transdev
the mobility company

Portfolio of expertise

ON-DEMAND MICROTRANSIT

Connecting new lines, together.

Drawing from our long experience as a multimodal operator, we look forward to assisting you with the construction and optimization of your mobility systems and services.

Our ambition is to develop with you, in a genuine spirit of partnership, customized, safe, effective and responsible transit solutions that are adapted to your needs and constraints and closely in tune with customer expectations.

The mobility of the future will be personalized, autonomous, connected and electric. This is our firm belief. Innovation is at the heart of our approach, in order to constantly improve the performance of public transportation services and make the promise of “new mobilities” a reality, for everyone.

As well as uncompromising safety, which is our credo, our overriding concern is the satisfaction of our customers and the quality of their experience. Every team member in the Group engages on a daily basis to meet these challenges and implement solutions both for today and for the future...»

Thierry Mallet
Chairman & Chief Executive Officer

Extending public mobility services in time and space

Traditional public transportation – bus, light rail and metro – works best in dense city centers and inner suburbs. Until now, those networks often left large gaps in service as they moved out into lower-density neighborhoods, forcing passengers to use their own vehicles or walk long distances for the first- and last-mile – the distance between their starting point or final destination and the nearest transit stop.

Tackling mobility in lower-density neighborhoods has presented Public Transit Authorities (PTAs) with a tough choice: either expand fixed-route bus lines at a high cost and with low frequency, or tolerate poor service in lower-density areas.

On-demand transport provides an answer to these challenges by offering a flexible and efficient solution to serve low-density areas, or to complement regular lines in periods of lower traffic.

Power to the passengers

In the past, taking public transportation often meant accepting the inevitability of unreliable bus or train service. That has changed.
Passengers can now choose the vehicle that's right for them, just when they need it, with their smartphones. Combined with a new willingness to share just about everything—from houses to bicycles—this has led to an explosion in ways to get around. Shared, on-demand vehicles are the foundation for new opportunities to extend the coverage of mobility services.

Making public transport a personalized service

It starts with shared rides in cars or vans, also known as micro-transit. With capacity ranging from four to 15 passengers, these vehicles are smaller than buses and can run at a higher frequency, while still reducing cost – delivering convenience for passengers and savings for the public. Personalized service also means digital services to promote an enhanced passenger experience – from route search to ticket payment – and increased service efficiency through powerful route and fare optimization algorithms. There is no ready-made solution. The well-thought-out combination of structuring modes and on-demand transportation makes it possible to respect the wishes and needs of local communities, while adapting to the constraints of the territory.

Transdev has expertise in all these modes, and in integrating them with traditional public transit

Transdev operates more transportation modes (from buses to bikesharing) and services (from call centers to technology platform hubs) in more countries (18 countries) than any other company in the world. Our operations span from dense urban areas to rural communities, and everything in between. This combination of expertise positions us extremely well for first- and last-mile innovation. We know how to develop services that alleviate passenger headaches and city budget crunches.

Good reasons to choose **Transdev**

1 Integrated with transit

Seamless transitions between modes

As an integrated, multimodal transportation provider, we have a role in service planning and scheduling for cities on five continents. We have thoroughly studied first- and last-mile solutions for the systems we manage. In Le Havre, France, Transdev made the last section of the regular bus line flexible and demand responsive to better serve the large industrial area surrounding France's biggest harbor (an area as large as the city of Paris). This change allows us to serve 100% of the companies in that area, while reducing mileage by 30%.

2 The right fit

Vehicles of all shapes and sizes

Our international reach and experience ensures that every local Transdev team has access to truly global expertise. Our microtransit systems use everything from standard 4-door cars, to 15-passenger vans and even larger buses, to various types of autonomous vehicles, as well as ferries. In the Netherlands, our Flex services run with 9-passenger shuttles, four-door Hyundai Ionic hybrid cars and electric Nissan Leafs.

3 Tailored for you

Bringing it all together for the best local service

There's a wide array of new options for demand responsive transit, and it's sometimes difficult to identify the best service design and where best to deploy it. Transdev can help develop a solution that fits with your community – balancing convenience, cost and user experience. We designed our two pilots in Sydney, Australia, with the same underlying technology but with two different use cases: one brings passengers to and from the local ferry terminal, the other serves shopping centers and transit stops.

4 Accessible

Solutions for passengers in wheelchairs and without smartphones

Transdev is committed to providing top-notch service to all our passengers. Many of our solutions provide equal service to passengers in wheelchairs or without smartphones. For example, our PTFlex services in the Netherlands focus on providing shared rides to and from bus stops. The service is fully wheelchair accessible, and we offer booking choices that work for everyone: passengers can use our tailor-made app, or call in and reserve a ride by phone.

5 Autonomous expertise

The cutting edge of self-driving technology

Autonomous vehicles (AVs) are ideal for first- and last-mile deployments. They can operate all day and are well-suited for short-range loops, including mixed traffic with other vehicles. This is how PTAs see it, too. In 2018, after having been surveyed by Transdev on their priorities in five countries, PTAs ranked AVs as THE first- and last-mile solution: 61% in Australia and New Zealand, 52% in the US and 43% in Canada.

6 World-class software

Proprietary and customized technology

Our teams have developed an on-demand technology portfolio to deliver best-in-class options for all the components of a modern microtransit platform solution: from the digital user experience to the dispatch algorithm, which is key to ensuring service quality.

Transdev can not only count on our proprietary product line and technical leads in France, the US, the Netherlands and Australia, but also on our carefully selected and trusted partners, which are among the best in their field. This approach ensures that our clients always benefit from state-of-the-art technology.

7 Own your data

The knowledge and analysis you need

For cities to build efficient mobility networks, it is strategically important that our clients can leverage the data generated by their on-demand transportation services. That's why we make it a point to give them full ownership of this data. We use our transportation on-demand software applications to provide statistical analysis modules, which allow us to extract information from the vast amount of data collected.

8 Intuitive experience

Ticketing and real-time information on appealing apps

Technology should make things easy. Our apps are appealing and intuitive, allow booking and payment, give updated account information, and provide real-time vehicle locations. Together, this creates a truly integrated digital experience for the passenger.

Here today, better tomorrow
Autonomous transportation services for the first- and last-mile

A pioneer in operating shared autonomous mobility services

Transdev has operated autonomous transportation services for the first- and last-mile since 2005, when we pioneered Rotterdam's groundbreaking ParkShuttle. These first-generation AVs operate on fixed paths in their own designated roadways. Autonomous technology has come a long way since then – and Transdev has always been on the cutting edge. We are now among the world's largest operators of AVs in commercial service.

Around the world, Transdev has moved more than 3 million passengers since 2005. Our experience has shown that autonomous transportation services are particularly well-suited to closing the first- and last-mile gap – especially between a station or a stop and a business center, a campus or a business park. This was the case at Rungis, the location of the first commercial contract for an autonomous shuttle service on open roads in Europe. This will be the case in 2020, on the Saclay Plateau, where Transdev will operate an autonomous shuttle to link Massy station to the plateau's university campus between 1 a.m. and 5 a.m.

Global partnerships

We know the value of having the right partners, especially in a rapidly developing field. That's why we've teamed up with the world's most important technology companies and research institutes. For example, we have partnered with the Renault-Nissan-Mitsubishi Alliance, the world's leading light vehicle manufacturer and a pioneer in electric vehicles.

These partnerships are already bearing fruit, and delivering value for our clients. In France, the Rouen Normandy Autonomous Lab project, composed of four public and private partners and coordinated by Transdev, is Europe's first on-demand, autonomous mobility service. With a fleet of five autonomous electric vehicles – four Renault ZOE cars and one Lohr i-Cristal shuttle – the objective is to offer autonomous transportation services in an urban area. The service enables travelers to reach their destination in the *Technopole du Madrillet* district or to access the tram station from this area during the day. Passengers book their trips directly via an application.

The right vehicles for your city

More than any other company, Transdev is deeply familiar with the full range of AVs, as we are the only transit operator to deploy AVs from more than three vendors and offer a multi-manufacturer positioning. The i-Cristal autonomous shuttle, born from our collaboration with the French manufacturer Lohr, benefits from our expertise in vehicles equip with autonomous systems and designed for shared on-demand transportation services.

Transdev is indeed the pioneer of turnkey solutions for shared autonomous mobility – making us the ideal partner to help you implement customized solutions in your region – as we have already done in France, the US, Canada, Australia and Sweden.


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As an operator and global integrator of mobility, **Transdev gives people the freedom to move whenever and however they choose.**

We are proud to provide 11 million passenger trips everyday thanks to efficient, easy to use and environmentally-friendly transportation services that connect people and communities.
Our approach is rooted in long-term partnerships with businesses and public authorities, and in the relentless pursuit of the safest and most innovative mobility solutions.

We are a team of people serving people, and mobility is what we do.

We are The mobility company.

02/2020 - Photos: Photothèque Transdev – Creation: Lonsdale – Realisation: AS Multimedia

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Group Client Department
www.transdev.com

Rouen (France)

Rouen Normandy Autonomous Lab
Autonomous vehicles on-demand to serve business districts

Contract facts

TRANSIT AUTHORITY
Métropole Rouen Normandie

OPERATOR
Transdev Rouen

CONTRACT START
Three-year R&D project launched in 2017, extended to 2024 as part of the French government's program for ambitious regional innovation initiatives

Key figures

- Four Renault ZOE cars and a Transdev/Lohr i-Cristal shuttle
- Three loops each spanning 10 kilometers
- 17 stops

Context

As a long-time proponent of smart cities, particularly in the area of mobility, *Métropole Rouen Normandie* continues to support innovative regional services that benefit its residents.
The authority is backing experiments to develop the vehicle of the future through the launch of the Rouen Normandy Autonomous Lab – a ground-breaking autonomous mobility service that is integrated into the existing public transit system.

Objectives

- Test a fleet of on-demand autonomous electric vehicles on the open road.
- Trial fleet management technologies that supervise vehicle usage and maintenance in real-time.
- Analyze and improve the user experience on an ongoing basis.

Transdev's answer

A multi-partner project

Transdev and *Métropole Rouen Normandie* launched Rouen Normandy Autonomous Lab together with four key partners: Normandy's regional authority; the French Public Financial Institution, *Caisse des Dépôts*; vehicle manufacturer, Renault; and insurance company, Matmut.

This project reflects the stakeholders' shared desire to invest in the future of mobility. By pooling their respective expertise and innovation capabilities, these stakeholders support local government in the development of cutting-edge solutions in innovative, sustainable transportation.

The development of autonomous systems requires key skills in planning, fleet management, telecommunications, sensors, autonomous driving software and the manufacturing of the vehicle itself. Together, Transdev, Renault and *Métropole Rouen Normandie* hold all of the requisite expertise.

On-demand services for local residents

Four ZOE cars run on three loops each spanning 10 kilometers across *Technopôle du Madrillet* business park in Saint-Etienne-du-Rouvray – providing first- and last-mile services to and from the light rail terminus and bus stops. Users can book a trip in real-time on a dedicated mobile app, departing from one of the 17 stops on the three routes. The groundwork is being laid for implementation of an identical service in Rouen's city center.

Results

- 8,000 kilometers of incident-free driving with the four ZOE cars, at an average speed of 25 km/h and a maximum speed of 40 km/h.
- More than 1,200 people have trialed the service.
- Ratings above 8/10 for safety, riding comfort and vehicle speed.

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Grenoble (France)

Chronopro TAG
Connected transportation on-demand

Contract facts

NETWORK
Grenoble-Alpes Métropole

OPERATOR
SEMITAG (Transdev)

CONTRACT START
One year pilot launched in June 2018, extended via a public service contract

Key figures

NETWORK
23 stops in the villages of Notre-Dame-de-Mésage and Saint-Pierre-de-Mésage, connected to two transit hubs: a stop on the fixed express service (Route 3) and a local shopping center

VEHICLES
One nine-seat shuttle equipped for mountain driving

FARES
The fare structure is the same as on the regular network, at €1.60 for a single journey

STAFF
Two drivers are assigned to the service

BOOKING OPTIONS
Via the mobile app or network website

Context

Saint-Pierre and Notre Dame-de-Mésage are two small mountain villages, each with fewer than 2,000 residents. The villages are part of the Grenoble metropolitan network, but lacked sufficient public transit stops due to their low population density.
The towns were selected to pilot an on-demand service created by LEMON – a metropolitan laboratory for mobility experiments.

Objectives

› Meet the need expressed by residents and elected officials to connect the two villages south of Grenoble to a main route serving the metropolitan area.

› Test a fully-digital, reservation-based transit service in a sparsely populated area.

Transdev's answer

90% of the population less than 330 meters from a bus stop

Passengers can use Chronopro TAG to request a pick-up from one of the 23 stops covered by the service. They are then dropped off in Vizille, where they have access to services and a local shopping center, or at one of the stops on the Express Route 3 – a direct bus service to downtown Grenoble.
The service makes 10 trips daily from Monday to Saturday: four in the morning, one round trip at midday, and four return trips to the villages in the evening.

A solution that is fully integrated into the TAG network

The Chronopro TAG service can be used with any TAG network travel pass or ticket. Passengers can purchase tickets directly from the driver on board.
The transfer to Express Route 3 is guaranteed, and the €1.60 single journey fare allows riders to make multiple transfers on the network within the hour.

A 100% digital service

Passengers can book their trip on the Chronopro mobile app or via the website. Reservations can be made up to 40 minutes prior to the requested departure time.
The entire system, from reservation to trip creation, is backed by Optycall – a software platform developed by Cityway, Transdev's digital technology subsidiary. Cityway provides solutions that simplify the passenger experience and optimize service delivery.

Results

› 90% of the population lives less than 330 meters from a stop.
› Up to 260 users and 150 trips each month.
› 25% of users complete more than two trips a week.

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The Netherlands

PTFlex services
Integrating on-demand services within existing networks

Contract facts

TRANSIT AUTHORITIES
- Arnhem-Nijmegen metropolitan area (BrengFlex)
- Eindhoven and Helmond metropolitan area (BravoFlex)
- Amsterdam metropolitan area (AMLFlex)
- Noord-Holland-Noord province (OveralFlex)
- Texel Island (TexelHopper)

OPERATOR
Transdev Netherlands

CONTRACT START
Most contracts started between 2017 and 2018, and are part of a public transit concession

Key figures

RIDERSHIP
24,000 passengers per month on average
5,300+ active users per month on average

OPERATIONS
60 vehicles (from five to 20 vehicles per operation), ranging from minivans to electric 4-door cars

BOOKING OPTIONS
By app or by phone through our call center
85% of "book now" reservation on AML on average

Context

Shared rides are a key component of the Dutch province's long-term mobility strategy, as a complement to the existing regular bus line network. Transdev initiated discussions with several public Public Transit Authorities (PTAs) in the Netherlands to integrate ridesharing services into transit networks, with the main goal of providing mobility services that fit better with the need with citizens' needs and the characteristics of the area. In 2016, Transdev launched BrengFlex, the first on-demand transportation solution in the Netherlands to be fully integrated with the public transit system. Following the success of BrengFlex, the concept was launched in several public transit concessions in the Netherlands, in different environments, from the Schiphol airport area to the rural borough of Texel Island.

Objectives

- Provide Public Transit Authorities (PTAs) with on-demand mobility solutions, tailored to local needs.
- Reduce cost-per-passenger-kilometers for PTAs in low-density areas.
- Guarantee seamless trips.

Transdev's answer

There is no fixed timetable for our PTFlex services. A small bus will pick up passengers at a bus stop at the agreed time and will take them as quickly as possible to their selected bus stop. Passengers may have to share the vehicle with other passengers, but this never affects the arrival time. Reservations can be made using a free flex-app or by telephone via the call center. The advantage of booking via the app is that passengers can see where drivers are in real-time, when they will be picked up and their expected arrival time.

World-class technology developed in-house

- All PTFlex services use world-class routing technology, an app and a website developed by Transdev Netherlands.
- Most bookings are made through the purpose-built app.
- This routing and app technology has also been used for Transdev's on-demand first- and last-mile solutions in Australia and the US.

Tailoring the first- and last-mile to local needs

- The diversity of our operations demonstrates that Flex technology can be easily adapted to complement local public transit networks.
- For all operations, dual-branding with Flex and the network name maintain continuity, while highlighting an innovative new service.

Great customer data

- We collect advanced and segmented customer data, allowing us to adjust the service to best meet passenger needs, and to market solutions to the most likely users.
- Regular passenger feedback lets us know what works and what doesn't, so we can make changes quickly, when necessary.

Accessible for all

- All Flex operations are fully accessible.
- Accessible shuttles are equipped with an electric ramp and on-board wheelchair space.
- Customers without smartphones and credit cards can contact the call center to book, and can pay with the applicable public transit system's smartcard.
- Transdev engages with mobility-challenged passengers in person at roadshows, in nursing homes and senior care facilities.

Results

- All contracts have seen consistent ridership growth since starting operations.
- BrengFlex has succeeded in winning over a large number of car drivers, who today account for 16% of its clients.
- High levels of customer satisfaction with average ratings of 4.7/5 for BravoFlex, and 4.4/5 for AMLFlex.

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Beauvais, Vitrolles, Courtabœuf and Mulhouse (France)

Chronopro

Contract facts

TRANSIT AUTHORITY
Four transit authorities in the cities of Beauvais, Vitrolles, Courtabœuf and Mulhouse

OPERATOR
Transdev

CONTRACT START
Pilot projects started mid-2016 and are currently ongoing

Key figures

NETWORK
Each Chronopro shuttle connects a major transit hub and pick-up points within a pre-defined zone.
The service is designed to connect low-density areas, where jobs and/or housing are often concentrated, with high-frequency transit lines

VEHICLES
Small-to-medium size passenger vans, depending on demand

BOOKING OPTIONS
Via the Chronopro app or through the website. Can be reserved weeks in advance, scheduled for regular pick-ups, or booked up to 30 minutes prior to the trip (space permitting, last-minute reservations are also possible). For journeys originating at a transit hub, reservation is optional

Context

Chronopro was designed to respond to a recurring issue: how to connect residential and employment clusters to fixed-route transit? Many neiborhoods and employment centers (especially industrial parks) include homes and workplaces which are too far to conveniently walk to transit, but are too spread out for fixed-route services to be efficient.

Objectives

› Deliver frequent and easy-to-use services between high-frequency transit lines and pick-up points in employment clusters and low-density neighborhoods.

› Improve access to low density areas, especially for people who do not have personal cars.

› Reduce operating costs, compared to traditional fixed-route bus services.

Transdev's answer

Transdev developed Chronopro to meet this need. This on-demand service guarantees connections to and from transit hubs, providing frequent departures and flexible routing within pre-defined zones.

Guaranteed connections

› Arrival times at transit hubs are designed to coincide with fixed-route departures, so customers never miss a connection.
› Thanks to Chronopro's flexibility, whenever possible, shuttles will wait for delayed buses or trains.

Better access to more jobs

A key goal for Chronopro was connecting people to employment centers. The service has helped both employers and workers by:
› Improving access to thousands of jobs
› Invigorating industrial parks with a modern and convenient form of public transit, making employers outside of urban centers competitive once again.

Convenient payment systems

› Passengers can use the same payment methods accepted on the bus or tram.
› For most networks, this means that passengers can use their smart card or a mobile ticket.

Cheaper transit, lower congestion

› For the same price as a fixed-route bus, Chronopro can deliver more convenient services over a larger area.
› By encouraging people in low-density areas to use public transit, and by making suburban employment centers newly accessible, Chronopro can contribute to lowering traffic congestion.

Growing ridership

› Ridership has grown quickly for Chronopro operations. In Vitrolles, after only 16 months of service, the total number of trips rose by 33%.

Results

› **Growing access to jobs: In Vitrolles and Beauvais alone, Chronopro improved access to more than 21,000 jobs.**
› **Faster trips, guaranteed. In Vitrolles, passenger trips take 50% less time than before the service started. For those looking to connect from trains to nearby Marseille, Chronopro is flexible.**

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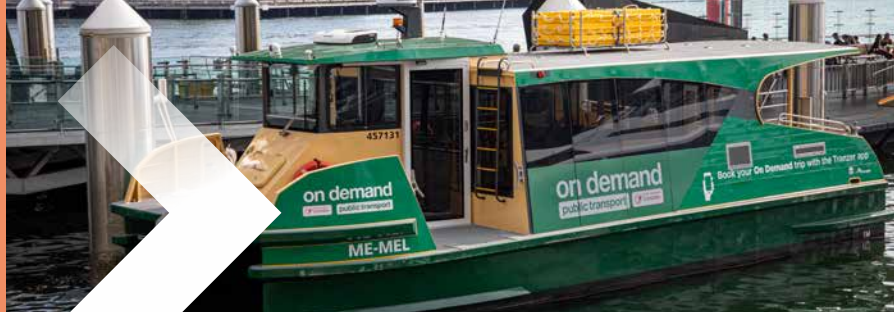
Sydney (Australia)

Ferry on-demand
A new mobility solution for the Bays Precinct



Contract facts

TRANSIT AUTHORITY
TfNSW

OPERATOR
Transdev Australia

CONTRACT START
October 2019. Six-month pilot with potential for an extension as part of the 10-year Sydney Ferries contract

Key figures

NETWORK
Sydney Ferries: eight lines, 32 vessels, 500+ employees, 15 million+ trips annually

VEHICLES
One 39-foot MiniCat ferry with 43 seats and an overall capacity of 60 passengers

WORKFORCE
The ferry can be operated by 2 persons

BOOKING OPTIONS
Via the Tranzer mobile app or the digital kiosks located on the platforms at the wharves

Context

Despite its popularity with Sydney residents and tourists alike, the Bays Precinct lacked a fixed ferry service from the city to its wharves.
Drawing on experience gained through the Transdev Link and Ride Plus on-demand service projects, Transdev proposed a plan to Transport for New South Wales (TfNSW) to connect the Bays Precinct with the Barangaroo district, which has fixed maritime and road transportation.

Objectives

› Expand the public ferry service to a bay not covered by the network.
› Integrate the new service into the public transit system.
› Provide passengers with a service that is just as quick, reliable and practical as their car.

Transdev's answer

To succeed and reach critical mass, an on-demand service must be easy to use, integrated into the rest of the network, and have an online reservation system.

Ease of use

› Extended hours: 7 a.m. to 10 p.m. on weekdays, and from 8:30 a.m. to 7:30 p.m. on weekends.
› Set fares: The standard adult fare for a single trip is AUD 7.60, with a concession fare of AUD 3.80.
› Last-minute reservation: Reservations can be made directly at the wharf via a digital kiosk that provides the estimated wait time.

Integration

› The on-demand ferry serves the wharves at the Fish Markets, Blackwattle Bay and Pirrama Park, all the way to Barangaroo, where passengers can continue their journey on another ferry, by bus or by train.
› Senior and student concession fares are valid for the on-demand service.

100% digital

› Ferry trips can be booked via the mobile app or at digital kiosks on the platforms at one of the three wharves.
› The size of the on-demand area was chosen to allow for optimal round-trip service with minimal wait time, even when booking for immediate departure.

Results

› 120 trips per day on average.
› High level of satisfaction, with 96% positive ratings.

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Le Havre (France)

FlexiLiA
Providing efficient service to Le Havre's port area

Contract facts

TRANSIT AUTHORITY
Le Havre Seine Métropole

OPERATOR
Transdev Le Havre

SERVICE START LAUNCH
1 September 2018. Operation of the service is set to continue through the end of the delegate management contract

Key figures

NETWORK
Two routes with one fixed section and one section on-demand past a certain stop. 35 stops serving 200 companies, the last stop for both routes is the SNCF train station.

VEHICLES
11 standard buses identical to those used on the regular LiA network

FARES
The fare structure is the same as on the regular LiA network, at €1.80 for a single journey

BOOKING OPTIONS
Dedicated page on the LiA network website

Context

Le Havre's industrial port area was served by six different bus routes with just a handful of stops. The routes, which only covered a small number of companies at the port, represented 10% of the miles driven on the network but only 1% of ridership.
Transdev proposed to develop a customized mobility solution that would serve all of the companies at the port, improve the level of service, and give a fresh boost to the port economy via a dedicated on-demand service supported by digital tools.

Objectives

› Enhance the appeal of public transit to the industrial port area by improving spatial coverage without a hike in cost.

› Provide passengers with a clearer and more straightforward service.

Transdev's answer

A more straightforward service

FlexiLiA turned the existing service – a series of crisscrossing routes with few stops – into two main routes with a main pick-up point at Le Havre's SNCF train station, the network's natural hub. This new service is much clearer for users.

Expanded spatial coverage without any additional costs

FlexiLiA serves 35 stops and 200 companies in the industrial port area, while shortening the distance required to provide the service from 1,700 kilometers to 1,200 kilometers each day. Ridership has doubled from 500 to 1,000 passengers per day. The resources required in terms of vehicles and drivers remain unchanged, while spatial coverage is increased.

An improved passenger experience

Passengers no longer feel like their time is being wasted, as the bus only stops if someone needs to get on or off. Geolocation technology enables passengers to select the stops where they will start and end their trip, as well as the pick-up time (within a suitable time range). Passengers can book their return trip at the same time, and receive their pick-up confirmation.

An innovative digital solution

All stakeholders – the operator, customers and companies at the port – worked together to develop the service. Tests and qualitative interviews with passengers and drivers were conducted prior to the service launching. Route maps are updated in real-time, enabling drivers to offer passengers optimized itineraries.

Results

› 100% of companies in the industrial port area are now served by the LiA network.
› Twice the daily service: FlexiLiA offers 104 departures per day, compared to 52 with the previous service.
› 30% less miles driven.
› Twice the ridership than on the previous service.

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Le Havre (France)

LiA de Nuit
Night service, every day of the year

Contract facts

TRANSIT AUTHORITY
Le Havre Seine Métropole

OPERATOR
Transdev Le Havre

CONTRACT START
June 2018, as part of the delegate management contract

Key figures

NETWORK
Transportation on-demand service, stop-to-stop, operating from 12:30 a.m. to 5 a.m.

VEHICLES
Between two and five nine-seat vans

FARES
The same fare structure as the regular network, starting at €1.80 per passenger

BOOKING OPTIONS
Dedicated page on the LiA website

Context

The night service in Le Havre, which ran from midnight to 5 a.m. consisted of two bus routes and three taxis which operated from Thursday to Saturday, four months of the year. The bus routes covered a circular itinerary around the city center, without serving it directly.
La Métropole du Havre – keen to increase the attractiveness of the city, particularly for students, and to offer solutions for employees working night shifts in the hospitals, department stores and bakeries in the local area – identified the expansion of the night service, every day of the year, as a key priority.

Objectives

› Provide a year-round service, extended from three to seven nights a week, to Le Havre's most popular areas.

› Deliver this at a cost equal to or lower than the existing service.

Transdev's answer

Every day, all year long

LiA de Nuit is a fully digital on-demand mobility service for night owls and shift workers, which covers the urban areas of Le Havre's eight main municipalities. Running from from 12:30 a.m. to 5 a.m. on weekdays and 6:15 a.m. on Sundays, *LiA de Nuit* serves all stops along the main light rail lines and bus routes (light rail lines A and B, bus routes 1, 2 and 3). Stops included in the service are branded with a special logo.

A partner to taxi and private-hire companies

Trips are subcontracted to local taxi and private-hire companies. Between two and five nine-seat minivans operate, depending on the season and time. All vehicles are equipped with a tablet showing the driver's reservations and route map.

Easy reservations

LiA de Nuit trips can be booked via a progressive web app up to 30 minutes before the desired departure time. The app provides a pick-up and drop-off time range that varies depending on the vehicle's location and available seats. The passenger then confirms the trip based on this information. The price of the trip is calculated using the LiA network fare structure, and vehicles are all equipped with ticket validators.

A digital solution developed by Cityway

LiA de Nuit's reservation, scheduling and ride attribution modules are all integrated into Optycall – a software platform developed by Cityway, Transdev's digital technology subsidiary. Cityway provides solutions that simplify the passenger experience and optimize service delivery. All stakeholders – customers, companies with night shift workers and taxi drivers – worked together to develop the service and ensure the digital interface was user-friendly for passengers and drivers.

Results

› Twice as many stops: *LiA de Nuit* offers access to a greater number of stops covering most of the Public Transit Authority's territory.
› Zero cost increase: the solution was designed to ensure costs would remain the same.
› More than 8,000 people have signed up, resulting in up to 130 trips every night.
› An innovation that has received the following three awards:
- Best Public Transit Initiative from the *GIE Transport Public* (November 2018)
- 2018 Digital Mobility Award from the UTP and *Ville Rail et Transports* magazine
- 2018 Service of the Year at the *Bus&Car* magazine awards.

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Transdev's on-demand microtransit networks

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