

**TRANSPORTATION AND INFRASTRUCTURE TASK FORCE – NOVEMBER 17, 2021**

**COMMUNICATIONS**

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**Distributed November 16, 2021**

**Item**

- |     |                        |   |
|-----|------------------------|---|
| C1. | Presentation material. | 1 |
| C2. | Presentation material. | 2 |

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**Please note there may be further Communications.**

# Micro-mobility Framework

Transportation & Infrastructure Task Force  
November 17, 2021





Revised

C2

Communication

Transportation and Infrastructure Task Force - November 16, 2021

Item # 2

# Vaughan On-Demand Micro-Transit Pilot

November 17, 2021





# Re-Cap

# Last time we met ...

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- Feasibility Study completed
- Recommended On-demand Micro-Transit Pilot
- Application to FCM for GMF funding



## Purpose

To assess the feasibility of alternative transportation modes that could:

- Reduce Drive-and-Park to and from Rutherford GO
- Provide alternative choice to access station
- Identified a preferred solution and laid out an implementation plan for a 1-year pilot starting in 2020



# ODMT Pilot

## Since then...

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- FCM approved funding for up to 50% of pilot cost
- Official announcement was made late October 2020
- Agreements with FCM in place
- Initiated partnership with York Region Transit and Metrolinx



# ODMT Pilot

## Since then...

- Released Request for Proposals in August, closed in September and consultant onboard October 2021.
- Reported to Council on September 14, 2021 on the initiation of the pilot
- Kick started the pilot project with York Region Transit and Metrolinx in early November 2021.

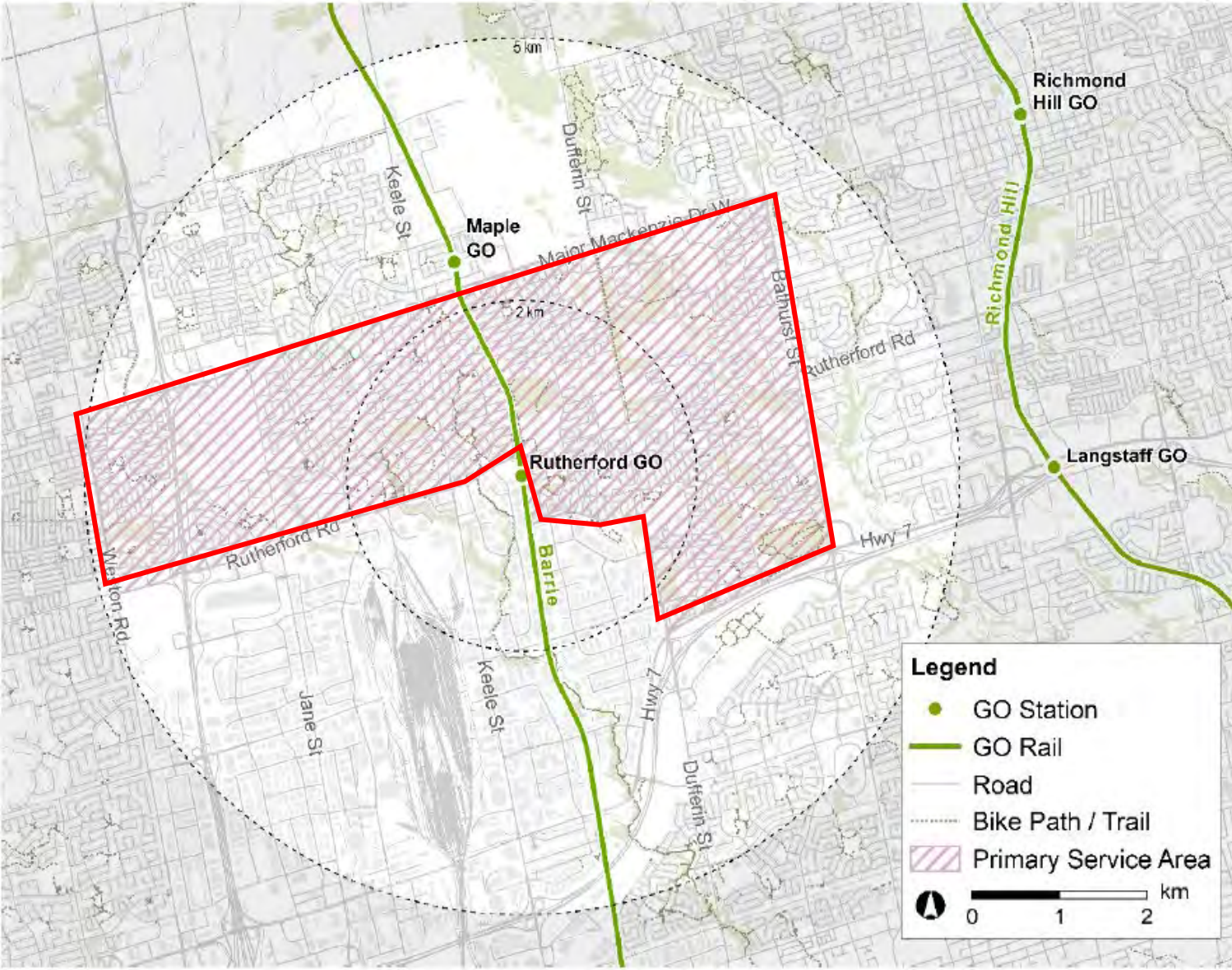
# ODMT Pilot

## Objectives

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1. Reduce dependence on single-occupant vehicles and support low-carbon mobility options
2. Provide economic first/ last mile mobility options for commuters to/from Rutherford and Maple GO stations.
3. Test the viability and potential market for this mobility service (i.e. replicability in other areas of the City)
4. Analyze post-pandemic travel behavior and support transit use

# Primary Service Area



The Primary Service Area (PSA) covers 74,800 residents.

The pilot may start with smaller area within the PSA and could be modified throughout the pilot depending on demand.



# Service Delivery

## Service Delivery

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York Region Transit (YRT) has the expertise in providing such service as they have experience in providing this service in other parts of York Region.

YRT will be the service provider for this pilot:

- AM pickup from PSA & drop-off at Rutherford or Maple GO
- PM pick up from Rutherford or Maple GO and drop-off to destinations within PSA.



# Service Delivery

## Service Delivery

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- YRT will address customers with different mobility needs by adding accessible van to the fleet.

# Service Delivery

# Service Delivery

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## Fare

- Consistent with YRT fare structure
- Presto card holders pay \$1 when connecting to/from GO train
- Others without Presto card would pay standard YRT fares
- All other YRT methods of payment would be acceptable

# Timeline\*

*Nov 2021 – Mar 2022*

- 1. Development:** Identify brand and develop marketing materials, confirm public engagement strategies to be used and schedule outreach events.

We are here

*Jan – Mar 2022*

- 3. Early Launch:** Host official launch event and work out initial challenges in the service prior to large-scale adoption.

*Apr 2022 – Mar 2023*

- 5. Maintenance:** Deliver occasional campaigns and outreaches to continue to build awareness of service offerings at strategic time points of the year.

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- 2. Pre-Launch:** Disseminate information to build awareness of the service.  
*Jan – Feb 2022*

- 4. Launch & Ramp up:** Deliver launch campaign to build excitement and awareness.  
*Target launch: Q2 2022*

- 6. Evaluation:** Distribute final user survey and perform post-pilot evaluation and reporting.  
*Apr – Jun 2023*

*\*Note: timeline may change depending on COVID-19 pandemic situation and post-pandemic recovery*



Thank You

