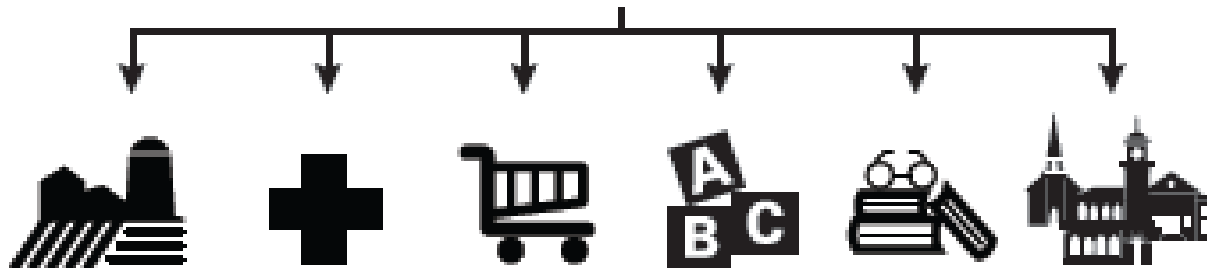




Muskoka
Extended Transit



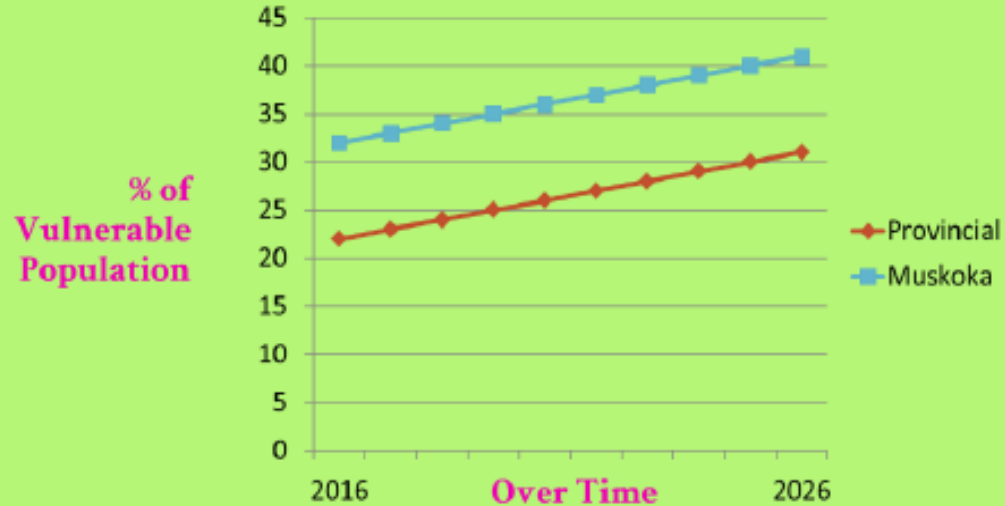
JANUARY 2017

R. WILLIAMS

CONTEXT TO THE PROPOSAL

- DEMOGRAPHIC AND ECONOMIC CHANGES
- PART OF A PHASED PLAN TO STRENGTHEN TRANSPORTATION SUPPORTS
- GOAL OF SUSTAINABILITY WITH LIMITED DIRECT TAX SUPPORT (DISTRICT AND AGENCIES PURCHASE TICKETS)
- USED A VARIETY OF PLANNING PROCESSES TO DESIGN AND MARKET THE INITIATIVE

Muskoka's Vulnerable Trends



Percentage	2016		2026	
	Muskoka	Province	Muskoka	Province
Seniors 65+	23	15	31	23
Additional Disability (<65)	4	4	4	3
Additional Poverty (<65)	5	4	6	5
	32	22	41	31

MUSKOKA, LIKE MOST RURAL AREAS, HAS A GROWING NUMBER OF SENIORS, DISABLED AND POOR.

MUSKOKA PLAN

(DEVELOPED 2008-11 THROUGH INTER-AGENCY AND COMMUNITY TRANSPORTATION PROVIDERS)

- ENHANCE LINKS BETWEEN TOWNS AND NEARBY CITIES
- ENHANCE LINKS FROM OUTSIDE TOWNS TO TOWNS THROUGH MIDDAY SCHOOL BUS CAPACITY
- ENHANCE AND COORDINATE VOLUNTEER DRIVER PROGRAMS
- CREATE MOBILITY SERVICE ENHANCEMENTS AND SUPPORTS (AODA 2025)

ENHANCE LINKS BETWEEN TOWNS AND NEARBY CITIES

- CORRIDOR 11 BUS (HUNTSVILLE – BRACEBRIDGE – GRAVENHURST – ORILLIA – BARRIE) BEGAN IN 2012 THROUGH A PRIVATE PROVIDER (HAMMOND TRANSPORTATION) AND DISTRICT OPERATING SUBSIDY
- STABLE RIDERSHIP GENERATES 70% OF OPERATING COSTS
- REDUCES DISTRICT OW/ODSP TRANSPORTATION COSTS
- HIGH USERS DIFFERENT FROM INITIAL EXPECTATIONS (COLLEGE/YOUTH MORE THAN HEALTH/SENIORS)

MUSKOKA EXTENDED TRANSIT (THE MET)

- 'COMMON WISDOM' OF SCHOOL BUS MIDDAY UTILIZATION
- TARGET WIDE RANGE OF PERSONS WHO NEED OR WOULD BENEFIT FROM MIDDAY TRANSPORTATION
- SENIORS, DISABLED, LOW INCOME, SINGLE CAR FAMILIES
- AGENCIES ALIGNING PROGRAM SCHEDULE TO MATCH BUS SCHEDULE

MET PLANNING INPUTS

- DEMOGRAPHIC ANALYSIS
- GIS MAPPING BY AGE
- STAKEHOLDER AGENCY CONSULTATION
- STAKEHOLDER POTENTIAL USER FORUMS
- ENSURE INITIATIVES ACROSS ALL THREE MAIN TOWNS (HUNTSVILLE, BRACEBRIDGE, GRAVENHURST) AND ALL 6 AREA MUNICIPALITIES

THE NUMBERS

- INITIALLY 8 ROUTES / ONCE PER WEEK - CURRENTLY REDUCED TO 6 ROUTES
- 40 WEEKS PARALLELING SCHOOL YEAR
- AVERAGE \$150/ROUTE/DAY CONTRACT BASED ON COST RECOVERY
- APPROXIMATELY \$40,000/YEAR BUS CONTRACT COSTS, PLUS \$15-20,000 MARKETING AND COORDINATION
- REASONABLE GOAL TO RECOVER 50% OF COSTS TO BE SUSTAINABLE. MUNICIPAL AND AGENCY SUPPORT FOR REMAINDER.
- THIS WOULD MEAN 15+ RIDERS PER ROUTE/PER DAY FOR SUSTAINABILITY