Niagara Region Transit On-Demand

Ontario Smart Mobility Readiness Forum - Community of Practice
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Agenda

- Background
- Pilot Goals
- Service Parameters
- Accessibility
- Service App
- Metrics and Reporting
- Looking Forward
- Local Engagement
Background

• Launched August 2020 – 12 month pilot + 12 month option
• Selected Via Mobility to deliver fully turnkey T-a-a-S
• Municipal Contributors
  • Inter-municipal vs Intra-municipal
  • Replaced three fixed route local systems
• 10-12 (+1 spare) Toyota Sienna Vans (4 WAV)
• Bike racks on non-WAV vehicles
• Covid-19
  • Plexiglass driver shields
  • Mask By-law
  • Enhanced cleanings
Pilot Goals

• Assess Via’s software for on-demand service
• Balance customer satisfaction with service parameters
• Maximize coverage areas – access for everyone with increased connectivity
• Ensure cost containment
• Strong service utilization
• Assess potential to include specialized transit
Service Parameters

- Inter and intra-municipal trips
- Maximum 1 hour wait time
- Maximum 20 minute detour time

Fare Structure:
- $3.00 for intra-municipal
- $6.00 for inter-municipal, includes transfer

Payment Type:
- In-app, telephone
- Pre-purchased tickets
- Payments to driver not permitted
Service Parameters

West Niagara
• Service hours: 7 a.m. – 10 p.m.
• Connection to nearest transit hub
  • St. Catharines Bus Terminal,
  • Welland Bus Terminal
  • Port Colborne City Hall
• Future potential connections
  • Winona Crossing Shopping Centre

Niagara-on-the-Lake
• Intra-municipal trips only
• Service Hours: 7 a.m. – 7 p.m.
• Connections to NRT
  • Niagara College – Glendale Campus
  • Outlet Collection Niagara
Accessibility

- Same day booking
- App/Digital booking
- App/Digital payment
- Elimination of the need for applications
- Co-mingling of specialized passengers and non-specialized passengers
Phone App – How it Works

Onboarding Screen

Set Pickup

Set Drop Off

Ride Proposal

Wait for Ride

MOVING TRANSIT FORWARD

CONNECTING MORE PEOPLE TO MORE POSSIBILITIES
Metrics & Reporting - Overall

Number of Rides: 19,830
Number of Trips: 18,041
WAV Trips: 154

Average Wait Time (min): 16.57
Average Trip Length (min): 13.89
Average Trip Distance (km): 8.60

Monthly Ridership

Inter vs. Intra-Municipal Rides

Data as of: 30/06/2021
Metrics & Reporting – How Covid-19 Affects Ridership

Data as of: 30/06/2021
Looking Forward

• Future Expansions/Improvements
  • Additional satellite locations
  • Service area expansion
  • Add pre-booking as an option
• Pilot Evaluation Report – Jan 2022
Local Engagement

• Regional and Local Collaboration
• Community engagement
  • Foodbanks
  • Employment Centres
  • Long-term care facilities
  • Community Centres
  • Secondary schools
• BIA Engagement
  • Local business partnerships
  • Festival and event promotional opportunities
How to ride with NRT OnDemand.

Welcome to NRT OnDemand! We're so glad you're here. We put together a few steps to help get you on board in a jiffy. To get started, download the NRT OnDemand app from the App Store or Google Play store, then follow the easy steps (you'll be asked to enter your personal info, payment info, and a promo code if you have one).

1. Enter your pickup address and press “Set Pickup” (click + sign if you want to bring friends along!)

2. Enter your drop-off address and press “Set Dropoff”.

If you don’t have a smartphone, call 289-302-2172 to get set up.

3. Choose the ride option that’s best for you, then tap “Book this ride.”

4. Follow the dotted line in the app to get to your move, pickup location, which may be a short walk.

5. We’ll display your driver’s name, vehicle model, and license plate number to help you locate your ride.

Download the app and book a ride at the touch of a button.

Get picked up in just minutes. Share your ride with others, help pay your way. Get to work, school, practice, or wherever you need to go.
Questions?

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