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Member of the SNC-Lavalin Group

Can we nudge car users into switching to public transport?

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Olav Aarrestad

Forretningsområdeleder

Our approach to Intelligent Mobility

- Intelligent Mobility is an end-user and outcome-focused approach to connecting people, places and services – reimagining infrastructure across all transport modes, enabled by data, technology and innovative ideas.
- It will transform people's journeys and the movement of goods, whilst increasing the efficiency, sustainability and safety of our transport systems and cities worldwide.
- Our ambition is to develop intelligent mobility solutions that will transform the way we connect people, places and services.



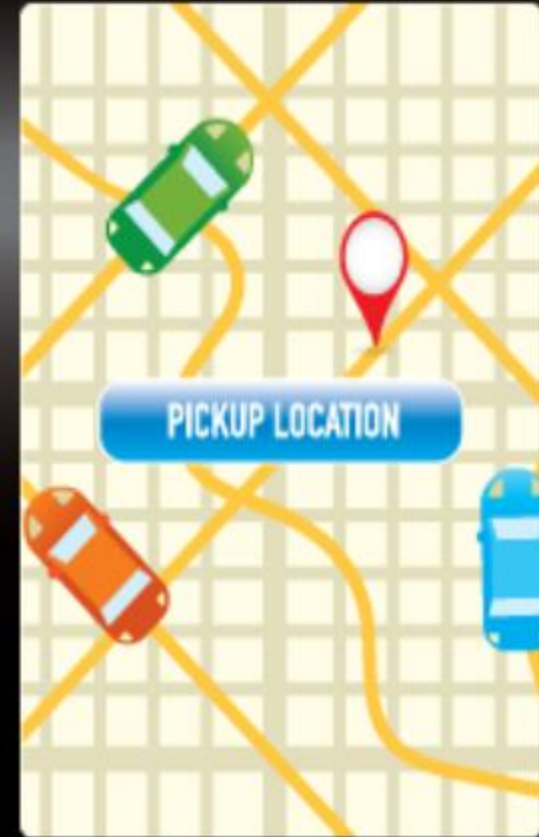
Can we nudge car users into switching to public transport?

- Cambridge population (130 000 including 25 000 students) is expected to grow 25% in the next 20 years
- Private vehicle use up 8% over the past 2 years and bus travel has fallen over the past 5 years.
- The emerging Millennial generation is less likely to own a car. The percentage of UK Millennials that do not own a car has been increasing since 2009, rising from 28% of carless Millennials to 40% in Q3 2015.
- MaaS has the potential to be the alternative they are looking for, though we will need to carefully communicate the benefits and disrupt the existing status quo



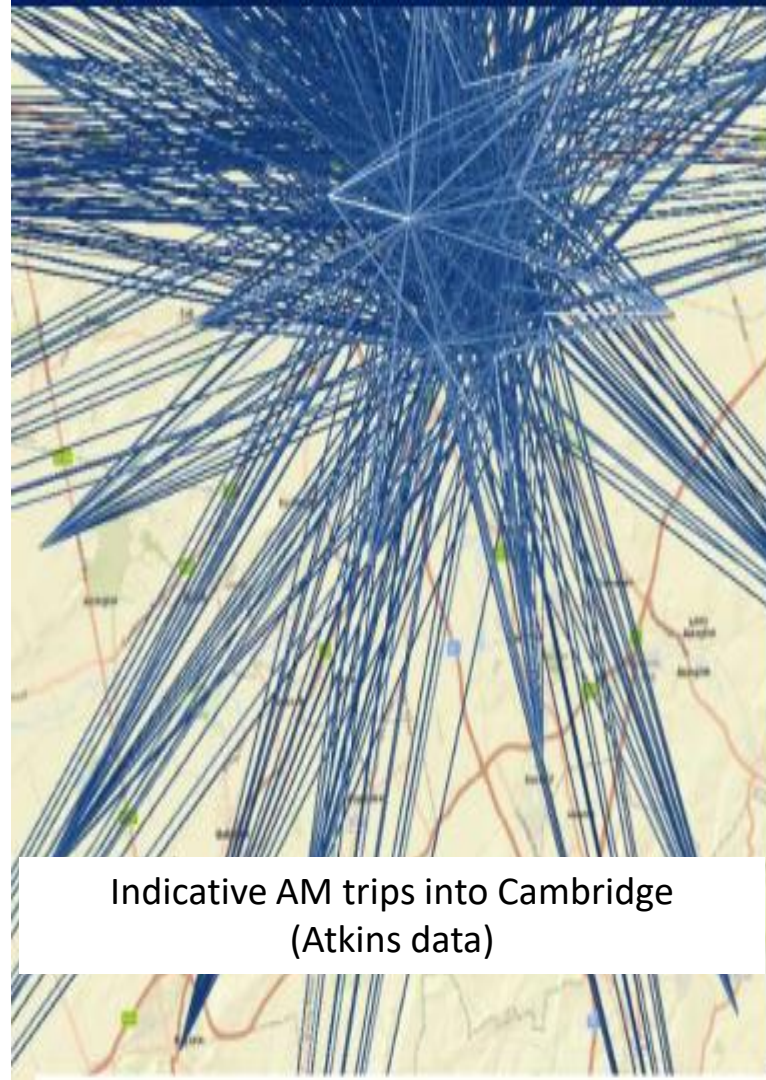
The Zume experiment

- We ran a research study for an on-demand transport service in Cambridge.
- 2-week qualitative study focusing on a new on-demand commuter shuttle service.
- The service provided participants with a multi-modal commuter transport that brings them to and from work



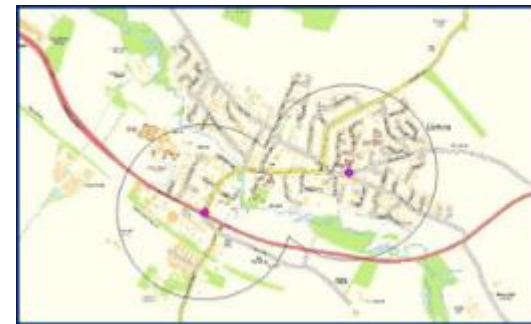
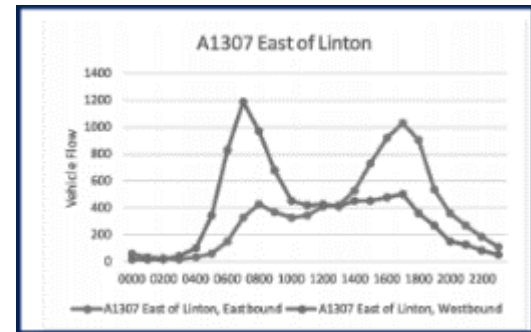
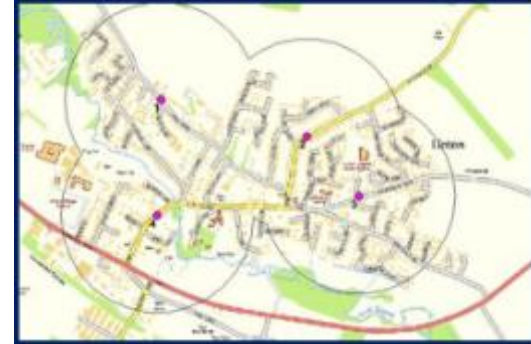
Market insight

- 8 200 car commuters live in Cambridge city and are unlikely to use Zume.
- Within 20 miles of the city centre the reachable market is 25 000 car commuters travelling into Cambridge.
- Within 12 miles of the city centre the reachable market is 14 000 car commuters travelling into Cambridge.
- Low mileage is the key component in keeping operational costs down.
- Occupancy rates have an enormous impact on this. Therefore we limited our operational area to approx. 12 miles from Cambridge City Centre.



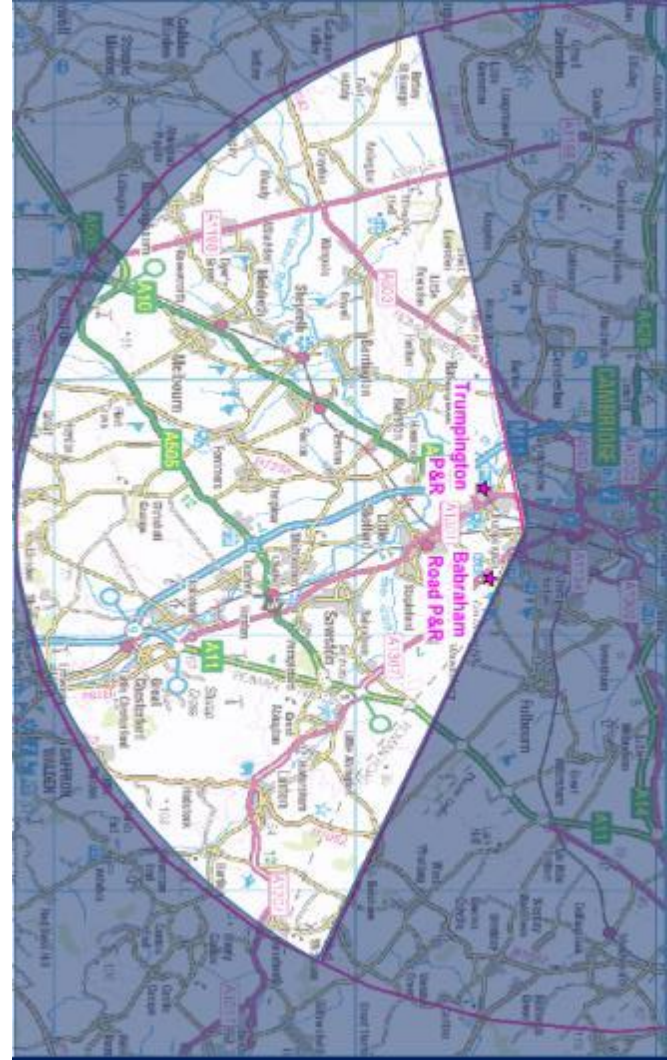
Transport model

- In deciding the best approach, two prototype journeys were created for Linton, a town 9.5 miles from Cambridge City centre
- We do not want our customers to walk more than 5 minutes from a stop, approx. 400 m.
- The peak travel time in Linton is between 7- 8 am and 5.30 - 6.30 pm
- We ideally want customers along a linear route.
- Stops are positioned on the main road, facilitating pick from other conurbations
- We want to minimise the time added to customers journeys



Area of operation

- Operations limited to a 'pizza slice' within a 12 mile radius of City Centre
- Locations limited to optimise pick ups/drop offs from other conurbations
- Operational hours limited to peak hours (0630 - 0900 hrs, 1530 - 1900 hrs) to maximise occupancy and provide some flexibility



Zume MaaS – A real world behaviour change trial



- Possible to get people to switch from commuting in their own car to our service
- MaaS services need to be able to handle flexible travel patterns
- Ridesharing, while attractive, is not easy to achieve
- Cars represent the ultimate in flexibility and the cost of car ownership is ‘sunken cost’



- The two week trial provided lots of lessons learned and opened new transport partner opportunities



- Genuine interest from public



Kontaktinformasjon

Olav Aarrestad

Forretningsområdeleder

Atkins Norge AS

E-post: olav.aarrestad@atkinsglobal.com

Mobil: 971 88 471

www.atkinsglobal.no / www.atkinsglobal.com