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Combining MaaS and DRT: Lessons from the Shyft Project in Oxfordshire

Anna Rothnie

Rural Services Network

Introduction

Idea origin

Data analysis

Solution

DEMAND RESPONSIVE TRANSPORT

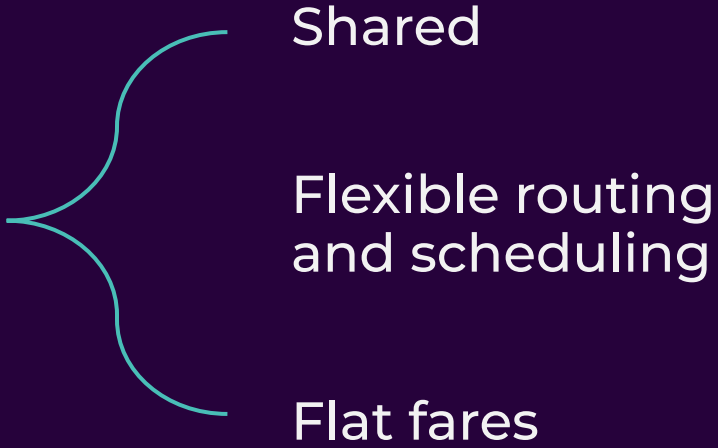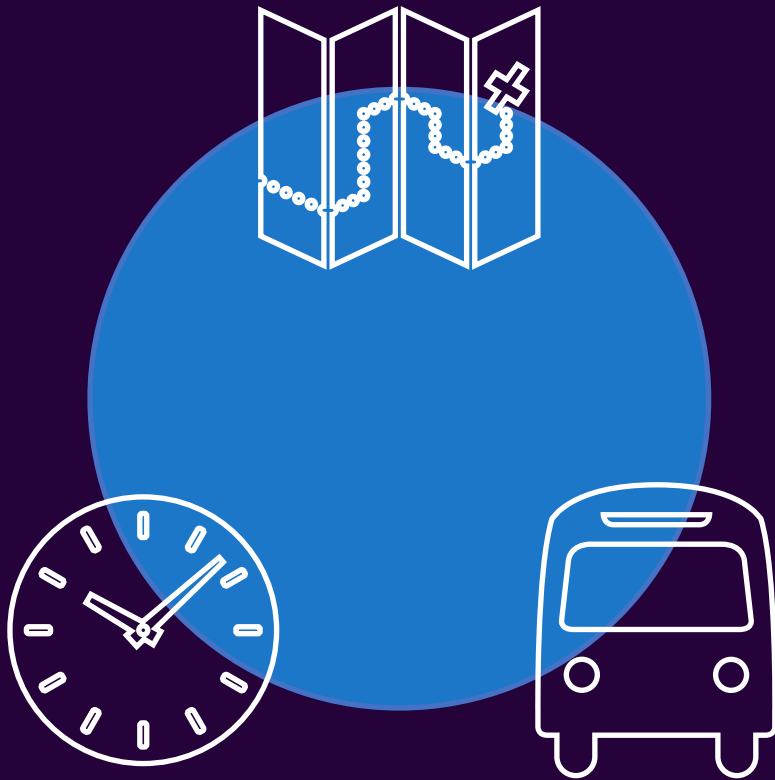Shyft

Demand Responsive Transport

Taxis

DRT

- Shared
- Flexible routing and scheduling
- Flat fares

Buses

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Different Kinds of DRT

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Business Models

- Where traditional public transport is not sustainable

- Depend on external subsidies

- New companies app-based and focus on niche markets

Citymapper

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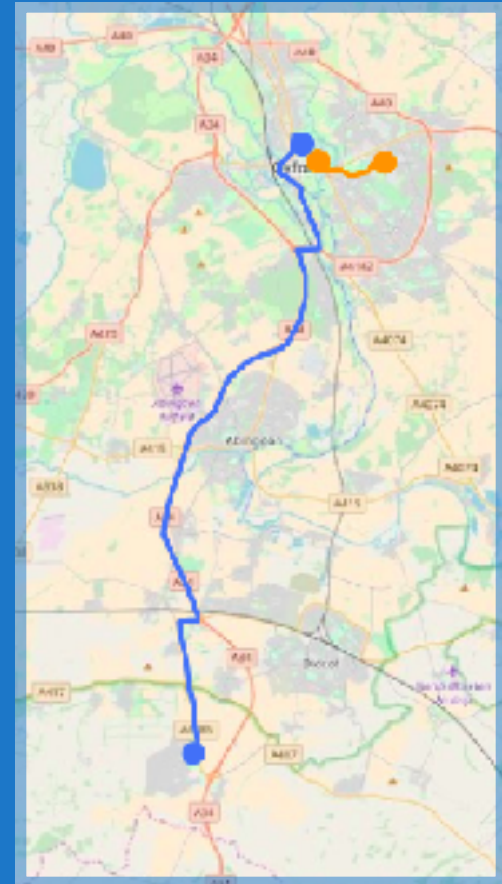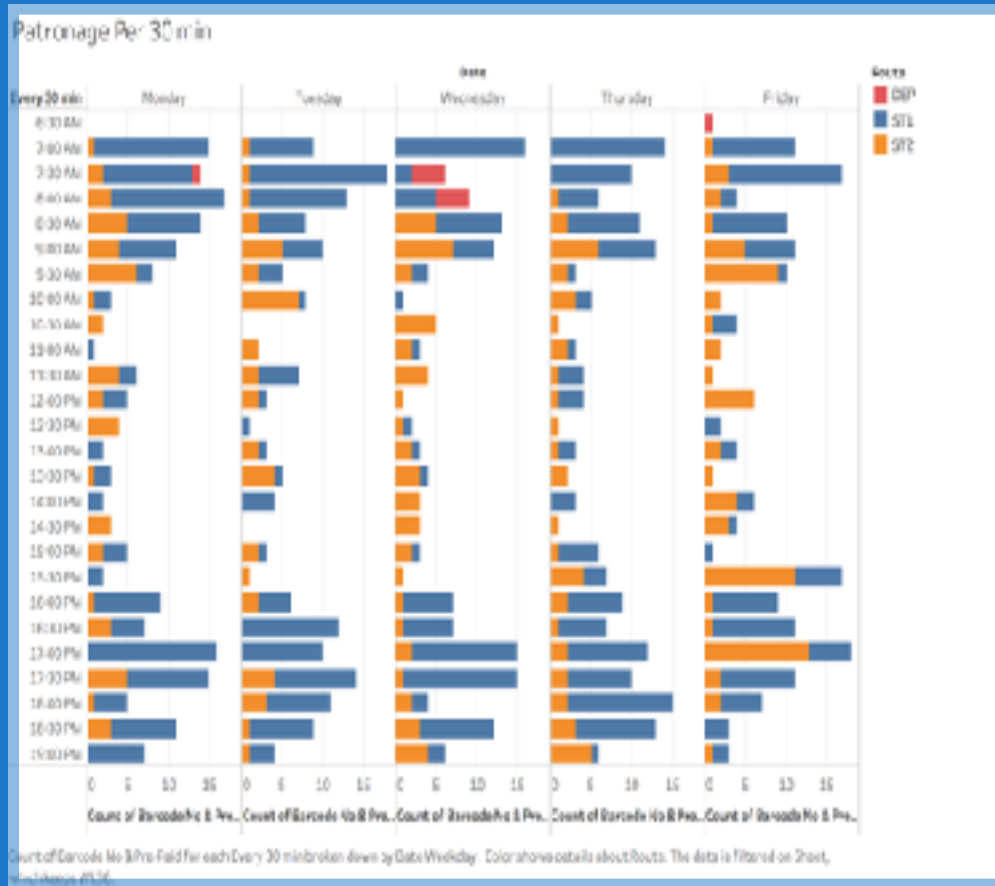
The New Generation

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OXFORD UNIVERSITY: SCIENCE TRANSIT SHUTTLE

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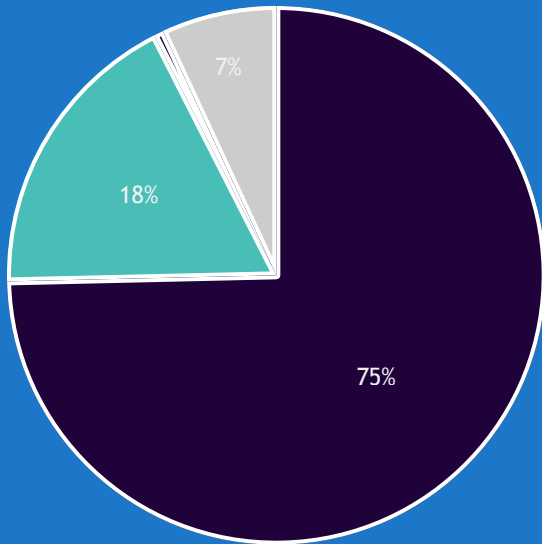
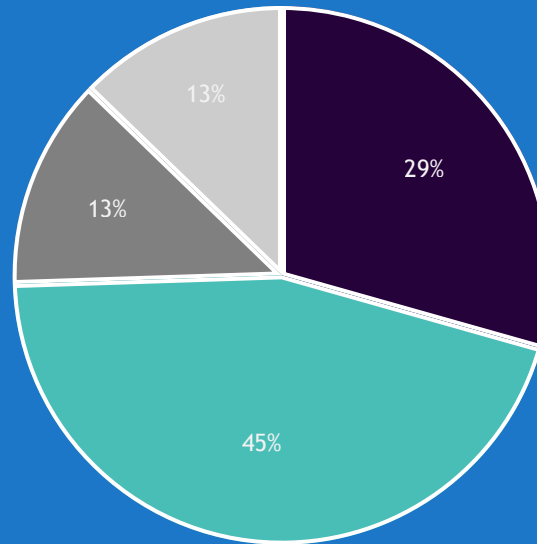Shyft

STS Analysis

Patronage Analysis Overview

Interviews and Focus Groups

- Convenience-driven

- Service reliable and comfortable

- Ticketing is barrier

- MaaS customers

- Taxis excessive

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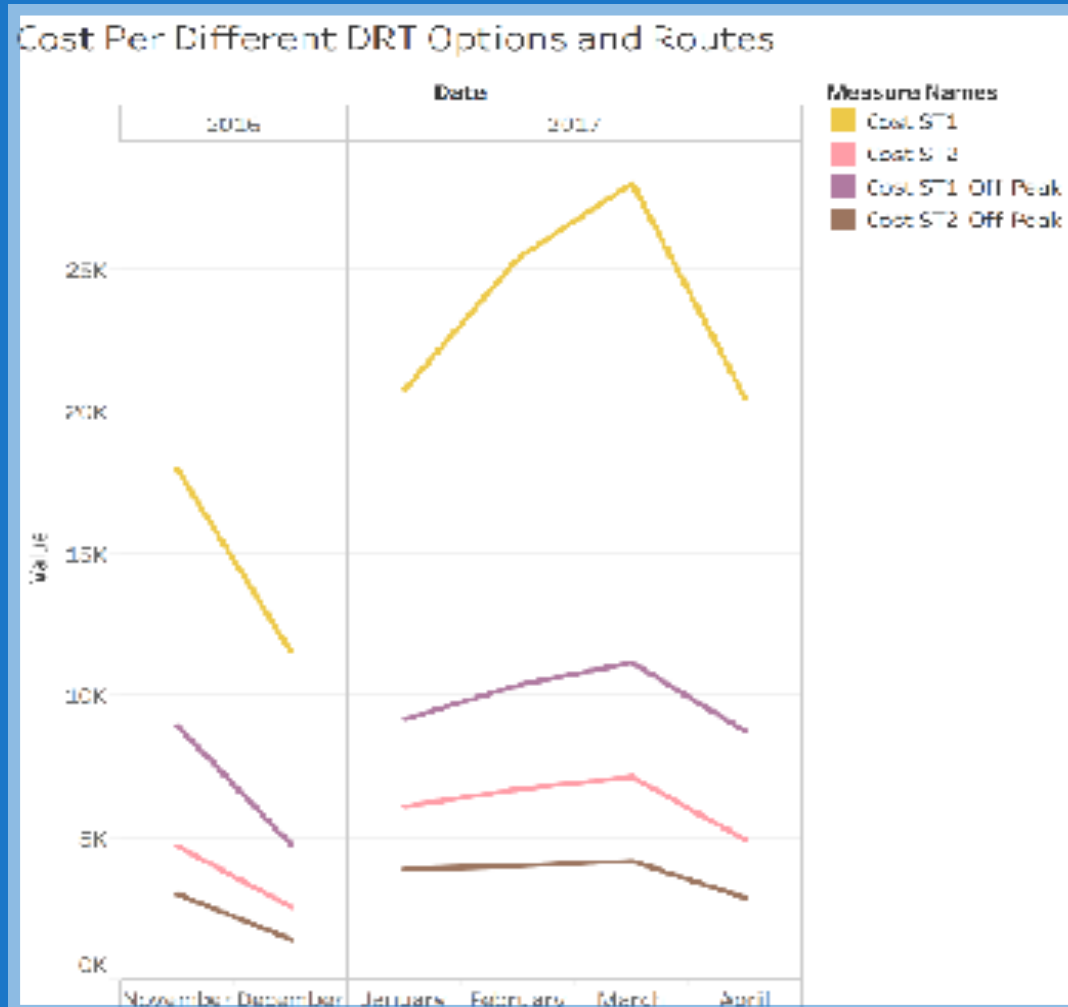
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Questionnaire

PEAK

- 75%
- 18%
- 7%

OFF-PEAK

- 29%
- 13%
- 13%
- 45%

Legend:
- Fully scheduled service
- Semi-scheduled service
- Full on-demand service
- I don't know

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DRT Modelling: Optimising Vehicles

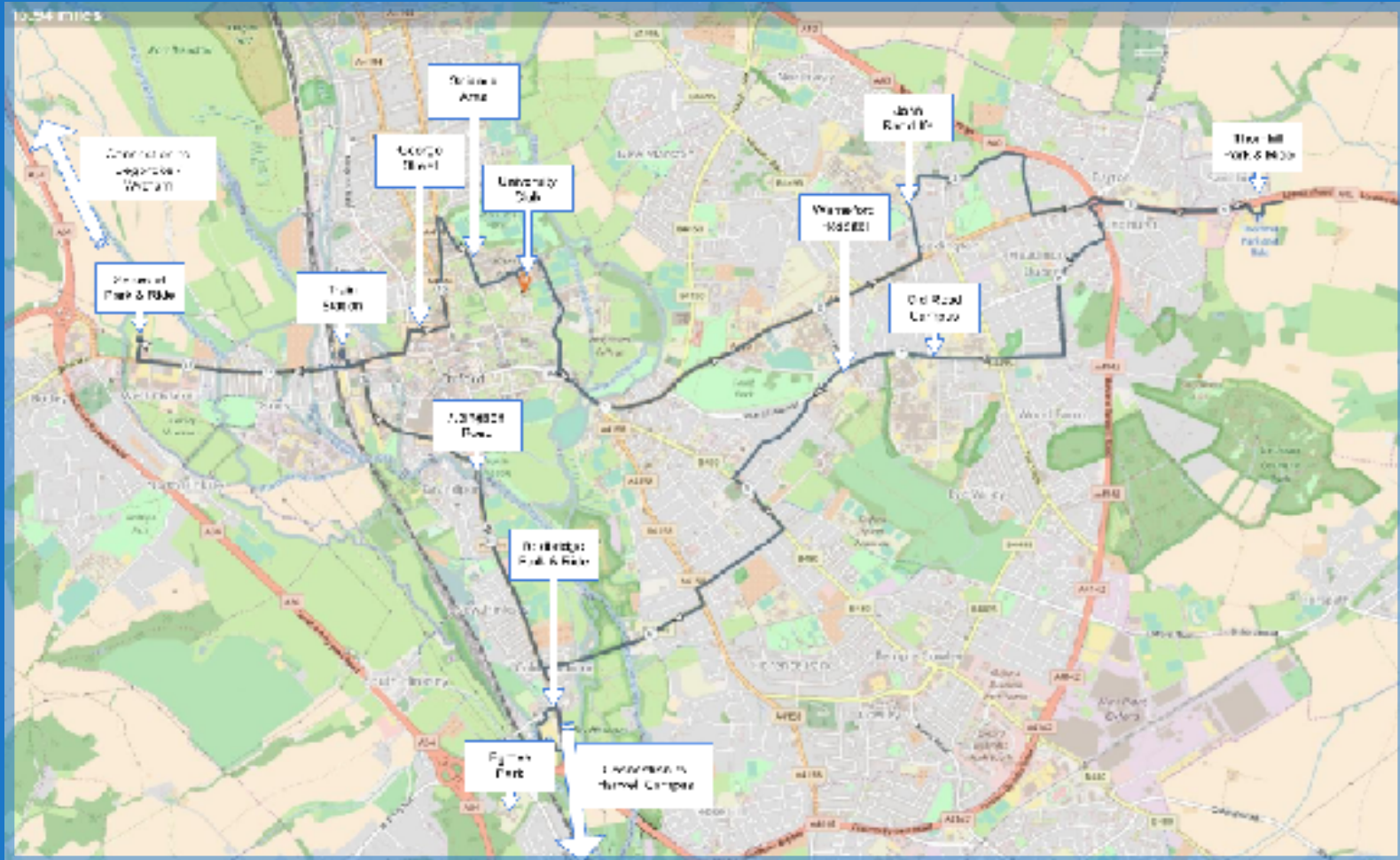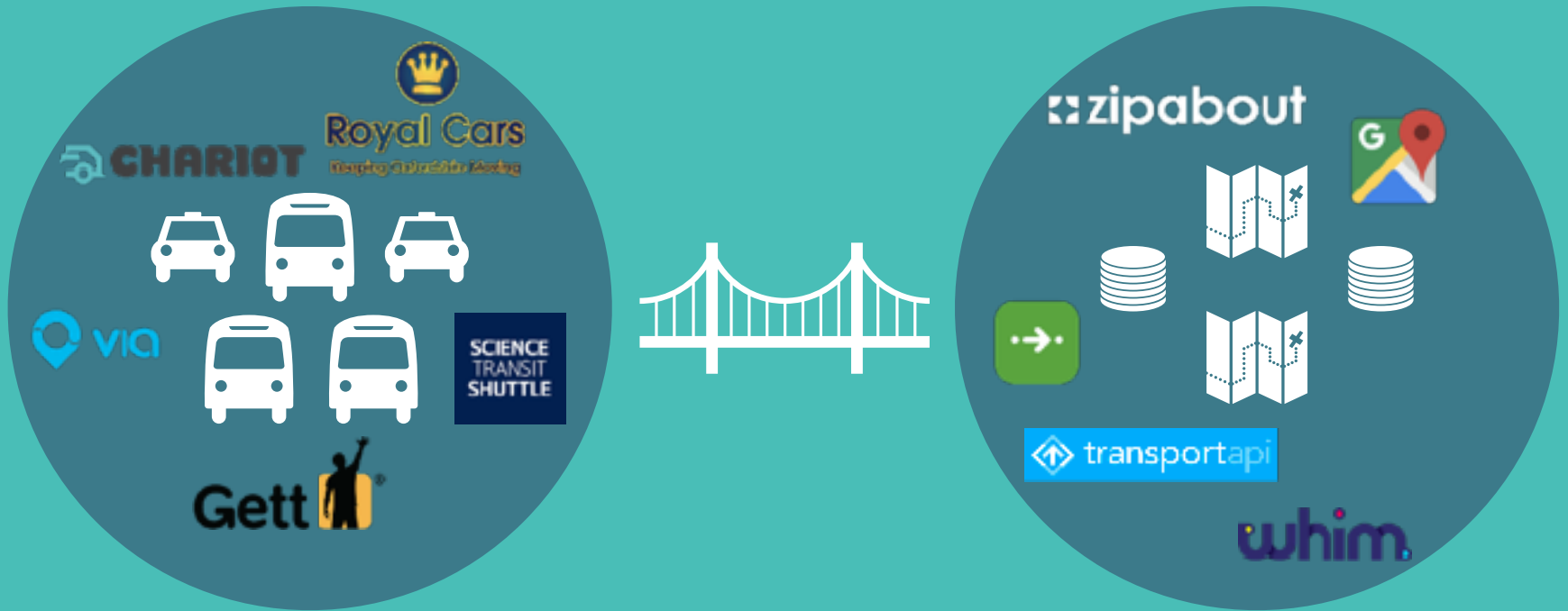Cost Per Different DRT Options and Routes

Vehicle CO2 Emissions
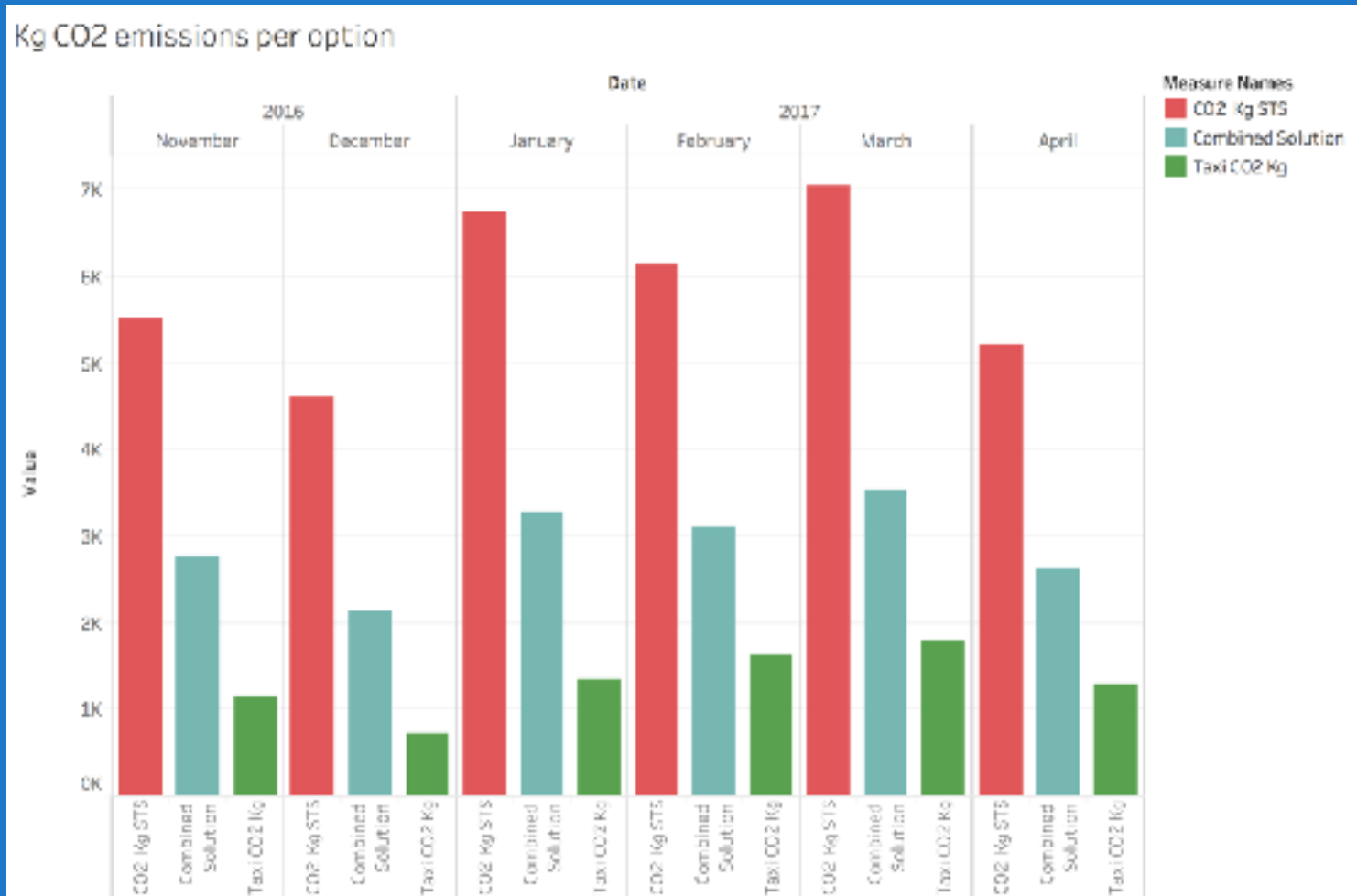
Modelling DRT: Optimising Routes

INTRODUCING SHYFT

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Shyft is Bridging a Gap

How will Shyft Bridge this Gap?

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A Two-Way Connection

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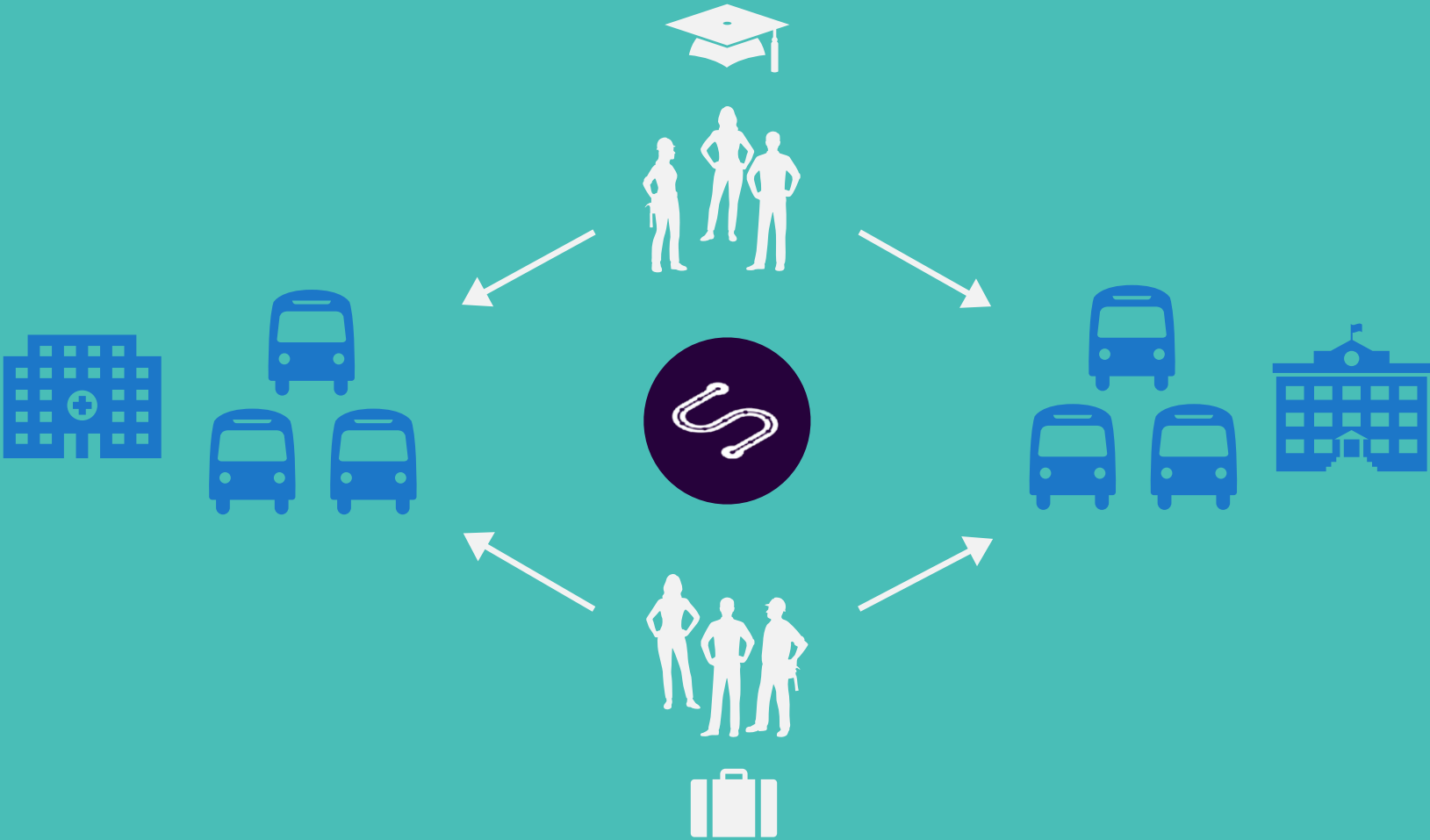
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Where does Shyft fit?

What does Shyft have to offer?

Increased patronage

Efficient fleet

Access to journey planning and MaaS platforms

Demand Responsive Transport

More options for end-users

Greater variety in modes

More reliable transport services
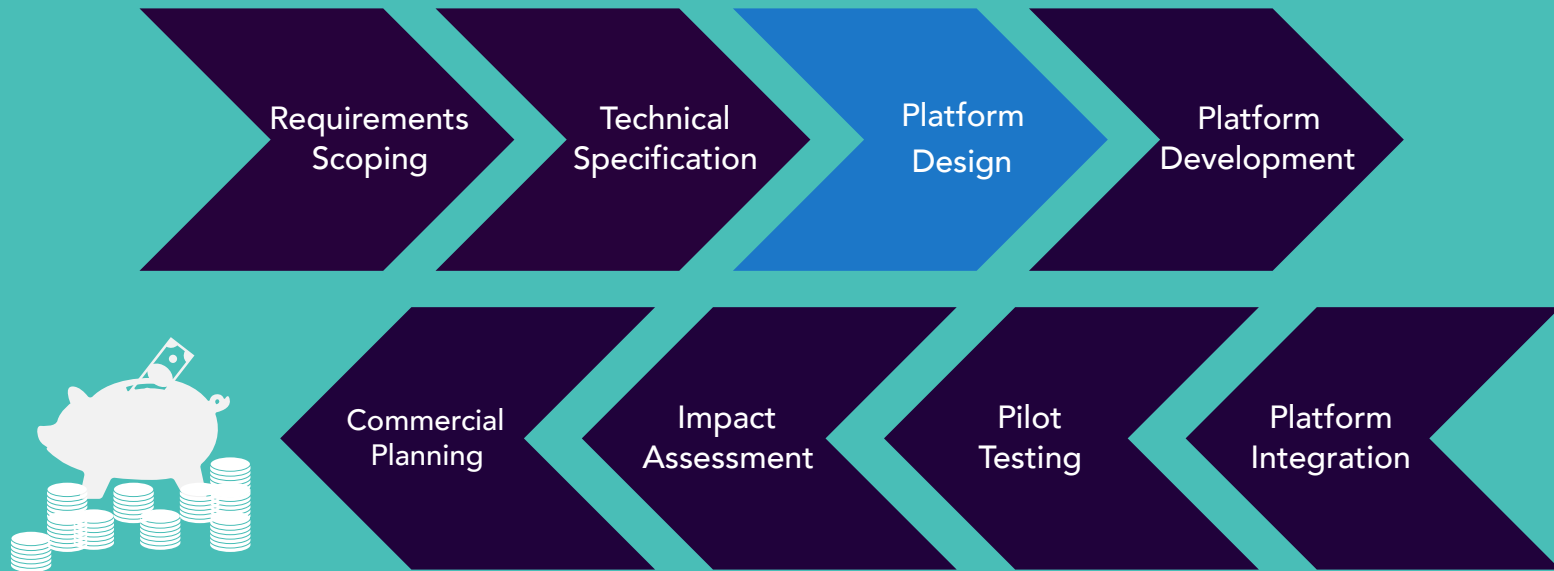
Dynamic and flexible routing of small operators

More efficient fleets = less congestion

Less private car ownership

More flexible transport services

Less money spent

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This is just the start of our journey...

Requirements Scoping

Technical Specification

Platform Design

Platform Development

Commercial Planning

Impact Assessment

Pilot Testing

Platform Integration

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Keep In Touch!

shyftmobility.com - website coming soon!

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Thank you for listening :)

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