

Transportation Taskforce “Dashboard”

15

**Meetings
(To Date)**

29

**Agencies &
Groups Involved**

12+

**Sectors Involved
/ Consulted**

4

**Reports / Studies
Conducted**

9 Major Tasks Accomplished in 15 months:

- ✓ Client Transportation Needs Survey of employment-seeking individuals
- ✓ Business Transportation Needs Survey of Chamber Members
- ✓ ULINKS Research Project to Analyze Data from Surveys and Release of Subsequent Report
- ✓ Application prepared and submitted for Local Poverty Reduction Fund
- ✓ Development & implementation of Communication & Marketing Strategy. Included presentations & newspaper ads as well as creation of several infographics, brochure, posters, retractable banners & four panel discussions hosting on Canoe FM
- ✓ Research & Final Report on Lift Stops as a means to enhance transportation options.
- ✓ Research into several possible models for transportation options, including use of school buses and “Uber”.
- ✓ Development of Comprehensive Business Case for Establishing Public Transportation Service with recommended & costed models
- ✓ Identification of funding options for continuation (LIP funding from HCDC was obtained in Spring 2018)

Prepared by Tina Jackson, Project Coordinator, on behalf of the Transportation Taskforce 07/2018

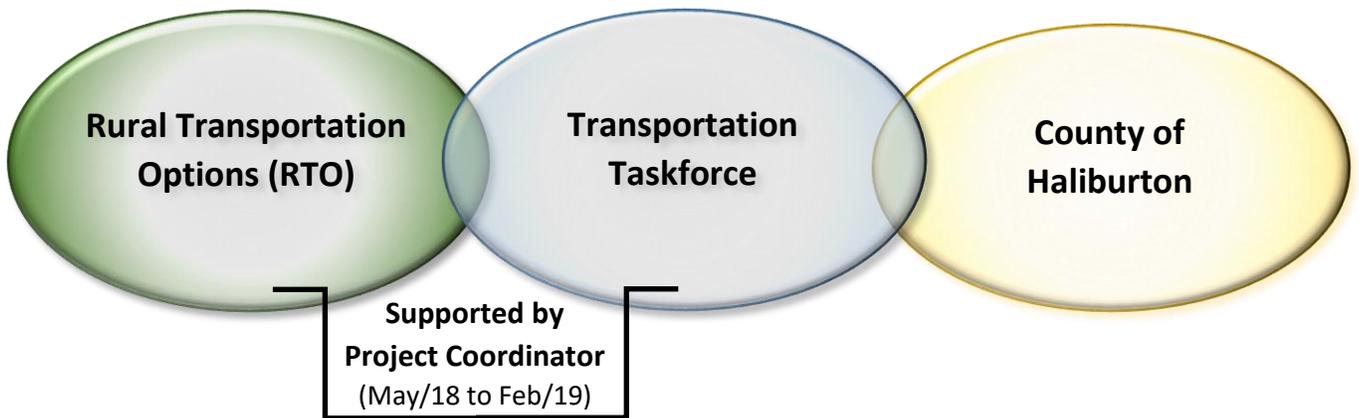
The Evolution & Composition of the Taskforce

The Transportation Taskforce was formed in early 2017 to implement ideas and recommendations identified at the Transportation Summit that was held in Haliburton in the fall of 2016. As many members from the Community Transportation Partnership (CTP) group carried over to the Taskforce, it has been viewed that the Taskforce was an evolution of that original group. (The CTP group met from 2015 through to Feb 2017 as an advisory committee for the MTO-funded Community Transportation Project.)

Due to the fact that transportation is a cross-sectoral issue, composition of the Taskforce intentionally includes representatives from the business, public and non-profit sectors, including transportation service providers, economic development stakeholders, health, environment, employment & education, social services and concerned residents. We also have representation from all four lower tier municipalities as well as representatives from County Council and the County’s Director of Planning.

Currently, there are thirteen actively engaged member agencies/groups with a further nineteen peripherally engaged agencies/group which receive meeting minutes and related correspondence as well as the opportunity to provide input.

Key Linkages with Other Transportation Initiatives & Groups



| Rural Transport Options | Transportation Taskforce | County of Haliburton |
|---|--|--|
| An entirely volunteer group, part of the Haliburton County Community Co-Operative | A taskforce made up of representatives from various sectors and groups | Staff and elected officials have representation on the Taskforce |

| Rural Transport Options (cont'd) | Transportation Taskforce (cont'd) | County of Haliburton (cont'd) |
|---|---|---|
| Has representation on Taskforce | Is not a committee of Council but does provide information and advice on transportation matters | Oversees the consultant working on implementation plan for public transportation |
| Oversees the Community Transportation website (TransportationHaliburtonCounty.ca) | Focus on enhancing accessible and affordable public transportation options across the County | Would oversee any County-wide public transportation service, whether internal or by contracted service. |
| Oversees the Haliburton Rideshare website (HaliburtonRideshare.ca) | Liaises with existing transportation service providers and various other bodies whose goals and interests align | |
| Receives some support from Project Coordinator + oversees LIP funded Project | Receives some support from Project Coordinator | |

There are several other groups whose work intersects with the Transportation Taskforce:

The **Human Services and Justice Coordinating Committee** has included improvement of transportation options on their workplan. They have provided some limited funding to support efforts, including support for the Transportation Summit held in 2016. The Project Coordinator acts as liaison between this group and the Taskforce.

The **Poverty Reduction Strategy** identified transportation as one of five areas that need to be addressed in order to reduce poverty in the Haliburton-Kawartha Lakes region. From that work, the Transportation Sub-Committee has outlined 13 recommendations related to transportation. The Project Coordinator acts as liaison between this group and the Taskforce.

The **Aging Well Committee** has identified transportation as a key theme in their Age Friendly Master Plan for Haliburton County. As a local committee of residents and public health staff, they continue to focus on raising awareness of improvements needed to support/improve aging in place. A Taskforce member acts as a liaison between this group and the Taskforce.

Communities in Action formed as a coalition as part of the Haliburton County Community Co-Operative to promote and advocate for improvements and investments in active transportation systems. A Taskforce member acts as a liaison between this group and the Taskforce.

Existing transportation service providers – including private, non-profit and municipal sector services – have been engaged throughout the last several years in efforts to map out the existing grid of services and identify where gaps exist. Several service providers have opted to participate on the Taskforce, as well.

First Year (04/2017 to 03/2018) Successes of the Taskforce

During the first year, the Taskforce reviewed the consolidated information that came out of the 2016 Transportation Summit as well as the information available on what needs were already being met by existing services. The Taskforce identified a number of steps that could be taken to make improvements to the overall transportation system in Haliburton County.

Having recognized that few affordable transportation services existed for employment-related travel, a Business Transportation Needs Survey was conducted with employment-seeking individuals as well as business members of the Haliburton Chamber of Commerce. A research project was undertaken through ULINKS to analyze the results of those surveys. That report is available on the TransportationHaliburtonCounty.ca website under “Resources” or at: <https://www.transportationhaliburtoncounty.ca/wp-content/uploads/2018/03/ULINKS-Transportation-Needs-in-Haliburton-Final-Report-Mar-2018.pdf>

The Taskforce carefully considered several models for a new transportation service to address the needs identified. This included use of school buses, a subsidized fare (such as Uber or taxis) as well as fixed routes, on-demand and a combination thereof. All of the information (included costing out of models) was compiled into the Business Case that was provided to County Council in late 2017. The Business Case is also available on the TransportationHaliburtonCounty.ca website under “Resources” or at: <https://www.transportationhaliburtoncounty.ca/wp-content/uploads/2016/03/Business-Case-Final-Version-2017-11-14-1.docx>

In an effort to share key statistics and messaging from the business case with the broader public and to help raise support and awareness for this issue, the Taskforce developed and implemented a communication plan which included hosting four on-air panel discussions with local residents, presentations to local groups, radio and newspaper ads and the creation of several infographics. Many of these items are available on the TransportationHaliburtonCounty.ca website under “Resources”.

The Taskforce in conjunction with Rural Transportation Options also delved into the feasibility of introducing Lift Stops (physical areas to help riders & drivers connect to share rides). The research and final report are available on the TransportationHaliburtonCounty.ca website under “Resources” or at: <https://www.transportationhaliburtoncounty.ca/wp-content/uploads/2017/11/RTO-Lift-Stop-Report-Final.pdf>

A thorough evaluation of the entire Community Transportation Project (including the formation and work of the Transportation Taskforce, Haliburton Rideshare and the TransportationHaliburtonCounty.ca website) was completed by consultant Melissa Johnston, M. A. The report is available on the TransportationHaliburtonCounty.ca website under “Resources” or at: <https://www.transportationhaliburtoncounty.ca/wp-content/uploads/2018/05/MTO-Pilot-Project-Evaluation-Report-Final.pdf>

Funding for the Community Transportation project from the Ontario Ministry of Transportation concluded in April 2018. Rural Transportation Options with support from the Transportation Taskforce, were successful in obtaining Haliburton County Development Council (HCDC) funding through the Local Initiatives Program. Rural Transportation Options has also matched that funding to enable 26 hours of staff support for the Transportation Taskforce and Rural Transportation Options.

Taskforce Focus for Current Year (04/2018 to 03/2019)

The Transportation Taskforce has renewed its Terms of Reference and has agreed to carry on through to early 2019. Renewal of the Taskforce past that date will be considered at that time based on both an internal and environmental scan, including consideration for any progress made on introduction of a County-wide public transportation service.

Much of the Taskforce’s previous workplan has been accomplished and while a great deal of focus has been on identifying and garnering support for a suitable model of public transportation **service**, the Taskforce continues to also work on bolstering the overall transportation **system** in Haliburton County.

As transportation affects most other elements of life in rural communities – Haliburton County is no exception – it is difficult to make advancements in other areas without addressing the need for transportation. The Taskforce continues to help tie into what other groups are working on (such as Communities In Action, Aging Well Committee, Poverty Reduction Roundtable, etc) to help enhance their successes as well as ours and to reduce duplication of efforts.

With a thorough understanding of how transportation is impacting life, work & play in Haliburton County, the Taskforce has reached out to MP Laurie Scott with an invitation to meet so that she can be debriefed on progress and kept informed on the unique needs that our region has regarding transportation. That meeting is expected to take place by September with appointed municipal representatives (or their designates) as well as other core members of the Taskforce at the table.

Other communication efforts, such as distribution of brochures outlining the benefits of a public transportation service for the County as well as possible radio and newspaper ads and presentations to local groups and/or at local events, will continue to be carried out.

The Taskforce will also engage as needed over the next few months with the consultant hired by the County to provide any necessary information for the development of the implementation plan.

A New Public Transit Service: Model Selected

At their January 4, 2018 Special Meeting and January 24, 2018 Regular Meeting, County Council voted to fund the development of an implementation plan for a public transportation service based on the “booked shared ride” model that was presented in the Business Case by the Transportation Taskforce in late 2017.

While the term “public transit” brings to mind the fixed-route, large vehicle transit systems of larger cities such as the TTC of Toronto, these models are not the norm in less densely-populated and sprawling rural areas such as ours. For communities where low ridership makes conventional transit impractical, a form of “Demand-Response Transit” is usually utilized, such as the booked shared ride.

From the Business Case, a booked shared ride is: “A Passenger vehicle (van) would be available along flex routes during specific times of the day. Riders would call in advance to request a ride and would be provided with the time of pick up. The exact route and time of pick-ups and drop offs would be determined day-to-day based on all ride requests received. This is similar to "Dial-A-Ride", however, the driver would pick up other riders as arranged, making it a shared ride.”



Dial-A-Ride services as well as the Community Accessible Van coordinated by HHHS are both examples of this type of model. It works by using smaller passenger vehicles which travel along routes that are determined in response to ride requests. So as opposed to a vehicle travelling a set route at a set time, it’s a service that adapts to the real-time needs of users. Because our region is vast, this model does require compromise and communication in order to meet the needs of the most amount of riders.

However, no single public transportation service will serve every person, community or need perfectly. A public transportation **service** is just one part of the overall transportation **system** in the County. For example, taxis are available for last minute appointments and Volunteer Driver programs offer door to door service for seniors and adults with disabilities. This model also offers the most adaptability: If there are no calls for service,

the vehicle isn't on the road. If usage is overwhelming, an additional vehicle and/or increased hours can be added dependent on budget.

Further information on this and other models explored as well as rationale can be found in the Business Case.

A New Public Transit Service: Implementation Plan in Progress

The RFP for an implement plan was released in May 2018 and at their June 27, 2018 Regular Meeting, County Council voted to engage IBI Group Professional Services. The plan will cover service strategy, vehicle selection, technology options, operational and delivery structure, a marketing and communication plan, financial plan, legislative and policy review, a monitor and reporting plan as well as an implementation phasing plan. A more detailed account of the proposal and process can be found in the June 27, 2017 [Staff Report RFP – Public Transportation Implementation Plan](#) on the Haliburton Civic website.

The final implementation plan is expected to be presented by IBI Group Professional Services to County Council in November 2018.



This update was prepared July 24, 2018 by Tina Jackson, Project Coordinator on behalf of the Transportation Taskforce.

To follow progress of the Transportation Taskforce, including approved meeting minutes and links to related news articles and reports, please visit www.TransportationHaliburtonCounty.ca/Resources