



# Guelph Transit Modernizes Dial-A-Ride Service with RideCo's Automated Platform

Prior to their partnership with RideCo, Guelph Transit was using a manual system to deliver their dial-a-ride paratransit program. Relying on inefficient processes, existing operations and service delivery contradicted strategic plans to prepare the city's transit system for the future. With a mandate to adopt technology that could enable more accessible and efficient mobility, Guelph Transit saw the opportunity to modernize operations using RideCo's on-demand transit platform.

## PROBLEM

Manual dial-a-ride system created operational inefficiencies that impacted service delivery

## KEY CHALLENGES



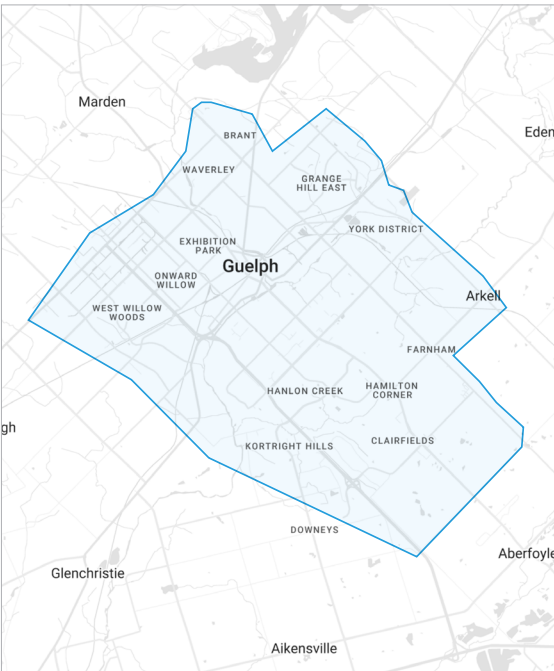
Minimum 24-hour advanced booking required



Manual and time-consuming booking and scheduling



Static routing could not adapt to real-time schedule disruptions



LEGEND: — Service area

## The RideCo Solution

Mobility Services is a modernized paratransit program that operates efficiently using RideCo's platform. Customers have increased booking options and can independently book their trips on demand and in advance using the Passenger App or through the call center. In addition to automating booking and scheduling, RideCo's platform continuously optimizes rides booked within the system to ensure the most productive route combinations. The automation and optimization of processes that were once manual have enabled Guelph Transit to deliver a dynamic service that is more adaptable and future proof.

### FLEET IMPLEMENTATION

## Seven 13-seat buses

- ▶ Wheelchair accessible

### SERVICE ZONE STATS

**34 sq. mi. / 87 sq. km.**

service area

**~144,000**

population / jobs



View next page to see how RideCo's automated platform delivered a **30% reduction in call center bookings.**

# Service Results

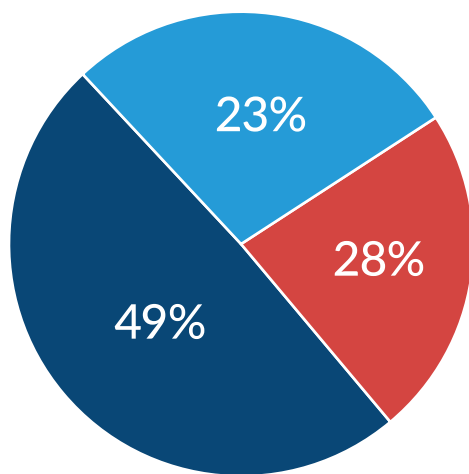
Guelph Transit has seen significant reductions in call center volume through delivering a paratransit service that provides booking options that are automated for the agency, but more convenient for the customer. Modernized service delivery has enabled passengers to be more independent and have more choice when it comes to how and when they want to move around the city. From end to end, the improvement in passenger experience has resulted in a consistent 4.8/5 star trip rating.

<b>30%</b> reduction in call center bookings	<b>89</b> average passengers per weekday	<b>67%</b> average shared rides
<b>11 min.</b> average wait time	<b>18 min.</b> average on-board time	<b>95%</b> average on-time performance

BEFORE	AFTER
Minimum 24-hour advanced booking required	Flexible on-demand, same day, or advanced booking
Manual booking and scheduling	Automated booking and scheduling
Static itineraries difficult to amend during service	Dynamic itineraries responsive to real-time changes

With automated booking and scheduling through RideCo’s platform, Guelph Transit has streamlined operations while improving the passenger experience.

Completed Rides by Source



■ Call Center   ■ Passenger App   ■ Subscription Booking


Guelph, Ontario

“Using RideCo’s platform, Guelph Transit is improving service delivery to provide residents with accessible and efficient mobility. As the city continues to navigate the future, our partnership with RideCo enables our organization to deliver a responsive and responsible public service to the Guelph community.”

— Robin Gerus  
General Manager, Guelph Transit