



**Chief Administrative Officers (CAO's)
Office**

TO:	Council Business Planning (Committee of the Whole) Economic Development
MEETING DATE:	April 19, 2017
SUBJECT / REPORT NO:	Town of Lincoln Transit Pilot Project Report No AD 17-05
PREPARED BY:	Dave Graham, Director, Public Works Carrie Beatty, Senior Communications Advisor Michael Kirkopoulos, CAO
SUBMITTED BY:	Michael Kirkopoulos, CAO

RECOMMENDATION:

1. That report AD 17-05 regarding the Town of Lincoln Transit Pilot Project be received for information.

EXECUTIVE SUMMARY:

The purpose of this report is to provide Council with an update on the planning of the transit pilot in Lincoln.

HISTORICAL BACKGROUND:

Currently, the Town of Lincoln does not have a municipal transit service. The only transportation services offered in the community is through taxi services from other municipalities which is quite costly, Niagara Specialized Transit for individuals meeting specific criteria, or private livery service.

The Town of Lincoln has several senior homes, retirement communities, homes for individuals with physical and cognitive disabilities, and a youth population that require a growing need for transportation.

As such, The Town of Lincoln identified developing a transit pilot.

FINANCIAL – STAFFING – LEGAL CONSIDERATIONS:

Financial: The transit pilot has been included in the 2017 approved operating budget for \$50,000. Staff will be including \$100,000 for the 2018 budget to sustain pilot through 2018.

Staffing: Staff will project manage this pilot as outlined in the staff comments below. Public Works is the lead department with support from Planning and CAO's office

(Economic Development Officer and Senior Communications Advisor). An RFP will be issued to seek a service provider to operationalize and provide service throughout the pilot.

Legal: Legal opinion will be secured through the development of the RFP to ensure all risk and liability considerations are examined for the Town.

RELEVANT CONSULTATION:

As per the pilot scope below, staff will be consulting with several stakeholder groups to ensure that the route planning and fees are optimized for riders. Additionally, staff have been corresponding with other municipalities with comparable service to seek lessons learned and considerations.

STAFF COMMENTS:

Complete communities are an integrated approach to transportation planning, land use planning, and community design to provide a good quality of life and meet the needs of people of all ages, abilities, ethnicities, and income levels. Public transit is key to community livability and sustainability. The Town of Lincoln's Official Plan outlines that a sustainable community is achieved by:

- Providing choices and opportunities for housing, employment, transportation, social, recreational and cultural amenities
- Making efficient use of its infrastructure by focusing on a compact, mixed-use, walkable, bikeable and connected community

As such, public transit:

1. Provides mobility to members of the community
2. Supports the introduction of the future GO train service in Lincoln
3. Facilitates economic development and support labour workforce development/accessibility
4. Supports future plans for sustainable development and intensification, as outlined in the Town's Official Plan
5. Contributes to a higher quality of life, including improved health and community participation rates

Staff have developed an outline of the scope of the pilot, along with corresponding timelines as follows in Table 1.

Table 1:

Pilot Scope Item	Notes	Timelines
Development of internal working group	Public Works lead – Lee Ripenburg Working group members include staff from Planning and Community Services, along with Senior Communications Advisor and	Established

	Economic Development Officer	
Determine duration of pilot	Working group to define the appropriate length of the pilot to adequately assess and refine	May 2017
Establish milestones of pilot project	Develop performance metrics and timelines to evaluate project, supporting objective of pilot	May 2017
Route planning guiding principles	Create guiding principles to focus and develop route planning (e.g., urban-rural connectedness, urban core, economic development, access to programs/services)	May 2017
Preliminary route planning and hours of operation	Identify key locations across municipality along with hours of operations to use as consultation tool with stakeholders/community (e.g., Town of Lincoln recreational centres, medical offices, cultural locations, etc.)	May 2017
Costing projections to determine transit pass fee	Project ridership, costing associated with providing service (comparator municipalities)	May 2017
Define stakeholder audiences and form of engagement	Identify key audiences to consult on route planning, hours of operation, and fee schedule (e.g., Albright Manor, Heritage Village, High school students, Lincoln Chamber of Commerce, BIA)	June 2017
Validation of route planning and fees	Use defined stakeholder groups to validate proposed route and fees	June 2017
Final route planning	Based on feedback gathered during stakeholder engagement, a final route will be established	June 2017
Estimated cost based on route plan	Determine estimate cost as route is defined (cost/km, cost/stop, cost/destination), to inform number of stops	June 2017
Transit stop collateral costs	Scope out cost associated with stops – signage, benches, etc.	June 2017

Transit branding	Develop consistent branding across bus, stops, collateral	June 2017
Council update	Infrastructure Committee report on route planning, fees, branding	July 12, 2017
Issue RFP	RFP will be issued to attain service provider	July 2017
Public Awareness campaign	Develop communications strategy and cost associated to promote pilot	August 2017
Award RFP	Award RFP	Targeting September 13, 2017, Infrastructure Committee Ratify at September 18, 2017, Council meeting
Implementation	Timelines for first day, installation for signage and stop collateral	Targeting mid-October 2017
Launch event	First day	Targeting mid-October
Monitor and quality assurance	Continuous quality improvement through pilot	Ongoing through pilot
Evaluate pilot	Evaluate pilot based on performance metrics established	TBD – dependent on length of pilot duration, not yet established
Report back to Council with future recommendations	Provide outcome of pilot and future considerations or recommendations	TBD – dependent on length of pilot duration, not yet established

ALTERNATIVES FOR CONSIDERATION:

n/a

COMMUNICATION/ENGAGEMENT OVERVIEW:

As part of the pilot scope, a public engagement process will occur to validate the proposed route and fees. Additionally, a comprehensive communications strategy will be developed to promote the pilot, share benefits of using public transit, encourage ongoing ridership, and ensure riders understand schedule. Throughout the pilot, ridership will be monitored closely and project lead will work closely with Senior Communications Advisor to implement further communications strategies to encourage ridership or clarify route and/or schedule.

ALIGNMENT TO CORPORATE PLAN:

Economic development is a priority area for this term of Council, specifically, “Build our economic capability by creating an investment-friendly environment, securing our economic future and improving the quality of life for our residents”. Public transit increases traffic to downtown cores, increases access to shopping districts, provides an affordable option to move people and goods across the municipality, increases access to health care and other essential services, and connects residents and visitors to the Town’s recreational, cultural, heritage, and tourism.

ATTACHMENTS

None