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Item No. 8.3.2
Transportation Standing Committee
September 10, 2014

TO: Chair and Members of Transportation Standing Committee

Original signed

SUBMITTED BY:

Eddie Robar, Director, Halifax Transit

DATE: August 22, 2014

SUBJECT: **2014/15 Q1 Halifax Transit KPI Report**

INFORMATION REPORT

ORIGIN

This report originates from the July 3, 2013 TSC Meeting.

MOVED by Councillor Mason, seconded by Councillor Watts, that the Transportation Standing Committee receive a quarterly report and presentation regarding Metro Transit strategic planning and operations.

LEGISLATIVE AUTHORITY

There is no Legislative Authority associated with this information report.

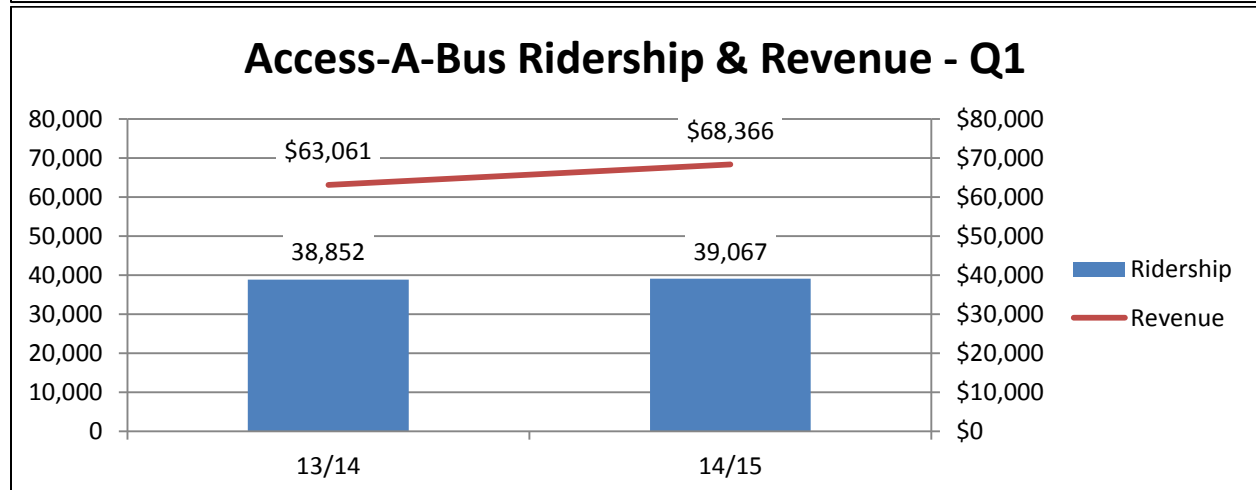
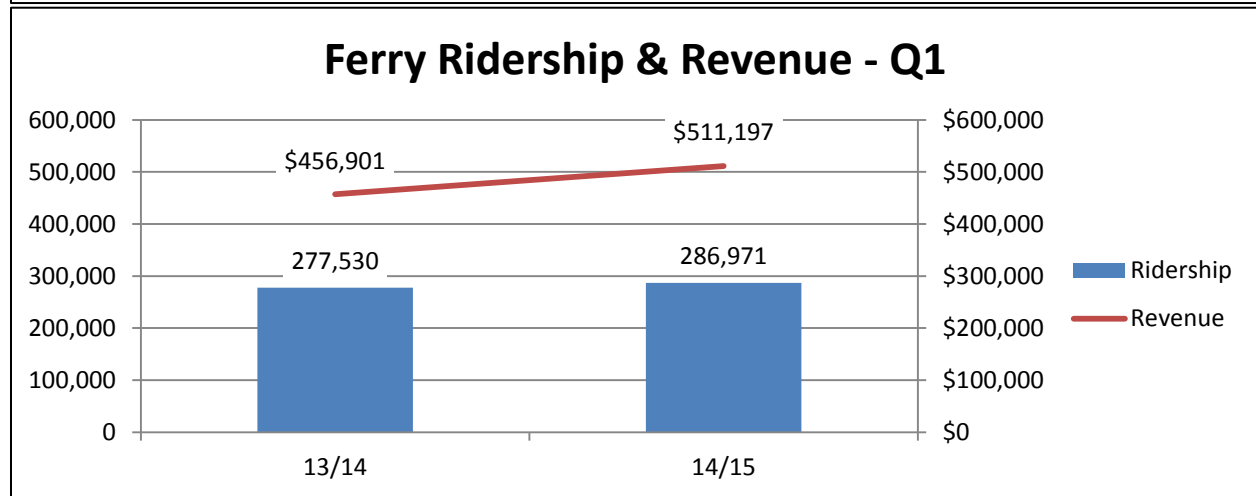
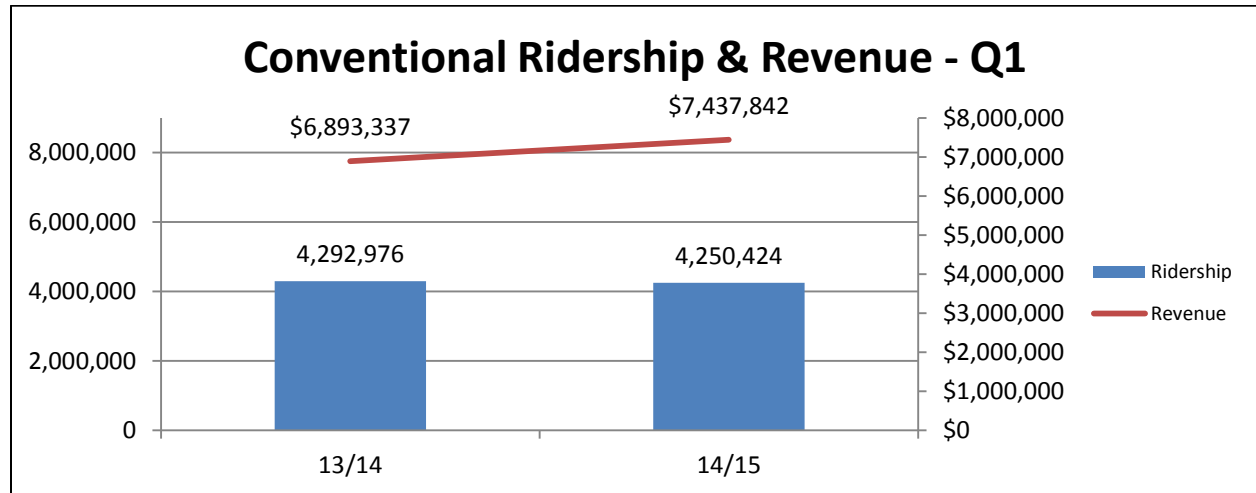
BACKGROUND

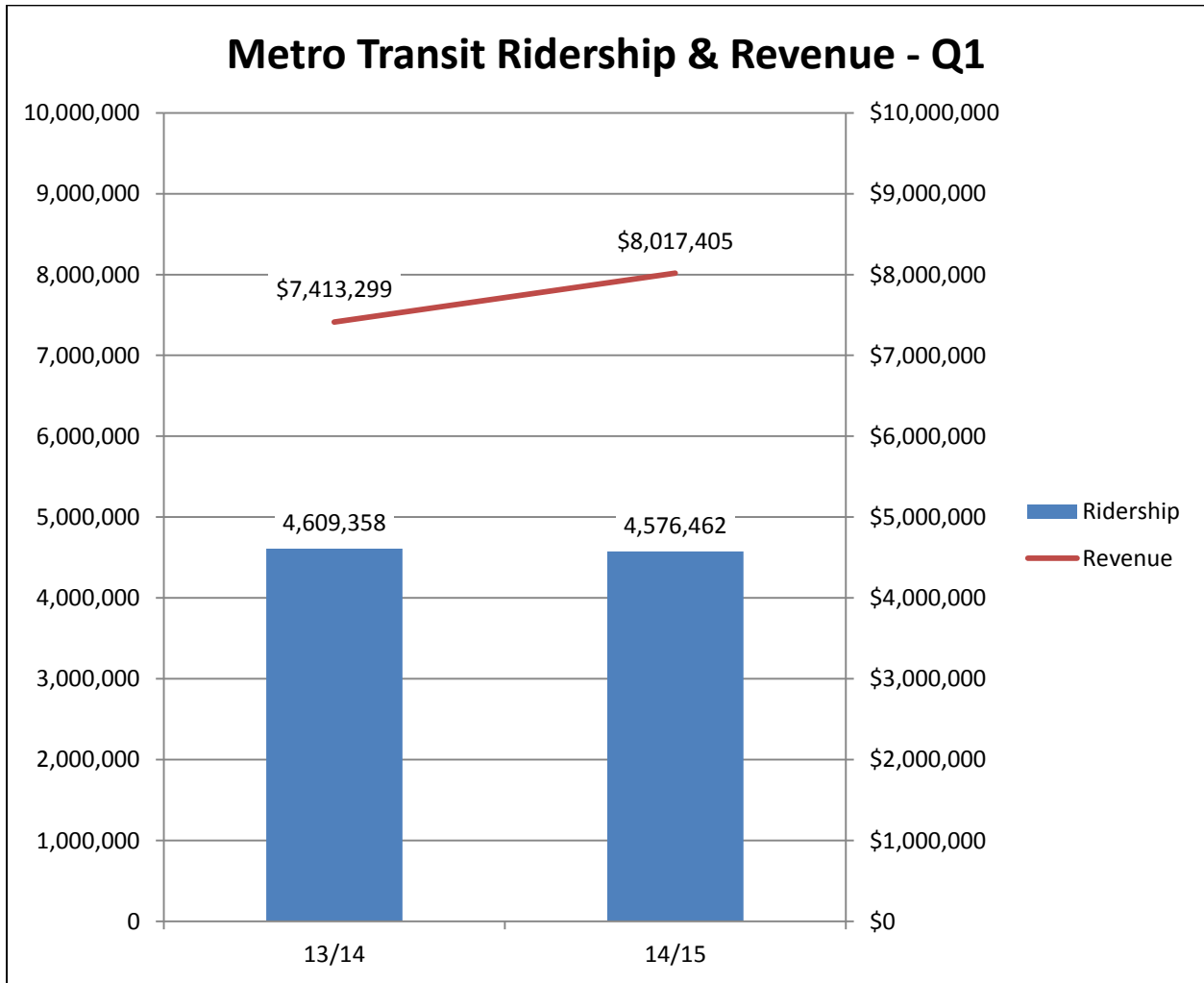
Halifax Transit tracks several Key Performance Indicators on a monthly basis and annual basis. These include measures of revenue, ridership, customer service, service levels, and Access-A-Bus service details. Due to the absence of a fully functioning AVL system, service quality measures, such as on time performance cannot be measured. Updates of ongoing projects are also provided through this report.

DISCUSSION

Revenue and Ridership – Q1

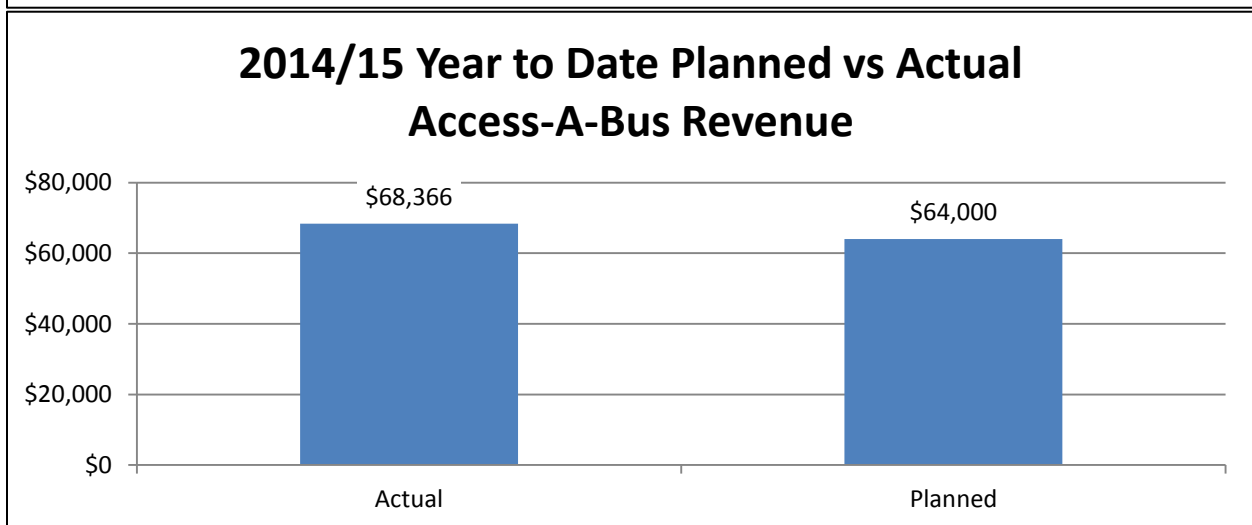
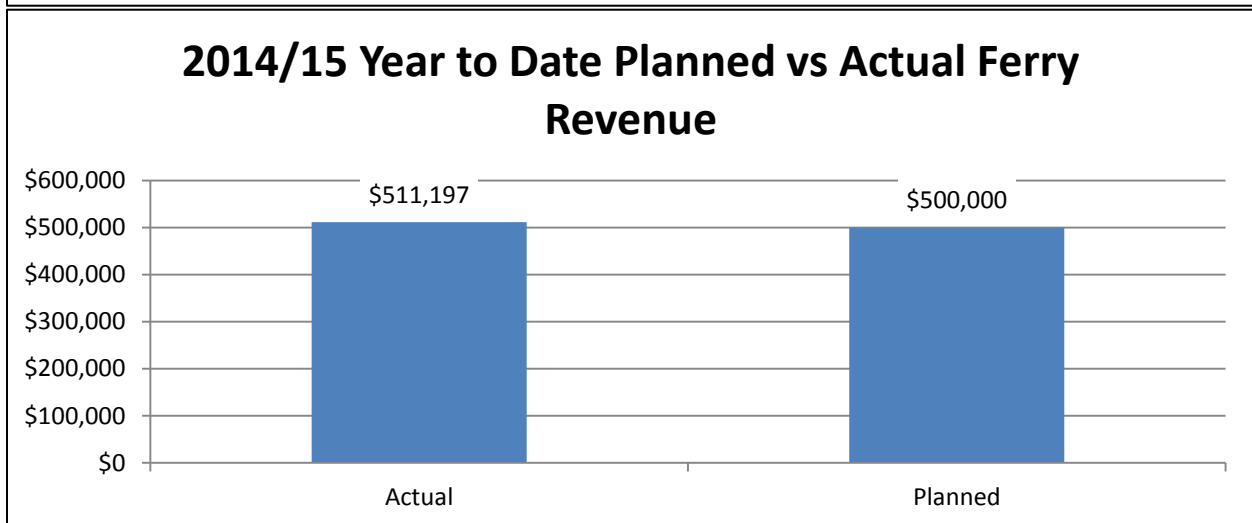
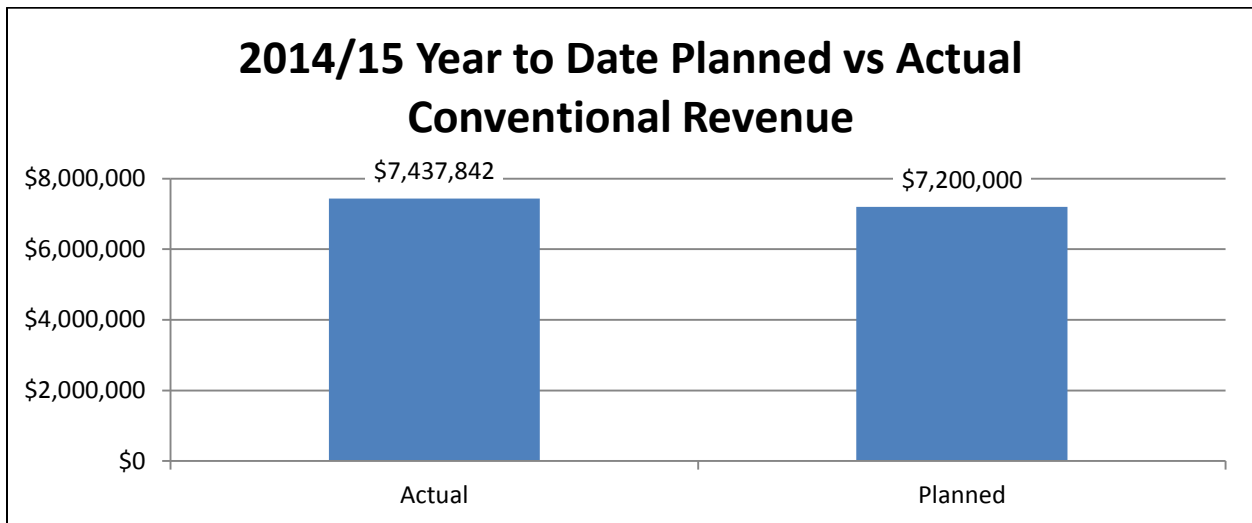
Revenue and ridership measures provide an indication of how well used transit services were during the past quarter in comparison to the same period of the previous year. Ridership figures are calculated based on revenue generated by fare type.

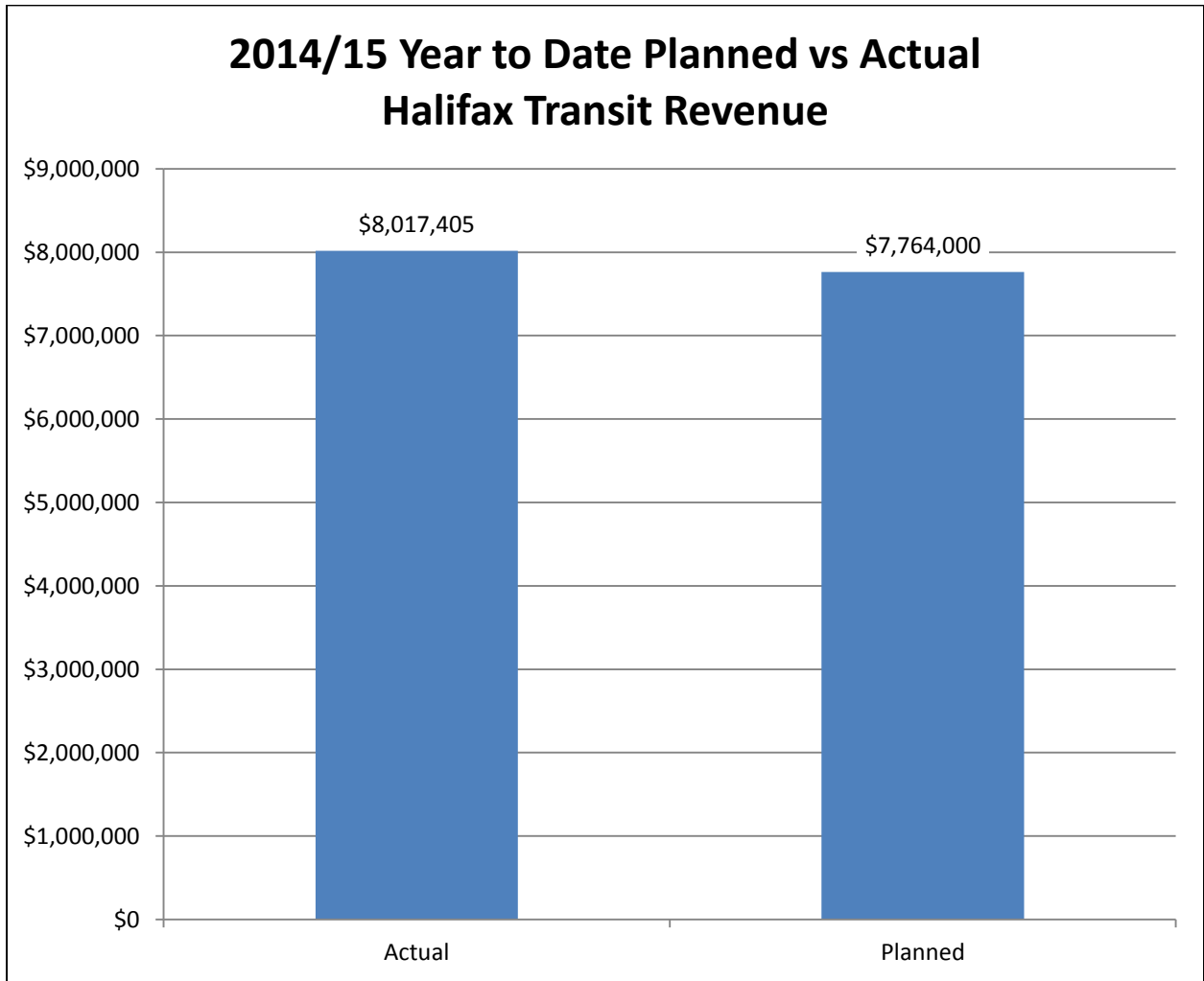




Revenue – Planned vs Actual

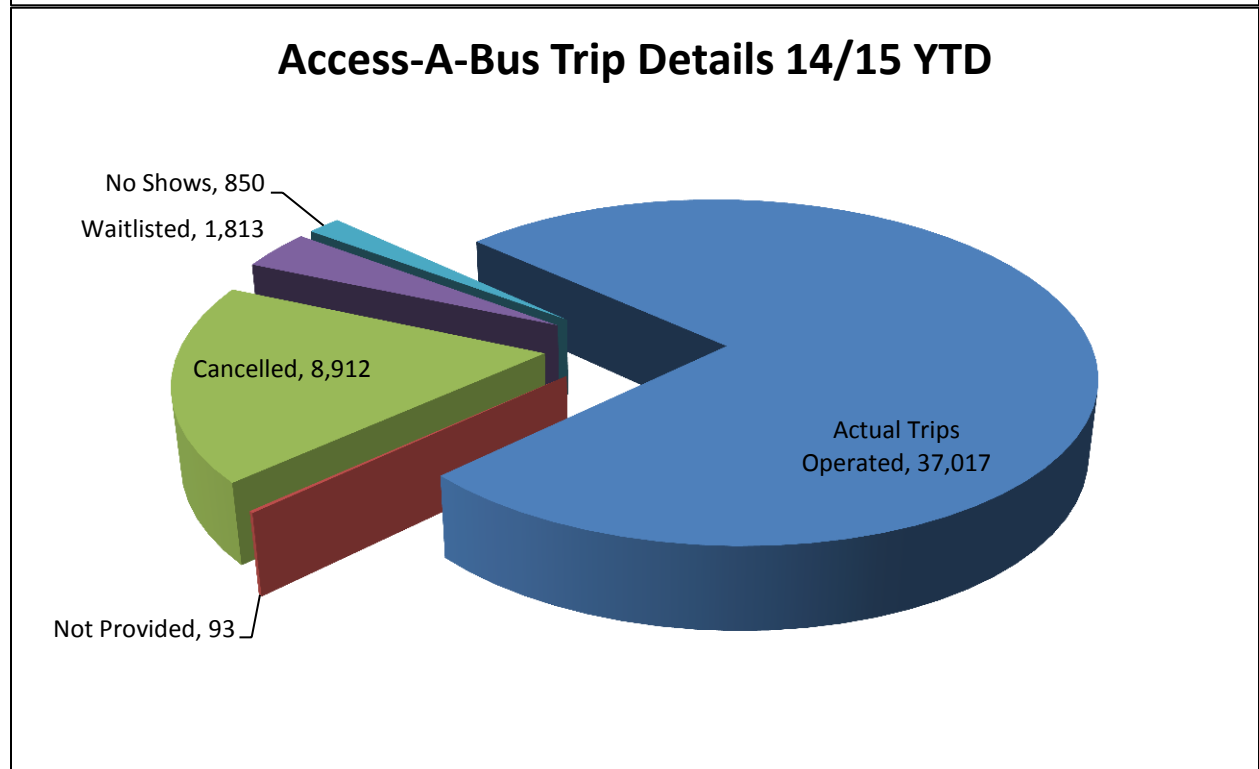
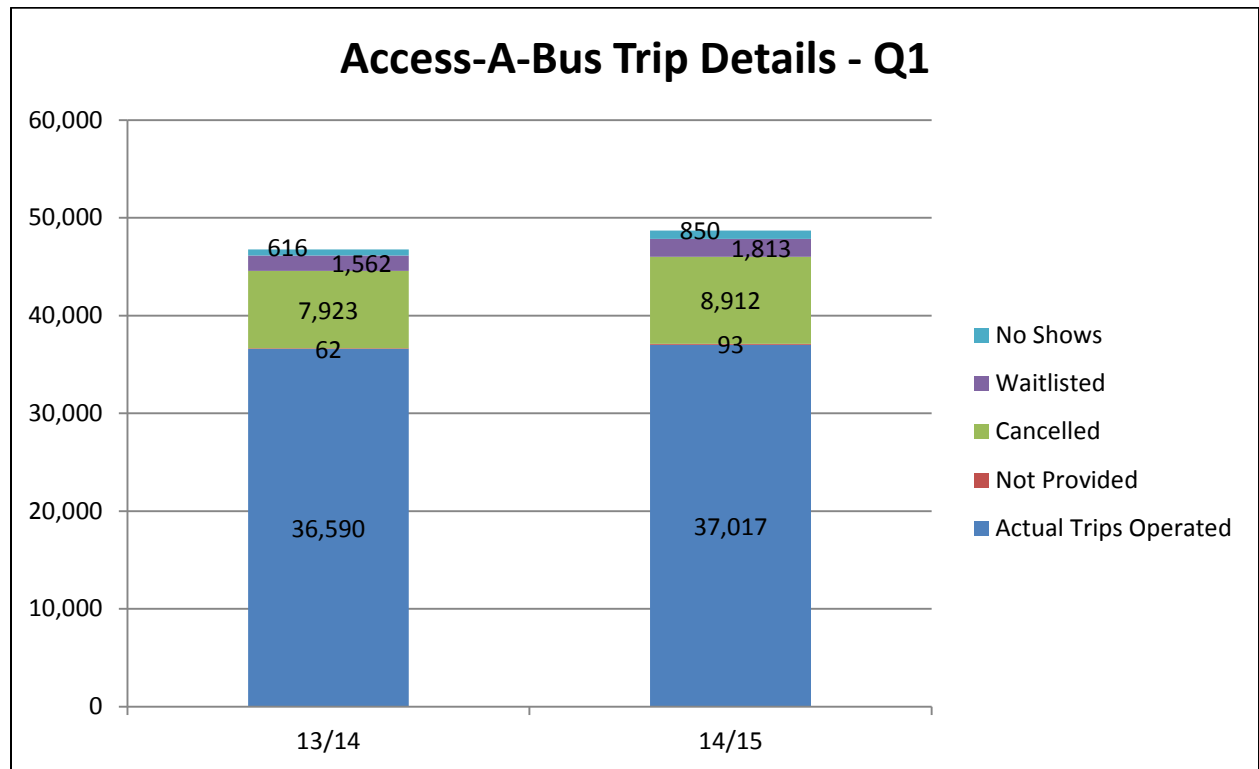
The following charts provide an indication of how much revenue has been generated by each service type, and by Halifax Transit in comparison to the planned budget revenue.





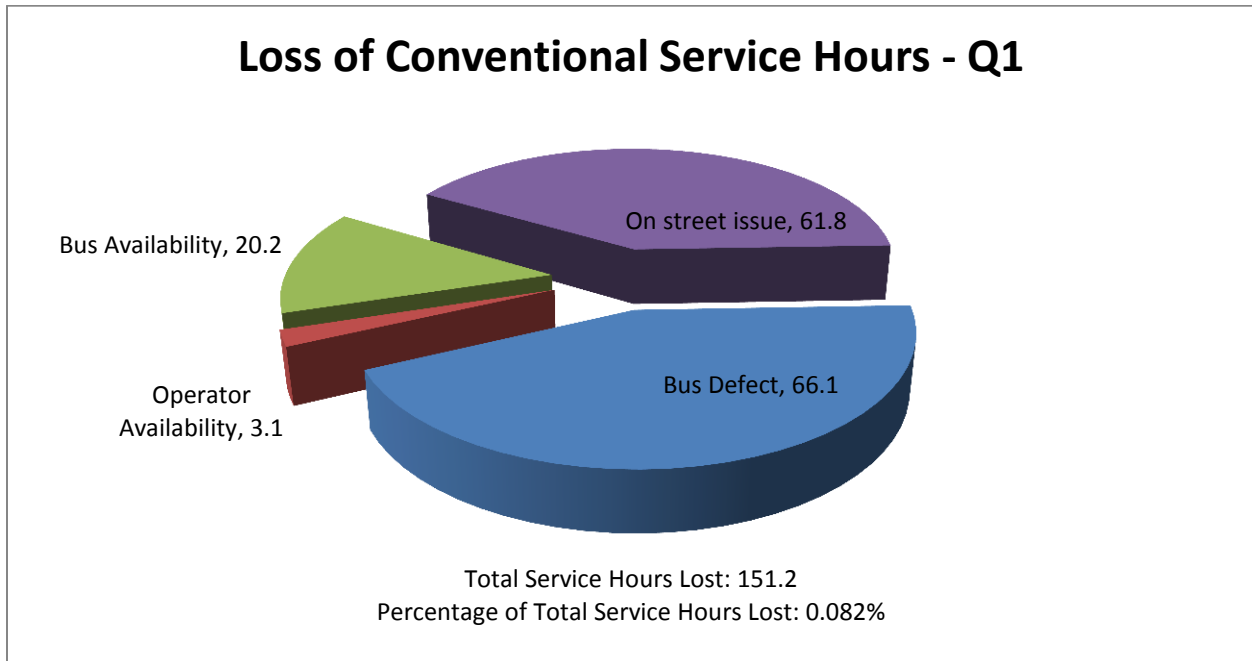
Access-a-Bus Trip Details

Access-A-Bus trip details are tracked monthly to provide an indication of efficiency in Access-A-Bus usage and booking.



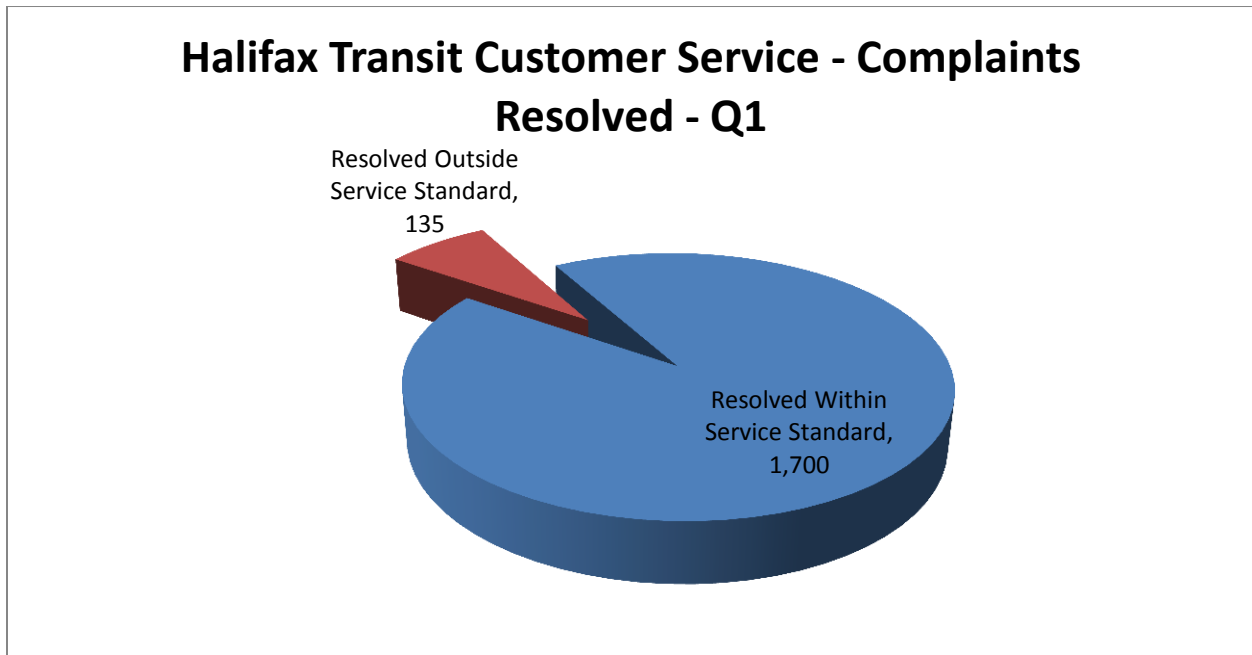
Lost Service

The following chart represents conventional service that was not provided as scheduled due to on street issues, bus defects, bus availability or operator availability.



Customer Service – All Services

Customer service statistics are measured monthly using the Hansen Customer Relationship Management tool along with Crystal Reports. Complaints are divided into two categories, those resolved within service standard and those resolved outside service standard, Halifax Transit aims to have 90% of complaints addressed within service standard.



Projects

Introducing Halifax Transit

In April 2014, Regional Council approved the brand strategy which includes referring to our municipality as “Halifax” (not Halifax Regional Municipality) in all official marketing and communications efforts. As part of the evolution of our transit system, and in keeping with the brand strategy, the name Metro Transit has changed to Halifax Transit. But this is about more than just a name change. In the next three years, the entire transit network and how it interfaces with its passengers and the public will change dramatically. This transformation has come at a time when the municipality is in the midst of implementing a brand aimed at helping us show the world what a great place our region is to live, work, invest and visit.

Lacewood Transit Terminal

The final phase of this project has started. On July 22nd, 2014, Regional Council awarded Avondale Construction Limited the \$5.68M design-build contract for the Lacewood Transit Terminal. Avondale Construction Ltd. has assembled a team complete with architects, engineers, landscape architects, and building contractors to deliver the new transit facility in the spring of 2015. The design process has already begun, and sketches of the new terminal are expected to be available in October 2014.

The new terminal will be prominent along the Lacewood Drive streetscape and will include 12 – 14 bus bays, interior passenger waiting space, public washrooms, staff amenities, and outdoor passenger waiting space. The main entrance to the terminal will be on Lacewood Drive, opposite Radcliffe Drive, at a newly signalized intersection.

Moving Forward Together Plan

In the previous update to Council, it was tentatively projected that the draft plan would be completed in Fall 2014. As the network drafting phase of the project is now well underway, staff are better able to estimate the time required to prepare the draft plan for public consultation.

It is now anticipated that a draft plan will be released in January 2015, and a robust multifaceted consultation will take place in early 2015. The extended window for consultation (from six weeks to approximately ten weeks) has been introduced to allow Halifax Transit staff to facilitate a larger consultation process that will include more opportunities for participation.

Commuter Rail

CPCS Transcom has been selected to prepare a commuter rail feasibility study for Halifax. CPCS Transcom is an international management consulting firm with extensive experience in rail feasibility studies and economic analysis, and were formerly the consulting arm of the Canadian Pacific Rail. It is anticipated that the study will commence in early September 2014.

Halifax Transit Technology Project

The HRM project team is currently working with the vendor to develop a Statement of Work that will define the project deliverables and project timelines for the implementation of the AVL replacement and the added functionality purchased in the January award which includes head sign integration, automated passenger counters and automated stop announcements. The Final Design Review is scheduled for late September where HALIFAX and vendor staff will confirm the system specifications, HALIFAX staff will begin system configuration settings and the vendor will begin devolvement work and production system build. The team is currently evaluating the Request for Qualifications for fare management and will engage fare management companies in presentations of their various fare solutions. Upon completion of the RFQ for fare management the project team will complete the request for product that will be released in the fall 2014.

FINANCIAL IMPLICATIONS

None

COMMUNITY ENGAGEMENT

Community engagement was not required as this report is only providing information to the Transportation Standing Committee.

ATTACHMENTS

None

A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/index.php> then choose the appropriate Community Council and meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

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Original signed

Report Approved by: Dave Reage, MCIP, LPP, Manager, Planning & Scheduling, 490-5138
