OnDemand Transit:
Powered by Partnership with Uber

January 23, 2019

What can you do to help residents to get where they need to go if you do not have the residential density nor data to inform decision-making?
About the Alliance

- Convene and Engage Networks of Thought Leaders
- Provide Training to help Organizations Build and Sustain a Culture of Innovation
- Identify, Distribute Leading & Emerging Practices/Trends Important to Local Gov

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How To: GoToWebinar

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Clicking the arrow on your Go To Webinar Toolbox opens and closes your viewer.

All attendees are muted, but we do want your participation!

Please ask your questions using your Go To Webinar Toolbox throughout the webinar.
Panelists

Tim Cane
Manager of Land Use Planning
Town of Innisfil, ON

Paul Pentikainen
Senior Policy Planner
Town of Innisfil, ON
Challenges
Transit Feasibility Study (2015)

- One bus, one route = $600,000 gross start-up cost
Joanna
Demand-Based Transit (With) Benefits

- Hubs - connecting community
- Social friction / place making
- Support community programs
- Adaptability
- Jobs - economic development
Cost - Buses vs. Demand-Based Transit

- Council initially approved $100K for 2017 and $125K in 2018 for demand-based transit solution
what is UBER?

- operates in 600+ cities and 80+ countries worldwide
- launched in 2011 in San Francisco;
- launched in the Greater Toronto Area in 2014
- uberX is the original ridesharing service
- uberPOOL, launched in Toronto in 2015, is Uber's carpooling product
- over 1 million riders in Ontario
- comprehensive driver/vehicle screening
Public Transit - Innisfil Style

Arrived:
May 15, 2017
Innisfil Transit

- Base fee for residents and visitors - Town pays difference for each trip
- Same fare structure for general (Uber) and accessibility (taxi) rides
INNISFIL TRANSIT FARE LEGEND

- $4 to/from all GO bus stops along Yonge St.
- $3 to/from
- $5 to/from

Save $5 on all other trips that start or end in Innisfil

FARE MAP

- Innisfil Beach Park
- Innisfil Recreational Complex
- Innisfil Beach Road
- Killarney Beach Road
- Hwy 400
- Yonge Street
- County Road 27
- County Road 89
- Barrie South GO
- Innisfil Town Hall & Innisfil Rec. Complex
- Innisfil IdeaLAB & Library
- South Innisfil Community Centre
Key Ingredients

- Council support
- partnership agreements
- public education/promotion
- driver recruitment/rider incentives
- funding sources
- community access
- community survey
## Results

<table>
<thead>
<tr>
<th></th>
<th>2017 (May 15-Dec)</th>
<th>2018 (Jan-Dec)</th>
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</thead>
<tbody>
<tr>
<td>Trips</td>
<td>26,688</td>
<td>85,943</td>
</tr>
<tr>
<td>Subsidy</td>
<td>$150K</td>
<td>$640K</td>
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<tr>
<td>Riders</td>
<td>3,493</td>
<td>5,749</td>
</tr>
<tr>
<td>Drivers</td>
<td>1,393</td>
<td>2,203</td>
</tr>
<tr>
<td>Match Rate</td>
<td>17%</td>
<td>31%</td>
</tr>
<tr>
<td>Wait Time</td>
<td>9:10 mins</td>
<td>6:10 mins</td>
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Monthly Trips

Innisfil Transit Trips Per Month

<table>
<thead>
<tr>
<th>Month</th>
<th>Trips</th>
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</thead>
<tbody>
<tr>
<td>May 2017 (15-31)</td>
<td>700</td>
</tr>
<tr>
<td>June 2017</td>
<td>1000</td>
</tr>
<tr>
<td>July 2017</td>
<td>1200</td>
</tr>
<tr>
<td>Aug. 2017</td>
<td>1400</td>
</tr>
<tr>
<td>Sept. 2017</td>
<td>1600</td>
</tr>
<tr>
<td>Oct. 2017</td>
<td>1800</td>
</tr>
<tr>
<td>Nov. 2017</td>
<td>2000</td>
</tr>
<tr>
<td>Dec. 2017</td>
<td>2200</td>
</tr>
<tr>
<td>Jan. 2018</td>
<td>2400</td>
</tr>
<tr>
<td>Feb. 2018</td>
<td>2600</td>
</tr>
<tr>
<td>Mar. 2018</td>
<td>2800</td>
</tr>
<tr>
<td>Apr. 2018</td>
<td>3000</td>
</tr>
<tr>
<td>May 2018</td>
<td>3200</td>
</tr>
<tr>
<td>June 2018</td>
<td>3400</td>
</tr>
<tr>
<td>July 2018</td>
<td>3600</td>
</tr>
<tr>
<td>Aug. 2018</td>
<td>3800</td>
</tr>
<tr>
<td>Sept. 2018</td>
<td>4000</td>
</tr>
<tr>
<td>Oct. 2018</td>
<td>4200</td>
</tr>
<tr>
<td>Nov. 2018</td>
<td>4400</td>
</tr>
<tr>
<td>Dec. 2018</td>
<td>4600</td>
</tr>
</tbody>
</table>
What do riders think?

“Thank you for piloting this program. The town's partnership with Uber has made a world of difference to me and my family. It has given me a means to travel to and from work when it would have been impossible otherwise. It has markedly increased our income and contributed to the overall well-being of our family.”

- 2017 Innisfil Transit survey comment
Looking Ahead...

- additional flat fare locations
- evolving 'call-in' service
- data to assess ridership patterns and demand
  - consider hours of service, fares, etc.
- potential for future 'fixed' routes / scaleable
- sustainable funding
- community partnerships
“Your proposal is innovative. Unfortunately, we won’t be able to use it because we’ve never tried something like this before.”
Lessons Learned

• Proven results
• It doesn't need to be perfect!
• Take the leap! Need to accept risks.
• Just try it out! Need to try something first.
• Think differently! Reframe the problem - humanize it.
Public Transit - Innisfil Style

Arrived:
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Q&A

Tim Cane
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Senior Policy Planner
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Webinar Resources

Questions? Need Handout Copies? Contact Ryan Spillers at rspillers@transformgov.org

Access the Emerging Practices in Local Government
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