



RideCo Innovates Service Delivery in Cobourg with Commingled Paratransit and Microtransit

Located in Southern Ontario, Town of Cobourg had been operating a paratransit program using an outdated legacy platform, as well as a fixed-route bus system that provided limited coverage with high headways. With both services experiencing operational inefficiencies, public transit in Cobourg was not meeting residents' needs. To improve these municipal services, the town developed a pilot project to trial on-demand transit, contracting RideCo as their technology partner.

PARATRANSIT PROBLEM

Existing paratransit program relied on an outdated legacy platform that created operational inefficiencies

FIXED-ROUTE PROBLEM

Fixed-route bus system provided limited coverage with 60-minute headways, resulting in an underutilized service



The RideCo Solution

Cobourg launched the WHEELS door-to-door paratransit program and the Conventional stop-to-stop microtransit program, which later transitioned to a town-wide service that replaced the existing fixed-route bus system.

Due to high demand from Cobourg residents, the Conventional service was reaching capacity. Meanwhile, the WHEELS vehicles were operating with excess capacity. To optimize both services, RideCo proposed and implemented a commingled model that would better utilize the entire vehicle fleet and improve service delivery. Through RideCo's platform, both passenger types use the Cobourg Transit app and are automatically booked into the appropriate service.

SERVICE ZONES STATS

9 sq. mi. service area
~20,000 population

FLEET IMPLEMENTATION

3 cutaways
 ▶ Vehicle type: ARBOC

FLEET PROVIDER



View next page to see how RideCo's on-demand transit technology delivered **4.8 passengers per vehicle hour** through commingling.

Service Results

Since launching the commingled service, Cobourg has seen higher vehicle utilization and overall improvements in service delivery.

In Town of Cobourg's Staff Report, it was recommended that Staff renegotiate its contract based on the successful evaluation of the pilot. As a result, Cobourg Transit has become a permanent commingled service that provides both accessible and efficient public transit to its residents.

4.8 average passengers per vehicle hour	177 average passengers per weekday	71% average shared rides
26 min. average pick up wait time	97% average drop off on-time performance	4.8/5 average ride rating

BEFORE	AFTER
Separate WHEELS and fixed-route bus services	Commingled WHEELS and Conventional services
Fixed-route bus system covered 4 sq. mi.	On-demand transit covers 9 sq. mi.
60-minute fixed-route headway	26-minute headway 2X headway

RideCo's on-demand transit technology and commingled paratransit and microtransit solution enables industry-recognized service delivery.

▶ 2022 CUTA AWARD

Innovation Category Winner

Recognizing excellence in using technology to make services more efficient




Cobourg, Ontario

“RideCo's [platform] optimizes requested rides to accommodate as many people with as few vehicles as possible to ensure riders reach their destinations in a reliable way.”

— Town of Cobourg Staff Report