

POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

ANNUAL
CONFERENCE

2022

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Brussels, Belgium



#POLIS2022

Making Public Transport more financially sustainable and accessible with Transport On-Demand

1C. Just Transition: Everyone – Everywhere

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cityway

What do you think?

*In suburban areas,
what is the most used transport mode
of a person, who does not own a car ?*

...



Transport On-Demand / Demand-Responsive transport is



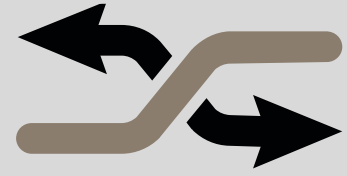
- a bookable, flexible mobility service,
- complementary to more traditional public transport
- efficient to serve low-density areas or offer services during off-peak hours, etc.
- a mobility service at optimized costs, thanks to digital technology and algorithms that optimise routes and passengers' grouping in real-time





1 Adding efficient flexibility to the Public Transport offer

Le Havre Metropole industrial port



FlexiLiA

Le Havre - France

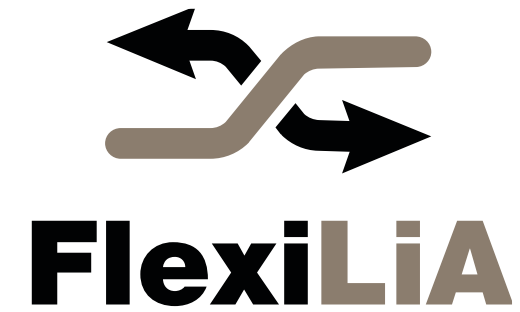
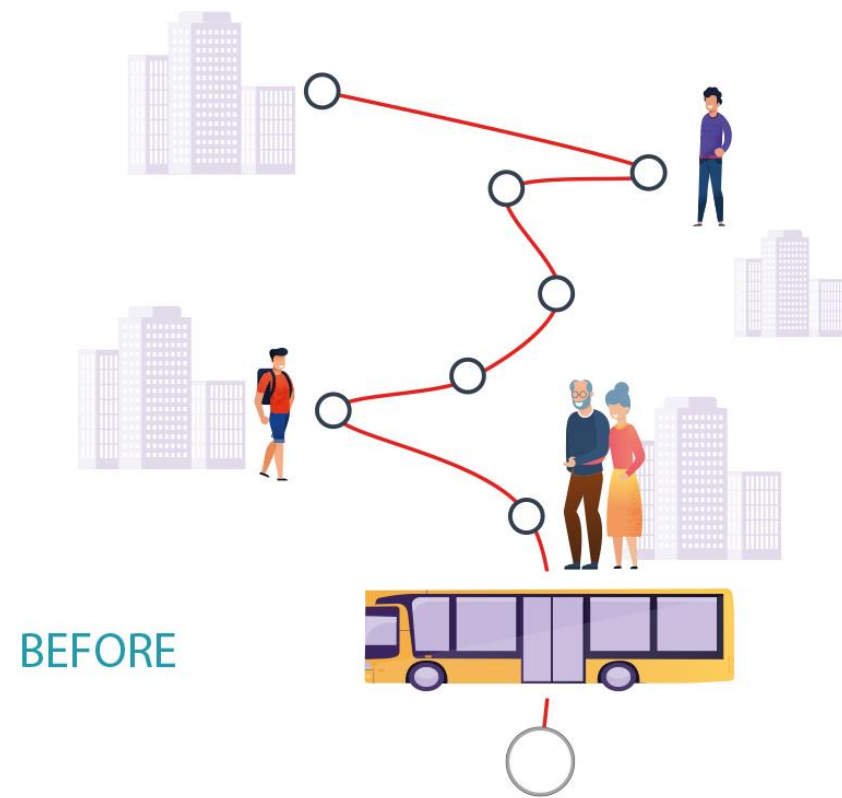
495.80 km²
268,912 inhabitants
vast industrial zone
(20 km long; 200 companies;
30,000 jobs)

Optimising the mobility service offer for our client (Le Havre

Metropole Authority & the PT-Operator) and their passengers

- 11% of all operated kilometres of the PT-Network of the Le Havre Metropole were dedicated to the industrial port
- Nevertheless, the companies wanted to have a better service offer





Le Havre - France

Flexi'LiA → Results

- A service combining a fixed route with on-demand service zones : no need to change lines or vehicles, seamless for travellers
- 12 instead of 24 city busses in operation
- 30% less km
- 7,500 / 40,000 passengers / month





2 Meeting All Trip-requests at an optimized cost

Grenoble Metropole Outskirts

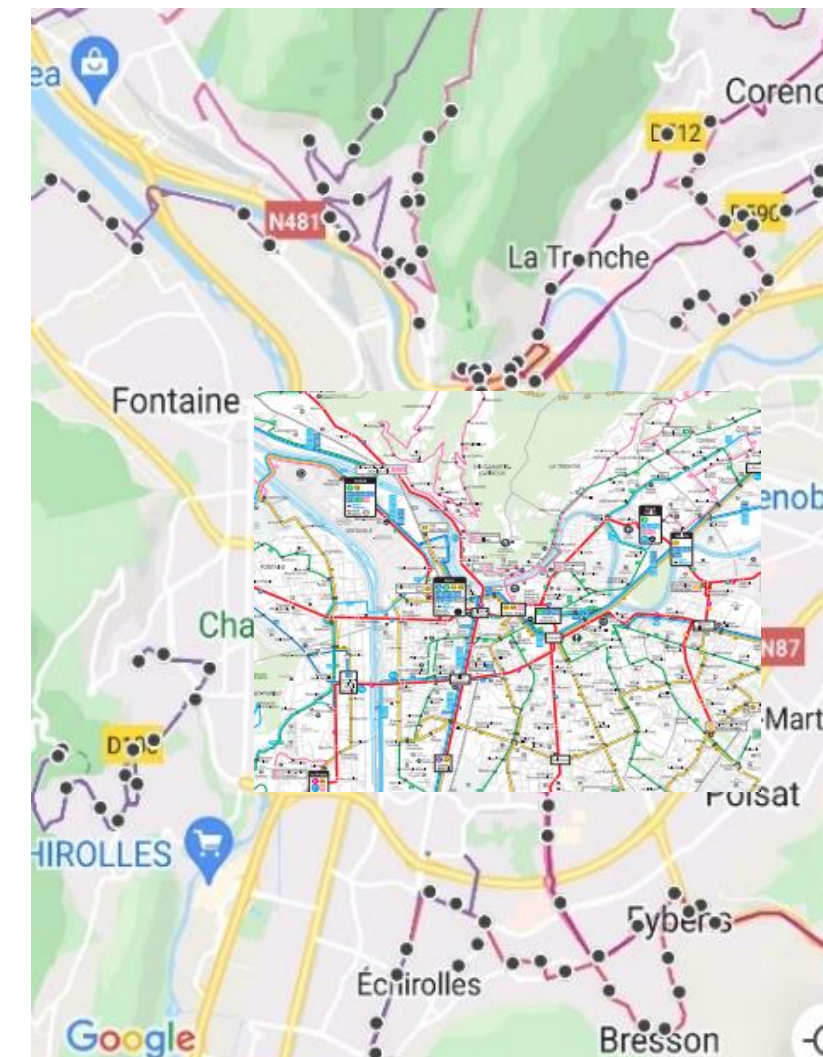


Grenoble - France

545 km²
450,000
inhabitants
ideal winter
sport destination

How to create a service with zero pick-up refusals & that is at the same time economically attractive for the public transport operator

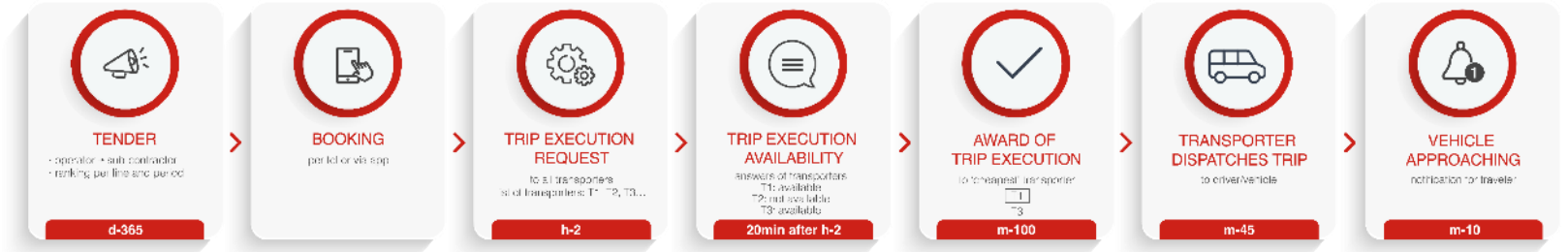
- Development of a Process-Management-Tool for the automatic dispatch of trips to transport-sub-companies





FLEXO

Grenoble - France



What has been done & how?

- the price per trip per transporter/sub-company is fixed in advance
 - this price element is integrated into our solution's optimisation process
- TRIP BOOKING → Request sent to transporters
- transporters have 20 minutes to declare their availability to operate the 'requested trip'
- Our solution Manett will dispatch the 'trip' to the transporter with the lowest price



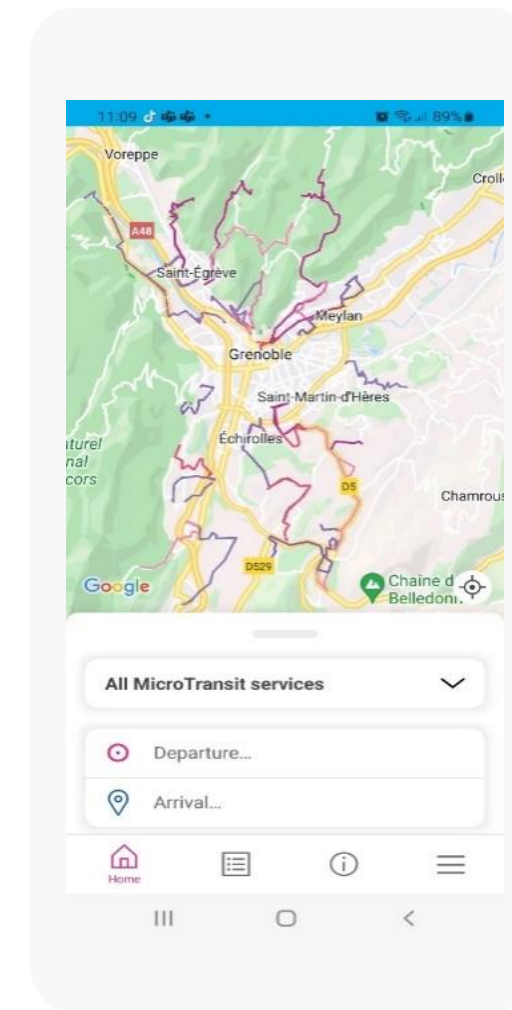


FLEXO

Grenoble - France

Results

- Zero pick-up refusals
- No additional in-house fleet costs
- Optimisation of subcontracted operational costs
- Increasing passenger numbers





3 Digitalising of booking channels, & providing an inclusive service



Passengers
(app and website)



Drivers
(app)



Mobility-
Callcenter

% of booking made digitally



Grenoble



Night service
Le Havre



Day services
Le Havre

Digitalisation of booking channels: Results



The cost of a digital booking is five times cheaper than the cost of a booking via a phone call



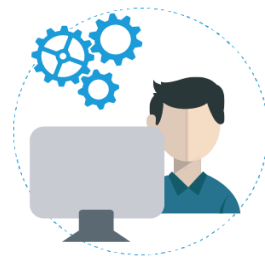
Le Havre-Flexi'LiA

20% of bookings are made when boarding the vehicle - via the driver app





A comprehensive and modular mobility platform,
aligned on market best-in-class standards
and adaptable to your territory's specificities



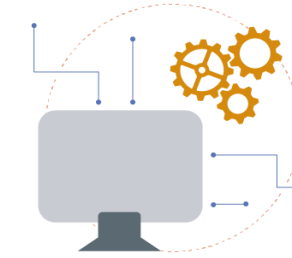
Setup



Operation



Bookings



Optimization



Reporting



Mobility Data

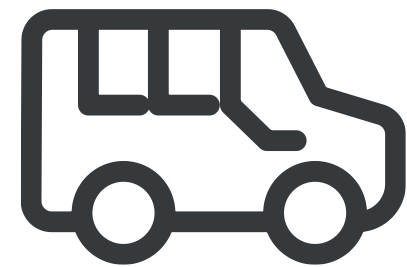


Traveler Experience

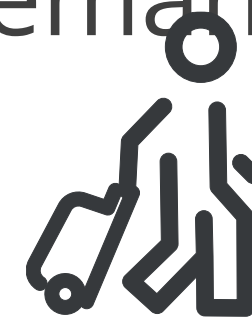


Making your Transport On-Demand projects a success

- among the market's most deployed solutions in Europe and North America
- optimised for small & middle-sized On-Demand fleets



> 90 running Transport On-Demand projects
for PTAs & PT-operators



>2 M
travelers in 2022

cityway



Intelligent & digital
mobility solutions
- since 2001



200



20M€



B2G



Thank you for your attention!

Any questions ?

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The logo for Cityway, featuring the word "cityway" in a red, lowercase, sans-serif font. The letters "y" and "a" are connected. A grey, curved line or swoosh is positioned behind the letters "y" and "a", starting under the "y" and ending under the "a".