

Mobility hubs



The expertise of a partner **attuned to the needs of local communities and passengers**



As the trusted partner for local authorities, our objective is to offer innovative, reliable mobility solutions, combining operational performance excellence with a sense of public interest. Solutions that contribute to quality of life and the harmonious development of regions, customized to respond to specific local conditions. Solutions that meet the needs of all and provide the high quality of service expected by travelers. Solutions for public transportation that ensure mobility for people -- today and tomorrow.

Attuned to the individual expectations of customers and passengers and the changing needs of communities, Transdev teams engage with our local partners on a daily basis. Our international profile and the diversity of our professions enable us to conceive the most innovative responses to keep our passengers connected when they're on the move, with simple and seamless mobility. Designing the solutions that we deliver to each traveler we serve is our inspiration. Mobility inspired by you.



Jean-Marc Janaillac

Chief Executive Officer, Transdev

Mobility hubs

Welcome to the era of the multimodal traveler

Ten years ago, moving around the city consisted mainly of a single mode of transportation. Today, it's more complex. Car use is waning with a part of the automotive market in decline. In France, car use has decreased 4-5 percentage points in the major cities over the past 10 years. Multimodal transportation is becoming a dominant trend. As nearly two thirds of inhabitants identify themselves as occasional users of public transit, a change in mindset is needed.

While public transit needs to constantly move toward greater intermodality, the focus must be on supporting the increasingly multimodal individual. For example, walking is integrated within mobility policies as a natural mode of connecting to multiple destinations in the city. The major players in community mobility are therefore making every effort to facilitate the smooth and correct combination of modes, but a lot still remains to be done.

INTERMODALITY: STRENGTH OR WEAKNESS?

Intermodal transportation is the cornerstone of this development. Well organized, it is a strength that provides opportunities for journeys, promotes accessibility for all and increases the appeal of public transit. But it also represents a weakness. If the connections are not seamless and the transfer points are inadequate... the entire multi-modal experience suffers from a poor image.

Transdev develops a global vision for the design and operation of multimodal sites integrated within the city. With its two specialized subsidiaries Transamo and Cityway, Transdev is particularly well placed to provide a winning combination: from preliminary studies of the dimensions and installation of transit centers to the definition of modes of transportation and the information needs to move easily from one mode to another. All serving to support a new generation of hubs, crossroads of mobility, and providing the traveler with more options than ever to plan their journey.

“NEW GENERATION” OF MOBILITY HUBS

Train stations, Park and Rides in cities or suburbs, transfer points in the heart of a neighborhood or micro-hubs within a campus or business... these interchanges, centers of living, work and leisure, are gateways that are the key to the network of multimodal transportation.



Good reasons to choose **Transdev**



IMPROVING THE CUSTOMER EXPERIENCE

A simple and smooth journey

Taking advantage of the analysis of the journey, customer expectations and taking actions based on the passenger perspective are priorities for Transdev. Signage is intuitive, pedestrian paths are secure and simplified, waiting time is minimized, integrated pricing and multimodal information is clear. On behalf of the General Council of Côtes d'Armor, Transdev developed and operates the Lannion station: stations for the bus and ferry are in the same building, direct access is provided from train to buses and coaches, connections are managed in an architectural framework in synch with the urban environment.

FACILITATING DAILY LIFE

The hubs, places of "diverse" lifestyles

Strategic transfer points within the city or centers of movement (campuses, businesses, shopping centers), hubs fulfill the role of "facilitators of daily life." Connexion, a Transdev subsidiary in the Netherlands, has developed the concept of Breaxx franchised shops in major public transportation sites, recognized by public transit authorities as a very positive experience.

THINK “REGIONAL”

A consulting partner to local communities

Hubs are as integral parts of urban policy, designed as part of the city and its mobility system. Transdev, a subsidiary of Transdev, advises policy makers on the development, renovation and operation of their hubs to define the best location and the correct size. For the EPA Plaine du Var, Transdev was involved in the functional definition of the Nice Saint-Augustin multimodal hub, integrating all modes from air travel to walking, after analyzing the mobility patterns and the environmental impact.

AN ATTRACTIVE TRANSIT SYSTEM

An asset for transit attractiveness

As an entrance to the transit system, a gateway between modes, creating opportunities for journeys, hubs enhance their attractiveness and simplify movement from one mode to another. They must be visible and responsive to the flows of traffic and passengers. In Vannes, redesign of the Kiceo transit system, recognized with a 2012 mobility award (“Ville, Rail & Transports”), included the creation of a “zero car” hub, reserved exclusively for bus traffic, bicycles and pedestrians.

ANALYZE THE JOURNEY AND NEEDS OF THE CUSTOMER

Exclusive method of analysis

For connections to be a simple and seamless experience, Transdev has developed a unique tool for analyzing the journey and customer expectations for hubs. Waiting times, pedestrians paths, information, sales, signage, cleanliness, safety and reception services are measured, recorded and integrated into a process of continuous improvement. In Blazefield, UK, hubs managed by Transdev obtained a compliance score of 91/100 in 2012.



CONVERTING MOTORISTS

Linking the road network and the public transit system

Positioned on major transportation routes, Park and Rides enrich the transportation service by providing a “Car + Public Transportation” service more competitive than “all car” service. Transdev designs and operates Park and Rides to ensure that the best way into the city is leaving the car in the parking lot. In Nantes, Transdev operates 39 Park and Ride facilities that connect directly with three tramlines and one Busway line. Ridership has been growing by more than 10 to 15% a year.

ORCHESTRATE TO SIMPLIFY

A set of coordinated services

Hubs organize and combine modes of transportation. The dual expertise of Transdev in public transportation and space management is a differentiating strength that allows it to coordinate all multi-operator services with complete impartiality. In the UK, Transdev Blazefield has a management mission for the hubs of the local “Councils”: coordinate public transit, manage connections, monitor and improve quality, manage relationships with private partners. Passenger satisfaction is more than 92%.

TO PARK IS TO MOVE

Parking integrated within public transit policy

Parking policy is a key success factor for modal transfer. Transdev advises communities in the definition and implementation of an integrated parking policy for mobility management. In Montpellier, Transdev, through Tam, includes urban parking among its responsibilities and concentrates its activities to encourage motorists to reduce single occupant car use: on the P + Tram, the tariff policy is incentivized with the round-trip ticket includes parking, for holders of an annual transit pass.

“Crossroads of Mobility”: multimodal hubs and urban journeys throughout communities

To stay in step with the development of mobility and meet the requirements of communities, Transdev is constantly adapting its transportation services to provide optimized, attractive transit systems, connecting communities and regions. More than ever, today's challenges require strategically locating the places for connections, providing the traveler with the keys to multimodal choice and integrating “active” modes.

With “Crossroads of Mobility”, Transdev offers a new approach based on the untapped potential of urban walking. Mobility services are organized within a neighborhood by enhancing existing infrastructure.

PROMOTING MULTIMODALITY

Walking as the primary mode of transportation is also the first “moment” of choosing multimodality. Smooth and secure pedestrian routes offer new opportunities for transit system access and to connections with all modes of transportation, multiplying destination possibilities.

INTEGRATING WALKING INTO TRANSIT SYSTEM DESIGN

Making connections attractive and legible for the walking traveler at varying distances requires an innovative approach. Transdev is acting on the physical and cognitive aspects through a combination of features related to the development, guidance, comfort and fun of exploring the city.

UPGRADING WHAT EXISTS

“Crossroads of Mobility” - Mobility hubs - are basic infrastructure. Each site is subject to analysis of existing infrastructure and urban practices for cost effective, customized solutions. Local community members are co-creators of the project, a key factor in gaining buy-in by the local neighborhoods.

A SEAMLESS CUSTOMER ROUTE

Accompanied by directional elements, a complete guide and facilities throughout their journey, walking travelers perceive that distance is reduced. Lighting, real-time information and optimal use of space for convenient services are an integral part of route design and waiting time becomes useful time.

CAISSE DES DEPOTS, INTEGRATOR OF URBAN FUNCTIONS

The “Crossroads of Mobility” approach, in which Transdev has been engaged in 2013 with the city of Grenoble, has received the support of Caisse des Dépôts as part of its program to accelerate innovative projects that bring together expertise in transportation, development and digital services.

With the structure provided by “Crossroads of Mobility”, the new network of the city of Grenoble will provide an effective link between all modes of transportation with an objective of increasing ridership 30% by 2020.



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Our vision:

Inventing new mobility solutions for the good of our planet, the sustainable growth of cities and regions and the quality of life of our passengers ”



MOBILITY INSPIRED BY YOU

Corporate Marketing department
Corporate Communications department

www.transdev.net



Argenteuil – TVO – FRANCE

Multimodal hub – Hub operator

CONTRACT FACTS

ORGANIZING AUTHORITY

STIF (Syndicat des Transports d'Île-de-France) for the TVO and Bus en Seine networks
CA Argenteuil-Bezons: delegated service provider for Argenteuil bus station

OPERATOR

TVO (Transport du Val d'Oise) Argenteuil

ACTIVITIES MANAGED

TVO Network (Argenteuil, Bezons, Houilles, Sartrouville), population served: 213,855
Bus en Seine Network (Sartrouville, Houilles, Carrière sur Seine), population served: 98,157
Argenteuil Bus Station
Sartrouville Bus Station

STAFF

283 team members, including 197 drivers

KEY FIGURES FOR ARGENTEUIL BUS STATION

SYSTEM

18 bus lines operated by 4 operators
1 departure every minute during peak hours
14 departure platforms and 1 descending platform
1 outdoor parking and 1 underground parking
1 bike shelter

RIDERSHIP

2 million trips a year departing from Argenteuil station in the TVO transit system
275,000 line departures/year operated by 4 transportation providers

Context

Immortalized by Claude Monet, the Argenteuil train station, which provides connections to Paris Saint-Lazare, is host to the hub of the Argenteuil urban network with nearly 13 million trips annually, including 2 million passing through the bus station.

The bus station fulfills an important function for all people who live and work in the town of Argenteuil-Bezons: access to all modes of transportation available in the area, access to city centers and employment areas, evening links to Paris. Nearly 80% of users access it by train or bus and 13% on foot.

Transdev's answer

A place planned for the traveler

- > Information kiosk that sells regional train tickets (Ile de France) as well as Eurolines long-distance coach travel.
- > Clear and simple information and signage throughout the customer journey, consistent with the STIF's Master Plan for Bus Stations.

Quality of service responsive to lifestyle needs

- > 2 regulators manage the movement throughout the station: regulation and coordination of departures for 4 operators on site.
- > 1 departure per minute on average during peak hours.
- > Guarantee of the last trip insured in case of disruption of evening rail service.

Site and facilities maintenance

- > Operator tasks include station lighting, management of disabled access elevator, maintenance of information, of message boards, of the drivers' room, of facilities within the parking lots, management of bike shelter.

An atmosphere of confidence

- > Customer Service agents are present on site to provide notices and traveler information, trained to respond when needed.
- > Motorized response teams are on call and responds to ensure safety of passengers and staff.
- > Video screens are installed at the interface between the train and the bus network to allow passengers to move with confidence from one mode to another.

Objectives

- > Host a veritable multimodal hub integrating information and ticket sales, flow management, parking: 81 spots in outdoor parking, 113 spots in underground parking and 35 spots in a secured bike lot.
- > Manage customer relations and ensure quality service that meets the expectations of users and local authorities.
- > Establish confidence and a safe environment for customers.

RESULTS

- > Satisfaction with regard to reception: 9.6/10 with 10/10 for telephone service
- > 80% of users of the bus station find their way easily and 96% find the necessary information
- > 80% of travelers feel safe and nearly 90% appreciate the friendliness and helpfulness of the staff, two thirds approve of their responsiveness



Blazefield - UK

Transdev Blazefield - Proven and trusted facilities management



CONTRACT FACTS

PUBLIC TRANSPORT AUTHORITIES

Burnley Borough Council and West Yorkshire Passenger Transport Executive

OPERATOR

Transdev Blazefield

CONTRACT START

Acquired by Transdev in 2010

KEY FIGURES

MANAGED STATIONS

Burnley (staff: 7; departures: 245,000 and 1.5 million passenger annually)
Keighley (staff: 1 + 7 employed by metro; departures: 180,000 and 1.3 million passengers annually)
Staff responsible for safety management: 1

RIDERSHIP

34.2 million passengers

VEHICLES

417 buses

DEPOTS

6 depots in Yorkshire and Lancashire

STAFF

1,104 employees

Context

Since 2003, Transdev Blazefield has worked successfully with Lancashire County Council, Burnley Borough Council and West Yorkshire Passenger Transport Executive. Transdev has been awarded the contract to manage the Burnley and Keighley transit centers. A combined approach and expertise in transportation and hub management – including management of space and relationships with all operators - provides added value to operations and is a prerequisite to delivering effective and reliable service for public authorities, passengers and operators. A 'Community Hub' atmosphere created by working with a variety of information providers and involvement with local initiatives helps contribute to smooth stakeholder relationships and seamless travel for passengers.

Transdev's answer

A proven track record

- > Successful achievement of KPIs such as increased customer satisfaction, reduced complaints and use of mystery traveler survey.
- > Proactive problem solving and fast response when issues arise. Transdev has worked with local police to actively reduce crime and antisocial behavior and to promote crime prevention through targeted operations.

Our team, an asset to deliver a high level of service to our customers

- > Ability to address issues and come up with solutions thanks to their experience and a rigorous training program.
- > Motivation and involvement in decision making to 'go beyond' what is expected.
- > New ideas from team members are embraced to improve business such as renting new vacant space or improving transit center functionalities.

Health and safety, a vital part of our management responsibilities

- > Regular risk assessment to analyze all potential issues that can affect health and safety; recommend needed site design changes to public authorities.
- > Clear policies covering day-to-day operations plus any emergencies.
- > Qualify team members in the use of security equipment, police training and anti-terrorism measures.

A facilities management approach integrated into the life of the city

- > Strong relationship with the county council to raise awareness of public transportation in the community.
- > Building partnership to promote the transit centers and make them attractive and performing economically (charity drop off points, displays by local schools).
- > Instill self-confidence and pride by engaging individuals with learning disabilities in the redesign and landscaping of vacant properties close to the transit centers.
- > Transdev team members attend local council regeneration panel meetings promoting the role of the transit center as an integral part of the community.

Objectives

Operating a modern and busy transit center is a complex business:

- > Provide an efficient cost-effective management of transportation, buildings and staff;
- > Propose a safe, functional and livable area for the public and operators;
- > Adopt a proactive attitude toward issues such as community involvement, environmental sustainability, crime prevention and an ever-changing regulatory framework;
- > Go beyond contractual duties to anticipate client expectations such as installing real-time information and bringing new retail business within the transit center.



Montpellier – FRANCE

TaM – A range of offers and multi-modal services

CONTRACT FACTS

ORGANIZING AUTHORITY

Urban Community of Montpellier

OPERATOR

TaM (Montpellier Agglomération Transport), a mixed-equity company

ACTIVITIES MANAGED

Tramway network and Velomagg' bus services
TAM Parking: management and operation of downtown parking, on-street parking and park and rides P+Tram

KEY FIGURES

SYSTEM

4 tram lines, 60 km of track with 84 stations
33 bus lines
22 hubs
10 P+Tram and 7 nearby parking facilities with over 5,200 spaces
400 self-serve and 1,200 long-term rental bicycles, 19 bicycle parks in connection with the 4 tram lines
22 car-sharing stations, 3 stations on the P+Tram (managed service in partnership with Modulauto)

RIDERSHIP

67.2 million passengers transported in 2012
Tram: 230,000 passengers / day
Bus: 55,000 passengers / day
P+Tram: 640,000 vehicles / year

STAFF

1,200 employees, including 680 drivers

Context

The city of Montpellier is experiencing strong, sustained population growth requiring the creation of new residential districts. Almost 40% of the population lives outside the city center. Two-thirds of trips are related to reasons other than work and the car is most often chosen for its flexibility to adapt to successive trips during the day. The challenge is to provide adequate service to make public transit the mode of choice.

Transdev's answer

A unique choice of transportation

- > All modes connected to the tram - bike, bus, car, train, transportation on demand, car sharing - and easily combined with each other.
- > An integrated tariff: from exclusivity for transit pass holders to combined tickets for occasional travelers to free access for all.

Parking facilities provide easy access to the network

- > 10 P+Tram Park and Ride facilities located on the four tram lines, equipped with bicycle parks and self-service bike stations to promote complementarity of individual and collective modes.
- > 7 near by parking facilities at the gateways to the transit system.
- > The majority of car sharing stations are located near the tram lines.

Facilitators of exchanges, visible and hierarchical

- > 4 P+Tram terminus line are close to major roads.
- > 6 P+Tram located in urban areas serving businesses and universities.

Local services

- > Real-time information presented at junctions between tram and bus systems allow passengers to move confidently from one mode to another.
- > Announcements provide information in case of delay or interruption of service.
- > The Tramshop sign unifies nearby shops and services located at the Occitanie tram station. This balanced supply of shops / services on a revitalized site responds to a strong demand from tram passengers who make up a large part of Tramshop's customers.

Objectives

- > Ensure continuity in the mobility chain by offering a range of private, shared or collective transportation services.
- > Improve the transfer from one mode to another in hubs with good visibility, with a friendly atmosphere and in which movements are intuitive.
- > Facilitate the daily lives of travelers by offering services at key steps in their journey.

RESULTS

- > Awarded 1st prize for intermodality in December 2012 by the trade magazine «Ville, Rail et Transports»
- > One of the highest market shares for transit in France: 14% in neighborhoods served by the tram
- > Occupancy P+Tram Occitanie, 110% on weekdays and 80% on Saturday for 620 seats



Issy-les-Moulineaux – FRANCE

Company Travel Plan - When the company is a hub of intermodal transport

DATA

ORGANIZER

Transdev headquarters,
Sereinis Building in
Issy-les-Moulineaux

ACTIVITIES MANAGED

Project management:
needs analysis, creating
an integrated service,
management and
communications
Electric car sharing
Carpooling
Self-service bicycles and
equipment management
Supershuttle premium
access
Multi-modal information
management

KEY FIGURES

SYSTEM

1 shared carpooling site:
www.covoiturage-Issy-les-moulineaux.fr
14 self-service bicycles
4 electric car sharing
vehicles
Real time information
terminals
Supershuttle service

PEOPLE INVOLVED

500 employees at the site
whose place of residence
is:
- 31% Paris
- 47% Western suburbs
(Hauts-de-Seine and
Yvelines)
- 23% for the rest of the
Île-de-France region

Context

In February 2012, Transdev combined its various offices in the Île-de-France region at a single location. Sereinis building in Issy les Moulineaux, served by a wide array of public transit including RER commuter rail, tram and bus. Employees previously spread over three sites needed to adopt new mobility patterns. To respond to this need and address four major issues - social, environmental, economic and commercial - Transdev designed and deployed its Company Transportation Plan:

- > Supporting changes in mobility practices and meeting the needs of employees in terms of services and advice
- > Reducing the environmental impact of travel
- > Reducing the use of four wheeled vehicles and reducing parking required
- > Developing and implementing our expertise by adopting an exemplary internal approach

Transdev's answer

Company Transportation Plans begin with an overview

- > Project launched with a study of staff travel and transportation habits.
- > Needs calibrated and preferred solutions identified.

Cycling: a special place

- > 14 self-service bicycles, electric assisted (VAE), folding and urban provided free up to 7 days.
- > A secure and equipped bike parking (baskets, electric sockets, air inflation).
- > A first aid kit available.

Proxiway the car-sharing solution

- > Proxiway, electric vehicle car sharing specialist capitalizes on experience in electrical engineering, IT and automotive and operational expertise.
- > At Sereinis, 4 Peugeot electric cars with a range of 100 km can be booked online for up to 24 hours.

A carpool website: www.covoiturage-Issy-les-moulineaux.fr

- > Based on the market leader, Comuto, 2 million ads and users.

Objectives

- > Supporting employees, especially those whose travel time was increasing, through individual consultation, expanded modal choice and innovative solutions tailored to their needs which could change over time.
- > Encourage eco-responsible behavior by promoting environmentally sustainable solutions for transportation.
- > Deploy at Transdev our transportation service solutions developed and implemented in communities by our subsidiaries and partners: Proxiway (car sharing), Veloway (self-service bicycles), Cityway (applications and IT services).

- > Ability to select once car pool partners: colleagues or employees of nearby businesses.

Real-time information

- > Information kiosks provide information about the transit services serving Sereinis and announce the next departures at tram and RER commuter rail as well as road traffic conditions.

Supershuttle: airports and stations at your door!

- > In private or shared service, SuperShuttle is the solution for groups of up to 8 people.
- > Door to door service to / from airports and train stations with support for reservations made at home, hotel or office.

Incentivized communication campaigns

- > To know, join and try.
- > Regular events throughout the year: bicycle picnic, mobility week, demo bikes and electric cars.

RESULTS IN 12 MONTHS

- > Percentage of employees enrolled in services: car sharing 16%, bike 8%, car pooling 5%
- > Company Travel Plan financed by leasing unused parking spaces to a neighboring company

Valence – Romans – FRANCE

InterCitéa, visibly linked hubs



CONTRACT DATA

ORGANIZING AUTHORITY

Valence Romans
Déplacements

OPERATOR

Citébus des 2 Rives –
filiale de Transdev

ACTIVITIES MANAGED

Citéa bus network
Romans sur Isère
multimodal train station:
management and
operations on behalf
of Conseil général de la
Drôme

KEY FIGURES

SYSTEM

220 vehicles including
22 CNG buses
20 regular routes including
Four main lines, three
for Valence and one for
Romans
1 InterCitéa route serving
the station in Valence city,
the bus center of Valence,
the TGV station, the
transport hub of Romans
100 services for schools
Transportation on
demand services with one
specialized in transporting
individuals with disabilities
An evening network -
NOCTAMBUL'
A shuttle to downtown
Valence
Libelo: 20 self-service
bicycle stations in Valence,
Bourg-lès-Valence and
Guilherand-Granges

RIDERSHIP

10 million trips in 2012

STAFF

350 employees, including
270 drivers

Context

The cities of Valence and Romans combined to better serve the area of about 220,000 people spread over 39 municipalities. Since September 2012, the new Citéa bus transit system has been operated with a new charter symbolizing the unification. Connecting the two urban centers with a new InterCitéa link and serving all regional hubs is the symbol of the merger. The bus station, Valence bus center, train station and the Romans multimodal station can now be connected in 45 minutes

Transdev's answer

Citéa, a single brand for the whole transit system

- > Routes designated as «essential,» shuttles, evening routes, transport on demand: all transit services are recognizable and united under the same brand of Citéa for ultimate visibility of the transit system within the area.
- > At stops, on vehicles and in the hubs, the Citéa brand enhances the visibility of the system.

InterCitéa: the link between all hubs of the new urban center

- > The bus station, the Valence bus center, the TGV train station and the multimodal station of Romans are connected. This linkage forms an axis that has become a major asset connecting the region.
- > 40,000 trips are made each month and on the InterCitéa route.
- > InterCitéa and the train have become inseparable: 60% of InterCitéa travelers make a connection with the train at the Valence City station and 34% at the TGV train station.

TGV station stop, a good example of making intermodality work

- > The bus stop is 100 meters from the TGV station.
- > The pedestrian path is visible and facilitates the passage from the TGV to the bus:
 - SNCF signage that integrates consistently all useful information of the bus network
 - Ground marking to accompany travelers;
 - The back of the bus shelters, visible from the exit of the station, are well-marked with essential information.

Objectives

- > Provide quality service to major business centers of Valence and Romans.
- > Enhance the visibility of the InterCitéa line at the Valence TGV station with original and attractive signage.
- > Promote access to the network by a single rate throughout the region.

RESULTS

- > In one year, ridership on the InterCitéa line increased by 25%
- > The 4 “hub” stops represent 73% of the InterCitéa line's ridership