



STAFF REPORT EXECUTIVE SUMMARY

STAFF REPORT NO: DSR-038-19

DATE: March 13, 2019

To: Mayor, Deputy Mayor and Members of Council

From: Paul Pentikainen, Senior Policy Planner, Tim Cane,
Manager of Land Use Planning

Subject: Innisfil Transit - 2018 Results and Fare Changes

EXECUTIVE SUMMARY:

Innisfil Transit, which includes the Town's partnerships with Uber (for general trips) and Barrie-Innisfil Taxi (for accessible trips), was launched on May 15, 2017. The purpose of this report is to provide a summary of the 2018 Innisfil Transit survey results, an overview of the final 2018 results of the Innisfil Transit service, as well as outline recommended fare changes for 2019 (to be made effective as of April 1) that will be needed to help ensure that Innisfil Transit remains within the Council approved budget.

RECOMMENDATION:

That the existing agreements for the Innisfil Transit service with Uber (for general trips) and Barrie-Innisfil Taxi (for wheelchair accessible trips) be extended for one year as per the terms of each agreement;

That By-Law No. 028-19 be adopted to amend the Town's Taxi By-Law to exempt ridesharing partnerships that deliver the Innisfil Transit service;

That the Town's 2019 taxi licensing fees be waived for the taxi companies that operate in Innisfil; and

That the Town's 2020 taxi licensing fees not be payable until Staff reports back to Council by March 2020 with an update report for Innisfil Transit.



TOWN OF INNISFIL STAFF REPORT

Staff Report No.: DSR-038-19
Date: March 13, 2019
To: Mayor, Deputy Mayor and Members of Council
From: Tim Cane, Manager of Land Use Planning
Subject: Innisfil Transit – 2018 Results and Fare Changes
Cross Reference: DSR-155-18; DSR-028-18; DSR-022-18; DSR-171-17; Aug. 9/17 Memo; DSR-042-17; DSR-079-16; DSR-143-15

RECOMMENDATION:

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That By-Law No. 028-19 be adopted to amend the Town's Taxi By-Law to exempt ridesharing partnerships that deliver the Innisfil Transit service;

That the Town's 2019 taxi licensing fees be waived for the taxi companies that operate in Innisfil; and

That the Town's 2020 taxi licensing fees not be payable until Staff reports back to Council by March 2020 with an update report for Innisfil Transit.

BACKGROUND:

Innisfil Transit, which includes the Town's partnerships with Uber (for general trips) and Barrie-Innisfil Taxi (for accessible trips), was launched on May 15, 2017. This was after Council's approval of DSR-042-17 on March 15, 2017.

In addition to addressing immediate transit needs, one of the main purposes of the Innisfil Transit ridesharing service is to understand ridership needs in Innisfil and to see how the service is being used. This information will help improve the service in future implementation stages and to support the Town's place making goals to improve our sense of place.

Why did we decide on ridesharing transit?

After determining that a fixed-route bus service would be too costly for the limited level of service that they would provide, Council directed Staff to pursue a more cost-effective demand-based transit solution to provide a greater level of coverage and accessibility across the entire Town.

What is the current fare to use the service?

The Innisfil Transit service is available 24 hours a day/7 days a week. There are two different types of trips that can be taken either using the Uber service (for general trips) or Barrie Taxi service (for wheelchair accessible trips):

1) Key Destination Request: When a trip is booked from within Innisfil to one of the following destinations, the passenger pays \$3-\$5 (one-way):

- \$3 for each trip to/from Innisfil Recreational Complex/Town Hall area
- \$4 for each trip to/from GO bus stops along Yonge St
- \$5 for each trip to/from Barrie South GO train station
- \$5 for each trip to/from Innisfil Heights Employment Area

2) Custom Destination Request: A \$5 discount has applied to other trips within Innisfil boundaries that are not going to/from the above flat fare destinations.

What do residents think of the service?

An online Transit Survey was available during October and November in 2018. The purpose of the survey was to receive community feedback on Innisfil Transit and to understand how residents are using the service, if they have any concerns/issues and how the service could be improved in future implementation stages. Since a survey with similar questions was also undertaken in 2017, this allows for comparison on whether there were any changes in the public feedback that was received in 2018.

There were a total of 175 responses to the survey and the quantitative results are illustrated in the graphs found in Attachment 1. The following provides a summary of the responses to some of the key questions that were asked in the survey.

Question – *How would you rate your satisfaction with Innisfil Transit?*

A total of 66% of all respondents to this question indicated that they were “Strongly Satisfied” or “Satisfied” with the Innisfil Transit service (an increase from 61% in 2017); 19% indicated they were “Neutral” (an increase from 17% in 2017); while 15% indicated they were “Dissatisfied” or “Strongly Dissatisfied” (a decrease from 21% in 2017).

When only respondents that had taken at least 1 transit trip are considered, a total of 71% indicated that they were ‘Satisfied’ or ‘Strongly Satisfied’ with the Innisfil Transit service (a decrease from 77% in 2017); 19% indicated they were neutral (an increase from 13% in 2017); while 10% were “Dissatisfied” or “Strongly Dissatisfied” (this remained the same from 2017).

Overall, these results are reflecting that the majority of residents have a high level of satisfaction with the Innisfil Transit service.

Question – *Over the past year, do you think the overall level of Innisfil Transit service has become better, worse or stayed the same?*

In responding to this question, 53% of respondents felt that the service had gotten better over the past year; 40% felt it had stayed the same; while 8% felt it had gotten worse. The 2018 changes to Innisfil Transit included identifying the Alcona Lakeshore Library and the Lefroy Community Centre as \$3 flat fare destinations. This result is reflecting support for this change

along with the generally high level of satisfaction that the majority of residents have with the Innisfil Transit service.

Question – *Why do you use Innisfil Transit?*

In responding to this question, 43% indicated they have used the service for “Work”; 27% have used the service for “Shopping”; 20% have used the service for “Medical Appointments”; 15% had used the service for “School”; and 58% of respondents had used the service for “Other” primary social/recreational purposes such as attending community events, going to the Innisfil Recreational Complex, or as a safe ride home after consuming alcohol at social events. These responses reflect the broad range of uses that residents have for Innisfil Transit.

Question - *What do you like the most about this Innisfil Transit model?*

A number of comments were received as follows that reflect the strong level of satisfaction that residents have with the Innisfil Transit service, in addition to their preference for this form of demand-based transit over a traditional bus system:

- *“Affordable, fast, friendly, easy....nothing bad about it.”*
- *“The best and lowest cost transit solution for our Town at this time.”*
- *“It’s safe & reliable - it’s an affordable alternative mode of transportation.”*
- *“It is a cost effective solution to public transit in a geographically large town that cannot support a bus system. ALL residents can use it rather than everyone paying for a bus system that only services a few areas.”*
- *“Convenience of pickup and drop off anywhere I wish to go and never having to wait more than 10 minutes for my driver.”*
- *“Cost and can track my teen when I send them an Uber. Can’t do that with a bus.”*

In addition to these comments, Staff have heard particularly heartwarming accounts of the direct impact the Town’s initiative has had on enriching the well-being of individuals and their families. By providing an affordable and convenient door-to-door transit service, we have provided opportunities and independence, particularly to those such as youth and seniors without a driver’s license or automobile. This service has provided these individuals with opportunities to access employment and other services that has improved their overall quality of life.

Furthermore, through our “call-in” service, we have heard firsthand the significant impact and level of independence that we have provided to the 64 seniors that have been registered for the service. They have been able to attend to their medical appointments, go shopping and visit friends. When booking their trips (a total of 467 were booked in 2018), Town Staff have been thanked numerous times for providing this service to them.

Question – *Select any concerns/issues you have with using Innisfil Transit.*

Of all respondents to this question on the survey, 45% noted ‘Driver Availability’ as their greatest concern/issue with Innisfil Transit. ‘Wait Time’ (31%) and ‘Cost’ (35%) were the next highest identified concerns by respondents, which is consistent with the top three concerns that were indicated through the 2017 survey.

However, the results to this question are somewhat at odds with the results to other questions on the survey, where residents have commented on the convenience, affordability and reliability of the service. Furthermore, as noted in the table below, average wait times decreased from 9:10 minutes in 2017 to 6:10 minutes for 2018. Trip completion rates (the percentage of all trip

requests that are fulfilled) also increased substantially from an average of 71% in 2017 to 87% in 2018. For comparison, a City of Barrie staff report dated May 5, 2014 refers to a 72% reliability rate (including on-time measure of within 5 min) for a period of Dec. 2013 to March 2015 for a fixed route bus service. As such, with over 2200 different Uber driver partners completing at least one Innisfil Transit thus far, these indicators are showing that the reliability of the service has actually continued to improve since it was first launched in May 2017.

The majority of comments related to the 'Cost' concern indicated that the Town should consider more flat fare destinations so that using the service could be more affordable. However, adding flat fare destinations has a significant budget impact (e.g. adding the Alcona Lakeshore Library as a flat fare destination resulted in a budget impact of nearly \$65,000 in 2018), and Staff is not recommending that any be added at this time. Rather, as discussed later in this report and indicated to Council during the budget deliberations in January 2019, fare increases will be needed so that costs remain within the 2019 budget approved by Council for Innisfil Transit. However, after assessing the budget impacts of the cost savings measures outlined in this report, more flat fare locations may be added for 2020, while Staff is also considering on adding the Stroud and Cookstown libraries as 'pilot' flat fare destinations in the summer of 2019.

There were comments on the survey from residents (particularly from families) who would like to travel in a larger group and request up to 4 seats, but have been restricted because of the current limit of 2 seats per trip request. However, since Innisfil Transit is based on the broader UberPool platform operating in Toronto, increasing this limit to 4 would impact the ability to pool trips within the broader system. To accommodate families wishing to travel together, Staff will continue to work with Uber and look to implement higher capacity vehicles (more than 4 seats) as part of Innisfil Transit. This will also support the overall efficiency of the service and result in potentially more paid seats per trip, which will help reduce the Town's overall subsidy per trip.

We also received comments from those that have been dissatisfied with the service, particularly from those that have not used the service because they may not have access to a smart phone or would prefer a bus service. Though the Town has been offering a 'call-in' service for residents without a smart phone, some residents are not aware of this. Staff is continuing to work with Uber to consider improvements to this portion of the service in 2019.

To address the comments from some residents who would prefer a bus service, a form of 'fixed' routes may be incorporated within the next year or two with the potential implementation of 'UberBus'. However, a traditional bus service would not be able to provide the same level of service and convenience at the same cost as through the current demand-based ridesharing transit service.

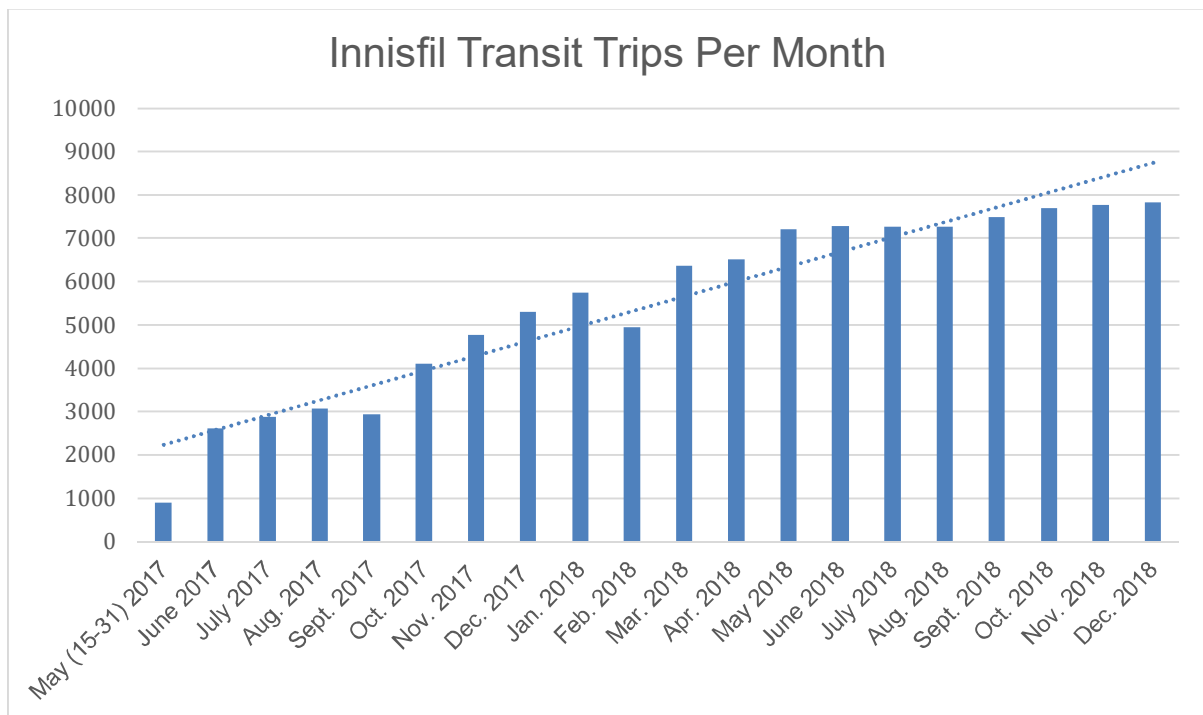
2018 Innisfil Transit Results

The following table provides highlights from the 2018 results of the Town's ridesharing transit service compared to 2017. Overall, during 2018, a total of 85,943 Uber trips were taken, while there were no wheelchair accessible trips taken through Barrie-Innisfil Taxi (this indicates that people with accessible needs may also be choosing to use the Uber service if they can be transferred in and out of their mobility device, or they may be using the accessible service provided by the Canadian Red Cross). When added to the 26,688 trips taken in 2017, this means that over 112,000 Innisfil Transit trips have been taken since the service was launched.

	2017 (May 15-Dec)	2018 (Jan-Dec)
Trips	26,688	85,943
Subsidy	\$150K	\$640K
Riders	3,493	5,749
Drivers	1,393	2,203
Match Rate	17%	31%
Wait Time	9:10 mins	6:10 mins
Completion Rate	71%	87%

Overall, the results in this table are reflecting the success and popularity of the Innisfil Transit service. Particularly, the ridesharing match rate (when 2 or more trips are matched) and completion rate (% of requested trips that are completed) continue to trend upwards, while the average wait time continues to trend downwards as the average wait time was under 5 minutes in the last 3 months of 2018. These trends are reflecting both the efficiency and reliability of the Innisfil Transit service.

As shown in the following graph, the number of trips increased significantly from a monthly average of under 3,000 trips from June to September in 2017, to an average of nearly 8,000 trips from October to December of 2018. This substantial increase in monthly trips reflects the popularity of the service and is why the Town’s gross subsidy (the unpaid portion of the Uber trips) rose from \$150,000 in 2017 to about \$640,000 in 2018.



The most popular destinations for Innisfil Transit trips are as follows:

- Barrie South GO Station (6,717 pickups; 6,998 drop-offs)
- Innisfil Recreational Complex (4,108 pickups; 4,003 drop-offs)
- Alcona Lakeshore Library (3,827 pickups; 4,362 drop-offs)
- Innisfil Heights Employment Area (2,608 pickups; 2,731 drop-offs)
- Innisfil GO Bus Stops (2,422 pickups; 2,144 drop-offs)

The peak hours for Innisfil Transit trips are as follows:

- Weekdays 2-6PM: 21% of trips
- Weekdays 6-9AM: 13% of trips
- Fridays 4-10PM: 8% of trips
- Weekends 10PM-2AM: 8% of trips

Though nearly one third (34%) of all Innisfil Transit trips are taken during the traditional commuting times of weekday mornings and evenings, a combined 16% of all trips are taken during Friday evenings and late at night on weekends. Since trips during these times represent about 50% of all trips, this also indicates that the remaining half of Innisfil Transit trips are taken at all other times throughout the day. This reflects the benefits of being able to provide a demand-based transit service that is available 24 hours a day, 7 days a week.

ANALYSIS/CONSIDERATION:

Innisfil Transit – Proposed Changes

The following provides a summary of changes to Innisfil Transit that Staff is recommending be made effective as of April 1, 2019 through Council's adoption of the 2019 Fees and Charges By-Law (DSR-016-19). Due to the growing popularity and rising costs of the service, all of these changes are intended to ensure that Innisfil Transit remains within the budget approved by Council for 2019. A key difference with the current structure of Innisfil Transit and a traditional bus service is that an increase in ridership leads to a direct increase in costs; whereas with a bus service where costs are more fixed, an increase in ridership would reduce overall costs.

Though the Financial Consideration section will contain more analysis, as indicated to Council during the budget deliberations in January 2019, if no changes to the fare structure are made to the Innisfil Transit service in 2019, gross costs (for the unpaid portion of the trips) are very likely to reach the \$1-\$1.2 million range. However, since the approved 2019 budget provides a total of nearly \$900,000 for Innisfil Transit costs (including funding from Provincial Gas Tax), this indicates that approximately \$200,000-\$300,000 in cost savings needs to be found by making changes to the existing fares and operational structure of Innisfil Transit.

The changes to the fare structure noted below will provide a savings of approximately \$200,000 on an annual basis. Therefore, in addition to these fare changes that can be implemented immediately, Staff will continue working with Uber to identify other operational changes that can be implemented later in 2019 to provide additional cost savings. This includes ways to improve ridesharing match rates such as by potentially increasing/staggering wait times as well as consideration for incorporating UberBus within the next year or two.

Increasing Costs to Flat Fare Destinations by \$1 (\$4-6 instead of \$3-5)

As identified in the 2019 Fees and Charges By-Law (DSR-016-19), Staff is recommending that the costs for all flat fare destinations be increased by \$1 (effective April 1, 2019) so that the new fares would be as follows:

- \$4 for any trip to/from Innisfil Recreational Complex/Town Hall area
- \$4 for any trip to/from the Innisfil ideaLAB and Library (Alcona Lakeshore branch)
- \$4 for any trip to/from the South Innisfil Community Centre (Lefroy)
- \$5 for any trip to/from GO bus stops along Yonge St
- \$6 for any trip to/from Barrie South GO train station
- \$6 for any trip to/from Innisfil Heights Employment Area and Highway 400 carpool lot

Though these proposed costs may be somewhat higher when compared to a traditional bus service in other communities, Innisfil Transit provides a premium level of on-demand door-to-door service and convenience that is unmatched by a bus service.

Furthermore, though residents in the Transit Survey also identified other locations such as the Stroud and Cookstown libraries, Nantyr Shores Secondary School, Tanger Outlet Mall, grocery stores and places in Barrie (e.g. Park Place, Costco, Walmart, Georgian College, etc.) that should also be considered as flat fare destinations, Staff is not recommending that they be added at this time because of the higher Town subsidy that would be required (e.g. as noted earlier, adding the Alcona Lakeshore Library as a flat fare destination resulted in a budget impact of nearly \$65,000 in 2018). However, after assessing the impacts of the cost savings measures discussed in this report, Staff will consider adding the Cookstown and Stroud libraries as 'pilot' flat fare destinations for the summer of 2019.

The other requested locations in Innisfil can still be accessed for a flat fare to/from any one of the Town's existing flat fare destinations, while locations in Barrie can be accessed through the City of Barrie's bus system from the Barrie South GO station that is already a \$5 flat fare destination. Furthermore, when considering the potential incorporation of UberBus as part of the Innisfil Transit service in the next year or two, this will provide the opportunity to consider many of the locations requested by residents as flat fare locations be included along the UberBus 'route'.

Increasing Minimum Fare to \$4 (from \$3)

For Innisfil Transit trips not going to and from the flat fare destinations to which the \$5 discount has applied, the minimum fare has been \$3. The short trips qualifying for this rate are typically less than 500-600 metres in length. Since this distance can be comfortably travelled by an able bodied person using active transportation modes such as walking and cycling, Staff is recommending that the minimum fare for these short trips be increased to \$4. This will provide some cost savings while also helping promote the use of active transportation for shorter trips.

Decreasing Discount to \$4 (from \$5)

For trips that do not go to/from the flat fare destinations, riders have received a \$5 discount off the regular Uber fare. As an additional cost savings measure, Staff is recommending that this discount be reduced by \$1 so riders would instead receive a \$4 discount. In combination with the previous changes outlined, it would mean that riders would be paying \$1 extra for all Innisfil Transit trips.

Setting Monthly Limit of 30 Trips per Rider (from being unlimited)

Thus far, riders have been able to take an unlimited amount of Innisfil Transit trips that have qualified for a subsidy from the Town. As an additional cost savings measure, Staff is recommending that a monthly limit of 30 trips per rider be implemented. Since an increase in the Town's average subsidy per trip has been increasing along with the trend of riders taking extra trips to and from the flat fare locations in order to access their desired destination, a monthly limit will help with minimizing this activity. After 30 trips are reached each month, the rider will still be able to request an Uber trip, but will not receive a discount for the trip.

Implementing this change is anticipated to affect about 40 individuals, which represents about 3% of all Innisfil Transit riders, according to Uber's estimates. However, if riders are adversely affected by this monthly limit (e.g. if the change will prevent them from accessing their job), Staff has considered implementing an application process where residents could request the Town to have their monthly trip limit increased.

Other Supporting Initiatives

In addition, to assist with the continued implementation of Innisfil Transit, Staff will continue to undertake a number of other initiatives to support the effectiveness of the service:

- Continuing a 'call-in' registration system for residents until Uber's phone-in service for Innisfil Transit is available
For residents that do not have a smartphone or the ability to request their own trips, Staff developed a registration system since the service launched to book trips on their behalf using the Uber Central platform. This service is currently available Monday to Friday during regular office hours from 8:30am-4:30pm. As noted earlier, 64 residents (primarily seniors) have been registered and 467 trips were taken using the service in 2018 (an increase from 203 trips in 2017). Computers are also available at the Town Hall and libraries for individuals to log into their Uber account to book their trip.

Furthermore, to improve service for those that do not have a smartphone, Uber has indicated that they anticipate to launch their own phone-in service for Innisfil Transit sometime in 2019. As such, the Town will no longer need to provide this function and Staff will advise Council and residents when this function through Uber is available.
- Uber gift cards available for sale at Town Hall
In response to comments from those unable to use the Uber app without a credit card, Uber gift cards have been available for purchase for \$25 or \$50 from the Town Hall front desk. They can also be purchased locally at the CircleK store in Alcona. These gift cards can be loaded onto an individual's Uber account instead of a credit card.
- Innisfil Transit Survey
Staff will again survey residents in the summer/fall of 2018 to receive feedback on the Innisfil Transit service.
- Community Engagement
Staff will work with Uber to communicate any fare structure changes to the residents directly within the Uber app. Staff will also update the Innisfil Transit brochure that will be distributed throughout the community.
- Expand Innisfil Transit Mobility Options
Staff envision Innisfil Transit starting to incorporate other mobility options such as bikes and scooters and we will continue to explore partnerships with providers for these services in 2019. Additional mobility options, particularly for shorter trips, may help offset Innisfil Transit costs.
- Funding Partnerships
Staff will continue to engage with community partners to explore ways to support the Innisfil Transit service moving forward. This has included discussions with partners and agencies such as County of Simcoe, City of Barrie, Metrolinx, and local businesses (benefitting from the service) such as Friday Harbour and Tanger Outlet Mall.

Amendments to Town's Taxi By-Law

To support the implementation of the Innisfil Transit ridesharing transit service, Council has previously adopted the following amendments to the Town's Taxi By-Law:

- That the Town's partnership with Uber would be exempt from the Town's Taxi By-Law;

- That the taxi fare rates be permanently specified as a maximum rate to give the ability for taxi companies to charge lower fares; and
- That the requirement for an annual medical check be removed from the Town's Taxi By-Law.

In addition, Council directed Staff to refund the 2017 and 2018 licensing fees back to the taxi companies that operate in Innisfil (Innisfil Taxi, Barrie-Innisfil Taxi and Global Taxi). These measures were intended to allow the taxi companies to adapt to changing markets while complementing the ridesharing transit model. The change last year to remove the requirement for an annual medical check was to reflect comments heard from the local taxi companies and helped ensure that similar requirements are in place for local taxi drivers as for Uber driver partners.

Furthermore, in addition to again waiving the 2019 taxi licensing fees, Staff is recommending that the Town's Taxi By-Law also be amended to exempt the Town's partnerships for the Innisfil Transit service. However, rather than only continuing to amend the Town's Taxi By-Law on an annual basis, Staff is recommending that the amendment not specify an end date and that it apply to all ridesharing partnerships that are part of the Innisfil Transit service as they continue to evolve. Specifically, Staff is recommending that the following provision be inserted into the Town's Taxi By-Law:

- *"Notwithstanding anything in this by-law, this by-law does not apply to the activities contemplated in a Partnership Agreement(s) between the Town of Innisfil and a ridesharing provider(s) to deliver the Innisfil Transit service."*

OPTIONS/ALTERNATIVES:

Council can adopt the recommendations of this report, or request that Staff make/consider additional changes to Innisfil Transit.

FINANCIAL CONSIDERATION:

Innisfil Transit

In the 2019 budget, Council approved \$885,806 for Innisfil Transit. Of this amount, \$260,806 is from the property tax levy, \$318,827 is from the Provincial Gas Tax program, while the remaining amount is from ARS and development charges. As already noted in this report, the purpose of the proposed fare changes are to find cost savings in the approximate amount of \$200,000 on an annual basis to help ensure that Innisfil Transit remains on budget in 2019. The fare changes will be re-assessed prior to the continued implementation of the service in 2020.

Innisfil Transit was approximately \$250,000 over budget in 2018, and this was because of a higher growth rate than was anticipated, in addition to the growing trend of riders taking extra trips to and from the flat fare locations in order for them to get to their desired destination more cost effectively. This trend was accompanied by an increase in the Town's average subsidy per trip from under \$6 in January 2018 to over \$9 by the end of the year. Though Council approved Staff's recommendation in the Fall of 2018 to find some cost savings by removing the \$5 discount off trips starting or ending outside of Innisfil (e.g. trips to/from Barrie), this change was not enough to bring Innisfil Transit costs down to within budget.

Without any changes to Innisfil Transit fares, total costs are likely to be in the \$1-1.2 million range for 2019 due to the popularity and growth of the service, along with the Town's growing population (approximately 1,000 new residents each year). Modifying the fare structure as outlined in this report is a change that can be made to find immediate cost savings, while Staff needs to continue working with Uber to find cost savings through other operational changes later on in 2019. This will include ways to improve ridesharing match rates such as by potentially increasing/staggering wait times, along with consideration for incorporating UberBus within the next year or two (if available).

Although these costs are starting to exceed what was forecast for the 1-bus or 2-bus route options in the Town's Transit Feasibility Study prepared in 2015, the ridesharing transit system is able to provide convenient door-to-door coverage across the entire Town. In contrast, a bus service would only provide access to those within walking distance of the bus stops along the route. Though the Town's Transit Feasibility Study did not provide an estimated cost for buses to service all of Innisfil, it did indicate that the 1-bus route would be an approximate net cost of \$19,000 per kilometre, while the 2-bus route would be an approximate net cost of \$26,000 per kilometre.

Since there are approximately 460 kilometres of public roads in the Town; if we assumed it would cost approximately \$19,000 per kilometre to provide bus transit on all of these roads, this suggests it could cost in excess of \$8 million for a bus service to provide a comparable level of door-to-door coverage across the entire Town. Though this calculation could be considered extreme as it is subject to a wide range of assumptions, it nevertheless indicates that the estimated 2019 costs for a demand-based ridesharing transit service across the entire Town represents a savings of several million dollars over a bus service that would provide a comparable level of coverage.

Furthermore, the total of nearly 86,000 Innisfil Transit trips that were provided in 2018 are significantly more than the total of 16,000 trips that were forecast along the 1-bus route in the Transit Feasibility Study. For comparison with two municipalities in the County of Simcoe that recently started a bus service, the Town of Bradford-West Gwillimbury had ridership of 39,385 passengers in 2017 and the Township of Clearview had ridership of 8,698 passengers in 2017.

The Innisfil Transit trips taken in 2018 resulted in an average subsidy of \$7.44 per trip (an increase from the average subsidy of \$5.62 per trip in 2017). This reflects the cost effectiveness of the system as it compares favourably to what would have been a substantially higher subsidy of approximately \$33 per passenger that was forecast for the 1-bus route in the Town's Transit Feasibility Study. This Study also projected that there would be about 4-7 boarding's per hour along the 1-bus route, while there are currently upwards of over 100 Innisfil Transit trips per hour at peak times. Overall, these indicators are showing that in Innisfil's context, the current demand-based service is able to transport greater volumes of people considerably more cost-effectively.

Moreover, when considering the financial implications of Innisfil Transit for 2020, though Council approved the same amount of base funding as for 2019, an increased amount of funds from the Provincial Gas Tax program is anticipated. This is because the Gas Tax funds are allocated to municipalities based on a formula that looks at prior year results and a 70/30 split between ridership and total population. Eligible funding is capped at 75% of municipal spending. The Town's allocation for 2019 of \$318,827 from the Gas Tax program is based on the Town's gross costs that were reported in 2017. As such, when 2018 costs are reported to the Province when determining the Town's allocation for 2020, a minimum of what the Town received in 2019 can be anticipated. In addition to carrying forward the cost savings measures outlined in this report along with the other operational changes contemplated in this report to occur later in 2019, an

increased level of Gas Tax funding should be sufficient in supporting the costs of the Innisfil Transit service through 2020.

Waiving Taxi Licensing Fees

Waiving the 2019 taxi licensing fees represents a cost of about \$5,150. The Town's Community Development Standards Branch (CDSB) administers the Town's taxi licensing program and has indicated that this amount can be absorbed through revenues that CDSB receives in their overall operating budget.

CONCLUSION:

Overall, Staff is very satisfied with the ongoing results of Innisfil Transit and looks forward to its continued implementation. The Town's transit partnerships to implement a dynamic and flexible, demand-responsive transit service have captured significant media attention, award recognition and interest from communities across the world.

The partnerships with Uber and Barrie-Innisfil Taxi have provided a convenient door-to-door service that is available to all people in Innisfil. The results of Innisfil Transit are confirming that the cost of a fixed-route bus system to service all of Innisfil would have been far greater and a less convenient option than through the current ridesharing transit service.

Furthermore, the responses to the Town's Transit Survey show that residents have a strong level of satisfaction in using the ridesharing transit service and also desire to see its continued growth and implementation. Though the cost savings measures may not be popular, they are needed to ensure that Innisfil Transit remains within the budget approved by Council for 2019 and to sustain a much needed service. The fare changes will be re-assessed prior to the continued implementation of the service in 2020.

Staff will next update prior to the launch of other operational changes that are contemplated for later in 2019. A comprehensive report on the final 2019 results will also be presented to Council in Q1 of 2020. Staff is committed to finding cost efficiencies while continuing to improve the quality of the service for residents based on learnings from previous stages of Innisfil Transit.

PREPARED BY:

Paul Pentikainen, Senior Policy Planner

APPROVED BY:

Tim Cane, Manager of Land Use Planning

Attachments:

1. 2018 Innisfil Transit Survey Results
2. By-Law No. 029-19 to Amend Town's Taxi By-Law

Survey Report

28 March 2018 - 12 February 2019

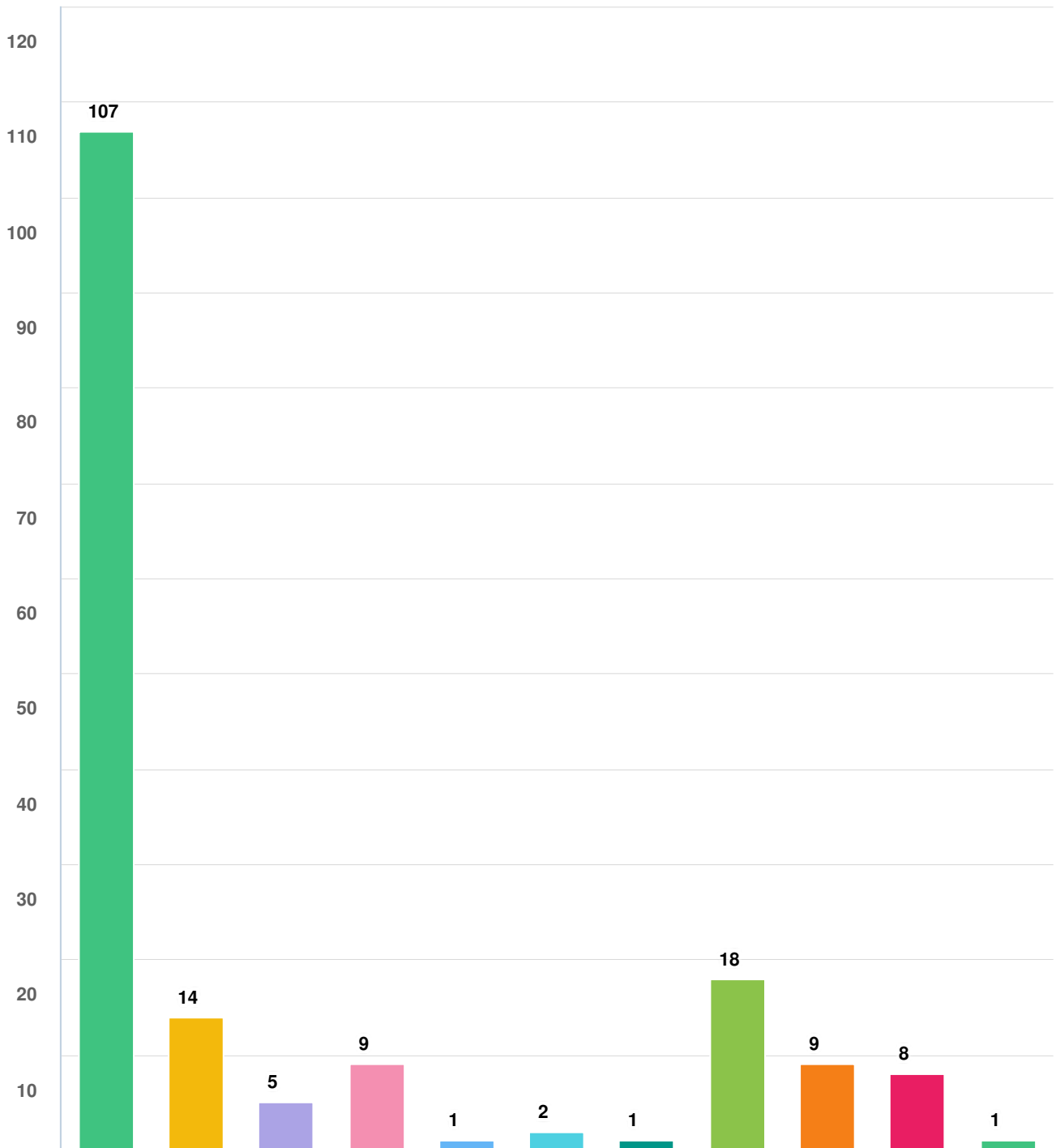
Innisfil Transit - Community Satisfaction Survey

PROJECT: Innisfil Transit Survey

Get Involved Innisfil

engagement 
by Bang the Table

Q1 1. Which area of Innisfil do you live in?

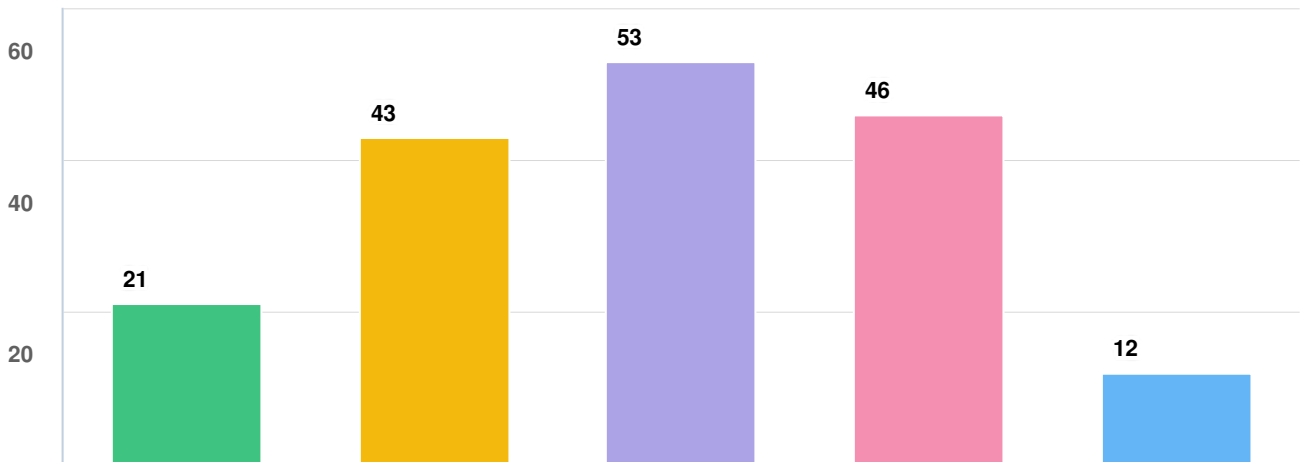


Question options

- Alcona
- Big Bay Point
- Churchill
- Cookstown
- Fennel's Corners
- Giford
- Innisfil Heights
- Lefroy - Belle Ewart
- Sandy Cove
- Stroud
- Outside of Innisfil

(175 responses, 0 skipped)

Q2 2. Which age group do you fall under?

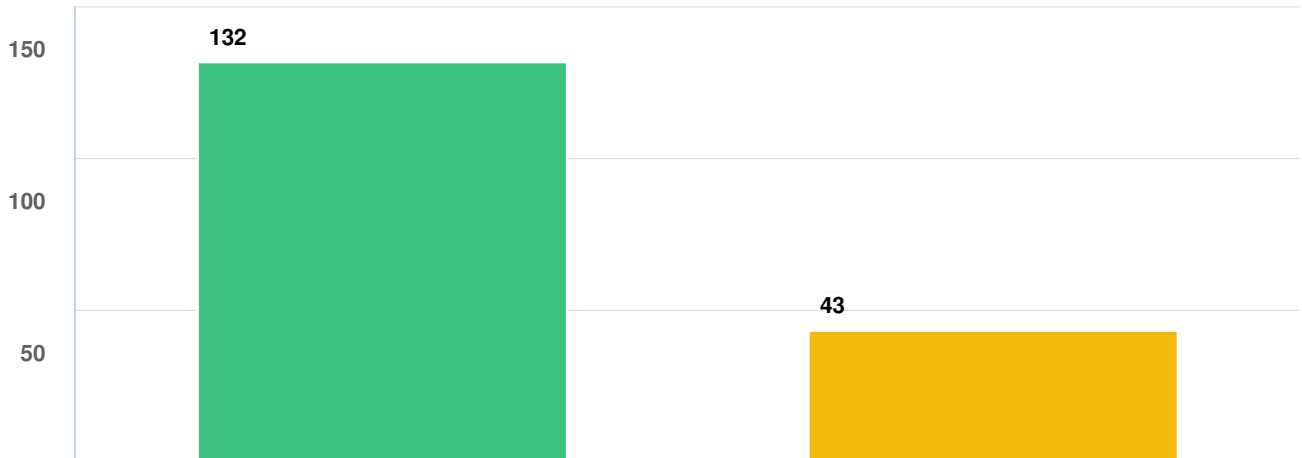


Question options

● 18 and under ● 19-30 ● 31-45 ● 46-65 ● 65 and over

(175 responses, 0 skipped)

Q3 3. Do you currently have a driver's license?

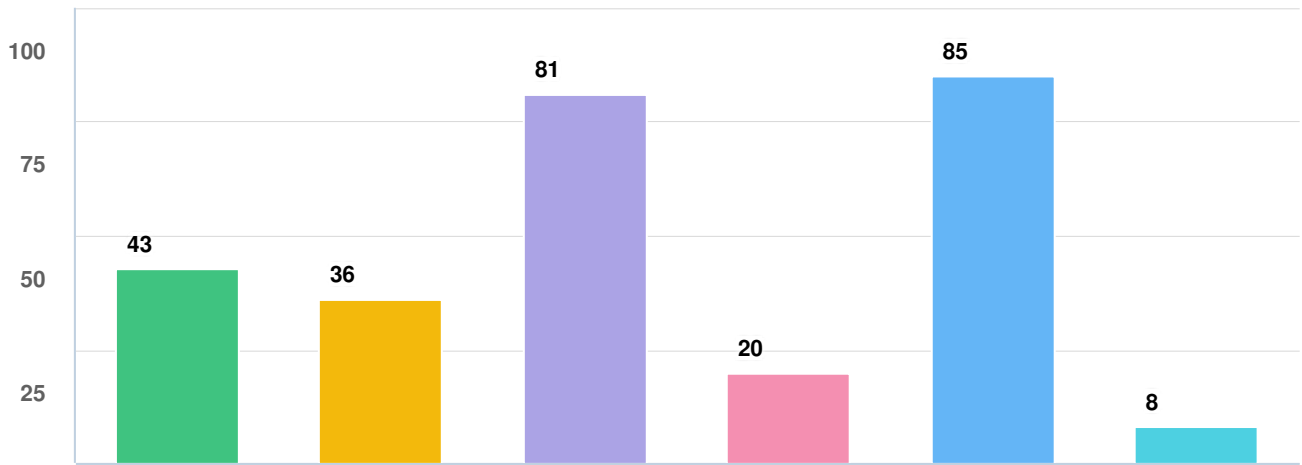


Question options

● Yes ● No

(175 responses, 0 skipped)

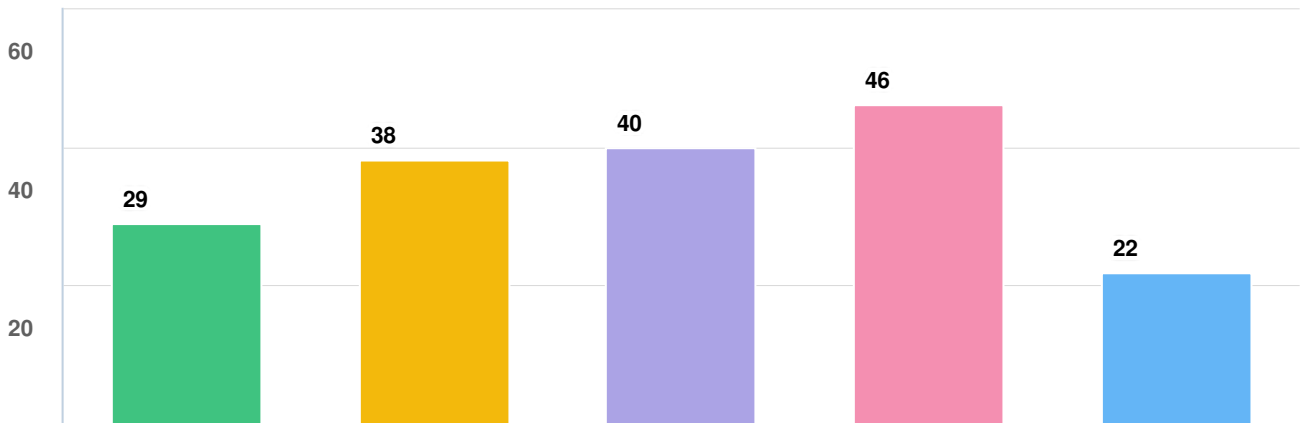
Q4 4. How did you hear about Innisfil Transit?



Question options

● Tv/Internet ● Newspaper ● Social Media ● Town/Library Employee ● Friends/Family ● Other
(175 responses, 0 skipped)

Q6 5. How often do you use Innisfil Transit?

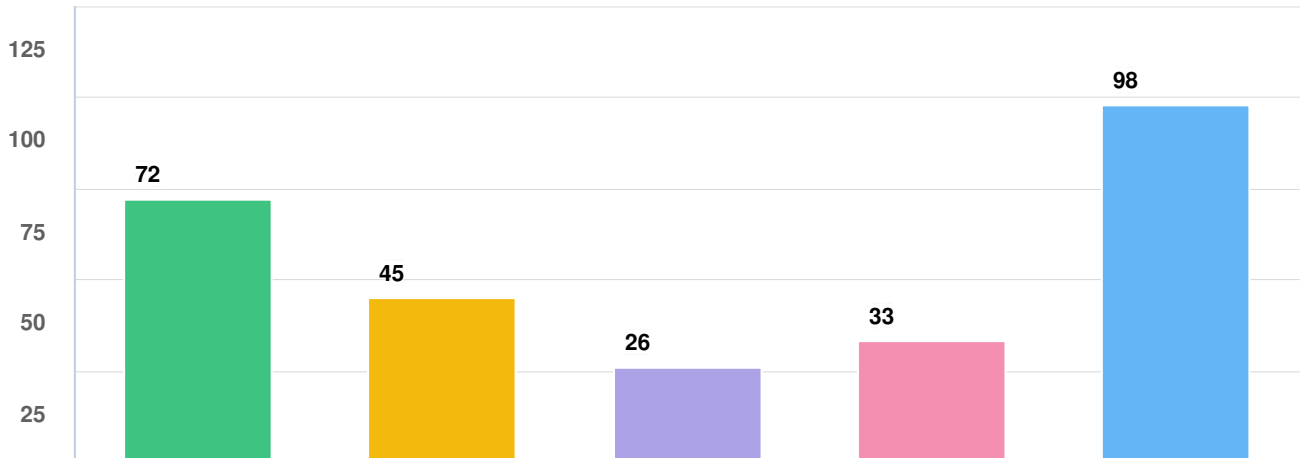


Question options

- Very often (almost daily)
- Often (at least once a week)
- Sometimes (a few times a month)
- Rarely (less than 10 total trips)
- Never

(175 responses, 0 skipped)

Q7 6. Why do you use Innisfil Transit? Check all that apply

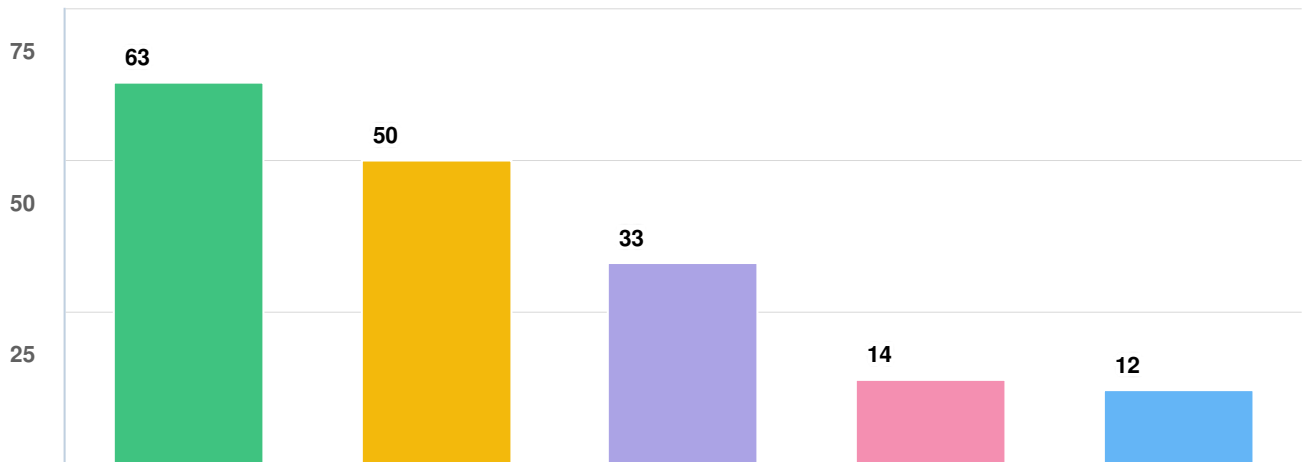


Question options

- Work
- Shopping
- School
- Medical appointments
- Other

(168 responses, 7 skipped)

Q9 7. How would you rate your satisfaction with Innisfil Transit?

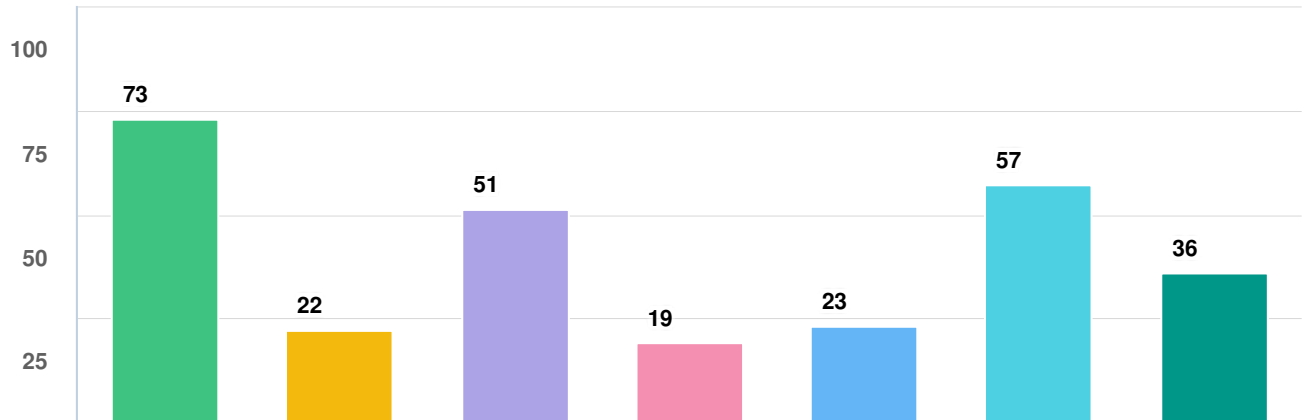


Question options

● Strongly Satisfied ● Satisfied ● Neutral ● Dissatisfied ● Strongly Dissatisfied

(172 responses, 3 skipped)

Q10 8. Select any of the following concerns you have with using Innisfil Transit



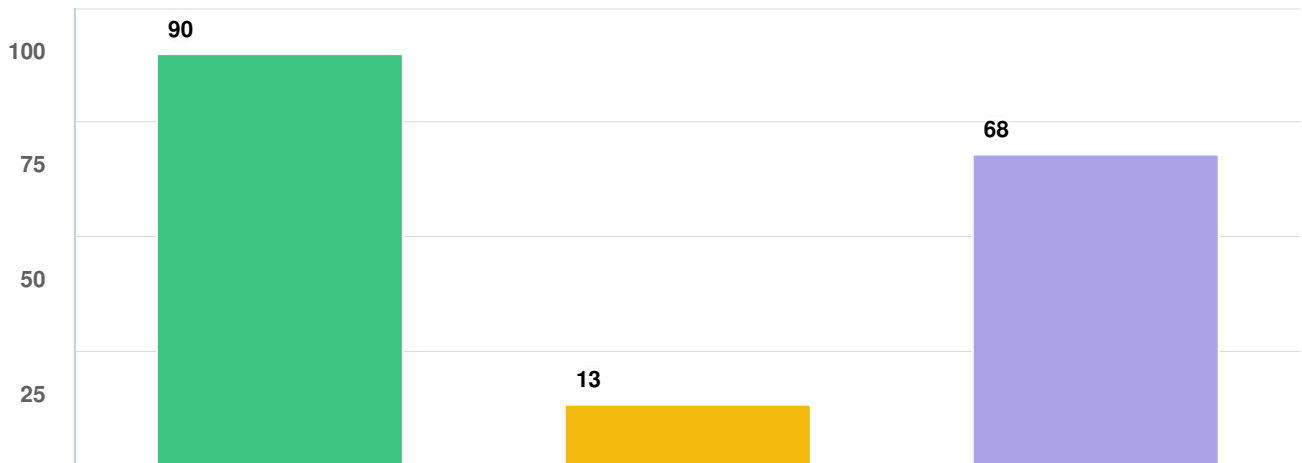
Question options

● Driver availability ● Safety ● Wait time to get picked up ● Payment method ● Technology to request trips

● Cost to use the service ● Other

(163 responses, 12 skipped)

Q12 9. Over the past year, do you think the overall level of Innisfil Transit service has become better, worse, or stayed the s...



Question options

● Better ● Worse ● Stayed the same

(171 responses, 4 skipped)

THE CORPORATION OF THE TOWN OF INNISFIL

BY-LAW NO. 028-19

A By-Law of The Corporation of the Town of Innisfil to amend the Town's Taxi By-Law (No. 026-04) to exempt its provisions from a Partnership Agreement(s) between the Town of Innisfil and ridesharing providers for the delivery of the Innisfil Transit service.

WHEREAS Section 156 of the *Municipal Act, 2001*, as amended, provides that municipalities may pass by-laws for licensing, regulating and governing of owners and drivers of taxicabs;

WHEREAS the Town's Taxi By-Law (No. 026-04) is currently in force to license, regulate and govern the owners and drivers of taxicabs in the Town of Innisfil;

WHEREAS Innisfil Transit was launched on May 15, 2017 to provide a ridesharing transit service;

WHEREAS the Council of the Corporation of the Town of Innisfil deems it necessary and expedient to amend the Town's Taxi By-Law to exempt its provisions from a Partnership Agreement(s) between the Town of Innisfil and ridesharing providers in the delivery of the Innisfil Transit service.

NOW THEREFORE the Corporation of the Town of Innisfil enacts the following amendments to the Town's Taxi By-Law (No. 026-04) as follows:

1. That the provision in Section 8.1 be replaced with the following:

"8.1 Notwithstanding anything in this by-law, this by-law does not apply to the activities contemplated in a Partnership Agreement(s) between the Town of Innisfil and a ridesharing provider(s) to deliver the Innisfil Transit service."

That this by-law comes into force and takes effect on the date of passing.

PASSED THIS 13th DAY OF March, 2019.

Lynn Dollin, Mayor

Lee Parkin, Clerk