

Portfolio of expertise

BUS RAPID TRANSIT



Connecting new lines, together.



Drawing from our long experience as a multimodal operator, we look forward to assisting you with the construction and optimization of your mobility systems and services.

Our ambition is to develop with you, in a genuine spirit of partnership, customized, safe, effective and responsible transit solutions that are adapted to your needs and constraints and closely in tune with customer expectations.

The mobility of the future will be personalized, autonomous, connected and electric. This is our firm belief. Innovation is at the heart of our approach, in order to constantly improve the performance of public transportation services and make the promise of “new mobilities” a reality, for everyone.

As well as uncompromising safety, which is our credo, our overriding concern is the satisfaction of our customers and the quality of their experience. Every team member in the Group engages on a daily basis to meet these challenges and implement solutions both for today and for the future...»

Thierry Mallet
Chairman & Chief Executive Officer

Buses shift up a gear

Inspired by North and South American bus rapid transit (BRT) operated on highway dedicated lanes, the high quality bus service concept (BHNS in French) is both innovative and efficient. It combines the benefits of flexible bus solutions together with the on time performances of rail systems. This new approach boosts our ability to better meet environmental and economic challenges related to mobility. Throughout Europe, the high quality, rapid transit concept was first applied to light rail before being extended to bus and trolley services. Only then was the BRT concept adopted as a core transit solution to be entirely integrated into transportation systems. It allows optimized use of infrastructures, improved comfort and commercial speed and the development of added services for customer benefits.



New dynamics

In France, where most of the cities of more than 200,000 inhabitants already have or are about to launch one or several light rail services, now view BRT as innovative and viable alternative or complement. It is also seen as a very good compromise for other mid-sized cities. Thanks to high-level technology combined with dedicated lanes, priority signals, optical bus guidance and optimized accessibility to vehicles, stations and platforms, BRT allows flexibility of choice and cost-optimizing possibilities.

Every convenience and comfort

With its frequent service and capacity, BRT reduces waiting time while matching the pace of urban life. Vehicles are spacious, comfortable, and meet the full range of passenger access needs. Platform ticketing services, along with real-time passenger information at stops and on board, make everyday travel easier.

A positive environmental impact

High-capacity buses can carry more passengers, which further reduces per capita emissions of CO₂ and pollutants. Green fuels (CNG, hybrid solutions, etc.), electrical energy and eco-driving training also help reduce the overall ecological footprint (including reducing noise pollution).

Added value for public authorities

Investment costs for public authorities, like lead times, are lower than those of rail-based alternatives. Bus rapid transit is also a means of revitalizing a city center or reshaping the outlying urban environment. Factors such as design, equipment quality and landscaping solutions help enhance the image of the city and the areas on BRT routes.

Transdev expertise covers project engineering, transportation system supervision, urban integration and commercial management. Drawing on a wealth of experience acquired in Rouen, Nantes, Bogotá or Paris, the company is ready to share this knowledge with public authorities, looking to jointly develop customized BRT solutions able to adapt and stand the test of time.



Good reasons to choose Transdev



Integrated network

Connecting people

Transdev works to integrate BRT with other modes and services by creating a high-capacity corridor with strong interchanges that is connected to secondary public transport routes.

We bring years of experience in mobility management and service design to enhance the entire transit system. Combined with its extensive real-time information know-how, customer care programs and feedback management systems, Transdev helps connect cities, regions and people with simplicity, speed and comfort.

Enhance the experience

Comfortable and attractive

We work in close collaboration with manufacturers and even help local authorities detail tender specifications for acquisitions to assure the most attractive high performance vehicles. Increase lighting in soft shades, video information screens, guaranteed accessibility and the highest level of comfort are just some of the features that we constantly strive for. In Rouen, where BRT and light rail exist side by side, passenger surveys show equally positive passenger satisfaction and perception between the two modes.



Global experts

1 + 1 = 3

Using our knowledge management tool, expert.net, our global expertise and experience in the design, planning, integration and operation of bus rapid transit are in constant evolution. From Bogotá to Rouen, experts share progress, best practices, benchmarks and solutions to deliver direct benefits to our clients and passengers.

Urban regeneration

Rediscover the city

Delivering a BRT concept is an opportunity for urban renewal aimed at regenerating a city center, revitalizing isolated districts and stimulating growth of new business areas. Transdev not only knows how to make the most of infrastructure, equipment and facilities to improve life for passengers and pedestrians, but also contributes to a contemporary and innovative image for transportation and the city.

Value for money

Optimize your resources

BRT requires less investment than many light rail solutions, with the benefit of shorter infrastructure delivery times. Our track record of on-time, on-budget deliveries speaks for itself. We include cost analysis and budget management in all phases of designing, building and operating a BRT. In addition, our variety of contractual experience ensures top-end delivery within the framework that suits you best, including our extensive knowledge of public-private partnerships.



Simplicity

When information encourages mobility

At the stop, on board or at connecting transit hubs, our BRT systems and infrastructure ensure a stress-free and efficient trip. Real time information at the stop and on board, audio announcements and dynamic visual data on connecting services help guarantee transfers. All this, combined with our integrated ticketing expertise, has helped BusWay® in Nantes drive a sector-wide 7% increase in passengers across the southwest of the city, after only a year of operation.

Environmental leadership

Green growth

Transdev possesses unparalleled knowledge in environmental analysis and modeling. We see the broader picture of using efficient BRT to incite a modal shift, meet ambitious environmental targets and bring the tools to help you achieve it. Use our carbon-calculator methodology to build a public awareness campaign or our eco-driving tools to reduce emissions; or access our vast experience in alternative fuels and environmental audits and risk management.

Technological depth

Insight we share with clients

Across the company, we develop and apply solutions to ensure superior performance. For example, our BusLab® software and complementary interfaces allow you to receive and exploit real-time and collected data. Use map tracing, 3D graphics and performance graphs to analyze commercial speed, route times, punctuality and more. In Rouen, France, 68 vehicles are equipped with optical guidance systems to guide the vehicle into specially constructed station platforms, there by ensuring accessibility.

Transamo, 20 years by your side

A unique culture in assisting clients and managing complex public transit projects

The go-to partner for project managers and local authorities, Transamo, a subsidiary of Transdev, excels in providing support for transit projects from A to Z. Since its creation in 1994, Transamo has become the French benchmark for project management, not only supplying support services, but also helping introduce key changes in mobility. From the reincarnation of light rail to the development of BRT, its teams of specialists have helped cities evolve, effect change and transform their environments.



Bringing projects to life

Since transit projects vary considerably in type, context and objectives, Transamo set up a multidisciplinary team of experienced experts such as engineers, geographers, urban planners... Highly flexible, the group adapts quickly to client requirements and concerns.

Its General Studies team represents a wide scope of expertise and has the ability to carry out all the studies and investigations required to prepare for a public transport project and ensure its success.

From concept to reality

The management of large-scale projects is a world unto itself. Transamo's specialists live in that world, are familiar with its culture and share its passion. Their impressive credentials include the BRT in Metz, light rail in Montpellier, the tram-train in Mulhouse, the automated metro in Turin. Transamo was not only entrusted to assist the STIF (transit authority in Ile de France) in managing many T Zen projects, but also in conceiving the project description that defines the

T Zen standard. In conducting its core business, project management, Transamo works closely with all parties involved to facilitate discussion and decision-making, according to the client's needs. For instance, it may be offering support in safety management like as in TransRegio in Germany. All together, Transamo has provided expertise for about 30 BRT projects and in the construction of close to 90 km of dedicated lanes.

Tomorrow is today's agenda

Today, no approach to urban mobility can afford to concentrate on only one transit mode or route. Things have changed due to economic factors, environmental concern, the expansion of urban sprawl and the lengthening of daily commutes. Today's planners must account for economic factors and existing installations as they apply a rationale based on optimization and take a clear, global approach to mobility issues. This is the way to solutions that are in line with client demand and budget needs.

This is what being a partner from A to Z means.

In the wake of the Grenelle Environmental Forum, the French government committed to invest €2.5 billion to build infrastructure with mass transit dedicated lanes. Between 2007 and 2013, there were 3 waves of calls for projects to receive government funding; nearly 200 BRT projects were granted eligibility. Close to half of these are still in the development phase. More than 130 new BRT systems will come onstream between now and 2020. 50% of the BRT projects are for cities with less than 200,000 inhabitants. 80% of these projects required an investment of less than €70 million.

As an operator and global integrator of mobility,
**Transdev gives people the freedom to move whenever
and however they choose.**

We are proud to provide 11 million passenger trips everyday thanks to efficient, easy to use and environmentally-friendly transportation services that connect people and communities.

Our approach is rooted in long-term partnerships with businesses and public authorities, and in the relentless pursuit of the safest and most innovative mobility solutions.

We are a team of people serving people, and mobility is what we do.

We are the mobility company.



