

MK Demand Responsive Transport

Adele Wearing

Strategic Lead Transport



MK Connect

- Borough Wide
- Integrated
- Electric and Accessible
- Service Parameters



Popular destinations:

- ① High St, Olney
- ② Newport Pagnell Town Centre
- ③ Wolverton Train Station
- ④ City Centre Shopping Area
- ⑤ MK Central Train Station
- ⑥ MK College & Christian Centre
- ⑦ MKU Hospital
- ⑧ The Open University
- ⑨ Woburn Sands Train Station
- ⑩ Bow Brickhill Train Station
- ⑪ Fenny Stratford Train Station
- ⑫ Bletchley Train Station

Background

- Subsidised services will cost MKC £2.9 million in 20/21 (3.3m Euro)
- Up to 14% of trips on the subsidised network
- Fixed bus routes were not working or sustainable.
- Modelling

A promotional graphic for MK Connect. It features a white van with a blue and green arrow graphic on the side and the MK Connect logo. The background is a light green cityscape. Text includes the MK Connect logo, the launch date 'Launching 1 April', the main headline 'Journey across all of Milton Keynes for £3.50 or less.', a call to action 'Learn more at: ridewithvia.com/mk-connect', and a circular callout 'Concessionary bus passes accepted!'. Logos for 'Powered by VIA' and 'Milton Keynes Council' are at the bottom left.

MK Connect

Launching 1 April

Journey across all of Milton Keynes for £3.50 or less.

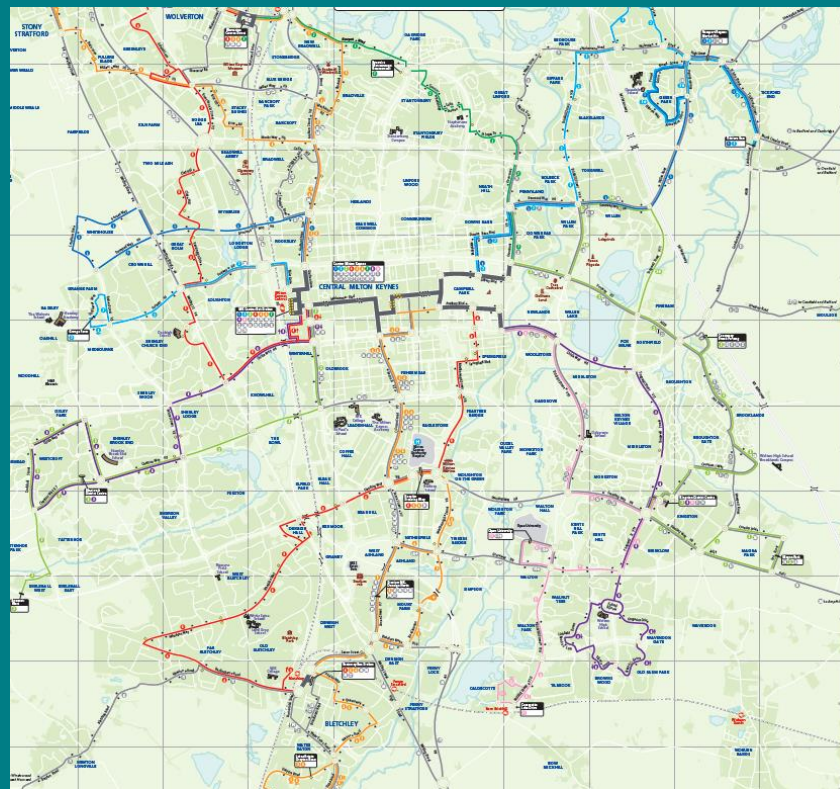
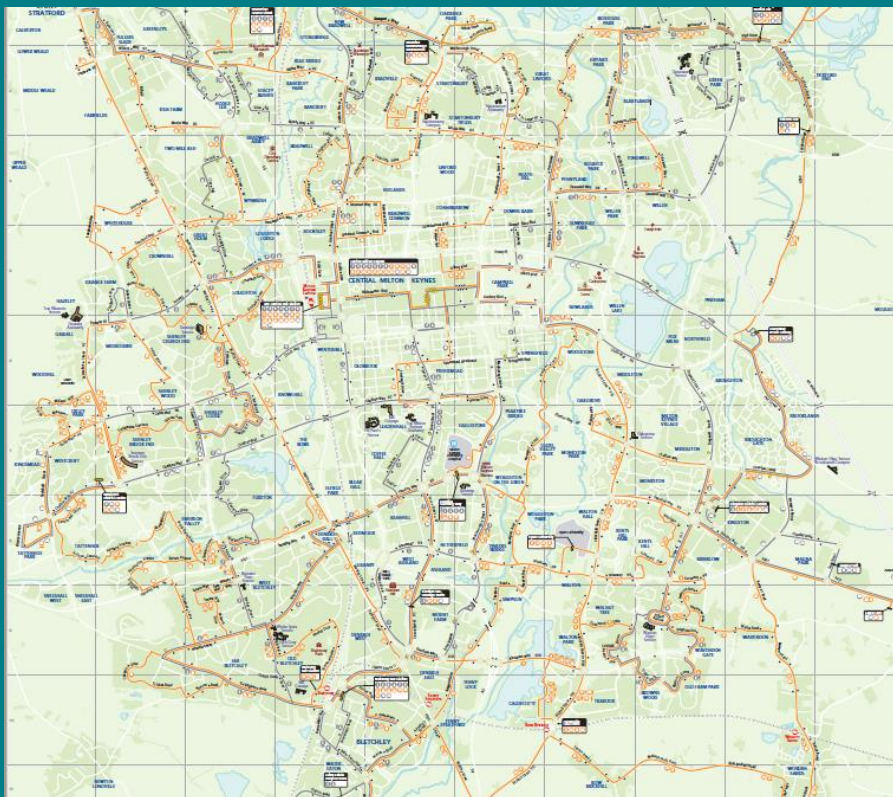
Learn more at:
ridewithvia.com/mk-connect

Concessionary bus passes accepted!

Powered by **VIA**

MK
Milton Keynes Council

The network Before and After

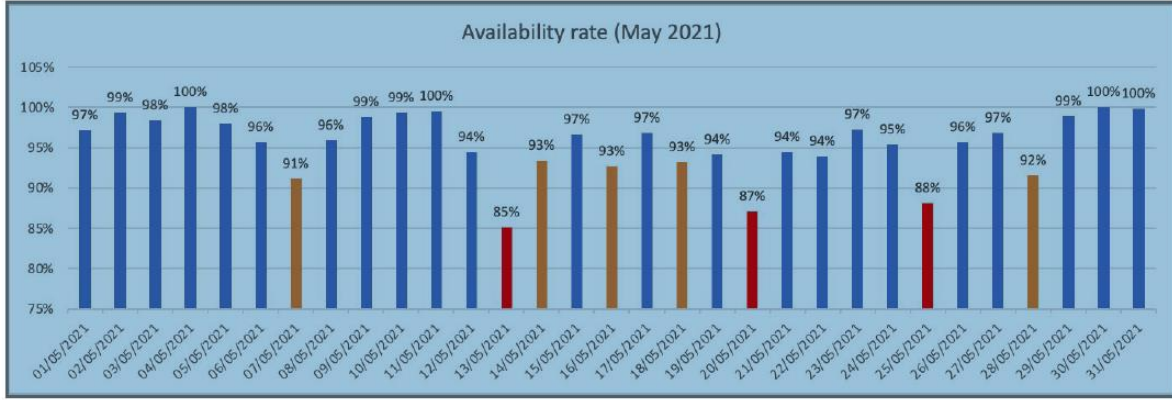


Implementation

- Via Platform Transport Tech
- Scalability Service Size
- Information Transparency

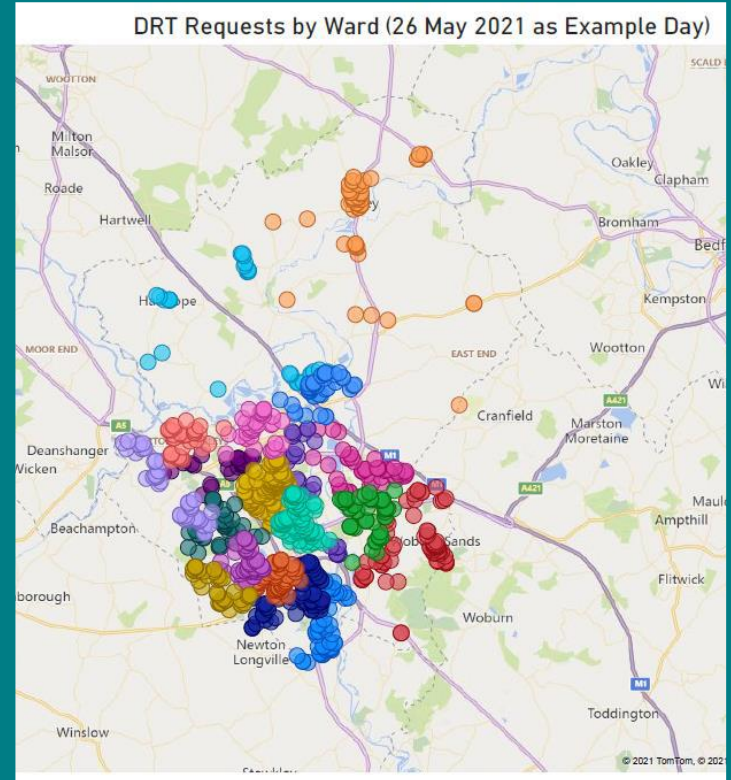
KPI (2) - Fulfilment rates by day

May fulfilment rate 95.4%



Viability and the Future

- MK Connect is a supported service
- Overall value for money?
- Key role for city development
- Potential future models



Lessons Learned

Perception
Vs
Reality

The challenges
of
communications
in COVID

Driver
availability &
operational
challenges

Benefits of Data





Thank you