

AT Local

Devonport On-Demand Rideshare Trial

Service Review and Recommendations



AT Local – Context: First & Last Leg

- First and final leg connecting customers to/from public transport can be the most difficult journey stage
- Difficult for traditional scheduled public transport to provide effective and efficient services to bridge this gap
- The gap in part is being filled by commercial ride sharing and ride hailing services: Uber, DriverHer, Ola and Zoomy; however, these services are often unreliable, price variable or cost prohibitive
- Focused on optimising (reducing) waiting and travel times but only at an individual customer level.



AT Local:

- 12 month trial
- On-demand, corner-to-corner rideshare service



Trial Objectives

- 1) Encourage modal shift away from the private motor vehicle
- 2) Reduce congestion in the local Lower Devonport Peninsula area
- 3) Trial a new innovative way to meet customers ‘first’ and ‘final’ leg travel needs
- 4) Social responsibility including improved sustainability through use of electric vehicles
- 5) Measure customers adoption and perception of the rideshare concept
- 6) Take learnings and applicability of the service for other parts of Auckland.



Key Outcomes (to 31 August 2019)

A review has been undertaken on AT Local for the period of November (launch) 2018 to 31 August 2019. Key outcomes:

- Service is still in the growth phase, averaging 50 new customers weekly. Since June on average achieved target 200 daily rides
- 2,950 registered customers (~20% of target market in the ride zone area)
- 43% of customers have swapped private motor vehicle for AT Local
- High customer satisfaction rating (97% of users rate service 5/5, from 3,100 ratings)
- Stable use of local bus services – customers use bus & AT Local interchangeably
- Subsidy per passenger: AT Local \$11.72; compared to the highest cost traditional PT mode of Ferry \$11.18
- Peak hour ridership ranks 2nd, benchmarked against nine similar global services (Services provided by Via Mobility)

Recommendations for Trial

- **Continue the current AT Local service but with operational changes to reduce cost and public subsidy**
- Extend the trial for a further 6-month period to assess performance over summer, leveraging the larger customer base.
- Reduce the operating cost (~10%) by reducing operating hours, which will drop the subsidy/ride to below \$10; negligible pax impact

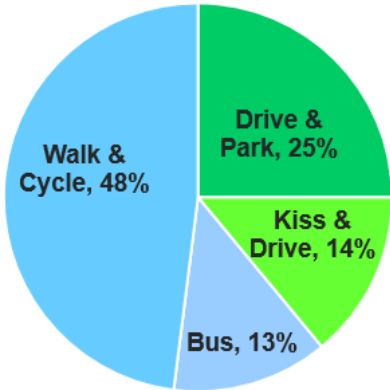
Day	Mon - Thu	Fri:	Sat:	Sun / Public Holiday:
Current Operating Hours	05:40am – 21:20pm	05:40am – 21:20pm	08:25am – 18:50pm	08:25am – 18:20pm
Proposed Operating Hours	06:00am – 21:00pm	06:00am – 22:00pm	No Service	No Service

- Expand rideshare zone to include additional area to Hauraki Corner in (shown in yellow)
- Future possibilities:
 - Ability to book rides via web, phone
 - Alternative payment options e.g. voucher, cash, AT HOP



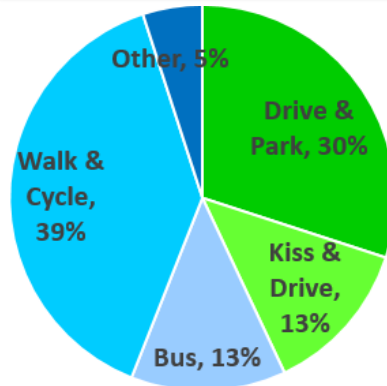
Result: 1) Encourage Modal Shift

Travel to Ferry: Pre-AT Local



Pre-AT Local customer survey (Sep 2017)

Travel to Ferry: With AT Local

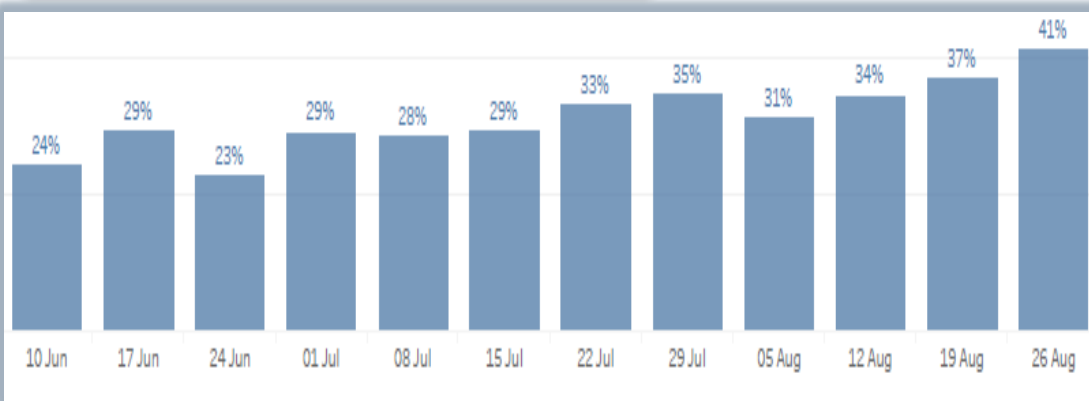


AT Local customer survey (May 2019)

- 27,500: Total ridership
- 43%: Modal shift - customers switched away from cars
- 10,750: Private vehicle trips replaced
- 26%: Use AT Local more than once per day
- 23%: Users increased use of ferries because of AT Local
- 2%: Started using ferries because of AT Local
- Local bus patronage stable: users interchange use of local buses and AT Local

Result: 2) Reduce Congestion

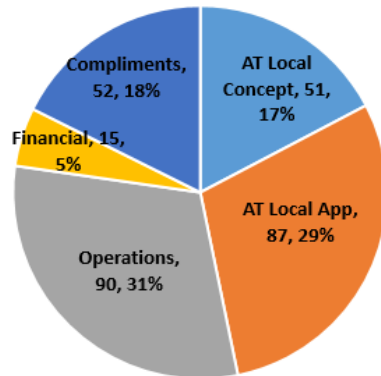
Ride Aggregation: Sharing the Ride



- 407 car trips replaced per weekday
- 49% ride aggregation (share) in 2 hour AM peak
- 32% aggregation (share) in 5 hour PM peak
- 81% of people that live in the 'ride zone' area are aware of the AT Local service

Result: 3) Customer-Focused Innovation

AT Local - Customer Feedback
Nov 2018 - 31 Aug 2019



A number of new service changes have been introduced based on customer feedback, including:

- A simpler “book now” feature
- An easy way to book a ride at a future time/date
- Making it easier to identify the ride vehicle you need to catch (if several are lined up at the ferry)
- Ferry terminals are selectable icons within the app
- Reduced customer walking distances without affecting operational efficiency
- In-app marketing has been a low cost and effective way to both acquire and activate usage with customers

Result: 4) Social Responsibility

- Improve sustainability. AT Local delivered a world first in utilising an all-electric vehicle rideshare fleet.
 - 10,750 private vehicle trips replaced, which equates to an 8.7 tonne reduction in CO₂ emissions
 - AT Local takes multiple passengers per trip, which has resulted in an estimated 3,150 reduction in vehicle trips
- AT Local has provides customers with improved transport choices
- Customer accessibility. AT Local is a safe (after dark), reliable, affordable service which is wheelchair accessible
- Reduced driver distraction when searching for parking

Result: 5) Customer Adoption & Perception

- 4.88/5.00: Average customer rating
- 2,950: Registered customers (20.7% of target market)
- 890: Regular riders (30.2% of customer base)
- 38%: Rides aggregated (shared) during peak hours
- 62%: Customers have taken at least one ride
- 39%: Customers have taken three or more rides.

Result: 6) Learnings & Applicability for Future Services

- Future trial locations areas will have unique localised customer factors that must be identified & integrated into the service
- Selecting the right Operator impacts successful outcomes – rideshare is more personalised than public transport
- Timing of new service implementations – avoid launching close to extended summer holiday period
- Extensive pre-launch and post launch promotion campaigns are needed to gain fast customer adoption
- Consider alternative channels for ride book requests, such as web and phone
- Consider alternative payment options, such as cash and vouchers