# Introduction

## This specification sets out our expectations and requirements for the West of England Combined Authority’s Dynamic Demand Responsive Transport (DDRT) trial which is set to be delivered as part of our Future Transport Zone (FTZ).

## The West of England’s Future Transport Zone includes a portfolio of mobility projects and schemes which are being designed and trialled across the region. These projects include Mobility as a Service (MaaS), Mobility Hubs, Urban Freight and a Data Hub.

## The document is divided into 3 parts to support potential bidders in providing the most appropriate solution for the region and trial.

## The first section outlines our objectives and ambitions and explains the background and context in which the DDRT trial will operate. The second section details the requirements for the technology layer, with the third describing our vehicle expectations. We positively encourage bidders to consider how they can exceed our requirements to deliver enhanced functionality, outcomes, and customer experience.

## This procurement exercise is seeking a single supplier/ partnership to deliver the DDRT trial across both of our chosen operating zones. This includes the necessary technology platform, vehicles, drivers, integration, and customer support.

# **P**art 1: Background and Context

## The West of England Combined Authority

### The Combined Authority is led by the Metro Mayor Dan Norris, and covers the three geographical areas of Bath & North East Somerset, Bristol and South Gloucestershire. The Combined Authority also supports the Local Enterprise Partnership (LEP), which is business-led, and covers the four West of England councils, including North Somerset Council.

### More information about the Combined Authority, as an organisation, can be accessed here: <https://www.westofengland-ca.gov.uk/>.

### The Combined Authority’s constitution can be found here: <https://westofengland-ca.moderngov.co.uk/documents/s2151/ConstitutionJune2020.pdf>

### The LEP consists of businesses, universities, and councils, and works to ensure the region’s economic success through sustainable action. The LEP helped to develop the region’s Local Industrial Strategy (LIS), which outlines priorities to encourage growth in the West of England (available here: <https://www.gov.uk/government/publications/west-of-england-local-industrial-strategy/west-of-england-local-industrial-strategy>).

### Through collaboration, the LEP aims to deliver economic growth in the region by addressing several key challenges surrounding productivity and skills, housing and transport. The LIS aims to deliver clean and inclusive growth by focusing on key priorities including cross-sectoral innovation.

### Bidders are also encouraged to review the West of England Joint Local Transport Plan 4 for context of the local transport market: <https://www.westofengland-ca.gov.uk/wp-content/uploads/2021/10/JLTP4-Adopted-Joint-Local-Transport-Plan-4.pdf>

### The DDRT provider shall comply with provisions set out in the Combined Authority’s Policies, unless and to the extent that such provisions are contrary to the DDRT provider’s obligations under the contract.

#### Health and Safety Policy;

#### Information Risk Management Policy;

#### Information Security Policy;

#### Information Security Classification Policy;

#### Document Retention Policy;

#### Social Value Policy;

#### Data Protection Policy;

#### Modern Slavery Policy

### **For clarity, the contracting party for this procurement exercise is the West of England Combined Authority.**

##  The Future Transport Zone (FTZ)

### The Department for Transport (DfT) launched the Future Mobility/Transport Zones fund in Spring 2019 as part of the Future Mobility Strategy: Urban Strategy (Available here: <https://www.gov.uk/government/publications/future-of-mobility-urban-strategy>). The strategy recognises that advances in data science and technology have increased transport innovation, providing an opportunity to reflect on what we want from our transport systems and push for sustainable, responsive and innovative transport networks.

### The Combined Authority was successful in securing £28m funding, as one of four FTZs. The FTZ commenced in Summer 2020 and will conclude on 31 March 2024. The Combined Authority’s bid submission to the DfT is available here: [https://www.westofengland-ca.gov.uk/wp-content/uploads/2019/10/West of England CA-FMZ-Bid-Submission-Redaction-V2.pdf](https://www.westofengland-ca.gov.uk/wp-content/uploads/2019/10/West%20of%20England%20CA-FMZ-Bid-Submission-Redaction-V2.pdf).

### The fundamental aim of the FTZ in the West of England is to co-design, trial and demonstrate replicable transport innovations that can improve connectivity, enhance regional productivity, widen access to employment and create a globally significant demonstrator to drive trade and inward investment.

### In terms of project management and governance, key individuals and their responsibilities are detailed below:

### Peter Mann, Head of Integrated Transport Operations

### Oliver Coltman, Future Transport Zone Programme Manager

### Sara Aziz, New Transport Modes Project Manager

### Details of other individuals/roles in the DDRT delivery team will be provided on award.

### The FTZ is taking a customer-centric approach to developing and implementing the key components identified above, and this is key to our approach. As detailed later in this document we expect collaboration and innovation with regards to how we consider customer needs and expectations, and how our DDRT supports mobility.

### The Combined Authority project team meets regularly and works collaboratively with the other FTZs and with other similar projects elsewhere. We will be seeking a collaborative approach within the FTZ workstreams and with other FTZs to maximise learning over the period of the programme.

## Our FTZ and DDRT Service Objectives

### As part of the wider FTZ programme, the Combined Authority will be piloting two DDRT trials to understand suitability across the region.

### The DDRT project vision is to offer an alternative additional public transport mode, especially in areas where traditional modes do not currently present as a viable option or service.

### The DDRT services will be focussed in areas to build upon metrobus, MetroWest and Transforming Cities Fund (TCF) investment and connect those currently outside of walking distance to these existing and established bus and rail services. Through providing both first and last mile connections and complete journey offerings, it is hoped DDRT can connect areas of lower-skill, higher unemployment and low car ownership with areas of high employment along with encouraging those currently travelling by car to shift to public transport.

### Through forming viable transport connections, it is hoped that the Combined Authority’s DDRT project will support in improving congestion and air quality by reducing single-occupancy journeys, and improve access directly to places of employment and therefore accelerate economic growth and productivity.

The DDRT project objectives below reflect the Combined Authority’s vision to improve the economic activity, job opportunities and connectivity of the area.

### Project objectives:

|  |  |
| --- | --- |
| Objective | Description |
| Social and community | * To connect areas of low skill, high unemployment, and low car ownership, with areas of high employment. ​
 |
| Political | * To provide efficient public transport alternatives where conventional bus and rail services cannot offer viable solutions​.
* Maximise the value of TCF investments by increasing the catchment area of public transport through first/last mile connectivity. ​
 |
| Economic | * To improve access directly to places of employment and therefore accelerate economic growth and productivity, particularly in areas of deprivation such as Lawrence Weston.  ​
 |
| Environmental | * To improve congestion and air quality by reducing the reliance on single-occupancy car journeys and producing a modal shift, particularly in areas where public transport is not an option. ​
 |

### Expected Outcomes

#### The trial aims to provide a service for those who currently cannot access our public transport network and connect them to locations which have previously only been accessible by car (this may include employment, leisure activities or amenities etc).

#### The trial will help us understand how an urban DDRT service can supplement existing public transport. The trial will look into how customers interact with a local DDRT service and if it can be commercially viable in the future. This will help us integrate the service across our wider FTZ schemes and trials – MaaS, Mobility Hubs, Data Hub and Urban Freight.

#### For the trial to be successful, it must be able to prove that the DDRT service will be able to serve the West of England after the trial in a business-as-usual scenario or provide learnings for amends to allow future use. The table below highlights the success criteria for the DDRT service going forward which the trial aims to address:

|  |  |
| --- | --- |
| Success Criteria | Description |
| Customer satisfaction | This service is being designed and considered in a customer centric approach. If the service is appreciated and meets the needs of the users/ residents it should be considered as successful. |
| Financial Viability | For this DDRT service to be considered successful we will understand how it can operate in a commercial manner. It may require no financial support beyond the trial period or have built a case for continued support with revenue streams.  |
| Learnings from the trial | With the nature of the FTZ programme being an opportunity to trial and understand future mobility services the DDRT trial could be considered successful through the learnings and experiences gained through the design, procurement and delivery stages of the trail. There will also be outputs which should enable us to understand the appropriate steps needed to procure and establish market relations with DDRT providers. These learnings need to be scalable beyond the West of England.  |

## Trial Plans

### Two trials will run across two locations for a minimum of 12 months each, operating a DDRT service for customers. Given the timescales of this trial there will be an anticipated overlap of 5 months whereby both trials will be running at the same time.

### The trial will allow us to understand how an urban DDRT service is received in the Bristol/ South Gloucestershire area and how the service can potentially be altered based on lessons learnt from the trials.

### The first trial will help inform the finalised plans for the second trial, to ensure that early lessons can be fed into future design.

### Both zones will be delivered by the same supplier and software application, with consistent branding across both locations.

### Following award and contract agreement we expect a period of co-development between the Combined Authority and successful supplier. This will ensure the technology and operations complement and support current bus and rail provision.

### The first trial needs to be ready to launch to the public by November 2022. With the second trial operating no later than February 2023. These timescales allow for the services to be live for at least a year each prior the end of the FTZ trial in March 2024.

### The predicted timescales are below:

|  |  |
| --- | --- |
| Activity | Expected Date |
| Contract Award  | 20-25th July  |
| Supplier inception meeting  | W/C 8th August  |
| Co-collaboration and development phase | August - October |
| Testing  | October |
| Trial 1 Approval | October |
| Trial 1 Launch | 31st October 2022 |
| Trial one early review meeting | December 2022 |
| Trial 2 preparation  | December 2022– February 2023 |
| Trial 2 Approval + Launch | February 2023 |
| Trial 2 review meeting  | July 2023 |
| End of trial review meeting | February/ March 2024 |

## Commercial Partnership

### For this DDRT trial, we will be operating through a single supplier.

### Our supplier would provide and be responsible for the technology platform and the vehicle and service operations. This could be in the form of a bus operator partnering with a technology provider for the purposes of this contract. The Combined Authority will only run one procurement event and would sign one contract with this offering.

### The single supplier should be able to provide evidence of their experience running DDRT trials and demonstrate how the partnership will be managed successfully.

### We expect clearly defined roles and responsibilities across the single supplier to ensure the Combined Authority are included in the design and delivery, and to understand who will be responsible for each aspect of the delivery.

## Financial Considerations

### We intend this to be a gross cost contract. This means that the Combined Authority will pay the supplier a monthly fee for provision of the service. Invoices and supporting information should be provided at the end of each month by the supplier and will be paid within 30 days of receipt.

### The Combined Authority will take demand risk. As such, the supplier will be required to pass to the Combined Authority all ticket revenue collected by the supplier from customers. The draft contract contains provisions requiring the supplier to account for all revenue and to provide the Combined Authority with all information required to allow the Combined Authority to audit and verify the amounts declared as due by the supplier.

### It will need to be considered whether compensation is required if the service does not operate for any period (e.g. vehicles are unavailable due to a break down or accident, or the booking app fails and drivers are not available).

### The supplier will maintain Public Liability insurance with a level of indemnity of at least £5m, and Employers Liability insurance with a level of indemnity of at least £10m, as required by the contract. The contract details required expectd levels.

## Proposed Locations

### For the purpose of this trial, we expect to run two separate DDRT zones. The zones we expect to operate within are;

### Northern Arc/ Southmead Hospital

### Avonmouth

### These zones have been selected through a multi-criteria approach. We believe they meet our trial objectives, DDRT specific objectives, and political and spatial considerations.

### This project seeks to select the most successful operating zones based on potential market, user requirements and current public transport provision. We seek to understand the most appropriate operating area within these zones. We expect to work with the successful supplier to refine these zones for the trial.

### Suppliers are encouraged to suggest appropriate data, knowledge or tools at their disposal to support the refinement of our operating zones. The location refinement may be an evolving process throughout the project.

### Current proposed zones can be found in Appendix A.1

1. **Collaboration Expectations**

### Throughout the trial, there will be a Combined Authority representative responsible for continuous engagement and collaboration with all parties. The project will be made up of a co-development period to ensure the requirements are developed in accordance with the Combined Authority’s objectives and the technical and operational feasibility of the project. As the service is running as an initial trial, the Combined Authority will be fully involved across all aspects of design and delivery throughout the process.

### The two trials will overlap in duration, however, early learnings from the first trial will be reviewed to inform the second trial. Monitoring and evaluation of both trials will iterative and ongoing. It is therefore required that data will be shared from the technical platform to our monitoring and evaluation team as outlined in section 3.9

### The Combined Authority are looking for suppliers who are able to offer innovative ideas and solutions across the delivery of the DDRT trial. Approaches to innovation and continuous development should be considered and demonstrated.

## Integration

### The aim of the FTZ is to co-design, trial and demonstrate replicable transport innovations across the region. As part of the FTZ we expect our DDRT service to be integrated with the other FTZ schemes.

### MaaS:

#### Alongside DDRT, the Combined Authority will be deploying a MaaS solution across the region. Procurement for a MaaS platform provider is currently underway, with a provider expected to be awarded before the end of 2022. Following closed alpha and beta testing, we expect to publicly launch the MaaS solution in Spring 2023. The specification for our MaaS solution can be found here: <https://procontract.due-north.com/Advert?advertId=04bf3c52-b1a6-ec11-8112-005056b64545&p=696a9836-1895-e511-8105-000c29c9ba21>

#### We require our DDRT provider to:

##### Integrate the DDRT customer-facing element into the MaaS platform, allowing users to plan, book and pay for DDRT journeys within the MaaS platform without needing to download the native DDRT app.

##### Work with the Combined Authority and the selected MaaS supplier to integrate into the MaaS platform.

##### Provide the Combined Authority and our MaaS supplier with relevant API documentation within two weeks of the DDRT contract execution, with integration completed by the end of February 2023 (subject to working with the Combined Authority/the MaaS supplier).

1. **Transport Data Hub**

#### The Transport Data Hub will allow for data to be collected, shared and used for a number of mobility and wider use cases.

#### The Transport Data Hub is still in development and expected end of 2023

#### The DDRT service provider should be prepared to share and upload appropriate data onto the data hub as part of this project. Or prepare an API feed of the data.

#### Not all data mentioned in 3.9.4 will be uploaded to the transport data hub but it may be expected some of these datasets should be shared on the transport data hub.

### **Mobility Hubs**

#### Mobility Hubs are physical hubs set to be introduced across the region. These sites will support interchange between established and new modes of transport, provide travel and local information, provide community facilities, and improve the public realm.

#### The sites selected for Mobility Hub development are still in development, but if the final sites fall within the DDRT operating zones the DDRT service and app should have these sites marked as key locations.

### **Urban Freight**

#### The Urban Freight project is seeking to enable goods and services to be delivered with less detrimental effects on the environment whilst supporting the growth of businesses.

#### One trial of interest is the potential to use DDRT vehicles for freight distribution, movement or delivery. We ask suppliers to be open to further innovation and development of the DDRT trials and to consider these alternative or additional use-cases.

## Scalability

### Although this period will run as a trial scheme of a DDRT service in Bristol and South Gloucestershire, we have ambitions for DDRT to support the entire region across both a range of geographies and use cases. We require the DDRT service to be scalable over the FTZ period (and potentially beyond) with regards to:

##### Enhancing customer functionality and features over the project and trial period, reflecting customer experience and their changing needs.

##### Enabling consistent performance, especially catering for rapid growth or unseasonal / unusual spikes in usage.

##### Utilising fully cloud based technology.

##### Enabling and providing for a legacy beyond the FTZ programme.

##### Allowing for the addition of further geography(ies), use cases and delivery models and the possible scaling of the technology platform to other services.

### We require our partner to actively collaborate with the Combined Authority to help achieve our scaling ambitions. It is worth noting that our principle regarding scaling is that the customer approach needs to be maintained and scaling should always be context specific.

### We will use the success and lessons learnt from these DDRT trials to help inform the wider Combined Authority’s DDRT strategy and future roll out approach.

### Successful delivery may lead to an extension, expansions of the technology platform or an increase of the operating zones.

### While the scale of future roll out will be dependent on internal decisions and available funding, The Combined Authority have recently been awarded BSIP funding which will see further DDRT zones across the region. The details of this funding can be found here - [West of England Bus Service Improvement Plan (westofengland-ca.gov.uk)](https://www.westofengland-ca.gov.uk/wp-content/uploads/2021/10/West-of-England-Bus-Service-Improvement-Plan.pdf)

### Experience from the FTZ trial will influence the procurement, delivery and commercial choices surrounding the BSIP.

### The successful bidder will be expected to provide support and potential cost estimates for future zones or delivery once the project is underway (3-6 months after start of trial). This is to help inform our future strategy based upon lessons learnt and current delivery.

## Tickets

### For the purposes of proposed trial, we would expect there to be a range of tickets available to customers – with ticketing integrated with existing ticketing in the West of England area such as relevant multi operator and multi modal tickets as well as those for any other services operated by the DDRT supplier.

### Details of the range of tickets which should be considered for DDRT services are:

##### DDRT specific tickets – where customers travel on DDRT service only

##### Relevant ‘Rider’ scheme multi operator tickets, such as Bristol Rider and Avon Rider, allowing travel on the wider bus network

##### Relevant tickets accepted on other services operated by the DDRT supplier in the area (including Park and Ride) – allowing travel on the wider bus network

##### Plusbus rail/bus tickets

# **P**art 2: Technical Specification

## We expect the proposed DDRT offering to meet our proposed objectives and requirements. The following sections outline elements of the DDRT we expect as a minimum and other areas we would like to see within the offering.

## There are likely to be a number of approaches to DDRT delivery. We are looking for an offering which has a proven track record, meets our customers’ needs and will be ready within our timescales. The service will be expected to run for 15 hours a day, operating hours to be agreed with the supplier.

## The specification for the DDRT service technology layer is split into three areas, the customer app, driver app and API functionality. In each of these areas, the technology specification is further split into ‘must have’ functionalities or ‘should haves’. This differentiates the functionalities that will be needed for the trial to be successful and those that should be considered, developed or added later.

## Customer App

### The customer app will be the public facing application that customers will use to make journeys via the DDRT service. Customers will use this app to book, pay for and manage their journeys before, during and after they ride with the DDRT service.

|  |  |
| --- | --- |
| Must haves | Should haves |
| * Journey Planning
* Book, amend, cancel options
* Booking – online/ app / call centre
* Advance booking and on-demand options
* Multiple Payment Options – via apple/ google wallet / card/ paypal / over the phone/ onboard – pre pay/ subscriptions
* Hardware compatibility – smart phones/ internet
* Feed in with MaaS
* Pop-up/ push notifications/ reminders journey
* Confirmation of booking
* Digital tickets – wallet, show, save
* Contactless validation/scanning or digital tickets – on bus ticket machine/ driver app
* Ability to add a range of ticket types, including mobility credits
* Accessibility notification, text to speech
* Alternative to app based booking
* Alternative to bank card based booking
* Independent log in and account
* User friendly, simple to use
* Rate and feedback
* Ability to add any disability or mobility requirements
* Live updates/ routing knowledge
* Save details, card details
* Safety features, share your journey
 | * Detailed preferences
* Push notification marketing/ encouragement
* Ability to book extra seat or for a child/ friend / family
* Repeat bookings options
* Loyalty/ rewards
* Book luggage or shopping on board
* Book pushchair space
 |

## Driver App

### The driver app will be used by the DDRT drivers to view and manage upcoming routes and trips, understand accessibility needs and validate tickets during journeys or link to other ticket validation equipment such as on bus Electronic Ticket Machines from suppliers such as Ticketer and VIX.

### This app should allow drivers to successfully deliver the DDRT service.

|  |  |
| --- | --- |
| Must haves | Should haves |
| * Hardware compatibility – smart phones/ tablet
* Compatible with on bus Electronic Ticket Machines
* Alerts/ updates around wheelchair users/ additional needs
* Clear, simple to use, not distracting, safety
* Dashboard, journeys for the day, driver breaks, EV vehicle considerations
* Accept journeys, confirm and validate journeys
* GPS/ mobile connection
* Pop-up/ push notifications
* Independent log- ins for each vehicle
 | * Messaging channel
* Onward train and bus times
* Delay alerts
 |

## API Integration

### The DDRT service provider will be expected to develop an API integration with our MaaS supplier to allow data sharing to support customers in planning, booking and paying for DDRT journeys within the MaaS platform. To that end, we require the following data to be shared by the DDRT provider as a minimum:

##### Service availability

##### Trip confirmation, disruption data, ride status, pick up times, journey times, vehicle arriving, on trip, in destination, estimated time of arrival

##### Vehicle ID, location, availability, occupancy, capacity

##### Service hours, area of operation, vehicle routing, list of stops

##### Fare structure

##### T&Cs, privacy notices

### User and trip data collected within the MaaS solution in the course of providing DDRT trips will be provided to the DDRT supplier. Revenue reconciliation will be undertaken by the MaaS supplier.

## Branding and Marketing

### Given this is a new service in the region, the service will need to be advertised to attract customers and sufficient information be made available to enable users to understand the DDRT concept and principles of use.

### The Combined Authority will lead the branding, marketing and advertising, with support from an external marketing agency as required, but the supplier will be expected to work with the Combined Authority marketing team to ensure the messaging is consistent. The supplier will be expected to partake in launch activities via appropriate channels to encourage use. This may include, but is not limited to, social media adverts, physical adverts and community engagement. These will need to be approved by the Combined Authority

### The branding, colour schemes and service name is to be determined but the service must be consistent with the region-wide transport branding due to launch in late 2022.

### Vehicles must be identifiable as DDRT vehicles and use the branding on the exterior of the vehicle.

## Customer Support

### A customer support system will be required for the trial. At this stage we are looking to understand various approaches and practicalities to this. Whether the supplier provides the service, or the Combined Authority hosts the support services internally as part of our wider transport offering.

### If the Combined Authority select this option, then we expect the supplier to deliver the customer support (i.e. provide, operate, and manage the personnel). If the West of England CA chooses not to select this option, then the CA will itself provide, operate and manage the personnel for the support centre (or otherwise outsource it).

### The customer support system should allow for users (as a minimum) to:

##### Gain support setting up, creating an account, adding payment details.

##### Reset passwords

##### Raise a concern, query, and feedback

##### Troubleshoot problems such as booking issues, account issues and journey issues.

### The support desk should be available when the service is operational (15 hours), with out of hours alternatives, likely web-based, provided 24/7.

### The support desk should offer a range of access points including web and telephone. We seek to understand your approach to this and how it will ensure our users can access the support they need.

### The support desk needs to keep records of support provided, feedback received, and actions associated to the call. Access to the support provided, feedback and any escalation/ action needed should be visible to the Combined Authority and records accessible.

### The approach to viewing this information should be simple and storage must be compliant of data standards.

## Data requirements

### To effectively monitor and evaluate the trial service, a draft M&E plan [(appendix A.2](https://atkins.sharepoint.com/%3Aw%3A/r/sites/WECAFTZ-DDRTandMaaSWorkingSite/_layouts/15/Doc.aspx?sourcedoc=%7B93AF4FED-9663-4952-A692-A6C1404742ED%7D&file=WECA%20DDRT%20Monitoring%20and%20Evaluation%20plan%20draft%20V_3%20Issue%20to%20FTZ.docx&wdLOR=cFA565E0A-24E2-4452-8B48-81991A8592C1&action=default&mobileredirect=true) has been created outlining the proposed M&E approach and data requirements. A list of all minimum data requirements to be collected by the supplier is also outlined below. With more detail described in appendix A.2.

### Customer surveys will be developed by the Combined Authority to collate user insights and understand the benefits the DDRT delivers to the communities it serves. It is required that a link to these surveys can be distributed through push notifications on the DDRT app and offer an incentive.

### Results from the monitoring and evaluation activities will inform the next trial for the DDRT service and the potential scaling of the service as a whole across new geographical regions and use cases.

### Data must be shared with the Combined Authority in an appropriate manner and users must be aware this data is being shared. All data for the purposes of monitoring and evaluation must not be considered personal data (users data should be anonymised) and fully GDPR compliant.

|  |
| --- |
| For every requested trip: |
| * Unique Trip Request
* Unique User ID
* Booking type (app or phone operator)
* Timestamp of request
* Target pick up time (window)
* Requested journey origin location
* Requested journey destination location
 | * Virtual bus stops assigned (pickup and drop-off)
* Vehicle ID assigned to request
* Whether the request was granted (met demand)
* Additional facilities/services requested (i.e., mobility ramp)
* Accessibility feature requested
 |
| For every completed trip: |
| * Completed trip ID
* Link to user request ID
* Time of pickup
* Time of drop-off
* Geospatial track of route
 | * Journey duration (minutes)
* Journey length (miles)
* Pickup walk distance
* Dropoff walk distance
 |
| For every ride not completed: |
| * Link to user request ID
* Time cancelled in advance
* Cancellation reason
 | * Booking errors
* Record no-shows
* Request not fulfilled due to seat unavailable
 |
| Vehicle data per day: |
| * Utilisation (number of passengers per vehicle per hour) for each hour of the day
* Miles covered
 | * Net driver hours
* Net hours of driver breaks
 |
| Service Data per week: |
| * Number of customer complaints submitted
* Customer complaint types (e.g., delays, driver, lack of facility)
 | * Fuel consumption
* Operational costs broken down
* Breakdowns and recovery time
 |
| User Data: |
| * New accounts created (with date and timestamp)
* Accounts created through referrals (with date and timestamp)
* Basic Demographic Data (as agreed during app development and inception)
* Customer complaints log (numbers, themes). The Combined Authority to receive detailed complaints on request.
 |

# Part 3: Vehicle Specification

## Fleet Size

### We anticipate that the supplier will supply up to 5 vehicles per zone (10 in total). However, we are mindful we do not want to see empty or under-utilised vehicles in the area and appreciate vehicles and staff can take time to access, recruit and train.

### We, therefore, expect a minimum of 3 vehicles per zone at the start of each trial with an approach to scale up or increase numbers should the patronage or demand grow.

### Bidders are asked to provide costs based upon 3 vehicles and share additional vehicle costs for each additional vehicle.

## Types of Vehicles

### We expect the most appropriate vehicle offering which will support an on-demand service.

### We have not specified the exact vehicle model, to allow for suppliers to offer the most appropriate vehicle to support our trial objectives and customer needs.

### The vehicles need to be of a standard which will attract car users and differentiate them from the current bus fleet, both in terms of look and experience.

### Below are the vehicle features we expect from the DDRT trial and additional features or facilities that we think would enhance the customer experience whilst using the DDRT service(s).

|  |  |
| --- | --- |
| Must haves | Should haves |
| * At least 12 seats
* Accessible for those with mobility needs and wheelchair accessible (recommend to comply with PSVAR regulations regardless of vehicle size)
* Low emission – (Euro 6 as minimum)
* Branded in project specified designs/ colours
* Tablet/ iPad on board to load DDRT driver app
* Contactless ticket validation/acceptance equipment - if not through driver app/tablet
 | * USB Charging
* Wifi
* Luggage racks/ storage
* Electric vehicles
 |

### As part of an innovative and collaborative way of working, we are looking for the supplier to suggest additional features to enhance the customer experience and be responsive to customer requests throughout the duration of the trial.

## Driver requirement

### Drivers should meet all the required legal and insurance obligations.

### Drivers should be fully trained prior to being allowed to operate the DDRT service. Drivers should have a full understanding of DDRT delivery.

## Environmental Considerations

### The Combined Authority has recently declared a climate emergency and is making progress to change the environmental impact our community has. As part of this, using low emission vehicles (Euro 6) and electric vehicles are preferred and are the overall ambition in the long run as the Combined Authority hope to reduce their environmental impact. We appreciate that the DDRT service is initially a trial.

### We require our partners and suppliers to demonstrate at all stages of the trial how they are minimising their impacts on the environment including, specifically, the consumption of energy and generation of carbon. Vehicles should be Euro 6 as a minimum.

### Alignment with the principles of ISO 14001 (Environmental Management System) is expected.

## Key Performance Indicators

### Given the trial-based nature of this service, suppliers will be expected to demonstrate how they have met the KPIs. These KPIs should be reviewed at least monthly, and suppliers should have a clear way to demonstrate and report these KPIs on a weekly regular basis. This should include a high level operational report and data to be shared via excel (at a minimum) with preference towards a dashboard (eg. Power-Bi) in addition.

### KPIs will include:

#### Number of passengers per day and per hour

#### Number of passengers per trip/ vehicle utilisation

#### Average ‘on demand’ pick up time

#### Number of hits on the app and website

#### Number of complaints/ queries and response rate timescales

#### Number of total booking requests completed and split by pre-booked and on-demand)

#### Number of total booking requests cancelled and split by pre-booked and on-demand)

#### Number of trips complete on-time (based upon app prediction).

#### Number of missing days/ hours for vehicles and app availability.

### We will expect these KPIs at a minimum but more may be added during the co- development phase.

### During the co-development phase the format of the reporting and KPI targets will be agreed to support the trial.