



STAFF REPORT EXECUTIVE SUMMARY

STAFF REPORT NO: DSR-052-20

DATE: April 22, 2020

To: Mayor, Deputy Mayor and Members of Council

From: Paul Pentikainen, Senior Policy Planner, Tim Cane, Director of Growth

Subject: Innisfil Transit - Update

EXECUTIVE SUMMARY:

This report provides an update on Innisfil Transit ridership in 2019 including survey results, information of current partnerships and a proposed new partnership, and a request to waive taxi licensing fees for 2020.

RECOMMENDATION:

1. That DSR-052-20 regarding Innisfil Transit – 2019 Results and Update dated April 22, 2020 be received; and
2. That the existing agreements with Uber (for general trips) and Barrie-Innisfil Taxi (for wheelchair accessible trips) be continued for one year as per the terms of each agreement; and
3. That the Town enter into a sole source agreement for one year with GoGo Technologies Inc. starting in May 2020 to provide a call-in service for residents to book Uber trips; and
4. That the Essential Trips Assistance Program be extended until no later than June 30, 2020 and that Staff be delegated authority to modify and/or extend the duration of this program for up to 60 days as deemed necessary (within the approved Innisfil Transit budget) to support residents as a result of COVID-19; and
5. That the Town's 2020 taxi licensing fees be waived for the taxi companies that operate in Innisfil; and
6. That the Town's 2021 taxi licensing fees not be payable until Staff reports back to Council by April 2021 with an update report for Innisfil Transit.



TOWN OF INNISFIL STAFF REPORT

Staff Report No.: DSR-052-20
Date: April 22, 2020
To: Mayor, Deputy Mayor and Members of Council
From: Tim Cane, Director of Growth
Subject: Innisfil Transit – 2019 Results and Update
Cross Reference: DSR-169-19; DSR-038-19; DSR-155-18; DSR-028-18; DSR-022-18; DSR-171-17; Aug. 9/17 Memo; DSR-042-17; DSR-079-16; DSR-143-15

RECOMMENDATION:

1. That DSR-052-20 regarding Innisfil Transit – 2019 Results and Update dated April 22, 2020 be received; and
2. That the existing agreements with Uber (for general trips) and Barrie-Innisfil Taxi (for wheelchair accessible trips) be continued for one year as per the terms of each agreement; and
3. That the Town enter into a sole source agreement for one year with GoGo Technologies Inc. starting in May 2020 to provide a call-in service for residents to book Uber trips; and
4. That the Essential Trips Assistance Program be extended until no later than June 30, 2020 and that Staff be delegated authority to modify and/or extend the duration of this program for up to 60 days as deemed necessary (within the approved Innisfil Transit budget) to support residents as a result of COVID-19; and
5. That the Town's 2020 taxi licensing fees be waived for the taxi companies that operate in Innisfil; and
6. That the Town's 2021 taxi licensing fees not be payable until Staff reports back to Council by April 2021 with an update report for Innisfil Transit.

BACKGROUND:

Innisfil Transit, which includes the Town's partnerships with Uber (for general trips) and Barrie Taxi (for accessible trips), was launched on May 15, 2017. This was after Council's approval of DSR-042-17 on March 15, 2017. Since this time, the Town has received significant recognition for this initiative, which is summarized in Attachment 1.

In addition to addressing immediate transit needs, one of the main purposes of the Innisfil Transit ridesharing service is to understand ridership needs in Innisfil and to see how the

service is being used. This information will help improve the service and support the Town's place making goals to improve our sense of place.

What is the current fare to use the service?

The Innisfil Transit service is available 24 hours a day/7 days a week. There are two different types of trips that can be taken either using the Uber service (for general trips) or Barrie Taxi service (for wheelchair accessible trips):

- 1) Key Destination Request: When a trip is booked from within Innisfil to one of the following destinations, as of April 1, 2019, the passenger has paid \$4-\$6 (one-way):
 - \$4 for each trip to/from Innisfil Recreational Complex/Town Hall area
 - \$4 for each trip/to from Innisfil Food Bank
 - \$5 for each trip to/from GO bus stops along Yonge St
 - \$6 for each trip to/from Barrie South GO train station
 - \$6 for each trip to/from Innisfil Heights Employment Area
- 2) Custom Destination Request: As of April 1, 2019, a \$4 discount has applied to other trips within Innisfil boundaries that are not going to/from the above flat fare destinations.

Furthermore, on October 22, 2019, Council approved the Fair Transit Program to help remove financial barriers to transit for low income households in Innisfil. Eligible households receive 50% off all rides, are exempt from the 'soft' 30 ride cap limit per month, and receive 2 free return trips per month from the Innisfil Food Bank. Thus far, 9 residents have been eligible for this program.

As an additional measure to provide support to residents during the COVID-19 pandemic, the Essential Trips Assistance Program has been in place since March 20, 2020. This program has provided riders with a \$20 voucher that can be redeemed towards any Innisfil Transit trips, in addition to a voucher that provides 2 free return trips from grocery stores, pharmacies, the Food Bank and the Rizzardo Health and Wellness Centre in Innisfil. As of April 14, a total of 104 trips have been taken through this program.

Both the Fair Transit Program and the Essential Trips Assistance Program are examples of how the unique Innisfil Transit service can be quickly tailored to meet specific and evolving community needs.

What do residents think of the service? How is it impacting their quality of life?

An online Transit Survey was available from November 6, 2019 to January 31, 2020. The purpose of the survey was to receive community feedback on Innisfil Transit and to understand how residents are using the service, if they have any concerns/issues and how the service could be improved in future implementation stages. Since a survey with similar questions was also undertaken in both 2017 and 2018, this allows for comparison of trends in public feedback.

Through a research partnership with the TransForm lab at Ryerson University, an added purpose for this year's survey was to better understand the social impact of the service and how it may be affecting resident's quality of life. As such, the survey questions were structured to provide more detailed information regarding household characteristics, demographics, employment, and income. There were questions on the survey to also help assess whether the

current demand-based service is providing a greater Town-wide benefit than the bus route that was initially considered in 2015.

There were a total of 801 responses to the survey, which is a substantial increase from 175 responses in both 2018 and 2017. Attachment 2 provides an overview of the survey results, while the quantitative results are illustrated in the graphs found in Attachment 3.

While some of the findings from Ryerson’s assessment are identified within Attachment 2, a link to the entire final report from the first phase of Ryerson’s assessment is found as Attachment 4 to this report. The next phase of Ryerson’s research will provide further assessment based on aggregated and anonymized trip information provided from Uber. This additional assessment by Ryerson is still forthcoming and will be reported to Council when available later in 2020.

Overall, over 70% of users are ‘Happy’ or ‘Very Happy’ with the Innisfil Transit service, while the additional assessment by Ryerson is further suggesting that the service “appears to deliver significant benefits to Innisfil residents.”

2019 Innisfil Transit Results

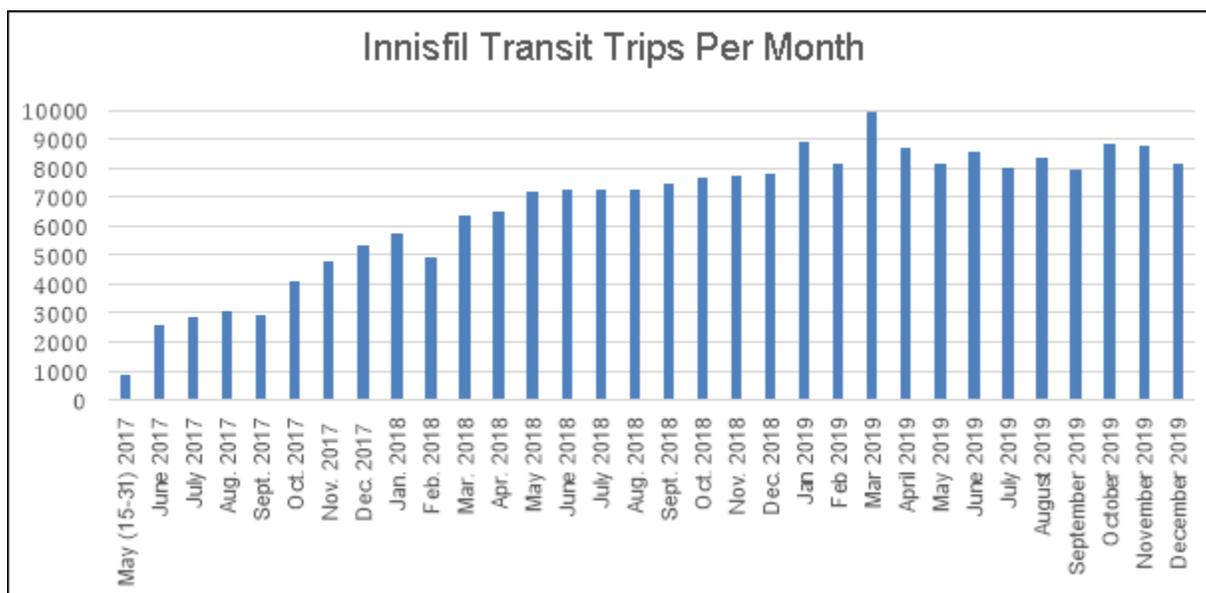
The following table provides highlights of the Town’s ridesharing transit service results since it was launched in May 2017. Overall, during 2019, a total of 102,487 Uber trips were taken, while there were 11 wheelchair accessible trips taken through Barrie-Innisfil Taxi (this low number indicates that people with accessible needs may also be choosing to use the Uber service if they can be transferred in and out of their mobility device, or they may be using the accessible service provided by the Canadian Red Cross). When added to the trips taken in 2017 and 2018, this means that over 215,000 Innisfil Transit trips have been taken since the service was launched.

	2017 (May 15-Dec)	2018 (Jan-Dec)	2019 (Jan-Dec)
Trips	26,688	85,943	102,487
Subsidy	\$150K	\$645K	\$846K
Riders	3,493	5,749	9,500
Drivers	1,393	2,203	4,500
Match Rate	17%	31%	33%
Wait Time	9:10 mins	6:10 mins	4:36 mins
Completion Rate	71%	87%	84%

Overall, the results in this table are reflecting the success and popularity of the Innisfil Transit service, which is also why the Town’s gross subsidy (the unpaid portion of the Uber trips) increased to about \$846,000 in 2019. Furthermore, the ridesharing match rate (when 2 or more trips are matched) has increased, and has averaged nearly 50% since the trip confirmation wait time was increased to 5 minutes in November 2019 (Note: Innisfil Transit trips have not been ‘matched’ (i.e. carpooled) since March 17, 2020 due to COVID-19). The trip completion rate (% of requested trips that are completed) has also remained high, while the average wait time continues to trend downwards as the average wait time was under 5 minutes in 2019 (Note: the 5 minute trip confirmation wait time would be in addition to this average wait time). These trends are reflecting both the efficiency and reliability of the Innisfil Transit service.

As shown in the following graph, the number of trips has increased from a monthly average of nearly 3,000 trips from June to September in 2017, to a monthly average of about 8,500 trips in

2019. After a high of nearly 10,000 trips was reached in March 2019, there was an average of about 8,400 trips taken each month from April to December in 2019. This stabilization in the monthly growth rate of trips was the result of the monthly trip limit and fare changes that took effect in April 2019. Though not shown on the graph below, while there was an average number of 8,000 trips in both January and February of 2020, trip levels decreased by about 75% towards the end of March 2020 and have remained at that level into April 2020. A decrease in ridership has been experienced by all transit systems across the world due to COVID-19.



The following identifies the total number of trips in 2019 to/from each of the flat fee destinations:

- Barrie South GO Station (13,595 pickups; 12,483 drop-offs – 25% of total 2019 trips)
- Innisfil Recreational Complex (6,344 pickups; 6,118 drop-offs – 12% of total)
- Alcona Lakeshore Library (5,159 pickups; 5,380 drop-offs – 10% of total)
- Innisfil GO Bus Stops (3,606 pickups; 3,162 drop-offs – 7% of total)
- Innisfil Heights Employment Area (3,199 pickups; 3,638 drop-offs – 7% of total)
- South Innisfil (Lefroy) Community Centre (435 pickups; 503 drop-offs – 1% of total)
- Innisfil Food Bank (89 pickups; 136 drop-offs – 0.2% of total)

The peak hours for Innisfil Transit trips in 2019 are as follows:

- Weekdays 2-6PM: 23% of trips
- Weekdays 6-9AM: 10% of trips
- Fridays 4-10PM: 6% of trips
- Weekends 10PM-2AM: 8% of trips

Though about one third (33%) of all Innisfil Transit trips are taken during the traditional commuting times of weekday mornings and evenings, a combined 14% of all trips are taken during Friday evenings and late at night on weekends. Since trips during these times represent almost half of all trips, this also indicates that the remaining half of Innisfil Transit trips are taken for various purposes at all other times throughout the day. This reflects the benefits of being able to provide a demand-based transit service that is available 24 hours a day, 7 days a week.

ANALYSIS/CONSIDERATION:

Continue Partnerships with Uber and Barrie-Innisfil Taxi

As already noted, the Town's partnerships with Uber (for general trips) and Barrie-Innisfil Taxi (for wheelchair accessible trips) have been in place since May 15, 2017 to deliver the Innisfil Transit service. Based on the positive results and the relatively high level of community satisfaction received regarding the Innisfil Transit service, Staff is recommending that the partnerships with both Uber and Barrie-Innisfil taxi be renewed for an additional 1-year term as per the provisions of each agreement. These partnerships allow for the Town to cost-effectively provide a dynamic, on-demand transit service across all of Innisfil. Through the delivery of both the Fair Transit and Essential Trips Assistance programs, this also shows how Innisfil Transit can be quickly customized to meet specific community needs.

Enter into Partnership with GoGo Technologies for Call-In Service

For residents that do not have a smartphone or the ability to request their own trips, Staff have booked trips on their behalf using the Uber Central platform. This service has been available Monday to Friday during regular office hours from 8:30am-4:30pm. A total of 79 residents (primarily seniors) have been registered and 1103 trips were booked by Customer Service for this service in 2019, an increase from 467 trips in 2018 and 203 trips in 2017. Computers have also been available at the Town Hall and libraries for individuals to log into their Uber account to book their trip.

However, in implementing the call-in service in its current form, Staff have encountered several challenges and shortcomings. Particularly, it requires a significant amount of Staff time to first receive calls and book trips for residents, and then to prepare invoices in order to 'bill back' residents for the trips they have taken. Furthermore, Staff have experienced significant difficulties in receiving payment from several residents and this has required additional Staff time and costs. Another shortcoming is that the current service has also only been available during office hours, and residents without smartphones have been unable to take trips outside of these times such as during evenings and on weekends.

In order to address the challenges and shortcomings of the existing call-in service, Staff is recommending that the Town enter into a sole source partnership with GoGo Technologies (GoGo Grandparent) on a 1-year trial basis. This company satisfies the requirements for a sole source partnership as they are the only company that provides a call-in service with billing integration specifically for Uber trips.

Through this partnership, the Town would confirm registered residents to GoGo in accordance with MFIPPA requirements. These residents would then provide their payment information to GoGo (via credit card, debit-credit card, pre-paid credit card or Uber gift card) and book Uber trips by calling the GoGo service directly. This service will be available 24 hours a day, 7 days a week and the Town would no longer book and collect payment for Uber trips. This will help alleviate a significant amount of Staff time from the Customer Service, Finance and Planning teams. Additional information and FAQ's on the GoGo service can be found through their website – www.gogograndparent.com.

Extend Essential Trips Assistance Program

As an additional measure to provide support to residents during the COVID-19 pandemic, the Essential Trips Assistance Program has been in place since March 20, 2020. This program has

provided riders with a \$20 voucher that can be redeemed towards any Innisfil Transit trips, in addition to a voucher that has provided 2 free return trips from grocery stores, pharmacies, the Food Bank and the Rizzardo Health and Wellness Centre in Innisfil. As of April 14, a total of 104 trips have been taken through this program.

Staff is recommending that this program be extended until no later than June 30 to align with the tentative end date of other COVID-19 assistance programs such as property tax deferral currently being offered by the Town. The \$20 voucher as well as the 2 free return trips to the specified locations would be provided for each month in May and June.

Other Supporting Initiatives

To assist with the continued implementation of Innisfil Transit, Staff will continue to undertake a number of other initiatives to support the effectiveness of the service:

- Uber gift cards available for sale at Town Hall
In response to comments from those unable to use the Uber app without a credit card, Uber gift cards have been available for purchase for \$25 or \$50 from the Town Hall front desk. These gift cards can be loaded onto an individual's Uber account instead of a credit card and can also be used as a payment method through the GoGo call-in service that Staff is proposing.
- Innisfil Transit Survey
Staff will again survey residents towards the end of 2020 to receive feedback on the Innisfil Transit service.
- Community Engagement
Upon approval of the partnership with GoGo technologies, Staff will provide materials to communicate this program to seniors as well as others that may not have smartphones. Staff will also continue to work with Uber to communicate any changes with Innisfil Transit to residents directly within the Uber app. As needed, Staff will also continue to update the Innisfil Transit brochure for distribution in the community.

OPTIONS/ALTERNATIVES:

Council can adopt the recommendations of this report, or request that Staff make/consider additional changes to Innisfil Transit.

FINANCIAL CONSIDERATION:

Innisfil Transit and COVID-19 Impact

The Town's total 2019 subsidy for Innisfil Transit trips of about \$846,000 stayed within the Council approved budget. This is because of the fare changes approved by Council (i.e. \$1 increase and 30 trip limit) that took effect in April 2019 and operational changes (e.g. 5 minute trip confirmation wait time) that were implemented to increase ride sharing for a more cost efficient service.

With the Town receiving an increased amount of Provincial Gas Tax funds (\$355,738) for 2020 (from \$318,000 in 2019), this means that there would potentially be increased funding available for Innisfil Transit trips in 2020. However, as already noted earlier in this report, the impacts of COVID-19 have resulted in Innisfil Transit trips decreasing by about 75%. This means that the

Town's average monthly trip subsidy could decrease from about \$70,000 to approximately \$20,000 for each month that trips remain at this level during the COVID-19 pandemic. This is a clear benefit of the Town's current demand-based transit service that provides a subsidy on a per-trip basis, as opposed to a traditional transit system that has fixed operational and maintenance costs that will not decrease along with lower ridership.

Furthermore, though the longer term budget outlook for Innisfil Transit will be considered further through the 2021/22 budget process, since average monthly ridership has been stabilizing and operational changes have been made to find cost efficiencies, Staff does not anticipate that a significant increase in budget for 2021 and 2022 will be needed to maintain current service levels of Innisfil Transit. However, this could change should the Town's allocation from Provincial Gas Tax funds be reduced.

It should also again be noted that although these Innisfil Transit costs are starting to exceed what was forecast for the 1-bus or 2-bus route options in the Town's Transit Feasibility Study prepared in 2015, the ridesharing transit system is able to provide convenient door-to-door coverage across the entire Town. In contrast, a bus service would only provide access to those within walking distance of the bus stops along the route. Staff have previously calculated that it could cost several millions of dollars each year for a comparable level of door-to-door coverage across the entire Town using a traditional bus service.

Essential Trips Assistance Program

The 104 trips provided through the Essential Trips Assistance Program during the initial period from March 20 to April 14 have cost the Town about \$600. As such, a similar level of trips until June 30 would result in a total cost of approximately \$2000. This amount can be absorbed within the overall Innisfil Transit budget as a result of decreased ridership due to COVID-19.

Call-In Service

In addition to the Town's regular trip subsidy, an additional fee of \$0.27 per trip minute as well as \$1.50 per month for each active rider would also be charged through a partnership with GoGo Technologies. For example, in a typical month where about 100 trips have been booked using the Town's existing call-in service (note that only 25 'call-in' trips have been booked from March 15 to April 15), with each trip averaging about 10 minutes, this means that the Town would be paying an additional \$270 for these trips each month. In addition, in a typical month where there have been approximately 15 active users of the Town's call-in service, this would result in an additional cost of about \$22.50 per month. Overall, the Town's additional costs for the Uber trips through the call-in service would be about \$300 in a typical month. This estimated additional cost would likely be closer to about \$50-100 per month as long as ridership is suppressed due to the COVID-19 pandemic.

However, while this amount can be absorbed within the overall Innisfil Transit budget, it would represent a cost savings from the current call-in service, since Staff time would no longer be needed to book Uber trips and prepare invoices to 'bill back' residents. Furthermore, this provides a significant enhancement in the service to users as they will now be able to book trips 24 hours a day / 7 days a week.

Waiving Taxi Licensing Fees

Waiving the 2020 taxi licensing fees represents a cost of about \$5,150. The Town's Community Development Standards Branch (CDSB) administers the Town's taxi licensing program and has

indicated that this amount can be absorbed through revenues that CDSB receives in their overall operating budget.

LOCAL IMPACT:

The Innisfil Transit service is available across the entire Town and therefore potentially impacts every resident of Innisfil. Users of Innisfil Transit will be most directly impacted, particularly those benefitting from the Essential Trips Assistance Program during the COVID-19 pandemic, as well as users of the enhanced call-in service.

CONCLUSION:

Overall, Staff is very satisfied with the results of Innisfil Transit and looks forward to its continued implementation. The Town's transit partnerships to implement a dynamic and flexible, demand-responsive transit service have captured significant media attention, award recognition and interest from communities across the world.

The partnerships with Uber and Barrie-Innisfil Taxi have provided a convenient door-to-door service that is available to all people in Innisfil. The results of Innisfil Transit are confirming that the cost of a fixed-route bus system to service all of Innisfil would have been far greater and a less convenient option than through the current ridesharing transit service. Staff looks forward to the new partnership with GoGo Technologies to provide an enhanced ability for seniors and those without smartphones to book Uber trips and remain mobile in the community.

Furthermore, the responses to the Town's Transit Survey show that the majority of users have a strong level of satisfaction in using the ridesharing transit service and the analysis by Ryerson is further indicating that Innisfil Transit "appears to deliver significant benefits to Innisfil residents."

Staff will keep Council updated as any further changes are considered to the Essential Trips Assistance Program or other measures to assist residents during the COVID-19 pandemic. A comprehensive report on the final 2020 results will also be presented to Council by Q2 of 2021. Staff is committed to finding cost efficiencies while continuing to improve the quality of the service based on learnings from previous stages of Innisfil Transit.

PREPARED BY:

Paul Pentikainen, Senior Policy Planner

APPROVED BY:

Tim Cane, Director of Growth
Mary Nordstrom, Manager of Land Use Planning

Attachments:

1. Town Recognition
2. What do residents think of Innisfil Transit? How is it impacting their quality of life?
3. Link to 2019 Innisfil Transit Survey Results -
<https://www.getinvolvedinnisfil.ca/6628/widgets/25699/documents/32402/download>
4. Link to Final Report: Innisfil Transit and Social Impacts, Prepared by Ryerson University (TransForm) -
<https://www.getinvolvedinnisfil.ca/6628/widgets/25699/documents/32401/download>

Attachment 1

Town Recognition

As Council is aware, the Town has received significant recognition for its Innisfil Transit service. This recognition is summarized here in Attachment 1.

This recognition has included the Town receiving the following awards:

- 2018 Robert Havlick Award from the Alliance for Innovation based in the United States;
- 2018 E.A. Danby Award from the AMCTO (Association of Municipal Managers, Clerks and Treasurers of Ontario)
- 2018 Peter J. Marshall Award from the AMO (Association of Municipalities Ontario); and
- Named among Top 10 Municipal Innovators in Canada by the FCM in 2018 (Federation of Canadian Municipalities)

Town Staff have also spoken at several conferences and events regarding Innisfil Transit and this has been helpful in networking and promoting Innisfil's brand on a regional, national and international scale. Though not a complete list, these events where the CAO or Staff from either the Town's Planning, Economic Development, Operations or Finance teams have spoken have been organized by the following organizations:

- Ontario Professional Planners Institute (OPPI)
- Ontario Good Roads Association (OGRA)
- Alliance for Innovation
- Association of Municipalities Ontario (AMO)
- Federation of Canadian Municipalities (FCM)
- ACT Canada Sustainable Mobility Network
- Ontario Public Transit Association (OPTA)
- Metrolinx
- TEDx
- Rural Ontario Municipalities Association (ROMA)
- Government of Nova Scotia
- Canadian Urban Transit Research & Innovation Consortium (CUTRIC)
- Canada Urban Transit Association (CUTA)
- Infonex
- Municipal Finance Officers' Association of Ontario (MFOA)
- Association of Municipal Managers, Clerks and Treasurers of Ontario (AMCTO)
- Ontario Municipal Administrators' Association (OMAA)
- County of Simcoe
- Whitby Chamber of Commerce
- Peel Halton Local Employment Planning Council
- Tourism Industry Association of Ontario (TIAO)
- Economic Developers Council of Ontario (EDCO)
- Ontario Traffic Council (OTC)
- Urban Land Institute (ULI)

Though it has been beneficial for Staff to attend these events (e.g. the Town's partnership with Rover was initiated through the Town's participation at an event), Staff has been unable to

accept all invitations due to limited resources. Furthermore, though almost all events have occurred within Ontario, when events have occurred outside the Province within Canada (3 instances) or the United States (1 instance), Staff have usually had their conference registration fee and other travel/accommodation expenses covered by Uber or the conference organizer. This has also been the case for several of the events held within Ontario. While there have been fewer speaking/interview requests thus far in 2020, Staff continues to try to balance these requests to ensure they have minimal impact on resources and the ability to carry out regular Town business. To assist with this, a formal Corporate Policy may be considered.

Attachment 2

Overview – What do residents think of Innisfil Transit? How is it affecting their quality of life?

Question – How would you rate your satisfaction with Innisfil Transit?

Of respondents that had taken at least 1 transit trip, a total of 72% indicated that they were 'Happy' or 'Very Happy' with the Innisfil Transit service (a slight increase from 71% in 2018, but a decrease from 77% in 2017); 19% indicated they were neutral (the same as 19% in 2018, but an increase from 13% in 2017); while 10% were "Dissatisfied" or "Strongly Dissatisfied" (this remained the same as from 2018 and 2017).

A total of 55% of all respondents to this question (including those that had not taken a trip) indicated that they were "Strongly Satisfied" or "Satisfied" with the Innisfil Transit service (a decrease from 66% in 2018 and from 61% in 2017); 29% indicated they were "Neutral" (an increase from 19% in 2018 and 17% in 2017); while 16% indicated they were "Dissatisfied" or "Strongly Dissatisfied" (a slight increase from 15% in 2018, but a decrease from 21% in 2017).

Overall, these results are reflecting that the majority of users have a relatively high level of satisfaction with the Innisfil Transit service. This is further articulated in other survey responses where over 50% of Innisfil Transit users indicated that they 'Agree' or 'Strongly Agree' with the statements that "Innisfil Transit has improved my quality of life" and "Innisfil Transit has allowed me to be more independent".

Question – Why do you use Innisfil Transit?

In responding to this question, of users, 55% indicated they have used the service for 'Social' reasons; 37% have used the service for 'Recreation' reasons; 34% indicated they have used the service for "Work" (other survey responses further indicated that 24% of users would not be able to get to their job without Innisfil Transit); 27% have used the service for "Shopping"; 17% have used the service for "Medical Appointments"; and 15% had used the service for "School". These responses reflect the broad range of uses that residents have for Innisfil Transit.

Furthermore, through Ryerson's analysis into the survey results indicates that residents of all income levels are using Innisfil Transit, those with annual household incomes below \$100,000 are more likely to use the transit service for 'Medical Appointments', 'Work', 'School' and 'Shopping'. This led to the following finding within their report:

Results indicate that Innisfil Transit is expanding mobility for many users and filling a significant mobility gap for lower-income and lower-vehicle households – particularly for work trips. Innisfil Transit is likely to be used for a broader variety of trip purposes than Uber by itself. Innisfil Transit also appears to connect individuals with work opportunities, and it is significantly more likely to be used by individuals with household incomes under \$100,000 for work purposes. Likewise, Innisfil Transit appears to be significantly more likely to serve low-vehicle households in meeting work and shopping trips.

Question - *What do you like the most about this Innisfil Transit model?*

A number of comments were received as follows that reflect the generally high level of satisfaction that residents have with the Innisfil Transit service, in addition to their preference for this form of demand-based transit over a traditional bus system:

- *"It's innovative. Innisfil faces unique problems due to its sparse population. It's a breath of fresh air to know the town is pushing the envelope – something of which I am very proud of. Also, door to door service. Amazing!"*
- *"Fantastic concept. I use it some, but I LOVE it for others who do not have access to a car. Convenient for me and my guests who take the GO train."*
- *"Door to door. With a bus you still have to walk to the bus stop which is a pain carrying groceries etc especially in bad weather. Having a dependable and safe ride home if drinking."*
- *"I think that it's efficient and easy to use so I can pick up and go anytime and anywhere. If Innisfil transit were to go I'd be devastated."*
- *"Very convenient and an innovative way to keep costs down and therefore, our taxes."*

In addition to these comments, Staff have heard particularly heartwarming accounts of the direct impact the Town's initiative has had on enriching the well-being of individuals and their families. By providing an affordable and convenient door-to-door transit service, we have provided opportunities and independence, particularly to those such as youth and seniors without a driver's license or automobile. This service has provided these individuals with opportunities to access employment and other services that has improved their overall quality of life.

Furthermore, through our "call-in" service, we have heard firsthand the significant impact and level of independence that we have provided to the nearly 80 predominantly seniors that have been registered for the service. They have been able to attend to their medical appointments, go shopping and visit friends. When booking their trips (a total of 1103 trips were booked by Customer Service in 2019, an increase from 467 in 2018), Staff have been thanked numerous times for providing this service.

Question – *Select any concerns/issues you have with using Innisfil Transit.*

Of all respondents to this question on the survey, 35% noted 'Driver Availability' as their greatest concern/issue with Innisfil Transit, which was a decrease from 45% on the 2018 survey. 'Wait Time' (34%) and 'Cost' (31%) were the next highest identified concerns by respondents, which is consistent with the top three concerns that were indicated through both the 2017 and 2018 surveys.

However, the results to this question are somewhat at odds with the results to other questions on the survey, where residents have commented on the convenience, affordability and reliability of the service. Furthermore, as noted in the table below, average wait times decreased from 9:10 minutes in 2017, to 6:10 minutes for 2018 and even further to 4:36 minutes in 2019 (Note: an additional 5 minute trip confirmation was added in November 2019). Trip completion rates (the percentage of all trip requests that are fulfilled) also increased substantially from an average of 71% in 2017 to 87% in 2018, before slightly decreasing to an average of 84% in 2019. For comparison, a City of Barrie staff report dated May 5, 2014 refers to a 72% reliability rate (including on-time measure of within 5 min) for a period of Dec. 2013 to March 2015. As such, with over 4500 different Uber driver partners completing at least one Innisfil Transit trip,

these indicators are showing that the reliability of the service has actually improved since it was first launched in May 2017.

The majority of comments related to the 'Cost' concern indicated that the Town should consider more flat fare destinations so that using the service could be more affordable. However, adding flat fare destinations can have a significant budget impact (e.g. adding the Alcona Lakeshore Library as a flat fare destination resulted in a budget impact of nearly \$65,000 in 2018). Though Staff continues to explore partnerships to establish new flat fee destinations, Staff is not recommending that any be added at this time.

We also received comments on the survey from those that have been dissatisfied with the service, particularly from those that have not used the service because they may not have access to a smart phone or would prefer a bus service. Though the Town has been offering a 'call-in' service for residents without a smart phone since May 2017, some residents are not aware of this. However, Staff is excited about partnering with GoGo Technologies to be able to provide an enhanced level of call-in service to those that do not have a smartphone.

To address the comments from some residents who would prefer a bus service, Staff continue to explore ways to potentially incorporate 'fixed' routes into the Innisfil Transit service, particularly to align with the construction of the new Innisfil GO Station. However, a traditional bus service would not be able to provide the same level of service and convenience at the same cost across all of Innisfil as through the current demand-based ridesharing transit service. This statement is reflected in survey results where only 37% of respondents would have been willing to walk from their house to the bus route (from Alcona to Barrie South GO) initially considered in the 2015 Transit Feasibility Study. Furthermore, only 31% of survey respondents indicated that the hours of operation contemplated in the Transit Feasibility Study for the potential bus service (7am-7pm on weekdays and from 9am-5pm on Saturdays, with no service on Sundays) would have met their needs.