



CASE STUDY



ArrivaClick Sittingbourne

A technology solution to upgrade and expand a fixed-route service in a low-density area.

PARTNER

Arriva Bus UK

LOCATION

Town of Sittingbourne, Kent County, England

LAUNCH

March 2017

CHALLENGE

Provide a transit option that is preferable to driving alone or hailing a cab

USE CASE

Provide an enhanced transit experience for Sittingbourne commuters, residents, and visitors



Overview

The Kent Science Park and Eurolink Industrial Parks in Sittingbourne, England are home to a number of high-tech companies with workers doing a reverse commute, traveling into the town from London on the high-speed train. Before ArrivaClick, the sole transit link between the Sittingbourne Train Station and the office parks was a fixed route bus with 40-minute headways; if a commuter's train was a few minutes late, they faced the choice of waiting for the same bus to complete its route and return back to the station, or to pay for an expensive taxi ride to their office.

52%

OF RIDERS SWITCHED FROM PRIVATE TRANSPORTATION TO ARRIVACLICK

2/5

RIDERS COMMUTE DAILY USING ARRIVACLICK

More broadly, prior to ArrivaClick, most Sittingbourne commuters and residents chose to drive alone, owing to limited fixed-route bus service and the convenience of -- and often necessity for -- personal vehicles. Since launching almost two years ago, the ArrivaClick service has demonstrated that significant behavioral changes are possible, even in low-density environments, when people are provided with a convenient, reliable, and affordable alternative to single occupancy vehicle use.

“Demand Responsive Transport models, like ArrivaClick, present an exciting opportunity to meet the changing needs and requirements of customers and to offer a real alternative to current modes of transport.”

– Kevin O’Connor,
Managing Director,
Arriva Bus UK

“Amazing service, awesome buses, great price! Click has totally changed my commute.”

– ArrivaClick Rider

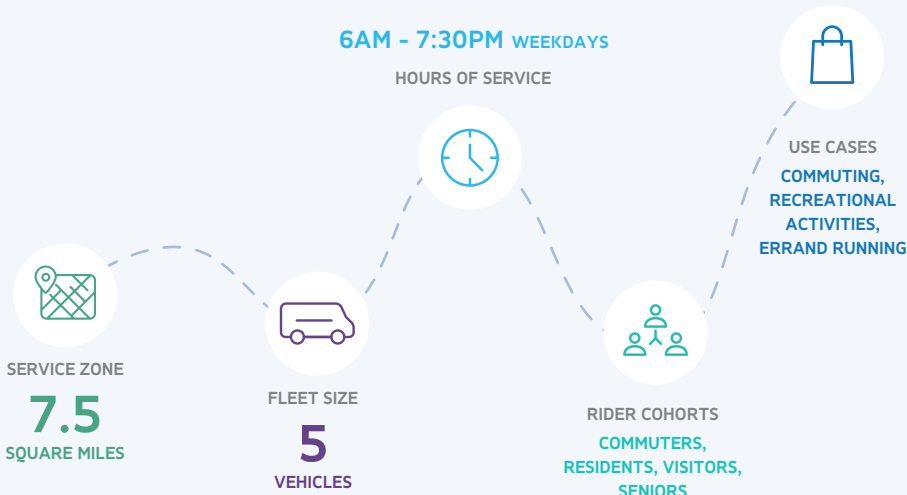
“ArrivaClick...is what the UK needed and what Arriva have delivered. Fantastic!”

– 2018 SmarterTravel Awards Judges

Solution

In March 2017, Via and Arriva Bus UK -- a large private transit operator owned by Deutsche Bahn -- launched ArrivaClick, an on-demand transit service in Sittingbourne. ArrivaClick connects high-speed train commuters to the Kent Science Park and the Eurolink Industrial Park, and local residents to focal points within the zone.

For ArrivaClick, Arriva Bus UK procured wheelchair accessible Mercedes Sprinter vans, branding them for easy identification. The comfortable vans are equipped with WiFi and USB ports. Users book rides using a custom-branded ArrivaClick app, and staff monitor the service using Via’s intuitive web-based dispatcher tool. The starting price is £1 per mile.



Results

ArrivaClick has produced extremely positive results over nearly two years of service. Ridership has exceeded Via and Arriva’s expectations and continues to grow. ArrivaClick provides more than 1,400 rides per week and has provided nearly 120,000 rides in total. Customers wait an average of 10 minutes for a vehicle, compared to up to 40 minutes prior to ArrivaClick. Fifty-two percent of riders switched from private transportation, demonstrating that on-demand transit can provide a preferable mobility solution even in low-density areas. As a result of ArrivaClick’s success, the zone has been significantly expanded, and Arriva Bus UK and Via launched another successful service in Liverpool in August 2018. ArrivaClick also received the Best Demand Responsive Transport Award at the 2018 SmarterTravel Awards.