New Opportunities for On-demand Shared-ride Services to Deliver Modal Shift and Inclusive Travel

Presentation by

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Technical capacities meet...

...Real world realities

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Smartphones IT

Younger people

Hub and spoke (Lindsey, et al., 2010, Brons et al. 2009; Cohen & Kietzmann, 2014)

Employment locations (Wang et al .2014, Laws et al. 2009)
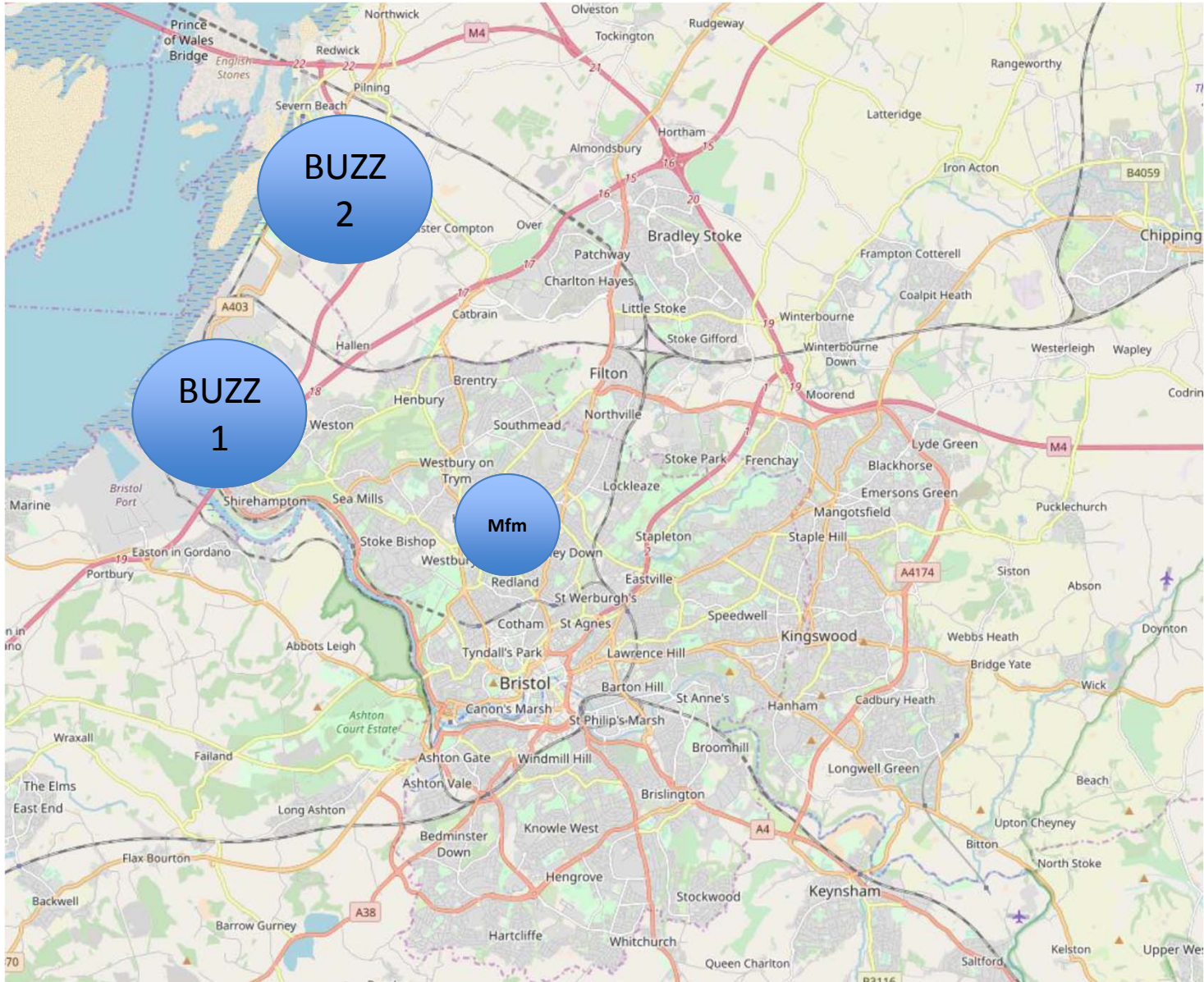
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Affluence (Deka et al. 2010)

Sharing (Nguyen, 2013)

Interchange (Lindsey et al., 2010; Crisp et al., 2018)

Unreliability (Crisp et al., 2018)

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MODLE

Mobility on Demand
Laboratory Environment

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Findings

Timetables

Routing

DRIVER TIMES											
Stop	Name	Type	Time (leave stop)								
1	Eastfield Inn	Bus	06:00	06:30	07:00	07:30	08:00	08:30	09:00	09:30	10:00
2	Henleaze Park Drive	Bus	06:02	06:32	07:02	07:32	08:02	08:32	09:02	09:32	10:02
3	Henley Grove	Bus	06:04	06:34	07:04	07:34	08:05	08:35	09:05	09:34	10:04
4	Waitrose	Taxi	06:05	06:35	07:05	07:36	08:06	08:37	09:06	09:35	10:05
5	Fallodon Way	MFM	06:06	06:36	07:06	07:37	08:08	08:38	09:07	09:37	10:06
6	Halsbury Road	Bus	06:08	06:38	07:08	07:39	08:10	08:41	09:10	09:39	10:08
7	Springfield Grove	Bus	06:09	06:40	07:10	07:41	08:12	08:43	09:11	09:40	10:10
8	Phoenix Grove	Bus	06:10	06:41	07:11	07:42	08:13	08:44	09:12	09:41	10:11
9	Hub	MFM	06:15	06:46	07:16	07:48	08:20	08:51	09:19	09:47	10:16
10	Eastfield Inn	Bus	06:21	06:53	07:23	07:55	08:28	09:00	09:26	09:54	

MY FIRST MILE

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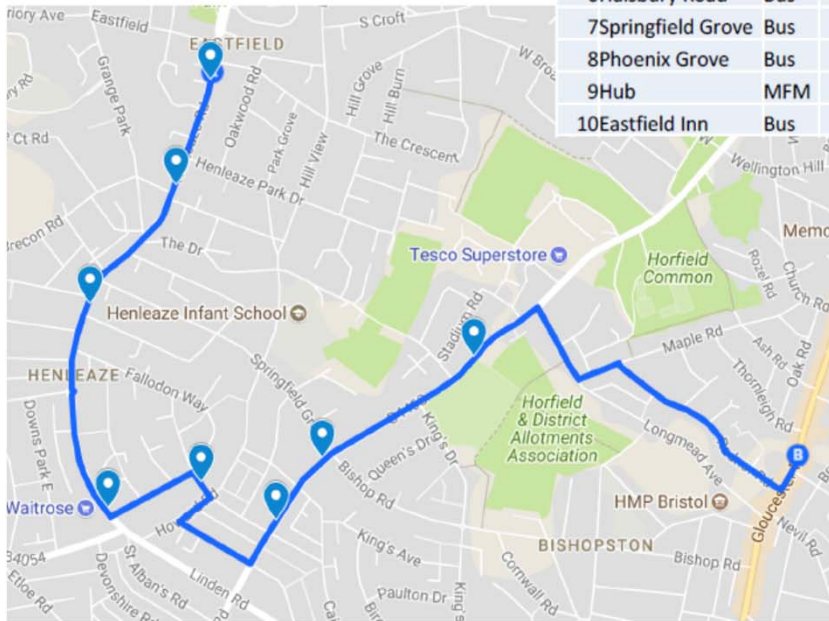
Affluence

.......and cars

Costs to employers

Costs to end-users

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Conclusions

The MODLE project was successful in a number of respects, **exploring and proving** some important concepts in delivery of this type of service

The project shows how **iterative improvements** in dealing with real life operational obstacles, working towards financial sustainability, can be made.

The model project suggests demand responsive solutions appear more effective in **increasing accessibility** to employment and services than they are in abstracting affluent people from cars.

Whilst there were positive evaluations of journey experience on both services where and when a service runs and whether it is reliable appears to remain paramount. The important benefits of DRT then may be in **geographical and temporal coverage, and clarity** around these rather than improved journey experience

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