

- 3. Motion - Councillor D. Brown - Review of Rural Transit Area A Funding Model and Feasibility of Private Mass Transportation Partnerships**
- Motion - Conseiller D. Brown - Examen du modèle de financement pour le secteur de transport en commun rural A et possibilité de partenariats avec des sociétés de transport de masse privées**

Committee recommendation(s)

That Council:

- 1. Direct City staff to review the Rural Transit Area A and B funding models and report back to the Agriculture and Rural Affairs Committee, including:**
 - a. a description of how the model allocates services and costs among rural areas/wards and the inputs driving those allocations;**
 - b. options within each ward to improve alignment between rate payers and bus service receivers ensuring fairness and transparency.**
 - c. potential adjustments to address any misalignment with estimated impacts by rural ward/village and any budget implications.**
- 2. Direct City staff to evaluate the feasibility of working with private mass transportation providers to supplement rural transit service for commuters and to enhance connectivity between villages and major mobility hubs (e.g., Park & Ride lots, town centres, rapid transit stations, and key employment areas), including:**
 - a. procurement and contracting opportunities, including whether existing City contracts may be leveraged or expanded, with estimated costs, risks, and timelines, subject to the City's procurement by-law.**
 - b. minimum service standards and requirements, including accessibility (AODA), safety, reliability, customer service, data-**

- sharing, performance metrics, and monitoring/reporting mechanisms to ensure accountability.
- c. integration considerations with OC Transpo and the broader network (routing coordination, schedules, branding/wayfinding, and feasibility of fare and transfer integration including PRESTO where applicable) and implications for OC Transpo operations, governance, and labour considerations.
 - d. opportunities for a time-limited pilot project in one or more rural corridors/villages, including recommended locations, expected outcomes, evaluation framework, and proposed funding sources, including clear success criteria and decision points for scaling, modifying, or discontinuing the pilot.
3. Direct staff to incorporate the work already underway in response to Councillor Brown's amendment to Motion No. 2025-62-10 from the July 23, 2025 City Council meeting into the work and report required by this motion, and that a single consolidated report be brought forward to avoid duplication, satisfying the reporting requirements of both motions; and
 4. Direct that staff's report include a recommended phased path forward and, where feasible, an implementation plan identifying decisions required, budget impacts (operating and capital), and a proposed timeline for any pilot(s) and/or to implement proposed adjustments to the Rural Transit Area A and B funding models; and
 5. Direct staff to report back when practicable.

Recommandation(s) du comité

Que le Conseil :

1. Demande au personnel de procéder à l'examen des modèles de financement pour le secteur du transport en commun rural A et B, et de présenter notamment au Comité :
 - a. une description de la façon dont les modèles répartissent les services et les coûts entre les secteurs et quartiers ruraux, et des facteurs justifiant cette répartition.

de financement proposées, incluant des critères de réussite et des points de décision clairs pour étendre, modifier ou arrêter le projet pilote.

- 3. Demande au personnel d'intégrer les travaux déjà entamés en réponse à la modification apportée par le conseiller Brown à la motion n° 2025-62-10, présentée à la réunion du 23 juillet 2025 du Conseil municipal, dans les travaux et le rapport découlant de la présente motion, et qu'un seul rapport consolidé, satisfaisant aux exigences en matière de déclaration des deux motions, soit présenté pour éviter des chevauchements.**
- 4. Demande que le rapport du personnel recommande une voie à suivre par étapes et, dans la mesure du possible, un plan de mise en œuvre faisant état des décisions requises, des répercussions sur les budgets de fonctionnement et d'immobilisations, et de l'échéancier proposé pour tout projet pilote et pour les ajustements à apporter aux modèles de financement pour le secteur de transport en commun rural A et B.**
- 5. Demande que le personnel fasse rapport lorsque possible.**

Documentation/Documentation

1. Extract of draft Minutes, Agriculture and Rural Affairs Committee, 2 April 2026.
Extrait de l'ébauche du procès-verbal du Comité de l'agriculture et des affaires rurales, le 2 avril 2026.
2. Councillor D. Brown's Motion report, dated 2 April 2026. (ACS2026-OCC-CCS-0033)
Rapport / Motion du Conseiller D. Brown, daté le 2 avril 2026. (ACS2026-OCC-CCS-0033)

**Agriculture and Rural
Affairs Committee
Report 34
April 8, 2026**

5

**Comité de l'agriculture et des
affaires rurales
Rapport 34
Le 8 avril 2026**

**Extract of Draft Minutes 34
Agriculture and Rural Affairs
Committee
April 2, 2026**

**Extrait de l'ébauche du procès-verbal 34
Comité de l'agriculture et des affaires
rurales
Le 2 avril 2026**

Motion - Councillor D. Brown - Review of Rural Transit Area A
Funding Model and Feasibility of Private Mass Transportation Partnerships

File No. ACS2026-OCC-CCS-0033 – City-wide

Councillor Brown introduced a substitute Motion for the version he had submitted at the Agriculture and Rural Affairs Committee meeting of Thursday, 5 March 2026 (below) and spoke to provide context.

The Committee then heard from the following delegations:

1. Jerry Pearson (Re: private rural transit service to supplement public transit)
2. Noah Vineberg, President, ATU 279

Pat Scrimgeour, Director, Transit Customer Systems and Planning, Transit Services Department, was present to respond to questions from the Committee.

Following questions to the delegations and to staff, the recommendations of the substitute Motion were put before Committee and were 'Carried', as presented.

Motion ARAC 2026 34-XX

Moved by Councillor D. Brown:

WHEREAS demand for expanded mass transit options in rural Ottawa has increased as rural communities continue to grow and more residents commute to employment, education, health care and essential services; and

WHEREAS the City's rural transit funding framework, including the Rural Transit Area A and B funding models, is intended to allocate costs across the rural wards in a fair, transparent and evidence-based manner; including consideration of service levels, usage, geographic equity, and ability to pay;

**Agriculture and Rural
Affairs Committee
Report 34
April 8, 2026**

6

**Comité de l'agriculture et des
affaires rurales
Rapport 34
Le 8 avril 2026**

**Extract of Draft Minutes 34
Agriculture and Rural Affairs
Committee
April 2, 2026**

**Extrait de l'ébauche du procès-verbal 34
Comité de l'agriculture et des affaires
rurales
Le 2 avril 2026**

and

WHEREAS there is a need to assess whether the current Rural Transit Area A and B funding models accurately reflect actual service levels and benefit received, ridership demand, and ensures comparable treatment across rural wards and villages.

WHEREAS private mass transportation companies already operate in the region in surrounding municipalities, and should be evaluated for their potential to supplement service for rural commuters and improve connectivity between villages and major hubs; and

WHEREAS any supplemental service should be assessed for integration with the City's transit network and standards, including accessibility, safety, reliability, customer experience, and fare and transfer interoperability where feasible;

THEREFORE BE IT RESOLVED that Agriculture and Rural Affairs Committee recommend Council direct City staff to review the Rural Transit Area A and B funding models and report back to the Agriculture and Rural Affairs Committee, including:

- a. a description of how the model allocates services and costs among rural areas/wards and the inputs driving those allocations;**
- b. options within each ward to improve alignment between rate payers and bus service receivers ensuring fairness and transparency.**
- c. potential adjustments to address any misalignment with estimated impacts by rural ward/village and any budget implications.**

**Agriculture and Rural
Affairs Committee
Report 34
April 8, 2026**

7

**Comité de l'agriculture et des
affaires rurales
Rapport 34
Le 8 avril 2026**

**Extract of Draft Minutes 34
Agriculture and Rural Affairs
Committee
April 2, 2026**

**Extrait de l'ébauche du procès-verbal 34
Comité de l'agriculture et des affaires
rurales
Le 2 avril 2026**

BE IT FURTHER RESOLVED that City staff be directed to evaluate the feasibility of working with private mass transportation providers to supplement rural transit service for commuters and to enhance connectivity between villages and major mobility hubs (e.g., Park & Ride lots, town centres, rapid transit stations, and key employment areas), including:

- a. procurement and contracting opportunities, including whether existing City contracts may be leveraged or expanded, with estimated costs, risks, and timelines, subject to the City's procurement by-law;**
- b. minimum service standards and requirements, including accessibility (AODA), safety, reliability, customer service, data-sharing, performance metrics, and monitoring/reporting mechanisms to ensure accountability;**
- c. integration considerations with OC Transpo and the broader network (routing coordination, schedules, branding/wayfinding, and feasibility of fare and transfer integration including PRESTO where applicable) and implications for OC Transpo operations, governance, and labour considerations;**
- d. opportunities for a time-limited pilot project in one or more rural corridors/villages, including recommended locations, expected outcomes, evaluation framework, and proposed funding sources, including clear success criteria and decision points for scaling, modifying, or discontinuing the pilot;**

BE IT FURTHER RESOLVED that staff incorporate the work already underway in response to Councillor Brown's amendment to Motion No. 2025-62-10 from the July 23, 2025 City Council meeting into the work and report required by

**Agriculture and Rural
Affairs Committee
Report 34
April 8, 2026**

8

**Comité de l'agriculture et des
affaires rurales
Rapport 34
Le 8 avril 2026**

**Extract of Draft Minutes 34
Agriculture and Rural Affairs
Committee
April 2, 2026**

**Extrait de l'ébauche du procès-verbal 34
Comité de l'agriculture et des affaires
rurales
Le 2 avril 2026**

this motion, and that a single consolidated report be brought forward to avoid duplication, satisfying the reporting requirements of both motions; and

BE IT FURTHER RESOLVED that the staff report include a recommended phased path forward and, where feasible, an implementation plan identifying decisions required, budget impacts (operating and capital), and a proposed timeline for any pilot(s) and/or to implement proposed adjustments to the Rural Transit Area A and B funding models; and

BE IT FURTHER RESOLVED that staff report back when practicable.

Carried