

Accelerating Rural Transportation Solutions

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**ACCELERATING RURAL
TRANSPORTATION SOLUTIONS**





Why we started the project

- Rural transportation challenges are long-standing, complex, no simple answers
- A factor in many other challenges:
 - health and aging
 - youth employment
 - social engagement/inclusion
 - community vitality
- Examples of emerging systems in rural communities to learn from and highlight

The rural challenge

**Low Density /
Long Distances**

Limited Services

**Disconnected
Systems**

= Mobility Gaps





What we wanted to do

- Identify rural solutions that are emerging/successful
- Study business models and financing sources for coordinated, cost-shared systems ... when does it make sense?
- Share information at events and on-line



Ontario Trillium Foundation



Fondation Trillium de l'Ontario

An agency of the Government of Ontario. Relève du gouvernement de l'Ontario.



- Trillium funding
- Partnership with Ontario Healthy Communities Coalition
- Steering Committee and Advisory Group
- 3 Financial Analysis Study Regions
 - Wellington County
 - Dufferin County/Headwaters Community in Action
 - Leeds and Grenville – Every Kid in Our Community
- 10 Case Study Communities



#MovingRural



Outcomes...

- 10 Case studies completed by OHCC
- Resource document prepared by Dillon
“Towards Coordinated Rural Transportation”
4 Models and 6 step process guide
- Study region reports for the individual counties (3),
local discussions underway
- 3 webinars held in February 2014 ...MTO Rural
Community Transportation pilot announced
- 3 forums held in June 2014



Case study components

- a) Community Profile
- b) Local Transportation Issues
- c) Initiative Background
- d) Current Operations
- e) Impacts: social, health, economic
- f) Future Considerations

1. Deseronto Transit

- Established in 2007.
- Operated by the Town of Deseronto, and guided by a Transit Board
- Transit Administrator oversees all operations and is employed by the Town
- Two community buses and two mini-vans
- Two routes with four regularly scheduled service runs each.



2. The T.R.O.U.T.

- Launched in 2010
- Expansion of existing 'handi-bus' service for seniors
- Combined fixed route and specialized service
- 4 community buses travel on three out-of-town routes and one within town.
- Operated by Community Care North Hastings.



3. Collingwood, Wasaga Beach, Blue Mountains Transit Links

- Collingwood-Wasaga Link was started in August 2011 as a pilot
- Now an integral component of their public systems with 7 day-a-week operations
- Collingwood-Blue Mountains Link launched in Nov 2013, as a pilot funded through a public private partnership
- Both Links have higher than expected ridership; to and from school and work are primary destinations.



4. Saugeen Mobility and Regional Transit (S.M.A.R.T.)

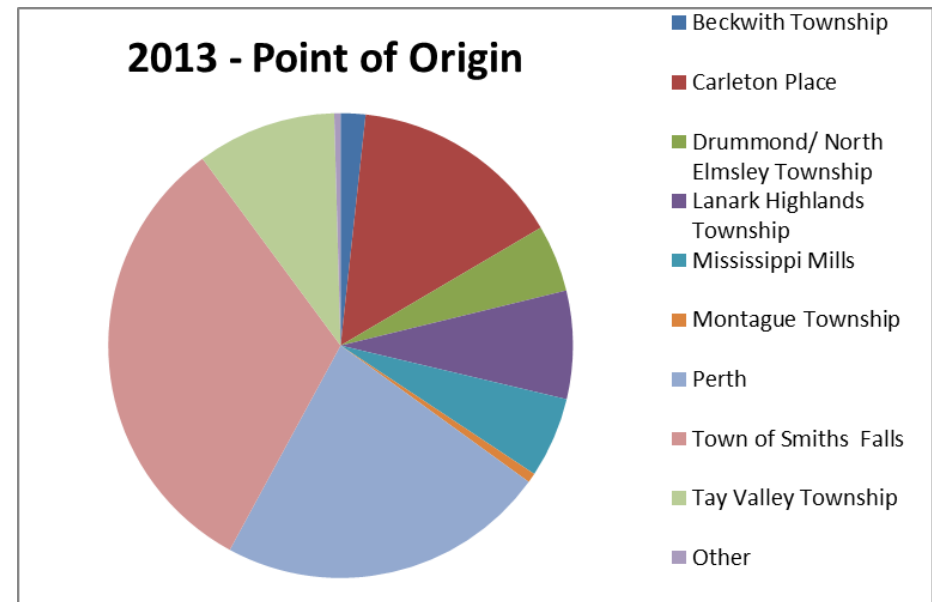
- Registered charity and government not-for-profit organization (GNPO) owned by the participating municipalities within Bruce and Grey counties
- Provides non-emergency medical, employment and social transportation individuals and groups in eight municipalities with physical and/or mental challenges
- Fares cost \$.30/km plus \$2.00 within the service areas and \$18.00 outside the service area



5. Lanark Transportation Initiative



- For eligible residents of Lanark County and the Town of Smiths Falls to travel to and from medical and other specialized services
- Eligibility is determined through an agency e.g. Ontario Works or ODSP, or if they are unable to access other transportation because of physical or financial limitations
- Uses both paid drivers in agency vehicles and volunteer drivers using their own vehicles



6. Northumberland Transportation Initiative – Rural Component

- One of three integrated components
- On-demand service available to anyone who resides in the county
- Seven vans with paid drivers
- Operates four days a week between 8am-6pm



Figure 1: Northumberland County

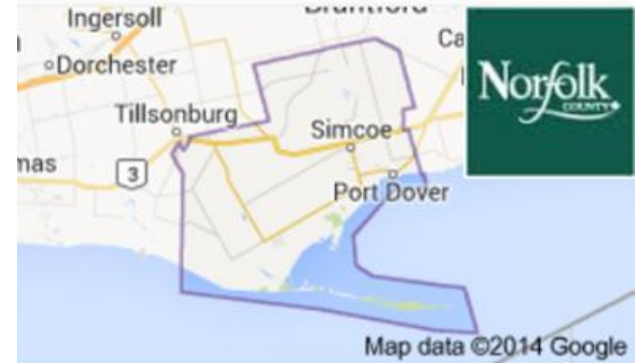


Community  *Care*
Northumberland



7. Ridenorfolk

- Established in 2011
- Operated by the Community Services Department of Norfolk County
- Overseen by the Ride Norfolk Transportation Committee
- Public Transportation Coordinator is employed by the County
- One accessible bus provides public transportation within Norfolk County, under contract with a transportation service
- Fixed route service from 8:00 a.m. to 6:00 p.m., Monday to Friday, with a different route each day



8. EasyRide

- Established in 2008
- Shared by five Community Support Agencies across Huron and Perth Counties
- Central dispatch
- Initially funded through the South West LHIN's Aging at Home Strategy
- Fleet of partner agencies provide frequent and flexible door-to-door service
- Eligibility criteria and registration required



9. Corridor 11 bus

- Serves the 125 km. stretch of Highway 11 that runs between Huntsville at the north end and Barrie at the southernmost destination.
- Provides a coordinated transportation option for Muskoka residents
- Operated by Hammond transportation, under contract with the District Municipality of Muskoka.



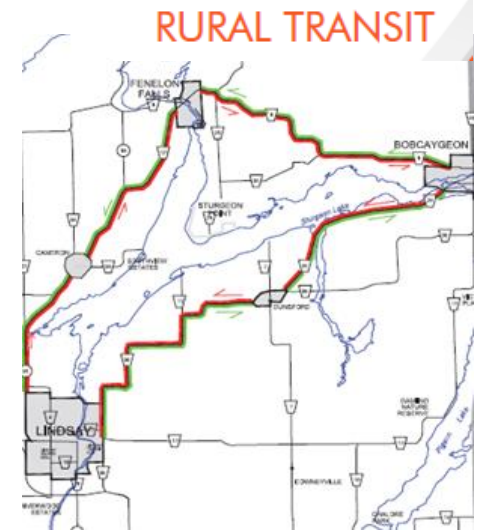
Muskoka now has a reliable, affordable transportation option that fills a historical gap for essential services such as medical appointments or to educational opportunities

*Rick Williams, Commissioner of Muskoka Community Services.
[Media Release, March 27, 2013](#)*

10. Dial-A-Ride Kawartha Lakes



- Bus service connects Lindsay, Dunsford, Bobcaygeon, Fenelon Fall and Cameron
- Operated by Niagara Classic Transport, under contract with the City of Kawartha Lakes, using three buses
- 10 scheduled stops in two loops; one travelling clockwise and one travelling counter-clockwise
- Operates daily from 7:00 a.m. to 7:00 p.m.
- Fares are \$5.00, with children under 5 riding for free
- Service is available to the general public, with additional stops along the route for registered customers

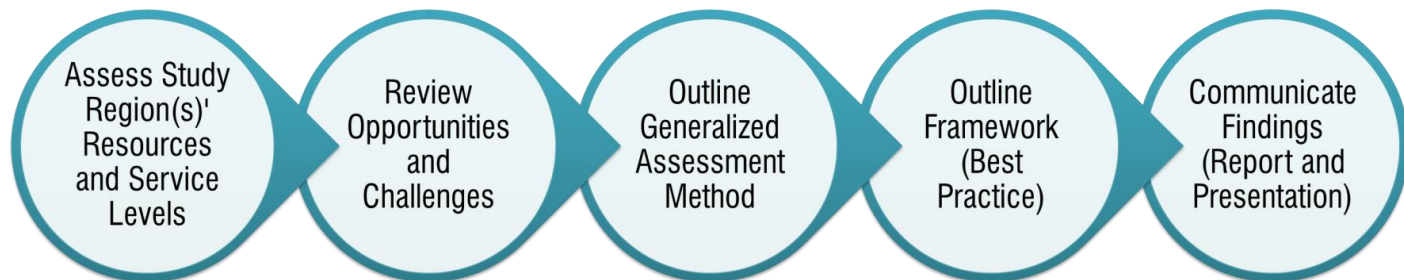




Community impacts

- Economic
 - Access to employment, training/education, child/elder care
 - Local purchasing of goods & services
 - Reduced car use
- Social
 - Meeting & interacting with people
 - Engaging in local affairs
 - Recreation and entertainment
- Health
 - Access to medical services
 - Access to physical activity and healthy food
 - Mental health enriched

Financial Feasibility Assessment of Cost-Shared Transportation Model(s)



Dennis Kar,
Dillon Consulting Limited



Study Purpose

- Illustrate different types of coordinated transportation models
- Outline challenges and potential solutions
- Develop a framework to identify and assess coordination opportunities
- Demonstrate the methodology to three study regions

Coordination

- Involves better resource management, in which improved organizational strategies are applied to achieve greater cost-effectiveness in service delivery
- Involves shared responsibility, shared management, and shared funding
- Requires TRUST





Coordination can ...

- Stretch scarce resources through better resource management
- Free up local agency staff to do other work
- Reduce client confusion over who to call
- Reduce duplication of efforts and services
- Increase potential for shared rides – which in turn will increase capacity
- Enable the reinvestment of savings to improve the level of service

6 Step Process

Step 1
Identify Two or
More Organizations
that Share a
Common Goal

Step 2
Inventory Existing
Transportation
Services and Key
Stakeholders

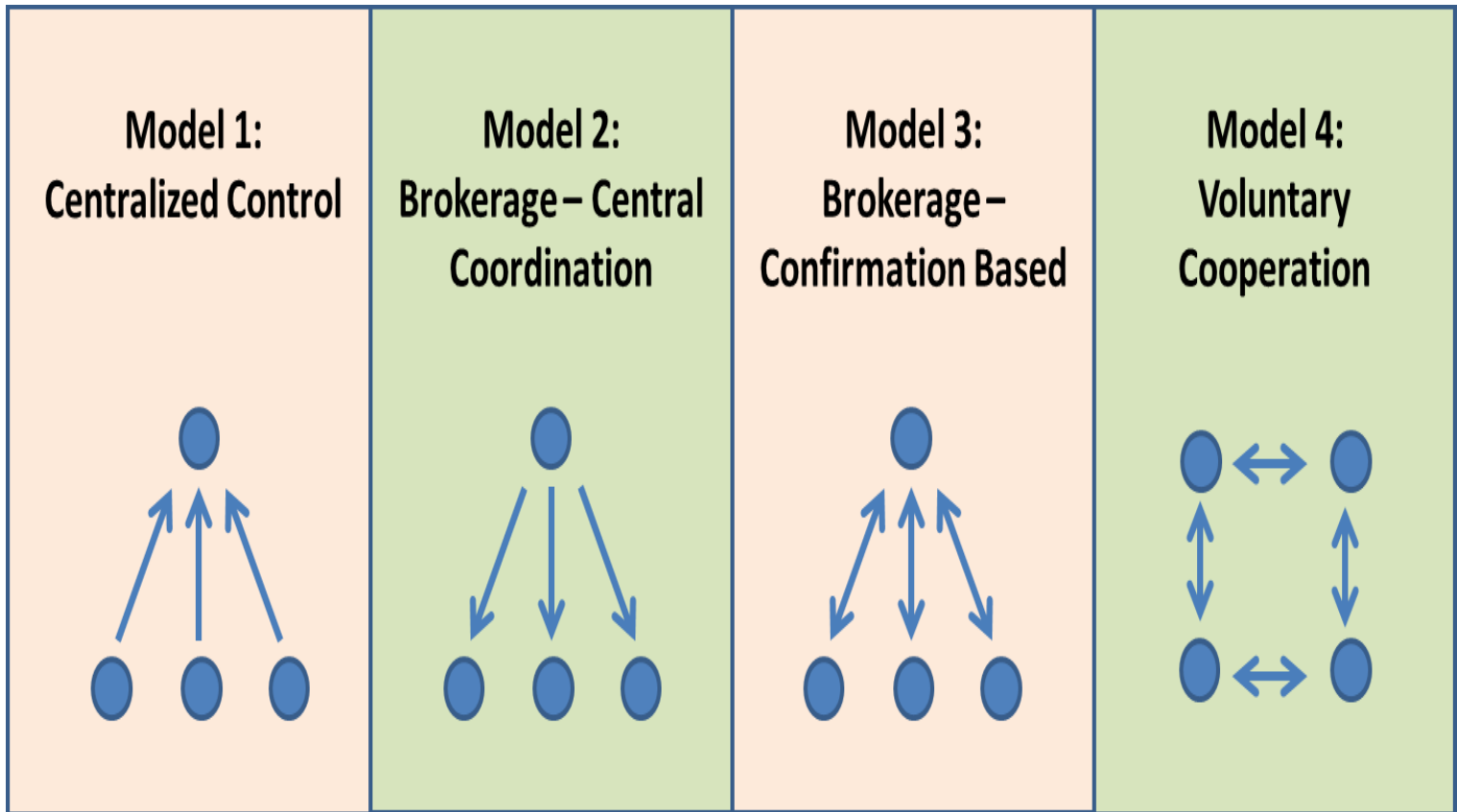
Step 3
Identify Service
Demand and Gaps /
Implementation Issues
and Opportunities

Step 4
Assess Different
Coordination
Models

Step 5
Assess Applications
for Coordination
Against Potential
Coordination
Models

Step 6
Select a Preferred
Coordination Model

Step 4 Models to Consider





Working together

- LHIN role and flexibility of funding is key
- Awareness/understanding of how the provincial gas tax funding works
- Demand for MTO Community Transportation Pilot Program will likely surpass available resources
- Various models have demonstrated success, the framework will be unique to each community

RESOURCES/CONTACTS

<http://bit.ly/moverural>

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