

**Report to  
Rapport au:**

**Transit Commission  
Commission du transport en commun  
15 June 2016 / 15 juin 2016**

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**Ward: CITY WIDE / À L'ÉCHELLE DE LA VILLE      File Number: ACS2016-CMR-OCM-0018**

**SUBJECT: BUS SERVICE IDENTIFICATION – EVOLUTION TO COORDINATE  
WITH THE O-TRAIN CONFEDERATION LINE MULTIMODAL  
OPERATIONS**

**OBJET: IDENTIFICATION DU SERVICE D'AUTOBUS – ÉVOLUTION AFIN  
D'ASSURER LA COORDINATION AVEC LES OPÉRATIONS  
MULTIMODALES DE LA LIGNE DE LA CONFÉDÉRATION DE L'O-  
TRAIN**

**REPORT RECOMMENDATION**

**That the Transit Commission receive this report for information.**

**RECOMMANDATION DU RAPPORT**

**Que la Commission du transport en commun prenne connaissance de ce rapport.**

## **EXECUTIVE SUMMARY**

The opening of the O-Train Confederation Line marks a major change in the delivery of transit service in Ottawa. Bus routes that today operate on the Transitway between Blair and Tunney's Pasture stations and through the downtown core will be replaced by high frequency rail service. Most transit trips will become multimodal, with customers using a combination of bus and train for different parts of their journey.

Changes to the bus network for 2018 will result in a different service structure that is not reflected by OC Transpo's current wayfinding systems. Service type names, route numbers, and the colours and symbols used on maps and signs will be modified to simplify understanding and navigation of the new network. The new wayfinding system will form the basis for clear communication and understanding of the new network for transit customers in the lead-up to Confederation Line operation.

Designs for the new 2018 navigation structure began with the O-Train line colours, names and numbers approved by the Transit Commission in 2013. Rideau Transit Group has subsequently provided detailed wayfinding solutions that customers will see and use within Confederation Line stations. Wayfinding consultants hired by OC Transpo in 2015 have conducted further analysis of the planned bus route network, and research and comparisons with transit-industry best practices for route identification and signage. The wayfinding consultants also conducted interviews with transit customers early in their research and review process, and focus group testing was conducted in January 2016, at the end of the design process, to validate concepts and designs. Additional customer input to the design process was provided through the comprehensive Customer Journey Mapping consultation activities conducted with OC Transpo customers in 2015.

Meaningful, descriptive names have been defined for the four major bus route categories that will operate in the 2018 network: Rapid, Frequent, Connexion, and Local. The concepts of Rapid, Frequent and Local service classes are well-established in many North American transit systems. The name "Connexion" was selected to replace the existing "Express" service type and other peak direct-to-downtown routes, which will no longer operate in their current forms. Distinctive new colours and symbols have been selected for all service types for application on maps and signs.

The new System Map for the 2018 service network will feature new service colours and symbols and a simplified schematic format. New route numbers and bus stop graphics will be introduced in stages, beginning in January 2017. It is important to note that a comprehensive communication, information, and education campaign will begin in early

2017, to build understanding, knowledge and excitement about Confederation Line operations among our customers, Transit Commission, City Council, and all City stakeholders. The campaign will help transition customers to the new service and will build on the Customer Journey Mapping project. Specific objectives of this campaign include: increasing awareness of the Confederation Line and its benefits, educating stakeholders about how the system works and how to manoeuvre through the light rail system, creating a sense of confidence regarding use of the light rail system, and supporting customers as they adapt to changes. A report on the program, entitled “18 Minus 18”, will be brought to the Transit Commission later this year.

## **BACKGROUND**

On November 28, 2008, City Council approved light rail transit between Tunney’s Pasture and Blair stations as part of Stage 1 of the 2008 Transportation Master Plan affordable network.

In a memo to Transit Committee on December 16, 2009, entitled *Strategic Plan for Bus Connections with Rail Line*, City staff presented a plan, at the concept level, which outlined the way that bus routes would be changed to connect with the new rail line once it is built and open. Specifically, under this plan, the train would replace most bus service to and from downtown, and bus routes from the east would end at Blair Station, from the south at Hurdman Station, and from the west at Tunney’s Pasture Station.

On December 4, 2012, City Council approved the contract with the Rideau Transit Group (RTG) to design, build, finance and maintain Ottawa’s Light Rail Transit Project. This report again confirmed that the transit service delivery model, whereby the train would replace most buses to and from downtown, and that routes from the east, south and west would connect to the train at key stations, is aligned with the City’s long-range financial plan.

As part of the July 3, 2013, report to the Transit Commission entitled *Light Rail Transit – Naming, Branding, Retail and Vehicle*, as well as the August 21, 2013, report to the Transit Commission entitled *Light Rail Transit – Station Names and Vehicle Exterior Design*, significant high-level design and branding recommendations were approved regarding vehicle design and livery, vehicle interiors, light rail line names, colours and numbers, and station names. This first phase of high-level design decisions were reflected in the Confederation Line vehicle showcase at Lansdowne from January to March, 2015, when customers and the public were able to see the vehicle paint scheme and interior, as well as maps and signs reflecting the O-Train Confederation Line and Trillium Line colours and names.

Throughout 2014 and 2015, OC Transpo project staff have received many preliminary design proposals for signage and wayfinding, developed by RTG. The Rail Implementation Office manages a review process whereby OC Transpo staff can comment and enquire and make recommendations or provide direction as required.

In 2015 a consultant was retained by OC Transpo to establish an evolved signage and wayfinding strategy for OC Transpo building on the established brand as well as an understanding of the Confederation Line signage and wayfinding guidelines. Their method includes review of best practices for transit navigation and wayfinding in cities across the world, as well as customer consultation. Throughout the work, a customer lens focused on service, accessibility, and safety was applied.

The customer lens was developed through a year-long comprehensive Customer Journey Mapping project, designed to track the activities customers undertake when interacting with OC Transpo. The objective of that project was to understand the customer's transit experience from their perspective, clearly understand and articulate the interests of the customer, and put them at the centre of all decision making, and then to understand how customer interactions work together to contribute to the customer's overall perceptions and experience of service.

## **DISCUSSION**

The opening of the O-Train Confederation Line marks a major change in the delivery of transit service in Ottawa. Bus routes that today operate on the Transitway between Blair and Tunney's Pasture stations and through the downtown core will be replaced by high frequency rail service.

Until Transitway closures began in 2015, most transit customers travelled along part of the central section of the Transitway between Tunney's Pasture and Blair. On Mackenzie King Bridge, Albert Street and Slater Street, 48 different routes provide more than 2,800 bus trips each day:

**Table 1: Bus routes currently operating on Albert/Slater**

Cross-regional	Transitway Routes	91, 92, 93, 94, 95, 96, 97, 98, 99
	Major Regular Routes	8, 16, 85, 86, 87
Peak-period only <i>AM to downtown</i> <i>PM return home</i>	Express	20, 21, 22, 27, 30, 31, 34, 35, 37, 38, 60, 61, 62, 64, 65, 66, 68, 69, 70, 71, 72, 73, 77, 221, 231, 232, 261, 262, 263, 283
	Regular-fare	24, 40, 67, 176

In 2018, all of these routes will be shortened to connect with the O-Train Confederation Line at Blair, Hurdman, or Tunney's Pasture, and will not travel through downtown. The 14 cross-regional routes will each be split into two new routes, one connecting to the train at a station in the west, and the other connecting at a station in the centre or east.

### Simplified Wayfinding

Customer journeys through downtown will be greatly simplified in 2018. For example, instead of jostling for one of 48 different bus routes on Mackenzie King Bridge, people will board Line 1, the Confederation Line, at the underground Rideau Station. There will be only one navigation choice to make: either board an eastbound train towards Blair or a westbound train towards Tunney's Pasture. All of the wayfinding signage in Confederation Line stations will direct people to this simple choice.



Travel in the opposite direction – towards downtown – will be even simpler: all downtown destinations are served by Line 1. Customers will make a convenient, comfortable transfer within a new Confederation Line station, and then ride the train to one of the central O-Train stations. Trains will run very frequently; fares will be pre-paid, and travel time will be quick, predictable, and reliable.

Most transit trips will become multimodal, with customers using a combination of bus and train for different parts of their journey. Navigation of the bus route network will often be a question of identifying which routes connect to the O-Train, and where the best connections can be made. As identified by the customer journey mapping, these connections need to be easy and intuitive.

Navigation of the bus and train network will be further simplified by the elimination of premium fares across the network as recommended in a separate report. When all bus routes and train lines are the same price, customers have fewer decisions and calculations to make about which route to take, or where to transfer.

### **New Route Network and Service Identification**

Bus routes in 2018 will form a coordinated network that is fully integrated with O-Train Confederation Line service:

- Express and Transitway routes will be split or shortened to meet the train at major transfer stations; and,
- Many local routes will be extended from their communities to connect directly to the Confederation Line.

As the bus route network is changed, service categories and identification methods will be rationalized to simplify navigation decisions and to provide clear understanding of how the bus routes and train lines are integrated.

The new navigation structure describes how, where and when bus routes will operate, which routes connect to the train, and where to transfer. Methods for service identification and navigation include new symbols, colours and numbers that will appear on signs, maps, and other customer information systems.

The new designs for service identification have been developed based on transit industry wayfinding best practices and confirmed through focus group testing. The new system is an evolution of the current system, and meets the following design objectives:

- Simplifies understanding of the route network;
- Integrates easily with O-Train identification methods;
- Helps customers make the transition from the current system;
- Uses meaningful, descriptive words rather than technical terms;
- Improves legibility and usability of maps and signs;
- Meets all applicable current accessibility standards; and
- Assists with meeting safety standards.

## 2018 Service Types

Bus routes and train lines are organized into groups – or service types – that provide meaningful information to customers about the level of service and value associated with each route or line. The resulting classification structure is communicated through a consistent use of names, numbers, colours, and symbols that simplify wayfinding and trip-planning tasks for customers who are navigating and using the system.

The names developed for OC Transpo's 2018 service types are clear, descriptive, and have an identical or similar form in both English and French:

### **O-Train**

O-Train service qualities are defined primarily by the mode of service. Like other modern metro and light-rail systems, the O-Train is a state-of-the-art train service operating in a dedicated central rail corridor, connecting modern, conveniently-located stations. O-Train service is fast, frequent, reliable, and comfortable, with availability seven days a week.

### **Rapid**

Rapid bus routes provide station-to-station connections along the Transitway and dedicated bus lanes on highways and major corridors. Within the transit industry these routes are defined as Bus Rapid Transit (BRT) service, sharing many of the qualities and values associated with Light Rail Transit (LRT) service. Rapid routes are fast, frequent, and reliable, operating seven days a week in all time-periods.

Ottawa's Rapid bus routes are derived from the 90-series and 80-series bus routes that have been the workhorses of OC Transpo's BRT service during 33 years of Transitway operation.

In the 2018 service network, 15 Rapid routes will provide the primary full-time connection to the Confederation Line at Tunney's Pasture, Hurdman and Blair stations.

### **Frequent**

The concept of a Frequent service class is well-established in many North American transit systems, including Vancouver, Toronto, Montréal, San Francisco, and Boston. Frequent bus routes provide a high level of service

comparable to BRT routes, but generally do not operate along dedicated BRT corridors.

As with O-Train and Rapid service, there is less of a requirement for customers to plan ahead or determine exact departure times when they use Frequent routes.

Ottawa focus groups define “frequent” to mean every 15 minutes or less. In the 2018 service network, 20 Frequent routes will operate seven days a week in all time-periods, with a weekday frequency of 15 minutes or less between 6:00 a.m. and 7:00 p.m.

Frequent routes travel primarily along arterial roads such as Carling, Montréal, St-Laurent, Innes, Alta Vista, Heron, Richmond, and Baseline, and serve high-density communities or commercial areas where there is a high demand for transit service.

Frequent routes will connect to the O-Train Confederation Line at Tunney’s Pasture, Pimisi, Lyon, Parliament, Rideau, Hurdman, St-Laurent, and Blair stations, and will connect to the O-Train Trillium Line at Greenboro, Confederation Heights, Carleton, and Carling stations.

### **Connexion**

Connexion routes will replace the Express routes and other direct-to-downtown peak routes that operate currently, connecting residential neighbourhoods to the O-Train at Hurdman, Tunney’s Pasture and Blair stations.

Like Express routes, Connexion routes operate in weekday peak periods only, travelling to the O-Train in the morning, and returning home in the afternoon.

Connexion routes offer a hybrid type of service, with similarities to Local routes when they travel on local residential streets, and to Rapid routes when they travel along the Transitway to an O-Train station.

Connexion routes will not require a premium fare, and they therefore provide a simple alternative to Rapid routes for customers travelling along the Transitway from one station to another.

## **Local**

Local bus routes are designed to meet specific transportation needs in locations that do not require Rapid or Frequent service. Local routes follow a customized routing and schedule that provide the required level of service within a neighbourhood or to a particular local destination, such as a suburban business park or commercial area.

Most Local routes (39 of 63) connect with O-Train stations. In some cases, service on the existing local route in an area will be combined with the current Express route to make the new Local route more frequent, similar to a Connexion route except that service is provided all day long.

Other Local routes (24 of 63) do not yet connect with O-Train stations, as they are connector routes within communities and bring customers to Rapid routes for the connection to O-Train stations. As the Confederation Line and the Trillium Line are extended in Stage 2 of the City's rail expansion project, more of these Local routes will connect directly with O-Train stations.

Certain Local routes (19 of 63) operate only during peak periods, providing connections to employment locations and smaller residential neighbourhoods.

## **School**

School routes (600-series routes) provide direct service on school days within a residential community to and from specific secondary schools. Like Local routes, routing and schedules are customized to meet the needs of a specific ridership and destination.

## **Shopper**

Shopper routes provide one trip each week from rural Ottawa villages to a shopping destination within the urban part of the city.

## **Event**

Event routes (400-series routes) provide service directly to and from major events at Lansdowne and at the Canadian Tire Centre.

**Table 2: All Service Types in the 2018 OC Transpo Service Network**

<b>O-Train</b>	Quick, station-to-station train service	2 lines
<b>Rapid</b> <b>Rapide</b>	Quick, station-to-station bus service	15 routes
<b>Frequent</b> <b>Fréquent</b>	Service every 15 minutes or less	20 routes
<b>Connexion</b>	Quick, convenient connection to the O-Train	31 routes
<b>Local</b>	Custom routing to local destinations	63 routes
<b>School</b> <b>École</b>	Custom service from home to school	22 routes
<b>Shopper</b> <b>Bus-o-emplettes</b>	Free weekly trips to and from the mall	5 routes
<b>Event</b> <b>Événement</b>	Direct to Lansdowne or Canadian Tire Centre	12 routes
<b>Para Transpo</b>	Door-to-door trips for registered customers	--

*Identification of 2018 Routes and Service Types*

The service type structure is a framework designed to simplify customers' navigation of the route network. Colours, numbers and symbols associated with each type of service have been developed for use on maps, signs, and in printed and digital information systems.

O-Train identities established by the Transit Commission in 2013 are the starting point for designing the 2018 service identities:

<b>O-Train</b>	<b>Confederation Line</b>	<b>Line 1</b>	<b>red</b>
	<b>Trillium Line</b>	<b>Line 2</b>	<b>green</b>

## Colour

With red and green reserved for the O-Train lines, other bold, saturated colours are required for bus routes that will maximize legibility and contrast when they are used in maps and on signs. Bold colours are used to give prominence and visual priority to the four major service types:

<b>Rapid</b>	<b>blue</b>
<b>Frequent</b>	<b>orange</b>
<b>Local</b>	<b>dark grey</b>
<b>Connexion</b>	<b>purple</b>

On maps, the selected colours are easily distinguished from each other, provide high contrast for white lettering, and improve overall legibility by visually separating routes into coloured layers. Colour contrast for lettering is a minimum of 70 per cent, which is the Accessibility for Ontarians with Disabilities Act (AODA) recommended standard. The recommended colour palette has been tested to assure sufficient contrast for readers with red-green colour blindness.

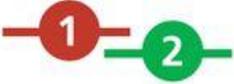
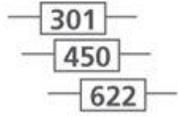
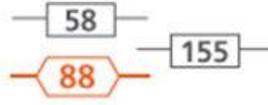
Bus routes in the remaining three service types are depicted using a lighter shade of grey:

<b>School</b>	<b>light grey</b>
<b>Shopper</b>	<b>light grey</b>
<b>Event</b>	<b>light grey</b>

## Symbols

Clear representation of colour is not possible in some applications, such as digital LED signs, and of course is not visible for people with some forms of colour-blindness.

Symbols have been designed to complement the colours assigned to each service type, to improve legibility and usability of maps, and for coordination of information between maps and signs.

<b>O-Train</b>		<b>Local</b>	
<b>Rapid</b>		<b>Connexion</b>	
<b>Frequent</b>		<b>Shopper</b>	
		<b>Event</b>	
		<b>School</b>	
		<b>Route section with limited service</b>	

## Numbers

Route numbers within the OC Transpo network are organized geographically, with specific ranges of numbers assigned to specific areas of the city. This organization makes the route network more orderly and less arbitrary in its presentation on maps, helping customers navigate the service and more easily explore new routes and destinations.

With the replacement of the major cross-regional routes in 2018, most routes will be aligned primarily with one geographic area or another. The historic geographic distribution of OC Transpo route numbers will remain unchanged in 2018, but some inconsistencies that have been introduced in recent years will be corrected.

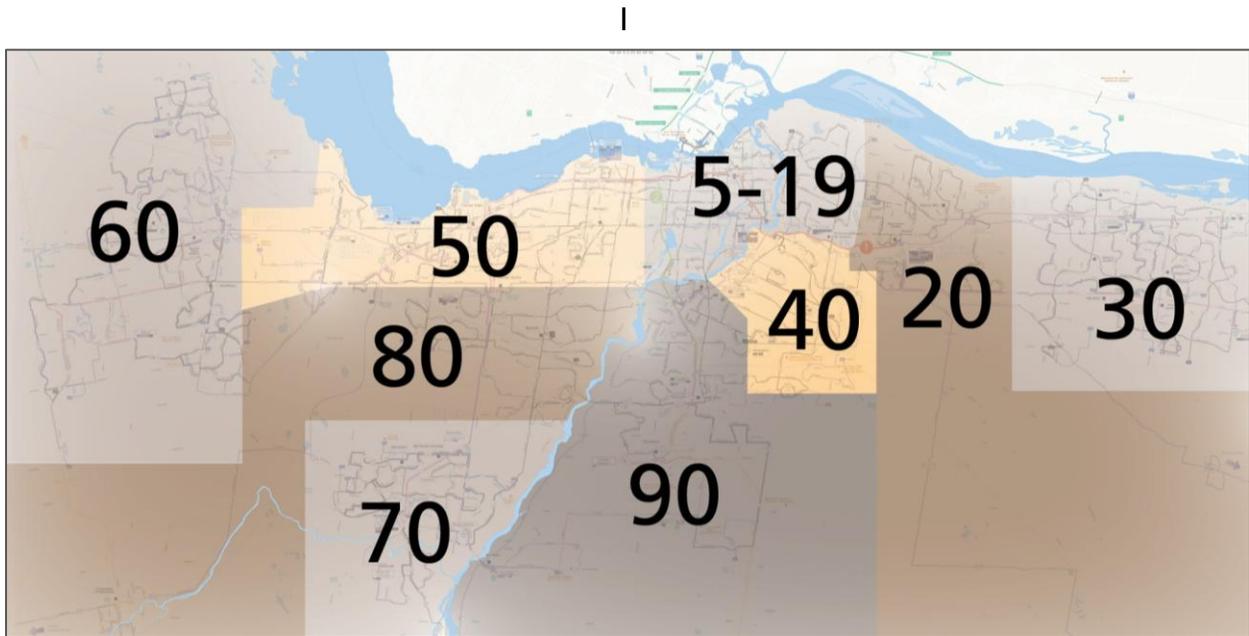
Bus routes 1 and 2 will be renumbered because those numbers are assigned to the two O-Train lines.

Current route numbers have been preserved as much as possible, and routes that are moved into a new category preserve part of their current number. For example, Express route 37 becomes Connexion route 237.

Some series of numbers will be used to reinforce the service type structure:

- Local routes that do not connect to the Confederation Line will be numbered in the 100-series;
- Connexion routes will be numbered in the 200-series;
- Shopper routes that are currently numbered in the 200 series will be re-numbered as 300-series routes; and,
- Event, Rural Partner and School routes remain in the 400-series, 500-series and 600-series respectively.

The base number-range associated with each geographic area is illustrated in Figure 1. The specific distribution of each range by service type is outlined in Table 3.



**FIGURE 1: Geographic organization of route numbers**

	O-Train connection	Kanata	Barrhaven	Nepean	Ottawa West	Central	South Keys	Ottawa East	Gloucester	Orléans
Rapid	✓	60s	70s	--	50s	--	90s	40s	20s	30s
Frequent	✓	--	70s	80s	50s	5-19	--	40s	20s	--
Local	✓	60s	70s	80s	50s	5-19	90s	40s	20s	30s
Local	✗	160s	170s	180s	150s	--	190s	140s	--	130s
Connexion	✓	260s	270s	280s	250s	--	290s	--	220s	230s
Shopper		300s								
Event		400s								
Rural Partners		500s								
School		600s								

**FIGURE 2: Route number range assignment**

Application

The benefits and usability of the new symbol, number, and colour conventions are most evident in their application on maps and bus stop signs, which are significant wayfinding touch-points for customers as they navigate the system.

**System Map**

The transit System Map is a popular planning and reference tool for visitors and new customers, and for existing customers who wish to explore trips in unfamiliar parts of the city. By providing a complete view of all routes offered, the map, whether digital or printed, is a useful supplement to the online Travel Planner, which provides trip-specific routing solutions and often describes just segments of one or two routes. The main functions of the System Map are:

- provide a general understanding of the overall network organization;
- indicate all the routes serving a particular area; and,
- indicate where each individual route travels from end to end.

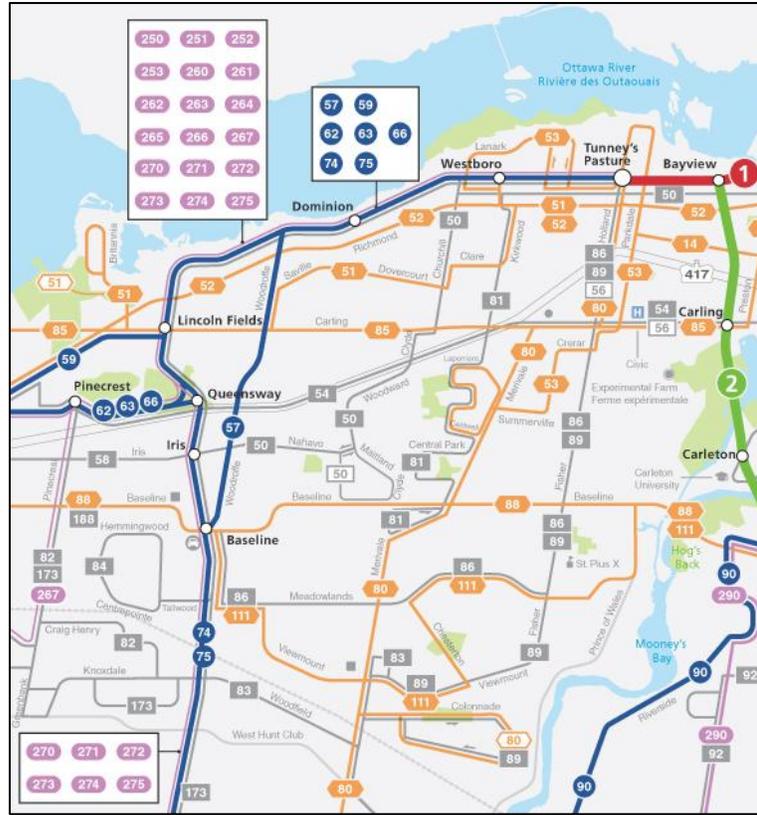
The new 2018 service types, colours, and symbols will simplify and prioritize these primary map functions. In particular, the use of bold colours to highlight each principal service type results in a structured view of the network that simplifies map-reading tasks

by visually organizing the routes and separating priority information from secondary information.

After several years of route changes, including the adjustments required for light rail construction, the introduction of the Confederation Line and 2018 route network is an opportunity to create a System Map that shows the cohesive and stabilized network, and demonstrates the full multimodal integration of all OC Transpo services. A review of best cartographic design principles, especially as they apply to transit maps, was conducted to ensure that the map is easy to use and functions effectively to communicate the new service.

Other design improvements in the 2018 System Map include:

- Symbols used to display route numbers reinforce the service type structure, complement the use of colour, and compensate for colour-blindness;
- Line-weights are varied: O-Train, Rapid and Frequent routes are drawn with wider lines to help readers visually prioritize and easily follow these routes that provide the highest level of service. Local routes are drawn with a medium-width line; Connexion and other routes with limited service are drawn with thin lines; and,
- Route lines and roads are drawn in a schematic form instead of following precise geographic shapes. This improves the readability of the map and assists with its primary purpose of showing relative routings, by removing unnecessary detail and making the lines easier to follow.



**FIGURE 3: 2018 schematic system map design**

Graphic design standards developed for the System Map will be applied to other maps used throughout the system, and are reflected in the O-Train line maps published initially in 2014:



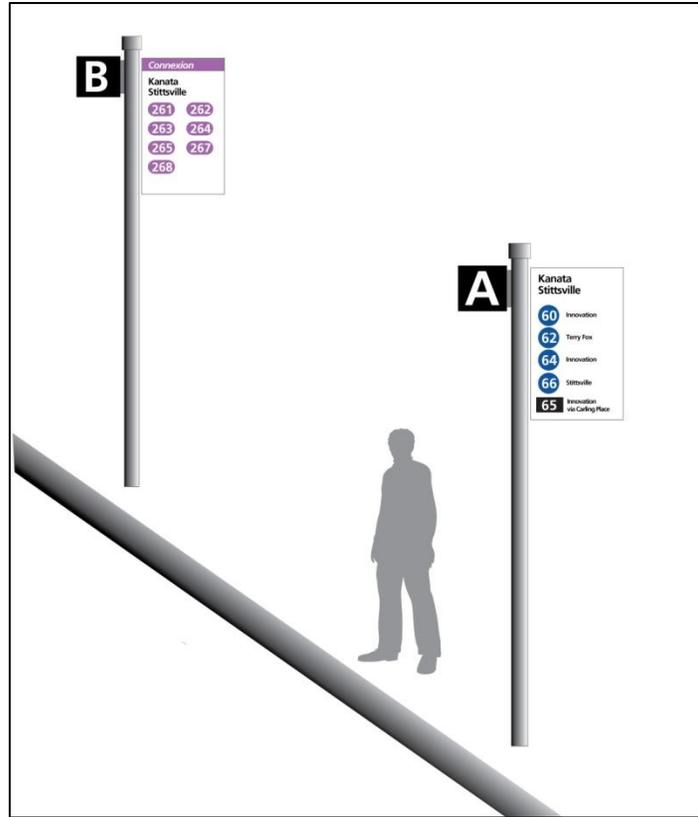
**FIGURE 4: 2018 O-Train map****Bus Stop Signs**

Bus stop signs play a fundamental part in transit wayfinding:

- they validate travel plans by confirming the availability of routes at each access or transfer point;
- they list options for alternate routes;
- they provide basic information about the level of service and hours of operation; and,
- they provide access to schedule details through the automated telephone and texting 560 scheduling service.

Bus stop signs will display route numbers using the same colours and symbols as on the System Map. Two basic sign designs are required – one for bus stops on station platforms, and one for bus stops along the street.

In stations, bus routes are assigned to one stop amongst several stops on a bus platform. Each bus stop has a unique alpha identifier that is a prominent feature in the bus stop design, allowing it to be seen from a considerable distance. Transit branding is a less-important aspect of bus stop signs in stations, because they are already obviously located within an OC Transpo facility (Figure 4).



**FIGURE 5: Bus stop signs on station platforms**

Digital displays in each station indicate which bus stop is assigned to each route, using the unique alpha identifier. Electronic signs will show the next bus departures on all routes at the station (Figure 5).

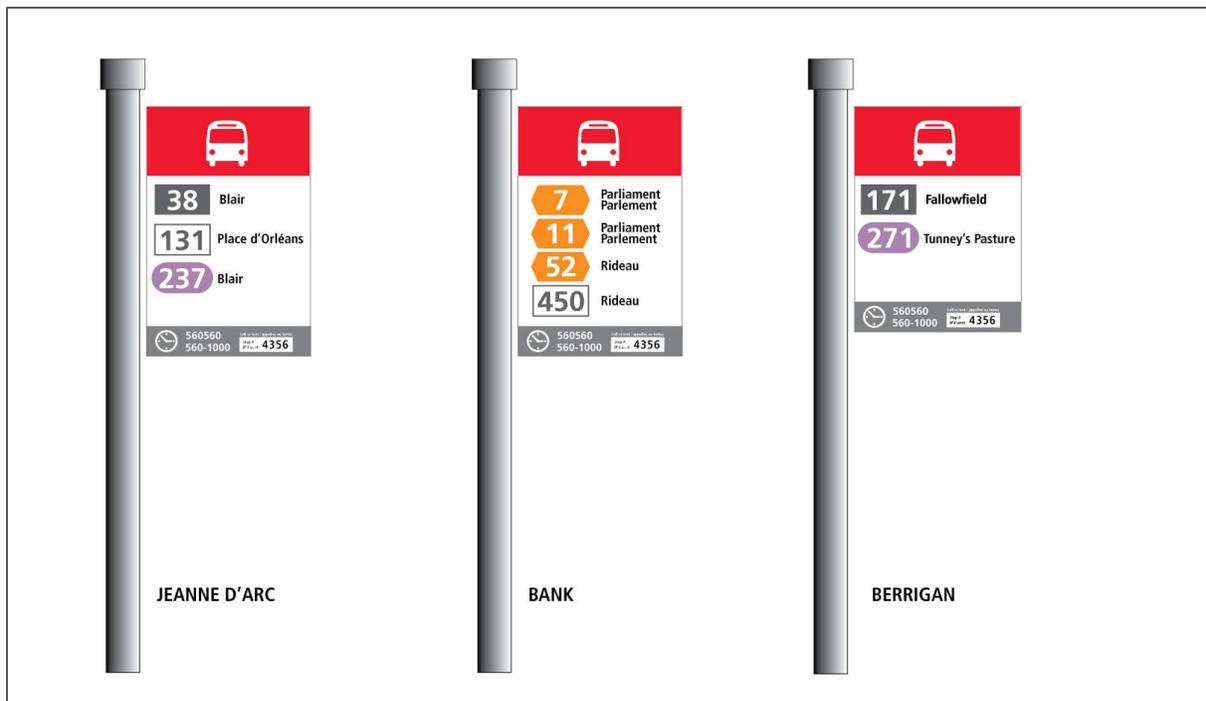
ROUTE CIRCUIT	DESTINATION	STOP ARRÊT	Minutes
51	Britannia	C	5 & 15
52	Bayshore	C	3 & 23
62	Stittsville via Terry Fox	A	5 & 10
74	Barrhaven	E	6 & 11
271	Stoneway	E	16 & 28
283	Richmond	E	2 & 47

**FIGURE 6: Electronic next-bus sign**

Route destination names are used to distinguish one direction of travel from another (for example, 98 Hawthorne vs. 98 Hurdman), and these are also displayed on the sign when required. At terminal stations such as Blair, Hurdman and Tunney's Pasture, many routes have just one direction of travel and this distinction is not necessary.

In addition to route numbers, colours, symbols and destination names, bus stop signs located along the street will include prominent transit branding. This helps pedestrians and bus operators locate a stop, and helps visitors unfamiliar with OC Transpo to identify the sign as a transit stop.

Initial concepts for bus stop signs for the 2018 service network are shown in Figure 6. These layouts will continue to evolve based in part on the continuing work on the detailed design of the wayfinding for the Confederation Line.



**FIGURE 7: Concept for on-street bus stop signs**

### Implementation

The 2018 System Map will be an important tool for communicating the new service network and wayfinding structure to customers. The 2018 System Map will be rolled out to customers in 2017 as part of the “18 Minus 18” project, a communication, information and education campaign to build understanding and knowledge about the Confederation Line.

New route numbers will be introduced gradually over the next two years, at each planned quarterly service change. New bus stop signs featuring new colours and symbols will be introduced across the system starting in January 2017, with all to be in place when the Confederation Line opens.

This phased implementation will simplify communication to customers by reducing the amount of change introduced at any one time. The new colour convention and many new route numbers will be in place and familiar to customers before the final set of changes occur, on the first day of operation of the Confederation Line. As with all information about the transition to multimodal service, these changes will be communicated to customers through the “18 Minus 18” project.

The “18 Minus 18” program will be a comprehensive communication, information, and education campaign to begin in early 2017, to build understanding, knowledge and excitement about Confederation Line operations among our customers, Transit Commission, City Council, and all City stakeholders. The campaign will help transition customers to the new service and will build on the Customer Journey Mapping project. Specific objectives of the campaign include: increasing awareness of the Confederation Line and its benefits, educating stakeholders about how the system works and how to maneuver through the light rail system, creating a sense of confidence regarding use of the light rail system, and supporting customers as they adapt to changes. A report on the “18 Minus 18” program will be brought to the Transit Commission later this year.

## **RURAL IMPLICATIONS**

Express and peak-only routes serving rural villages (Munster, Richmond, Manotick, Navan, Vars, Sarsfield, and Cumberland) will become Connexion routes meeting the Confederation Line at Tunney’s Pasture, Hurdman or Blair stations.

Shopper routes from Dunrobin, Richmond, North Gower/Manotick, Metcalfe, and Sarsfield will be renumbered in the 300-series instead of the 200-series, which is reserved for Connexion routes.

## **CONSULTATION**

OC Transpo receives ongoing feedback from customers regarding service information designs and communication methods, and this feedback has been incorporated into the 2018 wayfinding designs from the outset of the design process.

Additional feedback was provided through the Customer Journey Mapping consultation and activities conducted with OC Transpo customers in 2015.

The wayfinding consultants hired in 2015 conducted interviews with transit customers early in their research and review process, and completed this process with focus group testing at the end to validate concepts and designs.

### **ADVISORY COMMITTEE(S) COMMENTS**

This has not been considered by advisory committees.

### **LEGAL IMPLICATIONS**

There are no legal impediments to receiving this report for information.

### **RISK MANAGEMENT IMPLICATIONS**

There are no risk implications.

### **FINANCIAL IMPLICATIONS**

There are no financial implications associated with this report.

### **ACCESSIBILITY IMPACTS**

All transit signage and communication materials are assessed according to the Accessibility for Ontarians with Disabilities Act and the City of Ottawa Accessibility Design Standards, and meet the specifications contained therein. The design process for OC Transpo's 2018 wayfinding system considered the impact of colours, colour contrast, fonts, letter sizes, and symbols to maximize legibility in all primary applications. Standards for simplicity and clarity were also considered in the selection of names and terminology for service types and directional names. Number and letter sizes on the new bus stop signs and maps are all larger than current versions.

### **TERM OF COUNCIL PRIORITIES**

This report supports the following 2015-2018 Term of Council priorities:

*Transportation and Mobility* – Meet the current and future transportation needs of residents and visitors through Phase 1 and Phase 2 of the Transportation Master Plan, including ensuring the City's transit services are reliable and financially sustainable. Continued focus on improving mobility during the LRT implementation, and support for alternative transportation methods including cycling and walking, as well as transit.

*Service Excellence* – Improve client satisfaction with the delivery of municipal services by measurably strengthening the culture of service excellence at the City, by improving the efficiency of City operations, and by creating positive client experiences.

*Financial Sustainability* – Practice prudent fiscal management of existing resources, and make sound long-term choices that allow City programs and services to be sustainable.

*Sustainable Environmental Services* – To provide sustainable environmental services that balance protection of our natural resources and support the planned growth of the city with the duty to ensure fiscal sustainability and meet legislative requirements in the delivery of municipal services.

## **DISPOSITION**

Staff will undertake any further direction from the Transit Commission.