

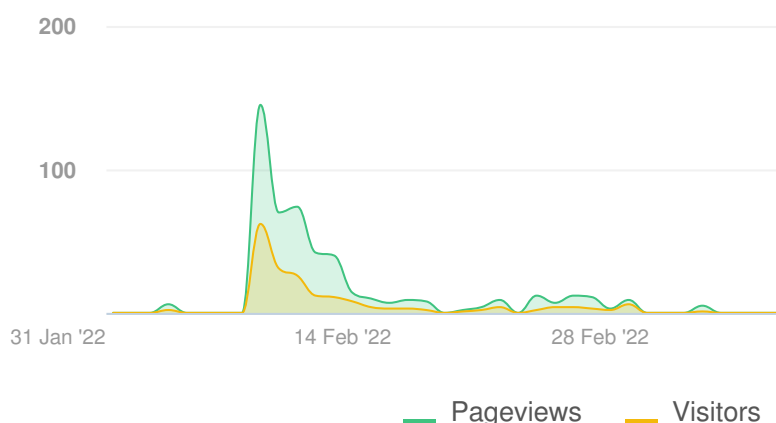
Project Report

02 August 2019 - 08 March 2022

Engage Cobourg On-Demand Transit Survey



Visitors Summary

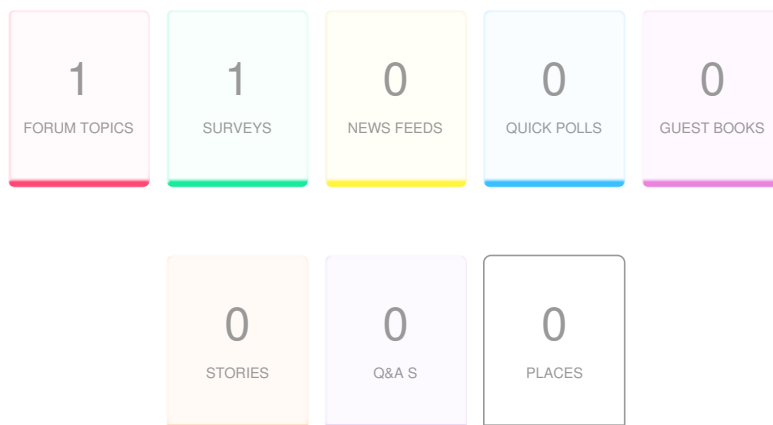


Highlights

TOTAL VISITS	MAX VISITORS PER DAY	
228	62	
NEW REGISTRATIONS		
16		
ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
65	123	196

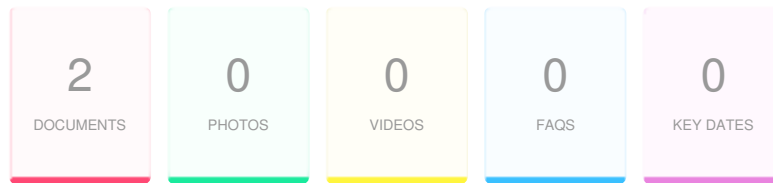
Aware Participants	196	Engaged Participants	65		
Aware Actions Performed	Participants	Engaged Actions Performed	Registered	Unverified	Anonymous
Visited a Project or Tool Page	196				
Informed Participants	123	Contributed on Forums	5	0	0
Informed Actions Performed	Participants	Participated in Surveys	61	0	1
		Contributed to Newsfeeds	0	0	0
Viewed a video	0	Participated in Quick Polls	0	0	0
Viewed a photo	0	Posted on Guestbooks	0	0	0
Downloaded a document	2	Contributed to Stories	0	0	0
Visited the Key Dates page	0	Asked Questions	0	0	0
Visited an FAQ list Page	0	Placed Pins on Places	0	0	0
Visited Instagram Page	0	Contributed to Ideas	0	0	0
Visited Multiple Project Pages	61				
Contributed to a tool (engaged)	65				

ENGAGEMENT TOOLS SUMMARY



Tool Type	Engagement Tool Name	Tool Status	Visitors	Contributors		
				Registered	Unverified	Anonymous
Forum Topic	Forum	Published	26	5	0	0
Survey Tool	Cobourg On-Demand Transit Survey	Published	143	61	0	1

INFORMATION WIDGET SUMMARY



Widget Type	Engagement Tool Name	Visitors	Views/Downloads
Document	NorthumberlandNews_Insert_8.5x11.pdf	1	1
Document	Cobourg Rides Trial Poster	1	1
Key Dates	Key Date	0	0

FORUM TOPIC

Forum

Visitors 26	Contributors 5	CONTRIBUTIONS 10
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08 February 22

Robert1

AGREES	DISAGREES	REPLIES
2	0	0

I have not used this service but often watched an empty bus drive around wasting fuel and driver time. It seems to be a great idea. Also uber should be used too. I have used it in many places and it really meets a need. Uber also gives local drivers a chance to earn some income.

09 February 22

JimT

AGREES	DISAGREES	REPLIES
1	0	0

The web site is terrible. The map is about ½ covered by a large rectangle which is almost totally bare of information, yet it obscures the map you are trying to use. It could be the size of a postage stamp and still show all the relevant information. There is a red rectangle called BOOK NOW that you absolutely HAVE to click on to complete your booking, but it is hidden off the bottom of the page, so you have to remember to scroll down to find it, and if you forget, your trip isn't booked. Yet there is NO INDICATION it is there - you just have to remember to go searching for it by scrolling down every time. To select a ride, click on the PRICE. Seriously? The PRICE? There is no indication where to click to select, and selecting PRICE is counter-intuitive. And lots more.

12 February 22

JessieC

AGREES	DISAGREES	REPLIES
1	0	0

Everything is perfect with on-demand transit EXPECT the app, they need to fix the current app or make their own. Drivers should be shown a GPS route they need to take. They are constantly going to the wrong stops or getting the wrong information. For example, I could have booked Spring @ King and it will tell them on their screen King @ Spring for a minor example. Another thing is it will not tell them where all the stops are ahead of time, I have been on the bus and it has driven past my stop multiple times to drop someone off further past my stop because they were "first". It needs to either map a route or show the drivers the stops ahead of time and not allow them to drive past people because they didn't get notified of the pick up yet. Another solution would be to rename the stops into maybe numbers and have the numbers on the blue signs so there would never be any confusion. On the app you shouldn't just be able to put in a street address, I know the stop codes by now but for someone who doesn't know it's just a hope and pray that they get the app to pick the bus stop closest to them. It should only allow riders to select actual bus stop locations AND be able to select that from the map rather than trying to type it in. Why don't the people running the buses actually try to take the bus for themselves, even doing it one time would show you what's wrong with it. That's why it never changes for years because they all have cars and don't need it so they don't care if it gets fixed.

FORUM TOPIC

Forum

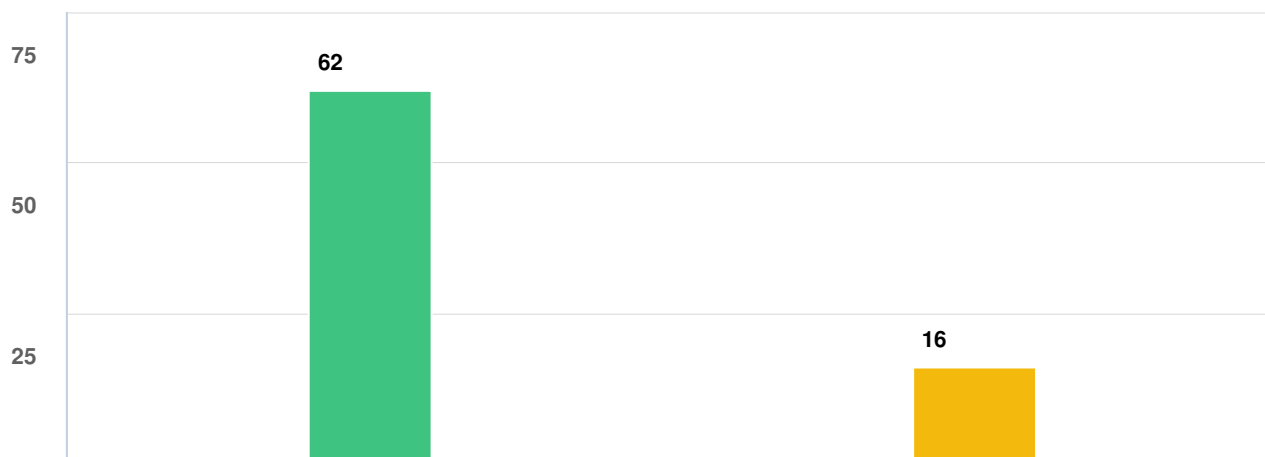
14 February 22			<p>Not the best person I admit to comment. Since the change I have yet to ride. Don't like the idea of having to call - pay phones, becoming extinct. Do people without cars who are economically challenged all carry cell phones?? Have read negative comments elsewhere from people who regularly use it - on an early shift - can't get a bus they say, waits up to an hour. Liked the old system better and used it.</p>
Apples and Oranges	AGREES	DISAGREES	
	2	0	0

ENGAGEMENT TOOL: SURVEY TOOL

Cobourg On-Demand Transit Survey

Visitors	143	Contributors	62	CONTRIBUTIONS	78
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Have you used Cobourg Rides (On Demand System)?



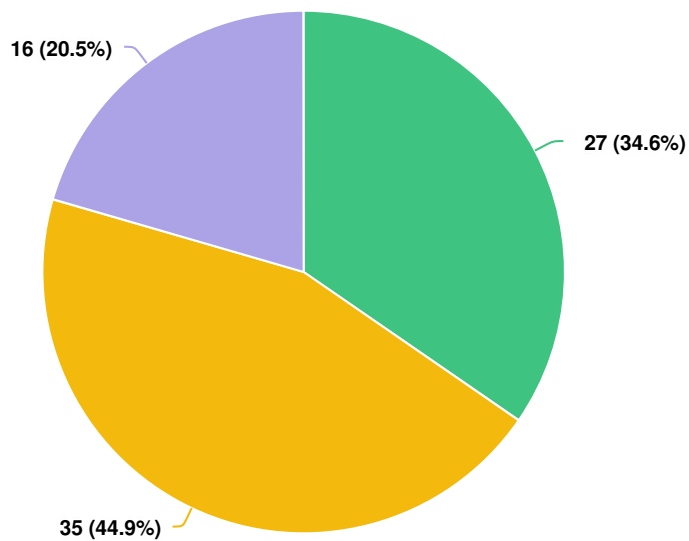
Question options

☒ Yes ☐ No

Mandatory Question (78 response(s))

Question type: Checkbox Question

When booking trips either by the app or call centre, are you able book a ride within 1 hour of the pick-up time requested?



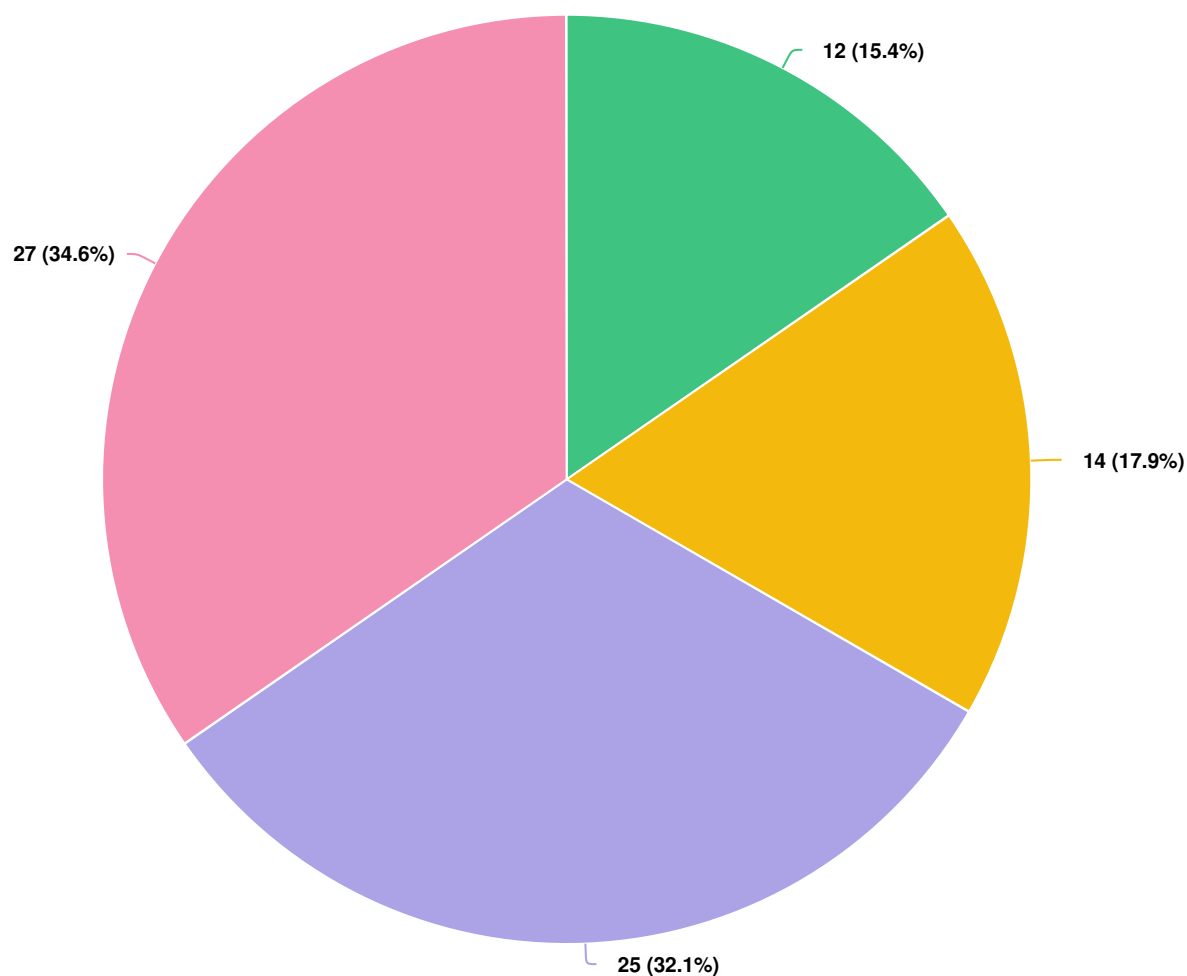
Question options

☐ Yes ☐ Most of the time ☐ No, never

Mandatory Question (78 response(s))

Question type: Radio Button Question

The On Demand service allows you to book up to one (1) week in advance of your ride. How far in advance do you typically try to book a ride?



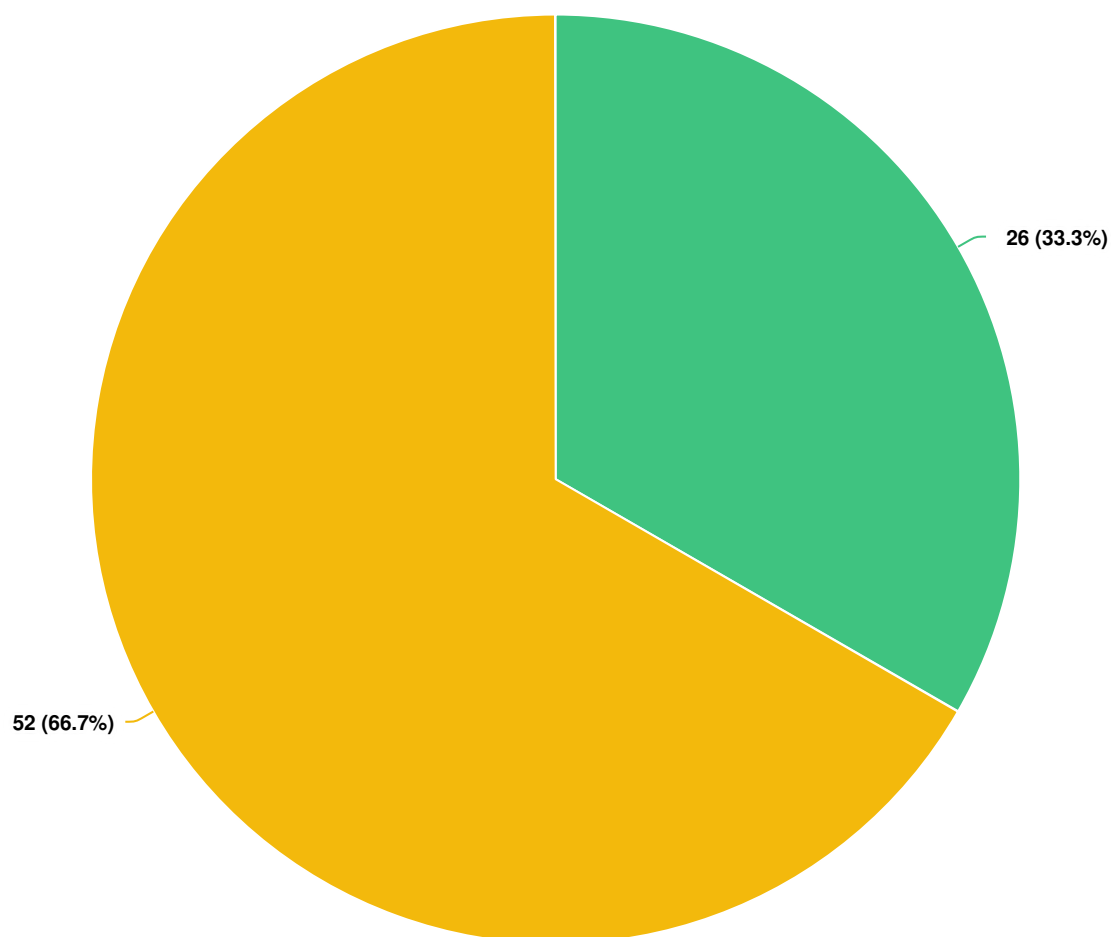
Question options

● Under one (1) hour ● One to four (1-4) hours ● Day before ● Several days or up to a week before

Mandatory Question (78 response(s))

Question type: Radio Button Question

What type of transit service would you prefer to see the Town utilize post On Demand pilot?



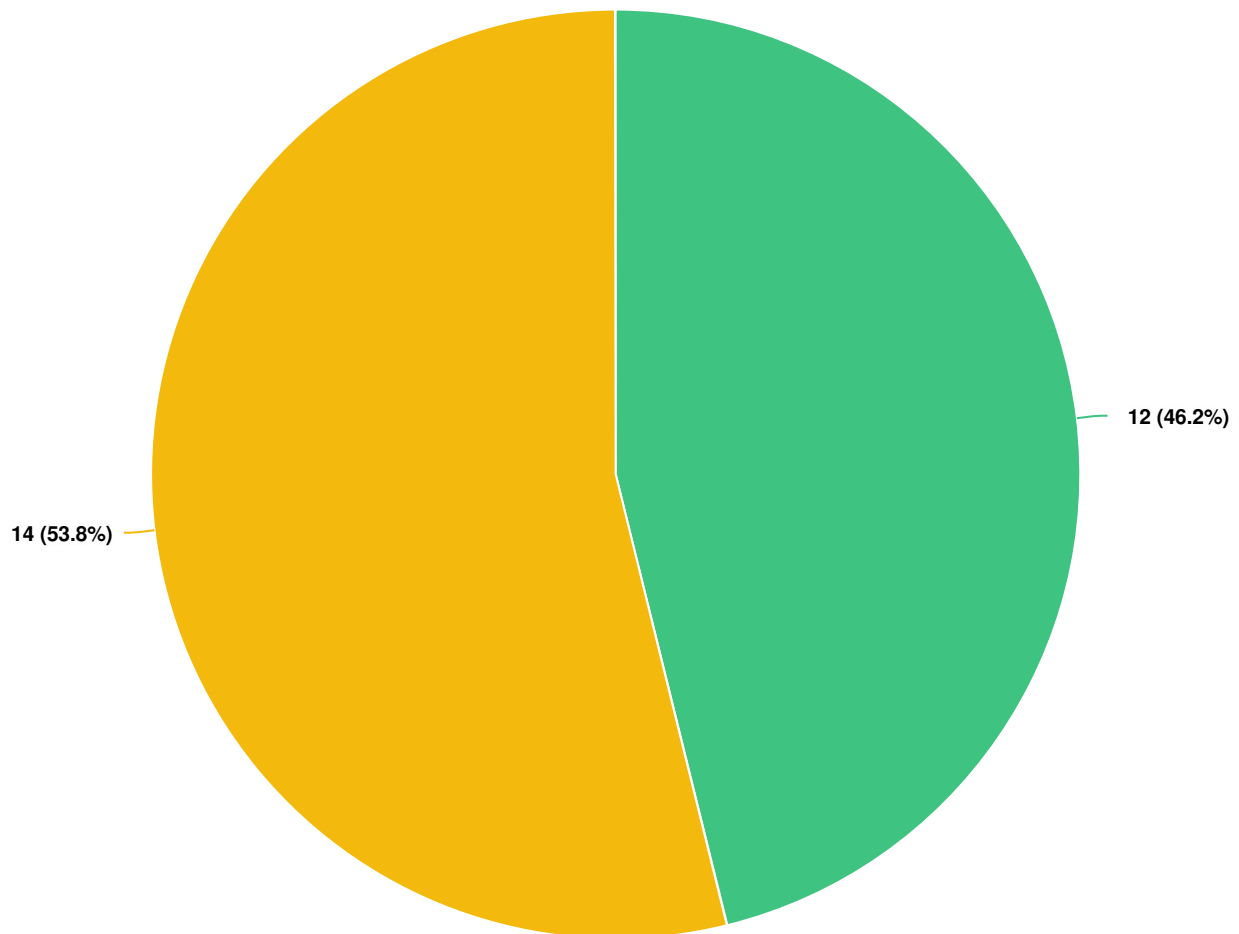
Question options

- ☐ Fixed Route (1-hour loops) ☒ On Demand (Average ride time 10 minutes)

Mandatory Question (78 response(s))

Question type: Radio Button Question

If the Town proceeded with On Demand services and increased the number of vehicles (smaller vehicles) offering service to help reduce failed trip requests, would you then prefer On Demand services?



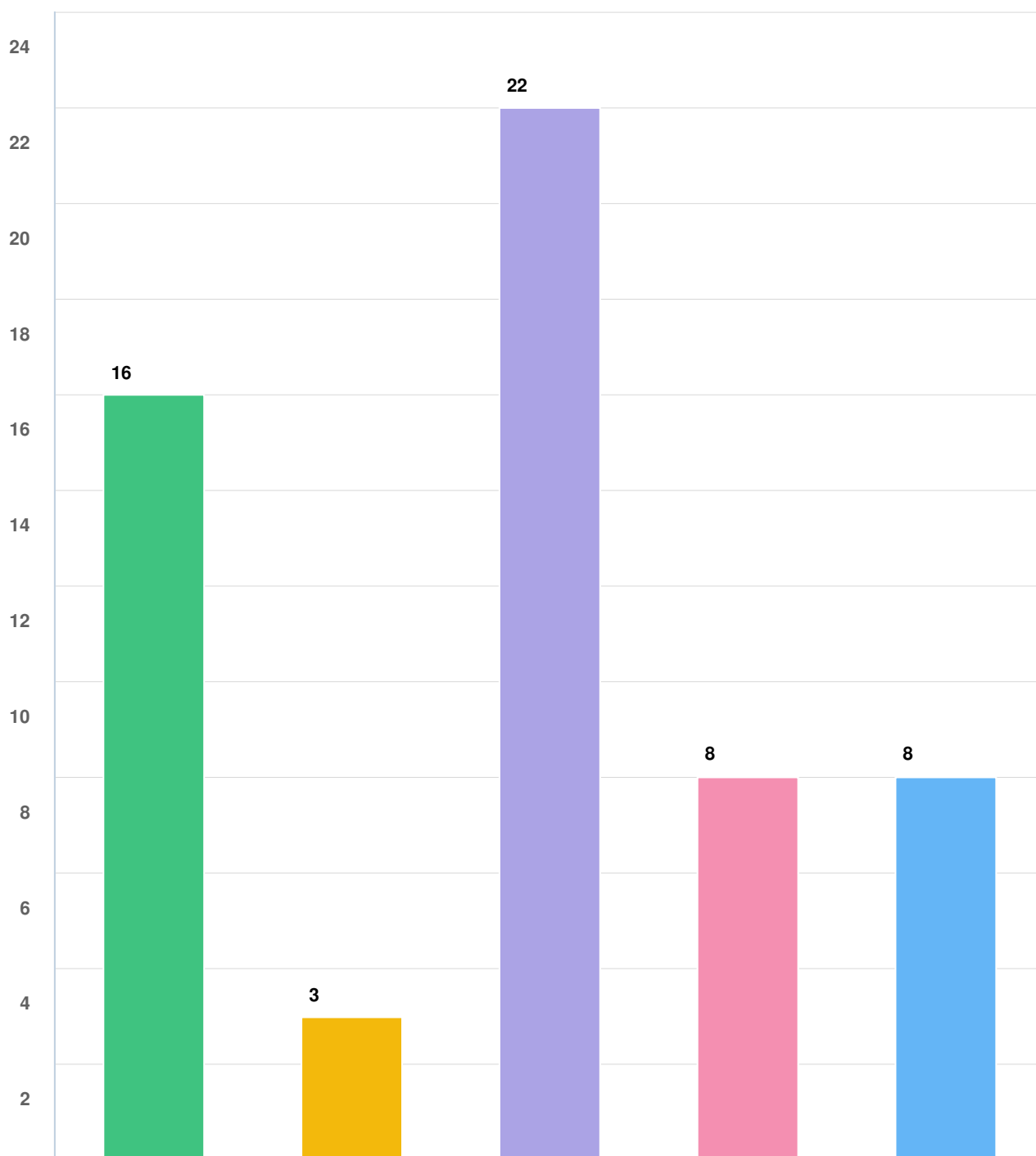
Question options

☒ Yes ☐ No

Optional question (26 response(s), 52 skipped)

Question type: Radio Button Question

What would keep you from utilizing the On Demand Service (please check all that apply):



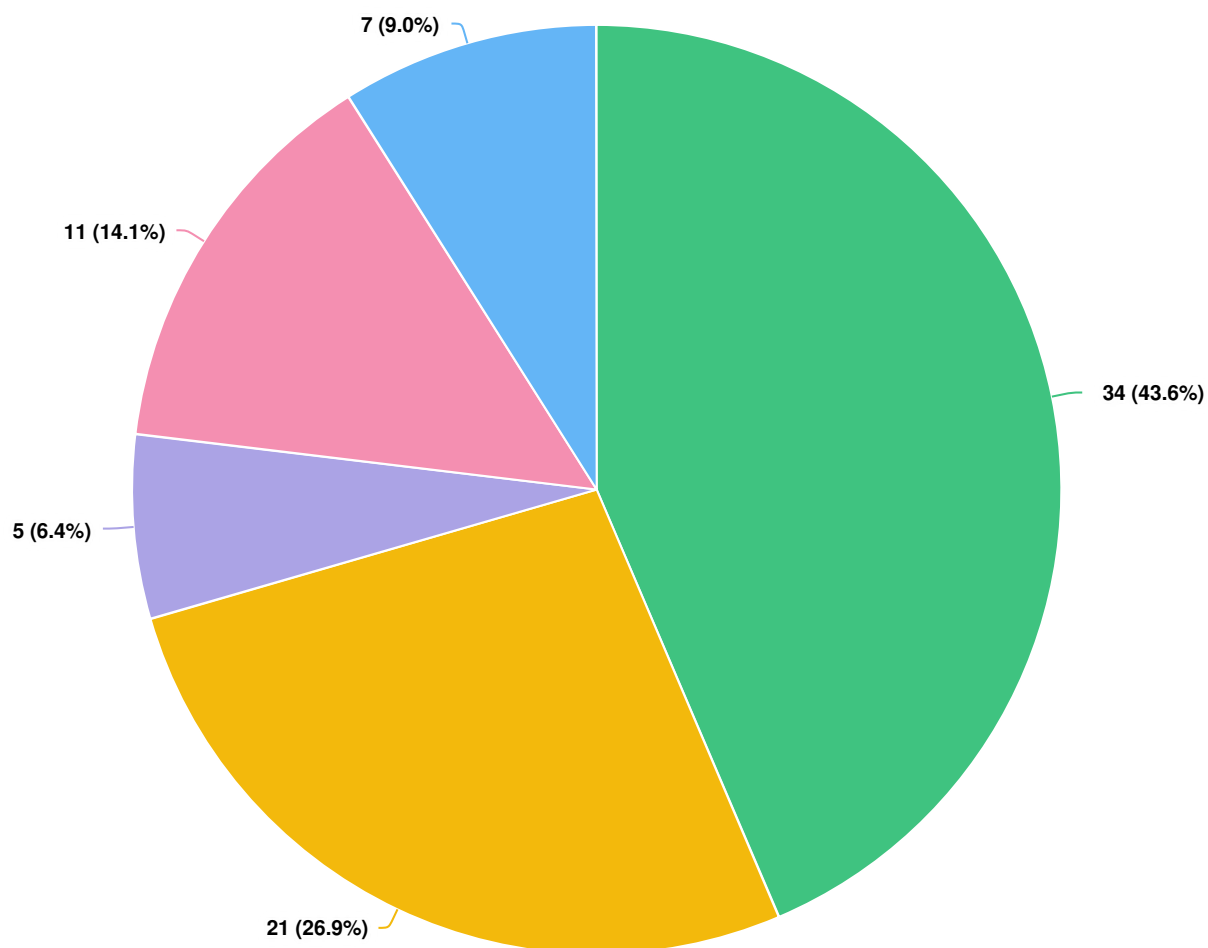
Question options

- Physical or virtual stop is not close enough
- Too expensive
- Service hours are too limited
- Not leaving my house often due to COVID-19
- Too challenging to use

Optional question (39 response(s), 39 skipped)

Question type: Checkbox Question

Overall, how satisfied are you with Cobourg Rides service?



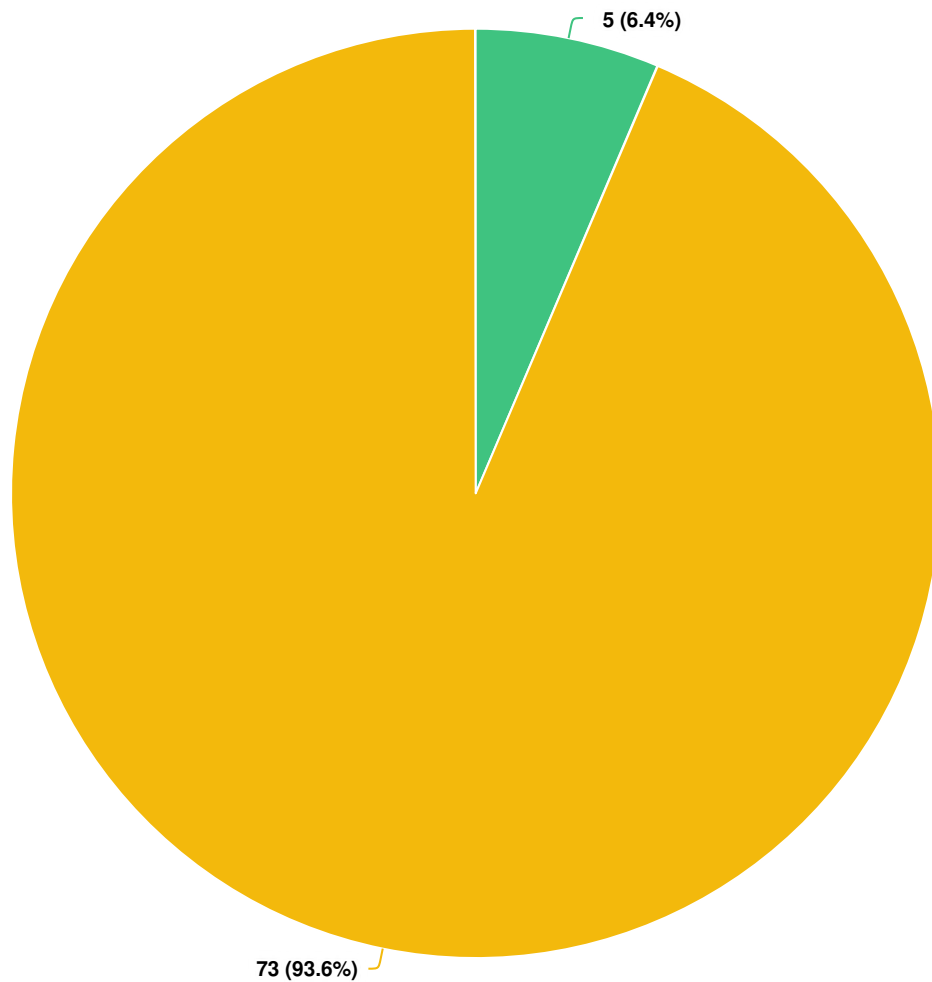
Question options

● Very satisfied ● Somewhat satisfied ● Somewhat dissatisfied ● Very dissatisfied ● Other (please specify)

Mandatory Question (78 response(s))

Question type: Radio Button Question

Do you currently reside at a retirement residence?



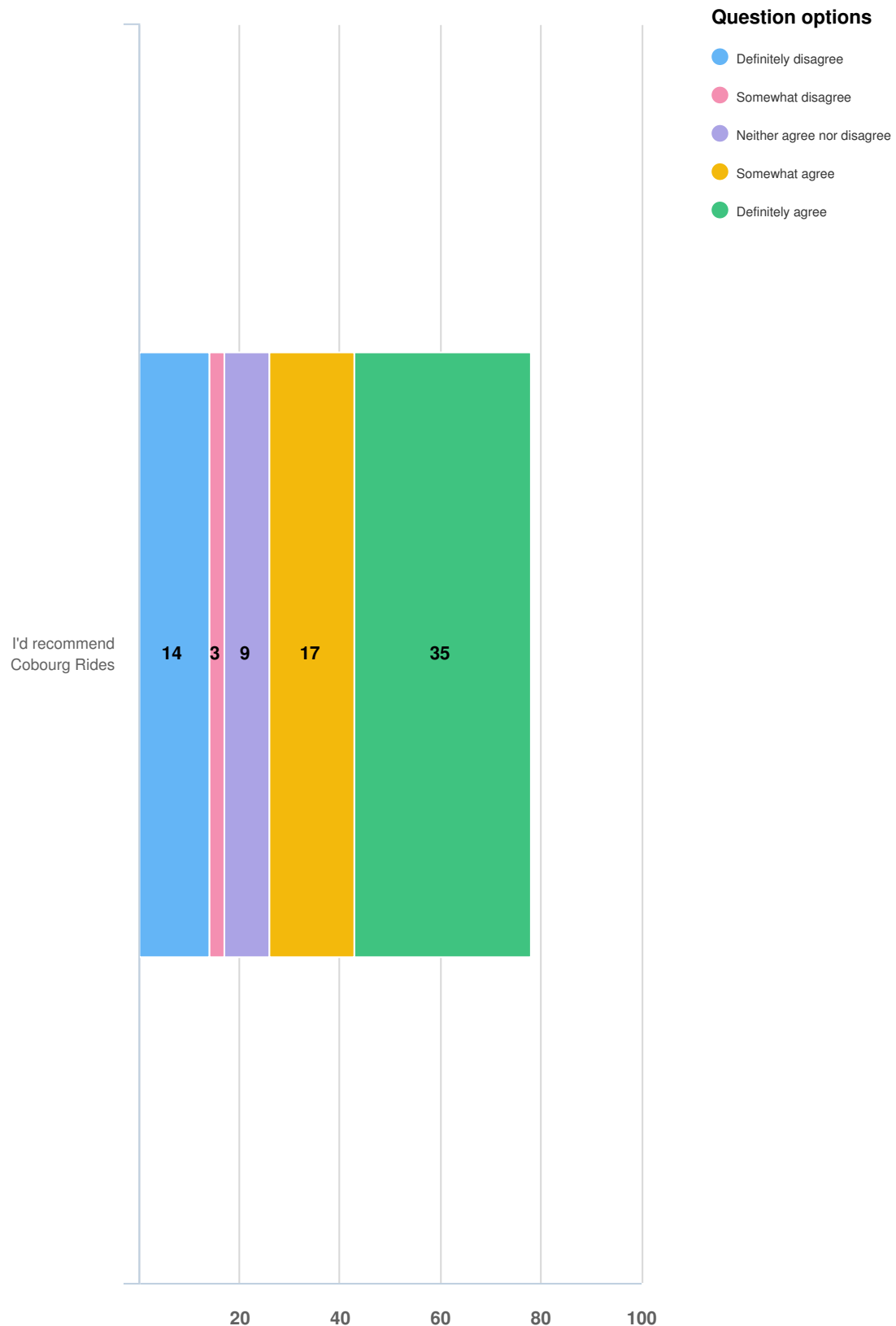
Question options

☐ Yes ☐ No

Mandatory Question (78 response(s))

Question type: Radio Button Question

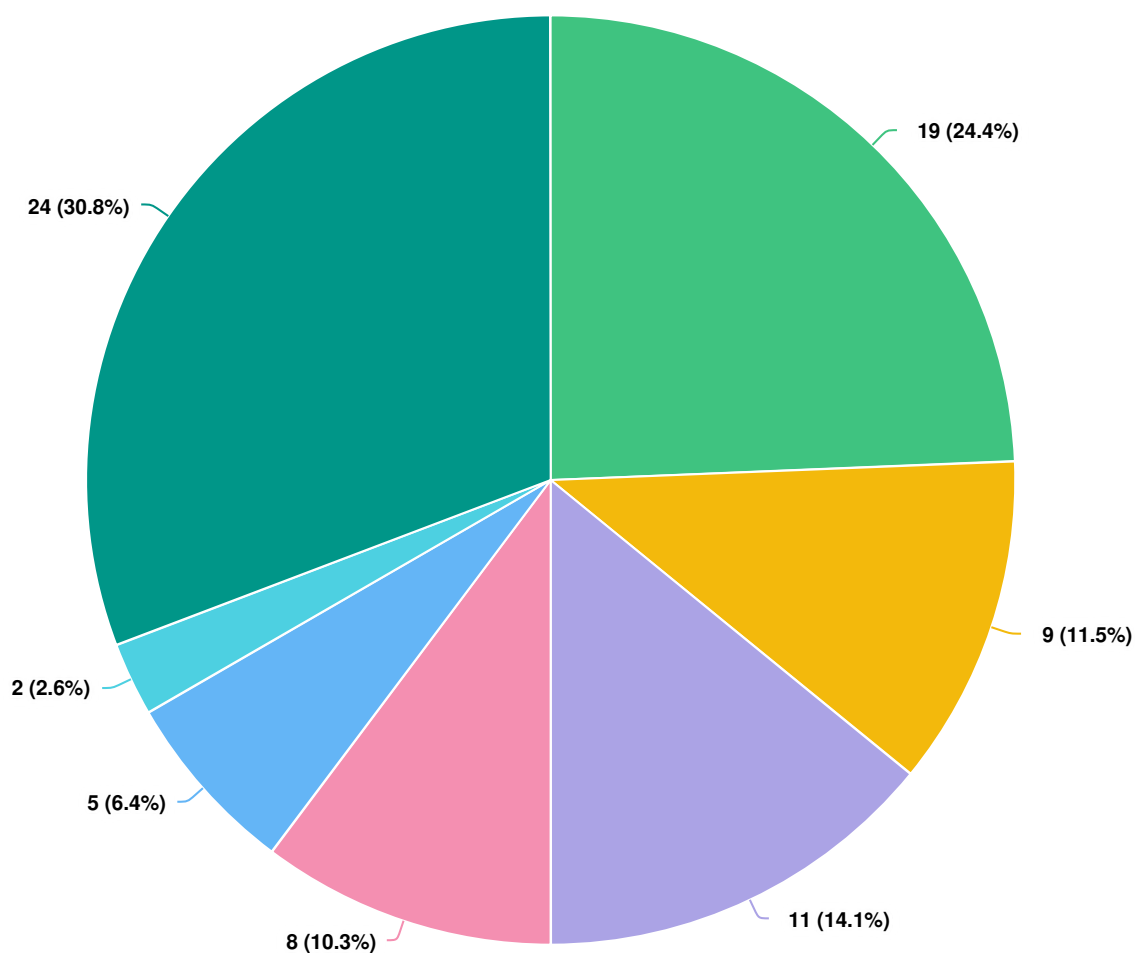
How likely would you be to recommend Cobourg Rides to a friend or family member?



Mandatory Question (78 response(s))

Question type: Likert Question

How often do you utilize public transit (monthly)?



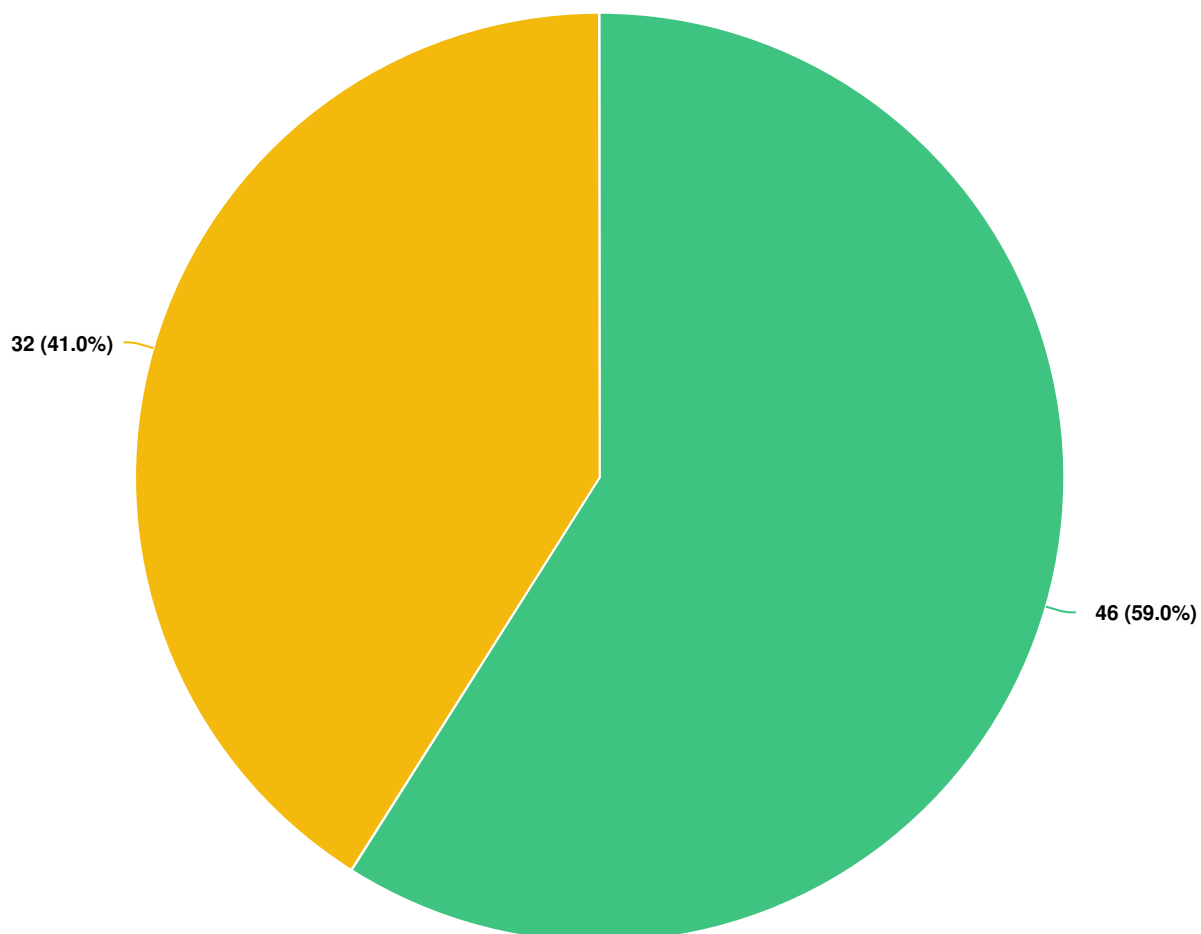
Question options

- 10+ times per month
- 9-10 times per month
- 7-8 times per month
- 5-6 times per month
- 4-5 times per month
- 2-4 times per month
- 1-2 times per month

Mandatory Question (78 response(s))

Question type: Dropdown Question

When booking a trip, what method of booking do you use?



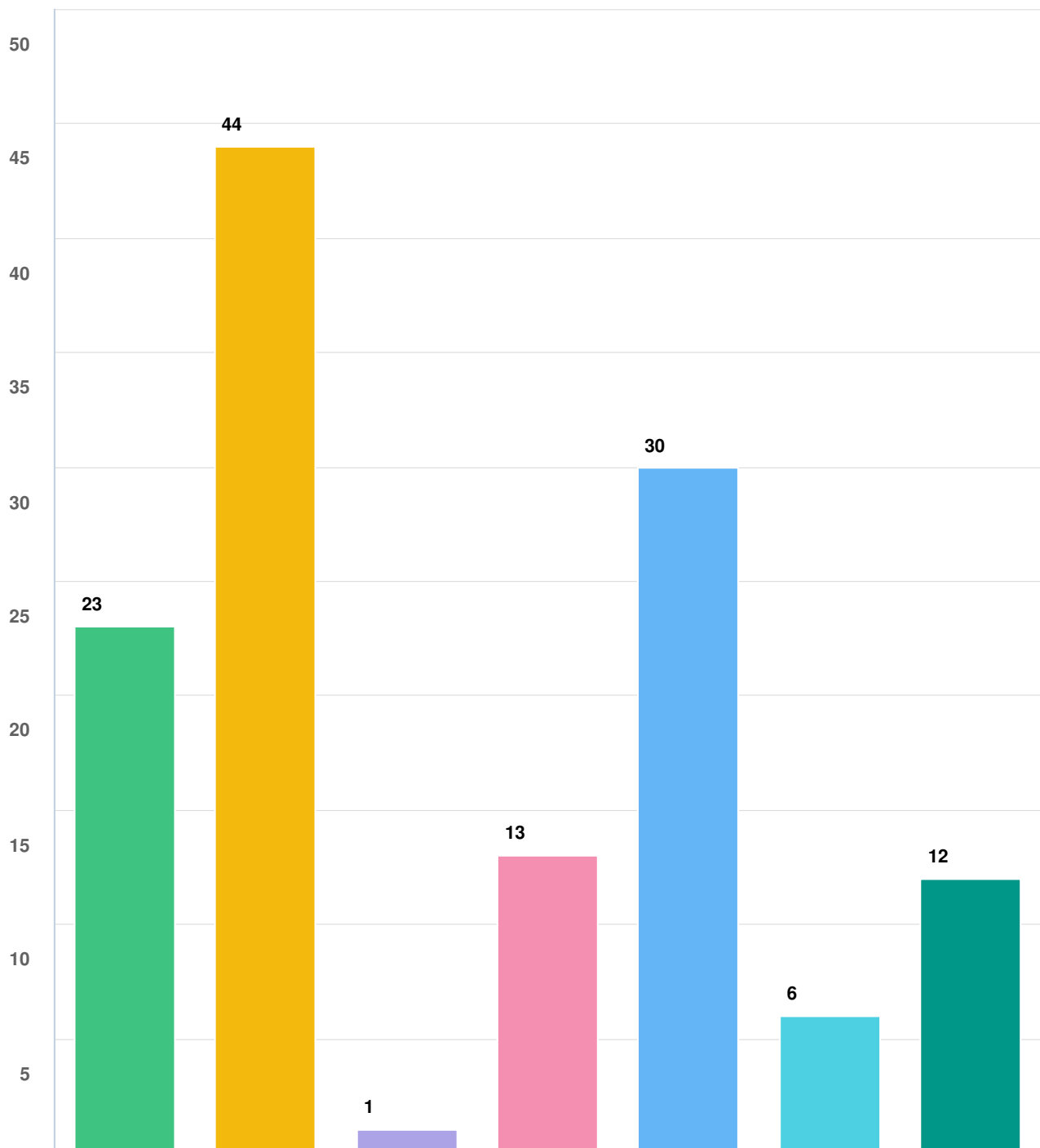
Question options

- ☐ By calling booking agents ☒ By the PickUp On-Demand App

Mandatory Question (78 response(s))

Question type: Radio Button Question

What do you typically use the On Demand service for?



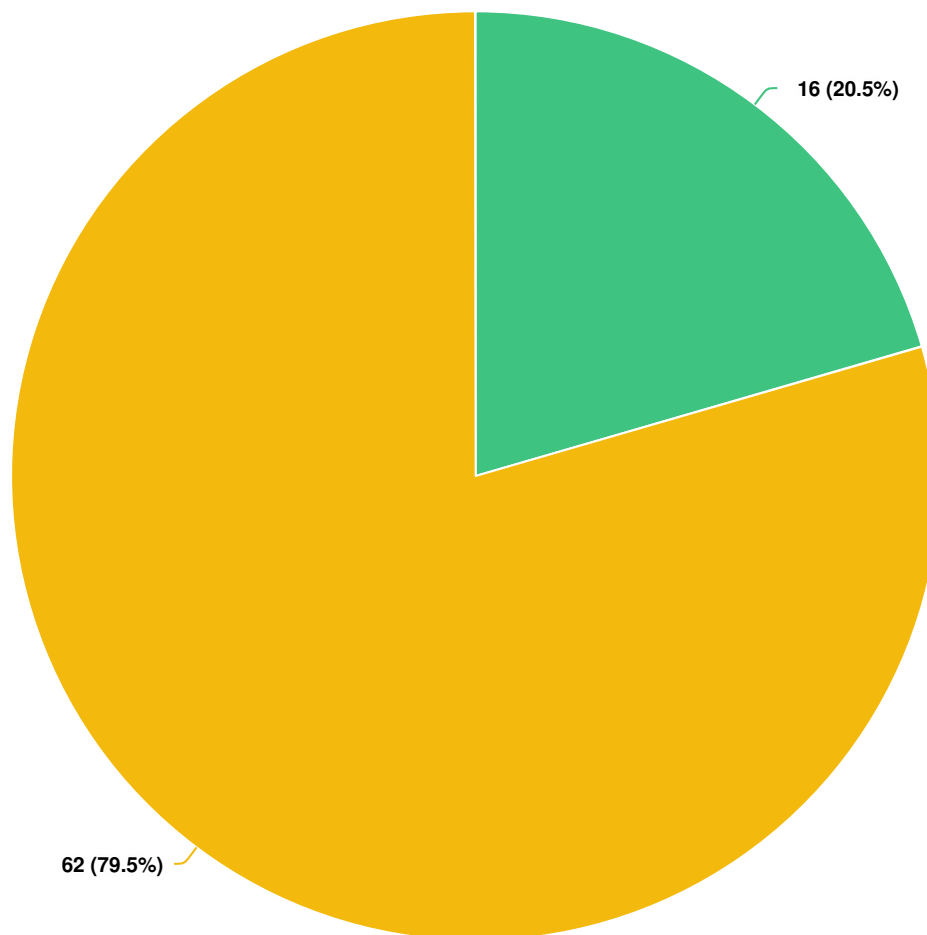
Question options

- Other (please specify)
 ● Visit a friend or family
 ● Medical appointments
 ● Recreation
 ● School
- Shopping
 ● Work

Mandatory Question (78 response(s))

Question type: Checkbox Question

Have you utilized a new virtual stop?



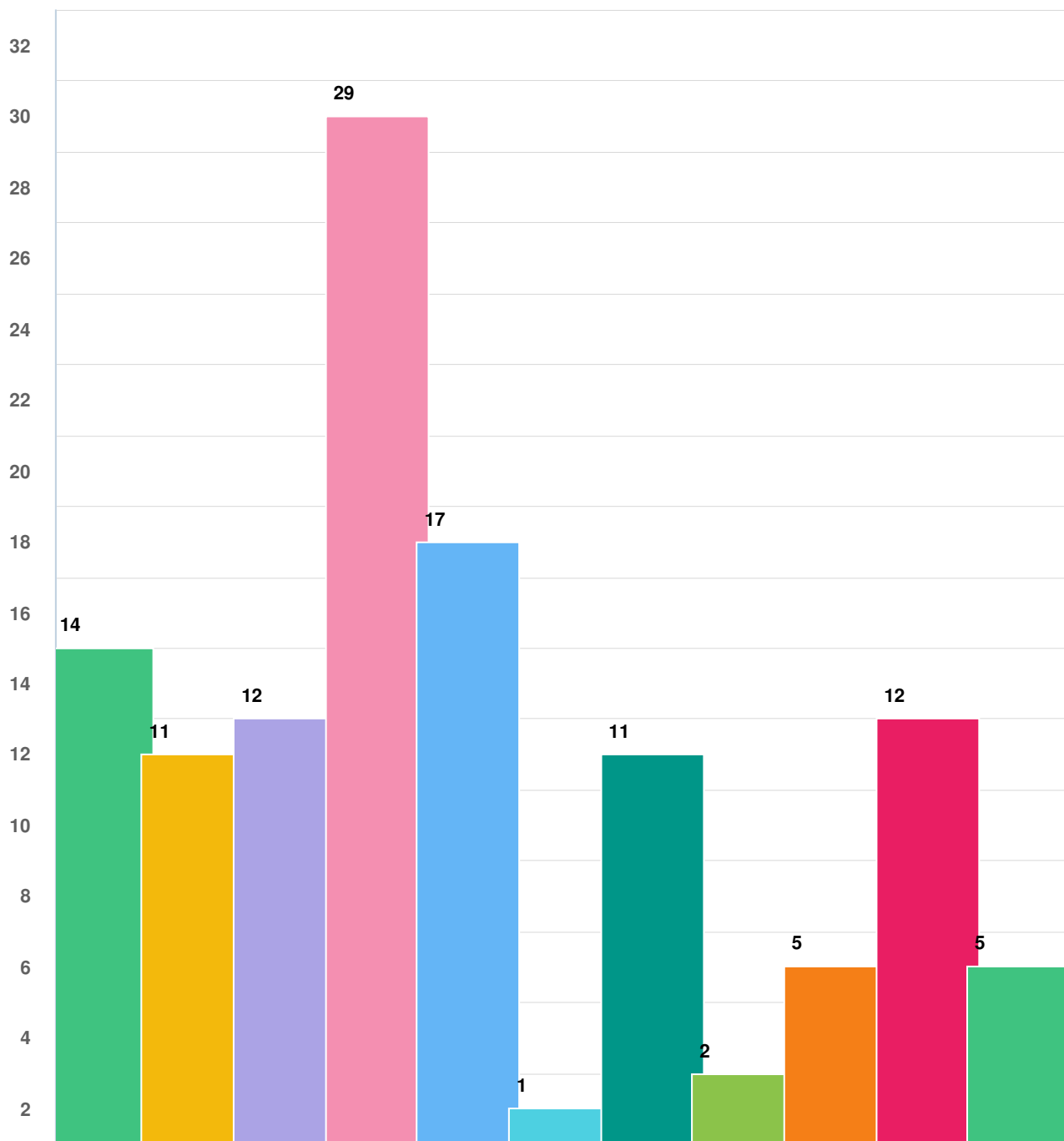
Question options

☐ No ☐ Yes

Mandatory Question (78 response(s))

Question type: Radio Button Question

How did you hear about Cobourg Rides?



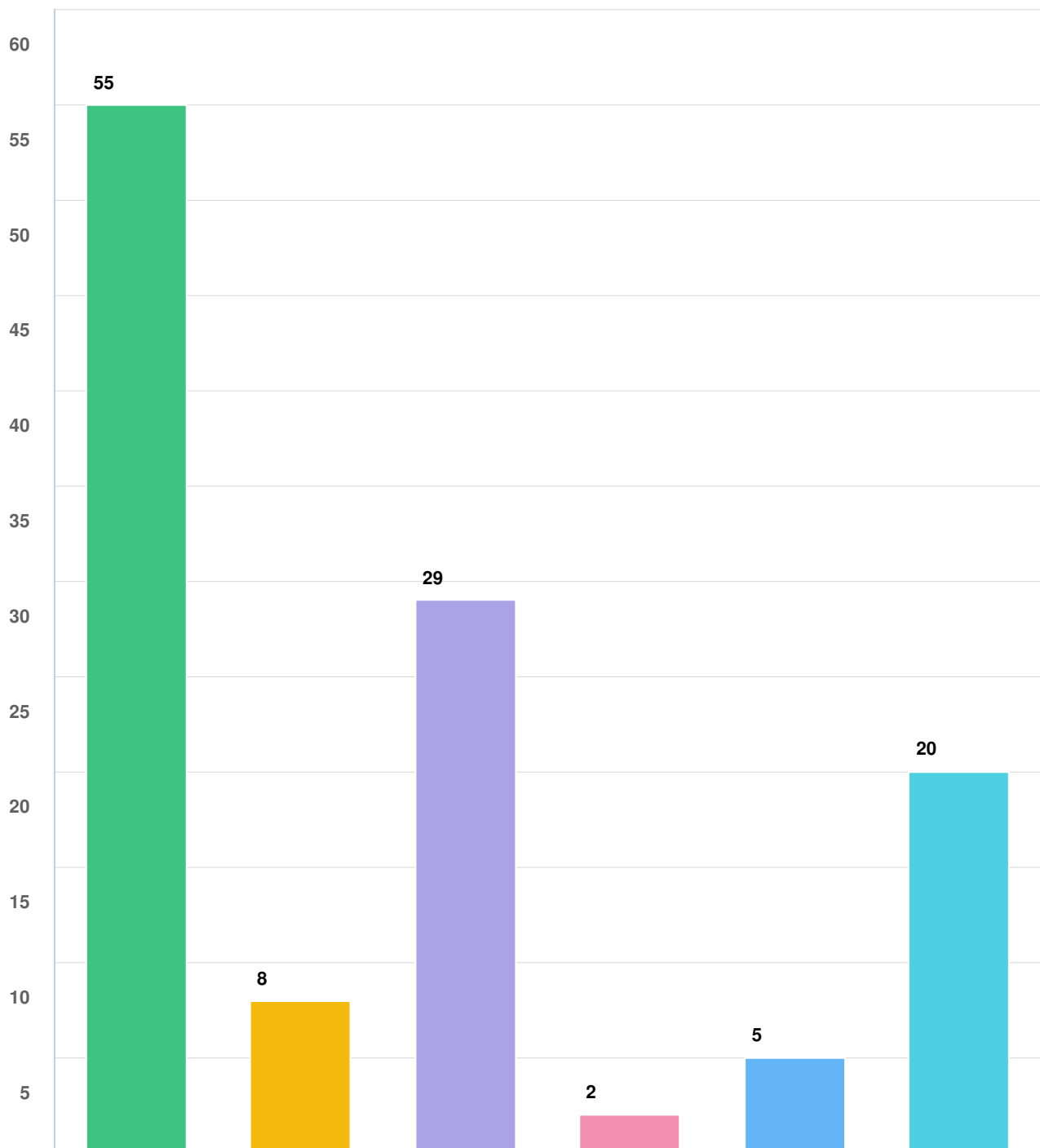
Question options

- Other (please specify) Poster in the bus shelter Cobourg Council meeting Lakefront Utility Bill
- Newspaper Radio Cobourg website Bus driver Friend Social media
- Marketing communications

Mandatory Question (78 response(s))

Question type: Checkbox Question

What made you try the service?



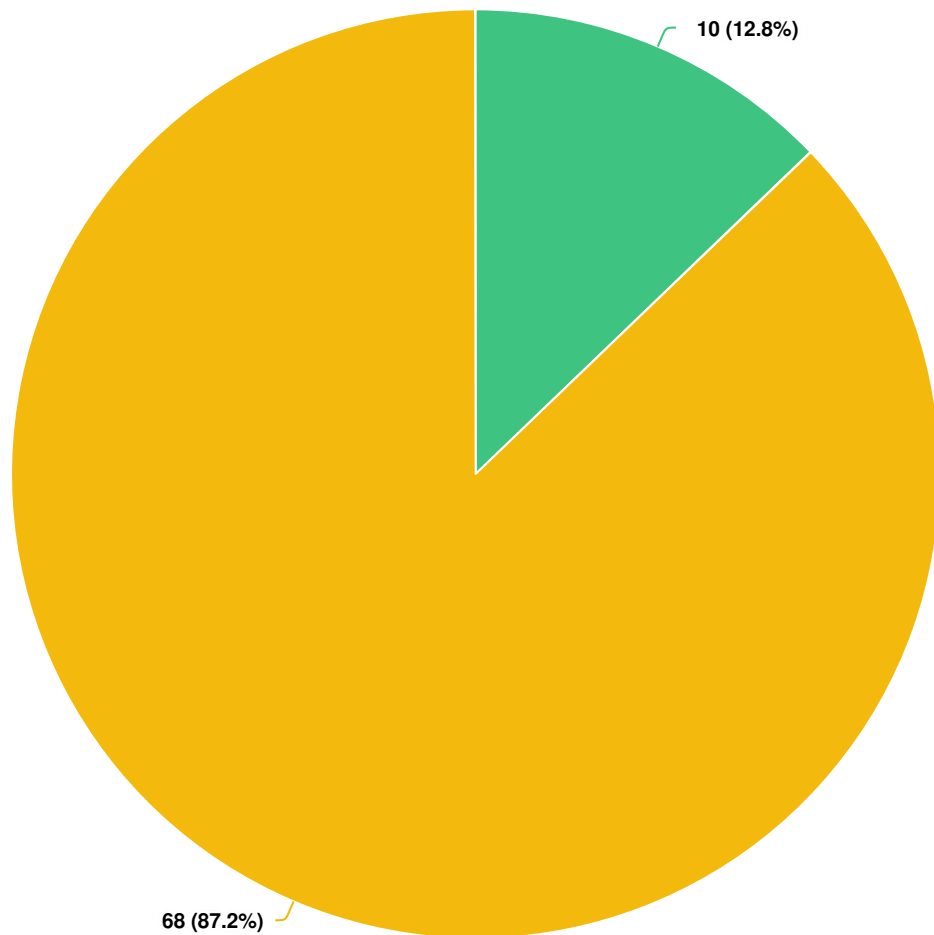
Question options

- Other (please specify)
- A friend recommended the service
- Marketing material
- Taxi is too expensive
- Weather (heat, rain, snow)
- I do not own a vehicle or do not drive

Mandatory Question (78 response(s))

Question type: Checkbox Question

Are you a registered Wheels member?



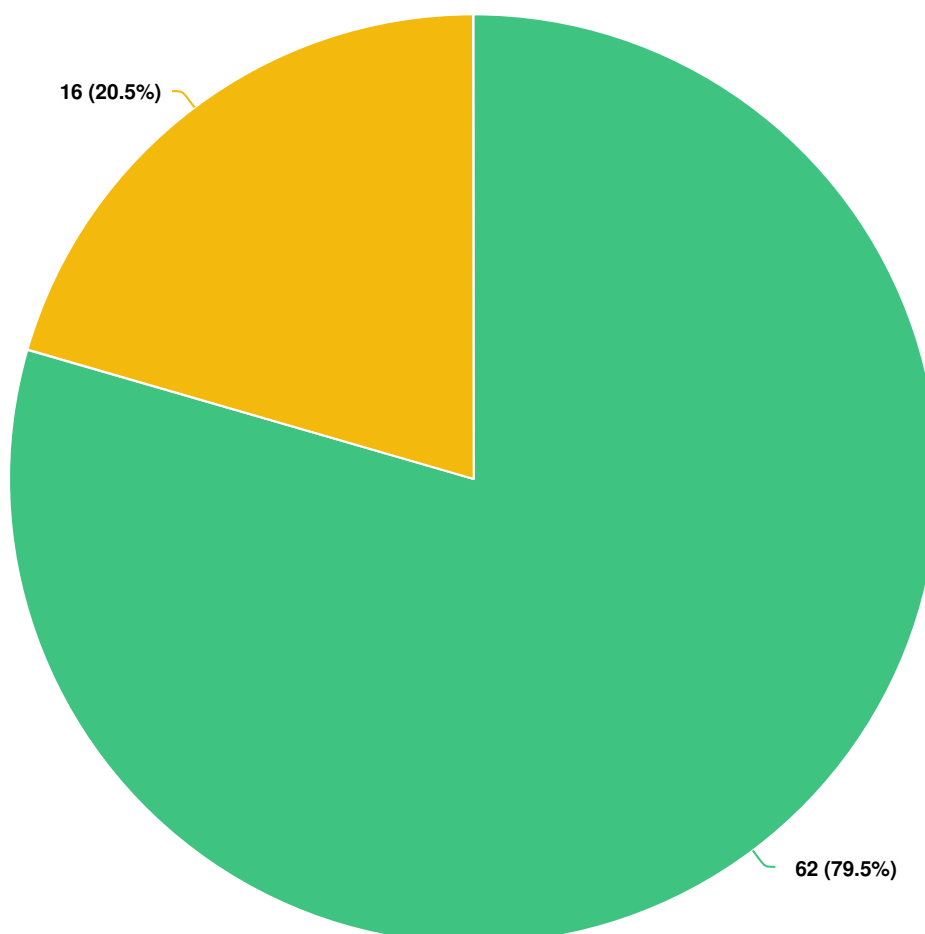
Question options

☐ No ☐ Yes

Mandatory Question (78 response(s))

Question type: Radio Button Question

Current service hours are Monday to Friday 6:15 a.m. to 10 p.m., Saturday 8:15 a.m. to 6:45 p.m. and Sunday 8:45 a.m. to 3:30 p.m. Does this meet your needs for public transportation?



Question options

☐ No ☒ Yes

Mandatory Question (78 response(s))

Question type: Radio Button Question