

Wiltshire Rural Mobility Project

Wiltshire Connect

Paul Sanders – DRT Manager

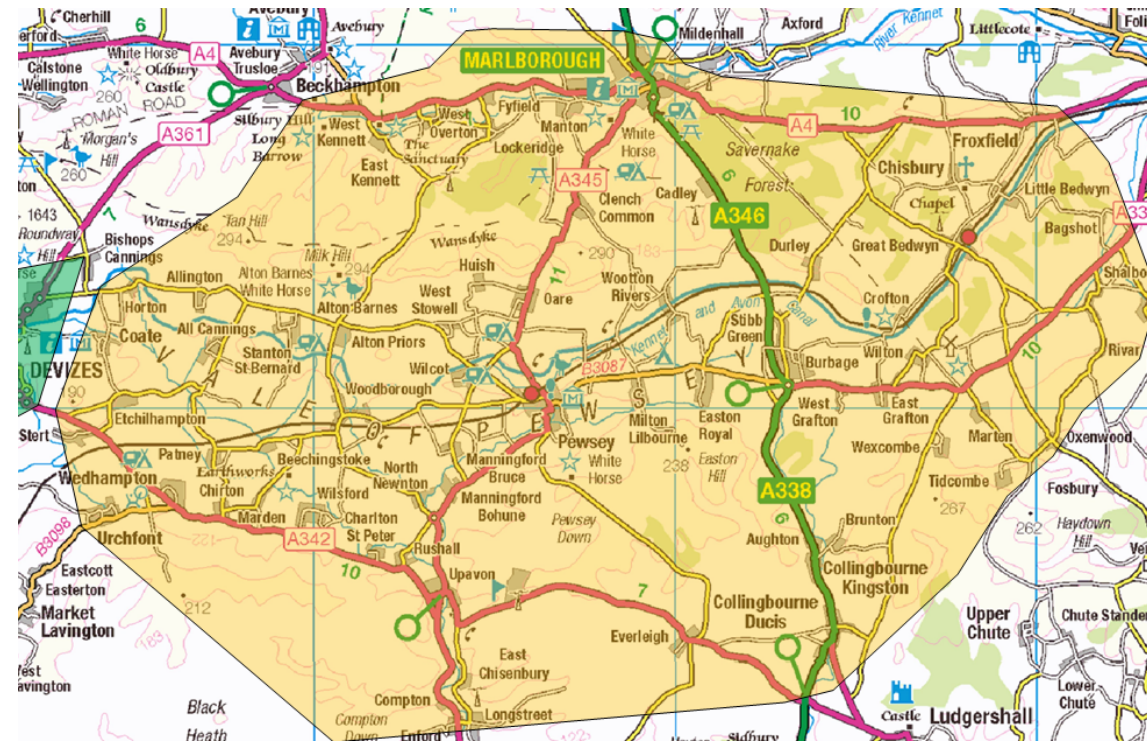


Rural Mobility Project (RMF)

- £1.2 Million grant from the DfT to pilot digital demand responsive transport (Uber style buses).
- Wiltshire is one of 18 RMF schemes.
- Also part funded through the Council's normal local bus revenue budget.

Aims

- Improve accessibility and rural mobility
- Improve journey times
- Reduce carbon emissions – Modal shift
- Improve connectivity with bus/rail
- Pilot a fresh approach to rural transport in the county. (DRT not new to Wiltshire however).



Service design approach



Resident engagement survey feedback



Review patronage data on existing services – 101/102/103/20/22



DRT Simulations and analysis from ViaVan

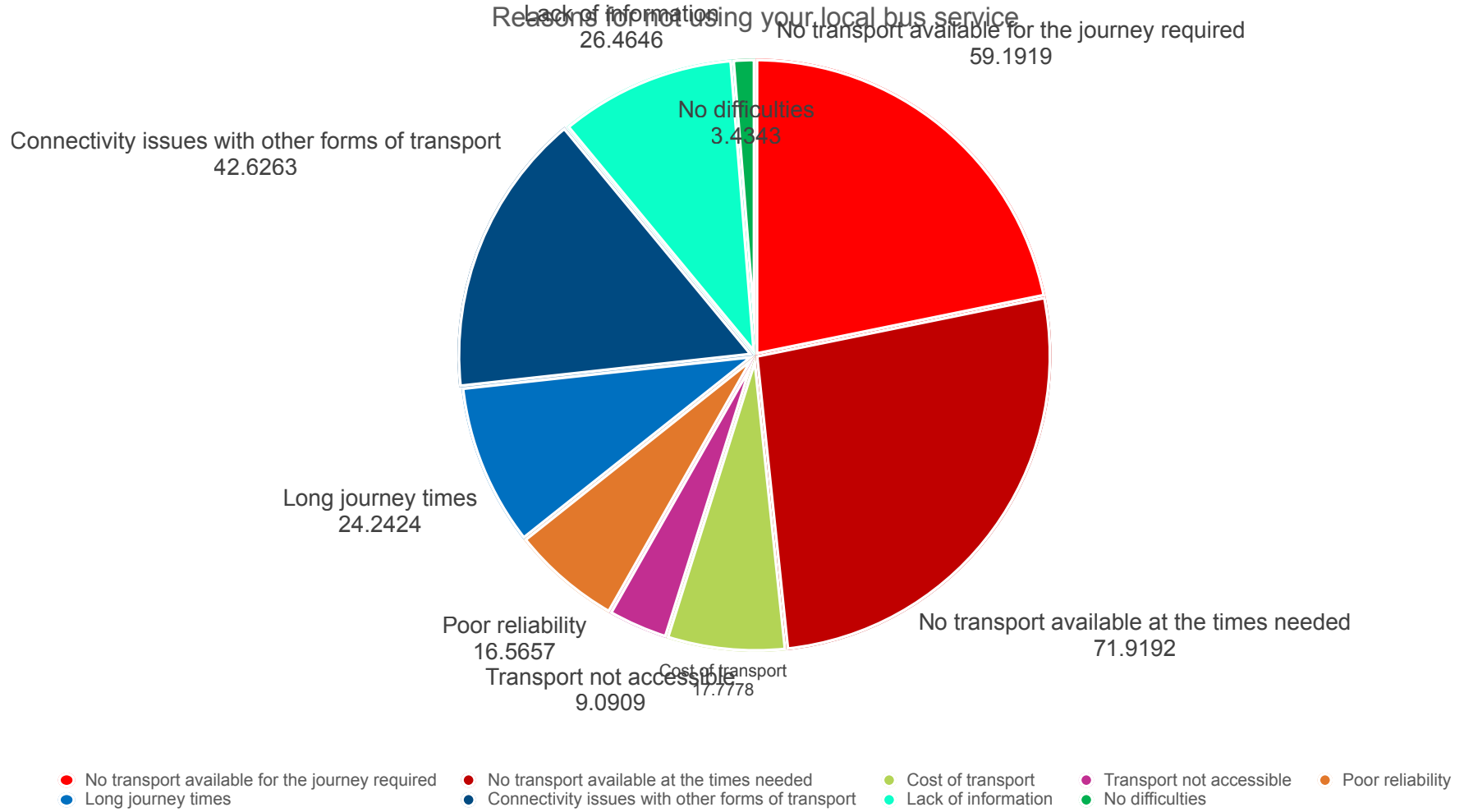


Field Trips / RMF Steering Group

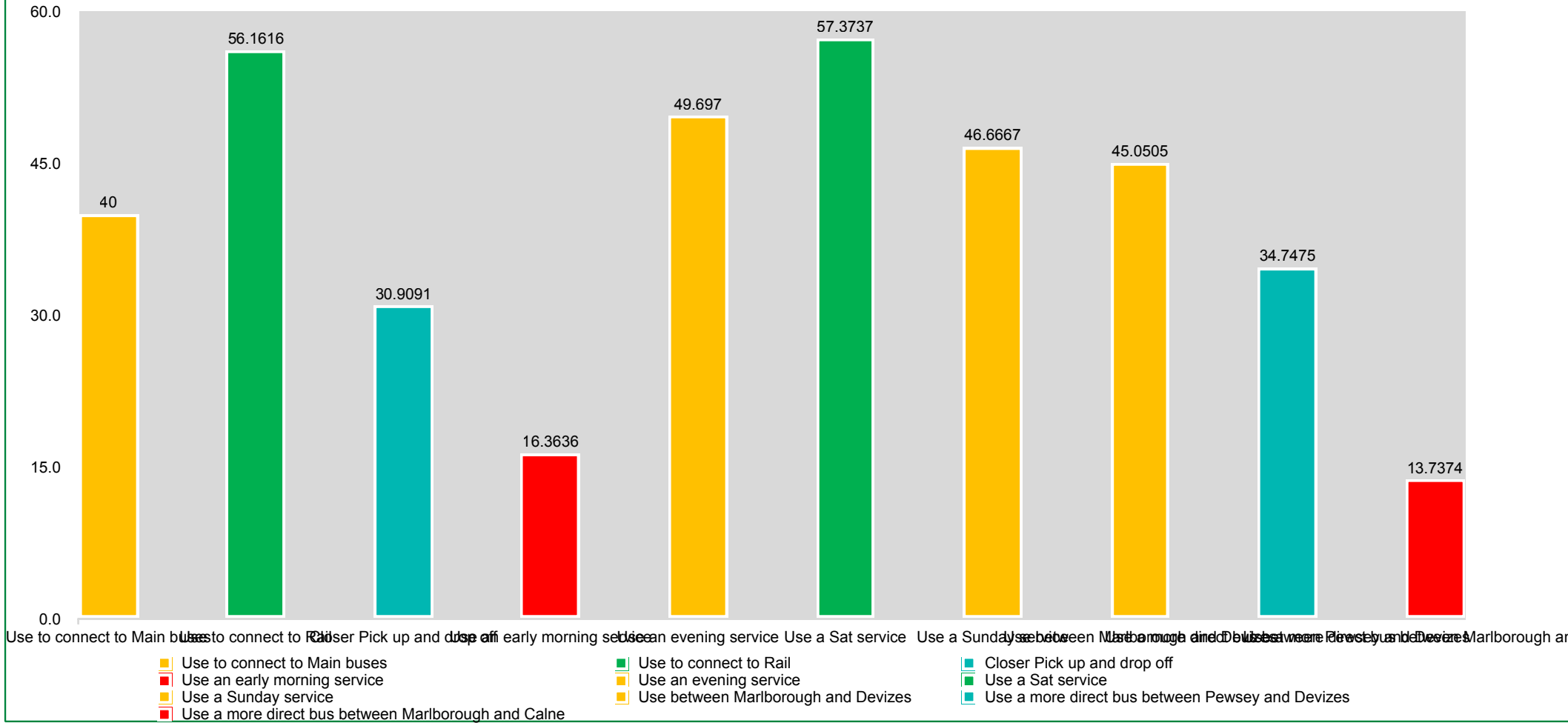
Engagement Survey Summary

- 495 Surveys completed – Good response
- 10% of respondents are aged 14-24, 21% aged 25-44, 40% aged 45-64 and 29% of respondents aged 65+
- 72% of respondents say they don't use their local bus service as it is not available at the times required. 59% state that public transport is simply not available for their journey.
- Good connectivity with other forms of transport is strongly favoured
- Good support for weekend and evening service. Not so much for an early morning service.
- 45% of respondents suggested they would use a service between Marlborough and Devizes.
- Almost 35% of respondents say they would use a more direct bus between Pewsey and Devizes
- 73% of respondents indicated they would be happy to use an app to book journeys
- Respondent feedback is largely positive and generally supports the objectives of the RMF project. Some concern noted about booking generally and changing the current bus timetables.

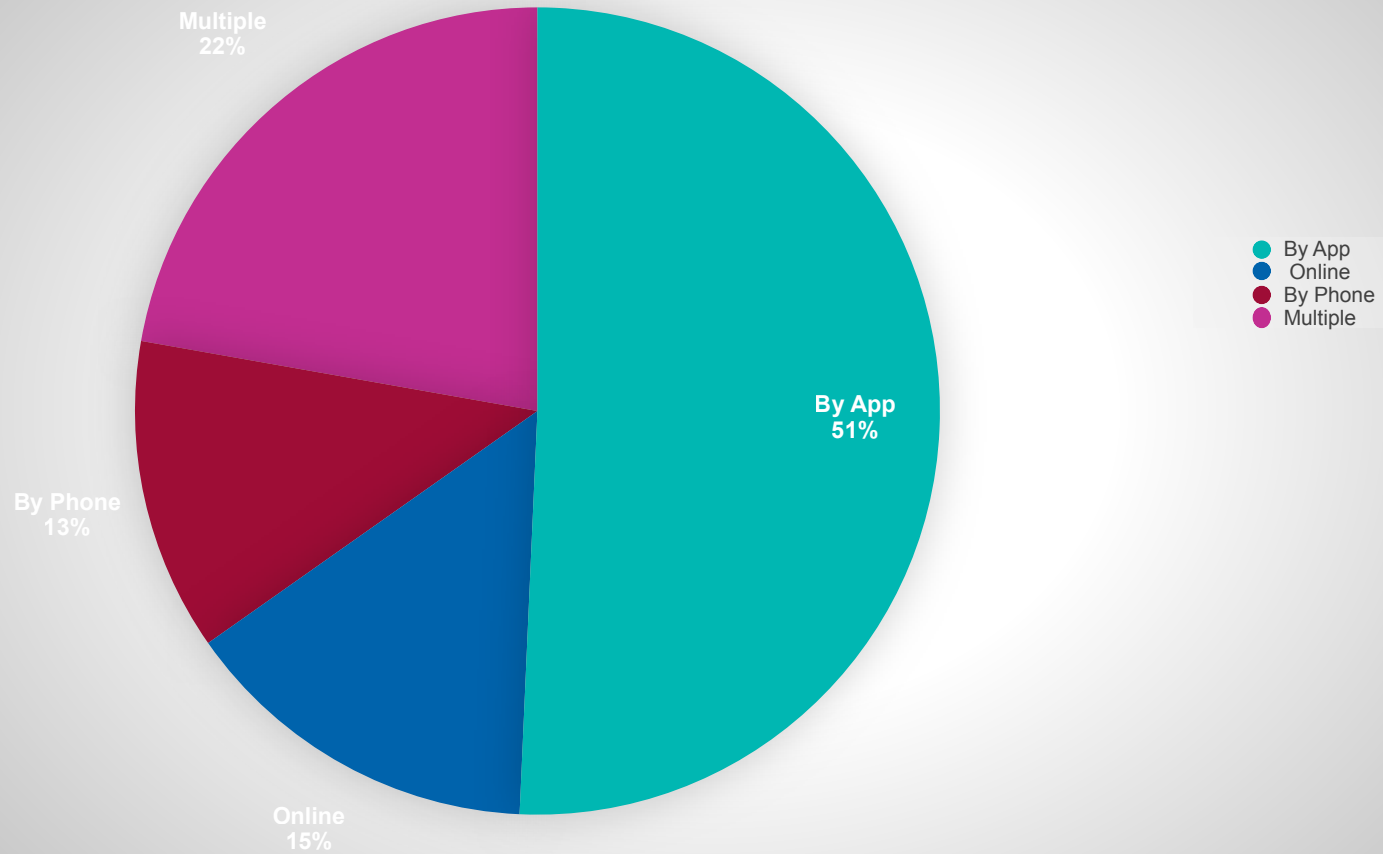
Reasons for not using your local bus service



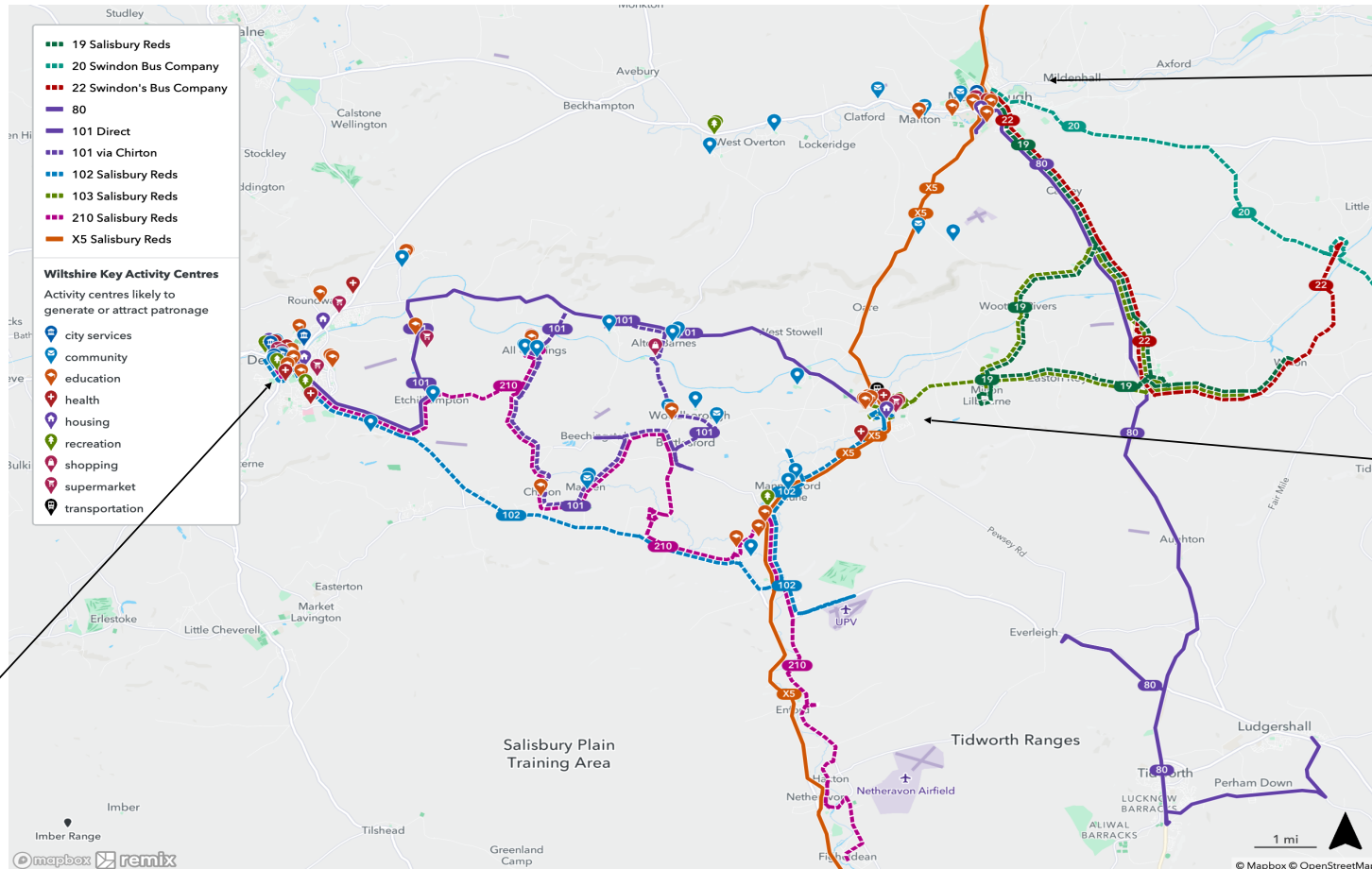
What DRT service developments would you use?



DRT Booking Preference



Current Bus Network in the Pewsey Vale



MARLBOROUGH

PEWSEY

DEVIZES

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Patronage data on existing services

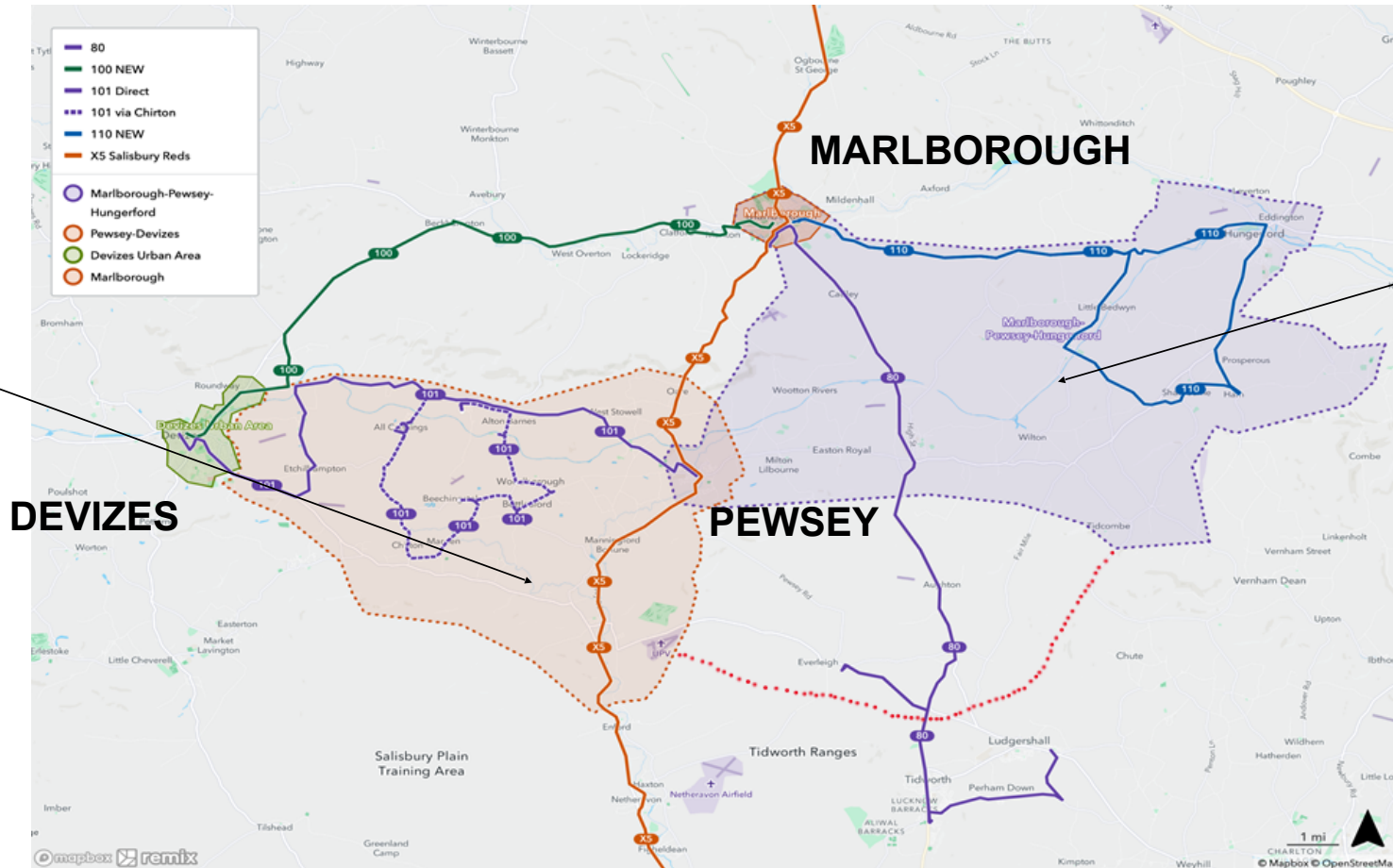
- Data sample analysed over a 2 Week period – 16/05/22 – 27/05/22
- Patronage on existing services in the area is 21% below 2019 levels and ridership growth has seemingly stalled.
- 101/102/103 (Pewsey-Devizes) – Average of 3.5 passengers per trip outside of scholar movements on Mon-Fri. Similar on Saturdays.
- Analysis of usage from villages on the 101/102 show the greatest usage is from All Cannings; Ave of 9 passenger trips per day. (Patney is 2nd highest with 6 passengers).
- 103 between Burbage and Pewsey (4-5 Trips) is very weak. Most trips 1-2 passengers
- Also reviewed ad-hoc services on the Pewsey Vale contract – 19/201/210
- 20/22/X22 (Marlborough-Bedwyn-Hungerford) – Average of 3.5 passengers per trip outside of scholar movements Mon-Fri. Average of 2 passengers per trip on Saturdays.

Options

- Option 1 – Minor changes to existing timetabled and semi-flexible bus services and overlay with new DRT services – **Not recommended; Very unlikely to be sustainable after the Rural Mobility funding period.**
- Option 2 – Replace all supported timetabled services with DRT except scholar journeys – **Not recommended; DRT services may not be able to meet demand, need to consider engagement feedback and patronage data. Would be a big step change at this time.**
- Option 3 – A hybrid model featuring a mixture of timetabled and DRT services – **Recommended; Supported by patronage data, feedback from the survey and DRT modelling simulations.**

New Remodelled Rural Mobility Bus Network

Zone 1:
1 DRT
Vehicle



Zone 2: 2
DRT Vehicles

Wiltshire Connect DRT



- **3 x DRT Vehicles – Wiltshire Connect branding**
- Brand new high specification Mercedes vehicles -8-16 Seats
- Wiltshire Connect DRT services will operate between 6am-8pm on Monday to Friday`s and 7am-7pm on Saturdays.
- Book by App or by phone.
- Can book a pick up or arrival time
- Service available at school times to use.
- Later evenings and Sunday`s are not proposed at the moment due to financial constraints and driver shortages.
- Fares set by the Council.
- We are already working in partnership with GWR to promote the integration with rail services at Pewsey, Bedwyn and Hungerford.

Wiltshire Connect Timetabled/Semi-Flexible Services

2 x Semi-Flexible/Timetabled Vehicles (27-30 Seats):

- **New Service 100** – Operating between Marlborough and Devizes – 4/5 Trips in each direction Mon-Fri
(Bookable diversions)
- **Revised 101** between Pewsey and Devizes – Route streamlined via All Cannings and more direct. Most journey durations are reduced from 60 Mins to 40 Mins. (Limited bookable diversions)
- One **101** journey a day takes a longer route via smaller villages in the Pewsey Vale as a shopping bus and an alternative to using DRT. Arrives in Devizes at 10am and leaves at 12.10pm.
- **New Service 120** – Operating between Hungerford – Bedwyn – Marlborough. This partially replaces the current 20/22/X22 services. 4/5 Trips Mon-Fri
- **210 Figheledean – Devizes** – Will be renumbered 110 and will continue to operate on Thursdays and Saturdays with a revised route and times.
- **270 Urchfont – Devizes** – Early morning journey will be included in the contract.

Service 19 (Weds Only) – Wilton – Marlborough replaced by DRT



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Wiltshire Connect DRT Vehicles

- DRT Vehicles to be supplied by the Council. These will be brand new Mercedes Sprinter vehicles – 1 x 8 Seat and 2 x 16 Seat Sprinter City-line (All Euro 6) – Used by numerous DRT providers including Transport for Wales - Improved fuel efficiency compared to full size single deck buses (22-25 MPG).
- High specification including Air Conditioning and charging points.
- Initially the 16 Seat vehicles are likely to be leased for a few months whilst new vehicles are being built.
- Electric and alternative fuel vehicle options being considered for the future.



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Wiltshire Connect App features

- Passengers will be able to book, view and cancel their journeys on the app or by phone.
- Can book a journey up to 7 days ahead and on the day with a short notice period.
- Can pay for their journeys on the app prior to travel.
- Passengers can track their vehicle and the App will send push notification updates with ETA`s.
- Marketing features such as promo codes and refer a friend.
- In App messaging – Useful for marketing and to communicate operational issues
- Passengers can rate and review their journey experience.



Wiltshire Connect branding



Estimated Timeline



Now – Procure DRT Technology Partner and Vehicles ordered
Operator Supplier event



December – Operator Tender and mobilisation commences



January 23 – Operator contract awarded



February – March 23 – Training and mobilisation



20th March 2023 – Soft launch – Likely to be a phased introduction



April/May 2023 – Whole service goes live

Questions!

