

# Niagara Region Transit On-Demand

**Ontario Smart Mobility Readiness Forum - Community of Practice**  
July 08, 2021

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TRANSIT  
FORWARD**

**CONNECTING MORE PEOPLE TO MORE POSSIBILITIES**

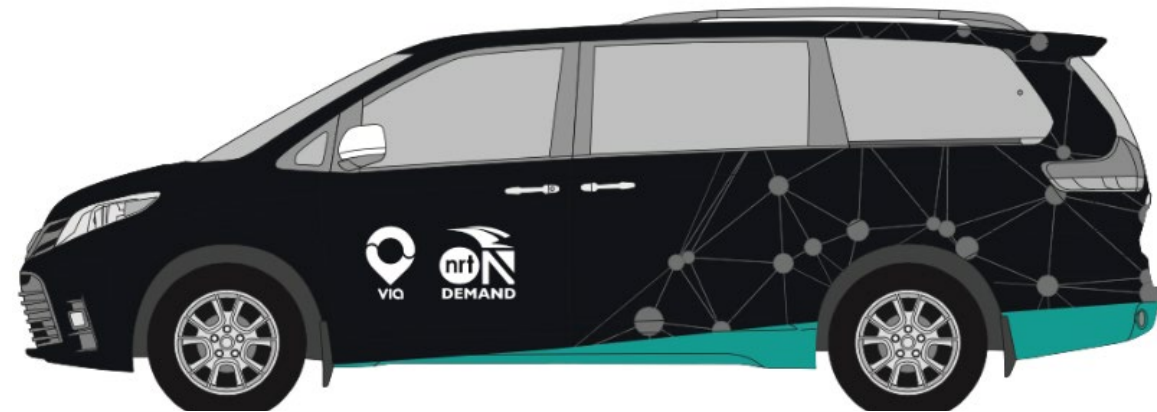
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# Agenda

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

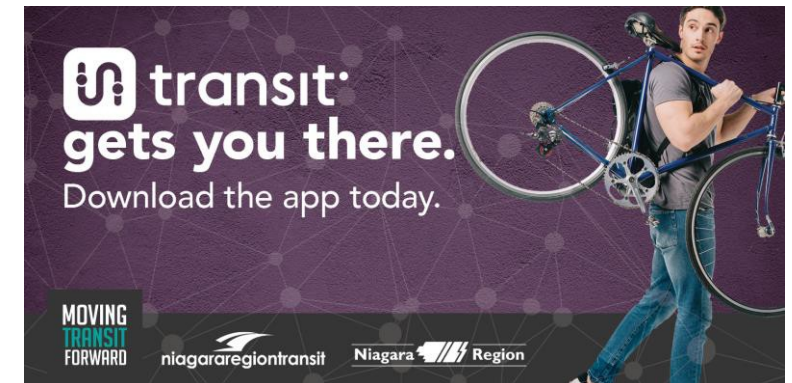
# Background

- 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



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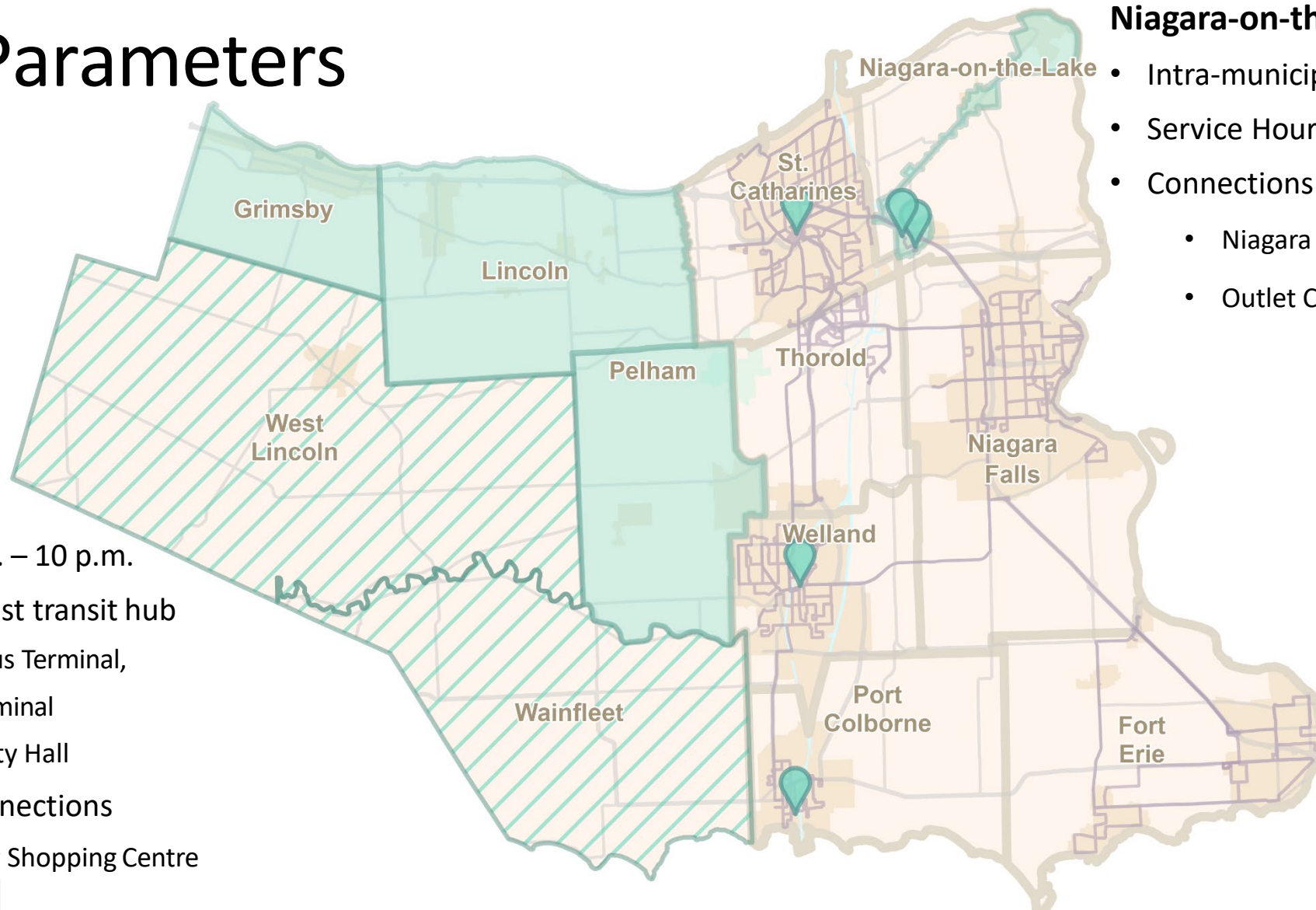
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# Service Parameters

- 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



## 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

## 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

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# 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

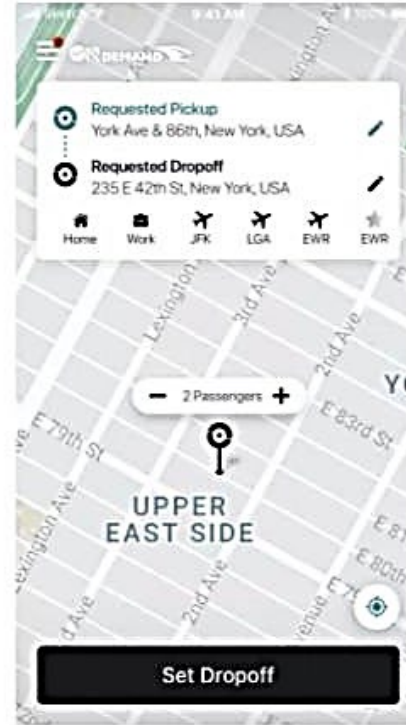
Onboarding Screen



Set Pickup



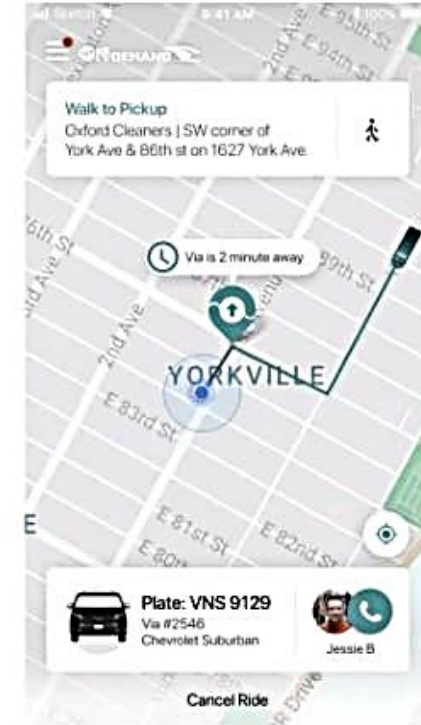
Set Drop Off



Ride Proposal



Wait for Ride



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# Metrics & Reporting - Overall

Number of Rides

19,830

Number of Trips

18,041

WAV Trips

154

Average Wait Time (min)

16.57

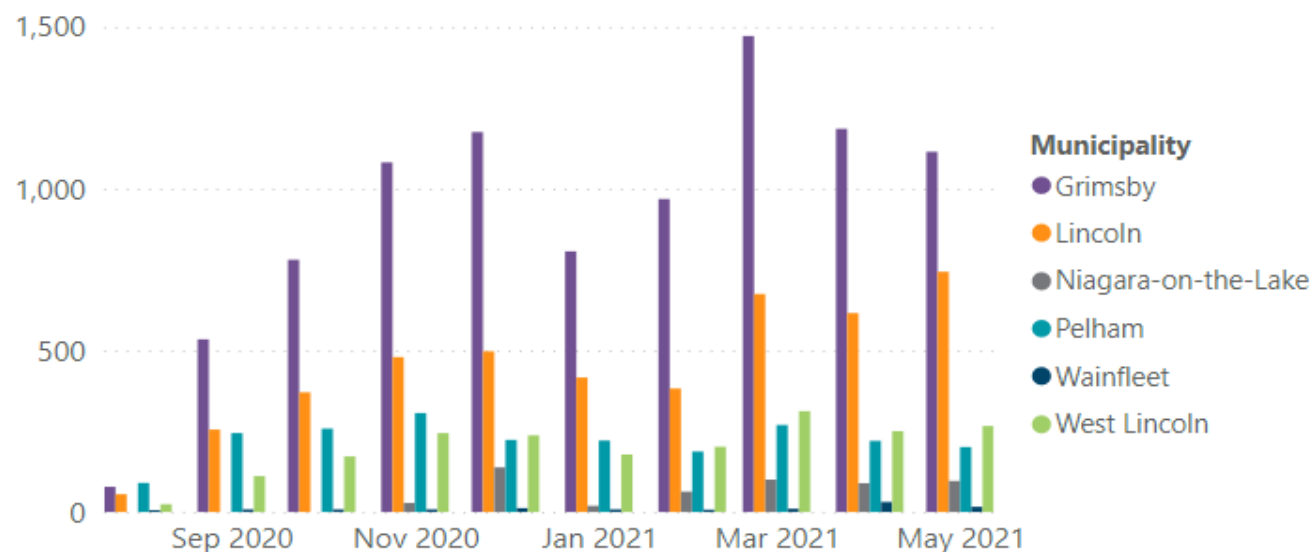
Average Trip Length (min)

13.89

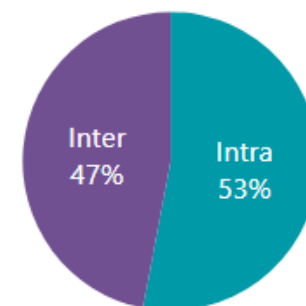
Average Trip Distance (km)

8.60

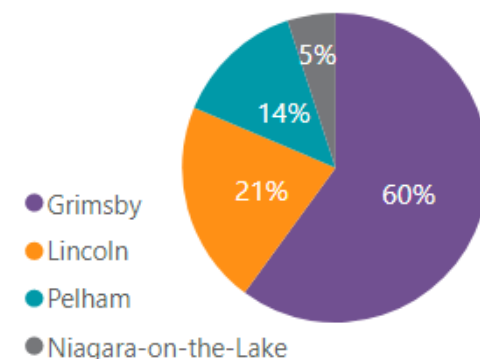
Monthly Ridership



Inter vs. Intra-Municipal Rides



Intra-Municipal Rides



Data as of: 30/06/2021

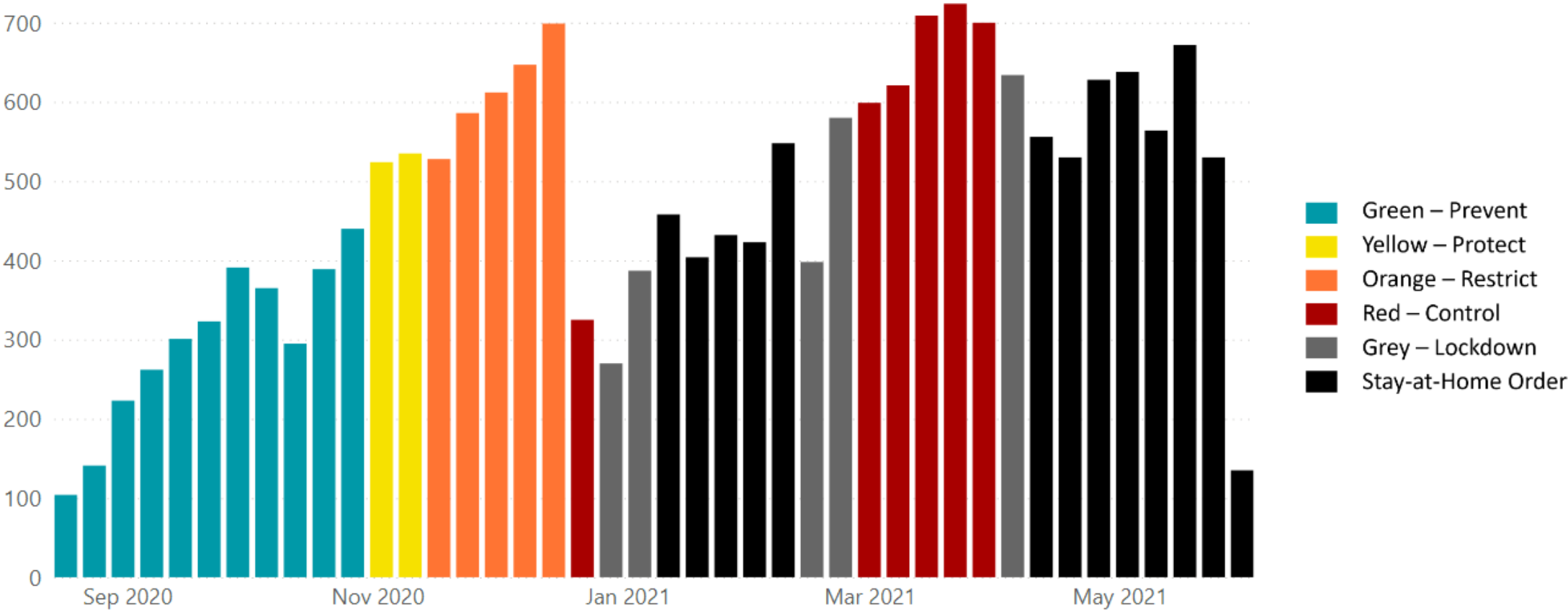
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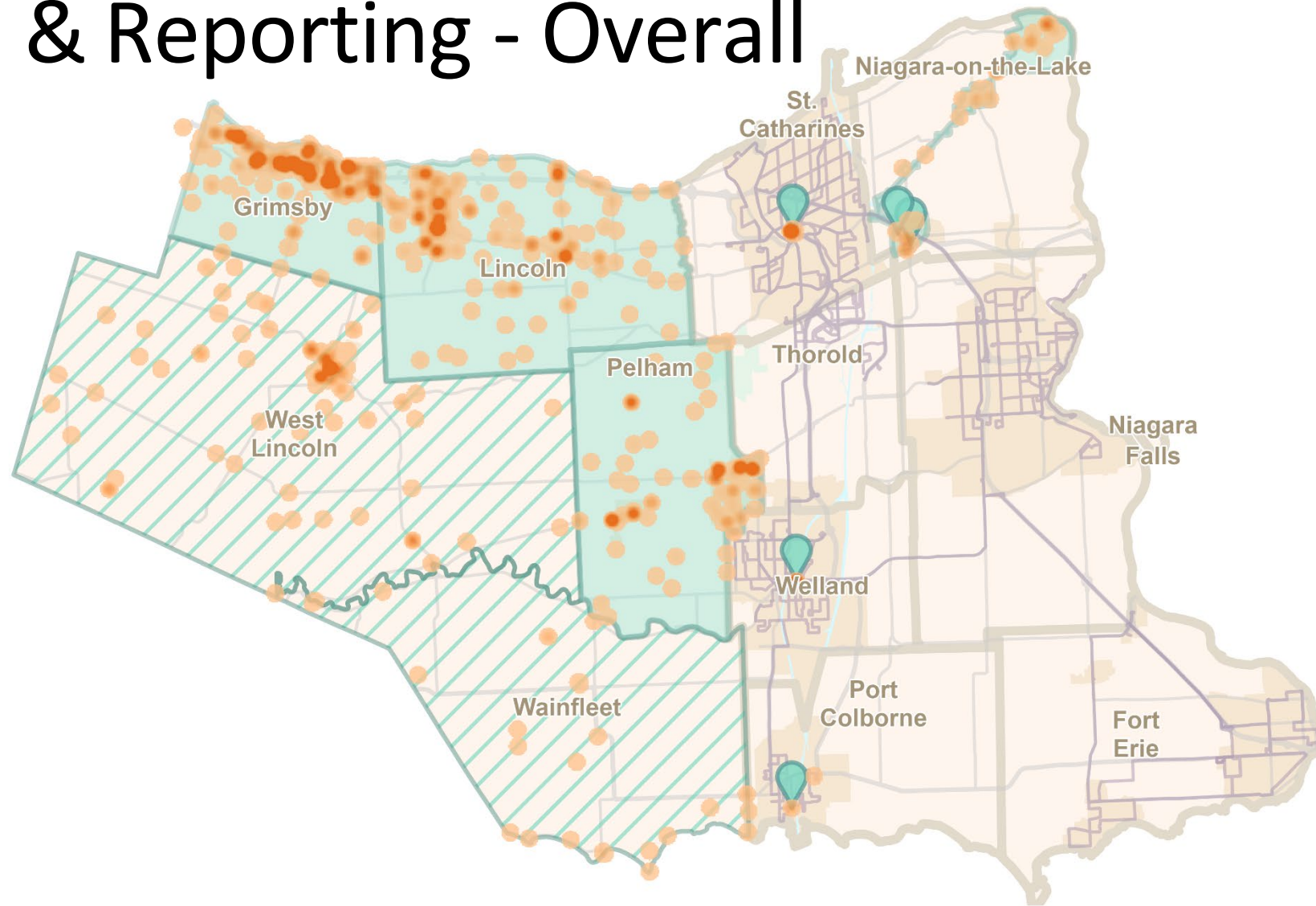
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# Metrics & Reporting – How Covid-19 Affects Ridership

Ridership vs. Covid Reopening Stages



# Metrics & Reporting - Overall



Data as of: 30/06/2021

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# 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

# Business / Partner Package

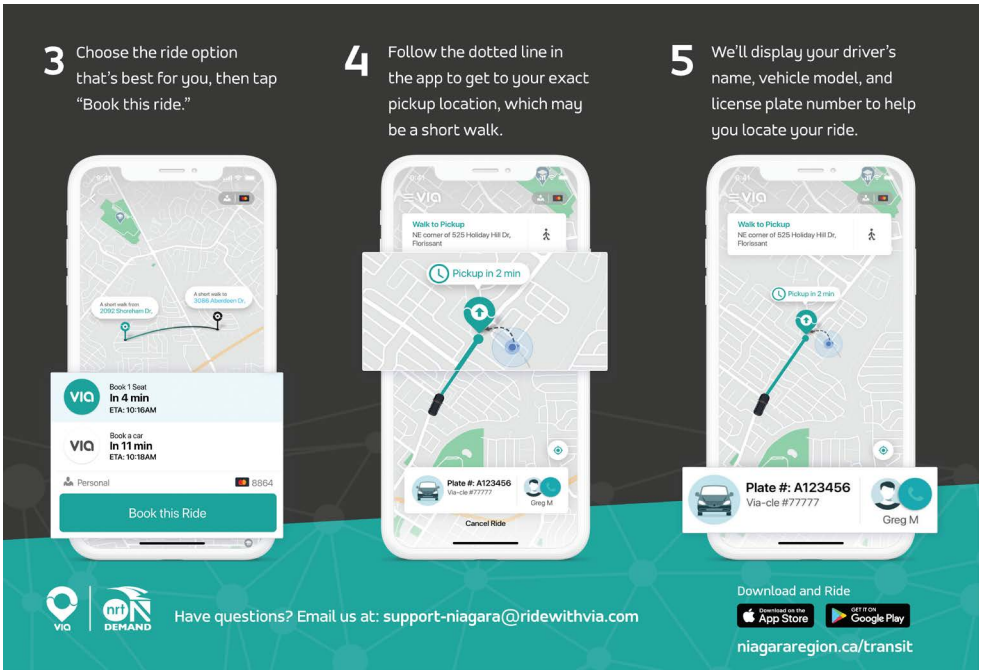
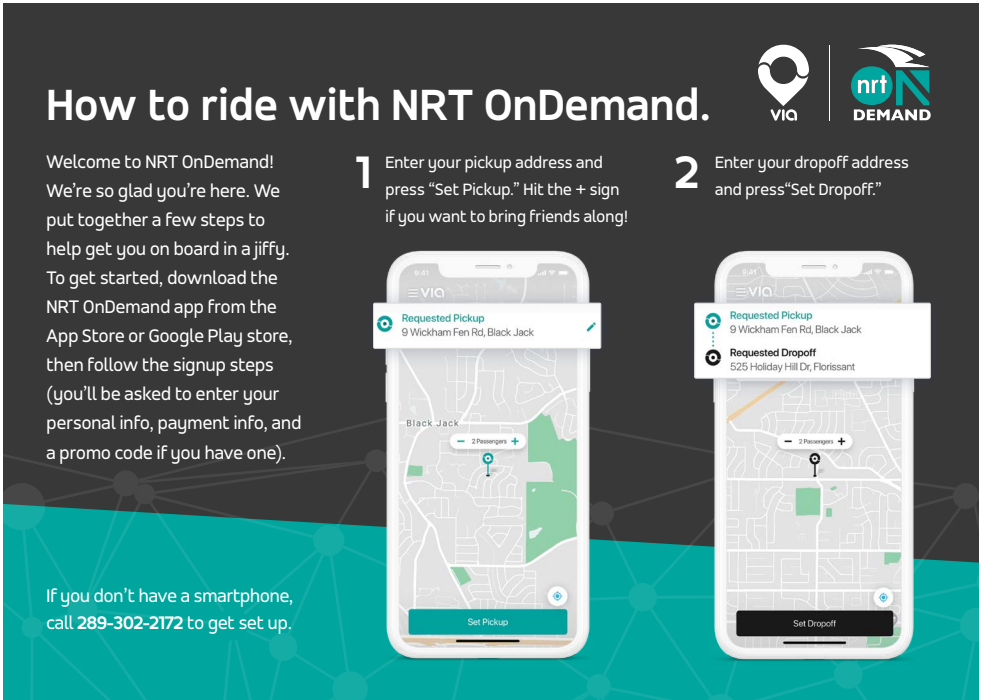
Window Clings // Stickers



Table Top Cards



How To Ride Post Card



Poster





# Questions?

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