



CASE STUDY



# GoSutton

Convenient, affordable, eco-friendly trips around town.

**PARTNER**

Transport for London

**LOCATION**

Borough of Sutton, London

**LAUNCH**

May 2019

**CHALLENGE**

Encourage sustainable ride-sharing in car-dependent suburb

**USE CASE**

Provide affordable, convenient local trips and connections to transit



## Overview

In February 2019, Transport for London selected ViaVan to pilot a dynamically routed, on-demand shared ride service in Sutton, a London borough known to have poor access to public transportation, and, as a result, one of the highest rates of personal vehicle usage in the city. Launched in May 2019, the new service, GoSutton, powered by ViaVan technology and operated by local transportation provider, GoAhead, offers a convenient, affordable, and eco-friendly way for residents to get around. As ViaVan’s seventh deployment in the UK, and second service in London, the partnership also offers TfL a proven, cost-effective means to attract new ridership, while setting a powerful precedent for multi-modal integration and enhanced urban mobility.

# 4.9/5

**AVERAGE SERVICE RATING BY RIDERS**

# 10

**MINUTE AVERAGE WAIT-TIMES FOR VEHICLE ARRIVAL**

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**“We need ambitious ways of expanding public transport options in Sutton to get people out of their cars and improve local air quality. This on-demand service is exactly what we need in Sutton.”**

**– Manuel Abellan,  
Chair of Sutton’s  
Environment &  
Transport Committee**

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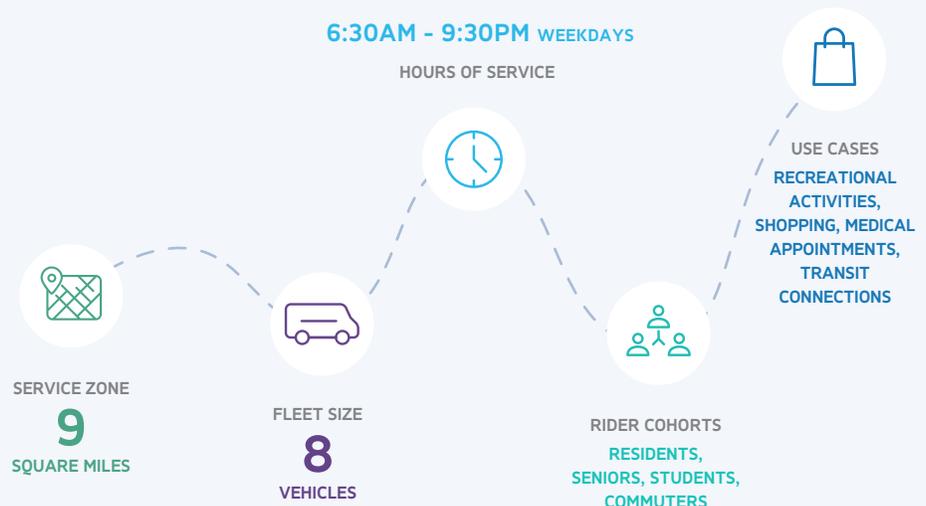
**“I have tried other demand-responsive services and had mixed experiences. This service, however, was in a different league. The app was easy to use, the arrival quick, the pick-up point in a good location, the ride smooth and comfortable and the service from the driver and operator friendly and efficient.”**

**– GoSutton customer**

## Solution

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Working closely with TfL, Via localized its world-class technology to meet Sutton’s needs for a 12 month pilot, and coordinated the launch and operation of the service, from fleet procurement to driver recruitment, with GoAhead, a reputable local partner. Using a mobile app or dial-in number, passengers indicate their pick-up and drop-off locations to book a ride in a uniform fleet of low-emission 14-passenger Mercedes-Benz vehicles. ViaVan’s advanced technology directs passengers to nearby “virtual bus stops” for pick-up and drop-off, and dynamically routes the vehicle in real-time, allowing for quick and efficient shared trips without lengthy detours, or inconvenient schedules. The service offers a compelling alternative to private vehicles for those who would otherwise drive, and unprecedented mobility and autonomy to those who cannot. Reflecting TfL’s interest in the integration of microtransit solutions into its larger network, ViaVan’s tech team facilitated the integration of the local Freedom Pass, which allows senior citizens to ride for free. The service is accessible to riders of all means and abilities: it accepts bookings by phone; allows a variety of payment forms; and accommodates wheelchairs on all vehicles.



## Results

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Since launching in May, 2019, GoSutton has attracted thousands of local residents and is growing at a steady rate. Impressed by the convenience and affordability, riders have rated the service an average of 4.9 out of 5 stars. The rapidly growing service represents meaningful progress towards the Mayor’s initiative to reduce congestion in London and achieve 80% of all journeys by public transport, cycling or walking by 2041.