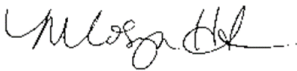




COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	September 1, 2021
SUBJECT:	HSR myRide On-Demand Transit Pilot Project (TRN2111)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Maureen Cosyn Heath Director of Transit Public Works Department
SIGNATURE:	

This Communication Update is to inform Mayor Eisenberger and Members of Council of the upcoming change to transit service in Waterdown.

Transit service in Waterdown will operate as an on-demand service called HSR myRide effective September 7, 2021, as a one-year pilot project. HSR myRide is a stop-to-stop shared ride service, using the Spare Lab platform, that dynamically adjusts the route the bus takes as customers request to be picked up and will improve the customer experience through more direct trips, quicker journeys, and shorter wait times.

HSR myRide will operate within the Urban Transit Boundary of Waterdown and will provide businesses and customers with greater access to key destinations in the area that were not previously available on the traditional fixed route. During the pilot, we are adding 80 new virtual stops to the existing 71 stops already available in the area (see Appendix "A" for map of stops). Customers will be able to travel to or from designated stops within the service area and will be able to connect to Burlington Transit and GO Transit, improving regional connectivity and travel choices.

Customers will be able to book their trip in real time or pre-book up to 48 hours in advance of their chosen travel time. To do so, they can request a trip using the HSR myRide app or by calling 905-528-4200 between 5 a.m. and 7 p.m. Monday through Friday, and between 8:30 a.m. and 7 p.m. on Saturdays.

The app or customer service representative booking the trip will assign the customer to the closest stops from their pick-up location and chosen destination. Once customers have booked a trip, they will simply board the bus and pay their fare using their preferred HSR payment option. The cost will remain consistent with other HSR routes.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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Customers can download the myRide app in either the Google Play or Apple Stores and will be able to book their trips beginning September 3. After September 5, customers wishing to pre-book will be able to do so up to 48 hours in advance.

The myRide service will operate between approximately 5 a.m. to 7:30 p.m. on weekdays and 8:30 a.m. to 7:30 p.m. on Saturdays.

HSR strives to make transit Hamilton's first choice in transportation. This project is part of the City's ongoing efforts to improve transit service in our community. Through Hamilton's Ten-Year Local Transit Strategy, and guided by the stakeholder feedback we received during our (Re)envision the HSR community outreach, HSR will continue to implement changes that improve the customer experience and provide more reliable, frequent and convenient transit service

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HSR myRide Service Area Map. Please note that this route is subject to change as the pilot progresses.

