

Agenda

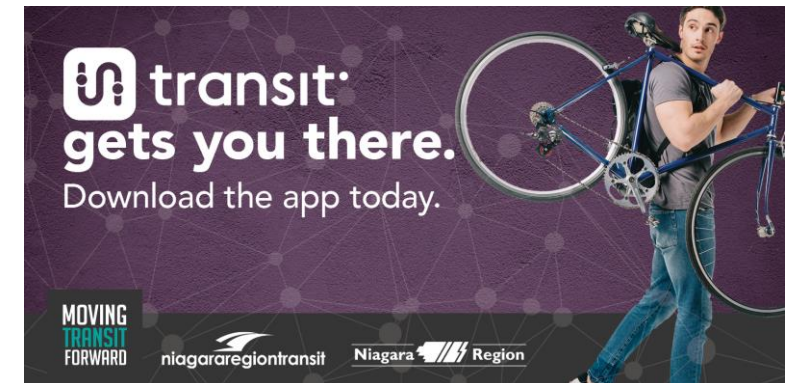
- Background
- Pilot Goals
- Service Parameters & Metrics
- Vehicles
- Branding
- Service App
- Local Engagement
- Timelines

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



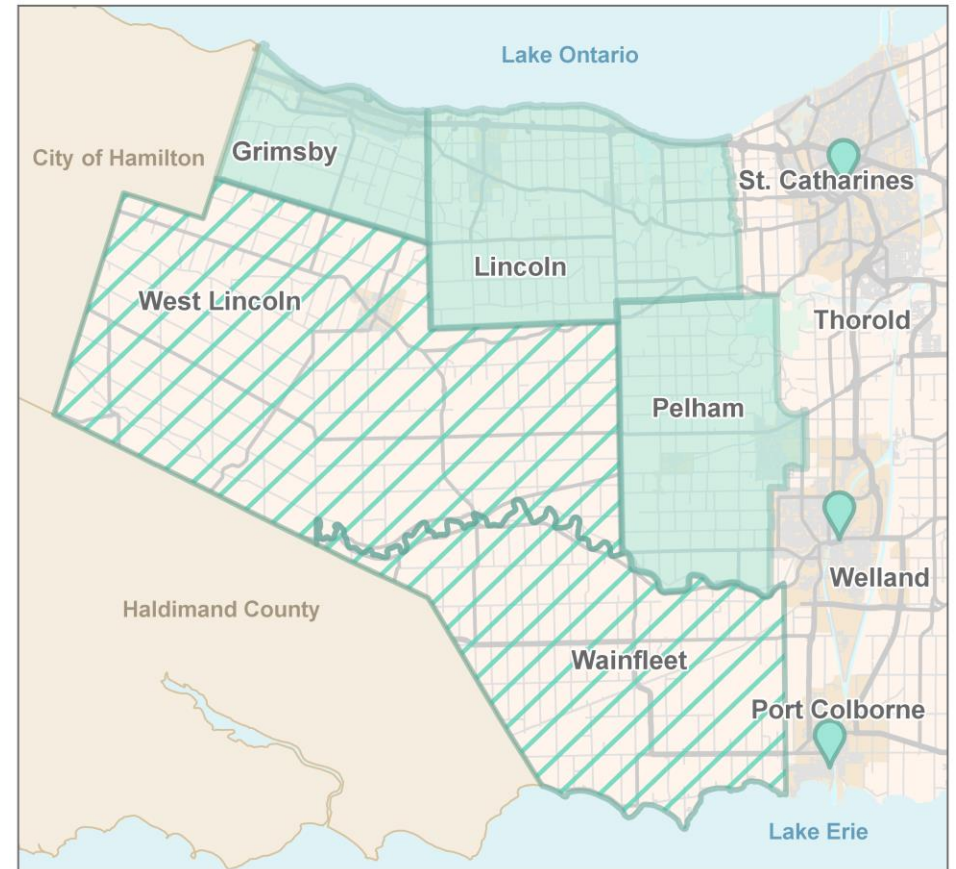
**MOVING
TRANSIT
FORWARD**

CONNECTING MORE PEOPLE TO MORE POSSIBILITIES

Niagara Region

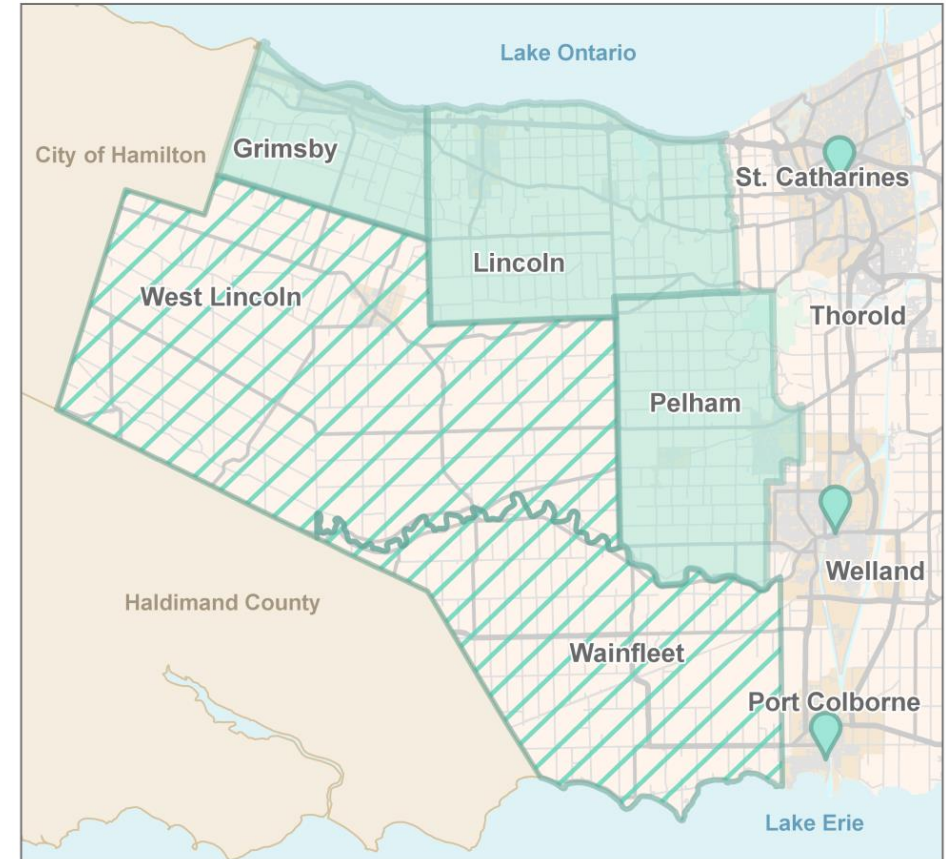
Service Parameters

- 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



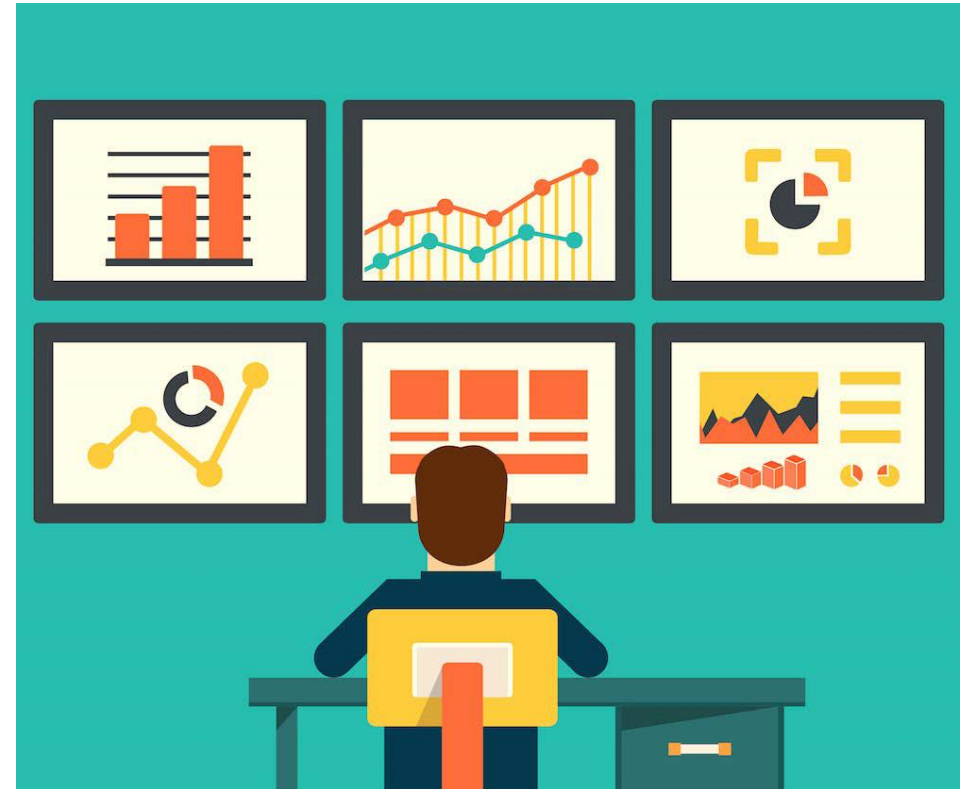
Service Parameters Cont'd

- 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

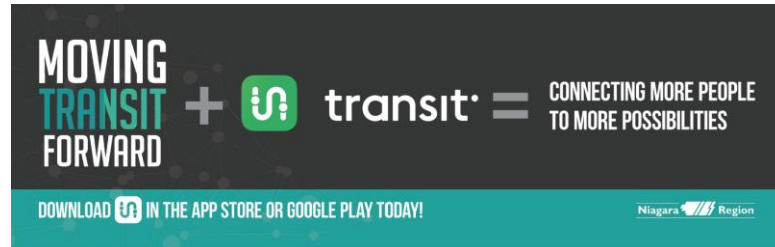
- Toyota Sienna – Black
- Delivery Status – mid/late July
- 7-10 vehicles (+1 spare)
 - *3 Wheelchair Accessible Vehicles (WAV's)
- Bike Racks – TBD
- COVID-19 Policy
 - Restricted number of passengers per trip
 - Plexiglas driver shields
 - Masks strongly encouraged
 - Regular cleanings



Branding - Logo

MOVING
ROADS
FORWARD

MOVING
WATER
FORWARD



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Branding – Vehicles



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Branding – Phone App

App Launcher



Splash Screen



Onboarding Screen



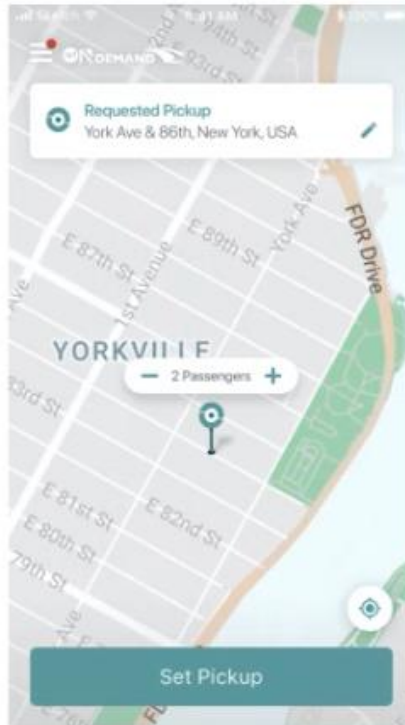
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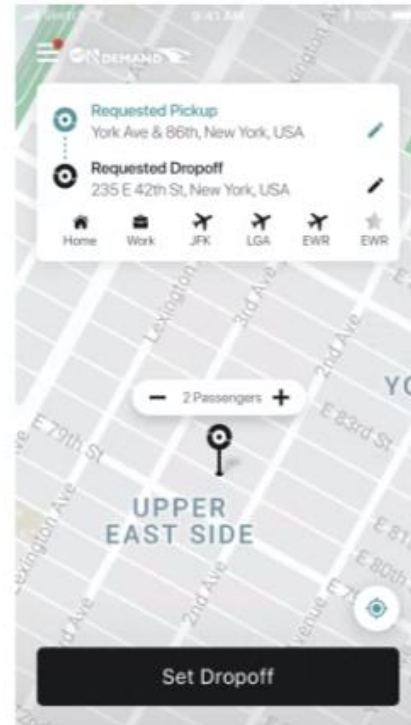
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Phone App – How it Works

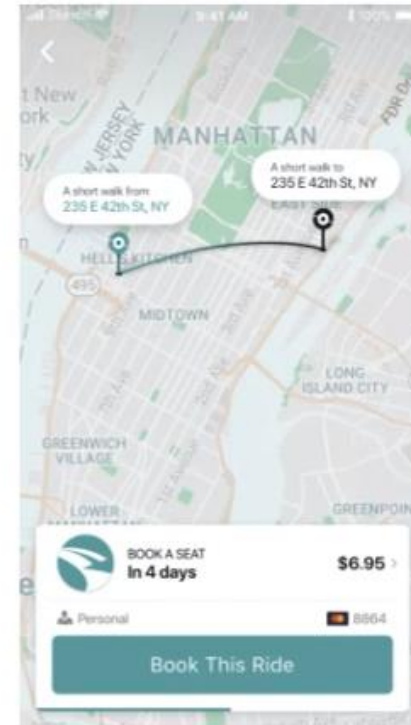
Set Pickup



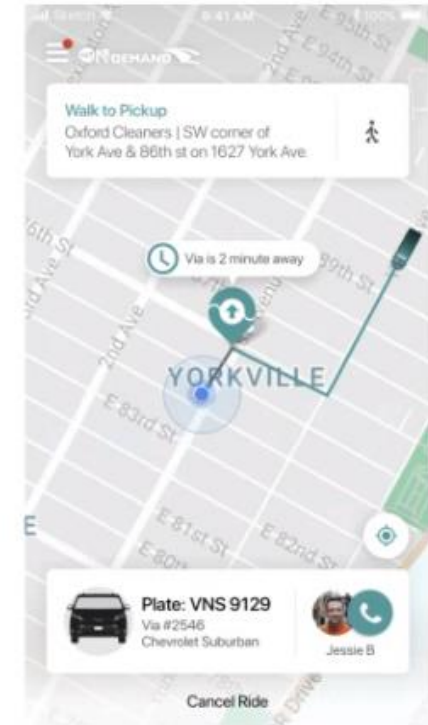
Set Drop Off



Ride Proposal



Wait for Ride



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?

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