



How did the city of Padua
strengthen its night mobility
offer thanks to Demand-Responsive
Transport?

ABOUT

Since 2014, Padam Mobility has offered digital on-demand Public transport solutions (DRT and Paratransit) **to transform 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



NightBUS

DS 294AD



PADUA

Busitalia Veneto
2019
Night Bus



Area served by NightBus Demande-Responsive
Transport, optimised by Padam Mobility



Scan to access the
service website (Italian)

PADUA

Serving night-time mobility

CONTEXT

With more than 210,000 inhabitants, the city of Padua had no night public transportation solution. Conventional buses stopped their service at 9:00 pm., putting a strain on the city's highly developed night-time activity.

The implementation of an evening and night-time transportation solution becomes a necessity to improve the well-being of the population and preserve the attractiveness of the university campuses which attract some 60,000 students.

To meet these challenges, the local public authorities, in collaboration with the University of Padua, decided to experiment a Demand-Responsive Transport (DRT) solution. Padam Mobility technology is chosen to operate a first service in partnership with Busitalia Veneto, the urban and extra-urban transit operator of the province of Padua. **The Night Bus service is created in January 2019.**

To meet the rapid deployment objectives of its Paduan clients and partners, Padam Mobility has mobilized its teams to **offer in just 8 weeks a relevant shared mobility solution that functions smoothly and that the people of Padua can be proud of.**

- User and driver apps as well as a dedicated support in Italian have been developed.
- A local project manager was assigned to the project. As a privileged interlocutor with the clients, he ensured the specific local social and geographical characteristics of the territory were taken into account. As the city of Padua has many narrow streets that do not allow the circulation of "standard" vehicles, an in-depth urban mapping work was carried out to guarantee the efficiency of the service from its launch.

“

As an Public Institution, we continue to believe in and invest in local public transport. Thanks to the collaboration with the University, we were able to offer this important service, expected and requested by many people. The use of night buses is a particularly economical solution for users and is able to meet the needs of all citizens. A useful service also for female students who will have a safe way to get around at night.

”



Arturo Lorenzoni,
Deputy Mayor of the city of Padua



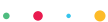
“

In Padua, we welcome tens of thousands of university students who are very interested in being able to use the bus in the evening. The flexibility of this solution makes it possible to offer and maintain a night service that would otherwise be too expensive compared to the passengers carried [...].

”



Sergio Giordani,
Mayor of the city of Padua



SOLUTION

With a fleet of 4 vehicles, the service is configured following a free-floating service design for more flexibility. The itineraries are defined and optimised by Padam Mobility's algorithm according to the users' bookings, who can access the service every day at the following times:



From 9:00 pm to midnight on Mondays,
Tuesdays, Thursdays and Sundays



From 9:00 pm to 3:00 am on Wednesdays,
Fridays and Saturdays

To access the service, users book their trip via a dedicated booking app or website, by indicating their stop of departure and arrival stops, their desired departure or arrival time and the number of passengers. Trips can be booked from one week to 5 minutes before the desired departure time. Users can also book the same itinerary on a recurring basis for several days and for up to 12 people. An integration of the solution with a payment module allows payment on board and directly on the app or online.

When booking, the Padam Mobility algorithm checks the availability of vehicles and free seats and provides an immediate response with the estimated waiting time and the number of the vehicle requested. **Once confirmed by the user, the trip is guaranteed.**

RESULTS

Very satisfactory results were observed in the first few weeks following the launch of the Night Bus. Its immediate success with users very quickly led Busitalia Veneto to increase the size of the fleet of vehicles. It is considered to extend the service daytime on Sundays and public holidays.

Today, Night Bus keeps recording performances that go far beyond the initial forecasts:



More than 12,000 users transported since service launch



Up to 2400 bookings per month



Up to 2500 app downloads per month



Up to 80% pooling rate



An average service rating of 4.7/5

In February 2021, a new service, Quibus, was added to NightBus, giving it its name. Attached to the same application, the service enriches the NightBus DRT offer in the school transport segment.

“

The objective for us is to make the city more liveable day and night, thanks to a flexible and modern transport offer. This service is already active in other European cities and has proven to satisfy a wide range of users who, for many reasons, do not use cars.

”



Sergio Giordani
Mayor of the city of Padua





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