



TO: GENERAL COMMITTEE


SUBJECT: SERVICE TO HURONIA ROAD AND LOCKHART ROAD AREA

WARD: WARD 8 AND WARD 9

PREPARED BY AND KEY CONTACT: D. BURTON,  
MANAGER OF TRANSIT EXT. 4352

SUBMITTED BY: K. BRADLEY, BA, MLA,  
DIRECTOR OF FACILITIES AND TRANSIT 

GENERAL MANAGER APPROVAL: *for* R. FORWARD, MBA, MSC, P. ENG,  
GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT 

CHIEF ADMINISTRATIVE OFFICER APPROVAL: C. LADD, CHIEF ADMINISTRATIVE OFFICER 

### RECOMMENDED MOTION

1. That no changes are made to the current routing and service levels in order to provide Barrie Transit Service to the Huronia Road and Lockhart Road area of the City of Barrie at this time.
2. That staff work with our new Transit Service Provider and as part of the annual service plan review requirement under the Transit P3 agreement investigate the possibility of finding operational efficiencies in an attempt to include service to the Huronia Road and Lockhart Road area at no additional cost.

### PURPOSE & BACKGROUND

#### Report Overview

3. The purpose of this staff report is to provide Council with a recommendation on providing service to the Huronia Road and Lockhart Road area, and more specifically service to the subdivision located just east of the intersection of Huronia and Lockhart. This report will walk through the options investigated and recommendations as a result as well as provide some background on outside factors that will play a role in future decisions.
4. On May 12, 2014 staff report FACTR002-14 was submitted to Council regarding "Barrie Transit System Update" which spoke to the service since the August 2013 launch and recommended route revisions proposed to resolve some of the concerns Barrie Transit had been experiencing.
5. Resulting Council Motion 14-G-120 item 3 provided the following direction to staff:
  - a) *"That staff investigate options to extend transit service to the Huronia Road/Lockhart Road area, including the provision of a zone(s) for an additional fare to fund the extension of service, if required, and report back to General Committee."*

6. In July 2014 staff hand delivered a customer survey to the residents located within the subdivision located East of Huronia and Lockhart intersection, see map in Appendix "A" of this report. The intent of the survey was to ask feedback on very pointed questions surrounding Transit:
- a) *Do you or anyone in your residence use Barrie Transit?*
  - b) *If no, would you or anyone in your residence use Barrie Transit if service was brought to your area?*
  - c) *If yes, how often would you use it?*
  - d) *Would you be willing to pay more to have Transit service in your area?*

7. The results of the survey are summarized in Table 1 shown below.

<b>Number of Surveys distributed</b>	<b>Number of Surveys submitted</b>	<b>Number of people who said they would use transit</b>	<b>Number of people who said they would not use transit</b>	<b>Number of people who said they would pay more</b>
385	31	10/Daily 17/Weekly	4	20

8. The survey went on to request additional information surrounding travel destinations, as well as allow for comments. Based on the results of the surveys provided the majority of the response related to three distinct destinations:
- a) GO Station
  - b) Georgian Mall/Bayfield Street
  - c) Downtown

External Influences

9. In September 2014, staff had been approached by representatives from Innisfil Township on direction from their Council to investigate options for providing Transit service to places such as, Alcona, Sandy Cove, and Stroud as part of their 2015 Business Plan considerations. Staff approached this discussion as an opportunity to share services proposing a route that would begin at Park Place and end at Barrie South GO capturing the Innisfil needs as well as servicing the Huronia Road and Lockhart Road Area.
10. Staff at the Town of Innisfil has since received additional direction of Council as part of their 2015 budget process to undertake a feasibility study in 2015 to gain an understanding of the service level they should consider as well as the types of service each area should receive service. The RFP for this study was released in late March 2015.
11. Also in March 2015 staff were invited to sit as a member of the Simcoe County Transit Study Advisory Committee which will be reviewing County wide transit requirements and how best to

service inter-community transit needs. These meetings have just begun with City staff attending and could offer opportunities for Barrie Transit to expand service to neighbouring municipalities similar to Barrie Transit's arrangements with Essa Township for service to Angus and Base Borden.

### **ANALYSIS**

12. After receiving this direction from Council, developed five (5) routing alternatives and on how best to offer service to the area of Huronia and Lockhart Road:
  - a) Modify existing routes to service this area
  - b) Create a new route in partnership with Innisfil Township
  - c) Create a new independent route in the system
  - d) Offer a "Dial a Ride" service
  - e) Do nothing

#### **Option "A" – Modify existing routes to service area**

13. Barrie Transit had experienced significant service performance issues in service reliability and on-time performance since the launch of the new transit routes in August 2013. Barrie Transit's proposed re-routing that was launched in July 2014 which saw system reliability increase from 67% on time to 90% on time performance.
14. When completing the analysis, and investigating potential route adjustments within the existing service structure in order to service Huronia and Lockhart Road area these factors above played a key role in our review. In order to extend any of the existing routes down to the Huronia and Lockhart area would reduce service levels and impact our system reliability for on-time performance.
15. Based on the negative service implications modelled as part of this option staff did not further investigate this option.

#### **Option "B" – Create a new route in partnership with Innisfil Township**

16. Staff have engaged in discussions with the Town of Innisfil to discuss the potential of a service delivery partnership which is still a potential consideration that will be explored as part of the Towns Transit Feasibility Study to be undertaken in 2015. Based on this potential service partnership occurring some time in 2016 staff are using this potential consideration as support for Option "E" Do Nothing at this time.

#### **Option "C" – Create a new independent route in the system**

17. As part of the investigation of creating a new independent route connected to the service staff considered three routing options with varying service levels:
  - a) Option 1 routing can be found in Appendix "B" of this report and would offer a service level of 30 minute frequency with service occurring from approximately 6am till 8pm and on weekdays only.

- b) Option 2 routing can be found in Appendix "C" of this report and would offer a service level of 30 minute frequency with service occurring from approximately 6am till 8pm and on weekdays only.
  - c) Option 3 routing can be found in Appendix "D" of this report and would offer a service level of 30 minute frequency with service occurring from approximately 6am till 8pm and on weekdays only.
18. Considerations that went into the proposed service levels were to offer same peak day service of 30 minute frequency as the remainder of the system but to limit the service in year 1 to weekdays only in an effort to take this time to gain knowledge of our ridership up take before committing to full scheduled service levels.
19. Based on the service level and schedules indicated in the options above the following table outlines the increase in service hours required as part of the analysis that went into each option:

Option #	Annual Revenue Service Hours
1 Appendix "B" Route Map	2,490
2 Appendix "C" Route Map	3,240
3 Appendix "D" Route Map	3,300

20. After completing the route design and service schedule to determine the total revenue hours required the financial considerations for each alternative are summarized in the table below, and are based on the cost per revenue service hour included in the Transit P3 contract which is much lower than our current contract agreement:

Option #	Capital Expenditure	Operating Expenditure
1 Appendix "B" Route Map	2 Fleet Vehicles at \$450,000 each.	\$145,000 annual cost
2 Appendix "C" Route Map	2 Fleet Vehicles at \$450,000 each.	\$188,500 annual cost
3 Appendix "D" Route Map	2 Fleet Vehicles at \$450,000 each.	\$191,900 annual cost

21. In order to meet the service level increase required to provide service to the Huronia Road and Lockhart Road area two additional fleet vehicles will be required. Based on our current bus purchase agreement through the Metrolinx Joint Procurement initiative the above costs include a new fleet vehicle with all necessary equipment.
22. Based solely on the costs associated with both Capital and annualized operating expenditures staff are not recommending this option to Council. Staff did not complete any further analysis relating to revenue projections at this time and the numbers provided above are all gross costs

numbers and would have potential revenue cost recovery, although not believed to be a significant amount.

Option "D"

23. This option reviews the consideration of a "Dial a Ride" service to the Huronia Road and Lockhart Road area. This option would include a scheduled service similar to our Specialized Transit Service and would leverage the booking agents and scheduling software currently in existence to produce daily schedules for that service. All bookings would have to be made a minimum of 24hrs in advance of the desired pick-up time. The scheduled trip would then pick you up from your place of residence and bring you to either the South GO station or Park Place and provide a free transfer onto the Barrie Transit system. The return trip home would work under the reverse delivery structure.
24. As it relates to revenue considerations for this model a staff recommendation would be to charge a fare of no less than \$5 per trip which would allow for free transfer onto the Barrie Transit system making a daily return trip cost \$10. As part of this review staff determined that based on the taxi industry pricing a single trip to Park Place and Barrie South GO would cost \$13.25 and \$15.25 respectively from the subdivision located near Huronia Road and Lockhart Road.
25. The cost side of the analysis for this option would include both capital and operating expenditures. The table below outlines the cost side of the model with the following assumptions:
  - a) Assumption #1 - Model only require one shuttle vehicle to deliver the service (Minivan)
  - b) Assumption #2 - Model would only require part time staff in order to deliver the service with a service window of 6am to 8pm, Monday to Friday similar to other options included above.
  - c) Assumption #3 - That we would receive enough bookings to fill the schedule every day that the service is available.

Capital Expenditure	Operating Expenditure
\$45,000 fully equipped vehicle	\$56,500 annual cost

26. With the model above and the assumptions included in the expenditure side staff completed a quick analysis of the potential revenue in alignment with above. Assumption on revenue is that a full day of booked trips based on an average trip time of 20 minutes would equate to an average of two trips per hour. Based on these revenue assumptions the Dial a Ride Service could see a revenue recovery of approximately \$35,000 annually.
27. This model and the costing assumptions above are all based on a successful uptake of the service. The benefit that is inherent in the model however is that if the uptake is not a success based on the requirement to have trips scheduled a minimum of 24hrs in advance you can minimize your exposure on the expense side by scheduling your drivers accordingly.
28. Staff have not put this model forward as part of its recommendation due to the service level increase it offers, and potential conflict it may create with the taxi industry.

## **ENVIRONMENTAL MATTERS**

- a) There are no environmental matters to consider as part of the recommendations included in this staff report. As it relates to any of the alternatives for Committee consideration it would be difficult to quantify but do provide a benefit by reducing emissions through greater use of public transit systems and reducing the number of vehicles on the road.

## **ALTERNATIVES**

29. The following alternatives are available for consideration by General Committee:

### **Alternative #1**

General Committee could choose to proceed with Option "D" a Dial a Ride service as a pilot program with service hours of Monday to Friday 6am – 8pm in order to gain an understanding of what the service uptake may be and to bridge the gap between services that will come as part of the growth works in the annexe lands, or as part of potential future service partnerships with neighbouring municipalities.

This alternative would the preferred alternative should General Committee decide to offer service to the area of Huronia Road and Lockhart Road area. This alternative is not recommended as it will create a service level increase, may cause conflict with the taxi industry, and will require consideration of additional areas of the City to be reviewed for inclusion with this type of service.

### **Alternative #2**

General Committee could choose to proceed with any of the options included in Option "C" of this report.

This alternative is not recommended as each option includes significant capital and operating investment on the part of the City with no basis for understanding what the uptake may be on the service or what the cost recovery would look like.

## **FINANCIAL**

30. The recommendations included in this report do not have any financial implications associated with them as such any financial analysis associated with the alternatives investigated have been included as part of the analysis section of this report.

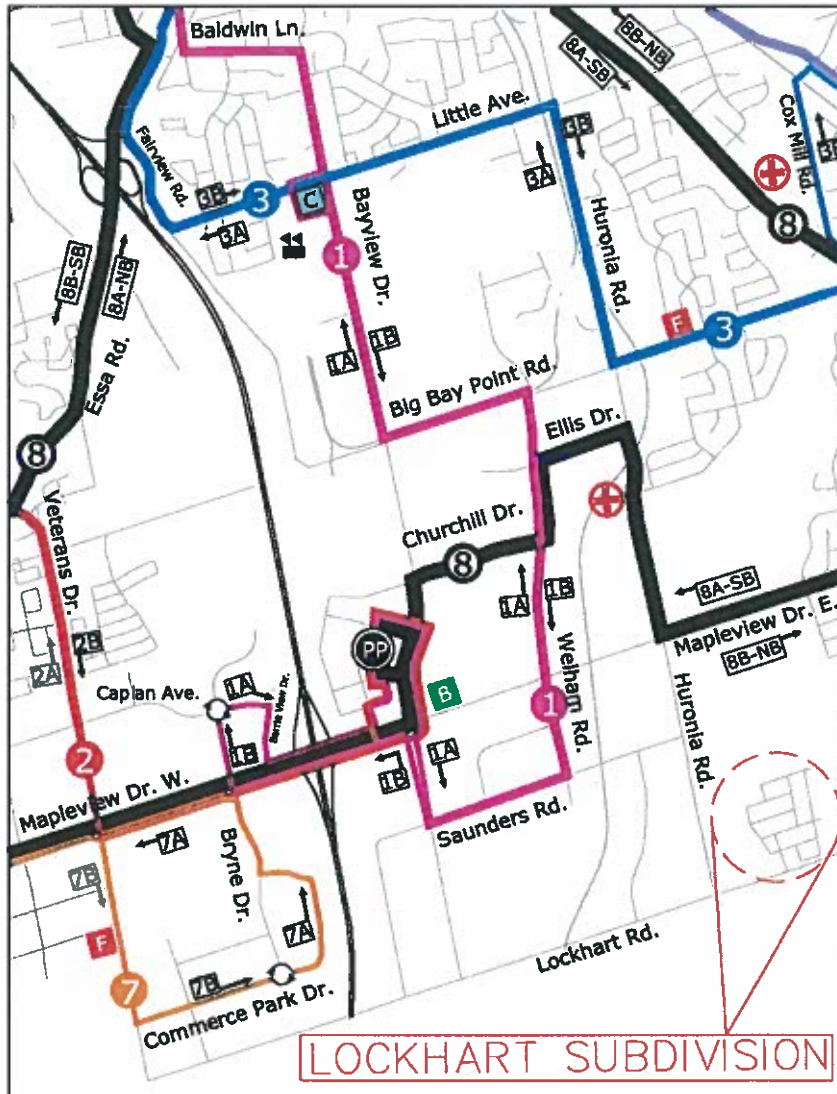
## **LINKAGE TO 2014-2018 COUNCIL STRATEGIC PLAN**

31. The recommendation(s) included in this Staff Report support the following goals identified in the 2014-2018 City Council Strategic Plan:

- Well Planned Transportation
- Responsible Spending

32. As stated in the report, the recommendation of Do Nothing has been put before Council as the options considered either come in advance of growth or potential partnerships making the decision to proceed out of step with Well Planned Transportation, and the costs associated with providing service to an area that would see very little ridership uptake would not be considerate of responsible spending.

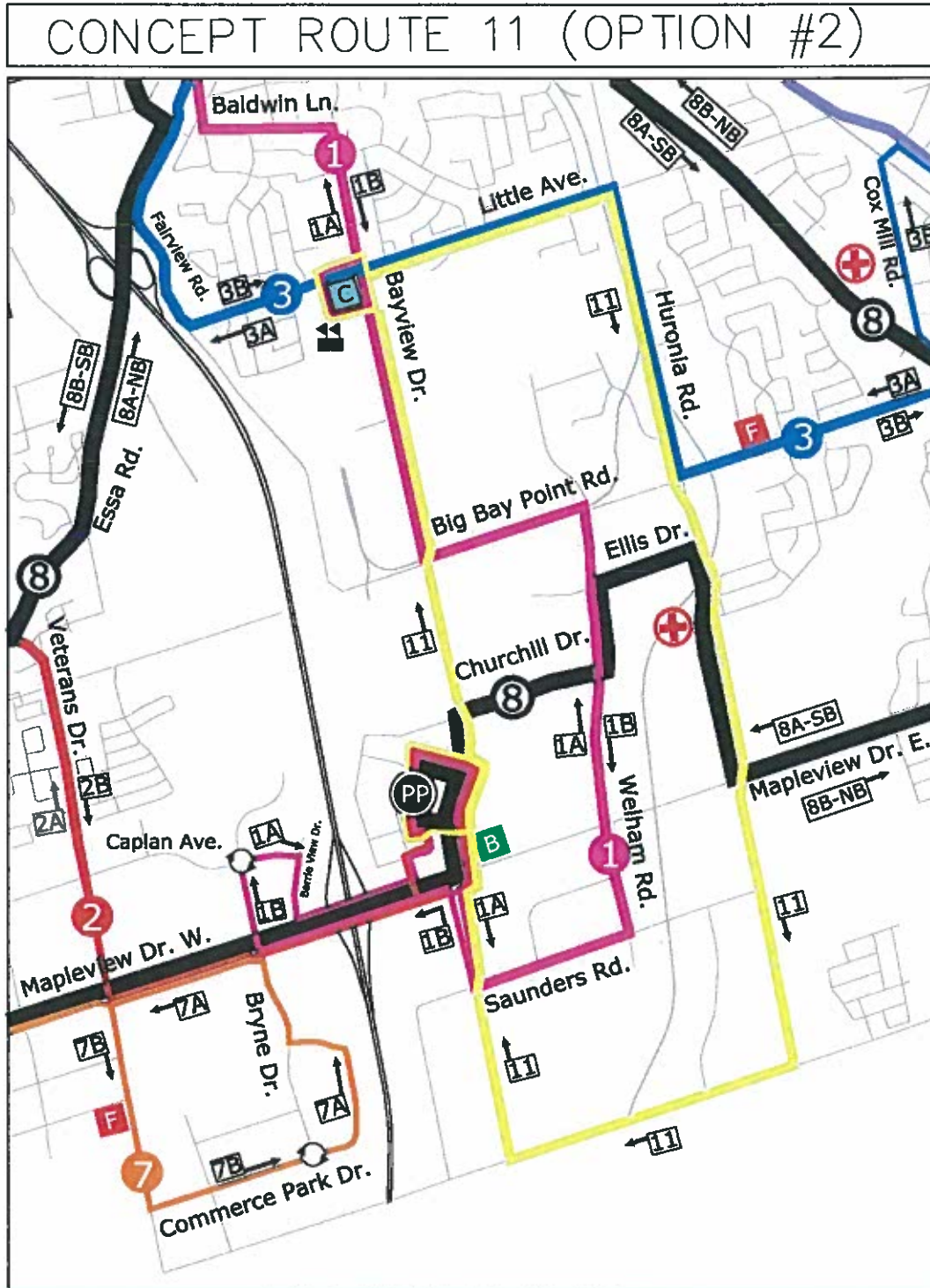
Appendix "A" – Huronia Lockhart Neighbourhood







Appendix "C" – Option #2



Appendix "D" – Option #3

