

Okotoks On-Demand

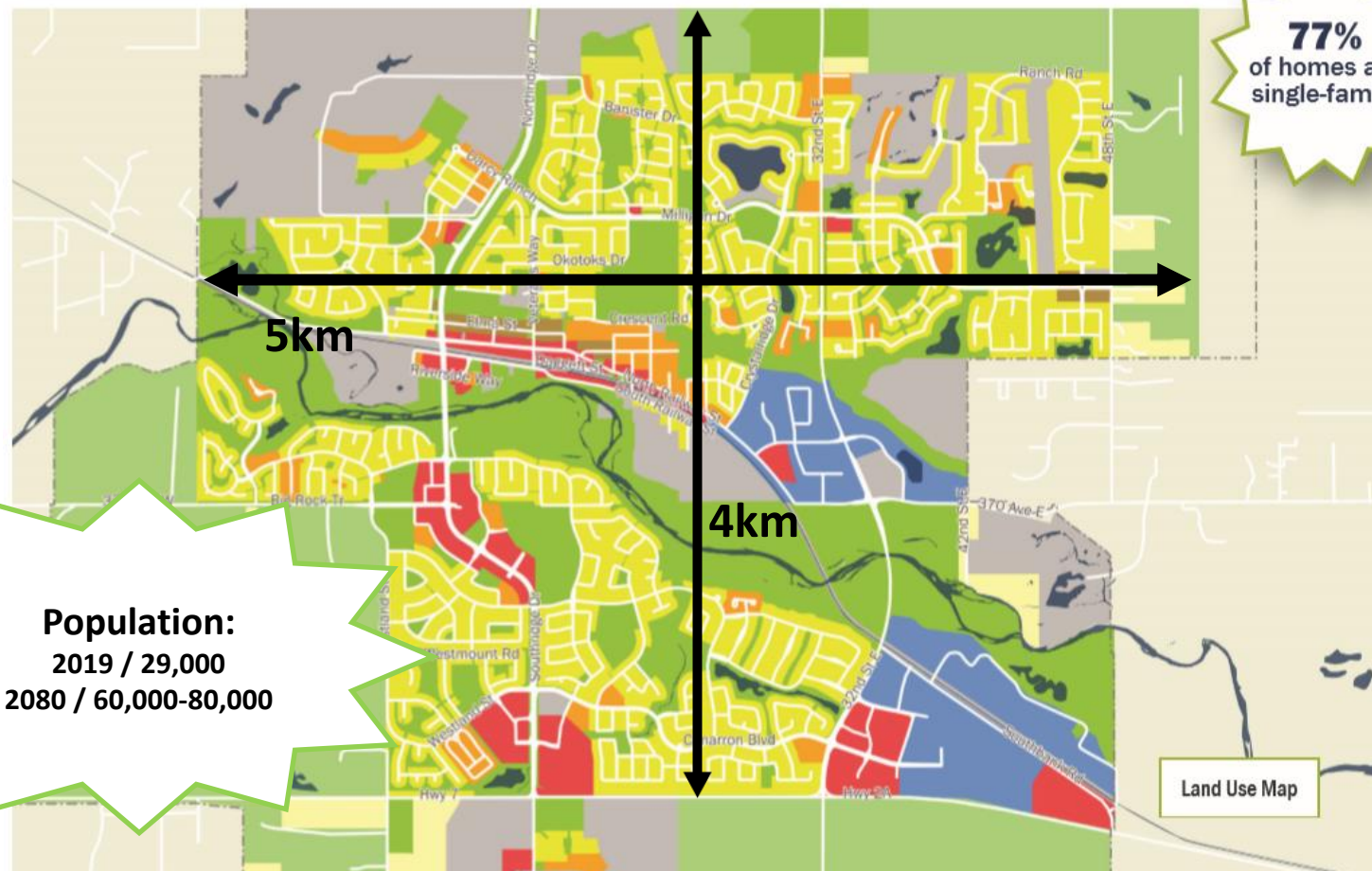
Presented by David Gardner, Transit Specialist



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LEGEND

- | | |
|---|--|
|  Agricultural |  Commercial |
|  Country Residential |  Industrial |
|  Single Detached Residential |  Parks and Community Facilities |
|  Multi-Unit Residential |  Other |
|  Mixed Use | |



77%
of homes are
single-family

Population:
2019 / 29,000
2080 / 60,000-80,000

Land Use Map

At launch (December 2019)

- Curb-to-curb On-Demand (high quality, lower efficiency)
- Developed boundaries (excluding annexed boundaries)
- Mon-Sat 06:00 – 23:30
- 2 year partnership with Southland Transport (Pacific Western Transport) for drivers, call centre support, maintenance & supervision ; RideCo (Routing & Trip allocation technology)
- 3 vehicles, 2 in-service (leased Ram Promaster 7 seaters with hydraulic lift)
- Payment options – Credit card in App, 10 pack paper tickets, bulk ride credit option via shopify & manual back end process to add credits to user account
- Opted for bulk ride credits over monthly passes
- Fares - \$2.75 per single trip & up to 30% discount through bulk ride credit purchases

2020/2021 Service improvements

- July 2020 - 3 x Ford Transit 10 seater hybrid (regenerative braking) with hydraulic lift, bookable 2-bike rack, touchless door entry, USB ports.
- December 2020 - 4th vehicle delivered and in use.
- December 2021 est. - 5th vehicle delivering.
- All new vehicles equipped with flexible seating to accommodate max 3 wheelchairs or 10 regular seats or combinations of both.
- Payment options – bulk ride credit options added to App.
- 2021 fare increase - \$3.00 per single trip & up to 30% discount through bulk ride credit purchases.



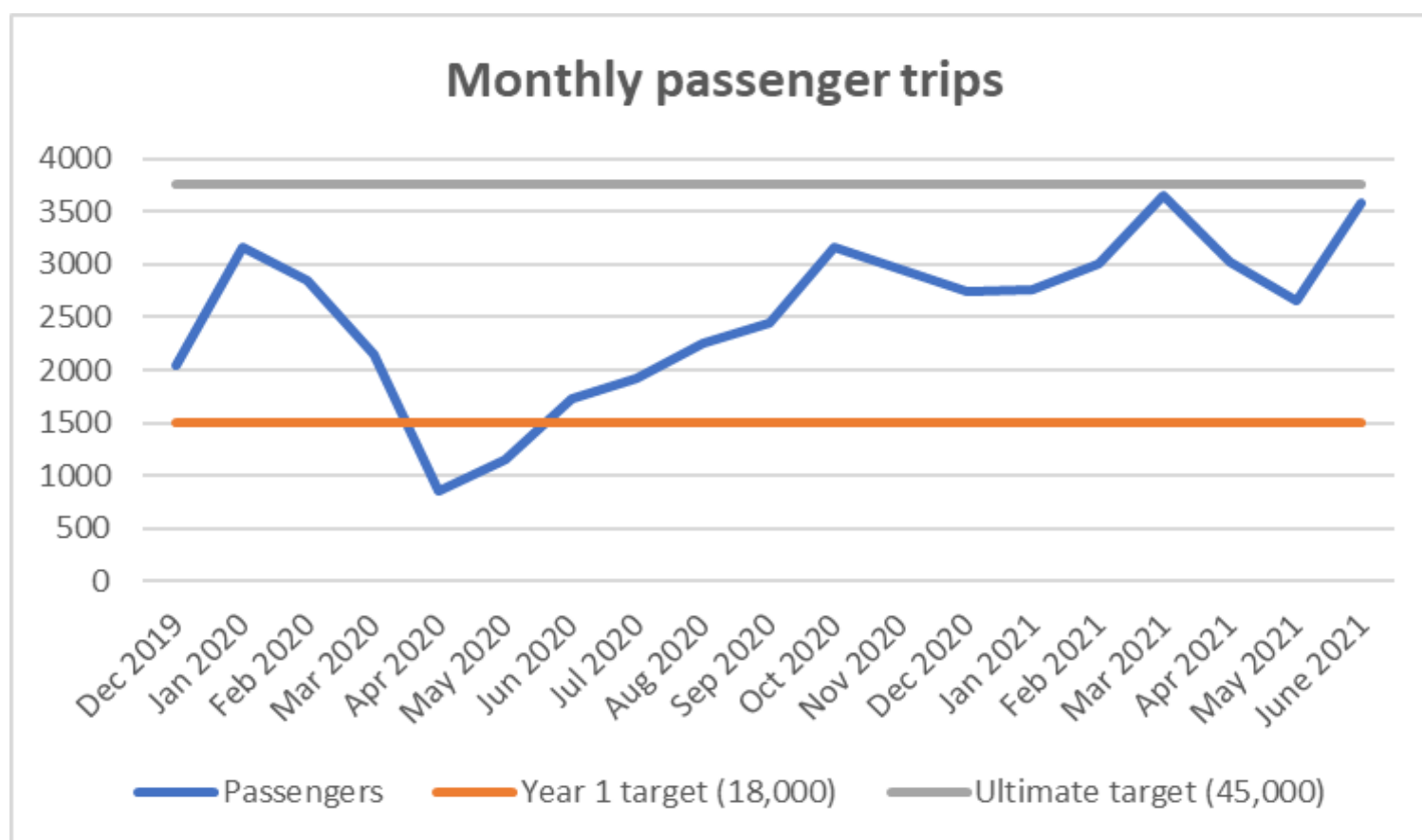


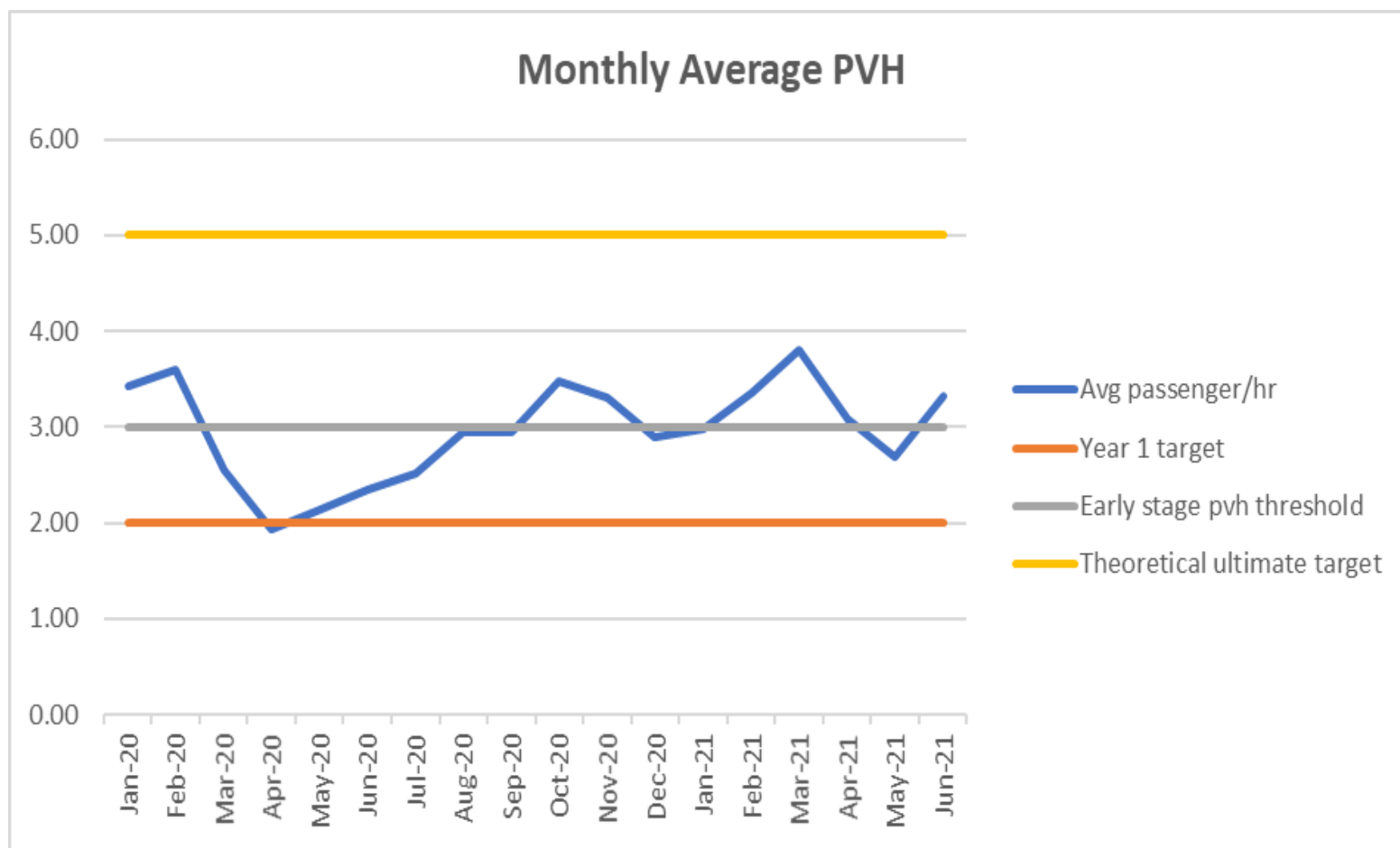
Trip Windows & shared ride efficiency

- Trip window definition – total time from beginning of 10min pick up window until time that passenger is dropped at destination.
- Trips window length is positively correlated with shared ride %.
- Trade off between quality & efficiency
- Launched with 20-30min trip window depending on trip distance
- Covid-19 - Reduced all trip windows to max 20min & max 7 pax – result was max 2 pax/trip – achieved physical distancing by way of technology almost instantly.
- Increased trip windows to 30-40min in late June 2021, current total trip time averages around 11min.
- Shared rides – up to 45% for brief non-covid periods

2020 – 27,403

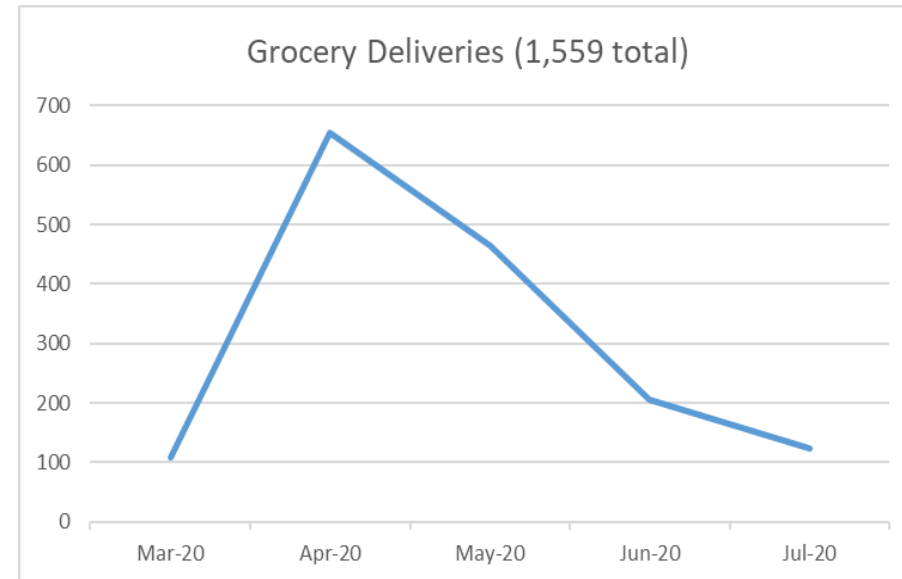
2021 H1 – 18,703





Grocery deliveries – Covid19

- 1 vehicle not in transit use allocated to deliver groceries to residents.
- ‘Offline’ mode relied on driver knowledge of town layout and street names.
- Required some ‘hands-on logistics.
- Stores paid for each trip, contributing to regular transit revenue.
- 3.5 deliveries per hour average.
- Huge success and provided a service to many residents who never ordinarily use public transit.



Lessons learnt

- Average ride ratings overall – 96% - residents LOVE the service!
- Trip window parameters are a major factor in achieving desired outcomes.
- Changes to trip windows best made in small increments.
- Data visibility is key - eg. Failed ride searches provide insight into uncaptured demand.
- If we rely on a 3rd party operator for data analysis are we missing opportunities? (cost-benefits of outsourced operations)
- Drivers are a major factor in smaller vehicles/communities – our drivers are one of our greatest assets.
- Transit vehicles can support other initiatives eg. Grocery deliveries, flood plans etc

Challenges:

- Service is in high-demand and mature demand levels remain unknown - we are continuing to manage increasing demand through increasing trip windows & vehicle hours.
- We don't have a single year of normal data – no predictability in terms of seasonal demand & other variations (school holidays)
- How do we meet future demand – increase supply or improve efficiency? Or a combination of both?
- Future service options – ring-fenced On-Demand? Virtual stop? Fixed route? Fixed routes are not necessarily a logical step forward considering lessons learnt in some bigger cities
- Other revenue sources – we currently don't do any advertising but this may be a way to assist in reaching cost recovery targets
- Longer term – outsourcing vs insourcing operations ; technology – do we have the best option to allow for future flexibility and/or service variations
- Bottom Line – WE STILL DON'T KNOW WHAT WE DON'T KNOW!!

Questions ???

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