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The Corporation of the Town of Niagara-on-the-Lake Information Report to Council

SUBJECT: OnDemand Transit Metrics for June 2022
REPORT #: OPS-22-029
DATE: August 22, 2022
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BACKGROUND INFORMATION

The purpose of this report is to inform Council of the NRT OnDemand Service metrics for the Town of Niagara-on-the-Lake during June 2022.

NRT OnDemand is a ride-sharing option that uses smartphone technology and dedicated vehicles to provide trips within the service boundaries. It doesn't operate on a fixed route like conventional transit services. Instead, it lets riders request trips in real-time through the mobile application or over the phone by selecting a pickup point and destination.

NRT OnDemand Service Metrics for Niagara-on-the-Lake, as of June 30, 2022, is shown in **Appendix I**. In June 2022, 1511 rides were made within the municipality, bringing the total number of rides to date to 10,504 since the service first launched.

June 2022 was the highest recorded month of rides made since the service began and the sixth full month of operation of expanded service to include the entire municipality.

The Average Wait Time noted for those requesting a ride was 12.21 minutes.

95.6% of users have provided a trip rating of 5-out-of-5.

In addition to expanding services across the municipality, further enhancements have been made to improve the rider experience. For example, riders can now pre-book trips the day before their desired ride (up until 10 p.m. the night before). This pre-booking can be done through the app, or those without access to a smartphone can call to pre-book a ride. Additionally, service hours have been expanded to 10:00 p.m. Monday to Saturday, effective late June.

85% of users use the mobile application as the booking method, while 15% use an agent. 89% of users use the On-Demand service for booking type, while 11% use the pre-booking service.

Attached as **Appendix II** are statistics provided by Niagara Region for West Niagara as of June 30, 2022.

Town staff acknowledge the feedback from the July COTW General meeting to include the Town of Niagara-on-the-Lake in the summary chart on page 1 of **Appendix II**. Town staff are working with the Niagara Region on possible inclusion in future reports.

NEXT STEP / CONCLUSION

The Town's Operations Department will continue to update Town Council monthly regarding the NRT OnDemand Service metrics when received from Niagara Region.

ATTACHMENTS

- **Appendix I** – NOTL NRT OnDemand Service Metrics - Year 2 - 2022-06-30
- **Appendix II** – NRT OnDemand Dashboard - Year 2 - 2022-06-30