

Memo

To: Mayor, Members of Council
From: Adrian Kawun, Director, Oakville Transit
Date: April 16, 2024
Subject: Oakville Transit - Ride On-Demand Service Expansion Communication Launch

At the September 18, 2023, Council meeting, Oakville Transit staff presented the Ride On-demand 2024 Transit Expansion Plan which identified the following:

- Staff have been planning Ride On-Demand as an extension of conventional and specialized transit services.
- Ride On-Demand transit services are a cost-effective way to deliver transit in areas of low transit demand.
- Ride On-Demand transit services are designed to be more flexible by providing a shared-ride service for customers.
- The service is flexible as customers will be able to request a ride at any time during operating hours, travel from any address to another or to transit hubs in a designated zone, and transfer to other conventional Oakville Transit services.

Oakville Transit implemented Ride On-Demand transit services in 2022 as a pilot in select areas of north and southeast Oakville which have been successful. Through valuable Ride On-Demand operating and travel pattern insight, staff recommended, at the September 18, 2023, council meeting, the following expansion of Ride On-Demand service within the town:

- Permanently implementing the service in Wards 3 and 7 and phase out Home to Hub service
- Expand Ride On-Demand service to replace Route 26 – Falgarwood
- Expand Ride On-Demand Service to the Bronte Creek neighborhood and replace Route 34 – Pine Glen
- Replace Late Night Service with Ride On-Demand

The above-mentioned Ride On-Demand service changes are planned to be implemented on July 2, 2024. The following communication will be used to notify residents of the Ride On-Demand service beginning June 3, 2024:

- Notices at bus stops
- Notices on bus shelters
- Handout notices on board the bus
- Oakville Transit website
- Posters on all Oakville Transit buses
- Community Advisory
- Oakville Transit's social media channels
- Notice on digital screens, Service Oakville, Community Centres

Q&A

Q: Will there be any changes to service hours with the introduction of Ride On-Demand?

A: Service hours for Falgarwood and Bronte Creek/Pine Glen area will be Monday to Friday 6:00 am to 7:30 pm. Late Night Service will depart the Oakville GO station at 11:40 p.m., Monday to Friday (except holidays).

Q: How will Oakville Transit transport large groups of customers to the GO stations to connect with the trains in the morning?

A: Limited express service trips to the Oakville GO station will be offered in Falgarwood via conventional bus and some limited express service trips to the Bronte GO station will be offered in the Bronte Creek/Pine Glen via conventional bus

Q: Where are the transit hubs for this new on-demand service?

A: The Transit Hub in Falgarwood will be the Oakville GO station, Trafalgar Road, and Upper Oakville Shopping Centre
The Transit Hub in Bronte Creek/Pine Glen will be Glen Abby Community Centre and Oakville Trafalgar Memorial Hospital

Q: Will customers be able to transfer to conventional buses at the hubs?

A: Customers will be able to transfer to conventional bus service at the transit hubs. Transfers are free within the two-hour transfer window.

Q: How will customers access this new on-demand service?

A: Customers will use the new Oakville Transit On-Demand mobile app to book their trips. There will be instructions on the website showing how to download the on-demand mobile app from the app store for Apple and Android devices. Customers can also contact the call centre via phone during regular business hours for assistance.

Q: What should customers expect to see when using the new app?

A: Some of the app features will include the ability for customers to set favourite locations on the home screen so trips can be scheduled with just one tap, reserve seats for extra riders travelling with them, and monitor when their ride is on the way to pick them up.

Next Steps:

After the implementation of the Ride On-Demand services noted above, Oakville Transit will be monitoring and reviewing ridership data and trends. Customers and residents are encouraged to contact Oakville Transit customer service should they have any questions regarding the planned changes or transit service in general. Should you have any questions, please feel free to contact Adrian Kawun, Director of Transit, Oakville Transit at adrian.kawun@oakville.ca.