



Transitioning from fixed routes to a dynamic service helped Go-Coach provide a better experience to its riders, at a lower cost.

PARTNER

Go-Coach

LOCATION

Sevenoaks, United Kingdom

LAUNCH

April 2020

USE CASE

Replacing fixed routes with on-demand to provide better transport in rural areas

GOAL

Ensure transit service reliability and sustainability during and beyond a global health crisis

Go2



Overview

Go-Coach previously oversaw a fixed route bus network in the town of Sevenoaks. Many of its bus routes ran once an hour, with specific routes stopping in some rural areas only once per week. In an effort to serve more residents with greater frequency, they were preparing to add a demand-responsive transport (DRT) service to its network. But when COVID-19 hit, Go-Coach experienced a 90% drop in ridership. This presented two problems: they couldn't completely cut service because Sevenoaks residents still needed a safe and reliable way to travel to and from essential services, and Go-Coach needed to make swift changes to reduce costs.

80%

DECREASE IN NUMBER OF BUSES USED

~70%

OF CAR OWNERS SURVEYED SAY THEY USE THEIR VEHICLE LESS WHEN AN ON-DEMAND GO2 BUS IS AVAILABLE

“Via’s technology just works. It works for the public, it works for the operators, it works for the drivers. They all really, really like it.”

— Austin Blackburn,
Go-Coach Managing
Director

“I previously had to get a train and a bus to get to work, and now my journey is much easier as I only need to book a single ride on Go2.”

— Maxine F. Go2 rider

Solution

Partnering with Via, Go-Coach accelerated the service’s launch by two months, focusing on transport for essential workers and others who needed to travel during the pandemic. This solution has allowed Go-Coach to reduce the number of buses by up to 80%, and seven of their existing fixed lines were replaced with on-demand vehicles. The service is booked through the Go2 app and rides costs are similar to the cost of a regular bus, with concessions for some riders.



SERVICE ZONE

260 SQUARE KM



FLEET SIZE

47 BUSES DEPENDING ON PEAKS AND DEMAND



HOURS OF SERVICE

6AM-8:30PM MONDAY TO FRIDAY
7AM-7:30PM SATURDAY
9AM-5:30PM SUNDAY



RIDERS

RESIDENTS, COMMUTERS.

Results

Go2 proved to be an immediate hit, both with riders and Go-Coach. In just one month of service, Go2 began servicing much more efficient rides than what the legacy service was achieving during COVID-19, with a 77% increase in utilisation, a reduction of 46% in miles driven, a drop of 62% in driver hours behind the wheel, and a decrease in the amount of time riders waited for a bus — down from one-hour to just 15 minutes. As lockdown restrictions eased and Go-Coach reinstated some fixed routes alongside Go2, Via added a multimodal integration that shows riders on-demand and fixed options when searching in the Go2 app.

Implementing Via’s technology has enhanced the network’s flexibility: Go-Coach can quickly add and remove fixed routes as needed, and adjust service zones and stops to better address rider needs.

Additionally, 22% of users surveyed had never used public transit before Go2 launched, and about 70% of car owners said they use their vehicles less when an on-demand bus is available.