

Background:

The County of Brant initiated a study to assess the feasibility of introducing a public transit/mobility service. The study was conducted in two phases:

Phase 1: Analysis of demand for a service and identification of potential service options,
Phase 2: A detailed service/mobility plan for the preferred service option.

This report represents Phase 2 of the study and a business model for the preferred service concept consisting of a service plan, financial plan and implementation plan with operations, administrative and infrastructure details.

Strategy:

A demand-response public transportation program was recommended to be introduced County-wide, replacing the former Subsidized Transportation Program. The report proposed that the County hire a private contractor who would:

- Provide the fleet of vehicles
- Drive the vehicles and
- Maintain the vehicles.

The County would be responsible for the overall management and administration of the service.

As well, it was recommended that this program provide transportation to any person with trip origins and destinations within the County and a comparable cost structure to the Subsidized Transportation Program.

Timeline and Implementation:

In 2018, Council approved the adoption of a demand-response “e-Ride” public transit program based on the recommendations of Transit Mobility Service Plan. Based on the technical and cost proposal scoring, BTS Network scored highest and was awarded the contract. Funding was approved in 2019 and the service launched in late 2019. In 2021, a full service review was completed and the County of Brant Council opted to re-name the service to Brant Transit and made adjustments to the service to better meet the needs of the community.

It takes three to five years for people to change their habits and behaviors when using transit. This program is in its infancy and staff will continue to monitor the service to ensure it is a responsive service for the public.

For more information regarding the Transit Mobility Service Plan and to review the full report, please visit www.Brant.ca/Plans.