

Cornwall Transit Comprehensive Service Review

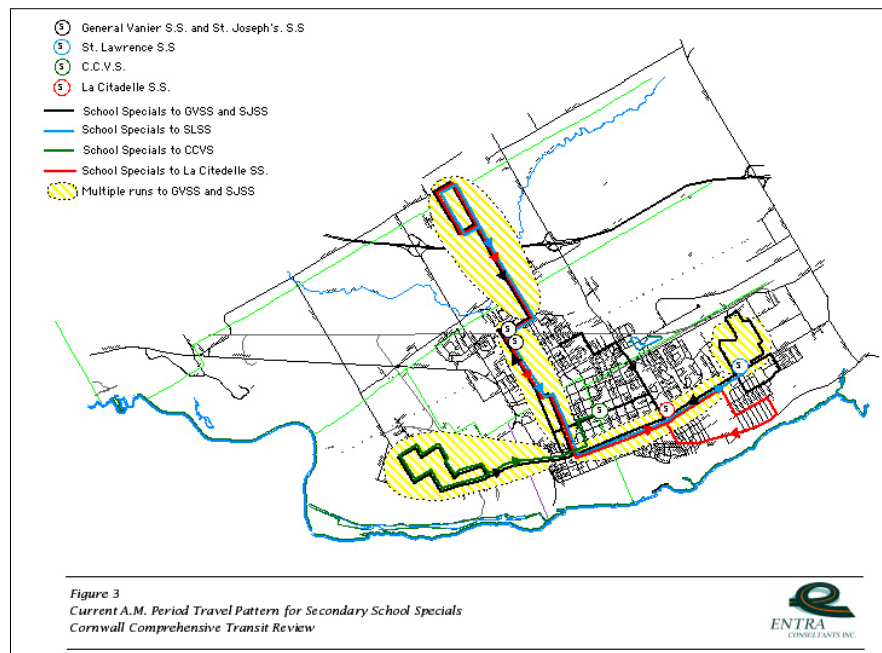
ENTRA Consultants worked with Cornwall Transit on a Comprehensive Service Review aimed at maximizing existing infrastructure and resources and addressing the mobility needs of the community. Our mandate was to review each aspect of Cornwall Transit's operation, including:

- ~ thorough examination of routes and services, including accessible services;
- ~ analysis of fleet conditions and maintenance practices;
- ~ financial analyses;
- ~ review and update of transit policies and standards;
- ~ examination of market potential for service expansion;
- ~ investigation of contract services; and
- ~ extensive consultation with public, staff, drivers, and council.

A market-based service approach was forethought to every decision made in the service design ENTRA Consultants developed for Cornwall Transit. This approach was based on one primary principle: *transit should directly and conveniently take passengers where they want to go*. Our secondary objective was to achieve this principle without increasing the systems fleet compliment or reducing its cost recovery ratio.

Using this approach, ENTRA's service review was focused on accommodating the needs of three specific market segments as a method of increasing the overall ridership: students, industrial employees, and seniors.

Students represent Cornwall's primary transit market; they are carried to and from schools using a fleet of



school specials. This reliance on specials has limited the flexibility of students to utilize the system for other trip purposes. The system was redesigned by examining the existing patterns of specials and replacing them with a higher level of conventional fixed route service. The intent was to increase the flexibility of students, increase the frequency of transit service for all riders, and expose students to the entire transit system, thereby increasing the likelihood of attracting life-long riders.

The service design also focused on more than 4,000 industrial sector employees in Cornwall that received a limited amount of service. The service design was geared to providing direct, frequent and convenient service that corresponded to the varying shift times of the industrial sector. An ambitious marketing plan was also proposed to increase the awareness and attractiveness of the service.

The system design also focused on meeting the mobility needs of the senior market. The primary focus of this exercise was to improve the convenience of a community bus route that connected residents in seniors' homes to typical destinations for the elderly.

The focus on all three market segments was brought together and reexamined to ensure that secondary destinations were also accommodated. Large retail and employment nodes were then examined for each market group to ensure that each were directly and conveniently accessible by transit.

The report was presented to Council in November 2000, and was unanimously approved. A number of minimal cost recommendations were immediately implemented by Council.

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