



CITY OF HAMILTON

**PUBLIC WORKS DEPARTMENT
Transportation Division**

TO: Chair and Members Public Works Committee	WARD(S) AFFECTED: WARD 11
COMMITTEE DATE: August 15, 2013	
SUBJECT/REPORT NO: Binbrook Urban Area Transit Service (PW13058) - (Ward 11)	
SUBMITTED BY: Gerry Davis, CMA General Manager Public Works Department	PREPARED BY: Andy McLaughlin Senior Project Manager (905) 546-2424, Extension 1809
SIGNATURE:	

RECOMMENDATION

- (a) That the General Manager of Public Works be authorized and directed to implement Binbrook HSR TransCab service, effective September 2013, on a one (1) year trial basis, to be funded from the tax stabilization reserve at an upset limit of \$225,000;
- (b) That staff monitor and evaluate TransCab ridership and report back in October 2014 with a transit service recommendation for incorporation into the 2015 Transit Operating Budget.

EXECUTIVE SUMMARY

A Binbrook household survey, commissioned in 2012, indicates that residents would make use of public transit service in order to access other areas of the City for work, shopping and leisure purposes.

Implementation of Binbrook HSR TransCab service on a one (1) year pilot basis, effective September 2013, will allow staff to monitor transit usage and recommend an appropriate service level, post-2014, to meet the on-going mobility needs of the Binbrook urban village. Funding for the one (1) year trial service, estimated at \$225,000, is to be provided through the tax stabilization reserve.

Binbrook HSR TransCab will operate on Weekdays between 600am and 930pm, providing trips between the Binbrook urban village and the HSR fixed route transfer point on Rymal Road East at Terryberry Road. TransCab customers can also use the

service to access the Elfrida retail establishments located within walking distance of the transfer point. Trips wholly contained within the Binbrook village are not permitted. Valid fares will consist of an HSR ticket plus 50-cent TransCab premium. Collected tickets will be used by staff to ensure correct payment is made to the TransCab contractor and to monitor ridership levels. Based on an analysis of usage, staff will make a Binbrook service recommendation within the 2015 Transit Operating Budget.

Should public transit service be approved by Council as a service enhancement within the 2015 Transit Operating Budget, the Binbrook urban village will be incorporated into the Urban Transit Area. This will allow costs for transit service to be recovered through area rated property levies. In addition to establishing a new transit levy for properties in Binbrook, the urban portions of Glanbrook currently within the UTA may experience transit levy adjustments, tied to the usage level of Binbrook HSR TransCab.

All properties within the UTA are subject to urban rates for Recreation, Sidewalks and Street Lighting. A removal of Binbrook from the rural assessment base may result in changes to the rural levies throughout Hamilton.

Alternatives for Consideration - Not Applicable

FINANCIAL / STAFFING / LEGAL IMPLICATIONS

Financial: The projected annual operating cost for the one (1) year pilot TransCab service is \$225,000. Given that the introduction of service is on a one (1) year trial basis, funding is to be provided through the tax stabilization reserve. This funding approach will allow for the existing UTA boundary to remain intact for 2014.

Should the results of the trial indicate that an on-going public transit service is viable, Council will be required to modify the Urban Transit Area boundary, such that the Binbrook urban area will be incorporated and a transit rate can be levied against properties within the adjusted UTA. Based on a 2013 residential property assessment of \$266,200, the transit charge for TransCab service would be approximately \$70. Properties contained within the UTA are also subject to urban rates for Recreation, Sidewalks and Streetlights, resulting in Binbrook properties paying an additional \$70 to \$80, based on a \$266,200 assessment. The removal of Binbrook properties from the rural assessment base will have an impact on the municipal rates charged to rural property owners.

Staffing: N/A

Legal: N/A

HISTORICAL BACKGROUND

On July 12, 2013 Council passed a motion directing staff to report back on the implementation of public transit service, on a trial basis, for the Binbrook urban area.

Based on earlier requests for transit service, the Ward 11 Councillor, with the assistance of HSR staff, conducted a door-to-door survey in 2012 to gauge the level of interest among Binbrook residents for public transit. A total of 1100 Binbrook households completed the survey. Of responding households with an opinion on transit, 60% indicated that they would make use of transit service. At a Public Meeting held on June 25, 2013, staff gave attending residents an overview of a proposed Binbrook TransCab service that could be implemented on a one (1) year pilot basis.

POLICY IMPLICATIONS/LEGISLATED REQUIREMENTS

Provision of public transit services within urban areas is a strategy that can assist with Transportation Master Plan targets to reduce vehicle kilometres travelled and grow transit ridership. In so doing, adequate accessibility to the full range of Human Services can be provided. The Vision 2020 Update, GRIDS and the Urban Official Plan recommend that balanced and improved mode choices form a series of integrated transportation network policies to support the City's urban structure and provide access, via a range of modes, to all land uses and activities in the City. Together, all transportation components form an integrated transportation network that will increase connectivity and efficiency, thus facilitating faster and easier movement of people and goods.

RELEVANT CONSULTATION

The Finance Division provided estimated levy impacts for the urban properties to be served with this area rated service. The Ward Councillor was consulted and supports the recommendations.

ANALYSIS / RATIONALE FOR RECOMMENDATION

HSR TransCab operating costs are only incurred when residents within the service area make trips using the service. When no trips occur, no costs are generated. As such, TransCab is seen as a cost-effective way to determine the actual level of transit demand. Service hours have been tailored to meet those of the connecting HSR bus route (#44 Rymal) and they generally align with the Weekday hours of the Elfrida retail establishments located at the TransCab transfer point. By defining a trial service period and a customized fare collection procedure, ridership results for trips to/from the HSR bus route and to/from the Elfrida Shopping Node can be used to determine an appropriate service recommendation beyond the initial year of service.

The TransCab service will operate in a fashion similar to other HSR shared ride taxi services provided in East Stoney Creek (since 1998) and West Glanbrook (since 1999). Customers living and working within prescribed service zones can use the service to connect with HSR fixed-route service. Fares consist of a valid HSR fare plus a 50-cent premium. TransCab service features front door pick up and drop off. Customers share

the ride, with the TransCab driver establishing a route based on the locations of the pick-ups and drop-offs that are to be made.

In addition to connecting with a designated HSR bus route, the trial Binbrook HSR TransCab service will allow customers to have access to the retail centre in Elfrida for shopping and work trips on Weekdays. In order to monitor ridership, all Binbrook HSR TransCab customers will be required to use only valid HSR tickets, plus the 50-cent premium, as their fare. HSR tickets are available at three authorized vendors in the Binbrook area, with varied pricing tied to customer age group.

A map displaying the Binbrook TransCab service zone is contained in Appendix "A".

ALTERNATIVES FOR CONSIDERATION

N/A

ALIGNMENT TO THE 2012 - 2015 STRATEGIC PLAN

Strategic Priority #1

A Prosperous & Healthy Community

WE enhance our image, economy and well-being by demonstrating that Hamilton is a great place to live, work, play and learn.

Strategic Objective

1.4 Improve the City's transportation system to support multi-modal mobility and encourage inter-regional connections.

Strategic Priority #2

Valued & Sustainable Services

WE deliver high quality services that meet citizen needs and expectations, in a cost effective and responsible manner.

Strategic Objective

2.1 Implement processes to improve services, leverage technology and validate cost effectiveness and efficiencies across the Corporation.

APPENDICES / SCHEDULES

Appendix A Binbrook TransCab Service Area and Transfer Point

