CASE STUDY

Birmingham 2022 Commonwealth Games

+BRIDJ

Introduction

Bridj has been appointed as the Official Fleet Operations and Asset Management Technology Provider for the Birmingham 2022 Commonwealth Games.

Bridj will initially deploy its booking and fleet management platform at the Birmingham 2022 Commonwealth Games and go on to support future Games until at least 2030, including our home Games in Victoria in 2026. This long-term partnership enables Bridj to support Commonwealth Games Federation Partnership (CGFP) in the transition of data insights and knowledge from one Games to the next.

As part of the competitive tender exercise, the CGFP identified that Bridj's offer stood out from its competitors as having the required flexibility and scalability to enhance their user experience and support their goals of reducing the costs associated with staging the Games and making Host Cities/Regions more sustainable.
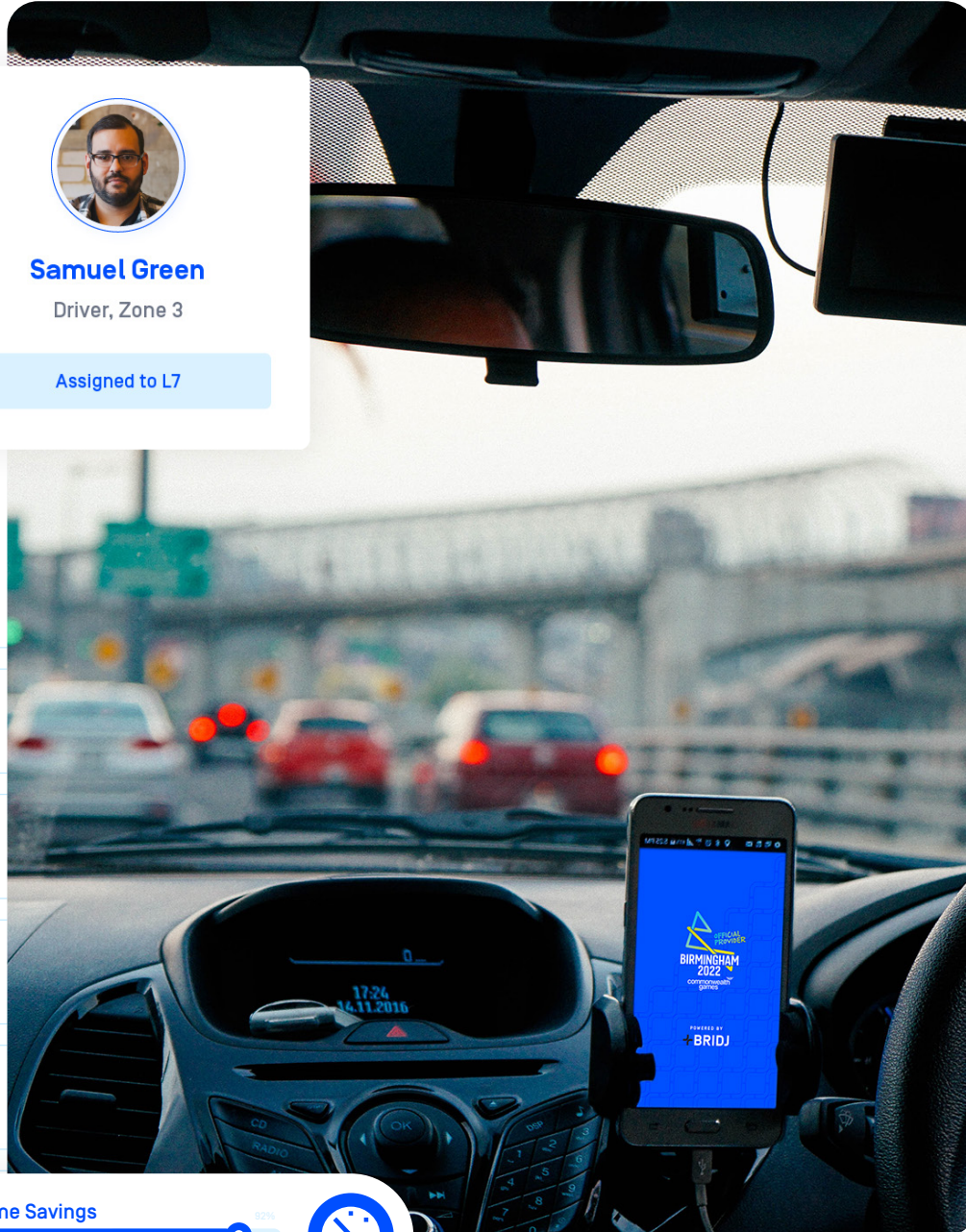
Samuel Green
Driver, Zone 3

Assigned to L7

Time Savings
+3.7%   Last Week ▼

Key CGFP objectives include:

+ Ensuring sustainable and reliable transport services for **Games Family members** by connecting competition, training venues, non-competition venues, and accommodation centres.

+ Supporting the **Fleet Operations** team with the planning and delivery of the Fleet Services.

+ Facilitating expedient and reliable journey times using the **Games Route Network.**

+ Transforming manual operational processes to more automated operations, unlocking greater efficiency (cost reductions) and enhancing the passenger experience.

At the Birmingham 2022 Commonwealth Games, Bridj will be:

Deploying its Operator Portal, to allow the Fleet Team to plan their services, manage a pool of over 1,200 volunteer drivers, a mixed fleet of over 500 vehicles, and monitor daily operations.

Providing the Games Family, which comprises over 2,000 members, with a branded Passenger Application to allow them to book a service, track their journey, and access support through their smartphone.

Supporting drivers with our Driver App, providing optimised turn-by-turn navigation to passenger pick-ups and drop-offs, which will also adapt to temporary passenger loading zones and road closures during Games time. Drivers can even make a booking on the spot using the Driver App for rank style services required for certain major event load zones.
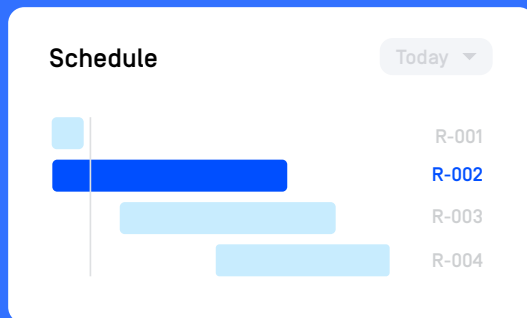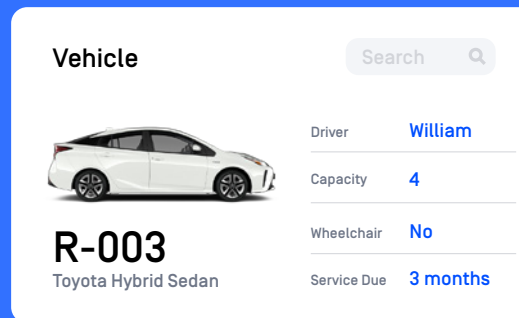
1200+
VOLUNTEER DRIVERS

500+
VEHICLES

2000+
MEMBERS

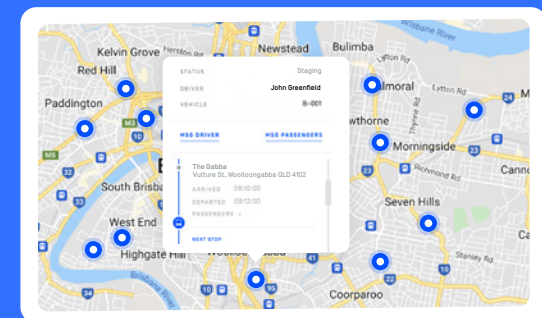# Bridj's platform of powerful tools keeps our clients moving:

Schedule

	R-001
	R-002
	R-003
	R-004

Today ▾

Schedule

Pre-plan when your drivers and vehicles are on the road, then use our flexible tools to adapt on the fly.

Vehicle

Search 🔍

R-003
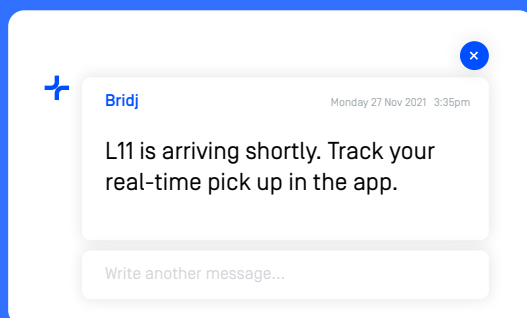Toyota Hybrid Sedan

Driver	William
Capacity	4
Wheelchair	No
Service Due	3 months

Manage

Asset Management to manage capacity, add specifications, record incidents, and more.

Monitor

STATUS
DRIVER   John Greenfield
VEHICLE   R-001

M&G DRIVER   M&G PASSENGERS

The Gabba
Vulture St, Woolloongabba QLD 4102

ARRIVED   09:10:00
DEPARTED   09:12:00

PASSENGERS +

NEXT STOP

Monitor

Know where your vehicles are, keep drivers on the right track, and support customers.

Communicate

Bridj   Monday 27 Nov 2021 3:35pm

L11 is arriving shortly. Track your real-time pick up in the app.
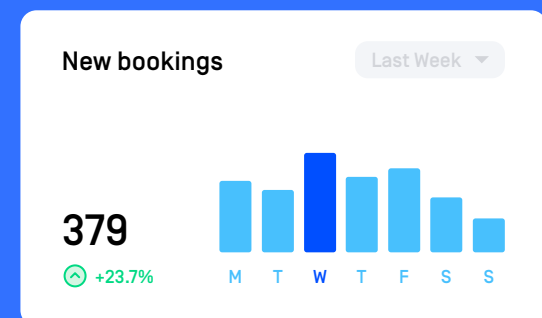
Write another message...

Communicate

Push notifications and alerts help you keep your customers and team in the know.
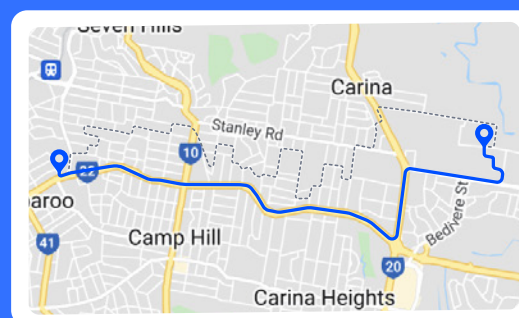
Optimise

Optimise

Bookings received. Vehicles assigned. Routes optimised. Complexities simplified.

Report

New bookings   Last Week ▾

379

⊕ +23.7%

M T W T F S S

Report

Enhance your services and meet your compliance requirements with data insights.

"The CGF were looking for an innovative, best in class transport solution from a provider who was aligned with our values and shared vision – for Birmingham 2022 and future editions of the Games. Our partnership with Bridj provides a collaborative and sustainable approach to ensuring participants at all future Games can travel as stress-free and efficiently as possible."

Darren Hall, Chief Operating Officer
Commonwealth Games Federation

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For more information please contact our
team at connect@bridj.com or register your
interest on our website at www.bridj.com