



November 8, 2011

City Council Committee Report

To: Mayor & Council

From: Lisa Oakes

Re: Transit Bus Route Change Request

Recommendation

That Council approve the proposed improvements to the current Kenora Transit routes recommended by the Kenora Transit Authority Committee as of January 1, 2012; and

That Council approves the amended and new route maps which are attachments to By-Law 128-2007; and further

That Council hereby gives three readings to a by-law to amend By-law #128-2007 to extend the term of the contract to December 31, 2012 in accordance with the terms of that by-law, as well as amend Schedules A and B to that By-law to reflect the amended routes.

Background:

The Transit Committee had a survey completed on April 5, 2011 to review the number of riders on the bus. It was noted that with only one day statistic it was felt that it would not be sufficient enough evidence to do a reliable and trustworthy review, and suggested that we have riders on the bus for a week at a time during the months of June, July and September. These weekly audits were conducted on the usage of the three routes (Pinecrest, Keewatin and Lakeside) during these three weeks.

The Lakeside route use was quite low in comparison with the other two routes, and it was noted that Lakeside route was the higher cost route in 2010, with a per passenger cost of \$11.90 per ride as opposed to the Keewatin and Pinecrest routes which were \$3.20 and \$2.46. It was found that we are over servicing Lakeside, and that it made sense to shorten the Lakeside stops in order to run more Keewatin and Pinecrest routes during the day.

The fare charge per ride is currently \$2.00/person. The hourly cost of operating the bus under the transit contract is \$64.60 with 3,217 hours of operation in 2011.

There are three proposed map additions which the Transit Committee feels will decrease operating costs associated with the current Lakeside route. All three maps are "Express" routes for the three areas the Transit currently services.

These Express routes will target popular locations found from the survey results. The idea is to provide more service to the more common riders by offering more availability to the areas of interest. The observations determined in the Lakeside route, the location of interest is Walmart. By offering combined express routes in lieu of almost all the current under serviced Lakeside route, we feel this will target the key areas of interest by providing better service in filling gaps with the more common riders currently using the Transit (Pinecrest and Keewatin riders).

There have not been any changes to the existing Pinecrest and Keewatin regular routes.

The deadline for the phone book for making changes to the routes for 2012 is November 14, 2011, if the changes to the routes are to be included in next year's phone book. With approval of the amendments at Committee of the Whole for forwarding on to Council for final approval, the amended maps will be submitted for inclusion in the 2012 phone book in order to meet the deadline.

By-law #128-2007 being the By-law authorizing the agreement between Excel Coach Lines and the City for the provision of transit services must be amended to reflect the new routes. Amendments will need to be made to Schedules A and B of that by-law to reflect the new routes.

In addition, as a housekeeping matter, the contract authorized under By-law #128-2007 expired as of 31 Decemer 2010, with the opportunity for a two year renewal upon mutual agreement. Discussions with regards to the continued provision of these services have been undertaken for several months now, with the provider continuing to honour the extension terms within By-law #128-2007. In amending the routes within this by-law, the contract should also be extended to recognize that we are currently into the additional two year term.

Budget: No budget requirements for this change. It is recognized, however, that there may be increased mileage as a result of running the new routes, and so once in effect, a review of costs applicable to providing the transit service under the existing contract will need to be reviewed and justified.

Communication Plan/Notice By-law Requirements:
Resolution required.