
Topic: New Mobility Services

Submission date: 2006

Name of measure/service etc:

TIBUS,
a Demand Responsive Transport (DRT) System
in Côtes d'Armor

Location: Côtes d'Armor, France

Initiator and partners:

County Council of Côtes d'Armor

Short description of the activity:

With the TIBUS project, the County Council of Côtes d'Armor started the creation of several bus lines served by a demand-responsive bus system and created a mobility call centre where all users can ask for travel plans in the County Council and outside (nationally and internationally). For interurban transport the cost of a ticket on TIBUS is 2€ for any destination (1.6€ for users benefiting of social aids). TIBUS was launched in September 2005 and first assessed in December 2005.

Background and objectives:

The main problems in the local authority are the repartition of the population and the existence of several small urban centres and a high density rural area. It is therefore challenging to set up alternatives to the use of the private car and to offer an efficient public transport service. The population moves frequently for work and leisure in the county council and has to use the car a lot. The cost of frequent buses is high and the use of public transport was low due to this. It was also difficult to conciliate the design of lines, the frequency of stops and the time tables to satisfy the users. However, the Conseil General has adopted the LA21 principles and decided to innovate in public transport policy for offering a consistent service for all users in 2005.

The local transport policy therefore aims at offering alternatives to the car and being a field for experimentation of ITS systems developed by local companies and research laboratories.

In 2005, 2.5 million trips were made on local interurban transport and the County Council invested 18.35 million euros in public transport.

With the development of the TIBUS project, the local authority aims to set up a demand responsive transport system in replacement of traditional bus routes, and increase the use of public transport and combination of different modes.

Implementation:

The mobility call centre is managed locally with advisers who can answer to any demand of travel inside and outside the county council area, from 7am to 8pm 6 days a week.



The demand has to be registered before 5pm the day before the trip. The service is available on 20 bus lines.

The buses are located by GPS and adapt their trip to demand; in 2006, 50 buses are equipped with GPS. This service is the follow up of the first demand responsive transport (DRT) service (TAXITUB) set up in the County Council. A special service for mobility impaired people is also operational together with TIBUS with 9 new minibuses.

A second phase of the service is launched in 2006 with the development of the mobility call centre and the accessibility to information on WAP and mobile phones. In this phase, TIBUS will be coupled with a car pooling service. With its Mobility Plan, the County Council will show the way by giving incentives to its employees for using public transport and soft modes (a bicycle plan is developed in 2006).

With these new offers, users will be able to plan their trip and use seamlessly different modes (car, bus and bicycle), in connection with national modes (rail and plane).

The dissemination of TIBUS has been realised with the support of the local branch of the national TV France Télévision (France 3) with reports, interviews of customers and designers of the service. The promotion of the service is made on the County Council website (www.cotesdarmor.fr under the transport heading) and on other local authorities websites in the area. Articles in several transport related magazines increased the knowledge of the service.

The local press, very much read in our area, is also partner of the communication strategy. During summer 2006, when more traffic is generated by leisure and access to beaches, TIBUS was further promoted and routes were opened to the beaches for the week end in order to develop the use of the service and bring in more customers.

Consultation of users has been set up previously to the opening of the service in order to assess the feasibility of the operation. However, it was only after 4 month of operation that the demand has really been assessed efficiently. The main recommendations have been taken into account, especially to use small and user- friendly buses more than coaches for more "cosy" trips...

Conclusions:

The first result prove that the demand was existing as on several lines the patronage increased in average with up to 40% in 4 months. The quality of the service was well perceived by the users. On one specific line the patronage increase up to 65% more customers. The mobility call centre receives up to 300 calls a day. This result is very significant for a rural area, where modal shift is normally very difficult to achieve.

The combination with car pooling and cycling (racks for bicycles on the buses and cycling routes) will be achieved in 2006 and will increase the patronage of the bus lines both for trips linked to work and leisure. With accompanying measures as mobility planning for companies and administrations, the use of the demand responsive service will increase and reach the level of a regular service in urban areas. Meanwhile, the users of TIBUS can bring their bicycle during the bus trip; the bicycles are stored in the bus boot free of charge.

TIBUS has been awarded with the best award for "tarification" (cost of the ticket) by the French magazine City and Transport in April 2006. The cost of the service (2€) was considered as very attractive, especially for the less advantaged population of the area. The service therefore integrates social goals additionally to transport objectives.



Website address for more information:

www.cotesdarmor.fr

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