The development of a Transit Ridership Growth Plan and Asset Management Plan is a requirement for receiving provincial gas tax funding from the Ministry of Transportation. The report gives a general overview of transit services, as well as how transit will respond to the expected growth of the town and the needs of the community. The attached report incorporates and references previously approved policies, studies and plans that ensure that the Town of Milton is developed as a transit-oriented community. This report is being submitted to the Ministry of Transportation as an interim report until such time as Milton Transit develops specific service standards and targets for service delivery that will provide guidance for improving ridership growth over the next five to ten years.
REPORT

Background

In October 2004, the Provincial Government announced its intention to invest in public transit in the Province of Ontario. As part of this process, each municipality that receives funding for public transit is required to report on the progress of their transit system to the Ministry.

In August 2004, the Town of Milton adopted the recommendations of the North Halton Transit Strategy (COMS-001-04) and implemented a fixed route transit service that was further expanded in September 2005. To prepare for the anticipated municipal growth and the expansion of transit to meet the growing needs of the community, the Town has also prepared and recently Council approved the Transit-Oriented Development Policy Review (PD-017-06).

These supplemental documents will be submitted as part of the report for the Ministry of Transportation, however they have not been attached to this report for Council as they have been previously circulated.

Financial Impact

This report must be submitted from the Town of Milton in order to be eligible to receive the designated Gas Tax funding from the Ministry of Transportation. The Dedicated Gas Tax Allocation for the Town of Milton was $154,255 in 2005 and is $230,341 for 2006.
Respectfully submitted,

Jennifer Reynolds
Director, Community Services

If you have any questions on the content of this report, please contact: Charlene Sharpe, 905-878-7252 ext 2548

Attachments: Transit Ridership Growth Plan and Asset Management Plan for the Town of Milton

CAO Approval: ____________________________
Transit Ridership Growth Plan
And
Asset Management Plan
For the
Town of Milton

Milton Transit
Community Services Department
Town of Milton
May 1, 2006
Preamble

Milton Transit is currently in a transition period. The Town of Milton has experienced substantial growth since 2001 and the transit system has just commenced year two of conventional service delivery and is in the process of assessing the specialized transit service. The Town is also in the process of developing and adopting various strategies and plans in order to support and grow ridership; therefore this report is being presented as an interim document.

Over the next two years, the Town will be developing a strategic direction through Destiny Milton 2, will be implementing and developing further policies with respect to the Transit-Oriented Development Policy and will be developing engineering and service standards that are transit specific to support transit ridership growth. These future documents will set specific targets that will include how Milton Transit will work towards these targets in order to ensure that the service is a more viable transportation option for the community. In the interim, this document outlines what the Town will be reviewing and implementing over the next two years.

Introduction

The Town of Milton, established in 1857, is a municipality located on the west side of the Greater Toronto Area within the Region of Halton. The total landmass of the Town is 366 square kilometers. The current population of Milton is 60,000 residents.

Milton is in an ideal location on the Western edge of the Greater Toronto Area, with easy access to every major type of transportation, which encourages both economic and residential growth. The two national railway systems – CP and CN – both run directly through the Town with an intermodal rail freight terminal allowing the transfer of freight to and from rail and trucks. Milton is the central hub of the 400 series highways (the 401, the 407, the 403, the 427 and the QEW) with the town strategically located west of Toronto and Mississauga, and north of Oakville and Burlington. Milton is located 20 minutes from the Pearson International Airport via the 401 highway, 30 minutes from the Hamilton International Airport and 20 minutes from the Burlington Airpark giving it both commercial and private air access.

Since 2001, the population has increased from 32,000 to 60,000 residents. The Town did not experience much growth until 2001, when the infrastructure was enhanced for a higher capacity for water and waste water services. The Official Plan for the Town of Milton sets out the land use arrangement, over the entire municipality, at a broad policy level. It also expresses the goals and objectives of Milton’s Town Council. Since the approval of the 1997 Official Plan, a number of new secondary plans have been approved as amendments to the Official Plan document. The following secondary plans have been approved and adopted:
• OPA #3 – Bristol Survey Secondary Plan (Residential)
• OPA #4 – Central Business District Secondary Plan
• OPA #7 – 401 Industrial / Business Park Secondary Plan

Another secondary plan has been approved at the Town level and is pending approval on the decision of one appeal. This plan, OPA #15, is the Sherwood Survey Secondary Plan and is mainly a residential plan.

In the 2001 Canada Census, Milton was depicted as follows:

- Population – 31,471 (Age 0 to 19 = 8,315; 20 to 64 = 19,845; 65+ = 3,310)
- Immigrants – 4,950 (of which 3,215 did not speak English)
- Unemployment rate – 3.5%

At year-end 2005, Milton’s population reached 60,000, exceeding the projections of the Region of Halton as shown in the Best Planning Estimates report of June 2003 (see Resource 3). The Town of Milton has been issuing approximately 2,000 residential development permits per year since 2001 (see Resource 4), giving the town an estimated growth of approximately 6,000 residents per year.

**Current Transit Services**

The Town of Milton currently provides both conventional and specialized services. At the present time, both transportation services are being contracted through public and private service providers using both buses and taxis. All vehicle maintenance, dispatching of service and human resource responsibilities are part of the contract services.

**Conventional Services**

Milton offers a regular conventional transit service that is made up of five fixed routes within the urban core. Milton has had a conventional bus service since the early 1980s in various capacities. In the 1980s and 1990s, a fixed route service with two routes was provided through two forty-foot Orion buses. Due to budget pressures and lack of MOT funding, the Town moved to Dial-a-Bus system. In 2004, contracted fixed-route service was introduced with three fixed routes as a result of resident input and recommendations from the North Halton Transit Strategy Study (see Resource 1). The fixed route service is expected to better meet the travel demands of this growing community.

The conventional transit service is being offered through contracted services with Oakville Transit. This contracted service was launched in August 2004 with the initial service introduced as three fixed routes. The service was increased to five fixed routes in September 2005. The current contract with Oakville Transit is based on an hourly rate charge with the current routings calculated as 67.68 hours per day of both driving and non-driving time. Rates charged per hour are fixed excluding the hourly rate of the bus.
operators and is subject to fluctuations in fuel charges. The current contract rate is $65.34 per hour with an increase as of May 15, 2006, to $65.80 per hour. This increase will result in a contract cost of $1,162,281 with an overall operating cost of $1,312,382 for conventional services in the 2006 fiscal year. Milton has a contract with Oakville that has an automatic annual extension unless either party gives 90 days notice of termination.

The buses run regular schedules from 6 a.m. to 8:30 p.m, Monday through Friday. The frequency of the service is approximately every 20 minutes during peak and every 30 minutes during off-peak. This service is provided with four 23 foot buses that have a capacity of 21 seated passengers. The vehicles currently being used do not provide low-floor accessible service.

Each route is designed to be completed within a 30 minute time frame with various lengths of layover in order to accommodate transfer times. The number of trips per Route is as follows:

<table>
<thead>
<tr>
<th>Route</th>
<th>Number of Full Route Trips</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>29</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>11</td>
<td>This route is interlined with Route 4 and provides service only during the off-peak periods</td>
</tr>
</tbody>
</table>

The total kilometers travelled per day for coverage of the 5 routes is 1,725 km

The conventional service is offered on weekdays with transfers between all routes at the Milton GO station. Fares are $2.00 per person and children under six years of age ride free. Tickets are available for purchase as follows: Children/students, 6 - 18 years, 10 for $14.00; Adult, 10 for $17.50; Seniors (65+), 10 for $12.00; CNIB Cardholders ride for free. Fares for valid GO pass holders pay 50 cents per Milton Transit trip.
Ridership for conventional services:

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Ridership</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>71,502</td>
<td>Two new routes implemented effective September 6, 2005 1,725 km per service day</td>
</tr>
<tr>
<td>2004</td>
<td>9,322</td>
<td>Dial-A-Bus ridership to August 2004</td>
</tr>
<tr>
<td></td>
<td>31,056</td>
<td>New Conventional Service implemented as of August 2004 1,319 km per service day</td>
</tr>
<tr>
<td></td>
<td><strong>40,378</strong></td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td>13,074</td>
<td>Dial-A-Bus Service Milton GO Feeder Service</td>
</tr>
<tr>
<td></td>
<td>9,618</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>22,692</strong></td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td>14,125</td>
<td>Dial-A-Bus Service Milton GO Feeder Service</td>
</tr>
<tr>
<td></td>
<td>8,146</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>22,271</strong></td>
<td></td>
</tr>
<tr>
<td>2001</td>
<td>12,037</td>
<td>Dial-A-Bus Service Milton GO Feeder Service</td>
</tr>
<tr>
<td></td>
<td>8,669</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>20,706</strong></td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>3,040</td>
<td>Dial-A-Bus – 4 months of service</td>
</tr>
<tr>
<td></td>
<td>4,509</td>
<td>GO Feeder – 7 months of service</td>
</tr>
<tr>
<td></td>
<td><strong>7,549</strong></td>
<td></td>
</tr>
</tbody>
</table>

The central hub of the current routings for Milton Transit is the GO Station. There is currently both bus and train service being offered by GO Transit from this location with the trains running only during peak periods Monday through Friday. Milton Transit provides a transfer rate of 47% of our net ridership to and from GO services at this central location. Other trip generators within the urban core include high school student transportation (27%), hospital and medical appointments (4%), shopping (7%), recreation (3%) and work within the town core (8%).

An official study of the modal split within the Town of Milton was conducted in 1996, which was initiated by the Region of Halton. At that time, it was determined that the modal split for Milton Transit was 1%. Since that time, traffic counts on municipally owned roadways indicate that the modal split remains at approximately 1%. It is recognized that this modal split is not very high and is a remnant of a culture where people are used to personal vehicles providing the main source of transportation.
**Accessible Transit Services**

The Town of Milton provides an accessible transportation service to residents within the urban and rural boundaries of Milton. This service is provided to residents who meet eligibility criteria that are set by the Town. Two local transportation resources are currently providing the accessible service through service contracts with the Town of Milton. These external organizations provide the vehicles, maintenance and bookings of the service.

The accessible transportation services for Milton are being provided through two transportation organizations - Laidlaw and Milton Taxi. Laidlaw provides weekday wheelchair and non-wheelchair accessible service using a twenty-foot wheelchair accessible bus that is able to transport up to four wheelchairs. Milton Taxi provides out of town non-wheelchair service for medical appointments and in-town non-wheelchair services on Saturdays. All users must be approved and registered in the Milton Transit Accessible Transportation program.

The contract for service with Laidlaw is currently on a month-to-month basis and is part of a service review that will be conducted in the next couple of months. The results of this review will be incorporated in the final report submitted to the Ministry of Transportation.

In town accessible service is provided Monday through Friday between 7:30am and 5:30pm and Saturdays between 9:00am and 5:00pm, excluding holidays. Out of town service, for medical appointments only, is provided Monday through Friday between 7:00am and 6:00pm and Saturdays between 9:00am and 5:00pm, excluding holidays.

Registered users call the service provider directly to request transportation. Customers do not require advanced bookings, however this service allows for bookings made up to seven days in advance. This service, for the most part, is on a first come first served basis, with medical appointments having priority over all other types of trips.

Unscheduled stopovers are not permitted on route to the destination booked with the service provider. Door to door service is provided to Accessible Transit users, however, vehicle operators providing the service are not permitted to enter a home or apartment building.

The service provider will wait five (5) minutes at the requested pick-up location. If the client does not appear within the five-minute time frame, the service call is considered a no-show and the return trip is cancelled where required. This five-minute time frame is considered a minimum.

Fare rates are based on the destination. The majority of trips remain within the urban core and are at a cost of $2 - $5, with the majority costing $2. A small portion of the trips are for out of town appointments and cost up to $20. Out of town appointments are limited to the outlying areas of Mississauga, Toronto, Oakville and Hamilton.
Residents are required to submit an application requesting consideration of acceptance as an accessible transportation registered user. The criteria used for determining eligibility for accessible transportation service includes the following:

- applicants must be a resident of Milton
- applicants must meet the criteria of being physically unable to climb or descend steps into a conventional bus
- applicants must be unable to walk a distance of 175 meters

A qualified health care professional must certify that the applicant meets the physical limitations as stated in the eligibility criteria. Applicants are then registered and supplied with a registration card. The registration number is used for verification of enrolment by the service providers and for tracking purposes.

### Ridership

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Trips</th>
<th>Out of Town Trips Only per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>5,771</td>
<td>36</td>
</tr>
<tr>
<td>2004</td>
<td>5,693</td>
<td>38</td>
</tr>
<tr>
<td>2003</td>
<td>10,627</td>
<td>47</td>
</tr>
<tr>
<td>2002</td>
<td>11,278</td>
<td>31</td>
</tr>
<tr>
<td>2001</td>
<td>Data not available</td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>7,721</td>
<td>22</td>
</tr>
<tr>
<td>1999</td>
<td>10,176</td>
<td>4</td>
</tr>
<tr>
<td>1998</td>
<td>10,050</td>
<td>54</td>
</tr>
<tr>
<td>1997</td>
<td>10,460</td>
<td>54</td>
</tr>
</tbody>
</table>

The accessible transit services offered by the Town of Milton are used primarily for medical appointments for both in and out of town trips. The service is also used for shopping and social activities.
**Future Milton**

**Official Plan**

The Official Plan for the Town of Milton was approved in December 1997. As part of the Official Plan, the Town has made a commitment to ensure that public transit be provided to the residents and that it also be integrated into the planning of future growth of the community (see Resource 6) “To ensure the proper integration of Secondary Mixed Use Nodes as shown on schedule "B" and in accordance with the policies of Section 3.6 of this Plan with surrounding neighbourhoods, Secondary Plans for all new development within the Urban Expansion Area shall include pedestrian walkways, bicycle paths and transit routes, and shall address the protection of the physical character of these neighbourhoods through urban design”. Population forecasts for Milton were projected as being a minimum of 85,000 by 2011 in the Official Plan (1997).

Also as part of the Official Plan, the Town of Milton expanded the boundaries known as the urban core. As discussed earlier, some of these were identified as amendments to the official plan. Attached is a map that illustrates the degree of expansion that will take place over the next 5 years (Appendix A). Phase 1 residential – Bristol Survey, is more than fifty-percent complete with over ninety-percent of the applications received for development. Sherwood Survey, Phase 2 residential, has had over sixty-percent of the applications received. Phase 3 residential has not had any activity.

**Industrial Land Use for Economic Development**

The land zoned for economic development use has been expanding very quickly. The Town of Milton is very active in seeking sound employment and has exceeded or maintained the fifty-one percent employment to population ratio. The land use area within the urban core that is identified as the 401 Industrial/Business Park Phase 1, has most of the land sold with applications received for development of the majority of the lands. The Town has expanded the urban core to the East to incorporate a second industrial/business park area referred to as the 401 Industrial/Business Park Phase 2. This area will develop in conjunction with the development of the James Snow Parkway. This four-lane road will give Milton a direct link to the 401 Highway from the east end of the urban core.

The Town of Milton has an Economic Development Office that is very active in seeking sustainable employment growth. As one of the fastest growing communities in the GTA, Milton is well positioned for substantial economic growth. The Town offers available, affordable and fully serviced land, low taxes and competitive costs, all within a desirable, thriving community. Milton's industrial/commercial growth in 2005 exceeded one million square feet, after setting a record in 2004, with over 1.4 million square feet of new construction. This growth has come in manufacturing, warehousing, transportation, office space, a new hotel and extensive new retail developments. Milton's residential growth brings many advantages to companies relocating such as an available educated and skilled workforce as well as available housing for employees.
In addition to industrial/commercial relocations to Milton, the community's existing businesses are thriving and expanding. Among the 2006 projects in planning stages is a new project offering office/manufacturing/warehousing space to accommodate growing local businesses and the influx of smaller companies to the area. Other 2006 developments will address the needs of major warehousing and logistics companies, with multi-building business parks being planned.

As these Industrial/Business Park locations develop, Milton Transit will expand to meet the transportation needs of these potential customers. It is planned that as new areas open within the town urban expansion area, transit service will be provided to serve both new residents and employment locations. This expansion of service will be done in conjunction with adequate street construction and approved increased funding.

**Population Growth**

In 2003, the Region of Halton felt that the May 2000 publication for population estimates required updating due to various factors such as the Milton urban expansion rate that was not captured in the 2001 Census. Estimates were revised in the report called the Best Planning Estimates of Population, Occupied Dwelling Units and Employment, 2002 – 2021, Region of Halton (See Resource 3). As per the Report, Milton will have an average of 3 persons per dwelling unit per year, giving a possible expansion rate of 6,000 residents per year at the current building permit growth rate. With this rate of growth, Town officials are estimating the population of Milton to be a minimum of 135,000 by the year 2021, exceeding the Best Planning Estimates by 29,000 residents.

According to this report, Milton is projected to contribute half of the annual population growth in the Region of Halton between 2002 and 2008. Although it is projecting that Oakville will contribute half of the annual growth between 2008 and 2016, Milton’s infrastructure for water and waste water capacity, which is slated for expansion to be completed by 2011, will allow for triple the growth rate over what it has been experiencing since 2001. This study also shows that Milton will have a stronger growth profile than other municipalities in the Halton Region due to the largest amount of urban land available.

This Regional report also contains employment data and forecasts. The Best Planning Estimates report is estimating that the employment-to-population ratio will be approximately 51 jobs per 100 residents for the Region with employment increasing by 63 percent by 2021. Milton is expected to, at a minimum, maintain this employment-to-population ratio of 51 percent.

The following data has been extracted from the Best Planning Estimates report to demonstrate the population growth rate expected for the Town of Milton:
Based on the above statistics, the Best Planning Estimates is predicting a growth rate range of 10.7% over the previous year in 2005 (based on population of 53,200) to 2.2% over the previous year in 2021 (essentially doubling the population from 2005 to 2021). The town estimates rate is 10% over the previous year in 2005, based on a population of 60,000, to 4.4% over the previous year in 2021, based on an expected total population of 135,000 (more than doubling the population over the same span of 16 years).

Statistics Canada Census for 2001 indicated an age percentage distribution for both sexes as 26.4% (ages 0-19), 63.1% (ages 20-64), and 10.5% (ages 65+). Communities that experience low to moderate growth rates tend to see an increase in the age percentage for the sixty-five plus age group - the senior population.

Taking into consideration the number of new housing starts expected over the next 10 – 15 years in Milton that will attract young families, it is expected that the age group percentage distribution will remain constant. Milton will have a relatively young population in comparison to other communities in the province. This age distribution will serve as a guide in developing route planning for school aged children (27% of current trip generators) and commuters (47% of current trip generators).
It is anticipated that as the Town of Milton develops its urban core, the transit service will expand to meet the growing demands of the expanding population. In order to guide Milton Transit in this process, the Town of Milton has invested in two transit related studies in the past three years that have been approved by Council. These studies, the North Halton Transit Strategy and the Transit-Oriented Development Policy review, will provide guidance to the Town administration to ensure that the infrastructure is in place to support a transit friendly community.

The North Halton Transit Strategy was conducted in conjunction with the Region of Halton and the Town of Halton Hills. This report (attached as Appendix B) provides guidance in implementing and investing in a full transit system, which was adopted in principle and put into place in August 2004. The report recommended options to provide assets. As an interim measure, it was felt that experienced service providers with established supporting departments would benefit the Town during the implementation stage. This would allow the Town to put various measures in place in order to support and implement the North Halton Transit Strategy. As previously indicated, Oakville Transit has been providing the conventional service, and Laidlaw and Milton Taxi have been providing the accessible service. All of the contracts are considered short-term as the Town is currently preparing a more detailed report to Council regarding the capital growth possibilities. More details regarding this report is provided under the Asset Management Plan section.

**Transit-Oriented Development Policy**

The Transit-Oriented Development Policy review (attached as Appendix C), as presented and approved by Council in February 2006, is a document that has a vision for land use planning and development for Milton that incorporates the provincial policy statement, the Greenbelt Plan 2005 and the Places to Grow Act. The planning policies, as adopted by Council, are as follows:

- ensure transit-supportive land uses;
- increase density around transit stations;
- create pedestrian-oriented design;
- make the station area a “place”;
- and manage parking, bus and vehicular traffic.

The Town has transit-oriented established policies through the Official Plan; this new study goes further by providing guidance in working with developers to ensure that the appropriate densities are in the proper markets and that the community grows in a transit supportive manner.

Also identified in this study under section 3.4 and section 6 are the node and corridor priorities and policies. These priorities and policies will be incorporated into the Official Plan as well as other documents such as the Transit Standards and the Engineering Standards.
Ridership Growth – Conventional Transit Services

As the Town continues to invest in public transit, it is projected that the modal split will increase to 5% over the next ten years. The new system to date has provided peak transportation for over 30,000 commuter rides. This is a positive contribution to the environment and has contributed towards a reduction in traffic congestion in our growing community.

As discussed earlier, Milton Transit expanded the conventional service from three fixed routes to five fixed routes in order to meet the growing needs of the community. To coincide with the introduction of service, the town invested in a transit analysis study that was awarded to iTrans Consulting. The scope of the project was to encompass the following: to develop a marketing implementation plan for the roll-out of the new fixed route service in September 2004; conduct a peer and literature review in order to determine how Milton Transit compares after one year of service and to establish expectations for the future; develop issues papers for decision points in areas such as policy framework – including the development of a vision and mission statement as well as developing performance measures and targets; and undertake and analyze survey information after the first year in order to obtain a snapshot of public opinion, ridership information and obtain a general overview of the demographics of passengers. Information from this study is being analyzed and will be implemented in conjunction with the recommendations from the North Halton Transit Study to ensure that appropriate service standards and the objectives of the service are being met.

The Town also formed a Transit Advisory Committee that is composed of two members of council, two members of the community and staff support. The committee role is to report to Town Council on matters concerning public transit within the urban areas of the Town of Milton:

- To receive written communications from interested parties on Conventional and Accessible Transportation Service needs from Council, Standing Committees of Council and the public.
- To receive delegations as needed in order to study and develop recommendations regarding transit policies in the Town of Milton.
- To recommend appropriate action to Town Council.

The committee responsibilities include: review fare policy, service hours (including days of operation), operating policies and transit routes; study and recommend action to improve the accessibility of passengers to get to and from the bus stops (this may include additional shelters, benches, improvements in bus stop areas, walkways to transit routes, concrete boarding and alighting areas, curb cuts etc.); review and recommend changes to various educational marketing and promotion strategies; provide a forum in which to receive and evaluate passenger concerns and expectations; review financial reports and performance indicator information and provide recommendations as required; and advise Council with respect to public transit in Milton, including relationship with other transit providers (i.e. GO transit).
In October 2005, a full-time position was created for a Transit Coordinator. This position is responsible for managing the administration of both transit services for the Town of Milton as well as being a liaison with other Transit properties and various levels of government with respect to transit issues. Prior to the creation of this position, a full-time employee within the Town dedicated one day per week to the Transit service.

Milton Transit is in the process of developing service standards and engineering standards. The service standards will set the criteria for managing the performance of our existing routes, provide guidelines for planning new routes and services, and will set the criteria for determining the priorities for new services. The three studies that were provided by Entra and iTrans are a good framework and will assist in establishing realistic performance targets.

The engineering standards that are being developed for the conventional service are to ensure that the Town is transit friendly, that it is safe for all users, that accessibility issues are being considered, that it will encourage ridership, that there are consistent specifications and criteria for bus stops and bus shelters and that it is pedestrian friendly. These standards will be implemented in the new areas within the urban core and will transform over time on existing routes. As part of these engineering standards, bus stop and shelter locations will be reviewed in order to improve convenience for the ridership. Technical standards have been developed for shelter specifications and bus stop pad specifications, however the service standards for shelter location criteria and implementation of the technical standards will be developed and incorporated into the final report.

The Town currently has approximately 100 bus stop locations and fourteen shelters. The new contract with the bus shelter advertising company, which expires at the end of 2010, allows for a minimum of two new shelters per year. The current year capital budget also allows for non-advertising shelters to be built that meet the placement criteria, but are not in an appealing advertising location.

Since the service was introduced in August 2004, the municipality has implemented various strategies to increase ridership. The adoption of the Transit-Oriented Development Policy by Council will ensure that as the town increases in population and size, it will develop in a manner that is conducive to transit expansion. In September 2005, the Town responded to the growth in the Phase 1 Residential urban expansion and the Phase 1 Industrial/Business expansion by introducing two new routes that service these areas. The introduction of this new service assisted in producing a growth in ridership of over 77% from 2004 to 2005.

Another criteria that is reviewed on a regular basis is the ability to provide a reliable service. Schedule adherence is reviewed on a regular basis and meeting time points for transfers to GO Transit is a priority during peak. Service that is on time and provides a good schedule is a priority of the transit service of Milton.
Marketing of our product and customer appreciation has been another priority of the service. As previously stated, Milton Transit invested in a service provider to develop a marketing strategy for the implementation of the new service. Various promotions are continuously being developed including customer appreciation week – a week of free transit to celebrate the anniversary of the service; free shopping days in December – to assist those that need to do their Christmas shopping; and 2-for-1 March Break – two fares for the price of one to encourage students to use transit. The Transit Advisory Committee has also discussed developing a logo through a student contest. This is currently being explored to assist in developing a community identity.

Milton Transit currently has information available to the public through the local website. The site contains general information about the services, has printable route maps, route schedules and bus stop locations. As the service expands, the website will be expanded to provide more detailed information as well as integration with other services within the town such as trails, park and rides and GO Transit. A more detailed website development will be incorporated in the next 5 - 10 years as these services are incorporated with future town development.

Another area of development that Milton Transit will be reviewing is a fare policy. Currently Milton Transit has only cash and tickets as a way of paying fares. Monthly passes and inclusion in the Smart Card program are areas that will be explored in the near future.

As the service expands, Milton Transit will have the opportunity to play an integral role in the community. The Town currently does not have sufficient internal transportation to handle a large-scale emergency situation such as an evacuation. Various external contract companies can be used for such events; however, the timing and commitment can be unreliable when depending on external providers. Transit buses can provide transportation and temporary shelter during emergency situations. It is important to show that transit can be an integral part of the community above and beyond providing basic transportation services.

**Ridership Growth – Specialized Transit**

On December 19, 2005, Town Council directed staff to assess options for providing accessible transportation services to the residents of Milton. This assessment includes evaluating current levels of service being provided by various services and agencies within the town boundaries.

The current services provided by the Town of Milton are not being used to capacity. In January 2006, the Town of Milton issued two licenses for accessible taxi service. This service will provide another transportation option to the residents. Through considering a combination of service delivery options, it is anticipated that residents of Milton can enjoy a wider expansion of service that is more cost effective.
According to Statistics Canada, the statistical analysis as done in 2001 regarding persons with disabilities shows that 8.5 percent of Canadians have a physical disability. Milton Accessible Transit currently has 334 registered users, representing less than one percent of the population of Milton. This registration number is a slight increase in clients over the year with 2002 seeing 292 registrations. Based on this number and the rate of growth for the town of Milton, the client base will increase substantially over the next 10 years. In order to meet these demands, Milton Transit is reviewing the following:

- Current service delivery methods and ways of improving current level of service
- Role of accessible taxis in the Town of Milton
- Not-for-profit and external service providers for accessible transportation
- Partnerships with other neighbouring municipalities
- Partnerships with other levels of government
- Providing accessible services through the conventional system

Through this review process, various service objectives will be set as targets such as:

- Increasing the capacity on the vehicles – current service provider is running the service with sometimes only one passenger at a time
- Improved scheduling and dispatching services – having clearly defined booking guidelines and timelines so that the service can be scheduled efficiently
- Pre-booking and multiple booking capabilities for clients – giving clients the flexibility of making arrangements for multiple appointments and personal commitments
- Flexibility for unscheduled stopovers – this will give passengers the option of making stops along the way allowing a cost savings by avoiding future round trips

Milton Transit will also be seeking public input through surveying the current users and getting feedback from community committees such as the Milton Accessibility Advisory Committee.

**Summary:** The following are various events and projects that are planned to assist in the ridership growth process:

<table>
<thead>
<tr>
<th>Timeline</th>
<th>What is to be done</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006 - 2010</td>
<td>Shelters – minimum of two advertising shelters per year to be installed (no cost) – all fully accessible</td>
<td>Built into contract</td>
</tr>
<tr>
<td></td>
<td>Shelters - a minimum of two non-advertising shelters to be installed in 2006 – all fully accessible</td>
<td>$14,000 assigned in 2006</td>
</tr>
<tr>
<td></td>
<td>Target of having 30% of the stops with shelters by 2016</td>
<td></td>
</tr>
<tr>
<td>Year Range</td>
<td>Description</td>
<td>Cost/Event</td>
</tr>
<tr>
<td>------------</td>
<td>-------------</td>
<td>------------</td>
</tr>
<tr>
<td>2006 - 2012</td>
<td>Website – full annual website review with ongoing updates and improvements. Future project (2012) is to develop a website that is interactive with such features as: trip bookings; trip mapping integration with trails and parks</td>
<td></td>
</tr>
<tr>
<td>Annually or as required 2006 - 2016</td>
<td>Public Surveys – the Town recently acquired survey software for website delivery. Surveys will be developed in order to receive feedback from both transit and non-transit users of both the conventional and specialized transit services and give an avenue for providing comments on-line for suggestions to improve service.</td>
<td>$1,000 - $1,500 per year</td>
</tr>
<tr>
<td>Annually or as required 2006 - 2016</td>
<td>Public Consultations – as changes to current routings or service expansion is being considered, it is important that we obtain feedback from the public on the proposed changes.</td>
<td>$1,200 per event</td>
</tr>
<tr>
<td>Annually and as special events occur</td>
<td>Promotions – promotional giveaways are purchased to help promote the service. In 2006, the Town is developing a new homebuyers guide and a special promotional item will be accompanying the document. The guide also contains information regarding Milton Transit. Milton Transit will team up with other Town events to ensure public exposure and promotional opportunities.</td>
<td>$2,000</td>
</tr>
<tr>
<td>Annually</td>
<td>Service and Routing Reviews – this annual process will ensure that routes that are running inefficiently will be assessed and changed in order to provide a more cost-effective and efficient service. Various performance measures will be used to evaluate the ridership growth and capacity.</td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td>Development of Engineering Standards – the development of engineering standards will ensure a consistent, safe and efficient service delivery.</td>
<td></td>
</tr>
<tr>
<td>Frequency</td>
<td>Description</td>
<td>Target</td>
</tr>
<tr>
<td>-----------</td>
<td>-------------</td>
<td>--------</td>
</tr>
<tr>
<td>Annually starting 2007 and continue to 2016</td>
<td>Implementation of Engineering Standards – bus stop pads, placement of bus stops in proper locations, etc., ensuring that all are fully accessible</td>
<td>to have all bus stops with proper pad design and fully accessible by 2016</td>
</tr>
<tr>
<td>2007 – and beyond</td>
<td>Benches – the Town currently has five advertising benches within the town and the shelter contract ensures that benches are in each shelter. The need for further benches is currently being assessed.</td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td>Branding Logo Development – to have an identifier that is developed and geared for the youth. This development will include a contest for students in Milton. This logo would be incorporated into such things as tickets, shelters, etc.</td>
<td>to have a logo that youth can identify with and see transit as a part of their daily lives.</td>
</tr>
<tr>
<td>Annually</td>
<td>Sponsorships – Milton Transit is continuously looking for opportunities to be part of the community. In 2006, we are donating a bus to the Milton Community Resource Centre for their open house and we have sponsored a bear in the Bears that Care Program that are given to children who have experienced trauma.</td>
<td>to provide community support on an annual basis.</td>
</tr>
<tr>
<td>Annually</td>
<td>Free Transit Promotions – At various times we are delivering free transit programs in order to promote the service. In 2006, we will host a zipper pull promotion, customer appreciation week, 2 for 1 student promotions and free Wednesdays in December for shopping. Similar promotions are planned each year.</td>
<td>to give an opportunity to residents that have not used transit before to try it for free.</td>
</tr>
</tbody>
</table>
Asset Management Plan

External resources currently provide all transit service, assets and maintenance of the assets for Milton Transit Services. The Town does not have transit assets. The service contracts are charged as an hourly rate or on a per trip basis, depending on the service provider.

The contract with Oakville Transit for the conventional services are currently at the rate of $65.34 per hour with 67.68 hours of weekday service being provided. The contract allows for fee adjustments for hourly wage increases and fuel cost fluctuations. We have received notification that the rate will be adjusted as of May 15, 2006 to $65.80 per hour due to recent contract negotiations. The current contract is open-ended with either party required to give 90 days notice of termination. Oakville Transit has indicated that they do not have the capacity for much more expansion beyond what they are currently providing. This would limit expanding service into the evenings and weekends as well as limiting the introduction of new routes.

The life expectancy of Oakville’s community buses provided to Milton has decreased due to their extensive use to provide services for both municipalities. As part of the contract with Oakville Transit, Milton has been paying non-revenue time of one hour per shift for transportation to and from Oakville, as well as ten minutes per shift for the report time as required by the collective agreement for the bus operators. With the service being provided 251 days per year, this non-revenue expense is as follows:

<table>
<thead>
<tr>
<th>Non-revenue item</th>
<th>Total time per day</th>
<th>Total time per year</th>
<th>Rate (as of May 15, 2006)</th>
<th>Total expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel time</td>
<td>9 hours</td>
<td>2,259 hours</td>
<td>$65.80</td>
<td>$148,642.20</td>
</tr>
<tr>
<td>Report time</td>
<td>1.53 hours</td>
<td>384 hours</td>
<td>$65.80</td>
<td>$25,267.20</td>
</tr>
</tbody>
</table>

These non-revenue expenses total $173,909.40 per year. For a contract that is anticipated to cost $1,162,281, this represents 15 percent of the total contract. This cost is also above and beyond the non-revenue costs that are currently budgeted at $150,000 on an annual basis.

Acquiring Assets

With Oakville’s limitations for expansion, the high cost of non-revenue time and the recommendations as approved by Council in the North Halton Transit Study, the Town of Milton is now considering acquiring buses and looking at other alternatives for providing the transit services in the Town for both Conventional and Specialized Transit.

As part of the budgeting process for Milton Transit and as stated in the Town of Milton 2006 Capital and Operating Budget, the capital commitments and forecasts for 2006 are identified as follows:
<table>
<thead>
<tr>
<th>Year</th>
<th>Capital Budget Identified</th>
<th>Capital Budget Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>$73,406</td>
<td>Purchase of non-advertising shelters and cost share shelters at Milton GO Station</td>
</tr>
<tr>
<td>2007</td>
<td>$359,438</td>
<td>Funding for the purchase of buses (type and function within existing system to be determined)</td>
</tr>
<tr>
<td>2008</td>
<td>$25,313</td>
<td>Transit Study – a study to review the status of existing services with recommendations for route/ expansion recommendations</td>
</tr>
<tr>
<td></td>
<td>$177,188</td>
<td>Purchase of buses (two community type buses or one community transit low floor vehicle)</td>
</tr>
<tr>
<td>2009</td>
<td>$359,438</td>
<td>Purchase of buses (four community type buses or two community type bus and one low floor)</td>
</tr>
<tr>
<td>2010</td>
<td>$91,125</td>
<td>Purchase of bus (one community type bus)</td>
</tr>
<tr>
<td>2011</td>
<td>$268,313</td>
<td>Purchase of buses (three community type buses or one community type bus and one low floor)</td>
</tr>
<tr>
<td>2012</td>
<td>$91,125</td>
<td>Purchase of bus (one community type bus)</td>
</tr>
<tr>
<td>2013</td>
<td>$177,188</td>
<td>Purchase of buses (two community type buses or one community transit low floor vehicle)</td>
</tr>
</tbody>
</table>

Funding for these buses has been identified through reserve funds, development charges, capital provisions and external funding (i.e. Gas Tax revenue).

The community type buses that are identified in the capital budget plan will be either accessible transit vehicles that are lift-equipped or community transit small vehicles that are lift-equipped. Buses suitable for a town the size of Milton range in price from $90,000 for a basic community bus to $300,000 for a 30-foot low floor accessible bus. The budget allows for the purchase of new buses rather than used buses. It has not been determined whether these buses will be purchased or leased. The advantage of purchasing new buses that are suitable for a town this size is the life cycle of the vehicles. Most community buses have a life cycle of approximately 8 – 10 years. If a used bus of this type were purchased, the life cycle would be substantially decreased therefore requiring a capital purchase in 3 – 5 years for replacement. Purchasing new vehicles is also conducive to the anticipated mode of vehicle maintenance that is anticipated as discussed later in this report.

The final identification of vehicles will be determined in the near future with the objective of providing a similar capacity to what is currently being used in the Town. This requirement may necessitate an increase in the above stated capital funding requests, or consideration given to leasing. The expansion of the fleet identified over the seven year period will assist in meeting the growth of the town and will provide accessible conventional services over time.
Although currently under review, it is anticipated that the Town will continue to contract out the delivery portion of the service. This is anticipated to include drivers, supervisors, dispatching and customer service. The Transit Coordinator will manage other areas such as schedule and service reviews for the Town of Milton.

Laidlaw Education Services provides the contracted services for accessible transportation in Milton. This service is charged as an hourly rate. The rates are dependent upon whether the bus is carrying passengers (driving and non-driving rates). These rates are currently at $53.58 for driving time and $41.77 for non-driving time. The contract is currently on a month-to-month basis. Laidlaw has traditionally increased their rates effective August 1 of each year based on fuel and salary increases. The previous increase was 3 percent.

Milton Taxi and Milton Rainbow Taxi provide out-of-town transportation as well as ambulatory transportation on Saturdays. These are currently the only two Taxi dispatch services in the Town and it has been a long-standing service that has been provided. The rates are on a per-trip basis and are dependent upon the distance traveled, therefore the companies invoice on a monthly basis providing signed receipts from the registered users.

In January 2006, the Town of Milton released two licenses for accessible taxi service. This service will provide another transportation option to the residents. The process for distributing the license has been slow as the license is being offered to each person, in order of seniority, on the taxi license waiting list. As of March 31, the licenses have not yet been issued.

The current accessible transportation services provided by the Town of Milton are not being used to capacity. We believe that this is due to the inefficiency of the current service. A report was presented to Council in December 2005, which recommended that staff explore options to improve the coordination of accessible transportation delivered in the Town. This was prompted by a new service introduced in the Town called North Halton Rides. This service is a pilot project that is funded by the Ministry of Health in order to provide accessible transportation services for adult day programs. There are other non-profit organizations within the town that currently provide accessible transportation, and with the introduction of accessible taxi licenses, it was thought that a coordinated effort would provide a better service to the citizens.

It should be noted that the North Halton Transit Strategy also recommended a review of the link between accessible service and conventional service. This includes the potential to improve conventional service fleet to serve accessible needs, thus reducing the need for a dedicated accessible service over time. It is anticipated that a decision will be made by June with respect to how the Town will deliver accessible services. The options range from continuing to contract out the service through various service providers as is done now, to purchasing accessible vehicles and have external service providers deliver the service.
Although all transit services are provided through contracts with external service providers, Milton has also budgeted for the investment of shared facilities for buses and operations fleet. Currently, the Operations Centre location that provides a facility for the town’s fleet is too small to meet the Town’s current and future needs. As approved in the 2004 capital budget, funding was identified as part of the process of finding a new location for the facilities and to provide room and basic service for transit buses. Town officials are currently in negotiations to obtain the appropriate land for this facility. The land allowance has been calculated for 40 buses, which will give the transit service expansion room that should take us beyond 2021. Although this yard will contain a maintenance facility, it is anticipated that only general maintenance will be performed on all vehicles with all other maintenance and repairs being provided through external contracted services.

With the rate of growth expected in the Town of Milton, it is anticipated that the demand for public transportation will only grow. In order to attract the economic base to support the town, it is important that Milton provide the necessary infrastructures to support the community including public transit. As new areas of the town are developed, town administration continues to work closely with developers to ensure that the subdivision plans have transit standards incorporated.

The Town of Milton is in the process of reviewing the strategic direction for town priorities. Destiny Milton 2 is a strategic planning process that is intended to identify what the priorities of the Town are with respect to quality of life and service delivery. The product will be a Strategic Plan, which will include a community vision and a series of goals, directions and initiatives. Once finalized, the Strategic Plan will help guide municipal decision making in the Town in both the short and longer term. As part of this process, a public statistically valid survey was conducted. Public transit and transportation options were one of the key factors identified in the survey process. Findings included the fact that residents believe that, among other services, the Town of Milton should be spending more on public transit and they also believe that the current level of service is insufficient. As this planning process unfolds, the Town will be looking for feedback on the five goals that have been developed thus far which include:

- A responsible, cost effective and accountable local government
- A safe, livable and healthy community
- A thriving natural environment that is a valued community asset to be protected, maintained and enjoyed
- Well managed growth, well planned spaces
- A robust, diverse and sustainable economy

Strategic directions have been developed that will assist in implementing the above identified strategic planning goals. A number of these directions have identified transit as one of the key factors in obtaining these goals. As the planning process continues, Milton Transit will look for further direction from the results of Destiny Milton 2.
In order to assess the above objectives of obtaining assets, the municipality will ensure that the Transit-Oriented Development Policy, as approved by Council, continues to provide proper guidance in the planning process for new development. Also as part of the evaluation of transit growth, transit will continue to evaluate and enhance the standards that are provided through the terms of reference in the Engineering Standards manual. Milton Transit will continue to work towards developing a policy framework that will include land use design guidelines, service standards and performance measures and goals. Another area of development that Milton Transit will be reviewing is a fare policy. Currently Milton Transit has only cash and tickets as a way of paying fares. Monthly passes and inclusion in the Smart Card program are areas that will be explored in the near future.
Appendices:

Appendix A: Town of Milton Phasing: Urban Expansion Area Map


Appendix C: Transit-Oriented Development Policy, Town of Milton, Entra Consultants, 2006
RESOURCES:


2. Transit-Oriented Development Policy, Town of Milton, Entra Consultants, 2006, (attached as Appendix C)


7. Town of Milton, Bristol Survey Planning District, Secondary Plan (Official Plan Amendment No. 3), September 1999.

8. Town of Milton, Central Business District Secondary Plan (Official Plan Amendment No. 4), Background Planning Study, November 1998


11. Town of Milton, 2006 Capital and Operating Budget

TOWN OF MILTON
Phasing:
Urban Expansion Area

Former Urban Area Boundary
Urban Expansion Area Boundary

EXISTING URBAN AREA

INDUSTRIAL/BUSINESS PARK PHASE 1

SHERWOOD SURVEY PHASE 2

BRISTOL SURVEY PHASE 1

PHASE 3

INDUSTRIAL/BUSINESS PARK PHASE 2