



Demand Responsive
Transport

Technology
in Application

Presentation
to BusSA
Conference
18 May 2019

*Demand Responsive
Cost Effective*

1. Why Develop it?
2. What Can We Do?
3. Commercial Opportunity
4. What is it?
5. How does it work?
6. Who will benefit?



POLICY CHANGE

Policy informing the concept of DRT has evolved from the provision of low frequency, flexible, small bus PT services to support social exclusion and accessibility obligations, to include ride sourcing services like Uber.

INTERNET OF THINGS

**Smartphone based apps
will grow exponentially
due to:**

- Autonomous Vehicles**
- Electric Vehicles**
- Shared Vehicles**

**NATURE OF
BUS TASK
IS
CHANGING**

FROM THIS

**Mass Transit
(trunk) services**

**Well used
Local Social
Transit (inc.
route &
school)
services**

**Low use Local
Transit
(inc. CT, taxis,
philanthropic)**

**NATURE OF
BUS TASK
IS
CHANGING**

TO THIS

**Expansion of
Mass Transit (trunk)
services:**

**Potentially
outside the
bus industry**

**Well used Local
Transit (inc.
school) services:
will probably hold
their place or
grow**

**Contracts
for low use
local social
transit
services, not
contracts
per mode
per se**

**GET BIG
OR
GET OUT!**

**Rural economic
& social decline
reducing student
numbers,
termination of
bus contracts**

**Government
pursuit of scale
economies: one
operator does what
several used to do**

**IN
SUMMARY**

**Bus industry needs
to lead by example
and shape its own
destiny;
not be like the taxi
industry!**

**Customer
mobility
preferences
(demand) are
changing**

**Operators (supply)
need to change
with it**

**Days of being a bus
association are
numbered. Remit needs
to change to be all about
moving people**

WHAT CAN WE DO?

Associations remit to keep members in business

**Safety track record second to none.
Apply their skills/knowledge to other transport tasks**

Economy needs small and medium(family) businesses

COMMERCIAL OPPORTUNITY



To take advantage of existing capability, local expertise & augment current business by providing a broader range of transport services to the community: become total local transport providers rather than just bus operators.

Become total local transport providers rather than just bus operators.

Develop and deliver a 'one-stop shop' integrated transport network that offers a whole of journey solution to meet the access needs of all.

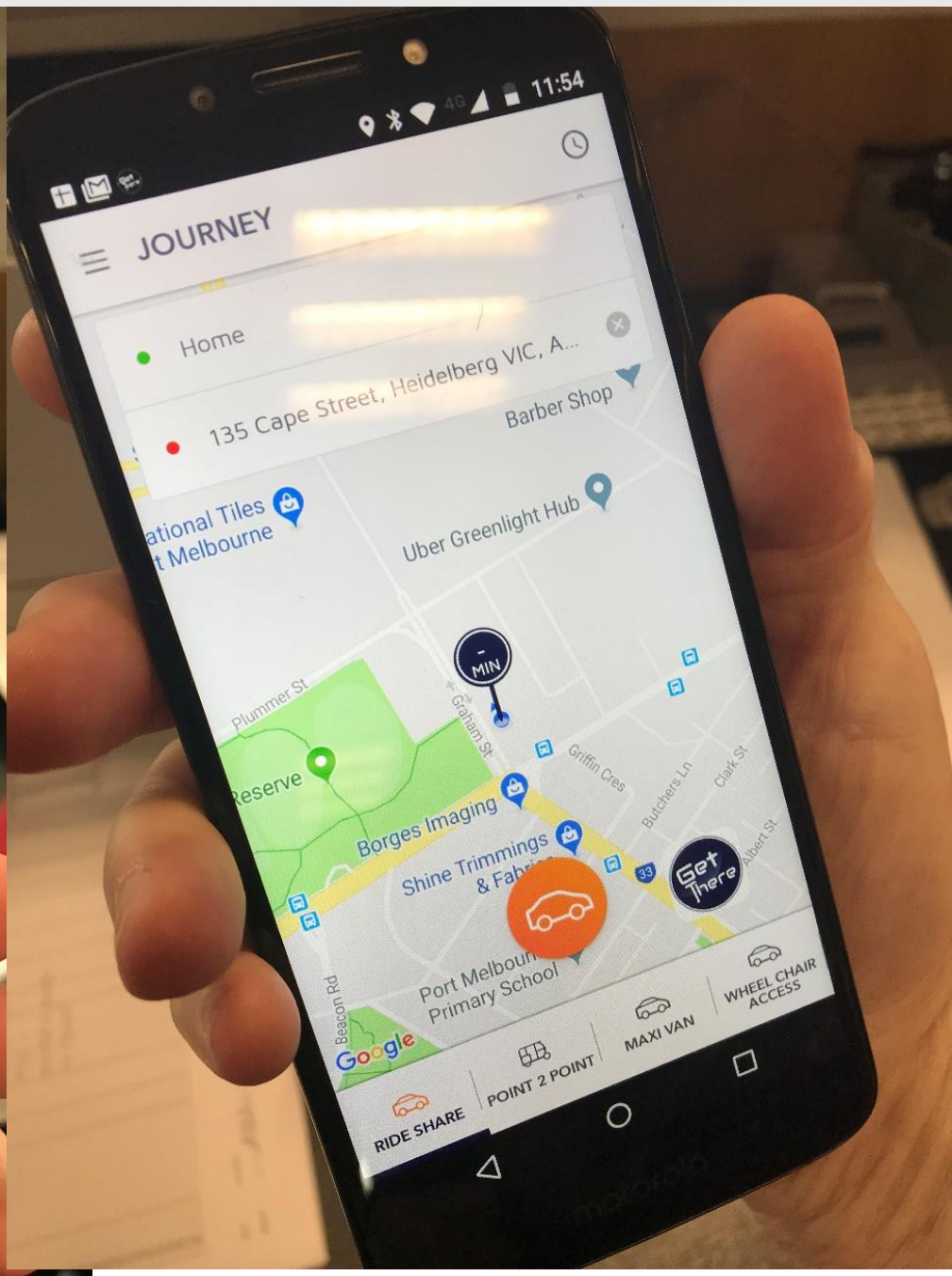
**YOU ARE
WELL
PLACED TO
DELIVER
DRT
SERVICES**

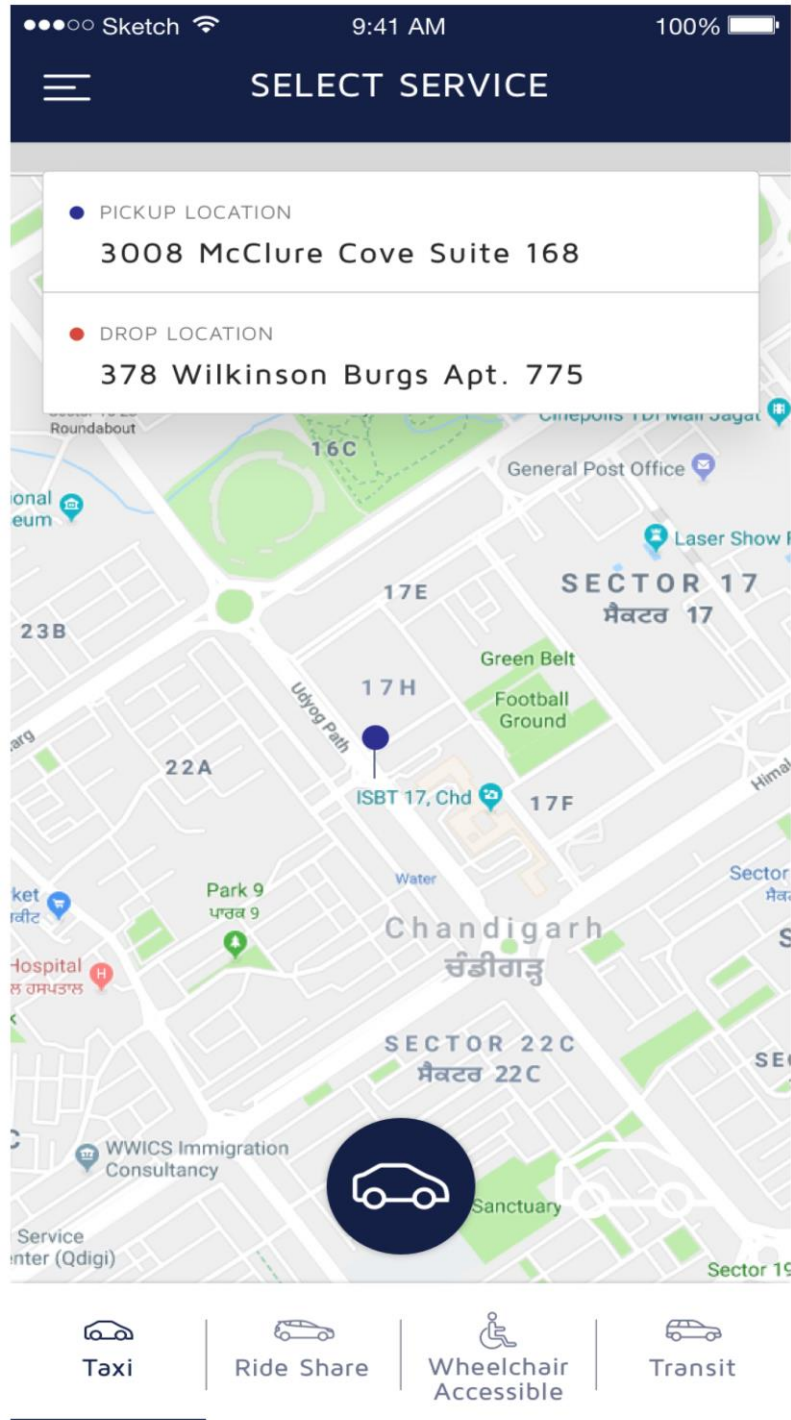
**The industry has
extensive under-
utilised assets during
off peak periods
where significant
travel demand exists.**

**Embedded
transgenerational
regional and rural firms,
known for your local
leadership, knowledge
and respected for your
safety track record**



**Demand Responsive
Transport**





- Passengers will be able to choose various types of transport services
- Plan their journey
- Book transport services in advance and 'need it now'
- Ride share and point to point
- Set up a personal profile linked to a credit/debit card
- See where their driver is
- Stores all trips taken
- Emails receipt at end of each trip
- Will take kids! (with consent)
- BAV eventually realizes ROI over long term - investment made by BAV so members can benefit

How Does It Work?

It matches supply
with demand



Transport Service Providers (Supply) set up account and manage their rolling stock & labor availability as often as it likes.

The public download the app, set up a profile linked to a credit card, then purchase trips, just like Uber.

**Rates charged are sustainable, transparent,
GT takes less than half the fare as Uber.
No surging!**

Who Will Benefit?

6

Operator – new revenue streams, diversification of business, continue community leadership, improved use of resources

Passenger – more transport options, greater accessibility

Community – money is reinvested locally, aiding regional development

Society – enabling more trips generates economic activity and reduces social exclusion



Demand Responsive
Transport

THANK
YOU