Automated shuttle service acceptance and business case effects

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Do you remember CityMobil2 demo in Oristano (Sardinia-Italy)?

Oristano 8 km

- *Seaside resort of "Torregrande"*
- *Pedestrian only waterfront promenade*
- *Alternate one-way ARTS lane with crossing point at stop 4*
- *Total line length: 2560 m*
- *Number of stops: 7; avg. distance 215m*

Pedestrians on the route

# Oristano demo statistics

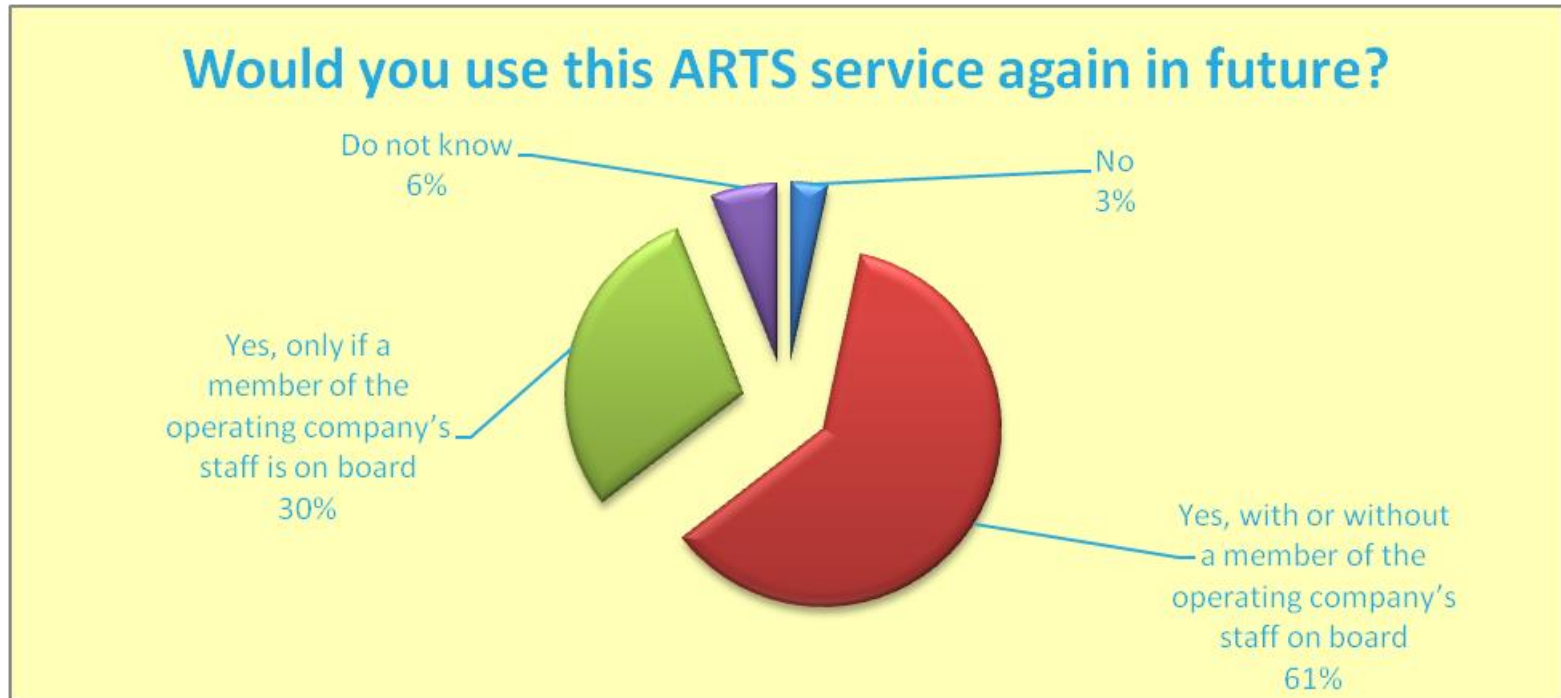- Operating days: 38
- Vehicle trips: 837
- Vehicle trips per day: 22
- Total distance covered: 1100 km
- Registered testers: 1600
- Total number of passenger trips: 3000
- Average daily passenger trips: 79
- Average vehicle occupancy: 3.5 (35%)
- Peak number of passenger trips in one day: 188 (31/7)
- Filled tester questionnaires: 330
- Average commercial speed: 5.5-8 km/h
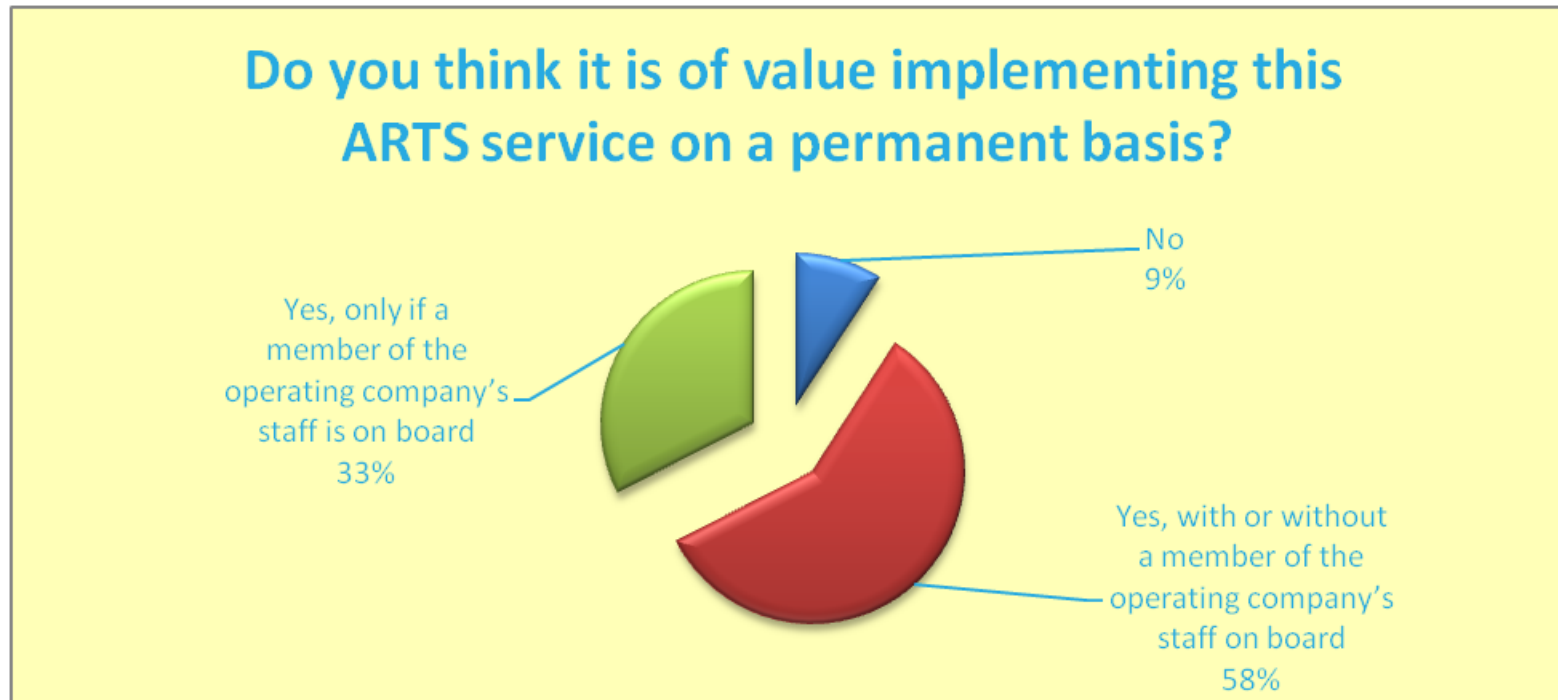 *depending on pedestrian density*

People behaviour on the route
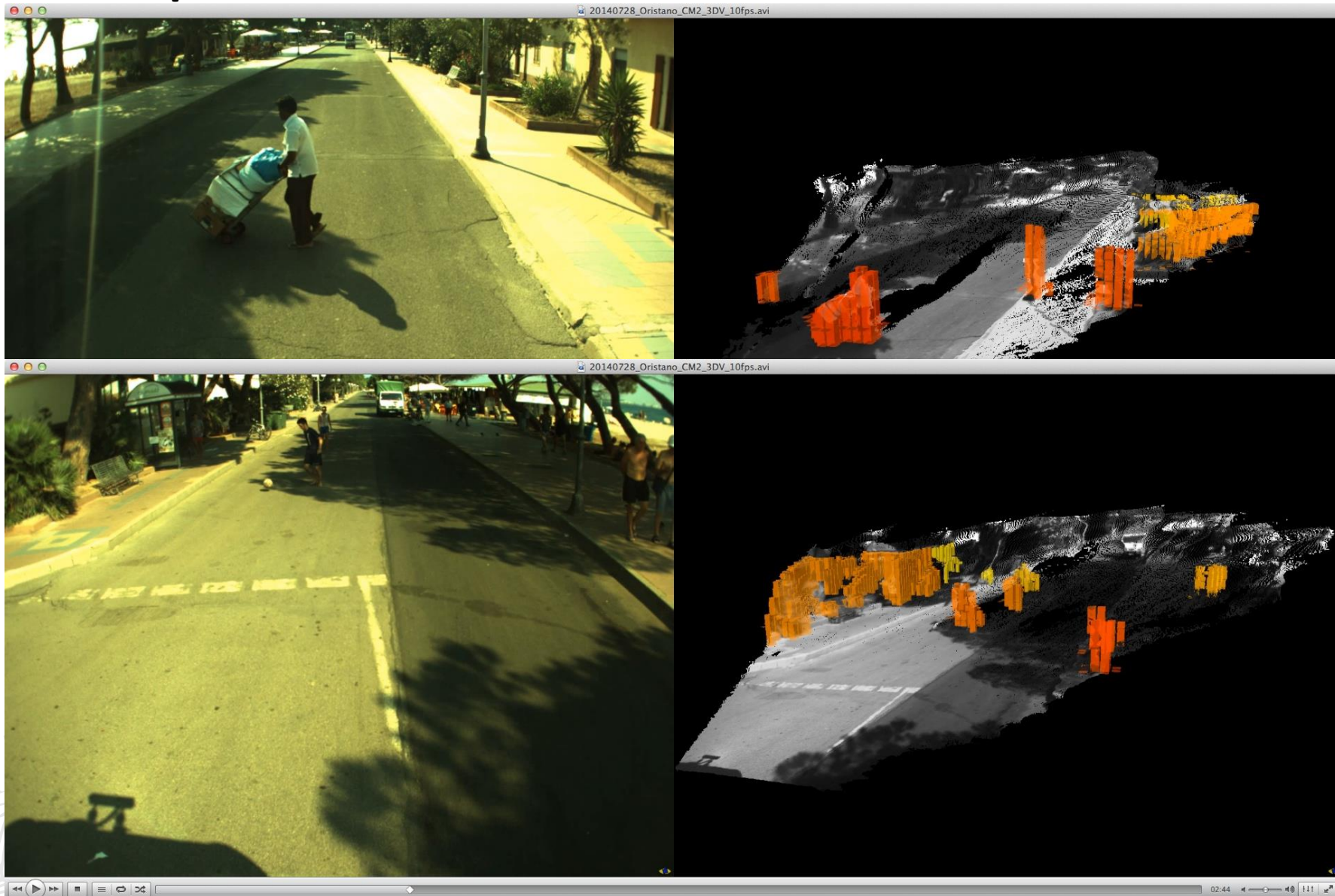
User acceptance 1/4: using this service again

User acceptance 2/4:
this service made permanent

Do you think it is of value implementing this ARTS service on a permanent basis?

No 9%

Yes, only if a member of the operating company's staff is on board 33%

Yes, with or without a member of the operating company's staff on board 58%

User acceptance 3/4: a service like this on new PT routes

Do you think it is of value implementing another ARTS service elsewhere in this city on routes currently not served by public transport?
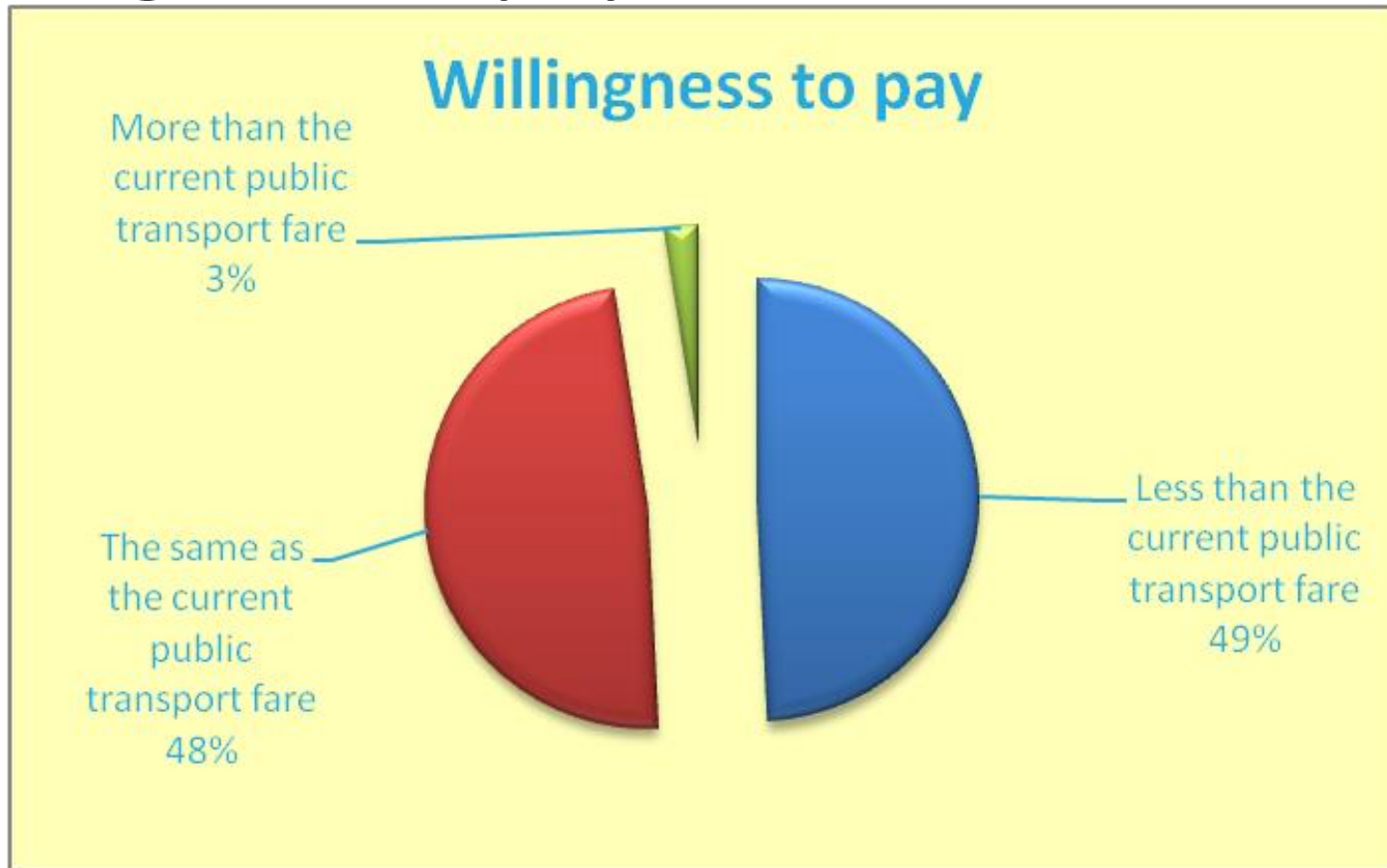
No 16%

Yes 84%

User acceptance 4/4: a service like this service to replace PT lines

Do you think it is of value implementing another ARTS service elsewhere in this city on routes currently served by conventional buses?

No 29%

Yes 71%

Willingness to pay

Conclusions

- Users were enthusiastic but not ready to pay
- The service demonstrated was a technical demo not a real transport service and people are ready to pay only real services
- Furthermore low performance-services are expected to be free
- The next step should be to deploy a service which is enabled by automation not a service to demonstrate automation is feasible
- The service performance need to be better than competition
- The way in which automated vehicles are integrated in the urban environment is key to performance and safety

Thanks for listening

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