



NSW On Demand Public Transport Pilot Program

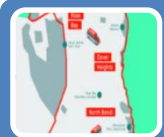
Bus Industry Confederation Conference 2019
18 November 2019

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Transport for NSW

on demand
public transport



Project Objectives



Identify & test new service delivery models



Identify technology requirements



Improve customer outcomes



Achieve better value for money



Investment in learning to:

- Become a more informed purchaser - informing Transport for NSW's planning, procurement and delivery of future transport services
- Mature the market in the development and delivery of innovative service delivery models



Geographic Spread of Pilots



METRO/OUTER METRO

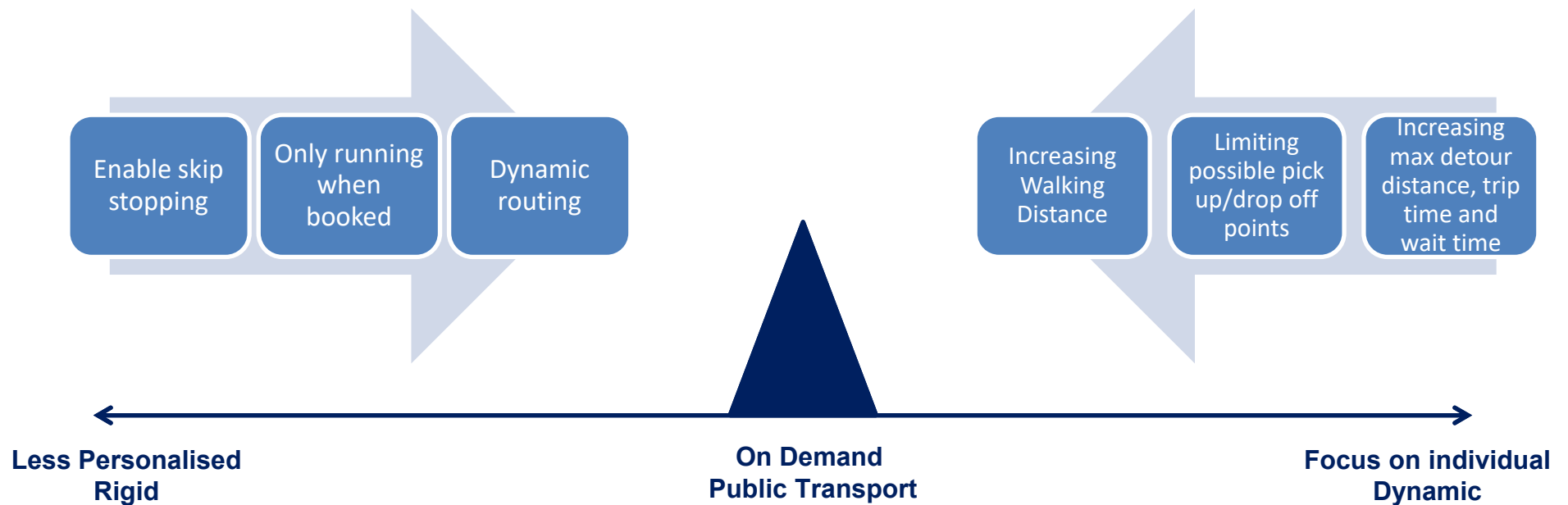
66 Proposals from **43 Proponents** resulting in **11 Pilots** in Sydney/ Outer Sydney Metro

RURAL AND REGIONAL

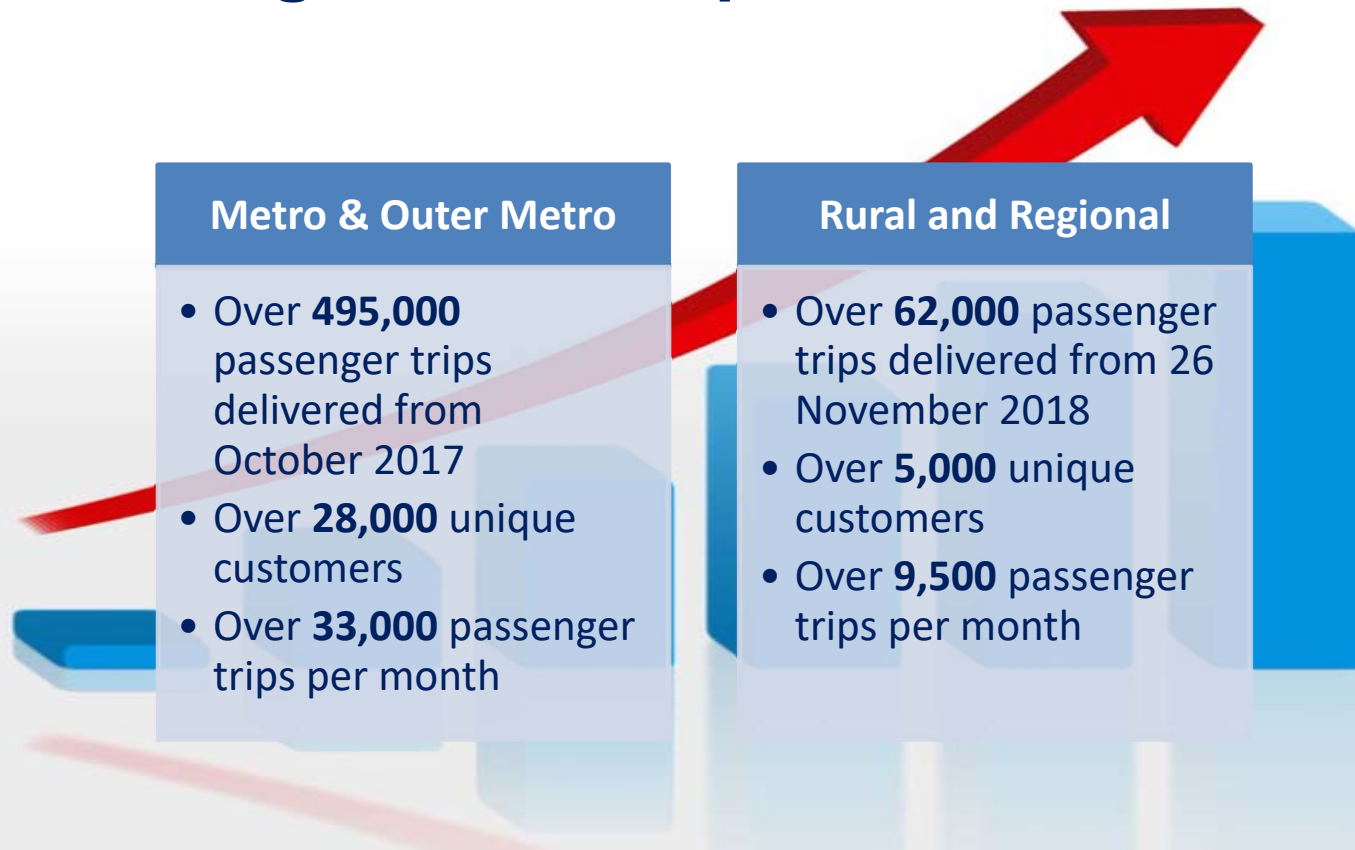
63 from **28 Proponents** resulting in **11 Pilots** in Rural & Regional NSW



Finding the balance – On Demand Public Transport



Pilot Patronage to end September





Moree On Demand



- Population c.7,500
- 3 route services were replaced by On Demand in November 2018
- Access provided to isolated communities
- To end September 2019 more than 39,000 pax trips delivered (4000-5000 per month)
- Previous route services carrying 100-200 pax per month
- Request for Proposals released on 23 October to establish the service on a permanent basis for up to 4 years



Northern Beaches - Keoride



Sydney's Northern Beaches - North Narrabeen to Palm Beach - Keoride

Commenced 26 November 2017 - Feeder service - transporting customers to/from home or a place nearby to one of three B-Line stops. \$3.10/\$1.55 concession.

Recently extended to 30 June 2020.

Operating hours

- Monday to Wednesday 6am – 10pm
- Thursday and Friday 6am – 11.30pm
- Saturday 7am – 11.30pm and Sunday 7am – 9pm

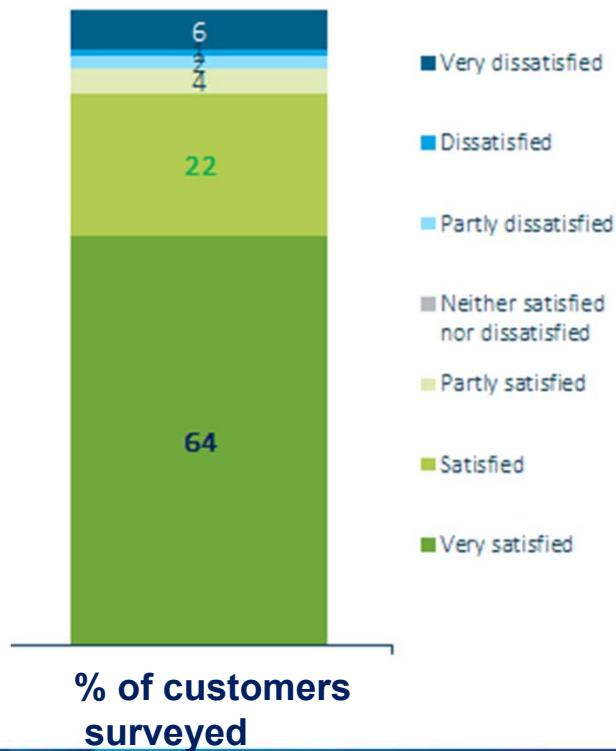


Fleet: Mixed - Partnering with GoGet

More than 185,000 pax trips delivered to end September 2019
17,000 trips per month



So what do the customers think?



- On Demand Transport customers are more intensely satisfied when compared with bus,
- Primary reason for overall satisfaction is the friendliness and helpfulness of the driver
- Primary source of awareness has been the vehicle followed by word of mouth.
- Customers want integrated fares to make it a viable everyday option, rather than occasional use
- Customers want to be able to pay with their Opal card
- The majority of customers see On Demand as much better service than any alternate including car, bus, train, rideshare and walking

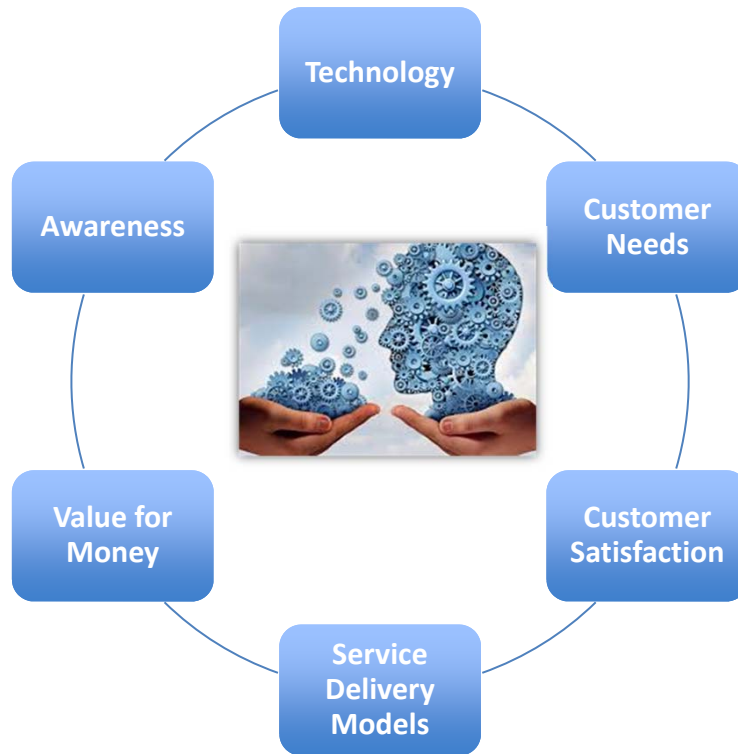


Barriers to usage of on demand pilot services

- Lack of fare integration
- Access to other transport options
- Requirement to change behaviour - needing to download and book with an app
- Issues during the booking process
- Service variability/unpredictability
- Restricted service zone and operating hours
- Education and awareness



What have we learned and what does it mean for the future?



on demand
public transport

