

Veolia Transport

€5.6 billion in revenue for 2007

30 countries

81,532 employees

2.5 billion trips per year

5,000 public authorities served throughout the world

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Portfolio
of expertise



Bus Rapid Transit



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Bus Rapid Transit
By Veolia Transport
268 km of network
305 stations
1,184 buses
1.5 million passengers per weekday

“Transit service is essential for maintaining quality of life. By freeing the downtown core of heavy traffic, transit optimizes ‘urban assets’. By helping to reduce CO₂ emissions associated with mobility, transit protects ‘environmental assets’. By enabling access to jobs and leisure activities and supporting social cohesion, it increases ‘human assets’. Veolia Transport’s mission today takes these considerations into account.”

Cyrille du Peloux,
Chief Executive Officer



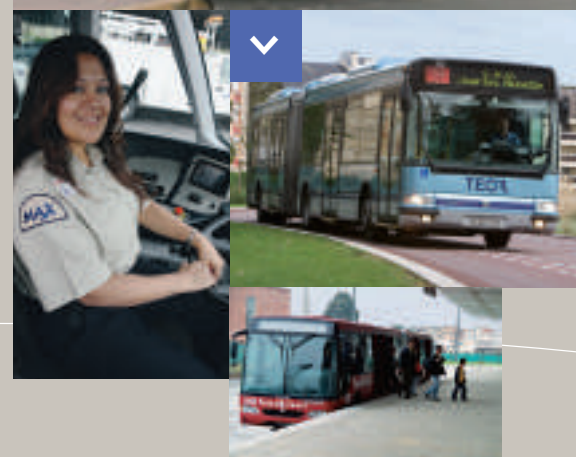
When BRT meets passengers and citizens' expectations

In York Region (Ontario / Canada), prior to the decision to launch a transit system, citizens were asked to specify the features and benefits that would encourage them to use public transit more frequently. The results of this research indicated that public transit should provide more frequent service, shorter wait times, greater coverage, faster service and increased value. The profile of this "ideal" transit system matched perfectly with the features of a BRT system, which York Region selected.

Following the evaluation of proposals and contract negotiations, York Region entered into an agreement with Veolia Transport for the operations and maintenance of the rapid transit system. Veolia Transport shares the Region's vision of sustainable urban communities and provides strong management and a broad range of knowledge, best practices and solutions. Veolia Transport's diverse capabilities have contributed significantly to the BRT's success*.

In Rouen's system (Northern France), which serves 411,435 inhabitants, Veolia Transport operates TEOR, a BRT system complemented by bus and light rail services. In the middle of 2008, a survey of 450 riders on the TEOR BRT revealed that TEOR scores as high as light rail in terms of passenger satisfaction. High satisfaction rates were reported in the following key attributes: regularity in travel times, rapidity, pleasant and comfortable transit solution, real time schedules, pleasantness of the trip, and a feeling of security. Passengers highly appreciate the easily identified buses and clearly defined stations which make the system part of the city.

* Source Viva: fast forward to a sustainable future / York Region Rapid Transit Corporation / 2005 TAC Sustainable Urban Transportation Award Nomination.



Bus Rapid Transit a flexible solution to guide urban growth

Given widespread congestion on main arteries and access roads leading into downtown centers, public transit systems are actively considering Bus Rapid Transit – BRT – systems to meet their mobility, environmental and economic challenges.

BRT is an innovative and cost-effective transit mode, offering numerous advantages for passengers and transit authorities:

> Technology that delivers efficiency: efficient routes and shorter travel times result from BRT's combination of dedicated and protected lanes, traffic signal prioritization, guidance systems for vehicles (optical or mechanical), and off-board ticketing.

> Enhanced passenger comfort: BRT is very popular with passengers because of its many desirable amenities such as more frequent buses resulting in shorter wait times, large capacity vehicles and real-time information on next-bus arrival times to aid passenger convenience.

> Significant cost advantage: BRT systems typically cost one-third to one-half of light rail, and can be implemented in far less time.

> Positive environmental impact: significant environmental benefits accompany the "clean" BRT vehicles. Also, BRT's high-capacity vehicles move large volumes of people, thus avoiding the carbon their cars would have created, improving air quality and reducing road congestion.

Veolia Transport is a world leader in planning, designing and operating BRT systems, often serving as project managers for all these phases. We bring deep experience and a history of successful BRT partnerships with transit authorities in Europe, the US, Canada and South America.

We work closely with public authorities to develop and operate BRT systems that seamlessly integrate with existing transit networks. We support them both in simplifying and enhancing mobility in their communities, as well as advising them in optimizing investment and tightly managing operating costs.

We also help our clients take advantage of the inherent flexibility of BRT, by implementing in phases and supporting them in executing incremental lines of service. We support our clients in implementing the branding and unique identity packages that help make BRT a distinctive offer to passengers.

Well-designed and well-integrated BRT systems enable Veolia Transport to carry more passengers more quickly, more comfortably and more reliably.



MULTI-MODALITY
Inter-connectivity with your existing network

BRT often serves as a vital “backbone” that interfaces and coordinates tightly with other modes. We design BRT to be a truly integrated transit solution, blending well with your existing services, thus enhancing customer convenience and increasing ridership on your entire transit system. Veolia Transport brings all of its years of experience in transit management and sustainable urban planning to ensure superior modal integration.

SIMPLICITY
Enhancing the passenger experience

At Veolia Transport, we place the passenger at the heart of all our decisions. We ensure that every aspect of the passenger experience is transparent, intuitive, and easy to use. We work hard to simplify BRT usage and convenience with high frequency and availability. We also improve the effectiveness of signage at stations and offer the use of cell phones to update customers on next bus arrival times. As a result, passengers will significantly appreciate shorter wait times and our customer care commitment.

OPERATIONAL EXCELLENCE
Rigorous quality assurance programs

We are very serious about systematizing our procedures and processes, and measuring our performance to deliver the quality we promise. We have rigorous “dashboards” we use to manage our key performance indicators in safety, maintenance, on-time performance, budget status and more. We pride ourselves in blending efficiency and superior performance to deliver the quality standards our clients are seeking.

VALUE FOR YOUR MONEY
Optimizing your resources

BRT is inherently more cost-effective than many light rail solutions. We add to that our 150 years of working with cities, which has trained us well on how to tightly and carefully manage public funds. We include cost analysis and budget management into all phases of designing, building and operating a BRT. We are also able to help our clients with financing their BRT, as part of public-private partnerships.

QUALITY SERVICE
Trained, motivated staff

We have developed a series of training programs, designed to enhance the capabilities of our managers, technical staff and customer interface staff. We train our drivers on how to listen to and respond effectively to customer questions and input, through our proprietary “Going for Green” training program. We also train every driver on “green driving,” and relentlessly reinforce safety principles and practices.

Good reasons to choose Veolia Transport for your BRT

GLOBAL EXPERTS
Our BRT “Brain Trust”

Veolia Transport operates some of the world’s most successful BRT networks. We now have a “brain trust” of BRT expertise. We assemble our global BRT experts once a year, and share progress, best practices, benchmarks and solutions. Our new projects and clients benefit from their expertise and real-world experience.

PROJECT MANAGEMENT
To support you at every step

With the technical and technological expertise of its teams involved in local development, Veolia Transport helps you with every step in BRT definition and implementation, from design to commercial strategy, including financing plans.

ENVIRONMENTAL LEADERSHIP
Measuring and tracking impact & improvement

Veolia Transport has an industry-leading environmental management system which ensures that we meet and exceed all regulatory requirements. We also measure our emissions and our carbon footprint, and are implementing aggressive programs to reduce both, by truly “greening” our vehicles, offices, facilities and driving performance. Managing our clients’ assets in a carbon-scarce economy is a reality we will be prepared to meet.

TECHNOLOGICAL DEPTH
Insight we share with clients

Our years of operating BRT have given us deep experience with all the different types of technology that comprise BRT. When we partnered with VIVA, the BRT in York Region, Canada (Toronto suburbs), we brought in our Stockholm team which had been using the INIT software that VIVA implemented for their control room and “next bus” signage technology. This was very valuable to our client, and serves as one example of the kind of technology support we provide.

ACCESSIBILITY
Meeting the needs of all passengers

Because we are a leader in transportation for people with special needs, we pay special attention to making the BRT fully accessible. By installing innovative on-board systems for vehicle alignment and guidance at stops and through real-time visual and auditory information, we provide passengers with services that make everyone more comfortable.





Las Vegas – UNITED STATES

Bus and Bus Rapid Transit Systems

A public transit system custom-designed for the world's entertainment capital

Contract facts

TRANSIT AUTHORITY:

Regional Transportation Commission of Southern Nevada

OPERATOR:

Veolia Transportation North America

NETWORK NAME:

Max (for the Bus Rapid Transit)
Cat (Citizen Area Transit)

CONTRACT START:

1992

CONTRACT DURATION:

16 years

Key figures

PASSENGERS TRANSPORTED:

65 million passengers/year

AREA SERVED:

Approximately 1,400 km²

COMMERCIAL SPEED:

Max (BRT): 25 to 30 km/h

VEHICLE FLEET:

350 buses: 130 double-deck,
95 articulated,
10 Cibus BRT
50 Wright Group BRT
(delivery 2008)

STAFF:

1,250 employees
870 operators
120 mechanics

➔ Challenge

Las Vegas is the world's entertainment capital. Each year it welcomes more than 37 million visitors. The growth rate around the Las Vegas Region is, moreover, one of the highest in the United States. Ensuring the mobility of an unpredictable number of visitors and residents represents a great challenge.

➔ Objectives

- Assist the Regional Transportation Commission in deploying advanced service concepts such as BRT and barrier-free fare collection.
- Maintain a diverse fleet of equipment to guarantee passenger satisfaction and deliver quality service.
- Collaborate with RTC to ensure that services manifest the Las Vegas "personality" (such as the double-decker "Deuce bus").

➔ Veolia Transport's solutions

Maintain a high level of service and efficiency

- Deliver consistent on-time service using the latest tools in GPS technology to meet passenger demands.
- Develop a more customer focused culture by training operators through the use of the "Going for Green" program. This breakthrough customer service program provides a higher quality of service to customers. 1,100 drivers were trained in 2006 and 357 in 2007.
- Motivate and develop staff loyalty by creating incentive programs and recognizing excellence through programs such as the Million Miler Awards for drivers with more than 1 million miles without a preventable accident.

Improve operations

- Assist the RTC in methods to improve the efficiency of current and future service, while maintaining service and passenger security standards.
- Improve recruitment programs, increase field supervision and reinforce current safety programs.
- Develop new strategies for providing service to a rapidly growing population.



Result

The RTC is the most cost-effective and efficient system of all major U.S. cities.



York Region – CANADA

Bus rapid transit system

International experience supporting a suburban Toronto network

Contract facts

TRANSIT AUTHORITY:
York Regional Transit

OPERATOR:
York BRT Services
(Veolia Transportation)

NETWORK NAME:
VIVA

CONTRACT START:
2005

CONTRACT DURATION:
5 years (extension from
1 to 5 years)

Key figures

PASSENGERS TRANSPORTED:
8.3 million passengers/year

AREA SERVED:
1,776 km²

KILOMETRES TRAVELED:
6 million km/year
in the North-West suburbs
of Toronto

VEHICLE FLEET:
60 buses 12 metres in length
30 articulated buses 18 metres
in length

➔ Challenge

The York Region transit authority was determined to make a substantial difference in the mobility and quality of life of its residents. Their strategy was to revolutionize public transportation in order to attract a new type of passenger. In this part of suburban Toronto, known for heavy traffic congestion, the challenge was to attract residents by providing an innovative, original and top-quality transit system.

➔ Objectives

- **Guarantee all passengers outstanding service** on all their routes.
- Ensure the maintenance of equipment and training of all staff aimed at **customer satisfaction**.
- **Encourage ridership use** by offering a real alternative to the automobile.
- Assist VIVA in the implementation of **environmentally friendly strategies**.

➔ Veolia Transport's solutions

International expertise to support our client

- International experts in the Bus Rapid Transit system have participated in network construction.
- **Network modernization:** high performance vehicles, information display screens in real time for passengers.
- Operation and maintenance of a comfortable, accessible and environmentally-friendly fleet.
- **Introduction of biofuels** for the fleet vehicles.

VIVA
was recognized as
"the most innovative
transit network in North
America" by the American
Public Transportation
Association
in 2006.

An improved image for public transportation

- Veolia collaborated with VIVA to support passengers during the first few weeks of service in the new system. Together, they oriented passengers to new buses and the new automatic ticketing machines.
- Cooperation with the committee responsible for the VIVA brand, to ensure service meets brand promises and a consistent brand image.
- Veolia conducts an Annual Customer Satisfaction Survey for VIVA, which includes sophisticated data analysis which convert survey data into an actionable management tool.

Reinforced training initiatives

- **Staff training** and ongoing monitoring of their performance to ensure optimal customer service.
- **Safety programs** to ensure staff compliance with regulations.

Result

30% increase
in ridership
in year one.



Bogota – COLOMBIA

Rapid bus system on dedicated routes

A sustainable development scheme

Contract facts

TRANSIT AUTHORITY:
Bogota District

NETWORK NAME:
TransMilenio

CONTRACT START:
2000

CONTRACT DURATION:
10 years

TransMilenio key figures

PASSENGERS TRANSPORTED:
1.4 million/day

COMMERCIAL SPEED:
27.8 km/h

VEHICLE FLEET:
approximately 1,000 articulated buses

NETWORK:
84 km of dedicated routes serving 114 stations, 40 additional km currently under construction

➔ Challenge

In Bogota, 80% of the 7 million inhabitants use public transport to get around. 28,000 older buses used to crawl through the streets of Bogota at a commercial speed of 8 km/h. The average journey for a passenger was 1 hour 30 minutes. More than 3,000 traffic accidents involving buses caused the deaths of 800 people each year. In order to deal with this chaotic situation, the Bogota authorities called in experts to set up a huge new system to structure and rationalize public transport.

➔ Objectives

During this enquiry, three aims were targeted:

- Free up the super-congested urban environment.
- Increase use of public transport.
- Improve its performance and image.

➔ Veolia Transport's solutions

Under the leadership of the district of Bogota, Veolia Transport, part of the operators' consortium, took part in the rejuvenation of the city. Veolia Transport brought its worldwide knowledge and expertise to help the organizing authority run the BRT.

Creation of a welcoming environment

- The completion of 230 km of cycle paths.
- The rehabilitation of 300,000 m² of pavement.
- The plantation of thousands of trees.
- The restriction of private car use during rush hours.

Construction of dedicated routes

- Construction at ground level of a central 4-lane corridor for exclusive use of articulated buses.
- Creation of stations with an enclosed central platform, only accessible to pedestrians via walkways.
- Automatic real-time information system alerting passengers to imminent arrivals and destinations served.

Results

- Vehicle occupancy rates have risen from 45 to 95%.
- Travel time has fallen from 1 hour to 35 minutes.
- 81% reduction in traffic accidents.
- The number of assaults has fallen by 60%.
- A reduction of almost 40% in air pollution.

In December 2006, TransMilenio became the first transit project in the world to be approved by the UN as a "Clean Development Mechanism" (CDM). Initiated by Bogota's transit authority, this CDM registration recognizes that TransMilenio will reduce the urban area's greenhouse gas emissions by 1.7 million tons within 7 years.



Rouen – FRANCE

BRT into a urban transit system

Design, implementation and management of public transportation projects in segregated surface transit systems

Contract facts

TRANSIT AUTHORITY:
Rouen municipal community

OPERATOR:
Rouen Municipal Public Transport (TCAR), subsidiary of Veolia Transport

BRT NETWORK NAME:
Rouen East-West Transport (TEOR)

BRT CONTRACT END:
31/12/2025

Key figures

POPULATION SERVED:
411,435 inhabitants

PASSENGERS TRANSPORTED:
41.4 million passengers/year

KILOMETRES TRAVELED:
13.6 million km/year

NETWORK:
2 lines of light metro
29 regular bus lines
3 TEOR lines
12 Taxis lines

BRT NETWORK:
37.6 kilometres of routes
52 stations
66 optically-guided articulated buses
40,000 trips per day

➔ Challenge

The Rouen municipality has decided to create three routes for optical guided bus rapid transit system.

For the development of its public transit system, the municipality has set itself the goal of **increasing the ridership and focusing on a light metro and a bus rapid transit system to reorganize its urban space and move towards consistent transportation on both sides of the Seine.**

➔ Objectives

- Ensure the operation of the light metro and optical guided buses **while improving the technology.**
- Monitor service quality on the public transportation lines to **win over new clientele.**
- **Anticipate the expectations of customers and non-customers** and conduct surveys on a regular basis.

➔ Veolia Transport's solutions

A technical success that sets the standard

- The **optical guiding device** ensures the accuracy and regularity of the curbside stop in the station for improved passenger access.
- The renovation of intersections with a **traffic light priority system** increased the commercial speed by 15%.
- The use of biofuels, leading to a **30% reduction in annual consumption of diesel fuel** and a **15% reduction in greenhouse gas emissions.**

A powerful and efficient IT system and a quality passenger service

- A **web site** for consulting schedules and locating itineraries, local commercial offers and traffic disruptions.
- A **telephone reception service, a commercial agency** in the center of the town and a **complaint management policy.**
- A **preferential pricing policy** for persons over 65 years of age, physically challenged persons and jobseekers.

Result

An increase in ridership use of 60% over 10 years.

Results exceed original objectives.

Veolia Transport operates 3 other networks of worldwide note (Las Vegas, Bogota and York).

