Where is the Love for Public Transport?
The Challenge

![Bar chart showing public transport market share in different regions: United States (2.2%), Australia (6.6%), Canada Country/Region (7.7%), Europe (20.6%), and Asia (38.9%).]

Transit Community

- People with No Choice
- People with Selective Choice
- People with a Lifestyle Choice
Transit Community Culture

A transit community culture exists where the majority of people in a city **understand** the public transport network, have a **positive view** of the system and use the services as a **genuine alternative** to car-based trips.

### Metropolitan Transit Community Culture

<table>
<thead>
<tr>
<th>Class</th>
<th>Transit Culture</th>
<th>Annual Ridership per Capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Very Strong</td>
<td>Greater than 200</td>
</tr>
<tr>
<td>B</td>
<td>Strong</td>
<td>150 to 200</td>
</tr>
<tr>
<td>C</td>
<td>Developing</td>
<td>100 to 150</td>
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<tr>
<td>D</td>
<td>Poor</td>
<td>50 to 100</td>
</tr>
<tr>
<td>E</td>
<td>Very Poor</td>
<td>Less than 50</td>
</tr>
</tbody>
</table>

**Annual Ridership per Capita =**

\[ \text{Total Annual Boardings} / \text{Metro Population} \]
Place-based Transit Community Culture

1 - CBD
2 - Major Regional Centre
3 - Suburban Retail Centre
4 - Inner Urban
5 - Outer Suburban

Activity-based Transit Community Culture

Business
Educational
Recreational
Creating a Strong Transit Culture

Strong Transit Culture

Engage

Educate

Envision

Innovative Community Engagement

Tell us what you think about our proposed changes to transportation and how they should be addressed.

Be part of the Plan

Step 1: Tell us your priorities

Step 2: Your feedback will be included in future plans and decisions.
Engagement with the Wider Community

Innovative Education
Changing Behaviour on Public Transport

Little Jack Horner

Little Jack Horner
Sat in the corner
Earphones jammed into his ears.
"Hey Jack, you big clown
Please turn that thing down;
"Cos frankly, we don't want to hear."

As a courtesy to other passengers, please
use earphones for audio devices and keep
the volume down.

Changing Behaviour on Public Transport

Little Miss Joan

Little Miss Joan
Answered her phone
And spoke so that we could all hear.
We now know she’s broke
And her love life’s a joke
But the rush that she had is all clear.
Please consider others and speak quietly when
using your mobile phone.
Envision with Long Term Network Plans

**MMATA Rapid Transit System Map**

- **MMATA Rapid Transit System Map**: This map illustrates the rapid transit infrastructure for the ultimate network of the city of 5.5 million people. It highlights key transportation routes and network connectivity across the city. The map is color-coded to denote different transit lines and services, which are crucial for integrating various modes of transportation and ensuring efficient urban mobility.
Toronto “Fantasy” Transit Plan

Envision More Transportation Choices
Let’s Build a System of Transitways by 2020
Strategic Policies for a Stronger Transit Culture

Engagement → Active Listening

Education → Information without spin

Envisioning → Collective Dreaming

Creating a Transit Community Culture

The Challenge

Questions?