



TRANSIT ADVISORY COMMITTEE

MINUTES

WEDNESDAY, SEPTEMBER 08, 2010

**TRAFALGAR ROOM
OAKVILLE MUNICIPAL BUILDING
1225 TRAFALGAR ROAD**

A meeting of the Transit Advisory Committee was held on Wednesday, September 8, 2010, in the Trafalgar Room, commencing at 7:00 p.m.

Present: Nancy Ortenburg, Vice-Chair
Councillor Marc Grant
Allan Wilmot
Damian Burt
John Lillico
Brandon O’Riordon

Regrets: Imran Choudhary, Chair

Staff: Barry Cole, Director, Transit Services
Joanne Phoenix, Manager of Planning and Accessible Services, Transit
Chris Clapham, Sustainable Transportation Program Coordinator
Nancy Fiorentino, Committee Coordinator

The items in these minutes are not necessarily in the order discussed.

1. Call to Order

Nancy Ortenburg, Vice-Chair, called the meeting to order at 7:00 p.m.

2. Regrets

Regrets are as noted above.

3. **Confirmation of Minutes of Previous Meeting(s)**

Meeting of July 14, 2010

Moved by Damian Burt

That the minutes from the Transit Advisory Committee meeting of July 14, 2010, be approved.

CARRIED

4. **Business Arising from the Minutes**

There was no business arising from the minutes.

5. **Discussion Item(s)**

a. **Second Quarter Ridership Statistics**

Joanne Phoenix, Manager of Planning and Accessible Services, Transit distributed copies of the Second Quarter (year-to-date) Oakville Transit Rider Stats and noted that:

- ridership has increased 5.71% in total from 2009;
- staff are very pleased with the new service design introduced last year;
- the grid routes are performing very well, especially Route 1 (Trafalgar) which has an average of 21 rides per service hour (RVH) and is a very successful route;
- Route 5 (Dundas) has increased ridership when compared to the last quarter with an increase to eight rides per hour from the previous five rides per hour;
- the grid routes are accounting for approximately 20% of the total system ridership and are performing well;
- staff are expecting continued growth on grid routes due to improvements that have been introduced subsequent to the initial launch; including the improvements to Route 1 (Trafalgar);

- continued movement to the next phases within the five year plan will also assist in improving ridership.

Moved by Brandon O’Riordon

That the update regarding second quarter ridership statistics, be received.

CARRIED

b. Information Regarding Bike Sharing Program

Chris Clapham, Sustainable Transportation Program Coordinator, provided a PowerPoint presentation regarding bike sharing programs and noted the following:

- bike share programs are growing in popularity in North America and Canada;
- in the Greater Toronto-Hamilton Area (GTHA) Metrolinx has a Regional Transportation Plan called ‘The Big Move’ which focuses on linking cycling and transit together;
- local municipalities such as Toronto and Hamilton are looking into the bike sharing program;
- Town of Oakville has its own Active Transportation Master Plan that encourages cycling throughout the community;
- 26 North American cities that have publicly expressed an interest in a 3rd generation bike share program.
- bike sharing is a short-term bicycle rental system composed of a network of unattended stations or nodes and is intended for short, one-way trips (under 5 km);
- benefits of bike sharing include:
 - complimenting and extending public transit;
 - promoting active transportation;
 - reducing traffic congestion and CO₂ emissions;
 - providing employment opportunities;
 - and increasing accessibility for tourists;

- evolution of bike share programs
 - 1st generation (1960's): honour system program with different bikes;
 - 2nd generation: custom parts, distinctive appearance, primitive locking system;
 - 3rd generation: distinctive, uniform bikes; unmanned kiosks regulated and monitored system, smart cards, touch screens, mobile phones;
 - 4th generation: moveable kiosks, wireless monitoring system, solar powered;
- bike share in North America
 - currently operational 3rd/4th generation programs:
 - SmartBike DC (Washington, D.C)
 - BIXI (Montreal)
 - NiceRide (Minneapolis)
 - B-Cycle (Denver)
 - St. Xavier University (Chicago);
- key elements of a high-tech public bicycle system are:
 - an urban bicycle: easy to mount, ride, and stop and have full-fenders, lights, and cargo capacity;
 - ability to take and return bikes;
 - easy access: ability to insert a user card in the system and take a bike;
 - ability to use price incentives to encourage subscribers;
- integration and implementation of bike share program to consider:
 - Active Transportation Master Plan status recommendation – Oakville to pilot bike share program (between Sheridan College and GO Station);
 - community bike facilities are required;
 - bicycle promotion and safety programs;
 - bike share program integration with transit;
 - cycling attitudes as well as partners such as governments and transit agencies;
 - fee for use 'public system';
 - focus on short trips;
 - phased roll out of program;
 - potential for GTHA-wide coordination;
- potential risks of bike share programs
 - safety of cyclists;
 - vandalism and theft;
 - financial and reputational risks of implementing an unsuccessful program
 - potential for negative impact on transit ridership

- key factors for successful implementation:
 - thorough planning to minimize operating costs;
 - strong domestic target market;
 - some tourist volumes;
 - appropriate logistics and technology;
 - sustained funding;
 - risk management strategies;
- some next steps are:
 - consultation with stakeholders;
 - additional research;
 - feasibility studies;
 - funding strategies and sustainability;
 - risk management strategies;
 - implementation strategy.

The committee noted the success rate of the bike sharing program in Montreal but indicated that the busy arterial roads in Oakville will pose a challenge to a pilot program as there will be safety concerns for cyclists on roads such as Trafalgar.

Moved by John Lillico

That the information regarding bike sharing programs, be received.

CARRIED

c. Extension of Advisory Committee Appointments

Nancy Fiorentino, Committee Coordinator, advised the members that, on August 30, 2010, Oakville Town Council approved the extension of the current advisory committee appointments into the new year. She indicated that the Town Clerk had sent each member a letter providing more details with respect to the extension and application for reappointment.

The Committee Coordinator reported that advertisements were placed on the Town website on September 13, 2010, and in the local newspapers beginning September 15, 2010. She indicated that members could apply for a committee appointment either on line or in person at the Clerk's Department and that applications for committee appointments would be accepted until October 8, 2010.

Moved by Councillor Grant

That the information regarding the extension of advisory committee appointments, be received.

CARRIED

6. Information Item(s)

There were no information items.

7. Items to be Discussed at Next/Future Meetings

- Oakville Transit Marketing - Marketing Ideas/Plans for Promoting Transit Service in Oakville;
- Oakville Transit Advertising Information:
 - Advertising Rates
 - Types of Advertising (bus shelters, advertisements on buses, etc)
- Update – New Transit Facility

8. Date and Time of Next Meeting

Wednesday, January 12, 2011
Oakville Municipal Building
7:00 p.m. - Room To Be Determined

9. Adjournment

Moved by Allan Wilmot

That this meeting now adjourn.

CARRIED

The meeting adjourned at 8:17 p.m.