

Future Travel Choices for Bristol

MY
FIRST
MILE

UWE/ Bristol Civic Society
15th May 2019

Keynsham
Loop

MYFIRSTMILE

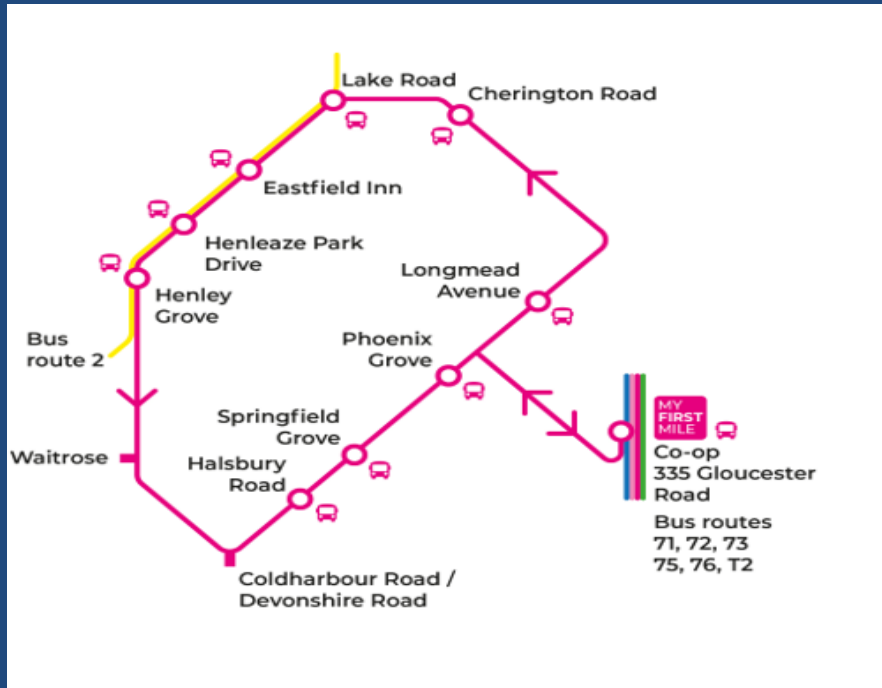


- MYFIRSTMILE - a feeder taxi service which connected passengers to the main bus network on the Gloucester Road
- Unlike other shared taxi services, this service was designed to give better access to buses already travelling on heavily congested roads, helping more people travel in a sustainable way.

MYFIRSTMILE – The Background

- MyFirstMile was part of the Mobility on Demand Laboratory Environment (MODLE) and Innovate UK supported project to develop and implement new transport services using Bristol as a test-bed.
- Much work was done before creating the service:
 - Demand Analysis using Mobile Network Data
 - Gap Analysis
 - Design Analysis (part fixed/part flexible service)
 - Operational Simulation
 - Agent-based Simulation

MYFIRSTMILE



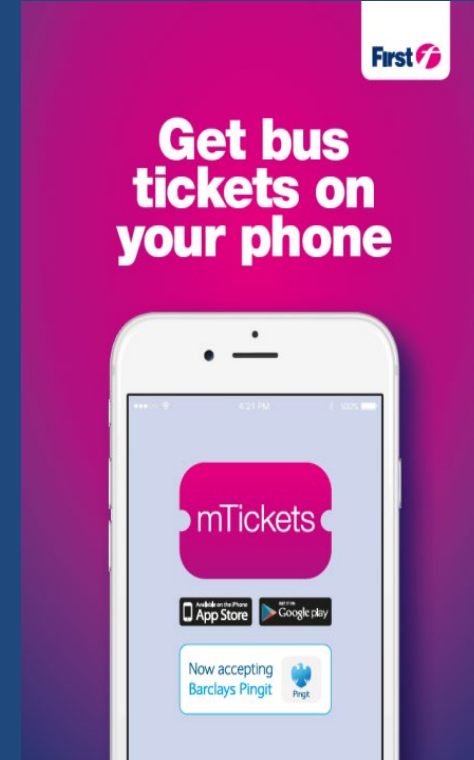
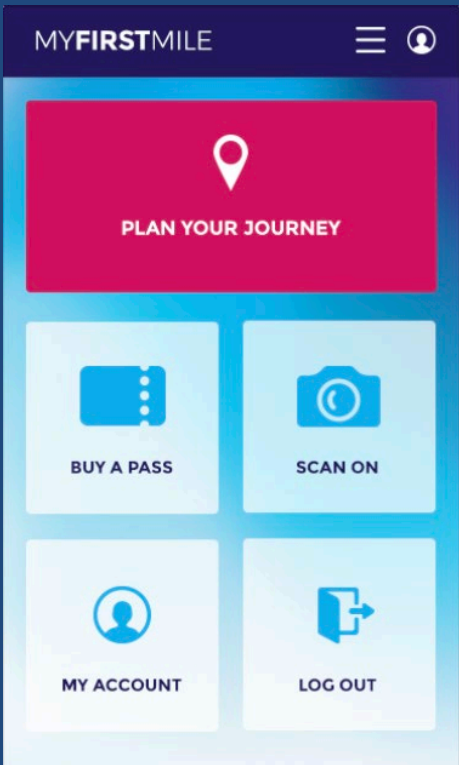
- Operated Monday to Friday on a scheduled service throughout the morning terminating at the Ashley Down branch of the Co-op – which became ‘the hub’.
- From 3pm – 8pm passengers would return to ‘the hub’ where the shared taxi would complete their return journey

The Technology

MYFIRSTMILE's journey planning app developed for the service

Passengers scanned QR codes on both taxis and buses used in trial area

First mTickets used on all out bus services outside of trial area and were included in a single price



Keynsham Loop – a step in the right direction

- First bus have replaced evening bus services with a taxi services to meet a social need in a cost effective way.
- Running since September 2018 and continues to serve the needs of a limited number of passengers transferring from other bus services that only serve the terminus point at Keynsham Church.
- Existing bus tickets (and Concessionary Cards) are accepted on the taxi service.
- Likely to be replicated in other areas of operation

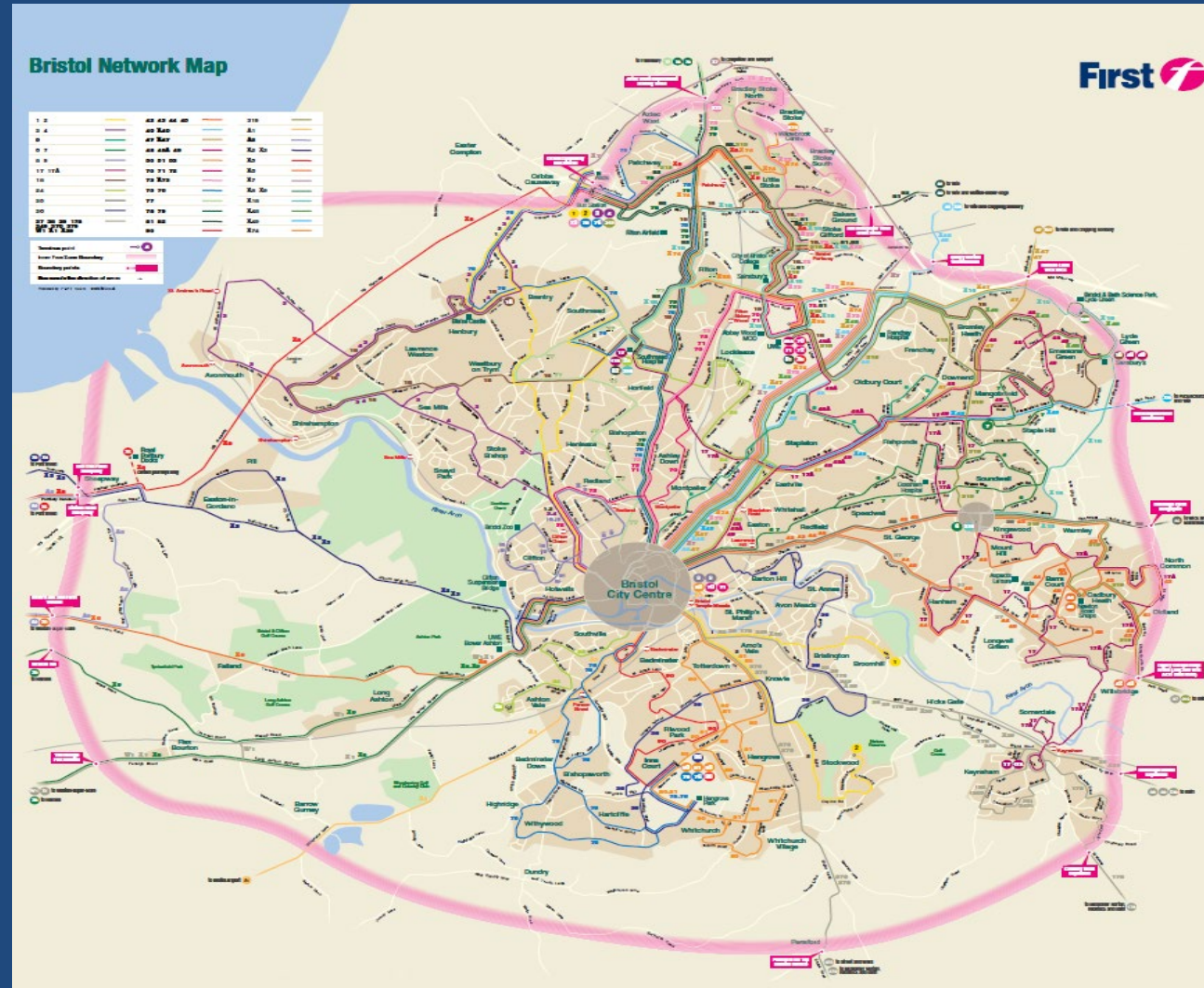
Keynsham Loop

– an evening taxi service that replaces a bus

Keynsham Church - High Street - Temple Street - Albert Road - Park Road -Coronation Avenue - Cedar Drive - Longmeadow Road - Charlton Road - Linnet Way roundabout
Charlton Road - High Street - Keynsham Church

Keynsham Church	2010	2035	2105	2135	2205	2235	2305
Charlton Road/ Bilbie Green	2018	2043	2113	2143	2213	2243	2313
Keynsham Church	2024	2049	2119	2149	2219	2249	2319

Bristol Bus Network



What's next?

With the growing problem of congestion and air pollution to our city, we need more shared ride services to complement the existing bus network.

How can we make this work in areas like this?

- Establish if passengers are willing to take multi-leg journeys?
- Know the walking border – how far is too far to walk to a bus stop?
- Encourage passengers to travel in this new way by choice, not necessity
- And get the price point and business model right

What's next and what do we need to make it work?

Local and Combined authorities are now involved in new solutions and are bidding for new funds to help shape the Public Transport of the future

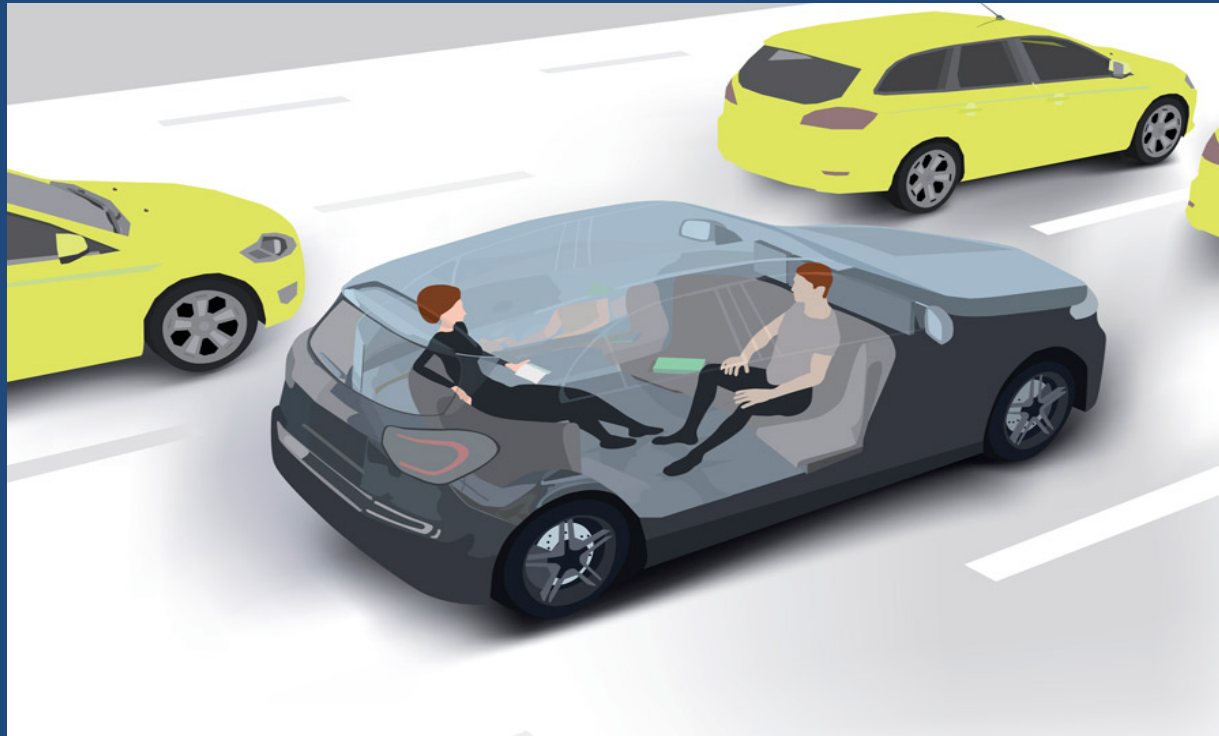
We need to:

- Use what we have learnt to create better integrated transport systems
- Look at all technology available to build the best platform
- Engage with local communities to design something that will be widely used
- Look for new operational partners
 - Is there a role for Community Transport?

Other options?



..And one day maybe feeder service will look like this?



How you can help

Could this work in an area near you? – please feedback comments to me:

- Sue Arrowsmith - Project Manager for First West of England Contact:
suearrowsmithconsulting@gmail.com

MYFIRSTMILE Launch video –

<https://www.youtube.com/watch?v=BKXTTqL1xQ4>