



TAKECONSULTING



Fundy Regional  
Service Commission  
Commission de Services  
Régionaux de Fundy

# Regional Public Transportation Plan

FRSC Board

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# Project Team



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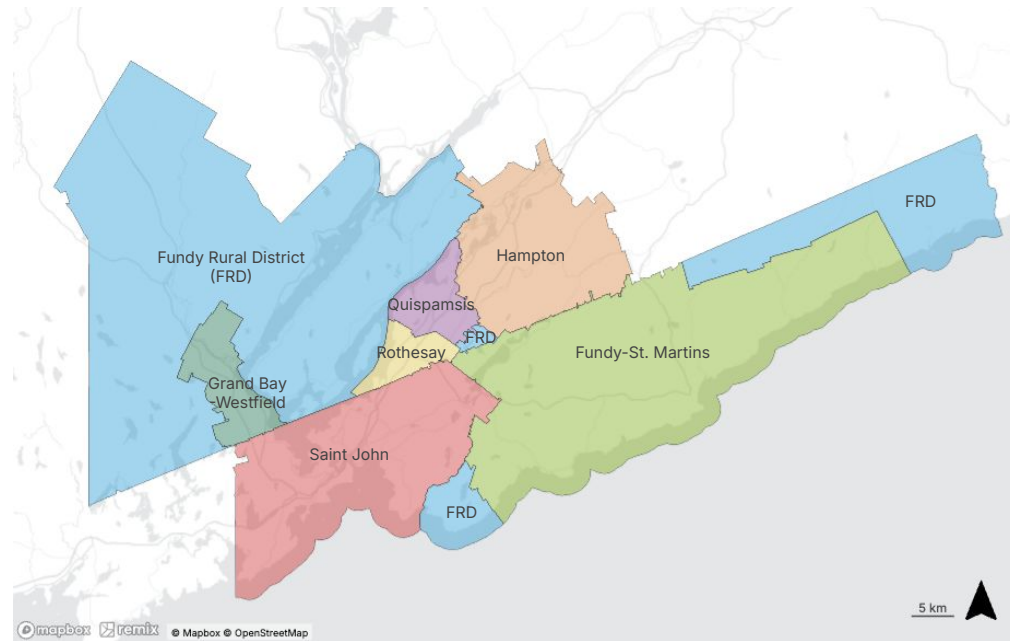
**Kate Whitfield**  
Senior Advisor

## Study Goals

To assess **new** and **expanded public transportation opportunities** for FRSC member communities, creating a Plan that informs decision-making and positions the Region to execute demonstration projects and a large-scale transit pilot.

### Transit objectives:

- Improve regional connectivity between urban, suburban, and rural communities
- Increase mobility options for residents, including vulnerable populations
- Optimize the use of transportation resources and integrate with existing services
- Support local needs, including economic development and access to services



# Project Overview

**A**

## Background & Market Review

- Existing studies
- Demographic analysis
- Transit review & gap analysis

**B**

## Service Design

- Develop service alternatives
- Analysis of alternatives (incl. ridership)

**C**

## Service Delivery Model

- Impact assessment
- Implementation
- Pilot identification

**D**

## Phasing & Financial Plan

- Phasing strategy
- Financial Modeling
- Milestone & success criteria

**E**

## Monitoring & Continuous Improvement Plan

- KPI Development
- Benchmarking
- Data collection methodology

## Engagement & Public Relations Strategy

- Four rounds of community engagement:
  1. Introducing & Framing
  2. Informing & Gathering
  3. Assessing & Collaborating
  4. Concluding & Communicating
- PR Strategy for rider education, branding, and marketing future services

**Expected completion  
September  
2026**

# Thank you!

Questions after today's meeting? Contact the Project Team:

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