




Hamilton

CITY OF HAMILTON
PUBLIC WORKS DEPARTMENT
Transportation, Energy and Facilities Division

TO: Mayor and Members General Issues Committee	WARD(S) AFFECTED: WARD 5
COMMITTEE DATE: January 30, 2012	
SUBJECT/REPORT NO: Centennial Parkway Regional Shopping Complex Transit Service (PW12009) - (Ward 5) (Outstanding Business List Item)	
SUBMITTED BY: Gerry Davis, CMA General Manager Public Works Department	PREPARED BY: Don Hull Director, Transit (905) 546-2424, Extension 1860
SIGNATURE: 	Andy McLaughlin Supervisor, Planning (905) 546-2424, Extension 1809

RECOMMENDATION

- (a) That the General Manager of Public Works be directed to implement transit service to the new regional shopping complex under development on Centennial Parkway. This service will be funded in 2012 from the Tax Stabilization Reserve (\$150,000) and Walmart (OMB Decision Contribution \$50,000) and will require that the Transit complement be increased by two (2.0) to allow for the hiring of two (2.0) temporary Bus Operators;
- (b) That the routing and service level as illustrated in Appendix "A" of Report PW12009 be implemented as of March 25, 2012;
- (c) That this service be implemented on a pilot basis and will be reviewed in the course of the 2013 annual budget process;
- (d) That the item "Centennial Parkway Regional Shopping Complex Transit Service" be identified as completed and removed from the Public Works Committee's Outstanding Business List.

EXECUTIVE SUMMARY

On December 14, 2011 Council approved Public Works Committee report PW11-015, containing a motion directing staff to report to the Public Works Committee with a plan

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to address the introduction of transit services to the new regional shopping complex on Centennial Parkway.

In developing the plan, staff considered the travel needs of both workers and shoppers at the Walmart store contained within the new shopping centre, along with the previous service requests for an improved level of transit service to meet the needs of visitors to the various attractions located within Confederation Park, the entrance to which is located 700 metres north of the shopping centre.

HSR Route #56 Confederation Park presently provides Weekend and Statutory Holiday service along Centennial Parkway, between Eastgate Terminal and Confederation Park, during the summer months. Increasing the service days of this route, while maintaining the present 45-minute service frequency, combined with a minor re-routing at the shopping centre parking lot will result in a daily transit service that coincides with the busiest portion of Walmart store hours, 1030am until 630pm. This route enhancement will also provide Confederation Park visitors with year round access to the various attractions situated within the park.

Bus requirements remain at one (1) bus. The year round bus allocation requirement for this route can be accommodated within the existing HSR Capital Budget.

Net operating costs for the Route #56 enhancement will amount to \$200,000 per year, to be funded by a combination of a declining Tax Stabilization Reserve contribution over the first 3 years of operation, an annual \$50,000 contribution from the developer for the first 4 years of enhanced route operations and annual HSR Operating budget increases, starting in 2013.

Alternatives for Consideration - See Page 4

FINANCIAL / STAFFING / LEGAL IMPLICATIONS

Financial: After accounting for an annual passenger revenue of \$50,000 the annual net operating cost for the modified Route #56 bus service is forecast to be in the order of \$200,000. Funding of the net cost will consist of a combination of developer contribution (first 4 years), Tax Stabilization Reserve (first 3 years) and, starting in 2013, an increase in HSR Operating Budget. Table 1 provides a breakdown of the net cost funding between 2012 and 2016. In 2016 the net operating cost will be funded 100% by the HSR Operating Budget.

Table 1 Route Costs and Funding - #56 Confederation Park

ROUTE COSTS - Service Level: 7 days / week, 10am - 7pm					
Total Gross Cost	\$250,000				
Projected Revenue	(\$50,000)				
Total Net Cost	\$200,000				
FUNDING	Yr 2012	Yr 2013	Yr 2014	Yr 2015	Yr 2016
Annualized Cost	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000
HSR Budget Pressure		\$50,000	\$100,000	\$150,000	\$200,000
Tax Stabilization Reserve Contribution	\$150,000	\$100,000	\$50,000	\$0	\$0
Walmart OMB Decision Contribution	\$50,000	\$50,000	\$50,000	\$50,000	\$0

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Should the pilot be successful a report will be brought forward during the 2013 budget process to extend the funding identified above.

Capital costs for the year-round bus requirement can be accommodated within the existing HSR Capital Budget.

Staffing: The recommended service will require a Bus Operator complement increase of 2 FTE's.

Legal: N/A

HISTORICAL BACKGROUND

At the Public Works Committee meeting held on December 5, 2011 a motion directed staff to report to the Public Works Committee with a plan to address the introduction of transit services to the new regional shopping complex on Centennial Parkway (PWC Report 11-015, Added Item 10.1, Council - December 14, 2011).

On July 9, 2009 City Council adopted Official Plan Amendment No. 219 and enacted Zoning By-law 09-164 to permit development of a retail and non-retail commercial centre at Centennial Parkway and South Service Road. In a related OMB settlement agreement, the developer agreed to contribute \$50,000 per year over a 4-year period, along with providing facilities for on-site transit vehicle routing and layover at no charge, should Council decide to provide transit service to the site.

Phase 1 of the development consists of a Walmart store, with daily hours of 7am to 11pm, replacing the Walmart store at Eastgate Square. The new store opened on January 27, 2012. HSR customer service has received many requests from existing Walmart employees at the closed Eastgate store and regular East Hamilton/Stoney Creek Walmart shoppers, requesting that public transit service be provided to the new location.

Confederation Park Shopping Centres has indicated that the Walmart store manager is in full support of transit service provision to the new store. The developer has provided parking lot space for a bus turnaround and bus stop within a reasonable walk of the store entrance doors.

Phase 2 of the development will consist of additional retail establishments, along with proposed hotel facilities. The timing for Phase 2 construction is unknown.

POLICY IMPLICATIONS

The 2007 Hamilton Transportation Master Plan's transportation policy themes include promoting a strong and vibrant economy and improving public transit. Provision of a public transit route between Eastgate Transit Terminal and Confederation Park Shopping Centre supports these policy themes, in that transportation access for existing and future employment lands is provided and connections to higher-order transit (Route 10 B Line) are provided at the Eastgate node. Additional transit service contributes positively to the target of reducing auto-vehicle kilometres by 20%, compared to 2001.

RELEVANT CONSULTATION

Discussions with the Ward 5 Councillor were held, in order to verify the primary transit needs for the Walmart store and for the neighbourhoods in the vicinity of the new regional shopping complex.

Confederation Park Shopping Centres has provided staff with details related to Phase 1 of the development.

Confederation Park's Superintendent has kept HSR staff aware of numerous requests from park visitors for improved service levels on Route #56.

ANALYSIS / RATIONALE FOR RECOMMENDATION

The closest year-round transit service is Route #2 Barton. The existing bus stops on Barton Street at Centennial Parkway are located 900 metres south of the new store. Where possible, transit service should be provided such that walking distance to/from major trip generators is 400 metres, about a 5-minute walk.

The existing pedestrian facilities crossing under the CNR line, which is located between Barton Street and the new shopping centre, are poor, although they will be improved as part of the 2012 reconstruction of the railway grade separation.

Given the poor pedestrian connections to the shopping centre site and the willingness of the developer to provide both partial operating cost funding and an on-site bus stop and turnaround facility, the implementation of regular bus service connecting the site of the former Walmart store with the new store is recommended. Transit travel demand can be met through the provision of a 45-minute service frequency. A bus stop will be established on the shopping centre's main internal road, minimizing both customer walking distance and route deviation from Centennial Parkway.

A year-round transit service will benefit users of Confederation Park who wish to access the beach front trail system, Baranga's and Hutch's restaurants and the Lakeland Community Centre. On a seasonal basis, other park attractions that operate daily, such as the Wave Action Pool and Adventure Village, will benefit from the provision of regularly scheduled transit service. In addition to route connections made at Eastgate Terminal, the year round service will regularly connect with Routes #2 Barton and #11 Parkdale, expanding the convenience of travel by bus. In future years, the route can also supply connections to inter-regional transit at the future GO Station to be built on the west side of Centennial Parkway, across from the shopping centre.

To ensure satisfactory revenue to cost ratio for this route, staff will monitor on-bus ridership in 2012 and report to Council in 2013 with the results and corresponding service level recommendations for Route #56.

ALTERNATIVES FOR CONSIDERATION

Route #56 Confederation Park could operate with an increased service span such that Walmart workers and shoppers can use public transit to access the store during the

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store's entire daily operating hours of 700am to 1100pm. In so doing, the recommended transit service hours would be doubled. Route Costs and Funding for this alternative are shown in Table 2.

Table 2 Route Costs and Funding - #56 Confederation Park (Increased service span)

ROUTE COSTS - Service Level: 7 days / week, 6 am - 12 midnight								
Total Gross Cost	\$480,000							
Existing Confederation Service	(\$20,000)							
Projected Revenue	(\$100,000)							
Total Net Cost	\$360,000							
FUNDING								
	Yr 2012	Yr 2013	Yr 2014	Yr 2015	Yr 2016	Yr 2017	Yr 2018	Yr 2019
Annualized Cost	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000
HSR Budget Pressure		\$50,000	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000	\$360,000
Tax Stabilization Reserve Contribution	\$310,000	\$260,000	\$210,000	\$160,000	\$160,000	\$110,000	\$60,000	\$0
Walmart OMB Decision Contribution	\$50,000	\$50,000	\$50,000	\$50,000				

Given that the recommendation represents a pilot transit service enhancement and that the recommended service hours will meet the needs of the majority of shoppers and park visitors, this alternative is not recommended.

A separate shuttle bus route running only between Eastgate Terminal and the Walmart store could be operated. Due to the shorter distance, the frequency of service could be improved to 30-minutes, with service operating between 630am and 1130pm. However the cost would be double that of the recommended route extension and Confederation Park users would have to walk from the shopping centre, across the QEW, in order to access the park on a daily, year round basis.

A re-route of every second #2 Barton bus from Barton and Centennial to the new shopping centre would provide a good level of transit service and there would be no increase in route operating costs, thus requiring no increase in funding contributions from Federal Gas Tax or the HSR Operating Budget. However, this alternative would not connect the workers and shoppers between the former Walmart site, at Eastgate Terminal, and the new site. Passengers using Eastgate Terminal routes would have to make an additional bus transfer to reach the new Walmart store. In addition, the transit service level on Barton Street east of Centennial Parkway would be reduced by 50% in a neighbourhood featuring higher density residential developments that presently generate high levels of transit ridership. Under this alternative, #2 Barton buses would not be able to serve Confederation Park, without a significant increase in route operating costs.

CORPORATE STRATEGIC PLAN

Focus Areas: 1. Skilled, Innovative and Respectful Organization, 2. Financial Sustainability, 3. Intergovernmental Relationships, 4. Growing Our Economy, 5. Social Development, 6. Environmental Stewardship, 7. Healthy Community

Financial Sustainability

- ◆ Delivery of municipal services and management capital assets/liabilities in a sustainable, innovative and cost effective manner

Growing Our Economy

- ◆ Newly created or revitalized employment sites

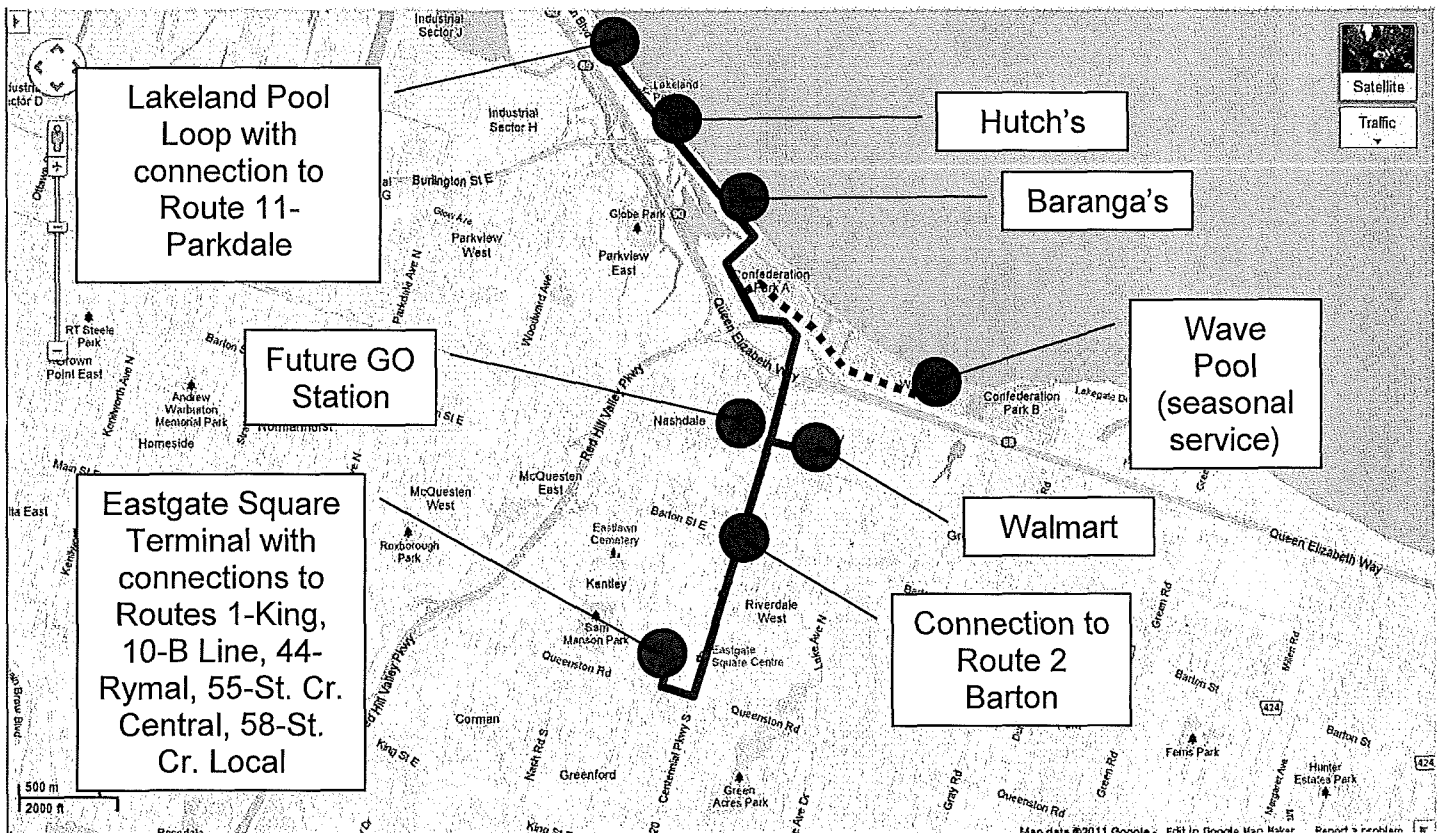
Healthy Community

- ◆ Adequate access to food, water, shelter and income, safety, work, recreation and support for all (Human Services)

APPENDICES / SCHEDULES

Appendix "A" - Bus Route #56 Confederation Park - Routing Modifications

Bus Route #56 Confederation Park – Routing Modifications



Note: Should Centennial Parkway traffic congestion result in unacceptable schedule adherence during the CNR bridge construction project, #56 Confederation Park could use Barton Street, Lake Avenue and Warrington Street as a temporary detour routing.

