



Public Transportation Implementation Plan



IBI GROUP
County of Haliburton
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Outline

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 - Challenges and Opportunities
- Proposed Operating Model
- Service Plan Options
- Resource Requirements
- Financial Plan
- Implementation Plan

Study Purpose

- To develop an **implementation plan** for the provision of a public transportation service in the County of Haliburton.

Mission Statement:

Public transportation in the County of Haliburton will provide basic mobility for residents by connecting them to their day-to-day activities with a safe and reliable service.



Study Scope

Based on an assessment of the needs and the demand, we identified:

- **What type of service is feasible**
- **How much service will be available**
- **Where the service will operate**
- **When the service will operate**
- **How many people would use the service**
- **The cost to provide the service**



Background

Existing transportation services serve highly specialized trips including:

- Non-emergency medical;
- For people with disabilities (shopping, social activities, appointments etc.); and
- For access to community services (legal appointments, counselling appointments, work placements etc.).

In 2017 the Transportation Taskforce identified two key transportation gaps in the county:

- The lack of affordable transportation options for people that are not eligible for existing services; and
- The lack of service in Minden Hills and Haliburton Village to access services and amenities.

Challenges and Opportunities

A public transportation service for the county must address various challenges, including:

- **A growing and aging population**, which will mean an increase in demand for accessible transportation options;
- **A sparse population distributed over a large area**, which translates to higher operating costs;
- **Dispersed travel patterns**, which are difficult to serve efficiently and cost-effectively

Public Transportation Implementation Plan

The implementation plan for the recommended public transportation option includes:

- **Service Strategy** – describes the characteristics of the preferred service option including the operating model and delivery structure;
- **Technology Options** – reviews technology available for booking, scheduling, and dispatch and recommends a technology direction for the medium to long-term;
- **Marketing and Communications Plan** – recommends actions to promote the new service to users;
- **Legislative and Policy Review** – identifies the necessary legislative requirements and supporting policies to implement the service;
- **Monitoring and Reporting Plan** – recommends service standards for the service; and
- **Financial Plan** – multi-year estimate of expenses and revenues

Proposed Operating Model

A **demand-responsive service** (also known as a **booked shared-ride service**) is best suited to the transportation needs of the community compared to a fixed route service:

- It is able to better serve the varied travel needs of a **low density population, dispersed origins and destinations**
- It is able to better serve trips **within and between communities**
- It is flexible to adapt to **changing travel needs** by time of year or day of week
- It is easily **scalable** if demand increases or decreases

Service Options

In **November 2018**, four service options were presented to County Council for review, with the following characteristics:

- **Booked shared-ride** available to anyone for any trip purpose within a defined coverage area;
- The combination of a **core area** (areas with the highest travel demand) and a **supplemental area** (communities outside the core area with lower demand and a lower service commitment);
- Service investment of 10 to 12 hours/day, 6 days/week; and
- Contracted operation to a third party through a competitive Request for Proposal (RFP) process.

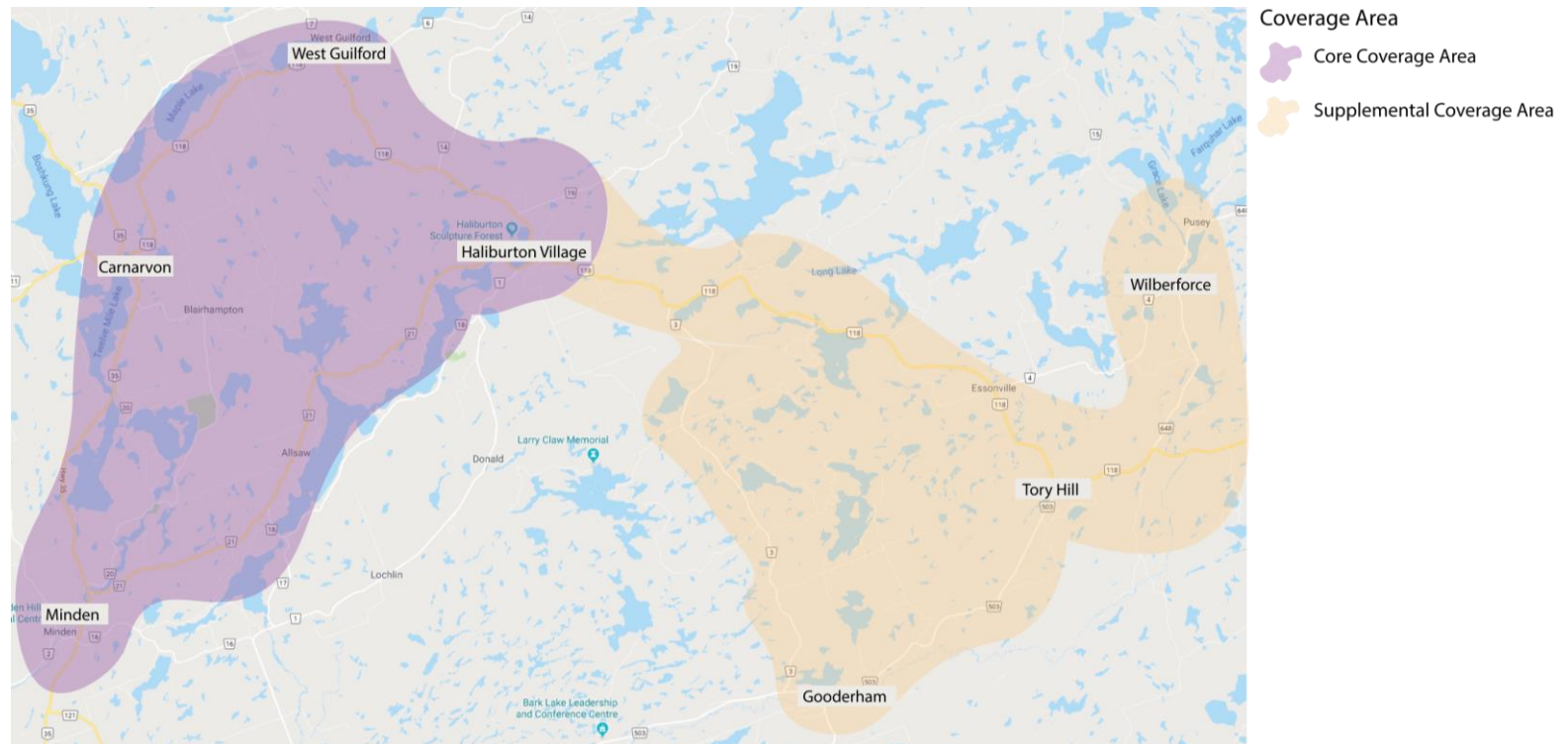
Service Option A – Coverage Area

- **Option A:** Daily service in the core coverage area and to Wilberforce



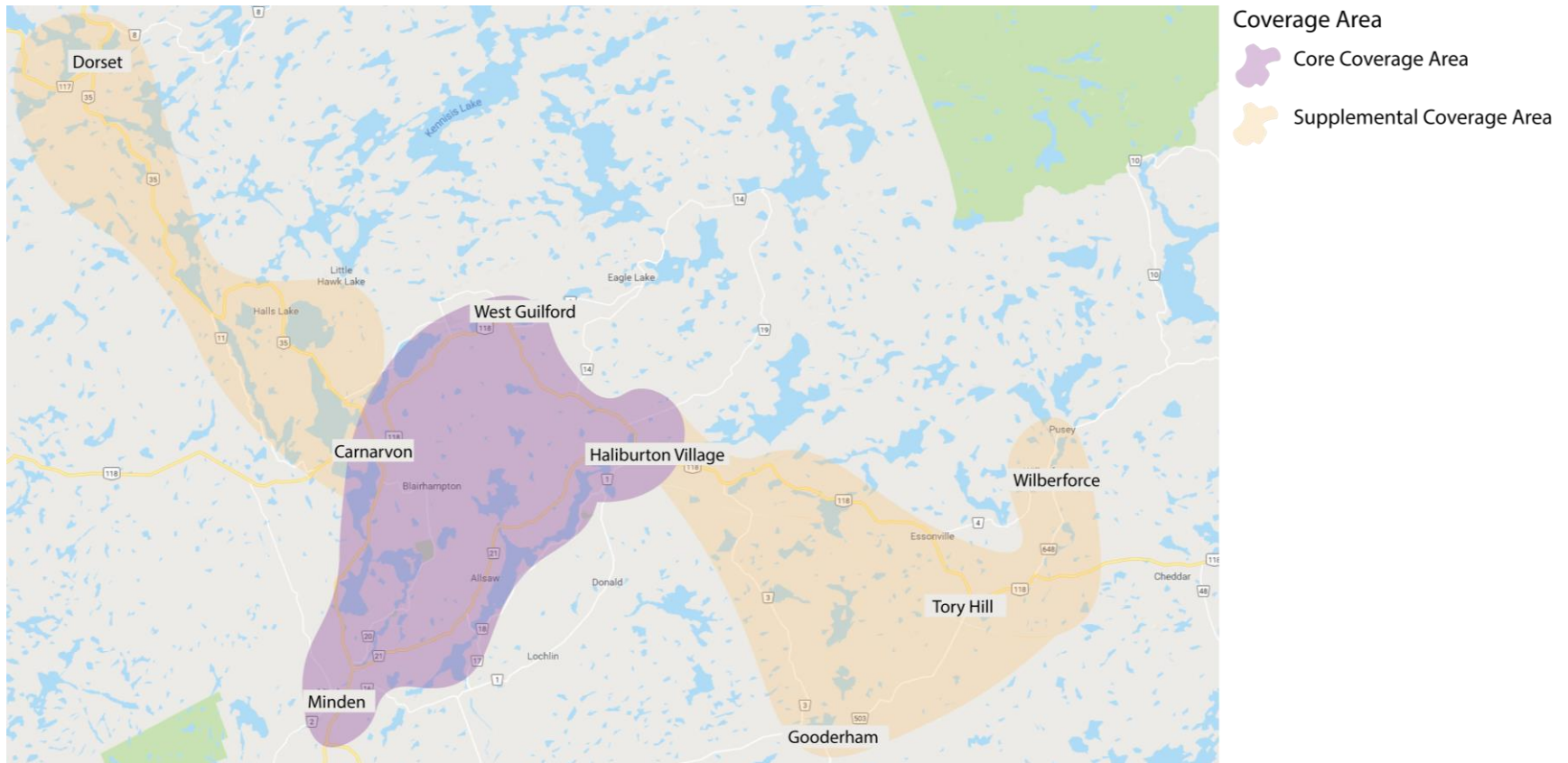
Service Option B and C – Coverage Area

- **Option B:** Daily service in the core coverage area, and to Wilberforce via Gooderham.
- **Option C:** Service on alternating days – 4 days/week in the core coverage area and 2 days/week between Wilberforce and Haliburton Village via Gooderham.



Service Option D: Coverage Area

- Option D:** Daily service in the core coverage area, to Wilberforce via Gooderham, and to Dorset for an additional 608 annual service hours. This option provides a 12-hour daily service span and higher annual service hours and cost.



Service Options Summary

	Service Area	Population	Days of Operation	Hours of Operation	Annual Revenue Hours
Option A	Core Coverage Area	4,500	Monday – Saturday	6hrs./day	1,824
	Wilberforce	300	Monday – Saturday	4hrs./day	1,216
	Total	4,800	6 days/week	10hrs./day	3,040
Option B	Core Coverage Area	4,500	Monday – Saturday	6hrs./day	1,824
	Wilberforce (via Gooderham)	500	Monday – Saturday	4hrs./day	1,216
	Total	5,000	6 days/week	10hrs./day	3,040
Option C	Core Coverage Area	4,500	Monday, Wednesday, Friday Saturday	10hrs./day	2,030
	Wilberforce (via Gooderham)	500	Tuesday, Thursday	10hrs./day	1,010
	Total	5,000	6 days/week	10hrs./day	3,040
Option D	Core Coverage Area	4,500	Monday – Saturday	6hrs./day	1,824
	Wilberforce (via Gooderham)	500	Monday – Saturday	3hrs./day	912
	Dorset	400	Monday – Saturday	3hrs./day	912
	Total	5,400	6 days/week	12hrs./day	3,648

Option D was selected by Council for implementation

Preferred Service Option

Option D	Core Coverage Area	Wilberforce (via Gooderham)	Dorset	Total
Population (2017)	4,500	500	400	5,400
Days of Operation	Monday – Saturday			6 days/week
Hours of Operation	6hrs./day	3hrs./day	3hrs./day	12 hrs./day
Annual Revenue Hours	1,824	912	912	3,648
Annual Ridership	2,600	300	200	3,100
Revenue and Cost Estimates				
Average Fare Paid (one way)	Below Average	Above Average	Above Average	\$7
Annual Fare Revenue (based on an average fare of \$7)	\$17,500	\$1,900	\$1,600	\$21,000
Local Donations				\$5,000
Gross Operating Costs (@ \$60/hr) *	\$109,440	\$54,720	\$54,720	\$218,880
Gross Operating Costs (@ \$70/hr) *	\$127,680	\$63,840	\$63,840	\$255,360

* An average and a high estimate are presented for the operation costs

Resource Requirements

Service Delivery

- Third party operator contracted through competitive RFP
- Manual telephone booking, scheduling and dispatch (by contractor)
- Compliance with Accessibility for Ontarians with Disabilities Act, Ontario Human Rights Act

Required Resources:

- Staff: One **full-time County employee (FTE)** to administer, manage and plan services, respond to public enquiries, plus an additional half FTE in the months leading to the launch of the service
- Vehicles: One **accessible light-duty vehicle** and a spare provided and maintained by the contractor (option to use the DYMO vehicle)
- Marketing/Communications: **dedicated County staff time**
- Technology: A **database** for manual booking and scheduling of trips; a **website with a web booking form**; and a **call-in line** for booking

Financial Plan

- Estimate of start-up and multi-year operating costs
- Estimated revenue from fares (based on an average fare of \$7 per one-way trip), and expected community donations totalling \$5,000; and
- Funding options from other levels of government;

Operating costs estimated at \$60.00 per hour, based on mileage rate and driver's hourly wage.

A higher estimate of \$70.00 per hour is also presented, based on a review of costs of peer communities.

Financial Plan

Based on the operating model, the primary County costs for start-up will be:

- Website design and branding; and
- Vehicle acquisition (if required) should the option to re-purpose the DYMO bus not be selected.

The main operating costs for the first five years will be:

- Administration - 1.5 FTE initially and 1.0 FTE thereafter;
- Marketing and communications; and
- Operator contract (which will include fuel, labour, maintenance, logistics including trip reservation and scheduling)

Five-Year Estimated Budget (\$60/hr)

Item	2019*	2020	2021	2022	2023
Annual Ridership	800	3,200	3,300	3,300	3,300
Total Revenue (Fare and Donations)	\$10,300	\$26,600	\$26,800	\$27,000	\$27,200
Operating Costs (@ \$60/hr)					
Operating Contract	\$54,720	\$218,880	\$218,880	\$218,880	\$218,880
County Staff	\$65,166	\$65,166	\$65,166	\$65,166	\$65,166
Passenger and Trip Database**	\$10,000	\$ -	\$ -	\$ -	\$ -
Marketing and Communications	\$30,000	\$10,000	\$10,000	\$10,000	\$10,000
Total Expenses	\$159,886	\$294,046	\$294,046	\$294,046	\$294,046
Gas Tax***	\$68,523	\$126,020	\$126,020	\$126,020	\$126,020
Net Municipal Investment****	\$81,018	\$141,644	\$141,445	\$141,244	\$141,040
*3 months, effective September 30, 2019					
**The cost to maintain the database will be included in the operating contract					
***Available after one year of operation; to be confirmed					
****Municipal Contributions assume maximum gas tax contributions (75% of municipal costs plus revenue and donations)					
All values in constant 2018 dollars					

Five-Year Estimated Budget (\$70/hr)

Item	2019*	2020	2021	2022	2023
Annual Ridership	800	3,200	3,300	3,300	3,300
Total Revenue (Fare and Donations)	\$10,300	\$26,600	\$26,800	\$27,000	\$27,200
Operating Costs (@ \$70/hr)					
Operating Contract	\$63,840	\$255,360	\$255,360	255,360	\$255,360
County Staff	\$65,166	\$65,166	\$65,166	\$65,166	\$65,166
Passenger and Trip Database**	\$10,000	\$ -	\$ -	\$ -	\$ -
Marketing and Communications	\$30,000	\$10,000	\$10,000	\$10,000	\$10,000
Total Expenses	\$169,006	\$330,526	\$330,526	\$330,526	\$330,526
Gas Tax***	\$72,431	\$141,654	\$141,654	\$141,654	\$141,654
Net Municipal Investment****	\$86,230	\$162,490	\$162,291	\$162,089	\$161,886
*3 months, effective September 30, 2019					
**The cost to maintain the database will be included in the operating contract					
*** Available after one year of operation; to be confirmed					
****Municipal Contributions assume maximum gas tax contributions (75% of municipal costs plus revenue and donations)					
All values in constant 2018 dollars					

Implementation Plan

Action	Notes
Winter 2018/2019	
Present report to Council; Council and budget approval	
Public Information Centre regarding new service	
Prepare RFP and Contract Documents; Council approval for RFP and Contract	
Issue RFP	Allow 4 weeks for responses
Spring 2019	
RFP Closes; bids evaluated; contract awarded and finalized	
Summer 2019	
Prepare communication and information materials	e.g. website, promotional materials
Targeted marketing	Paid advertising; community based marketing; promotional efforts to gain publicity
County to identify and prepare administrative roles related to the service	
September 2019	
Launch new booked shared-ride service	Plan promotional events around service launch
On-going (after launch)	
Monitor performance and report to Council regularly	
Provide contract and service oversight	

Next Steps

- Council decision and budget approval;
- Establish implementation date;
- Prepare and issue RFP for new service; prepare contracts documents

Thank you

QUESTIONS?