



**Keolis  
Downer**



## **ON DEMAND TRANSPORT**

**CO-DESIGNING TAILORED  
MOBILITY SOLUTIONS**

# KEOLIS DOWNER



Leading the way in public transport, Keolis partners with public decision makers to make shared mobility an asset for cities and local communities. Internationally recognised as the leading operator of trams and automated metros, Keolis operates all transport modes and develops new forms of shared and customised mobility to answer local needs.

Downer designs, builds and sustains assets, infrastructure and facilities and is the leading provider of integrated services in Australia and New Zealand.

Together Keolis Downer's commitment to customers, safety, operational performance and innovation enable to deliver successful mobility solutions.

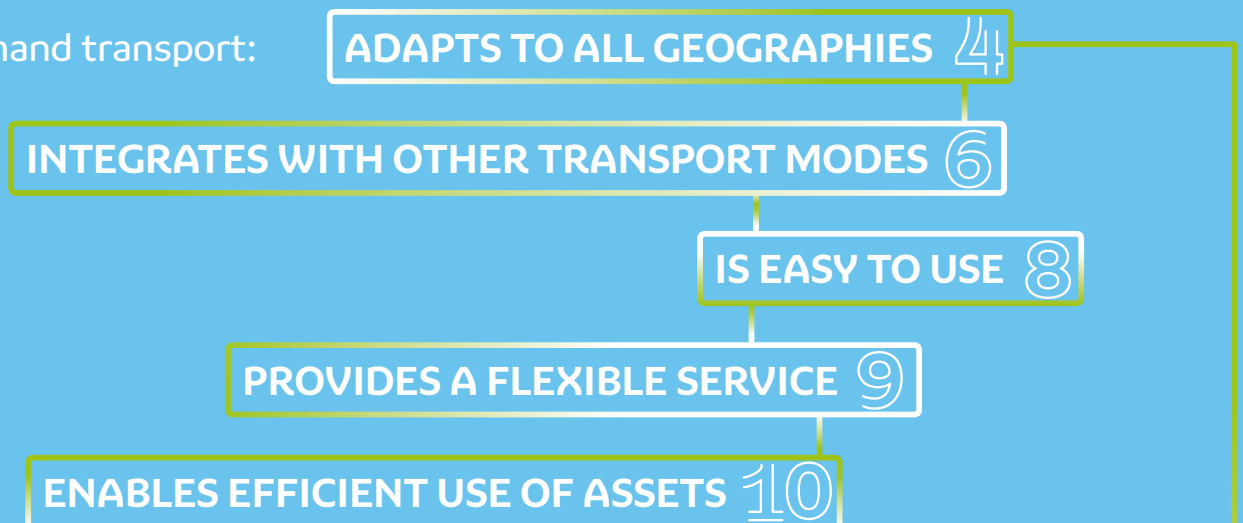
Keolis Downer is the largest private operator and integrator of multi-modal public transport in Australia:

- Light rail: Yarra Trams in Melbourne, G:link on the Gold Coast
- Bus operations in New South Wales, Western Australia, South Australia and Queensland
- Operator of the first integrated public transport network in Newcastle (buses, ferries, On Demand and light rail in 2019)
- On Demand services in Sydney, Newcastle and Adelaide
- Autonomous shuttle trials in Victoria and SA

We work closely with transport authorities to develop shared mobility solutions that are adapted to the local needs, encourage the use of public transport and create more liveable and inclusive cities.

We use an open and collaborative approach to help governments, public transport authorities, our industry partners and communities to understand future mobility challenges and provide innovative solutions for tomorrow.

On Demand transport:



# WHAT IS ON DEMAND TRANSPORT?

On Demand transport is any form of transport where the day-to-day services are influenced by the demand of the users. Passengers are in control of their journeys and use the service when and where they wish to travel. Vehicles turn up and go replacing fixed transport services.

These flexible, non-regular routes encourage the use of public transport by providing mobility options for all, in areas where daily demand is variable. On Demand services can connect passengers with other public transport hubs, or direct to their destinations, to enhance the mobility of the entire community.

Keolis delivers 3 million On Demand journeys each year in France, USA, Netherlands and Australia.

## Developing a car-sharing alternative to travelling alone



### Coivoit'STAR, Rennes (France):

- **Service:** launched in March 2018, Coivoit'STAR is a car sharing solution for low density areas
- **Operating mode:** personal cars
- **Booking:** mobile app

*Photo credit: Adobe Stock, Eugenio Marongiu*

## Increasing mobility options in suburban areas



### Filo'r, Rouen (France):

- 750 journeys a day
- **Service:** connects inhabitants from 37 suburban areas to regular bus lines
- **Operating mode:** local authority minibus
- **Booking:** phone, website or mobile app

## Simplifying mobility for people who work at night



### Filéo, around 14 suburbs of Paris (France):

- 380,000 journeys a year
- **Service:** provides 24hr transport to/from the airport. This is a convenient virtual door to door mobility solution
- **Operating mode:** Keolis minibuses, subcontracted taxis and private driver cabs
- **Booking:** phone or mobile app

## Connecting people living in low-density regional cities



### Dial-a-ride, Adelaide (Australia):

- **Service:** operated since 2003, Dial-a-ride is a demand responsive service connecting people living in low-density regional cities to POIs
- **Operating mode:** minibus door-to-door service
- **Booking:** Pre-booking by phone at least one hour in advance

## Connecting to bus rapid transit



### Keoride, Northern Beaches (Australia):

- Nearly 15,000 trips in 8 months
- **Service:** connects customers to bus stops on the Northern Beaches B-Line
- **Operating mode:** GoGet passenger cars
- **Booking:** phone, website or mobile app

## Commuting to work with a stress free travel option



### Keoride, Macquarie Park (Australia):

- **Service:** connection to the centre of Macquarie Park precinct for inhabitants within a 7.5 km radius
- **Operating mode:** minibus public transport service
- **Booking:** phone, website or mobile app



# TRANSPORT SERVICES THAT ADAPT TO ALL GEOGRAPHIES

On Demand transport services have a firm role in delivering flexible transport options to a growing and diversifying population in the future. As technology allows populations to live and work in more diverse locations, more agile transport options need to accommodate this evolution.

Keolis Downer takes a unique approach to mobility to co-design transport solutions with customers and transport authorities.

## NEEDS ASSESSMENT

Every region and city is different. Our approach is founded on a comprehensive analysis of the existing transport offer and localities served, as well as passenger and local authority expectations.

## TAILOR-MADE SOLUTIONS

Keolis Downer tailors the offer type, operating mode, tools and technologies to each public transport authority's specific needs.

## IMPLEMENTATION & OPERATION

Our expertise as a leading operator of public transport is fully used when implementing On Demand services. Drivers, subcontractors, booking systems, passenger information... We deliver optimal service standards from the outset.



# A WIDE RANGE OF USES

## FOR LOCAL AUTHORITIES



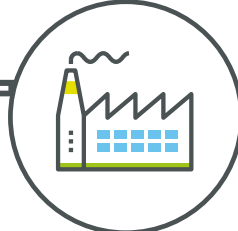
✗ **In suburbs** where passengers need increased service frequency during the night or at certain periods.



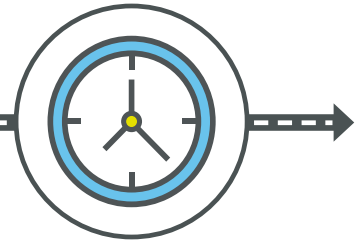
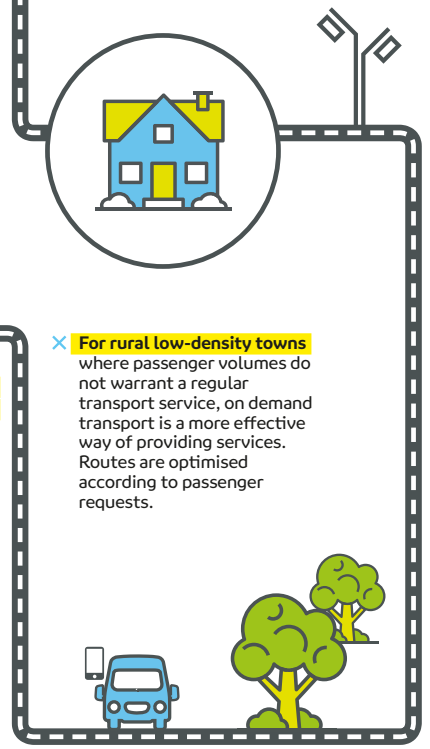
✗ **For rural low-density towns** where passenger volumes do not warrant a regular transport service, on demand transport is a more effective way of providing services. Routes are optimised according to passenger requests.



✗ **To connect suburban areas to major facilities and vice versa:** station, city centre, shopping centres, hospital, cinema, etc. On Sydney's Northern Beaches, the Keolis Downer on demand service is providing quick connections to the high frequency B-Line rapid transport services. Customers can book a passenger vehicle to pick them up from a location close to where they are and take them to the closest transport hub.



✗ **To service business or retail parks,** the line offers end-of-route services or small detours where stops are discretionary and only called at when required by passengers. In Sydney's rapidly growing City of Ryde / Macquarie Park precinct, the Keolis Downer Keoride service is providing a more direct personalised journey for commuters and students looking to travel within a 7.5km radius of the Macquarie Park precinct to points of interest including Macquarie University, Macquarie Centre, and various business parks.



✗ **Fill in services** to promote public transport use in the evenings, early mornings, at weekends or off-peak times. The route may be introduced in addition to and simultaneously to existing services. In Metz, France, a guaranteed service operates from Monday to Saturday from 6am to 7pm, and on reservation on the same days before 6am and after 7pm and on Sundays and bank holidays.



# INTEGRATED WITH OTHER TRANSPORT MODES

Keolis Downer skilfully combines different transport modes to provide passengers with reliable, seamless and complementary transport services within a city or region. We know how to integrate different transport offers that include flexible mobility solutions to bring citizens the best travel experience.

## ON DEMAND SERVICES IN NEW SOUTH WALES

In New South Wales, we operated three on-demand trials, two in Sydney, in the Northern Beaches, in Macquarie Park and one in Newcastle.

These trials all have different operating models but they all integrate with existing transport services to provide additional flexibility and convenience to existing public transport options, helping to reduce personal car usage, pollution and congestion.

These trials use an innovative technology developed by Via, that aggregates travel demand by matching customers who are travelling in the same direction and calculating an optimised flexible route to pick them up and take them to their destination. Customers can book their ride through a website, by phone or by downloading an app.

In **Macquarie Park** customers are picked up from a designated point within the Macquarie Park precinct to a designated point close to their destination. The service, called Keoride, operates exclusively to and from the central precinct in Macquarie Park and uses mini buses.

In the **Northern Beaches** Keoride, is an innovative on-demand ride sharing service that provides connections from people's homes or designated local pick up point to the B-Line bus rapid transit service in Mona Vale, Warriewood and Narrabeen. The service operates using cars supplied by GoGet.

In **Newcastle**, the On Demand service is part of the integrated transport network. Customers can order a bus service to take them anywhere within the given service area. The Via technology will calculate the most efficient route within the area to meet that customer's need whilst also collecting and carrying other customers.





Across our projects, we have been able to grow patronage and increase cost efficiency by:

- Redesigning networks using our unique Neolis approach, a process that thoroughly, but seamlessly, transforms transport networks and increases their attractiveness
- Integrating mass transit transport services with high frequency, complementary bus and On Demand services
- Coordinating timetables and capacity
- Funnelling all public transport into multimodal termini with frequent connections

In July 2017 Keolis Downer started operating a new 10-year contract with Transport for NSW to operate a new, integrated public transport system in Newcastle. A key part of our commitment is the new design of the bus network that includes On Demand transport as part of the overall plan to provide a better service to a larger number of passengers while improving the use of assets.

# EASY TO USE

Across all of our transport modes, Keolis Downer has adopted the Thinking Like a Passenger approach, delivering world class customer satisfaction and continuous improvement. The results are driven by deep understanding of our passengers and a culture focused on customer service.

Our research shows that Transport on Demand passengers expect a great flexibility in the booking process and like to be reassured during their journey. Whatever the transport mode, Keolis Downer aims at providing mobility for all in 3 simple steps:

## SIMPLICITY

Mobile app, website or by phone: booking a trip has never been so easy or accessible to all.

## FLEXIBILITY

Booking 24/7, change or cancellation... all managed by phone or through digital channels.

## PEACE OF MIND

Vehicle tracking, push notifications... real time information provides a stress-free journey.

Our ultimate aim is to offer personalised shared transport, leveraging technology to increase passenger options: multiple booking channels, increasing number of digital payment solutions, real-time information sharing.

We know our services are part of the daily lives of hundreds of thousands of Australians and we strive to make public transport the first choice for

our customers whatever their reason to travel. It is crucial to us that despite the diversity of passengers, every customer feels that our service is designed with them in mind.

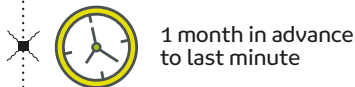
Internationally, we are now piloting world first technology to integrate barcode ticketing with our existing journey planner. Customers plan their door-to-door trip, buy a ticket and download it to their phone using a single app.

We have also tested virtual reality software to show passengers how transport routes and surrounding areas will develop over time.

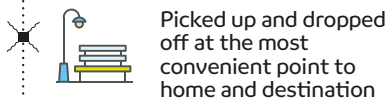
## Passengers



Book via app, online or phone

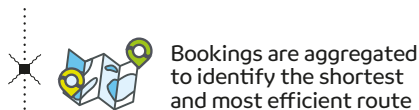


1 month in advance to last minute

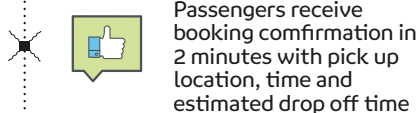


Picked up and dropped off at the most convenient point to home and destination

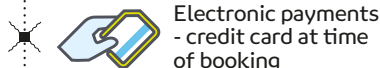
## Technology



Bookings are aggregated to identify the shortest and most efficient route

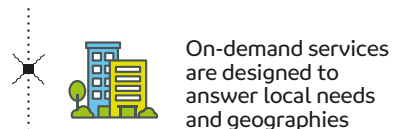


Passengers receive booking confirmation in 2 minutes with pick up location, time and estimated drop off time

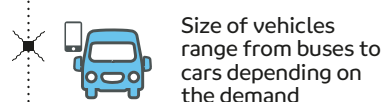


Electronic payments - credit card at time of booking

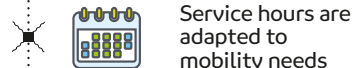
## Service



On-demand services are designed to answer local needs and geographies



Size of vehicles range from buses to cars depending on the demand



Service hours are adapted to mobility needs



# PROVIDES A FLEXIBLE SERVICE

In any transport network, passenger demand can be uncertain, low, inconsistent or scattered. That's why Keolis Downer offers a wide range of flexible mobility solutions that adapt to the economic, demographic, urban, and geographic specificities of each town or city.

## **On Demand transport: a new, more intuitive, transport service**

These non-regular lines allow passengers to book their journey at the last minute, meaning services and routes can be optimised according to demand. This solution enables low-frequented areas, with no regular service, to benefit from public transport. Keolis Downer's On Demand transport solutions can be implemented according to local needs, for example to serve an entire metropolitan area while streamlining costs, or to strengthen regular services at certain times.

## **Flexo: all the benefits of a regular service, with more flexibility**

In between a regular line and an On Demand transport service, our Flexo service is the missing link in public transport.

Schedules are defined in advance, but booking is not necessary. Passengers can request to get off at a specific stop depending on their needs, and the route is determined by the driver, according to the customers onboard the bus. Some regular lines are also extended to cover a wider zone, or to provide longer operating hours. This is a truly local service which helps authorities ensure a public transport offer in low density areas or during off-peak hours,

improve access to outlying districts, serve employment zones, or create connections between local towns.

It is based on the principles of a regular route with a guaranteed service and timetable defined in advance. But the actual route is chosen by the driver according to the passengers stating their destination stops when they get on the bus.

- TIMETABLES AND SERVICE DEPARTURES are guaranteed
- STOP is made at passenger request
- VEHICLE SIZE tailored to the service potential (regular vehicle, taxi or private driver)

The many different permutations of the Flexo can cater to a range of needs:

- Guaranteeing transport in low density areas or during off-peak times
- Offering transport connections to isolated areas
- Providing services to employment areas
- Creating neighbourhood-to-neighbourhood shuttles



# EFFICIENT USE OF ASSETS

As part of an integrated transport system, On Demand transport provides an efficient option.

This not only increases mobility but also reduces congestion and improves the livability of our cities.

On Demand transport also enables public transport authorities to reduce costs while improving services. Better use of transport assets - such as using smaller buses to service remote areas or replacing fixed timetables with flexible services in areas of low transport patronage – means assets can be best deployed when and where they are needed.

Identifying new and better ways to tailor public transport to the unique needs of each city, delivering outstanding passenger experiences and maximising the return on assets requires deep knowledge of existing networks and new ways of thinking about the future.

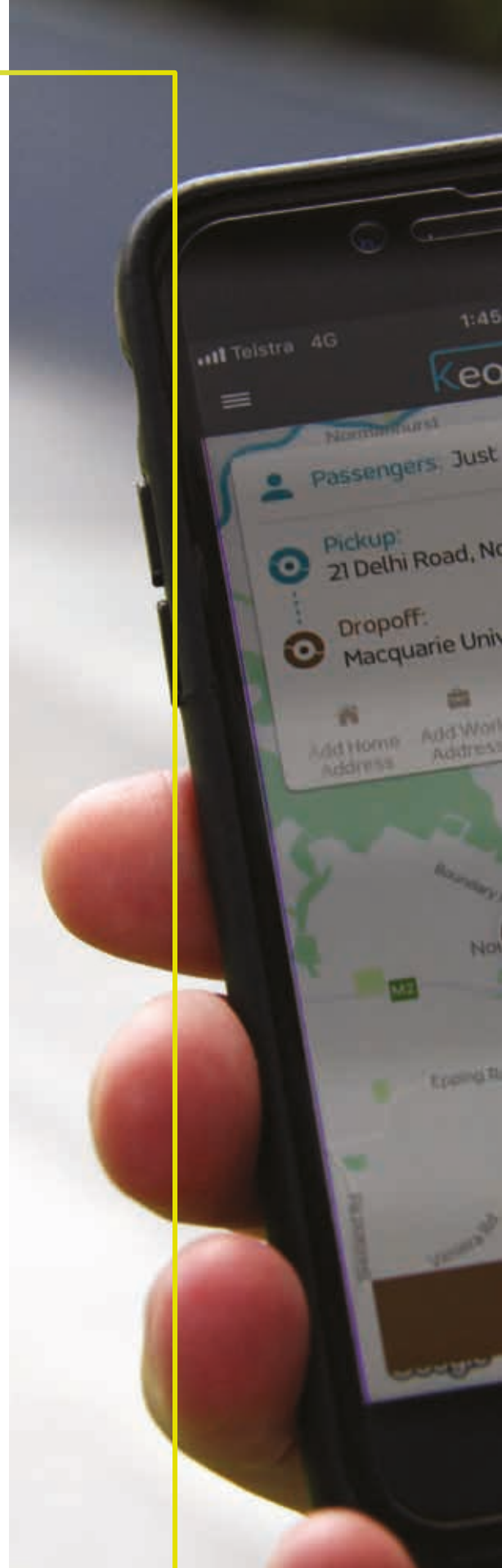
Keolis Downer works in partnership with public transport authorities, offering local and international expertise and proven solutions to maximise the benefits of On Demand transport.

Then technology does the rest – aggregating trip requests received and identifying the most efficient route and timeline to offer passengers the best trip option with the pick-up time and location, and the estimated destination arrival time.

## Inclusive Services for all Passengers

As the leading provider of transport to passengers with reduced mobility, Keolis Downer displays and constantly enhances its expertise and practices providing the best possible service: a simple and efficient booking service, specially-adapted vehicles (ramps and fitted spaces) and drivers trained in smooth driving and in assisting passengers, whatever their disability.

Keolis Downer's Dial-a-Ride services in the wider Adelaide regional areas of Barossa Valley, Murray Bridge, Gawler, Victor Harbor requires provision of bus services for all passengers, including those with disabilities. Over the past 14 years, drivers and operations staff have been trained to assist passengers with a disability, with continuous improvement in the tools, operations and know how to deliver over time the best customer experience at the best value for money for the South Australian Government.



# SEAMLESS AND COST EFFICIENT TRAVEL

## THE PASSENGER BOOKING JOURNEY



**1. I ENTER**  
MY DESTINATION STOP  
AND DEPARTURE STOP



**2. I CHOOSE**  
MY TRAVELLING TIME



**3. I BOOK**  
MY TRIP

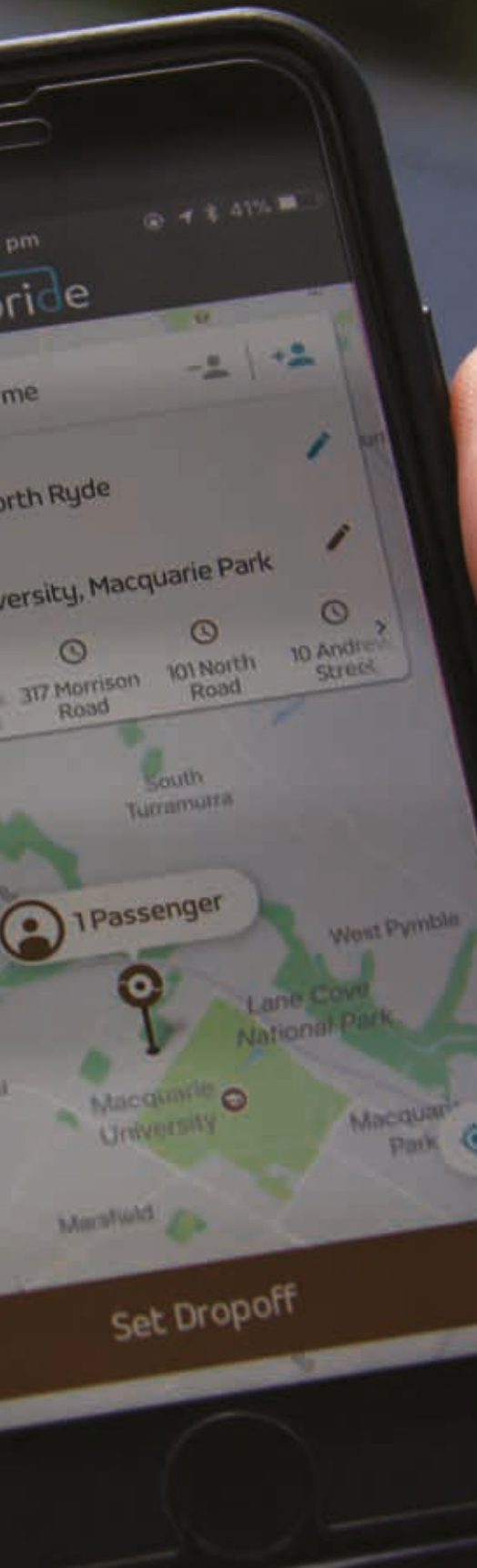


**4. I RECEIVE**  
CONFIRMATION

## OPTIMISING SHARED RIDES



**STOP**  
(address or existing bus stop)





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