OUR ON-DEMAND MOBILITY SERVICES

GO! TAILOR-MADE SOLUTIONS
SUMMARY

4  A seamless mobility experience for all with .GO!
6  Mobility solutions that citizens want
8  .GO! provides solutions adapted to regional priorities
10  .GO!, our approach to co-constructing tailor-made on-demand mobility

65
Keolis networks around the world offer on-demand mobility services

380,000
trips per year operated by Filéo in Roissy, the largest on-demand mobility service in Europe

95%
of Keolis’ urban networks in France provide on-demand mobility services

On-demand mobility plays a key role in enhancing the vitality of suburban and rural areas.

It also makes it possible to offer evening and weekend transportation at optimal cost. .GO! is aimed at developing on-demand mobility services tailored to the needs of individual regions: carpooling, on-demand night transport or flexible shuttles between business centres and transportation hubs. We provide tailor-made solutions where travel demand is low, fluctuating or fragmented. Operations and economic performance are optimised thanks to powerful technology which ensures routes and vehicles are adapted to match passenger demand. This way, it’s possible to offer each passenger a personalised mobility experience that’s both simple and stress free.

Jean-Pierre Farandou,
President, Keolis
Passengers surveyed by Keolis voiced the need for easy access to on-demand mobility services. They expect great flexibility in the management of their reservations and appreciate being reassured throughout their journey.

Public Transport Authorities are determined to better meet the travel needs expressed by citizens. GO! services by Keolis are designed so as to offer a smooth and efficient mobility experience for all.

**OUR ANSWER IN 3 WORDS:**

**SIMPLECTICITY**
- Mobile application, website or online agent...
- Booking an on-demand journey has never been easier and more convenient.

**FLEXIBILITY**
- Reserve 24/7 and up until the very last minute, modify or cancel a reservation...
- All it takes is a few clicks thanks to digital channels.

**SERENITY**
- Vehicle tracking, notifications...
- Real-time information ensures everyone can travel with peace of mind.

*Étude qualitative Keolis, fin 2017
MOBILITY SOLUTIONS THAT CITIZENS WANT

On-demand transport (ODT) offers new solutions to the mobility problems faced by citizens living outside urban centres. Among those interested in ODT, six out of ten would use it at least once a week. 41% of those interested in this service would use ODT as a substitute to a personal car.

ODT TO BOOST PUBLIC TRANSPORT USE
One in four respondents indicated that they were unable to make certain trips due to lack of transport solutions. The primary reason for using ODT mentioned spontaneously by respondents is the possibility to connect to a bus stop or railway station. By offering citizens a solution for the first/last mile, ODT contributes to the development of public transport use.

AN ATTRACTIVE AND POPULAR MODE OF TRANSPORT
Among those interested in ODT, six out of ten would use it at least once a week. 41% of those interested in this service would use ODT as a substitute to a personal car.

DIVERSIFIED BOOKING CHANNELS
It is essential to offer a variety of contact channels. 55% of those considering using ODT cite the mobile application as their preferred booking channel, and 20% mention the phone.

‘REAL TIME’, AN APPEALING PROMISE
One in two people say they are interested in the concept of real-time ODT, perceived as a factor of flexibility and adaptability. However, four out of five people interested in ODT also want to be able to anticipate their travel and book at least the day before.

OUR INNOVATIONS ACROSS THE WORLD

Résa’Est – Orléans
Service spanning seven municipalities east of Orléans and offering last-minute booking.
- 150 trips/day
- 94% of travellers find the service easy to use

KE’OP – Bordeaux
Shared transport in the western region of Bordeaux Métropole, servicing the airport and campus.
- Punctuality: 95%
- Application: 4.94/5

OC Flex – California
Real-time on-demand transport with last-minute booking. It serves two less-densely populated suburban areas, with connections to the bus network and railway stations.
- 100 passengers/day on weekdays (and constantly growing)
- 2,000 rides/month

Newcastle On Demand – Australia
Complementary service in addition to standard bus lines for servicing residential areas.
- 100 trips/day
- 98% of passengers are satisfied with the service (drivers’ skills, direct routes, fast pick-up).

Keoride Macquarie Park – Sydney
Service linking business centres to surrounding residential areas, mainly for commuting to and from work.
- 200 trips/day

(1) Quantitative study: on-line and face-to-face; more than 3,200 interviews within urban areas in Europe

ON-DEMAND MOBILITY SOLUTIONS
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ON-DEMAND MOBILITY
Low or irregular flows, sparsely populated areas, off-peak periods... each region has its own challenges and priorities. This is why we have developed an approach to offer tailor-made solutions, suited to the needs of each local authority. Both the technology and the operating model are selected to ensure the on-demand mobility service runs in an optimal way.

**Filo’r – Rouen-Normandy Metropolitan Area**
A service that allows residents of the 37 rural and suburban municipalities affiliated with the metropolitan area to travel within their neighbourhood or connect to the regular lines of the Rouen network.
- **Filo’r**: 750 trips/day
- **Offer**: point-to-point zonal service
- **Operation**: community-owned minibuses
- **Tool**: Trapeze
- **Booking**: by telephone, on the internet or via the application

**Covoit’SSTAR – Rennes Métropole**
A carpooling service that’s integrated into the Rennes network, free for the passenger and compensated for the citizen driver. A solution to enhance mobility in low-density areas.
- **Covoit’SSTAR**: launched in March 2018
- **Offer**: instant or scheduled carpooling
- **Operation**: carpoolers’ vehicles
- **Technology**: Instant System
- **Booking**: by telephone

**Flexo Station – Vesoul City Area**
A service substituting regular lines in the early morning and evening to serve the railway station’s multimodal hub.
- **Flexo Station**: 650 trips/year
- **Offer**: converging/diverging lines to/from the railway station, for connections with other networks
- **Operation**: minibus (off-hour use of vehicles allocated to PRM* during the day)
- **Technology**: XF Mobility
- **Booking**: by phone

*Persons with Reduced Mobility

**Filéo – Roissy airport platform (Europe’s largest on-demand transport service)**
Minibus or taxi rideshare service available at night and seven days per week to companies in the Roissy airport area.
- **Filéo**: 380,000 trips/year
- **Offer**: virtual lines and zonal service
- **Operation**: self-operated minibuses and taxis rideshares as subcontractors
- **Technology**: Trapeze
- **Booking**: by phone or via the application

**Keoride Northern Beaches – New South Wales (Australia)**
Service connecting residential areas to the bus rapid transit (BRT) line that connects northern beaches to the city centre. The algorithm calculates the most optimal route based on the number of passengers and maximises the groupage rate of trips.
- **Keoride Northern Beaches**: 1,150 trips/month
- **Offer**: virtual lines
- **Operation**: 4-seater vehicles
- **Technology**: VIA
- **Booking**: by phone, on the internet or via the application

**Newcastle on-demand – Australia**
Service complementing conventional bus lines to serve residential areas
- **Newcastle on-demand**: 100 trips/day
- **Offer**: Dynamic zonal corner to corner
- **Operation**: 4 minibuses
- **Technology**: VIA
- **Booking**: by phone or via the application

**Better serving residential areas**
- **Filo’r – Rouen-Normandy Metropolitan Area**
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**Covering the first/last mile to/from main lines**
- **Filéo – Roissy airport platform**
- **Filéo**: 380,000 trips/year
- **Offer**: virtual lines and zonal service
- **Operation**: self-operated minibuses and taxis rideshares as subcontractors
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**Facilitating mobility for night workers**
- **Filéo – Roissy airport platform**
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- **Offer**: virtual lines and zonal service
- **Operation**: self-operated minibuses and taxis rideshares as subcontractors
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**Developing carpooling as an alternative to single-occupancy cars**
- **Covoit’SSTAR – Rennes Métropole**
- **Filo’r – Rouen-Normandy Metropolitan Area**
- **Tool**: Trapeze
- **Booking**: by telephone, on the internet or via the application

**Extending schedules for regular lines**
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It is widely acknowledged that communities are seeking more innovative public transport services. New South Wales (TfNSW) is leading the way in trialling new and creative ways to deliver transport services and improve customer outcomes. Through international alliances the Keolis team was able to partner with VIA, an innovative tech provider to design and deliver a more personalised customer focused service.

TfNSW acknowledges that On-Demand services required a shift in the way people pre-book and interact with a mass public transport system. However, it is pleasing that we are seeing people transition to public transport for the first time.

Bruno Tisserand, Director of Mobility and Transport Operations of the Rouen Normandy Metropolitan Area

‘To best cover an urban transport perimeter (UTP) that was extended from 45 municipalities to 71 in 2010, with a highly urban area in its centre but very rural ones on its periphery, Keolis’ on-demand mobility solution seemed the most flexible and most suitable to us. In the portion of the territory already serviced, Filo’r has brought more flexibility, Filo’r has brought more flexibility, more range and more consistency of service more range and more consistency of service.

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Nicole O’Neill, Principal Manager Newcastle Integrated Services, Transport for New South Wales

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Buses, minibuses, use of PRM vehicles, rideshares, taxis, private cars (carpooling), etc. .GO! also has a wide range of operating methods, both owned and subcontracted, to meet each need in a cost-effective manner.

.GO! is able to use various technologies to operate on-demand mobility services, process reservations and inform passengers. From simple and efficient tools to powerful industry-leading algorithms, Keolis masters a wide array of technologies, and chooses the one best adapted to the offer and operating modal.

<table>
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<tr>
<th>TYPE OF OFFER</th>
<th>TECHNOLOGY</th>
<th>OPERATING MODEL</th>
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<tr>
<td>Virtual lines(^{(1)}), zonal services(^{(2)}), converging or diverging services(^{(3)}), carpooling…</td>
<td>to each territory, its own mobility on demand. Depending on the geographical and/or schedule specificities of the service to be provided, .GO! offers multiple transportation solutions that can be combined with one another, and integrated to the regular transport network.</td>
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\(\text{1. Virtual lines: fixed routes and schedules with activation upon request} \)
\(\text{2. Zonal services: from one point to another within an area} \)
\(\text{3. Converging or diverging services: from an area to one or more fixed locations (e.g. hub, tramway stop) or vice versa} \)