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

CTS Spring Conference

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Technical capacities meet...

...Real world realities
Smartphones IT
Younger people
Hub and spoke (Lindsey, et al., 2010, Brons et al. 2009; Cohen & Kietzmann, 2014)
Affluence (Deka et al. 2010)

Sharing (Nguyen, 2013)

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

Unreliability (Crisp et al., 2018)
MODLE
Mobility on Demand
Laboratory Environment
Findings

Timetables

Routing
Affluence

......and cars

Costs to employers

Costs to end-users
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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