

Integrated networks



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

Integrated Mobility

In the course of a lifetime, an average European will spend two years stuck in traffic. In 2009, an American citizen lost 34 hours crawling through congestion – more than two-and-a-half times the amount of lost time in 1982.

The consequent detrimental effect on our quality of life and our planet is amplified by two major trends: ongoing urbanization and a worldwide increase in the number of trips made and distances traveled.

Policymakers are faced with the three-way dilemma of creating inclusive and equitable access to mobility, preserving quality of life and finding solutions compatible with constrained financial resources.

Developing mobility solutions that are logical, sustainable and socially responsible is becoming an overarching imperative. Putting a stop to misplaced development of costly infrastructure and increasing focus on the optimization of existing systems is now a priority.

OPTIMIZED AND EFFICIENT MOBILITY SERVICES

Answers to these urgent dilemmas exist. Drawing on spatial analytics and planning expertise, it is possible to devise transportation systems tailored to actual flows and reactive to changing patterns of use. Techniques and methods for creating optimized, tiered networks are central to delivering modern mobility services.

INTEGRATION - THE KEY TO SUCCESS

Creating effective transit networks requires a significant body of expertise, integrating a multitude of modes and operational challenges. Only an innovative approach to mobility can address the full spectrum of customer requirements and expectations.

A number of different trends are in play: consolidation of passenger flows, an increased demand for personalized mobility and the emergence of car, bicycle and ride-sharing. In this context, any transportation offer must ensure that all mobility choices – traditional and innovative – fit seamlessly together, converging at common hubs designed to facilitate and simplify life's journeys.

ATTRACTIVE TRANSIT TO INCREASE RIDERSHIP

Creating such an architecture empowers people to choose public transportation, alleviates congestion in public spaces and reduces the impact of personal vehicles and their pollutant emissions.

Transdev boasts extensive multi-country experience in a diversity of contexts, ranging from large urban communities to rural areas. We provide know-how in designing integrated transportation systems tailored to local environments – partnering to deliver the compelling vision of policy makers and meeting the mobility needs of inhabitants. From rail, bicycle and bus rapid transit to transportation on demand, park & ride facilities and transit centers, Transdev mobility solutions deliver affordability, comfort, simplicity and seamless travel.



Good reasons to choose **Transdev**



UNDERSTANDING THE TERRITORY

Cracking the mobility code

Transdev establishes an in-depth knowledge of mobility patterns. We deploy market research tools and analyze the transit offer. Our 'Mobility Observatory' studies mobility patterns, "Audimat" workshops are used to assess in detail how well the existing transportation offer matches the expectations of the population.

OPTIMIZING INTEGRATION

A clear hierarchy of modes

To devise the most effective mobility solutions, Transdev draws on its expertise in simulation and modeling to analyze and quantify trip times and flows. These are strategic expertise, which we use to adjust our offer to actual and future needs. Our capabilities in multiple modes and our exclusive "CLEAR" method (Clarity of routes, Levels of service, Efficiency, Accessibility, Readability of schedules) are valuable assets. In the Limburg province of the Netherlands, we integrated train, bus and taxi services to expand the transportation offer by 30% without increasing public expenditure.

REMOVING BARRIERS

Ticketing, pricing and information

Transdev advises transit authorities to simplify the passenger pathway, to harmonize fares and to deploy integrated ticketing systems. The multi-channel Transdev (Mobix) solution being deployed in several major urban networks facilitates travel by offering purchases by internet, mobile NFC or bank automatic teller machines.

TURNING AMBITION INTO REALITY

Listening to transit authorities

Our teams work alongside the policymakers in charge of land-use planning and transit projects. We make a point of understanding the local agenda, determining mobility priorities and taking stakeholder opinions into consideration. By mobilizing our networks' design expertise on behalf of local clients, Transdev responds to their priorities, as identified in our annual multicountry barometer. In New Orleans, as part of the city's renewal project, we worked with every department of the Regional Transit Authority to assist with the rebuilding of its transportation offer following Hurricane Katrina.

360° THINKING

Multidisciplinary project teams

Designing integrated transportation systems pools skills from a number of complementary fields. Transdev appoints multidisciplinary teams as soon as the spatial analysis gets under way. Backed by their wealth of know-how in resource planning, traffic forecasting, ticketing, marketing and operations, these teams partner with local authorities to define a comprehensive and forward-looking vision of the transportation system and its role.

CO-CONSTRUCTION

Ongoing, open and creative dialogue

Involving local residents in plans to restructure their transportation system is a key to success. It is also the best way to gather opinions that truly reflect lifestyles. Although the conventional public hearing format remains a valuable source of information, we are developing new forms of stakeholder outreach. Before taking over the Nassau County public transportation system (New York State, USA), Transdev held on-the-spot polls at "contact desks" set up throughout the network.



SEAMLESS JOURNEY

Better informed, more willing to travel

Given the information needed to prepare their itinerary and relevant information, passengers have the independence and freedom to choose the best mobility options. A major obstacle to the use of public transportation – lack of information – is eliminated. Transdev subsidiary Cityway implements a variety of Apps and realtime trip planners that enable riders to pinpoint their locations, find the nearest transit stop, plan their trip, and access a range of additional information about the city.

ATTRACTIVE MOBILITY SOLUTIONS

Right to the last mile

Through our comprehensive multimodal offer, which integrates alternative modes, Transdev knows how to attract new riders. In Nantes, France, reorganization of all transport modes around numerous hubs and a bus renewal program increased network traffic by 8% over the past three years.

ENGINEERING EXPERTISE

Advising local authorities

Transamo, our engineering and consulting subsidiary, works hand-in-hand with local authorities on infrastructure development and renovation projects, particularly the development of bus rapid transit systems, light rail and intermodal hubs. Backed by our expertise in the design and management of transit centers and park & ride stations (true gateways to any transit system), we take all modes, including personal vehicles and walking, into account. In Nantes, the 33 park & ride stations offer 4,800 parking spaces with an occupancy level of 75%.

The 'Mobility Observatory': our vision of mobility for tailor-made solutions

To gain greater insight into the expectations and habits of local residents, identify what makes a transportation system attractive or undesirable, and capture new potential riders, we needed to do something out of the ordinary. This thinking led to our "Mobility Observatory," a unique marketing tool that identifies true potential targets and has increased our success at winning new customers. Since 2009, the 35,000 people surveyed have shared their perceptions of public transportation in 26 different areas of France and in the city of Boston (USA). Ten more cities will soon be added to the database, a world-class benchmark.

Survey results have confirmed the importance of the three key criteria for choosing public transportation, namely quality, visibility and simplicity

- > The image and appeal of a transportation system depend on the quality of the mobility offer and the visibility of the system according to 64% of those interviewed. Thus, every effort must be made to create a "public transportation mindset" and earn customer loyalty.
- > 66% of survey respondents want simple routes that are consistent all year round. In response, Transdev deploys a system called "CLEAR" (Clarity of routes, Levels of service, Efficiency, Accessibility, Readability of schedules).

Above all, the 'Mobility Observatory' helps to dispel preconceived ideas and biases

Get them to try: 50% of the population never uses public transportation, 89% have never been invited for a "trial run" by their local transit operator, 20% of non-users say that lack of information is their primary obstacle. Transdev therefore develops simple multi-channel, multi-media, real-time information solutions to turn information into an incentive

and wins over potential users through creative and targeted marketing campaigns.

Encourage walking: 85% of survey respondents said they would be ready to walk five minutes longer to have a bus at twice the frequency.

> Transdev proposes "credible" bus systems with a tiered service organized around high-frequency trunk lines and clock-face scheduling.

> For rural areas, transportation on demand services help meet the need for optimized service covering 100% of the area.

Facilitate intermodal transfers: because 51% of all riders make at least one connection.

> Transit centers play a major role in making transit systems attractive by enabling fluid, multimodal mobility: easy travel, suitable fares, "mobility booths" to learn what's available.

The key goal of the observatory survey for the city of Boston was to identify customer typologies and understand each category's perception of public transportation. This segmented study will carry us further toward our goal of developing loyalty and winning new customers.



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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 ”



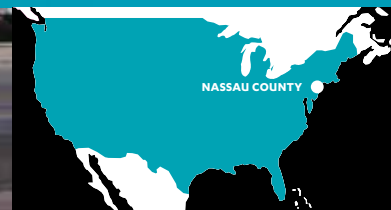
Corporate Marketing department
Corporate Communications department

www.transdev.net



Nassau County, Long Island UNITED STATES

A Successful Public-Private Operating Partnership



CONTRACT FACTS

CLIENT
Nassau County

OPERATOR
Transdev

CONTRACT START
January 2012

KEY FIGURES
Serves a population of 1.3 million in a key suburb bordering New York City

RIDERSHIP
29 million passenger trips per year

KILOMETERS TRAVELED
459 square km
(285 square miles)
1.6 million kilometers
(1 million miles)
traveled each month

VEHICLES
315 buses
100 paratransit vehicles

STAFF
1,000 employees

LINES
48 total routes

Context

Nassau County's bus transit system was operated by the New York Metropolitan Transportation Authority (MTA) for 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'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 increased visibility to arrival information for customers.
- > Developed clear KPIs that are rigorously deployed to ensure accountability and transparency.
- > New equipment, resources, processes and systems continue to be implemented to improve quality and performance in each functional area.

Customer focus and improved passenger information

- > Redesigned 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

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 levels.
- > Bring new levels of performance, efficiency and levels accountability to all aspects of the operation.
- > Continually implement measures to improve customer experience.

optimize the network. They affected a minimal number of customers and no routes were eliminated, in contrast with MTA's plan to eliminate 26 routes.

- > Proposed increased service levels by 8% in late 2013 through new funding sources and greater efficiencies
- > Launched popular, new express bus service to New York City, which has shortened the daily commute of thousands of riders by 30 to 40 minutes per day.
- > Launched a state-of-the-art passenger website, new complaint handling system and improved signage and passenger information.
- > Developed highly recognizable and attractive new branding for the Nassau County Inter-County Express (NICE) to rejuvenate perceptions of the transit system.
- > Active use of social media to communicate about service disruptions, service additions and other vital customer information.
- > Added 45 new buses to the fleet, replacing older vehicles.

Community outreach

NICE staff ably assisted the County during Hurricane Sandy, providing much-needed evacuation services to victims of flooding and other storm-related damage.

RESULTS

- > Production costs for the operation have been reduced by \$34 million, with increased quality
- > Operating cost per hour reduced by 24% due to new efficiencies
- > Consistent increases in passenger satisfaction and decreases in complaints
- > Farebox receipts increased 12% in 2012, with no increase in fares

Montpellier – FRANCE

TaM – A comprehensive and multimodal approach to mobility



CONTRACT FACTS

ORGANIZING AUTHORITY

Montpellier urban community

OPERATOR

TaM, a mixed-equity company

CONTRACT SCOPE

Operation of light rail and bus systems and the 'Véloagg' bicycle service. Parking management: the "TAM Stationnement" entity runs 40% of the parking lots in the city center, paid on-street parking and the 'P+Tram' park & ride stations. Prime contractor for the design and construction of the light rail lines

KEY FIGURES

SYSTEM

4 light rail lines consisting of 56 kilometers of track and 84 stations
32 bus lines
22 transit centers
10 'P+Tram' park & ride stations and
7 conveniently located parking lots
400 bicycles available for self-serve rental
1,200 bicycles available for long-term rental

RIDERSHIP

67.2 million passengers/year
Light rail: 230,000 trips/day
Bus: 55,000 trips/day
'P+Tram':
640,000 vehicles/year

LIGHT RAIL CARS

27 Alstom Citadis 302
26 Citadis 402
30 Citadis 401

EMPLOYEES

1,200 employees

Context

The population of the Montpellier urban community, located on a major coastal route, halfway between Spain and Italy along the Mediterranean, currently stands at 415,000 and is growing, with 6,000 new inhabitants each year. For the past 30 years, this growth has been supported by a coherent, well-organized urban development project, a transportation policy consistent with city planning and a comprehensive approach to mobility.

Transdev's answer

An integrated multimodal network organized around four light rail lines

Ride, walk, pedal, drive: an abundance of choices for people on the move.

- > Light rail + Bus: 36 light rail stations connect with city and suburban bus lines.
- > Light rail + Inter-city bus: 18 stations connect with inter-city bus lines.
- > Light rail + Train: all four light rail lines connect to the Montpellier Saint-Roch railroad station.
- > Light rail + Bicycle: the advent of light rail has been accompanied by the development of 170 kilometers of cycle paths and 1,600 bikes for short or long-term rental (Velomagg') set up and managed by TaM. Bike stations are located along the light rail system and passengers can take their bike for free during non-peak hours.
- > Light rail + Car: Motorists who use a 'P+Tram' park & ride station have the benefit of a fare structure integrated with the TaM system.
- > "Résa'Tam" is a transportation-on-demand service that rounds out the light rail offering with 5 bus lines.

Come and go as you please in an integrated system

Every effort is made to facilitate transfers from one mode to another:

Objectives

- > Use public transportation as an instrument of social cohesion and a link with outlying neighborhoods.
- > Make the light rail system the backbone of a coherent, integrated, multimodal public transportation system.
- > Create access to new means of transportation to facilitate mobility and discourage use of personal vehicles, especially in the city center.

- > Half of all light rail stations are set up as transfer stations or transit centers with other bus and light rail lines.
- > Real-time information and visual display screens at the connection points between the light rail and bus systems enable passengers to make their transfers hassle-free.
- > Audio announcements, cellphone SMS alerts and mobile internet applications convey advisories about service delays or interruptions.
- > Fares integrated with the multimodal subscription (Light rail+Bus+Bicycle+Car-sharing) give riders freedom of choice.

Proactive parking policy to alleviate congestion

There is no question that the best way to get downtown is to leave the car at the city gates:

- > 4,500 parking spaces are available in a total of 10 P+Tram park & ride stations.
- > The fare structure creates an incentive by including the cost of parking in a round-trip ticket and parking is free for all public transportation pass holders.
- > Car-sharing: a partnership between TaM and local car-sharing company, Modulauto, aims to promote the car as a collective means of transportation.

RESULTS

- > 50% of Montpellier's residents are within easy access of a light rail stop
- > 14% market share for public transportation in districts served by light rail, one of the highest in France
- > 27% of trips are made on foot in neighborhoods with light rail service, versus 16% in the other districts
- > 38% market share for private vehicles in neighborhoods served by light rail, compared to 59% in the other districts



CONTRACT FACTS

PUBLIC AUTHORITY
Greater Avignon urban community

OPERATOR
TCRA (Transports en Commun de la Région d'Avignon)

AGREEMENT
Renewed January 2012

KEY FIGURES

185,000 inhabitants served

SYSTEM
5 high frequency routes
16 additional routes
2 CityZen shuttles
and 6 electric Baladines min-buses
4 city periphery shuttles
1 transport on demand service
1 para-transit service
200 self-service "Vélopop" bicycles
30 school routes

RIDERSHIP
10.1 million trips

VEHICLES
110 + 25 Greater Avignon vehicles

EMPLOYEES
310 employees

Context

The booming Greater Avignon metro area is expected to add 30,000 inhabitants and 17,000 jobs by 2020. In this rapidly developing area, transportation needs are growing and becoming more complex.

To meet the anticipated growing demand for mobility in the community, a center for jobs, services and facilities, a new transport system has been put in place.

Objectives

- > To support this development, Greater Avignon has identified transport as a priority.
- > The first policy act was the August 27, 2012 implementation of a new network, a complete revamping of the transport offer.
- > A customized and comprehensive high-performance multimodal system, the tramway is its central, unifying component.

Transdev's answer

The new network: eco-mobility advances

The complete restructuring of the bus network, implemented August 27, 2012, increases network efficiency, with services enhanced in terms of frequency, destinations and clarity, providing a true alternative to the private car.

- > Five high frequency routes serve the city's densest neighborhoods and business and leisure centers, operating on an identical daily schedule, from September to June, with extended Friday and Saturday operating hours.
- > The transport offer includes 16 additional routes and four shuttles serving the region.

Easing congestion

Except for two lines in the southern part of the city, standard vehicles no longer circulate in the downtown. Eco-shuttles serve the streets of the city and complement the "Baladines" electric mini-bus offer. The sustainable shuttles slip smoothly through the narrow streets of the city center and provide service to a park-and-ride facility outside the downtown.

The entryways into the downtown have become centers of activity with their own well-developed identities. With the removal of 450 standard buses from the downtown, Avignon is a city that today breathes easier.

Constant focus on service quality

An innovative approach (the AFAQ / AFNOR service commitment project) focused on the steps of the customer experience is scheduled for implementation.

COMMITMENTS FOR 2019

- > + 73% in ridership
- > + 20% mileage covered
- > + 51% in revenues



CONTRACT FACTS

ORGANIZING AUTHORITY
Vannes Metropolitan Area

OPERATOR
CTPV (Compagnie des Transports du Pays de Vannes)

CONTRACT SCOPE
Implementation of transportation policy defined by the Vannes metropolitan area authorities
Management and operation of the urban and suburban system, school bus service, transportation on demand, and self-serve bicycle rentals (under an independent delegated management contract with the Vannes municipality)

CONTRACT
Renewed September 2005 for 10 years

KEY FIGURES

An area of 518 square kilometers of varying density
Population served: 136,655

SYSTEM
14 urban bus lines, two of which provide evening and Sunday service
8 suburban lines
Dedicated school bus service
174 bicycles available under self-serve rental systems

RIDERSHIP
7,919,480 passengers in 2012

VEHICLES
48 buses owned by the Vannes metropolitan area
75 vehicles owned by partner companies

EMPLOYEES
116 employees including 99 operators

Context

The Vannes metropolitan area lies at the heart of the "Grand Ouest" region of France. The area has experienced uninterrupted development driven by strong demographic growth – an increase of nearly 30% in 15 years. The Urban Mobility Plan for the 2011-2020 period must support this growth and deploy the authorities' transportation policy across a highly contrasted territory: from communities including two islands to Vannes' city center.

Transdev's answer

Tailor-made mobility

- > With two main lines running every 10 minutes, five feeder lines and five additional lines supplemented in rural areas by transportation-on-demand solution (Créabus), the Kicéo network serves the entire territory and ensures modal complementarity.
- > Créabus, introduced in 2008, is the transportation-on-demand solution of the Vannes metropolitan area. It is designed to provide a transportation service suited to the daytime mobility requirements of people living in less populated areas. Customers simply call in their request one hour before their planned trip.
- > Vélocéa: 174 bicycles available for self-serve rental at 25 stations complete the area's mobility services.

2008-2016: transit goes up-market

- > 2008: the network expanded its commercial offer by 15 % to keep in step with changes in the region. It introduced a tiered transportation system, simpler routes and clock-face scheduling, supplemented by the creation of a transportation-on-demand solution in certain areas.
 - > 2012: Transit centers, bus rapid transit (BRT) and development of a system focused on being customer centric and driven in all its initiatives represents a major leap forward in quality of service.
- Located at the nexus of the system, the BRT transit center is designed to make the system easier to understand. Simple routes make for easier navigation and greater appeal. The transit center will act as a central point for a 20% increase in transportation services provided.
- > 2013-2016: modernization of the network will accelerate with the development of a 'smart' operations management tool and passenger information systems to enable real-time updates and the modernization of the ticketing system.

Objectives

- > Position the public transportation system as a key factor in the successful development of the region.
- > Implement the comprehensive mobility vision by shaping the system to fit the characteristics of each community served.
- > Transform public transportation and develop its universal appeal to recast dependence on personal vehicles.

RESULTS

2007 - 2012

- > + 104% mileage covered
- > + 39% in ridership
- > + 33% in revenues



CONTRACT FACTS

TRANSIT AUTHORITY
Province of Limburg

OPERATOR
Transdev

CONTRACT START
2006

KEY FIGURES

1,122,990 inhabitants
served
2,209 km²

RIDERSHIP

49.2 million passengers/
year on buses
9.7 million passengers/
year on trains

VEHICLES

251 buses
584 taxis
24 train cars

STAFF

1,150 employees
1,007 working in
contact with customers
(including 958 drivers)

Context

The province of Limburg on the border of Germany and Belgium is a long and narrow territory with an unevenly distributed population. In 2006, the organizing authority put forth a multi-modal call for tenders to manage the operation of its urban and regional systems. This original transit system requires a capacity for innovation, tight control and a guarantee that all transport modes are coordinated.

Objectives

- > Re-design the network structure around efficient and high-capacity railway lines.
- > Integrate multiple modes including taxi and paratransit services.
- > Adapt public transportation services in accordance with regional densities.
- > Strengthen frequency for the entire network to increase the number of passengers while optimizing public funds.

Transdev's answer

An intelligent network designed to benefit all

- > A hierarchical network was designed and deployed around a central rail line based on the "fishbone model," removing any duplication and ensuring total rationality of modes.
- > A range of feeder buses in railway stations and new route planning has improved frequency.
- > Geographical coverage of the territory was increased by deploying a network of taxis integrated with feeder bus routes.

Result: A 30% increase in the commercial offer (amplitude and frequency), without increasing public funding, and an effective redistribution of services allowed a reduction in travel time and kilometers produced.

A seamless customer experience

- > Extended opening hours of stations and customer services.
- > Synchronized scheduling of various modes of transport to facilitate intermodal connections.
- > Regular, assured timetables that are easy to remember and navigate for passengers.
- > Dynamic and static information at all traveler touch points, from the bus stop to the transit center as well as on board, where connecting information is also displayed.
- > A shared multi-service mobility center and control room acts as a hub for booking transport on demand and customer care services.
- > Successful deployment of a contactless ticketing system, a unique nation-wide smartcard.

Low density mobility solutions

- > A flexible and sustainable transport on demand solution "Belbus" meets the needs of people in suburban areas. Available through reservation up to one hour before departure on fixed schedules and routes, a fleet of taxis or minibuses pick up travelers according to demand.
- > "Regiotaxi" services provide a door to door experience for inhabitants of rural areas not served by public transport.
- > A centralized customer care center manages the whole system, dispatching a fleet of vehicles that includes 584 taxis.

Result: 1.5 million bookings a year.

RESULTS

- > Nearly 53% increase in bus and train passengers since 2005
- > A 44% increase in passengers on our South Limburg train line since 2005



New Orleans – UNITED STATES

RTA – Heritage of the past,
mobility for tomorrow

CONTRACT FACTS

TRANSIT AUTHORITY
New Orleans Regional
Transit Authority (RTA)

OPERATOR
Transdev

CONTRACT START
First delegated
management
contract in the U.S.
signed in 2009

KEY FIGURES

**378,000 inhabitants
served**
194 km²
(121 square miles)

RIDERSHIP
15.2 million passenger
trips/year
> 6.57 million by streetcar
> 8.69 million by bus

KILOMETERS TRAVELED
(bus & light rail)
13.6 million km/year
(8.5M miles per year)

VEHICLES
145 buses
66 streetcars
60 paratransit vehicles
including 10
“Lil’Easy” minibuses

STAFF
568 employees
including 319 drivers
and customer relations
personnel

LINES
3 Streetcar Lines
31 Bus Lines

Context

A delegated management contract, the first of its kind in the U.S., started with an agreement in 2009 with the New Orleans Regional Transit Authority (RTA). Transdev was selected to manage and operate all aspects of public transportation for the RTA Board of Commissioners. Our mission was to improve the quality and performance of the transit system as an essential part of the city’s rejuvenation post-Hurricane Katrina.

Objectives

- > Aggressively rebuild the devastated New Orleans transit system, more than 90% of which was destroyed by Hurricane Katrina.
- > Redesign the network to optimize service quality and access new public funding sources.
- > Improve mobility for the large transit-dependent population of New Orleans, as well as for the city’s many tourists.
- > Bring new levels of performance and accountability to all aspects of the operation.

Transdev’s answer

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

- > Streetcar infrastructure was rebuilt with new underground cabling, track beds, catenary poles, electrification and sub-stations. Also re-built 31 streetcars damaged in the storm.
- > To support future transit-led development, Transdev leveraged its expertise to help secure a federal \$45 million TIGER grant for the first streetcar line expansion and will help secure funds for subsequent phases two and three of the project.
- > The streetcar expansion, managed by Transdev, was launched in January 2013 and has already generated \$2.7 billion in new development along an important downtown corridor, including new apartments and condominiums, a new entertainment/ sports complex, hotels and other retail. The next phases of expansion will operate along the edge of the French Quarter and open in 2015.

Customer-centric and driven transportation

- > Synchronized bus timetables with neighboring parish’s transit system to offer mobility across the region.
- > Deployed a new integrated ticketing system and automated fare boxes.
- > Launched a state-of-the art passenger website, strengthened call-center and complaint handling and improved passenger information.
- > Developed a recognizable and attractive new branding system for RTA.

Service improvement program: monitor performance and optimize public funds.

- > Developed clear KPIs and consistently share them with all relevant stakeholders and staff to ensure transparent reporting and governance.
- > Implemented a comprehensive environmental compliance program.
- > Improvement of all maintenance and safety procedures to dramatically improve performance.

Community outreach

To help in rebuilding New Orleans, Transdev sponsors the St. Bernard Project, a non-profit organization dedicated to rebuilding homes for residents who cannot obtain help through federal programs. Nearly eight years after Hurricane Katrina, over 100,000 structures remain in disrepair. Transdev employees volunteer to rebuild these homes.

RESULTS

- > 68% increase in passenger trips
- > 66% decrease in customer complaints
- > 20% improvement in on-time performance
- > 44% reduction in accidents
- > 65% increase in maintenance productivity
- > Operational costs held flat while passenger miles increased by 33%



CONTRACT FACTS

ORGANIZING AUTHORITY
CREA, Urban community of Rouen Elbeuf Austreberthe

OPERATOR
TCAR (Rouen metropolitan area public transportation authority), a wholly-owned subsidiary of Transdev

CONTRACT SCOPE
Light rail, BRT, bus, taxi, school buses, transportation on demand, shuttles, management of a bike rental service, fleet maintenance, customer relationship management, sales promotion and marketing

KEY FIGURES

410,589 inhabitants served

SYSTEM
2 light rail lines
3 BRT lines
29 main bus lines
32 lines for primary school and feeder line transportation
2 “Noctambus” night-service lines
1 bike station (manned station for rental of standard, electric or folding bicycles)

RIDERSHIP
48.5 million passengers/year

VEHICLES
27 light rail cars
69 optically-guided articulated buses
165 mini-buses and vans
550 bicycles

STAFF
1,142 employees including 661 bus and light rail operators in 2012

Context

As early as 1994, the Rouen urban community demonstrated its high ambitions for mobility by deploying a light rail system – an efficient city-wide mode of transportation. Beginning in 2001, the city began to restructure and unify its urban space based on three bus rapid transit (BRT) lines. The feeder bus lines and alternative means of transportation now supplement the city’s integrated multimodal mobility offer.

Objectives

- > Enhance the efficiency and appeal of the transportation system to boost ridership, especially for optional travel (shopping, recreation, tourists, etc.)
- > Achieve a high-quality service across the system in order to attract new riders (NF certification for light rail and BRT)
- > Continue to develop passenger information features throughout the customer experience
- > Address the expectations and needs of riders and non-riders alike by conducting regular surveys.

Transdev’s answer

Expertise in integrated transportation systems

- > The system integrates all three modes for efficient connections and transfers. The light rail and TEOR (BRT) lines form the backbone of the system. A feeder bus network is arranged around these rapid transit optically-guided lines to supplement the service.
- > Transdev operates a single control platform, managing three modes of transportation (light rail, BRT and bus) involving entirely different technologies, yet their operation is completely transparent to the rider. The control room coordinates all aspects of the system, backed by mobile field teams ready to intervene quickly as needed.
- > Operations are organized around transit centers, divided into units, to keep management in close contact with the field and maximize rider satisfaction.

Expanding and revamping the system

Quantitative and qualitative analysis of ridership, traffic modeling and a variety of mobility scenarios enabled confident planning, restructuring and allocation of resources. Systematic review of spatial organization and land-use trends further enhanced strategies to boost system performance.

Seamless customer services

- > An integrated fare structure and contactless ticketing system has also had a positive impact on the performance of the system. Transdev built on an initiative of the organizing authority by creating an online “shop” that now accounts for 4% of revenue.
- > Development of an iPhone and Android application to provide passengers with real-time on-the-go updates in all circumstances.
- > A state-of-the-art passenger website www.crea-astuce.fr features a route planner and includes all of the area’s suburban lines regardless of the operating entity. Users can set up their own accounts and take advantage of an innovative “Traffic Info” program to receive personalized transportation news.
- > In parallel, Transdev set up a website dedicated to the loyalty program www.365-jours.info, to allow closer contact with riders.

RESULTS

- > 3.12% increase in ridership in 2012
- > www.crea-astuce.fr received more than 3 million visitors