

On-Demand Transit in Stratford, ON



Pantonium

In July 2020, Stratford replaced their Sunday fixed route with on-demand transit, and by 2021 was operating all weekend. Ridership has steadily increased yearly through 2025 and beyond.

Previous Fixed Route Service

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.

On-Demand Solution

Replace fixed routes with on-demand service covering the entire city with vehicles routed in real-time directly to rider requests. Riders enjoy convenient, no-transfer travel, while vehicles skip unnecessary travel, lifting productivity.

2025 Metrics

20,937

Weekend Riders Served

5.3

Rides per service hour

87%

On time percentage

281

City-wide stops covered

17.3 min

Average ride time

4 min

Average wait time

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

RESULTS

On-Demand
Rider Origin-
Destination data



Service Highlights

JULY 2020 - 2025

Stratford saw year-over-year service records with weekend On-Demand.

The flexibility of On-demand transit allowed Stratford to scale service to match rider demand and efficiently use resources. Scaling up takes a few clicks and new vehicles are ready to go.



Riders can book their travel from any two stops in the city, via smartphone, dispatch or online, as soon as 20 minutes in advance.

84%
Trips pooled with other riders

85%
Vehicle time spent serving riders



“For the majority of people, this is a quicker way of getting where you need to go, it puts customers in control of transit. You’re not waiting for a transit schedule – it’s your schedule.”

- Stratford transit manager Mike Mousley

Benefits of Pantonium On-Demand

Pantonium employs a proprietary, global optimization algorithm that is perpetually planning to optimally match all transit resources (vehicles, fuel, drivers, stops, etc.) to passenger demand, dynamically and in real-time. This patented solution called *Macrotransit*, and it does not require time-slotting, nor does it turn away riders due to arbitrary constraints. It instead can pool riders by time

and location, improving riders per hour during peak demand. By including the entire transit region in a single service area, it completely eliminates transfers, and reduces passenger ride and wait times to deliver increased ridership at lower costs per ride.

Global	Real-time	Flexible
• Uses all trips and vehicles in service to compute the solution in one service area • Requires no zones or transfers	• Constantly adjusts to changes, such as new trips or cancellations • Allows ad-hoc boarding	• Transit options for stops, addresses or a combination • Works alongside fixed routes and rapid transit • Pools riders

A map of a city area with a network of blue lines representing transit routes. Two bus icons are placed on the routes. A dark blue box on the right contains the text: "Pantonium's Macrotransit", "Full size buses", "High capacity", "Large service areas", "No transfers".

Pantonium's Macrotransit
Full size buses
High capacity
Large service areas
No transfers