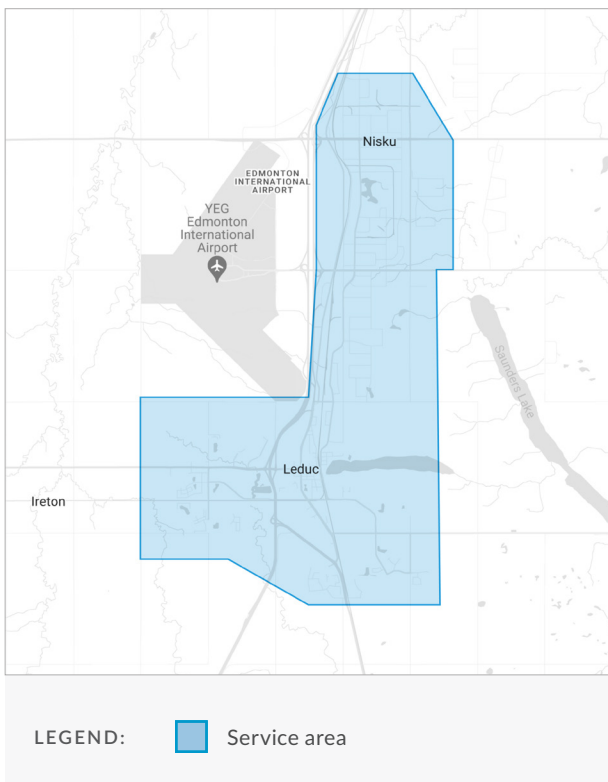




RideCo On-Demand Transit Enables Equitable Mobility While Reducing Cost per Passenger by 47%

In their commitment to plan for the growth and development of the community, Leduc Transit identified gaps in coverage within its fixed-route network, in particular with first/last mile access to and from the Leduc and Nisku Business Parks. To stimulate economic development, Leduc engaged RideCo to deliver an on-demand transit solution that would increase coverage and access between both the parks and throughout the entire city, despite budget constraints.



PROBLEM

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

KEY CHALLENGES



Fixed-route network did not provide city-wide coverage



Budgetary challenges with economic and population growth



Fixed routes had 30-minute and one-hour headways

The RideCo Solution

Using RideCo's platform, four fixed bus routes were replaced with Leduc Transit On Demand, which now provides stop-to-stop service citywide. 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 Edmonton International Airport and Century Park in Edmonton.

SERVICE ZONE STATS

23 sq. mi. / 60 sq. km.

service area

~35,000 **450**

population flex stops

FLEET IMPLEMENTATION

4 vehicles

► **Vehicle types:** Arbocs, 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

With citywide coverage, residents have an equitable mobility option that enables access to economic and employment opportunities that were previously difficult to access using 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

4.8/5

average star trip rating

5 min.

average pickup wait

96%

average on-time performance

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

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

▼ Cost per passenger comparison

BEFORE <i>(June 2020 to July 2021)</i>	AFTER <i>(Sept. 2021 to Oct. 2021)</i>
\$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 virtual 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.