

On-Demand Transit in Stratford, ON

Stratford replaced their Sunday fixed route with on-demand transit in July 2020.

Challenges

Compared to the rest of the week, Stratford saw its lowest ridership on Sundays. Buses ran on 1 hour intervals, weren't overly useful or advantageous for riders, and didn't run efficiently.

Solution

Replace fixed routes with on-demand service covering the entire city using two buses routed in real-time. Riders enjoy convenient travel; transit lifts its productivity.

Impact

80%
of stops
unused & avoided

5
Rides per
service hour

87%
On time
percentage

285
City-wide stops
covered

16 min
Average ride
time

13 min
Average wait
time

On-Demand
Heat Map



Population

31,465 (2016)

Land Area

27 km²

Agency Info

14 buses

7 fixed route

1 on-demand route

Pain Points

Low ridership

Infrequent service

Low productivity