



CASE STUDY



# AT Local

A service to connect people in a limited geography to a specific point of interest

PARTNER

Auckland Transport

LOCATION

Auckland, New Zealand

LAUNCH

November 2018

CHALLENGE

Convince a population that typically drives alone to share their rides

USE CASE

Provide a connection to the ferry to reduce congestion, increase ridership, and improve the commuting experience



## Overview

The Devonport peninsula is home to the Devonport Ferry Terminal, which serves thousands of passengers every day going to and from Auckland’s central business district and other destinations. Many of these travelers rely on personal cars to get to and from the Ferry Terminal, which leads to congestion on Lake Road, the one route going in and out of the peninsula, and high demand for limited parking.

Via beat out local and international technology companies to win Auckland Transport’s (AT) competitive tender for an on-demand transport SaaS solution. Go Bus -- an existing Via partner and New Zealand’s largest operator of passenger service vehicles -- won AT’s operator tender. In November 2018, Via, Go Bus, and AT launched AT Local, a convenient and affordable microtransit service that helps to reduce congestion on Lake Road and other parts of the peninsula, increase ferry access, and reduce emissions.

# 10K+

COMPLETED RIDES IN FIVE MONTHS OF SERVICE

# 50%

AVERAGE MONTH OVER MONTH GROWTH

“We believe the rideshare trial will make public transport even more appealing by taking the hassle out of getting to and from the terminal.”

**Kevin Leith, AT Group Manager of Market & Entertainment**

“AT Local provides another clever transport option that everyone can use -- commuters, shoppers, students and seniors. It’s also a great option to use after dark or when the weather turns sour.”

– **Chris Darby, North Shore Ward Councillor**

## Solution

Via’s AT Local service is a one year trial that provides on-demand microtransit throughout the Devonport peninsula. The service uses a fleet of six custom branded electric vehicles -- the first all-electric vehicle on-demand transit program in the world -- that can accommodate up to seven riders and is wheelchair accessible.

The service is available in a one-mile radius of the Devonport Ferry Terminal and can connect riders to any pickup or drop-off point in the area. AT Local encourages first and last mile trips on weekdays, charging \$2.50 for trips to or from the Devonport, Bayswater, and Stanley Bay ferry terminals and \$5 for other trips in the service area. All weekend trips are only \$2.50.

Via worked with AT to design a customized AT Local app for the trial. The service is available seven days a week, running from 5:40am to 9:20pm on weekdays, from 8:25am to 6:50pm on Saturdays and until 6:20pm on Sundays or public holidays.



## Results

AT Local’s ridership has grown an average of 50% month over month since launching 6 months ago, currently providing 800 rides per week. Riders wait only 3-4 minutes on average for their vehicle to arrive. Via and AT will work together to analyze the results of the trial and determine ways to expand on-demand shared ride service to neighborhoods across greater Auckland.