

**Two Small-Scale 12-month Demand Responsive Bus Trials
EqIA - July 2019**

Screening impact	Customers
Project name	Two Small-Scale 12 month Demand Responsive Bus Trials
Purpose	<p>The project comprises two small-scale 12-month research trials of a new form of 'demand responsive' bus service in Sutton and Ealing.</p> <p><i>Why are we doing this?</i> The purpose of these bus trials is to help establish whether this form of transport can provide an effective complement to other public transport services to support mode shift away from car travel.</p> <p>We are particularly interested in how this type of service could improve the public transport service in areas where car dependency is high, public transport accessibility levels are low and other forms of transport are less viable.</p> <p>The trial responds directly to the Proposal 104 and 92 of the Mayor's Transport Strategy (MTS), which states that:</p> <p><i>"... explore and trial demand-responsive bus services as a possible complement to 'conventional' public transport services in London" (Proposal 104]</i></p> <p><i>"...explore the role for demand-responsive bus services to enable Good Growth, particularly in otherwise difficult-to-serve areas of outer London." [Proposal 92]</i></p> <p>In addition, the trial can help provide strategic value on some fundamental challenges in delivering the MTS, including the following:</p> <ul style="list-style-type: none"> • providing an alternative to car use in Outer London to support mode shift targets (Policy 1); • prioritizing space-efficient modes of transport to tackle congestion and improve the efficiency of streets for the movement of people and goods (Policy 5); • delivering co-ordinated improvements to public transport to provide an attractive whole journey experience that will facilitate mode shift away from the car (Policy 10); • making the public transport network easier and more pleasant to use, enabling customers to enjoy comfortable, confident, safe and secure, informed and stress-free travel (Policy 13); • enabling disabled and older people to more easily travel spontaneously and independently (Policy 14); • transforming the quality of bus services so that they offer faster, more reliable, accessible, comfortable and convenient travel by public transport (Policy 15); • providing services to new housing developments to entrench a preference for public transport to support the Mayor's principles of Good Growth (Policy 21); and • understanding the potential alignment of this new service model (already operating in London) with the Healthy Streets Approach principles (Policy 23).

What is a demand responsive bus service?

A demand responsive bus is a form of Demand Responsive Transport (DRT). DRT bus services are flexible and adaptable to customer demand. Unlike a conventional bus, they typically don't follow a set route or timetable. Instead, they often run with a fleet of vehicles which can be deployed to pick-up and drop-off customers in accordance with their needs.

This allows these services to work across a wider area and provide a more direct service where local demand would otherwise be too low or dispersed for a regular bus route.

Our Dial-a-Ride service is a form of DRT.

What are our objectives for the trial?

The key objective of trialling these services in London is to help develop a strategic view of the role of demand responsive buses in London's transport network. It's also an opportunity to gain insight on new ways of delivering service that could be applied to other TfL services, included assisted transport. More specifically the six trial objectives are:

1. To understand if a demand responsive bus can deliver a high-quality service which is easy to use, safe, clean, reliable and accessible to all Londoners;
2. To understand the impact of a demand responsive bus service on demand for travel by car, walking and cycling, and other forms of public transport;
3. To understand if and where a demand responsive bus service can enhance transport options and suitably complement existing public transport, while still delivering a safe and attractive environment on our streets;
4. To understand the economics of a demand responsive bus service;
5. To understand the maturity of DRT apps to plan and arrange journeys; and
6. To help establish the appropriate demand response bus operating standards for staff and customers.

A key aspect of the trial will be to better understand how this type of service may impact on all groups of customers (including those with protected characteristics), along with how it could improve mobility for those who may otherwise may be excluded from public transport. A detailed research program will be developed to collect the trip and customer survey data we need from users of the service, as well as the insight we need from those who are not using the service to ensure we understand any barriers to use.

The trial will be in addition to and complement existing local transport links. No changes will be made to any other local transport services provided within the area (including to local buses or Dial-a-Ride services).

Main activities	<p>The project is to comprise the following key activities:</p> <ul style="list-style-type: none"> • The introduction of two small-scale, 12-month demand responsive bus trials, one in Sutton and one in Ealing. • A research program to collect the data and insights to inform the six research topics outlined above. • A publicly available report on the outcomes of the trial following the 12-month trials.
Timeframe	<p>The first demand responsive bus trial was launched in Sutton in May 2019 and will run until May 2020. The second trial in Ealing, is anticipated to launch in November 2019. It will run for 12 months from the launch date.</p> <p>A public consultation on specific Sutton service area was undertaken in February 2019, and consultation for the specific Ealing service area is being run from July 19 – August 18 2019</p>
Person completing assessment	
Position	
Department	
Telephone No	

Possible negative impacts	<p>We expect the service to have a number of benefits, such as:</p> <ul style="list-style-type: none"> the addition of these services in areas of outer London where conventional forms of transport is less viable may improve accessibility to jobs and essential services; it will complement the existing transport network, making travel easier and more convenient; the design of this type of service could improve perceived personal safety and security; it will provide a guaranteed seat for any customer who has a confirmed trip Customer experience enhancements including the use of on-board USB charging points, free WiFi, or on board displays; a dense, dynamic network of stops (approximately every 200m) means shorter transit distances to stops and more convenient access to the service; the accessibility -enhanced passenger app as well as a phone booking option are designed to make trip booking easy for passengers with different needs; The app provides real-time updates of the vehicle's position and ETA, as well as an estimated transit time to the stop, which will help passengers plan and manage their journey; Payment methods are securely registered and stored by the user within the app. This method enables a cashless payment for the service; Every vehicle will be wheelchair-accessible. Customers will have the added assurance of reserving wheelchair space prior to travel. Some potential impacts could include: <ul style="list-style-type: none"> The plan for booking and payment of trips means all users will require a bank account (except holders of Freedom Passes and ENCT passes); Customers who book the service from a landline or who do not have SMS- enabled phones will not receive real-time service updates. Some customers may find the booking of the service convenient. There is no advanced /pre-booking option. Journeys are pre- booked on - demand at the time of travel or shortly ahead of time. The service will not available to unaccompanied children under the age of 13.
Age	Yes
Disability	Yes
Gender reassignment	Yes
Gender	Yes
Married/Civil partnership	No
Pregnancy/ maternity	Yes
Race	Yes
Religion/ belief	Yes

Sexual orientation	Yes
Other	Yes
Outline consultation	<p>Internal consultation</p> <p>The development of this trial has been overseen by a ‘Demand Responsive Bus Steering Group’ established in early 2018 which is jointly chaired by the Transport Innovation Directorate and Buses team and includes senior representation from key internal stakeholders.</p> <p>Proposals have been discussed from an early stage with TfL’s Independent Disability Advisory Group (IDAG) and feedback has been incorporated into the trial design. This has included ensuring that it is clearly marked when booking that a wheelchair space is needed and that this is available when boarding.</p> <p>External consultation</p> <p>The development of the trials have been discussed from an early stage with independent customer organisations, including London TravelWatch and Transport for All. We have made key TfL stakeholders aware of the development of this trial and discussed with other stakeholder groups who have been in touch, such as Transport Focus. Ahead of the launch of the Sutton trial, we engaged with the Valuing People Group, creating an easy read version of how to use the service, and will do the same engagement ahead of the second trial.</p> <p>We have discussed how and where we believe the service would complement existing services and improve access to quality public transport and sought feedback on any concerns around how customers could be impacted. In particular, we have embedded the need to deliver an accessible service as a core requirement for the operator of the trial.</p> <p>We have also engaged extensively with London boroughs, both directly (including two officer workshop sessions) and through London Councils.</p> <p>We have sought to address concerns about how the service could impact on demand for existing bus services by developing key criteria that the trial area must meet.</p> <p>We contacted the Cabinet Member for Transport from each of the outer London boroughs to make them aware of the trial and ask for their consent for their borough to be considered as a potential location. In proposing a service area for their trial, the operator had to demonstrate support from the local boroughs.</p> <p>As a key trial partner, the borough(s) within the trial areas will be closely involved in delivery, monitoring and evaluation. This includes how we can ensure that service is inclusive by design and that any impacts to vulnerable groups are fully understood through the research.</p> <p>A public consultation on the specifics of the service area ran in February for the Sutton service and for the Ealing service will run from 19 July – August 18 2019. We are asking for views about how and where the service will run, level of interest in using the service and any issues the public think the trial may raise.</p> <p>Ongoing engagement with boroughs and other key stakeholders will continue</p>

	throughout the trial.
Outline research	<p>The project has been supported through the following research:</p> <ul style="list-style-type: none"> • A review of evidence and lessons learned from the implementation of DRT services in other cities in the UK and internationally • Engagement with other integrated transport authorities and operators progressing with their own trials of DRT services, including Transport for New South Wales (in Australia) and the SMRT Corporation (in Singapore) • Detailed multi-criteria analysis of the suitability of locations for DRT services within Greater London, combining Census and TfL/GLA data (including existing public transport provision, local demographics and indices of deprivation) • A market sounding questionnaire to get wide input from a range of industries on our proposal to deliver a trial • A competitive procurement process to select an operator to co-fund this trial with Transport for London
Outline explanation	<p>We will continue to work closely with key stakeholders throughout delivery of the trial.</p> <p>Public consultation feedback will be used to refine the trial design and address key concerns.</p> <p>Critical to this research trial is the collection of data from passengers to understand the accessibility of this service to all Londoners. A comprehensive research program will be developed for the trial, including indicators linked to the travel experience of users with protected characteristics and the level of accessibility of the service for all customer groups. In compliance with GDPR, trip data will be compiled on a daily basis throughout the trial and will be supplemented with customer surveys and other qualitative sources.</p> <p>We intend to include key London stakeholders in the evaluation plans and data gathering, particularly to ensure that perceptions and experience of those who are not using the service are gathered to understand any barriers to using the service at all.</p> <p>The research will provide insight on the positive or potential negative impacts of this type of service on all groups of customers. It will help TfL to develop a strategic view of the role of demand responsive buses in London's transport network, and what it would take to make this type of service fully inclusive.</p>
Outline evidence positive	
Outline evidence negative	
Outline mitigating actions	

Outline monitoring systems	<p>Critical to this research trial is the collection of data from passengers to understand the accessibility of this service to all Londoners. A comprehensive research program will be developed for the trial, including indicators linked to the travel experience of users with protected characteristics and the level of accessibility of the service for all customer groups. In compliance with GDPR, trip data will be compiled on a daily basis throughout the trial and will be supplemented with customer surveys and other qualitative sources.</p> <p>We intend to include key London stakeholders in the evaluation plans and data gathering, particularly to ensure that perceptions and experience of those who are not using the service are gathered to understand any barriers to using the service at all.</p> <p>The research will provide insight on the positive or potential negative impacts of this type of service on all groups of customers. It will help TfL to develop a strategic view of the role of demand responsive buses in London's transport network, and what it would take to make this type of service fully inclusive.</p>
Outline introductory training	<p>Drivers of the service will be trained to the full standard of a London bus operator (holding a Category D Licence)</p> <p>The London Bus Driver Professional Wage and Licence for London will apply to this trial.</p>
Outline measure of success	<p>The trial will help provide insight on the positive or potential negative impacts of this type of service on all groups of customers. It will help TfL to develop a strategic view of the role of demand responsive buses in London's transport network, and what it would take to make this type of service fully inclusive.</p>
Form completed by	
Line manager sign off	
EQ Statement of Purpose	<p>To deliver two small-scale, 12 -month demand responsive bus trials in outer London to help establish whether this form of transport can provide an effective complement to local public transport in areas to support mode shift away from car travel</p>
Age - outline evidence positive	<p>By focusing on an area where existing public transport accessibility levels are low, the trial service could offer improved access to essential services and local amenities, particularly for older customers without other means of travel. For older customers, the bus is a key “form of transport for people aged 65 and over, with 61 per cent saying they use the bus at least once a week” (Travel in London: Understanding our Diverse Communities, 2015, p.115)</p> <p>The guaranteed seat for customers who have confirmed a booking will also support this group.</p>
Age - outline evidence negative	<p>To ensure that the operator receives valid and lawful consent to be able to process and confirm the booking on this service for young people: no one under the age of 18 will be allowed to make a booking without confirming the consent of parent or guardian; and children under the age of 13 will only be allowed to use the service when accompanied by a guardian, parent or other adult who has booked a trip.</p>

	<p>With a planned emphasis on app-based booking for trips, older users could be affected by lack of access to a smartphone or a lack of digital literacy. According to the 2015 report on Travel in London: Understanding our Diverse Communities, p.114, “older Londoners are also less likely to use a smartphone (25 per cent compared with 77 per cent)”.</p>
Age- outline mitigating actions	<p>A phone booking option will be available for the trial. For customers with SMS enabled phones, booking a trip in this way will still provide real time updates of the vehicles. For those without SMS enabled phones (i.e. booking through a landline) real time updates of vehicle arrival times will not be available. Critical to this research trial is gathering insights from customers using the service, as well as local residents who aren't using the service, to understand whether and to what degree, the booking process is a barrier to use.</p>
Disability- outline evidence positive	<p>The trial service will be fully accessible to wheelchair users, expanding the range of trips that can be made step-free by public transport within the trial areas.</p> <p>By offering a denser network of stops (approximately every 200m) and a confirmed pick up time the trial is expected to improve access to public transport.</p> <p>It will also enable wheelchair customers to travel with confidence that a space will be available on all confirmed bookings as all trips must be booked. This will help to address the additional accessibility-related issues, cost and comfort as barriers to travel faced by disabled Londoners (Travel in London, Understanding our Diverse Communities, 2015, p.200).</p>
Disability- outline evidence negative	<p>Those with other forms of disability (especially learning difficulties) could find difficulty in booking the service and understanding how it works.</p> <p>In addition, “disabled Londoners are less likely to own a smartphone than non-disabled Londoners (44 per cent compared with 80 per cent)” (Travel in London, Understanding our Diverse Communities, 2015, p.200).</p> <p>Those customers with visual impairments could face challenge in booking the service via an app and also locating the pick-up point. the service will use a combination of existing bus stops and other approved and accessible stops defined by address, business or intersection. There will be no on street signage.</p>
Disability- outline mitigating actions	<p>All vehicles will be wheelchair accessible.</p> <p>Drivers of the service will be trained to the full standard of a London bus operator (holding a Category D Licence); ensuring drivers are well-placed to determine when it is safe to stop.</p> <p>The app used for the service will be screen reader compatible for both Apple and Android phones.</p> <p>An unambiguous description of the virtual stop will be provided at booking. Critical to this research trial is gathering insights from customers using the service, as well as local residents who aren't using the service, to understand what barriers may exist to Londoners in using this service.</p>

Gender reassignment - outline evidence positive	<p>This trial might help address the fears some LGBT people, have about “intimidation and/or abuse affect their travel behaviour” (Travel in London, Understanding our Diverse Communities, 2015, p.308)</p> <p>For those who may feel unsafe or threatened waiting at bus stops (particularly at night), the provision of real time updates of vehicle arrival time could act positively on their perceived personal safety and security. A service with a denser network of stops which can therefore pick-up / drop-off customers closer to their homes could also improve this.</p>
Gender reassignment - outline evidence negative	<p>A small-sized bus which is shared with strangers could create an uncomfortable travel environment for those who feel most at threat of discrimination while travelling by public transport.</p>
Gender reassignment - outline mitigating actions	<p>Drivers will be trained to a high standard to help maintain safeguarding standards for vulnerable customers.</p> <p>Any stopping points will be manually assessed for their suitability, with the safety of customers the key criterion in this.</p> <p>Critical to this research trial is gathering insights from customers using the service, as well as local residents who aren’t using the service, to understand what barriers may exist to Londoners in using this service.</p>
Gender- outline evidence positive	<p>“Women are more likely to use buses than men (65 per cent women compared with 58 per cent men) and [...] are to be travelling with buggies and/or shopping, and this can affect transport choices” (Travel in London, Understanding our Diverse Communities, 2015, p.68).</p> <p>Research undertaken for the Department for Transport suggests that DRT services are particularly valued by women customers as the door-to-door service offered is perceived to offer enhanced personal security compared to regular buses (Enoch et al, 2004).</p> <p>This benefit may also apply to other customers who may be more likely to feel vulnerable to harassment, assault or verbal abuse while travelling (for instance due to race, religion, belief, or sexual orientation).</p> <p>While this trial will not offer door to door services, the denser network of stops and confirmed pick up time could be seen as a benefit.</p>
Gender- outline evidence negative	<p>A small-sized bus which is shared with strangers could create an uncomfortable travel environment for those who feel most at threat of discrimination while travelling by public transport.</p>

Gender- outline mitigating actions	<p>Drivers will be trained to a high standard to help maintain safeguarding standards for vulnerable customers.</p> <p>Any stopping points will be manually assessed for their suitability, with the safety of customers the key criterion in this.</p> <p>Critical to this research trial is gathering insights from customers using the service, as well as local residents who aren't using the service, to understand what barriers may exist to Londoners in using this service.</p>
Married/ Civil Partnership - outline evidence positive	
Married/ Civil Partnership - outline evidence negative	
Married/ Civil Partnership - outline mitigating actions	
Pregnancy/ maternity - outline evidence positive	<p>Services will offer a guaranteed seat for confirmed bookings and a pick-up time for customers.</p> <p>This could offer assurance and comfort for pregnant customers, removing uncertainty around the waiting time at a stop and improving the on-board experience.</p>
Pregnancy/ maternity - outline evidence negative	
Pregnancy/ maternity - outline mitigating actions	<p>Critical to this research trial is gathering insights from customers using the service, as well as local residents who aren't using the service, to understand what barriers may exist to Londoners in using this service.</p>
Race- outline evidence positive	<p>After walking, the most commonly used type of transport by BAME Londoners is the bus (68 per cent BAME compared with 57 per cent white), however they cite a greater number of barriers to increased public transport use than white Londoners (Travel in London, Understanding our Diverse Communities, 2015, p.22)</p> <p>For those who may feel unsafe or threatened waiting at bus stops (particularly at night), the provision of real time updates of vehicle arrival time could act positively on their perceived personal safety and security. A service with a denser network of stops which can therefore pick-up / drop-off customers closer to their homes could also improve this.</p>
Race- outline evidence negative	<p>A small-sized bus which is shared with strangers could create an uncomfortable travel environment for those who feel most at threat of discrimination while travelling by public transport.</p> <p>BAME Londoners are more likely to be classified as 'worried' and also slightly more likely to take precautions against crime when travelling (Travel in London, Understanding our Diverse Communities, 2015, p.22).</p>

Race- outline mitigating actions	<p>Drivers will be trained to a high standard to help maintain safeguarding standards for vulnerable customers.</p> <p>Any stopping points will be manually assessed for their suitability, with the safety of customers the key criterion in this.</p> <p>Critical to this research trial is gathering insights from customers using the service, as well as local residents who aren't using the service, to understand what barriers may exist to Londoners in using this service.</p>
Religion / belief outline evidence positive	<p>For those who may feel unsafe or threatened waiting at bus stops (particularly at night), the provision of real time updates of vehicle arrival time could act positively on their perceived personal safety and security. A service with a denser network of stops which can therefore pick-up / drop-off customers closer to their homes could also improve this.</p>
Religion / belief - outline evidence negative	<p>A small-sized bus which is shared with strangers could create an uncomfortable travel environment for those who feel most at threat of discrimination while travelling by public transport.</p>
Religion / belief - outline mitigating actions	<p>Drivers will be trained to a high standard to help maintain safeguarding standards for vulnerable customers.</p> <p>Any stopping points will be manually assessed for their suitability, with the safety of customers the key criterion in this.</p> <p>Critical to this research trial is gathering insights from customers using the service, as well as local residents who aren't using the service, to understand what barriers may exist to Londoners in using this service.</p>
Sexual orientation - outline evidence positive	<p>For those who may feel unsafe or threatened waiting at bus stops (particularly at night), the provision of real time updates of vehicle arrival time could act positively on their perceived personal safety and security. A service with a denser network of stops which can therefore pick-up / drop-off customers closer to their homes could also improve this.</p> <p>This might help address the fears some LGBT transport passengers have about intimidation and/or abuse, that affects their travel behaviour (Travel in London, Understanding our Diverse Communities, 2015, p.308)</p>
Sexual orientation - outline evidence negative	<p>A small-sized bus which is shared with strangers could create an uncomfortable travel environment for those who feel most at threat of discrimination while travelling by public transport.</p>
Sexual orientation - outline mitigating actions	<p>Drivers will be trained to a high standard to help maintain safeguarding standards for vulnerable customers.</p> <p>Any stopping points will be manually assessed for their suitability, with the safety of customers the key criterion in this.</p> <p>Critical to this research trial is gathering insights from customers using the service, as well as local residents who aren't using the service, to understand what barriers may exist to Londoners in using this service.</p>

Other- outline evidence positive	Improving the level of public transport accessibility through the trial will enable more trips to be made within a reasonable journey time by public transport. This is likely to be of particular benefit to job seekers - by both offering better connections to local employment which is presently hard to reach without a car and potentially reducing the travel time to jobs outside the local area.
Other- outline evidence negative	The trial service is planned to be priced above a London Bus journey to reflect the enhanced level of service. This could impact on its affordability to those on low incomes.
Other- outline mitigating actions	Fares for the service will be subject to a Mayoral Fares Direction Freedom Pass and ENCT pass will be accepted for this trial service. It is important to note that there will be no impact on the cost or provision of other existing local services. Critical to this research trial is gathering insights from customers using the service, as well as local residents who aren't using the service, to understand whether, and to what degree the fare of the trial service is a barrier to use.
Created	
Assessor	
Title	
Lead for D&I	
Key EQIA Activities	
EqIA Review Date1	
EqIA Review Date2	
EqIA Review Date3	
Director Sign-off	
Admin Director sign off	
Item Type	Item
Path	sites/EandI/Lists/EqIA online