



CITY OF HAMILTON
PUBLIC WORKS DEPARTMENT
Transit Division

TO:	Chair and Members Emergency & Community Services Committee
COMMITTEE DATE:	April 13, 2015
SUBJECT/REPORT NO:	Conventional Transit (HSR) Bus Route/Destination Signs (PW15025) - (City Wide) (Outstanding Business List Item)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Andy McLaughlin Senior Project Manager, Transit Planning (905) 546-2424, Extension 1809
SUBMITTED BY:	Gerry Davis, CMA General Manager Public Works Department
SIGNATURE:	

RECOMMENDATION

- (a) That the HSR route/destination sign display format continue as per current practice, in accordance with Accessibility for Ontarians with Disabilities Act (AODA) requirements;
- (b) That the General Manager of Public Works be authorized to direct staff to continue the incorporation of white, 24 dot matrix LED technology when specifying front and side route/destination sign requirements for future conventional transit vehicle purchases;
- (c) That the Outstanding Business List item related to signage on the front of buses - Motion from the Seniors Advisory Committee be identified as complete and removed from Emergency & Community Services Committee list.

EXECUTIVE SUMMARY

Seniors Advisory Committee has requested that HSR modify the route/destination signage on Routes #1 and #5, including an increase in the size of the letter indicating the leg of the route, so that the signage is more visible and compliant with AODA standards.

During 2014 staff made adjustments to the size of route numbers, route letters, route names and route destinations displayed on each HSR bus, including buses operating on Routes #1 and #5. Route letters have been removed from the portion of the signage that displays the route number. They have been incorporated into the route destination portion of the display. The most recent adjustment (August 2014) resulted in a 50%

enlargement to the letter and destination display height, compared to the signage format used between January and July, 2014. The current signage display conforms to AODA requirements (Section 58 - Signage).

As additional and replacement buses are acquired to implement the local transit strategy and maintain a satisfactory average bus life, bus signage specifications will include the 24 dot high, white LED display technology, thereby improving on the existing 16 dot high, yellow LED displays presently in use.

Alternatives for Consideration - None

FINANCIAL - STAFFING - LEGAL IMPLICATIONS

Financial: N/A

Staffing: N/A

Legal: N/A

HISTORICAL BACKGROUND

Emergency and Community Services Committee Report 14-003, approved by Council on May 14, 2014, contained a discussion item (h) originating from Seniors Advisory Committee (SAC) Report 14-006 (Item 8.1). The item, identified as Recommendation 3, was referred to the Director of Transit for a report addressing a SAC motion requesting that the signage on the front of HSR buses on Routes 1 and 5, including the letters indicating the leg of the route, be increased so that they are more visible and compliant with AODA standards.

Route/destination signage on all HSR buses makes use of LED dot matrix technology. On January 1, 2014, modifications to the display format were undertaken for all routes. The route number portion of the signage display was adjusted to ensure customers received a high visibility confirmation of the route number.

During August of 2014, the route name and destination portion of the signage was further adjusted to provide a larger display of the route leg letter (where applicable) and route destination.

Currently, the HSR signage technology makes use of yellow LED dots on a black background. However, one bus (#1201) has been equipped with smaller, white LED dots on a black background. This bus has more dot height (24 versus 16), resulting in a bolder, brighter display with improved contrast. This bus has received positive feedback from customers, in terms of improved signage visibility. All future HSR fleet acquisitions will be equipped with the 24 dot white LED signs.

Appendix "A" displays some examples of the current bus signage used by HSR.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

Accessibility for Ontarians with Disabilities Act (AODA) contains requirements with respect to signage on conventional transit vehicles. Effective for all public transit buses purchased after 2011, the requirements outline signage aspects such as consistency,

visibility, positioning and contrast with background. Signage for all HSR routes, including Routes #1 and #5, meets the AODA requirements.

RELEVANT CONSULTATION

N/A

ANALYSIS AND RATIONALE FOR RECOMMENDATION

The LED dot matrix display on the front of each bus measures 16 dots high. Signage modifications undertaken on January 1, 2014, standardized the display on all buses, to provide customers with a clear indication of the route number, on the left-hand side of the sign, utilizing the total available dot height of 16. The route name and route destination (leg), positioned to the right of the route number, utilized 9 and 6 dots respectively. For routes with two or more legs, the applicable letter was displayed as part of the route destination lettering.

In response to customer feedback, the display format was refined in August of 2014. The resulting display continued to feature a route number height of 16 dots. It also modified the route name and route destination display to utilize 6 and 9 dots respectively. This modification provided customers with a larger display of the route letter, where applicable, compared to the January 1, 2014 display.

Display of a uniform route number allows for consistency between all conventional transit customer information sources (bus signage, maps, timetables, Bus Web route lookup/trip planner). This consistency, irrespective of route direction/destination/leg, helps to improve understanding of the HSR route network, especially amongst new bus users. This is important, as HSR works to attract more riders and increase mode split, part of Council's recently approved Ten-Year (2015 to 2024) Local Transit Strategy.

All new conventional transit vehicles will be delivered with white, 24 dot high LED sign technology. This upgrade results in improved visual recognition, in keeping with requirements under AODA Section 58 - Signage.

All HSR buses are equipped with an 8 dot high LED matrix sign, located to the left of the front doors. This sign displays the route number, route letter (where applicable) and route destination. This sign is visible to customers as they prepare to board buses. Customers with visual impairments should feel free to inquire with the bus Operator, prior to boarding, to confirm the route number, route letter, route name and route destination.

ALIGNMENT TO THE 2012 - 2015 STRATEGIC PLAN

Strategic Priority #2

Valued & Sustainable Services

WE deliver high quality services that meet citizen needs and expectations, in a cost effective and responsible manner.

Strategic Objective

2.3 Enhance customer service satisfaction.

APPENDICES AND SCHEDULES ATTACHED

Appendix A HSR Route/Destination Signage Examples