

# Niagara Region Transit On-Demand

**Update Presentation to Public Works Committee**  
July 14, 2020

Robert Salewytch – Program Manager – Transit Services, Niagara Region

**MOVING  
TRANSIT  
FORWARD**

**CONNECTING MORE PEOPLE TO MORE POSSIBILITIES**

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# Agenda

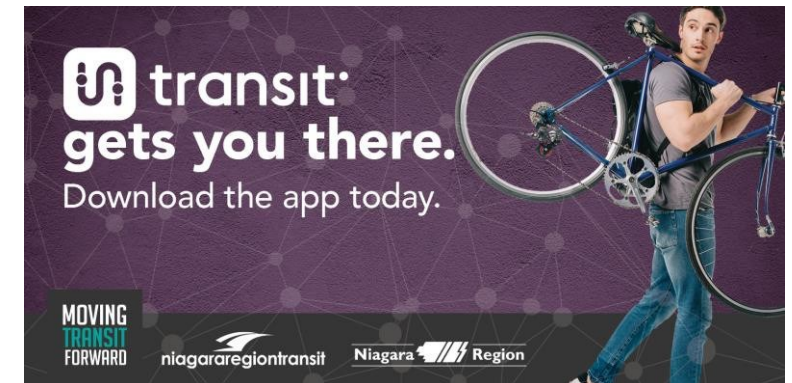
- Background
- Pilot Goals
- Service Parameters & Metrics
- Vehicles
- Branding
- Service App
- Local Engagement
- Timelines

# 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



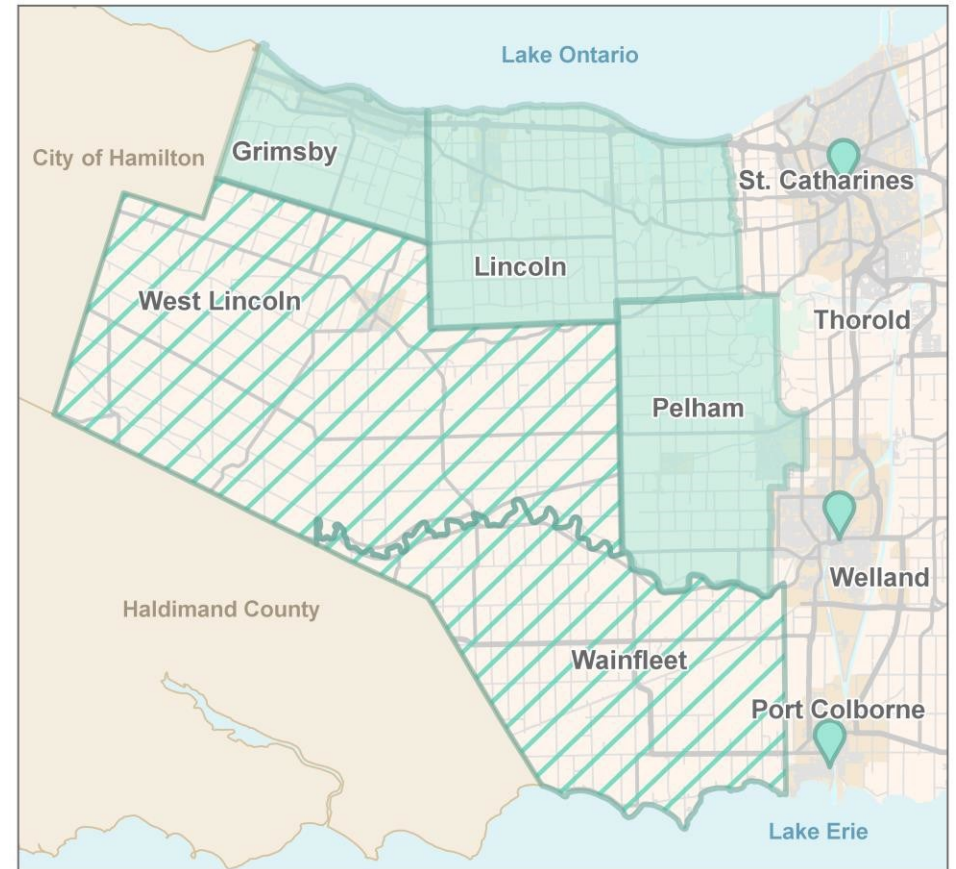
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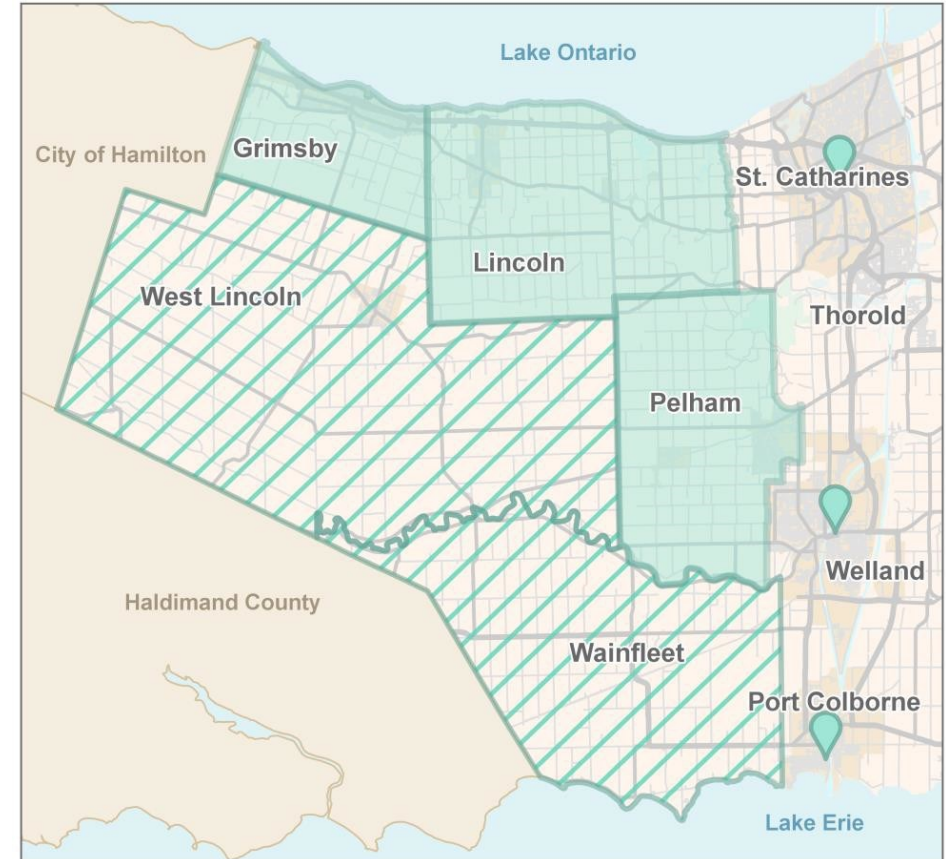
# Service Parameters

- 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

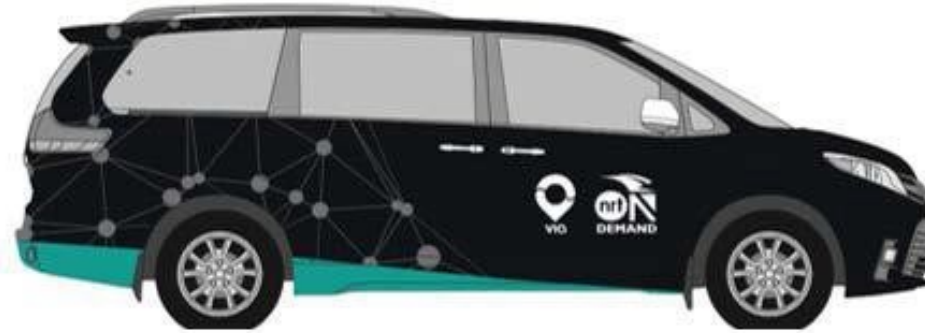


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# Branding – Vehicles



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# Branding – Phone App

App Launcher



Splash Screen



Onboarding Screen



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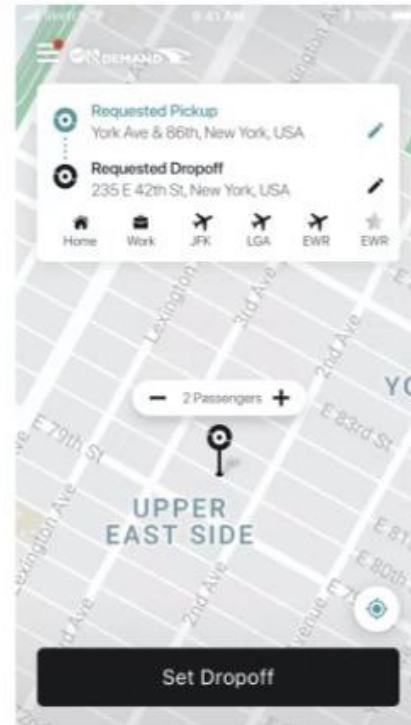
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# Phone App – How it Works

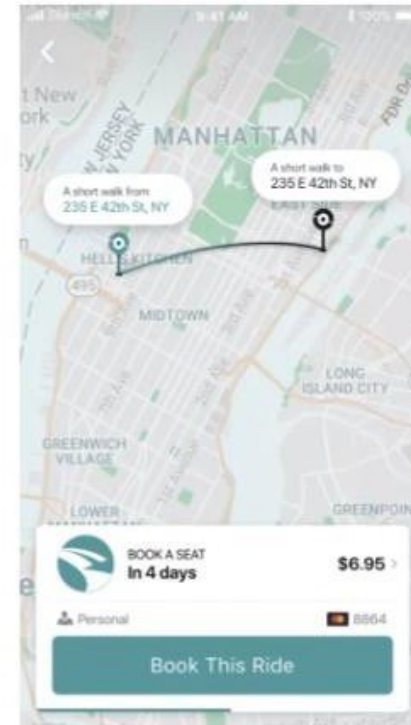
## Set Pickup



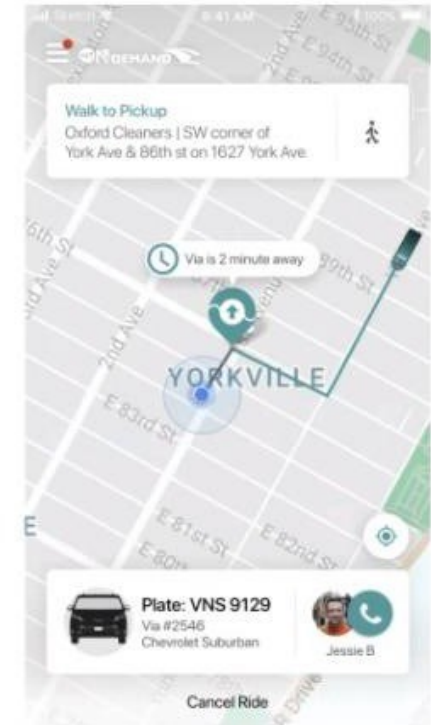
## Set Drop Off



## 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?

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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