



INFORMATION REPORT

TO: Chair and Members Emergency & Community Services Committee	WARD(S) AFFECTED: CITY WIDE
COMMITTEE DATE: April 6, 2011	
SUBJECT/REPORT NO: Shuttle Options for the 2011 Festival of Friends (CS11034) (City Wide)	
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SIGNATURE:	

Council Direction:

At its January 19, 2011 meeting, the Emergency and Community Services Committee requested additional information regarding the provision of shuttle buses to transport people to the new location of the 2011 Festival of Friends, at the Ancaster Fairgrounds.

Information:

The Festival of Friends informed the City of Hamilton in late 2010 of its intent to change its 2011 venue from Gage Park in the lower east-end of the city to the Ancaster Fairgrounds, located at the rural edge of Ancaster. There is no regular Transit service to the Ancaster Fairgrounds. For the purposes of this report, the term "Transit" refers to the services provided by Hamilton Street Railway ("HSR") and Disabled & Aged Regional Transit System ("DARTS").

There are two primary objectives that can be met by offering a shuttle bus service for a large-scale public event:

- To discourage people from driving to an event with limited parking facilities. This is not the case at the Ancaster Fairgrounds, where there is ample parking.
- To provide a low-cost means of transportation for people who may not have access to a vehicle. Knowing that many Festival of Friends patrons took Transit to Gage Park, it is possible that some of those patrons may not have access to a vehicle.

Assuming the latter objective reflects Council's intent in asking staff to investigate options for shuttle bus provision for the Festival, the following information is provided:

Who Would Provide a Shuttle Bus Service?

Shuttle bus service could be provided by either HSR or a private transportation company. HSR is the preferred provider because of its large inventory of accessible buses. However HSR may not have the capacity to meet passenger demand at the end of each Festival evening due to a combination of the distance between shuttle terminus points and possible workforce shortages. Private transportation companies would be able to meet passenger demand, but their stock of accessible buses is limited.

How Would a Shuttle Bus Service Work?

Transit has recommended that the best approach is to run a shuttle service from the downtown core to the Ancaster Fairgrounds over the three days of the Festival. This service could carry 160 people in each direction every hour, making two to three trips per hour. This would provide steady access to and from the Festival.

A private transportation provider could add extra buses at the end of each day to accommodate additional passengers. If a DARTS shuttle was run in conjunction with the regular shuttle service, passengers with special needs could also be accommodated.

What Would a Shuttle Bus Service Cost?

This table provides an overview of estimated costs for the duration of the Festival.

Provider	Cost of free shuttle from any downtown location	Net cost of shuttle if regular HSR fare is charged (departure from MacNab Transit Terminal)
HSR	\$10,000 - \$15,000	\$5,000 - \$10,000
Private Provider	\$9,000 - \$10,000	
Additional DARTS shuttle	\$6,000 - \$7,000	

Who Would Pay for the Shuttle Bus Service?

Staff have confirmed with Festival management that the cost of shuttle bus service has not been built into the 2011 Festival budget. There is no existing City budget for this kind of service.