

Strathcona County Transit

On Demand Transit Update and
Proposed Amendment to Motion 2021/244

Presentation Agenda

- **Background**

- What is On Demand Transit
- Strategic Alignment

- **Update on preparations for pilot**

- Procurement of technology vendor
- Fleet preparations
- Staff training

- **Proposed amendment**

- Delay in handheld validators
- Accommodating small children

Background

What is On Demand Transit

On Demand Transit Services are shared-ride, demand-responsive services that typically use smaller vehicles and mobile app technology to provide mobility to customers.

The service model is similar to Dial-A-Bus, however, leverages technology to provide:

- instant access to booking services;
- near real-time tracking of vehicles; and
- the most efficient route to a requested destination.

Background

Strategic Alignment

The 2019 Transit Master Plan (TMP) made the following recommendations under Strategic Direction MM1: Explore the Introduction of Dynamic (On demand) Transit Service

- Further explore the use of Dynamic (On demand) Transit Services as a replacement of certain fixed-route services in the Urban Service Area. This should include a review of both dedicated and non-dedicated service models.
- Develop a Dynamic (On demand) Transit Service model and business case for low demand areas and operating periods, allowing customers to use a mobile app to book a shared-ride, demand-responsive service to connect to the fixed-route service.

Background

Strategic Alignment

Strathcona County's Strategic Direction #6: Provide facilities and services that are available and accessible to residents.

On Demand Transit Services will meet this Strategic Direction by resulting in:

- A connected and accessible multi-modal transportation network; and
- Enhanced community interaction and connectedness; and
- Improved access to the community and cultural events, entertainment, shopping and dining opportunities.

Background

Why On Demand Transit

Not only cost savings...

On Demand Transit represents an opportunity to improve the customer experience, while addressing the mobility needs of residents who demand flexible, on-demand transportation.

It would further improve Transit's image within the community by using the appropriately sized vehicle for demand.

Closest model to compete directly with personal transportation.

Background

Measuring Success

The success of the On Demand Transit pilot will be measured using the following criteria:

- Overall customer satisfaction with On Demand Transit;
- Ridership – returning to pre-covid ridership levels;
- Decreased time on-board transit;
- Reduced wait times for transit services.

Update on Preparations for Pilot

Procurement of Technology Vendor

A Request for Proposals (RFP) was issued on August 31, 2021

- In partnership with Procurement Services and ITS, Transit reviewed proposals and active demonstrations from several proponents;
- The County is in the late stages of finalizing an Agreement with a single technology vendor;
- The project remains on schedule for a Spring 2022 launch.

Update on Preparations for Pilot

Fleet Preparations

Transit is working with Fleet Services to prepare the fleet for the on-demand pilot.

This includes:

- The procurement and installation of tablet mounting hardware for Transit's conventional buses;
- Emissions modelling – Fixed-route vs On Demand Transit;
- Update to Standard Operating Procedures.

Update on Preparations for Pilot

Staff Training

Training for County staff will be provided by the technology vendor using a train-the-trainer approach;

Training will be provided to various work groups including:

- Operators
- Dispatchers and Inspectors
- Customer Service Representatives
- Planning and Scheduling staff

Proposed Amendment

Delay in handheld validators

- Due to shipping delays, the handheld validators will not arrive in time for the implementation of the on-demand pilot
- The delay in shipping also will also delay the testing of the validators before they can be put into service

Accommodating children under the age of 6

- By law in Alberta, children under the age of 6 (who weigh 18 kg {40 lbs}) or less must be in a child safety seat with some exceptions, such as riding in a bus or emergency vehicle
- As our Mobility Buses are equipped with seat belts, children under the age of 6 would be required to be in a child safety seat
- To accommodate parents with children under the age of 6, we are proposing to use some 40' conventional transit buses

Recommendation

That the July 6, 2021 motion 2021/224 be amended by deleting the words “using Mobility Bus vehicles” and replacing them with "using Transit vehicles", so that the motion will read:

As Amended:

THAT the on-demand transit pilot for evenings and weekends from May 2022 to December 2023, using transit vehicles, be approved;

and THAT the temporary expansion of the Mobility Bus fleet, from 13 vehicles to 15 vehicles to accommodate the on-demand transit pilot, be approved.

Questions