



# RideCo On-Demand Transit Innovates Service Delivery Through Commingling and Continuous Optimization

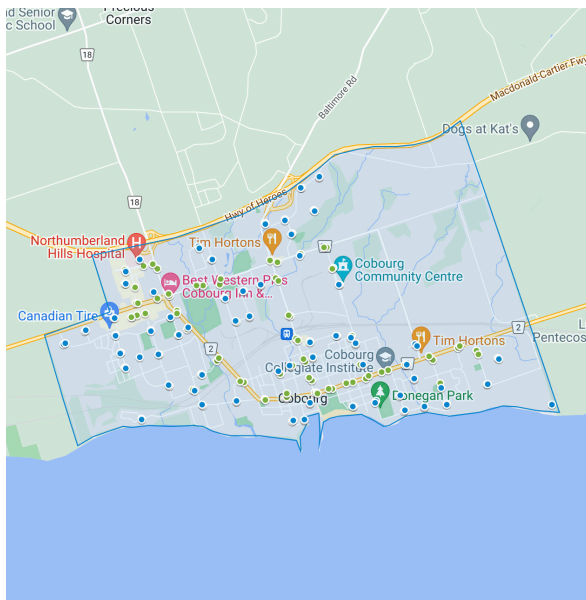
The Town of Cobourg was operating a paratransit program using an outdated legacy platform, as well as a fixed-route bus system that provided limited coverage with high headway. With both experiencing operational inefficiencies, public transit in Cobourg was not meeting its residents' needs. To improve the municipal transit services, the town developed a pilot project to trial on-demand transit, contracting Century Transportation as the fleet operator and RideCo as the on-demand transit technology partner.

### PARATRANSIT PROBLEM

Existing paratransit program relied on an outdated platform that created operational inefficiencies

### FIXED-ROUTE PROBLEM

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



## The RideCo Solution

Cobourg Rides launched with the WHEELS door-to-door paratransit program and the Conventional stop-to-stop service, which later transitioned to a town-wide on-demand transit service that replaced the existing fixed-route system.

Due to high demand from town residents, the Conventional service was reaching capacity while WHEELS vehicles were not being utilized to their full capacity. To optimize both Cobourg Rides services, RideCo proposed and implemented a commingled model that would better utilize the vehicle fleet and improve service delivery. Through RideCo's platform, both passenger types use the Pick-Up On-Demand 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 innovates service delivery through commingling.

# Service Results

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

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

**4.5+**

passengers per vehicle hour

**162**

passengers per weekday

**67%**

shared rides on weekdays

**12 min.**

pickup wait time

**95%+**

on-time performance

**4.7/5**

star trip rating

BEFORE	AFTER
Separate WHEELS and fixed-route bus services	Commingled WHEELS and Conventional services
Fixed-route system covered 4 sq. mi.	On-demand transit covers 9 sq. mi.
60-minute fixed-route headway	15-minute headway <b>4X headway</b>

RideCo's on-demand transit technology and solutions enables innovative, 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.”

— The Town of Cobourg Staff Report



Learn how RideCo can help innovate your agency's service delivery by contacting [sales@rideco.com](mailto:sales@rideco.com) or by visiting our website at [rideco.com](http://rideco.com).