



The Calgary Region as a Transportation Hub Conference

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Pacific Western Group of Companies



The Calgary Region as a Transportation Hub

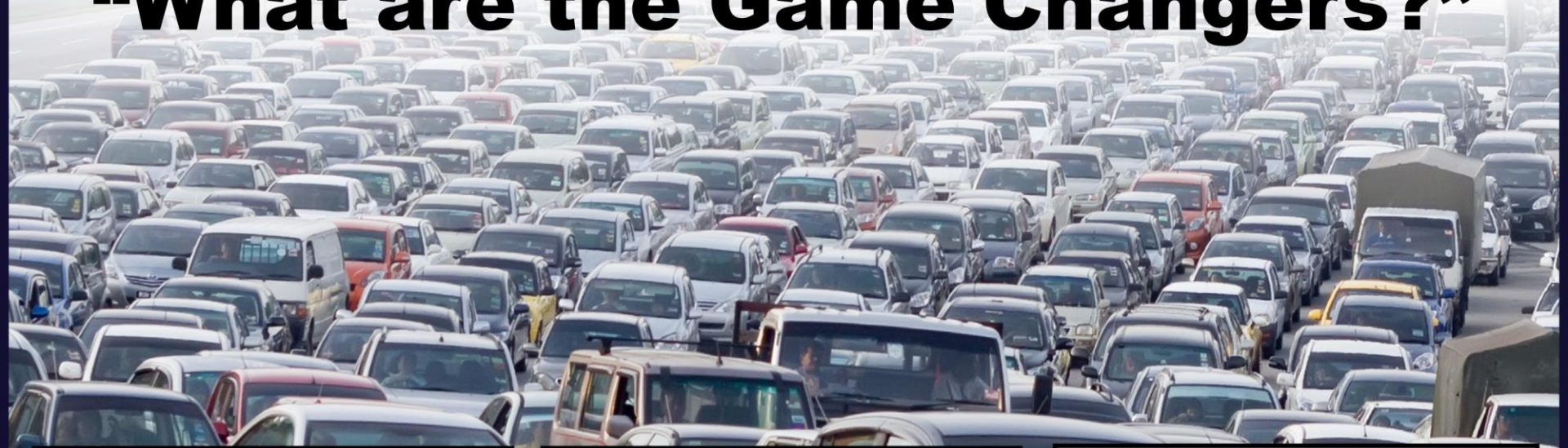


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A Quick “Snap Shot” of the Commute.



Bridging Today into the Future: “What are the Game Changers?”





The combined volume of both passenger and commercial vehicles sharing Calgary roads outstrips their capacity.



**158,000 - 180,000 vehicles per day
use the Deerfoot.**

**On certain sections vehicle volume
ranges between 32,000 - 70,000
vehicles and the majority are lone
occupants.**

Calgary's C Train





Daily, 160,000 passengers use the Calgary Transit system.

74,000 or 46% of these passengers use Transit to get to work.




2010 Statistics Canada reports:

82% of commuters travel to work by car

12% use transit

6% walked or bicycled.

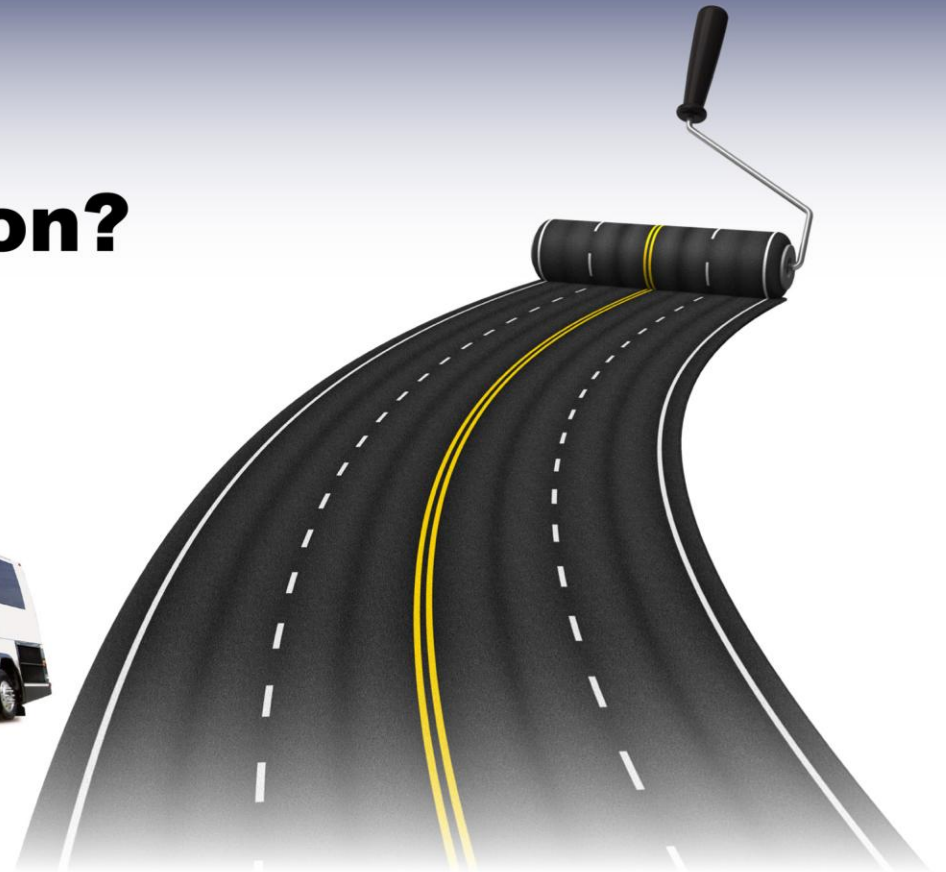


**In Calgary 40,000 commuters drive to and from work.
70% or 28,000 of those are lone occupants.**

It's estimated that 120,000 people work downtown



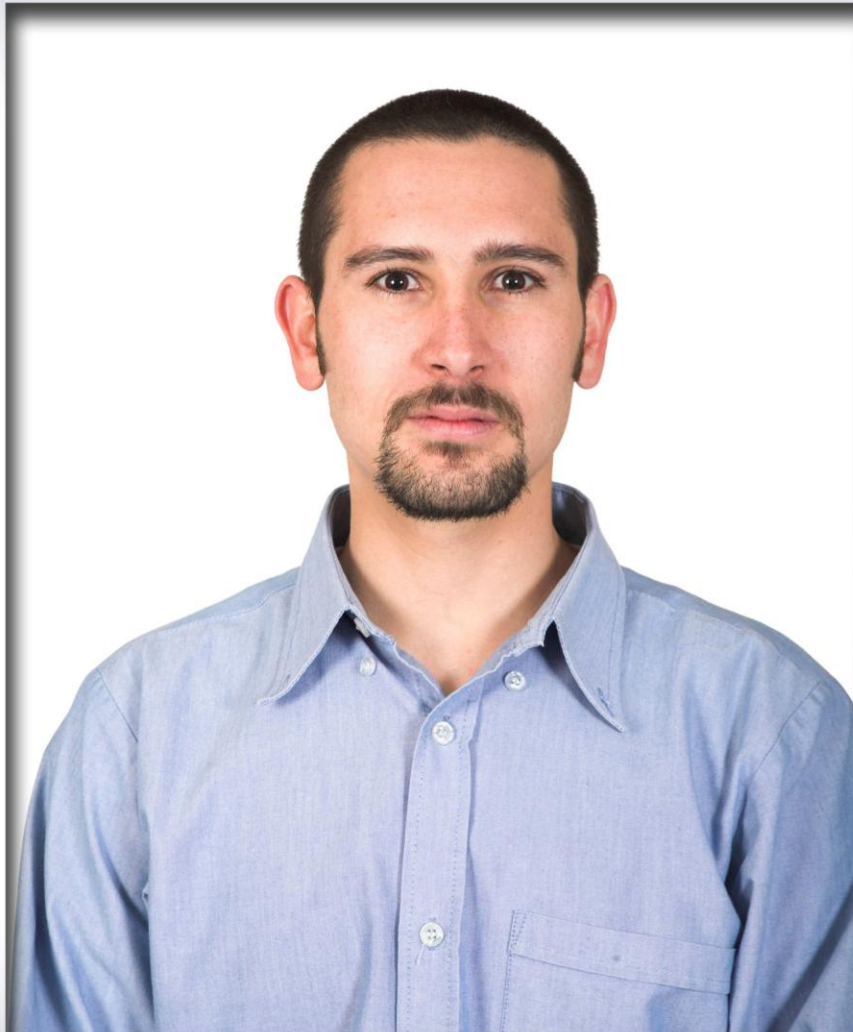
What's our solution?



It's imperative that all providers need to work together to develop and introduce passenger solutions that are appealing, timely and that work.

The question facing all of us today is - “what do Calgary and area residents want in terms of a meaningful alternative transportation solution”?





Ask any of the 40,000 people who drive into Calgary's downtown core everyday to give up their vehicle...

they might very well give you the deer in the headlights look or give you the "are you serious" response.

**For this option to work we envision a
Public-Private Partnership.**





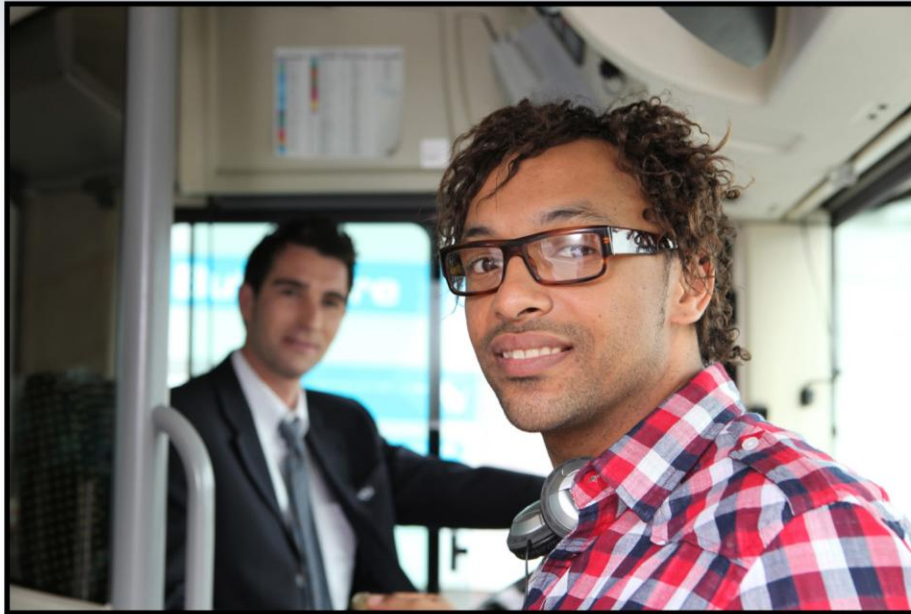
Tomorrow's New Public Transportation Passenger

It's no longer about getting from A to B.



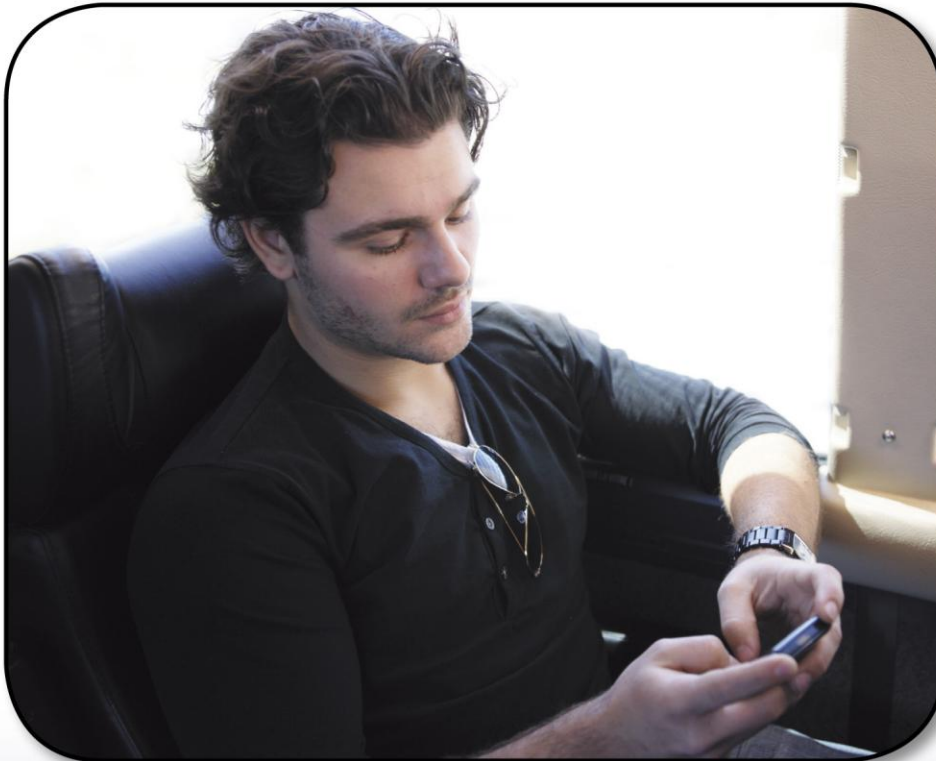
All commuters share one thing in common - whether they drive to work, use C Train or Transit they all are faced with a commute time...





“if they are going to leave the car at home and get onboard - their commute time needs to be productive. The ride has to be comfortable and the service needs to be convenient, accessible and easy to use.”

We also believe tomorrow's passenger wants "Transportainment".



It's about giving each passenger access to enhanced services during their commute. It's all those things drivers can't access or do safely, while behind the wheel of their vehicles.



Bundle of Transportainment options of onboard services that passengers want.

- Comfortable Seating (no standing)
- Armrests
- Footrests
- Fold down Tables
- Reading Lights
- Onboard WiFi
- Power Outlets
- USB Ports
- Climate Controlled Environment
- Air Conditioning
- Overhead Compartments
- Onboard Washroom
- Onboard Coffee & Beverages
- Passengers want their space.
- Passengers want to be “productive during the commute”.

Commuters will be able to connect and communicate with family, friends or the office by have the opportunity to;

Text

Email

Cell

Laptop

Skype

Television (Local or Satellite)

Radio (Local or Satellite)

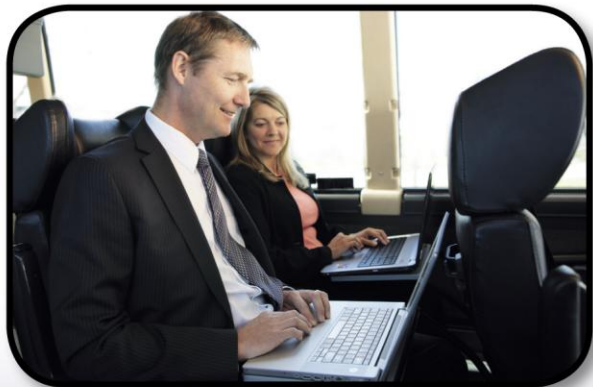
Newspaper
(print or electronically)

Read a book/e-reader

Prepare for a meeting

Read reports

Access the Web



From an operations perspective this service would operate from each quadrant of the City to the Calgary's Downtown Core or other specified locations.





Initial estimate is that between 100 - 120 Motorcoaches required to provide this Public-Private Partnership Service.

**Over 4,000 passenger
vehicles eliminated
from Calgary roads
saving \$200,000 of fuel
(180,000 litres) weekly.**

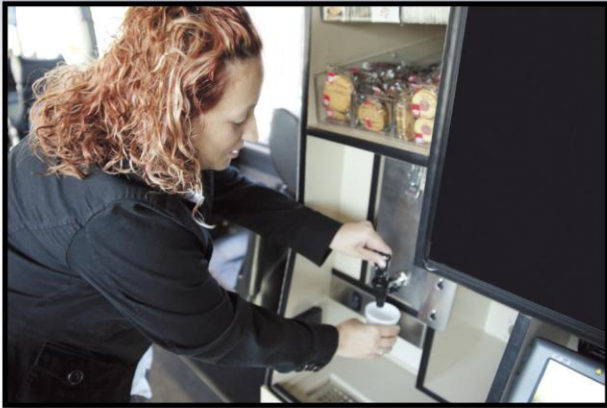




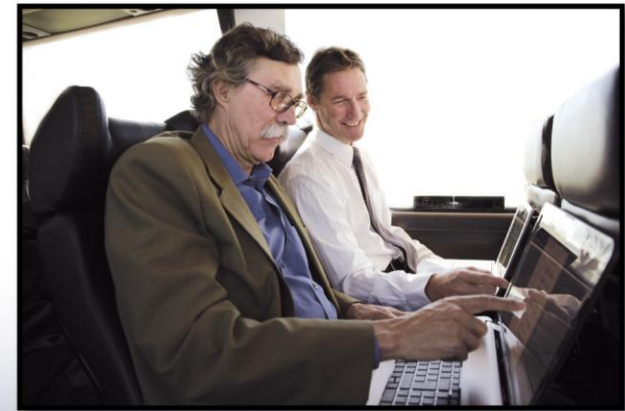
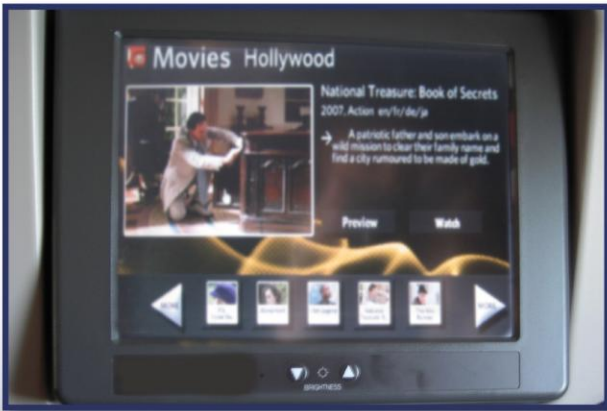
Motorcoaches are efficient and environmentally friendly.

Multi-Modal Hubs

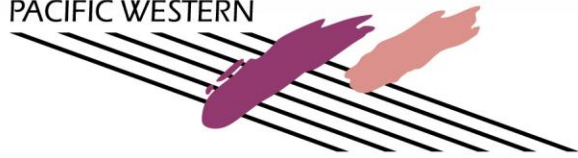




**it's no longer about
a quicker commute**



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