

The Corporation of the City of Kawartha Lakes
Council Report

Report Number TR2019-002

Date: May 21, 2019
Time: 2:00 p.m.
Place: Council Chambers

Ward Community Identifier: 5 and 7

Title: Lindsay Transit Ridership Programs

Description: Detailing Seasonal Programs Offered

Author and Title: Todd Bryant Manager Fleet and Transit

Recommendation(s):

That Report TR2019-002, Lindsay Transit Ridership Programs, be received

That current programs stay in place until end of first quarter 2023; and

That these programs be reviewed by the new Council in first quarter 2023.

Department Head: _____

Financial/Legal/HR/Other: _____

Chief Administrative Officer: _____

Background:

Lindsay Transit has been in operation since 1977 and LIMO Specialized Transit since 1979. Transit ridership, over the past five years, has continued to increase; Lindsay Conventional Transit to 105842 and LIMO Specialized Transit to 17774 rides respectively for 2018. This is a 3.0% overall increase for Lindsay Conventional Transit and a 3.5% overall increase for LIMO Specialized Transit from 2017 data.

Lindsay Transit's mission, in accordance with the Municipal Act 2001 and as may be delegated by Council; is defined in in the terms of reference (TOR) for the Transit Advisory Committee (TAC). The TOR includes both Lindsay Transit and LIMO Specialized Transit operations. The vision of the Transit Advisory Board is to provide safe, reliable and accessible transportation to the Citizens of the City of Kawartha Lakes.

Staff is looking for direction on program continuation.

Rationale:

For the past ten years, Lindsay Transit has provided free rides to customers on several pre-determined occasions. These dates are:

Two weeks free conventional service in December

These dates are marketed to draw new customers to the Lindsay Transits conventional service and thank existing customers for their patronage. The Transit Advisory Committee in 2009 discussed and endorsed this free service.

Easter Service, Thanksgiving Service and Christmas Service

This LIMO Specialized Transit Service is offered to seven Community Long Term Care and seniors residences in Lindsay for residents that that are unable to attend church services. The LIMO pickup and return service allows people with disabilities to attend church and participate in activities at the church.

St. Dave's Dinner for the Aged

Again, this LIMO Specialized Transit Service is offered to seven Community Long Term Care and seniors residences. St. Dave's diner provides a Christmas dinner for approximately 40 people. The LIMO pickup and return service allows people with disabilities to attend and participate in this activity.

Accessibility Advisory Committee to Fenelon Falls

This LIMO Specialized Transit Service is offered to Accessibility Advisory Committee. The LIMO pickup and return service allows people with disabilities to attend the annual meeting held in Fenelon Falls at the community center

Christmas Light Tour

This LIMO Specialized Transit Service is offered to seven Community Long Term Care and seniors residences during the second and third week of December. This tour takes riders around Lindsay for about an hour to look at Christmas lights that are unable to leave the residence unattended.

Remembrance Day and Christmas Parade

This is a conventional bus service offered to riders that have difficulty participating in these parades. This request came from organizers of these parades as a safety request and courtesy for those that have served our community.

Other Alternatives Considered:

All free ridership programs would cease. While there would be operational savings of approximately \$5,000.00, Gas Tax funding would be reduced by approximately \$5,000.00 as Lindsay Transit counts this service when determining ridership calculations.

Financial/Operation Impacts:

The financial impact of this decision is difficult to determine at this time as Provincial Gas Tax funding changes annually. The cost of providing the free rides in 2019 is approximately \$5,000.00. 2018-19 Gas Tax Funding by Municipality (<https://news.ontario.ca/mto/en/2019/01/2018-19-gas-tax-funding-by-municipality.html>) for Kawartha Lakes is \$574,021. This decision will reduce our ridership information approximately 5000 that could reduce future funding by \$4,000-\$6,000. The Provincial allocation is based on 70% transit ridership and 30% municipal population.

Relationship of Recommendation(s) To The 2016-2019 Strategic Plan:

Transit ridership programs strongly endorse all of the goals in the Strategic Plan:

- A Vibrant and Growing Economy. A healthy transit system enables commuters to get to work, school and activities that support the growth of our City.
- An Exceptional Quality of Life. Affordable public transit assists the general well-being of residents and customers promoting activity health, education and employment.
- A Healthy Environment. Utilizing Lindsay Transit promotes active transportation and builds ridership.

Review of Accessibility Implications of Any Development or Policy:

All legal requirements as legislated within Regulation 191/11 made under the Accessibility for Ontarians with Disabilities Act, 2005 are met by Lindsay Transit and LIMO Specialized Transit. Lindsay Transit continues to strive for Service Excellence when providing transportation services to the residents of the City of Kawartha Lakes and will continue to consult all users including people with disabilities to ensure that future service excellence are maintained.

Consultations:

Transit Supervisor

Attachments:

Appendix A



St. Pauls Long Term
Care Service Charters

Appendix B



2018-19 Guidelines -
FINAL.doc

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Department Head: Bryan Robinson

Department File: Lindsay Transit Ridership Programs TR2019-002