

40 territories targeted
9 modular service designs
1 unique app

How did the Paris Region
launch **the world's most
flexible and widest public
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



Scan to access the service
operator website (French)

PARIS REGION

Providing a complementary mobility solution for people living in the outer suburbs

CONTEXT

To stay as close as possible to the mobility needs of the Paris region residents and adapt to the diversity of the region's territories, Île-de-France Mobilités, the Public Transport Authority of the Paris region, embarked on the development of Demand-Responsive Transport (DRT), mainly in the outer suburbs.

The mobility solution was considered ideal to provide tailor-made solutions to the inhabitants of the less dense areas as a complement to regular transportation modes such as bus or train.

Although many Demand-Responsive Transport (DRT) solutions existed, they were each managed locally by a transit operator (Transdev, Keolis, Ratp Dev, etc.) and with different tools, without coherence and without a common vision.

In 2019, Île-de-France Mobilités marks its commitment to shared, integrated, inclusive, accessible, smart and sustainable mobility by setting up a single Demand-Responsive Transport management and booking centre. Its design and deployment were then entrusted to Padam Mobility, in collaboration with Setec for engineering and Webhelp for the call centre.

FROM EXPERIMENTATION ...

In January 2018, Padam Mobility supported the set up of the first Demand-Responsive Transport feeder service to the stations of the Gally Mauldre Urban Community (Yvelines), in partnership with Transdev and Île-de-France Mobilités.

The area's 23,000 inhabitants, spread over 11 urban communities, have 7 vehicles at their disposal on peak hours and 3 off-peak hours to access the area's stations.

The service immediately establishes itself as a relevant mobility alternative. Cars stay in the garage and users are delighted.

The Pays de Meaux territory, in Seine-et-Marne, benefits in turn from the solution. Still under the name Flexigo, the service serves the Meaux-Poincy industrial area and includes a series of stops in connection with fixed bus lines.

Users have several ways to book their trips:

- A mobile app : TàD IDFM
- A booking website
- A phone number referring to a call centre

* Andelu, Bazemont, Chavenay, Crespières, Davron, Feucherolles, Herbeville, Mareil-sur-Mauldre, Maule, Montainville, Saint-Nom-la-Bretèche



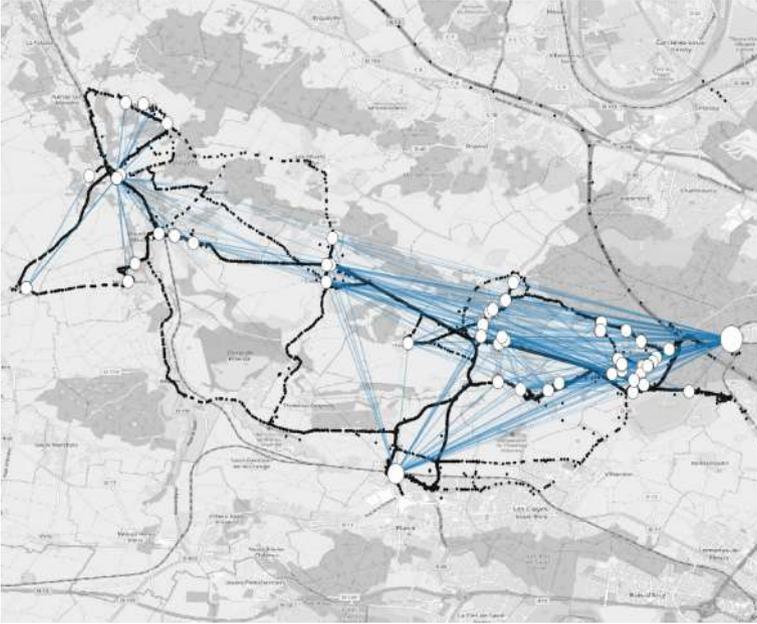


FIN DE SERVICE

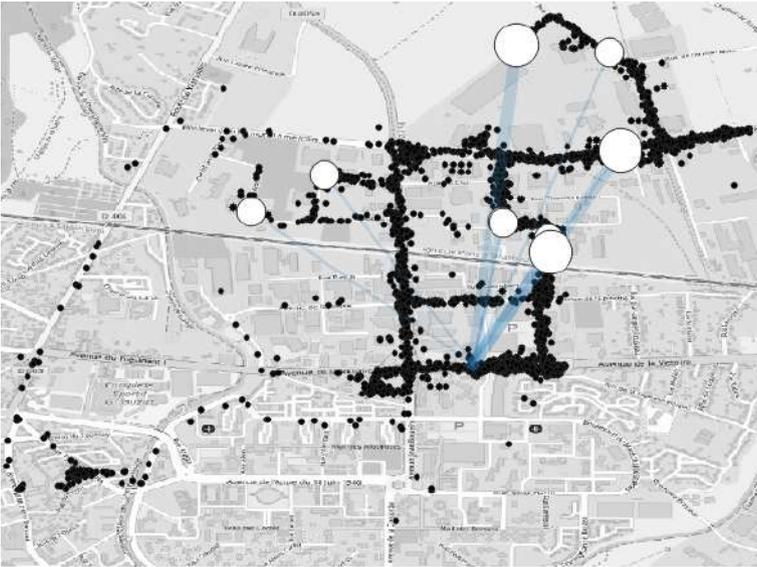


TRANSDEV
DARCHE GROS

390 EXX 77



Use of the service on the Gally Mauldre territory*



Use of the service on the Pays de Meaux territory*

* The size of the white dots reflects the intensity of the bookings at departure/arrival stops, the colour of the blue dots reflects the intensity of the origin-destination itineraries.

... TO MULTI-TERRITORIES

These first two experiences in Île-de-France pushed Padam Mobility to develop a new functionality: **multi-territories**.

Unique on the market, multi-territories allows the **management, on a regional scale and on the same platform, of different Demand-Responsive Transport networks even if they cover distinct territories. It responds to the constraints of the Public Transport Authority which intervene on several areas or on a multi-operated territory by enabling to adapt the service parameters to its challenges: size, service configuration, number and type of vehicles, etc.**

Faced with the multitude of Demand-Responsive Transport use cases in the Paris Region, this functionality becomes a relevant response for coordination at a regional scale.

The success of the multi-territories functionality has enabled Padam Mobility to win the call for tenders aimed at gradually extending this mode of operation to the 12,000 km² of the greater Paris region. The objective: **to integrate all use cases and potential transit operators into the most flexible and the largest Demand-Responsive Transport network in the world.**

THE DEMAND-RESPONSIVE TRANSPORT: AT THE HEART OF THE PARIS REGION MAAS STRATEGY

Demand-Responsive Transport focused on the Paris outer suburbs is at the heart of the MaaS (Mobility as a Service) strategy for Île-de-France Mobilités. Thanks to its ability to link up with other services and the variety of uses it can allow, the regional DRT service is an exemplary innovation of what the regional authority wants to offer to the inhabitants of the Paris region. Ultimately, the service should complement the Île-de-France Mobilités trip planner and integrate Île-de-France Mobilités Connect, an identification brick that should enable the connection of mobility services throughout the region.

The regional management and booking platform allows each Demand-Responsive Transport actor to access different levels of information:

- The user chooses his territory on the booking app or website, via the same customer account.
- The transit operator accesses the data of the territory or territories it operates.
- The Public Transport Authority has access to all the statistics for its territory: a dashboard enables it to manage the Demand-Responsive Transport for the entire region.

Flexibility, ease and speed: in just a few weeks, Île-de-France Mobilités was able to deploy its new DRT territories and manage them with ease.

Padam Mobility also designed a simulation tool that enabled it to study the characteristics of the Paris region in advance in order to define the best offer by adjusting the parameters of the DRT services as best as possible before their deployment.

“

It will be a direct competitor to Uber in the region.

”



Laurent Probst

Executive Officer of Île-de-France Mobilités (PTA)

“

The creation of this new public on-demand transport service provides an almost tailor-made response, with the same guaranteed quality of service, for many inhabitants of the outer suburbs who have little or no access to mobility.

”

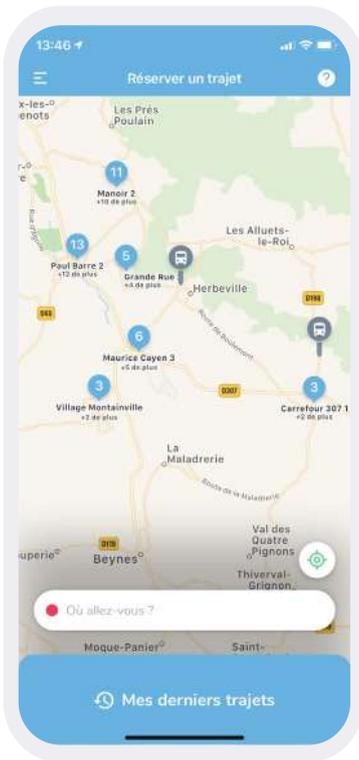


Valérie Pécresse

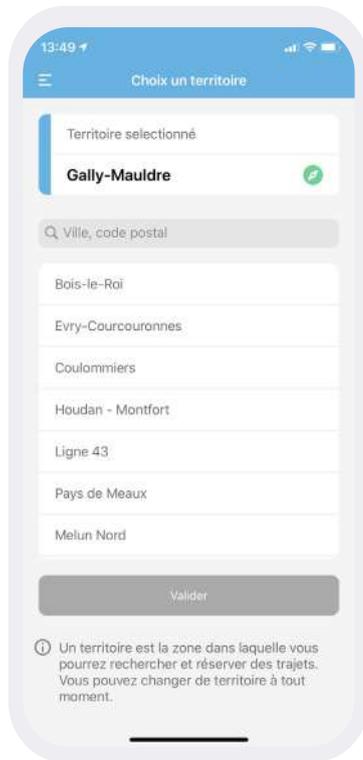
President of the Île-de-France Region,
President of Île-de-France Mobilités (PTA)

AN ENHANCED USER EXPERIENCE

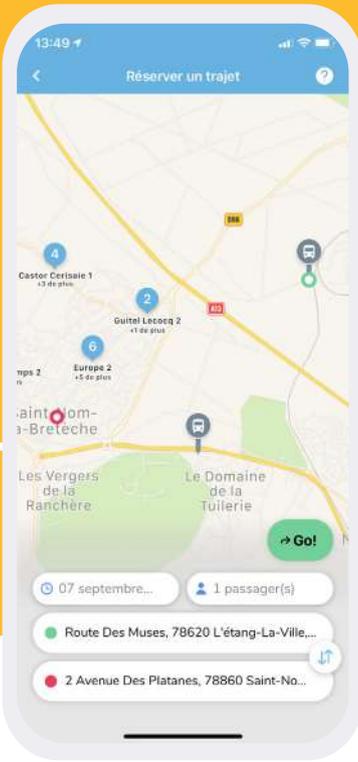
One year after its launch, the TàD IDFM mobile app developed by Padam Mobility will be replaced at the end of 2020 by a brand new version: more focused on territories and users, it guarantees a smoother booking experience. The itineraries offered by the service are clearer and users are better informed.



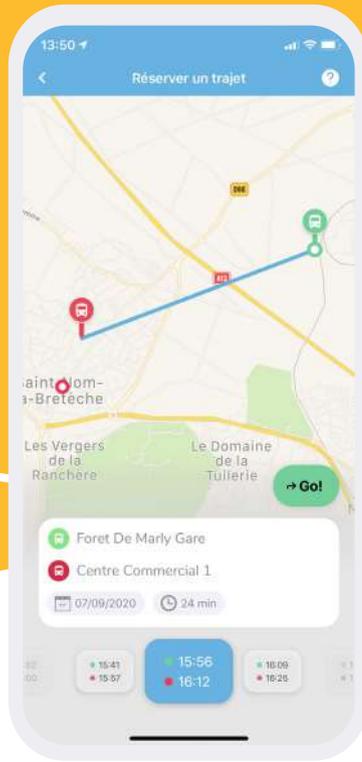
1. Search directly on the map



2. Territory selection



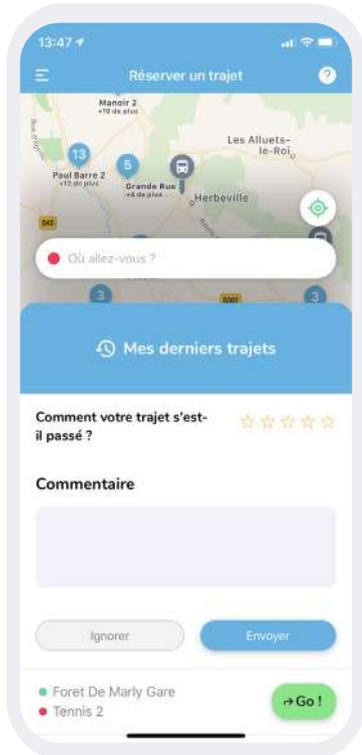
3. Itinerary summary



4. Itinerary proposal selection



5. Itinerary proposal summary

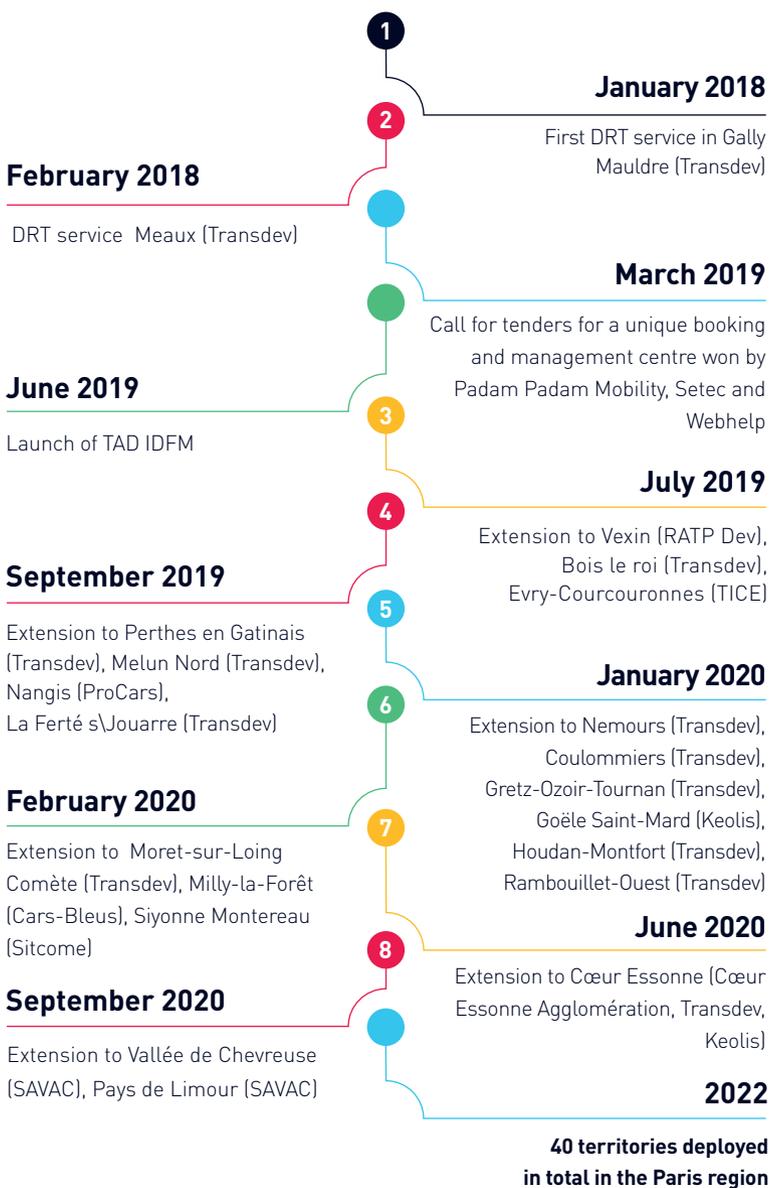


6. Trip evaluation

WHAT'S NEXT?

A gradual extension of the booking centre to all Demand-Responsive Transport services in the Paris region is planned over the next four years.

By 2022, the unique booking centre will be able to handle nearly 60,000 DRT bookings per month, spread over 40 networks and managed by more than 8 different transit operators.





ÎLE-DE-FRANCE

Several operators
2018
TAD IDFM



TAD IDFM IN FIGURES

- Up to 12,000 bookings per month
- 80% pooling rate
- 95% of bookings made on the mobile app
- 400 app downloads on average per month

RESULTS

The new Demand-Responsive Transport management and booking centre brought Île-de-France Mobilités:



• • • A unified and consistent user experience • • •



• • • A simplified management of the different models and use cases • • •



• • • Independence with regard to the choice of transit operators • • •



• • • Data control for better transparency and neutrality with regard to all transport stakeholders • • •



• • • Control of service operating and extension costs • • •

“

I used to drive to the train station. Now I book a minibus in advance, there's a minibus at all hours. I'm saving fuel, and I don't have to park or pay for parking any more.

”



Huyn, 39, user of the TàD IDFM app on the territory of Gally-Mauldre

“

The deployment of TàD IDFM app is a precursor of what flexible mobility will be in the future: adaptable to the needs of users and territories in a unified user experience at a large scale.

Our technological excellence and our in-depth understanding of local transportation issues enable us to help Île-de-France Mobilités to position itself at the forefront of shared mobility.

”



Grégoire Bonnat

CEO and Co-founder of Padam Mobility





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