Importance of partnerships and collaborations to establishing rural transportation initiatives

Part 2 in the Accelerating Rural Transportation Solutions series

March 12, 2014 • 10:00 a.m. – 11:30 a.m.

Sue Shikaze
Health promoter, Haliburton, Kawartha, Pine Ridge (HKPR) District Health Unit in Haliburton County

Lisa Tolentino
Consultant
Ontario Healthy Communities Coalition (OHCC)

Susan Stolarchuk
Transit administrator
Deseronto Transit

RECORDING NOTICE: This webinar is recorded and will be made available to the general public on the HC Link website.
Contents

- Deseronto Transit – Brief Overview
- History
- Sustainability
- Partnerships
- Ridership Statistics
Deseronto Transit is a regional transit service that links Napanee, Belleville, Picton/Bloomfield, Tyendinaga Territory, Tyendinaga Township and Deseronto.
Deseronto Transit Fleet

- 11 passenger – 1 w/c
- 16 passenger – 2 w/c
- 2 passenger vans
Service Schedule

- Frequency & Destination of service
  - Napanee/Deseronto/Belleville Corridor
    - 4 times per day
    - Start at 5:00 a.m.
    - 2 night time “booked-shared rides”
  - Picton/Belleville Corridor
    - 4 times per day
    - Start at 6:50 a.m.
    - No night time routes
  - All routes combined travel approximately 1,000 KM per day
# Fare Structure

<table>
<thead>
<tr>
<th>Fares</th>
<th>Deseronto to Picton/Belleville</th>
<th>Napane to Picton/Belleville</th>
<th>Deseronto to Napane</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Way ticket</td>
<td>$9.00</td>
<td>$11.00</td>
<td>$6.00</td>
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<tr>
<td>Book of 10 tickets</td>
<td>$68.00</td>
<td>$90.00</td>
<td>$48.00</td>
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<tr>
<td>Monthly Pass</td>
<td>$175.00</td>
<td>$200.00</td>
<td>$115.00</td>
</tr>
<tr>
<td>Seniors</td>
<td>$6.00</td>
<td>$8.50</td>
<td>$5.00</td>
</tr>
<tr>
<td>Students (12—18)</td>
<td>$6.00</td>
<td>$8.50</td>
<td>$5.00</td>
</tr>
<tr>
<td>Children (6-11)</td>
<td>$4.00</td>
<td>$4.00</td>
<td>$3.00</td>
</tr>
<tr>
<td>Children (5/under)</td>
<td>FREE</td>
<td>FREE</td>
<td>FREE</td>
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HISTORY
History

- **A Need Identified – (2006)**
  - Deseronto Community Action Plan
    - Hastings County Social Services – funded through a federal grant – Regional Homelessness Fund (2006)

- **Seed Funding - $225,000 – (2007)**
  - Employment Innovation Fund
    - Ministry of Community and Social Services
  - Obtained support from the municipality

- **A transportation steering group established**
  - Steering group – key stakeholders

- **Project staff hired**
Transit Steering Committee

- Norm Clark, Mayor, for the Town of Deseronto
- Edgar Tumak, Chairperson for Transit Steering Committee and Councillor for the Town of Deseronto
- Eric Fry, Executive Director, Hastings County Social Services
- Anne-Marie Murphy, Executive Secretary, Hastings County Social Services
- Lynette Cummings, Ontario Disability Support Programs
- Dana Valentyne, Economic Development Officer, Town of Deseronto
- Lori Brooks, Job Information Clerk, the County of Hastings
- Frances Smith, CEO Deseronto Public Library
- Susan Stolarchuk, Administrator, Deseronto Transit
Project Phase

- **Indicators of success**
  1. 40 OW or ODSP clients employed for 13 weeks
  2. A sustainable service after March 31, 2008

- **Achievements of initial goals at Dec 2007**
  1. 70 job placements – 30 clients no longer needing social assistance
  2. The Town of Deseronto agreed to support the service for another year
Officially Launched Aug 1, 2008

- First year (2007) open to only riders that fit within the mandate of seed funding

- Service now open to all members of the public
SUSTAINABILITY
Funding Sources

- Municipalities - The Town of Deseronto
- Gas Tax Funds (eligibility requirements)
- Bus Fare Revenue
- Advertising Revenue
- Charter Revenue
- Agencies concerned with low income families – United Way, Social Services (Hastings County, PELASS)
- Mutually beneficial partnerships/support
How does the Gas Tax Fund Work?

- You must be eligible – supported by a municipality with an annual commitment (specific wording requirements)
- Attainable allocation is based on a formula (weighted)
  - population + ridership + municipal contribution + revenue = attainable allocation
  - Maximum allocation received is 75% of all revenue put back into the service (minus the gas tax fund dollars)
Example:

- Based on the Gas Tax Formula our attainable allocation is $183,854 in Provincial Gas Tax Funding.

- Our actual received allocation is $156,581.

- In the prior year we put back into the transit service in total revenue from all sources (except gas tax funds) $208,775.

  \[ $208,775 \times 75\% = 156,581 \]

- In order to receive our maximum allocated funding in gas tax funds we would need to contribute a total of $245,139 in revenue.
Gas Tax Allocation

- Funds used in the prior year for operations that are used to calculate your allocation
  - Bus Fare
  - Advertising Revenue
  - Charter Revenue
  - Sale of Assets
  - Municipal Support
  - Fund raising $
  - Other supporting agencies

- Funds used in the prior year for operations that cannot be used in the calculation
  - Gas Tax Funds used
Deseronto Transit Gas Tax Allocations

Provincial Gas Tax Funding

Year: 2009-2014

- 2009: $18,500
- 2010: $17,500
- 2011: $17,500
- 2012: $105,575
- 2013: $133,991
- 2014: $156,581
Town of Deseronto Municipal Support

Municipal Town of Deseronto Contribution in Dollars Over the Years

<table>
<thead>
<tr>
<th>Year</th>
<th>Contribution</th>
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<tbody>
<tr>
<td>2009</td>
<td>$55,424</td>
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<tr>
<td>2010</td>
<td>$51,310</td>
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<tr>
<td>2011</td>
<td>$53,698</td>
</tr>
<tr>
<td>2012</td>
<td>$48,753</td>
</tr>
<tr>
<td>2013</td>
<td>$30,000</td>
</tr>
<tr>
<td>2014</td>
<td>$30,000</td>
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</table>

Percent Transit Department Subsidized by the Town of Deseronto

<table>
<thead>
<tr>
<th>Year</th>
<th>Subsidized (%)</th>
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</thead>
<tbody>
<tr>
<td>2009</td>
<td>29%</td>
</tr>
<tr>
<td>2010</td>
<td>25%</td>
</tr>
<tr>
<td>2011</td>
<td>25%</td>
</tr>
<tr>
<td>2012</td>
<td>18%</td>
</tr>
<tr>
<td>2013</td>
<td>13%</td>
</tr>
<tr>
<td>2014</td>
<td>9%</td>
</tr>
</tbody>
</table>
Municipal Contributors

- Municipal Contributions
  - The Town of Deseronto - $30,000
  - Greater Napanee - $1,000
  - Tyendinaga Township - $1,000

- Population
  - Town of Deseronto – 1,824
  - Greater Napanee – 15,511
  - Tyendinaga Township – 4,150
Other Contributors

• Hastings County
  ◦ Application through the Child Benefit Reinvestment Fund

• United Way
  ◦ Application directed through Community Care for South Hastings
Partnership with PELASS

- Purchases a guaranteed number of bus passes - $25,200
  - Provides route for addiction treatment, saves PELASS a significant amount in taxi fares

- Deseronto Transit increases the number of routes between Picton/Bloomfield and Belleville
  - Covers Deseronto Transit operating cost of one route
  - Allows for increased ridership
    - More bus fare revenue
    - Increased ridership
    - Increased gas tax funds
    - Allows the general public more frequent and viable transit routes
Ridership Out of Prince Edward County – Before and After Partnership

- 2% in 2008
- 10% in 2009
- 30% in the full year of 2010

Six months after the partnership was formed
Looking to Expand Partnerships

- Currently working with groups in Prince Edward County to look at ways to address transportation gaps in their community.
- One area that can be implemented with little or no cost to us is to provide intra-city transit within the county.
PARTNERSHIPS
Your Target Market

- Each community is different
- Identify the needs
- Have a clear focus

Example

- The Trout
  - Appx. 70% - older adults 55+
- Deseronto Transit
  - Appx. 35% - employment; 27% education
Who Cares?

- Steering Committee
  - Key Stakeholders
  - Identify service gaps
- Ask the questions
  - Where are agencies spending large amounts of money on transportation?
  - Can we fill that gap?
  - Who is willing to pay for it?
- Networking
  - Agencies – various agencies spend lots of money on transportation for their clients that they could be giving to you
Municipalities

- Many times municipalities, especially small towns are reluctant to get on board because of the high cost to run the service
- Must foster a collaborative approach to show that it can be done with small amounts from everyone
Reasons for Riding

Reasons for Riding - 4th Quarter 2013

- Work: 35%
- Education: 27%
- Medical/Appts: 13%
- Shopping: 11%
- Visiting/Rec/Travel: 5%
- Other: 10%

Deseronto Transit
Ridership

Deseronto Transit Ridership 2007 - 2013

- 2007: 3,157
- 2008: 8,452
- 2009: 7,157
- 2010: 8,832
- 2011: 10,807
- 2012: 12,798
- 2013: 14,275

DESERONTO Transit
What our riders have to say

- Out of 47 respondents:
  - 11% - obtain employment
  - 23% - remain employed
  - 94% - improved their access to vital services
  - 89% - improved quality of life
  - 81% - more disposable income
"Before I got my driver's license, DTS enabled me to return to work shortly after my husband was out of work.

For the 1 1/2 years that followed, DTS enabled me to provide income for my family of four. Even once I had gotten a driver's license, I still used DTS regularly to save money on gas and to allow my husband use of our vehicle to transport the children (e.g. to and from school in the winter) and to help his job searching. Thank You DTS."
Survey Comment Section

"I was a shut in and now I can go out, thank you"

"I am very happy, the reason is because I can attend Dr. Appointment, shopping etc., and save money. The driver are very friendly, respectful. I feel very safe driving with them."

"You should run on weekends, a lot of us have to work on weekends and get Mon, Tue, Wed off"
Still a Need for Increased Service

- Increased Service - Routes
  - More employment options
  - Increased Ridership
  - Increased Bus Fare Revenue
  - Increased Gas Tax Funds
  - Less dependant on social services
  - Greater Sustainability
Our strengths

Deseronto Transit’s success to date can be attributed to it’s many partnerships working together for a common goal.

Deseronto Transit is guided by a Steering Committee comprised of professionals who represent organizations concerned with and who work to assist low income individuals, seniors and the disabled.

Partnering organizations

[Logos of partnering organizations]
Our Mission

- to enhance quality of life for all
- provide affordable transportation
- reduce the barriers to employment
- provide accessible transportation
- provide transportation for education
- create an open door for young and old.
Questions?

Deseronto Transit Contact information
Susan Stolarchuk
Administrator
48A Brant St.,
Deseronto, ON K0K 1X0
Phone: 613-396-4008
Email: transit@deseronto.ca
Website: www.deseronto.ca

Edgar Tumak
Chairperson of Deseronto Transit,
Deseronto Town Councillor
Phone: 613-396-2440
Email: tumson@sympatico.ca
Website: www.deseronto.ca