



# GRT Business Plan

## The road ahead

For Information: Area Municipal Partners



# Celebrating 25 Years of GRT

## Sustained transit investment over 25 years

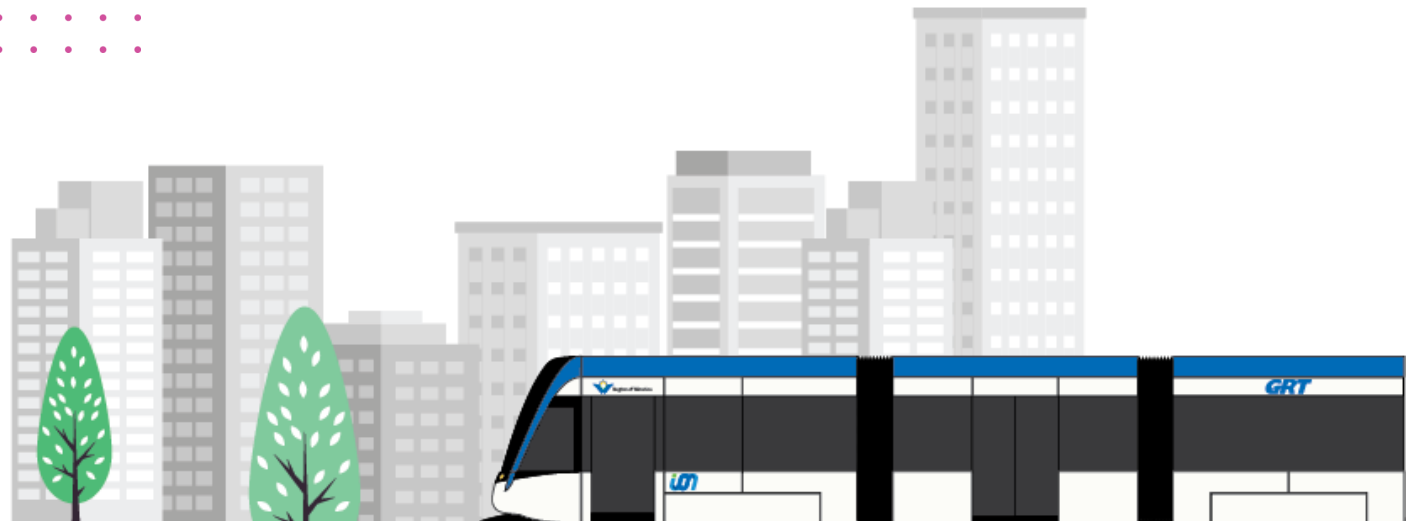
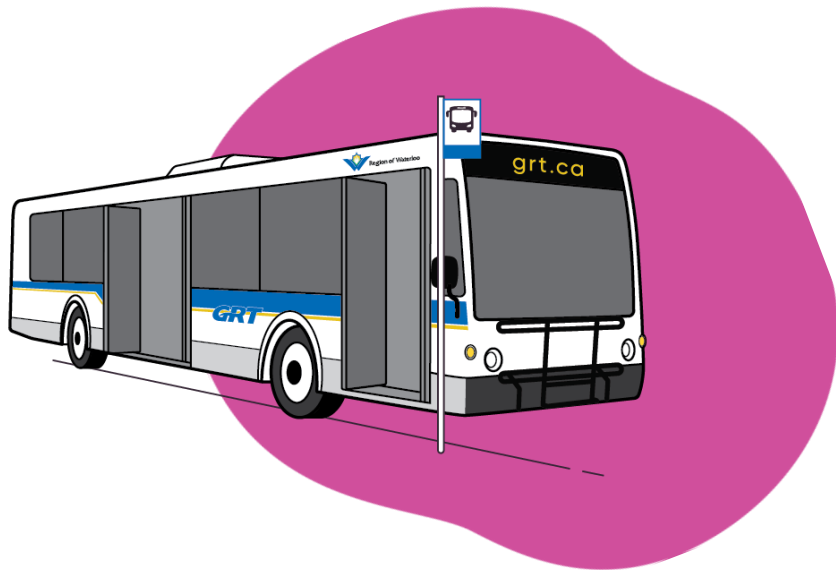
- Connected Cambridge to Kitchener and Waterloo
- Specialized transit serves Waterloo Region
- Express service with ION BUS and LRT
- Township services for Wilmot and Woolwich
- Decarbonization with hybrids, electric bus pilot
- Affordable Transit Program
- Shared micromobility program and new trails

**25+ million riders annually**

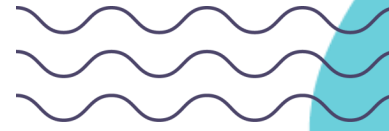


# Purpose

- Prepare for and grow towards 1 million, while responding to current ridership
- Align GRT services, policies, and programs to the Region's Strategic Plan
- Operationalize transit priorities identified by the Region and Area Municipalities
- Build on the success of ION light rail and its impact on Waterloo Region
- Guide staff recommendations during the Region's annual Plan and Budget process



# Guiding principles



## Make transit the first choice for more people:

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

## Transit freedom

- Improving where you can go and what you can do in a one-hour trip



Frequency



Speed



Customer focus



New coverage



Simple and intuitive

# GRT's Business Plan



  
**Conventional  
Bus and Train Plan**

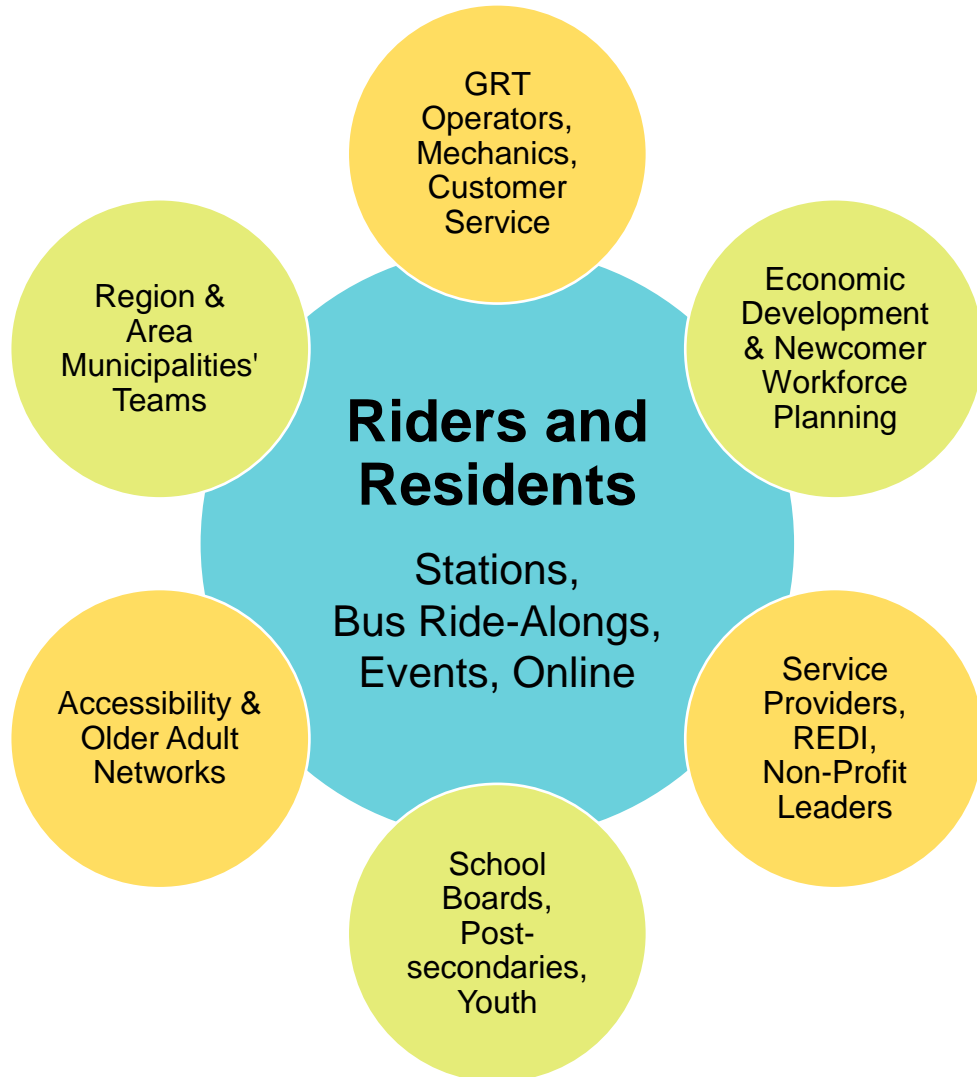
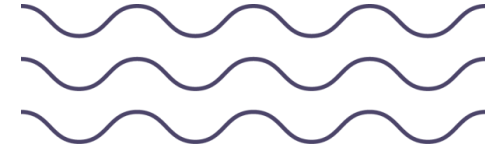
**Township  
Transit  
Strategy**



**MobilityPLUS  
Kiwanis  
Transit Plan**



# Community engagement

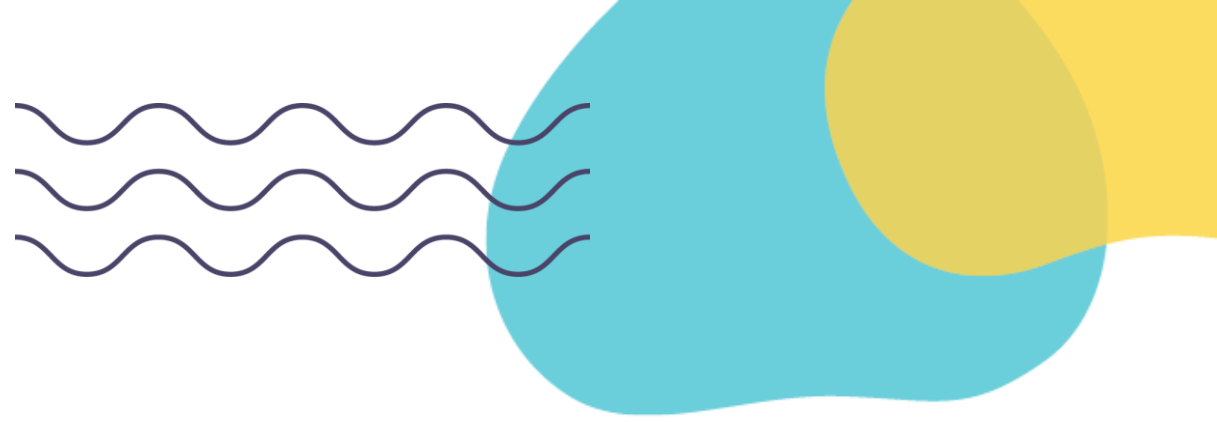


- 2,500 responses to GRT surveys
- 450 ideas contributed to a proposed service map
- 12 dedicated workshops with hundreds of participants
- Transit staff workshops and in-person sessions
- Hosted and attended more than 30 events across the Region, with pop-up sessions held at transit stations
- Partnered with the Region's Public Health's Neighbourhood Nursing team to hear new voices in each municipality
- Additional engagement sessions held for the MobilityPLUS Business Plan and Township Transit Strategy to ensure specific perspectives were represented

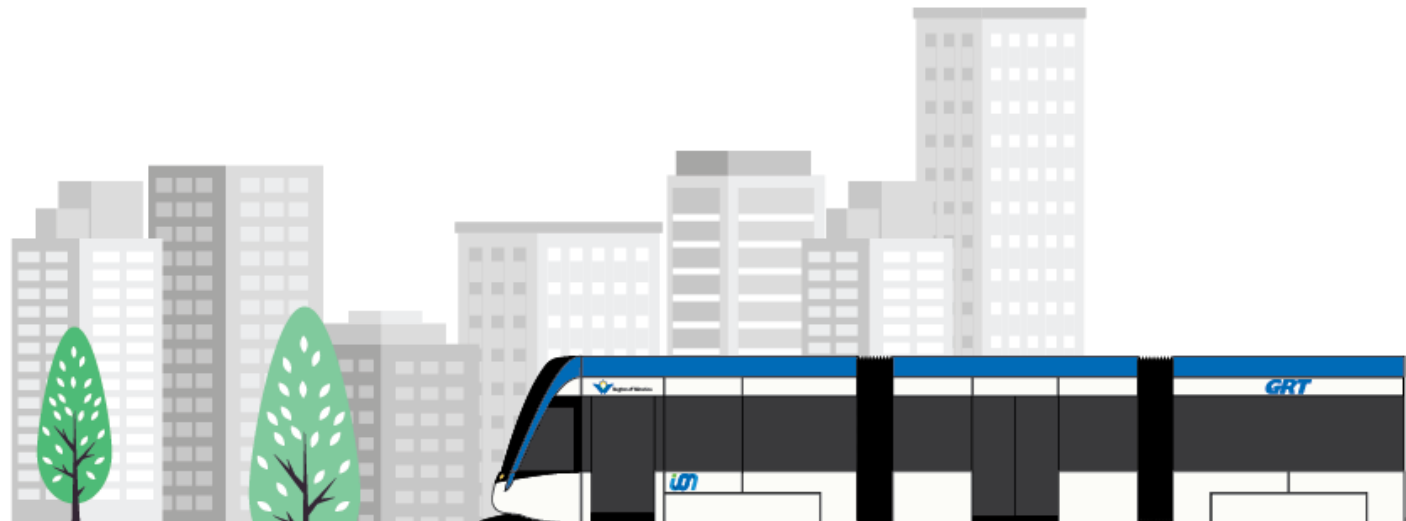
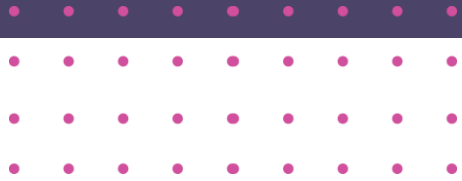
# What we heard

- Improved frequency
- Inter-municipal transit trips
- Service to new areas
- Independent & empowered services
- New and enhanced Township services
- Enhanced accessibility
- All-day, weekend and overnight services
- Affordability





# Transit investment priorities



# Bus and train



Frequency



Speed



Customer focus



New coverage



Simple and intuitive

## Frequent Transit Network

10-min service weekdays 7 a.m. - 7 p.m., and 15-min service all other times, on 16 routes



## Consistent schedules

Add trips to make schedules more consistent



## Highway express

Introduce rapid routes to give riders time back in their day



## New coverage areas

Focus expansion on growing residential and industrial areas with streamlined routes



## Overnight network

Launch 24/7 service on key routes, with 30-minute overnight frequency supporting shift workers, students, and core areas



# Specialized service



Availability



Customer focus



New coverage



Simple and intuitive

## Service investment

Introduce new staff resources  
Modernize technologies  
Increase fleet to meet growing demand for MobilityPLUS services



## Expand service hours

Extend MobilityPLUS service hours, in coordination with GRT overnight service expansion, by using existing accessible taxi partnerships



## Improve MobilityPLUS customer experience

Use new technologies and improve data collection  
Evaluate conventional fare free policy  
Better understand customer needs  
Improve coordination between MobilityPLUS and Kiwanis Transit



# Township transit



Frequency



Speed



Customer focus



New coverage



Simple and intuitive

## Consistent schedules

Enhance existing fixed routes



## New coverage areas

Introduce future fixed routes for North Dumfries and Wellesley to connect to GRT's core network



## Airport service

Introduce a new frequent, all-day, fixed route service to Breslau and the Region of Waterloo International Airport



## New on-demand transit

Add on-demand transit zones in each Township to support access to fixed-routes and expand GRT's township service area



## Alternative delivery models

Investigate opportunities for alternative service delivery, such as co-mingling to enhance operational efficiencies



# Fares



Frequency



Speed























Customer focus



New coverage



Simple and intuitive

Kids ride free	Provide support to families and caregivers with free transit for children 12 and under, riding with a fare-paying customer	    
More discounts for those in need	Enhance GRT's Affordable Transit Program to provide bigger discounts to those with the greatest financial need	    
Fare pricing	Future fare increases will be proposed to match annual service expansion, inflation, and align to comparable transit systems	    
Support employers and employees	Expand transit business account offerings using GRT Pay	    

# Benefits for the region

**~400,000 people and 200,000 jobs**

- Within 800 metres of the proposed Frequent Transit Network

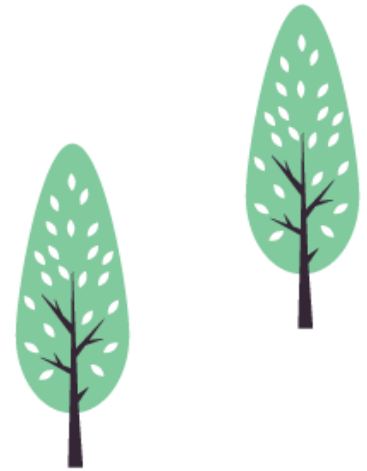
## New coverage

- Cambridge industrial areas, Southwest Kitchener, North Waterloo
- Transit in every township

## Compared to today

- The average rider can reach **~38,000 more people** and **15,000 more jobs** within a **one-hour trip**
- Commuters can save **over 20 minutes** for Cambridge to Waterloo trips

**Transit trips become more competitive and more affordable compared to cars or rideshare**



# Supporting Area Municipalities

- Teams from **all seven Area Municipalities** shaped this plan
- The plan guides our collaboration with **Area Municipalities** on:
  - New garage, stops, stations, and connections
  - Station capacity and access improvements
  - Transit priority corridor improvements
  - Future articulated & zero emission fleet needs
  - Construction-related operations
  - New developments and corridor improvements
  - Active transportation integration
  - Land use and transportation plans



# Next Steps

1

June/July 2024

- ✓ Share information about the Business Plan process
- ✓ Hear about our community's transit priorities and issues



2

Fall 2024

- ✓ Share network concepts and priorities
- ✓ Collect input to inform the plan and supporting policies and programs



We are here



3

Spring 2025

- Information update to Regional Council (April 8)
- Special Public Input Meeting (April 16)
- Information update for Area Municipal Councils (April - May)
- Final GRT Business Plan, including proposed policies, programs, and fares strategies, presented to Regional Council (June)

# Thank you



Learn more at  
[grt.ca/BusinessPlan](https://grt.ca/BusinessPlan)

