

Growing Ridership

Futureproof Your Network with Resilient Ridership and Revenues

Rethinking how transit systems are managed is about futureproofing, simplifying, and building a modern, frictionless transit system in the U.S.

GROW RIDERSHIP AND REVENUES

The most evident issue facing public transit agencies (PTA) is depleted revenues as ridership continues to lag.

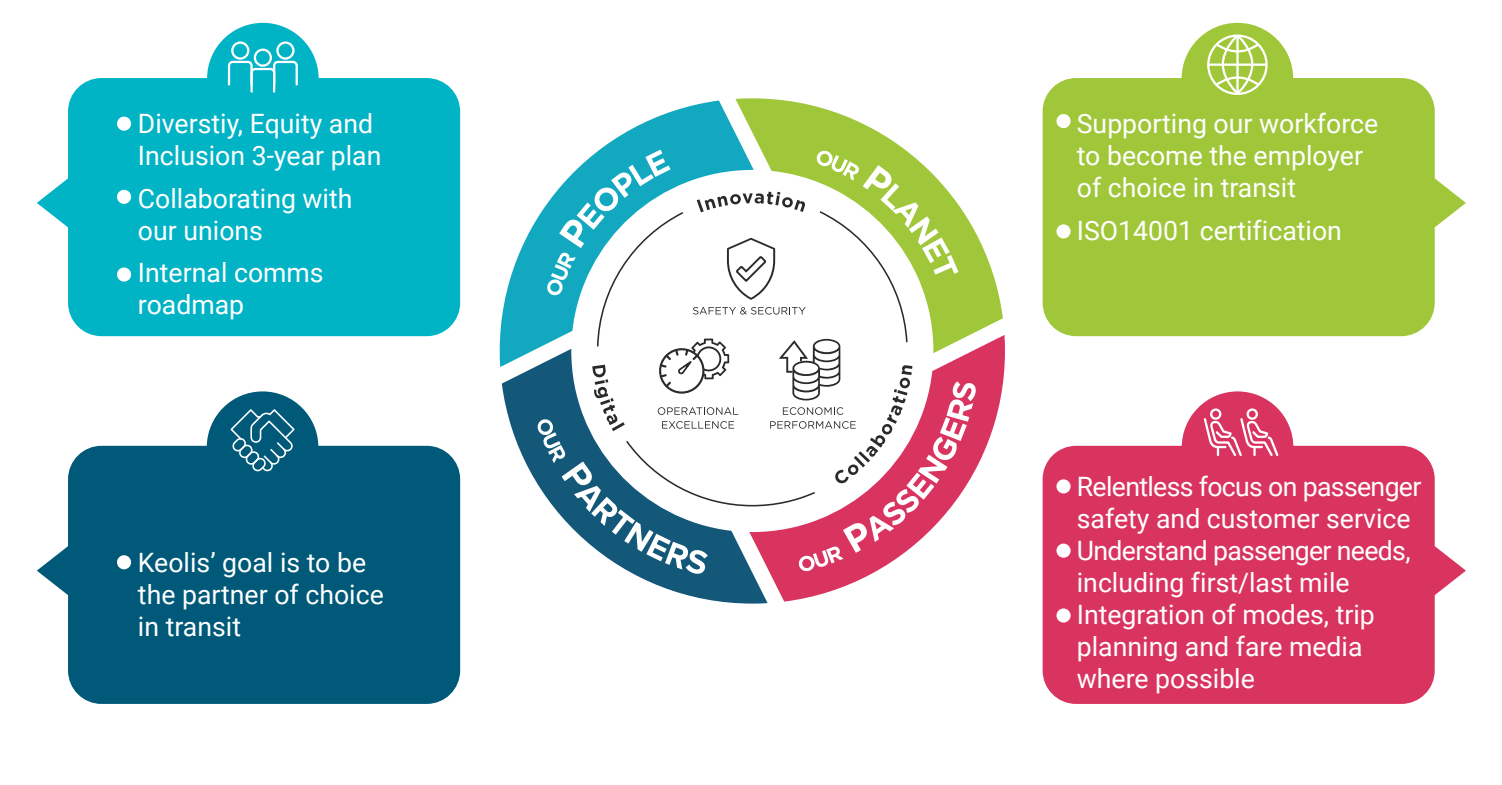


Learnings from Keolis networks around the globe showcasing how revenue and ridership can be increased and sustained →

- Invest in and launch:** End-to-end digital tools that make transit frictionless
- Adapt and appeal to consumer mindset and schedules by:** Futureproofing networks and building a resilient ridership base
- Enhance marketing strategies to:** Mine operations for insights into current and future riders
- Inspire action by publicizing commitments to:** Modernize transportation, cut carbon emissions, and alleviate congestion on roadways

Keolis Way

Keolis Way is a global program to: **STRENGTHEN OUR COMMON APPROACH AND OUR WORKPLACE CULTURE.**



MAKE TRANSPORTATION FRICTIONLESS

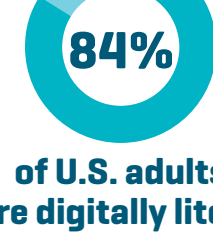
After the Great Recession, austerity measures meant two out of three large public transit agencies had to cut service and more than half were forced to raise fares.



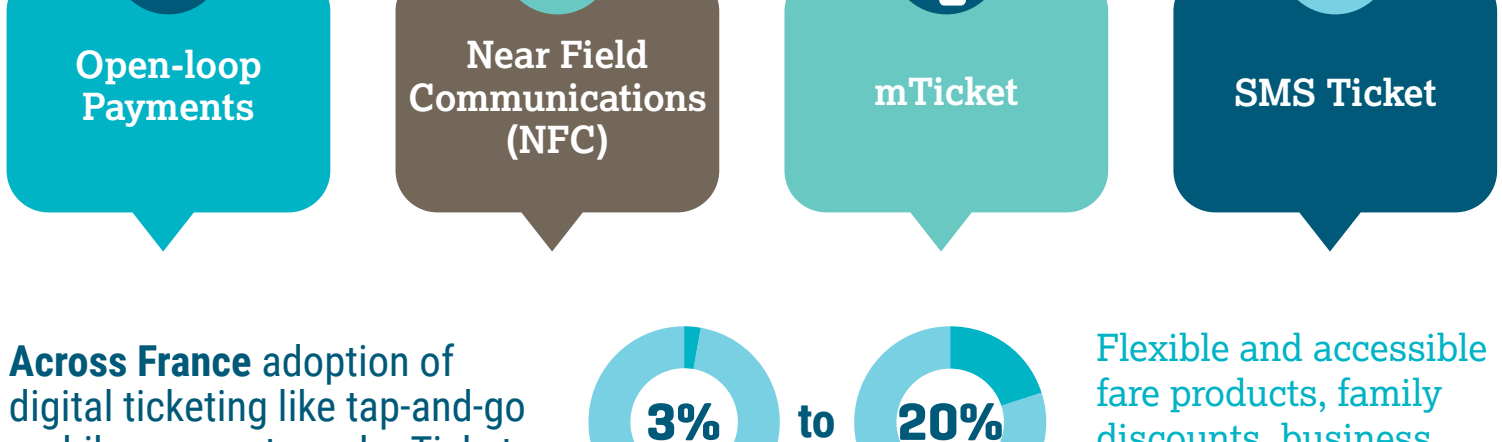
IN 2015, ONE CITY SAW AN OPPORTUNITY.

Houston invested in a bus network redesign that prioritized uncomplicated, localized and frequent rides.

In 2018, the U.S. Department of Education published findings that showed.



What Types of Solutions Are Offered to Customers?



Across France adoption of digital ticketing like tap-and-go mobile payments and mTickets, has more than tripled from



Flexible and accessible fare products, family discounts, business partnerships and rewards programs are good for passengers and communities.

FUTUREPROOF: ANALYZE, ANTICIPATE AND ADAPT

Traditional barriers to using public transit include perceptions of unreliable service, unattainable fares, and lack of safety.

Between 2021-2022 RIDERSHIP INCREASED BY 26 PERCENT

In the French city of Pau, Keolis operates a hydrogen-powered BRT network.

Most of this network operates on a dedicated route and the design of the bus features a rounded front and wheel coverings. This design makes the bus look more like a tram, an important feature for attracting ridership. Research has found prospective riders (aka streetcar or trolley) design.

Transit networks WITH TRAMS HAVE 50% MORE RIDERSHIP than those with just buses

Reframing the experience from the consumer's perspective can be a rider's network and ridership growth.

Overall perception of public transit will shift when you pair strategic initiatives with the amenities that all consumers have come to expect such as:

- WIFI
- outlets
- mobile applications
- real-time communication

THE AIM: Attract and nurture a resilient ridership base that nurtures to grow and support an upward trend for revenue.

THE RESULT: Strategic investments today hold potential to futureproof the organization.

CHAMPIONING NEXT-GEN TRANSIT

Despite the overnight drop in ridership due to lockdowns, leaders in the transportation industry persevered. Leaders faced the near daily onslaught of challenge and adversity with an unwavering commitment to see opportunities and pivot rapidly.

Thanks to federal stimulus dollars and funding from a landmark infrastructure bill, the U.S. has an opportunity to reimagine and futureproof its transit systems. PTAs can be a major voice in this movement through its initiatives, partnerships and external marketing.

THESE OPTIONS INCLUDE:

- Launching partnerships with area businesses to promote transit use
- Partnering with regional transit agencies, management associations and other private operators on first/last mile solutions
- Introducing rewards programs with area businesses connected to transit use

Working with a global provider like Keolis offers the opportunity to learn from other cities and, not only borrow but establish a new standard for the next generation of public transit.

CONCLUSION

Keolis can help its partners develop their own strategies to grow ridership and revenue.

