

CRP REGIONAL TRANSPORTATION & TRANSIT

PROJECT UPDATE for CRP Executive Committee (September 16, 2011)

BACKGROUND:

In December (2010), the CRP Executive Committee approved and updated the regional transit priority work programs as outlined in the strategic “Moving Forward” document. This strategic document set the path for the next 18 months in order to start the transit implementation program.

Current scope of work for this committee (Phase 3) includes:

- Ongoing Regional Transit Implementation
- Public/Private Contract Framework
- Regional Fair Integration Strategy
- Transit Supportive Development Policy Framework
- Regional Branding and Marketing Plan
- Regional Transit Governance Model

In early 2011, CRP submitted a single comprehensive Regional GreenTRIP proposal to the Province of Alberta. The development of the proposal was a highly collaborative effort between the CRP and local municipalities to support regional and local transit start-ups. The phase one proposal included capital funding for bus and light rail purchases and other infrastructure support capital costs for the City of Calgary, Airdrie, Cochrane and for the Bow Valley Regional Transit system (Banff Canmore and ID 9). Other regional communities are currently completing transit feasibility studies and are poised to stage into the next phase of Regional GreenTRIP.

We are pleased to advise that the first phase of GreenTRIP has been approved and funding for the projects have been received in some cases. The GreenTRIP application is the first step in the implementation process and provides a tremendous opportunity for CRP municipalities to take advantage of the regional program for their local and regional transit plans.

PROGRESS ON KEY PROJECT PRIORITIES:

1. Ongoing Regional Transit Implementation

- New CRP Regional Transit Program Manager has been meeting with regional municipalities to discuss the Regional Transit program role which is to guide, coordinate, give expert advice to help implement local/regional transit service within CRP municipalities
- Providing ongoing leadership support for CRP Regional Transportation Steering Committee and Technical teams to deliver the key priority areas noted above
- Working with the local private service providers to build relationships and opportunities
- Working to ensure feasibility studies move ahead and include a level of regional analysis

2. Private/Public Contract Framework

The goal is to standardize the approach to building partnerships with the private sector transit service suppliers.

- Successful 2011 spring private sector workshop conducted
- Creation of a private sector advisory committee
- Retaining expert consultant support: standardized contract and approach will benefit all municipalities
- **Expert to be retained by end of September 2011**
- **Ongoing work with the private sector**

3. Regional Fare Integration Strategy

Development of a regional fare strategy that takes builds on the new Calgary Transit smart card technology and is competitive enough to attract ridership. Objectives are:

- Focuses on seamless, easy, convenient travel
- Connecting communities within CRP
- Work closely with Calgary Transit ONGOING

4. Transit Supportive Development Policy Framework

To support transit implementation regionally and locally, it is imperative to ensure transit-oriented development policies are in place to create an environment that will help shape our communities.

- A working team, representative of the CRP region has been put together to develop an RFP for a TOD tool-kit deliverable that represents the uniqueness of the CRP region municipalities
- Approach from a regional, local, neighborhood and block perspective to make it more meaningful
- **Deliverables by March 2012**

5. Regional Branding and Marketing Plan

Priority is to develop a regional branding and marketing strategy that is meaningful and unique.

- Development of an executable marketing plan that will promote transit culture
- Delivering a branding strategy that will be representative of the region's uniqueness
- RFP currently being developed by a CRP regional working team
- Deliverable: an executable plan/template regionally and locally
- **By December 2012**

6. Regional Transit Governance Model

Developing options for regional transit governance (short – medium term)

- Starting with regional benefits: economies of scale
- Working with Grant Thornton on retainer to help us
- **By December 2012**

MOVING FORWARD STRATEGICALLY:

The work plan priorities and deliverables are designed to strategically support regional transit implementation, the CMP and local land use plans. To help deliver one of the six provincial directives of the CMP the work plan priorities will help implement a transportation and utility plan which identifies key infrastructure and services

that are of a regional benefit. In addition, the priorities support other project areas that are crucial for the CMP and local land use plans such as the Greenfield Toolkit project, which is part of the complete communities initiatives.

BENEFITS TO CRP MEMBERS:

CRP brings communities together through a collaborative working approach to provide transit expertise regionally and to be there locally to guide them through their own local transit implementation. Using all resources available to ensure phasing strategies align with the uniqueness of each municipality. Recognizing regional importance in the implementation of transit system, the following benefits can be achieved with CRP support:

Strategically:

- Thinking regionally for the benefit of all municipalities
- Providing a collective voice to the province and other levels of government on transit issues
- Leading regional/local working technical teams to implement work plan priorities
- Providing operational support at the local level for transit implementation
- One body to bring stakeholders together connecting communities
- Administration of contracts and monitoring: conduit for all things transit
- Development of transit supportive land use policies
- Realizing economic benefits from regional transit implementation
- Develop new and enhanced opportunities for the business and private sector

Economies of scale:

- Provision of a full time CRP transit expert available to support member municipalities
- Leveraging the purchasing of buses (resulting in more competitive pricing)
- Leveraging the purchasing of shelters (resulting in more competitive pricing)
- Standardization of private contracts
- Implementation of a regional fare structure/equipment (provides seamless customer service)
- Leveraging the funding, building and maintaining of regional facilities (budget savings)
- Support municipalities to get phase 2 Regional GreenTRIP submitted and approved
- Economies of scale attract more opportunities to build partnerships with the private industry which leads to competitive bidding processes
- Regional governance can provide a decision-making advisory body
- Provision of expertise in a central body will lead to lower municipal administrative costs

For more information please contact:

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