

HIGHWAYS, TRANSPORT AND ENVIRONMENT OVERVIEW AND SCRUTINY PANEL

THURSDAY, 16TH NOVEMBER, 2017

At 6.30 pm

in the

DESBOROUGH 4 - TOWN HALL,

SUPPLEMENTARY AGENDA

PART I

<u>ITEM</u>	<u>SUBJECT</u>	<u>PAGE NO</u>
4.	<u>ARRIVA CLICK DEMAND RESPONSE</u> Presentation slides.	3 - 28

This page is intentionally left blank



 Demand Responsive
‘Corner to Corner’ Transport

 THE ROYAL BOROUGH OF
WINDSOR AND
MAIDENHEAD

Arriva, Our vision and strategy

Arriva aim to be the mobility partner of choice for passenger and authorities alike.

We currently operate 19,500 buses across 14 different counties and have significant market presence in train services in 7 counties. Our parent company, DB, are the largest public transport organization in the world.

One pillar of our strategy is focused on innovation to shape and grow the market in partnership with our transport partners. Over the past 5 years we have looked at new ways to complement our traditional bus and train networks.

For example, Arriva Transport Solutions operate specialist transport on behalf of the NHS with full contact centre capabilities.

We believe that Arriva Click with its demand responsive capabilities is another product that can operate in partnership with our core business and partners.



Headwinds faced by local authorities in relation to road transport:

- 1) Cuts to **budgets** - reduced spend on local bus subsidy and other transport spends.
- 2) Increased **social transport demand** (= greater costs)
- 3) Falling **passenger numbers**
- 4) Increased **congestion**
- 5) Environmental concerns with **air quality**

5

Principle of on demand transport

On demand transport **aggregates** people travelling from multiple origins to multiple destinations in an exceptionally **efficient** way, providing the **convenience** and the **flexibility** of a customised on demand journey.

A Customer



1. Request journey via app
2. Choose pick-up and drop-off point, number of passengers etc.
3. Receive and then confirm a binding offer
4. Get confirmation, info about the ride and further instructions

B System



1. Process request
2. Match journeys
3. Send binding offer
4. Adjust routing and display new route to driver

Arriva Click - 'Corner to Corner' Transportation

7



On-demand
Passengers book using a smartphone app

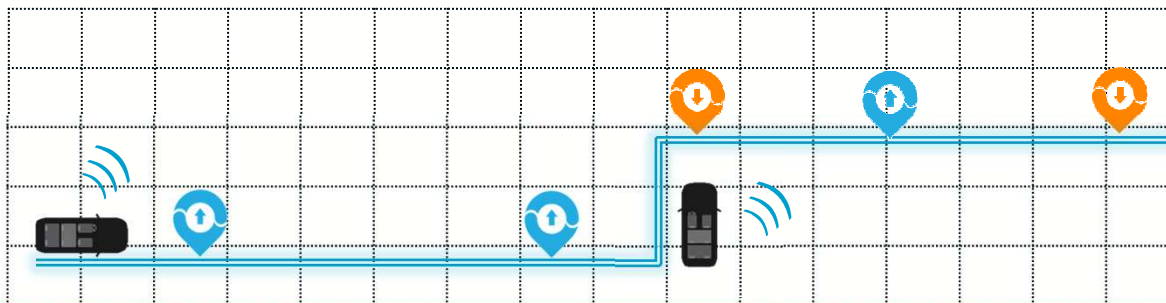


Convenient
Passengers are picked up within minutes at a nearby corner – a "virtual bus stop"



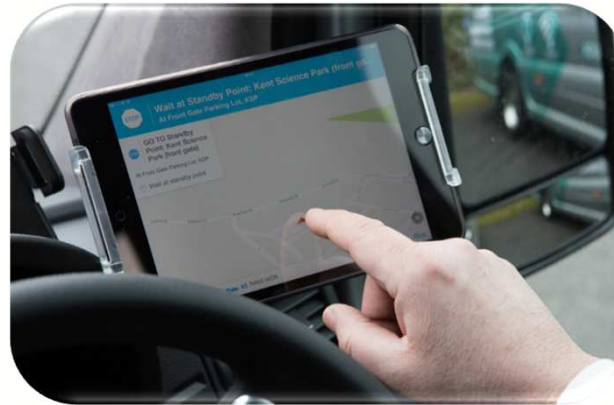
Shared
Passengers are seamlessly matched with others heading in the same direction

Fully Dynamic
Vehicle routes and
schedules are
updated in real time



Pick-up
 Drop-off

Designed using research & technology



∞

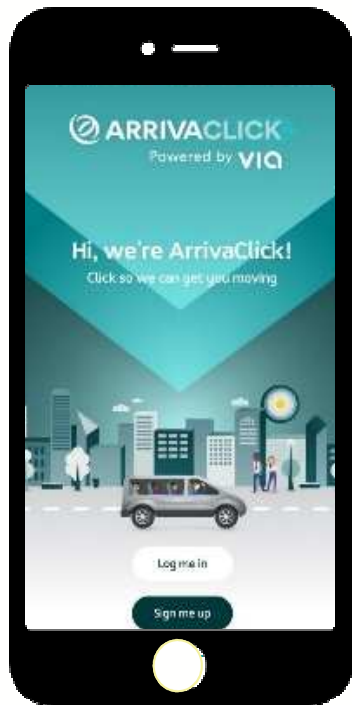
Vehicles have been described as luxury with plugs, Wi-Fi, leather seats

Drivers have excellent customer service and can be directly contacted.

A pleasant environment with comfortable lighting & space.

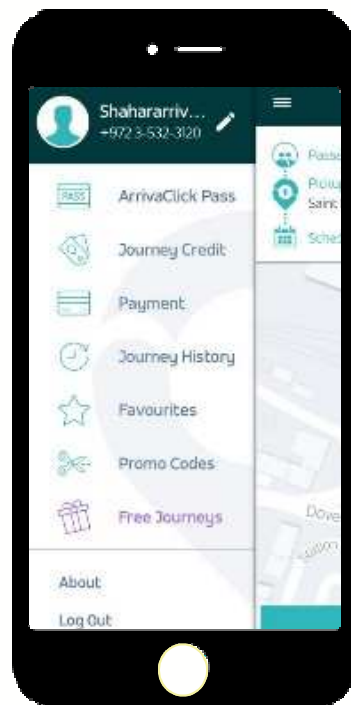
The Customer Experience - Just Click and Go

6



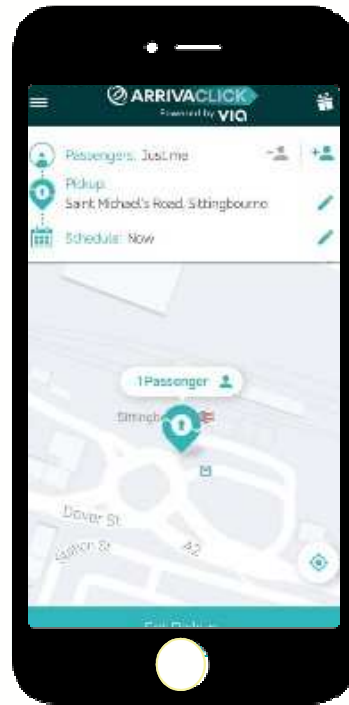
1

Download the app and create an account



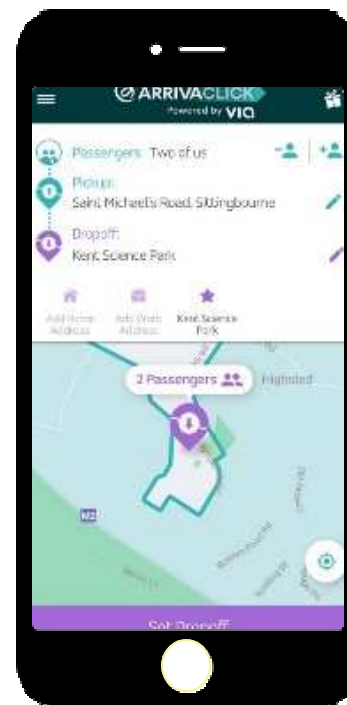
2

Buy journey credit or pay as you go



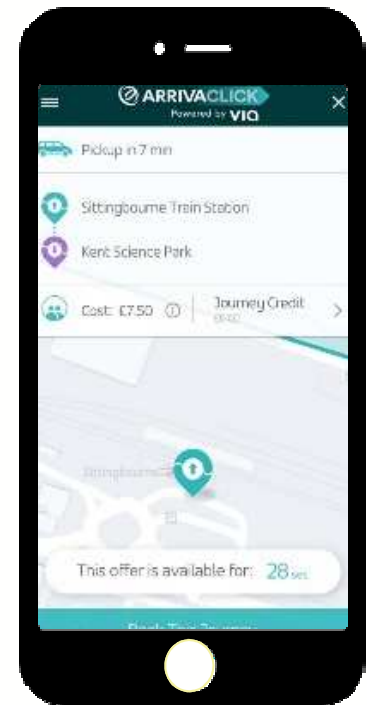
3

Select a convenient pick up point



4

Select your destination and add friends

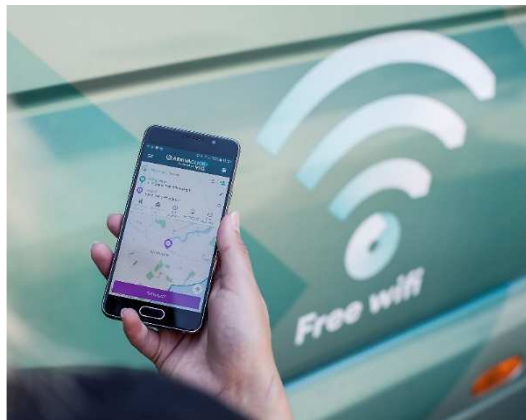


5

Receive a price and ETA for your ride and accept your ride

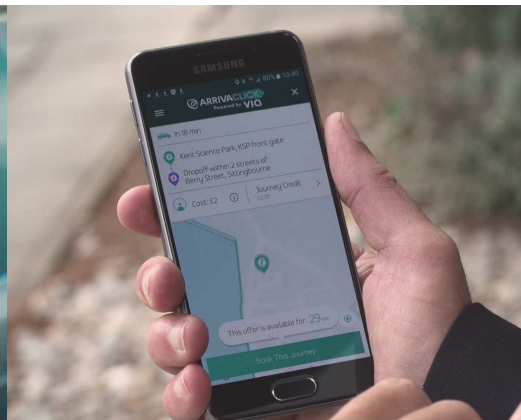
Customer Proposition

10



On-demand Transport

Customers can book a journey in real-time, when and where they want it, but also have the option to pre-schedule a journey up to 30 days in advance.



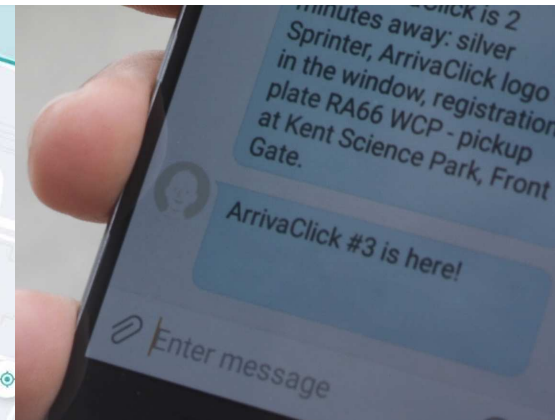
Transparency

Customers are given an ETA and flat fare before they book their journey.



Trackability

Customers can track their vehicle en route.



Communication

Customers are always "in touch" with the service via the app (SMS and phone call).

Customer Proposition

11



Convenience

Cashless payments – customers pay automatically via their credit or debit card in-app.



Quality

Vehicles are of a higher standard than traditional bus (pending vehicle configuration agreement). Customers are also guaranteed a seat once they have booked their journey.



Accessibility

All ArrivaClick vehicles are wheelchair accessible. Wheelchair users inform the app when booking, so the software knows to send a vehicle with space.



Excellent Customer Service

Customers are greeted by their first name and welcomed onto the vehicle by the driver.

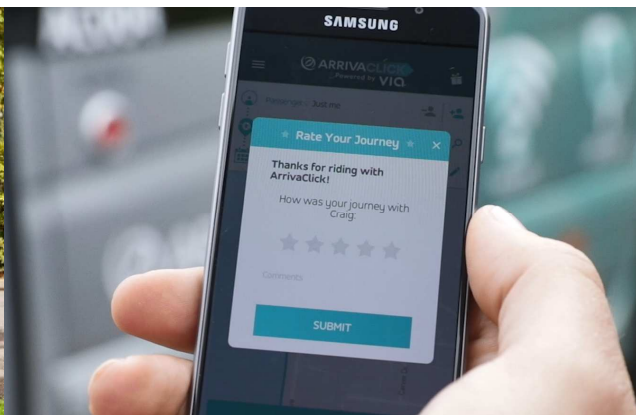
Customer Proposition

12



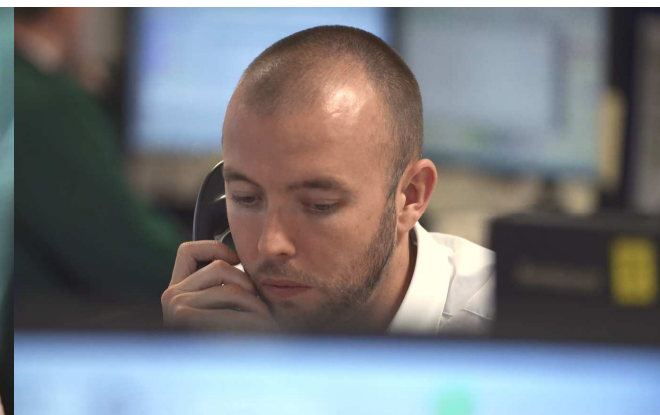
Shareability & Environmentally Friendly

Passengers are seamlessly matched with other people travelling in the same direction. Sharing journeys reduces the number of cars on the roads, reducing fuel consumption, carbon emissions and congestion.



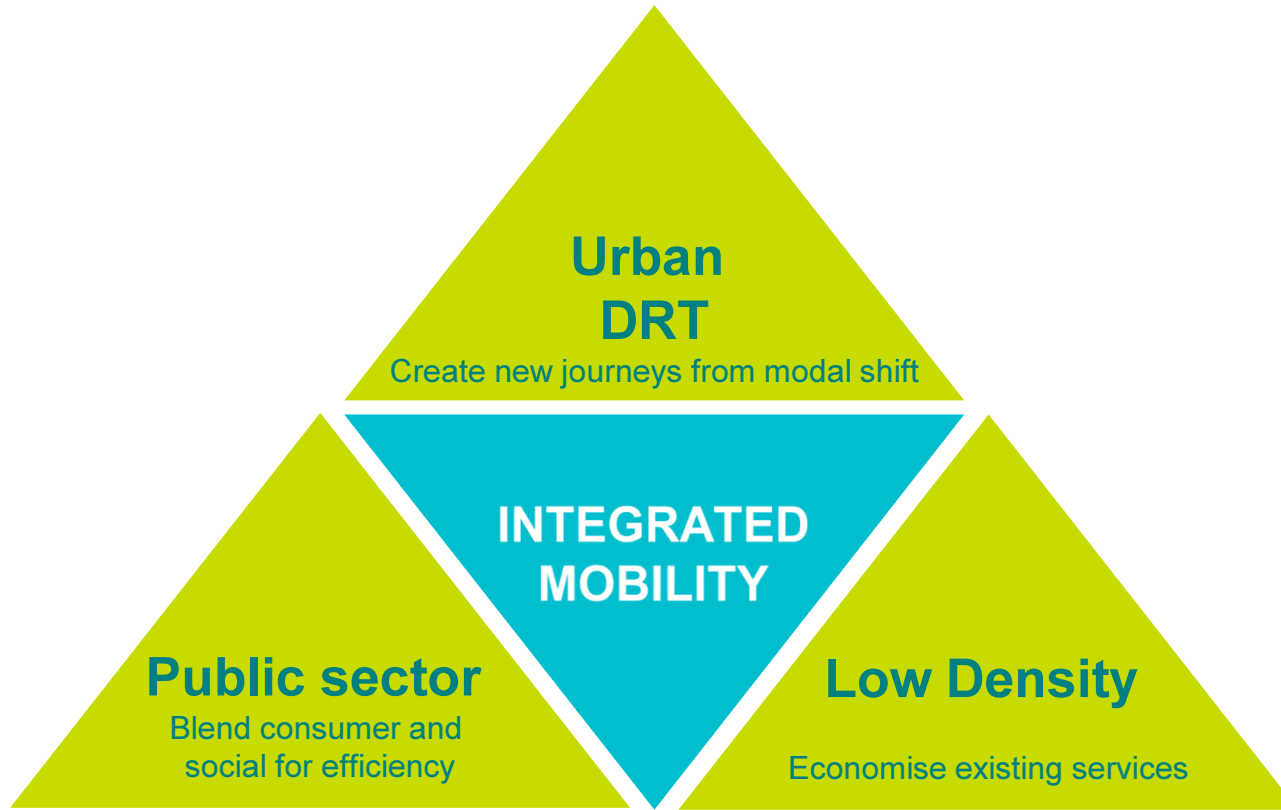
Safety

All journeys are recorded and receipted (SMS and email). Customers are also asked to give their driver and overall journey a rating out of five.



Customer Enquiries & Complaints

The backend technology collects in-depth data on all customer journeys, enabling the customer service team to investigate customer enquiries and complaints quickly and easily.



We can create value by using our experience and expertise to integrate all segments

Click in numbers

Ridership

Over 25,000 rides – Achieving up to 15% Week on Week Growth
From 70 rides (week 1) to more than 1300 rides (present day – week 34)

App

Over 6500 app downloads
Over 4000 accounts created

Customer Journeys

Current average waiting time of 12 minutes
Current average Journey 2.6 miles

14

Origin and Destination Heat Maps

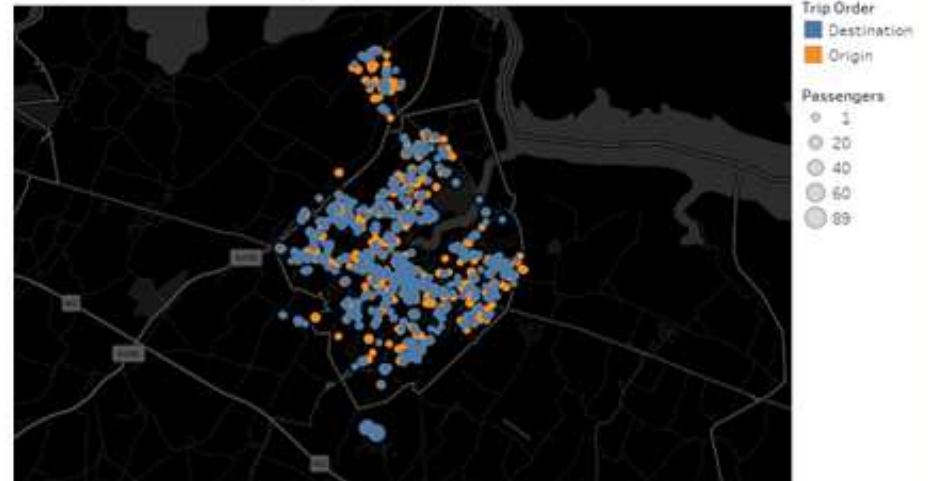
WC 22nd April

Origins & Destinations (Completions)



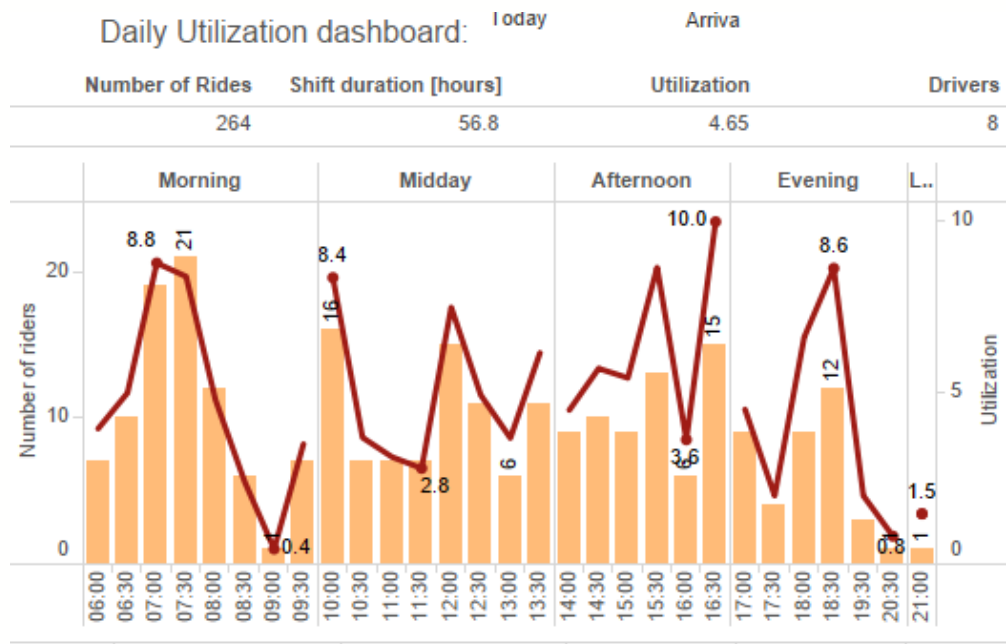
WC 22nd October

Origins & Destinations (Completions)

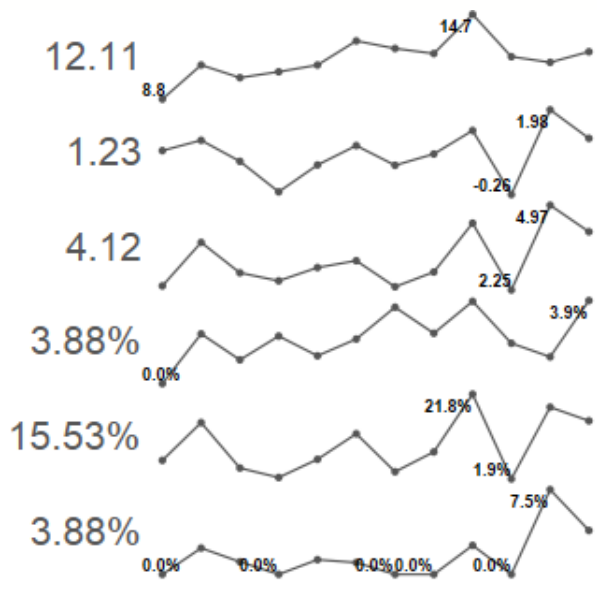


Data Rich – Instant and detailed

16



- Avg. Proposal ETA
- Avg. eta error [minutes]
- Std. dev. of eta error [minutes]
- % Early
- % Late (2 – 5 Minutes)
- % Very Late (5 Minutes+)



Live Control

17

The screenshot displays a live control interface for VIA. It is divided into several sections:

- Weather:** Temperature: 70.5F (21.4C), Feels like: 68.1F (20.1C), Precipitation: 0%.
- Service Mode:** Mixed mode.
- Vans:**
 - On shift: 3 +0 +0 (3)
 - On break: 1 +0 +0 (1)
 - Pre-shift: 0 +0 +0 (0)
 - Total: 4 +0 +0 (4)
 - Cap: (4/500)
 - Campers: (0/0)
 - Brown vans: 0 (0%)
- Pending pickups:** 1
- Riders on-board:** 1
- Driver ID:** [Input field]
- Major alerts:** [Icons for various alerts]
- Rider ID:** [Input field]
- Terminals:** knt_noon
- Speeds:** knt_morning
- Rider ETAs:** Google+Manual
- Scale:** x1.54, 0 ckt.
- Latency:** 42.2s
- Map:** Shows a geographic area with a blue boundary, a red pin (ID: 633), and a green pin (ID: 132). Map controls include 'Map', 'Satellite', 'Traffic', and 'Show Dropoffs'.
- News Feed:**
 - Jun 14, 2017 10:16:43
 - Navigation: 0, 1, 2, 3, 4, 5, 6, 7, 8, 9
 - Alerts, SMS and Calls, Errors, No Shows
 - Erica Joels (683) booked the ride
 - Erica Joels (683) requested a +1 ride from 55 Church Road, Sittingbourne to Avenue of Remembrance, Sittingbourne
 - Paul Gynne (131 van: 92) (DP) can pick up in at Church Road & Dolphin Road
 - Erica Joels (683) requested a +1 ride from 55 Church Road, Sittingbourne to Avenue of Remembrance, Sittingbourne
 - Craig Turner (133 van: 95) (DP) can pick up in at Church Road & Dolphin Road
 - Erica Joels (683) requested a +1 ride from 55 Church Road, Sittingbourne to Avenue of Remembrance, Sittingbourne
 - Craig Turner (133 van: 95) (DP) can pick up in at Church Road & Dolphin Road
 - Tara Whiffen (id: 132 van: 96) (DP) picked up Rasmus Pape (id: 925) Ride ID: 4515
 - Erica Joels (683) requested a +1 ride from 55 Church Road, Sittingbourne to 4 Dolphin Road, Sittingbourne
 - Craig Turner (133 van: 95) (DP) can pick up in at Church Road & Dolphin Road
 - Rasmus Pape (925) booked the ride
 - Rasmus Pape (925) requested a solo ride from 2 Castle Road, Sittingbourne to 196 Carver Drive, Sittingbourne

Market Town Operation

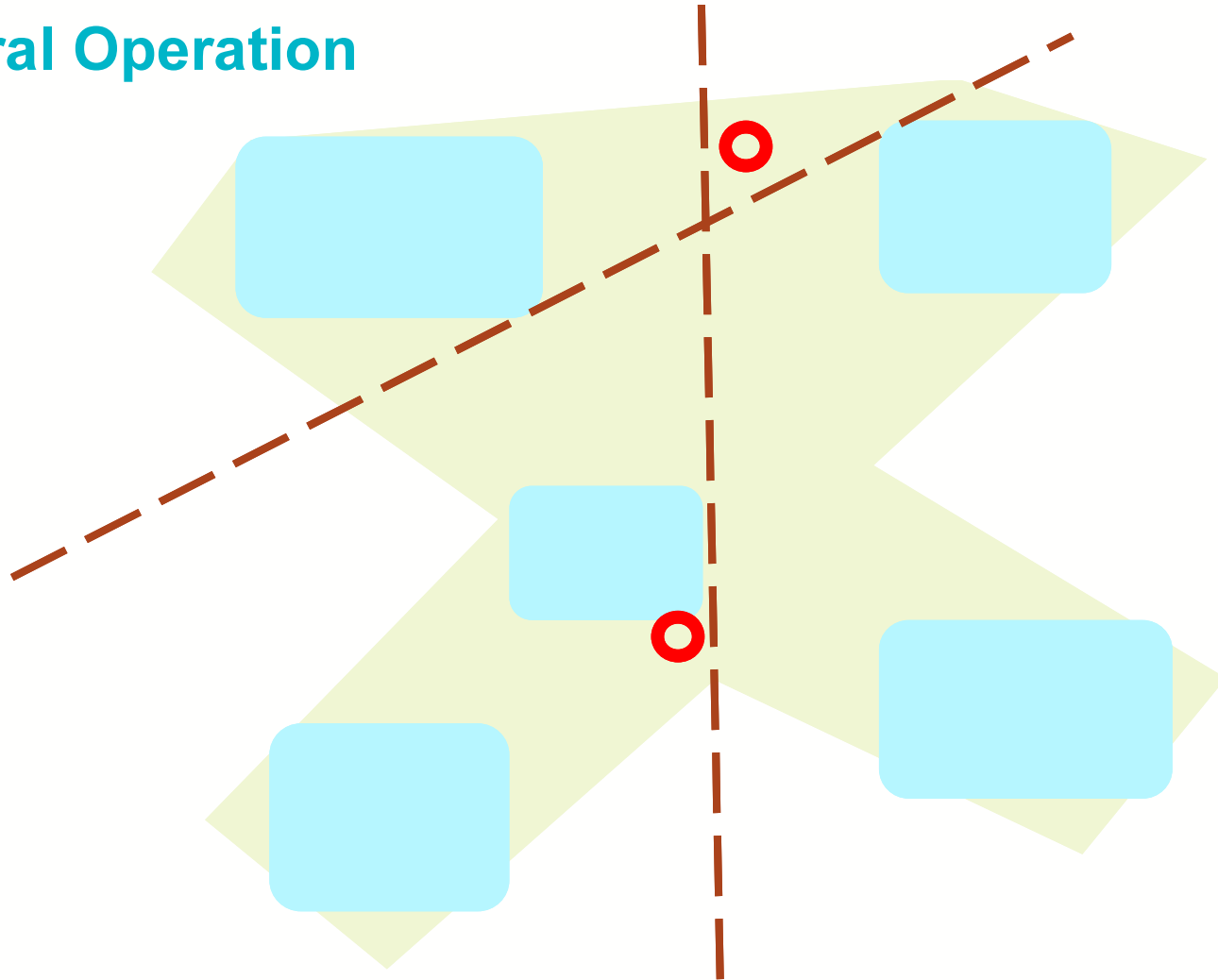


Key





-  Bus operating zone
-  Market Town
-  Surrounding village
-  Business park

Rural Operation

19

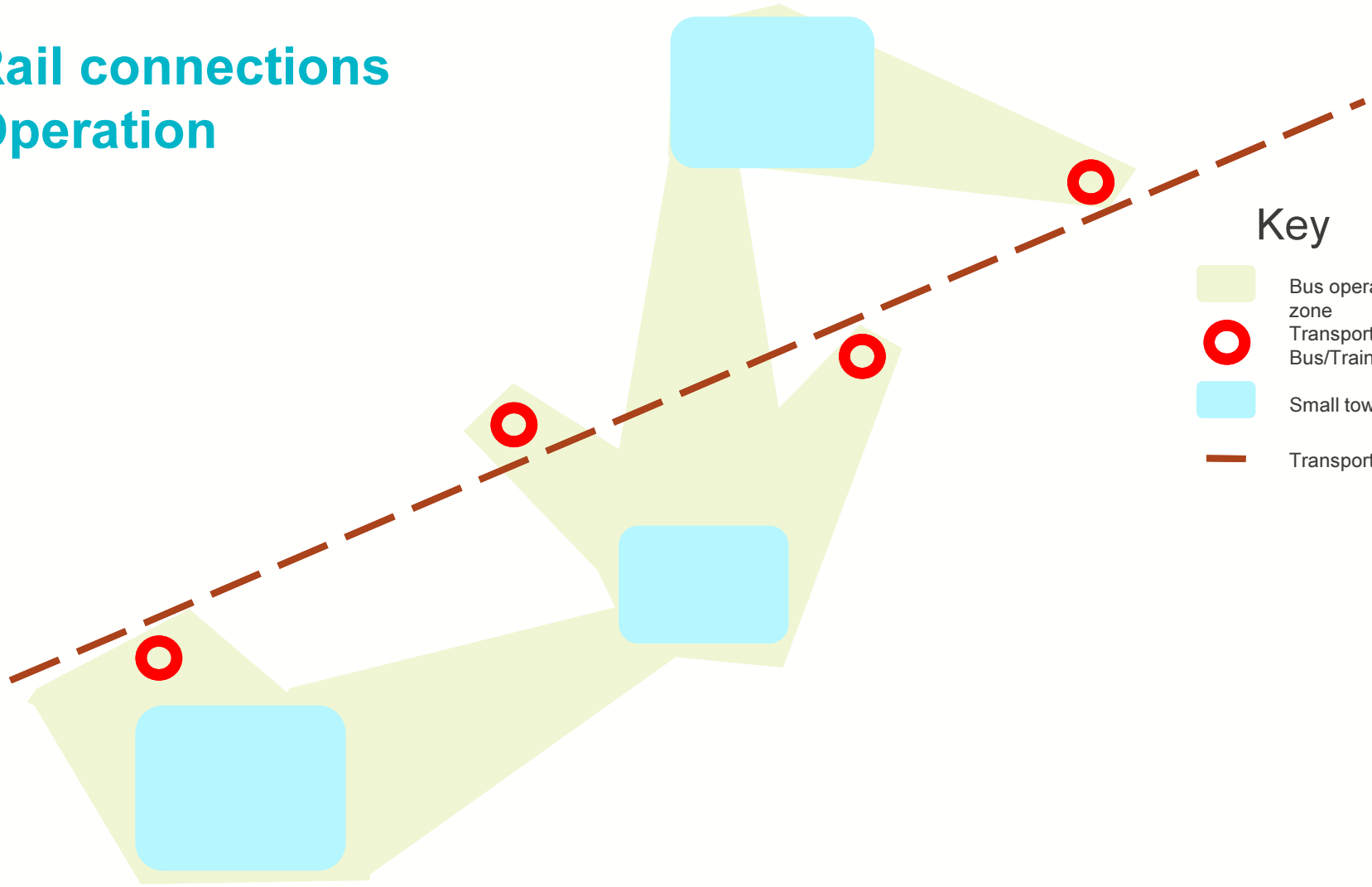


Key

-  Bus operating zone
-  Transport Hub Bus/Train station
-  Small town/village
-  Transport link

Rail connections Operation

20

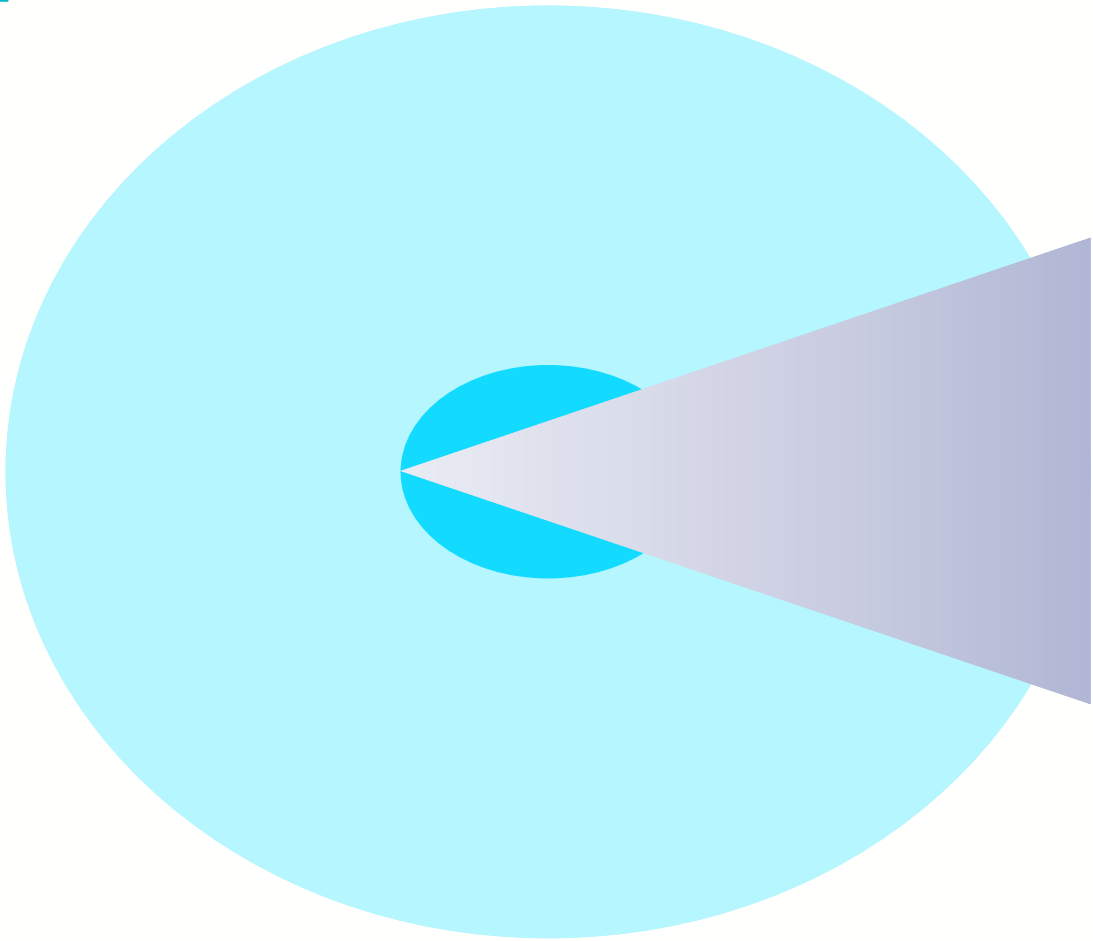


Key




- Bus operating zone
- Transport Hub Bus/Train station
- Small town/village
- Transport link

Urban Operation

21

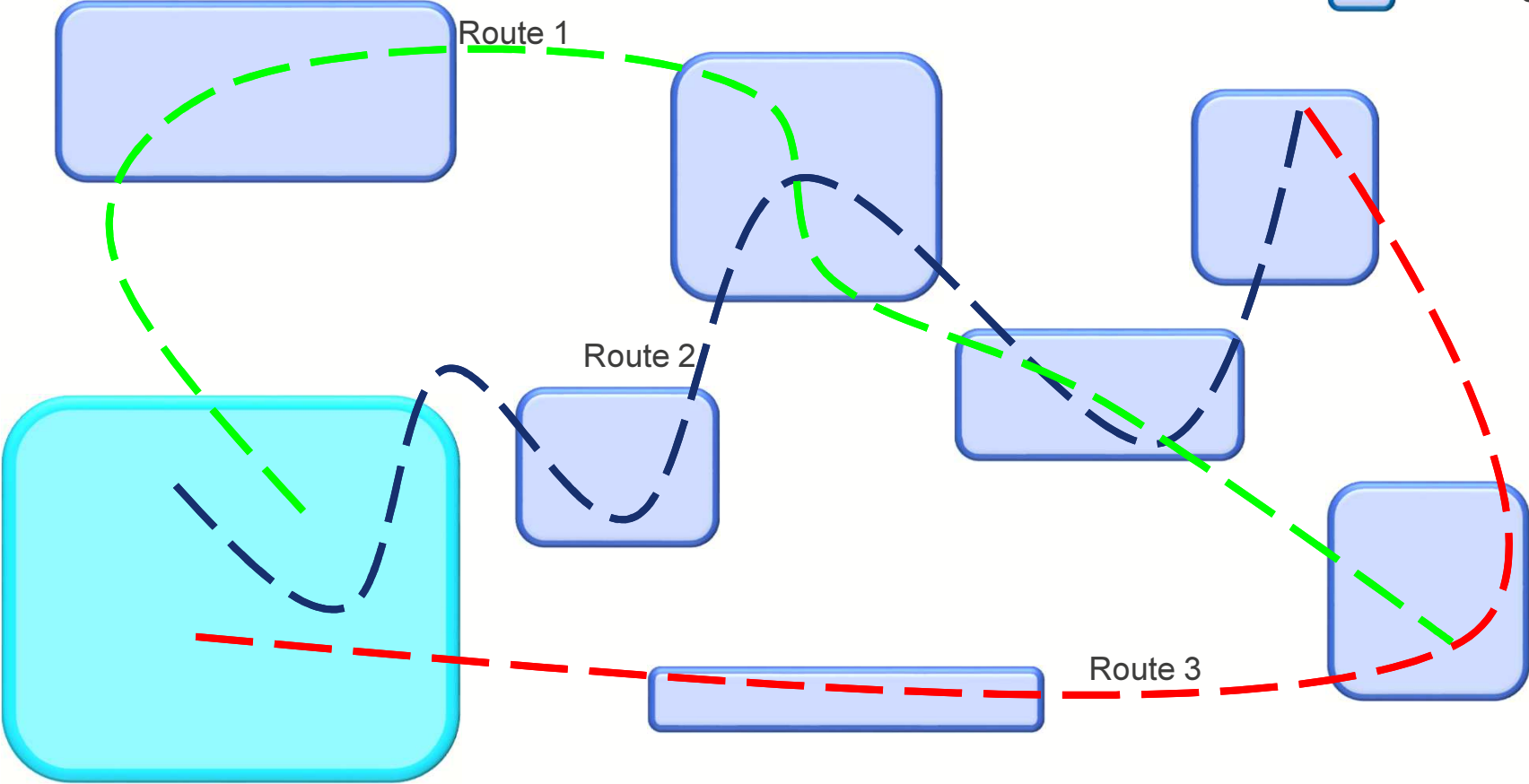


Key

-  City
-  City Centre
-  Bus operating zone

Replacement for a group of routes

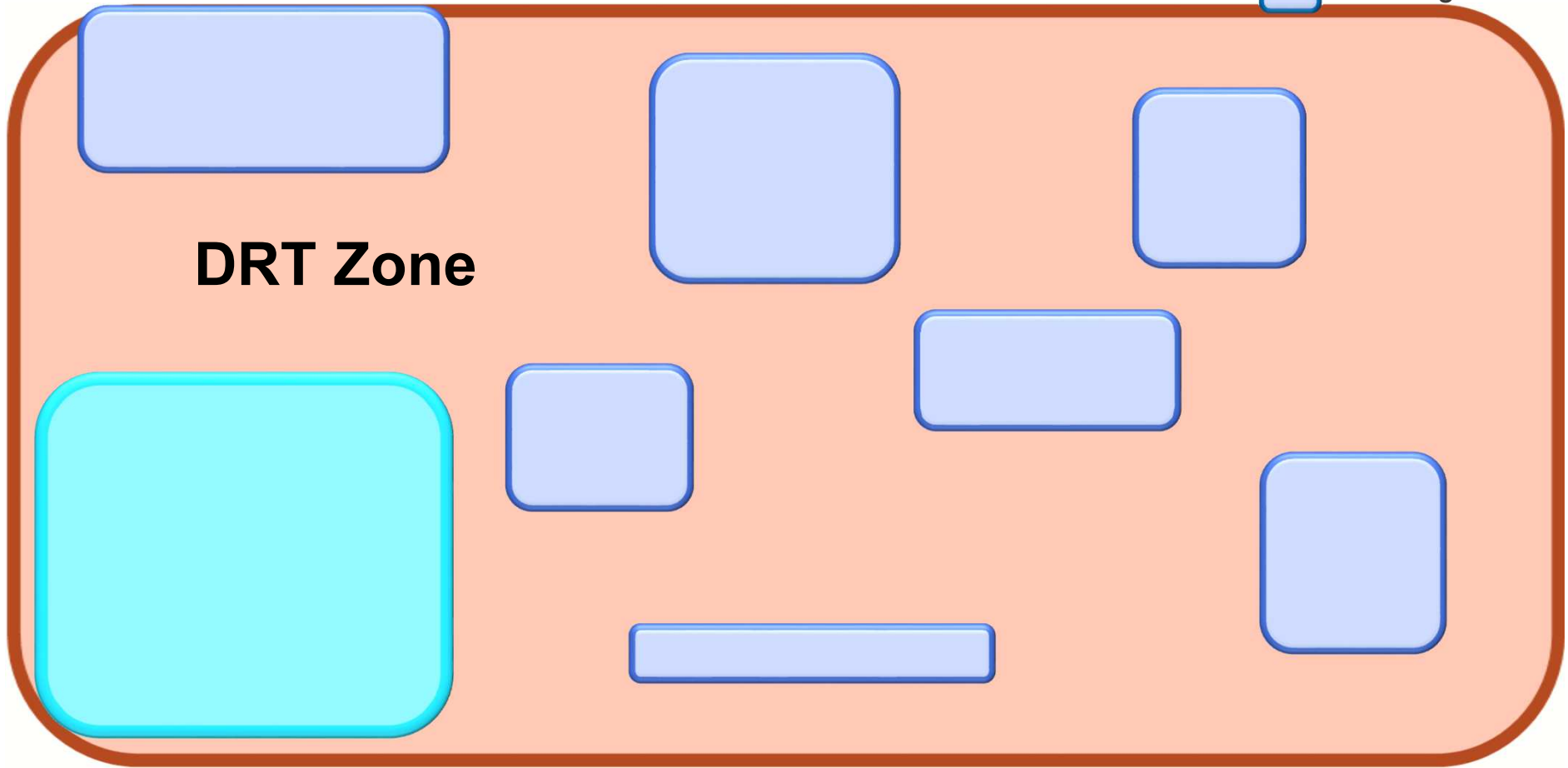
- Town Centre
- Housing estate



Replacement for a group of routes

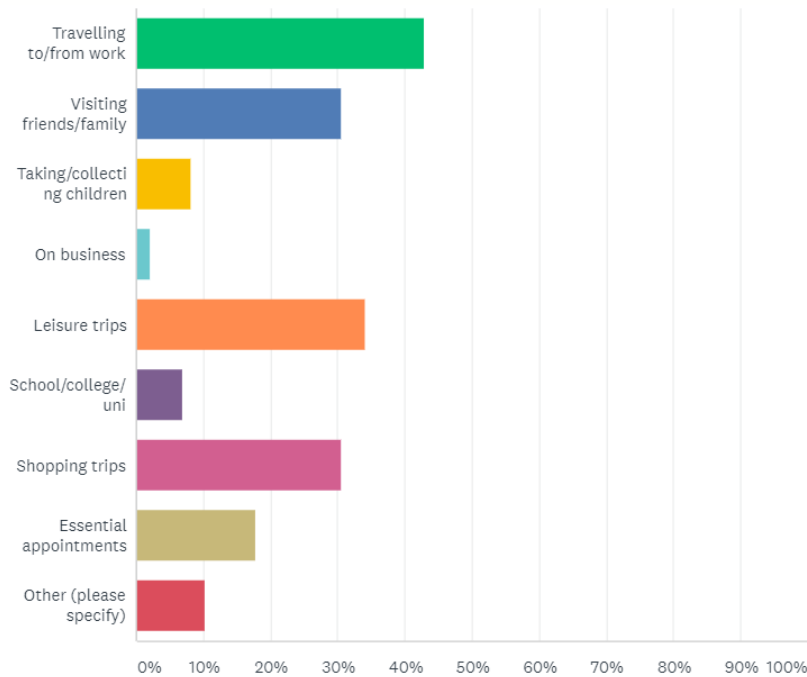
- Town Centre
- Housing estate

23



Our Customers

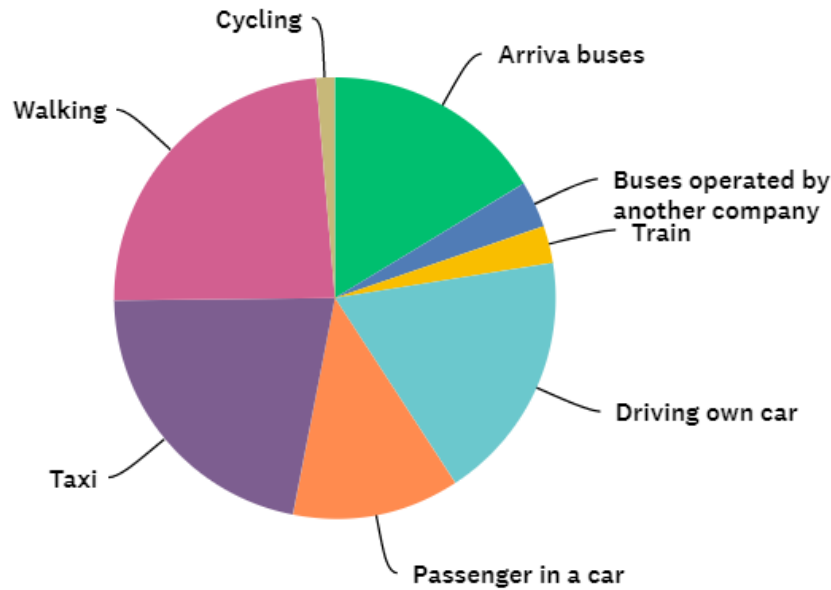
Purpose for travel



- 43% of respondents use ArrivaClick for their daily commute
- 34% use ArrivaClick for leisure trips
- 31% use ArrivaClick to visit friends and relatives
- 31% use ArrivaClick for shopping trips
- Shift from 75% commuters in May (survey conducted post school summer holidays)

Our Customers

Modal shift



- 30% of respondents have shifted from cars
- 24% have shifted from walking
- 22% have shifted from using taxis
- 21% have shifted from taking the bus
- Primary audience – car and taxi users
- Key aim to get people who wouldn't normally use public transport out of single-use cars – premium offering at an affordable price

Customer Feedback

26

ArrivaClick is a fast, reliable service and the staff are so friendly. It's the best thing that's ever happened to Sittingbourne.

I was made to feel like a VIP traveller, greeted by name, welcomed onto the bus and made to feel special.

Faultless – ArrivaClick makes travelling feel less like a chore, more comfortable and reliable.

ArrivaClick is brilliant! We all love how easy it is to use. I like being able to pay for my daughter's journey without worrying about her having cash for her journeys. The staff are brilliant and the buses clean and smart.

Buses run once an hour in our village. ArrivaClick has given us the chance to travel when we want and need to. It's great, clean and always available.



Demand Responsive
'Corner to Corner' Transport

This page is intentionally left blank