Brenda’s Story

My parents—who live in Vineland’s Heritage Village—can still drive, but they were relieved when the uLinc service was implemented because at their age (81 and 83) they know they'll eventually need to stop driving, and with the uLinc bus now available, they will be able to stay in Vineland instead of having to move to St. Catharines to access public transit. My youngest daughter and her baby were living in the Fenwick area and were quite isolated because they did not have access to a bus—they've now moved into my home because they can use the uLinc...
Complete Communities

- Health Services
- Culture
- Recreation & Parks
- Affordable Housing
- Walkability
- Employment
- Civic Engagement
- Quality Education
- Affordable Transportation
Affordable Transportation

Objectives of uLinc:

1. Providing mobility to members of the community
2. Facilitating economic development and support labour workforce development/accessibility
3. Supporting future plans for sustainable development and intensification, as outlined in the Town’s Official Plan
4. Contributing to a higher quality of life, including improved health and community participation rates
5. Supporting the introduction of the future GO train service in Lincoln
What Lincoln had to say about uLinc

Satisfaction survey conducted from July 16 - Aug. 17, 2018

Purpose:

• Customer satisfaction
  » Availability and reliability
  » Ease of use
  » Information availability
  » User experience
  » Safety/security

• Ridership analysis
  » Understand what encourages or discourages riders
  » Demographics
  » Ridership frequency
  » Purpose of use
  » Transportation types
What Lincoln had to say about uLinc

162 responses (riders and non-riders)

20% of respondents were 30 - 60 years old (majority), then 61+, followed by under 20 years of age

43% male respondents

54% female respondents
What Lincoln had to say about uLinc

Majority of people are using uLinc for:

- Local shopping
- Connecting to the GO bus
- Connecting with people
- Work
What Lincoln had to say about uLinc

Riders choose uLinc because:

- Connects to GO
- It’s an affordable option
- Safety (alternative to walking in areas without sidewalks)
- Environmentally friendly
- Don’t have access to a vehicle
What Lincoln had to say about uLinc

Most important areas of service as a uLinc rider:

- Availability
- Reliability
- Ease of use
What Lincoln had to say about uLinc

Overall satisfaction

- Availability: NEUTRAL
- Reliability: SATISFIED
- Ease of use: SATISFIED
- Information availability: SATISFIED
- User experience: SATISFIED
- Safety/security: SATISFIED

78% of respondents would recommend uLinc to others
Conclusions

Overall assessment of route times/schedules - greatest feedback to better service areas (North Vineland & Jordan), time of day adjustments

Assess if opportunity to better align GO/uLinc schedules

Ensure one-point of access for information about service disruption
Ridership

1,900 pickups
209 days of service
9 rides per day (average)

The majority of riders are women
Late morning, early afternoon highest ridership

39% adult riders
39% senior riders
22% youth riders

Fleming is the busiest stop

Popular stops per route
Route 1 - Eldeheim
Route 2 - Golden Horseshoe Estates
Route 3 - Foodland

Moving Lincoln
# Summer Service

<table>
<thead>
<tr>
<th>Overall:</th>
<th>Saturday:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>56</strong> total days of summer operation</td>
<td><strong>8</strong> total days of Saturday service</td>
</tr>
<tr>
<td>8 rides per day on average</td>
<td>66 total Saturday rides provided</td>
</tr>
<tr>
<td>24 rides in one day (maximum number of riders in a day)</td>
<td>13 Saturday rides in one day (maximum number of riders in a day)</td>
</tr>
<tr>
<td></td>
<td><strong>Route 3</strong> most used route on Saturday</td>
</tr>
</tbody>
</table>

**uLinc**

**Moving Lincoln**
Moving Lincoln
Transit is changing lives in Lincoln
Joan’s Story

I am writing to let the Town of Lincoln know how much I appreciate the uLinc bus service. I really think it is terrific. At this time I do not know how I would buy groceries as I do not have a car. I have been using the bus most weeks since it has been running. Going to No Frills with almost two hours shopping time is great as one can visit a number of stores within walking distance.
Dave’s Story

...I have often heard it said that “timing is everything” and that “the best time to buy a car is when you don’t need one”. The need for public transit is fast coming (if not already here) and the actual demand will only increase over time. More seniors are migrating to the town of Lincoln and as the median age increases, many of these residents will require transport to and from various health care, shopping and banking appointments...
Connie’s Story

...given them an opportunity to be independent and have mobility, something most people take for granted. I ride the uLinc 3 or more times a week. I am participating in community events and have met others who feel the same way I do while riding the uLinc. This bus definitely has a community feeling to it. People talk to each other, they aren’t staring at their phones. They are also staying within the Town of Lincoln and spending their money. This bus enables people to participate in our community now, it is inclusive to everyone...
uLinc
Moving Lincoln
Keep Lincoln Moving
Proposed 2019 Service
2019 uLinc Operations

Three areas to focus on:

- Extend service contract
- Establish a minimal rider fare
- Dedicated resource to manage transit
Extend Service

- Recommending extension current service contract for one-year (until December 2019)

- Supporting transitioning pilot to a permanent service to leverage Provincial Gas Tax Funding
  - Formula - 70% ridership & 30% population to max. of 75% of operating cost

- Important - Approval to extend service does not preclude Council’s ability to conduct a service review in the future & consider transit alternatives
  - I.e. changes at Niagara Region
  - Gas Tax

- 2019 net cost approx. $66,500 vs. 2017/18 pilot cost of approx. $143,000

(2019 net cost includes: operational service, bus stop signs, coordinator, promotions & advertising, contingency allowance (bus stop improvements, adjustments to routes))
Rider Fare

• Eligibility for Gas Tax Funding – must demonstrate cost recovery of some option
• Minimal to keep transit affordable for riders
  » Affordability is #1 reason that current riders use uLinc
• Implement fare in Jan. 2019
Transit Coordinator

- Dedicated resource to manage investment in transit:
  - Contract management
  - Identify/plan service delivery improvements (While overall satisfaction with uLinc, majority of feedback is to review routes/schedules)

- Develop long-term service recommendations mid-year 2019 for Council’s consideration

- Focus on alignment/integration with future intermunicipal transit
  - 2019 is target date for Niagara Region to implement intermunicipal transit in West Niagara

- Coordinate transit with TMP recommendations (AT & trails network)

- Focus on projecting transit needs related to:
  - Projected growth
  - Community assets
  - Roads infrastructure (sidewalks, bike lanes, crosswalks)

- Public education & promotions

- Portion of cost included in gas tax funding as part of operational costs
Summary

Demonstrated need for transit in Lincoln
Extending service results in receiving other government funding to reduce cost to Lincoln
Economic driver to our downtown business districts
Next Steps

Proceed with proposed service/operation recommendations as per the report

Continue to update Council regularly

Should policy change at Province re: gas tax, staff will be before Council to provide alternative recommendations
uLinc
Moving Lincoln
Thank You

GROW | PROSPER | BELONG