHG, and promote the personal and community level environmental and economic benefits of the Saint John Park & Ride/Bike & Walk project.

Community partners will play a key role in the public education and outreach elements of the showcase, including:

- ~ the two local schools boards, by incorporating the example of Saint John's efforts into their environmental curriculum. An example would be to have students study the Saint John Park & Ride/Bike & Walk project in parallel to the Showcase monitoring program;
- ~ the Greater Saint John Community Foundation; using its financial and community network resources to support the development of outreach materials and play an active role in the community programs;
- ~ local municipalities incorporating environmental benefits information into the interpretive materials and displays associated with their trails developments;
- ~ local user groups and advocates, including cycling associations, fitness clubs and related businesses promoting the health benefits of alternative travel modes and supporting the network through sponsorship of support elements such as bike lockers, change facilities and such; and
- ~ develop on-going promotional and education programs for mall or shopping center displays in each of the communities.

### 3.5.2 Community Consultation

Community consultation has played a crucial role in the development of our Stage 2 proposal. Throughout this process, the Coordinating Committee met frequently with key staff experts in each of the municipalities, public presentations at Council sessions were an opportunity for review and comment, and a preliminary survey of public reaction was completed. Over 50 such meetings were held and input from each of these was incorporated into this proposal. Samples of the surveys, and preliminary results are included in Appendix F.

A sample of one of more than 15 presentations is included in Appendix G.

This input was used to tailor the results of the service proposals; finalize the participation of the community partners, and begin to build community interest in the project. As a result of this consultation, the Stage 2 work:

- ~ defined the appropriate locations for each of the primary parking lots, based on user preference and technical considerations;

- ~ confirmed Uptown Saint John as the most appropriate destination for the initial phase of the service, with the Hospital/UNBSJ campus area as an important destination to monitor during the implementation phase;
- ~ identified preliminary demand estimates for the transit service and trail use; and
- ~ confirmed the acceptability of the projected fare.

This process will continue throughout the implementation phase. In the next phase, a more detailed survey will be completed to identify the specific departures and arrival times for the suburban express trips. On-going monitoring throughout the process will allow necessary adjustments.

### **3.5.3 Showcase Marketing**

Marketing of the service is another important element of the project, to ensure the awareness of the service and its opportunities for economic and environmental benefits. Throughout the project, we will:

- ~ work with local media to continue to highlight the success of the project, with items such as features on new commuters, their experience on the service, and their own accounts of the benefits and savings;
- ~ develop an on-going image program for the service, including branding and logos;
- ~ continue to focus on the "personal tonne" Kyoto targets;
- ~ work to expand the project with other community partners, including the development of small informal parking lots on commercial properties for rideshare, in conjunction with area businesses;
- ~ develop on-going promotional and education programs for mall or shopping center displays in each of the communities; and
- ~ work with local merchants to expand the riders perks program, and to build support from local employers in the guaranteed ride home program and to provide amenities for cyclists and walkers.

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## 4 SECTION 4: Impact Assessment and Reporting

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### 4.1 Baseline Calculations

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#### 4.1.1 Direct Benefits

Direct benefits of the Saint John Showcase project are the opportunity to divert commute trips to higher occupancy vehicle transit trips, reducing the use of automobiles and the associated GHG emissions and other pollutants.

The measures of the impacts of the project will be based on an assessment of the particular users of the services, compared to their former travel patterns. While establishing a regional baseline of fuel consumption, GHG emissions and emissions of other pollutants can be estimated using current modelling techniques, a specific assessment of the users will be more accurate since we will be able to more precisely identify their former emission patterns based on actual vehicle type, driving patterns and trip characteristics, rather than the averages used in current models.

A preliminary baseline has been determined for the various individual commute trips involved in the Saint John Showcase project, based on three vehicle types: average, fuel efficient car and van/light truck/SUV.

Costs for fuel, consumables and parking are based on average estimates of fuel consumption based on the work of the Victoria Transport Policy Institute (VTPI)<sup>2</sup>, adjusted for local conditions.

- ~ Average Automobile: A medium sized car that averages 11.8 l/100 overall
- ~ Fuel Efficient Car: A small four passenger car that 6.2 l/100 overall
- ~ Van/Light Truck/SUV: A passenger van or light truck that averages 16.6 l/100 overall

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<sup>2</sup> *Victoria Transport Policy Institute*, Transportation Cost and Benefit Analysis – Vehicle Costs, Victoria, 2001

## Exhibit 5- Commute Trip Baseline Calculations

	SJW	SJE	GBW - Ph1	GBW- Ph2	R/Q - Ph1	R/Q - Ph 2
One-way Commute (kms)	4	5	18	24	17	21
Annual Commute	1800	2250	8100	10800	7200	8550
Fuel Consumption (l)						
Average	210	265	960	1275	850	1010
Compact	110	140	505	670	445	530
Van/SUV	300	370	1340	1790	1190	1415
GHG Emission (kg)						
Average	530	665	2395	3195	2130	2530
Compact	280	350	1260	1675	1120	1325
Van/SUV	745	930	3355	4470	2980	3540

These baseline levels will be used to calculate the overall fuel consumption and GHG emissions diverted from personal auto use from each of the commuter parking lot locations. These diversions, when multiplied by the number of express bus users in each vehicle category, plus walkers and bikers, then compared to the fuel and GHG emissions of the required transit trips, will provide the net savings for the project.

These baseline calculations assume users are driving to the park and ride locations, and that savings will only accrue for the portion of the trip from the park and ride lot to the uptown destination. Additional savings will accrue if users bike, walk or use local service to reach access the service.

Detailed baseline calculations will be determined based on surveys taken throughout the Saint John Showcase project to identify the characteristics of users prior to shifting modes to the express bus service, and to determine the other off-peak or trail use patterns of each users.

Surveys will identify:

- ~ prior mode of travel, including vehicle make, model, age and condition;
- ~ origin and destination;
- ~ access mode and access point;
- ~ egress mode and egress point; and
- ~ commute trips per week, by mode, prior to and during Showcase implementation.

These survey details will be used with the baseline parameters to identify the fuel consumption and GHG emissions prior to the Showcase implementation, and to calculate the reductions as a result of the Showcase implementation.

Standard conversion factors will be used to calculate the net reduction in other pollutants, including carbon monoxide (CO), Nitrous Oxide (NOx), sulphur particulates and volatile organic compounds (VOCs).

#### **4.1.2 Indirect Impacts - Economic**

Reducing the use of an automobile for peak hour travel has a variety of impacts beyond the direct benefits of GHG emission reductions and the reductions of other harmful pollutants. Indirect benefits, for our project, will be defined as the economic benefits that accrue to the individuals using the system to reduce their vehicle use, as well as to other community economic benefits, and the health and well-being benefits associated with reduced auto use and increased cycling and walking.

Forecasts and measures of these benefits will be used to promote the system, and as part of the public outreach and community education campaign.

#### VARIABLE COSTS

Variable costs are an important part of the initial marketing and promotion picture of the systems, since it is this primary individual benefit that we expect to attract users to the system. While reducing the cost of ownership is an expected economic benefit, consultation during the preparation of our proposal indicated that this will not be a primary motivator for the system, since users will need to acquire some experience with the system to gain the confidence to reduce their auto ownership.

As part of the community education effort, we will be careful to present a comprehensive picture of the benefits, to build as effective a case as possible. At the same time, it will be necessary to identify some of the more obvious benefits - the direct out-of-pocket cost savings, since these are often the only factors used in individuals decision making.

#### **Fuel, Consumables and Parking**

Estimates of savings from fuel and consumables will be derived from the baseline parameters described in Section 4.1.1, using prevailing fuel costs and factors for consumables such as oil, fluids and tires. Based on current local conditions, fuel costs range from 5 cents to 13 cents per kilometre for the commute trips in the Saint John region, and, based on VTPI estimates, the additional costs of consumables range from 1.0 to 1.5 cents per kilometre, depending on the different vehicle types.

Parking costs vary widely in Saint John, even within the Uptown, depending on location, ownership and employer subsidy. During the consultation phase, Uptown parkers identified monthly costs ranging from \$40 per month to over \$100 per month. As part of the user surveys, respondents will be asked to identify their monthly parking costs, whether they continue to pay monthly parking, and the price paid for occasional parking.

## **Ownership Costs**

Despite not being identified as a primary factor in the decision to use the service, the costs of ownership and the effects of shifting to the express service need to be identified as part of the marketing campaign, as well as the identification of overall benefits. As noted in VTPI documentation, auto use has an impact on the value of the vehicle, affecting resale or trade-in value, or having a direct cost associated with lease rates.

These depreciation costs can range from 7 cents to 12 cent per kilometre (VTPI), and vary directly with mileage.

## **Insurance Costs**

While the majority of drivers identify insurance as a fixed cost, and not one that can be reduced through the reduction of auto use, many policies provide lower premium rates for drivers based on kilometre thresholds, or if the vehicle is not used for the work commute.

Auto insurance rates in New Brunswick are a major public issue and concern, and will play a large factor in identifying secondary economic benefits.

## **External Benefits**

There are also a variety of external benefits - benefits that accrue to the community at large rather than the individual, that will be identified as part of the comprehensive monitoring and reporting process, and form part of the public outreach and education effort. These external costs include:

- ~ infrastructure deferrals and maintenance reductions;
- ~ improved safety;
- ~ congestion reductions; and
- ~ savings related to reduced pressure on:
  - ~ parking;
  - ~ land use;
  - ~ traffic services; and
  - ~ noise.

### **4.1.3 Indirect Impacts - Health and Well-being**

Impacts related to health and well-being are an important aspect of the Saint John Showcase project, but more difficult to quantify than the emissions impacts. As an integrated project promoting a variety of healthy lifestyle options and choices, the Saint John Showcase project has the potential to improve the quality of life for both individuals and the community at large.

#### OTHER IMPACTS RELATED TO REDUCED AUTO USE

There are several impacts related to reductions in auto use, which though quantified in research done by the Victoria Policy Institute, are often regarded as "softer", less quantifiable benefits. Nevertheless, these elements will be an important part of the public education and



outreach program planned in conjunction with the service. The measurement of these impacts will be based on the transit ridership and trail use statistics, calculated to determine auto kilometres reduced, then applied to parameters developed by the VTPI. These include:

- ~ safety, and health care impacts: since the Saint John Showcase project reduces auto use, there will be marginal savings related to reduced auto accidents. These benefits will be calculated both in terms of personal and community savings.
- ~ improved mobility: the Saint John Showcase project will add another transportation option to the choices available to residents in the region, improving the quality of life in the region
- ~ option value: non-users of the system can also value its availability, understanding that they will have the option of using it in the future should their circumstances change.

### OTHER IMPACTS RELATED TO INCREASED WALKING AND CYCLING

There are clear individual and public health benefits from a shift of auto users to walking and cycling, and a simple increase in these activities. New Brunswick residents were recently identified as the most inactive and obese in the country, and this project is just one of many efforts that will be required to address this issue. The integration of Bike and Walk with the work trip will appeal to a unique portion of the population.

A more active individual will benefit from increased well-being, reduced stress and improved personal health; the community benefits from reduced health care costs and a more attractive, livable community. Increased livability makes a community more attractive, and can even increase property values as a result.

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## 4.2 Performance Indicators

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### **4.2.1 Primary Indicators**

The primary indicators for the Saint John Showcase project will be:

- ~ diversion of commute to work trips from auto driver to:
  - ~ auto rider;
  - ~ transit rider; or
  - ~ cycling or walking;
- ~ diversion of off-peak trips from auto driver; and
- ~ increase in non-motorized modes for other trip purposes.

The principal measure of these indicators will be through monitoring of ridership and trail use. Transit ridership and trail use will be compared to previous modal choices to determine the magnitude of diversion away from auto driver trips.

## 4.2.2 Measures

To measure transit ridership and trail use, we will use a variety of survey tools aimed at identifying both the current and previous travel mode and travel pattern of transit system and trail users. This will include periodic on-board surveys of express riders, special event riders and trail users.

Surveys of trail users will be conducted on-board the express buses to capture those that walk or cycle to the bus, at trail heads during peak hours on the Harbour Passage trail, and at trail heads on all major trails during off-peak periods. On-board surveys will be also be administered on special event buses when in use.

User surveys will be supplemented by more frequent ridership and trail use counts

The surveys are more fully described in Section 4.1.1.

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## 4.3 Information Sharing Network

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The Saint John Region Showcase Coordinating Committee will be pleased to participate in the information sharing network throughout the showcase implementation period.

The Saint John Showcase partners already work cooperatively in sharing data and information with an extensive regional GIS base and data sharing capabilities. Our monitoring program includes regular ridership and usage counts as well as surveys and public outreach activities, whose results can be shared with the network on a regular basis

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## 5 SECTION 5: Financial plan

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### 5.1 Overview

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The details of the preliminary financial plan are included on the following pages. Subject to final adjustments, the current budget for the Showcase project is \$7.5 million allocated to projects as follows:

Bus Purchase (including equipment)	\$2, 400, 000
Parking Lot Development, including amenities	\$1,435,000
Trail Development (including portions of Harbour Passage trail)	\$3, 100,000
Rothsay Rapid (including Uptown signal priority)	\$480,000
Marketing, Outreach and implementation	\$250,000

Based on these totals, and the intended distribution of funding responsibilities, the Showcase team has been seeking the following contributions:

Transport Canada:	\$2.5 million (33.3%)
Other Federal (ACOA-SCIF)	\$1.25 million (16.7%)
Provincial	\$2.5 million (33.3%)
Community	\$1.25 million(16.7%)

Currently, committed funding (including the Urban Transportation Showcase share) totals approximately 80 percent of the projected budget. Additional funds including additional support from the province and other federal departments, will be formally sought following the successful selection of the Saint John project. As noted in the letter from the New Brunswick Department of Transportation (see Appendix B), funding for this project “will become part of the budget process over the next three fiscal years”

*Committed  
funding totals  
approximately 80  
percent of the  
projected budget.*

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### 5.2 Community Support

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In the current calculations, community funding exceeds the target \$1.3 million share, allowing for flexibility in funding sources and eligible costs..

The current calculation of municipal funding for projects within their jurisdictions is as follows:

Saint John: trail and transit route development:	\$2,750,000
Hampton: - trail development	\$22,500
Grand Bay-Westfield (sidewalk/trail connections)	\$50,000
Rothsay (trails and bike routes)	\$70,000
Quispamsis (trails and bike routes)	\$75,000

The amount for Saint John is currently calculated as \$2.6 million. However, this includes substantial portions of the Harbour Passage Trail, for which other community fundraising will be available, based on Phase 1 experience. Current fundraising efforts are in the order of \$150,000.

Additional community support has been committed from the Saint John Transit Commission and the Saint John Parking Commission. In the current budget, each of the Commissions has been allocated a contribution target of \$100,000. It is anticipated that the Parking Commission may allocate these funds towards the development of one or more of the City parking facilities, and the Transit commission will make a contribution towards the vehicle purchase and required equipment.

Letters of support from each of these municipal partners are included in Appendix A.

Finally, additional community funds will be sought from groups such as ACAP, the Greater Saint John Community Foundation and the Federation of Canadian Municipalities, all of whom have expressed an interest in supporting this project.

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### 5.3 Annual Summary

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In the Financial plan shown in Appendix D, the annual spending total ,are as follows:

2003: \$1.135 million for implementation design, trail development, and parking lot design and construction, road renovation and public outreach

2004: \$4.5 million for bus purchase, trail construction, road renovation and public outreach

2005: \$1.3 million for bus purchase, , trail construction, road renovation and public outreach

2006: \$670 thousand for trail construction, road renovation and public outreach

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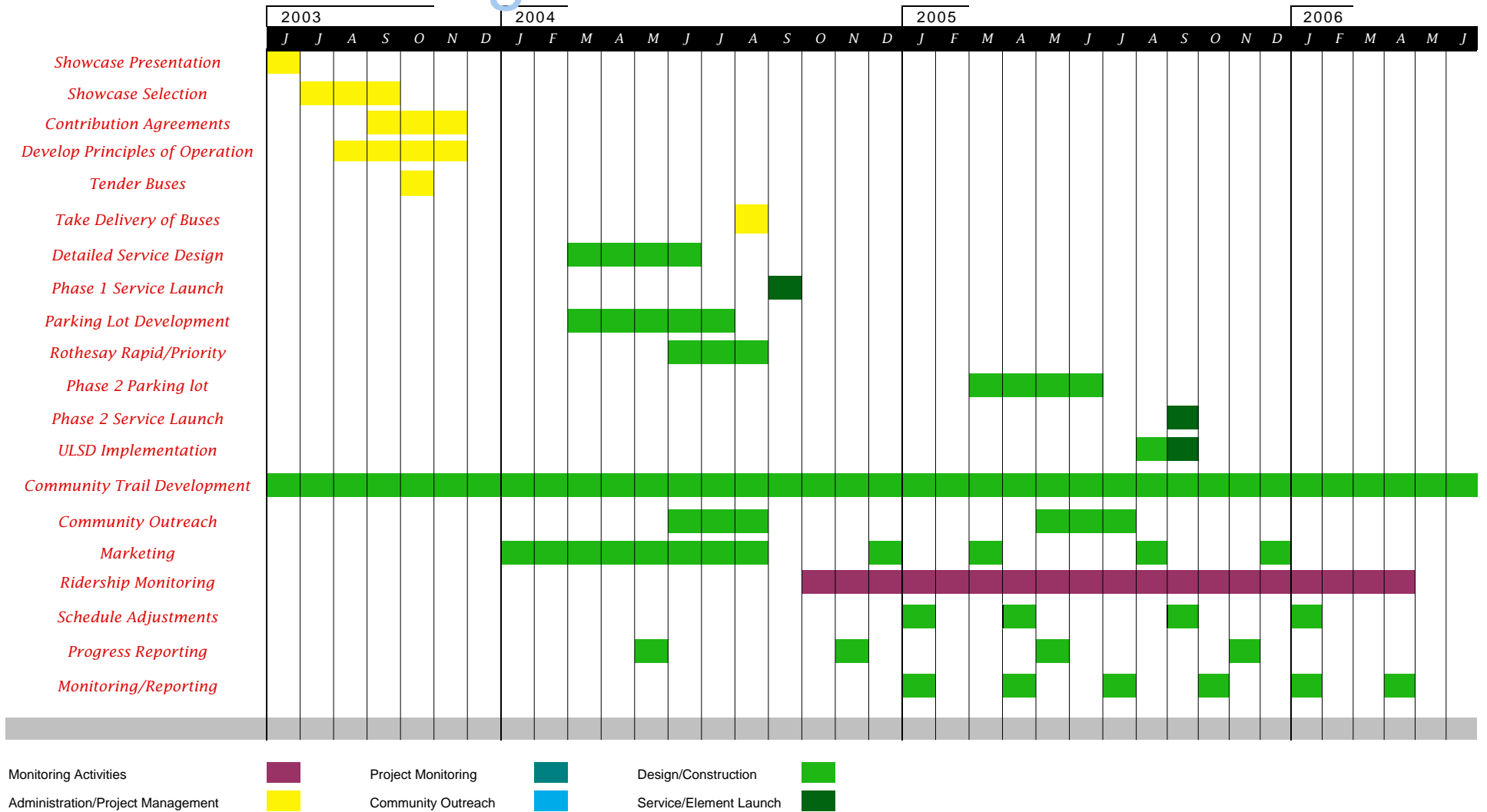
### 6 Showcase Schedule

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Exhibit 6 shows the proposed showcase schedule and key milestones for the Saint John Region Showcase Project.

# Saint John Region

## Park&Ride/Bike&Walk Program Preliminary Schedule



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## 7 SECTION 7: Showcase Organization and Staffing

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### 7.1 Management Approach

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The hallmark of the management approach to the development of the Saint John showcase concept and detailed plan has been regional cooperation, communication and consent. Many aspects of life in the Saint John area are becoming increasingly regional, without regard for municipal boundaries, including commuting. At the same time, municipal structures remain in place, and of great importance to their constituents.

The development of the initial phases of the Showcase proposal has been led by the Saint John Environment Committee, through a Coordinating Committee representing many facets of the community and the municipal partners. This Coordinating Committee comprises staff and elected representatives of Saint John, Quispamsis, Rothesay and Grand Bay-Westfield, as well as staff of the Transit Commission, and Province of New Brunswick.

As the project developed through Phase 1 and Phase 2, additional partners were included in the Committee's membership, as the value and strength of the proposal gained wider recognition through the Committee's public outreach efforts. Groups such as the Town of Hampton sought to be included, and key partners such as the Saint John Parking Commission and Atlantic Coastal Action Program (ACAP) accepted invitations to help oversee the project and define their organization's role and contribution. The effort to develop measures for meaningful GHG emission reductions has become a something of a regional unifying force throughout the Saint John area.

*The hallmark of the management approach to the development of the Saint John showcase concept and detailed plan has been regional cooperation, communication and consent.*

In addition to the Coordinating Committee, representatives of a number of liaison groups have played an important role in formulating the proposal. Among the groups involved were: Enterprise Saint John, Uptown Saint John, Saint John Board of Trade, Waterfront Development Partnership, NB Lung Association, Area Major Employers, Major Retail Centres, Area Call Centres, TS Simms Company, Canadian Tire, Kennebecasis Valley Trails Association, Canada Games Aquatic Centre, Darlings Island Bike Shop, Atlantic Health Sciences Corporation, Saint John Bicycle Touring Group, NB Climate Change Hub, Imperial Theatre, Harbour Station, Saint John Port Authority, Saint John Citizens' Coalition for Clean Air, School Districts 6 & 8, UNBSJ, Irving Oil Limited, The Greater Saint John Community Foundation, Heart & Stroke Foundation of New Brunswick, NB Council for Fitness & Active Living

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## 7.2 Implementation Framework

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One of the first efforts in the next phase of the showcase will be the development of operating principles, which will guide the development of various aspects of the showcase implementation and management. These operating principles will be developed by the Coordinating Committee, and confirmed with each of the municipal councils prior to their application.

Primary responsibilities will need to be assigned for transportation operation, parking operation and maintenance, public outreach and education, financial management, among others. Through the Coordinating Committee, and with the consent of municipal councils, these assignments will be made to appropriate Coordinating Committee members, or other third parties. Where possible and appropriate, tasks will be assigned to showcase partners whose expertise lies in required areas. For example, ACAP may be assigned responsibility and funding allocation for public outreach on environmental education, Irving Oil - a private sector partner - will assist with fuel emission monitoring and research. In other cases, where specific technical expertise does not reside within the resources of the Coordinating Committee members, third party expertise will be sought and secured, through the Coordinating Committee. Where required, appropriate tendering and selection processes will be followed. Appropriate budget allocations for these items are included in the financial plan.

The list of issues to be addressed, with a preliminary indication of the prime responsibility in these areas includes:

- ~ financial responsibility for federal contribution agreements and financial accounting (City of Saint John);
- ~ transportation operations and maintenance (Saint John Transit Commission);
- ~ parking operations and maintenance (Saint John Parking Commission);
- ~ assignment of other project responsibilities (Coordinating Committee);
- ~ operating agreements and level service and fare determinations (municipal councils);
- ~ service and fare adjustment process (municipal councils);
- ~ service expansion concepts and details (Coordinating Committee and municipal councils)
- ~ federal Showcase reporting (Coordinating Committee, SJ Environment Committee)
- ~ municipal reporting (Coordinating Committee)

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## 7.3 Showcase Organization

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As the Saint John Showcase moves into the implementation phase, the Coordinating Committee, will continue its role in project management, with key staff effort from each of the key partners. Exhibit 7 shows the proposed organization for the management of the

showcase project in Saint John. The Coordinating Committee, with the help of a project manager, will take primary responsibility for the overall management and coordination of the project. This Committee has representatives from each of the area municipalities and Commissions, provincial representatives and members from other major stakeholder groups. The Coordinating Committee will continue to report to each of the municipal councils.

Several staff from the City of Saint John and its Commissions as well as from each of the towns will have key responsibilities in managing local projects and coordinating regional efforts. In the case of Saint John, staff will take responsibility for

- ~ operation for the regional transit services and maintenance of the equipment;
- ~ design and implementation of city parking lots, and assisting with development of parking lots located in the towns;
- ~ ongoing development of the major utilitarian trail - the Harbour Passage.

In the towns, town managers and other key staff will take primary responsibility for managing local trail projects

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#### 7.4 Coordinating Committee Chair and Key Staff

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Currently the Chair of the Coordinating Committee is Mr. Terry Gray, who is also Chair of the Saint John Environment Committee. As a respected citizen volunteer, Mr. Gray brings a wealth of experience, community involvement, sensitivity to environmental issues and local concerns. The complete list of Coordinating Committee membership is included in Appendix A.

Key staff members representing each of the municipalities and bringing administrative and technical expertise to the project include:

- ~ Craig Campbell, Senior Planner, City of Saint John, Department of Planning & Development
- ~ Frank McCarey, General Manager, Saint John Transit Commission
- ~ Richard Smith - General Manager, Saint John Parking Commission
- ~ Bert Steeves, Transportation Engineer, City of Saint John, Municipal Operations Department
- ~ Neil Jacobsen, General Manager, Waterfront Development Partnership

In each of the Municipalities, the Town Manager as well as Recreation and Works Department heads will play a role in implementation, providing expertise and advice to the Coordinating Committee

- ~ John Jarvie, Town Manager, Town of Rothesay
- ~ Gary Clark, Director of Recreation, and Sandra Gautreau, Town Manager, Town of Grand Bay-Westfield



- ~ Mike Brennan, Town Manager, and Debbie Allen, Recreation Director, Town of Quispamsis
- ~ Laurie Mills, Environment Committee, and Brenda Collings, Town Manager, Town of Hampton

On the part of the Province of New Brunswick, key staff to facilitate the initial implementation steps are:

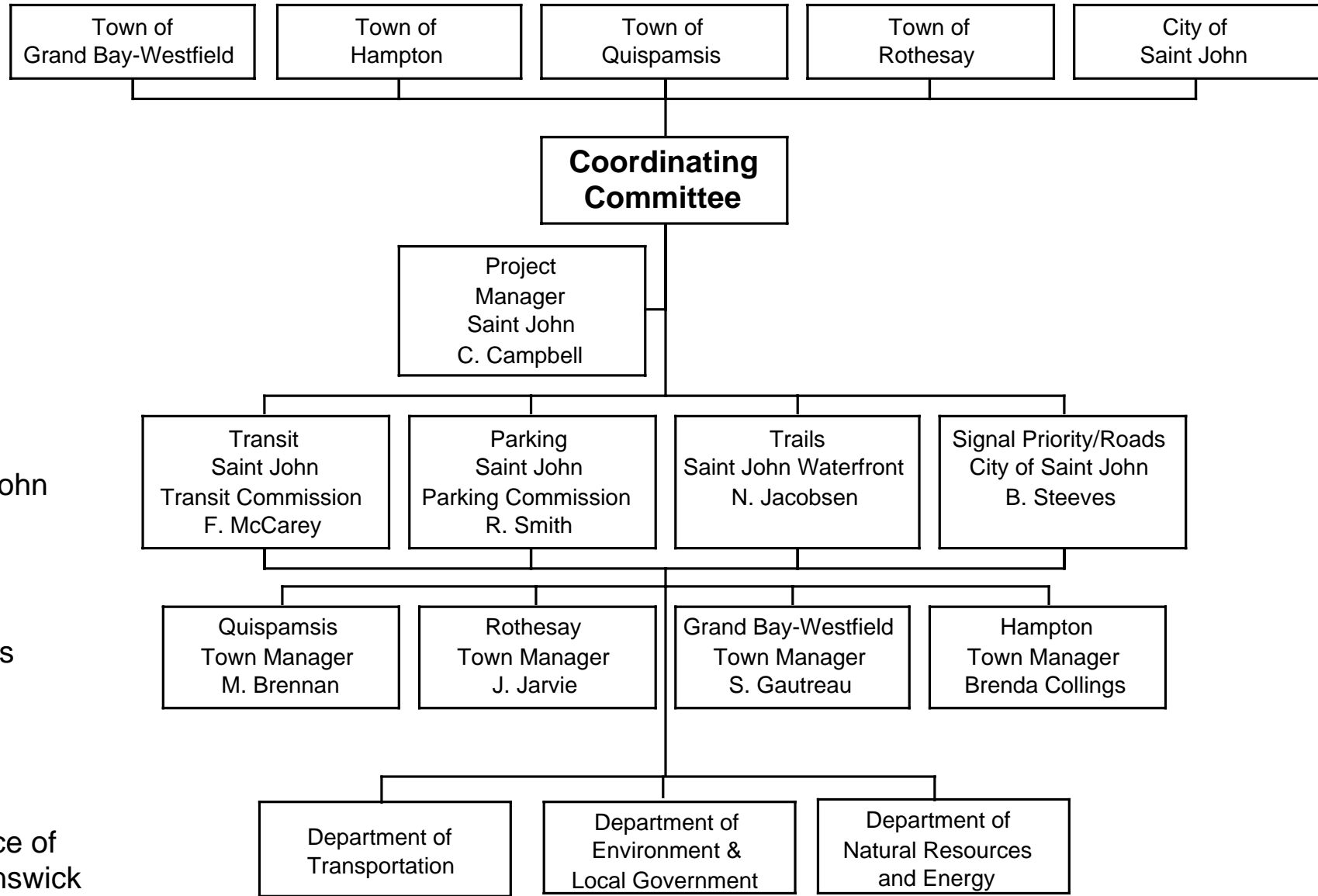
- Susi Derrah, Strategic Planning, NB Department of Transportation
- Susan Atkinson, Manager Region 4 (Saint John), NB Department of Environment and Local Government
- Jim Knight, Energy Secretariat, NB Department of Natural Resources & Energy

While continuing as the primary planning and implementation planning group, the Coordinating Committee's work will be based on regional cooperation, oversight and accountability. Consistent communication between the partners, coordination of efforts through the Coordinating Committee and appropriate referrals to the municipal councils for consent will ensure effective management of the project throughout the showcase period.

*Governance and accountability for our showcase will be based on communication, coordination and consent*

The commitment of this staff effort is confirmed in each of the support letters from our partners, included in Appendix B.

**Exhibit 7 - Showcase Organization and Staffing**



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## 8 SECTION 8: Partner roles and Responsibilities

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Each of the key partners will contribute to the Saint John Region Showcase through:

- ~ participation on the Coordinating Committee;
- ~ financial contributions or construction of local project elements;
- ~ local promotion of the project and its service; and
- ~ supporting the on-going monitoring and reporting efforts.

Some key partners, and other supporters will be assigned specific roles as part of the project implementation, as described in Section 7.

Key contributing partners include:

- ~ the City of Saint John;
- ~ the Saint John Transit Commission;
- ~ the Saint John Parking Commission;
- ~ the Town of Grand Bay-Westfield;
- ~ the Town of Hampton;
- ~ the Town of Quispamsis;
- ~ the Town of Rothesay; and
- ~ the Province of New Brunswick.

Letters of support from each of these partners, as well as numerous others, are included in Appendix B.

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