



## COCHRANE TRANSIT TASK FORCE COMMITTEE MINUTES

**TIME:** 1:30pm  
**DATE:** May 25, 2018  
**PLACE:** Emergency Operations Centre, Cochrane RancheHouse

Chairperson: J. Genung, Mayor  
Members: M. Fedyko, Councillor  
T. McFadden, Councillor  
M. McDonald  
G. Hargreaves-Kessler  
B. Clarke

Administration: D. Devana, CAO  
D. LaFleche, Analyst  
L. McLain, Recording Secretary

Absent: I. Bazay  
K. Boothe  
F. Wesseling

### **1** Call to Order

Mayor Genung called the meeting to order at 1:30pm.

### **2** Agenda

#### 2a Additions, Deletions, Adoption

Marie McDonald moved that the Committee adopt the Agenda.

#### 2b Adoption of Minutes

Councillor McFadden moved that the Committee adopt the May 07, 2018 Minutes.

### **3** Business

#### 3a On Demand Transit Presentation by Southland Transportation / Spare Labs

Jonathan Wea;, Regional Director for Southland Transportation and John Stepovy, Director of Sales and Business Development Pacific Western Transportation presented information on what they could offer if they were to win a future bid on a Transit Management contract.

Kristoffer Vic Hansen CO of from Spare Labs demonstrated the ease of use for transit users and transit managers via smart devices for booking and using an on-demand transit system.

Highlights included:

- The driver application which showed the driver views a list of the names of people at each pick-up stop, as well as vehicle well-being and maintenance
- Use of an open API system which is a way for Spare Labs to export system information to be integrated into local planning and booking applications
- Apps can be branded and personalized to be easily recognized by user groups
- Tablet-based booking systems could be available at some locations and telephone bookings are available for those without access to smart devices
- Easy payment system including options for credit card, cash and "go pass" payments (eg. parents could load credit onto their children's accounts)

There were no questions after the Spare Labs presentation. Please send any questions for Kristoffer to Devin.

### 3b Committee Questions and Answers with Southland Transportation / Spare Labs

Q: Is a simulation possible?

A: It is possible and would be a lot of work and very expensive. Southland has used data both real and perceived to create the estimates presented.

Q: What are the benefits to the Town of Cochrane to hire this process out to Southland vs another company or running it internally?

A: Southland has the experience and background and is already running Regional Transit in the area. It could be a benefit to work with the same company that provides regional transit rather than adding in another partner. The costs and risks would be vastly higher if the town were to create an entire new team to manage and run transit with Town Staff. The risk lies with Southland in this scenario. The burden is on Southland to provide excellent service and the contract holds them accountable.

Q: Would Cochrane buy the busses?

A: At this stage, the thought is that Cochrane would purchase the busses and the contracted party would maintain them. GREENTrip funding could be accessed for some of this purchase.

Q: Can we start with on-demand and move to a hybrid scenario if the data suggests it?

A: Yes. On-demand is the most effective with the potential for fixed route based on the data. It is much more difficult to move in the opposite direction by starting with fixed route and then communicating route changes and schedule changes.

Q: What is the time-frame for collecting good data?

A: About 1 year. Best to get through all the seasons as weather will likely affect ridership.

### 3c Committee Discussion on Service Standards for On Demand Proposal

- Ramps tend to function better than kneeling buses, especially in winter conditions
- Considering bikes on bus with a way to tether them for safety. Bike racks on the front of the bus seem safest and lower risk than on back of bus where they can potentially be stolen. Bike use will come with data.
- Consider pets and comfort pets – should they be allowed on the bus?
- Fixed routes is an eventual future possibility. Start with on-demand
- Buses should be involved in an emergency response situation such as an evacuation due to flood or fire
- Should the buses be used as free transportation to Town Events? Positive group response, but think about it down the road.


Parked ideas:

- Sponsorship as revenue source

## 4 Adjournment

Mayor Genung adjourned the meeting at 3:50pm.

  
Chairperson

  
Recording Secretary