Welcome to the Midland Transit Public Open House #2

May 16, 2018
The purpose of this Public Open House #2 is to...

1. Inform the public about the outcomes of the needs assessment
2. Provide information about potential strategies to address needs
3. Enable open discussion and input on potential strategies
Existing Customer Opinions

**Priority Service Improvements**

1. **Increase frequency** of the North and South Route on Weekdays to every 30 minutes – overall priority 35%
2. **Introduce Sunday service** – overall priority 18%
3. **End weekday service later in the evening** – overall priority 16%
4. **End Saturday service later in the evening** – overall priority 10%
5. **Provide service to new areas of the Town** – overall priority 9%

**Customer Satisfaction**

1. **Saturday hours** of service (48% not satisfied, 18% satisfied)
2. **Frequency** of service (38% not satisfied, 22% satisfied)
3. **Weekday hours** of service (36% not satisfied, 23% satisfied)
4. **Reliability** – on-time performance (32% not satisfied, 32% satisfied)
5. **Travel time** (30% not satisfied, 24% satisfied)

**Potential Funding to Support Service Improvements**

1. 82% of ALL respondents would consider a 75 cent fare increase
2. 65% of respondents would consider paying up to $30 per household (annually) to improve service (47% up to $30, 13% up to $75 and 5% up to $100)
3. Ontario Gas Tax (based on increase in ridership and legislative changes)
4. Government Grants
5. Other potential funding sources

**Note**: 88 transit customers responded to the online survey and 83 transit customers responded to the on-board survey
### Potential Transit Customer Opinions

#### Priority Service Improvements

1. Better understanding of current routes and services (17%)
2. Routes that run later in the evening on weekdays (14%)
3. Bus stop located closer to my home (11%)
4. More frequent routes (10%)
5. Service on Sunday (9%)

### The Role of Transit in Our Community

Non-Transit Users generally agree that Midland residents...
- benefit from good transit;
- believe public transit provides good value for investment in tax dollars;
- support public transit as an environmentally sustainable mode;
- believe transit provides good value for their tax dollars.

### Potential Funding to Support Transit Improvements

1. 82% of ALL respondents would consider a 75 cent fare increase
2. 66% of respondents would consider paying up to $30 per household (annually) to improve service (48% up $30, 12% up to $75 and 6% up to $100)
3. Ontario Gas Tax (based on increase in ridership and legislative changes)
4. Government Grants
5. Other potential funding sources

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**Note:** 69 potential transit customers responded to the online survey.
Recommendation #1
Modify Route Structure to Address Delays and Improve On-Time Performance
Options for Service Improvements

**Strategy #1 – All-Day Frequency**
Increase weekday frequency from every 60 min to every 30 min on both routes from 6:45 am to 5:45 pm

**Objectives:** Improve convenience and attract a new market

**Benefits**
- Increase convenience of service and reduce travel time all-day
- Potential to attract higher number of work trips

**Cost**
- Additional bus required
- High operating cost relative to ridership potential

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**Ridership** High | **Cost** High | **Effectiveness** Low

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**Strategy #2 – Mid-day Frequency**
Increase weekday frequency from every 60 min to every 30 min on both routes from 9:00 am to 3:00 pm

**Objective:** Improve convenience

**Benefits**
- Increase convenience of service and reduce travel time in mid-day (when service is used most)

**Cost**
- Additional bus required
- More cost effective than Strategy #1

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**Ridership** Mid | **Cost** Mid | **Effectiveness** Low
**Options for Service Improvements**

**Strategy #3 – Sunday Service**

Provide service on Sundays every hour on both routes from 8:30 am to 5:30 pm

**Objective:** Improve mobility

**Benefits**
- Provide mobility on Sundays to access work, retail and recreation

**Cost**
- No capital cost required (vehicle cost)
- High ridership potential relative to operating cost requirement

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**Strategy #4 – Extend Weekday Evening Service**

Extend weekday service to 8:00 pm

**Objective:** Improve mobility

**Benefits**
- Provides mobility for shopping and services after daytime employment periods
- Potential to attract new market

**Cost**
- No capital cost required (vehicle cost)
- Low ridership potential and low cost

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<table>
<thead>
<tr>
<th>Ridership</th>
<th>Cost</th>
<th>Effectiveness (Revenue/Cost)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid</td>
<td>Low</td>
<td>High</td>
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<td>Low</td>
<td>Low</td>
<td>Mid</td>
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</tbody>
</table>
Connect to the nearest Midland Transit bus stop using a shared-ride accessible vehicle or taxi vehicle.

**Objective:** Improve mobility

**How to use this service:**

1. Call the dispatching service telephone number and request a trip at a scheduled time (at least one hour in advance of your ride)
2. Wait for your scheduled pick up at a stop near your home
3. Board a taxi or accessible transit vehicle, which will take you to the closest Midland Transit bus stop (your ride may be shared with other residents)
4. Alight at bus stop and transfer onto a Midland Transit route to complete your trip (no additional fare is required).
Proposed Fare Strategy

Existing Fare Structure

<table>
<thead>
<tr>
<th>Cash Fares</th>
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</thead>
<tbody>
<tr>
<td>Adult Cash</td>
<td>$2.00</td>
</tr>
<tr>
<td>Seniors/Students Cash</td>
<td>$1.75</td>
</tr>
<tr>
<td>Children 6 and Under</td>
<td>$0.00</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Electronic Fares (Smart Card)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Reloadable Fare Card</td>
<td>$3.00</td>
</tr>
<tr>
<td>Twenty (20) Adult Fares</td>
<td>$25.24</td>
</tr>
<tr>
<td>Ten (10) Adult Fares</td>
<td>$12.89</td>
</tr>
<tr>
<td>Five (5) Adult Fares</td>
<td>$6.31</td>
</tr>
<tr>
<td>Twenty (20) Seniors/Students Fares</td>
<td>$20.22</td>
</tr>
<tr>
<td>Ten (10) Senior/Student</td>
<td>$10.26</td>
</tr>
<tr>
<td>Five (5) Senior/Student</td>
<td>$5.12</td>
</tr>
</tbody>
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Proposed Fare Structure

Over the next few years, Midland Transit should gradually increase their fares to support the costs associated with higher levels of transit service.

Strategies with higher operating costs require a higher fare to pay for the service improvement.

<table>
<thead>
<tr>
<th>Cash Fares</th>
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</thead>
<tbody>
<tr>
<td>Cash Fare (customers over the age of 5)</td>
<td>$2.70</td>
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<table>
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<tr>
<th>Electronic Fares (Smart Card)</th>
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<tbody>
<tr>
<td>Reloadable Fare Card</td>
<td>$3.00</td>
</tr>
<tr>
<td>One (1) Adult Fare</td>
<td>$2.16</td>
</tr>
<tr>
<td>One (1) Senior/Student Fare</td>
<td>$1.89</td>
</tr>
</tbody>
</table>
# Prioritize Service Improvements

Please place a sticker beside one service improvement option to signify your top priority for Midland Transit.

<table>
<thead>
<tr>
<th>Option</th>
<th>Service Improvement</th>
<th>Description of Improvement</th>
<th>New Vehicle Cost</th>
<th>Annual Operating Cost</th>
<th>Additional Annual Ridership</th>
<th>Additional Annual Revenue</th>
<th>Annual Net Cost</th>
<th>Priority for Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Increase All-day Weekday Frequency from every 60min to every 30min on both routes</td>
<td>Add a second vehicle traveling in the other direction on both routes from 6:45 am to 5:45 pm</td>
<td>$420,000</td>
<td>$217,000</td>
<td>8,300</td>
<td>$12,800</td>
<td>$204,600</td>
<td></td>
</tr>
<tr>
<td>#2</td>
<td>Increase Mid-day Weekday Frequency from every 60min to every 30min on both routes</td>
<td>Add a second vehicle traveling in the other direction on both routes from 9:00 am to 3:00 pm</td>
<td>$420,000</td>
<td>$113,000</td>
<td>5,800</td>
<td>$8,800</td>
<td>$104,600</td>
<td></td>
</tr>
<tr>
<td>#3</td>
<td>Introduce Sunday Service</td>
<td>Provide day-time service for Sunday trips</td>
<td>-</td>
<td>$41,900</td>
<td>6,000</td>
<td>$9,200</td>
<td>$32,600</td>
<td></td>
</tr>
<tr>
<td>#4</td>
<td>Weekday Extension (2 Hours)</td>
<td>Extend the weekday service to 8:00 pm to accommodate early evening trips</td>
<td>-</td>
<td>$37,800</td>
<td>3,400</td>
<td>$5,300</td>
<td>$32,500</td>
<td></td>
</tr>
<tr>
<td>#5</td>
<td>Introduce Demand Responsive Service to Tiffin/Sunnyside, Portage Park or Midland Point</td>
<td>Use taxis and accessible transit vehicles to connect to the nearest Midland Transit route</td>
<td>-</td>
<td>$23,700</td>
<td>2,900</td>
<td>$4,500</td>
<td>$19,200</td>
<td></td>
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Next Steps

• Modify recommendations and potential strategies based on input from the public
• Complete draft report
• Presentation to Council

Thank you for attending!

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