



# Reshaping Transit in Kenora

Presenting a major change in how Kenorans move around the community

September 18, 2024



## Agenda

1. Kenora Transit Background
2. Microtransit 101
3. New service introduction
4. Riding the Wave
5. Project Update & Next Steps
6. Q&A



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# Background & Project Goals

Kenora, ON

## Kenora Transit: Where We Were

Kenora Transit was facing multiple challenges

- Ridership continuing to decline
- Numerous changes, strategies tried to increase membership
- COVID challenges
- Fleet capacity
- Drivers challenges
- Need for something new



# Strategic Goals For the Future of Kenora Transit

- 1 Reliable
- 2 Accessible
- 3 Flexible
- 4 Forward Thinking



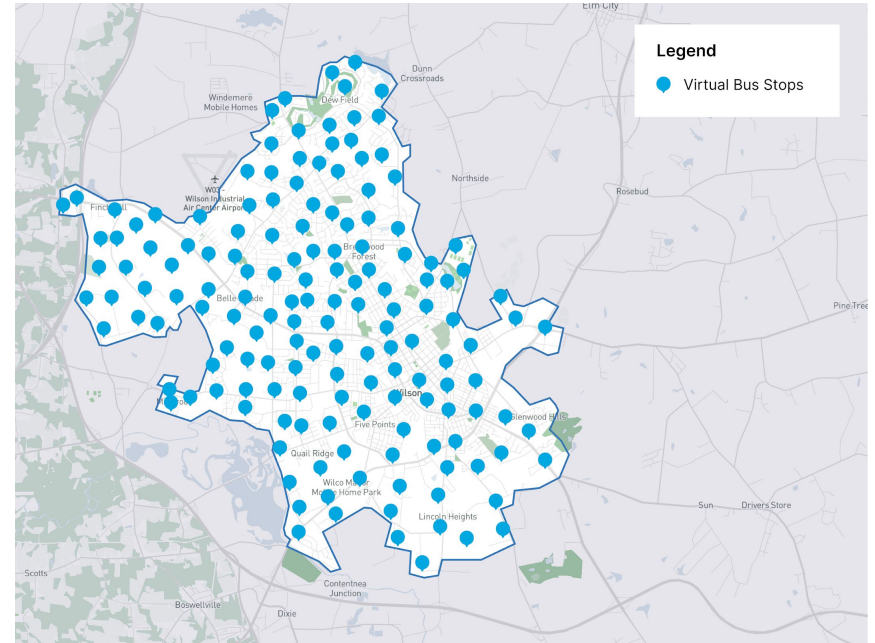
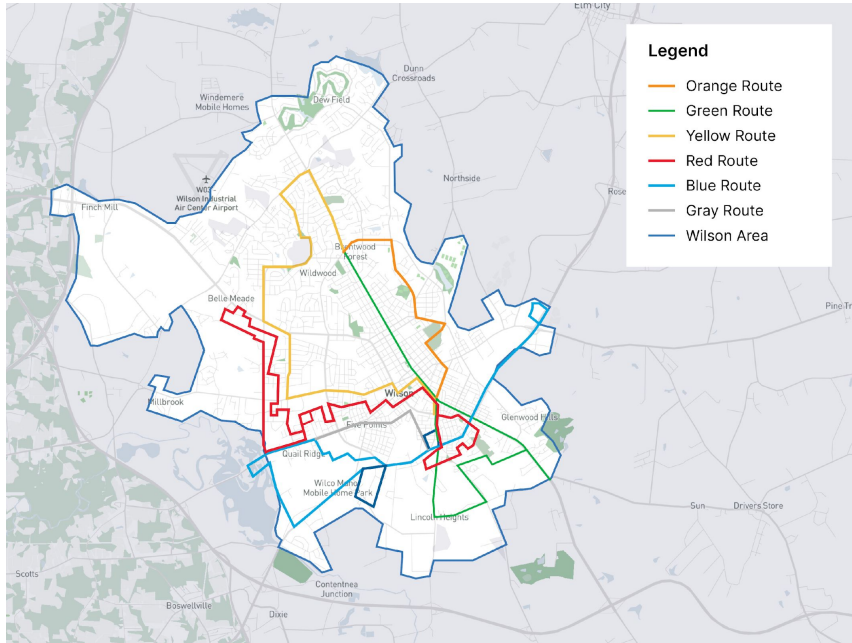
# Microtransit 101 & Via Introduction

## What is Microtransit?

Microtransit (sometimes called “on-demand transit”) is tech-enabled transportation where routing algorithms use real-time, on-the-ground information to group passengers into **shared rides**.



# Microtransit is an effective solution to complement or replace traditional bus systems





# Microtransit provides measurable benefits for communities

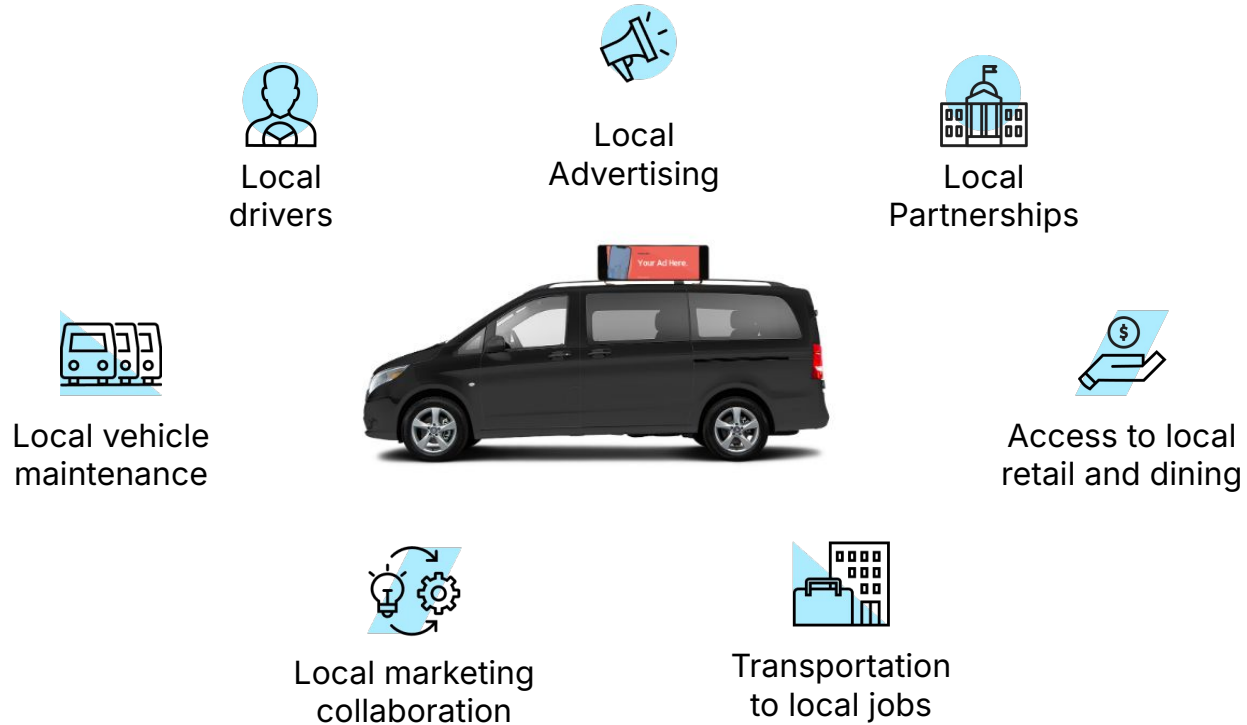


↑ 2x → 5x  
Ridership

↑ 60%  
Transit coverage



# Via's microtransit services benefit local economies



## What makes Via's transit solutions valuable to communities



## Via Background and Experience

Via's approach to microtransit has been trusted by many communities of all sizes across Canada

Powering local on-demand and paratransit services since 2018

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+30

Partners

---

+4M

Rides served



# Via is the world's leading provider of advanced public mobility solutions

750

Partners

---

40

Countries

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150M

Rides Served



# The Via Team will be an extension of the City of Kenora

Like all of our other deployments, this new service is meant to be a true **partnership** between the Kenora and Via



# Introducing The Wave!

Kenora, ON

## Introducing the Wave!

- On **October 15th**, Kenora Transit will be entering a new era in transit!
- Kenorans will be able to book a ride in The Wave app or by phone right when they want it — no need to work around a schedule!



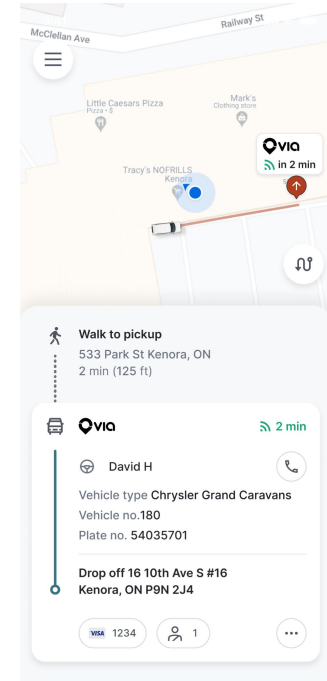
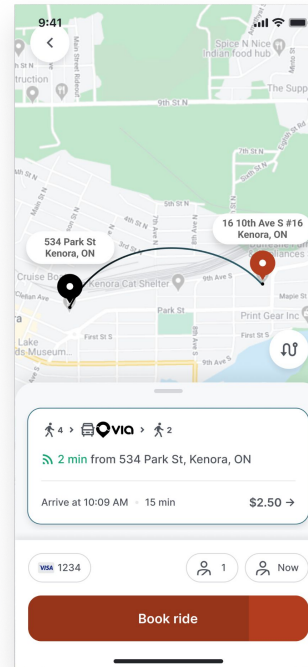
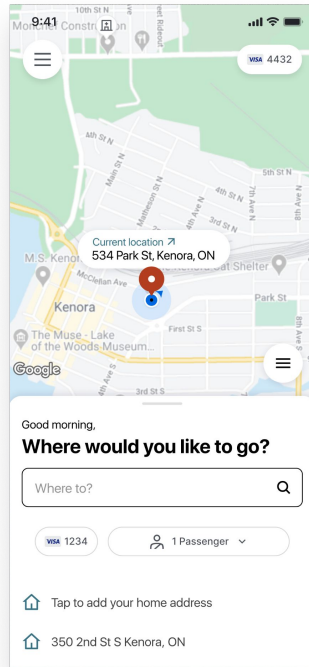
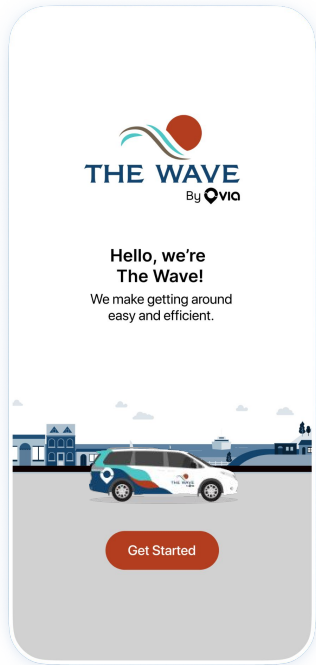
The Wave





Kenora, ON

# Flexible technology-driven service, with a custom app for Kenorans



# How Will This Work for Kenorans?

## The Wave

# Riding the service

- Travel from corner to corner with ease. Book a ride in just a few taps in our app and get picked up!
- We'll pick you up at a convenient corner near you and drop you off close to your destination to optimize fast trips for all riders.
- No need to think about routes and schedules
- Rides must be booked in-app or by phone

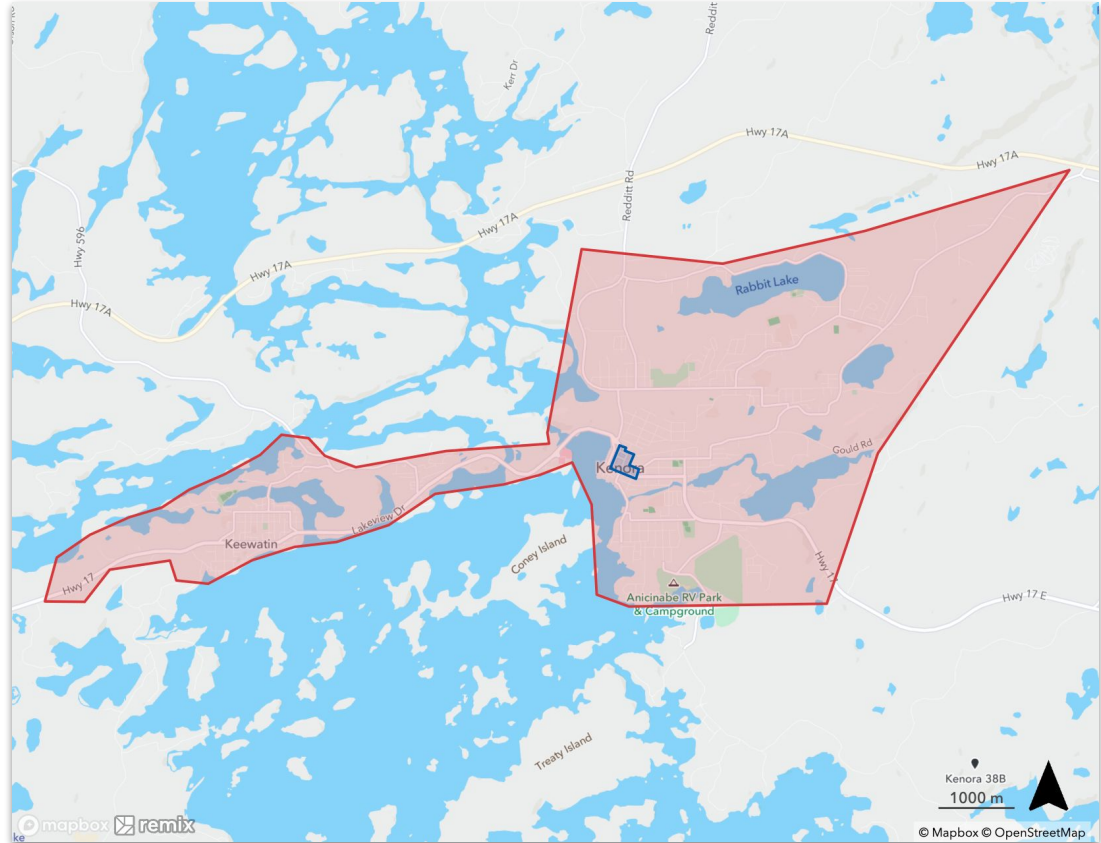


*Rider using our service in High Valley, UT*

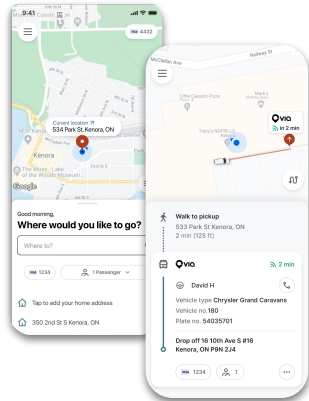
Kenora, ON

## Riding The Wave

- **Service Hours:** Monday to Friday from 7am to 7pm
- **Trip Booking:** By app or by phone
- **Fare:** \$2.50
- **Payment:** Cash, credit, debit
- **Who:** Work commutes, healthcare access, general mobility, student transportation



# Kenorans will be able to book rides through two methods



**Smartphone App**  
*Apple & Google Play Stores*

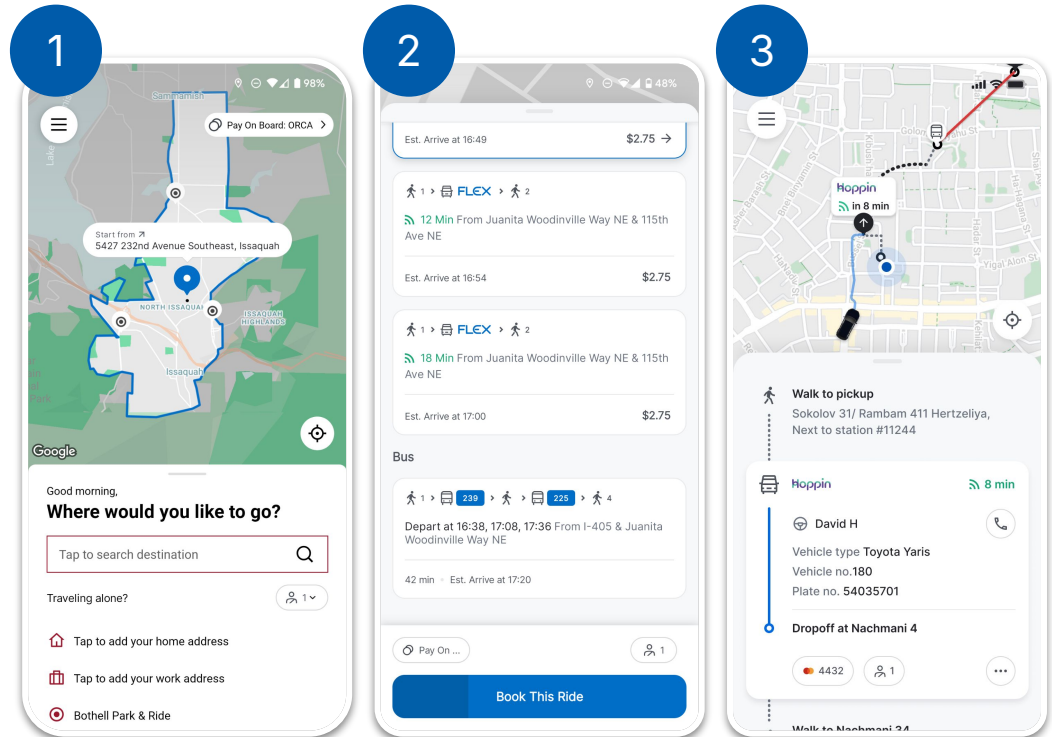


**Call-in Bookings**  
1-866-515-6664

# The Wave rider app offers an intuitive and easy-to-navigate way for riders to book and track trips on an on-demand service




**Booking a ride is simple and only takes a few seconds:**

1. Select origin and destination
2. View available trip options and details, and select preferred option
3. Receive instructions and track the vehicle before and during the ride



# Launch Process & Next Steps

# Launch Roadmap

Workstream	Kickoff	Implementation	Testing and finalization	Launch!
 <b>Service design and tech setup</b>	<ul style="list-style-type: none"> <li>Define service design objectives and settings, mapping inputs, ride payment, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Program service design settings into system</li> <li>Create rider app</li> </ul>	<ul style="list-style-type: none"> <li>Conduct automated and end-to-end tests and tweak service as needed</li> <li>Send app to stores</li> </ul>	
 <b>Branding and marketing</b>	<ul style="list-style-type: none"> <li>Determine service name, logo, and branding elements</li> </ul>	<ul style="list-style-type: none"> <li>Incorporate branding elements into rider app</li> <li>Create rider growth and marketing approach and materials</li> </ul>	<ul style="list-style-type: none"> <li>Finalize marketing plan and review material</li> </ul>	<ul style="list-style-type: none"> <li>Execute marketing plan (including rider comms, PR, etc.)</li> </ul>
 <b>Operations</b>	<ul style="list-style-type: none"> <li>Set parameters for driver and vehicle acquisition</li> </ul>	<ul style="list-style-type: none"> <li>Procure and infleet vehicles to specifications</li> <li>Recruit and onboard drivers</li> </ul>	<ul style="list-style-type: none"> <li>Deliver vehicles to service</li> <li>Conduct driver training (including WAV operation)</li> </ul>	<ul style="list-style-type: none"> <li>Monitor driver supply and vehicle status through initial weeks of service</li> </ul>



## What will launch day look like?

- Official launch date: October 15th
- Fixed route buses will be down
- **First three rides free** during the month of October!
- App will be available for download before launch day

## Driver Onboarding

### What we are looking for

- One year of driving history in Canada
- Be at least 25 years old
- Personal vehicle insurance
- Pass a background check

### Some perks about driving for the service

- Earn \$28.35CAD per hour!
- Flexible - drive as much or as little as you want during service hours
- \$400CAD New Driver promotion- drive 30 hours in the first 30 days to earn!

Earn a \$400CAD new driver partner promotion driving on the Via platform!\*

Via operates an on-demand service in Kenora, ON.

Sign Up Today

\*To qualify for new driver promotion individuals must activate their account and drive 30 hours within 30 days of activation.

# Q&A

**Thank You!**



# Appendix

ViaAlgo supports a rolling "Always On" optimization that constantly learns and improves through more data.



## Optimization Learning & Analysis

Historical data is continuously fed to the ViaAlgo to improve planning and future schedules (eg. trip duration, traffic, rider load, unload times)

## Future Day Optimization

ViaAlgo harnesses insights from Learning process + rules + trip data to build and continually refine shifts.

## Same Day Optimization

Automated and dispatcher-controlled actions heal the schedule from disruptions and proactively identify opportunities to improve efficiency and rider experience

# Rider & equity first approach



## Accessible Rider App

Rider app meets WCAG 2.1 AA and AODA requirements



## Web Booking

Self Service web tools for riders who do not have a smartphone.



## Multilingual Rider App

Rider app can be offered in the native language of key rider groups



## Multiple Payment Options

Prepaid debit cards, vouchers, and cash payment options for unbanked users



## Communication Options

Phone based outbound communication options for riders with or without smartphones



## Rider Choice

Providing riders all available options to travel to and from their origin and destination