

Niagara Region Transit On-Demand - Update

Public Works Committee
PW 46-2020

November 10, 2020

Robert Salewytch, Program Manager, Transit Services
Leah Lane, Planning Analyst, Transit Services

Niagara Region Transit On-Demand

Update Presentation to Public Works Committee
November 10, 2020

Robert Salewytch – 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



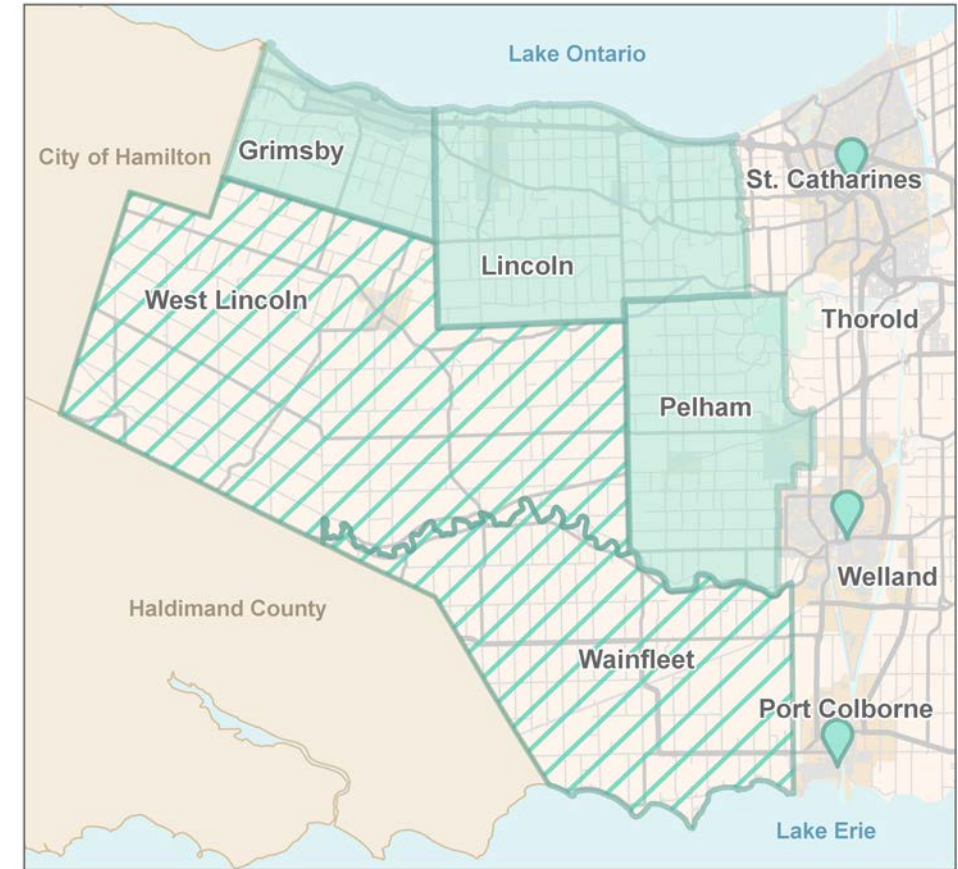
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Background

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



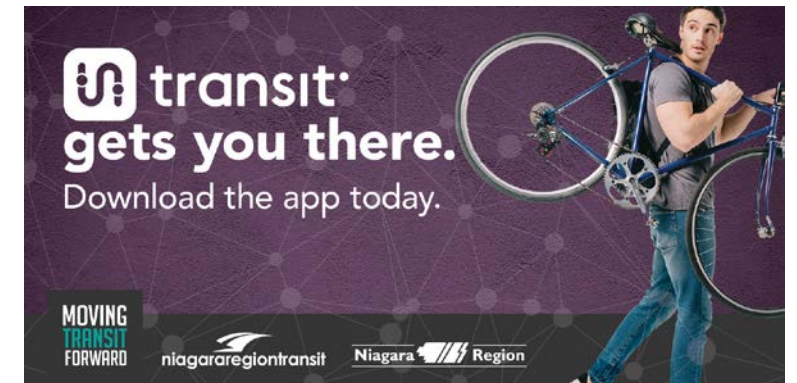
Background

- 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



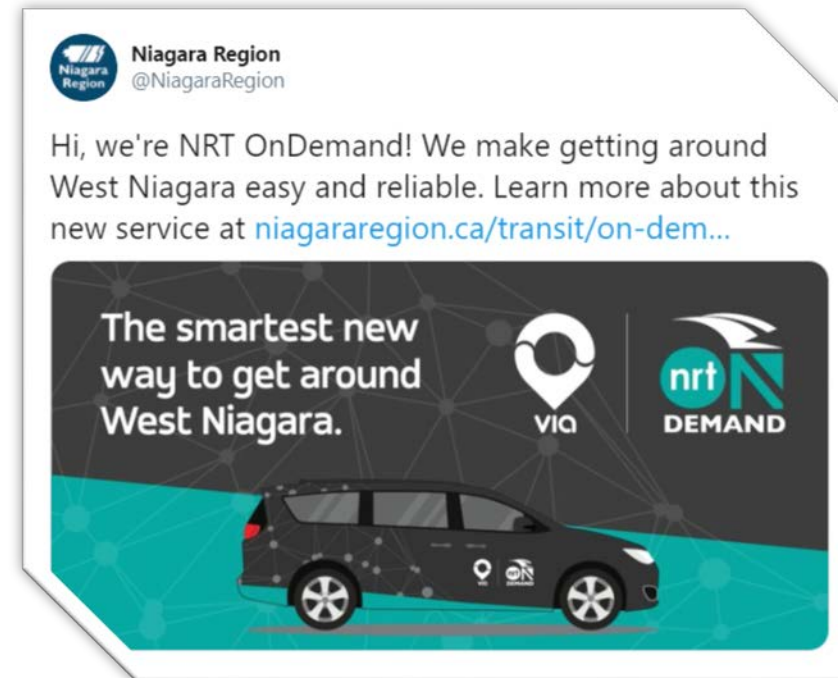
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Promotional Efforts

- 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



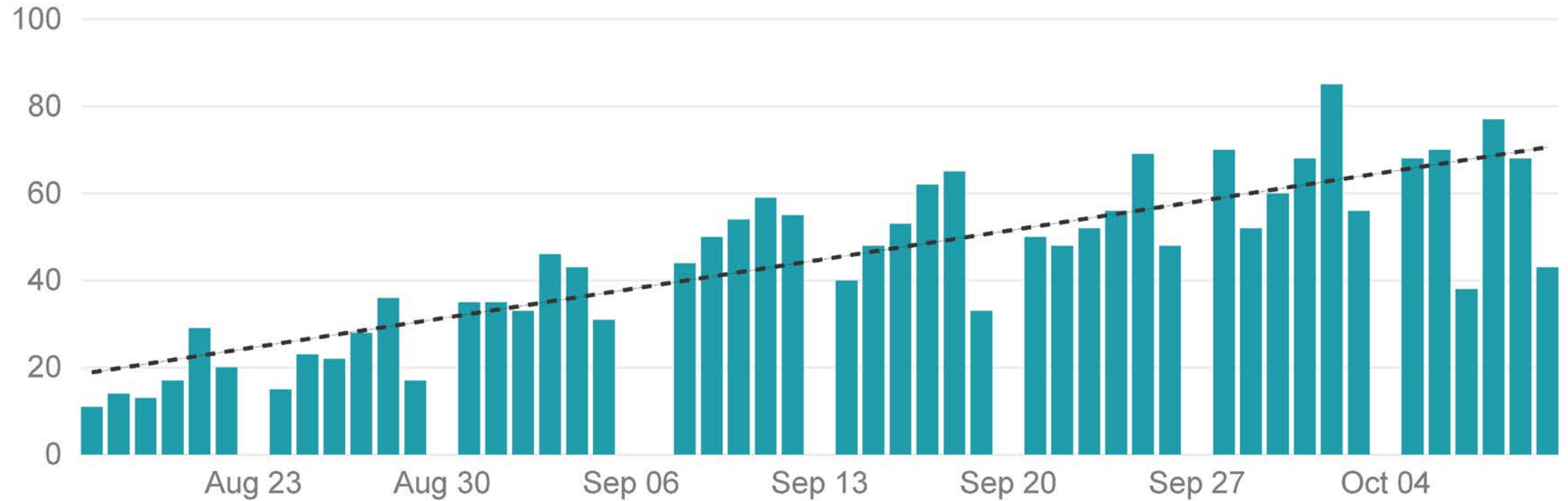
Community Engagement

- 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 17th to October 10th, 8 full weeks of service.

Ridership



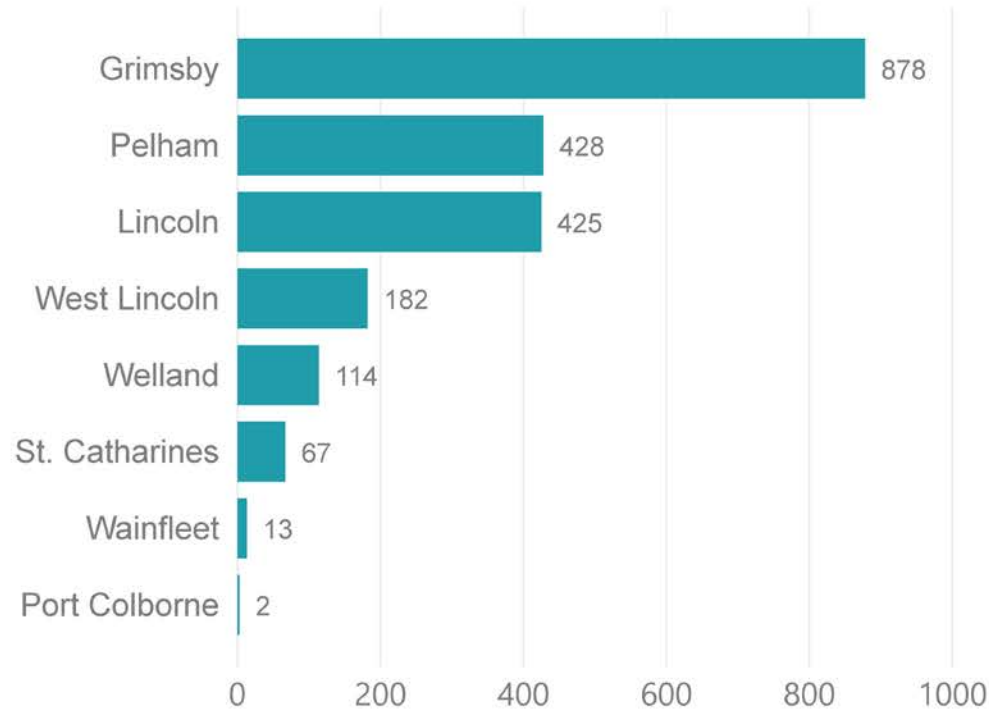
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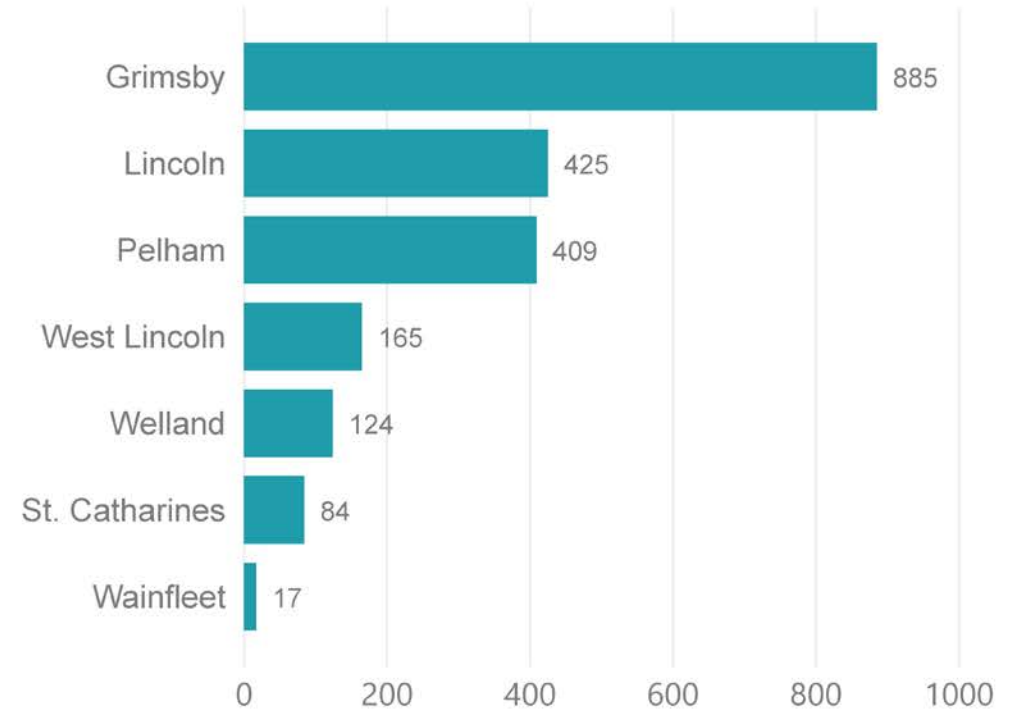
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Ridership Statistics

Origin Municipality

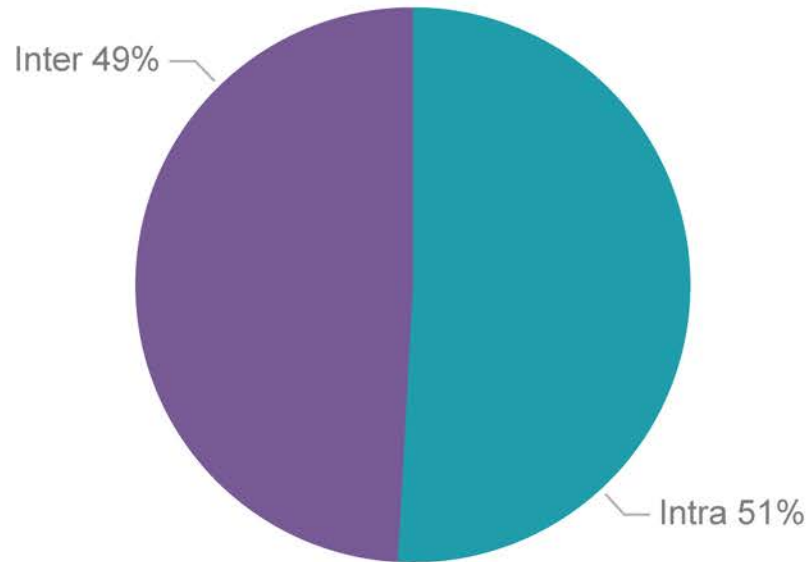


Destination Municipality

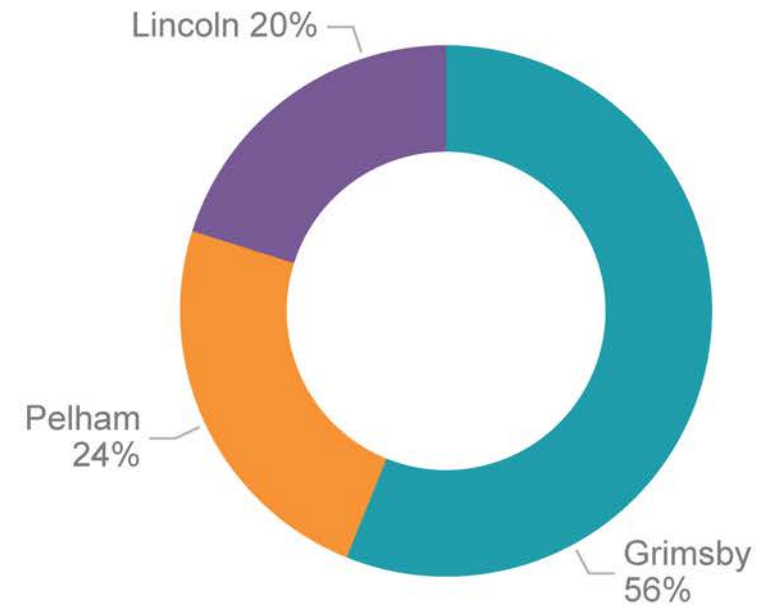


Ridership Statistics

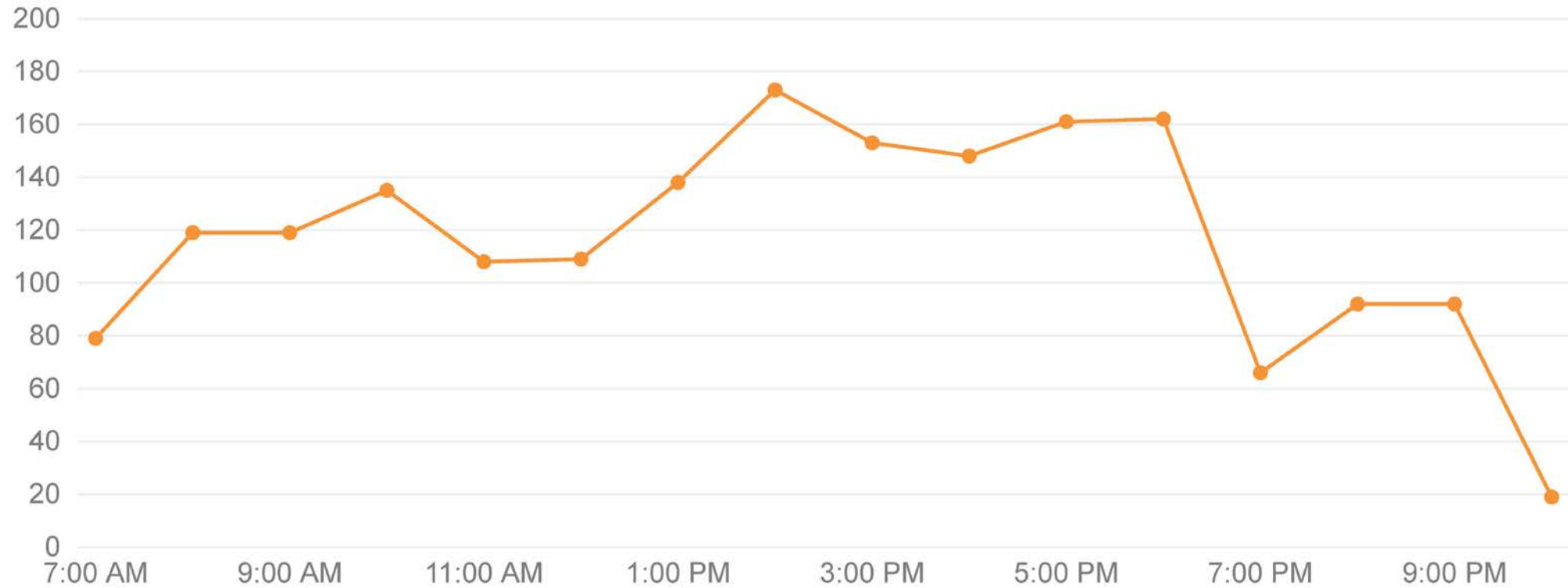
Inter vs. Intra-Municipal Trips



Intra-Municipal Trips



Ridership Statistics – Time of Day

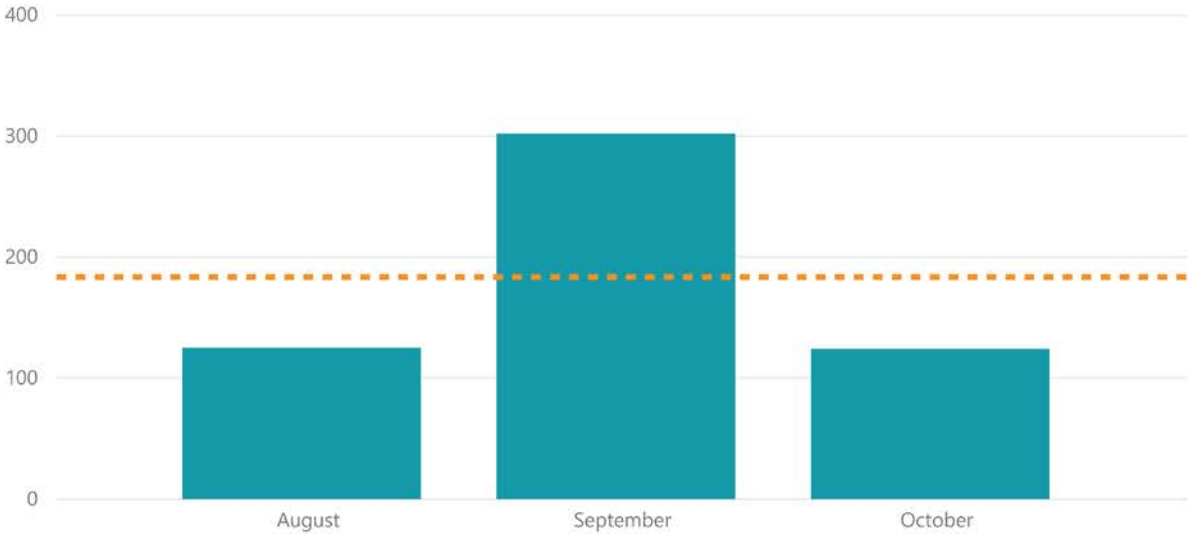


Ridership Statistics – NRT OnDemand vs. Pelham Transit

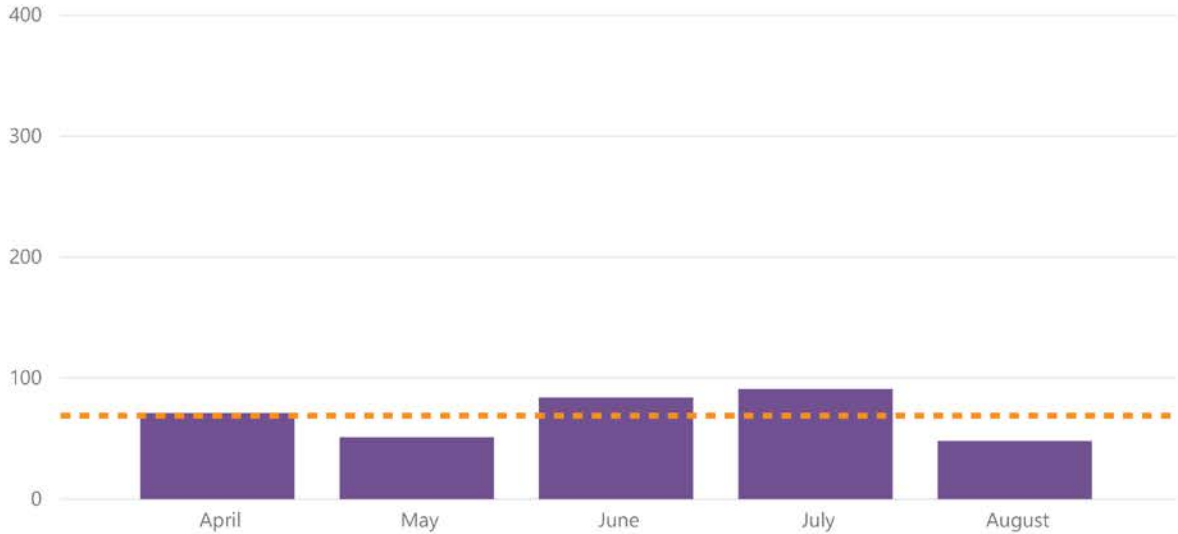
NRT OnDemand Ridership
582

Pelham Transit Ridership
345

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



Pelham Transit Ridership - April - August 2020



Ridership Statistics – NRT OnDemand vs. uLinc

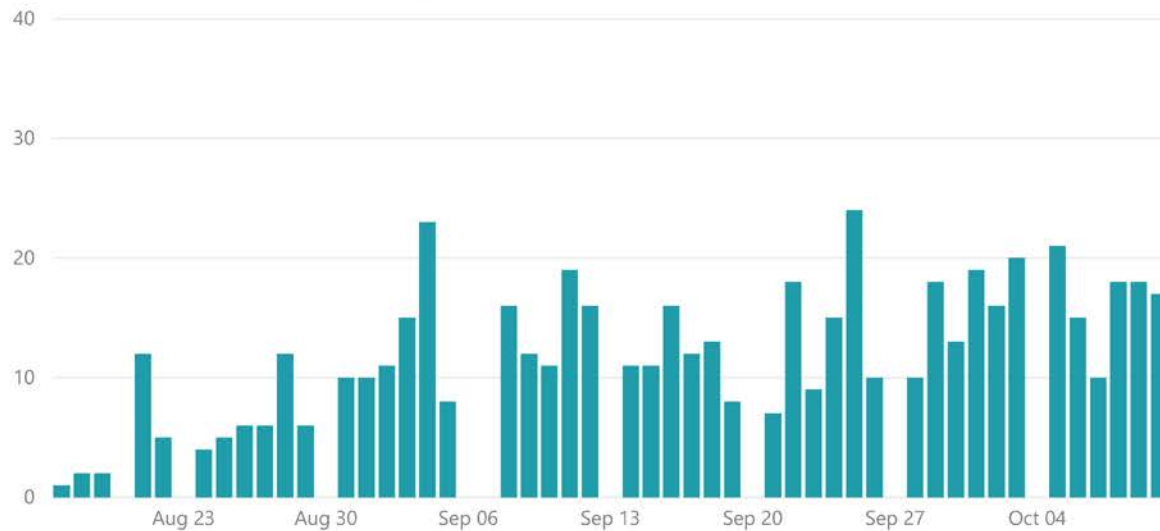
NRT OnDemand Ridership

634

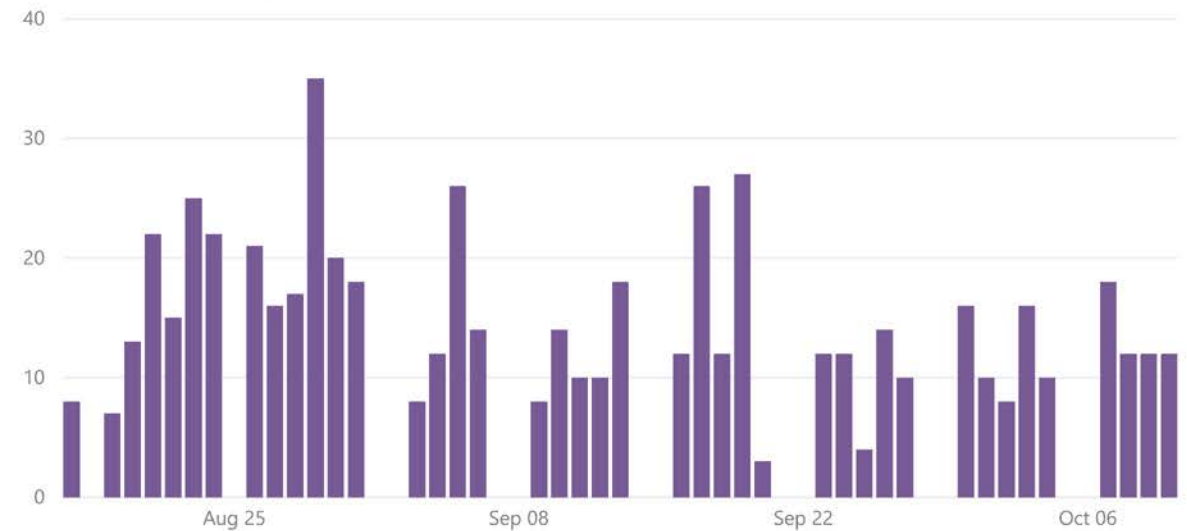
uLinc Ridership

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?

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