

Mr. Mike Galloway,
Chief Administrative Office
Mr. Sheldon Randall,
Director of Corporate Services
Town of Niagara on the Lake
1593 Four Mile Creek Road,
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905 468 3266



NIAGARA ON THE LAKE
TRANSIT
COMMUNITY SHUTTLE & LOCAL TAXI SERVICES

Mr. David J. Mole
& **Mr. Casey McNab**
Niagara on the Lake Transit Ltd.
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905 468 2661 / 905 468 2661

Thursday, June 2nd, 2011

Dear Mike & Sheldon,

Thank you for taking the time to meet with Pat and I last month to discuss the *Community Shuttle Program* we are operating via 'NOTL Transit Ltd.' As yesterday, June 1st, marked the 7^{month} mark of this critical local service, I thought it appropriate to compose a letter over viewing ticket redemption, corporate sponsorship, and ridership in and around Niagara on the Lake.

At this exciting time in the history of our fabulous town, with many new business developments and events taking place, such as the Bicentennial Celebrations of 1812 next year, transportation of both residents and visitors has become a paramount issue. At Niagara Classic Transport, and NOTL Transit Ltd., we have always hoped to have open communication with the Town about the development of a progressive 'transportation-system,' one which would be able to take a holistic approach to the 'needs & services required,' while acting as a joint public/private initiative. Our experience in local transit since 2007 and the information gathered in the 2010 Transit-Needs Survey have become

valuable tools in better understanding what CAN indeed be built for the betterment of Niagara on the Lake.

Proudly, residents, businesses, and associations of NOTL raised over \$35,000.00 in sponsorship funds for the Community Shuttle Program between 2010/2011. We had established a budget of \$50,000 so as to be able to operate for eighteen (18) months, which was related to the sponsorship of 10,000 tickets. Throughout the past seven (7) months however, we have witnessed increased ridership and frequency of transportation – both locally and inter municipally. By May 1st of this year, we had redeemed 5310 tickets, on track to ingest 8718 tickets by August 1st. Our actual sponsorship of \$35,000 represents roughly 6700 tickets sponsored and thus we are in a position of a ‘short fall’ for the service. Care of June 1st, we have actually used our entire sponsorship reserve and are now sponsoring tickets corporately, through ‘Niagara Patient Transfer,’ and ‘Niagara Classic Transport.’

I write therefore respectfully requesting two actions be taken by the Town of Niagara on the Lake through your offices or via the Council directly. First and foremost, we are in need of an urgent corporate sponsorship of \$15,000 in order to keep the service going until at least September 1st. The month of May saw a rather aggressive spike in services, and thus we did not adequately prepare to run through the 6700 tickets by June 1st.

The second request pertains to the future, and the vision of developing a sustainable, holistic, and equitable transportation system in Niagara on the Lake. There appears to be a clear opportunity to ‘harmonize’ the transit platforms of the ‘*Heritage Business District Shuttle*’ for visitors, the ‘*Community Shuttle Program*’ for seniors and students, and the highly discussed ‘*inter municipal link*’ embedded at the Glendale Campus of Niagara College, for residents, employers, and employees seeking work in Niagara on the Lake throughout the Region. This system could truly ‘mobilize’ our entire community, thus helping to create jobs, entice more families and businesses to move to NOTL, and relieve many residents of the burdens of driving around elderly,

immobile, or ill family members or friends. Additionally, if the current 'Heritage Business District Shuttle' were to more thoroughly 'plug' into the framework of all that Niagara on the Lake has to offer, such as Fort George, Queen Street, The Shaw Festival, the Association of Wineries of Niagara on the Lake, and so on, a much more memorable experience would be had. If a 'complete' system were in place, I personally believe the sky is the limit for what could happen!

In closing, I would like to thank you for both your time and commitment to this critical service in our community. If we can develop together a system which runs to budget and delivers 'top self' services on all fronts (senior, student, visitor, and regional), while maximizing efficiencies and minimizing costs, we will become leaders not only in Niagara but in Southern Ontario.

Please let me know if you would like any further information from us or would like us to provide a deputation at council? We would be more than happy to do so.

Thanks, once again!

Sincerely,

David J. Mole

President,

NOTL Transit Ltd.

Niagara Classic Transport Group Ltd.