shotl

On-demand Bus

Vallirana, Barcelona case study

ValliBUS Connecta't

AJUNTAMENT DE Vallirana
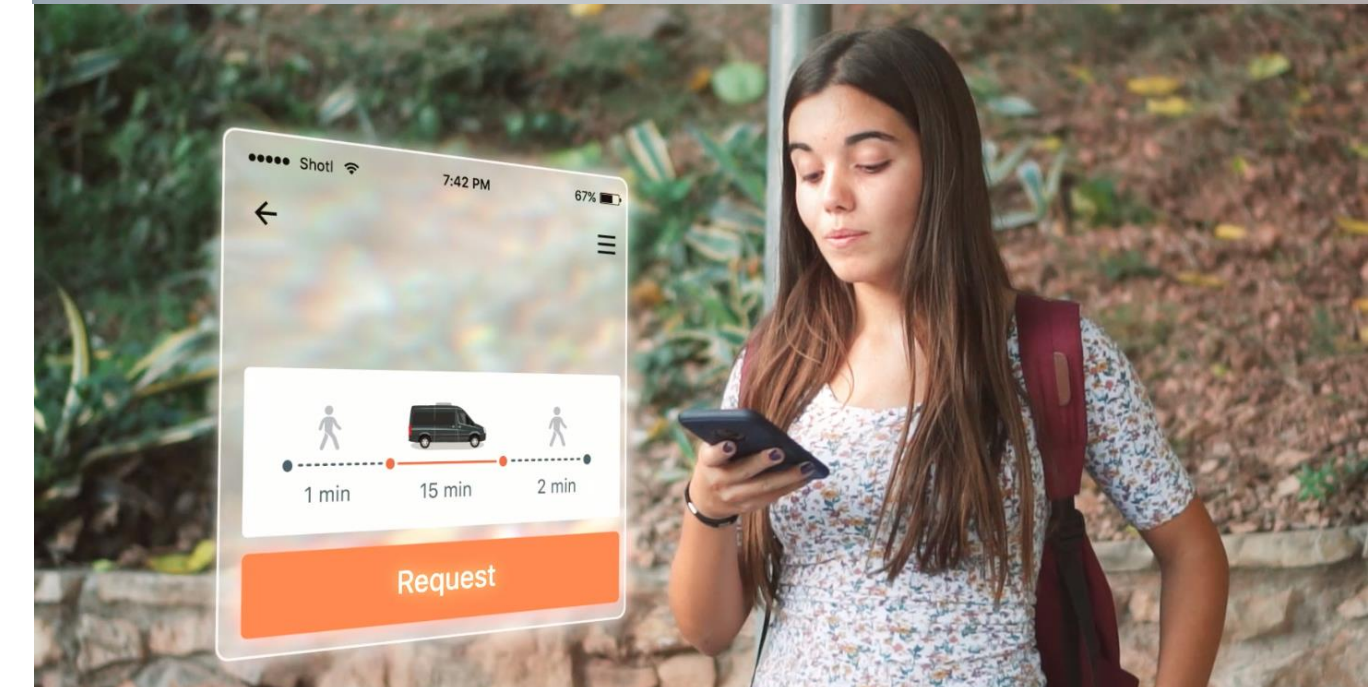
Xilef Grateron

Business Development Manager

xgrateron@shotl.com
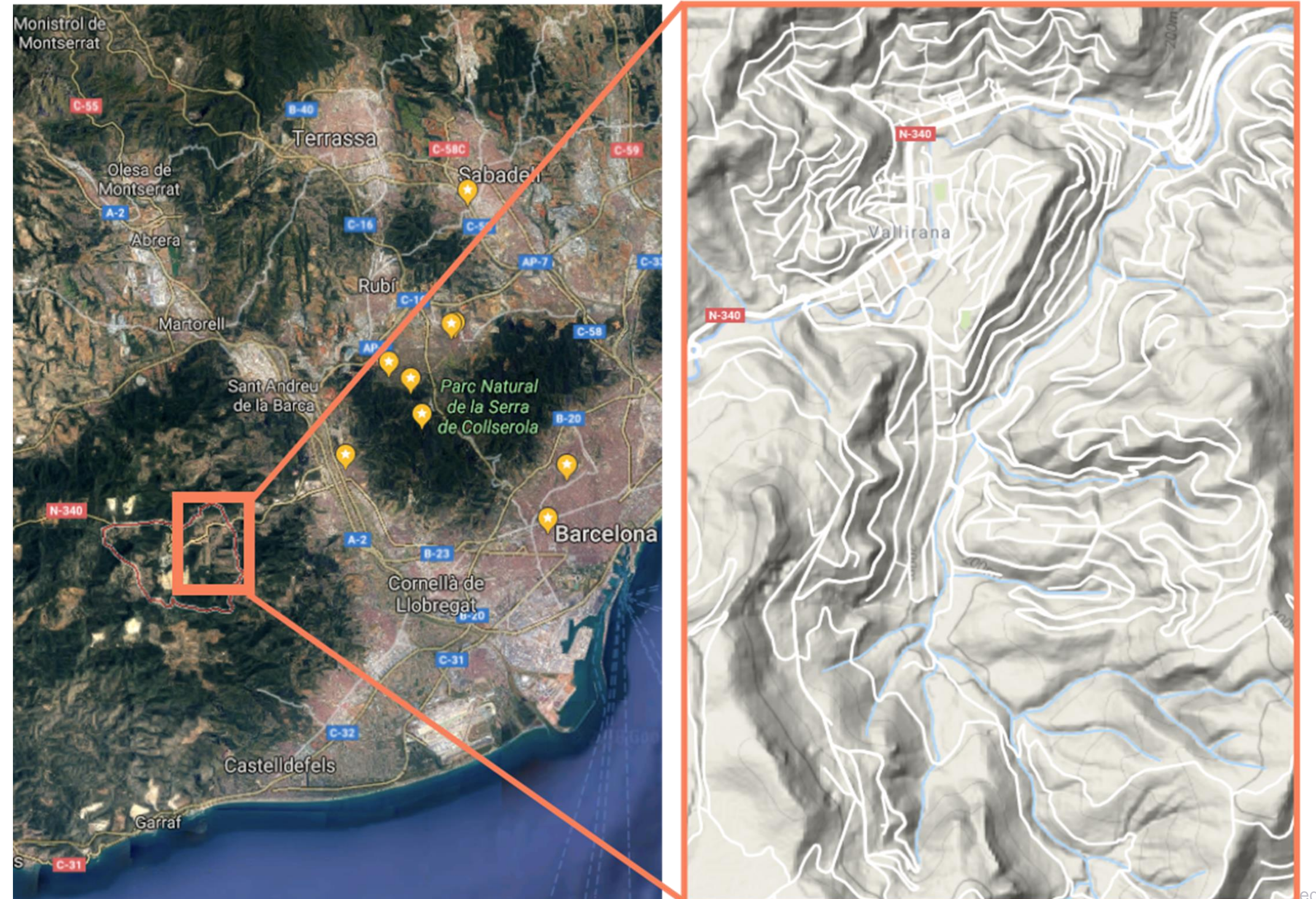
SOLUTION IMPLEMENTED IN VALLIRANA

On-demand Bus

· Mobility platform

· B2B / SaaS

· Municipalities, City Councils & transport operators

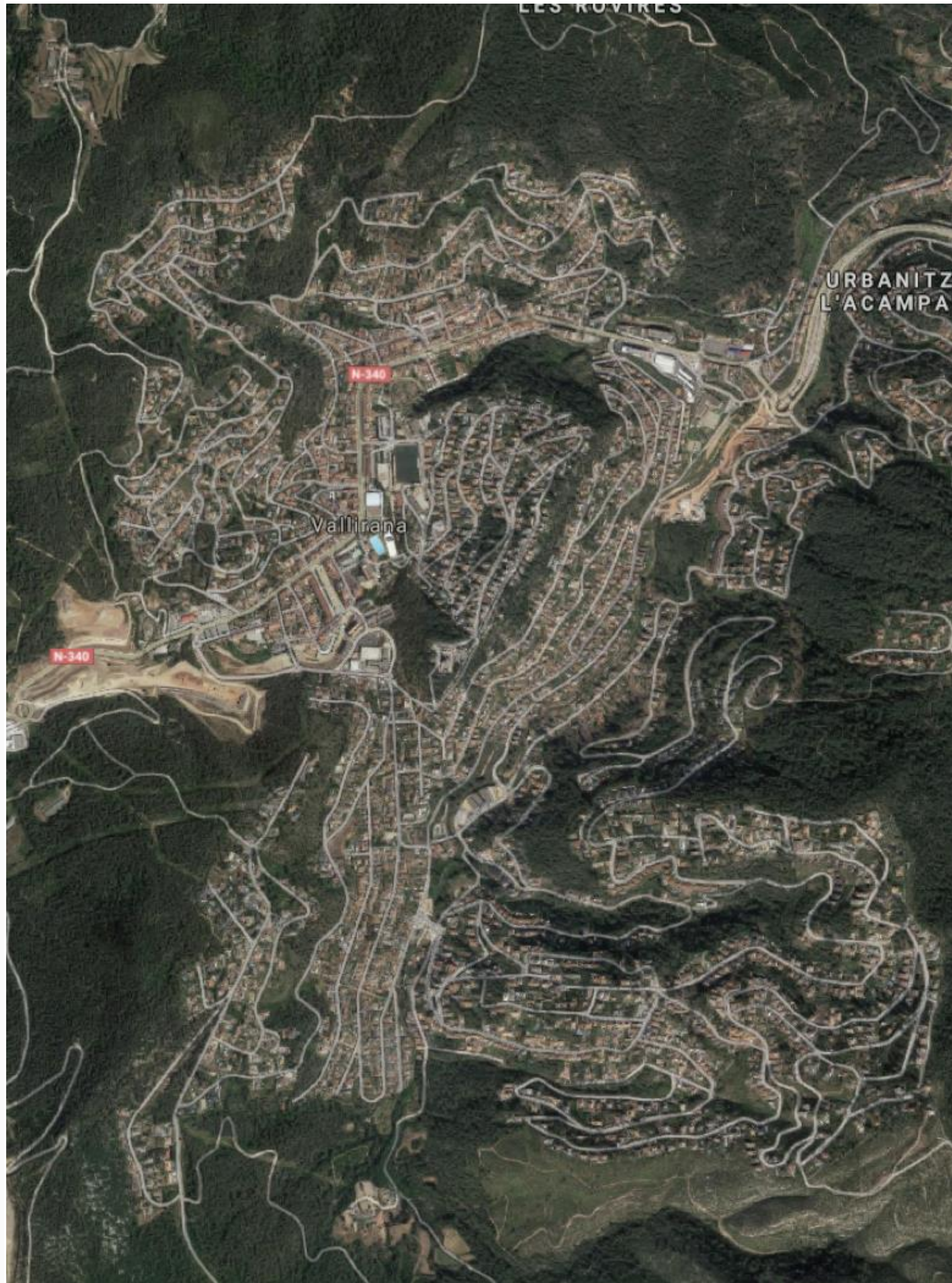· Dynamic routes & Flexible schedules

The Technical Dilemma of Mobility

How to serve a dispersed area?

PROBLEM

Inefficient transport in lower density areas

- Suburban areas with restricted access to public transportation

- Limited mobility options

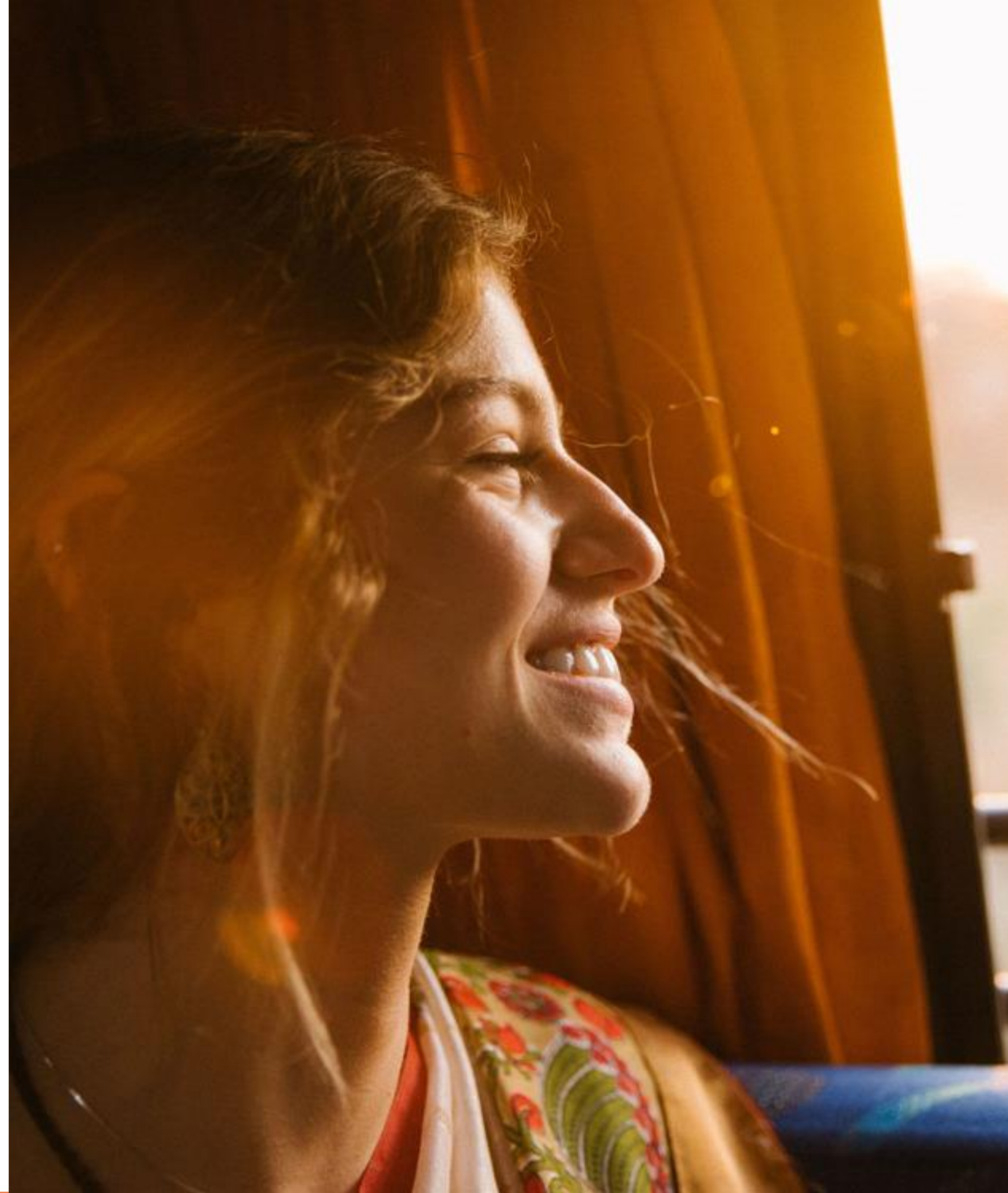- Isolated areas

- 100% car-dependent

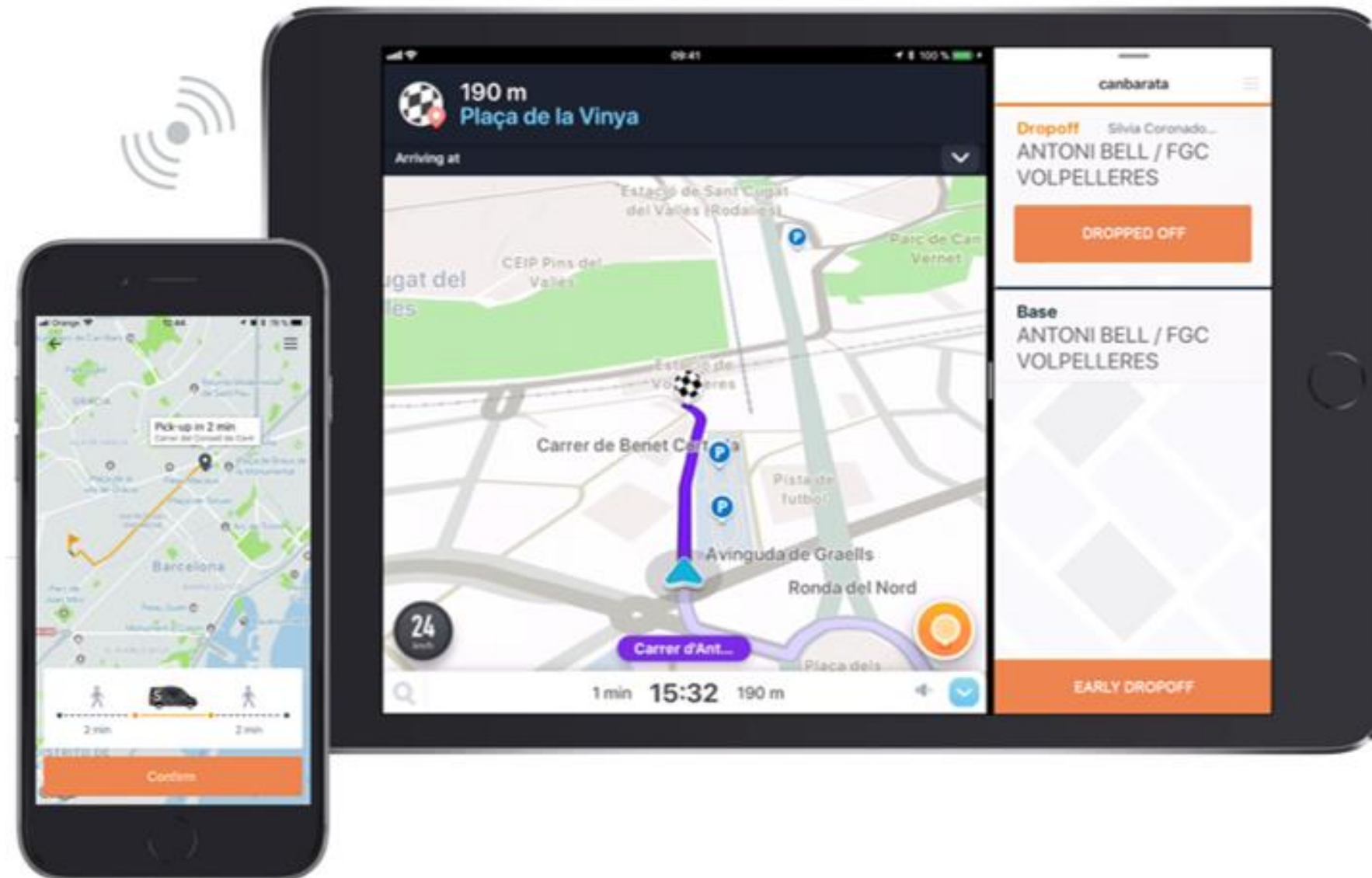BUT WHAT IF VALLIRANA COULD MANAGE PUBLIC TRANSPORT TO ALWAYS BE AVAILABLE?

WHAT IF VALLIRANA COULD MOVE MORE PEOPLE WITH THE SAME RESOURCES?

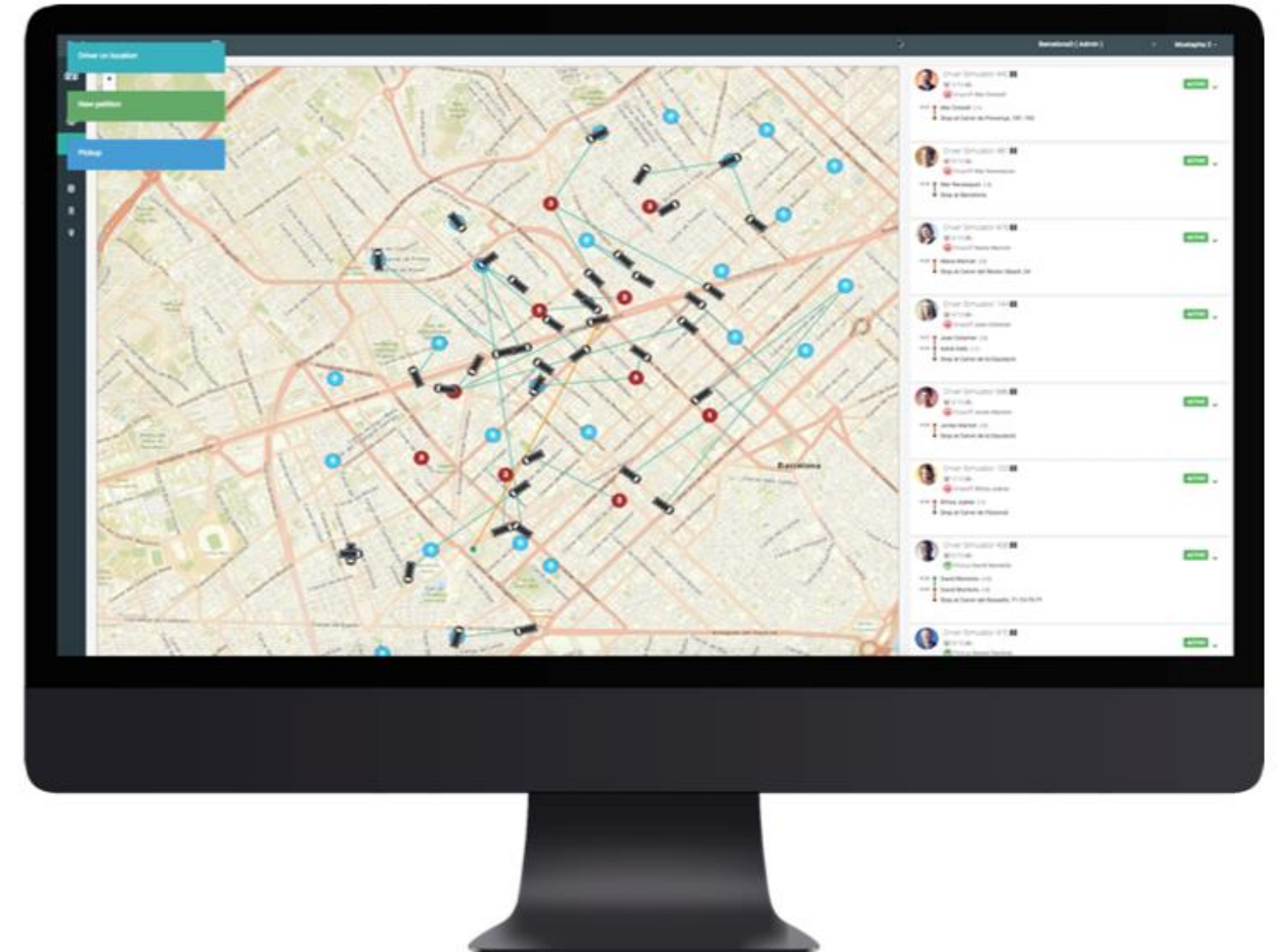# THE PLATFORM AS A SOLUTION

1. Passenger App

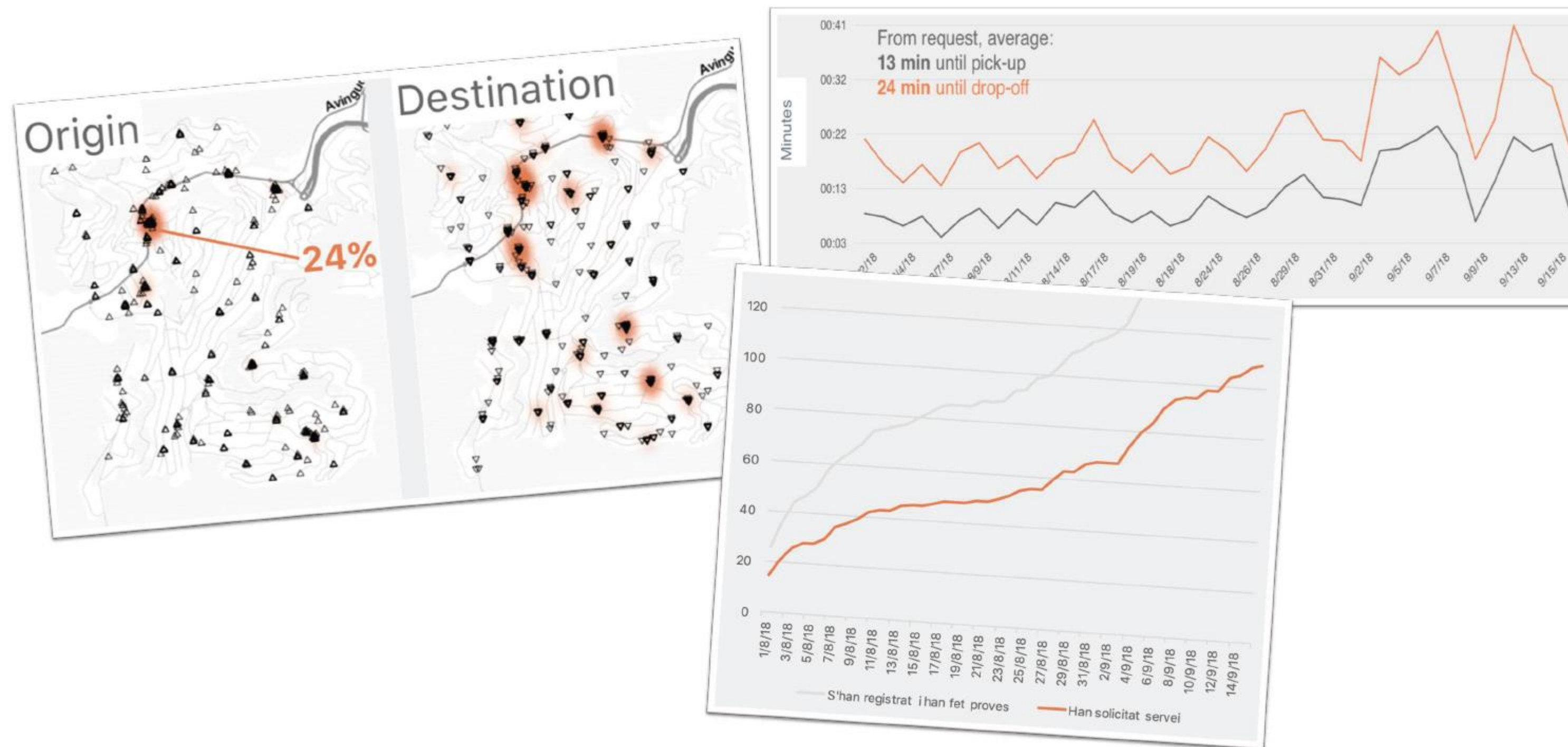2. Driver App

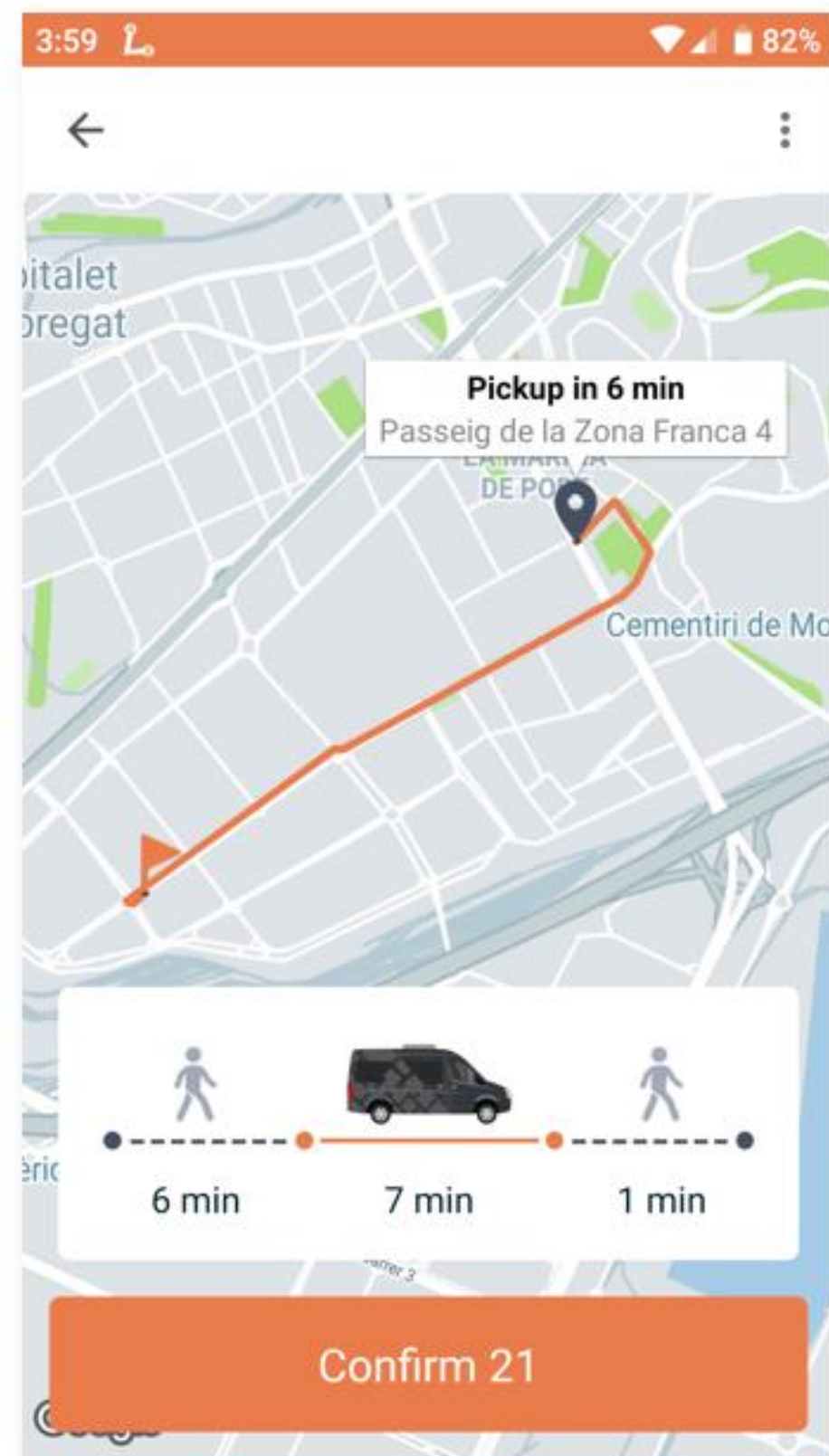3. Real- time Dashboard

4. Real-Time Algorithm

5. Data

Measure the performance

- Generate instant statements
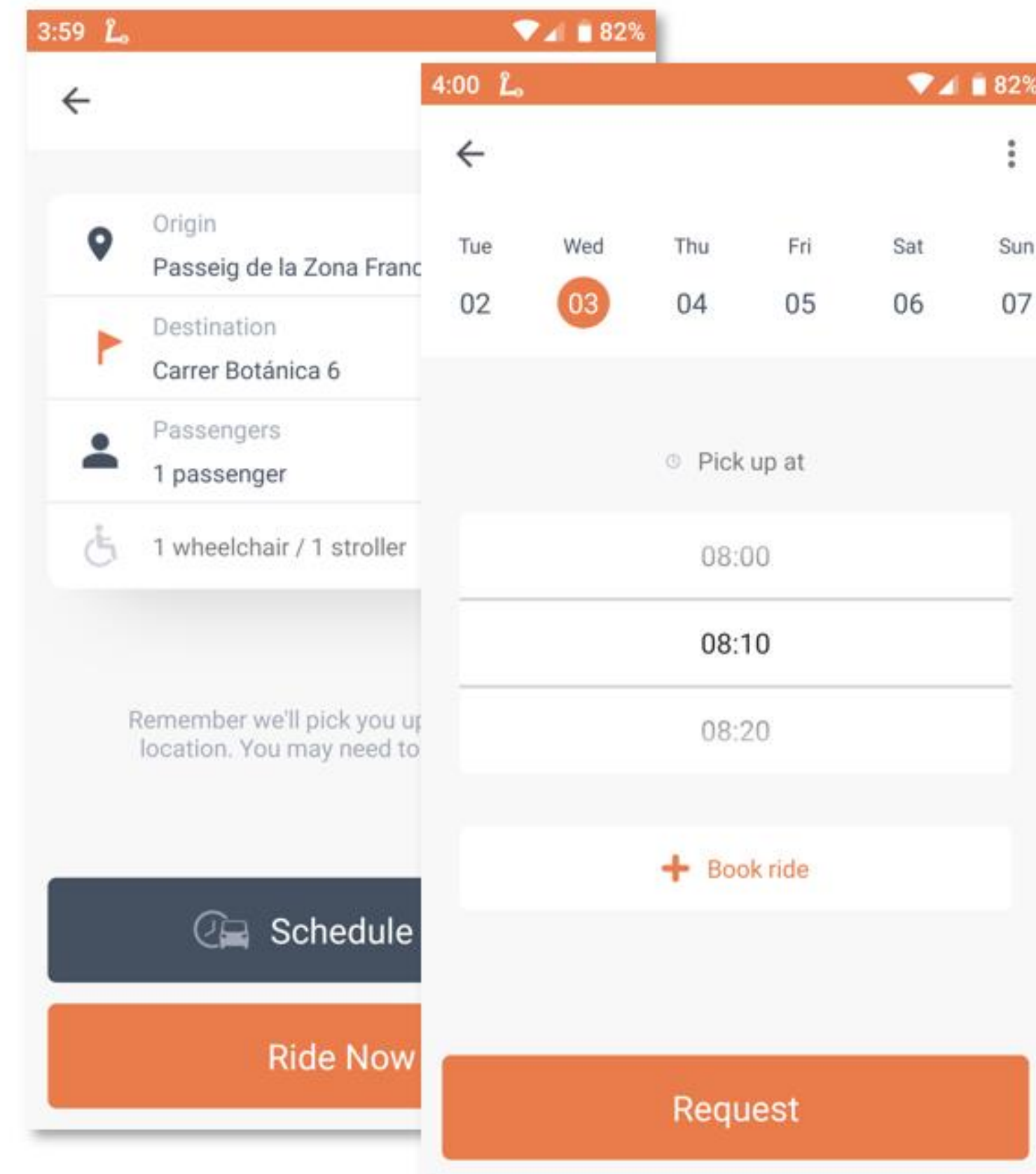- Statistics and KPIs
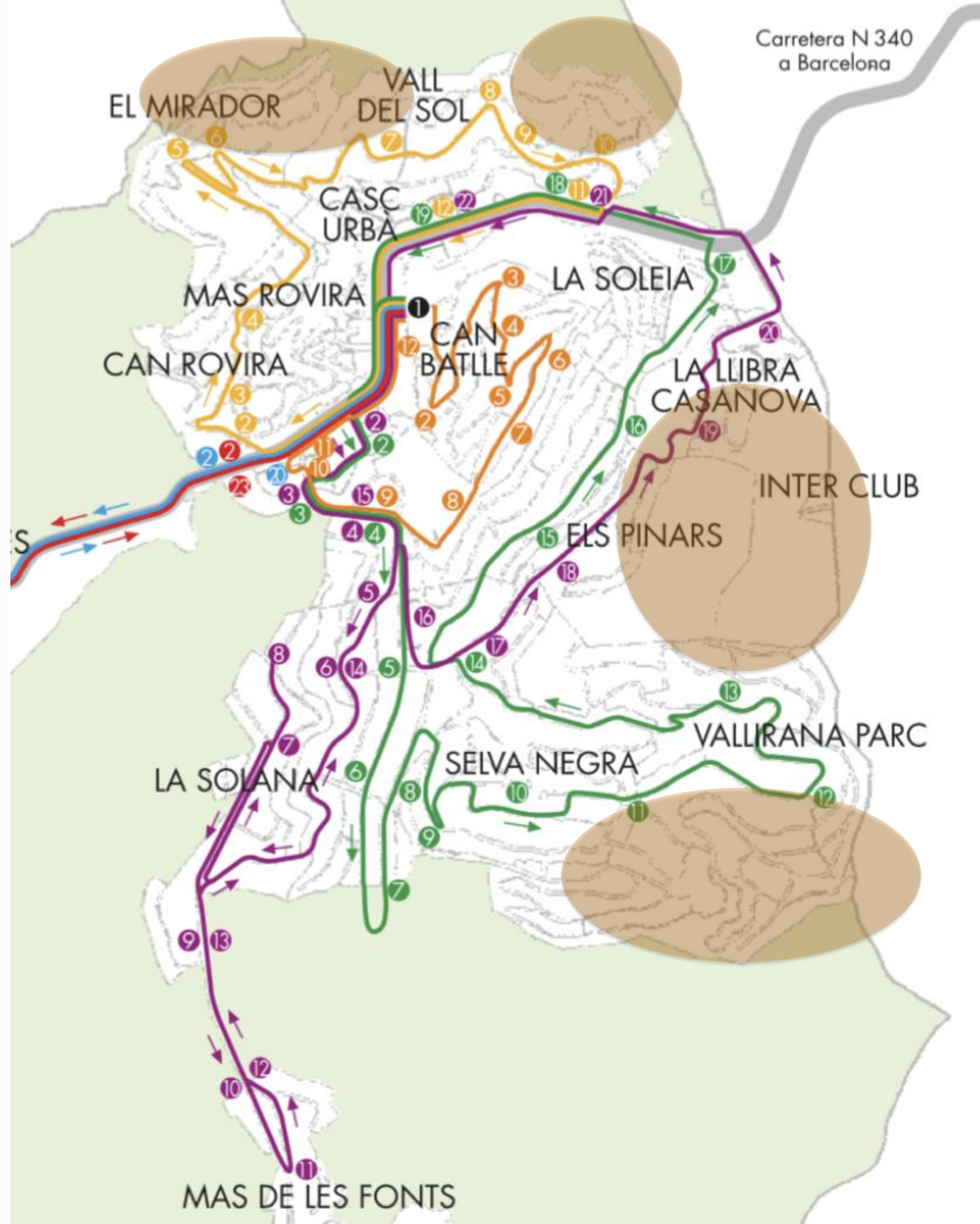- Comprehensible visuals

Real- time

- Pick up as soon as possible

Schedule ride/ pre-booking

- 15-days time window
- Repetitive rides

Before Shotl
Traditional Bus Line

L2 SELVA NEGRA				
Av. Parellada	Selva Negra	Vallirana Parc	Els Pinars	Av. Parellada
7.50	8.00	8.03	8.10	8.20
9.05	9.15	9.18	9.25	9.35
10.50	11.00	11.03	11.10	11.20
12.25	12.35	12.38	12.45	12.55
13.40	13.50	13.53	14.00	14.10
18.25	18.35	18.38	18.45	18.55

L4 MAS DE LES FONTS			
Av. Parellada	Mas les Fonts	La Llibra Casanova	Av. Parellada
8.25	8.37	8.45	9.00
9.40	9.52	10.00	10.15
11.30	11.42	11.47	12.05
13.00	13.12	13.17	13.35

L5 MIRADOR-VALL DEL SOL		
Av. Parellada	Vall del Sol	Av. Parellada
12.05	12.15	12.20

L6 CAN BATLLE		
Av. Parellada	Can Batlle	Av. Parellada
10.20	10.27	10.35

Before Shotl

After Shotl

Traditional Bus Line

- Frequency:
  - L2: 75- 105 min
  - L4: 75-110 min
  - L5:1 trip/ day
  - L6:1 trip/ day

- Stops: 50

- Passengers/ day: 25

Demand Responsive On-demand Transport

- Waiting time: 18 min

- Travel time: 13 min

- Stops: 80

- Passengers/day: 60

Fully Flexible DRT

- Cloud of virtual stops

- No routes or fix schedules

- Route is planed in real time as per users' requests via App or hotline
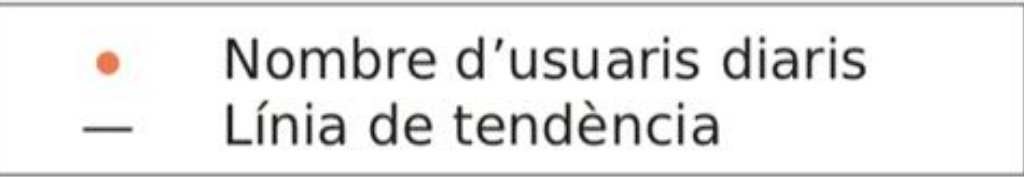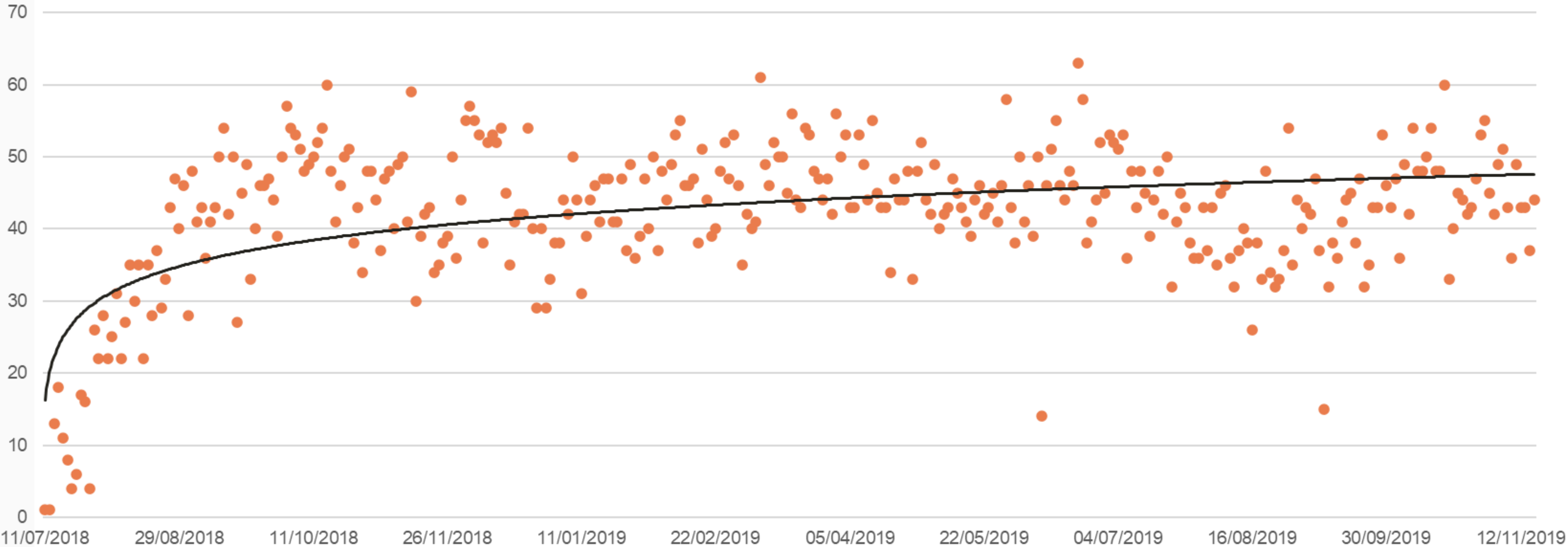
- Shorter waiting and travel times
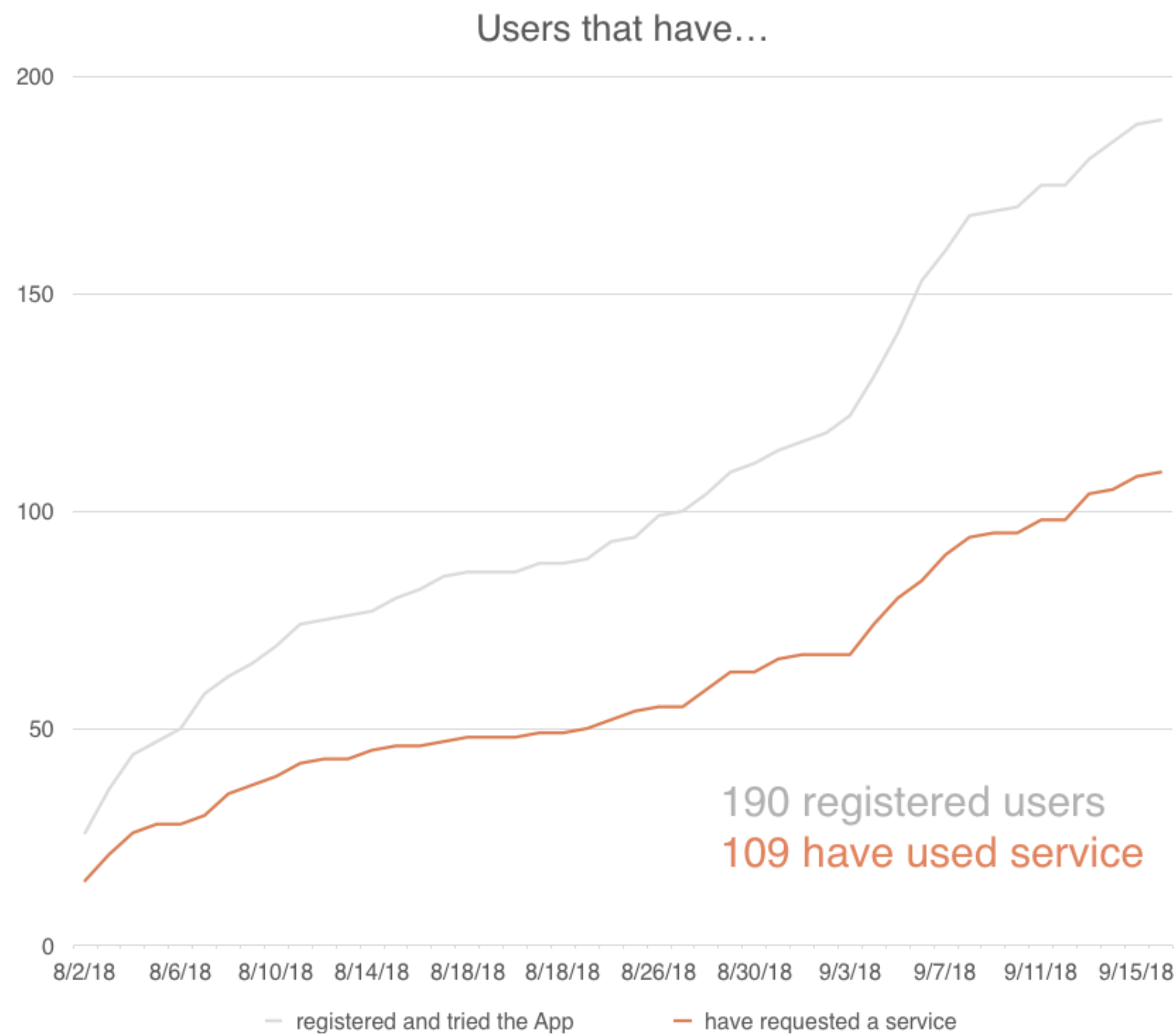
DAILY DEMAND
INCREASE OF RIDERSHIP

- Good pre-launch marketing campaign
- Call center/ hotline for pick up and drop off requests
- After 3 months of implementation the demand increased considerably
- It has been on an upward trend with user growth and satisfaction

User growth and satisfaction

Users that have…

200

150

100

50

0

8/2/18 8/6/18 8/10/18 8/14/18 8/18/18 8/18/18 8/26/18 8/30/18 9/3/18 9/7/18 9/11/18 9/15/18

190 registered users
109 have used service

— registered and tried the App — have requested a service

Average rating: 4.6

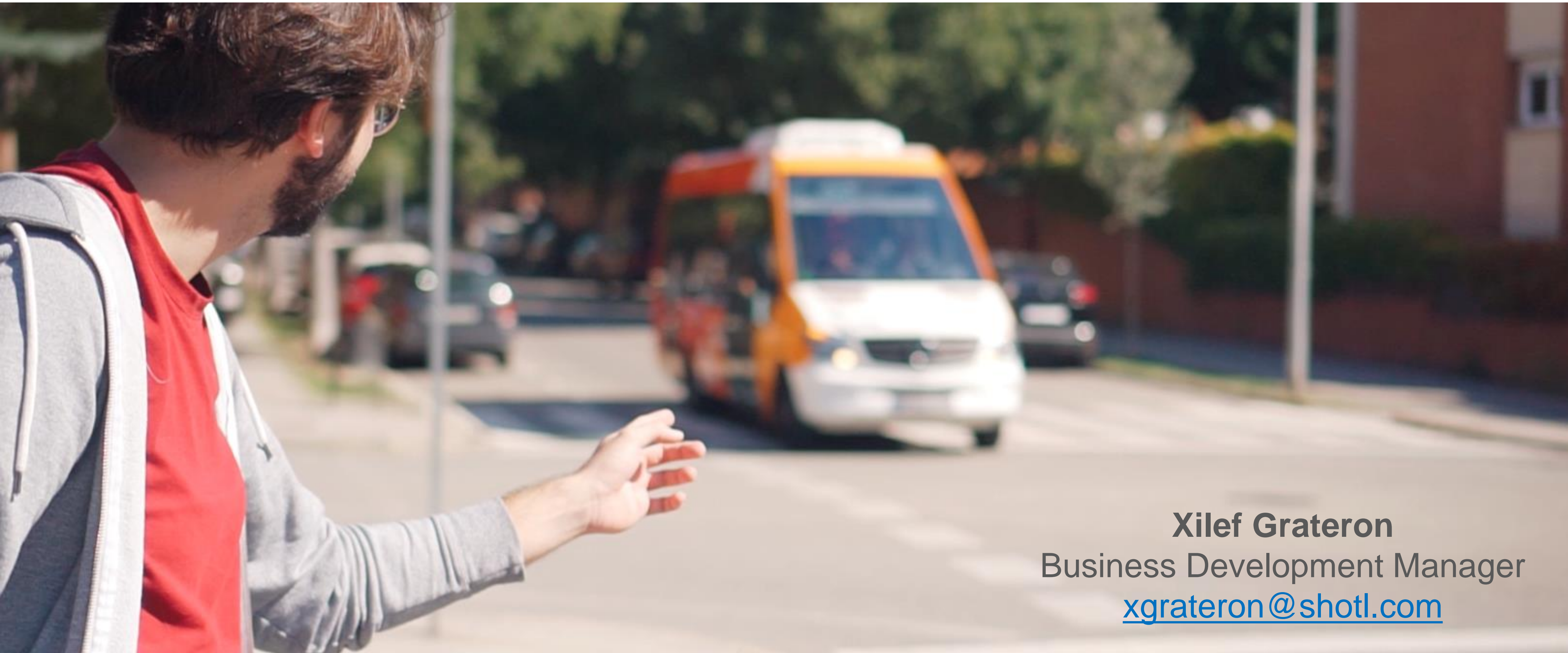| Comments |
|---|
| Very quick and efficient! |
| Fast travel time |
| Very useful |
| Very good and fast service |
| Good |
| Very good! |
| Fast and efficient |
| Very good, Thank you! |
| Everything ok |
| Great service! |
| ... |

A new way to mobilize people in town

- With the help of technology
- Vallirana has made a better used their resources
- All areas of Vallirana are now covered with on-demand service
- No need of use of the private car
- Waiting times for the service is very fast
- Traveling time is now very short with no elongated routes
- Senior & young people can now easily move around the town
- Great connection to the city center
- Vallirana has now a more sustainable, efficient and fast public transport

On- demand bus service

shotl

Xilef Grateron
Business Development Manager
xgrateron@shotl.com