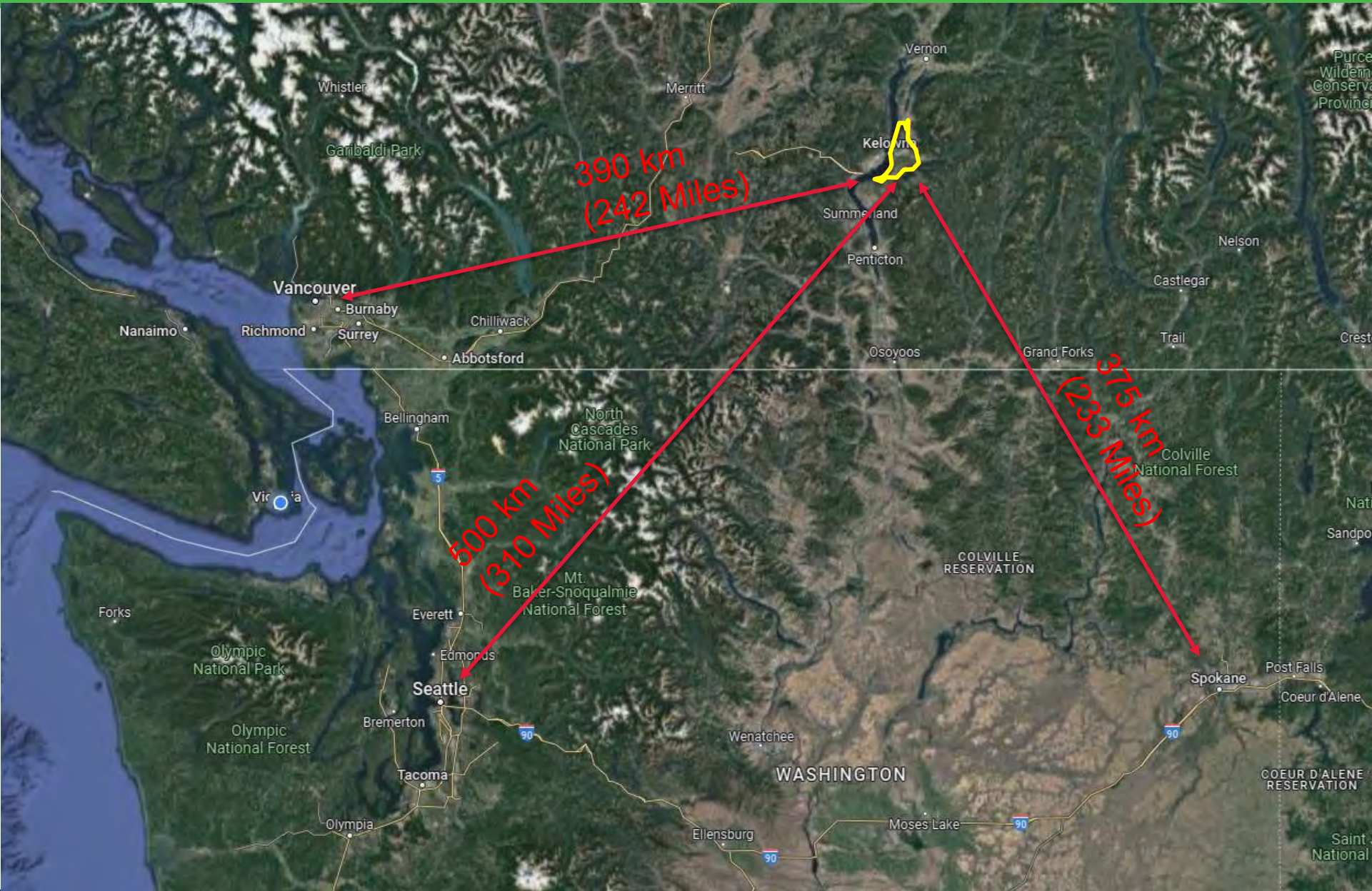




ONDEMAND TRANSIT

Learnings from the Launch of a New Service Type

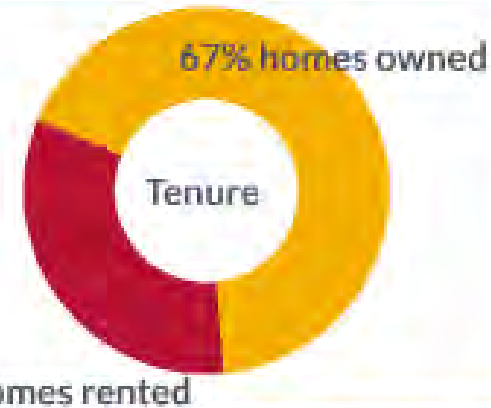




Kelowna BC: A Snapshot

Demographics

*Source: Environics Research, 2022 Community Snapshot, 2021 Stats Report



148,340
residents

2.9% of BC's total population

\$108,814

average household income

56%
houses

42%
apartments



42y Median Age



32% Have children



6% Aboriginal identity

68.2%

Labour force participation

78%

Travel to work by car (as driver)



6%

Travel to work by walking



2%

Travel to work by cycling



58%

Post-secondary educated

13.9%

Immigrant

10.5%

Visible minority

7.4%

Know both official languages

Mission-Crawford: A Kelowna Community



| Household and dwelling characteristics | |
|---|-------|
| Total - Occupied private dwellings by structural type of dwelling - 100% data | 1,675 |
| Single-detached house | 1,385 |

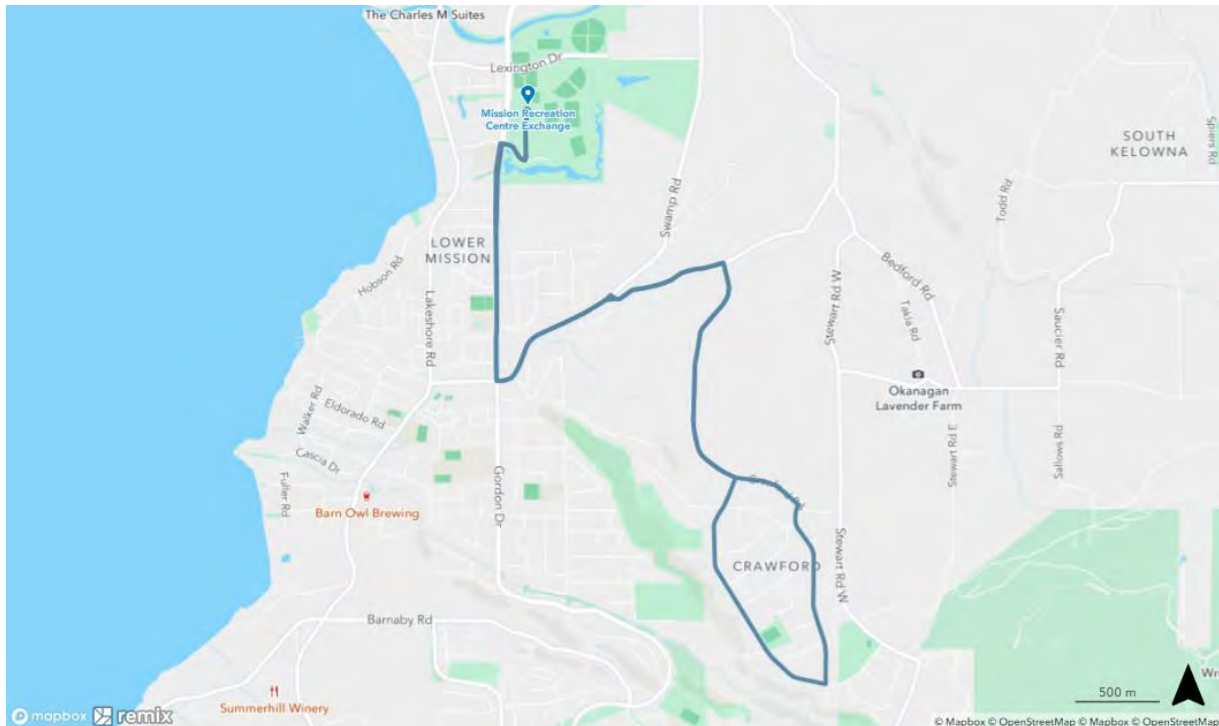
| Characteristic | Counts | | |
|--|--------|-------|---------|
| | Total | Men + | Women + |
| Population and dwellings | | | |
| Population, 2021 ¹ | 4,896 | ... | ... |
| Population, 2016 ¹ | 4,798 | ... | ... |
| Population percentage change, 2016 to 2021 | 2.0 | ... | ... |
| Total private dwellings ² | 1,752 | ... | ... |
| Private dwellings occupied by usual residents ³ | 1,677 | ... | ... |
| Population density per square kilometre | 184.6 | ... | ... |
| Land area in square kilometres | 26.52 | ... | ... |

| | |
|---|-------|
| Total - Total income groups in 2020 for the population aged 15 years and over in private households - 100% data ²¹ | 3,985 |
| Without total income | 130 |
| With total income | 3,855 |
| Under \$10,000 (including loss) | 420 |
| \$10,000 to \$19,999 | 425 |
| \$20,000 to \$29,999 | 500 |
| \$30,000 to \$39,999 | 415 |
| \$40,000 to \$49,999 | 355 |
| \$50,000 to \$59,999 | 290 |
| \$60,000 to \$69,999 | 235 |
| \$70,000 to \$79,999 | 200 |
| \$80,000 to \$89,999 | 145 |
| \$90,000 to \$99,999 | 145 |
| \$100,000 and over | 725 |

Route 15: Crawford

Weekday Ridership Statistics in 2023

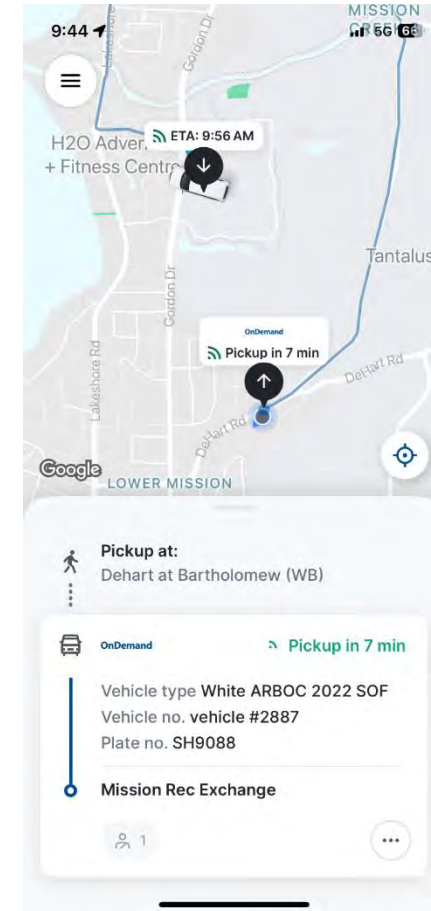
- 22 stops on a route with a runtime of approximately 22 minutes
- 4 runs on the half hour beginning at 7:30am and ending at 9:00am
- 4 runs on the half hour beginning at 3pm and ending at 4:30pm



| Service Period | Total Trips Operated | Total Projected Boardings | Average Daily Boardings | Average Projected Boardings per Trip | Projected Boardings per Revenue Hour |
|----------------|----------------------|---------------------------|-------------------------|--------------------------------------|--------------------------------------|
| Winter 2023 | 621 | 3,164 | 45.86 | 5.10 | 13.42 |
| Spring 2023 | 396 | 1,859 | 42.25 | 4.69 | 12.22 |
| Summer 2023 | 396 | 634 | 14.41 | 1.60 | 4.23 |
| Fall 2023 | 656 | 3,216 | 39.22 | 4.90 | 12.56 |

OnDemand – What is it?

- OnDemand transit uses technology to dynamically dispatch a bus, van or fleet of vehicles to locations dictated by customers



What problems does OnDemand solve?

- OnDemand transit can be used to replace routes with low-ridership, offering customers a transit option with a shorter wait time
- Increases accessibility
- OnDemand can also decrease trip length, by providing a more direct route
- It can also be used to serve new areas without transit access, to build the demand for fixed route, and understand ridership patterns
- It can be used at off-peak times, when demand is lower to provide service during evenings and weekends

How “New” Is OnDemand Service to BC Transit?

BC Transit “On-Request” Services

On Request Service

13 Seal Bay/Merville
14 Union Bay/Downtown

250-339-5442

On request service is pick-up and drop-off service for areas not served by regular routes. Any location within the designated area shown on the map on page 15 qualifies. Examples of locations are: a house, childcare centre, or employment site. All customers are eligible to use this service.

On request service is limited to two per trip. Priority is given to the first-to-call and people with mobility challenges.

Pick-up: Call ahead to arrange your trip. Call 24 hours ahead to book. Bookings received less than 24 hours ahead will be attempted to be accommodated but are **subject to availability**.

Drop-off: Ask the driver when you board.

On-Request Zone Service

Bus service includes a curb-to-curb, shared transit service on-request to and from destinations in the Smithers and regional district areas.

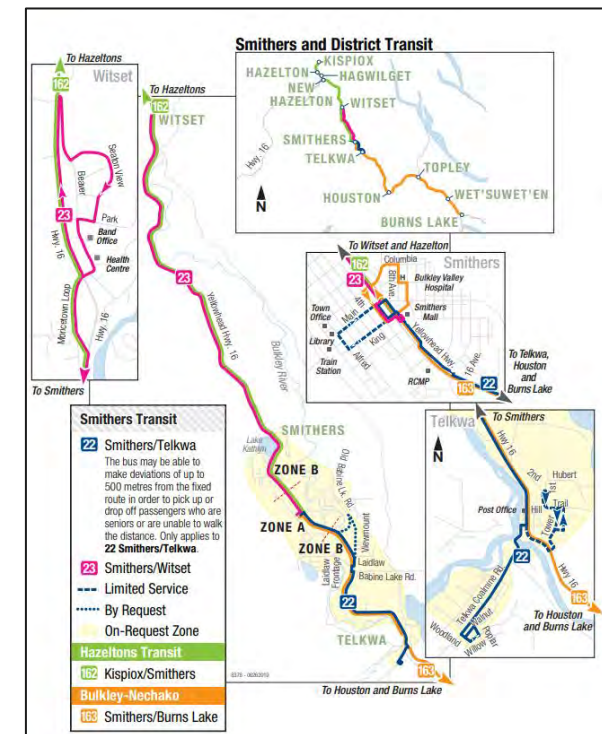
On-request service operates:

Monday-Friday: 8:45 am-11:45 am,
and 2:00 pm-4:15pm

Saturday: 11:15 am-11:45 am and 1:45 pm-2:15 pm

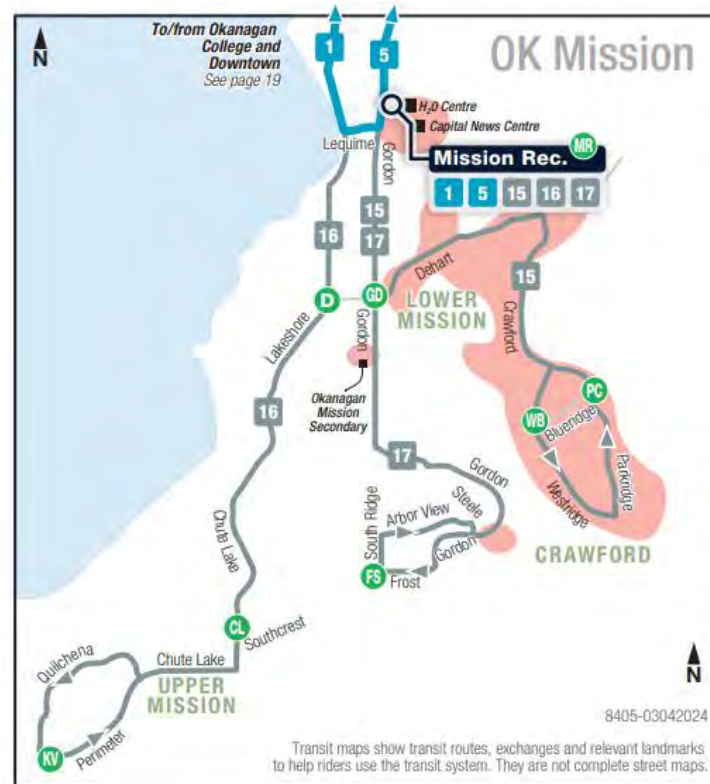
To book a ride, or for more information, call 250-847-4993.

Zone A and B fares apply.



Phase 1 – Kelowna Launch

| 15 Crawford | | | | | | |
|---|---|-------------------------|------------------------|-------------------|-----------------------|------|
| Monday to Friday | | | | | | |
| MR | GD | WB | PC | GD | MR | |
| Mission Rec. Exchange | Gordon and Dehart | Westridge and Bluemidge | Parkridge and Crawford | Gordon and Dehart | Mission Rec. Exchange | |
| OnDemand – book trips through the BC Transit OnDemand App or by calling 1-855-995-5872. | | | | | | |
| BF | 8:00 | 8:03 | 8:08 | 8:12 | 8:19 | 8:23 |
| OnDemand – book trips through the BC Transit OnDemand App or by calling 1-855-995-5872. | | | | | | |
| BF | 3:30 | 3:33 | 3:38 | 3:42 | 3:50 | 3:54 |
| OnDemand – book trips through the BC Transit OnDemand App or by calling 1-855-995-5872. | | | | | | |
| B | Community Bus: bike rack use limited to daylight hours only. | | | | | |
| F | Fixed Route: trip operates as conventional fixed route. | | | | | |



How Are We Measuring Success?

- Ridership
- Customer satisfaction
- Accessibility / Coverage
- Costs
- Operator satisfaction
- Safety
- Community Impact

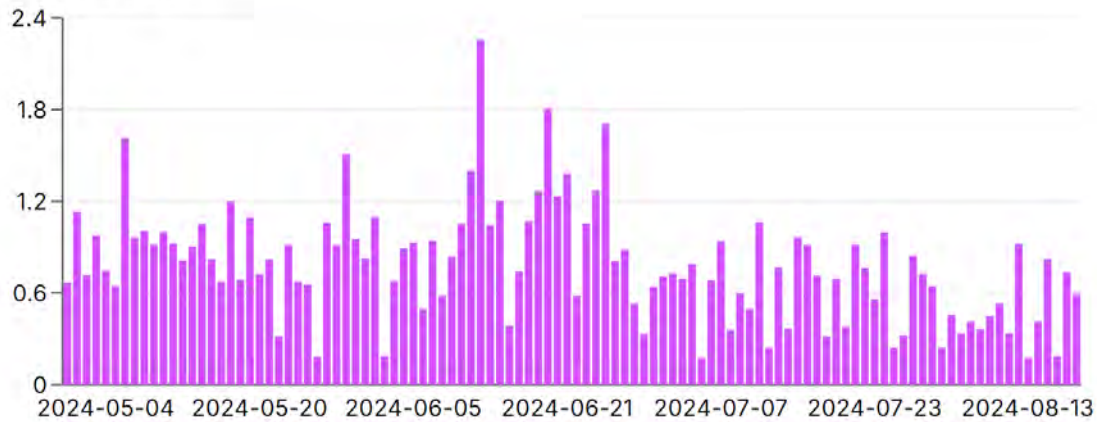


April 30th Launch – August 14th Ridership Statistics

Utilization

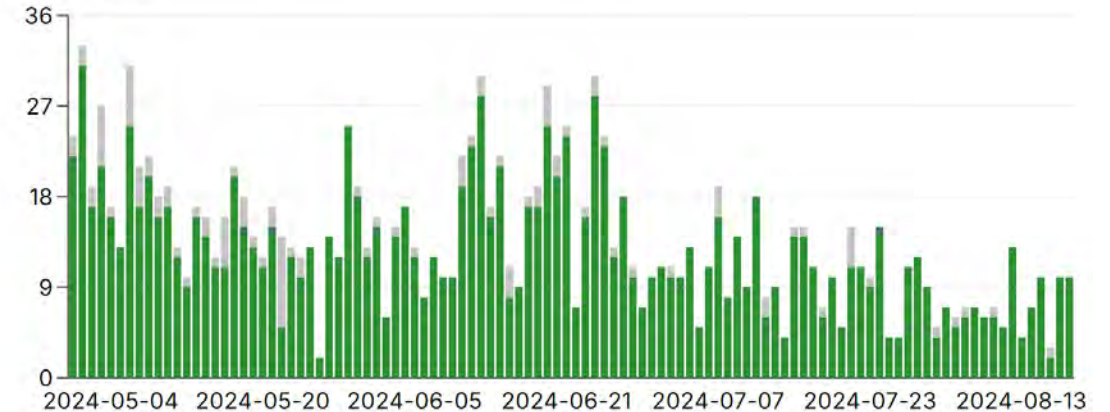
Completed rides / net driver hours.

Utilization Rate



Number of ride requests (passengers) met with a ride proposal.

Passengers



Total ride requests

1,450

Met Demand

1,339

Met Demand Rate

92.3%

Completed rides

1,033

Completed Rides Rate

71.2%

Active Riders

99

Net driver hours

1,335.4

Utilization

0.8

Vehicle Revenue Hours

545.7

Productivity

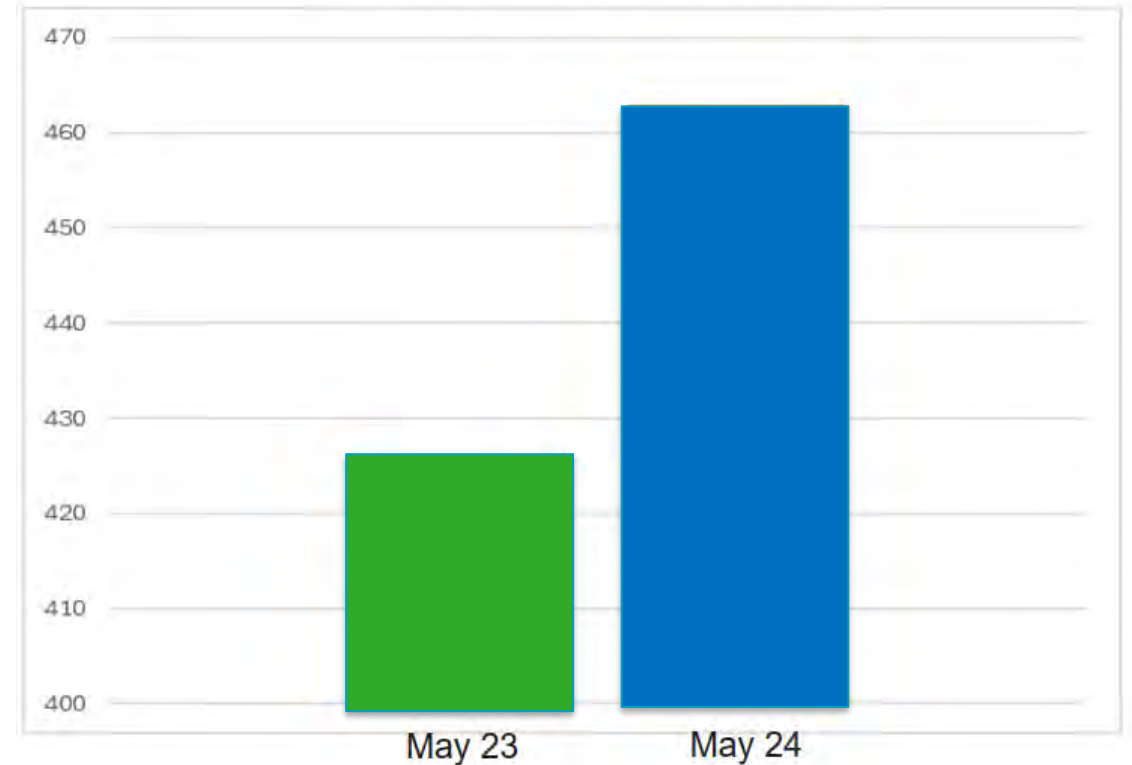
1.9

Fixed Route 15: Pre vs Post OnDemand Implementation

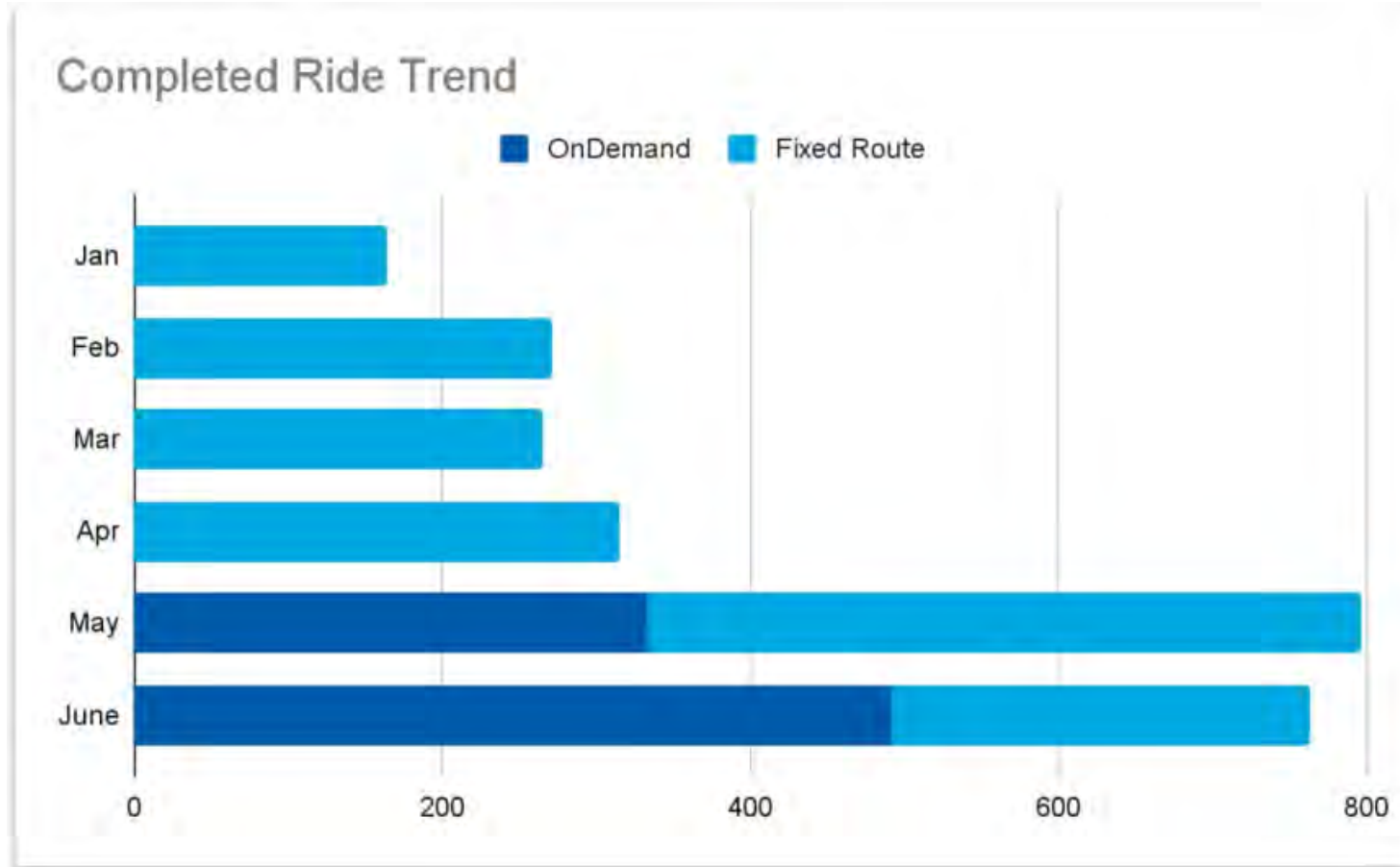
| Month | Fixed Route Boardings |
|---------------|-----------------------|
| January 2024 | 165 |
| February 2024 | 271 |
| March 2024 | 265 |
| April 2024 | 315 |

| | Pre OnDemand | Post OnDemand |
|------------------------------|--------------|---------------|
| Runs Per Weekday | 8 | 2 |
| Hours of Service per Weekday | 4 | 1 |
| Ridership | 265/Month | 315/Month |

Total Boarding May 2023/2024



OnDemand Ridership Increased Dramatically After Implementation



800+
OnDemand rides

8 min
average ETA

4.9
average ride rating

theories

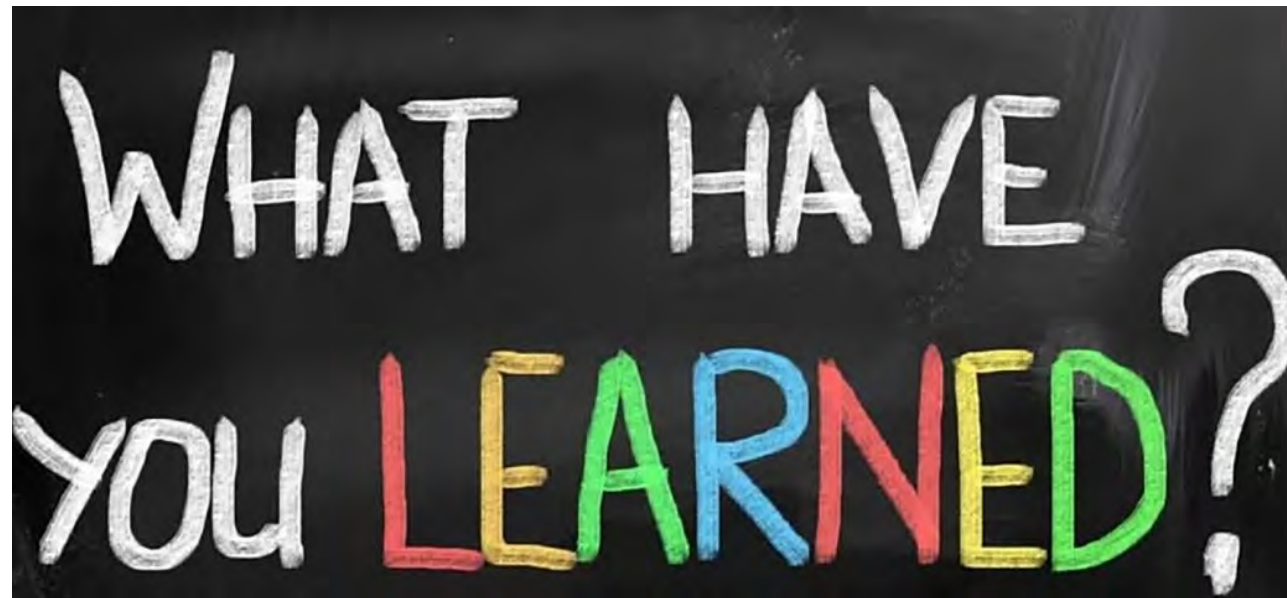
Fewer Fixed Runs

+ Fewer Fixed Service Hours

Higher Fixed Route
Ridership after
Implementing
OnDemand???

- Geographically targeted marketing in advance of OnDemand Launch?
- Media coverage in days preceding OnDemand Launch?
- We would love to hear your opinions!

- Marketing and communication are essential for both higher ridership and as a change management exercise
- Collaboration with Operating Partners is critical where operators are often tasked with explaining nuance of service
- Route efficiencies are an ongoing process in collaboration with Via and our operating partners (one-way streets, cul-de-sacs, U-turns)



What Will We Do Differently?

- Work with Software Partner to test and confirm network connectivity and cell coverage of service area
- Pre-select times when we will tweak service and determine how we will communicate these changes
- Keep working with Local Government Partners to agree on what success looks like and how it will be measured
- Look for diverse opportunities to implement OnDemand (weekends, evenings, Custom transit, etc.)



- A final assessment of the success of Phase 1 Kelowna will be completed this fall
- Many of our other 58 transit systems have expressed interest in this service type – as have riders (see next slide)
- Depending on the conclusions of Phase 1 – OnDemand could be expanded to an additional 5 systems in 25/26

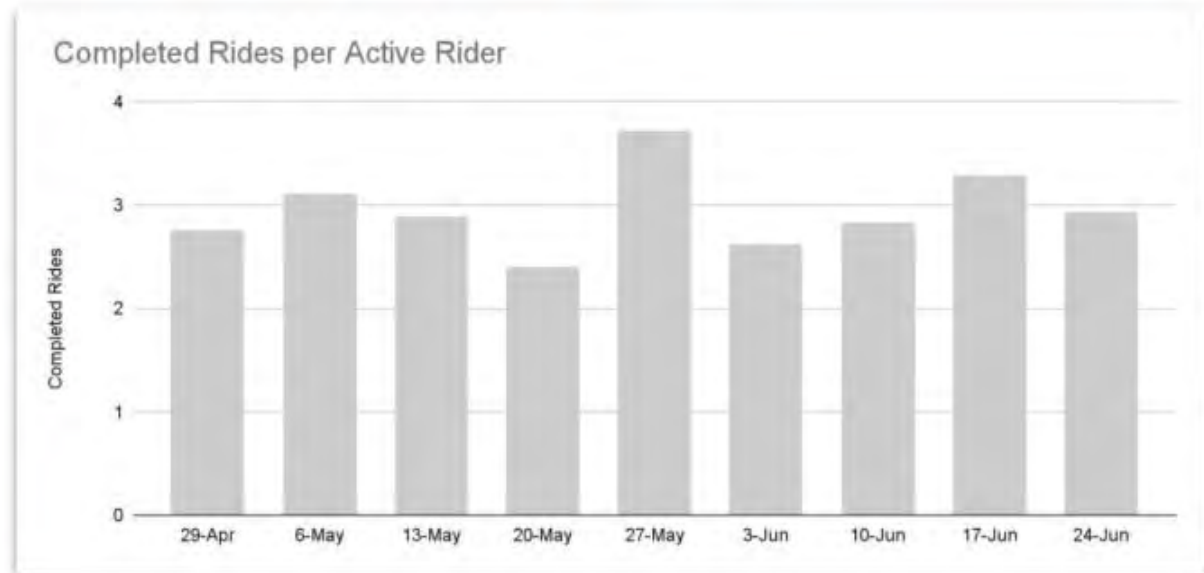
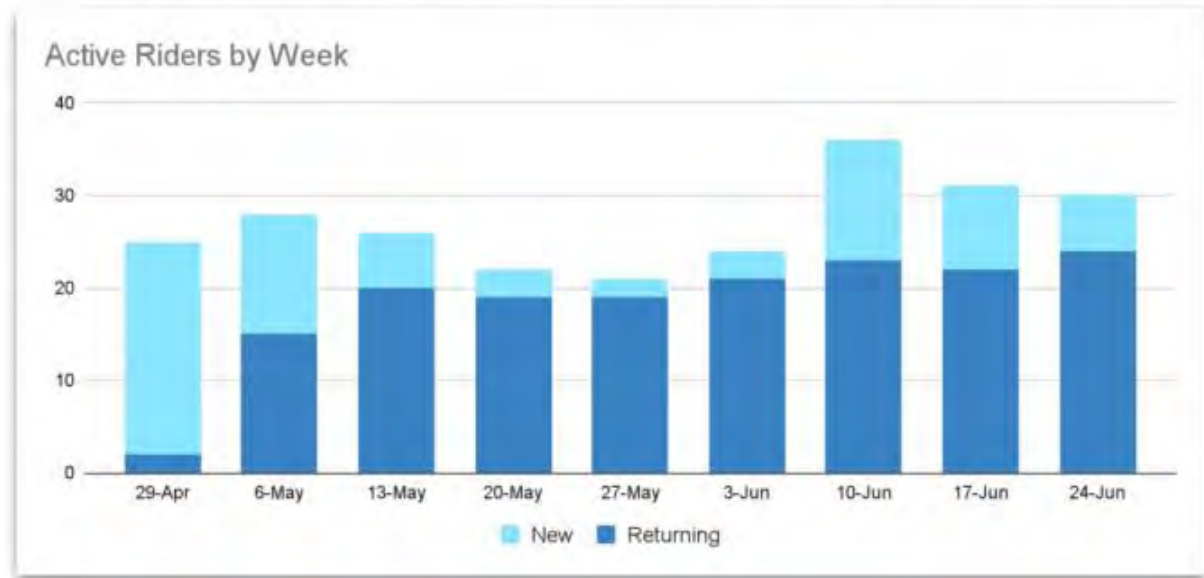
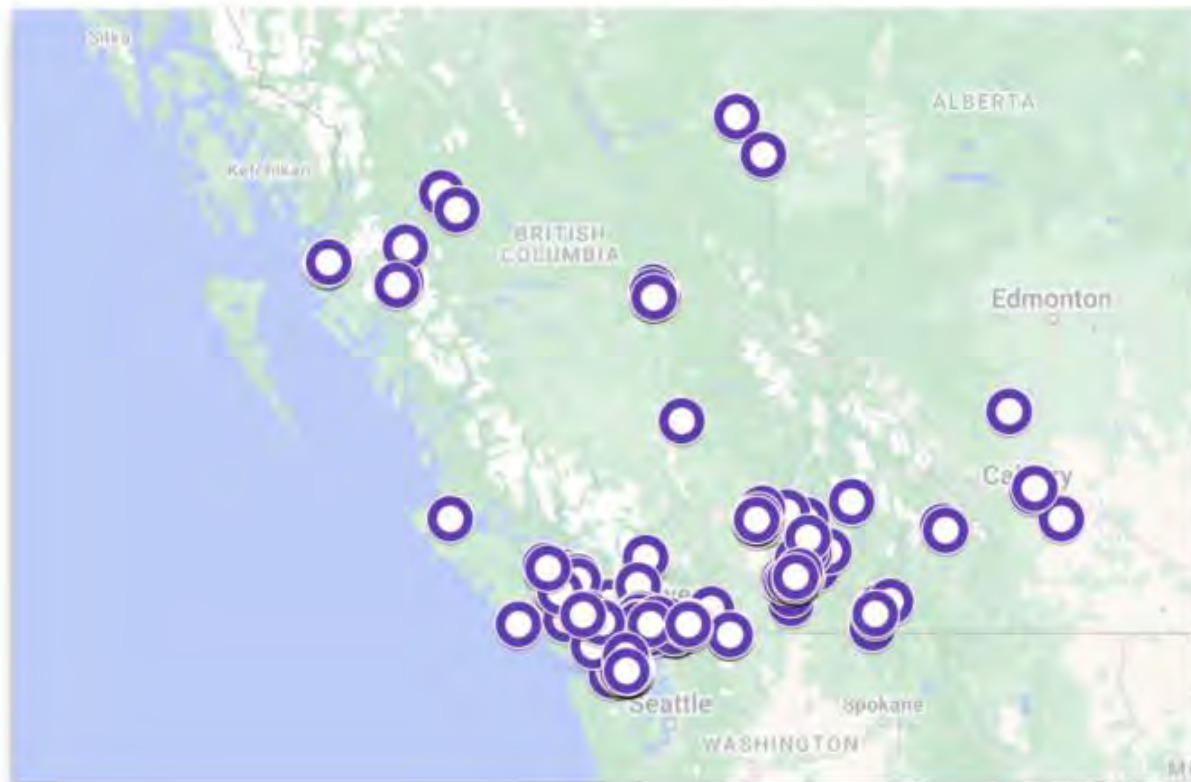


Many accounts created outside of Kelowna signals provincewide excitement around the service

Rider accounts: 1,998

Riders who've requested a ride: 137

Riders who've taken a ride: 86



Thank You!

Carl Purvis *MCIP, RPP*
Manager of Planning

BC Transit

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