

To: Members of Burlington City Council/ Committee of the Whole

From: Councillor Paul Sharman

Cc: Tim Commisso, Mary Lou Tanner, Sue Connor, Vito Tolone, Lisa Palermo, Angela Morgan

Date: June 27, 2019

Re: Staff direction to explore alternative transit service delivery models including On-Demand Transit

Dear colleagues,

Recently at the Federation of Canadian Municipalities' Trade Show, I met Michael Roschlau, a former President of the Canadian Transit Association (CUTA), now strategic adviser in public transit and urban mobility with bus manufacturer, Grande West Transportation International.

Michael and I discussed the challenges associated with serving the City of Burlington with a traditional business model. When we discussed the possibilities of on-demand (OD) transit, he described the success experienced by Belleville, Ontario with OD transit, which has increased ridership by 300% as a result.

Michael sent the names of some companies that provide reputable software to facilitate OD. Accordingly, I asked staff if the City of Burlington might consider implementing OD Transit. It seems there is a willingness to do so.

Staff are in process of preparing both a Transportation Master Plan and a Transit Master Plan for consideration, however, I expect it would help staff to receive some determination of Council's interest on the subject of OD transit and what the relative benefits might be for Burlington.

My request is that Council receive a briefing or perhaps a mini workshop before we receive the Transportation and Transit Master Plans. Accordingly, here is the staff direction I propose, for your consideration and approval.

***“Direct the Director of Transit to further explore the use of alternative service delivery models, including on-demand, as a replacement of certain fixed-routes and/or low-density areas and report back to Council with a briefing preferably by October 2019, followed by recommendations and a plan by December 2019.*”**

Thank you for your consideration

Paul Sharman