



Lethbridge Transit: Advancing Community Mobility with TripSpark's Rides on Demand App

Enhancing Public Transit through Data-Driven Innovation

ABOUT THE AGENCY

Lethbridge Transit plays a vital role in shaping public mobility across Lethbridge, Alberta—connecting neighborhoods, community hubs, and essential services. As the city grows, the agency continues to evolve its offerings to meet changing transportation needs through innovative, rider-centric solutions. The launch of its new on-demand service marked a bold step forward, though initial adoption was tempered by community unfamiliarity with app-based booking and concerns around reliability. While early adopters embraced the flexibility, broader engagement required targeted outreach and trust-building to overcome skepticism and drive sustained ridership.

Highlight 1

It has eased the workload for dispatchers. The call-taking app has been very helpful as well. Not only for 311 users, but also for our dispatchers handling on-demand inbound calls.

-Jeff Gillette, Innovations and Planning Manager

Highlight 2

The overall experience with the platform has been positive.

- Jeff Gillette, Innovations and Planning Manager

THE CHALLENGE

- **Navigating Rapid Urban Expansion:** Lethbridge's fast-paced growth created logistical pressure to extend transit coverage into newly developed areas. Traditional fixed-route models proved inefficient, prompting the need for flexible, scalable alternatives.
- **Limitations of Legacy Transit Models:** Conventional transit systems struggled to adapt to the evolving mobility needs of expanding neighborhoods. Static routes and rigid schedules couldn't keep pace with the demand for personalized, timely service.
- **Community Hesitation Toward Innovation:** Despite Lethbridge Transit's commitment to modernization, the introduction of demand zones initially met with skepticism. Residents were cautious about shifting from familiar fixed-route services to a dynamic, app-based model.
- **Service Design Missteps and Community Impact:** Operational changes such as the reshaping of the Southgate demand zone sparked frustration when key destinations like a healthcare centre were inadvertently excluded. These missteps underscored the importance of responsive service design and community consultation.

THE SOLUTION

- **Strategic Collaboration for Scalable Innovation:** Lethbridge Transit partnered with TripSpark Technologies to implement a flexible, data-driven mobility solution. This collaboration enabled the agency to modernize its transit offerings while maintaining operational control.
- **User-Friendly Platform Adoption:** TripSpark's Rides on Demand app provided an intuitive interface that empowered riders to book trips independently by reducing call volumes and easing dispatcher workloads.
- **Agile Service Design and Community Responsiveness:** The platform's configurability allowed Lethbridge Transit to quickly adjust demand zone boundaries in response to rider feedback.
- **Technology That Grows with the City:** TripSpark's scalable architecture supports future integration, including potential expansion into Access-a-Ride services. This adaptability ensures the system remains relevant as Lethbridge's transit needs evolve.
- **Data-Driven Corridor Planning:** Lethbridge Transit identified high-demand areas and designed new service corridors that reflect actual rider behavior. This evidence-based approach helped optimize coverage in neighborhoods underserved by fixed-route options.
- **Smart Expansion Aligned with Community Needs:** By leveraging real-time data and rider feedback, the agency extended services into developing neighborhoods with confidence. These expansions were not only feasible but also aligned with usage patterns, ensuring efficient resource allocation.

THE RESULTS

- **Innovative Strategies:** Lethbridge Transit improved fixed-route efficiency by 20% by strategically deploying Rides on Demand in low-ridership zones. Smart routing, consolidated pickups, and designated safe access points enhanced both reliability and rider safety.
- **Expanded Community Access and Engagement:** Transit accessibility surged in underserved areas, with average wait times reduced to **20 minutes**. The app's intuitive interface and real-time updates fostered rider trust and satisfaction, encouraging broader community adoption.
- **Ridership Growth and Platform Impact:** TripSpark's platform enabled Lethbridge Transit to increase ridership per revenue hour from **2 to 5.96** in previously low-efficiency zones. This growth was driven by service design aligned with rider behavior and the app's ease of use, which mirrored familiar on-demand mobility experiences.
- **Future-Ready Transit Strategy:** Lethbridge Transit is now equipped to expand into developing neighborhoods using TripSpark's integrated planning tools and scalable architecture. This supports smarter growth and future integrations like Access-a-Ride for enhanced reach and flexibility.

It's (Rides on Demand App) great. The fewer people calling in to book a trip, the easier it is. It allows people to book trips, and we don't need someone in the office to take calls.

-Jeff Gillette, Innovations and Planning Manager

PROVEN RESULTS



\$300,000
Operational
savings annually

Customer Per Revenue Hour
(CPRH) improved from **2 to 5.96**
in the low efficiency zones

20% Boost in Fixed
Route Efficiency