

Memorandum

Meeting: General Committee Meeting

Date: May 5, 2026

To: Members of Council

From: Dan Terzieski, Director of Transportation, Engineering, Public Works and Transportation
Tong Wang, Manager of Transportation, Engineering, Public Works and Transportation
Jay Modi, Sustainable Transportation Coordinator, Engineering Public Works and Transportation

Subject: Additional Information for Staff Report 2026-0218: ARGO Micro-Transit Pilot

PURPOSE

This memorandum provides additional information in response to questions, comments, and requests received from members of Council at the April 7, 2026, General Committee Meeting, regarding Staff Report 2026-0218: ARGO MICRO-TRANSIT PILOT.

It additionally addresses the request from the Region of Peel Agricultural Society to include transit service for the 173rd Brampton Fall Fair as part of the pilot.

BACKGROUND

Staff Report 2026-0218 was brought to General Committee on April 7, 2026, to seek approval from Council to pilot a turn-key, on-demand micro-transit service in the Town of Caledon through Argo Transit.

The following service details were outlined within the Staff Report:

- Operate for a 15-month term, starting October 1, 2026, and running to the end of 2027, which aligns with the Town's budget cycle;
- Provide service within and between the communities of Bolton, Caledon East, and Mayfield West (Southfields), as well as key connections into Brampton Transit, York Region Transit, and GO Transit Services;
- Replace existing fixed-route services in Bolton and Mayfield West (Southfields) with a more flexible, demand-responsive transit model that reduces service gaps and improves coverage;
- Maintain existing fare/transfer structures, and provide an integrated fare system across transit agencies;

- Provide a turnkey solution for the Town, with the vendor responsible for vehicles, technology, operations, and service optimization. The vendor would also take on all fare revenue risks for the duration of the pilot.

Response to Council Inquiries and Requests

During the April 7, 2026, General Committee meeting, staff received several questions, comments, and requests from members of Council for additional clarification and information regarding the Pilot, as well as potential service changes. The General Committee also received a delegation from the Region of Peel Agricultural Society requesting that the pilot include service for the 173rd Brampton Fall Fair scheduled for September 17-20, 2026. **TABLE 1** provides a summary of staff responses to these inquiries.

TABLE 1: Staff Responses to Council Inquiries

Question/Request	Staff Response
Should fixed route Brampton Transit Services continue to operate concurrently with the Argo service?	<p>A key intent of the pilot is to evaluate the effectiveness of micro-transit compared to existing conventional fixed route services.</p> <p>Pausing Brampton Transit fixed-route services would allow for a clear assessment of ridership behaviour, service reliability, and overall effectiveness of the Argo Transit service.</p> <p>However, in an effort to ensure a seamless transition from conventional service to an on-demand transit, Staff recommends continuing to operate existing Brampton Transit services until at least the end of the 2026 calendar year. Staff will continue to evaluate the need to maintain these services once the pilot commences and will report back to Council with a recommendation on either pausing or continuing Brampton Transit Services beyond 2026.</p> <p>There are no financial implications in choosing to operate the Brampton Transit services for the full year in 2026, as the operating budget has already been approved.</p>
Are the proposed “blue lines” shown within Schedule A of Staff Report 2026-0218 fixed routes with fixed stops?	<p>Except for Mayfield Road, the illustrated blue lines shown in Schedule A of Staff Report 2026-0218 are only intended to be a visual representation of potential travel corridors, and do not indicate fixed routes with fixed stops.</p> <p>Argo Transit buses use a dynamic routing algorithm that continuously optimizes vehicle routes in real time based on trip requests to find the most efficient routing between communities.</p>

	<p>At present, passenger pick-ups and drop-offs are anticipated to occur only within the defined yellow service areas of the service map, as well as along Mayfield Road.</p> <p>With respect to Mayfield Road, Staff are coordinating with Argo Transit to establish pick-up and drop-off points along this corridor between Mayfield West (Southfields) and Bolton.</p>
<p>Can the proposed service start date be advanced from October 1 to mid-September to accommodate the Region of Peel Agricultural Society Fall Fair (September 17–20)?</p>	<p>Following discussions with Argo, the provider has confirmed that they will advance their launch to September 14, 2026, and will be able to extend service from the planned service areas to the Brampton Fairgrounds to accommodate the Fall Fair weekend.</p> <p>There will be no additional cost to the Town for this service adjustment.</p> <p>Staff are also engaged in discussions with Argo to understand the feasibility of potentially providing transit support for additional Town events during the pilot.</p>
<p>Can the pilot start date be adjusted to September 1, 2026, to align with the start of the school year?</p>	<p>Based on the timelines required for technical set-up, training and infrastructure testing, Argo is unable to shift the launch date to September 1, 2026. However, Argo has agreed to advance the launch date by two weeks to September 14, 2026.</p>
<p>How will trip booking accommodate users that may not be comfortable using mobile applications?</p>	<p>Argo Transit provides multiple booking options, including:</p> <ul style="list-style-type: none"> • Mobile application booking • Booking by phone • Advanced trip reservations <p>While these options are intended to facilitate equitable access across different user groups, some user adaptation is still anticipated.</p> <p>To help support this adaption, Argo plans to develop and implement comprehensive communications and outreach strategy that includes a strong public education and training component.</p> <p>This involves targeted outreach and training initiatives at community centres, schools, and seniors' centres, to demonstrate how the system works, including how to book trips and navigate the service using the different methods.</p> <p>In addition, Argo will provide continuous booking support throughout the duration of the pilot, with a multi-lingual customer support team.</p>

	<p>These efforts are intended to support adaptation, improve awareness, and facilitate a smooth transition for residents who may be less familiar with app-based services.</p>
<p>How will the Town collect feedback to understand current and future transit demand and performance?</p>	<p>Transit ridership data for the 2025 calendar year provides a baseline for understanding current demand and performance.</p> <p>With the introduction of Argo's on-demand transit service, a significant growth in transit ridership is forecasted through the ability of accommodating inter-community trips, while maintaining transferability into Brampton and York Region.</p> <p>Argo Transit will provide the Town a digital dashboard with real time ridership data and performance metrics including, but not limited, to service demands (bookings), trip information, trip durations, trip lengths, wait times, ridership revenue and demand hotspots.</p> <p>The combination of existing Brampton Transit data and data collected by Argo will inform the success of the micro-transit pilot and inform future transit planning decisions for the Town.</p>
<p>Can the service expand to additional Caledon communities in the future?</p>	<p>The system is demand-responsive, flexible and scalable, allowing for future service area expansions.</p> <p>Data collected during the pilot will help to inform emerging travel demands over time. Staff will report back on these demands at the end of the pilot.</p> <p>Should the pilot be successful, the Town will have opportunities to explore expanding service to additional areas within Caledon.</p> <p>It is noted that future expansion of service areas would involve additional costs and Council approval.</p>
<p>What will the fare structure be?</p>	<p>The intent is to maintain consistency with the existing fare structure currently in place for ridership on Brampton Transit, including transfers between services.</p>
<p>What was the outcome of discussions with other providers (e.g., Via Transportation)?</p>	<p>Staff conducted a benchmarking/industry scan of current micro-transit service providers, as outlined in Staff Report 2026-0218.</p> <p>Argo Transit stood out as unique as they can offer a vertically integrated turnkey solution under a single contract, which includes software technologies, vehicles and related infrastructure, staffing resources, and ongoing support.</p> <p>In addition, Argo is Canadian owned and brings local experience with ongoing operations in Bradford West Gwillimbury and</p>

	Brampton, along with a demonstrated understanding of how transit systems are integrated in the GTA through Presto/One Fare.
How will early morning service (e.g., Route 41 in Bolton) be accommodated?	The proposed service hours represent a preliminary framework to ultimately support service hours on-par with the existing Brampton Transit routes. With the introduction of the new service, the intent is to expand and/or maintain the existing service levels, including early morning start times and ridership demands.
How will the Town conduct community outreach and engagement to inform residents about the new transit service and receive feedback?	<p>A comprehensive communications strategy is currently being developed in close coordination with the Town's Communications staff and Argo to address:</p> <ul style="list-style-type: none"> • Communication and marketing materials • In-person outreach events with various community groups (e.g., within Town Hall, senior centres, and community centres) • Ongoing education and awareness campaigns • Ongoing customer service support • Online advertising of the service • Opportunities for residents to provide feedback through various channels (i.e. surveys) during the pilot <p>Staff will also explore opportunities to involve Members of Council in promoting the service within their communities.</p>
Is there an opportunity to support student travel (e.g., to post-secondary institutions)?	While the Argo Transit service will not provide direct trips to post-secondary institutions, staff are working closely with Argo Transit to identify the key service transfer points with other municipal and regional transit services and establish seamless transfers between these services in order to help facilitate smooth connections to key destinations outside of Caledon, including post-secondary institutions.
Will Argo Transit replace the need for school bus services?	Mirco-transit service is not intended to replace existing school bus services. Rather, it can complement these services by providing an additional travel option for students that may have modified schedules or travel needs from time to time.
Is funding available through the Ministry of Transportation (MTO), and would this be considered a new service?	While the proposed on-demand model represents a modification to the Town's existing transit services, it would generally be considered a new service, as it is intended to service new communities (Caledon East), expand coverage within communities, and included inter-community connections, which current services do not provide.

	<p>The Town currently receives Gas Tax funding from the Province, which will be used to partially fund this service.</p> <p>Staff and Argo Transit are currently exploring additional available funding opportunities to support the pilot project, including the Ontario Transit Investment Fund (OTIF), Canada Public Transit Fund (CPTF), Zero Emission Transit Fund (ZETF) and the Green Municipal Fund.</p>
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CONCLUSION

This memorandum addresses the questions, comments, and requests raised by members of Council at the April 7, 2026, General Committee meeting and the delegation received from the Region of Peel Agricultural Society at the same meeting, regarding Staff Report 2026-0218.

ATTACHMENTS

None.

REPORT APPROVAL

All reports are reviewed and approved by the clerk’s office for accessibility and formatting, the relevant Commissioner, Treasurer, Commissioner of Corporate Services / Chief Legal Officer, and Chief Administrative Officer.