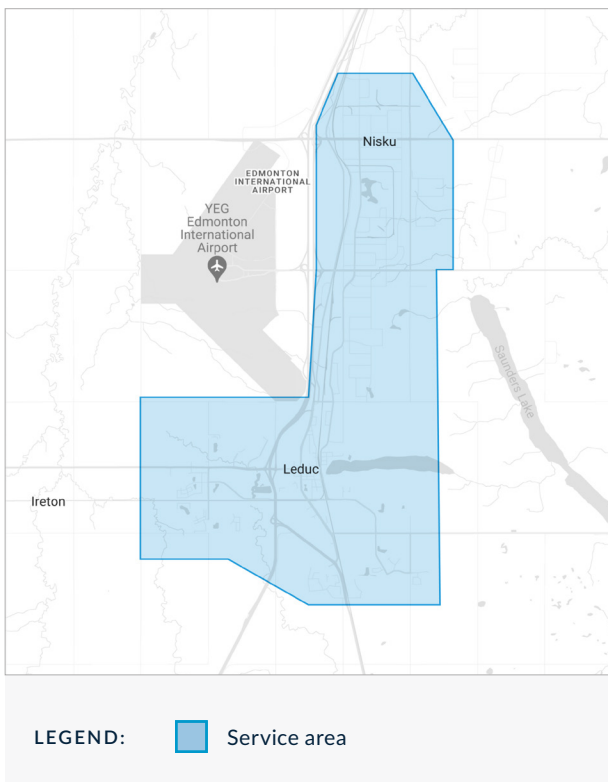




RideCo Enables Leduc to Deliver More Equitable Mobility While Reducing Cost per Passenger by 47%

In their commitment to plan for the future growth and development of City of Leduc, Leduc Transit evaluated the gaps in coverage within its existing fixed-route network and identified an opportunity to improve first/last mile access to and from the Leduc and Nisku Business Parks. To support economic development, Leduc Transit partnered with RideCo to deliver an on-demand transit service that would increase access between both the business parks and throughout the entire city, despite ongoing budget constraints.



PROBLEM

Fixed-route network did not provide adequate coverage and access to economic and employment opportunities

KEY CHALLENGES



Fixed-route network did not provide adequate coverage



Budgetary challenges with economic and population growth



Fixed routes had 30-minute and one-hour headways

The RideCo Solution

Powered by RideCo's platform, Leduc On-Demand Transit provides stop-to-stop, citywide service and has replaced four, underperforming bus routes. The service uses **Time Snapping** to connect residents to the fixed-route commuter service that takes them to employers such as Amazon at Nisku Business Park and main transit hubs such as the Century Park in Edmonton and Edmonton International Airport.

SERVICE ZONE STATS

23 sq. mi. / 60 sq. km.
service area

~35,000
population

450
Flex Stops

FLEET IMPLEMENTATION

4 vehicles

► Vehicle types: ARBOC, Ford Transit, Mercedes Sprinter

FLEET OPERATOR

**PWTransit
Canada**



View next page to see how RideCo's on-demand transit platform **reduced cost per passenger by 47%**.

Service Results

Residents now have an equitable mobility option that enables access to economic and employment opportunities that were previously difficult to access with the fixed-route network. In providing public transit that better serves the needs of the community, **ridership has increased by 252%** when comparing June 2020 to July 2021, before the service launched, to September 2021 to October 2022.

3.9

average passengers
per vehicle hour

107

average passengers
per weekday

67%

average shared
rides

96%

average on-time
performance

5 min.

average pick up
wait time

4.8/5

average ride rating

BEFORE	AFTER
42% coverage throughout the city	100% coverage throughout the city
30-minute headway	13-minute headway 57% decrease
8.6 hours service span	13.8 hours service span 60% increase

Since launching Leduc On-Demand Transit with RideCo's platform, cost per passenger has decreased by 47%.

▼ Cost per passenger comparison

BEFORE (June 2020 to July 2021)	AFTER (Sept. 2021 to Oct. 2021)
\$51.72	\$27.60



Leduc, Alberta

“The on-demand transit service has allowed us to move from covering approximately 42% of the city with fixed routes to 100% with on demand. Lastly, the ability to add Flex Stops within the service area to locations where residents and businesses want them has been invaluable.”

— Kevin Wenzel

Manager of Public Transportation, Leduc Transit



Learn how your agency can provide more equitable and cost-effective public transit by contacting letschat@rideco.com or by visiting rideco.com.