



# Southeast Regional Transportation initiative (SERTi)

Market Research Study - Public Transit Services  
Southeast Region of Manitoba

July 2024



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# Table of Contents

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- 1. INTRODUCTION..... 5
- 2. FIELD SURVEYS RESULTS & ANALYSIS..... 9
- 3. PUBLIC TRANSIT SERVICES DESIGN ..... 22
- 4. BUSINESS PLAN..... 61
- 5. REGIONAL CT SERVICES PROPOSAL..... 66
- 6. REFERENCES ..... 101



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- Market research is a dynamic tool that, by its very nature must be able to evolve by considering changes observed in the field and/or according to new data or information that will be collected after the market study has been finalized. The report should be viewed as a snapshot of a market assessment for a specific moment in time.
  - Section V presents a preliminary version of regional services proposals to be revised, adjusted and modified by SERTi members according to needs and regional resources.
  - This report and the associated tools (Excel files and appendices, surveys) can and should be modified with the advancement of regional project(s), considering new information, new data available as well as the observations of stakeholders and their experiences in the field.





## 1. Introduction

# 1.1 Context

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The Association des Municipalités Bilingues du Manitoba (AMBM) is the voice of bilingual municipal leadership. Acting politically and strategically, it leverages the added value that French brings to bilingualism to bolster the development, vitality and sustainability of its member municipalities and their communities.

Since its creation as a green sector of the Economic Development Council for Manitoba Bilingual Municipalities (CDEM) in 2008, Eco-West Canada's (EWC) mandate has been to promote the growth of small and medium-sized municipalities through the planning and implementation of sustainable economic development initiatives at the local and regional levels. In 2018, EWC was incorporated as a not-for-profit national entity and member of the AMBM Group.

AMBM and EWC mandated YHC Environnement (its mobility division) to conduct a market study of a public transit services offer to meet public transit development needs in rural areas.

The completion of this market study follows that of a feasibility study, and the results of this study will enable AMBM, EWC and its regional partners - the 'SERTi' group, consisting of 11 rural municipalities, one First Nation, and an economic development group from Steinbach - to design and implement public transit services to serve various localities in southeastern Manitoba.



# 1.2 Methodology

## 1.2.1 Field Survey

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### a. Stakeholders

- ✓ Surveyed stakeholders are active in their communities and their views are generally influential to the public in relation to their political, social and media activities. This is why their opinions on public transit issues in the regions are important for the development of services.
- ✓ A survey was conducted with regional stakeholders to assess their interest in the implementation of conventional transit (CT) solutions of three types: conventional public transit (CPT), smart public transit services (SPT) and active transportation in order to meet multiple types of travel needs. The survey also enabled respondents to give an opinion on the creation of transportation hubs and their potential locations.
- ✓ As of February 14, 2024, 21 stakeholders had responded to this survey consultation from the beginning of December 2023 to February 2024.
- ✓ The survey of decision makers made it possible to formally consult on their interest towards the possible development of CPT, SPT and active transportation solutions.
- ✓ The surveys were specifically sent to decision makers. For this reason, the results cannot be interpreted as a snapshot of political opinion for the region (Southeast Manitoba), but rather representative of the opinions of decision-makers that were specifically targeted by the surveys.
- ✓ The results show a variety of opinions that confirm a form of representation.
- ✓ All respondents provided their names, making potential follow-ups possible.

### b. Regional Public Survey

- ✓ A second survey of the public was conducted from January to March 2024, by municipality (RM), to assess their interest in using public transit services according to both CPT and SPT types, as well as active transportation services. This survey assessed public interest by region.
- ✓ By type of services CPT (Bus) or SPT (Carpooling, Car Sharing) and electric bike sharing.
- ✓ On the potential usage profile of the services: days, number of hours, destinations.
- ✓ On the 'expected' fares for the service offer according to the CPT or SPT services.
- ✓ On the interest of participating in the service offering by acting as a driver (carpooling, carsharing).



# 1.3 Acronyms / Definitions

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**ODT** - On-demand transport

**CPT** - Conventional public transit

**SPT** - Smart public Transit

**User** - Person who uses a public transit service.

**Beneficiary** - A beneficiary is a user who does not pay the full cost of a service that is subsidized.

**Clientele** - These are the market segments served, i.e., the users and beneficiaries.

**Fare** - The amount paid by a user for the use of a public transit service that may or may not correspond to the full cost of the service used.

**Sharing Economy** - Services based on concepts such as carsharing, carpooling

**Internet of Things** - The interconnection via the internet of computing devices embedded in everyday objects, enabling them to send and receive data.

**CAPEX** - Capital Costs

**OPEX** - Operating Costs







## **2. Field Survey Results & Analysis**

# 2.1 Stakeholders Consultation

## 2.1.1 Analysis & Comments

### a. Overall trend

- With the exception of bus (38% yes) and e-bike (45% yes) services, stakeholder opinions show a high approval score on transit service proposals.

### b. Active Transportation

- eBike sharing services get an approval score below 50%.
- However, we notice that a majority (55%) of stakeholders approve bike road implementation, while 25% are against.
  - ✓ Sharing the road appears to be a concern.
  - ✓ Road security issues a factor

### c. HUB implementation recommendations

- La Broquerie** - Hylife Center
- Piney** - Woodridge, Sprague, Vassar
- De Salaberry** - Providence College in the Otterburne region, Chalet Malouin (or nearby location) and Coop Gas bar for the St. Malo Region
- Reynolds** - Highway 1 beside recycling shed in Richer (Maple Drive)
- Ritchot** - IDC/Grande Pointe Community Centre
- Stuartburn** - 132 Drull Ave East or off Railway Ave at Rest Area

- Hanover** - One location in each of five urban communities (Mitchell, Blumenort, Kleefeld, Grunthal, New Bothwell)
- Steinbach** - Mall
- Taché** - Lorette/ landmark CCLCC & arena
- St-Pierre-Jolys** - Arena or park parking lots

**Table 2.1 - Summary -Stakeholders Consultation**

Services	Yes	Maybe	No
Bus	38%	33%	29%
Carsharing	76%	14%	10%
Carpooling	80%	10%	10%
Ridesharing	80%	20%	0%
eBike	45%	25%	30%
Bike Road	55%	20%	25%
Public Transit HUB	75%	20%	5%



# 2.1 Stakeholders Consultation

## 2.1.2 Stakeholder Survey

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### a. Questions

- Q1. Name (Last, First)
- Q2. Occupation
- Q3. Which municipality do you represent?
- Q4. Role in the SERTi project?
- Q5. Do you want to see conventional bus transit services implemented in your region?
- Q6. Why did you answer "no" to implementing conventional bus transit services in your region?
- Q7. Do you want to see carsharing services implemented in your region?
- Q8. Why did you answer "no" to implementing carsharing services in your region?
- Q9. Do you want to see car-pooling services implemented in your region?
- Q10. Why did you answer "no" to implementing car-pooling services in your region?
- Q11. Do you want to see ridesharing services implemented in your region?
- Q12. Why did you answer "no" to implementing ridesharing services in your region?
- Q13. Do you want to see electric-bike sharing services implemented in your region?
- Q14. Why did you answer "no" to implementing electric-bike sharing services in your region?
- Q15. Do you want to see bike roads implemented in your region?
- Q16. Why did you answer "no" to implementing bike road in your region?
- Q17. Do you want to see Public transit - HUBs implemented in your region?
- Q18. Why did you answer "no" to implementing public transit HUB in your region?
- Q19. Where would you see a Public transit - HUB implemented in your region? (Municipality)
- Q20. Can you specify the potential location (address) where you think a public transit - HUB could be implemented in your municipality?



# 2.1 Stakeholders Consultation

## 2.1.2 Stakeholder Survey

### b. Answers

#### Q5. Do you want to see conventional bus transit services implemented in your region?

Answer Choices	Responses	
Yes	38.10%	8
No	28.57%	6
Maybe	33.33%	7
	Answered	21
	Skipped	0

#### Q6. Why did you answer "no" to implementing conventional bus transit services in your region?

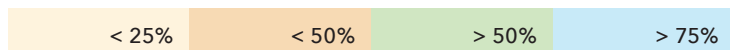
Answer Choices	Responses	
We don't need it	33.33%	2
I think it's too expensive	33.33%	2
I don't really know	0.00%	0
Other (please specify)	33.33%	2
	Answered	6
	Skipped	15

#### Q7. Do you want to see carsharing services implemented in your region?

Answer Choices	Responses	
Yes	76.19%	16
No	9.52%	2
Maybe	14.29%	3
	Answered	21
	Skipped	0

#### Q8. Why did you answer "no" to implementing carsharing services in your region?

Answer Choices	Responses	
We don't need it	100.00%	1
I think it's too expensive	0.00%	0
I don't really know	0.00%	0
Other (please specify)	0.00%	0
	Answered	1
	Skipped	20



# 2.1 Stakeholders Consultation

## 2.1.2 Stakeholder Survey

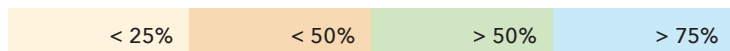
### b. Answers

Q9. Do you want to see car-pooling services implemented in your region?		
Answer Choices	Responses	
Yes	80.00%	16
No	10.00%	2
Maybe	10.00%	2
	Answered	20
	Skipped	1

Q10. Why did you answer "no" to implementing car-pooling services in your region?		
Answer Choices	Responses	
We don't need it	50.00%	1
I think it's too expensive	0.00%	0
I don't really know	0.00%	0
Other (please specify)	50.00%	1
	Answered	2
	Skipped	19

Q11. Do you want to see ridesharing services implemented in your region?		
Answer Choices	Responses	
Yes	80.00%	16
No	0.00%	0
Maybe	20.00%	4
	Answered	20
	Skipped	1

Q12. Why did you answer "no" to implementing ridesharing services in your region?		
Answer Choices	Responses	
We don't need it	0.00%	0
I think it's too expensive	0.00%	0
I don't really know	0.00%	0
Other (please specify)	0.00%	0
	Answered	0
	Skipped	21



# 2.1 Stakeholders Consultation

## 2.1.2 Stakeholder Survey

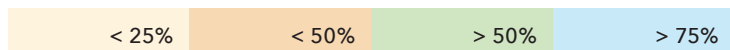
### b. Answers

Q13. Do you want to see electric-bike sharing services implemented in your region?		
Answer Choices	Responses	
Yes	45.00%	9
No	30.00%	6
Maybe	25.00%	5
	Answered	20
	Skipped	1

Q14. Why did you answer "no" to implementing electric-bike sharing services in your region?		
Answer Choices	Responses	
We don't need it	33.33%	2
I think it's too expensive	0.00%	0
I don't really know	0.00%	0
Other (please specify)	66.67%	4
	Answered	6
	Skipped	15

Q15. Do you want to see bike road implemented in your region?		
Answer Choices	Responses	
Yes	55.00%	11
No	25.00%	5
Maybe	20.00%	4
	Answered	20
	Skipped	1

Q16. Why did you answer "no" to implementing bike roads in your region?		
Answer Choices	Responses	
We don't need it	20.00%	1
I think it's too expensive	0.00%	0
I don't really know	0.00%	0
Other (please specify)	80.00%	4
	Answered	5
	Skipped	16



# 2.1 Stakeholders Consultation

## 2.1.2 Stakeholder Survey

### b. Answers

**Q17. Do you want to see Public transit - HUB implemented in your region?**

Answer Choices	Responses	
Yes	75.00%	15
No	5.00%	1
Maybe	20.00%	4
	Answered	20
	Skipped	1

**Q18. Why did you answer "no" to implementing public transit HUB in your region?**

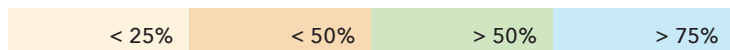
Answer Choices	Responses	
We don't need it	100.00%	1
I think it's too expensive	0.00%	0
I don't really know	0.00%	0
Other (please specify)	0.00%	0
	Answered	1
	Skipped	20

**Q19. Where would you see Public transit - HUB implemented in your region? (Municipality)**

Answered	19
Skipped	2

**Q20. Can you specify the potential location (address) where you think a public transit - HUB could be implemented in your region?**

Answered	19
Skipped	2



## 2.2 Regional Public Surveys

### 2.2.1 Analysis & Comments

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#### a. Bus Services

- Favourable Interest
- The undecided make the difference
- Public interest in bus services is similar to stakeholders' results. (See Section 2.1.2)

#### b. Carpooling Services

- Carpooling - Variable interest: High for some regions and low for others
- The undecided make a difference in the acceptance rate.
- Public interest in carsharing services is 59% lower than stakeholders' results. (See Section 2.1.2)
- Steinbach - Piney-Hanover-Reynolds: Users who are very unwilling to pay the rate/cost

#### c. Ridesharing Services

- Ridesharing - All regions are very supportive of ridesharing
- The undecided make a difference in the acceptance rate.
- Winnipeg - users very unwilling to pay a rate/cost of \$0.62/km
- Steinbach - users unwilling to pay a fare of \$0.62/km
- Public interest in carsharing services is 44% lower than stakeholders' results. (See Section 2.1.2)

#### d. Carsharing Services

- Variable Interest: high and low to medium
- The undecided make the difference
- Users are not or not in favour of paying a fare equivalent to the fare/cost \$8/hr
- Public interest in carsharing services is 55% lower than stakeholders' results. (See Section 2.1.2)

#### e. eBike Services

- Public interest in eBike services is low for all regions.
- Users are very reluctant to pay the fare/cost





## 2.2 Regional Public Surveys

### 2.2.1 Analysis & Comments

#### f. General comments

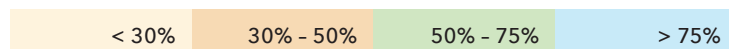
- Results vary considerably from one region to another
- No major correlation except a weak one between:
  1. Income & Ridesharing
  2. Age & Carpooling
  3. Income & eBike
- Carpooling is the most economic SPT solution.
  - Strategy: Need for promotion & communication activities

Table 2.2 - Correlation Analysis

Variables	Income	Age
Bus	-0.27	0.12
Carpooling	-0.19	0.52
Ridesharing	0.43	-0.22
Carsharing	0.20	0.33
ebiking	0.66	0.33

Table 2.3a - Public Survey Results by Services - %

Summary Analysis	Answer	Total	BPFN	Hanover	La Broquerie	Piney	Reynolds	Ritchot	RM/Town Ste-Anne	St-Pierre-Jolys/De Salaberry	Steinbach	Stuartburn	Taché
Q4 - Bus	Yes + Maybe	70%	73%	72%	71%	85%	68%	69%	77%	68%	79%	50%	57%
Q14 - Carpooling	Yes + Maybe	59%	80%	60%	54%	84%	60%	54%	56%	59%	48%	48%	42%
Q20 - Ridesharing	Yes + Maybe	74%	70%	73%	68%	84%	68%	81%	74%	74%	81%	58%	77%
Q33 - Carsharing	Yes + Maybe	59%	50%	47%	41%	87%	61%	61%	56%	58%	62%	61%	60%
Q36 - eBiking	Not at all	52%	53%	44%	58%	68%	58%	44%	57%	45%	39%	61%	43%

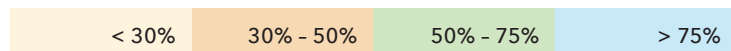


## 2.2 Regional Public Surveys

### 2.2.1 Analysis & Comments

Table 2.3b - Public Survey Results Summary - %

Summary Analysis	Answer	Total	BPFN	Hanover	La Broquerie	Piney	Reynolds	Ritchot	RM/Town Ste-Anne	St-Pierre-Jolys/De Salaberry	Steinbach	Stuartburn	Taché
<b>Age - Over 55</b>			71%	37%	28%	60%	55%	47%	48%	33%	44%	47%	50%
Q4 - Bus	Yes + Maybe	70%	73%	72%	71%	85%	68%	69%	77%	68%	79%	50%	57%
	Yes	34%	36%	40%	32%	36%	37%	26%	39%	27%	51%	23%	26%
Winnipeg	Fare/Cost Level	37%	20%	16%	26%	41%	78%	29%	34%	42%	59%	25%	39%
Steinbach	Fare/Cost Level	37%	27%	5%	42%	37%	70%	13%	45%	66%	NA	33%	36%
Q14 - Carpooling	Yes + Maybe	59%	80%	60%	54%	84%	60%	54%	56%	59%	48%	48%	42%
	Yes	20%	30%	22%	14%	31%	20%	21%	16%	23%	17%	12%	13%
Winnipeg	Fare/Cost Level	57%	44%	41%	67%	67%	33%	53%	54%	67%	69%	50%	82%
Steinbach	Fare/Cost Level	47%	44%	19%	60%	26%	21%	43%	49%	81%	NA	50%	77%
Q20 - Ridesharing	Yes + Maybe	74%	70%	73%	68%	84%	68%	81%	74%	74%	81%	58%	77%
	Yes	32%	25%	30%	36%	38%	25%	44%	37%	32%	42%	13%	31%
Winnipeg	Fare/Cost Level	17%	8%	15%	16%	4%	8%	43%	22%	20%	19%	7%	21%
Steinbach	Fare/Cost Level	19%	0%	8%	53%	4%	12%	12%	33%	42%	NA	7%	18%
Q33 - Carsharing	Yes + Maybe	59%	50%	47%	41%	87%	61%	61%	56%	58%	62%	61%	60%
	Yes	18%	22%	13%	19%	23%	19%	27%	21%	17%	19%	9%	13%
	Fare/Cost Level	43%	44%	30%	64%	41%	27%	38%	31%	60%	53%	29%	54%
Q36 - eBiking	Not at all	52%	53%	44%	58%	68%	58%	44%	57%	45%	39%	61%	43%
	Fare/Cost Level	10%	0%	8%	27%	10%	13%	7%	0%	10%	3%	22%	8%



## 2.2 Regional Public Surveys

### 2.2.1 Analysis & Comments

Table 2.4 - Public Survey Results & Data

		BPFN	Hanover	La Broquerie	Piney	Reynolds	Ritchot	RM/Town Ste-Anne	St-Pierre-Jolys/De Salaberry	Steinbach	Stuartburn	Taché
Family Income		\$79,500	\$82,000	\$79,500	\$65,500	\$73,000	\$98,000	\$82,000	\$80,000	\$75,500	\$65,000	\$98,000
Population	2021	219	17,216	6,725	1,843	1,344	7,469	5,584	3,918	17,806	1,731	11,916
Density	Pers/km <sup>2</sup>	13.2	23.6	11.6	0.8	0.4	22.5	11.7	5.9	474.1	1.5	20.5
Number of answers	390	22	111	31	33	41	62	69	107	68	26	58
Age - Over 55	Respondent ratio	71%	37%	28%	60%	55%	47%	48%	33%	44%	47%	50%
Q4 - Bus	Yes + Maybe	73%	72%	71%	85%	68%	69%	77%	68%	79%	50%	57%
Q14 - Carpooling	Yes + Maybe	80%	60%	54%	84%	60%	54%	56%	59%	48%	48%	42%
Q20 - Ridesharing	Yes + Maybe	70%	73%	68%	84%	68%	81%	74%	74%	81%	58%	77%
Q33 - Carsharing	Yes + Maybe	50%	47%	41%	87%	61%	61%	56%	58%	62%	61%	60%
Q36 - eBiking	Not at all	53%	44%	58%	68%	58%	44%	57%	45%	39%	61%	43%



## 2.2 Regional Public Surveys

### 2.2.1 Analysis & Comments

Table 2.5 - Public Surveys Results Summary - Numbers

SUMMARY - Analysis		Total 628	BPFN 22	Hanover 111	La Broquerie 31	Piney 33	Reynolds 41	Ritchot 62	RM/Town Ste-Anne 69	St-Pierre- Jolys/De Salaberry 107	Steinbach 68	Stuartburn 26	Taché 58
Q4 - Bus	Yes/Maybe	443	16	80	22	28	28	43	53	73	54	13	33
	Yes	217	8	44	10	12	15	16	27	29	35	6	15
Winnipeg	Fare/Cost Level	147	3	12	5	11	21	11	16	27	27	3	11
Steinbach	Fare/Cost Level	127	4	4	8	10	19	5	21	42	0	4	10
Q14 - Carpooling	Yes/Maybe	332	16	64	15	27	24	30	35	58	29	12	22
	Yes	116	6	23	4	10	8	12	10	23	10	3	7
Winnipeg	Fare/Cost Level	186	7	26	10	18	8	16	19	38	20	6	18
Steinbach	Fare/Cost Level	139	7	12	9	7	5	13	17	46	0	6	17
Q20 - Ridesharing	Yes/Maybe	422	14	74	19	27	27	42	46	71	48	14	40
	Yes	188	5	30	10	12	10	23	23	31	25	3	16
Winnipeg	Fare/Cost Level	78	1	11	3	1	2	18	10	14	9	1	8
Steinbach	Fare/Cost Level	78	0	6	10	1	3	5	15	30	0	1	7
Q33 - Carsharing	Yes/Maybe	304	9	43	11	27	22	30	32	52	36	14	28
	Yes	94	4	12	5	7	7	13	12	15	11	2	6
	Fare/Cost Level	131	4	13	7	11	6	11	10	31	19	4	15
Q36 - eBiking	Not at all	255	9	40	15	21	21	21	32	40	22	14	20
	Fare/Cost Level	22	0	4	3	1	2	2	0	5	1	2	2



## 2.2 Regional Public Surveys

### 2.2.1 Analysis & Comments

Table 2.6 - Public Surveys Results: No. of individuals interested in driving for others

DRIVER	BPFN		Hanover		La Broquerie		Piney		Reynolds		Ritchot		RM/Town Ste-Anne		St-Pierre-Jolys/De Salaberry		Steinbach		Stuartburn		Taché	
Age - Over 55	71%		37%		28%		60%		55%		47%		48%		33%		44%		47%		50%	
	Yes	Maybe	Yes	Maybe	Yes	Maybe	Yes	Maybe	Yes	Maybe	Yes	Maybe	Yes	Maybe	Yes	Maybe	Yes	Maybe	Yes	Maybe	Yes	Maybe
Carpooling	7	6	25	32	8	7	10	12	16	7	14	13	17	22	26	28	18	14	5	7	8	20
Ridesharing	4	3	5	23	1	5	3	15	4	13	5	15	3	20	9	28	6	16	1	9	0	12
\$0.62/km	3	3	5	14	1	4	5	11	2	10	3	15	6	10	8	22	9	12	3	7	1	9





### **3. Public Transit Services Design**

# 3.1 Public Transportation Services

## 3.1.1 Solutions

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To meet the needs for public transit services with the resources available, there is no single solution that can meet both the needs and be economical. This is true for urban areas and even more so for areas with low and variable population densities.

In addition to traditional conventional public transport services (Train-Tram-Bus-Taxi), the development of new innovative solutions related to the sharing economy and the Internet of Things offer alternatives and complementary solutions to meet the needs of citizens and users.

To better understand and identify possible solutions, we classified public transit services according to their services and types.

### a. Nature of services

There are two types of public transit services that can be identified:

1. Conventional public transit (CPT) services, which are the services traditionally used by communities when they are available.
2. Smart Public Transit (SPT) services, which represent a new type of public transit service that can complement and enhance CPT services.
3. For both types of services, transport-on-demand (ToD) remains an increasingly popular strategy, which can be applied with a dispatcher or in an automatic form via a 'smart' platform.

### b. CPT Services

For CPT services, we find:

1. Regular bus operating on a fixed schedule or on request
2. Taxi - bus, including conventional taxi
3. Car Sharing
4. Ridesharing
5. Carpooling

The last three services are part of a new category or type of smart services because they are offered via a sharing economy and phone apps or a computerized platform.

### c. Types of services

The types of services are linked to the nature of the trip (origin-destination), schedule constraints, space or support needs.

Example: The user can drive the vehicle / be driven (bus, ridesharing and carpooling).



# 3.1 Public Transportation Services

Table 3.1 - Services - Category & type of services

Category	Services		Type
Conventional Public Transit	1	Regular bus	Local
		Adapted bus	Local - Interregional
	2	Taxi - Bus	Local - Interregional
	3	Bus	Inter-regional
Smart Public Transit	A	Carsharing	Transportation
			For ridesharing (B)
			For carpooling (C)
	B	Ridesharing	Basic - Individual
			Multi-trip (Taxi-bus mode)
	C	Carpooling	Basic - Individual
Multi-trip (Taxi-bus mode)			





# 3.1 Public Transportation Services

## 3.1.2 - Conventional Public Transit - CPT

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Public transit is a mode of transportation consisting of transporting several people together on the same trip. It is usually accessible in return for a ticket or a card. Most transit systems operate along fixed routes with fixed embarkation/drop-off points on a pre-established schedule. Taxi services offer on-demand services in many parts of the world, which can compete with or complement fixed public transportation lines, by bringing passengers to transfer points.

Paratransit is sometimes used in areas of low demand and for people who need door-to-door service.

Shuttle (van or bus): fixed routes and times, or upon request.

### i. Context

The reality of public transit services offered to communities in regions, far from major metropolitan urban centres or simply urban centres in general, is that it is very difficult.

In fact, even if there are some inter-regional transportation services between the main cities, the services available for local or intra-regional travel (taxi, bus, carpooling, etc.) are generally absent or very limited.

The resources of the organizations responsible for providing public transit and paratransit services in the regions are limited.

### ii. Meeting needs and demand

- To ensure financial stability in the financing of conventional transit services, especially in the current economic climate, it is important to offer CPT services where demand is or will be sufficient to justify and support investments.
- In areas that are not served by CPT or have access to few transit services, needs assessment can be problematic.
- The results of the SERTi survey confirm this assertion as the answers are sometimes contradictory. Uses and practice have shaped the use of the motor vehicle (sedan, SUV or pickup truck): Respondents do not have access to CT services but are satisfied with the means available to them (car).
- This is why in this context, the exercise of assessing potential demand for CT services is more difficult.
- The design and creation of HUBs and intermodal stations is strategically important to generate and support optimal service demand for CPT services.



# 3.1 Public Transportation Services

## 3.1.3 - Smart Public Transit - SPT

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SPT is based on a sharing economy concept paired with tools (platforms & modules) that allow fleet management (vehicles) and a flexible service offer adapted to the material, financial and human resources available.

Vehicles can be shared by the owner for specific needs (municipal, commercial) and also made available for public transportation services.

### i. Carsharing

Carsharing, or self-service cars, is the pooling of a fleet of motor vehicles for the benefit of subscribers by a vehicle management organization.

Carsharing is a tool for sustainable mobility that can serve as a basis for optimizing carpooling and ridesharing. Each subscriber can use a vehicle for the route of his choice and for a limited time.

Unlike carpooling, the practice of sharing a vehicle on common routes, carsharing allows for the successive use of a car by different users. The system is part of a shared mobility logic to allow its users to use a means of transportation without owning the vehicle, by purchasing a service and not a good.

- Also contributes to sustainable mobility (reduced need for vehicles)

### ii. Carpooling

Carpooling is the joint and organized use of a motor vehicle, by a non-professional driver and one or more third party passengers, for the purpose of making a common journey.

The concept differs from carsharing, where the same car is used by several successive users. In the case of carpooling, the objective is to pool car trips.

It provides individual benefits (sharing fuel and maintenance expenses, enhancing travel, developing social ties) and collective benefits (increasing vehicle occupancy, reducing traffic jams and pollution).

In some countries, carpooling is compensated within the limit of a mileage tax scale, which allows the greatest number of people to travel.

- Basic public transportation (1 to 3 passengers/vehicle or 4 to 5 passengers/minivan)
- Sustainable mobility (reduction of solo driving and the need for vehicles)



# 3.1 Public Transportation Services

## 3.1.3 - Smart Public Transit - SPT

---

### iii. Ridesharing

Ridesharing is a smart public transit service that allows interaction and exchange of UBER or LYFT ride-sharing services between users who choose their place of departure and destination and drivers available to offer transportation services.

The objectives of the service are to help community stakeholders in a mutual way. That is, users benefit from public transit service and drivers receive compensation for their assistance to the community.

It is the local organization or operator that decides on fares and modalities between users, beneficiaries and partners.

Offered by municipalities or organizations that can also act as regional operators, ridesharing is a technological innovation for the regions and the development of sustainable mobility.

- Basic public transportation (1 to 3 passengers/vehicle or 4 to 5 passengers/minivan)
- Sustainable mobility (reduction of solo driving and the need for vehicles)



# 3.1 Public Transportation Services

## 3.1.4 - Active Transportation - AT

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Active Transportation or active mobility is the transportation of people or goods, through non-motorized means, based around human physical activity. The best-known forms of active mobility are walking and cycling, though other modes include running, rowing, skateboarding, kick scooters and roller skates. Due to its prevalence, cycling is sometimes considered separately from the other forms of active mobility.

### i. Cycling

- Cycling is an increasingly popular form of active transportation in Canadian communities. The electrification of transport and the development of electric bicycles has made it possible to improve the accessibility of this means of active transportation among the various age groups of the population in all regions of the country, and not just only in the most urbanized areas.
- As was pointed out in the feasibility study, according to the analysis of statistical data, cycling comes in second to last position before the use of public transportation. (SERTi Feasibility Study, Table 5.1 and statistics in Section 1).

### ii. Conventional and electric bike sharing

- Bike-sharing services are multiplying in several major cities but also in other regions of Canada. (Example: BIXI, RÉGÎM in Gaspésie).
- In urban and metropolitan areas, the use of bicycles as a means of transportation reduces the need for public transit services.
- The benefits of the electric bike and its popularity have also fostered an increase in interest in bike-sharing services. The electric bike remains a relatively expensive piece of equipment that is offered in sharing mode to increase its accessibility.
- The costs for maintaining bike-sharing services can be significant insofar as their use remains more limited in time (6 months for the City of Winnipeg, for ex.). Bike-sharing management costs can be high.

### iii. Safe Infrastructure - Cycling Networks

- The use of bicycles and different types of bicycles (electric cargo, etc.) has made it essential to improve cycling networks and facilities for sharing the road network.
- Improvements to cycling networks can represent significant costs (CAPEX).

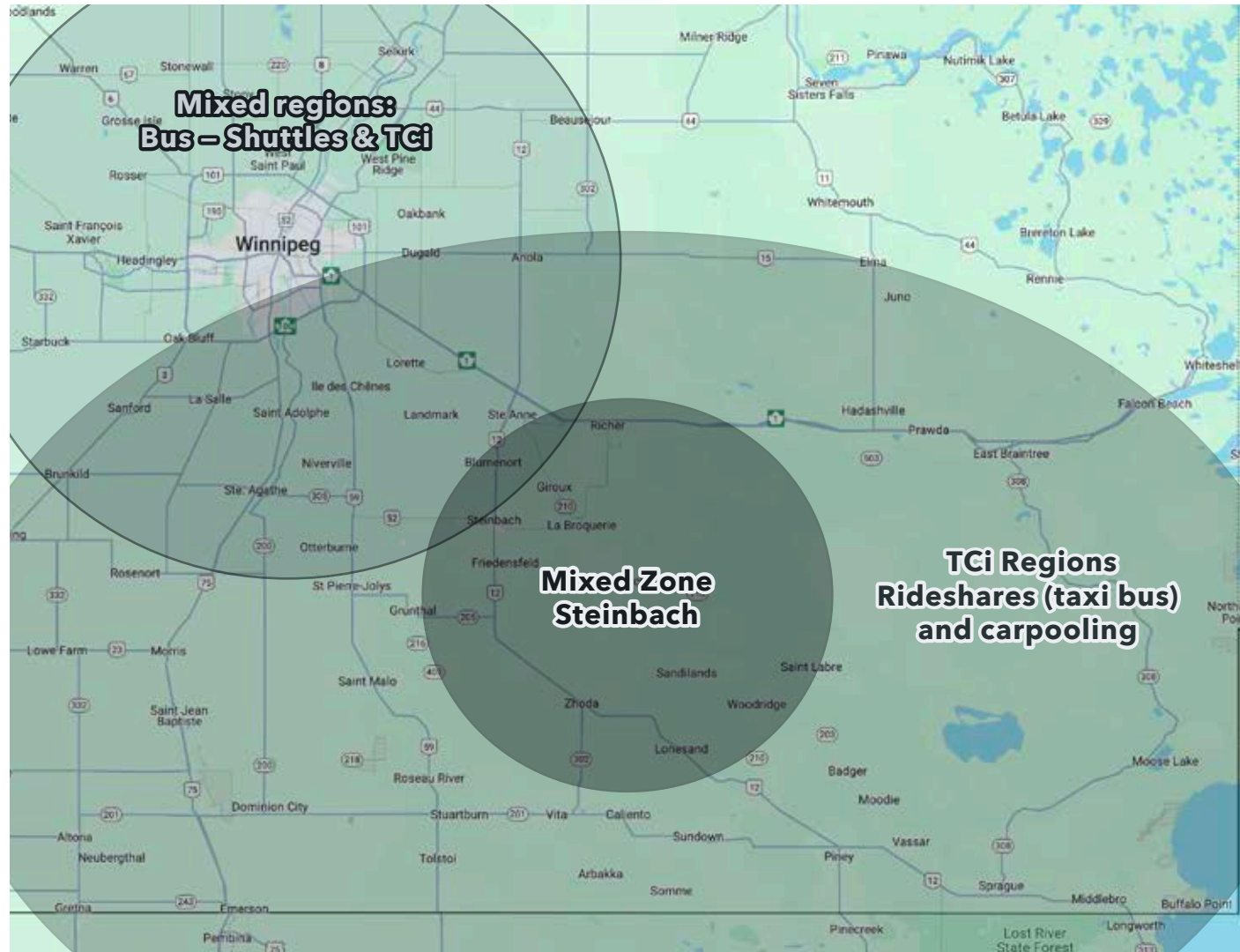
### iv. Walking & Walkability

- Walking is the most prevalent form of active transportation for the communities targeted in this study. Statistics confirm that walking is second only to the car. (SERTi Feasibility Study, Table 5.1 and statistics in Section 1)
- In terms of mobility, walking is important because it can make it easy and fast to switch from one mode of transportation to another. An illustration of this transfer of multimodal services in mobility is access to a bus network, carsharing or bike-sharing services via walking.
- Major infrastructural factors include access to mass transit, presence and quality of footpaths, buffers to moving traffic (planter strips, on-street parking or bike lanes) and pedestrian crossings.



# 3.1 Public Transportation Services

Figure 3.1 - Map of services by type



# 3.1 Public Transportation Services

## 3.1.5 Needs, Services and Resources

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As the survey results show, the need for and interest in public transit services varies greatly by the regions (municipalities) targeted. It is by considering the characteristics of each of the regions (RM), the interests of users and their preferences that the design of regional public transit services must be developed.

### a. Bus

#### Features & Conditions:

- A minimum number of users is required to optimize the use of a heavy or medium-heavy vehicle (bus or mini-bus) for established or on-demand transport (ODT).
- Travel needs must be similar for journeys as well as for timetables (defined routes with fixed schedules).
- Conventional transportation services (bus and taxi) are subject to more stringent regulatory constraints in municipalities in Canada.

#### Required services:

- i. Professional drivers (Vehicle Class Licences), remunerated
- ii. Operator (dispatcher for TAD mode) and manager
- iii. Example: Stonewall (utility), Steinbach (private utility).

### b. Carpooling

#### Features & Conditions:

- Popular informal system in Canada.
- Popular among students and users under 30 years of age.
- Older users have reluctance to use carpooling that is related to safety concerns.
- Carpooling is one of the most economical solutions for public transit.
- Carpooling can easily be arranged informally via social media platforms.
- A formal service makes it possible to establish the profile of "accepted" drivers and users: increased security allowing safe access for older users.
- To increase the carpooling offer (make it more economical and interesting for drivers), this service can be combined with the carsharing service (EVs and minivans).

#### Required services:

- i. Volunteer Drivers
- ii. Informal mode - Facebook, etc.
- iii. Formal mode
  - Platform
  - Operator (dispatcher for ODT mode)



# 3.1 Public Transportation Services

## 3.1.5 Needs, Services and Resources

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### c. Ridesharing

#### Features & Conditions:

- A limited number of drivers can make a significant number of trips for users.
- A formal service makes it possible to establish the profile of “accepted” drivers and users: increased safety.
- To increase the carsharing offer (make it more economical and interesting for drivers), this service can be combined with the carsharing service (EVs and minivans).
- The driver must be compensated.
- Depending on the remuneration granted, the legal framework that applies may vary.
  - *RSC example in NB: Community transportation (Dispatch mode carpooling) five out of 30 drivers drive more than 130,000 km annually out of a total of 220,360 km for a compensation of \$0.62 (tax compensation).*

#### Required services:

- i. Volunteer or paid drivers
- ii. Formal mode
  - Platform
  - Operator (dispatcher for TAD mode)
  - Manager

### d. Car Sharing

#### Features & Conditions:

- Carsharing is a basic service that is not public transportation in itself but can be used to support or optimize the carpooling service offer.
- Prioritize access:
  - Electric Vehicles, Plug-in Hybrids and Hybrids
  - Mini Van

#### Required services:

- i. Vehicles
- ii. Formal mode
  - Platform
  - Manager or Operator



## 3.2 Analysis of travel needs according to surveys

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### 3.2.1 Methodology for Assessing Travel Needs

In order to assess the needs of journeys/passengers, we analyzed the responses for the use of services by region and by:

1. Days
2. Time slots
3. Destinations

This analysis does not take into account the sensitivity of users to the fare/cost of services.

### 3.2.2 Bus

- For the bus service, we consider a 15-seater minibus, which must be occupied at 75% of its capacity, i.e., 11 passengers. These conditions may change depending on the type of bus.
- To ensure the profitability of the service, in terms of revenue, the buses must ideally be occupied at around 75% of its capacity.
- This requirement implies a constant in the number of passengers for each bus route.
- According to the survey, only the Hanover region and possibly De Salaberry could meet these requirements in terms of ridership. See Table 3.2

### 3.2.3 The Ride-Sharing Service Versus the Bus Service

- Ridesharing can replace bus service as long as drivers are available to make trips in exchange for compensation.
- For the ride-sharing service, a light vehicle can carry 1 to 3 passengers (driver not included).
- For ride-sharing, a minivan can carry 1 to 5 passengers (driver not included).
- According to the survey, the analysis of responses and driver interest indicates that ride-sharing meets the travel needs of users except for the Hanover and Steinbach regions. See Table 3.3
- For the carpooling service, we consider that a light vehicle could ideally be occupied by two passengers. See Tables 3.3 and 3.4.
- To the extent that the driver would have access to a minivan, the potential for displaced users would increase.





## 3.2 Analysis of travel needs according to surveys

Table 3.2 - Bus - Analysis of demand and number of buses required

Ride Offer & Demand Analysis		BPFN	Hanover	La Broquerie	Piney	Reynolds	Ritchot	RM/Town Ste-Anne	St-Pierre-Jolys/De Salaberry	Steinbach	Stuartburn	Taché
Bus Need - Bus Qty required												
Day	Monday	0.1	1.5	0.1	0.2	0.5	0.7	0.9	0.9	0.7	0.2	0.4
	Tuesday	0.2	1.8	0.1	0.3	0.2	0.7	1.0	1.0	0.7	0.1	0.6
	Wednesday	0.1	1.7	0.4	0.3	0.5	0.7	0.8	0.9	0.7	0.1	0.5
	Thursday	0.1	1.7	0.1	0.3	0.3	0.6	0.9	0.9	0.8	0.2	0.5
	Friday	0.0	1.3	0.1	0.3	0.5	0.7	0.9	0.9	0.9	0.2	0.4
	Weekend	0.1	1.5	0.4	0.3	0.5	0.7	0.9	0.7	0.9	0.2	0.4
Schedule	Between 6 to 9 AM	0.1	1.7	0.1	0.3	0.5	0.7	0.9	1.1	0.7	0.1	0.5
	Between 9 to 12 PM	0.4	1.7	0.3	0.6	0.7	0.7	0.7	1.1	1.1	0.3	0.3
	Between 12 to 3 PM	0.1	1.2	0.5	0.4	0.5	0.4	0.8	0.9	0.7	0.0	0.3
	Between 3 to 7 PM	0.1	1.9	0.3	0.3	0.3	0.9	0.8	1.1	0.9	0.1	0.7
	In the evening	0.1	0.9	0.3	0.3	0.2	0.4	0.8	0.6	0.5	0.2	0.5
Destination	Winnipeg	0.1	0.9	0.3	0.3	0.2	0.4	0.8	0.6	0.5	0.2	0.5
	Steinbach	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Your area (within 30 km)	0.3	2.2	0.3	0.5	1.1	1.9	1.1	2.7	0.9	0.2	1.7

		Minimum	Maximum	Minimum Rate
Condition 1	Passenger Capacity	11	15	75%



## 3.2 Analysis of travel needs according to surveys

Table 3.3 - Trip Demand: Car vs. Bus Service Demand Analysis

Ride Offer & Demand Analysis		BPFN	Hanover	La Broquerie	Piney	Reynolds	Ritchot	RM/Town Ste-Anne	St-Pierre-Jolys/De Salaberry	Steinbach	Stuartburn	Taché
Bus Need - Bus Qty required												
Day	Monday	2	-5	4	3	5	3	5	11	-3	5	-2
	Tuesday	1	-3	8	1	1	1	7	7	0	4	-1
	Wednesday	1	-13	0	5	1	-2	12	20	-2	6	-4
	Thursday	2	-9	6	1	3	1	2	10	-6	7	0
	Friday	0	-4	3	-3	-3	-5	-2	5	-7	5	-2
	Weekend	2	-14	-4	4	7	10	0	15	17	-1	0
Schedule	Between 6 to 9 AM	1	0	1	-4	1	1	4	-2	0	4	-4
	Between 9 to 12 PM	4	-9	-1	13	4	0	5	14	2	4	3
	Between 12 to 3 PM	4	-6	2	4	5	6	2	1	5	8	6
	Between 3 to 7 PM	4	-9	-1	-4	3	-5	8	5	-6	3	-2
	In the evening	2	-5	-3	2	-1	2	4	5	8	5	-5
Destination	Winnipeg	7	-21	-2	0	2	-25	-7	-18	5	7	-23
	Steinbach	-7	-15	-9	6	4	13	-5	22	-10	0	12
	Your area (within 30 km)	-1	6	4	3	-1	13	9	3	1	1	5

Condition 1	Passenger Capacity	2
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Lack of Travel options

< 0

< -5



## 3.2 Analysis of travel needs according to surveys

Table 3.4 - Vehicle Analysis: Number of Vehicles Required

Vehicle Requirement Analysis by Region											
According to 2024 Regional Surveys	BPFN	Hanover	La Broquerie	Piney	Reynolds	Ritchot	RM/Town Ste-Anne	St-Pierre-Jolys/De Salaberry	Steinbach	Stuartburn	Taché
Ride Demand (Bus) Maximum passengers daily (Q8)	6	29	8	9	10	13	14	17	16	4	10
No. of vehicles required (See Passenger per vehicle)	3	15	4	5	5	7	7	9	8	2	5
Ride Offer Maximum drivers daily (Q28)	5	13	5	11	7	6	10	15	9	4	5



## 3.2 Analysis of travel needs according to surveys

Table 3.5a - Bus Service (Q4) & Ridesharing (Q20): Estimating demand and route supply

Analysis of Answers Bus Demand & Ridesharing Driver availability	BPFN 22	Hanover 111	La Broquerie 31	Piney 33	Reynolds 41	Ritchot 62	RM/Town Ste-Anne 69	St-Pierre- Jolys/De Salaberry 107	Steinbach 68	Stuartburn 26	Taché 58
<b>Q4 - Bus</b>											
Q6. If conventional bus routes were available in your area, how many times a week would you use them (i.e. Number of round trips)?											
Once a week	1	8	1	5	6	3	8	11	7	1	5
Twice a week	4	15	2	3	3	6	10	8	10	1	5
Three times a week	0	11	6	1	5	3	1	2	5	0	3
Four times a week	1	4	25	0	1	2	1	2	2	0	2
Five times a week	0	4	0	0	0	3	4	6	4	2	3
More than five times a week	0	4	0	1	0	2	4	1	4	0	1
<b>Q7. What day of the week would you use conventional bus</b>											
Monday	2	23	2	3	7	11	13	13	11	3	6
Tuesday	3	27	2	5	3	11	15	15	10	2	9
Wednesday	1	25	6	5	7	10	12	14	10	2	8
Thursday	2	25	2	5	5	9	14	14	12	3	8
Friday	0	20	1	5	7	11	14	13	13	3	6
Weekend	2	22	6	4	7	10	14	11	13	3	6

Continued on page 37



## 3.2 Analysis of travel needs according to surveys

Analysis of Answers	BPFN	Hanover	La Broquerie	Piney	Reynolds	Ritchot	RM/Town Ste-Anne	St-Pierre-Jolys/De Salaberry	Steinbach	Stuartburn	Taché
Bus Demand & Ridesharing Driver availability	22	111	31	33	41	62	69	107	68	26	58
<b>Q8. At what time would you use these services?</b>											
Between 6 to 9 AM	1	26	1	4	7	11	14	16	10	2	8
Between 9 to 12 PM	6	25	5	9	10	10	11	16	16	4	5
Between 12 to 3 PM	2	18	8	6	7	6	12	13	11	0	4
Between 3 to 7 PM	2	29	5	4	5	13	12	17	14	1	10
In the evening	2	13	5	4	3	6	12	9	8	3	7
<b>Q9. What would be your main destination?</b>											
Winnipeg	5	33	4	8	16	29	17	40	13	3	25
Steinbach	9	27	13	16	6	3	21	12	22	8	2
Your area (within 30 km)	1	14	2	1	3	5	7	7	11	1	1
<b>Q20 - Ridesharing</b>											
<b>Q27. How many times a week would you be willing to offer ride sharing services?</b>											
Once a week	5	12	1	13	9	9	10	19	12	7	4
Twice a week	2	5	2	4	3	7	5	6	5	1	3
Three times a week	0	3	1	0	1	1	1	4	4	0	3
More than 4 times a week	0	2	2	0	2	2	5	4	0	2	1

Continued on page 38



## 3.2 Analysis of travel needs according to surveys

Analysis of Answers	BPFN	Hanover	La Broquerie	Piney	Reynolds	Ritchot	RM/Town Ste-Anne	St-Pierre-Jolys/De Salaberry	Steinbach	Stuartburn	Taché
Bus Demand & Ridesharing Driver availability	22	111	31	33	41	62	69	107	68	26	58
Q28. What day would you be willing to offer ride-sharing services?											
Monday	2	9	3	3	6	7	9	12	4	4	2
Tuesday	2	12	5	3	2	6	11	11	5	3	4
Wednesday	1	6	3	5	4	4	12	17	4	4	2
Thursday	2	8	4	3	4	5	8	12	3	5	4
Friday	0	8	2	1	2	3	6	9	3	4	2
Weekend	2	4	1	4	7	10	7	13	15	1	3
Q29. At what time would you be willing to offer ride-sharing services?											
Between 6 and 9 am	1	13	1	0	4	6	9	7	5	3	2
Between 9 am and 12 pm	5	8	2	11	7	5	8	15	9	4	4
Between 12 and 3 pm	3	6	5	5	6	6	7	7	8	4	5
Between 3 and 7 pm	3	10	2	0	4	4	10	11	4	2	4
In the evening	2	4	1	3	1	4	8	7	8	4	1
Q30. What would be the maximum distance (round trip) of the journeys you would be willing to travel to transport passengers?											
More than 80 km	6	6	1	4	9	2	5	11	9	5	1
Between 50 and 80 km	1	6	2	11	5	8	8	17	6	4	7
Less than 50 km	0	10	3	2	1	9	8	5	6	1	3

No Driver



# 3.3 Conventional Public Transit (CPT) Services Design by Region



# 3.3 Design of CPT services by municipality

## 3.3.1 Regional Service Design - BPFN

---

### a. Bus Services

- Between 8 and 16 potential users. (interested & maybe)
- Winnipeg & Steinbach – users very unwilling to pay a fare/cost

#### Recommendations and Comments

- ✓ The daily demand for Q7 and Q8 would be insufficient to optimize the number of passengers in a 15-seater bus. Table 3.5
- ✓ Would represent a significant financial risk (demand and fare).
- ✓ Carpooling could be a substitute but will require a subsidized rate.

### b. Carsharing Services

- 4 users/Driver: OK number
- Base for carpooling driver
- Commuters are relatively in favour of paying a fare equivalent to \$8/hr – Strategy: rebate with carpooling passengers

#### Recommendations and Comments

- ✓ 1 or 2 vehicles should be available
- ✓ Fares should not be subsidized.

### c. Carpooling Services

- Most popular services for BPFN
- Six potential users/driver
- Good synergy with carsharing services
- Users relatively supportive of paying the fare/cost

### Recommendations and Comments

- ✓ The offer would be interesting at between 6 and 16 interested drivers.
- ✓ Carsharing services would make it possible to increase or ensure interest with a carsharing rate that is preferential to carpooling.
- ✓ Fares should not be subsidized.

### d. Ridesharing Services

- Ridesharing – 70% are favourable
- Five interested over 14 potential users/Driver
- To Winnipeg – users very unwilling to pay a rate/cost of \$0.62/km
- To Steinbach – users very unwilling to pay a fare of \$0.62/km
- Three drivers are ready to accept \$0.62/km

#### Recommendations and Comments

- ✓ The offer would be interesting with between six and 16 interested drivers.
- ✓ The driver offer could potentially meet the needs for bus services. Table 3.5
- ✓ Carsharing services would make it possible to increase or ensure interest with a carsharing rate that is preferential to carpooling.
- ✓ Fares should probably be subsidized.

### e. eBike Services

- Public interest for eBike services is less than 50%.
- Users are very unwilling to pay the rate/cost
- Users unwilling to pay the fare/cost Only





## 3.3 Design of CPT services by municipality

### 3.3.2 Regional Service Design - Hanover

---

#### a. Bus Services

- Between 44 and 80 potential users (interested & maybe)
- Winnipeg & Steinbach – users very unwilling to pay a fare/cost

##### Recommendations and Comments

- ✓ There would be enough riders for a minibus (11 passengers/70%)
- ✓ Fares should be subsidized.
- ✓ Would represent a financial risk.

#### b. Carsharing Services

- 12 users/Driver: Good demand
- Very good base for carpooling Driver
- Users are relatively willing to pay a fare equivalent to \$8/hr – Strategy: rebate with carpooling passengers

##### Recommendations and Comments

- ✓ More than 3 vehicles are expected to be available
- ✓ Fares should not be subsidized: would allow demand to be adjusted.

#### c. Carpooling Services

- 23 of 64 potential users/driver: High number
- Good synergy with carsharing services
- Users relatively supportive of paying the fare/cost

##### Recommendations and Comments

- ✓ The supply could be high.
- ✓ Carsharing services would make it possible to increase or ensure interest with a carsharing rate that is preferential to carpooling.
- ✓ Fares should not be subsidized.

#### d. Ridesharing Services

- Supportive of ridesharing – 73%
- Most popular services
- 30 interested over 74 potential users/driver
- To Winnipeg – users very unwilling to pay a rate/cost of \$0.62/km
- To Steinbach – users very unwilling to pay a fare of \$0.62/km
- Few drivers interested in meeting the demand: 5 drivers are ready to accept \$0.62/km

##### Recommendations and Comments

- ✓ Demand is high but there are reportedly not enough willing drivers
- ✓ Carsharing services would make it possible to increase or ensure interest with a carsharing rate that is preferential to carpooling.
- ✓ Fares should probably be subsidized.

#### e. eBike Services

- Public interest for eBike services is over 56%. Highest of all regions.
- Users who are very unwilling to pay the rate/cost



# 3.3 Design of CPT services by municipality

## 3.3.2 Regional Service Design - La Broquerie

---

### a. Bus Services

- Between 10 and 22 potential users (interested & maybe)
- Most popular services
- To Winnipeg - users very unwilling to pay a fare/cost
- To Steinbach - users relatively supportive of paying a fare/cost

#### Recommendations and Comments

- ✓ There would not be enough passengers for a mini-bus (11 passengers/70%)
- ✓ Fares should be subsidized.
- ✓ Would represent a significant financial risk (demand and fare).

### b. Carsharing Services

- 5 users/driver
- Very good base for carpooling driver
- Users are relatively in favour of paying a fare equivalent to the fare \$8/hr

#### Recommendations and Comments

- ✓ 1 or 2 vehicles should be available
- ✓ Fares should not be subsidized.
- ✓ Strategy: rebate with carpooling passengers

### c. Carpooling Services

- 4 of 15 potential users/driver
- Users relatively very supportive of paying the fare/cost

#### Recommendations and Comments

- ✓ The supply could be high.
- ✓ Carsharing services would make it possible to increase or ensure interest with a rate that is preferential to carpooling.
- ✓ Fares should not be subsidized.

### d. Ridesharing Services

- Supportive of Ridesharing 68%
- 10 interested over 19 potential users/driver
- To Winnipeg - users very unwilling to pay a rate/cost of \$0.62/km
- To Steinbach - users willing to pay a fare/cost of \$0.62/km
- One driver willing to accept \$0.62/km

#### Recommendations and Comments

- ✓ The driver supply is low.
- ✓ Carsharing services would make it possible to increase or ensure interest with a rate that is preferential to carpooling.
- ✓ Driver compensation should probably be improved.

### e. eBike Services

- Public interest for eBike services is low, less than 40%
- Users relatively in favour of paying the fare/cost



# 3.3 Design of CPT services by municipality

## 3.3.2 Regional Service Design - RM of Piney

---

### a. Bus Services

- Between 12 and 28 potential users (interested & maybe)
- To Winnipeg - users relatively unwilling to pay a fare/cost
- To Steinbach - users relatively supportive of paying a fare/cost

#### Recommendations and Comments

- ✓ There would not be enough passengers for a mini-bus (11 passengers/70%)
- ✓ Fares should be subsidized.
- ✓ Would represent a significant financial risk (demand and fare).

### b. Carsharing Services

- 7 users/Driver: Good number
- Good base for carpooling Driver
- Users are relatively willing to pay a fare equivalent to the fare \$8/hr - Strategy: rebate with carpooling passengers

#### Recommendations and Comments

- ✓ 2 or 3 vehicles should be available
- ✓ Fares should not be subsidized.
- ✓ Strategy: rebate with carpooling passengers

### c. Carpooling Services

- 10 over 27 potential users/driver
- Good synergy with carsharing services
- Winnipeg - Supportive Rate/Cost Users
- Steinbach - users not in favour of paying a fare/cost

#### Recommendations and Comments

- ✓ The supply could be high.
- ✓ Carsharing services would make it possible to increase or ensure interest with a carsharing rate that is preferential to carpooling.
- ✓ Fares should not be subsidized.

### d. Ridesharing Services

- Very supportive of Ridesharing 84%
- 12 interested over 27 potential users (interested & maybe)
- To Winnipeg - users very unwilling to pay a fare of \$0.62/km
- To Steinbach - users very unwilling to pay a fare of \$0.62/km
- Three drivers are willing to accept \$0.62/km)

#### Recommendations and Comments

- ✓ The driver offer is interesting.
- ✓ Carsharing services would make it possible to increase or ensure interest with a carsharing rate that is preferential to carpooling.
- ✓ Fares should probably be subsidized.

### e. eBike Services

- Public interest for eBike services is low under close to 40%
- However, users very much in favour of paying the rate/cost



# 3.3 Design of CPT services by municipality

## 3.3.2 Regional Service Design - RM of Reynolds

---

### a. Bus Services

- Between 15 and 28 potential users (interested & maybe)
- To Winnipeg & Steinbach - Riders very supportive of paying a fare/cost

#### Recommendations and Comments

- ✓ There might be enough passengers for a minibus (11 passengers/70%)
- ✓ Perhaps fares should not be subsidized.
- ✓ The financial risk would be low. (see Shuttle Solutions, Check Hours and Requests)
- ✓ Check possible routes - low density of territory

### b. Carsharing Services

- Seven users/Driver over 22: Good number
- Good base for carpooling Driver
- Users relatively very unfavourable to paying a fare equivalent to the fare \$8/hr - Strategy: rebate with carpooling passengers

#### Recommendations and Comments

- ✓ 2 or 3 vehicles should be available
- ✓ Fares should be subsidized.
- ✓ Strategy: rebate with carpooling passengers

### c. Carpooling Services

- Between 8 and 24 potential users (interested & maybe)
- Users relatively supportive of paying the rate/cost
- Preferential rate for carpooling/Good synergy with carsharing services

#### Recommendations and Comments

- ✓ The supply could be high.
- ✓ Carsharing services would make it possible to increase or ensure interest with a carsharing rate that is preferential to carpooling.
- ✓ Fares should not be subsidized.

### d. Ridesharing Services

- 10 interested, over 27 potential users/Driver
- To Winnipeg - users in favour of paying a rate/cost of \$0.62/km
- To Steinbach - users not in favour of paying a fare/cost of \$0.62/km
- Six drivers are willing to accept \$0.62/km

#### Recommendations and Comments

- ✓ The driver offer is interesting.
- ✓ Carsharing services would make it possible to increase or ensure interest with a rate that is preferential to carpooling.
- ✓ Fares should probably be subsidized.

### e. eBike Services

- Public interest for eBike services is over 50%.
- Users unwilling to pay the fare/cost: only 7% (2)



# 3.3 Design of CPT services by municipality

## 3.3.2 Regional Service Design - RM of Ritchot

---

### a. Bus Services

- Between 16 and 43 potential users (interested & maybe)
- To Winnipeg - users very unwilling to pay a fare/cost
- To Steinbach - users not in favour of paying a fare/cost

#### Recommendations and Comments

- ✓ There might be enough passengers for a minibus (11 passengers/70%)
- ✓ Perhaps fares should not be subsidized.
- ✓ The financial risk would be low. (see Shuttle Solutions, Check Hours and Requests)

### b. Carsharing Services

- 13 users/driver, over a potential of 30: Good number
- Users who are not in favour of paying a fare equivalent to the fare of \$8/hr

#### Recommendations and Comments

- ✓ More than three vehicles are expected to be available
- ✓ Fares should be subsidized. Strategy: rebate with carpooling passengers

### c. Carpooling Services

- Between 12 and 30 potential users/driver
- Good synergy with carsharing services
- Users relatively supportive of paying the rate/cost

#### Recommendations and Comments

- ✓ The supply could be high.
- ✓ Carpooling services would make it possible to increase or ensure interest with a rate that is preferential to carsharing.
- ✓ Fares should not be subsidized.

### d. Ridesharing Services

- Very supportive of Ridesharing 81%
- Most popular amenities in Ritchot
- 23 interested, over 42 potential users/Driver
- To Winnipeg - users in favour of paying a rate/cost of \$0.62/km
- To Steinbach - users not in favour of paying a fare/cost of \$0.62/km
- Eight drivers are willing to accept \$0.62/km

#### Recommendations and Comments

- ✓ The driver offer is interesting.
- ✓ Ridesharing services would make it possible to increase or ensure interest with a rate that is preferential to carpooling.
- ✓ Fares should probably be subsidized.

### e. eBike Services

- Public interest for eBike services is over 50%.
- Users unwilling to pay the fare/cost Only 7% (2)



# 3.3 Design of CPT services by municipality

## 3.3.2 Regional Service Design - Municipality / Town of Ste-Anne

---

### a. Bus Services

- Between 27 and 53 potential users (interested & maybe)
- To Winnipeg - Users Relatively Supportive of Paying a Fare/Cost
- To Steinbach - users relatively supportive of paying a fare/cost

#### Recommendations and Comments

- ✓ There might be enough passengers for a minibus (11 passengers/70%)
- ✓ Perhaps fares should not be subsidized.
- ✓ The financial risk would be low. (See Shuttle Solutions, Check Hours and Requests)

### b. Car Sharing Services

- 12 users/driver, over a potential of 32: Good number
- Users are not in favour of paying a fare equivalent to the fare of \$8/hr

#### Recommendations and Comments

- ✓ Three or more vehicles should be available
- ✓ Fares should be subsidized. Strategy: rebate with carpooling passengers

### c. Carpooling Services

- Between 10 and 35 potential users/driver
- Good synergy with carsharing services
- Users relatively supportive of paying the rate/cost

#### Recommendations and Comments

- ✓ The supply could be high.
- ✓ Carsharing services would make it possible to increase or ensure interest with a carsharing rate that is preferential to carpooling.
- ✓ Fares should not be subsidized.

### d. Ridesharing Services

- 23 interested, over 46 potential users/Driver
- To Winnipeg - users very unwilling to pay a rate/cost of \$0.62/km
- To Steinbach - users not in favour of paying a fare/cost of \$0.62/km
- Nine drivers are willing to accept \$0.62/km

#### Recommendations and Comments

- ✓ The driver offer is interesting.
- ✓ Carsharing services would make it possible to increase or ensure interest with a carsharing rate that is preferential to carpooling.
- ✓ Fares should probably be subsidized.

### e. eBike Services

- Public interest in eBike services is under 50%.
- Users who are very unwilling to pay the rate/cost
- Users unwilling to pay the fare/cost Only 7% (2)



## 3.3 Design of CPT services by municipality

### 3.3.2 Regional Service Design - RM of De Salaberry / St-Pierre-Jolys

---

#### a. Bus Services

- Between 29 and 73 potential users (interested & maybe)
- To Winnipeg - Relatively supportive of paying a fare/cost
- To Steinbach - users in favour of paying a fare/cost

##### Recommendations and Comments

- ✓ There would be enough riders for a minibus (11 passengers/70%)
- ✓ Perhaps fares should not be subsidized.
- ✓ The financial risk would be low. (See Shuttle Solutions, Check Hours and Requests)

#### b. Carsharing Services

- Between 15 and 52 potential users (interested & maybe)
- Good base for carpooling Driver
- Users are in favour of paying a rate equivalent to the rate/cost \$8/hr

##### Recommendations and Comments

- ✓ Three or more vehicles should be available
- ✓ Fares should not be subsidized.

#### c. Carpooling Services

- Between 23 and 58 potential users (interested & maybe)
- Good synergy with carsharing services
- Users very supportive of paying the fare/cost

##### Recommendations and Comments

- ✓ The supply could be high.
- ✓ Carsharing services would make it possible to increase or ensure interest with a carsharing rate that is preferential to carpooling.
- ✓ Fares should not be subsidized.

#### d. Ridesharing Services

- Most popular services
- Between 31 and 71 potential users (interested & maybe)
- To Winnipeg - users very unwilling to pay a rate/cost of \$0.62/km
- To Steinbach - users not in favour of paying a rate/cost of \$0.62/km
- Six drivers are willing to accept \$0.62/km

##### Recommendations and Comments

- ✓ The driver offer is interesting.
- ✓ Carsharing services would make it possible to increase or ensure interest with a carsharing rate that is preferential to carpooling.
- ✓ Fares should probably be subsidized.

#### e. eBike Services

- Public interest in eBike services is over 50%.
- Users who are very unwilling to pay the rate/cost



# 3.3 Design of CPT services by municipality

## 3.3.2 Regional Service Design - Steinbach

---

### a. Bus Services

- Between 35 and 54 potential users (interested & maybe)
- To Winnipeg - users in favour of paying a fare/cost

#### Recommendations and Comments

- ✓ There would be enough riders for a minibus (11 passengers/70%)
- ✓ Fares should not be subsidized.
- ✓ The financial risk would be low. (see Shuttle Solutions, Check Hours and Requests)
- ✓ Existing Shuttle Services - See Reference

### b. Carsharing Services

- Between 11 and 36 potential users (interested & maybe)
- Good base for a carpooling driver
- Users are in favour of paying a rate equivalent to the rate/cost \$8/hr

#### Recommendations and Comments

- ✓ Three or more vehicles should be available
- ✓ Fares should not be subsidized.

### c. Carpooling Services

- Between 10 and 29 potential users (interested & maybe)
- Good synergy with carsharing services
- Users in favour of paying the fare/cost

#### Recommendations and Comments

- ✓ The supply could be high.
- ✓ Carsharing services would make it possible to increase or ensure interest with a carsharing rate that is preferential to carpooling.
- ✓ Fares should not be subsidized.

### d. Ridesharing Services

- Most popular services
- Between 25 and 48 potential users (interested & maybe)
- To Winnipeg - users very unwilling to pay a rate/cost of \$0.62/km
- Nine drivers are ready to accept \$0.62/km (See undecided)

#### Recommendations and Comments

- ✓ The driver offer is interesting.
- ✓ Carsharing services would make it possible to increase or ensure interest with a carsharing rate that is preferential to carpooling.
- ✓ Fares should probably be subsidized.

### e. eBike Services

- Public interest for eBike services is over 50%.
- Users who are very unwilling to pay the rate/cost





# 3.3 Design of CPT services by municipality

## 3.3.2 Regional Service Design - RM of Stuartburn

---

### a. Bus Services

- Between 6 and 13 potential users (interested & maybe)
- To Winnipeg - users very unwilling to pay a fare/cost
- To Steinbach - users unwilling to pay a fare/cost

#### Recommendations and Comments

- ✓ There would not be enough passengers for a minibus (11 passengers/70%)
- ✓ Fares should be subsidized.
- ✓ Would represent a significant financial risk (demand and fare).

### b. Carsharing Services

- Between 2 and 14 potential users (interested & maybe)
- Users who are very reluctant to pay a rate equivalent to the rate/cost \$8/hr

#### Recommendations and Comments

- ✓ 1 or 2 vehicles should be available
- ✓ Fares should be subsidized.

### c. Carpooling Services

- Between three and 12 potential users (interested & maybe)
- Users relatively supportive of paying the rate/cost

#### Recommendations and Comments

- ✓ Carsharing services would make it possible to increase or ensure interest with a carsharing rate that is preferential to carpooling.
- ✓ Fares should not be subsidized.

### d. Ridesharing Services

- Between three and 14 potential users (interested & maybe)
- To Winnipeg - users very unwilling to pay a rate/cost of \$0.62/km
- To Steinbach - users very unfavourable to pay a rate/cost of \$0.62/km
- Three drivers are willing to accept \$0.62/km (see undecided)

#### Recommendations and Comments

- ✓ Carsharing services would make it possible to increase or ensure interest with a carsharing rate that is preferential to carpooling.
- ✓ Fares should probably be subsidized.

### e. eBike Services

- Public interest for eBike services is under 40%.
- Users who are very unwilling to pay the rate/cost



# 3.3 Design of CPT services by municipality

## 3.3.2 Regional Service Design - RM of Taché

---

### a. Bus Services

- Between 15 and 33 potential users (interested & maybe)
- To Winnipeg - Users are relatively supportive of paying a rate or cost
- To Steinbach - users relatively supportive of paying a fare/cost

#### Recommendations and Comments

- ✓ There could be enough passengers for a minibus (11 passengers/70%)
- ✓ Maybe fares shouldn't be subsidized.
- ✓ Financial risk to be determined. (see Shuttle Solutions, Verification Hours, and Requests)

### b. Carsharing Services

- Six users/driver, over a potential of 28
- Users are in favor of paying a rate equivalent to the rate/cost \$8/hr

#### Recommendations and Comments

- ✓ 2 or 3 vehicles should be available
- ✓ Fares should not be subsidized.

### c. Carpooling Services

- Between 7 and 22 potential users/driver
- Good synergy with carsharing services
- Users very supportive of paying the fare/cost

#### Recommendations and Comments

- ✓ The offer could be interesting. Cost/Rate Approval
- ✓ Carsharing services would make it possible to increase or ensure interest with a carsharing rate that is preferential to carpooling.
- ✓ Fares should not be subsidized.

### d. Ridesharing Services

- 16 interested, over 40 potential users/Driver
- To Winnipeg - users very unwilling to pay a rate/cost of \$0.62/km
- To Steinbach - users very unwilling to pay a fare of \$0.62/km
- Seven drivers are willing to accept \$0.62/km

#### Recommendations and Comments

- ✓ The driver offer is very low.
- ✓ Carsharing services would make it possible to increase or ensure interest with a carsharing rate that is preferential to carpooling.
- ✓ Fares should be subsidized.

### e. eBike Services

- Public interest for eBike services is over 50%.
- Users who are very unwilling to pay the rate/cost



## 3.4 Development of Public Transit Services HUBs

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### 3.4.1 HUB Definition and Components

- For the development of public transportation and sustainable mobility in the regions, the creation of HUBs is an asset, if not a necessity.
- The HUB facilitates the combining of various means of transportation to optimize sustainable mobility with the electrification of transport.
- Through its layout, the HUB allows citizens to substitute part of the use of their vehicle with CBT or smart transit services.
- HUBs should be easily accessible and preferably close to shops, public buildings and city centres.
- HUBs are a tool for optimizing sustainable mobility services and revitalizing communities.

#### Hubs have several important functions:

- i. Public charging location for electric vehicles (See SSé concept). See Figure 3.5
- ii. The HUBs are located in strategic locations allowing operators to optimize the use of the various services offered:
  - Shuttle Bus (CPT)
  - Minivan Shuttle (SPT)
  - Ridesharing (SPT)
  - Carsharing (SPT)
  - Carpooling (SPT)
  - Bicycle access - regular or electric (AT)
- iii. Potential hubs are located within a strategic distance (traffic and distance) from Winnipeg or Steinbach. See Table 3.61
- iv. The roads in the centre of the Southeast region are 12, 59, 75 to the west and 1 to the north-east. See Table 3.61

### 3.4.2 HUB Design and “intermodal station” See Figure 3.5

- i. The development of intermodal stations should make it possible to optimize the use of services by integrating the different modes of transportation that are available.
- ii. L2 or L3 Charging Stations - Required
- iii. Bus/Shuttle Shelter - Preferred
- iv. Parking Access - Preferred
- v. Bike access - Optional
- vi. Restroom access - Optional

### 3.4.3 Active transportation

- The first step in the development and deployment of active transportation (bicycle, bike sharing, pedestrian access) in the Southeast region is the development of bike lanes.
- Plan the network of main trails/roads between and within communities/municipalities
- Improving bicycle access in municipalities
- Creating the first cycle routes between communities

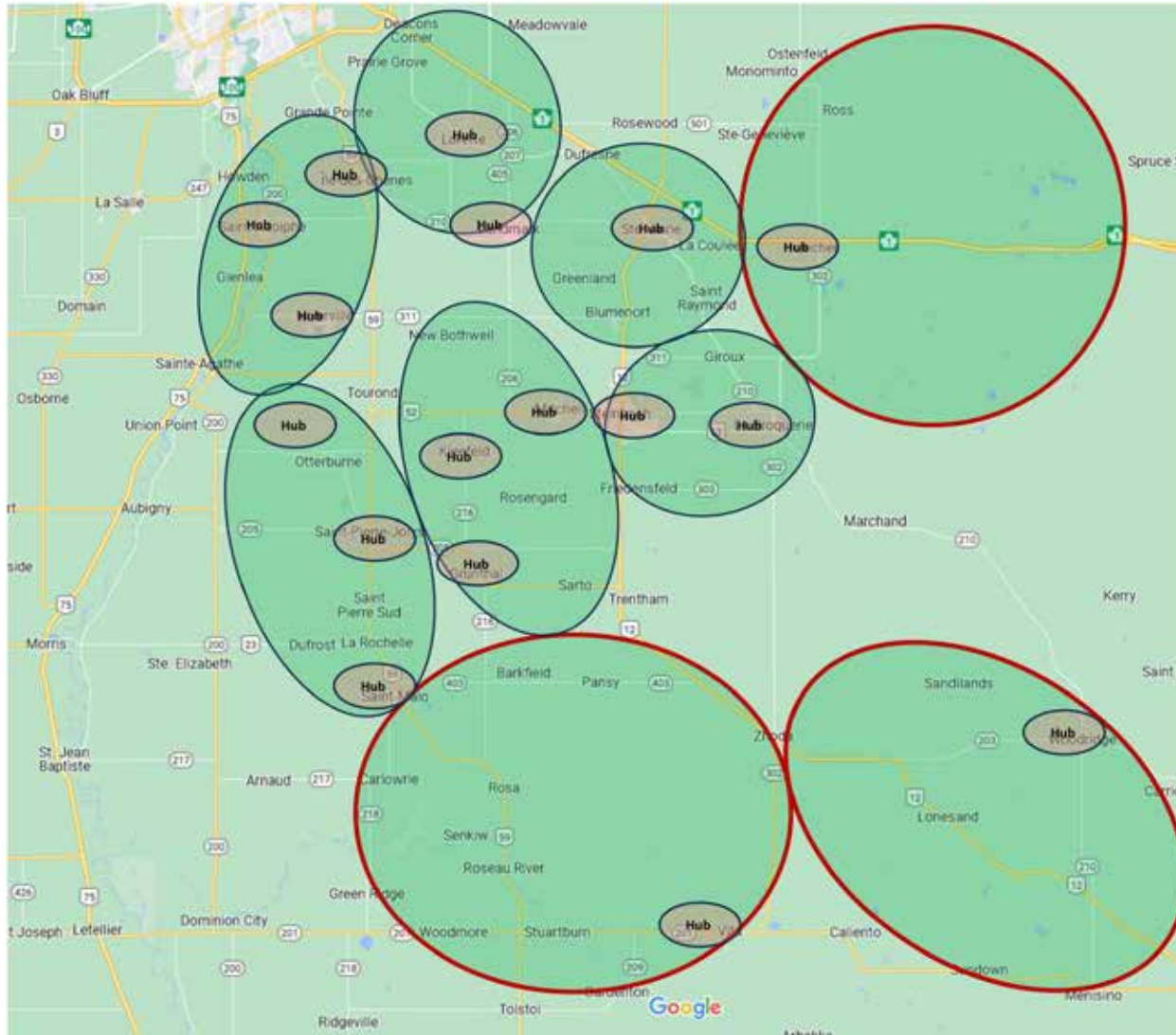


## 3.4 Development of Public Transit Services HUBs



# 3.4 Development of Public Transit Services HUBs

Figure 3.2a - Regional Services & HUBS

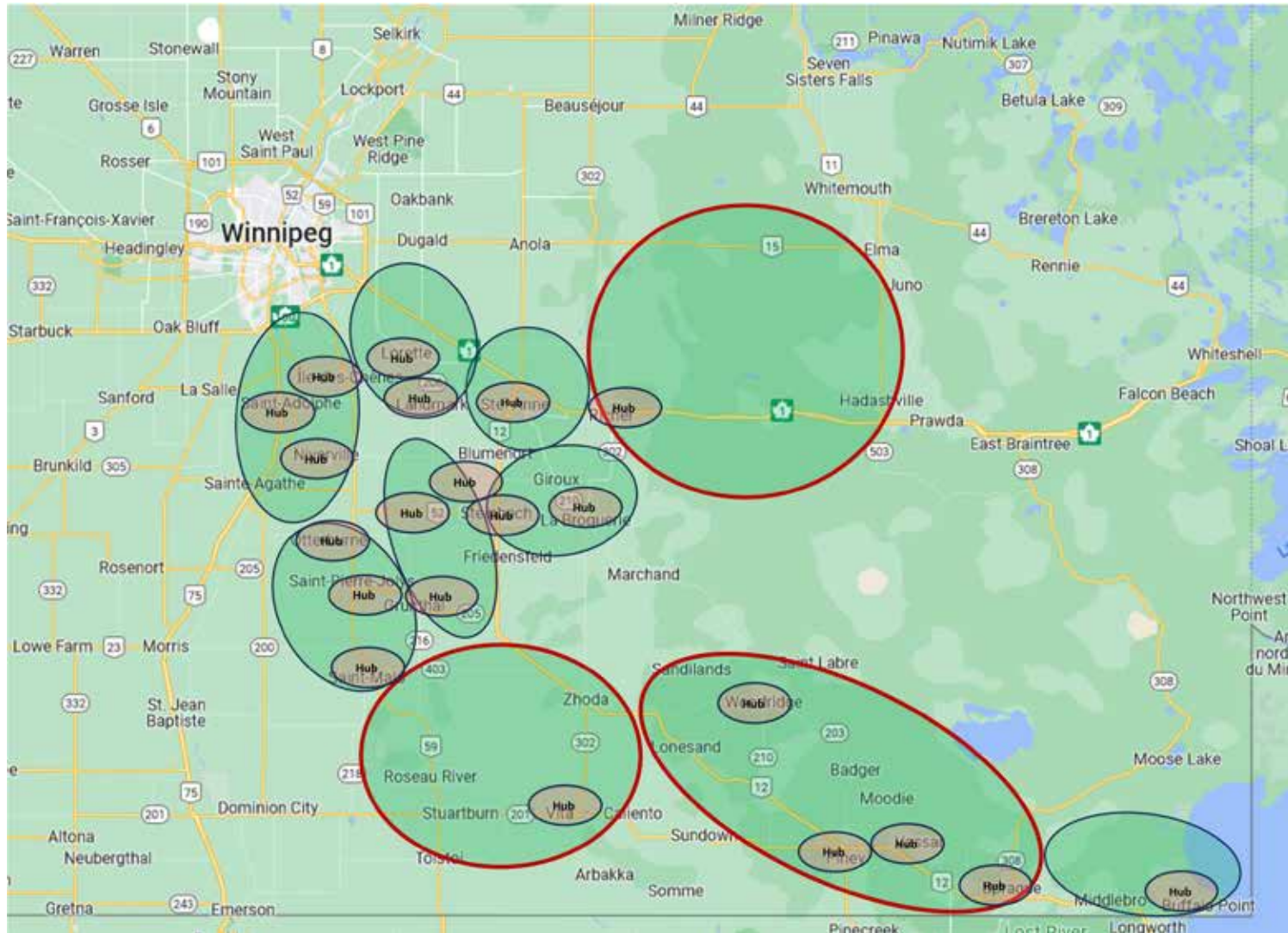


- Suggested
- To be confirmed



# 3.4 Development of Public Transit Services HUBs

Figure 3.2b -Regional Services & HUBS



- Suggested
- To be confirmed





## 3.4 Development of Public Transit Services HUBs

Tables 3.6 - HUB - Distances & Routes

Destinations	Steinbach	Winnipeg	Steinbach/ Winnipeg km difference HUB if green
De Salaberry	32	57	-25
Hanover	49	70	-21
La Broquerie	14	69	-55
Piney	83	146	-63
Reynolds	90	103	-13
Ritchot (St-Adolphe)	45	30	15
Taché	31	39	-8
Ste. Anne (Town)	18	47	-29
St-Pierre-Jolys	32	57	-25
Stuartburn	60	100	-40
BPFN	139	202	-63
Steinbach		63	
Niverville	34	42	-8

Destinations	Routes	
	Steinbach	Winnipeg
De Salaberry	23, 59 & 52	
Hanover	12	52 & 59
La Broquerie	52	210 & 1
Piney	12	12 & 1
Reynolds	1 & 12	15 & option 1
Ritchot (St-Adolphe)		75 & 200
Taché	210 & 12	206 & 1
Ste. Anne (Town)	12	12 & 1
St-Pierre-Jolys		
Stuartburn	59 & 12	59
BPFN	12	
Steinbach		12 & 1
Niverville	311, 59 & 52	311 & 59



## 3.4 Development of Public Transit Services HUBs

### 3.4.4 Selection of HUB locations in southeastern Manitoba (See Section 2.1.2)

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#### i. Canada's Goals for Transportation Electrification:

- 2026: 20% of light vehicles
- 2030s: 60% of light vehicles
- 2035: 100% of light vehicles
- 2040s: 100% of commercial vehicles that account for 20% of vehicles on the road but produce 60% of GHG emissions

<https://www.canada.ca/fr/environnement-changement-climatique/nouvelles/2023/12/la-norme-sur-la-disponibilite-des-vehicules-electriques-du-canada-cibles-reglementees-pour-les-vehicules-zero-emission.html>

#### ii. Electrification of Transportation in Manitoba and Canada

- For the percentage of total electrified vehicles (EV-HEV-ORV), Manitoba ranks 8th among Canadian provinces and territories, ahead of Yukon, New Brunswick and Saskatchewan.
- For the total % of all-electric vehicles, Manitoba ranks 9th among Canadian provinces and territories, ahead of New Brunswick and Saskatchewan.

See Table 3.37 - Transportation electrification statistics and indicators in Canada (2022)

#### iii. For the electrification of transportation and sustainable mobility

The location of HUBs and access to charging equipment must be strategically located to secure charging options to cover the territory of southeastern Manitoba. See figure 3.3.

#### iv. Meeting the demand for charging

The HUBs must be able to provide sufficient charging equipment, both in terms of the number of charging stations and in terms of charging power (fast and regular charging stations).

Ideally, HUBs should be designed to be able to scale and have more level 2 and 3 charging stations in the future: Layout and access to the electricity grid that allows for growth in kW demand.

See example Carleton-sur-Mer and Figure 3.5 - Vehicle radius and range



## 3.4 Development of Public Transit Services HUBs

Table 3.7 - Transportation electrification statistics and indicators in Canada (2022)

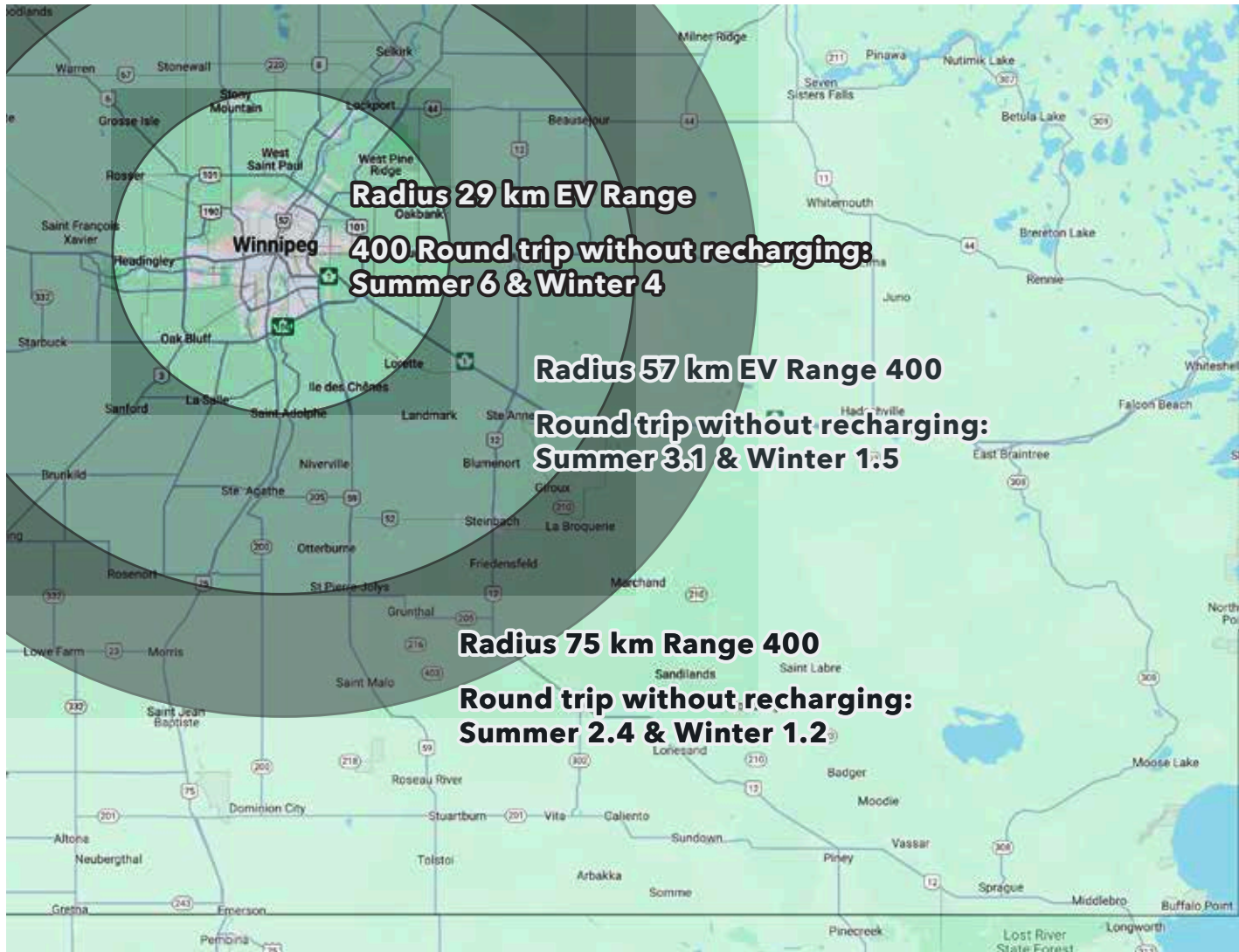
		Population*	"GDP/capita 2021"	All fuel types	Electric	Hybrid Electric	Plug-in hybrid electric	"Total EV-HE-PHEV"	Electric	Hybrid Electric	Plug-in hybrid electric	"Total EV-HE-PHEV"
1	British Columbia	5,586,297	67,392	3,615,356	69,034	81,765	22,795	173,594	1.91%	2.26%	0.63%	4.80%
2	Quebec	8,956,786	58,642	6,007,063	86,096	79,564	61,225	226,885	1.43%	1.32%	1.02%	3.78%
3	Canada	40,570,173	65,651	26,302,526	225,269	372,704	121,265	719,238	0.86%	1.42%	0.46%	2.73%
4	Ontario	15,800,474	64,602	9,429,566	57,835	144,910	29,464	232,209	0.61%	1.54%	0.31%	2.46%
5	British Columbia	176,344	52,362	116,993	519	1,182	184	1,885	0.44%	1.01%	0.16%	1.61%
6	Alberta	4,764,070	84,272	3,519,123	6,669	34,237	3,799	44,705	0.19%	0.97%	0.11%	1.27%
7	Yukon	45,352	85,642	42,805	80	370	86	536	0.19%	0.86%	0.20%	1.25%
8	Nova Scotia	1,071,923	52,390	695,762	1,282	7,828	943	10,053	0.18%	1.13%	0.14%	1.44%
9	Manitoba	1,472,583	57,353	932,658	1,496	9,261	1,067	11,824	0.16%	0.99%	0.11%	1.27%
10	New Brunswick	845,361	53,907	603,286	935	5,485	732	7,152	0.15%	0.91%	0.12%	1.19%
11	Saskatchewan	1,223,423	74,749	917,761	932	5,707	625	7,264	0.10%	0.62%	0.07%	0.79%
12	Northwest Territories	45,323	108,911	27,878	24	158	29	211	0.09%	0.57%	0.10%	0.76%
13	Newfoundland and Labrador	541,271	72,873	388,449	366	2,228	314	2,908	0.09%	0.57%	0.08%	0.75%
14	Nunavut	40,966	118,003	5,826	1	9	2	12	0.02%	0.15%	0.03%	0.21%

Sources: Statistiques Canada - YHC Environnement



# 3.4 Development of Public Transit Services HUBs

Figure 3.4 - Vehicle Radius & Range



# 3.4 Development of Public Transit Services HUBs

Figure 3.5 - Electric Services Station (ESS-HUB) Example: Carleton-sur-Mer, QC





## 4. Business Plan

# 4.1 Budget & Business Plan

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## 4.1.1 Financial Package and Budget

- i. Public transit services represent a significant investment that brings direct and indirect benefits that are also considerable.
- ii. For the set-up and provision of regional public transit services, capital costs (CAPEX) and operating costs (OPEX) must be considered.
- iii. The development and, above all, the maintenance of public transit services is an ongoing financial challenge insofar as needs and demand fluctuate while costs tend to increase constantly.
- iv. For the vast majority of public transit services, revenues come from fares charged to users and from government financial support for the maintenance and implementation of these services. From an economic and financial point of view, this “public” contribution compensates for the indirect benefits that these services provide: economic development, reduction of the need for vehicles and therefore savings in transportation for households, reduction of vehicles on the roads, reduction of air pollution and GHGs, etc.
- v. Since the emergence of the UBER phenomenon, which is associated with sharing economy solutions and especially with the development of the Internet of Things and large commercial platforms, less conventional and more economical solutions than buses, metros, trams and even taxis have become available.

## 4.1.2 Business Plan

- i. We suggest that the municipalities targeted by this market study should establish services taking into account the minimum potential demand as a first step. Sections 2 and 3 present analyses and recommendations by municipal region.
- ii. We suggest prioritizing the implementation of the most economical services, i.e., those with the lowest CAPEX:
  - Carpooling, which does not require any investment in a vehicle and can be informally set up via social media, and which in a more optimal and safe way can be done via a platform managed by the responsible organization.
  - Carpooling can also be adapted to cover multi-passenger taxi-bus type services by using minivans to meet more specific needs: users with reduced mobility, etc.
  - Carsharing in support of the two services of carpooling in order to increase the offer and reduce rates or costs for users.
- iii. To the extent that there is sufficient demand and funding is available, gradually introduce bus services with fixed routes or in ODT mode.
- iv. For eBike sharing Active Transportation services, it is recommended to go very gradually and start in the regions that are most interested and where cycling facilities are adequate.



# 4.1 Budget & Business Plan

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## 4.1.3 Fares

- i. To carry out this market study, the public consultation made it possible to test the sensitivity of potential users to the cost of the services offered specifically for the municipalities.
- ii. The choice of proposed costs/rates for each of the services was calculated based on a variation in an actual cost (5 options, i.e., 2 choices above and 2 choices below the estimated actual cost) and established on parameters for each of the services, considering the characteristics of the offer for each of the regions.
- iii. For bus services, the reference costs were based on the rates for conventional public transit offers with 15-seat buses offered elsewhere in Canada, considering the distances travelled to two main destinations: Winnipeg and Steinbach. (See Appendix A1.1)
- iv. For ridesharing services, the benchmark costs were set at a compensation rate of \$0.15/km, considering the distances travelled to two main destinations: Winnipeg and Steinbach. (See Appendix A1.1).
- v. For ride-hailing services, the benchmark costs were based on the compensation rate (allowed by Revenue Canada for the use of a personal vehicle for work in 2023) of \$0.62/km considering the distances travelled to two main destinations: Winnipeg and Steinbach. (See Appendix A1.1).
- vi. For carsharing services, the reference cost is based on an hourly rate of \$8.00 for the use of an electric car (see Appendix A1.1).
- vii. The summary of respondents' sensitivity analysis by regional rates (Table 2.3b) reveals results that vary greatly for regions and by service.
- viii. For bus services, with exceptions made for the Reynolds, De Salaberry and Steinbach areas, respondents would not be willing to pay a fare that corresponds to the actual cost for trips to Winnipeg or Steinbach. **The results suggest that bus fares should be subsidized to ensure minimal ridership.**
- ix. For ridesharing services, most respondents would be willing to pay a fare that corresponds to the actual cost of trips to Winnipeg.
- x. For ride-hailing services, respondents would not be willing to pay a fare that corresponds to the actual cost of trips to Winnipeg or Steinbach. **The results suggest that ridesharing fares should be subsidized for some users. However, unlike bus services, there is no minimum number of passengers to guarantee profitability.**
- xi. For carsharing services, respondents in some regions would be willing to pay a rate that corresponds to the actual cost.



# 4.1 Budget & Business Plan

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## 4.1.4 Fares and Revenues

- i. For the implementation of new services in CPT, we recommend implementing the most economical transportation services in order to test the market.
- ii. The pilot project approach is recommended.
- iii. Except for the costs of setting up services (CAPEX), we recommend minimizing the need for external revenues or subsidies to finance operating costs (OPEX).
- iv. We recommend prioritizing the “Rate = Cost” strategy as much as possible.
- v. In the short and medium term, the “Price-Cost” strategy can allow municipalities to adjust or plan new services or pricing strategies by taking into account the specific regional situations experienced in the initial or pilot phases.
- vi. Municipal transportation organizations should develop the support of local and regional client organizations (businesses, government or non-governmental organizations) to obtain additional revenues to set up and support services.





## 4.2 PT Management of Operations and Services

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### 4.2.1 Organizing the Offering of CPT Services

- i. Determine what PT services will be available.
- ii. Establish the type of service management.

Older users are less familiar with computer science and sharing economy concepts. Depending on the clientele served (users), it may be necessary to adapt access to services:

  - Via a platform in automated mode
  - Via a call center
  - A hybrid system with call service and automated mode.
- iii. Develop a promotional and communications strategy to advertise services and access.
- iv. Expand services by searching for drivers:
  - Carpooling
  - Ride-hailing: Volunteer or employee status (see Sections 2 and 3)

### 4.2.2 Managing the CPT Services

- i. Determine the areas to be served
- ii. Specify services by area
- iii. Simplify management with an operator mode:
  - Who handles the application - Dispatch and supervision
  - Who handles the financial aspects





## **5. Regional CT Services Proposal**

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## Authors' Note

This section is a preliminary transit services draft to be taken up by the regions.  
It is important that this service offer be reviewed and corrected by the municipalities.



# 5.1. BPFN



# 5.1 BPFN

Services			Recommendations	References
1	<b>BUS SERVICES</b>	Higher Risk		
1.1	Rides		Demand would be insufficient to make the use of buses profitable.	
1.2	Pricing strategy	To be validated	Users would be very reluctant to pay the fare/Cost: Fares should be subsidized	
2	<b>RIDESHARING SERVICES</b>	Recommended		
2.1	Type of services			
	a. Shuttle - Multi passengers		i Could largely meet the demand for rides/buses	
	Number of passengers required	2 and up	ii Minivans could be a good replacement for buses and reduce the cost per trip	
	b. Taxi/Uber style		Auto Mode - Platform	
	c. On-demand transport (ODT)		Operator or platform	
2.2	Number of Drivers Offered/Required	3	According to survey responses	
2.3	Number of Volunteer Drivers	5	The supply of drivers would make it possible to meet the demand for bus journeys the majority of the time	
2.4	Pricing strategy			
	a. Shuttle - Multi passengers		i Journeys should be subsidized for certain groups of users (clienteles).	
			ii Offer Ridesharing drivers a discount for using the Carsharing service.	
	b. Taxi/Uber style		Rate-cost per user	
	c. On-demand transport (ODT)		Cost-cost per user or subsidized	



# 5.1 BPFN

Services			Recommendations	References
<b>3</b>	<b>CARPPOOLING SERVICES</b>	Recommended		
3.1	Number of Volunteer Drivers	6	Interesting number of volunteer drivers	Regional survey
3.2	Pricing strategy		Optimize carpooling and travel capacity: Offer carpooling drivers a discount for using the Carsharing service.	
<b>4</b>	<b>CARSHARING SERVICES</b>	Recommended		
4.1	Number of vehicles offered	2 or 3		
4.2	Number of interested drivers	4		
4.3	Pricing strategy		Prioritize carpooling (1st) and carsharing (2nd) services with pricing strategy	
<b>5</b>	<b>ACTIVE TRANSPORTATION SERVICES</b>	Higher Risk	Unfavourable stakeholders and low demand	
5.1	<b>Bike Road</b>			
	a. Streets/Roads Development		First steps to consider	
	b. Dedicated bike path			
5.2	<b>Bike Sharing</b>			
	Regular		There would be potential demand but users are not in favour of a cost-related rate (Would require subsidies)	
	Electric - eBike			
<b>6</b>	<b>HUB</b>	Recommended		
6.1	<b>Number of HUBs (Suggested Locations)</b>	1		Stakeholder survey
	a. 132 Drull Ave East			
	b. off Railway Ave at our Rest Area			
	c.			
6.2	<b>Charging Equipment</b>			
	A. L2 - Regular (6 - 24kWh)	2		
	B. L3 - Fast Charging 30 - 100 kWh	1	Remote area of Winnipeg and Steinbach	
6.3	<b>Shelter</b>	1	Basic Amenities	
6.4	<b>Bike Rack</b>	1	Basic Amenities	



## 5.2. Hanover



## 5.2 Hanover

Services			Recommendations	References
1	<b>Bus SERVICES</b>	To be validated	Possible but risky	
	1.1 Rides	To be determined	Demand would potentially be high enough to make bus use profitable.	
	1.2 Pricing strategy	To be determined	Users would be very reluctant to pay the fare/Cost: Fares should be subsidized	
2	<b>RIDESHARING SERVICES</b>	Recommended		
	2.1 Type of services			
	a. Shuttle - Multi passengers		i Could partially meet the demand for rides/Buses	
	Number of passengers required	2 and more	ii Minivans could be a good replacement for buses and reduce the cost per trip	
	b. Taxi/Uber style		Auto Mode - Platform	
	c. On-demand transport (ODT)		Operator or platform	
	2.2 Number of Drivers Offered/Required	15	According to survey responses	
	2.3 Number of Volunteer Drivers	13	The supply of drivers would not be able to meet the demand for bus journeys	Regional survey
	2.4 Pricing strategy			
	a. Shuttle - Multi passengers		i Trips should probably be subsidized for certain groups of users.	
	b. Taxi/Uber style		ii Offer Ridesharing drivers a discount for using the Carsharing service.	
	c. On-demand transport (ODT)		Rate-cost per user	
			Cost-cost per user or subsidized	





## 5.2 Hanover

Services			Recommendations	References
<b>3</b>	<b>CARPOOLING SERVICES</b>		Recommended	
3.1	Number of Volunteer Drivers	23	Interesting number of volunteer drivers	Regional survey
3.2	Pricing strategy		Optimize carpooling and travel capacity: Offer carpooling drivers a discount for using the Carsharing service.	
<b>4</b>	<b>CARSHARING SERVICES</b>		Recommended	
4.1	Suggested number of vehicles	3 to 5	Validate	
4.2	Number of interested drivers	12		
4.3	Pricing strategy		Prioritize carpooling (1st) and carsharing (2nd) services with pricing strategy	
<b>5</b>	<b>ACTIVE TRANSPORTATION SERVICES</b>		Risky	
5.1	Bike Road			
	a. Streets/Roads Development		Unfavourable stakeholders and low demand	
	b. Dedicated bike path		First steps to consider	
5.2	Bike Sharing	Regular Electric - eBike	1 1	There would be potential demand but users are not in favour of a cost-related rate (Would require subsidies)
<b>6</b>	<b>HUB</b>		Recommended	
6.1	Number of HUBs (Suggested Locations)	5		Stakeholder survey
	a. Mitchell			
	b. Blumenort			
	c. Kleefeld			
	d. Grunthal			
	e. New Bothwell			
6.2	Charging Equipment			
	a. L2 - Regular	3	6 - 24 kWh	
	b. L3 - Fast Charging	3	30 - 100kWh	
6.3	Shelter	1	Basic Amenities	
6.4	Bike Rack	1	Basic Amenities	



## 5.3. La Broquerie



## 5.3 La Broquerie

Services			Recommendations	References
1	Bus SERVICES	High Risk		
1.1	Ride		Demand would be insufficient to make the use of buses profitable.	
1.2	Pricing strategy	To be validated	Users would be reluctant to pay the fare/Cost: Fares should be subsidized	
2	RIDESHARING SERVICES	Recommended		
2.1	Type of services			
	a. Shuttle - Multi passengers Number of passengers required	2 and more	<ul style="list-style-type: none"> <li>i Could largely meet the demand for rides/Buses</li> <li>ii Minivans could be a good replacement for buses and reduce the cost per trip</li> </ul>	
	b. Taxi/Uber style		Auto Mode - Platform	
	c. On demand transport (ODT)		Operator or platform	
2.2	Number of Drivers Offered/Required	4	According to survey responses	
2.3	Number of Volunteer Drivers	5	The supply of drivers would make it possible to meet the demand for bus journeys the majority of the time	
2.4	Pricing strategy			
	a. Shuttle - Multi passengers		<ul style="list-style-type: none"> <li>i Journeys should be subsidized for certain groups of users.</li> <li>ii Offer Ridesharing drivers a discount for using the Carsharing service.</li> </ul>	
	b. Taxi/Uber style		Rate-cost per user	
	c. On demand transport (ODT)		Cost-cost per user or subsidized	



## 5.3 La Broquerie

Services			Recommendations	References
3	CARPOOLING SERVICES	Recommended		
3.1	Number of Volunteer Drivers	4		Regional Survey
3.2	Pricing strategy		Optimize carpooling and travel capacity: Offer carpooling drivers a discount for using the Carsharing service.	
4	CARSHARING SERVICES	Recommended		
4.1	Number of vehicles offered	1 à 2	Validate	
4.2	Number of interested drivers	5		
4.3	Pricing strategy		Prioritize Carpooling (1st) and carsharing (2nd) services with pricing strategy	
5	ACTIVE TRANSPORTATION SERVICES	Risky	Relatively low demand	
5.1	Bike Road			
	a. Streets/Roads Development		First steps to consider	
	b. Dedicated bike path			
5.2	Bike Sharing	Regular Electric - eBike	Demand would be low and users would not be relatively supportive of a cost-related rate (Would require subsidies)	
6	HUB	Recommended		
6.1	Number of HUBs (Suggested Locations)	1		Survey Stakeholder
	a. Hylife Center			
	b.			
	c.			
6.2	Charging Equipment			
	a. L2 - Regular (6 - 24kWh)	1		
	b. L3 - Fast Charging (30 - 100 kWh)	1		
6.3	Shelter	1	Basic Amenities	
6.4	Bike Rack	1	Basic Amenities	



## 5.4 Piney



# 5.4 Piney

Services			Recommendations	References
1	Bus SERVICES	High Risk		
1.1	Ride		Demand would be insufficient to make the use of buses profitable.	
1.2	Pricing strategy	To be validated	Users would be relatively supportive of paying the fare/Cost: Fares should be subsidized	
2	RIDESHARING SERVICES	Recommended		
2.1	Type of services			
	a. Shuttle - Multi passengers		i Could largely meet the demand for rides/Buses	
	Number of passengers required	2 and up	ii Minivans could be a good replacement for buses and reduce the cost per trip	
	b. Taxi/Uber style		Auto Mode - Platform	
	c. On demand transport (ODT)		Operator or platform	
2.2	Number of Drivers Offered/Required	5	According to survey responses	
2.3	Number of Volunteer Drivers	11	The supply of drivers would make it possible to meet the demand for bus journeys	Regional survey
2.4	Pricing strategy			
	a. Shuttle - Multi passengers		i Journeys should be subsidized for certain groups of users.	
	b. Taxi/Uber style		ii Offer Ridesharing drivers a discount for using the Carsharing service.	
	c. On demand transport (ODT)		Rate-cost per user	
			Cost-cost per user or subsidized	



# 5.4 Piney

Services			Recommendations	References
3	CARPOOLING SERVICES CO	Recommended		
3.1	Number of Volunteer Drivers	10	Interesting number of volunteer drivers	Regional survey
3.2	Pricing strategy		Optimize carpooling and travel capacity: Offer carpooling drivers a discount for using the Carsharing service.	
4	CARSHARING SERVICES	Recommended		
4.1	Number of vehicles offered	2 to 3	Validate	
4.2	Number of interested drivers	5		
4.3	Pricing strategy		Prioritize Carpooling (1st) and carsharing (2nd) services with pricing strategy	
5	ACTIVE TRANSPORTATION SERVICES	Risky	Low demand	
5.1	Bike Road			
	a. Streets/Roads Development		First steps to consider	
	b. Dedicated bike path			
5.2	Bike Sharing	Regular Electric - eBike	Demand would be very low and users would not be in favour of a cost-related fare (would require subsidies)	
6	HUB	Recommended		
6.1	Number of HUBs (Suggested Locations)	3		Stakeholder survey
	a. Woodbridge			
	b. Sprague			
	c. Vassar			
6.2	Charging Equipment			
	a. L2 - Regular (6 - 24kWh)	3	6 - 24 kWh	
	b. L3 - Fast Charging (30 - 100 kWh)	3	30 - 100kWh	
6.3	Shelter	1	Basic Amenities	
6.4	Bike Rack	1	Basic Amenities	



# 5.5 Reynolds





# 5.5 Reynolds

Services			Recommendations	References
1	Bus SERVICES	Risky		
1.1	Ride		Demand would be insufficient to make the use of buses profitable.	
1.2	Pricing strategy	To be validated	Users would be in favour of paying the fare/Cost: Fares should be subsidized	
2	RIDESHARING SERVICES	Recommended		
2.1	Type of services			
	a. Shuttle - Multi passengers Number of passengers required	2 and up	<ul style="list-style-type: none"> <li>i Could largely meet the demand for rides/Buses</li> <li>ii Minivans could be a good replacement for buses and reduce the cost per trip Auto Mode - Platform Operator or platform</li> </ul>	
	b. Taxi/Uber style			
	c. On demand transport (ODT)			
2.2	Number of Drivers Offered/Required	5	According to survey responses	
2.3	Number of Volunteer Drivers	7	The supply of drivers would make it possible to meet the demand for bus journeys the majority of the time	
2.4	Pricing strategy			
	a. Shuttle - Multi passengers		<ul style="list-style-type: none"> <li>i Trips should perhaps not be subsidized for certain user groups.</li> <li>ii Offer Ridesharing drivers a discount for using the Carsharing service. Rate-cost per user Cost-cost per user or subsidized</li> </ul>	
	b. Taxi/Uber style			
	c. On demand transport (ODT)			



# 5.5 Reynolds

Services			Recommendations	References
<b>3</b>	<b>CARPOOLING SERVICES</b>		Recommended	
3.1	Number of Volunteer Drivers	8		Regional Survey
3.2	Pricing strategy		Optimize carpooling and travel capacity: Offer carpooling drivers a discount for using the Carsharing service.	
<b>4</b>	<b>CARSHARING SERVICES</b>		Recommended	
4.1	Number of vehicles offered	2 to 3	Validate	
4.2	Number of interested drivers	7		
4.3	Pricing strategy		Prioritize Carpooling (1st) and carsharing (2nd) services with pricing strategy	
<b>5</b>	<b>ACTIVE TRANSPORTATION SERVICES</b>		Risky	
5.1	<b>Bike Road</b>			
	a. Streets/Roads Development		First steps to consider	
	b. Dedicated bike path			
5.2	<b>Bike Sharing</b>	Regular Electric - eBike	0 0	Demand would be low and users would be relatively supportive of a cost-related fare (Would require subsidies)
<b>6</b>	<b>HUB</b>		Recommended	
6.1	<b>Number of HUBs (Suggested Locations)</b>	2		Survey Stakeholder
	a. Highway 1 beside recycling shed			
	b.			
	c.			
6.2	<b>Charging Equipment</b>			
	a. L2 - Regular (6 - 24kWh)	2		
	b. L3 - Fast Charging (30 - 100 kWh)	2	More remote area - 2 L3 terminals would be useful	
6.3	<b>Shelter</b>	2	Basic Amenities	
6.4	<b>Bike Rack</b>	2	Basic Amenities	



## 5.6 Ritchot



# 5.6 Ritchot

Services			Recommendations	References
1	Bus SERVICES	Risky		
1.1	Ride		Demand would be insufficient to make the use of buses profitable.	
1.2	Pricing strategy	To be validated	Users would be reluctant to pay the fare/Cost: Fares should be subsidized	
2	RIDESHARING SERVICES	Recommended		
2.1	Type of services			
	a. Shuttle - Multi passengers Number of passengers required	2 and up	<ul style="list-style-type: none"> <li>i Could largely meet the demand for rides/Buses</li> <li>ii Minivans could be a good replacement for buses and reduce the cost per trip Auto Mode - Platform Operator or platform</li> </ul>	
	b. Taxi/Uber style			
	c. On demand transport (ODT)			
2.2	Number of Drivers Offered/Required	7	According to survey responses	
2.3	Number of Volunteer Drivers	6	The supply of drivers would not quite be able to meet the demand for bus journeys in the majority of the time	
2.4	Pricing strategy			
	a. Shuttle - Multi passengers		<ul style="list-style-type: none"> <li>i Journeys should be subsidized for certain groups of users.</li> <li>ii Offer Ridesharing drivers a discount for using the Carsharing service. Rate-cost per user Cost-cost per user or subsidized</li> </ul>	
	b. Taxi/Uber style			
	c. On demand transport (ODT)			



# 5.6 Ritchot

Services		Recommendations		References
<b>3</b>	<b>CARPPOOLING SERVICES</b>	Recommended		
3.1	Number of Volunteer Drivers	12	High number of volunteer drivers	Regional Survey
3.2	Pricing strategy		Optimize carpooling and travel capacity: Offer carpooling drivers a discount for using the Carsharing service.	
<b>4</b>	<b>CARSHARING SERVICES</b>	Recommended		
4.1	Number of vehicles offered	More than 3 vehicles	Validate	
4.2	Number of interested drivers	13		
4.3	Pricing strategy		Prioritize Ridesharing (1st) and Carpooling (2nd) services with pricing strategy	
<b>5</b>	<b>ACTIVE TRANSPORTATION SERVICES</b>	Risky	Stakeholders unfavourable	
5.1	<b>Bike Road</b>			First steps to consider
	a. Streets/Roads Development b. Dedicated bike path			
5.2	<b>Bike Sharing</b>	Regular Electric - eBike	There would be potential demand but users are not in favour of a cost-related rate (Would require subsidies)	
<b>6</b>	<b>HUB</b>	Recommended		
6.1	<b>Number of HUBs (Suggested Locations)</b>	3		Stakeholder Survey
	a. IDC Grand Point b. c.			
6.2	<b>Charging Equipment</b>			
	a. L2 - Regular (6 - 24kWh)	3	6 - 24 kWh	
	b. L3 - Fast Charging (30 - 100 kWh)	3	30 - 100kWh	
6.3	<b>Shelter</b>	3	Basic Amenities	
6.4	<b>Bike Rack</b>	3	Basic Amenities	



## 5.7 Ste-Anne (Municipality and Town)



## 5.7 Ste-Anne (Municipality and Town)

Services			Recommendations	References
1	Bus SERVICES	High Risk		
1.1	Ride		Demand would be insufficient to make the use of buses profitable.	
1.2	Pricing strategy	To be validated	Users would be reluctant to pay the fare/Cost: Fares should be subsidized	
2	RIDESHARING SERVICES	Recommended		
2.1	Type of services			
	a. Shuttle - Multi passengers Number of passengers required	2 and more	<ul style="list-style-type: none"> <li>i Could largely meet the demand for rides/Buses</li> <li>ii Minivans could be a good replacement for buses and reduce the cost per trip Auto Mode - Platform Operator or platform</li> </ul>	
2.2	Number of Drivers Offered/Required	7	According to survey responses	
2.3	Number of Volunteer Drivers	10	The supply of drivers would make it possible to meet the demand for bus journeys the majority of the time	
2.4	Pricing strategy			
	a. Shuttle - Multi passengers		<ul style="list-style-type: none"> <li>i Journeys should be subsidized for certain groups of users.</li> <li>ii Offer Ridesharing drivers a discount for using the Carsharing service. Rate-cost per user Cost-cost per user or subsidized</li> </ul>	
	b. Taxi/Uber style			
	c. On demand transport (ODT)			



## 5.7 Ste-Anne (Municipality and Town)

Services			Recommendations	References
3	<b>CARPPOOLING SERVICES</b>	Recommended		
3.1	Number of Volunteer Drivers	10	High number of volunteer drivers	Regional Survey
3.2	Pricing strategy		Optimize carpooling and travel capacity: Offer carpooling drivers a discount for using the Carsharing service.	
4	<b>CARSHARING SERVICES</b>	Recommended		
4.1	Number of vehicles offered	More than 3 vehicles	Validate	
4.2	Number of interested drivers	12		
4.3	Pricing strategy		Prioritize Ridesharing (1st) and Carpooling (2nd) services with pricing strategy	
5	<b>ACTIVE TRANSPORTATION SERVICES</b>	Risky	Unfavourable stakeholders and low demand	
5.1	<b>Bike Road</b>			
	a. Streets/Roads Development		First steps to consider	
	b. Dedicated bike path			
5.2	<b>Bike Sharing</b>	Regular Electric - eBike	Potential demand is low and users would not be in favour of a cost-related fare (Would require subsidies)	
6	<b>HUB</b>	Recommended		
6.1	<b>Number of HUBs (Suggested Locations)</b>	2		Stakeholder Survey
	a.			
	b.			
	c.			
6.2	<b>Charging Equipment</b>			
	a. L2 - Regular (6 - 24kWh)	2		
	b. L3 - Fast Charging (30 - 100 kWh)	1	At least 1 fast charging station for the region	
6.3	<b>Shelter</b>	2	Basic Amenities	
6.4	<b>Bike Rack</b>	2	Basic Amenities	





# 5.8 De Salaberry



# 5.8 De Salaberry

Services			Recommendations	References
1	Bus SERVICES	To be validated	Possible but risky	
	1.1 Ride		Demand would potentially be high enough to make bus use profitable.	
	1.2 Pricing strategy	To be determined	Users would be quite supportive of paying the fare/Cost: Potentially subsidized fares	
2	RIDESHARING SERVICES	Recommended		
	2.1 Type of services			
	a. Shuttle - Multi passengers Number of passengers required	2 and up	<ul style="list-style-type: none"> <li>i Could largely meet the demand for rides/Buses</li> <li>ii Minivans could be a good replacement for buses and reduce the cost per trip</li> </ul>	
	b. Taxi/Uber style		Auto Mode - Platform	
	c. On demand transport (ODT)		Operator or platform	
	2.2 Number of Drivers Offered/Required	8	According to survey responses	
	2.3 Number of Volunteer Drivers	9	The supply of drivers would make it possible to meet the demand for bus journeys the majority of the time	
	2.4 Pricing strategy			
	a. Shuttle - Multi passengers		<ul style="list-style-type: none"> <li>i Journeys should be subsidized for certain groups of users.</li> <li>ii Offer Ridesharing drivers a discount for using the Carsharing service.</li> </ul>	
	b. Taxi/Uber style		Rate-cost per user	
	c. On demand transport (ODT)		Cost-cost per user or subsidized	



# 5.8 De Salaberry

Services			Recommendations	References
3	<b>CARPOOLING SERVICES</b>	Recommended		
3.1	Number of Volunteer Drivers	23	High number of volunteer drivers	Regional Survey
3.2	Pricing strategy		Optimize carpooling and travel capacity: Offer carpooling drivers a discount for using the Carsharing service.	
4	<b>CARSHARING SERVICES</b>	Recommended		
4.1	Number of vehicles offered	More than 3 vehicles	Validate	
4.2	Number of interested drivers	15		
4.3	Pricing strategy		Prioritize Ridesharing (1st) and Carpooling (2nd) services with pricing strategy	
5	<b>ACTIVE TRANSPORTATION SERVICES</b>	Risky	Stakeholders unfavourable	
5.1	<b>Bike Road</b>			
	a. Streets/Roads Development		First steps to consider	
	b. Dedicated bike path			
5.2	<b>Bike Sharing</b>	Regular Electric - eBike	There would be potential demand but users are not in favour of a cost-related rate (Would require subsidies)	
6	<b>HUB</b>	Recommended		
6.1	<b>Number of HUBs (Suggested Locations)</b>	3		Survey Stakeholder
	a. Providence College			
	b. Chalet Malouin			
	c. Coop Gas bar for the St. Malo Region			
6.2	<b>Charging Equipment</b>			
	A. L2 - Regular (6 - 24kWh)	3		
	B. L3 - Fast Charging (30 - 100 kWh)	3		
6.3	<b>Shelter</b>	3	Basic Amenities	
6.4	<b>Bike Rack</b>	3	Basic Amenities	



# 5.9 Steinbach



# 5.9 Steinbach

Services			Recommendations	References
1	Bus SERVICES	To be validated	Possible but risky	
1.1	Ride		Demand would potentially be high enough to make bus use profitable. A private shuttle service is available in Steinbach	
1.2	Pricing strategy	To be determined	Users would be quite supportive of paying the fare/Cost: Potentially subsidized fares	
2	RIDESHARING SERVICES	Recommended		
2.1	Type of services			
	a. Shuttle - Multi passengers Number of passengers required	2 and up	i Could largely meet the demand for rides/Buses ii Minivans could be a good replacement for buses and reduce the cost per trip	
	b. Taxi/Uber style		Auto Mode - Platform	
	c. On demand transport (ODT)		Operator or platform	
2.2	Number of Drivers Offered/Required	8	According to survey responses	
2.3	Number of Volunteer Drivers	9	The supply of drivers would make it possible to meet the demand for bus journeys the majority of the time	
2.4	Pricing strategy			
	a. Shuttle - Multi passengers		i Journeys should be subsidized for certain groups of users. ii Offer Ridesharing drivers a discount for using the Carsharing service.	
	b. Taxi/Uber style		Rate-cost per user	
	c. On demand transport (ODT)		Cost-cost per user or subsidized	



## 5.9 Steinbach

Services			Recommendations	References
3	<b>CARPPOOLING SERVICES</b>	Recommended		
3.1	Number of Volunteer Drivers	10	Interesting number	Regional Survey
3.2	Pricing strategy		Optimize carpooling and travel capacity: Offer carpooling drivers a discount for using the Carsharing service.	
4	<b>CARSHARING SERVICES</b>	Recommended		
4.1	Number of vehicles offered	More than 3 vehicles	Validate	
4.2	Number of interested drivers	11		
4.3	Pricing strategy		Prioritize Ridesharing (1st) and Carpooling (2nd) services with pricing strategy	
5	<b>ACTIVE TRANSPORTATION SERVICES</b>	Risky	Stakeholders unfavourable	
5.1	<b>Bike Road</b>			
	a. Streets/Roads Development		First steps to consider	
	b. Dedicated bike path			
5.2	<b>Bike Sharing</b>	Regular Electric - eBike	There would be potential demand but users are not in favour of a cost-related fare (Would require subsidies)	
6	<b>HUB</b>	Recommended		
6.1	<b>Number of HUBs (Suggested Locations)</b>	1		Survey Stakeholder
	a. Mall			
	b.			
	c.			
6.2	<b>Charging Equipment</b>			
	A. L2 - Regular (6 - 24kWh)	1		
	B. L3 - Fast Charging (30 - 100 kWh)	1	At least 1 fast-charging station for the municipality	
6.3	<b>Shelter</b>	1	Basic Amenities	
6.4	<b>Bike Rack</b>	1	Basic Amenities	



# 5.10 Stuartburn



# 5.10 Stuartburn

Services			Recommendations	References
1	Bus SERVICES	Risky		
1.1	Ride		Demand would be insufficient to make the use of buses profitable.	
1.2	Pricing strategy	To be validated	Users would be very reluctant to pay the fare/Cost: Fares should be subsidized	
2	RIDESHARING SERVICES	Recommended		
2.1	Type of services			
	a. Shuttle - Multi passengers		i Could largely meet the demand for rides/Buses	
	Number of passengers required	2 and up	ii Minivans could be a good replacement for buses and reduce the cost per trip	
	b. Taxi/Uber style		Auto Mode - Platform	
	c. On demand transport (ODT)		Operator or platform	
2.2	Number of Drivers Offered/Required	2	According to survey responses	
2.3	Number of Volunteer Drivers	4	The supply of drivers would make it possible to meet the demand for bus journeys the majority of the time	
2.4	Pricing strategy			
	a. Shuttle - Multi passengers		i Journeys should be subsidized for certain groups of users.	
			ii Offer Ridesharing drivers a discount for using the Carsharing service.	
	b. Taxi/Uber style		Rate-cost per user	
	c. On demand transport (ODT)		Cost-cost per user or subsidized	





# 5.10 Stuartburn

Services			Recommendations	References
3	<b>CARPPOOLING SERVICES</b>	Recommended		
3.1	Number of Volunteer Drivers	3		Regional Survey
3.2	Pricing strategy		Optimize carpooling and travel capacity: Offer carpooling drivers a discount for using the Carsharing service.	
4	<b>CARSHARING SERVICES</b>	Recommended		
4.1	Number of vehicles offered	1 to 2	No more than 2 vehicles (short term)	
4.2	Number of interested drivers	2		
4.3	Pricing strategy		Prioritize Ridesharing (1st) and Carpooling (2nd) services with pricing strategy	
5	<b>ACTIVE TRANSPORTATION SERVICES</b>	Risky	Very low demand	
5.1	<b>Bike Road</b>			
	a. Streets/Roads Development		First steps to consider	
	b. Dedicated bike path			
5.2	<b>Bike Sharing</b>	Regular Electric - eBike	Demand would be low and users would not be in favor of a cost-related fare (would require subsidies).	
6	<b>HUB</b>	Recommended		
6.1	<b>Number of HUBs (Suggested Locations)</b>	2		Survey Stakeholder
	a. 132 Drull Ave East			
	b. off Railway Ave at Rest Area			
	c.			
6.2	<b>Charging Equipment</b>			
	a. L2 - Regular (6 - 24kWh)	2		
	b. L3 - Fast Charging (30 - 100 kWh)	1		
6.3	<b>Shelter</b>	1	Basic Amenities	
6.4	<b>Bike Rack</b>	0	Basic Amenities	



# 5.11 Taché



# 5.11 Taché

Services		Recommendations	References
1	Bus SERVICES	Risky	
1.1	Ride	Demand would be insufficient to make the use of buses profitable.	
1.2	Pricing strategy	To be validated Users would be in favour of paying the fare/Cost: Fares should be subsidized	
2	RIDESHARING SERVICES	Recommended	
2.1	Type of services		
	a. Shuttle - Multi passengers Number of passengers required	2 and up	<ul style="list-style-type: none"> <li>i Could largely meet the demand for rides/Buses</li> <li>ii Minivans could be a good replacement for buses and reduce the cost per trip</li> </ul>
	b. Taxi/Uber style		Auto Mode - Platform
	c. On demand transport (ODT)		Operator or platform
2.2	Number of Drivers Offered/Required	5	According to survey responses
2.3	Number of Volunteer Drivers	5	The supply of drivers would not meet the demand for bus journeys for certain hours and days
2.4	Pricing strategy		
	a. Shuttle - Multi passengers		<ul style="list-style-type: none"> <li>i Trips should perhaps not be subsidized for certain user groups.</li> <li>ii Offer Ridesharing drivers a discount for using the Carsharing service.</li> </ul>
	b. Taxi/Uber style		Rate-cost per user
	c. On demand transport (ODT)		Cost-cost per user or subsidized



# 5.11 Taché

Services			Recommendations	References
<b>3</b>	<b>CARPPOOLING SERVICES</b>	Recommended		
3.1	Number of Volunteer Drivers	7		Regional Survey
3.2	Pricing strategy		Optimize carpooling and travel capacity: Offer carpooling drivers a discount for using the Carsharing service.	
<b>4</b>	<b>CARSHARING SERVICES</b>	Recommended		
4.1	Number of vehicles offered	2 to 3	Validate	
4.2	Number of interested drivers	6		
4.3	Pricing strategy		Prioritize Ridesharing (1st) and Carpooling (2nd) services with pricing strategy	
<b>5</b>	<b>ACTIVE TRANSPORTATION SERVICES</b>	Risky	Stakeholders are not in favour	
5.1	<b>Bike Road</b>			
	a. Streets/Roads Development		First steps to consider	
	b. Dedicated bike path			
5.2	<b>Bike Sharing</b>	Regular Electric - eBike	There would be potential demand but users are not in favour of a cost-related rate (Would require subsidies)	
<b>6</b>	<b>HUB</b>	Recommended		
6.1	<b>Number of HUBs (Suggested Locations)</b>	2		Survey Stakeholder
	a. Lorette			
	b.			
	c.			
6.2	<b>Charging Equipment</b>			
	A. L2 Regular (6 - 24kWh)	2		
	B. L3 Fast Charging (30 - 100 kWh)	1	1 L3 station would be useful	
6.3	<b>Shelter</b>	2	Basic Amenities	
6.4	<b>Bike Rack</b>	2	Basic Amenities	





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