



# RideCo Improves Service Levels with Productive and Cost-Effective Mobility Solution in Calgary

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

## PROBLEM

Declining ridership and poor productivity made fixed bus routes 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 enabled convenient mobility throughout Springbank Hill and provided more efficient trips to and from C-Train stations and popular points of interest. Of the eight fixed bus routes that were operating within the zone, Calgary Transit On Demand replaced four. To accommodate the fluctuations in trip demand, vehicle supply was 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**

population

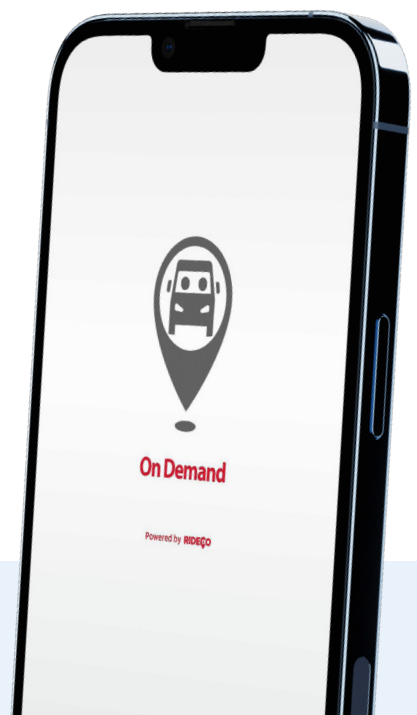
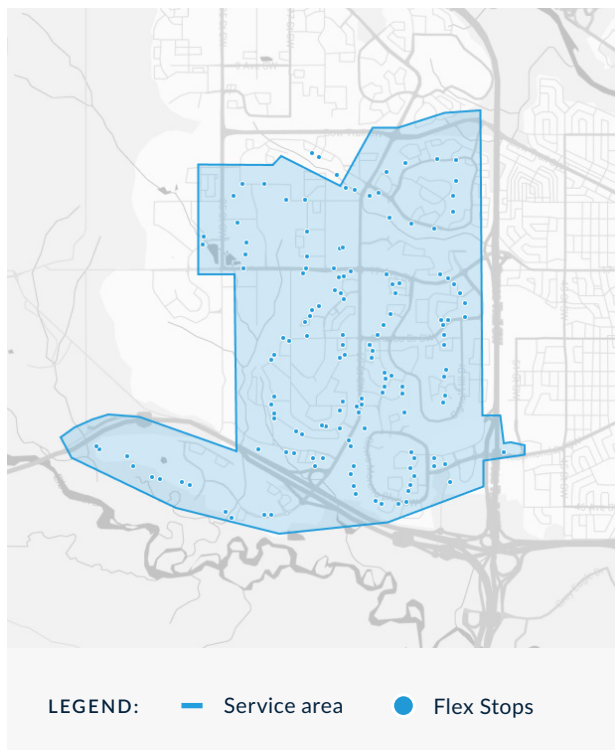
**156**

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 an average **326 passengers per weekday**. The highly rated service saw stable ridership with **40%+ of trips travelling to and from C-Train stations or points of interest**. In using a service model that leveraged trip generators within the zone, Springbank Hill was 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

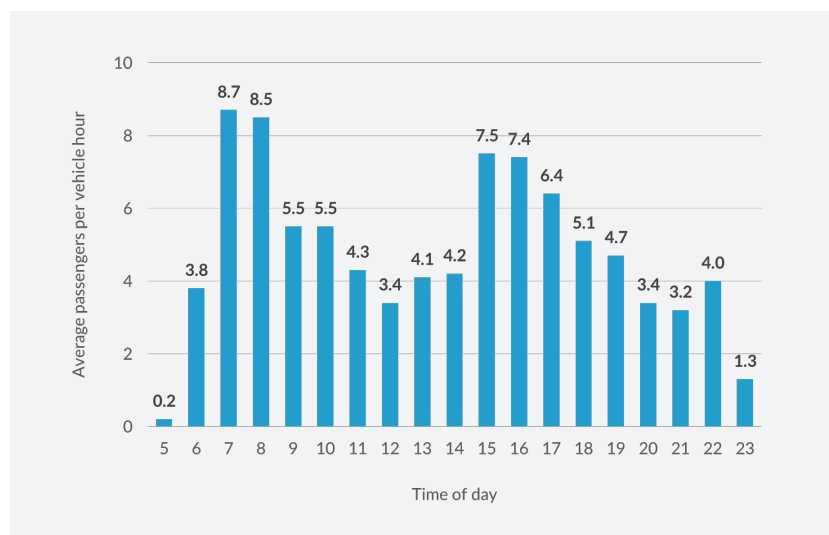
average star  
trip rating

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 (Fall 2020)	Fixed route and On Demand: \$5,911,000 annualized cost (Fall 2021)

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

### ▼ Productivity averaging 5.5 passengers per vehicle hour

(September 2022)



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're conscientious to our agency's needs and passengers, and it's clear they're committed to delivering efficient mobility that positively impacts the communities they serve.”

— Jonathan Lea  
Senior Consultant, City of Calgary



Learn how your agency can improve service levels with productive and cost-effective mobility by contacting [letschat@rideco.com](mailto:letschat@rideco.com) or visiting [rideco.com](https://rideco.com).