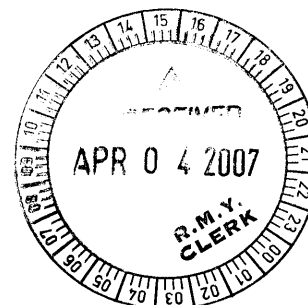


Management and Administrative Services

April 2, 2007

Honourable Donna Cansfield
Ministry of Transportation
Corporate Correspondence Unit
3rd Floor, Ferguson Block
77 Wellesley Street West
Toronto, ON M7A 1Z8

WORK
OFFICE
No.



Re: AcceleRide Bus Rapid Transit Initiative Strategic Implementation Plan (File T65)

The Council of the Corporation of the City of Brampton passed the following resolution at its Regular Meeting of March 28, 2007:

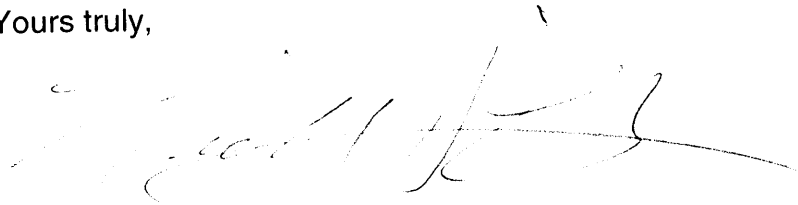
C077-2007 That the report from H. Zbogar, Project Leader – AcceleRide, Works and Transportation, dated March 7, 2007, to the Council Meeting of March 28, 2007, re: **AcceleRide Bus Rapid Transit Initiative Strategic Implementation Plan (File T65)** be received; and,

That the subject report “Achieving the Vision: AcceleRide BRT Strategic Implementation Plan” be endorsed as the comprehensive framework for implementing the City’s rapid transit initiative; and,

That the subject report be sent to the Regions of Peel and York, the cities of Mississauga, Toronto and Vaughan, and the Ministry of Transportation, GO Transit and the Greater Toronto Transportation Authority for their information.

The subject report outlining the City of Brampton’s AcceleRide Bus Rapid Transit Initiative Strategic Implementation Plan is enclosed. The AcceleRide Bus Rapid Transit initiative is a key recommendation of the City’s Transportation and Transit Master Plan and is an integral link to the rest of the Greater Toronto Area.

Yours truly,



Michael Di Lullo
Legislative Coordinator, City Clerk's Office
Tel: 905-874-3829 / Fax: 905-874-2119
michael.dilullo@brampton.ca
/md (CL-E 3/H 9-1)

Encl.

cc: C. Gravlev, Regional Clerk, Region of Peel
D. Kelly, Regional Clerk, York Region
C. Greer, City Clerk, City of Mississauga
U. Watkiss, City Clerk, City of Toronto
P. Smith, Chairman, GO Transit
R. MacIsaac, Chair, Greater Toronto Transportation Authority
Senior Management Team
S. Bass, Director of Transit, Works and Transportation
H. Zbogar, Project Leader – AcceleRide, Works and Transportation



H9-1-1

Report

Committee of Council

Standing Committee of the Council
of the Corporation of the City of Brampton

Date: March 7, 2007

File: T65

Subject: AcceleRide Bus Rapid Transit Initiative Strategic
Implementation Plan

Contact: Henrik Zbogar, Project Leader - AcceleRide, Brampton Transit

BRAMPTON CITY COUNCIL

DATE: March 28/07

OVERVIEW:

- The Brampton AcceleRide Bus Rapid Transit (BRT) initiative is a key recommendation of the City's Transportation & Transit Master Plan, to provide a reliable, comfortable and effective service that will raise the profile and demonstrate the effectiveness of transit in the short-term, and help to manage the evolution of the City's transportation network over the longer term.
- The Brampton AcceleRide Bus Rapid Transit (BRT) initiative will introduce an enhanced, uniquely branded transportation option on the City's key corridors to better link Brampton to the rest of the GTA.
- A strategic implementation plan exercise was launched in mid-2005, to develop the various components – costing, capital works, intelligent transportation systems (ITS), operations, marketing, governance, and strategic partnerships – that would be required to successfully implement and launch the AcceleRide service.
- The AcceleRide BRT Strategic Implementation Plan is now complete.
- On March 6, 2007, Prime Minister Harper announced conditional federal funding approval of up to \$95 million for AcceleRide. The Strategic Implementation Plan puts the City in a position to begin implementation of AcceleRide as soon as the funding agreements have been negotiated and signed with the federal and provincial governments.
- The Strategic Implementation Plan will be used as a guiding resource by the new AcceleRide Project Delivery section, to implement a signature piece of transportation infrastructure that will reinforce Brampton's growing reputation as a destination of choice to live, work, and play.

RECOMMENDATIONS:

1. THAT, the report by H. Zbogar, Project Leader - AcceleRide, dated March 7, 2007, titled "AcceleRide Bus Rapid Transit Initiative Strategic Implementation Plan" be received;
2. THAT, the attached report "Achieving the Vision: AcceleRide BRT Strategic Implementation Plan" be endorsed as the comprehensive framework for implementing the City's rapid transit initiative;
3. THAT, copies of the attached report "Achieving the Vision: AcceleRide BRT Strategic Implementation Plan", be sent to the Regions of Peel and York; the cities of Mississauga, Toronto, and Vaughan; the Ministry of Transportation; and GO Transit for their information.

BACKGROUND:

In October of 2004, the City of Brampton completed its Transportation & Transit Master Plan (TTMP). The TTMP provides a framework to ensure a coordinated and comprehensive approach in dealing with overall transportation issues in Brampton, with particular attention devoted to optimizing the role of transit. A principal recommendation of the TTMP Study was for the implementation of a rapid transit network across the City, to address key transit/transportation needs and opportunities in Brampton and in the broader GTA. This recommendation subsequently evolved into the AcceleRide Bus Rapid Transit (BRT) initiative, to introduce enhanced, uniquely branded transit services on the City's main transportation corridors.

By addressing transportation needs at both local and GTA-wide levels, AcceleRide is intended to improve the reliability and quality of transit service and provide better connectivity within and beyond Brampton's boundaries. The AcceleRide initiative complements ongoing Brampton Transit improvements and begins to implement elements of the City's longer-term multi-modal vision for transportation as outlined in the TTMP.

In the summer of 2005, the City invited proposals for consulting assistance to develop a Bus Rapid Transit Implementation Plan in support of the AcceleRide initiative. Included in this work was the development of a detailed operations, technology and capital works plan and related program elements to provide the framework for financing, constructing and operating the first phase of enhanced AcceleRide BRT service on Queen Street and Main Street by 2010, and for defining and costing an expanded bus rapid transit network over the long term. In late summer of 2005, ENTRA Consultants, together with its subcontractors Marshall Macklin Monaghan, LEA Engineering, DACS Marketing and Research and Deloitte & Touche LLP, was awarded the assignment.

CURRENT SITUATION:

Since the commencement of the Strategic Implementation Plan Study, which began in earnest in the fall of 2005, the AcceleRide initiative has progressed on a number of fronts.

Brampton staff continued to meet with provincial and federal staff and politicians to promote the AcceleRide initiative, and to secure their support with the aim of securing funding partnerships.

In March 2006, following the completion of an AcceleRide Costing Update Report – the first deliverable of the consultant exercise – the provincial government announced a \$95 million contribution for AcceleRide, representing approximately one-third of the total projected capital costs for the project.

Brampton Transit staff has now established a working relationship with provincial staff at the newly-created MTO Transit Policy Liaison Branch, which is intended to monitor transit projects that received provincial funding and assist with broader issues of strategic partnerships and inter-regional communications.

By August 2006, the Strategic Implementation Plan Study was in its early phases of draft completion. In order to ensure that the City was prepared to move ahead expediently with project implementation, Council approved the creation of a new AcceleRide Project Delivery section within Brampton Transit, along with the budget to provide the appropriate staffing (based on the recommendations of the consultants' work to date).

The Strategic Implementation Plan was due to be fully completed by the end of October 2006. However, the review and revision process was delayed by a request from federal government staff to develop and submit in very short order a Business Case document and Benefit-Cost analysis following a prescribed template. This documentation was required so that Infrastructure Canada and Transport Canada staff could evaluate and make a recommendation concerning a federal contribution towards AcceleRide. This effort required additional analysis and refinement of information over and above that already contained in the draft Strategic Implementation Plan.

On March 6, 2007, Prime Minister Harper announced that the Brampton AcceleRide project was conditionally approved for federal funding assistance of up to \$95 million under the Canada Strategic Infrastructure Fund (CSIF).

The Government of Canada's funding is subject to the signing of a contribution agreement between the federal, provincial and municipal governments which will include the following conditions:

- Federal funding will not exceed one-third of total eligible costs up to a maximum of \$95 million;
- The City of Brampton agrees to be responsible for the complete, diligent and timely implementation of the project; and
- Compliance with the Canadian Environmental Assessment Act (CEAA).

The remainder of this report summarizes the key content of the AcceleRide BRT Strategic Implementation Plan. A full copy of the study report, entitled "Achieving the Vision: AcceleRide BRT Strategic Implementation Plan" is attached hereto.

ACCELERIDE BRT STRATEGIC IMPLEMENTATION PLAN:

The AcceleRide Strategic Implementation Plan provides the City of Brampton with a blueprint for implementing its BRT initiative. The Strategic Implementation Plan is presented in three major components:

- Business Plan
- Strategic Capital and Operating Plan
- Capital and Operations Staging Plan

AcceleRide – a BRT service interlining limited-stop, express and local service in mixed traffic with queue-jump lanes and transit signal priority in defined corridors – will be implemented in two stages, with a long-term vision incorporating dedicated running ways in the corridor medians.

Phase 1

The initial implementation of AcceleRide between launch and 2012 is expected to increase total system-wide ridership by 30 per cent. It introduces service along Queen Street from downtown Brampton to link with York Region Transit services in York Region and with TTC, GO Transit and Viva at York University; and Main Street/Hurontario Street from downtown Brampton to a connection with Mississauga Transit in the south. Additionally, service is enhanced on perpendicular support routes – Bovaird Drive, Steeles Avenue, Main Street (from Queen Street to Sandalwood Parkway), Kennedy Road, Dixie Road and Airport Road – to ensure easy and frequent connections. AcceleRide buses will serve Downtown and three inter-regional terminals – Highways 7/427, York University, and Hurontario/Highway 407.

Phase 2

AcceleRide Program implementation from 2012 to 2021 is expected to increase system-wide ridership by 125 per cent. Two new corridors with the full array of bus rapid transit features are added – Bovaird Drive and Steeles Avenue – and service on the initial two corridors is extended – Queen Street westerly to Chinguacousy Road and Main Street northerly to Sandalwood Parkway. Support routes – Chinguacousy Road, McLaughlin Road, Kennedy

Road, Dixie Road and Airport Road – are enhanced to complement AcceleRide service. New terminus loops are added at Sandalwood Parkway on the Main Corridor, at Chinguacousy on the Queen and Steeles corridors and at Airport Road on the Bovaird corridor. The York University Terminal is replaced by a new inter-regional terminal at Vaughan Corporate Centre on the Queen Corridor.

Long-term

The long-term AcceleRide vision contemplates incremental expansion of the bus rapid transit system, as well as bus rapid transit or light rail transit service in a dedicated right-of-way.

AcceleRide Business Plan

The AcceleRide Business Plan includes the following components:

- Financial Plan
- Governance and Project Delivery model
- Strategic Partnerships with other transit operators
- Monitoring and Assessment Program
- Marketing and Communications Plan
- Management Framework and Project Team

Financial Plan

The Financial Plan sets out a financing strategy for the \$284.1 million capital and \$128.1 million net operating costs for AcceleRide over a 15-year implementation period. The provincial government has contributed \$95 million, representing one-third of the total capital costs. On March 6, 2007, the federal government announced that the AcceleRide project has been conditionally approved for funding of one-third of eligible costs up to a maximum of \$95 million. Staff has prepared a financing strategy for the City's share of the capital costs, as well as the system operating costs.

Governance and Project Delivery model

AcceleRide will be governed through a conventional governance model, which is premised on City of Brampton principles, outlined at a stakeholders meeting in February 2006, that included members of Council and business and community leaders:

- Rights-of-way will be owned by the City;
- Control of fare setting, service levels and operations will be maintained by the City;

- Integration with other transit services across the Greater Toronto Area is a priority; and
- Service contracts between the City and the private sector should be considered for aspects such as financing, design, and construction and supply of buses.

Design and construction of the AcceleRide system should include a delivery mechanism that transfers design-error risk during the administration of the construction contract.

Strategic Partnerships with other transit operators

Achieving the AcceleRide vision and delivering a seamless service from the riders' perspective requires strategic partnerships with other transit providers in the GTA. Brampton Transit has initiated discussions and drafted letters of strategic intent to collaborate with York Region Transit, Mississauga Transit and GO Transit to leverage market successes, increase ridership and deliver a connected inter-regional transit network.

Monitoring and Assessment Program

A robust monitoring and risk assessment program is outlined to ensure performance in AcceleRide corridors and support routes consistently meets or exceeds service standards.

Marketing and Communications Plan

The marketing and communications plan makes it clear that delivery of the AcceleRide promise requires alignment between Brampton Transit's organizational structure and marketing and communications practices.

Management Framework and Project Team

The consultant study recommends that a cohesive management structure and dedicated team are needed to implement AcceleRide on time and on budget. This AcceleRide Team should combine a core group of Brampton staff and contractors retained to bring together the precise blend of skills and experience when and as needed. The Core Team should be recruited as quickly as possible and the Technical Team retained using a total project management approach bundling the design, construction and marketing contracts into a single performance-based service-level agreement that is monitored by the City at key milestones.

To this end, in September 2006, Council approved the creation of and funding for an AcceleRide Project Delivery section within Brampton Transit. This section will initially be staffed by a Project Director, AcceleRide (reporting to the Director of Brampton Transit), the current Project Leader, AcceleRide, two new Project Leader positions, and an Administrative Assistant. These employees would be full-time employees of the City, either seconded from an existing position or hired on a long-term contract basis.

AcceleRide Strategic Capital and Operating Plan

The AcceleRide Strategic Capital and Operating Plan details the technical elements of AcceleRide including service standards, stops and stations, vehicles, facilities and technology elements. Designed to introduce new high quality transit services in Brampton's major east-west and north-south corridors, AcceleRide will begin to build ridership and influence land use development in anticipation of a full bus rapid transit or light rail transit system in the future.

AcceleRide incorporates each of the following functional elements of a bus rapid transit system:

Roadway Infrastructure

Queue-jump curb-lanes are provided on the approach to major and minor stations, which stations are located on the far side of the intersection. These will be dedicated to AcceleRide vehicles and the pavement will be marked accordingly. A parallel lane, tapered at the end, for allowing the bus to speed up before merging with general traffic will be provided.

Stops and Stations

AcceleRide stations are visually distinct, attractive, easily accessible, conveniently located and integrated with the local neighbourhood. Stations and stops have a wayside variable message sign displaying two lines of text as well as the current time. Signs will countdown minutes to the arrival of the next one or two buses.

Vehicles

The image and branding of the AcceleRide vehicles will uniquely identify them in Brampton and throughout the GTA. AcceleRide will initially need 40-foot vehicles to provide frequent service in the Main and Queen corridors. As the service matures, 60-foot higher-capacity vehicles will be introduced, which will maintain a frequent and reliable service, while at the same time provide the required additional capacity. AcceleRide vehicles will have rubber tires, series-design diesel-electric hybrid propulsion systems, be easy to board and comfortable to ride. Additional amenities will portray a premium-type service.

Service and Route Structure

New service standards are defined for designated routes, AcceleRide services and network support corridor routes. Service is high frequency and all-day, which means less waiting. The integration of local and express service reduces long-distance travel times and facilitates transfers when necessary.

Fare Collection

AcceleRide will use the proposed automatic fare collection system to be deployed as part of the Greater Toronto Area Farecard initiative.

Intelligent Transportation System

AcceleRide will incorporate an integrated system of intelligent transportation systems technologies to manage the fleet, integrate and move the vehicle through the transportation network, and provide riders with real-time transit-related information. In addition to the central system, technological features will be included on-board vehicles and at stations and terminals.

AcceleRide Capital and Operations Staging Plan

The AcceleRide Capital and Operations Staging Plan details implementation staging and integrates elements into a comprehensive action plan beginning with pre-launch. It details the design, construction and procurement milestones to implement the full AcceleRide network, which will include:

- Major stations at nine (9) intersections on Queen Street, six (6) on Main Street, seven (7) on Steeles, and seven (7) on Bovaird;
- Minor stations at eight (8) intersections on Queen Street, five (5) on Main Street, four (4) on Steeles, and two (2) on Bovaird;
- Approximately 120 specialized bus rapid transit vehicles (including spares and contingency), running in the Queen (30 buses), Main (24), Steeles (25) and Bovaird (17) corridors;
- About 56 conventional vehicles to support increased vehicle headways on feeder routes (22 new vehicles);
- Upgrades to two (2) local terminals – Downtown Terminal and Bramalea City Centre Terminal, and upgrades to transit facilities at the Bramalea and Mount Pleasant GO stations;
- New terminus loops on Queen and on Steeles at Chinguacousy Road, and on Bovaird at Airport Road;
- Vehicle maintenance and storage facilities and intelligent transportation system facilities; and
- Collaboration with transit and funding partners (Mississauga Transit, MTO, YRT) on four inter-regional terminals – Highways 7/427 Terminal, York University Terminal, Hurontario/Highway 407 Terminal and Vaughan Corporate Centre Terminal.

While the AcceleRide initiative will play a key role in the EA for Queen Street (from Hwy 410 to Centre Street), there are no other provincial EA studies required to implement the first two phases of the AcceleRide program. AcceleRide must adhere to any Canadian Environmental Assessment Act requirements.

Next Steps

Staff are targeting September 2010 as the date for AcceleRide service launch. The exact timing, however, will depend on the timing of the negotiation and signing of the funding agreements with the federal and provincial governments and will be affected by bus procurement timelines, completion of the new maintenance facility, detailed design, and procurement and installation of the intelligent transportation system.

As soon as the Core Team (AcceleRide Project Delivery section) has been recruited, it will have to establish a proposal call for a firm to undertake the design and construction administration, as well as, marketing and promotion contracts on a performance-based service-level agreement to be monitored by the City at key milestones.

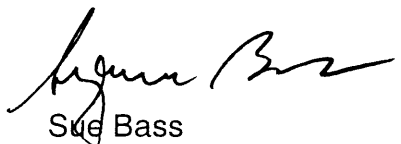
CONCLUSION AND RECOMMENDATIONS:

The AcceleRide initiative is a positive first step toward achieving an efficient and effective long-term transportation network in the City of Brampton. It can serve as an effective example of the high level of service that transit can provide to the residents and businesses of Brampton, would complement the City's efforts to revitalize the Downtown and the Queen Street corridor, and would help to reinforce Brampton's key position within the GTA transportation network.

The AcceleRide initiative is designed to provide pragmatic, flexible and much needed transit capacity for the citizens of Brampton, and has the added advantage of providing direct linkages between York Region Transit service on Highway 7 and Mississauga's City Centre/Hurontario transit corridor.

The potential benefits of the AcceleRide initiative have been recognized by the provincial government through their financial contribution to one-third of project capital costs and by the federal government through their recent announcement of up to \$95 million in funding. The Strategic Implementation Plan puts the City in a state of readiness, to be able to begin implementation as soon as all funding agreements have been signed. The Strategic Implementation Plan will be used as a guiding resource by the new AcceleRide Project Delivery section, to implement a signature piece of transportation infrastructure that will reinforce Brampton's growing reputation as a destination of choice to live, work, and play.

Respectfully submitted,



Sue Bass
Director, Brampton Transit
Works and Transportation

Concur,



T.W. Mulligan, P.Eng.
Commissioner of Works and
Transportation