Completing Auckland's Public Transport Network; AT Local

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Presentation outline

©Keoride

- On-demand service
  - What
  - Why
  - How
  - Learning from global trials

- AT Local
  - Devonport trial,
    - Objectives
    - Performance
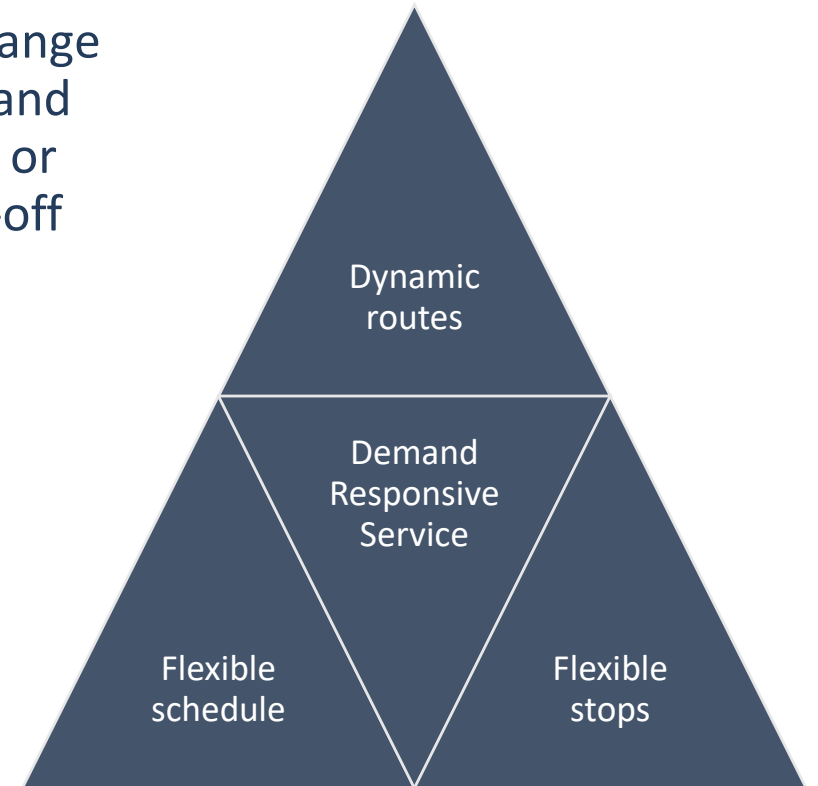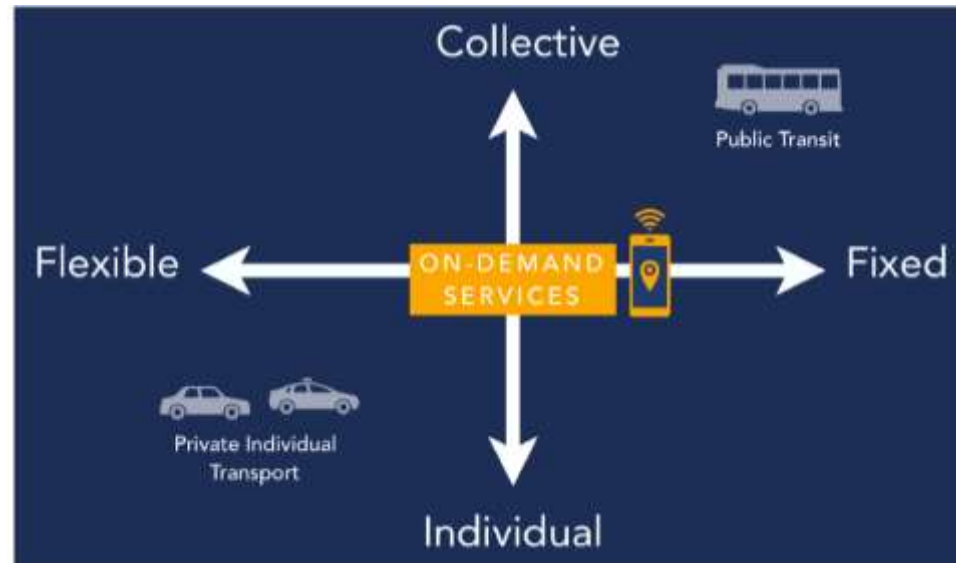   - Limitation
    - Lessons learnt
  - Future trials

What is on-demand services

- On-demand mobility can be described as a range of services characterized by flexible routing and scheduling which allows users to share rides or request rides with custom pick-up and drop-off locations.
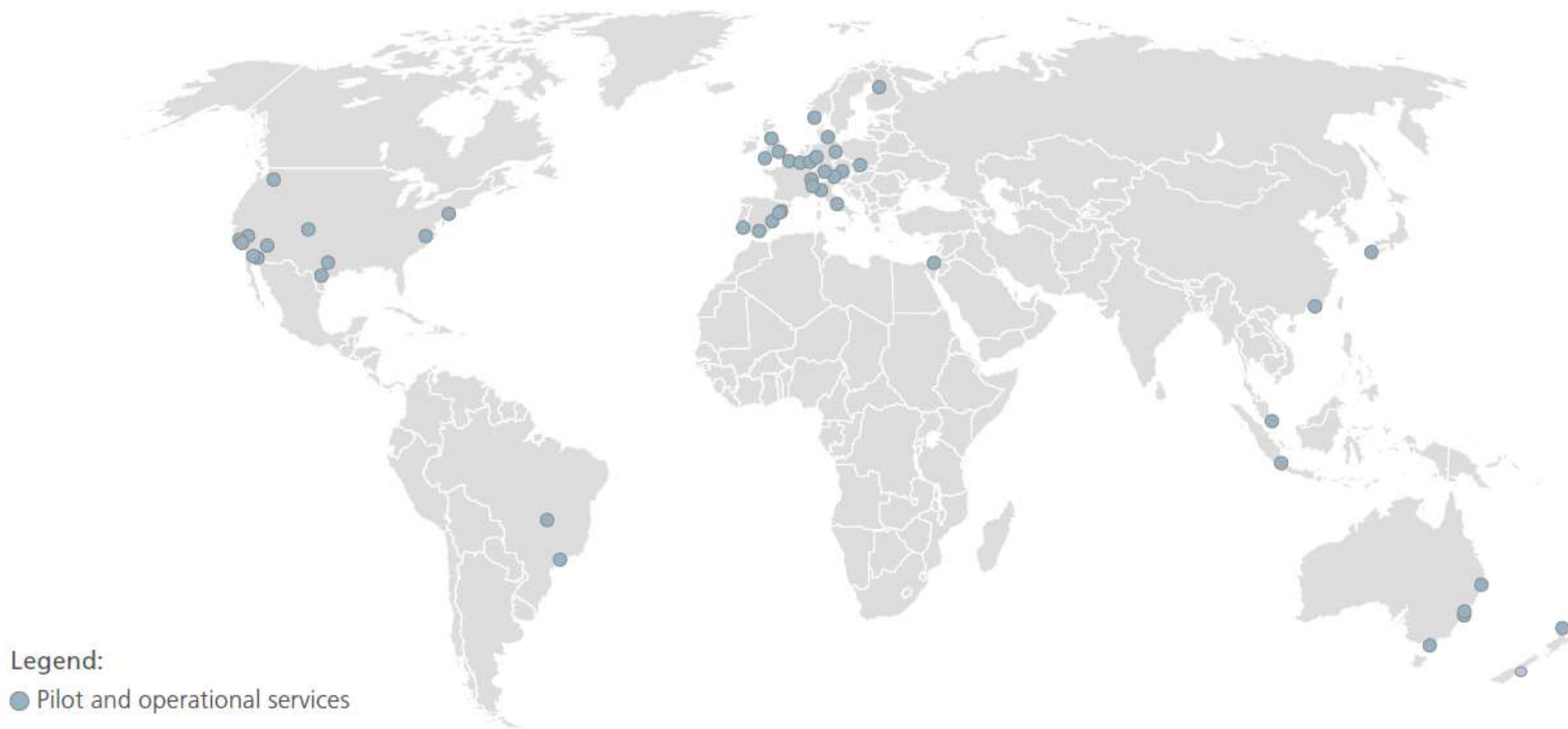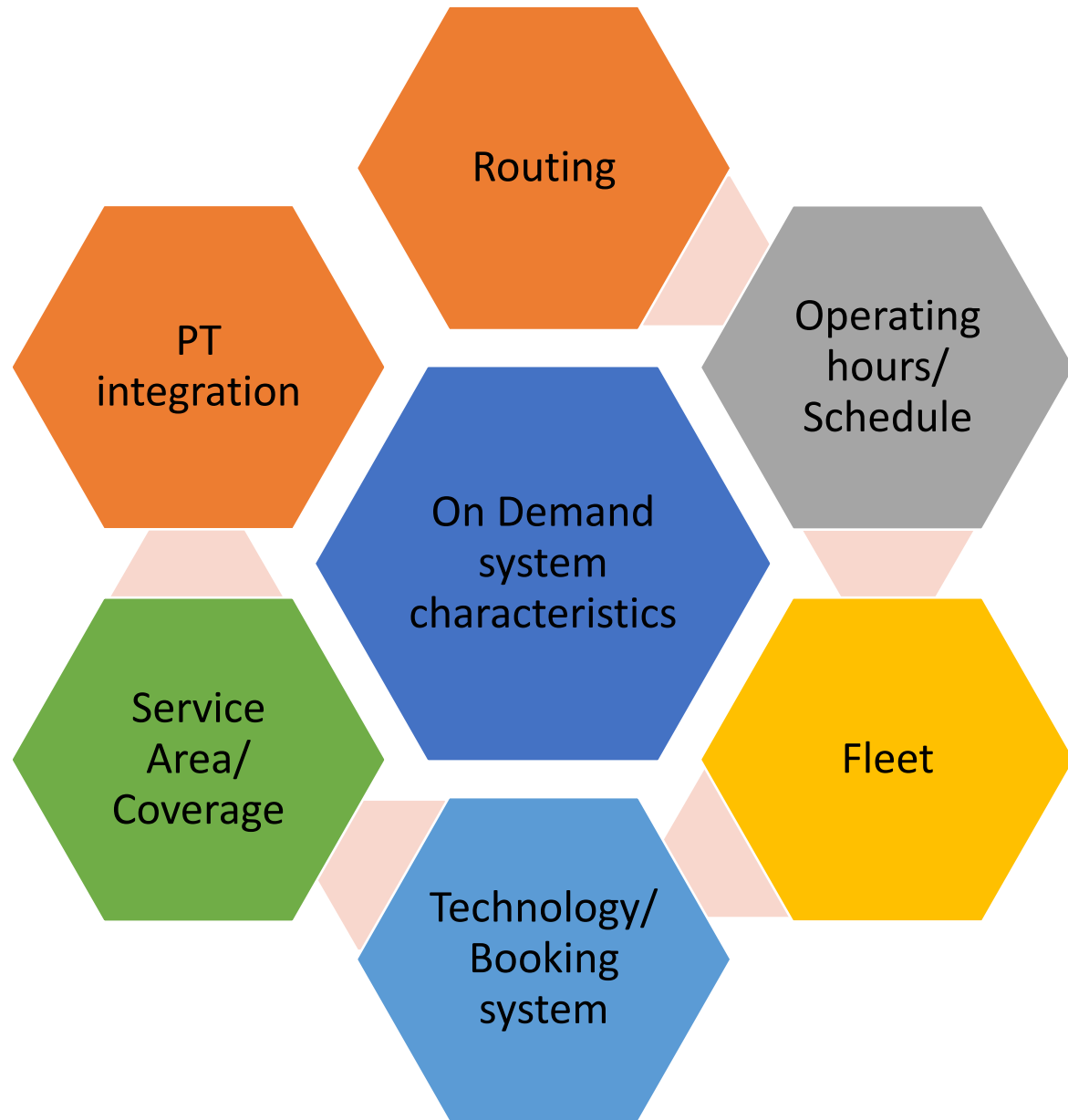

Zenasni, 2019

Why on-demand is emerging

- Competitive alternative to private vehicle
  - Convenience
  - Flexibility
    - Sprawl in cities and low population density
    - Travel time compared to PT
    - Equitable access to alternative modes of travel
    - Enabling less carbon intensive travel choices
    - Accessibility to people with disability, elderly and special needs

On-demand global pilots

Legend:
⬤ Pilot and operational services

Ref: L.E.K (2019), On- demand public transport: key learnings from global pilots

on demand public transport

Kutsuplus, Finland

Haglund, et al (2019)

Legend
Kutsuplus service area
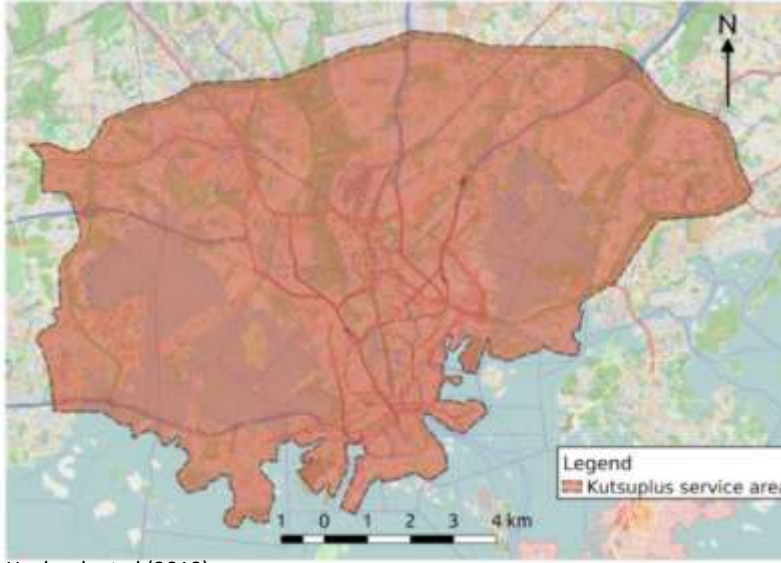
Go Connect, Canada

Pettersson, F (2019)

ArrivaClick- Sittingbourne, UK

BerlKönig, Germany

www.berlkoenig.de

Name	Kutsuplus, Finland	ArrivaClick, UK	Go connect, Canada	BerlKönig, Germany
Year	2012- 2015	2017-2019	2015-2016	2018-
Goal/ Objective	Mode shift from car to public transport	Reduce the need to have a car	Improve access to local metro station congestion and parking issue at the metro station	Reduce traffic congestion, increase access by shared mobility to complete existing network
Service Area	Helsinki, Central area of the city and some surrounding suburbs	Sittingbourne , 70km south of London, 40k residents	Milton/ 11k residents	Eastern part of inner city Berlin
Pick up/ Drop off	Virtual bus stops	Virtual Stops	Door to door/ Physical & Virtual stops	Virtual Stops
Operating hours	Mon-Fri 06:00 to 24:00 (**5 days, 18hrs/day**)	Mon-Sat 06:00 to 22:00 (**6 days, 16hrs/day**)	Mon–Fri 06.00–08.30am and 16.45–20.25 (**5 days, partial, 6hrs/day**)	Mon-Thur 17:00 to 02:00am (**4days, 9hrs/day**) 17:00 on Friday to 02:00am on Monday (continuously) (**weekend, 24hrs/day**)
Booking	Website/ SMS	App	Website/ app/ phone call	App/ Integrated with BVG trip planning app
Payment	Credit card	Application/ credit card	Application/ credit card	Application/ credit card
Pricing	Dynamic	Dynamic	Dynamic	Dynamic -Fully integrated
Pax/month	8,333 **385** pax/day	4,583 **250** pax/day in Nov 2018	1083 approx. **84** pax/ day	-
Number of fleet	15 Minibuses (9seats)	5-6 Minibuses (12 seats)	14 Minibuses (5 seats)	Minibuses and vans 130 vehicles (more than half of them are electric)
Partnership	Subsidised	**Commercial**	Subsidised	Subsidised
Status	Completed	Completed	Completed	**On going**
Note	**Discontinued**: The **cost** of the service	**Discontinued**: Was **replaced by a fixed-route** service in part of the area	The results of the trial indicate that the on-demand service could facilitate more efficient land use in conjunction with the metro station.	These services **encourage greater use of public transit** and detract from car usage

Learnings from global on-demand public transport deployments

- Changing customer behaviour takes time
- Technology challenges
- Some areas and routes are ripe for piloting on-demand
- Understanding value for money will be critical as programmes scale
- Knowing your target market is important
- Integrating on-demand services with the broader public transport ticketing system is a priority
- Different contract structures and KPIs will be required

The Roadmap

Available at https://at.govt.nz/about-us/transport-plans-strategies/on-demand-and-shared-mobility-roadmap/

What is AT Local?

Auckland's on-demand rideshare service.

First trial in Devonport
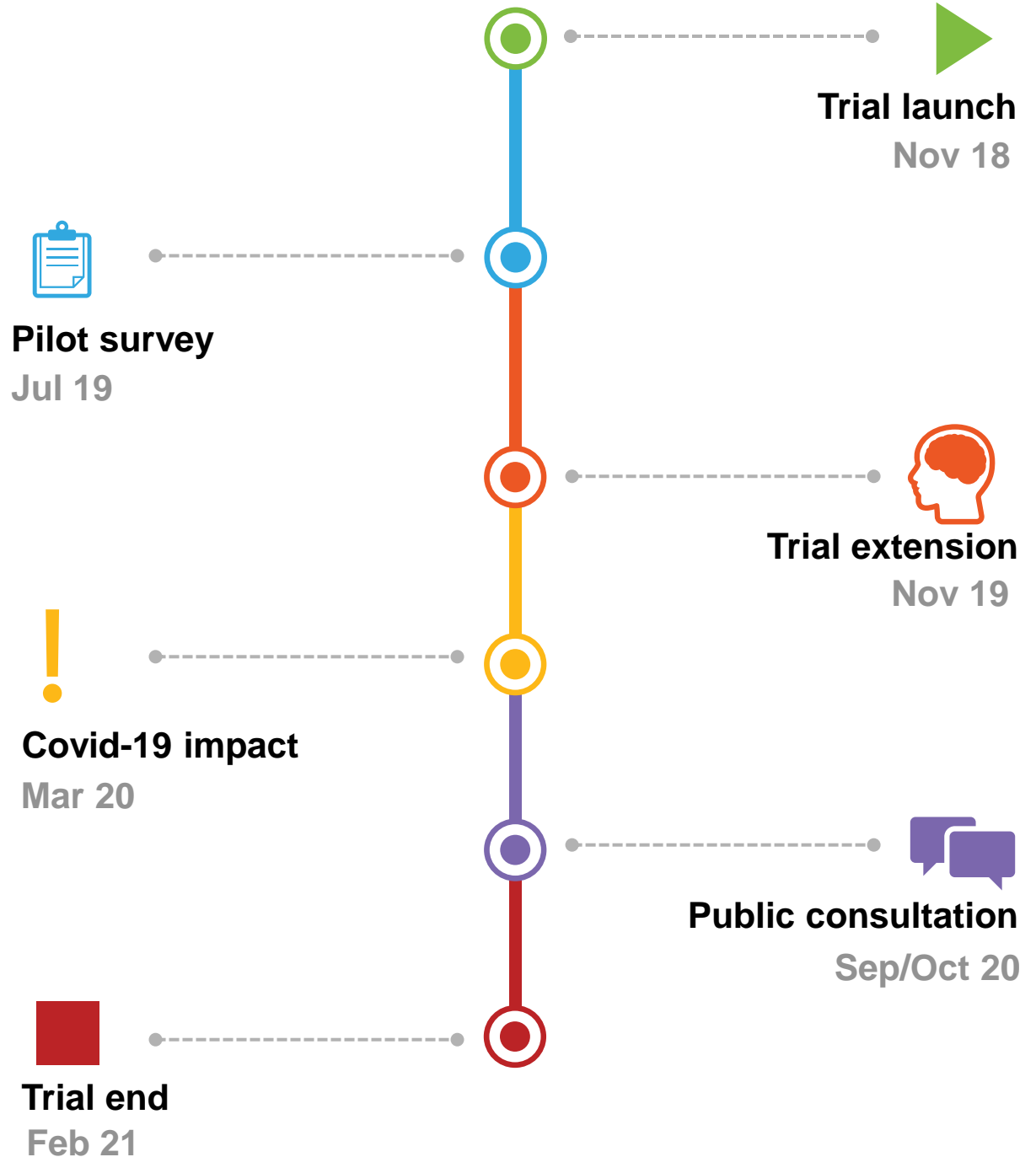

- Launched in **November 2018**

- **First on-demand rideshare service in NZ using only electric vehicles**, and among the first in the world

- Designed to provide **first/last leg connection** to ferry terminals

- **Corner-to-corner** service

- Rides booked via **AT Local app**

- AT Local **complemented** the existing PT network

- **Five days a week** service while buses ran every day

Timeline

Trial launch
Nov 18

Pilot survey
Jul 19

Trial extension
Nov 19

Covid-19 impact
Mar 20

Public consultation
Sep/Oct 20

Trial end
Feb 21

Objectives of the trial

A Encourage mode shift

B Reduce congestion

C Meet customers' travel needs

D Improve sustainability

E Customer sentiment towards on-demand

F Learnings from the trial

Key stats

5,516
Signed up for app

87,940
Rides completed

65%
Rides shared

43%
Shift from private cars

4.9/5
Average satisfaction

Hi, we're AT Local!
We make getting around Devonport affordable and easy.

Trial performance

Target: 200 riders per day

Lessons

What worked well	What didn't work so well
People shared rides	Overlapping operating areas
Familiar drivers	Value for ratepayers' money
Door-to-door service for accessible customers	Not integrated with public transport system
User-friendly app	Booking limitations
Electric fleet	Lack of freedom for children under 15yo
Direct lines of communication	Launch time

Recommendations for future trials

- Consider on-demand if a bus service requires major enhancement to improve customer outcomes

- Service should be planned in a way that they do not significantly compromise patronage of other routes

- Start with smaller catchment areas with a view to expand if required

- Assess value for ratepayers' money vs potential patronage growth

- More ways to book

- Allow sufficient lead times for decision making

- Integration with public transport system

- Community, Local Board and key stakeholder engagement

Upcoming trials

Papakura / Takaanini

Pukekohe

Making better use of our streets through rideshare

Auckland Transport 2019, On- demand & shared mobility road map

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