As part of our public service mission, we contribute to the dynamism and the appeal of the regions in which we operate. Keolis proposes specifically adapted transport offers, even in low-demand areas, sparsely-populated rural or suburban zones, as well as during off-peak periods (evening or shoulder periods).

We believe it is crucial to extend the transport offer outside of peak hours to cover the majority of citizens' mobility needs. We also believe it is important to provide a minimum level of service for occasional users or shift workers, even if patronage levels may appear low. In fact, our studies prove that the usefulness of a service should not be based exclusively on passenger flows, but also on the number of individuals concerned. For example, patronage figures on a given line at a given time during one week demonstrate that for the same daily volume of passengers, the number of individuals concerned is three to five times greater over the week, and even more so when analysed over one month.

Addressing scattered demand profiles also implies proposing solutions that are cheaper and more flexible than regular services.

We combine traditional transport modes in high-demand areas, with more flexible mobility solutions in low-demand areas, such as On-Demand Transport (ODT), car-sharing or our range of Flexo solutions.

We deliver a range of ODT solutions to address a wide spectrum of needs. We support local Public Transport Authorities in defining the offer type, operating model and technologies that best suit their local needs.

Our dynamic ODT solutions mean passengers can book a journey at the last minute, using a dedicated mobile application. Digital technologies help us provide tailor-made transport services: the application reassures customers at every step of their journey by confirming their booking, allowing them to track their vehicle's progress or to receive alerts and updates.

We do however, strongly recommend maintaining a concurrent telephone-based booking and journey-management service for our less digital-savvy passengers.

To optimise ODT operations, we recommend partnering with subcontractors, using small vehicles or even taxi services.

Car-pooling is another solution that is adapted to low-demand areas or off-peak periods. Our experience has shown that car-pooling solutions should be fully incorporated into the network offer, via pre-defined meeting points and the reassurance of a guaranteed return trip for each passenger.

In order to be viable, this solution must include a financial incentive to ensure sufficient numbers of drivers and passengers sign up to the service and a requisite number of trips are available.
THE ESSENTIALS

RELATED RESOURCES

> .GO! Approach
> ODT Brochure – On demand mobility – .GO! tailor-made solutions
> Alternative Mobility letters (FR)

CASE STUDIES

> Dynamic ODT factsheets
  • Keolis North America – OCTA
  • Keolis Bordeaux – Ke’Op

PARTNERS AND PROVIDERS

> VIA – Dynamic ODT solution
> PADAM – Dynamic ODT solution
> Nocrates – ODT solution (FR)
> Flexago – ODT solution
> Instant System – Car-pooling tool (FR)
> Cycleo – Bike-sharing solution (FR)
> Ecovelo – Bike-sharing solution (FR)
> Cmabulle – Collective transport solution for schoolchildren (FR)
> Kisio – Project management

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TRAINING

> Neolis curriculum

ASSOCIATED FACTSHEET

3 - Designing the network and introducing new modes

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