



45TH ASECAP STUDY & INFORMATION DAYS 2017

The Concession model in the decarbonization era: preparing the infrastructure of the future

Pullman Paris Montparnasse Hotel
29-31 May 2017

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Experiencing carpooling on highway to increase mobility on the east side of Lyon

I. Context



100 000 people are living in the north of the Isère department

More than **50%** of Porte de l'isère people do not work in their city of residence
The biggest flow is in direction of LYON

It represents around **10,000** workers per day

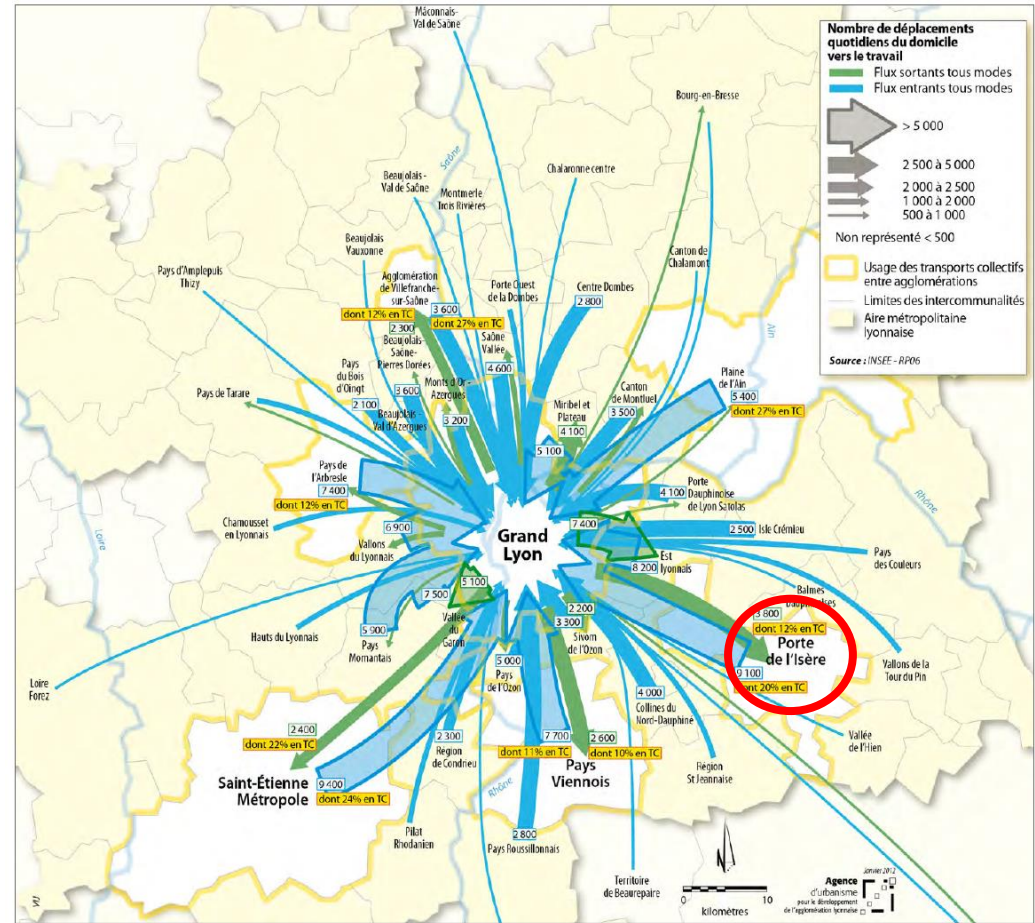


80%



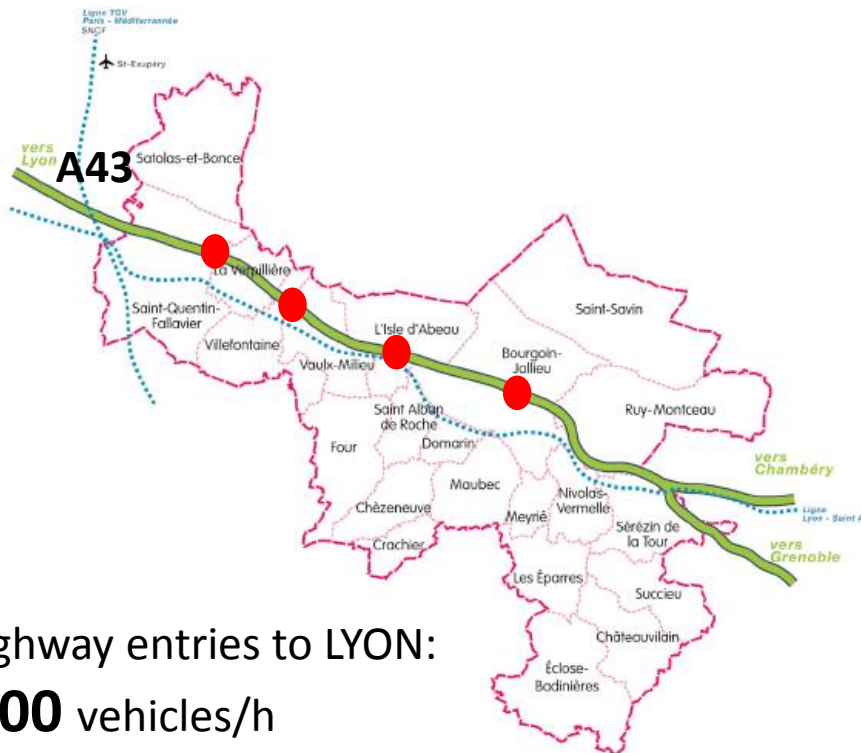
20%

Déplacements de plus de 500 salariés entrant et sortant du Grand Lyon chaque jour



I. Context

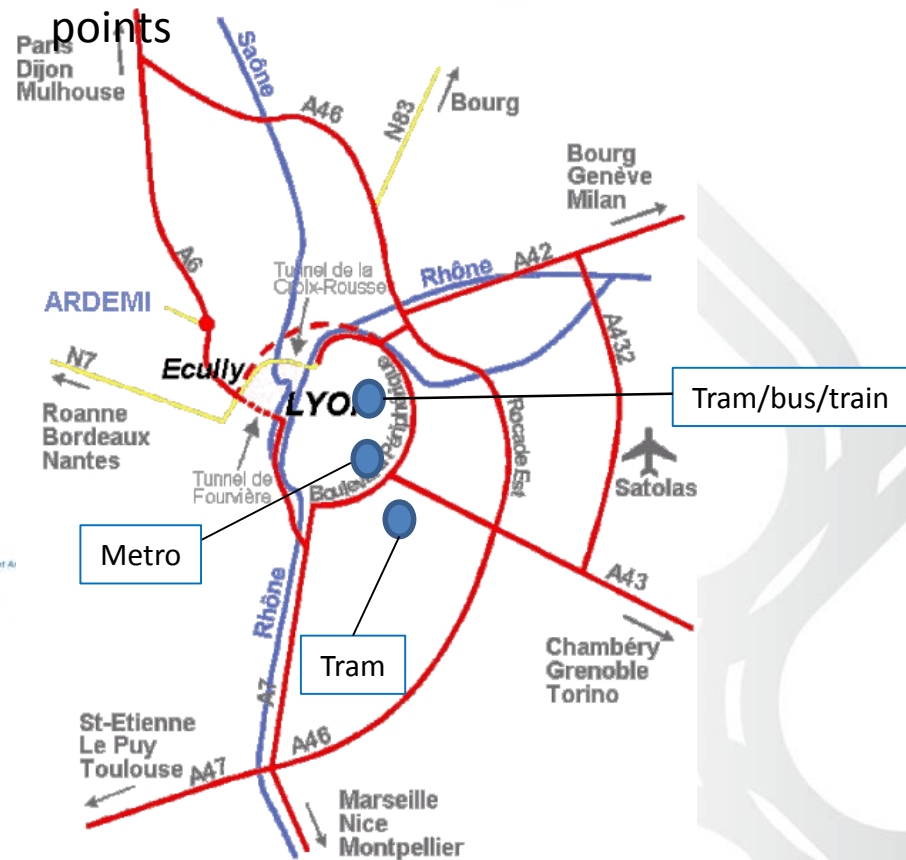
Main car access to Lyon : A43



4 highway entries to LYON:

-**800** vehicles/h
between 7:00 & 9:00
for each entries

Main public transport entry points



II. Why carpooling ?

Urban spread

continuous traffic growth
an excessive use of public roads



serious congestion
a waste of energy
deterioration in air quality
noise nuisance

Solutions



Urban

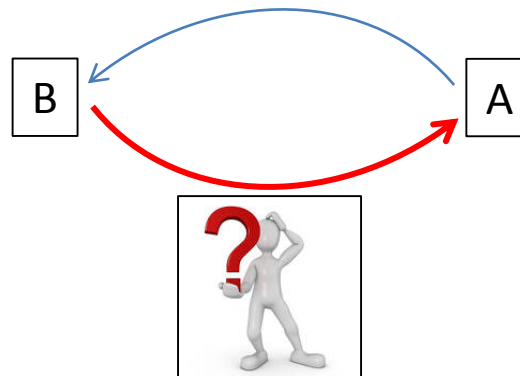
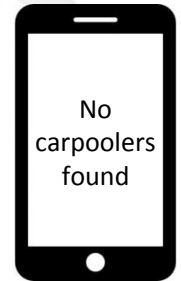
Efficient public transport services
Environmental policies

Suburban / Rural

Low density of population
Short distance car pooling

III. Constraints of carpooling

- Time constraint / waste of time
- The lack of flexibility in the commute
- The difficulty in finding someone to share with
- Concerns about riding with someone you don't know
- Cultural restraints
- The uncertainty surrounding the return journey



IV. A highway as testing ground for carpooling

Why carpooling on APRR network

- Encouraging new mobility services
- Offering more services to customers
- Regulating traffic flow while entering the metropolis



How

- Partnership with start-up and authorities



Dynamic Carpooling for short distance journey

- To overcome the lack of flexibility in schedules
- No need to find people to share car with

Means of communication between drivers & passengers

- Full digital
- Introducing street-based equipment

➔ Partnership ID VROOM / APRR

➔ POP & VROOM

ID VROOM

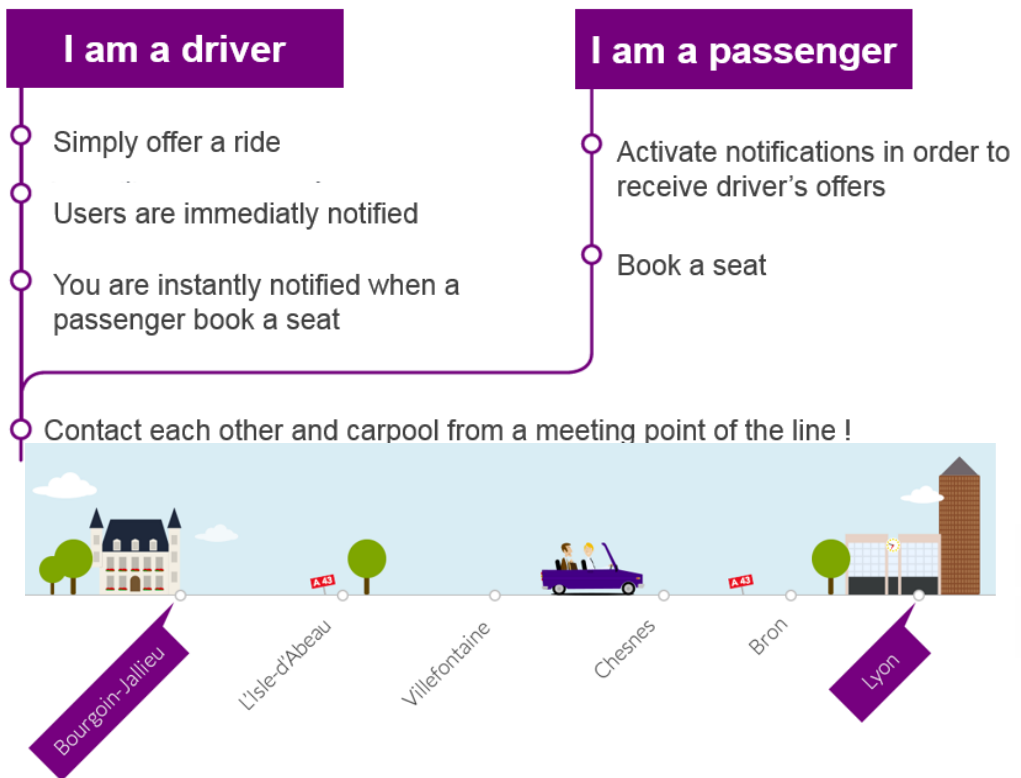
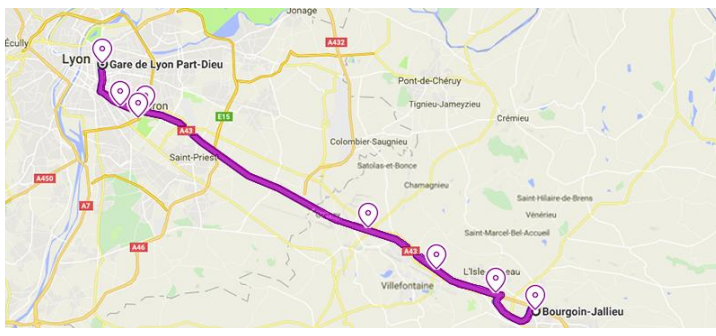
APRR

POP
&VROOM

V. IDVROOM new service : Pop and Vroom A CARPOOLING LINE

Meeting points :

- Bourgoin-Jallieu (exit 8, station car park)
- L'Isle d'Abeau (exit 7, services car park)
- Villefontaine (exit 6, station car park)
- Chesnes (exit 5, services car park)
- Bron (Decathlon car park)
- Bron (Porte des Alpes services car park)
- Mermoz-Pinel (services car park)
- Gare de Lyon Part-Dieu (drop-off parking)



VI. What did we learn ?

Critical mass not achieved

- still on a scheduled basis

Adapt communication to reach your target and massively inform of the new service

- different channel
- different wording



Complicated access points to public transport

- Need a strategic multimodal interchange to facilitate journey sharing



Greater visibility to increase its usage

Conclusion

- Good days to come for this service
- Facilitate access to the service