

### Background

Winnipeg is growing and expected to reach nearly a million people in the next 25 years. We need to invest in important infrastructure and services, like public transit, to support a growing, thriving, modern city - now and into the future. The Winnipeg Transit Master Plan will guide the development of a transit system that will meet the city's needs, connect residents and neighbourhoods, and provide practical ways to create a more sustainable city. It will cover all aspects of public transit including transit, rapid transit and Winnipeg Transit Plus (formerly Handi-Transit) services and will identify infrastructure to address accessibility, safety, and efficiency improvements.

### Previous engagement

Phase One engagement for the Winnipeg Transit Master Plan ran from March 15 to April 20, 2019 and began to shape a vision for the city's future transit system. This phase built awareness of the project and identified what is important to Winnipeggers. The top themes that emerged from Phase One were:

- A desire for a more efficient transit system
- Improved frequency, scheduling, and reliability
- Better transit connectivity and coverage

### Phase Two engagement

Phase Two: Proposed Network Design ran from October 25, 2019 to January 30, 2020 and asked Winnipeggers to provide input on a new network design, including the proposed routes. The purpose of this phase was to determine the level of support for the new network concept and to collect feedback on high-level regional route changes. This feedback, along with additional technical work to be completed in the coming months, will help to develop the Winnipeg Transit Master Plan to guide Winnipeg Transit into the future. A third phase of engagement will occur in 2020.

### Promotion

Public engagement opportunities were promoted using the following methods:

- City of Winnipeg website – Launched on October 25, 2019 and linked to the online engagement platform, project timeline, engagement updates, background information, and FAQs
- News release in English and French – “City seeks public input on proposed new transit network design and proposed new routes” released on October 25, 2019
- Facebook posts – 11 posts each in English and French between October 25 and November 25, 2019
- Twitter posts with 85,000+ followers – nine posts each in English and French between October 25 and November 25, 2019
- Facebook social campaigns – 529,866 impressions, 281,989 people reached and 6,207 clicks to the website
- City of Winnipeg public engagement newsletter with over 5,200 recipients – two newsletters issued on November 7 and November 21
- Newspaper ads – Canstar community newspapers (October 30 and November 13), The Manitoban (October 30), The Uniter (October 31), Senior Scope (November 10), The Leaf (November 4), and La Liberté (October 30)
- Digital display network – ads ran from October 25 to November 24, 2019 on 21 screens in 18 high-attendance city facilities
- Transit ads – ads ran in French and English in half of Winnipeg Transit's bus fleet starting November 8, 2019
- CJNU – announcer-read messages ran daily from October 28 to November 24, 2019 with an additional read on November 5, 6, 7, 21, and 22.

# Winnipeg Transit Master Plan Phase Two

## Public Engagement Summary

September 2020

Date	Activity	Details
October 25 to November 24, 2019	Online engagement platform	Over 3,760 participants engaged online, providing input and personal experiences on our English or French engagement platforms.
November 5 & 6, 2019	Stakeholder workshops	Approximately 62 people attended two workshops to learn about the proposed network design and provide their input. Invitations were distributed to the project stakeholder and contact list, which included approximately 580 contacts.
November 5, 7, 19 & 20, 2019	Community conversations	Over 110 people attended four community conversations to learn about the proposed network design and provide input in-person. These events were held in collaboration with community groups and in different areas of the city to reach a diverse range of Winnipeggers. Community groups were selected for partnerships to address concerns about outreach efforts in Phase One, and included: Barbara Mitchell Resource Centre, Manitoba Association of Senior Centres, Transportation Options Network for Seniors, and Ma Mawi Wi Chi Itata Centre.
November 16, 20 & 23, 2019	Drop-in events	Approximately 232 participants visited four drop-in events held at shopping centres around Winnipeg to learn about the proposed network design and provide input.
January 13 & 14, 2020	Discussion sessions	Approximately 300 people attended four discussion sessions to learn about proposed changes to Winnipeg Transit Plus and participate in discussions about several topics related to Winnipeg Transit Plus.

## Engagement background

Engagement for Phase Two took place in-person and online. All input received was anonymous and themed for review to help inform the Winnipeg Transit Master Plan.

Public and stakeholder events were held to provide Winnipeggers with the opportunity to learn more about the proposed network and provide in-person input. Attendees were asked to share their thoughts regarding the primary network, feeder network, downtown network and overall proposed network concept.

The online engagement platform was hosted through SurveyGizmo. Participants were provided with background on the proposed network and asked to share their level of support. Those who were opposed or needed more information were asked to provide explanatory comments. They were also invited to provide input on each zone of the proposed network (northwest, northeast, southwest, southeast, west and downtown) and had the option of answering demographic

questions to help ensure that we heard from an accurate representation of Winnipeg's population.

## Overall engagement results

More than 4,000 people provided input to Phase Two of the Winnipeg Transit Master Plan. Many route or region-specific comments were shared, which were collated for review by the technical team. Overall, a strong majority of Winnipeggers expressed support for the proposed network. While fewer people participated at the in-person events, the themes were similar to the online engagement.

## Engagement results

Below is a summary of engagement results. Over 3,720 participants provided feedback through the online survey on topics including the overall network concept, the primary network concept, and regional feedback. Approximately 400 people participated in in-person engagement activities, which focused on the same topics. While input from the in-person engagement was similar to online, most participants provided general written comments as opposed to completing the

questions from the survey. As a result, the percentages below are based on those who completed the survey questions and have been rounded to the nearest whole number.

The primary difference between the in-person and online results related to accessibility and safety, with a greater number of in-person participants identifying concerns with:

- Accessibility for people with physical or mental disabilities or impairments
- Safety concerns, including stop safety and comfort, security in neighbourhoods, and desires for heated shelters

### Overall network concept

Participants were asked about their overall support for Winnipeg Transit's proposed network concept. As seen in *Figure 1*, almost 75 percent somewhat supported or completely supported the concept and approximately seven percent somewhat or completely opposed it.

Those who did not support the proposed network concept were asked to explain why. A variety of route specific input was received. Of those who did not support the network concept, the main themes that emerged were:

- Lack of frequency and reliability of the current system, and doubt that the new network would improve this
- Concerns over the network concept or design, and expected challenges in accessing the new network
- Preference for transit options other than buses, such as grade-separated transit, light rail transit (LRT) or trams
- Opposition to the need for more frequent transfers
- Accessibility for people with physical or mental disabilities or impairments
- Other comments or concerns regarding Winnipeg's overall transportation network, cost of the proposed network or preference for the status quo.

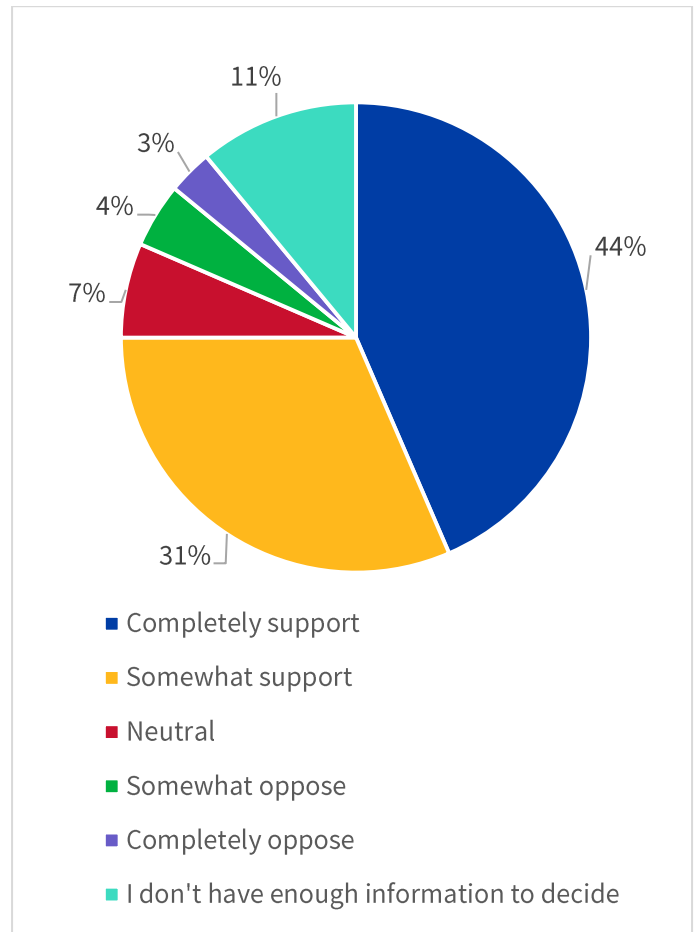


Figure 1

# Winnipeg Transit Master Plan Phase Two

## Public Engagement Summary

September 2020

### Primary network

Participants were asked how they felt the network of rapid, frequent, and direct transit lines would help to get them where they needed to go. As seen in *Figure 2*, approximately 63 percent felt the new network would work well or very well.

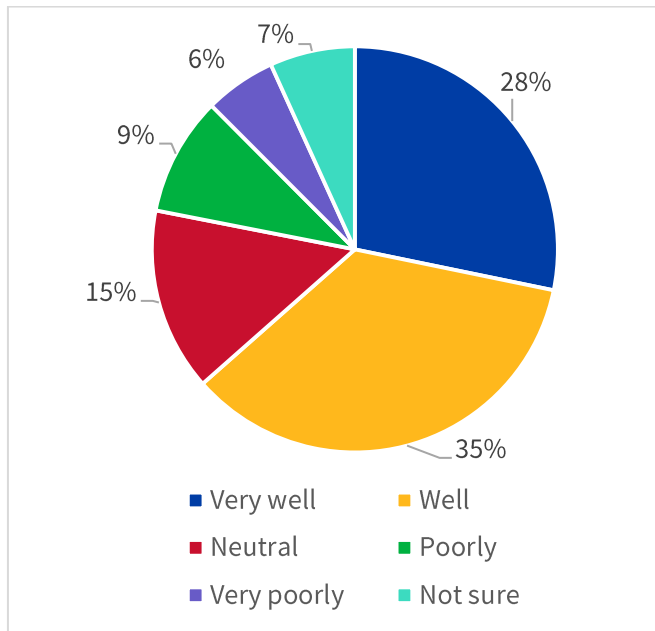


Figure 2

Of the 15 percent of respondents who felt that the network would work poorly or very poorly, many had concerns over route or region-specific issues. Sage Creek was one area that was frequently mentioned as having insufficient service. Route-specific comments were collated for the project team to review. The other main themes that arose were:

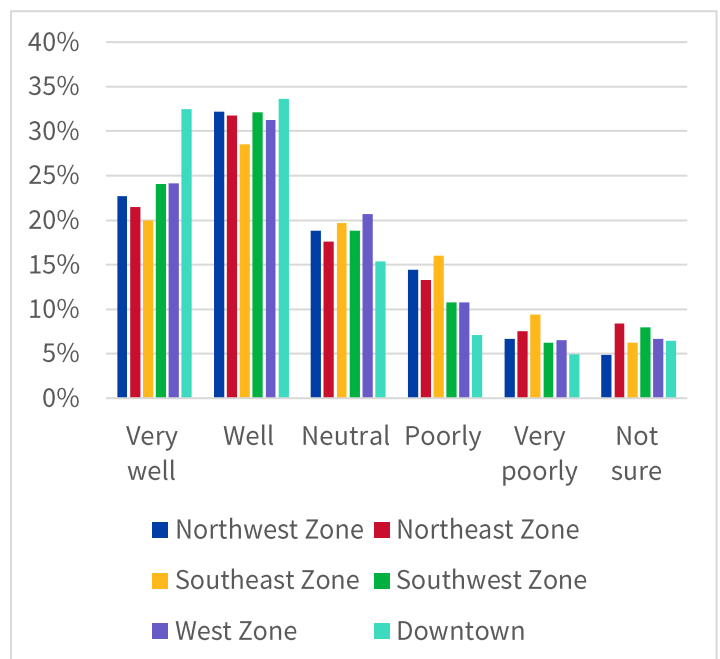
- Concerns over network design and lack of access to network
- Lack of frequency and unreliability
- Opposition to transfers
- Other concerns such as on-request service, impacts to environment, or survey concerns
- Accessibility, including concerns for those with mobility issues.

Several themes emerged from feedback of the seven percent of respondents who were not sure how they feel about the proposed primary network. Participants requested clarity on:

- The exact effects of the changes to the existing network, including how routes and stop locations will change, locations of new corridors, effects on vehicle traffic and specific transfer locations
- Detailed route and geographical information, including clearer or more detailed maps and specific route information
- Whether Winnipeg Transit can deliver the proposed network, including increased frequency and reliability
- Engagement materials and technical information, including simpler network terminology

### Zone/Region

Participants were invited to provide feedback on the proposed network design for six regions of Winnipeg: northwest, northeast, southeast, southwest, west and downtown. Respondents were asked to rate the proposed changes based on how well the proposed network would work for them in each zone. The comments we received have been shared with the project technical team, and the summary of the ratings is shown in *Figure 3*.



### How input is being used

What we heard	What we are doing
Need for better service to Sage Creek	Adding a new Connector route <sup>1</sup> (53) (St.Vital Centre to Sage Creek) and a future Frequent service route (P) from University of Manitoba and South Kenaston through Sage Creek and north to Kildonan Place
Need for better service to Linden Woods area	This area will be served by Connector route 642 (which runs along Linden Woods Drive W from Linden Ridge to Beaumont Station) and Community route 641 which connects Manitoba Institute of Trades and Technology to Rapid Route A at Seel Station.
Requests for more transit services linking popular destinations such as the airport to downtown, and to the University of Manitoba	This information and other route related comments helped inform the development of the new network concept that was shared in our Phase Two engagement. A part of the new concept is high frequency service to popular destinations. Feedback from Phase Two engagement is being used to further refine the proposed routes and the proposed rapid transit network that will be shared in Phase Three.
Desire for light rail transit (LRT) rather than bus rapid transit (BRT)	'Rapid transit' is used as a neutral term that focuses on corridors and customer service expectations related to frequency and dependability, as opposed to specific technologies. The initial phase is shown as BRT but rail could be incorporated in the future based on passenger demand and available funding. Additional engagement will occur as major projects move forward and type of infrastructure and selection of appropriate technologies will be reviewed at that time.
Need for greater focus on accessibility and Transit Plus.	Accessibility and Transit Plus are a key focus of the Winnipeg Transit Master Plan. To understand the current issues and proposed changes, we: reviewed the Manitoba Ombudsman's report on Winnipeg Transit Plus, the <i>Accessibility for Manitobans Act</i> , and what is being done for accessible transit in other cities, and audited 1,112 bus stops based on the City of Winnipeg Accessibility Design Standards. We held information sessions with Winnipeg Transit Plus users in January 2020 and will seek public feedback on proposed changes as part of Phase Three public engagement.

### Next steps

Information from Phase Two public engagement is being used by the project team to refine the network maps and routes.

Phase Three of public engagement will be launched in 2020. The project team will provide updated route maps and more detailed information on the proposed rapid transit network. Phase Three engagement will focus on Transit Plus, the rapid transit network and key considerations for implementation. Feedback from the Phase Three engagement will be summarized and included with the Winnipeg Transit Master Plan when it is presented to Council.

<sup>1</sup>For description of future route types, please see the Winnipeg Transit Master Plan Phase Two info booklet posted on the website.