Niagara Region Transit
On-Demand

Public Works Committee
July 14, 2020

Robert Salewytsch – Program Manager, Transit Services
Agenda

• Background
• Pilot Goals
• Service Parameters & Metrics
• Vehicles
• Branding
• Service App
• Local Engagement
• Timelines
Background

• West Niagara Pilot Authorization (Simulation Results) – PW 60-2019
• Municipal Contributors
  • Grimsby, Pelham and Lincoln
  • Pelham and Lincoln to transition local service to NRT by Via
• Service Agreement Signed
  • February 25, 2020
  • 12 month pilot with option to extend for another 12 months
• Vehicle supply chain issues due to COVID-19 delayed launch
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
  - Grimsby, Lincoln, Pelham
- Inter-municipal trips only
  - Wainfleet, West Lincoln
- Connection to nearest transit hub
  - St. Catharines Bus Terminal, Welland Bus Terminal, Port Colborne City Hall
- Potential Connection to Hamilton
  - Winona Crossing Shopping Centre
Service Parameters Cont’d

• Service Hours: 7 a.m. – 10 p.m.
• Fare Structure:
  • $3.00 for intra-municipal
  • $6.00 for inter-municipal
  • NRT Transfer tickets
• Payment Type
  • Credit card or pre-paid debit for in-app or over the phone
  • Pre-purchased tickets
  • Payments to driver not permitted
• Maximum 1 hour wait time
• Maximum 20 minute detour time
Service Metrics & Reporting

• On-time performance = 95%
  • Within 10 minutes of pick-up time
• Origin/destination
• Vehicle utilization
• Average trip length
• Driver ratings
• Un-met demand
• Booking method
• Accessible rides
Vehicles

- Toyota Sienna – Black
- Delivery Status – mid/late July
- 7-10 vehicles (+1 spare)
  - *3 Wheelchair Accessible Vehicles (WAV’s)
- Bike Racks – TBD
- COVID-19 Policy
  - Restricted number of passengers per trip
  - Plexiglas driver shields
  - Masks strongly encouraged
  - Regular cleanings
Branding – Vehicles
Branding – Phone App

App Launcher

Splash Screen

Onboarding Screen

CONNECTING MORE PEOPLE TO MORE POSSIBILITIES
Phone App – How it Works

Set Pickup

Set Drop Off

Ride Proposal

Wait for Ride

CONNECTING MORE PEOPLE TO MORE POSSIBILITIES
Local Engagement

• MOU/Agreements with those offering intra-municipal service
• Local recommendations for:
  • Ticket sales/point of sale locations
  • Out-of-home advertising: wayfinding signage, posters. etc.
  • Community engagement: local event opportunities
  • Brand Ambassadors: staff, community groups
Timelines – Pre-launch

Beginning at **6 weeks** from deployment

- **Public Relations**
  - Prepare web and social media updates
  - Determine press event and press release details
  - Traditional government communications

- **Vehicle Wraps**
  - Fabrication and installation

- **Promotions & Referral Program**
  - Ridership incentives and reward programs, future areas of growth

- **Out-of-home Advertising**
  - Wayfinding signage, posters, etc.

- **Performance Marketing**
  - Marketing streams that can be evaluated, i.e. Social media platforms

- **Community Engagement**
  - Local events, presentations, brand ambassadors
Timelines - Milestones

• June 25 – Council Approval of Fee Bylaw
• July 14 – Public Works Committee Presentation
• August 3 – Robust Communication Efforts Begin
  • Media Release
  • Rider Communications – social media, email, etc.
• August 10 - Service Area Community Engagement
  • In alignment with provincial COVID related guidelines
• August 17 – Service Launch
Questions?

Robert Salewytsch
Program Manager, Transit Services
GO Implementation Office
Robert.Salewytsch@niagararegion.ca
905-980-6000, ext. 3232