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| **PROJECT SCOPE STATEMENT** | |
| **Project Name** | **Green Grand River Mobility** |
| **Project Deliverables** | |
| **Infrastructure Upgrade** | **Infrastructure Assessment**   * Gather data on the condition, capacity and accessibility of current facilities * Conduct on-site assessment of existing infrastructure. * Identify the top 25 busiest route in the waterloo region.   **Design and Specification Development**   * Specify materials, design and features for the upgrade of bus stops and terminals. * Define the features and designs for the electric double-decker buses |
| **Procurement Plan** | **Vendor Identification and selection**   * Identify potential vendors * Supplier assessment and proposal evaluation * Select the most suitable vendor based on evaluation results   **Procurement Strategy and planning**   * Develop a procurement strategy tailored to the project's needs. * Plan and schedule procurement activities. * Define procurement objectives and key performance indicators (KPIs). |
| **Route Optimization** | **Data collection and Analysis**   * Collect relevant data on current traffic patterns, rider demand, and road conditions. * Analyze the collected data to identify areas where route optimization is needed. * Determine potential optimizations based on data analysis, considering factors like reducing travel time and improving service efficiency.   **Routes Update**   * Update bus routes based on the result from the data analysis |
| **Workforce Expansion** | **Recruitment Strategies**   * Monitor and evaluate the effectiveness of the existing recruitment strategies. * Identify and select appropriate recruitment channels and platforms. * Develop an employer brand and value proposition to attract top talent.   **Hiring Process**   * Create job descriptions and qualifications for open positions. * Review applications and conduct initial candidate screenings. * Extend offers to successful candidates. * Coordinate the onboarding process for new hires. * Monitor the progress of new hires during the onboarding phase and provide necessary support and feedback. |
| **Promotion and Awareness** | **Promotional videos**   * Define the key messages and objectives for the promotional videos. * Identify target audiences and tailor the videos accordingly. * Incorporate branding elements and logos to maintain consistency. * Test and review videos for quality and effectiveness. * Develop a distribution plan for sharing videos on various platforms. * The video should not be more than 90 seconds |
| **Performance Monitoring System** | **User Satisfaction Feedback System**   * Develop a system to collect user feedback regarding the transportation services. * Design user-friendly feedback forms accessible through digital platforms and physical office locations, allowing users to easily submit their opinions. * Implement regular surveys or feedback mechanisms to gather ongoing data.   **Key Performance Indicators (KPIS) System**   * Identify and define key performance indicators relevant to the project. * Establish benchmarks and target values for each KPI. * Develop a system for tracking and monitoring KPIs regularly. * Create dashboards or reports to visualize KPI performance. |
| **SDG Alignment Assessment** | **Data Collection and Analysis**   * Collect relevant data to assess alignment with Sustainable Development Goals (SDGs). * Analyze collected data to identify potential impacts on SDGs. * Prepare data analysis reports.   **Impact Assessment**   * Evaluate the identified impacts on SDGs. * Assess the significance and relevance of these impacts. * Generate an impact assessment report.   **Final SDG Alignment Assessment Report**   * Compile all findings, data, feedback, and recommendations into a comprehensive report. * Present the results of the SDG alignment assessment. * Include a roadmap for future improvements related to SDGs. |
| **Fare Structure Analysis** | **Analysis of Current Fare Structure**   * Conduct a detailed examination of the existing fare structure. * Examine different fare categories, pricing models, and discounts. * Document the strengths and weaknesses of the current structure.   **Student fare reduction proposal**   * Develop a proposal for reducing fares for students. * Outline the scope, objectives, and specifics of the proposal. * Include details on how the reduction will be implemented.   **Financial Impact assessment**   * Assess the financial implications of implementing the proposed student fare reduction. * Analyze revenue changes, cost adjustments, and budget impacts. * Prepare a financial impact assessment report. * Conclude with a detailed set of recommendations for consideration.   **Communications and Report**   * Develop a communication plan to inform users and stakeholders. * Utilize various communication channels for effective outreach. * Compile the findings from all work packages into a comprehensive report. * Present the current fare structure   **Fare Structure** **Implementation**   * Execute the approved fare structure changes. * Coordinate with relevant departments or teams for a smooth transition. |
| **Communications** | **Press release**   * Draft and issue a press release announcing important updates regarding the project. * Share project milestones, key achievements, and any significant news with the media.   **Social media**   * Manage the project's social media accounts (e.g., Facebook, Twitter, Instagram, etc.). * Regularly post project updates, news, and engaging content to interact with the online community.   **Media Outreach**   * Engage with various media outlets, such as newspapers, TV, and radio stations. * Promote the project and establish relationships with journalists for media coverage and stories.   **Website Updates**   * Update the project's website with the latest information and developments. * Ensure the website is user-friendly and contains up-to-date content.   **Posting Flyers at Bus Stops and Terminals**   * Create informative flyers about the project. * Physically post these flyers at strategic locations, including bus stops and terminals, to ensure widespread visibility and distribution. |
| **Construction Plan** | **Site assessment**   * Conduct comprehensive site assessment and data collection, including land surveys and environmental impact assessments.   **Blueprint development and execution**   * Create detailed architectural, structural, and engineering blueprints based on project requirements. * Commence physical construction following approved blueprints and safety measures. * Oversee the construction of new shelters, platforms, and amenities. * Ensure that construction adheres to design specifications and timelines.   **Quality Control and Inspections**   * Implement regular quality control and inspections to maintain construction quality. * Ensure a clean and organized construction site for successful project handover. |
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| **Project Exclusions** | |
| 1. This project does not include constructing infrastructure exclusively for private vehicles, such as new highways or parking lots. 2. Initiatives like housing development, water supply, or energy generation have nothing to do with sustainable urban transportation. 3. This project does not involve the direct operation or management of private-sector transportation companies. 4. The project exclusions encompass areas outside the boundaries of Waterloo, Kitchener, Cambridge, and regions not under Grand River Transit's jurisdiction. The project is limited to the specified municipalities and transit service areas. 5. This project will not address changes in regional, national, or international transportation laws, regulations, or standards. Any necessary legislative or regulatory adjustments will be considered outside the scope of this project and handled by the appropriate authorities. | |