

A network diagram background consisting of a series of interconnected nodes and lines, creating a web-like structure. The nodes are represented by small circles, and the lines are thin, light-colored lines connecting the nodes. The overall color scheme is dark gray and teal.

MOVING TRANSIT FORWARD

Presentation to Town of Pelham | Council

October 21, 2019

CONNECTING MORE PEOPLE TO MORE POSSIBILITIES

Agenda

- IMTWG Milestones
- IMTWG Workplan
- IMT West Expansion
- IMT West Deployment Options
- On-Demand Benefits
 - Providers
 - Users
- Linkages to Local Transit
- Next Steps



Inter-Municipal Transit (IMT)

- Routes travelling between municipalities
- Primarily provided by Region (non-exclusive)
- 'Hub-to-hub' connections

Niagara Region Transit (NRT)

- Operates defined IMT service
- 700,000 riders/year
- 135,000 revenue service hours
- 28 fleet vehicles
- Service delivery contracted by Region to local transit providers (WL, STC, NF)

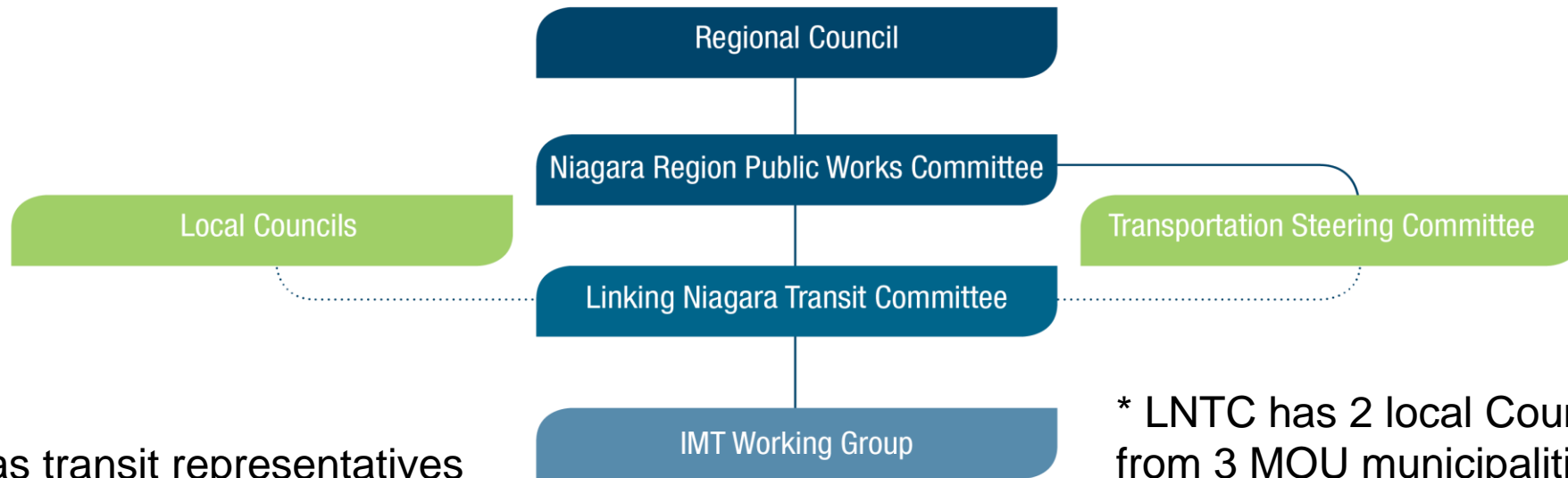


Key IMT Milestones

2011-2017	NRT IMT pilot service
Feb. 2017	<i>Niagara Transit Service Delivery and Governance Strategy Report</i> (Dillon Consulting, “Dillon Report”)
June 2017	Unanimous ‘triple majority’ achieved
Dec. 2017	Unanimous transit MOU (STC/NR/NF/WE)
May 2018	Unanimous 3-year ext. of NRT service
Sept. 2018	IMT Service Implementation Strategy approved by PWC
Feb. 2019	Regional Budget: historic investments (separate 1.4% levy)
Sept. 2019	Significant service hour increase; now ~135,000 hours/year



IMT Reporting Structure



* IMTWG has transit representatives from all 13 municipalities

* LNTC has 2 local Council members from 3 MOU municipalities + 4 Regional Councillors (10 total members)

Working Together: What We've Achieved

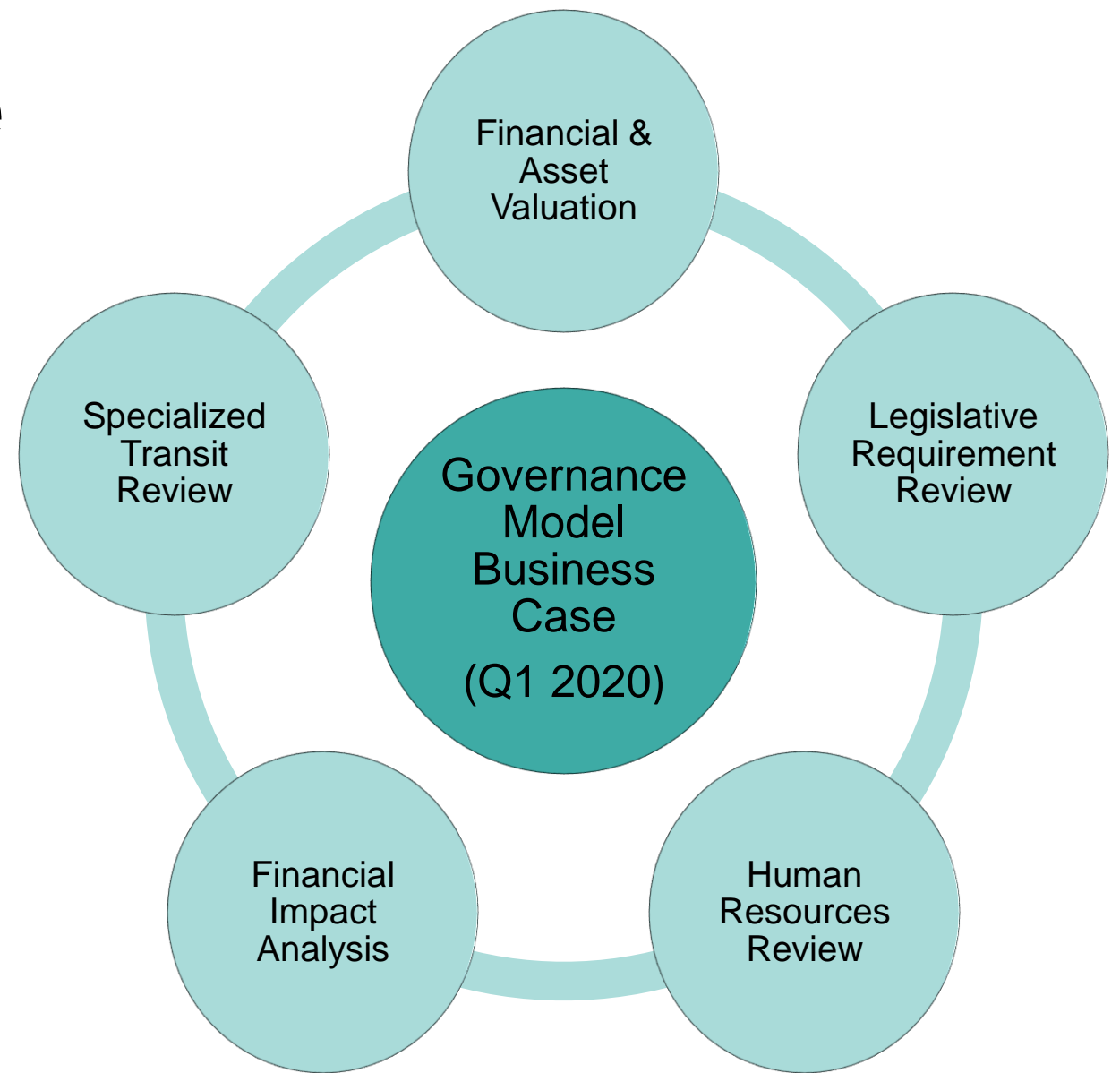
LNTC/IMTWG focused on customer-facing system improvements:

- 3-year NRT operating extension – now 'permanent' service with triple majority
- Post-secondary student union contracts (U-Pass agreements)
- Substantial NRT service enhancements – New Pelham Connection!
- A single mobile platform
- Common Customer Service Policies
- Distinct route numbers to avoid customer confusion
- Integrated on-board technology to single provider
- Consolidated after hours customer service provider
- “Moving Transit Forward” public awareness campaign



Transit Governance

- Initiated October 2019
- CAO Working Group leading – direct report to LNTC
- Consultants: Optimus SBR + Left Turn, Right Turn
- Business Case complete Q1 2020

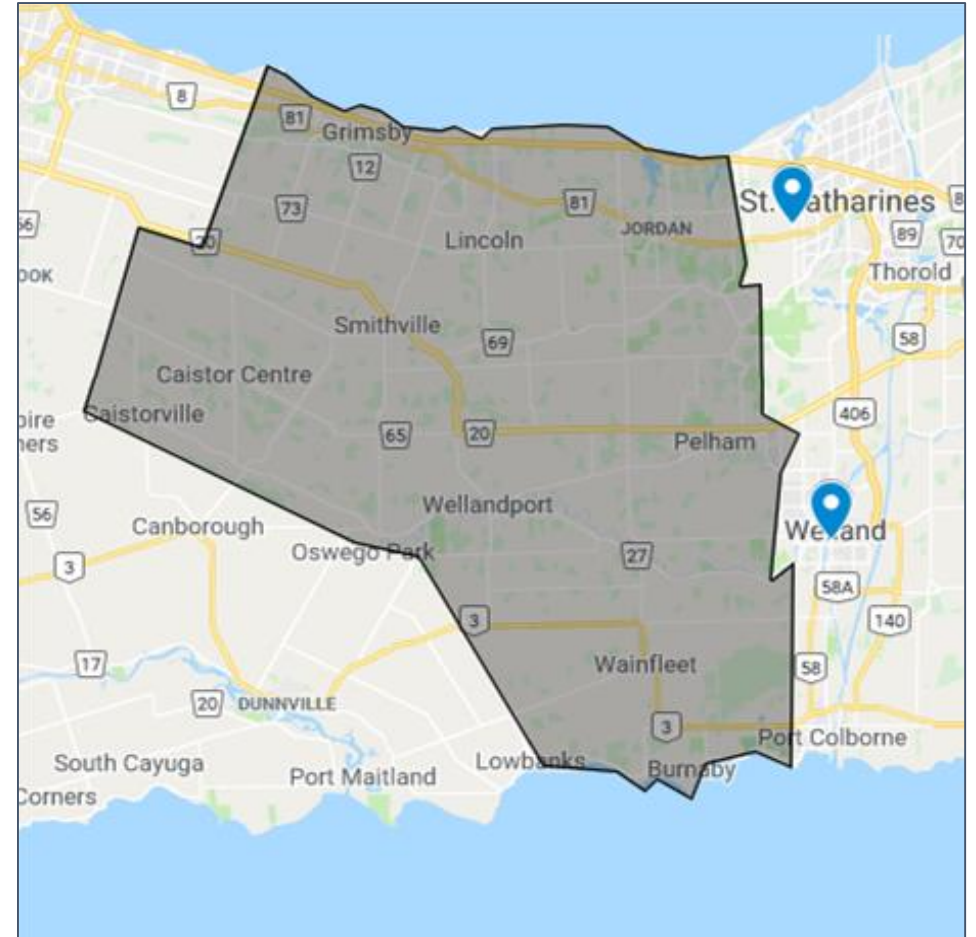


Moving Transit Forward: Where We're Going

- Rationalization of remaining duplicate IMT post-secondary routes (2019) ✓
- Upload of Port/Fort Link routes to Region (2019) ✓
- Introduce new West Niagara transit connection (2020)
- Pilot dynamic transit services for low-demand areas (2020)
- Improved connections to GO Train service (2020)
- New or enhanced amenities such as Wi-Fi, bus shelters, etc. (2020)
- Sunday and Holiday Service (2020)
- Options for integrated customer call centre
- Harmonized fare structure; integrated mobile payment technology (2021)

IMT West Expansion

- Connectivity:
 - Existing transit network
 - GO Transit stations
- Seamless rider experience
- Identified in Regional budget for Q1 2020 deployment



IMT West Deployment Options

- Fixed Route
 - Point-to-point connections between urban centres and GO hubs
 - Limited daily trips
 - Smaller vehicles
- On-Demand
 - IMTWG coordinating modelling simulation – completion by Fall 2019
 - Variety of deployment strategies and service parameters including:
 - Areas of coverage
 - Types of vehicles used
 - Anticipated rider wait times
 - Connectivity to existing transit

On-Demand Benefits - Providers

- Flexible deployment strategies (scalable)
 - Software as a Service (SaaS) → Transportation as a Service (TaaS)
- Maximizes coverage areas
- Cost containment
- Significantly increased ridership
- Operating model flexibility
 - door to door / curb to curb / corner to corner
- Rapid Deployment
- Eliminates need for separate specialized transit service
- Worldwide proven deployment record
- Big Data

On-Demand Benefits - Riders

- Unique user profile
- Accessible vehicles
- Multiple booking options
 - Phone vs App
 - Date, time, location
- Inter-municipal connectivity
- Consistent pricing
- Real-time vehicle arrival information



Linkages to Local Transit

- Respect local transit investments
- Increased cost/service efficiencies through partnership
- Seamless inter-municipal connectivity
- Scalable – offers all-in option, or a phased approach
- Driving ridership and connectivity is the key focus
- Flexible deployment strategies

Next Steps

Finalize simulation results for on-demand options



IMTWG report to LNTC with preferred on-demand option(s)



LNTC endorses preferred option to PWC



Confirm partnerships with local municipalities



IMTWG initiates recommended option



Identification of provider and community promotion



Deployment of new IMT West Service (Q1 2020)

Questions?

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Niagara  Region