

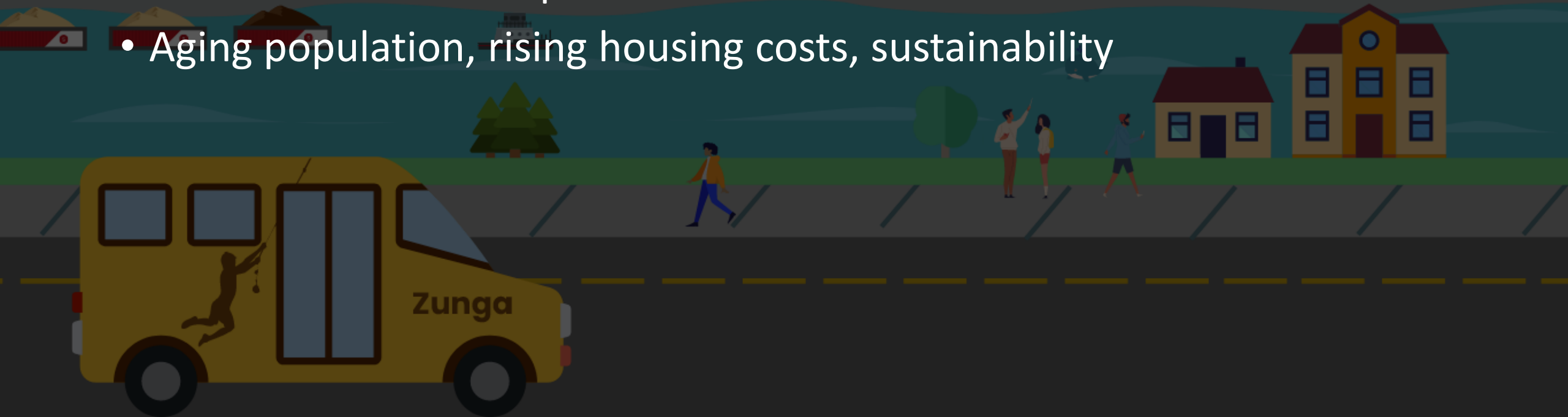
Zunga Bus – Powell River's On-Demand Transit Pilot Project

Tamarack Institute's Vibrant Communities, September 20 2022



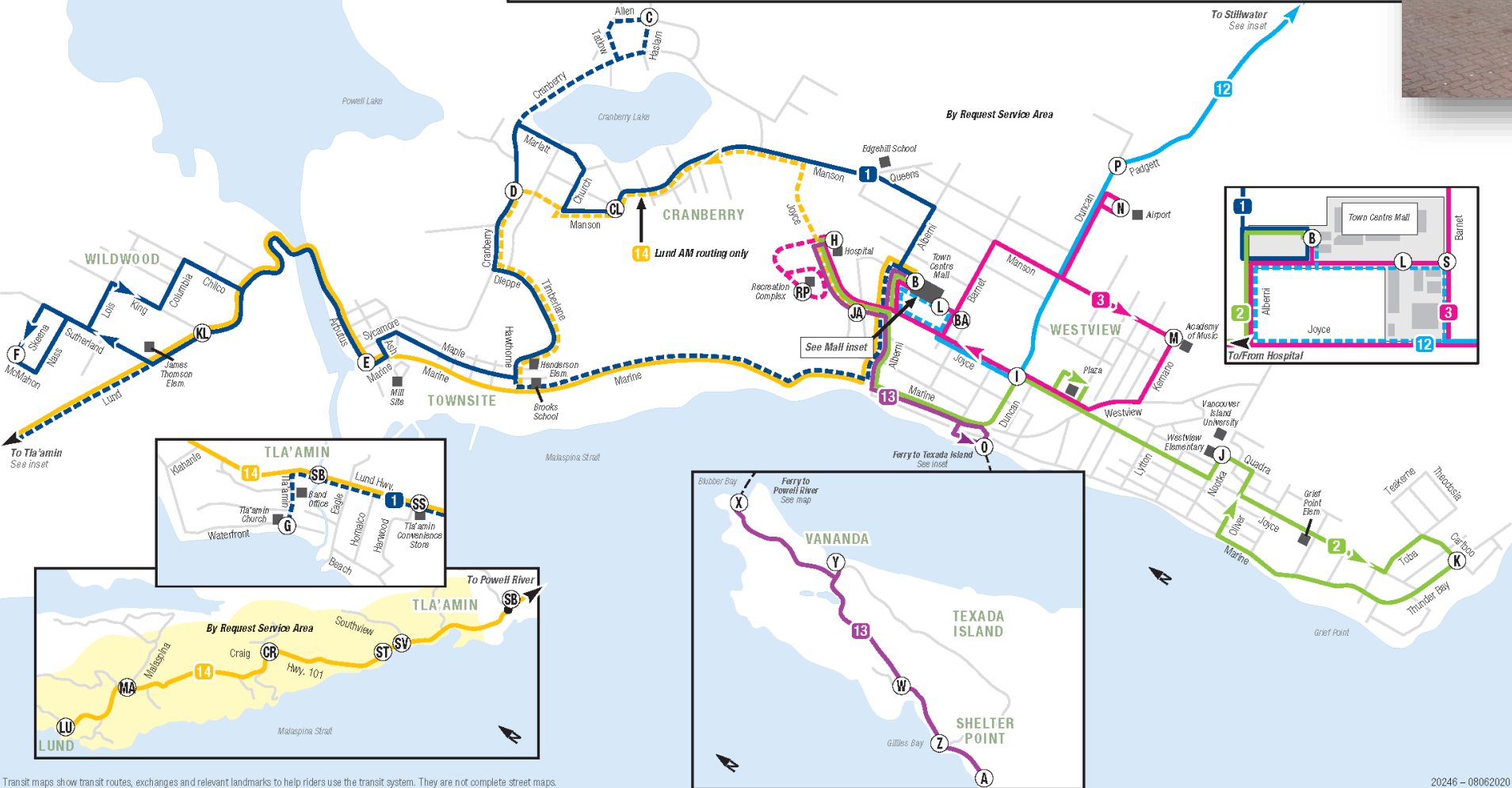
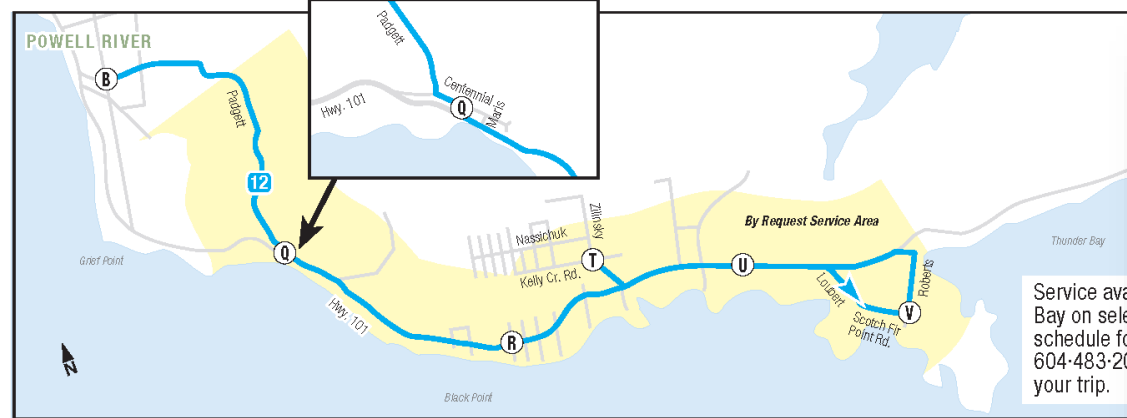
Background

- Convenient public transportation is a challenge for small communities
- Long waiting times, long travel times, windy routes, transfers
- Poor or non-existent pedestrian infrastructure
- Aging population, rising housing costs, sustainability



Powell River

- 1 Townsite/Wildwood
- 2 Grief Point
- 3 Upper Westview
- 12 Stillwater (Rural Transit)
- 13 Texada (Rural Transit)
- 14 Lund (Rural Transit)
- Limited Service
- By Request Service Area



Rutland Cres, Powell River, BC

Townsite Market, 5831 Ash Ave, Powell

+

Arrive by

OPTIONS

9:00 AM

◀ ▶

📅

Tue, Jun 15

◀ ▶

📱

Send directions to your phone

🚆

7:38 AM (Tuesday)–8:33 AM

55 min

🚶

>

🚌

2

>

🚌

1

7:42 AM from Joyce at Richmond

🚶 6 min

DETAILS

- 🚆

8:03 PM (Monday)–9:07 PM

1 hr 4 min

🚶

>

🚌

2
- 🚆

7:13 PM (Monday)–8:22 PM

1 hr 9 min

🚶

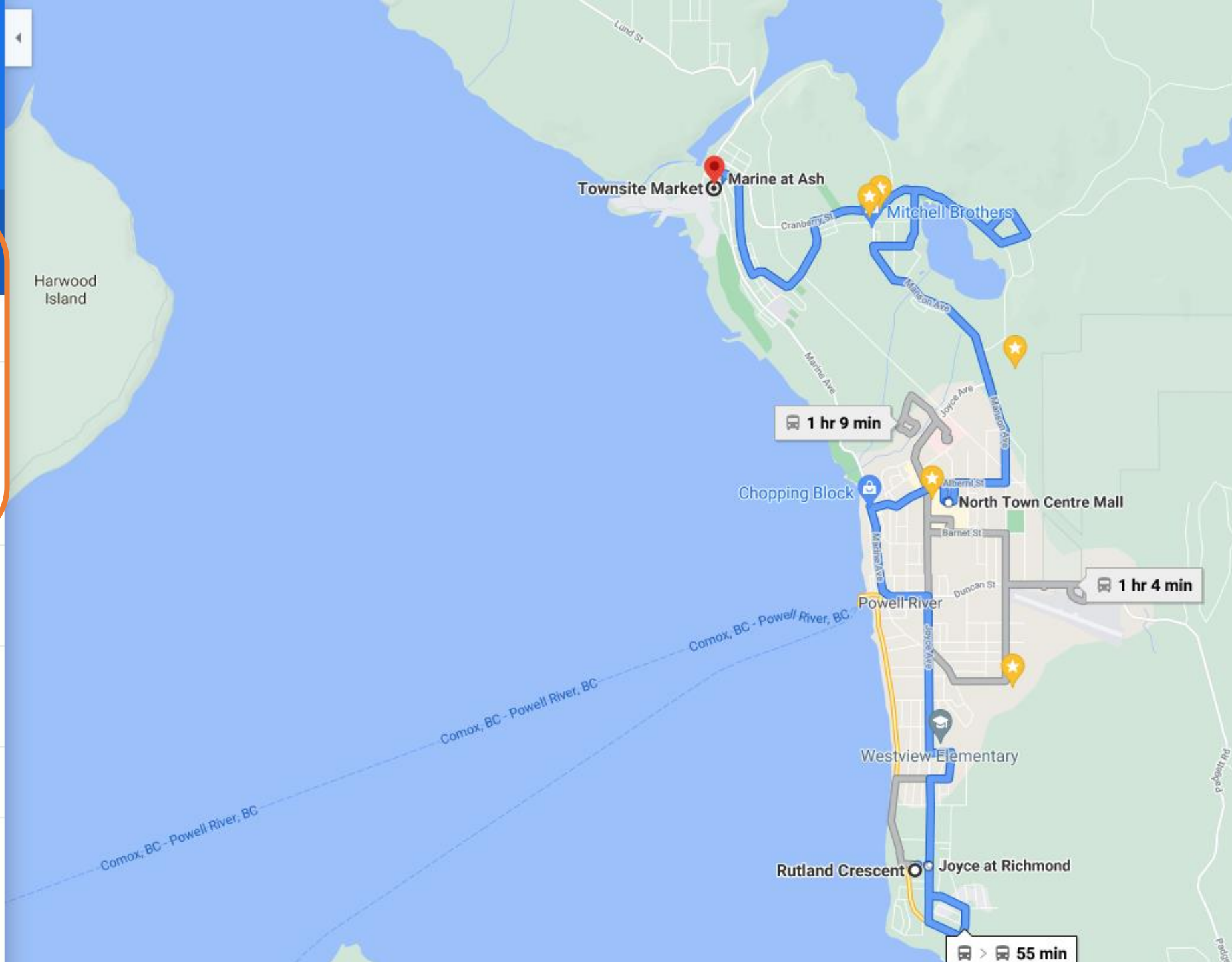
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 [SCHEDULE EXPLORER](#)

Explore Townsite Market



Townsite Market, 5831 Ash Ave, Powell

Westview Elementary, 3900 Selkirk Ave,

+

Depart at

5:00 PM

Wed, Jun 9

OPTIONS

Send directions to your phone

5:04 PM—6:02 PM

58 min

1

5:06 PM from Marine at Ash

4 min

DETAILS

6:34 PM—7:12 PM

38 min

>

1

SCHEDULE EXPLORER

Explore Westview Elementary

Restaurants

Hotels

Takeout

Groceries

More

The map displays a transit route from Townsite Market to Westview Elementary. The route is highlighted in blue and includes a 58 min segment and a 38 min segment. The map also shows Harwood Island, Slammmon, and Haywire Bay Regional Park. The route starts at Townsite Market, goes to Marine at Ash, then to Mitchell Brothers, then to Chopping Block, and finally to Westview Elementary. The route is labeled with '58 min' and '38 min' at different points. The map also shows Harwood Island, Slammmon, and Haywire Bay Regional Park. The route is labeled with '58 min' and '38 min' at different points.

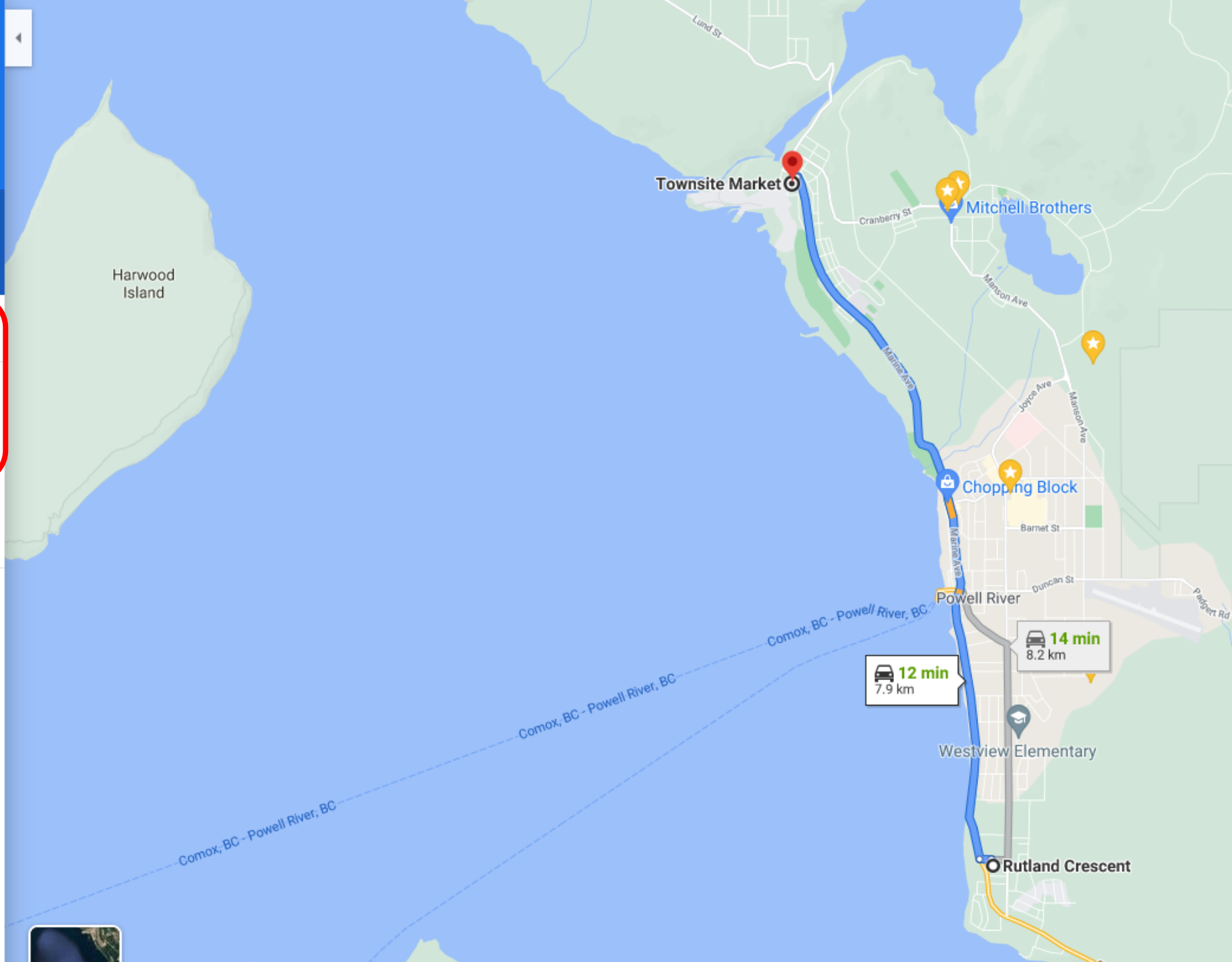
Rutland Cres, Powell River, BC
Townsite Market, 5831 Ash Ave, Powell

Arrive by **8:30 AM** **Tue, Jun 15**

- Send directions to your phone
- via Marine Ave/BC-101 **typically 12 min**
7.9 km
[DETAILS](#)
- via Joyce Ave and Marine Ave/BC-101 **typically 14 min**
8.2 km

Explore Townsite Market

- Restaurants
- Hotels
- Gas stations
- Parking Lots
- More



On-demand transit

Flexible, modern alternative to fixed route transit

Well-suited to low-density areas

Routes are created in real-time based on rider requests

Algorithm determines the most optimal route

Riders share their rides and deviate from their routes to pick up and drop off other passengers



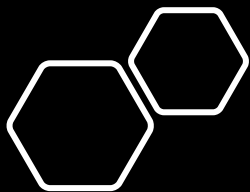
Benefits of on-demand

Shorter waiting and travel times

Eliminate transfers

Wider area coverage, improving
access to transit

More cost-effective service

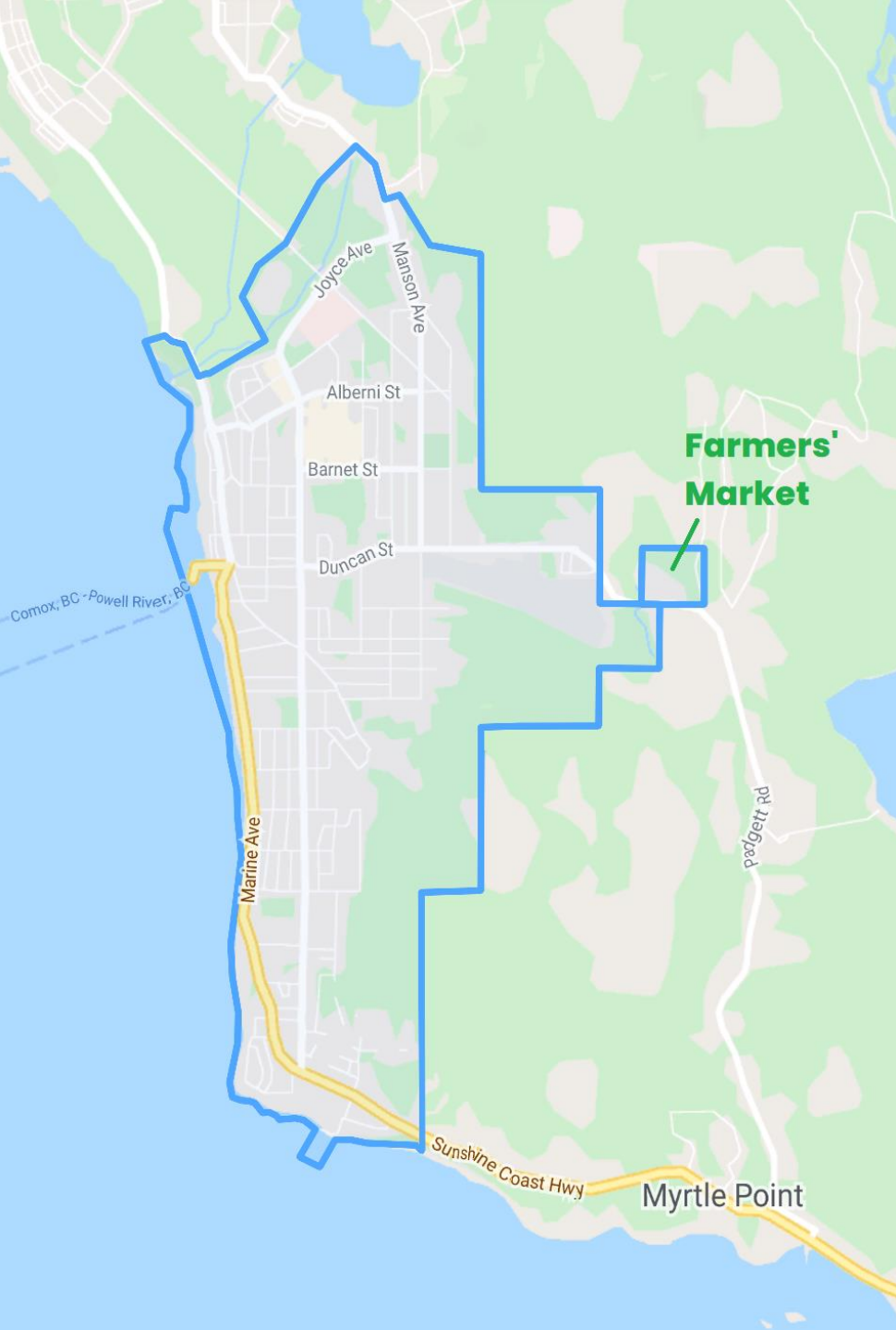


Innovative Solutions Canada Funding

- \$200,000 in federal *Innovative Solutions Canada* funding
- One year pilot
- Use results for future planning

INNOVATIVE
SOLUTIONS
C A N A D A
SOLUTIONS
INNOVATRICES
C A N A D A





Pilot Overview & Preliminary Results

On-demand service can be:

- door-to-door
- stop-to-stop
- a combination



How it works?

Book via app or by phone

Book the day before or on-demand

Exact time of bus arrival

See bus location in real time

Bus will pick up and drop off other passengers on the way, rider won't be delayed too much



SPARE LAUNCH

Zunga Bus - Powell Riv...

Search Riders



Live Map



Rides



Users



Spare Pay



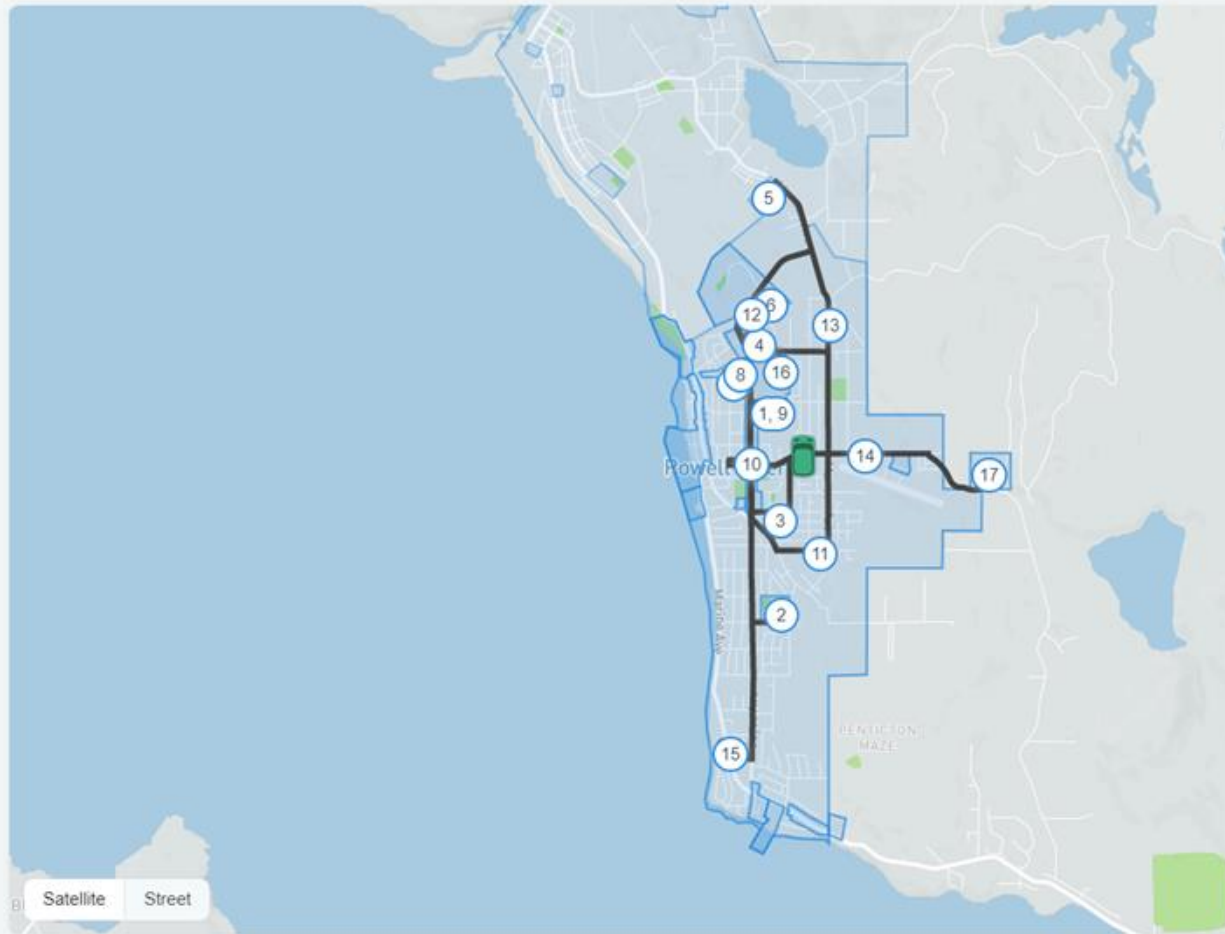
Shift Scheduling



Service Planning



Rider Notifications



Vehicle Details



Pause Matching

ipott 3:15 PM [View](#)

4		Dropoff	3:24 PM	View
5		Dropoff	3:29 PM	View
6		Pickup	3:35 PM	View
7		Pickup	3:39 PM	View
8		Dropoff	3:40 PM	View
9		Pickup	3:44 PM	View
10		Dropoff	3:47 PM	View
11		Dropoff	3:54 PM	View
12		Pickup	4:25 PM	View
13		Dropoff	4:30 PM	View
14		Pickup	4:35 PM	View
15		Dropoff	4:44 PM	View
16		Pickup	5:20 PM	View
17		Dropoff	5:29 PM	View

Pilot Overview & Preliminary Results



February 1, 2021: Pilot Launch

One bus, service in Westview only, 11am – 6:30pm

Added phone booking option, cash payment

99% positive reviews

A large orange circle is positioned on the left side of the slide, partially cut off by the edge.

Rider Reviews

I use it all the time when I'm able. Don't know how I'd get around without it. So handy and so convenient. I don't drive and have trouble walking. I use it to meet friends at Starbucks, regular things. I'd for sure like the Zunga Bus to stay. I'd be stuck at home otherwise.

Pat, 72 years old

A yellow dashed line is located in the bottom right corner of the slide, consisting of several short, curved segments.



Rider Reviews

I love the Zunga Bus. I am a busy mom and it has cut down my driving in half. My two older kids (13 and 16) have special needs and go to Inclusion programming. I book the Zunga Bus for them to take them to activities. It's given me more time and made my life much easier. I also have a 3 and a 6-year-old and previously they would have to come along for the drive with me to drop off the older kids.

Jennifer

Transit Analysis Recommendations

- Zunga Bus to replace underperforming Route 3
- Consolidate routes 1 & 2 into high-frequency (every 30 minutes) service
- Co-mingle Zunga Bus with HANDYdart

What is a Zunga?

Zunga



noun. a rope tied to a tree branch or attached to the roof in some indoor swimming pools. Commonly known as a [rope swing](#), people [swing on it](#) and either just jump off into the water or do tricks or flips off it. The word Zunga originated in a little town called [Powell River](#) in BC, Canada.

Hey the [Zunga](#) is open!

Let's go [swing on](#) the Zunga.

He does some awesome [tricks](#) off the [zunga](#)!



Thank You

