



3 true stories about what makes a ToD service valuable

Benoît Jaby, Global Solution Manager for Transportation on Demand (ToD), Transdev Group

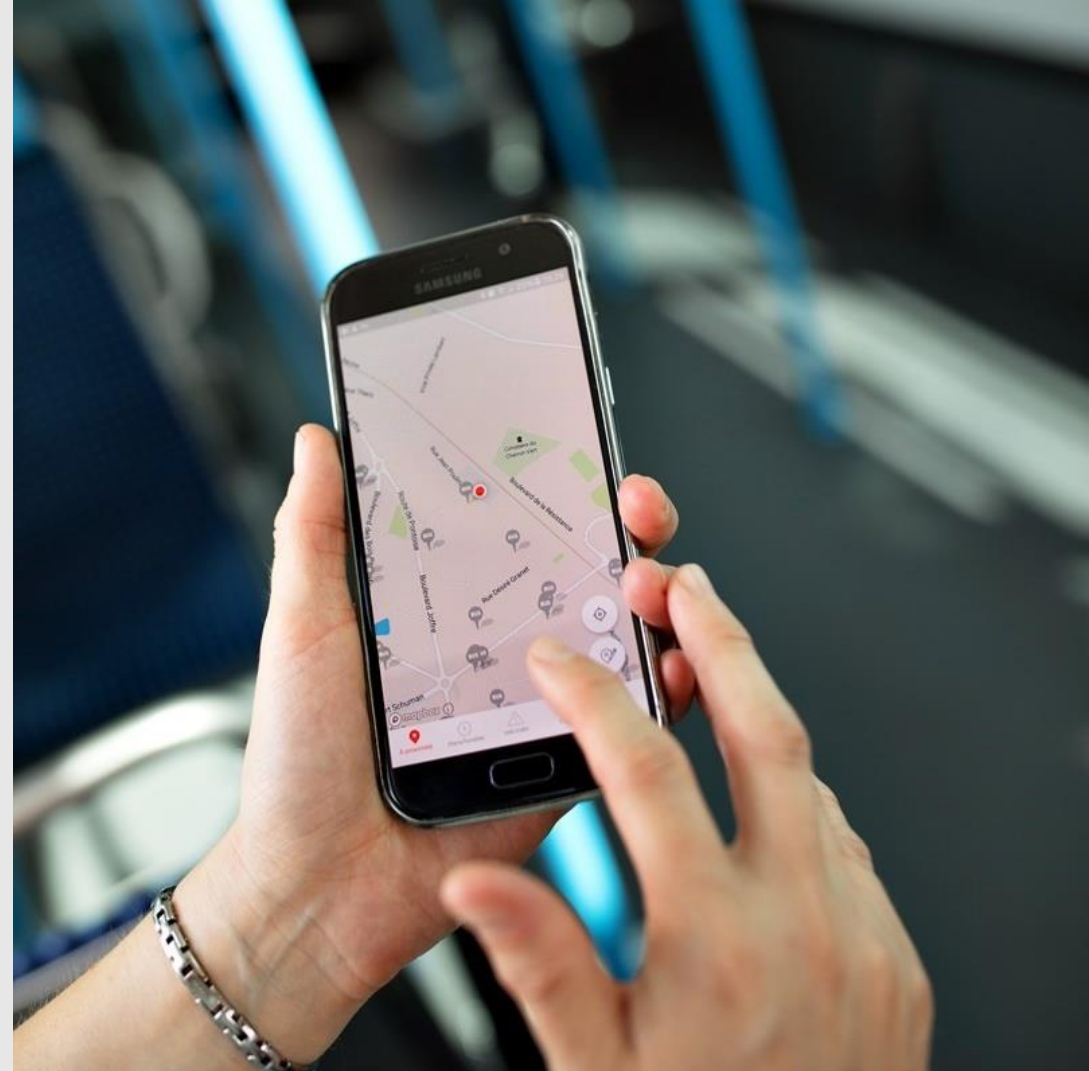
UITP Global Summit, June 11th, 2019



MOVE

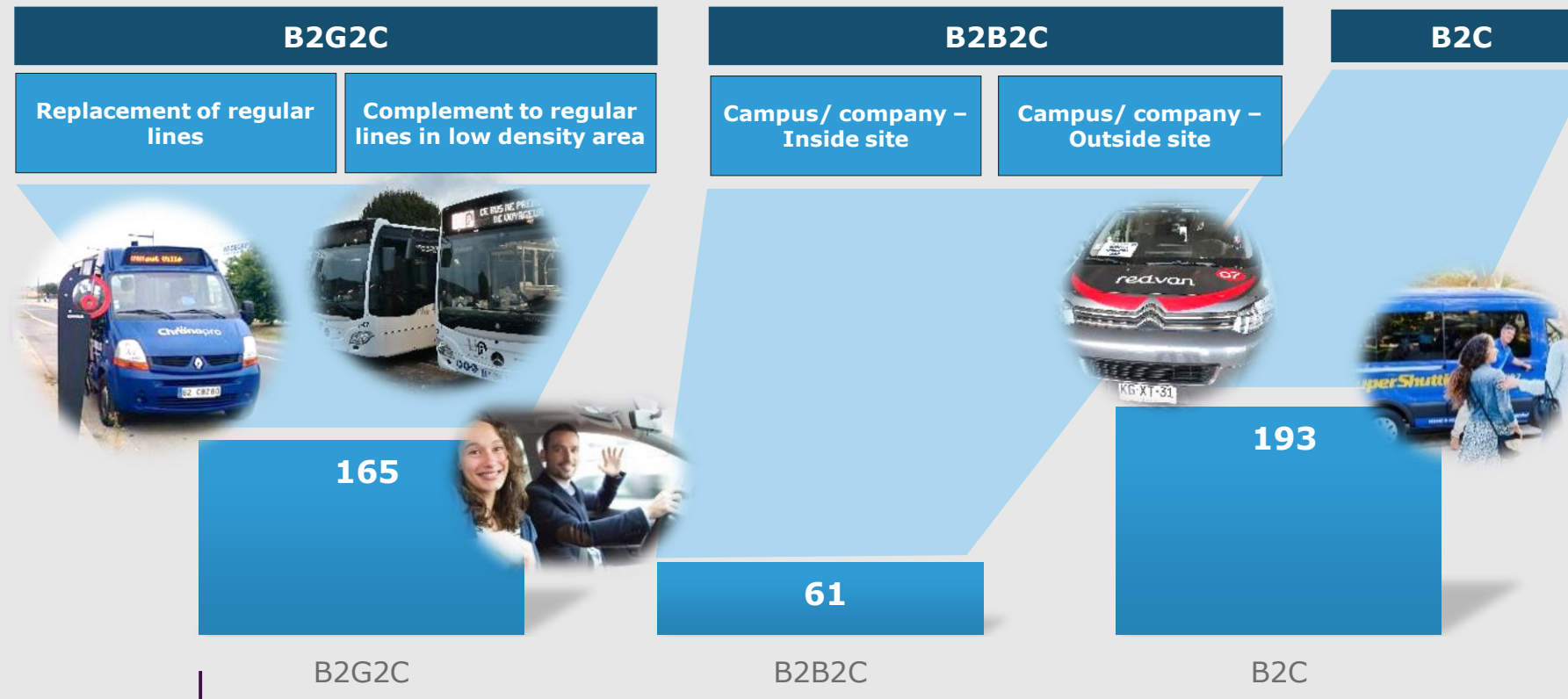
Questions and thoughts?

What does Transportation on-Demand mean to you?



ToD @Transdev includes both traditional businesses and innovative mobility solutions

OVERALL POPULATION



SPECIFIC POPULATION



40+ frameworks

590 M€ turnover

10% of Transdev activity

2018

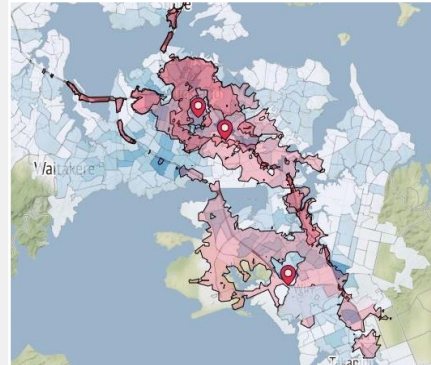
Digitalization has narrowed the time and space perception of customers



The biggest challenges for Public Transportation on Demand



Embrace state-of-the-art digital Tech



Successfully address mobility needs

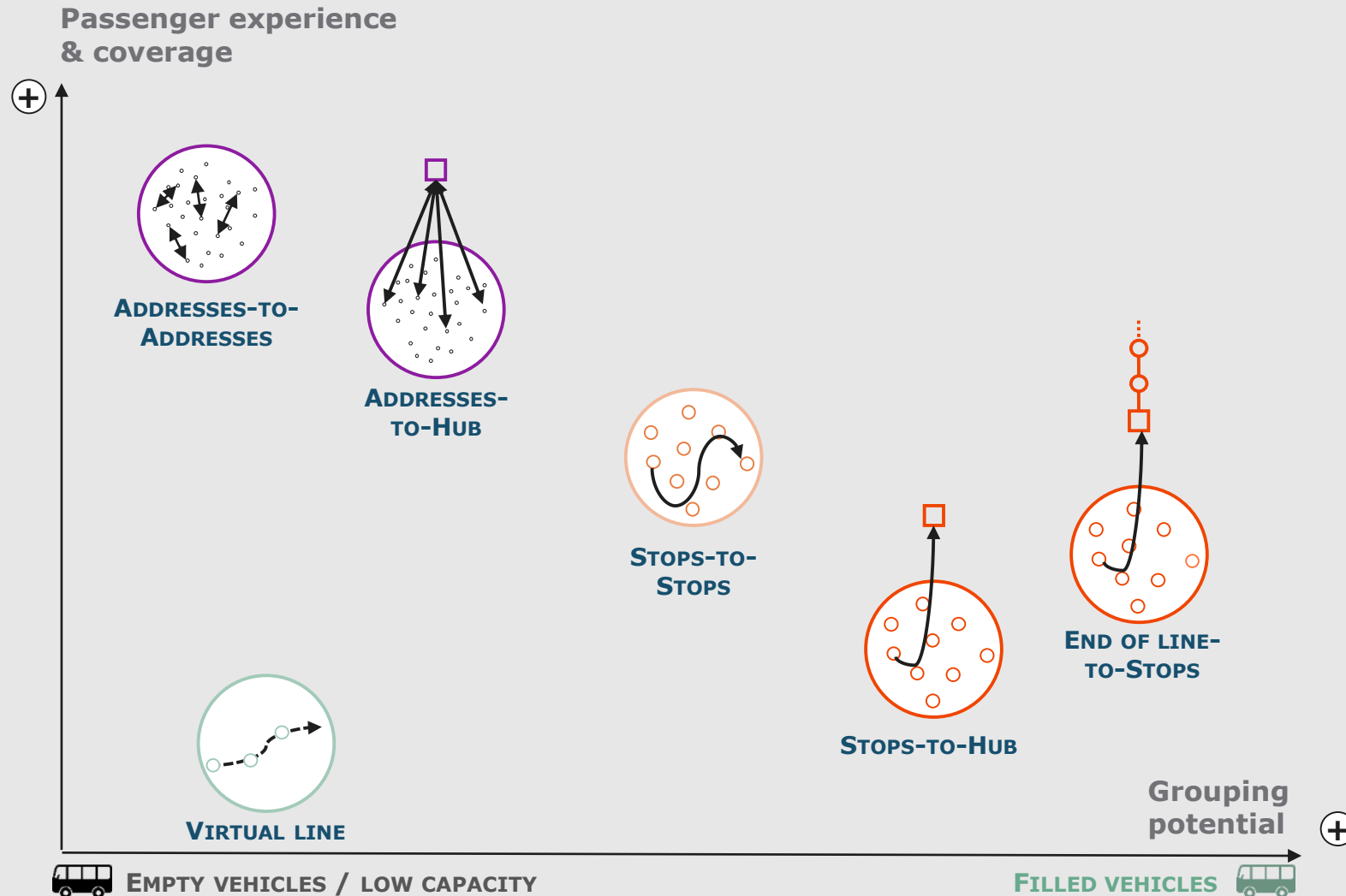


Foster public transportation ridership



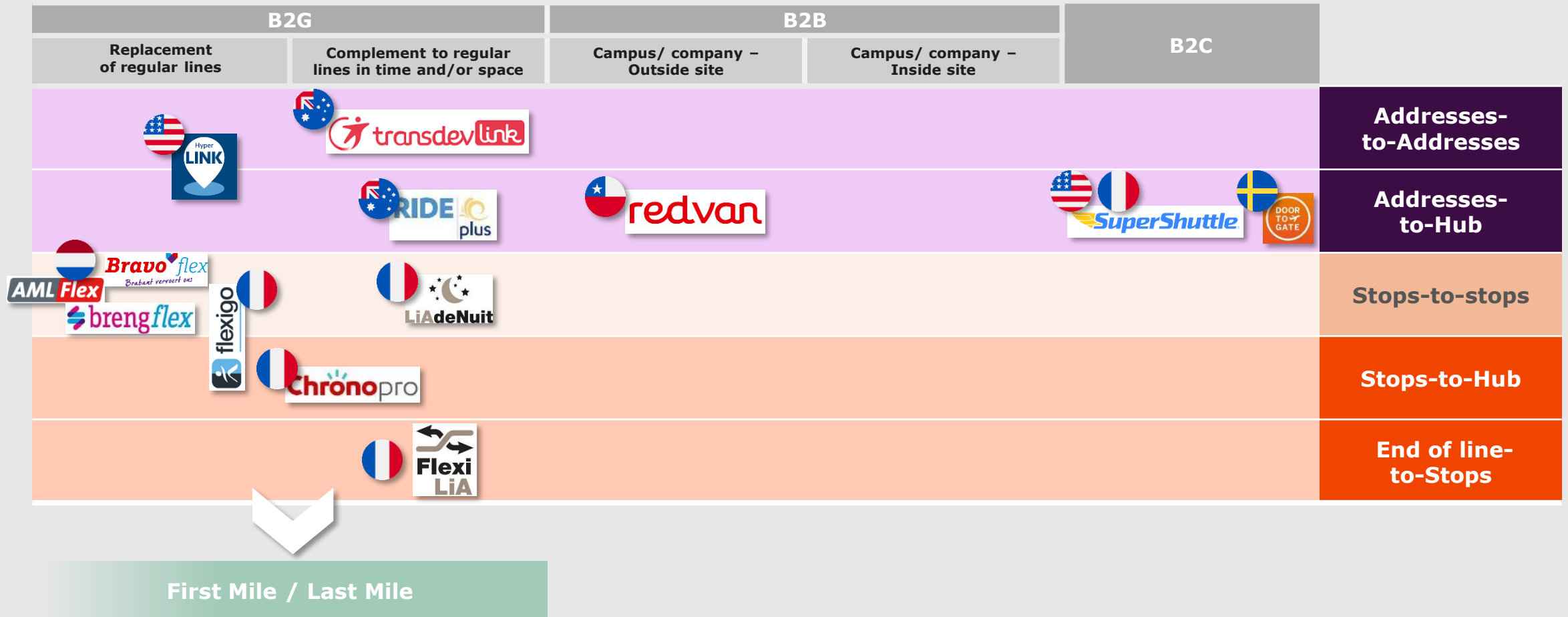
Build & run sustainable economical models

Finding the right balance in on demand service types for Public Transit



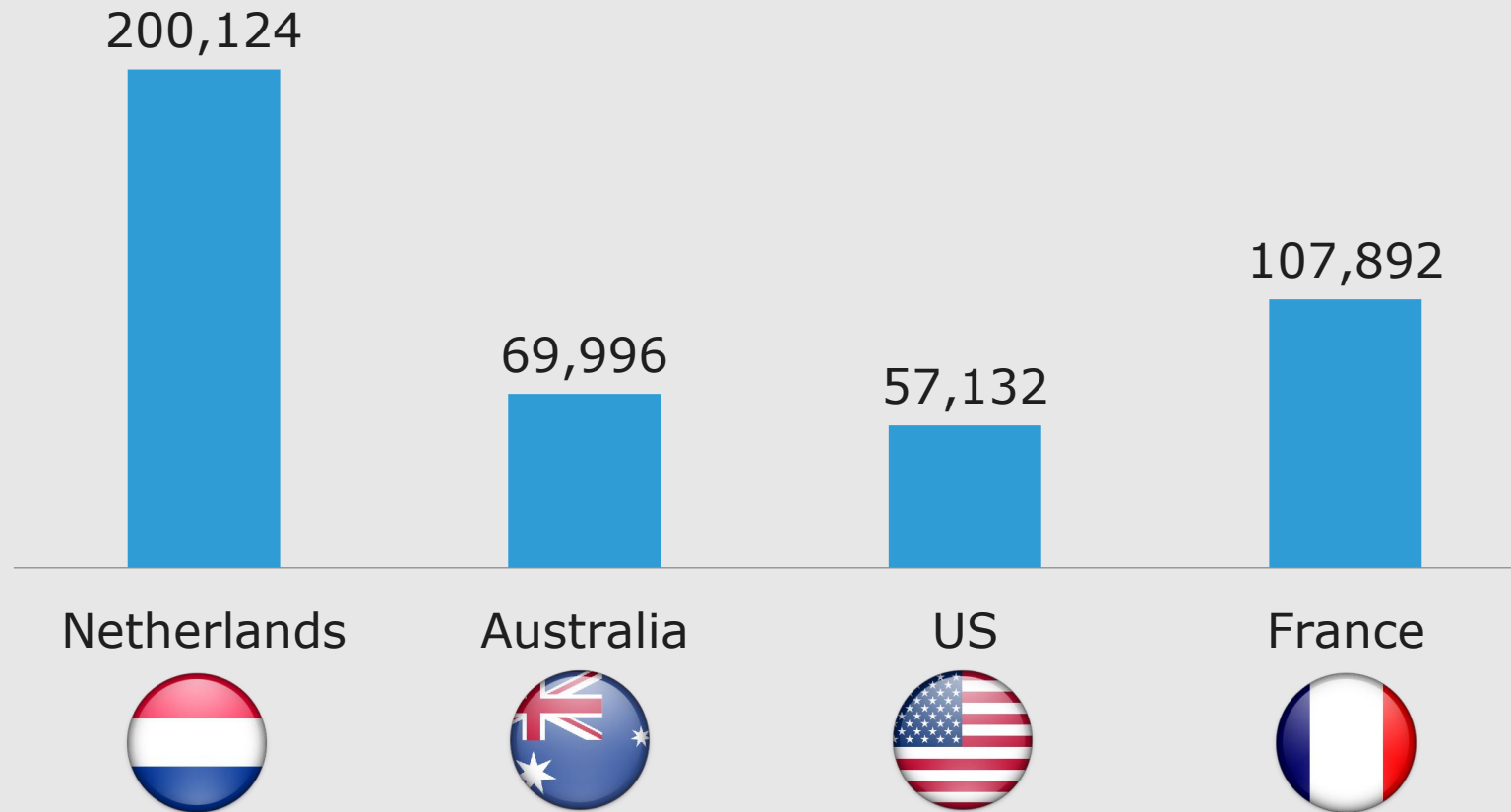
Regular line only operated after a demand	Virtual Line
Connexion between a Hub and any addresses in a defined zone	Addresses-to-Hub
Connexion between any addresses to any others in a defined zone	Addresses-to-Addresses
Connection between stops in a defined zone	Stops-to-stops
Regular line serving on-demand stops beyond terminal point	End of line-to-Stops
Connexion between a Hub and on-demand stops in a defined zone	Stops-to-Hub

Transdev's connected ToD activities around the world adapt to specific mobility needs



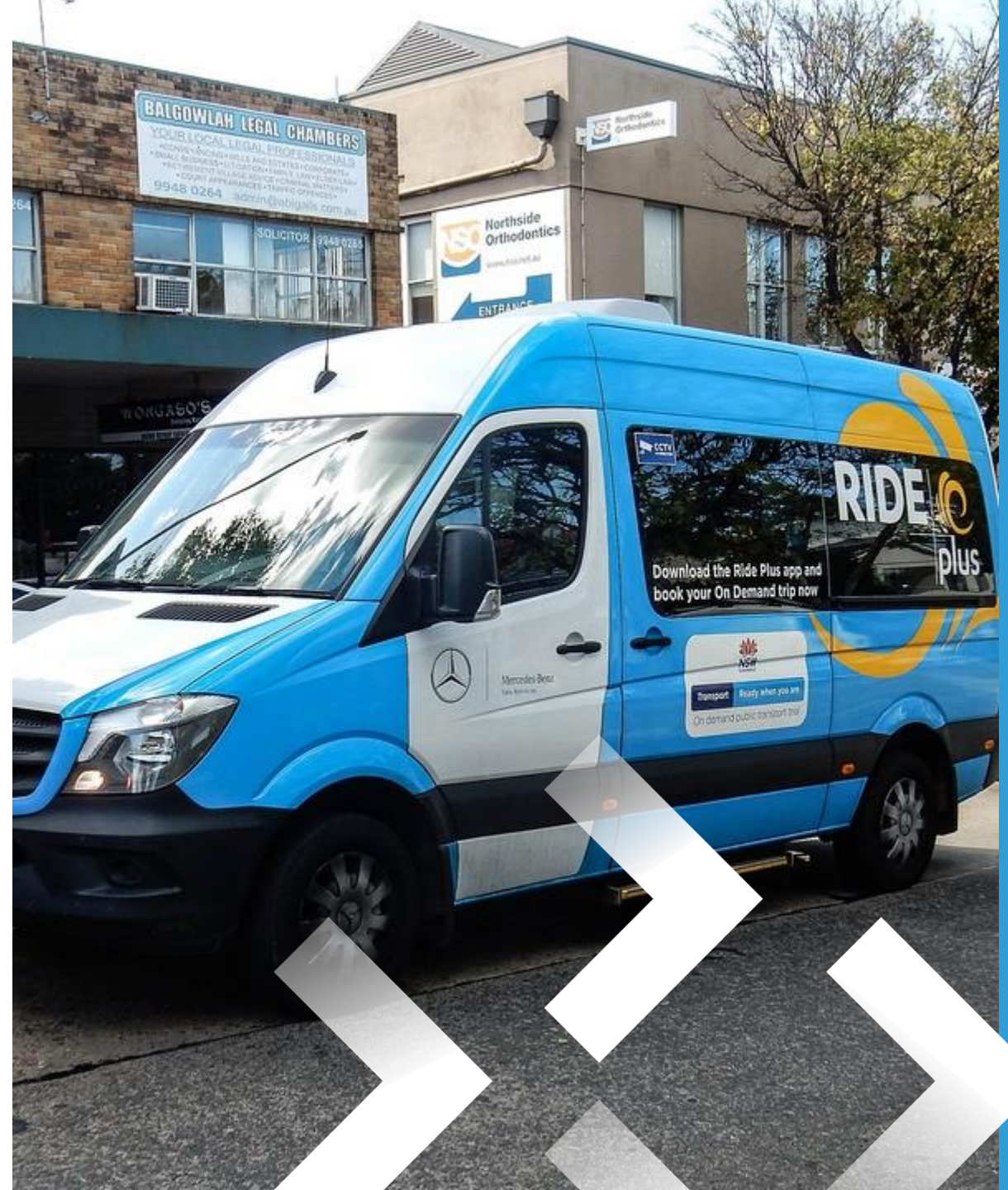
Connected* on demand public transport services★ by Transdev deliver around 500k trips per year

Estimated number of annual trips (2018)



* With digital interface for passenger
★ excluding all B2B and B2B activities

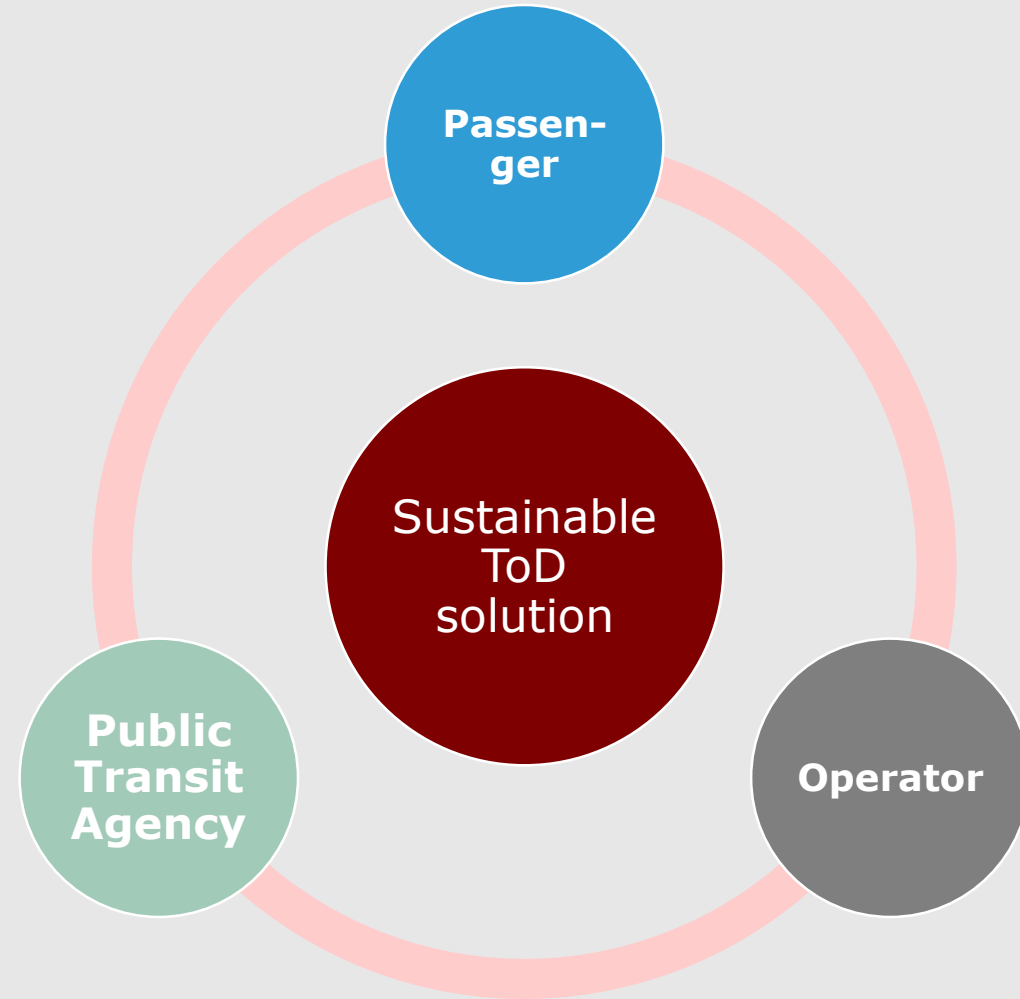
Building valuable First Mile - Last Mile Solutions



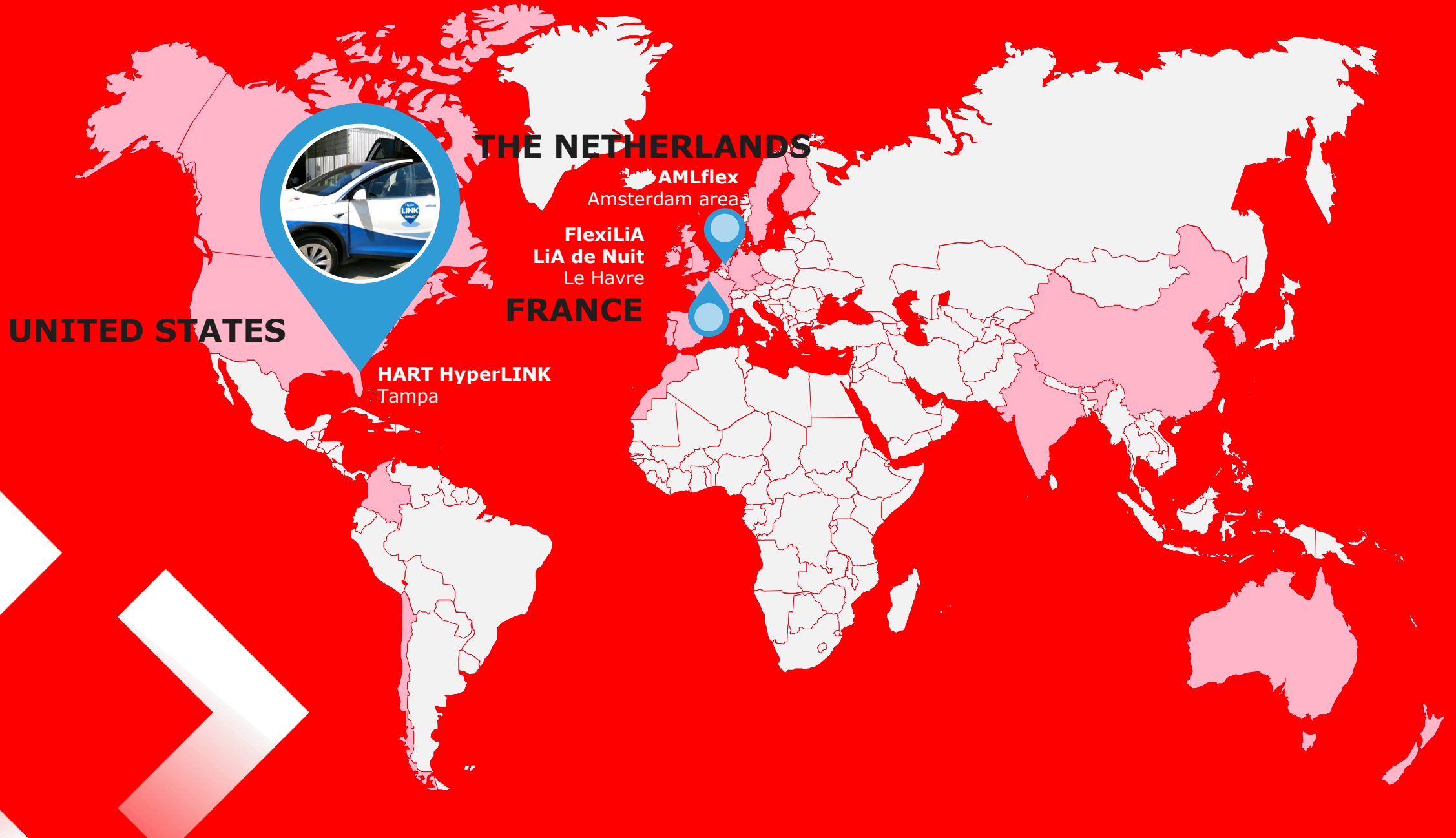
Win-win-win scheme for successfully complementing regular Public Transit with on demand solutions



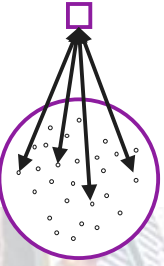
Even optimized by latest computational capabilities and digital tools, Public ToD remains economically challenging



DEEP DIVE ON 3 CONNECTED TOD SOLUTIONS



HART HyperLINK (Tampa, Florida, USA) brought an unequalled passenger experience to Public Transit



Objective of HART HyperLINK:

Increase access to transit for underserved communities

Complement to PT

4 zones (3-mile radius)

App

Real-time routing

\$1 from/to stops
\$3 otherwise



Key figures:

- Contract from November 2016 to June 2018
- 16 vehicles
- 20 drivers
- 57k+ pax/year

Passenger



PTA

Operator

DEEP DIVE ON 3 CONNECTED TOD SOLUTIONS

THE NETHERLANDS

AMLflex
Amsterdam area



FlexiLiA
LiA de Nuit
Le Havre
FRANCE



UNITED STATES

HART HyperLINK
Tampa



AMLflex (Amsterdam area, NL) allows to optimize Public Transit budget whilst improving service quality and ridership

Objective of AMLflex

Within a large PT concession,
replace inefficient regular lines

Stop-to-stop

7/7 15h/day

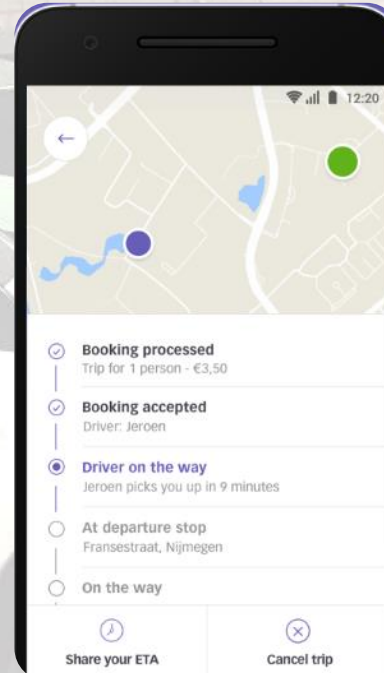
Passenger &
driver apps

Real-time
routing

Plan-book-
pay enabled

Key figures:

- Launched in 2017
- 16 4-seat cars
- 18 pax / vehicle / day



Passenger



PTA



Operator

DEEP DIVE ON 3 CONNECTED TOD SOLUTIONS

THE NETHERLANDS

AMLflex
Amsterdam area



FlexiLiA
LiA de Nuit
Le Havre
FRANCE

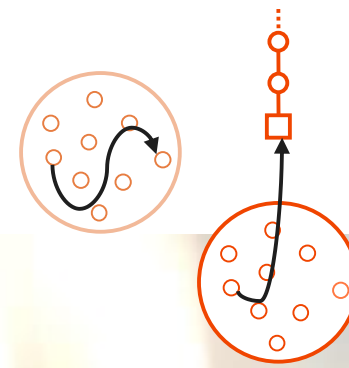


UNITED STATES

HART HyperLINK
Tampa



In Le Havre, Normandy, France, Transdev extends LiA Public Transport coverage both in time and space



FlexiLiA

Launched	Sep. 2018
Type of service	End of Line-to-Stops Daytime
Business model	Fully part of PT system
Passenger cost	€1.80 (PT single ticket)
Ops. model	Classical PT Bus Ops. + Drivers training



LiAdeNuit

Launched	June 2018
Type of service	Stops-to-stops Overnight
Business model	Funded by the PTA (majority) and user – fixed capacity
Passenger cost	€1.80 (PT single ticket)
Ops. model	Partnership with Taxi/VTC

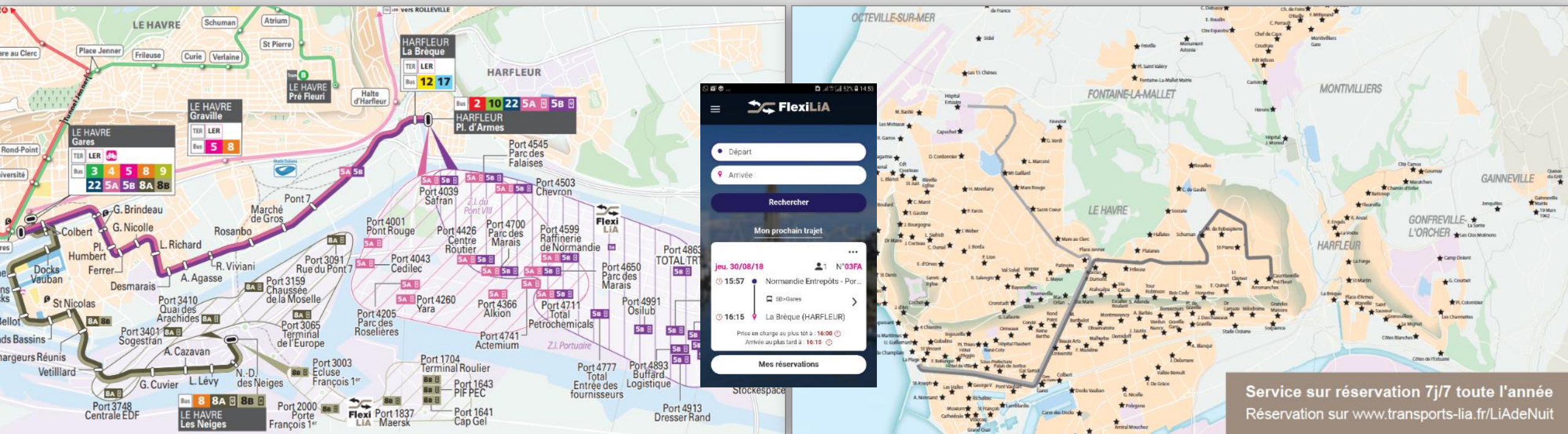
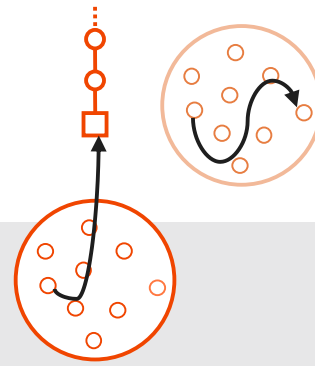
In Le Havre, Normandy, France, Transdev extends LiA Public Transport coverage both in time and space



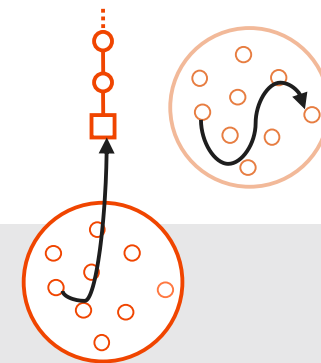
FlexiLiA




LiAdeNuit



FlexiLiA and LiA de Nuit draw sustainable and valuable economics for all stakeholders



FlexiLiA



- 11  (up to 70 pax capacity)
- ~15€ per pax / trip (~10km)



LiAdeNuit

- 4 to 5  (8 seats)
- ~9€ per pax / trip (~6km)


Passenger


- Better coverage (200 companies vs. 20)
- Same price as  with extended coverage (area)
- -90% / -95% vs. 

- Same price as a , with extended coverage (area and frequency)
- -84% / -80% vs. 



PTA

- Cheaper (-30% than previous service)
- Cheaper (-50%) than 

- Same budget as previous night service for an extended offer: "24/7 public transit"
- +40% / +55% vs.  (cost for guaranteed capacity)

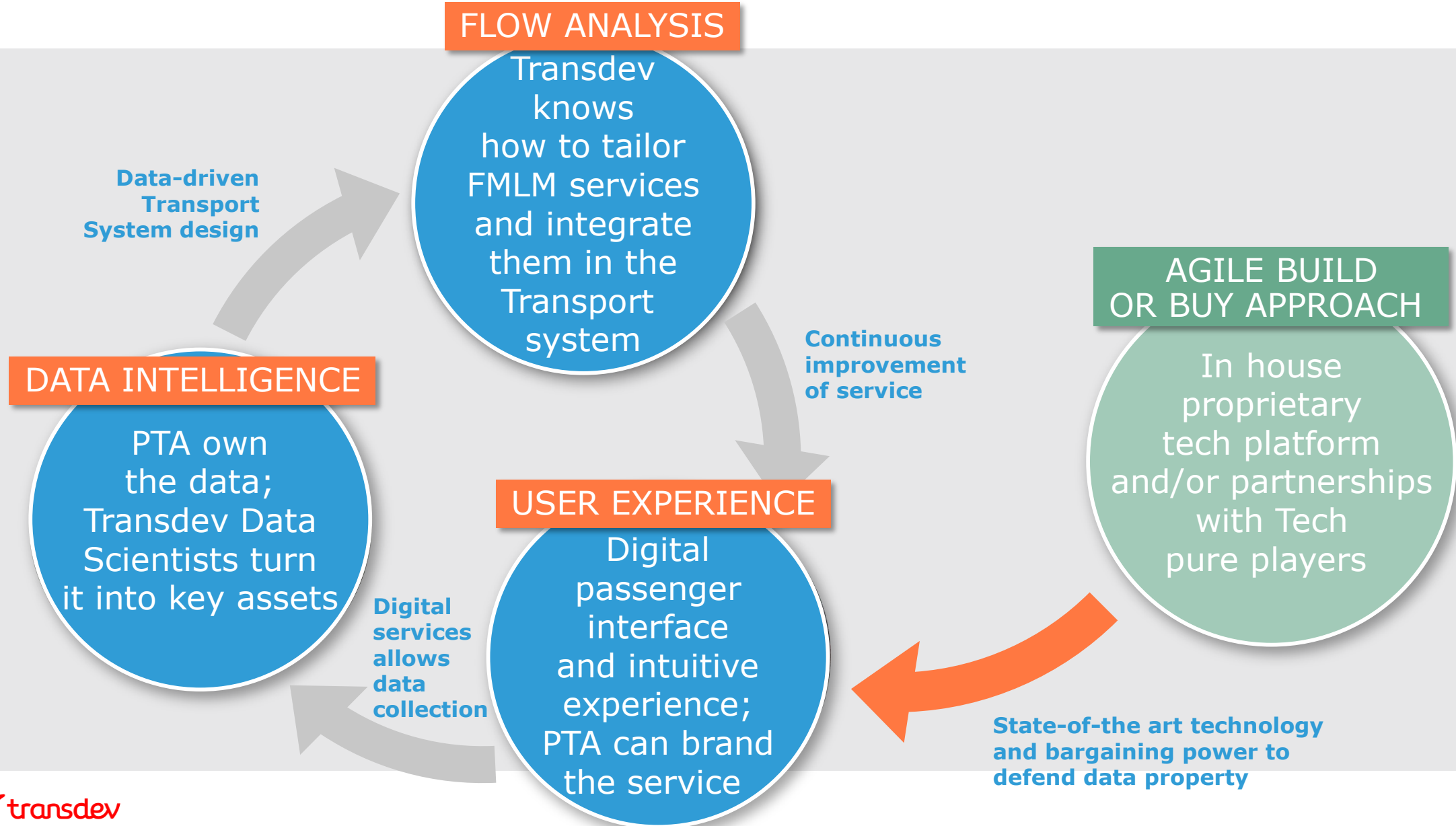


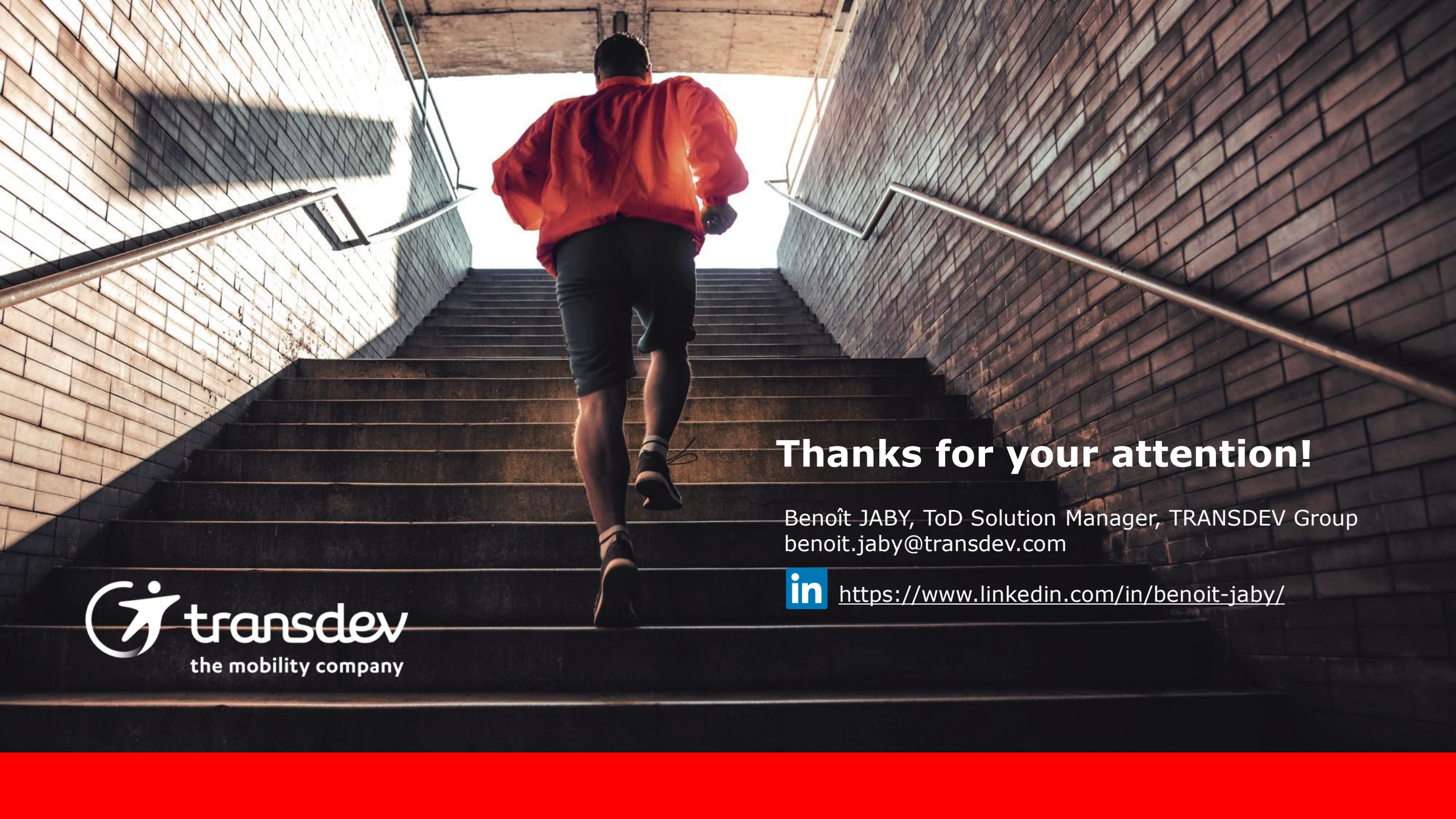
Operator

- economically viable operations



Transdev delivers the various components to make Public ToD work





Thanks for your attention!

Benoît JABY, ToD Solution Manager, TRANSDEV Group
benoit.jaby@transdev.com

 <https://www.linkedin.com/in/benoit-jaby/>

