



CASE STUDY

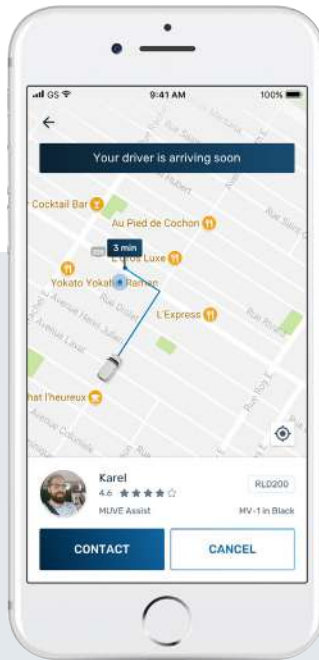
# SOCIÉTÉ DE TRANSPORT DE MONTRÉAL



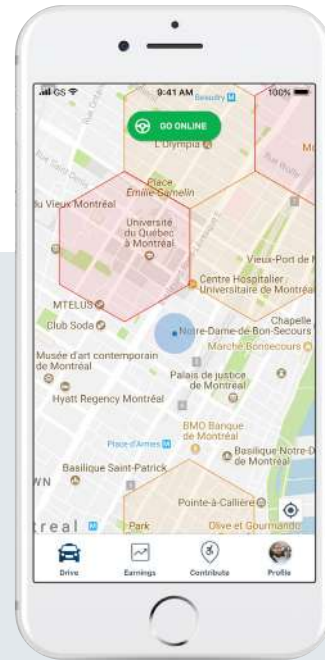
# MUVE MOBILITY ECOSYSTEM FEATURES



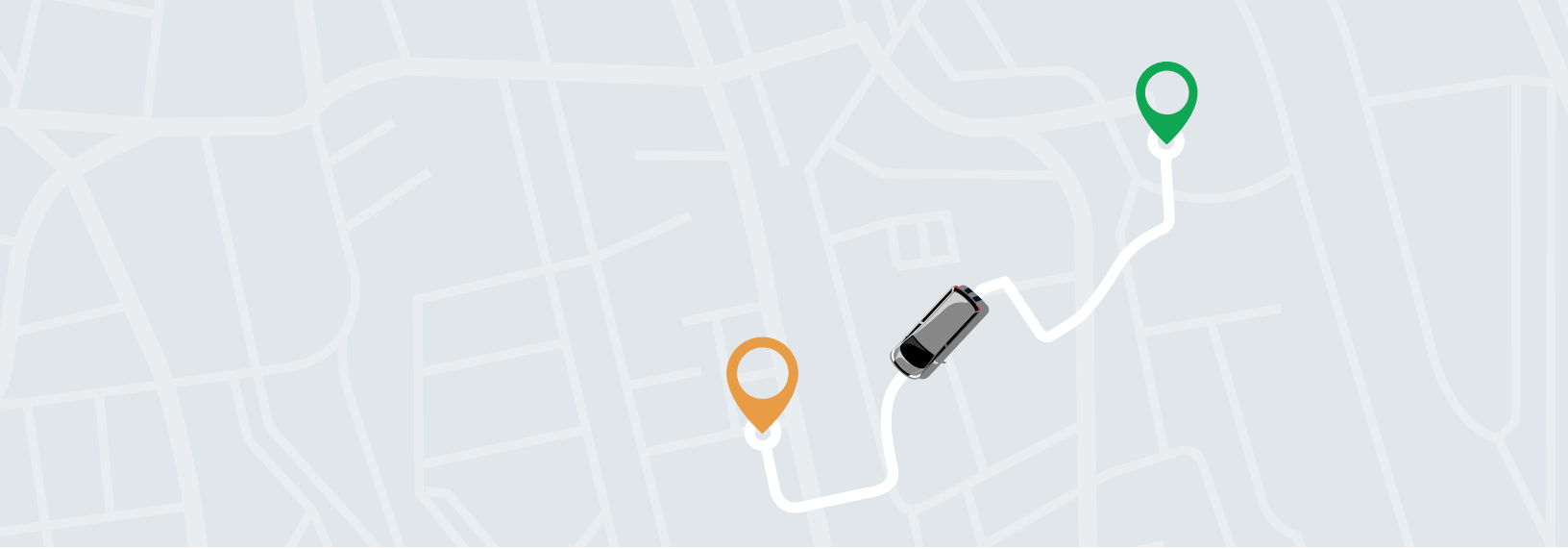
Rider apps available on both iOS and Android fixed route.



On-demand, including real-time driver tracking.



Integrated with existing dispatching system/ driver applications.



## CHALLENGE

The Société de transport de Montréal (STM) wanted to test a new reservation app for its taxibus (ride-share) service in Montréal's underserved western suburbs of Senneville and Saint-Anne-de-Bellevue. Previously, riders could book ride-shares exclusively through the STM's website and a third-party call center, which required long lead-times with no real-time data accessible to the rider.

## PROJECT

The City of Montréal has several geographical and socio-economic areas where it is not possible to offer regular public transit services. This means regions that are often underserved, making it impossible to complete the first and/or last mile through public transit.

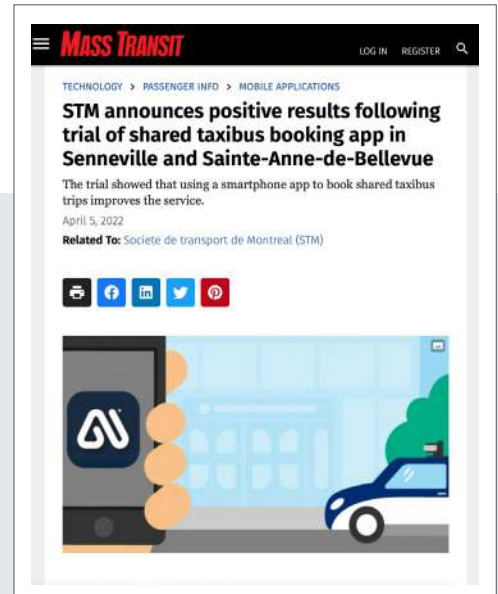
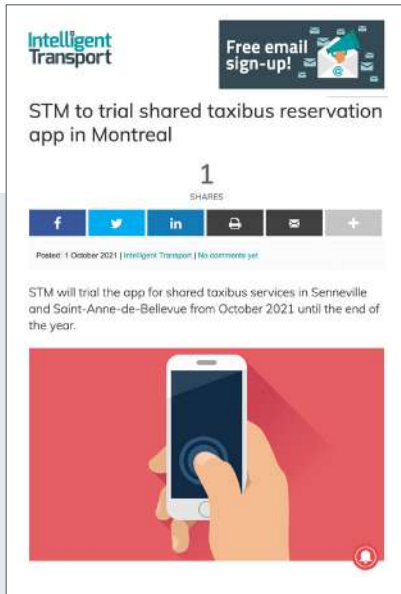
Working together with the STM, Taxi Coop de l'Ouest, and Fraxion Communications, and with funding from Québec's Ministère de l'Économie et de l'Innovation and Investissement Québec, MUVE's app, 'Go MUVE', provided the public with access to on-demand or scheduled rides. This was offered as a trial in the West Island of Montréal, in an area underserved by public transit. While ride-share 'taxibus' services exist in this area, the offer varies depending on location and all require reserving trips well in advance. Furthermore, as a heavy business and industrial area, access to the first and/or last mile to work has always been a challenge in the past.

**The trial took place from October 4 to December 31, 2021.**

# ROLE OF MUVE

As a software solutions company for inclusive mobility, MUVE's role was to deliver on-demand and scheduled mobility through the Go MUVE app. Customers could track the vehicle's location while enroute, allowing them to be better informed of their ride's arrival time. They could also rate their experience, providing important feedback on drivers, the app, and the trial itself.

The MUVE team and Go MUVE app were the bridge between the public transit authority, STM, and the private entities, Taxi Coop de l'Ouest and Fraxion Communications, all with the common goal of helping the community.



## RESULTS

The test period ran for a total of 89 days during which 2,229 customer trips were booked using the Go MUVE app.

A customer survey was conducted between December 16-22, 2021 and found the following:

### 85%

of all customers enjoyed using the Go MUVE app and the experience.

### +30%

of all shared taxibus trips were booked using the app on a recurring basis.

### 51%

of all shared taxibus trips were booked less than 40 minutes before the departure time. Previously, taxibus services were only available when booked more than 40 minutes in advance.

### 94%

of users found it helpful to receive notifications when their ride was approaching.

### 4.9

out of 5 overall score from roughly 1,700 ratings received during the trial period on the Go MUVE app.






"We are pleased to see that this partnership was an unmitigated success! The STM is very proud of this innovative trial to promote shared taxibus services in these municipalities. These encouraging results indicate that the vast majority of users would like to see more of this type of solution to help them book shared taxibus services more easily, and we will be evaluating this possibility in the short term."

**Marie-Claude Léonard**  
Interim CEO of the STM

"This trial was a resounding success. It was made possible by funding from the Ministère de l'Économie et de l'Innovation, obtained by MUVE in collaboration with the STM. This outcome represents a promising solution both for STM customers and for sustainable mobility."

**Éric Alan Caldwell**  
Chair of the STM Board of Directors

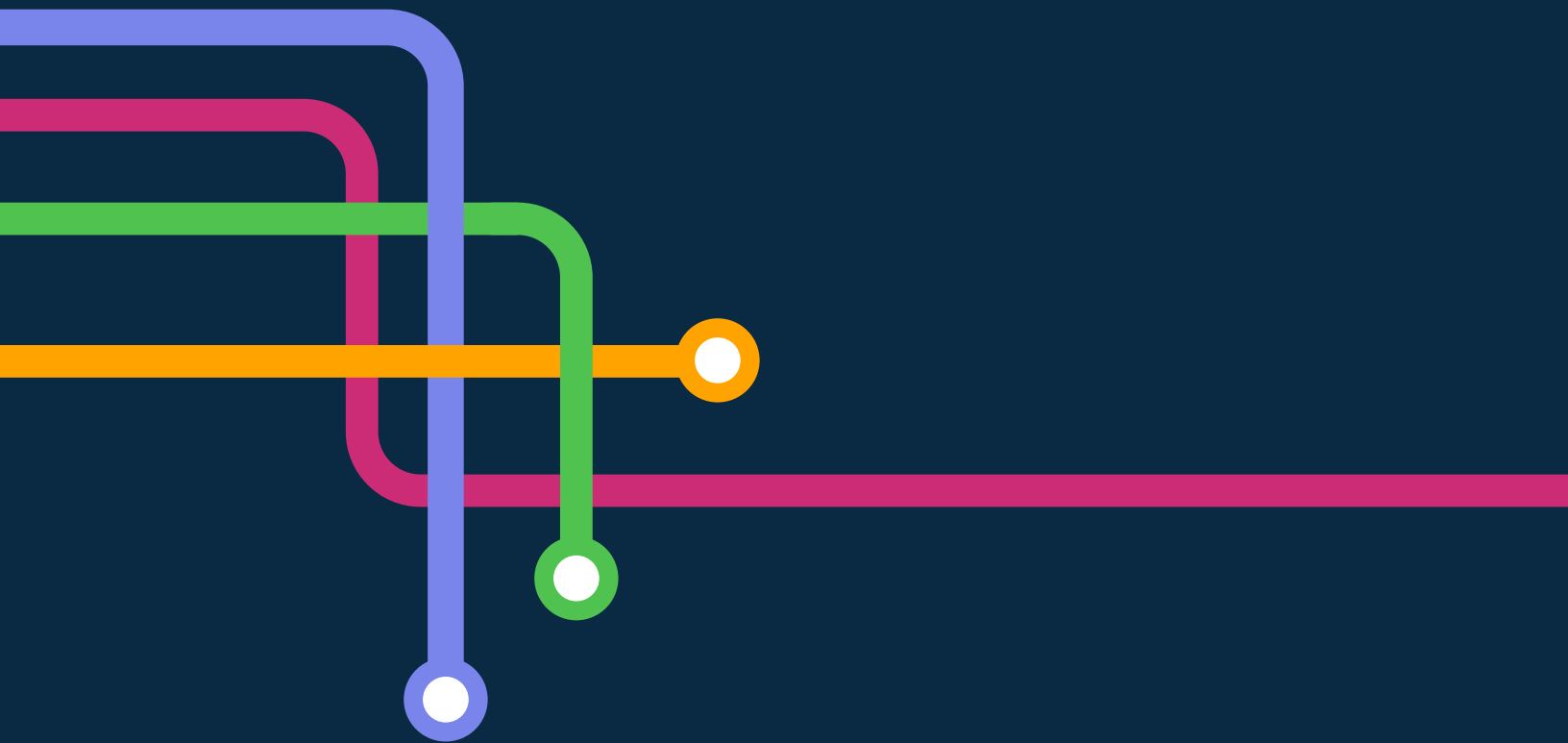
## KEY LEARNINGS

-  The trial demonstrated that using a smart phone to book ride-share trips simplified the management of the service and improved the customer experience.
-  The provision of an API interface allowed the integration of third-party applications. This method was a decisive success factor in the alignment between MUVE and Fraxion Communications.
-  The project demonstrated that the collaboration of local players, including companies and municipalities, was essential to execute a successful, localized initiative.
-  Key to the success of this trial was the commitment from all parties to be agile and to work together, with a common goal, within a framework based on respect, engagement, adaptability, and efficiency.
-  Based on additional conversations with the STM, the trial resulted in less call volume in the dispatch call center, which meant more efficiencies within the center.

## CONCLUSION

The resounding success of this project with the STM and MUVE clearly demonstrates how smart cities can improve the quality of life for its citizens.

**The new mobility ecosystem is here, and it's Go MUVE.**



Download the  
MUVE app today

[www.gomuve.com](http://www.gomuve.com)

