

NRT On-Demand Renewal Update

Pilot Project Update - Town of Pelham

April 6, 2021

Robert Salewytsch – Program Manager – Transit Services, Niagara Region

**MOVING
TRANSIT
FORWARD**

CONNECTING MORE PEOPLE TO MORE POSSIBILITIES

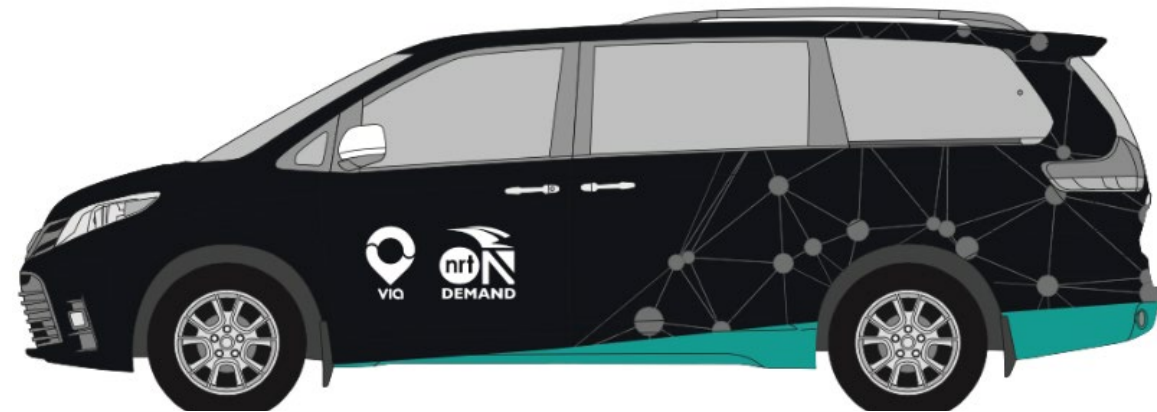
Niagara  Region

Agenda

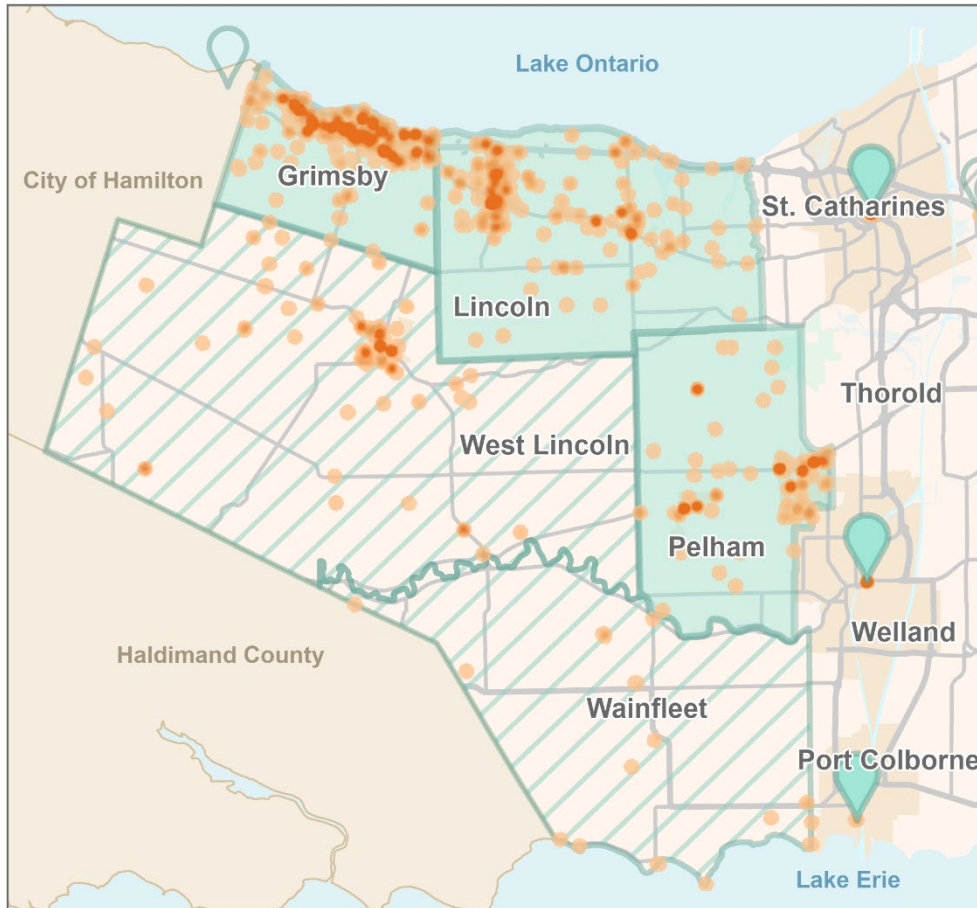
- Background
- Service Parameters
- Pilot Goals
- Metrics and Reporting
- Accessibility
- Local Engagement
- Pilot Renewal

Background

- 12 month pilot with option to extend for additional 12 months
- Municipal Contributors (pay for local service)
 - Grimsby, Pelham and Lincoln; Niagara-on-the-Lake
 - Pelham, Lincoln and Niagara-on-the-Lake all replaced local fixed route transit
- Service Types
 - Inter **and** intra-municipal trips
 - Grimsby, Lincoln, Pelham
 - Inter-municipal trips **only**
 - Wainfleet, West Lincoln
 - Intra-municipal trips **only**
 - Niagara-on-the-Lake



Specific West Niagara Service Parameters



- Service hours: 7am – 10
- Connection to nearest transit hub
 - St. Catharines Bus Terminal
 - Welland Bus Terminal
 - Port Colborne City Hall
- Future potential connections
 - Winona Crossing Shopping Centre

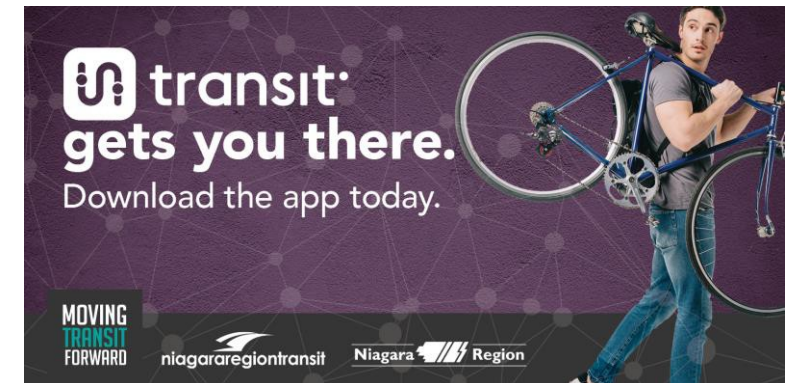
Specific Niagara-on-the-Lake Service Parameters

- Intra-municipal trips **only**
- Service Hours: 7 a.m. – 7 p.m.
- Connections to NRT
 - Niagara College – Glendale Campus
 - Outlet Collection Niagara



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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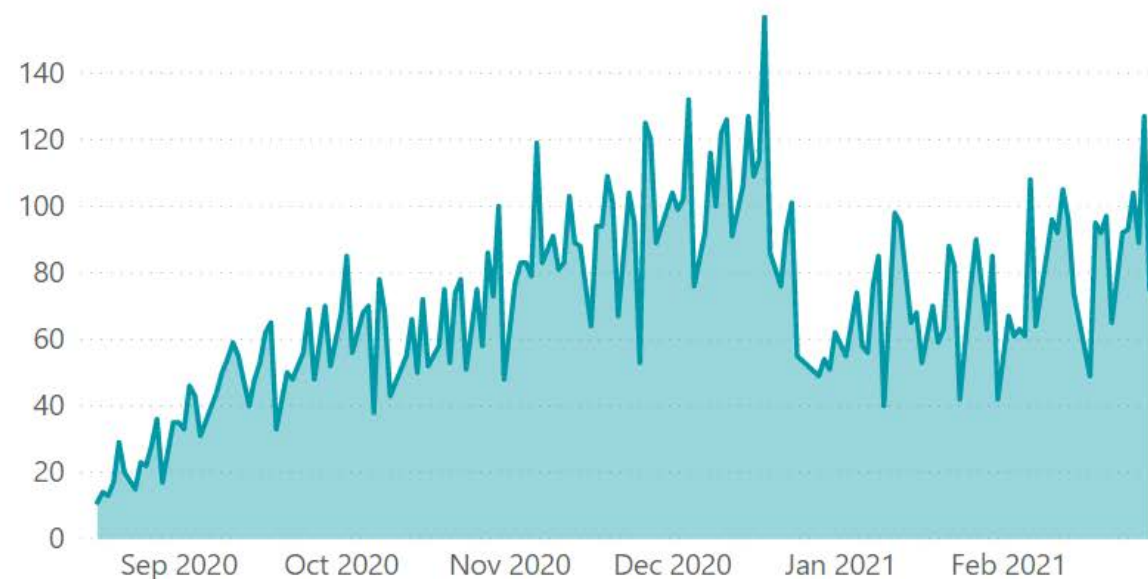
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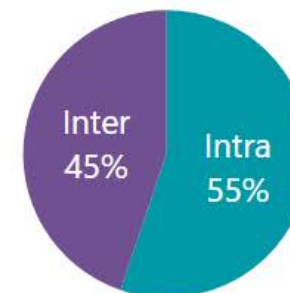
Metrics & Reporting - Overall



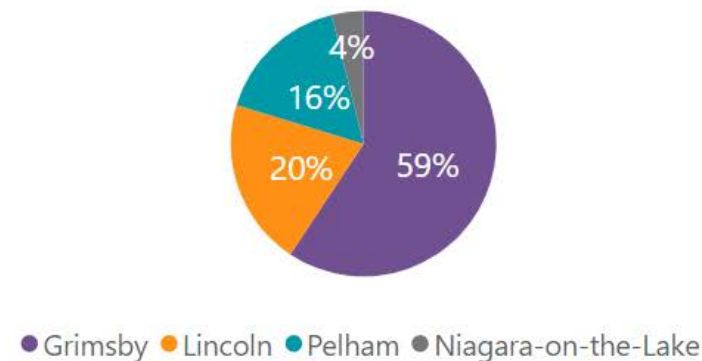
Ridership



Inter vs. Intra-Municipal Rides



Intra-Municipal Rides



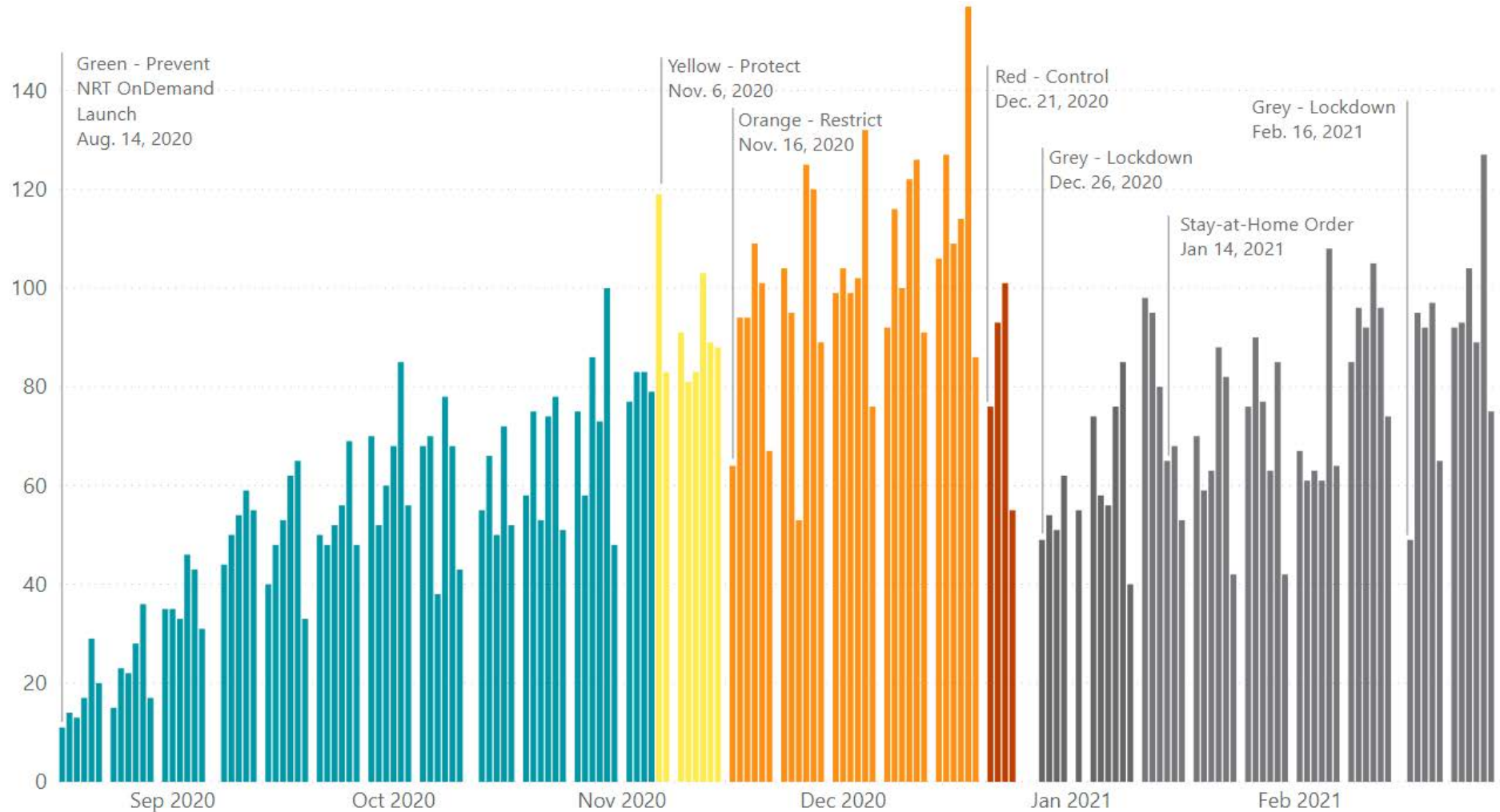
Data as of: 28/02/2021

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Metrics & Reporting – How Covid-19 Affects Ridership



Metrics & Reporting - Pelham

Number of Rides

1943

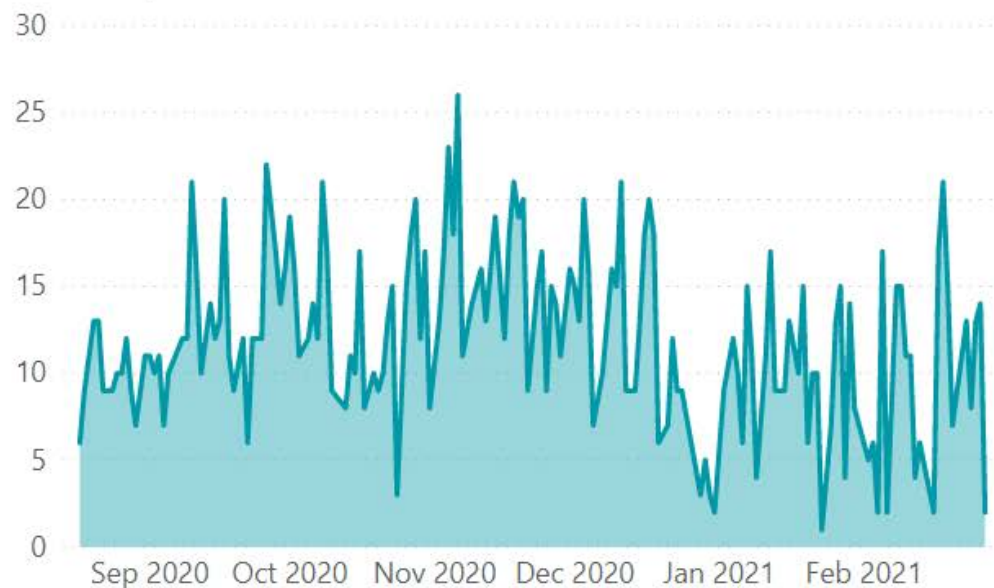
Number of Trips

1843

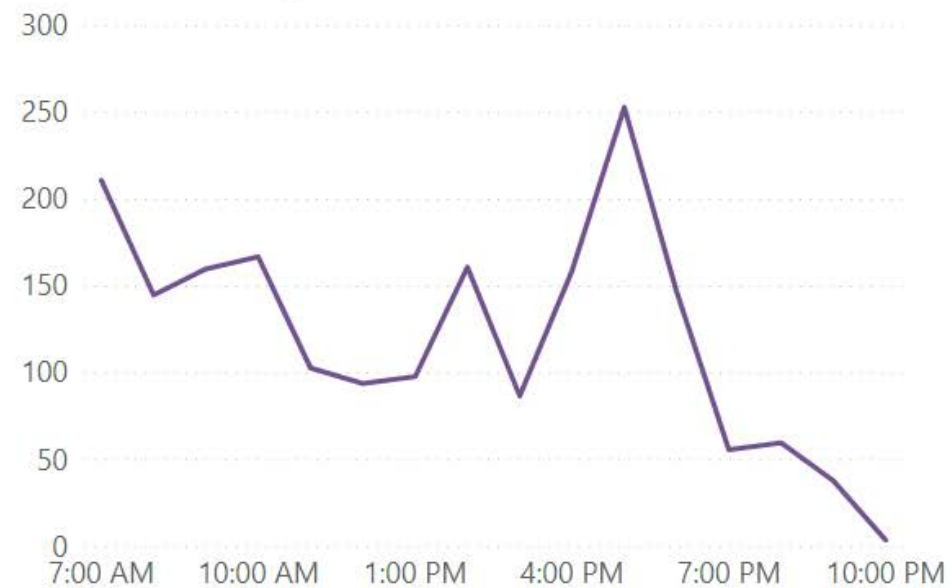
WAV Trips

0

Ridership



Ride Time of Day



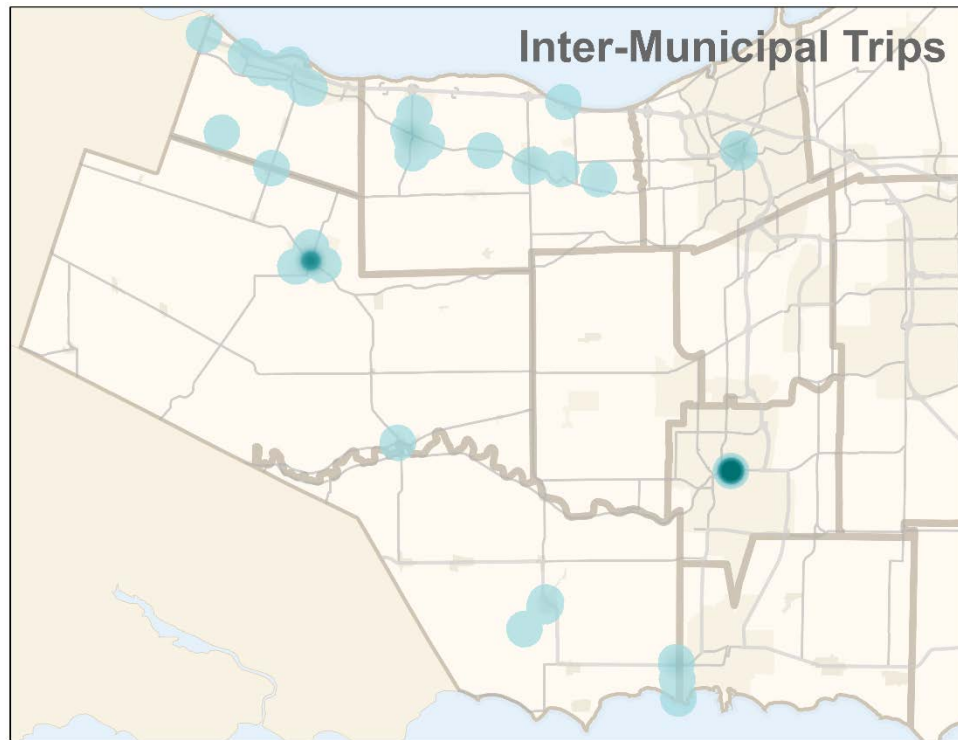
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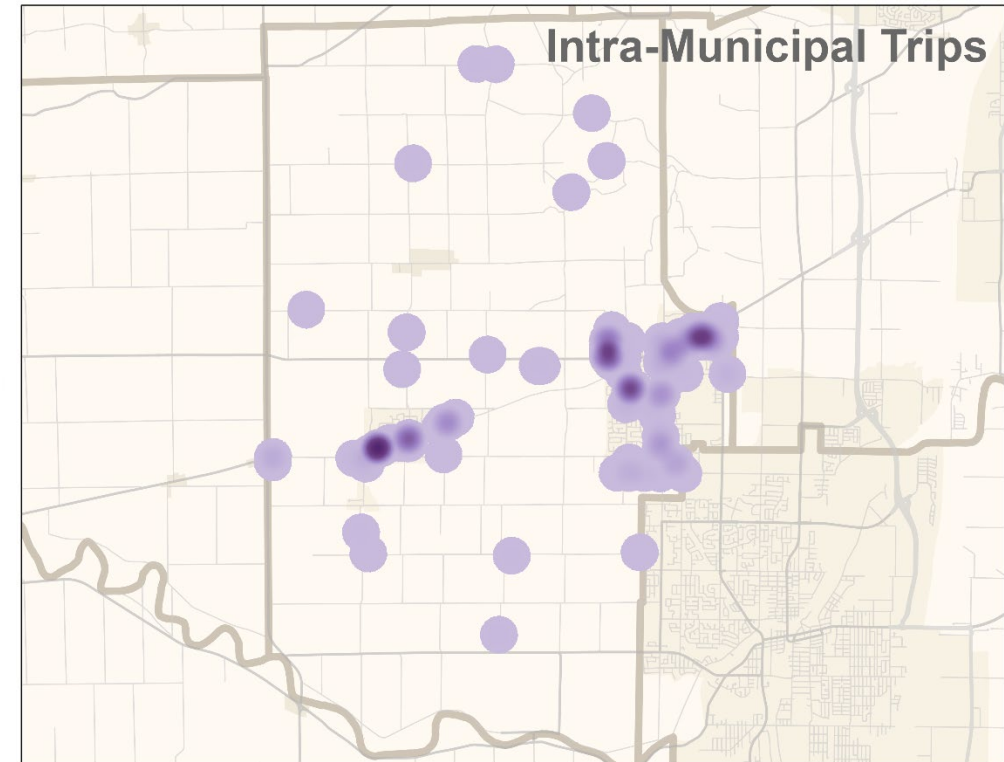
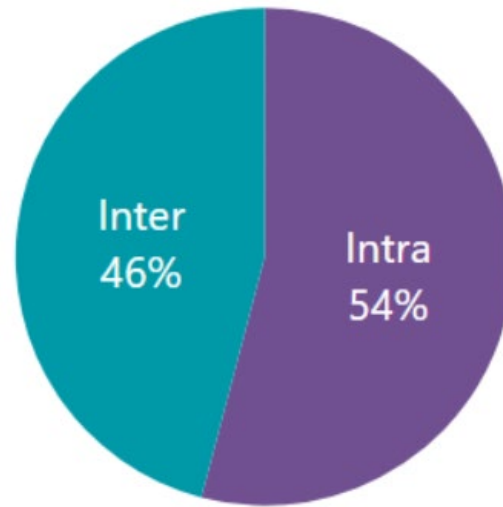
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Metrics & Reporting - Pelham



Where Origin = Pelham



Where Both Origin + Destination = Pelham

Data as of: 28/02/2021

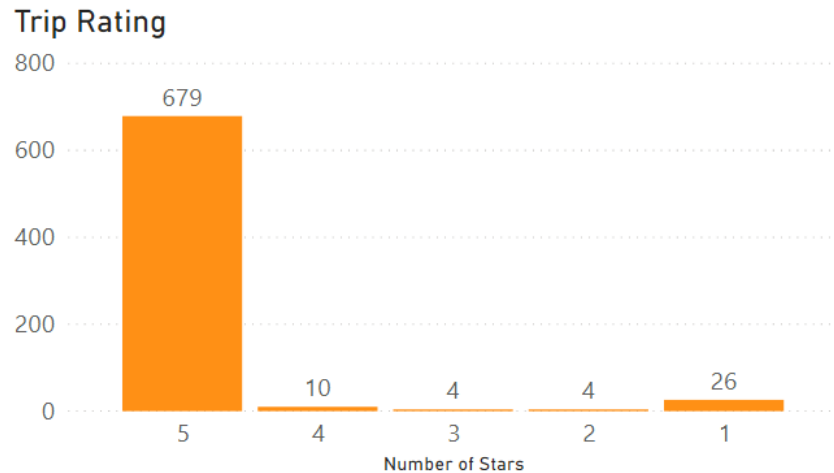
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Pelham Customer Feedback

- Mostly positive feedback
- No major trends in regards to areas of improvement, some items mentioned were:
 - Bicycle loading assistance
 - Drivers not wearing masks
 - Types of passes



“Excellent and safe driver!”

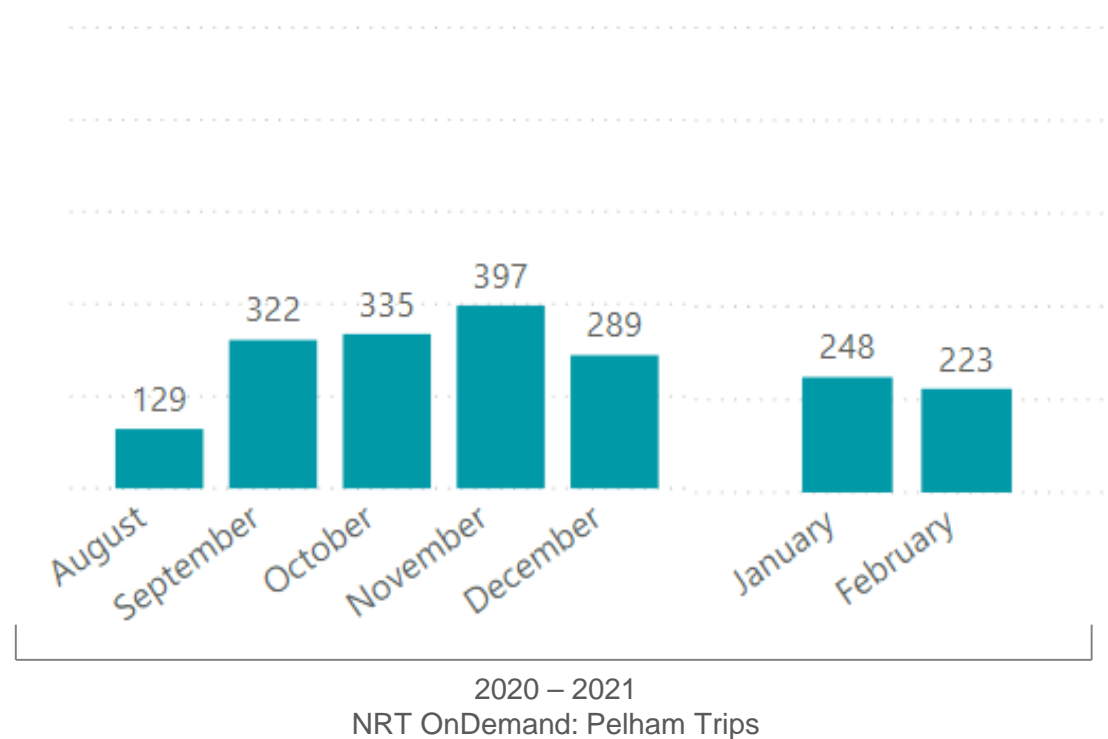
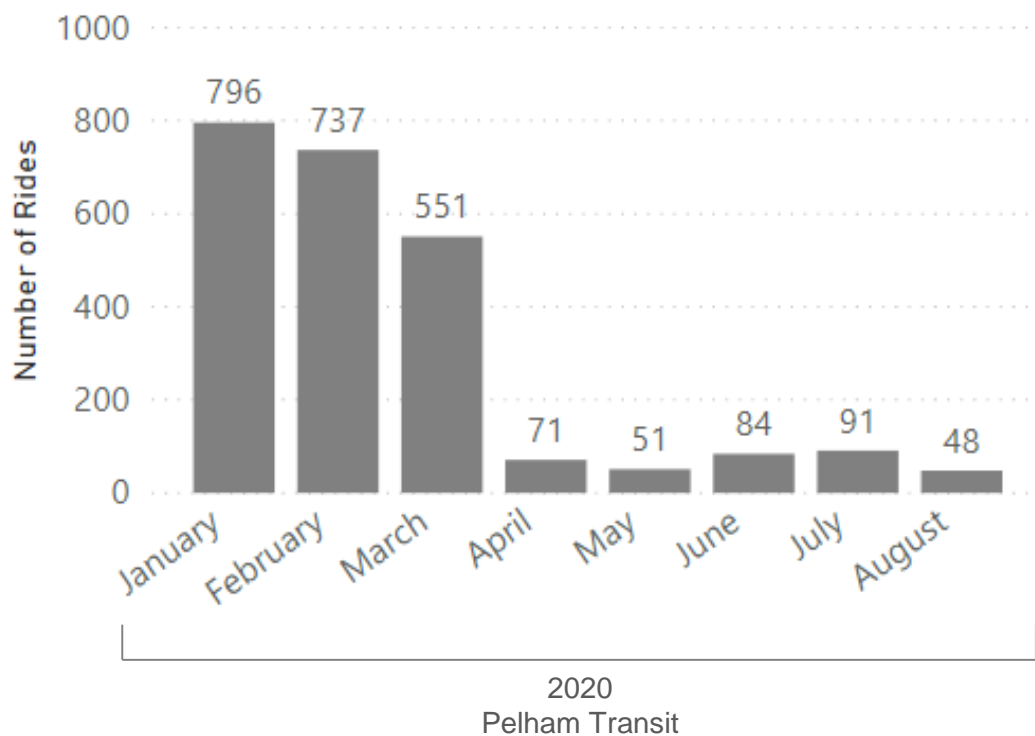
“Everything is great!”

“Great driver, very patient and very helpful!”

“Thank you for being so patient with my grandfathers ride! It means a lot, as he is 92 and is slow moving in the mornings. We appreciate your patience!!”

“The best!”

Metrics & Reporting - Comparison



Accessibility

- Same day booking
- App/Digital and Phone booking and payment options
- Elimination of the need for applications
- Co-mingling of specialized passengers and non-specialized passengers

Local Engagement

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

Pilot Renewal

- Memorandum of Understanding provides groundwork for renewal (Section 2.4b)
 - “Niagara Region and Lincoln shall have the right by mutual agreement to renew this Agreement for a further one year term commencing on the anniversary of the Launch Date...”
- Supports future expansions/improvements
 - Winona Crossing Shopping Centre – coming soon!
 - Service expansions?
 - Web portal for bookings?
 - Pre-booking of trips?

Questions?

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