

RideCo enables On-Demand Transit

Public Sector



Low density | Vans



First-last-mile | Shuttles



First-last-mile | Vans



Low density | Shuttles



Mixed density | Shuttles



Paratransit | Shuttles

Headquarters: Waterloo, Canada | Founded in: 2014 | Patents: US 10248913

23 services – 10 cities



Private Sector



Fleet Operator | Buses, Shuttles & Sedans



Employee transport | Sedans



Employee transport | Shuttles

“Most notably unique to RideCo’s expertise is the advance knowledge of on-demand and emerging technology and the ability to leverage data and analytics to model opportunities for new deployments.”
- **Los Angeles Metro**

“[on-demand transit] has proven to be a true game-changer... The service has been tremendously successful as a flexible travel option that helps us become more efficient and provides connections to the places our customers go.” - **Jeffrey C. Arndt, President & CEO of San Antonio Metro**

“It is a giant Uber bus system pretty much. It was almost half the operating cost for the town (compared to a continuously circulating bus system).” - **Jeff Genung, Cochrane Mayor**

“We are excited to expand our partnership with RideCo to provide greater speed and accessibility to our communities, while keeping cost extremely affordable.” - **Grab**

Public Sector Microtransit Use Cases

Low Density Area Mobility



Case studies | San Antonio Metro

First-Last-Mile Connectivity



Case studies | Metrolinx, Carlsbad

Transit Desert / Overnight Service



Case studies | Jurong, Changi airport

Underperforming Bus Routes



Case studies | San Antonio Metro

Long Distance Commuter



Case studies | SG Army, Changi airport

Paratransit



Case studies | Guelph

Private Sector Microtransit Use Cases

Campus Transportation



Case studies | Jurong

Employee Commuting



Case studies | Changi airport, DB Schenker

Off-peak / Overnight Service



Case studies | Changi airport

High-Probability Success Criteria for Point-to-Point Microtransit

Zone Size & Boundaries

Zone area 10-35 square miles
Rounded shape (*not too narrow*)

Population Density

Population + jobs > 35,000
Low density such that high-quality fixed route is ineffective

Land Usage

Combination of residential, commercial and sometimes industrial
Should not be overly concentrated
Many trip types (*e.g. commute, shopping, seniors, students*)

Major Points of Interest

1-5 major points of interest (*serve many trips per day, drives repeat usage*)
E.g. high-quality transit hub, large mall, Costco, Walmart

Income Levels

Medium to medium-low wealth bracket
Price-sensitive market

Connection to Existing Transit

High-quality transit connections that leave the zone (*e.g. LRT, MAX, frequent bus*)
Little overlap with transit within the zone

Community Trips

Strong intra-zone travel patterns (*e.g. commutes, local trips, shopping, etc.*)

Our Winning Track Record

San Antonio Metro:

- Top ranked firm: RideCo
- Competition: Via, RATP Dev., First Transit

Los Angeles Metro:

- Top ranked firm: RideCo
- Competition: Via, Transdev, Demand Trans, Siemens

RideCo ranks highest in every aspect:

San Antonio scoring results presented to city council (actual picture)

	Statement of Project Understanding (10)	Project Approach / Work Plan / Project Timeline (35)	Relevant Experience / Past Performance / References / Key Team Members (25)	Data Collection / Reporting (15)	Agility of Pilot / Quality Control / Performance Monitoring (15)	Total Technical Score (100) Max	Price Score (40) max	Total Combine Score (140) Max
RideCo, Inc.	8.7	31.8	22.8	13.7	13.2	90.2	40.0	130.2
RATP Dev.	7.5	25.5	20.3	12.2	10.3	75.8	37.2	113.0
River North LLC.	8.3	25.8	20.8	11.8	10.8	77.7	27.0	104.7

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Projects' Results Comparison

	Passenger per vehicle hour	% of rides shared	Ridership per weekday	Hours of service on weekdays	Area of service \ # stations served	Results snapshot	Launch date
USE CASE: Low Density Mobility, On-Demand Rideshare							
Vendor: RideCo San Antonio, TX 12 vehicles, Vans	30% better 5.0	40% better 70%	650	05:30 - 21:30	19 sq. miles	5 months	May 2019
Vendor: Via Transportation West Sacramento, CA ~10 vehicles, Sedans & Vans	3.6	49%	400	06:00 – 23:00	20 sq. miles	9 months	May 2018
Vendor: TransLoc Kansas City, MO XX vehicles, Shuttles	2.5	not made public	110	06:00 – 21:30	40 sq. miles	9 months	Jan. 2019
USE CASE: First-Last-Mile Connectivity On-Demand Rideshare to Hub							
Vendor: RideCo Calgary, AB 3 vehicles, Vans & Shuttles	Industry best vehicle productivity 6.0	86%	120	05:30 – 20:00	1 station	2 months	Aug. 2019
Vendor: Via Transportation L.A., CA – El Monte Zone Vans and Sedans	1.8	not made public	115	6:00 – 20:00	1 station	6 months	Jan. 2019
RideCo technology delivers industry best ride-sharing and vehicle productivity, consistently 30% - 70% better than the competition.							

We Partner with Fleet Operators to Grow Their Business

Market opportunity:

- United States: \$10.7 Billion of annual public transit and employee transportation spend will shift to microtransit in the next decade
- Global microtransit opportunity: \$100+ Billion /year

How we partner with local businesses:

- Bid and win a contract from the transit agency or employer, typically a 1 to 3-year term
- RideCo provides technology, analytics, training and project management
- Local fleet operator provides vehicles, drivers, call center, and vehicle operations management
- Local marketing agency provides marketing services

Partnership success stories:



Employee Transportation, Singapore
Multiple Contracts Value: ~ \$1.5M
Growing 50%+ per-year in 1.5 years



San Antonio Metro, Texas
Contract Value: ~\$900K
Expansion potential: \$2.9M in 3 years




Carlsbad Metro, California
Contract Value: ~\$600K
Expansion potential: \$1.8M in 2 years



Alberta, Canada
Contract Value: ~\$500K
Growing 100% in 6 months, to 3 cities

Microtransit performance comparison

	Low Density or Underperforming Fixed Route	 WWW.RIDECO.COM	Improvement
Service Frequency	30 minutely – 1 hourly	10 minutely – 20 minutely	>3x more frequent
Walking Required	> 12 minutes	< 7 minutes	2x better
Vehicle Type	Conventional Bus	Sedans, Minivans, Shuttles & Buses	flexible
Destination	Fixed Route Loop	Virtual stops, POIs & Transit Hubs	convenient
Cost per Passenger	\$5 – \$10 <i>(United States numbers)</i>	\$4 – \$8 <i>(United States numbers)</i>	lower

Custom Branded App, Rated 4.4 stars on App Store



Case Studies



Dynamic Route On-Demand Vans SAN ANTONIO METRO



KEY CHALLENGES

- Low-density suburban area (19 sq. mi / 48 sq. km)
- Bus productivity < 15 boardings per vehicle hour
- Small fixed route catchment area and frequency > 30-minutely
- Limited access to transit hub



650+

Average weekday passengers

40%+

Connect to transit hub

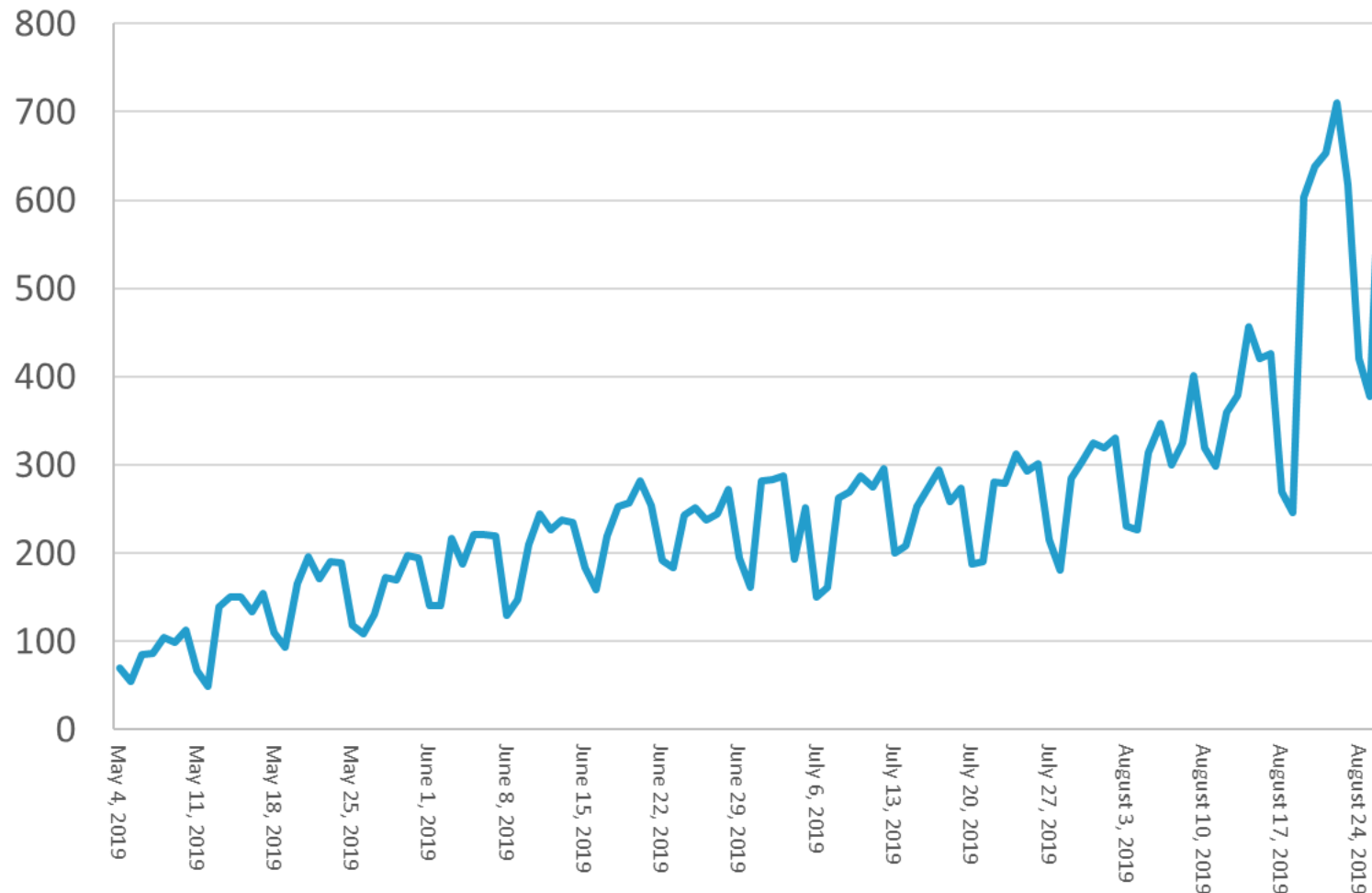
20%+

Savings in cost per passenger

60%+

Rides shared

DAILY RIDERSHIP



10 mins

Average wait time

260 Ft.

Average walking distance

25%

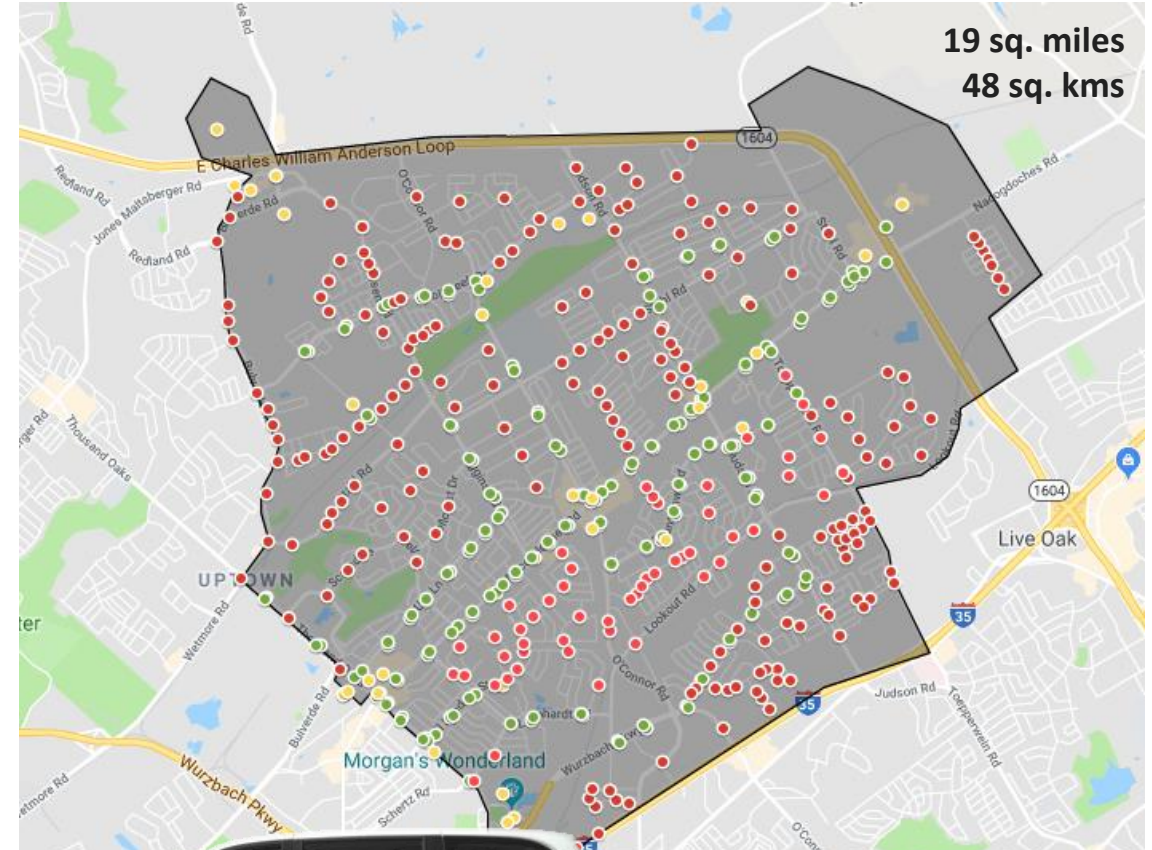
Bookings via telephone call-in*

15+

Rides / month per customer

How it Works

- 5-minute walk for all riders, 10-minutes average frequency
- Mobile app or telephone call-in to book a ride, **on-demand** or **pre-scheduled**
- **5-seat vans**, with bike racks, and 10% of fleet has wheelchair accessible vehicles
- Turnkey solution, with vehicles and driver operations by a local shuttle operator



5-seat vans
400+ virtual stops

Rider Experience **BEFORE** RideCo

- Majority of residents have over 12-minute walk to reach a bus stop

- Access to major transit hubs is limited or results in long trip times and transfers

- Riders had up to a 1-hour wait for fixed route transit

- No service on Sunday afternoons

Rider Experience **AFTER** RideCo

- With over 400+ virtual stops, riders are within a 5-minute walk of a virtual stop or bus stop
(2x service territory coverage)

- Dynamic route on-demand van service integrates with high-density fixed route transit to provide timely mobility
(Improved access to transit hub)

- Wait time reduced to < 20 minutes
(3x service frequency improvement)

- Operates 7 days a week from 5:30 am – 9:30 pm, no service gaps

First-Last-Mile Gap Public Transit CALGARY TRANSIT



KEY CHALLENGES

- No local bus routes
- Low-density area with few pre-existing transit riders
- No access to transit hub without vehicle ownership
- Neighbourhood is cut off from the rest of the city



125

Average weekday passengers*

All Riders

Connect to transit hub with the push of a button

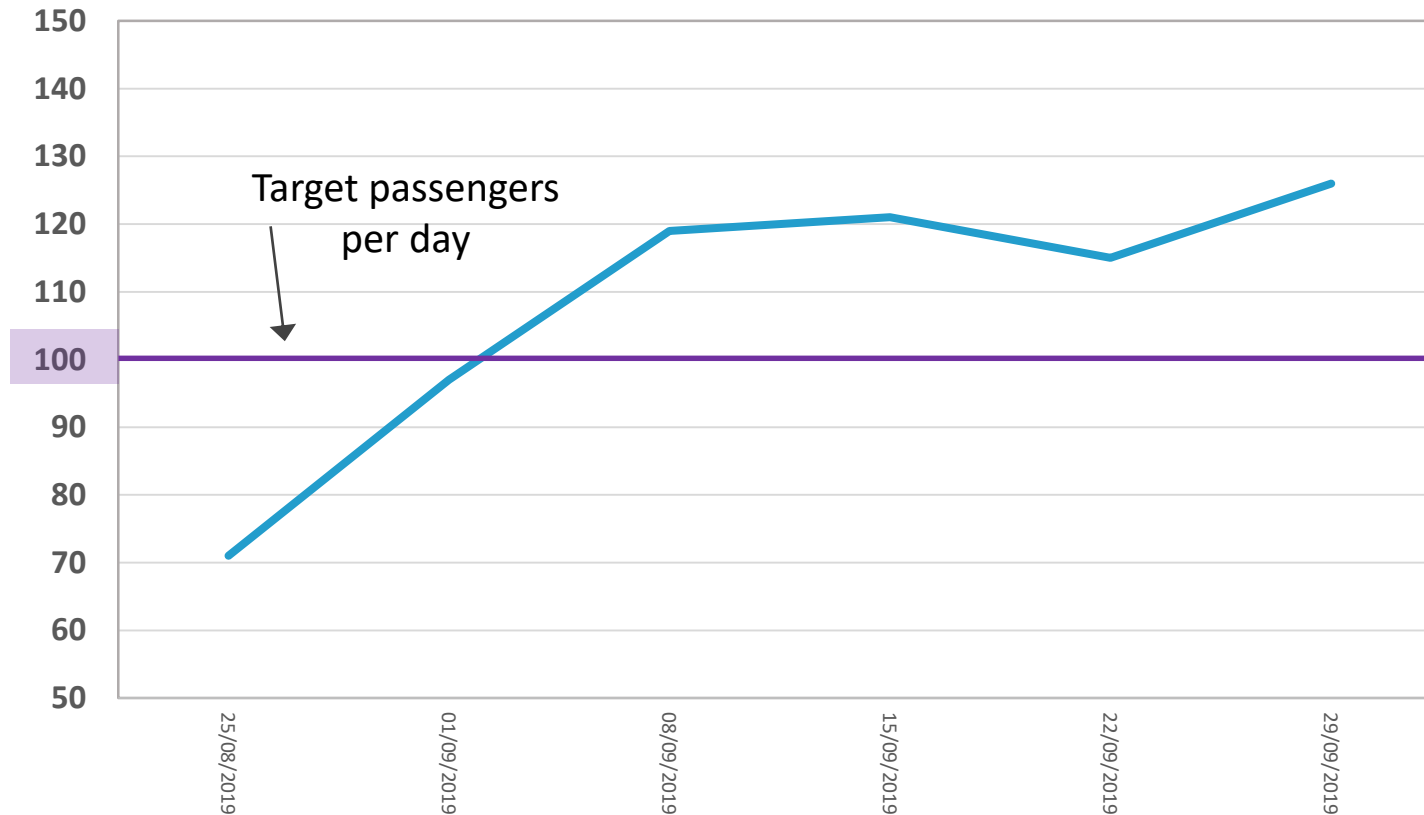
6.0

Passengers per vehicle hour*

50%+

Rides shared*

DAILY RIDERSHIP



* Based on performance 2 months after launch

15 mins

Max wait time

4 mins.

Average walk to virtual stops

96%

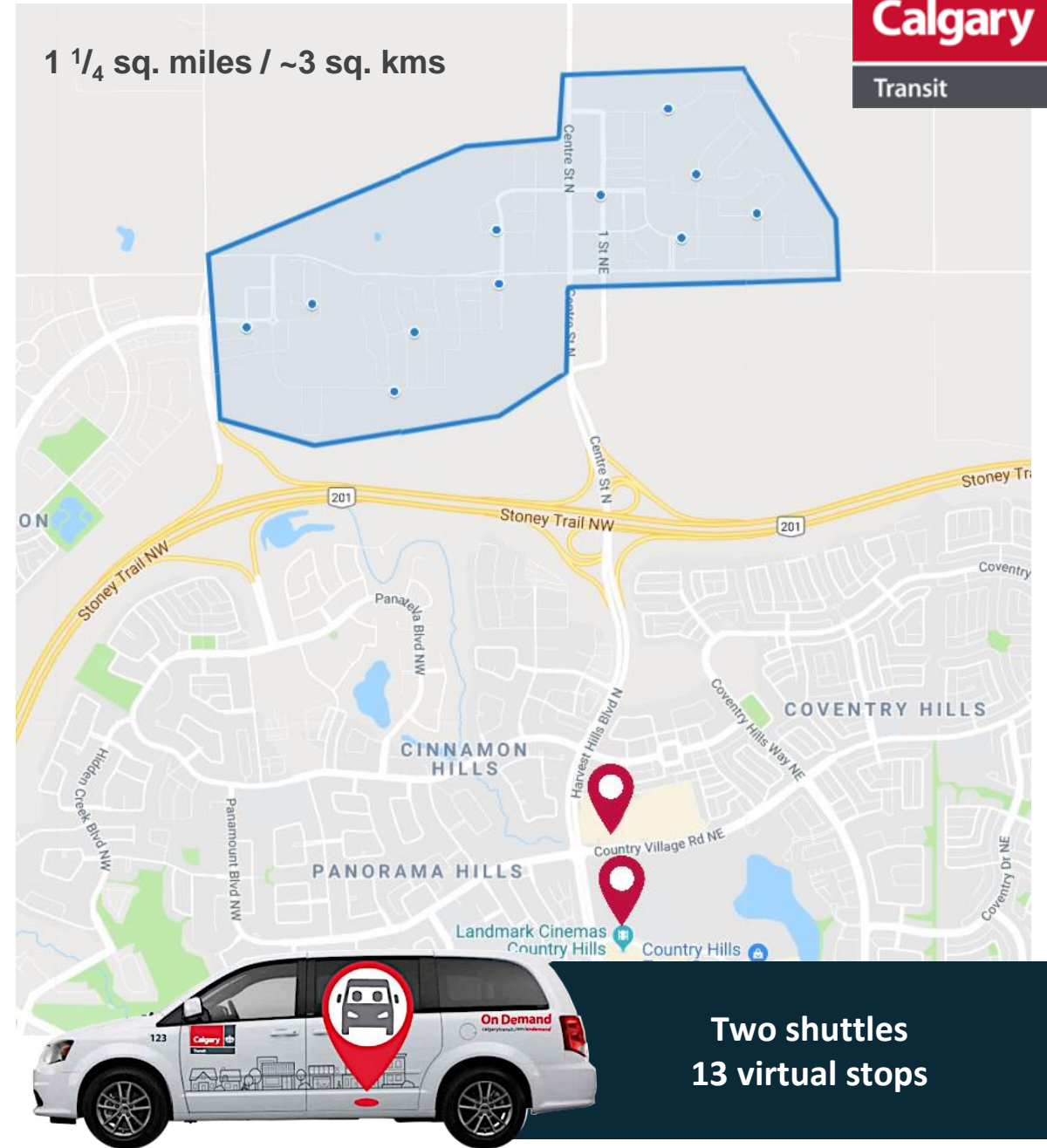
On time record

16

Rides / month per customer

How it Works

- The **13 designated pickup/drop-off virtual stops** in the zone are within a 6-minute walk for all riders
- Passengers use mobile app to book a ride that is **on-demand or pre-scheduled**
- Riders are picked up in **5-seat minivans and 8-seat shuttles** – some of which are wheelchair accessible
- All passengers are picked up or dropped off at one of two transit hubs in a nearby neighborhood



First-Mile-Last-Mile for Public Transit METROLINX



KEY CHALLENGES

- Low-density suburban area (13 sq. mi / 33 sq. km) with rail station
- Limited coverage / frequency public bus schedule
- Commuter parking capacity exceeded at rail station, impeding rail ridership growth
- Bus schedule doesn't align with rail times

Rider Experience **BEFORE** RideCo

- Train station is in low-density area, buses operated on arterial roads with a 30-minutely frequency, resulting in first-mile-last-mile accessibility gap
- Majority of riders require parking, causing pressure on limited parking spaces, with most (or all) parking spaces filled by 7 am
- Adding more bus routes was not feasible due to low population density and low bus utilization
- Rail-line growth was impeded due to station access challenges

Rider Experience **AFTER** RideCo

- On demand, dynamic route van service that picked up/dropped off riders at or near their doorstep and the train station; ridership grew rapidly; **(rider satisfaction was almost 90%)**
- 45% of riders switched from automobile use; riders cited 'trouble finding parking' and 'convenience' as main reason for use of service **(85%+ of rides were shared, with 3+ riders in majority of trips)**
- Net cost per ride to operate the RideCo service was **27% better** than the municipal bus
- 7% of riders were net new riders to the rail-line **(230+ weekly active riders)**

Doorstep to Work in Vans

Employers at Changi International Airport, Singapore

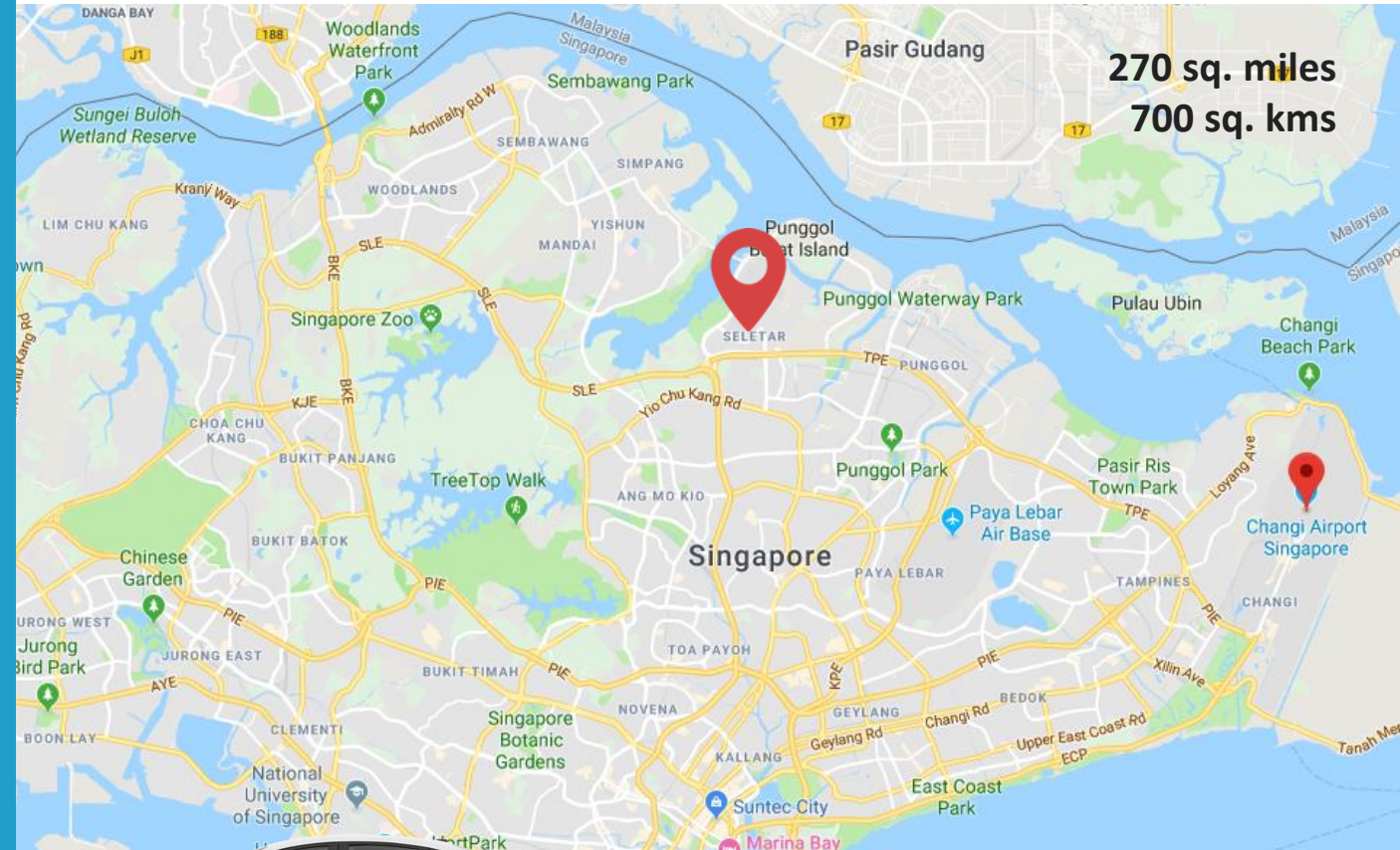


KEY CHALLENGES

- No transit is available during overnight or off-peak times
- 10+ shift start & end times for airport employees
- Employees live across the city, spread out from 1 mile to 20 miles away from work
- Fixed route shuttles were not viable

How it Works

- Employees use mobile app to book a ride, **pre-scheduled** or **on-demand**
- Doorstep to work pickup/drop-off
- Average in-vehicle ride duration is only 10 minutes longer than direct solo ride
- Guaranteed “arrive-by” time is constrained to shift start/end, with over 10+ specific times



37 vehicles,
sedans & shuttles

www.grab.com/sg/shuttleplus/

Rider Experience **BEFORE** RideCo

- Employee dissatisfaction with long commute times caused by inefficient route planning
- Coordination challenges and employees stressed because they could not see their ride status, driver location or ETA
- Booking, dispatching and administration were manual, slow, labour intensive, and error prone
- Expensive for the employer to operate and lack of visibility into ridership and trends

Rider Experience **AFTER** RideCo

- Over 80% of employees rate their commute 4+ out of 5 due to RideCo's improved route quality and **95%+ on-time record**
- Riders use a mobile app to book rides, view real-time driver locations and ETAs, and communicate with drivers using the app
- **Fully automated dispatching** and passenger/driver communications, enabling instant bookings and accurate dispatching
- **Cost savings** from streamlining the existing process, automation, and reduction in the number of vehicles and vehicle miles travelled (**90% of rides are shared, with 3+ passengers in most trips**)

Transit Desert in Low-Density Industrial Area

JURONG TOWN

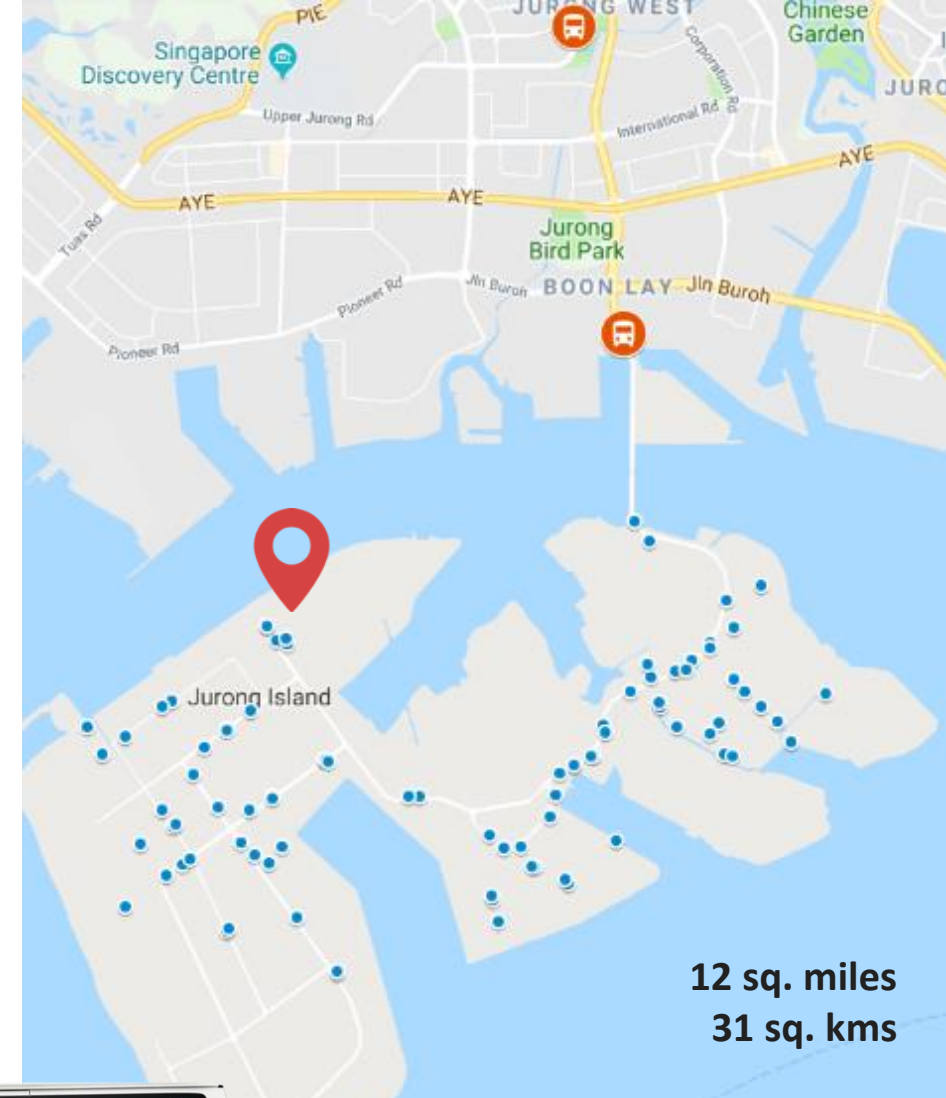


KEY CHALLENGES

- Under-served by public transit
- Low-density industrial area with 20+ large employers
- No connection to nearby transit hub
- Fare payment without credit card

How it Works

- Virtual stops less than 10-minute walk for all riders
- Employees & visitors use mobile app to book a ride, **on-demand** or **pre-scheduled**
- No transfers required
- Riders can **pay with cash** or **credit card**
- Organizations experience higher employee satisfaction



12 sq. miles
31 sq. kms



Two 13-seat shuttles
90+ virtual stops
& 2 transit hubs

www.grab.com/sg/shuttleplus/

Rider Experience **BEFORE** RideCo

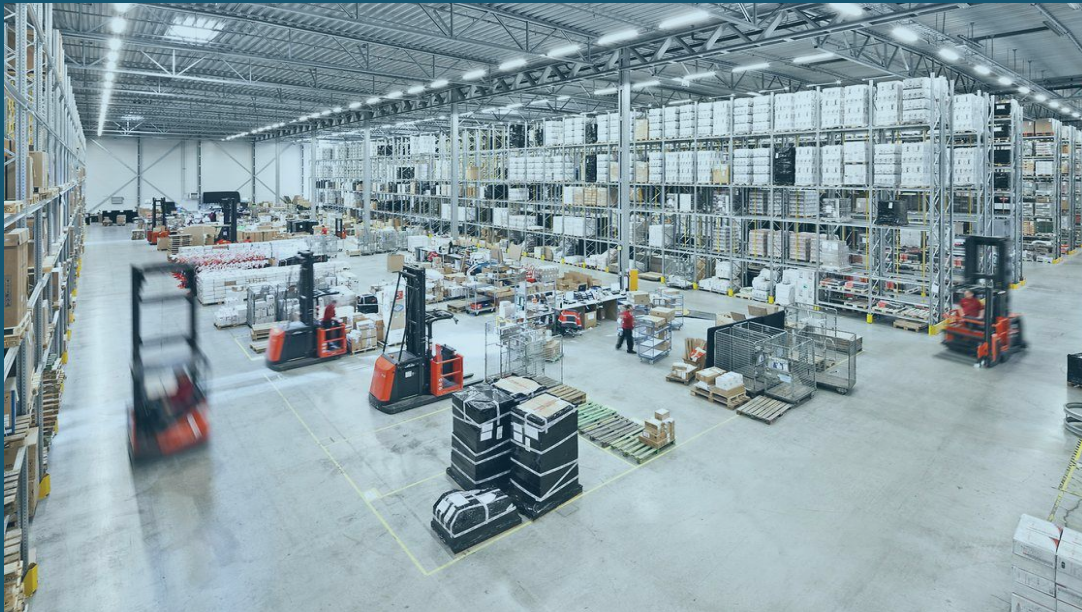
- Employee dissatisfaction from long walk to fixed route bus stop, operating at 1-hourly or worse frequency
- Organization was hesitant to launch shuttle services, as existing shuttle providers provided non-dynamic routing, leading to operational risks from low vehicle utilization

Rider Experience **AFTER** RideCo

- **Reduction in commuting time by 50%** and walking time to under 10 minutes. Improved employee satisfaction from using a dynamic shuttle solution
- More than twice the territory coverage, while providing more frequent, on-demand service with no budget increase (**80%+ of rides are shared**)
- RideCo's on-demand, dynamic route shuttles achieved superior vehicle utilization, thus limiting launch and operational risk (**8+ passengers in vehicle during peak**)

Work to Virtual Stops in Shuttles

DB SHENKER

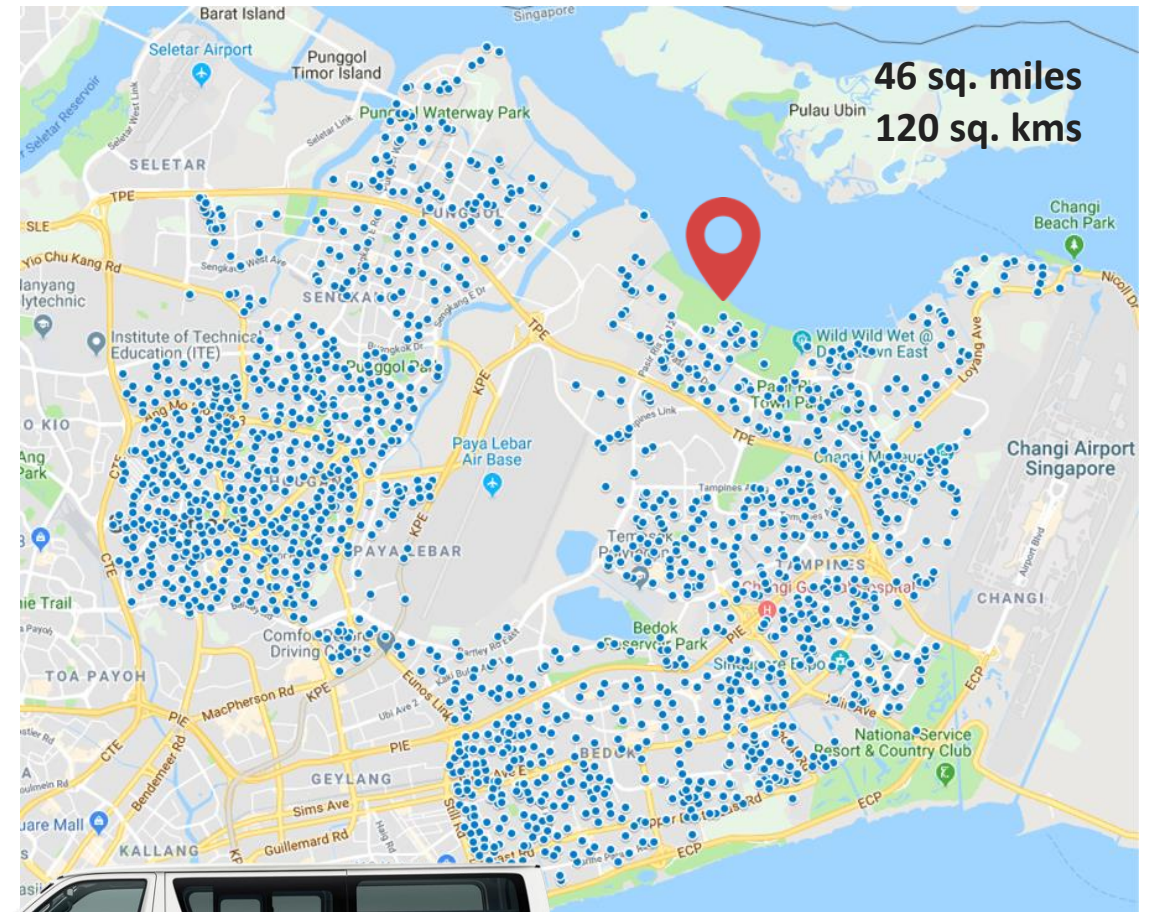


KEY CHALLENGES

- Employer is geographically far from city center
- Under-served by public transit
- Long, inconvenient commute requiring multiple transfers across different transit modes
- Employees spread out across large city

How it Works

- Employees use mobile app to book a ride, **pre-scheduled** or **on-demand**
- Vehicle routing is dynamic and minimizes travel time, while balancing vehicle utilization
- Pickup times are constrained to start at designated shift end times
- No transfers required
- Ride costs are automatically billed to employer



Seven 13-seat shuttles
1,500+ virtual stops

www.grab.com/sg/shuttleplus/

Example dynamic shuttle routes, on one day

One shuttle route & stops



Seven shuttles



specific location data has been anonymized to preserve client data confidentiality

Rider Experience **BEFORE** RideCo

- Employee dissatisfaction with long commutes, needing to transfer multiple times on bus and subway to reach destination
- >15-minute walk to reach fixed-route transit

- Organization was hesitant to launch shuttle services, as existing shuttle operators supported only fixed routes, leading to operation risks if the fixed route does not have sufficient utilization

Rider Experience **AFTER** RideCo

- **1,500+ virtual stops are < 10-minute walk** from employees
- **Reduction in commuting time by 30%+** with no transfers resulted in improved employee satisfaction

- Organization can cover twice the territory with more frequent, on-demand service, at the same or lower cost
- RideCo's dynamic route shuttles achieve superior vehicle utilization (**6+ passengers in shuttle**)

Long Distance Commuter SINGAPORE ARMED FORCES

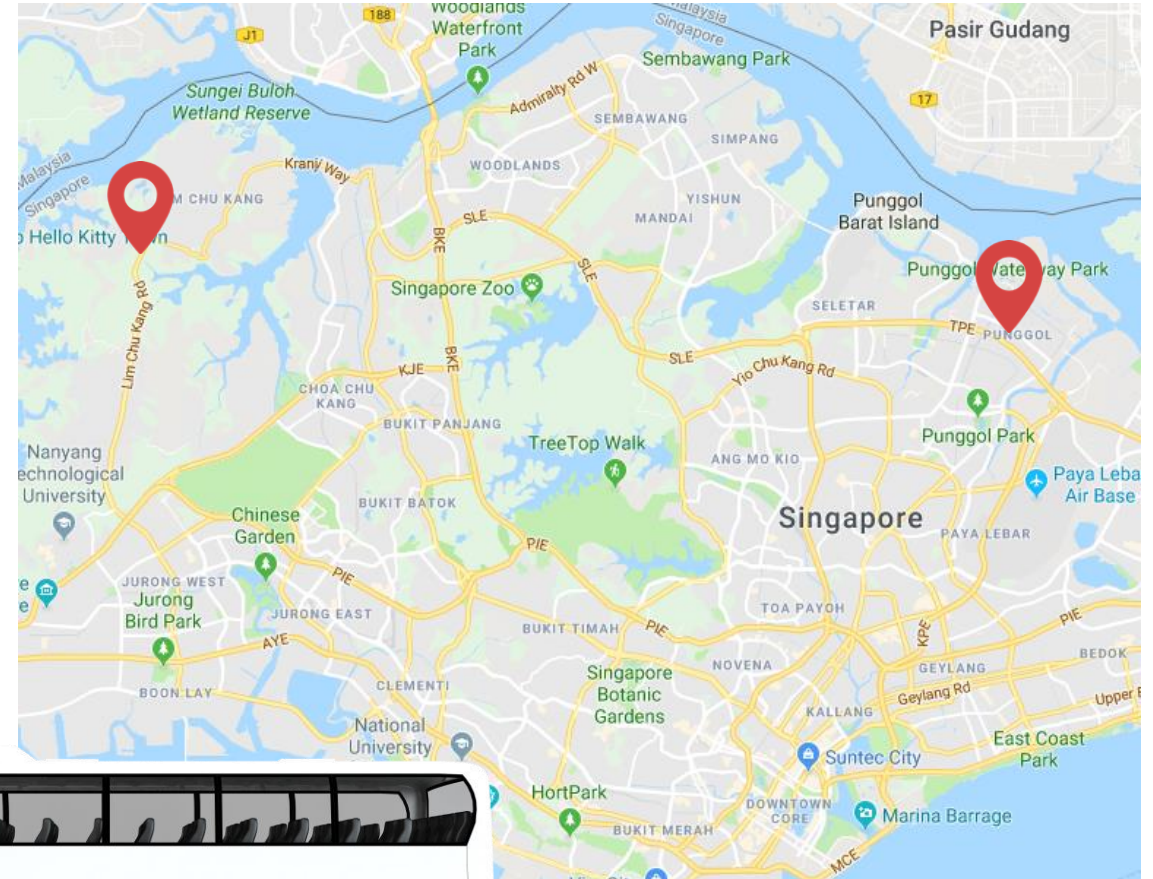


KEY CHALLENGES

- Army base is geographically far from city center
- Under-served by public transit
- Substantial one way commute time lowered employees' quality of life
- Multiple transfers and long walk required

How it Works

- < 5-minute walk for all riders
- Mobile app to book a ride, pre-scheduled or on-demand
- No transfers required
- Guaranteed “arrive-by” time to align with work start time
- Ride fare is same as public transit



**Six 13-seat shuttles & 23-seat buses
1,500+ virtual stops**

www.grab.com/sg/shuttleplus/

Rider Experience **BEFORE** RideCo

- Employee dissatisfaction from relying on a 2-hour, multiple transfer commute on subway and buses along with walking 20+ minutes on foot, to get to their workplace
- Organization was hesitant to launch shuttle services, as existing shuttle operators supported only fixed routes, leading to operational risks if the fixed route does not have sufficient utilization

Rider Experience **AFTER** RideCo

- Improved employee satisfaction from using an express 1-hour coach bus journey to get to the workplace, with no transfers involved and **less than 5-minutes of walking to a virtual stop**
- **Additional shuttles launched** since the initial pilot project, as RideCo ensured shuttles were dynamically routed responsive to actual trip bookings, thus limiting launch risk