

ARRIVACLICK – ON-DEMAND PUBLIC TRANSPORT SERVICE

Country: England

OVERVIEW

ArrivaClick is an intelligent, on-demand and flexible minibus service that takes multiple passengers heading in the same direction and books them into a shared vehicle.

It was developed in partnership with the US transportation solutions firm, Via, which provides dynamic ride-sharing services in New York, Chicago and Washington. Via provided a custom-built app, which features an algorithm designed to enable passengers to be picked up and dropped off in an endless stream, without taking riders out of their way to accommodate other passengers, enabling the platform to move a high volume of riders while using a fraction of the number of vehicles that would be normally used by conventional public transport services.

ArrivaClick, works via an app with users selecting pick up and drop off points and being guaranteed a seat. The vehicles have a maximum capacity of 12 passengers, are equipped with leather seats, Wi-Fi and charging points, and are wheelchair accessible.

Being originally piloted for one year between Kent Science Park and Sittingbourne station, the service currently operates on Monday to Saturday from 06:00 to 22:00 in Sittingbourne and in Liverpool Monday to Saturday from 06:00 to 22:00.

Users are able to pay using their phone (with the amount debited from their credit card) when booking a journey. ArrivaClick journeys start at just £1 and fares are based on journey distance and time of travel.

Main aspect/issue addressed by the good practice

- Limited public transport options
- Providing first-/last-mile options for underserved areas



Source: <https://busesmag.keypublishing.com/2018/06/26/liverpool-is-next-for-arrivaclick-drt>

Prices may also vary depending on day of travel, and other factors. As an additional incentive stimulating passengers to using the service, ArrivaClick offers the opportunity to receive a 40% discount to passengers travelling with their friends, as well as a weekly commuter pass (i.e. a couple of rides per day) and weekly unlimited passes.

Main objectives of the good practice

- Enable mobility while providing an alternative to households owning a vehicle.
- Alleviate congestion and improve air quality also in urban areas thanks to integration with bus and train networks

DESCRIPTION OF THE AREA

<i>Region</i>	<i>Target area</i>	<i>Population</i>	<i>Population density</i>
Liverpool and Sittingbourne. As of April 2019, there is also a service in Leicester.	Unspecified. However, ArrivaClick website reports that the service areas are located in the Liverpool city centre and south Liverpool, as well as in and around Sittingbourne (Swale District, Kent) and Kent Science Park	According to 2011 Census data, city centre population of Liverpool is 491,500, whereas its urban area accounts for 864,122 inhabitants. Sittingbourne population is 62,500.	Liverpool - 4,395 [inhab. /Km ²] Swale District - 3.6 [inhab. /ha ²]

Target user groups and needs

Target group for ArrivaClick is those in the operating area – it targets all who desire to use the service, particularly if current public transport does not suit their needs.

Arriva's intention is for ArrivaClick to appeal to people who would not normally consider travelling by bus by offering them a new service that is frequent, reliable and personalised, with the feel of an executive shuttle.

DETAILED DESCRIPTION OF THE PRACTICE

Timeframe(s)

ArrivaClick was launched in Sittingbourne in April 2017, and launched in Liverpool in August 2018.

Bodies involved

ArrivaClick is operated by the Arriva bus company

Mobility services provided/addressed

- ArrivaClick is a flexible minibus service that takes multiple passengers all heading in the same direction.
- By booking and paying through an app, the user is always guaranteed a seat for their journey.
- The user defines their start and end point, and the software defines the most efficient route for all passengers. The software aims to pick-up/drop-off all passengers to within a few streets of their start and end points.

Legal Framework

Current legislation allows for on-demand services to operate without additional licences. As a bus service

rather than a private hire operator, the service could take concessionary passes and receive the fuel subsidy.

Cost and Financing sources

- Users pay to use the ArrivaClick service, therefore this provides a funding source.
- ArrivaClick services funding varies depending on where the service is available. In Leicester, the new service is funded by the landowners of a new housing development where they want the service to operate.

Organizational set-up

- ArrivaClick is part of the Arriva bus company.
- Drivers are CRB checked and fully-trained and experienced.
- The area that the service operates in varies by location.

Supporting technologies

ArrivaClick services are booked and paid for via an app. It uses the same platform developed for the Via service, which dynamically routes the services.

INNOVATION ASPECTS

ORGANISATIONAL RESPONSIBILITIES AND PARTNERSHIP WORKING ARRANGEMENTS

ArrivaClick has different organisational relationships depending on location of the service area. In some location they work with the local authorities, in others they work with private stakeholders – such as the new service in Leicester which is funded by landowners of a new housing development.

LEVEL OF PUBLIC SECTOR FINANCIAL SUPPORT

ArrivaClick is not a public-funded bus service, but it does qualify in some areas to provide concessionary fares.

INTERCONNECTIONS BETWEEN SHARED AND PUBLIC TRANSPORT SERVICES

ArrivaClick works corner-to-corner to provide better access and encourage those who would not normally consider using the bus to use this service.

ICT CONNECTIONS AND IMPACTS OF THE TECHNOLOGICAL SOLUTIONS IMPLEMENTED

ArrivaClick is booked and paid through an app, therefore people without a smartphone may experience a lack of access to this service.

OTHER (E.G. SOCIAL INNOVATION, ETC.)

N/A

ASSESSMENT

Ridership and other key metrics/results (through key-indicators, where applicable)

- Feedback from the 2017 ArrivaClick customer feedback survey results, September 2017 (from the Sittingbourne pilot) shows that:
 - The equivalent of 12 per cent of Sittingbourne's population have downloaded the app;
 - Six in 10 ArrivaClick customers (61 per cent) use the service a few times a week or more, with just under half (43 per cent) adopting the service for their daily commute;
 - One third (34 per cent) of customers used the service for leisure trips, while just over three in 10 (31 per cent) used ArrivaClick to visit friends and relatives;

Good Governance

- The service is entirely managed by Arriva UK bus operator.

Success factors/strengths

- According to customer feedback, ArrivaClick strengths are: comfort, reliability, friendly drivers and cash-less payment system.

Difficulties encountered/weakness

- None, the ArrivaClick services have been well-received in all locations and continue to operate



Source: ArrivaClick (@ArrivaClick) | Twitter

- More than half (52 per cent) of customers switched from private motor transport, including taxis (22 per cent) driving their own car (18 per cent) or being a passenger in a car (12 per cent); and
- Almost nine in 10 (8.9/10) customers would recommend using the service to a friend.
- In addition, the aforementioned survey also demonstrates that 30% of respondents have shifted from cars, 24% have shifted from walking, 22% from using taxis, and 21% have shifted from taking the bus.

FEATURES THAT ARE CONSIDERED TO BE GOOD PRACTICE (LESSON(S) LEARNT)

Arriva's intention is for ArrivaClick to appeal to people who would not normally consider travelling by bus by offering them a new service that is frequent, reliable and personalised, with the feel of an executive shuttle.

The on-demand travel service is already in place in Sittingbourne in Kent, where ArrivaClick launched in April 2017. During the pilot, more than 50% of customers surveyed switched from using private cars to ArrivaClick, with 61% of users using the service a few times a week or more.

Key references

- <https://rbwm.moderngov.co.uk/documents/b21653/Arriva%20Click%20Demand%20response%20-%20presentation%20given%20at%20meeting%2016th-Nov-2017%2018.30%20Highways%20Transpo.pdf?T=9>
- www.nomisweb.co.uk/query/asv2htm.aspx

Websites

- www.arrivabus.co.uk/arrivaclick/about-arrivaclick