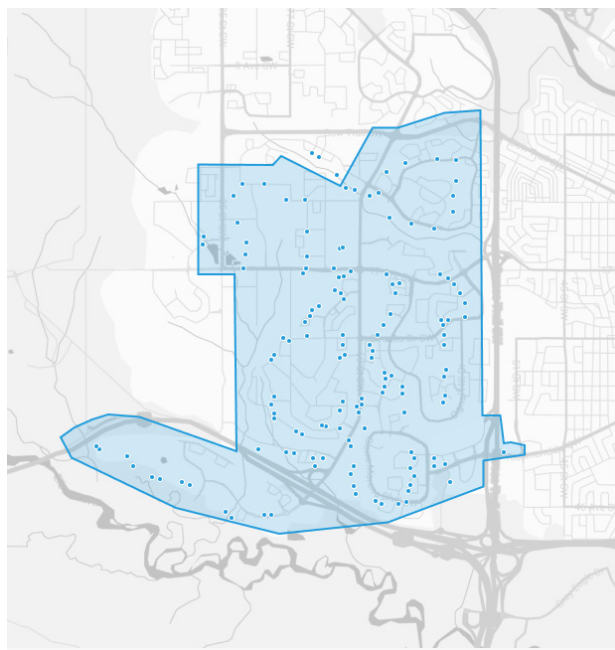




RideCo On-Demand Transit Improves Service Levels with Productive and Cost-Effective Mobility Solution

Prior to the COVID-19 pandemic, the fixed routes operating in the Calgary suburb, Springbank Hill, were experiencing low ridership. When the pandemic hit, ridership dropped even further. These sequential scenarios pressed budget constraints and Calgary Transit identified it needed an alternative mobility solution that would improve productivity and service levels, while remaining cost effective. Through the existing partnership in the Carrington/Livingston zone, RideCo was engaged to design and implement another service using their on-demand transit platform.



LEGEND: — Service area ● Flex stops

PROBLEM

Declining ridership and poor productivity made fixed routes too costly to operate

KEY CHALLENGES



Low ridership on existing fixed routes



Improving service levels with budget constraints



Fluctuating trip demand throughout service area

The RideCo Solution

RideCo designed a customized service model that enables convenient mobility within the Springbank Hill zone, while providing more efficient trips to and from C-Train stations and popular points of interest. Of the eight fixed routes that were operating within the zone, Calgary Transit On Demand replaced four. To accommodate the fluctuations in trip demand, vehicle supply is scheduled in accordance with union rules while ensuring a maximum 20-minute wait time.

SERVICE ZONE STATS

6 sq. mi. / 16 sq. km.

service area

~10,000 **156**

population

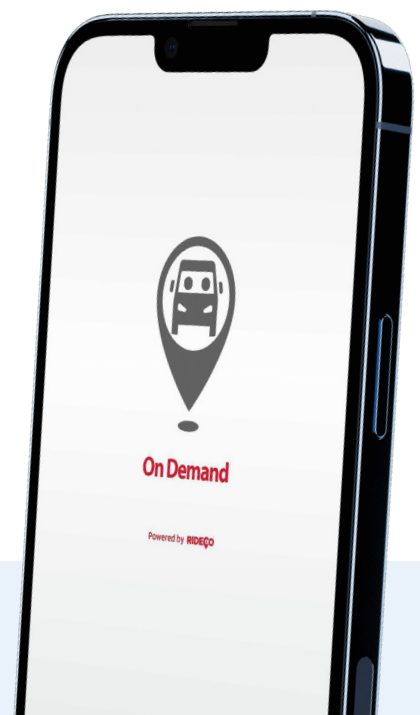
flex stops

IMPLEMENTATION

5 cutaways

▶ Vehicle type: ARBOC

▶ Wheelchair accessible



View next page to see how RideCo improved service levels and delivered an **industry-leading 5.5 average passengers per vehicle hour.**

Service Results

The Springbank Hill service surpassed its initial goal within just two weeks, moving over 300 passengers per day. The highly rated service continues to see stable ridership with **40%+ of trips travelling to and from C-Train stations or points of interest**. In using a service model that leverages trip generators within the zone, Springbank Hill has been able to achieve strong and consistent service results.

5.5 average passengers per vehicle hour

326 average passengers per weekday

76% average shared rides

11 min. average wait time

90% average on-time performance

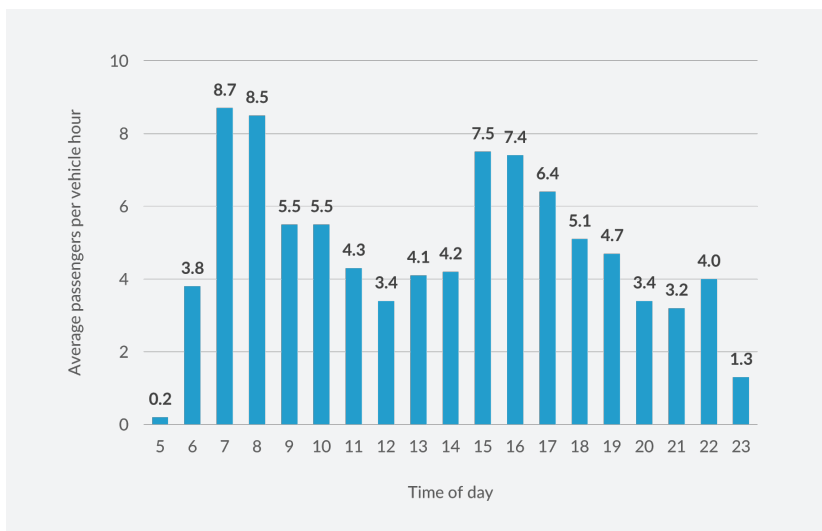
4.4/5 average star trip rating

BEFORE	AFTER
Only transit option was fixed-route bus	Flexible transit options with On Demand
Fixed route: 20 to 45 min. headway	On Demand: 10 min. headway Fixed route: 30 min. headway
Fixed route: \$5,984,000 annualized cost <i>(Fall 2020)</i>	Fixed route and On Demand: \$5,911,000 annualized cost <i>(Fall 2021)</i>

Solver, RideCo’s patented routing algorithm, optimizes bookings in real time to deliver industry-leading productivity.

▼ Productivity averaging 5.5 passengers per vehicle hour

(September 2022)



Calgary Transit | Calgary, Alberta

“RideCo has been a trusted technology partner for Calgary Transit. Their team has been hands-on and proactive in providing solutions throughout the long-standing partnership. They are conscientious to our agency’s needs and our passengers, and it is clear they are committed to delivering efficient mobility that positively impacts the communities they serve.”

— Jonathan Lea
Senior Consultant, City of Calgary