

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

**SUBJECT:** OnDemand Transit Metrics for April 2022  
**REPORT #:** OPS-22-020  
**DATE:** June 13, 2022  
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**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 April 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 April 30, 2022, is shown in **Appendix I**. In April 2022, 1050 rides were made within the municipality, bringing the total number of rides to date to 7,688 since the service first launched.

April 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 11.98 minutes.

96.6% 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.

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 April 30, 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 2 - 2022-04-30
- **Appendix II** – NRT OnDemand Dashboard - Year 2 - 2022-04-30- 2022-04-30