

# Municipality of Lakeshore – Report to Council

## Growth & Sustainability

### Economic Development & Mobility



**To:** Mayor & Members of Council

**From:** Ryan Donally, Division Leader – Economic Development & Mobility

**Date:** September 20, 2021

**Subject:** Mobility Options Study

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#### Recommendation

Direct Administration to prepare a business case for implementation of an integrated regional Lakeshore transit/mobility system to include operating permissions, delivery options, feeder services, financial implications, funding sources and a plan for a launch date of 2024 with engagement of the private sector and other regional transit authorities, as further described in the October 12, 2021 Council report; and

Endorse the primary regional route outlined as Option 1a of the Lakeshore Mobility Options Study prepared by Stantec, October 2021.

#### Background

At the November 5<sup>th</sup> 2020 inaugural meeting of the Lakeshore-Tecumseh Inter-Municipal Committee (IMC), the Town of Tecumseh inquired on Lakeshore's interest in joining discussions currently being had with Transit Windsor regarding transit service.

Lakeshore IMC representatives agreed to bring the question back to Council to provide direction on whether or not Lakeshore wishes to begin the planning of a transit service.

On December 8, 2020 at the Regular Meeting of Council (report attached), Lakeshore Council passed the following motion 435-12-2020:

Direct Administration to include a review of local and inter-municipal transit options to support economic development and sustainable community development as part of the 2021 work plan; and,

Authorize the Treasurer to transfer \$60,000 from the Plans and Studies Reserve to support a transit service options study and return to Council by the end of Q3 2021.

## Comments

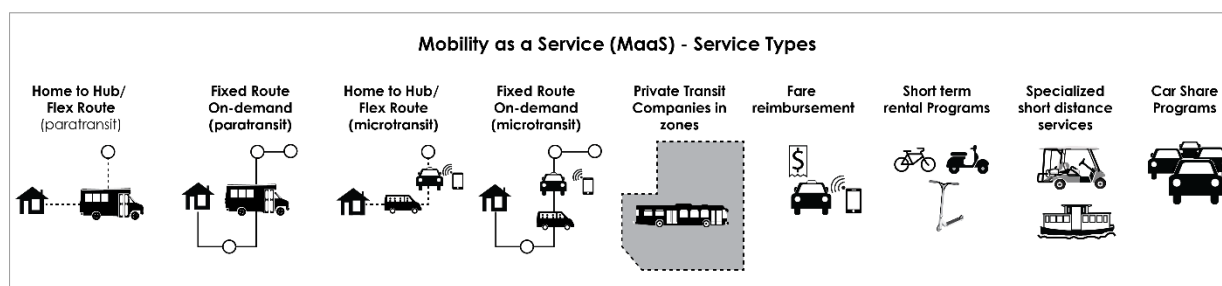
The Municipality of Lakeshore undertook the Transit Options Study to identify the feasibility and potential demand for mobility and transit travel options to support its vision as, “A progressive Town of healthy integrated communities.”

As Lakeshore continues to experience rapid growth, it is imperative that planning be done now to avoid transportation problems in the future as a result of not implementing transit. Transit is an investment in the future that helps municipalities create more livable inclusive communities for all income levels and ages. Municipalities that delay transit implementation create barriers for seniors aging in place, youth mobility and engagement in society, hinder economic development through lack of labour mobility and delayed movement of goods by competing with car traffic.

A cross-divisional Synergy Team was created to work alongside the expert consultants from Stantec. The Transit/Mobility Options Synergy team included members of administration from the departments of: Roads, Parks, Facilities, Fleet; Planning and Design; Civic Engagement; Information Management and Technology Services, Financial Planning and Analysis; and Economic Development and Mobility.

Mobility or Mobility as a Service (Maas) strategies offer a broader range of transportation modes including transportation options from public and private transportation providers that can include transit, carshare, bike share, taxis and rideshare services that could include both intracity travel as well as intercity trips that utilize regional transportation services. The image below identifies various “Mobility as a Service” (MaaS) – service types. As evident in the image, a public transit system is one of many options on the mobility spectrum to support the strategic movement of people thereby increasing the efficient movement of goods.

These options have been considered throughout this study and will be used in the future by Administration to inform the planning and design of municipal transportation planning.



## **Study Objectives**

The objectives of this study were as follows:

- To gauge the appetite of Lakeshore residents to support establishing alternative mobility options for travel and to engage with stakeholders to get input into potential plans and options
- To analyze travel data to identify major travel patterns and key destinations within Lakeshore and between Lakeshore and neighbouring communities.
- To provide an indication of:
  - Where the greatest demand exists for establishing some form of service?
  - Which mobility services could be considered for delivering the service?
  - The extent of service and financial implications of a transit solution?

## **Results**

In brief, through public feedback and location-based data analysis, Stantec determined that there was, *“strong travel demand between Lakeshore and Windsor.”*

Based on a proprietary software created for mobility demand analysis, Stantec created a series of route options that would connect the highest demand densities in Lakeshore to the highest demand locations in the region. Similar analysis was completed to determine highest demand densities from the region to locations within Lakeshore. Similar travel patterns were observed on both to-and from trips. Data supporting these analyses is located in the Lakeshore Mobility Options Study, Appendix B, Location-Based Data Analysis.

Proposed Routes with commentary. Route map and service frequency identified in images below.

- **Route 1a: Primary Route**
  - Primary route between Belle River and Tecumseh Mall
  - Satisfies highest demand and significant portion of Lakeshore population
  - 10 minute/1km walk from South edge of Lakeshore settlement area to primary route; 5 minute/500 metre walk from North edge of Lakeshore settlement area to primary route.
  - Ends at Transit Windsor transfer location – allows for regional mobility
  - Permissions required by Tecumseh & Windsor
  - Long round trip (130 minutes) requires multiple vehicles for expected service levels
- **Route 1b: Patillo Extension**
  - Extension of the primary route to service the Patillo industrial areas on weekdays only.
  - Potential partnership opportunities with Patillo Road businesses to offset cost of service
  - Assists with recruitment efforts and potential business sustainability for industrial businesses

- **Route 1c: Lakeview Regional Park**
  - Extension of 1a to deliver riders to Lakeview Park/West Beach
  - Seasonal from July 1 - September 1
  - Potentially mitigates parking challenges in non-designated spaces
- **Route 2a: Devonshire Mall Extension**
  - Extension of 1a to Devonshire Mall area
  - Satisfied high demand from Lakeshore residents for trip destinations
  - Adds additional capital cost to maintain service levels
- **Route 2b: Devonshire + Patillo Extension**
  - Links industrial area to a major mobility hub in Windsor
  - Similar cost proposal as Route 2a
  - Potential partnership opportunities with Patillo businesses identified in Route 1b



**Summary of Service Frequencies (minutes)**

Weekdays		1a Primary Routing	1b Patillo Rd Extension	1c Seasonal Service Extension	2a Devonshire Mall	2b Devonshire Mall + Patillo Extension
Early Morning	-	-	-	-	-	-
AM Peak	5.30 - 8.30am	30	30	-	30	30
Mid Morning	9am - 12pm	-	-	40	-	-
Midday	12 - 2pm	40	40	-	40	40
Early Afternoon	2 - 4pm	-	-	40	-	-
PM Peak	4 - 7pm	30	30	-	30	30
Early Evening	7.30 - 10.30pm	40	40	-	40	40
Weekends						
Saturday	7am - 10.30pm	40	-	-	40	-
Sunday/Holiday	9am - 7pm	-	-	40	-	-

## ***Stantec Recommendations***

The final recommendations from Stantec to the Municipality of Lakeshore are:

1. Consider Option 1a to establish a Primary Route along the Lakeshore-Tecumseh corridor.
2. Engage with Transit Windsor in terms of operating permissions and delivery options.
3. Engage with Tecumseh with respect to cost sharing of services.
4. Engage with Patillo Road Industrial Area to consider establishing a shuttle service or contributing to cost sharing of transit services as a feeder service to the Primary Route.
5. Examine ways of integrating municipal and other service providers in Windsor-Essex County to provide feeder services.
6. Engage with Transport Service Providers to support the provision of feeder services to the Primary Services as has been successfully demonstrated in Oakville Ontario.

## ***Administration Implementation – Potential Timeline***

\*All suggested recommendations below are pending Council direction.

2021, October 12: Council provides direction to Administration based on the recommendations identified in this report.

2022: Administration develops a comprehensive business case for transit/mobility in Lakeshore, as directed at the October 12, 2021 Regular Meeting of Council. This business case will consider Stantec Recommendations 2-5. Administration recommends that Stantec Recommendation 6 is considered as a phased approach to any proposed transit/mobility system identified in the fully costed business case. This business case will also examine a seasonal service that includes Comber, Stoney Point and Woodslee to the Atlas Tube Recreation Centre. Administration will present this business case to Council in advance of the 2023 budget.

2023 Budget: Pending Council direction, an initial budget allocation will be requested to support initial implementation costs such as signage, road paint, transit stops, marketing/branding considerations. Major or significant capital costs may be examined and identified to determine funding models and allocations.

2023: Initial implementation execution begins.

2024 Budget: Full operating and capital budget are requested.

2024: Lakeshore Transit/Mobility system launches.

Administration recommends the future consideration of additional Mobility as Service options to optimize mobility in the Municipality and region.

## **Others Consulted**

Administration has presented a PowerPoint Presentation of the Mobility Options Study to the Lakeshore Accessibility Committee on Tuesday, September 14<sup>th</sup>. The Committee received the report and asked questions of the Consultants. The Committee looks forward to providing additional commentary post Council discussion.

Administration will be presenting the findings of the Transit Options Study to the Youth Advisory Committee on October 7<sup>th</sup> and as a result the feedback is not available at the time this report is written. Any advisory comments from the Youth Committee will be presented to Council at the Regular Meeting on October 12<sup>th</sup> and in advance through email.

Invest WindsorEssex, Division of Automobility and Innovation  
Automobility Regional Stakeholders Committee:

University of Windsor  
St. Clair College  
Invest WindsorEssex  
WeTech Alliance

## **Financial Impacts**

There is no immediate financial impact from the Transit Option Study. Administration will undertake additional research in-house and return to Council with fully costed options and service levels for Council direction as recommended above.

### ***Transit Options Study Operating Costs***

The Transit/Mobility Options Study provided multiple route options with upwards of 8 vehicles required to match the service levels prescribed. These expected annual operating costs ranged from \$690,000 for the primary route to \$1,127,000 for the most comprehensive route option.

Annual variable operating costs of \$1,181,000 to \$1,938,000 were identified based on labour rates, fleet maintenance and fuel. The Study did not identify capital costs of purchasing or leasing the transit vehicles, nor did the Study identify any ancillary costs associated with the creation of a transit system such as transit stops, road paint, signage, marketing, etc.

A proposed revenue model was also generated for both a \$2 fare and a \$3 fare. For all route options, the revenue model proposed the service is expected to operate in a deficit position. A \$2 fare generally recovers approximately 25% to 30% of costs, while a \$3 fare recovers approximately 35% to 45% of annual operating costs. Details on this model can be located in the attached

It is important to note that transit is not a revenue generating service (with some exceptions on commuter services in larger metropolitan regions). When considering the

extent of a subsidy for transit, it is important to realize that roads are 100% subsidized and do not produce any revenue while the proposed transit revenue model for Lakeshore recovers 25% to 45% of its operating costs.

### ***Transit Options Study Capital Costs***

As noted, capital costs have not been determined as part of the Study. These costs will be examined as the fully costed business case has been determined. It is important to note that there are numerous Provincial and Federal grants, repayable, and non-repayable contribution agreements, and pilot programs that support capital purchases and pilot programs for transit to reduce the barriers to entry for municipalities. Currently Lakeshore is not in a position to capitalize on these grants.

Examples of these grants/ contribution agreements/ programs include:

Infrastructure Canada: [Rural Transit Solutions Fund](#)

Infrastructure Canada: [Zero Emission Transit Fund](#)

FCM: Transportation Networks and Commuting Options: [Study](#); [Pilot](#); [Capital](#)

FCM Reduce Fossil Fuel Use in Fleets: [Study](#); [Pilot](#); [Capital](#)

FedDev: [Canada Community Revitalization Fund in Southern Ontario](#)

[Canada Community Building Fund \(Formerly – Federal Gas Tax Fund\)](#)

[CUTRIC: various projects](#)

[Autonomous Vehicle Innovation Network – Ontario Centres of Excellence](#)

Additional details regarding these programs can be identified in Appendix C – Mobility Grant/Funding Sources PDF

### ***Opportunity Cost of Transit***

As identified in the Study, a benefit of a robust and utilized transit system minimizes private vehicles on the roadway. Over the long run, municipalities with efficiently and effectively designed transit systems keep downward pressure on road construction and road maintenance costs. By reducing the number of private vehicles on the road, municipalities avoid more extensive costs of oversizing and maintaining roadways.

### ***Attachments***

Appendix A – Mobility Options Study PDF

Appendix B – Mobility Options Study PowerPoint

Appendix C – Mobility Grant/Funding Sources PDF

Appendix D – Transit Options Dec. 8<sup>th</sup> Presentation to Council PDF

## Report Approval Details

Document Title:	Mobility Options Study .docx
Attachments:	<ul style="list-style-type: none"><li>- Lakeshore Transit Options Final Report 1.pdf</li><li>- Stantec Mobility Options Final PPT.pdf</li><li>- Appendix C Mobility Grant Funding Sources.pdf</li><li>- Transit Options Dec 8, 2020.pdf</li></ul>
Final Approval Date:	Oct 6, 2021

This report and all of its attachments were approved and signed as outlined below:

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