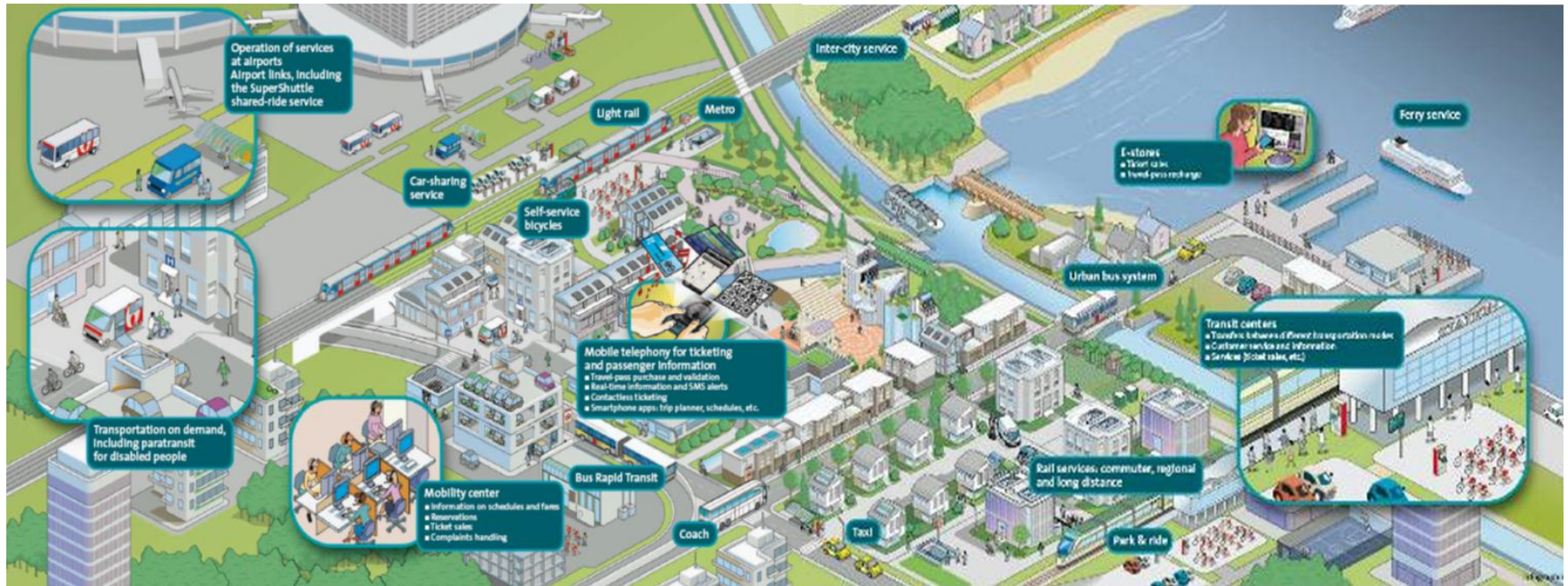




# Smarter Mobility

“**The** Smart Move - Progress Towards Intelligent Transport Systems”  
Dublin, June 2013

# Transdev manages transport services for Public Transport Authorities



## Multi-modality – Intermodality – New mobilities

# We target to position Transdev as a leading mobility operator to help improve the competitiveness of the local territory

- A transversal positioning across the citizen needs: walking, cycling, eco-mobility, public transportation, individual cars (incl. info on congestion, parking, tolls, ...)
- Innovative solutions to face new needs in urban, intermodal and digital mobility
- Increase of On Demand Mobility in our global business portfolio




Mobility inspired by you.

# Digital services: a long-standing strategic investment from Transdev

## ➤ 2001 - Creation of Cityway

Subsidiary 100% owned by Transdev

Advanced travel simplifying products and services 

## ➤ 2012: A worldwide partnership with IBM

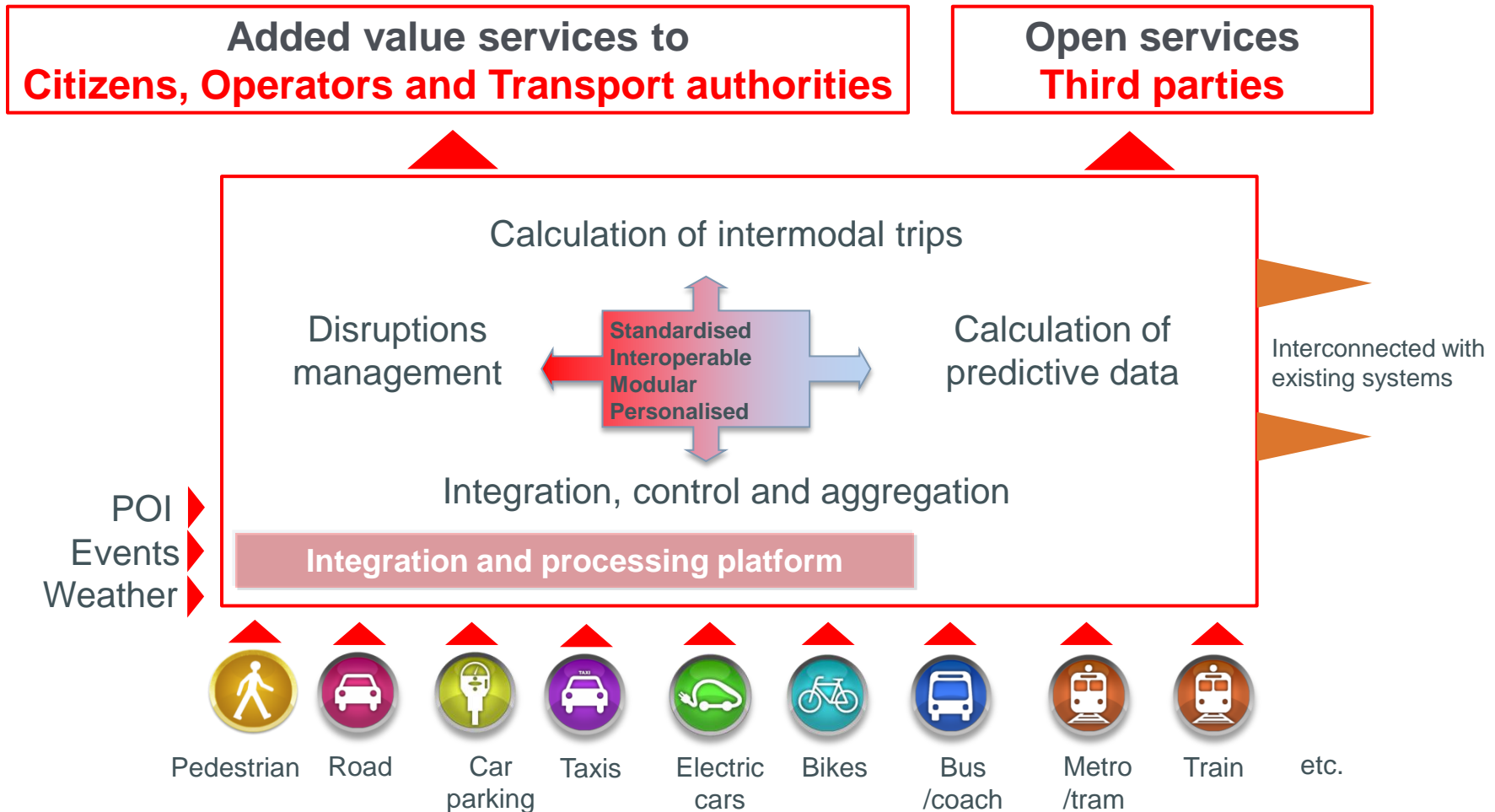
A 7-year contract to help cities alleviate road congestion, optimise transport infrastructure and improve the urban traveller experience.



# Our Strategy: enhance the value of mobility data and develop new added value services

- Transdev proactively supports open data initiatives and is committed to support our client in the implementation of their open data policy
- Transdev Smarter Mobility services gather and transform all the mobility data (public or private, open or not), in order to give them the largest global integration under the control of Public Transport Authorities
- Global integration through new services developed by independent stakeholders or directly by Transdev
  - Targeting citizens: example of Urban Pulse
  - Targeting Public Transport Authorities or local government needs
  - Targeting private companies existing or start-ups

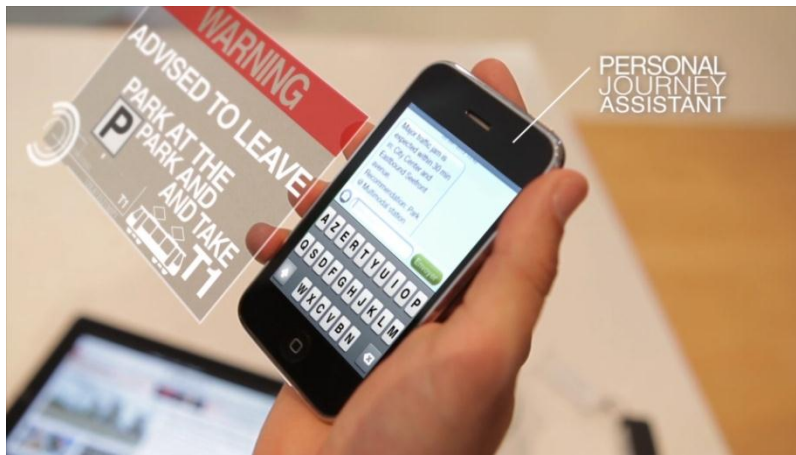
# Smarter Mobility: General concept





# Smarter Mobility aims to improve the customer experience

- It is a tool **to connect the various networks and modes**  
“If we want multimodal travellers, we need first-rate multimodal information”
- It is a **high value service for people**
  - Plan their trip with all available mode combinations and with reliable information on travel times and related costs
  - Manage their trip according to events/disruptions



...information on the move



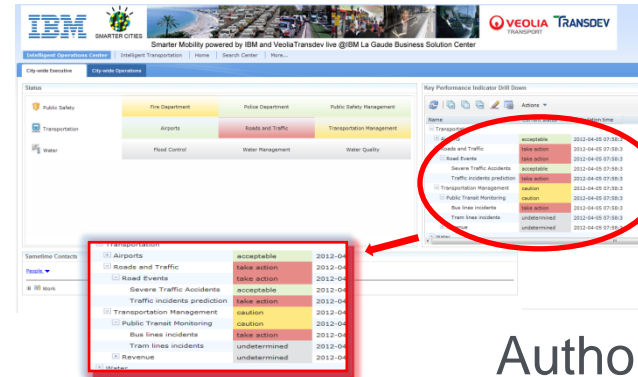
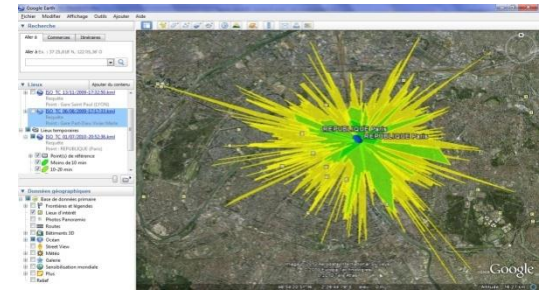
...up to one hour in advance with predictive real time information

# It is about exceeding expectations and performance

- It is a tool for operators and Public Transport Authorities to coordinate mobility



Operators



Authority

- Optimise the service offer as a whole (and not within one silo)
- Coordinate the operators



# Offering: A range of products and services

## → Seamless, easy, high performing

### Products



- Multimodal real time and **predictive** Trip Planner
- Multimodal and multi partners data base management
- Disruption management



### Solutions

- Applications for mobile phones
- Websites dedicated to transport
- Call centres



### → For your City

- A comprehensive, holistic solution that empowers city stakeholders to optimise urban travel and transit management continuously, using multimodal real time and predictive information



# Grand Lyon (France): the Optimod' project



Using ITS to reduce urban congestion for people and goods

Coordinator: Grand Lyon (Greater Lyon/ urban community of Lyon)

Duration: 2012-2014

Budget: €7 million

Project co-funded by ADEME (French Agency for Environment & Energy Management)

A public-private cooperation, between Grand Lyon and 11 partners

- **8 businesses:** Renault truck, IBM, Orange Business services, **Cityway**, Phoenix ISI, Parkeon, Autoroutes Traffic and Geoloc Systems
- **3 transport and economy research centres:** LET, CETE, LIRIS

## Objectives by 2020

- 8% modal shift from car to public transport
- Reduction of 200,000 tons CO<sub>2</sub>
- Gain of €83 million revenue

100% Transdev subsidiary for digital services

# Grand Lyon (France): the Optimod' project

Every day urban transportation is responsible for 30% of CO<sub>2</sub> emissions

- 4 million trips (2 million by car)
- 58% of car trips are less than 3km
- Occupancy rate of private car 1.02

OPTIMOD' Lyon centralises in a **UNIQUE PLATFORM** all mobility data (network topology, relevant schedules, weather forecasting, ...)

- in real-time
- for people and goods
- for the whole transport network (routes, PT, trains, bikes, car sharing, carpooling...)
  - to enable mobility decision makers to coordinate their actions
  - to provide the ADEQUATE information to end-users

The unique platform consolidates and processes data for **3 key experiments**

1. Traffic prediction up to one hour
2. Multimodal real-time and predictive personal traveller assistant on mobile phone: Smart Move
3. Optimising delivery round tool

# SISMO: integrated system for mobility services in the Oise region

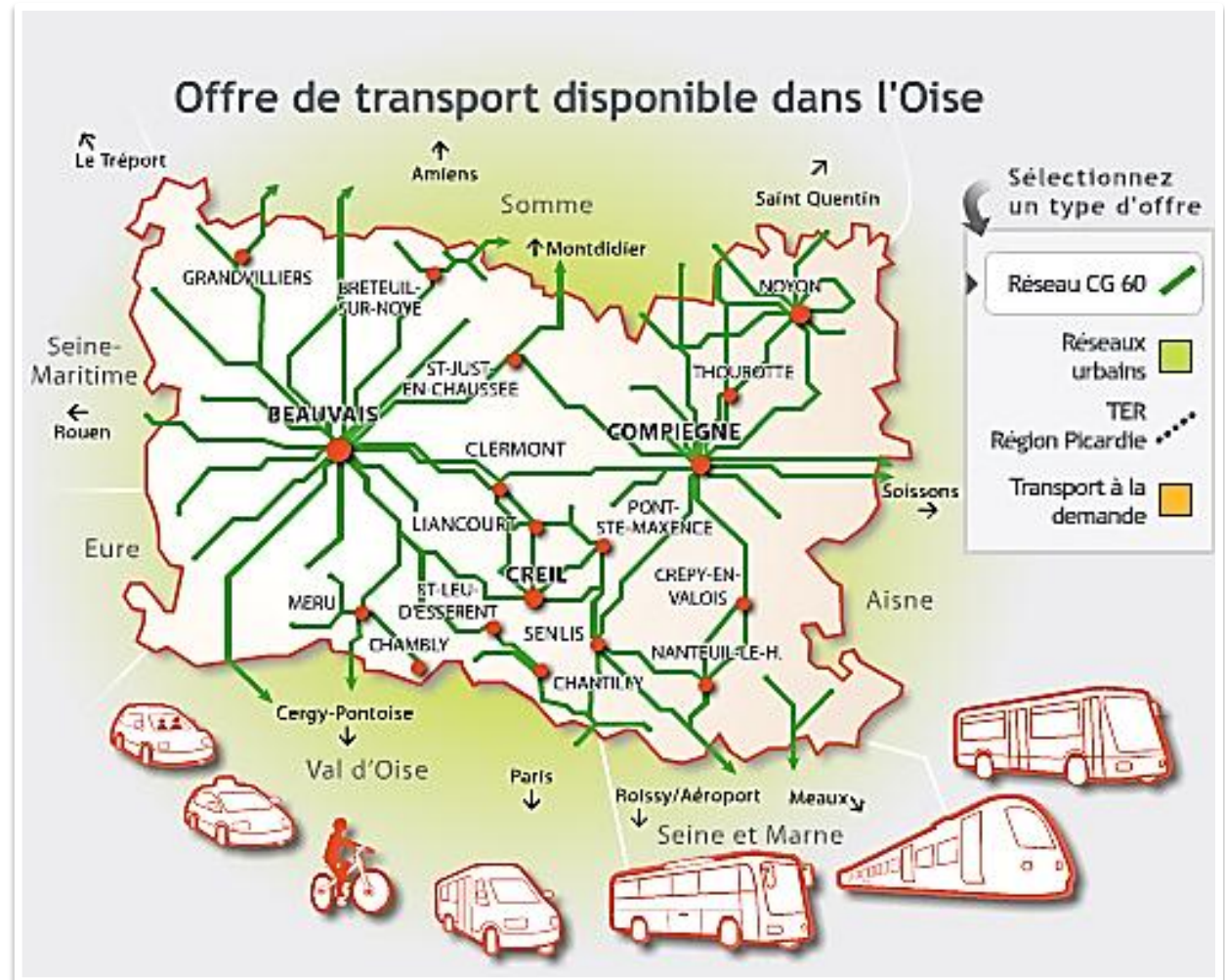
## OISE

800,000 inhabitants

13 authorities

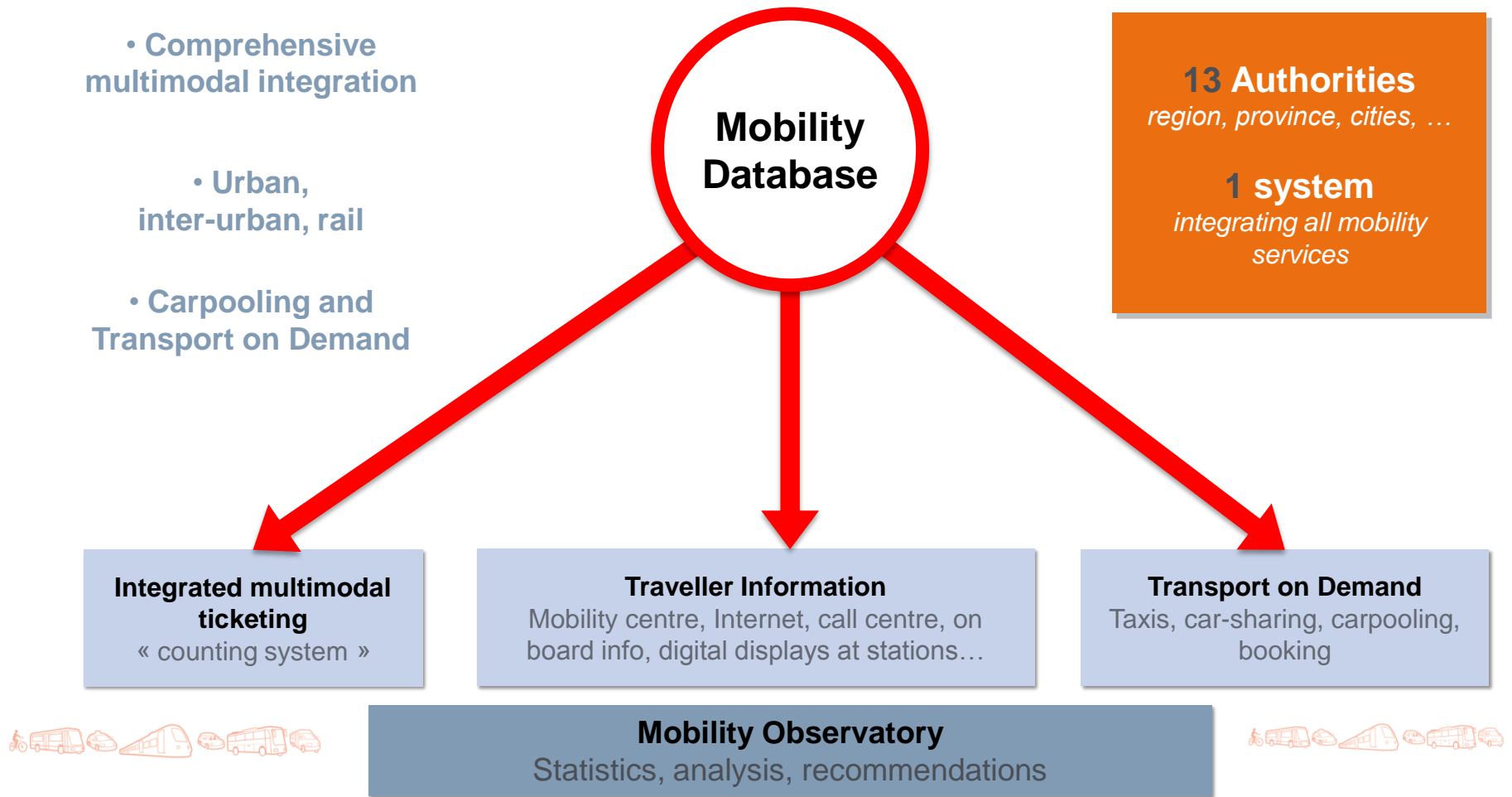
Adjacent to region of

Paris



# SISMO

System integrating all mobility services





# Thank you



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