

Why DRT?

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Demand Responsive Transport: What is it?



Intermediate form of public transport

Demand Responsive Transport services ...

- provide rapid response transport services 'on demand' from the passengers;
- offer greater flexibility in time and location than conventional public transport in meeting individual requests for transport.

Flexible by name ...

- Fixed
- Semi-fixed
- Flexible
- Virtually flexible
- Conventional bus stops
- Predefined stop points
- Door-to-door

DRT Services: What is the Market?

What has prompted interest in DRT?

- Technological improvements
 - Lifestyle changes
 - Land-use change
- } Increased interest in DRT

Where?

- Rural or urban
- Conventional public transport inefficient, not cost effective or non existent
- Specialised transport services not provided
- Standalone or feeder

Niche market

- High quality service
- Customised to passenger preferences

Social inclusion

Innovation ... Early Concept Development

SAMPO and SAMPLUS

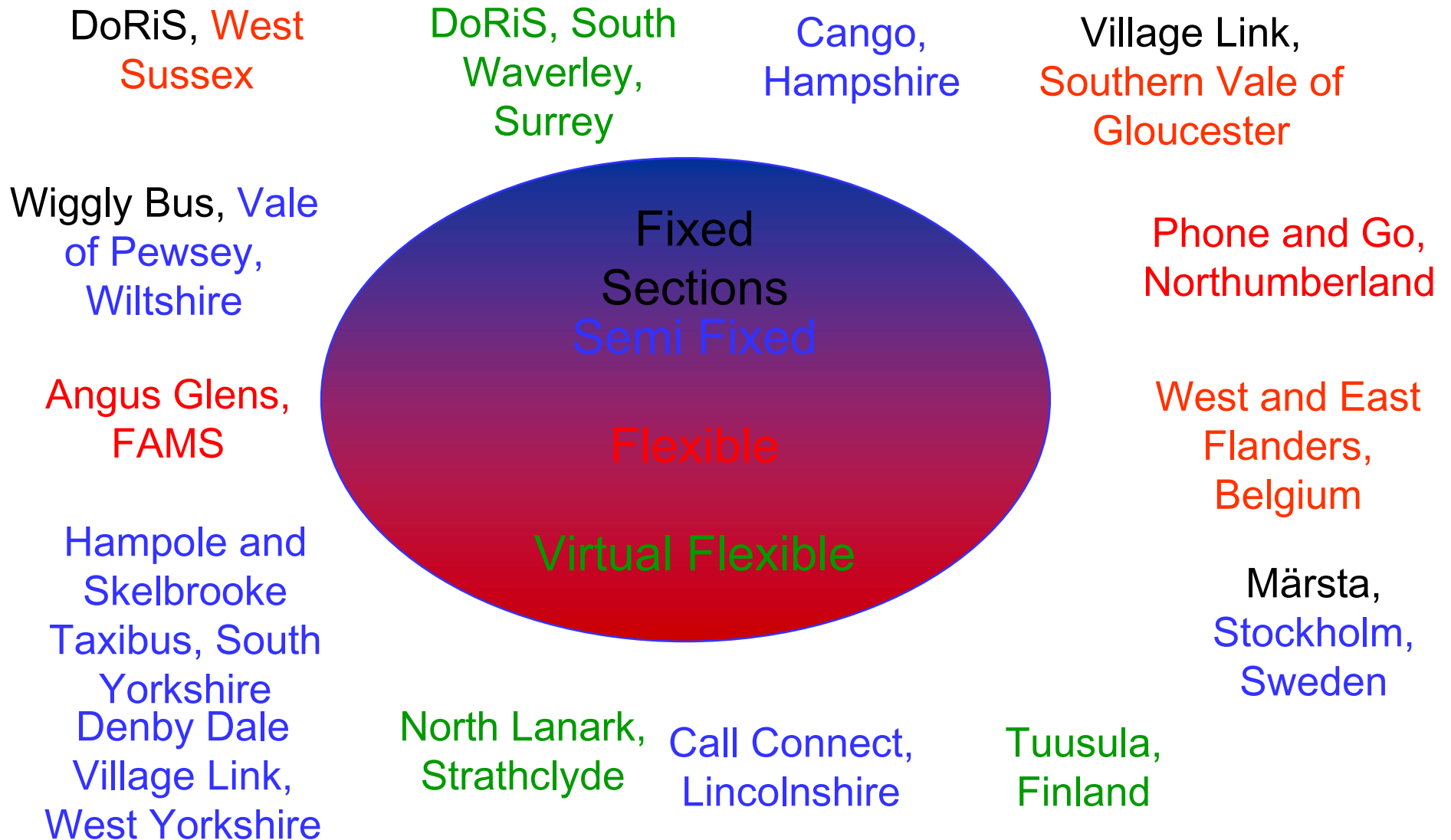
- EU DG XIII R&D Programme
- Rural and urban
- 4 European demonstration sites
- 2 follower sites



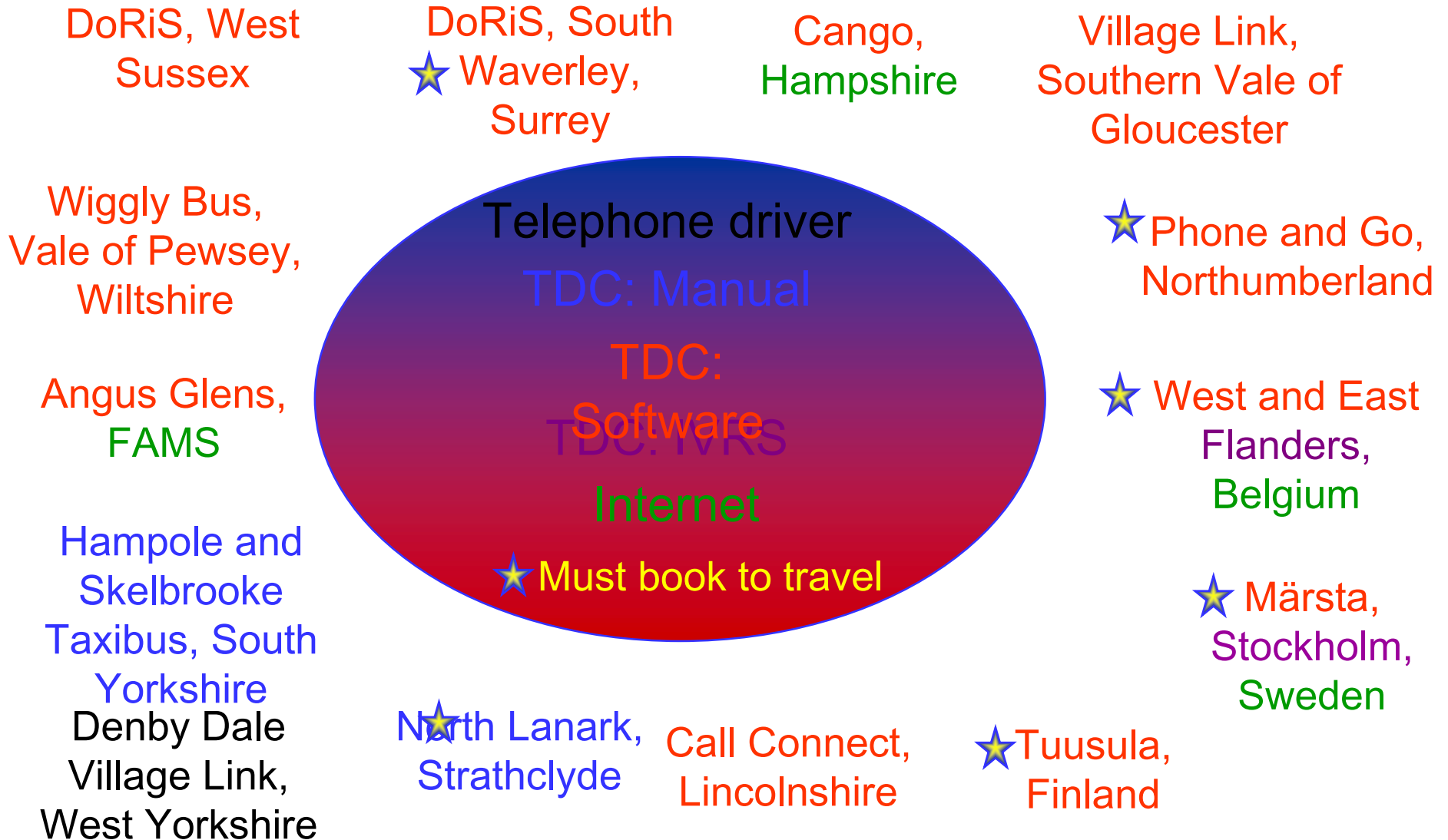
UK Initiatives

- DoRiS, West Sussex and Surrey
- Bus Challenge Programme
- Scottish Executive

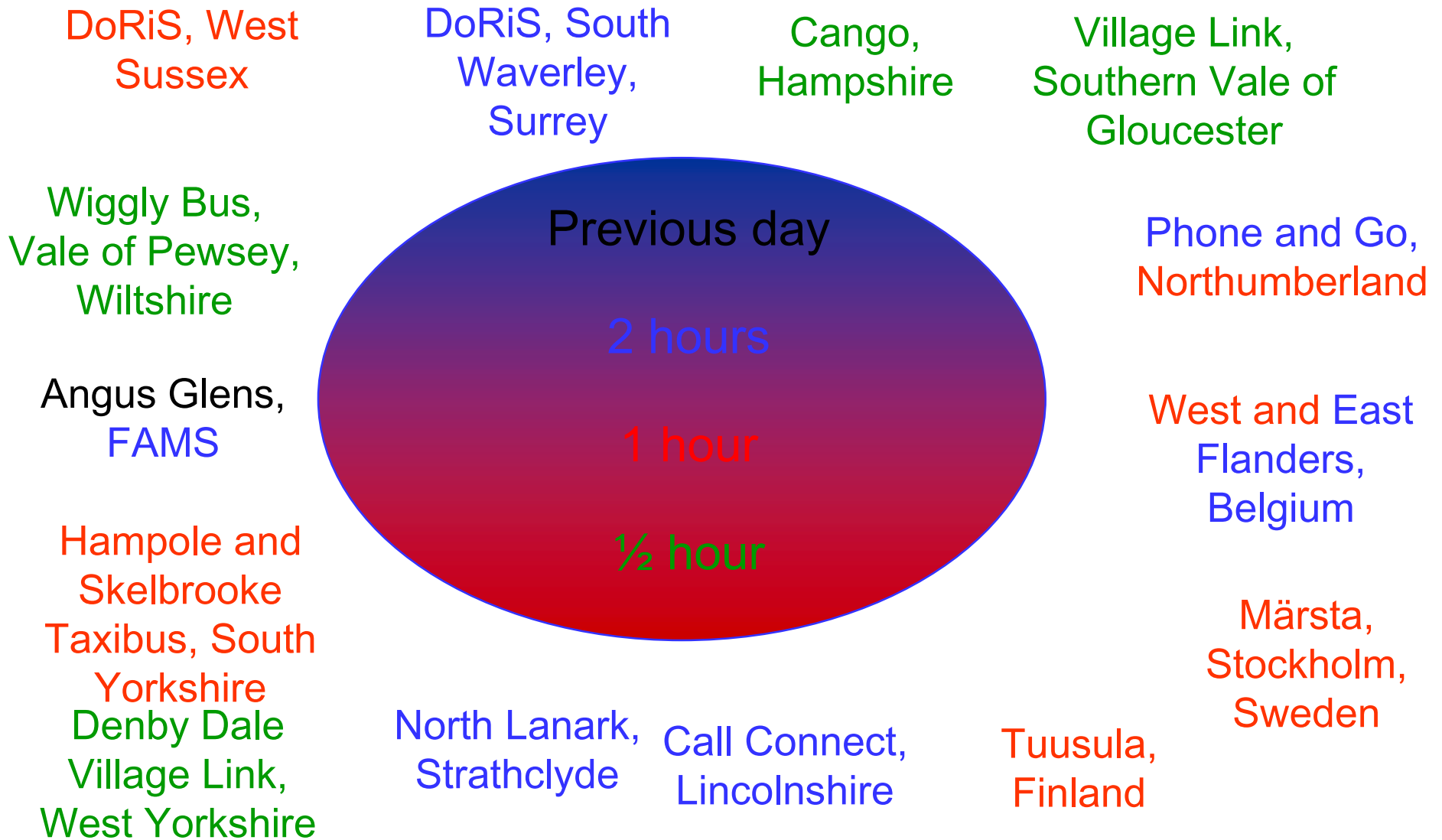
Route Flexibility



Flexibility of Booking Method



Flexibility of Minimum Pre-Booking Period



Phone and Go, Northumberland

Rural Bus Challenge

- Lower Coquet Valley
- Allen Valleys
- Project Management
- Travel Dispatch Centre
- Research Partner



Value Added

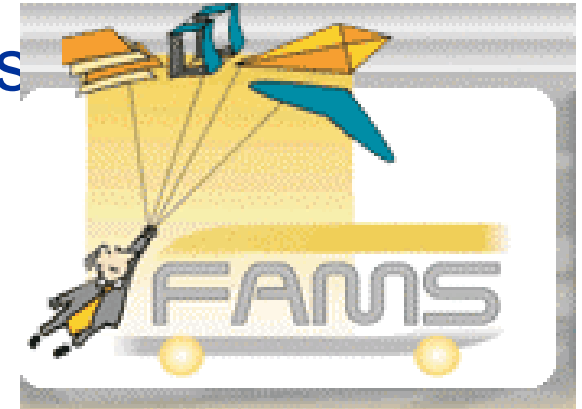
- User Requirements
- Co-operation with Community Transport (ADAPT)
- Education Transport Services
- New User Groups
- Feeder and Interchange
- Mobility Assistants
- Evaluation



New Markets ... Multiple Service Provision

Flexible Agencies for Mobile Services (FAMS)

- Virtual agency co-ordinating multiple transport resources



Economic Growth and Sustainable Mobility supported by IST at Regional level including SMEs (EMIRES)

- Regional Service Centre and satellite Service Points co-ordinate:
 - n Multiple transport resources
 - n Information services
 - n Booking non-transport services, e.g. job interview



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