

CASE STUDY

# Birmingham 2022 Commonwealth Games



# BIRMINGHAM



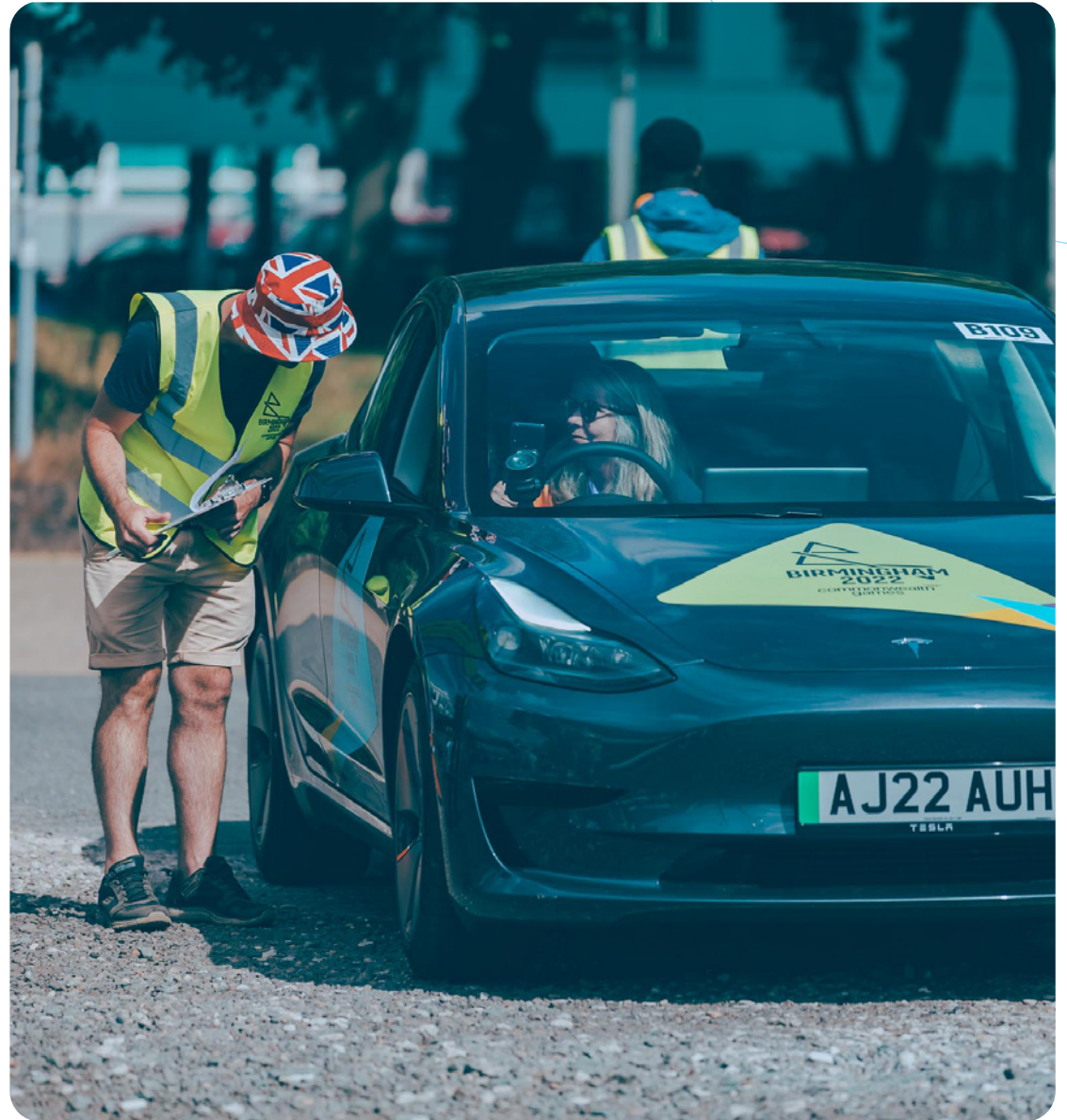
## CASE STUDY

# Introduction

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

Bridj initially deployed its booking and fleet management platform at the Birmingham 2022 Commonwealth Games and will 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.





#### OUR GOAL

## 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.



## WHAT BRIDJ DELIVERED

# Birmingham 2022 Commonwealth Games

We deployed our Operator Portal, to allow the Fleet Team to plan their services, manage a pool of nearly 1,200 volunteer drivers, a mixed fleet of over 800 vehicles, and monitor daily operations.

A branded Passenger App was provided to the 4,000 member strong 'Games Family' allowing them to book a service, track their journey, and access support through their smartphone.

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

**1173**  
VOLUNTEER DRIVERS

**819**  
FLEET VEHICLES

**225,684**  
MILES TRAVELLED -  
T2 SERVICE ONLY

**4026**  
PASSENGERS

**14,179**  
JOURNEYS FROM  
COMPETITION VENUES



288  
EV VEHICLES

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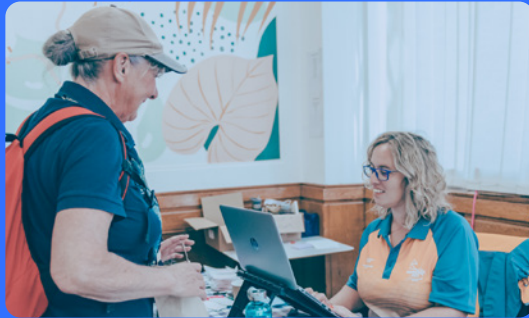
250  
EV CHARGING STATIONS

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10  
HYDROGEN VEHICLES



# Bridj's platform of powerful tools helped the Commonwealth Games team to move better



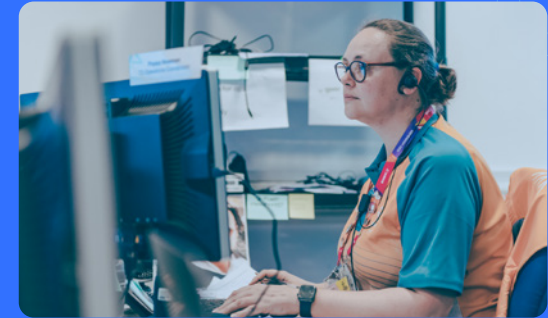
## Schedule better

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



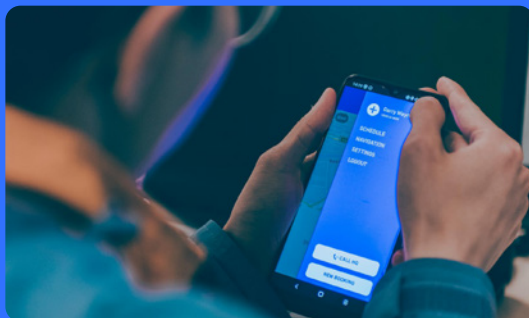
## Manage better

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



## Monitor better

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



## Communicate better

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



## Optimise better

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



## Report better

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

A woman with dark hair and sunglasses is smiling from the driver's seat of a car. The image is overlaid with a blue gradient. In the top left and bottom right corners, there are large, white, outlined quotation marks. The text is centered in the lower half of the image.

**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



For more information please contact our  
team at [connect@bridj.com](mailto:connect@bridj.com) or register your  
interest on our website at [www.bridj.com](http://www.bridj.com)

