

# ArrivaClick

## On-demand mobility in rural area

### Project description

Since July 2020, three accessible shuttles have been on the road in Watford, 30 km northwest of London. An expansion to a total of seven vehicles is being planned. Together with the British transport operator Arriva UK Bus and the city of Watford, ioki offers ArrivaClick, a cost-effective and simple alternative to private cars. The focus of the service is on optimising the connection between Watford Junction station and hubs such as the city centre or Warner Brother Studios, which is particularly popular with tourists. With the establishment of the shuttle service, an integrated approach is offered to improve sustainable transport options in the entire area.

Virtual stops  
**580**

### Launch

July 2020

### Location

Watford, United Kingdom

### Problem

Strengthening of public transport in urban peripheral areas, better connection of the surrounding area to the city

### Concept

On-demand shuttle service to bridge the first and last mile

### Users

Commuters, people from peripheral areas, people with reduced mobility, Tourists



*“With Arriva UK, we have exactly the right partner at our side to now also provide people with better access to mobility on an international level. We are delighted that Arriva has placed its trust in ioki as a tech enabler and that we can put our joint plans into practice with the launch in Watford.”*

## Problem definition

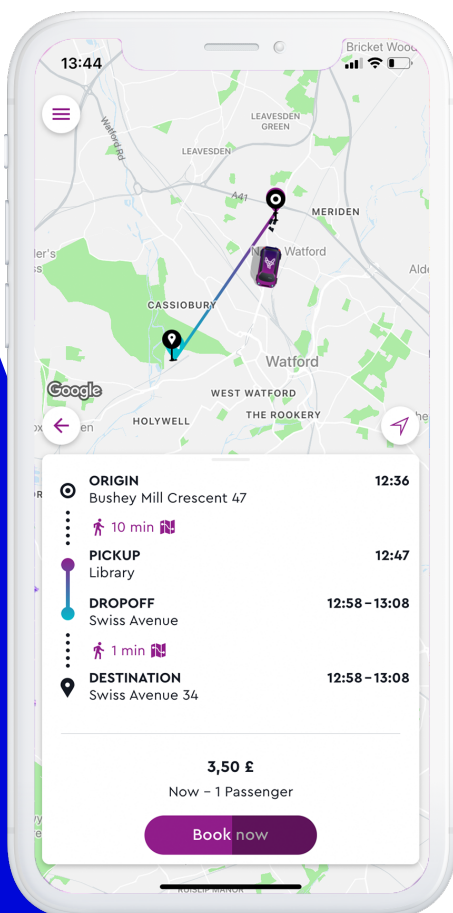
Before the introduction of the shuttle, Watford station was poorly connected to transport hubs such as the city centre. The popular tourist attraction of Warner Brother Studios was also difficult to reach due to poor connections and crowded roads. Since mid-2020, the on-demand service ArrivaClick has been optimising the local public transport situation - efficiently, on demand and connected.

## Transport concept

In Watford, an individual shuttle service started that can be booked via the ArrivaClick app. The app uses a smart algorithm to bundle passengers with similar routes and thereby calculates an ad-hoc route to the required destinations. Thanks to the digital approach, the service can also be adapted to special circumstances and challenges at short notice - for example, in January 2021. Because since then, the ArrivaClick service has also been on the road for the population as a vaccination shuttle.

## Result

The introduction of the flexibly bookable on-demand shuttle has relieved urban traffic and created a sustainable alternative to motorised individual transport. The digitalisation of transport enables the bundling of journeys (ridepooling) and thus increases the efficiency of inner-city mobility. The connection to transport hubs is also guaranteed at all times thanks to the total of 580 virtual stops.



Mon – thu: 06:00am – 22:00pm  
Fri – Sat: 06:00am – 23:00pm  
Sun: 08:00am – 21:00pm



23 km<sup>2</sup> Operating areas



3 Cars with limitless accessibility