



Introduction to the ESIC Transportation Strategy:

*The relevance and importance for NB
municipalities*

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From Surfaces to Services

An inclusive and sustainable transportation strategy for the province of New Brunswick, 2017-2037

Rural and urban transportation advisory committee
NB Economic and Social Inclusion Corporation

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Ensemble  pour vaincre la pauvreté
Overcoming Poverty Together

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Overcoming Poverty Together

CBC News Article Sept 27, 2018

Blinded by hope: Moncton couple loses last \$600 in suspected scam

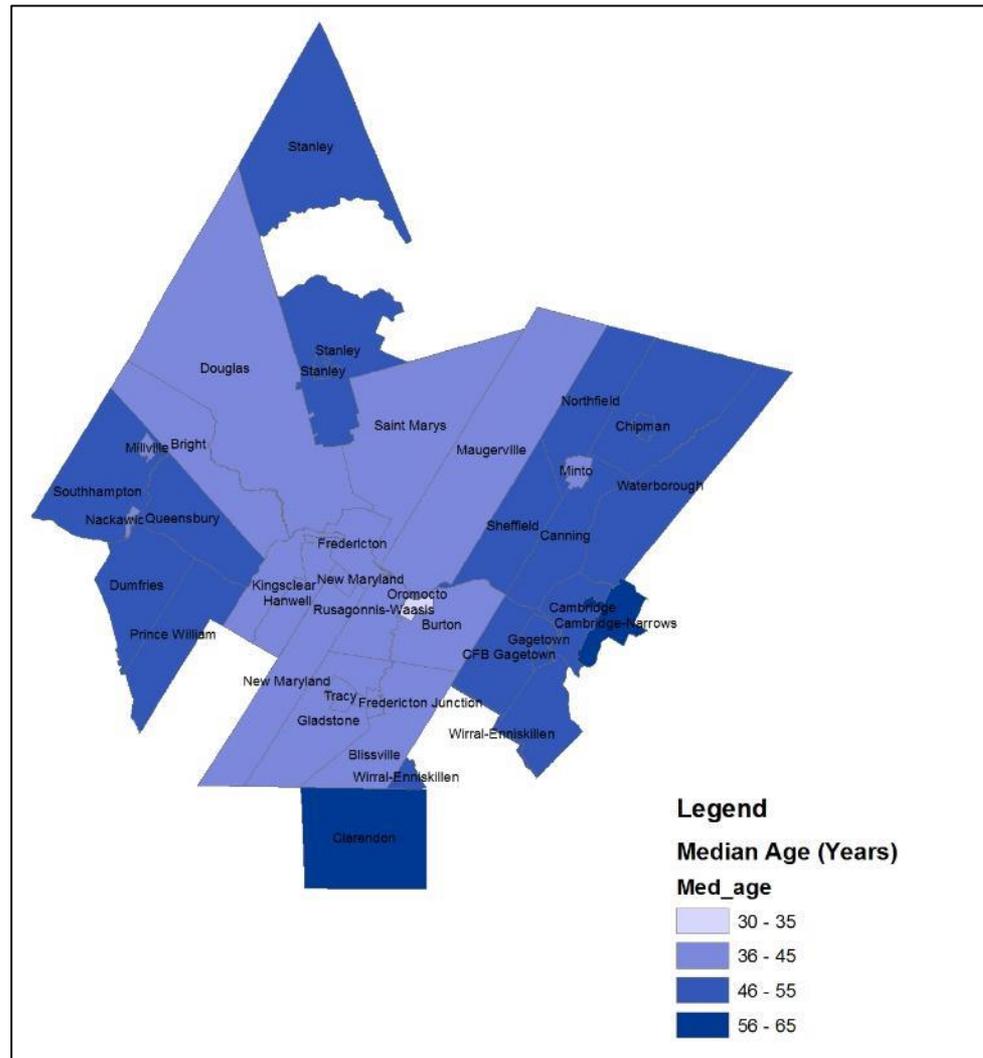
Nathan and Madison Donovan were hoping to use a loan off social assistance

Vanessa Blanch · CBC News · Posted: Sep 27, 2018 5:00 AM A

...Nathan is disabled after breaking his back in a car accident in 2010, and said his wife, Madison, was hoping to go back to work. She wants to return to the night shift at a downtown call centre but needs a vehicle to get back and forth since buses don't run overnight.

<https://www.cbc.ca/news/canada/new-brunswick/nathan-donovan-east-liberty-loan-scam-1.4836050>

How do we respond to transportation needs of an aging rural population?



Goals of the Strategy

- 1. Position NB to be able to address economic & social challenges of automobile dependence**
- 2. Build a strong (and credible) case for the need for an integrated transportation vision, foster a pivot in thinking**
- 3. Identify what is required to help us achieve the vision**
- 4. Identify how to realistically achieve the vision**
- 5. Develop an organized set of recommendations applicable to multiple levels of government, private sector, non-profit, citizen**

Scope

- **Both urban and rural**
- **Municipal, provincial, federal, non-profit, private sector, unincorporated areas**
- **Excluded air service and ferries**
- **Drew from expertise around the table, invited feedback (40 people), round table event**

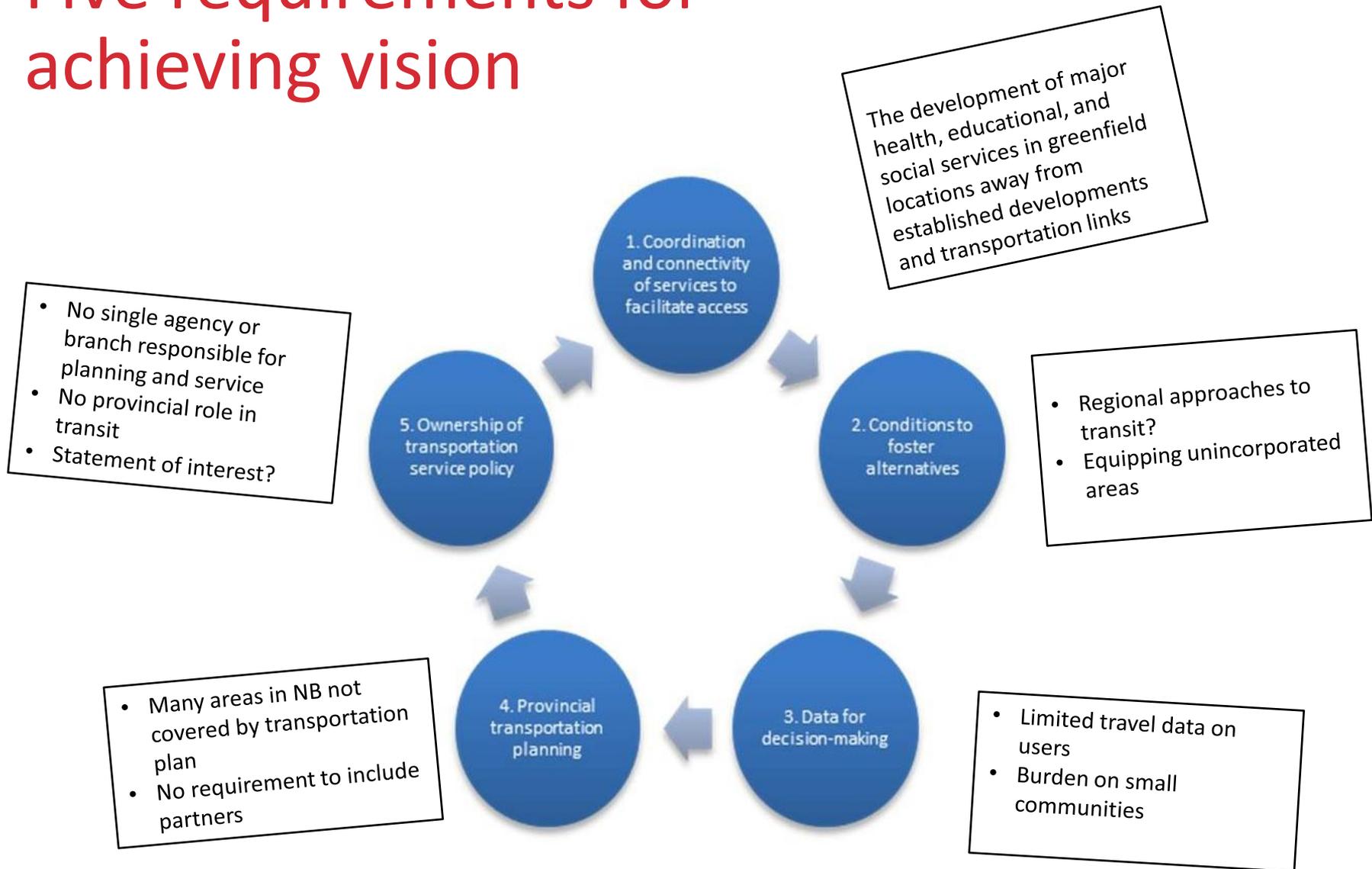
Five reasons a new vision is needed

- **Reason #1: New Brunswick has largely achieved its previous vision for automobile-based mobility, but this mobility now makes populations dependent on the ability to own and drive a car.**
- **Reason #2: There is no broad “vision for mobility” for transit, bus and passenger rail services in New Brunswick today, only a duty to provide economical services that have yet to achieve their full potential to attract riders.**
- **Reason #3: New Brunswickers are looking for a “vision for mobility” that improves access for those in greatest need, lessens the costs to citizens, and ensures support for community initiatives that use transportation to foster economic and social inclusion.**

Five reasons a new vision is needed

- **Reason #4: New Brunswickers presently look to the automobile to facilitate their economic and social inclusion, therefore changing their behavior can be a long process that needs to begin sooner rather than later.**
- **Reason #5: A common vision is needed by entities responsible for planning and delivering transportation to realize efficiency gains with societal benefits through improved public health and access to employment.**

Five requirements for achieving vision



Five Major Recommendations, 23 action items

1. Clarify roles and responsibilities for transportation services in NB

- Start broadly with adopting Statement of Interest, work to coordinate existing programs, explore a single entity to oversee?

2. Improve the planning, delivery and alignment of transportation services

- Provincial funding to expand transit
- Mandating Regional Service Commissions to develop plans
- Coordinate land use and transportation

Five Major Recommendations, 23 action items (con't)

3. Improve and integrate transportation data for decision-making and trip-making

- Provincial household travel survey
- Data for transit and non-profit operators
- Supporting research, technology

4. Enhance the availability of affordable, accessible and effective urban and rural transportation options

- Enhance regional reach of transit and collaboration with non-profit
- Stable core funding for community transportation
- Multipurposing of assets
- Implementation targets for accessibility
- How to get more people on intercity bus?
- Make VIA rail a realistic alternative
- Make Active Transportation a realistic option
- Bike co-ops
- Affordable transit
- Guidelines for autonomous vehicles

Five Major Recommendations, 23 action items (con't)

5. **Develop an action plan to implement the strategy**

- Assembling a provincial transportation oversight committee to monitor progress on the implementation of the Strategy until clear ownership is achieved

Recommendation

1.4 Investigate the potential for a single provincial entity to oversee the operationalization of the transportation strategy

Underlying need: New Brunswickers need to be clear on what agency or organization has the responsibility to address systematic transportation issues. Even provincial government agencies and municipalities need this clarity as they negotiate a system that has many overlapping aspects involving transportation service, but no overarching authority. A single provincial entity, such as an agency, department or branch (within a department) could provide a single point of contact for transportation service and policy issues, although it would need resourcing. A main component of this entity could involve supporting planning and forecasting, and data collection, ultimately resulting in the development of sustainable and accessible transportation alternatives that support New Brunswickers transportation needs. In addition to filling a policy and transportation leadership vacuum, this organization could be the home for various provincial transportation programs that are operating in isolation within the provincial government. For example, the “New Brunswick Transportation Authority” served a similar role in the past for the development of marine ports and airports and could possibly be reconvened to serve a broader passenger transportation role.

Recommended lead: Executive Council Office (ECO).

Lead

Rationale

Provincial Interest in Transportation

New Brunswick has an interest in supporting the economic, environmental, social and cultural well-being of urban and rural communities by developing and promoting a provincial, integrated, affordable, accessible, multimodal, sustainable transportation plan.

Transportation is critical for New Brunswickers to achieve economic and social inclusion, maintain quality of life, and access essential services such as healthcare and education. The availability, affordability, and accessibility of transportation options, as well as the location of services and land use decisions, impact how people are able to use transportation to meet their needs. Demographic and climatic changes, economic uncertainty, and depleting natural and financial resources will make relying on the automobile a less feasible option over time. New Brunswick will need to set goals and take actions in terms of planning, designing, communicating and changing behaviours to enhance the feasibility of alternatives to the single-occupancy vehicles. The result is an integrated transportation system that maximizes benefits to citizens, society and the economy, while minimizing impacts to the environment.

Goals

1. To maximize the economic and social inclusion of individuals and families, including those with a disability, by ensuring the availability of affordable, accessible and effective transportation options;
2. To ensure the transportation needs of New Brunswickers are systematically understood and addressed by employing consistent and effective province-wide and regional approaches to integrated transportation and land use planning and transportation service delivery;
3. To maximize the benefits of current investments in transportation by enhancing coordination within and among the provincial, municipal and federal public sectors, and the non-profit and private sectors.
4. To enhance the vibrancy and sustainability of urban and rural areas through land use patterns, development design, and location choices of essential public and private services that cater to users of transit, community driver programs, ridesharing, and active transportation, while reducing reliance on the single occupancy automobile.
5. To identify and address gaps in roles and responsibilities in transportation planning and service provision that limit broader coordination, system integration, and achievement of department or agency targets for economic and social inclusion, modal split, and climate change mitigation.
6. To ensure that provincial funding, legislative and regulatory mechanisms exist to develop, sustain and grow alternatives to the private automobile for local and intercity travel, including dedicated provincial support for municipal and regional transit systems, and non-profit community transportation programs.

Conclusions & Relevance

- **Transportation issues associated with Economic and Social Inclusion are a symptom of a bigger issue**
- **Mechanisms that can help foster change may not be in place**
- **Municipal buy-in of this strategy is key to fostering change at the provincial level as well**