

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

**SUBJECT:** OnDemand Transit Metrics for July 2022  
**DATE:** 2022-09-19  
**REPORT #:** OPS-22-039  
**PREPARED BY:** Mike Komljenovic  
**DEPARTMENT:** Operations

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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 July 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 July 31, 2022, is shown in **Appendix I**. In July 2022, 1864 rides were made within the municipality, bringing the total number of rides to date to 12,368 since the service first launched.

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

The Average Wait Time noted for those requesting a ride was 12.47 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.

86% of users use the mobile application as the booking method, while 14% 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 July 31, 2022.

Town Staff acknowledge the feedback from the July Committee of the Whole - General meeting requesting the Region include the Town of Niagara-on-the-Lake in the summary chart on page 1 of **Appendix II**. Town Staff have confirmed with Regional Staff that the Town is not included in that chart because all trips start and end within the boundaries of NOTL with dedicated vehicles.

### **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 - 2022-07-31
- **Appendix II** – NRT OnDemand Dashboard - Year 2 - 2022-07-31