

# KEYSCOPE FLASH

DESIGNING  
TOMORROW'S  
MOBILITY


A topic not fully  
understood

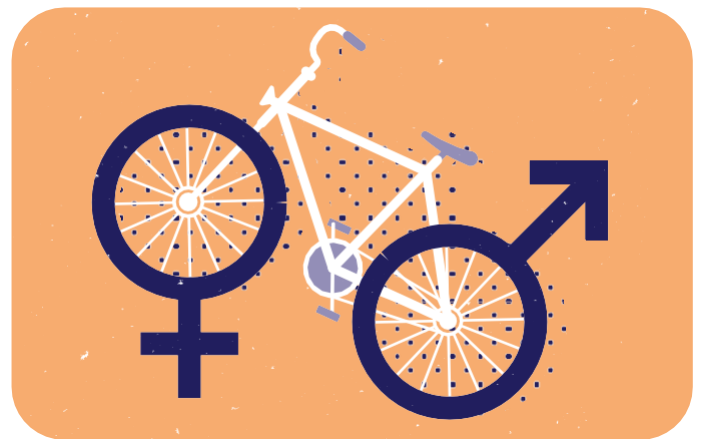
Insecurity :  
the core issue

Building more  
inclusive mobility

## How our gender influence our mobility ?

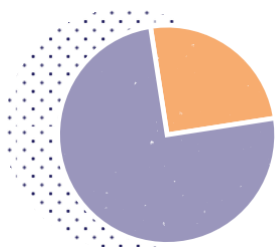
While mobility might seem like a neutral topic, it is profoundly affected by gender identities. Women face multiple constraints : insecurity, domestic responsibilities and social norms that limit their autonomy. Despite progress, systemic differences persist and must be taken into account to ensure equitable access to public spaces and transportation for everyone.

The connection between gender and mobility is often invisible in discussions. Many perceive transportation as an egalitarian field, where « men » and « women » face the same conditions. However, observations and analyses reveal that reality is slightly different and should prompt reflection. Public transportation discreetly amplifies structural weaknesses : domestic responsibilities, precarity, professional inequalities and expectations of availability. 



Women (and those who do not identify as strictly female or male) often emphasize advancements in equality to avoid the « victim position ». However, when reflecting on their own experiences, they realise that they use strategies affecting their travel choices and habits.

*This awareness should motivate us to enhance universal access to mobility solutions and public spaces.*



About 75% of sexual or gender-based assault in public transportation target women (Transport Department - 2023).


In 8 out of 10 cases, single-parent families involve a woman with children(s) (Insee - 2022).

## In mobility, there are gender differences.

The facts reveal a societal reality often overlooked : mobility and public spaces were primarily designed by and for men. Our mobility behaviors differ by gender, whether on bikes, cars or public transport.

In cycling, for example, despite the perception of balanced distribution in public spaces : only 35% of cyclist are women, compared to 65% men (Keoscopie - 2024),

In public transport, significant differences also emerge and should be telling us something. On Ginko network (Besançon), women are the majority of users during the day (60% of subscribers on buses and trains), but at night, this proportion reverses

(48% after 8p.m.). These disparities are also evident in car usage : in a heterosexual couple where both adults have driving licenses and share one vehicle, the man is the main user in 57% of cases, versus 43% for women. 

On the Divia network (Dijon), women represent

**38 %**  
of bike users, against **62 %** of men

On the Illevia network (Lille), women represent about


**56 %**  
Of customers during the day  
But only **43 %** after 9p.m.

**87 %**  
of women have experienced gender-based and/or sexual violence in public transportation  
(FNAUT)

During the year,  
**30 %**  
of women report changing their route or stop due to insecurity (compared to 24% of men)  
(Keoscopie)

## The insecurity feeling : a major barrier to women's mobility

Insecurity affect all users but manifests itself in different ways according to genders. While men primarily fear physical assaults, women are more exposed to sexual violence. This feeling of insecurity is present in public transportation, especially at stations which are perceived as anxiety-inducing due to their sensitive environment (noise, dirt, low lighting, confined spaces). Waiting at a bus stop, regardless of the crowd, leaves women vulnerable without immediate escape options, creating discomfort.

A major worry for women is the uncertainty about the potential assistance from witnesses during an assault. Regardless of gender, witnesses often do not know how to react. 




« At night, the city center changes and I do not feel safe. Drunk people are out and they accost me, and not only for money if you know what I mean... »

(Keoscopie 2024)

## A range of strategies, to counter the feeling of insecurity

In response to this anxiety-inducing insecurity, women consistently adopt various strategies to protect themselves : become invisible, resist or rely on female solidarity. Over the past 12 months, 30% of female public transport users reported « avoiding traveling alone after dark », compared to 13% of men ; 40% of women regularly avoid crowded places, versus 30% of men.

(Keoscopie 2024). These tactics reveal a daily sense of vulnerability, often by men who benefit from the privilege of « feeling comfortable » in public spaces. 

Over the past 12 months,

# 47 %

of women adapted their clothing in public transportation compared to 31% of men.

Over the past 12 months,

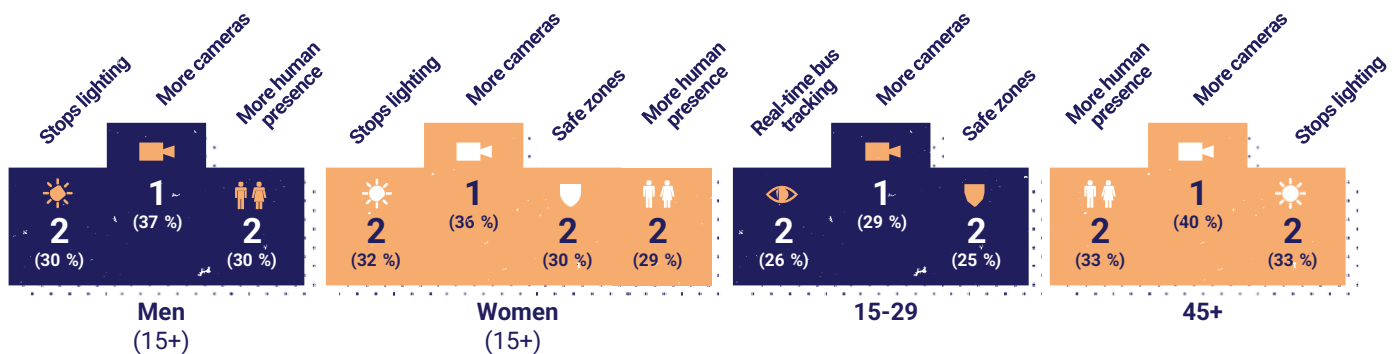
# 34 %

Of women chose not to use public transport compared to 24% of men.


## A diversity of measures Desired / anticipated

When proposing a set of priority measures to tackle the sense of insecurity in public transportation, expectations differ significantly by age and by gender. The expected measures combine technical solutions (cameras, vehicle tracking, lighting at stops, development of safe zones) and human solutions, referring to actions in collaboration with our client and other officials.

Which of the following measures would you prioritize in public transportation to fight against the insecurity feeling ?



Among other customer expectations : being able to rely on the help and reactions of others. When witnessing harassment, very few people intervene (less than 1 out of 4). Yet, when someone does, it often stops the aggression. The 5Ds method (distract, dialogue, delegate, document, direct) provides easy to use tool without placing each other at risk.

Several Keolis networks have specifically communicated this through video capsules shown in vehicles and shared on social media. 



# Shaping more Inclusive mobility

In light of these findings, it is essential to adapt mobility and public spaces to consider gender diversity, for the benefit of all.

This involves :



**External and internal communication** to raise awareness of this reality.



**More consistent transport offer** with adjusted schedules and improved connections to reduce waiting time.



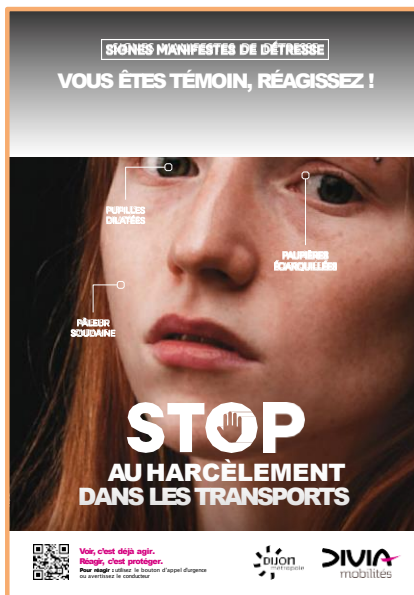
**More accessible information** using vehicle location apps et personalized advices



**Enhanced security,** By improving stop lighting, increasing safe areas and boosting human presence on the network



**Inclusive and non-gendered signs,** taking better account of inequality issues in public transportation.



## «Women's insecurity in public transportation : removing barriers to mobility»

« To bring « social regulation » in public spaces, solutions must go beyond technical and material solutions ; they should also involve human presence and communication. Keolis train its employees to prevent and face these incidents, by deploying the « 5D method » that helps everyone, including customers, to safely react and act in front of abnormal situations.

Some networks, like Transport Bordeaux Metropole deployed the national « Ask for Angela » initiative to help those feeling unsafe while others, like Star network (Rennes) offer the UMay app to report insecurity and provide safe zones locations.

Additional initiatives include « exploratory walks » to identify unsafe areas and find concrete solutions, and the « requested stop » service allowing passengers to get off the bus between stops to get closer to their destination as in Ginko network in Besançon ».

*Direction Marketing et Prospective Keolis*