

A background graphic featuring a network of interconnected nodes and lines, resembling a molecular or digital structure. The nodes are represented by circles of varying sizes, and the lines are thin and light gray. The overall color scheme is dark gray with teal accents.

# MOVING TRANSIT FORWARD

CONNECTING MORE PEOPLE TO MORE POSSIBILITIES

# The Smartest New Way to Get Around West Niagara



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TRANSIT  
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**Niagara Region**

# Innovative Partnership

- In partnership with our local area municipalities, Niagara Region Transit is launching this pilot project to provide accessible and affordable transit in West Niagara



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# Via's Global Presence

Partnerships

**120+**

Countries

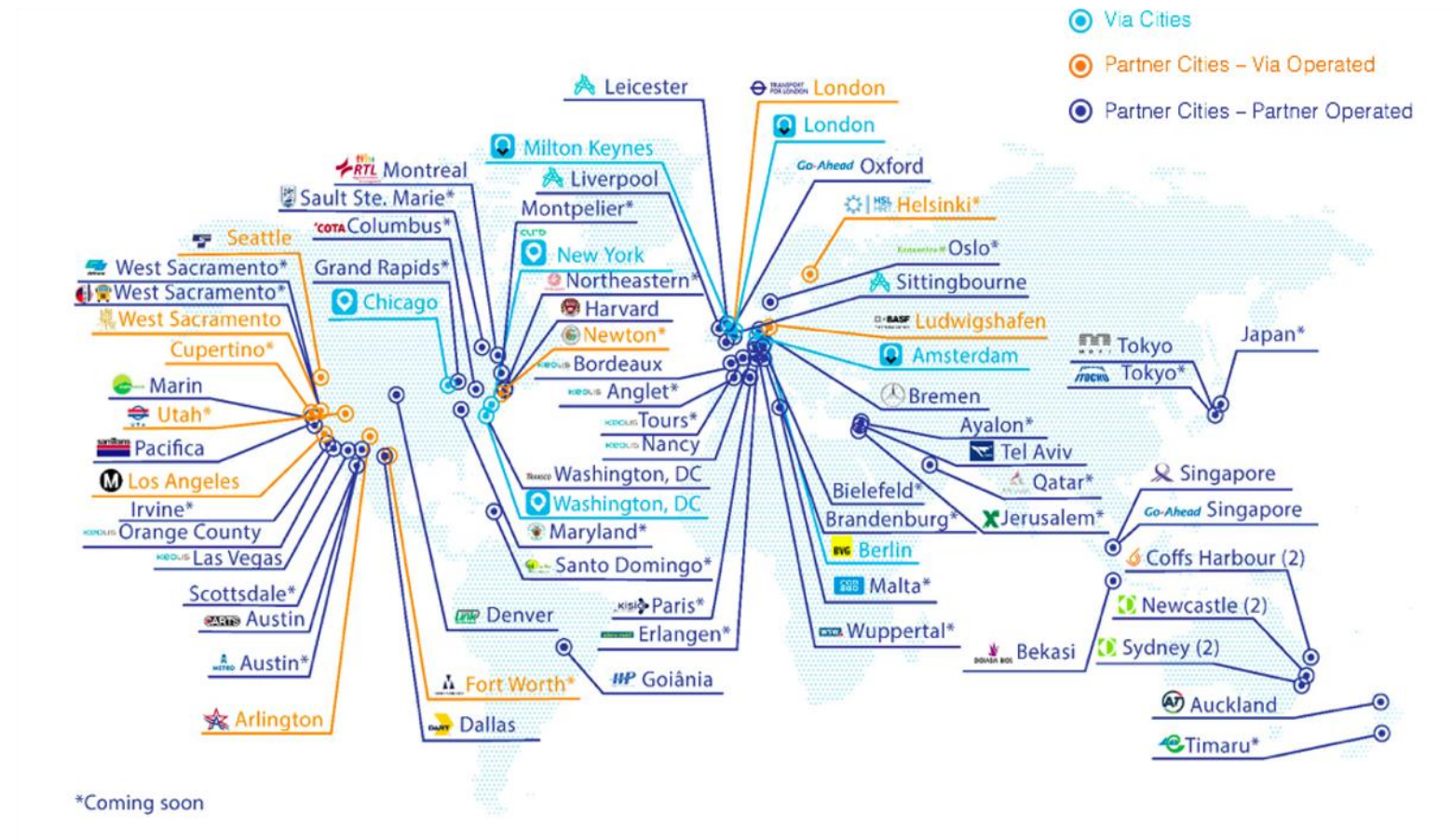
**20+**

Rides/Month

**2m+**

Engineers

**350+**



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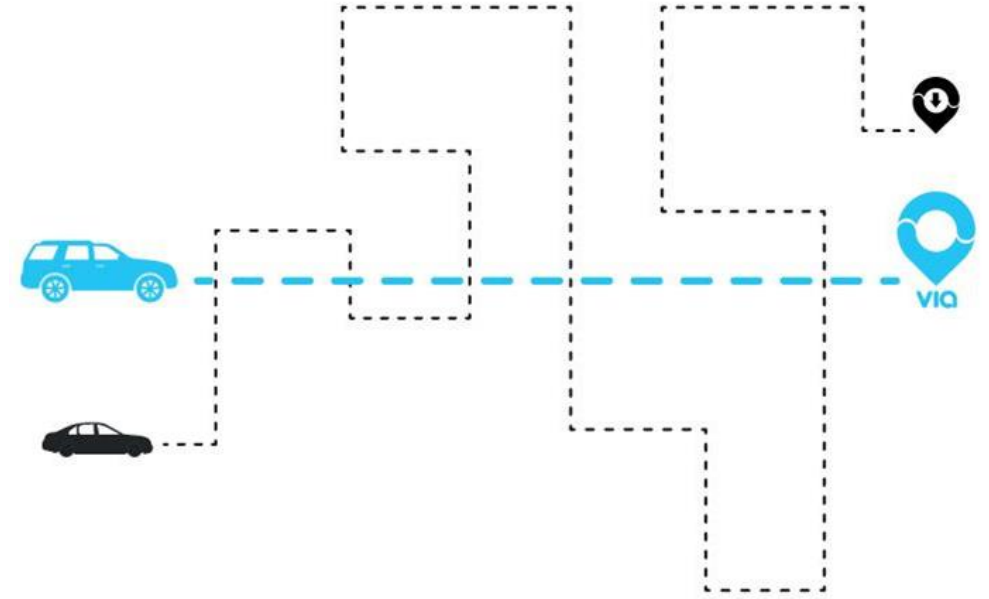


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# Service Details

- Launch Date: **August 17<sup>th</sup>**
- Service Hours: 7 a.m. – 10 p.m.
  - Monday - Saturday
- Service Model
  - Shared ride service: multi-rider groupings for riders travelling in the same direction
  - Corner to corner – unless unsafe to do so



# Service Details


## • Fares

- \$3 local trips (Grimsby, Lincoln, Pelham)
- \$6 regional trips (Cross zones)

## • Payment

- Credit card or pre-paid debit for in-app or over phone
- Pre-purchased tickets
- Transfer Passes accepted
- Drivers cannot accept payment
- Redeem PROMOCODE for free rides





TRANSFER TICKET

MONTH:	J	F	M	A	M	J	J	A	S	O	N	D				
DATE:	1	2	3	4	5	6	7	8	9	10	11	12				
	13	14	15	16	17	18	19	20	21	22	23	24				
	25	26	27	28	29	30	31									
TIME:	7 AM	8	9	10 AM	11 AM	NOON	1	2 PM	3 PM	4	5	6 PM	7 PM	8	9	10 PM
	00	15	30	45	00	15	30	45	00	15	30	45	00	15	30	45

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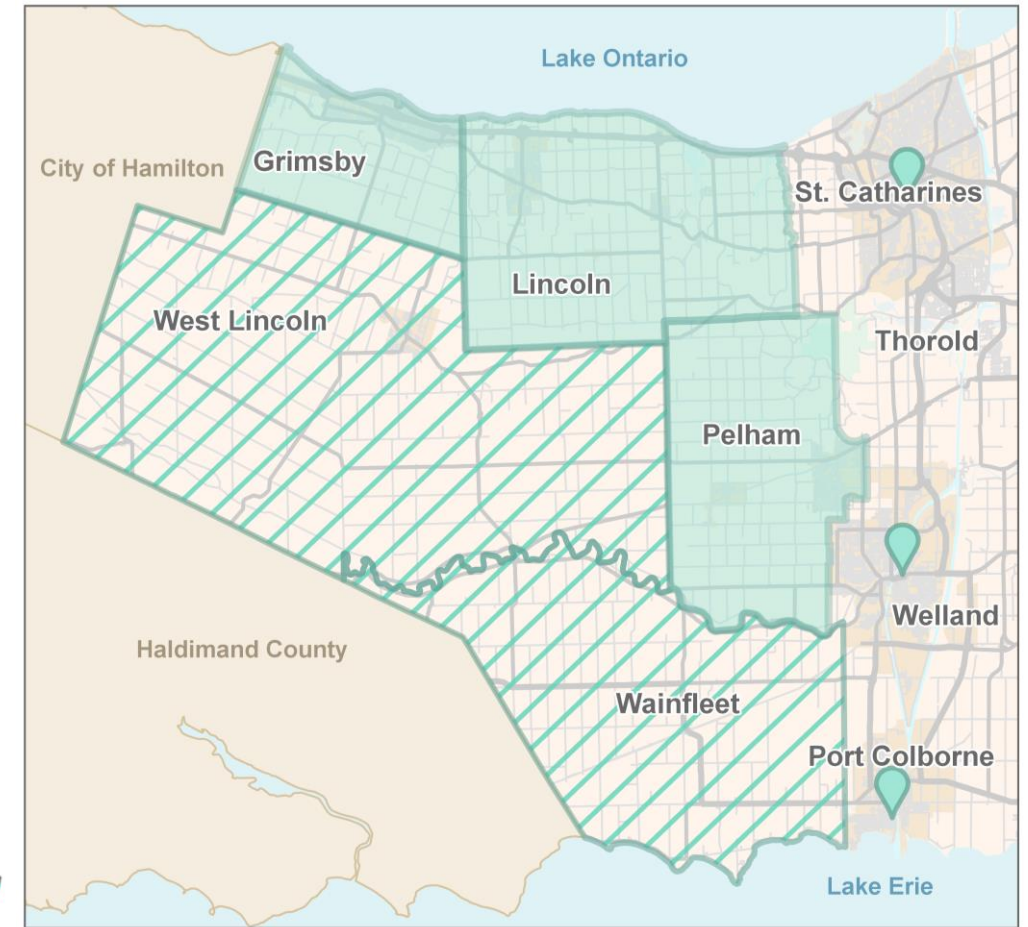
# Service Details

- **Service Zone**

- NRT On Demand will only operate in these service zones
- Rides can either be:
  - WITHIN a green area
  - BETWEEN two green areas
  - BETWEEN a green area and a hatched area or nearest transit hub (notated by the marker)

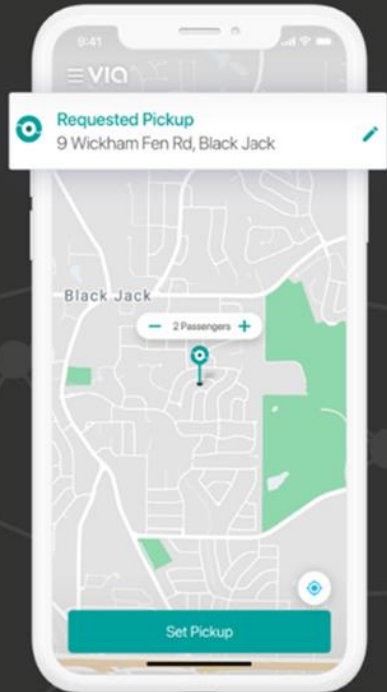
- **Vehicles**

- Vans: Toyota Siennas
- Wheelchair accessible
- Bicycle racks

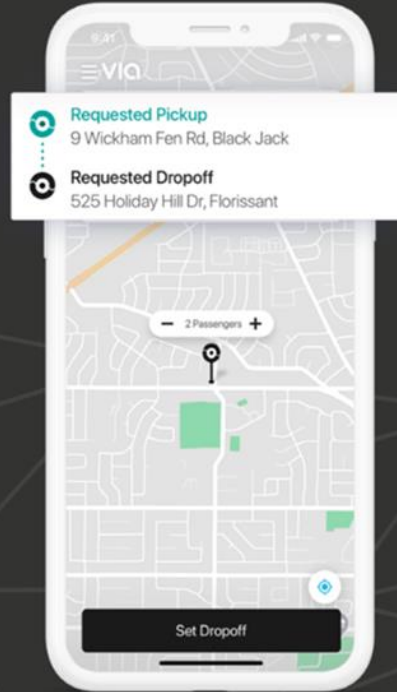


# How to ride with NRT OnDemand

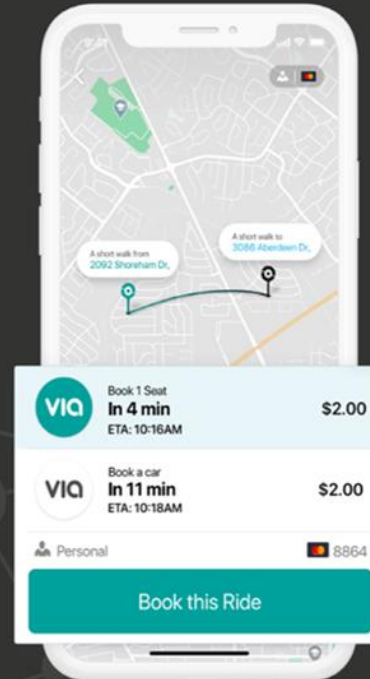
**1** Enter your pickup address and press "Set Pickup." Hit the + sign if you want to bring friends along!



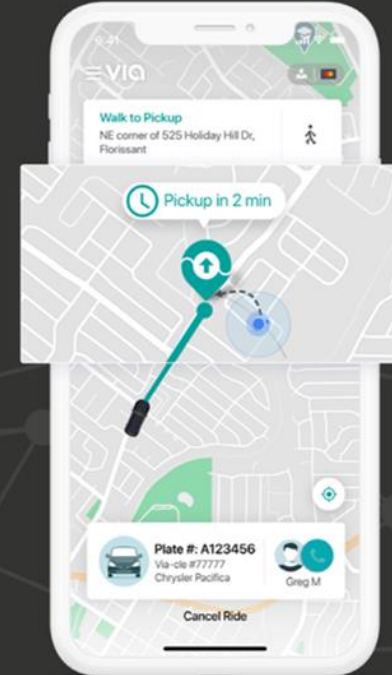
**2** Enter your dropoff address and press "Set Dropoff."



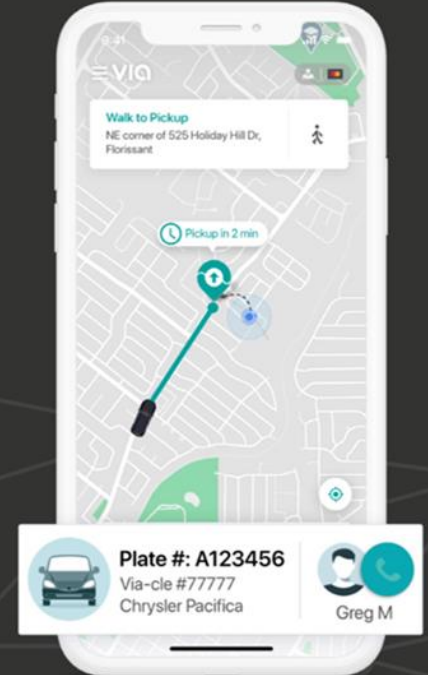
**3** Choose the ride option that's best for you, then tap "Book this ride."



**4** Follow the dotted line in the app to get to your exact 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.



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# Covid-19 Health and Safety Measures

- We are complying with guidelines from local and provincial authorities
- Here's what we're specifically implementing:
  - Safety Measures
    - Providing drivers with reusable face coverings
    - Vehicles are equipped with plastic barriers to separate drivers and riders
    - Multiple vehicle cleanings per week
  - Monitoring/Policy/Communications
    - In-app rider alerts for mask recommendations/requirements
    - Escalation protocol for riders and drivers who exhibit symptoms
- We will be taking additional measures as we learn more about COVID-19

# Brand Ambassador Role

- Promotion of the service
  - Smart and Efficient
  - Affordable
  - Comfortable and Spacious
- Community Engagement
  - Visit local points of interest
  - Hand out flyers
  - Engage with residents and existing transit users
- User assistance
  - How to download the app
  - How to create a profile
  - How to book a ride

*“Have you used  
NRT OnDemand?”*

*“Regional trips for \$6 when you  
ride with NRT OnDemand!”*

*“Local trips for \$3 when you ride  
with NRT OnDemand!”*

*“Have you heard about our new  
service – NRT OnDemand?”*

# Questions?

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