



# Moving Lincoln

Transit Update  
April 3, 2019

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GROW | PROSPER | BELONG

# Background

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- Pilot started in November 2017
- Intention to introduce and expose residents to local public transit to:
  - » Gauge citizen & community need, desire, & readiness for transit
  - » Increase mobility across Lincoln
  - » Support Lincoln as a complete, sustainable community
  - » Facilitate economic development & support workforce development
  - » Contribute to a higher quality of life for our residents
  - » Support the introduction of the future GO train service in Lincoln



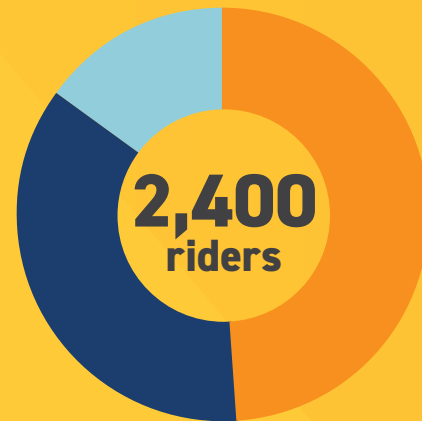
# Background (CONTINUED)

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- September 2018, Council approved:
  - » Extending the service contract with the BTS Network Inc. for 2019
  - » In principle, transitioning from a pilot to a permanent transit service
  - » A 3-year contract for a Transit Coordinator to support the uLinc service
  - » A rider fare to come into effect in 2019 to allow the Town to qualify for Provincial Gas Tax funding



# Our Riders & Where They Are Going



- Adults: 49%
- Seniors: 36%
- Youth: 15%



**71%**  
of riders are women



## Most popular stops:

- » Fleming Centre
- » Foodland
- » Heritage Community
- » Go Bus



**Ontario St. Bartlett**  
is the most popular route



**uLinc**

**Moving Lincoln**

# Quality Improvements

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- **Dedicated focus on uLinc with addition of transit coordinator** - continual focus on contract management, operations, ridership, routes and schedules, and customer service
- Overall friendliness & accessibility of uLinc
  - » Brochure & webpage
  - » Apps and Trip Planners
  - » Improved Connections to GO Bus
  - » Additional Bus Stop Locations
- New Flag Stops for Rural Areas
- Summer Saturday Service



# Quality Improvements: Future Stops



# uLinc Fare & Provincial Gas Tax Update

- \$1 uLinc fare effective April 1, 2019
- Ride cards - valid for 11 rides, for the cost of \$10
- \$113,000 has been submitted for gas tax funding
  - » Eligible for up to 75% of total operating expenses
  - » Must demonstrate an element of some cost recovery



# Intermunicipal Transit (IMT) Update

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- Niagara Region approved \$13.9M in capital for Niagara Region Transit for the 2019-20 IMT service
- Improvements to new routes/expansions
- Sept. 2019/Jan. 2020 proposed two new transit pilot services for west Niagara
  - » Priority to connect west Niagara communities to existing broader transit network
  - » Potential route to connect Grimsby, Beamsville, Vineland, and Jordan
  - » Potential to connect this west Niagara route with St. Catharines
- Staff continue to:
  - » Advocate for IMT & broader transportation connectivity
  - » Work with IMT working group on aligning transit practices & operations





# The Next 6 Months

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- Continued planning & linkage with IMT
  - » Common Fare Strategy by September 2020
  - » Single Transit Phone Number by September 2019
  - » Investigate/Evaluate on-demand transit options to provide enhanced service
  - » Test Remix software to streamline and simplify route planning
- Summer route implementation & monitoring
- Ongoing promotional activities
- Council report & update





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Questions