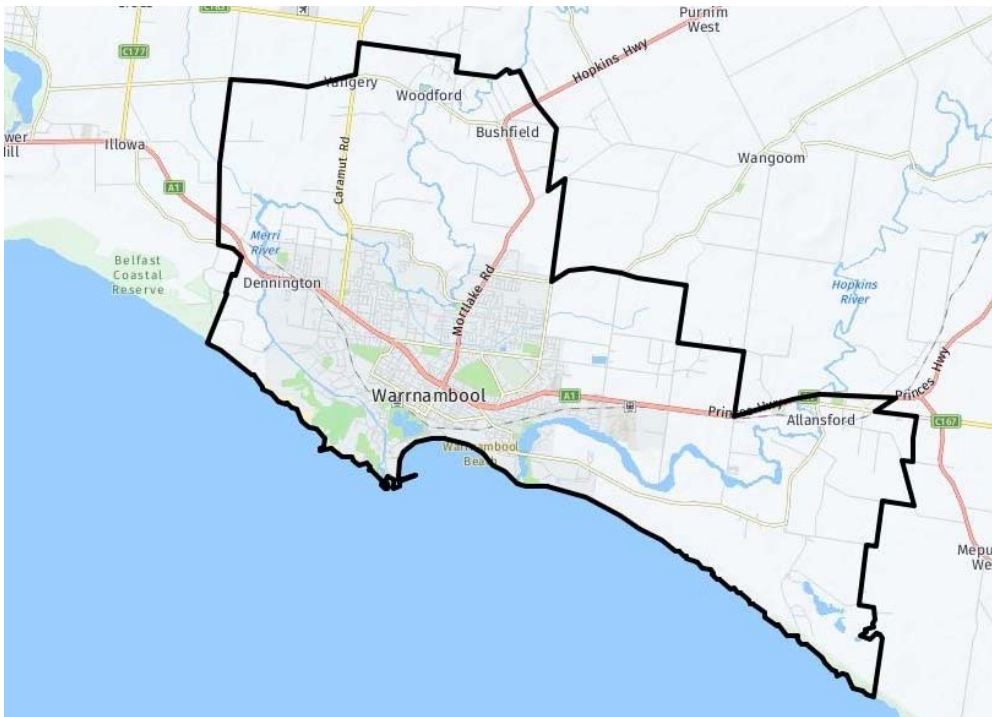


Regional Transport: Where are we going?

Sam Lucas
Warrnambool Bus Lines & Get There

The State of Play in Warrnambool

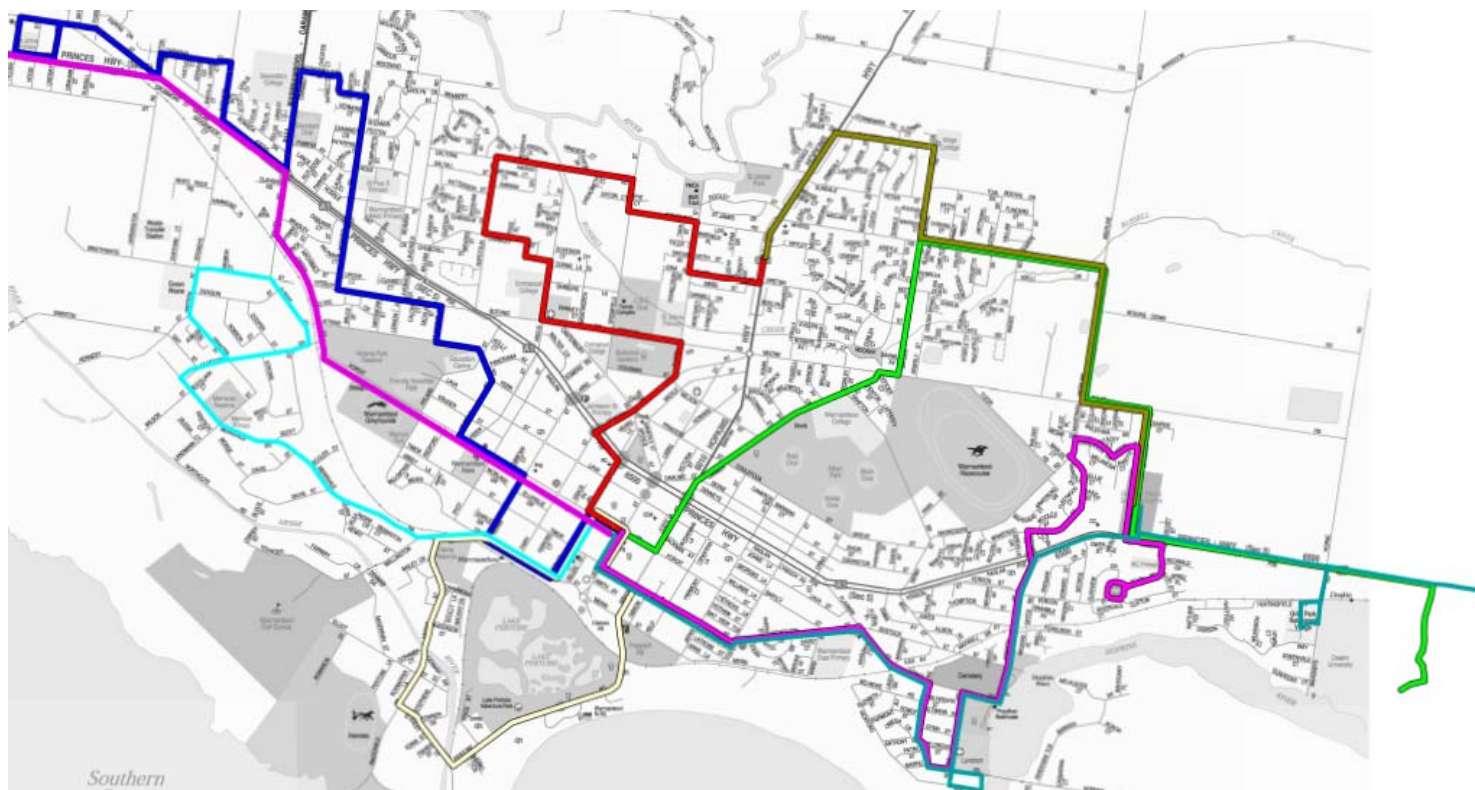


Population of 35,000 (2019)

Catchment of 45,000

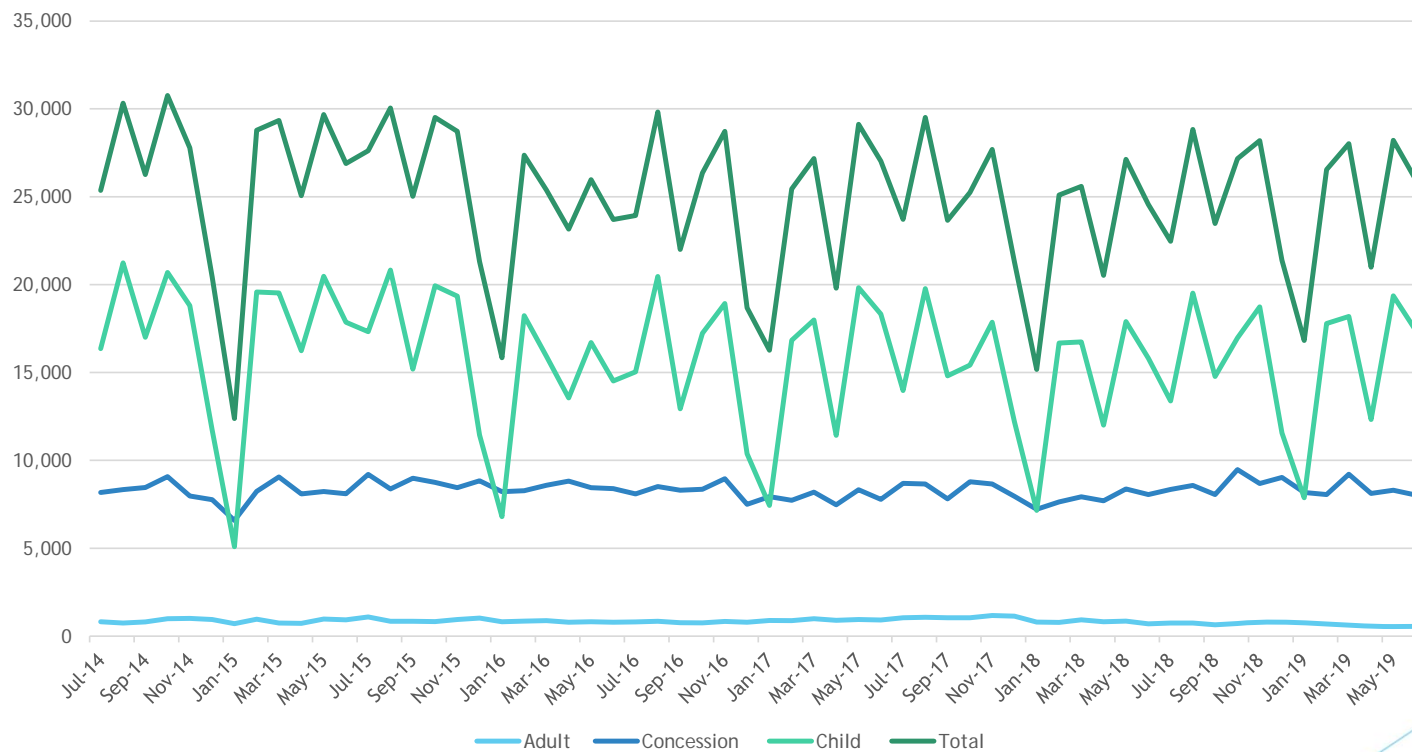
Expected Population in
2036 of 46,000 &
Catchment of 58,000

The State of Play in Warrnambool



The State of Play in Warrnambool

Warrnambool Urban Patronage

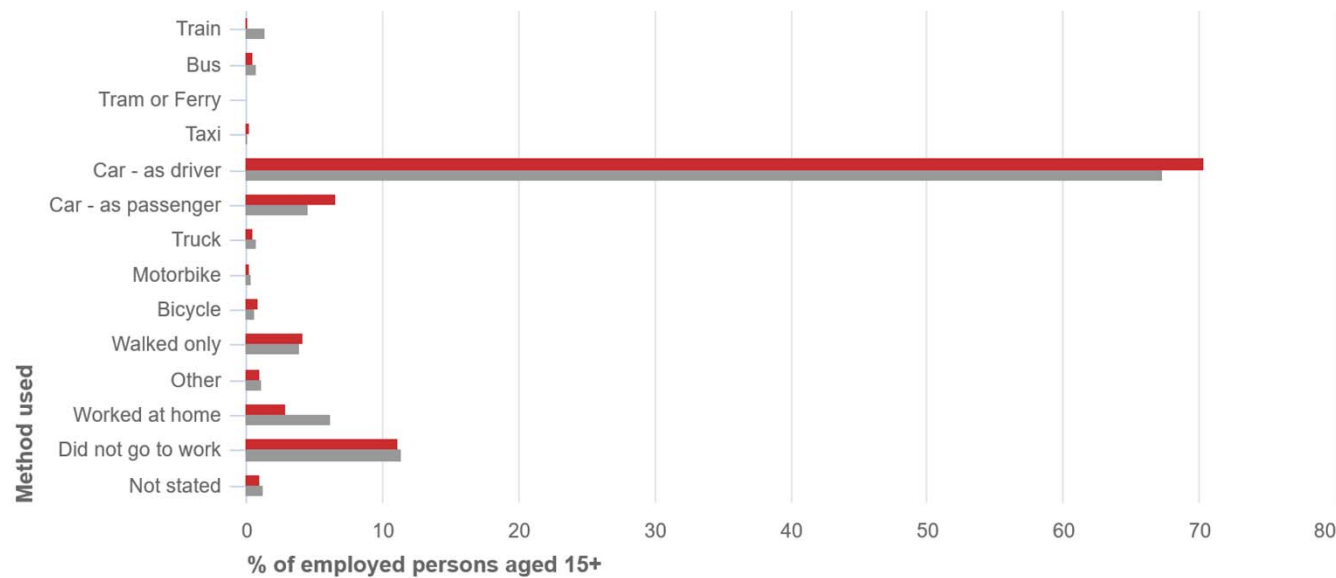


The State of Play in Warrnambool

Method of travel to work, 2016

Total employed persons

■ Warrnambool City ■ Regional VIC



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 (Usual residence data). Compiled and presented in profile.id by .id, the population experts.

History

- ▶ 2004 “Improving Public Transport - Warrnambool Case Study”
John and Janet Stanley
- ▶ Development of REGIONAL ACCESSIBILITY COMMITTEE with stakeholders from:
 - ▶ State Government Authorities
 - ▶ Local Councils
 - ▶ Transport Operators
 - ▶ Members of the Community

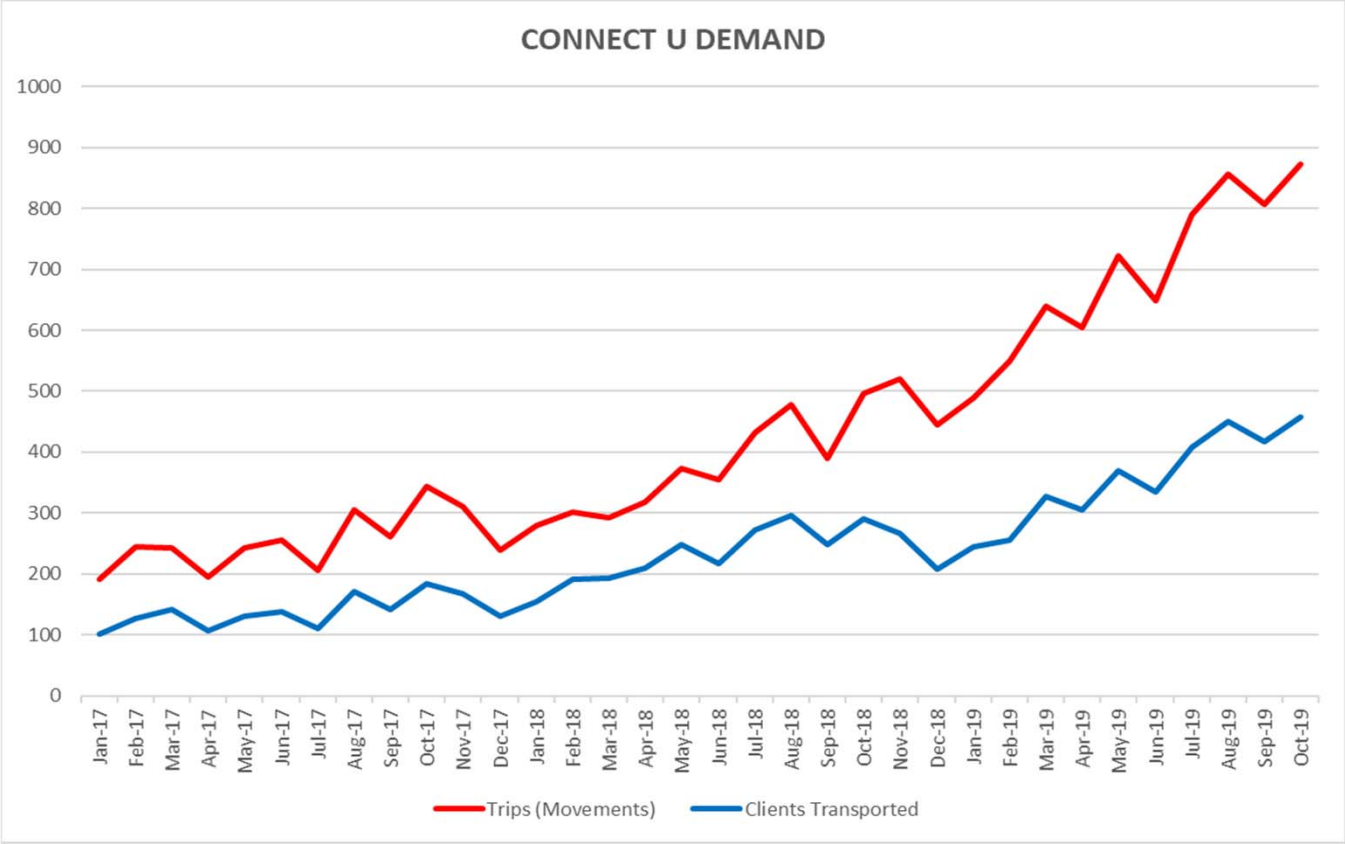
History

- ▶ ConnectU - Community Transport Social Enterprise

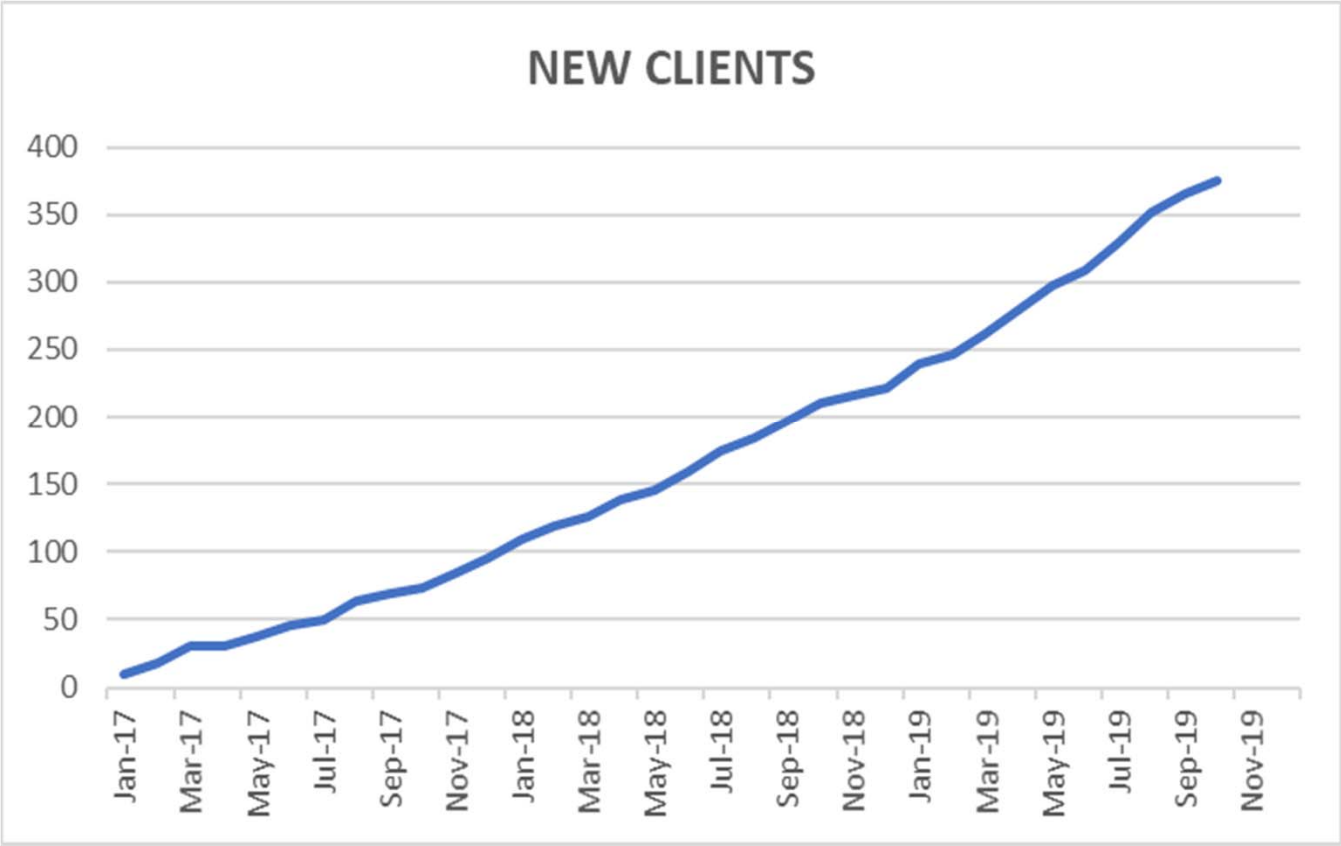


- ▶ Help co-ordinate the thin market, subsidised Community Transport sector.
- ▶ Membership:
 - ▶ Local Government
 - ▶ Major CT service providers
 - ▶ Local Bus Operator
 - ▶ Industry Association (BIC/BAV)

History



History



History

- ▶ What have we found?
- ▶ Funding for Community Transport is a miasma!
 - ▶ Transport funding is mostly used for the operation of the organisation
 - ▶ Narrow program eligibility is a barrier to delivery
 - ▶ Assets are jealously guarded!

Get There - DRT Application



Demand Responsive
Transport



Get There - DRT Application

- ▶ Development commenced 2019
- ▶ Aims to provide a platform to provide a range of services to the travelling public in line with modern customer expectations
- ▶ In Warrnambool we are aiming to provide 'the missing link' services that enable greater use of PT and sustainable modes, such as ride share
- ▶ Application is owned by a subsidiary of BusVic
- ▶ Currently in a closed trial testing phase
- ▶ Launch slated Summer 2020

Get There - DRT Application

▶ 3 Service Delivery 'Modes':

1. Point to Point - Taxi/Uber style.

- ▶ Booked services for immediate pick up
- ▶ Pre booked for pickup in the future

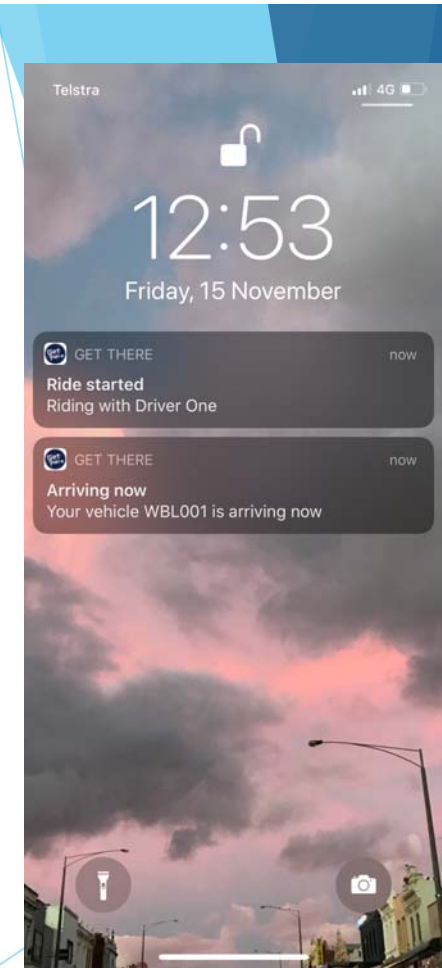
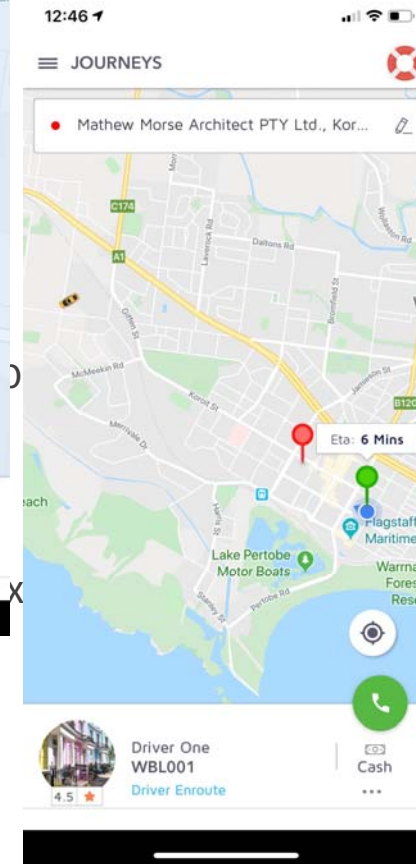
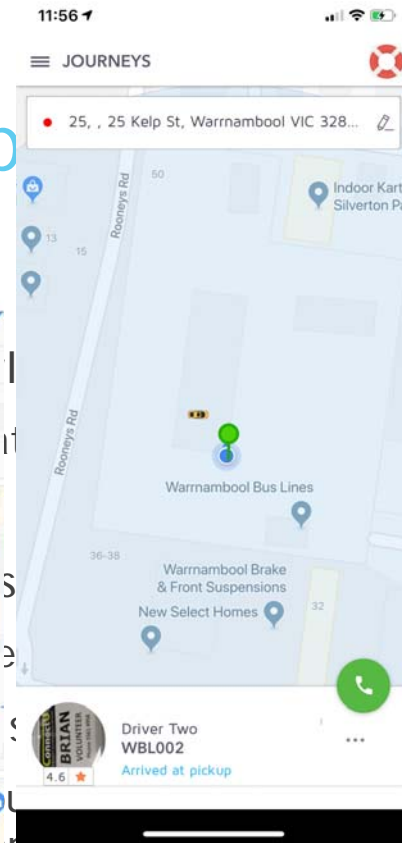
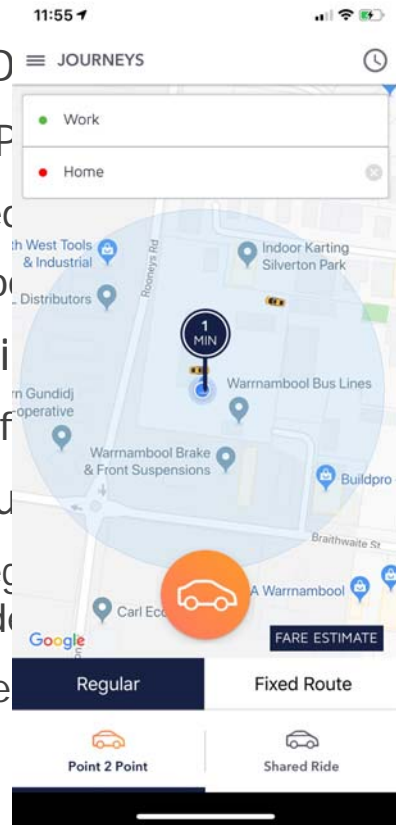
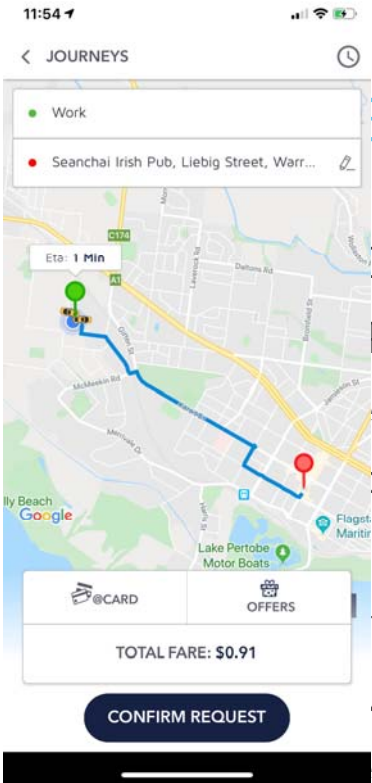
2. Shared Ride - Multiple Users & Pickup/Drop off points

- ▶ Logic for booking shared rides is a key component

3. Fixed Route - Traditional bus services

- ▶ For regional operators without bus tracking, an inexpensive way to provide customer facing improvements
- ▶ Cashless ticketing

Where - DRT App



provide improvements

Cashless

Get There - DRT Application

- ▶ What makes us different?
- ▶ A booking service and user interface that is more in line with customer expectations than traditional regional taxi or bus offerings
- ▶ Single point platform that allows users to choose service levels simply, and gives 'control' of their ride.
- ▶ Advantages of a cashless transaction
- ▶ Richer data on travel patterns for scheduling staff and assets
- ▶ Flexible delivery - there is no prescribed delivery model, each new area has the ability to fit the delivery to the context
- ▶ Ability to leverage efficiencies where an existing operator currently provides a part of the transport solution
- ▶ Greater safety standards in a deregulated sector (police, WWC checks, insurance, driver's accreditation, etc)

Get There - DRT Application

- ▶ How does it pay?
- ▶ Direct farebox - Time and Distance, and/or fixed fare. This is not a low cost operation
- ▶ Traditional State funded PT sources (flexible route services)
- ▶ Direct Passenger Subsidy!
 - ▶ HACC
 - ▶ NDIS
 - ▶ Veterans Affairs
 - ▶ Indigenous Affairs
- ▶ By being able to manage the concession attached to an individual users profile, we:
 - ▶ Make the transport task seamless for the user
 - ▶ Deliver a better value, and more transparent, solution for the (mostly) Federal Government departments that currently fund these services at high cost.

Get There - DRT Application

- ▶ What does the future look like with Get There?
- ▶ Initial launch to market in Warrnambool in Summer 2020
 - ▶ Limited to Point to Point and Shared Ride services
- ▶ Validation and updating of the pricing model
- ▶ Development of the Fixed Route functionality and implementation
- ▶ Exploration of further Shared Ride functionality
 - ▶ Is there a potential to do away with fixed route services all together?
 - ▶ How would that effect the contracting environment?
- ▶ Fix what doesn't work!
- ▶ Roll out in other locations
- ▶ Look for further opportunities
 - ▶ Get There local document delivery?
 - ▶ Food Delivery?
 - ▶ Tourism products?

Thanks

