

A background graphic featuring a network of interconnected nodes and lines, resembling a molecular or digital structure. The nodes are represented by circles of varying sizes, and the lines are thin and light gray. The overall color scheme is dark gray with teal accents.

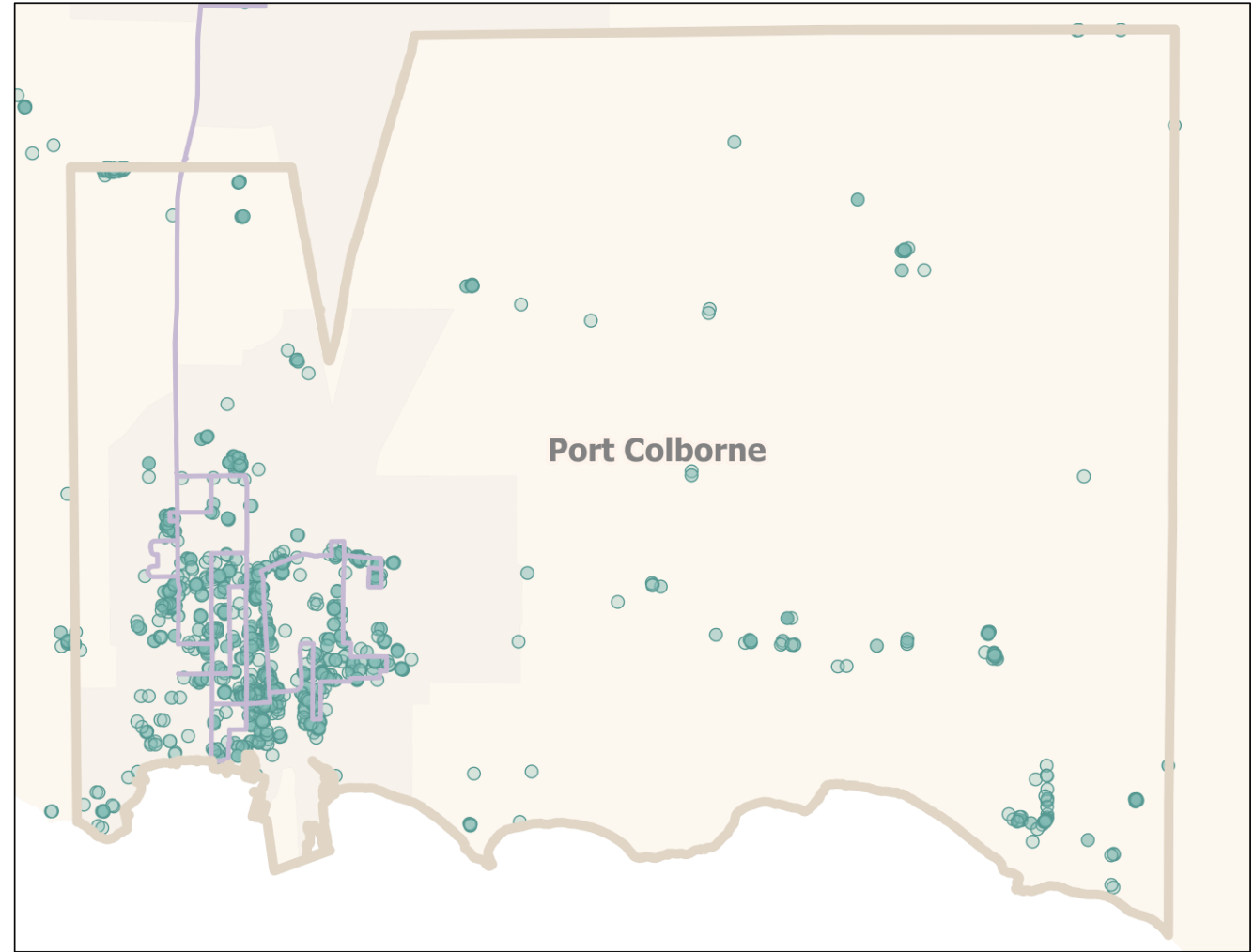
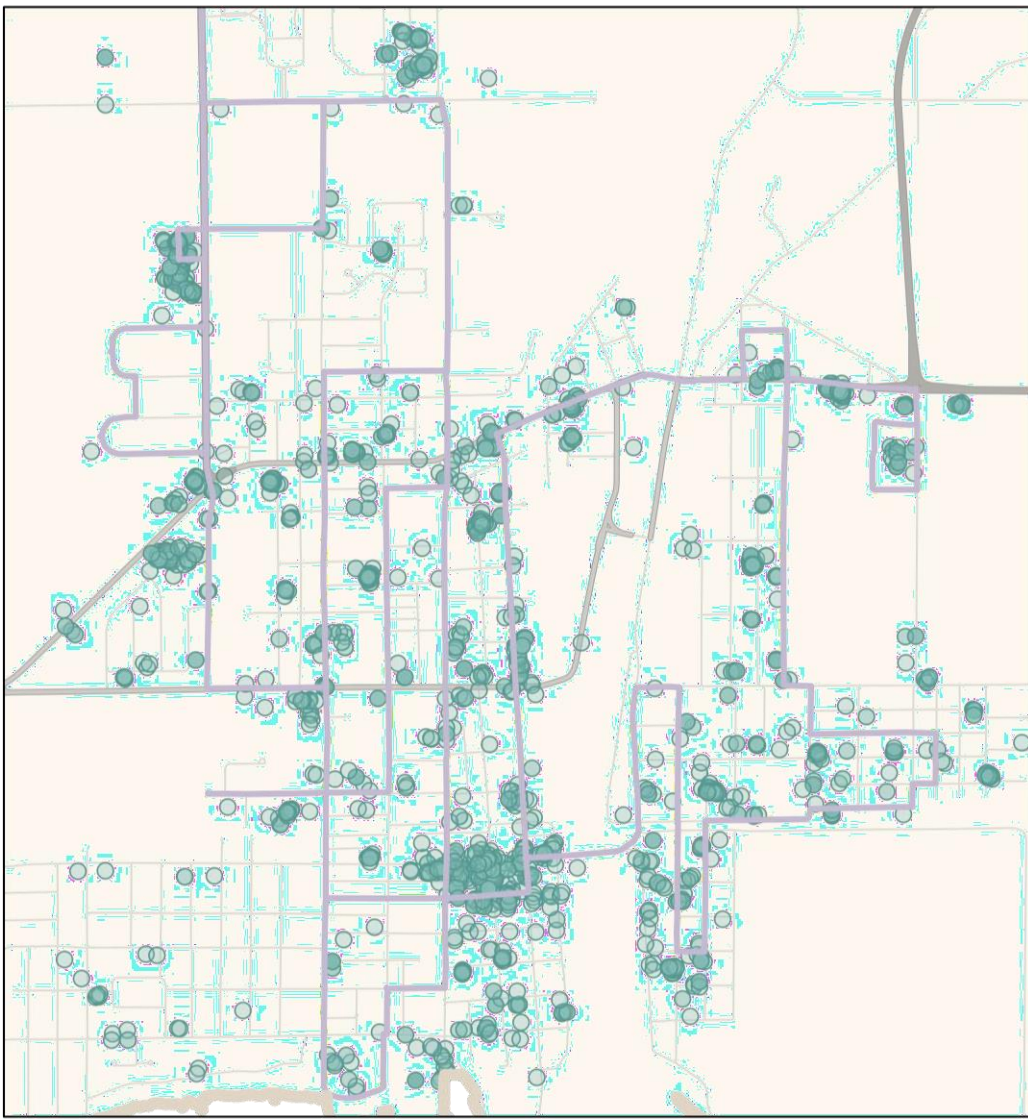
MOVING TRANSIT FORWARD

NRT OnDemand in Port Colborne
October 11, 2022

CONNECTING MORE PEOPLE TO MORE POSSIBILITIES

A Strong Start

- PC ridership increased from 550 to 736 (35%) from May to June 2022
- ~28% of all trips get rated
 - 92.6% of those ratings are 5-star
 - 95.5% of rated WAV trips are 5-star
- 45% of all WAV trips (rated and non-rated) are 5-star
- PC has completed 14% of all system-wide WAV trips since January
- 79% of trips booked through the app (vs 90% system-wide)
- ~19% of trip requests are not accepted in PC (rider choice)
- PC – 40% Inter, 60% Intra (vs 42%, 58%)



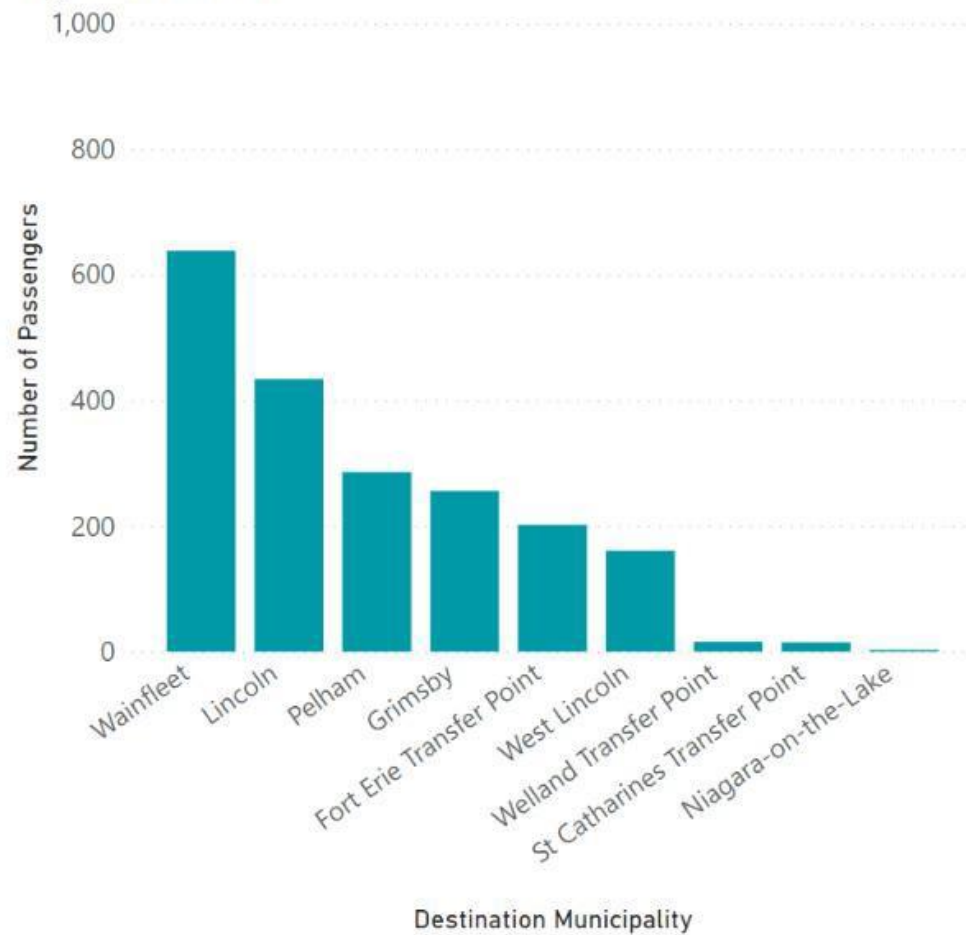
**MOVING
TRANSIT
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CONNECTING MORE PEOPLE TO MORE POSSIBILITIES

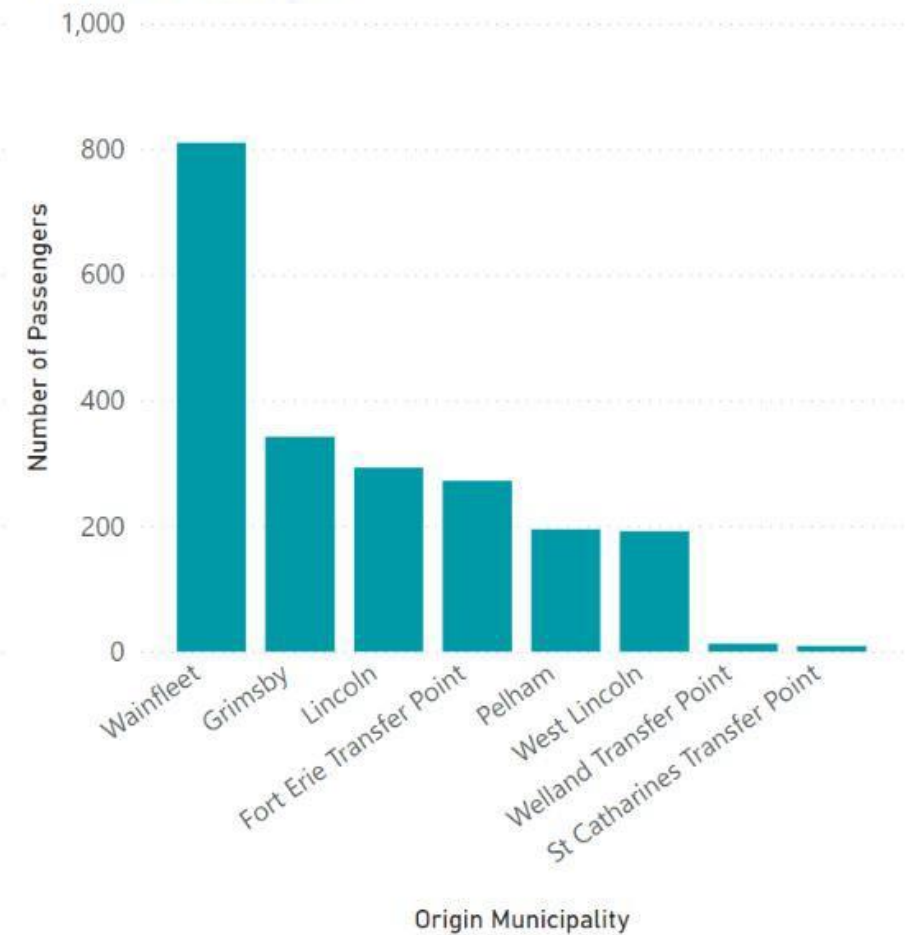
Niagara  Region

Connecting to Our Neighbours

Origin: Port Colborne



Destination: Port Colborne



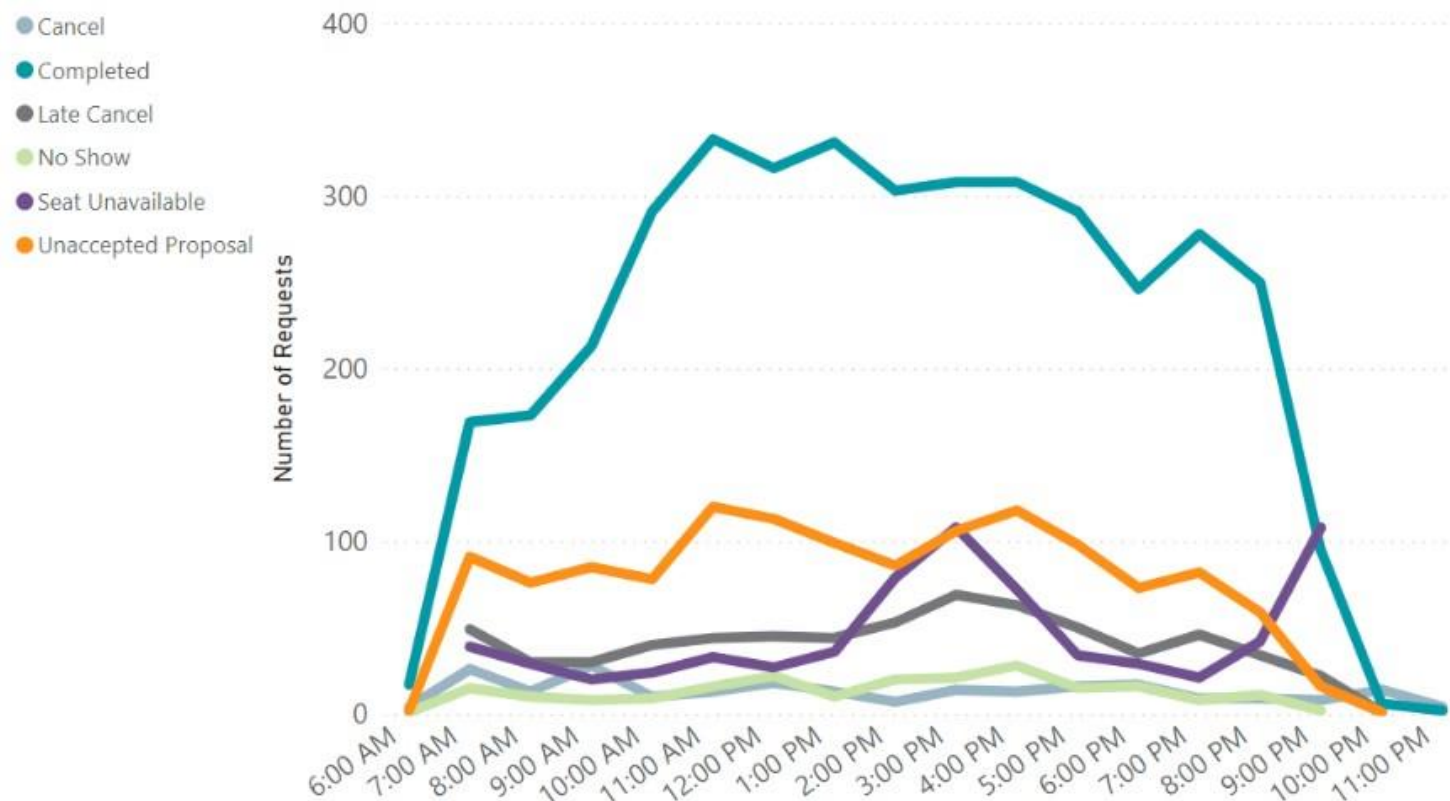
Things We've Heard (that weren't good)

- **Pre-booked trip cancelations + no ability to rebook**
- **Long wait times (40+ minutes) during peak periods (3-5pm)**
 - **Current vs. proposed**
- **Vehicle Unavailable Messages during peak periods (3-5pm)**
 - **WAV trips unavailable**
- Challenges booking trips for riders with no email or phone number
- Verbal communication challenges with Via CSRs
- Pick-ups at the wrong location
- Vans running out of fuel + Gas Card Issues (Petro Canada only)
- Ridership – changing usage; new vs old riders

Peak Period (2-5pm)

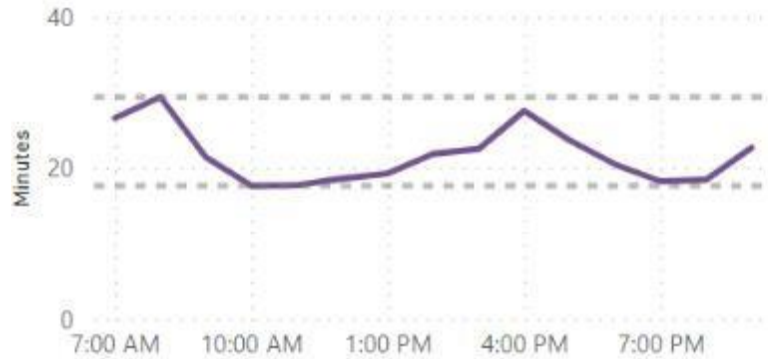
- Peak Demand
- High rate of late cancelations
- Wait times increase
- Seat unavailability incidents increase

Port Colborne Origin Trips - Request Status by Request Time

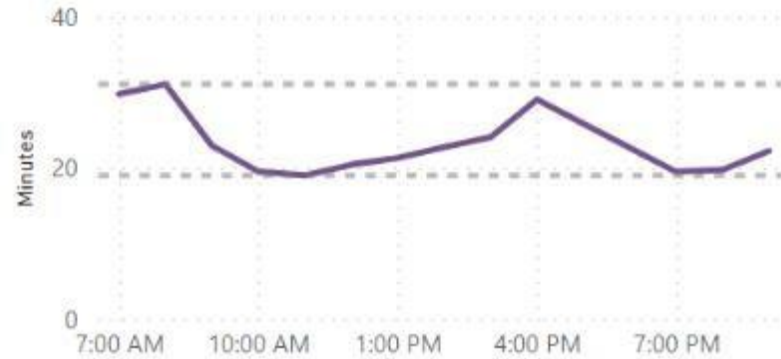


Average Wait Times

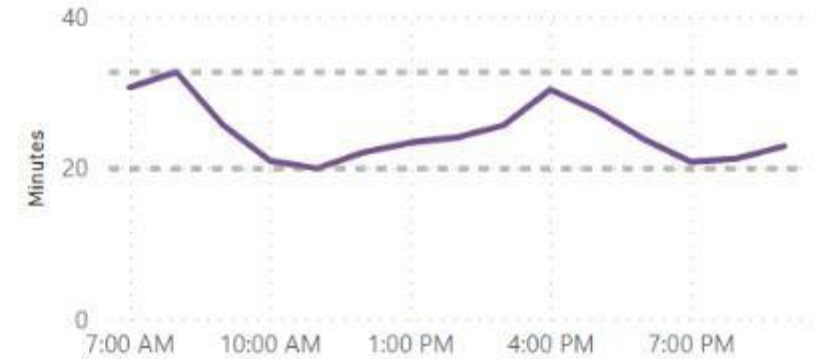
INTRA Port Colborne Intra-Municipal Trips - Average Wait Time by Time of Day



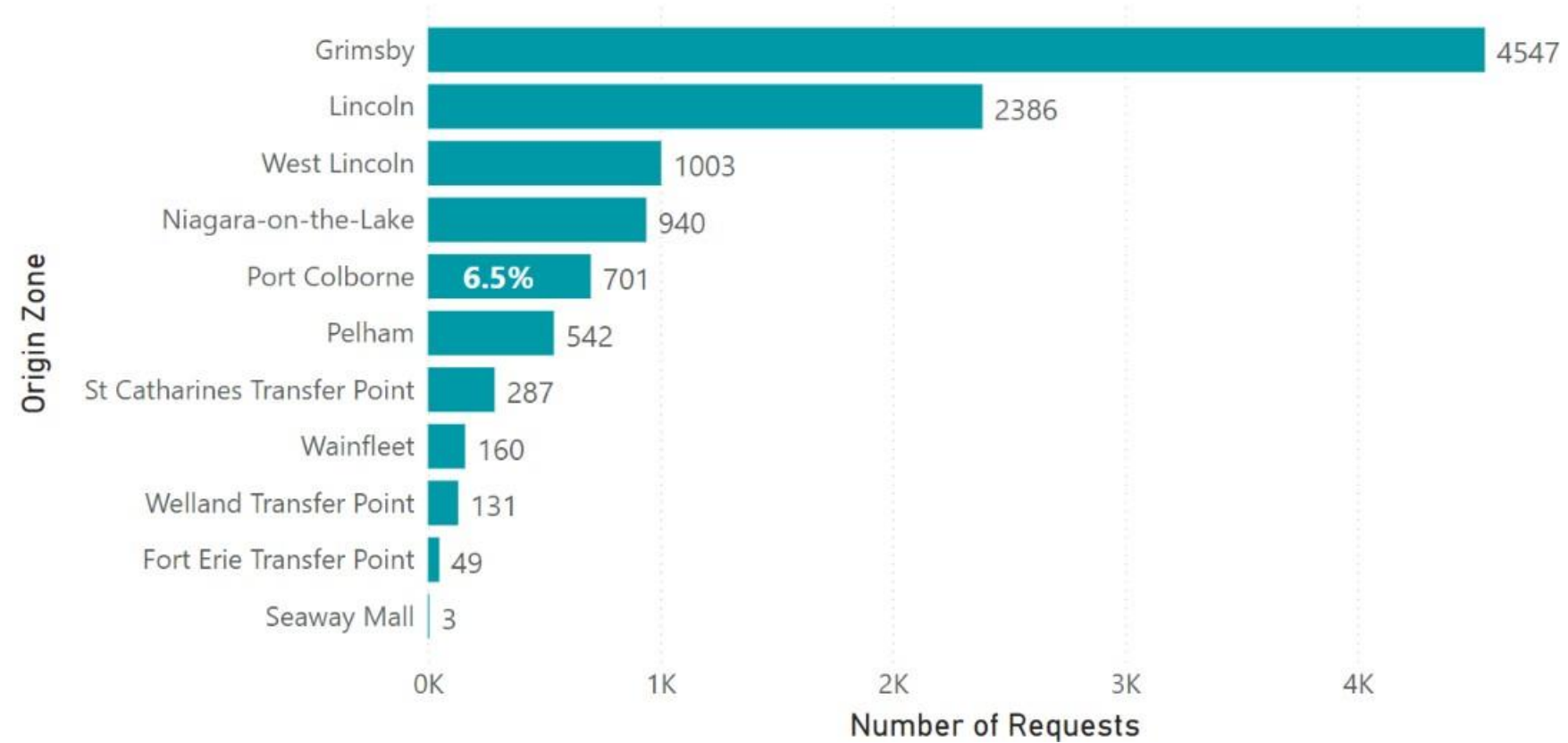
Port Colborne Origin Trips - Average Wait Time by Time of Day



All Port Colborne Trips - Average Wait Time by Time of Day



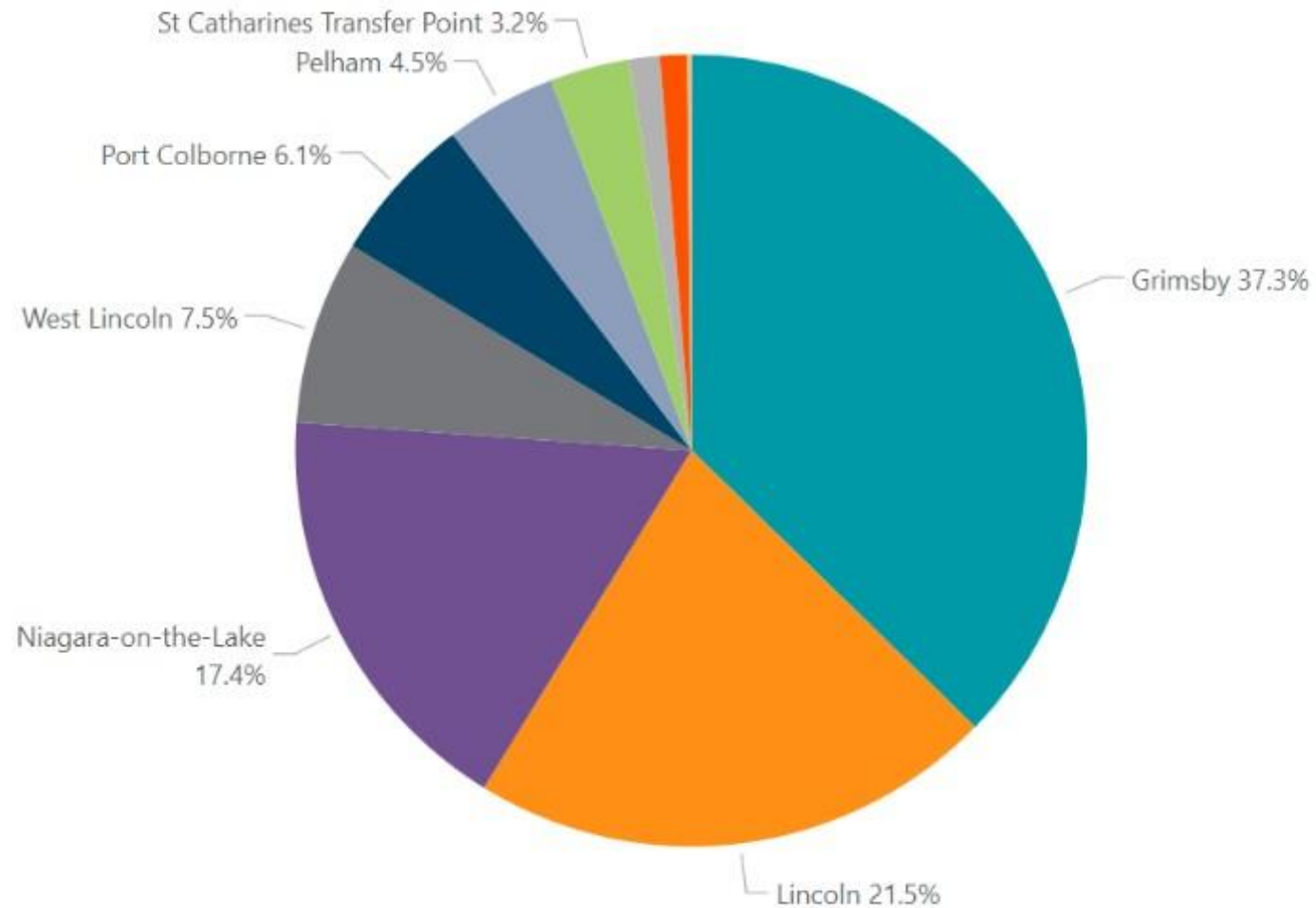
Seat Unavailable



Trip Requests by Status (Jan-Sept 2022)

Origin Zone	Cancel	Completed	Fleet Cancel	Invalid	Late Cancel	No Show	Other Error	Seat Unavailable	Unaccepted Proposal	Total
Fort Erie Transfer Point	8	101			15	24	2	49	52	251
Grimsby	1105	24185	21	4	4349	804	40	4547	8302	43357
Lincoln	776	13921	16	6	2732	518	10	2386	5095	25460
Niagara-on-the-Lake	546	11253	6		812	140	8	940	2739	16444
Pelham	243	2935	2	2	446	76	6	542	1387	5639
Port Colborne	237	3934	4		655	213	7	701	1304	7055
Seaway Mall	1	13			2	1		3	7	27
St Catharines Transfer Point	180	2094	2	2	233	54	2	287	698	3552
Wainfleet	93	818		1	127	30	3	160	280	1512
Welland Transfer Point	28	713			102	24	1	131	285	1284
West Lincoln	350	4866	1	1	965	119	5	1003	1696	9006
Total	3567	64833	52	16	10438	2003	84	10749	21845	113587

Completed Requests by Origin Municipality



Changes We've Made

- Modifications to vehicle lay-by/recovery locations (summer ridership increase)
- Regarding Pre-booked Rides being Canceled
 - Manually redistributing rides affected by a vehicle/driver outage
 - Developing an automated process for rider redistribution
 - Agent retraining on processes for rebooking and/or notifying affected riders
- Revised Messaging for Drivers Regarding Fueling
 - Petro/Sunoco – Sunoco in PC valid refueling location
- Added support from North American based agents during peak times call times
- Via conducting internal driver analysis

Areas of Improvement (Port Colborne)

- Reduce % of trips booked through agents and/or that require PC staff to assist
 - Redirect complaints and general inquiries to Regional Staff – 905-980-6000 ext. 3550 or via email transit@niagararegion.ca
 - Redirect trip bookings to Via staff - 1-833-715-2061
 - Public use iPads at City Hall and Library to allow clients to self-service
- Additional software changes to redistribute vehicles during layover or recovery time
 - Another round recently made (positive ridership impacts during the summer)

Service-wide Improvements

- WCAG 2.1 Accessibility – Late 2022
- Revised Booking Process – Late 2022
- Adding an “Arrive By” Feature – Late 2022
- Web Portal for Bookings – Late 2022
- Streamline the Pre-Booking Process – Early 2023
- Onboard Payment Technology – Early 2023
- Integration with Transit App – Early 2023
- Service Review – Early/Mid 2023

Niagara Transit Commission Timelines

- Fare Alignment & Technology Harmonization – January 2023
- Sunday and Holiday Service – September 2023/24
- Potential for Additional and/or Larger Vehicles – 2023/24
- Potential Service Mergers - 2024
 - NST with local specialized/paratransit services
 - On-Demand services across Niagara (NRT + STC + WEL + FE)
 - Specialized and on-demand into a blended service
- Potential In-house Services for On-Demand & Specialized – 2024/25
 - Customer Service
 - Vehicle Ownership - Maintenance, Cleaning, Fueling, Storage, Fleet Size
 - Unionized Drivers?

Questions?

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