Some background

Veolia Transdev manages and operates public transit systems

Traditionally a subsidized service

Provides mobility to meet numerous objectives

- Mobility tool to meet the economic, health and social needs of citizens
- Safety net for those without transportation
- Environmental strategy to reduce our carbon footprint
- Land use tool to guide development

Put simply, public transit has been about getting people from Point A to B
Mobility within the urban environment

Traditionally bus stop to bus stop, Now it is origin to destination

- Last mile solutions are no longer a luxury but a necessity
- Where you are going
- Why you are going
- With whom are you going

Technology has changed playing field

- User tool
- Planning tool
- Data gathering tool

We know more and have more affordable resources at our disposal, now what do we do with it?
Do you have a smartphone?
POOR GUY WITHOUT A PHONE

CHECKING IN ON FOURSQUARE

SENDING TWEETS

CHECKING EMAIL

SENDING SMS

RECORDING VIDEO

POSTING ON FACEBOOK

Source: Flickr (http://www.flickr.com/photos/pictfactory/2796367140)
Smartphones are becoming the main way people communicate with each other

- Smartphones make up 40% of all mobile phones in the US*
- Nielsen expects smartphones to overtake less-advanced feature-phones by the end of 2011

* Source: Mobile Insights US (May-June 2011)
Android and iPhone technology today represent two out of three smartphones

Smartphone Share by type (OS)

- Android
- Apple iPhone (iOS)
- RIM Blackberry
- Windows mobile
- Other

* Source: Mobile Insights US (May-June 2011)

- Supporting m-ticketing (NFC/Barcodes technologies)
- Allowing for e-alerts, 2.0 community management…
Mobility is all about the customer experience

What’s there to do? With whom do I do it? Where? How do I get there? What do I do along the way?

For:

- Meeting friends,
- Seeing what’s going on,
- Getting to best deals and promotions in the area,
- Finding the most convenient way to go there,
- Knowing what time to leave to arrive on time,
- Enjoying the latest news and entertainment from your city.
No longer just routes and schedules

Technology allows us to:

- Communicate with our passengers
- Communicate among our passengers
- Encourage others to join
- Identify things to do
- Provide the medium to pay for it
- Identify the trip path to take

Urban Pulse is one such tool
Mobility, the new social network
Who wants to do something?

- **Fuzzy meeting**
  - Set up meeting with friends
  - Meeting point depends on real-time location of friends
  - Urban Pulse tells how everyone can meet up
  - Privacy is key:
    - only 1 to 1 visibility
    - Max 12 hours visibility

- **Social Networks**
  - Urban Pulse integrates location information users are willing to give through their favorite social network
What’s there to do?

- Agendas of all events
- Links to sport teams sites/apps
- Links to city apps
Where do we want to go?

- Good deals from several partners
- Web interface for direct post by local businesses
Where do we want to go?

- Let’s have a drink together?
Where do we want to go?

- Inviting a friend
Where do we want to go?

- Friends and meeting point are on same map
How do we get there?
How do we get there?

- All transportation modes are compared
How do we get there?
When do we have to leave?
When do we have to leave?
When do we have to leave?
Where’s my bus?
Let’s play along the way!

- Audience is driven to local content partners
- Audience is directed to local content of national and global content partners (e.g. Google, YouTube, Weather…)
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Urban Pulse is a comprehensive seamless application that understands a rider’s mobility needs.

The first smartphone app to cover everything from “what’s there to do?” to “I got even more than I expected!”

Making transit cool, connecting transit to the destinations it serves

Locate friends, and go see them.
Stay up to date on all the events in town, pick one and go.
Never miss a good deal nearby.
Find the most convenient way.
Be there on time!
The Urban Pulse markets in North America

US cities covered by Urban pulse

US population with access to Urban Pulse
How to participate?

- **Any city can participate**
  - No cost for the agency
  - No cost for the user

- **What needs to be provided?**
  - Maps and schedules of transit network
  - E-alerts
  - Real time information if available
  - Other inputs like parking availability, car pooling …

- **What’s the return?**
  - Better information about multimodal transportation for citizens
  - True link between all social activities in town
  - Participation of passengers in transit network life and evolutions
  - Seamless integration of new technologies like m-ticketing
But that’s just the beginning…
Changing the economics of the public transit business model

New ways to charge for services rendered
- Smartphone technology tied to debit accounts

New forms of revenue streams
- Paid advertising
- Target marketing – the power of data

New markets to promote
- Carshare
- Bikeshare
- Packaging mobility to destinations
Mobility … the new social network
Mobility, Inspired by You.