Keolis operates a variety of Mass Transit solutions across the globe, including trains, metros, trams and Bus Rapid Transit (BRT) services. We help Public Transport Authorities select the mode best suited to their needs, taking potential ridership and budgetary constraints into account.

Our Mass Transit networks are founded on a “global offer”. Benefits of the main mode, such as speed and frequency, should be tangible across the entire transport network: intermodality drives overall performance and simplifies and optimises connections, particularly in transit hubs and Park and Ride facilities.

We recommend redesigning bus networks and incorporating alternative mobility solutions, such as walking or cycling, into the global offer. Developing synergies with Mass Transit systems helps boost patronage across the network and provides citizens with first and last mile transport solutions.

Our Mass Transit services operate from early hours to late evening services. Service frequency is designed to optimise network attractiveness 24/7, all year long.

We use smart data analysis to adapt our service levels to seasonal fluctuations, wherever necessary.

We analyse customer data to precisely model and forecast passenger affluence and optimise service frequency.

We cater for large influxes of passengers, for example during rush hours, by proposing alternative solutions such as additional vehicles, supplementary bus services or walking itineraries.

After the network offer has been developed, we then focus on stop and station design to safely accommodate the high numbers of passengers transiting on our services. We ensure customers can easily access platforms and exits. We also strive to make waiting time on the platform as comfortable as possible.

We install ticket distribution and validation equipment at strategic points to optimise passenger flows and reduce congestion in stations and at stops.

Floor-level and wall-mounted signage helps passengers navigate our stations, step-by-step. Static information, such as maps or timetables, is supplemented by dynamic alerts on upcoming arrivals. Audio announcements provide additional support in the event of service disruption. We ensure the information provided on board our vehicles, in our stations and on our mobile applications and websites is always consistent and coherent.

We use lighting and music to help passengers feel safe and secure in our stations. Finally, our specially-trained Mass Transit support staff provide a reassuring human presence on our networks.
THE ESSENTIALS

RELATION RESOURCES

> Mass Transit brochure
Keeping successful global cities on the move
> Tram brochure
Making cities more attractive places to live and work
> Metro brochure
Modern transport at the heart of major cities
> Bid Proposal (FR)
Charles-de-Gaulle Express
> Tram stop design guide
> Keolis BRT guide/product factsheet
> Calculating human presence: methodology factsheet

CASE STUDIES

> Optimising service frequency
  • POC Bus Keolis Bordeaux
  • POC Automatic metro Keolis Rennes
> Implementing BRT services
  • Keolis Metz
  • Keolis Strasbourg
> Tram launch

PARTNERS AND PROVIDERS

> AREP – Station design – passenger flow management
> Yellow Window – Station and signage design
> Netter – Signage design (FR)
> Retail et Connexions – In-station retail space management (FR)

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TRAINING

Consult relevant Group contacts

ASSOCIATED FACTSHEETS

3 – Designing the network and introducing new modes
5 – Designing the micro transit experience

Unless marked (FR), all resources are available in French and English. Please contact the Group contacts if necessary for translations not already on KeoSphere.

SMART CHOICES