

• A DIVERSE RANGE
• OF USERS

• A PLACE FOR
• INFORMATION
• AND GUIDANCE

• ON THE GROUND
• WITH DIVIA
• MOBILITÉS IN DIJON

KEOSCOPIE *FLASH*

February 2023

Revealing the potential of bus stops

As the entry point to a local area and a showcase for the transport network, bus and tram stops are a key link in the mobility chain for residents and visitors. Rarely designed from the viewpoint of passengers' needs, experience and diversity, stopping points crystallise a variety of negative perceptions: stress, boredom, wasted time, discomfort, discouragement, low status, fear... These feelings are reinforced by furnishings that are often inspired by commerce or image, with little thought for the services expected by passengers.




1/3

OF PEOPLE IN FRANCE
ARE UNCOMFORTABLE
STANDING ⁽¹⁾

65%

OF PASSENGERS PLACE
COMFORT AT STOPS AMONG
THE TOP 3 PRIORITIES THAT
WOULD HELP THEM PRIORITISE
PUBLIC TRANSPORT ⁽²⁾

At a time when attracting and retaining passengers is essential, improving the visibility, comfort and information provided at stops improves the accessibility and attractiveness of public transport.

It also makes the area more desirable by facilitating access to an active life with all its dimensions for all citizens, regardless of their individual vulnerabilities. 

Sources :

(1) Data from Keoscopie studies based partly on INSEE data.

(2) Waiting data and profiles: studies by Benjamin Costi, engineer, psychologist and independent consultant, on behalf of Keois.

**A MULTITUDE OF
VULNERABILITIES ⁽¹⁾**

50%
of French people are
in a vulnerable situation in
relation to their mobility

20%
of French people aged 15
or over receive benefits for
a long-term health condition

+24%
rise in citizens aged over
60 in a decade in France,
and 39% in Australia

4 m
illiterate people in France

17%
of French people have
no sense of direction



**A key focal point where all the diversity
of society comes together**

When you look closely, bus and tram stops represent multiple passenger behaviours and needs. From a welcome break to a disruption, from a feeling of powerlessness to a comfort, the time spent waiting is part of a more or less conscious strategy of anticipation, habit or adaptation.

The impatient

These are passengers in a hurry, stamping their feet and focusing on the arrival of the bus. They might smoke a cigarette or listen to music, but their gaze is constantly seeking information about the next departure, checking the waiting time, looking at their watch. They signal to the bus, perhaps moving further up the pavement to anticipate its arrival.

The vigilant

These passengers concentrate on their personal space, protecting their privacy or their balance, hold on to their shopping trolley or pushchair or watch over their young child. Their gaze remains fixed within their personal sphere. They may sit down, but they keep a watch on those around them and look out for the bus.

The proactive

These passengers take advantage of the wait to make a quick purchase, post or read a letter, pick up a parcel or stand apart to make a phone call. They transform the wait into productive time.

The relaxed

Passengers who occupy the space more casually, with a more laid-back posture. They listen to music, gaze into space and pay looser attention to the information around them. They may also be travelling in a group, talking to each other, some turning their backs on the traffic.

Passers-by

Bus and tram stops are not only used by passengers waiting for the next transport service. Depending on their layout, they may also offer a welcome break for people who need somewhere to rest, get their strength back and recharge their batteries: somewhere to sit down and shelter from the rain or the sun before resuming their journey on foot.

More than just a stopping place – a source of information and guidance

At the convergence between town planning, urban design, passenger information and the identity of the public transport network, the design of these facilities is multidimensional. To satisfy a varied public with diverse needs, a starting point based on citizens' expectations and diversity is crucial. ■

Visible, comprehensible stops

Until now, public transport stops have melted into the background (grey against grey), but passengers prefer simple, attractive signage visible from a distance.

- Facilities identifiable from a distance, at first glance.
- Stop names that are easy to read and pronounce, linked to destinations in the area they serve.
- A number associated with each stop, to ensure that as many people as possible are informed.
- Two-way stops positioned for visibility in both directions – ideally facing each other. ■

Legible, up-to-date information

The use of digital solutions does not replace on-site information, displayed at or around the stop and viewable at any time by anyone.

- 3D plans and compass points for different modes of transport to guide people around the district and promote nearby services.
- Vertical line maps, potentially simplified to highlight the key destinations served, to help passengers understand the line and its stops.
- "Nudges" – signage based on behavioural science – to help influence behaviour (encouraging walking, combating antisocial behaviour, etc.). ■

GOOD TO KNOW

4

basic principles

- Simple information
- Enough seats
- Protection against rain, wind, sun, etc.
- Information on waiting times

32%

of passengers use transport stops as a source of information to help them plan or follow their route



Nancy: augmented signage and temporary decoration to highlight Book Week.

Orléans: festival of St Fiacre. Besançon: vegetation providing coolness in very hot weather.

Bordeaux: directional transparent area map and line plan.

GOING FURTHER

From bus stop to village square: an open location integrated into its environment, with iconic potential. From the viewpoint of community life, the issue of how waiting places are developed has a political dimension as they become spaces for a wide variety of users to come together. Bringing stopping points to life at the pace of the area they serve, surprising

users, projecting a positive image of the city and inspiring pride in residents are all possible with temporary or permanent design choices, from green roofs to decoration in the colours of the neighbourhood or its events. These measures enable both passengers and passers-by to benefit from the area's resources (comfort, attractiveness, services, etc.). ■

In Dijon, a makeover for passenger information at DiviaMobilités stops

In 2021, Dijon Métropole and DiviaMobilités launched a multi-year programme to create and deploy new passenger information measures at transport interchanges. The programme aims to streamline flows from one mode of transport to another, with the overall goal of helping as many people as possible switch to shared transport. The approach uses behavioural science to reach a very wide audience and encourage passengers to follow the guidelines freely. ■



Powered by the Agence de l'innovation pour les transports

Darcy, June 2021

Measures have been tested to provide better information about different modes of transport. What they have in common is their high level of public visibility: posters at stations, district plans, direction diagrams on the ground, signage in DiviaPark car parks.



République, September 2022

To encourage a shift from trams to buses, a complete programme has been deployed to inform, support and reassure passengers and encourage them to question their choices. Passengers welcomed the approach: ease of finding the stop increased by 13%.

République, spring 2023

A new scheme will be rolled out to encourage walking and relieve congestion in the busiest areas by highlighting a “regular pedestrian service”.

