# On-Demand Transportation Beyond Big City Areas:
User Motivations and Ridership Prospects in a Suburban Context

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Motivation, Area and Background

- Demand-responsive transit (DRT) in the suburban area of Innsbruck, Austria

- To avoid failure: Local transit operator (VVT) commissioned a study

- *RegioFlink* is a software based on-demand transportation service

  - Operated by VVT & co-financed by the municipality

  - Software uses *virtual stops;* Booking via app or phone

  - integrated into the public transport fare

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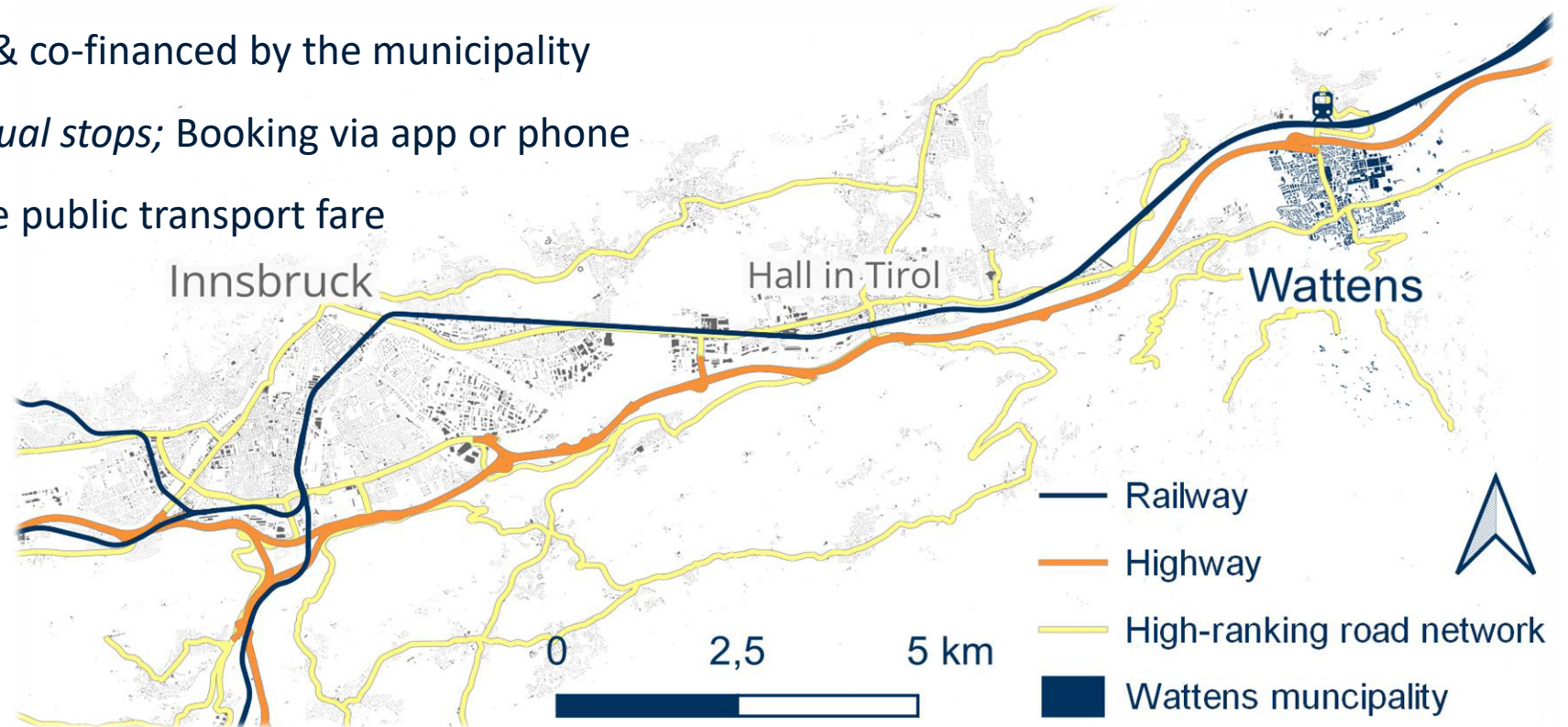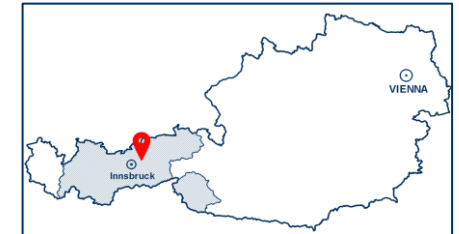
Findings: Reasons for using/not using *RegioFlink*

Reasons for using *RegioFlink*	Score	Detailed ranks			
		1.	2.	3.	4.
Getting to/from train station	1258	53	19	13	4
Walking distance too long	835	8	19	17	11
Bad weather	710	16	20	8	6
Cheaper than a taxi	495	13	6	11	3
Personal vehicle not available	454	14	10	4	5
No direct transit connection available	454	5	13	6	9
Reasons for NOT using *RegioFlink*					
Personal vehicle available	2776	85	25	6	7
Travel to a location outside Wattens	1293	10	11	24	21
Good weather, hence opted for cycling	1270	36	39	12	4
I haven't had the chance yet, but I will try RegioFlink in future	1175	10	7	15	9
Direct transit connection available	854	12	12	5	11
Travel beyond the operating hours of RegioFlink	837	10	12	6	12

Table 2: Positive (+) or negative (–) correlation and significance ✓ of relations

	Frequency of *RegioFlink* use	Higher age
Seasonal ticket owner	+ ✓	
High transit use frequency	+ ✓	
Car owner	– ✓	
High frequency of driving	– ✓	
Booking by phone		+ ✓

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Findings: Comparison of urban MOIA and suburban *RegioFlink*

User evaluation of selected aspects in a comparison of
● MOIA ▲ RegioFlink

Rating (1 = worst, 5 = best)

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