



***City of Summerside Transit Review  
January 2021***

**“As a City of 15,000 people what should be the optimal public transportation solution/model if any to facilitate the movement of workers and citizens around the city and interconnecting with Island services and what ideally should that model be and its associated costs?”**

*Submitted By: Office of Economic Development*

Dillon Consulting was contracted to undertake a review of transit services within the City of Summerside. This memo provides an overview of the existing service and transit in similar localities, a summary of community engagement undertaken so far, as well as service design concepts for Summerside.

## 1.0 Background

Summerside's transit system currently comprises of a single semi-flexible scheduled local transit route serving central Summerside, as well as intercity services to Charlottetown (*County Line Express*) and Borden (*Maritime Bus*). All services are operated by T3 transit, with the City of Summerside contributing \$23,760 annually to support their operation. It is estimated that, if operated in isolation, the local Summerside service would cost in the order of \$110,000 per year.

The local service operates ten trips each weekday, six of which form part of intercity services to or from Charlottetown. The remaining four trips appear to be operationally linked to the services to Borden. Ridership on the Summerside local route is extremely low, at 3,464 in 2019, equating to approximately 13.8 rides per day of operation, or less than 2 rides per trip.

### 1.1 The Role and Benefits of Transit

Transit is operated in many communities across Canada and the world, performing a central role of creating better places for people to live. At its simplest, transit provides mobility to all members the community, but it also provides economic, social, environmental, and health benefits. The American Public Transportation Association (APTA) and the Canadian Urban Transit Association (CUTA) list many benefits, including:

- **Mobility and Social**
  - The availability of public transit opens up personal mobility to everyone, giving each person the freedom to go virtually anywhere.
  - A total of 87% of trips on public transit have a direct impact on the local economy.
  - Millennials consider public transportation as the best option for digital socializing and among the best for connecting with communities.
  - Increased transit ridership lowers traffic congestion by reducing car trips.
  
- **Economic**
  - Public transit boosts the productivity and economic efficiency of cities by letting them function smoothly, encouraging more compact development, and enabling the better.
  - Transit helps communities reduce the wasteful and economically damaging impacts of congestion, which grow exponentially as congestion levels increase.
  - Every \$1 invested in public transportation generates \$4 in economic returns.

- Every \$10 million in capital investment in public transportation yields \$30 million in increased business sales.
  - Every \$10 million in operating investment yields \$32 million in increased business sales.
  - 71% of public funding for public transportation flows to the private sector, creating and supporting hundreds of thousands of jobs.
  - Transit reduces the economic costs of traffic collisions by almost \$2.5 billion annually.
- **Health and Environment**
    - Transit reduces annual greenhouse gas emissions by 2.4 million tonnes.
    - Transit saves about \$115 million in annual health care costs related to respiratory illness.
    - More than two-thirds of riders walk to their stop or station.
    - Traveling by public transportation is 10 times safer per mile than traveling by automobile.

## 1.2 Industry Scan – Performance

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The purpose of the industry scan was to understand the existing situation in Summerside and the broader context of transit in cities of a similar size and/or within Atlantic Canada. Six municipal transit agencies were selected from the 2018 Canadian Urban Transit Fact Book, focusing on those with a similar and/or population to Summerside. Two regional systems (Miramichi, NB and Russel, ON) and four urban systems (Niagara-On-The-Lake, ON, Bracebridge, ON, Elliot Lake, ON and Midland, ON) were chosen to provide an overview of different service options. The Charlottetown transit service was also explored in order to understand the costs related to transit operation in Prince Edward Island. The following two tables show an overview of each transit service.

**Table 1: Industry Overview**

<b>Location</b>	<b>Routes</b>	<b>Population 2018</b>	<b>Size km<sup>2</sup></b>	<b>Annual Hours</b>	<b>Annual Ridership</b>	<b>Annual Cost</b>	<b>Municipal Contribution</b>
<b>Miramichi NB</b>	3	17,537	179.5	10,000	50,000	\$464,000	\$296,000
<b>Russell ON</b>	8	16,520	198.8	3,012	54,450	\$727,315	\$122,131
<b>Niagara-On-The-Lake ON</b>	2	18,470	22.2	6,545	33,523	\$728,016	\$274,530
<b>Bracebridge ON</b>	1	15,405	26.8	3,160	17,053	\$223,638	\$68,641
<b>Elliot Lake ON</b>	2	10,498	16	7,570	106,295	\$483,452	\$197,801
<b>Midland ON</b>	2	17,000	30.2	3,516	64,328	\$422,033	\$185,808
<b>Charlottetown PEI</b>	11	49,000	250	23,300	602,732	\$2,290,896	\$966,957
<b>Summerside PEI</b>	1	14,829	28.49	1,222	3,464	\$23,760 <sup>1</sup>	\$23,760

<sup>1</sup>Amount contributed by The City of Summerside only – does not reflect total cost of operation.

**Table 2: Industry Metrics**

<b>Location</b>	<b>Cost per Ride</b>	<b>Municipal Cont. per Ride</b>	<b>Hours per Capita</b>	<b>Rides per Capita</b>	<b>Rides per Hour</b>	<b>Cost per Hour</b>
<b>Miramichi NB</b>	\$9.28	\$5.92	0.57	2.85	5.00	\$46.40
<b>Russell ON</b>	\$13.36	\$2.24	0.18	3.30	18.08	\$241.47
<b>Niagara-On-The-Lake ON</b>	\$21.72	\$8.19	0.35	1.81	5.12	\$111.23
<b>Bracebridge ON</b>	\$13.11	\$4.03	0.21	1.11	5.40	\$70.77
<b>Elliot Lake ON</b>	\$4.55	\$1.86	0.72	10.13	14.04	\$63.86
<b>Midland ON</b>	\$6.56	\$2.89	0.21	3.78	18.30	\$120.03
<b>Charlottetown PEI</b>	\$3.80	\$1.60	0.48	12.30	25.87	\$98.32
<b>Summerside PEI</b>	\$6.86	\$6.86 <sup>1</sup>	0.08	0.23	2.83	\$19.44 <sup>1</sup>

<sup>1</sup>Based on amount contributed by The City of Summerside only – does not reflect total cost of operation.

The findings in **Table 1** and **Table 2** above (excluding Charlottetown) have been used to develop benchmark metrics for transit in Summerside. These aim to provide an insight of how an improved transit system may perform if transit were provided on a scale similar to the peer systems.

**Table 3: Benchmark Metrics**

<b>Agency Type</b>	<b>Hours per Capita</b>	<b>Rides per Capita</b>	<b>Rides per Hour</b>	<b>Cost per Ride</b>	<b>Cost per Hour</b>	<b>Mun.Cont. per Ride</b>
<b>Regional</b>	0.38	3.07	11.54	\$11.41	\$143.94	\$4.00
<b>Urban</b>	0.37	4.21	10.71	\$8.40	\$91.48	\$3.29
<b>Current Summerside</b>	0.08	0.23	2.83	\$6.86 <sup>1</sup>	\$19.44 <sup>1</sup>	\$6.86

<sup>1</sup>Based on amount contributed by The City of Summerside only – does not reflect total cost of operation.

**Table 3** demonstrates how the current transit service in Summerside offers a poor level of service (hours per capita), with few rides per capita and per hour of service operated. However, the City of Summerside’s low financial contribution to the service results in a lower cost per hour. This is an indication that the City’s current subsidy does not cover the full cost of the current service’s operation. Although not reflective of overall operational costs, Summerside’s cost per ride can be compared with the municipal contribution per ride of other systems (after operation revenues and contributions from other bodies, such as provincial governments). On this metric Summerside performs poorly, with transit services in most other jurisdictions, including Charlottetown, costing municipalities less per ride. Summerside’s municipal contribution per ride (\$6.86) is 71.5% higher than the regional system benchmark identified in **Table 3**. This indicates that, while the overall cost is low, the City still sees relatively low value for money from their contribution.

The City of Summerside is comparable in population size to the other municipal transit services identified (omitting Charlottetown). The data gathered from the industry scan indicates that it is feasible for smaller municipalities to operate a better transit service than Summerside. On a per capita basis, the data suggests that Summerside could achieve ridership of 45,000 per year with a mature transit system.

However, it is also evident that these municipal transit services cost significantly more overall and in terms of municipal contribution than what Summerside current contributes. Therefore, in order for Summerside to achieve similar levels of service and ridership, the annual budget and contribution for the service would need to increase significantly. Nevertheless, it should be noted that each of the systems identified have their own characteristics and needs based on the communities they serve.

## 1.3 Industry Scan – Operations

This section highlights the operations of the municipal transit services, including, provider, type of ownership (private, public, non-profit), and cost. **Table 4** presents the metrics of operations for each municipal transit service.

**Table 4: Industry Scan Operations**

Location	Provider	Ownership	Annual Cost	Cost per Hour
<b>Miramichi NB</b>	Miramichi Transit	Non-profit	\$464,000	\$46.40
<b>Russell ON</b>	417 Bus Line	Private	\$727,315	\$241.47
<b>Niagara-On-The-Lake ON</b>	Niagara Patient Transfer Inc.	Private	\$728,016	\$111.23
<b>Bracebridge ON</b>	Hammond Transportation	Private	\$223,638	\$70.77
<b>Elliot Lake ON</b>	AJ Bus Lines	Private	\$483,452	\$63.86
<b>Midland ON</b>	Town of Midland	Public	\$422,033	\$120.03
<b>Charlottetown PEI</b>	T3	Private	\$2,290,896	\$98.32
<b>Summerside PEI</b>	T3	Private	\$23,760	\$19.44

As seen in **Table 4**, the services are provided by non-profit, private, and public ownership models. The provider and ownership of the service reveals reasoning for the annual cost and hourly cost of each service. Each of the three ownership models is explored below.

### 1.3.1 Non-Profit Model

A non-profit service provider is typically operated by a community program, which operates for a social benefit and does not generate profit for the owners. This type of provider typically relies on government and outside funding sources. Some staff in a non-profit model may be volunteers and overall staffing levels may be lower, offering limited peripheral services, than other models.

Miramichi Transit is the non-profit provider. The annual cost of the service is in the middle of the group of providers; however, the hourly cost is the lowest amongst the systems profiled. This is likely due to the organization’s non-profit nature requiring it to reinvest profit made back into the service, and continually relying outside funding sources to operate.

### 1.3.2 Private Model

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A private service provider is operated by a third-party private company. The company makes a profit from operating the service and does not necessarily need to conform to municipal direction, unless operating under a service agreement. Summerside Transit is currently privately-run, with limited input from the City. The success of this model is generally dependent on the quality of the private operator and their relationship with the municipality. A high level of municipal control, including delivery standards and associated penalties, can be incorporated into service agreements with operators, although this may raise cost.

Four of the investigated transit services (omitting Charlottetown) follow this model. The annual cost of the services ranges from \$223,638 to \$728,016 and hourly cost ranges vary from \$63.86 to \$241.47. The significant difference in cost amongst the systems indicates that factors other than operational model (such as ridership, funding sources, distance of routes, number of routes, and operating hours) are large drivers of cost. The most comparable example to Summerside is Bracebridge because the population and size of the area served.

Charlottetown uses a private model that is similar to the current arrangement in Summerside. The operator generally controls all aspects of the transit system, including routing, timetables and branding. Subsidies from provincial and municipal governments subsidize fare and other revenue, which is wholly retained by the operator.

### 1.3.3 Public Model

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The last type of provider identified in the investigation of operation was the public service provider. This commonly means that the municipality operates the service in house, which is the case with the system investigated in Midland, ON. Compared to the other operational models, where the municipality generally pays a negotiated amount to a third party, this model places all financial risk on the municipality. While funding typically still comes from other sources, such as provincial government funding, fares and other operational revenue, the municipality bears the risk for funding shortfalls. However, this model also affords the municipality total control and flexibility over the transit service, with the potential to realise efficiencies by leveraging other municipal departments. This is often seen in combined municipal fleet and asset management and maintenance, as well as consolidated human resources and payroll functions.

The Town of Midland is the only investigated example of a service owned and operated by a municipality and it is notable that cost per hour is one of the highest of the group.

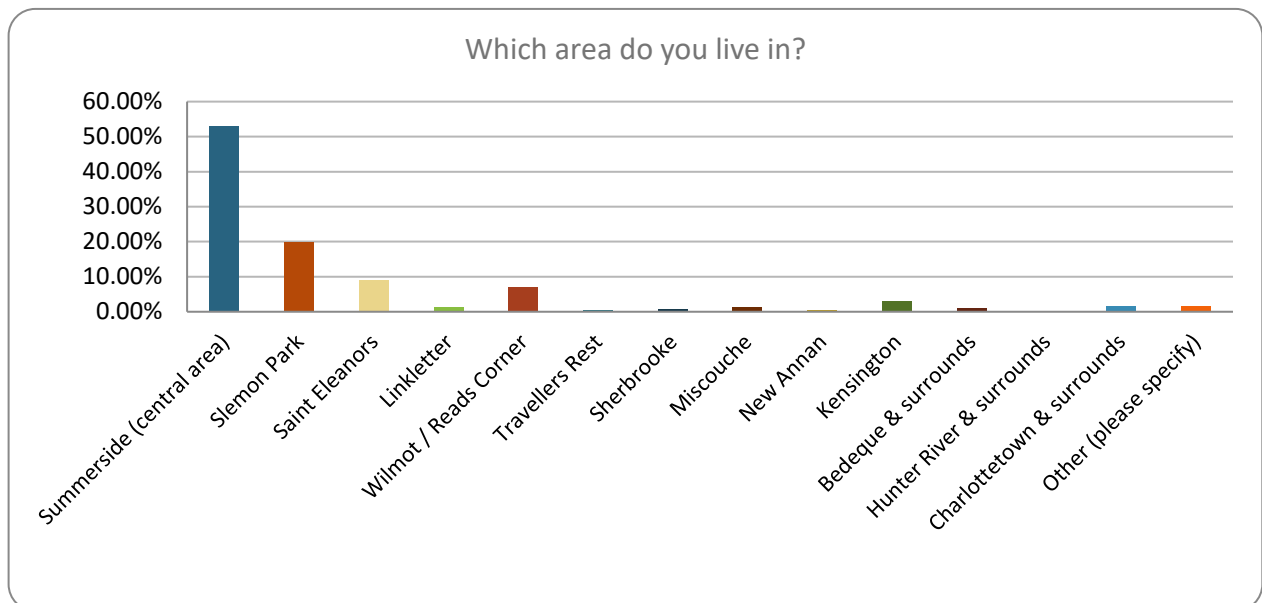
## 2.0 Engagement

### 2.1 Online Survey

An online survey was undertaken between September 21 and October 7, 2020, to better understand the need for and perspectives of transit from the Summerside Community. The survey was promoted by the City of Summerside through a variety of digital channels and saw 299 responses, of which 260 were complete.

The survey covered a range of issues, including local travel behaviour and perceptions of on-demand and fixed route transit service concepts. Notably, only 19 respondents had taken local Summerside transit in the past year. This low rate of usage was echoed in responses from respondents who didn't use transit, of which 53 did not know that a transit service currently exists and 93 were not familiar with any details of the service. Together, this equates to 57.3% of non-transit users who answered this question. Comments relating to why respondents did not use transit centred around a lack of knowledge of the service, poor legibility of where routes go and where stops are, no service in their area, as well as a general lack of service information like maps.

In seeking to understand travel patterns, respondents were asked where they live and where their main travel destinations (by any mode) are. **Figure 1**, below, indicates that most respondents live in central Summerside, with significant numbers in Slemon Park, Saint Eleanors and Wilmot. In terms of destination, central Summerside was by far the primary destination, with 253 (84.62%) responses.



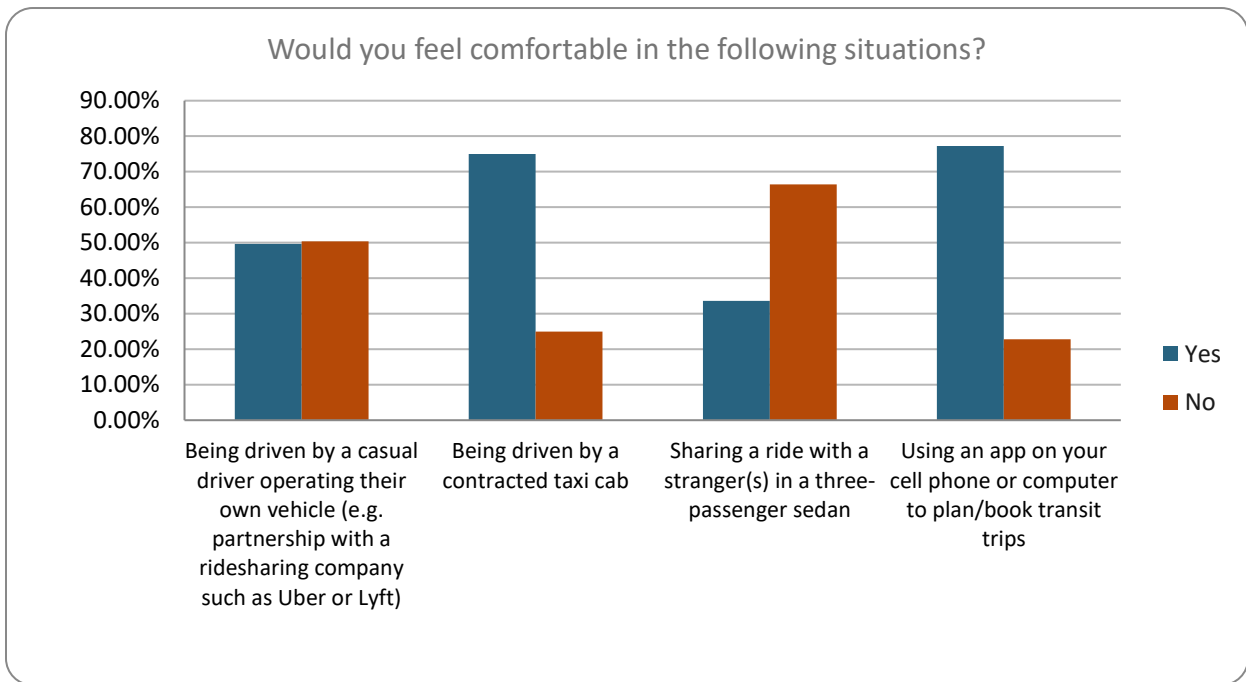
**Figure 1: Area of Residence**

While the majority of trips undertaken by all respondents by any mode were related to work (50.5%) and shopping/services (31.1%), the majority of trips currently undertaken by transit were related to shopping/services (71.4%) and medical (42.9%).



Of the 14 transit users that did respond to the survey, 11 (78.6%) described fares as “good” or “excellent”. Overall perceptions of the service were split, with half describing it as “good” or “excellent” and half describing it as “average” or “poor”. The most negative elements of the existing service were the proximity of stops to homes and destinations, as well as the frequency of service. Both received 11 responses (78.6%) describing those elements as “average” or “poor”.

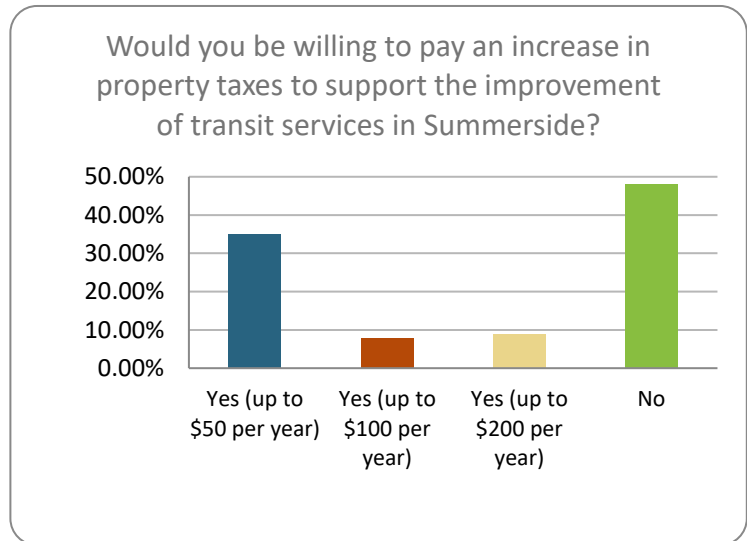
To gauge support for on-demand transit and the provision of services using smaller vehicles and alternative vehicles (see **3.2 On-Demand** below), a question asked respondents to state whether they were comfortable with certain scenarios. The results, shown in **Figure 2** below, indicated limited support for common types of smaller vehicles and on-demand service provision.



**Figure 2: Alternative Service Attitudes**

Two questions asked respondents about their willingness to pay for improved transit service. Fare increases were supported by most respondents, with 29.1% and 51.5% supporting increases of \$2 and \$1, respectively, to support a more frequent transit service.

**Figure 3** shows respondents' thoughts of increased property taxes to support an improved transit system. Overall, 51.9% support some level of property tax increase.



**Figure 3: Property Tax Sentiments**

## 2.2 Stakeholder Engagement

In addition to engaging with the public, the Dillon team discussed current and future transit concepts with City of Summerside and T3 Transit, the current operators. A summary of these discussions is below.

### 2.2.1 City of Summerside

Early in the project, the City was asked what their aspirations for transit within the City are. A group of elected officials and staff were engaged and provided a list of guiding principles. Their key principles articulated were:

- Reliable - regular operation that doesn't change on different days of the week
- Efficient - direct routings and short travel times
- Affordable - fares that are attractive and reflect the less personalized nature compared to taxis

Further principles were articulated, including simplicity, wide coverage, frequency, seven-day service, accessibility, and opportunities for electric vehicles.

The articulated principles were considered in the development of service options (see **3.0 Service Concepts** below, balanced against overall cost and potential value to the community.

The City also provided a list of potential stakeholders to engage with in the development of a transit system for Summerside. These stakeholders will be included in network and service level engagement beyond the initial online survey, should the City choose to make changes to Summerside Transit.

## 2.2.2 T3 Transit

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As the operator of the current Summerside Transit system, T3 Transit was also engaged to gain their insights into the current service and potential for transit in the City. In comparing the success of the transit system in Charlottetown (also operated by T3) to Summerside, it was noted that key ridership drivers like a large university, a strong main street activity corridor and a significant downtown residential population are not currently present in Summerside.

T3 agreed that the current system is only attractive to a small part of the community, with a focus on trips to and from the Granville Street commercial area. It was confirmed that the current local service is operationally tied to the *County Line Express*, which, unlike the local service, carries some commuter traffic, to and from Charlottetown.

In order to improve transit in Summerside, T3 believed that a step-change in cost would be required, allowing for a two-bus system to adequately cover the City at an attractive frequency. T3's service concepts and magnitude of cost are similar to **3.1.2 Two Buses** below, which was developed independently prior to discussions with T3. Such a system would be significantly more expensive than the current operation and, from prior communications with the City, it was not believed there was an appetite for that level of cost. Furthermore, with a Provincial subsidy of only \$180,000 for the Charlottetown, it was believed that a significant subsidy would be available to Summerside.

## 3.0 Service Concepts

### 3.1 Fixed Route

In line with traditional transit service delivery, a fixed-route system consisting of two routes was developed to cover central Summerside, Slemon Park and Wilmot. Fixed route systems are the most common type of transit system and offer consistency and legibility to passengers. They operate the same routes to the same stops at regular intervals, making it easy to understand when and where one can access the system.

For Summerside, two routes were created to achieve more attractive trip times compared to a one route system that attempted to cover the entire City. Linear routes that operate along the same alignment both to and from central Summerside (as opposed to circular routes) were chosen in order to provide consistent travel times for all journeys. The conceptual routes (red and orange) converge in downtown Summerside and are identified in **Figure 4** below. The orange route would serve Slemon Park, Saint Eleanors and Credit Union Place, while the red route would serve Wilmot, central Summerside, the Granville Street shopping area and the Prince County Hospital.

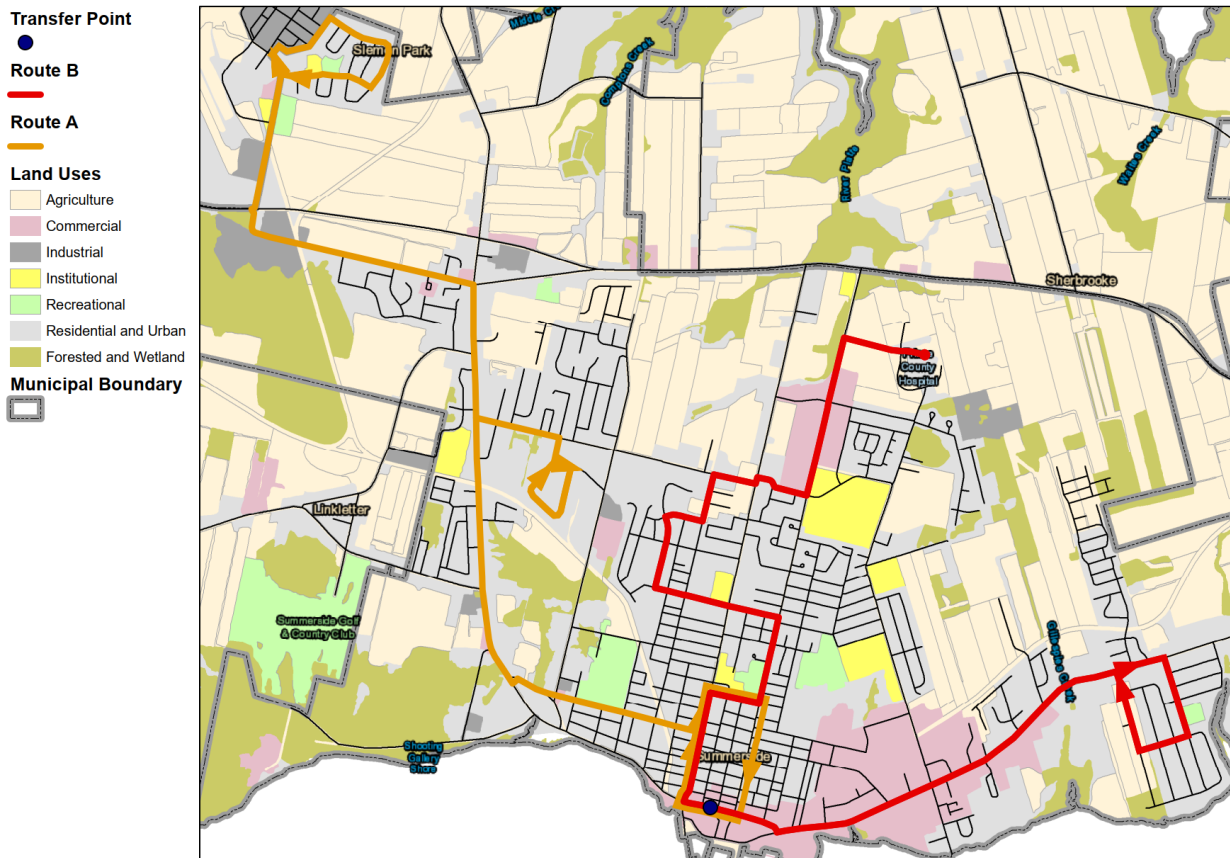


Figure 4: Fixed Route Transit Concept

The conceptual network is designed to be operated by one or two buses each day. The details of these scenarios are below and are based on the following service assumptions:

- A variable hourly operating cost of \$75.62;
- Trip times of approximately 20 minutes from one end of a route to the other;
- Operates weekdays only, excluding statutory holidays;
- Operating for 10 hours each day (7:30am to 5:30pm), plus time to deadhead the bus at the start and end of the day;
- Two drivers per bus each day, plus sign-on and deadhead time prior to each shift;
- Average fare of \$1.77 (based on cash fares and discount passes); and
- Compared against the benchmark metrics in **Table 3** above.

### 3.1.1 One Bus

In this scenario, one bus would operate both routes in an alternating fashion, with the central spine between downtown Summerside and the hospital operated on every trip. This would result in a service on the central spine on average every 60 minutes and a service on each outer leg (to Wilmot or Slemon Park) every 2 hours.

As one bus would operate both routes, passengers could stay onboard to reach any destination without transferring between services. Journey times and wait times for passengers travelling outside of the downtown-hospital spine would be long and unattractive. A sample timetable demonstrating how this may work is in **Table 5** below. For clarity, in this example a single bus would operate from Wilmot to Downtown, then to the hospital, back downtown and then to Slemon Park, before doing the same journey in reverse and starting again.

**Table 5: One Bus Timetable**

Wilmot	Slemon Park	Downtown	Hospital	Downtown	Wilmot	Slemon Park
7:30	-	7:40	7:55	8:10	-	8:30
-	8:30	8:50	9:05	9:20	9:30	-
9:30	-	9:40	9:55	10:10	-	10:30
-	10:30	10:50	11:05	11:20	11:30	-
11:30	-	11:40	11:55	12:10	-	12:30
-	12:30	12:50	13:05	13:20	13:30	-
13:30	-	13:40	13:55	14:10	-	14:30
-	14:30	14:50	15:05	15:20	15:30	-
15:30	-	15:40	15:55	16:10	-	16:30
-	16:30	16:50	17:05	17:20	17:30	-

To operate these 10 daily hours of service, it is expected that two drivers would be required, costing a total of 11.5 daily hours. This equates to 2,887 annual hours, costing approximately \$220,000, excluding the cost of purchasing, garaging and maintaining the bus. Resulting in 0.17 service hours per capita, this concept would not meet the benchmark of 0.38 and likely result in ridership below 20,000 per year. This low ridership would offer limited revenue (less than \$35,000 per year) to offset the operating costs.

### 3.1.2 Two Buses

In this scenario, one bus would operate each route, requiring a total of two buses. The central spine between downtown Summerside and the hospital would be covered by the red route only and passengers would be required to transfer in downtown Summerside to reach some destinations. Trips would be timed to meet in the downtown area to facilitate easy transfers.

With a dedicated vehicle on each route frequencies would be every 45 minutes on each route. This is significantly improved and more attractive, particularly to Slemon Park and Wilmot, compared to the One Bus scenario. A sample timetable demonstrating how this may work is in **Table 6** below.

**Table 6: Two Route Timetable**

<b>Route</b>	<b>Wilmot</b>	<b>Slemon Park</b>	<b>Downtown</b>	<b>Hospital</b>	<b>Downtown</b>	<b>Wilmot</b>	<b>Slemon Park</b>
<b>Red</b>	7:35	-	7:45	7:55	<b>8:10</b>	8:20	-
<b>Orange</b>	-	7:45	8:05	-	<b>8:10</b>	-	8:30
<b>Red</b>	8:20	-	8:30	8:40	<b>8:55</b>	9:05	-
<b>Orange</b>	-	8:30	8:50	-	<b>8:55</b>	-	9:15
<b>Red</b>	9:05	-	9:15	9:25	<b>9:40</b>	9:50	-
<b>Orange</b>	-	9:15	9:35	-	<b>9:40</b>	-	10:00
<b>Red</b>	9:50	-	10:00	10:10	<b>10:25</b>	10:35	-
<b>Orange</b>	-	10:00	10:20	-	<b>10:25</b>	-	10:45
<b>Red</b>	10:35	-	10:45	10:55	<b>11:10</b>	11:20	-
<b>Orange</b>	-	10:45	11:05	-	<b>11:10</b>	-	11:30
<b>Red</b>	11:20	-	11:30	11:40	<b>11:55</b>	12:05	-
<b>Orange</b>	-	11:30	11:50	-	<b>11:55</b>	-	12:15
<b>Red</b>	12:05	-	12:15	12:25	<b>12:40</b>	12:50	-
<b>Orange</b>	-	12:15	12:35	-	<b>12:40</b>	-	13:00
<b>Red</b>	12:50	-	13:00	13:10	<b>13:25</b>	13:35	-
<b>Orange</b>	-	13:00	13:20	-	<b>13:25</b>	-	13:45
<b>Red</b>	13:35	-	13:45	13:55	<b>14:10</b>	14:20	-
<b>Orange</b>	-	13:45	14:05	-	<b>14:10</b>	-	14:30
<b>Red</b>	14:20	-	14:30	14:40	<b>14:55</b>	15:05	-
<b>Orange</b>	-	14:30	14:50	-	<b>14:55</b>	-	15:15
<b>Red</b>	15:05	-	15:15	15:25	<b>15:40</b>	15:50	-

<b>Orange</b>	-	15:15	15:35	-	<b>15:40</b>	-	16:00
<b>Red</b>	15:50	-	16:00	16:10	<b>16:25</b>	16:35	-
<b>Orange</b>	-	16:00	16:20	-	<b>16:25</b>	-	16:45
<b>Red</b>	16:35	-	16:45	16:55	<b>17:10</b>	17:20	-
<b>Orange</b>	-	16:45	17:05	-	<b>17:10</b>	-	17:30

To operate these 10 daily hours of service per bus, it is expected that four drivers would be required, costing a total of 23 daily hours. This equates to 5,773 annual hours, which would cost approximately \$440,000, excluding the cost of purchasing, garaging and maintaining the buses. Resulting in 0.34 service hours per capita, this concept is close to the benchmark of 0.38 and likely result in ridership around 45,000-50,000 trips per year. This ridership would generate approximately \$80,000-\$90,000 to offset operating costs.

## 3.2 On-Demand

### 3.2.1 What is On-Demand?

On-Demand Transit is a shared-ride demand-responsive public transit service that is typically used in lower demand areas. The service model does not follow a fixed route or schedule. Instead, passengers must pre-book trips and vehicles are routed dynamically to the passenger’s pick-up and drop-off point. Modern on-demand services utilize mobile app technology, which allows customers to plan, book, track and pay for their ride in real-time, all while optimizing trips to increase the number of shared rides that can be accommodated without sacrificing service quality. There are two types of on-demand services: Origin-to-Hub and Origin-to-Destination.

The Origin-to-Hub model provides demand-responsive mobility to customers in lower demand areas to/from the nearest scheduled service transit stop. The service model provides first-mile/last-mile connectivity to the rest of the transit network, with the majority of a passenger’s overall journey undertaken on scheduled service transit. The connecting stop is typically a major hub that allows passengers to complete their trips from a safe and accessible transfer point that connects to multiple routes. The model is typically implemented in low density areas where scheduled service transit is not cost efficient, is not offered, or to supplement an existing low-frequency scheduled service.

The Origin-to-Destination on-demand model provides a dynamic one-seat ride to connect any origin to any destination within the service area. This means that transfers are not required to a scheduled service. This on-demand model is typically implemented in larger low-density geographic areas where there is no scheduled service.

While on-demand services may enable transit to be provided in a more attractive and targeted way, a minimum number of vehicles is required in order to provide an adequate level of service. In smaller areas this number of vehicles is often the same as what is required for conventional service and thus, if conventional transit buses and drivers are used, on-demand service may not lead to a reduction in operating costs. In addition to standard operating costs, on-demand services require the use of dynamic booking and scheduling software to make them possible. The cost of these systems varies and can include

significant setup fees. The following scenarios assume a five-year contract for an on-demand software service to allow for the amortization of these fees.

### 3.2.2 Full On-Demand (Origin-to-Destination)

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A fully on-demand system has the potential to provide greater levels of accessibility and more service options than a fixed route transit system in Summerside. In having the flexibility to go anywhere to pick-up and drop-off passengers the system would not benefit from the legibility of following the same route and stopping at the same stops at regular intervals. To avoid such a system from becoming too similar to a taxi service, it is expected that specific stops would be provided at busy destinations. In order to provide viable wait times and operational flexibility, an on-demand system would require at least two buses to operate. The following scenario is based on the following service assumptions:

- A variable hourly operating cost of \$75.62;
- Operates weekdays only, excluding statutory holidays;
- Service available to and from anywhere within the City of Summerside, with not fixed routings or times;
- Vehicles would be accessible shuttle buses operated by a transit provider;
- A third-party technology company would provide the booking and dispatch system;
- Operating for 10 hours each day (7:30am to 5:30pm);
- Two buses in operation all day; and
- Two drivers per bus each day, plus sign-on (but no deadhead) time prior to each shift.

To operate these 10 daily hours of service per bus, it is expected that four drivers would be required, costing a total of 22 daily hours. This equates to 5,522 annual hours, which would cost approximately \$420,000, excluding the cost of purchasing, garaging and maintaining the buses. In addition, the booking and dispatch system would likely incur a one-time setup fee and recurring per-vehicle licence fees. Based on a survey of technology providers in Canada and other systems' experiences, it is anticipated that this would cost approximately \$20,000 annually, based on a five-year contract. In total, this option is likely to cost approximately \$440,000 to operate each year. This concept would likely perform similarly to **3.1.2 Two Buses** above.

### 3.3 Hybrid

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In order to provide a transit system that serves most of Summerside at a lower cost, a Hybrid Concept featuring both fixed route and on-demand origin-to-hub transit services was developed. This concept would see the operation of a fixed route transit service on the red route between downtown Summerside and the hospital, including a deviation to Credit Union Place. This concept balances a legible and consistent fixed route transit service for the majority of Summerside, with a limited access service to the more distant areas with lower demand.



The fixed route would operate a timetabled service every 45 minutes using a single bus. A conceptual timetable for the fixed route service is detailed in **Table 7** below.

**Table 7: Hybrid Concept Fixed Route Timetable**

<b>Downtown</b>	<b>C U Place</b>	<b>Shopping</b>	<b>Hospital</b>	<b>Shopping</b>	<b>C U Place</b>	<b>Downtown</b>
-	-	-	7:45	7:50	8:00	8:05
8:10	8:15	8:25	8:30	8:35	8:45	8:50
8:55	9:00	9:10	9:15	9:20	9:30	9:35
9:40	9:45	9:55	10:00	10:05	10:15	10:20
10:25	10:30	10:40	10:45	10:50	11:00	11:05
11:10	11:15	11:25	11:30	11:35	11:45	11:50
11:55	12:00	12:10	12:15	12:20	12:30	12:35
12:40	12:45	12:55	13:00	13:05	13:15	13:20
13:25	13:30	13:40	13:45	13:50	14:00	14:05
14:10	14:15	14:25	14:30	14:35	14:45	14:50
14:55	15:00	15:10	15:15	15:20	15:30	15:35
15:40	15:45	15:55	16:00	16:05	16:15	16:20
16:25	16:30	16:40	16:45	16:50	17:00	17:05
17:10	17:15	17:25	17:30	-	-	-

In addition, origin-to-hub on-demand services would provide limited connections to Wilmot and Slemon Park / Saint Eleanors. The on-demand services would operate six times per day and be timed to connect with the fixed route transit service in downtown and at the Granville Street shopping area, respectively. Passengers would connect to the fixed route service to travel to any destination beyond the transfer point. For example, passengers travelling from Wilmot to the hospital would take the on-demand service to downtown Summerside, then transfer to the fixed route bus to the hospital. Passengers travelling to Slemon Park or Saint Eleanors would transfer again at Granville Street to another on-demand service. To keep costs low, it is envisaged that the on-demand services would only be offered six times each day to each destination, and would be operated by a local taxi company. Passengers would need to book the on-demand trips through the transit system and they would not operate when nobody has makes a booking. A conceptual timetable for when the on-demand trips would be offered is detailed in **Table 8** below.

**Table 8: Hybrid Concept On-Demand Timetable**

<b>Shopping - Saint Eleanors / Slemon Park</b>		<b>Downtown - Wilmot</b>	
Inbound	8:15	Inbound	8:30
Out & In	10:00	Out & In	10:25
Out & In	12:15	Out & In	12:40
Out & In	14:30	Out & In	14:55
Out & In	16:00	Out & In	16:25
Outbound	17:30	Outbound	17:10

This scenario is based on the following service assumptions:

- A variable hourly bus operating cost of \$75.62;
- Operates weekdays only, excluding statutory holidays;
- Fixed route vehicles would be accessible shuttle buses operated by a transit provider;
- On-Demand vehicles would be accessible taxis operated by a taxi company;
- In line with Summerside’s Taxi Bylaw, each one way on-demand trip would cost \$15;
- A third-party technology company would provide the booking and dispatch system;
- Operating for 9.75 hours each day (7:45am to 5:30pm);
- One bus in operation all day; and
- Two drivers per bus each day, plus sign-on and deadhead time prior to each shift.

To operate these 9.75 daily hours of service per bus, it is expected that two drivers would be required, costing a total of 11.25 daily hours. This equates to 2,824 annual hours, which would cost approximately \$215,000, excluding the cost of purchasing, garaging and maintaining the bus. The on-demand taxi trips would cost \$300 per day, assuming that all trips were booked, equating approximately \$75,000 per annum. In addition, the on-demand booking and dispatch system would likely incur a one-time setup fee and recurring per-vehicle licence fees. Based on a survey of technology providers in Canada and other systems’ experiences, it is anticipated that this would cost approximately \$20,000 annually, based on a five-year contract. In total, this option is likely to cost approximately \$310,000 to operate each year. Resulting in 0.25 service hours per capita, this concept would not meet the benchmark of 0.38 and likely result in ridership below 32,000 per year. This ridership would offer some revenue (around \$55,000 per year) to offset the operating costs.

### **3.4 Vehicle Requirements and Costs**

Each service concept above lists likely costs for the day-to-day operation of the proposed service for a year. In addition to these costs, transit vehicles and a garage in which to store and maintain them are required for any transit system. In order to ensure reliable service delivery, it is an industry standard to maintain spare vehicles in addition to those required for the timetabled service. In the case of a system as small as Summerside’s a single spare vehicle would be required for all service scenarios.

Due to the small size of any potential system, it is anticipated that 30 foot low-floor accessible transit buses would be suitable. Notable examples of these smaller buses Grande West's *Vicinity* and Lion's *eLionM*. Depending on energy source (diesel, gas or electric battery), each bus is likely to cost approximately \$350,000. Alternatively, smaller minivan-based transit vehicles could be procured for a price of approximately \$200,000, depending on accessibility features and energy source.

The vehicle type and energy source selected would impact the type and cost of garage facilities required to fuel and maintain the vehicles. The exact cost of these items would depend on whether existing facilities could be used or new facilities developed to support the transit fleet.

Ultimately, the purchase and maintenance of transit vehicles would be defined by the operational model selected to operate the system. See **4.0 Operational Models** below for more details.

## 4.0 Operational Models

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As noted in the industry scan, transit services are commonly operated in house by municipalities or by a third-party operator that is usually a private company. In all cases, the municipality contributes only a portion of the system's operating costs, with several factors, including the operating model, affecting the overall cost of the service.

### 4.1 Current Operations

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Summerside Transit is currently operated by T3 Transit, a private company, with little oversight by the City. The City contributes \$1,800 per month directly to T3 to support the operation of the service. In 2013 the City formalized this arrangement with T3 with an agreement that specified some service attributes, including:

- A bus from Summerside with stops in Borden, Crapaud, Desable, Cornwall, and Charlottetown, 2 times each day, 7 days a week
- A bus from Charlottetown with stops in Cornwall, Desable, Crapaud, Borden, and Summerside, 2 times each day, 7 days per week
- A bus from Summerside with stops in Kensington, Hunter River, and Charlottetown, 3-4 times each day, 5 days per week, Monday to Friday
- A bus from Charlottetown with stops in Hunter River, Kensington, and Summerside, 3-4 times each day, 5 days per week, Monday to Friday
- Park & Ride: Pick up at 7:50 am at Credit Union Place to the Summerside Tax Centre and the reverse thereof at 4:10pm, 5 days per week, Monday to Friday
- Midday inter city Transit Service: Downtown to Uptown with a minimum of 4 frequencies per day, each way
- Cash fare of \$2.00 per one-way trip, with monthly passes available
- Fare and advertising revenue retained by T3
- Buses to be branded by T3 and include City of Summerside logo
- T3 to develop a comprehensive outreach program to ensure proper statistical tracking and ridership monitoring, a mechanism for rider feedback and community outreach, and establish key signature stops for the transit system

While these attributes cover some key elements of the transit service, the agreement allows T3 to operate largely independently and does not appear to include a mechanism for the City to specify service levels. Importantly, the agreement does not set any performance targets nor incentivize T3 to increase ridership, beyond the system's limited fare revenue. In analysing the system's current operation, several service attributes specified in the 2013 agreement are not being met. Specifically, buses to Borden terminate there and do not continue to Charlottetown and the Park & Ride service does not operate. This suggests a low level of oversight and control from the City.

Considering the size of the City's funding contribution compared to the local service operating cost, it appears that T3 cross-subsidize the local service with their intercity operations. The services to Charlottetown and

Borden are included in the agreement with the City of Summerside and are operated by the same vehicles that provide the local service. However, these intercity services command significantly higher fares (\$5.50-\$9.00 on the *County Line Express* or \$8.25 on the Maritime Bus to Borden). At 30 minutes in duration, the trip to Borden is roughly equivalent to a local trip in Summerside, yet the fare is over four times more expensive. Similarly, approximately 20 minutes of each roughly 60 minute long *County Line Express* trip operates as a local transit service trip within Summerside, allowing T3 to operate many local trips at no additional cost, while also increasing revenue with higher-paying Charlottetown passengers. In this way, T3's control of Summerside Transit allows them to operate it in an efficient way that bears few costs beyond those they would otherwise incur in operating the *County Line Express* and Maritime Bus. The trade-off is an intra-Summerside service with little regard for local needs and is scheduled around the operations of T3's higher revenue routes.

While performing poorly in terms of local service and ridership in Summerside, the current operational model with T3 is highly efficient. In sharing costs with higher-fare services and not operating as a stand-alone system within Summerside it is able to operate with very little subsidy from the City. Any potential change to transit in Summerside or the operational model would risk the efficiencies and viability of the current services. An analysis of the current timetable indicates that one morning and one evening round trip from and to Charlottetown each weekday operates independently of other Summerside trips. In being operationally independent, these are the only trips that would, theoretically, not be impacted by potential changes to the current operational model.

## 4.2 Public Model

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A potential model that would allow for greater City control and focus on local outcomes is one where the City completely owns and operates the transit system. Under this model the City would need to assume all activities and responsibilities currently undertaken by T3, including purchasing buses, managing branding, ticketing, service information, maintenance and operations. All staff and assets would be the City's responsibilities and these would require a greater level of oversight and management than the City currently provides.

The financial and performance risks of the system and its operation would ultimately lie with the City, which would be significantly greater than the current situation requires. Offsetting this are potential efficiencies with other City departments (i.e.: human resources, payroll, fleet and transportation) and the benefits of the City of Summerside having direct control over its transit system. Routes could operate when and where produced the greatest community benefit and ridership, instead of what provides the greatest economic and operational benefit for T3. In this way, transit could much more easily become a driver of economic and community growth, including alignment with other municipal activities and initiatives.

As with other transit systems nationwide, it is expected that third parties, such as the Province, would provide some funding to support the operation of an attractive and useful level of service. If a public model were to be considered, discussions with the Province and parties that may also fund T3 services should be prioritised to facilitate a sustainable financing model for transit in Summerside.

As noted in **4.1**, T3's current local service is cross-subsidized by its higher-fare intercity services. A risk of the City taking over local services is that T3 reduces or cancels its intercity services. It may be possible for the City of Summerside to operate these intercity services as well. This may afford them some similar operational efficiencies as well as offering higher-fare services that could also support the cost of local transit. However, this would be a larger undertaking, requiring more buses, staff and risk. Additionally, a City-run Summerside local-focused service is likely to have less operational efficiencies compared to T3's intercity-focused service.

### 4.3 Private Model

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While the current transit system is a private model, it is one with little City control and oversight. Being a public service, most Canadian systems that operate a private model do so with far greater municipal control. A more conventional private model for the City of Summerside would see the city tender the operation of a highly-specified network to the market. The City would be expected to specify the routes and their frequency, set fares, manage branding and information and potentially revenue collection. The City could also choose to own the buses and a garage in which to house them, or the contractor could provide these. Typically, private models see the contractor provide bus operation, maintenance and cleaning. Importantly, it is best practice for contracts in a private model to specify performance targets for the operator, with incentives and fines for exceeding or failing to meet them, respectively.

Compared to a public model, a private model has the potential to provide service at a lower cost. Competition between multiple potential contractors encourages lower pricing and the need to generate a profit encourages efficient operational and organizational practices. Should there be insufficient interest or competition in the market, these benefits may not be able to be realised.

Such a model would afford the City a higher level of control than today to implement a more attractive and effective Summerside-focused system, while passing some financial risk to the operator. Striking the right balance of financial and performance risks will be key in attracting suitable contractors to operate the service. Similarly to **4.2**, funding from other parties would be required to reduce the City's financial burden in providing a good level of service. It would also be possible to incorporate intercity services under this model, with the likely associated increases to fleet, revenue and the operating contract.

### 4.4 Provincial Subsidy

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Regardless of model used, most transit systems in Canada receive funding from several levels of Government. Within Prince Edward Island, the Charlottetown transit system receives \$180,000 per annum from the Provincial Government. This equates to a subsidy of approximately \$3.67 per capita, based on the Charlottetown transit system's reported coverage population. If the same subsidy were offered to the City of Summerside on a per capita basis, it would equate to \$54,474 annually. Costings that form part of this study have assumed an annual subsidy of \$50,000 from the Province of PEI.

## 5.0 Summary

Summerside’s current transit system essentially operates as an addition to inter-city bus services, performing poorly and providing little benefit to the City. Despite being provided at an extremely low cost to the City, the municipal contribution per ride is below average for transit in communities of a similar size. To improve transit in Summerside would require a significant increase in funding from the City to operate an attractive, standalone system.

Four service concepts were explored as potential improvements to transit in Summerside. These are summarized, with the current system for context, in **Table 9** below.

**Table 9: Service Concept Summary**

<b>Concept</b>	<b>Bus</b>	<b>Hours Capita</b>	<b>Operating Cost</b>	<b>Ridership</b>	<b>Fares</b>	<b>Province Subsidy</b>	<b>Municipal Subsidy</b>	<b>Mun. per Ride</b>
<b>Existing</b>	1	0.08	\$23,760 <sup>1</sup>	3,464	\$6,138	\$0	\$23,760	\$6.86
<b>One Bus</b>	1	0.17	\$220,000	20,000	\$35,000	\$50,000	\$135,000	\$6.75
<b>Two Bus</b>	2	0.34	\$440,000	47,500	\$85,000	\$50,000	\$305,000	\$6.42
<b>On-Demand</b>	2	0.34	\$440,000	47,500	\$85,000	\$50,000	\$305,000	\$6.42
<b>Hybrid</b>	1	0.25	\$310,000	32,000	\$55,000	\$50,000	\$205,000	\$6.41

<sup>1</sup>Based on amount contributed by The City of Summerside only – does not reflect total cost of operation.

Based on the feedback received from the community and stakeholders, the Two Bus system would best need Summerside’s needs. This is because it provides coverage of the entire City along fixed routes at attractive frequencies, without the uncertainties associated with the On-Demand option. Although higher than average, the municipal contribution per ride for this option is better than the current system. Additional funding sources, including the Federal Government, should be investigated to further reduce the municipal subsidy.

Public and private operational models were investigated, including their potential benefits and risks to the City of Summerside. Considering the potential for lower operating costs under a private model, this option may be the most beneficial and is worth further exploration.



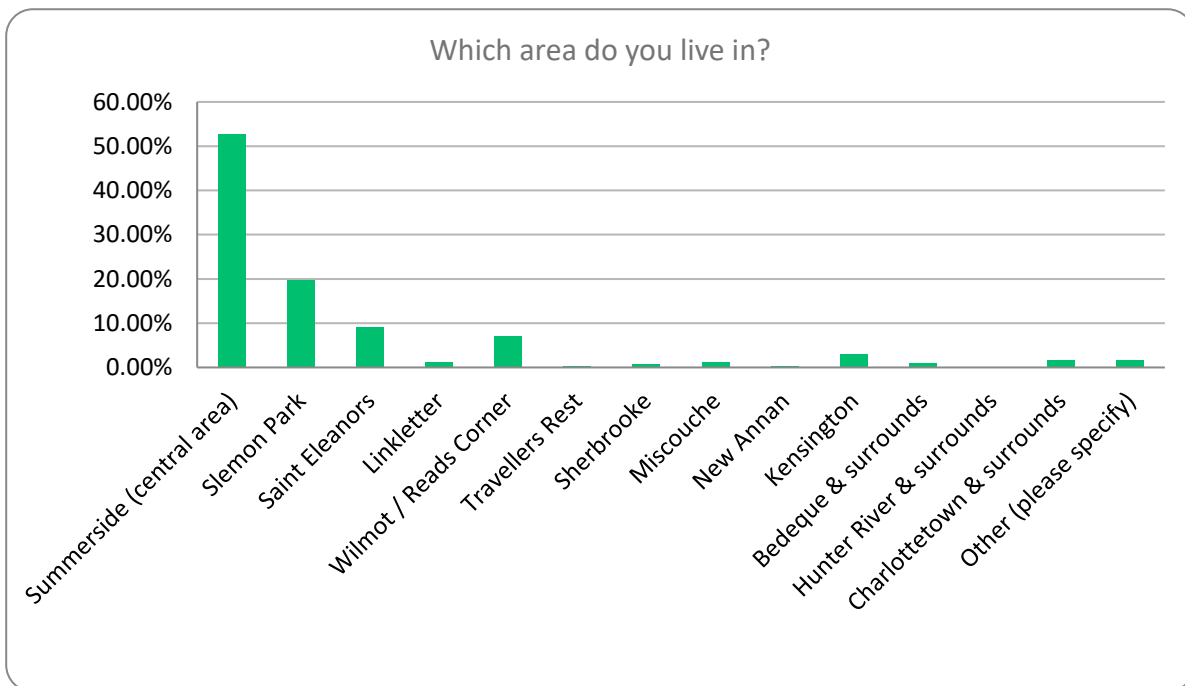
# **Appendix**

## **Responses to Survey Questions**



**Question 1: Which area do you live in?**

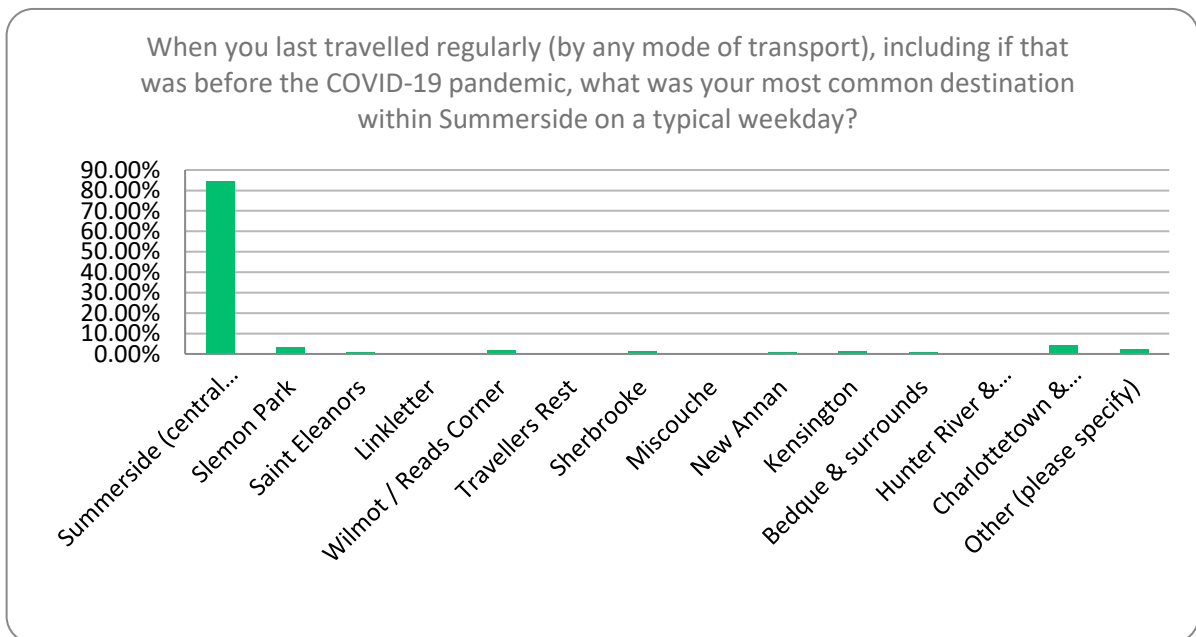
Answer Choices	Responses	
Summerside (central area)	52.84%	158
Slemon Park	19.73%	59
Saint Eleanors	9.03%	27
Linkletter	1.34%	4
Wilmot/Reads Corner	7.02%	21
Travellers Rest	0.33%	1
Sherbrooke	0.67%	2
Miscouche	1.34%	4
New Annan	0.33%	1
Kensington	3.01%	9
Bedeque & surrounds	1.00%	3
Hunter River & surrounds	0.00%	0
Charlottetown & surrounds	1.67%	5
Other (please specify)	1.67%	5
	<b>Answered</b>	<b>299</b>
	<b>Skipped</b>	<b>0</b>



**Respondents – Other:** Clermont, Tignish, Evergreen Village, Charlottetown, Tyne Valley.

**Question 2: When you last travelled regularly (by any mode of transport), including if that was before the COVID-19 pandemic, what was your most common destination within Summerside on a typical weekday?**

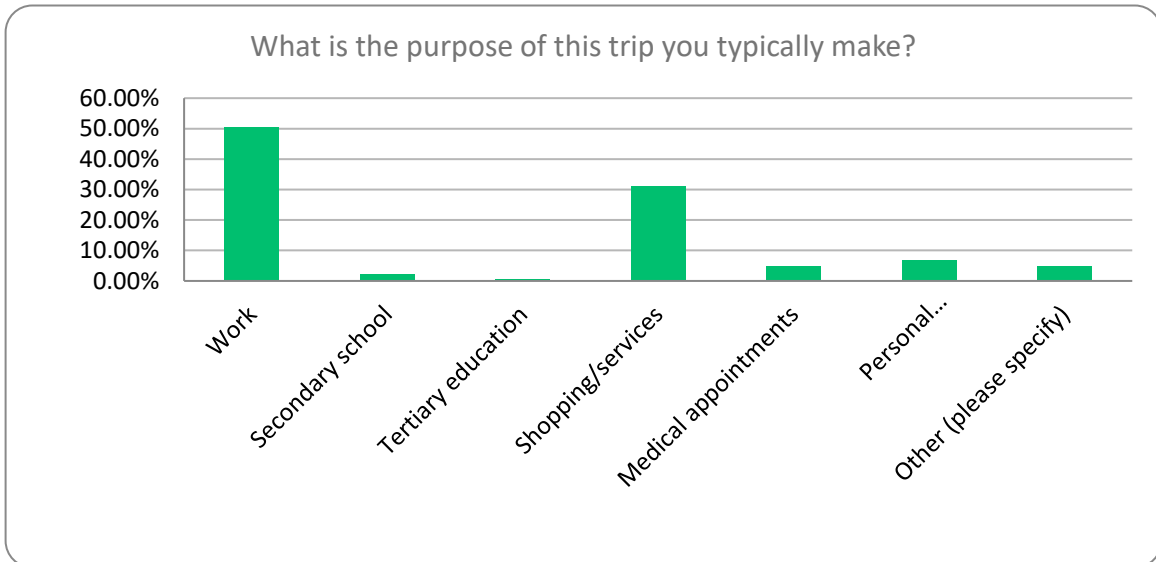
Answer Choices	Responses	
Summerside (central area)	84.62%	253
Slemon Park	3.01%	9
Saint Eleanors	0.67%	2
Linkletter	0.00%	0
Wilmot/Reads Corner	1.67%	5
Travellers Rest	0.00%	0
Sherbrooke	1.00%	3
Miscouche	0.00%	0
New Annan	0.67%	2
Kensington	1.34%	4
Bedeque & surrounds	0.67%	2
Hunter River & surrounds	0.00%	0
Charlottetown & surrounds	4.35%	13
Other (please specify)	2.01%	6
	<b>Answered</b>	<b>299</b>
	<b>Skipped</b>	<b>0</b>



**Respondents – Other:** never traveled on one, uptown Summerside, shopping areas within Summerside, shopping plazas, hospital, Summerside Water Street.

**Question 3: What is the purpose of this trip you typically make?**

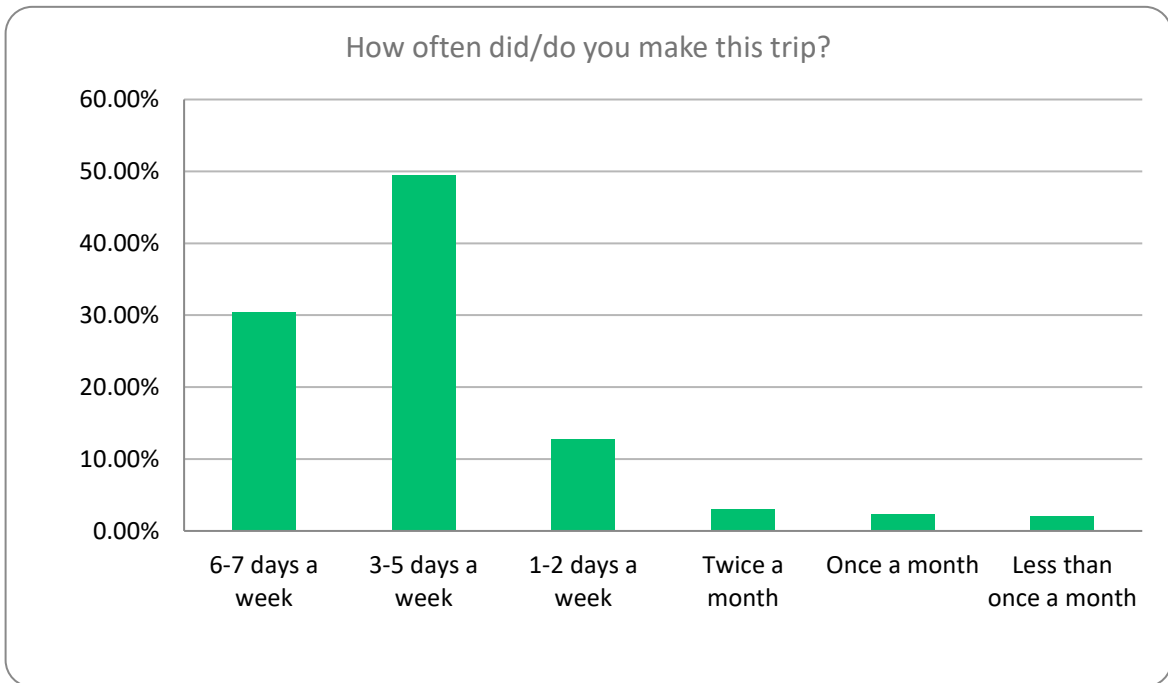
Answer Choices	Responses	
Work	50.50%	151
Secondary school	2.01%	6
Tertiary education	0.33%	1
Shopping/services	31.10%	93
Medical appointments	4.68%	14
Personal visits/entertainment	6.69%	20
Other (please specify)	4.68%	14
	<b>Answered</b>	<b>299</b>
	<b>Skipped</b>	<b>0</b>



**Respondents – Other:** gym, church, because I can't click just one...shopping/services/med appts/gym, taking great grandson to and from school, driving around, driving around, visit husband in a manor, CUP/fitness, walk the boardwalk (live near hospital), many places around Summerside and PEI, CUP/fitness, visit manor, recreation.

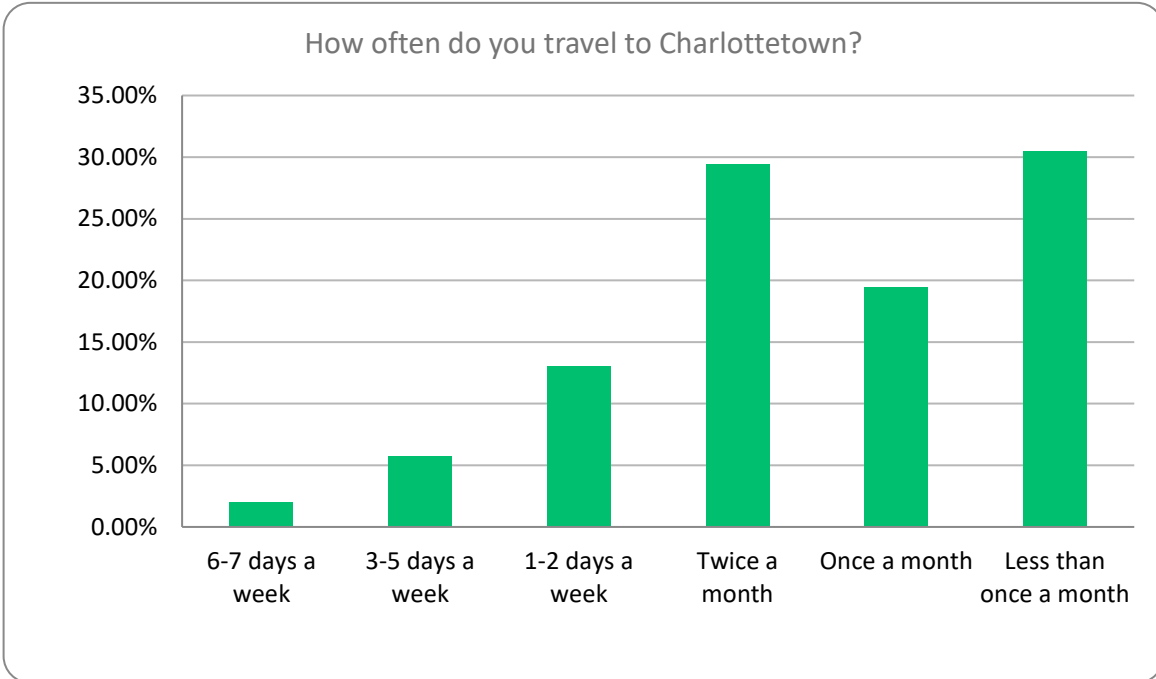
**Question 4: How often did/do you make this trip?**

Answer Choices	Responses	
6-7 days a week	30.43%	91
3-5 days a week	49.50%	148
1-2 days a week	12.71%	38
Twice a month	3.01%	9
Once a month	2.34%	7
Less than once a month	2.01%	6
	<b>Answered</b>	<b>299</b>
	<b>Skipped</b>	<b>0</b>



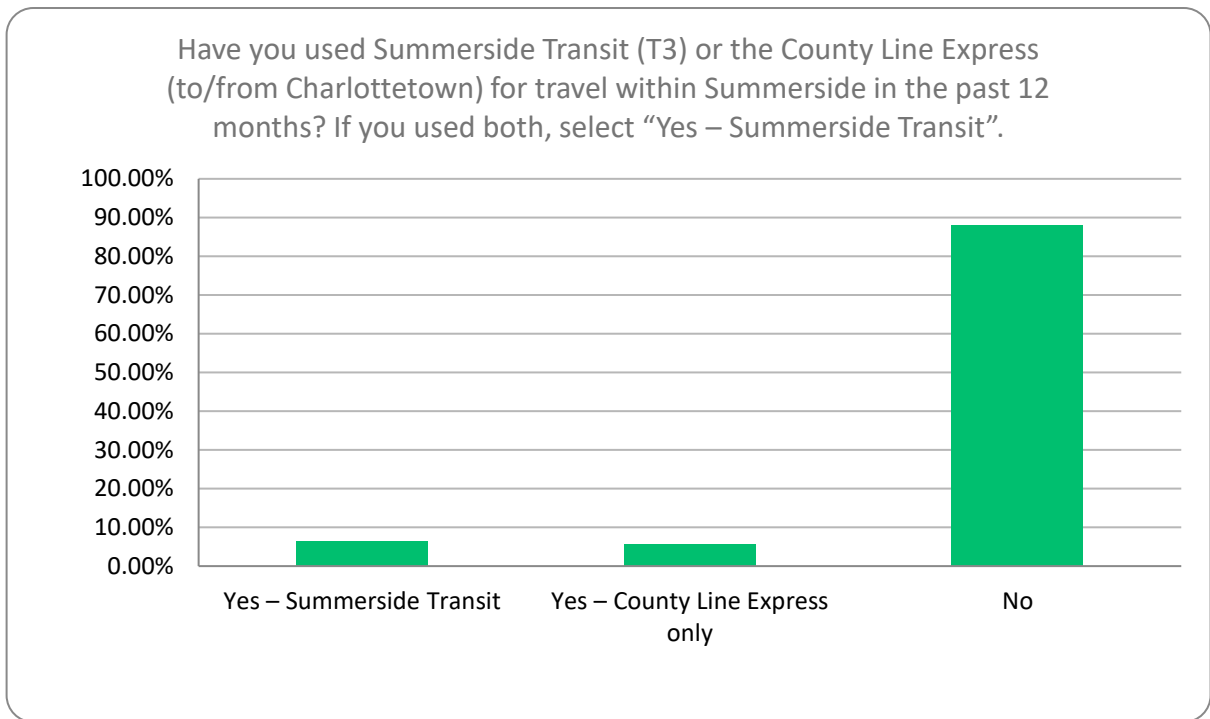
**Question 5: How often do you travel to Charlottetown?**

Answer Choices	Responses	
6-7 days a week	2.01%	6
3-5 days a week	5.69%	17
1-2 days a week	13.04%	39
Twice a month	29.43%	88
Once a month	19.40%	58
Less than once a month	30.43%	91
	<b>Answered</b>	<b>299</b>
	<b>Skipped</b>	<b>0</b>



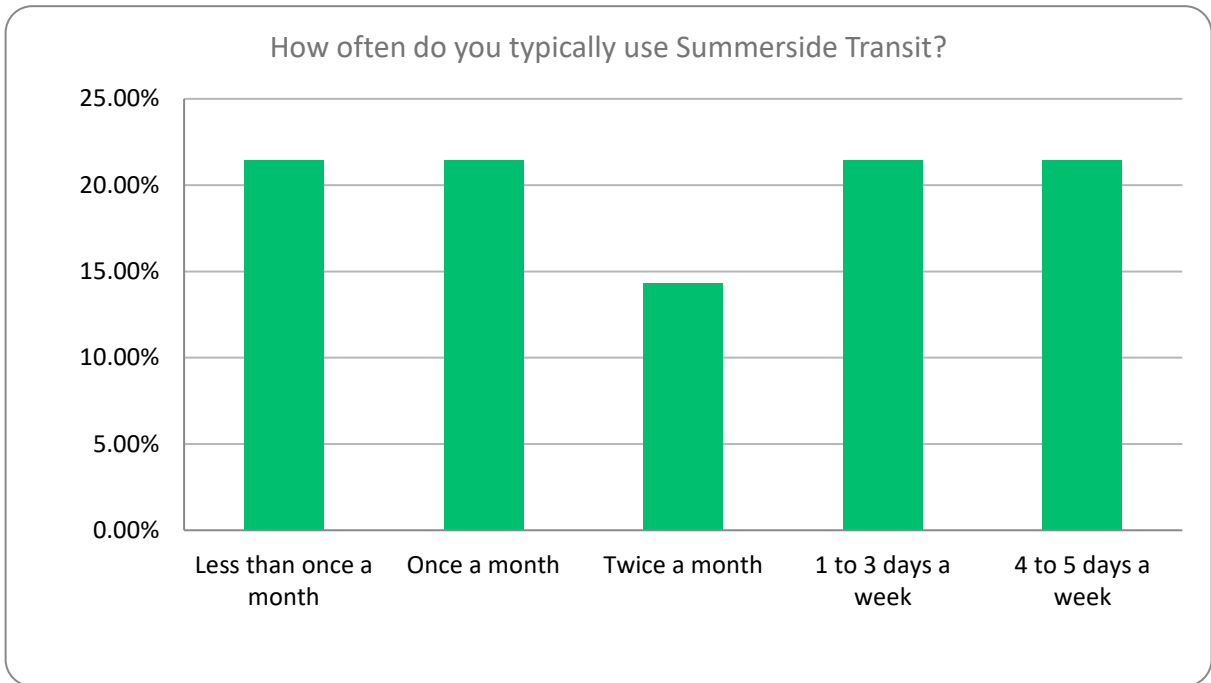
**Question 6: Have you used Summerside Transit (T3) or the County Line Express (to/from Charlottetown) for travel within Summerside in the past 12 months? If you used both, select “Yes – Summerside Transit.”**

Answer Choices	Responses	
Yes – Summerside Transit	6.35%	19
Yes – County Line Express only	5.69%	17
No	87.96%	263
	<b>Answered</b>	<b>299</b>
	<b>Skipped</b>	<b>0</b>



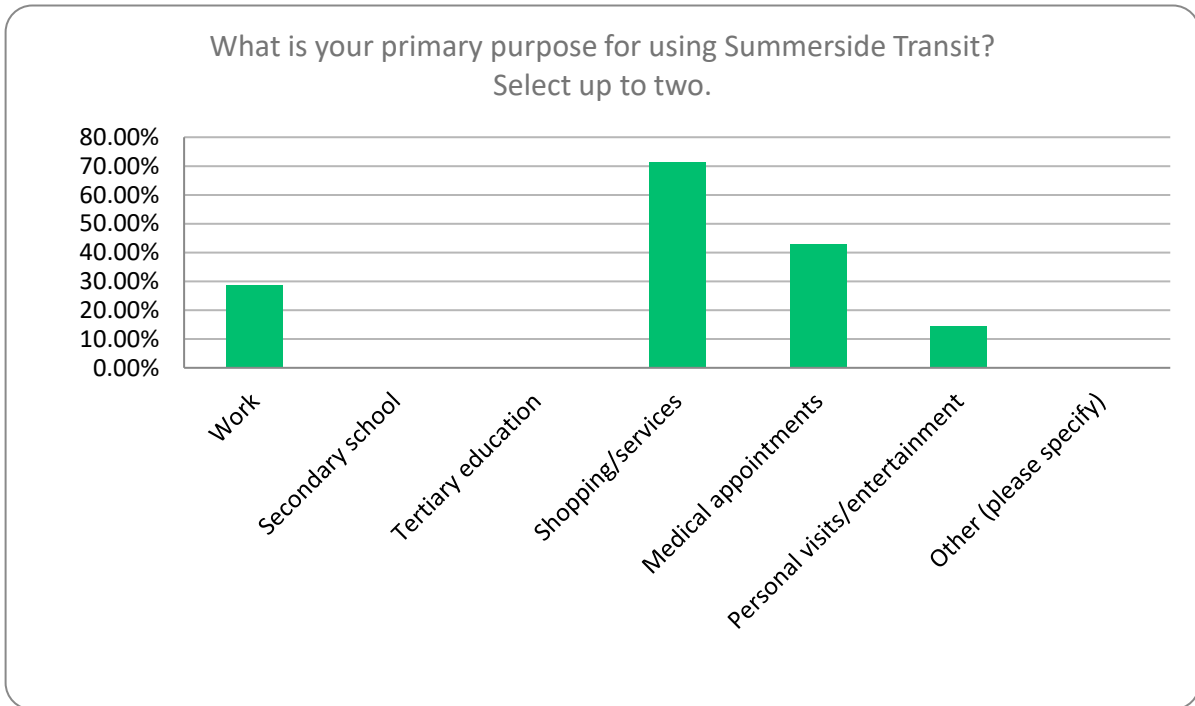
**Question 7: How often do you typically use Summerside Transit?**

Answer Choices	Responses	
Less than once a month	21.43%	3
Once a month	21.43%	3
Twice a month	14.29%	2
1-3 days a week	21.43%	3
4-5 days a week	21.43%	3
	<b>Answered</b>	<b>14</b>
	<b>Skipped</b>	<b>285</b>



**Question 8: What is your primary purpose for using Summerside Transit? Select up to 2.**

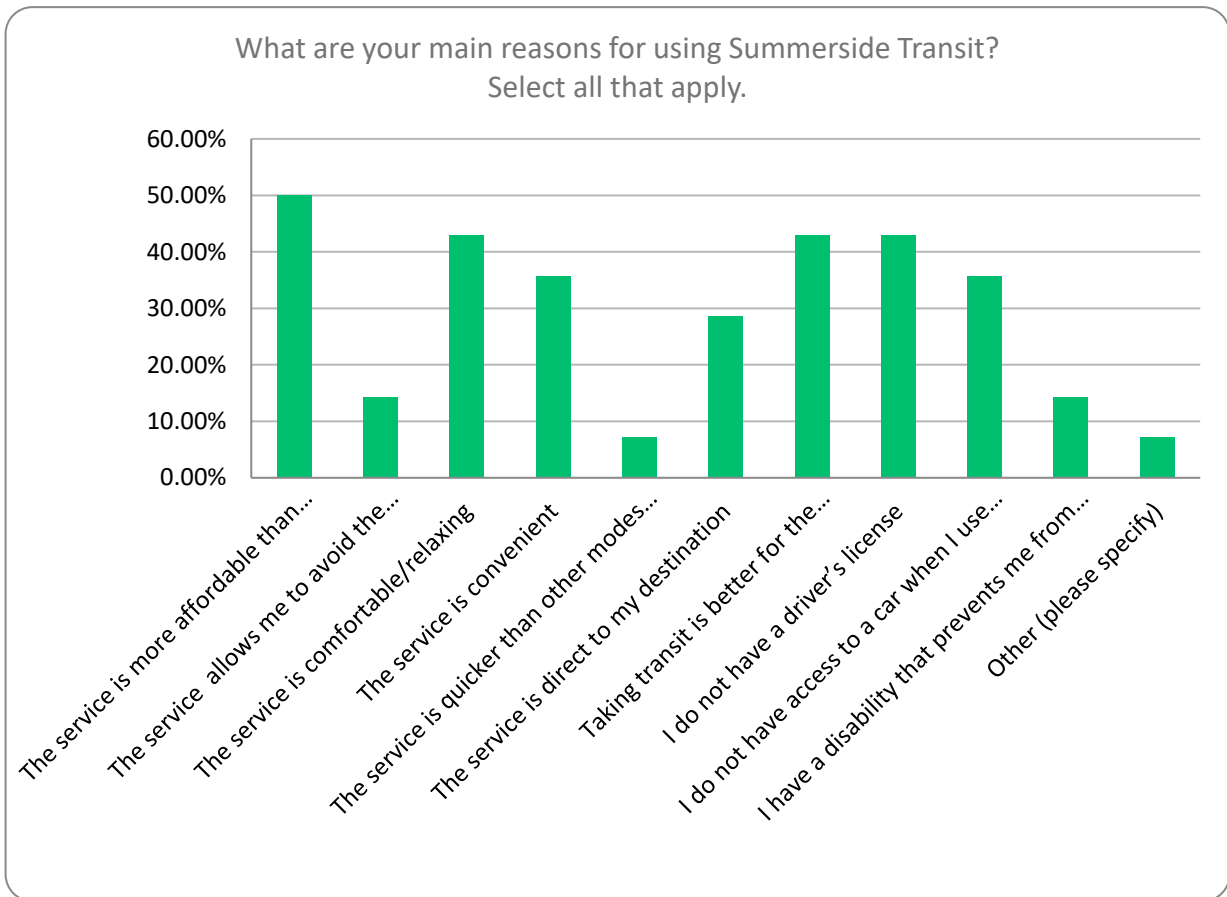
Answer Choices	Responses	
Work	28.57%	4
Secondary school	0.00%	0
Tertiary education	0.00%	0
Shopping/services	71.43%	10
Medical appointments	42.86%	6
Personal visits/entertainment	14.29%	2
Other (please specify)	0.00%	0
	<b>Answered</b>	<b>14</b>
	<b>Skipped</b>	<b>285</b>





**Question 9: What are your main reasons for using Summerside Transit? Select all that apply.**

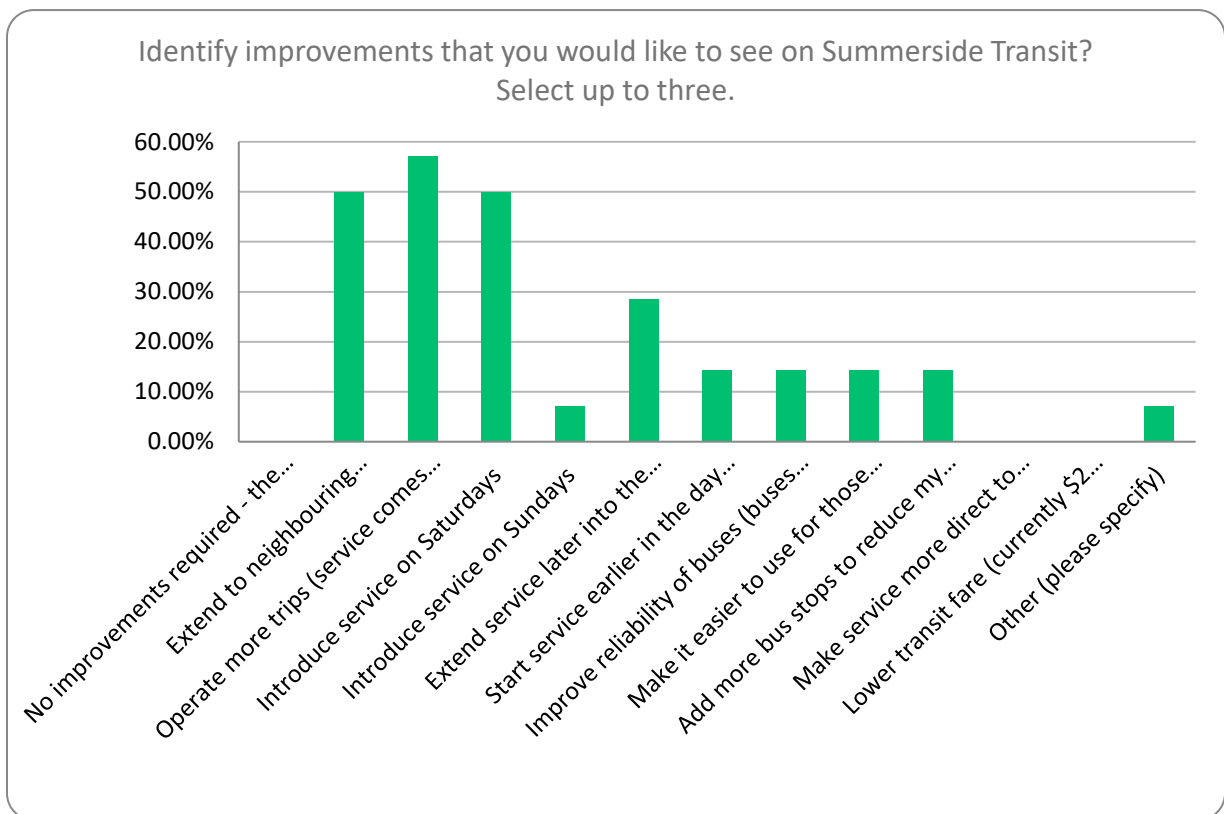
Answer Choices	Responses	
The service is more affordable than driving	50.00%	7
The service allows me to avoid the hassle or cost of parking	14.29%	2
The service is comfortable/relaxing	42.86%	6
The service is convenient	35.71%	5
The service is quicker than other modes of travel	7.14%	1
The service is direct to my destination	28.57%	4
Taking transit is better for the environment	42.86%	6
I do not have a driver's license	42.86%	6
I do not have access to a car when I use Summerside Transit	35.71%	5
I have a disability that prevents me from driving	14.29%	2
Other (please specify)	7.14%	1
	<b>Answered</b>	<b>14</b>
	<b>Skipped</b>	<b>285</b>



**Respondents – Other:** I prefer to support the transit program rather than a taxi whenever possible.

**Question 10: Identify improvements that you would like to see on Summerside Transit. Select up to 3.**

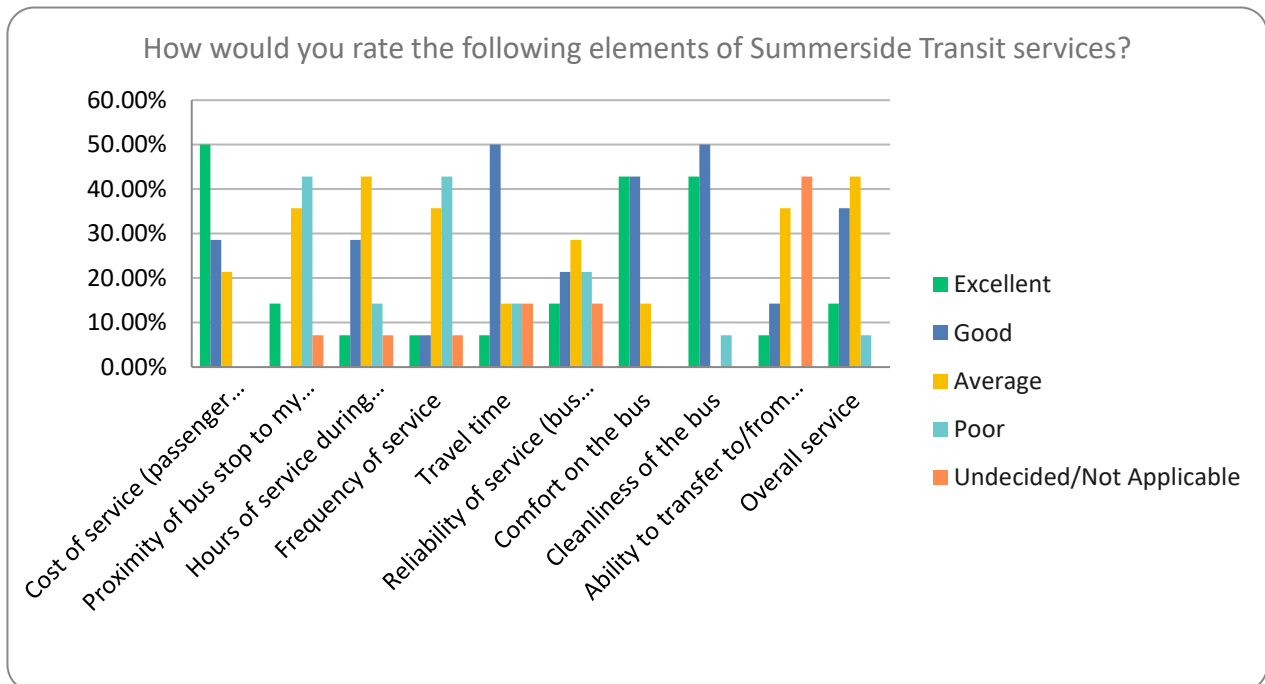
Answer Choices	Responses	
No improvements required - the service works for me	0.00%	0
Extend to neighbouring communities	50.00%	7
Operate more trips (service comes more often)	57.14%	8
Introduce service on Saturdays	50.00%	7
Introduce service on Sundays	7.14%	1
Extend service later into the evenings (after 6:00 pm)	28.57%	4
Start service earlier in the day (before 6:30 am)	14.29%	2
Improve reliability of buses (buses arrive at stops at the scheduled time)	14.29%	2
Make it easier to use for those with limited mobility	14.29%	2
Add more bus stops to reduce my walking distance to the bus	14.29%	2
Make service more direct to reduce travel time on the bus	0.00%	0
Lower transit fare (currently \$2 cash)	0.00%	0
Other (please specify)	7.14%	1
	<b>Answered</b>	<b>14</b>
	<b>Skipped</b>	<b>285</b>



**Respondents – Other:** Specific bus stop locations, complete with "bus stop" signs.

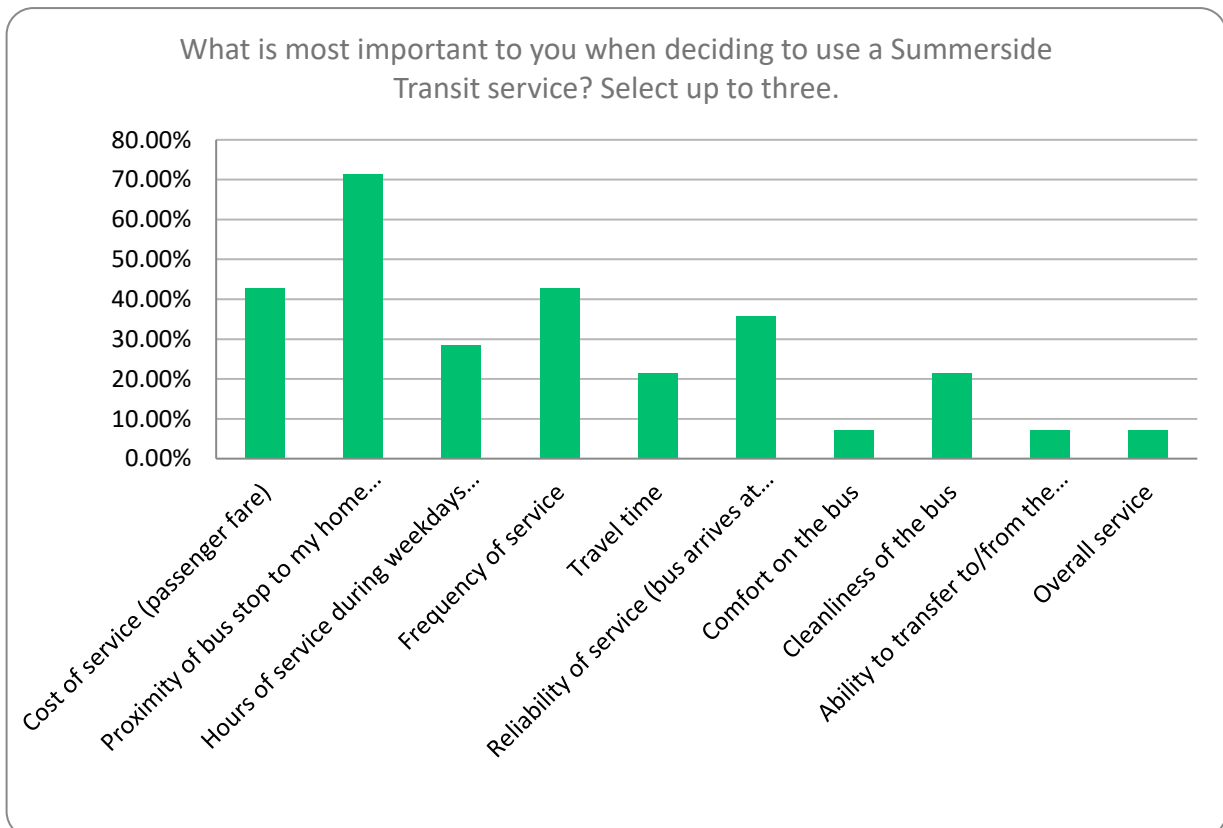
**Question 11: How would you rate the following elements of Summerside Transit services?**

Answer Choices	Excellent		Good		Average		Poor		Undecided/NA		Total
Cost of service (passenger fare)	50.00%	7	28.57%	4	21.43%	3	0.00%	0	0.00%	0	14
Proximity of bus stop to my home and destination	14.29%	2	0.00%	0	35.71%	5	42.86%	6	7.14%	1	14
Hours of service during weekdays (currently between 6:30 am and 6:00 pm)	7.14%	1	28.57%	4	42.86%	6	14.29%	2	7.14%	1	14
Frequency of service	7.14%	1	7.14%	1	35.71%	5	42.86%	6	7.14%	1	14
Travel time	7.14%	1	50.00%	7	14.29%	2	14.29%	2	14.29%	2	14
Reliability of service (bus arrives at my stop on schedule)	14.29%	2	21.43%	3	28.57%	4	21.43%	3	14.29%	2	14
Comfort on the bus	42.86%	6	42.86%	6	14.29%	2	0.00%	0	0.00%	0	14
Cleanliness of the bus	42.86%	6	50.00%	7	0.00%	0	7.14%	1	0.00%	0	14
Ability to transfer to/from the County Line Express to Charlottetown	7.14%	1	14.29%	2	35.71%	5	0.00%	0	42.86%	6	14
Overall service	14.29%	2	35.71%	5	42.86%	6	7.14%	1	0.00%	0	14
									<b>Answered</b>		<b>14</b>
									<b>Skipped</b>		<b>285</b>



**Question 12: What is the most important to you when deciding to use a Summerside Transit service?  
Select up to three.**

Answer Choices	Responses	
Cost of service (passenger fare)	42.86%	6
Proximity of bus stop to my home and destination	71.43%	10
Hours of service during weekdays (currently between 6:30 am and 6:00 pm)	28.57%	4
Frequency of service	42.86%	6
Travel time	21.43%	3
Reliability of service (bus arrives at my stop on schedule)	35.71%	5
Comfort on the bus	7.14%	1
Cleanliness of the bus	21.43%	3
Ability to transfer to/from the County Line Express to Charlottetown	7.14%	1
Overall service	7.14%	1
	<b>Answered</b>	<b>14</b>
	<b>Skipped</b>	<b>285</b>



**Question 13: Do you have any other comments on how to improve the current service?**

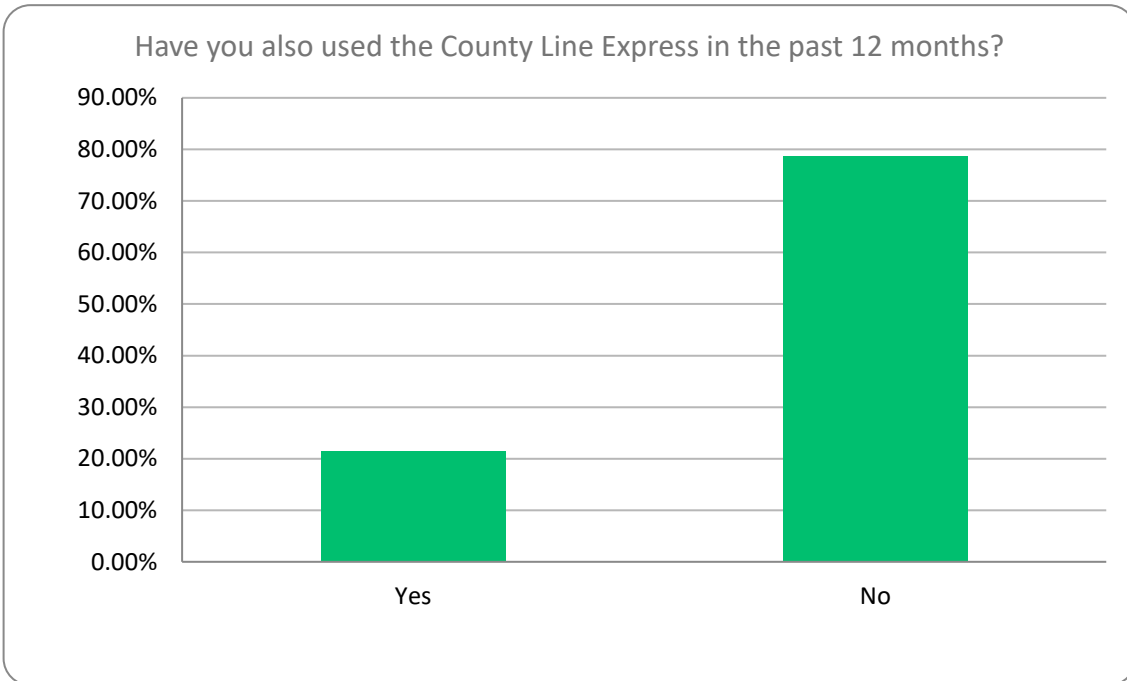
<b>Answered</b>	<b>10</b>
<b>Skipped</b>	<b>289</b>

**Respondents:**

1. No.
2. Extend to near communities, better hours, better schedule.
3. No.
4. No.
5. Clearly marked bus stops.
6. An alternative bus Routes to other destinations like Tignish, Alberton, O'Leary, Kensington, maybe Cavendish in the summer.
7. I try to use it, but the hours are inconvenient and that's why I have to walk everywhere I go.
8. No.
9. The biggest thing is visibility. Nobody knows we even have a transit service. Bus stop signs are very noticeable, and reduce confusion over where exactly the bus will stop (right now you need to flag the driver as he passes, which coming from a bigger city I find a little amusing but also sad). Perhaps you could also alter the appearance of the buses in some way that would make it obvious that they are Summerside Transit buses, thereby increasing awareness. Third, you could run an advertising campaign.
10. More frequent busses and larger service area.

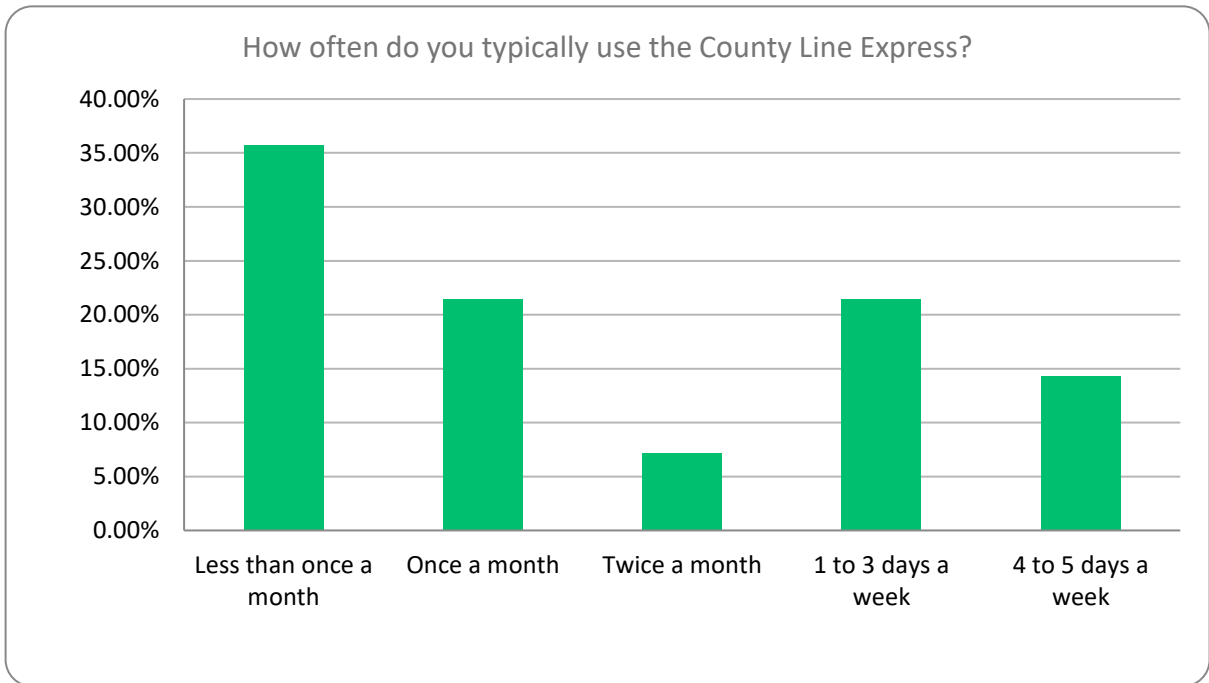
**Question 14: Have you also used the County Line Express in the past 12 months?**

Answer Choices	Responses	
Yes	21.43%	3
No	78.57%	11
	<b>Answered</b>	<b>14</b>
	<b>Skipped</b>	<b>285</b>



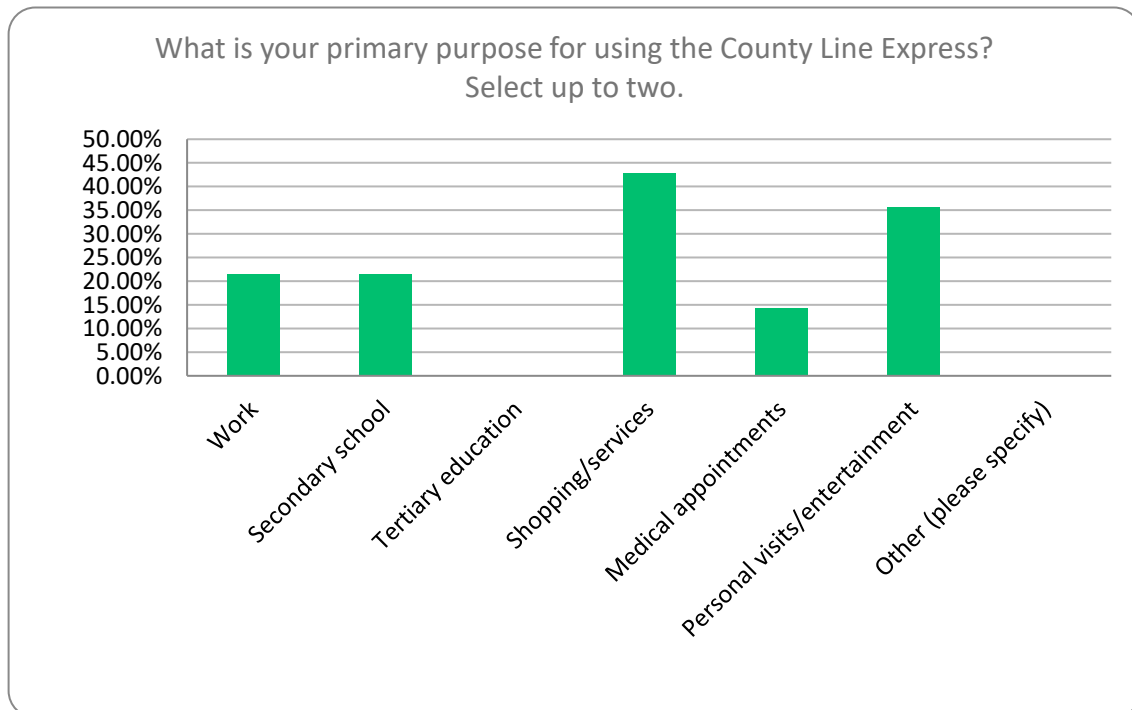
**Question 15: How often do you typically use the County Line Express?**

Answer Choices	Responses	
Less than once a month	35.71%	5
Once a month	21.43%	3
Twice a month	7.14%	1
1-3 days a week	21.43%	3
4-5 days a week	14.29%	2
	<b>Answered</b>	<b>14</b>
	<b>Skipped</b>	<b>285</b>



**Question 16: What is your primary purpose for the County Line Express? Select up to 2.**

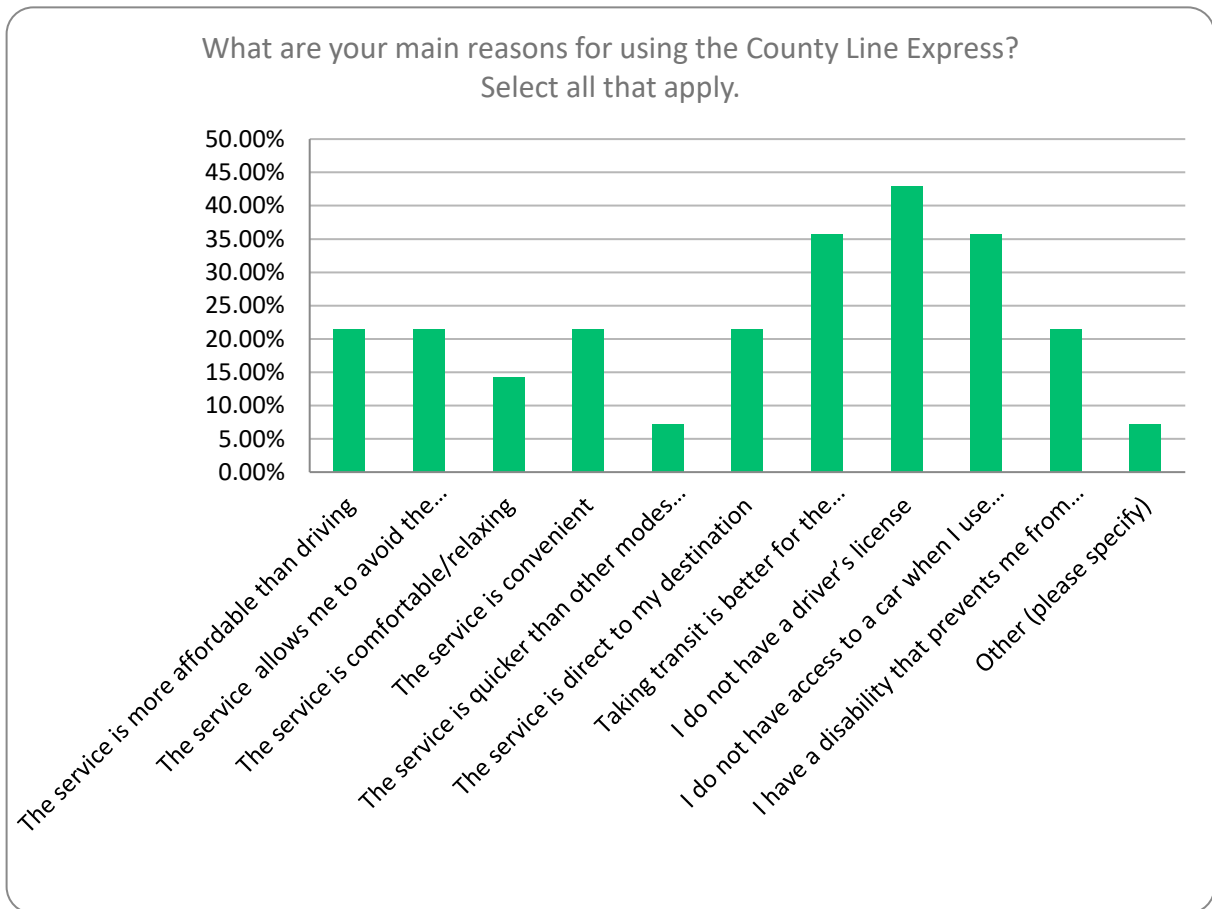
Answer Choices	Responses	
Work	21.43%	3
Secondary school	21.43%	3
Tertiary education	0.00%	0
Shopping/services	42.86%	6
Medical appointments	14.29%	2
Personal visits/entertainment	35.71%	5
Other (please specify)	0.00%	0
	<b>Answered</b>	<b>14</b>
	<b>Skipped</b>	<b>285</b>





**Question 17: What are your main reasons for using the County Line Express? Select all that apply.**

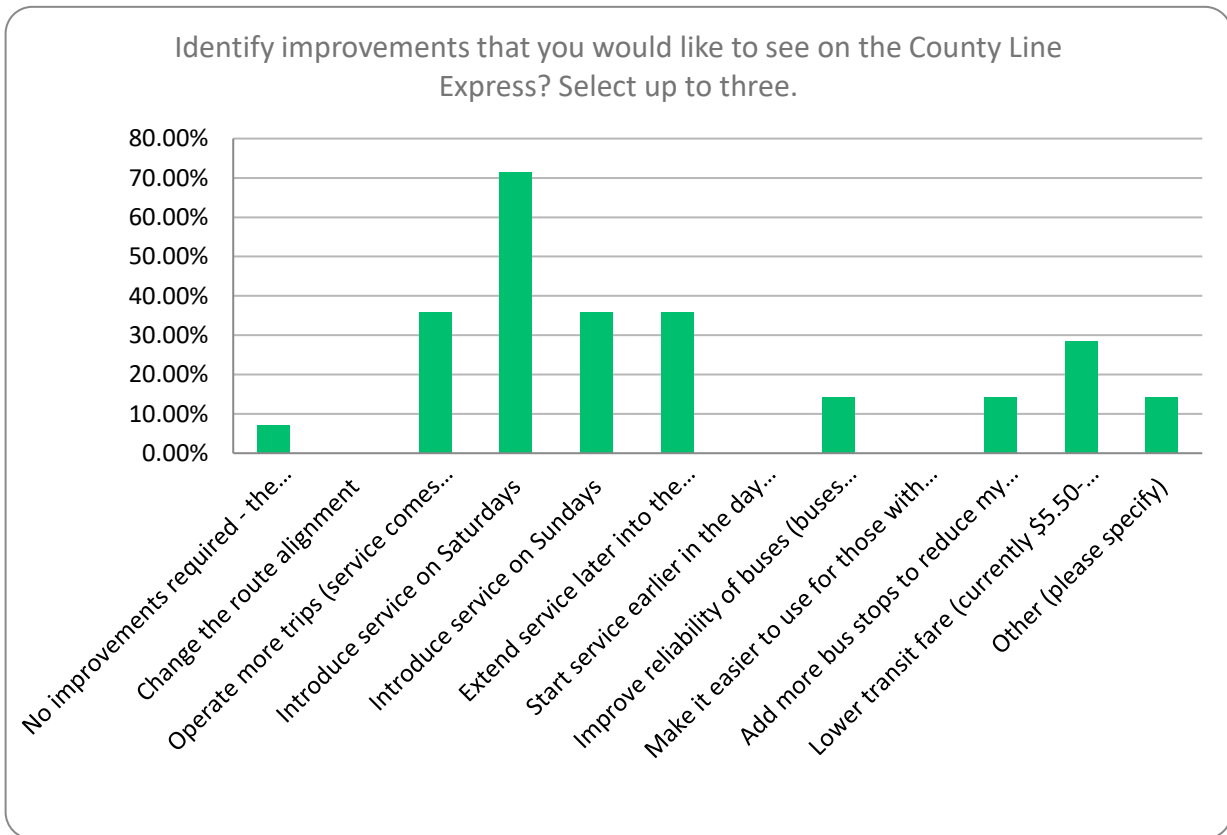
Answer Choices	Responses	
The service is more affordable than driving	21.43%	3
The service allows me to avoid the hassle or cost of parking	21.43%	3
The service is comfortable/relaxing	14.29%	2
The service is convenient	21.43%	3
The service is quicker than other modes of travel	7.14%	1
The service is direct to my destination	21.43%	3
Taking transit is better for the environment	35.71%	5
I do not have a driver's license	42.86%	6
I do not have access to a car when I use Summerside Transit	35.71%	5
I have a disability that prevents me from driving	21.43%	3
Other (please specify)	7.14%	1
	<b>Answered</b>	<b>14</b>
	<b>Skipped</b>	<b>285</b>



**Respondents – Other:** only option.

**Question 18: Identify improvements that you would like to see on the County Line Express. Select up to 3.**

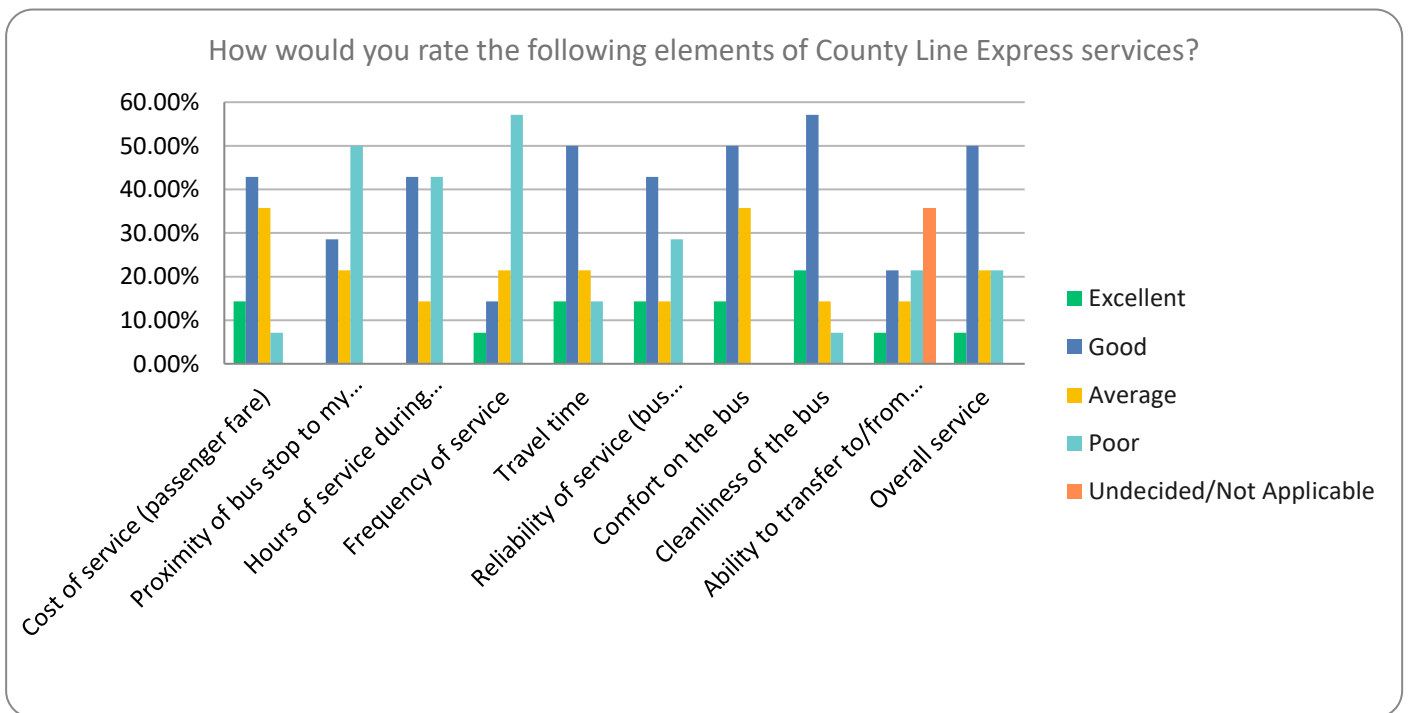
Answer Choices	Responses	
No improvements required - the service works for me	7.14%	1
Change the route alignment	0.00%	0
Operate more trips (service comes more often)	35.71%	5
Introduce service on Saturdays	71.43%	10
Introduce service on Sundays	35.71%	5
Extend service later into the evenings (after 6:45 pm)	35.71%	5
Start service earlier in the day (before 6:30 am)	0.00%	0
Improve reliability of buses (buses arrive at stops at the scheduled time)	14.29%	2
Make it easier to use for those with limited mobility	0.00%	0
Add more bus stops to reduce my walking distance to the bus	14.29%	2
Lower transit fare (currently \$5.50-\$9.00 cash)	28.57%	4
Other (please specify)	14.29%	2
	<b>Answered</b>	<b>14</b>
	<b>Skipped</b>	<b>285</b>



**Respondents – Other:** Make a connection to Slemon Park; Allow bikes.

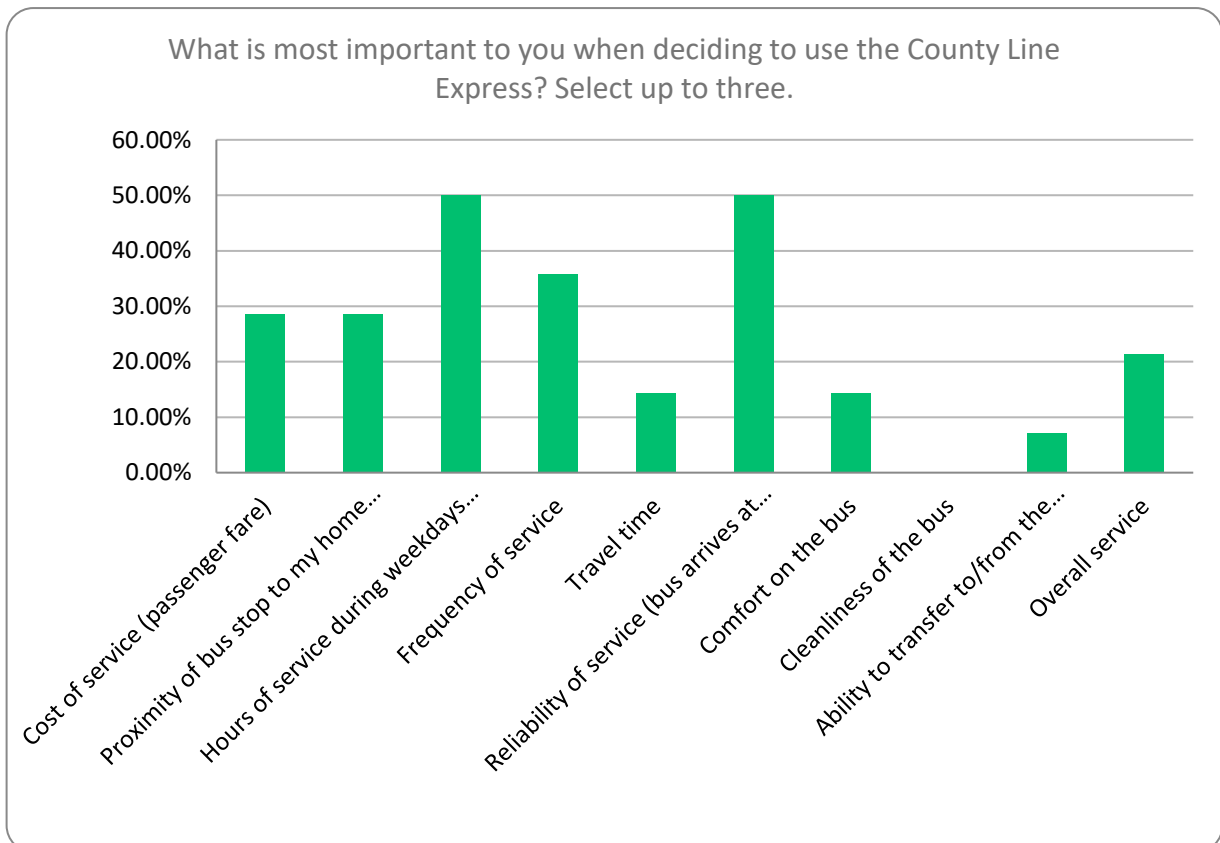
**Question 19: How would you rate the following elements of County Line Express services?**

Answer Choices	Excellent		Good		Average		Poor		Undecided/NA		Total
Cost of service (passenger fare)	14.29%	2	42.86%	6	35.71%	5	7.14%	1	0.00%	0	14
Proximity of bus stop to my home and destination	0.00%	0	28.57%	4	21.43%	3	50.00%	7	0.00%	0	14
Hours of service during weekdays (currently between 6:30 am and 6:00 pm)	0.00%	0	42.86%	6	14.29%	2	42.86%	6	0.00%	0	14
Frequency of service	7.14%	1	14.29%	2	21.43%	3	57.14%	8	0.00%	0	14
Travel time	14.29%	2	50.00%	7	21.43%	3	14.29%	2	0.00%	0	14
Reliability of service (bus arrives at my stop on schedule)	14.29%	2	42.86%	6	14.29%	2	28.57%	4	0.00%	0	14
Comfort on the bus	14.29%	2	50.00%	7	35.71%	5	0.00%	0	0.00%	0	14
Cleanliness of the bus	21.43%	3	57.14%	8	14.29%	2	7.14%	1	0.00%	0	14
Ability to transfer to/from Summerside Transit (T3) in Summerside	7.14%	1	21.43%	3	14.29%	2	21.43%	3	35.71%	5	14
Overall service	7.14%	1	50.00%	7	21.43%	3	21.43%	3	0.00%	0	14
									<b>Answered</b>		<b>14</b>
									<b>Skipped</b>		<b>285</b>



**Question 20: What is most important to you when deciding to use the County Line Express?  
Select up to three.**

Answer Choices	Responses	
Cost of service (passenger fare)	28.57%	4
Proximity of bus stop to my home and destination	28.57%	4
Hours of service during weekdays (currently between 6:30 am and 6:00 pm)	50.00%	7
Frequency of service	35.71%	5
Travel time	14.29%	2
Reliability of service (bus arrives at my stop on schedule)	50.00%	7
Comfort on the bus	14.29%	2
Cleanliness of the bus	0.00%	0
Ability to transfer to/from the County Line Express to Charlottetown	7.14%	1
Overall service	21.43%	3
	<b>Answered</b>	<b>14</b>
	<b>Skipped</b>	<b>285</b>



**Question 21: Do you have any other comments on how to improve the current service?**

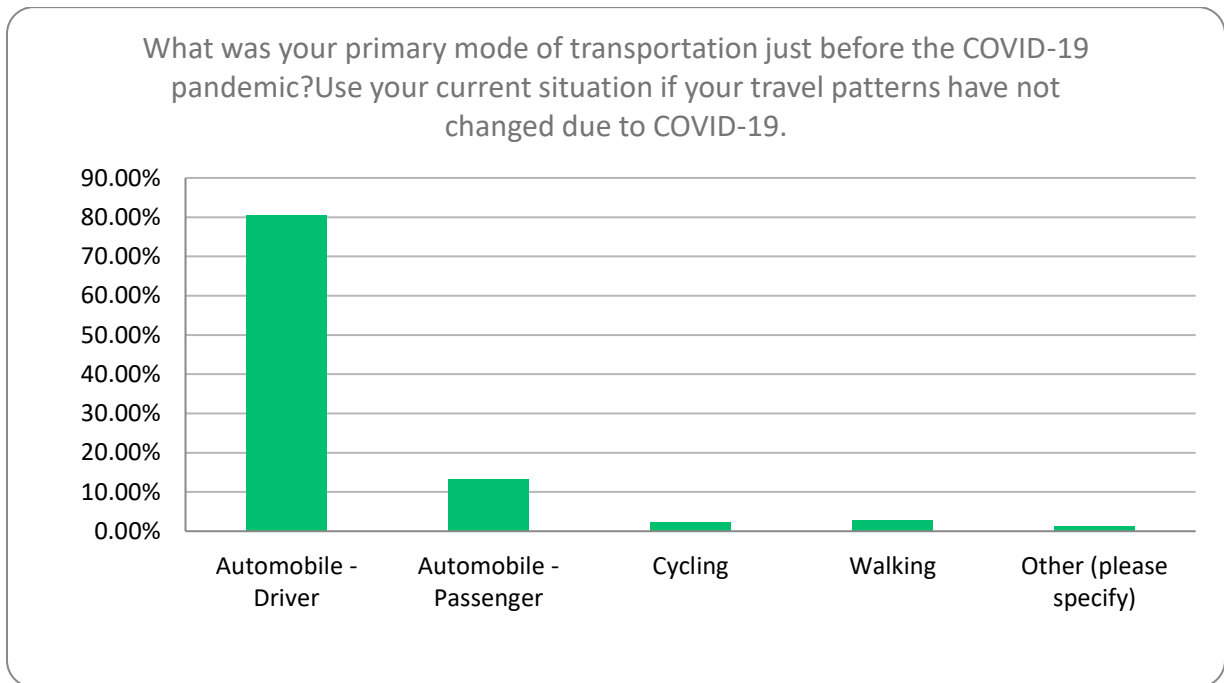
<b>Answered</b>	<b>10</b>
<b>Skipped</b>	<b>289</b>

**Respondents:**

1. No.
2. Expansion of Summerside Transit service to Slemon Park would make this service valuable to me.
3. No.
4. Service on the weekends.
5. Reliability should be your #1 priority. In the last month, 3 times I have waited for a bus that hadn't arrived 20 mins after scheduled stop time. I gave up. It would also be great to be able to go to Charlottetown or anywhere on the weekends. I can't visit family in Stratford on a Sunday afternoon because there's no way to get there and back. The world doesn't stop after 6pm on Friday and start back on Sunday. I'd use the bus more if I could rely on it.
6. N/A
7. I use it to travel to downtown Charlottetown and the airport to avoid airport parking fees.
8. A bus shelter would be nice.
9. Currently, the County Line Express seems only to service a very specific, niche daily work commuter. Instead, I would like to be able to attend evening events (concerts, community events, hobby gatherings) and know that there is transportation home in the evening (e.g.: a 10 or 11pm return to Summerside) so I can attend evening meetings, rehearsals, lectures, etc. There are groups or organizations I would join if this were available for their weekly/monthly meetings. Similarly, ANY transportation on weekends would allow for shopping/entertainment, etc.
10. Add bus stop shelters in Summerside. Add route map to shelters in Summerside. Have automated phone system for bus lines in Summerside.

**Question 22: What was your primary mode of transportation just before the COVID-19 pandemic?  
 Use your current situation if your travel patterns have not changed due to COVID-19.**

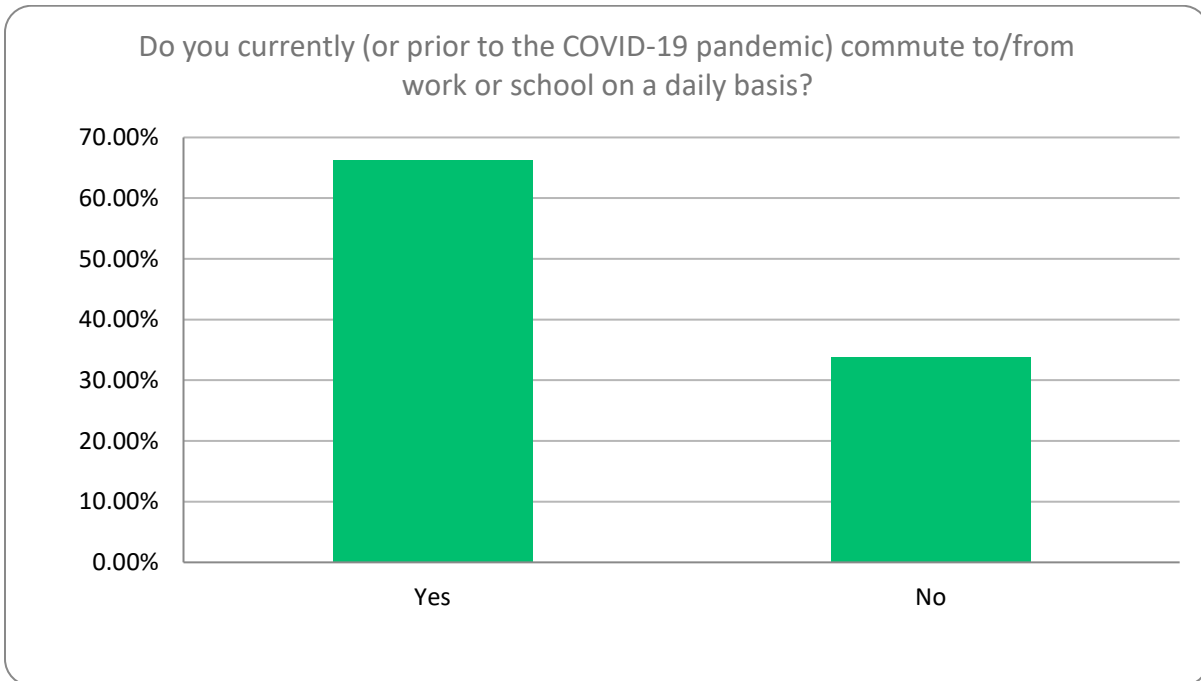
Answer Choices	Responses	
Automobile - Driver	80.39%	205
Automobile - Passenger	13.33%	34
Cycling	2.35%	6
Walking	2.75%	7
Other (please specify)	1.18%	3
	<b>Answered</b>	<b>255</b>
	<b>Skipped</b>	<b>44</b>



**Respondents – Other:** taxi, taxi, taxi.

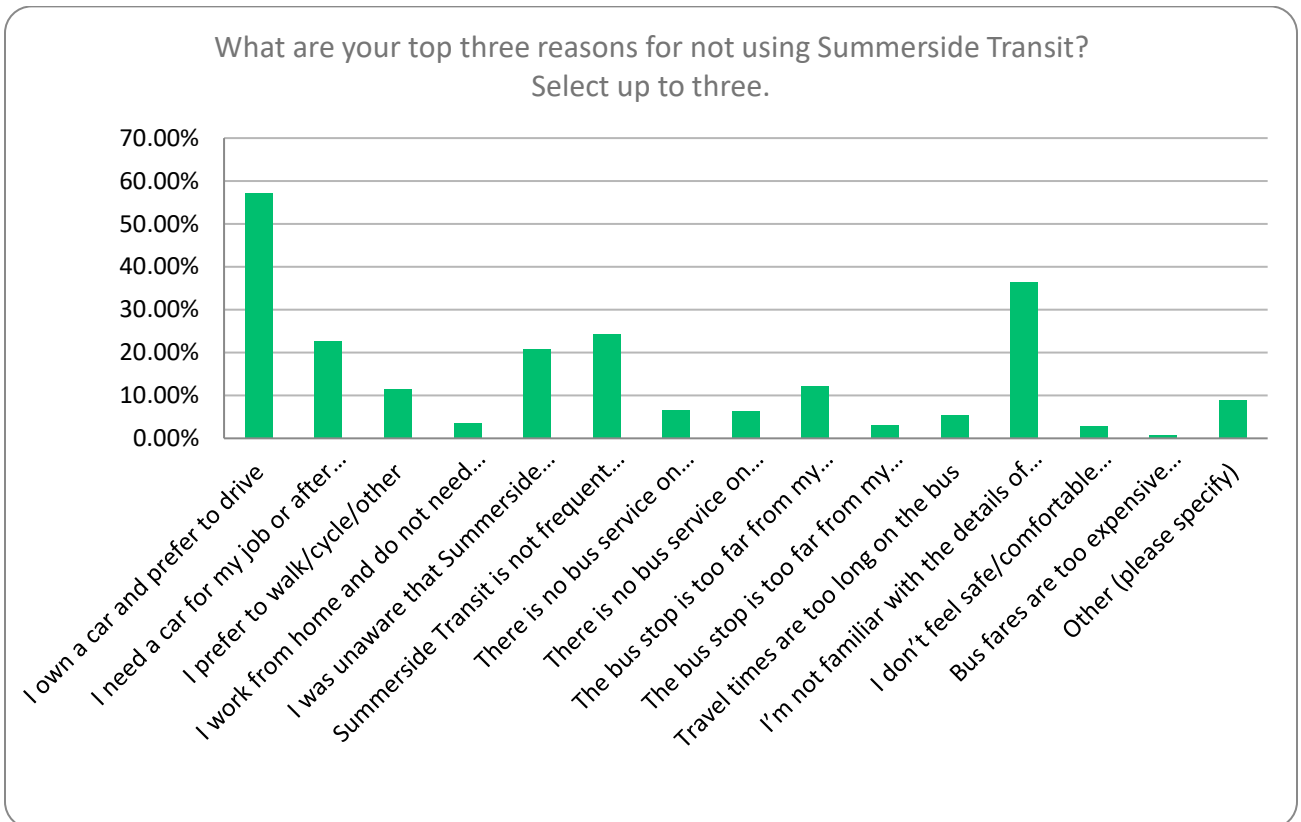
**Question 23: Do you currently (or prior to the COVID-19 pandemic) commute to/from work or school on a daily basis?**

Answer Choices	Responses	
Yes	66.27%	169
No	33.73%	86
	<b>Answered</b>	<b>255</b>
	<b>Skipped</b>	<b>44</b>



**Question 24: What are your top three reasons for not using Summerside Transit? Select up to three.**

Answer Choices	Responses	
I own a car and prefer to drive	57.25%	146
I need a car for my job or after work/school activities	22.75%	58
I prefer to walk/cycle/other	11.37%	29
I work from home and do not need to travel	3.53%	9
I was unaware that Summerside Transit existed	20.78%	53
Summerside Transit is not frequent enough	24.31%	62
There is no bus service on weekdays when I need to travel	6.67%	17
There is no bus service on weekends when I need to travel	6.27%	16
The bus stop is too far from my home	12.16%	31
The bus stop is too far from my typical destination	3.14%	8
Travel times are too long on the bus	5.49%	14
I'm not familiar with the details of the service/routes	36.47%	93
I don't feel safe/comfortable waiting for the bus	2.75%	7
Bus fares are too expensive (currently \$2 cash)	0.78%	2
Other (please specify)	9.02%	23
	<b>Answered</b>	<b>255</b>
	<b>Skipped</b>	<b>44</b>



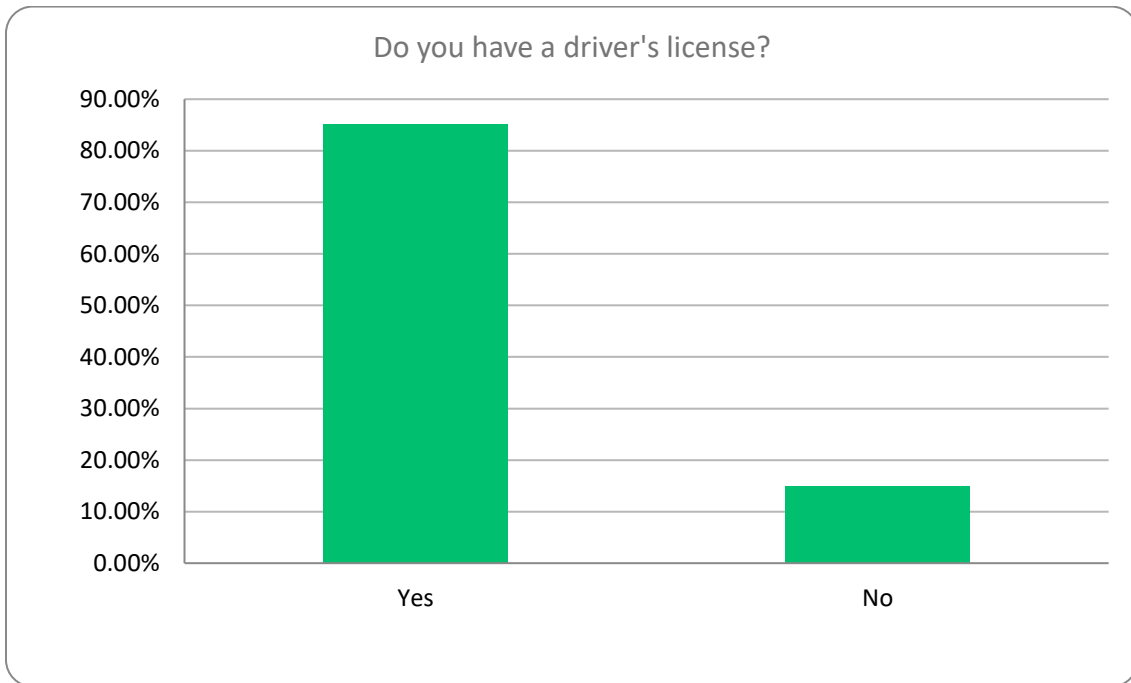


**Respondents – Other:**

1. Don't believe the bus picks up past Reads Corner.
2. Support local.
3. The website is confusing. It needs a map of the routes that show where all the bus stops are located.  
There needs to be bigger bus stop signs.
4. There is no bus service in Slemon Park.
5. Last I checked, the schedule and stop location was atrocious.
6. Not aware of times, pick up spots, cost.
7. Bus does not come down my street.
8. The bus doesn't come to Slemon Park.
9. No bus stop for Slemon Park.
10. There is no transit where I live.
11. There is no transit from Slemon Park.
12. I have children who need to be picked up and dropped off at different things.
13. Shelters.
14. As I next-to-never see the bus when I am walking, I can only assume it doesn't run in areas or times convenient to me. I wouldn't know where to catch it if I wanted to.
15. The bus stopped coming to Slemon Park.
16. Biking or walking is on my own schedule.
17. Suggest schedule be made better known – send with electricity bills perhaps.
18. I don't want to ride the bus with strangers.
19. Have no idea where the bus stops are. I have not seen any bus stop signage anywhere in town. The website does not have a proper route map that shows all bus stops.
20. I myself don't use the service but do know people that do and are disappointed!
21. I don't usually have loose change including toonies.
22. The bus routes/stops are confusing, and I rarely actually see a bus on the road.
23. Live close to work so would not be efficient use of time.

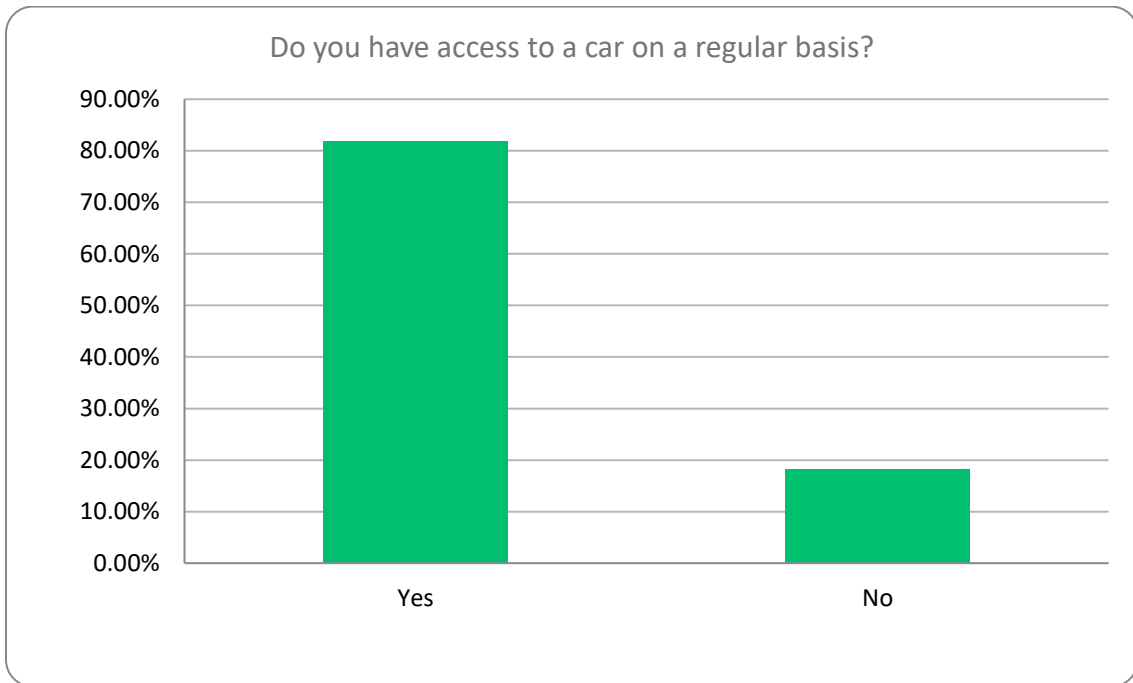
**Question 25: Do you have a driver's license?**

Answer Choices	Responses	
Yes	85.14%	235
No	14.86%	41
	<b>Answered</b>	<b>276</b>
	<b>Skipped</b>	<b>23</b>



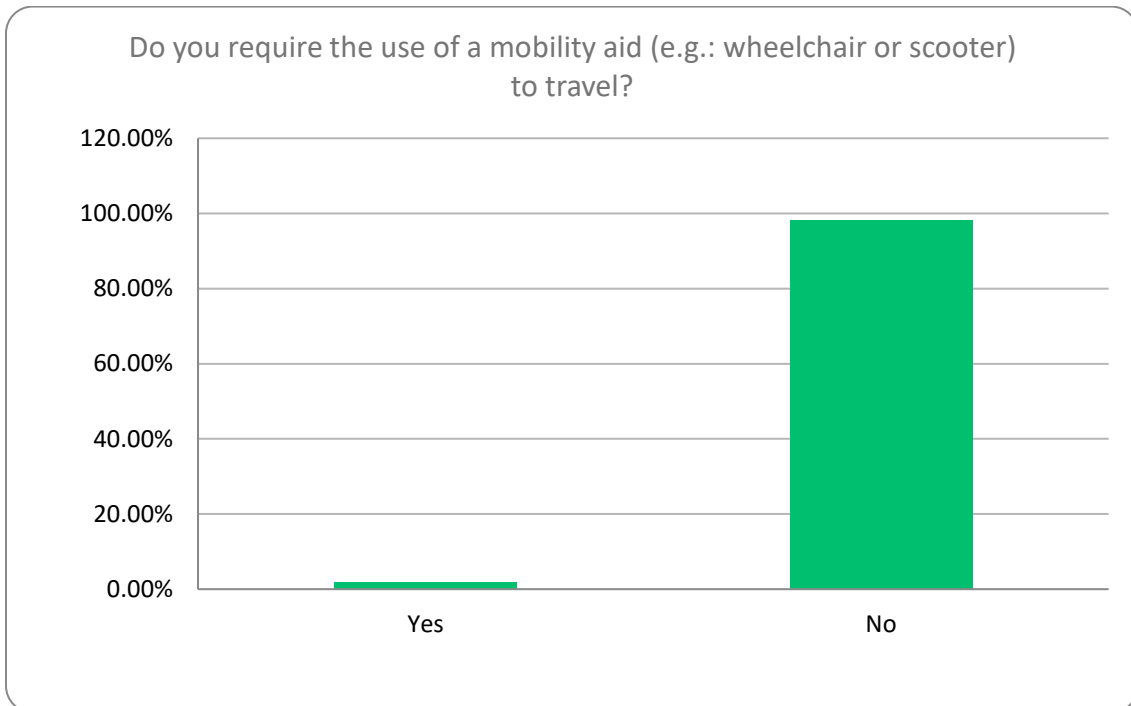
**Question 26: Do you have access to a car on a regular basis?**

Answer Choices	Responses	
Yes	81.88%	226
No	18.12%	50
	<b>Answered</b>	<b>276</b>
	<b>Skipped</b>	<b>23</b>



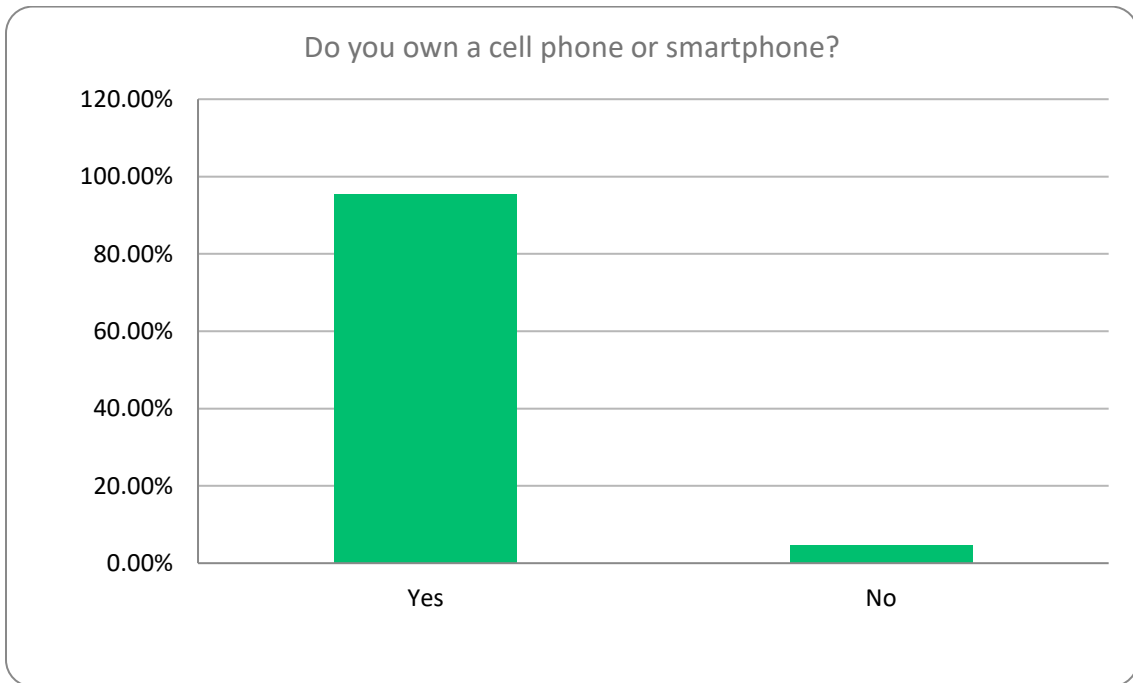
**Question 27: Do you require the use of a mobility aid (e.g.: wheelchair or scooter) to travel?**

Answer Choices	Responses	
Yes	1.81%	5
No	98.19%	271
	<b>Answered</b>	<b>276</b>
	<b>Skipped</b>	<b>23</b>



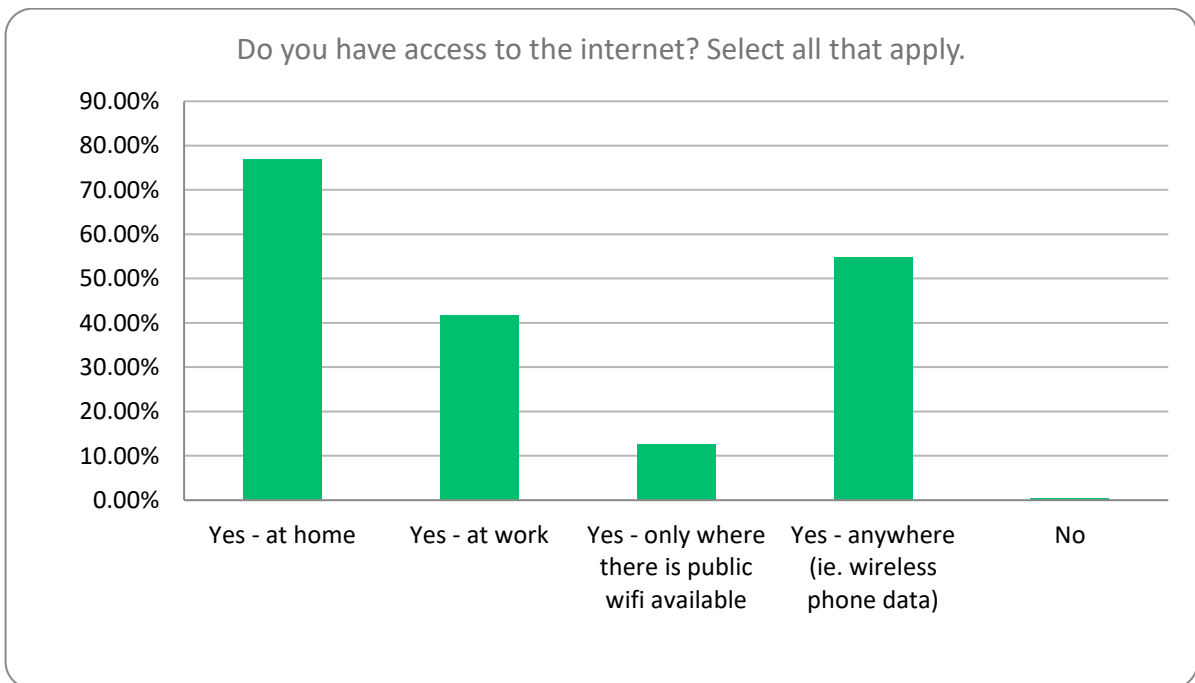
**Question 28: Do you own a cell phone or smartphone?**

Answer Choices	Responses	
Yes	95.29%	263
No	4.71%	13
	<b>Answered</b>	<b>276</b>
	<b>Skipped</b>	<b>23</b>



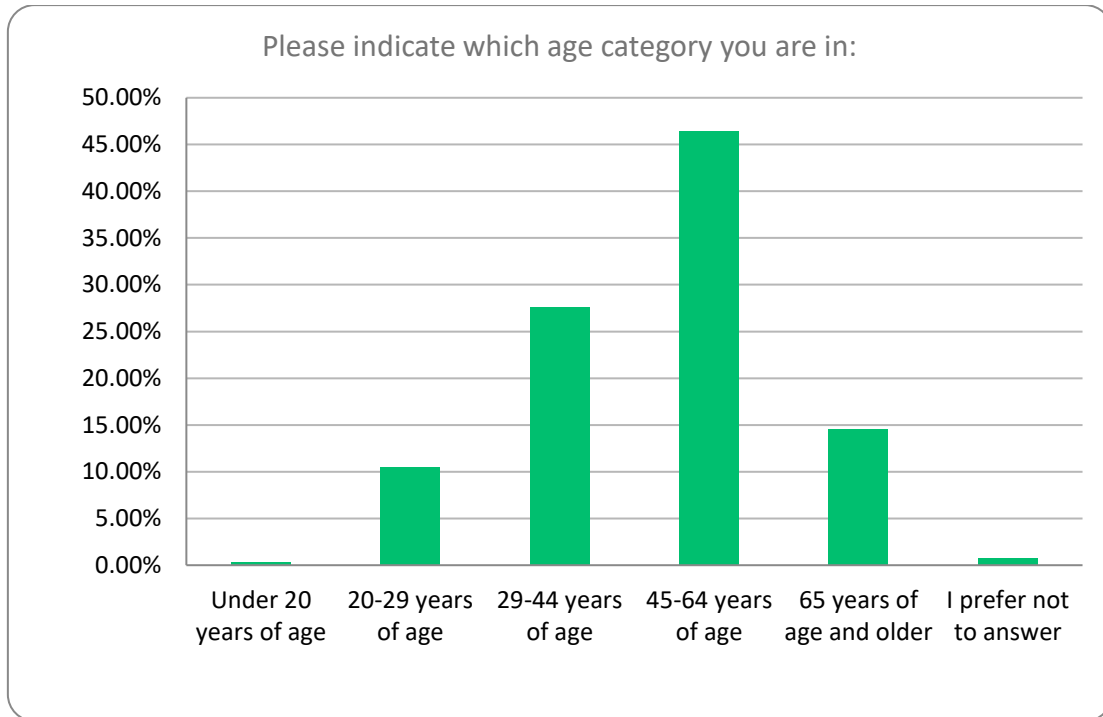
**Question 29: Do you have access to the internet? Select all that apply.**

Answer Choices	Responses	
Yes – at home	76.81%	212
Yes – at work	41.67%	115
Yes – only where there is public wifi available	12.68%	35
Yes – anywhere (i.e.: wireless phone data)	54.71%	151
No	0.36%	1
	<b>Answered</b>	<b>276</b>
	<b>Skipped</b>	<b>23</b>



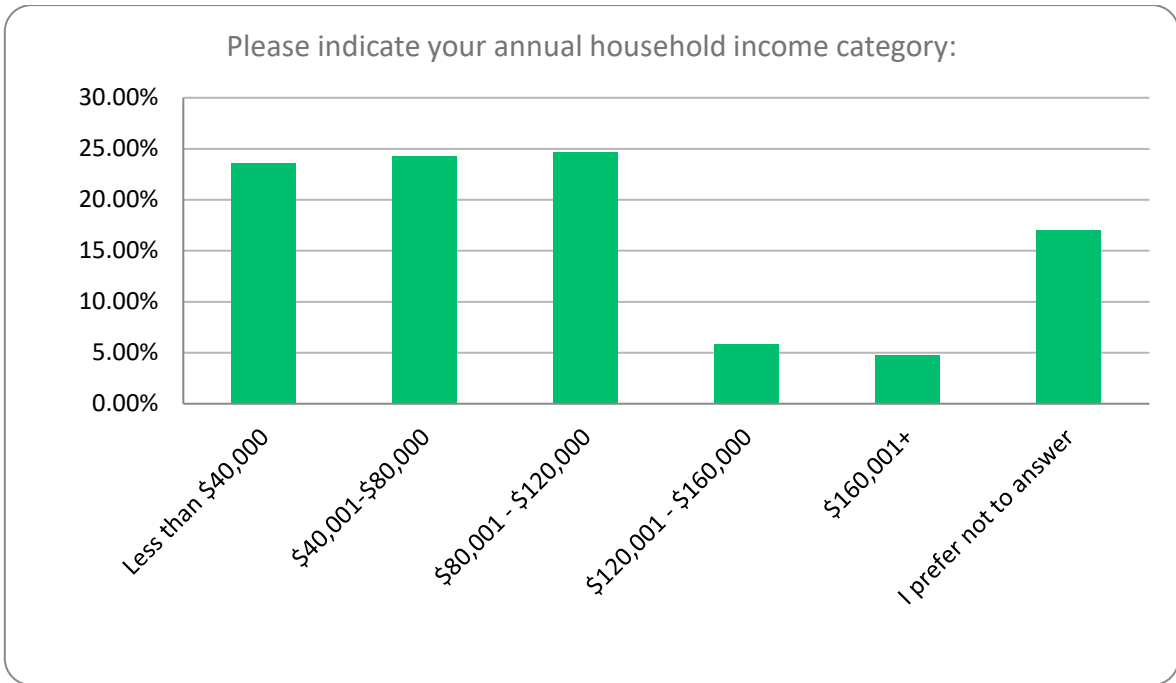
**Question 30: Please indicate your age category.**

Answer Choices	Responses	
Under 20 years of age	0.36%	1
20-29 years of age	10.51%	29
29-44 years of age	27.54%	76
45-64 years of age	46.38%	128
65 years of age and older	14.49%	40
I prefer not to answer	0.72%	2
	<b>Answered</b>	<b>276</b>
	<b>Skipped</b>	<b>23</b>



**Question 31: Please indicate you're your annual household income category.**

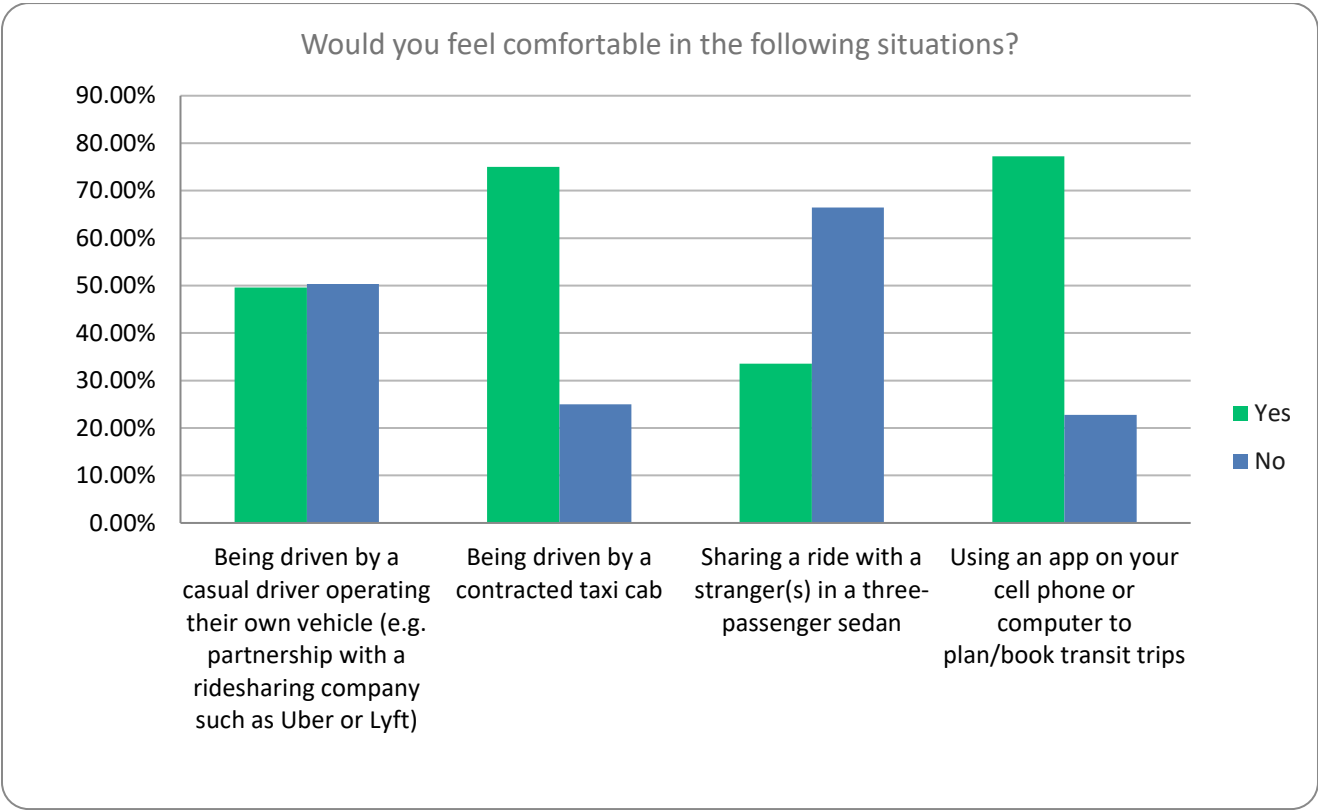
Answer Choices	Responses	
Less than \$40,000	23.55%	65
\$40,001 - \$80,000	24.28%	67
\$80,001 - \$120,000	24.64%	68
\$120,001 - \$160,000	5.80%	16
\$160,001+	4.71%	13
I prefer not to answer	17.03%	47
	<b>Answered</b>	<b>276</b>
	<b>Skipped</b>	<b>23</b>





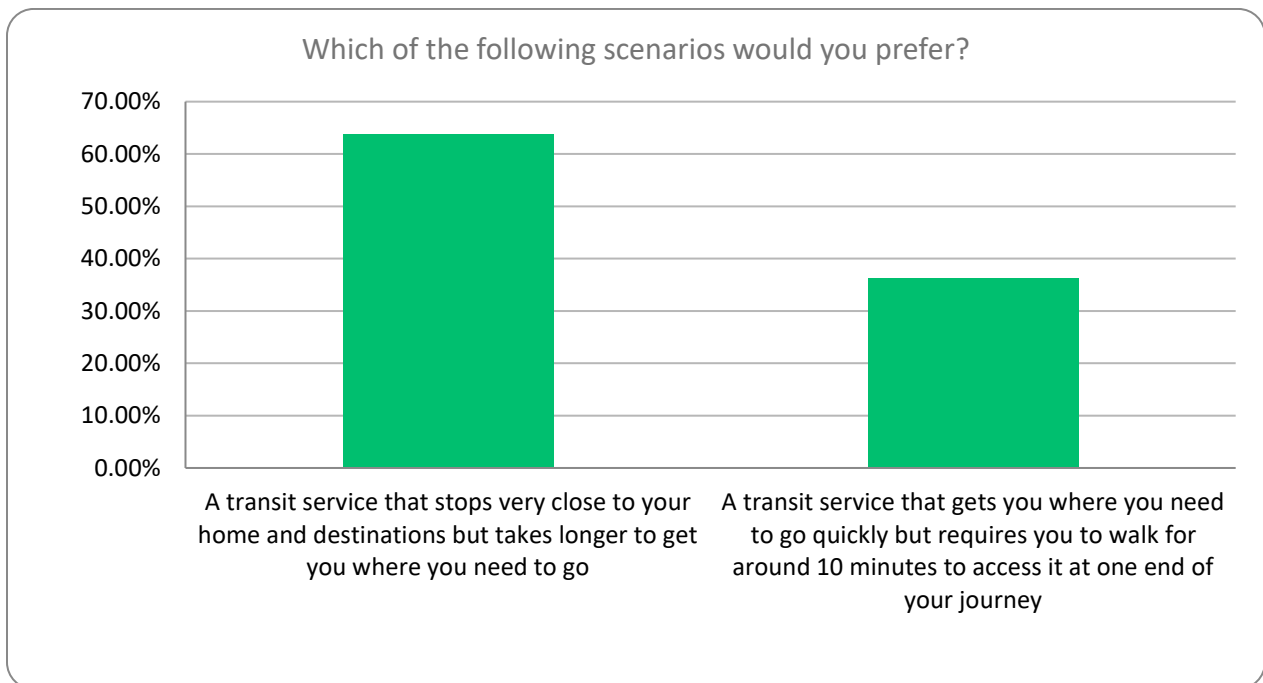
**Question 32: Would you feel comfortable in the following situations?**

Answer Choices	Yes		No		Total
	Percentage	Count	Percentage	Count	
Being driven by a casual driver operating their own vehicle (e.g.: partnership with a ridesharing company such as Uber or Lyft)	49.63%	133	49.63%	135	268
Being driven by a contracted taxi cab	75.00%	201	49.63%	67	268
Sharing a ride with a stranger(s) in a three-passenger sedan	33.58%	90	49.63%	178	268
Using an app on your cell phone or computer to plan/book transit	77.24%	207	49.63%	61	268
				<b>Answered</b>	<b>268</b>
				<b>Skipped</b>	<b>31</b>



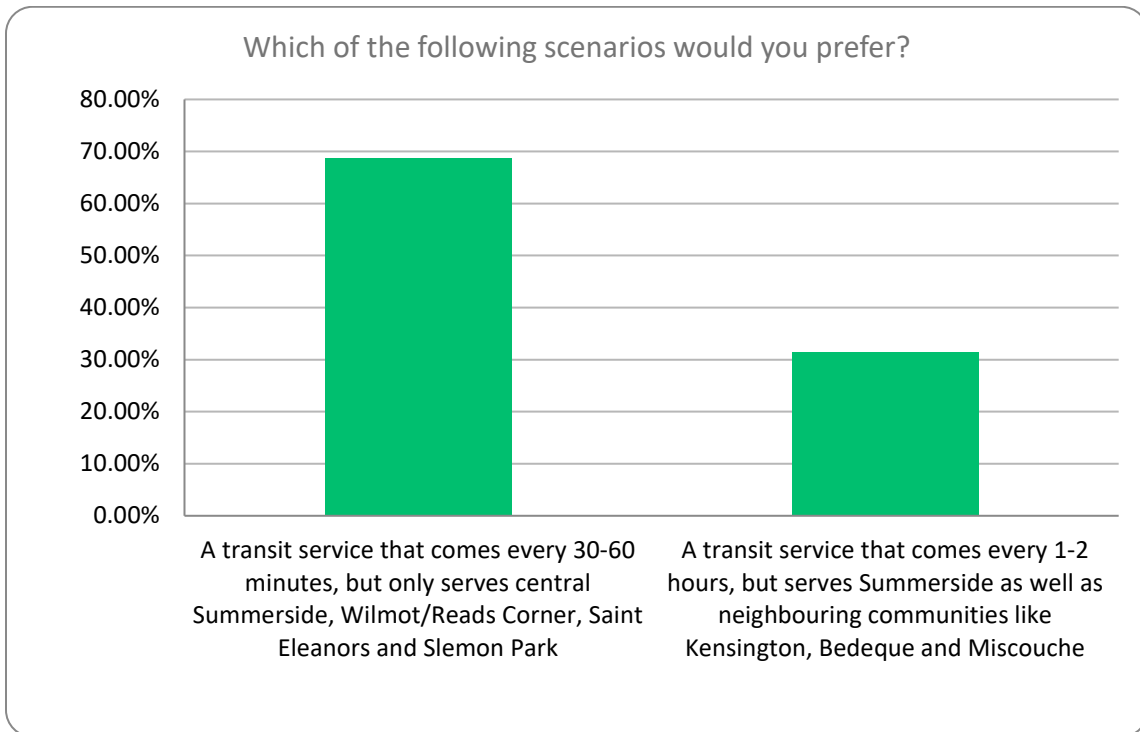
**Question 33: Which of the following scenarios would you prefer?**

Answer Choices	Responses	
A transit service that stops very close to your home and destinations but takes longer to get you where you need to go	63.81%	171
A transit service that gets you where you need to go quickly but requires you to walk for around 10 minutes to access it at one end of your journey	36.19%	97
	<b>Answered</b>	<b>268</b>
	<b>Skipped</b>	<b>31</b>



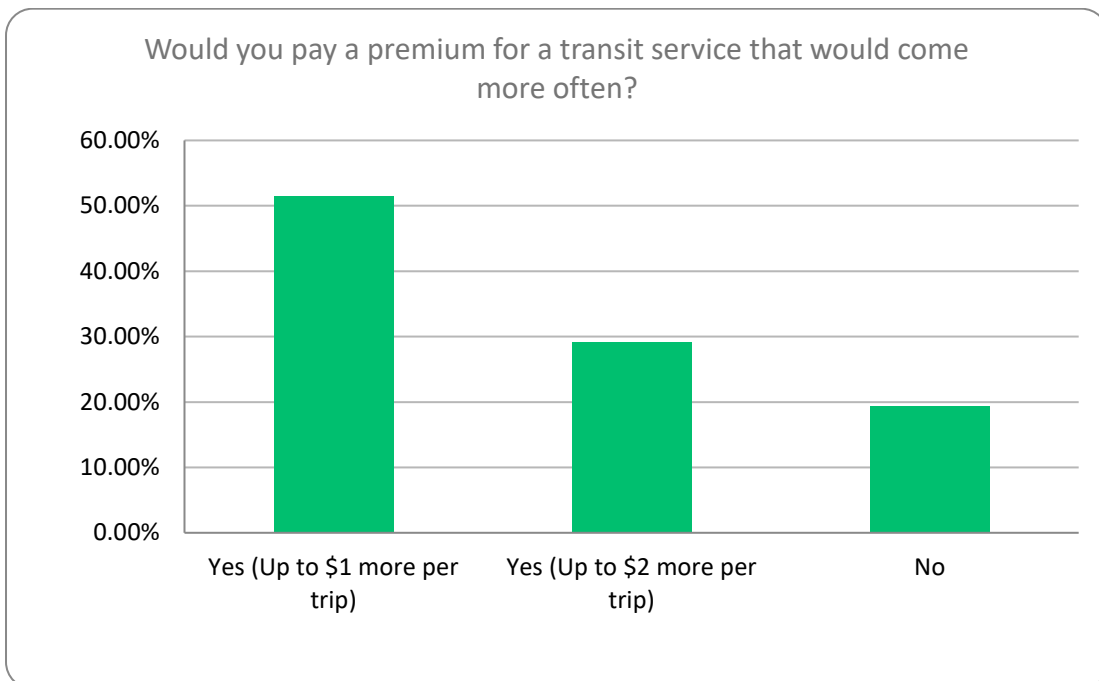
**Question 34: Which of the following scenarios would you prefer?**

Answer Choices	Responses	
A transit service that comes every 30-60 minutes, but only serves central Summerside, Wilmot/Reads Corner, Saint Eleanors and Slemon Park	68.66%	184
A transit service that comes every 1-2 hours, but serves Summerside as well as neighbouring communities like Kensington, Bedeque and Miscouche	31.34%	84
	<b>Answered</b>	<b>268</b>
	<b>Skipped</b>	<b>31</b>



**Question 35: Would you pay a premium for a transit service that would come more often?**

Answer Choices	Responses	
Yes (Up to \$1 more per trip)	51.49%	138
Yes (Up to \$2 more per trip)	29.10%	78
No	19.40%	52
	<b>Answered</b>	<b>268</b>
	<b>Skipped</b>	<b>31</b>



**Question 36: Would you be willing to pay an increase in property taxes to support the improvement of transit services in Summerside?**

Answer Choices	Responses	
Yes (Up to \$50 per year)	35.07%	94
Yes (Up to \$100 per year)	7.84%	21
Yes (Up to \$200 per year)	8.96%	24
No	48.13%	129
	<b>Answered</b>	<b>268</b>
	<b>Skipped</b>	<b>31</b>

