







# YOUR PARTNER IN NEW MOBILITY



## KEEPING PACE

The future of mobility will be increasingly more **Personalized**, **Autonomous**, **Connected** and **Electric**. Transdev is ready with innovative, new solutions.

## Thrive in a new mobility landscape.

The pace of change is accelerating. Passenger expectations are rising. Public agency funds and resources are limited. Transdev helps meet these challenges.

We are building on decades of experience delivering quality, safe transit operations and steadily driving improvement of the passenger experience. Transdev works with clients to plan and implement new mobility options—and provides a full suite of tailored digital products and services.

- › First- and last-mile mobile apps and services
- › Customized microtransit options
- › Integrated passenger apps
- › Autonomous shuttle deployment, integration and operations
- › Mobility as a Service solutions
- › Brokerage and non-emergency medical transportation platform and operations

Over 200 cities and communities trust Transdev to safely manage and operate their transit systems, encompassing six modes of transportation. We deliver quality, efficiency and innovative approaches to help clients achieve their vision for mobility.

**11M** trips a day globally\* (\*Due to Covid-19, ridership in 2020 was 6.2 million trips)

**82K+** employees worldwide

**17** countries across five continents

**#1** largest operator of streetcars and light rail systems in the world

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# SEAMLESS JOURNEYS

## Our multi-modal expertise sets us apart.

Transdev has a proven track record of helping clients safely operate and integrate transportation modes to optimize connections and enhance passenger convenience.

### REIMAGINING MOBILITY

Smart cities of tomorrow will prioritize seamless passenger trips and feature integrated multi-modal transportation with electric vehicles, first/last mile solutions and automated vehicles. Data will further optimize travel with added connectivity and convenience. We are helping clients integrate and reimagine mobility to match their unique population growth patterns.

### OPERATOR AND INTEGRATOR OF MULTIPLE MODES

Whether it's coordinating a paratransit service with fixed route buses, or managing a complex interconnected network of transit options, Transdev has the expertise to help you succeed.



### TORONTO

Cityway, a Transdev company, created an integrated trip planner in Toronto. The app enables access to all available modes in the area—providing access to data from a consortium of 20 transit agencies in the region.

Cityway delivers sophisticated, customized technology projects with expertise in intermodal trip-planning for MaaS, first- and last-mile solutions, mobile ticketing and more.

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# INNOVATIONS IN MOBILITY

## New solutions for clients and passengers.

The future of mobility is evolving at a rapid rate and the role technology plays is at the forefront. We are actively developing solutions designed to anticipate the needs of our clients and passengers and that always keep safety and the customer experience at the forefront.

### THE FUTURE IS NOW

Assisting with eco-friendly and electric fleets is a key aspect of our service offer. We leverage technology, along with our expertise in the U.S. and around the world, to help our clients with their strategy and transition to electrification. Our team of experts help work through the uniqueness that comes with moving to an electric fleet.

### IMPROVING THE FUNDAMENTALS

Transdev offers many in-house and third-party innovations to help improve the basics in transportation operations.

- › Mobileye installations across the country are helping drivers on busy urban streets stay safe and avoid collisions.
- › Using a data-driven approach to maintenance, teams leverage years of nationwide information collected on Transdev-operated vehicles to compare their performance with fleets of the same age and vehicle type.
- › Meeting headways can be challenging in heavy traffic, so Transdev leverages our anti-bunching software that accurately meters buses to meet promised frequencies.



### PHOENIX

At Phoenix Valley Metro and other Transdev paratransit operations, we have implemented a single workplace command console that transforms data into a more intuitive format to better identify areas of opportunity for improving service performance. Dispatchers and schedulers can easily identify routes and events with alerts or exceptions which may negatively impact performance, and then take appropriate action.

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**74%** of U.S. transit authorities see MaaS as a major opportunity over the next three years

**68%** of U.S. transit authorities plan to use first- and last-mile solutions to increase service and connect more passengers to transit





# PASSENGERS AT THE HEART

All customer feedback recorded and used to drive continuous improvement

## Setting high standards for the passenger experience.

Passenger expectations are rising and Transdev is dedicated to meeting and exceeding them—ensuring the best possible experience on every trip.

### UNDERSTANDING OUR PASSENGERS

T.ex, our formal audit of the passenger journey, is a proven methodology designed to assess all aspects of transit trips. It deploys multidisciplinary teams using various passenger personas to create tangible action plans for improvement.

### ASSESSING OUR PERFORMANCE

Our Mystery Traveler program sends third-party undercover auditors to report on the passenger experience in all capacities: from riding, to calling, to buying tickets. Through objective, quality-based results, we work to improve all aspects of service.

### LISTENING TO OUR RIDERS

Transdev's proprietary customer feedback management program, LISTEN, is designed to record, respond to and analyze customer feedback across multiple channels.

### A CUSTOMER-FOCUSED CULTURE

Our award-winning Going for Care change management program engages all departments in improving the consistency of service. It provides first-rate training for frontline staff and helps teams track progress to improve satisfaction and loyalty.



### CONTRA COSTA

Our My Transit Manager mobile app for paratransit riders and their caregivers puts trip information at their fingertips. Paratransit riders and caregivers can view trip confirmations, track their vehicle, and receive alerts.



### LONG ISLAND

In this large transit system serving Nassau County, we utilize different types of service to meet different types of passenger needs and simultaneously maximize our client's resources. From headway management on high frequency routes to microtransit in less populated areas, we customize service options to move the most passengers in the best way.

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