



How did Le Cotentin urban
community **boost its**
rural mobility thanks to
Demand-Responsive Transport?

ABOUT

Since 2014, Padam Mobility has offered digital on-demand Public transport solutions (DRT and Paratransit) **to transform peri-urban and rural territories and bring communities closer together.**

To do this, the company offers a **software suite of smart and flexible solutions** that improve the **impact of mobility policies** in sparsely populated areas for all types of users. **To get users, operators and communities on the move.** This software suite is based on powerful algorithms and artificial intelligence. It includes :



A **Booking interfaces** (mobile app, website) for users and call centres.



A **navigation interface** (mobile app) for drivers.



A **management interface** for operators and Public Transport Authorities.



A **simulation tool** for designing and setting up mobility services.

Public Transport Authorities, operators and private companies trust us to help them **open up territories, optimise the mobility offer** and facilitate its operations, to **accompany them towards operational excellence**, and finally to act in favour of an **environmentally-friendly mobility.**

+470 000 users

transported in 2020, **nearly 1M** users transported since our creation

90 territories

deploy our solutions in France, Europe and around the world

80% passenger pooling rate

on average

3,3 x cheaper

than a conventional fixed-line bus service, according to our clients

33%

of our users previously used private cars, **19%** were on foot or could not move around

4,8/5

average rating given to our services by our users



leCotentin

Zephyr

www.zephyr

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4000 1300 1000

LE COTENTIN

Zephir Bus (Keolis)
2019
La Saire TAD



- Feeder stops
- Stops

Area served by La Saire TAD Demande-Responsive Transport, optimised by Padam Mobility

LE COTENTIN

Offering a relevant mobility solution for rural areas

CONTEXT

Le Cotentin Urban Community, located in the north of the Manche department, was created on January 1st, 2017 after the merger of 129 municipalities. With a surface area of nearly 1440 km², it is the 2nd largest Urban Community in France.

Originally, only the city of Cherbourg-en-Cotentin had a public transit network, with 8 regular lines and some Demand-Responsive Transport (DRT) services for people with reduced mobility. When created in 2017, Le Cotentin Urban Community took charge, in addition to these services, of 4 regular lines and 2 summer lines (Manéo).

Today, with the enlargement of the territory and the integration of new areas, mostly rural and sparsely populated, **the need to facilitate the access of the inhabitants to the centre of Cherbourg-en-Cotentin from the outlying towns becomes obvious.** A major mobility plan is launched. **The idea of building a transport network covering the whole territory efficiently and at a lower cost gradually emerges.**

Then, the Urban Community wants to test several mobility solutions, including Padam Mobility's smart and dynamic Demand-Responsive Transport (DRT). It is in this context the LaSaire TAD service is set up, in collaboration with the Zephir network operator (Keolis).

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The low density of our territories prevents us from offering conventional bus transport. At best, it would allow about ten people to travel during the day. Inspired by the example of the Orleans Metropolitan Area, the Padam Mobility Demand-Responsive Transport solution seemed to be the most suitable for our territory: an urban area of 80,000 inhabitants surrounded by rural with around 100,000 inhabitants.

”



Arnaud Catherine

Delegate Councillor of the Cotentin Urban Community
and Deputy Mayor of Cherbourg-en-Cotentin



SOLUTION

GEOGRAPHY

From July 2019, Padam Mobility's digital Demand-Responsive Transport solutions equip Zephir's fleet of vehicles and support its operations. The service is initially set up to serve 22 stops in 3 municipalities bordering Cherbourg-en-Cotentin (Bretteville-en-Saire, Digosville and Le Mesnil-au-Val) .

SERVICE DESIGN

Operating on a first and last mile service design, the La Saire TAD network allows users to join regular lines at specific stops, from 8:30 am to 7:30 pm, from Monday to Saturday. These stops were selected with the Urban Community mainly for the passage frequency of the vehicles of the existing fixed-line network.

ACCESS AND BOOKING

Users can use their Zephir pass to access the service by validating their transportation card on board. Occasional users can also purchase a ticket directly from the driver once on board. The service is only available by booking through three channels:



A mobile app



A website



A booking call centre by phone

OPTIMISATION AND FOLLOW-UP

The service experimentation was an opportunity to confirm the relevance of the service design initially proposed and to test users' appetite for this mode of transport. In addition, Padam Mobility's team regularly rebalanced the itinerary optimisation algorithms at the beginning of July 2019, for the summer holidays, and at the beginning of September for the beginning of the school year. **The aim was to adapt the service to the users' mobility needs, particularly young people.**

In an approach based on proximity and a detailed understanding of local issues, Padam Mobility teams regularly went on site to meet the users of La Saire and their local councillors. At the end of the experimentation phase of the service in January 2020, they took part in a public information meeting organised locally.

“

With Demand-Responsive Transport, we intend to start extending the links between the Cherbourg conurbation and the outlying municipalities and thus alleviate mobility issues in sparsely populated areas.

”



Jean-Louis Valentin
President of the Cotentin Urban Community

ACCESS TO THESE ARTICLES BY SCANNING THE CODES

**Interview with the
users of La Saire TAD**



**Interview with
Arnaud Catherine,**
Urban Community of Le Cotentin



**Meeting between
Padam Mobility,
elected officials and
users of the Saire**



RESULTS

VERY ENCOURAGING EXPERIMENTATION FEEDBACKS

The La Saire TAD service was a great success. Nearly 600 passengers use the service as soon as it is launched, to reach **1,000 users per month, 10 times more than a conventional DRT**. Its ridership keeps rising sharply and its pooling rate is close to 60%, a very appreciable rate in rural areas. Finally, users rate the service an average of 4.7/5.

With regard to bookings :



The service recorded more than 130 app downloads in the first 7 days after its launch



More than 80% of bookings were made in real time



More than 90% of bookings were made via the mobile app

“

Once the service was launched in La Saire, success was almost instantaneous. We noticed a very high level of expectation from the inhabitants to have a flexible transport service adapted to their uses. We also quickly realized that we were not very ambitious from the outset in defining the area served by this service.

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Arnaud Catherine

Delegate Councillor of the Cotentin
Urban Community and Deputy Mayor
of Cherbourg-en-Cotentin



A POPULAR SERVICE AMONG YOUNG PEOPLE

It is observed **young people under the age of 18 account for the largest share of users**. An on board survey carried out by Keolis, the Zephir network transit operator, confirmed this observation. Before the service set-up, only school shuttles operating at fixed times in the morning and the evening allowed students to reach their schools and homes. Outside these hours, these young people remained highly dependent on their parents to get around. **The introduction of this new service gave them more flexibility and security in their travels.**

“

I have been using [the service] for 1 and 2 months now, mainly to get to school. I don't have to bike or walk to school anymore. It used to take 10 to 30 minutes to get there. It's complicated when it's cold and raining. Plus in winter it gets dark very early and there is no public lighting where I live.

”



Mathis, 12 years old, middle-school student, lives in Le Becquet

“

It is a service adapted to children and teenagers who don't live in the city. There are some students we pick up after school. We take them home and then an hour later we take them to their sports activities. For the parents it's very convenient because they don't have to go back and forth in the middle of the day.

”



Véronique, driver of the La Saire DRT van

“

I think I can speak for all the mothers in the room who no longer need to bring their children to school, you have changed our life in La Saire!

”



Mother participating in the last public information meeting on La Saire TAD

WHAT'S NEXT?

SERVICE CONTINUATION AND EXTENSION

Regarding the success of the La Saire TAD experimentation, the Cotentin Urban Community is studying the possibility to take over and extend the service, which showed its relevance for the less dense areas.

Padam Mobility could continue to optimise its solutions and make them even more adapted to the specificities of the La Saire area.

BOOSTING LOCAL LIFE WITH DEMAND-RESPONSIVE TRANSPORT

Low densities, complex mobilities, long distances, peri-urban and rural areas are particularly difficult to serve by traditional means of public transport. In most cases, they are characterised by poor public transport coverage. **Yet the right to transport applies everywhere, including in the most remote areas.**

The peri-urban and rural territory of the Cotentin region has emerged as a privileged area for experimenting Demand-Responsive Transport (DRT). Its operating flexibility and **its speed of implementation have enabled it to adapt to local constraints, all at an affordable cost.** In a territory as promising as the Cotentin region, most of the positive externalities are yet to come.

“

Padam Mobility is really the brick that was missing from our global transportation offer. [...] The DRT with Padam Mobility allows us to complete the existing offer and to propose an integrated and global offer. The idea is to eventually cover all the needs of the inhabitants. That is the point. [...]

Padam Mobility would finish connecting our territory, which is rather rural, by offering a transport service for everyone. Whether you live in Taillepied, with 26 inhabitants, or in Cherbourg-en-Cotentin, with 82,000 inhabitants, with Padam Mobility, everyone could benefit from a mobility offer. It's revolutionary for a territory like ours!

”



Arnaud Catherine

Delegate Councillor of the Cotentin Urban Community and Deputy Mayor of Cherbourg-en-Cotentin



“

A service like La Saire DRT has the potential to revive local life. We spoke with users and they told us that it makes all the difference, especially for young people. Young people sometimes had no alternative for mobility. We can also think of the tourists who end up in Cherbourg station and cannot travel without a car to visit this beautiful region.

We hope that the resumption of the service and its extension will help to create a real local dynamic and to continue to address certain specific use cases and mobility needs.

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Andreas Dieryck

Product Manager at Padam Mobility following the public information meeting





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COTENTIN**



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