



DEMAND RESPONSIVE TRANSPORT



Keolis

N°1

Keolis is the leading carrier of people with reduced mobility in France

95%

of Keolis networks in France offer demand responsive transport services

3 MILLION

journeys on demand responsive services are made each year in France

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At Keolis, Demand Responsive Transport services provide a flexible answer to current Public Transport Authorities expectations for responsive mobility services for small, widespread or daily variable passenger volumes. As flexible tools deployed to enhance the appeal of regions, they fit every single geographic, demographic and economic singularity of a territory. Suburban spread has also increased in recent years and passengers expect more individual and responsive services. To cater to all of these criteria in an often restrictive economic environment, we design tailored solutions working closely with Public Transport Authorities.



“YOUR BENEFIT FROM A SERVICE THAT MEETS YOUR NEEDS PRECISELY: FLEXIBLE AND SCALABLE, INNOVATIVE AND EFFICIENT, AT CONTROLLED COST FOR YOUR AUTHORITY.”

JEAN-PIERRE FARANDOU
President of the Keolis Group

FLEXIBLE TRANSPORT SERVICES THAT ADAPT TO ALL GEOGRAPHIES

Keolis works in partnership with Public Transport Authorities to design solutions that fulfil their own specific needs: geographic configuration, economic imperatives, passenger volumes, etc.

A WIDE RANGE OF USES

FOR LOCAL AUTHORITIES



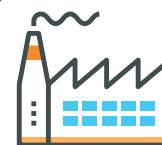
× **In suburbs** wishing to increase service frequency during the night or at certain periods. In the department of Calvados, the Bus Verts decided to reinforce their services on some lines at controlled cost by running a few routes in the middle of the day on demand, with passengers booking a ride over the phone.



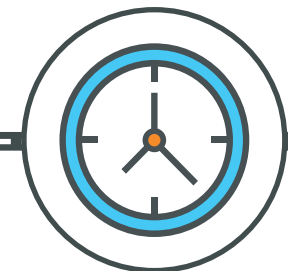
× **For rural low-density villages** where passenger volumes do not warrant a regular transport service, on-demand transport is a cheaper and more suitable way of providing service. The driver optimises their route according to passenger requests. In Vesoul, this service is operated in sectors which are not covered by regular lines and picks up over-75's on their doorstep.



× **To connect suburban areas to major facilities and vice versa:** station, city centre, market, hospital, cinema, etc. In Dreux, two buses wait for the arrivals of the last three trains from Paris and then service the northern and southern areas of the town.



× **To service small business or retail parks,** the line offers end-of-route services or small detours where stops are discretionary and only called at when required by passengers. In Arras in an industrial zone, three stops are made on passenger demand at the end of the regular route.



× **Fill in services** To maintain the appeal of the transport network in all circumstances on evenings, early mornings, at weekends or off-peak times. The route may be introduced in addition to and simultaneously to existing services. In Metz, a guaranteed service operates from Monday to Saturday from 6am to 7pm, and on reservation on the same days before 6am and after 7pm and on Sundays and bank holidays.

FLEXI-REGULAR SERVICES

The benefits of a regular route, with the bonus of flexibility.

Half-way between a regular route and on-demand transport, our services Flexo acts as the missing link in the transport service offer.

It is based on the principles of a regular route: a guaranteed service and timetable defined in advance. The route is chosen by the driver according to the passengers stating their destination stops when they get on the bus.

This offers a multitude of advantages: both for the authority, which can enhance its transport service offering at controlled cost, and for passengers.

The many different permutations of the Flexo offer allow the authority to cater to a range of needs:

- Guaranteeing transport in low density areas or during off-peak times
- Offering transport connections to isolated areas
- Providing services to employment areas
- Creating village-to-village shuttles

A genuine proximity service.



- **TIMETABLES AND SERVICE DEPARTURES** are guaranteed.
- **STOP** is made at passenger request.
- **VEHICLE SIZE** tailored to the service potential (regular vehicle, taxi or private driver).



DIJON

Since the introduction of the Flexo line 40,

800

trips are made every day to the Cap Nord business park, compared to 50 in 2010.

CAEN

In addition to regular bus routes and tram services to serve the suburbs, Flexo services are operated on evenings, with two departures from the city centre at 10.30 p.m and 12.30 p.m on Friday and Saturday nights.

BORDEAUX

In Ambarès, the Flexo line 49 runs at 30 minute intervals all day long.



A NEW MORE INTUITIVE GENERATION OF TRANSPORT

Keolis's on-demand transport offer adapts to suit the mobility needs of all of its passengers. These non-regular routes, thus enable the servicing of areas whose low passenger volumes do not justify a fixed transport service. On-demand transport is also a more flexible solution for areas where traditional public transport is difficult to implement. This is the most cost-effective way of connecting these sectors: the service supplied corresponds to actual demand, while the transport network remains attractive to users.

This objective is a prerequisite to guarantee the effectiveness of on-demand transport. To provide additional flexibility and cost-effectiveness, it is also possible to subcontract services to taxis or private driver services, still with the same Keolis service quality.



- **ONLY OPERATED** if at least one person books.
- **NEW TECHNOLOGY SOLUTIONS** offering instant responsiveness to the passenger to book his trip (mobile app, mobile website, booking call centre, operations software, ticketing, etc.).
- **CAN BE ADAPTED** to suit all customer profiles (including passenger with reduced mobility).
- **COST EFFECTIVE** for local authority and suited to actual passenger potential.



ROUEN

37 municipalities in the metropolitan region are serviced by Filo'r on-demand transport, totalling 1,000 journeys per day.

PARIS-CDG AIRPORT

500,000 journeys per year.
24/7 operation services to the airport dedicated mainly to airport employees.

NETHERLANDS

3 000 km / year.
The customers use kolibrie service with their smart pass at the same fare as a regular bus service.

SOUTH AUSTRALIA

27 000 passengers / year.
Dial a ride is a door-to-door service in distant and low dense regional cities.

PARATRANSIT: DEVELOPING UNIVERSAL ACCESSIBILITY

As the leading provider of transport to passengers with reduced mobility, Keolis displays and constantly enhances its expertise and practices to provide the best possible service: a simple and efficient booking service, specially-adapted vehicles (ramps and fitted spaces) and drivers trained in smooth driving and in assisting passengers, whatever their disability.



PARIS

The 120 vehicles of PAM 75 make **300,000** trips per year.

RENNES

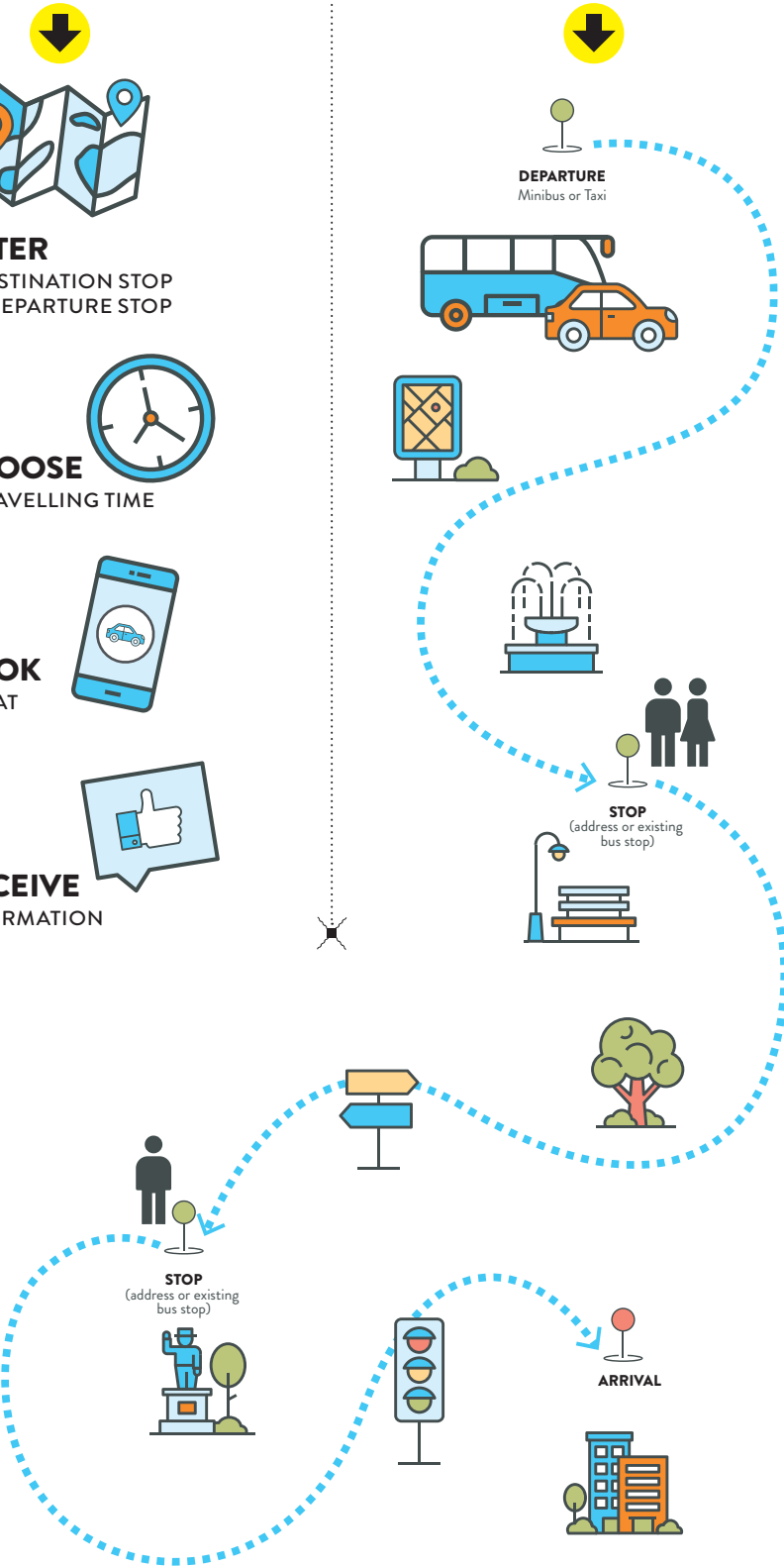
The Handistar service carries **100,000** trips per year across the **43** municipalities in the metropolitan zone, at the same fares as regular services.

SEAMLESS AND COST EFFICIENT TRAVEL

THE PASSENGER BOOKING JOURNEY

- 1. **I ENTER**
MY DESTINATION STOP
AND DEPARTURE STOP
- 2. **I CHOOSE**
MY TRAVELLING TIME
- 3. **I BOOK**
MY SEAT
- 4. **I RECEIVE**
CONFIRMATION

OPTIMISE PASSENGER GROUPING



INNOVATION TO ENHANCE THE APPEAL OF PUBLIC TRANSPORT

CARPOOLING

In its role as a transport integrator, Keolis promotes the development of cars shared between individuals among the alternatives to the use of the single-occupant car. Keolis notably proposes different forms of carpooling to offer the most appropriate answers to the needs of regions: from scheduled carpooling (planned ahead and organised) to responsive carpooling on the go. Keolis offers substantial flexibility in the implementation of the solution, either by creating a dedicated platform or by incorporating solutions which already exist in the region.

LILLE

Keolis has introduced a platform to develop carpooling in the Nord department and over the Belgian border.

TREND

35 % annual growth forecast on the carpooling and shared car market between now and 2020.

(Source: Roland Berger consultants.)

REAL TIME SHARED SHUTTLES

With its on-the-spot solutions and user-friendliness, digital technology is transforming public transport. Keolis develops state-of-the-art tools to improve travelling conditions and service quality.

Keolis capitalises on the services of its strategic partners LeCab and Via to offer real-time on-reservation shared shuttle services with professional drivers.

Keolis and LeCab have developed Plus, a new fixed-price, shared transport solution. The algorithm developed by Via, allows drivers to follow routes created in real-time using predictive analysis. Journeys are therefore calculated to offer the optimal itinerary, minimising detours as much as possible.



LeCab. A leading player in France in private driver services (VTC), LeCab's services use a network of 2,000 drivers. In total, the firm has 300,000 personal customers and 3,500 company subscribers.



Via. An urban transit specialist with professional drivers, the start-up Via, established in New York and Chicago, allows 25,000 passengers every day to share their rides in real time.

KEOLIS' TAILOR-MADE SERVICES

Keolis employs a three step approach to meet the demands of public and private transport professional.



DESIGN

- > **Market intelligence**, understand the area, the potential customers and the travel needs
- > **Design from a customer perspective** with an integrated approach, compatible with the existing transport offer (transfers, frequency, customer volume, fleet size, fares...)
- > **Taking budgetary constraints into account**



DEPLOY

- > **Integrate the offer to the specific location**
- > **Accompany passengers:** communication, welcome and assistance by an operator...
- > **Supervision, operation and maintenance**



LEVERAGE

- > **Removing booking / payment constraints** with a mobility Companion for trip planning
- > **Setting the Passenger Experience** with a service charter and an omni-channel booking facilities. A real time information with "Push" Information Updates.
- > **Operational Excellence**
- > **Continuous service improvement**



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Keolis

Nous irons plus loin ensemble