

**Barrie Transit**

# **ON Demand**

# Barrie Transit ON Demand

## What is Transit ON Demand?

- A transit service without a fixed schedule or route. Bus travel is determined by rider trip requests via a mobile app. An algorithm optimizes the bus route and schedule in real time.

## Why Transit ON Demand?

- A transit service strategy which provides better level of service and coverage in low demand times or areas.

## Transit ON Demand Limitations

- The technology is best suited for low transit demand times or areas. Fixed route schedules and routes are required for higher ridership areas.

# Barrie Transit ON Demand

Phase 1 – Monday August 17<sup>th</sup> 2020

## Service Zone Selection



Zone selected conditional on manageable ridership potential to test out technology. Not designed to maximize ridership in this initial stage. If successful, can easily be expanded.

## Service Zone Locations of Interest

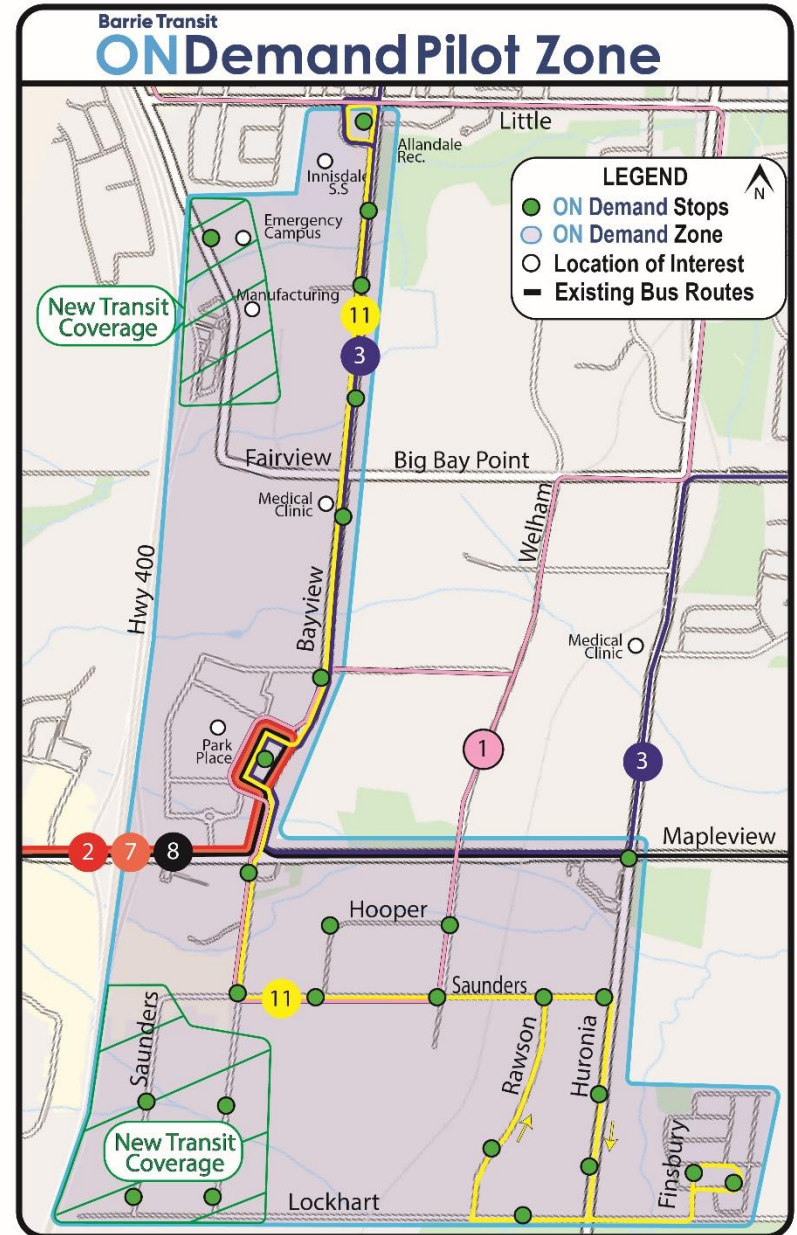


Park Place major retail, manufacturing, Lockhart Subdivision, Medical Clinic, Emergency Campus, Innisdale S.S, & Allandale Recreation Centre

## Route 11 Replacement

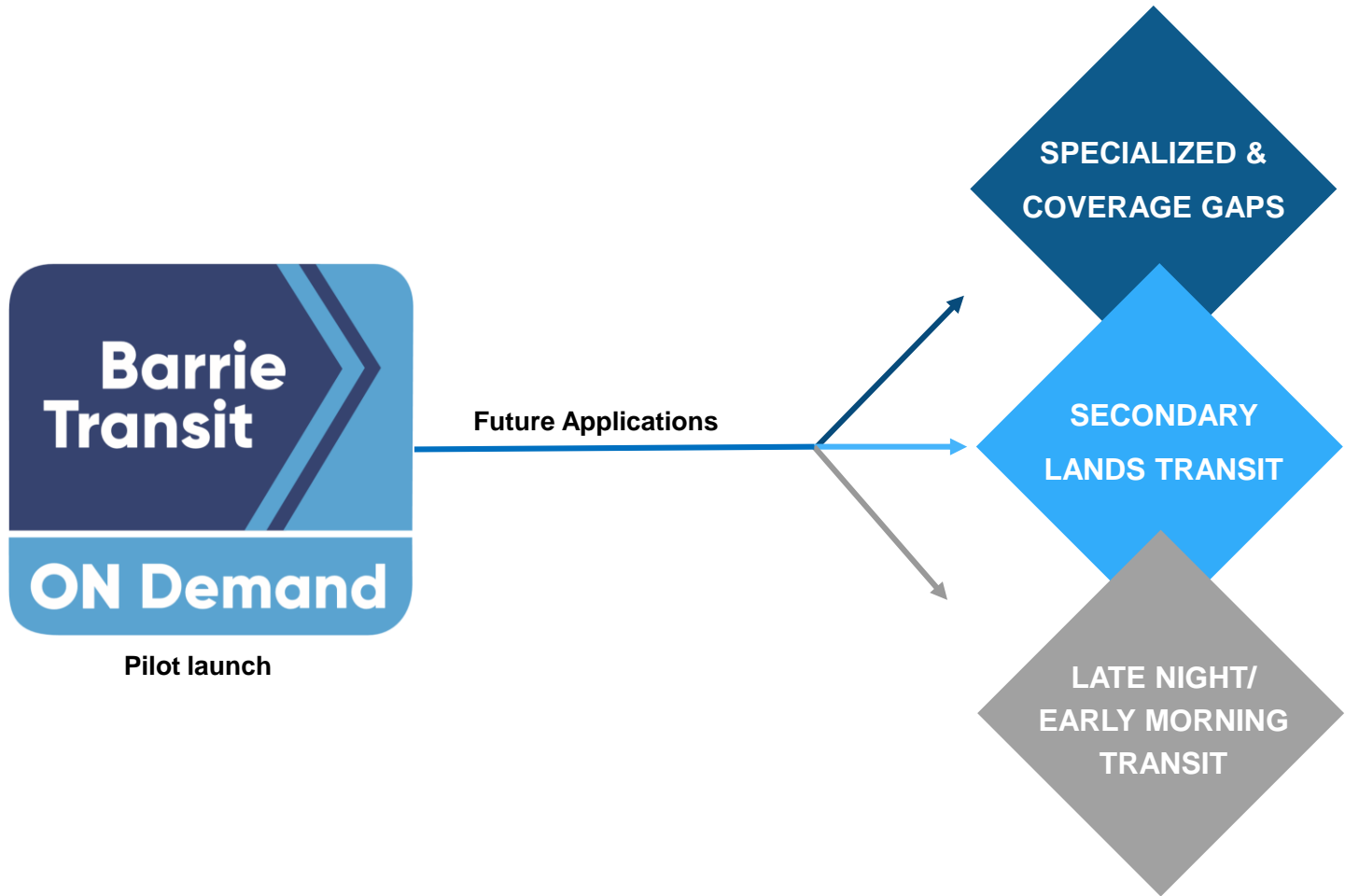


The intent of the Transit ON Demand pilot (if successful) is to replace the low ridership route 11. Route 11 and Transit ON Demand run parallel for a period of time.

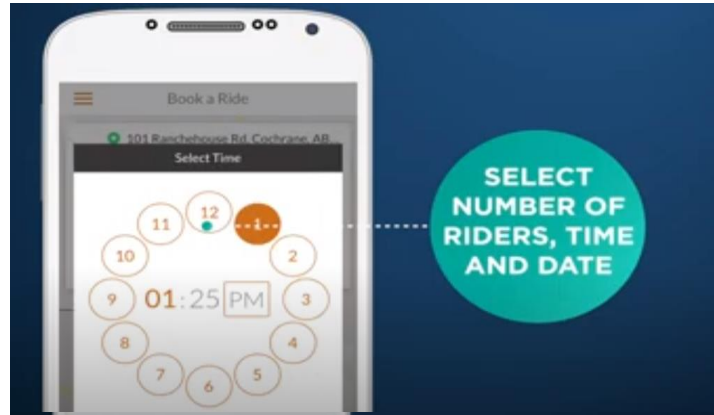


\* Stop in-service when Fairview Road open

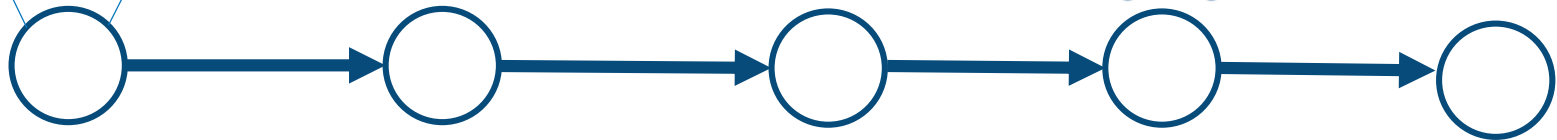
# Expansion Potential



# The Rider's Experience



<p>● Ayrshire Dr &amp; Anacacho St 4999 Ayrshire Dr</p> <p>● Naco Stop 94483 4300 Thousand Oaks</p>	<p>PICK-UP 11:30 AM ~ 11:40 AM</p>	<p>ARRIVES BEFORE 12:01 PM</p>	<p>\$2.50</p>
<p>● Ayrshire Dr &amp; Anacacho St 4999 Ayrshire Dr</p> <p>● Naco Stop 94483 4300 Thousand Oaks</p>	<p>PICK-UP 11:55 AM ~ 12:05 PM</p>	<p>ARRIVES BEFORE 12:26 PM</p>	<p>\$2.50</p>



DOWNLOAD

REQUEST TRIP

CHOOSE TRIP

Board the Bus

Enjoy The Trip

# Defining Pilot Success

Daily Average KPI	RideCo Recommended Target
Wait Time	15 minutes or less
Trip Duration	10 minutes or less
Productivity	4.5 or more passengers per hour
On-Time Rate	95% of rides picked up within 2 minutes of pickup window 95% of rides dropped off within 2 minutes of 'Arrive By' time
Ride Rating	4.6 or higher
# of Users Experiencing "Too long" Wait Time (per Week)	Less than 7 per week "Too Long" to be defined as 40 minutes
Ridership	90% of Route 11 riders switch to On Demand

# Communications Plan



- **Mail Out/Info Sheet**  
Paper sized summary mailed to residents and e-mailed to businesses within zone, on route 11 bus and at hubs.



- **Geofencing Ads**  
Ads specific to the geographic zone of the Transit ON Demand pilot.



- **Facility Screens**  
Ad placed on facility screen at Allandale Rec Centre and Downtown Transit Terminal.



- **Website Landing Page**  
Includes details on the service plus a FAQ section.



- **Media Release**  
A media release set to go out 5 days prior to launch.



- **Service Barrie**  
A 'help' touchpoint for riders who need more assistance with Transit ON Demand.



- **On Bus/At Bus Stops**  
Audio announcements, route 11 driver reminders and on-board staff, sticker placed at all Route 11 bus stops.



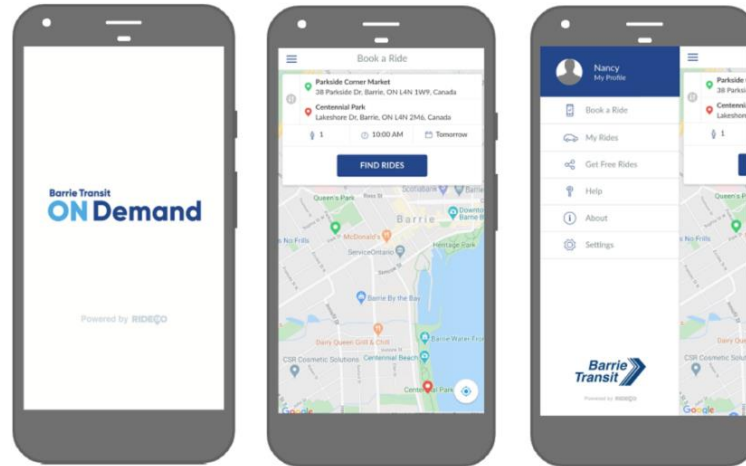
- **People at Hubs**  
Barrie Staff at Park Place to assist as needed and provide information (following social distance protocol).

# Digital & Communication Assets

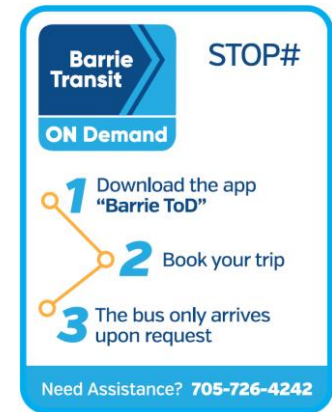
App Store Button



Mobile App



Bus Stop Sign



Geofencing Ads (2 ads, 2 sizes each)





# QUESTIONS?