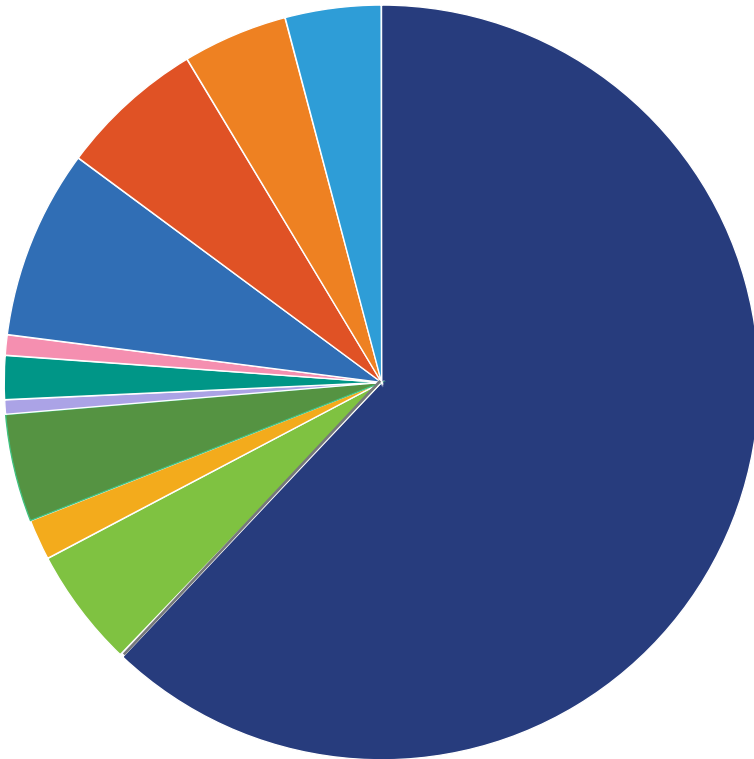


# Innisfil Transit

## Community Engagement Results



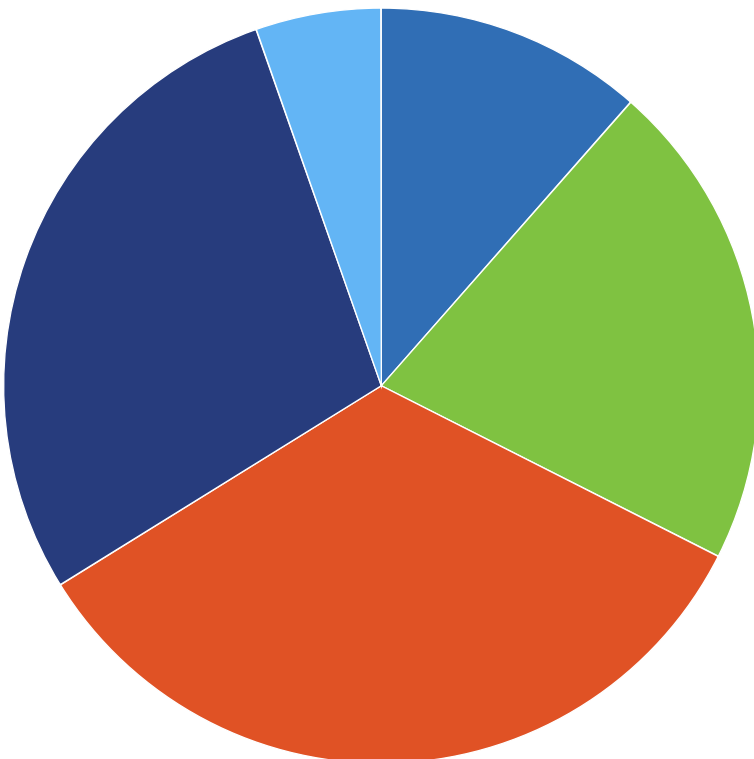
## 1. Which area of Innisfil do you live in or are closest to?



- Alcona - 497 (62%)
- Barclay - 1 (0.1%)
- Big Bay Point - 41 (5.1%)
- Churchill - 14 (1.7%)
- Cookstown - 37 (4.6%)
- Fennel's Corners - 5 (0.6%)
- Gilford - 15 (1.9%)
- Innisfil Heights - 7 (0.9%)
- Lefroy-Belle Ewart - 65 (8.1%)
- Sandycove - 50 (6.2%)
- Stroud - 36 (4.5%)
- Outside of Innisfil - 33 (4.1%)

801 responses, 0 skipped

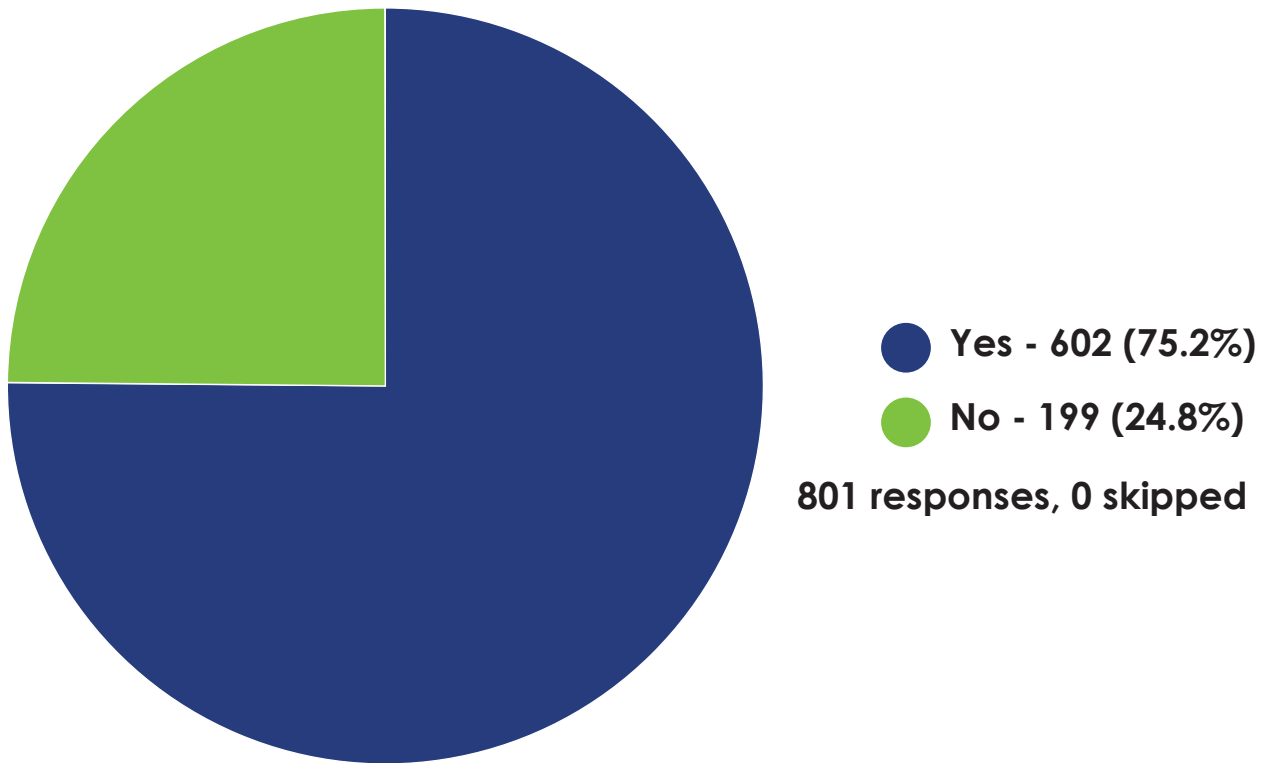
## 2. How old are you?



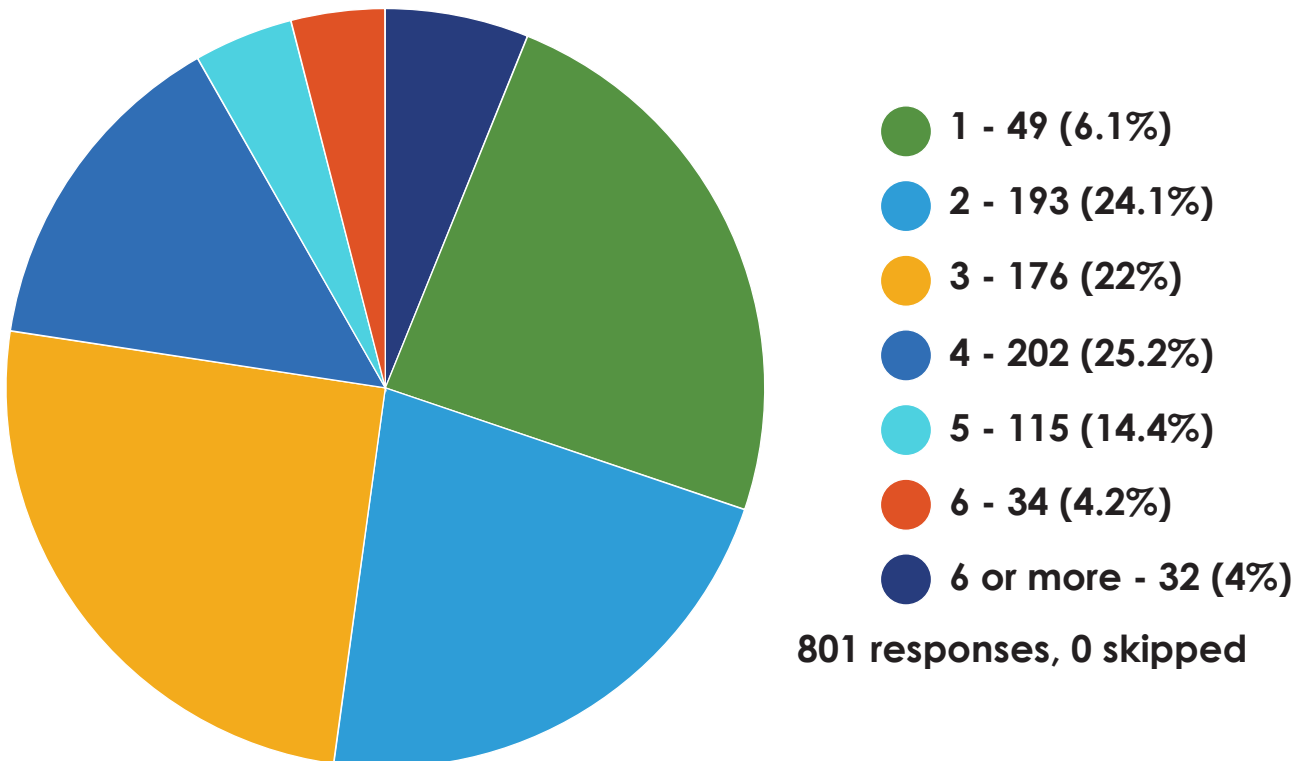
- 18 or under - 92 (11.5%)
- 19-30 - 168 (21%)
- 31-45 - 270 (33.7%)
- 46-65 - 228 (28.5%)
- More than 65 - 43 (5.4%)

801 responses, 0 skipped

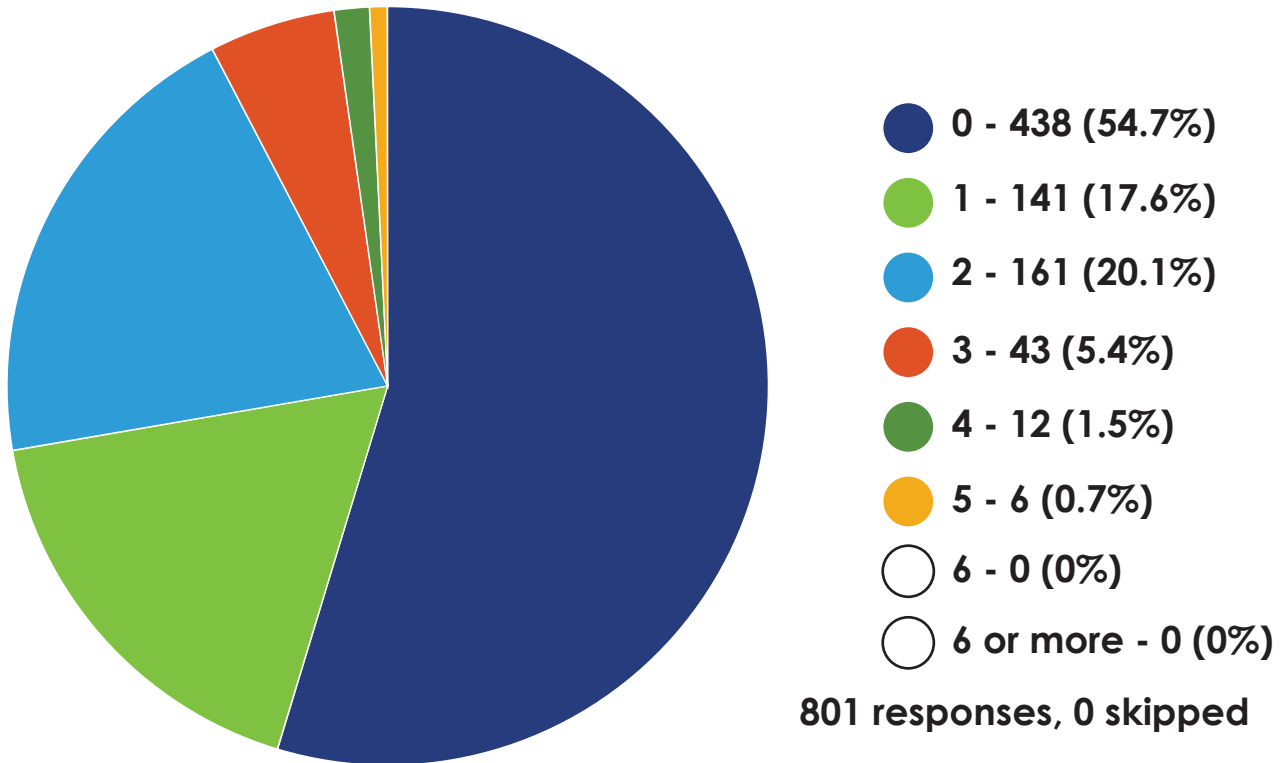
### 3. Did you live in the Town of Innisfil on May 1, 2017? (before Innisfil Transit was launched)?



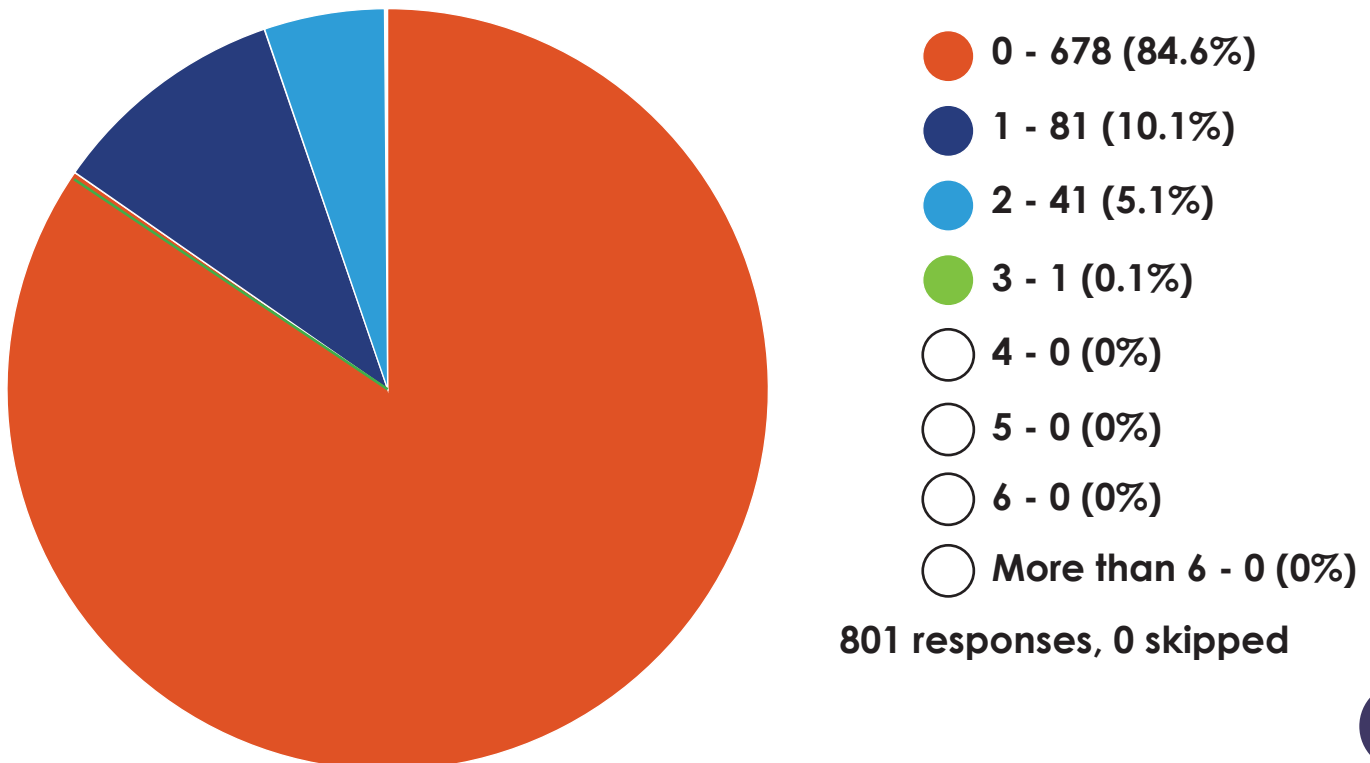
### 4. How many people (in total, including you) live in your household?



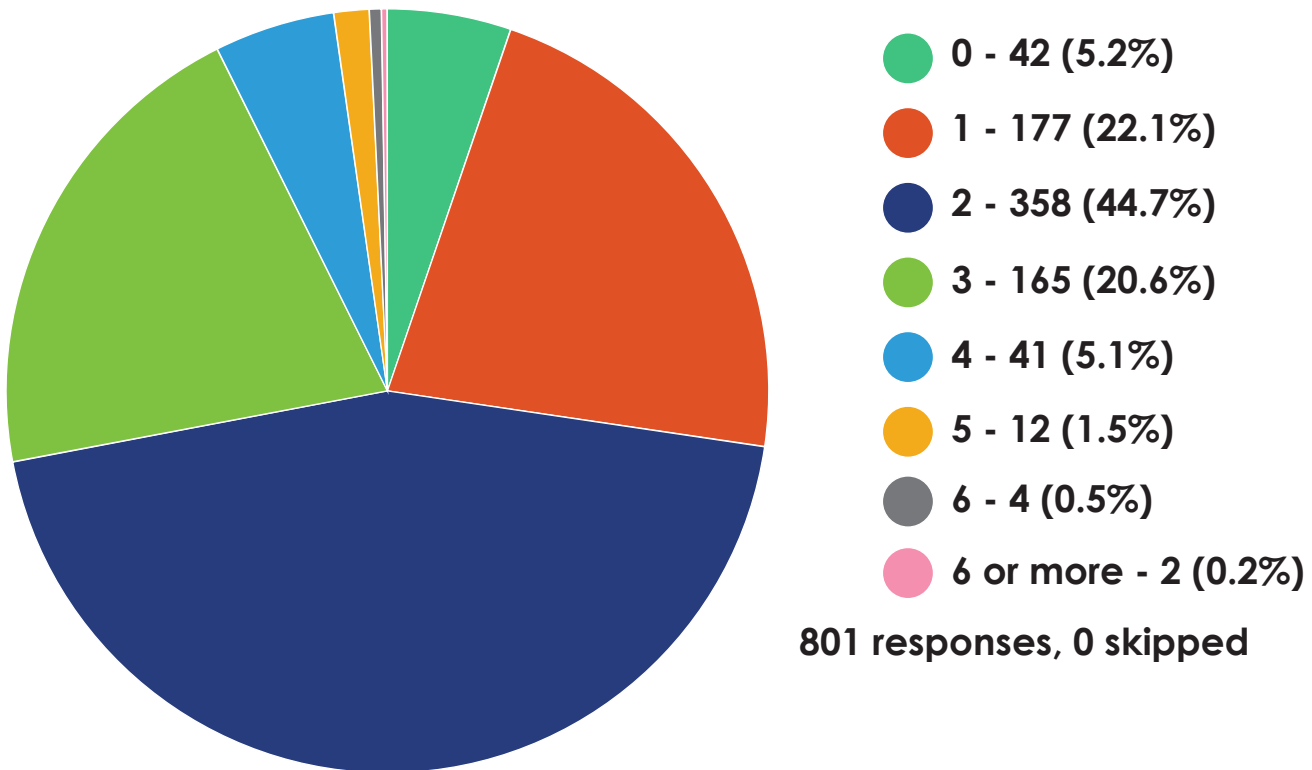
**5. How many people under the age of 16 (including you, if applicable) live in your household?**



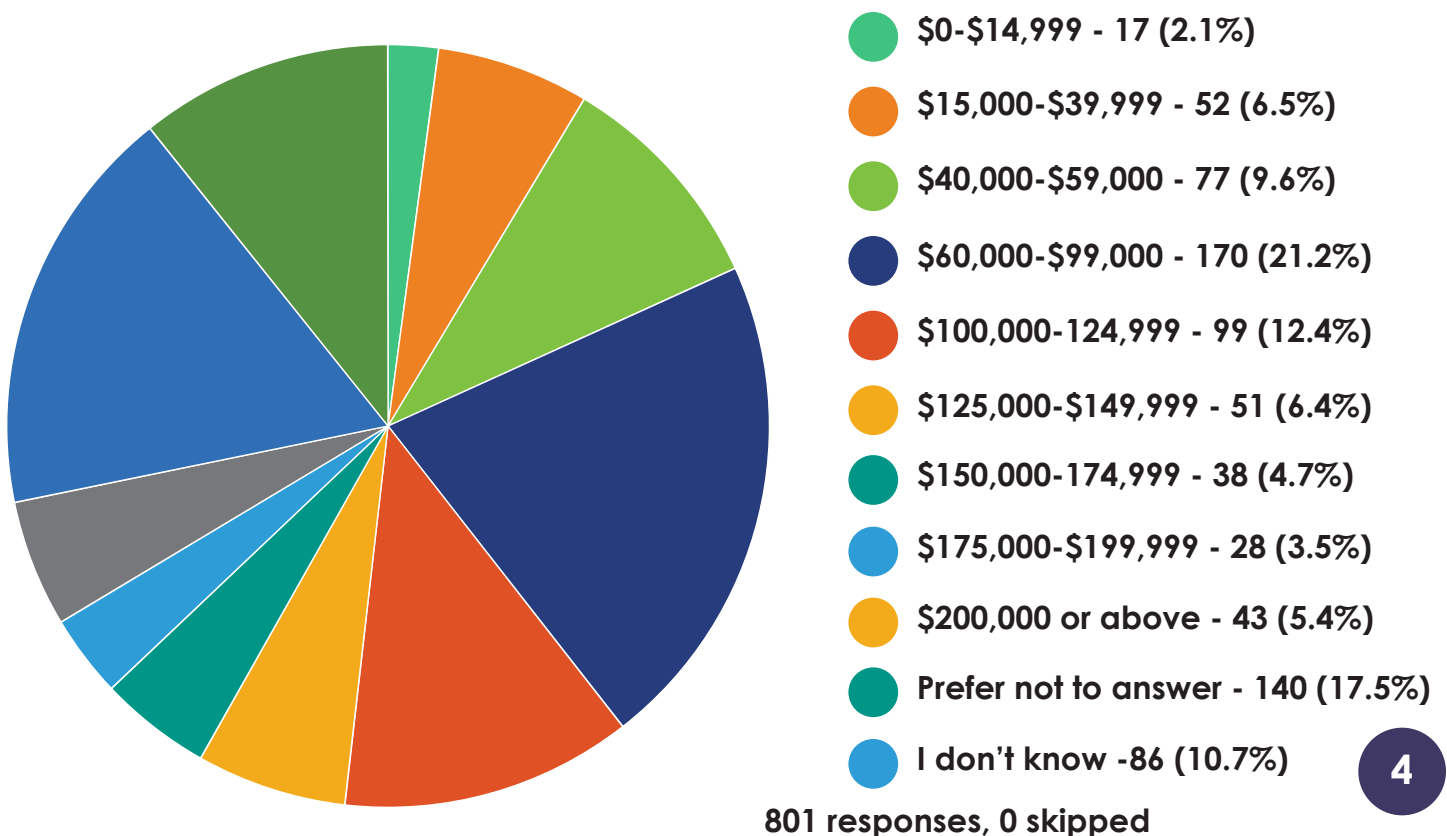
**6. How many seniors (over 65, including you, if applicable) live in your household?**



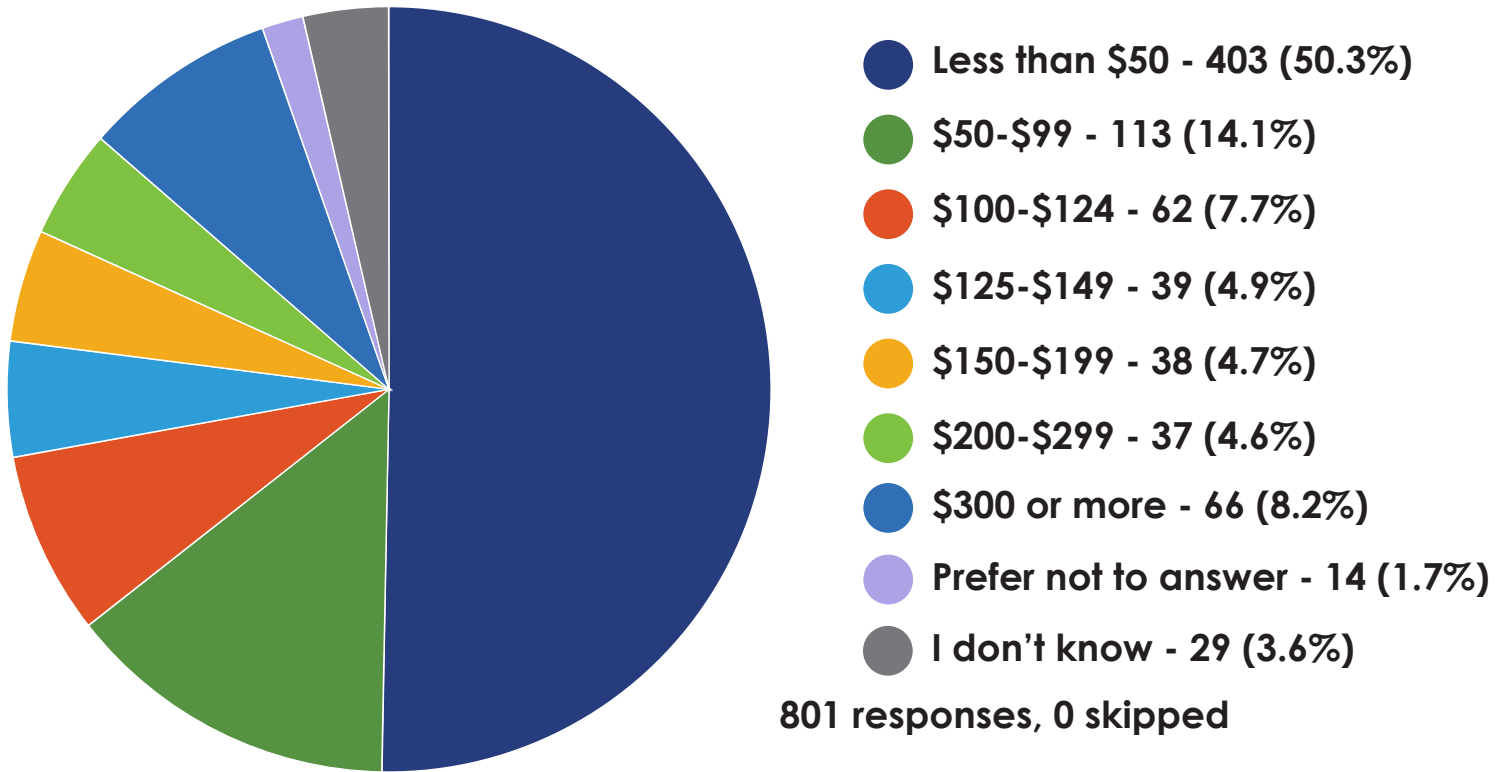
## 7. How many automobiles does your household have access to (own or rent)?



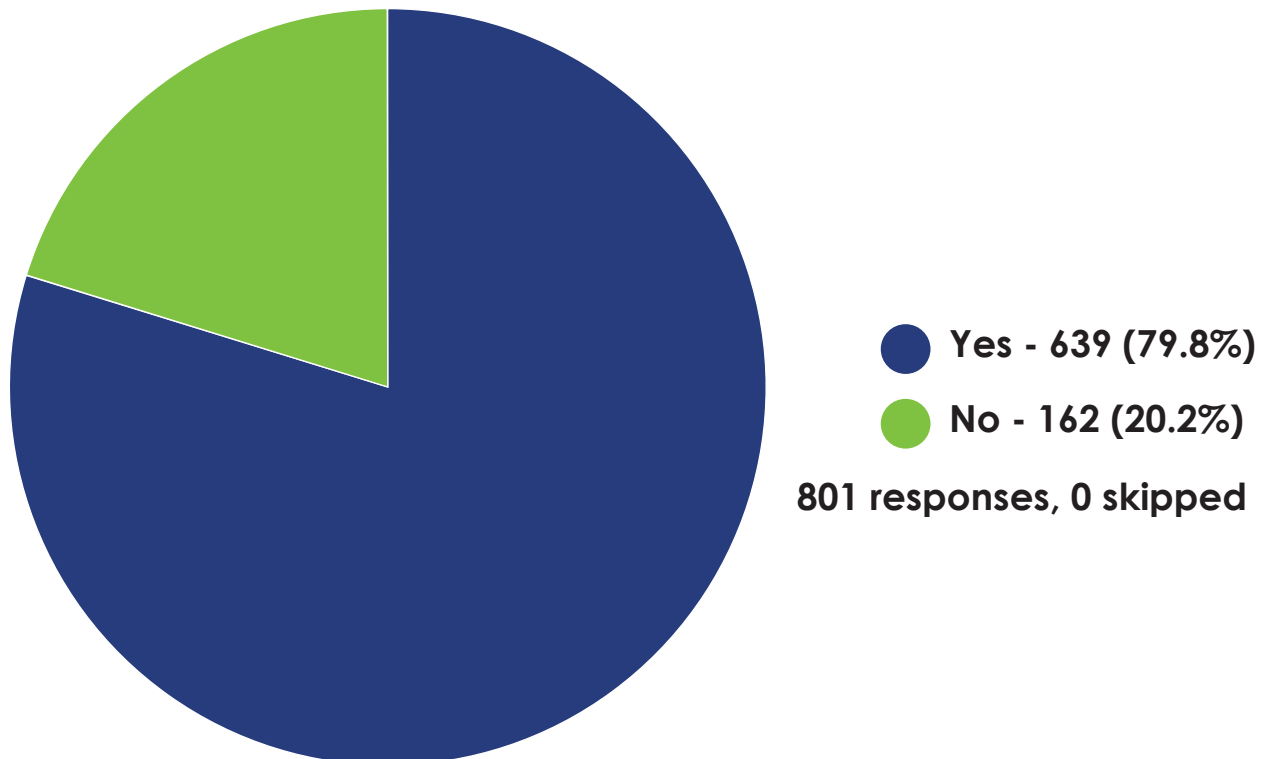
## 8. What is the approximate combined income of your household in 2018? Please include income from all sources.



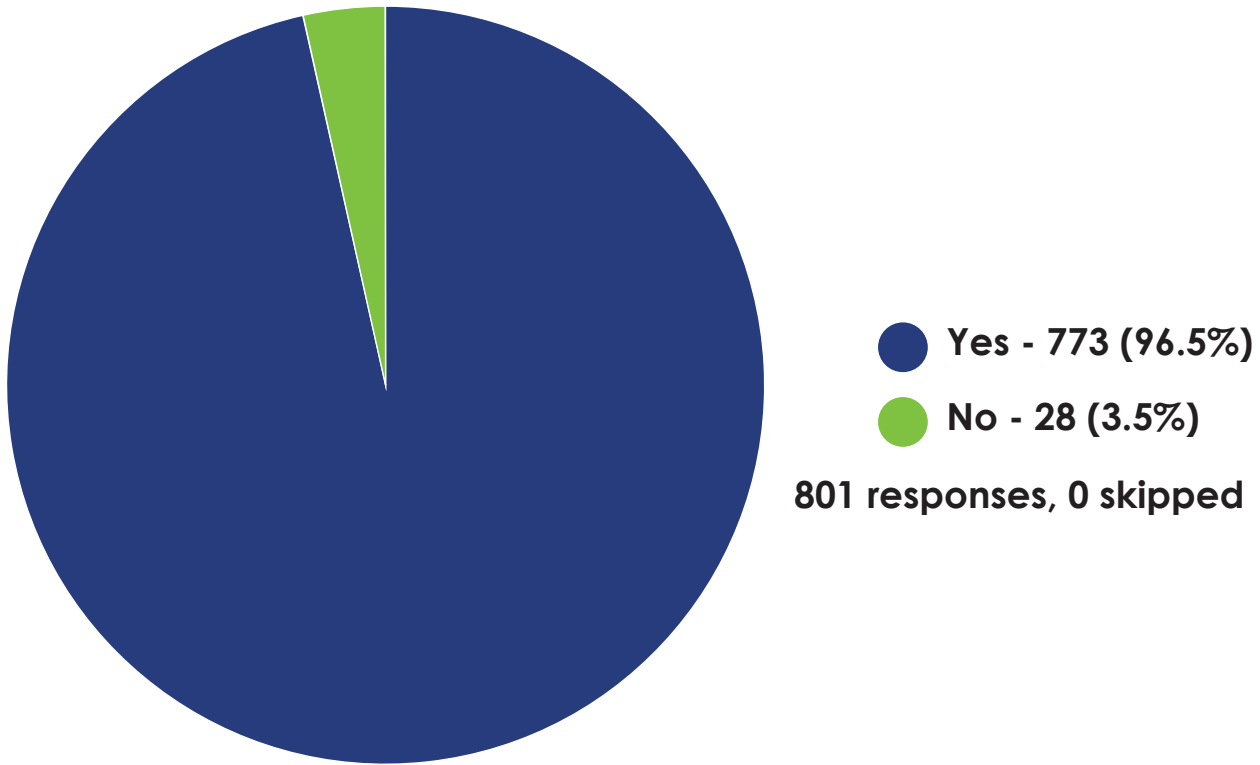
9. How much money are you (and you only - not the household) typically spending on public transit each month? Please include all costs for Innisfil Transit, GO Transit, Barrie Transit, TTC, etc.



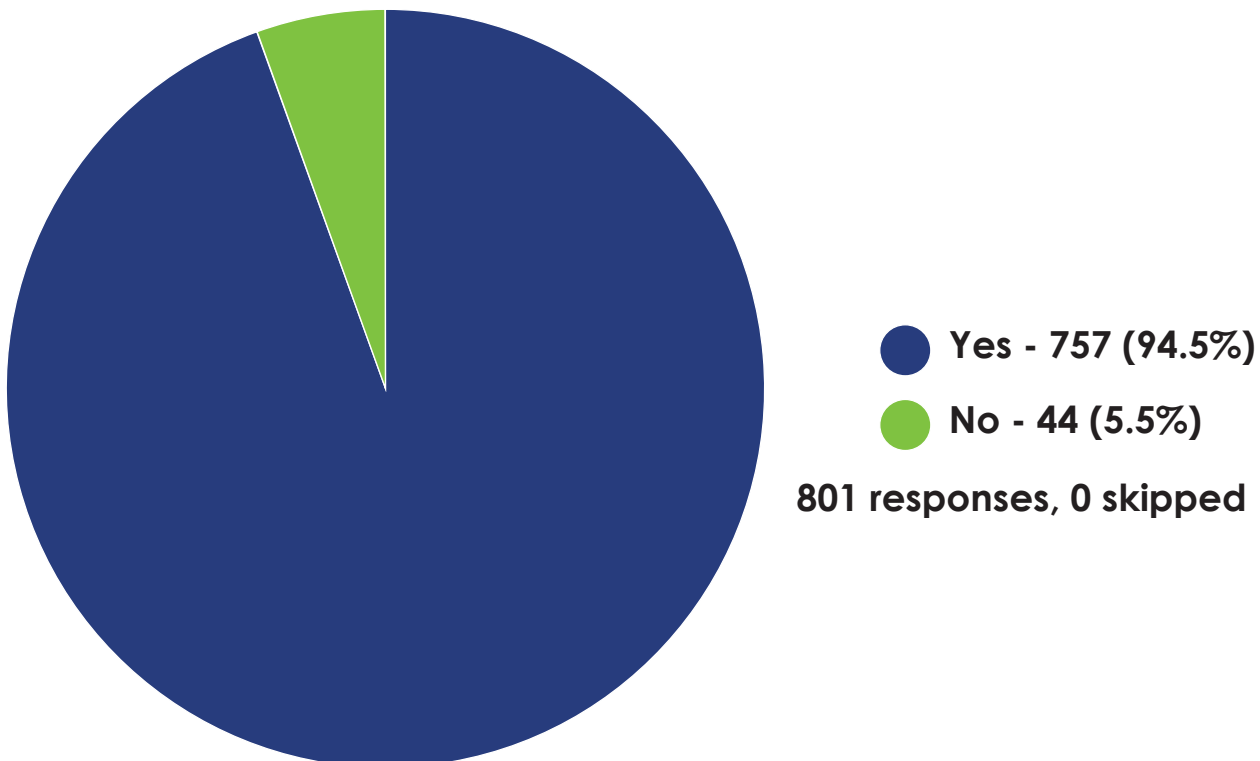
10. Do you currently have a driver's license?



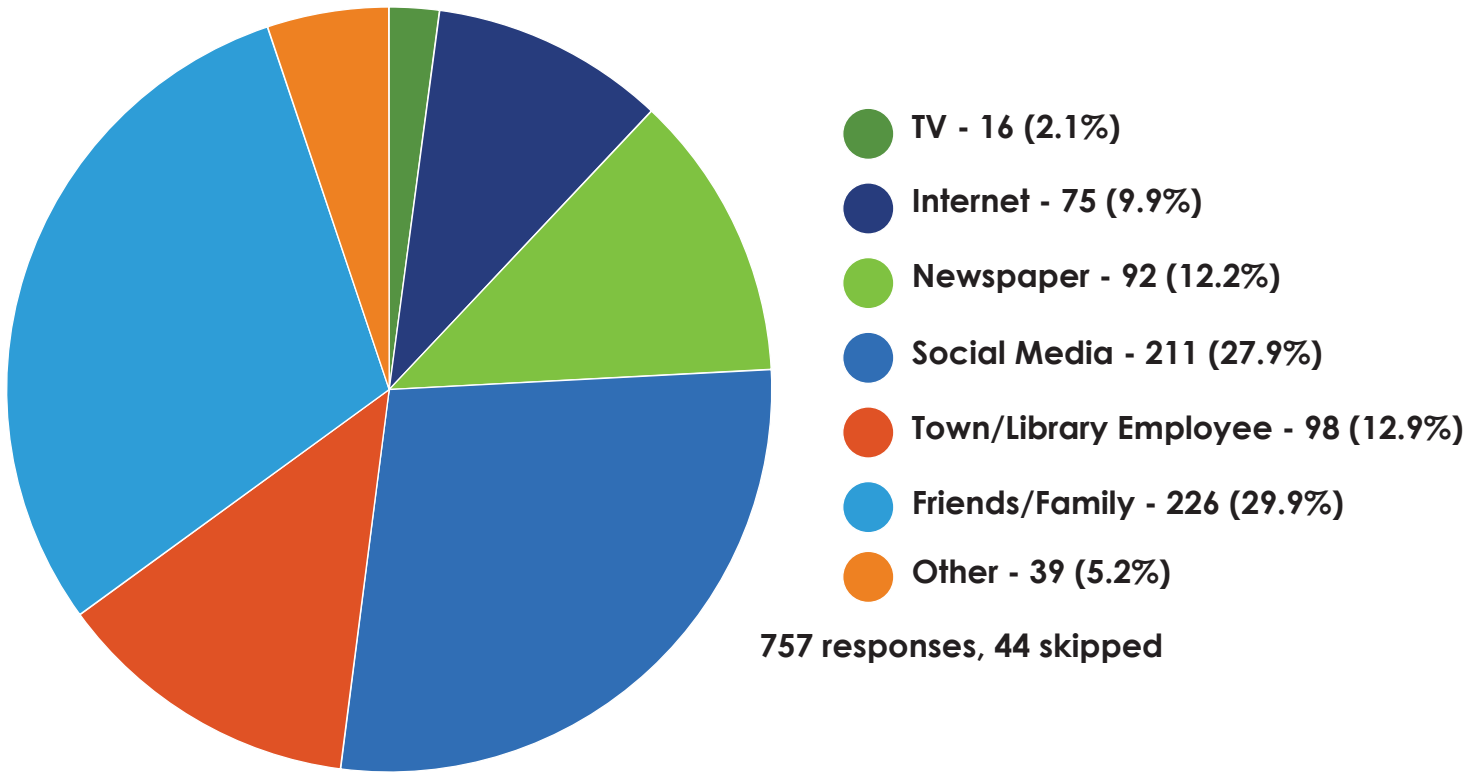
**11. Do you own a smartphone or other electronic device (e.g. tablet) capable of accessing Wi-Fi or cellular data?**



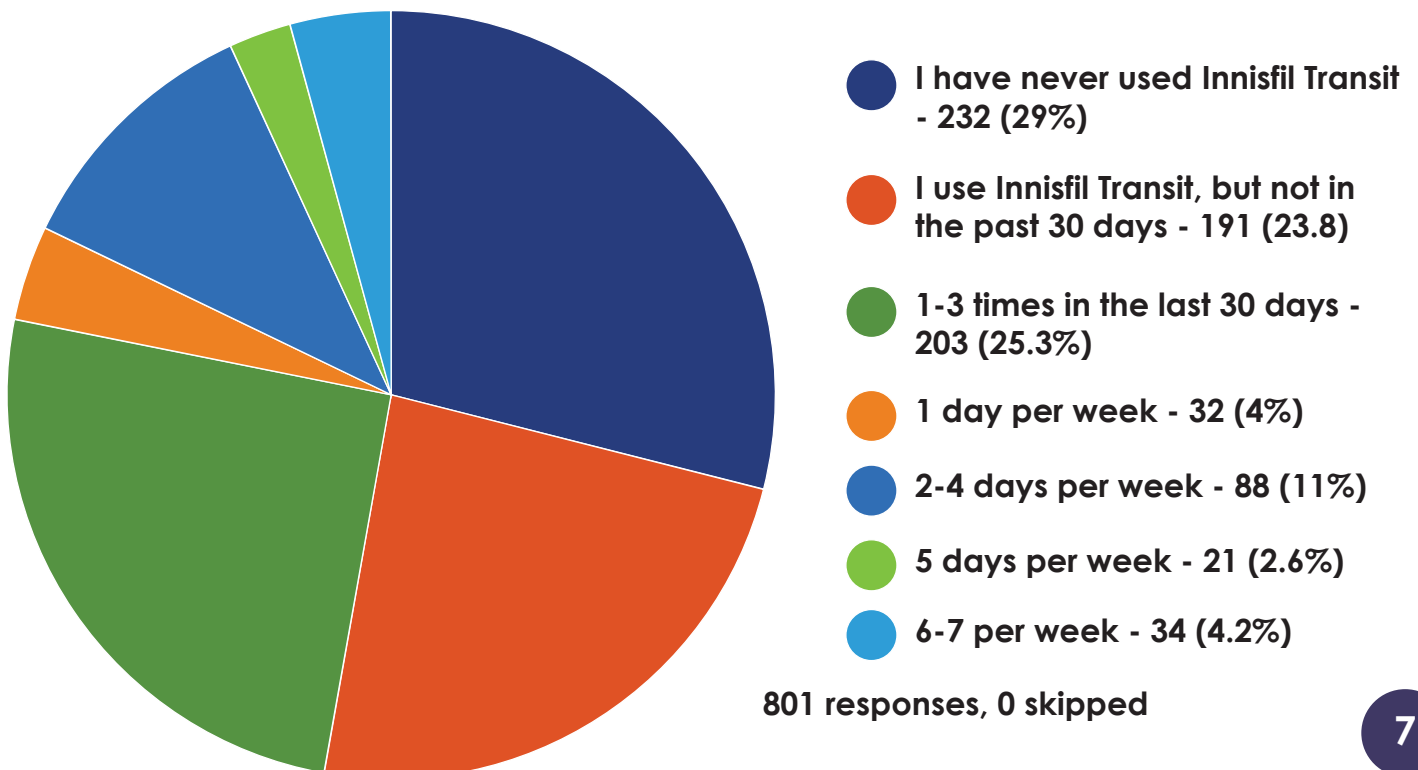
**12. Have you heard of Innisfil Transit before today?**



## How did you hear about Innisfil Transit?



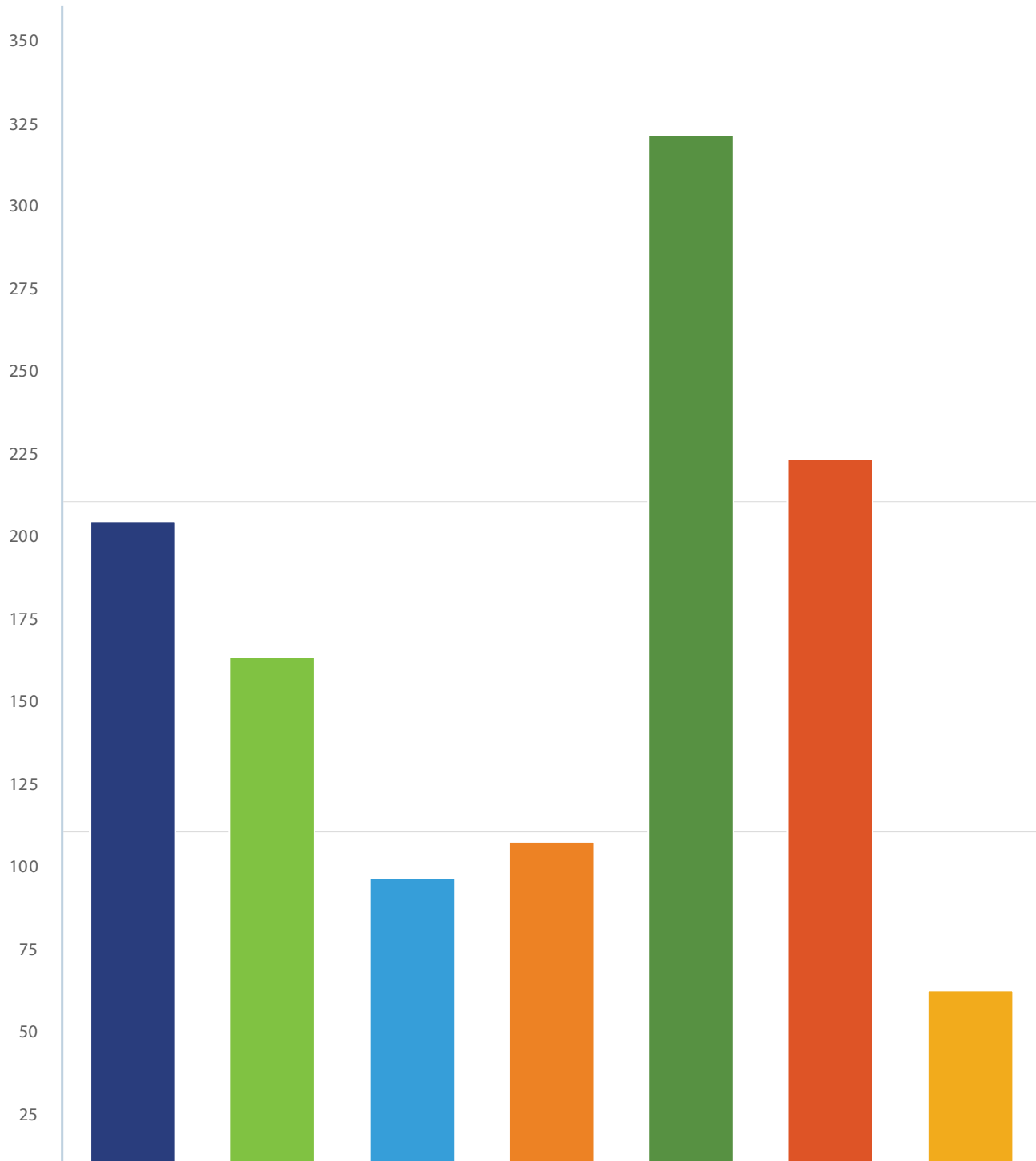
## 13. How often have you used Innisfil Transit in the past 30 days?





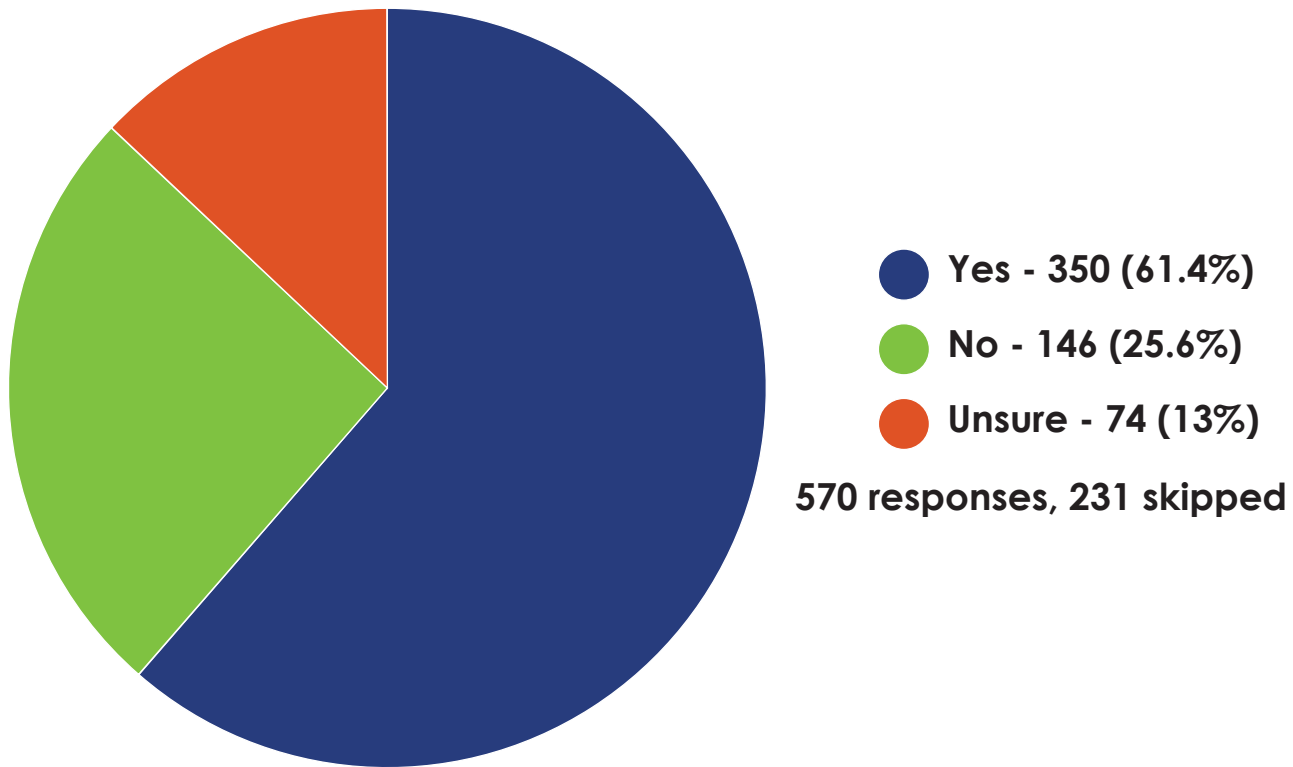
# Why do you use Innisfil Transit? Check all that apply.

- Work - 194
- Medical Appointments - 97
- Other - 52
- Shopping - 153
- Social - 311
- School - 86
- Recreation - 213

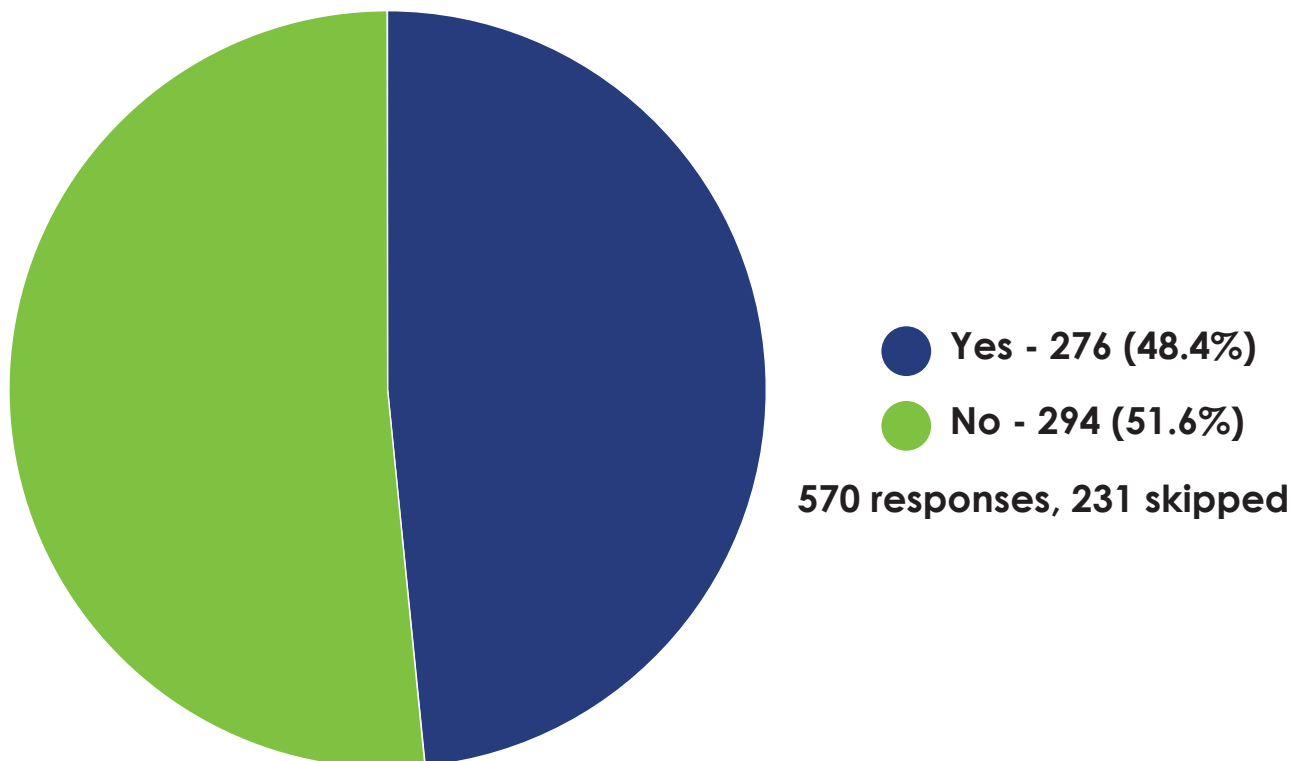


589 responses, 232 skipped

## Would you have been able to get to/from your job without Innisfil Transit?

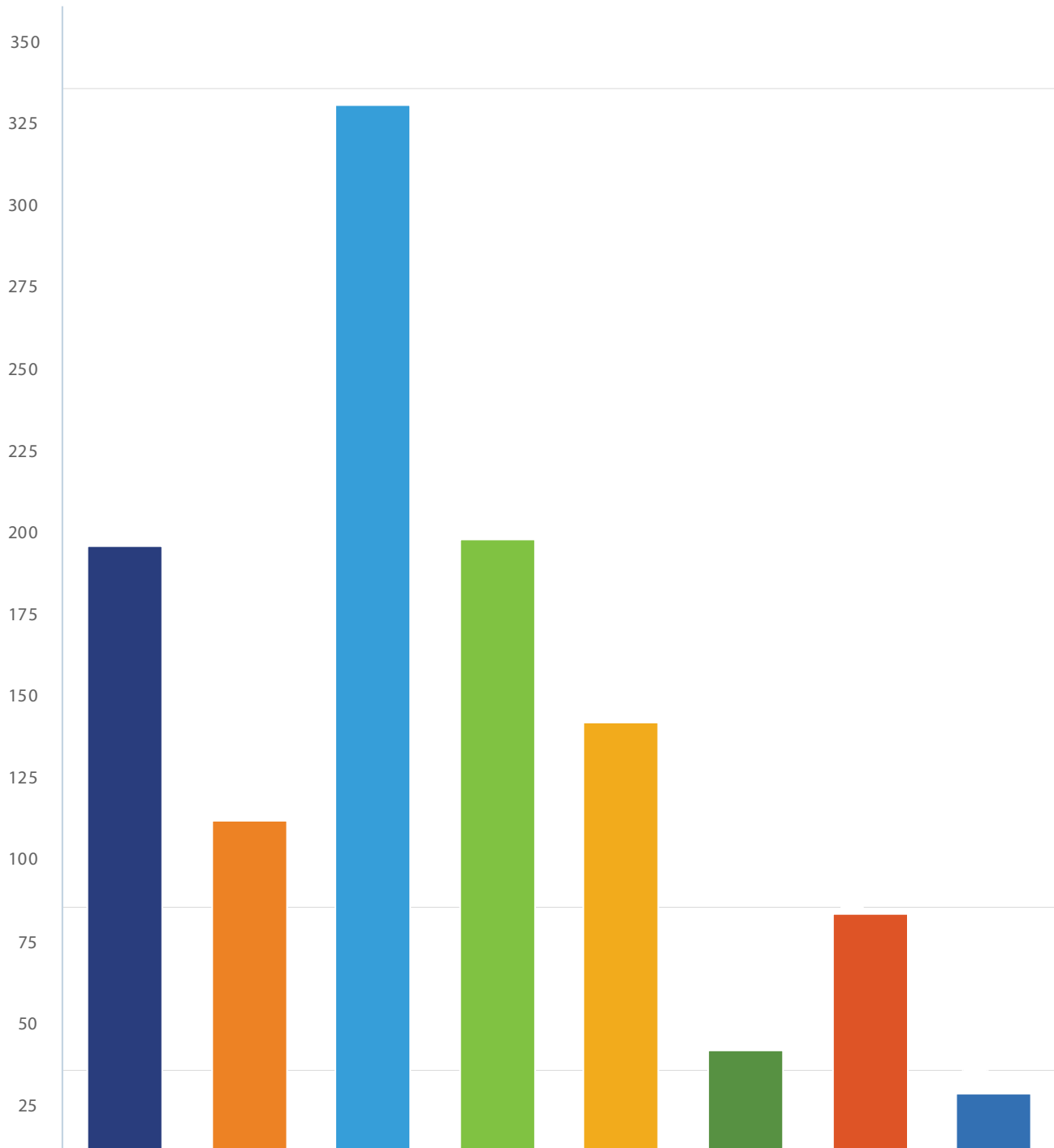


## Have you taken Innisfil Transit to/from the Barrie South GO terminal area?



# Before Innisfil Transit, how did you typically get around Innisfil?

- Walk - 185
- Car, passenger - 187
- None, I was unable to get around Innisfil - 73
- Bike - 101
- Taxi - 131
- Other - 18
- Car, driver - 320
- GO Bus - 31



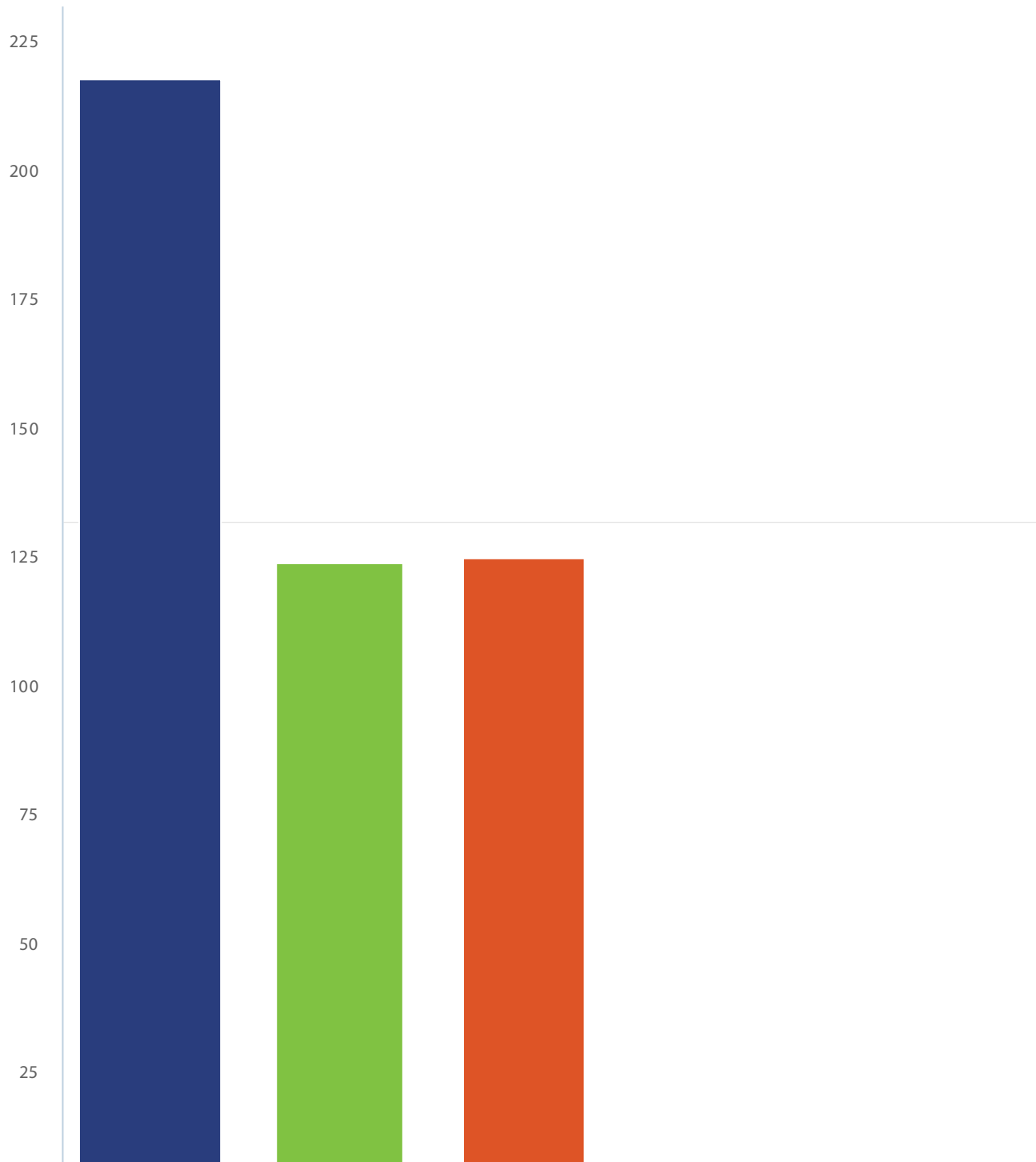
570 responses, 231 skipped

# What transit networks have you connected to at Barrie South? Check all that apply.

Go Train - 211

Go Bus - 117

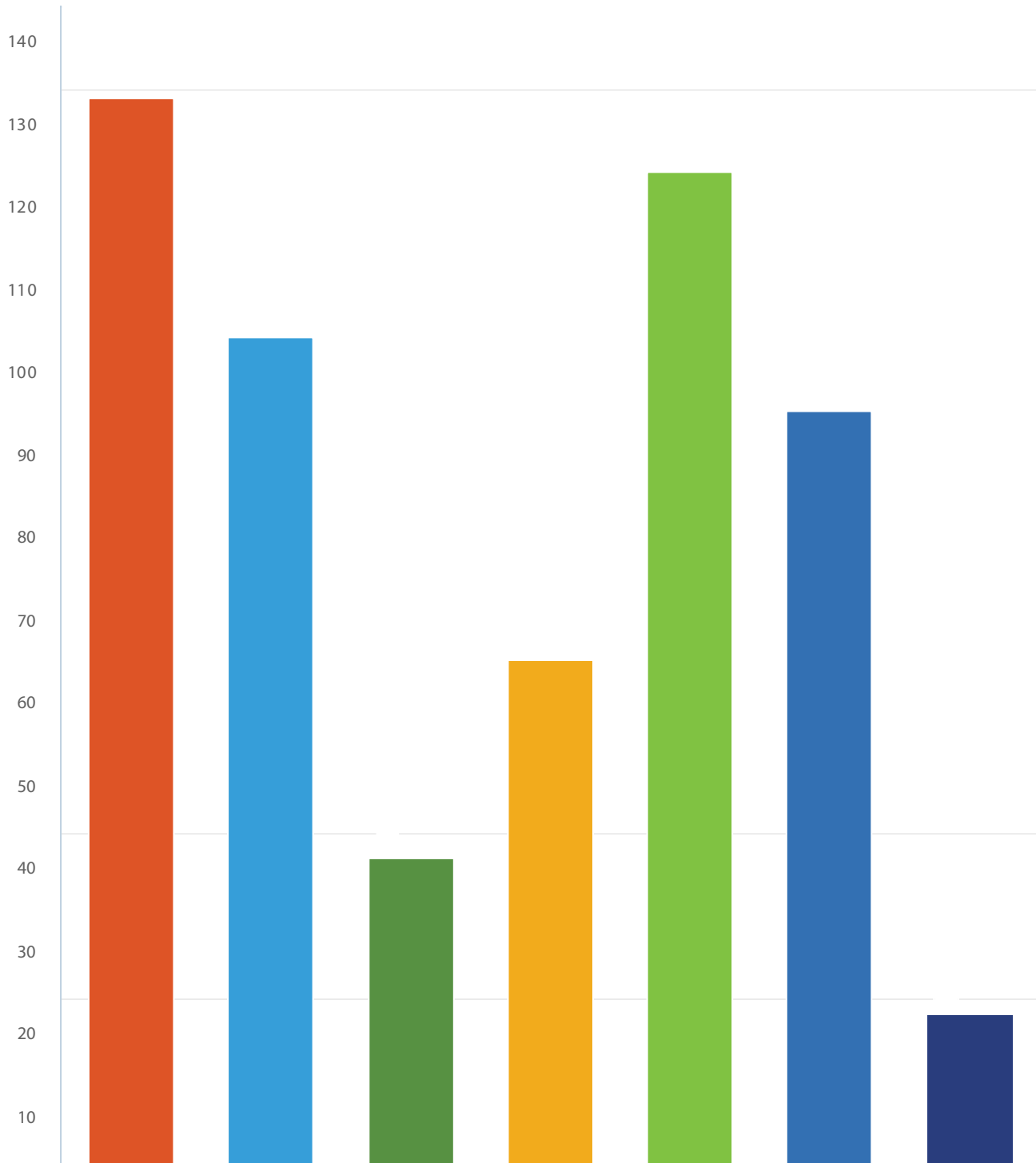
City of Barrie Transit - 118



227 responses, 524 skipped

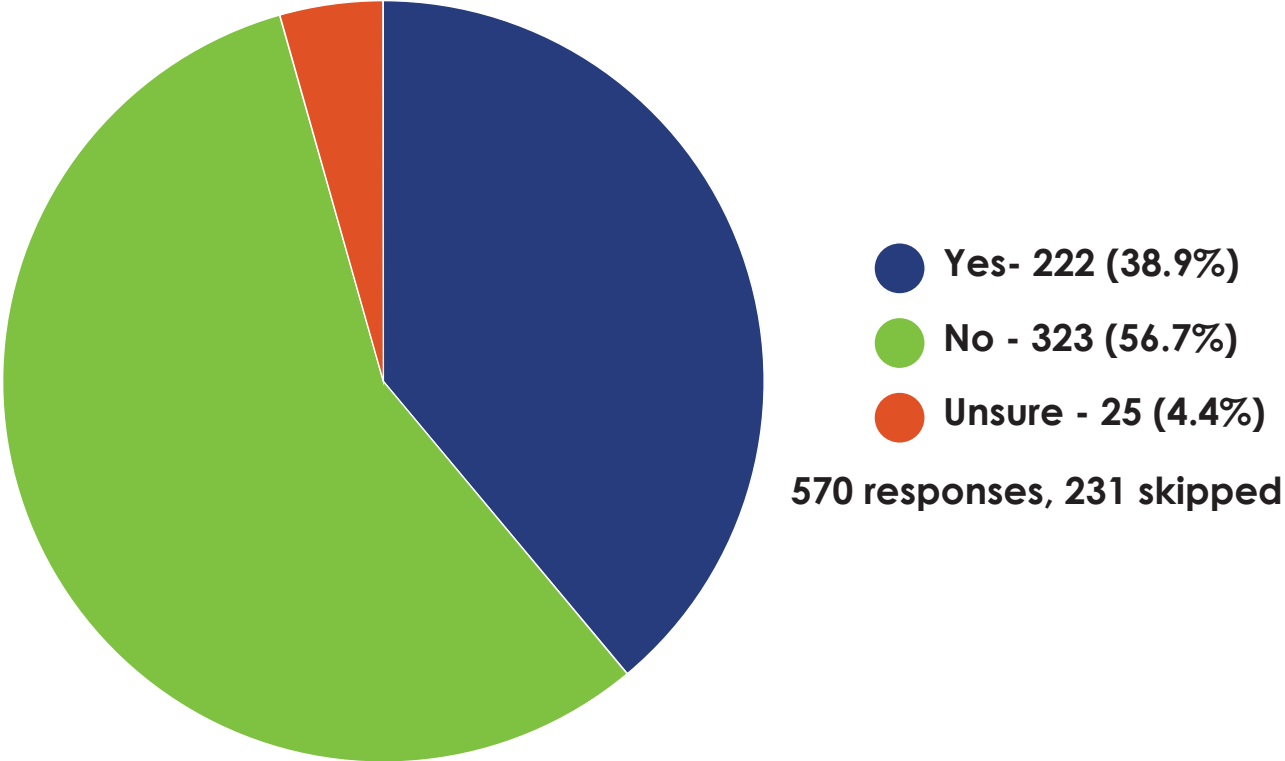
# What has been the main purpose of travelling to Barrie South GO and connecting to other transit networks? Please check all that apply.

- Work - 129
- Medical Appointments - 61
- Other - 18
- Shopping - 100
- Social - 120
- School - 37
- Recreation - 91



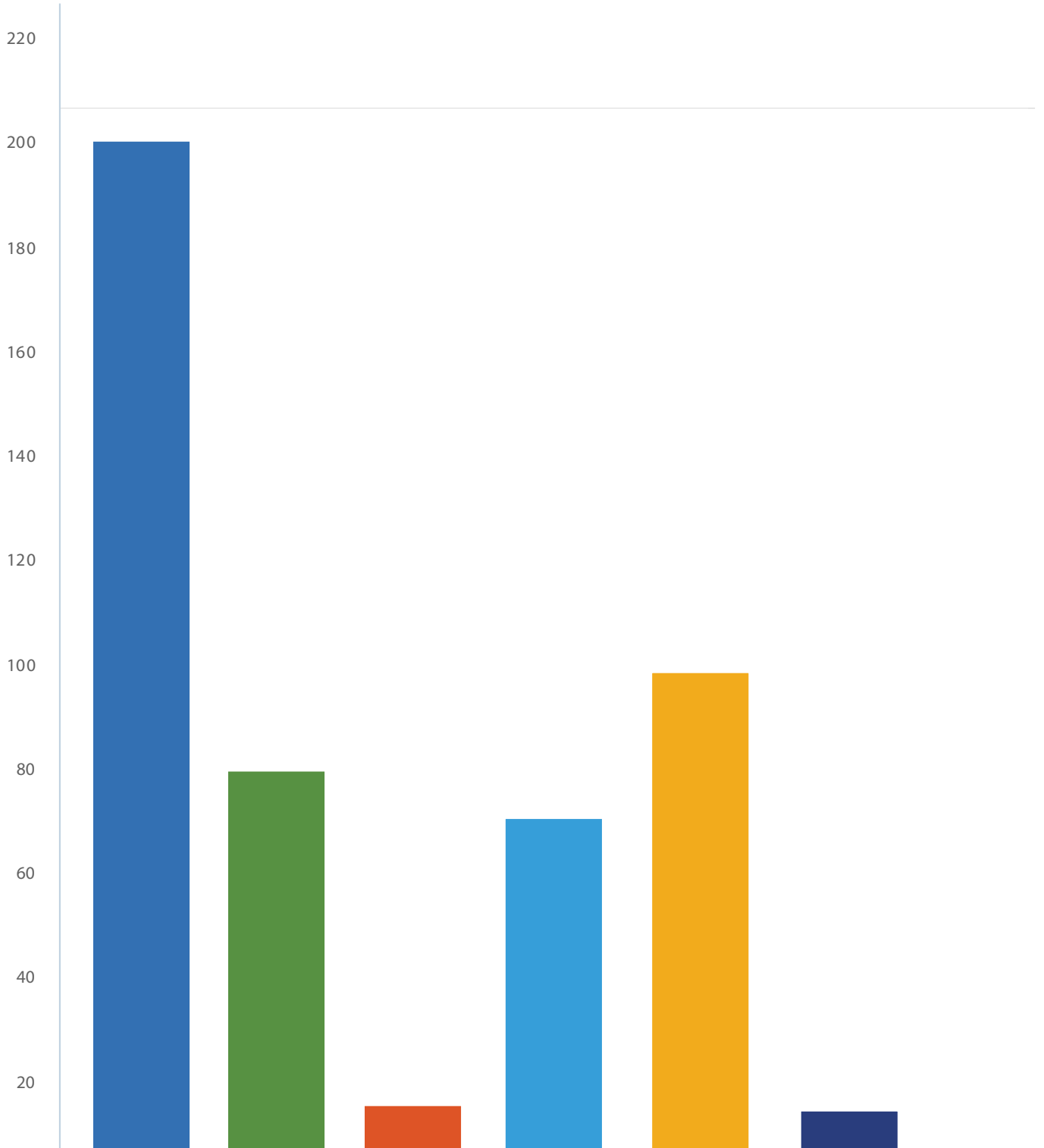
227 responses, 524 skipped

**Do you combine other modes of transportation such as walking or biking with Innisfil Transit in order to get to your destination?**



# What other modes do you use?

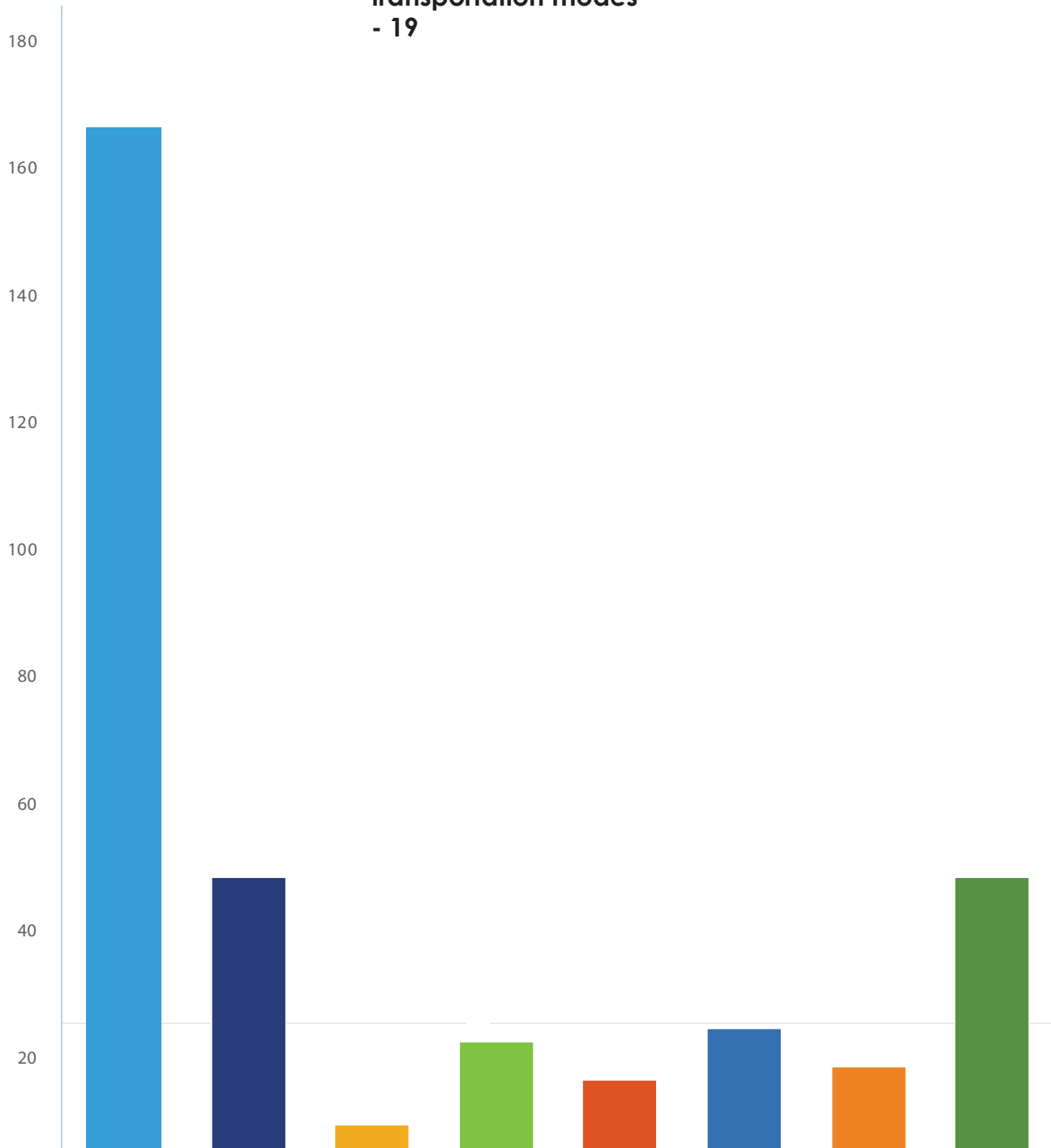
- Walk - 194
- Bike - 73
- Skateboard - 9
- Car, driver (not Innisfil Transit) - 64
- Car, passenger (not Innisfil Transit) - 92
- Other - 8



223 responses, 578 skipped

# If "No", why have you not used Innisfil Transit?

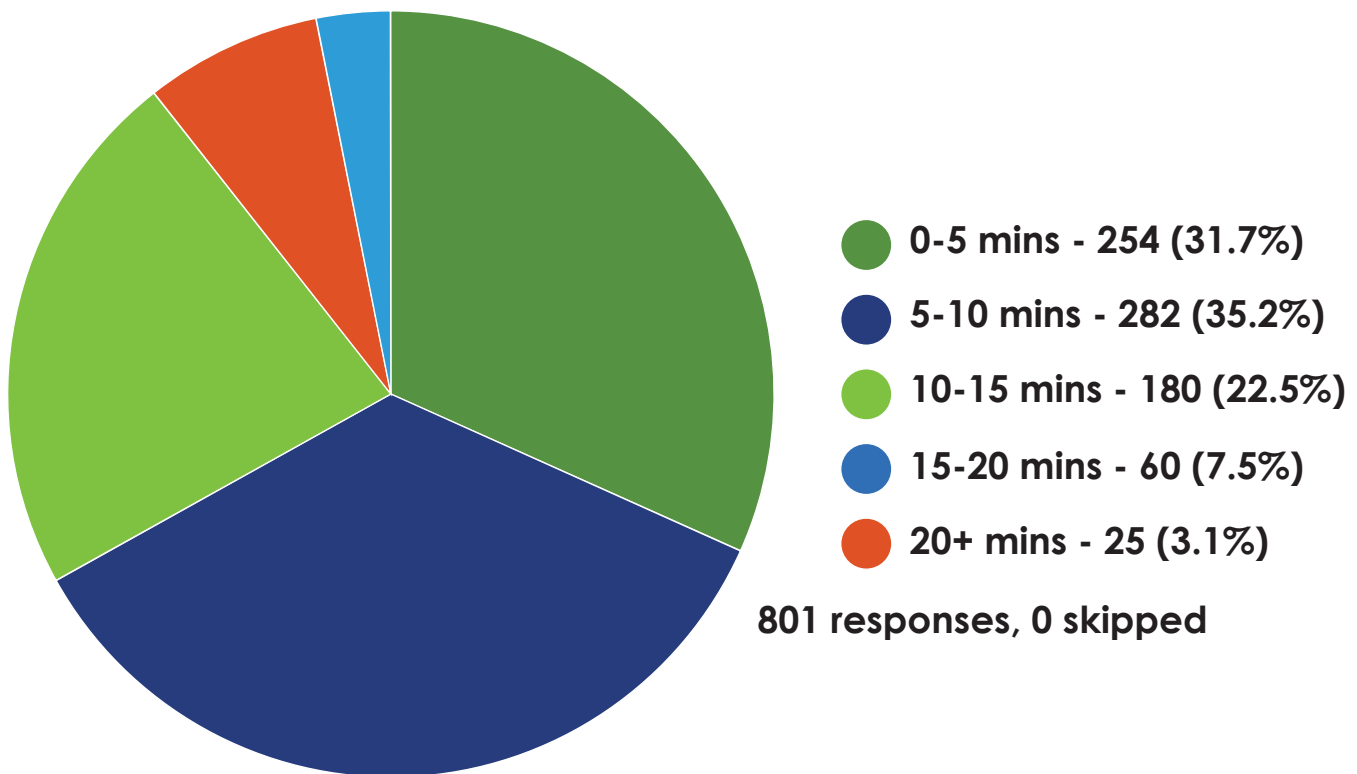
- I have my own vehicle - 161
- I do not feel comfortable - 43
- I use taxis - 4
- My friends/family drive me places - 17
- I carpool with friends/family - 11
- I walk/bike or use other active transportation modes - 19
- I use the GO bus - 13
- Other - 43



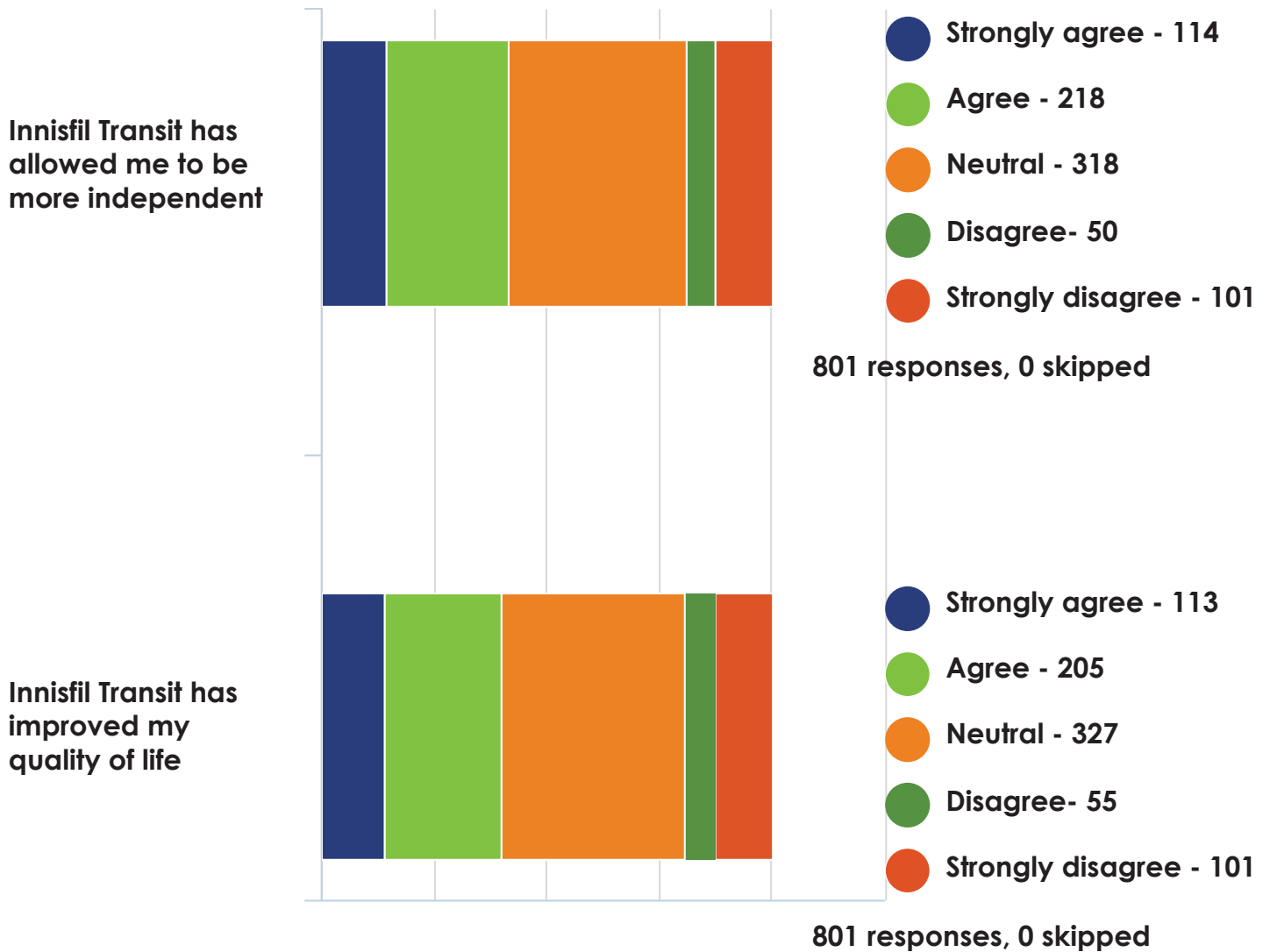
232 responses, 569 skipped



**14. How long would you be willing to wait for an Innisfil Transit trip? Increasing the time that it takes for your trip to be confirmed in the Uber app would be one way to increase the number of shared trips and to reduce costs for the Town.**



## 15. Please indicate your level of agreement with the following statements.



## 16. How would you rate your satisfaction with Innisfil Transit?



Very happy  
- 165 (20.6%)



Happy - 275  
(34.3%)



Neutral - 234  
(29.2%)



Unhappy - 54  
(6.7%)

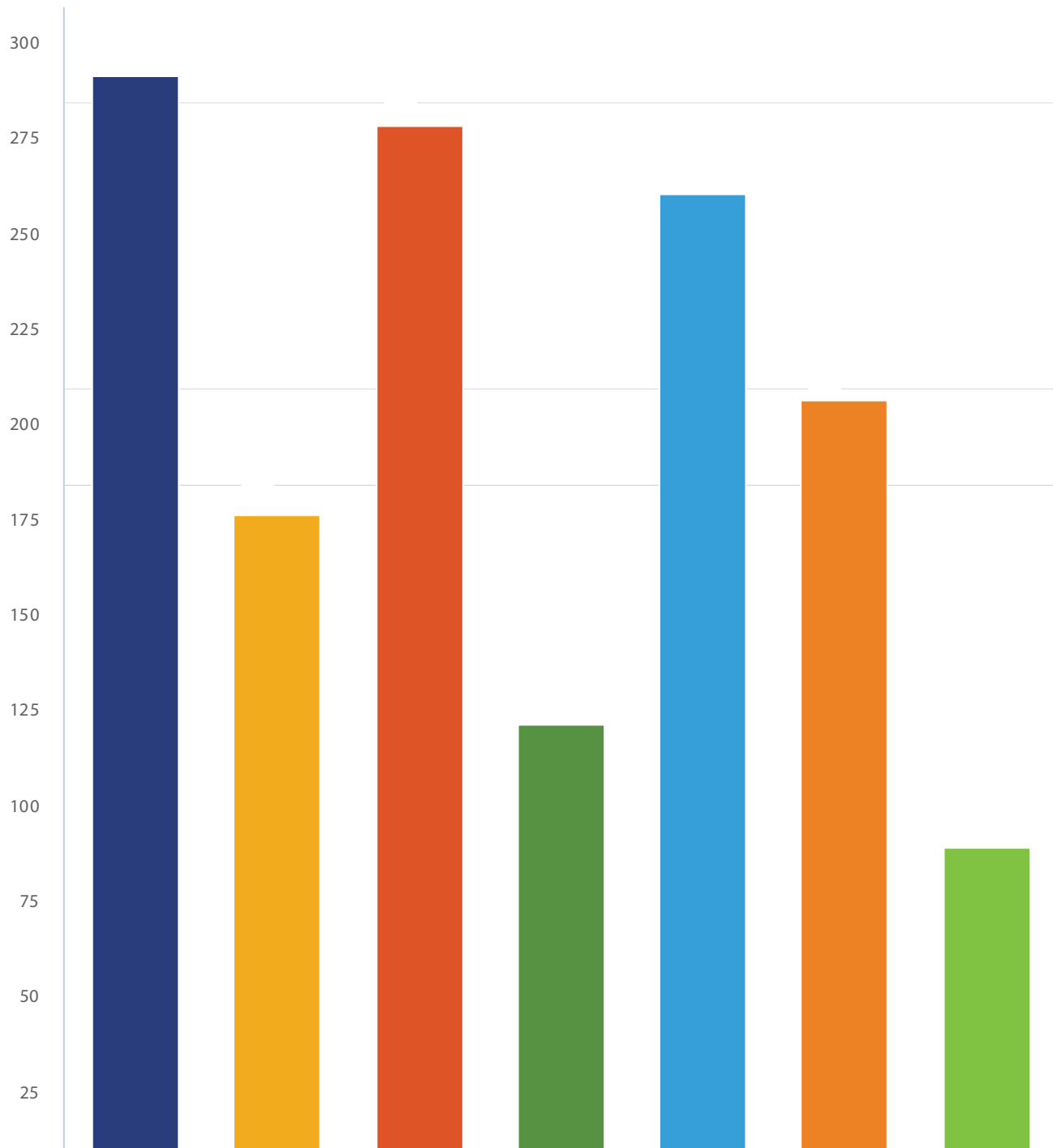


Very unhappy - 73  
(9.1%)

801 responses, 0 skipped

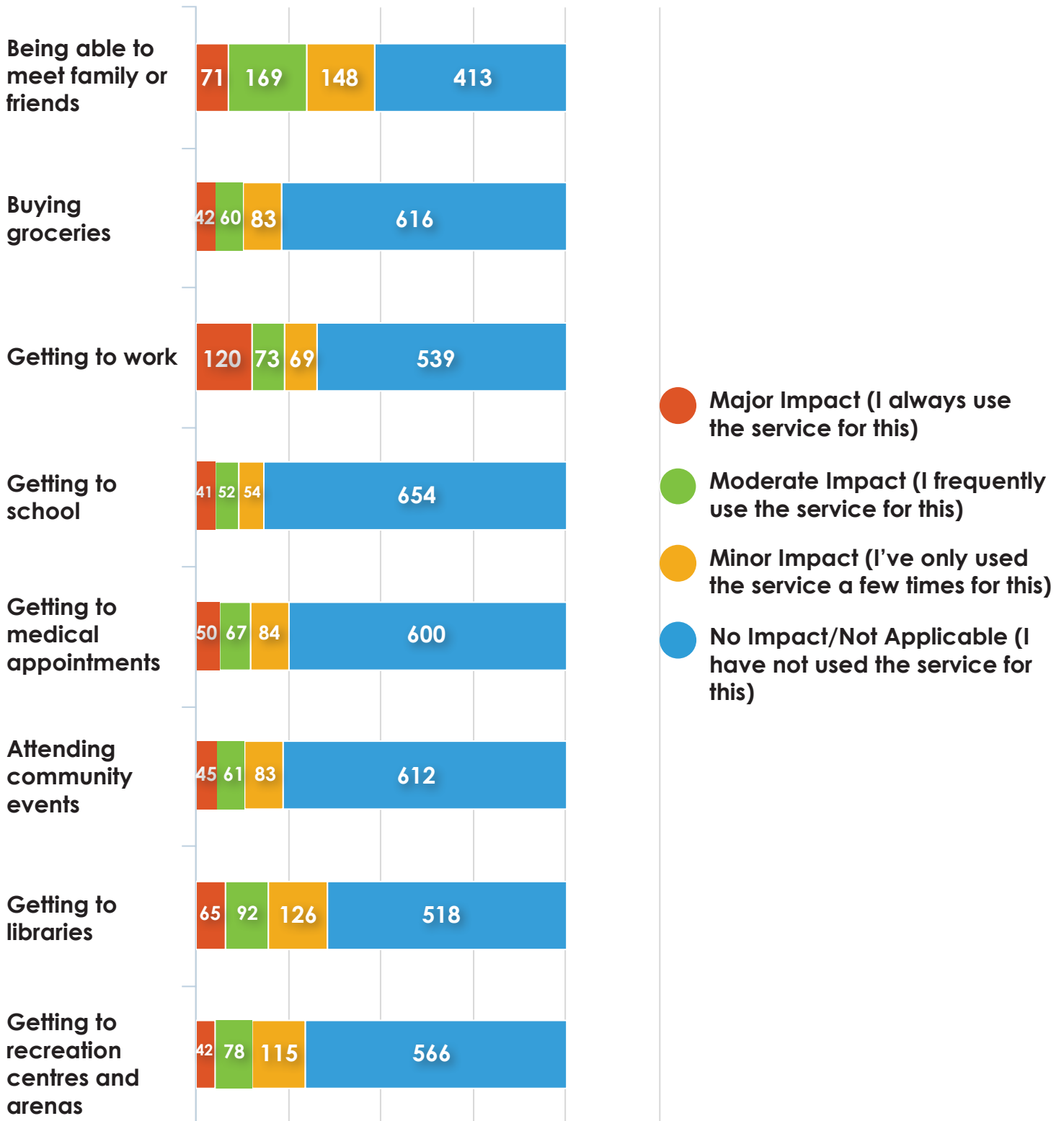
## 17. Select any of the following concerns you have with using Innisfil Transit.

- Driver availability - 282
- Technology to request trips - 112
- Other - 80
- Safety - 167
- Cost to use the service - 251
- Wait time to get picked up - 269
- None - 197



801 responses, 0 skipped

## 18. To what degree has Innisfil Transit impacted your life in the following areas?



801 responses, 0 skipped

19. What do you like the most about Innisfil Transit?

ACCESSIBLE

CONNECTS PEOPLE RELIABLE

EASE OF USE AFFORDABLE

CONVENIENT DOOR-TO-DOOR

SAFE GOOD SERVICE FLAT RATES

INNOVATIVE

DRIVERS AFFORDABLE

CONVENIENT

DOOR-TO-DOOR SAFE RELIABLE

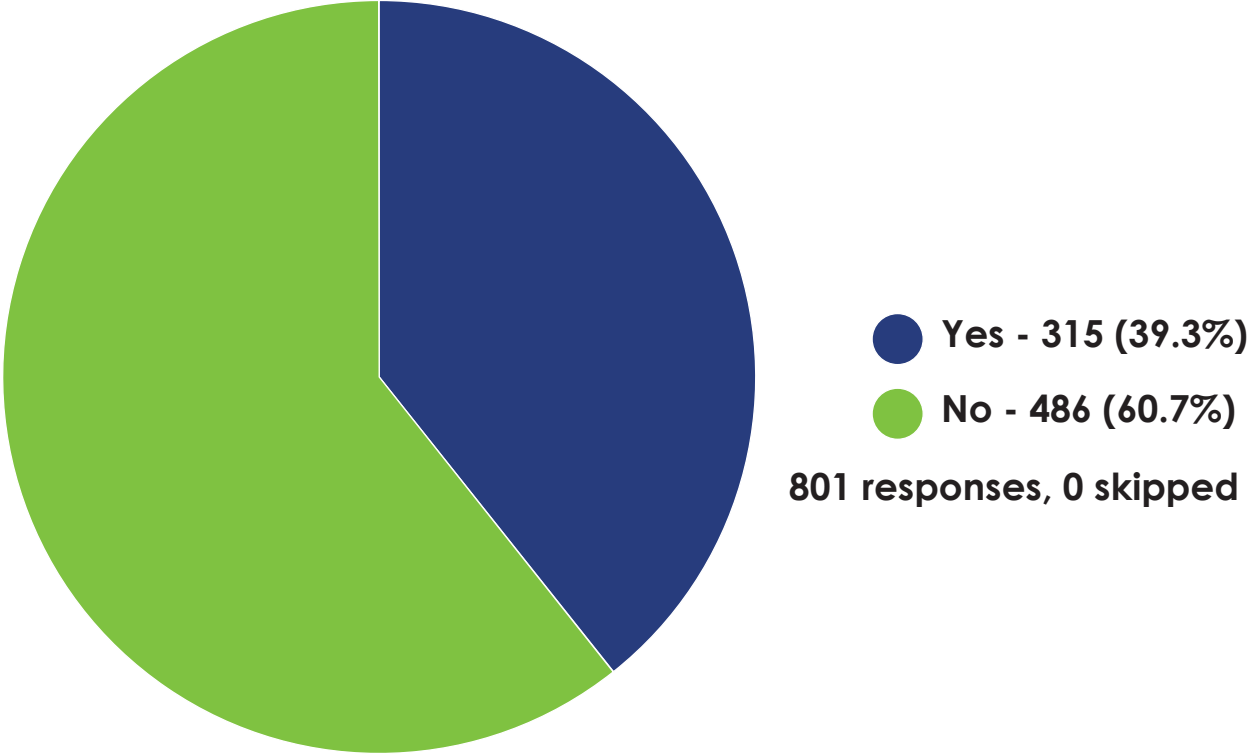
CONNECTS PEOPLE

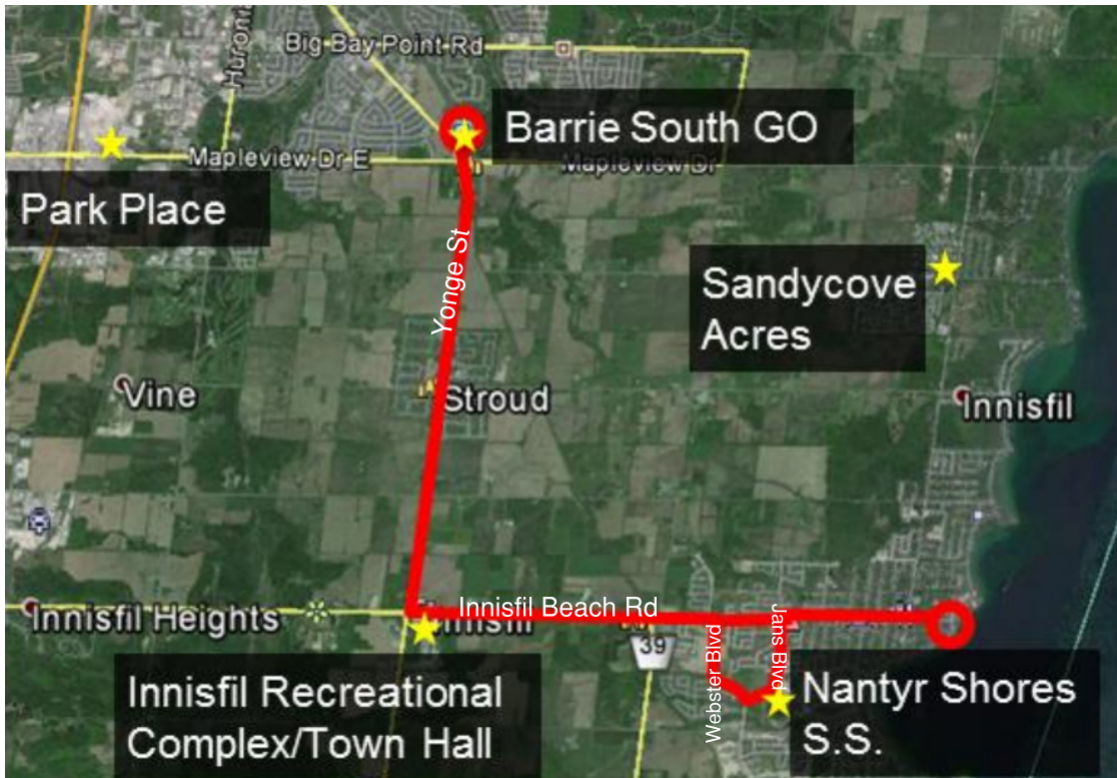
DRIVERS

EASE OF USE

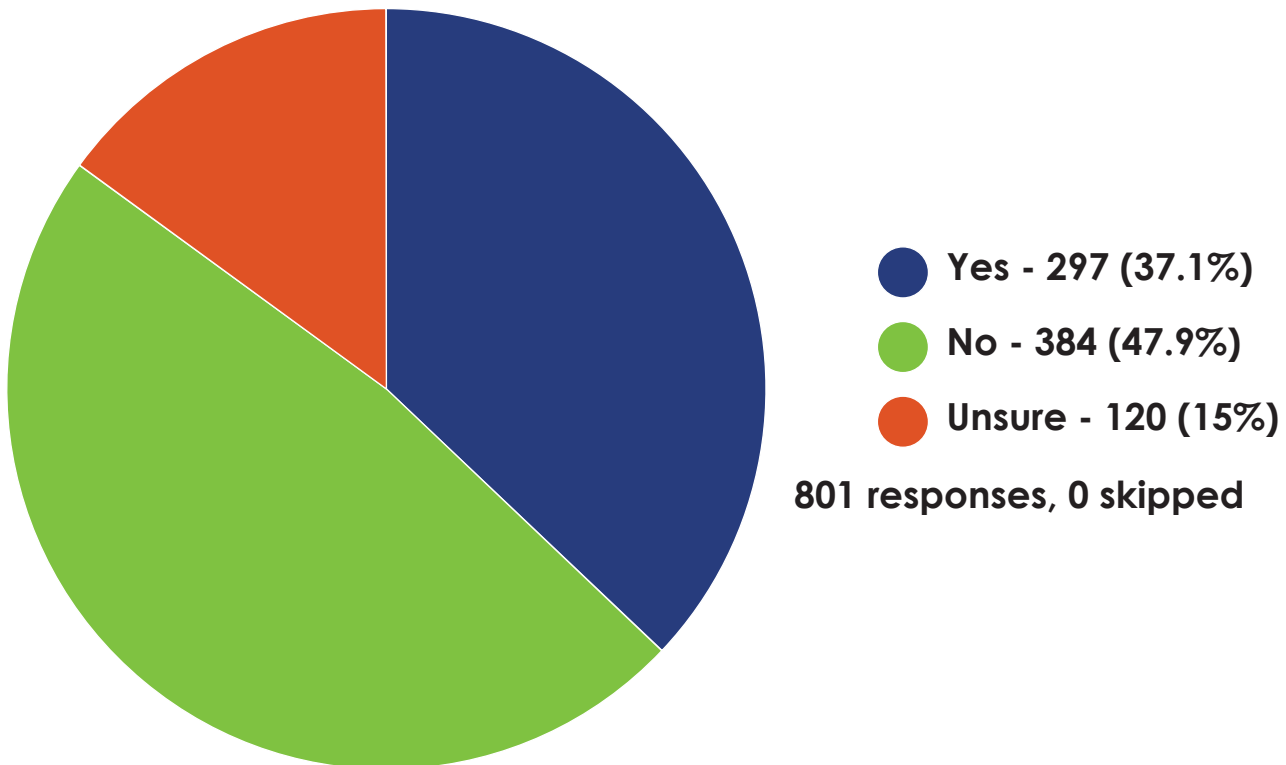
FLEXIBILITY ACCESSIBLE

**20. Would you be interested in using other transportation modes such as bikes and scooters if they were offered through Innisfil Transit?**

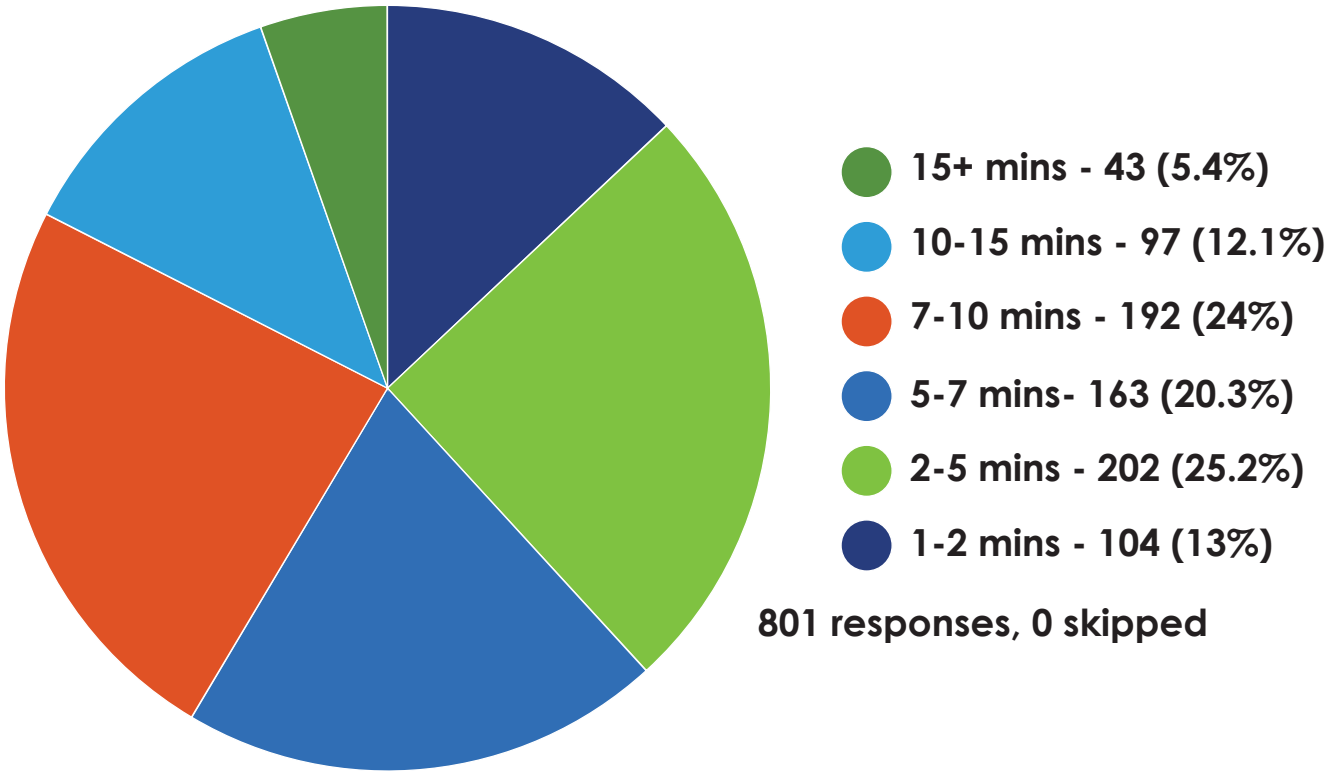




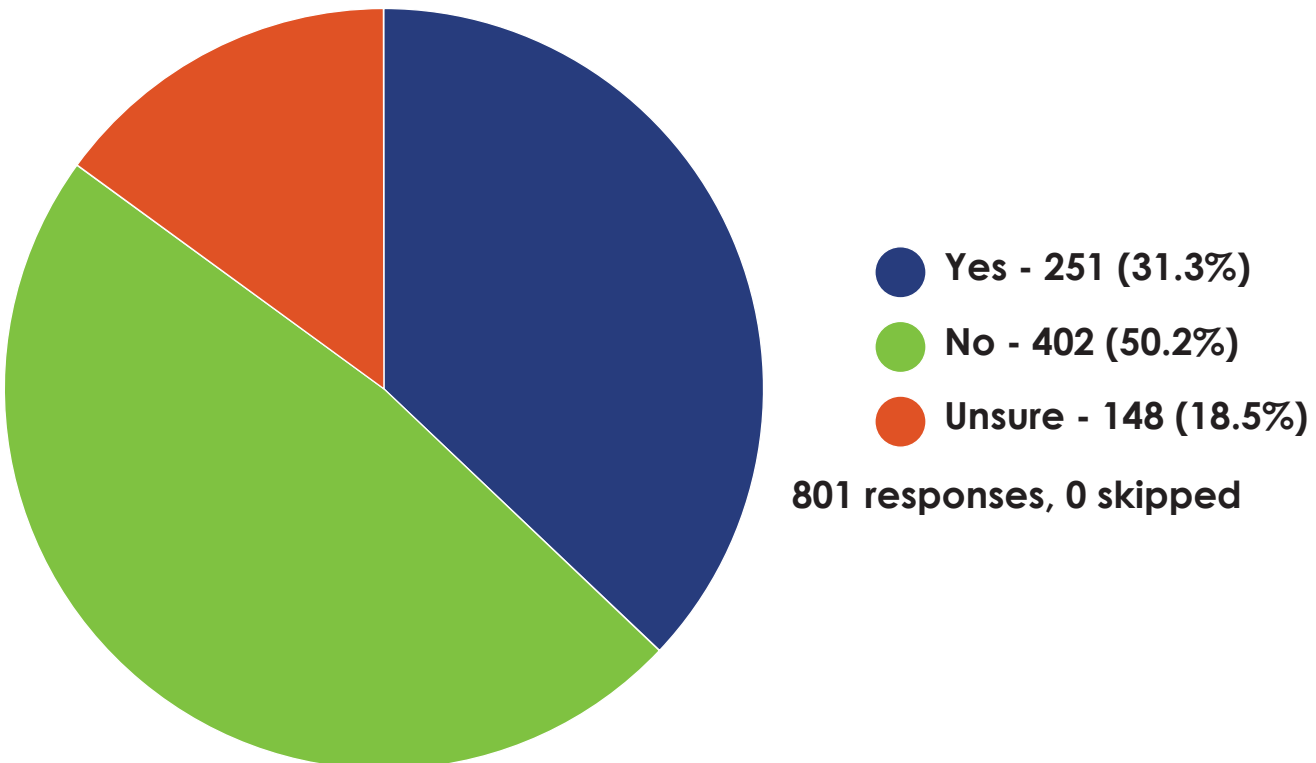
21. Referring to the above map, would you have been willing to walk from your house to bus stops located along the proposed Innisfil bus route (Yonge Street, Innisfil Beach Road, Webster Boulevard, and Jans Boulevard) that was considered in 2015?



22. What is the maximum distance that you would be able and willing to walk to a transit stop?

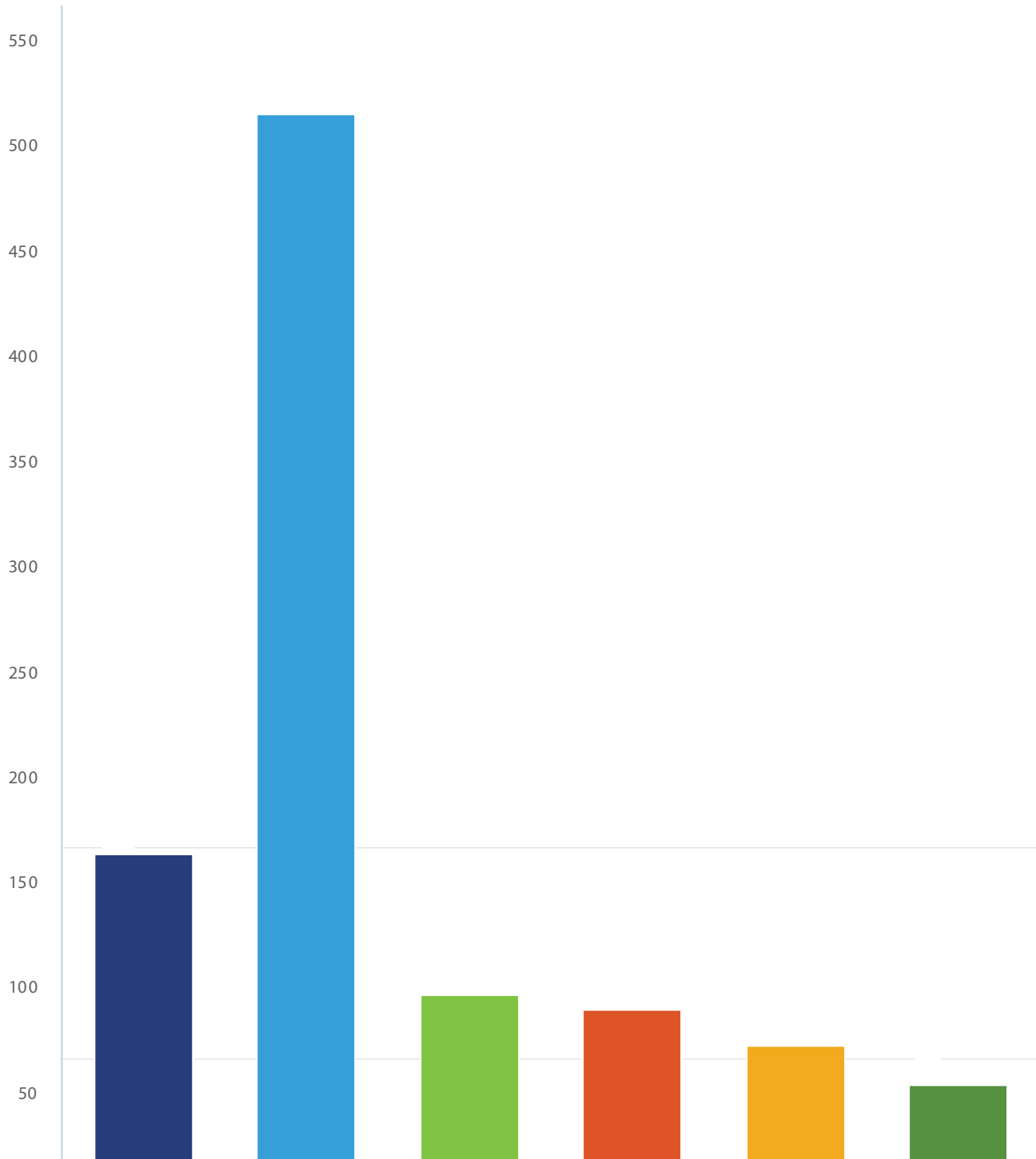
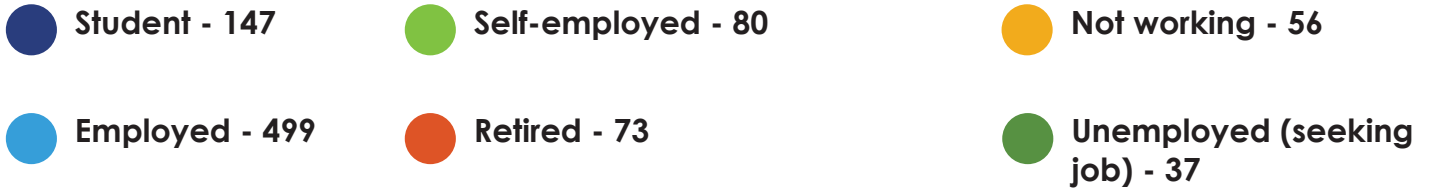


23. The 2015 Transit Feasibility Study recommended that the bus service operate from 7am to 7pm on weekdays (Mondays to Fridays) and from 9am to 5pm on Saturdays, with no service on Sunday. Would these service hours have met your needs?



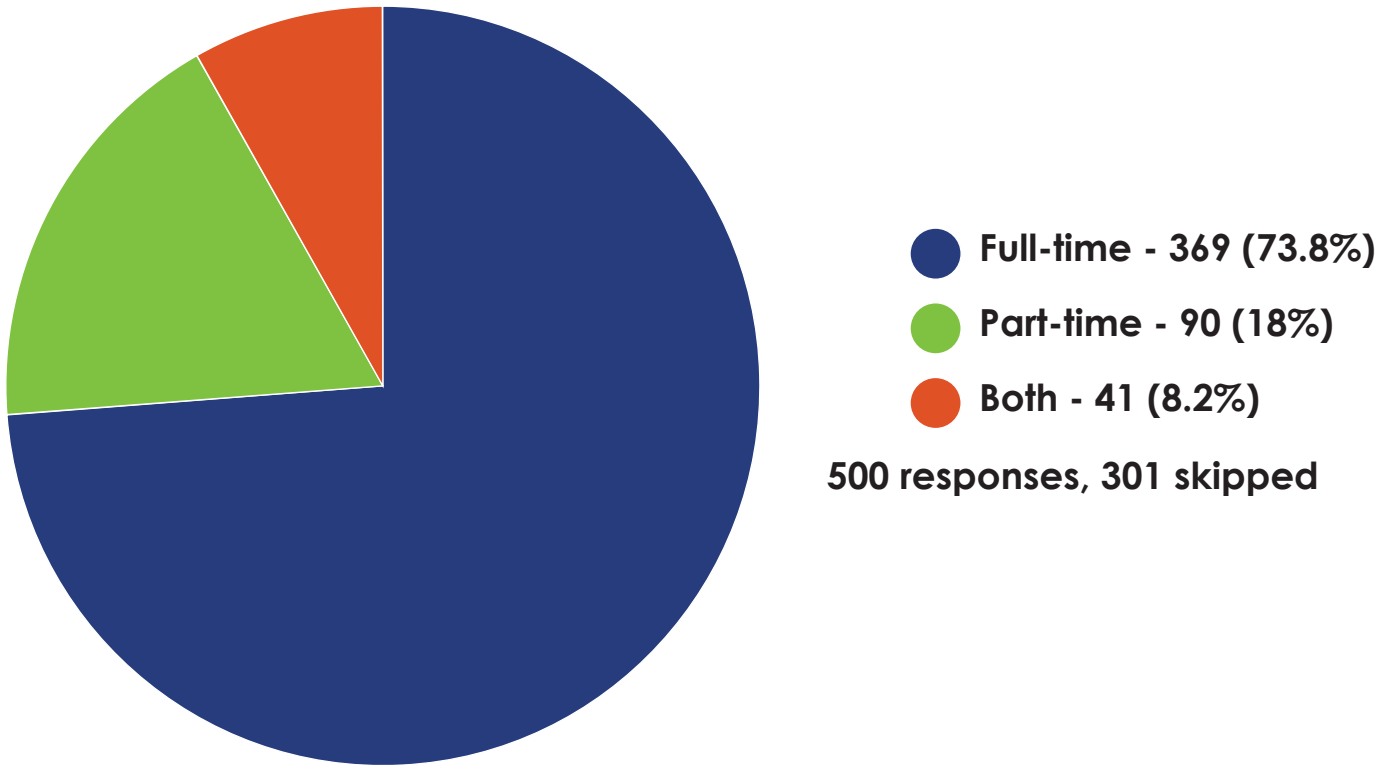


## 24. Which of the following best describes you?



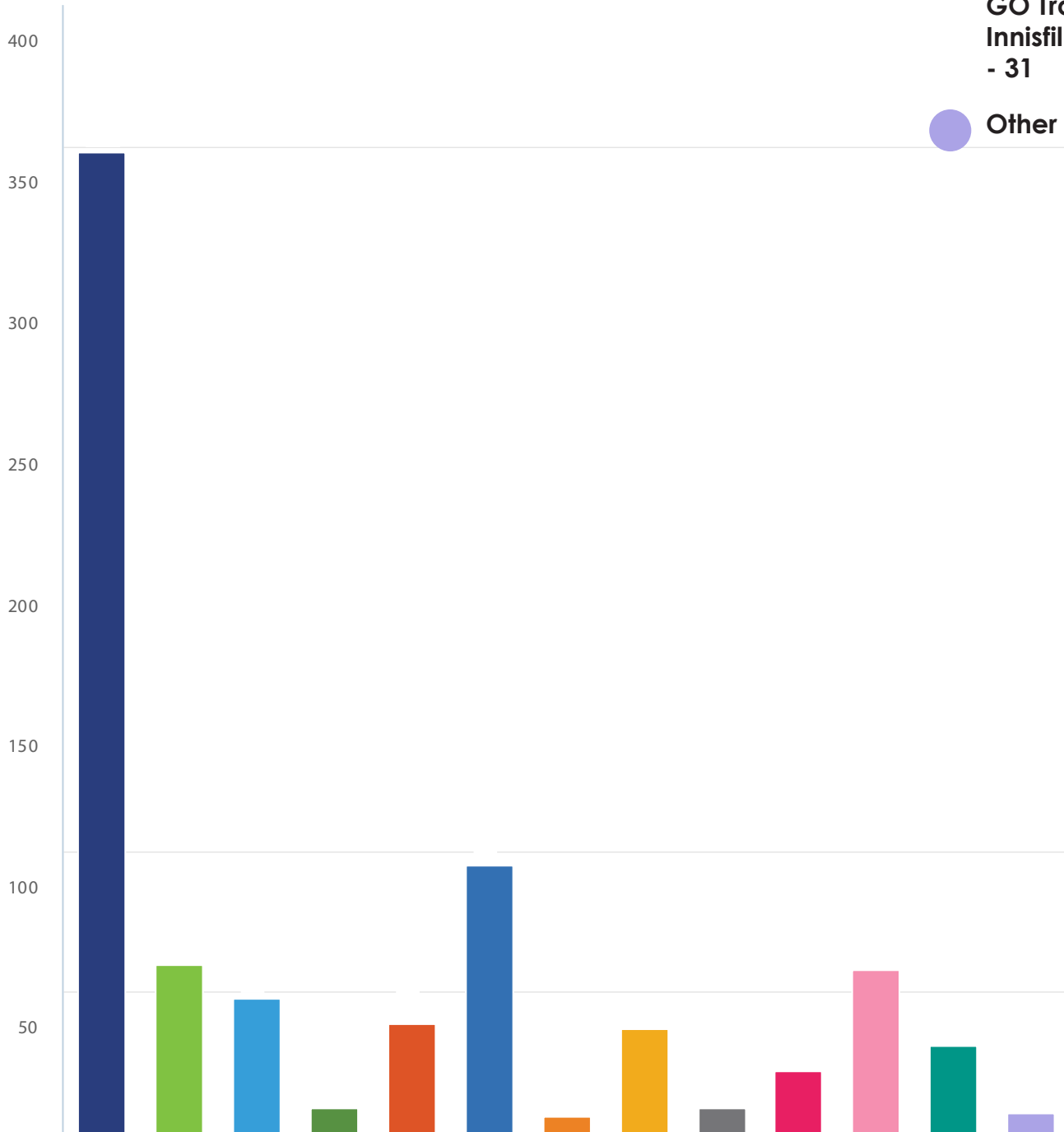
801 responses, 0 skipped

## Do you work a full-time or part-time job?



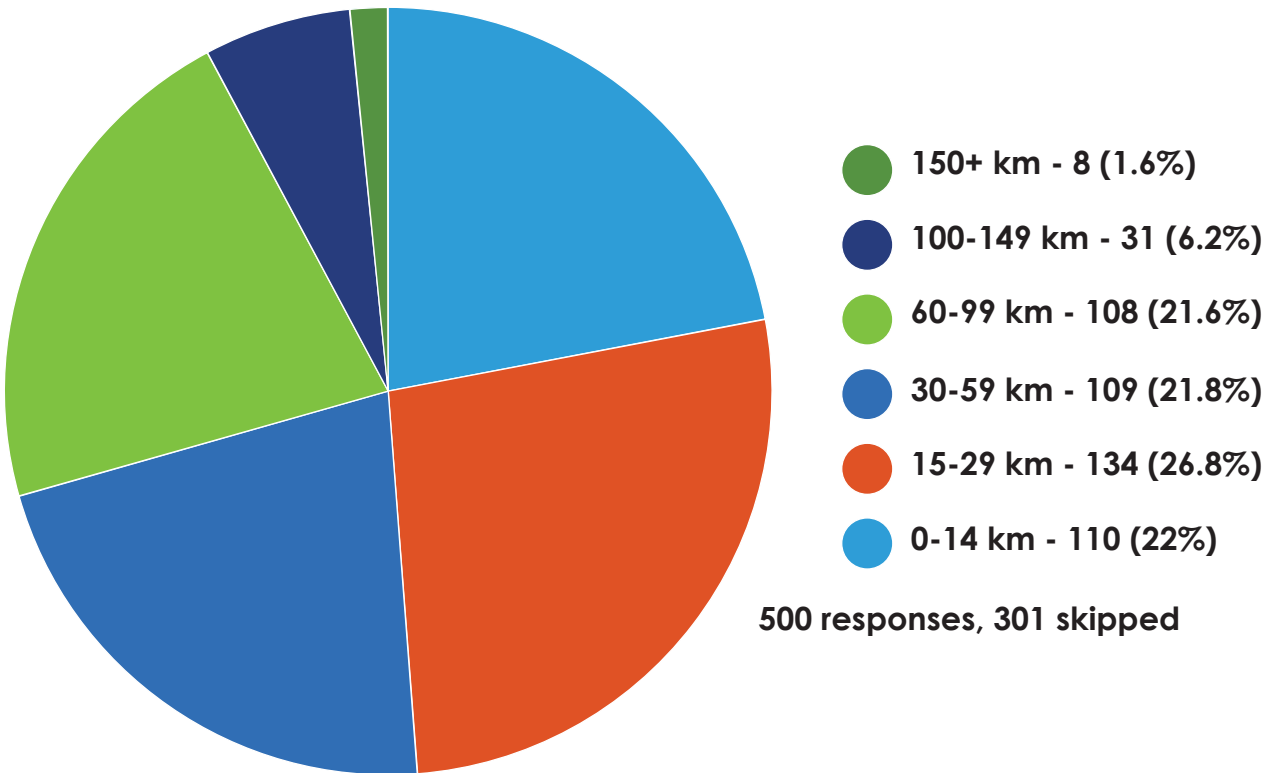
# What primary mode do you typically use to commute to work?

- Auto driver (alone) - 348
- Taxi - 9
- Motorcycle - 6
- GO Bus - 22
- Auto driver (with others) - 60
- Rideshare (e.g. Uber, Lyft, Kijiji, Driverseat, etc. - but not Innisfil Transit) - 39
- Walk - 37
- GO Train - 58
- Auto passenger - 48
- Innisfil Transit (via Uber) - 95
- Bicycle - 9
- Other Public Transit (excl. GO Transit and Innisfil Transit) - 31
- Other - 7

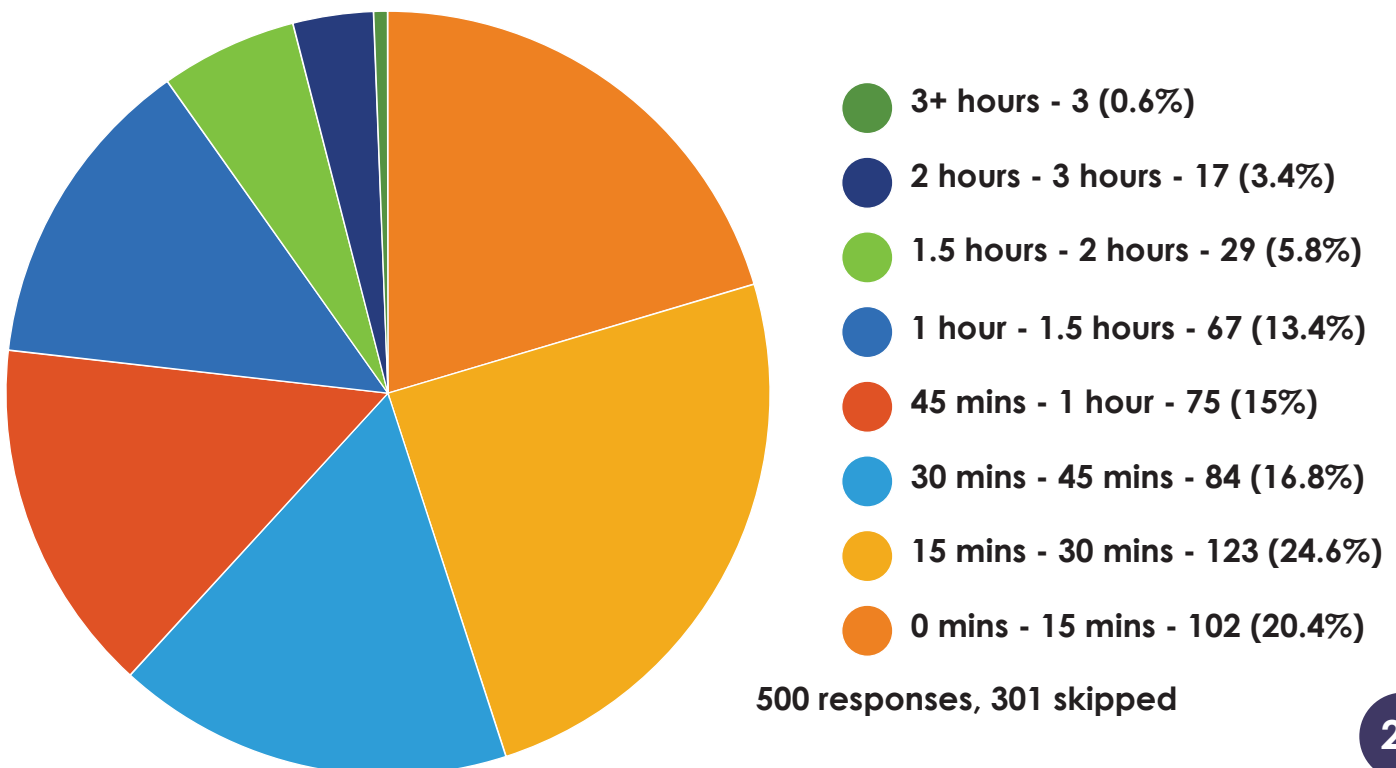


500 responses, 301 skipped

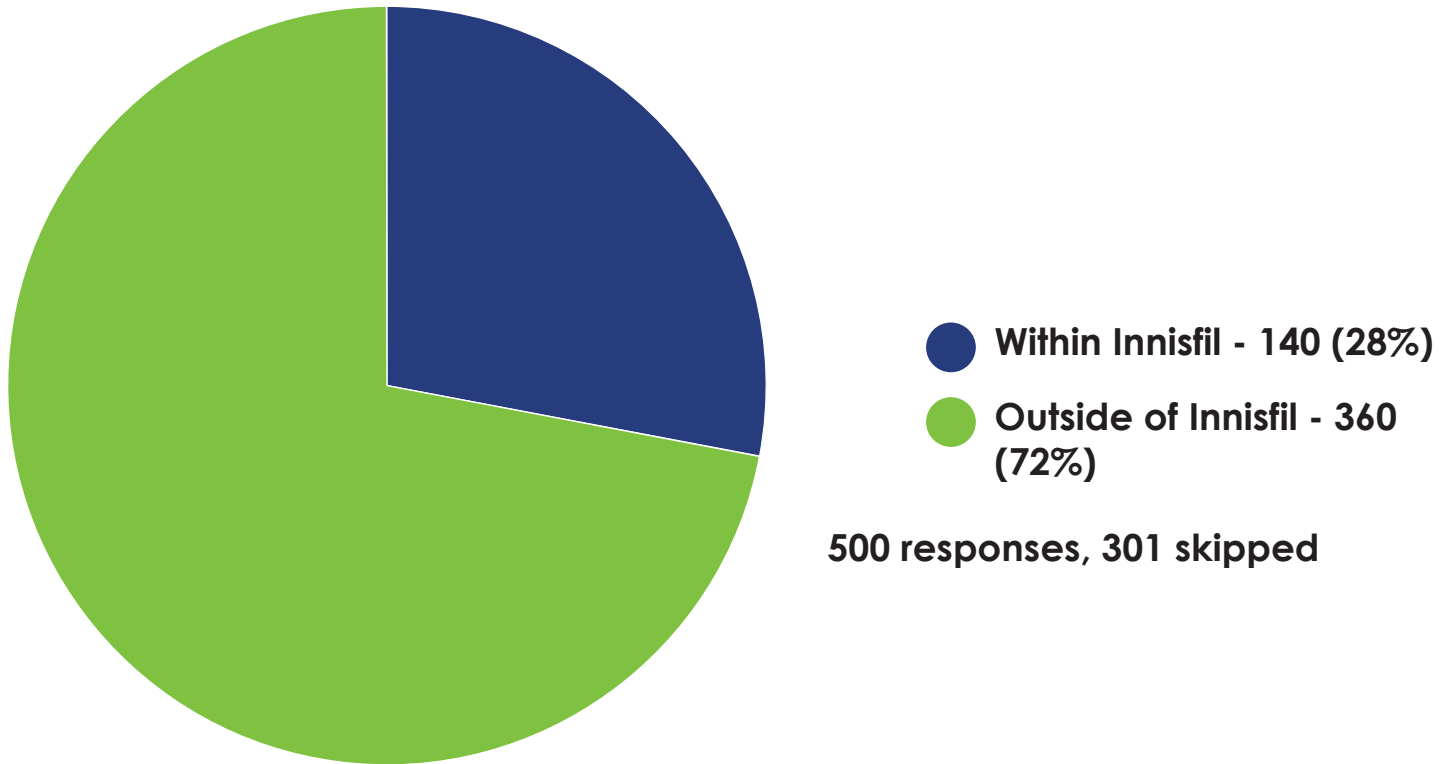
## Approximately how far is your work location from your usual place of residence (in kilometers based on route travel)?



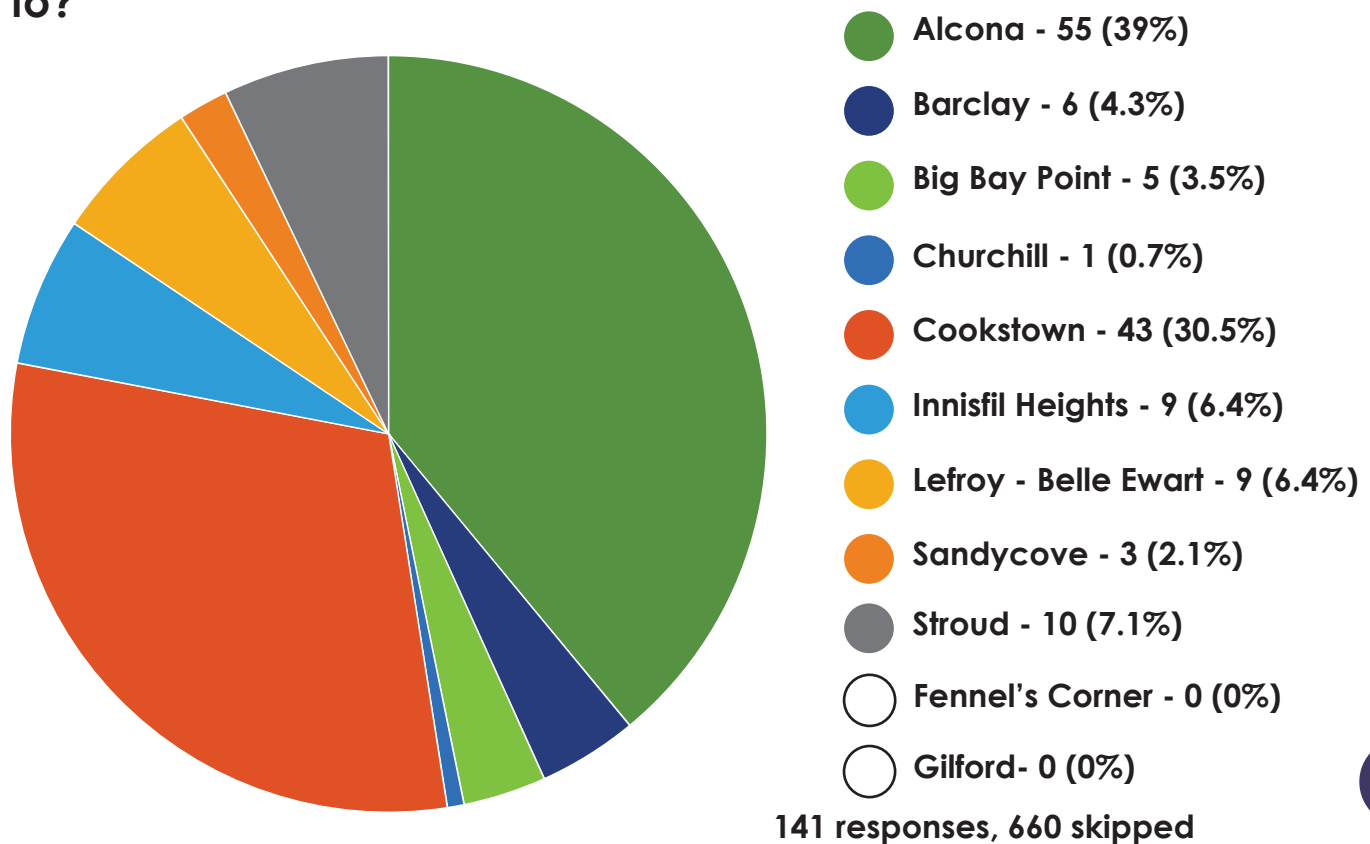
## How long does it typically take you to commute to work (one-way) on a typical day?



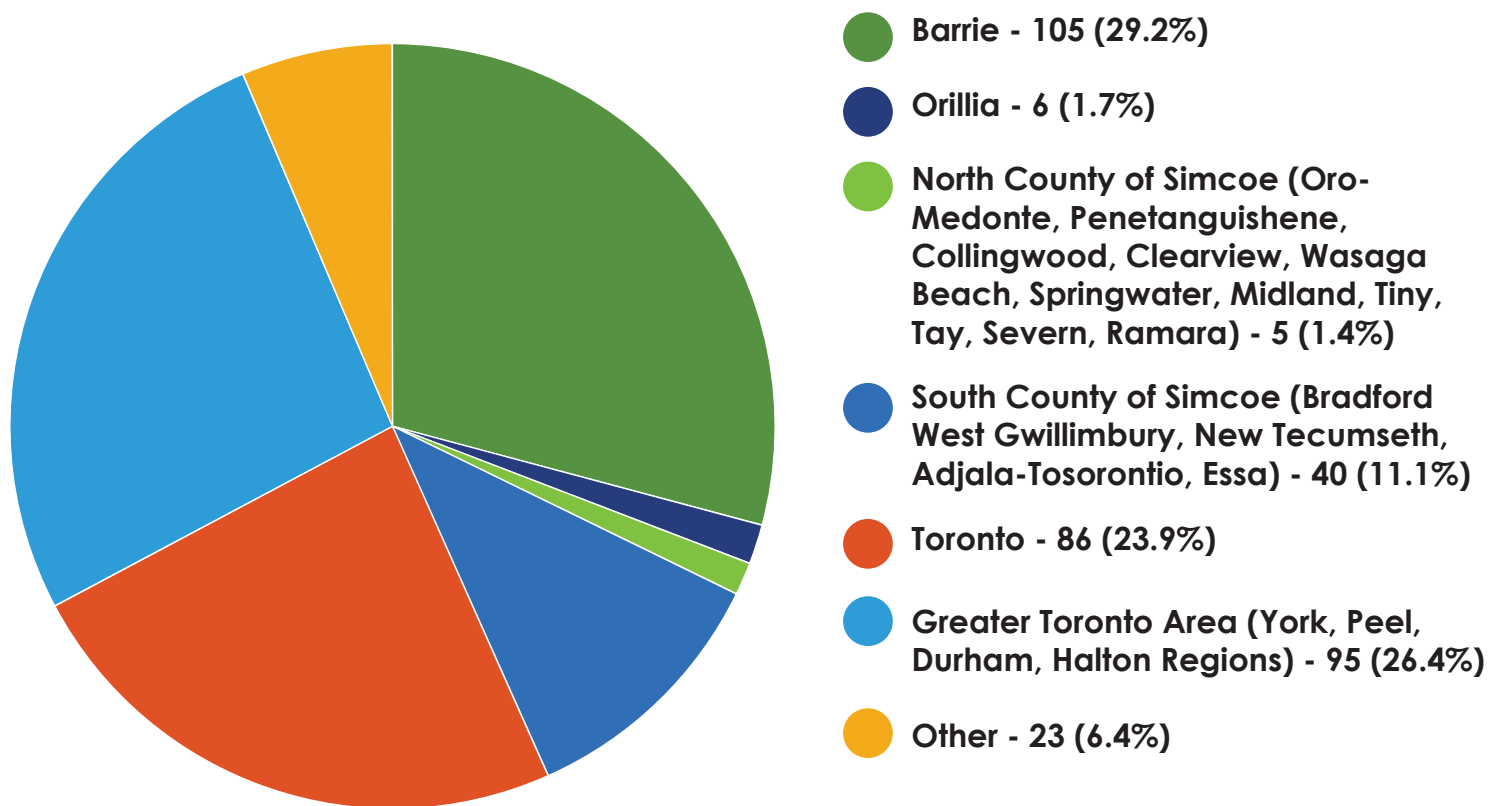
## Where is your work location?



## Within Innisfil, which settlement is your work location within or closest to?

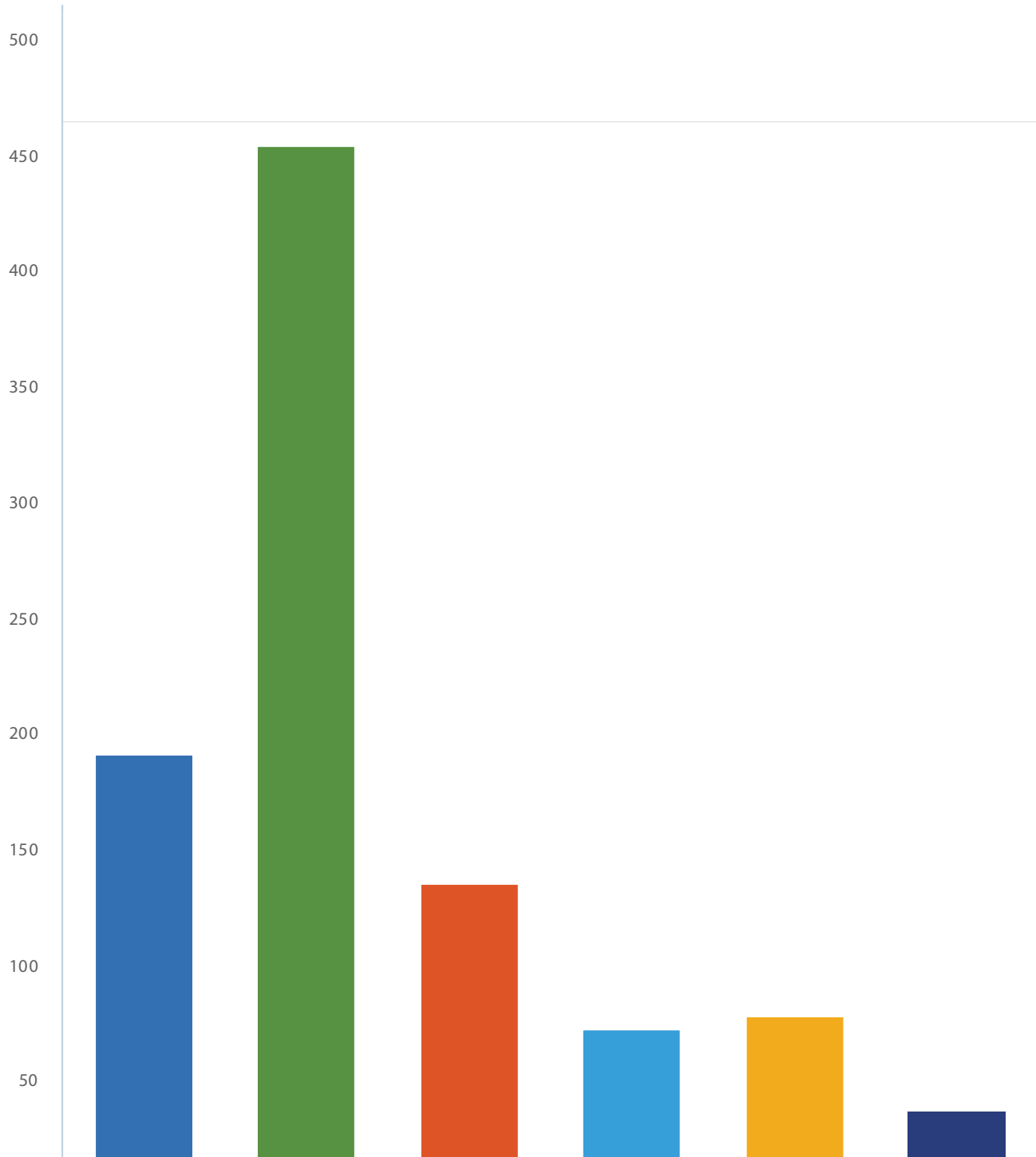
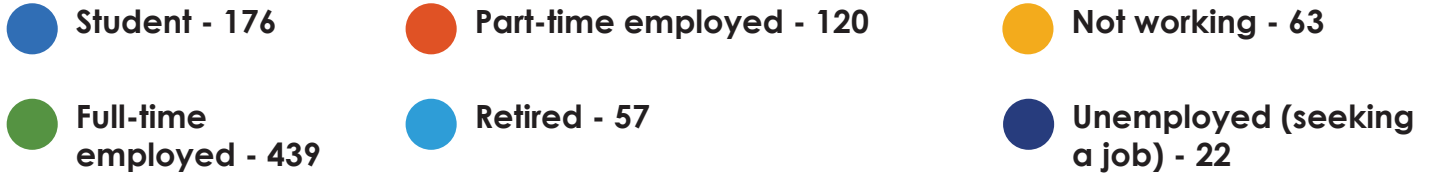


## Outside of Innisfil, where is your work location?



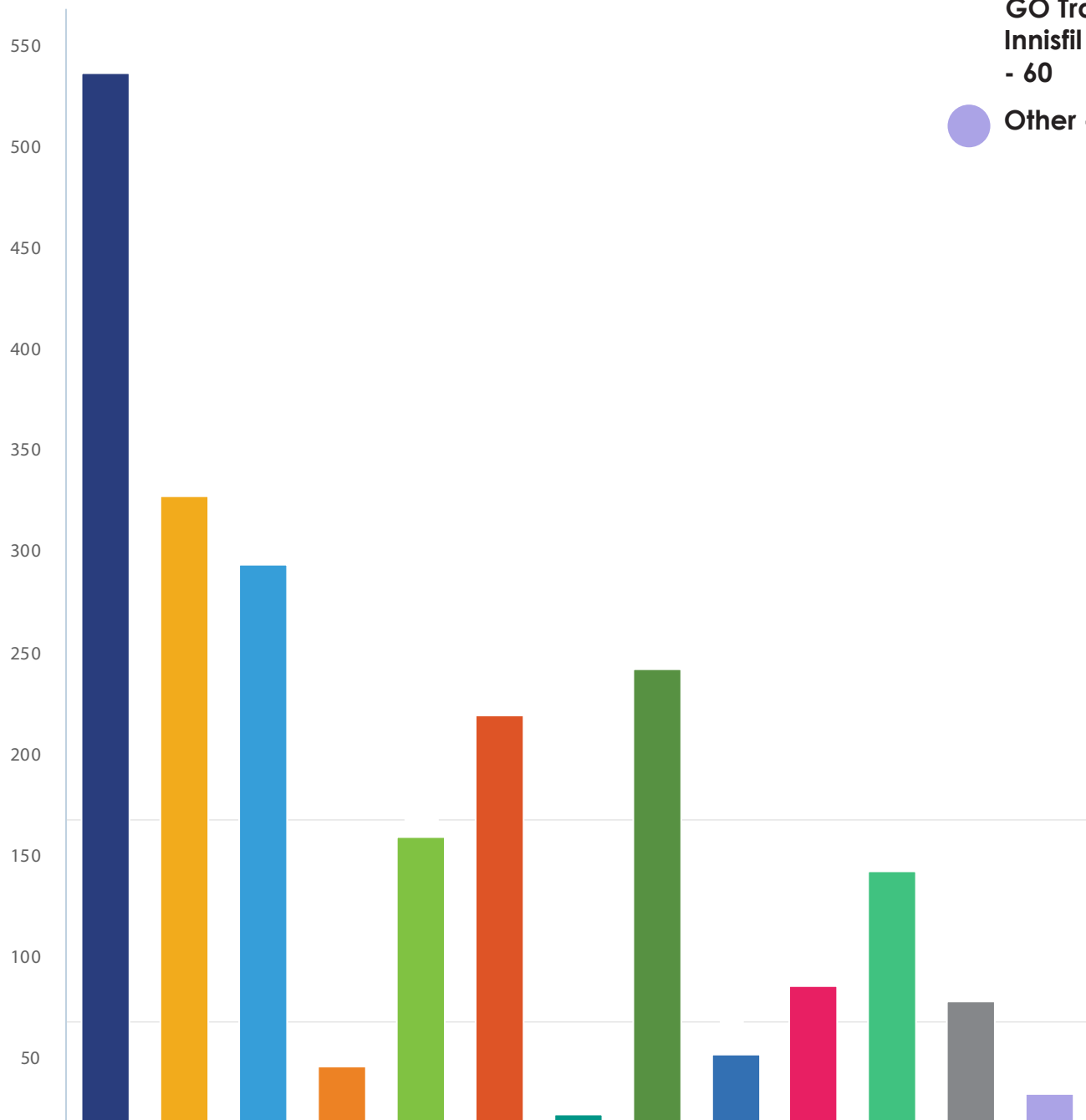
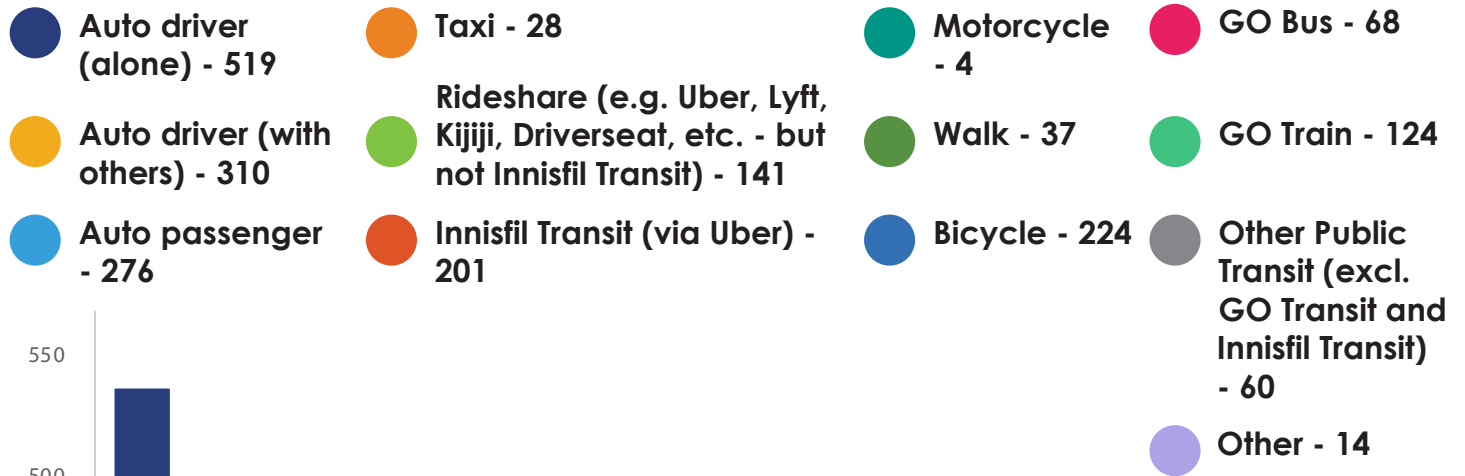
360 responses, 441 skipped

## 25. On May 1, 2017 (before Innisfil Transit was launched), which of the following best described you ?



801 responses, 0 skipped

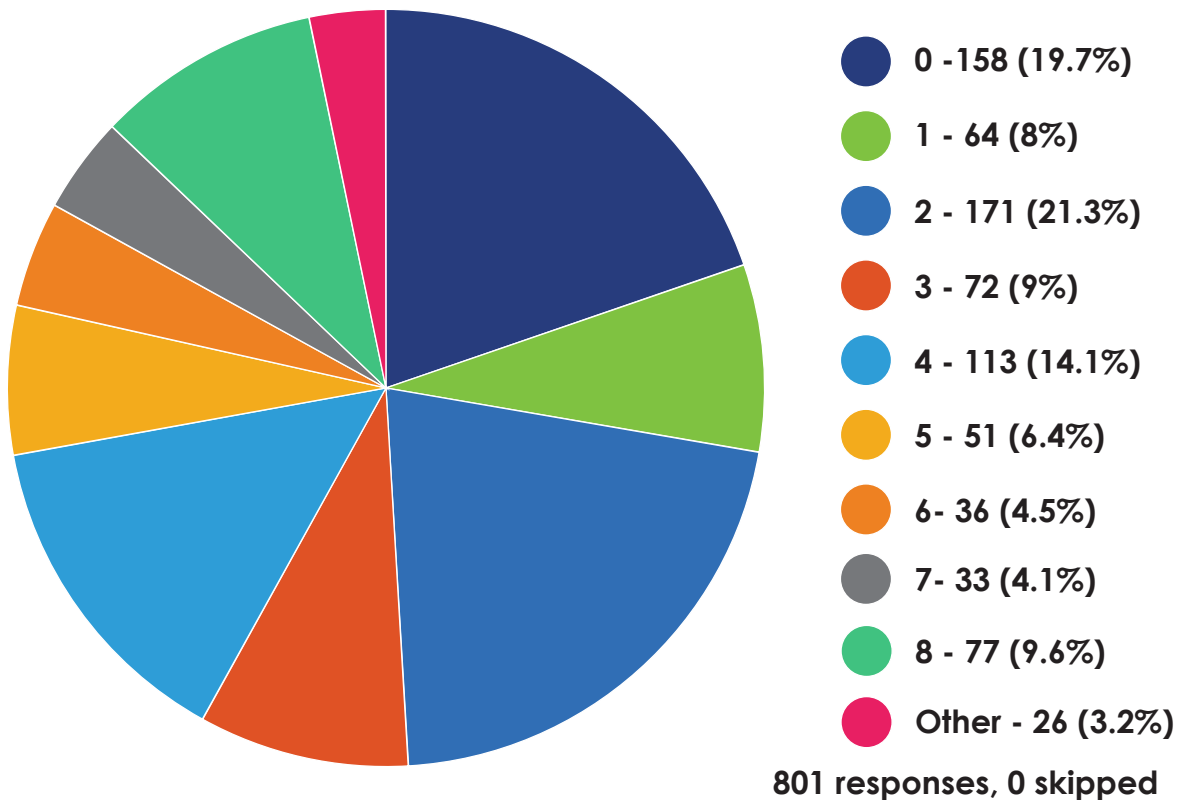
## 26. Thinking of all the trips you have taken in the last seven days within and outside of Innisfil, please select any of the following travel modes.



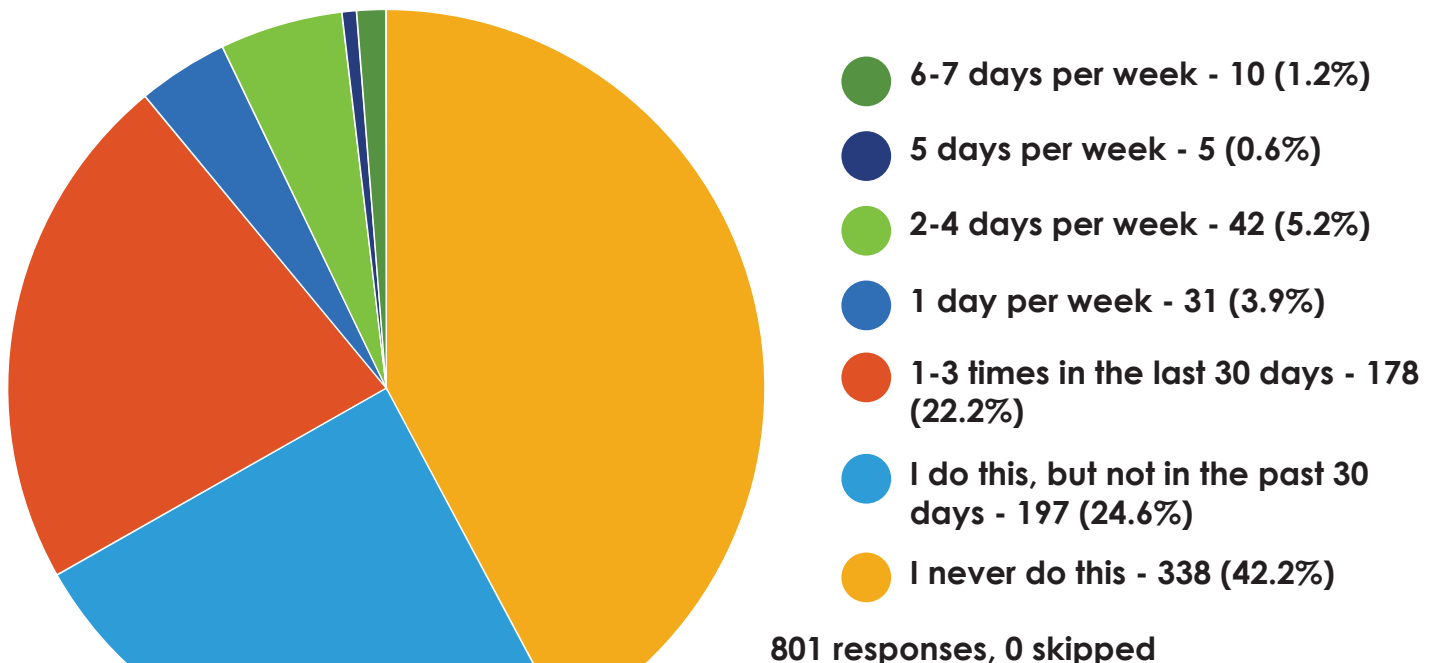
801 responses, 0 skipped



**27. How many distinct trips by any transportation mode for any trip purpose did you take on the last weekday within or outside Innisfil?**

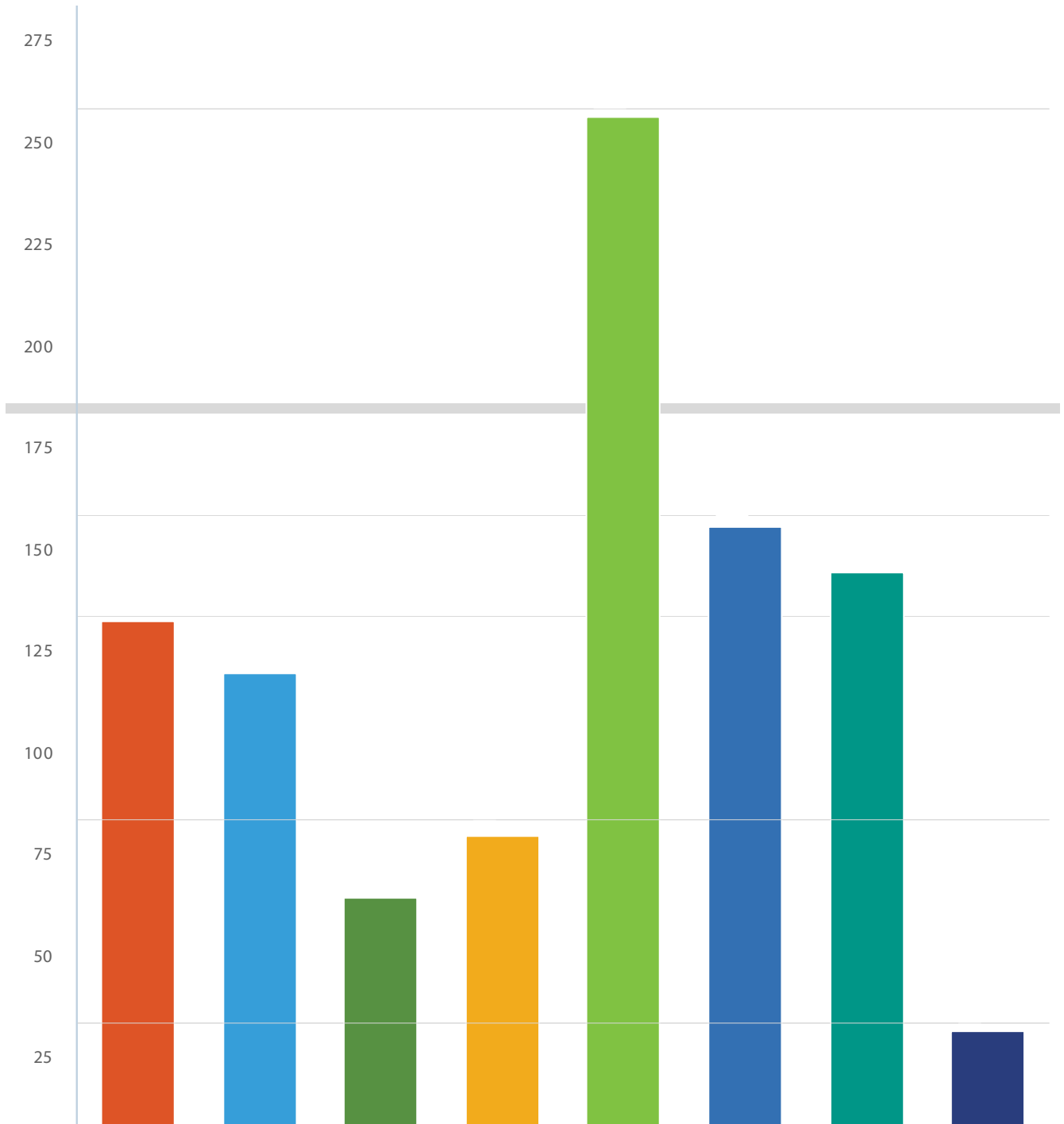


**28. Not including trips you've taken with Uber via Innisfil Transit, in the past 30 days, how often have you used ridesharing companies such as Uber or Lyft for any trip purposes within or outside Innisfil?**



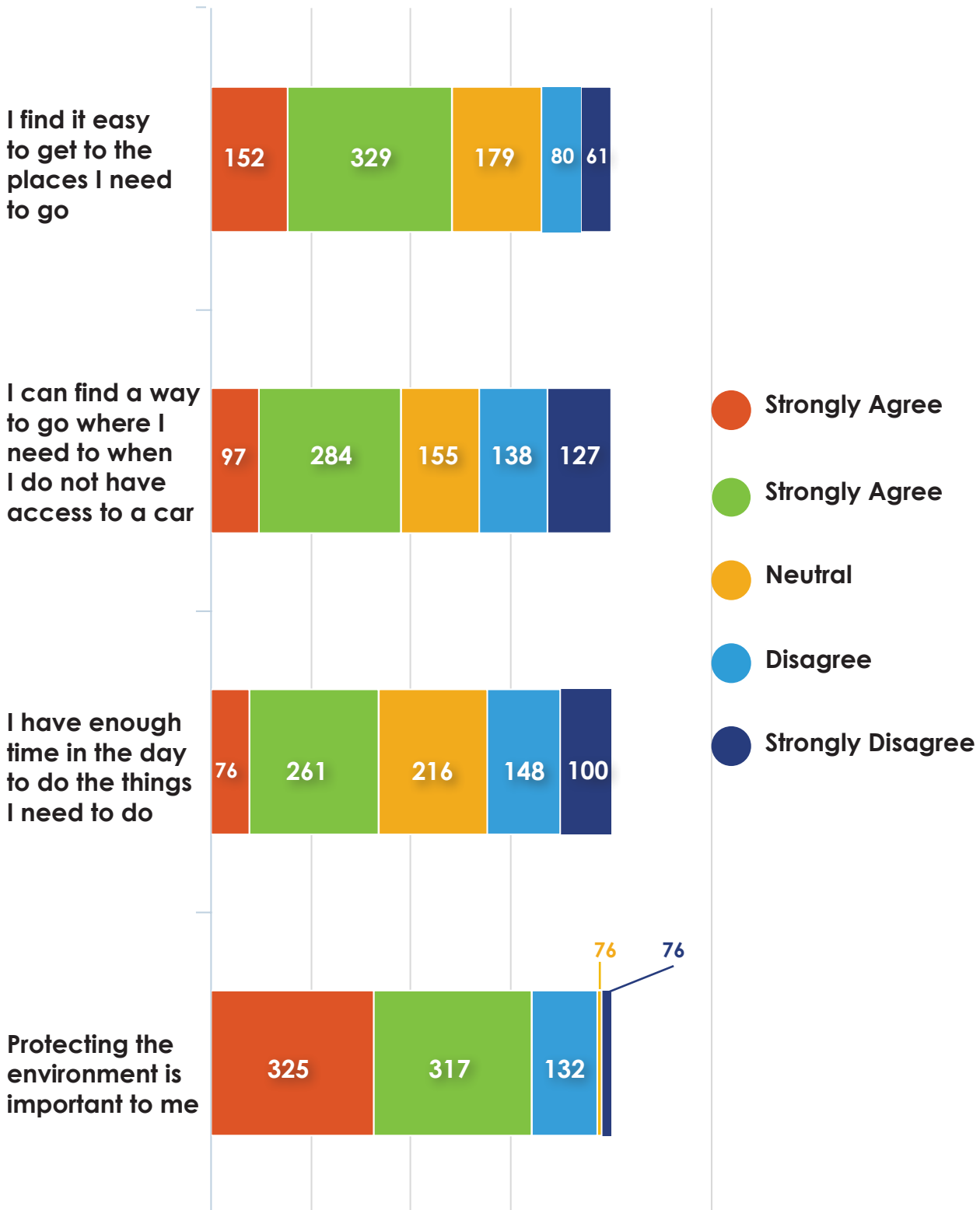
# For what purposes have you taken these ridesharing trips?

- Work - 124
- Medical Appointments - 71
- Visit friends/relatives - 136
- Shopping - 111
- Social - 246
- Other - 23
- School - 56
- Recreation - 147



464 responses, 337 skipped

## 29. Please indicate your level of agreement with the following statements.



## 30. What advice would you give to us to improve this model?

### Make it Faster & More Reliable - 104 Responses

- Consider those who work outside the 9-5 shift. We need 24 hour service, especially for those with rotating and weekend work schedules.
- Limit the amount of pooling trips. People need to get to their destinations without a ton of stopping. I was matched with someone going in the complete opposite direction so it took way longer.
- A guarantee of rides would be beneficial for appointments and work. I've missed my bus a couple of times, and it delays me by an hour.
- Speed up arrival times and make the wait time short again. Waiting for drivers is a huge inconvenience.

### Make it More Affordable - 81 Responses

- When there are no cars available, it forces me to use UBERX which is not fair when I should be able to rely on the Town's transit system.
- Include discounts for vulnerable populations such as seniors and teenagers. A lot of teens work at the Tanger mall and their shifts barely cover the cost of transit to get there.
- Please make it cheaper to get to further destinations like Cookstown and Sandycove, and include round-trip options.
- I don't want to pay full price for children under 12 years old. There should be a way to book seats for them without paying.

### Add More Subsidized Spots - 71 Responses

- This service needs to be expanded to cover all of Innisfil , right now it's over-serving Alcona.
- Please include a flat rate destination to the Cookstown area and Tanger Outlet Mall. From Big Bay Point to Cookstown is far too much.
- Consider the places that residents work, like RVH, Park Place, and the surrounding malls.
- Subsidize further key locations such as supermarkets and shopping plazas. It costs me more to get to No Frills than it does to get to Town Hall, even though it's a shorter distance.

**“Why does a trip to the Alcona Library from my house in Cookstown cost less than it does to the Tanger Outlet Mall down the road? Please make the Outlet Mall a Hub.”**

**- Innisfil Resident**

## Advice From Residents Continued...

### Include Larger Ride Share Vehicles - 71 Responses

- Keep UBER but incorporate a bus to Barrie once a week.
- Add a square route transportation model, from Innisfil Beach Road, to Yonge, to Mapleview, and back to 25th Sideroad and Innisfil Beach Road.
- Add a shuttle of some sort because it's always running and therefore more reliable.

**“Not everyone has a cellphone. I take my son to speech therapy at Rizzardo and book a trip through my tablet at home... but then how do we get home? There should be kiosks.”**

- Innisfil Resident

### Ensure Physical & Digital Accessibility - 38 Responses

- Keep seniors in mind and include the option for extra assistance when you select the vehicle. My mom is disabled and uses a walker to get around.
- I 'd like to indicate that I need a 4-wheel drive vehicle coming to my property.
- We need clear options for the blind and disabled. I think that the Library, YMCA, Town Hall, and Health Centre should all have kiosks to order a ride.
- Think about the use of walkers and scooters. We can't just rely on Barrie wheelchair vans that are mostly unavailable.
- Public transit should be universally accessible and available to those who don't have smartphones or credit cards, which is what UBER requires. I would be more likely to go to events, festivals, and Santa Claus parades if this was the case.

### Make it Safer, Especially for Kids - 29 Responses

- I want my children to feel independence, but I don't feel comfortable with them in a car with a stranger.
- It isn't realistic for mom's with young children who need car seats or strollers.
- Buses are easier because car seats and booster seats aren't required.

### Promote & Clarify the Current Service - 13 Responses

- Better outline flat rate destinations.
- More advertising is needed to educate and encourage riders. I don't think many people are aware of the option to book a ride by phone.
- Create incentives to get more UBER drivers and show comparisons in cost to other cities to show how it's working.