MEMORANDUM

To:	Michelle Delorme, Yuchen Tang, Town of Cochrane
From:	Left Turn Right Turn
Date:	August 22, 2024
Subject:	Summary of Existing Transit Ecosystem and Jurisdictional Scan

1 OVERVIEW

LTRT was retained by the Town of Cochrane to conduct a transit study to guide the design of its transit system for 2025 and beyond. The first phase of this project, the current state research and assessment, includes a review of existing transit ecosystem within the Town of Cochrane. LTRT engaged in a thorough documentation review to summarize the current state of various elements of the service, including regional context, service standards, operations, and transit fleet. Concurrently, LTRT conducted a fleet inventory and geospatial network analysis for further assessment of service performance. This memo summarizes the key findings from the review of the existing transit ecosystem in Cochrane. These findings will inform the subsequent tasks of the Transit Study, including visioning, service standard development, and implementation planning.

2 COMMUNITY CONTEXT

Cochrane is a town situated within the Calgary Metropolitan Region in Alberta, Canada. Located 18 kilometers west of Calgary's city limits, it ranks among the largest towns in Alberta and is encircled by Rocky View County. The population of Cochrane is 34,724 with an annual growth of 4.04% in 2022.

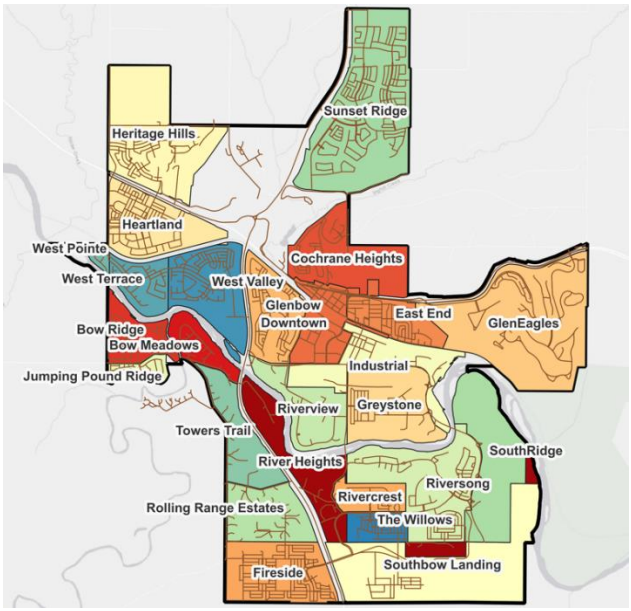


Figure 1. Town of Cochrane Neighbourhoods and Communities Map

2.1 Planning Context

Public transit in Cochrane will play a vital role in achieving several community aspirations from the Town's 2022- 2025 Strategic Plan:

Community Aspiration	Strategic Plan Commitment	Role of Public Transit
Livability	"We commit to creating a vibrant and active community with connected neighbourhoods."	Public transit can provide efficient, accessible, and reliable transportation options that connect neighborhoods, foster community engagement, and build community cohesion.
Connectivity	"We commit to bringing people together physically and socially."	

While the Strategic Plan provides guidance for how public transit will address community goals, there are several other planning documents and reports that provide additional context for the current service. Some of these other planning documents are:

The **2023 COLT Council Reports** focus on service updates and future directions. The March report details the third year of COLT service, with 145 stops, advanced booking, and significant ridership recovery. The May report addresses challenges like demand, financial stability, and user costs, recommending a mix of on-demand and fixed-route services during peak hours. The October report emphasizes investment to support strategic goals, presenting budget options ranging from reallocating funds to active transportation to increasing transit investment.

Cochrane Transit Studies Presentations 2010-2017 cover feasibility studies and service standards, providing a foundation for informed decision-making. The 2017 CRP Regional Transit Feasibility Report shows community interest in regional transit between Cochrane and Calgary, primarily for commuting during peak hours.

Financial data from 2022 and 2023 show revenue covering about 14% of expenses, with major costs tied to contracts with Southland Transportation and RideCo. The **2024 budget** introduces a new line for "Salaries and benefits," indicating a slight increase in overall expenses.

The **2017 "Connecting Cochrane" report** outlines a 10-year plan to expand transportation infrastructure, addressing significant congestion on Highways 1A and 22. The highest demand is projected in the northwestern and southeastern communities. Cochrane's 2016 Social Policy emphasizes equity and inclusion in community planning, including transit. Current transit includes Southland Transportation's

daily peak-hour coach bus between Downtown Cochrane and Downtown Calgary, and Rocky View Regional HandiBus Society's door-to-door service.

The **2017 CRP Regional Transit Feasibility Report** surveyed residents of Cochrane, Chestermere, Strathmore, and Calgary about their travel needs for the On-IT regional pilot projects. Key findings show nearly half are interested in the service, preferring destinations at the closest LRT station or downtown Calgary. The service is expected to be cheaper than personal vehicles, with peak travel times from 6:00 am to 7:30 am and 4:30 pm to 5:30 pm. More trips are anticipated for Chestermere and Strathmore than Cochrane and Calgary. Cochrane residents also showed interest in local transit for recreational, social, and shopping purposes.

3 TRANSIT ECOSYSTEM REVIEW

This section captures the current state of the local and regional services within the Town of Cochrane through an examination of their service standards, service guidelines and strategic plans, as well as service performance. Service analysis is supplemented by findings from the public engagements to identify the key service needs for the Town.

3.1 Service overview

The town of Cochrane is served by a range of transit services designed to meet the diverse transportation needs of its residents and visitors. This overview highlights the primary local and regional transit options available, including Cochrane On-Demand Local Transit (COLT), On-IT Regional Transit, SWIFT Transportation, and the Rocky View Bus service. Each service plays a crucial role in enhancing mobility, accessibility, and connectivity within the Cochrane area and beyond.

3.1.1 Cochrane On-Demand Local Transit (COLT)

COLT represents a modern and flexible approach to public transportation in Cochrane. Launched in 2019 as a five-year pilot project, COLT offers a responsive and adaptive transit service tailored to the immediate needs of its users. The service operates eight low-floor buses, each with 21 seats, accessible entrance ramps, wheelchair spaces, and bicycle racks.

Unlike traditional fixed-route systems, COLT employs an on-demand, ride-sharing model. This means that buses are dispatched only when rides are booked, optimizing routes based on requests. With 149 designated stops around town, COLT provides efficient "stop-to-stop" service, aiming to group passengers together for shared rides.

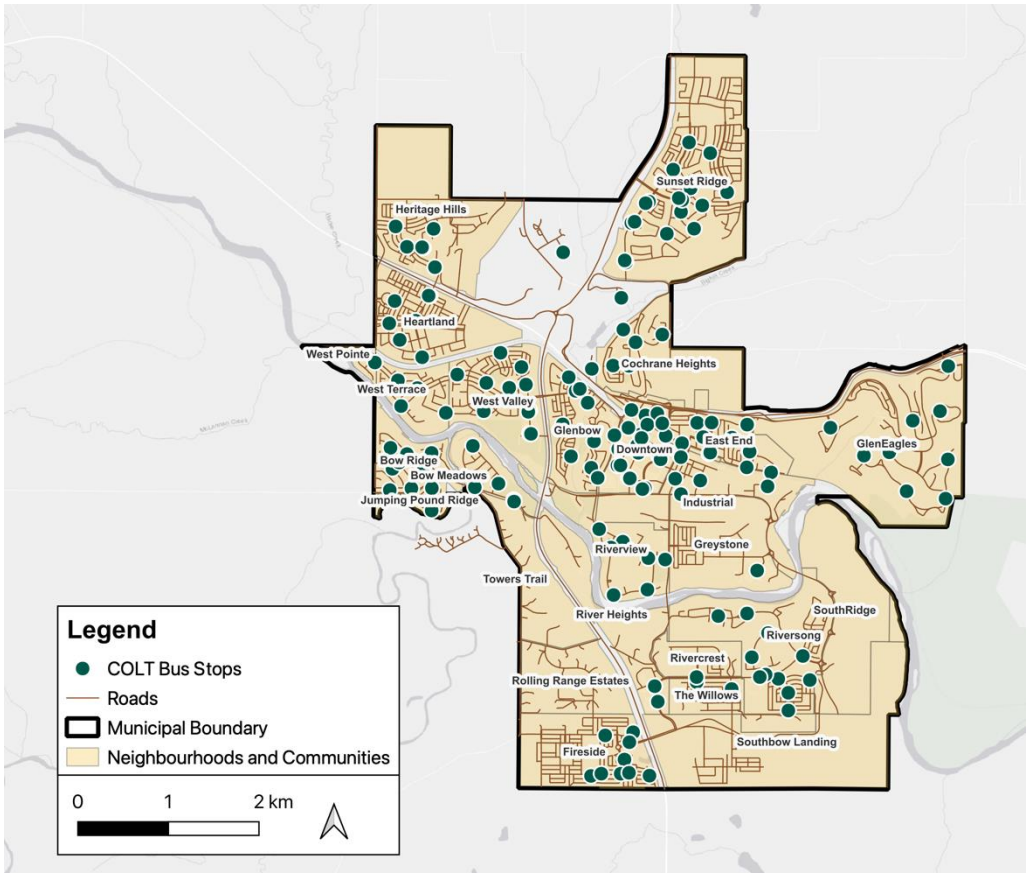


Figure 2. COLT Service Area Map

Ridership has shown impressive growth since the inception of COLT. Starting at 29,009 rides in 2020, it increased to 33,318 rides in 2021, 48,282 rides in 2022, and 68,700 rides in 2023. By May 2024, the ridership was 30,994, with projections estimating a total of 76,109 rides by year-end.

COLT operations are funded by the Town of Cochrane. In 2023, the municipal budget committed $759,919 to support operations, or roughly 67% of the total operating cost. Additionally, two Town staff members, each dedicated part-time, are committed to supporting COLT operations. Other departments, such as Parks (for snow clearing of bus stops) and Customer Service (for ticket sales at Town facilities), support COLT operations as a small portion of their overall portfolios.

COLT is operated by Southland Transportation Ltd. (Southland), who also provides school bus services and the On-It regional service in the community and elsewhere in Alberta. In 2022, Southland began operating additional daily service (21.5 service hours per day) in an effort to encourage ridership on the On-It regional services at no cost to the Town. Southland has indicated their intention to end this additional service as of September 2024. Should this proceed, this would amount to a 35% reduction in total service hours, or the equivalent of 2 buses.

3.1.2 Regional Services

There are three regional transportation services that operate in Cochrane and connect to neighbouring communities. These services include On-It, SWIFT and Rocky View Bus.

On-IT

On-IT Regional Transit is a privately-owned and operated fixed-route service that connects Cochrane directly to Downtown Calgary and the Brentwood LRT station. Serving a diverse population, On-IT caters to daily commuters, students, and other travelers needing access to Calgary. Its fixed-route delivery model focuses on providing a consistent and trustworthy transportation solution that supports individual mobility and enhances economic and social ties between Cochrane and Calgary.

On-IT plays a vital role in improving regional connectivity for Cochrane residents, providing easy access to key locations in Calgary. A key feature of On-IT is its seamless integration with the local COLT service. On-IT customers can use their pass to ride COLT for free during peak hours.

Ridership data for On-IT reflects its importance in the community. In the first quarter of this year, ridership from Calgary Downtown/Brentwood to Cochrane was 782 in January, 627 in February, and 580 in March. For trips from Cochrane to Calgary Downtown/Brentwood, the ridership numbers were 873 in January, 668 in February, and 693 in March.

While no municipal funds are directed to On-It services, the two routes connect in Cochrane at The Station, and customers can wait and access information about On-It services at this facility.

On-It services are operated for-profit by Southland Transportation Ltd. (Southland), the same operator who provides the contracted COLT services. In an effort to drive up ridership on the On-It services, Southland began operating additional daily COLT service at no cost to the town starting in 2022. Southland plans to discontinue this additional service in September 2024.

SWIFT

SWIFT Mini Thni Transit is a pilot project designed to provide safe and reliable transportation for the Stoney Nakoda Nations and Cochrane residents. This service aims to keep the communities connected, offering essential transit options that link residential and work destinations.

The SWIFT Mini Thni Transit operates between four key locations with fixed schedule and route: Mini Thni (Morley), Chiniki Gas Bar, Stoney Nakoda Resort & Casino, and Cochrane. A notable feature of this service is the free fare zone between Mini Thni and the Chiniki Gas Bar, ensuring accessible transportation within this segment of the route.

The ridership data for SWIFT highlights its significance in the community. In the first months of 2024, the service recorded 489 rides in January, 470 rides in February, 426 rides in March, and 478 rides in April, totaling 1863 rides for the first quarter of 2024.

The Town of Cochrane purchases tickets for the SWIFT service ($7500 per year) to have for sale in public facilities, but SWIFT is fully administered by Mini Thni residents.

Rocky View Bus

The Rocky View Bus is a tax funded service for Cochrane residents, offering paratransit service. As a rural non-profit organization, Rocky View Bus provides a shared-ride service that requires an appointment, ensuring individuals can access essential services such as medical appointments, grocery shopping, and banking.

The service offers a wide range of destinations beyond Cochrane, including Chestermere, Airdrie, Rocky View, and Calgary. This extensive coverage ensures that residents in these areas have reliable and convenient transportation options, enhancing their ability to participate in community life and access necessary services.

By offering a dependable transportation solution tailored to the needs of individuals with mobility issues, the service supports the health and well-being of the community. In the fourth quarter of 2023, the total number of rides for both Cochrane's inner region and inter-regional transit was 4,238.

The Town of Cochrane pays Rocky View Handi-Bus a fixed amount based on the population. In 2023 this amounted to about $290,000. Services are fully managed by the non-profit and do not require additional Town resources.

3.2 Service Guidelines

In the past, two sets of service standards have been proposed in relation to local transit in Cochrane. The first was included as part of the Cochrane Transit Feasibility Next Steps (September 2017) and the other was the Town of Cochrane’s Transit Task Force Local Transit Service Recommendation to Town Council (August 2018). This section compares the existing service against both the 2018 and 2017 proposed service standards for the transit ecosystem. This will serve as an inventory which will inform future development of service standards.

3.2.1 Service Type

After previous transit feasibility studies for Cochrane focused on fixed route transit only, the Transit Task Force considered some more innovative options and in 2018 recommended “On Demand with Mobility as a Service”. Some of the rationale for proceeding with this service over fixed route was because there was limited to no travel pattern and demand information within the town, and on demand was seen to provide

greater flexibility, cost effectiveness, and a higher quality of service. Minimizing risks for the Town and commitment to long-term ongoing costs for Cochrane residents was also identified as a benefit.

The current success of COLT paired with the travel pattern data from the existing on demand trips addresses some of the previous rationale for moving forward with on demand over fixed route. In the future, instead of committing wholly to a specific service type, a specific service guideline could be developed to support decision-making around what type of service is required and what performance thresholds should lead to a transition in service type. In other communities where both on demand and fixed route service exists, this kind of service guideline helps identify when an on-demand service should transition to a fixed route, and vice versa. This will also support the flexibility of the system overall and align service with demand.

3.2.2 Service Coverage

The initial 2017 proposed service standards suggested that Cochrane provide transit service within 400m walking distance of 90-95% of households and businesses. The 2018 recommendations do not provide a specific service coverage, but more broadly recommends service for all communities within Cochrane and a 400m walking distance between stops (stop spacing is discussed more in Section 3.2.5). The current service covers the entire town, but the specific percent coverage is in flux as some adjustments to stop locations are being made to improve service efficiency.

3.2.3 Service Span

The current service span is weekdays 5:45am to 8pm and Saturday's 9am to 3pm. This is aligned with the recommended base service from the 2018 Transit Task Force recommendations.

The 2018 recommendations also identify enhanced base service scenario that would see service on weekdays begin a little earlier (5am to 8pm), extension of Saturday service (9am to 6pm), and addition of Sunday service (9am to 6pm). A recommended prioritization of service periods is also provided as well as a recommendation of testing additional service spans:

1. Full Weekdays (Monday to Friday 6am to 8pm)
2. Peak Periods (Monday to Friday 6am to 9am & 3pm to 6pm)
3. Late Nights (After 8pm)
4. Saturday Service
5. Sunday Service
6. Early Morning (before 6am)
7. Service on Holidays

A potential opportunity for a service standard would be to identify under what circumstances service span should be adjusted and a confirmation of the prioritized time periods. Following the COVID-19 pandemic, it is common to place less emphasis on peak periods and focus more on the base service, for example.

Additionally, it often takes time for the public to recognize a change in service and then adjust their behaviour accordingly, and so adjusting the service span too frequently should be avoided. Finally, it is important to recognize that the more service periods there are, the more useful and reliable the service is for customers to use transit to travel. This all comes at a cost, however.

3.2.4 Wait and On-board Travel Times

The 2018 recommendations are an average wait time of 20 to 30 minutes for a bus booked last minute and a 20 to 30 minutes average time on the bus. Since the current COLT service operates in a on-demand model, wait times as defined in the service standard are not the most appropriate measure for assessing the performance.

Wait times for fixed route services help to assess the convenience of a transit service. A good alternative for an on-demand service is the ability for customers to book a trip the same-day. As discussed in Section 3.3.4, there are a significant number of trip cancellations and failed trip requests that particularly impact same-day requests. Identifying an appropriate value for this metric would help to relate the availability of the on-demand service, and the level of convenience that it provides for customers.

The second indicator related to average time on the bus perhaps should be its own travel time service standard. Currently the average trip times for the top 10 origin-destination pairs all meet the standard, with most of them being less than 20 minutes (see Table 3: Car vs COLT Travel Time Comparison).

For fixed route transit systems, wait times are often related to frequency of service and the headway between trips. Future standards that consider fixed routes should include an appropriate standard for frequencies, particularly for different classifications of service and time-periods.

3.2.5 Stop Spacing and Accessibility

The 2018 recommendations highlight a 400m walking distance between bus stops, predominantly as a means of providing service coverage. Looking at current stop spacing, this has approximately been maintained in most parts of Cochrane (e.g., distance along a road between some stops in GlenEagles is more than 400m). Since stop locations have been adjusted recently, the specific spacing is unknown. Since the initial spacing guideline from 2018 focused on service coverage, an update may be required to ensure that stops are not placed unnecessarily close together, so long as they still provide access to residents and employment.

Both 2018 and 2017 recommendations emphasize the accessibility of the service with respect to the type of vehicle. COLT has been implemented with accessible vehicles that have a dedicated space for wheelchairs. The 2017 recommendations additionally highlight the need for accessible adjacent

infrastructure (e.g., sidewalks to bus stops, curb cuts at bus stop intersections) and information. The accessibility of these is unknown currently.

An additional service standard or guideline could be developed related to stop amenities and infrastructure to further promote stop accessibility.

With advanced On-Demand Transit systems, the concept of integrating accessible, paratransit trips (such as those provided by Rocky View Bus) with conventional on-demand trips becomes feasible. Co-mingling, or the combining of these two services, offers and opportunity to improve the efficiency of traditionally expensive paratransit services while also offering greater independence and mobility for their customers. New accessibility standards and guidelines that enable the co-mingling of these two services into a single operating model can help to fulfil these objectives.

3.2.6 Built Form

Neither the 2017 nor 2018 recommendations offer service standards related to the built form. Certain built environments are more conducive to transit than others (e.g., grid-like road configuration, higher density, mixed-use) and some specifically prohibit transit operating (e.g., too small turning radius for a transit vehicle). Developing some guidelines related to transit-supportive urban design and infrastructure could help guide development within Cochrane to make transit a more feasible transportation option.

3.2.7 Ridership

Neither the 2017 nor 2018 recommendations provide specific ridership targets. The 2017 recommendations provide some potential indicators (e.g., boardings per hour, trips per capita) and some external factors that should be considered when developing a specific standard (e.g., time it takes to establish/stabilize ridership, changes in local economic context). Informed by the current and historic COLT data, there is now sufficient data to establish ridership targets.

3.2.8 Transit Vehicle Types

Both the 2017 and 2018 recommendations specify a smaller vehicle (23ft to 30ft) that is accessible (i.e., low-floor, with a ramp) and has bike racks. The 2018 recommendations further specify a gasoline engine, as diesel has smell and air quality impacts and electric may be cost prohibitive. The eight vehicles that were procured to operate the COLT service are aligned with the recommendations.

A service standard related to vehicle types would further include how different service types align with different vehicles and set limits on what the current fleet could operate. Additionally, establishing on-board seating and standing-load targets for various vehicle types and services can help to assess the appropriateness of the assigned vehicles. Meeting certain thresholds of service quality or crowding could lead to procurement of additional vehicles or new vehicle types. Additionally, while not typically included

within service standards, lifecycle planning should be implemented to ensure the fleet is managed to maximize service reliability over time. These guidelines and standards are usually incorporated into an asset management strategy and could include metrics such as Mean Distance Between Failures (MDBF), and minimum and maximum odometer values for various inspections or preventative maintenance.

3.2.9 Fare Structure

The 2018 Transit Task Force report recommends a one-way fare of $2.50, which is aligned with the current fare. The 2017 recommendations provide further rationale for providing concession fares and having multiple ways for riders to pay their fares. COLT currently accepts in-app payment and additionally offers 10-ticket bundles, monthly passes (for adults, seniors, and youth), and free travel for children five years old and under. This variety of fare products is well aligned with previous recommendations.

Both 2017 and 2018 recommendations set some context and expectations regarding cost recovery, at about 30%. This is relatively optimistic, especially in consideration of the challenges transit experienced during COVID-19. Additionally, on-demand transit services traditionally have lower cost recovery ratios due to their lower capacity than fixed-route transit services. That said, cost recovery should be included as a service standard, separate from fares, in the future. In 2022, the cost recovery ratio for COLT services was approximately 14%. This is in line with peers identified in Table 5 in Section 3.5 Jurisdictional Scan.

3.2.10 Additional Service Standards

Through review of the 2017 and 2018 recommendations, several other elements were included under the umbrella of service standards. Some of these may be more appropriate as transit policies, but they are included below for completeness.

Table 1: Summary of additional service standards for consideration

Additional Service Standard	Description	Recommended Action
Service Reliability (2017)	On-time performance	Include in service standard
Timed Transfer (2017)	Schedule coordination for local and regional services	Include in service standard
Safety and Security Measures (2018)	Specific considerations for improving safety and security	Review and consider adding to transit policies
Pets rules (2018)	No pets permitted on-board, with the exception of service dogs	Add to transit policies
Food and drink rules (2018)	Beverages only	Add to transit policies
Unaccompanied children (2018)	No restrictions on the age a child can travel unaccompanied (up to parental discretion)	Add to transit policies
Attendants (2018)	Attendants ride for free that are assisting riders with limited mobility	Add to transit fare policies
WIFI (2018)	WIFI should be provided for free on-board vehicles	Review and consider implementing

Additional Service Standard	Description	Recommended Action
Transit for Emergencies (2018)	Using transit in emergency situations	Add to transit policies
Free event transit (2018)	Providing transit for free for town events	Include in service standard
Children in strollers (2018)	Children are not required to be out of strollers when on the bus	Add to transit policies

3.3 Service Analysis

COLT ridership and performance information was analysed to assess service performance. The analysis begins with a system-wide assessment before progressing with an increasingly granular analysis.

3.3.1 System-Wide Performance

Since launching in October 2019, COLT ridership has continually increased with each year experiencing noticeable year-over-year growth. For instance, in both 2022 and 2023, year-over-year ridership increased by over 40%. As shown in Figure 3, ridership in 2024 could surpass 70,000 riders based on 11% year-over-year growth observed when January to May 2024 with the same period in 2023.

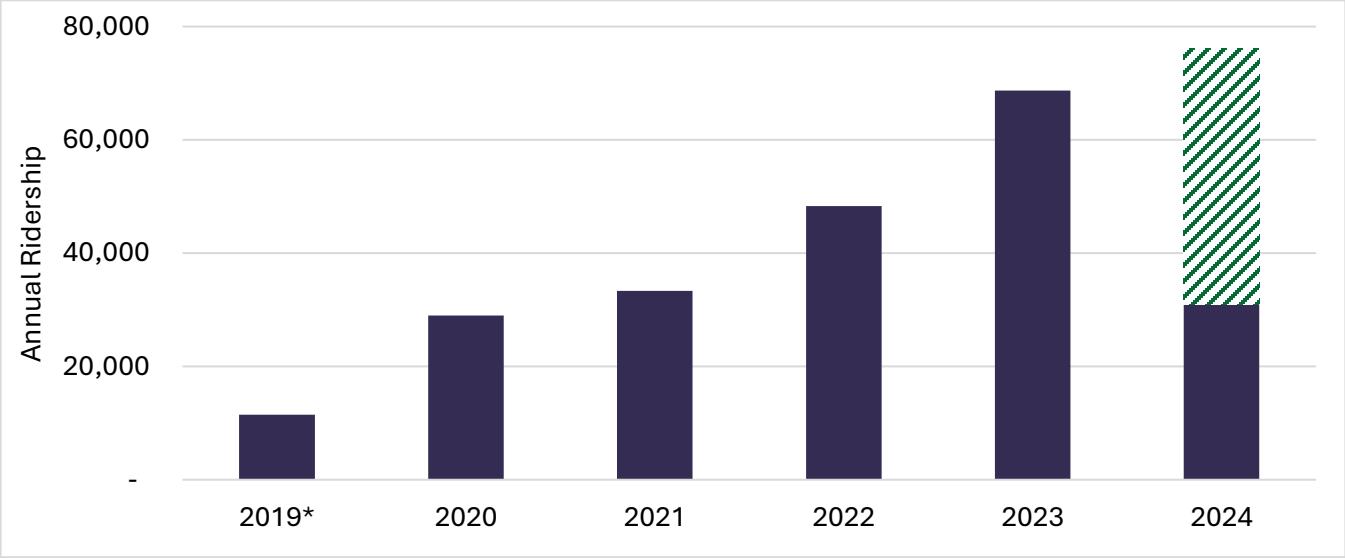


Figure 3: Annual COLT Ridership. Note the solid bars represent confirmed ridership while, in 2024, the slashes represent projected ridership.

Despite such an increase in ridership since 2022, COLT's boardings per vehicle hour (BVH) has remained consistent. Through an amended agreement with the service's operator, COLT increased peak period service in Fall 2022. Figure 4 illustrates that BVH peaked in August 2022 (right before the amended service agreement) and has remained relatively consistent between 4 and 5 since then.

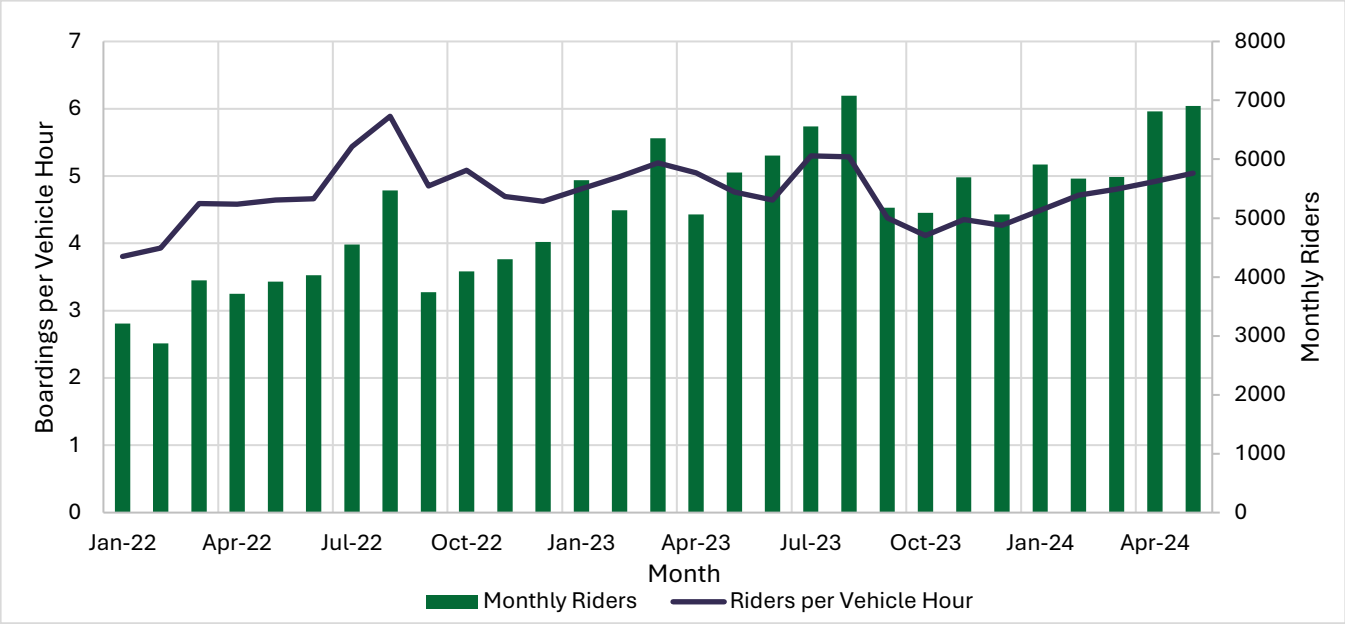


Figure 4: Ridership and Ridership Productivity

3.3.2 Routing Performance

An analysis of completed COLT trips indicated that COLT buses arrive early to their stop more than half of the time (53%). As shown in Figure 5, early arrivals are consistent throughout the day with the highest hourly percentage occurring at 10 a.m. when 64% of buses arrive to the designated bus stop prior to the 10-minute window. This indicates that scheduled travel time for vehicles may be higher than required during most time-periods. This likely lowers overall capacity of the service since vehicles spend a greater amount of time idling while they wait for a passenger at the pickup location.

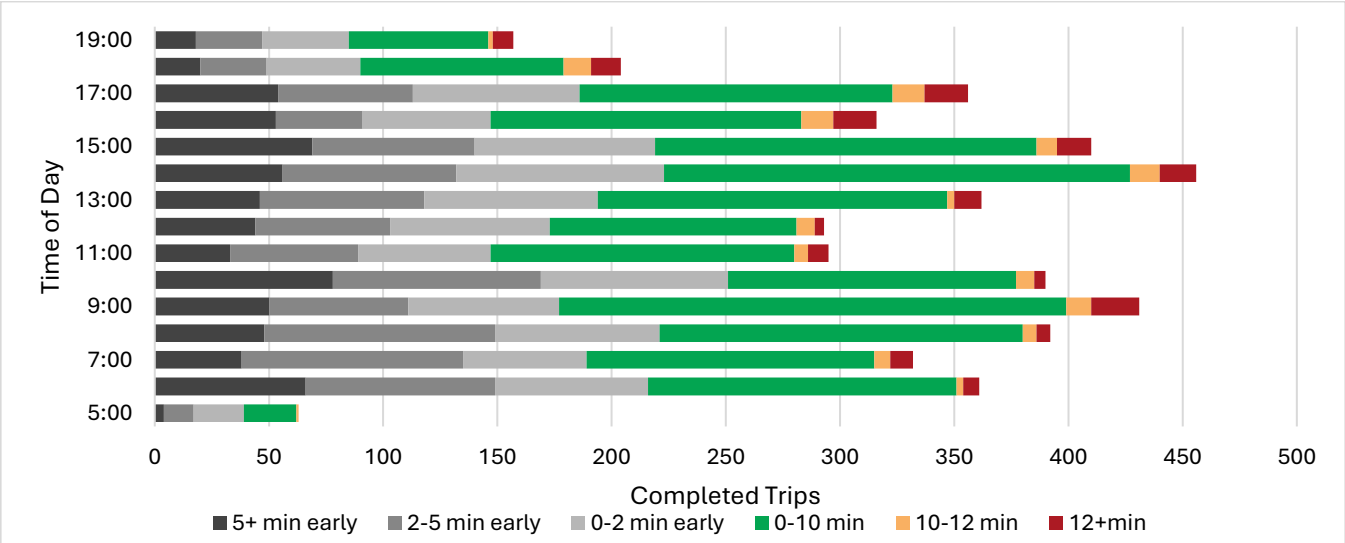


Figure 5: On-Time Performance (November 2023) for arrivals at the pick-up location. Note that a trip falling in the 0–10-minute range is "on-time" relative to the schedule, but on-time performance allows vehicles to be up to two minutes late (a range of 0-12 minutes).

In contrast, only 3% of COLT trips are late (occurring when a bus arrives more than 2 minutes after the 10-minute arrival window). However, the proportion of late trips is greater in the afternoon with an average of

6% of trips scheduled after 4 p.m. arriving late to their pick-up location. This could be a result of compounding delays over the course of the day, or changing in local traffic patterns that create additional delays. Both the daily average and the afternoon period average are within acceptable tolerances for delay.

On average, COLT buses have between 1-3 passengers on-board. As shown in Figure 6, the highest average on-board ridership occurs after the AM peak when COLT reduces their buses in operation from six to three or four. A similar phenomenon is observed after the PM peak. Furthermore, Figure 6 also displays the typical and absolute maximum load experienced by COLT buses throughout the day. Once again, it is the 10 a.m. hour that experiences the highest passenger load compared to any other time of the day and is the only time that ever experiences full capacity.

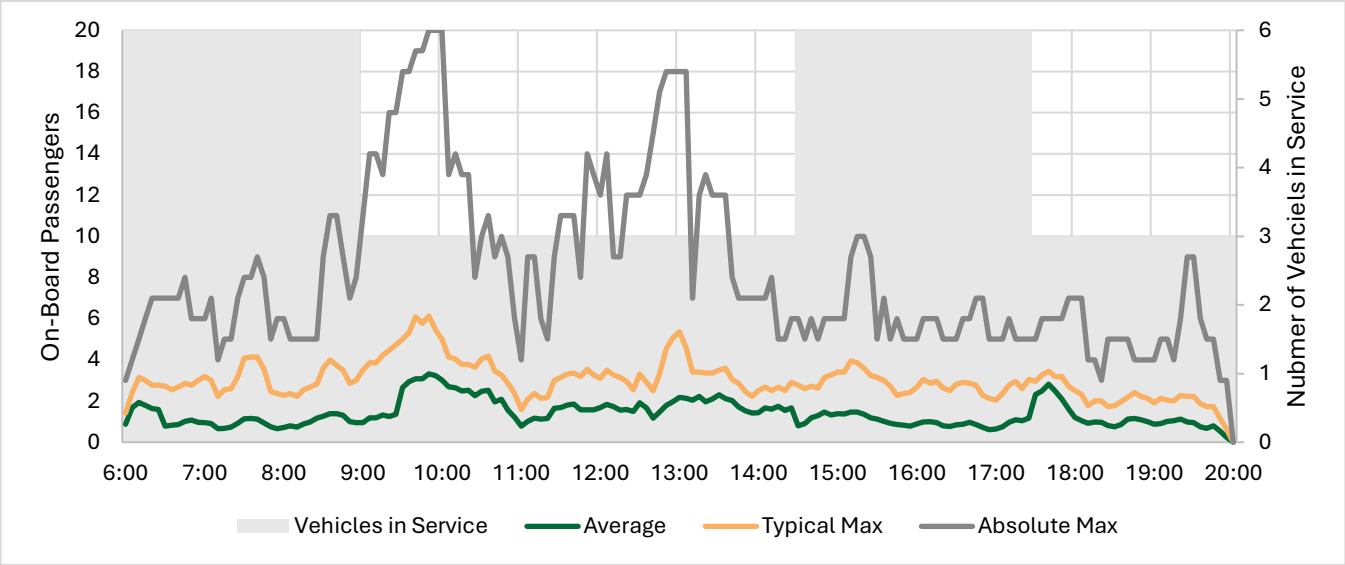


Figure 6: Average Vehicle Load based on trips completed in November 2023. Also shown are the number of vehicles in service at a given time. Note that this is based on 21 weekdays of service.

3.3.3 Trip Analysis

Insight into COLT trip patterns provides substantial context to understanding who is using the service, when they are using the service, and where to/from within Cochrane. As visualized in Figure 7, trip distribution varies between morning and afternoon trips. In the morning, there is significant activity in many neighbourhoods such as Sunset Ridge, Heartland, The Willows, and Fireside, along with the downtown. In contrast, the afternoon peak hour trips are more concentrated in downtown and the SLS Centre.

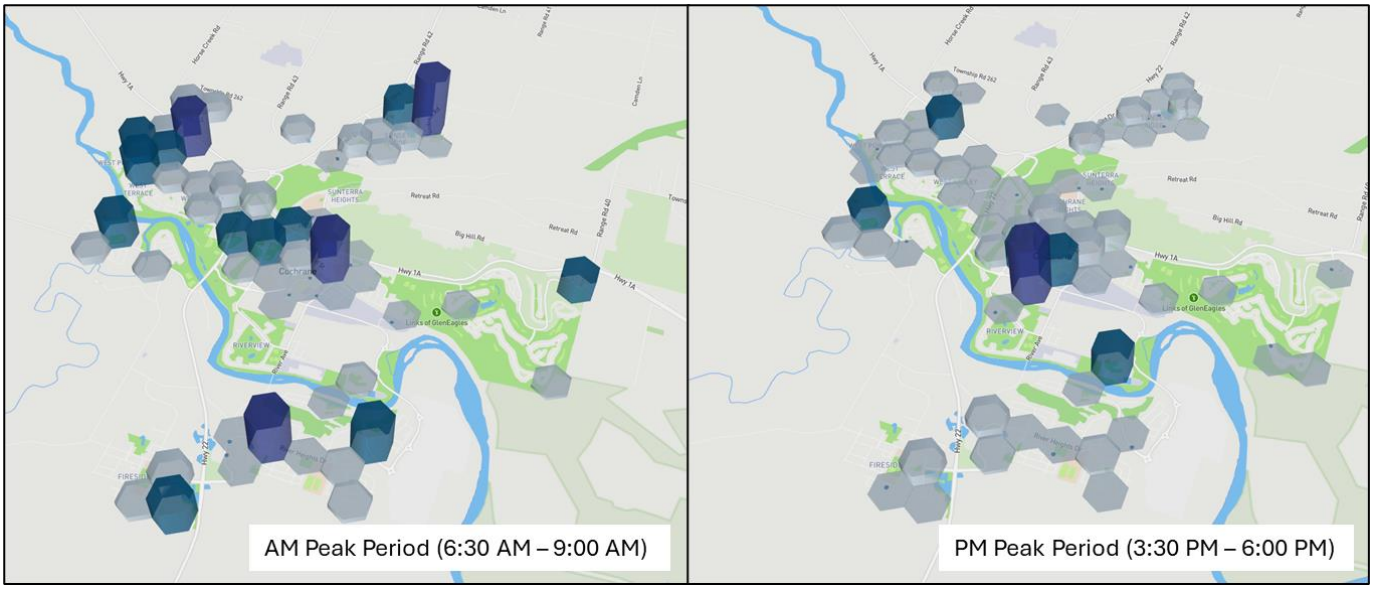


Figure 7: A heatmap of COLT Trips during AM and PM Peak Periods

Naturally, trips to and from downtown Cochrane are the most common throughout the day. As shown in Table 2, the eight most popular origin-destination pairs include travel either to or from downtown. It should be noted that the pairs in this table combine both directions. For instance, the top pair is trips from Downtown to Sunset Ridge (189) and Sunset Ridge to Downtown (284) which represents 473 total rides in November 2023.

Table 2: Most Popular Trips (November 2023)

O-D Pairs	Rides from Origin TO Destination	Rides to Origin FROM Destination	Total Monthly Rides
Downtown to/from Sunset Ridge	189	284	473
Downtown to/from Heartland	187	257	444
Downtown to/from Fireside	133	191	324
Downtown to/from Heritage Hills	94	171	265
Downtown to/from Riversong	85	146	231
Downtown to/from West Valley	78	146	224
Downtown to/from Bow Ridge	66	73	139
Downtown to/from The Willows	45	81	126
Glenbow to/from Sunset Ridge	53	70	123
Greystone to/from Sunset Ridge	60	65	113

While the SLS Centre, located in the Greystone community, only appears as part of the 10th ranked O-D pair, it should be noted that it is the busiest individual stop in the network. Furthermore, travel time for

these 10 busiest O-D pairs was compared to the average travel time by car. As shown in Table 3, on average COLT travel times are about 5-10 minutes greater than car travel. Moreover, the standard deviation across COLT trips tends to vary between 6 and 9 minutes.

Table 3: Car vs COLT Travel Time Comparison

O-D Pairs	COLT Average Travel Time in min.	COLT Standard Deviation in min. (factor)	Car Travel Time in min. (travel time factor.)
Downtown to/from Sunset Ridge	19.6	7.9	9 +/- 1 (2.2x)
Downtown to/from Heartland	18.6	8.7	8 +/- 1 (2.3x)
Downtown to/from Fireside	17.5	8.6	8 +/- 2 (2.0x)
Downtown to/from Heritage Hills	21.7	9.6	8 +/- 2 (2.6x)
Downtown to/from Riversong	17.1	9.3	10 +/- 2 (1.6x)
Downtown to/from West Valley	10.0	6.4	5 +/- 1 (2.0x)
Downtown to/from Bow Ridge	13.1	6.8	7 +/- 1 (1.7x)
Downtown to/from The Willows	18.1	7.6	9 +/- 1 (2.0x)
Glenbow to/from Sunset Ridge	17.7	8.6	8 +/- 1 (2.2x)
Greystone to/from Sunset Ridge	24.3	8.0	13 +/- 3 (1.9x)

*calculated based on the average Google Maps travel time on Wednesdays at 10am

3.3.4 Booking Analysis

Like many demand-responsive transit services, COLT allows riders to book trips up to a week in advance. Given the high demand for trips in Cochrane, more than half the completed trips are booked more than a day in advance. Figure 8 highlights the proportion of both failed searches and cancelled trips. Combined they account for just over 50% of total trip searches. While cancellations are consistent throughout the day, the highest rate of failed trip searches occur during the afternoon peak period.

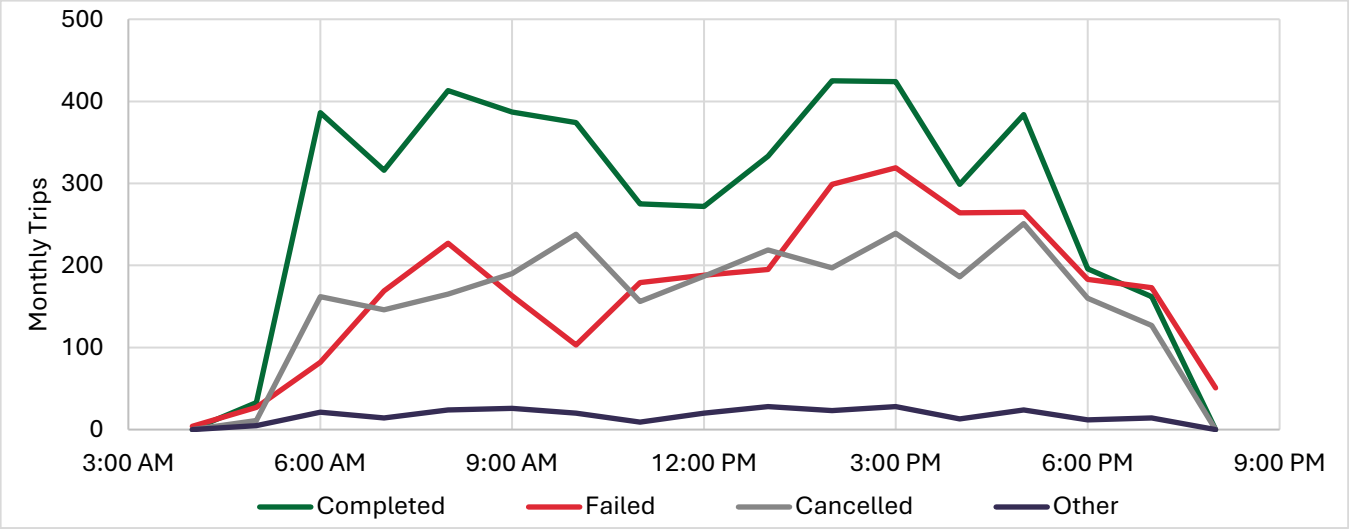


Figure 8: Weekday Trip Status based on trip requests made in November 2023

In 2021, the Town instituted a booking limit for riders who repeatedly cancel their rides late (defined as less than five hours before the scheduled trip) and no-shows. Further to Figure 8 which indicated a high proportion of cancelled trips, Figure 9 illustrates that they occupy a noticeable percentage of trip bookings as the scheduled trip approaches.

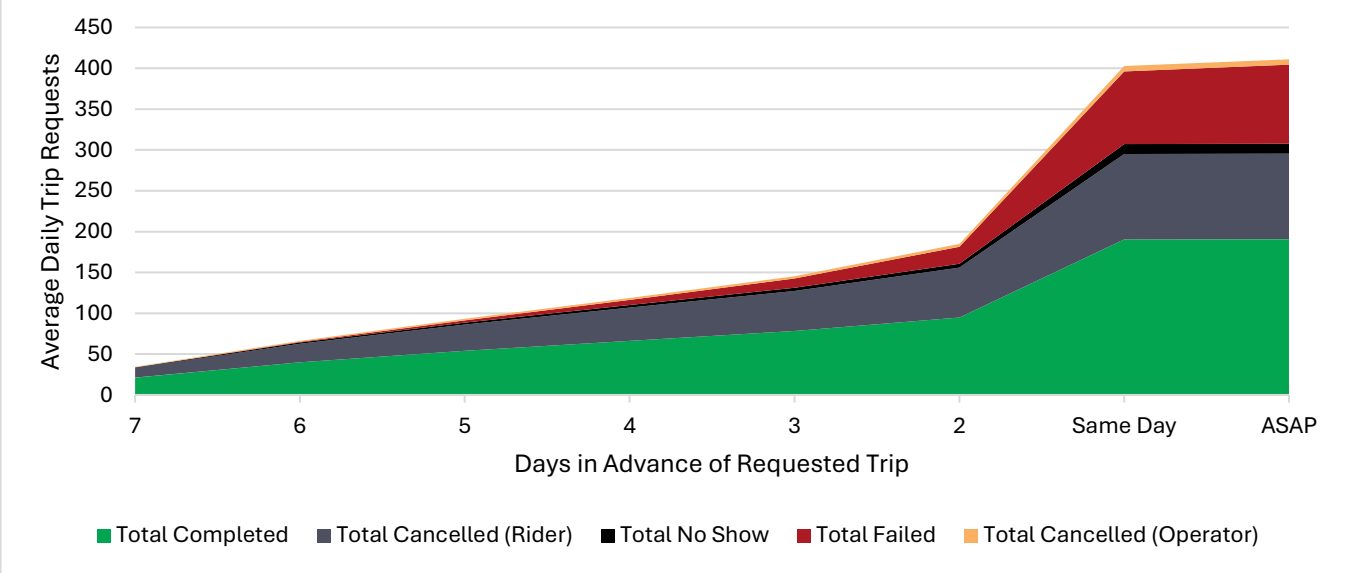


Figure 9: Trip status by time booked. Note that both failed and completed trips increase significantly when requested for the same day (at least an hour in advance).

In November 2023, 28% of all trip requests resulted in failed searches. While there are some failed searches between when the booking window opens a week before the desired trip time, it is only within 24 hours where there is a noticeable increase in failed searches with 45% occurring within 5 hours of the desired trip time.

There is also a significant increase in rider-cancelled trip requests as the days in advance of a scheduled trip approach. However, on the same day that a trip is scheduled, there is a significant increase in trip

cancellations, as shown in Figure 10 on the following page. This corresponds with feedback received during public engagement that riders tend to book trips they may not need well in advance, preferring to cancel them as the day approaches rather than risk not being able to book a ride the day-of.

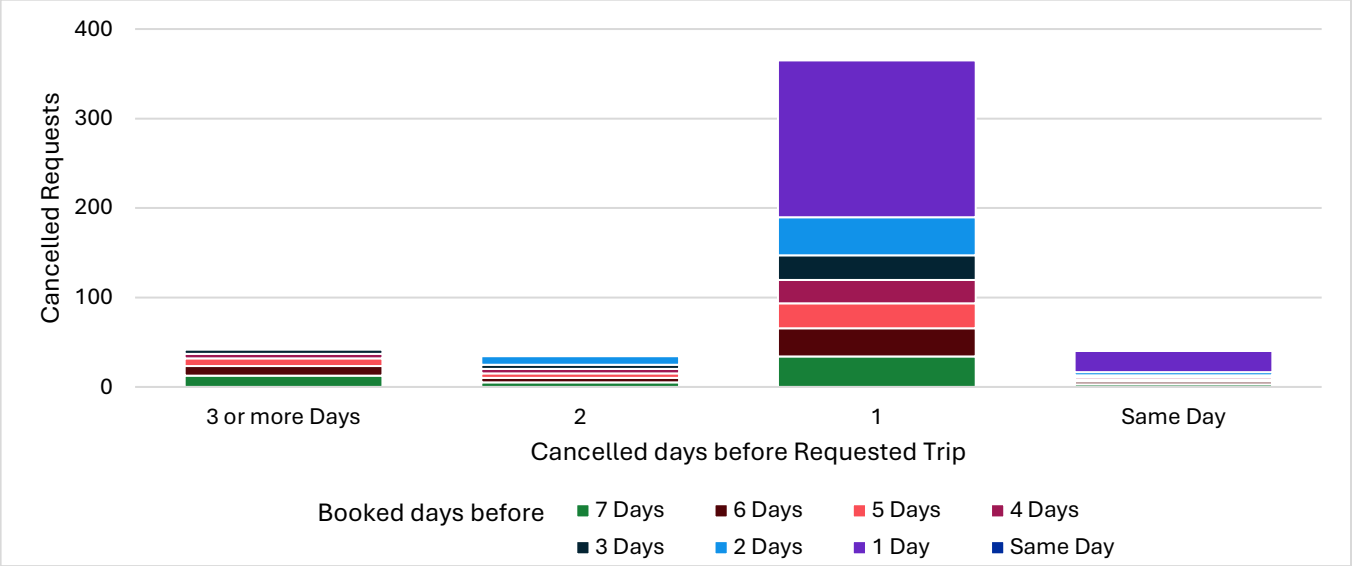


Figure 10: Weekly cancelled trip requests by time booked. Note that nearly all trips are cancelled the one day in advance of the scheduled trip, regardless of how early the trip was booked.

These results highlight three findings: (1) the service is fairly limited as a true on-demand service that residents can use without pre-planning, (2) to compensate, residents are booking more trips than they need in order to secure space on the service, and (3) late cancellations likely prevent some last-minute trips from getting booked and instead result in failed searches.

3.4 Business Models

Through the Green Transit Incentive Program, an Alberta Transportation capital funding program for sustainable public transit alternatives, the Town of Cochrane was granted $9 million for the creation of local and regional transit service and the construction of a transit terminal in 2017. Of the $9 million, the Town was required to fund a third of the funding. Through this funding, the Town purchased its existing fleet of eight 21-passenger accessible buses, along with the construction of The Station and infrastructure for bus stops throughout the Town.

The Town issued a Request for Proposal in Fall 2018 for a service provider and entered into a five-year service agreement with Southland Transportation Ltd ("Southland") in April 2019 with a start date in October 2019. As part of the agreement, Southland was responsible for providing the demand-responsive scheduling software, which they have contracted through RideCo. The service agreement was amended in 2022 to increase COLT's operating hours to better meet demand during peak service, but also to increase ridership on the Cochrane Commuter, which is also operated by Southland. Crucially, the Town was not

charged for this increase in service hours. It is expected that Southland will not renew component of the amended agreement upon completion of the five-year contract.

The Town's transit budget, shown in Table 4, indicate how the Southland agreement (under "Contracted and general services") accounts most of the expenses. The next largest expense of the Town's transit budget (under "transfers to organizations") is the annual payment made to Rocky-View Bus. This transfer payment accounts for nearly 30% of the annual operating budget.

Table 4: Cochrane Transit Operating Revenue and Expenses

	2022	2023	2024 (Budget)
Revenue			
Sales and user fees (fares)	$128,502	$151,753	$118,000
Total Revenue	**$128,502**	**$151,753**	**$118,000**
Expenses			
Salaries and benefits	$38,131	-	$119,064
Contracted and general services	$610,400	$758,920	$718,000
Materials, goods and supplies		$39,525	$32,200
Transfer to organizations	$269,410	$290,178	$305,601
Total Expenses	**$917,941**	**$1,088,623**	**$1,174,865**
Annual Ridership	**48,463**	**68,700**	**76,109 (est.)**
Net Cost per Ride	**$16.48**	**$13.64**	**$13.88**

As stated in the previous section, COLT ridership has continued to increase in 2024, which will likely result in higher revenue that initially stated in the 2024 budget. On a more challenging note, the operator agreement is set to expire in Fall 2024, and the Town can expect their contracted and general services expenses to increase.

Over the course of the past five years, the operator expense did increase based on the language in the agreement, which included a fuel escalator/de-escalator that adjusted price based on fuel cost. Additionally, the base price has an annual increase aligned with the Alberta Consumer Price Index, although it is capped at 2%. Given the rise of inflation in Canada over the past few years, it is anticipated that there will be a greater increase in 2025. Additionally, the additional service hours provided by Southland would need to be accounted for in any upcoming agreement.

3.5 Jurisdictional Scan

A jurisdictional scan of similar bedroom communities within Alberta was completed to understand how transit in Cochrane compares to its peers. This benchmarking exercise will provide a foundation for identifying opportunities to improve service. As shown in Table 5, the scan was based on the 2022 CUTA Factbook and reviewed the following communities: Leduc, Airdrie, Okotoks, St. Albert, Fort Saskatchewan, Spruce Grove.

Table 5: Jurisdictional Scan (Source: 2022 CUTA Factbook)

	Cochrane	Leduc	Airdrie	Okotoks	St. Albert	Spruce Grove	Ft. Saskat-chewan
Population	34,467	35,398	76,500	31,959	70,422	59,409	27,088
Ridership	48,463	62,241	282,207	84,146	653,000	98,288	76,792
Fixed Routes	3 Regional*	2 Regional	3 Regional 2 Local	1 Regional	6 Regional 16 Local	1 Regional	1 Regional 2 Local
On-demand	Stop-to-stop	Stop-to-stop	Stop-to-stop	Curb-to-curb	Stop-to-stop	Stop-to-stop	--
Days of Service	Mon-Sat	Mon-Fri	Mon-Sun	Mon-Sun	Mon-Sun	Mon-Sat	Mon-Fri
Weekday Service	5 am - 8pm	5:30 am – 11:30 pm	6 am – 11pm	5 am – 10 pm	5:30 am – 1 am	5:30 am – 7 pm	5:30 am – 8 pm
Weekend Service	Sat: 9 am – 3 pm	6 am – 11:45 pm	Sat: 7 am – 11 pm Sun: 8:15 am – 9 pm	Sat: 9 am – 10 pm Sun: 10 am – 7 pm	Sat: 5:30 am – 1 am Sun: 5:30 am – 8 pm	Sat: 8 am – 10 pm	--
Adult Fare Price	$2.50	$2.00 (cash-only)	$2.90	$3.50 (cashless)	$3.25	$3.00	$3.00
Fleet Size	8	9	23	5	60	12	3
Operators	Southland (PWTransit)	PWTransit & ETS	PWTransit	PWTransit	PWTransit	PWTransit & ETS	PWTransit & ETS
Cost per Trip	$16.48	$25.08	$14.78	$17.97	$20.73	$26.15	$14.44
Revenue /Cost Ratio	14%	8%	31%	15%	16%	11%	9%

*Fixed routes operated by SWIFT and On-IT

The jurisdictional scan identified several trends were between the respective transit services, including:

- **Transit Modes**: Four of six peer agencies operate a stop-to-stop on-demand service. Three offer local fixed route services. Two offer both on-demand and local fixed route services.
- **Cost per Trip**: In 2022, Cochrane had the third lowest cost per trip amongst its peers and lower than the peer average of $19.37. This is calculated by dividing the operating cost (net of fare revenues) by the total ridership each year.
- **Service Span**: Most agencies offer weekday service past 8 pm and Cochrane provides very limited weekend service compared to its peers.

- **Fare**: Only Leduc charges less than Cochrane for a single fare ($2).
- **Operating Model**: All peer agencies have contracted at least parts of their service to PWTransit or their affiliates. Agencies in the Edmonton Metropolitan Area contract some services (often regional routes) to Edmonton Transit System (ETS).
- **Cost Recovery**: In 2022, Cochrane had an average revenue/cost ratio compared to its peers. The agencies with higher cost recovery offered transit 7 days a week and had higher fare prices.

3.6 Engagement Findings

The first round of public engagement for the Cochrane Transit Study has provided invaluable insights into residents' perspectives and priorities regarding Cochrane On-demand Local Transit (COLT) service. Our engagement efforts aimed to reach a broad and diverse cross-section of Cochranites, ensuring that the findings reflect the community's collective voice. More detailed findings can be found in Appendix A - *What We Heard: Transit Study Round 1 Engagement Summary*.

3.6.1 Key Engagement Activities

Our engagement strategy included a combination of in-person and online activities, reaching over 1000 touchpoints with residents and community partners. The activities conducted are summarized as follows:

Public Survey: Conducted both online and through paper copies distributed at various town sites and community organizations, yielding 503 online responses and 100 paper submissions.

Public Pop-Up Engagements: Held at The Station and the SLS Centre during the weekly Farmers' Market, resulting in over 400 individual conversations with community members.

Community Partner Workshop: Included a presentation and round-table discussion with representatives from eight community organizations: Indigenous Centre, Cochrane Immigrant Service Committee, Big Hill Haven, Chamber of Commerce, Cochrane Youth Program, Filipino Canadian Association of Cochrane, Seniors on the Bow, Cochrane Family & Community Support Services.

3.6.2 Key Engagement Activities

Five key themes emerged from the engagement activities, capturing the community's sentiments and expectations for the COLT service.

Theme 1: Improve the **reliability and usefulness** of the transit service so that all Cochranites can depend on it when they need it

Residents emphasized the need for a more reliable transit service that can be depended upon for daily commutes. The main issues highlighted include difficulty in booking rides, long and inaccurate wait times, and the need for extended service hours and more predictable routes to improve usefulness of the service. A significant portion (74%) of survey respondents expressed a desire for regular, scheduled routes that do not require advance booking, indicating that it would allow them greater flexibility and reliability.

Theme 2: Support **safe, age-friendly, and accessible** travel through Cochrane

Safety and accessibility were major concerns, particularly for seniors and individuals with disabilities. Respondents called for more accessible features for those with disabilities and limited mobility, safer interactions between transit and other road users, and better-maintained sidewalks, especially during winter. Equitable transportation was a top benefit identified by 78% of respondents in the survey.

Theme 3: Provide a transit service that is **financially sustainable and scalable** in the long-term

Participants recognized the need for a balanced approach that scales the transit service with the community's growth while managing costs. Although some residents questioned the value of the service, the majority acknowledged its importance and called for adjustments to improve efficiency and sustainability.

Theme 4: Ensure that transit can **meet the growing and diverse needs** of the community

The transit system must adapt to the town's expanding population and diverse demographics. Specific needs included better service for youth, families, and individuals with disabilities, and enhanced connectivity to Calgary, with 37% of respondents prioritizing direct routes to Calgary.

Theme 5: Connect transit to broader **community planning** outcomes

Respondents highlighted the broader benefits of transit, such as economic vibrancy, environmental stewardship, and improved built environment. Nearly all respondents (94%) saw key benefits in aligning transit with the town's strategic goals, emphasizing its role in addressing affordability and enhancing overall community planning.

4 NEXT STEPS

In general, the findings from the analysis undertaken so far have identified three core service planning principles that will be explored through the design of potential recommendations. These are illustrated as follows:



Frequency: Measures how often buses arrive at stops. Higher frequency means shorter wait times, with buses arriving more often. This principle impacts network design. With a fixed number of resources to dedicate to transit, a network design that prioritizes frequency may have shorter, more direct routes that connect a limited number of stops.



Coverage: Measures the extent of the area served by the transit system. Greater coverage means more neighborhoods and areas are accessible. This principle impacts network design. With a fixed number of resources dedicated to transit, a network design that prioritizes coverage may have longer routes that wind through neighbourhoods, connecting more stops but at the expense of directness and speed.



Span: Measures the total hours of operation of the transit service. A longer span means the service is available for more hours, including evenings and Sundays. This principle impacts service design. A service design that prioritizes a wider span may spread the same number of resources over more hours a day or days per week. This may result in fewer or less frequent buses serving the community at any given time, but offer trips more times of the day or days of the week.

A preliminary assessment of the qualitative impacts of introducing a hybrid network that combines fixed route and on-request transit services is illustrated in Appendix B – Preliminary Assessment of Service Principles. Our initial findings coupled with the results of the first round of public engagement suggest that recommendations that would be most appropriate for the Town would initially prioritize frequency through the introduction of fixed route services. This would allow the Town to allocate resources to high-demand corridors while providing low-demand areas with a more reliable on-demand transit service. Customers could expect more reliable trip and travel options that are convenient and eliminate the need to book trips to most parts of the community. Customers using the on-demand service would have more reliable access to next- or same-day trips.

Over the longer term, improvements to the transit service would likely prioritize the span of service, enabling reliable travel later on weekdays and Saturdays, and potentially introducing service on Sundays, should funding and fare revenues support these investments.

Over the next several months, the project team will complete additional analysis, and assess potential alternatives against results of a comprehensive jurisdictional scan. Additionally, a second round of public engagement will explore these service principles as well as the community's willingness to invest in improving transit, either through increased property taxes or fare revenues.

This report, paired with the findings from the upcoming public engagement and direction provided by Council, will inform the recommendations for the Town of Cochrane's transit system.

APPENDIX A - WHAT WE HEARD: TRANSIT STUDY ROUND ENGAGEMENT SUMMARY.

Memorandum

Subject: What We Heard: Transit Study Round 1 Engagement Summary
To: Michelle Delorme, and Yuchen Tang, Town of Cochrane
From: Left Turn Right Turn Ltd.
Date: June 20, 2024

The following memorandum is submitted to the Town of Cochrane to summarise the results of our first round of engagement. This findings from this memorandum will be incorporated into a presentation to the Council Committee of the Whole on July 2nd, 2024.

Introduction

In 2024, the Town embarked on a study of the existing transit system, Cochrane On-demand Local Transit, or COLT. Launched in 2019, the service has seen monumental growth in ridership over the past five years. COLT began operation with eight buses that provided service to thousands of Cochranites between designated stops throughout the town. Operating between 5:30 a.m. and 8:30 p.m. on weekdays and between 8:30 a.m. and 3:30 p.m. on Saturdays, the transit service has amounted over 68,000 annual rides and an impressive average utilization of nearly five passengers per revenue vehicle-hour in 2023.

The service is not without its issues, however. Chiefly among them is a significant lack of capacity to book trips. Preliminary analysis indicates that over 40% of transit riders have experienced a situation in which they were unable to book a ride. Overall, over ¼ of requested trips go unfulfilled as a result of capacity constraints.

As part of this study, the Town hired public transportation consultants from Left Turn Right Turn Ltd., to prepare comprehensive public engagement and conduct detailed analysis of the current COLT services. This will support the design of alternative service strategies for 2025 and beyond, with the goal of improving the efficiency, sustainability and availability of the transit service.

The current study into the COLT service hopes to identify changes to the transit system that can improve the capacity and quality of service for current and potential users for 2025. Additionally, this study hopes to identify options for future enhancements that will extend beyond the next five years.

As of June 10, 2024, the first round of public engagement, focused on the catchphrase “Your town, your transit,” concluded with over 1000 touchpoints with residents and community partners. This report summarizes the activities and findings from the first round of public engagement. Note that at the time of writing, some of the paper survey responses may not have been analysed.

Who we met with

Significant efforts were made to engage with and reach as diverse and as many Cochranites as possible. In our first round of engagement, we engaged with the public and key community partners during two public pop-up engagement events, one community partner workshop, and one public survey. These engagements were publicized through numerous avenues and designed to be as inclusive as possible. For example, there was a mix of in-person and online engagement opportunities, pop-ups took place during the week and on the weekend, and engagement was had with the public directly as well as with representatives from organizations that serve Cochranites. Through these engagements,

town staff and the consultants engaged with over 1000 members of the public and individuals representing eight community organizations. Our schedule of engagement events is outlined in Table 1, below.

Table 1: Summary of engagement activities completed during Round 1

Event Description	Date	Who Participated
Public Survey: Delivered online via Let's Talk Cochrane and on paper copies made available at Town sites and various community organizations.	May 17 to June 8, 2024	503 registered participants online and 100 paper copies received.
Public Pop-Up Engagements: Delivered in the public foyer at The Station as well as outside the SLS Centre during the weekly Farmers' Market.	May 30th, 2024 – The Station June 1st, 2024 – SLS Centre	Over 400 individual conversations, with individuals, families and community members.
Community Partner Workshop: A short presentation followed by activities and round-table discussion to discuss transportation and mobility challenges	May 31st, 2024 – Cochrane Public Library	8 individuals representing the following organizations: Indigenous Centre, Cochrane Immigrant Service Committee, Big Hill Haven, Chamber of Commerce, Cochrane Youth Program, Filipino Canadian Association of Cochrane, Seniors on the Bow, Cochrane Family & Community Support Services

By advertising the engagement through different avenues, we tried to engage with a diverse set of Cochranites. Figure 1 highlights some key demographic information about people who responded to the survey.

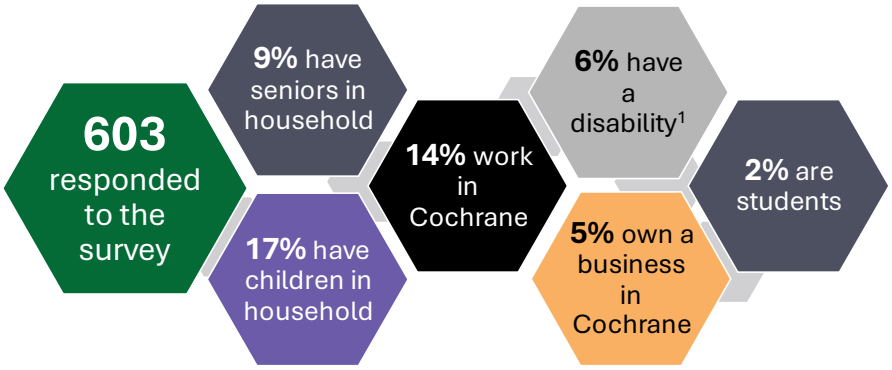


Figure 1:Snapshot of who we heard from in the survey[1]

What we heard: preliminary engagement themes

Five key themes that were captured during the various engagement events are presented below in Figure 2. Each theme is delved into and where applicable, direct quotations were captured and paraphrased as accurately as possible.

[1] 6% of survey respondents reported that either they themselves had a disability or someone in their household did.



Figure 2: Five engagement themes

Theme 1: Improve the **reliability and usefulness** of the transit service so that all Cochranites can depend on it when they need it

Cochrane residents have expressed a strong need for more reliable and useful transit services. The number one concern raised in open-ended responses was about transit being consistently unreliable, making it difficult to rely on for daily commutes. Many residents shared that they are unable to book rides when they need to, or that if they are successful to book a trip in one direction, they have or are worried about being stranded for the trip back. This lack of reliability may have contributed to the desire of residents for regular and predictable routes and times, so that the service would be available when needed. 74% of the survey responses indicated that 'Regular service I don't need to book in advance' is their most-wanted change to the current transit system. They believe that having fixed, scheduled routes would significantly enhance the dependability of the service, allowing them to better integrate public transit into their routines.

> *"Make it available. To get a ride I need to book at least two days in advance and sometimes more. This makes it mostly useless."*
>
> – Survey Respondent

Long and inaccurate wait times for buses are a major issue, with survey respondents experiencing inaccurate wait times communicated through the COLT app. Residents have highlighted that shorter wait times would significantly improve the convenience of the service. Additionally, at least 39% of the respondents indicated that extended service hours

were one of their top three priorities for transit improvements[2]. Many residents suggested that the service should start earlier in the morning, continue later into the evening, and provide Sunday services to better accommodate varied schedules.

Some users additionally found the service confusing and difficult to use. They believed that clearer instructions and better accessibility options are needed to help everyone, including those with disabilities. Alongside this, hygiene concerns were raised by a few survey respondents, with residents requesting measures to ensure clean and risk-free travel.



"I am so concerned for seniors. Demanding that they use a cell phone, long wait times, a demand that they know exactly where they are wanting to go and know the stop number is very confusing."
– Survey Respondent

Theme 2: Support **safe**, **age-friendly**, and **accessible** travel through Cochrane

This theme focuses on the importance of safety in transit and the role transit plays in creating an age-friendly and accessible Cochrane. From the survey, equitable transportation (meaning providing transportation options for people without access to a vehicle, affordable transportation options, and accessible transportation options) was the most agreed upon benefit of having transit in Cochrane, indicated by 78% of survey respondents. This theme also came up as a current concern in some of the engagement events, with attendees indicating that they have concerns about the safety of transit as it interacts with other road users and concerns about safe sidewalks that connect to stops, especially with icy conditions in the winter. Some survey respondents emphasized the need for accessible transit and dedicated spaces for wheelchairs on the vehicles. A small but significant number of survey respondents (6%) indicated they or someone in their household has a disability.



"Make it more handicapped accessible. I love the fact that, if necessary, it can come to your doorstep. I cannot wait in the cold weather for any length of time. COPD makes it challenging for me to get around in the winter, even with a vehicle." – Survey Respondent

[2] There were several transit improvement priorities that respondents ranked related to increasing service span. Focusing on those that were the top three priorities, 39% selected 'Service after 3:30pm on Saturdays', 30% selected 'Service after 8 pm on weekdays', and 23% selected 'Service on Sundays'.

Of the survey respondents who shared their ages, 18% were 65 years old and older. Overall, most survey respondents (87%) have access to a vehicle as a driver or passenger. As the aging population in Cochrane increases and seniors stop driving, transit can support their transportation needs and help them live independently and age in place.



"Right now, it is not necessary for me, but knowing it is there, is a great comfort."
– Survey Respondent

Theme 3: Provide a transit service that is **financially sustainable and scalable** in the long-term

Two contrasting perspectives we heard from engagement come together in this theme: on one hand, people want to see the service adjusted and sometimes increased so that it is more useful and on the other hand, people want to see the cost of transit aligned with the benefit. Participants in the engagement events, including the public pop-ups and the community partner workshop, all recognized that the service needs to scale with the needs of the growing community. However, there was a recognition that it needs to be "right-sized" in order to balance the needs of residents with the cost to the community as a whole.



"We need to accept that the needs of our community as well as our tax base has grown. Continuous urban sprawl will place more strain on our services. Public transit has to be part of that solution." – Paraphrased from Community Partner Workshop Participant

For a small portion of survey respondents (6%), they did not see a benefit of having transit in Cochrane. While their concerns are important to consider going forward, this represents a very small proportion of respondents. Less than 1% of attendees of the public engagement pop-ups (2 individuals from over 200 residents) indicated similar concerns.



"It's [too] inconvenient and way [too] costly! Our taxes are too high already for the services we receive." – Survey Respondent

These sentiments emphasize the need for transit to be financially sustainable and provide tangible benefits to residents. Having a transit system that is flexible and scalable can ensure improved long-term sustainability.

Theme 4: Ensure that transit can meet the **growing and diverse** needs of the community

Cochrane residents have emphasized the importance of a transit system that can adapt to the town's growth and the diverse needs of its community. As Cochrane continues to expand, the transit system must evolve to keep pace with increasing demand and changing demographics. Residents have noted that the current system often falls short in meeting the varying needs of different population groups, including families, seniors, and individuals with disabilities. In addition to accessibility concerns (related to Theme 2), respondents also highlighted that the current limitations of the service to high schools limits youth using the service to get to part-time jobs for example.

> *"Youth in the community have trouble accessing our programming. Sometimes they can get to our programs, but often have to find they own way home or to evening employment opportunities."*
> – Paraphrased from Community Partner Workshop Participant

The results from the dot-mocracy engagement activity (where participants could place a sticker on where their priorities lie regarding various trade-offs) in Figure 3 shows both how Cochranites agree and disagree on what is important for transit.

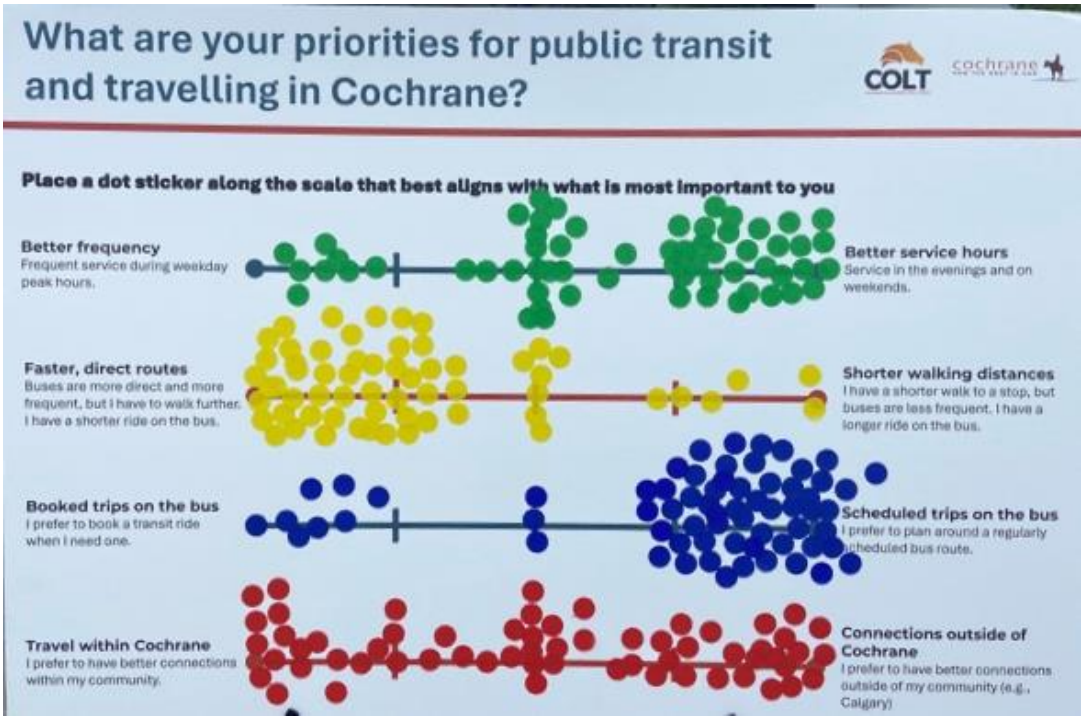


Figure 3: Results from the dot-mocracy engagement activity

In addition to the transportation needs within Cochrane, participants heavily emphasized the importance of connecting to Calgary as seen in Figure 3 and with 37% of survey respondents indicating it is one of their top three transit improvement priorities. Respondents have specifically mentioned their need for direct routes to the Calgary train station and the downtown area, emphasizing the importance of this desired route.

> *"This corridor [Cochrane to Calgary] should be priority #1 for Cochrane. Having reliable, frequent, safe, and rapid transit from Cochrane into Calgary will drive adoption of the entire Cochrane transit network."* – Survey Respondent

Theme 5: Connect transit to broader **community planning** outcomes

Transit can play an important role in contributing to broader community objectives. From the survey, almost all respondents (94%) indicated that they see key benefits to transit, aligned with some strategic goals for the town, as shown in the figure below.

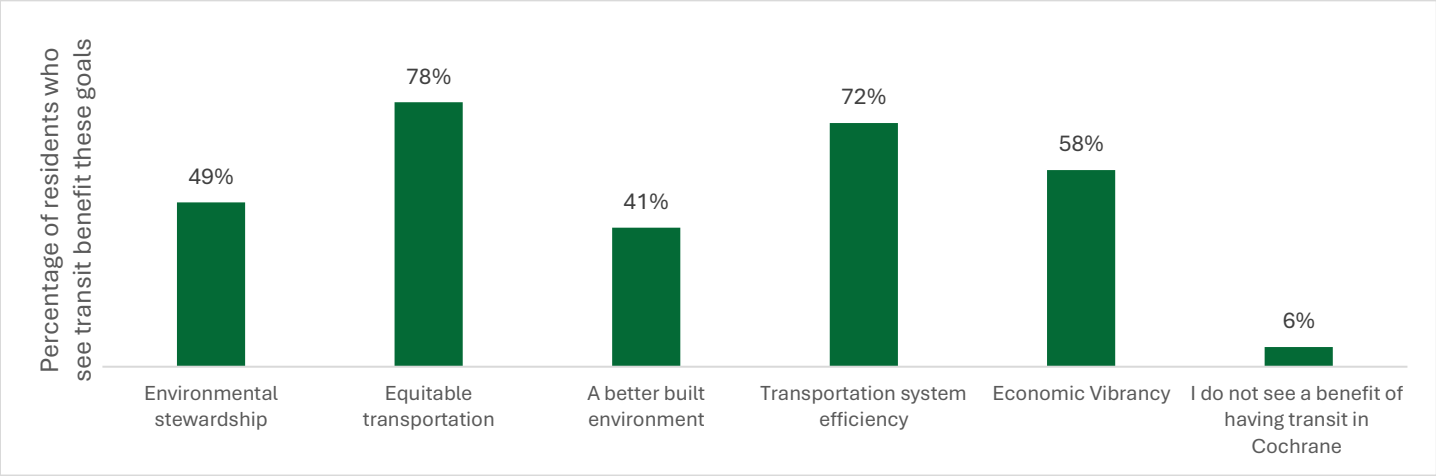


Figure 4: Percentage of responses to the question "What do you see as the key benefits to having transit in Cochrane, now and in the future? Select all that apply."

In addition to key benefits for the transportation system, respondents identified that transit could benefit the economy (through improved access to employment for example), environmental stewardship, and a better built environment. Only 6% of respondents did not see a benefit of transit in Cochrane. In addition to this survey question, participants in engagement emphasized how transit can help address affordability issues more broadly and especially in housing. Furthermore, there are potential opportunities for efficiencies within transit delivery and town operations, for example through sharing certain facilities.

Next steps

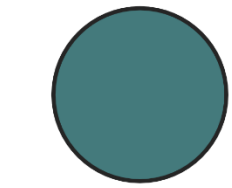
Through our first round of engagement, it is clear that the public has a strong appreciation for the existing COLT service, as it provides an affordable transportation alternative for those who may not be able to drive or have reliable access to a vehicle. However, there are some significant challenges in using the current service that create barriers to mobility and a belief that the service could be more efficient.

This study will investigate service performance in order to qualify these concerns as well as identify potential operational issues that are exacerbating these concerns. Following this analysis, this study will investigate a variety of alternatives for service improvements. These alternatives are intended to guide budget discussions for 2025. Additionally, a longer-term strategy will be developed to guide further enhancements beyond 2025.

Prior to Council reviewing these alternatives and selecting a preferred way-forward for 2025, the public will have an opportunity to review and influence their design. Council will also be invited to share their perspectives through an additional survey. Key timelines for engagement include:

- **Round 2 Public Engagement: Transit for the Future** – A second round of engagement will take place in the early fall to collect thoughts on alternatives for the future. Town staff and the consultants will prepare a series of alternatives for COLT and local transit in Cochrane. These will be presented to the public and key community partners to solicit feedback and refine the alternatives.
  Timeline for Engagement: Late summer 2024
- **Final report and presentation to Council** – The final alternatives will be presented to council. They will include options for 2025 service levels, as well as longer-term directions for public transit with varying levels of investment.
  Timeline for Engagement: Late fall 2024

APPENDIX B – PRELIMINARY EVALUATION OF SERVICE PRINCIPLES.



Current COLT Service

The current COLT service doesn't not have fixed routes, and only has only on-request service.



Principle 1: Frequency

Networks prioritizing frequency typically have shorter, more direct routes fixed routes with larger on-request service areas. This means that there might be a longer walk times to get to your stop, but a shorter wait time and travel time for your trip.



Principle 2: Coverage

Networks prioritizing coverage typically have longer, more circuitous fixed-routes with smaller on-request service areas. This means that there might be a shorter walk time to get to your stop, but a longer wait time and travel time for your trip.



Principle 3: Span

Networks prioritizing span provide transit service for longer periods of the day. Routes may be short and direct or long and circuitous.

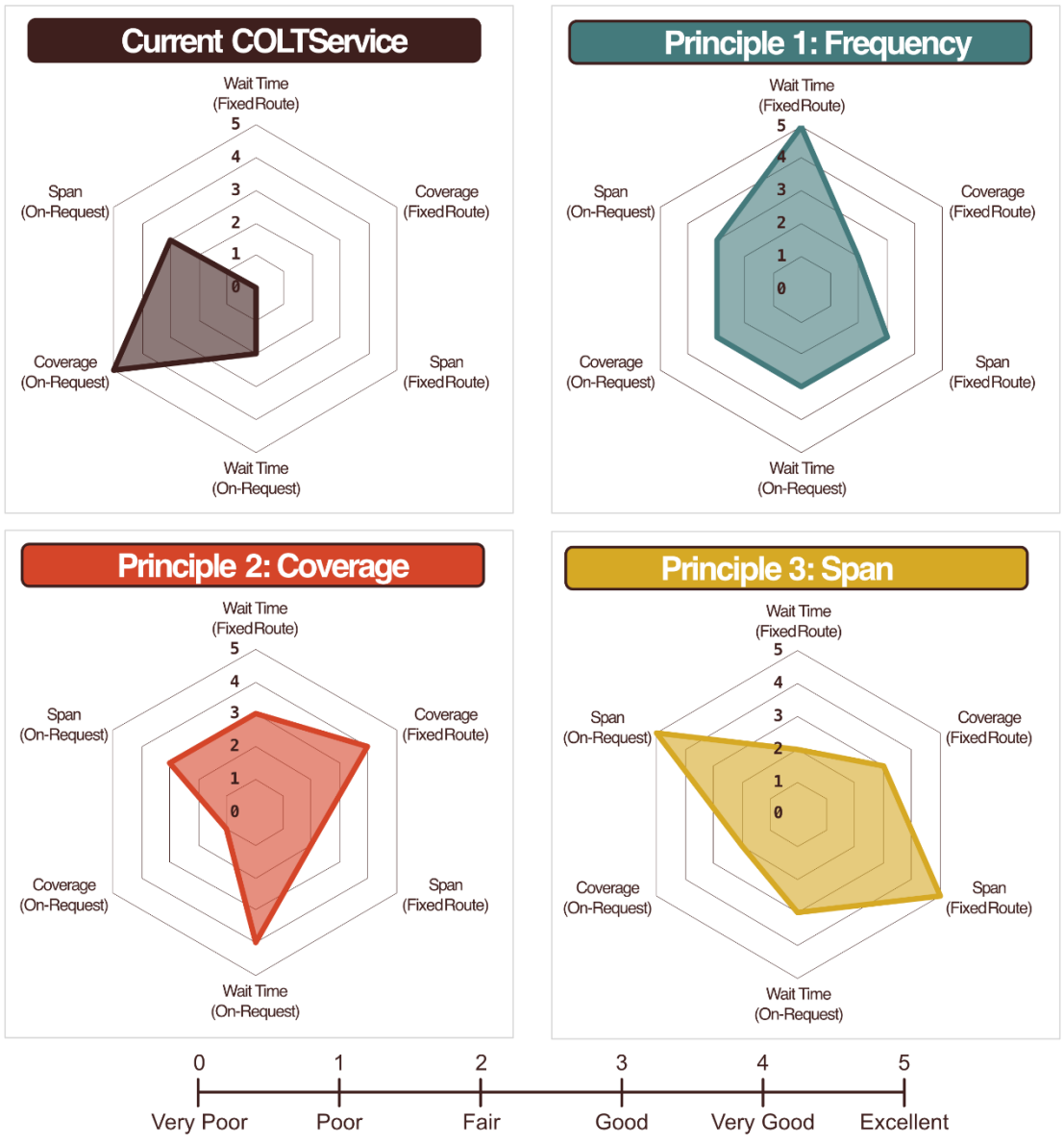


Figure 11: Infographic highlighting the qualitative impacts of implementing a hybrid transit network that combines fixed-route and on-request services while prioritizing the three service design principles to varying degrees.