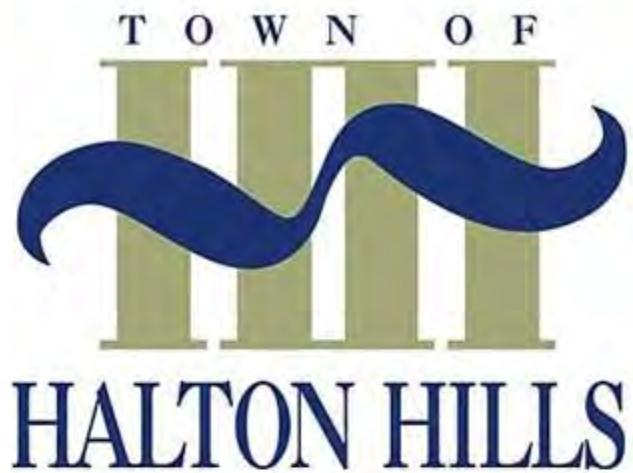


APPENDIX P:

Future Transit Improvement Excerpts



Town of Halton Hills Transit Service Strategy

Final Report

The WSP logo, consisting of the letters "WSP" in a bold, red, sans-serif font.

LEVEL 3 – ACTIVAN + UNIVERSAL ACCESS SERVICE + LIMITED FIXED-ROUTE

While Universal Access Service provides a balance between service level and cost when the demand is moderate, cost of operating such service could skyrocket when demand increases, as experienced in Innisfil. When demand warrant, Halton Hills should implement a limited level of local bus service in addition to the ActiVan and Universal Access Service, the concept is illustrated in Figure 32 and the proposed initial route network is illustrated in Figure 33. The fixed-route service would provide regularly-scheduled service connecting key destinations within Halton Hills and surrounding communities. Fixed-route service could serve high-demand connections more efficiently than ActiVan or Universal Access Service. Fixed-route service also is more visible in the community, and can be accessed without advance arrangement, allowing customers to use the service more spontaneously. Both factors tend to increase transit ridership while helping to control transit costs. With the introduction of limited fixed-route service, some Universal Access Service trips could be converted from curb-to-curb trips to ‘home-to-hub’ trips, which would connect customers between their point of origin or destination to/from a nearby transit stop or transit hub. Universal Access Service would also cover the entire town outside of fixed-route service hours.

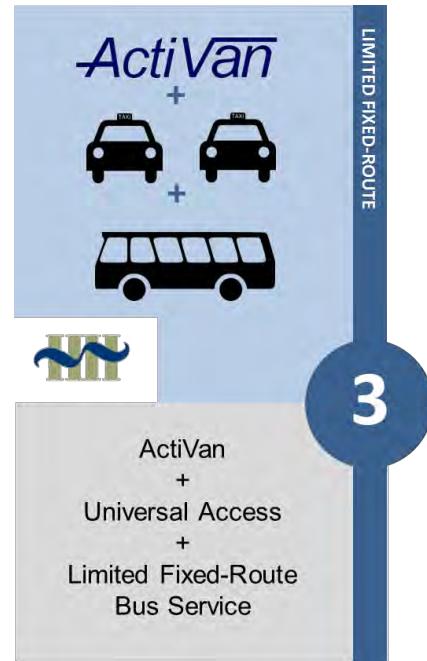


Figure 32: Universal Access Service + Limited Fixed-Route Service

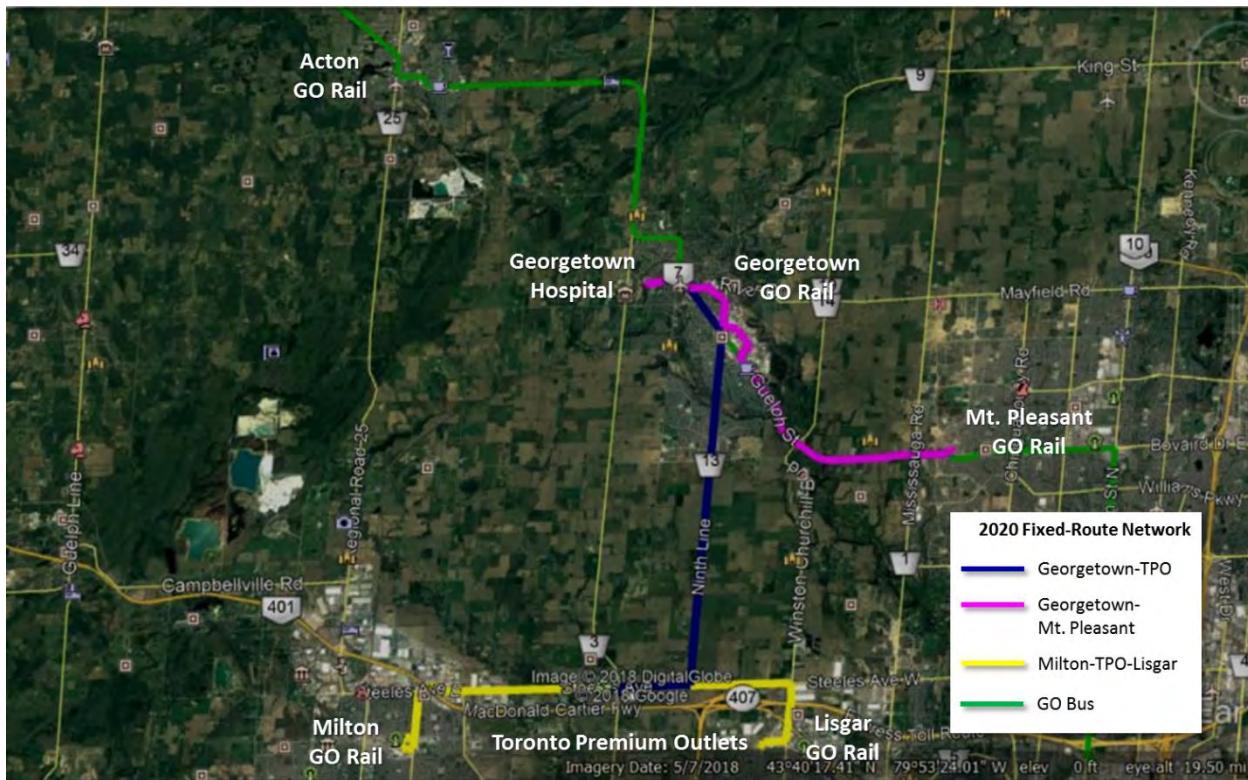


Figure 33: Limited fixed-route network

MILTON – TORONTO PREMIUM OUTLETS (TPO) - LISGAR

The plan recommends that Halton Hills partner with Milton Transit, and possibly with MiWay and Brampton Transit, to implement the Milton GO – TPO – Lisgar GO fixed-route service, as shown in Figure 34 below. And Table 17 shows the ridership and operating cost estimates for 2020, 2024, and 2028, and proposed service frequency for the route. The route operates between the Milton GO Station and Lisgar GO Station via Steeles Avenue, and serve TPO in the middle. As discussed in the Market Analysis Chapter, Steeles Avenue is projected to accommodate significant amount of employment. Brampton, Milton and Mississauga also have received requests for service to TPO from their jurisdictions. This route has the potential to be a “quick win” for Halton Hills, as both operation and maintenance will be handled by Milton Transit. While Halton Hills would potentially need to cover half (actual cost/revenue share TBD) of the operation and maintenance cost as well as the initial capital cost for additional vehicles required to operate this route, the Town does not need to expand its administrative and operation staff or to make any upgrade to its existing technology to enjoy the benefits of having a fixed-route transit service. As such, the Plan recommends that Halton Hills pursue this route as its first fixed-route service presence in the Town.

TOWN OF HALTON HILLS TRANSIT SERVICE STRATEGY

JUNE 2019



Figure 34: Milton GO - TPO - Lisgar GO Route

Table 17: Ridership and operating cost estimates, and proposed service frequency of Milton GO – TPO – Lisgar GO Route

MILTON-TPO-LISGAR	2020	2024	2028
Passenger Trips:			
Daily	2,800	2,800	2,900
Annual	770,000	770,000	797,000
Annual Operating Cost	\$1.0 m	\$1.0 m	\$1.5 m
Service Frequency (mins)			
Weekday AM-PM Peak	30	30	30
Weekday Midday, Evenings	30	30	30
Saturday (No Sunday)	30	30	30
Weekday Service Day	6 AM – 8:30 PM	6 AM – 8:30 PM	6 AM – 8:30 PM
Saturday Service Day	9 AM – 6 PM	9 AM – 6 PM	9 AM – 6 PM

GEORGETOWN – MT. PLEASANT

This route operates between Georgetown Hospital and Mt. Pleasant GO Station, and stops at Georgetown GO Station in the middle. Majority of the route operates on Guelph/Bovaird between Georgetown Market and Mt. Pleasant GO Station. West of Sinclair Avenue, the route operates on Todd Road, Mountainview Road, and King Street to access the Georgetown GO Station, then uses Queen Street, back on Guelph Street, Main Street, and Princess Anne Drive to access Georgetown Hospital. The

RECOMMENDATIONS

Through a comprehensive service review, market analysis and extensive public consultation, the following service recommendations were developed to meet Halton Hills' goals in providing public transit to meet today and future transit demands.

TRANSIT SERVICE RECOMMENDATIONS

Based on the assessment of the alternatives or phases presented above, it is recommended that the Town of Halton Hills initiate the planning and budgeting processes for the introduction of the Universal Access Service in 2020. This will involve a number of actions required to develop a request for proposal for a private sector partner, and selection of that partner. Development or entering into an operational agreement with a ride-share transit 'app' developer will also be required.

The Town should also conduct detailed negotiations with the Town of Milton regarding planning for and cost allocation regarding the Steeles Avenue fixed-route bus service between Milton GO Station, Toronto Premium Outlets and Lisgar GO Station.

COMMUNICATION & MARKETING STRATEGY RECOMMENDATIONS

The Town of Halton Hills is embarking on a transformative program to shift community thinking and activity around transit. The Transit Service Strategy defines infrastructure and service recommendations that will achieve the community growth objectives; however, a comprehensive communication, branding and education strategy is also needed, to support future improvements, maximize the return on this investment in transit, and to help encourage societal change and up-take.

A typical strategy or master planning process considers the "five Es". The Five E's are used to provide the foundation for a stronger and more widely accepted strategy and to help guide implementation and interest. A strategy that addresses the Five E's makes reference to or provides recommendations around:

- Engineering – including the design of infrastructure and services;
- Encouragement - the implementation of initiatives which increase interest and use in the system;
- Education – the implementation of programs to increase the level of understanding of the community around specific issues;
- Enforcement – the understanding and application of safe practice based on legislation and policies; and
- Evaluation – the monitoring and management of the system as it is implemented and the adaptation as needed to address concerns.

Following the completion of the Transit Service Strategy study and at the time the Town begins to pursue implementation, there will need to be a concurrent initiative to address the necessary encouragement and educational component through a comprehensive communication, outreach and branding strategy. This reflects the reality that many Town residents may not be familiar with use of transit systems.

TOWN OF HALTON HILLS TRANSIT SERVICE STRATEGY

JUNE 2019

To help guide the Town with next steps, an overview of typical stages / tasks has been identified below:

1. Develop & Design a Communications & Marketing Strategy – work with internal staff and external consultants (as needed) to develop and design a transit specific communication and marketing strategy including but not limited to target audiences, key challenges and solutions, methods of outreach and promotion and roles and responsibilities.
2. Develop Artwork, Logos & Collateral – A look and feel should be developed to help brand the Halton Hills transit initiative and artwork should be developed to support those initiatives building on ideas generated through the transit service strategy.
3. Determine a Campaign Schedule and Milestones – Work with staff to determine a work program to plan for and implement the communication and marketing program including key milestones and community targets.
4. Coordinate Media-buys & Material Distribution – Work with providers to acquire the promotional materials as well as other media opportunities.
5. Monitor & Evaluate Program in an Annual or Bi-Annual Basis – Identify performance measures specific to public outreach and communication and identify a method of tracking measures on an annual or bi-annual basis.

Prior to the development and launch of any communication and branding exercise there should be an effort made by the Town to pursue external input in the form of public and / or stakeholder focus groups or workshop sessions. It would be in the best interest of the Town to utilize external facilitation expertise to help guide participants through a working session to help inform the identification of a preferred “look and feel” as well as methods for outreach and promotion. This not only ensures that the public will resonate with the campaign but will also establish a foundation / network of community leaders and champions who could support the Town in the future.

A strategy of this scope and scale will require resources – both budget and staff. To facilitate these next steps, the Town of Halton Hills should:

- a) Define and post for an additional FTE position to support transit staff in the development and execution of the transit specific communication and outreach strategy;
- b) Pursue the development of a transit specific website as a central portal for all transit related information and the allocation of approximately \$5,000 to design and manage the website;
- c) Allocate an annual budget of \$10,000 for transit related promotion and outreach materials and incentives for the first couple of years of promotion and outreach; and
- d) Identify staff members to undertake the monitoring program and to report back to senior staff and Council.

ADDITIONAL RECOMMENDATIONS

The transit strategy requires more than just vehicles and service planning – it must consider how transit functions in the Town. Towards that goal, the following actions are also recommended:

1. Monitor transit ridership annually, to identify when to introduce fixed-route services, and which services should be implemented, based on Universal Access Service performance and service standards;
2. Monitor the progress of bus technology and re-evaluate the potential for alternative fuel vehicles as the cost and performance gap narrows between diesel and alternative fuel vehicles;
3. Initiate planning for a mobility hub in the vicinity of Steeles Avenue and Trafalgar/Ninth Line. In the future, this will become a key transfer point for Halton Hills and regional services, and it would be advisable to

TOWN OF HALTON HILLS TRANSIT SERVICE STRATEGY

JUNE 2019

create a land use, urban design and transportation plan that builds on the intersection of transit services to create a hub for transit-oriented development, in accordance with the Metrolinx Mobility Hub Guidelines. There should be consideration for private sector participation;

4. Establish guidelines for population + employment density on which to base provision of fixed route service. Walking distance guidelines to a transit stop are not recommended at this point;
5. Initiate a process for defining transit stop locations and appropriate infrastructure for these stops, for any fixed route services to be implemented. This would include pads for accessible bus stops and shelters, including lighting. The Town should consider entering into a third-party contract for provision of the shelters; and
6. The Town should initiate discussions with Metrolinx regarding the potential use of PRESTO when the next generation of the fare collection system is rolled out in 2021-2022;
7. As new communities develop within Halton Hills, incoming residents should be proactively supplied with information on the transit service, as part of a Transportation Demand Management for these communities. Also, define fare discounts to allow developers to provide discounted fare media to households and businesses in their developments; and
8. Halton Hills should evaluate the potential for developer impact fees to acquire equipment and infrastructure and support new or expanded services, and implement these in the Development Charges By-law.



MILTON TRANSIT

Five-Year Service Plan and Transit Master Plan Update

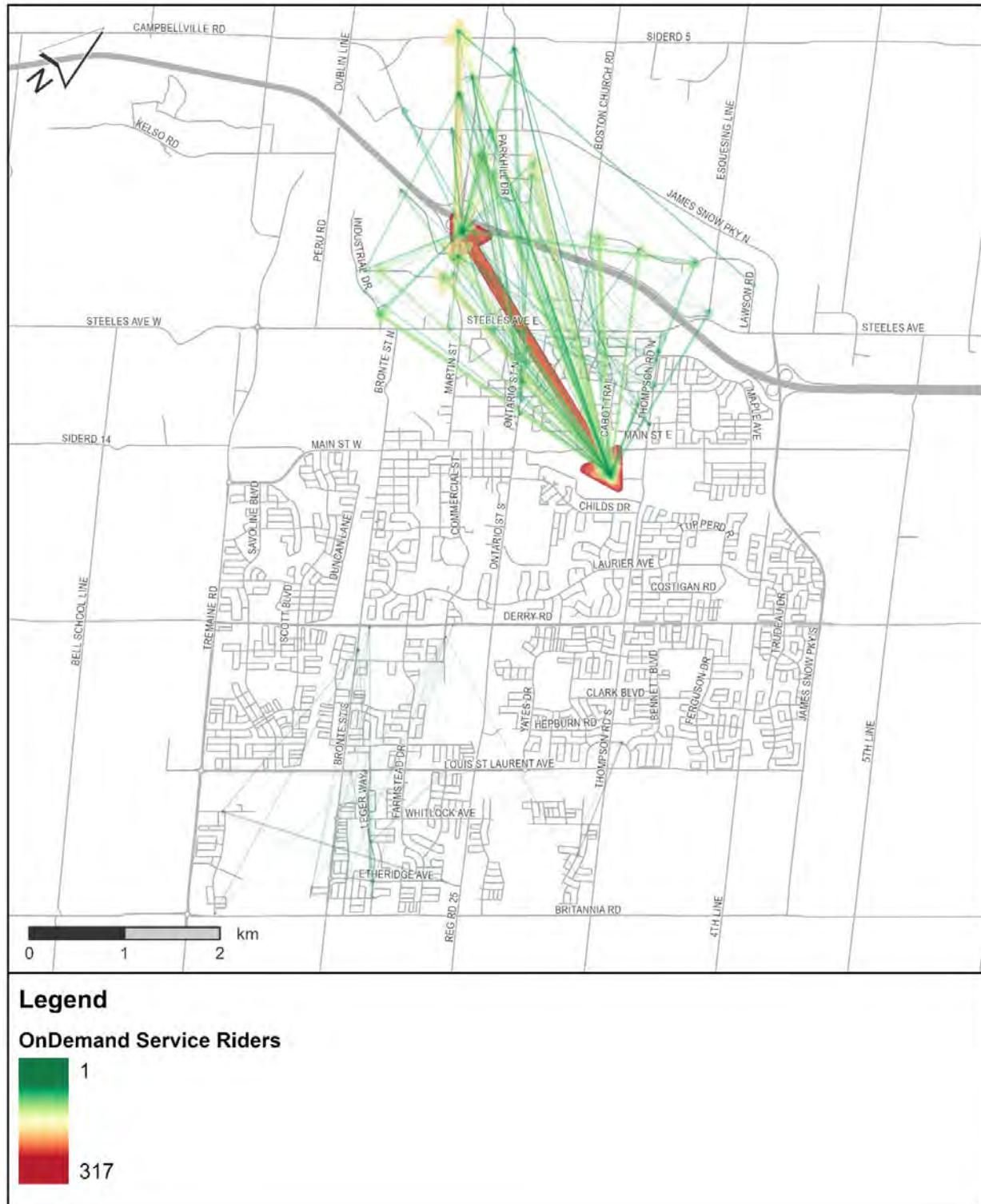
Final Report

June 10th, 2024



An origin-destination (O-D) analysis was conducted for OnDemand trips to identify dominant travel flows. The largest O-D pair was Milton GO to/from the GO Transit 401 Park & Ride. Additional major flows were noted from Milton GO to stops along Regional Road 25 and Parkhill Drive. The addition of Route 1 provides much-needed fixed route service between many of the main O-D pairs, relieving demand on the system to be able to reliably service other trips. Exhibit 3.28 shows that the vast majority of demand was within the 401 Industrial Zone, with occasional trips being made in the Boyne Zones to/from Milton Hospital and Milton Sports Centre.

Exhibit 3.28: Travel Flows for OnDemand Trips (Jan 1st – Jun 1st 2023)



Source: Milton Transit internal ridership data, (Jan 1st – Jun 1st 2023)

3.6 Recommended Service Plan

Based on the needs identified in the sections above, a recommended service plan was developed for Milton Transit.

3.6.1 Conventional Transit Needs

The recommended 2029 Transit Network seeks to address the following needs, identified within Sections 2, 3, 4, and 5:

- Schedules which improve Milton Transit's ability to meet its on-time performance standards.
- Service coverage in new and developing neighbourhoods and employment areas.
- More direct routes to increase the speed and convenience of transit service.
- New transfer points to enable cross-town travel without requiring routing through Milton GO Station.
- Increased service span to support travel needs on evenings and weekends.
- More frequent service on major corridors which support higher-density communities.
- Build on post-pandemic ridership growth by enhancing the overall attractiveness of the transit service.

To establish the amount of service which would be allocated to transit needs, the service hour target of “1 service hour per capita by 2041” was applied. Based on this target, the 2029 service hour allocation from the Town is 115,000. When combined with estimated post-secondary service requirements to MEV and other satellite campuses, as well as assumed expanded contribution from Halton Hills for service growth on route 21 (based on 50% cost share), the total service hour allocation for 2029 is 161,700 service hours.

These needs were summarized into a series of key drivers, provided in the table below (Exhibit 3.39):

Exhibit 3.39: Key Drivers of Conventional Transit Needs

Network Design Drivers	Service Level Drivers
<ul style="list-style-type: none"> • More direct routes which are bi-directional where possible • Plans for an MEV transit hub • Potential for second transit hub in south-east Milton • New communities and employment areas on urban periphery 	<ul style="list-style-type: none"> • Expansion of service coverage • Improved on-time performance • Sunday service • Weekday and Saturday service span expansion • Conversion of OnDemand services into conventional routes where appropriate • Post-secondary enrollment estimates • Growing traffic congestion and delay

Working sessions with Milton Transit staff were held regarding network design and its key drivers, and a preference emerged for a re-designed network with the opportunity to enhance frequency on key routes where possible while maintaining a balance of reasonable service coverage within the town. Several rounds of revisions were made to the network to develop the best solution based on the key drivers above.

3.6.2 **Proposed 2029 Network**

The proposed network for 2029 is outlined below (see Exhibit 3.40).

The new network is designed to reflect changing travel patterns, and enable local trips beyond Milton GO station. It features two new transfer points, at the future Milton Education Village (Britannia/Tremaine), and in the Kennedy Circle area (Thompson/Louis St Laurent), along with new east-west routes along Derry Road and Louis St Laurent Avenue. The network also features more frequent service along the major corridors of Main Street, Bronte Street, and Thompson Road. The proposed service levels are provided in Exhibit 3.41.

Exhibit 3.40: Proposed 2029 Milton Transit Network

