



CASE STUDY



# Keoride Sydney

An accessible, equitable, and sustainable transportation solution for a growing region.

PARTNER

Keolis Downer

LOCATION

Sydney, Australia

LAUNCH

March 2018 to present

CHALLENGE

Prove the case for on-demand transit in the greater Sydney region and grow ridership on the BRT line

USE CASES

**Macquarie Park:** Provide commuters a link to and from employment hubs

**Northern Beaches:** Provide residents and visitors with a connection to BRT stops



## Overview

Via and Keolis Downer launched Keoride, a partnership between Keolis Downer, AECOM, Via, GoGet, Data61 and Transport for NSW, in early 2018 to provide on-demand transportation to residents in two suburban areas north of Sydney, Macquarie Park and Northern Beaches. The service is part of New South Wales' On Demand Public Transport Program, an initiative launched to explore the potential of on-demand transit in the greater Sydney region to create additional connections to transit. Keoride is one of 11 trials of on-demand service in Sydney, Newcastle, the Central Coast, and the Illawarra.

96%

OF CUSTOMERS PREFER KEORIDE OVER PERSONAL VEHICLES

100,000+

TRIPS IN THE FIRST 11 MONTHS OF SERVICE

The services are reflective of Transport for New South Wales' (TfNSW) greater vision to create a technology-driven transport network that will fundamentally impact people's lives and easily scale as the region's population is expected to dramatically increase over the next three decades. At the same time, the City's "Sustainable Sydney 2030" plan calls for more public-private partnerships to make Sydney more accessible, equitable, and environmentally sustainable.

“We designed the service with people in mind, and to also provide a great service and good value for money for our client TfNSW.”

– Sue Wiblin, KD New Mobilities Manager

“The Keoride partnership is a great example of using global technology solutions to help us rethink public transport. We’re always looking for innovative transport solutions like these to help relieve congestion and provide more choice to commuters.”

– The Hon. Andrew Constance, Minister for Transport and Infrastructure

“I use this service at least six times a week, the drivers are fantastic. I couldn’t live without it now.”

– Sharon, Keoride customer

## Solution

Keoride launched in March 2018 as a part of the government’s commitment to deliver innovative transport solutions that will help achieve TfNSW’s and the City’s bold vision for the future. GoGet provides and maintains the co-branded fleet, which includes wheelchair accessible vehicles. Keolis Downer operates the two services. The service in Macquarie Park operates during peak commuting hours to and from transit stops connecting to central employment precincts. The Northern Beaches service provides first and last mile connections to and from three B-Line BRT stops at Narrabeen, Warriewood or Mona Vale. Riders can use the service seven days a week from early morning until late in the evening.

Keoride integrates with Sydney’s OpalPay system, allowing passengers to pay for on-demand trips with the same payment card they use for all other transit options in Sydney. In Northern Beaches, riders pay a low flat fare of \$3.10 for all trips. In Macquarie Park, pricing is distance-based; trips under three kilometers cost just \$2.60, and trips over eight kilometers are capped at \$5.60.

 SERVICE ZONES	Macquarie Park: <b>103.6 sq. KM</b>   Northern Beaches: <b>38.8 sq. KM</b>
 FLEET SIZE	Macquarie Park: <b>14 VEHICLES</b>   Northern Beaches: <b>9 VEHICLES</b>
 HOURS OF SERVICE	Macquarie Park: Weekdays <b>6AM–10AM 3PM–7PM</b> Northern Beaches: Mon-Wed <b>6AM–10PM</b> , Thu-Fri <b>6AM–11:30PM</b> , Sat <b>7AM–11:30PM</b> , Sun <b>7AM–9PM</b>
 RIDER COHORTS	<b>COMMUTERS, RESIDENTS, VISITORS, SENIORS</b>

## Results

Since launch, Keoride has provided over 100,000 trips and has seen strong week-over-week growth. In Macquarie Park, Keolis Downer added six vehicles to the fleet to accommodate demand. The service also received the Overall Smart City Project Award at the 2018 Smart City Awards. According to publicly available data, the two Via-powered zones have seen the strongest ridership of the 11 on-demand pilots. Northern Beaches, for example, provided nearly three times more rides than the next highest performing service in October. As a result of this success, Via, Keolis Downer, and TfNSW are now reviewing ways to further expand the service.