



Stratford Transit

ODT Service Overview





Previous Sunday Fixed Route Service

- Prior to the Fall of 2017, Stratford Transit did not operate on Sundays.
- At that time a Sunday 1 hour service was introduced



Previous Sunday Fixed Route Service

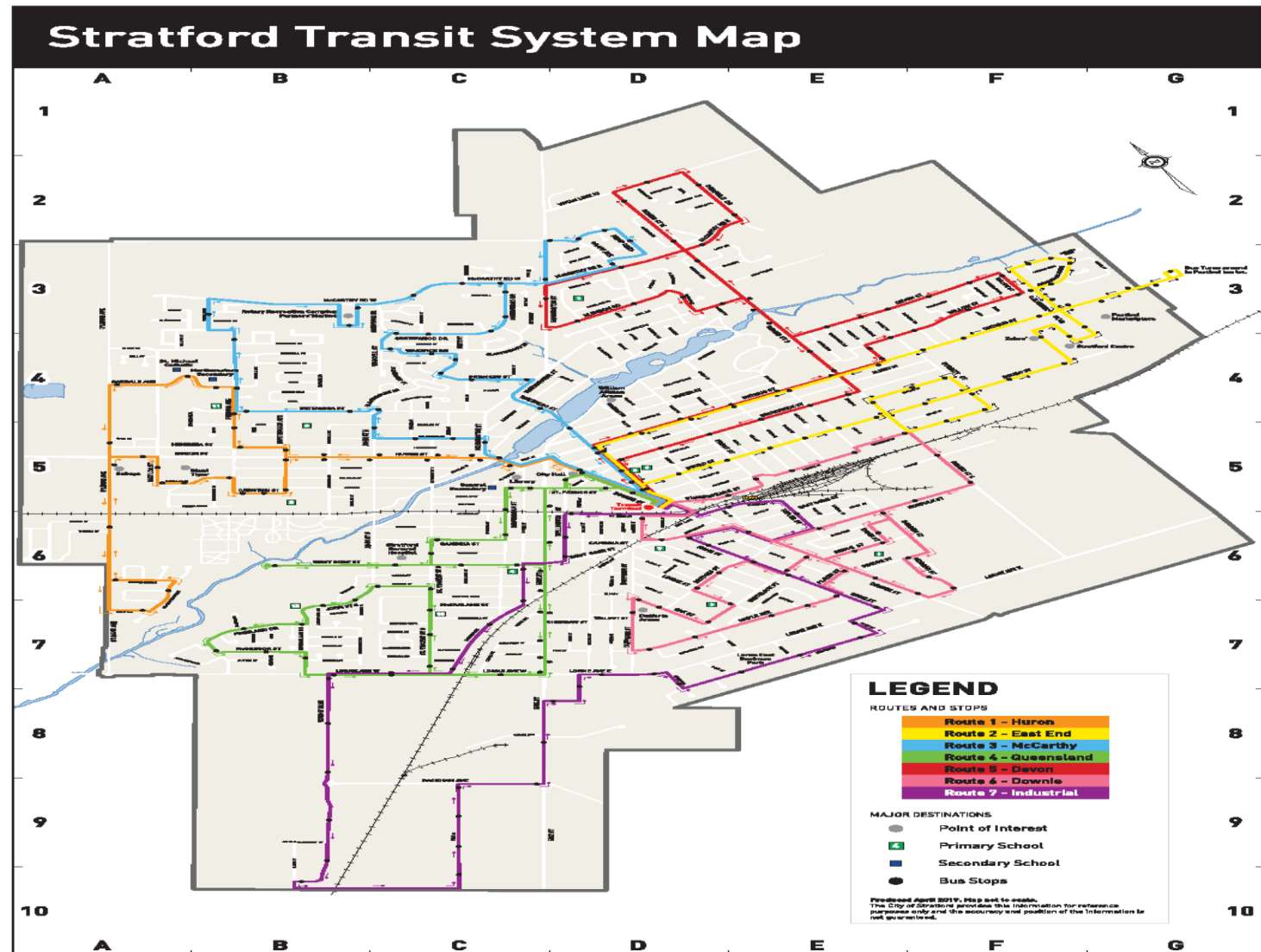
- 6 routes were serviced with 3 buses from 10am-6pm (1 hour service).
- Ridership never caught on and remained low for the 2 plus years it was operating. Staff started to explore other service delivery options.
- ODT introduced July 5, 2020.



Previous Saturday Fixed Route Service

- 6 routes with a 30 minute service. Hours of operation was 6am-8pm
- Ridership steady at approximately 50% of weekday ridership until global pandemic in March 2020.
- 85% less ridership and ODT introduced on Saturdays on February 6, 2021 as a response to Covid 19.

Fixed Route System Map





Saturday/Sunday On Demand

- Due to Transit ridership at an all time low due to the pandemic, Stratford Transit began a responsive, responsible approach to save operating costs while at the same time continuing to offer Customer's an enhanced, positive ridership experience. With using an “on demand” platform you simply request a trip between any two bus stops in the city on Saturdays between the hours of 6am to 8pm and Sundays between the hours 10am to 5:30pm, and a transit vehicle will take you there transfer free while servicing other riders.



Saturday/Sunday On Demand

Stratford to launch on-demand Sunday transit service pilot this weekend

Stratford's on-demand Sunday transit service launches this Sunday, July 5. Have you booked your Sunday bus ride yet?

Galen Simmons

Jul 02, 2020 • July 2, 2020 • 3 minute read • [Join the conversation](#)



The City of Stratford is launching its on-demand Sunday transit service pilot project this Sunday, allowing riders to schedule pick-ups ahead of time online, through the Sunday-service app, and by phone. (Galen Simmons/The Beacon Herald)



Saturday/Sunday On Demand

Saturday On Demand starts February 6

For details, visit
stratford.ca/transit





Saturday/Sunday On Demand



FAQ

DO I NEED TO USE THE APPS?

No, you can use your transit agency's rider web portal. Log into the web portal at ridestratford.ca to book your trip.

CAN I BOOK A TRIP FOR MYSELF AND OTHERS WHO ARE WITH ME?

Yes. When booking a ride, indicate the amount of riders travelling with you. When boarding, the person who booked the trip will be confirmed by the driver, who will see the count of your party.

CAN I BOOK TRIPS AHEAD OF TIME?

Yes! You can book trips either "ASAP" (as soon as possible), or in advance.

WHEN WILL I KNOW MY ETA?

A few hours before your trip is supposed to take place. The current/dashboard screen on your app will update with a message that reads "Coming Soon" as well as an estimated time of arrival.



SERVICE INFO

ACCESS THE RIDER WEB PORTAL

ridestratford.ca

USE THE MOBILE APP

Download "On-Demand Transit - Rider App" in the App Store and Google Play

BOOK BY PHONE

519-271-0250 extension 264
Monday to Friday, 8 am - 4 pm
Saturday, 8 am - 5 pm

SATURDAY SERVICE STARTING FEB. 6, 2021:

Saturday, 6 am - 8 pm
Sunday, 10 am - 5:30 pm

LEARN MORE ABOUT THE SERVICE

stratfordtransit.ca



SATURDAY/ SUNDAY ON-DEMAND TRANSIT SERVICE





Saturday/Sunday On Demand



SATURDAY/ SUNDAY ON-DEMAND TRANSIT SERVICE



IMPROVING SERVICE

Stratford Transit will move to a Saturday/Sunday On-Demand Service to allow our service to meet the current customer needs while routing buses only to the requested stops. Customers will be able to schedule a ride based on their timeframes and desired stops, allowing passengers to go anywhere in the city between 6 am to 8 pm (as of February, 6) on Saturdays and Sundays between 10 am to 5:30 pm.



IT'S EASY TO SCHEDULE

By using the Mobile App - "On-Demand Transit - Rider App" available for download in at The App Store and Google Play, customers can book rides any time of day for any time of service. When asked for a code, enter stratford. Other reservations options include visiting ridestratford.ca or by calling 519-271-0250 extension 264, Monday to Friday, 8 am - 4 pm. and Saturday, 8 am - 5 pm.



PLANS CHANGE

While you can book your trips either "ASAP" (as soon as possible), or in advance we recognize sometimes plans may change. You can cancel anytime through the app.

ridestratford.ca



HOW TO SIGN UP

- 1 Download the App on the **iOS app store** or the **Android Play store**, or access the web portal at ridestratford.ca
- 2 If using the app, enter **Stratford** as the transit code when first opening the app. This will connect it to Stratford Transit.
- 3 Press sign up, review the terms and conditions, enter your **e-mail and a password**, then select sign up.
- 4 Check your email inbox, including spam folder, for a confirmation e-mail. **Select the link in the e-mail.**
- 5 Enter your e-mail and password in the app and login.

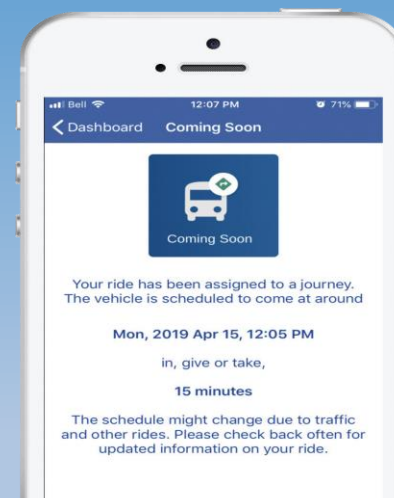
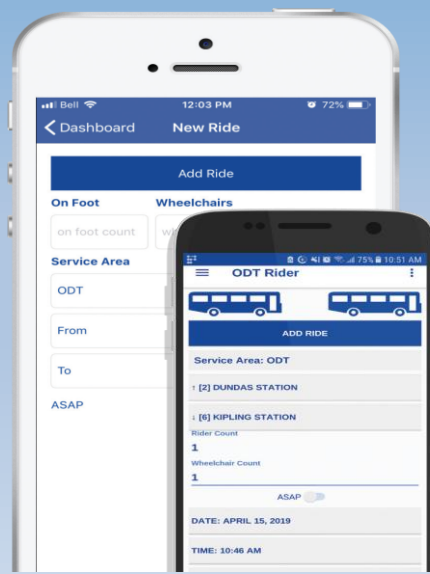
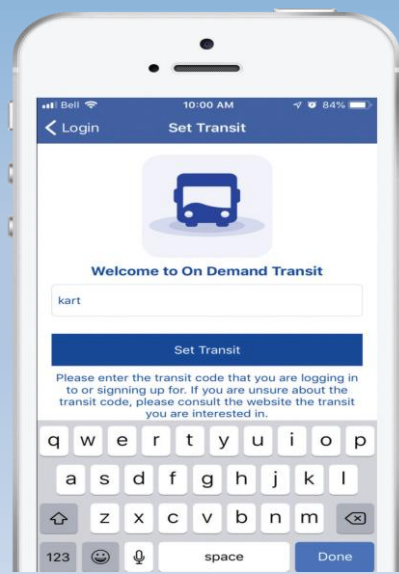
REQUEST A RIDE

- 1 Press **New Ride**.
- 2 Select your **pickup and dropoff stops**, the **number of people** riding with you, and the **time** of your ride. Time can be set to pickup or drop off time.
- 3 Press **Add Ride** to confirm.

TIP: You can book your trip in **advance**, or select **ASAP** to book the trip for right now.

MONITOR YOUR RIDE

- 1 After requesting a ride, you will be assigned to a vehicle.
- 2 As your vehicle approaches, your current screen/dashboard will give you an estimated time of arrival.
- 3 Once your vehicle arrives, the driver will confirm your boarding.

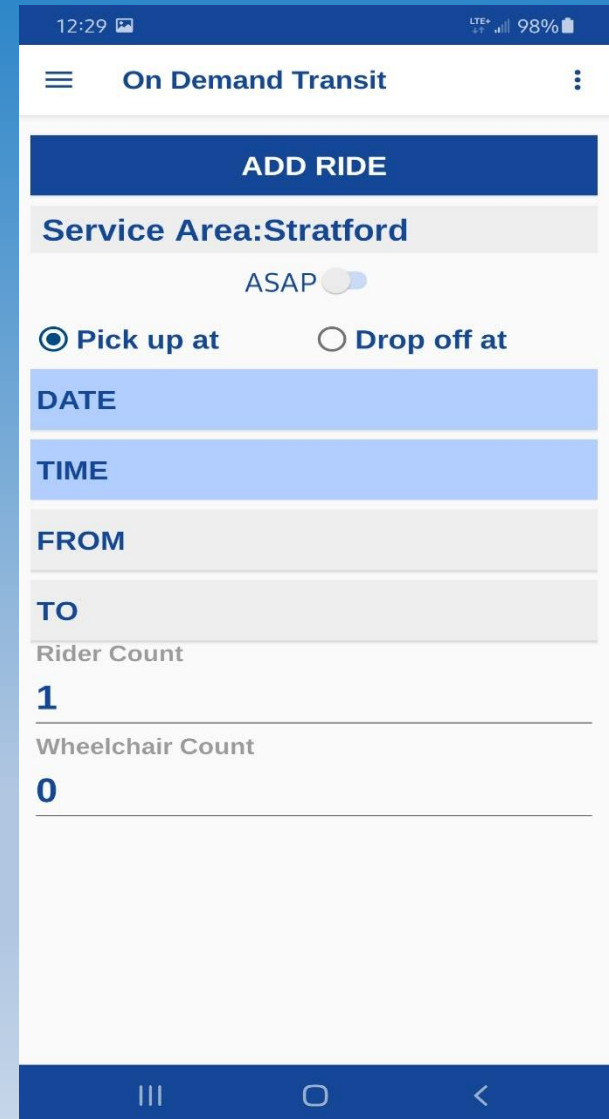
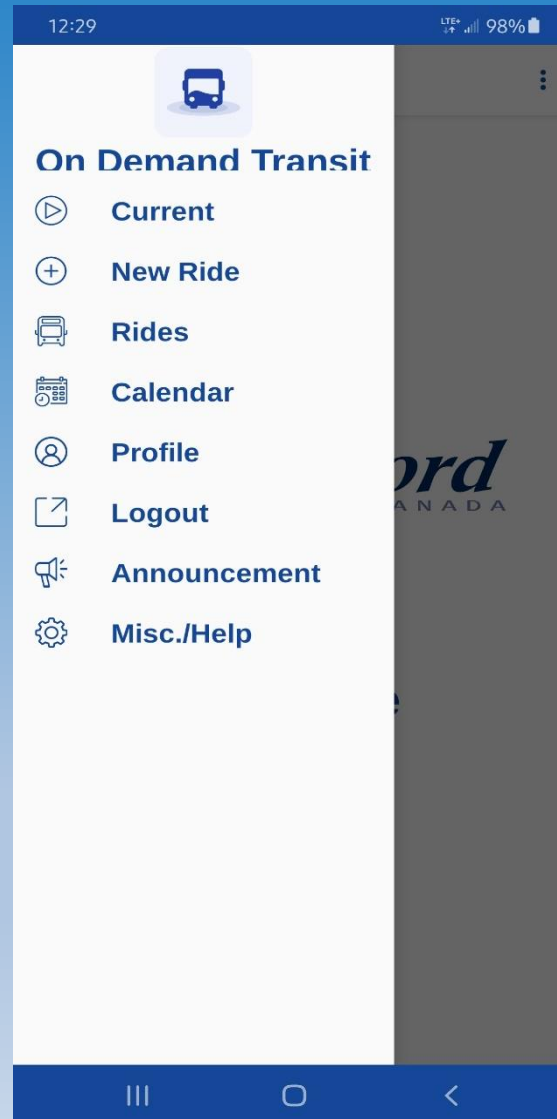
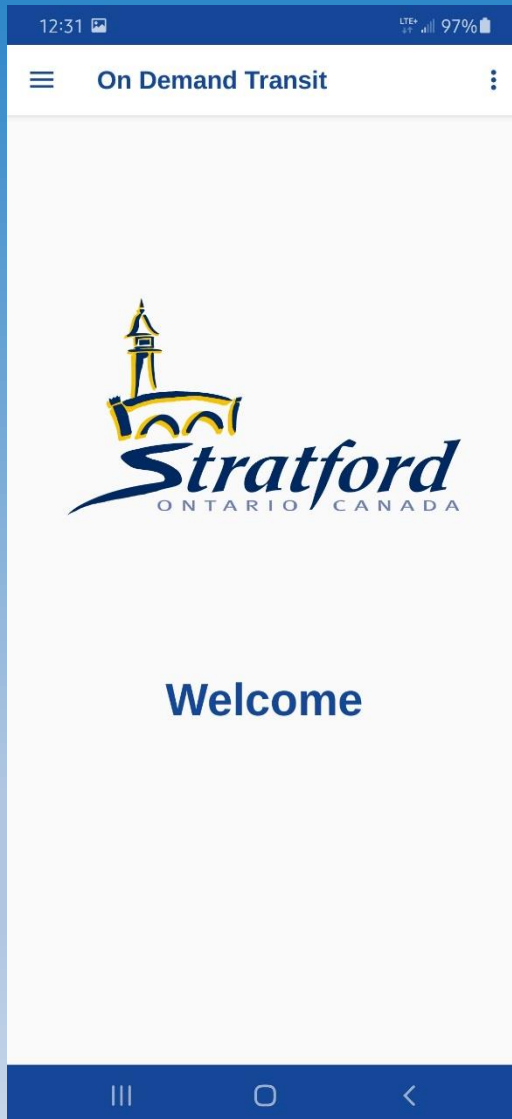


NEED TO CANCEL?

Cancel anytime. Navigate to the main menu of your app and select Rides. Find the ride you want to cancel and swipe it to the right, then press cancel.



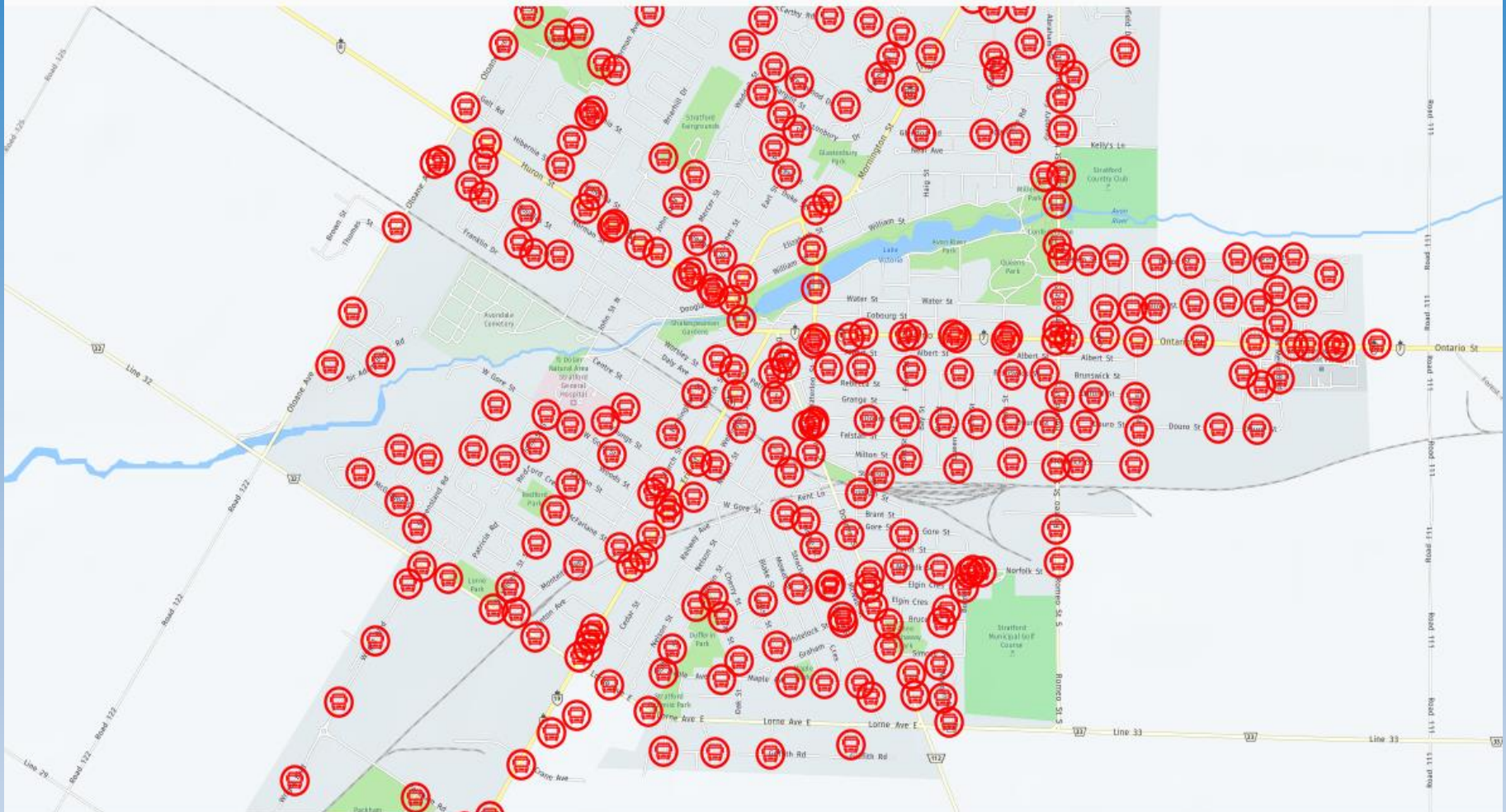
Saturday/Sunday On Demand





Saturday/Sunday On Demand

name...





Saturday/Sunday On Demand

12:33

LTE 96%

On Demand Transit

Rides

ACTIVE PAST CANCELLED

Sat., Mar. 13, 2021

Pickup After: Mar. 13, 2021 2:30:00 p.m.

ORDZMGHTKFT

Unassigned

From: Ontario St.(WB)-Quality Inn

To: Transit Terminal

12:34

LTE 96%

On Demand Transit

Rides

ACTIVE PAST CANCELLED

Sun., Mar. 7, 2021

Pickup After: Mar. 7, 2021 12:34:00 p.m.

ORDBAUFKNIT

Cancelled

From: St.David St.(WB)-Wellington St.

To: C.H. Meir Blvd.(NB)-Mark's Work Warehouse

Sat., Feb. 27, 2021

Pickup After: Feb. 27, 2021 4:15:00 p.m.

ORDSALAZICB

Cancelled

From: West Gore St.(WB)-Rear of Hospital

To: C.H. Meir Blvd.(NB)-Mark's Work Warehouse

Sat., Feb. 27, 2021

Pickup After: Feb. 27, 2021 3:00:00 p.m.

ORDXYMHULFO

Cancelled

From: West Gore St.(WB)-Rear of Hospital



Saturday/Sunday On Demand



Stratford Transit On-Demand Service



Average Wait Time

(Within provided 15-minute pickup time window)

Saturday
6 minutes

Sunday
8 minutes



Average Ride Time

Saturday
13 minutes

Sunday
14 minutes



Average Daily Driving Distance

Saturday
720 km

Sunday
219 km



Average Daily Fuel Cost Savings

Saturday
\$613.32

Sunday
\$75.87



Saturday/Sunday On Demand

Stratford ODT Report Card

Stratford's ODT service has been running on Sundays since July 2020, and launched on Saturdays in February 2021. How has that service been going since then?

	Total	Sunday (10:00am to 6:00pm)	Saturday (6:00am to 8:00pm)
Days of Service	45	38	7
Average Ride Time (Minutes)	14	14	13
Average Wait Time (Minutes)	7	8	6
Average Daily Old Fixed Route Driving Distance (Kilometres)	1286 average	389	2184
Average Daily ODT Driving Distance (Kilometres)	297 average	219	720

Average Wait Time:

The average wait time is calculated based on requested pick up time and a 15-minute pick up window allowed. As an example, if a 5pm pick up is requested, the bus will show up between 5pm and 5:15pm.

Fuel Cost Savings:

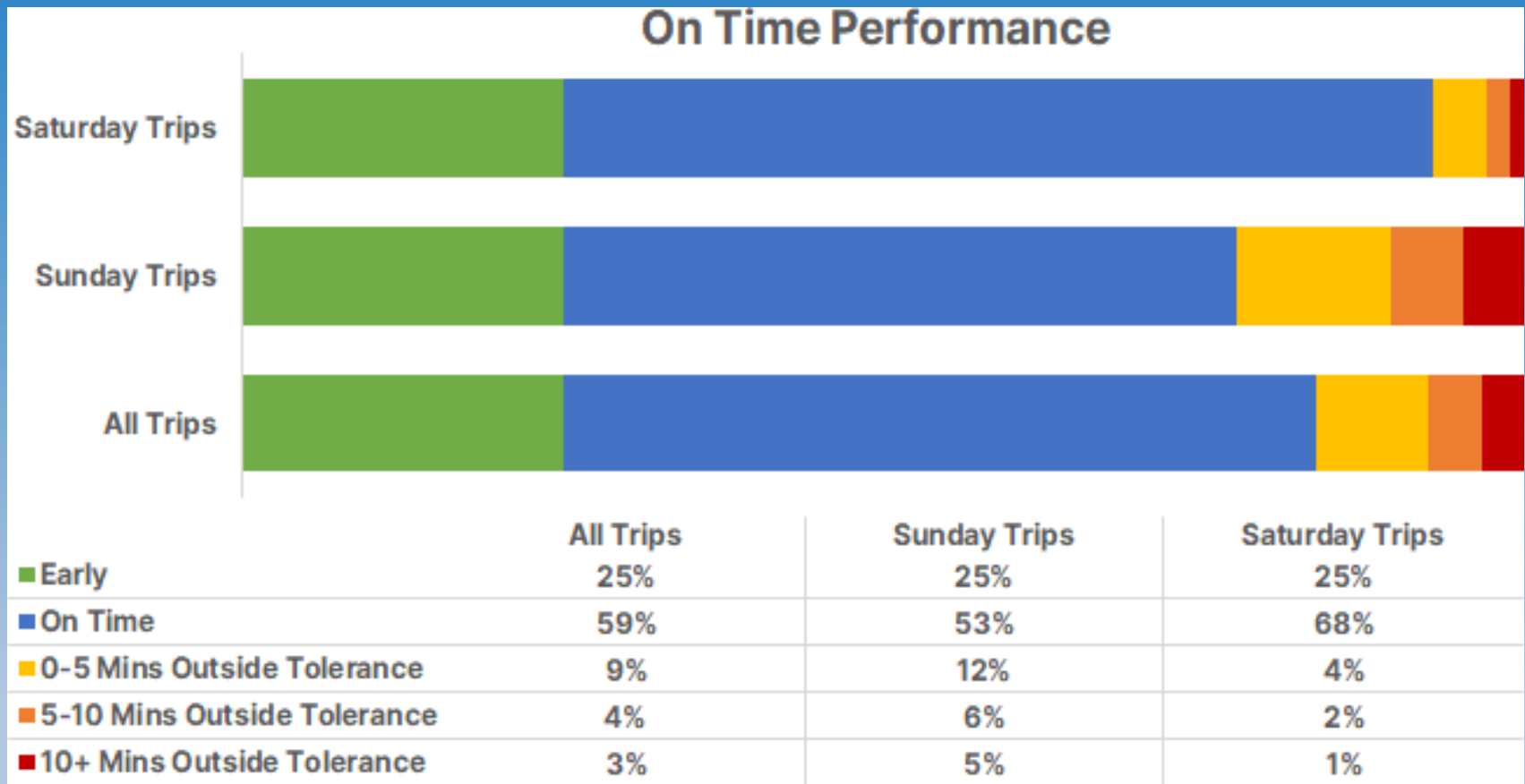
Daily fuel cost savings between old, fixed route service and ODT is:

Saturday- \$613.62

Sunday- \$ 75.87



Saturday/Sunday On Demand



Early only means a bus arrived early but waited for Customer to arrive prior to departing

Tolerance, as mentioned previously is the 15-minute pick up time window



Saturday/Sunday On Demand

Ride Times



	All Trips	Sunday Trips	Saturday Trips
0-15 Mins	67%	67%	69%
15-30 Mins	26%	26%	27%
30-45 Mins	5%	6%	4%
45-60 Mins	1%	2%	0%
60+ Mins	0%	0%	0%



Saturday/Sunday On Demand



This map shows vehicle movement throughout the service area; higher elevation represents a greater concentration of GPS pings collected from vehicles, representing locations where they spend more time or visit more frequently.



Recent Transit Funding

To be noted, the MTO has recognized and included an additional eligible expenditure in the guidelines (SRA-Phase 3) which allows Transit Agencies to claim up to 50% of Capital costs for Micro/Macro Transit (On Demand) due to numerous Transit Agencies implementing this service as a response to low ridership levels.



**Additional Comments/Questions Please Contact Mike Mousley,
Manager of Transit**

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