



Ride Well Long-Term Plan

Economic Development Committee

January 27, 2025



DILLON
CONSULTING

Importance of Rural Transit

Provide mobility to a growing and aging population

Address housing affordability concerns with rising cost of living

Provide access to employment, training and education

Increase economic development (e.g. new warehousing plants moving to the region)

Reduce social isolation and increase quality of life

Access to hospitals and medical appointments

To consider the future of transit in Wellington County, a framework for the service was developed in consultation with Council and staff.

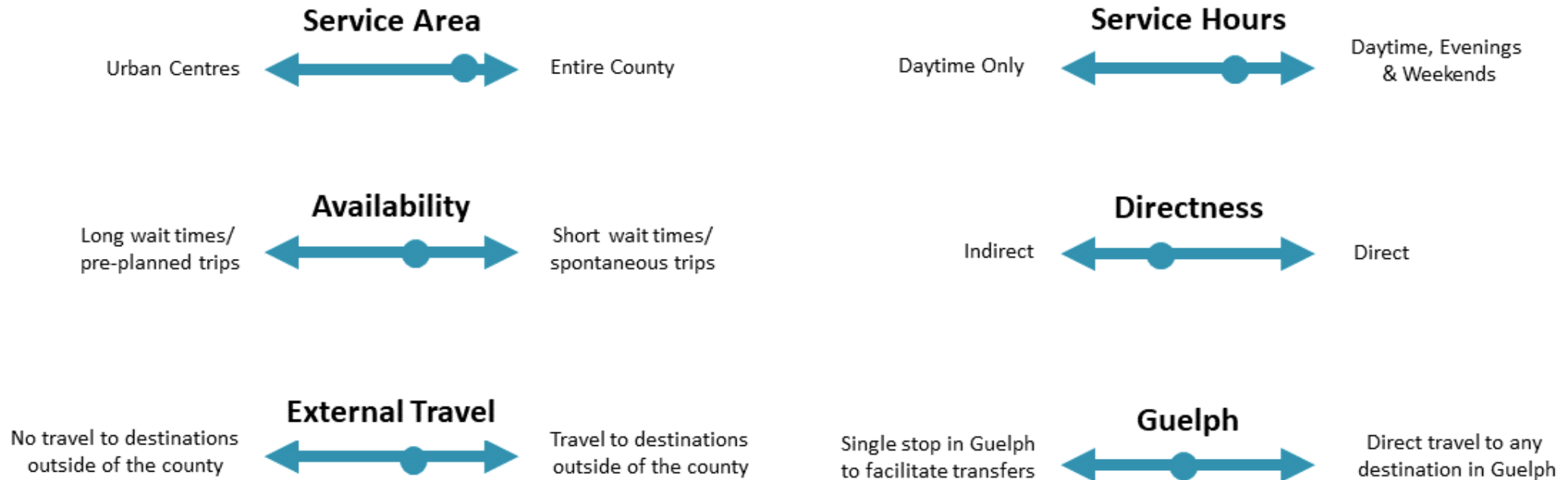
Vision:

To be a sustainable mobility choice for all residents of the County.

Mission:

To provide financially responsible public transportation throughout the County to permit mobility for residents of all demographics, abilities, and incomes.

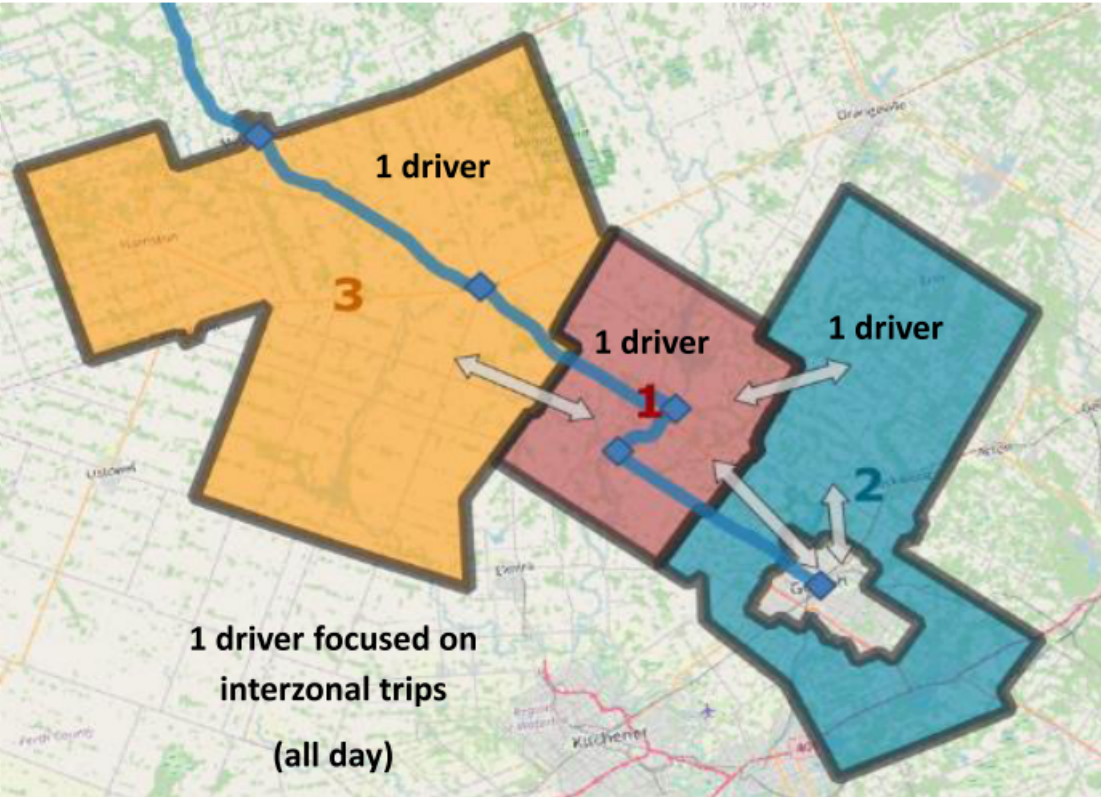
Recommended Service Model Framework



Roles and Responsibilities

Responsibility	County	Township	Metrolinx/ MTO/Adjacent County/Region
Service Area	Inter-municipal service	Service dedicated to a single township	Fixed-route corridor service that crosses County boundaries
Level of Service and Service Hours	Base level of service within the County	Higher level of service for the township	Service level based on demand
Fares	Standard fares based on distance	Reductions to Ride Well fares that are focused on a particular township Fare reductions to Ride Well for transfers between Ride Well and locally operated services	Reductions to Ride Well fares when transferring to GO Transit (One-fare program) or other inter-community transit service to encourage linked long-distance trips
Administration	County administers all services on behalf of all Townships	Contribute to administration where service expansion requires additional resources	Administers all inter-regional services which cross County boundaries

Impact of On-Demand Zone Structure



- Service model changed in August
- Reduction of the low-frequency trips over long distances, particularly those to and from Guelph
- Increase of local trips in each individual zone
- Below table shows the change in trip distribution

	Zone 1	Zone 2	Zone 3	Guelph
Zone 1	3%	0%	1%	-5%
Zone 2	0%	4%	0%	-2%
Zone 3	1%	0%	2%	0%
Guelph	-4%	1%	0%	0%

Trips to Guelph



Update from Previous Report

Scenarios

- Six operating scenarios were reviewed.
- All scenarios included a recommendation to operate at least one fully accessible vehicle at all times to meet AODA requirements.
- Options which included procuring vehicles were excluded.
- The remaining options were narrowed to two.

Gas Tax Funding

- The amount of Gas Tax Funding which could be received has been updated.
- The County would be eligible to receive 75% of municipal spending up to a maximum of approximately \$835,000 in gas tax funding for the 2025 fiscal year. (\$1,113,000 to receive the full allotment)
- The pilot designation must be removed to qualify.

Scenario 1

Continue with zonal structure, contract accessible and interzonal service, no fixed-route

Annually:

Operating Costs: \$685,230

Capital Costs: \$0

Revenue: \$118,700

Year	Net Cost	\$0.60/km	
		Net Cost per Capita	Net Cost per Household
Year 1 (2025)	\$ 237,900	\$ 2.20	\$ 6.13
Year 2 (2026)	\$ 340,500	\$ 3.06	\$ 8.54
Year 3 (2027)	\$ 287,200	\$ 2.52	\$ 7.01
Year 4 (2028)	\$ 233,900	\$ 2.01	\$ 5.57
Year 5 (2029)	\$ 299,000	\$ 2.53	\$ 6.99
Year 6 (2030)	\$ 365,400	\$ 3.04	\$ 8.40
Year 7 (2031)	\$ 339,800	\$ 2.78	\$ 7.68
Year 8 (2032)	\$ 312,400	\$ 2.51	\$ 6.94
Year 9 (2033)	\$ 354,600	\$ 2.81	\$ 7.75
Year 10 (2034)	\$ 398,900	\$ 3.11	\$ 8.58

Net costs exclude costs of the Social Services' Transportation service



Scenario 2

This scenario is the same as scenario 1 with the addition of a fixed-route

Annually:

Operating Costs: \$978,900

Capital Costs: \$0

Revenue: \$216,600

Year	\$0.60/km		
	Net Cost	Net Cost per Capita	Net Cost per Household
Year 1 (2025)	\$ 403,700	\$ 3.73	\$ 10.40
Year 2 (2026)	\$ 546,100	\$ 4.91	\$ 13.69
Year 3 (2027)	\$ 323,100	\$ 2.84	\$ 7.89
Year 4 (2028)	\$ 221,400	\$ 1.90	\$ 5.27
Year 5 (2029)	\$ 410,400	\$ 3.47	\$ 9.60
Year 6 (2030)	\$ 517,300	\$ 4.30	\$ 11.89
Year 7 (2031)	\$ 403,100	\$ 3.30	\$ 9.11
Year 8 (2032)	\$ 349,700	\$ 2.81	\$ 7.77
Year 9 (2033)	\$ 462,800	\$ 3.67	\$ 10.11
Year 10 (2034)	\$ 531,400	\$ 4.14	\$ 11.43

Net costs exclude costs of the Social Services' Transportation service



Comparison

Scenario	Scenario 1			Scenario 2		
	Service Hours	Estimated Ridership	Net Cost of Ride Well	Service Hours	Estimated Ridership	Net Cost of Ride Well
Year 1 (2025)	13,529	13,669	\$ 237,900	13,529	17,610	\$ 403,700
Year 2 (2026)	14,056	14,060	\$ 340,500	17,319	22,871	\$ 546,100
Year 3 (2027)	14,056	14,060	\$ 287,200	17,319	23,850	\$ 323,100
Year 4 (2028)	14,056	14,060	\$ 233,900	17,319	23,850	\$ 221,400
Year 5 (2029)	14,056	14,060	\$ 299,000	17,319	23,850	\$ 410,400
Year 6 (2030)	14,056	14,060	\$ 365,400	17,319	23,850	\$ 517,300
Year 7 (2031)	14,056	14,060	\$ 339,800	17,319	23,850	\$ 403,100
Year 8 (2032)	14,056	14,060	\$ 312,400	17,319	23,850	\$ 349,700
Year 9 (2033)	14,056	14,060	\$ 354,600	17,319	23,850	\$ 462,800
Year 10 (2034)	14,056	14,060	\$ 398,900	17,319	23,850	\$ 531,400

Net costs exclude costs of the Social Services' Transportation service

Cost Summary

- This scenario represents the minimum level of service and does not project any increase over the 10-year horizon.
 - There are existing capacity constraints.
 - Long wait times are expected to increase as demand increases.
 - Adding one additional vehicle would increase the annual cost by approximately \$156,000, with 75% recoverable through the Gas Tax fund (net cost \$39,000).
 - If you were to add one additional vehicle in Scenario 1 at each year 3 and 7, Scenario 2 would become less than \$150,000 more than Scenario 1 over the 10 years.
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- Scenario 2 should be considered to accommodate growing demand.

Fare Adjustment – Year 2

Fare Scenario	Scenario 1	Scenario 2
Existing	\$118,700	\$206,800
Increase (\$0.10/km)	\$132,600	\$220,700
Difference	\$13,900	\$13,900
Average Fare Increase	\$0.99	\$0.58*

*Fixed-route trips are not expected to be impacted by the fare increase but are included in the average fare, resulting in less of a change in the average fare overall but would be a similar \$1 increase in the average fare for shorter trips.

Adjust the variable rate of fares only if necessary. No increases are recommended to the minimum and maximum fares.

Ontario Transit Investment Fund (OTIF)

- Provides \$5 million province-wide each year to help begin and expand transit services in unserved and underserved areas of Ontario;
- Support services that are integrated regional, seamless and sustainable;
- Funding for up to five years, where the total fund would cover up to 50% of the service cost;
- If the funding were used for the fixed-route service in Scenario 2, it could save the County upwards of \$400,000 over the five-year funding period; and
- Can help to bridge the gap between investment in fixed-route and gas tax funding increases.

Ongoing Monitoring

To monitor how well the service is meeting the vision and mission and aligning with the service model presented in Section 1, it is recommended that the County identify and monitor a number of Key Performance Indicators (KPIs).

Ridership No Show Trips Late Cancellations
Ridership per Service Hour On-time Performance
Abandoned Trips Passenger Wait Time
Availability of Requested Rides
Scheduled Service Hours Completed
Driver Utilization Customer Satisfaction
Ridership between Townships

If the County elects to begin a fixed-route service in Scenario 2, additional KPIs for the fixed-route service should be developed and monitored in addition to the above on-demand KPIs.

Future Considerations

Since the community transportation funding is concluding at the end of March, Council will need to make a decision on the future of the service.

Discontinuing the service:

A marketing campaign is launched immediately to notify the passengers who rely on the service.

Continuing the service:

Proceed with Scenario 1 in the short term. Scenario 2 should then be considered immediately and include an application to OTIF.



Next Steps

- Remove the pilot designation and request Provincial Gas Tax Funding;
- Retain a contractor to provide interzonal service using a fully accessible vehicle;
- Work with local tier municipalities such as Centre Wellington to identify integration opportunities and/or desire to change/expand the Ride Well service model exclusively within the municipality;
- Develop partnerships with services operating within, through and near Wellington County and apply for the OTIF finding as a working group;
- Move towards Scenario 2 and implement a fixed-route service on the Highway 6 corridor, reducing the impact from GOST removal as much as possible.
- Adjust KPIs to be monitored at a per-zone level and create additional KPIs for a fixed-route;
- Monitor service along corridors to identify opportunities for further expansion of fixed-route services;
- Create a timeline to review the service and make adjustments; and
- Adjust the variable rate of fares only if necessary to account for the difference between the operating costs and available revenue, gas tax and grant funding.



Thank you!