



**SAULT  
STE. MARIE**

# **Transit Optimization Study**

Drop-in Information Session

Tuesday, March 25, 2025



**Transit  
Talk**

# Agenda

**1** **Welcome + Vision Boards:** 4:00 – 5:30 p.m. and 6:00 – 7:00 p.m.

**2** **Presentation:** 5:30 – 6:00 p.m.

**3** **Survey:** Live through April 11



# Drop-in Information Session

There are a series of information panels throughout the room, where you can provide your ideas and input. The Project Team will be available for questions and discussion.

## Purpose of Today's Session

1. Introduce the Sault Transit Optimization Study
2. Provide an update on work completed
3. Gather input from **you!**

# What is the Transit Optimization Study?

The study will provide a review of the City's transit network, including:

- Assessing the effectiveness of current bus routes and on-demand services.
- Evaluating the potential relocation of the Dennis Street terminal and its impacts.
- Providing recommendations to enhance efficiency while maintaining safe and reliable service.

The study incorporates public input with technical analysis to shape a transit system that is community-driven and data-informed.



# Study Objectives



Review the current service design of the City's transit network.



Examine the effectiveness and efficiency of the existing bus routes and on-demand system while considering changing ridership demographics.



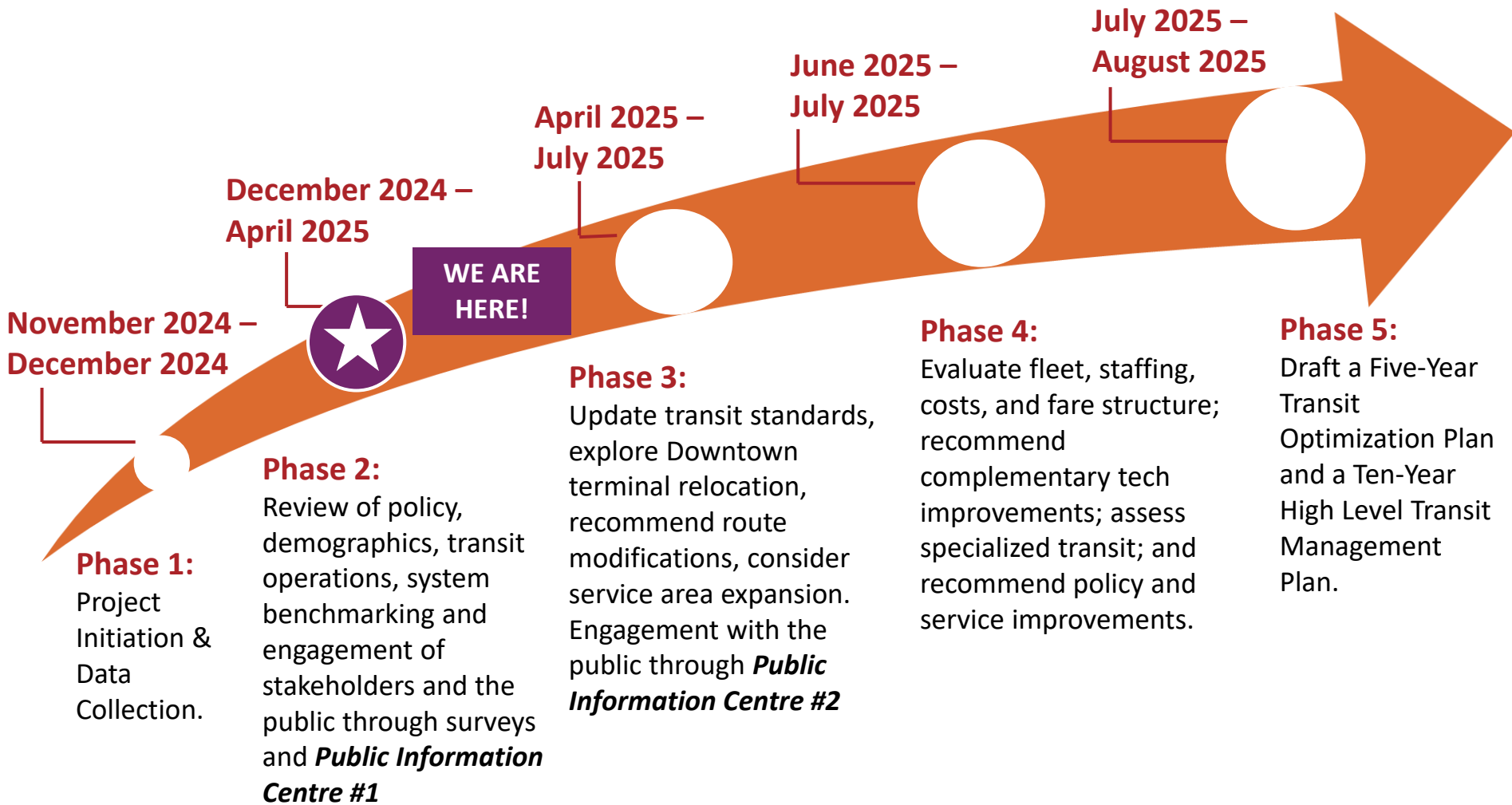
Evaluate relocating the Dennis St transit terminal.



Provide recommendations to optimize service while providing safe and efficient transit services to the City.



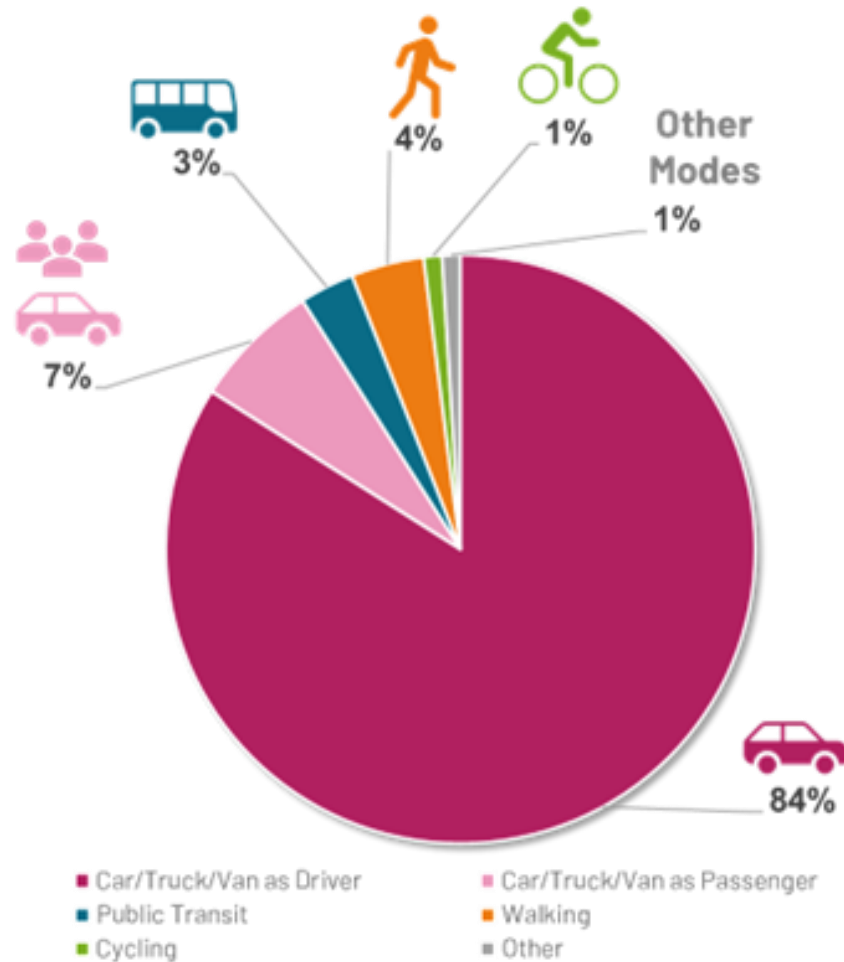
Consider innovative service delivery models.



# How Sault Ste. Marie Moves

## Modal Split in Sault Ste. Marie

Source: 2021 Census and 2022 Sault Ste. Marie Draft Official Plan Background Paper





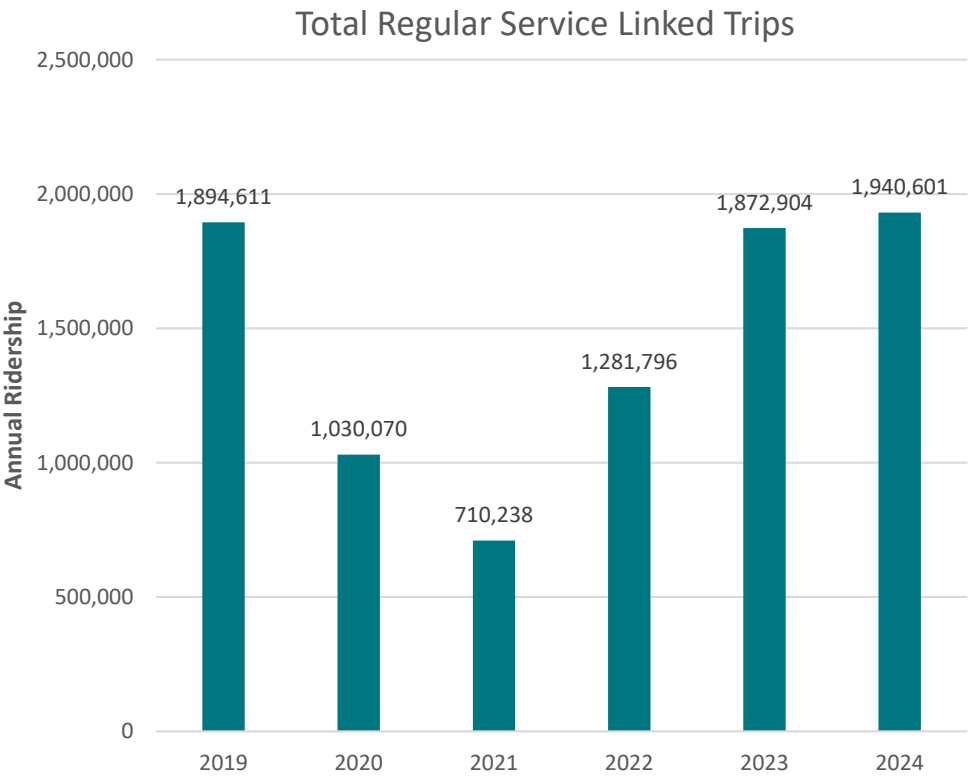
## SSM Transit's Offerings







# Transit System Review



- Sault Transit serves over 1.9M trips per year
- Ridership has fully recovered post-pandemic and is at record levels
- Ridership is heaviest during midweek, peaking at about 8,500 passenger trips per day
- 23 passenger trips for every hour of revenue service provided. This is comparable to other transit agencies.

## Who's on Board the Conventional System?

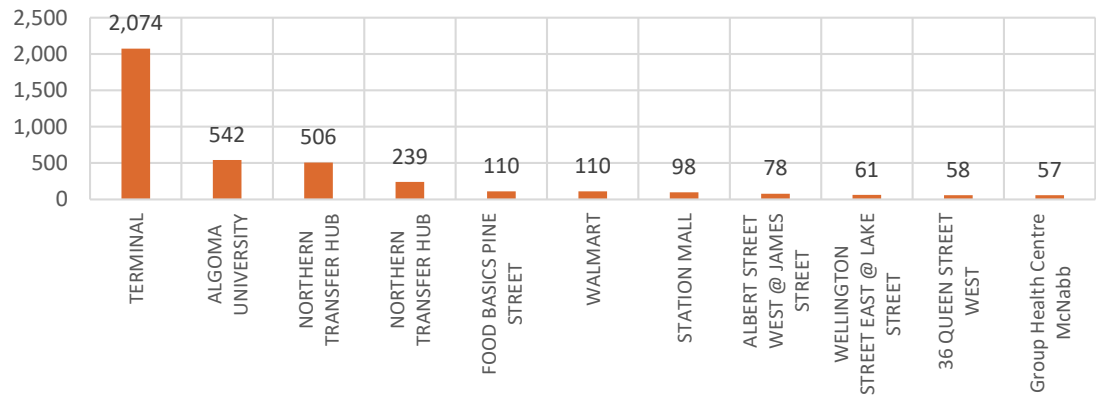
- Post-secondary students
- Adults
- Cash fares
- Seniors
- Youth/children



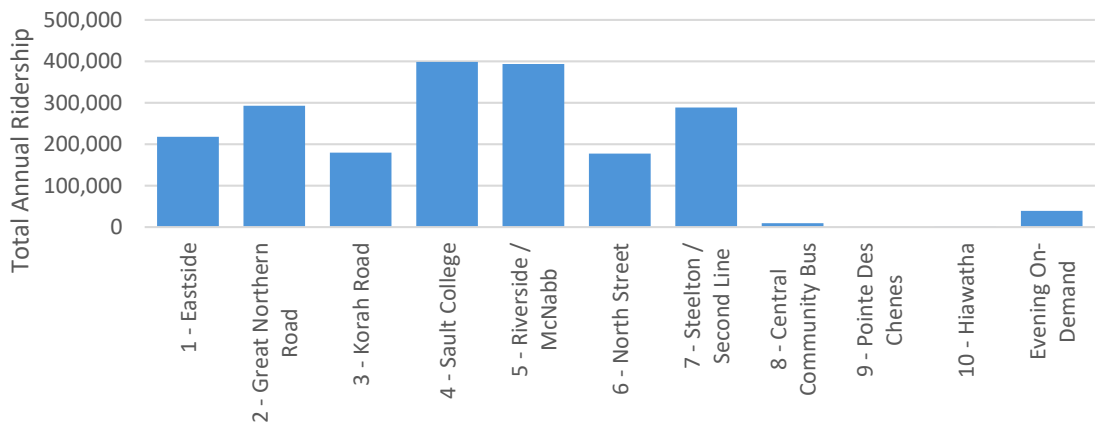


# How's the System Being Used?

Weekday Boardings – Top 10 Stops



Ridership by Route





# Gaps and Opportunities: Route Design



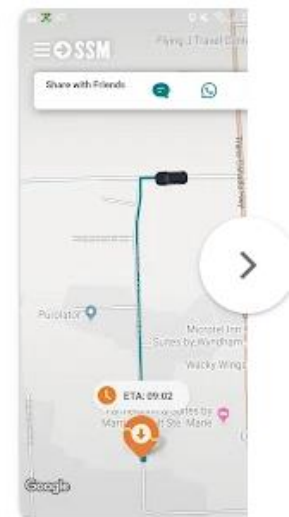
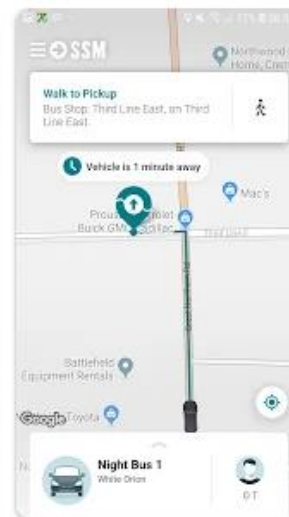
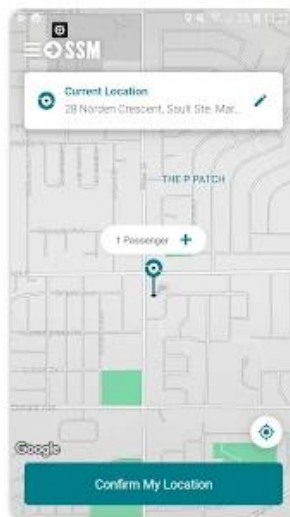


## *Gaps and Opportunities: Safe and Easy Access to Bus Stops*



# On-Demand Services

- Sault Transit has initiated On Demand services on Saturday and Sunday evenings (7:15 p.m. – midnight)
- Users can set their pick-up and drop-off location, and the app will provide passengers with their real-time ride details, including wait times



# Parabus



- Sault Transit's Parabus service provides curb-to-curb public transit service for persons with physical disabilities and vision loss
- Bookings may be made up to 2 weeks in advance on a first-come, first-served basis



# Downtown Terminal Relocation

The City is exploring relocating the existing Downtown Terminal to the Transit Centre at 111 Huron Street (5 blocks west).





# Vision and Guiding Principles

A **vision statement** and **guiding principles** express the intent of future change and provide a basis for policy development – ensuring that all aspects of the Plan work together.

A **vision statement** sets long-term aspirations for Transit in Sault Ste. Marie and reflects core values, qualities, and overall directions.

To realize the **vision statement**, **guiding principles** set out more specific directions or goals for operationalizing the vision over the longer term.

# Your Turn! What are your priorities for Transit?

Red Sticker = High Priority; Yellow Sticker = Medium Priority

Improve Access to  
Bus Stops

Improve Bus  
Shelters and  
Infrastructure

Increase System  
Coverage

Improve Frequency  
and Reliability  
*(which routes?)*

Improve Route  
Directness  
*(between which  
locations?)*

Terminal Relocation

Expand Periods of  
Operation

Paratransit & On-  
Demand Transit

Fare Structure &  
Affordability

Sustainability

# Next Steps

- Review Feedback Received Today
- Review Public Survey Input
- Option Development and Evaluation
- Explore Relocation of Downtown Bus Terminal
- Develop the 5- and 10-Year Plan



# Stay Informed!

For more information on the Transit Optimization Study  
or to share your feedback, visit:  
[saultstemarie.ca/transitstudy](http://saultstemarie.ca/transitstudy)

Your input is essential in shaping the future of transit in  
Sault Ste. Marie.



## Transit Talk

