



Calgary



# On Demand Transit Service Pilot

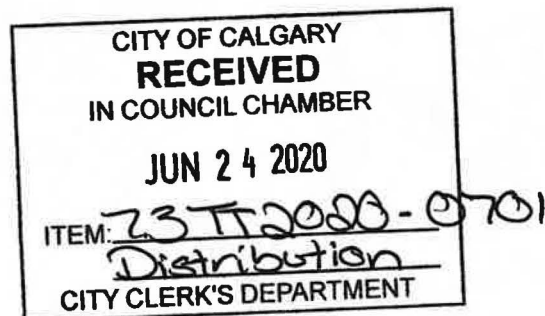
SPC on Transportation & Transit  
June 24, 2020



Driven by requests from customers and community developers to provide transit service to new communities

Cost per ride of traditional fixed route too high

On Demand service model may offer cost advantages



**Calgary Transit  
On Demand**

RideCo Inc.

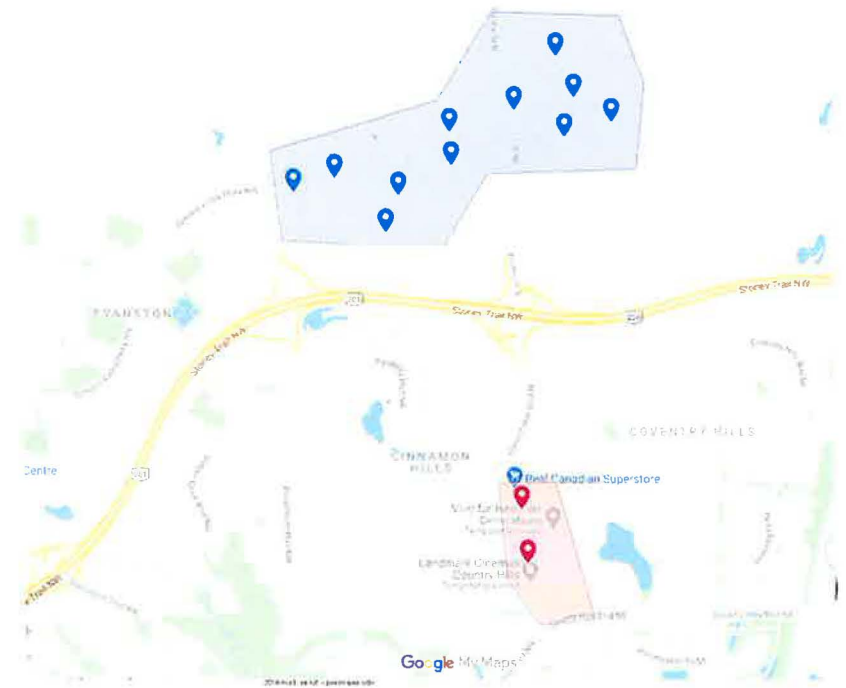
**OPEN**

One-year contract awarded to Southland Transport, who subcontracted with RideCo for the dispatching software starting August 2019

Pilot used one 12-passenger vehicle all day and a second during peak hours

Customers booked rides between Carrington/Livingston and North Point

The technology routed the vehicle, creating shared rides where possible.







- Smartphone apps downloaded: 1676
- Customer Satisfaction: 97.2%
- Trips per week: >900
- On-time performance: 98%
- Passengers per Revenue Hour: 8 (pilot average)  
22 (pilot maximum)

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## Pilot Learnings - Benefits

- On Demand served a large geographic area of low demand with reasonable performance and levels of service
- On Demand used less vehicle miles than a comparable fixed route
- Customer acceptance on the On Demand service was high
- The On Demand technology offers a number of benefits:
  - Real time data
  - Flexible and simple to change service levels
  - Vehicle capacity management (no overcrowding)



## Pilot Learnings - Risks

- Longer wait for last minute bookings
- No shows take away capacity
- Access to cellphone (or web browser) critical to service model
- Customers may be refused boarding without a reservation
- The availability of the service may create new demand, particularly with young riders



## Potential applications

Based on pilot learnings, On Demand may provide benefits:

- In low ridership areas





## Potential applications

Based on pilot learnings, On Demand may provide benefits:

- In low ridership times such as evening and weekend

