

Innisfil Transit and Social Outcomes

Final Report

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Executive Summary

E-1. Background

This study explores the social impacts of the Innisfil Transit service – a partnership between the Town of Innisfil and Uber which enables residents of Innisfil to travel within the town and to specific destinations at a reduced cost.

The Town’s policy framework indicates that the Innisfil Transit service is designed to provide mobility to all. Towards interpreting this policy direction, this study focuses on two population groups with historically established transit-related mobility disadvantages: those without cars and those with lower household incomes.

E-2. Research Design

This study asks the following fundamental question:

What have the social implications of Innisfil Transit been on transportation system users?

This broad question is broken into four sub-questions,¹ discussed in Sections E-2.1 through E-2.4. Each of these sub-questions are answered using survey data from the Town of Innisfil travel satisfaction survey (2019-2020), which collected responses from 736 Innisfil residents. Using available data, both descriptive (illustrating the univariate or bivariate relationships between different variables of interest) and inferential (modeling the predictive links with fundamental outcomes of interest, controlling for other variations) analyses are conducted.

E-2.1 Innisfil Transit Users

Sub-Question 1. What are the demographic profiles of Innisfil Transit users and how frequently are they using Innisfil Transit? How is that different from how Uber is used?

Characteristics of Innisfil Transit users and their use frequencies are explored and compared with Uber use (independently of the Innisfil Transit program). Differences provide some guidance on the user groups most benefitting from Innisfil Transit – in short, who is benefitting from Innisfil Transit who would not have, should Uber alone have been available.

¹ Two additional questions focusing on characteristics of users and non-users of Innisfil Transit were posited in the proposal but were omitted due to insufficient non-users who participated in the survey. Trip generation and travel time models were contemplated in the proposal as means to estimate valuations of the impacts of Innisfil Transit. However, because the travel survey was conducted during the winter of 2019-2020 during a period of significant holiday and vacation travel, trip generation and travel time models were very unreliable – preventing this as an approach to monetarily valuing the impacts of Innisfil Transit.

E-2.2. Innisfil Transit Use Purposes

Sub-Question 2. What types of trips are being accommodated by Innisfil Transit? And by whom?

The trip purposes for which users employ Innisfil Transit are estimated and compared with typical sociodemographic characteristics of survey respondents, focusing on what trip purposes are related to household income and/or household vehicle ownership. Trip purposes include work, school, shopping, social, recreational, medical purposes, and other.

E-2.3. Innisfil Travel Satisfaction

Sub-question 3. How satisfied are Innisfil Transit users? And what are the predictors of Innisfil Transit satisfaction?

Using survey data on travel satisfaction, this study explores which Innisfil Transit users are most satisfied with the service. Descriptive findings are presented, and probit models are estimated to explore the predictors of Innisfil Transit satisfaction when controlling for other explanations.

E-2.4. Alternative Services to Innisfil Transit

Sub-question 4. What are survey respondents' attitudes towards other travel services considered as alternatives to Innisfil Transit?

Survey data is used to explore survey respondents' attitudes towards a bus service which had been considered in 2015 as an alternative to the current delivery of Innisfil Transit. Survey questions relate to respondents' willingness to walk to specific prospective bus stops, willingness to walk particular durations to a transit stop, and expectations of contemplated bus services to meet daily travel needs. As the contemplated bus service is much more temporally and geographically constrained (primarily serving Alcona) than the ultimately implemented Innisfil Transit service, results focus on respondents' views of this service as an alternative.

E-3. Results

E-3.1. Innisfil Transit Users

Of survey respondents, approximately two-thirds (64.7%) have used Innisfil Transit, while approximately half (52.4%) have used Uber before (independently of the Innisfil Transit program). Innisfil Transit is equally likely to serve individuals from all household income levels – in contrast to Uber, which is more prominently used by higher-income households. Like Uber use, Innisfil Transit is significantly more likely to be used by households with fewer vehicles. Together, these findings suggest that Innisfil Transit provides an additional mobility option for low-vehicle households and that it expands the availability of on-demand ride-hailing across household income levels.

E-3.2. Innisfil Transit Use Purposes

Results indicate that Innisfil Transit is expanding mobility for many users and filling a significant mobility gap for lower-income and lower-vehicle households – particularly for work trips. Innisfil Transit is likely to be used for a broader variety of trip purposes than Uber by itself. Innisfil Transit also appears to connect individuals with work opportunities, and it is significantly more likely to be used by individuals with household incomes under \$100,000 for work purposes. Other income thresholds were tested but were not preferred based on the survey income distribution. Likewise, Innisfil Transit appears to be significantly more likely to serve low-vehicle households in meeting work and shopping trips.

E-3.3. Innisfil Travel Satisfaction

Most users state benefits from Innisfil Transit related to *increased independence* and a *greater quality of life* and over 70 percent of users are either *happy* or *very happy* with the service². Inferential model results indicate that, among Innisfil Transit users, those most satisfied with the service are older (notably over 65) and more likely to be frequent (one or more times per week) or (especially) moderate users (one to three times in the last month) compared with younger, less-frequent users.

E-3.4. Alternative Services to Innisfil Transit

Several survey questions were asked of Innisfil residents to explore the prospective benefits from the bus routes considered in the transit feasibility study (MMM Group Limited, 2015). Overall, findings indicate that one-third of survey respondents indicated either a willingness to walk to one of the transit stations identified in the 2015 transit feasibility study or that the bus service hours would be enough for their daily needs.

E-4. Discussion and Conclusion

Innisfil Transit appears to deliver significant benefits to Innisfil residents. Results indicate that it expands services to historically underserved populations, expanding trip purposes, is generating significant travel satisfaction among users, and that it serves significantly more residents than the bus service contemplated in 2015.

In sum, Innisfil Transit represents a novel approach towards delivering transit in rural and small-town settings. In this study, its social benefits are explored using guidance from existing Town of Innisfil policies. Findings of this study suggest that Innisfil Transit significantly expands the mobility of Innisfil residents, including user groups with documented mobility gaps – notably

² Non-users are not included in these statistics, and as a result these responses cannot be compared between them and users.

lower-income households and low-vehicle households. The results indicate that Innisfil Transit supports current Town of Innisfil mobility and transportation policy objectives related to the expansion of mobility for all and may inform future policy directions for this novel transit provision model.

1. Background

This study explores the social impacts of the Innisfil Transit service – a partnership between the Town of Innisfil and Uber which enables residents of Innisfil to travel within the town and to specific destinations at a reduced cost. This represents a novel approach to delivering mobility in smaller towns and rural areas. While the Town of Innisfil had contemplated a bus route in 2015, the ultimate service, branded “Innisfil Transit,” was provided at a similar cost. First, this study briefly explores the policy context within which Innisfil Transit was implemented. Second, this study delineates a research approach, whereby specific sub-questions are asked with respect to the existing policy context. Third, this study presents and discusses results, as proposed in the research approach. Finally, social and policy implications are discussed.

1.2. Policy Background

Providing a basic level of mobility is a fundamental challenge of municipal and provincial governments around Canada – particularly in rural and smaller communities. The Town of Innisfil is one such community which, while urbanizing, retains a rural character with built form patterns organized around auto travel.

Between fall 2015 and summer 2016, the Town of Innisfil used guidance from its official plan and its transportation master plan to contemplate the Town’s first transit service comprising of one bus route. But it ultimately elected to subsidize a service, “Innisfil Transit,” which comprises of on-demand ride-hailing provided by a private company (Uber) for trips within the Town of Innisfil and to specific destinations (see Pentikainen & Cane, 2019). In supporting this approach to delivering mobility to Town of Innisfil residents, the town cited policy objectives which, together, established a framework which prioritized the provision of mobility to all residents – despite the low-density and dispersed built form which is best suited for automobility. Specific studies and policy objectives upon which this recommendation relied are noted below.

1.3. Innisfil Transit Feasibility Study

First, in the September 2015 Town of Innisfil Transit Feasibility Study, benefits of a transit service were identified as follows (MMM, 2015, p. iv):

Mobility for seniors, youth, people with disabilities and other non-drivers;

Increased affordability of transportation for residents who struggle with the costs of vehicle ownership and use;

Support for active transportation, physical activity and public health; Increased use of other Town service and facilities such as the Recreational Complex; and

Resident and business attraction and retention.

In the feasibility study, at least two bus services were contemplated, leading to 5 to 7 riders per hour (16,000 to 25,000 per year) and would lead to costs ranging from \$14 to \$17 net per rider (costs – fares).

1.4. Recommendation of Innisfil Transit (Report DSR-079-16)

Second, in the June 15, 2016 Staff Report DSR-079-16, the report recommends that –rather than investing in a new bus route – a partnership be established with a transportation network company (TNC) to subsidize point-to-point mobility with service to specific destinations. This service was subsequently adopted. The report supporting this recommendation made note of two key policy areas:

- The “Connect” pillar of the updated Inspiring Innisfil 2020 and its objective to “Create transportation options” for residents. “Connect – The Town of Innisfil will ensure opportunities exist for residents, businesses and organizations to connect in all ways that are meaningful – physically, socially, culturally and digitally (Town of Innisfil, 2017, p. 2),” and
- The Town’s new “Our Place” Official Plan (Town of Innisfil, 2018).

The Connect Goal further identifies key policy objectives, as follows: “Create Transportation Options,” “Promote Access to Health Services,” “Create Opportunities for Youth,” “Enhance Cultural Programs,” “Grow Recreation Opportunities,” and “Promote Tourism.”

The Official Plan provides further guidance, noting that “we shall implement a demand-based transit model in the short term, which may evolve to incorporate a fixed route transit model over the long term, based on the future transit network identified in the Transportation Master Plan (Item 5.4.4., p. 5-12).”

Looking further to the Innisfil Transportation Master Plan, “Innisfil’s transportation system connects people and communities, fosters healthy living, and operates innovatively and efficiently across the Town as an environmentally and financially sustainable, resilient system ready for the future (p. 91).”

1.5. Policy Implications

Overall, policy guidance from the Town’s “Our Place, Official Plan,” the “Connect,” pillar in *Inspiring Innisfil 2020*, and the Town of Innisfil Transportation Master Plan indicates that the Innisfil Transit service is designed to broaden the availability of mobility services across Innisfil residents. Towards interpreting this policy direction, this study focuses on two groups with historically established transit-related mobility disadvantages : those without cars (Smart & Blumenberg, 2014; Klein & Smart, 2017a; Klein & Smart, 2017b) and those with lower incomes (Engel, et al., 2016; Mercado, Paez, Farber, Roorda, & Morency; Raphael, et al., 2001; Weinberg, 2000).

2. Research Design

To identify the social value of Innisfil Transit being provided (as opposed to no policy action by the Town of Innisfil), this study focuses on identifying what socio-demographic groups living in the Town of Innisfil are most benefiting from using Innisfil Transit.

2.1. Research Questions

This study asks the following fundamental question:

What have the social implications of Innisfil Transit been on transportation system users?

This broad question is broken into sub-questions, including³:

- 1) What are the demographic profiles of Innisfil Transit users and how frequently are they using Innisfil Transit? How is that different from how Uber is used?
- 2) What types of trips are being accommodated by Innisfil Transit? And by whom?
- 3) How satisfied are Innisfil Transit users? And what are the predictors of Innisfil Transit satisfaction?
- 4) What are survey respondents' attitudes towards other travel services considered as alternatives to Innisfil Transit?

2.2. Travel Survey Data

This study relies on data collected by the Town of Innisfil from the Innisfil Transit satisfaction survey, which has been conducted annually over the last two years, and is described in Pentikainen and Cane (2019). The 2019-2020 updated Innisfil Transit satisfaction survey was collected between November 6, 2019 and February 3, 2020 and recruitment, incentives, and the survey instrument are described in Appendix 1. Upon exploring the 2019-2020 Innisfil Transit satisfaction survey, data observations were cleaned (801 collected observations were reduced to 736 based on duplicate submissions and responses from Innisfil non-residents) and weighted based on comparisons with Statistics Canada data. Survey weights were constructed based on two dimensions: household income and respondent age. Survey weights were used when possible and appropriate. The mean weight is (by definition) 1.0, while the minimum (0.275) and maximum (3.86) were constrained so as not to give too much credence to potential outliers.

³ Two additional questions focusing on characteristics of users and non-users of Innisfil Transit were posited in the proposal but were omitted due to insufficient non-users who participated in the survey.

Table 1. 2019-2020 Innisfil Transit Survey Weighting Scheme

	Category	Statistics Canada (2019)	Unweighted Sample	Discrepancy (Statistics Canada / Unweighted Sample-1)	Weighted Sample
Household Income	<\$60k	27.7%	25.0%	-9.7%	27.7%
	\$60-\$100k	26.1%	29.2%	12.1%	26.1%
	\$100-\$150k	24.5%	25.7%	5.0%	24.5%
	>\$150k	21.8%	20.1%	-7.7%	21.7%
Age Group	Age 18	5.5%	11.7%	112.9%	5.5%
	19 to 30	17.6%	20.1%	14.3%	17.7%
	31 to 45	23.1%	34.2%	48.5%	23.2%
	46 to 65	35.9%	28.5%	-20.6%	35.8%
	>65	17.9%	5.4%	-69.7%	17.8%

As shown in Table 1, the study sample overrepresented individuals of a moderate household income (between \$60,000 and \$150,000 annually), while under-sampling individuals of lower (under \$60,000 annually) or higher (over \$150,000 annually) household incomes. In contrast, the Innisfil transit survey oversamples younger populations, particularly those aged 45 or under, while older individuals, particularly those over aged 65, are under sampled. Using the survey weights, as shown in Table 1, survey observations are reweighted to reflect the underlying distributions of household income and age groups.

Several underlying characteristics of interest are presented in Table 2 based on both the weighted and unweighted survey data. As shown, survey respondents overwhelmingly come from multi-person households and less than ten percent of households are one-person households and almost half have four or more household members. Just over half of households have no children under the age of 16, while a vast majority of households do not have any seniors living in them. Of respondents, approximately half are employed, while (based on the weighted data) approximately twenty percent are retired, although this share is significantly lower based on the unweighted data. Most respondents live in Alcona (60.8% of weighted respondents), while more than five percent of weighted respondents live in Big Bay Point, Lefroy / Belle Ewart, or Sandycove. Other respondents' residences are dispersed throughout the town. Over 95 percent of respondents own a smartphone – which is expected to be important in using the Innisfil Transit service, while most respondents own multiple cars – approximately five percent of respondents are from zero-car households.

Table 2. Sample Underlying Characteristics

Variable		Unweighted	Weighted	Variable		Unweighted	Weighted
Household Size	1	6.0%	9.3%	Place of Residence	Alcona	64.8%	60.8%
	2	24.5%	30.6%		Barclay	0.1%	0.5%
	3	21.6%	20.3%		Big Bay Point	5.2%	6.9%
	4+	48.0%	39.8%		Churchill	1.9%	1.7%
Households with Children (<16)	0	53.4%	62.5%		Cookstown	5.0%	4.4%
	1	18.1%	15.8%		Fennel's Corners	0.7%	0.7%
	2	20.7%	16.4%		Gilford	2.0%	2.9%
	3+	7.9%	5.4%		Innisfil Heights	1.0%	0.9%
Households with Seniors (>65)	0	84.2%	72.7%		Lefroy / Belle Ewart	8.3%	7.8%
	1	10.2%	16.6%		Sandycove	6.3%	9.2%
	2	5.4%	10.7%		Stroud	4.8%	4.1%
	3+	0.1%	0.1%		Own Smart phone	No	3.1%
Job Status	Employed	54.3%	50.7%		Yes	96.9%	95.4%
	Not working	4.9%	4.8%	Driver's License	No	19.4%	15.1%
	Retired	9.4%	20.6%	Yes	80.6%	84.9%	
	Self-employed	7.9%	7.7%	Vehicle Ownership	0	4.5%	5.3%
	Student	9.8%	6.1%		1	20.9%	23.7%
	Unemployed (seeking a job)	2.9%	2.5%		2	45.8%	44.4%
	Other	10.9%	7.7%		3+	28.8%	26.6%

To explore residents' attitudes towards Innisfil Transit, several travel behavior and attitudinal questions are asked in the 2019-2020 Innisfil Travel Survey. Descriptive results from several travel behavior and attitudinal questions are presented here before analyses are conducted to better answer the four key research questions.

Table 3. Innisfil travel behavior and commuting (weighted sample)

	Travel Variable	Share
Modes used for commuting*	Auto Driver (alone)	72.5%
	Auto Driver (w/others)	11.2%
	Auto (passenger)	8.6%
	GO Train	11.9%
	Innisfil Transit	15.9%
	Other	2.2%
	Public Transit (excluding GO Transit)	4.1%
	Rideshare (Uber)	6.4%
	Walking	6.8%
	Typical Commute Distance*	< 15 km.
15-29 km.		24.6%
30-59 km.		21.4%
60-99 km.		23.0%
100-149 km.		7.1%
150+ km.		1.6%
Typical Commute Time*	<15 min.	21.5%
	15-30 min.	22.3%
	30-45 min.	16.6%
	45-60 min.	15.5%
	60-90 min.	13.7%
	>90 min.	10.4%
Work Location	Outside of Innisfil	75.8%
	Within Innisfil	24.2%
Transit expenses (individual per month)	<\$50	56.6%
	\$50-99	13.2%
	\$100-\$199	14.0%
	\$200-\$299	3.8%
	\$300+	7.4%
	Unknown/no answer	5.0%

* Denotes only employed individuals who commute. Mode shares do not add up to 100.0% because they include both occasional modes and regular modes.

2.3. Methods

Using available data, both descriptive (illustrating the univariate or bivariate relationships between different variables of interest) and inferential (modeling the predictive links with fundamental outcomes of interest, controlling for other explanations) analyses are conducted. Both approaches are adopted, when appropriate, towards exploring the characteristics of Innisfil Transit users, identifying Innisfil Transit use purposes, estimating Innisfil Transit travel satisfaction, and highlighting survey respondents' views regarding other mobility options considered as alternatives to Innisfil Transit.

2.3.1. Innisfil Transit Users

Characteristics of Innisfil Transit users and their use frequencies are explored and compared with Uber use (outside of the Innisfil Transit program). Differences between these two use patterns provide some guidance on the user groups most benefitting from Innisfil Transit – in short, who is benefitting from Innisfil Transit who would not have, should Uber alone have been available. In the Town of Innisfil travel survey, respondents are first asked:

How often have you used Innisfil Transit in the past 30 days?

- I have never used Innisfil Transit*
- I use Innisfil Transit, but not in the past 30 days*
- 1-3 times in the last 30 days*
 - 1 day per week*
 - 2-4 days per week*
 - 5 days per week*
 - 6-7 days per week*

Subsequently, participants are asked.

Not including trips you've taken with Uber via Innisfil Transit, in the past 30 days, how often have you used ridesharing companies such as Uber or Lyft for any trip purposes within or outside Innisfil?

- I never do this*
- I do this, but not in the past 30 days*
- 1-3 times in the last 30 days*
 - 1 day per week*
 - 2-4 days per week*
 - 5 days per week*
 - 6-7 days per week*

Together, by exploring both Innisfil Transit use frequencies and Uber use frequencies (excluding Innisfil Transit), this provides guidance on the role of Innisfil Transit as a public service. Should Innisfil Transit not be available as a subsidized version of Uber, unsubsidized Uber services would still be available, regardless of whether the Town of Innisfil funded a bus route or not. While these two variables are not perfect measures of the incremental value of Innisfil Transit, they provide guidance. For example, as Innisfil Transit trips are currently capped, it is unclear whether Uber users (rather than Innisfil Transit Users) are individuals who exceeded their monthly allotment of Innisfil Transit trips, whether those users have trips which cannot be accommodated by Innisfil Transit, or whether those users simply are not aware of Innisfil Transit.

Using inferential models built with these data, both Innisfil Transit use and Uber use are estimated as a function of individual (age, employment status), household (household size, presence of children, presence of seniors, and household annual income), and other available mobility tools (household vehicle ownership, individual driver's licensure, and smartphone ownership). Probit models are used to account for the frequency of use among ordered variables (ranging from non-user to using 6-7 days per week) in which differences between any two ordered categories (e.g. from non-user to "I do this, but not in the past 30 days," or from "1 day per week" to "2-4 days per week") are unequal. Estimated effects should be interpreted with respect to a latent construct, notably the "use" of a service. This approach is preferred for relatively infrequent observed travel behavior, such as ride-hailing use (Alemi F. , Circella, Handy, & Mokhtarian, 2018; Alemi F. , Circella, Mokhtarian, & Handy, 2019; Circella, et al., 2017).

Using probit models, results are interpreted with respect to stated Town of Innisfil policy objectives. For example, should Innisfil Transit provide mobility for groups with documented mobility deficiencies (e.g. low-income households, those without cars, and the elderly), while Uber alone is unassociated with these demographic groups, this would provide evidence that Innisfil Transit – as delivered in partnership with Uber – fills mobility gaps for particular groups.

2.3.2. Innisfil Transit Use Purposes

Using survey questions, the trip purposes for which users employ Innisfil Transit are estimated and compared with sociodemographic characteristics of survey respondents, focusing on what trip purposes are related to household income and/or household vehicle ownership. Trip purposes include work, school, shopping, social, recreational, medical purposes, and other. Two-sample difference of proportion test statistics are estimated by household income (under \$100,000 compared with \$100,000 plus annually, which corresponds to approximately the median). Other income thresholds were tested but not preferred based on the survey household income distribution. Test statistics are likewise estimated based on vehicle ownership level (less than two vehicles compared with two or more vehicles in the household). Moreover, survey data is explored with respect to what types of users may not have been able to commute to work,

should Innisfil Transit not have been available. It is notable that this section (2.3.2) focuses on the travel behavior of different underlying populations (among Innisfil Users and Uber users) in comparison with Section 2.3.1, which focuses on all Innisfil survey participants to explore the characteristics of Uber and Innisfil Transit users. As such, to extrapolate the trip purpose shares from the sub-samples of users to the broader population, one would multiple the share of Innisfil Transit purposes by 0.6471 (the share of individuals who are Innisfil Transit users) or one would multiple the share of Uber trip purposes by 0.5235 (the share of individuals who are Uber users – excluding Innisfil Transit). As such, the share of Innisfil Transit trip purposes would be expected to increase markedly as a share of the total population, simply because there are more Innisfil Transit users.

2.3.3. Innisfil Transit Travel Satisfaction

Using data on travel satisfaction, this study uses descriptive statistics and inferential models to identify the conditions under which Innisfil Transit users are satisfied with the service. Probit models are estimated to explore the predictors of Innisfil Transit satisfaction when controlling for other covariates. Results provide guidance on what user groups are most satisfied with the service.

2.3.4. Alternative Services to Innisfil Transit

Finally, survey data is used to explore survey respondents' attitudes towards a bus service which had been considered in 2015 as an alternative to the current delivery of Innisfil Transit. Survey questions related to respondents' willingness to walk to specific prospective bus stops, willingness to walk specific durations to access a transit station, and expectations of contemplated bus services to meet daily travel needs. As the contemplated bus service is much more temporally and geographically constrained (primarily serving Alcona) than the ultimately implemented Innisfil Transit service, results focus on respondents' views of this service as an alternative.

3. Results

Study results are presented related to the four research sub-questions:

- 1) What are the demographic profiles of Innisfil Transit users and how frequently are they using Innisfil Transit? How is that different from how Uber is used? (Section 3.1. Innisfil Transit Users)
- 2) What types of trips are being accommodated by Innisfil Transit? And by whom? (Section 3.2. Innisfil Transit Use Purposes)
- 3) How satisfied are Innisfil Transit users? And what are the predictors of Innisfil Transit satisfaction? (Section 3.3. Innisfil Transit Travel Satisfaction)
- 4) What are survey respondents' attitudes towards other travel services considered as alternatives to Innisfil Transit? (Section 3.4. Alternative Services to Innisfil Transit)

3.1. Innisfil Transit Users

Findings on the characteristics of Innisfil Transit users and Uber users suggest that Innisfil Transit (in contrast to Uber – which is more prominently used by high-income households) is equally likely to serve individuals from all household income levels. Like Uber use, Innisfil Transit is significantly more likely to be used by households with fewer vehicles. Together, these findings suggest that Innisfil Transit provides an additional mobility option for low-vehicle households, but that it expands the availability of on-demand ride-hailing to all household income levels.

3.1.1. Descriptive Findings

Among survey participants, 95% had heard of Innisfil Transit before the survey. Most had either heard of Innisfil Transit through social media (28.2%) or friends and family (25.0%), while significant shares had also heard through newspapers (15.7%), the town library / employees (12.9%), and the internet (11.4%). Less than five percent had heard through television (2.8%) or other means (3.4%).

Among survey respondents, approximately one-third had never used Innisfil Transit before (35.3%), while 22.4% had used Innisfil Transit but not in the last 30 days and almost one-quarter (23.7%) used Innisfil Transit 1-3 times per month. Of respondents, 18.7% (see Figure 1, summing up one day per week through six to seven days per week = 3.9% + 8.8% + 2.3% + 3.7% = 18.7%) stated using Innisfil transit more than once per week.

In comparison, almost half (47.6%) of respondents had never used Uber before, while significantly fewer had used Uber more than two days per week compared with Innisfil Transit, and similar shares had used only occasionally before (less than twice or more per week).

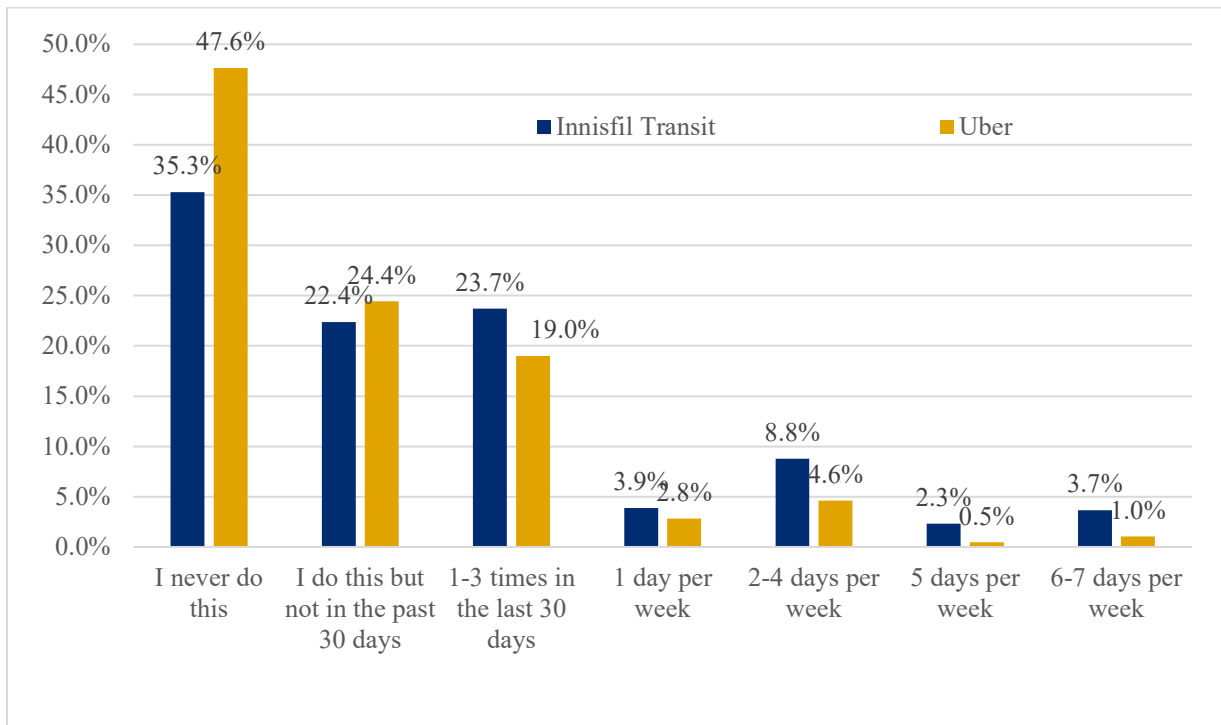


Figure 1. Innisfil Transit and Uber Use Frequency

3.1.2. Inferential Findings

Probit model results (see Table 4) indicate that both Innisfil Transit and Uber are used by similar user groups in many cases, although there are several differences. As estimates are not comparably scaled due to the ordered nature of the probit model, estimates or the effect sizes between the two models cannot be directly compared. However, while seniors (those over 65) are significantly less likely to use Uber, they are statistically no less likely to use Innisfil transit than are individuals under 31. Moreover, while not being employed full-time is unassociated with Uber use, it is significantly associated with less Innisfil Transit use – implying that Innisfil Transit is predominately used by full-time employed individuals. Moreover, results suggest that while household size is associated with more individual use of Innisfil Transit, this link is statistically insignificant for Uber use. While other specifications are tested, results indicate that households with incomes over \$125,000 are significantly more likely to use Uber, but that income is statistically unassociated with Innisfil Transit use – implying that while the service does primarily serve employed individuals, it serves all household incomes.

Table 4. Predictors of Innisfil Transit Use and Uber Use Frequency (Probit Model)

	Model	Innisfil Transit	Uber Use
	Variable	Estimate	Estimate
Individual	Age (≤30)	reference	
	Age (31-65)	-0.222 **	-0.569 ***
	Age (66+)	-0.176	-0.639 ***
	Employed full-time	reference	
	Not employed full-time	-0.264 ***	-0.063
Household	Household size	0.14 ***	0.058
	Household children under 16	-0.175 ***	-0.127 **
	Household with no seniors	reference	
	Household presence of seniors (binary)	-0.526 ***	-0.372 **
	Household income <\$40,000	0.113	-0.123
	Household income \$40,000-\$125,000	reference	
	Household income >\$125,000	0.124	0.259 **
Household income unknown/not stated	-0.015	-0.043	
Mobility	Household vehicles	-0.214 ***	-0.099 *
	Has a driver's license	reference	
	Lack of driver's license (binary)	0.927 ***	0.383 ***
	Owns a smartphone	reference	
	Lack of smartphone	-1.339 ***	-1.493 ***
Thresholds	1 2	-1.07 ***	-0.799 ***
	2 3	-0.413 **	-0.08
	3 4	0.398 *	0.748 ***
	4 5	0.587 ***	0.965 ***
	5 6	1.186 ***	1.633 ***
	6 7	1.449 ***	1.792 ***
Goodness of Fit	Observations	736	736
	Residual Deviance	1825.335	
	AIC	1861.335	

Significance is denoted at the 0.01 (***), 0.05 (**), and 0.10-level (*). Estimates not significant at the 0.10-level are in light grey font. Estimates should be interpreted as the estimated association (analogous to an “effect”) of the dependent variable (e.g. household size) on the independent variables (in this case, the frequency of Innisfil Transit use or the frequency of Uber use – excluding Innisfil Transit).

Both Innisfil Transit and Uber are less likely to be used by individuals from households with more vehicles or without a smartphone and both services are significantly more likely to be used by individuals without a driver’s license.

3.2. Innisfil Transit Use Purposes

Trip purposes are compared with different household, demographic, and automobile ownership levels, providing evidence on the characteristics of individuals who use Innisfil Transit or Uber for different trip purposes. Overall results indicate that Innisfil Transit is likely to be used for a broader variety of trip purposes than Uber by itself – implying that Innisfil Transit is expanding mobility for different users in a variety of contexts. Innisfil Transit also appears to significantly more likely to be used by individuals with household incomes under \$100,000 (compared to those with incomes over \$100,000 annually) for work purposes – suggesting that Innisfil Transit connects individuals with work opportunities. Moreover, Innisfil Transit appears to be significantly more likely to serve zero or one-vehicle households (rather than two-plus vehicle households) in meeting work and shopping trips. Together, these findings suggest that Innisfil Transit is filling a significant mobility gap for lower-income and lower-vehicle households – especially for work trips (but also other purposes).

Based on descriptive results (see Table 5), compared with Uber use, Innisfil Transit appears to be used for similar types of trip purposes. While “other” trip purposes appear to be significantly more common for Innisfil Transit trips than for Uber trips, the largest absolute differences relate to both recreation (8.5% more) and work (5.8% more) trips – both of which are more frequently completed by Innisfil Transit than by Uber.

Table 5. Innisfil Transit vs. Uber – Stated Trip Purposes by Users

		Uber ride hailing	Innisfil Transit	Percent Difference	Absolute Difference
Use Purpose	Medical Appointments	14.4%	17.8%	23.8%	3.4%
	Other	4.1%	8.8%	115.0%	4.7%
	Recreation	30.1%	38.6%	28.1%	8.5%
	School	9.1%	10.9%	20.5%	1.9%
	Shopping	23.3%	26.2%	12.5%	2.9%
	Social	53.0%	55.0%	3.6%	1.9%
	Work	25.0%	30.8%	23.2%	5.8%

Although Innisfil Transit appears to be more likely to be used for any of these trip purposes, two-sided, two-sample difference of proportions tests are run to explore whether the shares of trip purposes are statistically different for Uber use or for Innisfil Transit use among either users or among the entire sample. Results (see Table 6) indicate that the shares of trip purposes by each mode (Innisfil transit or Uber) are different at the 0.05-level or better – implying that Innisfil Transit is expanding mobility service delivery among Innisfil residents. As such, the shares of Innisfil Transit users who use that mode for a specific purpose (e.g. medical appointments) is compared with the share of Uber users who use that mode for that same trip purpose. Likewise, all respondents are compared with respect to the share of individuals using each of these modes for specific purposes. The two-sample difference of proportions test statistic provides evidence

of whether these two proportions are statistically similar (i.e. that they are statistically likely to emerge from the same population). Overall, while Table 5 indicates that Uber is used more than Innisfil Transit for all listed trip purposes, Table 6 indicates that these differences are also statistically significant.

Table 6. Two-sided, two-sample difference of proportions tests (p-values) comparing Innisfil Transit and Uber Trip Purposes

Trip purpose shares for Innisfil Transit vs. Uber only		
Trip Purpose	All sample	Users Only
Medical Appointments	**	**
Other	***	***
Recreation	***	***
School	***	***
Shopping	**	***
Social	***	***
Work	***	***

*Significance is denoted at the 0.01 (***), 0.05 (**), and 0.10-level (*).*

Beyond direct comparisons between Uber and Innisfil Transit, two-sample, difference of proportions t-test statistics are calculated to explore whether high-income households (\$100,000 annually or more) or lower-income households (<\$100,000 annually) make statistically more or fewer Innisfil Transit trips for specific trip purposes. Similarly, test statistic estimates are used to compare whether households with less than two vehicles per household or whether those with two or more vehicles per household used Innisfil Transit more for specific trip purposes. As such, these tests provide guidance whether Innisfil Transit serves all households equally, whether it fills a gap for low-income and/or low-vehicle households, or whether it augments the existing high mobility levels of high-vehicle, high-income households. Similar tests are estimated for Uber.

As shown in Table 7, households with incomes below \$100,000 are significantly more likely to use both Innisfil Transit and Uber for medical appointments, for school, and for shopping. Households with incomes below \$100,000 are significantly more likely to use Innisfil Transit for work (and differences are statistically insignificant for Uber), while households with incomes above \$100,000 are more likely to use Uber for social trips (while results are statistically insignificant for Innisfil Transit). Overall these results suggest that both Innisfil Transit and Uber fill mobility gaps for lower-income households for specific trip purposes (notably medical appointments, school, and shopping), while Innisfil Transit serves this same purpose for work trips as well.

Table 7. Innisfil Transit and Uber Trip Purpose Differences between Users by Household Income Levels

Use Purpose	Innisfil Transit – user share stating having used for each purpose			Uber – user share stating having used for each purpose		
	Household Income <\$100,000	Household Income ≥\$100,000	p-value ^f	Household Income <\$100,000	Household Income ≥\$100,000	p-value ^f
Medical Appointments	28.3%	7.8%	***	20.8%	9.4%	***
Other	6.3%	7.2%	--	6.5%	2.5%	--
Recreation	36.6%	43.3%	--	31.2%	33.3%	--
School	19.9%	11.1%	**	14.3%	6.9%	*
Shopping	31.9%	14.4%	***	30.5%	15.1%	***
Social	54.5%	58.9%	--	50.0%	62.9%	**
Work	38.2%	25.6%	**	28.6%	21.4%	--

^f p-values denote the test statistics from two-sample difference of proportions tests when comparing the share of unweighted survey respondents with a household income under \$100,000 with those of \$100,000 annually or more who state use of a given service (Innisfil Transit or Uber) for a specific trip purpose (e.g. medical appointments). The null hypothesis conforms to confidence level for not making a Type I error (attributing a statistically significant difference when both samples come from the same underlying population). Significance is denoted at the 0.01 (***), 0.05 (**), and 0.10-level (*). Estimates not significant at the 0.10-level are denoted as “--”.

Next, based on Table 8, results indicate that both Innisfil Transit and Uber are significantly more likely to serve respondents from zero- or one-vehicle households (compared to two-plus vehicle households) for medical appointments. Likewise, Innisfil is significantly more likely to serve individuals from low-vehicle households for shopping and work trips, although there are no statistically significant differences in Uber use for these two purposes. There is weaker evidence that Uber (but not Innisfil Transit) is more likely to serve high-vehicle households than low-vehicle households for social (0.051-level) and recreational (0.112-level) trips. However, there are no statistically significant differences between zero and one-vehicle households and two-plus vehicle households with respect to “other” trips or school trips.

Table 8. Innisfil Transit and Uber Trip Purpose Differences between Participants by Household Vehicle Ownership Levels

Use Purpose	Innisfil Transit – user share stating having used for each purpose			Uber – user share stating having used for each purpose		
	Household with <2 Vehicles	Household with ≥2 Vehicles	p-value	Household with <2 Vehicles	Household with ≥2 Vehicles	p-value
Medical Appts.	36.7%	15.8%	***	40.9%	12.9%	***
Other	13.3%	8.1%	--	4.5%	4.5%	--
Recreation	30.0%	39.4%	--	13.6%	32.2%	--
School	16.7%	15.8%	--	13.6%	12.1%	--
Shopping	56.7%	23.1%	***	36.4%	22.1%	--
Social	46.7%	56.7%	--	31.8%	55.5%	*
Work	60.0%	30.4%	***	40.9%	25.1%	--

* *p-values denote the test statistics from two-sample difference of proportions tests when comparing the share of unweighted survey respondents with a household income under \$100,000 with those of \$100,000 annually or more who state use of a given service (Innisfil Transit or Uber) for a specific trip purpose (e.g. medical appointments). The null hypothesis conforms to confidence level for not making a Type I error (attributing a statistically significant difference when both samples come from the same underlying population). Significance is denoted at the 0.01 (***), 0.05 (**), and 0.10-level (*). Estimates not significant at the 0.10-level are denoted as “—”.*

Approximately one-quarter of Innisfil Transit users indicate that they would not be able to get to/from their job without Innisfil Transit (see Table 9). Several additional two-sample difference of means tests are conducted to estimate the characteristics of those who depend on Innisfil Transit to access work. Notable findings include:

- Previous users of Innisfil Transit who work inside of Innisfil are significantly (at 0.001-level) more likely to depend on Innisfil Transit for work (37.2%) than those working outside of Innisfil (16.3%).
- Those having used Innisfil Transit to access the Barrie GO Station are significantly (0.001-level) more likely to depend on Innisfil Transit for work (33.5%) than those who have not used Innisfil Transit to access the Barrie GO Station (15.5%).
- Younger individuals (30 or under) are likewise significantly (0.02-level) more likely to depend on Innisfil Transit for work (31.8%) than those over 30 (18.7%).
- Low-vehicle households (zero- or one-vehicle households) are significantly (0.001-level) more likely to depend on Innisfil Transit for work (53.3%) than those with more household vehicles (21.9%).

- Households with incomes of \$100,000 or less are significantly (0.001-level) more likely to depend on Innisfil Transit for work (34.0%) than those with household incomes over \$100,000 (17.6%).

Table 9. Innisfil Transit Trip Characteristics (only including previous users)

	Would you be able to get to/ from your job without Innisfil Transit?	Have you taken Innisfil Transit to/ from the Barrie South GO terminal area?	Do you combine other modes of transportation such as walking or biking with Innisfil Transit in order to get to your destination?
No	24.3%	55.9%	60.1%
Unsure	12.0%	--	3.2%
Yes	63.7%	44.1%	36.7%
What transit networks have you connected to at Barrie South? Check all that apply.		How long would you be willing to wait for an Innisfil Transit trip?	
City of Barrie Transit	38.4%	0-5 minutes	29.0%
GO Bus	46.4%	5-10 minutes	34.7%
GO Train	81.1%	10-15 minutes	24.4%
Would you be interested in using other transportation modes such as bikes and scooters if they were offered through Innisfil Transit?		15-20 minutes	8.2%
No	62.9%	20+ minutes	3.7%
Yes	37.1%		

3.3. Innisfil Transit Travel Satisfaction

Analyses of Innisfil Transit satisfaction indicate that most users state benefits from Innisfil Transit related to increased independence and a greater quality of life, and over 70 percent of users are happy or very happy with the service. Non-users are not included in these statistics, and as a result these responses cannot be compared between them and users.

3.3.1. Descriptive Findings

Survey respondents indicate significant support for Innisfil Transit based on their stated benefits from Innisfil Transit. More than half of surveyed previous users of Innisfil Transit either agree or strongly agree that Innisfil Transit has allowed them to be more independent or improved their quality of life (see Table 10). Overall satisfaction with Innisfil Transit among users is significant: over 70 percent of surveyed previous users of Innisfil Transit indicate that they are happy or very happy with Innisfil Transit. While one-quarter of surveyed users indicated no concerns, more than 30 percent of respondents were concerned with driver availability, waiting

time to be picked up, and the cost of the service. Safety and technology limitations were identified as concerns by less than 15 percent each.

Table 10. Innisfil Transit Satisfaction Variables (users only)

	Innisfil Transit has allowed me to be more independent	Innisfil Transit has improved my quality of life
Strongly Disagree	6.1%	5.4%
Disagree	7.5%	7.8%
Neutral	33.9%	33.8%
Agree	32.5%	34.1%
Strongly Agree	20.1%	18.9%
How would you rate your satisfaction with Innisfil Transit?		
Very Unhappy	3.6%	
Unhappy	5.6%	
Neutral	18.1%	
Happy	44.4%	
Very Happy	28.3%	
Select any of the following concerns you have with using Innisfil Transit.		
Driver availability	35.7%	
Safety	14.0%	
Wait time to get picked up	34.4%	
Cost to use the service	30.3%	
Technology to request trips	10.9%	
Other	10.3%	
None	26.3%	

Results indicate that among those who have used Innisfil Transit at least once, respondents indicated that the largest impacts to their lives were in the domains of work and being able to meet family and friends. Of respondents, 38.5% indicated major or moderate impacts related to being able to meet family and friends, while (respectively) 17.9% and 11.0% indicated major and moderate impacts to getting to work. Over two-thirds of respondents indicated no impact related to the domains of getting to medical appointments, getting to school, getting to libraries, or buying groceries.

Table 11. Survey Respondent Areas of Impact from Innisfil Transit (users only)

To what degree has Innisfil Transit impacted your life in the following areas?	Major	Moderate	Minor	No
Being able to meet family or friends	12.0%	26.5%	24.5%	37.0%
Buying groceries	7.9%	9.9%	12.9%	69.3%
Getting to work	17.9%	11.0%	12.2%	59.0%
Getting to school	5.6%	6.2%	7.6%	80.5%
Getting to libraries	7.3%	9.4%	14.4%	68.9%
Getting to medical appointments	6.8%	10.9%	13.3%	68.9%
Getting to recreation centres and arenas	11.2%	12.3%	20.3%	56.3%
Attending community events	7.0%	11.0%	20.0%	62.0%

3.3.2. Inferential Findings

Probit model results (ranging from “very unhappy” to “very happy”) focus only on those who are already Innisfil Transit users. Results indicate that those users most satisfied with Innisfil Transit are older (notably over 65) and more likely to be frequent users (1+ times per week) or (especially) moderate users (1-3 times in the last month) compared with individuals who have used before but not in the last 30 days and who are under 31 years old (the reference category). These findings are statistically significant, as shown in Table 12. Other correlates are tested but omitted due to lack of significance. Even in retaining household income controls, results indicate that household income is not statistically significantly linked with Innisfil Transit satisfaction.

Table 12. Predictors of Innisfil Transit Satisfaction (probit model)

	Variable	Estimate
Individual	Age (31-65)	0.094
	Age (66+)	0.479 **
Household	Household size	-0.063
	Household income <\$40,000	-0.138
	Household income unknown/not stated	-0.2 *
Mobility	Household vehicles	0.084
Innisfil Transit Use	Use Frequency: 1-3 times in the last 30 days	0.512 ***
	Use Frequency: 1+ times per week	0.252 *
Thresholds	1 2	-1.513 ***
	2 3	-1.026 ***
	3 4	-0.281
	4 5	0.947 ***
Goodness of Fit	Residual Deviance	1213.98
	AIC	1237.98

Significance is denoted at the 0.01 (***), 0.05 (**), and 0.10-level (*). Estimates not significant at the 0.10-level are in grey.

3.4. Alternative Services to Innisfil Transit

Finally, several survey questions were asked of Innisfil residents to explore the prospective benefits from the bus routes considered in the transit feasibility study (MMM Group Limited, 2015). Overall, findings indicate that one-third of survey respondents indicated either a willingness to walk to one of the transit stations identified in the 2015 transit feasibility study or that the bus service hours would be enough for their daily needs. When comparing these responses, 18.9% of weighted survey respondents indicate a willingness to walk to one of the contemplated bus stops and indicated that the service hours would be adequate to meet their daily needs. These results collectively indicate that while some users may be served by the contemplated bus route, there are use barriers for a significant share of the sample respondents.

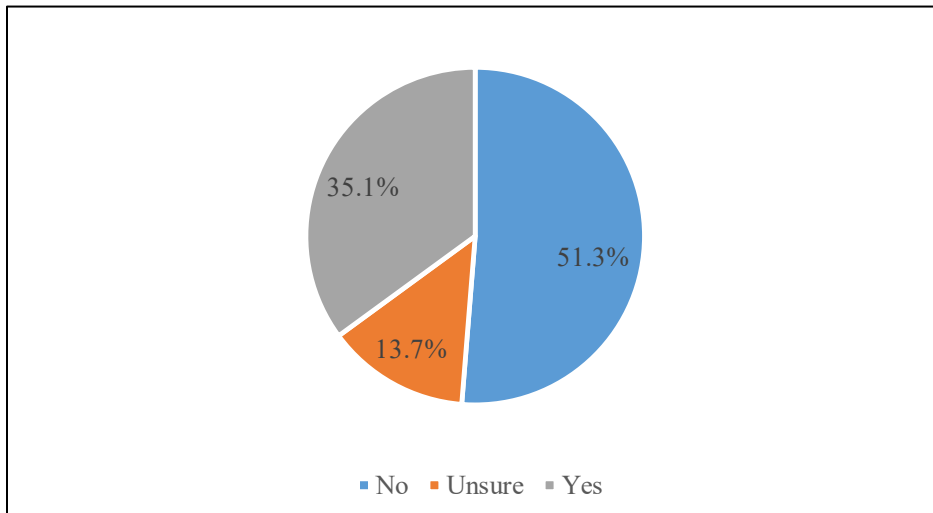


Figure 2. Survey Participant Willingness to Walk to Prospective Bus Stops

** Would you have been willing to walk from your house to bus stops located along the proposed Innisfil bus route (Yonge Street, Innisfil Beach Road, Webster Boulevard, and Jans Boulevard) that was considered in 2015?*

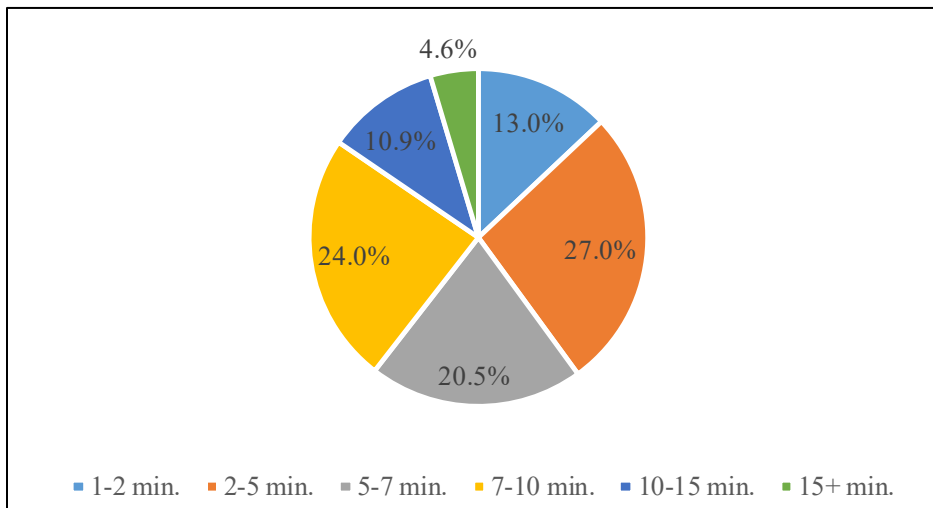


Figure 3. Survey Participant Willingness to Walk to Transit Stop

*** What is the maximum distance that you would be able and willing to walk to a transit stop?*

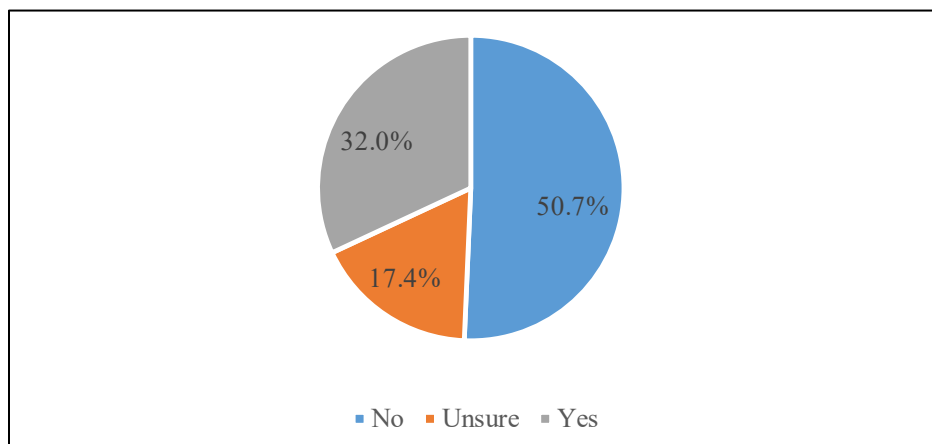


Figure 4. Sufficiency of service hours contemplated in 2015 to meet daily needs***

*** The 2015 Transit Feasibility Study recommended that the bus service operate from 7am to 7pm on weekdays (Mondays to Fridays) and from 9am to 5pm on Saturdays, with no service on Sunday. Would these service hours have met your needs?

4. Discussion and Conclusion

Innisfil Transit appears to deliver significant benefits to Innisfil residents. Results indicate that it expands services to historically underserved populations, expanding trip purposes, is generating significant travel satisfaction among users, and that it serves significantly more residents than the bus service contemplated in 2015.

First, of survey respondents, approximately two-thirds (64.7%) have used Innisfil Transit, while approximately half (52.4%) have used Uber before (independently of the Innisfil Transit platform). Innisfil Transit appears to fill a mobility gap for both lower-income households and lower-vehicle households. As both groups have historically more challenging experiences in realizing daily travel needs in smaller towns and rural contexts, this is a significant finding.

Second, Innisfil Transit serves additional trip purposes beyond those served by Uber, including work and shopping. In fact, Innisfil Transit appears to serve work purposes among younger individuals, among lower-income households, and among those with fewer household vehicles. Innisfil Transit appears to serve both jobs within Innisfil Transit and jobs outside of Innisfil – primarily accessed via transit connections to GO Transit and/or Barrie Transit. While most commuters residing in Innisfil work outside of Innisfil and travel by car, this finding suggests that Innisfil Transit is filling a gap for lower-income and/or low-vehicle households unable to commit significant resources towards auto ownership and use.

Third, survey respondents indicated significant support for Innisfil Transit. Over half of users indicated that Innisfil Transit allowed them to be *more independent* or that it improved their *quality of life*. Over 70 percent of users indicated that they were *happy or very happy* with the service, while less than ten percent indicated they were unhappy or very unhappy (20 percent were neutral).

Finally, in comparison with the contemplated bus route, results suggest that Innisfil Transit reaches at least two times more users and a broader geographic spectrum of Innisfil residents than the bus route could hope to serve, as conceived in 2015. Either the feasibility of walking to the bus route based on the geography of the Town of Innisfil or the sufficiency of service hours are a barrier to over two-thirds of residents. Neither of these is a barrier to 18.9% of respondents. Assuming both that service hours are not a barrier to any respondents and that the bus route could serve all destinations as those served by Innisfil Transit (which it does not), this would imply that, at most, one-third of Innisfil residents could be prospective users of the Innisfil bus alternative. In comparison, based on the Innisfil Transit satisfaction survey (2019-2020), approximately two-thirds of respondents do use Innisfil Transit. The best-case user share for the conceived bus route and the observed share of Innisfil Transit users are at least a two-fold difference.

In sum, Innisfil Transit represents a novel approach towards delivering transit in rural and small-town settings. In this study, its social benefits are explored using guidance from existing Town of Innisfil policies. As such, the social benefits of Innisfil Transit are interpreted with respect to

the potential for Innisfil Transit to expand mobility to residents across the Town of Innisfil. Approximately two-thirds of survey respondents have used Innisfil Transit before and most users attribute benefits related to independence and quality of life, while a vast majority are very happy with the service. Findings of this study suggest that Innisfil Transit significantly expands the mobility of Innisfil residents, including user groups with documented mobility gaps – notably lower-income households and low-vehicle households. The results indicate that Innisfil Transit supports current Town of Innisfil mobility and transportation policy objectives related to the expansion of mobility for all and may inform future policy directions for this novel transit provision model.

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Appendix 1. Innisfil Travel Satisfaction Survey

The Town of Innisfil conducted a travel survey between November 6, 2019 and January 31, 2020.

Appendix 1-A. Recruitment

Per the Town of Innisfil staff, there was a multi-prong recruitment process by both the Town of Innisfil and Uber – the transportation network company (TNC) responsible for providing the Innisfil Transit service. Recruitment by the Town of Innisfil was conducted as follows:

Two direct emails were sent to participants registered on “getinvolvedinnisfil.ca.” This is a listserv managed by the Town of Innisfil, to which Innisfil residents with interest in being involved in the town’s activities can self-subscribe. The first recruitment email was sent on December 6th to 2,090 recipients and a second email was sent on January 27, 2020 to 2,099 recipients.

- Newspaper ads were posted on the community bulletin of the Innisfil Journal on both November 28th and December 5th
- Television screen ads (see Figure 5) were shown at several Town of Innisfil facilities, including the town hall customer service area, the Innisfil ideaLAB and library, and the Rizzardo Health and Wellness Centre.
- Posters were distributed at the Innisfil ideaLAB and library.
- Seven (7) Twitter posts were made between December 4th and January 24th (December 4th, 11th, 19th, 30th, and January 13th, 15th, and 24th).
- Eight (8) Facebook posts were made in conjunction with the Twitter posts, with one additional post on January 20th. Moreover, there was online paid advertising on Facebook in December.
- Innisfil staff was notified of the initiative internally and directed to be aware of the data collection initiative and to share knowledge of it.

**How is Innisfil Transit
working for you?**

Let us know today!

getinvolvedinnisfil.ca/transit

Survey is open until Dec. 31, 2019.



Figure 5. Innisfil Transit Survey TV Recruitment Example (before Jan. 1, 2020)

Beyond the Town of Innisfil's direct recruitment initiatives, Uber engaged in recruitment as well, as follows:

Prospective respondents were recruited by email on December 13th and on January 9th.

In a December 13th, 2019 recruitment email, 1,393 individuals who had used Innisfil Transit in the last month received an email.

In a January 9th, 2020 recruitment email, 4,717 individuals who had used Innisfil Transit in the last nine months received an email.

Appendix 1-B. Recruitment Incentives

To incentivize recruitment, both the Town of Innisfil and Uber communications offered a \$250 Uber gift card to be offered at random to a participant.

**** Survey has been extended until January 31st! There is still time to #getinvolved and win a \$250 Uber Gift Card ****



We're evaluating our transit system and we want to hear from residents! Take our survey today at getinvolvedinnisfil.ca/transit.

Sign up to use Innisfil Transit today

Figure 6. Innisfil Transit Survey TV Recruitment Example (after Jan. 1, 2020)

Appendix 1-C. Survey Instrument

Upon electing to participate in the Innisfil Travel Survey, survey participants were asked the following questions.

Part 1: Residential and Household Characteristics

1. Which area of Innisfil do you live in or are closest to? *

- Alcona
- Barclay
- Big Bay Point
- Churchill
- Cookstown
- Fennel's Corners
- Gilford
- Innisfil Heights
- Lefroy - Belle Ewart
- Sandycove
- Stroud
- Outside of Innisfil

2. How old are you? *

- 18 or under
- 19-30
- 31-45
- 46-65
- More than 65

3. Did you live in the Town of Innisfil on May 1, 2017? (before Innisfil Transit was launched)? *

- Yes
 No

4. How many people (in total, including you) live in your household? *

- 1 2 3 4 5 6 More than 6

Note: Household refers to a person or group of people who occupy the same dwelling and do not have a usual place of residence elsewhere in Canada or abroad.

5. How many people under the age of 16 (including you, if applicable) live in your household? *

- 0 1 2 3 4 5 6 More than 6

Note: Household refers to a person or group of persons who occupy the same dwelling and do not have a usual place of residence elsewhere in Canada or abroad.

6. How many seniors (over 65, including you, if applicable) live in your household? *

- 0 1 2 3 4 5 6 More than 6

Note: Household refers to a person or group of persons who occupy the same dwelling and do not have a usual place of residence elsewhere in Canada or abroad.

7. How many automobiles does your household have access to (own or rent)?
*

- 0 1 2 3 4 5 6 More than 6

Note: Household refers to a person or group of persons who occupy the same dwelling and do not have a usual place of residence elsewhere in Canada or abroad.

8. What is the approximate combined income of your household in 2018?
Please include income from all sources. *

- \$0 to \$14,999
 \$15,000 to \$39,999
 \$40,000 to \$59,999
 \$60,000 to \$99,999
 \$100,000 to \$124,999
 \$125,000 to \$149,999
 \$150,000 to \$174,999
 \$175,000 to \$199,999
 \$200,000 or above
 Prefer not to answer
 I don't know

Question modified from the Statistics Canada National Household Survey

9. How much money are you (and you only - not the household) typically spending on public transit each month? Please include all costs for Innisfil Transit, GO Transit, Barrie Transit, TTC, etc. *

- Less than \$50
- \$50 to \$99
- \$100 to \$124
- \$125 to \$149
- \$150 to \$199
- \$200 to \$299
- \$300 or more
- Prefer not to answer
- I don't know

10. Do you currently have a driver's license? *

- Yes
- No

11. Do you own a smartphone or other electronic device (e.g. tablet) capable of accessing Wi-Fi or cellular data? *

- Yes
- No

12. Have you heard of Innisfil Transit before today? *

- Yes
- No

How did you hear about Innisfil Transit? *

- TV
- Internet
- Newspaper
- Social media
- Town / Library Employee
- Friends/ Family
- Other

Please specify 'Other' *

Please limit answer to 255 characters

Maximum characters 255

13. How often have you used Innisfil Transit in the past 30 days? *

- I have never used Innisfil Transit
- I use Innisfil Transit, but not in the past 30 days
- 1-3 times in the last 30 days
- 1 day per week
- 2-4 days per week
- 5 days per week
- 6-7 days per week

Why do you use Innisfil Transit? Check all that apply. *

- Work
- Shopping
- School
- Medical Appointments
- Social
- Recreation
- Other

Please specify 'Other' *

Please limit answer to 255 characters

Maximum characters 255

Would you be able to get to/ from your job without Innisfil Transit? *

- Yes
- No
- Unsure

Before Innisfil Transit, how did you typically get around Innisfil? *

- Walk
- Bike
- Car, driver
- Car, passenger
- Taxi
- GO Bus
- None, I was unable to get around Innisfil
- Other

Please specify 'Other' *

Please limit answer to 255 characters

Maximum characters 255

Have you taken Innisfil Transit to/ from the Barrie South GO terminal area? *

- Yes
- No

What transit networks have you connected to at Barrie South? Check all that apply. *

- GO Train
- GO Bus
- City of Barrie Transit

What has been the main purpose of travelling to Barrie South GO and connecting to other transit networks? Please check all that apply. *

- Work
- Shopping
- School
- Medical Appointments
- Social
- Recreation
- Other

Please specify 'Other' *

Please limit answer to 255 characters

Maximum characters 255

Do you combine other modes of transportation such as walking or biking with Innisfil Transit in order to get to your destination? *

- Yes
- No
- Unsure

What other modes do you use? *

- Walk
- Bike
- Skateboard
- Car, driver (not Innisfil Transit)
- Car, passenger (not Innisfil Transit)
- Other

Please specify 'Other' *

Please limit answer to 255 characters

Maximum characters 255

14. How long would you be willing to wait for an Innisfil Transit trip?
Increasing the time that it takes for your trip to be confirmed in the Uber app would be one way to increase the number of shared trips and to reduce costs for the Town. *

- 0 - 5 mins
- 5 - 10 mins
- 10 - 15 mins
- 15 - 20 mins
- 20+ mins

15. Please indicate your level of agreement with the following statements. *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Innisfil Transit has allowed me to be more independent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Innisfil Transit has improved my quality of life	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. How would you rate your satisfaction with Innisfil Transit? *



Very unhappy



Unhappy



Neutral



Happy



Very happy

17. Select any of the following concerns you have with using Innisfil Transit. *

- Driver availability
- Safety
- Wait time to get picked up
- Technology to request trips
- Cost to use the service
- None
- Other

Please specify 'Other' *

Please limit answer to 255 characters

Maximum characters 255

18. To what degree has Innisfil Transit impacted your life in the following areas? *

	No Impact/Not Applicable (I have not used the service for this)	Minor Impact (I've only used the service a few times for this)	Moderate Impact (I frequently use the service for this)	Major Impact (I always use the service for this)
Being able to meet family or friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying groceries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting to work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting to school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting to libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting to medical appointments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting to recreation centres and arenas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Attending community events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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19. What do you like the most about Innisfil Transit?

20. Would you be interested in using other transportation modes such as bikes and scooters if they were offered through Innisfil Transit? *

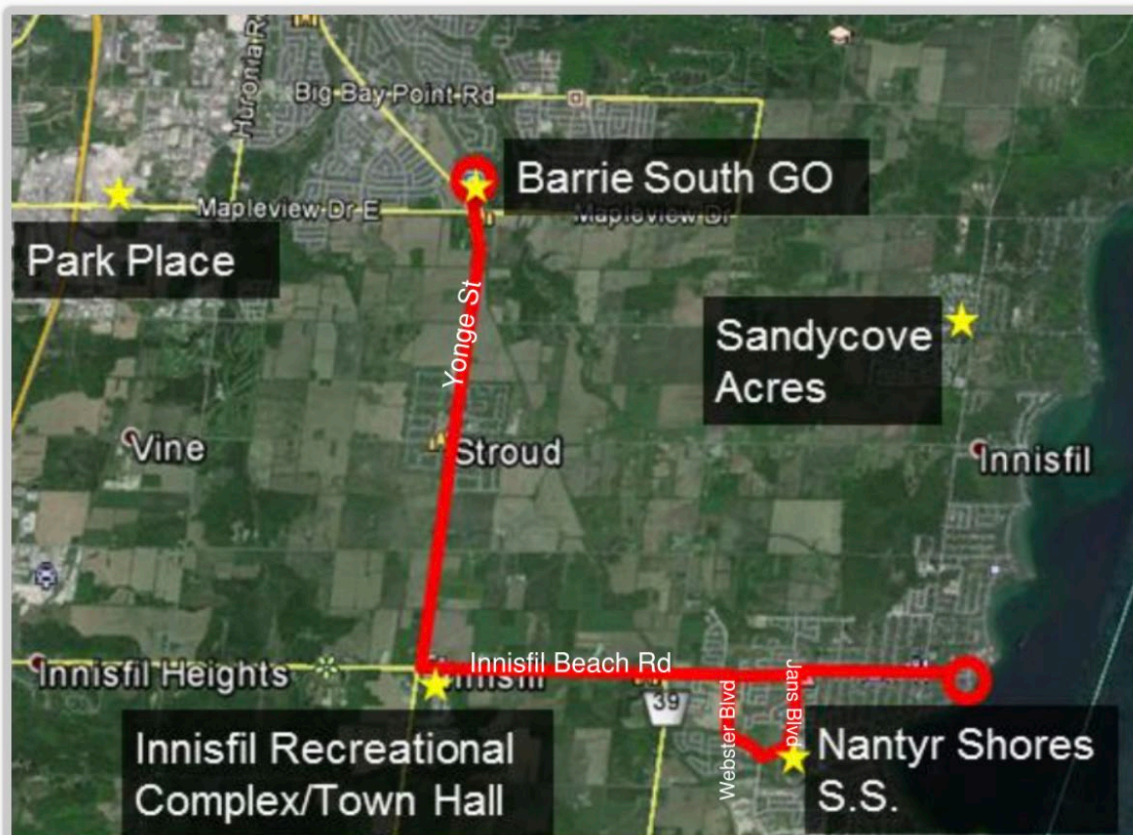
- Yes
- No

2015 Transit Feasibility Study

In a study undertaken in 2015, an hourly bus route travelling along Innisfil Beach Road in Alcona and then to Barrie South GO (along Yonge Street) was considered.

Click [HERE](#) to see the 2015 Innisfil Transit Feasibility Study.

Proposed bus route



Part 3: Employment & Travel

Commuting to Work

24. Which of the following best describes you? *

- Student
- Employed
- Self-employed
- Retired
- Not working
- Unemployed (seeking a job)

Do you work a full-time or part-time job? *

- Full-time
- Part-time
- Both

21. Referring to the above map, would you have been willing to walk from your house to bus stops located along the proposed Innisfil bus route (Yonge Street, Innisfil Beach Road, Webster Boulevard, and Jans Boulevard) that was considered in 2015? *

- Yes
- No
- Unsure

22. What is the maximum distance that you would be able and willing to walk to a transit stop? *

- 1-2 mins
- 2-5 mins
- 5-7 mins
- 7-10 mins
- 10-15 mins
- 15+ mins

23. The 2015 Transit Feasibility Study recommended that the bus service operate from 7am to 7pm on weekdays (Mondays to Fridays) and from 9am to 5pm on Saturdays, with no service on Sunday. Would these service hours have met your needs? *

- Yes
- No
- Unsure

What primary mode do you typically use to commute to work? *

- Auto driver (alone)
- Auto driver (carpool with others)
- Auto passenger
- Taxi
- Rideshare (e.g. Uber, Lyft, Kijiji, etc. but not Innisfil Transit)
- Innisfil Transit (via Uber)
- Motorcycle
- Walk
- Bicycle
- GO Bus
- GO Train
- Public Transit (excluding GO Transit and Innisfil Transit)
- Other

Please specify 'Other' *

Please limit answer to 255 characters

Maximum characters 255

Approximately how far is your work location from your usual place of residence (in kilometers based on route travel)? *

- 0 - 14 km
- 15 - 29 km
- 30 - 59 km
- 60 - 99 km
- 100 - 149 km
- 150+ km

How long does it typically take you to commute to work (one-way) on a typical day? *

- 0 mins - 15 mins
- 15 mins - 30 mins
- 30 mins - 45 mins
- 45 mins - 1 hour
- 1 hour - 1.5 hours
- 1.5 hours - 2 hours
- 2 hours - 3 hours
- 3+ hours

Where is your work location? *

- Within Innisfil
- Outside of Innisfil

Outside of Innisfil, where is your work location? *

- Barrie
- Orillia
- North County of Simcoe (Oro-Medonte, Penetanguishene, Collingwood, Clearview, Wasaga Beach, Springwater, Midland, Tiny, Tay, Severn, Ramara)
- South County of Simcoe (Bradford West Gwillimbury, New Tecumseth, Adjala-Tosorontio, Essa)
- Toronto
- Greater Toronto Area (York, Peel, Durham, Halton Regions)
- Other

Please specify 'Other' *

Please limit answer to 255 characters

Maximum characters 255

General Travel

25. On May 1, 2017 (before Innisfil Transit was launched), which of the following best described you ? *

- Student
- Full-time employed
- Part-time employed
- Retired
- Not working
- Unemployed (seeking a job)

26. Thinking of all the trips you have taken in the last seven days within and outside of Innisfil, please select any of the following travel modes. *

- Auto driver (alone)
- Auto driver (with others)
- Auto passenger
- Taxi
- Rideshare (e.g. Uber, Lyft, Kijiji, Driverseat, etc. - but not Innisfil Transit)
- Innisfil Transit (via Uber)
- Motorcycle
- Walk
- Bicycle
- GO Bus
- GO Train
- Other Public Transit (excluding GO Transit and Innisfil Transit)
- Other

Please specify 'Other' *

Please limit answer to 255 characters

Maximum characters 255

28. Not including trips you've taken with Uber via Innisfil Transit, in the past 30 days, how often have you used ridesharing companies such as Uber or Lyft for any trip purposes within or outside Innisfil? *

- I never do this
- I do this, but not in the past 30 days
- 1-3 times in the last 30 days
- 1 day per week
- 2-4 days per week
- 5 days per week
- 6-7 days per week

27. How many distinct trips by any transportation mode for any trip purpose did you take on the last weekday within or outside Innisfil? *

- 0 1 2 3 4 5 6 7 8 Other

Note: A 'trip' entails travelling from one location (e.g. your home) to another (e.g. to work). For example, if you only went to and from work or school on the last weekday, you would count that as 2 trips.

Please specify 'Other' *

Please limit answer to 10 characters

Maximum characters 10

29. Please indicate your level of agreement with the following statements. *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I find it easy to get to the places I need to go.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can find a way to go where I need to when I do not have access to a car.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have enough time in the day to do the things I need to do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting the environment is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part 4: Final Thoughts

30. What advice would you give to the people working on Innisfil Transit so that we can continue to improve this model?

Cancel

Submit