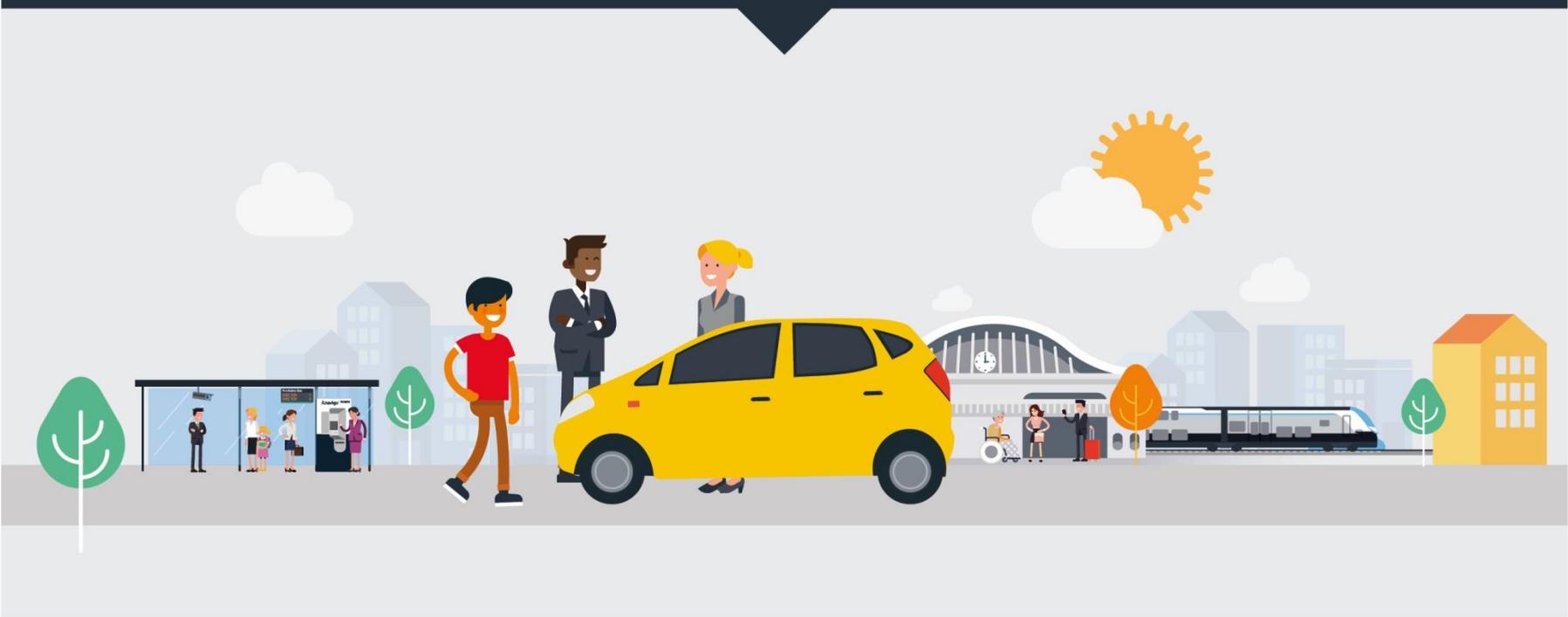




TOUS ENSEMBLE POUR LE COVOITURAGE



kankaroo



Covoiturages Quotidiens



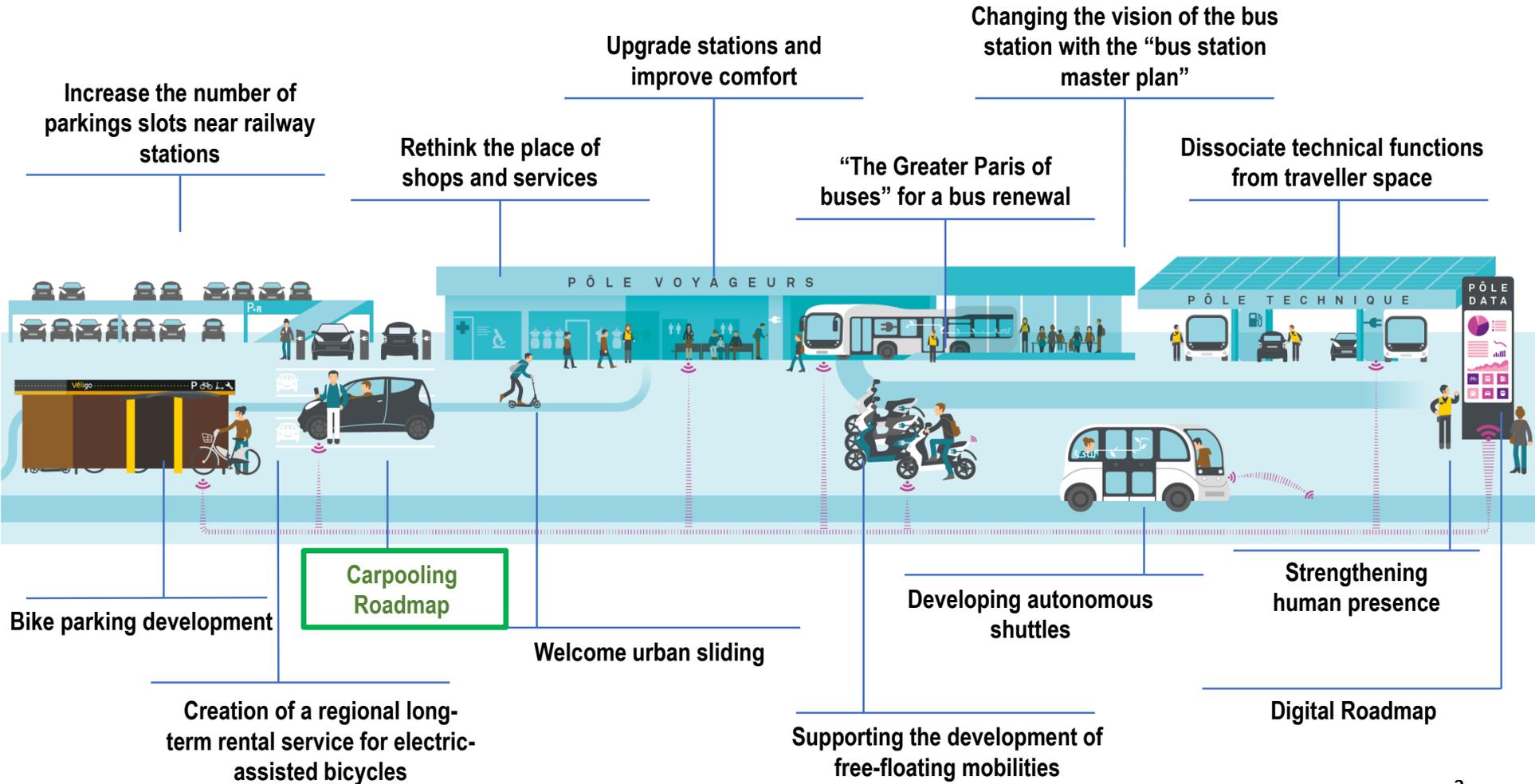
experimentation of a carpool bonus



Operation « Tous ensemble pour le covoiturage »



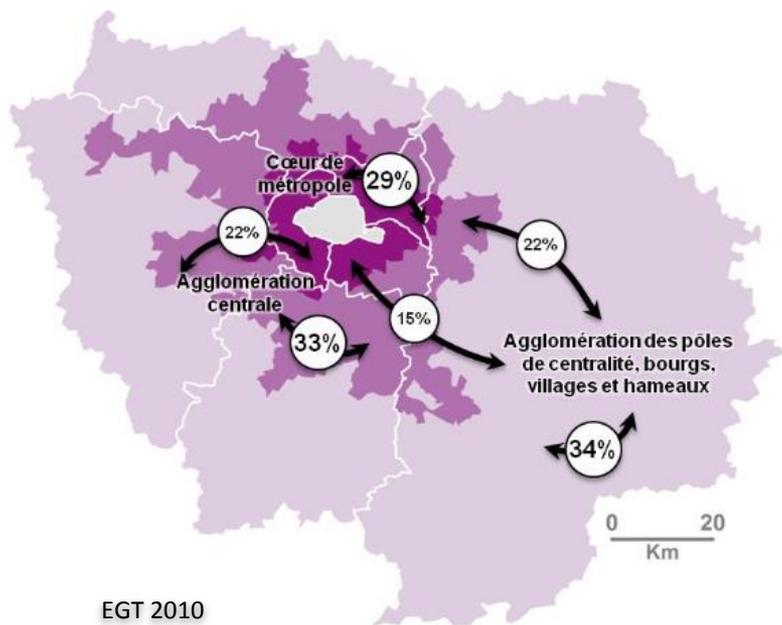
Action plan for the new railway stations in Ile-de-France and emerging mobility projects



Carpooling: today's picture



Share of carpooling in driver trips



Carpooling is mainly practiced for local trips in the suburbs

98%

of carpooling travels in IDF are done without digital platforms

2 €

Average cost per traveler of short-distance carpooling

5.5

PDUIF action to encourage carpooling

1,3

Average number of persons per car in Paris region

3%

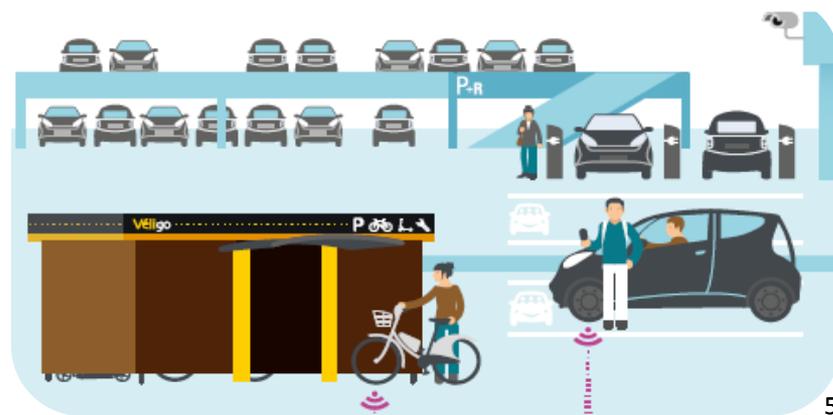
3% of carpooling trips are home-work trips

Actions already implemented to encourage carpooling

Labelled “Park & Ride”: places dedicated to carpoolers within “Park & Ride” as close as possible to the trains platforms + specific pricing (experimentations: Chelles, Souppes sur Loing,...)

Bus stations: creation of carpooling spaces in the main bus stations of Paris metropolis (Pézarches, Longvilliers, etc.).

“Park & Ride” at the gates of Paris: work is under way to identify 1,000 places for flip-flopping and carpooling in the areas at the gates of Paris.



Experimentation of a carpool bonus, a threefold challenge:

1

To **get people's interest to test carpooling** by reducing the cost for the traveller and/or increasing the driver's gain

2

By **multiplying the number of proposed journeys** (bonus effect) and their **synthesis into a single point** (Vianavigo), try to reach a **critical mass** at least on certain journeys to make it easier for travellers to carpool.

3

To **install this new mobility in the daily travel habits** of the people of Ile-de-France through financial incentives, which will **increase the density of the mobility offer**, particularly in the greater suburbs.

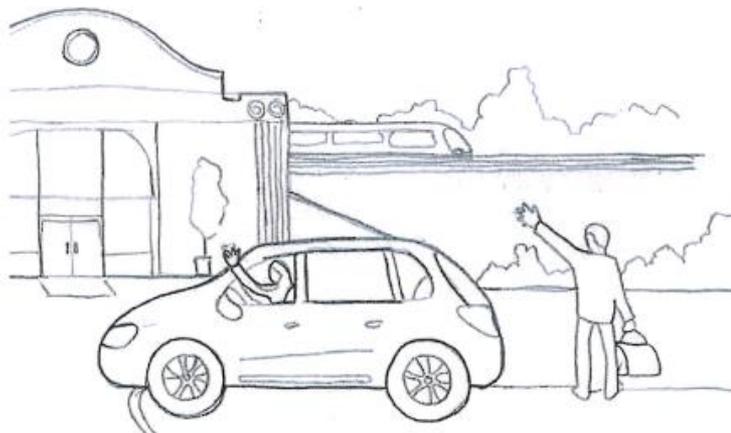
Experimentation of carpool bonus, main principles

Principle: from 1 October 1st to December 31st 2017, Ile de France Mobilités subsidize each carpool company at a maximum of 50,000 euros (2€ per carpool trip, up to a maximum of 25,000 journeys)

Conditions :

The carpool company must use its subsidy in order to:

- increase driver compensation
- reduce the passenger price
- create and/or equip carpool parking areas



Concrete examples of bonus allocation to drivers & passengers

Benefits for the driver



2€ for drivers up to **30€ "bonus"**



2€ paid to drivers with a **petrol card**, 20€ each card



2 € cumulated per trip for the driver in an **electronic wallet**

Benefits for passengers



2€ reduction of the passenger amount or free if travel cost is less than 2€.



2€ donated in the form of contribution to passengers, **cumulative on other journeys.**

Benefits for both



2€ given to **drivers and passengers** for each carpooling trip



2€ free for all carpoolers. 4 gift **vouchers of 100€** (usable in more than 800 stores) offered at a **lottery** after the operation



2 free journeys/day for passengers. Payment of 0.10€/km/passenger for drivers

Vianavigo

IDF Mobilités Itinerary search engine



New version since September 2017



Vianavigo

- **A mobility assistant** that progressively integrates all mobilities:

... and soon

Today

- All public transport services in Ile de France
- Personal and self-service bicycles
- Carpooling
- Car sharing
- Taxi services
- Parking information

- A special effort for **People with Reduced Mobility**

- A website compliant with the RGAA standard to make content accessible.
- New functions to simplify travel for people with reduced mobility:
 - Itinerary search with wheelchair accessible option,
 - Elevator status,
 - Accessibility equipment and services (audio announcements, visual information, station assistance, etc.)

- A Lab to test **innovative solutions**

- 3,500,000 hits per month including 75% on mobile phones

Carpool integration in Vianavigo: what we want to achieve

Use the Vianavigo audience to promote the **complementarity between Public Transport and Carpooling** and help achieve critical mass.

Build an aggregator of carpooling solutions which is:

- **Comprehensive:** *all the carpooling offers available in Ile-de-France.*
- **Neutral:** *all operators are put forward according to the same criteria.*
- **Scalable:** *ability to add new operators easily.*
- **Open:** *based on a documented technical solution and opensource.*

An open methodology

- We have specified, with all carpool operators, an Application Programming Interface (API).
- Each operator was able to implement this interface so that the carpooling solutions were comparable and easy to assemble in Vianavigo.
- This summer, 8 operators have developed the interfaces. 5 are in service and 3 are in the process of being finalized.



An open methodology

To ensure that the solution can be **accessible and readapted by all**, the development implemented will be published in open source and made available to the "communes" of La Fabrique des mobilités.



This developpement is therefore:

- Open to all carpooling operators in Ile-de-France
- At the disposal of other regions and territories

How the carpool service looks like:

The screenshot displays the Vianavigo application interface. At the top, there are navigation links: 'Me connecter', 'Aide', 'Contactez-nous', and 'Affichage'. The main header includes the Vianavigo logo and the text 'Un service îledeFrance mobilités'. A vertical sidebar on the left contains icons for location, profile, alerts, clock, map, search, and a plus sign.

Three carpooling options are listed on the left side of the screen:

- Option 1:** Départ à 18h00, Arrivée à 18h26, De 25 à 35 min, à partir de 1 €. Reservation button: 'Réserver sur ID VROOM'.
- Option 2:** Départ à 18h00, Arrivée à 18h49, De 45 à 55 min, à partir de 1,98 €. Reservation button: 'Réserver sur .karos'.
- Option 3:** Départ à 18h00, Arrivée à 18h51, De 50 à 60 min, Gratuit. Reservation button: 'Réserver sur WayzUp'.

On the right side, a map shows the Paris region with a highlighted purple route connecting Saint-Germain-en-Laye to Nanterre. The map includes various place names and navigation controls like zoom in (+) and zoom out (-) buttons.

| To conclude...

- The service will progress by integrating **new operators** and refining the links with each of them.
- A version 2 will allow to propose a **service linking Collective Transport and Carpooling**.
- This work is part of the **digital action plan** for Ile-de-France Mobilités, which is structured around seven components:
 - A multimodal assistant accessible to all (Vianavigo)
 - The Opendata
 - The creation of a regional data and services platform
 - Collection of new data
 - Connectivity
 - Modernisation ticketing systems
 - Innovation