

Memo

To: Mayor, Members of Council
From: Adrian Kawun, Director, Oakville Transit
Date: February 22, 2024
Subject: Oakville Transit Ride On-Demand mobile app

This memo provides an update to council regarding the launch of the new Ride On-Demand app.

With the success of the Ride On-Demand pilot, and as Oakville Transit continues to enhance its Ride On-Demand services, customers will be introduced to a new mobile app for Apple and Android devices to book and track their trips quickly and easily. The app will be available April 10, 2024, to all care-A-van, Home-to-Hub and Ride On-Demand customers.

The following communication will be used to notify riders of the new mobile app:

- Oakville Transit website
- Posters on all Oakville Transit buses
- Community Advisory
- Oakville Transit's social media channels
- Outreach at Seniors' residential buildings

Below are a few Questions and Answers regarding what customers can expect as a result of the launch of the new Ride On-Demand app:

Q: Will existing Home to Hub and care-A-van customers be able to use the new app?

A: Yes, Home to Hub, care-A-van and On-Demand customers will be able to use the new mobile app. The current app used by care-A-van and Home to Hub customers (Amble app) will be discontinued and no longer available.

Q: Will Home to Hub and care-A-van customers be able to call in and book trips?

A: Yes, Home to Hub and care-A-van customers will still be able to contact the call centre Monday to Friday 8:30 am – 4:30 pm to book same day, next day or future trips up to 10 days in advance.

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- Q: Can customers call the transit call centre for help when loading the new app?
A: Yes, customers can contact the call centre during business hours for assistance. There will also be instructions posted on the transit website showing how to download the app from the app store for Apple and Android devices.
- Q: Will there be any changes to service because of the new app?
A: No changes to service will be implemented; the same care-A-van, Home to Hub and Ride On-Demand services will be operated with the launch of the new app.
- Q: What should customers expect to see when using the new app?
A: The app will be very customer friendly and easy to use. Some of the app features will include the ability for customers to set favourite locations on the home screen so trips can be scheduled with just one tap, reserve seats for extra riders travelling with them, and monitor when their ride is on the way to pick them up.

Staff are excited to begin offering a mobile app option for all care-A-van, Home-to-Hub and Ride On-Demand customers. Should you have any questions regarding the launch of the new app, please feel free to contact Adrian Kawun, Director of Transit, Oakville Transit at adrian.kawun@oakville.ca.