



Simplify **commuting** for  
**employees** with 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

# INTRODUCTION

According to the French Agency for Ecological Transition (ADEME), **50% of the companies' CO2 emissions come from commuting and business travels**. Cars remain the preferred mode of transport: in France, three quarters of these trips are made by car, with an occupancy rate close to 1.

However, cars represent:



**A cost for the employers** (fleet contracts, work accidents, etc.). It is estimated 10% of work stoppages are related to daily car commuting.



**A cost for the employees** (parking, fuel, insurance, etc.). The car is the 3rd source of household expenditure<sup>1</sup>. The average annual budget for a private car is around 5,000 euros<sup>2</sup>.

Taking employees' mobility into consideration by proposing more ecological and sustainable alternatives to private-owned cars is a win-win bet for companies and public authorities.

**For the past 2 years, Padam Mobility has been actively supporting these stakeholders in facilitating the travels of their working populations through the implementation of tailor-made Demand-Responsive Transport (DRT) services.**

In Pau, Madrid or in Lyon, Padam Mobility DRT solutions have been able to adapt to local issues and constraints to **improve the mobility of working populations, reduce their dependence on private cars or increase their autonomy in their travels**. Focus on these three success stories.

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1 Insee, 2019

2 ADEME



## LYON

Improving the connection with existing transport networks

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Improving employees' daily commuting

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PAU

Employees' daily commuting  
2019



Areas served by the multi-modal service in Pau

# PAU

## Improving employees' daily commuting

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### CONTEXT

Padam Mobility's client is a multinational company operating in the aeronautics industry. It is based 15 kilometers from Pau, but remains within its urban area. With a workforce of almost 5,000 employees in 2018, it is a major employer in the Nouvelle-Aquitaine region.

The company's plants were originally served by some twenty regular bus lines with fixed itineraries and schedules.

For 10 years, these lines, which represented the only alternative to cars to get to the site, saw a continuous erosion of their riderships:

- **Service hours must be guaranteed** to correspond to the specific working conditions of the employees (hourly shifts, 3/8 shifts, etc.).
- **The fixed lines** did not serve the employees' residence places, or served them poorly. Most of the bus stops were located too far from their homes.
- **Travel times were considered to be too long**, especially for employees who did not live near the factory site.
- The service had a **bad image**.

The incomplete coverage of the site and residential areas by existing public transit lines led to the gradual abandonment of public transport for commuting in favor of private cars. **70% of the company's employees were willing to use the bus, but only 12% of them used it**, mainly for lack of other choices.

**It became necessary to take over the employees' commuting trips.**

A local private transit operator's project involving a dynamic DRT brick is chosen against fixed-line transport projects. The solution is definitively adopted in June 2019.

A mobility mobile app is developed in partnership with a local company. **The multinational company can then benefit from a "turnkey" mobility solution comprising a dynamic DRT service with Padam Mobility technology, combined with a broader range of mobility solutions: fixed lines, power-assisted bikes fleet, carpooling service, incentive service, etc.**



# SOLUTION

Padam Mobility and its local partner transit operator designed the DRT service of the mobility offer in a **multimodal logic and in adaptation to the constraints of the multinational company's employees**. 5 dedicated vehicles guarantee the flexibility of the service.

Pick-up and drop-off times are based on the working hours of the employees, who can book their trip through a mobile app or a booking website.

“

*The success of DRT in the context of a comprehensive service demonstrates the relevance of our solutions in a multi-modal, flexible, and ecological framework at the service of companies concerned about the well-being of their employees.*

”



Grégoire Bonnat,  
CEO and Co-founder of Padam Mobility



# RESULTS

The local partner transit operator offer contributes to **a significant improvement in the multinational company employees' commuting**, in part thanks to the smart and flexible Padam Mobility Demand-Responsive Transport that takes into account their time constraints.

**The care taken to ensure interconnections with the existing public transit network and to facilitate access to other mobility services of the local partner transit operator provides a lasting incentive for the use of more sustainable modes of transport.**

Encouraged by these incentives, the local partner operator wishes to transform the trial and plans to deploy its offer to other potential public or private clients.

**Very satisfactory results have been observed since the launch of the DRT service included in the local partner transit operator's offer:**



Up to 4,000 bookings per month

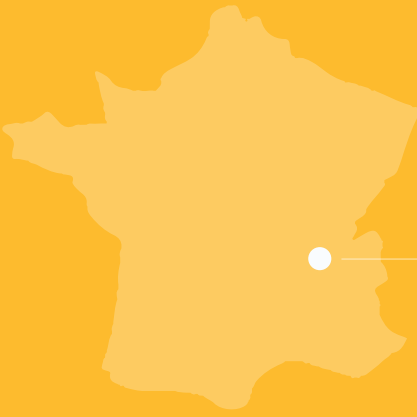


Service used on average 5 times a week per employee



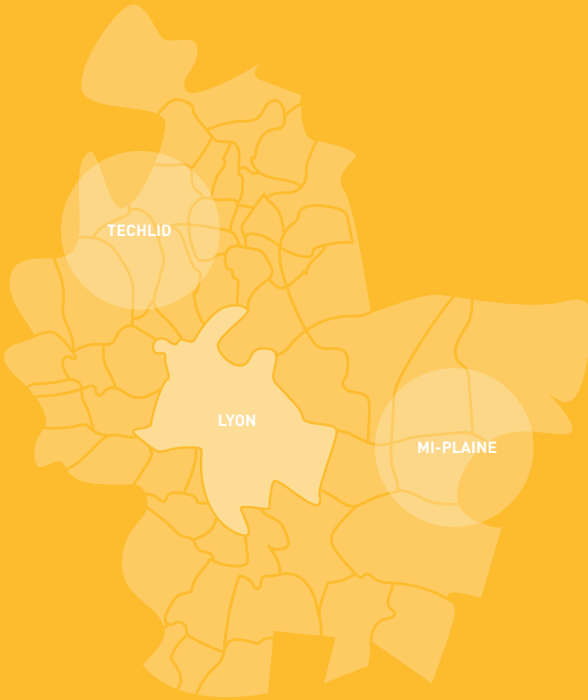
97% pooling rate





LYON

Employee transport  
2019



 TCL à la demande Mi-Plaine service areas



Scan to access the service website (French)

# LYON

## Improving the connection with existing transport networks

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### CONTEXT

Confronted with the major challenges of providing public transport services to the least dense areas of their territory, the Lyon Public Transport Authority (SYTRAL) and its historic transit operator TCL (Keolis Lyon) wanted to experiment the Demand-Responsive Transport in a call for innovative projects. It is in this context the "TCL à la Demande" (TCL on-demand) networks were born.

Padam Mobility deployed its smart and dynamic DRT solutions in two areas of the Lyon urban area: Mi-Plaine in November 2019 followed by Techlid in February 2020.

**The Mi-Plaine territory** (municipalities of Chassieu, Genas and Saint-Priest) includes an activity area that constitutes an important employment cluster. The latter includes 1375 companies and 20,000 employees.

Its main mobility challenges: transporting the working population at peak hours and serving the first and last mile from/to the existing networks.

**The Techlid territory** (municipalities of Collonges au Mont d'Or, Saint Cyr au Mont d'Or, Saint Didier au Mont d'Or, Lissieu, Limonest) includes a mixed area including business area (Techlid) and residential area.

Its main mobility challenges: serving the Techlid business area and serving internally the entire area by facilitating cross-flows, particularly during off-peak hours and in a first and last mile logic. The topographical characteristics of the Mont d'Or district add up to the mobility challenges of this area, which is particularly difficult to serve by traditional modes.

# SOLUTION

The two TCL à la Demande services are operated following a free-floating service design with feeder services to multimodal interchange hubs (bus, metro and tramway stops of the TCL network, car parks, shopping centres) in order to **facilitate intermodal travels**. They are integrated into the existing network thanks to a **single fare system**.

Two fleets of 6 and 8 9-seater vehicles (eventually powered by natural gas) guarantee service flexibility.

On the Mi-Plaine network, **the working hours of the employees of the business area have been taken into account** in order to offer a service that meets their travel needs as closely as possible.

On each of the networks, users can book their trip via the three reservation channels developed by Padam Mobility: a mobile app, a booking website and a call centre.

In order to perfect the interconnection of the solution with existing transportation offers and to prevent any competition, **itineraries and stops already served by an existing line are not proposed by TCL à la Demande DRT service**.

In addition, in order to prevent abusive bookings and to preserve the availability of the service, **a minimum travel distance has been set for bookings**. Thus, when a user tries to book a trip shorter than the defined minimum distance, his/her request fails and he/she receives an explanatory message.

# RESULTS

Padam Mobility's recently launched TCL à la Demande DRT networks are proving their worth. Since their implementation, they have recorded **more than 12,000 bookings**.

In addition, they have provided a **concrete mobility solution for all Lyon people with a TCL ticket or a transportation card**, allowing them to travel wherever they want from Monday to Friday 6:00 am to 8:00 pm (excluding public holidays) from/to interconnection stops with the TCL network or within the served areas.

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*Dynamic Demand-Responsive Transport is a concrete solution that responds to the mobility challenges in large areas, enabling us to refine the network's mesh and better connect territories to ensure overall consistency. Our top priority is the accessibility of our network, in the broadest sense of the term.*

”



Fouziya Bouzerda, President of the SYTRAL



## TCL À LA DEMANDE AND COVID-19

**Thanks to the flexibility of its digital tools, Padam Mobility has enabled the continuity of TCL à la Demande services while protecting riders.**

Thus, the number of seats available for booking in the vehicles was reduced without delay to guarantee social distancing as quickly as possible. The adaptation of the service in real time was accompanied by other strong measures to ensure compliance with the health instructions in force: wearing of masks for drivers, systematic disinfection of vehicles.





## MADRID

# Improving transport services for businesses at all times

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## CONTEXT

Celering is a private Spanish company specialised in the elaboration of diagnostics and mobility plans for companies or groups of companies. Its activity also includes the provision of B2B and B2C mobility services.

The company called on Padam Mobility to develop Celering Smart Shuttle, a tailor-made DRT service aimed at the working population of the Madrid region.

Its objective: **to offer a shared on-demand mobility service, smart and efficient, particularly adapted to serve corporate campuses and which offers a credible alternative to individual cars.**

# SOLUTION

The Celering Smart Shuttle service was launched in January 2020. It is open both to employees of Celering's corporate customers and to the general public.

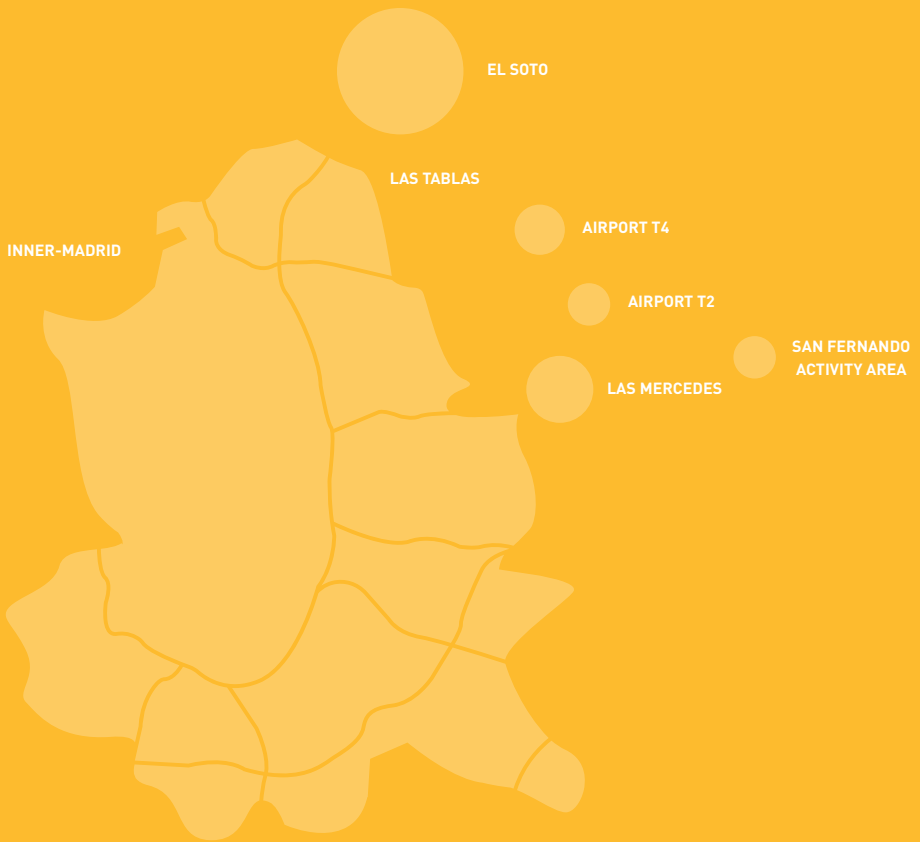
Accessible only via a mobile app or a booking website, the service is operated following a free-floating service design in specific areas. Most of them are located beyond the Madrid ring road (M30) and in the Madrid Barajas airport area.

In order to meet Celering's need for flexibility, specific features have been developed. **Dynamic pricing**, for example, allows the price of bookings to change according to predefined parameters such as the origin, the destination, the booking time, the type of booking (single or group), the day of the week or the booking recurrence. **Dynamic pricing makes ticketing more flexible and encourages the use of the service in specific cases, for example during off-peak hours.**

Another advantage of dynamic pricing is that **it can be adjusted to a variety of profiles and applies a different fare depending on the type of user**. For example, an employee of a client company can benefit from a special rate or even free of charge (depending on the type of contract with Celering). Conversely, a "general public" user can still benefit from the service at a standard rate.

**The dynamic pricing system developed for Celering makes it possible to adapt the service to the needs of both users and businesses.**

A complete management interface provides an additional response to this need for flexibility by allowing Celering teams to manage the service directly and independently.



Celering Smart Shuttle served areas. These areas will be gradually extended.

## CELERING SMART SHUTTLE AND COVID-19

The operational flexibility of Demand-Responsive Transport enabled Celering to **enforce health measures flexibly and without delay to ensure the users' safety and protect them from the risk of contagion**. Wearing a face mask was made mandatory for all access on board. On the drivers' side, body temperature was monitored before and after each service.

Finally, the vehicles were guaranteed to be completely sanitized between each service and constant ventilation was maintained to ensure air renewal.

# AMBITION

With its Smart Shuttle DRT service, Celering aims to:

- Propose a **tailor-made solution integrated to the mobility plans** it designs for its corporate customers.
- Propose a **competitive, punctual, economical and ecological mode of transport**.
- **Save fuel costs**.
- Offer a service that can be used **intermodally with existing public transport**.
- **Reduce travel times by 40%**.
- **Reduce operating costs by 30%**.
- **Reduce CO2 emissions by 80%**.
- Offer an **impeccable passenger experience**.

The company multiplies communication campaigns around the service to make it better known among other companies and especially the general public.

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*Car sharing and dynamic DRT are the latest trends in corporate mobility in Europe. They are economical and flexible solutions that will considerably improve the quality of travel of the employees of the San Fernando business park.*

”



**José Maria Campos**, President of Celering





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