

# STAFF REPORT

THE CORPORATION OF THE TOWN OF COBOURG



<b>Report to:</b>	Mayor and Council	<b>Priority:</b>	<input checked="" type="checkbox"/> High <input type="checkbox"/> Low
<b>Submitted by:</b>	Laurie Wills Director, Public Works <a href="mailto:lwills@cobourg.ca">lwills@cobourg.ca</a>	<b>Meeting Type:</b>  Open Session <input checked="" type="checkbox"/> Closed Session <input type="checkbox"/>	
<b>Report Date:</b>	March 18, 2021		
<b>Report No.:</b>	Public Works-022-21		
<a href="#">Submit comments to Council</a>			

**Subject/Title:** Amending Agreement for On Demand Transit Pilot Program

## RECOMMENDATION:

THAT Council authorize the Mayor and Clerk to execute an amending agreement with Century Transportation to proceed with a one (1) year on demand pilot program at a cost of \$27,300 plus HST.

## 1. STRATEGIC PLAN

Invest in programs, services and infrastructure to make Cobourg more accessible

## 2. PUBLIC ENGAGEMENT

The subject matter was presented to Council on December 7, 2020, December 15, 2020 and January 21, 2021

## 3. PURPOSE

To amend the transit operations contract with Century Transportation to include for the costs associated with a one (1) year on demand pilot program.

## 4. ORIGIN AND LEGISLATION

1. Council Motion (January 27, 2020):  
Motion – Staff Report on Innisfil Ridesharing Transit Model

FURTHER THAT Council instruct Staff to investigate the Innisfil ridesharing transit model and provide a report on its viability in Cobourg.

2. Safe Restart Agreement:

The Provincial and Federal Government have provided COVID19 relief funding under the Safe Restart Agreement which includes specific funding for municipal transit systems. As part of the Phase 2 funding requirements, municipalities with low performing services are being encouraged to consider whether they may be better serviced by microtransit.

### 3. 2021 approved operating budget

## 1. BACKGROUND

Council expressed an interest in modifying/improving the municipal transit system to provide better value and service. Staff developed a pilot project to trial an on demand service for a period of one (1) year utilizing the Town's current transit operator under contract (Century Transportation). The pilot requires a new software system for booking and programming rides. Staff interviewed several software providers and received quotes from two companies. Century Transportation's parent company, Pacific Western Transportation (PWT) having implemented several on demand projects across the continent advised the Town to proceed with RideCo Inc. as the software provider and Century would carry RideCo Inc. as their sub-contractor for the pilot program. RideCo Inc. was substantially less expensive than the second quotation as well.

## 2. ANALYSIS

In order to have obtained competitive bids for a pilot the Town would have had to hire a second transit operator, including vehicles, to conduct a pilot program in addition to the regular transit system, or otherwise cancel the contract with Century Transportation with 6 months' notice. This approach would have been far too abrupt to suddenly change the transit system or far too expensive to run both systems at the same time. Since Century Transportation is already providing operating services for the Cobourg transit fleet, the logical solution was to amend their agreement with the Town so that they could participate in the pilot program under the same terms and rates of the original contract.

## 3. FINANCIAL IMPLICATIONS/BUDGET IMPACTS

### **Century Transportation Amending Agreement Costs:**

- Implementation Fee: \$7,500.00

Includes service modelling, virtual stop architecture (if applicable), initial system adjustments (no limits), applicable data migration, simulations, and initial training (operator, dispatcher & driver training)

- Licensing Cost: \$550/Per Vehicle/ Per Month (3 vehicles): \$19,800

Includes entire RideCo platform, updates & fixes to the software are provided free of charge during the duration of the contract

*Total Contract Value (Century Transportation) = \$27,300.00 + HST*

### **Additional Town of Cobourg Operational Costs:**

- Mounts: 5 @ \$49.81/each = \$249.05
- Tablets: 4 @ \$350/each = \$1,400
- SIM Cards: 4 @ \$20/month x 12 = \$960

*Total Hardware/Data = \$2,609.05 + HST*

Total approved budget is \$40,000. Remaining budget will be for contingency items and substantial marketing materials.

#### 4. CONCLUSION

A pilot project is required in order to consider a substantial change in transit operations. The proposed approach is the most economical way for the Town to consider a change and the least disruptive way for riders to become accustomed to a change.

#### Report Approval Details

Document Title:	Amending Agreement for On Demand Transit Pilot Program - Public Works-022-21.docx
Attachments:	
Final Approval Date:	Mar 18, 2021

This report and all of its attachments were approved and signed as outlined below:

**Tracey Vaughan, Chief Administrative Officer - Mar 18, 2021 - 12:27 PM**