

# On-demand transport: a customised mobility solution

In early April 2023, a few months after it began operating public transport in Perpignan, Keolis extended and modernised on-demand transport on the network with the launch of Sankéo Résa. This service now covers all the outlying municipalities on the edge of the city and provides a better response to the specific needs of employees in major employment areas.

At a time when consumption is increasingly personalised, Perpignan is far from an isolated case. Both in France and abroad, Keolis is deploying, or helping its clients to deploy, on-demand transport services in almost all the networks it operates. These systems cater for mobility needs that are not covered by traditional transport provision.

Today, over 80 Keolis networks around the world offer on-demand mobility services, including most of the Keolis networks in France.



Since April 2023, Keolis Perpignan Méditerranée has deployed "Sankéo Résa", a new transport service based on dynamic reservations.

Often wrongly compared with private hire vehicles, on-demand transport – apart from carrying a passenger from A to B – is a collective, personalised mobility solution that is adapted to local needs while remaining simple and easy to use for all passengers.

Annelise Avril - Senior Executive Vice-President for Marketing, Innovation and New Mobility Services at Keolis



On-demand transport services address a variety of specific needs. Through its many deployments, in France and abroad, Keolis has gained expertise in the implementation and development of on-demand mobility services tailored to the specific needs of each local area. The Group gives the quality of the passenger experience a central place when designing services and aims to guarantee access for all passengers. In addition, operations and economic performance are optimised using powerful tools to adapt routes and manage vehicle flows as efficiently as possible.

# On-demand transport: a response to a mobility need

## On-demand transport: tailored mobility solutions...

The goal of all transport authorities is to satisfy the travel needs of all the residents of their area. But some regions cannot operate a regular mobility service due to their specific geographical characteristics (low housing density, wide area etc.).

Faced with this challenge, Keolis offers a transport solution as a back-up to conventional regular lines that can refine existing services: on-demand transport.

These services, which operate based on user demand, offer every resident a simple, efficient mobility solution, streamlining travel and reducing the modal share of cars.



Present on the vast majority of the Group's networks, mobility-on-demand solutions can be adapted to the specific geographical and time constraints of the service to be provided.

The benefits? Multiple services can be offered: fixed routes and timetables triggered on demand, transport to one point from another in the same zone, feeder services to or from major demand generators (stations, major businesses etc.).

Today, nearly 95% of France's urban networks operated by Keolis have put one or more on-demand transport solutions in place in response to very different problems.



## ...to meet the needs of each local area

The flexibility of the transport on demand offer makes it possible to address a variety of use cases and offer passengers a service for the first and last miles in the outer suburbs of cities, but also a more extensive service in the evenings and at weekends, dedicated services for transport to stations or airports and specific services for business parks.

Each transport on demand service has its own specific features and responds to a particular problem in a given area.

### Keolis on-demand transport offer

- 80 Keolis networks worldwide offer the on-demand transport service
- 2.5 million annual trips
- Up to 98% booked via smartphone

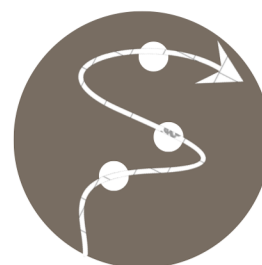
# The 3 families of on-demand transport

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## 1. Virtual line on-demand transport

This system enables passengers to book a journey from any departure point to any arrival point, as long as they lie on a predefined virtual line.

The vehicle follows this virtual line and stops wherever passengers have booked journeys. The services operate like a regular line with a defined timetable, except that the journey only takes place with prior bookings.

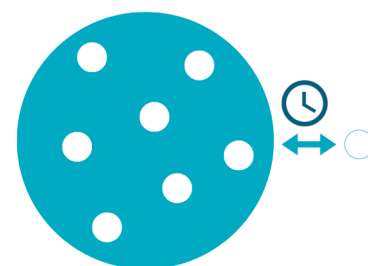


Virtual line

## 2. Convergent/divergent on-demand transport

In this system, passengers book their journeys to a destination geographical area or from a high-traffic hub such as a station, hospital or metro or tram stop.

The arrival or departure times may be predefined or freely chosen within a given time interval.

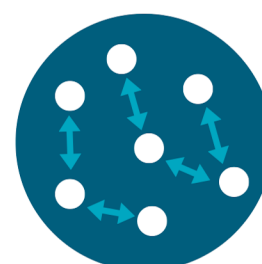


Convergent/divergent

## 3. Zonal on-demand transport

Here, passengers book a journey within a specific geographical zone. The vehicle operates within the zone and stops at defined points to pick up passengers who have booked transport.

The passenger is free to travel from or to any of the stops in the zone, without restriction, depending on the day and the amplitude of the service's operation.



Zonal



# On-demand transport adapted to each area: a world tour of solutions offered by Keolis

## • Completing the mobility offer

In the Eurometropolis of Strasbourg, Compagnie des Transports Strasbourgeois (CTS) is the operator of the urban bus network, with support from Keolis. Flex'hop, the on-demand mobility service, operates across 25 municipalities in the outer suburbs of Strasbourg, including 11 feeder points to and from the main network. The Flex'hop dynamic ODT service completes the current bus system by offering more possibilities of routes in areas not served by public transport over a wide time span [5 am to midnight every day].

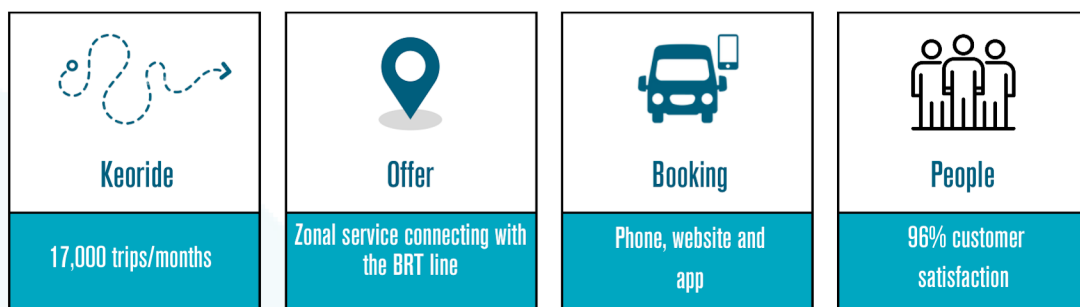


## • Covering the first and last mile to and from major regular routes



In Australia, in the state of New South Wales, Keolis Downer has been operating the Keoride on-demand transport system since November 2017. This service links residential areas with the bus rapid transit (BRT) line joining the Northern Beaches with the city centre. The tool's algorithm can calculate the most efficient route for the number of passengers and optimise the ride sharing rate.

Since the service was launched, the community has taken Keoride to its heart, particularly appreciating its flexibility, reliability and high quality of service. According to a study in June 2020\*, the majority of customers use Keoride to connect with B-Line buses [78%], and 57% would have used their cars if Keoride was not available.

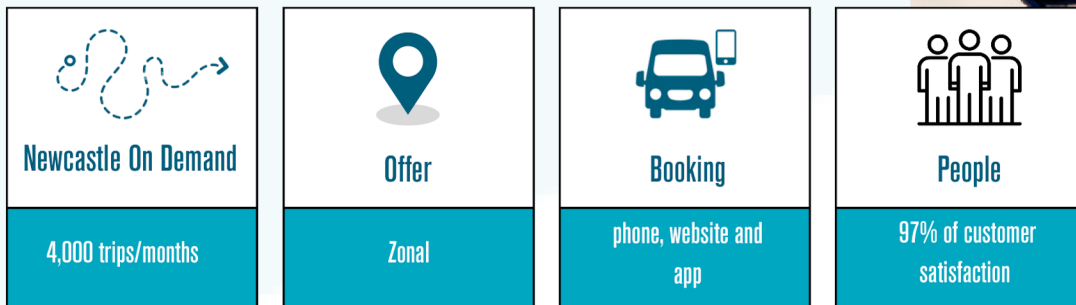
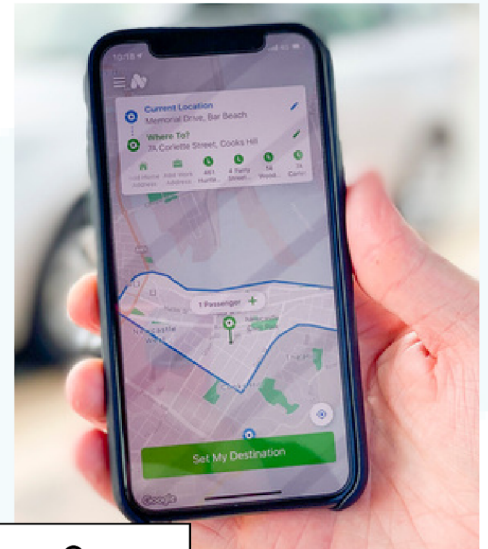


The ride sharing rate refers to the percentage of journeys made by a single vehicle with several passengers on board. In other words, it measures the frequency with which passengers sharing a single journey are transported together in the same vehicle for ODT trips. The higher the ride sharing rate, the more efficient the service, because this reduces the number of vehicles needed to provide the journeys, contributing to more sustainable use of transport resources. It can also have a positive impact on passenger waiting times and the overall cost of the service.



## • Simplifying services for residential districts

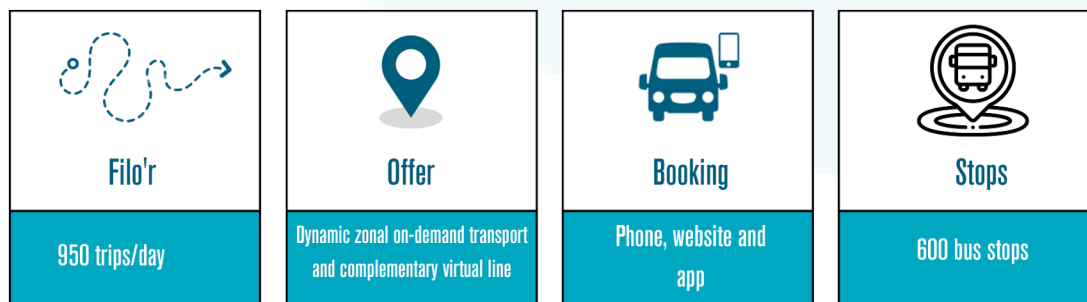
On-demand transport completes the provision offered by conventional bus lines to serve residential districts. This is the case with "Newcastle Transport On Demand" in Australia, which supplements and optimises the existing bus network by offering greater mobility towards the city-centre business district and other transport systems, such as the Newcastle transport hub [a station that acts as a terminus for two rail lines, a tram line and several bus lines], the tram and bus networks and Broadmeadow station [a regional hub].



## • Offering more mobility to people living in the outer suburbs

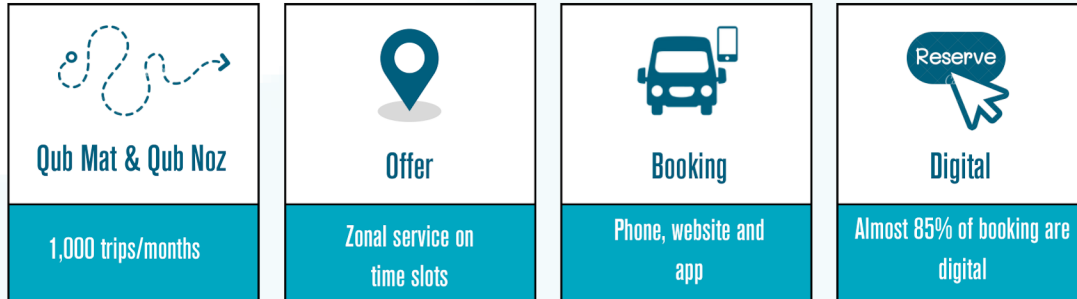


The Filo'r ODT service, operated by Keolis in the city of Rouen, was designed to meet the travel needs of residents in rural and outlying suburban areas, where regular bus lines are often infrequent. The service covers 37 municipalities around Rouen, offering transport within these residential areas and connections to the network's regular routes. Bookings can be made up to 30 minutes before the required departure time.



## • Expanding the hours of regular lines

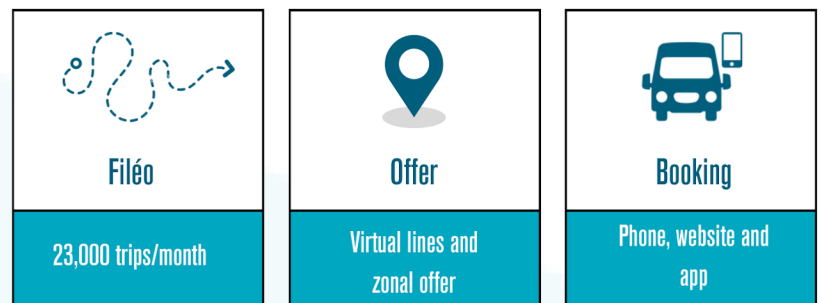
In Quimper, the two on-demand services Qub Mat and Qub Noz expand the limits of the network's timetable between 6 and 6.45 am and between 8 pm and midnight respectively. This ODT system widens the operating hours of public transport with services early in the morning and late in the evening. It operates almost 1,000 journeys a month for both commuters and leisure users.



## • Facilitating mobility for night-time workers



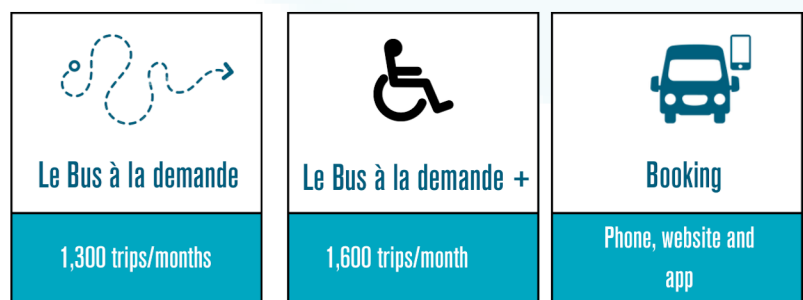
The Filéo service, one of the largest on-demand transport services in France, meets the travel needs of employees from all the municipalities neighbouring Paris CDG airport [spread across the departments of Val-d'Oise, Seine-et-Marne and Seine-Saint-Denis], most of whom work shifts or at night. Filéo serves the businesses in the Roissy airport area at night, seven days a week.



## • Sharing tools to offer a universal on-demand service



In Aix-en-Provence, two on-demand services operate alongside each other: "Bus à la demande" and "Bus + à la demande", with the latter designed to carry people with reduced mobility. These two separate on-demand transport services operate by sharing tools and serve both the city and its periphery.



# Dynamic on-demand transport: a digital revolution on behalf of mobility

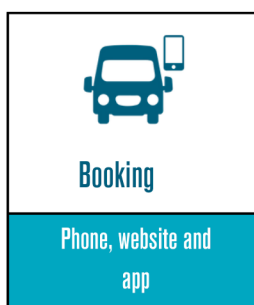
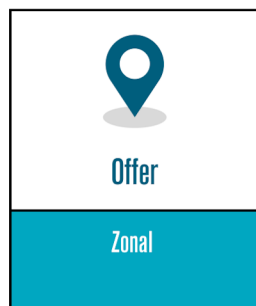
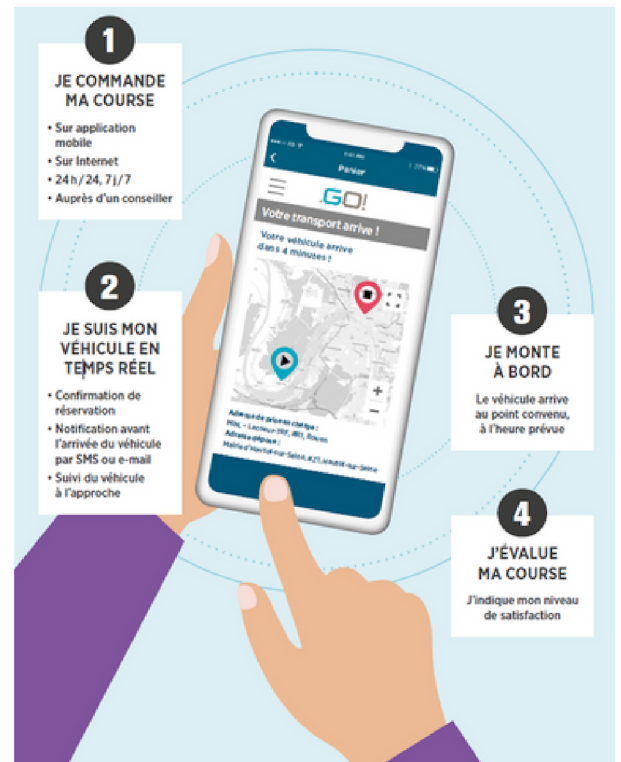
So-called “dynamic” on-demand transport offers passengers the possibility of booking their journey at any time thanks to an algorithm that dynamically calculates the best route by grouping journey requests together almost in real time.

This solution can optimise routes shared by several users. In addition, the app enables users to track the vehicle's arrival in real time. Integrated transparently into the existing network, this flexible system allows users to book, amend or cancel their journeys from their smartphones. The real-time booking function in the app offers great flexibility and considerable capacity to adapt, allowing the possibility of changing timetables and routes based on passenger demand and vehicle availability.

## • Offering a real-time service

On the TAO network in Orléans, Keolis offers a dynamic on-demand transport service (Résa'TAO) to provide a real-time solution in four outer suburban areas of the city. Bookings can be made up to five minutes before departure using the app, by phone or on the website. Nearly 25% bookings are made in the hour before travel.

Résa'TAO is also a feeder service towards the major bus and tram routes. Since the service was extended in January 2022, it has connected 100% of the city's residents to the transport network, carrying 1,800 passengers a day





# Where are the on-demand transport Keolis services?

