



myRideNB

Increasing public transit efficiency in times of lower demand.

PARTNER

North Bay Transit

LOCATION

North Bay, Canada, Ont.

LAUNCH

January 2021

USE CASE

Improve transit service during evenings and weekends with an on-demand service

GOAL

Expand transit coverage and replace underperforming fixed routes during times of low demand with an on-demand service, using resources more efficiently



Overview

During evenings and weekends, North Bay Transit (like many small agencies) was experiencing a drop in the demand for their fixed route transit services. This meant the six buses that were running were often carrying few riders and not meeting their travel needs effectively. The City decided an on-demand solution could help optimize their fixed routes during times of low demand to provide a better service for customers and achieve operational efficiencies.

18%

FEWER VEHICLE MILES DRIVEN IN ON-DEMAND ZONE

17%

DECREASE IN VEHICLES NEEDED

“Wait and travel times have been reduced in the on-demand zone. We are observing a mileage reduction in the on-demand zone, too.”

— Drew Poeta, North Bay Transit Transit Manager

Solution

In January 2021, North Bay Transit partnered with Via to launch myRideNB — an innovative transit model that combines an on-demand solution with fixed route transit on evenings and weekends. The City is divided into an on-demand zone where three buses operate dynamically and a fixed route zone where two buses operate on a schedule. After a rider requests a trip using the myRideNB app or by phone, Via’s algorithm directs them to an on-demand vehicle or a fixed route bus — depending on which is the better option at the time of booking. For riders needing to connect between the on-demand and fixed route services, Via’s technology calculates a multimodal trip proposal with guidance on when and how to transfer between the two modes.



SERVICE ZONE

36 SQUARE KM.



FLEET SIZE

3 ON-DEMAND ACCESSIBLE BUSES
2 FIXED ROUTE ACCESSIBLE BUSES



HOURS OF SERVICE

6PM-10PM MONDAY - FRIDAY
6PM-9PM SATURDAY
8AM-7PM SUNDAY



RIDERS

RESIDENTS, OLDER ADULTS

Results

In the first three months of service, myRideNB completed more than 6,500 rides. The popularity is clear: with an average of 230 rides on Sundays and 75 daily rides on weekdays. The addition of an on-demand option has allowed residents to move around with more flexibility, waiting for an average of 16 min for a ride, compared to the hourly service of the previous fixed route service. Overall system efficiency has improved, too, with an 18% reduction in total miles driven.