

**Subject:** Niagara Region Transit On-Demand Services  
(NRT OnDemand) Memorandum of Understanding**Recommendation:**

**BE IT RESOLVED THAT Council receive Report #2020-0114-Recreation; and THAT the Mayor and Clerk be authorized to execute the Memorandum of Understanding between the Region of Niagara and the Town of Pelham to operate a new on-demand transit service.**

**Background:**

On December 2, 2019 the Region made a presentation to Council on the Niagara Region On-Demand transit pilot project for West Niagara. At that meeting, Council approved the On Demand Transit Service concept; and directed staff to prepare an agreement between the Town and Region of Niagara for the provision of On Demand Transit service to replace the current Pelham Transit system, at an amount not to exceed the approved 2020 Transit budget provision.

**Analysis:**

In partnership with the Region and the municipalities of Lincoln and Grimsby, the Town of Pelham will have expanded inter and intra-municipal transit trips. This means that residents will be able to get a ride to anywhere in Grimsby, Lincoln, Wainfleet and West Lincoln. Inter-municipal trips only will be offered to Wainfleet and West Lincoln, which means West Lincoln and Wainfleet residents can be picked up and only taken outside of their Municipality. All five municipalities will have access to the nearest transit hub: St. Catharines Bus Terminal, Welland Bus Terminal and Port Colborne City Hall. There is also a potential connection to Hamilton by way of Winona Crossing Shopping Centre (new Costco plaza).

In addition, service hours will be expanded to 6 days a week from 7am – 10pm. Fare Structure: \$3.00 for intra-municipal and \$6.00 for inter-Municipal, which is the same Fare Structure currently offered. Payment will be by credit card or pre-paid debit for in-app or over the phone and pre-purchased tickets. Payments to driver will not be accepted. There will be a 1 hour wait time, the existing service is a 48 hour reservation. Since this service will pick up other passengers there may be a

maximum 20 minute detour time.

There will be up to eleven Black Toyota Siennas in the fleet, with three accessible to service West Niagara. At this point Pelham has been allocated up to three vehicles, depending on demand.

The Region is launching the service effective August 17, 2020 and will be initiating an extensive public communication plan. RCW staff will be working closely with Regional staff to identify all opportunities to promote the service and its benefits to Pelham residents. Since already offer an on-demand service it should be a seamless transition.

December 2019 Council approved this project in principle and the commitment was made to the Niagara Region that the Town of Pelham would participate. The Region has since entered into its Agreement with Via Mobility (River North Transit LLC) for deployment in 2020 and was only delayed in the launch of the NRT OnDemand service due to the COVID-19 pandemic.

### **Financial Considerations:**

Pelham will be to the Region the sum of \$178,000 each year during the term divided into three equal instalments as follows:

1. The first instalment to be made not later than the 10<sup>th</sup> day following the launch date.
2. The second payment to be made on January 29, 2021
3. The final payment to be made May 31, 2021

### **Alternatives Reviewed:**

At this time other alternatives were not considered as Council approved entering into an agreement with the Region to provide this service so long as it does not exceed the 2020 Operating Budget allocation, which it does not.

### **Strategic Plan Relationship: Build Strong Communities and Cultural Assets**

The service will further provide inter-municipal and intra-municipal mobility and facilitate economic development by businesses that are seeking a connected workforce. This contributes to a high quality of life and supports sustainable community development.

**Consultation:**

Niagara Region

Teresa Quinlin, MBA, CPA, CA Director of Corporate Services & Treasurer

Ministry of Transportation, Community Transportation Grant

**Other Pertinent Reports/Attachments:**

Proposed Memorandum of Understanding between the Town of Pelham and the  
Niagara Region

**Prepared and Recommended by:**

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