

# City of Belleville

Report No: MT-2025-TOAC-17

Meeting Date: June 16, 2025



**To:** Transit Operations Advisory Committee  
**Department:** Transportation & Operations Services  
**Staff Contact:** Brad Strauss, Supervisor, Transit Services

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**Subject: Mobility RideCo Statistics**

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## Recommendation:

"THAT the Committee receive Report MT-2025-TOAC-17 Mobility RideCo Statistics."

## Strategic Plan Alignment:

Transportation and Mobility: Develop a viable, affordable and accessible public transit system that addresses the needs of our citizens

Transportation and Mobility

## Background:

Attached is a RideCo presentation showing statistics and updates.

## Financial/Analysis:

There are no additional financial impacts.

## Conclusion:

It is recommended that the Committee receive Report MT-2025-TOAC-17 Mobility RideCo Statistics.


## Attachments:

[Belleville - Goals and Benchmarks](#)

**Reviewed by:**

**Status:**






## Belleville – Goal Setting and Service Performance

June 2, 2025

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### Belleville Transit Mobility Goals

Goal	Current Benchmark	Related Initiatives
30% of rides booked through the mobile app by May 2025	24% (week of May 26-30)	Training for Accessibility Advisory Committee Branded "how to book a ride" video
55% of rides shared between at least 2 passengers	66% (week of May 26-30)	
Pickup On-Time Performance of 90%	93% (May 2025)	
Dropoff On-Time Performance of 90%	90.9% (May 2025)	Standing order times for day programs Review weekday driver start times Review standing order dropoff times for day programs
Late cancellation rate below 4% (within 1 hour of the trip departure)	3.9% (May 2025)	Review rides that were cancelled late; talk to passengers Engagement with Accessibility Advisory Committee
No-show rate below 2.2%	3.2% (May 2025)	Review rides that were cancelled late; talk to passengers Engagement with Accessibility Advisory Committee
Ensure trips can be accommodated at all service hours	Hourly on-fare/online ratio	Analysis of times of day that searches fail Additional vehicles/drivers available at peak times



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### Current Performance – Shared Rides, OTP, No-Shows, Cancellations 2025

Month	# Passengers Completed	Shared Rides (%)	Pickup Violations (%)	Drop Off Violations (%)	No-Show (%)	Late cancellation (%)*	Passengers per vehicle hour (PvH)
		Goal > 50%	Goal < 10%	Goal < 10%	Goal < 2.2%	Goal < 4%	
2025-01	1865	64%	10%	12%	3.4%	4%	2.3
2025-02	1556	64%	16%	21%	4.2%	6%	2.3
2025-03	1832	62%	9%	12%	3.4%	4.8%	2.3
2025-04	1834	64%	12%	14%	3.1%	4.2%	2.5
2025-05	1946	64%	7%	9%	3.4%	3.9%	2.4

\*Rides cancelled within 1 hour of the departure time as a percentage of all rides booked (this includes rides cancelled at the door)



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### Current Performance – Shared Rides, OTP, No-Shows, Cancellations 2024

Month	# Passengers Completed	Shared Rides (%)	Pickup Violations (%)	Drop Off Violations (%)	No-Show (%)	Late cancellation (%)*	Passengers per vehicle hour (PvH)
2024-06	1583	65%	10%	13%	6.4%	5.1%	2.5
2024-07	1453	59%	8%	9%	4.6%	4.4%	2.4
2024-08	1465	62%	6%	9%	4.1%	4.4%	2.4
2024-09	1506	61%	13%	17%	4.8%	5.9%	2.5
2024-10	1731	64%	12%	17%	3.1%	4.4%	2.7
2024-11	1685	65%	10%	16%	3.7%	4.5%	2.6
2024-12	1529	59%	10%	13%	3.8%	4.8%	2.5

\*Rides cancelled within 1 hour of the departure time as a percentage of all rides booked (this includes rides cancelled at the door)



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## Mobile App Usage

Jan 2025 – between 16-20% of rides booked in a given week used the mobile app

Feb 2025 – between 22-24% of rides booked in a given week used the mobile app

Mar 2025 between 18-24% of rides booked in a given week used the mobile app

Apr 2025 (to Apr 19) – between 18-19% of rides booked in a given week use the mobile app.

May 2025 – between 18-25% of rides booked in a given week used the mobile app.

For discussion: ongoing initiatives to continue mobile app adoption



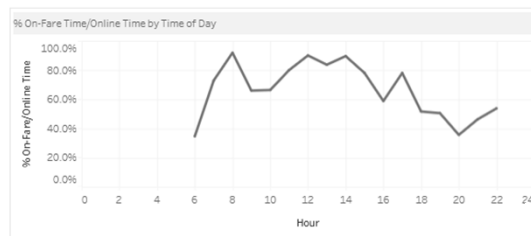
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## Hourly on-fare/online ratio

The ratio of on fare time to online time (excluding breaks and layover time) in the given hour

Weekday service; Dec 1-Dec 20 2024

A value of greater than 0.85 indicates high utilization and potentially the need to add more vehicle hours scheduled. A value between 0.70 and 0.85 is healthy and a schedule that is in balance.



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## Cost Comparison – 2023 to 2024

	2023	2024 (Jan 1-Jun 30)	2024 (July 1-Dec 31)
Number of trips completed	21,923*	Unknown	8,038
Operating Cost	\$415,750	Unknown	unknown
Vehicle Hours	9,114**	unknown	3,611
Cost/hour <small>(operating cost/vehicle hours)</small>	\$45.61/hr		
Cost/passenger <small>(operating cost/trips completed)</small>	\$18.96/pax		

\*Source – CUTA Factbook 2023 (number of trips requested minus all cancelled and no-showed trips)

\*\*Source – CUTA Factbook (used 2022 numbers as these values were not available for 2023)



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## Belleville Transit Conventional Initiatives

On-pause – pending driver hiring, vehicle additions

1. Extend conventional service to Amazon Warehouse
  - Specific KPIs (cost/passenger; service hours; service model to be confirmed)
2. Extend conventional service to Hotel + Casino
  - Specific KPIs (cost/passenger; service hours; service model to be confirmed)



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# Thank You



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