

# Bridgewater Transit

Economic, Social and Community Development

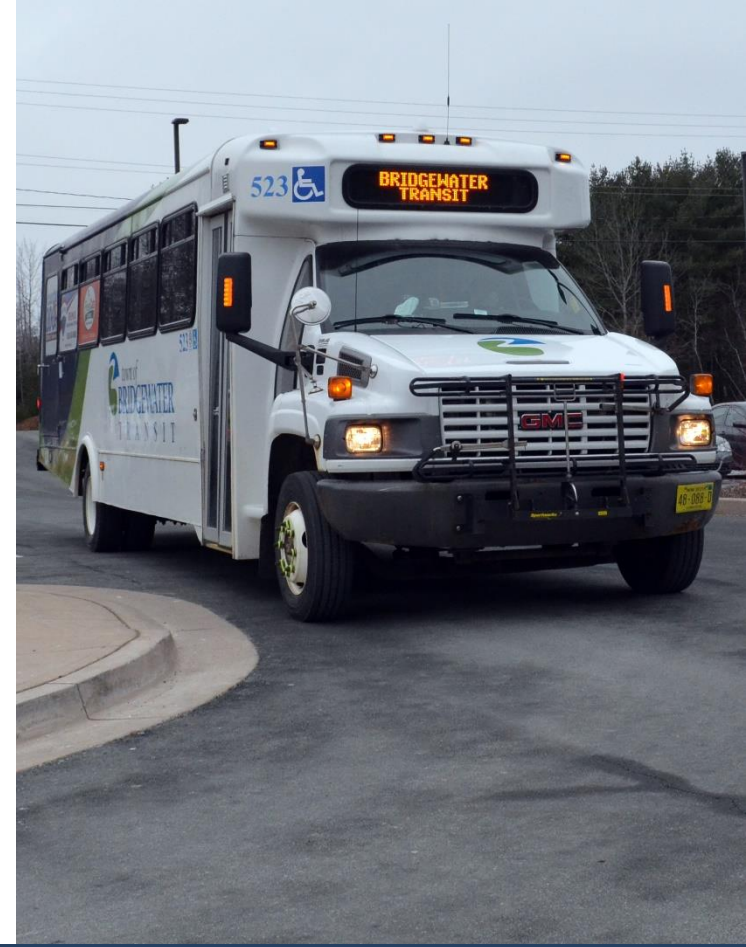
Town of Bridgewater

Councillor Michael Graves & Mackenzie Childs, Planner

November 8, 2018



Political Will  
+  
Operational Design  
=  
Positive Economic and  
Social Impacts



**April 2016**

Direction from Council



**February 2017**

Endorsed key  
conceptual design



**September 2017**

Service launch  
(47 riders/day)



**October 2016**

Began feasibility  
study



**March 2017**

Staff proposed budget



**November 2018**

Over 27,000 riders  
(76 riders/day)



# Political Will



# Early Stages

- Regional transit system was not advancing
- Bridgewater Council moved forward on transit
- Vocal opponents to the decision
- Council supported the benefits of transit



# Bridgewater Transit Launch

- Bridgewater Transit launched September 25, 2017
- Council engaged through different outreach opportunities
- Naysayers were becoming transit champions



# Impacts of Transit

- More accessible community
- More engaged residents
- New friendships
- Improved integration into the community
- Interest to reside in Bridgewater



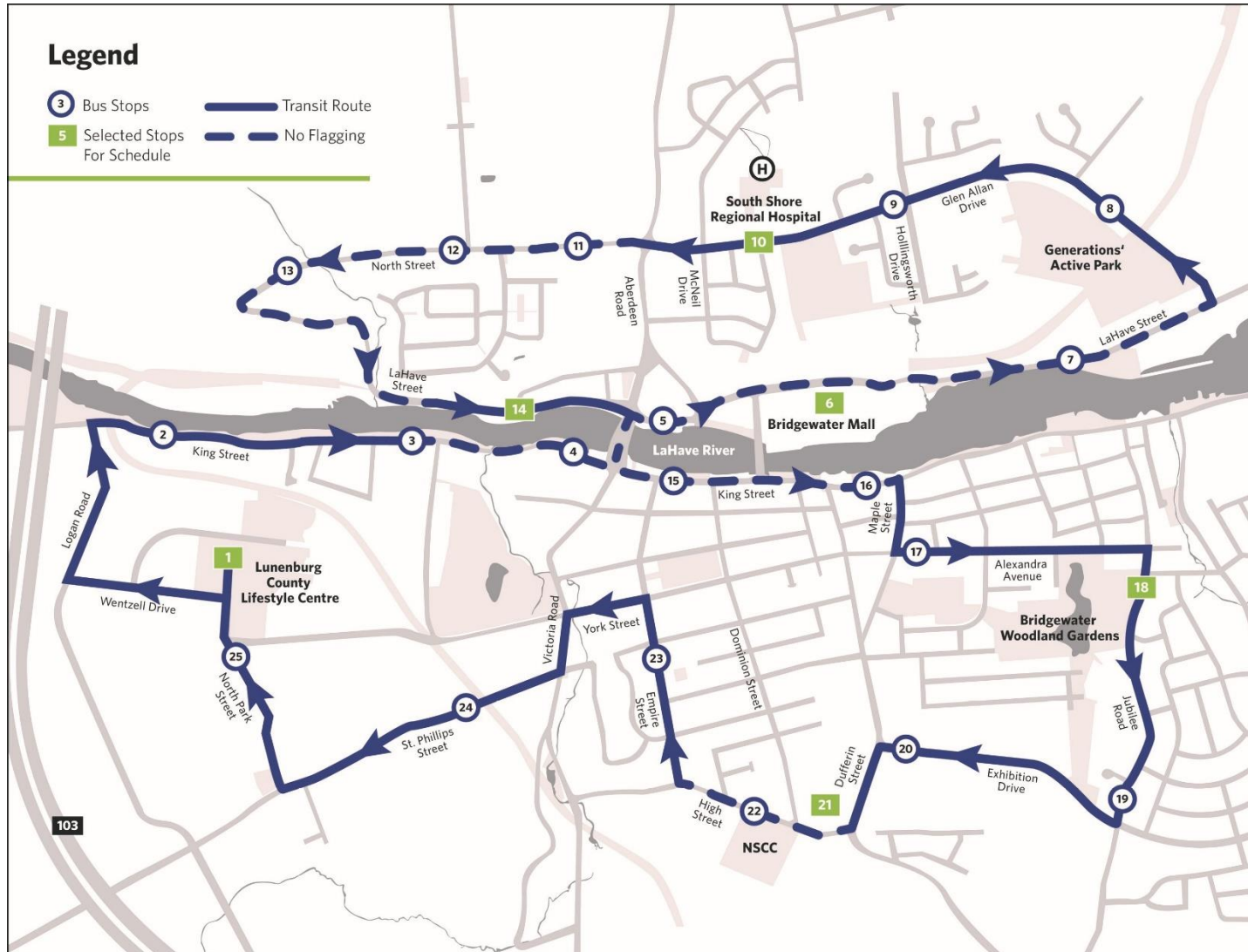
# Operations of Bridgewater Transit



**Monday to Friday**  
6:00am – 8:00pm

**Saturday**  
8:00am – 6:00pm

- 1 hour loop
- One direction
- 25 stops
- Flag stops



# Feasibility Study

- Conducted by CBCL Ltd. and provided:
  - Route and stop options
  - Service concepts
  - Vehicle options
  - Fare technology options
  - Costs



# Addressing Gaps

- Pre- and post-trip requirements
- Operational details
  - Fares and vending
  - Bus storage
  - Schedule timing
- Study only accounted for one bus



# Budget

	Budget Item	2017/2018 (Pilot)	2018/2019
Expenses	Total	\$187,000	\$253,000
	Grants	\$75,000	\$200,000
Revenue	Fare revenue	\$15,000	\$30,000
	Advertising revenue	\$2,500	\$11,000




# Implementation

- Schedule and route
- Fare types
- Design
- Bus drivers
- Operational processes

July 2018 - March 2019

Move Ahead With  
**Bridgewater Transit**




**Hours of Service**  
Monday - Friday 6am - 8pm  
Saturday 8am - 6pm



## Schedule

*During the pilot project the schedule is subject to change*



	1	6	10	14	18	21
Monday - Friday	6:00	6:12	6:20	6:26	6:37	6:44
	7:00	7:12	7:20	7:26	7:37	7:44
	8:00	8:12	8:20	8:26	8:37	8:44
	9:00	9:12	9:20	9:26	9:37	9:44
	10:00	10:12	10:20	10:26	10:37	10:44
	11:00	11:12	11:20	11:26	11:37	11:44
	12:00	12:12	12:20	12:26	12:37	12:44
	1:00	1:12	1:20	1:26	1:37	1:44
	2:00	2:12	2:20	2:26	2:37	2:44
	3:00	3:12	3:20	3:26	3:37	3:44
	4:00	4:12	4:20	4:26	4:37	4:44
	5:00	5:12	5:20	5:26	5:37	5:44
	6:00	6:12	6:20	6:26	6:37	6:44
	7:00	7:12	7:20	7:26	7:37	7:44
Saturday	8:00	8:12	8:20	8:26	8:37	8:44
	9:00	9:12	9:20	9:26	9:37	9:44
	10:00	10:12	10:20	10:26	10:37	10:44
	11:00	11:12	11:20	11:26	11:37	11:44
	12:00	12:12	12:20	12:26	12:37	12:44
	1:00	1:12	1:20	1:26	1:37	1:44
	2:00	2:12	2:20	2:26	2:37	2:44
	3:00	3:12	3:20	3:26	3:37	3:44
	4:00	4:12	4:20	4:26	4:37	4:44
	5:00	5:12	5:20	5:26	5:37	5:44

For updates and information visit:  
[bridgewater.ca/transit](http://bridgewater.ca/transit)  
BridgewaterNS TownBridgewater



# Advertising and Engagement



Join us on Friday, January 26, for the chance to win transit passes and more!

Hop on the bus on Friday for a chance to win a 10-ride bus pass and a Town of Bridgewater swag bag as part of our celebration of reaching the 5,000 passenger milestone! Bridgewater Transit riders will be invited to put their names and contact info on a ballot and drop it in the box on the bus.

We'll draw a lucky winner at the end of the day!



## CELEBRATE 5,000 RIDERS!



# FREE BUS!

During March Break, students & youth ride for free!

All youth and students can ride the bus for FREE during March Break (March 12 – 16).

If you've never tried Bridgewater Transit before it's a great time to give it a spin!

Free rides are for students, ages 5 to 18, or those presenting a valid student ID.











# Growth

- Growing team
- Additional stops
- Sunday service
- Community groups
- New pass types

**Legend**

 Bus Stops	 New Bus Stops
 Removed Stop	 Transit Route
 Selected Stops For Schedule	 No Flagging



003 **Adult/Senior**

Move Ahead With  
**Bridgewater Transit**

**January  
Ride Pass**

town of  
**BRIDGEWATER** [bridgewater.ca/transit](http://bridgewater.ca/transit)



# Support and Collaboration

- Provincial funding
- Driver training from King's Transit
- Buses donated from Halifax Transit



# Positive Outcomes



# Ridership

<b>Average ridership</b>	<b>Passengers/day</b>
Service to date	76/day
First 4 weeks	50/day
First 18 weeks	58/day
Weeks 19-36	80/day
Last 18 weeks	89/day



# Access to Goods and Services

*“I’m a small business owner luckily enough to be on the bus route.*

*I was against the bus at first. But after talking to many of my customers that use the bus often I support the bus in town!*

...

*While I’m not seeing a large increase in sales, if I gain one new customer due to the transit I’m happy.”*



# Social Connectedness

*“I have a friend with special needs who loves to ride the bus. This is something that we do that he gets great enjoyment from and it fits his budget.”*



# Opportunities

*“I take the bus every morning to go to work and I enjoy my chats with all the drivers. Without this service, I would be walking 45 minutes to get to work or pay a much higher fare for a taxi. I usually walk home at the end of the day for daily exercise.”*



# Keys to Success



# Keys to Success

- Supportive Council
- Collecting Data
- Passionate Team
- Support from Other Communities
- Community Needs and Context

