

On-Demand Transit

Presentation to Pelham Town Council

December 2, 2019

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Agenda

- Background
- Fixed-Route versus On-Demand
- Why Via?
- IMT West Expansion
- Next Steps

Background

- IMT Service Enhancement Implementation Strategy (LNTC-C 21, 22, 23, 2018)
 - Identified NRT expansion pilot projects for Niagara West, as well as Pelham and Lincoln connections
 - NRT connection to Pelham MCC established Sept. 2019
- Niagara Transit Governance Study pending completion Q1/Q2 2020
 - IMTWG aligning contract durations to support potential transitions
- Feasibility study for on-demand transit options
- Follow-up Pelham Council on-demand transit presentation – October 21, 2019

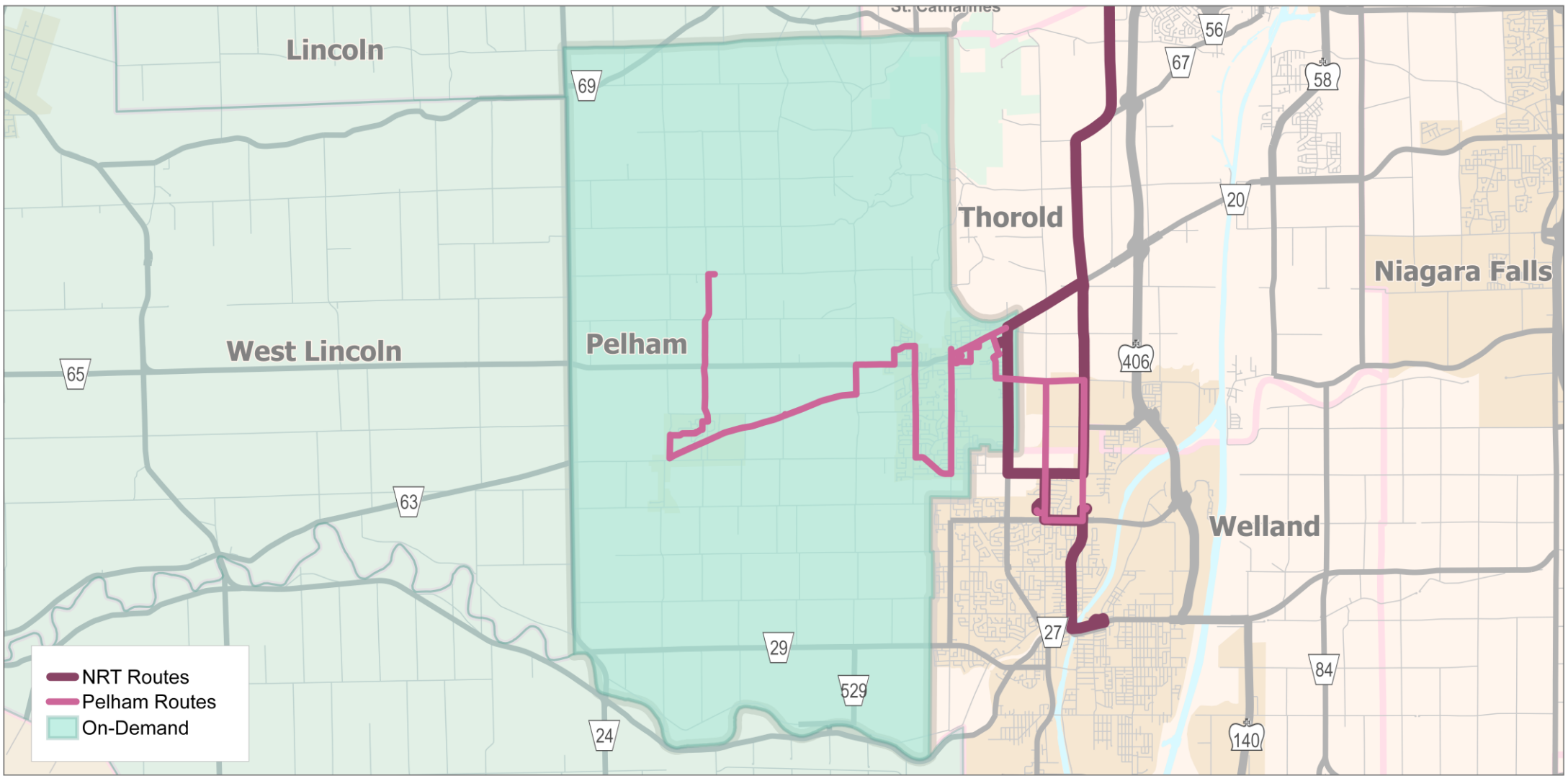
Fixed-Route versus On-Demand

Fixed-Route

- Limited area coverage
- Relies on peak demand to maximize vehicle utilization
- Requires 4 months to adjust schedules and routing
- Limited data potential

On-Demand

- Complete area coverage
- Vehicle utilization responds to demand in real-time
- Dynamically adjusts routing
- Significant data analytic potential



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On-Demand Benefits - Providers

- Maximizes coverage areas – access for everyone
- Cost containment
- Increased ridership potential
- Operating model flexibility
 - door to door / curb to curb / corner to corner
- Eliminates need for separate specialized transit service
- Worldwide proven deployment record
- Big Data

On-Demand Benefits - Riders

- Unique user profile
- Accessible vehicles
- Multiple booking options
 - Phone & App
- Same-day service
- Improved connectivity
- Consistent pricing
- Real-time vehicle arrival information



Why Use Via?

Consulting and Planning

In-depth analysis using proprietary approaches and tools to understand the potential for innovative mobility



Microtransit Platform (SaaS)

Licensing Via's on-demand shuttle system to transit agencies and operators who prefer to use their own vehicles and drivers



Microtransit Operations (TaaS)

Turnkey solution that includes technology plus drivers, vehicles, and operations management



New Mobility Solutions

Mobility-as-a-Service (MaaS) products, demand management tools, school bus platforms, and more...



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Via's Global Presence: Via, ViaVan and Partners

Global Deployments

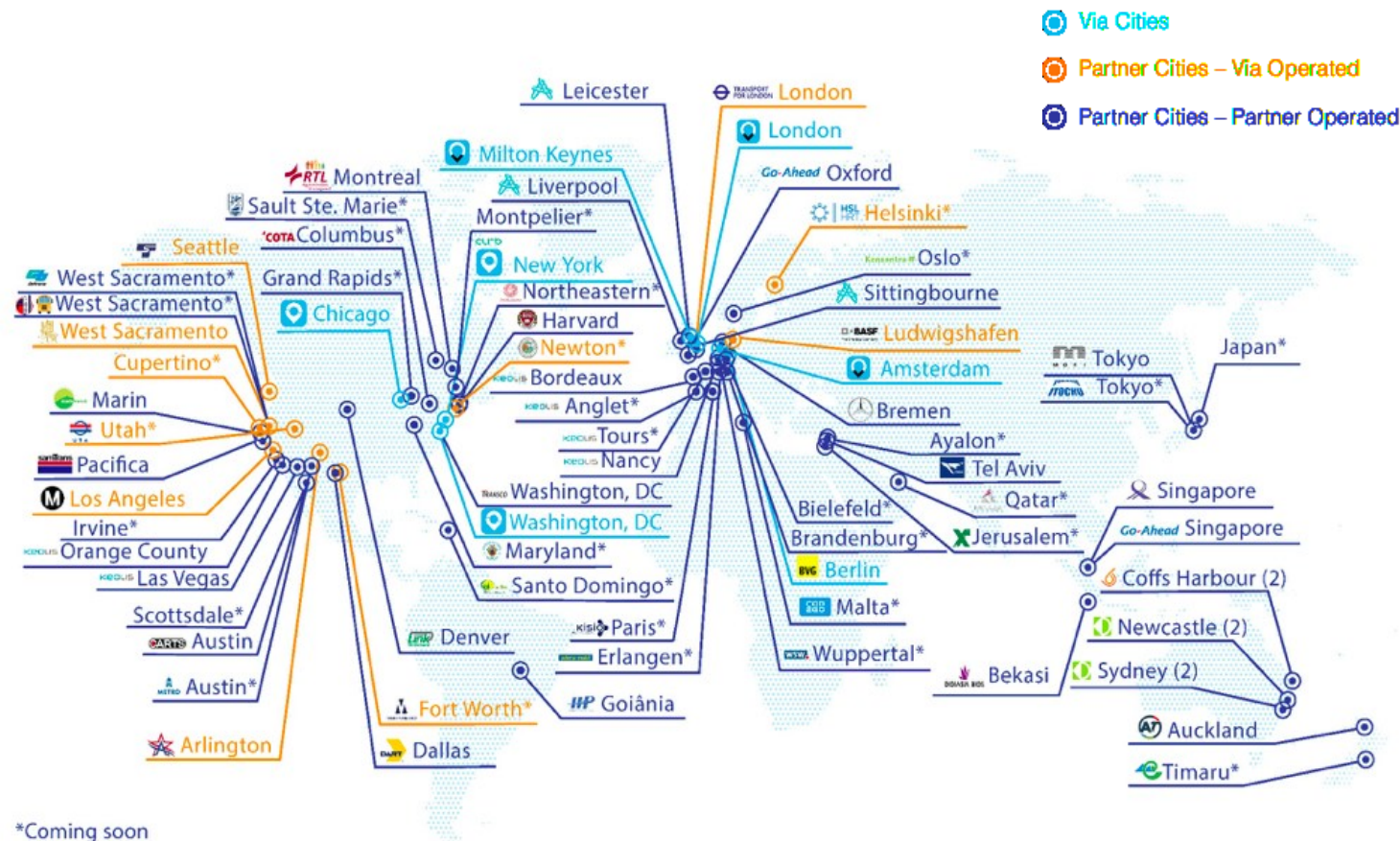
80+

Rides/Month

2m+

Engineers

225+



*Coming soon

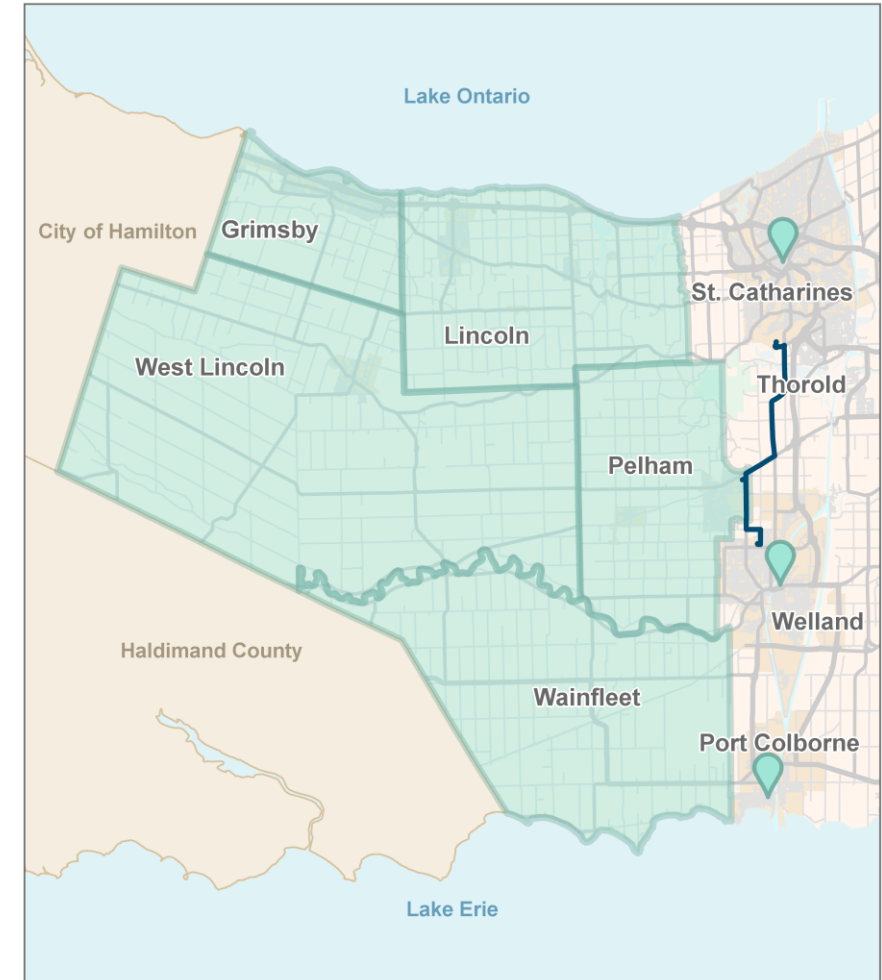
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IMT West Expansion

- Connectivity to:
 - Existing transit network
 - GO Transit stations
- Seamless rider experience
- Concept approved by Regional Council
 - Pending budget approval – Dec. 12
 - Tentative Q1 2020 deployment



IMT West Pilot

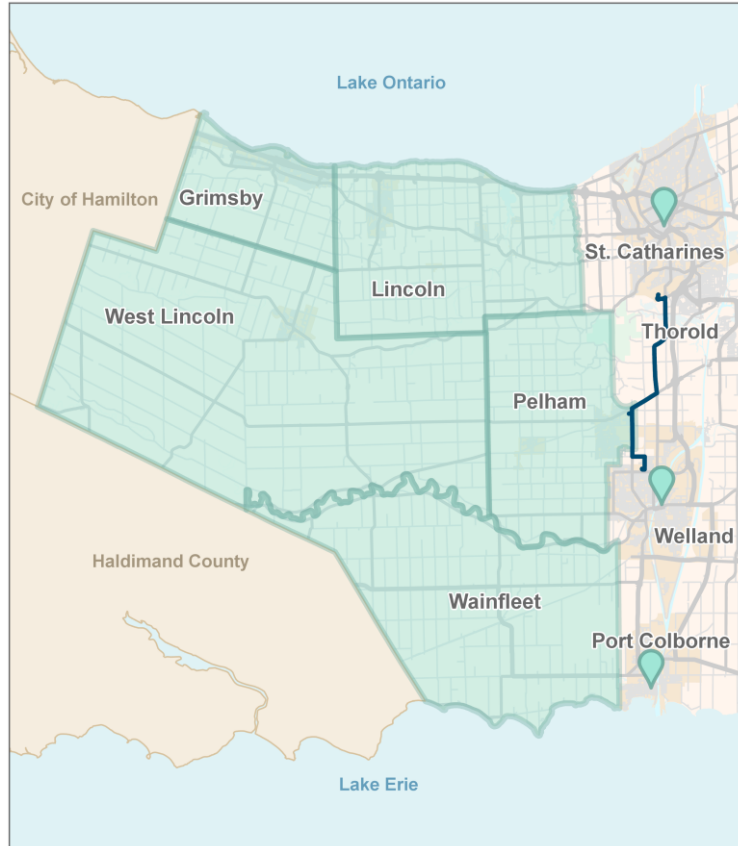
Purpose:

- Test feasibility of a fully on-demand system powered by Via

Vehicle requirements based on demand:

- Intra-municipal (Pelham Only) requires: **2 - 3 vehicles**
- Inter-municipal (IMT West) requires: **7 - 10 vehicles**
- Integrated: **7 - 10 vehicles** due to routing efficiencies

Connectivity



- From any origin in West Niagara to any destination in West Niagara
 - Including GO stations
- IMT connections in St. Catharines, Welland and Port Colborne
 - Access to existing NRT services
 - MCC to Brock and/or Niagara College (70A/75A)

Additional Considerations - TBD

- Service Parameters Define Costs
 - # of partnering municipalities
 - Hours per day (7:00 a.m. to 10:00 p.m.)
 - # of vehicles
 - Estimated fares
 - \$3.00 intra-municipal
 - \$6.00 inter-municipal
- Suggested pilot duration of one year, plus additional 12 month option
 - Reallocate resources from existing fixed-route transit
- Expected deployment April 2020

Next Steps

Model Confirmation

Approved by Regional Council - **Nov. 14** ✓

Pending Regional budget approval - **Dec. 12**

Establish local partnerships - **Dec. 2019**

01

Pelham Participation

Endorse staff report #XX

Partner with Niagara Region to deliver integrated on-demand transit service

Community engagement

02

Localization and Implementation

Finalize service design and prepare for implementation

Roll out applications and service for testing in preparation of launch

03

Continuous Optimization

Ongoing support to ensure targets are being reached

04

Questions?

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