HURON COUNTY

# TRANSPORTATION DEMAND MANAGEMENT PLAN

Final Report

MMM GROUP

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# ACKNOWLEDGEMENTS

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# EXECUTIVE SUMMARY

In the spring of 2010, the Corporation of the County of Huron retained the MMM Group to develop a Transportation Demand Management (TDM) Plan and Strategy to address the unique transportation needs for the County and its local area municipalities. Transportation Demand Management (TDM) is a multi-faceted and multi modal approach used to reduce or redistribute transportation demand. Implementing such an approach can lead to increased efficiency and use of the available transportation infrastructure, through the implementation of strategies which influence travel behaviour and reduce reliance on the single-occupant vehicle. The goal of the TDM Plan and Strategy developed for the Corporation of the County of Huron was to review the travel needs of residents as well as visitors and employees, with the objective of identifying a suite of services, programs and delivery models. These services and programs would be used to respond to these needs and reduce the daily kilometers traveled by single-occupant vehicles by encouraging alternative travel modes. The Huron County TDM Plan outlines a suggested strategy through a number of proposed TDM recommendations and associated budgets for each. The cost associated with implementation of the Plan will be determined by which programs, initiatives and recommendations County staff and Council select to proceed with. In addition, they will also be dependent on available funding allocated by Council as well as existing partnership funding from both the private sector and / or other levels of government.

Several key areas for TDM initiative development were identified leading to the proposition of 28 TDM strategies through a number of consultation venues undertaken. Of these proposed recommendations and initiatives, there are ten general TDM strategies, three Active Transportation TDM strategies, four shuttle bus service TDM strategies, two taxi services TDM strategies, three transit service TDM strategies, five vanpool / carpool service TDM strategies and one air / rail TDM strategy. The TDM Strategy also proposes the exploration and possible implementation of five TDM pilot programs in the Huron County TDM Plan. Implementation timelines, public outreach opportunities, the proposed budget and potential partnerships have been identified for each recommendation and pilot project and are summarized in Chapter 3, tables 3-1 through to 3-7. For those recommendations and initiatives which are ultimately chosen for implementation, we have proposed implementation and maintenance strategies for future consideration.

The 28 recommendations and five pilot projects were developed and are responses to the current needs, issues and priorities of Huron County along with experiences from other municipalities throughout Canada which are currently targeting similar goals. It is not expected that all proposed recommendations will be implemented as the needs, issues and priorities for Huron County will change with time. Therefore, the TDM Plan will need to evolve and be updated to respond to these changes and opportunities over time. It is also important to note that all future decisions will be based on available funding opportunities to be discussed at a later date. As such, the proposed strategy is

meant to be a starting point from which TDM related efforts both at the County and local level can build upon. The plan is intended to be a guide for the County and its partners to take steps towards improving and expanding the number of sustainable transportation options and to promote these initiatives and pilot programs as a benefit to Huron County's economy, environment, and safety as well as decrease the number of single occupant vehicles on the road over time.

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# 1.0 STUDY BACKGROUND & INFORMATION

In the spring of 2010, the Corporation of the County of Huron retained the MMM Group to develop a Transportation Demand Management (TDM) Plan and Strategy to address the unique transportation needs for the County and its local area municipalities. In addition to the TDM strategy developed for the County, outreach, leadership, marketing, partnership, implementation and maintenance strategies and approaches have also been developed for consideration when implementing the Plan and its proposed initiatives. The preparation of this Plan was one of the key initiatives identified by the County's Transportation Task Force, which recently completed their assessment of transportation opportunities and needs throughout the County.

The purpose of the plan was to assess the travel needs of residents with the objective of identifying a suite of services, programs and delivery models that could respond to these needs and reduce the daily kilometers traveled by single-occupant vehicles by encouraging alternative travel modes. An analysis of the existing TDM related conditions within the County of Huron as well as the proposed TDM recommendations, pilot programs and initiatives will be outlined in further detail in Chapters 2 and 3 of the study.

The following sections provide an overall understanding of what Transportation Demand Management is, the benefits of implementing TDM programming and initiatives as well as existing case studies throughout Canada and a detailed documentation of the current state of TDM in the County of Huron.

## 1.1 What is Transportation Demand Management?

In order to create a greater understanding of what the County wishes to achieve, the following sections provide detailed information on the definition of TDM, and ways in which to successfully implement such programs. The existing conditions of transportation, demographics and geography throughout the County are discussed in detail. In addition, examples of Best TDM Practices throughout Canada and internationally are provided. These have provided a base knowledge and understanding of the potential success of TDM programs and initiatives throughout Huron County.

### 1.1.1 Definition

By definition, Transportation Demand Management (TDM) is a multi-faceted and multi modal approach used to reduce or redistribute transportation demand. This increases the efficiency and use of the available transportation infrastructure, through the implementation of strategies which influence travel behaviour and reduce reliance on the single-occupant vehicle.

In many situations these goals can be accomplished by encouraging a shift in travel mode to carpooling or active transportation which will facilitate a reduction in vehicle trips. This can also be achieved through telework, the use of shuttle services and coordinated shuttle programs, online shopping or electronic communication, or encouraging more efficient driving through shopping locally, trip chaining, and scheduling trips outside of peak travel periods. Key elements of TDM plans are promotion and outreach, travel incentives and disincentives, better travel options and partnership options; these need to be supported by education, outreach, and investment strategies as well as potential performance measures to maximize the success of the program.

### 1.1.2 Benefits of TDM

There are a number of benefits to the County that can be achieved through the implementation of a TDM strategy. These can be categorized into three different areas, community, business and visitor benefits. The potential benefits associated with each are as follows:

#### Community Benefits

- Increased individual as well as community cost saving;
- Increased community health by removing people from their cars to explore the neighbourhood and community;
- Decreased stress levels due to less congestion and exposure to traffic;
- Reduced greenhouse gas emissions and air pollution, resulting in a healthier environment; and
- Fewer cars on the roads and decreased maintenance costs prolonging the life of the road network and increasing the efficiency of the use of infrastructure.

#### Business Benefits

- Reduced employee stress levels with increased use of alternative transportation modes;
- Fewer drivers leads to fewer parking spaces required due to a decrease in the number of people parking;
- Increased number of community leader involvement and positive publicity in TDM as companies implement TDM strategies; and
- The ability to attract new employees by implementing TDM initiatives to attract new hires and generate a competitive advantage.

#### Visitor Benefits

- The enjoyment of a pedestrian-friendly environment with a walkable community;

- Increased  parking availability due to less parking taken up by employees and residents; and
- Facilitating a more welcoming and stronger sense of community through increased interaction with residents as well as tourists.

In addition to the general benefits outlined above, there are also specific benefits to the County of Huron which can be achieved through the implementation of the proposed TDM initiatives and programming. These include but are not limited to:

- Improved mobility for the aging population;
- Improved health for residents by cycling or walking for recreational and utilitarian purposes;
- Energy conservation based on reduced reliance on cars and oil;
- Improved mobility for youth, low income population and non-drivers;
- More pedestrian, cycling and transit-oriented neighbourhoods;
- Decreased number of single occupant vehicles on the road;
- Increased connectivity between municipal and throughout the County;
- Improved accessibility and options for those with disabilities; and
- The creation of more sustainable transportation options.

Each of the benefits identified are instrumental in increasing the liveability of the County and its local municipalities. Creating more liveable communities will have additional downstream benefits – it will assist in retention of young professionals, and increased attractiveness will assist in generating additional commercial activity from tourism.

### 1.1.3 TDM Strategies across Canada

The concept of public transit and transportation demand management in small and rural communities is markedly different than in larger urban centres. Individuals in these communities have much different travel needs, and because of the absence of large and concentrated populated areas traditional approaches to public transit and transportation demand management are not appropriate, practical, or economically feasible. Also, in rural areas non-drivers can experience significant isolation because these areas are highly automobile dependent. Strategies that improve affordable transportation options for non-drivers can provide significant benefits in the community.

Due to the low population densities in communities like Huron County, most trips are made by the private automobile and there is a relatively low demand for alternate modes of transportation such as ridesharing and transit. Through the Transportation Task Force, Huron County has expressed a desire for more sustainable forms of transportation, as well as greater accessibility for the residents of the County.

In order to begin to develop strategies and policies relating to transportation demand management in Huron County, a high level best practices review of policy development and select case studies was conducted. **Table 1-1** presents a set of best practice case studies that have been identified. These case studies contributed to the development of potential programs and themes and will contribute to the development of the Transportation Demand Management Program.

**Table 1-1: Best Practices Inventory**

| Rural Transportation Project | Project Location | Project Type | Description |
|---|---|---|---|
| **Rabbit Transit http://www.rabbittransit.org/** | York, Pennsylvania | Rural Transit Program | • Developed partnerships with local employers<br>• Established shuttle routes for employees and members of the public |
| **OC Transpo http://www.octranspo1.com/splash** | City of Ottawa (Post Amalgamation) | Rural Transit Program | • Eight transit routes that services twelve small communities with total population of 84,500<br>• Routes operate in peak hours, with some routes averaging ridership as small as 35 riders<br>• Rural express bus passes offered<br>• Developed partnerships with local bus companies and other municipalities to offer rural partner routes |
| **Metrolinx-Smart Commute http://www.smartcommute.ca/en/home** | Greater Toronto and Hamilton Area (GTHA) | Transportation Demand Management Coordination Service | • Smart Commute became a program of Metrolinx (an agency of the Government of Ontario), with support of local municipalities on January 1, 2008.<br>• Metrolinx initiative which helps local employers and commuters explore different commute choices like |

| Rural Transportation Project | Project Location | Project Type | Description |
|---|---|---|---|
| | | | carpooling, cycling and transit<br>• Programs Include:<br>  • Carpooling and vanpooling: exclusive ridematching programs for employers;<br>  • Site assessments and surveys to understand employee commute behaviour;<br>  • Shuttle programs;<br>  • Emergency Ride Programs;<br>  • Employee work arrangement solutions: telework, compressed work weeks and flex hours, workshops, lunch and learns and seminars; and<br>  • Clean Air Commute and other fun events. |
| | Halifax Regional Municipality | Shuttle Program | • Organizes a group of local commuters who live on a common route with similar work hours<br>• Shuttles also travel to university campuses and medical facilities |
| **Vertigogo** | Val-Morin Quebec | Ride Matching Program | • The Program is a web-based ride matching service that matches people going to the same place from the same place with rides |
| **Co-Operative Auto Network (CAN) http://www.cooperativeauto.net/** | Greater Vancouver Regional District | Car Sharing | • Program offers automobile sharing for 19 communities with the smallest being 2,000 residents<br>• Since 2007, up to 50% of people who have joined the program sold or donated their car. |
| **Roaring Fork Transportation Authority http://www.rfta.com/** | Colorado, United States (firs rural transportation authority) | Active Transportation | • The transportation authority purchased defunct rail lines |

| Rural Transportation Project | Project Location | Project Type | Description |
|---|---|---|---|
| | | | and transformed them into recreational trails.<br>• 53km of continuous trail that is completely protected from traffic. |
| **Whistler and Valley Express (WAVE) http://www.busonline.ca/regions/whi/?** | Whistler, British Columbia | Tourism Transportation | • A local transit service that provides free shuttles throughout the tourist areas |

## 1.2 Transportation Demand Management in Huron County

It is important to have a detailed understanding of the geographic, demographic, social and economic understanding of the County prior to developing an effective TDM strategy. The following is an excerpt from the Background Information report developed in Phase 1 of the Study, a copy of the Background Information Report can be found in **Appendix A**. This information was used as a base to develop the proposed TDM initiatives, pilot programs and recommendations specific to the needs of Huron County residents and visitors.

Huron County is located in south-western Ontario, on the shoreline of Lake Huron and covers approximately 3,397km$^2$. In 2006, the population of Huron County was 59,325 with an expected increase of 15% by 2031, bringing the population to approximately 68,500 residents. The County is subdivided into nine municipalities and townships, they are as follows:

- Ashfield-Colborne-Wawanosh ( Formerly Ashfield, West Wawanosh & Colborne)
- Bluewater (Formerly Bayfield, Stanley, Hensall, Zurich & Hay)
- Central Huron (Formerly Goderich Township Clinton & Hullet)
- Howick
- Town of Goderich
- Huron East (Formerly Brussels, Grey, Seaforth, Tuckersmith & Mckillop)
- Morris-Turnberry (Formerly Morris & Turnberry)
- North Huron (Formerly East Wawanosh, Wingham & Blyth)
- South Huron (Formerly Exeter, Usborne & Stephen).

The surrounding areas of Huron County include; Perth County, Wellington County, Middlesex-London, Lambton County and Grey-Bruce. Huron County is the second largest geographical region in south-western Ontario at approximately 100 km long from north to south and 50 km wide from east to west. **Figure 1.1** illustrates the location of Huron County as well as the nine municipalities and townships.

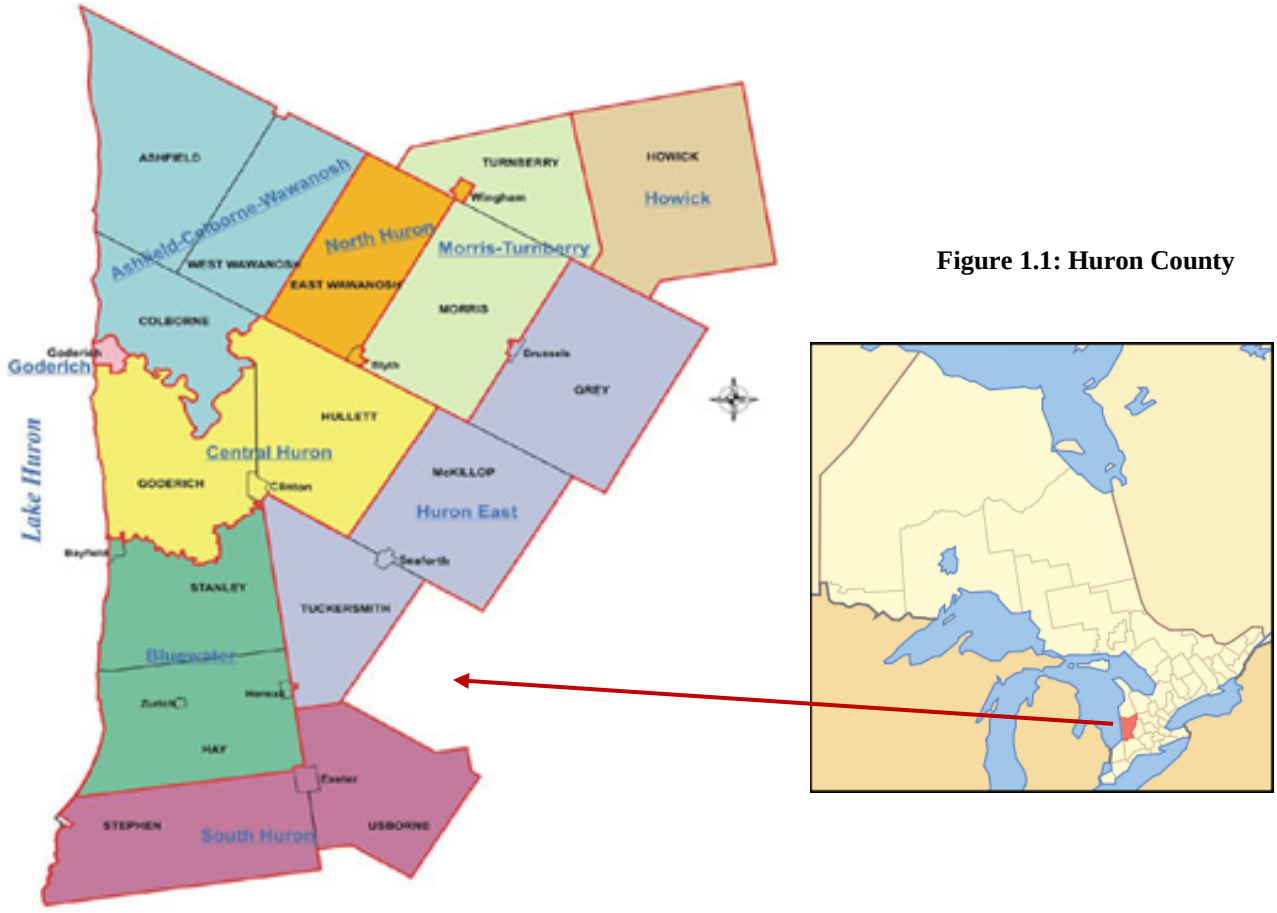



**Figure 1.1: Huron County**

The economy of Huron County is largely based primarily on agriculture and mining[1], which comprises 35% of all businesses. Additional sectors include personal, business (e.g. manufacturing) and other services as well as retail and wholesale. Huron County has over 3000 kilometres of roads, 110 kilometres of railway, 150 kilometres of marked trails and three local airports. The majority of trips made in Huron County are in a single-occupant vehicle; including 80% of trips to work. Additionally, the majority of children in the County are either bussed or driven to school due to an inability to walk because of long distances. Obesity is more prevalent than in other counties in Ontario, and heart disease is the primary cause of death among residents, which may be linked partly to a lack of active transportation infrastructure and health promotion outreach initiatives because of the distance between communities in Huron County.

[1] "Statistics Canada Business Patterns Data." *Statistics Canada*. Spring 2010. Web. May 2010. <http://www.statscan.gc.ca>.

With regards to local and County-wide transportation, the County is well-served by a number of municipal, provincial and county highways. Three provincial highways provide transport service to larger municipal areas in Ontario and in the United States, as well as connections to Highway 401 and 402. Below are details with regards to alternative modes of transportation such as shuttle, taxi, air, rail, water, active transportation and recreation currently available throughout the County of Huron.

### 1.2.1 Public Transit

Based on a recent initiative spearheaded by the Town of Goderich effective July 30, 2010, there is now a public charter bus service. After much discussion, collaboration and coordination with Aboutown Transportation Ltd. and the Ministry of Transportation, a license was obtained to operate a public bus service from Goderich to London, Stratford and Kitchener and points in between. Within the Town of Goderich, the bus depot is located at Coffee Culture at 58 Courthouse Square at the corner of Courthouse Square and Montreal Street.

### 1.2.2 Active Transportation

The Huron Tourism Association identified 23 recreational trails throughout the County in its Hiking Guide. Many of them are loops within conservation land but some run through, start/end or exist within various urban areas. Some of the trails, such as the Goderich Waterfront Boardwalk, do not permit cycling, while others, like the Maitland Trail and Goderich to Auburn Trail do.

In 2009, the County developed both a Hiking Guide and a Cycling Guide for trail use throughout the County. The Hiking Guide illustrates and provides details for each of the trail systems and also provides user information. Information provided includes the difficulty level of the trails, the types of trails, points of interest, as well as a user's code for necessary and appropriate use of the trails system. It is important to include this type of information to potential or frequent trail users to inform them of potential issues that may arise and how to appropriately conduct themselves while using these facilities. Typical information included for each of the trails includes the distance, difficulty level, trail use, hazards and surface as well as the cost associated with using the trail as well as directions to the access point. The Cycling Guide has fewer details but still provides users with a map of the key cycling routes, local circuits as well as the necessary safety precautions and etiquette when cycling throughout the County. Both guides provide a strong foundation to build upon to develop an active transportation network strategy for Huron County.

### 1.2.3 Taxis / Shuttle

#### Taxis

The Huron Transportation Task Force Report (2008) identified a total of nine taxi companies providing service to various parts or all of Huron County depending on the company. Of the nine companies, one (Huron Taxi) operates 24 hours, but only serves Clinton and its surrounding area. Another two companies (Star Taxi and Goderich Taxi) operate county-wide, 6:30 AM to 11:00 PM, Sunday through Thursday, extending their hours to 1:30 AM on weekends. Exeter Taxi serves the urban area of Exeter and operates from 7:00 AM to midnight Mondays through Thursdays, extending hours until 3:00 AM on weekends, and reducing hours on Sunday to 10:00 AM to midnight. B&B Taxi operates in Goderich from 6:45 AM to midnight, Mondays through Thursdays, extending its hours to 2:00 or 3:00 AM on weekends. Finally, A1 Taxi operates within Huron County and outside the County's boundaries, making trips as far as Toronto between the hours of 7:00 AM (6:00 AM in St. Mary's) to midnight Mondays through Thursdays, extending its hours to 2:00 or 3:00 on weekends.

#### Charter Bus Service

Aboutown is a privately-owned transportation company whose Northlink (NL) service provides a variety of interregional passenger and parcel bus service throughout Huron County and the surrounding area. The NL Route #1 offers service on Monday, Wednesday, Friday and Sunday's from Owen Sound to London, making several stops along the way, including Wingham, Blyth, Clinton, Hensall and Exeter. In London, passengers can access Greyhound Bus services. Fares range from $13.50 to $51.00 depending on the passenger's destination. The NL Route #3 offers service on Thursdays from Wingham to Stratford. Fares range from $11.50 to $27.25, depending on the passenger's destination. The NL Route #9 offers service on Monday, Wednesday, Friday and Sunday from Stratford to Goderich, making stops in Seaforth and Clinton. Fares range from $15 to $27 depending on the passenger's destination.

#### EasyRide

EasyRide is a reservation-based transportation service funded by the South West Local Health Integration Unit (LHIN) and provided by seven community agencies throughout Huron and primarily Perth Counties. The service provides regional transportation for seniors, citizens with disabilities and others that qualify for transportation assistance. EasyRide clients use a central dispatching office to best utilize each of the seven community agencies vehicles and drivers. Prices vary depending on whether the trip is in-town or out-of-town. The seven agencies that provide the service are Stratford Meals on Wheels and Neighbourly Services, Community Outreach and Perth East Transportation, Midwestern Adult Day Services, Mitchell and Area Community Outreach and Mobility Bus, St.

Mary's and Area Home Support Services, St. Mary's and Area Mobility Services, Town and Country Support Services – Huron County, and VON (Victorian Order of Nurses) Perth-Huron.

A more detailed review of the EasyRide service was completed in October 2010 by Dillon Consulting[2]. The report contains detailed information regarding the existing services provided, an assessment of the need and demand for such services within the community as well as potential future initiatives which can be undertaken throughout Huron and Perth County to expand the EasyRide services. Please see **Appendix B** for the full report and findings.

### 1.2.4 Rail, Water and Air Services

#### Rail

The County is currently serviced by a freight railway; the Goderich-Exeter Railway Company. The Railway Company is headquartered in Goderich and provides direct access to the provincial east-west railway corridor. The railway provides freight services to local industries in Huron County; however it does not provide passenger railway connections. In order to access passenger rail service from Via Rail, one must travel to Kitchener, Stratford or London.

#### Water

The Harbour is owned by the Town of Goderich and operated by the Goderich Port Management Corporation, an organization which consists of harbour users. The Harbour is the only industrial depth deep water port in the Great Lake – St. Lawrence Seaway on the east shore of Lake Huron. The Port is open nine months of the year and can accommodate ocean vessels up to 222 meters in length. The port serves a variety of processing industries including grain, salt, chemical and agricultural; the wharf has a capacity to handle 200 million tonnes of grain and salt annually[3]. Recently, the harbour underwent a dredging and docking facility project worth $17 million.

#### Air

Huron County has three airports; the Wingham Airport is owned and operated by the Township of North Huron with a paved runway and terminal facility. The Goderich Municipal Sky Harbour Airport is owned and operated by the Town of Goderich and is located along Lake Huron. This airport has one paved and one grassed runway and no

[2] Dillon Consulting Limited, and EasyRide in Huron County. *Assessment of Community Transportation Service Expansion in Huron County Final Report*. Rep. October 2010. Print.

[3] The Corporation of the County of Huron. *Take Action for Sustainable Huron*. Rep. Huron County, January 2009. Print.

terminal facilities. Both of these airports can handle flights up to 15 people (passengers and crew). Centralia Airport is located west of Exeter and has two paved runways. At this point in time, however, there are no scheduled flights at any of the airports in Huron County. Any chartered flights, must be arranged through outside airports such as those located in Kincardine, London or Toronto. Toronto and London are the international airports in close proximity to Huron County.

# 2.0 DEVELOPING THE TRANSPORTATION DEMAND MANAGEMENT (TDM) PLAN FOR HURON COUNTY

This chapter describes the proposed Transportation Demand Management (TDM) strategy for the County of Huron. The intent of the Huron County TDM Plan is to build upon the work that has already been completed in the County. The following sections describe the methodology for the development of the plan, the consultation process, the vision and goals for the study as well as the overall strategy for Transportation Demand Management in the County. The TDM Plan includes recommendations for TDM initiatives and a proposed Active Transportation network, which was developed based on a set of Route Selection Principles, and a network development approach.

The methodology established to develop the TDM Study for Huron County was designed to achieve the specific objectives established in the Terms of Reference, and reflect the TDM related planning initiatives within the County.

## 2.1 Methodology for Developing the Plan

The approach used to develop the Plan was based on the need to integrate existing programs and initiatives, as well as the existing trail and cycling network. Existing conditions were built upon to develop a set of recommended strategies, pilot projects and an active transportation candidate route network. Throughout the study process, the Study Team met with a Steering Committee, which included members of the County's Transportation Task Force, on a regular basis to receive input on the study direction, findings and recommendations. Further elements of consultation will be explored in section 2.2 of the report. The study followed a three-phased approach described in further detail below.

**Phase 1** included the development of the communication strategy, as well as the vision, goals and route selection principles for the proposed active transportation network. Early action items in the consultation strategy included consultation with the steering committee, and the development of an online questionnaire. The online questionnaire was developed using www.surveymonkey.com and provided respondents with the opportunity to identify the TDM needs for the County and its communities. County demographics, geography, policies, initiatives and plans as well as transportation opportunities and TDM best practices were explored and documented in the Background Report.

**Phase 2** features a number of consultation activities including the first Public Information Centre (held at the Rural Energy Expo) and the development of a mobile display board, which presented the study's vision, objectives and upcoming consultation events. A second steering committee meeting occurred in Phase 2 as well as the development of the public awareness campaign to be implemented by the County. In addition, the study team also identified

opportunities for TDM throughout the County and developed recommendations and initiatives for each. These recommendations were reviewed and refined by the study team as well as the Transportation Task Force.

A component of Phase 2 of the study approach and methodology was the development of an active transportation network supporting both walking and cycling as well as other non-motorized transportation modes. The network approach and process involved a set of iterative steps which were used to establish a recommended active transportation network, these included:

1. **An inventory of existing conditions**: which compiled and digitally mapped existing or previously planned transportation and active transportation facilities (pedestrian and cycling) in the County of Huron, including both on and off-road facilities, in order to establish a base condition.

2. **A route selection process**: which included a set of principles and supporting criteria for determining the preferred route and facility types; and

3. **Selecting Candidate Routes for the Active Transportation Network**: which involved identifying missing links and key barriers in the County's active transportation system, selecting a number of active transportation (pedestrian and cycling) on and off-road routes and evaluating each for feasibility and for inclusion as part of an improved County-wide AT system.

**Phase 3** included the final steps in developing the Transportation Demand Management Plan for the County. This included the preparation and submission of the TDM Plan for review with the steering committee and Transportation Task Force, a final project steering committee meeting and Public Information Centre to provide the public and local stakeholders with the proposed network and recommendations for the TDM study. When completed, the final report was presented to the Committee of the Whole as well as Council for adoption.

The proposed Active Transportation network consists of primarily on-road pedestrian and cycling facilities. Specific facilities should be explored at a later date but may include, multi-use trails, bike lanes, signed bike routes, paved shoulders with edgelines where necessary to connect missing links. The network as well as the potential active transportation facilities and initiatives are explored in more detail in section 2.4.2 of this report.

## 2.2 Consulting with the Public

Public consultation was a key component in the development of the Transportation Demand Management Plan for Huron County. The consultation strategy was developed to draw upon the knowledge of the people who live, work, visit and play in Huron County, and hear from the various partners who will have a role in implementing the

strategy, recommendations and pilot projects. A comprehensive consultation strategy was developed at the outset of the study and confirmed by the Steering Committee. The consultation strategy was designed to:

- Engage County Staff, Councillors, residents and stakeholders about the purpose, approach and findings of the Huron County Transportation Demand Management Plan;
- Encourage stakeholders and the Transportation Task Force to participate in the study process;
- Promote TDM and active transportation for residents of all ages and abilities; and
- Provide information related to the benefits of TDM and active transportation and encourage behaviours that help to reduce unnecessary single occupant motor vehicle use.

The primary consultation techniques that were undertaken throughout the study process included:

**Steering Committee Meetings** – The Steering Committee meetings were attended by representatives from the County as well as the Transportation Task Force, and members of the consulting team. The Transportation Task Force is made up of representatives from the community, stakeholders, and social services. This committee reviewed study materials through the course of the project and provided direct input to the study through regularly scheduled meetings.

**Public Awareness Campaign (including notices, County website, mobile display board)** – The public awareness campaign developed for this study included the development and distribution of notices for the study's commencement and public information centres.

The study team also developed a mobile display board, which illustrated the study's goals and objectives and provided contact information. In addition, the study's business cards as well as a comment form were included on the mobile display boards which were distributed throughout the County at key destinations such as libraries and municipal offices. All results and materials developed were posted on the County's website (http://www.huroncounty.ca/sustainablehuron/transportation-network.php) for public access.

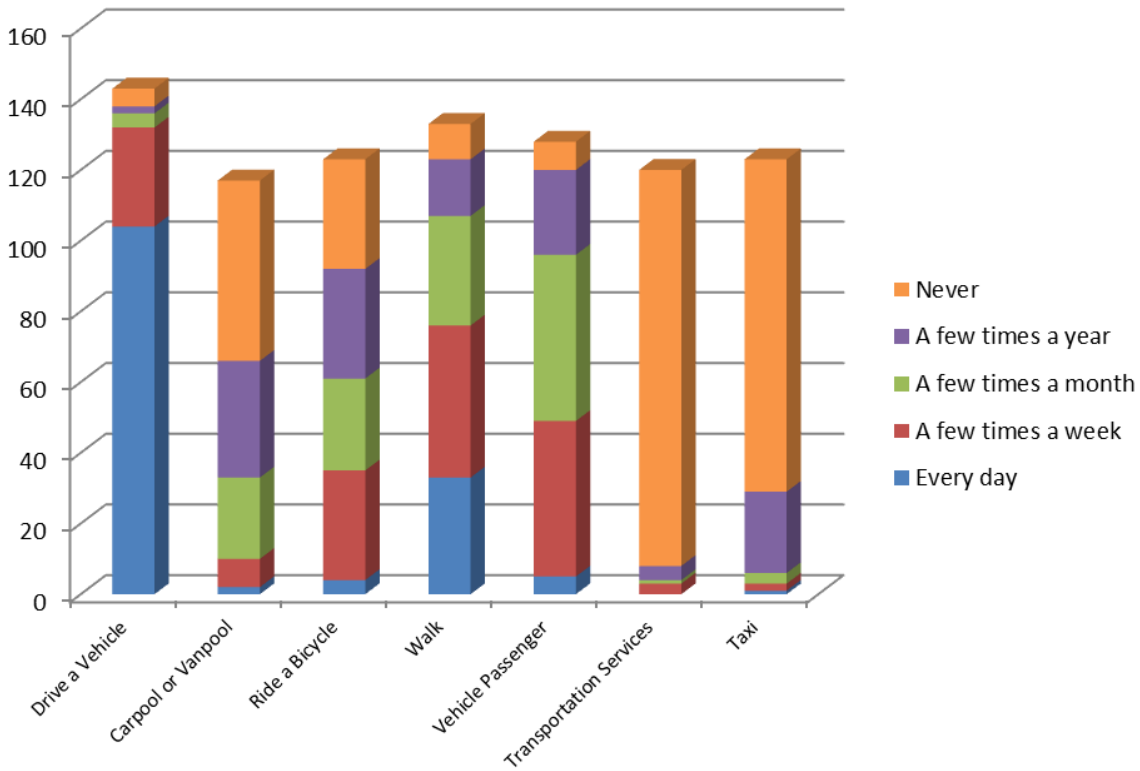
**Online Questionnaire** – As part of the TDM Plan, a web-based questionnaire was developed and hosted using an online service called SurveyMonkey (http://surveymonkey.com/HC_TDM_Questionnaire). The questionnaire was issued early in the study and was available for respondents until the final stage of the study in May 2011. It was accessible from the County's TDM study's website. In addition, hard copies of the questionnaire were provided at the public information centres. The final results of the online questionnaire can be found in **Appendix C** of the report.

Although not statistically valid, the questionnaire results provided the study team with important information that helped guide the study, including:

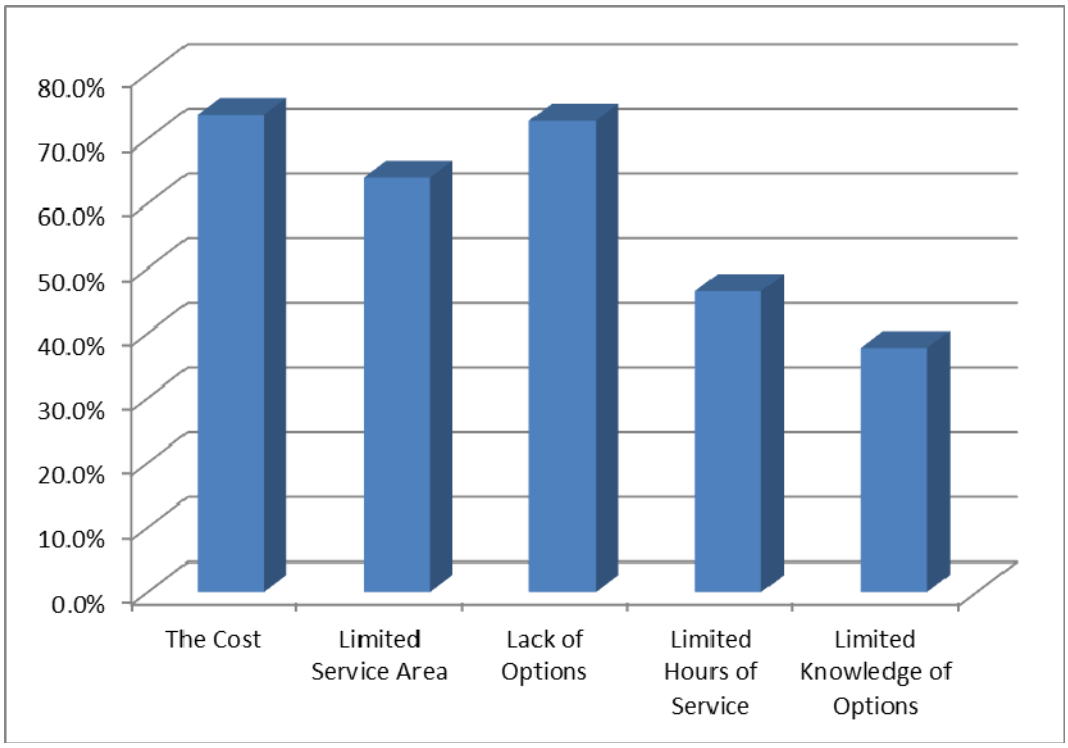
- Where Huron County residents tend to travel and how often;
- The transportation options used to reach their destination;
- The barriers to available transportation throughout Huron County; and
- The types of transportation improvements and strategies that would encourage a switch of mode.

The final questionnaire results are based on 149 respondents, of which 104 completed the entire questionnaire. The following is a summary of key findings from the questionnaire. They include:

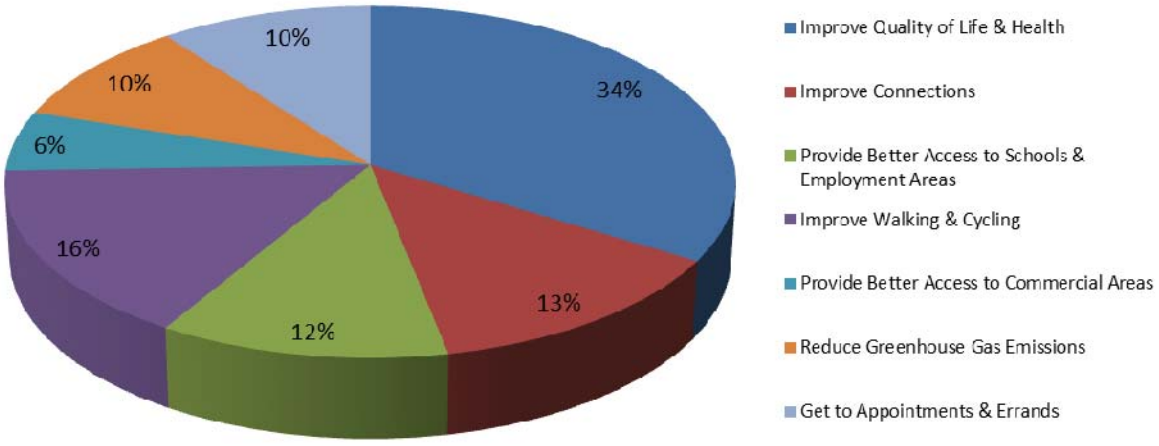
- Over 70% of respondents noted that they drive a vehicle every day followed by 25% - 35% of respondents identifying riding a bike or walking as modes of transportation used a few times a week. Though considerably lower, the responses indicate an existing demand for cycling and walking facilities throughout the community. These results are illustrated in **Figure 2.1**.



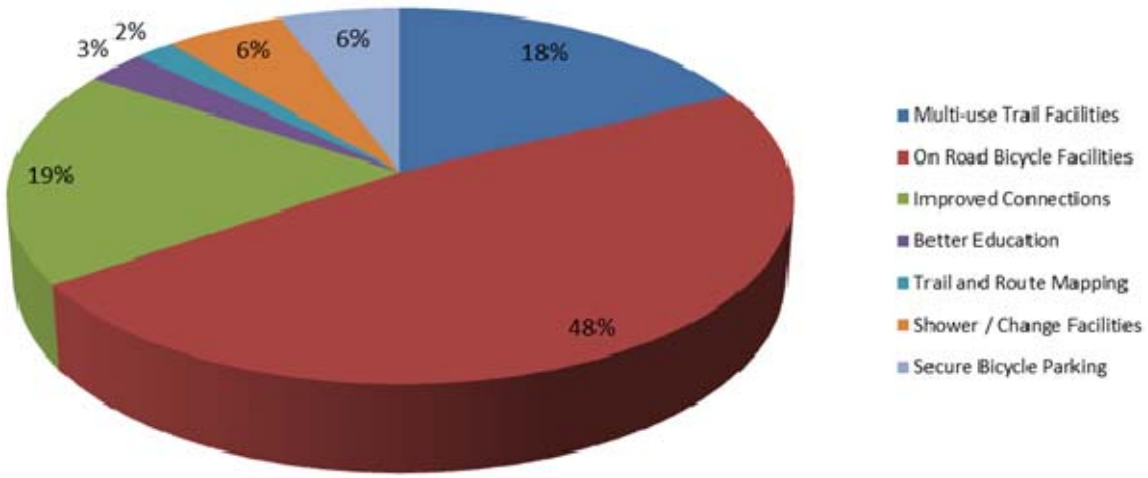
- The primary barriers to available transportation options in Huron County were also identified predominantly as the cost (74%) in addition to the lack of options / services available (73%) following these two strong barriers, the limited service area / distance between homes and destinations (64%) proves to be a common point of frustration for residents with regards to the available transportation options. These results are illustrated in **Figure 2.2.**




- Respondents were able to assess a number of possible improvements which may encourage an individual to use alternative modes of transportation to the automobile. Of these options respondents identified that bike lanes or paved shoulder on roads would be the ideal alternative (56%) for automobile use throughout the County. This response was followed by an increase in multi-use hiking and cycling trails (23%) and the development of improved connections to key destinations (23%). The later could be achieved through a number of alternative transportation initiatives, programming and education. These results are illustrated in **Figure 2.3**.




- In addition to the assessment of potential improvements, respondents were also asked to provide their input on potential strategies for the development of the propose Transportation Demand Management Strategy. Respondents were asked to assess those strategies considered "most important" for the promotion of transportation demand management throughout the County. Of the list of strategies, an improvement to the quality of life and health of Huron County residents proved to be the most important with 45% of respondents identifying it as most important. Results from this question and an assessment of which strategies are considered "most important" are found below in **Figure 2.4**.



In addition to those results outlined above, the respondents were provided the opportunity to present their input on more specific transportation improvements suggested for the County. Some key highlights from these results included:

- Implement Paved Shoulders on Roads i.e. bike lanes for cycling;
- Implement Cycling Lanes on County Roads and on major streets in Towns;
- Develop Public Transportation between Towns and Cities;
- Develop a transportation hub system;
- Decrease the speed limits on roads that have cycling routes;
- Bike Lanes and Paved Shoulders should be implemented between and within communities;
- Carpooling options should be implemented for some of the larger factories such as Sifto; and
- A passenger train should be implemented connecting major destinations such as the Goderich – Stratford Corridor.

**Public Information Centres –** Two public information centres (PICs) were held during the course of the study. The first PIC was held at the Rural Energy Expo on November 6, 2010 and focused on the study's vision, background, goals and an inventory of existing TDM initiatives. In addition, a draft candidate route network of active transportation facilities and the route selection principles which were used to guide their development was presented.

A number of comments were provided to the study team prior to the PIC and additional comments were documented on the maps displayed at the Rural Energy Expo. Many of these comments provided specific reference to potential locations for the active transportation routes as well as potential TDM initiatives. Attendees were invited to comment on the active transportation candidate routes. In general, public comments from the first PIC were supportive of the County's decision to undertake the study, and also noted the need to improve transportation options and trails between the municipalities and key destinations throughout the County.

Some specific comments included the need for:

- Transit connections to surrounding municipalities;
- Trail and cycling connections to local municipalities along the lakeshore;
- Increased safety along existing and proposed trails; and
- A better connected shuttle service for those with mobility issues.

The second public information centre was held on Friday March 25, 2011 at the Contactor's Expo in the Knights of Columbus Community Hall. The PIC focused on presenting the proposed Active Transportation concept network as well as the proposed TDM recommendations and pilot programs, partnership, marketing and funding strategies provided in the master plan. In total, there were approximately 32 attendees of which a number had the opportunity to discuss details of the study with members of the study team.

Attendees of the second public information centre were invited to comment on the active transportation concept plan as well as some key highlights of the proposed recommendations and pilot projects. In general, public comments from the second PIC were supportive of the initiatives and programs proposed, however, there were some additional comments and suggestions for further development. A summary of responses includes:

- A large amount of support for the active transportation initiatives and pilot projects was documented. More specifically, attendees were supportive of the demonstration project proposed for downtown Clinton.
- Some respondents noted that more should be done to explore opportunities with rail as a transportation alternative.
- Respondents were very supportive of the ideal of a shuttle service / program. The emphasis on increased connectivity was clear to both local municipalities as well as external urban centres.

Over the course of the study, a Consultation Record was maintained which documents all of the input received from various stakeholders and the public. The Consultation Report is provided as a separately bound appendix to the TDM Strategy for Huron County.

## 2.3 Mission, Vision & Goal of the Study

Transportation Demand Management for the County of Huron is guided by a mission, vision and goal that establishes a target and facilitates the successful implementation of the Strategy. The following mission, vision and goals for the County of Huron TDM Strategy have been prepared based on consultation with County Staff as well as the Steering Committee.

The **Mission** for TDM in Huron County is "to improve the efficiency and affordability of the existing transportation system by offering residents, visitors as well as employees, cost effective travel options and services to support the reduction of single occupant vehicle (SOV) use and increase accessibility throughout the County."

The **Vision** for TDM in Huron County is "a community that provides its residents, visitors and members of the business community with numerous mobility options allowing them to access their destinations, community services, and goods in an efficient, affordable and equitable manner."

The overall **Goal** of the TDM Strategy is "to review the travel needs of residents as well as visitors and employees, with the objective of identifying a suite of services, programs and delivery models".

## 2.4 A TDM Strategy for Huron County

As identified in the Transportation Task Force Background Working Paper published in 2008 and through a detailed assessment and analysis of the transportation system a number of barriers and gaps to transportation modes available to residents and visitors of Huron County have been identified. These barriers and gaps can be summarized in the following categories with the primary issues and transportation deficiencies identified as well as their impacts on the community.

### Time and Price Gaps

Throughout the County there are some transportation services which provide service with limited availability throughout the week. An example of this is the shuttle service which limits its service, to Mondays, Tuesdays, Thursday and Fridays. It is clear that there is not only service missing on three out of the seven days of the week but that two of these days are Saturday and Sunday. The lack of service on these days could prove to be an issue as this is the time when people may require additional help getting to and from social engagements, errands or appointments. In some cases these events may be time sensitive limiting the number of possible transportation options for people. In addition, the time frame of service is limited for those who may require subsidization as the only free program available runs two days out of the week for two and a half hours each day.

Though the 2008 pilot program for the Midwestern Adult Day Centre provides additional shuttle service, there is still a price associated with the service available which may be an issue for some user groups. Both services also require advanced warning for the provision of the service which makes it difficult for users to utilize the service when last minute appointments or errands arise. In addition to these deficiencies there are also a number of other gaps in the system which include:

- Few scheduled routes;
- Limited night service and early morning service; and
- Lack of coordination with other modes / methods of transportation.

## Geographic Gaps

Geographic gaps in the transportation system tend to occur when services are limited or non-existent within the County or the local municipalities. As there is frequently less demand in many of the rural areas for multiple modes of transportation, the provision and availability of services is significantly less. Because of this, the ability to provide transportation services to large populations is not possible or feasible, resulting in a large gap in service for residents in rural areas. These groups can be identified as people who may typically require the most support when it comes to exploring alternate transportation options. At this point in time, public transit options are very limited, and the Aboutown Charter Bus Service available is located exclusively in Goderich with limited connection to alternate modes of transportation. This option is also only accessible by car or planned shuttle service which can be isolating for those groups who require transportation assistance.

There are a number of other gaps in the services such a lack of designated routes which serve specific communities. As was mentioned in the previous section, this also creates significant gaps in the time availability for the services as well as the days of the week that these services are provided on. There are also no designated routes to other municipalities and / or other neighbouring towns and villages. This is proving to be an issue for those who require access and transportation to services and treatment facilities outside of the County. If not accessible, this deficiency in service may result in serious health issues for the residents of the County and throughout each of the communities.

## Age Gaps

At this point in time, a majority of the well-publicized services that are currently being provided are geared towards the elderly with only a few transportation services geared to low income populations (e.g. Salvation Army Wingham

Food Bank Shuttle Service). However, this does provide a demand in service for those young mothers, single parents, young adults and teens that need or would like to move around and outside of the County. There are some services that provide alternate transportation options for people of all ages but in many cases they are not promoted and they are typically used for emergency circumstances or vulnerable groups. The timeframes for these trips vary widely and with a lack of service there are social, employment and geographic limitations imposed on these groups of people. There are also very few connections available for day to day trips to key destinations throughout the County such as local arenas, community centres, after school programs or external transportation options (i.e. VIA rail and Greyhound services). By limiting alternative transportation opportunities for these groups of people the level of mobility and safety can begin to decrease.

Affordable transit and transportation options which connect the local municipalities and major urban centres are not an option which can result in a decrease in the number of young professionals living and working within Huron County. Currently, the services provided by the Aboutown are the only transportation opportunities to connect passengers to destinations outside of Huron County. However, their prices range from $11.50 - $51.00 depending on the starting and destination point. This price point may not be feasible for students and young adults and low income families which can limit the desirability of the County as a place of residence or employment in the future.

### Accessibility Gaps

Though there has been significant improvement made with regards to addressing accessibility and the AODA requirements, there are still key transportation and movement barriers for those with mobility issues throughout the County. As identified above, there are some services throughout the community which do not provide an accessible service for individuals with mobility issues. Within the County, there are many geographic destinations or connections which are not accessible or manoeuvrable by people in wheelchairs, using walkers, or crutches. The newly developed local Aboutown transit service is currently only available in Goderich limiting the ability of those individuals with accessibility issues to utilize alternative modes of transportation.

### Program Gaps

By definition programming gaps in the community or for the community include “Glitches in the program or agency which prevents it from operating to its fullest potential” (Transportation Task Force Report, 2008). Many of these glitches can be mitigated or explored through the development and implementation and adoption of the proposed recommendations as outlined in the TDM Strategy for Huron County, as is the case for the other gaps identified in the transportation system above. The glitches identified by the County and its transportation task force include:

- Increasing gas price;
- Expensive services not affordable for all community members;
- Increasing cost of repairs for vehicles as they age;
- Limited number of volunteers and resources to operate services at a broader scale;
- Increased demand for collaboration between local and non-local agencies providing the services as well as County and municipal staff; and
- Increasing number of single occupant vehicles on the road.

In addition to these glitches, based on further investigations, other issues were identified for consideration when the proposed TDM alternatives and recommendations were assessed and developed. These include but are not limited to:

- A lack of education directed towards the residents of Huron County regarding alternative transportation options and active transportation opportunities in the community; and
- A lack of communication and collaboration among operators of other modes of transportation in key urban centres and destinations (i.e. London, Waterloo and Stratford).

In order to respond to the gaps and barriers related to transportation opportunities within the County a number of general TDM recommendations are proposed. The following sections outline and describe these general TDM recommendations for the County as well as specific recommendations for the modes of transportation available currently throughout the County as identified in Chapter 1 of the report.

### 2.4.1 General TDM Initiatives and Recommendations for Huron County and Local Municipalities

The following proposed strategy is meant as a starting point from which to increase TDM related efforts both at the County and local level. Within the strategy there are "general" policies which chould be implemented. These are not specific to one mode of transportation and they will need to be coordinated by the County with input from the local municipalities. In addition to these recommendations, specific recommendations pertaining to the development of an active transportation network, taxi service, transit service, shuttle bus service and vanpool / carpool service have been identified. The following are some "general TDM recommendations" which are to be used to help facilitate TDM and the implementation of transportation mode specific recommendations over the next 10+ years. It is

important to note that not all of these initiatives are to be County led and that other partners, including government agencies and organizations may assume the lead of some recommended initiatives. These could include local school boards, local interest groups, the County's health Unit as well as individual community organizations.

**Recommendations:**

1. **Assign the responsibility of a "TDM Coordinator" in the County to existing staff. The individual(s) should assume responsibility for the development and execution of TDM initiatives and programs and address these TDM issues as they arise**. The coordinator could be a representative or current employee of the County who would be able to dedicate the time to exploring TDM options and coordinating TDM initiatives year-round. The coordinator would also be responsible for attending and consulting with the Transportation Task Force and Council as necessary. In the future, if funding is available the County may explore the hiring of a student to help with the responsibilities and roles of the TDM Coordinator.

2. **Identify TDM "Champions" for each municipality within Huron County who will make up a TDM Committee to Council led by the TDM Coordinator for the County.** These "Champions" will be existing members from a municipal department which would have appropriate experience and interest in TDM for the County (i.e. transportation or public works). The TDM Committee would deal with issues regarding Transportation Demand Management in Huron County and would also include members of the Transportation Task Force.

3. **Develop and distribute (by mail or electronically) a quarterly TDM newsletter within Huron County.** This report, generated by the TDM coordinator and committee will provide updates on successes, program opportunities, events and festivals, volunteer opportunities and promote the online database (see section 2.4.6 – Shuttle Service recommendations). These newsletters could be issued on a quarterly basis as determined by the TDM Committee and Coordinator.

4. **Develop and distribute an Annual Report on the progress and state of TDM in Huron County.** The report developed by the TDM Coordinator and Committee will be provided to Council as well as County and Municipal Staff Members. The annual report will also propose budgeting and more technical recommendations for the future of TDM in the County.

5. **Hold TDM Committee Meetings every three months to share ideas and information and report on progress within Huron County**. These meetings would be used to update the ongoing programs / initiatives within local municipalities, brainstorm ideas for future programs / initiatives, as well as create

the TDM newsletters and Annual Reports. In some cases, committee members may choose to invite individuals or groups that they believe would provide beneficial input to the discussion. These individuals could also be potential partners or investors for future TDM programming and initiatives.

6. **Hold information / promotional sessions at elementary and secondary schools around the County**. The TDM Coordinator and / or representatives from the TDM committee should visit schools to inform students what TDM is about, and the opportunities for programming and initiatives throughout the County.

   In addition, the TDM Coordinator and committee representatives should work with students and encourage schools to choose a Student TDM Representative for each school every year. This will help children and young adults learn about and explore alternative transportation options in the County or in the individual municipalities.

7. **Hold TDM workshops throughout the year with stakeholders throughout the community.** These workshops will be used to discuss TDM opportunities and initiatives to be explored in the future by the TDM Coordinator and Committee. The workshop should be held prior to the annual report so the future TDM initiatives are outlines and explored in the coming year. The event can be promoted in the newsletter and on the website / database.

8. **Create internship / co-op opportunities for students to work with the TDM Coordinator.** The primary role for the intern / student would be to help maintain the online database, and support TDM program implementation etc. The County should coordinate with area Colleges and Universities to develop a program / opportunity for the ongoing employment of a co-op student or intern.

9. **Undertake a School Travel Plan for elementary and secondary schools throughout the County.** The travel plan could include multiple transportation related initiatives implemented by or for students at each of the educational facilities. The TDM coordinator and committee members should work with the school boards as well as representatives from the educational facilities to explore the options available for TDM initiatives in schools. School representatives should attend TDM committee meetings where these initiatives are being discussed.

10. **Adopt an Active and Safe Routes to School (ASRTS) program.** The program would be a joint project between the TDM coordinator and committee members, the Transportation Task Force, the County's Board of Health, the EasyRide Organization, the Accessibility Advisory Committee, the County's Planning and Transportation Departments, and the County's Policy Departments. In addition, the program would require extensive promotion and education through awareness campaigns and initiatives. Green Communities

Canada is currently rolling out a School Travel Planning Approach in different communities, the TDM coordinator and committee should meet with or discuss with representatives from Green Communities Canada about any suggestions on how to develop, implement and further explore the ASRTS program. It would also be beneficial for the TDM coordinator and committee to organize an event with the ASRTS partner organizations as well as the schools and parent associations to determine the level of interest in Active Transportation and alternative trips to school programs beyond what is currently offered.

11. **Explore the use of School Buses outside of school hours as additional public transportation vehicles.** Work with school bus operators, local school boards as well as the TDM Coordinator to explore opportunities for the use of school buses outside of school hours. This might include the use of buses for additional public shuttle services throughout the community.

### 2.4.2 Active Transportation

This section presents a framework for an Active Transportation (AT) master plan for Huron County. It highlights existing Active Transportation and trail infrastructure, discusses the need for an AT Master Plan, presents suggested route selection principles, proposes a preliminary candidate AT route network, identifies a range of AT facility types that could be considered and provides a number of recommendations.

#### 2.4.2.1 What is Active Transportation (AT)?

Active Transportation, as defined in the context of the TDM plan for Huron County, is considered "Human-powered transport" by way of non-motorized forms of travel such as walking, cycling, running as well as cross-country skiing, inline skating and skateboarding.

Active Transportation consists of:

- "Active Commuting" which involves journeys to and from work;
- "Active Workplace Travel" which includes trips during working hours such as the delivery of materials or attending meetings;
- "Active Destination Oriented Trips" which includes trips to and from school, shops, visiting friends and running errands; and
- "Active Recreation" which involves the use of an active transportation mode for fitness or recreational pursuits, such as hiking, cycling and cross-country skiing.

### 2.4.2.2 Benefits of AT

Active Transportation activities provide significant health and fitness, transportation, environmental, economic and tourism benefits. Municipalities in southern Ontario and throughout North America are implementing initiatives to promote and encourage active transportation activities as a feasible alternative to the private automobile for short-distance trips and as a method of promoting a more active and healthy lifestyle. Given federal and provincial policies and legislation in Ontario support and or call for compact pedestrian, cycling and transit friendly development, many regional, county and local municipalities have developed or plan to develop active transportation master plans and transportation demand management (TDM) strategies. The following sections outline some of the benefits of active transportation and demonstrate why investing in active transportation should be a local and regional/county priority.

#### Health and Fitness

Walking and cycling provide an enjoyable, convenient and affordable means of exercise and recreation. Research suggests that the most effective fitness routines are moderate in intensity, individualized and incorporated into our daily activities. In addition, studies have shown that people who use active transportation are, on average, more physically fit, less obese and have a reduced risk of cardiovascular disease[1].

In 2001, approximately $2.8 billion was spent on health care due to physical inactivity in Canada, which could be reduced by $280 million if physical activity was increased by 10%[2]. Our health system is shifting from protecting people from hazards in the environment to developing healthy environments in which people can live. Evidence suggests that improved cycling facilities lead to increased bicycle use[3]. Increased physical activity such as walking, cycling and other trail related activities can help reduce the risk of coronary heart disease, premature death, high blood pressure, obesity, adult-onset diabetes, depression and various types of cancer. A more active population can in turn reduce the cost of medical care, decrease workplace absenteeism, and maintain the independence of older adults and younger children exploring potential new active transportation options.

Sedentary lifestyles have serious consequences for public health. The most visible is the sharp rise in obesity across Canada in recent years. Almost half of Canadians ages 12 and over report being physically inactive and 26% of

[1] Reynolds, Conor C.O., Meghan Winters, Francis J. Ries, and Brian Gouge. "Active Transportation in Urban Areas: Exploring Health Benefits and Risks." Editorial. *National Collaborating Centre for Environmental Health* June 2010: 1-15. *National Collaborating Centre for Environmental Health*. National Collaborating Centre for Environmental Health, June 2010. Web. June 2010. <www.ncceh.ca>.

[2] The Business Case for Active Transportation, The Economic Benefits of Walking and Cycling; Section 4.7.2; Go for Green, March 2004

[3] Bridging the Gaps: How the Quality of a Connected Bikeway Network Correlation with Increasing Bicycle Use, July 27, 2005, Mia Burke and Roger Geller

youth between the ages of 2 and 17 years old are overweight or obese (Statistics Canada 2005). In Canada, the prevalence of obesity has more than doubled in the last 20 years (Katzmarzyk & Mason, 2006). Comparatively, the proportion of overweight and obese adolescents aged 12-17 doubled from 14% to 29% between 1979 and 2004, and today only 12% of children and youth get adequate levels of physical activity. There is strong evidence to suggest that that people who walk or cycle to work / school are likely to be fit and less likely to be overweight or obese than those who use motorized modes[4]. It is important to educate and inform adolescents at an early age about the importance of living active and healthy lifestyles.

There are other health benefits in addition to the physical fitness gains. Exploring different modes of active transportation can enhance one's mental outlook and well-being, improve self-image, social relationships and increase self-reliance by instilling a sense of independence and freedom. These can contribute to healthier and happier personal relationships, and improve work and school productivity.

Improving active transportation methods such as walking and cycling and reducing automobile traffic can help make communities more liveable by creating an environment that is pleasant and safe with reduced noise and pollution. This can help to encourage more social interaction within a neighbourhood and create a stronger sense of community. Active transportation modes can provide a form of mobility for people who do not have regular access to an automobile and live in communities with limited transportation choices.

Making strategic investments in both infrastructure and outreach to support active transportation in daily commuting habits, fitness and active recreation can help to promote a healthy and active lifestyle for Huron County residents and can have other valuable benefits. These should be explored through partnerships with local stakeholders, businesses, social services when feasible.

### Transportation

Walking and cycling are both popular recreational activities and a means of transportation that is efficient, affordable and accessible. They are the most energy efficient modes of transportation that generate no pollution. The transportation benefits of walking, cycling and other active transportation modes include reduced road congestion and maintenance costs, less costly infrastructure, increased road safety and decreased user costs. In general, active transportation modes provide no emissions during use and have low lifecycle greenhouse gas

[4] Reynolds, Conor C.O., Meghan Winters, Francis J. Ries, and Brian Gouge. "Active Transportation in Urban Areas: Exploring Health Benefits and Risks." Editorial. National Collaborating Centre for Environmental Health June 2010: 1-15. National Collaborating Centre for Environmental Health. National Collaborating Centre for Environmental Health, June 2010. Web. June 2010. <www.ncceh.ca>.

emissions[5]. In many cases, for distances up to 10 km in urban areas, cycling can be the fastest of all modes from door to door.

Canadians make an average of 2,000 car trips per year over distances less than 3 km. Surveys show that 66% of Canadians would like to cycle more than they presently do. Seven in ten Canadians say they would cycle to work if there "were a dedicated lane which would take me to my workplace in less than 30 minutes at a comfortable pace".[6] These facts clearly demonstrate the potential for increasing the number of trips by bicycle, especially in the more urban areas of the County.

There is strong evidence that given complete networks of high-quality cycling routes, a significant number of people will cycle. The value of such complete networks is demonstrated in many urban communities such as Portland, Oregon; Davis, California; and Boulder, Colorado. With between 10% and 20% of trips by bicycle, these communities have the highest levels of bicycle usage in North America. This high level of cycling is facilitated by mature networks, which include bike lanes on almost all of their arterial roads and extensive off-road commuter bicycle paths. Residents can simply get on their bicycles with confidence knowing there will always be a safe route to their destination (British Columbia Cycling Coalition Budget Submission, 2007).

The addition of even a small volume of traffic to a congested road can create enormous delays for all users. In fact, at capacity conditions, increasing traffic by 5% can reduce speeds by up to 25%. In 2003, congestion costs in Ontario were estimated to be $6.4 billion annually and could grow by an additional $7 billion annually by 2021 without increased investment in alternative modes of transportation.[7] Shifting a little traffic off busy roads can create substantial time savings for individuals as well as time-sensitive commercial vehicles[8].

It has been estimated that due to rising gasoline prices, more than 10 million cars – mostly belonging to low income families – will disappear in the US in the next five years, and a similar trend is expected in Canada (CIBC World Markets, 2008). Providing safe options for bicycle and pedestrian travel is going to become increasingly important.

Typical roadway funding requirements include maintenance costs, safety and enhancement costs plus the addition of roadway capacity through lane widening or additions. Furthermore, the costs for road construction, reconstruction

[5] Reynolds, Conor C.O., Meghan Winters, Francis J. Ries, and Brian Gouge. "Active Transportation in Urban Areas: Exploring Health Benefits and Risks." Editorial. National Collaborating Centre for Environmental Health June 2010: 1-15. National Collaborating Centre for Environmental Health. National Collaborating Centre for Environmental Health, June 2010. Web. June 2010. <www.ncceh.ca>.

[6] Ontario Trails Strategy, Ministry of Health Promotion, 2005, Province of Ontario.

[7] Transportation Demand Management Strategy, City of Ottawa - TravelWise (Transportation, Utilities and Public Works), April 2003.

[8] Transportation Demand Management Strategy, City of Ottawa - TravelWise (Transportation, Utilities and Public Works), April 2003.

and maintenance are usually paid for by road users through property and gas taxes. An emphasis on walking, cycling and other active transportation modes can result in a reduction in roadway costs. Bicycles are lightweight vehicles that take up little space and cause little wear and tear on a road surface.

Road improvements to increase the safety of pedestrians and cyclists could enhance the safety of other road users. The U.S. Federal Highway Administration reports that paved shoulders on two-lane, rural roads have been shown to reduce run-off-the-road, head-on and sideswipe collisions by 30% to 40%. In addition, many municipalities have found that paved shoulders reduce maintenance costs related to shoulder deterioration, grading and snow removal.

A roadway can carry 7 to 12 times as many people per lane per hour by bicycle compared to that of motor vehicles in urban areas operating at similar speeds. It is also much cheaper to provide paved shoulders on a road for cyclists than to provide two additional motor vehicle travel lanes. A small portion of a municipality's transportation budget can be used to facilitate high levels of bicycle use.

Another benefit of reduced car use is a decrease in the number of parking spaces required. For example, encouraging more people to walk and cycle to work could lead to a reduction in the number of parking spaces required at a place of employment. Bicycle parking facilities could be provided in an existing surface or underground parking lot with no additional parking lot expansion required.

### Environment

Active transportation activities are energy-efficient, non-polluting modes of travel. Short distance motor vehicle trips are the least fuel efficient and generate the most pollution per kilometre. These trips have the greatest potential of being replaced by walking or cycling trips and integrated walking-transit and cycling-transit trips.

Reducing the number of motor vehicles on the road decreases the number of pollutants released into the atmosphere by motor vehicles. The effects of climate change can be reduced by encouraging drivers to use other modes, or to travel outside rush hours. Motor vehicles, roads and parking facilities are major sources of water pollution and hydrologic disruptions due to such factors as road de-icing, air pollution settlement, roadside herbicides, road construction along shorelines, and increased impervious surfaces.

Motor vehicles generate various types of unwanted noise that cause disturbance and discomfort to residents. This includes engine acceleration, tire/road contact, braking, horns and vehicle theft alarms. Bicycles make little noise, and are not disruptive to communities from a noise perspective.

Automobile dependent communities require more land for road rights-of-way and parking than communities that are not as reliant on the automobile. Making urban and rural communities less auto-dependant by providing

infrastructure for alternative transportation modes, such as walking, cycling and public transit, can reduce the amount of land required to construct new communities, thus creating more compact subdivisions that make more efficient use of available land.

Given the important role that cycling plays in reducing emissions of air pollutants and greenhouse gases, and fostering good health directly, it is important to create bicycle connectivity that has the potential to create a desirable cycling environment. A literature and best practices review suggests that the number of beginner or infrequent cyclists increases when:

- Neighbourhoods and communities accommodate a cycling network that includes bike lanes and off-road cycling or multi-use trails;
- Roads with speeds over 60km/h have separated lanes or wider paved shoulders that are part of the road, not sidewalk, infrastructure;
- Roads with speeds between 50-60 km/h have marked bicycle lanes;
- Roads with speeds under 40 km/h are shared;
- Priority is given to cyclists in intersections;
- Residents have access to trip end facilities such as secure long-term bicycle parking (e.g. lockers), secure short-term bicycle parking (e.g. bicycle racks), and showers in commercial buildings; and
- All streets, roadways, and designated bike routes are maintained to be free of deterrents to bicycling (such as potholes, debris, and overgrown landscaping).

In order to support the inclusion of these community design elements in future development in Huron County, it would be helpful if local municipalities incorporated in their planning policy an active transportation review for cycling and pedestrian connectivity and safety for planning applications[9].

### Economic

A study published by Go for Green in March of 2004 establishes a convincing Business Case for Active Transportation in the report entitled "The Economic Benefits of Walking and Cycling"[10]. These benefits include:

[9] Creating Walkable and Transit-Supportive Communities in Halton, Halton Region, February 2009

[10] The Business Case for Active Transportation, Go for Green, Better Environmentally Sound Transportation – BEST, March 2004.

- Reduction in road construction, repair and maintenance costs;
- Reduction in costs due to reduced air pollutants and greenhouse gas emissions;
- Reduction in health care costs due to increased physical activity and reduced respiratory and cardiac disease;
- Reduction in fuel, repair and maintenance costs to users;
- Reduction of costs due to increased road safety;
- Reduction in external costs due to traffic congestion;
- Reduction in parking subsidies;
- Reduction of costs related to mitigating water pollution;
- The positive economic impact of bicycle tourism;
- The positive economic impact of bicycle sales and manufacturing;
- Increased property values along greenways and trails; and
- Increased productivity and reduction of sick days and injuries in the workplace.

There is ample evidence that on and off-road active transportation facilities provide significant economic benefits for adjacent landowners and local businesses. Active transportation provides benefits to the local economy during both construction and operation. The construction of these active transportation facilities results in direct benefits such as jobs, including the supply and installation of materials. Following construction, benefits emerge in the form of expenditures by active transportation facility users. A few examples include:

- The Adanac Bikeway in Vancouver was completed in 1993 and bicycle volumes increased 225% during the period from 1992 to 1996;
- Trails in New Brunswick employ around 1500 people for an average of six months per year;
- 70% of Bruce Trail users cite the trail as the main reason for visiting the area, and they spend an average of about $20.00 per user per visit within a 10 km corridor on either side of the trail;
- Annual expenditures linked to La Route Verte rose to $95.4 million in 2000, representing 2,000 jobs and $15.1 million and $11.9 million for the governments of Quebec and Canada, respectively;

- In 2002, Quebec hosted 190,000 bicycle tourists who spend an average of $112 per day and an average of 6.5 nights compared to $52 per day and an average of 3.1 nights spent by other tourists; and
- In Ontario, the Eastern Ontario Trails Alliance estimated that at the end of a ten year build-out period, 320 km of their system, constructed at a cost of $5.4 million will generate approximately $36 million in annual economic benefits in the communities through which it passes, and create/sustain over 1,100 jobs.

Trails systems can have varied levels of attraction for tourists. They can be travel destinations in themselves, encouraging visitors to extend their stay in the area or enhancing business and pleasure visits. By increasing the level of tourist draw, travelers can be expected to stay longer, resulting in additional night's lodging and meals, a major benefit to local businesses.

Bicycle manufacture, sales and repairs, as well as bicycle tourism, recreation and delivery services contribute to the economy with little to no public investment or subsidy. In 2002, Canadian households spent an average of $42 on bicycles, parts and accessories for a total of approximately $500 million[11].

## Tourism

It has been shown that there is a growing demand for cycling and eco-tourism throughout Southern Ontario and North America. The demand stems from an increasing desire to explore new areas through an active mode of transportation and experience one's natural surroundings. In all cases the increase in cycling and active tourism has a direct impact on the economic standing of the City, Town, County or Region it is emphasized or implemented in.

A study done by the Victoria Transport Policy Institute shows that walking and cycling facility improvements and promotion programs have a direct impact on economic development by increasing shopping opportunities and tourism activities. More specifically, "one study estimates that rail trails in Australia provide an average of $51 to the regional economy per cycle tourist per day (Beeton, 2003)". A number of studies show a direct correlation between the implementation of well-planned, non-motorized transportation improvements and an increase in local tourism economies[12].

In the United States, studies have shown that trails and greenways have been able to stimulate tourism and recreation-related spending and that trail and greenway systems have become the central focus of tourist activities in

[11] The Business Case for Active Transportation, Better Environmentally Sound Transportation - BEST, Go for Green, March 2004. Section 4.5.4, pg. 24

[12] Litman, T. Quantifying the Benefits of Non-motorized Travel, Civtoris Transport Policy Institute (2010).

some communities. In these communities, this push in active tourism can be a key means of "kick-starting" the economy.

When examining at pedestrian, cycling and trail related tourism one must also look at the other expenditures associated with the trips. These include the food and beverage, maintenance, and lodging related costs which can be accrued over time. In one study undertaken throughout the United States, the expenditures on three multi-purpose trails were compared. On two rural multi-purpose trails in Iowa and Florida, the expenditures by cyclists and pedestrians when using the trail system were US $9.31 and US $11.02 respectively. For an Urban multi-purpose trail in California, the expenditure was US $3.97. Though lower for the urban trail, with higher visitation levels the expenditures can provide significant monetary benefit for the region[13].

Though tourism benefits from AT and Trail facilities prove to provide an injection into the local economy there are also a wide range of social, environmental and health benefits associated with AT and trail tourism. As people become increasingly more aware of the benefits of trail use and pedestrian and cycling activities there tends to be a continuous increase in the number of cycling tourists who will provide further benefits to their communities and the communities to which they visit.

Over the last ten years, the concept of active transportation and pedestrian and cycling network development has been gaining popularity due to substantial health, social, environmental, economic and tourism benefits. There is clear evidence of benefits associated with designing active transportation, cycling and pedestrian friendly communities and encouraging people to be more active by walking and biking more often for both recreation and utilitarian purposes. Promoting active transportation, especially through the development of an integrated on and off-road system that provides transportation and recreation options, is a simple and obvious TDM strategy that can encourage people to reduce their use of the personal automobile, and create sustainable, more liveable, safe and active communities.

#### 2.4.2.3 Need for a Network

There is a growing demand for active transportation (pedestrian and cycling) facilities throughout Ontario and across North America for both utilitarian and recreational purposes. Initiatives addressing this growing demand are supported on a federal, provincial, regional, county and municipal level through the development and implementation of policies and strategies. With a growing awareness of the negative impacts that a lack of physical activity has on all age groups, as well as the benefits of reducing motor-vehicle use and increasing multi-modal

[13] Litman, T. Quantifying the Benefits of Non-motorized Travel, Civtoris Transport Policy Institute (2010).

transportation choices, there is a growing need and demand for active transportation options. Huron County and its local municipalities acknowledge the importance of future investment in active transportation facilities and opportunities as shown in many of the policies and strategies currently in place as well as the recently completed Transportation Task Force Report (2008).

Huron County and the local municipalities established policies and initiatives which speak to the provision of active transportation facilities as part of the multi-modal transportation network for the County. These include the Official Plans, Community Improvement Plans, as well as Huron County's 2007-2008 Accessibility Plan which reemphasizes the importance of providing transportation opportunities for people of all levels of ability.

The "Take Action for a Sustainable Huron Report" developed for Huron County provided a vision for the County with regards to transportation which included specific reference to the integration of a wide range of transportation opportunities.

*"In 2031… Huron County will have a transportation network providing multi-modal options, such as walking, cycling, roads, rail, water and air transit that meet the needs of the entire community" (Sustainable Huron, 2010).*

In addition, the Transportation Task Force's report on the state of transportation in Huron County identifies the increasing need for alternative transportation options throughout and between each of the municipalities as a key issue. Simple errands such as grocery shopping and getting to school are difficult for those people who do not have a motor vehicle at their disposal. The demand for affordable transportation is growing and this demand is supported and illustrated through the survey results and research undertaken for the Transportation Task Force Study / Report as well as for the County's TDM Strategy Study. This implies prioritizing improvements or creating visible routes, connections and facilities in and around urban areas in the County.

Existing policies at all levels of government support land development and infrastructure improvements that integrate active transportation strategies. Huron County and the local municipalities have already begun to establish through policy recognition of the value and importance of planning for all travel modes. The time is right for the County of Huron, in partnership with local municipalities, to build upon existing policies and the proposed County TDM Strategy, and develop a long term active transportation master plan that is fiscally responsible and implementable.

#### 2.4.2.4 Route Selection Criteria

As part of the TDM Strategy a preliminary active transportation network concept was developed. The following is a list of the guiding principles that were used to develop the active transportation network component of the

Transportation Demand Management Strategy for Huron County. These principles were reviewed with the public at the first Public Information Centre as well as with the Transportation Task Force. The principles were then refined and confirmed by the study team. The route development and selection principles were based on a desktop analysis, limited field observations of existing conditions and potential opportunities as well as input from the Steering Committee, Transportation Task Force and the public.

*Safety:* Reducing risks to users and providing facilities that support active transportation and trail use will be key considerations when selecting routes for the network.

*Visible:* The routes should be a visible component of the transportation and trail system. They should be well marked so that they can be easily recognizable and visible by active transportation users and motorists.

*Direct / Connected:* All routes should be connected to form an overall network that supports connections between existing and planned neighbourhoods, between different land uses, between Huron County's urban communities and beyond municipal boundaries to Huron County's neighbours.

*Destination Oriented:* Active transportation routes should provide access to major destinations in Huron County including but not limited to communities in the County, schools, community support services, hospitals, community and neighbourhood parks and recreation areas, shopping facilities, employment areas, and natural and cultural points of interest.

*Attractive and Scenic:* Active transportation routes should take advantage of attractive and scenic areas, views and vistas.

*Diverse:* The active transportation network should support a diverse on and off-road active transportation experience, which recognizes both utilitarian and recreational uses where feasible.

*Easily Accessible:* Active transportation routes should be easily accessible from local neighbourhoods within each community, to facilitate travel within the urban centres, and should also connect to inter-community routes. Every effort should be made to integrate these routes with adjacent municipal cycling and linear multi-use trail networks.

*Flexible and Integrated:* Route selection will consider future opportunities within the municipality (i.e. new development areas). In areas of new development, planning for active transportation and trail routes will be an integral part of the land use planning process and should be coordinated between Huron County and the local municipalities.

*Density Driven:* The density of routes in the active transportation network should be driven at least in part by population density. With this principle in mind a higher density of routes is anticipated in urban areas.

*Linked to Natural Heritage Areas:* Where possible and feasible, the active transportation and trails network should provide access to natural heritage areas within the County of Huron, however the provision of, and location of routes should be based on the objective to create a balance between the need to provide active transportation opportunities and the need to preserve natural heritage resources. In some locations preservation will take precedence over recreation, and access for some uses will be limited or restricted. Specific considerations include minimizing intrusion into core natural areas, avoiding steep topography and saturated soils, providing environmental buffers between sensitive areas and major active transportation routes, and coordinating route alignments with existing disturbances such as utility corridors (i.e. sanitary sewer, natural gas and oil pipelines, hydro).

#### 2.4.2.5 An AT Network Concept for Huron County

The following approach was used in developing the Active Transportation network concept illustrated in Figure 2.6:

- **Undertaking a desktop inventory of existing conditions**: which included compiling and digitally mapping existing or previously planned transportation and active transportation facilities (pedestrian and cycling) in the County of Huron, made up of both on and off-road facilities, in order to establish a base condition.
- **Identifying candidate routes**: which involved identifying missing links and key barriers in the County's transportation and active transportation system, identifying potential (candidate) active transportation (pedestrian and cycling) on and off-road routes and evaluating each for feasibility and for inclusion as part of a preliminary AT network for Huron County.
- **Applying a route selection process**: which included consideration of a set of route selection criteria
- **Confirming the preliminary AT network concept with input from County staff**, the Transportation Task Force and the public through a second Public Information Centre and subsequent comments received while the draft TDM Strategic Plan was posted on the County's web site for comment and review.

**Figure 2.5** illustrates the candidate routes considered and **Figure 2.6** presents the preliminary AT network concept. It is important to note that the preliminary AT network concept presented in this TDM Strategy is not a Master Plan. Candidate routes and suggested network routes were not field investigated to confirm route alignment, feasibility and therefore facility types by segment of the on and off-road components of the network concept could not be identified, the cost of the network estimated, nor could a phasing strategy be proposed. All of these elements would be part of a comprehensive Active Transportation Master Plan study. The work completed to develop the

# HURON COUNTY
# TRANSPORTATION DEMAND MANAGEMENT PLAN

## Active Transportation Strategy

## Candidate Active Transportation/ Active Recreation Routes

## Figure 2.5

May 2011

0 1.5 3 6 9 Km

**Legend**

- Existing Trail (Source: Huron County Hiking Guide)
- Snowmobile Trail
- Ontario Bicycling Route (Source: Ontario Cycling Association)
- Cycling Link Route (Source: Huron County Cycling Guide)
- Town/Village Cycling Circuit (Source: Huron County Cycling Guide)
- Candidate Route
- Airport
- School
- Library
- Watercourse
- Railway
- Paved/Surface Treated Road
- Gravel Road
- Municipal Boundary

HURON COUNTY

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# HURON COUNTY TRANSPORTATION DEMAND MANAGEMENT PLAN

## Active Transportation Strategy

## Draft Active Transportation/ Active Recreation Concept Plan

## Figure 2.6

May 2011

0 1.5 3 6 9 Km

### Legend

- Existing Trail (Source: Huron County Hiking Guide)
- Ontario Bicycling Route (Source: Ontario Cycling Association)
- Town/Village Cycling Circuit (Source: Huron County Cycling Guide)
- County Wide Active Transportation Network Routes Being Considered
- Possible Interregional Cycling Connections
- Airport
- School
- Library
- Watercourse
- Railway
- Paved/Surface Treated Road
- Gravel Road
- Municipal Boundary

HURON COUNTY

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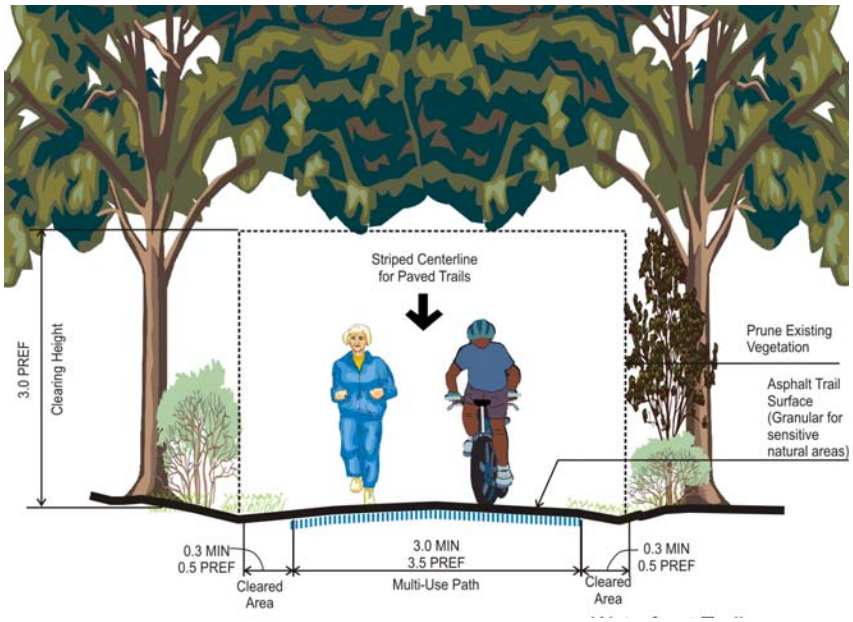
preliminary AT network concept presented in this TDM Strategy will provide a solid foundation to move forward should the County and its local municipal partners select to build upon this work and undertake an AT Master Plan study in the future.

### 2.4.2.6 What Might the AT Network Look Like?

Although the preliminary network concept presented for Huron County does not identify facility types, the following sections provide a summary of some of the typical types of AT facilities that may be considered in a more comprehensive AT Master Plan.

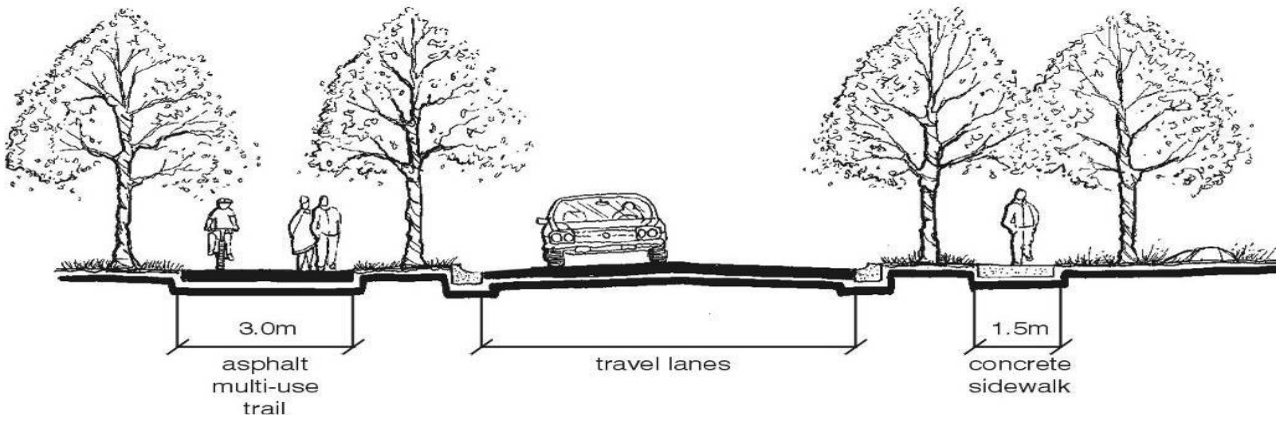
#### Multi-use Trails & Hiking Trails

A multi-use trail is a facility that is separate from the travelled portion of a roadway, and may take the form of an in-boulevard trail in a public road right-of-way or an off-road multi-use trail within a greenway, active or abandoned rail corridors, utility/hydro corridors, trails in valley lands along rivers, water front, and canals. These types of trails are typically designed to support the widest range of users including pedestrians, cyclists, in-line skaters and skateboarders where trail surfaces permit. Multi-use trails located in parks primarily serve recreational users but may also serve active commuting, active workplace travel and active destination oriented trips.




*Typical Off-Road Multi-Use Trail*

Like cyclists using the road, trail users on boulevard multi-use trails or pedestrians on sidewalks have the right-of-way as they intersect private driveways. That said, every intersection, including driveways and intersecting roadways are a potential conflict point. Intersecting roadways are a particular concern as motor vehicles making right hand turns may not be anticipating the speed at which some users of the boulevard multi-use trail may be traveling (i.e. cyclists and in-line skaters). Typical multi-use trails for cycling purposes should have a minimum 3.0m width to facilitate two-way travel. The width of the trail may be widened to accommodate a higher volume of users.




*Typical In Boulevard Multi-use Trail*

## On-road Routes

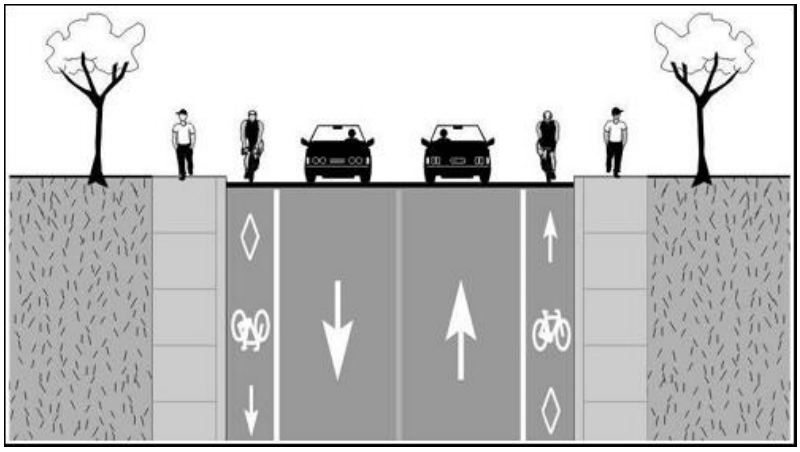
Bicycles are designated as a vehicle under the Highway Traffic Act (HTA) and as such, cyclists are required to obey all of the same rules and regulations as automobiles when operating on a public roadway. The Ministry of Transportation (MTO) and the Transportation Association of Canada (TAC) have developed standards for the design of on-road facilities and signing for on-road-bicycle systems. In addition to the commonly encountered situations to which relatively simple guidelines can be applied, there are often situations where the proper design requires a bicycle system design specialist who is familiar with both the common guidelines, and innovative technique, successfully applied elsewhere.

### *Conventional and Buffered Bike Lanes*

Bike lanes are typically located on urban cross-section roads (with curb). The diamond symbol and bicycle symbol painted on the pavement, in addition to roadside signs should be used, particularly on roads with higher traffic

volumes, operating speeds and higher commercial vehicle percentages. In areas where on-street parking is permitted, continuing the bike lane is the ideal method where space permits.

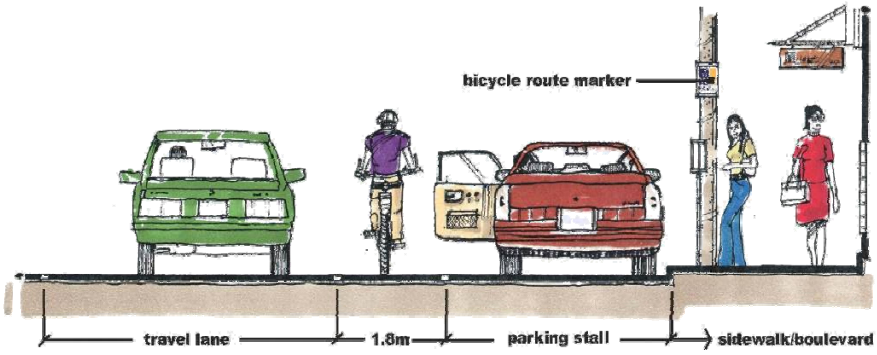
Bike lanes on higher volume or higher speed major roadways may also take the form of buffered bike lanes. A buffered bike lane includes an additional 0.5 m to 1.0 m marked pavement space between the 1.5 m bike lane and adjacent motor vehicle lane.



*Typical Bike Lanes*

### *Bike Lanes with On-Street Parking*

In some urban locations it is desirable to provide a bike lane adjacent to on-street parking. Bike lanes on roads with on-street parking are located to the left of and adjacent to vehicles parked along the curb. Designing this type of cycling facility must take into consideration the potential hazard to cyclists of car doors opening into the traveled portion of the bike lane. In order to allow clearance for vehicle doors, and to minimize collisions with cyclists, the combined bicycle/parking lane should be a minimum of 4.0 m wide. This width allows for a 1.8 m bike lane and a 2.2 m wide curb side-parking stall. The extra distance added to the typical 2.0 m wide parking stall provides space for the opening of car doors, and encourages cyclists to travel a safe distance from the parked vehicles. Bike lanes on roads with on-street parking should be considered in commercial and residential areas where the demand for, and turnover of parking is high, and where commercial and residential property owners may not accept the reduction or prohibition of on-street parking. The following illustrates a typical bike lane with on street parking.

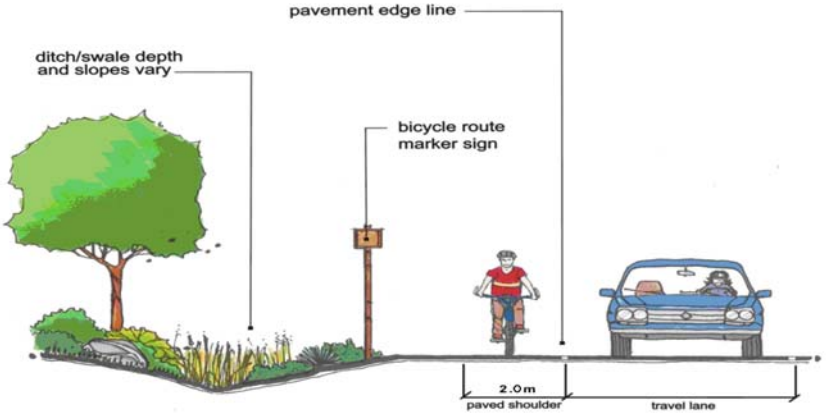



*Typical Bike Lane with On Street Parking*

### *Paved Shoulders and Signed Bike Routes*

Paved shoulders provide a space for cyclists on rural cross-section roads (with shoulders, no curb and gutter). Pedestrians can use partially paved or granular shoulders where necessary (pedestrians should travel in a direction facing traffic / cyclists travel in the same direction as traffic). Partially paved shoulders (1.5m to 2.0m of the existing granular shoulder is paved or all of the shoulder if it is narrow) are typically recommended on rural cross section roads where traffic volume and speed are moderate to high. Poor sight lines and high truck volume are additional situations where paved shoulders should be considered.

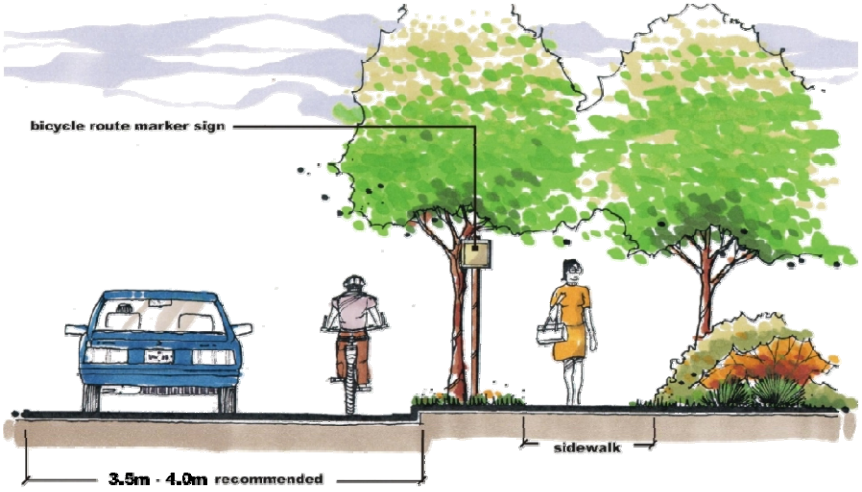
Signed Routes with paved shoulders are an important part of the Active Transportation network in rural areas. Where funding is limited, adding or improving shoulders on uphill sections will give slow moving cyclists needed manoeuvring space and may decrease potential conflicts with faster moving motor vehicle traffic. On rural roads, a marked edge line is typically used to designate a paved shoulder. Signs are used to designate the route and indicate the presence of cyclists.



*Typical Paved Shoulder*

### *Signed Routes*

Signed routes are typically found along roads where traffic volumes and/or vehicle operating speeds are low. Typical of quieter residential streets (low volume and low speed), core urban areas (higher volume and low speed) and lower order rural roads (low volume and moderate speed), cyclists can share the road with motor vehicles and there is no need to create a designated space for cyclists. Signs located at intersections and at regular intervals in rural areas help users navigate through the system. In areas where the pavement width is narrow, "share the road" signs can also be erected along the road side to encourage cooperative behaviour between cyclists and motorists.




*Typical Signed Only Bike Route with Wide Curb Lanes*

## Recommendation:

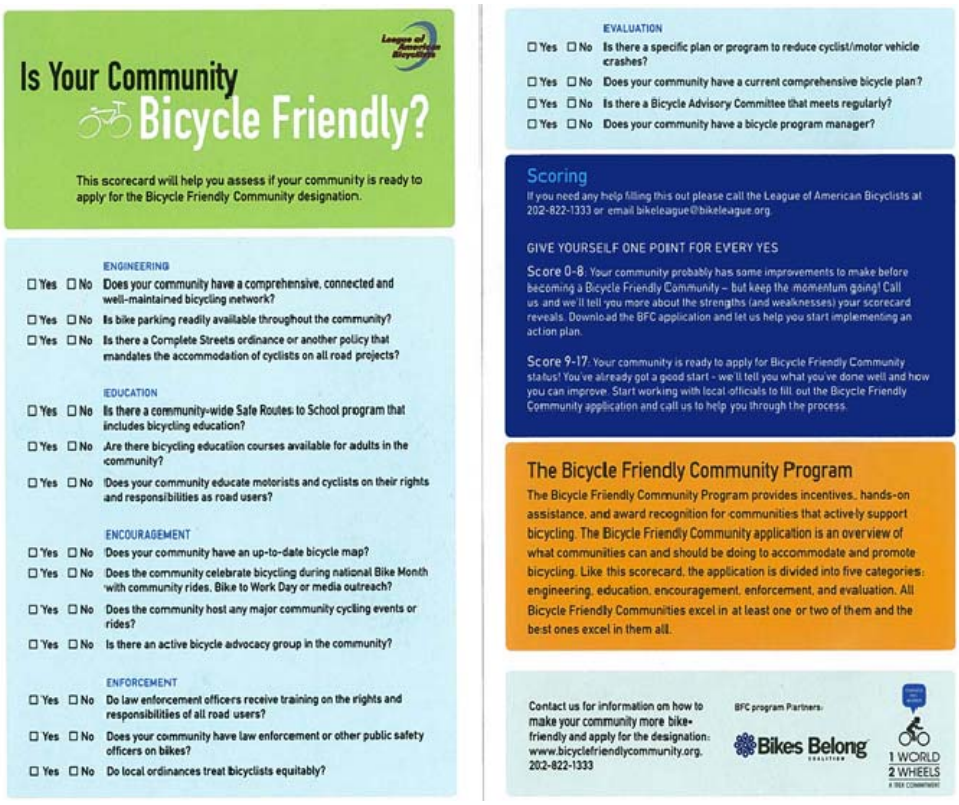
1. **Plan and host an Active Transportation and Health Promotion Workshop.** The workshop could be held and attended by local stakeholders, Councillors and community members interested in obtaining more information on Active Transportation and the public health and other benefits associated with Active Transportation. The proposed workshop could engage the "Share the Road Coalition" as well as the District Health Unit as key participants and speakers. The workshop could be a one day information session with presentations from a number of leading professionals in the field of active transportation and trail development as well as knowledgeable members of the community of health needs and opportunities.

2. **Undertake, in partnership with local municipalities, an Active Transportation and Trails Master Plan.** This comprehensive master plan should be undertaken in consultation with the Transportation Task

Force and other local municipal and agency representatives. The AT Plan should outline the benefits of active transportation, consult with stakeholders and the public, establish a recommended AT and Trail network for the County, identify an outreach program (education and promotion opportunities and partnerships), reference appropriate design guidelines, suggest a phased implementation strategy (e.g. 25 years) and demonstrate how this AT plan can be integrated with the County's TDM Strategy.

### Bicycle Friendly Communities

The Bicycle Friendly Community designation program identifies municipalities that have the conditions that support cycling. If a community has applied for a designation, a panel of cycling experts in partnership with local cyclists, would analyze five factors of cycling activity in the community including engineering, education, encouragement, enforcement and evaluation. Initiatives and actions recommended in this master plan are also considered within a Bicycle Friendly Community. This program is currently offered in the United States by the League of American Bicyclists. There are plans to initiate a similar program in Ontario starting in 2011 through a partnership between the League of American Bicyclists and the Share the Road Cycling Coalition, an Ontario based cycling advocacy organization. As elements of the TDM Plan are implemented, the County of Huron should consider applying in order to be recognized as a Bicycle Friendly Community. If the County is recognized, the designation can be used as a promotional tool to encourage residents and visitors to cycle. As well, becoming a Bicycle Friendly Community would continue to inspire Huron County to make improvements to its overall cycling infrastructure and outreach programs. The Bicycle Friendly Community Scorecard has been provided below.



Is Your Community Bicycle Friendly?

This scorecard will help you assess if your community is ready to apply for the Bicycle Friendly Community designation.

ENGINEERING

☐ Yes ☐ No Does your community have a comprehensive, connected and well-maintained bicycling network?

☐ Yes ☐ No Is bike parking readily available throughout the community?

☐ Yes ☐ No Is there a Complete Streets ordinance or another policy that mandates the accommodation of cyclists on all road projects?

EDUCATION

☐ Yes ☐ No Is there a community-wide Safe Routes to School program that includes bicycling education?

☐ Yes ☐ No Are there bicycling education courses available for adults in the community?

☐ Yes ☐ No Does your community educate motorists and cyclists on their rights and responsibilities as road users?

ENCOURAGEMENT

☐ Yes ☐ No Does your community have an up-to-date bicycle map?

☐ Yes ☐ No Does the community celebrate bicycling during national Bike Month with community rides, Bike to Work Day or media outreach?

☐ Yes ☐ No Does the community host any major community cycling events or rides?

☐ Yes ☐ No Is there an active bicycle advocacy group in the community?

ENFORCEMENT

☐ Yes ☐ No Do law enforcement officers receive training on the rights and responsibilities of all road users?

☐ Yes ☐ No Does your community have law enforcement or other public safety officers on bikes?

☐ Yes ☐ No Do local ordinances treat bicyclists equitably?

EVALUATION

☐ Yes ☐ No Is there a specific plan or program to reduce cyclist/motor vehicle crashes?

☐ Yes ☐ No Does your community have a current comprehensive bicycle plan?

☐ Yes ☐ No Is there a Bicycle Advisory Committee that meets regularly?

☐ Yes ☐ No Does your community have a bicycle program manager?

Scoring

If you need any help filling this out please call the League of American Bicyclists at 202-822-1333 or email bikeleague@bikeleague.org.

GIVE YOURSELF ONE POINT FOR EVERY YES

Score 0-8: Your community probably has some improvements to make before becoming a Bicycle Friendly Community – but keep the momentum going! Call us and we'll tell you more about the strengths (and weaknesses) your scorecard reveals. Download the BFC application and let us help you start implementing an action plan.

Score 9-17: Your community is ready to apply for Bicycle Friendly Community status! You've already got a good start - we'll tell you what you've done well and how you can improve. Start working with local officials to fill out the Bicycle Friendly Community application and call us to help you through the process.

The Bicycle Friendly Community Program

The Bicycle Friendly Community Program provides incentives, hands-on assistance, and award recognition for communities that actively support bicycling. The Bicycle Friendly Community application is an overview of what communities can and should be doing to accommodate and promote bicycling. Like this scorecard, the application is divided into five categories: engineering, education, encouragement, enforcement, and evaluation. All Bicycle Friendly Communities excel in at least one or two of them and the best ones excel in them all.

Contact us for information on how to make your community more bike-friendly and apply for the designation: www.bicyclefriendlycommunity.org, 202-822-1333

BFC program Partners: Bikes Belong, 1 WORLD 2 WHEELS

## Pedestrian Sidewalk Facilities

In urban areas, sidewalks are critical components of a connected AT network. A sidewalk is located within the road right-of-way but separate from the travelled portion of the roadway. Sidewalks are typically concrete, 1.5 m (the typical minimum width for new sidewalks) and are designed primarily for pedestrians. Existing and future sidewalks should be incorporated into the Active Transportation network in urban areas for all system segments proposed within road rights-of-way. Sidewalks are preferred on both sides of all streets in the urban areas that are designated Active Transportation routes (for both new street construction and retrofitting of existing streets).

Where this cannot be achieved a sidewalk should be provided on at least one side for all streets other than laneways. On laneways where traffic volume is extremely low, pedestrians can safely share the street with motor vehicles. In older and more established neighbourhoods, the cost of installing sidewalks and opposition by residents may be significant challenges encountered when deciding whether to add sidewalks or not in these neighbourhoods.

Once sidewalks are constructed within the public right-of-way (either local municipal or County right-of-way), the local municipality typically assumes responsibility for all future repair, reconstruction, maintenance, and operation during the life of the asset. Therefore, it is important that long-term financial liability be recognized when the local

municipality decides when and where sidewalks are required. A "buffer" zone or separation / setback should also be provided between the sidewalk and roadway where possible to separate pedestrians from the road. The width and character of the buffer zone will vary depending on the location.

### Recommendations:

1. **The local municipalities should consider undertaking, if they have not already done so, a review of current sidewalk policies, and update their current sidewalk inventory database.** In urban areas sidewalks are a critical component of a multi-modal transportation network. The location and condition of sidewalks is key to supporting a strategy to encouraging people to walk more often. New emerging policies from the province regarding the built environment and accessibility (Ontarians for Disabilities Act) should also be assessed.

2. **Explore and Develop Pedestrian and Cycling Charters for the County of Huron in partnership with the local municipalities.** The TDM Coordinator and Committee should explore the implementation of pedestrian and cycling charters for the County of Huron. A pedestrian charter is used to guide the development and promotion of a more pedestrian friendly community and environment while a cycling charter aims to develop more bicycle friendly communities and environments. Draft pedestrian and cycling charters has been developed for the County of Huron based on examples from municipalities and regions throughout Ontario such as the Regional Municipality of Waterloo, the City of Toronto and the Town of Halton Hills. The draft charter (see **Appendix D**) is meant to be a basis from which the TDM Coordinator and Committee can refine into a form that can be adopted by Council.

**Pilot / Demonstration Project: Active Transportation Connection (Clinton, ON)**

An Active Transportation connection could be considered for implementation along the London Road / Highway 4 South corridor in Clinton, ON. More specifically, the facility is proposed to be implemented between the Downtown centre of Clinton and the Health and Library Complex. The facility could be either an on-road bikeway or a shoulder pedestrian and bike trail creating a key connection for commuters and recreational pedestrian and cyclists throughout Clinton. The project could be led by the County's Economic Development Department, more specifically by the County's Transportation staff. In addition, local cycling groups and advocates could be included in the consultation process for further engagement and input throughout the study.

### 2.4.3 Shuttle Bus Service

The shuttle bus services provided throughout Huron County is currently provided by two programs / organizations, Aboutown and EasyRide as outlined in Chapter 1 of the report. These initiatives, though widely used by a number of members of the community, have some identifiable gaps in their services. These gaps and barriers include the age, accessibility, time and geographical gaps as previously outlined By identifying the gaps in the service such as the lack of service for groups other than the elderly, a limited timeframe for service provision and very few accessible vehicles, to name a few, refinements to programs can be recommended. These can also be considered opportunities and include the following elements:

**Recommendations:**

1. **Initiate discussions and work with the EasyRide organization to explore opportunities to expand shuttle services throughout Huron County.** In addition, they will also work together to explore potential funding opportunities and partnerships with local organizations. The exploration of government funding and grants options will also be discussed.

2. **Coordinate and work with EasyRide to maximize facility / vehicle use.** These facilities would be used for EasyRide services as well as future TDM initiatives and opportunities in coordination with other agencies such as Aboutown transit service.

3. **Work with others to create a shuttle service (coordinate with EasyRide if possible) for schools to provide transportation to and from after school activities.** The shuttle could provide communal transportation opportunities to key destinations throughout the County (i.e. community centres or arenas etc.). School buses currently not in use could be used to facilitate these shuttle services and would be driven by local school bus drivers or a volunteer base. The County should consider exploring the opportunity for additional funding from the Provincial Gas Tax when implementing this program.

4. **Promote and include detailed information on the current shuttle services available.** Information would be provided on the online database regarding the existing shuttle service for vulnerable groups. Information such as hours of operation, cost, contact information, availability and the specific group it accommodates will be accessible to all.

**Pilot Project: Summer Shuttle Services (June – September)**

The shuttle would be a hop-on-hop-off service linking key destinations throughout Huron County (i.e. downtown centres, local community health services, grocery stores etc.). As a means of increasing affordability, the price for

the shuttle could be included in as part of the shuttle bus service ticket provided by Aboutown into Goderich in order to accommodate other users and visitors to Huron County. The County should consider partnering with a private service provider to explore opportunities for both the hard and soft infrastructure required for the service. The money budgeted for this initiative could be seed money or additional subsidization for the program. In addition, the County could explore additional funding opportunities such as the Provincial Gas Tax Transfer.

### 2.4.4 Taxi Service

The Taxi service throughout Huron County is provided by nine companies which are each privately owned. This proves to be a barrier and gap in the system and services for Huron County residents as the areas in which service is provided is not controlled or organized. In addition, the taxi companies can become costly for users and prove to be difficult for young adults, students, low income families or the elderly population. Based on the "gap" areas identified above, further information and data regarding the demand and need for taxi service throughout the County should be explored in addition to potential programming and coordination. Recommendations and potential pilot programs are identified below in further detail.

#### Recommendations:

1. **Organize and coordinate Taxi services within Huron County.** The TDM Coordinator and Committee members will work with the local Taxi companies to assess the effectiveness and efficiency of the services in place. This will be achieved through meetings with the Taxi companies including individual meetings with each service provider as well as inviting the companies to TDM Committee meetings.

2. **Complete a map of the boundaries, routes and areas of deficiency of taxi services.** Information from the survey will be used to identify these areas to better inform the TDM committee and the County of areas for improvement. The map is to be completed as a collaborative approach between the taxi companies and the TDM coordinator as well as with help from an individual with GIS capabilities.

**Pilot Project: Taxi Survey of Huron County Residents**

A detailed survey of County residents regarding their opinions of the taxi services throughout the County should be undertaken. In addition, a survey of the taxi companies and the service that they provide will be developed to complement the results for the survey of the residents / taxi users. The survey could either be generated internally by the TDM Coordinator and Committee members using a survey tool such as SurveyMonkey or by using an external agency who will undertake the survey for the County. It is proposed that the surveys be generated and made available for completion online. In addition to the survey, the TDM coordinator in conjunction with the taxi

companies could create a "business card" promoting the survey to users of the taxi service and local residents. The business card would include a link to the survey for completion as well as contact information for the TDM coordinator, where necessary. The survey results will be used to assess and gain a better understanding of the issues, barriers and opportunities for taxi services. In addition, they could also be used to better coordinate the services and integrate taxi companies as a viable mode of transportation for visitors and residents.

### 2.4.5 Transit

At this time, transit service is only now beginning to expand throughout the County. Prior to the implementation of the Aboutown bus service there were no public transportation options, however, the time, geography, price and accessibility gaps of the service must be mitigated to make this a viable option for County residents.

**Recommendations:**

1. **Expand the existing privately operated bus services to other Urban Centres throughout the County**. The TDM Coordinator and Committee will work to explore opportunities with a privately operated company to discuss the potential expansion of services. The development of new bus routes will facilitate movement by transit between municipalities and will provide residents and visitors with an alternate mode of transportation.

   When extended, the service information including stop locations, price and time will be updated on the TDM database. Further discussion will be facilitated and enhanced by the results from the transit survey undertaken.

2. **Explore additional funding opportunities to enhance the existing bus service provided by a privately operated company.** The TDM Coordinator and Committee should work to explore future funding and partnership opportunities such as the Provincial Gas Tax Transfer. Other privately operated companies could also be invited to the TDM committee meetings to provide their input and update to potential bus services throughout the County.

3. **Work with the TDM Coordinator to expand and refine the Aboutown service schedule.** The refined schedule should coordinate services provided by Via Rail and GO Transit in London, Kitchener, Waterloo and Guelph or other key destinations for those residents of Huron County or those visiting.

**Pilot Project: Undertake a Transit Service Survey of the County**

A detailed survey of County residents regarding their opinions of the transit services throughout the County should be undertaken. The survey could either be generated internally by the TDM coordinator and committee members using a survey tool such as SurveyMonkey or by using an external agency who will undertake the survey for the County. The survey results will be used to assess and gain a better understanding of the issues, barriers and opportunities for transit services. It is proposed that the surveys be undertaken and made available for completion online. In addition to the survey, the TDM coordinator, in conjunction with Aboutown create a "business card" promoting the survey to users of the transit service and local residents. The business card would include a link to the survey for completion as well as contact information for the TDM coordinator, where necessary. As noted above, the results from the survey could also be used to determine potential bus routes throughout the County in the future.

### 2.4.6 Vanpool / Carpool

When assessing vanpool and carpooling options for the County, outside of the Shuttle service already in place there are not many options available for residents. Vanpool and carpool initiatives can be effective means of transporting people or groups to their destinations of choice. The following are recommendations with regards to these types of programs which should be considered for implementation by the County in collaboration with its local municipalities.

**Recommendations:**

1. **Identify major employers and members of the community to work with to investment in and implement potential vanpool and carpooling opportunities.** The TDM committee will meet and discuss opportunities for vanpooling and carpooling within Huron County. They may want to invite a speaker / presenter who is aware of the process of implementing such a service as well as potential partners.

2. **Develop and implement vanpool or carpool lots at key locations throughout the County,** i.e. near major highway interchanges or in the downtown centres. The locations and building of these lots will be determined by County and municipal planners in collaboration with the TDM coordinator and committee. These opportunities will also be explored based on funding commitments and partnerships explored by the committee and Council. It is important to note that these locations will be determined based on further investigation by the TDM coordinator and committee to determine commuter travel patterns and specific locations for the lots. These could also be determined as a collaborative effort between local and external employers and service providers.

3. **Implement carpool parking at each office or educational facilities through additional signage or pavement markings.** The TDM coordinator work with Municipal and County Staff as well as local education facilities to explore the necessary steps to designating parking facilities for carpool only trips. The coordinator and committee should invite representatives from education facilities to the TDM committee meeting to gauge interest and commitment.

4. **Integrate vanpool / carpool facilities / parking at "rural mobility hubs" throughout the County.** These "hubs" could include parking facilities for bikes and cars, as well as signage for key destinations, transit stops, connections to local trail systems, taxi company numbers etc.

5. **Develop a carpool to work day twice a year at both Municipal and County Offices.** The TDM coordinator and committee members would work together to develop, designate and promote these events. Incentive programs such as free coffees or a breakfast for those who get involved in this initiative could be provided.

**Pilot Project: Create and maintain an online TDM database to coordinate transportation options throughout Huron County for both residents and visitors.**

For this pilot project, it is suggested that an electronic and accessible database be created where people will be able to obtain information about all transportation services available in Huron County. The database will remain current with information about expansions in the services, changes or closures. The "TDM Coordinator" as well as the committee and potential co-op students should work together to update the database on a daily, bi-weekly or weekly basis (or whatever frequency is necessary) to ensure that information is current and the database is an effective resource for County residents as well as visitors. The goal of this project is to facilitate the launch of an integrated commuter management system that is technically advanced, with an advanced means of ensuring data security and integrity while maximizing usability and functionality.

In addition, it will also be used as a Ridematching program for residents within the County. A ridematching service assists commuters with identifying other individuals who commute along the same routes that would be willing to arrange a carpool to work or to their desired destination. These systems are generally operated online, as would be the case with the database created for Huron County. This database allows users to sign in to a website and enter their commute origin and destination, which will then be used to generate a list of potential carpool partners and facilitate contacting them to make arrangements. The ridematching website can be developed and operated either by the County internally, or commercial service, such as RideShark (www.rideshark.com) and EnRoute (http://pathwayintelligence.com/) are also available. A detailed overview and costing strategy for a proposed RideShark program specifically designed for Huron County has been developed and can be found in **Appendix E**

of the report. In addition, the appendix also contains examples and brochures of the RideShark program and what it would have to offer to Huron County.

If a program such as this were to be implemented for Huron County, the Ministry of Transportation of Ontario (MTO) should be investigated as a potential funding partner for the membership or development of the ridematching service. This type of initiative would appeal to such a government body as it can be explained that the initiative will reduce vehicle traffic on the local and County road network, which can in turn reduce road wear and associated maintenance costs.

It should be noted that a ridematching service could be paired with the provision of preferential parking spaces for carpool vehicles. If undertaken, this could act as a visible benefit and effective promotion of the service. However, the success of this feature hinges on the effective cataloguing and identification of carpool vehicles and the enforcement of the designated parking spaces and as a result can be resource intensive. As is provided in the recommendation above, the County should explore these opportunities in further detail.

### 2.4.7 Air and Rail

Though not considered traditional TDM modes of transportation, it is important to note the current availability of private air and rail travel through Huron County. At this time, services are not provided to the public with no plans to expand upon the service in the near future. However, if this does become a potential alternative, the TDM committee and coordinator should consider exploring the availability for public usage. If undertaken, these would become very viable and useful modes of transportation creating linkages to internal as well as external transportation services and will increase the multi-modal system for Huron County. The following is a recommendation for air and rail movement throughout the County.

**Recommendation:**

1. **The TDM Committee should continue to investigate opportunities for future air and rail transportation within and through the County.** The committee as well as the coordinator should work with local, provincial and federal agencies and organizations to investigate future opportunities for air and rail transportation throughout the County. These representatives could be invited to the TDM committee meetings and provide updates on potential expansion to the system (e.g. the GEXR – Goderich Exeter Railway), opportunities for partnership, funding possibilities and the integration of air and rail service with other modes of transportation throughout the County.

# 3.0 Implementing the Transportation Demand Management Strategy

The Huron County TDM Strategy provides a long-term vision of Transportation Demand Management for the County and local municipalities. This section of the TDM strategy presents a comprehensive and concise plan to improve TDM opportunities, and reduce the single occupant modal split relative to other TDM related transportation modes and strategies throughout the County. The proposed strategy was developed based on a vision for TDM, and presents actions and next steps for the future. The focus of this chapter is to estimate and present the timelines in which the proposed initiatives and recommendations are suggested to be implemented as well as the estimated costs for each initiative. In addition, the TDM strategy includes set of leadership, outreach and marketing strategies to help ensure the successful implementation and future of the TDM Strategy as well as TDM within the County.

## 3.1 Leadership Strategy

### 3.1.1 Overall Approach

Huron County's approach to TDM implementation and promotion should be based on a coordinated effort from all County departments, staff groups as well as the local municipalities. This encourages shared ownership for TDM implementation, and may increase the chances of success for each measure by appealing directly to the needs and resources of each group. The effectiveness of the plan is based on not defining an "owner" of the initiatives. Each group will have a stake in the programs and initiatives and will provide input that is specific to their needs.

*Leadership by Example*

The creation of this strategy for County and local municipal staff is a springboard for future promotion of TDM to stakeholders and the public. Promotion of this plan will be much more credible if stakeholders see the County and local municipalities invested in a successful county-wide TDM program. Additionally, the implementation of a County supported program first, allows for the development and testing of TDM measures to demonstrate their level of success. This step would be used to promote TDM to stakeholders throughout Huron County and provides a basis for the development of future supportive policies and initiatives on a local level.

*Integration with other County Programs*

A major element of the leadership strategy is access to the County's services and facilities, by both County staff, local municipal staff and members of the public. Consequently, there will be a significant relationship between

TDM and County and municipal services as the availability of these services could help or hinder the strategy. It is important that during the implementation of the Plan, the County understands and determines the relationship between initiatives proposed by the Plan and their interaction with County and local municipal services.

### 3.1.2 TDM Staff Resources

As outlined in section 2.4.1, it is recommended that the County implement a TDM Coordinator responsible for the development and implementation of new TDM initiatives and recommendations, as well as the associated communication and outreach strategies. This is proposed as either a new position independent from existing County groups or a current employee on County staff who is aware, invested and interested in the elements of TDM. It is important to note that this individual would need to dedicate the appropriate time and effort to achieve a balance of the needs of various groups when developing and implementing strategies / initiatives. This employee would work in a location accessible by members of the committee and will help to facilitate access and communications with all affected agencies, internal staff and stakeholders. Due to the uncertainty associated with the funding available, this position should be funded by the departments on a trial basis first before a permanent commitment is made.

### 3.1.3 TDM Coordinating Committee (Internal)

In order to reflect the coordinated approach to TDM by the County and Local municipal departments a TDM Committee should be formed to support implementation and operation of new TDM initiatives. As outlined in section 2.1.4, the committee would consist of representatives from municipal and county departments, councils, the Transportation Task Force, local agencies and organizations and school boards.

## 3.2 Outreach Strategy

Building on the County's efforts to explore potential TDM opportunities and initiatives, the Plan's Outreach Strategy seeks to extend the County's successes to partners throughout the community. These may include employers, schools, local stakeholders, organizers of special events and community organizations. Through outreach, TDM measures can be introduced to more users, resulting in an increase in use and effectiveness. This could then lead to increased credibility and access to the resources of County partners.

### 3.2.1 Employer Outreach

The focus of "employer outreach" is to help facilitate employer partner recruitment. It is recommended that the County prepare a business case explaining the operation, benefits and effects of each of the TDM recommendations, available when making initial contact with employers. This business case should also be provided to the local

municipalities in the case that committee members wish to discuss potential TDM opportunities with local municipal businesses. Contact can be made directly with companies as identified by the County, and can be advertised through local business associations and advisory committees. The TDM business case could also be posted on the County and Local Municipal websites.

There may be some companies that wish to partner with the County's TDM strategy as part of corporate social and environmental responsibility efforts. In some cases, companies may be interested in undertaking TDM related surveys or a more comprehensive TDM strategy of their own. As the County will only have one dedicated staff member for TDM matters, this may be difficult to undertake directly. However, the Coordinator would be able to provide guidance, resources and information to help these companies implement the additional measures they require. Local companies are also encouraged to coordinate with the local municipal "champions" to gather more information or aid them with local implementation.

### 3.2.2 Elementary and Secondary School Outreach

Children are one of the most vulnerable road users, with traffic to and from schools each day posing a risk to safety. They are also one of the most dependent transportation user groups, relying on being driven by family and friends. In some cases, children may also be discouraged from walking or cycling by their parents due to safety concerns. This situation gives rise to health concerns, both as a result of the physical inactivity of driving and of the limited personal development from this lack of independence. As outlined in Chapter 2, School Travel Plans are an important initiative, used to help mitigate these issues and encourage school age children to explore more active modes. These programs can also provide a positive impact on the community not only for the children but teachers and parents as well.

Planning a TDM strategy specific to children travelling to school (i.e. Safe Routes to School Campaign) can be resource-intensive. A partnership with the County's schools, school boards and Health Unit is vital for success. It can be easier to implement these programs on a case-by-case basis, but the number of schools in the County and their dispersion makes full coverage highly resource-intensive. The County should remain focused on continuing to provide promotion and motivation within local schools by the school boards and local committees and organizations. The exploration and development of the Active and Safe Routes to School (ARSTS) program will be an important undertaking to promote the importance of TDM for elementary and secondary school age children.

When exploring TDM measures targeted at school trips, the natural interest is usually towards elementary schools due to the increased safety concern for younger children. In these cases, it is important to account for the potential for parental involvement. This involvement would be effective in TDM outreach through parent groups and by word of mouth, as well as the potential creation of additional parent volunteers able to run programs. The TDM

Coordinator and Committee should consider investigating the participation of an outside champion from an organization like Green Communities Canada or a practical expert on school trip planning to visit and discuss strategies at committee meetings with TDM staff, schools and parents to spark further interest.

### 3.2.3 Community Outreach

#### *Public Health Outreach*

An increase in the overall health of the County and local municipalities is a focus for the TDM Plan. The County's Health Unit could be an important partner for the future promotion, education and communication of TDM initiatives to the residents (both year round and seasonal).

#### *Festivals and Community Outreach*

The logistics for accommodating the travel needs of large numbers of people to community festivals and other events can be facilitated through TDM. The promotion of shuttle services, carpooling and active transportation to the event venues can have significant positive effects on local traffic. There are several strategies that can be utilized to help meet this goal:

- Organize a valet bicycle parking program for events, where cyclists can have their bikes stored in a secure area, making them easy to find and safe from theft;
- Ensure that all event announcements on the online database generated and maintained by the TDM Coordinator and Committee feature directions to the venue via shuttle, taxi, transit and Active Transportation; and
- Organize a shuttle service from key locations in urban areas to the event's location. Vehicles from EasyRide and other local organizations could be acquired for the event and would be on one route throughout the day.

### 3.2.4 Other Outreach

Other opportunities for TDM outreach can be explored and spearheaded by several other County and local municipal groups and organizations:

- EasyRide is a key information source for shuttle bus and transportation service throughout the County for those disadvantaged and vulnerable groups. The promotion of TDM through extended service, increase accessibility and an increase in the people to which they offer their services would help to promote the use of the shuttle service throughout the County for recreational and utilitarian purposes;

- The County's approach to Active Transportation should consider new ideas for further promoting cycling and pedestrian routes / activities as a viable mode of transportation throughout the County. Members of County and Local Municipal staff, the Accessibility Advisory Committee as well as the Huron Tourism Association should be involved in the promotion of these initiatives; and
- Aboutown Transit service could consider a "train-the-trainer" approach to teaching people how to use the system, or offer complimentary bus tickets for needy clients of the County's social programs.

It is recommended that the TDM Committee, through discussions with County and local municipal groups, explore future TDM opportunities which respond to the need of population groups and geographic considerations within the County.

### 3.2.5 Household Outreach

Ideally, the outreach strategy should be designed to inform the citizens of Huron County of the benefits of TDM. However, in view of limited resources and significant partnerships, opportunities to provide household outreach would be too specific at this stage.

In the short term, the TDM plan should remain focused on the organizations and groups described above, which will have some influence on individual households as families and individuals receive the TDM messages from school, work, and other organizations. Individualized marketing can be considered if opportunities for Provincial or Federal TDM grants arise in the future, and if individual involvement though volunteerism arises within the community.

## 3.3 Marketing Strategy

### 3.3.1 Market Segmentation and Messaging

Effective TDM strategies typically focus on influencing factors that impact individual travel choices. Research has shown that public attitudes have relatively little bearing on personal travel choices. Instead, the focus should be on availability, cost, convenience and practicality of the travel options available.

Huron County may not be solely motivated to invest in TDM because of traffic congestion and air pollution. The geographical layout and population of the County also does not lend itself to viable alternatives to a single occupant vehicle as an individual's primary mode of transportation. If and when inquiries arise regarding TDM, it is best to explain the purpose of the TDM program, emphasizing personal values such as good health, tourism, safety, financial savings, and enjoyment of the outdoors.

Across Huron County, people's preferences, behaviours and attitudes vary widely. TDM marketing should focus on communications and incentives geared towards individuals that may respond to them with some degree of consistency. The following paragraphs discuss potential market segments, and how effective messaging might vary among each.

*Short-distance Commuters* - Short-distance commuters could be targeted with messages focusing on the convenience, cost and health benefits of walking or cycling to work. In addition, practical advice regarding route selection, bike parking, and remaining active in cold or wet weather would be useful and affective. This information could be provided on the online database.

*Long-distance Commuters* - A significant number of Huron County commuters travel into the urban centres from outlying communities, and for these people public transit and active transportation are not practical or viable options. In these cases, carpooling is most cost-effective and convenient for long trips. Marketing messages could focus on the financial benefits of Ridesharing. Information and advice on using the Ridematching service could be provided along with testimonials from commuters who have experienced the benefits of Ridesharing. Long-distance commuters can be reached both in their home communities, as well as at their work location.

*Commuters with Physical Limitations* – Within Huron County there is an increasing number of elderly individuals as well as people with physical limitations. In many cases, these individuals may be prevented from getting to their destination on their own. In these instances, the carpooling and shuttle services would be important transportation options. The marketing of these opportunities and availability of the services should be provided in further detail on the online database or the TDM newsletter to better inform these individuals.

*Recreational Cyclists* - People who cycle for recreational purposes are good groups to target as potential commuter cyclists. They already enjoy cycling, have access to a bicycle, and should be familiar with Huron County's network of cycling and trail facilities. Many residents, however, may have simply never tried cycling and could be unfamiliar with appropriate routes, techniques and advice for commuting to work / school by bike. This could be reinforced through special events like Bike to Work Week with additional messages of reinforcement of the health benefits of even occasional cycle commuting.

*A family with Children - Distance from here to school is* a significant constraint for many children in Huron County. Marketing messages delivered through individual schools and communities can reach children and their parents, emphasizing the health benefits of Active Transportation and may influence some to use AT modes. In addition, these messages can also be used to inform and promote School Travel Planning or ASRTS initiatives.

### 3.3.3 Web and Social Media

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The Internet has become a widely used channel for spreading awareness, building public interest, generating discussion and capturing feedback which can be used for TDM as well.

A fundamental element of the County's TDM program is the proposed central transportation database which is to include information on each of the available transportation options throughout the County and the local communities. This is both a critical marketing element, and a very practical and beneficial service for residents. The database could be a basic web page with links and downloads, or a more advanced portal with interactive features, breaking news and chat functions. The site's location (inside or outside the County's main website) matters less than the ability of the public to reach it quickly (i.e. a memorable URL address and / or one-click access from the County's home page). The website would also integrate the proposed Ridematching service as a link onto the website. Based on further investigation, the County may either want to provide an additional webpage with a link to the county website or having the Ridematching interface right on the website itself.

Social media is also another means of exposure for TDM initiatives and programming. Although social media does not appeal to all demographics, they can be very effective in reaching younger audiences. For example, social media marketing could focus on two major networking sites, Facebook and Twitter. Facebook is currently the premier social networking site, and allows users to create profiles, network with "friends", and post messages, images and videos. Organizations can create pages that display information and streaming or downloadable media, and that permit staff to post updates and news.

For these types of sites, a key to maintaining interest is to update the content in a regular and timely fashion. Due to the sheer volume of information available, it is easy for users to sign up to receive updates from the Facebook page, only to subsequently forget about it when these updates are sparse. However, it is also important not to overload the audience with updates, as a high volume of updates will cause them to be ignored. If implemented, updates may be effective if completed posted on a weekly basis.

### 3.3.5 Collateral

Collateral refers to printed materials for marketing communications. In the spirit of sustainability, this plan recommends limiting the use of printed materials to specific initiatives where it serves a key functional purpose or audience need. This could include posters in workplaces, libraries and community centres to promote special events, pamphlets, and maps of walking or cycling routes. In addition, as is outlined in chapter 2, collateral information may include the TDM Committee newsletters as well as the annual reports generated by the Committee and distributed to staff internally at the County and local municipal level.

### 3.3.6 Media Relations

The County should seek to build a positive media relationship that supports the TDM strategy. Although generally supportive of measures promoting physical well-being and the environment, the media will need the reassurance that the County is using TDM resources efficiently and effectively. To that end, the County can create two groups for media relations:

- "Internal champions" - these could include the TDM Coordinator or a member of the TDM committee who is able to offer an overview of the TDM strategy and initiatives, and answer questions on the program's direction, effectiveness and funding structure. The Warden, Mayor or Reeve, a Councillor or Senior Manager, if well briefed, could also be effective in this role.
- "Regular citizens" - these could include members of the community who have experienced positive health, environmental or financial benefits by making more sustainable travel decisions or otherwise participating in TDM initiatives. These stories bring a valuable "human interest" angle to municipal initiatives.

Ribbon-cutting ceremonies are another channel for media exposure, and typically involve new infrastructure. They could also be arranged for the launch of TDM initiatives such as new bike racks, or a Ridematching service to generate interest from other users and potential partners.

TV, radio, local and community newspapers, and online news outlets can all be considered in media relations. The County should endeavour to have a link to the TDM website included in any online coverage, as a way to build traffic to the site.

## 3.4 Partnership Strategy

In order to ensure the successful implementation of the TDM plan, the County should seek the cooperation of outside agencies, volunteer groups, government bodies, private organizations and individuals. These partners could also be key players in achieving the benefits associated with TDM education and promotion. They are also able to promote the use of alternative transportation modes throughout the County. The TDM Committee and Coordinator should explore new partnerships and continue to work with existing partners that have similar mandates in order to ensure consistent messaging and avoid duplicated efforts.

To help generate and maintain interest in TDM activities and initiatives the County should continue to work with other stakeholders, agencies, organization such as:

- Huron County Ontario Provincial Police;
- School Boards;
- Ministry of Health Promotion & Sport;
- County departments;
- Neighbouring Local and Regional / County Municipalities;
- Manufacturing and Business Associations;
- Local Municipalities;
- Ministry of Transportation;
- Ontario Parks,
- CN Rail;
- Aboutown and EasyRide;
- Local Accessibility and County Committees;
- Interest Groups (e.g. local cycling groups); and
- Tourism Committees and Associations.

In addition to these organizations and committees, the County and the TDM coordinator should explore private partnerships and support such opportunities throughout the community. These partnerships could include but are not limited to commercial and retail businesses, taxi companies, local employers and companies, banks etc. The support from these organizations provides potential for additional promotion and encouragement for TDM throughout the community.

Another opportunity available for the County is the exploration of partnerships with the Provincial and Federal government to facilitate funding opportunities and continue TDM work throughout the County. These grants and funding programs such as the Provincial and Federal Gas Tax Transfer would be an effective means of supporting TDM initiatives over time.

## 3.5 Maintenance Strategy

The TDM Strategy for Huron County is primarily based on soft infrastructure such as initiatives and programs which include the proposed TDM programming and recommendations. As this is the case, the maintenance strategy outlined below will provide the county with only some initial potential maintenance suggestions for the development and implementation of the AT Master Plan as well as the proposed hard infrastructure TDM recommendations such as carpool and vanpool facilities.

Regarding the implementation of the carpool / vanpool lots, a maintenance strategy will be determined at the time of implementation and will be dependent on factors such as:

- Size and Location; and
- Surface vs. Paved parking.

The lot locations and size will be determined by key destinations for employment and recreation as well as the demand for each and will require additional study research. This information will be gathered through discussions with local and external employers, community groups etc. The maintenance strategy will be assessed as a separate initiative when implementation is finalized.

The proposed Active Transportation Master Plan study should include the development of a detailed maintenance strategy for the proposed network and facilities. However, as is the case with the carpool and vanpool strategies, this will have to be determined once the master plan is being undertaken. The following is an example of a maintenance strategy which could be further developed as part of a comprehensive AT and Trails Master Plan at a later date.

> *"The incremental cost to maintain (including winter maintenance) bike lanes, paved shoulders is relatively low compared to standard annual road snow clearing and maintenance budgets. Generally, most municipalities adjust maintenance budgets based on the number of kilometers of each facility and increase maintenance budgets relative to the length of new infrastructure added on an annual basis. For example, if five kilometers of pavement markings and bike stencils for bike lanes are added, then the annual maintenance budget is adjusted accordingly based on the owner's maintenance performance measures. The County and Local Municipal existing level of service standards regarding maintenance should be reviewed with consideration given to the Minimum Maintenance Standards for Municipal Highways.*
>
> *Maintenance costs for pedestrian and cycling facilities should be based on the following assumptions:*
>
> - *The maintenance budget for the AT network will need to grow in an incremental fashion with the incremental growth of the AT network. As each new network segment is added (either on or off-road), the impact to the operations budget should be calculated by County and local municipal staff so that it can be added into the respective annual maintenance budget request.*
> - *Maintenance costs for on-road facilities are estimated to range from $5,000 to $9,000 /km/year depending on the facility type (paved shoulder with edge /signs, bike lane in urban area, painted lines vs. thermo plastic etc.) and economies of scale gained from incorporating cycling facility maintenance in current maintenance programs at the County and local municipal level. Annual maintenance can include but is not limited to*

*line and stencil reapplication, replacement of bike lane and bike route signs, minor asphalt repairs (pothole patching and crack sealing), sweeping, snow plowing and replacement of older style catch basic grates with bicycle friendly grates.*

- *Maintenance of mature off-road multi-use trails, particularly in greenways and parks can range between $4,000 to $6,000 per linear kilometer of trail (3.0 m wide), depending on the level of service standard. Annual maintenance can include drainage and storm channel maintenance, sweeping, clearing of debris, trash removal, weed control and vegetation management, mowing of grass along shoulders, minor surface repairs, repairs to trail fixtures (benches, signs) and other general repairs.*

- *An on-going maintenance challenge is the cost of loading snow from curb lanes of roads. This occurs because there is no snow storage space left on the street after both the road plow and the sidewalk plow have passed. Given the importance of snow clearing for both pedestrians and cyclists, the County and local municipalities should consider in their next review of their respective road rights-of-way and design guidelines/standards that additional snow storage space be designed into the road cross section.*

*It is recommended that the County and Local Municipalities review their annual maintenance budgets to accommodate the addition of AT infrastructure and further that it implement a program to update its existing pedestrian and cycling infrastructure to current guidelines and adequately maintain those facilities."*

All other maintenance opportunities should be determined based on the future development of the TDM Plan. It is, however, recommended that the County and local municipalities review their annual maintenance budgets to accommodate the addition of any physical infrastructure related to TDM.

## 3.6 Implementation of the Strategy

The TDM Strategy for the County of Huron provides a long-term vision for TDM in the County as well as the local municipalities. The proposed recommendations and pilot programs as well as the candidate active transportation network require an implementation strategy that prioritizes TDM initiatives. The recommendations and pilot programs proposed include both soft and hard infrastructure and services which will be used to promote alternative modes of transportation which can help to promote and enhance Huron County's economy, health and quality of life. This section outlines a strategy for implementing the recommendations of Huron County's TDM Strategy. The recommended implementation strategy includes a 10+ year Implementation Plan consisting of three phases:

- Immediate actions – years 0 – 2;
- Short term – years 3-5; and
- Longer-term strategy (years 6 – 10+).

A successful TDM strategy requires champions, partnerships and leadership at both the County and Local Municipal level in order for the plan to move from the planning and design stage to the funding and implementation stage. The relationship between levels of government, decision makers and organizations is an important factor in determining whether a strategy, initiative or transportation improvement will proceed and be successful.

An efficient reporting and implementation structure is vital to ensuring that the decision-making process associated with the implementation of the TDM Strategy is managed and all relevant County and local municipal departments are appropriately engaged. Led by the TDM Coordinator, a TDM Committee is proposed to be formed with representation from the Transportation Task Force, Aboutown, EasyRide, local municipal champions and staff members, representatives from Huron County school boards, local stakeholders and organizations. One of the Coordinator's roles would be to oversee and make recommendations regarding funding and priorities associated with the Huron County TDM Plan and other active transportation related initiatives. In addition, they would be responsible for the coordination of County and local initiatives with input from the local municipal TDM "champions".

The AT component of the TDM Plan consists of a candidate network that was developed using the County's Geographic Information System (GIS) base. This GIS based candidate route network map provided to the County as part of the TDM Plan is intended to be used as an Active Transportation facility management tool. The draft AT route network is meant to be used as a basis to develop an Active Transportation Master Plan for the County. The candidate route network builds upon the Active Transportation, trails and cycling network which have been adopted and implemented by the County and the local municipalities. The County's Public Works Department and proposed TDM Committee should explore the future development of such a plan for County-wide implementation. This type of study would require a more detailed assessment of the potential routes, the application of specific facility types, as well as possible implementation, outreach and funding strategies.

Tables 3-1 through 3-7 provide further details on the implementation of each recommendation, initiative and pilot project as outlined in Chapter 2. These charts provide detailed information on proposed public outreach initiatives and potential partnerships. These charts will help guide the TDM Coordinator and TDM Committee as they set priorities for TDM initiatives and pilot projects suggested in the TDM Strategy.

Huron County Transportation Demand Management Strategy

**Table 3-1 General TDM Strategies**

| | Implementation | Public Outreach | Investment | Lead(s) / Partnerships [1] |
|---|---|---|---|---|
| **Recommendations** | | | | |
| Assign the responsibility of a "TDM Coordinator" in the County to existing staff. The individual(s) should assume responsibility for the development and execution of TDM initiatives and programs and address these TDM issues as they arise. | Immediate | Other | Existing Resources to be confirmed | N/A |
| Identify TDM "Champions" for each municipality within Huron County who will make up a TDM Committee to Council led by the TDM Coordinator for the County. | Immediate | Other | Existing Resources to be confirmed & Student | Lead: TDM Coordinator |
| Develop and distribute (by mail or electronically) a quarterly TDM newsletter within Huron County. | Immediate | Community Programs | $5,000 / yr. | Leads: TDM Coordinator & TDM Committee<br>Transportation Task Force<br>School Boards<br>Employers |
| Develop and distribute an Annual Report on the progress and state of TDM in Huron County. | Immediate | Other | $1,000 / yr. | Leads: TDM Coordinator & TDM Committee<br>School Boards<br>Huron County OPP<br>Employers<br>EasyRide<br>Transportation Task Force |
| Hold TDM Committee Meetings every three months to share ideas and information and report on progress within Huron County. | Immediate | Elementary and Secondary Schools<br>Other<br>Community Programs | Existing Resources to be confirmed | Leads: TDM Coordinator & TDM Committee<br>County Departments<br>Transportation Task Force<br>Aboutown<br>EasyRide<br>School Boards |
| Create internship / co-op opportunities for students to work with the TDM Coordinator. | Immediate | Elementary and Secondary Schools<br>Community Programs | Volunteer Based or $10,000 / yr. | Leads: TDM Coordinator & County Staff<br>Surrounding Area Colleges and Universities |

| | | | | |
|---|---|---|---|---|
| Hold information / promotional sessions at elementary and secondary schools around the County. | Short Term | Elementary and Secondary Schools | $5,000 / yr. | Leads: TDM Coordintor & TDM Committee<br>Transportation Task Force<br>Huron County OPP<br>EasyRide<br>Aboutown<br>Huron County and Local Municipal Cycling Committees |
| Hold TDM workshops throughout the year with stakeholders throughout the community. | Short Term | Community Programs | $7,500 / yr. | Leads: TDM Coordinator, TDM Committee & Huron County Health Unit<br>United Way of Perth-Huron<br>Employers<br>Transportation Task Force<br>EasyRide<br>Aboutown |
| Adopt an Active and Safe Routes to School (ASRTS) program. | Short Term | Elementary and Secondary Schools<br>Community Programs | $7,500 | Leads: TDM Coordinator &School Boards<br>Transportation Task Force<br>Huron County Health Unit<br>Huron County OPP |
| Explore the use of School Buses outside of school hours as additional punblic transportation vehicles. | Short Term | Elementary and Secondary Schools<br>Community Programs | Existing Resources to be confirmed | Leads: TDM Coordinator, School Boards & School Bus Operators<br>Aboutown<br>EasyRide |
| Undertake a School Travel Plan for elementary and secondary schools throughout the County. | Short - Longer Term | Elementary and Secondary Schools<br>Community Programs | $10,000 | Leads: TDM Coordinator & School Boards<br>Huron County Health Unit |

1. Suggested Program Leads to be confirmed by County Staff.

Huron County Transportation Demand Management Strategy

**Table 3-2 Active Transportation TDM Strategies**

| | Implementation | Public Outreach | Investment | Lead(s) / Partnerships [1] |
|---|---|---|---|---|
| **Recommendations** | | | | |
| Local Municipalities should consider undertaking, if they have not already done so, a review of current sidewalk policies, and update their current sidewalk inventory database. | Short Term | Other | Existing Resources | Lead: Local Municipal & County Staff Members<br>TDM Coordinator & Committee<br>Transportation Task Force |
| Explore and develop Pedestrian & Cycling Charters for the County of Huron in partnership with local municipalities. | Short Term | Employer<br>Household<br>Community | Existing Resources | Leads: TDM Coordinator &<br>Local & County Employers<br>Huron County OPP |
| Prepare and hold an Active Transportation and Health Promotion Workshop. | Short Term | Community<br>Other | $30,000 | Leads: Local and County Planning Departments, County Health Unit & TDM Coordinator<br>Trails / Cycling Committees<br>Transportation Task Force<br>Ministry of Health Promotion<br>Local Stakeholders<br>Share the Road Organization |
| Undertake, in partnership with local municipalities, an Active Transportation and Trails Master Plan. | Short - Longer Term | Community | $65,000 | Leads: Local and County Transportation and Planning Staff, TDM Coordinator & County Health Unit<br>Trails / Cycling Committees<br>Transportation Task Force<br>MTO<br>Ministry of Health Promotion |
| **Pilot / Demonstration Project:** | | | | |
| Active Transportation Connection (Clinton, ON) | Short Term | Community<br>Other | ~$500,000 (@ $250,000 / km) | Lead: Dave Laurie, Transportation, Economic Development Huron County<br>Trails / Cycling Committees<br>Transportation Task Force<br>MTO<br>County Departments |

1. Suggested Program Leads to be confirmed by County Staff.

Huron County Transportation Demand Management Strategy

**Table 3-3 Shuttle Bus Service TDM Strategies**

| | Implementation | Public Outreach | Investment | Lead(s) / Partnerships [1] |
|---|---|---|---|---|
| **Recommendations** | | | | |
| Initiate discussions and work with the EasyRide organization to explore opportunities to expand shuttle services throughout Huron County. | Immediate | Community<br>Other | Existing Resources | Leads: EasyRide, TDM Coordinator & TDM Committee<br>Local and County Government<br>Transportation Task Force<br>Huron County OPP |
| Promote and include detailed information on the current shuttle services available. | Immediate | Community<br>Household<br>Other | $5,000 / yr. | Leads: TDM Coordinator & TDM Committee<br>Local and County Staff Members<br>EasyRide<br>Aboutown |
| Coordinate and work with EasyRide to maximize facility / vehicle use. | Short - Longer Term | Community<br>Other | $5,000 | Leads: EasyRide, TDM Coordinator & TDM Committee<br>Aboutown<br>Transportation Task Force<br>United Way of Perth-Huron<br>Huron County Health Unit |
| Work with others to create a shuttle service (coordinate with EasyRide if possible) for schools to provide transportation to and from after school activities. | Longer Term | Elementary and Secondary School<br>Community<br>Other | $75,000 / yr. | Leads: TDM Coordinator & Elementary & Secondary Schools<br>EasyRide<br>Transportation Task Force<br>United Way of Perth-Huron |
| **Pilot Project:** | | | | |
| Summer Shuttle Services | Short - Longer Term | Employer<br>Community | $100,000 / yr. | Leads: TDM Coordinator & TDM Committee<br>Transportation Task Force<br>EasyRide<br>Huron County OPP<br>MTO<br>Local and County Staff Members |

1. Suggested Program Leads to be confirmed by County Staff.

Huron County Transportation Demand Management Strategy

**Table 3-4 Taxi Service TDM Strategies**

| | Implementation | Public Outreach | Investment | Lead(s) / Partnerships [1] |
|---|---|---|---|---|
| **Recommendations** | | | | |
| Organize and coordinate Taxi services within Huron County. | Short Term | Employer<br>Other | Existing Resources | Leads: TDM Coordinator & Local Taxi Companies<br>Employers<br>Huron County OPP<br>Transportation Task Force |
| Complete a map of the boundaries, routes and areas of deficiency of taxi services. | Longer Term | Other | $10,000 | Leads: TDM Coordinator & GIS Mapping Experts<br>Huron County OPP<br>Transportation Task Force |
| **Pilot Project:** | | | | |
| Taxi Survey of Huron County Residents | Immediate | Employer<br>Household<br>Community | Existing Resources plus $15,000 | Leads: TDM Coordinator & TDM Committee<br>Local & County Employers<br>Transportation Task Force<br>Taxi Providers<br>Huron County OPP<br>Survey Creators |

1. Suggested Program Leads to be confirmed by County Staff.

Huron County Transportation Demand Management Strategy

**Table 3-5 Transit Service TDM Strategies**

| | Implementation | Public Outreach | Investment | Lead(s) / Partnerships [1] |
|---|---|---|---|---|
| **Recommendations** | | | | |
| Explore additional funding opportunities to enhance the existing bus service provided by a privately operated company. | Short Term | Other | Existing Resources | Leads: TDM Coordinator & TDM Committee<br>Provincial and Federal Government<br>Aboutown<br>Transportation Task Force<br>EasyRide |
| Work with the TDM Coordinator to expand and refine the Aboutown service schedule. | Short Term | Other | $2,000 | Leads: TDM Coordinator & TDM Committee<br>Aboutown |
| Expand the existing privately operated bus services to other urban centres throughout the County. | Longer Term | Employer<br>Community<br>Other | Existing Resources | Leads: TDM Coordinator & TDM Committee<br>Aboutown<br>Transportation Task Force<br>Huron County OPP<br>MTO |
| **Pilot Project:** | | | | |
| Undertake a Transit Service Survey of the County | Immediate | Employer<br>Household<br>Community | Existing Resources and $12,500 | Leads: TDM Coordinator & TDM Committee<br>Transportation Task Force<br>Local and County Employers<br>Huron County OPP<br>Survey Creators<br>Aboutown |

1. Suggested Program Leads to be confirmed by County Staff.

Huron County Transportation Demand Management Strategy

**Table 3-6 Vanpool / Carpool Service TDM Strategies**

| | Implementation | Public Outreach | Investment | Lead(s) / Partnerships |
|---|---|---|---|---|
| **Recommendations** | | | | |
| Identify major employers and members of the community to work with to invest in and implement potential vanpool and carpooling opportunities. | Immediate | Employer<br><br>Public Health / Community | Existing Resources and $1,000 | Leads: TDM Coordinator & TDM Committee<br>Local Employers<br>EasyRide<br>United Way of Perth-Huron Aboutown<br>County / Local Municipalities<br>RideShark |
| Develop a carpool to work day twice a year at both Municipal and County Offices. | Immediate | Employer<br><br>Community Elementary and Secondary School | $5,000 | Leads: TDM Coordinator & TDM Committee<br>Elementary & Secondary School<br>County Departments<br>Employers<br>Local Municipalities<br>Transportation Task Force |
| Implement carpool parking at each office or educational facility through additional signage or pavement markings. | Short Term | Employer<br><br>Elementary and Secondary School | $10,000 | Leads: TDM Coordinator, TDM Committee, Elementary & Secondary Schools & Local Employers<br>Elementary & Secondary School<br>Local and County Government Representatives |

| | | | | |
|---|---|---|---|---|
| Develop and implement vanpool or carpool lots at key locations throughout the County. | Longer Term | Other | $60,000 (Est.) | Leads: TDM Coordiantor & Local & County Transpotation Services<br>MTO<br>Transportation Task Force |
| Integrate vanpool / carpool facilities / parking at “rural mobility hubs” throughout the County. | Longer Term | Employer<br>Community<br>Other | $50,000 | Leads: TDM Coordinator & TDM Committee<br>Transportation Task Force<br>Local and County Government<br>Aboutown<br>EasyRide |
| **Pilot Project:** | | | | |
| Create and maintain an online TDM database to coordinate transportation options throughout Huron County for both residents and visitors. | Immediate | Employer<br>Other Community Municipal and County Employees | Existing Resources and $12,500 | Leads: TDM Coordinator & TDM Committee<br>Transportation Task Force<br>EasyRide<br>RideShark<br>Aboutown<br>Huron County OPP<br>United Way of Perth-Huron<br>County / Local Municipalities<br>CN Rail |

1. Suggested Program Leads to be confirmed by County Staff.

Huron County Transportation Demand Management Strategy

**Table 3-7 Air / Rail TDM Strategy**

| | Implementation | Public Outreach | Investment | Lead(s) / Partnerships [1] |
|---|---|---|---|---|
| **Recommendations** | | | | |
| The TDM Committee should continue to investigate opportunities for future air and rail transportation within and through the County. | Short - Longer Term | Other | $5,000 | Leads: TDM Coordinator & TDM Committee<br>Local and County Staff Members<br>CN Rail<br>Airport Representatives<br>Transportation Task Force |

1. Suggested Program Leads to be confirmed by County Staff.

By adopting the TDM Plan, its initiatives and recommendations, the County and the local municipalities have the opportunity to support a more sustainable transportation system and encourage the development of communities in Huron County that are more active, safe and healthy as well as sustainable.

## 3.7 The Investment

### 3.7.1 The Investment Approach

The TDM strategy is meant to be a starting point from which TDM related efforts both at the County and local level can be increased. This strategy proposes recommendations with regards to TDM pertaining to the development of an Active Transportation network and pilot projects focused at expanding travel choices beyond the personal vehicle. Execution of these recommendations and pilot projects will generate a number of benefits for the County as a whole. Subsection 2.4.1.2 outlines the various benefits of active transportation including those related to health and fitness, transportation accessibility and safety, reduced environmental impacts and potential economic prosperity locally and through tourism. As such, the costs of the TDM Plan can be justified as part of the cost of providing a more sustainable, balanced and efficient transportation system in Huron County and its local municipalities.

### 3.7.2 What is the Investment?

The Huron County TDM Plan requires program development and operations funding to ensure successful execution. A proposed budget has been estimated for the general TDM Recommendations, the proposed Active Transportation TDM Strategies, and the proposed shuttle bus service, taxi service, transit service and vanpool / carpool service pilot projects. As noted above, Tables 3-1 through to 3-7 identify the proposed budget for the recommendations and proposed pilot projects. These tables are to be used as a basis for future development of County and local municipal budgets and will require further investigation.

### 3.7.3 Where Will the Money Come From?

The Huron County TDM Plan can only be successful if funding and staff resources are committed by Huron County and local municipal Councils. In addition to this investment, the County should seek out other sources of revenue such us other ministries or federal grant programs. Some of these funding opportunities may include:

- The Ministry of Transportation (MTO);
- The Association of Municipalities of Ontario (AMO);

- The Ministry of Health Promotion and Sport;
- Gas Tax;
- The Canada-Ontario Infrastructure Program;
- Federation of Canadian Municipalities Green Municipal Fund;
- Ontario Trillium Foundation that was recently expanded in response to the money collected throughout the Province by casinos;
- Human Resources Development Canada program that enables personnel positions to be made available to various groups and organizations;
- Corporate Environmental Funds that usually fund small, labour-intensive projects where materials or logistical support is required;
- Service Clubs such as Lions, Rotary and Optimists have assisted with a number of high visibility projects at the community level; and
- Private citizen donations/bequeaths.

## 3.8 Monitoring Implementation and Performance Measures

A component of measuring the implementation of the Plan and its success in meeting objectives is to establish performance measures and targets.

Implementation of the TDM Plan is expected to begin in 2012. It is proposed that the County and its local municipal partners consider the phasing of proposed initiatives and pilot projects consistent with the implementation strategy outlined above and within the timeframe proposed. The TDM Coordinator and TDM Committee should also revisit the implementation timeline on an annual basis and revisit it as necessary, in accordance with available funding, and as authorized by County and Local Municipal Councils.

Collecting data to evaluate the different and changing aspects of travel bahaviours throughout the County will assist in evaluating the effectiveness and overall contribution of various activities to achieve the stated vision and goals of the TDM Plan. This data collection should begin in 2012 and build upon the various TDM initiatives and pilot programs, and may include public attitude surveys. The data will establish a benchmark with which to compare later data as the TDM Plan is implemented and built upon.

The data collection will be used to:

- Confirm the overall direction and implementation of the TDM Plan;
- Confirm statistics on the number and type of active transportation, shuttle, transit and taxi users;
- Assess the change in the number of kilometers traveled by single-occupant vehicles; and
- Isolate and build upon the areas / transportation modes which should be expanded upon.

Over time, the evaluation system should identify changes in modal preference to assist in determining where to implement changes to "hard and soft" infrastructure. The results of this assessment may be used to determine the success of implementing various types of initiatives or pilot projects. However, caution must be used in relying on an immediate response to a given improvement. An extended timeframe should be established to ensure that TDM awareness and promotional initiatives are in place to assist in changing travel patterns and habits.

Data collected through evaluation/monitoring programs along with information collected through on-going public consultation exercises, such as user surveys and public attitude surveys conducted every five years, will inform and assist in preparing the list of annual priorities and measuring the performance of the Plan.

## 3.9 Next Steps

There are a number of suggested steps that the Corporation of the County of Huron and its partners should take in 2012 and 2013 to advance the TDM Plan:

- Following Council's adoption of the TDM Final Report, issue a media release and public notice announcing the completion of the TDM Plan and note that the report is available for public review for a 45 day period, following which if there are no major concerns it will be formally adopted by the County. The draft report should be posted in digital format on the County's website as well as the local municipalities so that it can be viewed and downloaded by the public, and copies made available at the County and Local Municipal offices;
- Digital copies of the County's TDM Plan should be provided to all County departments, local municipal departments as well as the Transportation Task Force and affected agencies such as EasyRide and Aboutown;
- The County should develop and distribute a TDM newsletter developed by the TDM Coordinator and TDM Committee; and
- The TDM Coordinator and volunteer should develop and post the online database for transportation coordination.

Since the 1998 Transportation Task Force Report on the state of transportation within Huron County was published, the County has become increasingly more aware of the need for Transportation Demand Management throughout the County and the local area municipalities. Residents are increasingly more aware that there is a need for alternative modes of transportation. However, in many cases these opportunities are limited to a certain group, do not provide service to a vast majority of the County's communities, have limited timeframes or are inaccessible to those with mobility limitations.

The Transportation Demand Management Plan for the County is the next logical step in the continued evolution of alternate transportation modes and choices for Huron County. It consolidates the hard work that has been done by the Transportation Task Force, the initiatives that have been spearheaded by EasyRide and the newly developed transit service which is being provided by Aboutown. The plan is intended to be the guide for the County to take the next steps towards improving and expanding the number of sustainable transportation options and to promote these initiatives and pilot programs as a benefit to Huron County's economy, environment, safety and decrease the number of single occupant vehicles on the road over time. The development of the TDM Plan is based on an understanding of current needs, issues and priorities along with experiences from other municipalities throughout Canada which are currently targeting similar goals. It is inevitable that needs, issues and priorities will change. Therefore, the TDM Plan will need to evolve and regularly updated to be an effective tool.

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# APPENDIX A

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HURON COUNTY

# TRANSPORTATION DEMAND MANAGEMENT PLAN

Background Information Report (Draft)

MMM GROUP

November 10, 2010 | 1610058001T01

D16-010-76

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# 1.0 INTRODUCTION

In the spring of 2010, the Corporation of the Huron County retained the MMM Group to develop a Transportation Demand Management (TDM) Plan. TDM is an approach to managing transportation demand by supporting cycling, walking, transit, carpooling and other travel modes and strategies as viable alternatives. TDM introduces incentives and disincentives to reduce reliance on the single-occupant vehicle.

The first step in developing a TDM Plan is to review and summarize existing conditions and background information. This document serves as the Background Report for the TDM Plan, providing a description of existing transportation conditions in Huron County.

# 2.0 EXISTING CONDITIONS, POLICIES AND INITIATIVES

## 2.1 DEMOGRAPHICS AND EMPLOYMENT

The following section provides an overview of the geography, demographics and employment in Huron County. The baseline conditions and background details provide important information that will help with the identification of potential transportation demand management strategies and policies under consideration for Huron County.

### 2.1.1 Geography

Huron County is located in southwestern Ontario, on the shoreline of Lake Huron and covers approximately 3,397km$^2$. The County is subdivided into nine municipalities and townships, they are as follows:

- Ashfield-Colborne-Wawanosh ( Formerly Ashfield, West Wawanosh & Colborne)
- Bluewater (Formerly Bayfield, Stanley, Hensall, Zurich & Hay)
- Central Huron (Formerly Goderich Township Clinton & Hullet)
- Howick
- Town of Goderich
- Huron East (Formerly Brussels, Grey, Seaforth, Tuckersmith & Mckillop)
- Morris-Turnberry (Formerly Morris & Turnberry)
- North Huron (Formerly East Wawanosh, Wingham & Blyth)
- South Huron (Formerly Exeter, Usborne & Stephen).

The surrounding areas of Huron County include; Perth County, Wellington County, Middlesex-London, Lambton County, Grey-Bruce and Windsor Essex. Huron County is the second largest geographical region in southwestern Ontario at approximately 60 miles long from north to south and 30 miles wide from east to west. **Figure 2-1** illustrates the location of Huron County as well as the nine municipalities and townships.

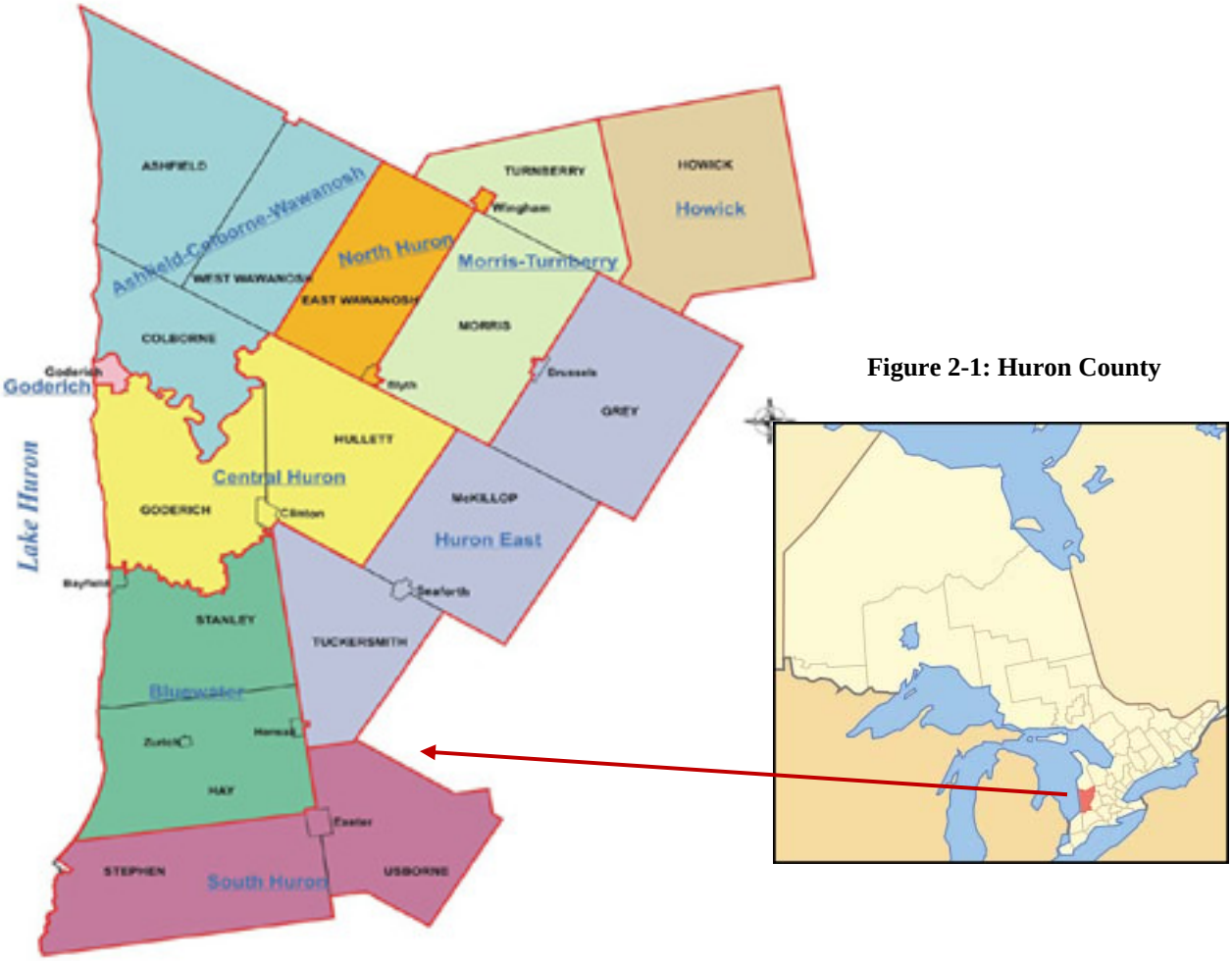



**Figure 2-1: Huron County**

Huron County has over 3000 kilometres of roads, 110 kilometres of railway, 150 kilometres of marked trails and three local airports. The majority of trips made in Huron County are in a single-occupant vehicle; including 80% of trips to work. Additionally, the majority of children in the County are either bussed or driven to school due to an inability to walk to school for most children because of long distances. Obesity is more prevalent than in other counties in Ontario, and heart disease is the primary cause of death among residents, which may be linked partly to a lack of active transportation infrastructure and health promotion outreach initiatives because of the distance between communities in Huron County.

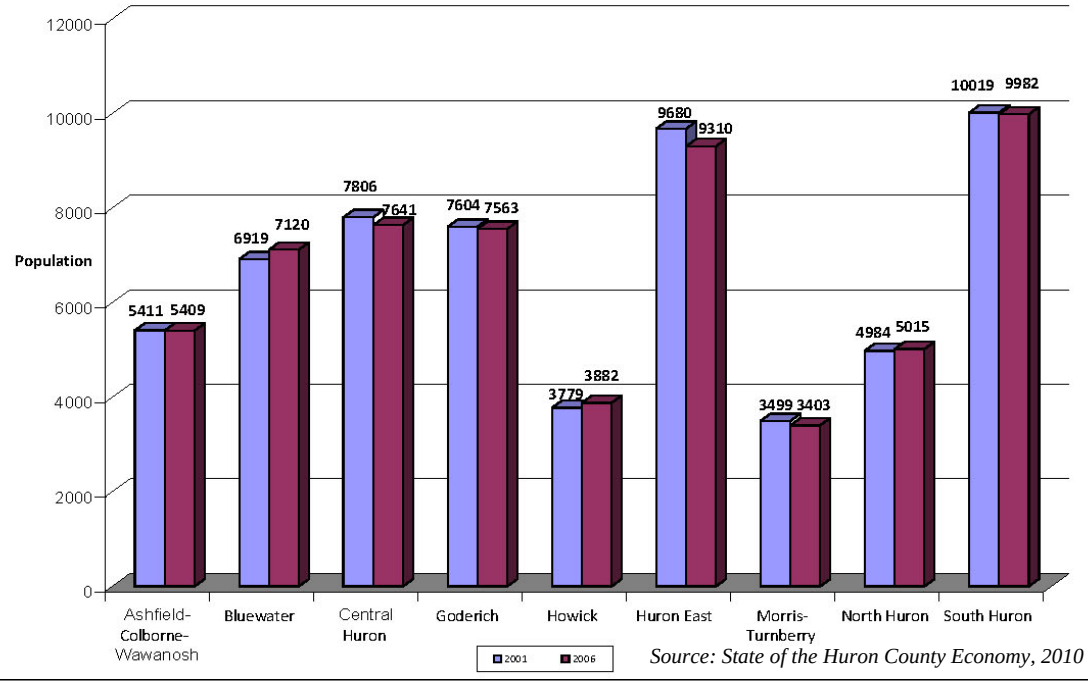
With regards to local and County-wide transportation, the County is well-served by a number of municipal, provincial and county highways. Three provincial highways provide transport service

to larger municipal areas in Ontario and in the United States, as well as connections to Highway 401 and 402. Further details with regards to alternative modes of transportation such as shuttle, taxi, air, rail, water, active transportation and recreation throughout the County of Huron is provided in detail in section 2.4 of this background report.

### 2.1.2 Demographics

The 2006 population in Huron County is 59,325 with an expected increase of 15% by 2031, bringing the population to approximately 68,500 residents. From 2001 to 2006, the population of Huron County experienced a population decline of 376 residents, or less than 1%. According to the 2006 Census Data from Statistics Canada, approximately 58% of the population is of working age while the remaining 42% are children and youth (15 years and under) and seniors (60 years and older). The median age is 42.3 years compared to a provincial median of 39 years. This has a tremendous impact on the way in which transportation demand management strategies and policies are developed. The trend of a high dependency ratio is expected to continue through to 2031, with a rapid increase in the 60+ population as well as a decline in the number of youth and adults as a result of a low and declining birth rate and outmigration of young people. Additionally, the population growth and decline is not spread evenly throughout the County. Some municipalities including Bluewater, North Huron and Howick saw population growth, whereas Central Huron and East Huron saw the most significant population losses declining 2.1% to 3.8% respectively[1]. The population changes by municipality are presented in **Figure 2-2**.

**Figure 2-2: Population Change by Municipality - 2001 to 2006**




*Source: State of the Huron County Economy, 2010*

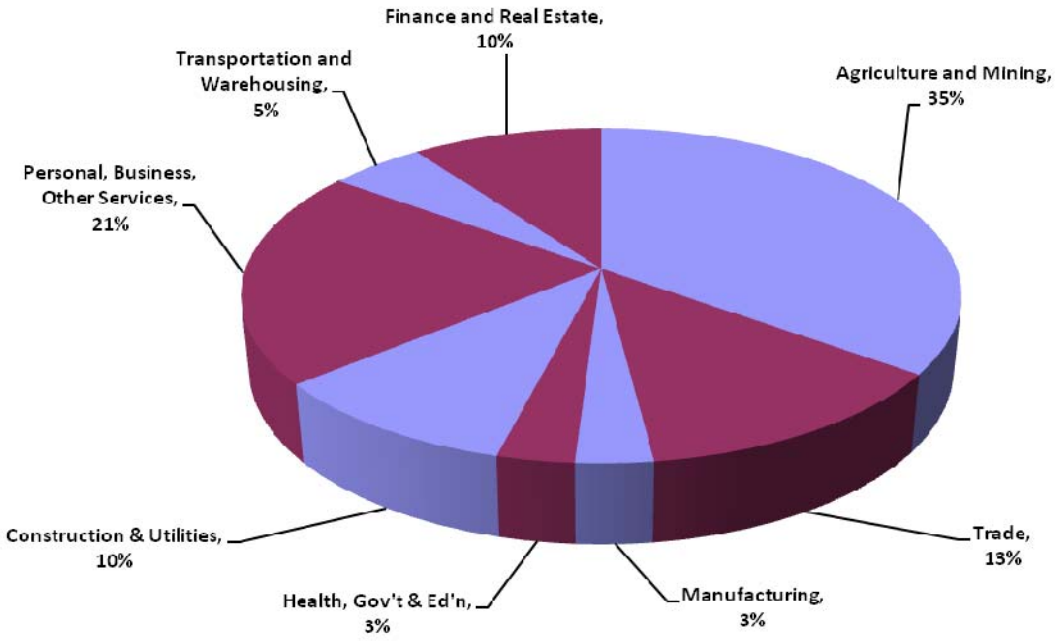
[1] HBDC, and Avon Maitland District School Board. *The State of the Huron County Economy 2010 : Towards Sustainable Economic Renewal*. Rep. 2010. Print

None of Huron County's urban centres exceed a population of 8,000 people with the Municipality of South Huron having the highest population according to Statistics Canada of 9,982. The population density of the County is approximately 17.7 persons per square kilometre. Approximately 60% of the population lives on rural agriculture and non-agricultural properties. Huron County is one of the most rural regions in Ontario. This is important when considering potential transportation programs. Accessibility for the population type and density is a critical consideration.

### 2.1.3 Economy

The economy in Huron County is largely based primarily on agriculture and mining[2], which comprises 35% of all businesses. Additional sectors include personal, business (e.g. manufacturing) and other services as well as retail and wholesale. **Figure 2-3** shows Huron County businesses by sector.

**Figure 2-3: Huron County Businesses by Sector - 2008**




*Source: Statistics Canada Business Patterns Data*

[2] "Statistics Canada Business Patterns Data." *Statistics Canada*. Spring 2010. Web. May 2010. <http://www.statscan.gc.ca>.

Huron County is home to approximately 6,000 farms and businesses, and despite small fluctuations, the number of businesses there has steadily increased from 2000 through 2010. From 2001 to 2008, the number of businesses grew by 629 (net increase over closures), which amounts to an increase of 1.7%. This growth was distributed across sectors, with the greatest growth occurring in finance, insurance and real estate and personal, businesses and other services[3].

Although Huron County has one of the lowest overall unemployment rates in Canada (2.0% below the Ontario rate), it has still experienced the effects of the global economic crisis. In 2008/2009 there was a significant increase in lay-offs as well as people utilizing employment assistance programs. A turn-around in the number of job seekers has occurred, and in June 2010 there was a significant increase in the number of unemployed persons that found jobs.

There are a number of additional economic drivers that need to be considered, some of these include:

- Shrinking agricultural base, particularly in crop and animal production as a result of long-term stresses;
- Demographic trends that point to a potential labour shortage due to an aging workforce and outmigration;
- Significant tourism sector with approximately 500,000 tourist visitors to Huron County annually; and
- Growth in green energy sectors, such as the Capital Power's Kingsbridge II project which would result in an additional 150 wind turbines.

A number of themes, potential projects and potential partners relating to economic development have been identified by the Huron County Economic Development Department. These include:

- **Population renewal**: targeted recruitment of immigrants to attract skilled workers and investors, focus on youth training and development of leadership skills.
- **Agricultural renewal**: develop a commercial wine industry, ensure long-term success and development of local beef industry, encourage opportunities for local food incorporation via local schools, festivals etc., and stimulate new opportunities to increase agricultural capacity.
- **Enterprise Renewal**: ensure that support exists for small businesses including access to investment funds, workshops, enterprise centres, and programs.
- **Workforce Renewal**: ensure programs are available for older workers, centres for employment and learning, and promote the development of green jobs as well as development of new sectors such as aircraft manufacturing.
- **Infrastructure Renewal**: redevelopment of identified airport lands, additional uses for identified tourist destinations, expand tourism, harbour, arts and cultural infrastructure, and conduct necessary studies in potential regeneration areas.
- **Community Renewal**: encourage retention and expansion initiatives, promote downtown revitalization, develop a cultural plan, promote local businesses and undergo a strategic planning exercise to promote economic development.

[3] "Statistics Canada Business Patterns Data." *Statistics Canada*. Spring 2010. Web. May 2010. <http://www.statscan.gc.ca>.

## 2.2 DEVELOPMENT IN HURON COUNTY

Unlike many parts of Southern Ontario, Huron County is not generally experiencing rapid growth and development. As identified earlier, population growth has been slow in recent years, even declining in some communities within the County. Rather than serving an expanding population base, development in the County is more focused on creating a healthy and sustainable Huron County[4] – as outlined in the Sustainable Huron report in Section 2.3.3. Transportation demand management measures recommended should reflect the nature of development in Huron County and be fiscally responsible.

## 2.3 TRANSPORTATION PLANS, POLICIES & STUDIES

This section outlines existing transportation plans, policies and studies that are relevant to the development of the Transportation Demand Management Plan.

### 2.3.1 Transit Guidelines for Small Communities

The Transit Implementation Guidelines for Small Communities, authored by D.A. Watt Consulting Group with support from the Green Municipal Fund, provides implementation guidelines for transit development to small communities within Canada[5]. The Guidelines document includes a list of questions to ask when considering the implementation of transit, and common standards for transit implementation. More specifically, the document outlines "ways to assess the feasibility of implementing transit in a community" with specific reference made to a number of questions and tasks which can be asked when considering transit feasibility and transit implementation. The questions and tasks which are to be addressed throughout this process include:

1. What is the community wishing to accomplish with the implementation of public transit? What are the social, economic and environmental benefits of public transit?
2. Who will use public transit? What is the potential market for public transit?
3. What are the urban form, size, economic structure and demographics of the community?
4. What type of public transit service is required?
5. Where should the public transit service operate? What are the most common areas and facilities that citizens wish to travel to/from?
6. When should the transit service operate? What days of the week and hours of the day should service be available?
7. How much service will be provided, how much will the service cost and how will the operating costs be funded?
8. Who will plan, promote, operate and maintain the transit system? What components of the system will be operated by the municipality or contracted?
9. How much revenue is the system expected to generate? What are the types and amounts of passenger fares? How is revenue collected, managed and accounted for?

[4] The Corporation of the County of Huron. *Take Action for Sustainable Huron*. Rep. Huron County, January 2009. Print.

[5] Masterton Planning Group (MPG), and D.A. Watt Consulting, Transportation Division. *Transit Guidelines for Small Canadian Municipalities*. Rep. Town of Canmore, January 2006. Print

10. What type of vehicle and physical infrastructure is required? How will the vehicles and capital infrastructure be funded, operated and maintained?
11. What is the level of community financial support for public transit?
12. How will the service be evaluated? Is the service meeting community objectives, are the community and customers satisfied, are there areas for improvement, and how might the service develop in the future?

The process undertaken to address each of the questions and assess the feasibility of a proposed transit system is illustrated in a figure provided in Appendix A of this report. This can be used as a guide for communities when considering the implementation of a transit system. As the document outlines, questions 1 through 11 should be considered "a basic initial guide" which "can lead to answering the basic question: should we implement a transit system?"

It is important to note that these guidelines are to be used as an additional tool for the municipality along with other assessments within the community. The guidelines do not determine the type of facility, but provide a detailed assessment of the options available for a wide variety of user groups represented in each municipality.

### 2.3.2 Transportation Task Force Report (2008)

The Transportation Task Force Report is a comprehensive document produced by the Transportation Task Force for the County of Huron which details the existing transportation conditions, demographic and employment statistics, survey results as well as potential future initiatives to be explored within the County. The document provides the study team with a detailed understanding of what has been developed in Huron County with regards to transportation to date, as well as some of the opportunities and barriers to be considered when developing the Transportation Demand Management Plan.

The inventory in the Report was collected through a number of different methods including the development and distribution of a survey to existing transportation providers such as taxi companies, long term care facilities, social service agencies, bus companies, and all agencies that provide service to seniors, disabled, mentally ill and youth. In addition to the transportation providers, a number of human service agencies where transportation is not provided were surveyed as they require access by certain groups.

A key barrier for the County is thought to be a clear lack of transportation options throughout and between each of the municipalities. Simple errands such as grocery shopping and getting to school are difficult for those people who do not have a motor vehicle at their disposal. The demand for affordable transportation is growing and this demand is supported and illustrated through the survey results and research undertaken for the Transportation Task Force Study / Report.

More specifically, the document identifies the following groups as those that are most challenged:

- Youth;
- Seniors;
- Disabled Persons; and

- Women / Low Income Families.

A key piece of information identified in the Task Force Report is the barriers and gaps in current services. These barriers and gaps are an important piece of the report as they provide a basis from which to develop the TDM study and a more detailed understanding of the issues which need to be mitigated. Within the County there is a high demand for a wider variety of transportation modes, the transit opportunities are not ideal for user groups, there is minimal connectivity between the local municipalities, there is perception that there is little accessibility for disabled groups within the community and there are a limited number of service providers throughout the County.

This document is an important piece for the development of the TDM Plan. It will serve as a basis for the Plan as it provides the local knowledge and understanding which will be beneficial throughout the study process.

### 2.3.3 Take Action for a Sustainable Huron Report

The Take Action for a Sustainable Huron report (Sustainable Huron), adopted by County Council in June 2010[6] is a community-wide initiative with the objective of raising awareness and fostering action relating to sustainability in Huron County. The document provides action in a variety of areas that will assist local communities in Huron in dealing with global issues such as climate change, energy prices and supply, demographics, international competition and additional trends. The actions outlined in Sustainable Huron focus on finding solutions that can be implemented locally that will help the local communities deal with larger and broader scale issues. Generally, the document calls for community engagement, informed decision making and the integrations of sustainability into the day-to-day business of the County.

The Sustainable Huron report was developed with significant public consultation with the community. More than 1,300 residents, community groups and organizations contributed to the identification of goal areas, principles and actions. Ten goal areas were identified, these are:

- Economy;
- Transportation;
- Agriculture;
- Energy;
- Livable communities;
- Natural environment;
- Population;
- Downtowns;
- Community needs; and
- Healthy active communities.

Additionally, Sustainable Huron provides guidance relating to sustainable transportation in Huron County. Four principles of sustainability are identified in this document:

[6] The Corporation of the County of Huron. *Take Action for Sustainable Huron*. Rep. Huron County, January 2009. Print.

- Recognize the interdependence of environmental, economic, and social health;
- Invoke local responses to broader issues;
- Emphasize community awareness, education, and involvement; and
- Require the responsible and efficient use of both resources and energy.

The goal areas and sustainability principles, as well as the goals and objectives relating to sustainability of the County and its residents will be considered in the development of programs and policies relating to transportation demand management.

The transportation vision that is identified in the Sustainable Huron report is "In 2031… Huron County will have a transportation network providing multi-modal options, such as walking, cycling, roads, rail, water and air transit that meet the needs of the entire community" (Sustainable Huron, 2010). This vision will inform the strategies and policies that are formed as part of the Transportation Demand Management Plan. This vision represents a transportation network that includes active transportation, as well as innovative solutions to the transportation issues that are facing Huron County. Additionally, specific actions are identified in the transportation goal area that will also help to inform the strategies and policies of the Transportation Demand Management Plan. The actions are:

- Formalize the Huron Transportation Taskforce and develop a Huron County Transportation Strategy;
- Study the feasibility of an accessible, multi-modal public transit network including connections to Stratford, London, and Toronto;
- Establish a walking and cycling campaign;
- Locate bike racks conveniently at all institutional, commercial, industrial locations, including downtowns;
- Establish bike lanes and related signage along major streets and highways (connect the towns) and consider cyclist safety when constructing and upgrading intersections;
- Implement a 'walking school bus' for children in the towns and villages;
- Explore new opportunities associated with established airports, harbours and railway;
- Promote the economic and environmental benefits of carpooling and establish a carpooling/ride share program;
- Consider the triple bottom line for major infrastructure projects (economic costs, environmental costs, social costs);
- Increase use of recycled paving material; and
- Minimize environmental impact by optimizing use of road salt and calcium chloride.

The Sustainable Huron document provides invaluable information relating to goals and objectives for transportation in Huron County. The goals, principles and actions will be important when developing the Transportation Demand Management Plan and will provide guidance in regard to the community values in relation to sustainability and transportation.

### 2.3.4 County & Local Plans & Policies

In order to fully understand the state of transportation within the County of Huron, it is important to assess the policies and plans which are currently in place which dictate the future of transportation

throughout each town, township or municipality as well as the County as a whole. The following are a sample of the policies and plans which were assessed to better understand transportation demand management throughout the County of Huron and within its local municipalities, towns and townships.

### Huron County Official Plan

The Huron County Official Plan was developed in collaboration with County residents. Through this consultation there were a number of issues that concerned the community including agriculture, community services, the economy, natural environment, extractive resources, and settlement patterns. The way in which the Official Plan was laid out identifies the six issue areas which were identified by the public. For each of these issue areas, a set of comprehensive principles were identified and deemed "community values". Finally, based on these community values, action items and policies were identified for the County to achieve the "desired direction" indicating "what the community is willing to do".

Based on further analysis of these six issue areas it is clear that within the issue of "community services", transportation and transportation related issues are a key element of concern (page 13 of the OP). "Community services are wide ranging and include but are not limited to waste management, transportation, health care, education, child care, recreation, cultural heritage, safety and security". When developing a TDM plan, the focus is on providing a wide range of modes of transportation but there are also elements of recreation, safety and security which can be addressed throughout the communities.

In section 3.2 of the Official Plan, "Community Directions" the goals for transportation are outlined further, stating that "the community wishes to maintain and develop the Municipal, County and Provincial road network and to promote efficient and accessible bus, rail, air and marine facilities and transportation and infrastructure systems and corridors through co-ordination and partnership". The strong parallel between the community direction for transportation and the vision for the transportation demand management plan can be made.

It is also important to note the sixth issue raised, "settlement patterns", which identifies clearly the importance of developing "strong, healthy urban communities". Specifically on page 15 for the "community directions" for "settlement patterns" "the goal of the community is the support strong, healthy urban communities, this plan provides an adequate land base and allows for continued growth within existing urban areas on full services to encourage the provision of employment and housing opportunities while preventing fringe or sprawl development". By developing and implementing a TDM plan for the County, new initiatives will bring a healthier community by increasing the activity levels while enhancing the importance of decreasing the use of single-occupant vehicles through the introduction of other modes of transportation. There are a number of health benefits which arise from the decrease of car use and the increased use of buses, bicycles, walking paths, and carpooling etc.

### Municipality of Bluewater Policies & Plans

*Official Plan* – The Official Plan was developed in 2005 and adopted to "renew planning for the amalgamated Municipality of Bluewater". The municipality was amalgamated on January 1, 2001 and is made up of the previous villages of Bayfield, Hensall and Zurich and the Townships of Hay and Stanley. The purpose of the Plan is "to identify the resources, capabilities and constraints of the land and the

community to enhance the stewardship of the Municipality's environment". This Plan will be used as a guide for all future developments within the Municipality of Bluewater.

Within the Official Plan there are a number of goals identified which speak to the future of the Municipality. One of these goals is "Community Facilities & Infrastructure" which is identified "to ensure appropriate and adequate services and facilities are provided and to direct new community facilities to settlement areas". More specifically, the Municipality identifies the importance of the connection of community facilities for social purposes. It is important to use the infrastructure which is developed, such as roadways, to connect these venues as well as other key destinations throughout the community in addition to connecting to surrounding municipalities throughout the County, a key goal that is also identified in the TDM vision and development process.

*Strategic Plan* – In the fall of 2004, Municipal Council initiated a strategic planning progress in collaboration with F.J. Galloway Associates. Throughout the process extensive community consultation was completed including "public request for submissions from community residents and organizations, statistical and document reviews" and twelve focus groups with 100 residents from various sectors and geographical areas of the community. With the results from this consultation and results for various components of the plan, seven members of Council and four senior staff of the municipality met and developed the Strategic Plan for the Municipality of Bluewater, approved May 2005.

The adopted vision for the Municipality is "valuing our unique quality of life, recognizing our diversity, respecting our traditions". Within each of these themes there is a recurring message of connectivity, healthy and safe living, and increased quality of life, in addition they also focus on "readily available" services to achieve many of these goals.

*Draft Community Improvement Plan 2008* – The Community Improvement Plan for the Municipality of Bluewater is used to rehabilitate and revitalize targeted areas such as specific properties, streets, neighbourhoods and entire communities. These improvements can include infrastructure inclusive of roads, parks and recreation facilities among others. Recreation facilities could include the provision of cycling, walking and trails facilities which are a key element of the Transportation Demand Management Plan for the County. It is important to note Table 1 on page 9 which outlines suggested improvements for homeowners. These improvements included improving the condition of residential sidewalks as well as increasing the variety of recreational facilities. Of these improvements, 46% support the improvement of sidewalks while 25% value an increase in the variety of recreational facilities.

In addition to these community responses, more specific recommendations were made with regards to community facilities and sidewalks. With regards to sidewalks, the community respondents suggested "an extension to the sidewalk leading to arena, along Queen Street West and on the London Road… as well as depressing sidewalks at street corners to facilitate access by disabled persons". Suggested specific community improvements include the installation of a bike path. For more specific information regarding the proposed improvements on roads where future facilities could be developed is included in the section pertaining to "Community Infrastructure". When assessing the improvement of these roadways it will be important to try and integrate other transportation modes or connections.

### Municipality of Central Huron

*Official Plan* – The Official Plan for the Municipality of Central Huron was adopted in 2003. The policies and guidelines outlined in this document apply to all lands within the corporate boundaries of the Municipality of Central Huron, previously the Township of Hullet and Goderich and the Town of Clinton. The purpose of the plan is to "identify the resources, capabilities and constraints of the land and community, and to enhance the stewardship of the Municipality's environment". The plan was developed with significant input from the community, including 4 publically attended workshops throughout the study process.

"It is the intent of this Plan that the urban area of Clinton, and the area South and East of Goderich will function as the major urban service centres in Central Huron. The former Townships of Hullett and Goderich will remain predominantly rural, and will include agricultural activities, mineral aggregate operations and healthy natural environment areas." (page 10)

With regards to transportation throughout Central Huron, in section 4.3.3.2 (Roads) there is significant focus on connectivity within the municipality as well as to local boundary municipalities. In addition, section 2.4 (recreation and rural residential), though designated areas determine the location of recreational facilities there is a clear priority for the integration of these types of facilities which should be a focus for key destinations or proposed facility types for the TDM Plan. Lastly, section 2.5 (open space and parkland) speaks directly to walking trails and recreational facilities for people of all ages and abilities, a key goal which is reflected in the vision for the County's TDM Plan.

### Township of Ashfield-Colborne,-Wawanosh

*Official Plan* – The Official Plan for this Township applies to all lands within the corporate boundaries and is used to renew planning for the Township as a whole. The Plan was created with extensive public engagement, including Township residents articulating and confirming a vision. In total, there were 334 residents and stakeholders who were consulted through public workshops and meetings to develop a vision, goals and policy directions. The key "purpose of this Plan is to identify the resources, capabilities and constraints of the land and the community to enhance the stewardship of the Township's environment". The vision developed for the Plan was "to become an environmental leader in agriculture, community, conservation, development and recreation / tourism".

More specifically, within section 4 (Community Economic Development), there is reference to the "quality of life" of the residents within the Township. Within this section there is emphasis on accessibility of employment, health care education, recreation, culture and heritage as well as the provision of hard services such as roads. In addition to this reference made in section 4 there is further detail regarding the development of trails as a community facility / hard infrastructure in the section pertaining to section 8 with regard to settlement areas. It is clear that trails and healthy lifestyles are part of future development for the Township of Ashfield-Colborne-Wawanosh.

### Municipality of Huron East, Municipality of South Huron, Municipality of Morris-Turnberry, and the Township of North Huron

The Official Plans for these jurisdictions demonstrate recognition of Transportation Demand Management. The Plans support the maintenance of efficient, cost-effective and reliable transportation systems that connect to adjacent jurisdictions and serve the needs of the population. The plans recognize active transportation as forms of recreation and support the development of linkages in green space systems which encourage these forms of recreation. Existing transportation and utility corridors, including abandoned rail lines, are supported as locations for new, expanded transportation uses. In the Municipality of Morris-Turnberry Official Plan, specific reference is made to fostering airport related growth. In the Municipality of South Huron Official Plan, specific reference is made to encouraging main street style development that boosts pedestrian-oriented travel and shopping.

## 2.3.5 Accessibility Planning throughout the County

The County and local municipalities have identified accessibility as an issue which needs to be considered and integrated into both existing and future developments. The following provides a more detailed description of the accessibility plan developed for the County of Huron. It is important to note that the accessibility plan provides specific details on the levels of participation from the local municipalities.

### Huron County 2007-2008 Accessibility Plan

The Accessibility Plan was developed in 2007-2008 in accordance with the Ontarians with Disabilities Act and was a collaborative study undertaken by the Huron County Accessibility Advisory Committee (HCAAC) and the Huron County Disability Act Working Group. The Accessibility Plan applies to the County of Huron, the Townships of Ashfield-Colborne-Wawanosh, Howick and North Huron as well as the Town of Goderich and the Municipalities of Huron East, Morris-Turnberry, Bluewater, Central Huron and South Huron.

This Plan is updated annually and includes:

- Measures taken to identify, remove and prevent barriers to persons with disabilities;
- Measures to ensure proposals for bylaws, programs, practices and services are considered for their effect on accessibility; and
- Creating a list of by-laws, policies, programs, practices and services that will be reviewed in the next year to identify, prevent and remove barriers.

The Accessibility Plan identifies barriers found within by-laws, policies, programs, practices and services that affect people with disabilities, as well as initiatives required to remove barriers and prevent new ones. The Plan speaks to the provision of transportation choices which “achieve an accessible community for persons with disabilities”. Throughout the development of the TDM plan, we will assess a wide range of transportation options which will include detailed consideration of the needs of those people with disabilities within the County.

## 2.4 CURRENT TRANSPORTATION MODES IN HURON COUNTY

This section address**es** the transportation modes currently available in Huron County.

### 2.4.1 PUBLIC TRANSIT

Based on a recent initiative spearheaded by the Town of Goderich effective July 30, 2010, there is now a public bus transportation service. After much discussion, collaboration and coordination with Aboutown Transportation Ltd. and the Ministry of Transportation, a license was obtained to operate a public bus service from Goderich to London, Stratford and Kitchener and points in between. Within the Town of Goderich, the bus depot is located at the Coffee Culture at 58 Courthouse Square at the corner of Courthouse Square and Montreal Street.

### 2.4.2 ACTIVE TRANSPORTATION

The Huron Tourism Association identified 23 recreational trails throughout the County in its Hiking Guide. Many of them are loops within conservation land but some run through, start/end or exist within various urban areas. Some of the trails, such as the Goderich Waterfront Boardwalk, do not permit cycling, while others, like the Maitland Trail and Goderich to Auburn Trail do.

In 2009, the County developed both a Hiking Guide and a Cycling Guide for trail use throughout the County. The Hiking Guide illustrates and provides details for each of the trail systems and also provides the user with information on how to use the document. Information provided in this section includes the difficulty level of the trails, the types of trails, points of interest, as well as a user's code for necessary and appropriate use of the trails system. It is important to include this type of information to potential or frequent trail users to inform them of all the potential issues that may arise and how to appropriately conduct oneself while using these facilities. Typical information included for each of the trails includes the distance, difficulty level, trail use, hazards and surface as well as the cost associated with using the trail as well as directions to the access point. The Cycling Guide has fewer details but still provides users with a map of the key cycling routes, local circuits as well as the necessary safety precautions and etiquette when cycling throughout the County. Both guides provide a strong foundation to build upon to develop an active transportation network strategy for Huron County.

### 2.4.3 TAXIS / SHUTTLES

#### Taxis

The Huron Transportation Task Force Report (2008) identified a total of six taxi companies providing service to various parts or all of Huron County depending on the company. Of the six companies, one (Huron Taxi) operates 24 hours, but only serves Clinton and its surrounding area. Another two companies (Star Taxi and Goderich Taxi) operate county-wide, 6:30 AM to 11:00 PM, Sunday through Thursday, extending their hours to 1:30 AM on weekends. Exeter Taxi serves the urban area of Exeter and operates from 7:00 AM to midnight Mondays through Thursdays, extending hours until 3:00 AM on weekends, and reducing hours on Sunday to 10:00 AM to midnight. B&B Taxi operates in Goderich from 6:45 AM to midnight, Mondays through Thursdays, extending its hours to 2:00 or 3:00 AM on weekends. Finally,

A1 Taxi operates within Huron County and outside the County's boundaries, making trips as far as Toronto between the hours of 7:00 AM (6:00 AM in St. Mary's) to midnight Mondays through Thursdays, extending its hours to 2:00 or 3:00 on weekends.

### Charter Bus Service

Aboutown is a privately-owned transportation company whose Northlink (NL) service provides a variety of interregional passenger and parcel bus service throughout Huron County and the surrounding area. The NL Route #1 offers service on Monday, Wednesday, Friday and Sunday's from Owen Sound to London, making several stops along the way, including Wingham, Blyth, Clinton, Hensall and Exeter. In London, passengers can access Greyhound Bus services. Fares range from $13.50 to $51.00 depending on the passengers destination. The NL Route #3 offers service on Thursdays from Wingham to Stratford. Fares range from $11.50 to $27.25, depending on the passengers destination. The NL Route #9 offers service on Monday, Wednesday, Friday and Sunday from Stratford to Goderich, making stops in Seaforth and Clinton. Fares range from $15 to $27 depending on the passengers destination.

### EasyRide

EasyRide is a reservation-based transportation service funded by the South West Local Health Integration Unit (LHIN) and provided by seven community agencies throughout Huron and primarily Perth Counties. The service provides regional transportation for seniors, citizens with disabilities and others that qualify for transportation assistance. EasyRide clients use a central dispatching office to best utilize each of the seven community agencies vehicles and drivers. Prices vary depending on whether the trip is in-town or out-of-town. The seven agencies that provide the service are Stratford Meals on Wheels and Neighbourly Services, Community Outreach and Perth East Transportation, Midwestern Adult Day Services, Mitchell and Area Community Outreach and Mobility Bus, St. Marys and Area Home Support Services, St. Marys and Area Mobility Services, Town and Country Support Services – Huron County, and VON (Victorian Order of Nurses) Perth-Huron.

A more detailed review of the EasyRide service was completed in October 2010 by Dillon Consulting[7]. The report contains detailed information regarding the existing services provided, an assessment of the need and demand for such services within the community as well as potential future initiatives which can be undertaken throughout Huron and Perth County to expand the EasyRide services. Please see Appendix B for the full report and findings.

#### 2.4.4 AIR / RAIL & WATER SERVICE

With regards to existing air, rail and water services throughout the County, the area is currently serviced by a freight railway; the Goderich-Exeter Railway Company. The Railway Company is headquartered in Goderich and provides direct access to the provincial east-west railway corridor. The railway provides freight services to local industries in Huron County; however it does not provide passenger railway

[7] Dillon Consulting Limited, and EasyRide in Huron County. *Assessment of Community Transprotation Service Expansion in Huron Coutny Final Report*. Rep. October 2010. Print.

connections. In order to access passenger rail service from Via Rail, one must travel to Kitchener, Stratford or London.

The Harbour is owned by the Town of Goderich and operated by the Goderich Port Management Corporation, an organization which consists of harbour users. The Port is a deep-water port on the Great Lakes- St. Lawrence Seaway and is the only industrial seaway depth harbour on the east shore of Lake Huron. The Port is open nine months of the year and can accommodate ocean vessels up to 222 meters in length. The port serves a variety of processing industries including grain, salt, chemical and agricultural; the wharf has a capacity to handle 200 million tonnes of grain and salt annually[8]. Recently, the harbour underwent a dredging and docking facility project worth $17 million.

Finally, Huron County has three airports; the Wingham Airport is owned and operated by the Township of North Huron with a paved runway and terminal facility. The Goderich Municipal Sky Airport is owned and operated by the Town of Goderich and is located along Lake Huron. This airport has one paved and one grassed runway and no terminal facilities. Both of these airports can handle flights up to 15 people (passengers and crew). Centralia Airport is located west of Exeter and has two paved runways. At this point in time, however, there are no scheduled flights at any of the airports in Huron County. If there are to be any chartered flights, they must be arranged through outside airports such as those located in Kincardine, London or Toronto. Toronto and London are the international airports in close proximity to Huron County in Ontario.

## 3.0 BEST PRACTICES REVIEW

The concept of public transit and transportation demand management in small and rural communities is markedly different than in larger urban centres. Individuals in these communities have much different travel needs, and because of the absence of large and concentrated populated areas traditional approaches to public transit and transportation demand management are not appropriate, practical, or economically feasible. Also, in rural areas non-drivers can experience significant isolation because these areas are highly automobile dependent. Strategies that improve affordable transportation options for non-drivers can provide significant benefits in the community.

Due to the low population densities in communities like Huron County, most trips are made by the private automobile and there is a relatively low demand for alternate modes such as ridesharing and transit. Through the Transportation Task Force, Huron County has expressed a desire for more sustainable forms of transportation, as well as greater accessibility for the residents of the County.

In order to begin to develop strategies and policies relating to transportation demand management in Huron County, a high level best practices review of policy development and select case studies was conducted. The following provides an overview of potential programs and themes relating to transportation demand management in rural communities:

- **Smart Growth Land Use Management**: in recent years, many rural communities have lost essential services, which have required rural residents to travel further to meet their daily needs

[8] The Corporation of the County of Huron. *Take Action for Sustainable Huron*. Rep. Huron County, January 2009. Print.

and significantly disadvantaged non-drivers. In order to meet the needs of residents, the County government can co-locate and cluster essential services such as schools, stores, medical centres, banks etc., together it increases efficiency and accessibility. By creating centralized points where transit can stop, it will also increase the efficiency of potential transportation options.

- **Improve Transportation Options**: In rural communities, simple transportation demand strategies can improve transportation options to help basic mobility and transportation affordability. Some simple transportation options identified include:
  - Non-motorized options/Active Transportation: many rural communities do not accommodate non-motorized traffic well due to inadequate facilities and high vehicle traffic and speeds on roads. By implementing small pedestrian and cycling improvements such as 'rumble strips' or reducing road speeds improvements in accessibility can be achieved.
  - Ridesharing: informal and formal ridesharing programs can be an important option for no-drivers and people of lower-incomes. Popular programs identified include carpools and vanpools.
  - School Trip Management: Approximately 71% of school trips in Huron County are made by the single occupant vehicle or school bus, by implementing other transportation options for school trips such as transit, ridesharing and non- motorized improvements (including a walking school bus), this can increase the transportation options for students and parents.
  - Telecommuting: allowing people to work from a home or the local environment can substitute physical travel to work. By providing telework as an option, non-driving residents could have more options to enter the workforce and greater accessibility could be achieved.
  - Car Sharing: Co-operative auto networks such as Zipcar can service rural populations that don't have access to a vehicle. By putting auto share stations in rural areas throughout the County, greater accessibility for people on farms and on rural properties can be achieved.
  - Expand Taxi Service: Taxi services in a rural environment can provide an extremely essential service to non-drivers. Often it is the only means of getting to essential services such as grocery stores or medical services. By expanding the taxi services or providing an inter-regional taxi service greater accessibility can be achieved.
  - Transit Improvements: Small transit improvements including: interregional bus service and local demand-response shuttles can provide a basic level of transit services to residents in the rural environment. By providing at least daily routes to larger urban centres, residents will have increased accessibility.
- **Transportation Incentives:** Providing incentives to commuters in a rural community to utilize alternative modes such as ridesharing and telework, increased demand may result and can help to achieve greater overall choice in transportation.
- **Increase Kilometers of Trails:** Increasing the kilometers of trails allows for active transportation to become a more viable option for cyclists and pedestrians as it provides infrastructure to walk and cycle as opposed to high speed and high traffic roads.
- **Establish Partnerships:** Establishment of transportation partnerships with local large employers can result in unique travel options for employees. Partnerships can help to increase overall transit capacity and help to share the costs among partners.
- **Transportation Management Associations (TMA):** In the rural environment, TMAs can assist in bringing several groups together, establishing partnerships and identifying potential resources.

TMA's can also establish and run transportation demand management programs such as a senior shuttle, vanpooling and airport shuttles.

- **Tourism Transportation:** An influx of tourists can result in increased automobile traffic in rural areas. By providing programs such as shuttle buses, a reduction in automobile traffic and emissions can be achieved.

**Table 3-1** presents a set of best practice case studies that have been identified. These case studies contributed to the development of potential programs and themes and will contribute to the development of the Transportation Demand Management Program.

**Table 3-1: Best Practices Inventory**

| Rural Transportation Project | Project Location | Project Type | Description |
|---|---|---|---|
| **Rabbit Transit** | York, Pennsylvania | Rural Transit Program | • Developed partnerships with local employers<br>• Established shuttle routes for employees and members of the public |
| **OC Transpo** | City of Ottawa (Post Amalgamation) | Rural Transit Program | • Eight transit routes that services twelve small communities with total population of 84,500<br>• Routes operate in peak hours, with some routes averaging ridership as small as 35 riders<br>• Rural express bus passes offered<br>• Developed partnerships with local bus companies and other municipalities to offer rural partner routes |
| **Metrolinx-Smart Commute** | Greater Toronto and Hamilton Area (GTHA) | Transportation Demand Management Coordination Service | • Smart Commute became a program of Metrolinx (an agency of the Government of Ontario), with support of local municipalities on January 1, 2008.<br>• Metrolinx initiative which helps local employers and commuters explore different commute choices like carpooling, cycling and transit |

| Rural Transportation Project | Project Location | Project Type | Description |
|---|---|---|---|
| | | | • Programs Include:<br>  • Carpooling and vanpooling: exclusive ridematching programs for employers;<br>  • Site assessments and surveys to understand employee commute behaviour;<br>  • Shuttle programs;<br>  • Emergency Ride Programs;<br>  • Employee work arrangement solutions: telework, compressed work weeks and flex hours, workshops, lunch and learns and seminars; and<br>  • Clean Air Commute and other fun events. |
| **Green Rider Ltd.** | Halifax Regional Municipality | Shuttle Program | • Organizes a group of local commuters who live on a common route with similar work hours<br>• Shuttles also travel to university campuses and medical facilities |
| **Vertigogogo** | Val-Morin Quebec | Ride Matching Program | • The Program is a web-based ride matching service that matches people going to the same place from the same place with rides |
| **Co-Operative Auto Network (CAN)** | Greater Vancouver Regional District | Car Sharing | • Program offers automobile sharing for 19 communities with the smallest being 2,000 residents<br>• Since 2007, up to 50% of people who have joined the program sold or donated their car. |
| **Roaring Fork** | Colorado, United States (firs | Active Transportation | • The transportation |

| Rural Transportation Project | Project Location | Project Type | Description |
|---|---|---|---|
| **Transportation Authority** | rural transportation authority) | | authority purchased defunct rail lines and transformed them into recreational trails.<br>• 53km of continuous trail that is completely protected from traffic. |
| **Whistler and Valley Express (WAVE)** | Whistler, British Columbia | Tourism Transportation | • A local transit service that provides free shuttles throughout the tourist areas |

## 4.0 NEXT STEPS

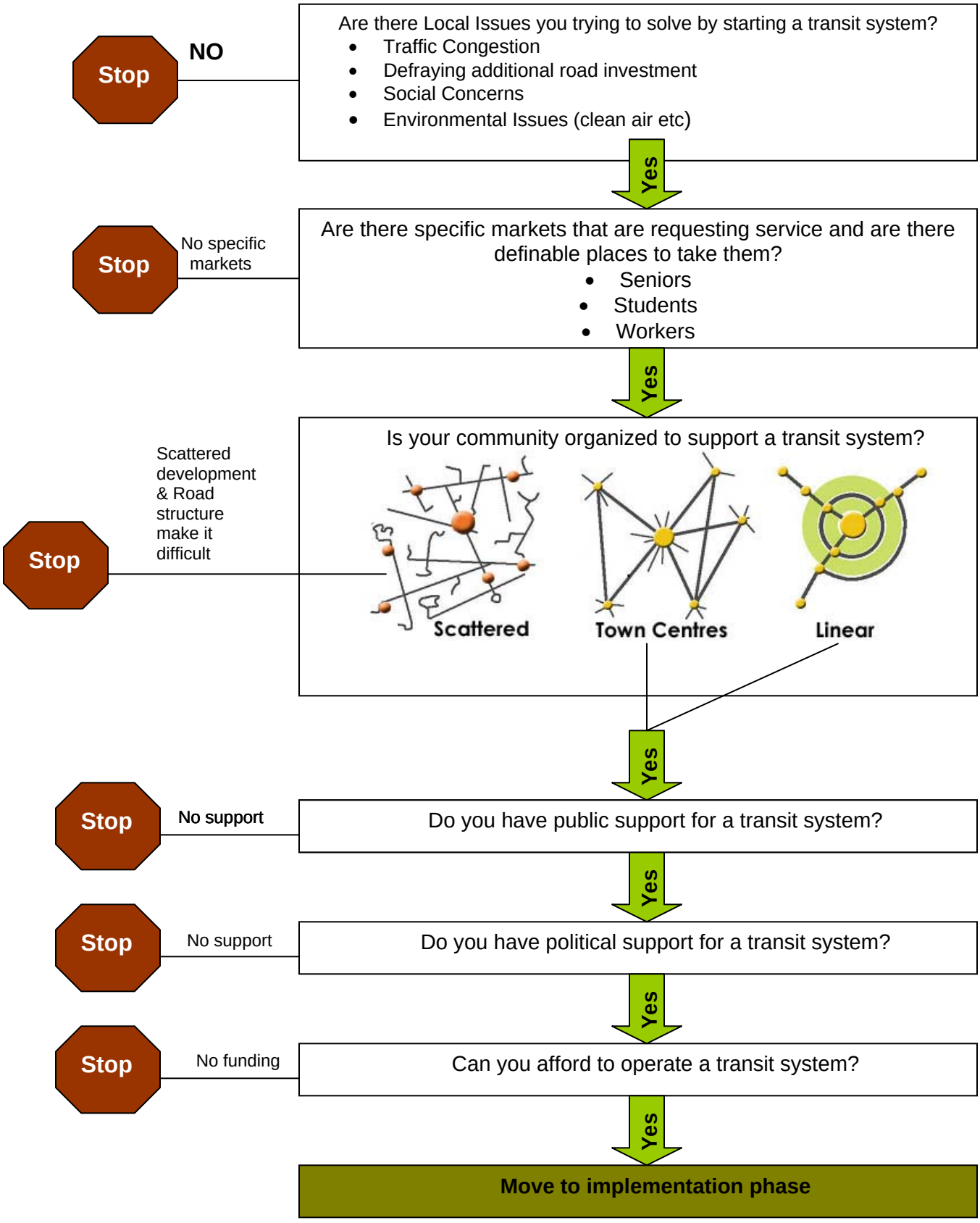
This Background Report will be used to inform and develop a series of strategies for transportation demand management in Huron County. The recommended strategies will reflect the unique conditions of Huron County. All recommendations will be vetted through consultation with the public, the Transportation Task Force and County staff.

# APPENDIX A

## Transit Feasibility Process

D16-010-76

## EXHIBIT 1 – TRANSIT FEASIBILITY PROCESS



# APPENDIX B

Assessment of Community Transportation Service Expansion in Huron County Final Report (October 2010)

D16-010-76

# Assessment of Community Transportation Service Expansion in Huron County

*Final Report*

*October 2010*

**EasyRide in Huron County**

10-3284

*Submitted by*

**Dillon Consulting Limited**

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# 1.0 INTRODUCTION

Ontario's population, and indeed that of Huron County, is aging. Recent estimates project the seniors' population will double over the next 16 years, putting a strain on health services in the province. As such, it is imperative that seniors are able to remain in their homes for as long as possible for their well-being and to reduce pressures on hospitals and long-term care facilities. Transportation is a key factor in achieving this objective and is especially important in Huron County where there is no transit service.

EasyRide is a new partnership that coordinates transportation in Huron and Perth Counties and is uniquely positioned in Huron County to address the needs of the aging population. The partnership is made up of seven community support service agencies that provide transportation services within and originating from the two counties. While the number of trips provided has been growing, there is a growing recognition of the need to expand services provided to seniors and persons with disabilities within Huron County.

Several Huron County councillors have expressed a concern about the lack of transportation in their communities resulting in seniors leaving the County. In addition, the South West Local Health Integration Network (SW LHIN) has expressed their expectation that EasyRide continue to show ongoing growth in transportation service coordination to seniors and persons with disabilities. An essential part of expanding transportation services to Huron County is the means and resources to do so. Service expansion would require the need for additional and secure funding.

Dillon Consulting was retained by three of the seven agencies that form a part of the EasyRide network (Town and Country Support Services (TCSS), Midwestern Adult Day Services (MWADS) and Stratford Meals on Wheels and Neighbourly Services) to conduct an assessment of expanding EasyRide services within Huron County and the potential for provincial gas tax funding to support this objective. This involved two distinct tasks:

1. Review the resources and capacity of the two EasyRide partner agencies that provide service in Huron County (Town and Country Support Services and Midwestern Adult Day Services) and determine the capacity available to provide additional service in Huron County.
2. Assess the opportunity to enter into a contract with the County (or its lower tier municipalities) to receive sustainable funding through the Provincial Gas Tax to expand services. This includes an assessment of requirements, barriers and opportunities and next steps for TCSS, MWADS and EasyRide to build a business case and establish an agreement with Huron County to receive funding.

Not included in this project scope was a more thorough assessment of demand within the County. This is a task that could enhance the business case of expanding service to both EasyRide and Huron County.

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# 2.0 BACKGROUND

Huron County is located along the shores of Lake Huron and north of the City of London. It is dominated by agricultural lands which act as an important economic base for the region. Residents live in nine municipalities. **Table 1** lists the 2006 and 2001 national Census populations and number of seniors (age 65 and older) of these communities. The largest population centre is just over 10,000 residents (South Huron) and more than half of Huron's residents live in non-urban areas, making the county one of Ontario's most rural regions. This dispersed population makes it difficult to address accessibility needs of residents without access to a private automobile.

**Table 1: Population of Communities within Huron County**

| Community | 2006 Census Population | 2006 Senior Population | % Seniors | 2001 Census Population | % Change |
|---|---|---|---|---|---|
| Ashfield-Colborne-Wawanosh | 5,409 | 900 | 16.6 | 5,411 | 0.0 |
| Bluewater | 7,120 | 1,345 | 18.9 | 6,919 | 2.9 |
| Central Huron | 7,641 | 1,370 | 17.9 | 7,806 | -2.1 |
| Goderich | 7,563 | 1,635 | 21.6 | 7,604 | -0.5 |
| Howick | 3,882 | 455 | 11.7 | 3,779 | 2.7 |
| Huron East | 9,310 | 1,450 | 15.6 | 9,680 | -3.8 |
| Morris-Turnberry | 3,403 | 580 | 17.0 | 3,499 | -2.7 |
| North Huron | 5,015 | 840 | 16.7 | 4,984 | 0.6 |
| South Huron | 9,982 | 2,035 | 20.3 | 10,019 | -0.4 |

Huron is also one of Canada's "oldest" populations with 10,620 persons aged 65 or older out of a total population of 59,325. This number of seniors represents 18 percent of the total population, compared to the provincial average of 14 percent.[1] Within some communities such as Goderich and South Huron, as shown in **Table 1**, seniors compose more than one-fifth of the total population.

As the population ages, the incidence of disability becomes greater. The relationship between the incidence of disability and age can be demonstrated using data from the Participation and Activity Limitation Survey (PALS) data collected by Statistics Canada every 5 years. The PALS surveys define a disability as a condition that limits everyday activities because of a condition or health problem. It is recognized that this is a broad definition of disability and would include many individuals who do not require specialized transit for travel. Nonetheless, it provides a brief glimpse of future needs.

**Table 2** illustrates the incidence of disability for different age groups. The data clearly indicates the increasing incidence of disability among older population groups, with the incidence of disability among persons 75 and older being over four times that of the total population.

[1] Source: The State of the Huron County Economy.

**Table 2: Incident of Disability by Age Group (2006)**

| Age Group | Percent of Total Population with Disabilities |
|---|---|
| 0 – 14 years | 3.7% |
| 15 – 64 years | 11.5% |
| 65 – 74 years | 33.0% |
| 75+ years | 56.3% |
| Total Population | 14.3% |

The growing number of seniors and incidence of disabilities is an important consideration for EasyRide, TCSS, MWADS and Huron County. In surveys conducted with seniors, transportation is often identified as one of the top three issues that prevent them from leading active and healthy lives in their communities. Without an effective and supportive transportation network, many seniors are required to rely on internal support networks (family and friends) or leave their homes prematurely to live in nursing homes or long-term care facilities or move to communities with better access to transportation (i.e. transit systems).

# 3.0 EXISTING TRANSPORTATION SERVICES AND DEMAND

Huron County and its lower tier municipalities currently do not own or operate a transit service. Recently, a not-for-profit agency called Huron Bruce Transit (formerly Wheels Away) operated out of Wingham to support residents in North Huron and South Bruce areas. The organization received financial support from the municipality of Morris-Turnberry and was thus eligible for an additional increase of approximately $12,000 in provincial contributions (the Ontario dedicated gas tax fund). The organization made 1,370 trips in 2008 within North Huron and to adjacent municipalities using one vehicle.[2] Huron Bruce Transit ceased operation on May 31st, 2010 and has not been replaced by a viable municipal transportation alternative within the County. These clients continue to be eligible for EasyRide transportation delivered by TCSS.

Lambton Elderly Outreach is a not-for-profit agency that provides some transportation in Huron County. This agency provides limited transportation to clients of Midwestern Adult Day Centre's Grand Bend site. However, the majority of services are focused in Sarnia and Lambton County for seniors and adults with disabilities.

The major transportation provider in the County is Town and Country Support Services, an EasyRide partner. EasyRide is a coordinated transportation framework developed by seven community support agencies in Huron and Perth Counties that provide transportation services to residents in need (primarily seniors and persons with disabilities). The framework was developed to better coordinate resources among the agencies and increase capacity and cost-effectiveness of service delivery. EasyRide provides a central dispatch function with one number to call, with services delivered by each local agency. This has resulted in an improvement in overall coordination and the ability to expand the market. EasyRide provides rides at a per distance fare for trips within Huron County, within Perth County, between both counties, and for long-distance trips to adjacent municipalities (i.e. London Hospital). EasyRide's member agencies are included in **Table 3** below.

**Table 3: EasyRide Huron and Perth County Transportation Providers**

| Perth County | Huron County |
|---|---|
| Community Outreach and Perth East Transportation<br>Mitchell and Area Community Outreach and Mobility Bus<br>St. Marys and Area Home Support and Mobility Services<br>Stratford Meals on Wheels and Neighbourly Services<br>VON Perth-Huron | Midwestern Adult Day Services<br>Town and Country Support Services |

The two agencies within the EasyRide partnership that are based out of Huron County are Town and Country Support Services and Midwestern Adult Day Services (herein called the EasyRide Huron County Transportation Providers).

Of the two, the primary provider of transportation service in Huron County is Town and Country Support Services. In 2009/10, the agency provided over 12,160 trips to seniors and persons with disabilities living in the county.

[2] 2008 Ontario Specialized Transit Services Fact Book.

Midwestern Adult Day Services owns four vehicles which are primarily used to provide transportation for seniors and those with disabilities to their five day centre sites in Huron County. One vehicle is also used to operate a small transit service for seniors in Goderich on Mondays and Fridays. While the vehicles are available, there is a lack of funding and drivers to expand out into the community and provide additional trips.

EasyRide member agencies in Perth County are also available to deliver transportation services in Huron County when the trip cannot be accommodated by EasyRide's Huron County transportation providers.

For the EasyRide Huron County transportation providers and the entire EasyRide partnership, there is a desire to expand service to meet the needs of a large unmet demand within Huron County, and an opportunity to use provincial gas tax dollars to facilitate this need.

### 3.1 Town and Country Support Services

Town and Country Support Services (Town and Country) is a not-for-profit agency which provides services to seniors and persons with disabilities in Huron County and surrounding areas. Services offered include personal support/homemaking as well as the complete range of community programs such as diner's club, wellness for seniors program, meals on wheels, home help, and telephone reassurance.

Mobility Van Transportation provides transportation to wheelchair bound clients or those who have mobility difficulties getting to medical appointments, personal errands and social activities. Transportation is typically available during the day and during evening hours, but is available 24 hours a day, 7 days a week for emergencies (based on driver availability). The five accessible vans are utilized Huron County wide and are stationed in Wingham, Exeter, Clinton and Goderich. There is also one fully accessible mobility bus for programs in the Zurich area and for the Bluewater Rest Home, as well as one passenger van stationed in Clinton. The accessible vans provide services in their community, and also long-distance trips throughout southwestern Ontario. The service is operated by paid casual drivers, who are called on when trips are booked. The capacity of all the agency vehicles is shown in **Table 4**.

**Table 4: Town and Country Vehicle Capacities**

| Vehicle | Capacity |
|---|---|
| 2 Full Size Accessible Vans with Stretcher Capability | • 2 wheelchair & 3 ambulatory; or<br>• 1 stretcher & 2 ambulatory |
| 3 Full Size Accessible Vans | • 2 wheelchair & 3 ambulatory |
| 1 Accessible Bus | • 4 wheelchair & 8 ambulatory; or<br>• 3 wheelchair & 10 ambulatory; or<br>• 2 wheelchair & 12 ambulatory |
| 1 Dodge Caravan | • 7 ambulatory |

Volunteer Transportation services are offered for clients who are without access to transportation and when friends and family are not available. Besides seniors and persons with disabilities, TCSS also provides the occasional transportation service to the Mennonite community in North Huron. Volunteer transportation represents approximately 70 percent of all trips provided by TCSS and is provided by approximately 60 volunteers using their own vehicles. One of the challenges is a declining volunteer base, which may place added pressure on the use of the Mobility Van Transportation service.

TCSS also provides non-emergency transportation to Wingham Hospital and three nursing homes in North Huron. This service is provided to medically stable individuals who require transportation from one facility to another. Wheelchair and stretcher services are available. Drivers for these services have CPR and first aid training but do not have paramedic or other enhanced training.

TCSS also provides transportation to Home Help clients whereby paid staff take clients grocery shopping and out on errands. Home Help transportation is not coordinated by EasyRide.

The table below summarizes the trips provided by Town and Country Support Services for their fiscal year (April 1, 2009 to March 31, 2010).

**Table 5: Town and Country Trip Information 2009-2010**

| | Mobility Transportation | Volunteer Transportation | Home Help Transportation |
|---|---|---|---|
| Registered Clients | 368 | 476 | 41 |
| Local/In Town Trips | 1,058 | 3,123 | 633 |
| Out of Town Trips | 1,897 | 5,406 | 47 |

A local trip is considered a trip within Huron County that is less than ten kilometres. The average out of town trip distance is approximately 28 kilometres, but has at least one trip end within Huron County.

In terms of vehicle occupancy, only a small percentage of regular trips by Town and Country are delivered with more than one client per vehicle (plus an escort/companion when required). Town and Country only reported 17 denied trips for the first half of 2010.

### 3.2 Midwestern Adult Day Services

Midwestern Adult Day Services provides services for seniors and adults with special needs to assist them in maintaining independence in Huron County, North Lambton and South Bruce. All of Midwestern's services are offered in its five Adult Day Centres. Services offered focus mainly on therapeutic programs, such as exercising, bathing, foot care and hair dressing.

Midwestern owns a fleet of 2 accessible buses and 2 vans used primarily to transport clients to and from one of the five Adult Day Centres located in Clinton, Wingham, Exeter, Grand Bend and Goderich. The two buses and one of the vans are used between 8:30am and 10:00am to deliver clients to the Day Centres and between 3:00pm and 4:30pm to return clients home. Since the drivers are also the day centre program assistants, the vehicles remain unused between 10:00am and

2:45pm and after 4:30pm. Midwestern serves 239 clients and provides 23,500 trips yearly for their Adult Day Programs.

The other van (Grand Caravan) is used as a 'Seniors Transit' fixed route service in Goderich. The service includes 38 bus stops and operates on Mondays and Fridays; seven times a day between 9:00am and 4:30pm. The fare for this service is $4.00 for unlimited access throughout the day. Clients must be able to get in and out of the vehicle on their own as the van is not wheelchair accessible and the driver only stops at designated bus stops. In 2009-2010 this service had 31 registered clients and 842 trips were delivered. The van is also used occasionally for day centre transportation. The service itself is currently being reviewed and may be modified to better suit the needs of the seniors population.

Volunteers drive other Day Centre participants using their own vehicles, primarily for participants that are not "on route" of the van/bus service. Agency vehicles are also used occasionally on Saturdays.

It should be noted that the two EasyRide Huron County transportation providers and a third agency in the EasyRide network located in Perth County (Stratford Meals on Wheels and Neighbourly Services) are in discussions to formally amalgamate. This provides an opportunity to incorporate the Midwestern fleet into the EasyRide network and use them for general purpose trips within Huron County when not being operated for day centre participants. Funding may be required to hire drivers to operate the service.

# 4.0 THE OPPORTUNITY FOR TRANSPORTION SERVICES IN HURON COUNTY

Transportation services provided by the EasyRide Huron County transportation providers have been successful in serving the needs of residents in Huron County. Each of TCSS's vehicles averages about three trips a day providing trips within as well as out of Huron County. There is potential to make better use of existing capacity within each vehicle (increasing the number of passengers per trip, and staffing vehicles for allotted shifts rather than by trip so that additional trips could be delivered each day). This could increase the service provided without additional capital. However, the nature of trips provided, particularly long distance trips, makes this difficult to do without additional vehicles in place.

There is also available capacity on Midwestern's vehicles to better service Huron County residents. However, a lack of drivers is the biggest constraint in getting these vehicles on the road and serving seniors and persons with disabilities within Huron.

While there is some capacity to accommodate additional trips, it should also be noted that there is a significant untapped demand within the county that could be better serviced. To better understand the unmet demand, a comparison of transportation services provided by EasyRide's transportation providers in both Huron and Perth Counties was made.

Of the 73,000 annual trips that EasyRide coordinates, approximately 12,326 or 17 percent originate in Huron County with the remainder of the trips beginning in Perth County. **Table 6** summarizes the rides per capita in both Counties. What becomes clear is the difference in number of people serviced (0.21 trips per capita within Huron County compared to 0.81 within Perth County). This represents the theoretical demand for transportation services within Huron County.[3]

**Table 6: County Trip Demand**

| | Huron County | Perth County |
|---|---|---|
| Trips | 12,326 | 59,984 |
| Population Served | 59,325 | 74,344 |
| Trips per Capita | 0.21 | 0.81 |

One of the reasons for the higher number of trips delivered in Perth County is the level of service available. Within Perth County, a number of agencies have entered into partnerships with the municipalities they service. This has allowed them to receive not only municipal contributions, but also provincial gas tax contributions. Four examples are VON Perth-Huron, Community Outreach and Perth East Transportation, St. Marys and Area Mobility Service and Mitchell and Area Community Outreach and Mobility Bus. Municipal and provincial (gas tax) contributions provided to these agencies have allowed each to expand their service offering and provide greater accessibility to residents in their communities. This is illustrated in **Table 7**; trip numbers in the table are those reported in the 2008 CUTA Ontario Specialized Transit Services Fact Book which does not include

[3] More background research is required to specifically quantify the demand, gaps and potential growth within Huron County.

volunteer transportation trips. As such, only trips executed by EasyRide Huron County transportation provider staff and agency vehicles are included in **Table 7**.

**Table 7: Trip Demand for Agencies with Gas Tax Dollars**[4]

| | Huron County | VON | Perth East | St. Marys | Mitchell |
|---|---|---|---|---|---|
| Trips | 3,797 | 6,799 | 7,775 | 7,988 | 6,900 |
| Population Served | 59,325 | 12,275 | 12,000 | 10,749 | 9,129 |
| Trips per Capita | 0.06 | 0.55 | 0.65 | 0.74 | 0.76 |

As the population continues to age and the instance of persons with disabilities becomes more frequent, the number of trips required will also increase, adding future latent demand to the existing unmet demand.

To better service this unmet and future latent demand, there is a need to expand services, purchase additional vehicles, hire new drivers, and promote coordination efforts. This would require new and sustainable funding sources to achieve this next level of growth.

EasyRide Huron County transportation providers have the capability and experience to expand services and fulfil the existing need left by the closure of Huron Bruce Transit (Wheels Away) and the future need that will occur with an aging population. To accomplish this, a partnership between EasyRide, TCSS, MWADS (or the new amalgamated agency) and Huron County or its lower tier municipalities is recommended to support the expansion of transportation services for seniors and persons with disabilities and tap into provincial gas tax funding to help finance the operation.

[4] Representative of non-volunteer trips as provided by EasyRide Huron County transportation providers and the CUTA Ontario Specialized Transit Services Fact Book (2008)

# 5.0 ONTARIO DEDICATED GAS TAX PROGRAM

A number of community support agencies in other areas of Ontario that provide transportation services have been able to avail themselves to the provincial gas tax by way of agreements with the municipalities they serve. Huron County has also had recent experience with this, providing (through the province) gas tax funding (via North Huron and Morris-Turnberry) to Wheels Away.

Dillon met with Ontario Ministry of Transportation (MTO) staff in early August, 2010 to discuss the potential for Huron County (or one of the lower tier municipalities) to partner with TCSS and MWADS and receive gas tax funding.

## 5.1 Background

In October 2004, the Province of Ontario announced that it would invest a portion of the provincial gas tax in public transit in order to ensure that local public transportation services continue to operate and that transit ridership is increased through the expansion of public transportation capital infrastructure and levels of service. The program's goal is to improve municipal sustainability by increasing public transit ridership and reducing the impact of transportation activities on the environment.

Since the beginning of the program, more than $1.6 billion in gas tax funding has been committed to Ontario's municipalities. In 2009/2010, $316 million was allocated amongst the participating Ontario municipalities based on two cents per litre of the provincial gas tax.

Gas tax funds are dedicated to transit use and cannot be used for any other purpose. Unless otherwise approved by MTO, gas tax revenues are only used to support municipal public transportation expenditures above a municipality's baseline spending and not to reduce or replace current levels of municipal public transportation funding. The gas tax funds are permitted to be spent on the following public transportation items provided the expenditures are above the municipalities baseline spending:

- Expenditures that promote increased transit ridership;
- Transit operating expenditures;
- Replacement of public transportation vehicles;
- Improvements to transit security and passenger safety; and,
- Major refurbishments on any fully accessible, or to be made fully accessible, public transportation vehicle.

For municipalities that provide only specialized transit, transit strategies that may not initially result in ridership growth but will provide increased accessibility can be considered as eligible expenditures if approved in writing by the MTO prior to implementation.

All new public transit vehicles procured with gas tax funding must be fully accessible (in accordance with the requirements set out under the *Ontarians with Disabilities Act* (2001) and the *Vehicles for the Transportation of Physically Disabled Passengers* (1990)). In addition, acquisition of new transit vehicles must comply with the Canadian content policy requirements.

The allocation of funds that the participating municipalities receive depends on the total funding envelope available, their ridership and the municipal population. To calculate potential gas tax dollars, 70 percent of the funding formula is based on the transit system's ridership compared to the provincial total. The remaining 30 percent is based on the population of the municipality relative to the provincial total (of all participating municipalities) as estimated by the Ministry of Finance. This provides an incentive for ridership growth and provides more support for growing municipalities. Year one gas tax funding is based solely on the population served; ridership is included and considered for year 2 and all subsequent years.

Ridership calculations are based on data included in the Canadian Urban Transit Association (CUTA) fact books. CUTA annually collects and reproduces, on behalf of the Ministry of Transportation, transit ridership data in its Ontario Urban Transit Fact Book and its Ontario Specialized Transit Services Fact Book. Transit ridership is defined as a one-way linked trip in which the passenger pays a fare, delivered using an agency owned vehicle. Volunteer transportation is not included as part of the funding formula. Also, only trips that originate out of the municipality that has the gas tax agreement are counted.

The municipality must commit to sustained financing of the local transit system. The gas tax funds provided to the municipality do not exceed 75 percent of the municipality's own spending on transit. The municipality can change their level of commitment in their bylaw and the provincial funds would adjust accordingly.

## 5.2 Program Requirements and Process

To be eligible to receive dedicated gas tax funds, a municipality must support and contribute financially towards their public transportation services. Public transportation that is supported includes any service where a fare is charged for transporting the public by way of vehicles operated by or on behalf of a municipality (or under agreement between the municipality and a person, firm or corporation). This includes specialized public transportation but does not include pilot projects or special purpose facilities such as school buses, tourist services or ambulance. There are no rules in place regarding the fare structure, so long as the public/customer pays a fare.

The EasyRide Huron County transportation providers are not able to directly apply for the gas tax funding but do have the opportunity to receive the funding from the County or a municipality within the County by way of a service agreement (where specialized services are delivered on their behalf).

The preference would be for EasyRide Huron County transportation providers to approach Huron County so that all trips and the total County population are included in the gas tax calculation. However, more than one municipality is permitted to jointly participate in the gas tax program, as long as a lead municipality is identified. In this case, an agreement would be put in place to have one 'host' municipality that takes care of administrative tasks and reporting. The dedicated gas tax funds would flow directly to this host. All of the municipalities would have to agree to provide financial support and develop municipal bylaws stating their commitment.

Should the EasyRide Huron County transportation providers establish commitments with one/some of the lower tier municipalities rather than the County, only the trips/ridership that either begin or end within the partner municipalities would be included in the funding calculation.

Following the establishment of a formal agreement, the County would subsequently notify the MTO of their intent to support the specialized public transportation services provided by the EasyRide Huron County transportation providers and outline a specific annual financial commitment that will be made to these services, provided in the form of a municipal bylaw. The MTO then provides the County with a gas tax package that includes a letter of agreement, program guidelines and reporting forms. To receive funding payments, the County must provide two signed letters of agreement (signed by the head of municipal council and the Chief Financial Officer) and a copy of the authorizing municipal bylaw. The MTO will then gain approval from the Minister and determine the allocation for the municipality.

The County must provide annual reporting forms, submit annual ridership statistics to CUTA and may undergo audits by the MTO to ensure program compliance (that funds are used for public transportation and program guidelines and requirements are met). Once approved, the funds are received electronically and held in a dedicated reserve account to be dispersed toward eligible expenditures.

As mentioned earlier, if the EasyRide Huron County transportation providers can establish an agreement with Huron County, the base (first year) funding received would be based on population alone and would not include ridership until it is reported to CUTA the following year.

The MTO provided an estimate of the possible gas tax funds Huron County could be eligible to receive. Based on the 2009-2010 program year, the County's population of 60,000 would generate a Year 1 gas tax allocation of approximately $250,000. The Year 2 allocation would only increase by $1,000 if the ridership remains below 4,000. These estimates are the maximum allocations the County would be eligible for only if Huron County's funding commitment to support the transit system is $333,000 or higher. If the County's funding commitment is less than this value, the Gas Tax allocation would be 75 percent of that commitment value.

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# 6.0 OTHER CONSIDERATIONS

## 6.1 Additional Funding Sources

There are also other funding opportunities available to EasyRide that could be explored. The Ontario Trillium Foundation is an agency of the Ontario Government that provides funding grants to charitable and not-for-profit organizations with the mission to build healthy communities. Applicable priorities of the foundation related to EasyRide include creating healthier, more active Ontarians and having more people engaged within their community.

It should be noted that SMOW&NS, TCSS and MWADS have just had an Ontario Trillium Foundation grant approved for over two years to assist with the amalgamation of the three agencies. Therefore, they are not eligible to apply until that grant has ended.

Secure funding will also assist the EasyRide Huron County transportation providers in meeting their mandate to provide transportation to seniors and persons in need. However, to determine the capital and operating costs required to meet latent demand, a more fulsome demand analysis is needed, beyond the scope contained herein.

## 6.2 Accessibility for Ontarians with Disabilities Act (AODA)

An important consideration the agencies must make when considering the Gas Tax agreement with the County or any of its municipalities is the impact of the upcoming AODA legislation. The AODA received Royal Assent on June 13th, 2005 and is now law. There are two basic components to the process of standard development. The first deals with establishing common accessibility standards that address barriers that are common to all sectors and apply to all persons and organizations in Ontario. The second component deals with development of "sector specific accessibility standards", such as transportation. All five standards (Customer Service, Built Environment, Employment, Information & Communications and Transportation) will have a direct impact upon transportation.

No matter what, all EasyRide transportation providers will have to meet all applicable AODA requirements, including those within the Transportation Standard. However, if the County or any of the municipalities enter into an agreement with the EasyRide Huron County transportation providers to provide transportation services on their behalf, there may be some unique circumstances as related to AODA that needs to be understood. These are outlined below:

**Customer Service Standard**
On January 1, 2008 the Customer Service standard became law. This standard requires all front line public sector employees to have been fully "accessibility sensitivity trained" by January 1, 2010, and all other sectors to have their front line employees trained by January 1, 2012.

This standard will directly affect drivers who must have sensitivity training. Additionally, any other front line employees, such as dispatchers, must have also received this training. The key impact is that EasyRide employees will have to receive this training earlier than the January 1, 2012 deadline.

**Employment Standard**
This draft standard is expected to impact:

- Developing accessible employment policies;
- Providing information about a job, such as applications, in accessible formats;
- Giving disability awareness training to all employees and volunteers; and
- Preparing accommodation plans to help employees and volunteers perform their job.

Under contract with the County or any lower-tier municipalities the EasyRide Huron County transportation providers will need to comply to any standards or timelines that impact municipal governments.

**Information & Communications Standard**
This draft standard is expected to impact all communications materials in terms of visibility, readability, comprehensibility and access to those with visual, hearing and/or cognitive disabilities.

It is expected that communications materials will be available in formats that are fully accessible. Printed materials, such as brochures, newsletters, signs, bus tickets, training materials, etc, will be available in larger fonts, using strong contrasts and developed in "plain language". Electronic materials, such as information on web sites, must be in formats that are accessible to people with visual disabilities. Callers (booking trips) that have hearing disabilities must also have options which work for them. The details of exactly how and what elements (e.g. font type and size) are expected to be in the Standard remain uncertain at this time.

EasyRide may need to install TDD or TTY phones for the hearing impaired to meet legislative requirements. This would impose increased operating costs to EasyRide.

**Transportation Standard**
This draft standard is expected to impact:

- Service areas;
- Fares;
- Service hours;
- Customer eligibility;
- Dispatch; and
- Vehicle accessibility.

The AODA requires equality between municipal conventional and specialized public transportation systems. Since there are no public transportation systems that currently operate in Huron County, the EasyRide Huron County transportation can maintain existing operating conditions such as fares, service hours and service coverage. However, if the County were to implement a conventional public transit service, a number of implications would result that would need to be incorporated into the service agreement.

Some of these items are further detailed below.

***Eligibility***

The eligibility criterion for EasyRide is quite flexible, reflecting close alignment with the AODA legislation. Generally, EasyRide accepts anyone with physical or cognitive disabilities or who require specialized transit (i.e. wheelchair access).

The AODA legislation is expected to require that client eligibility be expanded to cover the Ontario Human Rights Code definition of a disability or handicap, as follows:

> *"The Code provides a basic definition of "handicap" to include conditions that have developed over time, those that result from an accident, or have been present from birth. It includes physical, mental, and learning disabilities and it does not matter whether the condition is visible. For example, persons with mental disorders, sensory disabilities (such as hearing or vision limitations) and epilepsy are all protected under the Code."*

Since the eligibility criteria of the two EasyRide Huron County transportation providers is fairly inclusive, this component of the legislation would likely not impact them.

***Booking Times***

If the current draft Transportation Standard is approved by the province, it is expected that the minimum reservation time for booking a ride will be set at 24 hours (i.e. riders will be able to book trips one day prior to taking the trip). This has been a contentious element of the draft standard (from the perspective of the service providers). Therefore, it is possible that even if this element is accepted into the Standard, the timeline for complying to it may be pushed into the future as much as possible.

EasyRide transportation providers currently request a minimum reservation time of one day in advance although same day bookings are accommodated when possible. As such, this requirement is not expected to have a significant impact of EasyRide's transportation providers.

***Vehicles***

Currently, to obtain provincial funding, all vehicles purchased with this funding must be accessible to patrons with wheelchairs and other mobility devices.

***Service Area***

It is expected that service areas covered by conventional transit must also be covered by fully accessible transit.

***Service Hours***

The timing of the service hours for the door-to-door service must be equal to the conventional (stop-to-stop) service.

***Fares***

Under the AODA, for public transit providers, fares must be equal, but not identical, for conventional and specialized services. The cost of an average ride must be the same, but the format for the fare on each service can be different (e.g. passes versus tickets, pre-paid fares versus cash).

The requirements for system equality could potentially have a significant impact to EasyRide's Huron County transportation providers if the County, or any of the lower tier municipalities they receive gas tax funding through, establish a conventional transit system. The transportation providers would be

required to have an equivalent fare system, service hours and coverage to match that of the conventional public transportation system which could result in financial implications to the agencies.

It is recommended that the EasyRide Huron County transportation providers include, within any formal agreement with the County, a provision or Memorandum of Understanding that considers the AODA legislation and possible implications to the specialized transportation service provided.

# 7.0 CONCLUSIONS

The aging population and increasing incidence of disabilities in Huron County will see an increasing need for transportation services. The County has one of the highest percentage of senior's in Ontario and access to transportation is cited by polls of the seniors population as a top three priority in keeping them healthy at home and active and engaged in their communities.

The EasyRide Huron County transportation providers have been providing transportation services to County residents for a number of decades. The recent coordination of agencies through the EasyRide network has increased the overall capacity and level of service to residents. However, with a growing senior's population and the declining mobility of this population group, there is a need to expand transportation services provided to meet the needs of this growing clientele within the County.

The EasyRide Huron County transportation providers have the experience and desire to service the needs of seniors and persons with disabilities within the County. However, to meet existing unmet and future latent demand, additional secure funding is required. The provincial gas tax provides a good opportunity to tap into funding sources that will benefit the residents of the County. This would require entering into a service agreement with Huron County to provide additional funds to service this need and benefit the residents of the County.

# APPENDIX B

2010 EasyRide Report
Dillon Consulting Ltd.

D16-010-76

# Assessment of Community Transportation Service Expansion in Huron County

*Final Report*

*October 2010*

**EasyRide in Huron County**

10-3284

*Submitted by*

**Dillon Consulting Limited**

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# 1.0 INTRODUCTION

Ontario's population, and indeed that of Huron County, is aging. Recent estimates project the seniors' population will double over the next 16 years, putting a strain on health services in the province. As such, it is imperative that seniors are able to remain in their homes for as long as possible for their well-being and to reduce pressures on hospitals and long-term care facilities. Transportation is a key factor in achieving this objective and is especially important in Huron County where there is no transit service.

EasyRide is a new partnership that coordinates transportation in Huron and Perth Counties and is uniquely positioned in Huron County to address the needs of the aging population. The partnership is made up of seven community support service agencies that provide transportation services within and originating from the two counties. While the number of trips provided has been growing, there is a growing recognition of the need to expand services provided to seniors and persons with disabilities within Huron County.

Several Huron County councillors have expressed a concern about the lack of transportation in their communities resulting in seniors leaving the County. In addition, the South West Local Health Integration Network (SW LHIN) has expressed their expectation that EasyRide continue to show ongoing growth in transportation service coordination to seniors and persons with disabilities. An essential part of expanding transportation services to Huron County is the means and resources to do so. Service expansion would require the need for additional and secure funding.

Dillon Consulting was retained by three of the seven agencies that form a part of the EasyRide network (Town and Country Support Services (TCSS), Midwestern Adult Day Services (MWADS) and Stratford Meals on Wheels and Neighbourly Services) to conduct an assessment of expanding EasyRide services within Huron County and the potential for provincial gas tax funding to support this objective. This involved two distinct tasks:

1. Review the resources and capacity of the two EasyRide partner agencies that provide service in Huron County (Town and Country Support Services and Midwestern Adult Day Services) and determine the capacity available to provide additional service in Huron County.
2. Assess the opportunity to enter into a contract with the County (or its lower tier municipalities) to receive sustainable funding through the Provincial Gas Tax to expand services. This includes an assessment of requirements, barriers and opportunities and next steps for TCSS, MWADS and EasyRide to build a business case and establish an agreement with Huron County to receive funding.

Not included in this project scope was a more thorough assessment of demand within the County. This is a task that could enhance the business case of expanding service to both EasyRide and Huron County.

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# 2.0 BACKGROUND

Huron County is located along the shores of Lake Huron and north of the City of London. It is dominated by agricultural lands which act as an important economic base for the region. Residents live in nine municipalities. **Table 1** lists the 2006 and 2001 national Census populations and number of seniors (age 65 and older) of these communities. The largest population centre is just over 10,000 residents (South Huron) and more than half of Huron's residents live in non-urban areas, making the county one of Ontario's most rural regions. This dispersed population makes it difficult to address accessibility needs of residents without access to a private automobile.

**Table 1: Population of Communities within Huron County**

| Community | 2006 Census Population | 2006 Senior Population | % Seniors | 2001 Census Population | % Change |
|---|---|---|---|---|---|
| Ashfield-Colborne-Wawanosh | 5,409 | 900 | 16.6 | 5,411 | 0.0 |
| Bluewater | 7,120 | 1,345 | 18.9 | 6,919 | 2.9 |
| Central Huron | 7,641 | 1,370 | 17.9 | 7,806 | -2.1 |
| Goderich | 7,563 | 1,635 | 21.6 | 7,604 | -0.5 |
| Howick | 3,882 | 455 | 11.7 | 3,779 | 2.7 |
| Huron East | 9,310 | 1,450 | 15.6 | 9,680 | -3.8 |
| Morris-Turnberry | 3,403 | 580 | 17.0 | 3,499 | -2.7 |
| North Huron | 5,015 | 840 | 16.7 | 4,984 | 0.6 |
| South Huron | 9,982 | 2,035 | 20.3 | 10,019 | -0.4 |

Huron is also one of Canada's "oldest" populations with 10,620 persons aged 65 or older out of a total population of 59,325. This number of seniors represents 18 percent of the total population, compared to the provincial average of 14 percent.[1] Within some communities such as Goderich and South Huron, as shown in **Table 1**, seniors compose more than one-fifth of the total population.

As the population ages, the incidence of disability becomes greater. The relationship between the incidence of disability and age can be demonstrated using data from the Participation and Activity Limitation Survey (PALS) data collected by Statistics Canada every 5 years. The PALS surveys define a disability as a condition that limits everyday activities because of a condition or health problem. It is recognized that this is a broad definition of disability and would include many individuals who do not require specialized transit for travel. Nonetheless, it provides a brief glimpse of future needs.

**Table 2** illustrates the incidence of disability for different age groups. The data clearly indicates the increasing incidence of disability among older population groups, with the incidence of disability among persons 75 and older being over four times that of the total population.

[1] Source: The State of the Huron County Economy.

**Table 2: Incident of Disability by Age Group (2006)**

| Age Group | Percent of Total Population with Disabilities |
|---|---|
| 0 – 14 years | 3.7% |
| 15 – 64 years | 11.5% |
| 65 – 74 years | 33.0% |
| 75+ years | 56.3% |
| Total Population | 14.3% |

The growing number of seniors and incidence of disabilities is an important consideration for EasyRide, TCSS, MWADS and Huron County. In surveys conducted with seniors, transportation is often identified as one of the top three issues that prevent them from leading active and healthy lives in their communities. Without an effective and supportive transportation network, many seniors are required to rely on internal support networks (family and friends) or leave their homes prematurely to live in nursing homes or long-term care facilities or move to communities with better access to transportation (i.e. transit systems).

# 3.0 EXISTING TRANSPORTATION SERVICES AND DEMAND

Huron County and its lower tier municipalities currently do not own or operate a transit service. Recently, a not-for-profit agency called Huron Bruce Transit (formerly Wheels Away) operated out of Wingham to support residents in North Huron and South Bruce areas. The organization received financial support from the municipality of Morris-Turnberry and was thus eligible for an additional increase of approximately $12,000 in provincial contributions (the Ontario dedicated gas tax fund). The organization made 1,370 trips in 2008 within North Huron and to adjacent municipalities using one vehicle.[2] Huron Bruce Transit ceased operation on May 31st, 2010 and has not been replaced by a viable municipal transportation alternative within the County. These clients continue to be eligible for EasyRide transportation delivered by TCSS.

Lambton Elderly Outreach is a not-for-profit agency that provides some transportation in Huron County. This agency provides limited transportation to clients of Midwestern Adult Day Centre's Grand Bend site. However, the majority of services are focused in Sarnia and Lambton County for seniors and adults with disabilities.

The major transportation provider in the County is Town and Country Support Services, an EasyRide partner. EasyRide is a coordinated transportation framework developed by seven community support agencies in Huron and Perth Counties that provide transportation services to residents in need (primarily seniors and persons with disabilities). The framework was developed to better coordinate resources among the agencies and increase capacity and cost-effectiveness of service delivery. EasyRide provides a central dispatch function with one number to call, with services delivered by each local agency. This has resulted in an improvement in overall coordination and the ability to expand the market. EasyRide provides rides at a per distance fare for trips within Huron County, within Perth County, between both counties, and for long-distance trips to adjacent municipalities (i.e. London Hospital). EasyRide's member agencies are included in **Table 3** below.

**Table 3: EasyRide Huron and Perth County Transportation Providers**

| Perth County | Huron County |
|---|---|
| Community Outreach and Perth East Transportation<br>Mitchell and Area Community Outreach and Mobility Bus<br>St. Marys and Area Home Support and Mobility Services<br>Stratford Meals on Wheels and Neighbourly Services<br>VON Perth-Huron | Midwestern Adult Day Services<br>Town and Country Support Services |

The two agencies within the EasyRide partnership that are based out of Huron County are Town and Country Support Services and Midwestern Adult Day Services (herein called the EasyRide Huron County Transportation Providers).

Of the two, the primary provider of transportation service in Huron County is Town and Country Support Services. In 2009/10, the agency provided over 12,160 trips to seniors and persons with disabilities living in the county.

[2] 2008 Ontario Specialized Transit Services Fact Book.

Midwestern Adult Day Services owns four vehicles which are primarily used to provide transportation for seniors and those with disabilities to their five day centre sites in Huron County. One vehicle is also used to operate a small transit service for seniors in Goderich on Mondays and Fridays. While the vehicles are available, there is a lack of funding and drivers to expand out into the community and provide additional trips.

EasyRide member agencies in Perth County are also available to deliver transportation services in Huron County when the trip cannot be accommodated by EasyRide's Huron County transportation providers.

For the EasyRide Huron County transportation providers and the entire EasyRide partnership, there is a desire to expand service to meet the needs of a large unmet demand within Huron County, and an opportunity to use provincial gas tax dollars to facilitate this need.

### 3.1 Town and Country Support Services

Town and Country Support Services (Town and Country) is a not-for-profit agency which provides services to seniors and persons with disabilities in Huron County and surrounding areas. Services offered include personal support/homemaking as well as the complete range of community programs such as diner's club, wellness for seniors program, meals on wheels, home help, and telephone reassurance.

Mobility Van Transportation provides transportation to wheelchair bound clients or those who have mobility difficulties getting to medical appointments, personal errands and social activities. Transportation is typically available during the day and during evening hours, but is available 24 hours a day, 7 days a week for emergencies (based on driver availability). The five accessible vans are utilized Huron County wide and are stationed in Wingham, Exeter, Clinton and Goderich. There is also one fully accessible mobility bus for programs in the Zurich area and for the Bluewater Rest Home, as well as one passenger van stationed in Clinton. The accessible vans provide services in their community, and also long-distance trips throughout southwestern Ontario. The service is operated by paid casual drivers, who are called on when trips are booked. The capacity of all the agency vehicles is shown in **Table 4**.

**Table 4: Town and Country Vehicle Capacities**

| Vehicle | Capacity |
|---|---|
| 2 Full Size Accessible Vans with Stretcher Capability | • 2 wheelchair & 3 ambulatory; or<br>• 1 stretcher & 2 ambulatory |
| 3 Full Size Accessible Vans | • 2 wheelchair & 3 ambulatory |
| 1 Accessible Bus | • 4 wheelchair & 8 ambulatory; or<br>• 3 wheelchair & 10 ambulatory; or<br>• 2 wheelchair & 12 ambulatory |
| 1 Dodge Caravan | • 7 ambulatory |

Volunteer Transportation services are offered for clients who are without access to transportation and when friends and family are not available. Besides seniors and persons with disabilities, TCSS also provides the occasional transportation service to the Mennonite community in North Huron. Volunteer transportation represents approximately 70 percent of all trips provided by TCSS and is provided by approximately 60 volunteers using their own vehicles. One of the challenges is a declining volunteer base, which may place added pressure on the use of the Mobility Van Transportation service.

TCSS also provides non-emergency transportation to Wingham Hospital and three nursing homes in North Huron. This service is provided to medically stable individuals who require transportation from one facility to another. Wheelchair and stretcher services are available. Drivers for these services have CPR and first aid training but do not have paramedic or other enhanced training.

TCSS also provides transportation to Home Help clients whereby paid staff take clients grocery shopping and out on errands. Home Help transportation is not coordinated by EasyRide.

The table below summarizes the trips provided by Town and Country Support Services for their fiscal year (April 1, 2009 to March 31, 2010).

**Table 5: Town and Country Trip Information 2009-2010**

| | Mobility Transportation | Volunteer Transportation | Home Help Transportation |
|---|---|---|---|
| Registered Clients | 368 | 476 | 41 |
| Local/In Town Trips | 1,058 | 3,123 | 633 |
| Out of Town Trips | 1,897 | 5,406 | 47 |

A local trip is considered a trip within Huron County that is less than ten kilometres. The average out of town trip distance is approximately 28 kilometres, but has at least one trip end within Huron County.

In terms of vehicle occupancy, only a small percentage of regular trips by Town and Country are delivered with more than one client per vehicle (plus an escort/companion when required). Town and Country only reported 17 denied trips for the first half of 2010.

### 3.2 Midwestern Adult Day Services

Midwestern Adult Day Services provides services for seniors and adults with special needs to assist them in maintaining independence in Huron County, North Lambton and South Bruce. All of Midwestern's services are offered in its five Adult Day Centres. Services offered focus mainly on therapeutic programs, such as exercising, bathing, foot care and hair dressing.

Midwestern owns a fleet of 2 accessible buses and 2 vans used primarily to transport clients to and from one of the five Adult Day Centres located in Clinton, Wingham, Exeter, Grand Bend and Goderich. The two buses and one of the vans are used between 8:30am and 10:00am to deliver clients to the Day Centres and between 3:00pm and 4:30pm to return clients home. Since the drivers are also the day centre program assistants, the vehicles remain unused between 10:00am and

2:45pm and after 4:30pm. Midwestern serves 239 clients and provides 23,500 trips yearly for their Adult Day Programs.

The other van (Grand Caravan) is used as a 'Seniors Transit' fixed route service in Goderich. The service includes 38 bus stops and operates on Mondays and Fridays; seven times a day between 9:00am and 4:30pm. The fare for this service is $4.00 for unlimited access throughout the day. Clients must be able to get in and out of the vehicle on their own as the van is not wheelchair accessible and the driver only stops at designated bus stops. In 2009-2010 this service had 31 registered clients and 842 trips were delivered. The van is also used occasionally for day centre transportation. The service itself is currently being reviewed and may be modified to better suit the needs of the seniors population.

Volunteers drive other Day Centre participants using their own vehicles, primarily for participants that are not "on route" of the van/bus service. Agency vehicles are also used occasionally on Saturdays.

It should be noted that the two EasyRide Huron County transportation providers and a third agency in the EasyRide network located in Perth County (Stratford Meals on Wheels and Neighbourly Services) are in discussions to formally amalgamate. This provides an opportunity to incorporate the Midwestern fleet into the EasyRide network and use them for general purpose trips within Huron County when not being operated for day centre participants. Funding may be required to hire drivers to operate the service.

# 4.0 THE OPPORTUNITY FOR TRANSPORTION SERVICES IN HURON COUNTY

Transportation services provided by the EasyRide Huron County transportation providers have been successful in serving the needs of residents in Huron County. Each of TCSS's vehicles averages about three trips a day providing trips within as well as out of Huron County. There is potential to make better use of existing capacity within each vehicle (increasing the number of passengers per trip, and staffing vehicles for allotted shifts rather than by trip so that additional trips could be delivered each day). This could increase the service provided without additional capital. However, the nature of trips provided, particularly long distance trips, makes this difficult to do without additional vehicles in place.

There is also available capacity on Midwestern's vehicles to better service Huron County residents. However, a lack of drivers is the biggest constraint in getting these vehicles on the road and serving seniors and persons with disabilities within Huron.

While there is some capacity to accommodate additional trips, it should also be noted that there is a significant untapped demand within the county that could be better serviced. To better understand the unmet demand, a comparison of transportation services provided by EasyRide's transportation providers in both Huron and Perth Counties was made.

Of the 73,000 annual trips that EasyRide coordinates, approximately 12,326 or 17 percent originate in Huron County with the remainder of the trips beginning in Perth County. **Table 6** summarizes the rides per capita in both Counties. What becomes clear is the difference in number of people serviced (0.21 trips per capita within Huron County compared to 0.81 within Perth County). This represents the theoretical demand for transportation services within Huron County.[3]

**Table 6: County Trip Demand**

| | Huron County | Perth County |
|---|---|---|
| Trips | 12,326 | 59,984 |
| Population Served | 59,325 | 74,344 |
| Trips per Capita | 0.21 | 0.81 |

One of the reasons for the higher number of trips delivered in Perth County is the level of service available. Within Perth County, a number of agencies have entered into partnerships with the municipalities they service. This has allowed them to receive not only municipal contributions, but also provincial gas tax contributions. Four examples are VON Perth-Huron, Community Outreach and Perth East Transportation, St. Marys and Area Mobility Service and Mitchell and Area Community Outreach and Mobility Bus. Municipal and provincial (gas tax) contributions provided to these agencies have allowed each to expand their service offering and provide greater accessibility to residents in their communities. This is illustrated in **Table 7**; trip numbers in the table are those reported in the 2008 CUTA Ontario Specialized Transit Services Fact Book which does not include

[3] More background research is required to specifically quantify the demand, gaps and potential growth within Huron County.

volunteer transportation trips. As such, only trips executed by EasyRide Huron County transportation provider staff and agency vehicles are included in **Table 7**.

**Table 7: Trip Demand for Agencies with Gas Tax Dollars**[4]

| | Huron County | VON | Perth East | St. Marys | Mitchell |
|---|---|---|---|---|---|
| Trips | 3,797 | 6,799 | 7,775 | 7,988 | 6,900 |
| Population Served | 59,325 | 12,275 | 12,000 | 10,749 | 9,129 |
| Trips per Capita | 0.06 | 0.55 | 0.65 | 0.74 | 0.76 |

As the population continues to age and the instance of persons with disabilities becomes more frequent, the number of trips required will also increase, adding future latent demand to the existing unmet demand.

To better service this unmet and future latent demand, there is a need to expand services, purchase additional vehicles, hire new drivers, and promote coordination efforts. This would require new and sustainable funding sources to achieve this next level of growth.

EasyRide Huron County transportation providers have the capability and experience to expand services and fulfil the existing need left by the closure of Huron Bruce Transit (Wheels Away) and the future need that will occur with an aging population. To accomplish this, a partnership between EasyRide, TCSS, MWADS (or the new amalgamated agency) and Huron County or its lower tier municipalities is recommended to support the expansion of transportation services for seniors and persons with disabilities and tap into provincial gas tax funding to help finance the operation.

[4] Representative of non-volunteer trips as provided by EasyRide Huron County transportation providers and the CUTA Ontario Specialized Transit Services Fact Book (2008)

# 5.0 ONTARIO DEDICATED GAS TAX PROGRAM

A number of community support agencies in other areas of Ontario that provide transportation services have been able to avail themselves to the provincial gas tax by way of agreements with the municipalities they serve. Huron County has also had recent experience with this, providing (through the province) gas tax funding (via North Huron and Morris-Turnberry) to Wheels Away.

Dillon met with Ontario Ministry of Transportation (MTO) staff in early August, 2010 to discuss the potential for Huron County (or one of the lower tier municipalities) to partner with TCSS and MWADS and receive gas tax funding.

## 5.1 Background

In October 2004, the Province of Ontario announced that it would invest a portion of the provincial gas tax in public transit in order to ensure that local public transportation services continue to operate and that transit ridership is increased through the expansion of public transportation capital infrastructure and levels of service. The program's goal is to improve municipal sustainability by increasing public transit ridership and reducing the impact of transportation activities on the environment.

Since the beginning of the program, more than $1.6 billion in gas tax funding has been committed to Ontario's municipalities. In 2009/2010, $316 million was allocated amongst the participating Ontario municipalities based on two cents per litre of the provincial gas tax.

Gas tax funds are dedicated to transit use and cannot be used for any other purpose. Unless otherwise approved by MTO, gas tax revenues are only used to support municipal public transportation expenditures above a municipality's baseline spending and not to reduce or replace current levels of municipal public transportation funding. The gas tax funds are permitted to be spent on the following public transportation items provided the expenditures are above the municipalities baseline spending:

- Expenditures that promote increased transit ridership;
- Transit operating expenditures;
- Replacement of public transportation vehicles;
- Improvements to transit security and passenger safety; and,
- Major refurbishments on any fully accessible, or to be made fully accessible, public transportation vehicle.

For municipalities that provide only specialized transit, transit strategies that may not initially result in ridership growth but will provide increased accessibility can be considered as eligible expenditures if approved in writing by the MTO prior to implementation.

All new public transit vehicles procured with gas tax funding must be fully accessible (in accordance with the requirements set out under the *Ontarians with Disabilities Act* (2001) and the *Vehicles for the Transportation of Physically Disabled Passengers* (1990)). In addition, acquisition of new transit vehicles must comply with the Canadian content policy requirements.

The allocation of funds that the participating municipalities receive depends on the total funding envelope available, their ridership and the municipal population. To calculate potential gas tax dollars, 70 percent of the funding formula is based on the transit system's ridership compared to the provincial total. The remaining 30 percent is based on the population of the municipality relative to the provincial total (of all participating municipalities) as estimated by the Ministry of Finance. This provides an incentive for ridership growth and provides more support for growing municipalities. Year one gas tax funding is based solely on the population served; ridership is included and considered for year 2 and all subsequent years.

Ridership calculations are based on data included in the Canadian Urban Transit Association (CUTA) fact books. CUTA annually collects and reproduces, on behalf of the Ministry of Transportation, transit ridership data in its Ontario Urban Transit Fact Book and its Ontario Specialized Transit Services Fact Book. Transit ridership is defined as a one-way linked trip in which the passenger pays a fare, delivered using an agency owned vehicle. Volunteer transportation is not included as part of the funding formula. Also, only trips that originate out of the municipality that has the gas tax agreement are counted.

The municipality must commit to sustained financing of the local transit system. The gas tax funds provided to the municipality do not exceed 75 percent of the municipality's own spending on transit. The municipality can change their level of commitment in their bylaw and the provincial funds would adjust accordingly.

## 5.2 Program Requirements and Process

To be eligible to receive dedicated gas tax funds, a municipality must support and contribute financially towards their public transportation services. Public transportation that is supported includes any service where a fare is charged for transporting the public by way of vehicles operated by or on behalf of a municipality (or under agreement between the municipality and a person, firm or corporation). This includes specialized public transportation but does not include pilot projects or special purpose facilities such as school buses, tourist services or ambulance. There are no rules in place regarding the fare structure, so long as the public/customer pays a fare.

The EasyRide Huron County transportation providers are not able to directly apply for the gas tax funding but do have the opportunity to receive the funding from the County or a municipality within the County by way of a service agreement (where specialized services are delivered on their behalf).

The preference would be for EasyRide Huron County transportation providers to approach Huron County so that all trips and the total County population are included in the gas tax calculation. However, more than one municipality is permitted to jointly participate in the gas tax program, as long as a lead municipality is identified. In this case, an agreement would be put in place to have one 'host' municipality that takes care of administrative tasks and reporting. The dedicated gas tax funds would flow directly to this host. All of the municipalities would have to agree to provide financial support and develop municipal bylaws stating their commitment.

Should the EasyRide Huron County transportation providers establish commitments with one/some of the lower tier municipalities rather than the County, only the trips/ridership that either begin or end within the partner municipalities would be included in the funding calculation.

Following the establishment of a formal agreement, the County would subsequently notify the MTO of their intent to support the specialized public transportation services provided by the EasyRide Huron County transportation providers and outline a specific annual financial commitment that will be made to these services, provided in the form of a municipal bylaw. The MTO then provides the County with a gas tax package that includes a letter of agreement, program guidelines and reporting forms. To receive funding payments, the County must provide two signed letters of agreement (signed by the head of municipal council and the Chief Financial Officer) and a copy of the authorizing municipal bylaw. The MTO will then gain approval from the Minister and determine the allocation for the municipality.

The County must provide annual reporting forms, submit annual ridership statistics to CUTA and may undergo audits by the MTO to ensure program compliance (that funds are used for public transportation and program guidelines and requirements are met). Once approved, the funds are received electronically and held in a dedicated reserve account to be dispersed toward eligible expenditures.

As mentioned earlier, if the EasyRide Huron County transportation providers can establish an agreement with Huron County, the base (first year) funding received would be based on population alone and would not include ridership until it is reported to CUTA the following year.

The MTO provided an estimate of the possible gas tax funds Huron County could be eligible to receive. Based on the 2009-2010 program year, the County's population of 60,000 would generate a Year 1 gas tax allocation of approximately $250,000. The Year 2 allocation would only increase by $1,000 if the ridership remains below 4,000. These estimates are the maximum allocations the County would be eligible for only if Huron County's funding commitment to support the transit system is $333,000 or higher. If the County's funding commitment is less than this value, the Gas Tax allocation would be 75 percent of that commitment value.

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# 6.0 OTHER CONSIDERATIONS

## 6.1 Additional Funding Sources

There are also other funding opportunities available to EasyRide that could be explored. The Ontario Trillium Foundation is an agency of the Ontario Government that provides funding grants to charitable and not-for-profit organizations with the mission to build healthy communities. Applicable priorities of the foundation related to EasyRide include creating healthier, more active Ontarians and having more people engaged within their community.

It should be noted that SMOW&NS, TCSS and MWADS have just had an Ontario Trillium Foundation grant approved for over two years to assist with the amalgamation of the three agencies. Therefore, they are not eligible to apply until that grant has ended.

Secure funding will also assist the EasyRide Huron County transportation providers in meeting their mandate to provide transportation to seniors and persons in need. However, to determine the capital and operating costs required to meet latent demand, a more fulsome demand analysis is needed, beyond the scope contained herein.

## 6.2 Accessibility for Ontarians with Disabilities Act (AODA)

An important consideration the agencies must make when considering the Gas Tax agreement with the County or any of its municipalities is the impact of the upcoming AODA legislation. The AODA received Royal Assent on June 13th, 2005 and is now law. There are two basic components to the process of standard development. The first deals with establishing common accessibility standards that address barriers that are common to all sectors and apply to all persons and organizations in Ontario. The second component deals with development of "sector specific accessibility standards", such as transportation. All five standards (Customer Service, Built Environment, Employment, Information & Communications and Transportation) will have a direct impact upon transportation.

No matter what, all EasyRide transportation providers will have to meet all applicable AODA requirements, including those within the Transportation Standard. However, if the County or any of the municipalities enter into an agreement with the EasyRide Huron County transportation providers to provide transportation services on their behalf, there may be some unique circumstances as related to AODA that needs to be understood. These are outlined below:

**Customer Service Standard**
On January 1, 2008 the Customer Service standard became law. This standard requires all front line public sector employees to have been fully "accessibility sensitivity trained" by January 1, 2010, and all other sectors to have their front line employees trained by January 1, 2012.

This standard will directly affect drivers who must have sensitivity training. Additionally, any other front line employees, such as dispatchers, must have also received this training. The key impact is that EasyRide employees will have to receive this training earlier than the January 1, 2012 deadline.

**Employment Standard**
This draft standard is expected to impact:

- Developing accessible employment policies;
- Providing information about a job, such as applications, in accessible formats;
- Giving disability awareness training to all employees and volunteers; and
- Preparing accommodation plans to help employees and volunteers perform their job.

Under contract with the County or any lower-tier municipalities the EasyRide Huron County transportation providers will need to comply to any standards or timelines that impact municipal governments.

**Information & Communications Standard**
This draft standard is expected to impact all communications materials in terms of visibility, readability, comprehensibility and access to those with visual, hearing and/or cognitive disabilities.

It is expected that communications materials will be available in formats that are fully accessible. Printed materials, such as brochures, newsletters, signs, bus tickets, training materials, etc, will be available in larger fonts, using strong contrasts and developed in "plain language". Electronic materials, such as information on web sites, must be in formats that are accessible to people with visual disabilities. Callers (booking trips) that have hearing disabilities must also have options which work for them. The details of exactly how and what elements (e.g. font type and size) are expected to be in the Standard remain uncertain at this time.

EasyRide may need to install TDD or TTY phones for the hearing impaired to meet legislative requirements. This would impose increased operating costs to EasyRide.

**Transportation Standard**
This draft standard is expected to impact:

- Service areas;
- Fares;
- Service hours;
- Customer eligibility;
- Dispatch; and
- Vehicle accessibility.

The AODA requires equality between municipal conventional and specialized public transportation systems. Since there are no public transportation systems that currently operate in Huron County, the EasyRide Huron County transportation can maintain existing operating conditions such as fares, service hours and service coverage. However, if the County were to implement a conventional public transit service, a number of implications would result that would need to be incorporated into the service agreement.

Some of these items are further detailed below.

***Eligibility***

The eligibility criterion for EasyRide is quite flexible, reflecting close alignment with the AODA legislation. Generally, EasyRide accepts anyone with physical or cognitive disabilities or who require specialized transit (i.e. wheelchair access).

The AODA legislation is expected to require that client eligibility be expanded to cover the Ontario Human Rights Code definition of a disability or handicap, as follows:

> *"The Code provides a basic definition of "handicap" to include conditions that have developed over time, those that result from an accident, or have been present from birth. It includes physical, mental, and learning disabilities and it does not matter whether the condition is visible. For example, persons with mental disorders, sensory disabilities (such as hearing or vision limitations) and epilepsy are all protected under the Code."*

Since the eligibility criteria of the two EasyRide Huron County transportation providers is fairly inclusive, this component of the legislation would likely not impact them.

***Booking Times***

If the current draft Transportation Standard is approved by the province, it is expected that the minimum reservation time for booking a ride will be set at 24 hours (i.e. riders will be able to book trips one day prior to taking the trip). This has been a contentious element of the draft standard (from the perspective of the service providers). Therefore, it is possible that even if this element is accepted into the Standard, the timeline for complying to it may be pushed into the future as much as possible.

EasyRide transportation providers currently request a minimum reservation time of one day in advance although same day bookings are accommodated when possible. As such, this requirement is not expected to have a significant impact of EasyRide's transportation providers.

***Vehicles***

Currently, to obtain provincial funding, all vehicles purchased with this funding must be accessible to patrons with wheelchairs and other mobility devices.

***Service Area***

It is expected that service areas covered by conventional transit must also be covered by fully accessible transit.

***Service Hours***

The timing of the service hours for the door-to-door service must be equal to the conventional (stop-to-stop) service.

***Fares***

Under the AODA, for public transit providers, fares must be equal, but not identical, for conventional and specialized services. The cost of an average ride must be the same, but the format for the fare on each service can be different (e.g. passes versus tickets, pre-paid fares versus cash).

The requirements for system equality could potentially have a significant impact to EasyRide's Huron County transportation providers if the County, or any of the lower tier municipalities they receive gas tax funding through, establish a conventional transit system. The transportation providers would be

required to have an equivalent fare system, service hours and coverage to match that of the conventional public transportation system which could result in financial implications to the agencies.

It is recommended that the EasyRide Huron County transportation providers include, within any formal agreement with the County, a provision or Memorandum of Understanding that considers the AODA legislation and possible implications to the specialized transportation service provided.

# 7.0 CONCLUSIONS

The aging population and increasing incidence of disabilities in Huron County will see an increasing need for transportation services. The County has one of the highest percentage of senior's in Ontario and access to transportation is cited by polls of the seniors population as a top three priority in keeping them healthy at home and active and engaged in their communities.

The EasyRide Huron County transportation providers have been providing transportation services to County residents for a number of decades. The recent coordination of agencies through the EasyRide network has increased the overall capacity and level of service to residents. However, with a growing senior's population and the declining mobility of this population group, there is a need to expand transportation services provided to meet the needs of this growing clientele within the County.

The EasyRide Huron County transportation providers have the experience and desire to service the needs of seniors and persons with disabilities within the County. However, to meet existing unmet and future latent demand, additional secure funding is required. The provincial gas tax provides a good opportunity to tap into funding sources that will benefit the residents of the County. This would require entering into a service agreement with Huron County to provide additional funds to service this need and benefit the residents of the County.

# APPENDIX &

2 QOQH 4 XHWLRQQDLUH 5 HVXOW

D16-010-76

# Huron County TDM Questionnaire

SurveyMonkey

**1. Where, and how often do you travel to/from most?**

| | Every day | A few times a week | A few times a month | A few times a year | Never | Response Count |
|---|---|---|---|---|---|---|
| Within my neighbourhood | **84.3% (107)** | 15.7% (20) | 0.0% (0) | 0.0% (0) | 0.0% (0) | 127 |
| Within my town/village | **74.8% (95)** | 23.6% (30) | 0.8% (1) | 0.0% (0) | 0.8% (1) | 127 |
| Within Huron County | **40.6% (56)** | 36.2% (50) | 20.3% (28) | 2.9% (4) | 0.0% (0) | 138 |
| Outside of Huron County | 8.5% (11) | 20.8% (27) | **53.8% (70)** | 15.4% (20) | 1.5% (2) | 130 |
| | | | | | **answered question** | **142** |
| | | | | | **skipped question** | **0** |

**2. How often do you use the following transportation options to reach your destination?**

| | Every day | A few times a week | A few times a month | A few times a year | Never | Response Count |
|---|---|---|---|---|---|---|
| Drive a vehicle | **71.7% (99)** | 20.3% (28) | 2.9% (4) | 1.4% (2) | 3.6% (5) | 138 |
| Carpool or vanpool | 0.9% (1) | 7.1% (8) | 20.5% (23) | 26.8% (30) | **44.6% (50)** | 112 |
| Ride a bike | 3.4% (4) | 24.6% (29) | 21.2% (25) | **25.4% (30)** | **25.4% (30)** | 118 |
| Walk | 25.0% (32) | **32.8% (42)** | 22.7% (29) | 11.7% (15) | 7.8% (10) | 128 |
| Passenger in a vehicle | 4.1% (5) | 35.0% (43) | **35.8% (44)** | 18.7% (23) | 6.5% (8) | 123 |
| Transportation service (such as Town and County Support Services) | 0.0% (0) | 2.6% (3) | 0.9% (1) | 3.5% (4) | **93.0% (107)** | 115 |
| Taxi | 0.8% (1) | 1.7% (2) | 2.5% (3) | 17.8% (21) | **77.1% (91)** | 118 |
| | | | | | Other (please specify) | 9 |
| | | | | | **answered question** | **142** |
| | | | | | **skipped question** | **0** |

**3. Please identify, from the following list, the top 5 improvements that might encourage you to use alternative modes of transportation to automobiles, where (1) = most important and (5) = least important.**

| | 1 | 2 | 3 | 4 | 5 | Rating Average | Response Count |
|---|---|---|---|---|---|---|---|
| More multi-use hiking and cycling trails | 24.4% (19) | **35.9% (28)** | 14.1% (11) | 11.5% (9) | 14.1% (11) | 2.55 | 78 |
| Bikes lanes or paved shoulders on roads | **55.8% (48)** | 19.8% (17) | 8.1% (7) | 5.8% (5) | 10.5% (9) | 1.95 | 86 |
| Improve connections to key destinations (schools, shopping, community centres) | 22.6% (19) | 16.7% (14) | **28.6% (24)** | 15.5% (13) | 16.7% (14) | 2.87 | 84 |
| Better education about alternative transportation modes | 4.5% (3) | 21.2% (14) | **28.8% (19)** | 19.7% (13) | 25.8% (17) | 3.41 | 66 |
| Maps identifying cycling, trail and pedestrian routes | 2.8% (2) | 19.7% (14) | 29.6% (21) | **31.0% (22)** | 16.9% (12) | 3.39 | 71 |
| Shower/change facilities at schools/places of employment | 8.1% (5) | 12.9% (8) | 14.5% (9) | 30.6% (19) | **33.9% (21)** | 3.69 | 62 |
| Secure bicycle parking | 9.8% (6) | 11.5% (7) | **27.9% (17)** | **27.9% (17)** | 23.0% (14) | 3.43 | 61 |
| | | | | | Other (please specify) | | 19 |
| | | | | | **answered question** | | **119** |
| | | | | | **skipped question** | | **23** |

**4. Please identify, from the following list, the top 5 strategies in the development of the Transportation Demand Management Plan for Huron County, where (1) = most important and (5) = least important.**

| | 1 | 2 | 3 | 4 | 5 | Rating Average | Response Count |
|---|---|---|---|---|---|---|---|
| Improve the quality of life and health of Huron County residents | **44.7% (46)** | 17.5% (18) | 15.5% (16) | 8.7% (9) | 13.6% (14) | 2.29 | 103 |
| Improve connections between the communities in Huron County | 21.3% (19) | **33.7% (30)** | 24.7% (22) | 13.5% (12) | 6.7% (6) | 2.51 | 89 |
| Provide better access to schools, places of employment and other destinations | 18.8% (16) | 21.2% (18) | **24.7% (21)** | 20.0% (17) | 15.3% (13) | 2.92 | 85 |
| Improve walking and cycling as transportation options | 23.7% (22) | **29.0% (27)** | 18.3% (17) | 11.8% (11) | 17.2% (16) | 2.70 | 93 |
| Provide better access to commercial areas (e.g. retail shopping areas, etc.) | 9.8% (8) | 17.1% (14) | 20.7% (17) | **30.5% (25)** | 22.0% (18) | 3.38 | 82 |
| Reduce greenhouse gas emissions in the County by reducing single-occupant vehicle trips | 16.3% (14) | 20.9% (18) | 20.9% (18) | **22.1% (19)** | 19.8% (17) | 3.08 | 86 |
| Get to appointments and run errands | 24.2% (15) | 22.6% (14) | **25.8% (16)** | 11.3% (7) | 16.1% (10) | 2.73 | 62 |
| | | | | | Other (please specify) | | 8 |
| | | | | | **answered question** | | **121** |
| | | | | | **skipped question** | | **21** |

**5. What do you think are barriers to available transportation options in Huron County? (Check all that apply).**

| | Response Percent | Response Count |
|---|---|---|
| **The cost** | **73.6%** | **81** |
| Limited service area/distance between home and destinations | 64.5% | 71 |
| Lack of options/services available | 72.7% | 80 |
| Limited hours of service | 46.4% | 51 |
| Limited knowledge of the options available | 36.4% | 40 |
| Other (please specify) | | 6 |
| **answered question** | | **110** |
| **skipped question** | | **32** |

**6. In your opinion, what are the top three transportation improvements in Huron County that you would like to see? *Please see full reseponses following page 7 of these results**

| | Response Percent | Response Count |
|---|---|---|
| **1)** | **100.0%** | **105** |
| 2) | 81.9% | 86 |
| 3) | 64.8% | 68 |
| **answered question** | | **105** |
| **skipped question** | | **37** |

**7. In your opinion, what are the top three biggest challenges or constraints for Huron County to providing greater transportation choices? *Please see full responses following page 7 of these results**

| | Response Percent | Response Count |
|---|---|---|
| **1)** | **100.0%** | **100** |
| 2) | 80.0% | 80 |
| 3) | 66.0% | 66 |
| **answered question** | | **100** |
| **skipped question** | | **42** |

**8. Please indicate your age range.**

| | Response Percent | Response Count |
|---|---|---|
| 18 years or younger | 0.8% | 1 |
| 19 - 29 years | 13.3% | 16 |
| 30 - 39 years | 17.5% | 21 |
| **40 - 49 years** | **29.2%** | **35** |
| 50 - 59 years | 20.8% | 25 |
| 60 + years | 18.3% | 22 |
| **answered question** | | **120** |
| **skipped question** | | **22** |

**9. Please indicate the municipality you reside in.**

| | Response Percent | Response Count |
|---|---|---|
| Corporation of the Township of Ashfield-Colborne-Wawanosh (Formerly Ashfield, Colborne and West Wawanosh Townships) | 2.5% | 3 |
| Corporation of the Municipality of Bluewater (Formerly Hay and Stanley Townships, plus the Villages of Bayfield, Hensall and Zurich) | 11.9% | 14 |
| Corporation of the Municipality of Central Huron (Formerly Goderich and Hullett Townships, and the Town of Clinton) | 19.5% | 23 |
| **Corporation of the Town of Goderich** | **27.1%** | **32** |
| Township of Howick | 1.7% | 2 |
| Corporation of the Municipality of Huron East(Formerly Grey, McKillop and Tuckersmith Townships, Village of Brussels, and Town of Seaforth) | 11.9% | 14 |
| Corporation of the Municipality of Morris - Turnberry (Formerly Morris and Turnberry Townships) | 4.2% | 5 |
| Corporation of the Township of North Huron(Formerly Village of Blyth, Township of East Wawanosh, and Town of Wingham) | 10.2% | 12 |
| Corporation of the Municipality of South Huron (Formerly Stephen and Usborne Townships and Town of Exeter) | 11.0% | 13 |
| | Other (please specify) | 1 |
| | **answered question** | **118** |

| | |
|---|---|
| **skipped question** | **24** |

**10. Please enter your e-mail address here if you would like to be kept informed about the status of this study. (The address that you supply here will be used only to send you updates about the current planning process and the status of this study.) If you wish to provide additional comments to the study team or be notified directly when a study update is posted on the Huron County web site, please provide us with the following information: (The contact information that you supply here will be used only to send you updates about the current planning process and the status of this study.)**

| | Response Percent | Response Count |
|---|---|---|
| Name | 84.4% | 38 |
| **Email** | **95.6%** | **43** |
| Phone Number | 48.9% | 22 |
| Fax Number (Optional) | 4.4% | 2 |
| **answered question** | | **45** |
| **skipped question** | | **97** |

## HURON COUNTY - Transportation Demand Management

### In your opinion, what are the top three transportation inprovements in Huron County that you would like to see?

| 1 | 2 | 3 |
|---|---|---|
| Reduce spending on paving (get more years out of a paving job, ie Cty Rd 25 Blyth to Dunlop that wasnt that bad) | | |
| Paved shoulders on roads (i.e.) bike lanes | More walking/hiking trails | Increased public transit for seniors |
| message board for car pooling | busing? | |
| Bike Lanes | About Town running North and South (not just east and west) | Bus passes (or reduced prices) for people living on low-incomes |
| Cycling lane on County roads and on major streets in towns | Require bike parking facilities at new developments through the site plan review process | Public transit between major urban centres |
| bike lanes connecting villages&towns | do you need to drive campaign? | encouraging car pooling |
| Organized carpooling system | Highway widening for bikes | Education about services available |
| bus service from major centres out of county to towns in the county | bus service between towns in the county | better service within each town |
| Public Transportation between towns and cities | Well funded systems of volunteer drivers - not at great cost to low income, perhaps a sliding scale | Shuttle services from low income areas to shopping, appointments |
| transportation between towns/cities | access to services | |
| Improve our current road system | Council utilize more funds to keep up road system | Bicycle paths |
| bus service to the city | bus service in town for longer periods of time | better run taxis |
| Transportation hub system | Car pool system as part of hub | Integrate commercial and volunteer travel resources |
| wider service/access area | options | reduce/eliminate costs |
| bike and walking trails | bike lanes on roadways | encourage carpooling |
| bus service along Hwy 21 to service the tourist areas along the lake for visitors and employees | bicycle trails that connect along the lake to connnect residential areas and villages and towns | subsidized taxi service for seniors and people without transportation so they are not isolated |
| Bike lanes | better taxi services (faster, more cars, 24hr service) | |

| | | |
|---|---|---|
| road density reduction in sensitive areas | bike lanes esp. on main roads | avail. multi-purpose paths ie. walk, bike, ski |
| Low speed limit on road cycling routes | Safe Routes to Schools & Business | |
| Paved shoulders on Highways 8 and 21 | Bike lanes or rights-of-way on paved secondary roads | Completion of Goderich-Auburn rail trail to Auburn (or Blyth) |
| bike lanes | senior public transport outside of town limits | car driver awareness of road rules regarding bikes |
| bike lanes, paved shoulders between and in communities | start to offer public transportation options | education on transportation options |
| bike lanes on designated roads | more connecting roads that are paved (chip&tar) | make access more bike friendly in shopping areas, schools etc |
| Bike lanes on major roads | Car driver's awareness of cylcist's rights | |
| More room on the road to cycle(more pavement) | Driver awareness of other road users. | increased speed limit to 100kmh |
| More integration of transportation services between communities | Reliable, frequent and cost effective transportation between communities | Collaboration between hospitals, services and business to come up with solutions |
| bike lanes | bike parking | |
| paved cycling lanes | | |
| bike lanes | user support for commercial transportation (busing etc) | incentive to car pool to common destinations |
| bike lanes on roads and highways | | |
| more bike paths | paved shoulder to the Pinery | keep new bus going- great!! |
| cycle friendly roads | bus service | car-pooling website |
| bicycle lanes on all major roads | carpooling options | education on transportation options |
| bike lanes | bike paths | intra town public transportation |
| cycling lanes on major roads | watch for cyclist signs or share the road | bus service to Goderich daily from larger centres |
| bicycle lanes on/beside highways | driver and cyclist road safety awareness | wider roadways |
| safe bicycle routes | inter-community buses | passenger train Goderich - Stratford corridor |
| More and better public transportation | Improved cycling/walking connections | Improved cycling education |
| Start with a transit service between the towns | optimize the usage of vehicles already on the road | car pooling options for some of the larger factories such as Sifto |
| Affordable shuttle bus services between towns | Bike lanes on county roads | More carpooling |
| Bicycle lanes on Highway 21 | Paved backroads suitable for cycling | Shuttles to places of employment |

| | | |
|---|---|---|
| sensible public transportation connections from centres within Huron County to larger, out-of-County centres | safe bicyle routes connecting locations (i.e. GART almost reaches Auburn!) | Provide commuter transportation at peak hours |
| paved shoulders on roads for cycling | links for walking and biking between destinations | links between towns |
| paved shoulders and trails for bicycle use | more info/education/availability on public transit | car pooling |
| bike lanes on busy streets in towns | | |
| Bike Lanes | Road Closures for Pedestrian Only Events | Improved inter-town trail network |
| sidewalks and walking trails to destinations | retail available in the downtown core | bike racks |
| Bike routes | | |
| carpool parking | improve rail usage | bike lanes |
| Public Transit | Choices re:  mode of trans | improved education |
| Transit available | | |
| none | | |

## HURON COUNTY - Transportation Demand Management

### In your opinion, what are the top three transportation inprovements in Huron County that you would like to see?

| 1 | 2 | 3 |
|---|---|---|
| Distances between communities | Cost - Our population base isnt that large. | Convenience - My car goes where I want it to, when I want it to |
| Sparse population, large delivery area makes transportation costly | Difficult to establish trails on privately owned lands | Difficult to negotiate bike lanes on Provincial Hwys (MTO issues) |
| the cost | the cost | the cost |
| Funds | Centralized services (greater distance to travel) | High % rural residents |
| Political will | Cost | Public acceptance |
| cost | number of users | area, distances to cover |
| Rural community | Cost to provide services | Co-ordination of transportation efforts |
| distance to remote rural areas | cost of transportation | |
| Too few people to support Public Transportation system | How to service people in isolated rural areas with transportation routes | The will to address this situation with financial expenditure |
| costs | frequency | |
| Cost | | |
| Cost | Low population base | large area |
| regular scheduling of services | not enough people using the services | lack of knowledge of services available |
| Driving habit for any trip over two blocks | Centralization of municipal and health services | Consolidation of Schools - unproven strategy |
| lack of knowledge | limited money/options | distance (country to town) |
| towns and villages are soo spread out | cost | |
| amount of use to make it economically feasible | no start-up business incubation assistance | closed mindedness |
| Distance | | |
| Cost | infrastructure | |

| | | |
|---|---|---|
| cash | approval from landowners for paths | people to do it |
| Low Priced Fossil Fuels | Low population density | Total population |
| Lack of vision | | |
| cost | support | |
| distance of trip. over 10 km and bicycle becomes less attractive for most | population density to make public transporation viable | habit to take vehicle to destination no matter the distance |
| lack of pop growth and tax base | lack of resources | already high taxes |
| money | personel | expanse of road system |
| The vast geography of Huron County | My turf' attitude of the various municipalities | Cost |
| cost | education | |
| cost or perceived cost | | |
| persuading funding to be directed to bike lanes | | |
| convincing council to make bike lanes a priority | convincing people to use busing available | spanning our broad area |
| diverse, low-density population | | |
| cost | education | knowledge |
| Lack of population to fund | Service schedules will be probably be too infrequent. If inconvient, people won't use. | Cost |
| distance | politics | lack of knowledge |
| price | distance | desire to make changes |
| distances between communities | closed minded residents | lack of motivation to do other than drive everywhere--apathy- |
| political will/cooperation | cost | public cooperation |
| no incentive to give up car travel - gas too cheap | critical mass for bus and train travel | cost for bike paths |
| Population density to offer high quality transit | Embedded car culture | |
| Cost | Lack of critical mass | Education of Consumers |
| Cost of implementation | | |
| cost | distance | willingness to participate |

| | | |
|---|---|---|
| People in rural areas are so used to taking their own cars, they are not willing to put up with any scheduling inconvenience. This includes public transporation, taxis and even car-pooling. | People living in small towns often use car for very short hauls. The same distance travelled within a city would more likely be walked or bicylced. | Stores providing basic necessities (groceries, personal care) are being located further away from where people live. Small villages can no longer support a small variety store, and even within larger centres (Goderich, Exeter) food and drug stores are being located on the outskirts of town, inhibiting walking or cycling to stores. |
| political choice to dedicate funds to pave shoulders | making the decision to try alternate to car transportation | encouraging seniors to use bus and support transportatin options |
| distance | weather | cost |
| distance between towns/villages | cost of extra paving for bike lanes | |
| Getting the critical-mass of participation | Old fashioned ideas about car access needed for shopping districts | Fast-paced lifestyle - no time to walk or bike |
| distance between communities | highway commercial retail is not accessible by walking or biking | established behaviours |
| distance between communities | need bike lanes along Highway 8 (in town) | need paved shoulders for bikes in the country |
| private railway operartion | property for carpool parking | cost |
| Cost | Community support/education | vaible/doable vision |
| lack of people | | |
| to large a distance between towns | | |
| No public transportation | Rural residents must drive to get to services | Snow- hard to bike/ walk |
| rural area get let out | people not knowing what options they have | people have no funds to pay for taxi too expensive |
| Cost | Cost | Cost |
| affordability | time | consistancy |
| Cost | | |

| | | |
|---|---|---|
| cost | small population | overcoming existing expectations |
| funding | focus on traditional methods of transportation | engaging youth participation |
| Fesability | Proper usage | Resources |
| cost (bike lanes, public transit, etc.) | changing people's habits (people are generally too selfish and lazy to give up their cars and/or change their habits) | |
| distance | availability | pricing |
| cost | | |
| cost | | |
| funding | low population density | distance |
| getting people to use service instead of own car | cost | accessibility |
| weather | cost | habits of residents |
| money | will | leadership |
| Funding | | |
| Lack of funds & resources | the area that needs to be covered | affordable transportation |
| funding | unwillingness of province to provide wide paved shoulders | small population |
| money | distance between centres | rural area |
| Sharing the road with bikes | The distances between towns create time issues | The rapid changes in the weather. |
| budget | maintenance | budget |
| distance between centres | cost for both the municipality and the user | sporadic usage certain months of the year |
| cost | rural | limited knowledge of options |
| cost | community participation | motivation |
| Cost | Time | Realizing it's not on their priority list |
| Space | Money | Uptake |
| Large geographic area | Lack of resources | Lower population density |
| Large area with few people - we don't have the critical mass needed to make regular public transportation affordable | Many people don't work close to where they live. In many families, at least one member needs to drive to work. | Many of us have been spoiled over the years with one person, one car. We don't want to give up the flexibility that that offers. |
| Not enough people need alternative transportation to pay for services | | |

| | | |
|---|---|---|
| gas prices | weather | lack of knowledge |
| size | cost | |
| cutbacks | | |
| cost | eligibility | hours of work |
| Arrangement | | |
| cost | | |
| Cost | land | |
| $$$ | | |
| cost | demand | |
| cost | distance | |
| cost | | |
| cost | limited use | small market |
| distance from larger centres - London, Stratford, Goderich | not a large population - to have more than a few vans, etc. | and possibly funding |
| none | | |
| Lack of otion | Limited service | Limited knowledge |
| Distance from Exeter to London or Stratford for medical purposes. | Drivers for cancer patients to London are reimbursed. | |

# APPENDIX '

## Draft Pedestrian & Cycling Charters

D16-010-76

# Pedestrian Charter for Huron County

Walking is the oldest and most universal form of travel, as well as an important form of exercise and recreation. Every daily trip taken by an individual involves walking whether it is alone or in combination with other modes of transportation such taking a shuttle, a taxi, driving or cycling. Therefore, having access to high-quality pedestrian facilities is very important. When properly designed and implemented, pedestrian facilities can provide residents with a safe, convenient and comfortable means of getting to and from their destinations.

To ensure walking is a safe, connected, comfortable and convenient mode of travel, Huron County along with its towns, villages and hamlets respects the following principles:

***Accessibility***
Walking is a free and direct means of accessing local goods, services, and community amenities and public transit for people of all ages and abilities.

***Equity***
Walking is the only mode of travel that is universally affordable and allows all residents including children, youth and the elderly to travel independently and safely in a well planned environment.

***Health and Well-being***
Walking promotes healthy living by enhancing physical and mental health and the overall personal well-being of community members.

***Environmental Sustainability***
Walking relies on human power and has negligible environmental impact. Rural communities which support active transportation decrease auto-dependency and environmental impacts associated with driving.

***Personal and Community Safety***
An environment where people feel safe and comfortable walking increases community safety for all.

***Community Cohesion and Vitality***
Walking encourages social interaction through face-to-face encounters and facilitates local economic vitality.

In order to create environments that support walking in our County's towns, villages, hamlets and rural areas, Huron County will:

- Support all residents and visitors in their right to have safe, convenient, direct and comfortable walking conditions;
- Provide environments that encourage people to walk for utility, recreation and exercise;
- Support and encourage the planning, design and development of compact, human-scale and mixed-use environments that meet the needs of pedestrians;

- Develop and maintain infrastructure that provides pedestrians with safe and convenient passages along streets and more importantly at intersections;
- Ensure that residents' access to basic community amenities and services does not depend on car ownership;
- Provide outreach programs that educate local residents about the social, economic, environmental and health benefits of walking as a form of travel, exercise and recreation;
- Set policies that reduce conflict between all users of the public right-of-way including pedestrians, cyclists and drivers;
- Promote laws and regulations that support and respect the unique needs of pedestrians;
- Advocate for improving provincial and federal regulatory and funding frameworks that affect our ability to make the county more pedestrian friendly;
- Work with individual citizens, community groups and agencies, businesses and other levels of government to achieve these goals.

An environment that encourages and facilitates active transportation supports overall community vitality. It provides accessibility and connectivity for all residents regardless of income level or age; it decreases car dependency leading to active living and cleaner air; it supports green tourism and economic growth; and it increases safety and encourages social interaction among residents. All of these things lead to vibrant, liveable urban and rural communities.

# Cycling Charter for the Huron County

Cycling is a healthy and efficient form of travel that can be used for a variety of purposes such as pleasure (recreational cycling activities), business (courier services, travelling to and from work/meetings), and simply getting around. A properly designed and implemented cycling facility not only will provide residents with a safe, convenient and comfortable means of getting to and from their destinations, but also an easy and enjoyable form of exercise.

To ensure cycling is a safe, connected, comfortable and convenient mode of both urban and rural travel, Huron County, along with its seven local municipalities (Ashfield-Colborne-Wawanosh, Bluewater, Goderich, Huron East, Morris-Turnberry, North Huron, and South Huron) respects the following principles:

***Accessibility***
After purchasing a bicycle, cycling is free and provides a direct means of accessing local goods, services, community amenities and public transit for people of all ages and abilities.

***Equity***
Cycling is affordable and allows all residents including children, youth and the elderly to travel independently and safely in a well planned environment.

***Health and Well-being***
Cycling promotes healthy living by enhancing physical and mental health and the overall personal well-being of community members.

***Environmental Sustainability***
Cycling relies on human power and has negligible environmental impact. Urban or rural environments which support cycling decrease auto-dependency and environmental impacts associated with driving.

***Personal and Community Safety***
An environment where people feel safe and comfortable cycling increases community safety for all.

***Community Cohesion and Vitality***
Cycling encourages social interaction through face-to-face encounters and facilitates local economic vitality.

In order to create an urban and rural environment that supports cycling across our County, Huron County, with its local area municipalities will:

- Support all residents and visitors in their right to have safe, convenient, direct and comfortable cycling conditions;

- Provide an urban environment within the public right-of-way and in public parks that encourages people to bike for utility and recreation;

- Support and encourage the planning, design and development of compact, human-scale and mixed-use urban environments in both public and private spaces that meet the needs of cyclists;

- Develop and maintain infrastructure that provides cyclists with safe and convenient passages along street corridors and more importantly at intersections;

- Ensure that residents' access to basic community amenities and services does not depend on car ownership;

- Provide outreach programs that educate local residents about the social, economic, environmental and health benefits of cycling as a form of travel, exercise and recreation;

- Set policies that reduce conflict between all users of the public right-of-way including pedestrians, cyclists and drivers;

- Promote laws and regulations that support and respect the unique needs of cyclists;

- Advocate for improving provincial and federal regulatory and funding frameworks that affect our ability to make Huron County more bicycle friendly;

- Work with individual citizens, community groups and agencies, businesses and other levels of government to achieve these goals.

An environment that encourages and facilitates cycling as a transportation choice, supports overall community vitality. It provides accessibility and connectivity for all residents regardless of age or ability; it decreases car dependency leading to active living and cleaner air; it supports green tourism and economic growth; and it increases safety and encourages social interaction among residents. All of these things lead to vibrant, liveable urban and rural communities.

Please note that the Cycling Charter for Huron County was developed based on charters from other Regions and municipalities throughout Ontario such as the Regional Municipality of Waterloo, the City of Toronto, and the Town of Halton Hills. This document is a preliminary draft and is meant to be a base from which the AT Committee can build a future AT or pedestrian charter.

# APPENDIX (

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D16-010-76

# RideShark Overview

Commuter Tracking Software

## Executive Summary

RideShark, a division of SurveyPeople Corporation, is pleased to submit an overview of costs and services for the provision of RideShark commute management services to Huron County. The proposed service will be based on the existing RideShark modular commute management software system. RideShark is a robust and flexible system that is designed to accommodate multiple user types, circumstances and needs. It incorporates sophisticated logic that allows each module to be independent yet correlated to others. Critical core elements are flexible and can be modified as client requirements evolve or change. A centralized application guarantees each client a state-of-the-art maintenance and upgrade program. The RideShark team is comprised of transportation demand management (TDM), sustainability and IT experts – merging the fundamentals of TDM and sustainability with the technological tools to ensure its success.

The goal of this project is to facilitate the launch of an integrated commuter management system that is technically advanced, with a rock solid back-end to ensure data security and integrity while maximizing usability and functionality. The underlying objectives are:

- To launch a rideshare site to assist students, staff and faculty in choosing sustainable travel modes
- To launch a commute management system that incorporates core ridesharing and commute tracking through a software service that offers state-of-the-art technology to enable, encourage and support the measurement, monitoring and evaluation of sustainable travel modes,
- To ensure that the system is flexible and expandable,
- To offer a service that is attractive and easy to use by participants while being technically cutting edge, and
- To provide a visible, tangible and effective demonstration of commitment to environmental sustainability.

The services outlined in this proposal are a RideShark solution.

# Section A: Component Overview

## A.1 Proposed RideShark modules

Based on RideShark's understanding of the needs of Huron County , the following RideShark modules are proposed:

1. **Core Ridematching Module**: The core ridematching module includes the following elements:

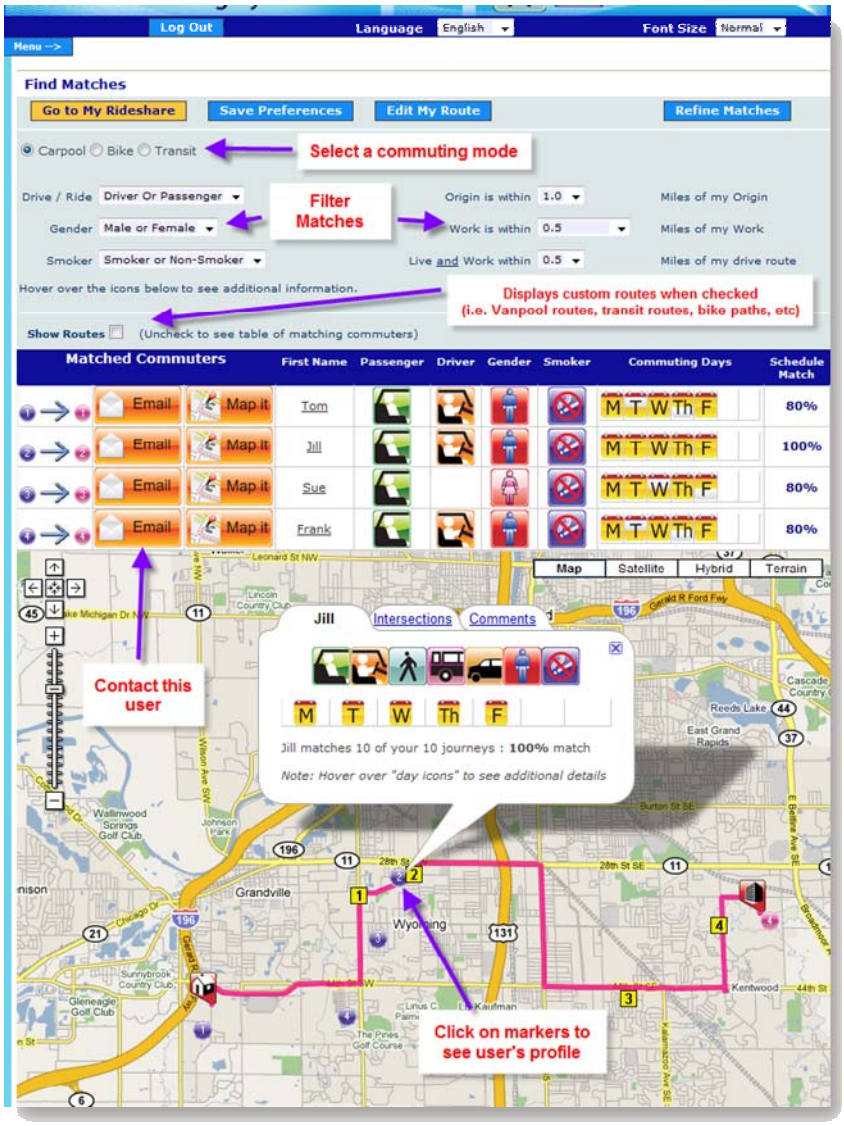
    - RideMatching for Carpool, Bike Buddy, Walking Buddy, Transit Buddy, Taxi Buddy (customized for each client)
    - Single trip matching for events, doctors' appointments, or one time trips where a carpool partner is needed.
    - Dedicated URL of clients choosing (e.g. www.HuronCountyRideShare.com )
    - Ability to include custom branded subsites for major employers or communities.
    - Fully hosted software as a service solution (SAS). No client side IT requirement.
    - Administration Portal providing access to data 24/7
    - Nightly Reports
    - Software maintenance and upgrades to installed modules.
    - Data backups
    - URL and Security certificate (https) renewals
    - Bandwidth charges
    - Technical support
    - Text modifications to existing pages performed by our staff at your request
    - Rate guaranteed for 3 years

2. **Commute Tracking Module:** The commute tracking module allows for registrants to input their daily commute mode to/from work. Emission, cost and health benefits are calculated to provide interactive feedback to the registrant. The client administration portal allows for the summary of commute tracking data.

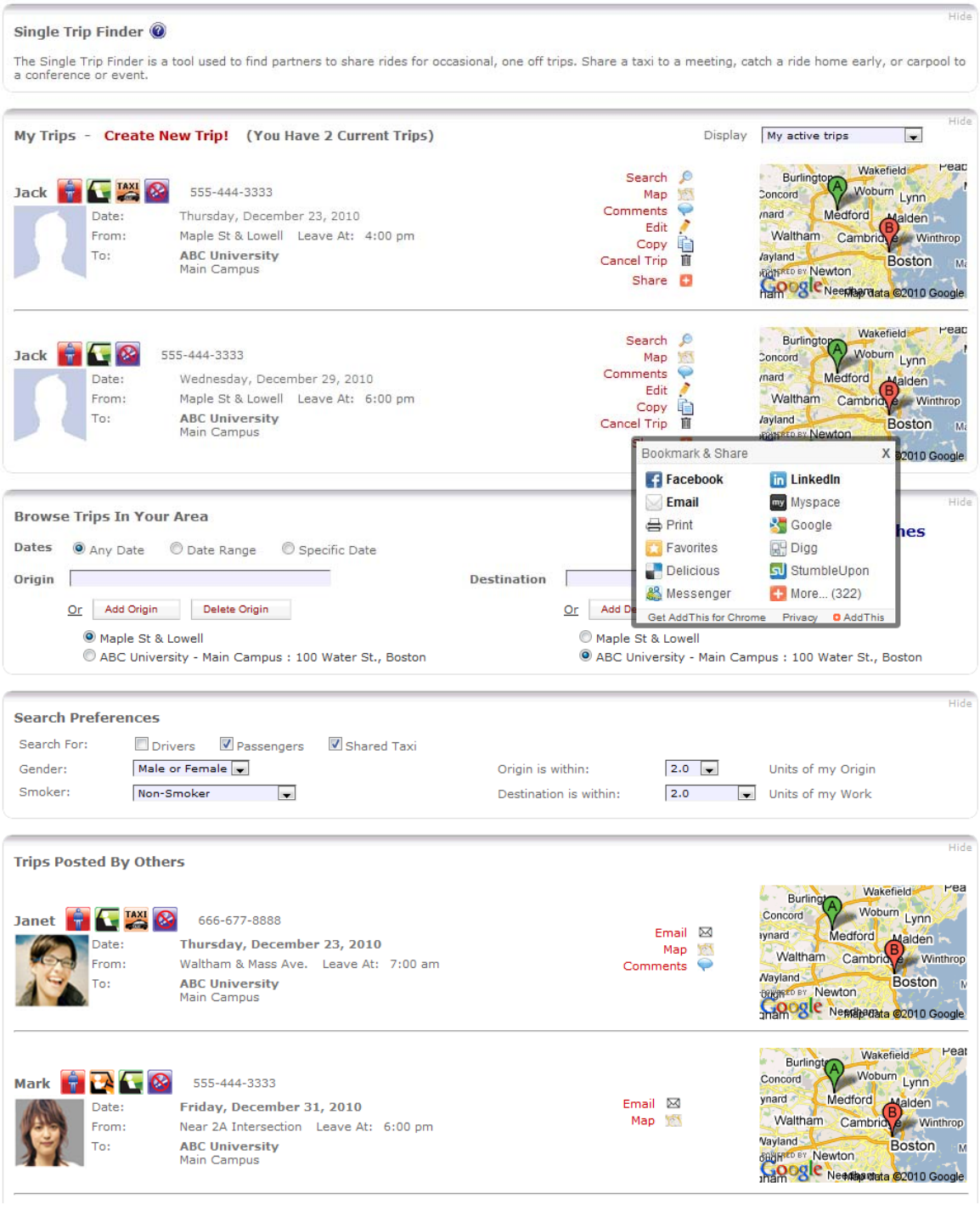
Of course, RideShark offers ongoing strategic advice on how to market and promote the service to the public, key employers and stakeholders. Other available RideShark modules that can be added at any time to the core ridematching services.

### A.1.1 Core ridematching

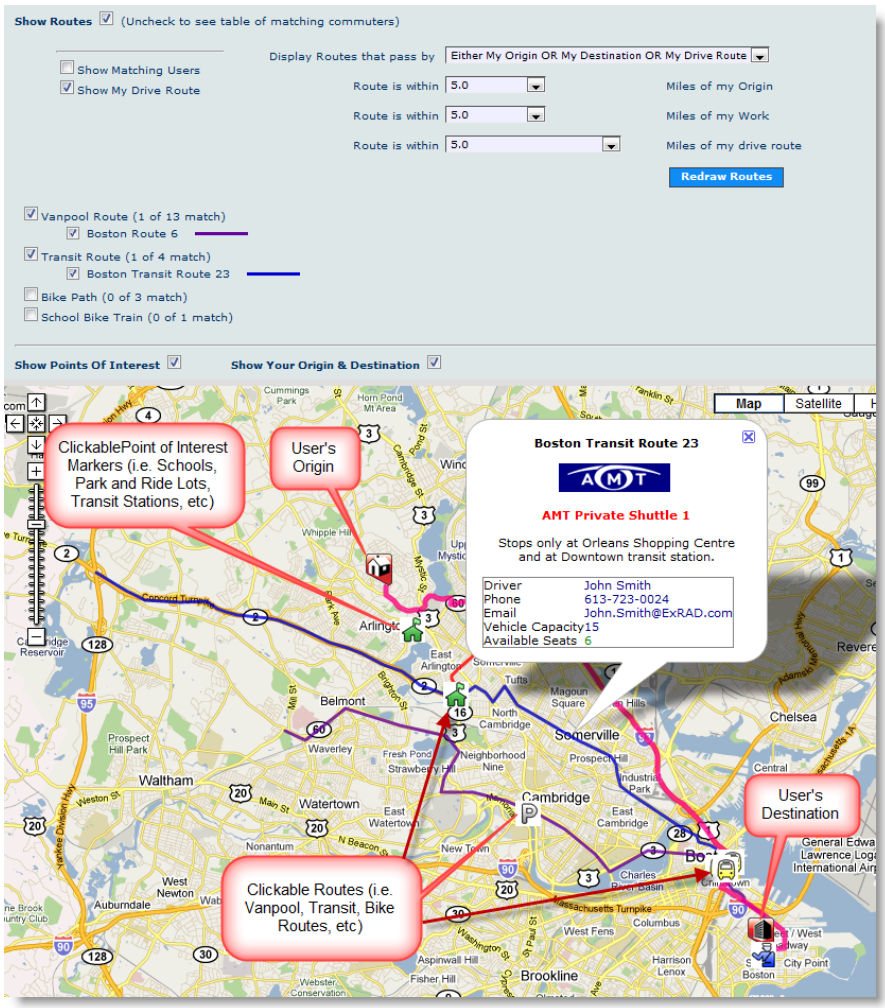
The core ridematching functionality allows users to search for compatible carpool partners. Match results are available in both tabular and mapped format. Users may filter matches based on personal preferences (e.g. male/female, passenger/driver, etc.). A simple click is all that is required to email a potential match. All data is private – only the first name is visible. Until both parties agree to share information and discuss carpool arrangements user privacy is guaranteed.




Single trip matching allows users to find a match for a one time trip (e.g. to a doctor's office, hockey game, event, etc).

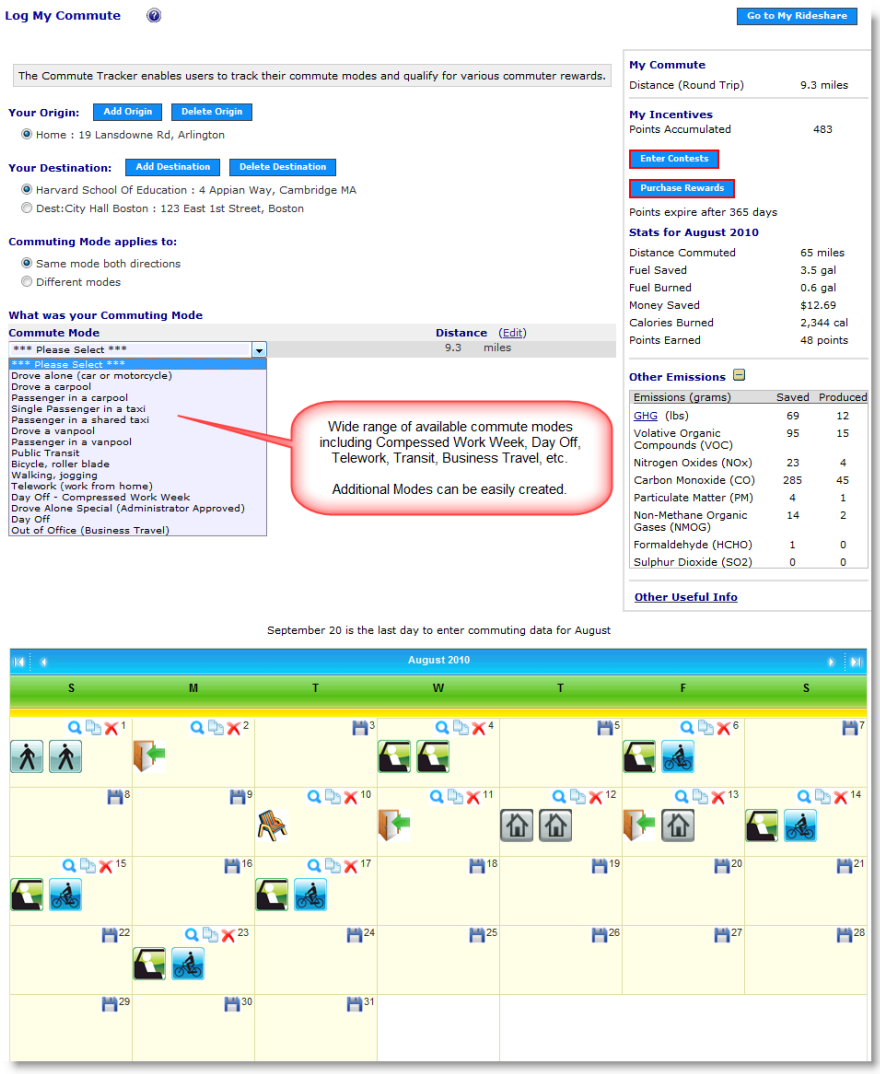



The ability to integrate bike trails or other points of interest is embedded into the system functionality. The RideShark system is a full travel portal – allowing users access to information on sustainable mode use at a glance.




## A.1.2 Commuter Tracking

Both users and the County have an interest in tracking, monitoring and reporting on sustainable travel use. The commute tracker allows users to log their commute, with emissions, costs and health benefits automatically calculated.




## A.2 RideShark differentiation

The technical and functional attributes of RideShark are significant. RideShark is built on the premise that a ridematching application must equal or exceed the technology platforms and security that people are used to using in their everyday use of online applications for banking, shopping or other online commerce applications. In addition it must be responsive to ever changing needs and innovations derived from both the technology platform or client requirements.

RideShark's most critical and important success factor lies in its core fundamental commitment to innovation and improvement. What was innovative in ridesharing five years ago is now legacy technology – and old technology discourages participation. The evolvement of a ridesharing application happens when the product is driven forward to meet ever changing and dynamic technology or TDM innovations. Here's why RideShark has leapt ahead of all competitors:

- **Multitenant architecture**: RideShark was built as a Multi-tenant system, one in which all users and applications share a single, common infrastructure and code base that is centrally maintained. All clients are therefore running the same, most current, up-to-date application. Therefore the system County launches in 2011 will continue to be upgraded so it has all the same new features as a client launching in 2014.

- **Client partnership**. Our Clients are our partners. Our Users are our sounding board. To understand how a system is working you need to listen to both the client and the User. RideShark excels at both. Our clients are what are driving our program forward. If they have a suggestion that has merit, we'll implement it – it's as simple as that. The result is a better ridesharing product for everyone. Similarly, if our users are experiencing any difficulty or confusion, we'll fix that as well –prioritizing upgrades if more than one individual comments on the same issue. All system feedback is tracked through the site itself (and fully available to the client as well), so both the client and RideShark can work to resolve, improve and innovate.

- **Technical excellence in software database design and TDM knowledge**. RideShark combines a global level standard of excellence of technical expertise through our Microsoft Gold Partner certification with recognized transportation demand management expertise – providing an unparalleled commute management system based on the fundamental in-depth understanding of transportation demand management principles, practices and strategies.

- **Data privacy and security**. RideShark is the undisputed leader in rideshare data protection privacy and security protocols. Microsoft Gold Certified Partner status, and pending ISO27001/ ISO27002 information security certification, assures the client that the personal data being collected is kept to international data protection standards. RideShark has withstood the intense scrutiny of client security experts in the military, banking and insurance fields.

## A.3 Customer Support

RideShark provides extensive guidance, support and training. The application is intuitive, easy to use and as a result RideShark experiences a technical user support rate of only 0.15% of people registering. All support is tracked and monitored through the RideShark system, Extensive support and training is also provided to the multiple potential administrators of the system. There are multiple administration levels of authority feasible and each level has defined and specific access to data. RideShark conducts one-on-one training by WebEx and teleconference on the use of the system. RideShark consistently receives acclamations on the high level of support, training and guidance that is received by clients.

All members of the project team have extensive, direct and relevant experience in delivering targeted sustainable travel marketing advice and strategic support. The following key principles provide the fundamental strategic focus of RideShark customer support:

- **Inclusion of subject matter experts**. The RideShark team members provide the unique combination of dedicated transportation demand management expertise with unparalled software development competency.
- **International real life experience**. Innovations are happening globally in sustainable transportation. Members of the project team are internationally connected and have a solid handle on what's happening globally to promote, encourage and support ridematching and other sustainable modes. Our global client base brings international best practices and innovations back to our customers and ensures the continual evolvement and upgrading of the RideShark system. We're working with the most advanced sustainable mobility experts in the world and our goal is to develop the IT commute management portal that delivers the tools, resources and information needed to support, encourage and promote alternatives to driving alone.
- **Provision of a rock solid ridematching technology foundation**. The RideShark system is the most all inclusive, technically sound car sharing system on the market globally. This solid technical foundation is critical as the marketing and strategic growth of car sharing will leverage new innovations and upgrades to the system – all further promoting, encouraging and supporting sustainable travel.



Microsoft GOLD CERTIFIED Partner

- **Multi-modal approach and the delivery of an integrated commute management system**. While the primary focus is on ridematching, the RideShark commute management system allows for cross promotion of all sustainable travel modes through its modular system supporting vanpooling, commute tracking, incentives, ERH, carpooling and commuter surveys.
- **Focus on marketing innovation**. The RideShark system may be the most advanced ridematching system in the world, but it will be marketing innovation that drives sustainable travel behavior change forward. The RideShark system will be foundation through which the marketing program delivered by MARC achieves success.
- **Collaborative approach**. Behavior change arises through collaboration, engagement and multi-disciplinary stakeholder involvement. The project team will strive to maximize collaboration between all key stakeholders, using the RideShark system to empower private user groups whilst leveraging the visibility of the public interface.

## A.4 Ridematching Service Delivery Qualifications

### Demonstrated project experience

RideShark has extensive experience with both public, private and non-profit sector clients and therefore understands the unique values and needs from both a corporate and government perspective. It delivers those realities in the RideShark product.

The RideShark team has been working on ridematching applications for over 12 years – longer than any other ridematching organization in the world. In addition, the project manager maintains international contacts on emerging TDM initiatives globally and participates in TDM associations and research committees.

The following list provides client examples that demonstrate the diverse nature of RideShark's client base. It shows how leading Fortune 500 companies are turning to RideShark for their dedicated internal systems – a clear illustration of the level of security, privacy and database integrity built into the system. It is also a significant indication of just how vital it is to launch a **public system**, with available custom sub-sites, that conforms **to the expected security, privacy and functionality demanded by private corporations.**

*An important element to note is that each and every RideShark client has established their own unique identity – through a dedicated unique URL, branding and colours. This serves to maximise marketing opportunities and ownership of the program.*

Raytheon Company
www.RaytheonOnTheGo.com

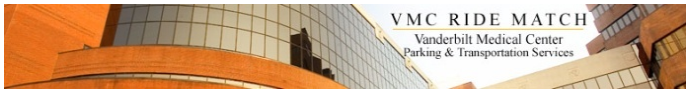
Metroplan, A Council of Local Governments, Little Rock AR (pop ~200,000)
www.arkRIDE.com

ABC TMA, Boston
http://abctma.rideshark.com

**Tufts Health Plan**
www.tuftshealthplanridematching.com

**Unilever**
www.EverRideUnilever.com

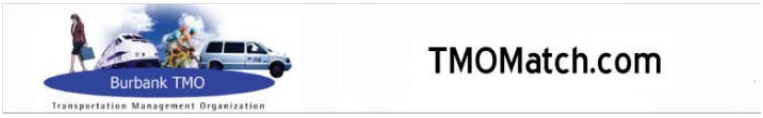
**Vanderbilt Medical Center, Nashville**
www.vmcridematch.com




**Florida Gulf Coast University**
www. Ride2FGU.com

**Ozarks Transportation Organization (pop ~100,000)**
www.OzarksCommute.com

**Burbank TMO**
www.TMOMatch.com




**Valley Metro, Phoenix (pop ~3,500,000)**
http://sharetheride.valleymetro.org

**Sears**
www.SearsRideShare.com

**Microsoft**
www.MSCommute.com

**Twin Cities, MN (pop ~500,000)**
www.eworkplace-commutetool.com

**European Space Agency,**
www.ESTECCarpool.com

**Quebec,**
Population(~7,500,000)
www.covoiturage.amt.qc.ca

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Partner

## A.5 TimeLine to Launch

RideShark can generally be launched within two weeks from the time of provision of the final files and/or information from the client. RideShark will assist with the direction and format of the required information, but it should be recognized that for a site to have the look and feel the client desires there is a need for the client to feedback and review related to setting up the system. Required information includes the following:

1. URL selection. The client is able to define a unique site URL for their ridematching system of their choosing (e.g.www.HuronCountyRideshare.com).
2. Legal waiver of liability (or approval from client legal counsel that the RideShark standard waiver, terms and conditions and privacy policy are acceptable).
3. Banner graphics, customized icons (if desired), color selection, etc.
4. Customized text for main page and all other pages, as required.
5. Customized text for side bar informational content, as desired, or sign off that standard RideShark text can be used (FAQ, Carpooling tips, benefits, etc.).
6. Provision of external links and/or new content for main page, as desired.
7. Provision of contact information for automatic emails, site administration, etc.
8. Sign off on default trigger timing within the RideShark system (e.g. inactivity reminder, deactivation notice, admin notices, etc.).
9. Provision of full destination site addresses, including common site name to facilitate ease of location selection in the dropdown menu.

Following, concurrent or in advance of site launch (as per client wishes), RideShark will conduct administrator training sessions by WebEx so the client has full access to all their data and is proficient at using the administration portal. Note that there is no requirement for the client to use the Admin Portal – they system runs itself.

## A.6 Training and support

RideShark provides ongoing support throughout the duration of the relationship with the client. This includes email, telephone and WebEx type of support for client administrators. All user contacts, support requests or questions are tracked through the system. RideShark assumes that the client will respond to any program related requests. Where warranted, RideShark will support end users directly, or through the client administrator if no direct contact is desired, for any system based issues or requests. Training is provided to administrators by email, telephone and WebEx. Support is available 24/7 with response generally within 24 hours. There are no additional costs associated with training. No travel to the client site is assumed in this proposal.

## A.7 Ongoing hosting and maintenance

Maintenance and hosting fees are implemented as soon as the system is live for users in the production environment. As RideShark is a centralized application, maintenance and site updating occurs on a continual basis. This updating might reflect changes that occur outside the scope of control of the application (e.g. Google or MapPoint mapping services) and as a result system changes are required to update the Ridesharing Matching and Administration Software to accommodate these external changes. Similarly updates to existing browsers or introduction of new browsers might require general system maintenance to ensure users of new systems can access the Ridesharing Matching and Administration Software.

## A.8 System Warranty

RideShark is backed up nightly both to the server and a remote server. In the event of a failure at the primary hosting facility, it would take approximately 24 hours to restore the system. To date there has been a 99.9% system uptime. All updates are done during periods of inactivity. System support is available by email (to end users) and by telephone, email and WebEx to administrators.

RideShark warranties the system from commencement of it being offered live to users. The system has had a reliability/uptime in excess of 99.9%. . All updates are done during periods of inactivity. System support is available by email (to end users) and by telephone, email and WebEx to administrators. The following table outlines RideShark's protocols on system downtime.

| Instance | Severity Level | Allowed Downtime | Estimated Downtime | Comments |
|---|---|---|---|---|
| Single | Web server, raid array, firewall, network switch, database server, email (SMTP) server malfunction | 1 hours | 0 | Failover Protected |
| Multiple | Web server, raid array, firewall, network switch, database server, email (SMTP) server malfunction | 12 hours | 4 hours | Inactive unit will be Installed |
| Single | Data Center Disaster | 72 hours | 48 hours | New hardware launched |

*RideShark has 4 hours response contracts with Dell on most of its equipment. In addition, standby (inactive) hardware is available*



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## A.9 Proposed Costs

Table 1 below provides a summary of set-up and ongoing hosting, maintenance fees for the RideShark system modules.

**Table 1 –RideShark Costs ($CAD)**

| RideShark Ridesharing Setup | Set-up Cost | Monthly Fee | Additional Monthly Fee |
|---|---|---|---|
| **Core RideSharing** | $10,000 | $400 | Core ridesharing for carpools, bike, walking and transit buddies; single trip matching, Facebook integration. Custom branded sub sites. Administration portal. Support. |
| **Commuter Tracking** | included in core ridesharing | included in core ridesharing | Allows for users to enter their sustainable commute mode on a calendar. Tracks environmental, health and economic benefits. |

RideShark.com

... Ride Matching System

Community Service Overview

## RideShark Integrated Services

- Core rideshare matching for finding carpool partners – secure, data protection and privacy. **No personal data released by the system.**
- Matching for bike, walking and transit buddies – promote modes other than carpooling
- **Single trip matching** for events or local business trips
- **Incentive management –** promote sustainable travel modes through the integrated incentives
- **Cost calculator** – helping employees understand the cost of their commute
- **Commute calendar** - employees log their commute. Organizations report on GHG emission savings through the simple Admin Portal.
- **Dedicated corporate admin portal for full access to your data 24/7**.

# Technology at work for you

### CONNECTING YOUR BUSINESS TO THE TECHNOLOGY RESOURCES YOU NEED TO PROMOTE, ENCOURAGE AND SUPPORT SUSTAINABLE TRAVEL BY YOUR EMPLOYEES

RideShark supports a community based system by providing the technology through which employees and residents can access a full SECURE commute management portal.

# DESIGNED TO MEET BUSINESS NEEDS

### DATA SECURITY, PRIVACY AND THE ABILITY TO MONITOR RESULTS

### RIDESHARK UNDERSTANDS WHAT COMPANIES NEED

RideShark has been working with large employers for over a decade. The fundamental design of the RideShark system integrates and addresses the key concerns of businesses:

- **Data protection**. Encouraging employees to enter their personal information (home or origin address) means that the database design and information storage must be secure. RideShark is a Microsoft Gold Certified Partner. All data is stored in a Triple A data centre with biometric access. Your data will not be compromised.
- **Privacy**. No personal information is revealed until both parties looking for a ride match agree. Only first names are shown. Addresses are programmatically adjusted so as to never indicate an actual house on a map. The zoom functionality on a map is restricted.
- **Ability to limit searches to own employer group**. Each user has the ability to limit searches to only colleagues within their own company – essentially providing a private dedicated service within a community wide offering.
- **Ability to establish a custom branded employer site**. For companies wanting to integrate their own corporate look and feel, there is the ability to create custom subsites with restricted access to only their employees, as confirmed by authenticated email domains.
- **Commute calendar**. Employers looking to report on GHG emission savings can encourage employees to complete the commute calendar. It instantly calculates emissions, cost and health benefits. Employers can roll up this data for annual reporting.
- **Integrated commute calendar and incentive management**. Run events, promotions and offer incentives for sustainable travel mode use. Track, monitor and report on emission, cost and health benefits.
- **Community wide and employer level administration portal**. While the client administrator monitors the activity of all participating organizations, each employer is able to have access to their own data.
- **Ongoing updates and improvements**. Our clients are our partners. If there is functionality you want to see in the system just let us know. All RideShark system innovations have been driven by our international client stakeholders.

# RideShark – delivering comprehensive integrated security and privacy protection

## Database integrity.

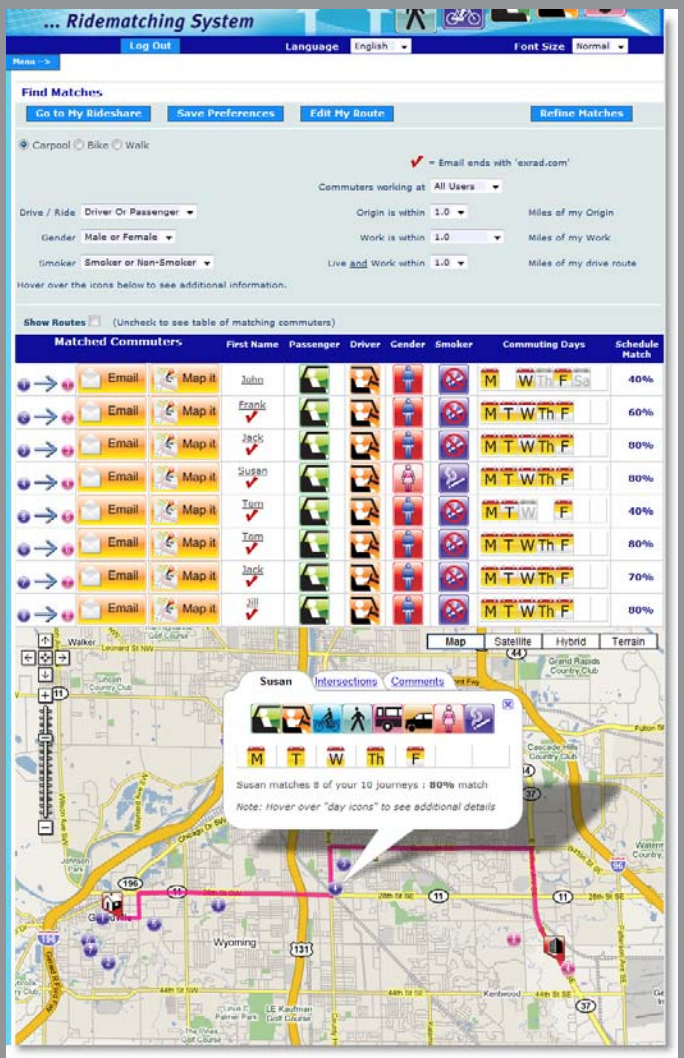
RideShark, a division of SurveyPeople Corporation achieved Microsoft Gold Certified Partner status for ISV Software Solutions in 2006 and has maintained this level of competency since that date. This is a significant and important designation as it provides clients with the knowledge that the database application has been built to current, state-of-the art protocols and that the organization has first level access to new innovations, updates and news on software development.

- Microsoft Certified Partners have demonstrated expertise.
- Microsoft Certified Partners have a broad-range of experience.
- Microsoft Certified Partners have direct support from Microsoft.
- Microsoft Certified Partners offer a real world perspective to your technology strategies.

**RideShark has proven competency in developing and marketing packaged software solutions based on Microsoft technologies.**

## Physical security.

System users can elect to search for matches only within their company. The use of authenticated emails ensures that people can choose to restrict matches to only their own colleagues.
This increases both system participation and ridematching success.




## System security.

The powerful RideShark network is exclusively dedicated to running the RideShark application. All components of the network are Failover (redundant) protected. The sophistication of the network is such that the application has experienced 100% uptime in the past 18 months.

## Disaster recovery procedures and service continuity protocols.

RideShark warranties the system from commencement of it being offered live to users.
Since launch in 2006,the RideShark system has had a reliability/uptime in excess of 99.9%.

## Physical security.

All RideShark servers are corporately owned and are collocated in a secured and monitored cabinet in a telco "Class A" datacenter facility.

RideShark.com
... Ride Matching System

# Comprehensive security protocols

## RideShark corporate policies drive excellence in data protection.

**Data backup**

RideShark has three levels of encrypted backup for Data

- SQL Server Database Backup
- Disk Image backups of the Database Hard Drives Array
- The SQL Backup is encrypted nightly using AES 256 and uploaded over FTP to an external server

**Encryption**

All RideShark sites are secured by separate SSL Certificates. RideShark is a 100% web based application, and is only accessible by client browsers. All web pages which contain any personally identifiable information are automatically (without option to the client) navigated to https. The database is only accessible through a CISCO VPN using AES 256 Bit Encryption.

**Password and access controls**

Access to the VPN is controlled by Failover Cisco 525 Firewall/VPN devices. Session Security is through Session State which is stored in an SQL Server 2005 database for every page. If Session State is lost, or if identified as inconsistent, the user's session is aborted and the user is redirected to the login page.

**Controls against malicious software**

RideShark incorporates numerous defense mechanisms against web based attacks. The application is SQL Intrusion attack aware, and able to identify and protect against such attacks. In addition, the RideShark network is protected by SonicWall Intrusion Protection Devices which monitor all traffic packets for malicious content, and hacking attempts

**"OUR EMPLOYEES CAN CHOOSE TO SEARCH FOR CARPOOL PARTNERS ONLY WITHIN OUR COMPANY OR THROUGHOUT THE TMA SYSTEM."**

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... Ride Matching System

RideShark

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