

HALIFAX

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Item No. 12.1.1
Transportation Standing Committee
May 24, 2018

TO: Chair and Members of Transportation Standing Committee

Original Signed

SUBMITTED BY: _____

Dave Reage, MCIP, LPP, Director, Halifax Transit

Original Signed by



Jacques Dubé, Chief Administrative Officer

DATE: March 29, 2018

SUBJECT: Route 370 Porters Lake Pilot Project

ORIGIN

This report originates from the following motion passed at the December 6, 2016 Regional Council meeting:

“That Regional Council direct Halifax Transit to implement the alternate Route 370 as identified in the map to incorporate a loop to its Mic Mac Mall stop for a six month trial pilot project to determine the viability of this service adjustment.”

LEGISLATIVE AUTHORITY

Section 4(a) of the Terms of Reference for the Transportation Standing Committee provides that the Transportation Standing Committee is responsible for “overseeing HRM’s Regional Transportation Objectives and Transportation outcome areas”.

RECOMMENDATION

It is recommended that the Transportation Standing Committee recommend that Halifax Regional Council direct staff to maintain the current routing of the Route 370 Porters Lake as shown in the approved *Moving Forward Together Plan*.

BACKGROUND

The *Moving Forward Together Plan* was approved by Regional Council in December 2016. At that time, Regional Council also considered supplemental information on 23 topics, one of which was the potential to divert the Route 370 Porters Lake into Micmac Terminal. A motion was approved to introduce this routing change as a six month pilot project.

The pilot project ran for six months from May 29, 2017 to November 26, 2017, upon which time the regular routing of the Route 370 Porters Lake resumed.

This report provides a summary of the ridership and financial implications of permanently adding new bus stops at Micmac Terminal to the regular routing of the Route 370 Porters Lake.

DISCUSSION

Moving Forward Together Plan

The recommendation made in this report aligns with *Moving Forward* principle one and two, endorsed by Regional Council in January 2014, and re-affirmed as part of the *Moving Forward Together Plan* in April 2016. These principles reflect the findings of the values-based public consultation and were developed to direct the *Moving Forward Together Plan* and provide guidance to decision making over the life of the plan. Principles three and four are not applicable to this pilot project service adjustment. The *Moving Forward Together Plan* also includes the Route Directness Guideline, which weighs the benefits experienced by passengers to the inconveniences experienced by other passengers resulting from routing deviations.

The four *Moving Forward Principles* are:

1. Increase the proportion of resources allocated towards high ridership services.
2. Build a simplified transfer based system.
3. Invest in service quality and reliability.
4. Give transit increased priority in the transportation network.

Principle 1 - Increase the proportion of resources allocated towards high ridership services

During the pilot project, the Route 370 Porters Lake carried an average of 133 daily passengers. An average of three daily boardings occurred at Micmac Terminal. This demonstrates that 2.3% of passengers were attracted to the additional stops being added at Micmac Terminal. In addition to deviating the regular trips, the pilot project included converting six PM trips that previously deadheaded from Porters Lake back to the transit centre into inbound in-service trips that terminated at Micmac Terminal. Passenger demand tends to be highest in the outbound direction during PM peak and the evening; four of the six trips operated during PM Peak and two operated in the evening, but the trips were in the inbound direction and consequently rarely had passengers aboard. Providing service to Micmac Terminal on the Route 370 Porters Lake does not align with the first *Moving Forward* principle, to increase the proportion of resources allocated towards high ridership services.

Principle 2 - Build a simplified transfer based system

New bus stops for the Route 370 Porters Lake, introduced on Main Street and Highway 7, present new options for passengers to transfer to existing routes 10, 54, 66, and 72. These routes service the Micmac Terminal, alleviating the requirement to deviate the Route 370 Porters Lake to Micmac Terminal, while still allowing transfers throughout the transit network.

Part of having a simplified network includes having routes that provide relatively direct service from the origin to destination. The route directness guideline adopted as part of the *Moving Forward Together Plan*

states that deviations from the basic route alignment to serve activity centres will be made only when the potential net increase in travel time for riders being delayed is less than the net reduction in travel time for those who would benefit from the deviation. An average of 8.8 hours delay per day is caused to the existing passengers by running the Route 370 Porters Lake to Micmac Terminal, while 24 minutes of time savings per day is experienced by the new passengers going to Micmac Terminal. As a result, the inconvenience to passengers significantly outweighs benefits experienced by passengers by the addition of the Micmac Terminal stops. In addition, the guidelines also state that express routes should be routed in the most direct manner possible. The Route 370 Porters Lake is an express route, and deviations along this route make it more complex, and redundant with other services. As a result, the proposed recommendation aligns with principle two of the *Moving Forward Together Plan*, to build a simplified transfer based system

Passenger Reception & Feedback

After receiving direction from Regional Council to conduct the Route 370 Porters Lake Pilot Project on December 6, 2016, eight passenger complaints were received through the customer service software. Additional complaints have been received via email. These complaints expressed concerns and dissatisfaction with the pilot routing to Micmac Terminal. Some passengers indicated that they could no longer utilize the route and must seek alternate transportation arrangements. No positive feedback has been received from passengers regarding the pilot routing to date.

Following the completion of the pilot project, ridership on the Route 370 Porters Lake has increased by 4%. This post pilot increase, combined with the complaints received from passengers in response to the pilot project, implies that there is risk that ridership on the Route 370 Porters Lake may decrease in response to permanently adding stops at Micmac Terminal to the route.

FINANCIAL IMPLICATIONS

There are no financial implications associated with maintaining the current route.

RISK CONSIDERATION

There were no risks identified regarding the recommendation of this report.

COMMUNITY ENGAGEMENT

Community engagement was undertaken as part of the *Moving Forward Together Plan* in 2015. Of the 50 comments received related to the changes proposed to the Route 370, none requested the changes identified in the map shown in attachment A, distributed by Councillor Hendsbee at Committee of the Whole, April 12, 2016.

ENVIRONMENTAL IMPLICATIONS

There were no environmental implications identified specific to the recommendation of this report.

ALTERNATIVES

The Transportation Standing Committee could recommend that Regional Council amend the routing of the Route 370 to include a permanent stop at the Micmac Terminal. This is not recommended due to the low potential ridership, resultant non-compliance with the *Moving Forward Together Plan* and the annualized

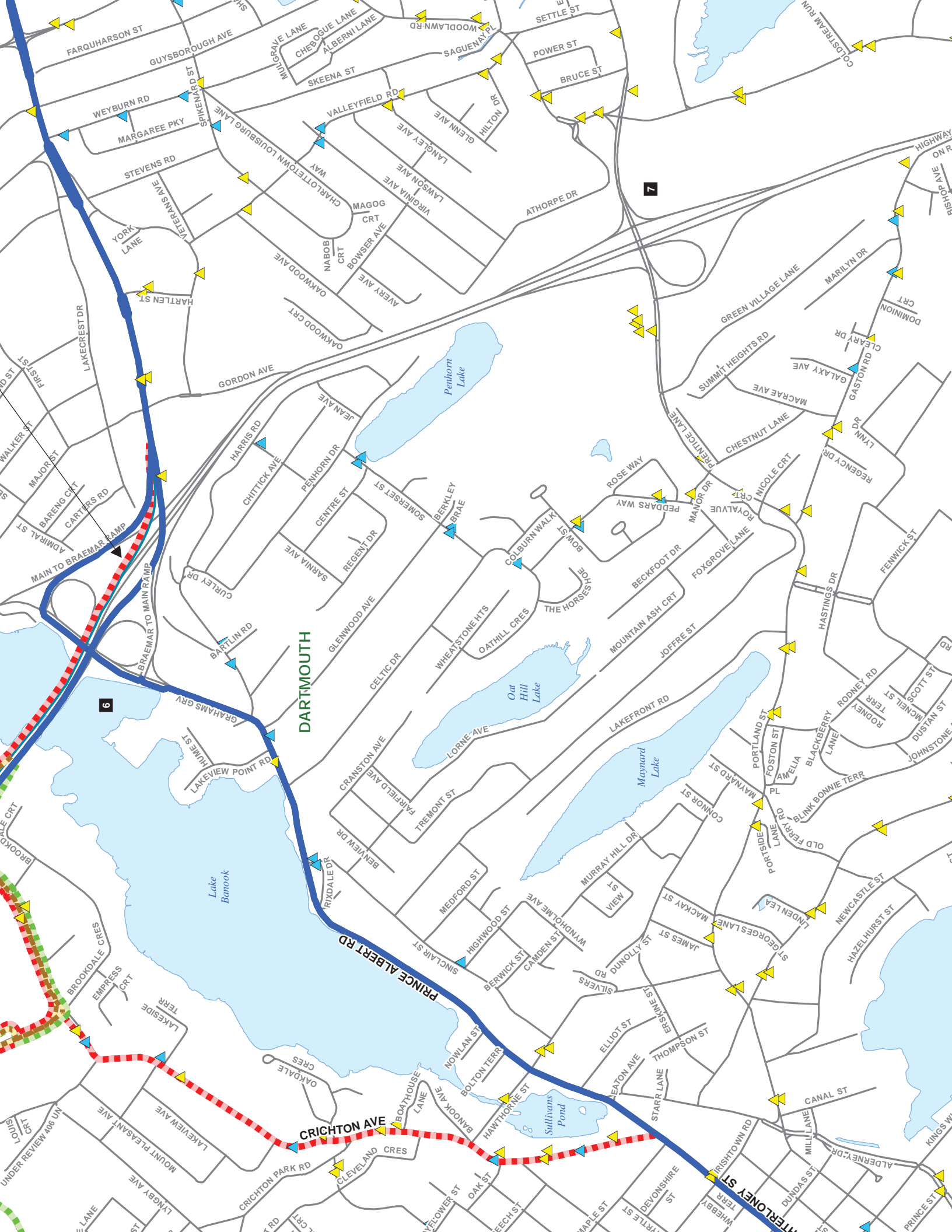
operational costs of \$90,000 less revenue of \$3,660 assuming the three riders were not previously using transit, and that they purchased monthly passes every month.

ATTACHMENTS

Attachment A – Route 370 Porters Lake Pilot Routing
Attachment B – Route 370 Porters Lake Pilot Project Ridership

A copy of this report can be obtained online at halifax.ca or by contacting the Office of the Municipal Clerk at 902.490.4210.

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DARTMOUTH

CRICHTON AVE

PRINCE ALBERT RD

Penhorn Lake

Oat Hill Lake

Maynard Lake

Sullivan's Pond

Lake Banook

Weyburn Rd

Stevens Rd

York Lane

Major St

Braemar to Main Ramp

Bartlin Rd

Lakeview Point Rd

Brookdale Cres

Lakeside Terr

Mount Pleasant Ave

Lingby Ave

Gordon Ave

Harris Rd

Centre St

Glenwood Ave

Cranston Ave

Benivy Dr

Trixdale Rd

Oakdale Cres

Crichton Park Rd

Valleyfield Rd

Langley Ave

Virginia Ave

Regent Dr

Somerset St

Wheatstone Hts

Tremont St

Medford St

Highwood St

Nowlan St

Bolton Terr

Yellow St

Settle St

Athorpe Dr

Rose Way

Beckfoot Dr

Mountain Ash CRT

Laquefront Rd

Murray Hill Dr

Elliot St

Beaton Ave

Starr Lane

Maple St

Thompson St

Power St

Bruce St

Manor Dr

Beckfoot Dr

Mountain Ash CRT

Laquefront Rd

Murray Hill Dr

Elliot St

Beaton Ave

Starr Lane

Maple St

Thompson St

Green Village Lane

Macrae Ave

Chestnut Lane

Royalvale

Foxgrove Lane

Maynard St

Portside Lane

St Georges Lane

James St

Starr Lane

Maple St

Thompson St

Marilyn Dr

Galaxy Ave

Regency Dr

Hastings Dr

Rodney Rd

Blackberry Lane

Old Ferry Rd

Linden Lea

St Georges Lane

James St

Maple St

Thompson St

Highway 7

Cleary Dr

Galaxy Ave

Regency Dr

Hastings Dr

Rodney Rd

Blackberry Lane

Old Ferry Rd

Linden Lea

St Georges Lane

James St

Thompson St

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Average Daily Boardings				
Bus Stop Location	Pre-Pilot		During Pilot	
	On	Off	On	Off
MicMac Terminal Activity	-	-	3	3
Total Route Boardings	122	122	133	133