

Leamington, Ontario

How Leamington used public input to help restructure a traditional public transit system into a modern, on-demand ridership experience.



275%

Increase in
Ridership

Expanded

Service Area

Enhanced

Transit Schedule

OVERVIEW

Leamington, Ontario, used public input to help restructure a traditional public transit system into a modern, on-demand ridership experience.

SOLUTION

LTGO started with 118 transit stops, now increased to 126, expanding the operating area and hours, including Sundays and special events. The on-demand service allows riders to travel point to point without transfers. Using the Let's Talk Leamington engagement portal, built on Granicus' EngagementHQ, the municipality conducted surveys to gather residents' input.

RESULTS

Citizen engagement led to increased ridership due to the convenience of pre-booking rides, shorter ride times, and an expanded service area. The municipality received the 2023 Granicus Digital Government Customer Experience Award for its LTGO on-demand transit.

MUST HAVE SOLUTION ENGAGEMENTHQ

“ The goal was to create a transit system people wanted to use and found beneficial. To do that, we needed input from riders and, just as importantly, people who were not using the existing system.”

– Kelly Sfetkidis, Manager of Communications and Public Relations