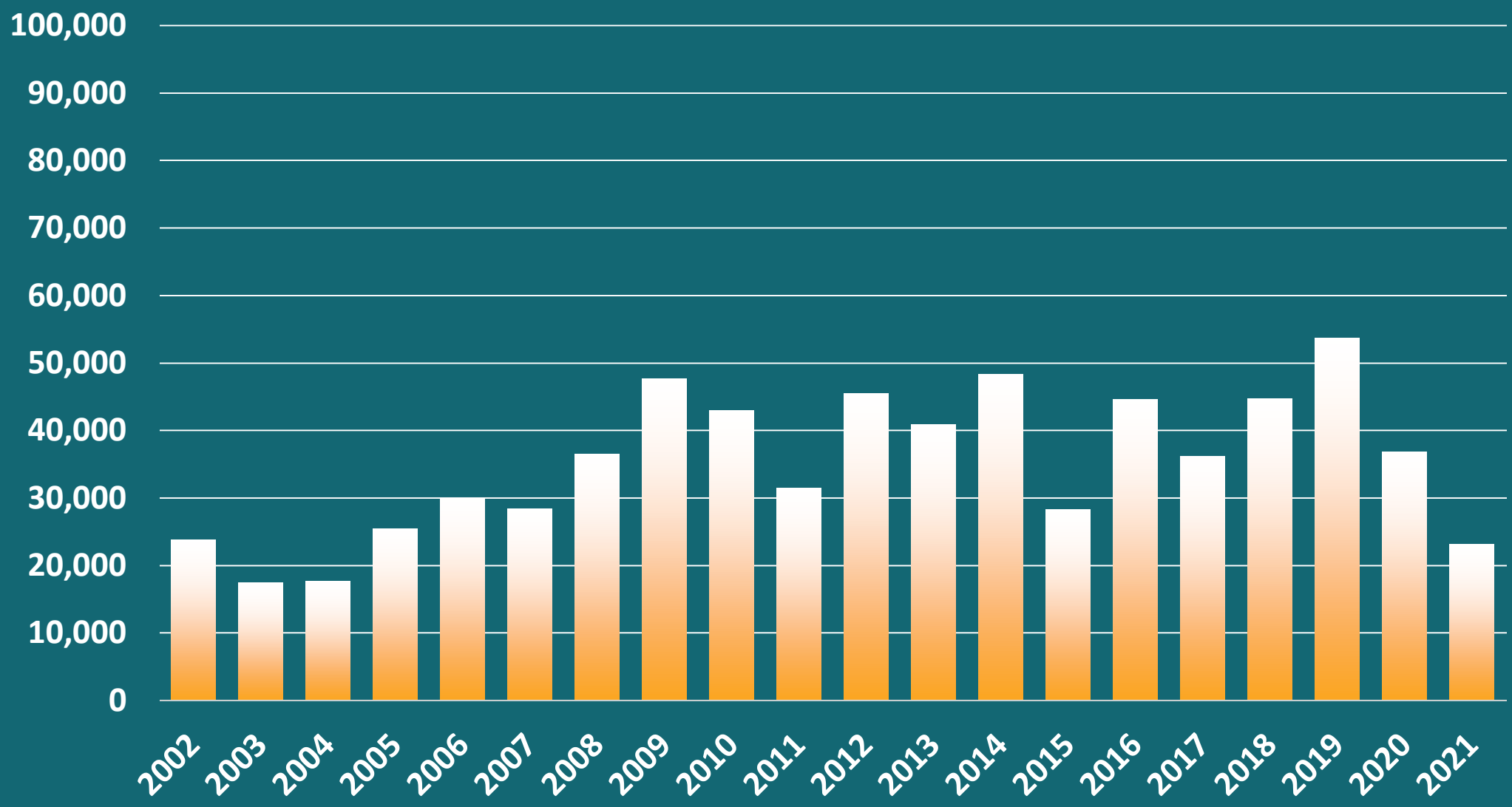
RideLink

The Journey to Extend the Compass Card for Metro Vancouver Shared Mobility

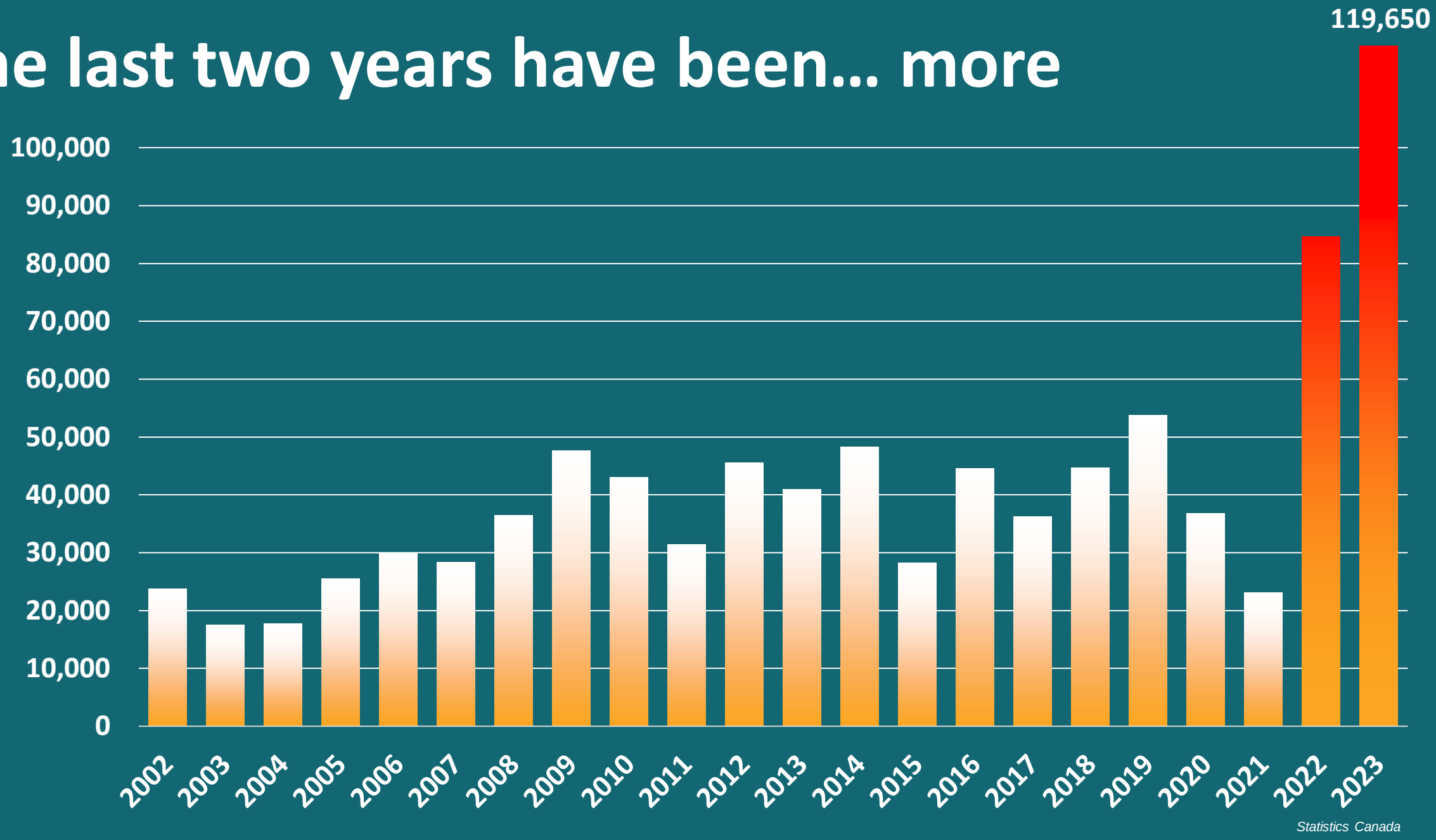
Tom Prestia, P.E.
Transportation Systems Strategist, TransLink

Planning for 30-50,000 new residents annually



Statistics Canada

The last two years have been… more



Statistics Canada

SURREY CITY CENTRE

surrey.ca/sites/default/files/styles/21x9_1920w/public/2020-10/CityCentreCityscape.jpg

METROTOWN

mlacanada.com/sites/default/files/styles/largest/public/2022-05/Metrotown.jpg?itok=-E0H30VD

NEW WESTMINSTER

By Northwest - Own work, CC BY 4.0, https://commons.wikimedia.org/w/index.php?curid=146497824

NORTH VANCOUVER

vancouverplanner.com/wp-content/uploads/2020/05/north-vancouver-3-800x500.jpg

VANCOUVER

vancouver.ca/streets-transportation/walking.aspx

NEW WESTMINSTER

www.newwestcity.ca/transportation/getting-around/walking

SURREY

www.surrey.ca/services-payments/parking-streets-transportation/walking-cycling-transit

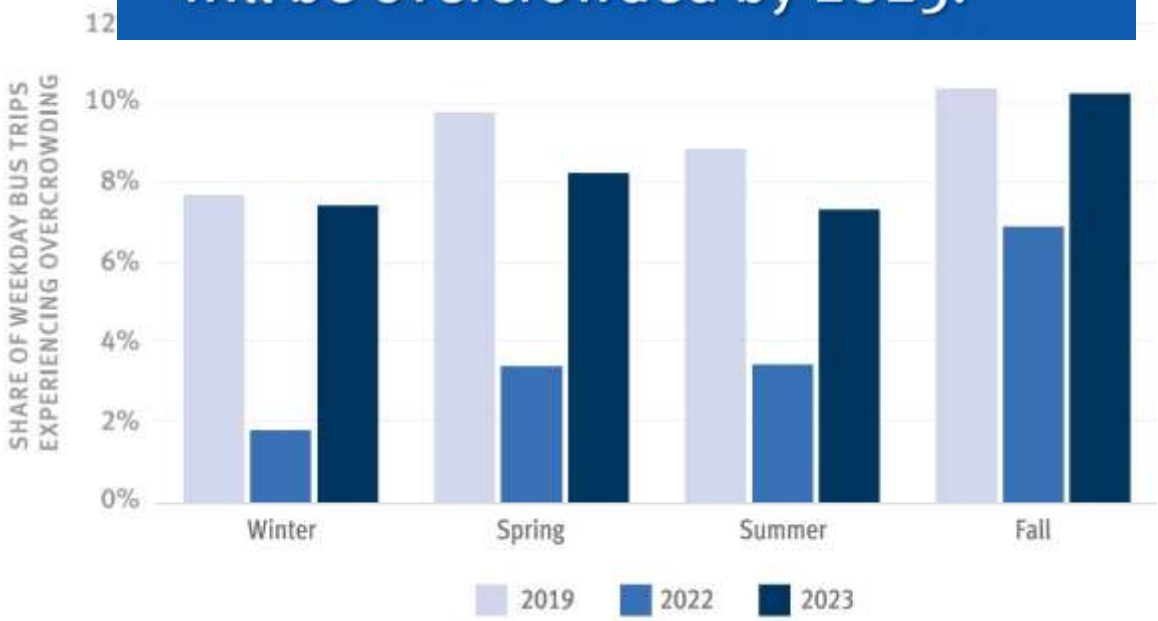
COQUITLAM

www.coquitlam.ca/172/Walking

World rank	City	Average travel time per 10 km	Change from 2022	Congestion
3	Toronto, Canada	29 min	+ 50 s	42
13	Mexico City, Mexico	26 min 30 s	+ 50 s	63
20	New York, United States of America	24 min 50 s	+ 20 s	43
32	Vancouver, Canada	23 min 10 s	+ 30 s	46
	Washington			

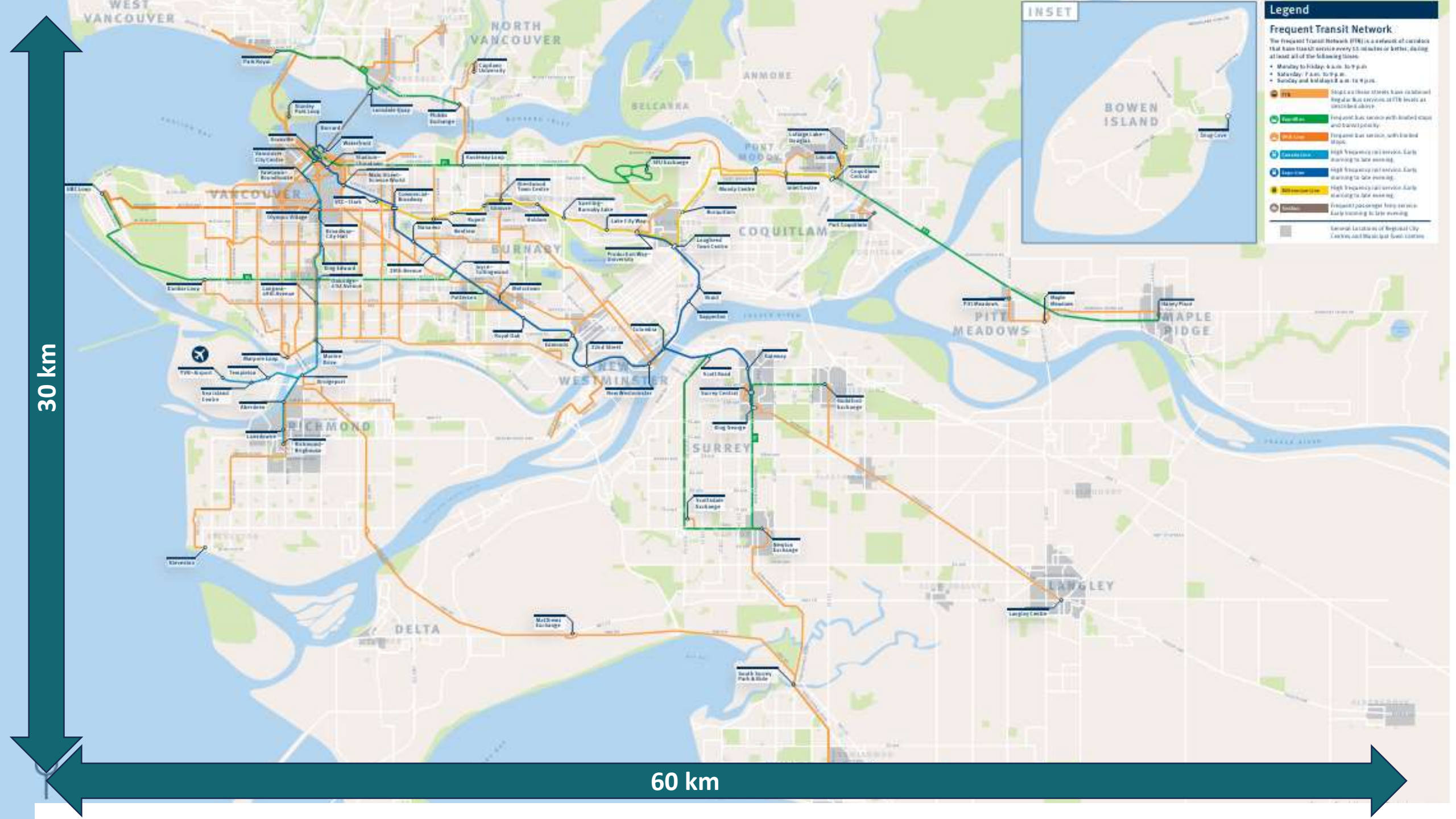
TomTom Traffic Index Ranking 2023

It's projected that 4 in 10 buses will be overcrowded by 2025.



Mobility choices


TRANS LINK
Surrey Central Station


30 km
60 km
INSET
BOWEN ISLAND
Legend
Frequent Transit Network
WEST VANCOUVER
NORTH VANCOUVER
VANCOUVER
BURNABY
NEW WESTMINSTER
COQUITLAM
PORT MOODY
ANMORE
BELCARRA
PORT COQUITLAM
PITT MEADOWS
MAPLE RIDGE
RICHMOND
SURREY
DELTA
LANGLEY


RapidBus
R6 SCOTT ROAD
RapidBus
S18026
RapidBus


WEST COAST EXPRESS


HandyDART
T323


Compass
Compass
Compass
Compass
Interac
VISA


Compass


Compass
Compass
VISA


TRANS LINK
Compass
Compass

Our MaaS objectives and interests

Open Access for All

Enable simple, convenient, affordable and open access to all mobility services and platforms

Competition and Innovation

Prevent monopolies and walled gardens; maximize competition based on innovation and product quality

Support Regional Goals

Encourage services and platforms that support regional goals and objectives

Seamless mobility experiences

Have a great idea for improving mobility in our region?

Let's hear it!

In 2018, we sought to understand:

- The need for seamless movement between modes
- What "seamless" even means
- How to collaborate with others
- If Compass could be the platform

Local mobility service providers

evo CAR SHARE

modo

mobi ROGERS

movmi

Not exactly MaaS, but…

…A seamless mobility “minimum viable product” involving all four partners

Too many personal vehicles are used for work-related travel. With access to transit and shared vehicles, why use your own?

- Simpler for expenses than mileage and receipts
- Reduced traffic congestion, GHG emissions and corporate parking needs

- Build partnership and community with providers and business community
- Explore coordination, governance, technical integration, privacy, and data management
- Understand the operational requirements

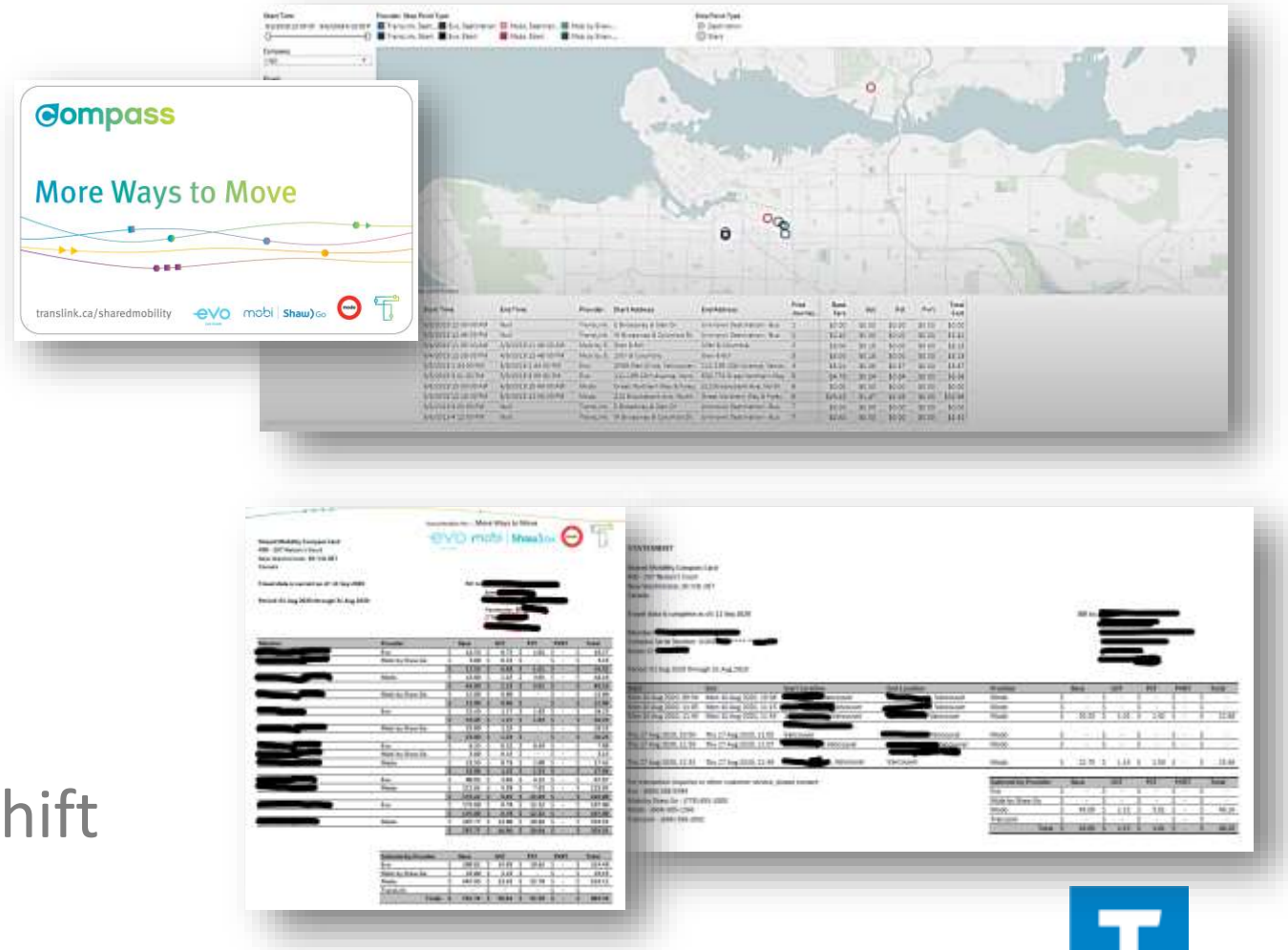

Compass
More Ways to Move
translink.ca/sharedmobility
evo
mobi
Shaw go

Pilot components

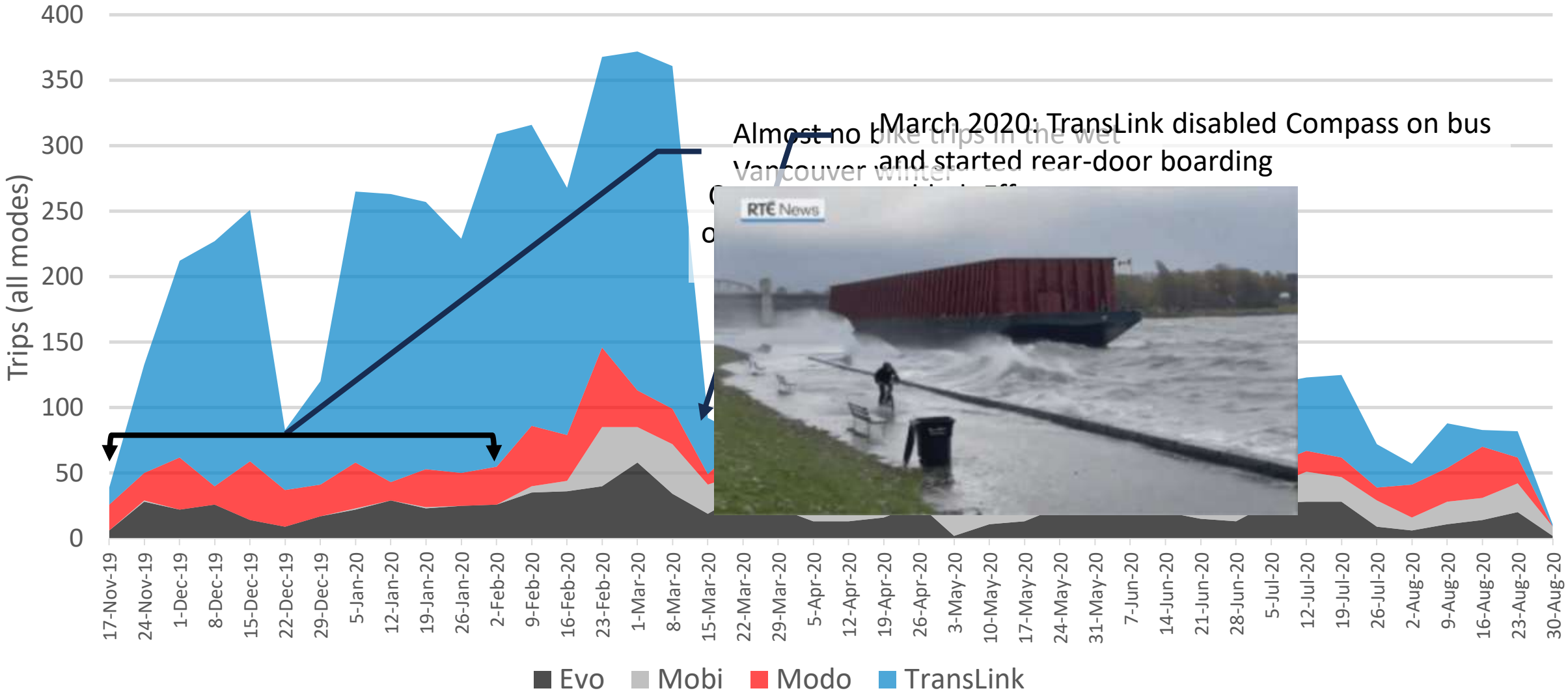
Branded Compass Card Tableau dashboard

Monthly statements for corporate admins

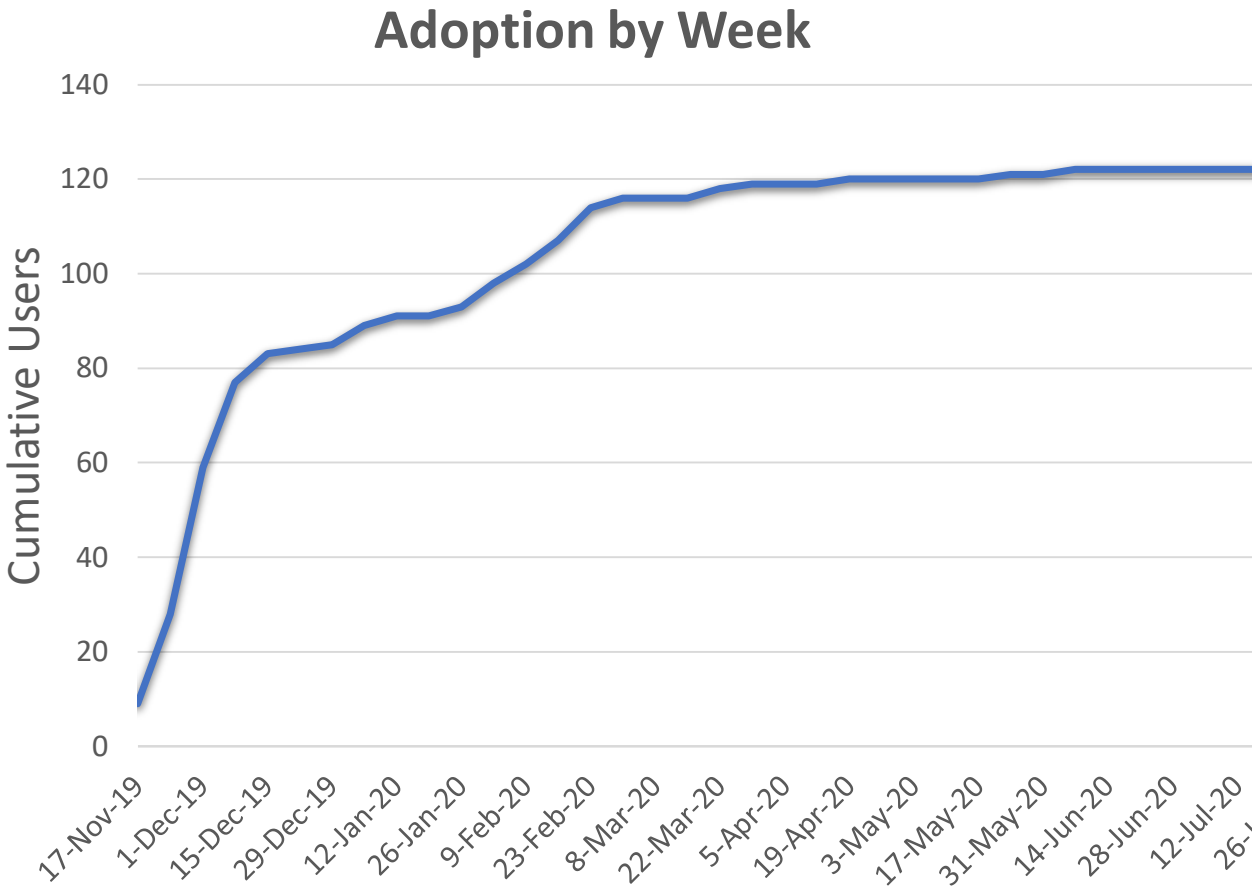
Before and after mode shift user survey

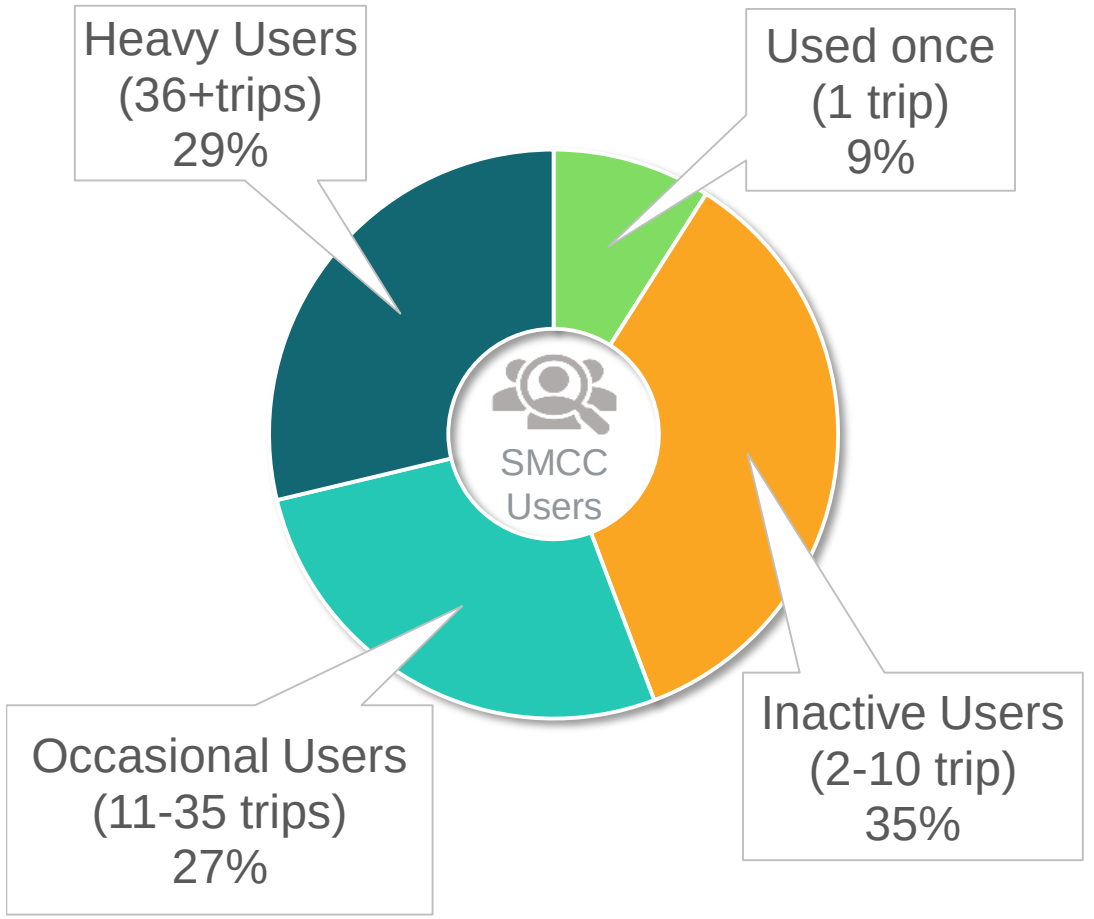


Users took about 6,000 trips despite the pandemic



Almost 70% used it at least twice





Positive perception

82%

Provided top scores when asked to rate the overall Shared Mobility Compass Card service

96%

Claimed they **would rejoin the program** if a general public version launched with an app

N = 74 respondents out of 157 users
Margin of error of 8.3% with confidence level of 95%

Mode shift

60%

Said they **replaced the use of a personal vehicle** by transit, carshare or bikeshare for work-related travel

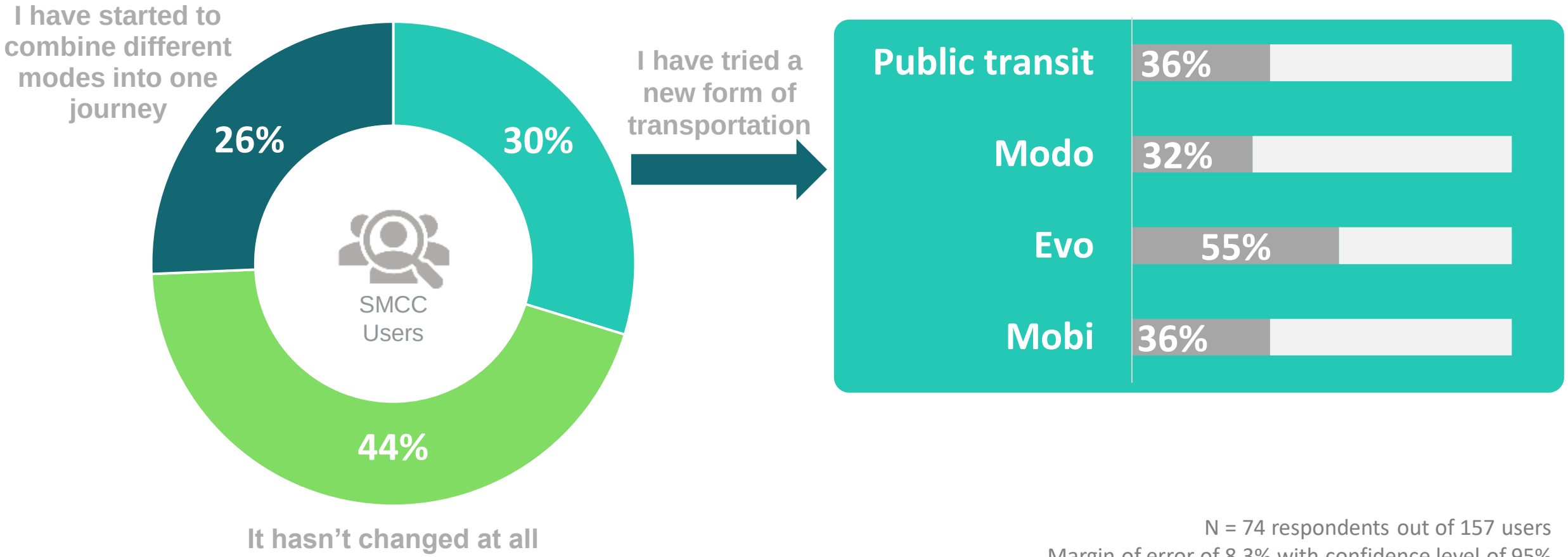
56%

Claimed they **changed their work-related travel behaviour** because of the SMCC either by trying a new mode or combining multiple modes into one journey

N = 74 respondents out of 157 users
Margin of error of 8.3% with confidence level of 95%

Behaviour change

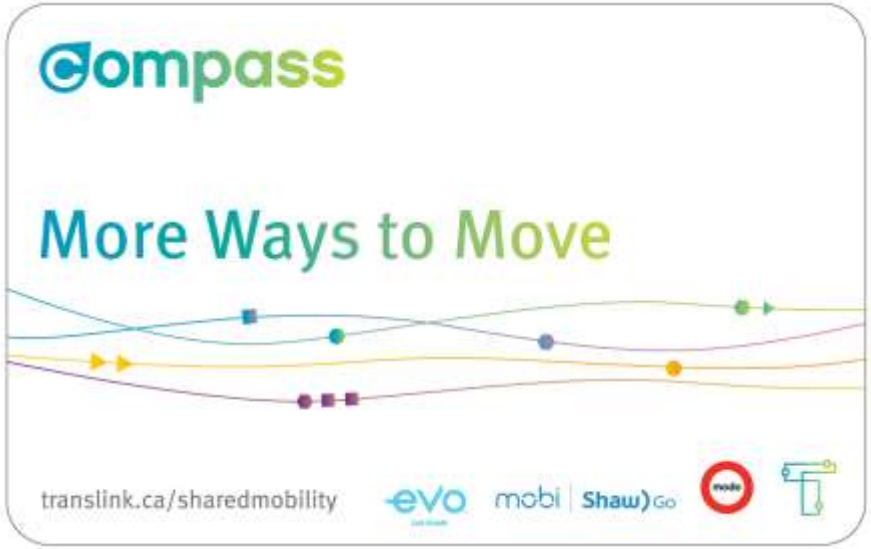
"How has your work-related travel behaviour changed because of the Program?"



N = 74 respondents out of 157 users
Margin of error of 8.3% with confidence level of 95%

Key findings

- Successfully delivered a framework for collaboration and partnership with local service providers
- Participants seemed to show willingness to change travel behaviour



- As delivered, the pilot was not scalable
- Using the Compass Card as an access token is clever but limiting
- Unified solution needed for ticketing, billing and payment – most participants asked for an app

The 2050 we want: Access for Everyone

Our Vision: In 2050, everyone can easily connect to the people, places, and opportunities that they need to thrive — because we all have real choices that we can count on, that we can afford, and that we can safely enjoy for generations to come. Our transportation system supports an inclusive, future-ready region that has meaningfully advanced reconciliation.

Mobility choices for everyone

Our goals by 2050:

- **Seamlessly connect different transport services both physically and digitally**
- Make active transport the most convenient choice for shorter trips
- Make transit the most convenient choice for longer trips

In the first 10 years:

- **Support the expansion of carsharing and shared micromobility across the region**
- **Explore fist/last mile partnerships with other mobility services**
- Upgrade our digital platforms for real-time information exchange

Framing a second pilot

CUSTOMERS

Pilot a customer-facing service for

1,000 people

TIME FRAME

Run the pilot for

12 months

evaluate after six

COMPASS CARD

Customers use

own Compass Card

to access all modes

TECHNOLOGY

New customer-facing and internal

layers of technology

Unified Registration

Booking
Modo & Evo

Integrated Payment
Pay-as-you-go only
(no subscription/bundles)

Trip Planning

RideLink goals

- Market test MaaS in Metro Vancouver
- Learn about MaaS operations and evaluate ourselves in the role of MaaS operator
- Learn about the role of transportation system manager and assess our next steps

You are invited

February 21, 2024 - Media Release

TransLink testing new multi-modal smartphone app

New app integrates transit, carshare, and bikeshare services in one place

How to register

We're inviting customers from across Metro Vancouver to apply for the chance to take part in testing the RideLink Mobile App over a 12-month period. Participants will be selected based on several criteria that will determine a user's eligibility, including:

- Being 19 years of age or older,
- Having a valid driver's licence,
- Having a valid Visa or Mastercard credit card, and
- Having an iPhone or Android phone with internet access.

Interested in participating?

Take our registration survey to determine if you're eligible to participate in the pilot.

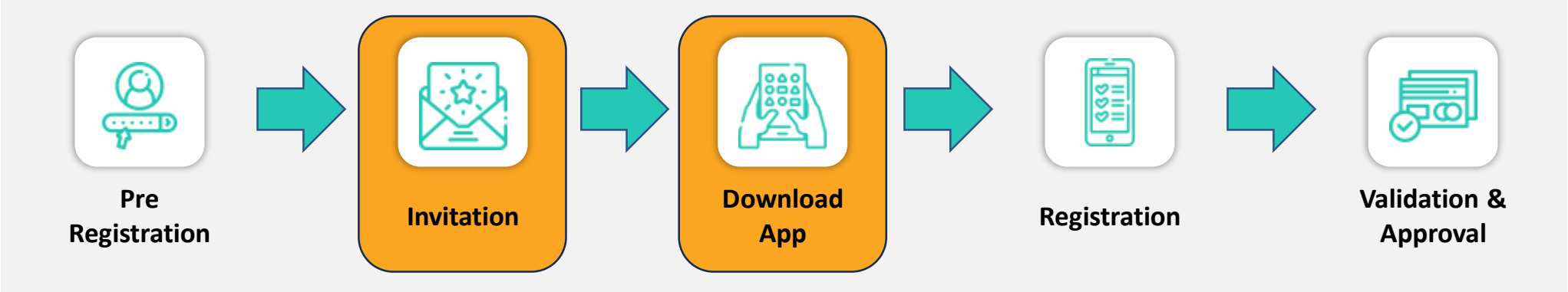
Take the Survey

5,000 responses for 1,300 spots!

Screening process:

- Location
- Current membership(s)

Welcome to RideLink!



Hi Tom,

Congratulations! You've been selected to participate in the RideLink Mobile App pilot.

We're excited for you to start using the RideLink App and to help us make multimodal travel in Metro Vancouver easier and more convenient than ever! With RideLink, you'll have access to real-time transit information and the ability to book and pay for bike and car share services, all in one place.

We're working through the last few steps to ensure the app is ready for you. Very soon, you'll receive an additional email containing a link to download the RideLink App and the 12-month app testing period will commence.

Hi Tom,

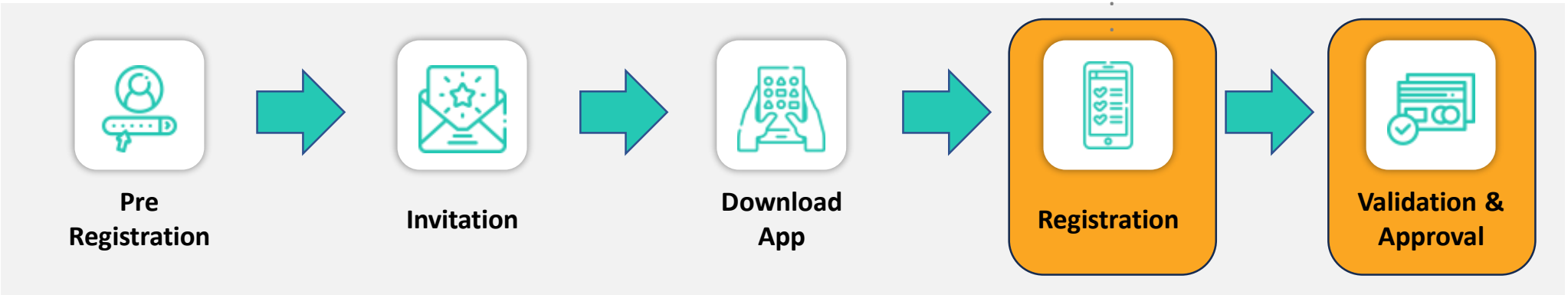
Welcome to RideLink! We're excited for you to be a part of the RideLink pilot and to help us make multimodal travel in Metro Vancouver easier and more convenient.

You are about to receive a separate email (from either **Firebase** or **TestFlight**) that will include a link to download the RideLink app. We've included detailed instructions for both iOS and Android smartphone users to follow to complete the download process:

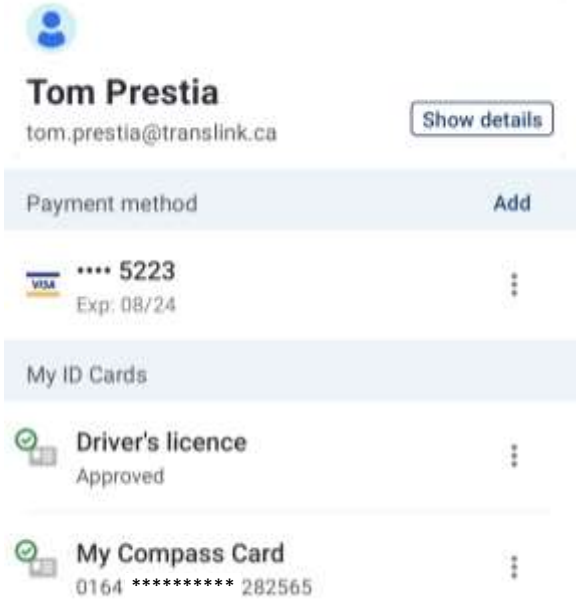
- RideLink iOS download instructions (PDF)
- RideLink Android download instructions (PDF)

Bring all your cards

Users bring their own Compass Card 



TransLink's first public-facing Compass API



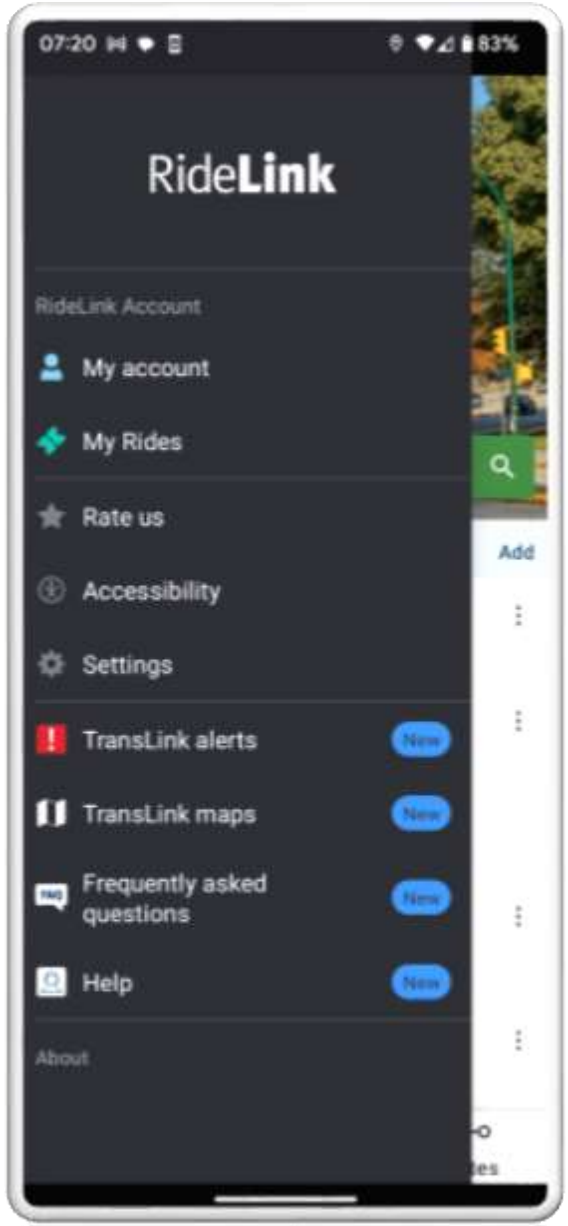
Understanding our users

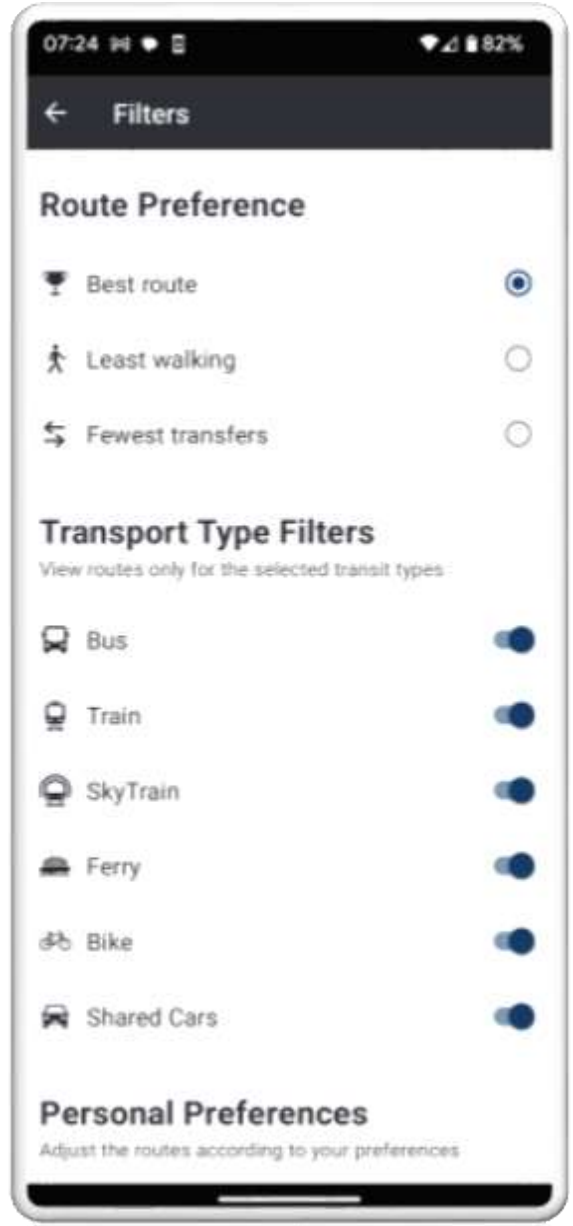
Pre-Launch survey

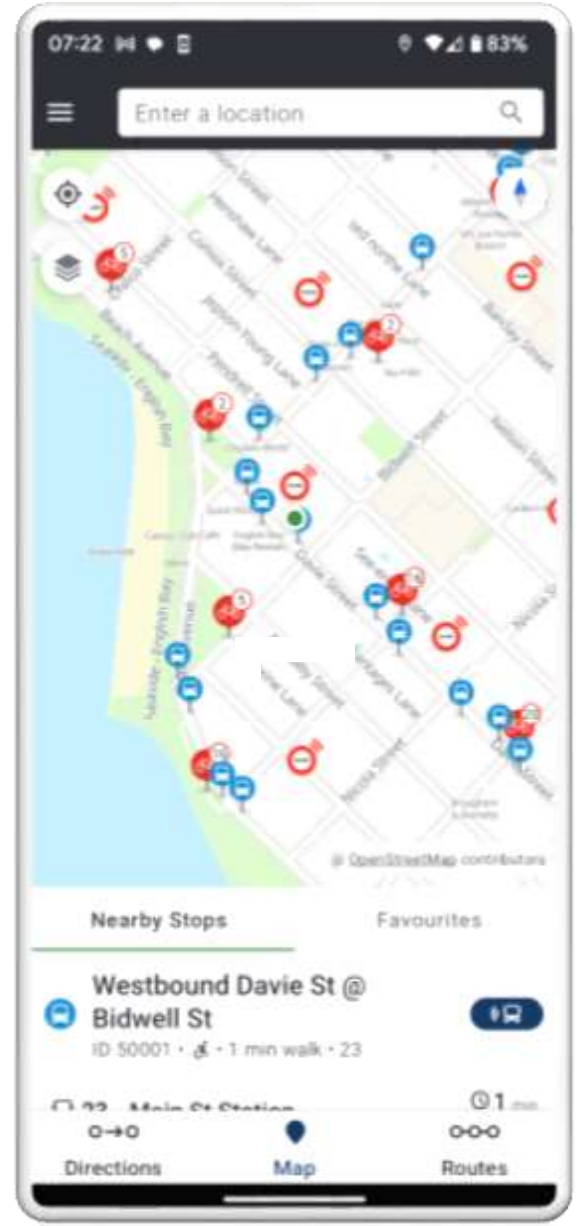
- Current transportation choices
- Frequency of use
- Perceptions of available options

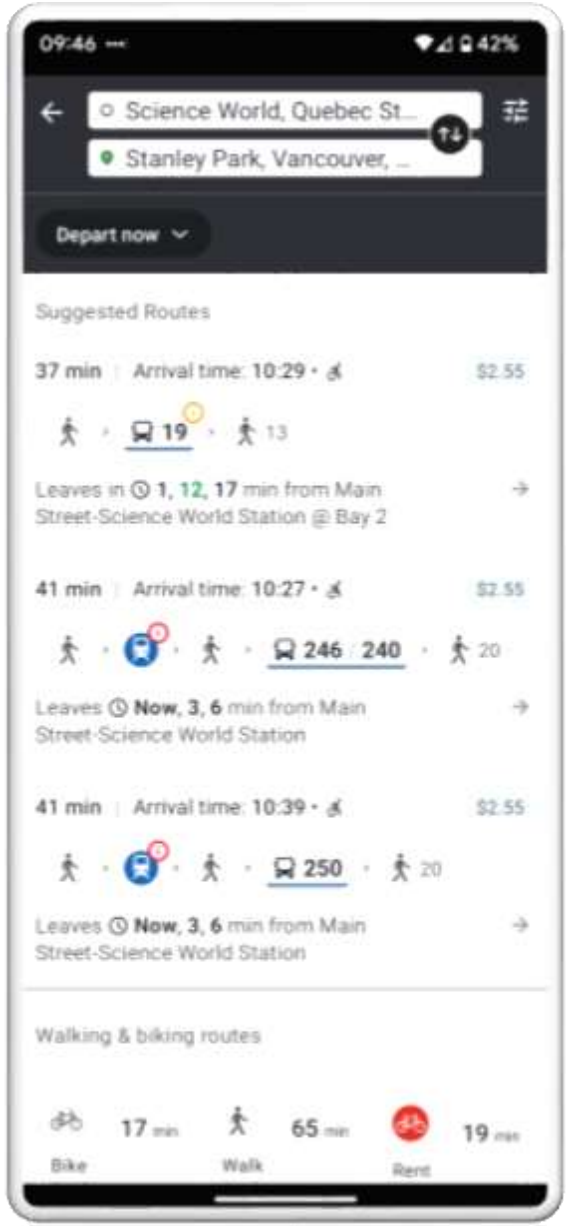
At six months: RideLink feedback and suggestions

At end: Has behaviour changed? Should this be made permanent?

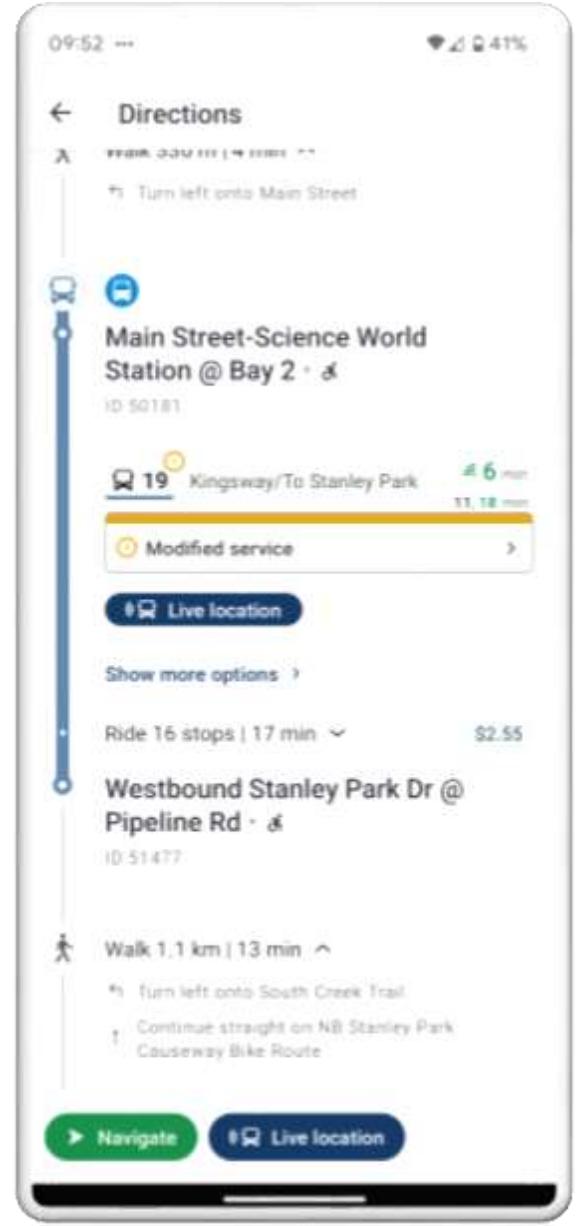

07:20
83%
RideLink
RideLink Account
My account
My Rides
Rate us
Accessibility
Settings
TransLink alerts
New
TransLink maps
New
Frequently asked questions
New
Help
New
About
Add

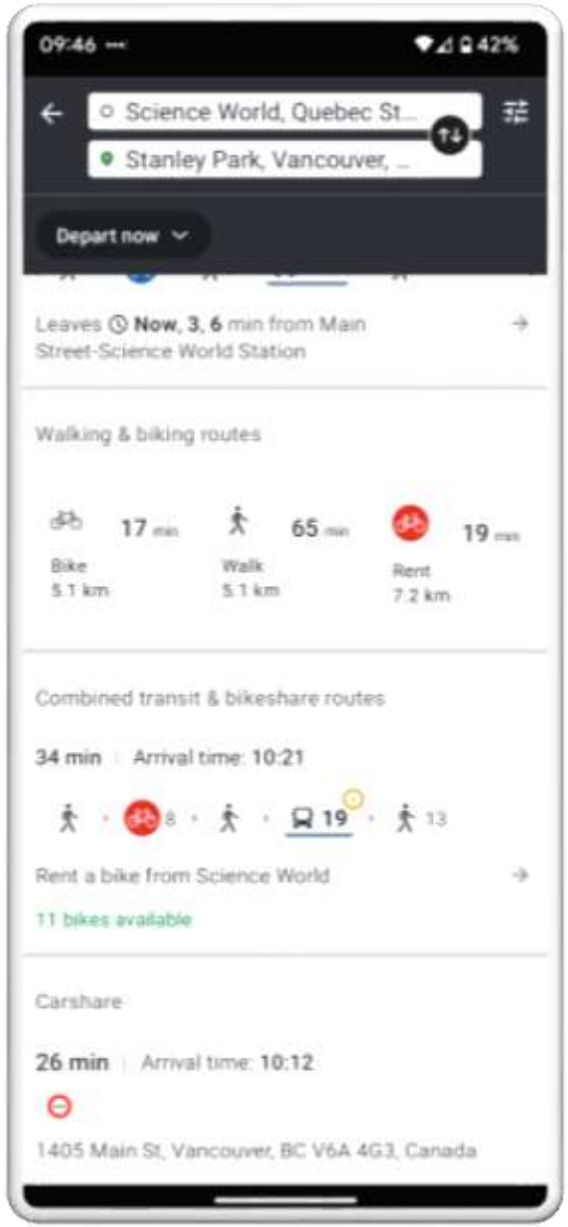

07:24
82%
Filters
Route Preference
Best route
Least walking
Fewest transfers
Transport Type Filters
View routes only for the selected transit types
Bus
Train
SkyTrain
Ferry
Bike
Shared Cars
Personal Preferences
Adjust the routes according to your preferences


07:22
83%
Enter a location
Nearby Stops
Favourites
Westbound Davie St @ Bidwell St
ID 50001 · 1 min walk · 23
1
Directions
Map
Routes

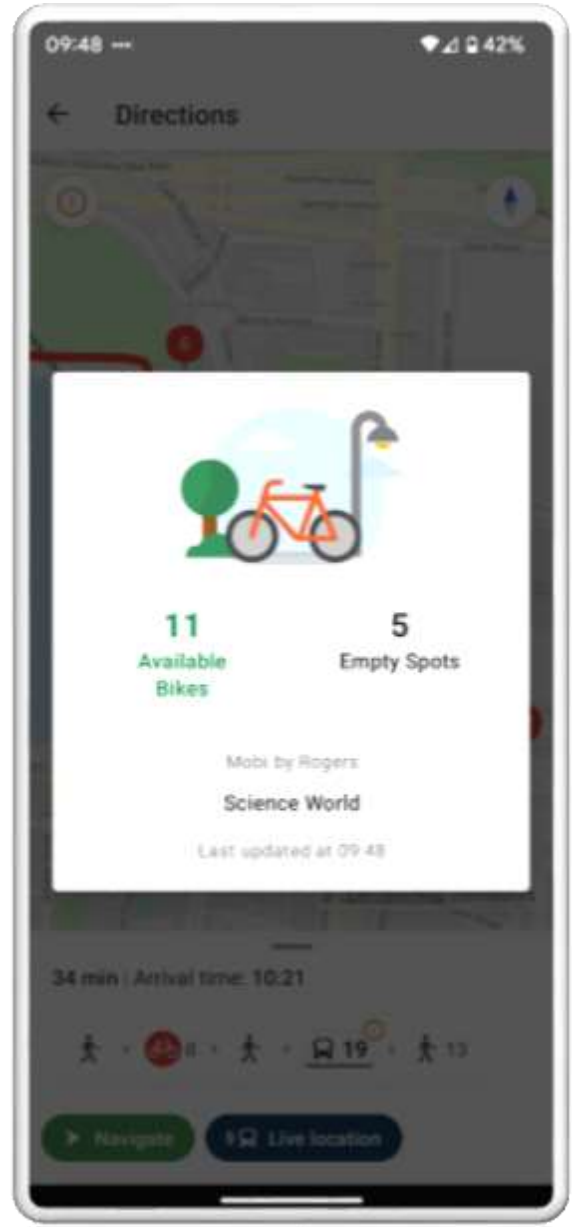

09:46
42%
Science World, Quebec St...
Stanley Park, Vancouver, ...
Depart now
Suggested Routes
37 min | Arrival time: 10:29 • $2.55
19
13
Leaves in 1, 12, 17 min from Main Street-Science World Station @ Bay 2
41 min | Arrival time: 10:27 • $2.55
246 240
20
Leaves Now, 3, 6 min from Main Street-Science World Station
41 min | Arrival time: 10:39 • $2.55
250
20
Leaves Now, 3, 6 min from Main Street-Science World Station
Walking & biking routes
17 min
Bike
65 min
Walk
19 min
Rent


09:51
41%
Directions
© OpenStreetMap contributors
37 min | Arrival time: 10:29
$2.55
19
13
Navigate
Live location


09:52
41%
Directions
Turn left onto Main Street
Main Street-Science World Station @ Bay 2 •
ID 50181
19
Kingsway/To Stanley Park
6 min
Modified service
Live location
Show more options
Ride 16 stops | 17 min
$2.55
Westbound Stanley Park Dr @ Pipeline Rd •
ID 51477
Walk 1.1 km | 13 min
Turn left onto South Creek Trail
Continue straight on NB Stanley Park Causeway Bike Route
Navigate
Live location


09:46
42%
Science World, Quebec St...
Stanley Park, Vancouver, ...
Depart now
Leaves Now, 3, 6 min from Main Street-Science World Station
Walking & biking routes
17 min
Bike
5.1 km
65 min
Walk
5.1 km
19 min
Rent
7.2 km
Combined transit & bikeshare routes
34 min | Arrival time: 10:21
8
19
13
Rent a bike from Science World
11 bikes available
Carshare
26 min | Arrival time: 10:12
1405 Main St, Vancouver, BC V6A 4G3, Canada


09:48
42%
Directions
34 min | Arrival time: 10:21
8
19
13
Navigate
Live location


09:48
42%
Directions
11
Available Bikes
5
Empty Spots
Mobi by Rogers
Science World
Last updated at 09:48
34 min | Arrival time: 10:21
Navigate
Live location

09:50 ··· 42%

← Directions

Science World, Quebec Street, Vancouver, BC, Canada — 09:46

Walk 300 m | 3 min

1405 Main St, Vancouver, BC V6A 4G3, Canada

Modo

Continue

Drive 6.8 km | 15 min

3961 Stanley Park Dr, Vancouver, BC V6G, Canada

Walk 540 m | 6 min

Stanley Park, Vancouver, BC, Canada

Navigate

09:50 ··· 42%

← Confirm your booking

Main Street SkyTrain - Red Hyundai Elantra GH3 55B 4-door Sedan - Home lo...

Modo Terms of Use

Modo Pricing:

-RideLink members pay $6/hour (max $72) for Daily Drive Modos, and $8/hour (max $96) for Large & Loadable Modos.
-All trips are 35¢/km.
-Every trip incurs a co-op innovation fee of $1.50 and a fuel surcharge.
-Some trips may cost less because of seat sales, overnight rates, Day Tripper, or other discounts; all discounts are applied automatically so you get the cheapest rate.

How it works:

-When you book a Modo, it's yours immediately and for the next 12 hours. It is not possible to book your Modo in advance using RideLink.
-You may make as many stopovers as you like, but you must return your Modo to its original parking spot within 12 hours.
-When your Modo is back in its original parking spot, tap your Compass Card on the RFID reader on the windshield to lock the vehicle. Then, click "End Ride" in the RideLink app to end your booking.
-You'll pay only for the time you used (up to the next 15 minute increment). If you do not end

Payment method
···· 5223 — Change

Book this Modo

10:10 ··· 49%

Enter a location

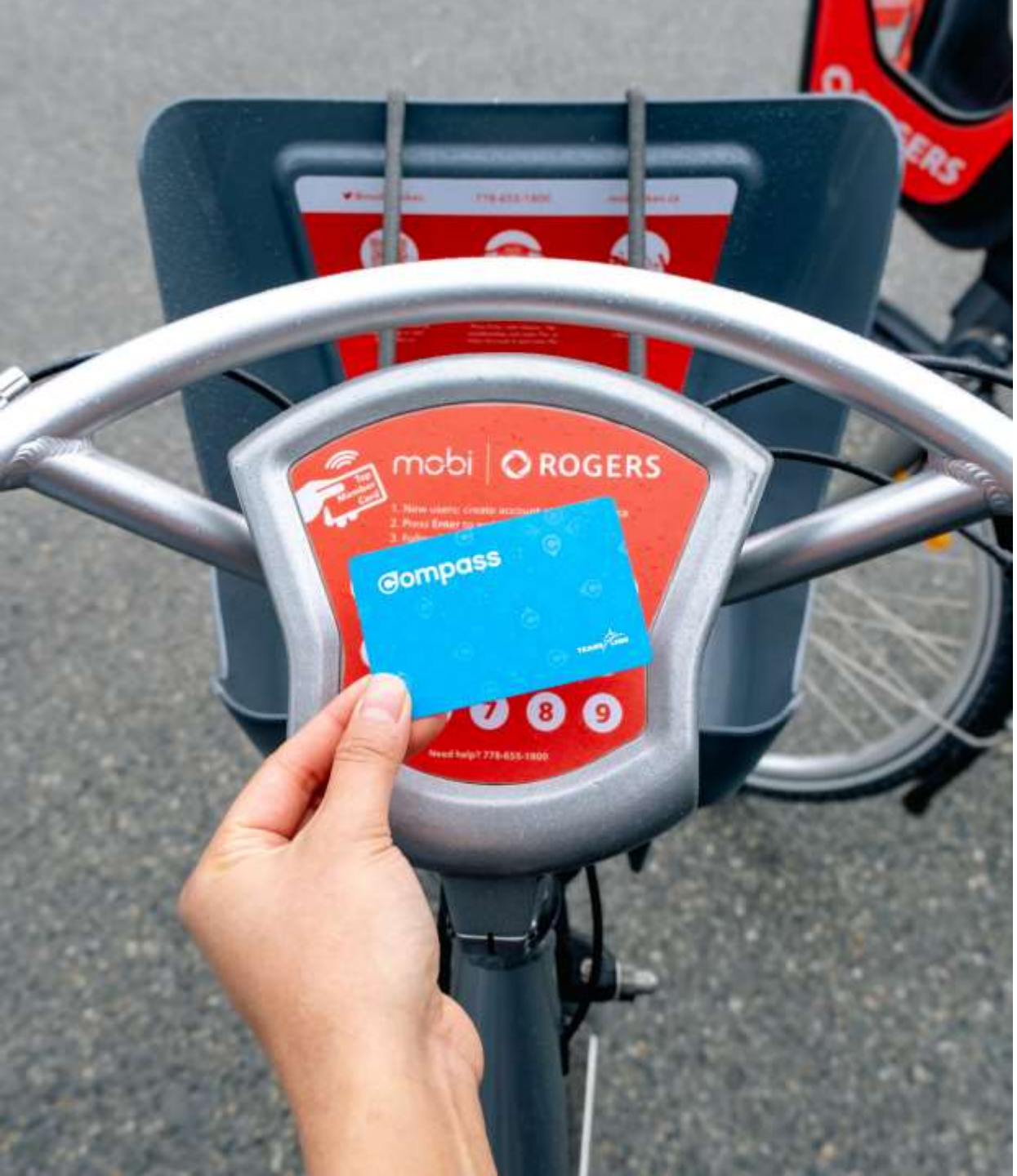
Time to Modo!

Use your Compass Card to lock and unlock the car during your booking. When you're done, return the car to its Home Location and lock up before ending your ride in the RideLink app.

Close

View nearby stations

Directions | Map | Routes

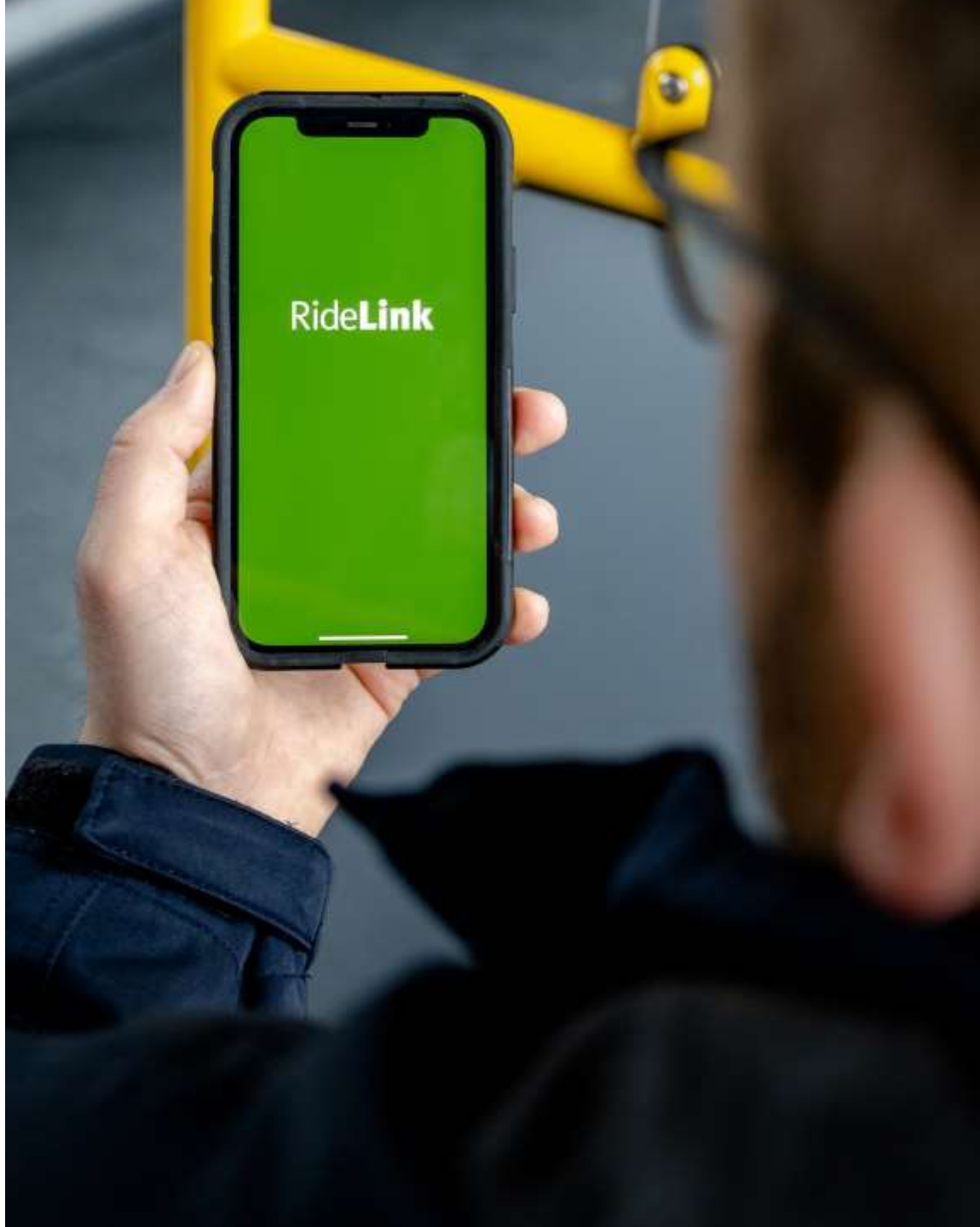

mobi
ROGERS
Compass
7
8
9


Compass
Do Your Walkaround & Report Damage!
modo
360°
Tap Here
604.685.1393
fo@modo.coop


Compass
Hi!

What’s next?

- Compile first survey results
- Run the pilot for a year
- Survey participants twice more
- Assess TransLink’s future role
- Eventual Compass modernization



Thank you!