

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

SUBJECT: OnDemand Transit Metrics for October 2022
DATE: 2022-12-13
REPORT #: OPS-22-053
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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 October 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 October 31, 2022, is shown in **Appendix I**. In October 2022, 2,203 rides were made within the municipality, bringing the total number of rides to date to 18,572 since the service first launched.

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

The Average Wait Time noted for those requesting a ride was 13.53 minutes.

94.3% of users who have provided a trip rating for the month have provided a rating of 5-out-of-5.

In addition to expanding services across the municipality, further enhancements were made to improve the rider experience. For example, riders can 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 were expanded to 10:00 p.m. from Monday to Saturday, effective late June 2022.

88% of users use the mobile application as the booking method, while 12% use an agent. 92% of users use the On-Demand service for booking type, while 8% use the pre-booking service.

Attached as **Appendix II** are statistics provided by Niagara Region for West Niagara as of October 31, 2022.

NEXT STEP / CONCLUSION

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

ATTACHMENTS

- **Appendix I** – NOTL NRT OnDemand Service Metrics - Year 3 - 2022-10-31
- **Appendix II** – NRT OnDemand Dashboard - Year 3 - 2022-10-31