



CASE STUDY



Coonee Busways

An on-demand service that connects suburban residents to local train stations and shopping.

PARTNER

Busways

LOCATION

Sydney, Australia

LAUNCH

May 2019

CHALLENGE

Convince people to take a shared service rather than drive alone

USE CASE

Provide a connection to the fixed-route network that eliminates the need to commute by private car



Overview

In January 2019, Busways partnered with Via to deliver an on-demand shared service for residents in three fast-growing suburbs: The Ponds, Kellyville Ridge, and Schofields. The attractive neighborhoods offer close proximity to rail stations that connect commuters to Sydney’s central business district. As the population grew, parking pressure at stations created a headache for residents who had little choice but to travel by car. Many commuters were forced to park hundreds of meters away from stations and only after searching for spaces for long periods of time. Recognizing this growing problem, Busways conducted a survey, the results of which showed a strong interest in deploying an on-demand solution. Busways turned to Via to help design and launch a service that would provide residents with the convenience of driving alone without the stress of searching for parking and delayed travel.

55%

OF RIDERS PREVIOUSLY MADE THE SAME TRIPS BY PRIVATE CAR

5

METRIC TONS OF CO2 VEHICLE EMISSIONS ELIMINATED

“We are ecstatic over the success of the Cooee Busways service...We’re getting people out of their cars, easing traffic congestion, and making the integrated transport network work better for people.”

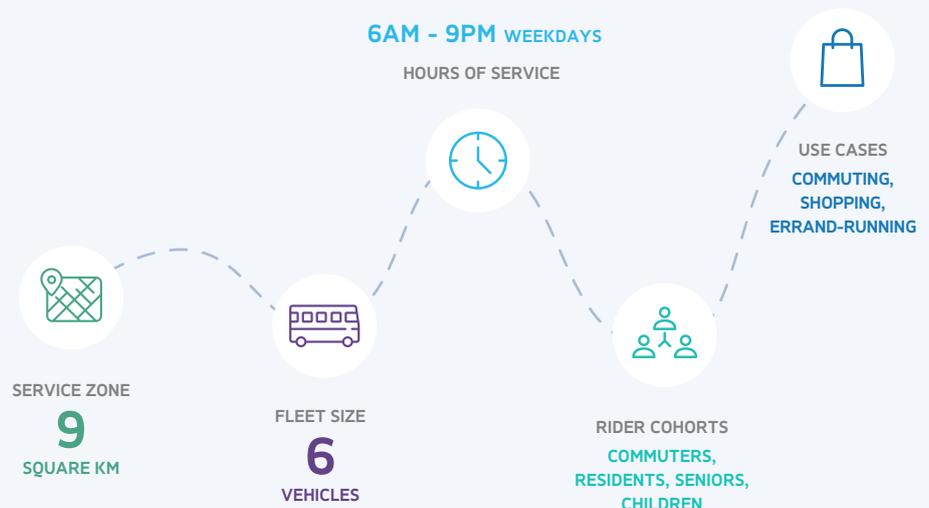
– Byron Rowe,
Busways Managing
Director

“Amazing!!!!!! Loved it, can’t put words into how badly we needed it guys. You saved me buying a new car or even moving my house and I am dead serious! Thank you, keep going!”

– Cooee Busways
rider

Solution

Launched in May 2019, Cooee Busways is an on-demand public transport service that allows riders to connect to Schofields, Tallawong, and Rouse Hill Sydney Metro stations between 6:00 am and 9:00 pm on weekdays. Residents are also able to connect to and from The Ponds Shopping Centre between 9:00 am and 4:00 pm. Riders can easily identify the fully accessible Cooee buses, which are uniquely designed and feature a number between one and six on the front, rear, and side. Fares range from \$1.12 and \$4.80 depending on distance traveled and passenger type. Customers pay via credit or debit card through the app, or when they board the vehicle.



Results

Cooee Busways’ performance has exceeded all expectations. More than 20,000 rides have been taken in fewer than three months of service. The popular service has attracted a large customer base that continues to grow; between June and July alone, ridership grew by 55%. More than half of riders surveyed in July 2019 reported previously using their private vehicles to complete the same trips. Since using Cooee Busways, 43% reported that they are considering selling their vehicles and 12 people have already sold their cars. Approximately 70% of rides are shared by multiple passengers. As a result of the service’s high ridership and sharing, Cooee Busways has reduced vehicle kilometers traveled by 21,000, eliminating nearly five metric tons of CO₂ vehicle emissions.

To date, in an area with 24,000 residents, the Cooee Busways app has been downloaded more than 9,000 times and users have rated the service an average of 4.8 stars. Cooee Busways’ popularity and impact on fixed-route ridership provide a compelling example of how on-demand transport can play an important role in solving real challenges in rapidly-growing areas.