



ON DEMAND TRANSPORT

CO-DESIGNING TAILORED
MOBILITY SOLUTIONS



“Our success is built on our ability to integrate all mobility modes and to partner with local transport authorities to deliver solutions that are adapted to community needs and that encourage the use of public transport.”

David Franks
CEO, Keolis Downer

On Demand transport:



KEOLIS DOWNER

We are Australia's largest multi-modal operator combining world-class operational capabilities with a deep understanding of local needs. We have a unique whole-of-life insight by combining the planning and operating capability of Keolis with the engineering, asset management and rolling stock capabilities of Downer.

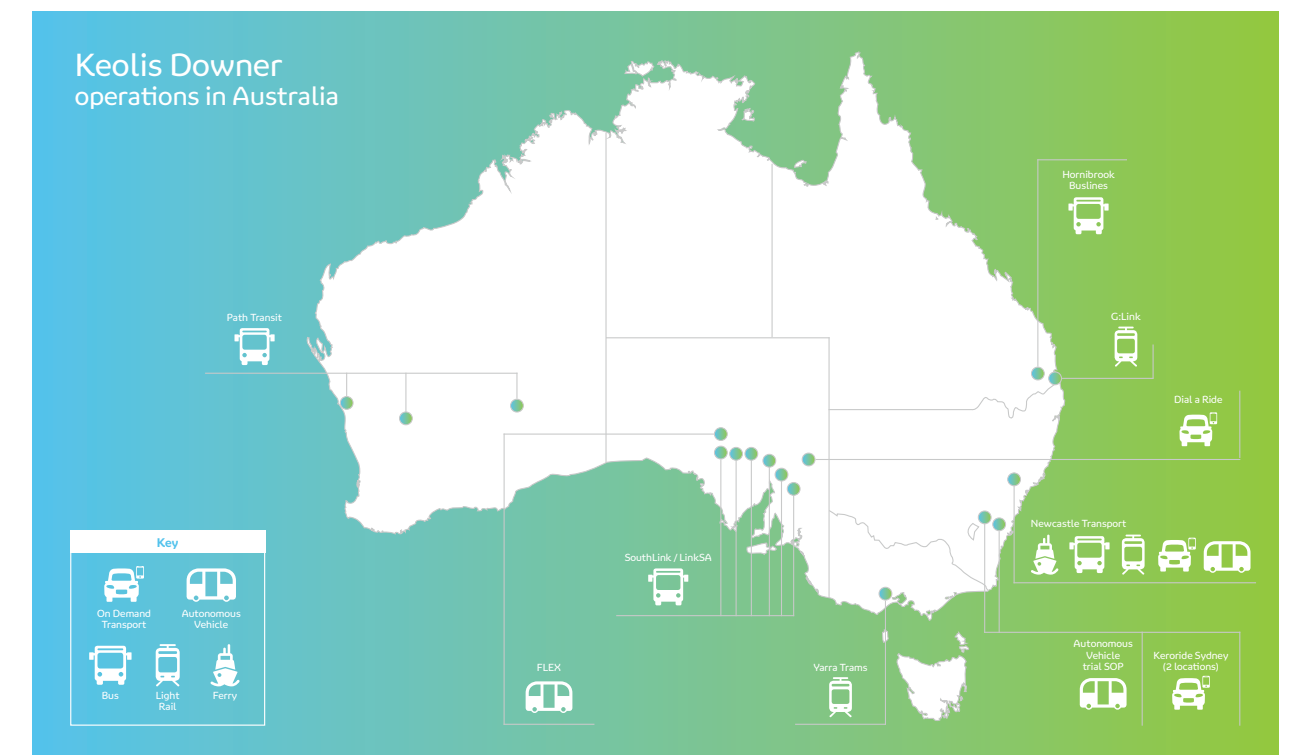
Keolis leads the way in public transport, partnering with public decision makers to make shared mobility an asset for cities and local communities. Internationally recognised as the leading operator of trams

and automated metros, Keolis operates all transport modes and develops new forms of shared and customised mobility to answer local needs. With operations in sixteen countries across five continents, Keolis operates and maintains more kilometres of light rail network and carries more passengers than any other company.

Downer is the leading provider of integrated services in Australia and New Zealand. Downer designs, builds and sustains assets, infrastructure and facilities and has a rich history dating back over 150 years.

Downer's technology and partnerships offer innovative solutions that bring increased availability, improved reliability and reduced costs.

With a unified approach and commitment to safety and operational performance, Keolis Downer has operated and maintained Yarra Trams in Melbourne and G:link on the Gold Coast. In addition, Keolis Downer is a leading bus operator with large-scale operations in Western Australia, South Australia and Queensland, and is the operator of the new integrated public transport system in Newcastle.



WHAT IS ON DEMAND TRANSPORT?

On Demand transport is any form of transport where the day-to-day services are influenced by the demand of the users. Passengers are in control of their journeys and use the service when and where they wish to travel. Vehicles turn up and go replacing fixed transport services.

These flexible, non-regular routes encourage the use of public transport by providing mobility options for all, in areas where daily demand is variable. On Demand services can connect passengers with other public transport hubs, or direct to their destinations, to enhance the mobility of the entire community.

Keolis delivers 3 million On Demand journeys each year in France, USA, Netherlands and Australia.

ADAPTED TO ALL NEEDS AND GEOGRAPHIES

Low or irregular flows, sparsely populated areas, off-peak periods... each region has its own challenges and priorities. This is why we have developed an approach to offer tailor-made solutions, suited to the needs of each local authority. Both the technology and the operating model are selected to ensure the On Demand mobility service runs in an optimal way.

Developing a car-sharing alternative to travelling alone



Coivoit'STAR, Rennes (France):

- Service:** launched in March 2018, Coivoit'STAR is a car sharing solution for low density areas
- Operating mode:** personal cars
- Booking:** mobile app

Photo credit: Adobe Stock, Eugenio Marongiu

Increasing mobility options in suburban areas



Filéo'r, Rouen (France):

- 750 journeys a day
- Service:** connects inhabitants from 37 suburban areas to regular bus lines
- Operating mode:** local authority minibus
- Booking:** phone, website or mobile app

Simplifying mobility for people who work at night



Filéo, around 14 suburbs of Paris (France):

- 380,000 journeys a year
- Service:** provides 24hr transport to/from the airport. This is a convenient virtual door to door mobility solution
- Operating mode:** Keolis minibuses, subcontracted taxis and private driver cabs
- Booking:** phone or mobile app

Extending schedules for regular lines



Flexo Station - Vesoul City Area:

A service substituting regular lines in the early morning and evening to serve the railway station's multimodal hub.

- Flexo Station:** 650 trips/year
- Offer:** converging/diverging lines to/from the railway station, for connections with other networks
- Operation:** minibus (off-hour use of vehicles allocated to PRM* during the day)
- Technology:** XE Mobility
- Booking:** by phone

Increasing connectivity with major hubs



KE'OP - Bordeaux:

Shared transport in the western region of Bordeaux Metropole, servicing the airport and campus.

- Punctuality:** 95%
- Application:** 4.94/55

Servicing low-density areas



OC Flex - California:

Real-time on-demand transport with last-minute booking. It serves two less-densely populated suburban areas, with connections to the bus network and railway stations.

- 100 passengers/day on weekdays (and constantly growing)**
- 2,000 rides/month**

Connecting people living in low-density regional cities



Dial-a-ride, Adelaide (Australia):

- Service:** operated since 2003, Dial-a-ride is a demand responsive service connecting people living in low-density regional cities to POIs
- Operating mode:** minibus door-to-door service
- Booking:** Pre-booking by phone at least one hour in advance

Connecting to bus rapid transit



Keoride, Northern Beaches (Australia):

- Nearly 160,000 trips in 20 months
- Service:** connects customers to bus stops on the Northern Beaches B-Line
- Operating mode:** GoGet passenger cars
- Booking:** phone, website or mobile app

Better serving residential areas



Newcastle On Demand, (Australia):

Service complementing conventional bus lines to serve residential areas

- Newcastle On Demand:** 4,800 trips per month
- Offer:** dynamic zonal corner to corner
- Operation:** more than 4 minibuses
- Technology:** VIA
- Booking:** by phone or via the application

Commuting to work with a stress free travel option



Keoride, Macquarie Park (Australia):

- Nearly 55,000 passenger trips in 18 months
- Service:** connection to the centre of Macquarie Park precinct for inhabitants within a 7.5 km radius
- Operating mode:** minibus public transport service
- Booking:** phone, website or mobile app

MOBILITY SOLUTIONS THAT CITIZENS WANT

On Demand transport (ODT) offers new solutions to the mobility problems faced by citizens living outside urban centres ⁽¹⁾.

AN ATTRACTIVE AND POPULAR MODE OF TRANSPORT

Among those interested in ODT, six out of ten would use it at least once a week. 41% of those interested in this service would use ODT as a substitute to a personal car.

ODT TO BOOST PUBLIC TRANSPORT USE

One in four respondents indicated that they were unable to make certain trips due to lack of transport solutions. The primary reason for using ODT mentioned spontaneously by respondents is the possibility to connect to a bus stop or railway station. By offering citizens a solution for the first/last mile, ODT contributes to the development of public transport use.

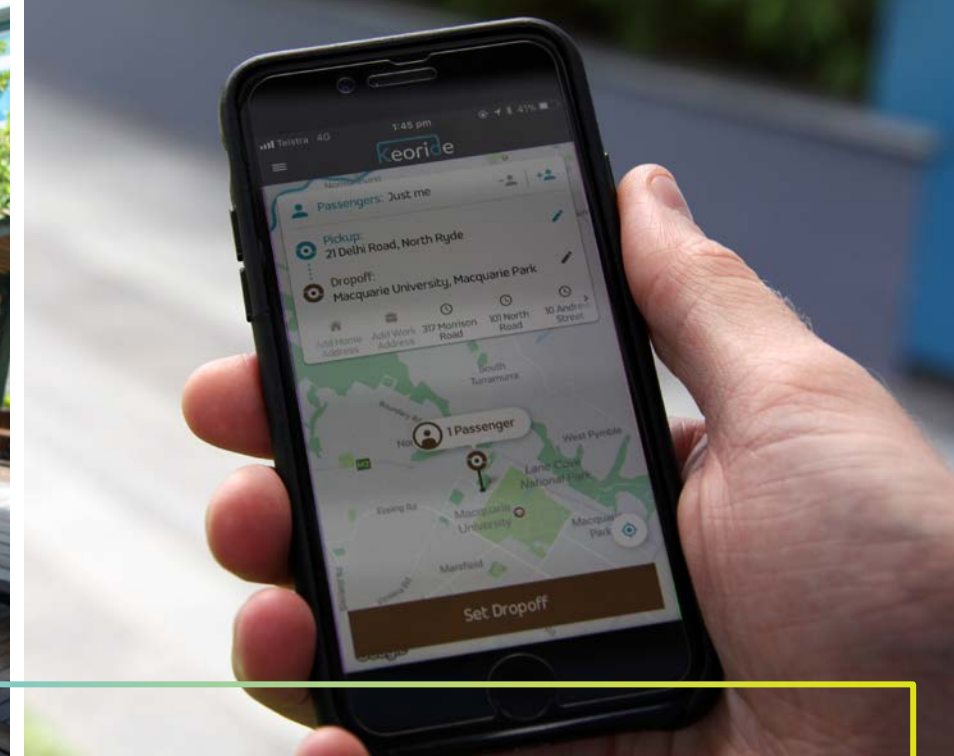
DIVERSIFIED BOOKING CHANNELS

It is essential to offer a variety of contact channels. 55% of those considering using ODT cite the mobile application as their preferred booking channel, and 20% mention the phone.

'REAL TIME', AN APPEALING PROMISE

One in two people say they are interested in the concept of real-time ODT, perceived as a factor of flexibility and adaptability. However, four out of five people interested in ODT also want to be able to anticipate their travel and book at least the day before.

⁽¹⁾ Quantitative study: on-line and face-to-face; more than 3,200 interviews within urban areas in Europe



EFFICIENT USE OF ASSETS

As part of an integrated transport system, On Demand transport provides an efficient option.

This not only increases mobility but also reduces congestion and improves the liveability of our cities.

On Demand transport also enables public transport authorities to reduce costs while improving services. Better use of transport assets - such as using smaller buses to service remote areas or replacing fixed timetables with flexible services in areas of low transport patronage - means assets can be best deployed when and where they are needed.

Identifying new and better ways to tailor public transport to the unique needs of each city, delivering outstanding passenger experiences and maximising the return on assets requires deep knowledge of existing networks and new ways of thinking about the future.

Keolis Downer works in partnership with public transport authorities, offering local and international expertise and proven solutions to maximise the benefits of On Demand transport.

Then technology does the rest - aggregating trip requests received and identifying the most efficient route and timeline to offer passengers the best trip option with the pick-up time and location, and the estimated destination arrival time.

Inclusive Services for all Passengers

As the leading provider of transport to passengers with reduced mobility, Keolis Downer displays and constantly enhances its expertise and practices providing 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.

Keolis Downer's Dial-a-Ride services in the wider Adelaide regional areas of Barossa Valley, Murray Bridge, Gawler, Victor Harbor requires provision of bus services for all passengers, including those with disabilities. Over the past 14 years, drivers and operations staff have been trained to assist passengers with a disability, with continuous improvement in the tools, operations and know how to deliver over time the best customer experience at the best value for money for the South Australian Government.



OUR APPROACH

Across all of our transport modes, Keolis Downer has adopted the Thinking Like a Passenger approach, delivering world class customer satisfaction and continuous improvement. The results are driven by deep understanding of our passengers and a culture focused on customer service.

Our research shows that On Demand transport passengers expect a great flexibility in the booking process and like to be reassured during their journey. Whatever the transport mode, Keolis Downer aims at providing mobility for all in 3 simple steps:

SIMPLICITY

Mobile app, website or by phone: booking a trip has never been so easy or accessible to all.

FLEXIBILITY

Booking 24/7, change or cancellation... all managed by phone or through digital channels.

PEACE OF MIND

Vehicle tracking, push notifications... real time information provides a stress-free journey.

Our ultimate aim is to offer personalised shared transport, leveraging technology to increase passenger options: multiple booking channels, increasing number of digital payment solutions, real-time information sharing.

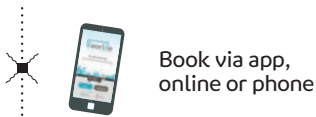
We know our services are part of the daily lives of hundreds of thousands of Australians and we strive to make public transport the first choice for

our customers whatever their reason to travel. It is crucial to us that despite the diversity of passengers, every customer feels that our service is designed with them in mind.

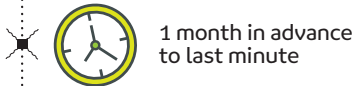
Internationally, we are now piloting world first technology to integrate barcode ticketing with our existing journey planner. Customers plan their door-to-door trip, buy a ticket and download it to their phone using a single app.

We have also tested virtual reality software to show passengers how transport routes and surrounding areas will develop over time.

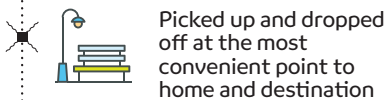
User-friendly service



Book via app, online or phone

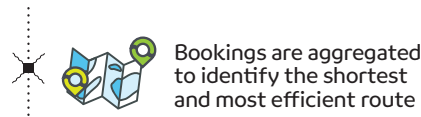


1 month in advance to last minute

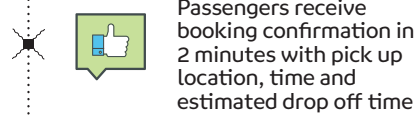


Picked up and dropped off at the most convenient point to home and destination

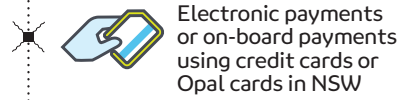
World-class technology



Bookings are aggregated to identify the shortest and most efficient route



Passengers receive booking confirmation in 2 minutes with pick up location, time and estimated drop off time

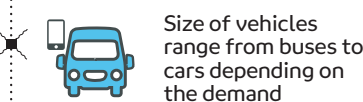


Electronic payments or on-board payments using credit cards or Opal cards in NSW

Tailored to people's needs



On-demand services are designed to answer local needs and geographies



Size of vehicles range from buses to cars depending on the demand



Service hours are adapted to mobility needs

CLIENT TESTIMONIALS

Nicole O'Neill
Principal Manager Newcastle Integrated Services, Transport for New South Wales

"It is widely acknowledged that communities are seeking more innovative public transport services. New South Wales (TfNSW) is leading the way in trialling new and creative ways to deliver transport services and improve customer outcomes.

TfNSW acknowledges that On Demand services required a shift in the way people pre-book and interact with a mass public transport system. However, it is pleasing that we are seeing people transition to public transport for the first time."

Bruno Tisserand
Director of Mobility and Transport Operations of the Rouen Normandy Metropolitan Area

"To best cover an urban transport perimeter (UTP) that was extended from 45 municipalities to 71 in 2010, with a highly urban area in its centre but very rural ones on its periphery, Keolis' On Demand mobility solution seemed the most flexible and most suitable to us. In the portion of the territory already serviced, Filo'r has brought more flexibility, more range and more consistency of service throughout the year.

FILO'R HAS BROUGHT MORE FLEXIBILITY, MORE RANGE AND MORE CONSISTENCY OF SERVICE

In the new municipalities of the UTP, Filo'r has enabled real autonomy for all users, whether they are students, adults or seniors. One in three residents subscribed to Filo'r and 40% of users say they have been travelling more since the introduction of this new service."

Since the On Demand service in Newcastle was extended in July 2019, patronage has increased 73%.

INTEGRATED WITH OTHER TRANSPORT MODES

Keolis Downer skilfully combines different transport modes to provide passengers with reliable, seamless and complementary transport services within a city or region. We know how to integrate different transport offers that include flexible mobility solutions to bring citizens the best travel experience.

ON DEMAND SERVICES IN NEW SOUTH WALES

In New South Wales, we operated three On Demand trials - two in Sydney, in the Northern Beaches and in Macquarie Park, and one in Newcastle.

These trials all have different operating models but they all integrate with existing transport services to provide additional flexibility and convenience to existing public transport options, helping to reduce personal car usage, pollution and congestion.

These trials use an innovative technology developed by Via, that aggregates travel demand by matching customers who are travelling in the same direction and calculating an optimised flexible route to pick them up and take them to their destination. Customers can book their ride through a website, by phone or by downloading an app.

- After 20 months of operations, we have delivered more than 200,000 passenger trips and patronage figures are still growing.
- If we compare year on year figures from July 18/19, we have grown passenger numbers by almost 400% (from 4,500 in July 2018 to 18,000 this year).

- On Demand in Northern Beaches: 90% of respondents have access to a car
- 89% of customers use the On Demand service to connect with another mode of transport
- From recent research undertaken by TfNSW, we know that if Keoride wasn't available, most people would have travelled by car. We also know that 92% of customers think On Demand transport is a better alternative.

In **Macquarie Park** customers are picked up from a designated point within the Macquarie Park precinct to a designated point close to their destination. The service, called Keoride, operates exclusively to and from the central precinct in Macquarie Park and uses mini buses.

In the **Northern Beaches**, Keoride is an innovative On Demand ride sharing service that provides connections from people's homes or designated local pick up point to the B-Line bus rapid transit service in Mona Vale, Warriewood and Narrabeen. The service operates using cars supplied by GoGet.

In **Newcastle**, the On Demand service is part of the integrated transport network. Customers can order a bus service to take them anywhere within the given service area. The Via technology will calculate the most efficient route within the area to meet that customer's need whilst also collecting and carrying other customers.

- Over 38% of customer trips would not have been possible with a regular route service. These flexible non-regular routes encourage the use of public transport by providing mobility options for all in areas where daily demand is variable
- On average, On Demand customers only have to walk 150 metres to reach their personalised bus service.
- The average waiting time for customers is around 15 minutes for an On Demand bus. This is providing customers in the area with a higher level of service than previous regular routes provided, during off peak.

In July 2017 Keolis Downer started operating a new 10-year contract with Transport for NSW to operate a new, integrated public transport system in Newcastle. A key part of our commitment is the new design of the bus network that includes On Demand transport as part of the overall plan to provide a better service to a larger number of passengers while improving the use of assets.



Across our projects, we have been able to grow patronage and increase cost efficiency by:

- Redesigning networks using our unique Neolis approach, a process that thoroughly, but seamlessly, transforms transport networks and increases their attractiveness
- Integrating mass transit transport services with high frequency, complementary bus and On Demand services
- Coordinating timetables and capacity
- Funnelling all public transport into multimodal termini with frequent connections



CONTACT

Keolis Downer



Level 3, T1, Trinité Business Park
39 Delhi Road, North Ryde, NSW 2113, Australia
communications@keolisdowner.com.au

www.keolisdowner.com.au

