

Improving Public Transport by Integrating Taxi Services

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Who is Veolia Transport ?

- Veolia Transport is one of the main private operators for public transport, with total revenues of 5 billions €
- It operates buses, trams and trains in 27 countries and carries 2 billions of passengers per year
- It develops public transport solutions for more than 5 000 public authorities and municipalities



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Why is Veolia in the Taxi Business?

- Businesses that have long-term staying power
- High-growth businesses
- We control the product & service – allowing us to keep service levels up to our own high standards.
- Natural synergies with transit business that improve level of service on both sides

How does the Taxicab industry support fixed route business?

Taxis are:

- **key feeder system to bus & rail systems, solving the “last mile” problem**
- **a vital back-up system to paratransit in peak**

Taxis:

- **strengthen Veolia’s portfolio of mobility solutions**
- **offer many joint business possibilities with transit**



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The Taxi Industry (U.S.)

- \$7 billion business, 70% in 20 large cities
- Transports 1.4 billion people annually
- Fragmented
- Typically a few large operators in each market, due to barriers to entry
- Inconsistent service, no industry standards

The On-Demand Business

What is the On-Demand Business?

- The link between fixed route and private car
- Consists of taxicab, shared ride, and paratransit services

Fixed Route in the U.S.

The U.S. is behind Europe in Fixed route

- Less availability of fixed route options in U.S.
- Culture of “personal car” is prevalent

With energy costs soaring, and oil reserves decreasing, getting people out of their personal cars has never been more important. Taxicabs are the first step, a step that will ultimately lead to people using public transit more and more

Taxicabs and Paratransit

Synergies between Taxicabs and Paratransit:

- Paratransit work is getting more important as more and more service is needed for the elderly and the disabled
- Taxicabs already do significant paratransit work in the United States
- Taxicabs create flexibility for paratransit services in non-peak hours, allowing government agencies to purchase less full-time vehicles while still providing 100% service to all customers
- Veolia has many accessible and non-accessible vehicles currently doing thousands of paratransit trips every year

Taxicabs and Fixed-Route

Synergies between Taxicabs and Fixed-Route Transit:

- Fixed-Route transit provides a cheap, energy efficient alternative to using a private car. However, it doesn't give point-to-point service
- Taxicabs are the perfect means for getting somebody from the bus or train terminal to their specific destination, and back
- Taxicabs allow passengers to reach bus or train terminals which would otherwise be unreachable unless by use of private car.
- Veolia's experience in both fixed-route and taxicab service has taught us that synergies between the two are prevalent.

Taxi: VTOD key facts

- Long history in Baltimore, Denver, and Kansas City
- 1750 vehicles, 2100 drivers, many owner-operators
- State-of-the-art Digital Dispatch & GPS-enabled cabs ensure “closest available cab”
- **Two Customers:**
 - **Front Seat:** Support Drivers to be successful ICs
 - **Back Seat:** Service Quality
Marketing to generate business

Taxi: Strong Expertise & Systems for Multi-City Expansion

Managerial Expertise:

- Operational, Regulatory & Contractual/Marketing
- Supporting drivers & enforcing service standards
- Multi-cultural relations

Financial & Systems Expertise:

- Revenue & cost management
- Billing, voucher & cashiering systems

SuperShuttle

SuperShuttle is an important part of the On-Demand family of services

- SuperShuttle already has a national brand
- Two, centralized call-centers in Tampa and Phoenix
- 24 airports in 18 markets
- High service standards applicable to other on-demand service sectors

SuperShuttle



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Application of SuperShuttle Model

- Replacement of bus during mid-day, evening, hours with reduced demand
- Feeder service to bus, trains in areas with lower density
- Non-emergency health/medical-related transportation

Role of Technology

To be “the brain” of public transport networks

- Taxicab industry will always be a local business, but new technology will allow for new ways to manage it
- Technology allows companies to improve service levels and ability to respond to problems
- For Veolia, allows us to keep level of service high across all of operations nationwide through a regular exchange of information

We believe that technology will allow us to continually improve our levels of service while more easily integrating the taxicab industry with fixed route services

Veolia's Capabilities Further Enhance The Platform

Veolia's Capabilities:

- Transportation Expertise
- 120 Contracts in NA
- Relationships with Cities
- International Depth
- Management Expertise

A close-up photograph of a yellow car's front end, focusing on the headlight and a portion of the wheel. The car is positioned on a light-colored surface, possibly a road or parking lot. The image is partially obscured by a semi-transparent white rectangular overlay.

**Thank You
Questions?**



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