

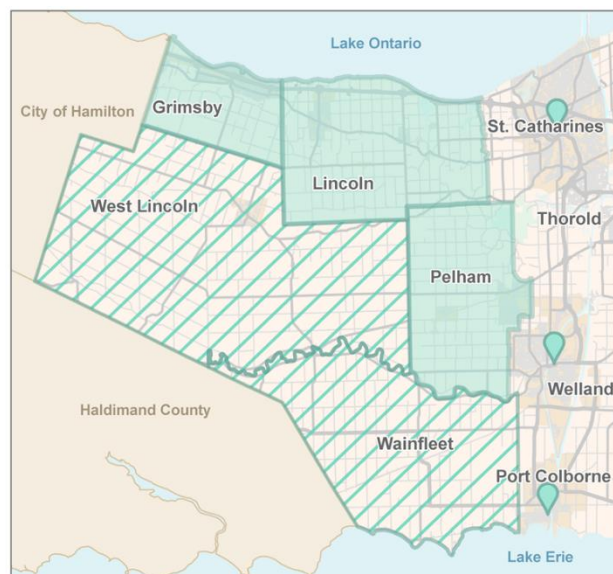
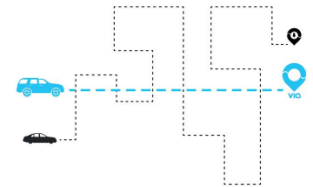
## NRT On Demand Service starts to roll on Aug. 17

### ABOUT NRT ON DEMAND

The new ride-share service in partnership with the Niagara Region and Via Mobility is almost here. Residents will be able to book a trip using a smartphone app, or call a service number to schedule a ride, in as little as 15 minutes before a trip.



- Service hours are 7 am – 10 pm, Monday – Saturday
- This is a shared ride service: multi-rider groupings will be arranged for riders travelling in same direction (as demand requires) to maximize efficiency and to minimize wait times
- Wait times are estimated to be an average of 30 to 60 minutes
- The service model is to provide corner to corner pick ups. Some limited door to door service will occur, but the intent is that riders will wait at street corners noted on the app or during their call to ensure quick and easy pick ups
- Riders will be able to travel within Grimsby for a \$3 fare  
Riders will be able to travel to other communities in West Niagara (green or hatched areas) for a \$6 fare  
Riders are able to travel to the three transit hub stations (as notated by the markers in the graphic below) for a \$6 fare
- Riders will be able to transfer to the local transit service at one of the three transit hubs for no additional fee (ie a Grimsby resident can leave Grimsby and take NRT On Demand to the St Catharines transit hub, and then transfer to the local bus system to get to Brock University, Niagara College or the Pen Centre, all for a \$6 one way fare.



- Ticket purchase options include in-app purchases, pre-purchased tickets and transfer passes (drivers cannot accept payments). Tickets may be purchased at Town Hall and at the Peach King Centre.
- The fleet includes 11 Toyota Sienna's. 8 of the vehicles are equipped with bike carriers and 3 vehicles are fully accessible
- COVID-19 protocols are in place. Barriers between driver and riders have been installed in all vehicles, all riders must wear face coverings / masks, increased cleaning protocols are in place



Information about the project can be found here: [niagararegion.ca/projects/nrt-on-demand/default.aspx](https://niagararegion.ca/projects/nrt-on-demand/default.aspx). A new webpage will be published shortly for the transit system and will be hosted on the Niagara Region website. Once it is available it will be shared with Council, staff and the public

## SERVICE LAUNCH

The soft launch date is August 17, 2020.

Please note: as this system has not had a public testing period, the launch will be a bit of a soft launch, with communications and promotions about the service building later in the month.

Details about the service, accessing the app and FAQ's will be available on the Niagara Region's website very soon. The Niagara Region has created a communications plan for NRT OnDemand, and the Town will be sharing content and also adding some communications directly from Town of Grimsby. The Niagara Region and Via both have plans in place for paid advertising including print news, social media, YouTube, Spotify, website, and promotional opportunities.

## A FEW OTHER DETAILS:

- Discussions are continuing with City of Hamilton to have a destination point at Winona Crossing (near Costco), where residents could connect to the HSR system for additional fees (Hamilton's bus transit system). Staff are hopeful that this opportunity will be confirmed soon.
- West Lincoln and Wainfleet have opted not to pursue transit within their municipalities through this service at this time. Inter-municipal transit service will still be available for these municipalities.

## COUNCIL'S INVOLVEMENT

A press release about the service will be released today (Aug 12) or tomorrow, including a quote from Mayor Jordan. This project is a big check mark for Council's strategic priorities in areas of both transportation and environment. Public transit has been long talked about in

Grimsby, and it is exciting to see a service finally coming into action that is affordable, accessible and easy to use. Details and links about this service will also be posted to the Town of Grimsby's website.

