



Moorpark, California

Moorpark Increases Ridership by Personalizing the Passenger Experience with On-Demand Transit

Like many cities across the United States, Moorpark in Southern California was seeing a shift in how their residents were using the Moorpark City Transit (MCT) services. Existing changes in demographics and fluctuating ridership trends were expedited with the COVID-19 pandemic, resulting in underutilized fixed-route buses. With new innovations in service delivery, MCT wanted to explore an option that could provide more direct trips with shorter headway to recover and attract new ridership. To test an alternative solution, MCT partnered with RideCo to implement an on-demand transit service.

PROBLEM

Fixed-route service did not meet the needs of changing rider demographics, resulting in underutilized buses

KEY CHALLENGES



Changing demographics and ridership behaviors



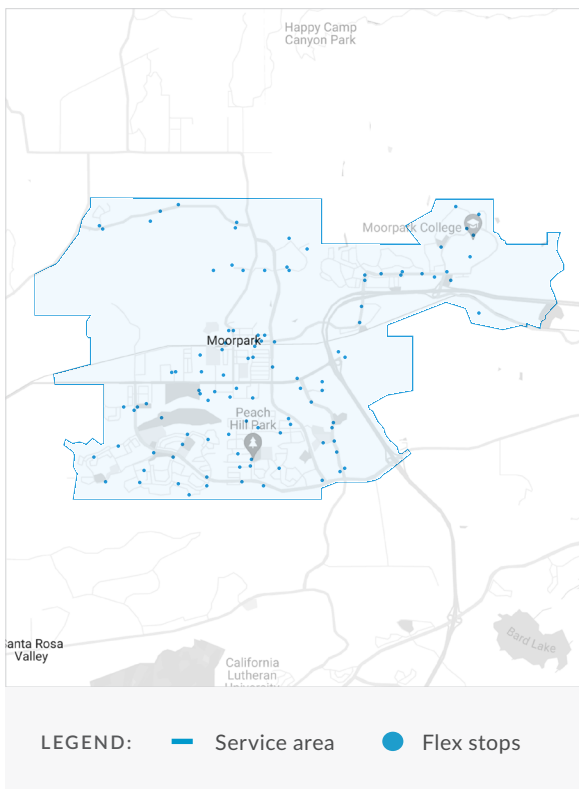
Manual scheduling and dispatching



Low ridership due to COVID-19 pandemic



Limited fixed-route coverage and up to 60 min. headway



The RideCo Solution

Using RideCo's industry-leading platform, MCT On Demand provides stop-to-stop service across the entire city, supplementing MCT's fixed-route network. Riders have the option to book their trips on demand or schedule them in advance using the Passenger App on their smartphone, the web booking portal, or through the call center. In providing more personalized and convenient mobility, MCT has been able to deliver an enhanced passenger experience for existing ridership, while reaching and attracting a new rider demographic.

SERVICE ZONE STATISTICS

14 sq. mi. service area	~36,000 population	100 flex stops
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FLEET IMPLEMENTATION

Three vehicles

- ▶ Vehicle types: Chrysler Voyager and Ford Cutaway
- ▶ ADA compliant

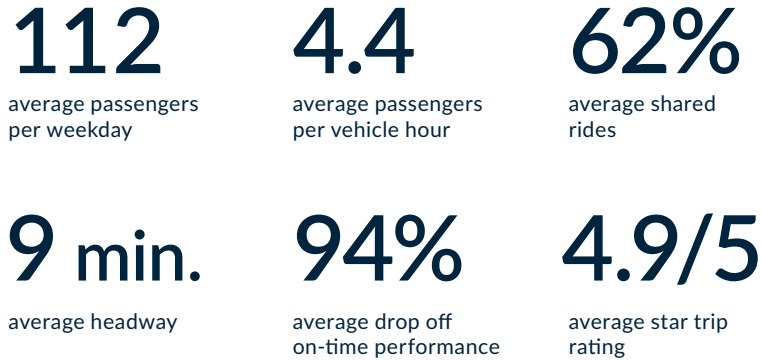
FLEET OPERATOR



View next page to see how **ridership has increased 21x** since implementing RideCo's on-demand transit solution.

Service Results

Since launching in April 2022, MCT On Demand ridership has increased 21x and overall, has contributed to more public transit usage without cannibalizing existing fixed-route ridership. Community adoption continues to grow as MCT engages in multichannel marketing across paid advertising and community outreach. During just one month of paid social media advertising in August 2022, the service saw a 46% growth in ridership.



BEFORE	RIDE CO
Fixed-route coverage: 34%	On Demand coverage: 62% 82% increase
Fixed-route bus: 60-minute headway	On Demand: 9-minute headway
Manual scheduling and dispatching	Automated scheduling and dispatching

From adopting on-demand transit technology to engaging in multichannel marketing, MCT’s innovation in service delivery has been recognized across the industry.

2023 APTA ADWHEEL AWARD WINNER

Best Marketing to Support Ridership or Sales

Moorpark CALIFORNIA Life is better here. | Moorpark, California

“Our partnership with RideCo has enabled our city to provide a public service that aligns with the long-term goals in Moorpark’s General Plan. MCT On Demand is connecting our community in a safe and sustainable way, and is a positive contribution to the growth and development of our city for all and future generations.”

— Daniel Kim
Public Works Director, City of Moorpark