

**PRESS RELEASE**

Lille, 5 April 2018

## Keolis unveils its new objectives for Lille's transport network

**On 15 December 2017, Lille's transport authority, Métropole Européenne de Lille (MEL), renewed its contract with Keolis for the operation of the Transpole network in Lille, France.**

**The new contract which started on 1 April 2018 will generate cumulative revenue of 2 billion euros. This makes it the largest public service delegation contract in France. It also constitutes the largest budget for MEL which has the largest rural community in France.**

**In order to meet the expectations of MEL and the needs of passengers, Keolis has proposed a new mobility solutions strategy for this region comprised of 90 communes and 1.2 million residents, in addition to visitors to the area.**

**The release below provides a closer look at the objectives and major projects over the next seven years.**

### Increase network patronage by 18%

Keolis has set itself an ambitious target of 223.7 million passenger journeys by the end of the new contract in 2024. To achieve this, it will be redesigning the network to introduce a new service offer that is more efficient and attractive to residents. Greater attention will also be paid to ensuring all parts of the region are fairly serviced.

*"Our goal is to develop the use of public transport, while ensuring we keep costs down. This efficiency will help us make savings that will be used to invest in new mobility solutions,"* explained Damien Castelain, Chairman of MEL.

Starting in 2019, the seven TER suburban trains running across the region of Lille will be accessible to Transpole ticket holders, and the number of high frequency bus services will be doubled to create a network built around 23 main bus lines, and supported by a number of complementary suburban and city lines. New services including transport on-demand and car sharing services will also be introduced.

*"With the reorganisation of the network, 75% of Lille residents will find themselves close to a major public transport mode, be it metro, tram, high frequency buses or suburban trains,"* said Gilles Fargier, CEO of Transpole, Keolis' subsidiary in Lille.

In order to support passengers throughout their journey and generate customer loyalty, Transpole will continue its efforts to digitalise its tools and services. At the heart of this strategy is the enhancement of real-time passenger information by allowing people to give feedback and facilitate ticket purchase. From 2019, passengers will be able to buy their transport tickets on their smartphone and use the latter as their transport pass, instead of the existing Pass Pass transport card.

## Improving customer service and reducing fare evasion

*“Safety is one of the key things that passengers expect when using public transport. We need to reinforce this aspect of the Transpole network, in order to encourage more residents to use it,”* said Damien Castelain.

Keolis' first objective is to reduce fare evasion to 5% by 2024. This ambitious target will be supported by the installation of ticketing barriers in metro stations and the development of new strategies for reducing fare evasion.

*“Based on a request from MEL, this year we will be installing ticketing barriers in six new stations, and by 2020 all 60 metro stations will be equipped with this infrastructure,”* said Gilles Fargier.

At the same time, in order to reduce passenger's safety concerns, Transpole will be introducing a number of new measures to enhance customer service and make the network safer. This includes the addition of new roles to complement daily presence of ticket inspectors and customer service officers.

Since 1 April, 120 Passenger Safety Officers have been added to the Transpole network. These officers will have ongoing contact with the network control centre's 24hr help desk, and their role will be to reassure passengers, anticipate potential conflicts and ensure the general safety of the network.

A team of 'Welcomers' has also been introduced since the start of April, whose role will be to improve the passenger experience. Each day, this new team will be on the ground from the first service (5.30am) to the last (1.30am), welcoming passengers, providing them with information and guiding them throughout their journey. They will be present on the bus, metro and tram network, and also in intermodal hubs.

## 150 investment projects to highlight Lille's heritage

In order to guarantee the smooth operation and performance of the Transpole network, but also to manage maintenance costs, Keolis knows it needs to keep investing. MEL has entrusted Keolis with a major investment plan to renovate and renew the ageing assets and to introduce new equipment and services. This includes more ticket inspections, the installation of ticket recharge machines, as well as WiFi in stations and on board high frequency bus lines.

*“Through this contract, which will keep us busy for the next seven years, we are reinforcing our mobility strategy for MEL in order to encourage greater public transport use and increase the liveability of the region. This is why we are adamant about placing the passenger at the heart of our strategy, as well as our new tools and services,”* said Gilles Fargier.

### Next steps:

**March to June 2018:** Bus network community consultation

**April 2018:** Arrival of new 'Welcomers' and Passenger Safety Officers on the network

**June to November 2018:** Installation of ticketing barriers in six new metro stations

**Start of 2019:** New service offer including TER suburban trains, reorganisation of the bus network, transport on-demand and car sharing

## **About Keolis**

Leading the way in public transport, Keolis partners with public decision makers to make shared mobility an asset for cities and their communities. Internationally recognised as the leading operator of trams and automated metros, Keolis adopts an innovative approach with all its partners and subsidiaries (Kisio, LeCab, EFFIA, Keolis Santé and Cykleo) to develop new forms of shared and customised mobility, and reinforce its core business across a range of transport modes including trains, buses, coaches, trolleybuses, shared private hire vehicles, river shuttles, ferries, cycles, car sharing services, electric autonomous vehicles and urban cable cars. In France, Keolis is now the leader in medical transport services through the creation of Keolis Santé in July 2017 and positioned as the number two car park operator, through its subsidiary EFFIA.

The company is 70% owned by SNCF and 30% by the Caisse de dépôt et placement du Québec (CDPQ). Keolis employs 63,000 people in 16 countries and recorded revenue of 5.4 billion euros in 2017. Each year, over 3 billion passengers worldwide use one of the shared mobility services offered by Keolis.

*\*Historically based in France, Keolis has expanded its operations in Germany, Australia, Belgium, Canada, China, Denmark, India, Luxembourg, Norway, the Netherlands, Portugal, Qatar, Sweden, the UK and the USA.*

## **About Métropole Européenne de Lille (MEL)**

MEL works each day for the benefit of the 1.2 million residents living in its 90 communes. It is responsible for the following key aspects of the city: transport, housing, economy, energy, public spaces and roads, urban planning, city policy, water, sewerage, household waste, disabled access, nature and living environment, culture, sport, tourism and crematoriums. The city board, chaired by Damien Castelain since 18 April 2014, is composed of 184 elected members for a six-year term.