

# Why DRT?

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# Demand Responsive Transport: What is it?



Intermediate form of public transport

Demand Responsive Transport services ...

- provide rapid response transport services 'on demand' from the passengers;
- offer greater flexibility in time and location than conventional public transport in meeting individual requests for transport.

Flexible by name ...

- Fixed
- Semi-fixed
- Flexible
- Virtually flexible
- Conventional bus stops
- Predefined stop points
- Door-to-door

# DRT Services: What is the Market?

## What has prompted interest in DRT?

- Technological improvements
  - Lifestyle changes
  - Land-use change
- }
- Increased interest in DRT

## Where?

- Rural or urban
- Conventional public transport inefficient, not cost effective or non existent
- Specialised transport services not provided
- Standalone or feeder

## Niche market

- High quality service
- Customised to passenger preferences

## Social inclusion

# Innovation ... Early Concept Development

## SAMPO and SAMPLUS

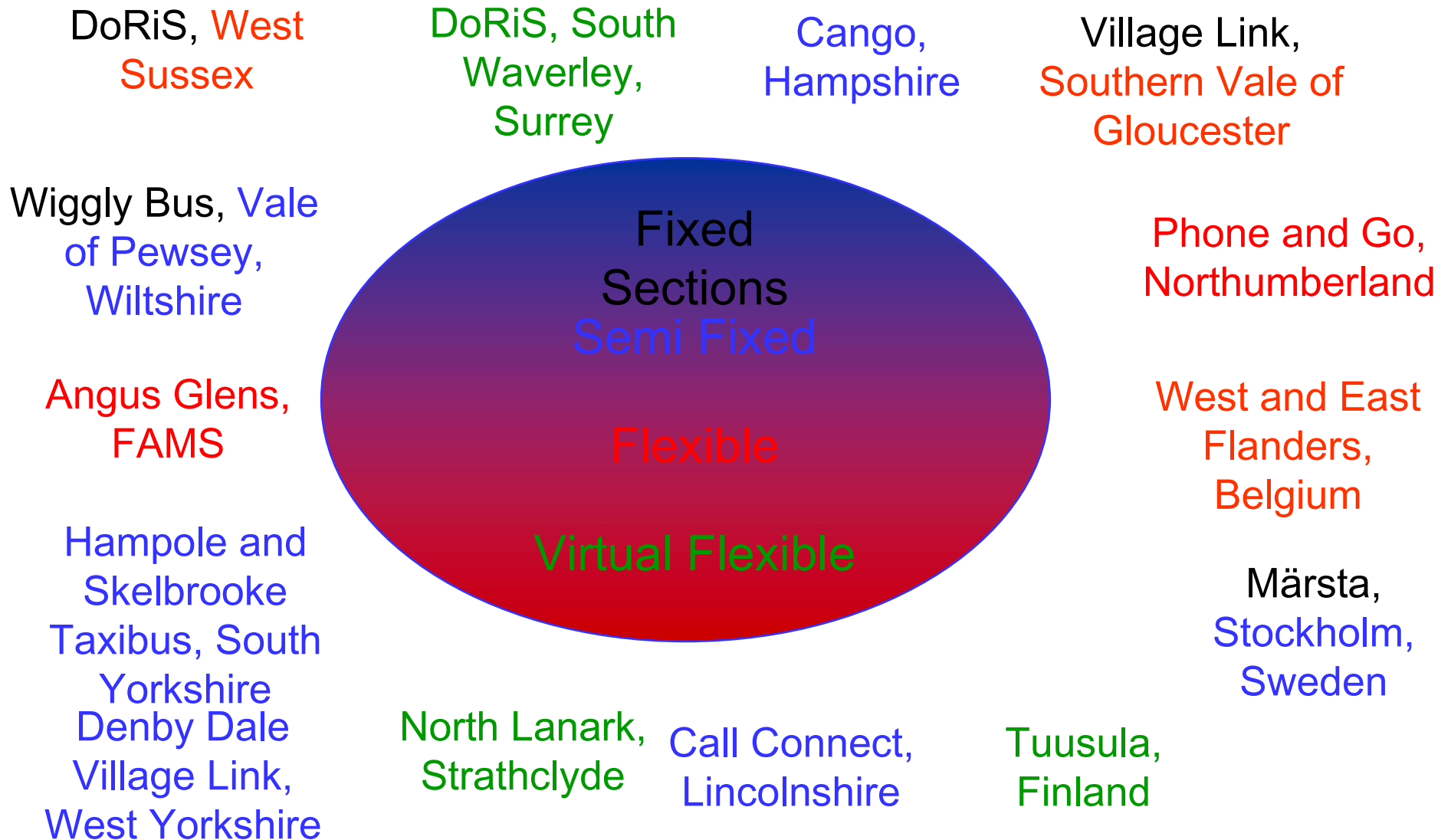
- EU DG XIII R&D Programme
- Rural and urban
- 4 European demonstration sites
- 2 follower sites



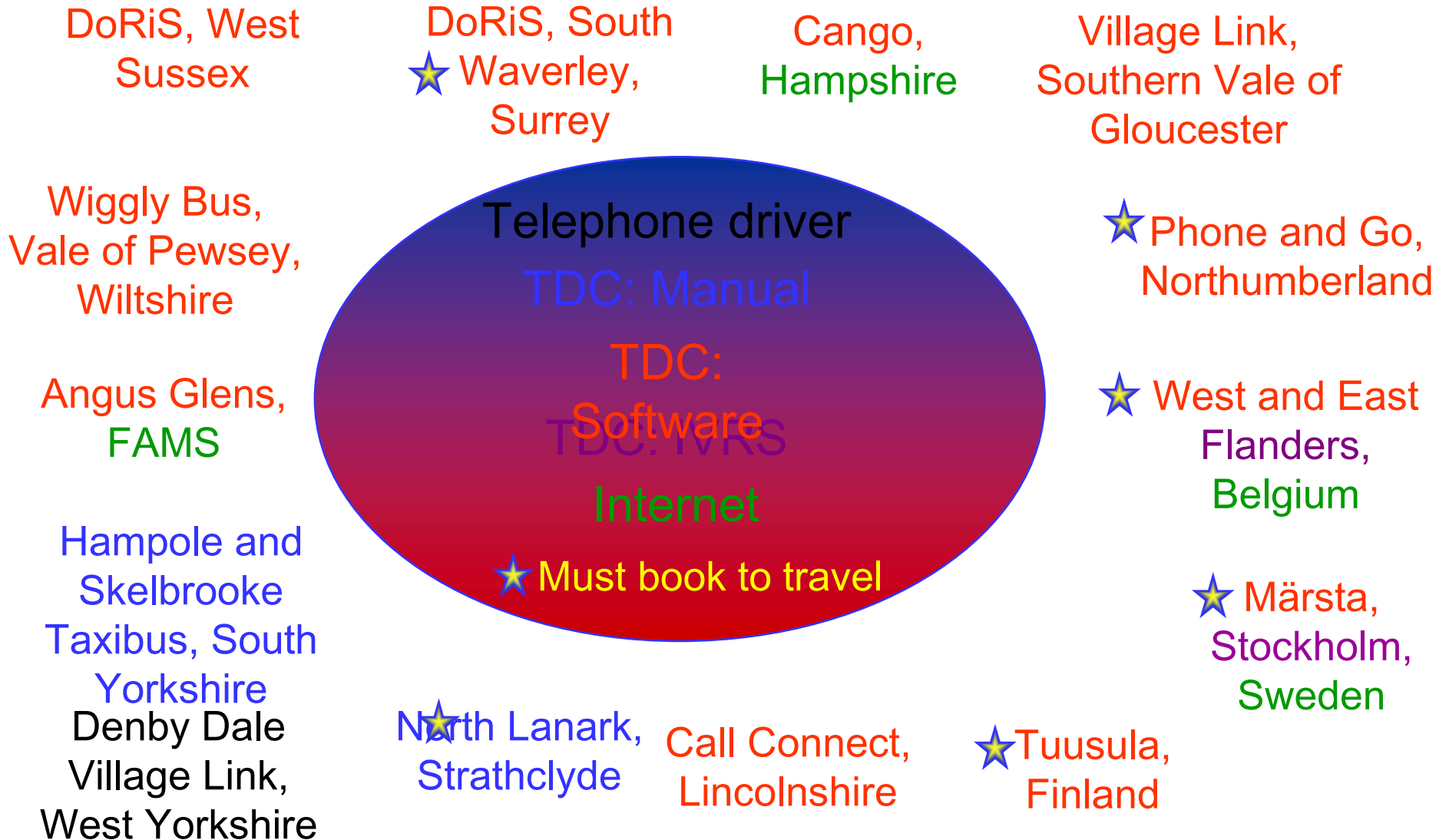
## UK Initiatives

- DoRiS, West Sussex and Surrey
- Bus Challenge Programme
- Scottish Executive

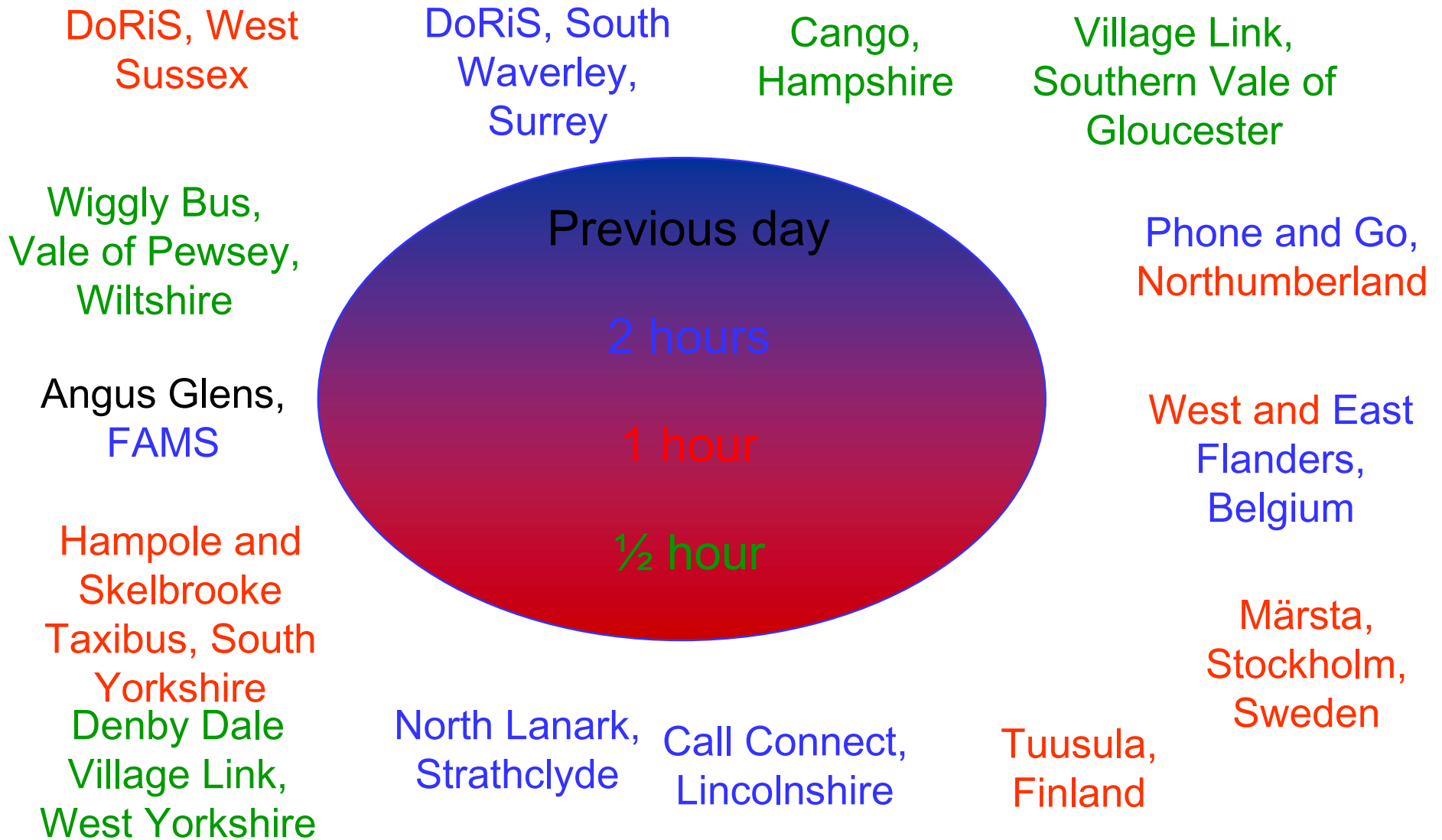
# Route Flexibility



# Flexibility of Booking Method



# Flexibility of Minimum Pre-Booking Period



# Phone and Go, Northumberland

## Rural Bus Challenge

- Lower Coquet Valley
- Allen Valleys
- Project Management
- Travel Dispatch Centre
- Research Partner



## Value Added

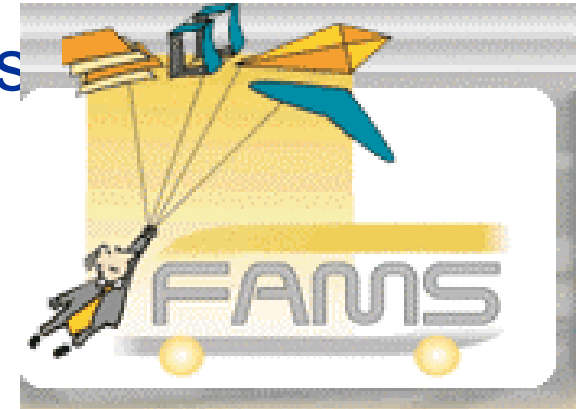
- User Requirements
- Co-operation with Community Transport (ADAPT)
- Education Transport Services
- New User Groups
- Feeder and Interchange
- Mobility Assistants
- Evaluation



# New Markets ... Multiple Service Provision

## Flexible Agencies for Mobile Services (FAMS)

- Virtual agency co-ordinating multiple transport resources



## Economic Growth and Sustainable Mobility supported by IST at Regional level including SMEs (EMIRES)

- Regional Service Centre and satellite Service Points co-ordinate:
  - n Multiple transport resources
  - n Information services
  - n Booking non-transport services, e.g. job interview



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