

# Niagara Region Transit On-Demand

**Update Presentation to Public Works Committee**  
November 10, 2020

Robert Salewytsch – Program Manager – Transit Services, Niagara Region

Leah Lane, Planning Analyst, Transit Services, Niagara Region

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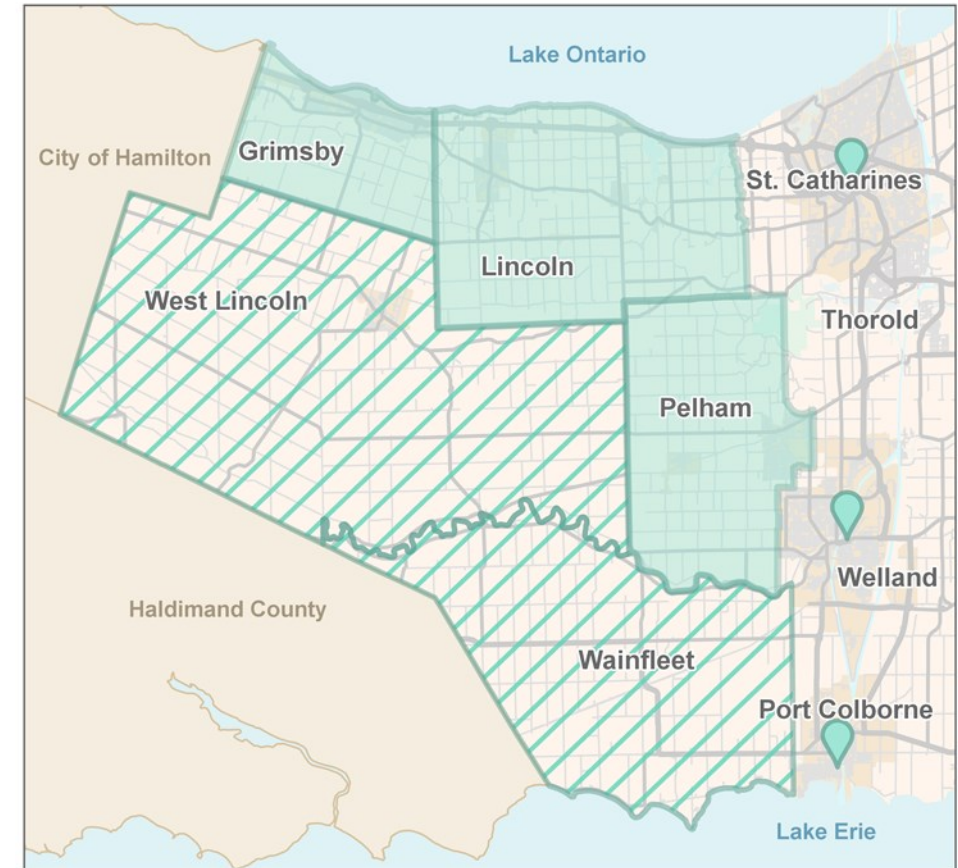
# Agenda

- Background
- Pilot Objectives
- Promotional Efforts
- Community Engagement
- Ridership Statistics
- Operational Changes/Improvements
- Reporting Frequency



# Background

- Municipal Contributors:
  - Grimsby, Pelham and Lincoln
- 12 month pilot with option to extend for another 12 months
- August 17<sup>th</sup> Launch Date
- Inter **and** intra-municipal trips
  - Grimsby, Lincoln, Pelham
- Inter-municipal trips **only**
  - Wainfleet and West Lincoln
- Connections to nearest transit hubs



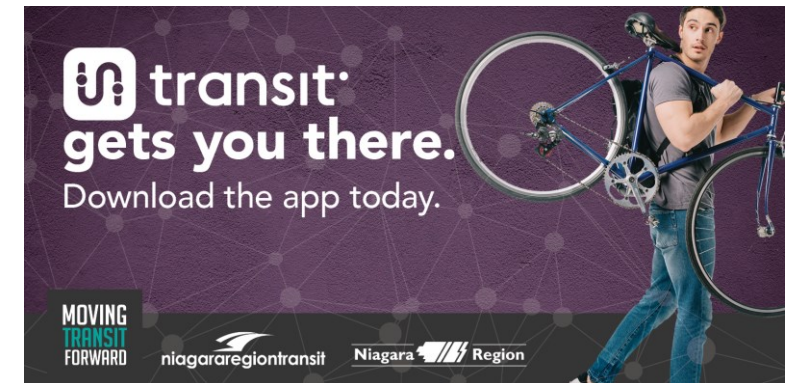
# Background

- Service Hours: 7 a.m. – 10 p.m.
- Fare Structure:
  - \$3.00 for intra-municipal
  - \$6.00 for inter-municipal
  - NRT Transfer tickets
- Maximum 1 hour wait time and maximum 20 minute detour time
- 7-10 vehicles (+1 spare)
  - \*3 Wheelchair Accessible Vehicles (WAV's)
  - 7 vehicles with bicycle racks
- COVID-19 Policy



# Pilot Objectives

- 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



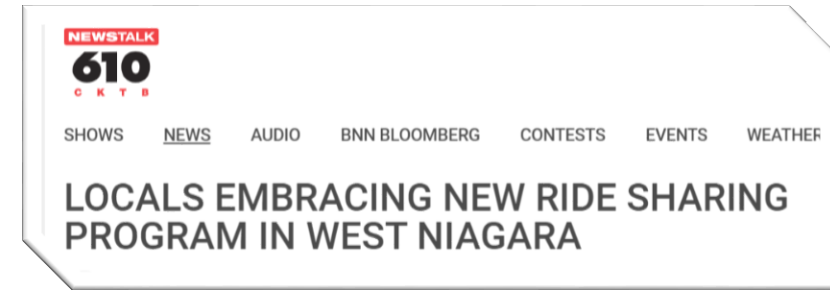
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# Promotional Efforts

- Newspaper advertising
  - Grimsby's News Now and The Voice of Pelham
- Social Media
  - Niagara Region Twitter and Facebook
  - Paid advertising on Facebook and Instagram by Via Mobility
- Advertising Campaign
  - Promotions on Spotify
- Media / Public Relations
  - Media events in Grimsby, Lincoln and Pelham
  - Media coverage and interviews with local agencies
- Print media
  - Postcards and posters were distributed throughout West Niagara



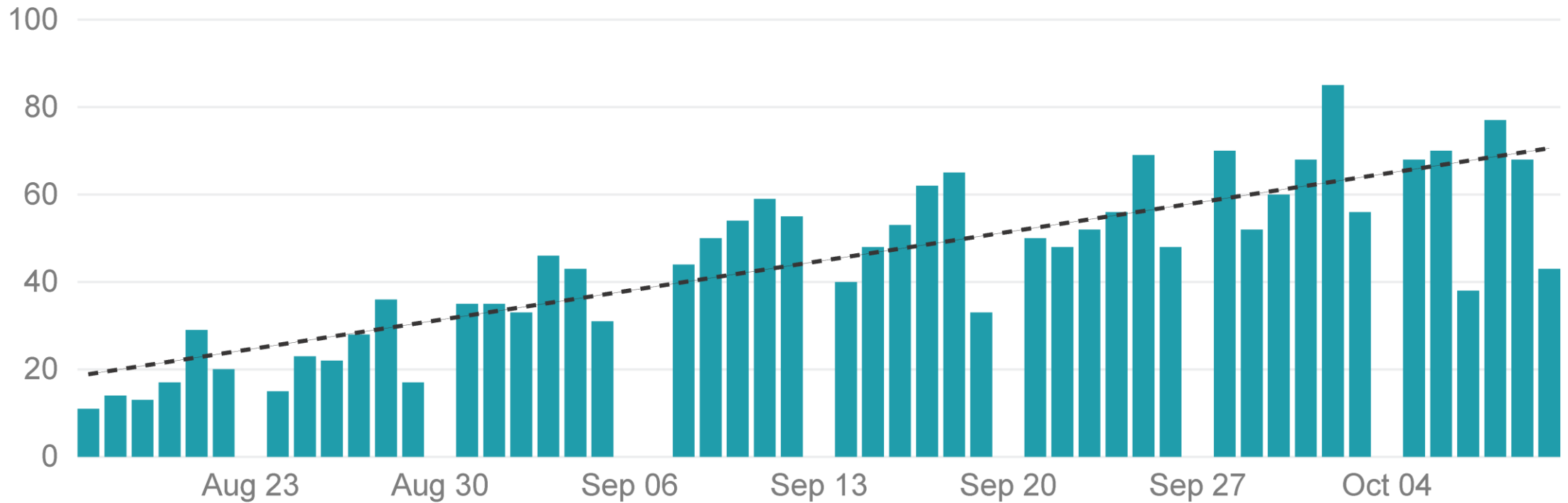
# Community Engagement

- Regional and Local Collaboration
- Community engagement
  - Foodbanks
  - Employment centres
  - Long-term care facilities
  - Secondary schools
- BIA Engagement
  - Local business partnerships
  - Festival and event promotional opportunities

# Ridership Statistics

*All graphics were generated using data from August 17<sup>th</sup> to October 10<sup>th</sup> , 8 full weeks of service.*

## Ridership



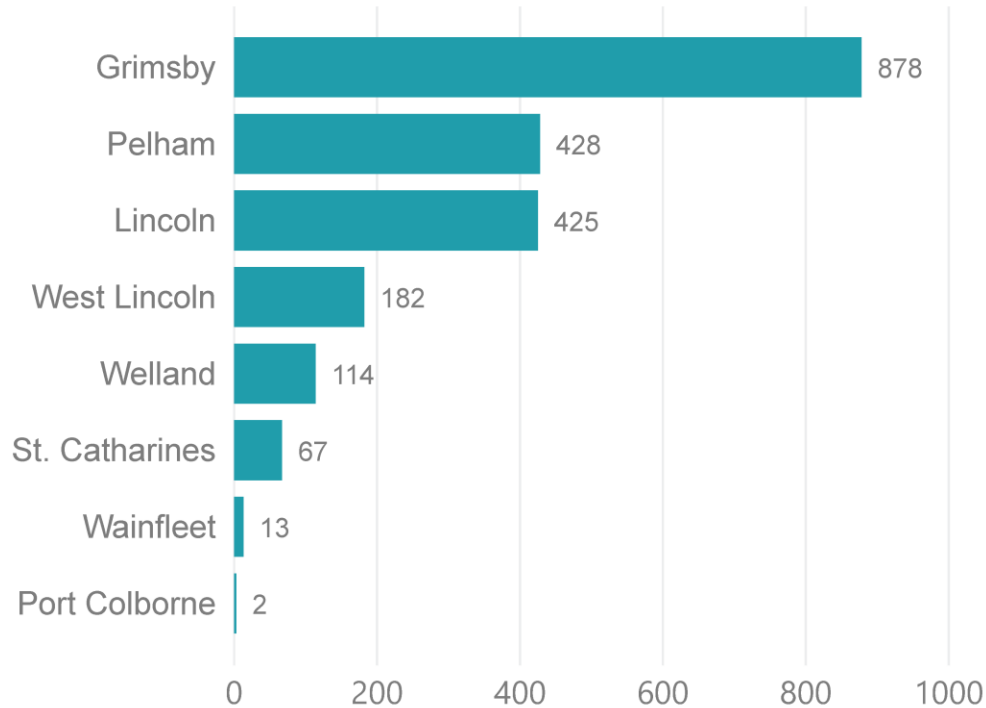
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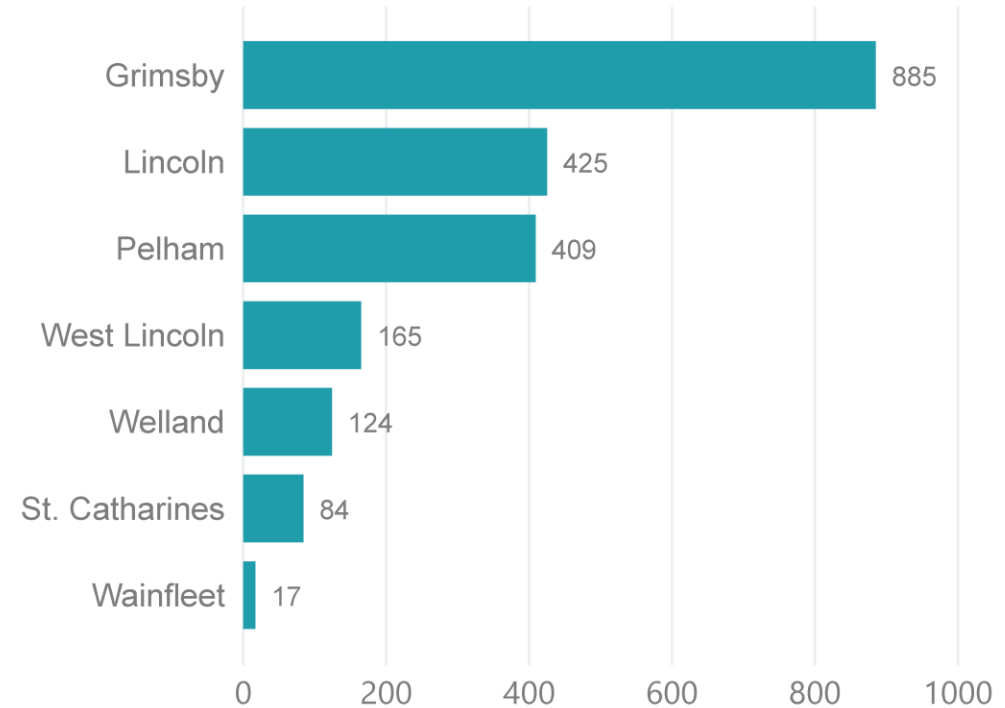
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# Ridership Statistics

**Origin Municipality**

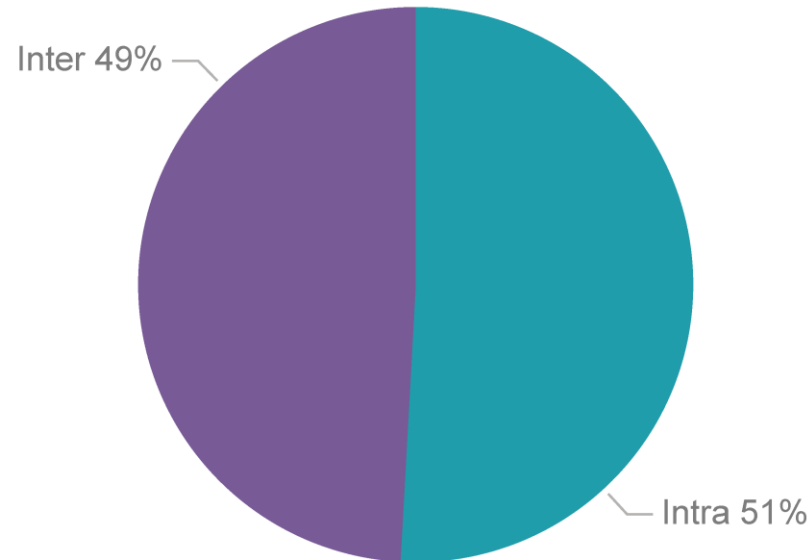


**Destination Municipality**

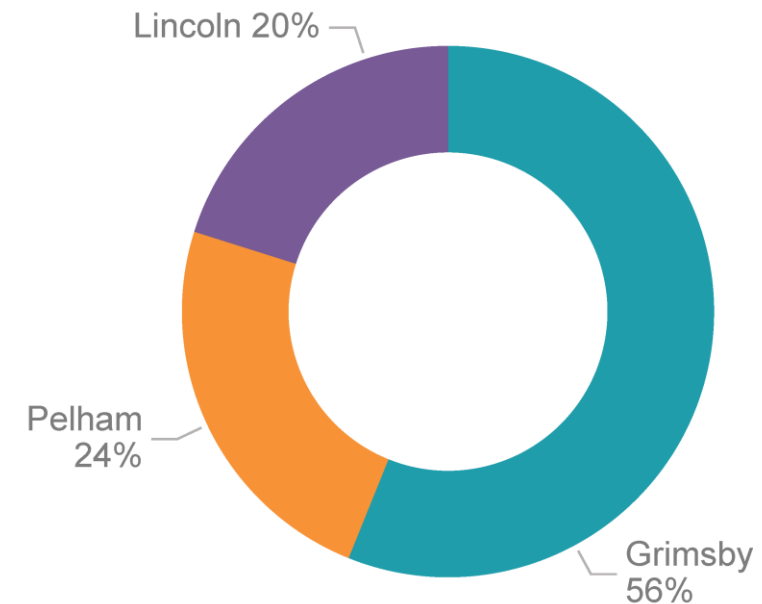


# Ridership Statistics

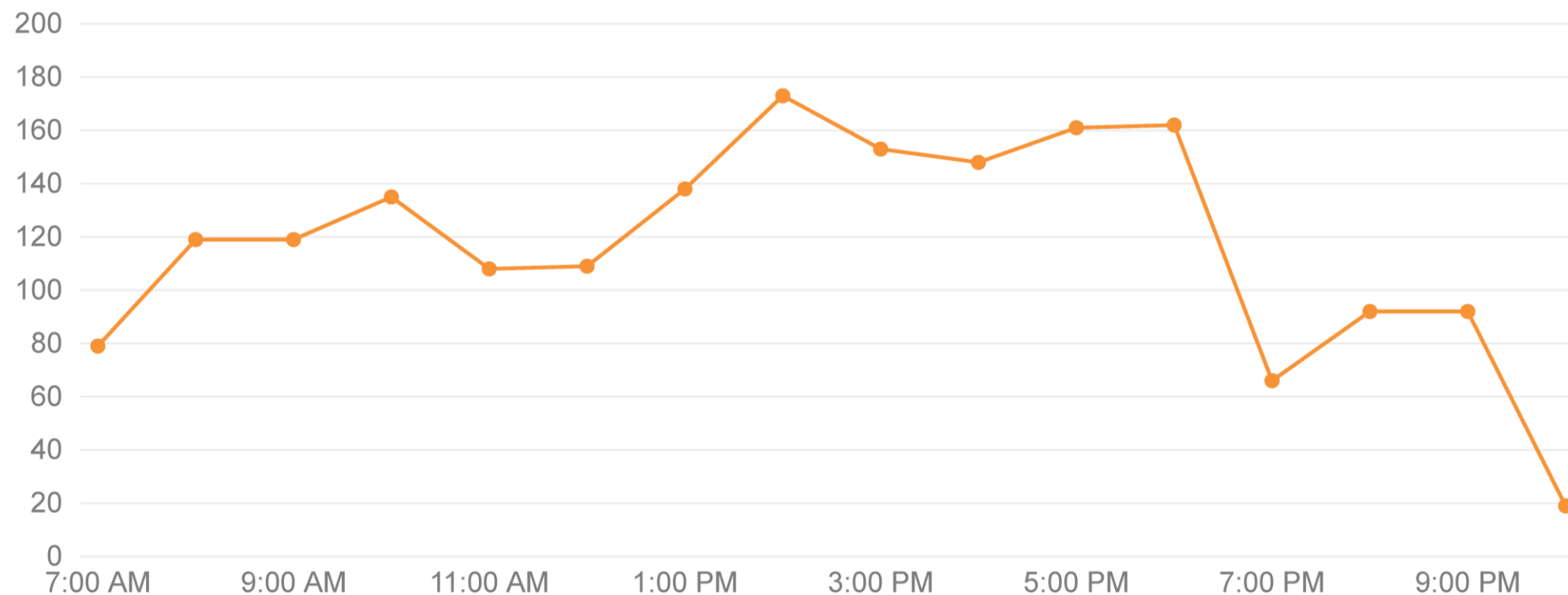
Inter vs. Intra-Municipal Trips



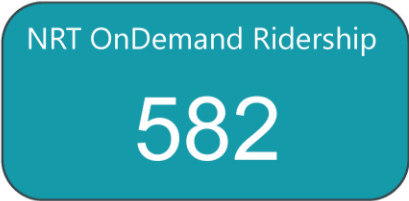
Intra-Municipal Trips



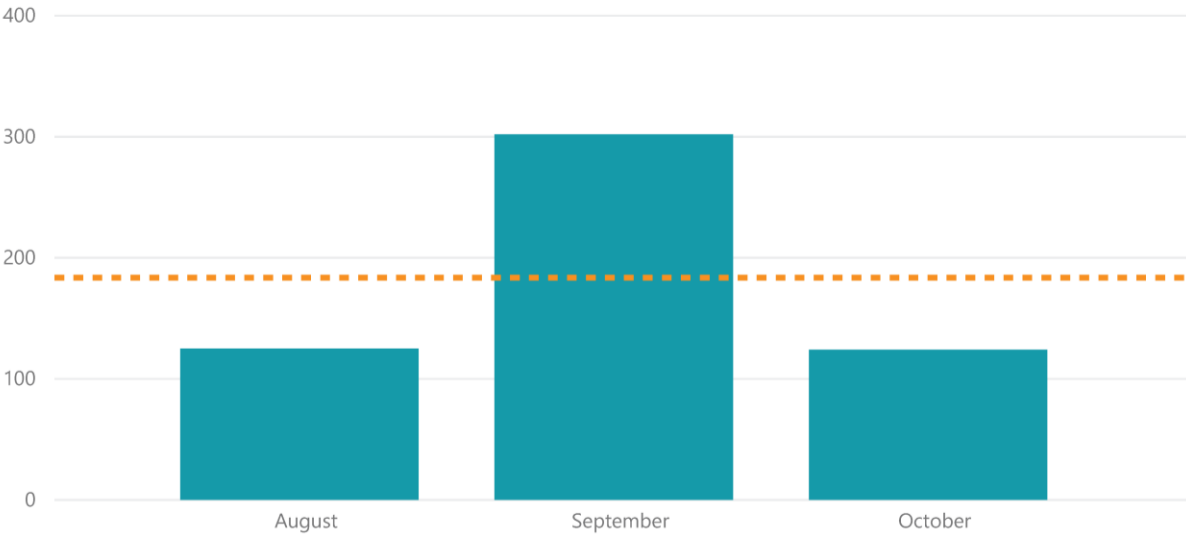
# Ridership Statistics – Time of Day



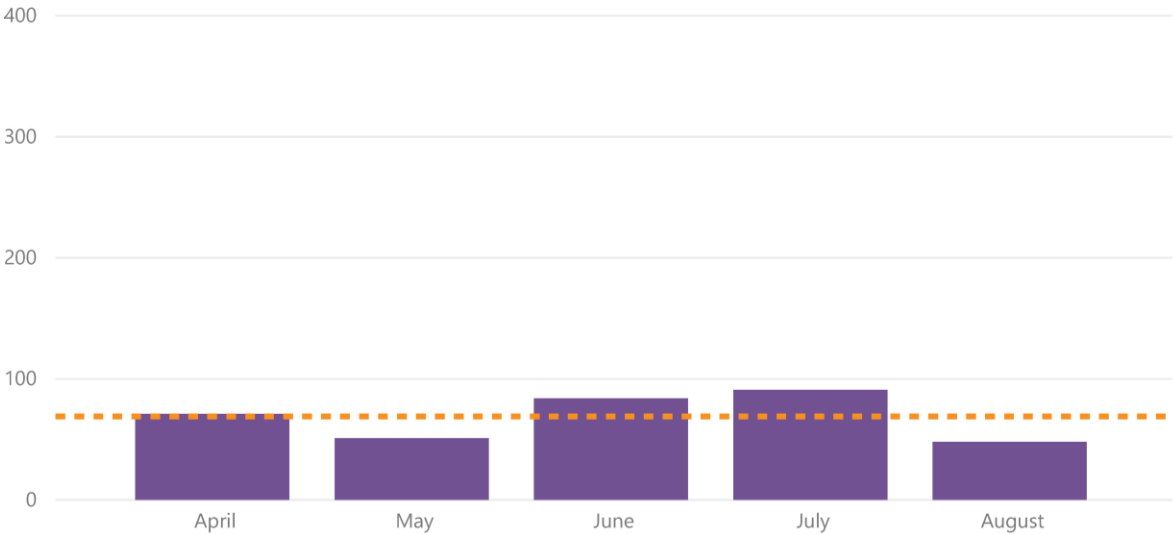
# Ridership Statistics – NRT OnDemand vs. Pelham Transit



NRT OnDemand Ridership - August 17th - October 10th 2020



Pelham Transit Ridership - April - August 2020



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# Ridership Statistics – NRT OnDemand vs. uLinc

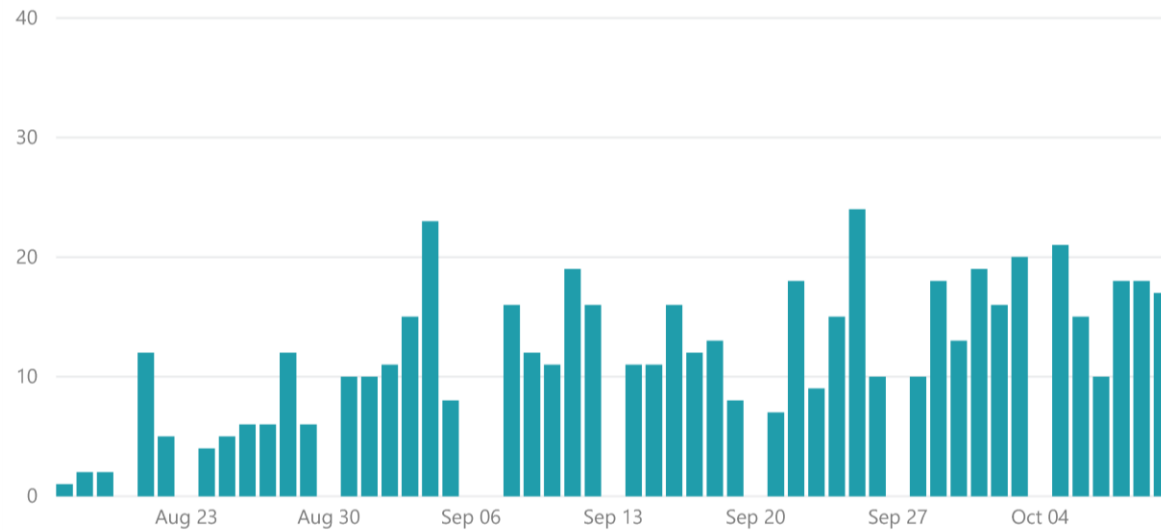
NRT OnDemand Ridership

634

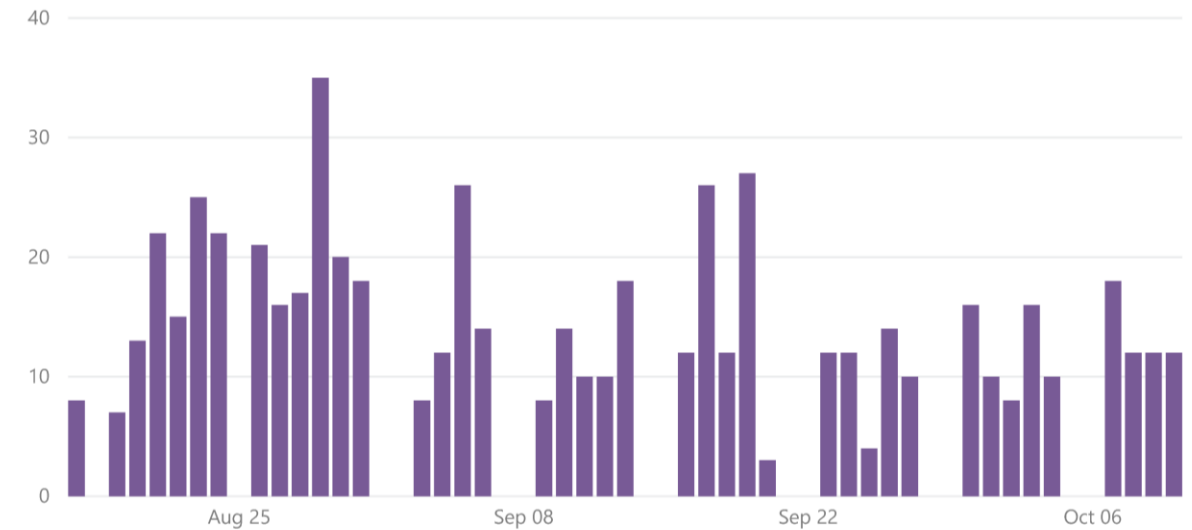
uLinc Ridership

605

NRT OnDemand Ridership - August 17th - October 10th 2020



uLinc Ridership August 17th - October 10th 2019



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# Operational Changes/Improvements

- Potential for improved and/or additional connections
  - More direct connections between West Niagara municipalities and existing transit hubs
  - Hospitals
  - Winona Crossing Shopping Centre
- Expanded Service Area
  - Niagara-on-the-Lake – Approved – November Launch
  - Thorold
  - Fort Erie
- Web portal for bookings
  - Currently in development

# Reporting Frequency

- Public Facing Dashboard
  - Daily updates - TBD
- Local Partners
  - Monthly report of service metrics
- Public Works Committee
  - November 10, 2020
  - January 2021

# Questions?

Robert Salewytsch

Program Manager, Transit Services

GO Implementation Office

[Robert.Salewytsch@niagararegion.ca](mailto:Robert.Salewytsch@niagararegion.ca)

905-980-6000, ext. 3232

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