



GRT Business Plan

The road ahead



Celebrating 25 Years of GRT

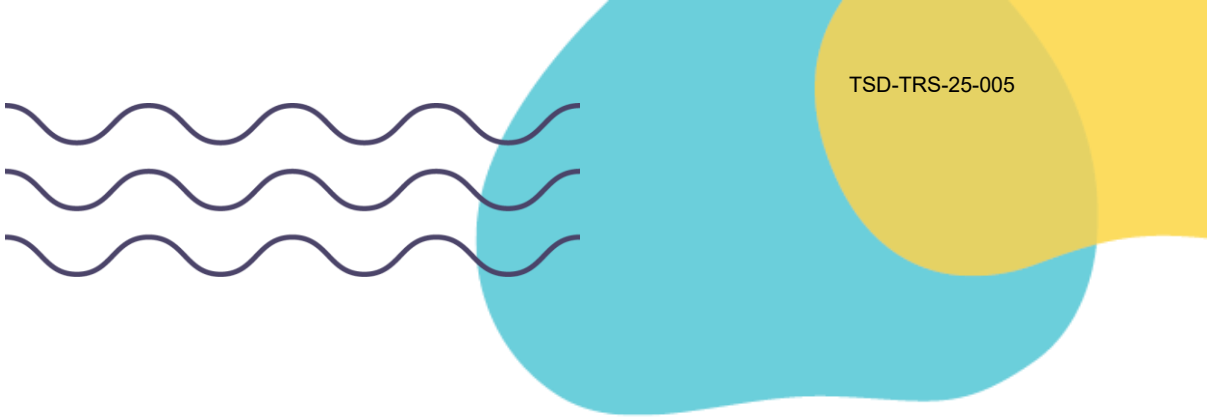
Sustained transit investment over 25 years

- Connected Cambridge to Kitchener and Waterloo
- Specialized transit serves Waterloo Region
- Express service with ION BUS and LRT
- Township services for Wilmot and Woolwich
- Decarbonization with hybrids, electric bus pilot
- Affordable Transit Program
- Shared micromobility program and new trails

25+ million riders annually

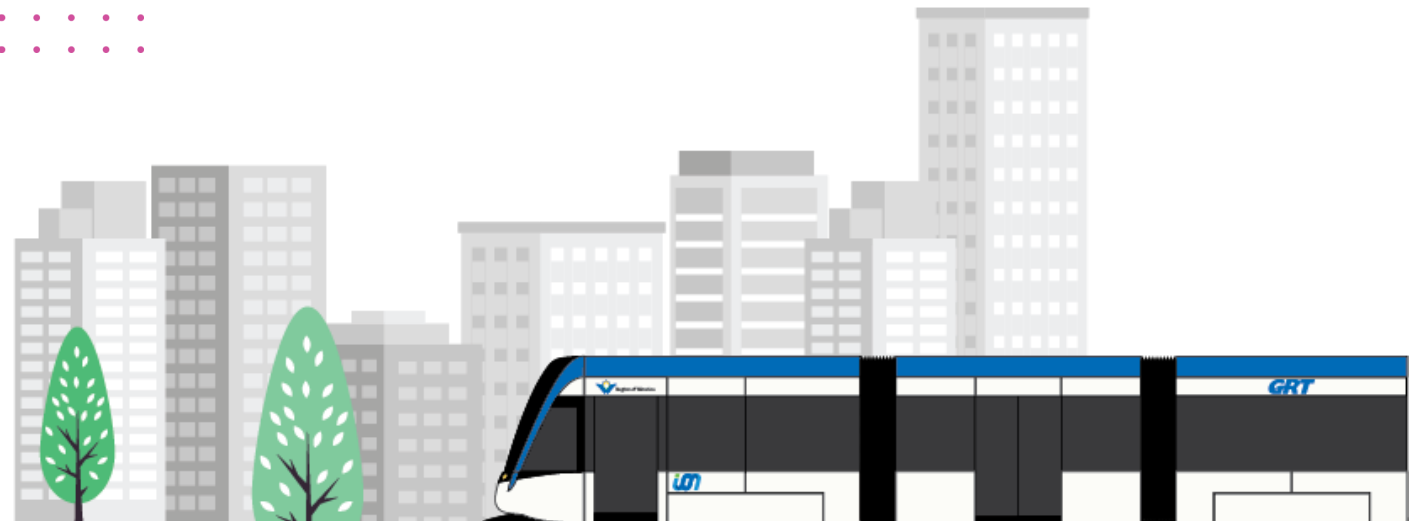
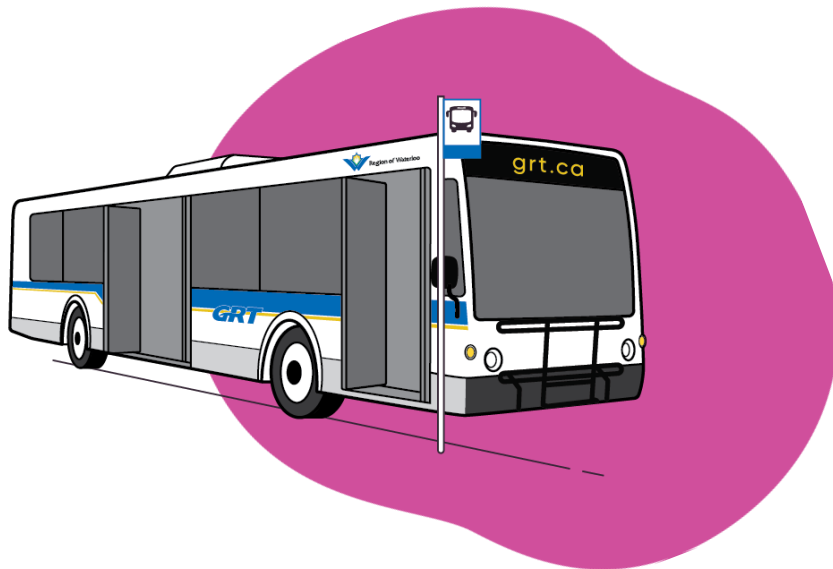


GRT Business Plan initiative

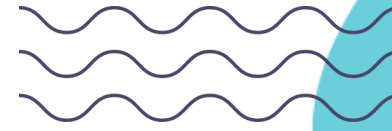


Purpose

- Prepare for and grow towards 1 million, while responding to current ridership
- Align GRT services, policies, and programs to the Region's Strategic Plan
- Operationalize transit priorities identified by the Region and Area Municipalities
- Build on the success of ION light rail and its impact on Waterloo Region
- Guide staff recommendations during the Region's annual Plan and Budget process



Guiding principles



Make transit the first choice for more people:

- How can we make transit easier to use?
- Where and when can GRT serve the community better?
- How and where GRT should prioritize frequency and speed?

Transit freedom

- Improving where you can go and what you can do in a one-hour trip



Frequency



Speed



Customer focus

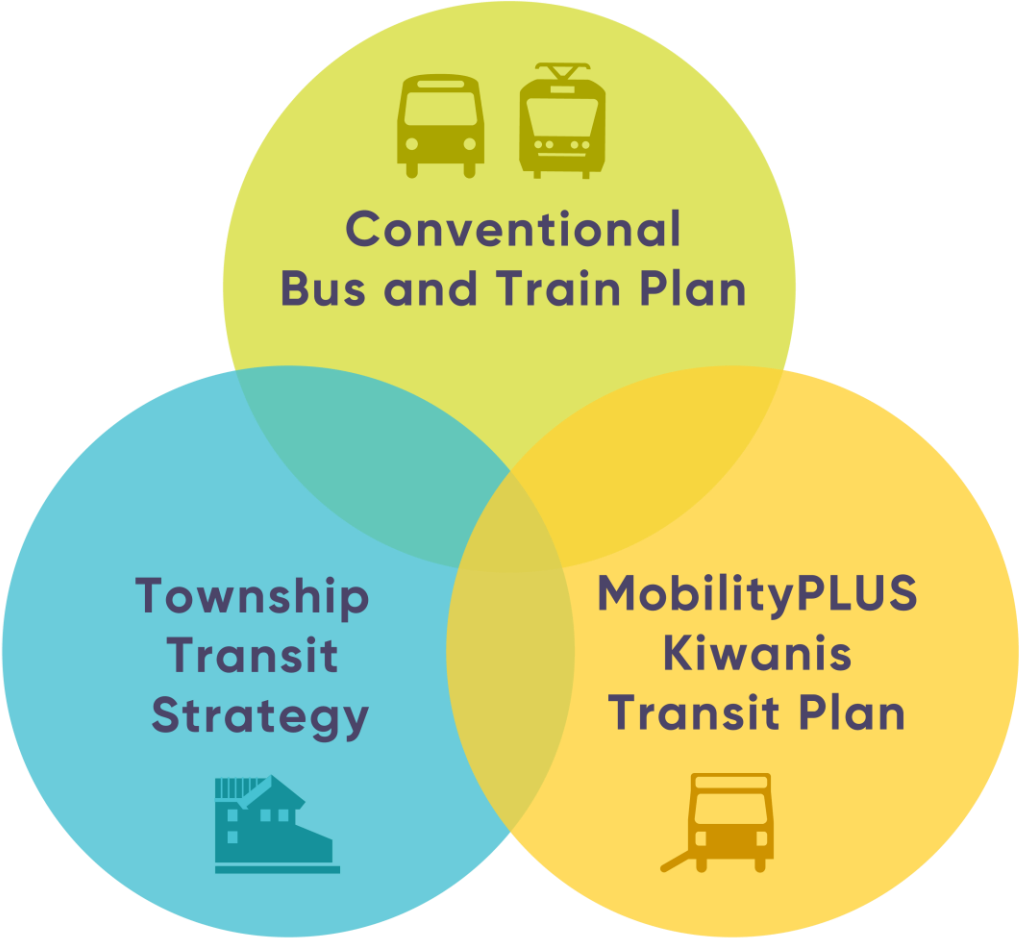


New coverage

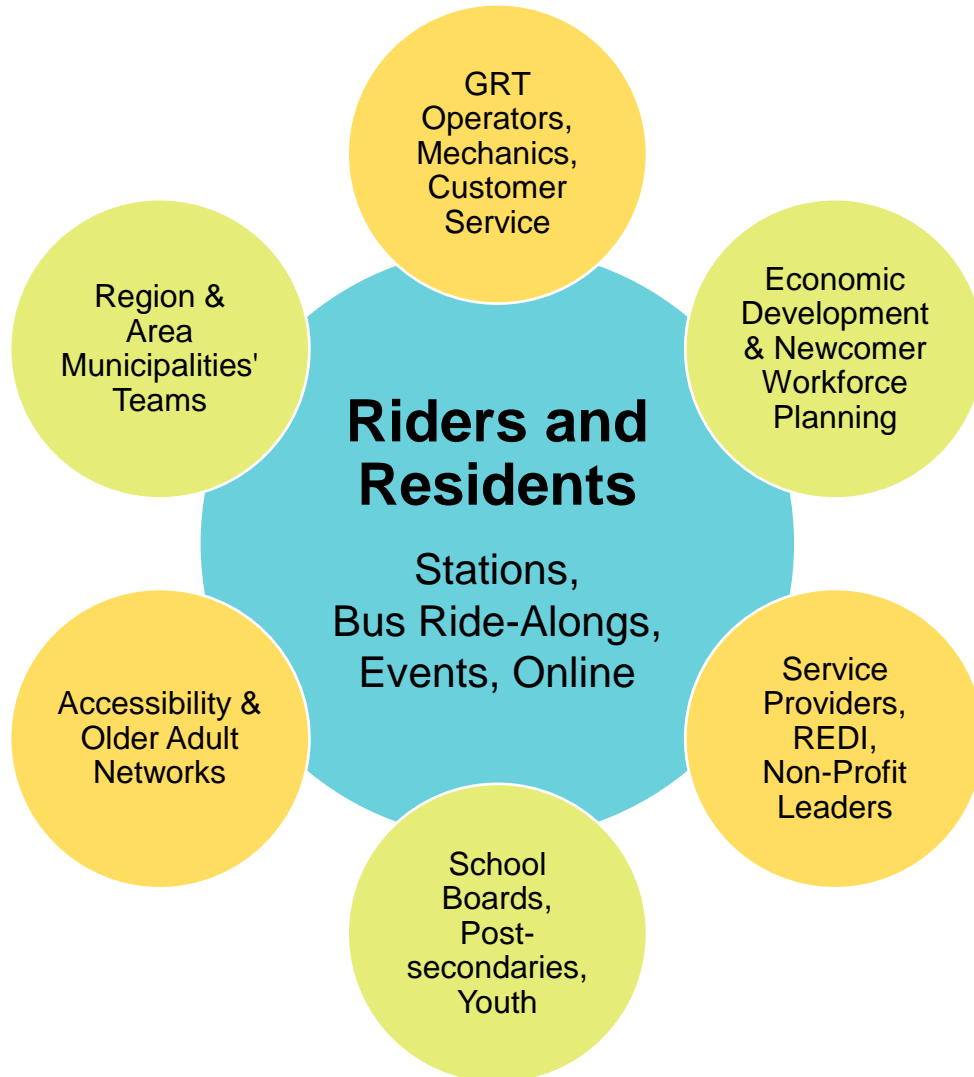


Simple and intuitive

GRT's Business Plan



Community engagement

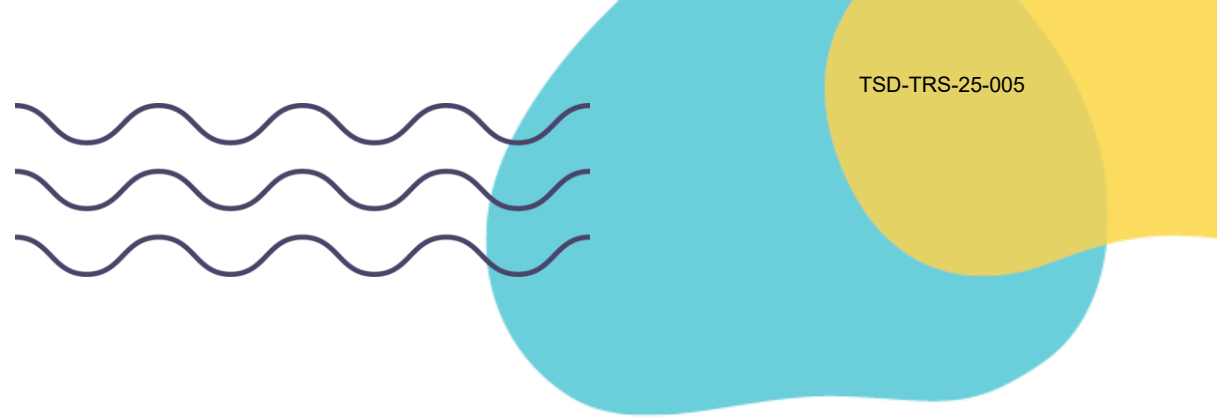


- 2,500 responses to GRT surveys
- 450 ideas contributed to a proposed service map
- 12 dedicated workshops with hundreds of participants
- Transit staff workshops and in-person sessions
- Hosted and attended more than 30 events across the Region, with pop-up sessions held at transit stations
- Partnered with the Region's Public Health's Neighbourhood Nursing team to hear new voices in each municipality
- Additional engagement sessions held for the MobilityPLUS Business Plan and Township Transit Strategy to ensure specific perspectives were represented

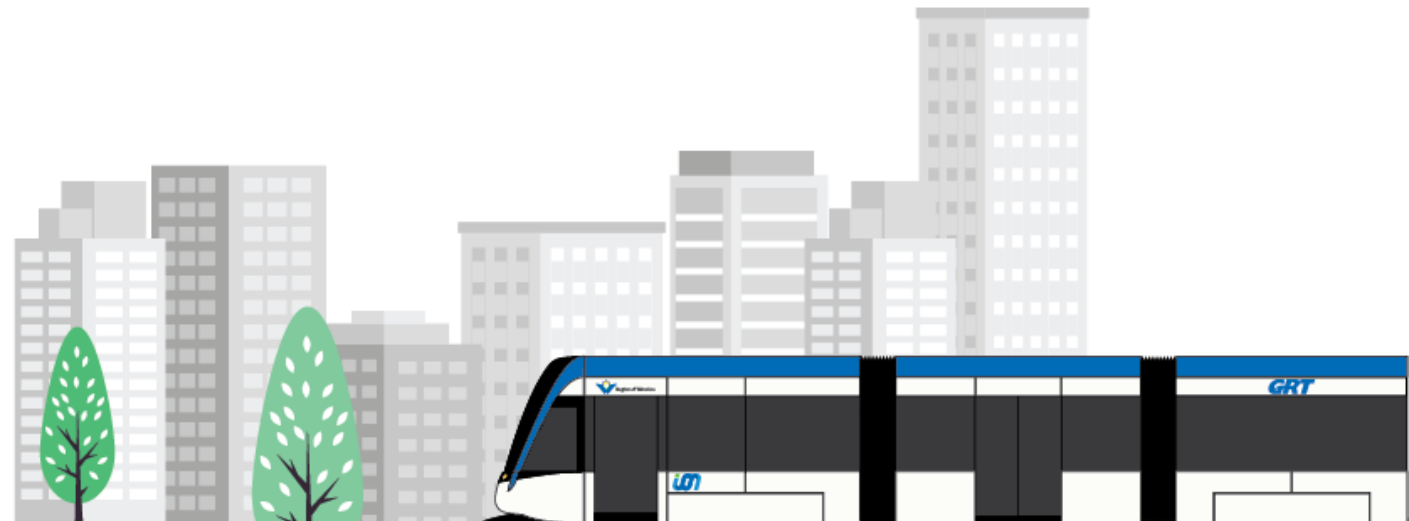
What we heard

- Improved frequency
- Inter-municipal transit trips
- Service to new areas
- Independent & empowered services
- New and enhanced Township services
- Enhanced accessibility
- All-day, weekend and overnight services
- Affordability





Transit investment priorities



Bus and train



Frequency



Speed



Customer focus



New coverage



Simple and intuitive

Frequent Transit Network

10-min service weekdays 7 a.m. - 7 p.m., and 15-min service all other times, on 16 routes



Consistent schedules

Add trips to make schedules more consistent



Highway express

Introduce rapid routes to give riders time back in their day



New coverage areas

Focus expansion on growing residential and industrial areas with streamlined routes



Overnight network

Launch 24/7 service on key routes, with 30-minute overnight frequency supporting shift workers, students, and core areas



Specialized service



Availability



Customer focus



New coverage



Simple and intuitive

Service investment

Introduce new staff resources
Modernize technologies
Increase fleet to meet growing demand for MobilityPLUS services



Expand service hours

Extend MobilityPLUS service hours, in coordination with GRT overnight service expansion, by using existing accessible taxi partnerships



Improve MobilityPLUS customer experience

Use new technologies and improve data collection
Evaluate conventional fare free policy
Better understand customer needs
Improve coordination between MobilityPLUS and Kiwanis Transit



Township transit



Frequency



Speed



Customer focus



New coverage



Simple and intuitive

Consistent schedules

Enhance existing fixed routes



New coverage areas

Introduce future fixed routes for North Dumfries and Wellesley to connect to GRT's core network



Airport service

Introduce a new frequent, all-day, fixed route service to Breslau and the Region of Waterloo International Airport



New on-demand transit

Add on-demand transit zones in each Township to support access to fixed-routes and expand GRT's township service area



Alternative delivery models

Investigate opportunities for alternative service delivery, such as co-mingling to enhance operational efficiencies



Fares



Frequency



Speed



Customer focus



New coverage



Simple and intuitive

Kids ride free

Provide support to families and caregivers with free transit for children 12 and under, riding with a fare-paying customer



More discounts for those in need

Enhance GRT's Affordable Transit Program to provide bigger discounts to those with the greatest financial need



Fare pricing

Future fare increases will be proposed to match annual service expansion, inflation, and align to comparable transit systems



Support employers and employees

Expand transit business account offerings using GRT Pay



Benefits for the region

~400,000 people and 200,000 jobs

- Within 800 metres of the proposed Frequent Transit Network

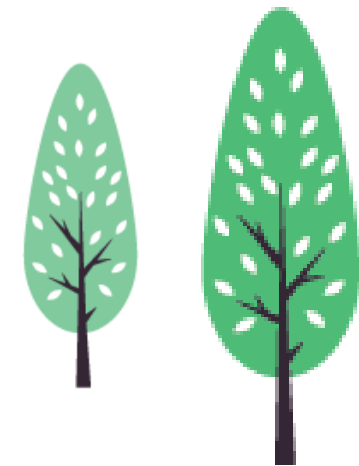
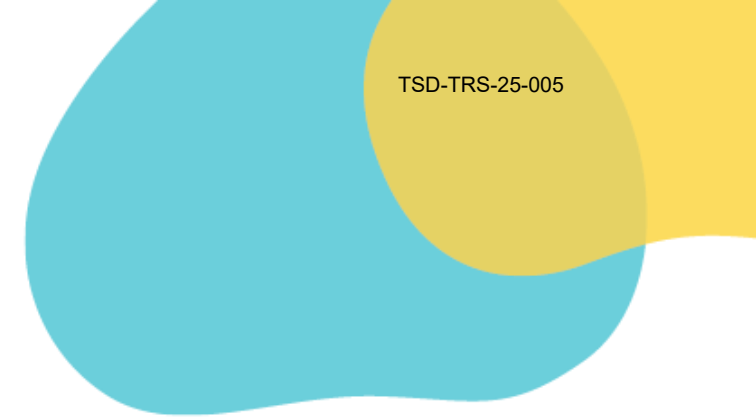
New coverage

- Cambridge industrial areas, Southwest Kitchener, North Waterloo
- Transit in every township

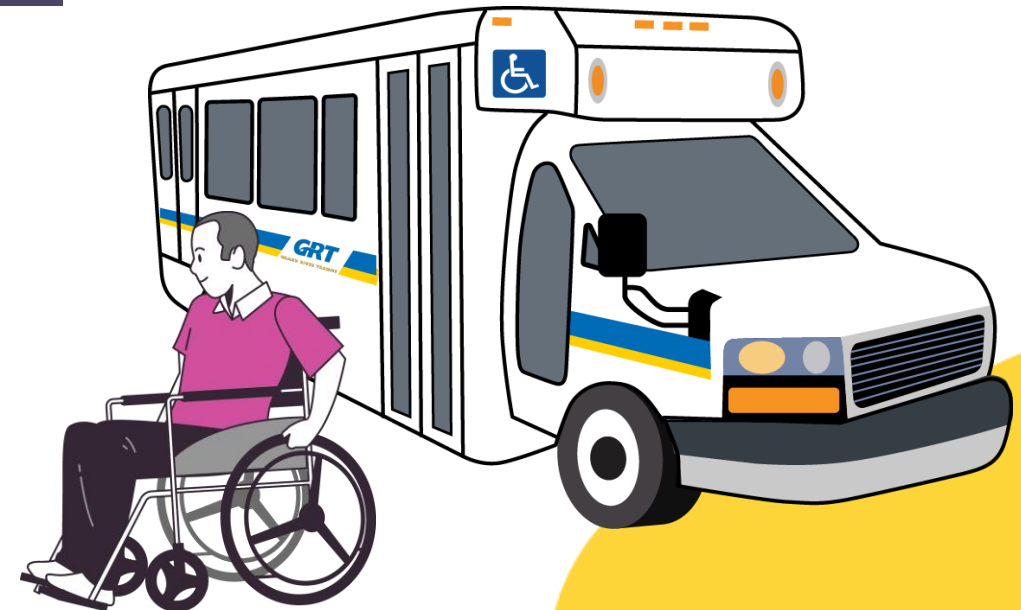
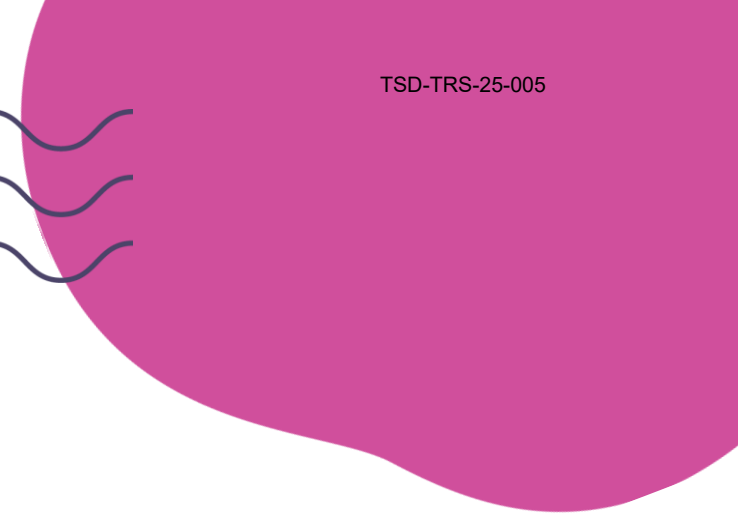
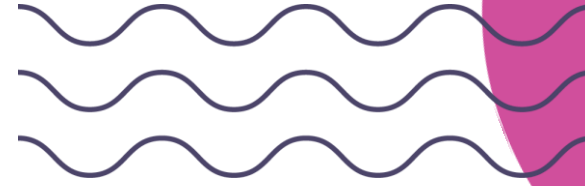
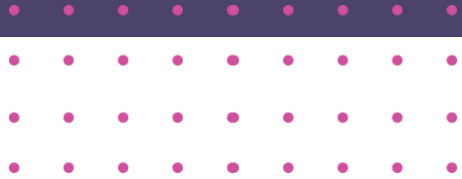
Compared to today

- The average rider can reach **~38,000 more people** and **15,000 more jobs** within a **one-hour trip**
- Commuters can save **over 20 minutes** for Cambridge to Waterloo trips

Transit trips become more competitive and more affordable compared to cars or rideshare



Financial impacts



Financial impacts

April 8, 2025

Appendix E

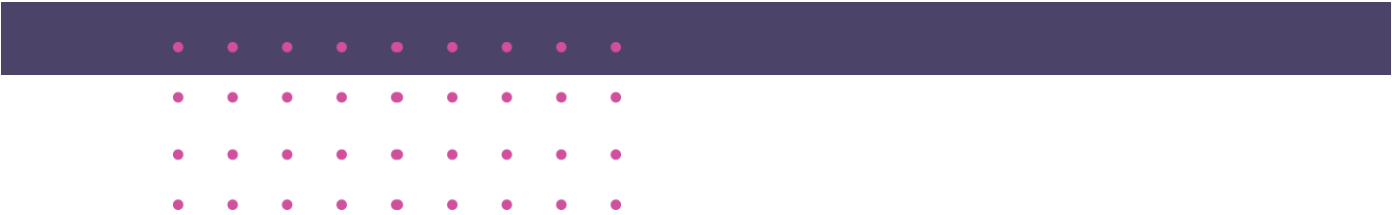
*2025 Dollars. Excludes Central Station Hub and ION Stage 2

TSD-TRS-25-005

What GRT would look like by 2035:

- **Service hours increase by 63% to 1.625 M**
- **Estimated ridership increase of 27% to 32.5 M annually**
- **Net operating costs increase by 34% (by \$50 M from \$149 M to \$199 M)**
 - Operating costs increase by 34% (\$234 M to \$314 M)
 - Revenue increase by 35% (\$85 M to \$115 M)
 - Increase to fares, Provincial Gas Tax, and advertising rates
- **Total capital costs: \$798 M over 10 years**
 - \$487 M - Vehicle replacement / expansion
 - \$250 M – New Cambridge garage
 - \$61 M – Improved stops, stations, transit priority, and LRT platform access
 - Capital plan provides foundation for funding applications
- **Additional FTEs required**

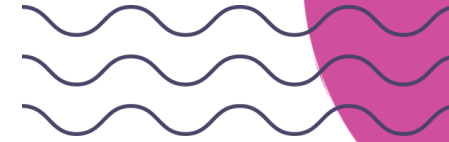
Next stops



Next stops

That the Regional Municipality of Waterloo:

- a) Receives the GRT Business Plan for information;
- b) Approves holding a Special Sustainability, Infrastructure, and Development Committee meeting for the purpose of hearing public input on the GRT Business Plan; and
- c) Directs staff to present the final version of the GRT Business Plan to the Committee on May 6, 2025 for endorsement



Thank you



Learn more at
grt.ca/BusinessPlan

