



CITY COUNCIL REPORT

TITLE:

BRANDON TRANSIT UPDATE

PRESENTER:

Greg Brown

DEPARTMENT:

Transportation Services

ATTACHMENTS:

DATE:

8/27/2026

CLEARANCE / APPROVALS:

Todd Burton	GM of Operations
Todd Burton	General Manager
Dave Wardrop	City Manager

RECOMMENDATION(S):

That the Brandon Transit Update be received by City Council.

BACKGROUND:

This report provides Council with an update on the Transit Master Plan (TMP).

The TMP serves as a comprehensive roadmap for the enhancement of Brandon's conventional and specialized transit services over the next five years and beyond. The plan identifies a series of service improvements designed to improve service reliability, coverage, connectivity, and customer experience.

As part of the adoption of the TMP, Council approved implementation of Service Strategy 3, which consolidates Routes 4 and 5 into new Routes 3 and 7. These route modifications are scheduled to take effect on October 5, 2026.

Route 5 will become Route 3 and will provide service to the Corral Centre, commercial developments along the Trans-Canada Highway corridor, Assiniboine Community College North Hill Campus, and 1st Street. The route has been designed as a one-way loop on the North Hill, with route direction selected to maximize right-hand turns where operationally practical.

Route 4 will become Route 7 and will operate from the Downtown Exchange along Pacific Avenue and 18th Street, serving Stickney Avenue and the Braecrest area before returning to the Downtown Exchange via 1st Street.

In preparation for the 2027 budget discussions, Transit Administration will also be proposing implementation of Service Strategies 1 and 2 identified in the TMP. Service Strategy 1 would extend 30-minute evening service frequencies until 9:00 p.m. to accommodate increasing passenger demand. Service Strategy 2 would extend Sunday service hours from 7:00 p.m. until 10:00 p.m. while maintaining existing service frequencies.

ANALYSIS:

Transit Master Plan Implementation

Implementation of Service Strategy 3 represents the first major service improvement resulting from the TMP. The route redesign improves operational efficiency while maintaining service coverage and connectivity for major destinations, educational institutions, commercial areas, and residential neighbourhoods.

The proposed route structure simplifies service delivery and provides a foundation for future service enhancements outlined within the TMP. The October 2026 implementation date allows sufficient time for customer education and public awareness activities while aligning service changes with fall ridership patterns.

The future implementation of Service Strategies 1 and 2 will address growing demand for evening and weekend service. Ridership trends indicate increased customer demand beyond 6:00 p.m., and extending service frequencies and operating hours will improve transit accessibility for work, education, recreation, and social activities.

LEGISLATIVE REQUIREMENTS:

There are no specific legislative requirements associated with receiving this report.

STRATEGIC ALIGNMENT:

This report aligns with City Council's strategic priorities by:

- Supporting sustainable and accessible transportation services.
- Implementing recommendations contained within the approved Brandon Transit Master Plan.

FINANCIAL IMPACT:

Transit Master Plan Implementation

The implementation of Routes 3 and 7 is being accommodated within the approved 2026 Transit operating budget.

RISK ASSESSMENT:

Transit Master Plan Implementation

The primary risk associated with route modifications is customer confusion during the transition period. This risk is being mitigated through a comprehensive public communication campaign and customer outreach strategy.

COMMUNICATION STRATEGY:

A comprehensive communication campaign is underway to support implementation of the Transit Master Plan route changes.

The City's Corporate Communications Officer has commenced an online public poll to assist with naming the new transit routes and increase community engagement.

Additional communication initiatives include:

- Posters displayed on all transit buses.
- Radio advertising campaigns.
- Advertising within transit shelters.
- Digital and social media communications.
- Updates to the Brandon Transit website.
- Updates to transit schedules, route maps, and customer information materials prior to implementation.

These activities are intended to ensure transit users are informed of upcoming changes well in advance of the October 5, 2026 implementation date.

CONCLUSION:

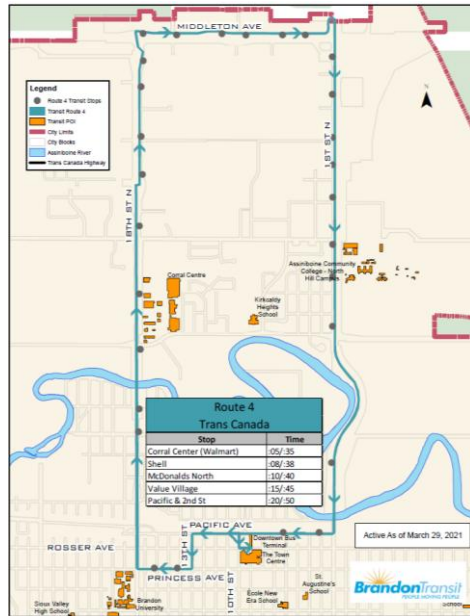
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BRANDON TRANSIT MASTER PLAN

ROUTE 3 & 7 - NORTH HILL



Route 4 & 5 CHANGED to Route 3 & 7

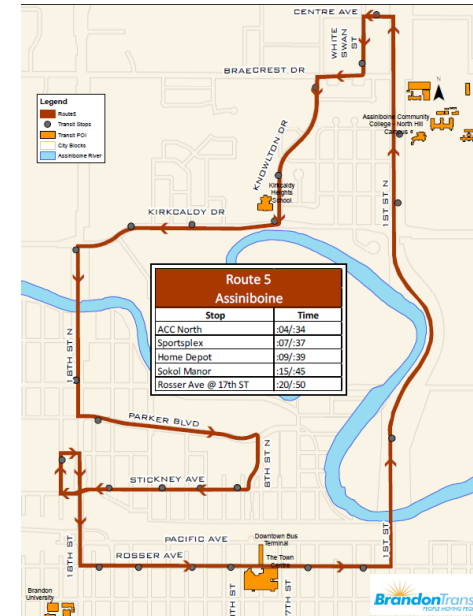


Route 5

- Trans Canada



Route 3



Route 4

- Assiniboine



Route 7



What's New?

Route 3 & 7:

- Monday to Saturday
 - 30 minute service
- Route 7 remains on the North Hill
- Route 3 connects to the terminal at :10/:40
- Both routes connect at Walmart Stop
- Three new stops along Braecrest Dr.



THANK YOU

QUESTIONS?

