Framing the issues, identifying the challenges and exploring the opportunities

Part 1 in the Accelerating Rural Transportation Solutions series

February 19, 2014 • 10:00 a.m. – 11:30 a.m.

Lisa Tolentino
Consultant
Ontario Healthy Communities Coalition (OHCC)

Brad Smith
Public transportation coordinator
Ride Norfolk

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Rural Transportation

Part 1: Framing the Issues, Identifying the Challenges, and Exploring the Opportunities
Series on Rural Transportation

- **Part 1**: Framing the issues, identifying the challenges, and exploring the opportunities (today)

- **Part 2**: Importance of partnerships & collaborations to establishing rural transportation initiatives - March 12, 2014; 10:00-11:30am

- **Part 3**: Garnering support from municipal representatives and community members - March 26, 2014; 10:00-11:30am
Three main elements:

1) Identifying and documenting **case studies** of effective rural regional transportation approaches

2) A study of the current and potential **business models and financing sources** for cost-shared rural transportation systems

3) **Communication and dialogue** to share the above resources at events and through learning channels such as webinars & forums
What do we mean by ‘rural’?

- Defined by population size, population density, and/or distance from major urban centres
- The population outside of settlements with 1,000 or more population (Stats Can)
- A population density less than 150 persons per square kilometre (OECD)
- Very diverse in terms of socio-economic, cultural and environmental characteristics
What do we mean by ‘transportation’?

• The act of moving someone or something from one place to another (Webster’s Dictionary)
• Focusing on ‘passenger’ transportation
• Travel within and between towns, hamlets and villages within a region
The Issues

• Low **densities** and long **distances**
• Small **tax base** with slow growth or declining **populations** that are aging
• Health & social services, employment, shopping & educational institutions **centralized** to serve higher densities
• Many non-profit organizations are **using current resources** to help address transportation needs for their clients
Who is Affected & How?

• Low-income families, youth, seniors, people with disabilities, etc.
• Medical appointments, grocery shopping, work or educational opportunities, recreation, leisure and social events
• Individuals struggle to get where they need to go on a daily basis
Other Challenges

- **Car culture** - general habits and attitudes are focused around private automobiles
- **Lack of access** to transportation options negatively impacts quality of life
Opportunities/Solutions

• Creative, *multi-pronged approaches* tailored to community’s unique needs

• **Collaborative solutions** more effective in addressing both financial and social needs

• **Non-profit, profit and public institutions** need to work together to find solutions
Opportunities/Solutions

- Municipal & regional governments, LHINs, health & social service agencies, and environmental groups involved in the planning, development and implementation of programs

- **Approaches**: Public Transit, Ride sharing, Car sharing, Active Transportation and Multi-modal/Integrated
Types: Public Transit

- A range of different services with various funding and operating structures
- Many communities have a variety of ‘social’ transportation services
- Coordination required to extend reach, and achieve efficiency & effectiveness
Bancroft & area
Kawartha Lakes Dial-A-Ride

Deseronto Transit
Types: Ride sharing

• Informal or organized, telephone and/or web-based platforms where drivers and passengers connect to arrange sharing transportation

• Requires people follow a similar schedule and have common origins and/or destinations

• Especially important for those who need to rely on other people to do the driving
Drivers don’t have to take the first in line,
You’re not obliged to accept a ride, that’s fine.
You accept a ride at your own risk,
But the ride is free, so consider it a gift.
Types: Car sharing

- Shared ownership for occasional use
- A number of people share the use of one or more vehicles owned by a profit or non-profit organization; or collection of friends/neighbours
**Types: Active Transportation**

- Non-motorized, human powered forms of transportation such as walking, cycling, wheeling (alternatives to a motor vehicle)
- Requires policy and infrastructure changes to accommodate and encourage its use
Types: Multi-modal & Integrated

• Many people rely on multiple travel options depending on the circumstances – walking, cycling, carpooling and/or public transit provide ‘alternatives’ to driving

• Transportation planning is effective for evaluating and integrating the alternatives
Resources

1) *Improving Travel Options in Small and Rural Communities*, Transport Canada, April 2009

2) *Transportation Demand Management for Canadian Communities*, Transport Canada, March 2011

3) [Federation of Canadian Municipalities (FCM) website](#) – search: rural trans./small municip.

4) Various region-specific reports, recommendations and plans available
What’s Ahead?
More Information

Lisa Tolentino, Lisa@ohcc-ccso.ca
Ontario Healthy Communities Coalition
www.ohcc-ccso.ca -> rural-transportation
Rural Ontario Institute
www.ruralontarioinstitute.ca