

ON DEMAND TRANSPORT

Busways Experience in The Ponds, NSW

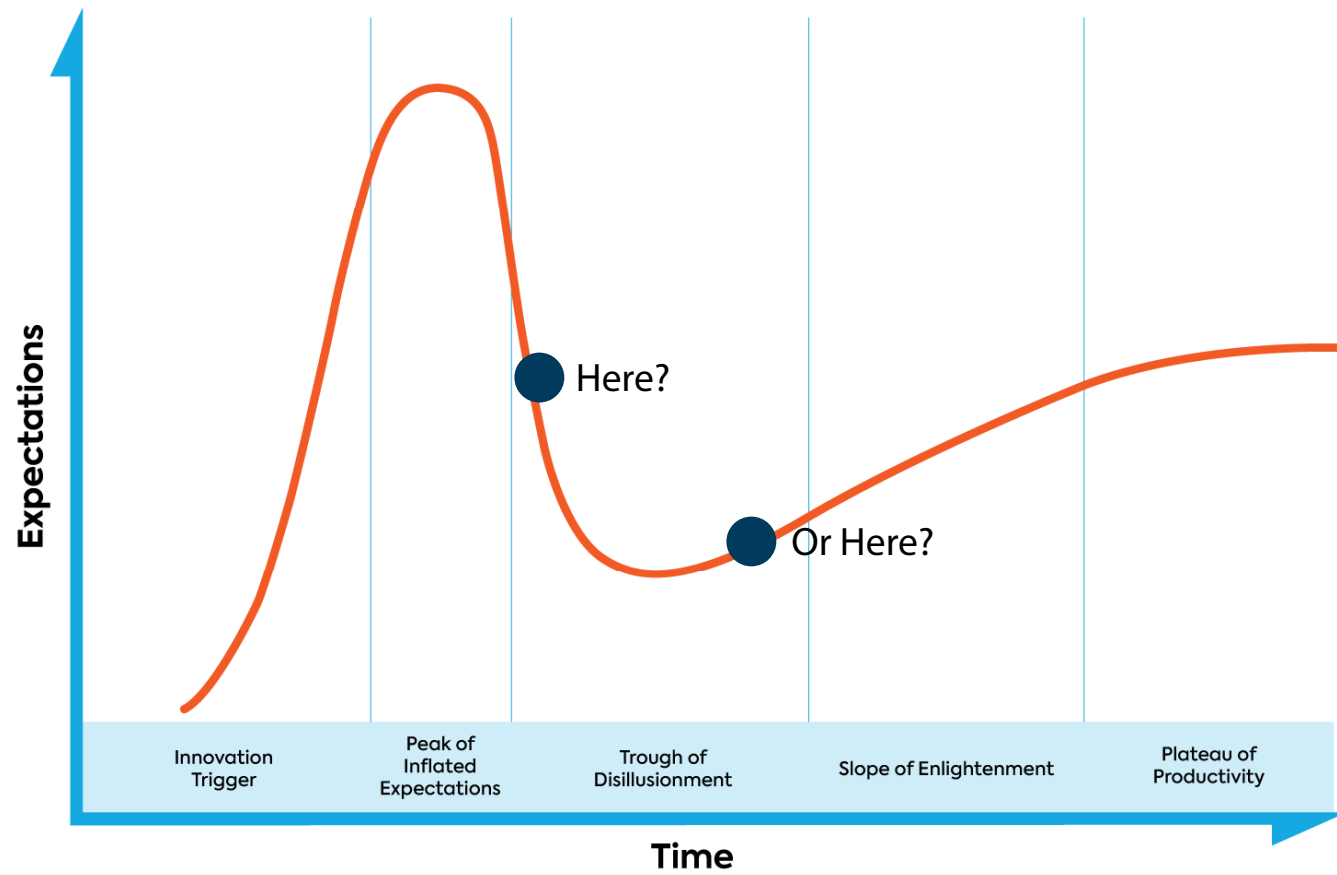


On Demand Transport – The Ponds




What role is first/last mile **On Demand** going to play in future Transport Networks?

Gartner Hype Cycle





 Busways

1

 cooee
BUSWAYS

 Transport

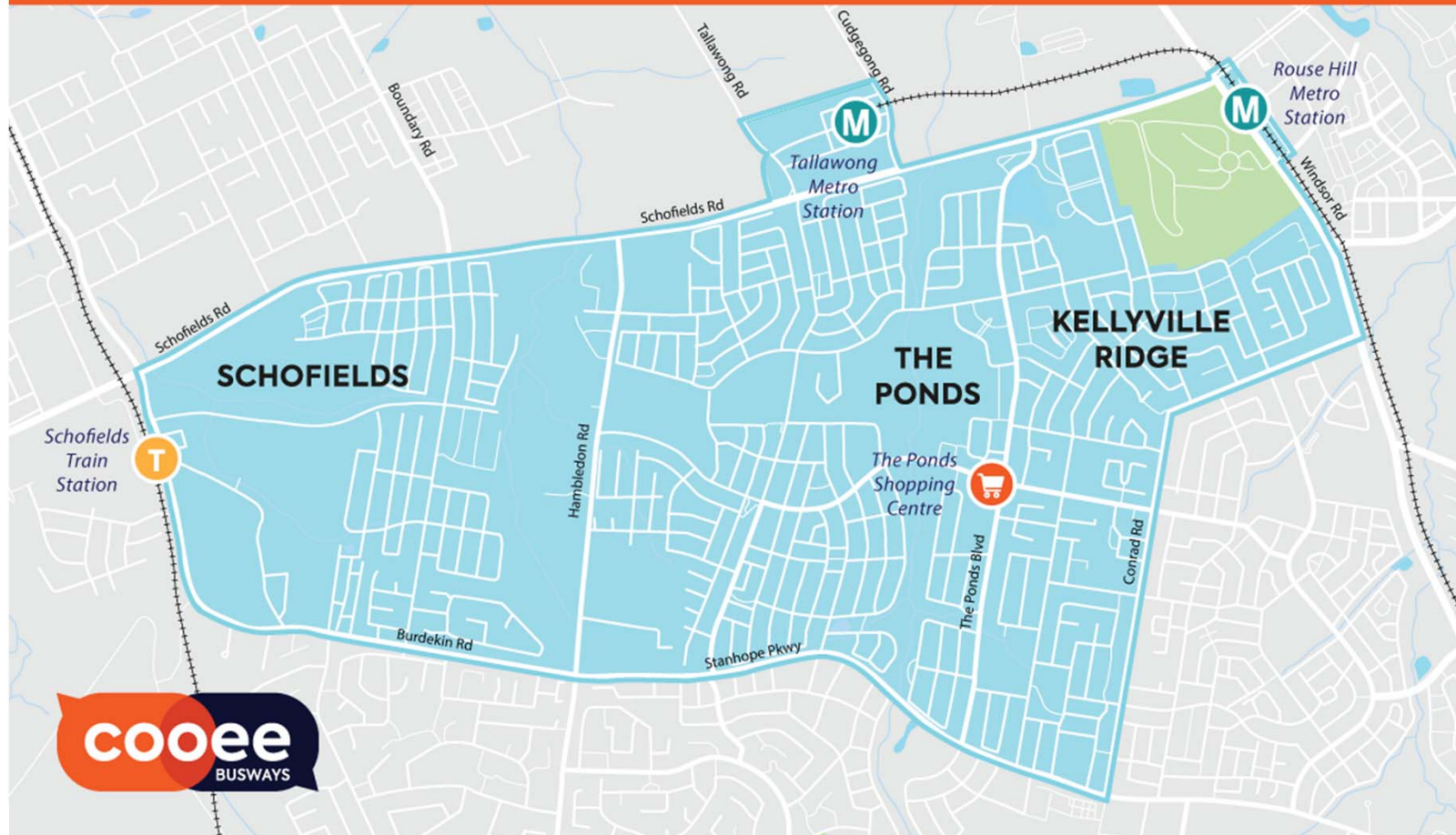
Introducing Public Transport that comes to you



 Busways

On Demand Transport – The Ponds

COOEE BUSWAYS SERVICE AREA



Cooee Busways

is one of Via's fastest
growing and best
performing On
Demand services
worldwide



On Demand Transport – The Ponds

UTILISATION





320
responses

PASSENGER PERCEPTION SURVEY - JULY 2019

How did you make this trip before Cooee Busways and the Metro were available?



Car
55%



Bus
32%



Did not
make trip
13%

Was using the car for your commute the main reason for owning it?

Yes
50%

No
50%

Average star rating



Driver



Overall



Recommend service
to friend or colleague

What do you like most about Cooee Busways?



Convenience
44%



On demand
16%



Drivers
9%



Travel time
9%

Are you considering selling and not replacing the car?

No

53%

Maybe

36%

Yes

7%

Sold

4%



Quick Efficient Kind Cheap Friendly
Polite Great drivers Cooee Wowed
Easy Busways Awesome
Excellent Flexible Perfect Good
Amazing professional Fantastic Frequent

"I like how they're always clean, the staff are friendly and they have useful things on board, such as umbrellas."

"It is a fantastic service full of fantastic employees that make the whole experience work."

"Perfect way to reduce cars on the road and parking congestion."



On Demand Transport - The Ponds

< \$10



On Demand Transport – The Ponds

What Worked?

- 3 Key Factors

1. A skilled team to **Design,** **implement** and **deliver**



2. Technology



APPS



ALGORITHM



EXPERTISE

3. Partnership & Collaboration



Thank you



