

On Demand Additional Metrics and Findings

Council Innovation Fund Application:

The application identified four metrics for project success. Below are the outcomes, based on pre-COVID ridership:

Measure	Target	Outcome
Ridership	620 trips per week	>900 trips per week
Customer satisfaction	85%	97.2%
Apps downloaded	200	1676
Cost per Ride	<i>confidential</i>	<i>Achieved project targets</i>

Other Metrics:

The project identified several other metrics to compare On Demand model to fixed route:

Metric	Project Target	Pilot Outcome (Feb 2020)	Fixed Route comparison
Average ride delay (Peak hours)	N/A	20 min ¹	10 min
Average ride delay (Off peak)	N/A	5 min	20 min
Average PROH	N/A	8	15 ²
Max PROH	N/A	22	30 ²

¹ Customers who pre-booked saw almost no delay

² Average of all Community Shuttle routes. May not be a valid comparison to a new community

Other Findings:

1. The level of service provided, as measured by wait time for the bus and total time in vehicle was, on average, better than a comparable fixed route.
2. At the pre-COVID ridership level, the pilot service used approximately 20 per cent less-trip miles than a comparable fixed route.
3. The concept of dynamic, On Demand transit was acceptable to our customer base.
4. The technology was easy-to-use and provided shared riders between multiple points.
5. The technology was able to quickly make changes to the level of service provided, allowing the provider to refine the balance between cost-efficiency and customer experience.
6. No call centre support was required.
7. No bus stop infrastructure was required, providing the opportunity to reduce capital and operating costs.
8. Customers did not raise concerns about the necessity for a smart phone.

9. The service could react to detours and accidents in real time.
10. On Demand has no overcrowding.
11. The service can limit vehicle capacity if required.
12. Managing customer usage requires a clear policy on no-shows and late cancellations.
13. The technology can provide detail ridership data in real time.
14. Unlike fixed route, On Demand offers almost no wait to customers who book in advance. However, customers who book last minute during peak hours will see a longer delay.