

Bus services



Your **trusted** **partner** for **pioneering** **in mobility**



In a world of increased complexity we are committed to working with you to build personalized and high-quality sustainable transportation solutions. More than ever, we see our role to support local authorities decipher major trends, identify emerging needs and turn vision into reality.

Pioneering in mobility means facing new challenges; adjusting to evolving customer demands and expectations, and creating a rejuvenation of our industry, all with client budgetary constraints in mind. All the while, never wavering on operational performance, raising our business standards and engaging our teams to greater heights.

Earning your trust means living by our credo of uncompromising safety for our employees, customers and the communities we serve.

Day by day, the foundation of partnership is based on creating a mobility inspired by you, with a unique experience of combining public interest with operational performance.



Jean-Marc Janaillac

Chief Executive Officer, Transdev

Renaissance for bus services

There was once a feeling that the common transit bus had become a 'lost' or 'secondary' mode of public transportation trailing behind metro and light-rail systems, which often took the spotlight. The perception has changed in recent years, supported by public leaders with ambition of multi- and intermodal networks in which buses truly complement, cultivate and support mobility.

RE-INVENTING BUSES

To achieve these goals for transit authorities and customers, constant service design and evaluation of network capacity is necessary to meet people's evolving expectations and behaviors. It means understanding the urban environment and working to integrate visible, high frequency, rapid routes with secondary services tailored to suit less dense suburban areas and creating strong interchanges between the different levels of services. Buses have many advantages in achieving this vision compared with other public transportation modes; bus

Today's modern bus concept is no longer that of a stagnant spider-web network of over-sized, loud and loitering "diesel guzzlers", but rather a dynamic and integrated set of tiered bus services for meeting mobility demands and optimal system performance supported by attractive and eye-catching branding.

A BETTER WAY WITH BUSES

Beyond the basic customer needs for reliability, punctuality and safety, there are now growing expectations in terms of accessibility, convenience and comfort. Upgraded



services offer greater flexibility with its aptitude to adjust routing, vehicle sizes, and frequency to meet different demands. It is a very efficient mode of transportation and considerably less expensive than other transit options. With operational enhancements and technical innovations such as cleaner and quieter fleets (including full electric vehicles), the transformation has been accelerated thanks to cutting-edge solutions such as real-time, interactive and mobile information systems, smart-card ticketing solutions and sophisticated service design methodologies.

schedules and travel times with seamless connections have proved effective in seducing many new customers to a modern urban lifestyle. It means fast and reliable bus services for inhabitants, where and when they are needed, connected to other transit modes and serving both high and low-density areas.

Transdev, with its broad multimodal experience and long-lasting relationships with public transit authorities is the proud operator of several of these rejuvenated bus networks. From Melbourne to Rouen and New Orleans to Toronto, its highly qualified teams are revolutionizing bus services with the commitment to improved performance, optimized cost and delivering a better customer experience.

Good reasons to choose **Transdev**

SAFETY

Our credo - Uncompromising safety

For transit authorities, no measure of performance is more important than safety. We train our team members thoroughly, and reassess drivers regularly. We operate a growing number of vehicles equipped with video technology to record driving events and the collected information is used to prevent future incidents by coaching drivers. In the USA, SmartDrive has resulted in a 55% reduction of high-risk behavior events since the inception of the program in 2011.



CLARITY

The best bus network

We understand the pressures faced by transit authorities caused by limited resources and growing demands from customers. To build the best service offer, we use our C.L.E.A.R. methodology (which stands for Clarity of routes, Level of service, Efficiency, Accessibility, Readability of schedules). Based on customer-centric principles, the benefits are an optimized network for the customers and the best value for money for the transit authority. In Vannes, France between 2007 and 2012, the rejuvenated bus network generated a +39% increase in ridership as a result.

INTEGRATION

Connecting people

We know that minimizing travel time and simplifying transfers are key factors in building and retaining ridership – especially in large urban areas where many customers rely on more than one mode of transportation. Transdev works to integrate bus services with other transit modes, including walking, car and bike sharing, by designing bus schedules that make connections smooth, easy and convenient. The “Crossroads of Mobility” in partnership with the city of Grenoble, France, provides an effective link between all modes of transportation and aims to increase public transit ridership by 30% over the next five years.

MAINTENANCE

Extending vehicle lifespan

Transdev is committed to running an optimal maintenance program; one that is predictive and operating at the highest possible efficiency. Moving toward predictive maintenance includes the use of automatic vehicle monitoring and smart sensor technology. Our pilot-program in Ile de France (greater Paris region) uses this latest technology to reduce unscheduled downtime and maximize performance increased bus availability and minimizing traffic disturbances. We have experience with almost every type of transit vehicle ever built and ensure that our maintenance teams are well trained.

PARTNERSHIP

Helping our clients get the most out their resources

With the necessity to optimize public funds we have the know-how to develop the most economically sustainable transit solutions. In NICE Bus on Long Island, USA where we procured 24 new Paratransit Mini Vans so our client, Nassau County, could reserve its capital resources for other priorities. In New Orleans, USA in the context of a unique Public-Private Operating Partnership we leveraged our expertise to help secure a \$45 million federal TIGER grant for the local transit system.

ENVIRONMENT

Committed to lowering our impact

Transdev has an industry-leading environmental management system. We measure our emissions, our carbon footprint, and are implementing effective programs such as eco-driving. At Connexxion, Transdev's subsidiary in the Netherlands, the whole fleet (over 1,400 vehicles) was equipped in 2013: in the first 8 months, 4,448 tons of CO₂ was avoided. We are also at the forefront of energy transition, testing CNG, hybrid, fuel cell and all-electric vehicles such as the eBus project in Finland. Launched with the Finnish government, eBus serves as a world-class testing environment for electric buses. With our expertise and consulting capabilities we advise our clients on the best energy mix and technical solutions.

CUSTOMER CARE

Making every customer feel special

At Transdev, we don't just transport people from one place to another. We aim to make every trip a positive experience. Going for Care, our proprietary change management program is more than training. Its success comes from its capacity to engage all departments in the organization and develop a high-performance culture of customer service. In Sydney, the team in the "Mount Kuring-Gai" service has experienced a 50% increase of customer compliments each month during 2014 since the launch of the program.



TRANSITION

Guaranteeing a seamless service transition

Transdev has extensive experience in the management of starting up and transitioning; from either the ground up, from another operator, or converting a publicly operated transit service to a private one. In 2012, we successfully converted Nassau County's large public bus system to a private operation. And in 2013 in Melbourne, Australia we converted multiple smaller independent bus operations into one. Both transitions were done in a short three months, and on the first day of operation customers saw 100 percent of their service on the street - not one missed trip.

TECHNOLOGY

Pioneering in mobility

We leverage the expertise of our worldwide network to bring the latest cutting-edge technology to our clients and customers. We have invested extensively in technology to improve on-time performance and provide passengers with real-time information. We have top IT experts who specialize in developing customized software solutions for our clients. As part of the Optimod' project in Lyon, our subsidiary Citiway has developed SmartMoov', the first smartphone app in the world to integrate travel time, real-time and predictive calculations for up to an hour.

TRANSPARENCY

Reporting performance

We will always be open with our operations and our data. We operate best when we can share what we are doing and how we are doing it with our clients. We have developed a comprehensive performance reporting system with clear and simple dashboards available in real-time. Through MIPOV at Connexxion in the Netherlands, VISION in the USA, and CRISTAL in France our clients have direct access to all the important performance indicators. Our commitment to transparency supports our ambition to be the trusted partner of our clients.

Uncompromising safety

our credo

Ensuring the safety of our customers and employees is the most important thing we do every day. Transdev's commitment to "uncompromising safety" is deeply anchored in our group's culture and fundamental belief that safety excellence overrides all else. During the past two years, Transdev has formalized and structured its safety management process around a common policy, which has been implemented by local safety leaders at each location.

In deploying common standards and processes to ensure a safe transportation system, best practices are being spread to each country. Three aspects are dealt with: safety for our passengers in and around our buses, bus stops, transfer points and ticket agencies; safety for our fellow road users with whom we share the lanes; and the safety for our employees in their workplace to prevent accidents.



NONSTOP IMPROVEMENT

Beyond the common policy framework, we are continuously reviewing potential risks to avoid accidents. It is a goal that requires constant attention and the ongoing commitment of all our local teams. Transdev's approach includes a Safety Manager in each country, a community of sharing information between those Safety Managers, monitoring performance indicators and the implementation of a Safety Management System (SMS) based on rigorous company standards. Transdev's SMS provides our operations with a range of tools to measure

and analyze their safety performance and to adjust operating methods as part of this constant improvement approach.

SAFETY IN ACTION

In the Netherlands, we provide an online safety course, which accelerates knowledge transfer through modules that combine image, text and sound.

In France, QSE label (FACE) has been deployed throughout the whole country. Using an audit grid, each site conducted an inventory, evaluating areas of improvement. By the end of 2014, all operations will meet the FACE fundamental standards.

In Australia, (New South Wales) a dedicated "On Road Assurance Team" rides with drivers to give feedback on several fronts, including safe driving. In 2013, our Queensland bus operation held operational focus campaigns to identify route hazards and dealt with issues such as poor visibility and stops that were difficult or dangerous to pull in and out of.

UK has been focusing on reducing accidents between cyclists and motor vehicles. The new "Cycle Alert" system was designed to warn bus drivers of nearby cyclists on the two main campuses of the University of York. This highly innovative system enables the presence of cyclists to be detected via a magnetic label on the bike – the first in the world!



Our safety culture encourages input from everyone in the group as well as each operation. Progress is as much about sharing good practices and changing behavior as it is about technical advances. Together, we'll set the standard.

Our ambition:

*“To be the trusted partner of our clients and customers
by pioneering in mobility.”*





MOBILITY INSPIRED BY YOU

Group Business Development Department

www.transdev.net

Santiago – CHILE

Redbus Urbano – Restructured and modernized mobility



CONTRACT FACTS

ORGANIZING AUTHORITY
Directorio de Transporte Público Metropolitano

OPERATOR
Redbus Urbano, a Transdev company

CONTRACT START
2007

KEY FIGURES

1.1 million inhabitants, 9 areas of the Santiago metropolitan area (19% of Chile's total population)

SYSTEM
56 routes
1 intermodal station
2 metro transfer points

RIDERSHIP
95.3 million passengers/year

VEHICLES
633 buses

STAFF
2,500 employees

Context

In Santiago, public transportation accounts for 60% of motorized trips. Transantiago is the public transit system that serves the city since 2007. The creation of Transantiago followed a major restructuring of the public transit system that was previously operated by thousands of independent bus service providers. The old configuration prevented any efficient standardization and modernization of the system, and generated issues related to traffic accidents, passenger safety and security, poor quality of the buses, and pollution.

Transdev's answer

Selected as one on the Transantiago bus operators, Transdev provided:

- Professionalization for better performance to help the transit authority meet its objectives;
- Created a Transit Studies Department in order to evaluate the transit system and its potential;
- Implemented service improvements in high demand areas for increased performance and customer service.

A modernized fleet improving customer experience

- In 2013 introduced 31 new buses with higher capacity and better antipollution technologies.
- Since 2012 renewed half of the bus fleet; bringing down the average vehicle age to 3.3 years which is lower than the average of 5.3 years of other urban bus service providers.

Objectives

- Reorganize the public transportation system into a tiered network of transit services.
- Implement a new and integrated fare system for both metro and bus.
- Aggregate services into 7 route bundles; 5 main and 2 feeder service areas and select private operators through competitive tendering.
- Ensure all operators provide a modernized operational fleet, including introducing cleaner technologies.
- Consolidate and professionalize all service providers in the system.

- Installed all buses with speed alarm, safer door locks and rear shock absorbers for a safer and smoother busride.

Faster and smoother connections

- Coordinated timetables for easy and convenient intermodal transfers.
- Increased the number of routes with direct connections to the metro.
- Introduced a workgroup with Metro S.A. in order to improve interconnectivities between the metro and bus system. Topics include, improvement of passenger information, solutions in order to decrease congestion rates at metro stations during peak hour, and optimization of the service during off-peak. New services are planned to be implemented by the first semester 2015.

RESULTS

- 1.1% ridership increase in 2013 while the rest of the transit system faced a 2.4% decrease
- Rated as the safest bus operator and with the cleanest busses by customers in the 2013 DTPM Customer Satisfaction Survey
- Number of BIP smart Card in service: 4.97 million (+ 2.6% increase between 2011 and 2013)

Haaglanden – NETHERLANDS

Veolia Transport Netherlands
Partnership in times of recession



CONTRACT FACTS

ORGANIZING AUTHORITY

Stadsgewest
Haaglanden

OPERATOR

Veolia Transport
Netherlands,
a Transdev company

CONTRACT START
2009

KEY FIGURES

*1 million inhabitants
in the Hague region
500,000 served in the
surrounding areas*

SYSTEM

35 routes
800 stops
7 transfer points/transit
centers

RIDERSHIP

10 million
passengers/year

VEHICLES

130 buses (127 CNG)

STAFF

330 employees

Context

The Hague region has a population of almost 1 million people. In recent years traffic has increased by 2% every year creating traffic congestion and greater pressure on accessibility, road safety and quality of life in the region. In response Stadsgewest Haaglanden drew up an ambitious plan for a high standard public transportation network. When the economic recession hit around 2009 the transit authority was facing the necessity to cut back services and timetable hours, and abandon its planned bus infrastructure improvements and service extensions.

Transdev's answer

An accessible and environmentally friendly fleet

- Introduced a fleet of completely new CNG buses (Compressed Natural Gas) with the lowest environmental impact.
- All vehicles were low-floored and equipped with both kneeling system and wheelchair ramp for disabled customers.

Improved system performance

- Restructured the bus network and timetables to optimize performance.
- Continuously analyzing journey times and carefully chosen "time stop" locations to improve punctuality.
- Improved connections with the core rail network by synchronizing timetables at major transfer points.

Objectives

- Maximize the level and quality of public transportation with limited public funds.
- Ensure mobility within The Hague Region and surrounding areas to combat congestion and improve air quality.
- Provide a safe public transit that is accessible to all.
- Increase ridership through modal shift.

- Developed clear and simple timetables by using same frequency and departure times for the most part of the day.
- Adjusted service frequency and capacity according to customer needs.

Focusing on customer satisfaction

- Equipped all buses with geo-navigation system with all routes pre-programmed to ensure a correctly driven and on-time route every time.
- Combined Customer Service with Traffic Control to provide more timely and accurate passenger information at times of service disruptions.
- Created targeted marketing campaigns specifically focussing on non-transit users.
- Simplified fare and ticket structure.
- Worked diligently to introduce the OV-chipkaart, the national smart card for public transit, for a smooth transition and adaptation for all customers.

RESULTS

- Maintained a 7.4 customer satisfaction score between 2010-2013 (on a scale from 1 to 10)
- Increased ridership by 10% between 2010-2013
- Customer safety perception improved from 7.7 to 8.1 between 2010-2013 (on a scale from 1-10)
- Driver safety perception improved from 6.5 to 7.3 (on a scale from 1-10)



Melbourne – AUSTRALIA

Transdev Melbourne (TDM)
A better way with buses



CONTRACT FACTS

ORGANIZING AUTHORITY

Public Transport
Victoria

OPERATOR

Transdev Melbourne
(TDM)

CONTRACT START

2013

KEY FIGURES

*4.3 million inhabitants,
9,990 km² area,
the capital and most
populous city in the
State of Victoria*

SYSTEM

45 routes (including
SmartBus routes, a
Premium network
providing 'cross-town'
connections to train
stations, tram lines,
schools, universities,
hospitals and shopping
centres)
123 school bus services
7 depots
3,580 stops
24,170 weekly services
36 million vehicle km/year

RIDERSHIP

26 million passengers/year

VEHICLES

507 buses

STAFF

1,145 employees

Context

In the decade between 2001 and 2011 Melbourne has had the largest population growth of all Australian capital cities with an increase of almost 650,000 people. Over the next two decades, this trend is expected to continue with Melbourne's population predicted to grow by more than 30%. To meet future demand and maintain Melbourne's status as one of the world's most livable cities, the government has recognized the need to create a world-class fully integrated transportation network that provides greater capacity, efficiency, and supports modal shift away from private cars.

Transdev's answer

Transdev presented a unique and comprehensive bus service solution that was fully aligned with the transit authority's objectives focusing on customers, world-class service delivery and choice.

Uncompromising safety

- Enhanced safety culture, leadership and commitment.
- Improved safety systems.
- Effective safety governance.
- Effective risk management.
- Achieve and maintain safety accreditation.

Operational excellence

- Applied C.L.E.A.R. methodology.
- Optimized route planning, design and capability.
- Improved reliability, frequency, punctuality and intermodality.

Superior Customer Service

- Annual customer satisfaction surveys.
- Implementation of a Customer Service Charter.

Objectives

- Successfully integrate several bus operations into one large and efficient operation.
- Guarantee seamless transition of operations and no disruption to services.
- Continue to grow ridership and successful revenue protection.
- Improve coordination with other transportation modes.
- Develop improved standards overall for bus customers to make the mode more attractive.

International Customer Service Standards Accreditation.

- Customer service innovations; disruption alerts via SMS, email, website and social media; use of QR codes; onboard audio and visual information and more.

Quality Asset Management

- Optimized fleet maintenance planning and implementation.
- Minimized environmental impact by introducing Eco Depot standards which includes rainwater harvesting tanks, environmentally sound material choice; maximization of natural light and ventilation; incorporation of LED and sensor lighting; use of solar effective window coatings.
- Superior Technical Maintenance Schedules – developed in collaboration with our interstate operators who have extensive experience operating similar fleets in similar environments.
- Implementation of MobilEye – improved safety and fuel economy by using an advanced driver assistance system.

RESULTS

In the first 12 months of operation:

- Reliability consistent at 99.8%
- Ridership increase by 12% in 2013/14
- Introduced major network changes to provide better connections to trains, more direct and frequent services where there is a greater demand



Perth – AUSTRALIA

Transdev WA – Mobility at the forefront in Western Australia



CONTRACT FACTS

ORGANIZING AUTHORITY

Public Transport Authority of Western Australia – TransPerth

OPERATOR

Transdev WA

CONTRACT START

Rockingham – 2004
Joondalup – 2011
Fremantle – 2004
Perth CAT – 2008

KEY FIGURES

1.9 million inhabitants served, 310 km² area

SYSTEM

31,000 services/week
82 school bus routes
31 million route km/year

RIDERSHIP

32.9 million passengers/year

VEHICLES

502 buses

STAFF

1,020 employees

Context

Perth is the fourth most populous city in Australia and capital of the state of Western Australia. The city recognized early on that public transportation is one of the key levers through which the local government is able to deliver vibrant and revitalized activity centers that are well connected to the city's residential areas. Furthermore, city leaders understood the need for these connections in both central districts and perhaps more importantly outer suburban areas where mobility is limited and inhabitants are most vulnerable to rising transportation costs.

Transdev's answer

Safety comes first

Implemented the WorkSafe Plan, an industry assessment process to rate the safety and health management system. The audit shows and rates to which extent the organization has implemented a systematic approach to health and safety management, and is meeting legal requirements.

This also improves operating efficiency and cost management, and ensures delivering best-in-class operational performance.

Happy heart promotion

A program conducted in partnership with Curtin University Occupational Therapy Department and GIO (workers' compensation insurer) where basic health checks and information about achieving a healthy lifestyle is provided at the depots.

- Voluntary participation.
- Reinforces Transdev's commitment to the health and wellbeing of its teams to ensure uncompromising safety for employees and the community.
- Generates a positive effect on reduced absenteeism helping to create a high performance culture.

Objectives

- Ensure uncompromising safety for all who travel, work or interface with the transit system.
- Deliver best-in-class operational performance.
- Deliver a superior customer and client experience.
- Create a high performance culture focusing on people and systems.
- Improve operating efficiency and cost management to alleviate pressure on public funds.

Accredited excellence and continuous improvement

Being accredited contributes to the business achieving outstanding operational performance and to deliver a high performance culture.

- Quality Management System (ISO 9001).
- Environmental Management System (ISO 14001).
- Occupational Health and Safety Management System (OHAS 18001 and AS/NZS4801).

Hybrid bus Trial Project

Since 2013 a partnership with the State Government and Volvo Bus Australia testing a state-of-the-art diesel-electric hybrid vehicle to compare hybrid technology with diesel and CNG (Compressed Natural Gas). The trial represents a clear commitment by the State Government and keeps Western Australia at the forefront of Australian transit industry and the need to embrace greener technology.

Customer promise

Introduced Our Customer Promise in which we commit to do our very best to make sure customers have a safe, reliable and comfortable journey whenever they travel with us. This ensures the provision of a superior customer experience that also reflects well on our client.

RESULTS

- Customer satisfaction – 83% (2013)
- Reliability – 81% (2013)
- Increased ridership – 1% (2013)
- 95,5% fleet availability (2013)
- 100% on-time performance (2013)
- 2014 Recipient of the WorkSafe Plan Platinum Award for the third consecutive year

Sydney – AUSTRALIA

Transdev NSW – Simpler,
faster, better bus services



CONTRACT FACTS

**ORGANIZING
AUTHORITY**
Transport for NSW

OPERATOR
Transdev NSW

CONTRACT START
Region 10 – 1999
Region 12 – 1999
Region 13 – 2003

KEY FIGURES

*4.8 million inhabitants
served, 12,145 km² area,
state capital of New
South Wales and the
most populous city
in Australia*

SYSTEM
86 routes
School services
Charters

RIDERSHIP
20.1 million
passengers/year

VEHICLES
438 buses

STAFF
970 employees

Context

The NSW State Government's NSW 2021 plan outlines a clear direction to put customers at the center of public transit planning and provision to ensure their needs, preferences and opinions are reflected in decision-making, planning, activities and operations.

Transdev's answer

Dedication to the highest level of customer service consistent with the client's direction Transdev presented a plan to:

- provide better value for money;
- excellent customer service;
- first class training;
- introduce network efficiencies;
- meet safety, reliability and punctuality requirements of our customers and client.

Creating Safe Travellers... for Life

School children make up a significant proportion of our customers and travel a long distance to and from school. Making these journeys as safe as possible is essential, to improve the customer experience and grow ridership on our buses.

Developed an innovative and targeted program, "Creating Safe Travellers... For Life!" to engage schools in the communities we serve.

The programme started in 2013 and was implemented in over 150 primary schools across north, south and Western Sydney.

Objectives

Introducing the new Sydney Metropolitan Bus Service Contracts are to deliver customer service improvements including reliability, service enhancements and savings to taxpayers.

Meet our Managers

Meet Our Managers has been a popular customer experience initiative running for Transdev globally since 2008. With great success, it fulfils a number of objectives to engage with our customers, gauge customer satisfaction, and to demonstrate management support of our frontline staff. Managers, supervisors and customer service staff meet with customers across the network and gather their feedback and answer questions.

The programme has impact on the customer experience by making bus services more attractive, thereby increasing ridership.

Eco Drive

Eco Drive training has been designed to be a practical and safe approach to driving. There are three driving components on a local route of 10 kilometres focussed on speed and a practical approach to comfortable driving. These are followed by 4-hour classroom activities completed on Day 1 and 2. All drivers are reviewed after six months. Monthly fuel consumption, customer complaints, injuries, on road accidents and maintenance costs reports are all taken to identify any improvement.

RESULTS

- Customer satisfaction 2013
Region 10 – 86% / Region 12 – 88% / Region 13 – 90%
- On-time performance 96.2% (target 95%)



Nantes – FRANCE

Chronobus

For eco-friendly, efficient mobility

CONTRACT FACTS

ORGANIZING AUTHORITY

Communauté Urbaine
de Nantes Métropole

OPERATOR

SEMITAN, a semi-public
company

CONTRACT START

2010

KEY FIGURES

593,000 inhabitants
in 24 towns served
within a 524 km² area

NETWORK

Light Rail
BRT Busway®
River shuttle
Fixed routes

RIDERSHIP

126.6 million passagers/
year

STAFF

1,793 employees including
1,134 drivers

CHRONOBUS

10 high quality bus routes
6 Park & Rides with 100 km
1,280 parking spaces

SERVICES

In peak every 5-8 minutes,
off-peak every 10-12
minutes
Service hours : 5 am to
midnight
(Saturday until 2:30 am)

RIDERSHIP

100,000 passengers/day

VEHICLES

150 articulated buses

Context

For nearly 30 years, the city of Nantes has played a prominent role in driving sustainable transportation and innovation. The Nantes Métropole master plan for urban transit for 2010-2020 called for planning and developing a BRT system to reinforce the existing local transit system. The success of high quality rapid transit services was a key component of the master plan, which aims to reduce the modal share of private cars to 50%. After launching the Busway® BRT line, entirely operated on dedicated lanes, Nantes Métropole and SEMITAN wanted to develop a complementary high quality bus network. This is how Chronobus was born, with a program of 10 routes partially operated on dedicated lane.

Transdev's answer

A long-time partner with a long-term vision

For more than 20 years, Transdev along with SEMITAN, has been supporting and advising the Nantes Metropolitan area on the many improvements made to their transit system.

Performance

Chronobus has been a very successful addition to the existing light rail and Busway® systems by providing:

- > Reliable running times thanks to dedicated infrastructure;
- > High frequency and a long hours of operation;
- > Full accessibility for persons with reduced mobility.

Objectives

- > Create high quality urban bus routes close to light rail standards.
- > Expect a working relationship between Nantes Métropole and the operation based on a win-win partnership.
- > Demonstrate the local political vision and will to provide high quality mobility by road infrastructure improvements favoring bus services.
- > Offer reliable, attractive branded transit with low investments.

Service conceived for comfort and to attract customers

- > Same time schedule all year round, irrespective of the school calendar.
- > Same route system all year round (customers can count on night services).
- > Bus stop accessibility (compatible and accessible).
- > Visual identity for routes (e.g. vehicles, stations, plans and new route numbering).
- > Real-time passenger information displays at main stops.

RESULTS

- > The Chronobus concept is locally well known and very popular
- > Overall satisfaction rate of 80%
- > Between 85-95% of the runs are on time, depending on the route
- > 30-40% ridership increase depending on the route.
- > Quality Service Standards Certification by Afnor Association (French Association of Standardization and Certification)



Edenkoben – GERMANY

Palatina Bus – A modern bus operation with a long history



CONTRACT FACTS

ORGANIZING AUTHORITY

Verkehrsverbund Rhein-Neckar on behalf of several counties and cities in Rhein-Neckar Region

OPERATOR

Palatina Bus GmH, a Transdev company

CONTRACT START

Edenkoben Depot: Neustadt Los in 2013
Waibstadt Depot: Sinsheim Nord in 2010
Sinsheim Süd in 2011

KEY FIGURES

Rhine-Neckar region with 2.3 million inhabitants served

SYSTEM

Edenkoben Depot
10 routes
400 bus stops

Waibstadt Depot
13 routes
300 bus stops

RIDERSHIP

6 million passengers/year

VEHICLES

60 busses of various types
90 busses including subcontractors

STAFF

95 employees

Context

In the Rhine-Neckar Metropolitan Region (2.3 million inhabitants), located in southwest Germany, public transportation is organized by Verkehrsverbund Rhein-Neckar VRN). For oversight and efficiency purposes VRN split the bus network into 70 different route bundles. Most bundles are tendered and operated by private operators while some in larger urban areas are publically operated and not subject to tendering. Route design and timetabling are done by VRN and its 24 member authorities. Operators are allowed to develop quality improvements. To stimulate performance and ridership operators bear the commercial risk.

Transdev's answer

Having operated in the region since 1913 (still out of the Edenkoben depot), we have a deep and comprehensive knowledge of the local communities, its residents and visitors.

Standardization for optimal performance

- Created a common management organization for the depot locations.
- Improved fleet Management and vehicle utilization.
- Pooled Marketing and Communication resources to build a shared visual identity and greater impact in the community

Partnerships for a unique service concept

- Established a new combined service concept for all locations by partnering with several small private bus operators.
- Ensured better use of existing facilities, including those owned by subcontractors, minimizing production costs and empty kilometers.

Objectives

- Improve service quality and customer experience.
- Develop a set of common standards for all transit services; vehicles, sales systems, real-time information.
- Decrease public subsidies through competitive tendering.

- Supported the local economy and the political goals of the transit authority by engaging the small existing operators (approximately 35% of service kilometers are produced by our local partners).

Focus on the customer

- Deployed customer satisfaction surveys.
- Enhanced customer sales and payment channels.
- Introduced targeted marketing campaigns for certain customer segments, i.e. school children, students, seniors, hikers and more...

Service design for optimal performance

- Due to our extensive knowledge of transit planning, including Service Design, we were allowed to further develop the bus network, lines and timetables.

RESULTS

- 10% increase of service offer
- Increased ridership in 2 of 3 networks (3rd network is currently being measured)
- Optimized performance; coordinated transfers and increased timetable-kilometers
- Introduction of real-time passenger information available onboard and online



Ile de France – FRANCE

Transdev – For eco-friendly,
efficient mobility

CONTRACT FACTS

ORGANIZING AUTHORITY

Syndicat des transports
parisiens (STIF),
greater paris region

OPERATOR

Transdev IdF

CONTRACTS

80 different contracts
operated on behalf of STIF
35% of suburban
peri-urban bus/coach
routes

KEY FIGURES

*11.7 million inhabitants
in 1,280 municipalities,
including the city
of Paris*

NETWORK

Fixed routes
Express services
On-demand services

RIDERSHIP

243 million
passengers/year

VEHICLES

3,171 buses and support
vehicles

Context

Given its economic weight, the greater Paris area (the Île de France region) is of strategic importance. The world's top tourist destination, Paris and its metropolitan area are economically dynamic and contain major research and academic clusters. Among all challenges, at the top of the list are housing and transportation. In this context, STIF's mission is to modernize and extend existing systems while improving passenger comfort.

Transdev's answer

Dynamic innovation to an attractive range of suburban bus and coach services

- Transdev contributed and provided intermodality expertise.
- Helped STIF create and develop a comprehensive approach to mobility, operating complementary, flexible, smoothly interconnecting services, aiming to provide full customer satisfaction.

BRT: Reinventing the bus

STIF developed the T-Zen system to help cover the increase in demand for public transportation and to bridge the gaps in service disparities between downtown Paris, nearby suburbs and more remote areas.

- Provided STIF with expertise and project management support of BRT operations.

In July 2011, the first TZen route with a total distance of 14.7 km, from the railway station in Corbeil Essonne to Lieusaint/Moissy, transformed the urban landscape along a 9.6 km stretch of dedicated lanes.

Objectives

- Provide better transit coverage and connections to large secondary hubs to balance out the inequality in transit services available in the central business districts and the suburban and peri-urban areas.
- Make transit services more attractive and efficient.
- Increase transit capacity to relieve both traffic congestion and overcrowded buses.
- Improve connections to the airports in the area.

Express service between clusters in the greater Paris area

- Skilled at analyzing people's transportation needs and usage patterns, Transdev has provided scalable express services that satisfied and secured the loyalty of new public transit customers.
- The express service features high frequency during peak hours, upscale comfort vehicles, and long hours of operation.

Transportation-on-demand in low-density areas

Transdev has developed Proxibus, an effective range of bus services to ensure access to public transit in low density areas of the Ile de France region. The five on-demand systems (taxis and buses) serve over 40 towns and over 170,000 inhabitants.

RESULTS

- Exceeding average bus capacity by +35%
- 2007-2011 increased ridership by 50% on the A14 express route and 69% on the 95-18 express route
- Proxibus is appreciated by customers who rate their overall satisfaction at 9.1 out of 10 (2010)



New Orleans – United States

RTA – Heritage of the past,
mobility for tomorrow



CONTRACT FACTS

ORGANIZING AUTHORITY

New Orleans Regional
Transit Authority (RTA)

OPERATOR

Transdev

CONTRACT START

January 2009

KEY FIGURES

*Serves Orleans Parish
with a population of
361,000 over 313 km²*

NETWORK

30 bus routes
5 streetcar lines
2 ferry routes
2,607 bus stops/shelters

RIDERSHIP

18.6 million passengers/
year
60,000 passengers/day

VEHICLES

146 fixed route buses
66 streetcars
61 paratransit vehicles
4 ferry vessels

EMPLOYEES

598 employees

Context

In 2009, the New Orleans RTA Board of Commissioners signed with Transdev the first delegated management contract in the United States to manage and operate all aspects of public transportation. By delegating the comprehensive mission to address the challenges of rejuvenating the city post-Hurricane Katrina, the RTA strived to improve performance in every major area of the service all while managing limited resources and funding for a rebuilding community.

Transdev's answer

Improve the transit system to facilitate the city's renewal and its future development

- Secured new bus and paratransit fleets through skilled management of federal emergency funds.
- Simultaneously decreased operating costs and improved operational efficiency all while maintaining pre-Katrina cost levels for facilities and the streetcar infrastructure.
- Completely overhauled all maintenance procedures improving quality, safety and cost-effectiveness across the entire bus fleet.
- Implemented multiple safety programs and installed "SmartDrive" in all buses, a video recording system that enables powerful coaching of individual operators.
- Executed a rigorous sustainability and environmental compliance program aimed at cultivating a "greener" New Orleans.
- Aided in securing several federal grants to expand the network and generate more than €2.0 billion in private investment through the community.

Objectives

- Aggressively rebuild the devastated New Orleans transit system, more than 90% of which was destroyed by Hurricane Katrina.
- Redesign the entire network to optimize service quality and accessibility.
- Improve mobility for the large transit-dependent population of New Orleans, as well as for the city's many tourists.
- Continually implement measures to improve the customer experience.

Customer-centric and driven transportation

- Implemented and synchronized a new bus route structure to match post-Katrina settlement and travel patterns across the city.
- Launched state-of-the-art passenger web and mobile sites, installed LISTEN, our proprietary complaint handling system and improved passenger information.
- Developed a recognizable and attractive new branding system for the RTA.
- Introduced extensive social media and SMS alert programs to communicate service disruptions, service additions and other vital passenger information.

Community outreach

- To help local businesses grow, Transdev has invested heavily in the Small Business Enterprise Program (DBE) – a race and gender-neutral marketplace that creates contracts for small businesses in New Orleans.
- Our Risk Management and Safety Departments created a Hurricane and Natural Disaster Preparedness Program focused on keeping our employees and the New Orleans community safe during storm season.

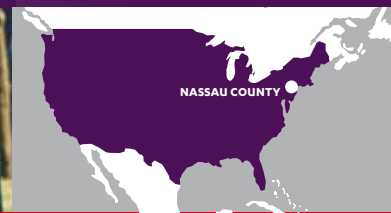
RESULTS

- On-Time Performance from 78% to 90%
- Improved dispatch reliability to 100%
- Ridership has grown 60% since 2009
- 31% reduction in accidents and a 69% decrease in worker's compensation claims
- Maintenance overhaul has improved Miles between Road Calls by 225%
- Installed new fare boxes, 220 new bus shelters, and 2,200 new bus stop signs



Nassau County – United States

NICE – A highly successful Public-Private Operating Partnership



CONTRACT FACTS

ORGANIZING AUTHORITY
Nassau County

OPERATOR
Transdev

CONTRACT START
January 2012

KEY FIGURES

Serves a population of 1.3 million over 743 km² in a key region bordering New York City

SYSTEM
48 routes
4,400 stops

RIDERSHIP
31 million passengers/year
243 million annual passenger km

VEHICLES
315 fixed route buses
103 paratransit vehicles

STAFF
1,000 employees

Context

Nassau County's bus transit system was operated by the New York Metropolitan Transportation Authority (MTA) for the past 30 years. In 2011, the MTA announced it would eliminate half the routes unless Nassau County quadrupled its payments. The County decided to pursue a partnership with a private sector company to operate its underperforming transit system, with the goal of improving both efficiency and quality. Transdev was chosen and began operating the entire 48-route system, rebranded as Nassau Inter-County Express, or NICE, in January 2012.

Transdev's answer

Improve quality of service and efficiency of operations

- Effectively balanced service quantity and quality with available operating revenue creating maximum benefit to passengers while reducing overhead.
- Implemented a new safety program and installed "SmartDrive" in all vehicles, a video recording system that enables powerful coaching of operators in making any needed modifications to driving patterns for safety and customer service.
- Installed new mobile data terminals in all paratransit vehicles to increase customer service and visibility to arrival information for customers.
- Developed clear KPIs that are rigorously deployed to ensure accountability and transparency.
- Added 45 new buses to the fixed route fleet to replace older vehicles and procured 24 new paratransit mini-vans.

Customer focus and improved passenger information

- Restructured service design and routes in April 2012 to reflect new customer needs and to enhance system performance. Changes included a small reduction in total service hours, to balance the budget and optimize

Objectives

- Maximize the amount and quality of transit service provided with available funds.
- Improve mobility within the county and for the many daily commuters traveling to New York City. Maintain existing Able-Ride (paratransit) service area.
- Bring new levels of performance, efficiency and accountability to all aspects of the operation.
- Continually implement measures to improve the customer experience.

the system. The changes affected small number of customers and no routes were eliminated, in contrast to MTAs plan to eliminate 26 routes.

- Started a popular new express bus services to New York City, which has shortened the daily commute of thousands of customers by 30-40 minutes per day.
- Launched state-of-the-art passenger web and mobile sites, installed LISTEN, Transdev's own complaint handling system, and improved signage and passenger information.
- Developed highly recognizable and attractive new branding for the Nassau Inter-County Express (NICE) to rejuvenate the perception of the transit system.
- Introduced extensive social media campaign to communicate service disruptions, service additions and other vital passenger information

Community outreach

- NICE staff assisted the County during Hurricane Sandy, providing much-needed evacuation services to victims of flooding and other storm-related damage.
- NICE employees attended over 30 community outreach events in 2013.

RESULTS

- Operated NICE Bus for \$34 million less than the MTA's 2012 budget would have demanded
- Improved passenger satisfaction
- Achieved an industry high fare box recovery rate of 40% overall
- Paratransit on-time performance has increased by 18% since launch
- Major push in operational safety led to a dramatic reduction in accidents per 100,000 miles by 9.5%



Denver, Colorado – United States

Metro Area Bus Network
Quality Transit Service in A Dynamic City



CONTRACT FACTS

ORGANIZING AUTHORITY

Regional Transportation District (RTD)

OPERATOR

Transdev

CONTRACT START

2005

KEY FIGURES

Serves 2.8 million inhabitants in 8 counties of the Denver metropolitan area

SYSTEM

More than 125 routes
10,000 bus stops

RIDERSHIP

102 million passengers/year systemwide
7.5 million passengers/year Transdev routes

VEHICLES

107 Buses

STAFF

325 employees

Context

Denver ranks among the nation's most livable cities, but is also the seventh most congested city in the country. It is projected that in the next 20 years more than 1 million people will move to the Denver metro area. The Regional Transportation District (RTD) has a multi-phased, extensive plan for dealing with this projected growth. In 2007 alone, the RTD executed over 90 million passenger journeys via multiple modes of transportation; with a commitment to providing enhance mobility to all parts of the city.

Transdev's answer

Transdev was selected in 2005 to operate half of Denver's bus system by meeting its high standards for an efficient transit system, friendly drivers and green vehicle maintenance practices:

Commitment to Customer Care

Our team is building a culture characterized by high standards for customer care, strong communication and genuine teamwork. In 2008, all drivers were trained in Transdev's proprietary customer service training program, Going For Green (now known as Going For Care). 90% of our customers rated our bus drivers as helpful and friendly in a major consumer survey conducted following the training. The survey was executed by a highly regarded independent market research firm.

Empowering our employees

Through a progressive program for recruitment and training, and positive culture building practices, we have been able to attract and retain skilled employees in what has been a tight local job market.

Objectives

- Stimulate operators to create a culture of customer care in their organizations to enhance the customer experience.
- Maintain strong operational performance.
- Expect operators to introduce sustainability initiatives and practices.
- Optimize public funds by contracting out half of the bus services through competitive tendering.

First-class maintenance practices

Transdev is continually developing solutions to continue to meet RTD's high efficiency and sustainability requirements. The quality and effectiveness of our professional maintenance of vehicles is corroborated by quarterly audit conducted by RTD.

Environmental vehicle fleet

Transdev also strongly supports RTD as they remain at the forefront of the transit industry with respect to our work with alternative fuels and pollution reduction technology. The RTD fleet operates on a blend of biodiesel and ultra-low sulfur diesel fuel, which contains 95% less sulfur.

Partner for the long term

Transdev has made an investment in the Denver market. We purchased a large operations facility and conducted major renovations. We are committed to being a partner with the RTD for the long term and encouraged by the RTD contract renewal in July 2014 to bringing even more of our global, multimodal expertise to the Denver market.

RESULTS

- High (90%) customer satisfaction scores from passengers
- Excellent employee relations and driver retention
- RTC Board showed trust in the relationship with a renewal of the contract in July 2014 for an additional 3 years with 2 option years.