

Supplement 1

Engagement Report



City of Regina

Regina Transit Master Plan

Engagement and Communications Plan

Revised December, 2021



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1 Background

This project will build on Regina's recent Transportation Master Plan, which provides key policy direction for transit service in the city. The Transit Master Plan will translate the Transportation Master Plan directions into plans and actions, and to provide a mechanism for addressing important issues such as the form and function of transit in Regina's downtown, how best to incorporate new and emerging approaches to dynamic on-demand transit service into the city for the benefit of residents, and whether or not to consider a new operational approach that would integrate conventional and paratransit service into a single service environment. The Transit Master Plan will also align from Design Regina, the City's Official Community Plan. A plan that engages the community to identify the transit needs and expectations of the public and stakeholders, and sets the transit service on a path of efficient and effective growth over the coming decades will be the result.

The **2017 Transportation Master Plan** aligns with Design Regina. The Transportation Directions outlined in this plan highlight the community priorities to provide Regina residents with a choice of travel mode that complements travel by vehicle.

Now, more than ever, transit services are developing tailored solutions that innovate in terms of apps, big data collection and usage, accessibility, active transportation, carbon emissions, and automation. Regina Transit requires a holistic transit master plan that will guide the City's development, maintain service growth, maximizing the benefits of new service options while minimizing the impacts of shocks like COVID-19. A comprehensive review of transit service and stakeholder discussion will result in a new Transit Master Plan that can help prepare Regina Transit for the future.

1.1 Project Overview

The primary objective of the Transit Master Plan is to identify the role that the transit system should play in achieving broader citywide goals, and develop a new vision for Transit that is linked to Design Regina and the 2017 Transportation Master Plan.

There is a renewed focus on the role of transit as a key factor in improving economic prosperity, health, and quality of life. The Transit Master Plan can position Regina Transit to better meet the opportunities and challenges over the next 25 years and successfully serve the community with an effective and efficient transit system that exceeds rider expectations.

Design Regina: The City's direction is guided by the community priorities identified in *Design Regina: The Official Community Plan*. This plan was developed to manage the city's growth to 300,000 people and sets the stage for longer-term development. Design Regina contains a comprehensive policy framework that guides the physical, environmental, economic, social, and cultural development of the city.

The project will consist of a review of Regina Transit's current network and ridership by conducting a needs assessment, reviewing existing policies and objectives, reviewing and transforming service standards and performance targets, and developing a route and service plan. The project also includes a review of the operation of paratransit service.

In addition to technical analysis, engaging with the community is the key to understanding how they view transit and ensuring that its development is aligned with a contemporary and realistic view of the city. The outcome will be a plan that consists of short- to long-term actions and recommendations that will create and support an improved overall transit system for Regina Transit.

Engagement will be conducted in two rounds and will align with the high-level work plan that has been developed for this project:

- In early 2021 the first round of engagement will occur, with the purpose of learning from the transit and non-transit riders what they expect from Regina Transit. The project team will also take this time to listen to the experiences of Regina Transit riders to identify opportunities to improve transit in the city.
- Preparation and review of the draft Transit Master Plan will take place over the summer.
- Round two stakeholder engagement activities will take place in September and early October, with the purpose of sharing the draft Transit Master Plan with the public and capturing their thoughts regarding the plan.
- The final Transit Master Plan will then be prepared with a presentation of the Plan anticipated in early 2022.

1.2 Engagement and Communications Team

The engagement and communications team includes members of the Dillon Consulting project team, as well as RallyRally team members. RallyRally is a communications design studio, tasked with creating a visually-engaging campaign supported by inclusive messaging in order to increase awareness and visibility of the project to boost overall engagement. The Dillon engagement lead is an International Association for Public Participation (IAP2) member, who will be supported by local team members, as well as the internal Dillon Community Engagement network that has been established by Dillon. This team will provide recommendations to the City based on our experience working on similar projects. We will gather feedback, which will be shared with City staff, which will be used to inform the Transit Master Plan.

1.3 Engagement and Communications Planning Process

Significant discussions and involvement by the project team, City staff, and the project Steering Committee informed the development of this Engagement and Communications Plan. The following bullets capture this process:

- In fall 2020 Dillon was awarded the Regina Transit Master Plan project.

- Following the award, the project kick-off meeting was held on November 9, 2020.
- The engagement team attended a meeting on November 25, 2020 to present a high-level engagement plan, and to gather feedback from City staff. The engagement plan incorporated feedback from this conversation, and the plan was then presented to the Project Steering Committee on December 3, 2020.
- On November 26, 2020, RallyRally hosted a Communications Discovery Workshop to gain strategic insights from City staff. This meeting informed the communications, messaging, and campaign creative that was developed for this project.
- RallyRally had additional conversations with City staff to understand the City's new brand guidelines and the constraints for developing the campaign creative.
- Three design and messaging concepts were developed by RallyRally, and presented to the City team on December 21, 2020, for feedback. Following this meeting, a preferred concept for the campaign creative was identified for further development and finalization in January 2021.
- In summer of 2021, Round 2 engagement planning will begin, to be implemented in September and October 2021.

Through the Communications Discovery Workshop process the participants identified the top three topics relating to the Transit Master Plan being:

1. Quality of life – access and convenience
2. Economic competitiveness – affordability and efficiency
3. Downtown considerations – impacts, opportunities, constraints

2 Engagement and Communications Planning

2.1 Approach

The City of Regina has identified the need for the engagement associated with the Transit Master Plan to be evaluated through a lens of **accessibility, sustainability and age-friendliness**. Dillon believes that genuinely involving the community in decision-making processes facilitates buy-in and leads to better, more sustainable decisions. Our public consultation and stakeholder engagement plan will be tailored specifically for this project, and will be designed to support Regina's vision, "**to be Canada's most vibrant, inclusive, attractive, sustainable community, where people live in harmony and thrive in opportunity**". The project team also recognizes Regina's mission, that they, "**are dedicated to building a strong community by providing reliable, sustainable services**".

We commit to involving the public early and proactively in this process, and throughout we will focus on creating a variety of opportunities for the public and key stakeholders to learn more about transit planning through this process, enabling them to enter into a productive dialogue with each other, with City staff, and with the project team. In addition to sharing our plans and engagement opportunities on Be Heard Regina, our engagement program will increase transparency by providing participants with the information they need to contribute in a meaningful way and clearly communicate to the public how their input affects decisions. We will use this process to identify opportunities, challenges, and issues that stakeholders feel the team should know to help us plan for the future.

Working closely with the City project team and the City Citizen Experience Department, the project team has developed a tailored approach to public engagement and communications based on the requirements of this project, the resources available, and our experience and understanding of what is necessary to facilitate productive dialogues with communities to plan for their vision of the future. This approach will include in-depth dialogues with specially convened key stakeholder focus groups. These dialogues will include learning about rider experiences with groups such as the Regina Downtown Business Improvement District, the University of Regina, and the Regina Open Door Society. We will also leverage the resources and networks of these key advisors to spread the word and recruit deeper participation in this conversation.

Through these dialogues and a series of online activities, we will identify the expectations that stakeholders and the public have for their transit system. And through the development of eye-catching graphics and clear communications materials, including the use of social media, we will present project information in formats that trigger interest and support efficient and effective understanding of the process. Finally, our team will leverage the digital tools and networks the City already has in order to broaden and deepen the conversation, reaching those not normally engaged in transit planning conversations.

We have divided our stakeholder and public engagement efforts into two “rounds.” The first round will include engagement planning, a highly visible public launch of the study, and a series of communications and outreach tactics that will inform and solicit feedback from the public and key stakeholders on the overall needs that the new Transit Master Plan should address. The focus of this opening round of engagement will be to learn what people expect from Regina Transit. The second round of engagement will provide the public and stakeholders with the opportunity to comment on the draft Transit Master Plan before the plan is finalized.

Engagement and COVID-19

On March 11, 2020, the World Health Organization officially classified the COVID-19 outbreak as a pandemic. As a result, social distancing measures have been recommended across the world. Our team recognizes that this quickly evolving situation requires changes to the typical style of in-person engagement techniques. Our team is ready to modify our engagement plan as needed throughout the course of the project to meet government requirements and public health guidelines.

Building Relationships

The foundation of our engagement approach has always been centred on building relationships. Effective communication and engagement can be an important step towards building productive relationships based on trust and respect. Relationships of trust and respect provide the foundation for meaningful dialogue. From our experience, effective engagement will take into account the following:

- Diversity of project participants and group dynamics;
- Learning about the communities where we will be working before we engage with our stakeholders;
- Historical relationships between First Nations, Métis, the City, the Province, and the Federal government;
- Sensitivity to the setting, location of meetings, and scheduling constraints;
- Encouraging discussion, good communication, and an open dialogue;
- Effective communications and outreach to build trust in the City and the process;
- Utilizing community and outside resources to relay ideas and generate discussion; and,
- Demonstrating ideas and concepts through practical examples.

2.2 Communications Planning

2.2.1 Communications Objective

Through the Communications Discovery process the following communications objective was developed:

To build off the City of Regina brand to develop a project campaign, compelling visuals and inclusive messaging in order to increase awareness and visibility of the project to support engagement throughout the Transit Master Plan process.

2.2.2 Communications Principles

- **Integrated communications and engagement:** Communications and engagement go hand in hand. Communications efforts will be strategically aligned and timed to support engagement activities throughout the project. Visually-engaging communications will generate interest in the project and promote upcoming/current opportunities to participate. Following engagement activities, we can share highlights of what happened and what was heard in order to build trust and maintain interest from participants.
- **Multi-pronged approach:** We will use a suite of communications tools for print (in-person) and digital (online) contexts to support the engagement process. These communications tools include transit ads, social media, video, website (engagement platform), e-newsletters, email, engagement briefing notes and report, and a final City Council presentation. This toolkit of various communications tools will help us to reach a wide range of stakeholders and attract a diversity of participants.
- **Consistent look:** We will create a compelling look and feel for the campaign creative to be applied consistently across all materials, along with the name “Regina Transit Master Plan”. This will help build recognition and unify the many communications Tools.
- **Accessible conversation:** Communications will use plain language and relevant messaging to make the engagement process approachable and accessible to a broad audience. Materials will pay particular attention to legibility and colour contrast in print materials, alternative text for website images, and will avoid jargon in copywriting.
- **Constructive tone:** Many residents are passionate about public transit and may want to express frustrations with their past experiences of Regina Transit. Communications should adopt a friendly and sincere tone that acknowledges any such concerns while constructively steering conversations toward solutions and how we can work together through this Transit Master Plan process to improve Regina Transit. Messaging will be inclusive and action-oriented.
- **Local champions:** We will leverage the networks and public presence of local transit supporters and advocates to spread the word and generate excitement around the project. These voices may include City Councillors, City staff, members of the public, stakeholder organizations, neighbourhood associations, and allies from Regina media outlets.

2.2.3 Communications and Design Guidelines

The project team developed guidelines for designing materials and communicating with the public and stakeholders. These guidelines were developed in collaboration with the City of Regina project team as a part of the Communications Discovery process.

1. Reflect on the engagement principles in our communications. Encourage participation and build trust in the process.

2. Be clear and strategic. Keep the big picture in mind, while linking it to key topics that resonate with our diverse audiences.
3. Build on the foundation of the City's brand guidelines. Bring a fresh perspective to existing brand elements to create compelling visuals that feel inclusive.
4. Use accessible messaging. Embrace bold, plain language messaging to engage all audiences. Promote participation with relevant calls-to-action.
5. Reduce barriers. Engage at convenient touchpoints so it's easy for our audiences to participate.

2.2.4 Voice and Tone

Whether online, in print, or in-person, our communications should feel:

- conversational
- friendly
- helpful
- optimistic
- responsive
- collaborative
- energetic

We will embrace bold, plain language messaging, avoiding use of the problematic term “transit user”. People taking part in the process should be made to feel welcomed and safe. We want to foster a sense of community and Regina pride.

All communications should include a call-to-action. We will use active language that invites people to share their thoughts and that encourages participation.

2.3 Engagement Planning

2.3.1 Engagement Principles

The following principles will guide our process and will inform the public engagement objectives and techniques at each decision step.

- **AGE FRIENDLY and DIVERSE:** Transit is a service for everyone. We will work diligently to remove or reduce barriers, the best that we can, to ensure that diverse voices are heard throughout this engagement process. This includes people of different ages, ethnicities/cultures, socioeconomic standings, gender identities/sexual orientations, and those with specific accessibility requirements. Our approach to accommodating participants will be informed by the needs identified during pre-engagement interviews.
- **EQUITABLE and MEANINGFUL:** Taxpayers, as well as those who are affected by a decision have a right to be involved in the decision-making process. The direction of

Regina Transit must be shaped by the experts – those who ride transit regularly. This process will also involve current non-transit riders. Participants will be provided with the information they need to participate in a meaningful way that informs the outcomes.

- **ENGAGE EARLY and LEARN FROM STAKEHOLDERS:** We will keep the public and stakeholders informed and will involve participants at key decision points early in the process and at regular periods throughout. We will use the engagement process to learn what the public and stakeholders expect from Regina Transit and to capture their rider experiences.
- **ACCESSIBLE:** Regina Transit will attract current transit riders and non-transit riders alike to a city-wide dialogue through engaging techniques and visuals and the use of jargon-free communication. A diversity of outreach and engagement approaches will be used so that Regina residents are aware and can choose their level of involvement.
- **EDUCATIONAL:** The engagement associated with this project will educate stakeholders regarding the considerations that go into planning for transit in Regina.
- **PROACTIVE:** We will work with representatives from organizations and stakeholder groups prior to engaging to identify specific needs and potential pain points. What we learn through pre-engagement interviews will be used to develop engagement and communications materials that are appropriate and respectful.
- **TRANSPARENCY:** The decision-making process, including how participant feedback is incorporated, will be clearly communicated throughout the transit service review.

2.3.2 Engagement Purpose

Each engagement round will have a different purpose:

Round 1 engagement purpose

To understand the varied needs and expectations of the public and stakeholders for Regina Transit, in order to develop and appropriately prioritize strategic actions that align with City policies, plans, and projects, which will inform the draft Regina Transit Master Plan. Through round one we will identify opportunities to share with stakeholders what goes into planning for transit in Regina, so they can more effectively participate in creating a vision for the future.

Round 2 engagement purpose

To share the draft Regina Transit Master Plan with the public and stakeholders, and listen to their feedback. What we learn from this engagement round will be incorporated into the final Regina Transit Master Plan where possible.

2.3.3 Engagement Outcomes

The following engagement outcomes have been identified by the project team:

1. To identify the varied needs of the public and stakeholders for the transit system;
2. To capture rider experiences;
3. To identify gaps in service;

4. To better understand the role transit plays in the City's achievement of strategic planning goals, particularly in the Downtown; and,
5. To inform the development and finalization of the Regina Transit Master Plan.

3 Stakeholders

3.1 Stakeholder List

Through the Communications Discovery Workshop, City staff and the project team identified the following key stakeholder groups that should be identified:

- Indigenous Communities;
- Major Employers and Business Groups;
- Educational and Medical Institutions;
- Social and Health Service Providers;
- Internal Stakeholders (City Departments, City Council, Union, etc.);
- Transit Agents;
- Transit Staff;
- Students and Youth;
- Seniors;
- People with Accessibility Requirements;
- Newcomers;
- People Facing Language Barriers;
- General Transit Riders;
- Non-Transit Road Riders;
- Regional Residents; and,
- Tourists.

The list includes groups, organizations and individuals, and their high-level corresponding issues or interest areas. Stakeholders are classified as Primary, Secondary or Tertiary.

- **Primary** = key stakeholders, those likely to be directly affected by decisions
- **Secondary** = those likely to be indirectly affected
- **Tertiary** = those who are not likely to be either directly or indirectly affected, but who might be in an advisory or advocacy capacity or otherwise be able to influence the decision in some way (e.g., local media, other municipal departments/agencies)

3.2 Existing Concerns and Issues

Through the Communications Discovery Workshop the following stakeholder issues and concerns were identified by the City staff and the project team:

- Downtown impacts
- Capacity

- Mobility Issues
- Scheduling
- Convenience
- Affordability
- Technical capabilities and rider access
- Visual and cognitive barriers
- Safety

These concerns and issues will be discussed during the pre-engagement interviews, and interview participants will be asked if there are other themes that may come up through the engagement process. Although not an exhaustive list, identifying the potential concerns and issues noted above will help the project team to develop messaging and survey questions to learn more about these challenges.

3.3 Key Messages

The following key messages have been developed for the engagement process. These key messages should be reviewed by the project team and City staff on a regular basis, building a consistent message regarding this project. These messages may be updated from time to time. Additional or revised key messages will be prepared for the round two engagement based on what we hear in round one.

The following key messages reflect the main points that we want to communicate; they do not reflect actual copywriting intended for creative materials. At every opportunity, we want to reinforce the relevance of the Transit Master Plan by connecting the big picture to specific topics that will resonate with our diverse stakeholders.

3.3.1 Round One Key Messages

- We're working on a plan for transit and want your thoughts on how to improve it.
- The primary objective of the Regina Transit Master Plan is to identify the role that the transit system should play in achieving broader city-wide goals to better meet the opportunities and challenges over the next 25 years, and develop a new vision for Transit that is linked to Design Regina and the Transportation Master Plan.
- The Transit Master Plan will help Regina Transit successfully serve the community with an effective and efficient transit system that exceeds rider expectations.
- We want to learn more about your rider experiences and what you expect from Regina Transit – now and in the future.
- Even if you're not a regular transit rider, we still want to hear from you. We all have a role to play in the future of our transit system.

- Topics for discussion/feedback could include: routes, reliability, service, buses, infrastructure, communication, quality of life, accessibility, convenience, environmental health and sustainability, economy, affordability, and the Downtown corridor.
- Your participation in the engagement process will be used to inform the Transit Master Plan.
- You will have two opportunities to engage with us through this process: once this winter/spring, and again this fall. The final Transit Master Plan is anticipated in December 2021.

3.3.2 Round Two Key Messages

- We heard your thoughts on how to improve transit earlier this year. Now we want your feedback on the draft Transit Master Plan. Check out the proposed changes that could be made over the next 25 years. Share your thoughts on Be Heard Regina!
- Earlier this year you shared your thoughts on how to improve transit. We gathered your comments and have prepared a draft Transit Master Plan. This fall you will be able to share your thoughts on the draft Plan.
- You let us know your thoughts on how to improve routes. We heard you and now want your feedback on the proposed changes that could be made over the next 25 years.
- You let us know your thoughts on how to improve how you get to the bus. We heard you and now want your feedback on the proposed changes that could be made over the next 25 years.
- We want your thoughts on the draft Transit Master Plan. From proposed routes, schedules, information resources, and stops we want to hear from you.
- We're working on a plan for transit and want your thoughts on the future of transit in Regina.
- Your thoughts on transit will be considered before the draft Transit Master Plan is presented to Council for approval.

4 Engagement and Communications Strategy

The following section describes the tools and techniques that will be used to achieve engagement and communications objectives. Details regarding the tools and techniques are referenced in **Section 5** in the implementation plan.

4.1 Engagement Tools and Techniques

Pre-engagement Interviews: A series of short telephone interviews (up to 6, 30-minute interviews) with internal and external key informants that represent diverse perspectives on the project. These interviews will help us develop and ground-truth stakeholder interests, and refine our approach to engagement by seeking input from participants themselves in designing how they would like to be involved.

Key Stakeholder Focus Group Workshops: In-depth dialogue with specially convened groups of stakeholders/special interest groups. Potential invited groups could include:

- Those with accessibility needs;
- Seniors;
- Major employers;
- Students, youth, and education providers;
- Front-line Regina Transit employees (drivers and customer service staff); and,
- Business Improvement Districts and Community Associations.

Where possible the workshops will also be used to educate stakeholders regarding the considerations that go into planning for transit in Regina.

Key Informant Interviews: In Round 1 up to 5 one-on-one virtual or telephone key informant interviews with key individual stakeholders or representatives of key interest groups will occur in each round of engagement. Key informant interviews can be used to capture perspectives not represented during Key Stakeholder Workshops.

Regina Transit Staff Survey: A Regina Transit Staff survey will be conducted in engagement round one. The purpose of this survey will be to collect information and ideas for areas to improve Regina Transit. This survey will be available in a mobile-friendly format and also provided in hard copy in the operators lounge with a drop-off box to return surveys.

Online Surveys: Two online surveys will be developed to inform the Transit Master Plan, and at a critical juncture in the decision-making process. During the first round of engagement, an online survey will focus on the identification of issues, transportation needs and what people expect from Regina Transit. Round one will also include a survey prepared for transit operators to identify areas for improvement. In the second round of public engagement, a survey will be shared with the public on Be Heard Regina, to gather feedback on the draft Transit Master Plan.

Both surveys will be mobile-friendly, use primarily closed-ended questions, and will utilize visuals where suitable. Surveys will be widely promoted through various communications channels, with specific targeting of key groups to ensure broad representation in respondents.

Be Heard Regina: A customizable community engagement platform that can be tailored to the needs of Regina Transit, creating a space for the community to be engaged and informed, particularly harder to reach participants (such as those unable to attend one of the proposed workshops, or with schedules that may not permit them to attend community events) in order to achieve better planning outcomes for Regina Transit. The platform will also be used to educate stakeholders and visitors to the site regarding what is considered when planning for transit in Regina. To help achieve this, the presentation that will be shared in the stakeholder workshops will also be posted on the Be Heard Regina website.

Information Sessions: Two information sessions will be held in Round Two, and will include a detailed presentation by the Project Team. The presentation will outline what is proposed in the draft Transit Master Plan. Round 1 workshop participants and members of the general public will be invited to this event. The purpose of the event will be to present the draft recommendations through facilitated dialogue and a Q+A period and break-out rooms. Attendees will also have the opportunity to provide feedback on the draft recommendations through an evaluation form that will be shared with participants after the workshops.

City Council Workshops: At key milestones in the project (up to two), City staff and Dillon may host a Council workshop to share project updates and listen to Council feedback.

Accessibility Advisory Committee Presentation: In Round 2, members of the project team will present the final Transit Master Plan to the Committee and will listen to feedback and address any questions from Council.

City Council Presentation: Members of the project team will present the final Transit Master Plan to Council and will address any questions from Council.

4.2 Communication Tools and Techniques

Campaign Creative: We will design creative materials to raise awareness of the project, to clearly communicate about the Transit Master Plan, and to promote engagement. We will develop a cohesive look and feel for the project, based on the approved creative concept that asks for “Your thoughts on transit” and features a colourful cast of characters – speech bubbles and thought bubbles riding transit. We will use “**Regina Transit Master Plan**” as the public-facing name (descriptor) of the project. RallyRally will lead the design of communications materials and provide graphic assets to City staff to adapt into various formats for roll-out across print and digital media.

Be Heard Regina: Working in partnership with City staff, we will set up a project on the City of Regina engagement platform [Be Heard Regina](#), which serves as the main online hub for the project and is the City's online community for public engagement. The project webpage will be updated regularly to share details about the process and study findings and to educate visitors to the site about Regina Transit planning considerations. At the end of each round of engagement the page will be updated to include summaries of how public feedback is being incorporated, newsletter updates as they are published, and invitations to participate in surveys or in-person events. The page will use plain language and visual summaries and include links to supporting information. [Be Heard Regina](#) is a forum with the potential to reach a wide breadth of residents, issue polls and surveys, communicate public engagement events and receive and log input. This online venue provides participants with the information they need to contribute in a meaningful way and clearly communicate to the public how their input affects decisions. Round Two will include the addition of the 'Places' tab to allow the public to provide direct feedback on the physical changes to the transit system that are proposed in the draft Transit Master Plan.

Social Media: Rather than creating new social media accounts for this project, we will leverage established accounts such as @CityofRegina and @YQRTransit. We can use the hashtag **#ReginaTransitPlan** as it is unique to this project, clearly related to the project name and URL. Social media posts should also include the hashtag **#YQR** which is commonly used by the City. Organic social media posts will be published on Facebook and Twitter. In addition, for key content such as the project video featured graphics, it is recommended to pay for sponsored posts or social media ads which will boost the posts to a much larger targeted audience (see details on Facebook ads [here](#), as an example). We also recommend [Facebook's Dynamic Ads](#) to tailor specific ad content to various audiences. In round 1 of engagement, some ads can drive traffic directly to the survey page rather than the project landing page. In order to remain engaging, ad content should be refreshed after 4 to 7 days in-market. Further, social media is not only a communication tool but also an engagement tool. As such, City staff should be prepared to respond constructively to comments and concerns from Regina residents, as social media channels are often used to voice complaints about transit service.

Video: For round 1 of engagement, we will create a short graphic video (approximately 30 seconds) to introduce the project to the public and stakeholders. The video will be produced specifically to capture attention and share online, distilling the purpose of the project and how to share feedback and rider experiences. It will feature similar content to our ads, but brought to life through animation. This video can be shared widely through the City's social media channels, featured on the project website, and used throughout the engagement campaign.

Presentation: A presentation will be prepared by the project team with the purpose of educating stakeholders and visitors to the Be Heard Regina webpage about what Regina Transit must consider when planning for transit in Regina. This presentation will also be shared at the stakeholder workshops to build a foundation for workshop participants for the discussions that will take place during the workshops.

Radio Interview: The project team recommends that the City consider identifying a City representative that can speak with media outlets about the project. In our experience we have seen an increase in survey responses when a municipality includes this type of discussion in their engagement plans.

Transit Ads: A series of print ads on the transit system – on bus shelters, in-bus ad space, and any other available media space – will help to build awareness and drive participation among current transit riders. In-bus advertising to promote the survey is a great opportunity to reach riders who are sitting with their phones and who can potentially spare a few minutes to complete the survey on their devices.

City Internals: The Project Team will provide graphics to the City of Regina for use on the City's intranet page, TV display, and elevator ads.

Out of Home Digital Ads: Creative materials will be provided to the City of Regina for use in out of home digital ads, which will be arranged for by City staff.

Posters: For each round of engagement, posters will be developed, which can be printed, posted in high traffic areas, and shared with stakeholders to post in their own buildings. The purpose of these posters will be to encourage the public and stakeholders to take the survey. This can include a poster in the operators lounge to encourage participation from Regina Transit staff.

E-Newsletters: A series of project email newsletters will be prepared for distribution by Dillon. It is anticipated people can sign up for the e-newsletters through Be Heard Regina. Up to 6 newsletters throughout the course of the project will provide stakeholders, decision-makers, and interested members of the public with regular updates on the project's progress, summaries of how public feedback is being incorporated, and invitations to participate in surveys or events. E-newsletters will utilize attractive templates and graphics to communicate information and will comply with all Freedom of Information and Protection of Privacy Act and Canada's Anti-Spam Law (CASL).

Email: An email address specific to the project will be posted on Be Heard Regina, and will be monitored by City staff with all relevant messages forwarded to the consultant team. The project may leverage the existing email address: reginatransit@regina.ca. Consultant engagement, communications and technical teams will provide support for replies, as required. An automatic "thank you" confirmation message should be sent from the email address, along with a commitment that a project representative will respond to any queries in the email within two business days.

Council Memos: Council memos will be prepared at the start of the project to let them know about the project. A second memo can be provided prior to the Plan going to Council. These memos will be prepared by City staff, and reviewed by Dillon for content.

Engagement Briefing Notes & Final Report: Findings from each of the two rounds of public engagement will be summarized in briefing notes that will describe the engagement activities that took place during that round, stats on participation and communications exercises, a summary of the themes identified upon analysis of feedback, and commentary on how well the engagement activities have been meeting the engagement objectives. Briefing notes will be utilized by the technical team to directly inform the service review. Elements of the briefing notes should be shared with the public in project updates as a “what we’re hearing” summary. The second briefing note will be rolled into the Final Engagement Report which will feature visuals such as photos and infographics.

5 Implementation Plan

5.1 Resources

Consultant resources dedicated to the Engagement and Communications Plan include:

Dillon Consulting Engagement Staff:

- Brandy MacInnis - Public and Stakeholder Engagement Lead
- Adam Prokopanko - Engagement Team
- Kristen Harder - Engagement Support Team Member
- Administrative Support
- Full technical team support wherever required
- Dillon Community Engagement network
- Dillon Graphics team

RallyRally Communications Staff:

- Jay Wall - Communications and Graphic Design Lead
- Adam Bischoff - Communications and Graphic Design Team

5.2 Comment Management, Analysis and Response Protocols & City Support

The following assumptions and understanding has been established as a component of implementing this Engagement and Communications Plan.

E-newsletters will be sent to the public by the City leveraging Be Heard Regina and direct email.

- Project email and social media accounts will be solely managed by the City.
- Dillon to offer support if there are technical responses required via email or over the phone.
- A guaranteed response time of 2 business days is critical for project reliability and relations with participants.
- All communications, comments and responses will be forwarded to the consultant team.
- The consultant team will track consultation feedback and provide summaries that will be used as the basis for reporting back to participants (“what we heard”).
- The City will be responsible for responding to media inquiries, including identifying a City media spokesperson assigned to respond to inquiries. It is recommended that this media spokesperson also offer to media outlets the opportunity for an interview.
- City staff will attend engagement events as requested by Dillon.

- City staff will monitor the installations to ensure the materials are in an acceptable condition. City staff may be requested to set up, move, and take down the installations.

5.3 Engagement Implementation Plan

The table below provides a high-level implementation plan for the entire engagement process, listing Engagement Objectives for each decision step that are informed by our Engagement Principles describes corresponding Tools and timing and provides additional details, including roles and responsibilities for the consultant team and Regina Transit staff. Where necessary (e.g. workshops, Be Heard Regina launch, surveys, etc.), a more detailed event plan will be developed ahead of time.

Task	Engagement Objectives	Notice of Engagement	Tactics and Materials	Timing	Roles and Responsibilities
Project Phase 2: Community & Stakeholder Engagement - Round 1 (November 2020 - March 2021)					
Task 2.1 Engagement Planning and Public Project Launch	Develop a robust Engagement and Communication Plan that considers how participants would like to be involved. Includes pre-engagement interviews.	Meetings, email and phone communication with City staff.	Engagement and Communications Plan , scope definition, stakeholder list and analysis, detailed engagement timeline, preliminary engagement goals and objectives.	November 2020 - January 2021	Plan Developed by Dillon and RallyRally. Plan approved by the City staff.
	To determine the way in which stakeholders would prefer to be engaged throughout the process.	Email and phone communication to book interviews. Virtual and telephone interviews.	Conduct six brief pre-engagement interviews with diverse internal and external key informants. Interview and reporting guide.	December 2020 - January 2021	Dillon to reach out to and interview stakeholders approved by City staff.
	n/a	n/a	Create design concepts for engagement and communications initiatives.	November 2020 - January 2021	Created by RallyRally, with Dillon input. Approved by City staff and Steering Committee.
	Utilize approved project brand and visual identity to develop public interest in the project early on.		Project Video Engagement and Communication Materials	January 2021	Developed by RallyRally with Dillon input. Approved by City staff and Steering Committee.
Deliverable: Engagement Plan and Communications Plan					

Task	Engagement Objectives	Notice of Engagement	Tactics and Materials	Timing	Roles and Responsibilities
Task 2.2 Workshops and Discussions	Identify issues, transportation needs, and the public expectations of Regina Transit's role. To educate stakeholders about the considerations that go into planning for transit in Regina.	Emails, direct invitations	Five workshops - up to 2 hours in length. Agenda, workshop materials, feedback form/survey. Summary of what we learned.	February 2021	Attendee list developed by Dillon, approved by City staff. Dillon and RallyRally to prepare and produce all materials, approved by City staff. In some cases City staff may be asked to attend workshops.
	To clarify or better understand what we heard during the workshops, and through the surveys.	Emails, direct invites	Additional (up to five) one-on-one telephone or virtual interviews with key informants . Interview and reporting guide.	February 2021	Attendee list developed by Dillon, approved by City staff. Dillon to provide reporting guide outlining what we heard.
	To clarify and better understand challenges and opportunities identified through engagement round one.	n/a	Transit Ridealongs	March 2021 (or later depending on Covid considerations)	Dillon to identify targeted routes to ride based on public and stakeholder feedback.
	To share project updates and listen to Council feedback.	City staff to coordinate workshops	Council workshop presentation agenda and materials	March 2021	Transit staff to arrange in coordination with Clerk's/Mayor's Office. Communications to provide support in material preparation. Dillon staff to attend to respond to questions.

Task	Engagement Objectives	Notice of Engagement	Tactics and Materials	Timing	Roles and Responsibilities
Task 2.3 Digital Engagement	To inform Council of the project and engagement timelines.	Email	Council Memo	January 2021	City staff to prepare and share memo with Council digitally. Reviewed by Dillon for content.
	Develop an integrated digital engagement approach to extend the overall public engagement and outreach strategy, and provide the technical team with meaningful input.	Email, Social Media, Be Heard Regina	Project E-Newsletters	February 2021 March 2021	Sign-up on Be Heard Regina. E-Newsletter developed by Dillon and RallyRally, approved by City.
	Establish a strategy to continually issue updates using social media that ensures continuous engagement.	Social Media, Be Heard Regina	Social media strategy and Updates.	January - December 2021	Content/graphics developed by Dillon and RallyRally, approved and posted by City. Detailed social media timelines developed by City staff. Social media monitored by City. Information and comments received shared with Dillon by the City.
	Provide an online opportunity for stakeholders to provide feedback.	Social Media, Be Heard Regina	Employ digital platform using Be Heard Regina , offering a feedback tool for online interactive mapping and survey to gather origin and destination information.	January - December 2021 Survey live January 26 - February 16	Developed by Dillon. Approved and posted by the City.

Task	Engagement Objectives	Notice of Engagement	Tactics and Materials	Timing	Roles and Responsibilities
	To identify improvements that could be made to Regina Transit that are recommended by Transit staff.	Survey form	Transit staff survey	January - February 2021	Survey questions developed by Dillon, approved by City staff.
Task 2.4 Engagement Findings	Findings from the various engagement activities will be analyzed, synthesized and summarized.	n/a	Develop Engagement Briefing Note #1	March 2021	Content/graphics developed by Dillon and RallyRally, approved by City staff.
Deliverable: Engagement Briefing Note #1					
Phase 3 - Setting the Policy Framework <i>The purpose of this phase is to take the information and insights gathered in Phases 1 and 2 and consider the direct implications for Regina Transit and Paratransit.</i>					
Task 3.5 Policy Framework Workshop	Confirm the direction of the draft policy framework document, the needs statement, roles, vision, mission and goals.	E-mail list, direct invitation	Agenda, workshop materials, location booking (in person) or virtual engagement platform.	March/April 2021	<p>Dillon to develop an invitation list approved by the City.</p> <p>Materials developed by Dillon and RallyRally and approved by City.</p> <p>Facilitated by Dillon staff, attended by City project staff. Dillon can provide 1-2 staff for a workshop for up to 2 hours.</p>

Task	Engagement Objectives	Notice of Engagement	Tactics and Materials	Timing	Roles and Responsibilities
Phase 7 - Bringing the Plan Together <i>This phase brings together all of the work in the previous phases into a single place and creates an overall implementation plan and draft Transit Master Plan document.</i>					
Task 7.1 Digital Engagement	To provide a project update to the public and stakeholders and let them know about the round two engagement that will kick off in fall 2021.	Email, Social Media, Be Heard Regina	Project E-Newsletters	August 2021	Sign-up on Be Heard Regina. E-Newsletter developed by Dillon and RallyRally, approved by City.
Phase 8 - Community and Stakeholder Engagement Round 2 <i>Phase 2 stakeholder and public engagement will focus on gathering feedback on strategic directions and draft plans.</i>					
Task 8.1 Workshop and Discussions	To share the draft Transit Master Plan high-level elements and request feedback from the public and stakeholders.	Emails, direct invitations	<p>Three stakeholder workshops - up to 2 hours in length. One workshop will be developed specifically for people with accessibility requirements.</p> <p>A fourth workshop will be held for Transit staff.</p> <p>Agenda, workshop materials, feedback form/survey.</p> <p>Summary of what we learned.</p>	September 2021	<p>Attendee list developed by Dillon, approved by City staff.</p> <p>Dillon and RallyRally to prepare and produce all materials, approved by City staff.</p> <p>In some cases City staff may be asked to attend workshops.</p>
	To share project updates and listen to Committee feedback.	Transit staff to arrange in coordination with Clerk's/ Mayor's Office.	Accessibility Advisory Committee Presentation and Discussion	September or October 2021.	Dillon staff to attend to present the draft Transit Master Plan, respond to questions, and capture feedback.

Task	Engagement Objectives	Notice of Engagement	Tactics and Materials	Timing	Roles and Responsibilities
Task 8.2 Digital Engagement	To provide Council with a project update and to identify the engagement timelines.	Email	Council Memo	September 2021	City staff to prepare and share memo with Council digitally. Reviewed by Dillon for content.
	Create a version of the materials and a summary of the presentation that can be accessed online and shared through social media channels	Email list, Social Media, Be Heard Regina	Ongoing Social Media Strategy and Updates	September - October 2021	Content/graphics developed by Dillon and RallyRally approved and posted by City staff. City staff to monitor social media and provide feedback to Dillon.
		Be Heard Regina	Be Heard Regina Update	September - December 2021	Content/graphics developed by Dillon and RallyRally, approved and posted by the City.
		Email list, Social Media, Be Heard Regina	Online Survey	September - October 2021	Development/analysis by Dillon. Graphics developed by RallyRally. Survey approved by City staff. City staff to assist with survey deployment of the survey.
		Email, Social Media, Be Heard Regina	Project E-Newsletters	September 2021 October 2021	Sign-up on Be Heard Regina. E-Newsletter developed by Dillon and RallyRally, approved by City.

Task	Engagement Objectives	Notice of Engagement	Tactics and Materials	Timing	Roles and Responsibilities
Task 8.3 Final Engagement Reporting	To demonstrate how public feedback was incorporated into the final Transit Master Plan	Email list, Social Media, Be Heard Regina	Development of Engagement Briefing Note #2, combined with Note #1 to create a What we Heard Document inclusive of survey results, and all workshops held after Round 1. Communicate to the public and stakeholders.	October – November 2021	Developed by Dillon and approved by City.
Deliverable: “What we Heard” Document					
Phase 9 - Finalizing the Plan <i>Phase 2 stakeholder and public engagement will focus on gathering feedback on strategic directions and draft plans.</i>					
	To inform the public of the presentation to Council. To provide a project update once the Transit Master Plan has been approved by Council.	Email, Social Media, Be Heard Regina	Project E-Newsletters	Early 2022	Sign-up on Be Heard Regina. E-Newsletter developed by Dillon and RallyRally, approved by City.
Task 9.2 Present the Transit Master Plan	n/a	n/a	Presentation materials (if required)	December 2021	Dillon will present the Final Regina Transit Master Plan to Council for approval.
Deliverable: Final Transit Master Plan					

6 Evaluation Plan

At its most basic, our evaluation will answer the following questions on an ongoing basis after each outreach tactic, engagement event, at the close of each round of engagement and at the end of the project:

1. **Has the engagement initiative succeeded?** E.g., met targets, met objectives, and resulted in other achievements.
2. **Has the process for engaging the audience worked?** E.g., what happened, what worked well and less well, lessons for future participatory activities, and potential adjustments needed for messaging and communications.
3. **What impact has the engagement process had?** E.g., on participants, on the quality of decisions, on decision-makers or on others involved.
4. **What was the level of engagement?** E.g., what was the survey response rate, how many people participated in the workshops.

The project team will consider the engagement and communications work associated with this project a success if the following has been achieved:

- Engagement resonates with residents – a high level of participation.
- Engagement encourages dialogue between residents, stakeholders, and the City.
- Engagement informs achievable recommendations and clear priorities for the Transit Master Plan.
- The City is seen as transparent, trustworthy and helpful.
- We bring a fresh perspective to public engagement in Regina.
- The Transit Master Plan supports and aligns with other City plans and policies.
- City Council ultimately approves and endorses the Transit Master Plan.
- Regina emerges as a leader that inspires transit solutions in other municipalities.

The project team has set the following goals as a part of evaluating the engagement and communications work include. We feel this engagement and communications plan will be a success if:

Round 1 Engagement:

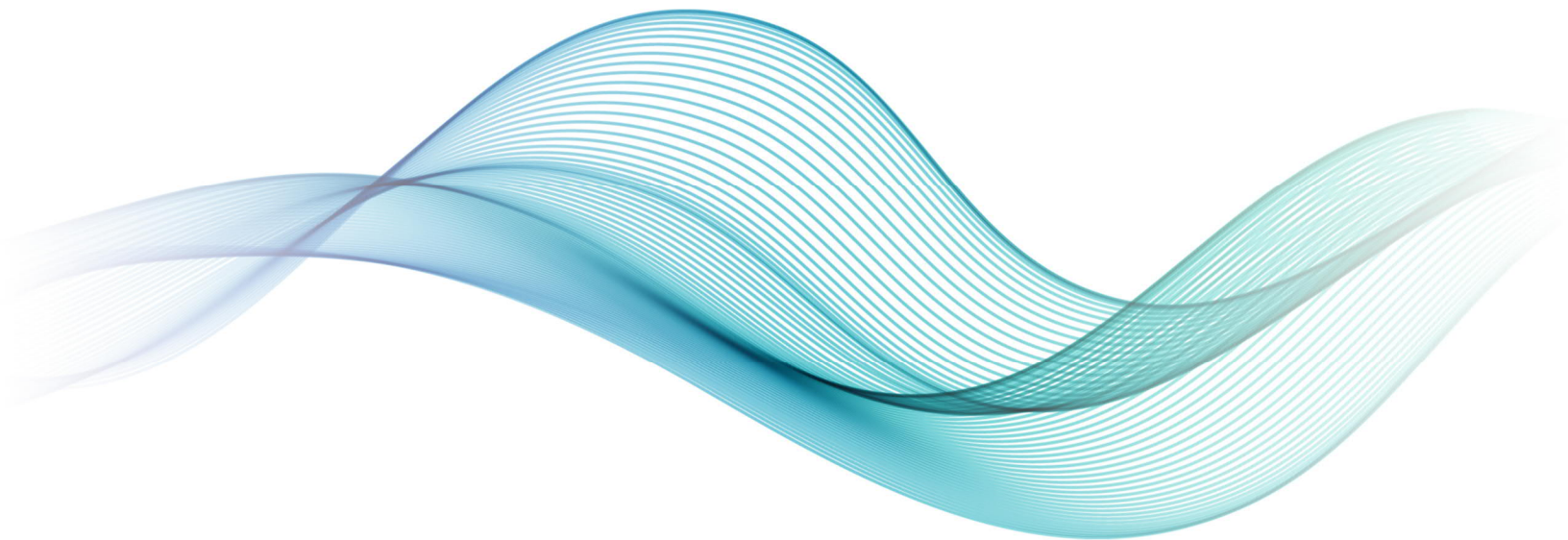
- We conduct five pre-engagement interviews to support the development of this plan.
- A minimum of 500 survey responses are provided for each round of engagement.
- 30% of transit operators respond to the round one transit operator survey.
- A minimum of 75 people attend the round one workshops.
- A minimum of 200 people provide their email addresses to get project updates.
- A minimum of 500 people click to Be Heard Regina through social media.

Round 2 Engagement:

- A minimum of 350 survey responses are provided for each round of engagement.
- A minimum of 40 people attend the three, Round Two workshops.
- A minimum of 300 people click to Be Heard Regina through social media.

Appendix A

What We Did With What We Heard



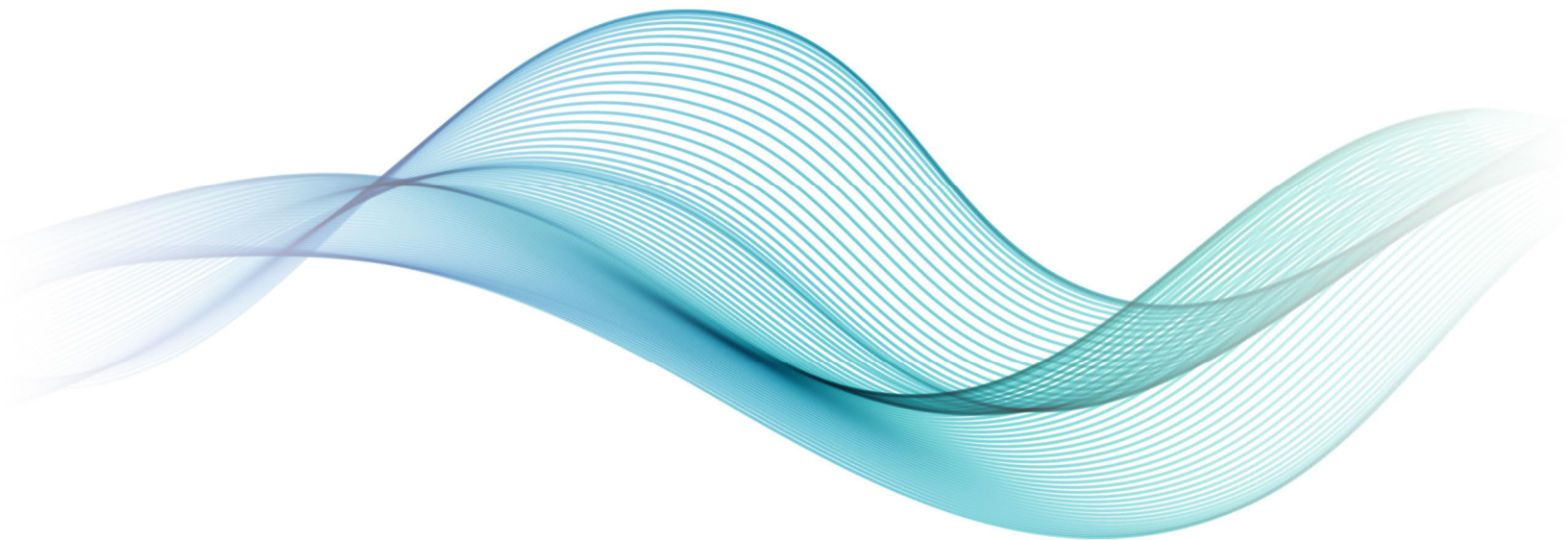
What We Did With What We Heard

What We Heard	What we Did
On-Demand	
Concern that On-Demand has the potential to reduce the service and efficiency of Paratransit	The Plan specifies that On Demand service should be provided by additional resources, over and above the Paratransit resource budget
Concern that On-Demand would offer a lower level of service than Local routes	It is recommended that On Demand service is available at frequencies at least equivalent to Local routes
Routes and Frequency	
Transit service improvements to key destinations are needed	Main routes specifically target key destinations with significant increases in service
Essential community services should be serviced by local transit routes	Local routes have been designed to serve essential community services
Reduction in 60-minute frequencies	The Plan is now recommending improved frequencies during lower demand periods
Transit Hubs	
The establishment of transit hubs with amenities: good lighting, heating, a panic button, video cameras, Wi-Fi, a phone recharge station and seating, will help create a safe and comfortable atmosphere	Further recommendations have been made regarding passenger safety and security, as well as suggested amenities at hubs
Fares	
Free fares for youth 18 and under	Further investigation and stakeholder engagement has been recommended for making high school student travel free
Paratransit	
Concern regarding the application process for Paratransit, including the use of third party medical professionals	Paratransit eligibility and the application process has been further specified, with a focus on reducing barriers to access
The budget should be increased for paratransit service to accommodate the needs of seniors and customers with disabilities	The Plan recommends that the Paratransit budget be increased
Downtown Service	
Vehicle access on 11th Avenue should be prohibited	The proposed downtown arrangement seeks to balance demands for multiple modes of transportation, however does not preclude the evolution of 11th Avenue into a transit-and-active-transportation-only space
Concern regarding a lack of local service within the downtown core outside 11th Avenue	11th Avenue was selected as the route for Local services because it provides the best access to the greatest number of Downtown destinations. Locations on adjacent streets are within walking distance, or may be accessed from other routes on Victoria Avenue, Albert Street, or Broad Street
Concern that transfer locations on the periphery of downtown would not be close to other transfer locations	Additional detail was added to the Plan to show that downtown transfers should not require passengers to move from one transfer point to another

What We Heard	What we Did
Ease of Access Improvements	
Integration of Transit Live with Google Maps is needed	The Plan has been updated to provide more detailed recommendations regarding digital passenger information
Real-time digital signage improvements at popular bus stops are needed that provide information about the next bus, destination, and estimated time of arrival	Digital signage is recommended at the proposed hub stops and can be expanded to other stops in the network
Travel training options should be developed for those who need extra support to feel more comfortable on the bus including, newcomers, seniors, youth, and students	The Plan has been updated to further articulate expanded travel training options
Regina Transit Staff	
Diversity and inclusion training for transit staff is needed	More detail has been provided in the Plan regarding future staffing recommendations
Snow/Ice Clearing	
Snow clearing on sidewalks needs to be done in a way that does not result in snow piles at bus stops or along sidewalks	The Plan proposes improvements to snow clearing at stops and on sidewalks to stops

Appendix B

Stakeholder List



City of Regina TMP Stakeholder List							
Stakeholder Group/ Organization	Stakeholder Sub-Groups/ Individuals/ Key Contact Persons	Contact	Geographic Frame of Reference	Goals, Interest Area, Perceived Issues	Stakeholder Classification (Primary, Secondary, Tertiary)	Workshop #	Alternative
Pre-engagement Stakeholders							
Regina Downtown Business Improvement District	Judith Veresuk						
University of Regina Students Union	Carl Flis						
Regina Transit Coalition	Terri Sleeva						
Regina Open Door Society	Laura Strong						
Accessibility Advisory Committee	Tracy Brezinski - City Clerks - send AAC to Tracy and she will distribute invites						
Accessibility Advisory Committee	Jennifer Cohen - Paratransit Customer and Member of Paratransit's Eligibility Review Committee						
Accessibility Advisory Committee	Dylan Morin - paratransit trainer through COR, uses paratransit and conventional transit						
Accessibility Advisory Committee	Ashley Nemeth - low vision and uses conventional transit / works for CNIB						
Accessibility Advisory Committee	Amy Alsop - low vision and uses conventional transit / works for Sasktel						
Accessibility Advisory Committee							
Accessibility Advisory Committee	Allard Thomas						
Accessibility Advisory Committee	Bonnie Cummings-Vickaryous						
Accessibility Advisory Committee	Judy Winship						
Accessibility Advisory Committee							
Accessibility Advisory Committee							
Accessibility Advisory Committee							
Accessibility Advisory Committee	Chris Mbah						
Indigenous Organization	TBD						
Municipal Stakeholders							
City Council	Mayor Sandra Masters						
City Council	Councillor Cheryl Stadnichuk- Ward 1						
City Council	Councillor Bob Hawkins - Ward 2						
City Council	Councillor Andrew Stevens - Ward 3						
City Council	Councillor Lori Bresciani - Ward 4						
City Council	Councillor John Findura - Ward 5						
City Council	Councillor Daniel LeBlanc - Ward 6						
City Council	Councillor Terina Shaw - Ward 7						
City Council	Councillor Shanon Zachidniak - Ward 8						
City Council	Councillor Jason Mancinelli - Ward 9						
City Council	Councillor Landon Mohl - Ward 10						
Regina Transit (general)							
Amalgamated Transit Union Local 588 Representatives	Executive Board						

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Amalgamated Transit Union Local 588 Representatives	Kevin Lucier						
Amalgamated Transit Union Local 588 Representatives	Darcy Kluge						
Amalgamated Transit Union Local 588 Representatives	Rahul Patel						
Amalgamated Transit Union Local 588 Representatives	Pat Nichol						
Transit/ParatransitBus Drivers							
Transit/Paratransit Department Staff							
Paratransit Contracted Staff							
Other City of Regina Departments:							
City of Regina - Planning and Development Services	Ben Mario						
City of Regina - Planning and Development Services	Max Zasada						
City of Regina - Roadways and Transportation	Brad Babcock						
City of Regina - Roadways and Transportation	Danielle Fortin						
City of Regina - Innovation Energy Technology	Greg Kuntz						
City of Regina - Sustainable Infrastructure	Ian Cantello						
City of Regina - Sustainable Infrastructure	Karen Gasmo						
City of Regina - Sustainable Infrastructure	11th Ave Project Ian Alarcon						
City of Regina	Citizen Experience Department						
City of Regina	Planning and Development Department						
City of Regina	Planning and Development Department						
City of Regina	Sustainable Infrastructure						
City of Regina	Roadways and Transportation						
Experience, Innovation and Performance (CEIP) Division	Louise Folk is the Executive Director of CEIP						
Regina Citizens Public Transit Coalition	Public						
Ongoing parallel projects	Sask Dr Corridor, 11th Ave Corridor, Dewdney Ave						
Employers							
Provincial Government (Legislature Building)	Employer; Employees; Job Seekers						
Western Pot Ash Corporation	Employees Patrons						
Saskatchewan Government Insurance	Employees						
Coop Heavy Oil Upgraders	Employees						
Evraz Inc (Steel)	Employees						
Bayer CropScience	Employees						
Degelman Industries	Employees						

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Brandt Industries	Employees						
Viterra (Grain)	Employees						
SaskPower	Employees						
SaskEnergy	Employees						
Sasktel	Employees						
Double Tree	Employees						
Regina Public Library	Employees						
Cornwall Centre	Employees and Shoppers						
Healthcare Facilities							
Regina Health Authority (SHA)	Employee/Patients						
Regina General Hospital	Employee/Patients						
Pasqua Hospital	Employee/Patients						
Group Homes							
Regina Residential Resources Centre (RRRC) - Respite Home Services ,Group Homes, Supportive Independent and Group Living	Residents/Employees						
Clare Parker Homes (non-profit) adults with intellectual disabilities	Residents/Employees						
Chip and Dale Homes (non-profit) adults with intellectual disabilities	Residents/Employees						
Help Homes of Regina (non-profit) residential and support services for persons with intellectual disabilities	Residents/Employees						
Christian Horizons - support services including housing for people with disabilities	Residents/Employees						

City of Regina TMP Stakeholder List							
Stakeholder Group/ Organization	Stakeholder Sub-Groups/ Individuals/ Key Contact Persons	Contact	Geographic Frame of Reference	Goals, Interest Area, Perceived Issues	Stakeholder Classification (Primary, Secondary, Tertiary)	Workshop #	Alternative
Cheshire Homes - Supportive living	Residents/Employees						
Employment Agencies							
Adecco Regina	Job Seekers						
Hiring Hands Employment & Recruitment Services Ltd.	Job Seekers						
Express Employment Professionals	Job Seekers						
David Aplin Group	Job Seekers						
Partners in Employment - SaskAbilities	Job Seekers						
Kelly Services Canada	Job Seekers						
Employment Network Canada Inc.	Job Seeker						
Bowen Group	Job Seeker						
CECS - Employment services for francophones	Job Seeker						
Entrepreneurship							
Innovation Place	Business Park						
Cultivator	Business Incubator						
Event Facilities							
Roughriders	Event Organizer						
Regina Pats	Event Organizer						
Regina Exhibition Association Limited (REAL)	Not-for-profit corporation that operates Evraz Place						
Persons with Disabilities							
Creative Options Regina (COR) (includes Inclusion Regina)	Direct Support Professionals						
CNIB	Persons with Disabilities/Employees						
Learning Disabilities Association	Persons with Disabilities/Employees						
Astonish Program (sp) - Big Sky Learning (Also on AAC) (Not a residence)	Persons with Disabilities/Employees						
Neil Squire Society	Persons with Disabilities/Employees						
Abilities Council (paratransit list)	Persons with Disabilities/Employees						
Adult Day Programs - Wascana (paratransit list)	Persons with Disabilities/Employees						
SARBI - Saskatchewan Association for the Rehabilitation of the Brain Injured (paratransit list)	Persons with Disabilities/Employees						

City of Regina TMP Stakeholder List							
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Cosmo Learning Centre - learning and career initiatives (paratransit list)	Persons with Disabilities/Employees						
SAC Workshop (paratransit list)	Persons with Disabilities/Employees						
Friendship Club – Hillsdale Baptist Church (paratransit list)	Persons with Disabilities/Employees						
Baseball – 343 Quebec (paratransit list)	Persons with Disabilities/Employees						
Listen to Dis (paratransit list)	Persons with Disabilities/Employees						
Harvest (paratransit list)	Persons with Disabilities/Employees						
Hope's Homes	Persons with Disabilities/Employees						
Seniors							
Sakatchewan Seniors Mechanism Defaulted to Age Friendly Regina (AFR) Steering Committee	AFR - Adnre Nogue Chair / Greg McDonald - AFR representative						
Regina Senior Citizen Centre	Seniors Executive Director: Cathy Theriault						
Driven with Care	Seniors transportation						
University of Regina Senior's University Group	Seniors/Students						
Orange Tree Village - Harbour Landing Village (paratransit list)	Seniors Home						
Students/Youth							
Regina Catholic Schools	Elementary and High School Students						
Regina Separate School Board (paratransit list)	Elementary and High School Students						
Regina Public Schools on Treaty 4 Territory	Elementary and High School Students						
Regina Public Schools Transportation Services	Elementary and High School Students						
Regina Public School Board (paratransit list)	Elementary and High School Students						
University of Regina International Student Centre	International Students						
University of Regina Students' Union	University Students Key contact: Gurjinder Singh Lehal						

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University of Regina ta-tawâw Student Centre	Indigenous University Students						
University of Regina Centre for Student Accessibility	University Students						
Graduate Student Society (URGSA)	University Students						
Campion College	College Students						
Luther College High School	High School Students						
The First Nations University of Canada	Indigenous University Students						
Saskatchewan Polytechnic Regina Campus	University Students						
Saskatchewan Indian Institute of Technologies	University Students						
Gabriel Dumont Institute Training and Employment Inc.	University Students						
Rainbow Youth Centre	Homeless, At-risk Teens						
Mâdawêyatitân Centre	Indigenous Community Centre						
Newo Yotina Friendship Centre	Representing urban First nations and Metis people by providing a voice within Regina						
WICEHTOWAK URBAN SERVICES - OCHAPOWACE URBAN SERVICES AND RESOURCES	Represents peoples of Ochapowace Nation						
Nekaneet First Nation	Urban Reserve in Regina						
File Hills Qu’Appelle Tribal Council	Many FN's are represented by this Group						
Piapot FN	FN with an urban reserve in Regina						
Zagime Anishinabek FN (formerly known as Sakimay FN)	FN in SK near Regina						
Ochapowace Nation	FN in SK near Regina						
Atim-ka-mihkosit Reserve (Star Blanket Cree Nation)	FN with an urban reserve in Regina						
Muskowekwan First Nation	FN in SK near Regina						
Cowessess First Nation	FN in SK near Regina						
Indigenous Christian Fellowship	Canadian Indigenous urban ministry serving the spiritual and social needs of Indian and Metis people of Regina, Saskatchewan						

City of Regina TMP Stakeholder List							
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Regina Treaty/ Status Indian Services Inc	The purpose of Regina Treaty/ Status Indian Services Inc. (RT/SIS) is to provide assistance, programming, training, advocacy and referral services for the Urban First Nations and those First Nations transitioning between Reserve and the City.						
Eagle Heart Centre	Eagle Heart Centre (EHC) is dedicated to providing services that support and empower families, children and youth to attain a healthy lifestyle in the many aspects of their life including the home, at work/job, education/training, spiritual and recreations.						
Urban Aboriginal Knowledge Network	Research group						
Neighbourhood Associations, Community Groups							
Special Olympics Regina	Community group						
Community Association	List of all associations and boards						
United Way	Low-income Residents						
Family Service Regina	At-risk populations Seniors						
New Canadians/ESL							
Regina Newcomer Centre	Acting Manager - Getachew Woldeysus Immigrants Refugees						
Regina Immigrant Woman's Centre	Immigrants						
Regina Region Local Immigration Partnership (RRLIP) / Ties to Open Door	Immigrants Refugees						
Regina Open Door Society	Immigrants Refugees						
Regina Multicultural Council (may not be applicable)	Immigrants Refugees						
Immigrant Advisory Table	Immigrants Refugees						
IWS Larc - First stop for newcomers	Immigrants Refugees						
SAIF - Service d'accueil et d'inclusion francophone. French Services	Francophone Community						
Other non-transit road users							

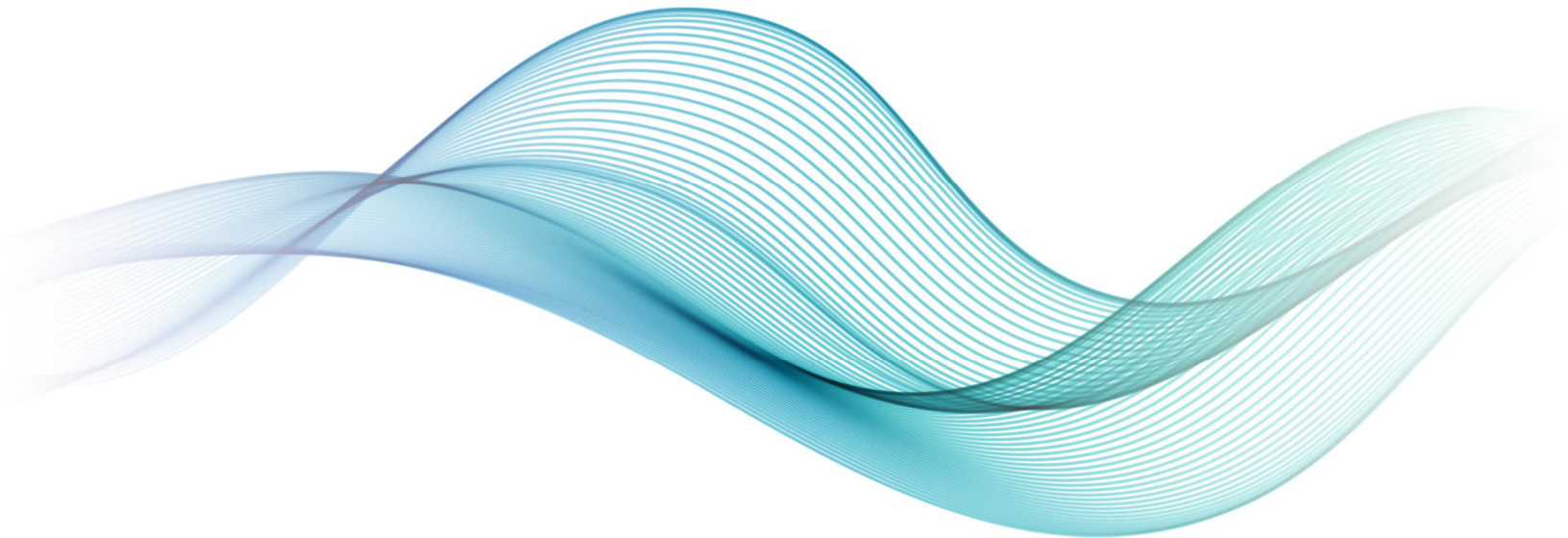
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Stakeholder Group/ Organization	Stakeholder Sub-Groups/ Individuals/ Key Contact Persons	Contact	Geographic Frame of Reference	Goals, Interest Area, Perceived Issues	Stakeholder Classification (Primary, Secondary, Tertiary)	Workshop #	Alternative
Bike Regina	Cyclists						
Regina Cycle Club	Cyclists						
Wascana Freewheelers	Cyclists						
Saskatchewan Cycling Association	Cyclists						
Tourism Regina	Local Residents; Tourists						
Improvement Areas							
Regina Downtown Business Improvement Area - RDBID	Business Owners						
Warehouse Business Improvement District	BID						
Rober By							
Global Transportation Hub	Inland Port						
Harvard Property Management	Property Manager (landowner)						
Dream Developments	Jason Carlson						
Forster Harvard Development Corp.	Chad Jedlic						
Karina Developments	Kevin Reese						
Yagar Developments	Lorne Yagelniski						
Terra Developments	Doug Rogers						
North Ridge Developments	Patrick Mah						
Geiger Homes & Developments	Mark Geiger						
Regina Chamber of Commerce	John Hopkins						
Namerind Housing (MHC)	Robert Byers						
Regina and Region Homebuilders' Association	Stu Niebergall						
Other							
Regina International Airport (YQR)	Airport users / employers						
Municipal Infrastructure and Finance	Government Relations						
RM of Sherwood	Surrounding Municipality						
RM of Lumsden	Surrounding Municipality						
RM of Edenwold	Surrounding Municipality						
Other Public Libraries - Central Adult - Central Children's - Connaught - Digital Media Studio - George Bothwell - Glen Elm - Outreach Services - Prince of Wales - Regent Place - Sherwood Village - Sunrise	Citizens						
Workshop Participants Round 1							

City of Regina TMP Stakeholder List							
Stakeholder Group/ Organization	Stakeholder Sub-Groups/ Individuals/ Key Contact Persons	Contact	Geographic Frame of Reference	Goals, Interest Area, Perceived Issues	Stakeholder Classification (Primary, Secondary, Tertiary)	Workshop #	Alternative
University of Regina Students' Union	Neil Middlemiss						
City of Regina	Brad Babcock						
Regina Catholic Schools	Elena Chase						
Regina Catholic Schools	Nadine Johnson@rcsd.ca						
Al Ritchie Community Association	Pierre Schweda						
Arcola East Community Association	Donna Dumitrescu						
	Jim Elliott						
Students' Union of the University of Regina Inc.	Carl Flis						
University of Regina Students' Union	Kiegan Lloyd						
Luther University Student Association	Rebecca Dziaduck						
University of Regina Students Union	Gurjinder singh Lehal						
Rosemont Mount Royal Community Association	Alex Tkach						
McNab Community Association	Joe Jozsa						
SPSA - Regina Campus (Sask Polytech Students' Association	Crystal Gellner - Campus Manager						
Saskatchewan Polytechnic Students' Association Inc.	Carol Tetreault						
Saskatchewan Polytechnic Students' Association	Reece Skjonsby						
Whitmore Park Community Association	Ralph Doke						
McNab Community Association	Florence Cyca						
Heritage Community Association	May Chan						
City of Regina	Greg Kuntz						
Forster Harvard Development Corp	Chat Jedlic						
Ursu	Gurkirat Singh						
University of Regina Students' Union	Ziyang Li						
Regina Public Interest Research Group	Tayef Ahmed						
URSU	Amir Said						
CNIB	Ashley Nemeth						
My self	Dylan Morin						
Accessibility Advisory Committe	Sandra Palandri						
Neil Squire Society	Nikki Langdon						
Hillsdale Baptist Church - Friendship Club	Dallas Rempel						
	Amy Alsop						
Service d'accueil et d'inclusion francophone (SAIF-SK)	Charles Billard, Assistant Director						
Regina Immigrant Women Centre	Kiran Bhullar						
Regina Public Schools	Delaine Clyne						
Regina Public School Division #4	Charlen Miller						
	Allard Thomas						
SaskAbilities	Kim Kinnear						
Creative Options Regina	Suzan Temnewo						
Creative Options Regina	Ben Morris						
	Judy Winship						
City of Regina Accessibility Advisory Committee	Jon Hayward						
Creative Options Regina	Michael Lavis						
RRLIP	Laura Strong						
Age Friendly Regina	Greg McDonald						
City of Regina	Maha Haider						

City of Regina TMP Stakeholder List							
Stakeholder Group/ Organization	Stakeholder Sub-Groups/ Individuals/ Key Contact Persons	Contact	Geographic Frame of Reference	Goals, Interest Area, Perceived Issues	Stakeholder Classification (Primary, Secondary, Tertiary)	Workshop #	Alternative
H.E.L.P. Homes of Regina	Heather MacNeill						
Regina & District Chamber of Commerce	Nicole Shepherd						
Creative Options Regina	Suzan Temnewo						
First Transit	Richard Wilson						
First Transit	Emily Watson						
First Transit	Bob Allen						
First Transit	Lori Mackenzie						
Regina Transit	Linette Benna-Stewart						
Regina Transit	Colin Lea-Wilson						
Regina Transit	Rick Love						
Regina Transit	Maha Haider						
Regina Transit	Amritpal singh						
Other City Department	Ben Mario						
Other City Department	Max Zasada						
Other City Department	Ian Cantello						
Other City Department	Brittany Eckersley						
Regina & Region Home Builders' Association	Stu Niebergall						
Hydeman Developments	Wayne Hydeman						
Regina Citizens Public Transit coalition (RCPTC)	Terri Sleevea						
Economic Development Regina/Tourism Regina	Megan Bradshaw						
Dream	Evan Hunchak						
Namerind Housing Corporation	Robert Byers						
Primary Engineering and Construction Corporation	Vlad Bendasyuk						
Saskatchewan Health Authority - Regina Area	Dale Orban						
Mitchell Developments Ltd	Mitchell Molnar						
Copper Kettle Restaurant	Anna Gardikiotis						
Bike Regina	David Bernakevitch						
Downtown Regina	Aaron Murray						
Regina Transit Coalition	Florence Stratton						
Geiger Homes and Developments	Mark Geiger						
Evraz	Tim Kachaluba						
Harvard Developments Inc.	Terri Klyne						
Regina & District Chamber of Commerce	Nicole Shepherd						
Regina Downtown Business Improvement District	Judith Veresuk						
Regina's Warehouse Business Improvement District	Leasa Gibbons						
RDBID / Cornwall Centre	Doug Bailey						
Casino Regina/RDBID	Steve Tunison						
Bike Regina	Angèle Poirier						
RDBIB/City Council	Jason Mancinelli						
RDBID	Steve Tunison						
EnviroCollective	Amy Snider						
Bike Regina	Angèle Poirier						
Stantec	Crystal						

Appendix C

Round 1 and Round 2 Engagement Timeline



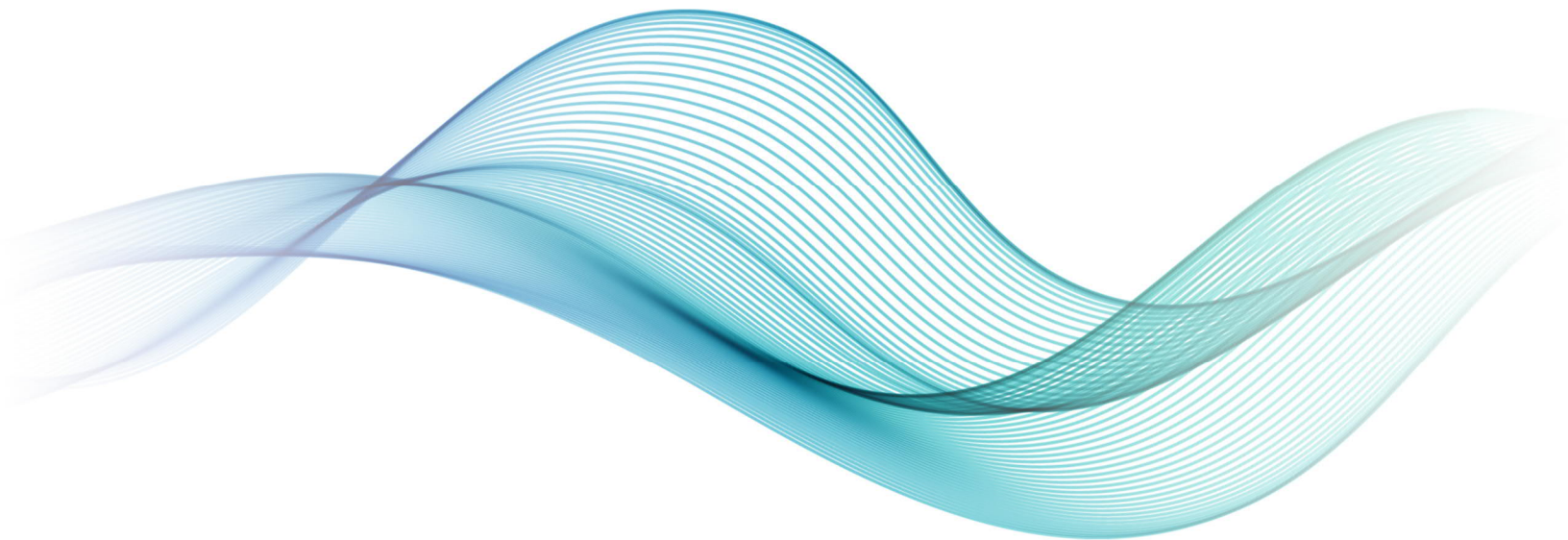
Month		January				February				March				
Week	Responsibility	4	11	18	25	1	8	15	22	1	8	15	22	29
Round 1 Engagement														
Pre-engagement Interviews (Dec. and Jan)	Dillon	23-7												
Engagement Plan														
Engagement Plan Finalization	Dillon/RallyRally		7											
Engagement Plan Approval	City				25									
Council Memo	City		15											
Creative														
Design & Messaging Concept Refinement	RallyRally/Dillon	4-8												
Design & Messaging Concept Approval	City		14											
Transit Ads														
Creative for Transit Ads	RallyRally/Dillon													
Approval	City													
Development / file preparation	City													
Production / printing	City													
Placement (buses, bus shelters)	City													
Ads in market	City													
Posters														
Creative for Posters	RallyRally/Dillon	6-14												
Approval	City		15											
Development / file preparation	City			18-20										
Printing (for Operators Lounge) and PDF distributed to partners	City			21-26										
Emailing Staff survey / Operators Lounge Survey Launch	City					2								
Social Media / Online Ads														
Creative and Text for Social Media	RallyRally/Dillon	6-13												
Approval	City		13-15											
Prep for Launch/Modifying Creative for Social Media	City			18-1										
Promotion Round 1 - Social Media / Online Ads	City					2-9								
Promotion Round 2 - Social Media / Online Ads	City						10-16							
Promotion Round 3 - Social Media / Online Ads	City							17-23						
Summary Report Graphics for sharing on social - draft	RallyRally/Dillon									8-12				
Summary Report Graphics for sharing on social - publish	City										15-19			
Video Production														
Script/Storyboard - Draft	RallyRally/Dillon		11-21											
Script/Storyboard - Approval	City			25										
Video draft + Music selection	RallyRally/Dillon				25-1									
Feedback	City					1-3								
Refinement	RallyRally/Dillon						4-5							
Video featured in social media promotion	City							8-22						
Be Heard Regina Page														
Survey Question - Development	Dillon	6-8												
Survey Questions - Approval	City		11-20											
Survey - PDF	City			20-27										
Text and Materials - Development	RallyRally/Dillon	7-22												
Text and Materials - Approval	City			22										
Be Heard Regina Webpage Development	City				25-29									
Be Heard Regina Launch	City					2								
Survey Open	City						2-23							
Survey Results to Dillon	City								26					
Email address available / monitored (throughout the project)	City													
Transit Staff Survey														
Survey Question - Development	Dillon			18-19										
Survey Questions - Approval	City				25									

Month		January				February				March				
Week	Responsibility	4	11	18	25	1	8	15	22	1	8	15	22	29
Round 1 Engagement														
Survey Creation	City				25-28									
Survey PDF	City				29									
Poster printed and placed in Operators Lounge	City					2								
Staff Survey Open	Ongoing					2-16								
Operator Lounge Check-in for hard copy results - daily	City staff					2-16								
Compiling and Reviewing Results	City/Dillon							17-19						
Virtual Workshops (5)														
Participant Invitation - Material and Invite List	Dillon/RallyRally				25-27									
Invitation Material and Invite List Approval	City				28-29									
Invites out / RSVP period	Dillon/City					1-12								
Workshop Preparation and Materials	Dillon/RallyRally				25-3									
Workshop Materials Approval	City						3-5							
Workshop #1 - Seniors, Accessibility Needs, Newcomers and Service Providers, and Healthcare providers incl Group Homes	Dillon							16-19				This workshop will be held last to allow us to make materials more accessible based on lessons learned		
Workshop #2 - Students, Youth and Education Providers	Dillon							16-19						
Workshop #3 - Major Employers, event facilities, tourist attractions, employment agencies, entrepreneur groups, BIA's, downtown groups, CA's and non-transit road users	Dillon							16-19				**Invitees to Workshop 3 and 4 are the same and will have the option of choosing either workshop		
Workshop #4 - Major Employers, event facilities, tourist attractions, employment agencies, entrepreneur groups, BIA's, downtown groups, CA's and non-transit road users	Dillon							16-19				**Invitees to Workshop 3 and 4 are the same and will have the option of choosing either workshop		
Workshop #5 - Transit and Paratransit Staff	Dillon							16-19						
Reviewing and Compiling information	Dillon								22-26					
Key Informant Interviews (5)														
Preparation	Dillon							16-19						
Invites out / scheduling	Dillon							16-22						
Key Informatant interview question development	Dillon							16-19						
Key Informant Interviews	Dillon								22-26					
Reviewing and Compiling information	Dillon								22-26					
E-Newsletters (2)														
Sign up on Be Heard Regina	City													
Newsletter materials	Dillon/RallyRally										8-10			
Review and Approval	City										11-12			
Sharing on Be Heard Regina / Email out	City											15		
Round 1 Summary Report														
Summary Report - Preparation	Dillon/RallyRally									1-5				
Summary Report Review and Approval	City										8-12			
Be Heard Regina - text and materials	Dillon/RallyRally									1-5				
Be Heard Regina - one page infographic	RallyRally/Dillon									1-5				
Material review and approval	City										8-10			
Update Be Heard Regina	City										11-12			
Update Launch	City										15			

Month		July				August					September				October				November		
Week	Responsibility	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15
Round 2 Engagement																					
Engagement Plan																					
Engagement Plan Updates	Dillon/Rally																				
Engagement Plan Update Approval	Rally																				
	City																				
Creative																					
Design & Messaging Concept Refinement	Rally																				
Design & Messaging Concept Approval	Rally/Dillon																				
	City																				
Transit Ads																					
Creative for Transit Ads	Rally																				
Approval	Rally/Dillon																				
Development / file preparation	City																				
Production / printing	City																				
Placement (buses, bus shelters)	City																				
Ads in market	City																				
Social Media / Online Ads																					
Creative and Text for Social Media	Rally																				
Approval	Rally/Dillon																				
Prep for Launch/Modifying Creative for Social Media	City																				
Promotion Round 1 - Social Media / Online Ads (Sept 16-22)	City																				
Promotion Round 2 - Social Media / Online Ads (Sept 23-28)	City																				
Virtual Workshops (2)																					
Participant Invitation - Material and Invite List																					
Invitation Material Approval	Dillon/Rally																				
Invites out / RSVP period	City																				
Workshop Preparation and Materials	Dillon/City																				
Workshop Materials Approval	Dillon/Rally																				
Workshops	Rally																				
Reviewing and Compiling information	City																				
	Dillon																				
	Dillon																				
Be Heard Regina Page																					
Survey Question - Development																					
Survey Questions - Approval	Dillon																				
Survey - PDF	City																				
Text and Materials - Development	City																				
Text and Materials - Approval	Rally/Rally/Dillon																				
Be Heard Regina Webpage Updates	City																				
Be Heard Regina Launch	City																				
Survey Open	City																				
Survey Results to Dillon	City																				
Email address available / monitored (throughout the project)	City																				
E-Newsletters (2)																					
Sign up on Be Heard Regina																					
Newsletter materials	City																				
Review and Approval	Dillon/Rally/Rally																				
Sharing on Be Heard Regina / Email out	City																				
	City																				
Round 2 Summary Report																					
Summary Report - Preparation																					
Summary Report Review and Approval	Dillon/Rally/Rally																				
Be Heard Regina - text and materials	City																				
Be Heard Regina - one page infographic	Dillon/Rally/Rally																				
Material review and approval	Rally/Rally/Dillon																				
Update Be Heard Regina	City																				
	City																				

Appendix D

Round 1 What We Heard





CITY OF REGINA

Transit Master Plan

Round 1 Engagement Findings

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1.0 Engagement Summary

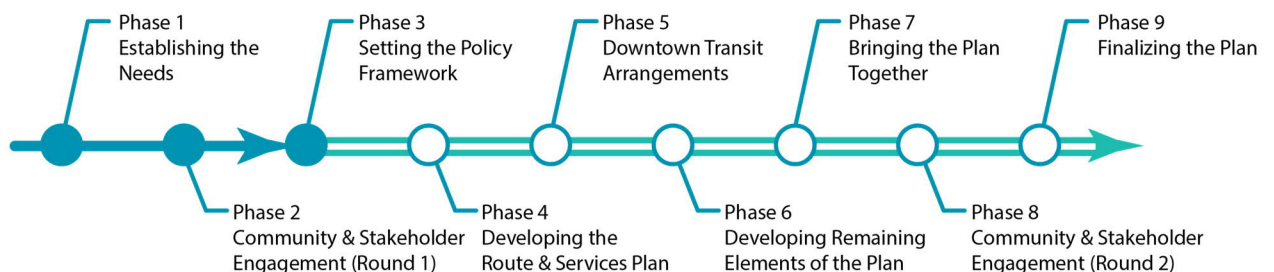
1.1 Project Background

The Regina Transit Master Plan is being prepared to address important issues with the form and function of transit in Regina's downtown and determine the best ways to incorporate new and emerging approaches to dynamic transit service. The Plan is for the benefit of residents, and will help decide whether or not to integrate conventional and paratransit service into a single service environment through a new operational approach.

Now, more than ever, transit services are developing tailored solutions that innovate in terms of apps, big data collection and usage, accessibility, active transportation, carbon emissions, and automation. Regina Transit requires a holistic transit master plan that will guide the City's development, maintain service growth, and maximize the benefits of new service options while minimizing the impacts of shocks like COVID-19.

Stakeholder discussions from Round 1 will help inform the preliminary stages of developing the Transit Master Plan to prepare Regina Transit for the future.

1.1.1 The Plan Progress - Nine Phases



1.2 Overview of Project Engagement

Public engagement for the project was designed in two rounds. Round 1 was held in Winter 2021. Upcoming opportunities to engage in Round 2 will be happening in Fall 2021.

The community feedback we received will inform recommendations, and alignment with future operations. The technical transit review consists of current network and ridership, existing policies, objectives, service standards, the fare system performance targets, system and route performance, operating and capital budgets, organization and staffing levels, fleet and facilities, and bus stop amenities.

Round 1 was conducted with the following purpose statement in mind:

To understand the varied needs and expectations of the public and stakeholders for Regina Transit, in order to develop and appropriately prioritize strategic actions that align with City policies, plans, and projects, which will inform the draft Regina Transit Master Plan. Through round one we will identify opportunities to share with stakeholders what goes into planning for transit in Regina, so they can more effectively participate in creating a vision for the future.

1.2.1 Engagement Outcomes

At the onset of the project, engagement outcomes were identified and it was through this lens that all engagement activities were designed. Outcomes include short- and long-term actions and recommendations to create and improve the transit system. The engagement outcomes are:

1. To identify the varied needs of the public and stakeholders for the transit system;
2. To capture rider experiences;
3. To identify gaps in service;
4. To better understand the role transit plays in the City's achievement of strategic planning goals, particularly in the Downtown; and
5. To inform the development and finalization of the Regina Transit Master Plan.

To meet this purpose and achieve the outcomes the Project Team undertook a multi-faceted approach to engaging with Regina citizens, City staff, and stakeholders to understand how Regina Transit can better serve the community. The success of Round 1 Engagement is tied to the achievements of these outcomes and based on the quantity and quality of feedback received, significant progress has been made. The information provided within this report will further support ongoing conversations upon which the Project Team will continue to build on with stakeholders.

1.3 How We Engaged in Round 1

Due to the ongoing COVID-19 pandemic engagement activities were held virtually to minimize risks associated with in-person engagement. Through the public survey, transit employee survey, pre-engagement interviews, and five stakeholder workshops, the public shared information about issues, transportation needs and what people expect from Regina Transit. Using Engagement HQ, Be Heard Regina also featured a page for this project. Here's a breakdown of the results:

1. The Project Team conducted seven pre-engagement interviews, with each stakeholder group identifying issues that may be raised, the best way to engage their members, and when to engage.
2. An online public survey was available to the public from February 2 to February 23, 2021, through the City's engagement platform Be Heard Regina. The survey was promoted through social media outlets including Facebook and Twitter. The Be Heard Regina project page was

- advertised at bus stops, and on and in City buses. The survey was also available in hard copy to maximize accessibility. Completed surveys totalled 1,463, with over 2000 comments regarding service provision and rider experience for consideration by the project team.
3. A Transit Operator Survey, available to transit staff received 39 responses and over 200 comments identifying issues, concerns, and areas for improvement regarding transit operations.
 4. Five stakeholder workshops were held between February 16th and 23rd, with nearly 75 attendees.
 5. The Be Heard Regina Ideas Tab generated 33 ideas for how to improve transit. Fourteen questions were received on the Q&A tab from the public, and each question received a personalized response from City staff.

All of the feedback we received during the pre-engagement interviews, and from the survey, workshops, and through Be Heard Regina will help inform the Transit Master Plan. This will enable Regina Transit to better meet the opportunities and challenges it will face over the next 25 years.

2.0 Engagement Techniques & Results

2.1 Methods of Information Sharing

The Project Team utilized a multi-pronged approach for information sharing and communication based on the Communications Principles outlined in the RTMP Engagement and Communications Plan.

The communications objective is as follows:

To build off the City of Regina brand to develop a project campaign, compelling visuals and inclusive messaging in order to increase awareness and visibility of the project to support engagement throughout the Transit Master Plan process.

The Project Team, supported by vibrant graphics developed by RallyRally used the following methods to achieve this objective in Round 1:

1. **Be Heard Regina**
The project team leveraged the City's online community page Be Heard Regina to convey information regarding the project. A web page dedicated to the project was created to share updated information, link to the survey, and provide additional opportunities to engage such as a Q&A tab and the Ideas tab. The page included the standardized branding and a video created for the Regina Transit Master Plan by Rally Rally.
2. **Branding & Project Advertising**
The project team worked with Rally Rally - Design for Social Change, to develop simple yet eye-catching graphics. The City and the Project Team maximized the use of graphics, incorporating them on social media posts and information releases. The graphics were also circulated with all email correspondence from the Dillon team including on workshop invitations and the Feedback Form. The graphics developed by RallyRally were used widely to promote opportunities to engage through the survey and create buzz around the project. Signage was posted at bus stops, and in and on buses.
3. **Video**
A 33-second project video was designed by RallyRally in alignment with the branding strategy and for upload across all the City's information-sharing platforms. The video utilized the standard branding designed for the project and encouraged public participation in upcoming opportunities to engage.
4. **Social Media Promotion**
The City of Regina released a series of project updates on the following social media platforms:
 - Twitter – Shared to the City's corporate account (@CityofRegina), and the Regina Transit account (@YQRTTransit).
 - Facebook – Shared to the City of Regina Municipal Government page, and the Regina Transit page.

The project updates included links to the survey and directed individual feedback to the Be Heard Regina project page. The City monitored the likes and comments on the posts.

2.2

Stakeholders Identification

In order to capture feedback from a wide spectrum of individuals and organizations the Project Team worked closely with the City to identify a list of 180 stakeholders. Stakeholders were assigned a group and the list was assessed for its completeness and ability to equitably engage a population sample that would accurately reflect ridership on Regina Transit, and include non-riders to understand their perception of transit. Categories include:

- Municipal Stakeholders
- Regina Transit
- Other City of Regina Departments
- Employers
- Healthcare Facilities
- Group Homes
- Employment Agencies
- Entrepreneurship
- Event Facilities
- Persons with Disabilities
- Seniors
- Students/Youth
- Indigenous Peoples
- Neighbourhood Associations/Community Groups
- New Canadians/ESL
- Non-Transit Users
- Improvement Areas
- Developers
- Other (misc.)

The list includes groups, organizations and individuals, and their high-level corresponding issues or interest areas. Stakeholders are classified as Primary, Secondary or Tertiary, defined as such:

- **Primary** = key stakeholders, those likely to be directly affected by decisions
- **Secondary** = those likely to be indirectly affected
- **Tertiary** = those who are not likely to be either directly or indirectly affected, but who might be in an advisory or advocacy capacity or otherwise be able to influence the decision in some way (e.g., local media, other municipal departments/agencies)

The stakeholder list was circulated to the City for review and finalization. Upon approval, the Project Team proceeded to identify and engage a select number of primary stakeholders for the pre-engagement interviews.

2.3 Engagement Activities

2.3.1 Pre-Engagement Interviews

The Project Team sent invitations to 17 primary stakeholders for the pre-engagement interviews. The intent of the pre-engagement interviews was to create additional opportunities to discuss the engagement plan with stakeholders prior to the Round 1 Engagement launch. The information provided by stakeholders provided a range of perspectives to assist in refining the engagement approach and discuss the most effective ways to reach participants.

The project team met with 10 stakeholders through seven short pre-engagement interviews that ranged from 30 to 60 minutes between December 2020 and January 2021. Feedback received from the public and key stakeholders are generally categorized into a number of overarching themes, regarding: Express Routes, Paratransit, Frequency and Efficiency, Service Change Impacts, Need for Additional Services, 11th Avenue Hub, Fares, and Cultural Relationship to Transit. Over the course of Round 1, these themes evolved into the themes identified in Table 2.3. The team also received information regarding the best methods, days and times to engage, and possible opportunities to leverage partnerships with stakeholder groups to circulate and review the information. The Project Team compiled a list of techniques that have worked well in the past, as well as methods and techniques to avoid.

Following the pre-engagement interviews, the Project Team compiled a summary outlining what we heard through the course of the pre-engagement interviews, which is attached as Appendix ii.

The pre-interview process was extremely valuable to the project team to make proper accommodations to create an equitable environment for stakeholders, and adopt appropriate communication methods for individuals with accessibility requirements. The stakeholders that were a part of the pre-engagement interviews are identified in Table 2.1.

Table 2.1: Pre-Engagement Interviews

Organization	Stakeholder
University of Regina's Students' Union (URSU)	
Regina Citizens Public Transit Coalition (RCPTC)	
Regina Region Local Immigration Partnership Project (RRLIP)/Regina Open Door Society	

Organization	Stakeholder
Regina Downtown Business Improvement District Board (Downtown BIDB)	
City of Regina Accessibility Advisory Committee (AAC)	

2.3.2 Workshops

To kick-off the workshops a workshop was hosted for the Mayor and Council to provide feedback on the project and workshop approach.

Based on available contact information and direction from the City, Dillon sent 137 public workshop invitations to individuals and organizations identified on the stakeholder list. Dillon developed text for the email invite, including links to register for the virtual Zoom workshop. The City was responsible for sending invitations to community associations and City staff.

Workshop topics and questions were developed specifically for each workshop to gather the unique perspectives of each stakeholder group. The project team developed two templates for each break out room team - a facilitator copy and a note taker copy. An agenda was prepared for each meeting, and subject matter experts gave a presentation at the start of each workshop. The presentation included a piece on "Transit 101" that outlined at a high level the methodology of transit planning, to allow stakeholders to understand how the use of transit data influences decision making that affects the decisions on transit which impact their daily lives. The presentation also included preliminary survey result information, how stakeholder information will be used, and the next steps for the Project Team.

2.3.2.1 Stakeholder Grouping

Workshop invitees were grouped according to similar backgrounds and interests to minimize opportunities for conflict while creating an environment for diverse opinions. Table 2.2 tabulates the workshops, invitees and attendance.

Additionally, a breakdown of which stakeholders attended each workshop is included in Appendix iii.

Table 2.2: Stakeholder Workshops

Workshop	Dillon Attendees	Date Held	Category	Total Attendees
1	6	February 18, 2021 3:00pm-5:00pm	Seniors, Accessibility and Newcomers	20
2 ¹	6	February 23, 2021 4:00pm-6:00 pm	Education	22
3	6	February 16, 2021 10:00am-noon	General Invitation	15
4	4	February 17, 2021 4:00pm-6:00pm	General Invitation	5
5	4	February 17, 2021 10:00am-noon	Transit Staff	12
Total				74

¹ Those attendees who could not attend a previous workshop were invited to attend this workshop.

2.3.2.2 Workshop Preparation

The following preparation was undertaken by the Project Team to ensure the workshops were well developed and a good use of stakeholder time.

- a. Prior to conducting the workshop, members of the Project Team met with an ASL interpreter and received the following direction for consideration:
 - It is not necessary to slow down for the ASL interpreter. If a question is posed address the person who asks the question and not the interpreter. Carry on the conversation as though the interpreter is present unless there is a request for clarification.
 - Where possible avoid acronyms as it may be difficult for the interpreter to translate the letters into a meaningful alternative, particularly when referencing technical information.
- b. The Project Team held a briefing prior to the session to discuss various elements of the consultation to ensure a consistent approach to each workshop and within the break-out rooms.
- c. City staff provided the project team with valuable information about accessibility requirements, which was incorporated into the workshops.

2.3.2.3 Workshop Feedback

All stakeholder workshops had a dedicated note taker assigned by Dillon to catalogue all comments and information provided by the stakeholders. Based on these, preliminary themes were developed and later revised based on additional feedback received through the public survey. What we heard, categorized by the preliminary themes are found in Section 2.4, and detailed summaries of what was discussed at each workshop is available in Appendix iii Workshop Summary.

2.3.2.4

Workshop Evaluation

An evaluation form was developed in GoogleForms and circulated to all workshop attendees to gather input on the Workshops and any recommendations for the project team to improve upon. The GoogleForm also provided stakeholders with additional opportunities to submit any feedback they did not share during the workshop regarding the RTMP. The Project Team received 16 responses to the survey. Generally, respondents noted that the presentation was informative and the objectives of the meeting were clear. All respondents felt that they had opportunities to share. Some respondents noted they were not entirely clear on how the information participants provided would be used. One respondent noted that due to a negative comment made by another participant, the discussion was not collaborative and respectful.

2.3.3

Public Survey

The project team received almost 1,500 surveys until the survey period ended on February 23, 2021. Some limitations of the survey were encountered due to the ineligibility or incompleteness of some surveys. After the survey closed an additional 10 surveys were received which were assessed in the qualitative analysis only. The total number of completed data input in the survey data was 1,463, and over 2,000 comments regarding service provision and rider experience were submitted for consideration by the project team. 63.6% of responses were related to conventional transit and 10% related to paratransit. Some respondents utilized both services and therefore responded to all parts of the survey.

Specific public survey responses are detailed in Section 2.3.3.1 below, while overall themes and findings regarding the public survey are incorporated in Section 2.4.

2.3.3.1

Specific Survey Findings

The public survey asked some questions that targeted specific elements of transit within Regina. The responses of these questions are detailed below, in order to illustrate public sentiment regarding these specific factors.

1. Importance and Performance of Transit Elements - a pair of questions asked all survey respondents to rate 14 transit elements in order of importance and score how well Regina Transit currently performs for each of them. The 14 elements were:
 1. Service Frequency
 2. Network Coverage
 3. Hours of Service
 4. Travel Time
 5. Service Reliability
 6. Onboard Comfort
 7. Stops and Shelters
 8. Passenger Information
 9. Fare Price
 10. Fare Purchasing

- 11. Environment
- 12. Service Planning and Paratransit Booking
- 13. Customer Service
- 14. Paratransit Assistance

The responses from these two questions are plotted together in Figure 1.

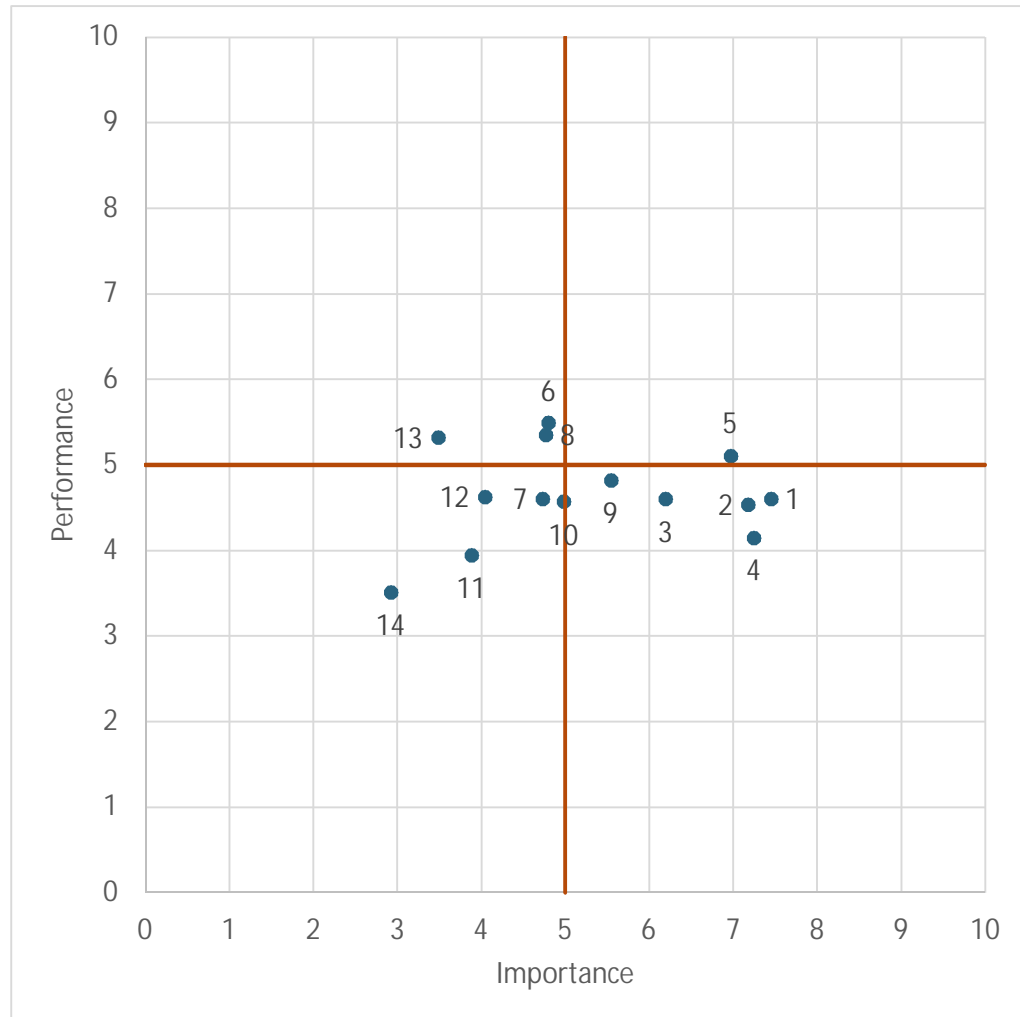


Figure 1: Importance and Performance of Transit Elements

The most important transit elements are on the right of the chart, with the least important on the left. The elements that Regina Transit performs best at are towards the top of the chart, with the lower-performing elements closer to the bottom. Based on this distribution, the chart is divided into quadrants of varying priority. Elements in the bottom right are the critical issues - those that are most important but Regina Transit does not currently do well. The opposite of these are in the top left - those that are less important and Regina Transit currently does well. Those on the top right are also important, but are perceived to be done well currently, while those on the bottom left are less important and not perceived to be done well.

Figure 1 indicates that the critical issues are frequency, coverage, travel time, service hours and price. While Figure 1 shows the responses for all survey respondents, Transit riders (including Paratransit) riders rated Regina Transit's performance significantly better than non-riders.

2. Service Improvement Options were a feature of several questions, asking respondents to prioritize different ways that Regina Transit service may be improved.
 - a. In terms of conventional transit service, 51% of respondents indicated that they'd prefer services run very frequently but may be further from their homes than services that were closer to their homes but run infrequently.
 - b. In terms of paratransit service, 70% of respondents indicated a preference for greater access to more paratransit services, rather than faster paratransit services that have lower levels of availability.
 - c. Overall, 39% and 31% of respondents indicated that additional funding should be spent on faster and more reliable services, or additional transit trips, respectively. Notably, a higher proportion of non-riders (48%) preferred money be spent on faster and more reliable services compared to other respondent groups.
3. Fares and Services Beyond Regina were explored in a series of questions.

- a. On the whole, fares are considered to be reasonable, with 61% of respondents indicating that they were reasonable or inexpensive. Figure 2 shows the perceptions of different groups with regards to fare price. Paratransit riders were the least likely to perceive that fares were expensive. When asked if fares should be reduced during off-peak periods, the majority of respondents (62%) were opposed.

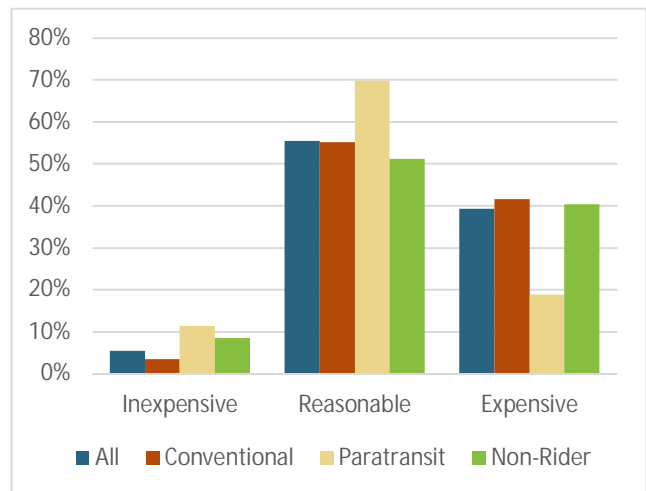


Figure 2: Fare Affordability Perceptions

- b. A question was posed as to whether service should be provided to neighbouring communities beyond the City of Regina. While the majority of respondents (61%) were not supportive of services to these communities, Emerald Park and White City were supported by 36%, and Pilot Butte was supported by 22% of respondents. Multiple responses were allowed for this question. Of those in favour, 82% supported a higher fare being charged for regional trips.

4. Downtown - a series of questions targeted people's perceptions and use of the 11th Avenue terminal in downtown Regina.

- The majority (66%) of conventional transit riders use the terminal to transfer for at least some of their transit trips.
- 23% of conventional transit riders indicated that downtown was their destination and that they did not generally transfer at the terminal.
- When asked whether the current terminal works well, most respondents believe that it does. Figure 3 shows how different rider groups responded to this question. Notably, the non-rider group has a significantly more negative attitude towards the current downtown terminal on 11th Avenue.
- When asked to rate various aspects of the current terminal, its location rated highest (6 out of 10), followed by accessibility (5.9 out of 10) and passenger information (5.8 out of 10). Again, non-riders hold significantly less positive views regarding the terminal than paratransit and conventional transit riders.

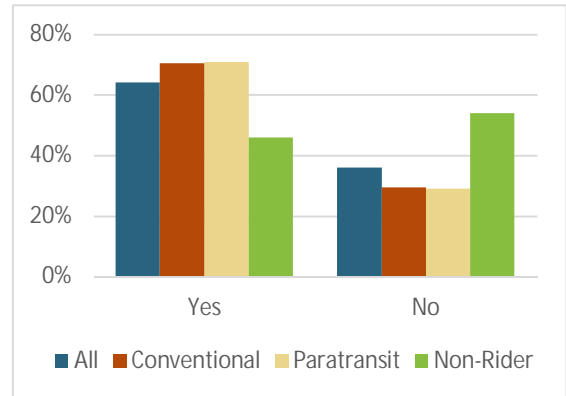


Figure 3: Do you think transit works well downtown in its current configuration with 11th Avenue?

2.3.4

Be Heard Regina

The project had a dedicated page on Be Heard Regina, which was designed to include branded graphics, a link to the public survey, an educational video, a lifecycle graphic to update the public on project progress, as well as direct contact information to the Manager of Transit Administration.

The project page on Be Heard Regina also included three additional tabs to prompt the submission of public feedback. In order to post ideas and Q&As residents are required to register with Be Heard Regina. A direct link to sign up was posted on the project website. The following features of the webpage that were used in Round 1 Engagement included:

- The Ideas Tab - Generated 33 ideas in response to the question posted "How could we improve your daily transit experience?" Written responses could be submitted with supporting image uploads. The tab allowed multiple contributors from one individual and also featured a "like" and "comment" feature for people to display support for the ideas of others.
- The Questions Tab - Generated 14 questions from the public, and each question received a personalized response from City staff.

All comments received through Be Heard Regina were included in the comment summaries and data analysis with the pre-engagement interviews, workshops and general survey data. This allowed the project team to review all information received through a holistic, standardized approach.

2.3.5 Transit Staff Survey

The Transit Employee and Paratransit Contractor Employee Survey was available to all staff and paratransit contract employees from February 2, 2021 to February 23, 2021. The survey received 39 responses. Thirty-four respondents completed the survey in full. Over half of respondents (53%) identified as having worked with Regina Transit for over 9 years.

Overall themes and findings regarding the staff survey are incorporated in Section 2.52.5 below.

2.4 Key Themes - External Public and Stakeholder Feedback

Based on a qualitative review of comments received in the pre-engagement interviews, stakeholder workshops, submissions to Be Heard Regina, and the survey data, recurring Key Themes were identified, which are outlined in Table 2.3. These themes are applicable to both conventional transit and paratransit transit services and are expanded upon below. The Key Findings that support each Key Theme are found in Section 2.4.1 for Conventional Transit and Section 2.4.2 for Paratransit.

Table 2.3: External Feedback Key Themes

Theme	Theme Descriptor
Transit Operations	General comments regarding the form and function of Regina Transit, efficiencies, impacts of changes to transit operations, implementation of new technologies, day to day concerns
Frequency/Routing	Comments directly related to routes, the number and placement of stops, the need for extended or additional service, route efficiencies/inefficiencies and express buses.
Transit Infrastructure	Comments related to infrastructure at stops and shelters, types of transit vehicles (i.e electric buses), reference to the built environment including sidewalks, signage, and lighting.
Fare	Comments related to the cost of service, pricing (inc. students), and rebates
Downtown	Comments directly related to service provision downtown
Transit Hub on 11th	Comments directly referencing the existing Transit Hub on 11th Avenue
Equity	Comments regarding the importance and ability of Regina Transit to service all populations and communities in an equitable manner, including access to amenities, facilitating transit for newcomers, language barriers, transit education, and safety.
Assistance Improvements/Ease of Use	Comments related to the provision of customer service including interactions with staff and drivers, the Transit Live, Transit App, interactions with bus drivers, things that make taking transit easier
Transit for the Common Good	Comments regarding the perceptions of transit, environmental benefits, bettering communities through transit - reducing traffic etc.
Snow/Ice	Comments directly related to the impacts of snow and ice on transit infrastructure and rider experience.

2.4.1

Key Findings for Conventional Transit - External Feedback

In support of each identified theme, the Project Team highlighted some Key Findings:

1. Frequency and Routing was identified as a primary concern for stakeholders and the public. This theme encompasses issues with frequency, expansion of services, timing and route efficiencies.
 - a. Increased bus frequency and service expansion is a dominant element to comments received. Extended hours are generally desired in both evenings in mornings, as well as weekends (particularly the addition of Sunday service).
 - b. The timing of service is mentioned frequently - including consideration of work hours to provide employees with a buffer prior to and after the end of the workday to catch the bus (i.e service past 5:00 pm).
 - c. Buses should leave on time, not early and not late.
 - d. Comments with regard to route efficiencies largely dealt with transfers. Riders felt that too many transfers are required to go downtown, and waiting for transfers is too long. If transfers are not timed properly and people miss the bus it can have large consequences on their day. Additionally, the inability to plan route transfers on Transit Live makes it difficult and confusing, particularly for new riders.
 - e. Generally, express buses are held in high regard due to their efficiency and ability to challenge the travel time of personal vehicles. The introduction of infrastructure for Bus Rapid Transit was mentioned numerous times.
2. Assistance Improvements/Ease of Use was a theme identified that encompasses both technological and human factors of customer service and service provision. Interactions with staff, transit technology, and elements of Regina Transit that either facilitate use or negatively impacts the riders' experience.
 - a. A common sentiment among the feedback was that minor improvements would generate great impacts, including the following:
 - i. Lowering the bus for all passengers to assist the entry of people with invisible disabilities, the elderly, strollers, and people boarding with bags and groceries.
 - ii. Allow individuals with mobility issues to disembark from the front as well as the rear. Since the rise of the COVID-19 pandemic, riders have found that drivers are particularly unwilling to make these provisions.
 - iii. Ensuring that the audio stop announcement system is turned on at all times, audible announcements are particularly important for people with low vision.
 - iv. Drivers should reduce the distance between the steps and the curb to facilitate boarding and disembarking.
 - v. Ensuring all passengers are seated prior to the bus departing to prevent injury.
 - b. The idea of the transit app is well received however riders experience limitations using the app. There was a strong desire to improve the existing transit app. The current system is not meeting the needs of uses and often doesn't work or is unreliable. Limitations include the inability to calculate a route (google maps is also required). In addition, features of the app such as pre-loaded schedules should be available offline for individuals who do not

- have cellphones or service. Desired app elements include live bus maps, bus arrival times, route planning feature, and ability to load transit fare card.
 - c. Consistent and correct use of GPS systems on buses (ensuring that all in-service buses are showing on Transit Live and that out-of-service buses are not displayed) and better communication on delays by Regina Transit.
- 3. Equity in transit is related to the general accessibility of the service to all populations, and the right to feel safe while navigating Regina Transit.
 - a. Safety is a concern many individuals identified in their feedback regarding both riding and utilizing transit infrastructure (stops, Hub on 11th), and was mentioned 86 times in stakeholder feedback. Transit police or bylaw presence was suggested.
 - b. Wheelchair seating that faces the back of the bus makes it difficult for individuals to identify their stop when audible announcements are turned off. The need for a greater number of accessible seats was identified to accommodate individuals who choose conventional transit over paratransit.
 - c. Maintaining and enhancing programs that encourage students and youth to ride the bus is viewed as a positive.
 - d. Ensuring service provision is available to newcomers and addressing language barriers was a concern of several stakeholders.
- 4. Fares: including the cost of service provision and the method of payment for passes is a common theme identified by stakeholders.
 - a. There is some support for the consideration for universally free transit passes subsidized by property taxes. Other ideas included free or reduced fares free for students, low income individuals, city employees, and during certain events or holidays subsidized by property tax.
 - b. Solutions brought forward for the method of fare payment and the need for additional payment options on transit cards include:
 - Online payment;
 - Ability to top up cards on a bus;
 - Partnership with local businesses or public buildings (grocery stores, libraries) where passes can be purchased at kiosks; and
 - Expanded hours at the downtown office to allow greater flexibility.
- 5. Transit Infrastructure was noted as an important element of the rider experience and opportunity for innovation.
 - a. Large buses are often seen driving empty or with one or two individuals. Increasing frequency and reducing bus sizes was a common recommendation.
 - b. Heated bus shelters to protect riders during winter months and generally make the transit experience more positive.
 - c. Safety, though identified in the equity theme, is often related to design. The bus shelters, benches, lighting, and design of transit infrastructure often leave riders feeling unsafe and exposed particularly when riding transit alone or in the early morning and late evening hours.

- d. Many respondents suggested removing transit altogether and engaging vehicles for hire (Uber/taxis) for on demand service.
- e. Bus rapid transit and light rail transit was proposed to reduce travel times and “prioritize” transit infrastructure over private vehicle infrastructure.
- f. Bus priority signals and queue-jump systems, so buses always have the right of way in order to stay on schedule and reduce overall travel times.
- g. Electric buses, or no carbon fuel buses to increase sustainability to adhere to zero carbon goals of the city.

2.4.2 Key Findings for Paratransit - External Feedback

Based on a qualitative review of comments received in the pre-engagement interviews, stakeholder workshops, public survey, and submissions to Be Heard Regina the survey data, the following recurring Key Themes related to Paratransit services were identified. These Themes are expanded upon in Table 2.3 above. The Key themes identified are found below:

1. Assistance Improvements - Various suggestions for assistance improvements were made and consisted of physical and technological improvements, and social improvements. Additional physical improvements are described under the Transit Infrastructure (2) theme below.
 - a. Technology Improvements were identified that would improve the paratransit experience. Such as:
 - Updates to the booking system were requested as the current system is described as ‘slow and cumbersome’ and even challenging to riders with cognitive disabilities. There is a desire for wait listing and calls the day before to confirm trips and the ability to book trips up to two weeks in advance.
 - Alternative ways to pay for standard and discounted passes could be implemented including through an online portal.
 - b. Social Improvements
 - Friendliness and helpfulness of drivers was identified as important to paratransit riders and valued when provided.
 - Different riders described barriers to qualify for paratransit and described the process of proving eligibility for passes as difficult.
 - Respondents identified difficulties with the requirement to take paperwork downtown to renew paratransit passes.
2. Transit Infrastructure and issues related to the physical element of transit services included:
 - a. A lack of sidewalks connecting stops to destinations, specifically mentioned were dirt paths that make it difficult to maneuver away from a transit stop.
 - b. The crowdedness of 11th Avenue can make transfers slower and more difficult for riders with a mobility device. Transfers were cited as a reason that prevents paratransit riders from using conventional transit. Transfers may be too confusing or too difficult; one comment mentioned feeling unsafe downtown.

- c. Additional benches will increase the functionality of Regina bus stops.
- 3. Equity is a principal theme in paratransit, as the availability of paratransit directly impacts the lives of its riders and is a vital service to many community members. The ability of paratransit to reach all areas of Regina is described as being essential by respondents.
 - a. Many respondents mentioned mobility issues as why they depend on paratransit.
 - b. Comments described that a greater emphasis can be made to offer assistance to other disabilities beyond wheelchair users. Visual impairments in particular were noted as an area in need of improvement.
 - c. One respondent mentioned that a lack of paratransit service limited their ability to accept employment (the employment location was not serviced by paratransit).
- 4. Fares were noted by paratransit riders as there was a desire to offer affordable transit fares for paratransit riders.
 - a. Currently, buying tickets for regular and discounted passes was described as limited and challenging.
 - b. Respondents request the ability to pay online as well with debit cards.
 - c. Suggestions to lower the fare, or to make the fare more representative of what services are offered were described. For instance, a cheaper option for riders who need the service less frequently.
- 5. Frequency/Routing was identified as a challenge to riding paratransit. The timing of paratransit was consistently described as not reliable, particularly with drop off times. Multiple comments described the inconvenience of the current system having only hourly pickups. Either riders arrive too early or too late. A half hour service was described as an improvement to the current system. The following issues were identified:
 - a. There is currently a long wait for paratransit.
 - b. Canceling of previous routes was also described as distressing.
 - c. Improvements could be made to have earlier start times on weekends and holidays.
 - d. Routing can have increased consideration to reach shopping centres and other important businesses.
 - e. "Reliability and frequency of trips is unpredictable"
- 6. Snow/Ice conditions in winter travel creates additional areas of concern for paratransit riders and those with a low mobility. Paratransit usage was suggested to increase in the winter months due to these challenges, but service did not necessarily increase to match the need.
 - a. Snow and ice is particularly difficult for wheelchairs.
 - b. Snow was described as being 'dumped' on and near stops, making them difficult to maneuver around.
 - c. Snow and ice between transit stops and rider destinations was also identified to be problematic and hinders mobility.

2.5 Key Themes - Transit Staff Survey

Based on a qualitative review of the survey data, the Key Themes are in Table 2.4 and key findings are expanded upon in Section 2.5.1 below.

Table 2.4: Internal Feedback Key Themes

Theme	Theme Descriptor
Transit Operations	General comments regarding the form and function of Regina Transit, efficiencies, impacts of changes to transit operations, implementation of new technologies, day to day concerns
Frequency/Demand	Comments directly related to routes, the number and placement of stops, the need for extended or additional service, route efficiencies/inefficiencies and express buses, and perceptions regarding the demand for services.
Transit Infrastructure	Comments related to infrastructure at stops and shelters, types of transit vehicles (i.e. electric buses), reference to the built environment including sidewalks, signage, and lighting.
Fare	Cost of service, pricing, rebates
Equity	Comments regarding the importance and ability of Regina Transit to service all populations and communities in an equitable manner, including access to amenities, facilitating transit for newcomers, language barriers, transit education, and safety.
Assistance Improvements/Ease of Use	Comments related to the provision of customer service including interactions with staff and drivers, the Transit Live, Transit App, interactions with bus drivers, things that make taking transit easier
Transit for the Common Good	Comments regarding the perceptions of transit, environmental benefits, bettering communities through transit - reducing traffic etc
COVID-19	Comments regarding the impacts to service provision, transit operator and rider safety due to COVID 19
Staff Training	Comments regarding impacts to service from the need for for additional staff training

2.5.1 Key Findings for Transit Staff Survey

Based on the prevalence of the following four Themes, the Project Team have identified following Key Findings:

1. Equity is an identified theme in transit operator responses.
 - a. With regard to paratransit, respondents view paratransit as a source of independence and important service for people with disabilities and the service should continue.
 - b. Concerns from respondents included how to promote conventional transit ridership in general, particularly post pandemic.
 - c. The current public perception of riding the bus is a concern and respondents want ways to encourage people to take the bus and attract new riders.

- i. Staff identified that education programs such as the travel training program that teach individuals how to navigate the system should be expanded to increase ridership.
- 2. COVID-19 was mentioned by several respondents.
 - a. There are concerns that there is increased risk to contract COVID-19 due to higher levels of contact between the drivers and riders. Suggestions to improve service during COVID-19 include the following:
 - i. Prioritize cleanliness and cleaning practices;
 - ii. Install permanent barriers to protect the driver; and
 - iii. Increase bus frequency so less people are on the bus at any given time.
- 3. Assistance/Ease of Use is a theme identified by transit operations staff. Suggestions included:
 - a. Improvements to the transit app to include communication on delays and breakdowns to customers.
 - b. Additional training for drivers was mentioned, though further investigation into the type of training is required.
 - c. Respondents encouraged the collection of data to better inform routing decisions.
- 4. Frequency/Demand for expanded service provision was identified to meet the needs of current clientele.
 - a. With regard to paratransit service - there is a high demand, particularly at peak times which makes it hard to accommodate. Capacity issues mentioned were, lack of buses, drivers, and service hours. There is a desire for the inclusion of options beyond pre-booked rides for booking paratransit.
 - b. Solutions to accommodate challenges with service frequency and demand for conventional transit include:
 - i. Increasing the frequency of buses and expanding the regular service into evenings and weekends.
 - ii. Review scheduling - Respondents described that they feel rushed and have challenges meeting the schedule and need a more realistic timeframe for stops. Other than revamping the routes, drivers mentioned that either the time between buses could be increased to 30 minutes or else offer more buses/change the routes to make 20 minutes feasible. Additionally, more time could be added to the end of a route to accommodate late buses and offer a bigger buffer time.
 - iii. Transfers downtown lead to 'unrealistic scheduling' and late night service was mentioned as creating a lot of stress as missing a transfer or the last bus leaves riders isolated downtown.

3.0

Observations for Round 2

The Project Team benefited from a high level of engagement and participation through the public survey, Transit Operator Survey, and workshop attendance. Throughout the process the Project Team identified both things that worked, and areas for improvement, and internalized all feedback received from survey participants and attendees to consider in Round 2.

3.1

Stakeholder Identification

The Project Team made several attempts to contact Indigenous stakeholder groups and were unsuccessful in achieving participation in the stakeholder workshops. Records of attempted conversations have been kept. In order to address this, the Project Team proposes the following:

1. Work with the City to address gaps in the contact list with Indigenous groups and organizations; and
2. Include a tailored email communication to Indigenous and Métis communities that include all upcoming updates and newsletters.

3.2

Stakeholder Workshops

The following observations were made by the Project Team after the workshop debrief:

1. Mid-sized break-out rooms are ideal for approximately 6 attendees. In larger breakout rooms, outspoken people will dominate the conversation and less outspoken people feel inclined to stay silent. A comment received regarding small break-out rooms from an attendee, was that it would have been more beneficial to remain in one room for the greater opportunity for discussion.
2. It is better to cater to a group of people with similar interests. The Project Team designed the workshops to include stakeholders from similar backgrounds, however were limited by the number of workshops that could be held, as constrained by time and budget.
3. Some participants were non-transit riders. It would be beneficial to encourage a stakeholder or the representative of the key stakeholder organization to consider a transit rider in their organization to attend. It is difficult for a non-rider to provide tangible information regarding Regina Transit if they do not ride it.
4. The incorporation of additional activities, graphics, and polls to augment the workshop experience, and also function as a contingency plan/additional questions in case there is dead air in a break-out room.
5. Some of the break-out room questions were repetitive. Consider different themes/questions that change the line of questions entirely.
6. Encourage organic conversation and flow - facilitators are encouraged to set questions aside if there is valuable feedback occurring on its own.

7. Technical support from Dillon was a huge benefit, as it kept things running smoothly and allowed the facilitators to focus on posing questions and managing the group.
8. Encouraging the use of Zoom features, including the “Raised Hand” feature allows the group to self-facilitate and reduces the opportunity for participants to speak over each other.
9. Encourage participants to turn their cameras on - facial and physical expressions help the facilitator manage the tone of the room and encourage participants to be respectful of one another.

3.2.1 Survey

The following observations were made by the Project Team regarding the public survey after reviewing the comments:

- After respondents finished the ranking questions, they were not able to go back and amend or fix their responses. An easier ranking system was requested in the future (drop down menu).
- Respondents had difficulty ranking top answers as all elements were equally important to them. The trade-offs were seen as undesirable.
- A design error was identified such as that the ranking of “not very well” was not less than “not well”.
- Some respondents requested a clarification of terms particularly around the words “access” and “accessibility” with regards to mobility access or general access.
- It was not seen as fair that non-paratransit riders would get to rank the importance of paratransit.
- There was some frustration with the survey due to its standardization for paratransit riders and transit riders. A separate survey for paratransit may have been more appropriate.
- Red flag comments were highlighted, which identify names of staff for inappropriate conduct.
- Several respondents stressed the desire to be continuously engaged regarding both this project and also all transit decisions as they can have great impacts on day to day lives of daily transit riders.

Appendix i

What We Heard Public Facing Document

REGINA TRANSIT MASTER PLAN

ROUND 1 Public Engagement Results

January to March 2021

The Regina Transit Master Plan (Plan) will identify opportunities to improve transit in the City of Regina, and to plan transit for the next 25 years. As a part of this work the project team will consider new and emerging approaches to delivering transit service.

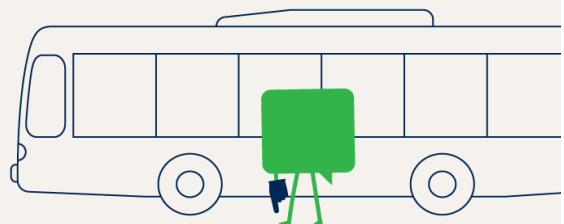
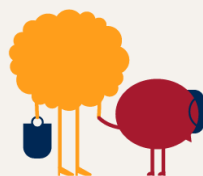
Through January to March 2021, we hosted stakeholder discussions, and collected public comments in a survey and using other tools on Be Heard Regina. What we learned will inform the draft Transit Master Plan. In Fall 2021, the project team will be asking for your input on the draft Plan.

ENGAGEMENT OUTCOMES

Engagement outcomes were developed for this project to guide the engagement activities. They are:

1. To identify the varied needs of the public and stakeholders for the transit system;
2. To capture rider experiences;
3. To identify gaps in service;
4. To better understand the role transit plays in the City's achievement of strategic planning goals, particularly in the Downtown; and
5. To inform the development and finalization of the Regina Transit Master Plan.

Thoughts on transit?



ROUND 1

Public Engagement Results

Regina Transit Master Plan
April 2021

HOW WE ENGAGED IN ROUND 1

5 WORKSHOPS
WITH NEARLY **75**
ATTENDEES

PRE-ENGAGEMENT
INTERVIEWS **7**

POSTS TO TWITTER
AND FACEBOOK **5**
WITH **226** COMMENTS

1,463 COMPLETED
SURVEYS

WITH OVER **2000**
COMMENTS ABOUT
TRANSIT SERVICES AND
YOUR RIDER EXPERIENCES

4 ELECTRONIC
BILLBOARD ADS
AND **1** SUPERBOARD AD

BE HEARD REGINA RESULTS:

IDEAS GENERATED **33**

14 QUESTIONS ANSWERED
BY THE PROJECT TEAM

39 TRANSIT OPERATOR
SURVEY RESPONSES

WITH OVER **200**
COMMENTS FROM TRANSIT
STAFF

12 PROJECT ADS
IN BUS SHELTERS,
12 ADS ON THE BACK
OF CITY BUSES, AND
120 ADS IN BUS
INTERIORS

ROUND 1

Public Engagement Results

Regina Transit Master Plan
April 2021

WHAT WE HEARD: YOUR THOUGHTS ON TRANSIT

"Better transit would mean:

- More frequent service*
- Earlier and later service*
- Better Sunday and holiday service*
- Fare Free Transit"*

FEELING SAFE USING TRANSIT

"Add security after hours at the bus terminal."

"Bus stops located under street lamps would make me feel safer and visible."

"Convenience & safety for the users. If it isn't convenient I won't use it. If I don't feel safe (ie having to walk down side streets) I won't use it."

SNOW AND ICE REMOVAL

"Clean the snow ridges at the bus stops for people that have a hard time walking."

"In winter I can't get to bus stops using a normal wheelchair due to snow."

"Cleaning off sidewalks in and around stops."

TRANSIT STAFF

"Make sure the bus drivers are approachable and knowledgeable."

"Reliability, both in the bus schedules and in the response from transit."

BUS FREQUENCY

"Longer hours of service on weekends and holidays and more frequent service on evenings and weekends."

"Adding more frequent buses on the same lines, later hours more often, running buses on holidays, more routes that are faster."

TRANSIT TECHNOLOGY

"Transit Live- thumbs up."

"Real time displays and signage."

"Don't just show the bus times. Please do them audibly as well."

COMFORT USING TRANSIT

"A Safe, Clean, Accessible and Indoor Transit/Transfer Service Station with Information and Ride Purchase Services, Transit Maps, Lost & Found, a Small Coffee Shop, Washrooms, and Reliable Security Service."

"More heated shelters around other areas of the city."

"Charging stations and wifi."

HOW TRANSIT SERVES YOU

"Take a more comprehensive and holistic approach to the idea of where people live, work and play and how they get to and from those places."

"Some people rely 100% on transit, how can we make their day-to-day as convenient & fluid as possible."

ACCESS TO TRANSIT

"As the population ages, we need more paratransit."

"I'm visually challenged so being able to easily book or change bus bookings by phone with a live agent are important to me."

"How to ride information commercials and signs to help others learn how to ride."

TRANSIT VEHICLES

"More and smaller vehicles, app driven, similar to an Uber model. High flexibilities and more responsive to changing habits of ridership"

"It would be nice to see buses converted to electric so that air quality is improved on 11th Ave."

ROUND 1 Public Engagement Results

Regina Transit Master Plan
April 2021

BUS ROUTES

"Make sure major shopping centres and other important businesses are accessible to those who have mobility issues/disabled, seniors and families."

"Extend the routes that are close to each other by an extra block or two to let them share a stop so that passengers can transfer to a different route without going all the way downtown."

TRANSIT FARES

"There should be incentives for large families or seniors to ride transit."

"Making public transit free or at the very least making it more affordable would make it far more accessible to the communities who need it the most."

TRANSIT DESIGN

"Always consider crosswalks and pedestrian access to and from bus stops. Look at origins and destinations and make sure pedestrian routes are both convenient and safe."

"Entrances into the bus stops need to be wider to allow wheelchair users to use the shelters. Benches are not appropriate for people with mobility issues."

BUS ROUTES

"Make sure major shopping centres and other important businesses are accessible to those who have mobility issues/disabled, seniors and families."

"Extend the routes that are close to each other by an extra block or two to let them share a stop so that passengers can transfer to a different route without going all the way downtown."

DOWNTOWN SERVICE

"The need to transfer downtown to get most places makes riding the bus far less convenient. More transfer points or a secondary hub would likely help."

(Transit Hub on 11th Ave) "It's a key hub, most people working downtown can easily access their final location from 11th Ave."

FUTURE OF TRANSIT

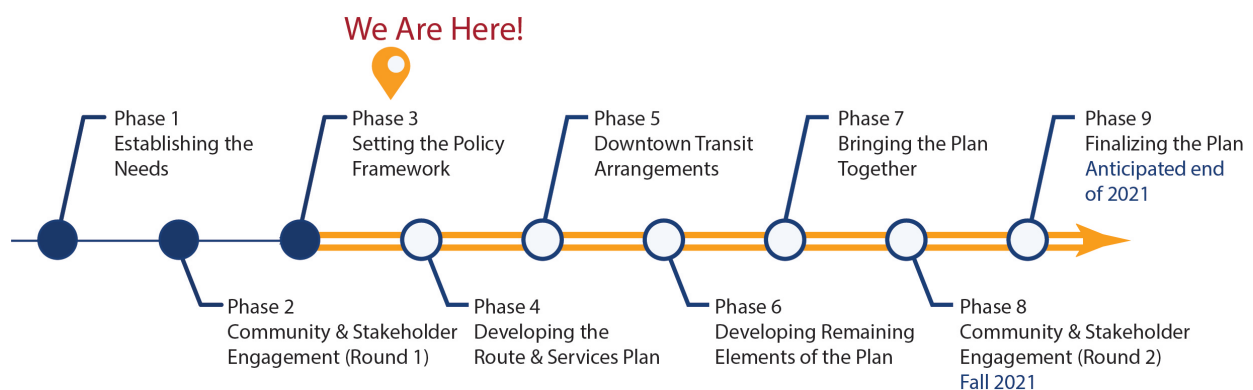
"Increase a culture of ridership"

"Need to get youth to adopt the bus early before they get set into car culture. Consider free transit for high school kids."

"There is a stigma attached with riding the bus. People look down at people that take public transport. So you have to make it appealing as well as take an angle of being environmentally conscious."

NEXT STEPS

Round 2 engagement activities will kick off in September with opportunities for you to share your thoughts on the draft Regina Transit Master Plan.



Appendix ii

Pre-Engagement Interview Summary

Memo



Date: January 8, 2021
Subject: Pre-Engagement Interview Summary
Our File: 20-3680

The City of Regina and Dillon held a kick-off meeting on November 9, 2020, followed by the submission of a draft engagement and communications plan on November 26th. During this time, Dillon and the City proactively identified several individuals and organizations to engage prior to conducting official rounds of engagement. The intent of the pre-engagement initiatives is to discuss themes, concerns or issues anticipated by the stakeholders of their members, as well as identify any possible barriers to engagement.

The project team engaged 10 of stakeholders through seven short pre-engagement interviews ranging from 30 to 60 minutes. The information provided by stakeholders provided a range of perspectives to the project team to refine the engagement approach and discuss the most effective ways to reach participants.

1. Stakeholders Engaged Through Pre-Interviews

Organization	Stakeholder
University of Regina's Students' Union (URSU)	
Regina Citizens Public Transit Coalition (RCPTC)	
Regina Region Local Immigration Partnership Project (RRLIP)/Regina Open Door Society	
Regina Downtown Business Improvement District Board (Downtown BIDB)	
City of Regina Accessibility Advisory Committee (AAC)	

2. Major Themes

Feedback received from the public and key stakeholders is generally categorized into a number of overarching themes regarding **Express Routes, Paratransit, Frequency and Efficiency, Service Change Impacts, Need for Additional Services, 11th Avenue Hub, Fares, Cultural Relationship to Transit, and Cultural Relationship to Transit.**

What is working well with Regina Transit?

- Express Routes
 - Express routes (Number 22) that originate from core parts of the City bring people directly to the University of Regina, which has organically created a secondary transit hub.
 - The Number 50 and 60 express bus (prior to its disappearance in the summer)
- Paratransit
 - There is support for paratransit – without it many people would not have proper access.
 - Transit is viewed as very important and guides major decisions in a person's life, particularly among the disability community. Such as where to purchase a home.
 - The "How to" guide to use transit document posted on Regina Transit was well received

Concerns with Regina Transit

- Frequency + Efficiency
 - Low bus traffic volumes and infrequency during off-peak hours impacts part-time students, and those that are juggling a career, education and kids. It is more time efficient for them to drive.
 - Empty buses driving around during non-peak hours.
 - It takes much longer to travel across the City by bus than car (15 minutes by car and 1.5 by bus).
- Paratransit
 - Paratransit has a slow response to people's needs for transportation services, they must plan their lives and book a week in advance (pre-COVID).
- Service Change Impacts
 - Route changes, stop location changes or frequency changes can have negative impacts on people's ability to access the city, particularly among the disabled community.
 - There are several express buses not running currently - this has impacted residents - particularly those who are disabled and use conventional transit as their only mode of travel.
 - Services changes or transit stop locations have significant impacts to surrounding businesses. In the past, property owners have made investments based on content in approved plans that never came to fruition and experienced losses.
- Need for Additional Services
 - Would like to see a commitment to Regional Transit.
 - Transit service is needed to all City-run facilities including leisure centres and community centres so riders can access programs and community events.
 - There should be more transfer opportunities without the need to go downtown.

- 11th Avenue Transit Stops
 - Currently creates a negative environment for the businesses and impacts property owners, due to the large volume of buses. There are no shelters so people wait inside the lobbies of private buildings.
 - The stops create conflicts between cars and buses and cars and people on both sides of the street. Dangerous for drivers and pedestrians when accessing parkades.
 - The Regina Transit Coalition is opposed to moving the transit hub from 11th as it is perceived to be the most accessible location.
- Fares
 - There are no incentives (cost wise) for large families or seniors to ride transit. Should be fare free transit
 - 90-95% of University of Regina classes are delivered remotely since the pandemic. Low ridership reduced the viability of U-Pass. Though members still receive a discounted rate, it is much higher than the U-Pass rate was.
- Cultural Relationship to Transit
 - University of Regina international students and less affluent students are the predominant transit riders. There is a sense of entitlement to drive with students who have access to vehicles.
 - Transit needs to serve areas with large immigration and refugee populations (Includes staging areas for newcomers). Language barriers are #1 challenge for newcomers.

3. Engagement Considerations

The team also received information regarding the best methods, days and times to engage and possible opportunities to leverage partnerships with stakeholder groups to circulate and review information.

Engagement Techniques that have Worked Well in the Past

- Survey responses generally successful but should not contain predominantly open ended questions
- Going to where the people are
- Virtual engagement that is fully accessible – read everything on power point slides and include descriptors of all graphics.
- The project team is encouraged to provide education on the subject being engaged on before starting so everyone has the same starting point from which to provide feedback.
- Facebook is a great resource to reach newcomers. Newcomers are also tied to Mosques or Churches.
- Attending RPTPC meetings – more recently held over zoom.
- Keep people informed often, no large gaps.
- Refrain from the use of the word “users”, use “passengers” or “riders”
- Use the term disability permit rather than handicap pass

Engagement Techniques that have Not Worked Well in the Past/Barriers to Engagement

- Not everyone has access to a computer to access surveys and e newsletters
- Maps or information/feedback forms, need to include tactile options
- Dates to Avoid Engagement Activities
 - URSU reading break – February 14th – 20th

- o Downtown BIDB – Several board meetings during February 18th and 26th

Best Days + Times to Engage

- AAC – A mix. Early afternoon, evenings, and weekdays and weekends
- URSU - A mix between morning, afternoon and evening. Highest participation rate likely between 4-6 pm.
- LLIP - Avoid Friday afternoons as Muslims attend Mosques. The Advisory Table meets Sundays. After 2:30 pm when the lower level English classes are finished.
- Immigrant Advisory Table meets quarterly - February 21st. However it may be possible to bring some members together for a special meeting.
- Regina Transit Coalition meetings held on the first Tuesday of the month (zoom currently). Evenings and weekends.

Engagement Partnership Opportunities with Stakeholders

- The University of Regina Students Union offered to share information and the survey through Facebook, Instagram and email. Emails sent from URSU reach up to 16,000 students and a click through rate of 35%.
- URSU can provide targeted data on the number of students with a U-Pass and where they are in their studies (new students more likely to purchase a pass)
- The AAC is open to test running the survey to ensure it is properly accessible and functions on Screenreader.
- Downtown BIDB can circulate the survey and newsletters/information with their newsletter on the 5th of each month. Graphics can be shared via social media.
- LLIP (Regina Open Door) can post information to their Facebook Page and blog posts that go out to 1000 subscribers. ESL classes may be an opportunity to run through the survey with newcomers. Translation is expensive but they may be able to find someone to translate the survey if it is relatively short.
- The survey and other materials can be given to Terri with the Regina Transit Coalition and she can help circulate to other members.

Appendix iii

Workshop Summary

Workshop #1 - Seniors, Accessibility Needs, Newcomers and Service Providers, and Healthcare providers including Group Homes

Date: February 18, 2021

Time: 3:00pm-5:00pm

Attendee List

	Organization	Contact Name	Contact Information
1.	CNIB		
2.	CNIB/ Sasktel		
3.	SaskAbilities		
4.			
5.	City of Regina Accessibility Advisory Committee		
6.	Creative Options Regina		
7.	AAC		
8.	Regina Public Schools		
9.	Regina Public School Division #4		
10.	Service d'accueil et d'inclusion francophone (SAIF-SK)		
11.	Neil Squire Society		
12.	H.E.L.P. Homes of Regina		
13.	Age Friendly Regina		
14.	City of Regina		
15.	RRLIP		
16.	AAC		
17.	Hillside Baptist Church		
18.	Creative Options Regina		
19.	Creative Options Regina		
20.	Sasktel		
21.	ASL Interpreter		

Logistics

Lead	Brandy
Second	Tom
General Note Taker	Kristen
# of breakout rooms	3
Break out room leads	Tom, Adam, Kate
Note takers	Nicole, Kristen, Brandy
Transit Rep	Nathan
Tech Support	Nicole

1. What is Regina Transit and Paratransit doing well?

a. Transit Operations

- Overall it covers the city well, you can see it reaches every area of the city
- Satisfied with the express routes. Travelling to downtown is quick (15 mins) which is on par with the time it would take to drive a car.
- Happy with the amount of express routes that exist.
- Stops/Shelters
- Conventional stops for the most part the snow is cleared well and makes them accessible.
- Not enough shelters that are heated but the ones that are heated are great.

b. Customer Service/Ease of Use

- Transit app works well
- Customer service is great
- Communication is greatly appreciated with finding ways to improve the system.
- Transit live App. Very useful and it is the primary source of tracking buses and route planning, it should be more easily available on the webpage.

c. Paratransit/Accessibility

- Paratransit is doing well getting people to work and appointments
- Implementing audible announcements on board and at stop locations.
- Paratransit provides excellent service - there is trouble getting buses but the customer service is great. They will do their best to get you where you need to go.
- Continued focus on how to improve the system and make it more accessible - there seems to be a continued investment in the system.

2. What could be improved?

a. General

- Some city centres have really great signage saying when the next bus is coming. Not necessary from the vision loss perspective but there may be other accessibility services provided.
- 23rd and downtown - no cars are allowed in there so people feel safer.

b. Transit Hub on 11th

- Need to make the main hub downtown more safe?
- Greater frequency and routes would make it easier to manage the downtown hub.
- More knowledge of the frequency - all the buses lined up outside the Cornwall centre it is overwhelming, clarity identifying when the buses are coming would be very helpful.
- Is there a more appropriate location in the downtown where there are no cars.

c. Transit Operations

- In the greens, it is a 5 minute car ride to get to the grocery store but to take transit they have to take the bus downtown and take a second bus back to the grocery store.
- South side of Dewdney past the RCMP barracks -there is no safe way to get to it without diverting a block to the traffic lights.
- Need more regional options and service to community centres.
- More frequency of express routes and in the evenings so there is no danger in missing the bus and having to wait for the next bus.
- Connectivity of new development areas - Hawksone a lot of individuals with support requirements that have issues getting in and out of. To get 3 blocks you need to go 7.
- You can miss a big rush of employers and employees if the routes are planned around frequency.
- Create the ability to turn off and turn stop announcements so people know when to pull the string. The system is there but not being used properly.
- One of the issues they see is that one of the students lives on the east side of Regina and has to go across the city to get to Winston Collegiate - takes up to an hour. Students in the far south and it is the same process. They are now taking a taxi but that hurts the budget.
- Need later and earlier service
- More frequent service
- The frequency and hours are limiting and don't encourage people to take transit
- We need easy to access to bigger shopping centers
 - Golden mile / downtown, Argyle and Rosedale area, grasslands don't get well services by busses
- In outside of the core areas the walk is quite a distance and very difficult for those with mobility issues

d. Stops/Shelters

- Many places have no shelters
 - Shelters can be bigger - can get crowded
- There can be a long wait for the bus, so shelters are needed
- Snow/ice issues around stops/shelters - major safety concern especially for people with disabilities and families
- Walking / moving to the transit stations can be a barrier - need to make sure people can get to the stops
 - Curb Cuts, trees, other items in the sidewalk prohibit people from moving around

e. Customer Service/Ease of Use

- More tech friendly system for booking such as an online system for fares - make it convenient
 - Presto card as an example of what this might look like

f. Paratransit/Accessibility

- Would like to see more people in the disability community, group homes and day programs. Exposing them to conventional transit and exposes people with varying abilities.
- Accessibility - people with disabilities rely on the bus system accessibility of transit live. Rely on screen readers and that information is not available.
- Accessible bus stops downtown are good but many stops are in the middle of a grassy field with no sign. The outer areas of the city where the new developments are should be serviced a bit better within themselves.
- Travel training program (Dylan and Ben), people supporting the transition from paratransit to conventional transit. Some people can make the jump but need to tackle the confidence and safety piece. The safety of the people being trained to confidently ride the bus and go downtown after 5 or 6 it gets a little sketchy for them.
- Downtown can be a hard place for blind individuals as well. There are a lot of buses with a few stops and it can be hard to get the right bus at the right stop.
- Transferring to downtown can be very intimidating. It can be difficult to navigate and travel independently. For someone who is new to vision loss downtown is a place that a lot of people avoid.
- Newcomers don't know about the travel training - this needs to be communicated better. Including how to use the app.
- Concerns about people with a disability is how unsafe people feel in a transit hub. Crossing the street, busy roads, buses, physical location and being on a busy roadway. Not necessarily the best location for the transit terminal. Concern if a child has to go downtown and they typically won't send their kids there because they have to navigate the cars.
- Paratransit booking needs to be improved

- Not enough ability for people to use the services leisurely - it gets people to where they need to go if it's work or an appointment, but not good for entertainment.
- Limited hours for transit / paratransit
- Paratransit - scheduling is a major issue, it can cause people to miss their activities / services (for example will come late or leave early)
 - Not enough flexibility to get there and leave when you want
 - People end up taking cabs
- Paratransit - very difficult to take paratransit in the afternoons due to school runs.
- Booking paratransit is very difficult... they often ask for a week ahead.

3. Does Regina Transit and Paratransit adequately service downtown locations (# and location of stops)?

a. General

- What are some of the best practices from other transit systems that are very successful?
 - Windsor - outcomes had nothing to do with downtown and a lot of employment activity was downtown but the transit system was concentrated on being downtown. So the system is being re-orientated to where people actually want to go.
 - Winnipeg has invested heavily in BRT but is successful in making transit the logical choice. High frequency on that corridor.
- If transit is there people will take it.
- Disconnect between city planning and transit. In all quadrants there is a disconnect between how people move and the built environment. Bringing these together for future city planning is very important.

b. Transit Operations

- For the most part aside from the layout - the downtown is serviced well. There is a real question if the location is suitable.
- The express routes are the only service offered in some residential areas during non peak hours like 6:30 pm to 10:00 pm there is no real way for people to get back home.
- This explains the Data where people are leaving but not getting back - that's a huge reason why.
- General lack of transit service supporting city run facilities. Field house, infrequent transit to them. If they are run by the city, transit should be a priority to enable people to participate in the programs that are offered.
- It can take an hour to get from the outer areas to downtown
 - Might discourage transit
 - There are a lot of stops available downtown which is a benefit
 - Make more routes available and faster routes
- Finds the downtown is served well - there are a few routes to get to downtown well

c. Fares

- Make transit free for high school students to create transit literacy.

d. Transit Education

- Education around transit concepts for young people- elementary school or middle school. You have a voice, this is how you ride the bus. Travel trainer is in high schools now but only recently.
- Draw more attention to focus groups who would benefit from sitting at the right table early on in the planning process.

4. Are the current downtown stop locations accessible - or are there barriers?

a. General

- In general there used to be a telebus - that was great for people who don't qualify for paratransit. For many who use conventional transit it is difficult for them to get to a stop. This system worked well and got people to a bus stop or central location (e.g. a mall).
- Would a telebus help to get people to a stop to fill in the gap? There is a large number that use paratransit but a lot that use conventional transit. There is a stop nearby but it is further than a direct route and this causes barriers. Paratransit has been a challenge - stop is located in a poor location? Not just the church but schools are nearby - where that bus stop is located could be improved and make significant improvements to not just the church but for many others around. Look into where a better stop could be for Dallas and the church - this may be a quick solution.

b. Downtown

- For the most part the downtown stops are accessible except for the lack of snow removal which creates a barrier.
- Lots in the outer areas are not accessible due to snow, distance between stops... downtown is a focus of transit and get more 'attention' than the outer lying areas
- Sidewalks are not cleared on time or at all and is a major barrier
- Most routes outside of the core are limited in number of hours and most certainly limited weekend and holiday hours

c. Elsewhere

- Need to prioritize areas where there are vulnerable users, like health care centres, senior centres, - there people getting services and the workers that go in and out need to be a priority
- Industrial areas in the north - buses that go to that area frequently enough so people might need to walk to work
- Industrial areas don't have sidewalks

- For those in the further suburban neighborhoods there is a barrier to employees who may choose to take the bus to work but can't because of the time it takes them to make it on time. Service in these areas is not frequent enough on the weekends and into the evenings. A later service especially on weekends could help a lot.
- Not enough bus stops in the east - people have to walk a long way to get to the bus stops.
- Evenings and weekends are difficult to get to go shopping (e.g. for new Canadians). They can get to Superstore but that's about it. There are pockets of new Canadians that should be looked at to identify if there are more stops that could be added and better stops - it may increase ridership.

d. Paratransit/Accessibility

- Snow/ice is the major issue especially for those with disabilities or small children

e. Operations

- Transit schedules are not appropriate for shift workers who work outside of those hours
- Later service on Sundays is needed
- Many newcomers are working odd jobs, or multiple jobs where they need to go multiple places, throughout the day and transit is a challenge
 - Need ways to accommodate the peoples schedules with more flexibility and options
- Need later services on holidays and weekends
 - For workers and people enjoying activities

5. Does Regina Transit and/or Paratransit meet your (or your clients'/community members') needs?

- If not, what could they do to better meet your needs?

a. Transit

- Allard is in zone 6 and people walk a long way from 1st avenue north to get to Fairways west. This is a gap and it is often the same people. Better service is needed in this area. Some of the newer areas appear to have bigger issues and these buses don't seem to service these areas. Design and layout in new communities.
- Conventional service does not serve the airport - people who work there have to walk a long way to get to the airport.
- Westera and Hawkstone as examples are affordable but weren't designed for transit. Dense housing with no parking.
- Could a transit hub be created in a new community. Don't see that in Regina. That may help in new communities and in communities that are redeveloping.
- Is there an opportunity to take over some of the rail lines that could be used as a connection for transit.
- Are there locations that would be well suited for a rapid transit line - Allard thinks of the tracks that aren't used anymore - could these be used as a rapid transit line?

- As redevelopment is being considered in the warehouse district is there an opportunity to use the old rail lines as a rapid transit rail line into Mosaic Stadium? They are using some of the malls to use the shuttle bus to take people to the stadium - that is really helpful in dispersing traffic from these areas and getting people to a place where there are 30K people in one place. This would encourage people to go to the stadium and use the downtown and warehouse district entertainment areas.
- Snow clearing is an issue because of the amount of cars parked on the streets - it creates a problem because the City cannot do a good job of clearing snow. Creates an unsafe environment for people to ride transit or access the stop. Unsafe from the driver perspective as well.
- Meet the bare essential minimum
- Outside the core there isn't transit available for shift work, and the service industry - you should learn more about where these workers are located and the shift times to better serve these workers.
- Transit maps are confusing - need to be improved
 - Separate into regions, not all on one page
 - Make it bigger - more visible
- Transit to industrial areas needs to be improved
- RRLIP has created a 2-page info sheet on transit in partnership with Regina transit - this should be translated for newcomers and service agencies
 - Many newcomers speak french

b. Paratransit/Accessibility

- Paratransit - not reliable timewise, can't rely on getting them to work on time, or they have to leave early, results in lots of lost time
- P&E - More translation into french in other languages

6. What do you think could be done to encourage more people to take Regina Transit or Paratransit?

a. Transit Operations

- Snow clearing
- Earlier, later, more frequent
- Less expensive
- Park and ride
 - Have people park for free then take transit to where they need to go
 - Can existing parking lots have a park and ride facility
- Door to door service for the outlying regions - like the shuttle buses they do for the Rider games - do this for the industrial regions
- Some people are more comfortable with riding transit at night, and some are comfortable only in the Spring, Summer, and Fall
 - More of a hybrid system is needed to help with this.

- North/south, and east/west all on express bus. Increase the frequency of those so people can travel a long distance in a short amount of time.
 - Connecting regional areas better within themselves so you don't have to go downtown for everything.
- b. Customer Service/Ease of Use
- Online resources to see where buses are
 - Communication with Paratransit is sometimes a challenge to book the rides.
 - Hybrid system - some could call in and some could book online as well.
 - Communication with Paratransit as a Department is done well.
- c. Paratransit/Accessibility
- Paratransit - make sure they can get their transit on time and better booking
 - Hire more full time people so that more people are available
 - Paratransit system is overloaded, we need more accessible busses
 - Need bus system that is more user friendly for people with disabilities so that they aren't booking up the paratransit system
 - This can help people take transit to get where they need to go
 - Sometimes people who are riding transit are scared to travel conventional transit - it could come from parents or caregivers' fears. Transfers make it difficult to ease this fear. They build confidence to help take pressure off paratransit.
- d. Transit Education
- Could transit training be expanded to newcomers?
 - Most people still have this idea of the bus from decades ago - how do we help people to see that transit isn't a scary service to use. Attendants and caregivers can ride for free - this needs to be publicized!
 - More partnerships are needed to understand apprehensions and skills to use conventional system safely.
 - Hire someone to make sure that everyone with a disability could take the bus that wants to.
 - Support the idea of paratransit being a valuable service but increasing the training so people can access conventional service is very important.

Workshop #2 - Students, Youth and Education Providers

Date: February 23, 2021

Time: 4:00pm-6:00pm

Attendee List

	Organization	Contact Name	Contact Information
1.	Luther University Student Association		
2.	Students' Union of the University of Regina Inc.		
3.	Forster Harvard Development Corp		
4.	University of Regina Students Union		
5.			
6.	URSU		
7.	University of Regina Students' Union		
8.	URSU		
9.	SPSA - Regina Campus (Sask Polytech Students' Association)		
10.	Regina Catholic Schools		
11.	City of Regina		
12.	URSU		
13.	Regina Catholic Schools		
14.	Saskatchewan Polytechnic Students' Association		
15.	Rosemont Mount Royal Community Association		
16.	City of Regina		
17.	Arcola East Community Association		
18.	Arcola East Community Association		
19.	Arcola East Community Association		
20.	Heritage Community Association		
21.	Whitmore Park Community Association		
22.	Regina Public Interest Research Group		

Logistics

Lead	Brandy
Second	Tom
Note Taker	Kristen
# of breakout rooms	3
Break out room leads	Tom, Adam, Alex
Note takers	Nicole, Kristen, Brandy,
Transit Rep	Nathan
Tech Support	Nicole

Larger Group Q&A

Q: Paratransit numbers seem low: Accessibility of the survey was difficult for one citizen which may result in the low priority of paratransit priority.

A: The survey was well received but we always appreciate the feedback.

Q: Did the survey address bus stop shelters?

A: Stops was one of the categories not sure if that was specific to shelters or not.

Q: What is the plan to move forward when we are done with COVID?

A: Address in breakout room

General Comments/Questions regarding the Plan:

- Could we implement bus rapid transit in the future?
 - Winnipeg and Saskatoon have this, so simple answer is yes, but we need to determine what this looks like over the years, we could start to develop a system that eventually becomes a BRT- simple legible network that could become BRT and find ways to improve these over time - change the infrastructure over time
- Is car sharing and cycling part of the plan? How do they interact with each other?
- In Vancouver - car sharing can eat into transit, where they bike most of the year and will car share on the cold rainy days
- Have budget to buy buses but no budget to increase operating budgets
- Are we looking at smaller / larger buses to adapt to route needs?
- Consider EV buses

- May shift people's mindsets around transit if its cleaner
- Park and ride - when they are established in a city like Regina, do they get used?
 - Is there an option to make transit more desirable with express routes and get people to where they need to go faster
 - You have to have the service and frequency there to entice the users
- What about bike rentals / scooter program to compliment the bus systems
 - Being explored in Europe and mobility as a service - one product from transit to bike to scooter
- Can uber or cabs work with the transit system to provide late night service at an affordable price?

1. What is Regina Transit doing well?

a. Schools

- High school - special express buses are doing well but are hearing that Oneil Tom area could use a second one. There are 2 major high school buses and they fill up (especially with COVID protocols).

b. Paratransit/Accessibility

- Paratransit - amazing at scheduling and booking - Scott, Cody, Rael. Customer service should have been much higher in the grid we showed.

c. Operations

- Over the years there are routes to get them to where they need to go - may not be efficient but found a route
- Transit is daily reliable and on a major route there are lots of options and buses typically on time and replacement buses were imminent when there was a break down
- A lot of buses that run through Rosemont - good access to buses.
- Generally the coverage is good, it may take a while, but you can generally get to where you want to go
- Buses run on time
- Express service going north/south - help the customer get to their destination in a desired time

d. Customer Service/Ease of Use

- The Regina Transit buses will stop and pick people up in cold weather.
- Transit live app a great improvement - could see when a bus is coming - unbelievably useful
- Transit Live - improved the customer service experience, it helps to know when the bus is coming when it's cold outside

e. Fares

- Affordable for many groups - re - students - especially when compared to other transit systems in other cities
- U-Pass program - reducing transit costs for students

f. Transit Education/Information

- Do have good programs in place that people can be dropped off at non-stop locations - this should be promoted. They have the programs but not everyone knows about it or how to use it. Finding the information is difficult.

2. What could be improved?

a. General

- Parking is still not a challenge
- Wifi on each bus

b. Schools

- Westerra students - very hard to get to school due to the infrequency, students have to transfer downtown. Getting up very early in the morning.

c. Operations

- Weekends - students use buses for all kinds of reasons, not just school and are impacted by the low service on Sunday - no service after 6:30.
- A struggle getting back - good to get there in the morning - whole other ball game is getting home - capacity issues - tough to draw in professionals - bus is full at the point when he would be getting on the bus - doesn't want to be late to pick up kids because he misses a bus and needs to wait for another bus
- Further to above comment - frequency could be improved
- A microbus for some smaller communities without the same level of riders.
- Region 9 more stops are needed in this region as a lot of walking is required to get to transit in these areas.
- Safety - especially after peak times in the evening. Not going to walk through Victoria park to a bus stop - can they integrate/consider bus safety in the Safety Master Plan to encourage riders in the off peak hours.
- More cooperation and collaboration with other City departments - e.g. snow clearing - don't push snow up to stops as it makes them inaccessible. Interdepartmental dialogue is needed. Equally bad across the city - Sask Dr was the example that was given - Westerra was another example. This is another safety issue. City departments are siloed but the problems could be resolved through what appears to simply be a conversation.
- Snow clearing - all leads to accessibility and safety - bus shelters and bus stops are normally cleared but the sidewalks are not cleared between shelters and stops. Clearing

sidewalks along bus routes should be a priority for the City - e.g. next to parks. People are not riding transit because of snow and accessibility to stops and shelters.

- There will always be gaps - need to go to the people to find out how to better serve them. RT needs to ask people how they get to work.
- City has made an attempt to help get people on the bus.
- Hours - difficult for people who are working when the bus service ends early
- Frequency - amount of service could be improved, more frequent service needed
 - North / south service express service is good, but going east/west could be improved with more frequent service
- There isn't a lot of parking around the hospital and the hospital appears to be underserved by routes and stops especially during the off-peak hours and weekends. Could service be more flexible so it better serves the community? It seems to be an old model of thinking about how buses are programmed. Could RT provide a direct link to the hospital to encourage more patients, visitors, and staff at the hospital to ride transit?

d. Customer Service/Ease of Use

- Issue was raised by a stakeholder who feels that the professional development of the employees is needed (e.g. at 11pm people may not have a bus card or money and transit drivers will reject them). Regina is a community and residents all have the responsibility of taking care of everyone. The stakeholder feels people should be able to ride in these cases. Harassment to the passengers - they are a regular rider and knew the driver and asked if they could join and forgot his wallet. The driver started interrogating him and yelling at them. Professional development and training of drivers is needed regarding how people should be treated.
- People that don't have the transit app - no access to know when the buses are coming
- Journey planner - isn't the most reliable for certain users

e. Fares

- No student cards are being issued with COVID - would go to RT to get a second pass but they would send them away so they required proof of enrolment. Sask polytech had a hack so they couldn't do that either. Students at the campus worked directly with Crystal. The City needs to find another way to prove they are a student. Students find it difficult to get a U-pass.
- Student pricing for different financial situations should be offered.
- Sask polytech students pay 78 dollars per month. No semester pass available to them. That would incentivize taking transit.
- High school kids do have semester pass for students. Regina Transit does have subsidized passes for low income students - but there is not enough information available to them regarding this option.

- There are a lot of students walking because they can't afford the 66 dollars per month (affordable access). Students are not aware of it. Kids will walk 3-4km. Get more information out there about the program.

f. Transit Education/Information

- Combination of not knowing about the program and not knowing how to apply
- Students in basic education programs can qualify for the affordable pass but they are not aware - needs more awareness. Better public service campaign.
- More education as agents but more information to students as well regarding the threshold for income.
- Needs to be on the radar how to change the public perception of transit. There seems to be a missed demographic

3. Does Regina Transit adequately service school locations (# and location of stops)?

a. Schools

- Uof R campus - stops are great but there are concerns (rep with students with disabilities) said that the #18, stops by Luther college but does not park near an accessible location.
- Sask polytech has 2 stops and they are right at the door for both campuses and the main campus has a very large bus shelter so no complaints. Can't speak to frequency.
- There are times that high school classes end at a time that does not quite line up with when buses.
- It's common for people at the university to complain that buses are full and people can't get on them at the stops - these are the first bus that leaves the University
 - In particular September and January is really busy
 - This is important because this is when students are forming their transit patterns and might get turned off of transit at this time
 - Transit is an integral component of getting to school for them - make this part of the university experience and get people comfortable using transit from the start
- Balfour and Miller stops for the #2 bus are really busy, but #12 is not as busy which goes past schools as well
 - Campbell Collegiate High School is also busy
- Comment complaints from students :
 - No service to new development areas
 - west terrace area in particular
 - Similar in south east corner, north of acre 21
 - North west corner in general is hard to get to - its a one hr bus ride to U, where its a 15-20 drive
 - Service hours -

- Average student starts later than business hours - students might have first class at 10 - so they miss express route opportunities
- End of day window is the same as business hours
- End of the night issue - a lot of students are going out on the weekend and can't take transit so they drive or take a cab (if they can afford it) - ensuring they can get out safely when they want to go drinking is important and transit could help with this
- It was difficult to get transit into west terrace when it was developed it, it is a dense urban development (apartments, condos), not a lot of spaces for cars, walkable and we wanted transit to sell these units, but transit wasn't getting implemented fast enough, these units didn't sell
- Downtown- a bit of a wasteland, people are worried about their safety downtown, can we have lighting or more foot traffic to alleviate some of this, people feel their safety is at risk when they are traveling downtown so they avoid traveling there

4. Does Regina Transit adequately service your community (# and location of stops)?

- Dewdney @ Aberdeen stop gets blown in with snow - why not just move it so it is more accessible
- Golden Mile - passageway between Superstore and Golden Mile Building was locked so they had to walk a long way to get to the bus stop. How many stops rely on these passageways that may now have limited or restricted access.

5. Are there gaps in service at any specific time or day that creates a barrier to using transit?

- Why are holidays and weekends so differently? People cannot get used to a schedule - also gaps between peaks make using transit difficult (longer wait times) in off peak hours. Near Ukrainian Co-op - stretch is good but all buses come and leave at the same time - so there isn't a staggering - something that could be considered so there isn't such a long wait between pickups.
- Micro busses should be looked at for off-peak hours / late at night.
- Express routes are great need to figure things out elsewhere can be better served
- Whitmore park - room for better routes- does frequency increase ridership or spread it out and make it more expensive to run?
- There are times that high school classes end at a time that does not quite line up with when buses. Oneil and Tom

6. What do you think could be done to further incentivize students or staff to take Regina Transit?

- There isn't a lot of parking around the hospital and the hospital appears to be underserved by routes and stops especially during the off-peak hours and weekends. Could service be more flexible so it better serves the community? It seems to be an old model of thinking about how buses are programmed. Could RT provide a direct link to the hospital to encourage more patients, visitors, and staff at the hospital to ride transit?
- Parking is still not a challenge

7. What do you think could be done to encourage more people to take Regina Transit?

- Pay deductions helped and two months free a while ago helped - a discount or alternative by employers will help.
- More bus shelters are needed - can they get put in closer to seniors centres and high activity areas?
- If RT used one month free or lower cost for first month free.

8. How has COVID transit service changes affected your business or organization?

- The City has decreased the frequency of bus service due to restricted access to the university.
- Even though there are fewer kids (half at a time) but limits on ridership limits due to COVID has still caused issues. Particularly at exam times. Peak time at the way home 3:20 to 3:30 and in the morning
- Not as many people are taking it
- U-pass - there is a new one that has been negotiated (not the regular one). It is more expensive than the original U-pass. Still cheaper than the regular adult pass.

9. What is the most important thing that the City should consider as we make decisions about the future of public transit?

a. Operations

- Priority would be frequency - during the weekend there are big delays and people aren't served if they work shift work on the weekend.
- Need to do a deeper dive into the demographics and where people work (and when) and then plan for that. There is a large segment of the population that works weekends - the traditional 9-5 isn't typical anymore. Especially in some of the lower income areas. People just find other options to get to work other than ride transit - RT maybe ignoring a whole group. 24/7 City and people will find other solutions to get to and from work.
- When there are several stops involved to run errands transit is not as convenient due to her role with polytech. Wifi on the bus would be appreciated.

- If there is an emergency with her job and needs to go immediately then it is not as feasible. More appealing to people who are working the 9-5
- Can't take the bus due to severe motion sickness that was debilitating.
- An issue is that students lose articles and there is no great ability to follow up with Regina Transit. Maybe an online lost article registry that students can report items forgotten on the bus. Then some form of response that students & parents can get some overnight relief until articles found by Regina Transit can link the article to the owner.
- Buses that go to the 11th ave location and transferring to the globe theatre - there is no safe place to load them safely - it is great as the center but it is very congested there. Then City buses get upset with school buses and there have been instances where bus drivers will exchange heated comments. Feel that is their domain and nobody else can use it.
- Where buses can convene and there are no cars it is a much safer option for the kids, pedestrians motorists - e.g. Saskatoon Transit downtown terminal east between 2nd and 3rd avenue on 23rd street

Workshop #3 - Major Employers, event facilities, tourist attractions, employment agencies, entrepreneur groups, BIA's, downtown groups, CA's and non-transit road riders

Date: February 16, 2021

Time: 10:00am-noon

Attendee List

	Organization	Contact Name	Contact Information
1.	Downtown Regina		
2.	Hydeman Developments		
3.	Economic Development Regina/Tourism Regina		
4.	Saskatchewan Health Authority - Regina Area		
5.	EnviroCollective		
6.	Regina Citizens Public Transit coalition (RCPTC)		
7.	Regina Transit Coalition		
8.	Bike Regina		
9.	Namerind Housing Corporation		
10.	Bike Regina		
11.	Regina & Region Home Builders' Association		
12.	Dream		
13.	Mitchell Developments Ltd		
14.	Evraz (Steel)		
15.	Stantec		

Logistics

Lead	Brandy
Second	Tom
Note Taker	Kristen
# of breakout rooms	3
Break out room leads	Tom, Adam, Alex
Note takers	Kristen, Brandy, Nicole
Transit Rep	Brad
Tech Support	Nicole

General Large Session Q+A notes:

Q: the zones in the map you showed doesn't match the wards/ locally known neighborhoods, where do these come from?

Q: Paratransit takes a long time, and needs to be improved. We need to hear from people that take paratransit. Concerns with people getting access to the survey. Is Dillon working with Linette to get feedback from these folks?

A: Yes we are working with her and making sure there are multiple versions of the survey available.

C: Data demonstrates that paratransit has success in terms of operations, though this may not reflect the travel times, but this could be a measure of success if usage is high.

Q: Where did data come from for travel activity for non-public transit?

A: Streetlight Data - anonymized from smart devices (phones, cars etc). Multiple sources data.

Q: Why wasn't zone 10 identified as a high capacity morning or afternoon network?

A: While it may be a busy transit route, it may not have made the top 10% busiest due to other factors such as walking, cycling and vehicle traffic.

Q: Do you correlate ridership with income - do you track how income level influences ridership?

A: We may look at this data if there is an anomaly but it is not where we start. Those who pay are just as valid as those who do not.

Q: I see that transit comparisons were made between cities based on population and size, is there an option to compare to a municipality that is comparable in terms of level of subsidy given to riders.

A: We look at other similar geographies with similar factors to establish a baseline (e.g. Winnipeg).

Q: Are there any cities that offer free transit? How much

A: There are no fully free conventional transit systems. Regina is approx 1/3rd subsidized.

C: A Major part of the plan seems to be to get the major transit hub off of 11th avenue. This would make it less accessible and perhaps lower ridership. There are safety issues to consider if we are moving this.

Q: can you give us background info on why the airport doesn't have service?

A: The City had prioritized the provision of establishing airport service until COVID, now the demand is not there.

Q: in the numbers shown in the presentation, there wasn't a number for transfers in the 11th where their destination is not downtown

A: haven't pulled transfers yet. We have boardings downtown, but not the transfers yet, will try to get this if we can

C: Moving the transfer hub from 11th is not a good idea. Many people use this because it is accessible and safe, to move it would lead to decreased ridership. The solution to the congestion would be to remove vehicle parking and prioritize buses and cycling.

C: take into account the reduction of emissions in transit - regina commitment to lowering emissions. Meet city's environmental targets

C: on demand service should not be an option - need to look into this

Q: How will the existing downtown plan be used? How will the Transit plan be used? Service stops identified on 11th. How will this feed into the study?

A: Previous studies are part of this. We will incorporate the background information that the City shares with us.

Summary of Breakout Room Feedback:

1. What is Regina Transit doing well?

a. General

- Impact of community engagement - there will be a lot of construction over the years that will impact transit, communicate the positive aspects of transit.
- Overall undertaking the study is something that transit is doing well
- Looking forward to reducing bus and overall traffic downtown
- Use of transit service for event activation
- From the perspective of developing Regina - interested in infill and core areas of the city. Interested in ensuring that the outlying areas are serviced.

b. Transit Operations

- Transit management is listening. City Council not so much. There is a good transit department but it needs more funding and City Council needs to support this. Service is as good as it can be for the budget. Federal government is giving the city money but they are sitting on it and not giving it to transit.
- There are bike racks on the buses.
- Ridership is increasing, this shows we are doing something right, and we have integrated some efficiency (smaller buses) which is a positive, and the uptake in paratransit
- We have received good feedback for things like the Rider Games, and special event transit, we use transit to activate the events by moving people from their vehicles (drop off locations like malls) to the arena or from hotels to the events
- Express routes to downtown or to other parts of the City are good
- Service for Harbour Landing is benefitting a lot of the population that is living there. A lot of new Canadians and new people to Regina are using the service. (Evan) Grasslands

c. Accessibility

- There are audible signals when buses reach the destination, and out loud stop announcements.
- Some of the downtown stops have braille.
- All buses are accessible.

d. Customer Service/Ease of Use

- Transit live is helpful - you can see on your cell phone where your bus is located so you can see how long it will take to get to your bus stop.
- Customer service is good, regarding good interactions with the bus drivers. Generally they drive very safely. They will stop and help in extreme cold weather. (especially good for cyclists that are having troubles with the bike)
- Park and ride matches the transit use map showed

e. Fares

- Appreciate the U-pass concept.
- Regina Transit provides free rides during Rider Games and New Years Eve which takes a lot of drunk drivers off the road and alleviates traffic congestion.

2. What could be improved?

a. General

- Over the past 5 years rental is over 30-50% of BP's. Used to be more in the 10% range. This is a trend they are seeing - could be more rentals in the future leading to potentially higher ridership. Adam - are there more rentals in suburban areas? The City now allows for secondary suites - usually infill (single to semi) and density is increasing. A lot of the time it is buyers. Medium to higher density areas are more in the new communities along corridors. This is easier for developers and is usually in proximity to transit routes. (Evan)
- Transit Master Plan needs to consider how redeveloping communities build up with appropriate service.
- Corridor plans and zoning - OCP is targeting 30% increase in built up communities - in the 5-10% percent - infill levy is a cause of this. Four studies underway to look at the intensification levy and may possibly waive it along corridors to encourage redevelopment. The TMP should work with these studies to find out how we can promote development/intensification that is well served by transit. Potential for another hub to be identified in developed communities.
- Regina needs to improve / create a car share program. Needs to be identified in the TMP - parking locations should be identified to assist/support this.
- Need a park and ride survey to see why people were not using transit - coming from the east side they could get off close to general hospital, from north west the stop is further from the hospital, this is problematic in the winter, many staff are young and getting their kids to daycare before work is a challenge.

b. Transit Hub on 11th

- Regarding bus service on 11th Avenue
 - Combination of vehicle traffic and parking and transit - need to make the downtown more efficient as this is the hub. The hub has a lot of transit riders waiting for buses on the street. This causes problems for the riders, especially when there is cold weather.
 - If we moved the hub away from the large department stores into more of a transit hub where riders are in an enclosed space that is climate controlled.
 - Traffic control downtown - alleviating congesting moving to the downtown core
- Property owners on 11th need to hire security because people go in the buildings when it is cold out and there are no warm shelters while people wait. Need to think about what transit looks like for the rider - once they get downtown it isn't a good experience.

- The City wants interactive streetscapes but buses are not an interactive streetscape. Need to identify land that could be used as a hub. Police station should be the hub - or the Namarind site.
- Lorne Avenue is safe - but it is a wind tunnel. The City could move the hub and still meet the requirements for transit service.
- Line up of uses on 11th Ave is an issue
 - This is a major downtown corridor that is filled with buses, it looks crowded and the roads and sidewalks are damaged
 - It makes it challenging to keep downtown business like the Bay along the strip
- Security is a concern on 11th Ave - if this is moved the street should be activated and make people feel safe and secure
 - Need additional things like lighting, security cameras - curious to know more about safety and security and what would make people feel safer when waiting for the bus at night
 - Need more information about what the security challenges are and the solutions
- 11th ave could be moved to 13th ave - more conducive street that could be made 2 way from Albert to Broad St. Use the old STC hub as a turn-around - go back to 13th to head east/west
- Remove parking from 11th. Bikes and buses are great. Cars are a problem in the City. Would address the climate crisis.

c. Transit Operations

- More frequent and earlier - during the week. Transit every 15 minutes rather than every half an hour all day, needed to grow ridership. Biggest jumps in ridership are when transit provides service every 15 minute
- Travel times are long to anywhere besides downtown or the university.
- Transit on the east side of the City needs the same access to transit on the east side. Some affordable housing has been built there and needs the service.
- Parking downtown as well as street parking along the corridors - could be better used as bus lanes and bikes to allow transit, bikes, and cars to operate more efficiently
- TMP should include the consideration of autonomous buses as a consideration as the technology advances. Open to different forms of delivering transit - may be more smaller shuttle vans or direct uber ride hailing services to serve lower density residential areas.
- Autonomous vehicles don't work well yet in the winter cities. Down the line these types of options may be replaced by autonomous vehicles in the future. Autonomous vehicles most likely will not be a part of a near term recommendation because it doesn't exist in a way to implement it now.
- A lot of new Canadians serving Evraz - would the City be willing to better serve the industrial parks?

- Under the arm of RM of Sherwood - is this a process that RM Sherwood and Evraz needs to connect with Regina. How can they better serve the north end of the City. Can they approach their membership to find out the level of service that could be offered. Currently no transit service to Evraz.
- Newer Canadians work there - Finnings also brought up similar concerns. Would probably be utilized. Shift times that would work best? Works 24 hours - shifts change.
- The interchange is overloaded and it will be a lot of money to build - it may be better to get people into buses and reduce the number of vehicles to delay the interchange upgrade that is needed. Pasqua - north and south terminal will be signalized in the near term.
- Central loop in the downtown core
 - Instead of using large passenger buses, you could introduce 15-20 passenger buses that run downtown, by hospital, to office centres, these buses would not damage streets because they are light, could consider hop on/ hop off to main hub
 - Similar to the buses in the core area

d. Accessibility

- Snow on Victoria gets shovelled into the edge and the space decreases for bikes and other riders.
- Snow removal is lacking. Some street plowers put snow around bus shelters which makes it hard to get to. Both the space between shelters and the space between the bus and the sidewalk when boarding/offloading.

e. Fares

- U-pass - while the effort is appreciated you are forced to pay for it even if you don't use it. Opt-out options are only available to you if you live very far or very close. For people who don't live in areas to opt-out, they pay 90 dollars regardless of whether they use it.
- Free fare or reduced fare - not bearing the cost if you are not using the system but it is being spread out across the whole city. Start at certain rider groups but would be good to see reduced fare for all citizens, Winnipeg - example.

3. Is Regina Transit affordable? If no.

- Fare seems very high. Same fare as in Toronto. Transit is a public service and should be affordable to all. If someone doesn't have a fare in Regina they won't be thrown off the bus so that is good. Fare free transit would be good for the climate, questions of equity.
- Cost of a family going to the movies - \$10 dollars minimum one way just to get there.

a. What could be done to make transit more affordable?

- Free transit would be one step towards a more equal society
- New Canadians, people who work for minimum wage In the interim these people are left out so they have to walk miles in the dead of winter, it is not equitable. Some people cannot qualify for the current programs.
- We need to work towards fare-free transit. Fare free transit for Victoria for those under 18.
- We talk about how transit is subsidized, but how much are car drivers subsidized? Bus riders don't drive but we pay for roads and infrastructure through our taxes.

4. Is information regarding transit routes and times easy to find and use?

- Transit live is great if you have a cell phone. Buses are very reliable.
- Google maps would tell times but not very accurately.

5. What should the City do differently to better incorporate transit planning into the Planning Process when communities are proposed?

- A lot done up front at ASP/NSP/ Concept plan process. Sometimes the process changes over time but takes a lot of time to see the transit start to operate - up to 5-10 years (eg Harbour Landing, Westera - 2015)
- Guidelines may be needed to identify when transit should be incorporated into a community.

6. Are there gaps in service at any specific time or day that creates a barrier to accessing transit?

- Convention goes - not option to get from hotel to the large convention center
 - Stay in hotels in downtown Regina in and need to access like the arts centre, or other venues where they need to be transferred - no public transportation to access convention centre from hotels downtown
- No bus service downtown for evening / night hours for entertainment
 - Many people don't use public transit for late night entertainment, this is a partially because we are spread out but there is also not good options for late night travel
- Transit to Downtown and warehouse district from university for students
- When we have major concerts and other events, Regina Transit should promote free transit to these events to promote safety to help people become more accustomed to public transit and promote it
 - Consider adding to other events beyond NYE
- Access of information - important for visitors
 - Need to think about the visitor and where they get information (do they use the app, or google?)

- Need to think of where they get on and off transit
 - Can integrate transit info into Tourism Regina (can take the conversation off like)
 - Particularly talk about the airport route especially later in the process
- Hotels are downtown and the nightlife is in the north
 - Need different types of routes to the different venues, consider this in the route planning
 - Consider tourism and hospitality rider service
- One issue that often comes up when talking about transit is safety (when talking to workers traveling to the hospitals downtown)
 - Especially in the areas that you need to walk in first /last mile
 - Need to consider safety for passengers and drivers
 - Need to change the culture for people around taking the buses to encourage more riders
 - Gave staff free transit passes to encourage people to take transit to help encourage transit use
 - This is important for changing the culture - for example the interfacility shuttle helped people see the benefits of not having to find parking
 - Communicate that people won't have to sit in traffic, that the bus is faster and that there is no parking
- Sunday service and holiday service (e.g. Canada Day). Transit service should go longer. People go for supper on Sunday and they can't get home. Service earlier and later. Buses stop running at 6pm. Sunday service is only once an hour. Once a half-hour would be better.
- Saturday is better - every half hour. Everything should be more frequent.
- Harbour landing has a lot of retail so there are troubles to get workers home. If their shift runs longer than the bus service they are stranded and have to walk.

7. What do you think could be done to encourage more people to take Regina Transit?

- Free fare. Students and low-income people. Normalized behaviour to take transit. Education to go along with increased services. Students K - 12 it should be free.
- There is not enough information on the website about how to travel with your bike. There are a few instructions about a yellow handle, but no pictures or videos. I avoided the bus for like 5 years because I was scared about the mysterious "yellow handle" and had no idea what they were talking about.
- the stupid bike rack does not work in winter. It freezes up. It took me + driver + passenger just to get the damn thing on. I was so embarrassed.
- One bad experience with a driver is enough to put people off transit forever
- It is faster to bike than take the bus (for most destinations)
- Communication - let people know what the options are
- Make it cost effective - prove it to them
- Answer all their questions - give them a reason to try it - give them a free trial

- Need a cultural shift - create a communications plan to shift perception to make bus riding cool again, make it the preferred option over the car, show the benefits
- Fix the hub downtown - it's frustrating and needs to be improved
- Climate controlled shelters - visitors would LOVE this, place in strategic places like science centre, RCMP centre, increase traffic to those areas
- Park and ride loops in N/S/E/W

8. If Regina Transit had additional budget what changes do you think should be made?

- Electrified buses
- City has to keep snow OUT OF THE BIKE AND BUS LANES. Bikes ride in the bus lane because there is less traffic. Lanes

Workshop #4 - Major Employers, event facilities, tourist attractions, employment agencies, entrepreneur groups, BIA's, downtown groups, CA's and non-transit road users

Date: February 17

Time 4:00 pm - 6:00 pm

Attendee List

	Organization	Contact Name	Contact Information
1.	Harvard Developments Inc.		
2.	Regina's Warehouse Business Improvement District		
3.	Regina Downtown Business Improvement District		
4.	RDBID / Cornwall Centre		
5.	Casino Regina/RDBID		

Logistics

Lead	Brandy
Second	Tom
General Note Taker	Brandy
# of breakout rooms	2
Break out room leads	Tom, Adam
Note takers	Brandy, Simmy
Transit Rep	Brad
Tech Support	Simmy

Session Summaries Compiled

1. What is Regina Transit doing well?

a. General

- They do well with special events (e.g., Riders games) -- getting people there (but not on the return back...)
- Keep shuttle up during Rider games
- Willingness of city to invest more to make downtown experience better
- A lot of university students taking buses

b. Transit Operations

- Coverage is high
- Time frequency is fairly reasonable - don't have to wait for hours
- Connect city well, take people where they need to go (major destinations)
- Professional people are not well catered to
- Downtown there are a lot of office buildings. Would take a considerable amount of time to get to the warehouse district.

c. Customer Service/Ease of Use

- Good transit app for smartphones; innovative
- Done well adopting new technologies - Live Transit has done well.
- On call bus service - other municipalities are inquiring more about this service.

2. What could be improved?

a. General

- Transit is perceived as the poor person's mode of transportation. Utilized a lot by people who have no other mode of transportation. Bus riders are labelled as having no other options. This will need to change.
- There is no parking issue in the City. Parking is affordable and too cheap - \$2.00 per hour at the metre is cheap and the pain point hasn't been felt yet.
- For drivers it is hard for people who don't know where they are going and don't have the means to figure it out - some think transit is a cab service.
- Perception that professional people don't ride the bus - inconvenient and not cool. 10 minutes to drive. Would have to transfer twice.
- Crossing Dewdney is dangerous. Need to make it safer in the short term. Able bodied people have an issue - there are people who have accessibility issues that also cross - 2023 refresh - Transit needs to work with City departments as infrastructure improvements are made to make crossings safer for pedestrians and riders on this improvement and all other improvements.

- Bonus: WI-FI -- if they could stream a tv show or send emails, that's an amenity that buses can provide that cars can't
- b. Transit Hub on 11th
- Wall of buses on 11th Ave -- e.g., 16 buses lined up is not appealing for pedestrians or businesses; idling of buses created rust in front of buildings, ruined the foundation of building
 - Mass congestion of buses all in one area at the same time
 - Consider how to improve 11th and the transit hub at the same time if transit remains.
- c. Transit Operations
- Frequency is also important so that people can get where they need to be - it helps them avoid having to check their phones.
 - Frequency - currently may give people anxiety and prevent them from using transit because they don't want to miss an appointment - or they could be waiting a long time for a bus.
 - Convenience makes it harder for people to want to choose a bus over a car
- d. Accessibility
- Signage and voice helps on Regina Transit. Visual resources as well help. Sign posts and information signage with the map and time - who to call for information. Make it clear how people can get help. Transit ambassadors have helped in the past downtown.
 - Would digital signage help people to want to ride transit.
- e. Customer Service/Ease of Use
- Difference between the choice riders and the people that need to take transit. Those who need to take transit don't always have the resources needed to help them - may not have a phone or computer to use Live Transit. Downtown centre is important because it helps people to learn the system - e.g. New Canadians
 - Information needs to be better presented to those who need the resources - not everyone has a phone or device (or data plan) and don't know how to interpret the information. May need to work with newcomers groups in a different way to ensure resources are translated and understood.
- f. Paratransit
- There is no defined spot for them to stop; they will stop at intersection on 11th Ave (unofficial stop); they need a ramp
 - They are limited to stopping in front of intersection (doesn't have a lowered curb)
 - If you're going to have paratransit, you should have a designated spot for drop-off (the necessary infrastructure isn't there to support this service)
 - Need better drop-off location; designated spot; front-door access

- Appreciates that gatekeeping that paratransit does for its riders; needs to be reserved for people who ride it; on-demand service, just keep it reserved for people who really need it
 - There is a lot of demand for this service, so maybe more investment needs to be made
3. Does Regina Transit adequately service downtown and warehouse district locations (# and location of stops)?
- a. General
- Transit is important and people should be encouraged to take transit. A large number of parking stalls are available - but Harvard is hearing it is too expensive and that there are not enough stalls.
 - If more people embrace transit and have a place to connect it will help with the tenant / owner issues
- b. Transit Hub on 11th
- There is too much happening on 11th - everyone is jockeying for the same space. Recent interaction between pedestrian and transit bus. A lot of competition for the space.
 - 11th should not be the place for the major time point for Regina. Up to 5-6 buses for 2-8 minutes depending on the route - on both sides. Alley interactions during this time is not safe - service vehicles also do waste removal and delivery (food) vehicles are also stopped on 11th.
 - 11th Avenue is not the right location for the transit hub. The main transfer point should be elsewhere but service is still needed at 11th. Transit needs to continue on 11th - but staging needs to be moved - still downtown but outside of the main core.
 - Need to think about what we are going to grow into in the next 20 years.
- c. Transit Operations/Stops
- Main time point for one of Harvard's Class A buildings - does not lend itself to a Class A environment. People warm themselves in the lobbies and it creates a conflict with tenants. A structure is needed for people to find information, stay warm, wait for buses, etc. Somewhere else.
4. Are the current locations of downtown stops appropriate for people using the businesses or working downtown?
- a. Downtown
- Downtown is well-served because it acts as a hub -- the challenge with it is that all buses go there and there is idling that occurs

- Current location is good for passengers because it is at base of so many buildings; but from business side, it puts a lot of congestion in front of you - but moving it to another corridor, there will be less value for transit riders because they have to walk further
- Key issues = idling, constant sea of buses, loitering in vestibules

b. Parking

- A lot of surface parking (mostly police) e.g., on Broad Street and Saskatchewan Dr
- Parking is plentiful or inexpensive -- no impetus for people to change behaviours
- Used to set parking rates
- A lot of surface parking lots -- so much parking
- People would not want to give up parking spots downtown; no capacity issues during the day -- most of guests predominantly park in lots

c. Transit Hub on 11th

- 11th Ave - one-way lane for buses, one-way lane for cars - more congestion; it's such a narrow corridor - you get a lot of congestion
- Could 11th Ave be used for buses heading east? Whereas 12th Ave could be used for buses heading west -- could you split transit use over two avenues? It used to be like this! 12th Ave is quite wide and could accommodate people
- Why can't congestion and hub components happen on 12th Ave too? Splitting it with 11th Ave, to reduce the wall of buses
- Can't remove all buses from 11th Avenue (but reduction in volume is needed)
- Large number of staff utilize transit, so it's nice to have it close by for accessibility -- but there is a more efficient way to do it (challenge: having land for hub)
- It's nice to have the hub downtown; want to see vibrant downtown

d. Transit Operations/Stops

- Trying to find the right location that works; are there hubs that can be built outside of corridor?; concept of park'n'rides

5. Are there gaps in service at any specific time or day that creates a barrier to access downtown?

- No gaps where it's hard to get downtown; maybe on weekends? Coverage drops on weekends
- Can make some routes more efficient -- a lot of stops on routes; as a rider, it's inconvenient because it takes longer to get downtown (could get there faster with car!); bus changes lanes a lot, then gets congested, makes a lot of stops, etc
- We try to put so many stops on one bus route, which makes the bus route inefficient; how to make bus a more attractive option?
- Identifying bottlenecks
- Taking a car downtown is very convenient

- Trains idle behind buildings - could something be built back there? ROW
- We are a long way off from seeing redevelopment in the yards - lots of opportunities to do pilot programs there - shipping containers etc. want to use. How will the redevelopment of the yards connect to downtown. Two underpasses are the only connection right now. Connecting the city centre and a portion of the warehouse district should be a priority.

Workshop #5 - Transit and Paratransit Staff

Date: February 17, 2021

Time: 10:00-noon

Attendee List

	Organization	Contact Name	Contact Information
1.	Regina Transit		
2.	Regina Transit		
3.	Regina Transit		
4.	Regina Transit		
5.	Other City Department		
6.	Other City Department		
7.	First Transit		
8.	First Transit		
9.	First Transit		
10.	First Transit		
11.	Other City Department		
12.	Other City Department		

Logistics

Lead	Brandy
Second	Tom
Note Taker	Katrina
# of breakout rooms	2
Break out room leads	Tom, Adam, Alex
Note takers	Brandy, Simmy,
Transit Rep	Brad
Tech Support	Simmy

General Large Session Q+A Notes:

Q: Was that primarily transit riders (What people think slide)

A: Anyone who decided to participate in the survey. So it could have been a mix of transit riders and non-transit riders.

Q: When was the data collected?

A: Travel demand data, Fall 2019. Survey data was from the last couple weeks and is ongoing until February 23.

Summary of Breakout Room Feedback (Para-Transit):

1. What is Paratransit doing well?

- Regina has a highly productive system, is reliable, carries a lot of people, city does a good job of scheduling; good job with traditional paratransit
- Good reliability and good coverage (90% within 400-800m range)
- Solid equity achieved by good coverage and good accessibility

2. What changes could be made to make Paratransit more effective for our customers?

a. General

- Biggest concern is competing with other modes of transportation as a convenient and reasonably equivalent way of getting around the city
- Regina is easy to get around by car; doesn't compare with large urban centres; cars are more convenient
- Regina weather can be obstacle to accessibility

b. Operations

- Some areas of the city don't have high frequency / coverage
- Identifying areas of the city where we need more frequency
- Starting to move towards higher-order transit; is fundamentally missing from the system
- Need to establish more routes (how many?)
- Policy about bus coverage -- our transit policy is built outwards, but how much of our policy is a checkmark on a developer's checklist to get more houses? E.g., places of high density aren't getting enough bus coverage
- Higher density areas should be developed around a hub, but it's not set up for riders; it's not accessible
- A variety of built forms would enable more people to use services

- An opportunity for improvement: fairly discrete systems that overlap, so we can look at where there can be synergies and breaking down silos to see if we can do cross-utilization; how can the conventional system accommodate paratransit riders?
- There are some interesting paratransit systems in US, that figure out the best and most economical way to get from point A to point B; in Canada, no one has nailed it, we have taken baby steps
- There is going to be more development closer to airport, so space there to develop (majority of development to the west)

c. University

- Could there be a university express route that could go to the neighbourhoods in the north? Only a direct connection service for students -- parking is a big issue at U of R; this would be beneficial; there is no more parking available and is expensive at U of R
- There is overflow parking in other neighbourhoods close to University, so parking is an issue
- There are waitlists to get annual parking pass at U of R; if you don't get a pass, people park in streets in nearby neighbourhoods; there might be some complaints from neighbours

3. What customer service improvements would improve rider experience?

a. 11th Avenue Hub

- Downtown discussion is valuable; 11th Avenue is at capacity and can't hold more buses
- Developers hate that there are buses on 11th Ave
- 11th Ave is best street in downtown for buses though
- Ottawa example of Rideau shopping centre using streets on either side of it to reduce congestion; more bus frequency
- There aren't many cities that have space dedicated downtown to having buses parked; instead, buses moving more frequently along street
- Is the future of Regina moving away from hub space for buses to more frequent bus service?
- Figuring out to get connection for students at University to downtown
- 11th Ave is most central street, 12th Ave isn't continuous street so it isn't conducive to transit - so there isn't another option downtown
- If at capacity on 11th Ave, can there be a split service? Using other routes?
 - There is a project underway right now that's reimagining what that corridor could look like; Sask Drive (corridor); more of a problem for infrastructure to deal with Regina winters; Sask Drive is unfriendly environment to begin with but in winter it is worse (there is no shelter, there would need to be an investment here)
 - Sask Drive is fairly close to capacity from vehicle standpoint

- Transit hub in the right spot. On 11th remove parking and devote to transit - more space for the service. All the buses need to leave at the same place - does lead to congestion. Pinch point at Albert and Broad (?) when the buses leave - could help if changes were made. Recognizes that buses all need to leave at the same time.

4. If Paratransit had additional budget what changes do you think should be made?

- Increasing peak capacity to allow for more spontaneous travel (for riders to not have to plan their lives out a week in advance)
- Pickup and dropoff for paratransit riders to major destinations
- (Rick would have good commentary about this)
- Service delivery model has challenges; volumes change every day; trip might be cancelled; it's a challenging aspect of the business because it's very dynamic and requires a lot of coordination for service delivery, alerting on issues, etc; a system that is responsive to rider needs
- Looking at other tech (e.g., electric, propulsion technologies)?
- Travel in winter, esp paratransit riders, challenge is that snow and ice stick around and we don't have a strong snow clearing regime in Regina - can take a week for sidewalks to be cleared; sidewalks and roads aren't cleared quickly enough, need to increase quality of service
- Winter services

Summary of Breakout Room Feedback (Conventional Transit):

1. What could be improved to make Regina Conventional Transit more reliable for our customers?

- Improvements made to service - bus lanes and dedicated routes that don't share with traffic. Downtown infrastructure is a mess. In the right spot but needs to be cleaned up with better infrastructure and accommodations.
- In general more dedicated space so there is less competition with private vehicles.
- Bottlenecks along the ring road - bus crossings at Pasqua or Cola and Vic. Bypass / cue jumps at some places.
- Trips from Arcola East straight up Arcola to downtown. As a driver the implementation of Route 40 on Albert Street works really well. Route 30 is another good example. The bus lanes should be extended to Northgate Mall with a pick up route for 40. Cue jump on Arcola is not used at all - may have been malfunctioning and never got used.
- Bus lanes were not enforced - have been for the last two years and that really helped.
- Railway a barrier

2. What gaps in our connections or service could be filled to improve our system?

- Missed an opp to make Arcola three lanes - creates a bottleneck.
- Extending Prince of Wales south would help create another link - could be 15-20 years down the road.
- How have service levels kept up? Can't get to a shopping area without transferring downtown. Do they need to make more connections to suburban shopping areas? Costco a busy zone and home to missing links. RT aware they don't serve this area well. Population has increased as with ridership and service levels have not increased. It would be extending an existing route - doesn't help people who don't use that route. Circle route could help address this as well.
- Planning wants to address the need for a sidewalk to stops. What is preferable when it comes to transit - having a layby or blocking a lane. If speed is more than 80km then a layby is typically needed. If speed is lower the risk is low especially if it is a shorter stop. It could be difficult to get back into traffic if there is a layby. Most stops are just past an intersection the bus can then wait for a light and then proceed back into traffic easier.

3. Are there any stops that should be moved to improve rider experience?

- Where are they?
- Stops all seem to be in the correct spots.
- Building on another comment - have a spoke and hub system - need the wheel. Example given 72/73 in Calgary - that offers the ring around the City. May need a link to create a circle route - would need a 30 minute service or run during peak periods. Rosedale crossing in Northwest to airport and harbour landing. North Normanview
 - Crossing to east industrial area - could go further north.

4. What do you think is the most successful route or routes?

- Express routes work really well - route 30 - used really well during peak. Goes into CBD - park cars at Normandy Crossing and Rosedale Crossing. Competitive trip into the CBD.
- 40 doesn't work as well because it doesn't go into the CBD.
- Max #4 - works well. Heard complaints that 7&9 go to the far east and have a big loop - takes a long time to get back downtown.

5. What could be done to improve the transfers across the system?

- Downtown works best for transfers than he has ever seen. It has become a lot better now that all the directions are on the same road.
- Traffic shouldn't be allowed to turn left into alleys. Causes delays and conflicts with cars. Less so with pedestrians.

6. What do you think could be done to encourage more people to take Regina Transit?

a. General

- Car culture - transit needs to compete with the convenience of cars. It is easier to go downtown on transit. Stops at Cornwall - don't pay for parking.
- Seeing bus routes enforced - people can see buses going through in the bus lanes. Third lanes that are not used right now - use them for buses. Anything to increase the convenience of transit to allow it to compete with the car.
- It will be difficult to get people back on transit after covid. Cars are bouncing back but transit will take some time. Focus on cleanliness of buses and facilities. When is a good time to push bringing people back?

b. Transit Education

- There should be increased marketing and getting it out to the public that certain routes are competitive with driving the car. Ex. Route 6. This route doesn't service the CBD but it provides other options, connections and destinations.
- More marketing - people assume that it will take a long time. Need to let people know that there are routes available that will provide them the service they need. Highlighting services is needed.

c. Fares

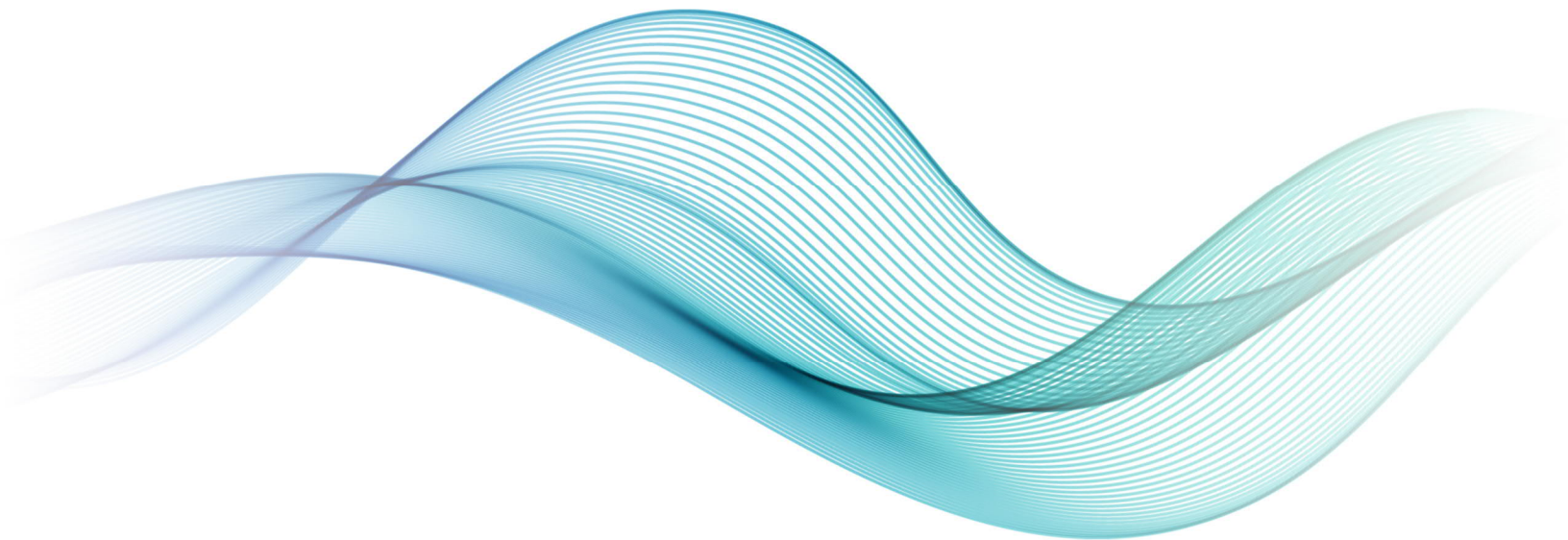
- Fare collection - let people know they can just go to Safeway and renew their passes. No pass renewal location in the NW - this is needed. Online renewal is needed!
- Transit cards should be able to be renewed online. Even having to go to Safeway is difficult for people.
- Highlight overall costs to ride transit versus drive your car.
- Rider transit being free is an awesome idea - more incentives like this are needed.

7. If Regina Transit had additional budget what changes do you think should be made?

- Would want to see redoing the rail crossings downtown, adding bus lanes, add another crossing over the railway.
- Frequency - buses every 15 minutes. Add convenience and assure people there will be a bus really quick. Sometimes it is faster to walk.

Appendix E

Round 2 What We Heard





CITY OF REGINA

Transit Master Plan

Round 2 Engagement Findings

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1.0

Round 2 Regina Engagement Summary

1.1

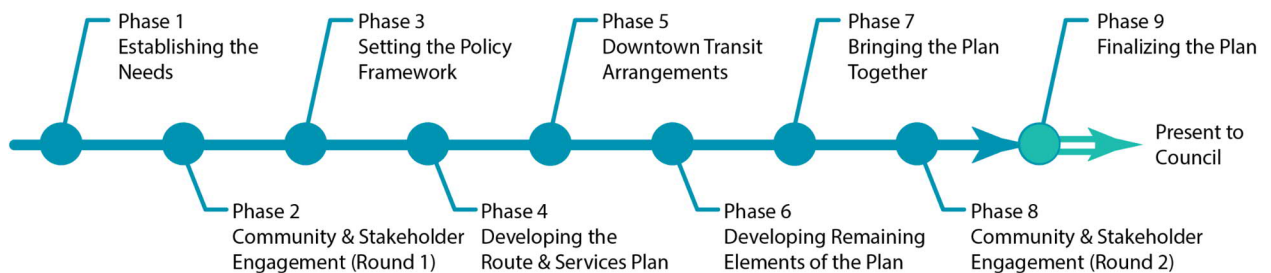
Project Background

The Regina Transit Master Plan is being prepared to address important issues with the form and function of transit in Regina's downtown and determine the best ways to incorporate new and emerging approaches to dynamic on-demand transit service. The Plan is for the benefit of residents, and will help decide whether or not to integrate conventional and paratransit service into a single service environment through a new operational approach.

Now, more than ever, transit services are developing tailored solutions that innovate in terms of apps, big data collection and usage, accessibility, active transportation, carbon emissions, and automation. Regina Transit requires a holistic transit master plan that will guide the City's development, maintain service growth, maximize the benefits of new service options while minimizing the impacts of shocks like COVID-19.

1.1.1

The Plan Progress - Nine Phases



1.2

Overview of Project Engagement

Public engagement for the project was designed in two rounds. Round 1 was held in February 2021 and Round 2 was held in September 2021.

1.2.1

Engagement Outcomes

At the onset of the project, engagement outcomes were identified and it was through this lens that all engagement activities were designed. Outcomes include short- and long-term actions and recommendations to create and improve the transit system. The engagement outcomes are:

1. To identify the varied needs of the public and stakeholders for the transit system;
2. To capture rider experiences;
3. To identify gaps in service;
4. To better understand the role transit plays in the City's achievement of strategic planning goals, particularly in the Downtown; and

5. To inform the development and finalization of the Regina Transit Master Plan.

To meet this purpose and achieve the outcomes in Round 2 the Project Team maintained a multi-faceted approach to engaging with Regina citizens, City staff, and stakeholders to understand how Regina Transit can better serve the community. Similar to Round 1, the success of Round 2 Engagement is tied to the achievements of these outcomes and based on the quantity and quality of feedback received. The information provided within this report reflects a continuation of conversations built upon both rounds of engagement.

1.3 How We Engaged in Round 2

Due to the ongoing COVID-19 pandemic, Round 2 engagement activities were held virtually to minimize risks associated with in-person engagement. Through the public survey, transit employee workshop, and three stakeholder workshops, the Project Team shared key elements proposed in the new Regina Transit Master Plan and received feedback about how the plan solved issues raised about Regina Transit in Round 1. Using Engagement HQ, Be Heard Regina also featured a page for this project. Here's a breakdown of the results:

1. An online public survey was available from September 16-28, 2021, through the City's engagement platform Be Heard Regina. The survey was promoted through social media outlets including Facebook and Twitter. The Be Heard Regina project page was advertised at bus stops, and on and in City buses. Completed surveys totalled 408, with over 394 comments regarding service provision and rider experience for consideration by the project team.
2. Workshops:
 - a) Two public stakeholder workshops were held on September 21 and 22, 2021, with a total of 16 participants.
 - b) One public stakeholder workshop with a focus on accessibility was held on September 23, 2021, with 17 participants.
 - c) One transit staff workshop was held on September 28, 2021 with 8 participants.
 - d) A total of 41 participants attended the four workshops.
3. The Be Heard Regina Ideas Tab generated 72 ideas for how to improve transit.
4. Twenty new questions were received on the Q&A tab from the public, and each question received a personalized response from City staff.

All of the feedback received from the survey, workshops, and through Be Heard Regina will help inform the final Transit Master Plan to help enable Regina Transit to better meet the opportunities and challenges it will face over the next 25 years.

2.0 Engagement Techniques & Results

2.1 Methods of Information Sharing

The Project Team maintained a multi-pronged approach in Round 2 for information sharing and communication based on the Communications Principles outlined in the RTMP Engagement and Communications Plan.

The communications objective is as follows:

To build off the City of Regina brand to develop a project campaign, compelling visuals and inclusive messaging in order to increase awareness and visibility of the project to support engagement throughout the Transit Master Plan process.

The Project Team, supported by vibrant graphics developed by RallyRally, used the following methods to achieve this objective in Round 1:

1. **Be Heard Regina**
The project team continued to leverage the City's online community page Be Heard Regina to convey information regarding the project, link to the survey, and provide additional opportunities to engage through the Q&A tab, the Ideas tab, and the interactive transit map.
2. **Branding & Project Advertising**
RallyRally updated the eye-catching graphics prepared for Round 1, for use in Round 2. These graphics were incorporated on a variety of advertising tactics for continuous project branding. The graphics were also circulated with all email correspondence from the Dillon team including workshop invitations and the Feedback Form. The graphics were used widely to promote opportunities building off the project familiarity established with branding in Round 1. The graphic campaign was advertised on City of Regina internal monitors, and in elevators, as well as on posters in and on buses to further promote the campaign.
3. **Social Media Promotion**
The City of Regina released a series of posts with project updates on Twitter and Facebook. The posts included links to the survey and directed individual feedback to the Be Heard Regina project page. The City monitored the likes and comments on the posts.

2.2 Round 2 Engagement Activities

2.2.1 Workshops

Dillon sent 137 public workshop invitations to individuals and organizations identified on the stakeholder list. All attendees from Round 1 were invited to participate in Round 2. Dillon developed text for the email invite, including links to register for the virtual Zoom workshop.

Workshop invitations included a link to a Google Form where participants were provided workshop options and asked to select their topics of interest from the following options:

- Network Routes and Services (how you get around Regina)
- Customer Experiences (stops, hubs, accessibility, and fleet)
- Paratransit Service (eligibility and accessibility)
- Fares and Trip Planning (including how you plan your trip)

Four workshops were held, three public sessions, one accessibility focused, and one for transit employees. Workshop topics and questions were developed based on the above four topics to gather the unique perspectives of each stakeholder group. The project team developed two templates for each break-out room team - a facilitator copy and a note-taker copy. Subject matter experts gave a presentation at the start of each workshop. The presentation included a discussion on key elements of the plan proposed to address issues identified in Round 1. The presentation also discussed how stakeholder information will be used, and the next steps for the Project Team.

2.2.1.1 Stakeholder Grouping

Workshop invitees were grouped according to their topic of interest. Where there were not enough participants to justify separate breakout rooms, participants stayed in the main room for a group discussion. Table 2-1 tabulates the workshops, invitees and attendance.

Table 2-1: Stakeholder Workshops

Workshop	# Dillon Staff	Date Held	Category	# Total Attendance
#1	5	September 21, 2021 3:00pm-5:00 pm	General Invitation	9
#2	5	September 22, 2021 10:00am-12:00 pm	General Invitation	7
#3	6	September 23, 2021 3:00pm-5:00pm	Accessibility	17
#4	4	September 28, 2021	Transit Staff	8
Total #				41

2.2.1.2 Workshop Preparation

The following preparation was undertaken by the Project Team to ensure the workshops were thoughtfully developed and good use of stakeholder time.

- a) The City arranged for an ASL interpreter to be present at the accessibility workshop. The ASL Interpreter left the workshop early as their services were not required.
- b) The Project Team held a briefing prior to the session to discuss various elements of the consultation to ensure a consistent approach to each workshop and within the break-out rooms.

2.2.1.3 Workshop Feedback

All stakeholder workshops had a dedicated note-taker assigned by Dillon to catalogue all comments and information provided by the stakeholders. Notes were taken in the main session with the larger group and during break out room discussions which were then compiled for review. Building on themes established in Round 1, summaries of “what we heard” are categorized by themes, and are found in Section 2.3.

2.2.1.4 Workshop Evaluation

An evaluation form was developed in GoogleForms and circulated to all Round 2 workshop attendees to gather input on the Workshops and any recommendations for the project team to improve upon. The Google Form also provided stakeholders with additional opportunities to submit any feedback they did not share during the workshop regarding the RTMP. The Project Team received 6 responses to the survey. Generally, respondents noted that the presentation was informative and the objectives of the meeting were clear. One respondent noted they were not entirely clear on how the information participants provided would be used. Some participants also felt rushed and were disappointed they were unable to “dig deeper” into the information and voice their concerns.

2.2.2 Public Survey

The project team received 442 surveys until the survey period ended on September 28, 2021. The completed data input from the survey identified 394 comments regarding service provision in the proposed master plan and customer experience that were submitted for consideration by the project team.

Specific public survey responses are detailed in Section 2.3.1 below, while overall themes and findings regarding the public survey are incorporated in Section 2.3.

2.2.3 Be Heard Regina

At the onset of the project, the City established a dedicated project page on Be Heard Regina, which was available to the public through the course of the project. During Round 2 the page was updated to include a link to the second public survey and an updated lifecycle graphic. In addition to the survey, the be heard page asked the public to offer feedback through Ideas and Q&As. These remained available for the duration. The mapping tool was also activated showing the proposed main and local routes, allowing for the public to provide their thoughts. Draft documents were uploaded for public review including the Regina Transit Master Plan Draft Recommendations and proposed transit routes.

The features of the project page on Be Heard Regina that were used in Round 2 engagement are highlighted below:

- The Ideas Tab - In addition to the 33 ideas generated in Round 1 to the question posted “How could we improve your daily transit experience?”, 72 additional written responses were submitted during Round 2 for a total of 105 responses.
- The Questions Tab - In addition to the 14 questions generated by the public in Round 1, 20 additional questions were asked in Round 2 with personalized responses from City Staff for a total of 34 questions.
- The Map tool - Five (5) participants provided 11 contributions using the Map tool, identifying areas for improvement or things they liked on the WebMap.
- The RTMP Draft Recommendations document had 71 views/downloads, the Transit Engagement Update had 72 views/downloads, the Proposed Transit Routes Document had 54 views/downloads.

All additional comments received through Be Heard Regina were included in the comment summaries and data analysis with the pre-engagement interviews, workshops, and general survey data. This allowed the project team to review all information received through a holistic, standardized approach.

2.3 Round 2 Themes and Findings

Round 1 engagement unearthed several key themes that were validated and expanded upon in Round 2. These themes were generated through a qualitative review of the responses received by the Project Team, through the public workshops, and the tools on Be Heard Regina, including the Round 2 survey.

2.3.1 Specific Survey Findings

The public survey asked some specific questions regarding key elements of the Plan. The responses to some of these questions are detailed below, in order to illustrate public sentiment regarding these specific elements.

1. Transit Routes & Services

Overall, the survey results indicate broad support for the Plan's proposed transit routes and services. Figure 1 demonstrates that 74.5% of respondents are either somewhat, or greatly, supportive of the proposed network and service types. This support is also reflected in questions relating to the Main routes, which saw 64% of respondents agreeing that these services would meet their needs. In contrast, Local routes saw only 51% of respondents say that they would meet their needs.

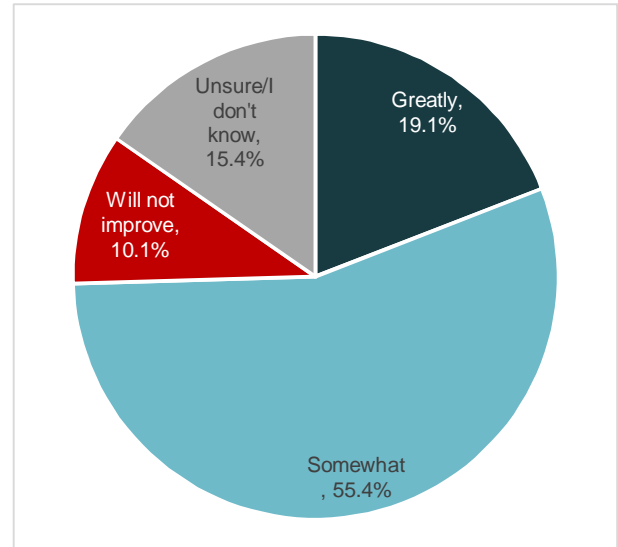


Figure 1: Whether Proposed Network & Service Types will Improve Regina Transit

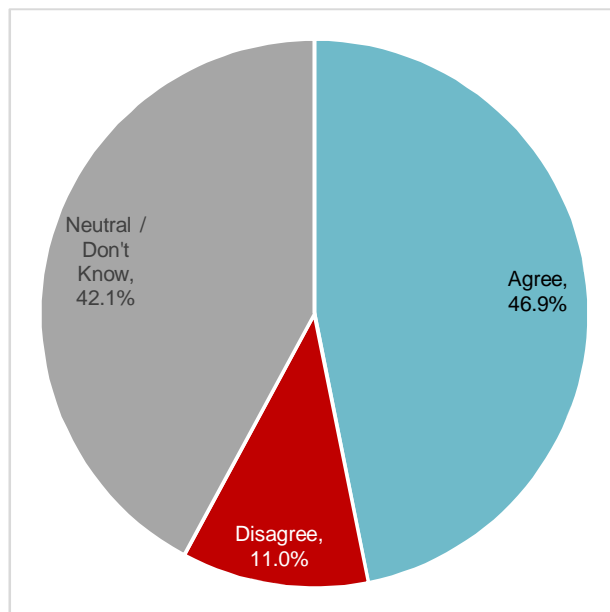


Figure 2: Whether the Proposed Downtown Network will Improve Regina Transit

Further questions asked about the proposed frequency of these services, with 83% of respondents indicating that Local services would be too infrequent during evenings. Additionally, 58% of respondents felt that Local service during the day on weekdays was too infrequent.

With regard to the network and services in downtown, the survey indicates that there is little opposition to what is proposed. Figure 2 demonstrates that only 11% of respondents felt that the proposed downtown network would not improve Regina Transit, 46.9% of respondents felt that it would improve Regina Transit, and the remainder felt neutral or unsure.

2. Paratransit

The survey asked specific questions regarding the use of medical professionals as part of the eligibility assessment for Paratransit riders, as well as the opportunity for some riders to undertake integrated trips. These trips would allow riders to use Paratransit services for only part of their journeys, connecting to other transit services for the remainder of their trips.

65% of respondents agreed or strongly agreed that the inclusion of medical professionals as part of the eligibility assessment would improve the process. Integrated trips were even more popular, with 81% of respondents supporting, including 20% strongly supporting, the opportunity for eligible riders to undertake integrated trips as proposed in the Plan.

3. Customer Experiences

In the Customer Experiences section of the survey, questions were asked to understand what respondents thought of the proposed transit and neighbourhood hubs, as well as the proposed winter experience improvements.

Figure 3 illustrates the high levels of support for both transit hubs and neighbourhood hubs, which 87% and 85% support, respectively.

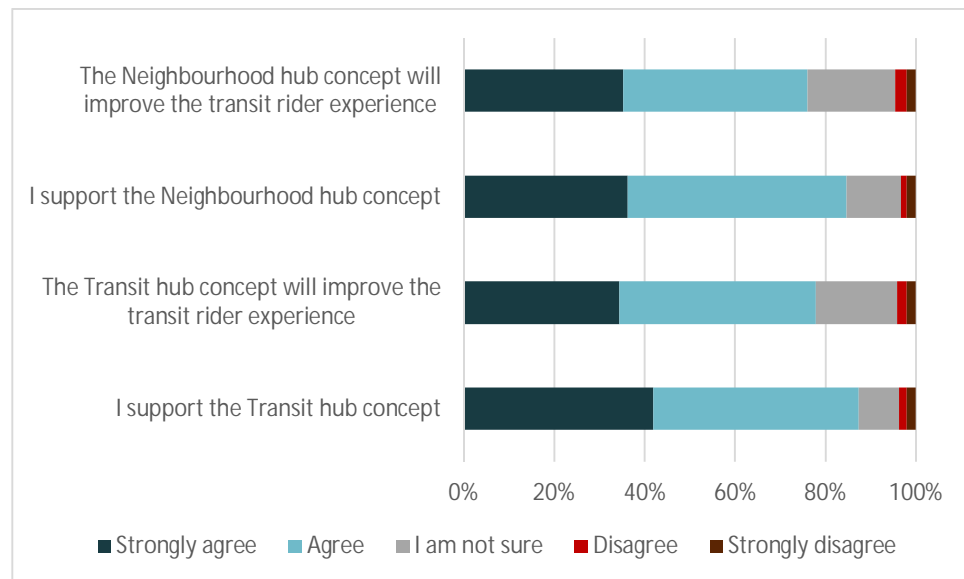


Figure 3: Support for Transit and Neighbourhood Hubs

Additionally, 90% of respondents felt that the proposed additional steps would improve the winter transit experience in Regina. These steps included:

- All Main and Local routes should be prioritized for on road clearing more often
- Transit Hubs, Neighbourhood Hubs, and high ridership stops being prioritized for sidewalk clearing, including paths leading to and from these stops
- Transit working to support the implementation of the Winter City Strategy recommendations

4. Fares & Trip Planning

Several questions explored proposed changes to fare technology, how fares are paid, how passengers plan trips, and discounted or free travel for certain groups.

In general, support was strong for improvements to how fares are paid, with most respondents preferring to pay using a mobile phone, a smart card, or a contactless debit or credit card onboard the bus in future. Respondents were also supportive of proposed changes to fare technology, as demonstrated in Figure 4.

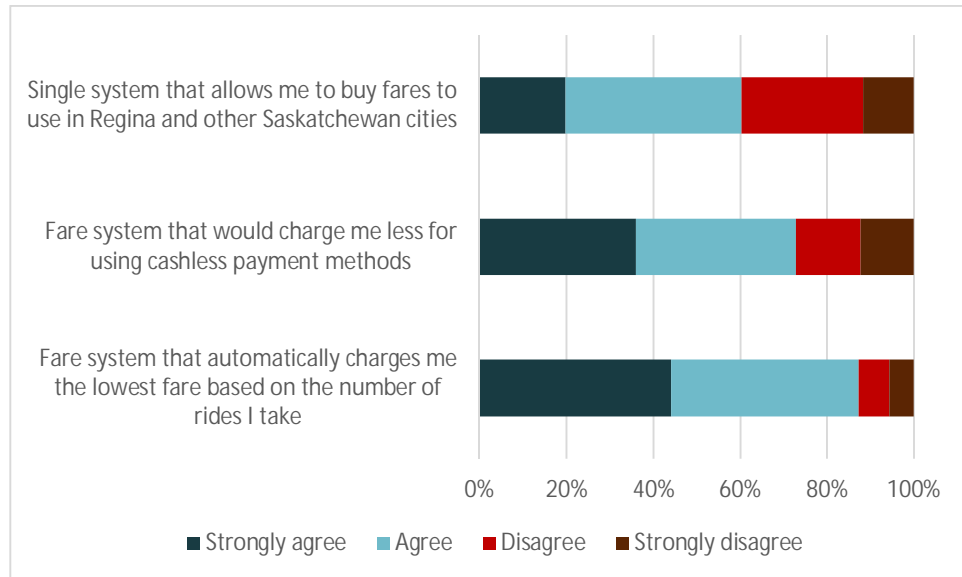


Figure 4: Support for Proposed Fare System Features

In terms of trip planning, most respondents preferred to plan trips using a mobile phone app, TransitLive, or the Regina Transit website in future. Bus stop information displays were the next most-popular way to plan trips.

Finally, support was very strong for free and discounted fares for youth. 84% of respondents supported free fares for youth up to and including 12 years old, while 93% of respondents supported discounted fares for high school students in Regina.

2.4

Key Themes from Public Feedback - **Conventional Transit**

Key Themes for Round 2 Conventional Transit are outlined in Table 2.2. The Key Findings that support each Key Theme are found in Section 2.4.1 for Conventional Transit.

Table 2-2: External Feedback Key Themes

Theme	Theme Descriptor
Transit Operations	General comments regarding the form and function of Regina Transit, efficiencies, impacts of changes to transit operations, implementation of new technologies, day to day concerns
Sub Theme: On-Demand	Comments related to transit operations for the proposed On-Demand services presented in the draft Transit Master Plan.
Frequency/Routing	Comments directly related to routes, the number and placement of stops, the need for extended or additional service, route efficiencies/inefficiencies and express buses.
Sub Theme: Main Routes	Comments related to the frequency and routing proposed for the Main Routes in the TMP
Sub Theme: Local Routes	Comments related to the frequency and routing proposed for the Local Routes in the TMP
Transit Infrastructure	Comments related to infrastructure at stops and shelters, types of transit vehicles (i.e electric buses), reference to the built environment including sidewalks, signage, and lighting.
Fares	Comments related to the cost of service, pricing (including student rates), and rebates
Downtown	Comments directly related to service provision downtown
Sub Theme: Transit Hub on 11th	Comments directly referencing the existing Transit Hub on 11th Ave
Equity	Comments regarding the importance and ability of Regina Transit to service all populations and communities in an equitable manner, including access to amenities, facilitating transit for newcomers, language barriers, transit education, and safety.
Assistance Improvements/Ease of Use	Comments related to the provision of customer service including interactions with staff and drivers, the Transit Live, Transit App, interactions with bus drivers, things that make taking transit easier
Transit for the Common Good	Comments regarding the perceptions of transit, environmental benefits, bettering communities through transit - reducing traffic etc.
Snow/Ice	Comments directly related to the impacts of snow and ice on transit infrastructure and rider experience.

2.4.1

Key Findings from Public Feedback - Conventional Transit

In support of each identified theme, the Project Team highlighted some Key Findings:

Transit Operations:

1. In general, participants are happy with the proposed Transit Master Plan recommendations.
2. Cleanliness was flagged as an issue on buses and that more should be done to ensure the good condition of the transit environment.

Sub Theme: On-Demand

1. An on-demand ridership program for students and staff was identified to serve campus late for evening classes, study groups or working; this would help address safety concerns.
2. An equity issue was raised that without access to a cellphone, it would be very difficult to use on-demand services.

3. Generally, more information was requested by participants regarding On-Demand services.

Site Specific Comments:

- A concern was raised that there are no On-Demand services proposed in the neighbourhood of Westerra.

Frequency and Routing: (General)

1. Generally, participants positively responded to the reflected changes in frequencies and the addition of increased frequency on Sundays and holidays, which would reduce wait times.
2. Participants noted that the transfer points were too far apart which makes connections difficult.
3. Several participants mentioned that the stop at Cornwall should be kept as a stop.
4. Bus frequency in the evenings at the university equals a 1-hour wait. University classes tend to run till 9:45 PM and students are not comfortable waiting/taking the bus due to the wait and that it does not feel safe.
5. 7 AM - 11 AM peak hours are noted as being the busiest, where transit is too overcrowded and poses a challenge for those with health conditions, disabilities, or who are pregnant.

Sub Theme: Main Routes

1. Participants believed there is a great deal of room for additional improvement.
2. Based on upcoming development projections, it is recommended that transit services be extended to the Global Transportation Hub (GTH) sooner in the transit plan, as there is a disconnect here.
3. There are concerns that transit service does not utilize the ring road.

Sub Theme: Local Routes:

1. Concern that local service is being eliminated for On-Demand, reducing the service in those areas.
2. Participants' largest concern is focused on the lack of local routes in newly developed areas, as there is a lack of transit services and frequencies.
3. Local routes should be connected to the university stops to capture the readership of the thousands of students coming and going from university every day.
4. Routes connected to the airport are very important, and should focus on employee shift times as well as flyers.
5. There is also a need for local routes to be connected with more High Schools. It was suggested that a route be added from the Greens Area directly to Victoria Ave East.

Site Specific:

- Participants identified the following areas for transit service connection or improvement: Central Library, City Hall, The Hospital Harbour Landing, The Airport, Dewdney West, Aurora and Woodland Grove. It was also emphasized that the stop at Cornwall remain in its original location. Dewdney west was mentioned several times as requiring additional linkages to accommodate current employees working at the warehouse district and future residential planned.

- Participants also found that the Acrola Main Line is a far walk for the majority of customers and is not pedestrian-friendly.
- Adding a route from Victoria to the University (any predominantly student-based communities be routed) would increase efficiency and routing. Otherwise, students have to keep exchanging buses, causing a 15-minute route to become an hour long.
- The sexual assault center is not accessible by transit as it is located in an industrial center. A route should be implemented here or nearby as this is an important location.
- A local route was recommended to be added through Chuka.

Quotes:

- "It is tough to wait 60 minutes for another bus in the evenings, the RTMP must implement a *shorter frequency. This is a safety concern as well as problematic in the wintertime*".

Transit Infrastructure/Transit Hubs:

1. Participants would like to see all transit hubs include: good lighting, heating, a panic button, wifi, a phone recharge station and plenty of seating as this would help create a safe and comfortable atmosphere; video cameras would also help deter vandalism. Some areas that must have these hubs were identified as 11th Avenue, The University of Regina, and Harbour Landing Business Park.
2. Self-service machines were proposed by participants to be located at transit hubs to load R-cards and to purchase tickets. It would be convenient to have contactless payment options available.
3. Participants identified the need for a Park and Ride, for residents in external greenfield communities and ridership coming outside of Regina.
4. It was noted that transit hubs should cater to pedestrians and provide a place they can safely wait for transit.
5. Participants requested updates to transit signage that includes all information about the buses, preferably digital.
6. The participants also raised concerns regarding the homeless population in Regina taking advantage of the heated shelters during the night and questioned how this would work.

Fares:

1. Free fares for children under 12 were largely supported.
2. Participants also supposed the extension of the fare exception to adolescents aged 18 and under.
3. Discounted fares were requested for disadvantaged groups (paratransit) and seniors over 65.
4. Free fares were also requested on major holidays.
5. Participants expressed support for fare-capping, and shorter-term passes for people who require a limited amount of service each month.
6. Several participants complained about drivers allowing passengers to ride without paying.

7. Some participants requested a one-day expiry date on tickets/transfers. Currently, the ticket has a 1-hour 30-minute expiry from issuance which was noted as insufficient as it can take up to a full hour to reach a destination. In order to return, a customer is required to purchase another ticket.
8. One participant noted that there is a duplication of services with school buses and transit (upward of \$20,000 a year coming out of the education system).
9. Though the City of Regina offers low-income passes, in order to qualify, the customer must prove their low-income status, which can be degrading and humiliating. Instead, it is recommended that the city take low price tickets and distribute them to relevant organizations.
10. There should be multiple places around the city to get transit passes and load R-cards - this would make it much more convenient and accessible for customers.
11. The ability to pay for other people's fares at the same time would be helpful and convenient (currently one card can only be used once).
12. Concerns were noted regarding student qualification for a post-secondary pass as a letter of enrollment is required, which has posed difficulties. Participants recommended making it easier for students to qualify for this pass without providing proof of enrollment.
13. Parking at the University is cheaper than a post-secondary pass (by at least 15 dollars); this does not encourage students to take transit. The post-secondary pass needs to be more affordable.
14. Some colleges/Saskatchewan Polytechnic do not have U-Pass programs at their respective post-secondary institutions.
15. Participants suggested that bus fares be free for those living in poverty instead of subsidized bus passes or subsidized monthly plans. \$40.00/month can add up for low-income families, especially when purchasing multiple passes. Consider proposing free fares for the vulnerable community living in poverty.

Downtown:

1. Some participants felt that 11th and 12th Avenues worked well as one-way streets for transit and did not want the current routing to change.
2. Participants expressed a desire to reduce parking downtown to make the downtown network more attractive. There's no reason to use the downtown network if there's still on-street parking available anywhere in the area.
3. Participants identified that transferring from local routes to main routes to go downtown will take longer/make it more difficult to plan.
4. Participants were concerned with the lack of local service within the downtown core, which would create problems for many seniors who catch buses along certain streets (Lorne/Smith/Hamilton).
5. Having multiple transfer points cause problems with missed connections and transfers

Sub Theme: Transit Hub on 11th

1. Participants had mixed reviews about the transit hub on 11th Avenue. Many believe that it should be transit access only, and other vehicles should not have access to this road, as it

can ruin the efficiency of the buses. Others believed that buses should be completely removed from 11th Avenue, as there are already congestion issues on the road.

2. Furthermore, some respondents felt that the transfer points proposed for the intersections of 11th Avenue and Broad Street/Albert Street would have an impact on traffic and would cause problems with missed connections and transfers.

Quotes:

- *"If you get rid of parking downtown, the downtown network becomes more attractive. There's no reason to use the downtown network if there's still on-street parking available anywhere in the area."*

Equity:

1. Seniors often struggle with using the transit application; additional staff hire is recommended to train these customers, which would help them plan their trips and trip times. This would help seniors feel comfortable using the application and transit.
2. Participants noted that creating incentives (discounts) for customers to switch to online or cashless creates disparities and punishes the homeless as there is a percentage of people in Regina that only has access to cash.

Assistance Improvements/Ease of Use:

1. Participants shared many instances of transit drivers dropping customers off in undesignated areas.
2. Suggestions were made to integrate transit information from Google Maps to the transit live app for tracking buses and to give bus arrival time estimates. Currently, customers have to cross-reference their trips on Google Maps.
3. Use of an efficient app to purchase fares and access transit information is needed.
4. Next bus, destination and ETA displays at hubs and high traffic stops would be very helpful.
5. It would also be helpful to improve the signage at popular bus stops to provide information about the next bus, destination and estimated time of arrival.
6. Participants commented that the community needs to be aware of changes to fares or transit in general; it is key to communicate the available options and make them known to Regina's people. There are many people with no access to the internet. The recommendation is to send out a flyer to residents to keep everyone informed.
7. Participants noted that it is difficult to manoeuvre wheelchairs to the conventional bus ramp on the conventional buses, and improvements to facilitate this should be made.
8. Several participants requested a change to the communications at bus stops and requested a revised design of bus stop signage for clarity: reduce the use of text, use more symbols, the consistent layout of route number and names, use Mixed Case, not all caps on stops and electronic signs

Quotes:

- “Would love to see some improvements to Transit Live. An app would be awesome; making it less “busy” - it almost becomes overwhelming. Would love to see improvements to the trip *planning section*.”
- “Revise design of bus stop signage for clarity: reduce the use of text, use more symbols, a consistent layout with route number and names, use Mixed Case, not ALL CAPS on stops and electronic signs.”

Transit for the Common Good:

1. Participants expressed that public roads can become more accessible and connected by promoting and implementing a better transit service that will encourage customers to use transit, especially since parking is costly and using transit is better for the environment.
2. Participants also expressed that there should be travel training options for those who need extra support to feel more comfortable on the bus including newcomers, seniors, youth, and students. This could encourage a reduction in the dependency on vehicles, and facilitate learning. This training could also be done by developing YouTube videos, in which people can learn virtually and support ESL students with translation tools.
3. Participants identified the need for training on inclusion and diversity for the transit staff. There have been complaints/instances where Indigenous peoples are mistreated and removed from buses because they didn’t pay, but others who don’t pay are allowed to stay.
4. Participants are supportive of the idea of requiring development plans to be approved in collaboration with transit.

Quotes:

- “I loved the note on requiring development plans to be approved. I would suggest this for *business locations as well*.”

Snow/Ice Clearing

1. Prioritization of snow clearing at transit hubs, high ridership bus stops and the corresponding paths. Snow clearing needs to be focused on sidewalks and prioritized over roads to make riding transit safer during the walk to and from a stop.
2. Generally, participants felt that sidewalk clearing by residents/landowners and the City should be better enforced enabling transit customers to access their bus stops trouble-free.
3. Additional training should be provided to the snow-clearing crew as they tend to pile snow at bus curbs and hubs, leaving snow ridges at pedestrian crossings. These snow ridges are a major concern to safety and create pedestrian accessibility issues. Some concerns were also raised regarding road blockages due to snow pile-ups, as this can cause some bus stops to become inaccessible.

2.5

Key Themes from Public Feedback - Paratransit

In Round 2, 50 responses from the public survey were with regard to Paratransit service. An individual workshop was also held specifically to discuss transit accessibility in Regina.

Theme	Theme Descriptor
Transit Operations	General comments regarding the form and function of Regina Transit, efficiencies, impacts of changes to transit operations, implementation of new technologies, day to day concerns
Frequency/Routing	Comments directly related to routes, the number and placement of stops, the need for extended or additional service, route efficiencies/inefficiencies and express buses.
Transit Infrastructure/Transit Hubs	Comments related to infrastructure at stops and shelters, proposed hubs, types of transit vehicles (i.e electric buses), reference to the built environment including sidewalks, signage, and lighting.
Fare	Comments related to the cost of service, pricing (inc. students), and rebates
Equity	Comments regarding the importance and ability of Regina Transit to service all populations and communities in an equitable manner, including access to amenities, facilitating transit for newcomers, language barriers, transit education, and safety.
Assistance Improvements/Ease of Use	Comments related to the provision of customer service including: interactions with staff and drivers, Transit Live, Transit App, interactions with bus drivers, things that make taking transit easier; etc..
Transit for the Common Good	Comments regarding the perceptions of transit, environmental benefits, bettering communities through transit, reducing traffic etc.
Snow/Ice	Comments directly related to the impacts of snow and ice on transit infrastructure and rider experience.

2.5.1

Key Findings from Public Feedback - Paratransit

In support of each identified theme, the Project Team highlighted the Key Findings from what we heard:

Transit Operations

1. Customers would like to see transit offering access to arts and culture venues, furthermore connecting people to these things.
2. Participants were concerned that combined transit operations (Paratransit and On-demand) will not work and increase time to travel.
3. Several participants expressed they did not want any changes to Paratransit services.
4. It was requested that transit staff receive additional training in customer service, and training in boarding disabled, or people with accessibility issues onto buses.
5. The on-demand service is to be shared by paratransit resulting in the need for many more vehicles since the overall usage will increase. Participants felt there are already very long wait times for paratransit, and customers need to book a trip well in advance. Participants were

concerned that on-demand service would take away service from paratransit customers and further extend their booking timelines.

Quotes:

- *"I have good faith in the driver to get me to my destination and home again. I don't know what I would do if I didn't have the service. Thank you."*
- *"I believe what I have now is door-to-door service. I deeply appreciate this service. I usually plan my trip on Paratransit one week in advance. I hope this continues. Thank you. I use paratransit in the winter too."*
- *"To me this is an amazing service. It is more than that for me IT IS FREEDOM - TO BE INDEPENDENT. The bus drivers are very courteous and caring. Thank you."*
- *"God bless all you who make life a little easier for us. I use Paratransit part time and try to get other means when I can. I have had nothing but great drivers. I'm grateful for Paratransit".*
- *"Transit should be more on time, more accountable and much more efficient."*
- *"This appears to offer a decrease in service rather than an increase in service. People don't like the bus because it's dirty (the seats are never cleaned) and it's inconvenient. It shouldn't take me an hour to get home from work in a city as small as Regina".*

Frequency/Routing (General)

1. Interest was expressed by participants that transit could offer more regional services.
2. Participants found that including special routes for paratransit during times of events such as concerts would increase ridership satisfaction and shifting needs.
3. Participants found destinations of importance and essential services, such as the foodbank and swim centre, were excluded from conventional transit routes and should be considered in future plans.
4. In regards to on-demand services, there was concern that the Northeast on-demand area may be underserved and not have enough stops.
5. Concerns were also brought up that drivers tend to be inconsistent with their schedules (30 minutes early/30 minutes late) leaving customers with long wait times for the next ride.

Transit Infrastructure/Transit Hubs

1. Participants commented that all stops should have adequate curb cuts. If there is no curb cut, it is not accessible and poses a safety concern.

Site-Specific Comments:

- The university was mentioned as having no curb cuts and a request was made to consider this infrastructure upgrade.

Assistance Improvements and Ease of Use

1. An improvement that was mentioned by participants is that Transit Operators should have a way to communicate with customers they are picking up, to notify them they are there.

Fares

1. One participant was not in support of transit for everyone under 18.
2. Several participants indicated that transit should be free for everyone 18 and older.

Equity

1. Participants requested more disability representatives in the city and on the transit team.
2. Significant concerns were raised regarding the eligibility for service. To be eligible for Paratransit services, having medical professionals review eligibility is an unneeded/unwanted step. This is seen as a deterrent to keep people from applying. A confirmed diagnosis can take several years, which is difficult. There would also be costs associated with a doctor reviewing eligibility and it could be a lengthy process, furthermore delaying the transit services required. Long-term disabilities should not require frequent reassessments, and these processes create extra work for the person already suffering from disabilities and financial barriers.
3. Several participants expressed they did not want any changes to Paratransit services.

Assistance Improvements and Ease of Use

1. Transit operators should have a way to communicate with the person they are picking up, to notify them they are there.

Transit for The Common Good

1. The city has many senior citizens who may require paratransit. The budget should be increased for this service to accommodate the needs of seniors and customers with disabilities.
2. Participants found that the current budget of paratransit may not accommodate and satisfy the customers, and should be increased.
3. Participants expressed gratitude for the service, noting that it allows for independence and freedom.

Snow/Ice Clearing

1. Participants suggested training for snowplows drivers to prevent snow from being piled around bus stops is needed.
2. Snow clearing on sidewalks needs to be coordinated; snow is always piled in areas that are most convenient, which is usually bus stops or along sidewalks.
3. Snow ridges are a large concern, and they hinder accessibility for all. These ridges create difficulties for disabled customers. Customers are forced to jump over the ridges to access bus stops; this is a safety concern, especially for seniors and customers with disabilities.
4. Suggestions for a universal design policy where bus stops are connected to existing pathways could alleviate snow removal issues if partnered with a snow clearing policy.

Site-Specific Comments:

- Snow clearing should be improved on Lorne Street between 11th and 12th Avenue.

Quotes

- “The problems of current paratransit availability going to the expanded service levels should not be compromised with the use of the same buses for on-demand integrated ridership. Paratransit users need to be given and kept as the *first* priority.”

2.6 Key Themes from Internal Feedback - Transit Staff

Based on a qualitative review of the survey data, the Key Themes are in Table 2.4 and key findings are expanded upon in Section 2.5.1 below.

2.6.1 Key Findings from Internal Feedback - Transit Staff

Table 2-3: Internal Feedback Key Themes

Theme	Theme Descriptor
Transit Operations	General comments regarding the form and function of Regina Transit, efficiencies, impacts of changes to transit operations, implementation of new technologies, day to day to concerns
Frequency/Demand	Comments directly related to routes, the number and placement of stops, the need for extended or additional service, route efficiencies/inefficiencies and express buses, and perceptions regarding the demand for services.
Transit Infrastructure/Transit Hubs	Comments related to infrastructure at stops and shelters, proposed hubs, types of transit vehicles (i.e. electric buses), reference to the built environment including sidewalks, signage, and lighting.
Assistance Improvements/Ease of Use	Comments related to the provision of customer service including interactions with staff and drivers, the Transit Live, Transit App, interactions with bus drivers, things that make taking transit easier

2.6.2 Key Findings for Transit Staff Survey

Based on the prevalence of the following four Themes, the Project Team have identified the following Key Findings based on the thoughts that were shared:

Assistance Improvements and Ease of Use

1. When seniors lose their license, reviewing eligibility requirements could be associated with degenerative cognitive issues that need to be considered for Paratransit services.
2. Additional transit training should be provided for seniors that are unable to qualify for paratransit.
3. Participants urged that eligibility requirements for seniors be reconsidered as there could be underlying special circumstances.

Frequency/Routing (General)

1. Route 6 is a poor-performing route and it was felt that, despite this, there is significant unmet demand in the areas it serves.

2. Suggestion for transit route to Harbour Landing; currently, there is no service, and service is not expected through On-Demand services.
3. In the South end, the service is cut off to the rehabilitation center. This is walking distance from the Albert bus stop, but many people with mobility issues and devices who come to the center for treatment can't walk to the rehab center, especially in winter conditions.

On-Demand Service

1. Suggestion to extend on-demand to the hospital.
2. Suggestion for on-demand to reach the airport instead of a transit route.
3. On-demand stops should be added for the Aurora area (East side of East Brook), this is a developing area, and the on-demand transit should expand to these areas.
4. Recommendation to add an on-demand route in Emerald Park and White City in the Transit Master Plan.

Transit Infrastructure/Transit Hubs

1. Transit staff felt that transit hubs should be well-lit and complete with emergency phones to enhance safety measures.

Transit Operations:

1. Participants had questions about how the intercity bus service could work.
2. "Giving more teeth to transit" - providing more tools to mandate the direction of transit infrastructure. Participants emphasized the need for additional tools to mandate the direction of transit infrastructure, especially in new and developing communities.
3. It was felt that more information should be provided to the Regina residents regarding changes to transit.

Round 2 Evaluation

At the onset of the Round 2 engagement, the Project Team developed a set of evaluation criteria to assess the success of project engagement activities. The Project Team expected slightly lower levels of engagement and participation in Round 2 through the public survey, Transit Operator Survey, and workshop attendance. This was assumed due to the technical detail that Round 2 responses may require. The following targets for Round 2 were identified:

1. A minimum of 350 survey responses were received for Round 2.
 - 442 surveys were received, exceeding the target of 350 identified in the updated RTMP Engagement and Communications Plan.
2. A minimum of 40 people attended the three, Round Two workshops.
 - Round 2 workshop attendance met the goal with a total of 41 workshop attendees.
3. A minimum of 300 people clicked to Be Heard Regina through social media.
 - Social media generated a total of 1,263 clicks during Round 2.
4. There were a total of 6 responses for the Regina Transit Master Plan Workshop Feedback Form that was sent out post-workshops
 - a. The majority of participants agreed that the presentation was informative and understood the objectives of the meeting.
 - b. One participant from the September 21st workshop and one participant from the September 23rd workshop indicated they did not understand how their feedback would be utilized.
 - c. Two participants from the September 21st workshop indicated that they felt as though their expectations were not met during the meeting and were unable to voice their concerns.
 - d. Feedback/Quotations
 - i. Participants felt rushed and it was noted that some participants had specific agendas which did not allow for a deeper conversation into the proposed plan.
 - ii. Participants expressed their disappointments and frustrations as the previous feedback they had provided had not been given any consideration particularly related to downtown traffic flow and the use of 11th Avenue.

4.0

Observations from Round 2

Throughout the process, the Project Team identified both things that worked, and areas for improvement, and internalized all feedback received from survey participants and attendees.

4.1

Stakeholder Workshops

The following observations were made by the Project Team after the workshop debrief:

1. The Project Team typically had between 4-6 attendees per breakout room. Where there were less than 8 participants the Project Team kept all attendees in one room for discussion. This technique worked well, and attendees in each breakout room were very engaged in the conversation.
2. It is better to cater to a group of people with similar interests. In Round 1, the Project Team designed the workshops to include stakeholders from similar backgrounds. In Round 2 the participants were given options in the invitation for specific topics they wanted to discuss and were divided into groups based on the topics they identified. This led to meaningful discussions between participants with similar interests.
3. Some participants in Round 2 were non-transit riders, however in the invitation for Round 2 the Project Team encouraged participants to pass along the invitation to others in their organization who ride transit or have a relevant interest in transit. The Project Team believes this resulted in higher levels of participation by transit customers.
4. Technical support was provided internally from Dillon and generally, things ran smoothly. However, at the end of the accessibility workshop, a competing webinar on Dillon's Zoom account ended the meeting abruptly. The Project Team has been developing solutions to ensure this does not happen again. All attendees at the workshop were e-mailed directly afterwards with the opportunity to contact a senior member of the project team to provide any additional feedback one-on-one.

4.2

Survey

The following observations were made by the Project Team regarding the public survey after reviewing the comments:

Generally, respondents were happy to have the opportunity to fill out the survey and felt their thoughts were taken into consideration.

However, there was some concern with regard to the weight given to the surveys for planning purposes. Additional concerns are provided below regarding its implementation:

- Survey design errors were noted such as the ability to skip phases without knowing which content is being skipped.
- The Back button results in an abandonment of current progress despite the "Save & Continue button".
- Design inconsistencies were noted including the presence of Neutral, Don't Know or Care, Slightly Approve / Disapprove in some questions but not in others.
- Participants identified the use of inflexible ranking orders rather than ranking scales. Ranking questions were perceived to easily skew results.
- There was concern that the survey was not representative or applicable to all residents but is the primary source for data to inform the survey.

Appendix i

Round 2 “What We Heard” Public Facing

REGINA TRANSIT MASTER PLAN

ROUND 2 Public Engagement Results

November 2021

The Regina Transit Master Plan (Plan) will identify opportunities to improve transit in the city of Regina, and to plan transit for the next 25 years. As a part of this work the project team will consider new and emerging approaches to delivering transit service.

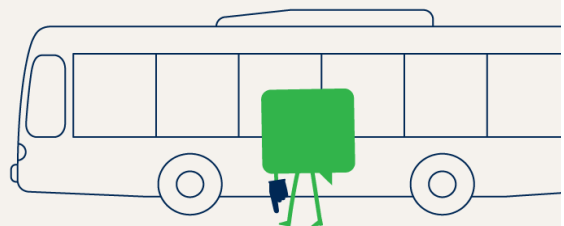
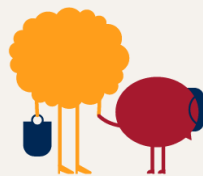
In September 2021, we presented the ideas in the draft Regina Transit Master Plan. To receive your feedback we hosted stakeholder discussions and collected public comments in a survey and through other tools on Be Heard Regina.

ENGAGEMENT OUTCOMES

Engagement outcomes were developed for this project to guide the engagement activities. They are:

1. To identify the varied needs of the public and stakeholders for the transit system;
2. To capture rider experiences;
3. To identify gaps in service;
4. To better understand the role transit plays in the City's achievement of strategic planning goals, particularly in the Downtown; and
5. To inform the development and finalization of the Regina Transit Master Plan.

Thoughts on transit?



ROUND 2 Public Engagement Results

Regina Transit Master Plan
November 2021

HOW WE ENGAGED IN ROUND 2

4 WORKSHOPS
WITH **41** ATTENDEES

BE HEARD REGINA RESULTS:

IDEAS GENERATED **72**

20 QUESTIONS ANSWERED
BY THE PROJECT TEAM

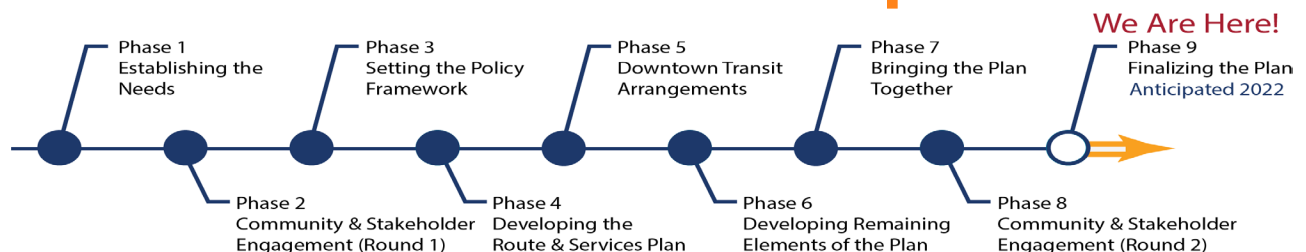
408 COMPLETED
SURVEYS

MAP TOOL
COMMENTS **11**

WITH OVER **390**
COMMENTS ABOUT
TRANSIT SERVICES AND
CUSTOMER EXPERIENCES

NEXT STEPS

The preparation of the final Regina Transit Master Plan is underway. Your feedback is being used to refine the draft Regina Transit Master Plan for consideration by City Council in early 2022.



ROUND 2

Public Engagement Results

Regina Transit Master Plan
November, 2021

WHAT WE HEARD: YOUR THOUGHTS ON TRANSIT

"Transit should be more on time, more accountable and much more efficient."

SNOW AND ICE REMOVAL

"Snow ridges are a large concern, as they hinder accessibility for all. These ridges create difficulties for disabled customers. Customers are forced to jump over the ridges to access bus stops; this is a safety concern, especially for seniors and customers with disabilities."

PARATRANSIT

"The problems of current paratransit availability going to the expanded service levels should not be compromised with the use of the same buses for on-demand integrated ridership. Paratransit users need to be given and kept as the first priority."

BUS FREQUENCY

"It is tough to wait 60 minutes for another bus in the evenings, the RTMP must implement a shorter frequency. This is a safety concern as well as problematic in the wintertime".

TRANSIT TECHNOLOGY

"Would love to see some improvements to Transit Live. An app would be awesome; making it less "busy" - it almost becomes overwhelming. Would love to see improvements to the trip planning section."

COMFORT USING TRANSIT

"Travel training for students and youth should be provided, allowing newcomers to feel comfortable with transit, reducing dependency on vehicles, and facilitating learning. This training could also be done by developing youtube videos, in which people can learn virtually and support ESL students."

FEELING SAFE USING TRANSIT

"Need well-lit and heated transit hubs to create a comfortable and safe environment."

TRANSIT STAFF

"Additional training for inclusion and diversity is needed for the transit staff."

HOW TRANSIT SERVES YOU

"I have good faith in the driver to get me to my destination and home again. I don't know what I would do if I didn't have the service. Thank you."

DOWNTOWN SERVICE

"Having buses in the downtown core keeps our community safe. Without Transit downtown will be a fearful place to be."

TRANSIT FOR YOUTH

"Have Free Transit for Youth (under 18) because it:

- Has succeeded in many major cities*
- Increases ridership*
- Encourages youth to use public transit*
- Shifts the transportation culture towards public and eco transit and away from car focused transit*
- Provides justice for lower income families and youth*
- Makes busing more accessible for families*
- Reduces the initial intimidation factor around and educate about the bus system."*

ROUND 2

Public Engagement Results

Regina Transit Master Plan
November, 2021

WHAT WE DID WITH WHAT WE HEARD:

WHAT WE HEARD	WHAT WE DID
On-Demand	
Concern that On-Demand has the potential to reduce the service and efficiency of Paratransit	The Plan specifies that On-Demand service should be provided by additional resources, over and above the Paratransit resource budget
Routes and Frequency	
Essential community services should be serviced by local transit routes	Local routes have been designed to serve essential community services
Transit Hubs	
The establishment of transit hubs with amenities: good lighting, heating, a panic button, video cameras, Wi-Fi, a phone recharge station and seating, will help create a safe and comfortable atmosphere	Further recommendations have been made regarding passenger safety and security, as well as suggested amenities at hubs
Fares	
Free fares for youth 18 and under	Further investigation and stakeholder engagement has been recommended for making high school student travel free
Paratransit	
Concern regarding the application process for Paratransit, including the use of third party medical professionals	Paratransit eligibility and the application process has been further specified, with a focus on reducing barriers to access
Downtown Service	
Concern that transfer locations on the periphery of downtown would not be close to other transfer locations	Additional detail was added to the Plan to show that downtown transfers should not require passengers to move from one transfer point to another
Ease of Access Improvements	
Real-time digital signage improvements at popular bus stops are needed that provide information about the next bus, destination, and estimated time of arrival	Digital signage is recommended at the proposed hub stops and can be expanded to other stops in the network
Regina Transit Staff	
Diversity and inclusion training for transit staff is needed	More detail has been provided in the Plan regarding future staffing recommendations
Snow/Ice Clearing	
Snow clearing on sidewalks needs to be done in a way that does not result in snow piles at bus stops or along sidewalks	The Plan proposes improvements to snow clearing at stops and on sidewalks to stops

Appendix ii

Workshop Summaries

Regina Transit Master Plan Round 2 Engagement Themes

Public Workshop 1

Assistance Improvements and Ease of Use

Participants found that service could be improved via an application feature, which notifies the bus driver that a customer is waiting at the bus stop. It was also suggested that a 'no-vehicle hub' be considered for those using paratransit, as it would reduce accessibility barriers and encourage safety.

Downtown

Participants suggest removing the stops off 11th Avenue, as it was found that 11th avenue is a congested area. There was no benefit found to adding stops here, rather there were concerns that it could increase loitering and vagrancy.

Equity

Seniors often struggle with using the transit application; additional staff hiring is recommended to train these customers, which would help them plan their trips and trip times. This would help seniors feel comfortable using the application and transit.

Fares

A large number of participants strongly believe that fares should be free for children and students up to grade 12 as this would help correct the issues of chronic absenteeism. It is also suggested that tickets have a one-day expiry date, rather than 1.5 hours.

Frequency/Routing (General)

Participants found that an increased frequency of busses would really help, as the long wait times can be problematic, especially in winter conditions. It was also suggested that during peak hours there should be increased busses to help the overcrowding during these times. It was requested that a route be included that will provide a link from specific high schools to boundary areas.

Frequency Routing (Local Routes)

Participants found that more local roads (any communities predominately student-based) should be connected to University routes to encourage ridership, potentially reducing the number of bus exchanges. Participants found the following routes are missing from the plan: Dewdney West, Victoria, the Airport, Chuka, and safe access to the sexual assault centre.

Snow/Ice Clearing

Participants want to see the snow cleared within 24 hours of snowfall, and that prioritization should be given to sidewalks over roads for an equitable experience focused on customers.

Transit for Common Good

Generally, participants would like to see the addition of extra travel training provided for youth, newcomers, and seniors as this would encourage ridership. It was also found that the transit staff could also benefit from inclusion and diversity training to promote equity and correct injustices faced by some customers.

Transit Infrastructure/Transit Hubs

Most participants shared that having a well-lit, and heated transit hub complete with a safety button and phone recharge station could enhance safety and create a comfortable environment. It was also suggested that free wifi be included at hubs, as well as self-service machines to load cards and purchase tickets.

Transit Operations

It was suggested by participants that additional vehicles be brought in for on-demand and paratransit because the demand and overall needs will increase; this will also help reduce wait times.

Regina Transit Master Plan Round 2 Engagement Themes

Public Workshop 2

Assistance Improvements and Ease of Use

Participants felt that any news or changes concerning transit should be shared with Regina residents via flyers as many people don't have internet access. It was also shared that the Transit Live app requires updates as it is missing many crucial features and information.

Fare

Participants felt that fares should be free for youth up to 18 years of age to encourage school attendance and help develop ridership habits. It was also suggested that post-secondary passes become more affordable and that proof of enrollment to qualify for the post-secondary transit pass be waived, as this creates an extra barrier.

Frequency/Routing (Local Routes)

There is a need for local routes to be connected with more high schools.

Frequency/Routing (Main Routes)

Based on upcoming development projections, it is recommended that transit services be extended to the GTH sooner in the transit plan rather than later, as there is a disconnect at this location.

On-Demand Service

There are no on-demand services in the neighbourhood of Westerra; services should be considered to this community.

Snow/Ice Clearing:

Participants felt that sidewalks must be a priority when clearing the snow and should take precedence over the roads.

Transit Infrastructure/Transit Hubs

Participants found that a well-lit transit hub with security cameras and a panic button could help deter vandalism and encourage safety.

Regina Transit Master Plan Round 2 Engagement Themes

Transit Staff Workshop

Assistance Improvements and Ease of Use

Participants urged that eligibility requirements for seniors be reconsidered as there could be underlying special circumstances (e.g. degenerative cognitive issues), and that extra training be provided to seniors that did not qualify for paratransit.

Frequency/Routing (General)

Participants found that the following areas could benefit from increased transit: Ross Northeast Industrial Area and Route 6. Participants also identified areas with no transit service, including Harbour Landing and the Rehabilitation Centre in the South End.

On-Demand Service

Participants generally identified the following areas that on-demand customers could benefit from: the hospital, airport, Aurora, and in the longer term Emerald Park and White City.

Transit Infrastructure/Transit Hubs

Transit hubs should be well-lit and complete with emergency phones to enhance safety measures.

Transit Operations:

Participants emphasized the need for additional tools to mandate the direction of transit infrastructure, especially in new and developing communities. It was also found that more information should be provided to the Regina residents regarding the new changes to transit.

Regina Transit Master Plan Themes

Accessibility Workshop

Assistance Improvements and Ease of Use

Participants found areas of importance excluded from conventional transit, such as the foodbank and swim centre. In regards to on-demand services, the Northeast area is lacking service and stops.

Equity

- The city has many senior citizens who may require paratransit. The budget should be increased for this service to accommodate the needs of seniors and customers with disabilities.
- There are concerns about people taking advantage of on-demand ridership, where a shortage of paratransit vans exists.
- There is a need to have more disability representatives in the city and on the transit team.
- Significant concerns were raised regarding eligibility of service. To be eligible for door-to-door services, having medical professionals review eligibility is an unneeded/unwanted step. This is seen as a deterrent to keep people from applying. A confirmed diagnosis can take several years, which is difficult. There would also be costs associated with a doctor reviewing eligibility and would be a lengthy process, furthermore delaying the services required. Long-term disabilities should not require frequent reassessments, and these processes create extra work on the person already suffering from disabilities and financial barriers.
- Participants found that the current budget of paratransit may not accommodate and satisfy the customers and should be increased.

Fares

- One participant was not in support of transit for everyone under 18.
- Several participants indicated that transit should be free for everyone 18 and over.

Snow/Ice Clearing

- There needs to be training on how the snow is cleared. Snow clearing schedules and the way snow is cleared need to be improved. Participants felt that snow is piled in areas that are most convenient, usually, bus stops or sidewalks. Staff clearing the snow need to be trained to avoid using stops and sidewalks near stops as it creates a barrier for transit riders.
- Snow ridges are a large concern, and they hinder accessibility for all. These ridges create difficulties for disabled customers. Customers are forced to jump over the ridges to access bus stops; this is a safety concern, especially for seniors and customers with disabilities.
- Suggestion for a universal design in which bus stops are connected to existing pathways could help alleviate connection gaps and snow removal issues.
- Snow clearing should occur on Lorne between 11th Avenue and 12th Avenue.

- Generally, participants were unhappy with the current manner in which snow clearing is dealt with and found that increased training to staff must be provided. Snow ridges are a large concern as they obstruct walkways and bus stops, hindering accessibility.

Transit Infrastructure/Transit Hubs

- The main route by the university has no curb cuts. This is not accessible and is a safety concern.
- Transit does not reach the swim centre during public swim hours - this is a popular destination that should be included.
- The Northeast areas do not have much access to on-demand services, and stops are needed in this area.
- It is proposed that all stops and corresponding drop-off locations be examined for accessibility and curb cuts.

Frequency/Routing (General)

- Interest expressed that transit should offer more regional services.
- Participants found that including special routes for paratransit during times of events such as concerts would increase ridership satisfaction and shifting needs.

Transit Operations

- Should try to set up paratransit to be aligned with school services and special routes, such as concert venues.
- Customers would like to see transit offering arts and culture, furthermore connecting people to these things.