



RideCo On-Demand Transit Reduces Cost per Passenger by 36%

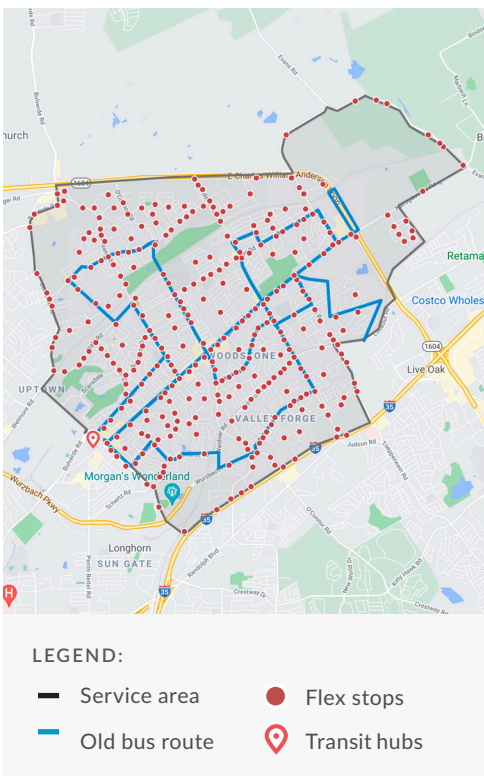
With few mobility options, Northeast San Antonio residents had limited access to transit hubs using the three underperforming bus routes that serviced the low-density suburban area. As the more cost-effective and productive solution, San Antonio's VIA Metropolitan Transit engaged RideCo to replace the bus routes completely with on-demand transit.

PROBLEM

Fixed-route buses provided limited coverage with subpar productivity, underserving residents living in low-density suburban area

KEY CHALLENGES

- Low-density suburban area: 19 sq. mi.
- Small fixed-route catchment area and high headways
- Bus productivity at <15 boardings PVH
- Limited access to transit hubs



The RideCo Solution

RideCo provides on-demand transit technology and solutions that serve Northeast San Antonio residents on short local trips and daily commutes to work. Fleet operations are provided by zTrip.

IMPLEMENTATION

- 12 5-seat vans**
 - ▶ ADA compliant and bike rack equipped
- 425+ flex stops**
 - ▶ offering pickup and drop off

SERVICE ZONE STATS

- 19 sq. mi.** service area
- 80K / 25K** population / jobs

FLEET OPERATOR

zTrip



View next page to see how **RideCo reduced cost per passenger by 36%** while achieving industry-leading vehicle productivity.

Service Results

One of the fastest growing public microtransit services in the United States, this service has achieved industry-leading vehicle productivity—surpassing its goals within 14 weeks of its launch in May 2019.

5.0

weekday passengers
per vehicle hour

▶ 30%+ higher than
the competition

650

average passengers
per weekday

▶ 100+ passenger
increase

12 min.

average pickup wait

▶ previously 60 min.

4.7/5

average star
trip rating

70%

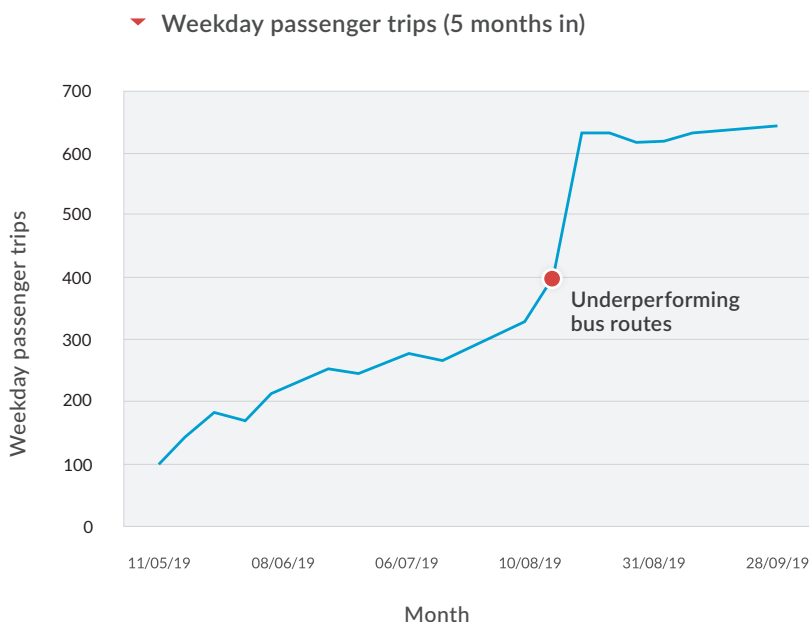
average
shared rides

15+

average rides per
passenger per month

| BEFORE | AFTER |
|-------------------------------|---|
| 600+ ft. walking distance | <260 ft. walking distance |
| \$11 cost per passenger | \$7 cost per passenger 36% reduction |
| Limited access to transit hub | 40% connectivity to transit hub |

RideCo's on-demand transit solution consistently delivers industry-best vehicle productivity and optimizes cost savings for agencies.



San Antonio, Texas

“RideCo's on-demand transit has proven to be a true game-changer. The service has been tremendously successful as a flexible travel option that helps us become more efficient and provides connections to the places our customers go.”

— Jeffrey C. Arndt

President and CEO, VIA Metropolitan Transit



Learn how your agency can reduce cost per passenger and increase productivity in low-density areas by contacting sales@rideco.com or visiting rideco.com.