



RideLink Pilot (2024-2025)

New Mobility /Strategic Planning and Policy
August 2026

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Executive Summary

RideLink was developed as a Mobility-as-a-Service (MaaS) pilot project to explore how transit and shared mobility services, like car share and bike share, could be integrated into one mobile smartphone app. Building on TransLink's Shared Mobility Pilot (2019-2020), RideLink brought together transit, car share, and bike share services through a unified platform that offered multimodal trip planning, an integrated registration process, and access to participating mobility providers – Evo Car Share, MODO Co-operative, and Mobi by Rogers. During the 20-month pilot, more than 1,500 participants downloaded the RideLink app and nearly 1,000 completed at least one trip, demonstrating the technical feasibility of MaaS in Metro Vancouver and the ability of public and private partners to collaborate on a shared mobility platform.

Pilot participants recorded nearly 192,000 trips, with transit accounting for 99 per cent of all trips. While overall travel behaviour changes were modest, nearly one-third of surveyed participants reported trying a new transportation mode or mobility service provider (MSP) during the pilot. User satisfaction was generally positive and strongly correlated with frequency of use. A multi-step sign-up process and existing travel habits of participants were the main barriers to broader adoption.

RideLink's biggest success was the practical lessons it taught us about future mobility initiatives. The pilot reinforced the importance of customer experience, seamless registration or sign-up, strong partner collaboration, and clear governance in delivering shared mobility solutions. While there are currently no plans for a subsequent RideLink phase, the findings continue to inform future mobility integration efforts. The pilot also helped lay the foundation for continued collaboration through the Metro Vancouver Shared Mobility Consortium, which provides an ongoing forum for collaboration between TransLink and MSPs. As shared mobility continues to evolve, RideLink offers the real-world data needed to support future decision-making and a more connected, user-friendly mobility ecosystem in Metro Vancouver.

Background

Metro Vancouver's transportation system is evolving with the continued growth of shared mobility services, including car share, bike share, scooter share, and ride-hailing. While these services expand travel options and improve first- and last-mile connectivity to transit, they largely operate independently. Customers are often

required to plan, register, and pay for these services across multiple platforms, complicating the travel experience and limiting the convenience of shared mobility trips. This fragmentation is the biggest barrier to a truly seamless transportation system.



At the same time, TransLink is focused on reducing reliance on private vehicles, improving access to sustainable transportation options, and enhancing the overall customer experience. As outlined in Transport 2050, the region's long-term vision is to give everyone accessible transportation choices so they can get around without owning a car. By 2050, active transportation and public transit are intended to account for at least half of all passenger trips, with taxi, ride-hailing, and car share services supporting most of the remaining trips. Improving coordination between public transit and shared mobility services is an important component of supporting this goal.



RideLink was developed in this context, building on previous collaboration with MSPs – Evo Car Share, Modo Co-operative, and Mobi by Rogers – through TransLink's 2018 Open Call for Innovation on seamless mobility. The Open Call for Innovation directly led to the Shared [Mobility Pilot Phase 1](#), which tested early concepts of integrated mobility in Metro Vancouver using a Compass Card-based approach.

Phase 1 showed us that users struggled with separate registration processes, different payment systems, and a lack of connection between different travel providers. RideLink was developed specifically to tackle these issues and test a more connected system in the real world.

Program Overview and Objectives

TransLink partnered with Evo Car Share, Modo Co-operative, and Mobi by Rogers to deliver RideLink by connecting all these services into one platform, with project management support from consulting firm movmi. The mobile app provided users with access to transit, car share, and bike share services, including real-time vehicle and bike availability and multimodal trip planning.

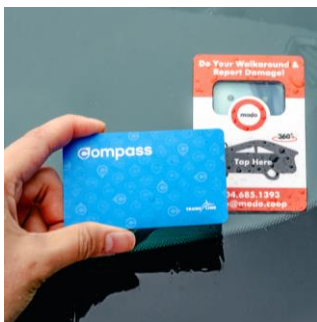


The pilot was designed to achieve four key goals:

- **Goal 1:** Market-test Maas concepts.
- **Goal 2:** Assess how the pilot impacts transit and shared mobility use.
- **Goal 3:** Gain practical insights into how to deliver MaaS.
- **Goal 4:** Explore TransLink's future role as both a MaaS operator and a transportation system manager.

Key RideLink app features included:

- Real-time trip planning across transit, car share, and bike share services.
- A unified onboarding process for all participating MSPs.
- In-app booking and unlocking of Evo vehicles.
- Access to Modo vehicles and Mobi by Rogers bikes using Compass Cards.
- Transit alerts, payment and trip history, profile management, and in-app feedback functionality.



While RideLink delivered a single, connected user interface, payments were still processed separately by each MSP. Users continued to pay for transit through their Compass Card accounts and, for shared mobility services, through linked credit cards. The pilot did not include bundled pricing or cross-modal rewards. Pricing across RideLink was generally the same as what participating MSPs charge to avoid disadvantaging existing members.

Rather than relying on sustained fare discounts, RideLink used targeted communications campaigns to encourage multimodal travel behaviour and increase awareness of available mobility options. This approach allowed TransLink to better assess whether behaviour changes were driven by the convenience of the app and its trip planning functions rather than temporary financial incentives.

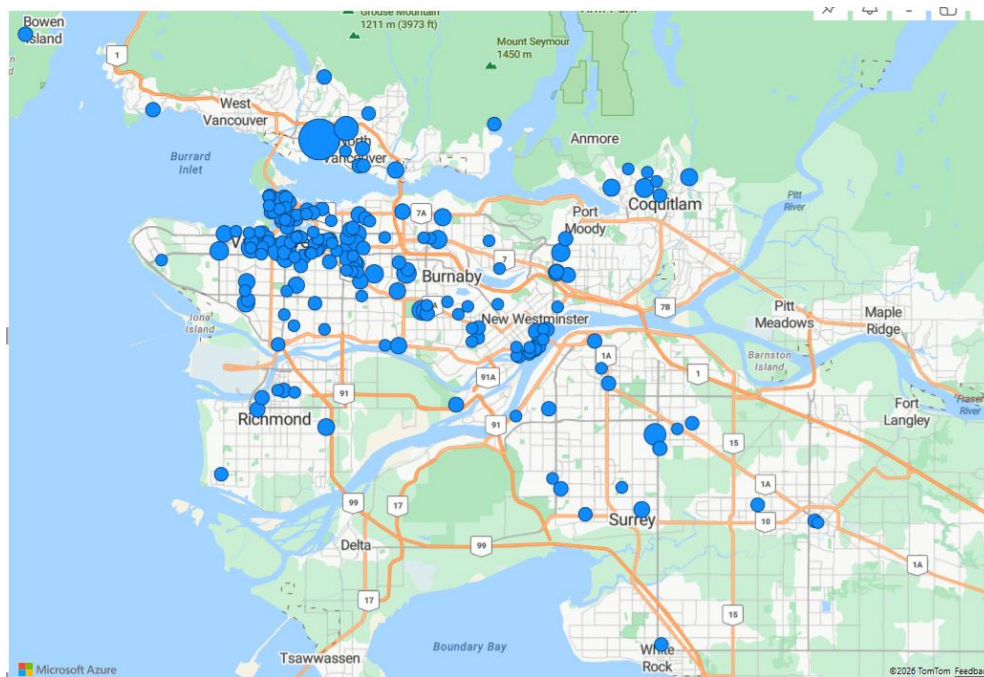
Pilot Area

RideLink was made available to interested participants across Metro Vancouver. Transit services were accessible region-wide, while shared mobility coverage was concentrated in denser urban areas. Evo and Modo operate across multiple municipalities, with the highest concentration of vehicles in the City of Vancouver. Mobi by Rogers bike share service is limited to Vancouver and focused on high-density neighbourhoods and key activity centres.

Pilot Participants

Interested participants from across Metro Vancouver were invited to apply for the pilot. Eligibility requirements included being at least 19 years old, holding a valid driver's licence, owning a credit card, and having access to a smartphone with reliable internet and data connectivity. More than 5,000 people applied, with approximately 1,900 invited to participate and around 1,500 downloading the app during the pilot. Participant onboarding occurred only during the initial months of the pilot, after which the participant pool remained closed.

Figure 1: Geographic Distribution of RideLink Participants Across Metro Vancouver

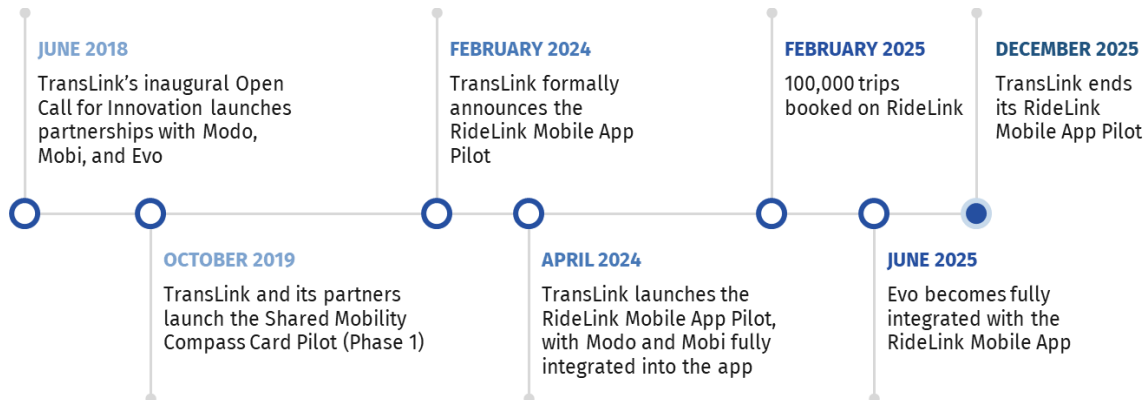


RideLink participants tended to be somewhat skewed toward higher-income, highly educated, and vehicle-owning populations. Most participants were employed full-time (71%) or part-time (9%), with a predominance of males (60%) and a high level of education (85% holding a college certificate, university, or graduate degree). While participation was open to everyone, the responses seemingly reflect a subset of the population and are not fully representative of the general public.

Pilot Duration

Launched in April 2024 and originally planned as a 12-month pilot, RideLink was extended to 20 months and concluded in December 2025. The extension enabled TransLink to collect additional data following the integration of Evo into the app in June 2025. Aside from the addition of Evo, the app and group of participants remained unchanged during the extension period.

Figure 2: Shared Mobility Compass Card Program Timeline

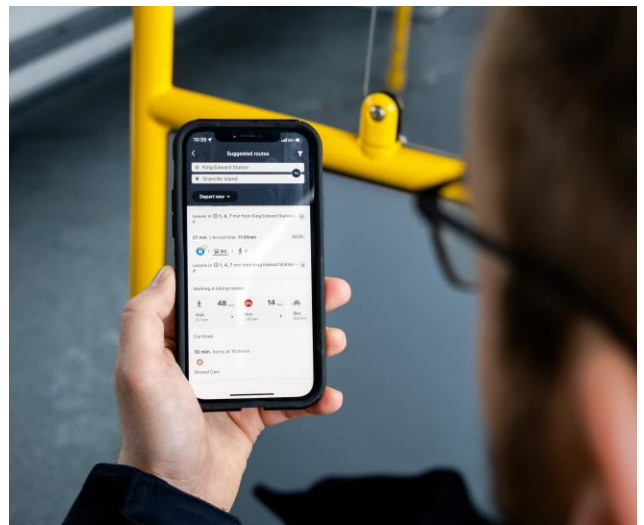


Measurement Approach

To assess pilot outcomes, multiple data sources and research methods were used. Built-in analytics were used to track app engagement and usage metrics generated directly within the RideLink app. Ridership data for each mode was provided by participating MSPs, including TransLink, and compiled into a separate monthly dashboard to track travel activity across services.

In addition, qualitative and quantitative (survey-based) inputs were used to complement app usage data. A focus group was conducted near the end of the pilot to capture participant experiences and perceptions in greater detail. Two surveys were sent to all participants over the course of the pilot: one at the beginning (baseline) and one near the end (follow-up), allowing for comparison over time.

Together, these data sources informed the key metrics and results presented in the 'Results' section.



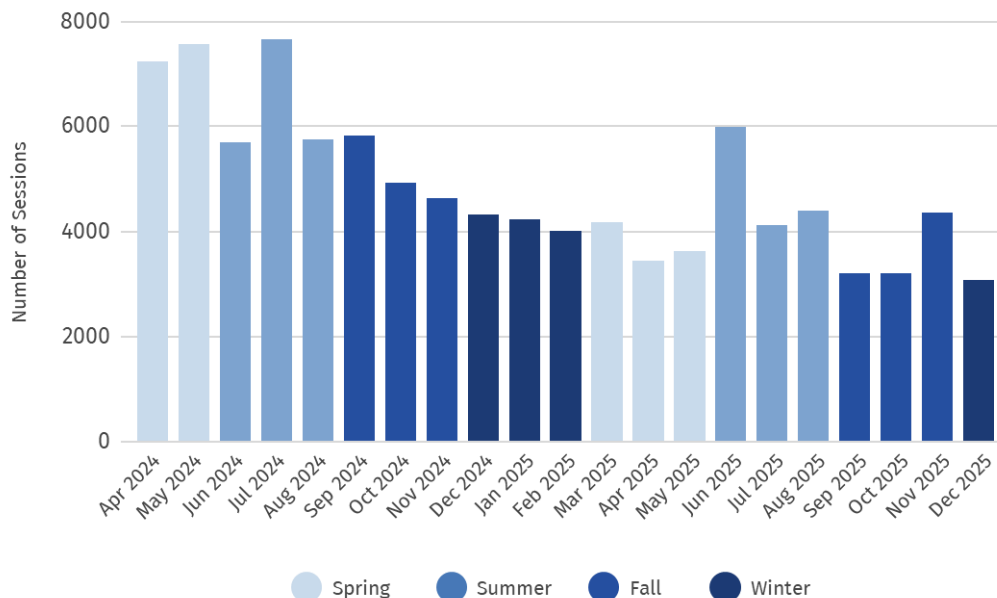
Results

RideLink Adoption and Engagement

In total, 1,571 participants downloaded the RideLink app across the pilot period, with 942 (60% of people who downloaded the app) completing at least one trip.

Users opened the RideLink app roughly 4,800 times per month during the pilot, with engagement peaking in July 2024 when the app was opened 7,665 times. Usage patterns suggest moderate seasonal trends, with lower engagement in winter months (average of 4,316 sessions) compared to summer months (average of 5,615 sessions). Overall engagement was higher in 2024, with an average of 5,975 monthly sessions, compared to 3,998 in 2025.

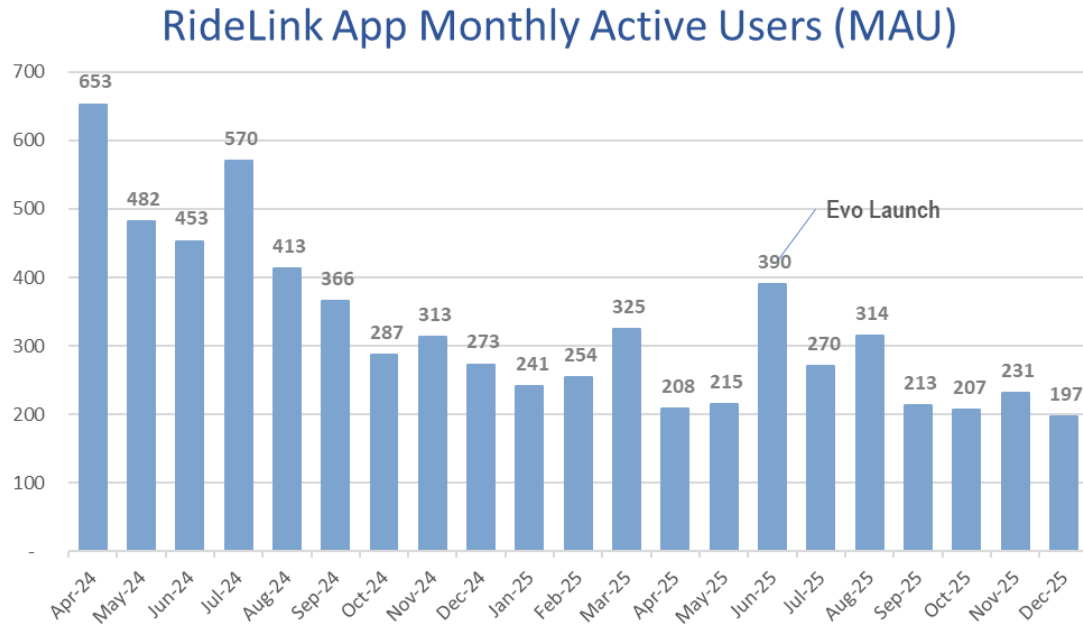
Figure 3: RideLink Sessions, April 2024 to December 2025



During the pilot period, RideLink recorded an average of 327 monthly active users (MAU), with an average stickiness of 14%, meaning that on any given day, about 14% of monthly users were active. Engagement reflects seasonal trends, with spring and early summer (April–July) consistently generating higher MAU, while winter months (December–January) show lower activity. The launch of Evo within the app in June 2025 triggered a short-term boost in MAU through the summer months (June–August 2025). User retention also increased during this period, showing stronger daily engagement after Evo was introduced. Throughout the pilot, monthly active users engaged with RideLink consistently, averaging 0.51 daily sessions per active user.

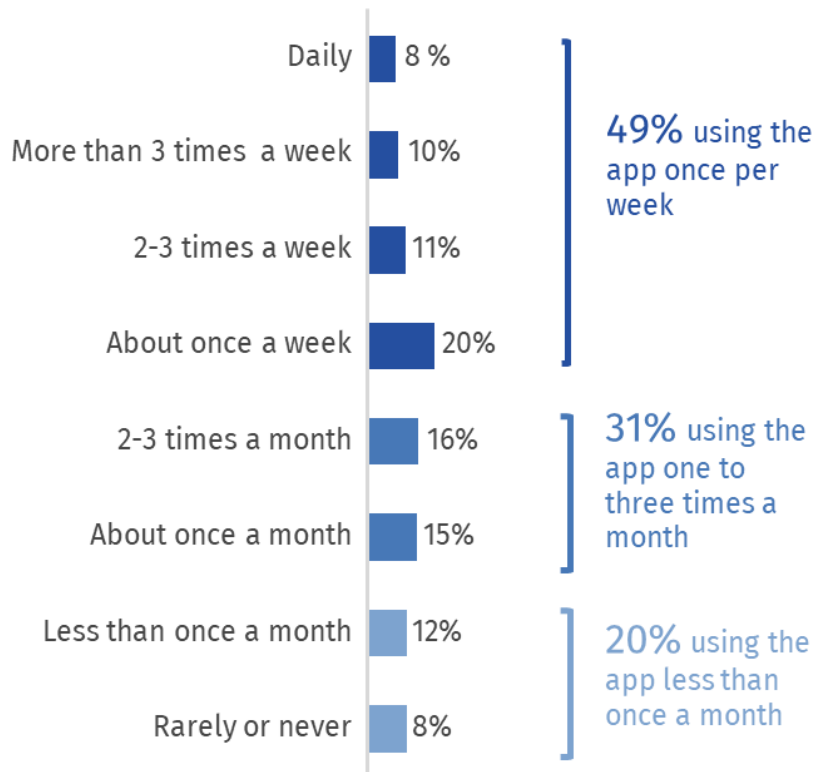
On average, RideLink had 339 users per month, and the vast majority of those active users (about 90%) were returning participants.

Figure 4: RideLink Monthly Active Users, April 2024 to December 2025



RideLink usage varied considerably across participants. Nearly half of participants (49%) reported using the app at least once a week, 31% used it one to three times a month, and 20% used it less than once a month. RideLink use was generally consistent across all demographic groups, with a few exceptions. Students, part-time employees, individuals earning under \$40,000 per year, and people that had no or one vehicle used the app more frequently.

Figure 5: RideLink Usage Frequency

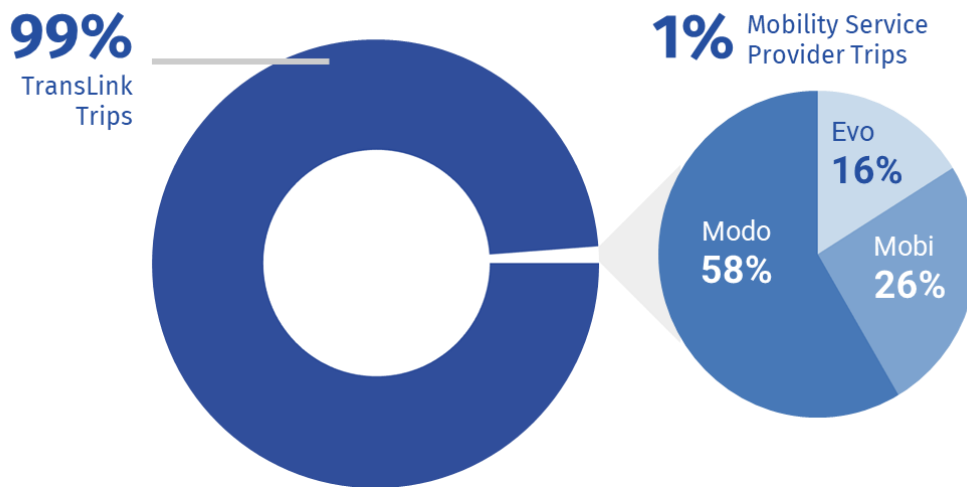


Platform Usage Across Mobility Services

During the pilot, participants completed 191,919 trips across the four services, averaging approximately 9,100 trips per month and 5.5 monthly trips per registered user. Usage varied across MSPs, with ridership concentrated heavily on TransLink services, which accounted for 99% of all trips. Of the nearly 192,000 RideLink trips, 1,793 were made using MSPs, including 286 on Evo¹, 462 on Mobi by Rogers, and 1,045 on Modo. Notably, Evo usage is particularly significant given it was only available for seven months out of the 20-month pilot period, indicating relatively strong usage during its limited participation window.

¹ Evo launched in June and was available for only seven of the 20 months of the pilot period; therefore, results reflect a shorter operating period compared to other providers.

Figure 6: Distribution of RideLink Trips by Service Provider



Focus group participants highlighted transit as the backbone of RideLink. Some praised RideLink's detailed routing and real-time information, describing it as a "transit-first app because I think that's what I use it for the most and that's what I associated it with the most."

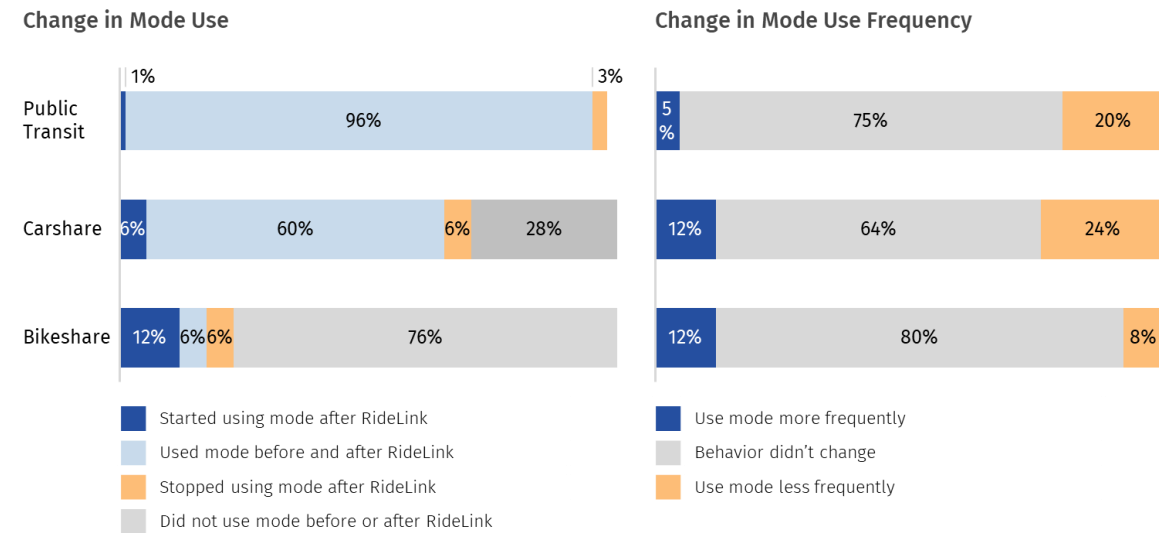
Changes in Mobility Behaviour

Results from both surveys on mode use and frequency were compared to assess changes among the group of RideLink participants who completed the surveys. The baseline survey was completed by 740 participants out of 1,873 invited, while the follow-up survey was completed by 167 participants out of 1,808 invited. A total of 140 respondents completed both the baseline and follow-up surveys, allowing us to compare their responses over time.

While transit use remained high throughout the pilot (96% of survey respondents said they used transit before and after RideLink) net changes across modes were modest. Car share use did not change overall, with 6% of users starting to use car share during the pilot, but an additional 6% stopping using car share during the pilot. Bike share use increased by a net of six percentage points: 12% of survey respondents started to use bikeshare during the pilot while 6% stopped. Most people used public transit (75%), car share (64%), and bike share (80%) as often during the RideLink pilot compared to before it, although some users did increase or decrease their use of each mode. Among survey respondents, 20% used transit less frequently while 5% reported increased use during the pilot period. Similarly, about one-quarter (24%) of follow-up survey respondents reported using car share less frequently, while 12% used it more frequently. In contrast to transit and car share, a greater share of survey respondents reported increasing bike share use (12%) than reported decreasing use (8%).

Figure 7: Change in Mode Use

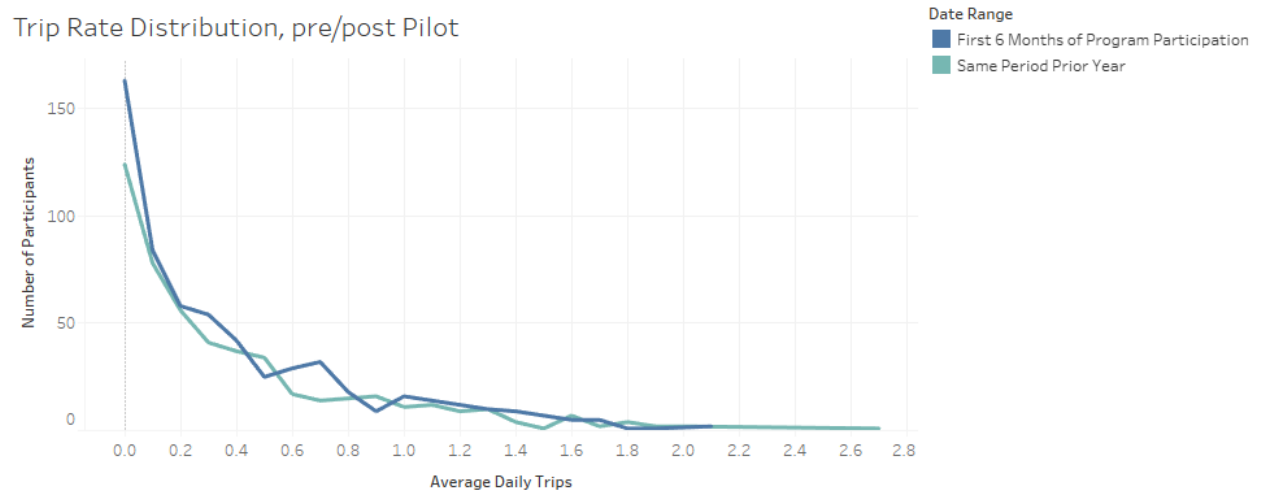
Which of the following types of transportation services/modes have you used over the past year in Metro Vancouver? If you used more than one transportation mode within one trip, please select all transportation modes used. Please select all that apply.

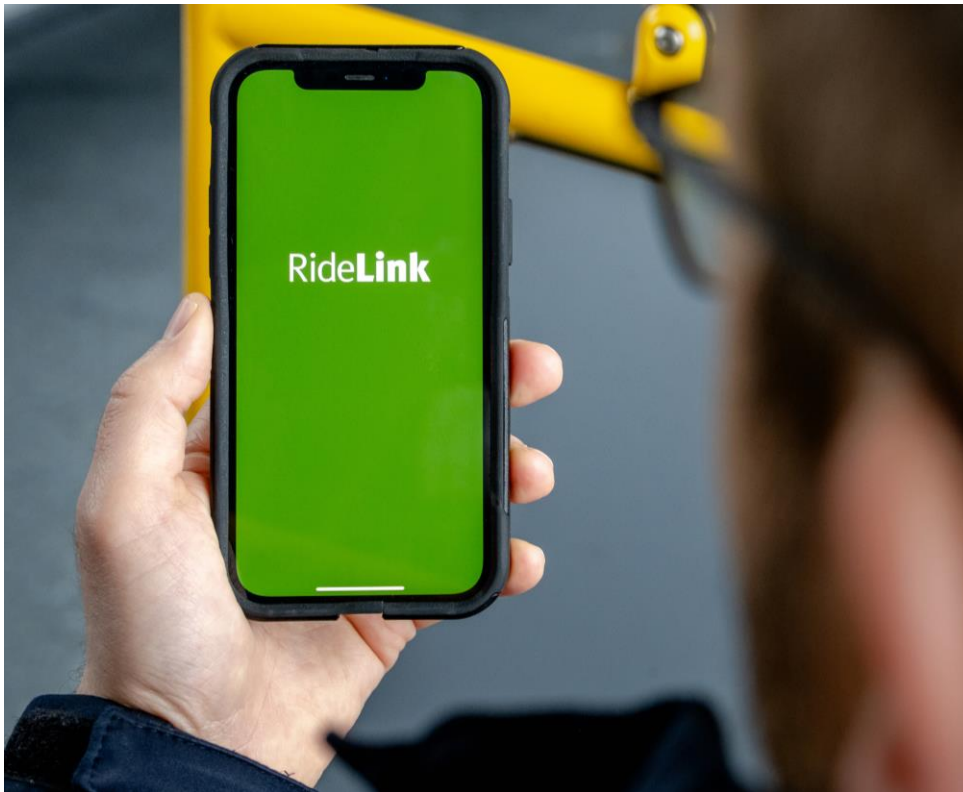


Sample: Total completing both baseline and post surveys (141)

These self-reported patterns were corroborated by Compass Card data before and after the pilot, which showed no statistically significant changes in overall transit usage among RideLink participants.

Figure 8: Transit Trip Rate Distribution, pre/post RideLink





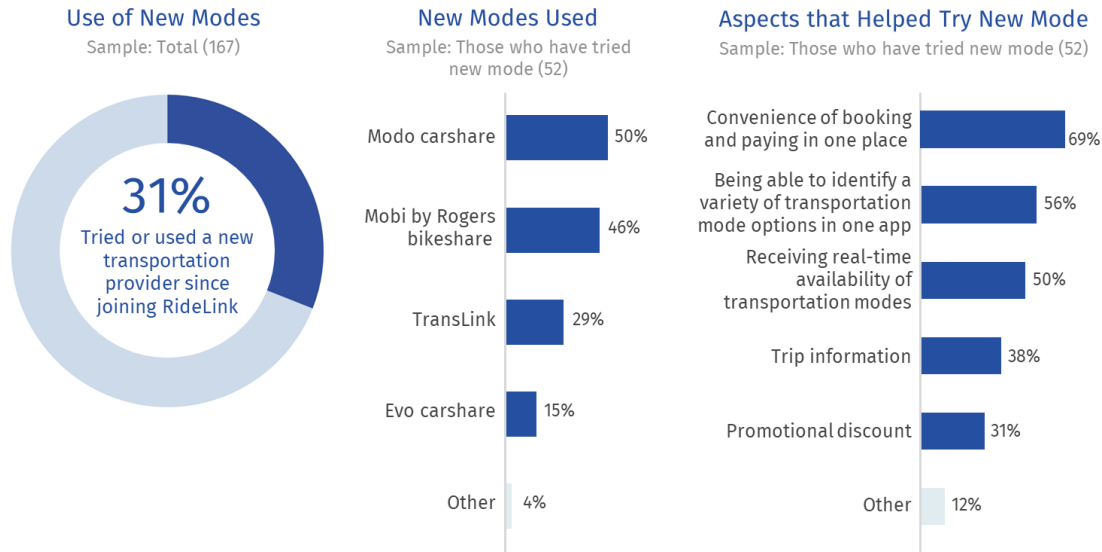
Discovering New Mobility Options

Nearly one-third (31%) of surveyed participants reported trying a new mode of transportation or service provider after joining RideLink, demonstrating how the platform encouraged exploration of new mobility options. Among these participants (n=52), the most commonly used services included Modo (50%) and Mobi by Rogers (46%), followed by TransLink (29%) and Evo² (15%).

Participants who experimented with new modes most frequently highlighted RideLink's integrated features as key enablers. These features included the convenience of centralized booking and payment (69%), the ability to view multiple transportation options in one app (56%), and access to real-time availability across modes (50%), all of which made it easier for participants to try different services.

² Evo launched in June and was available for only seven of the 20 months of the pilot period; therefore, results reflect a shorter operating period compared to other providers.

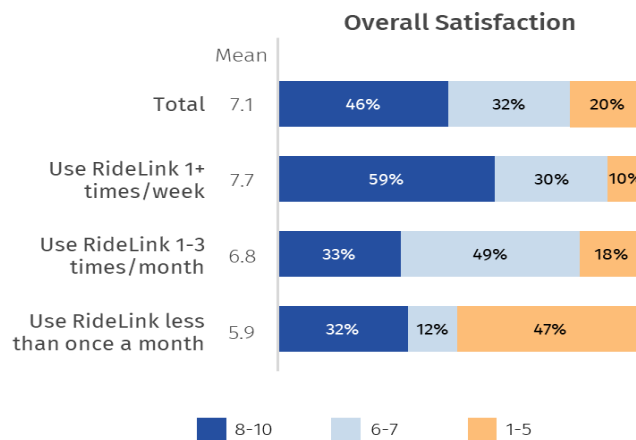
Figure 9: Mobility Exploration Through RideLink



Customer Experience and Satisfaction

Most pilot participants who completed the follow-up survey rated their overall experience with the RideLink as positive (7.1/10 average satisfaction). Focus group participants also reported positive experiences with RideLink, describing the app as “easy” and “useful.” People who used RideLink less frequently were less satisfied (5.9/10) with RideLink compared to people who used RideLink 1-3 times per month (6.8/10) and at least once per week (7.7/10).

Figure 10: RideLink Overall Satisfaction

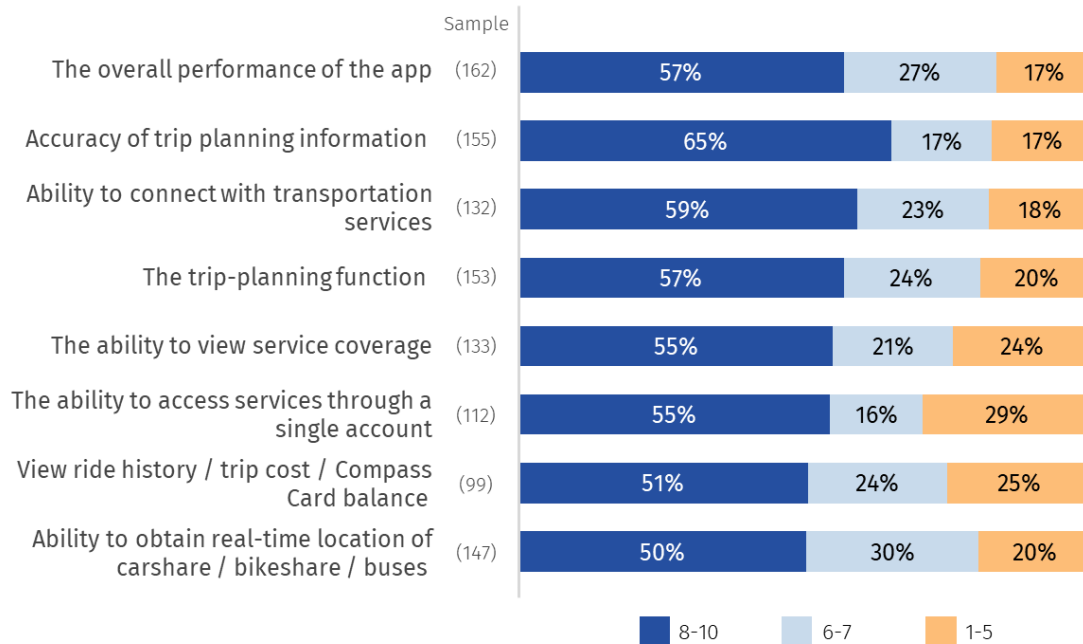


Most follow-up survey respondents were satisfied with RideLink usability and reliability across several dimensions. Pilot participants were mostly satisfied with: the overall app performance (84% provided a score of 6 or higher), the accuracy of trip planning (82%), and the ability to connect with transportation services (82%). Focus group participants identified card management as a pain point that RideLink could

support, and expressed strong interest in Compass Card integration across modes, as well as a digital card for tap usage, to increase RideLink value.

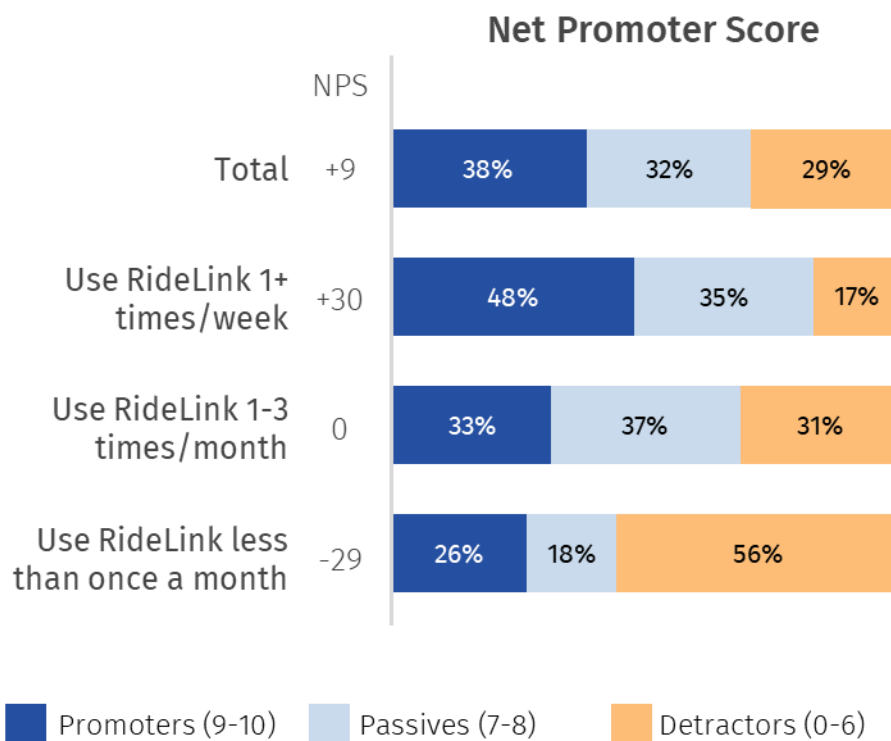


Figure 11: Satisfaction with RideLink Features



The Net Promoter Score (NPS) for all pilot participants who completed the follow-up survey is +9, meaning promoters slightly outnumber detractors. An NPS of +9 is generally positive, meaning that people are more likely than not to recommend RideLink to friends or family. In NPS benchmarking terms, any score above 0 is generally considered a good sign of user satisfaction, with higher scores indicating stronger loyalty. While this +9 score does not approach the levels seen in mature consumer mobility services (which often score well above +50), it is consistent with what can be expected from an early-stage MaaS pilot where users are still learning and adapting to the new system and the app is still proving its long-term value.

Figure 12: RideLink Net Promoter Score



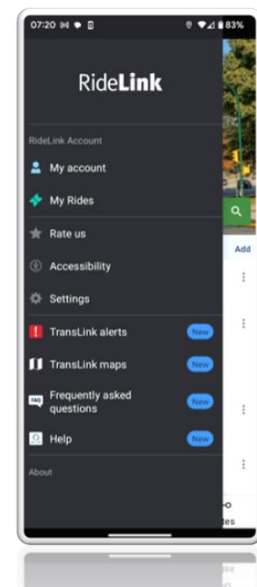


Lessons Learned

Success Factors

A key success factor of the RideLink pilot was strong collaboration between TransLink, MSPs, and technology partners. Delivering this platform required continuous coordination across organizations with different systems, priorities, and operational constraints. The pilot reinforced that success depends not only on technical integration, but also on clear governance, shared objectives, and constant alignment.

Ultimately, customer experience was the main driver of user engagement. In a market where users already have access to standalone mobility apps, RideLink needed to deliver clear value through simplicity and convenience. Participants responded positively to the transit-first design and the convenience of accessing multiple services in one place.



Challenges and Barriers

Participant onboarding and registration proved to be a significant barrier. The registration process was not fully streamlined, and complexities across multiple steps reduced completion rates. Car share registration was affected by external driver record verification requirements that, due to technical constraints, had to be completed outside of the app. This created a disconnect in the user journey and resulted in a notable drop-off in car share activation. It is worth noting that some drop-off at this stage is typical for car share services in British Columbia, where driver record verification is a standard requirement. Both Modo and Evo experience similar patterns during their onboarding processes. Integrating multiple providers also introduced significant complexity. Differences in systems, data flows, and service requirements demanded ongoing coordination and temporary workarounds, which increased the team's workload and limited end-to-end integration.

Behaviour change was gradual and required sustained effort over time. While the app improved visibility of mobility options, shifting established travel habits proved to be a slow process and depended heavily on continued engagement rather than initial exposure alone.

The absence of incentives and bundled pricing also limited the ability to actively influence user behaviour. Due to technical constraints, incentives could not be embedded within the app, removing a potential lever for encouraging adoption and repeat use.

Unexpected Findings

A key unexpected finding was how easily users were discouraged by the complicated registration process. Even relatively small barriers in registration and verification had a disproportionate impact on whether users progressed to active use.

Another insight was the importance of a strong, simple front-end experience. Users valued clarity and ease of navigation and expected a level of polish comparable to commercial mobility apps.

Finally, the use of Compass Card as a way to access shared mobility services was positively received by customers. Based on this feedback, the functionality was extended beyond the pilot, with Modo and Mobi by Rogers members now able to use their existing Compass Card to unlock vehicles and bikes, reducing friction for customers who use multiple transportation services.



Transferable Insights

Future MaaS initiatives should focus on making the entire user experience as simple as possible, particularly by creating a single, seamless sign-up process that handles registration across all providers at once. Any reliance on external processes should be carefully evaluated, as it can significantly reduce conversion rates.

Customer experience should be prioritized when designing MaaS platforms. In competitive mobility markets, platforms must be simple, intuitive, and easy to access to achieve meaningful engagement.

Behaviour change should be approached as a long-term outcome rather than an immediate result. Sustained engagement, rather than initial adoption, is required to influence travel habits over time.

Finally, a key lesson from the pilot is that success depends on more than technical integration. It requires strong cross-partner collaboration, operational alignment, shared problem-solving, and clear governance structures to deliver a coherent customer experience. At the same time, adoption must account for entrenched user habits and the presence of established first-mover platforms that have already shaped user behaviour and expectations around trip planning.

What comes next

Over time, thinking in the MaaS space has evolved. Early approaches were largely focused on technology and the assumption that integrating services through a single platform could unlock significant commercial opportunities. More recent experience shows that success depends on a broader set of factors, including how partners work together, how services are coordinated, and how barriers to use are addressed. There is now greater emphasis on building a well-functioning mobility ecosystem that supports public goals such as accessibility, sustainability, and ease of use, alongside economic viability.

In Metro Vancouver, this direction is being advanced through closer collaboration between TransLink and MSPs. Building on the momentum created by RideLink, the Metro Vancouver Shared Mobility Consortium was established in 2026. The Consortium brings regional partners together to strengthen relationships, align efforts, and support a more consistent and integrated customer experience. It reflects a shared commitment to moving forward collaboratively and reinforces partnerships between organizations that have traditionally operated separately. The Consortium reflects the shift from pilot-based digital integration toward ongoing ecosystem management and collaboration.

The pilot also resulted in integration efforts across different services. For example, Compass has been enabled as an access token for Modo and Mobi by Rogers, allowing members to use their Compass Card to unlock vehicles and bikes. These enhancements build on the pilot's foundation and help improve the overall customer experience.

The pilot provides a strong foundation for future mobility integration efforts in Metro Vancouver. While there are no immediate plans for a subsequent RideLink phase, the findings are informing ongoing work on digital customer experience, fare integration, shared mobility partnerships, and system coordination.