



RENNES METROPOLE

## Urban mobility initiatives



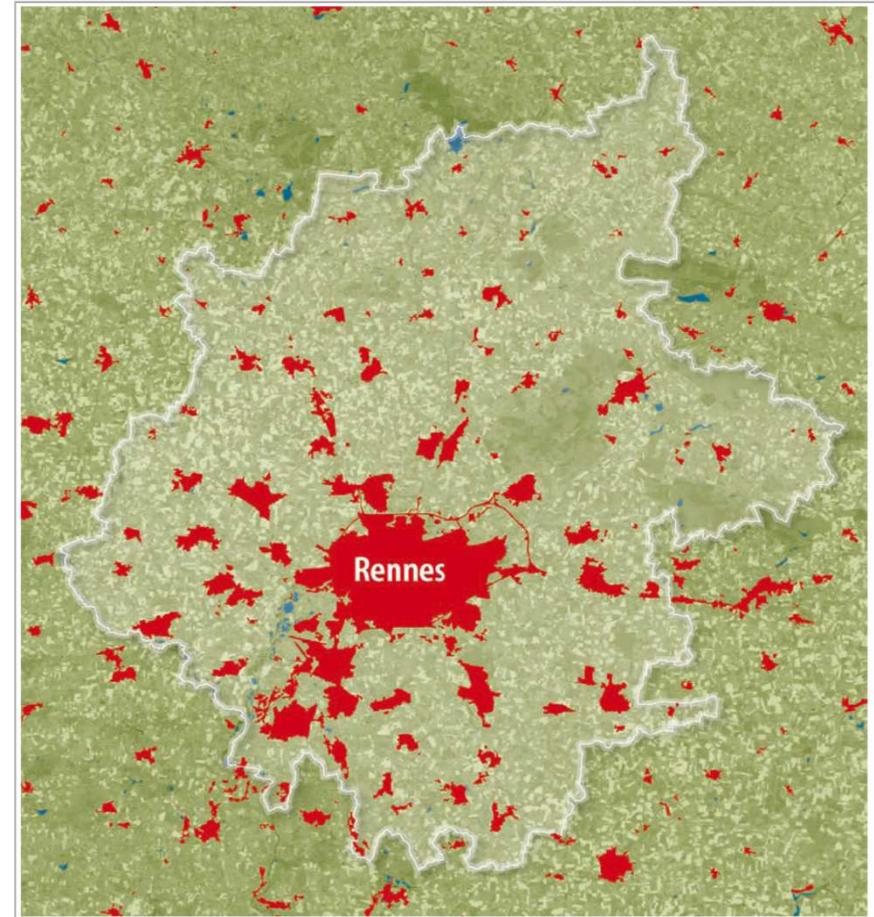
[www.metropole.rennes.fr](http://www.metropole.rennes.fr)

METROPOLE  
vivre en intelligence  
rennes

## 'Archipelago city' development

### RENNES METROPOLE

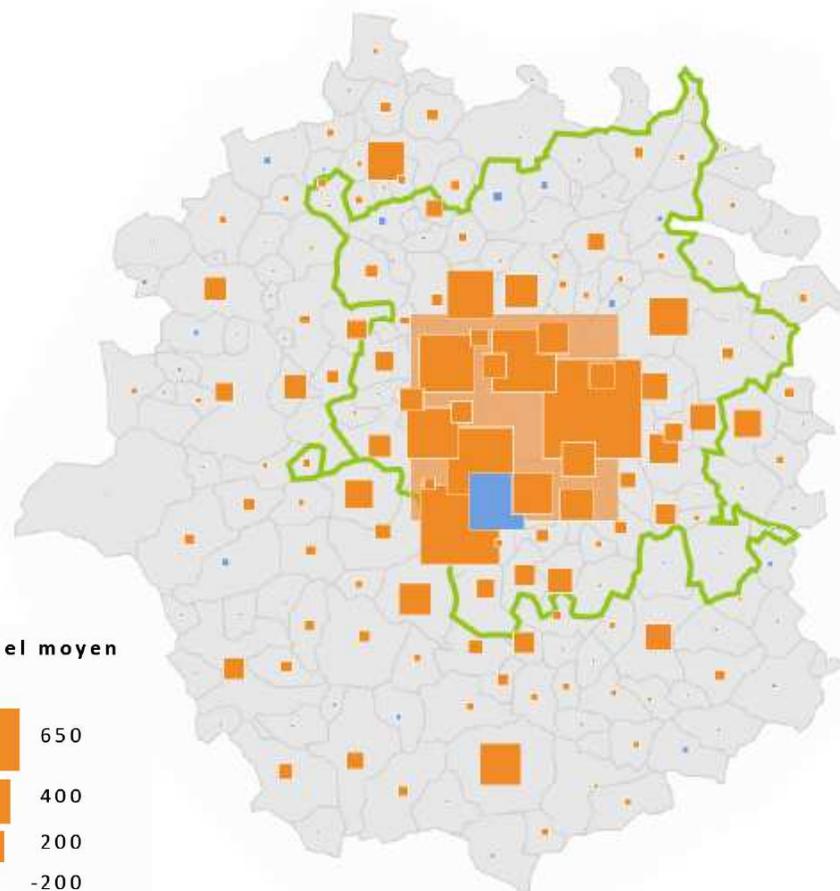
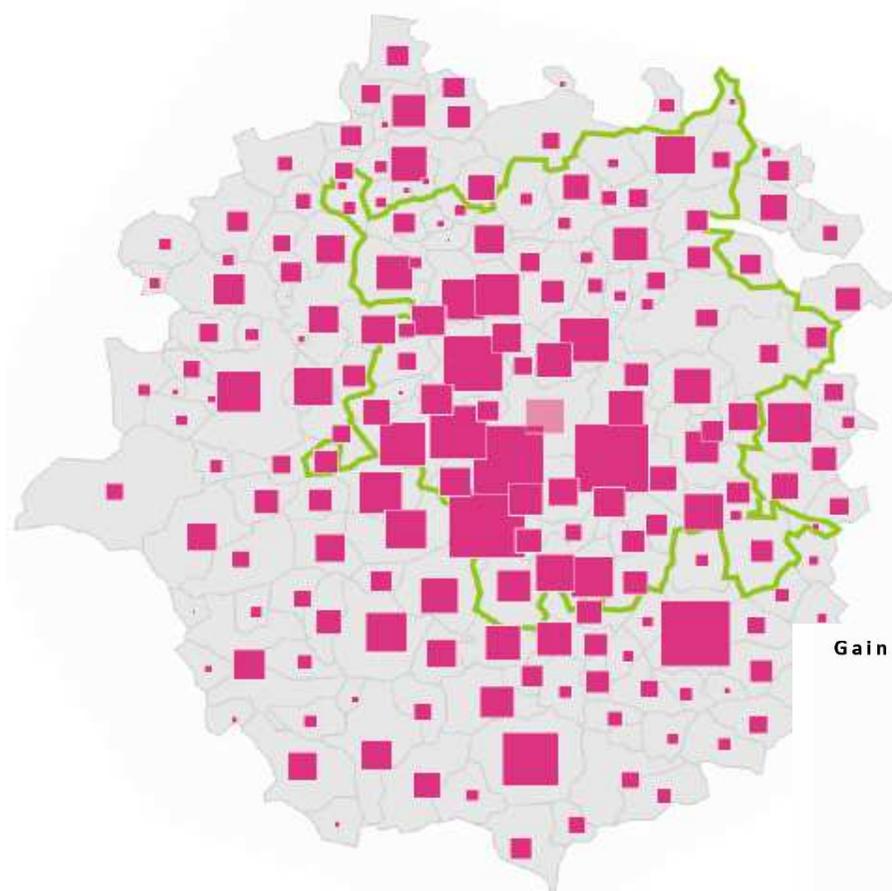
- 43 municipalities
- population: 440,000
- total urban district population:  
645,000
- 61,000 hectares – 83% of which is natural or farmland



# 1999 / 2010 comparisons

## Population

## Jobs



Gain annuel moyen



Périmètre SCoT

Réalisation AUDIAR - AOUT 2013

Source : BD CARTHO® IGN© - INSEE RGP

# Urban Travel Plan proposals, 2017

Some ideas...



**MULTIMODALITY**

**CAR-POOLING**

*Electric vehicles*

MOBILITY ADVISING

**CAR-SHARING**

*Behavior changes*

*eco-driving*

TELE-WORK

*Electric bikes*

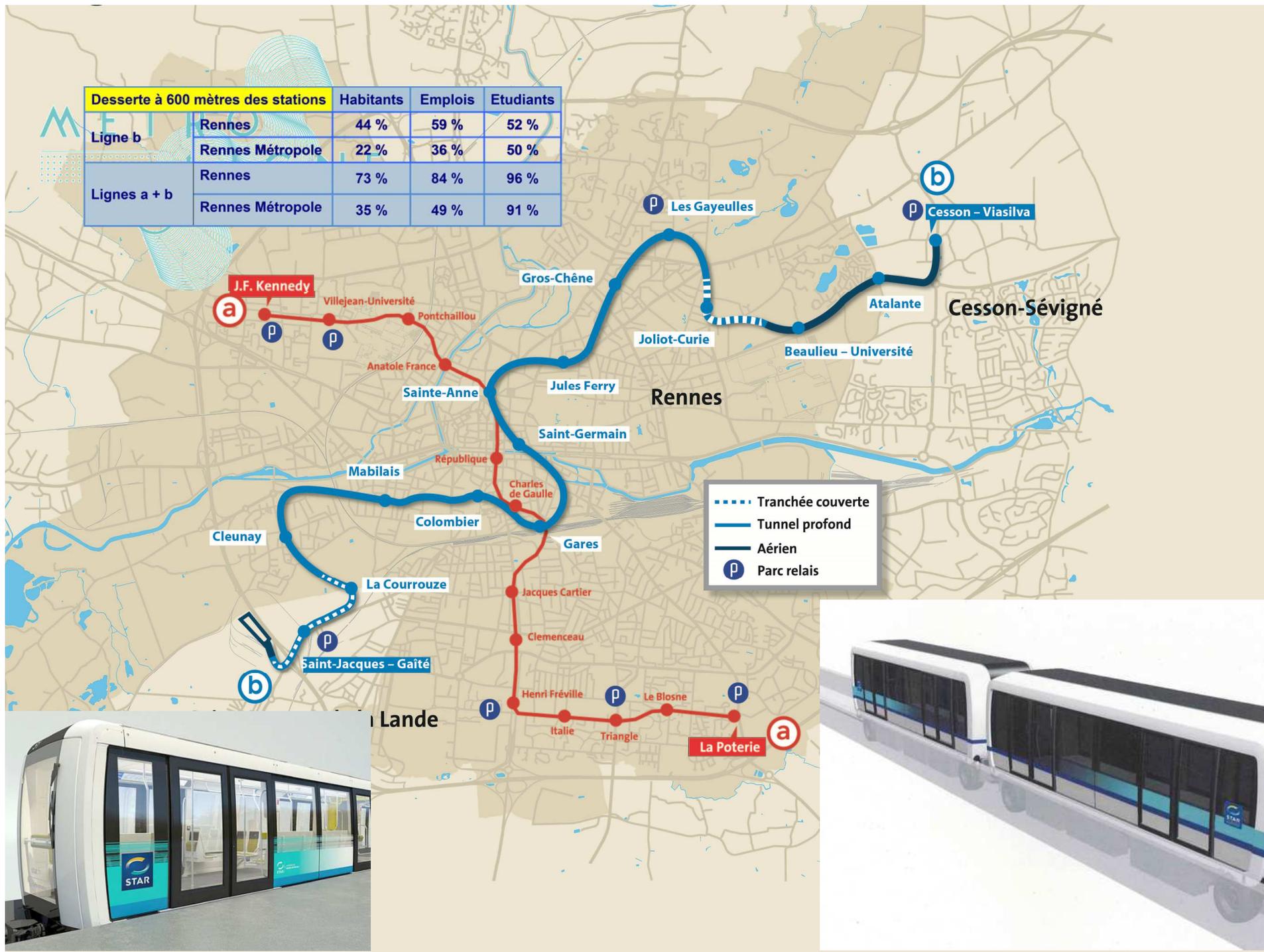
BIKES FLEET

*Video-conference*

**Shared-parking lots**

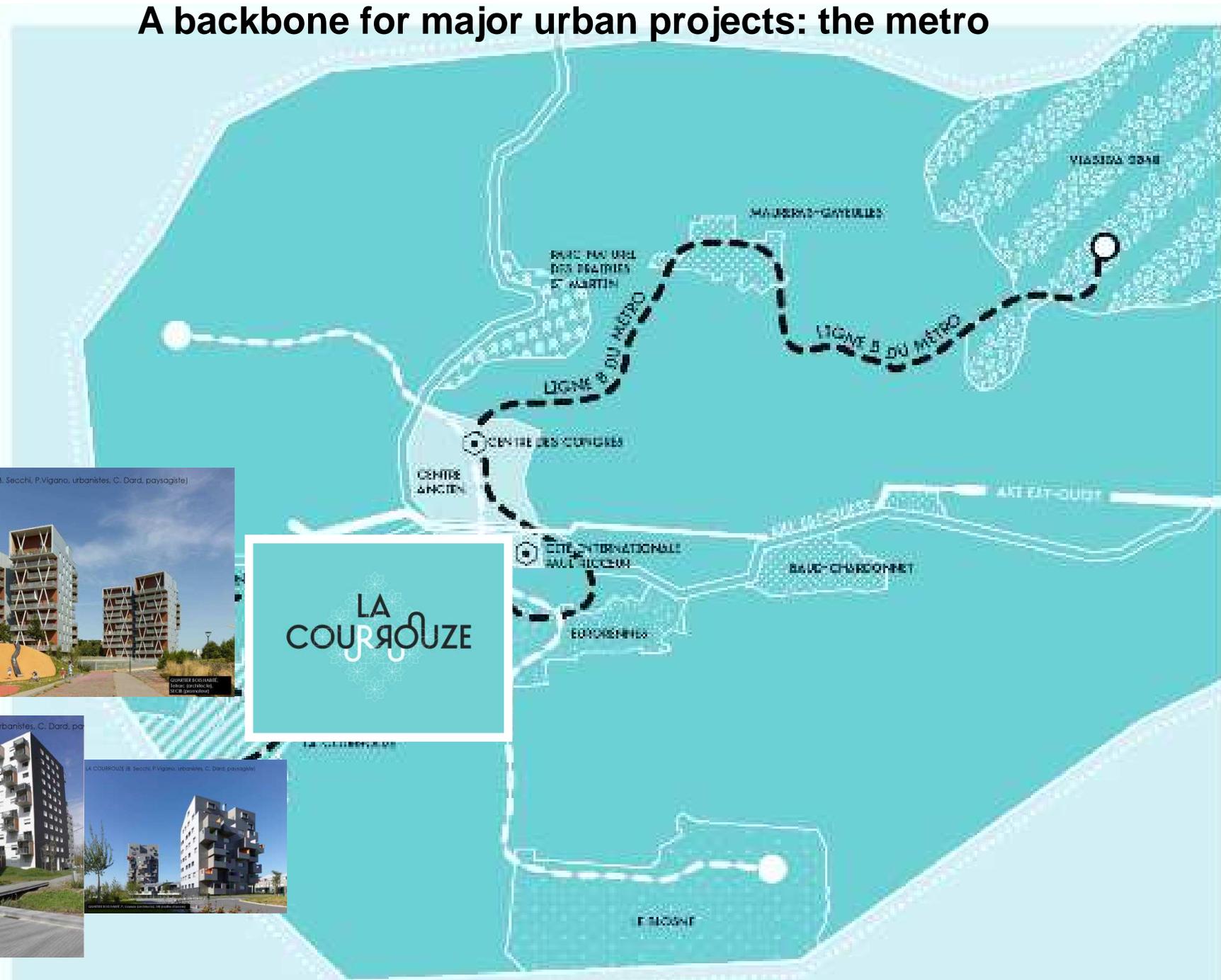


Desserte à 600 mètres des stations		Habitants	Emplois	Etudiants
Ligne b	Rennes	44 %	59 %	52 %
	Rennes Métropole	22 %	36 %	50 %
Lignes a + b	Rennes	73 %	84 %	96 %
	Rennes Métropole	35 %	49 %	91 %

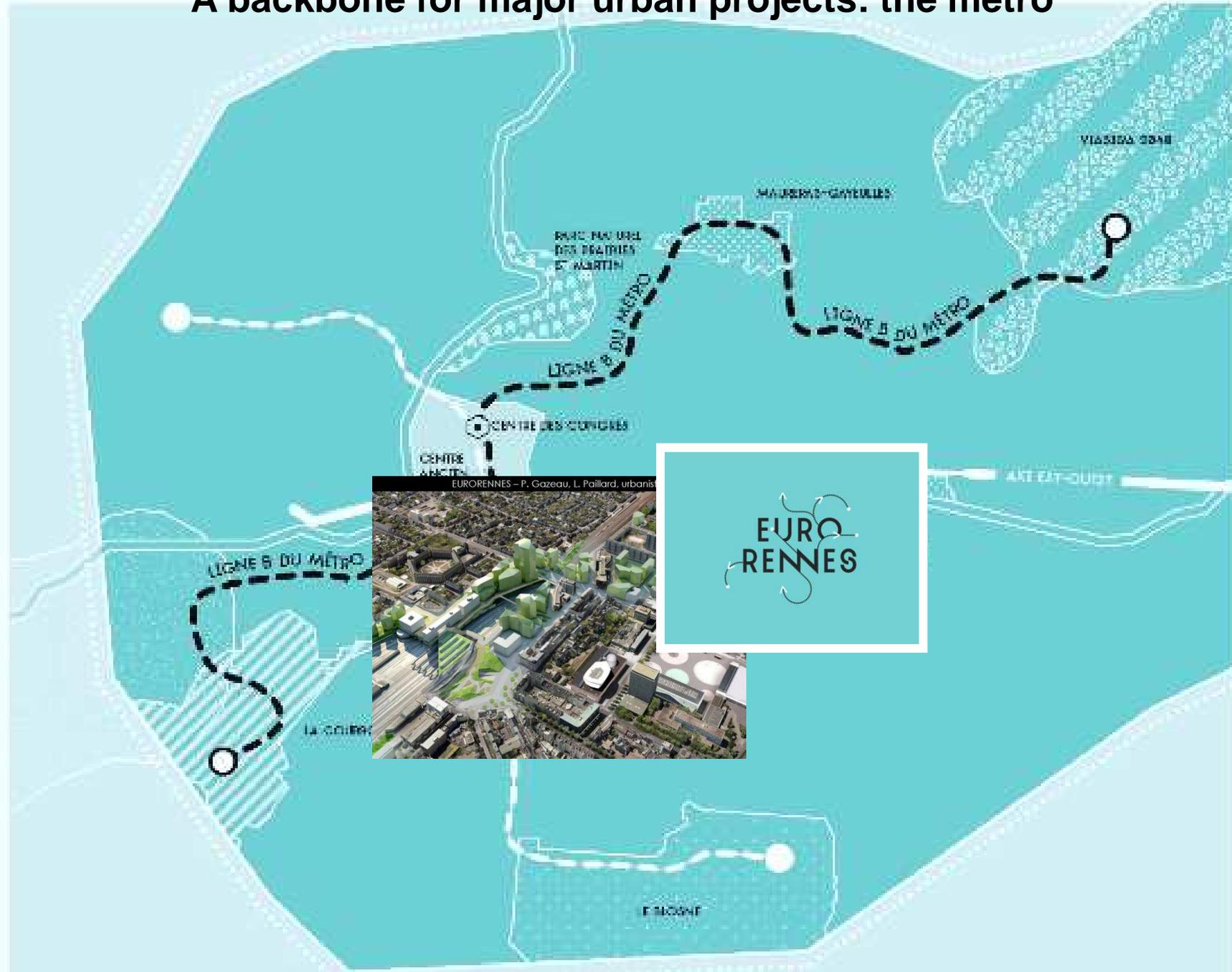




# A backbone for major urban projects: the metro



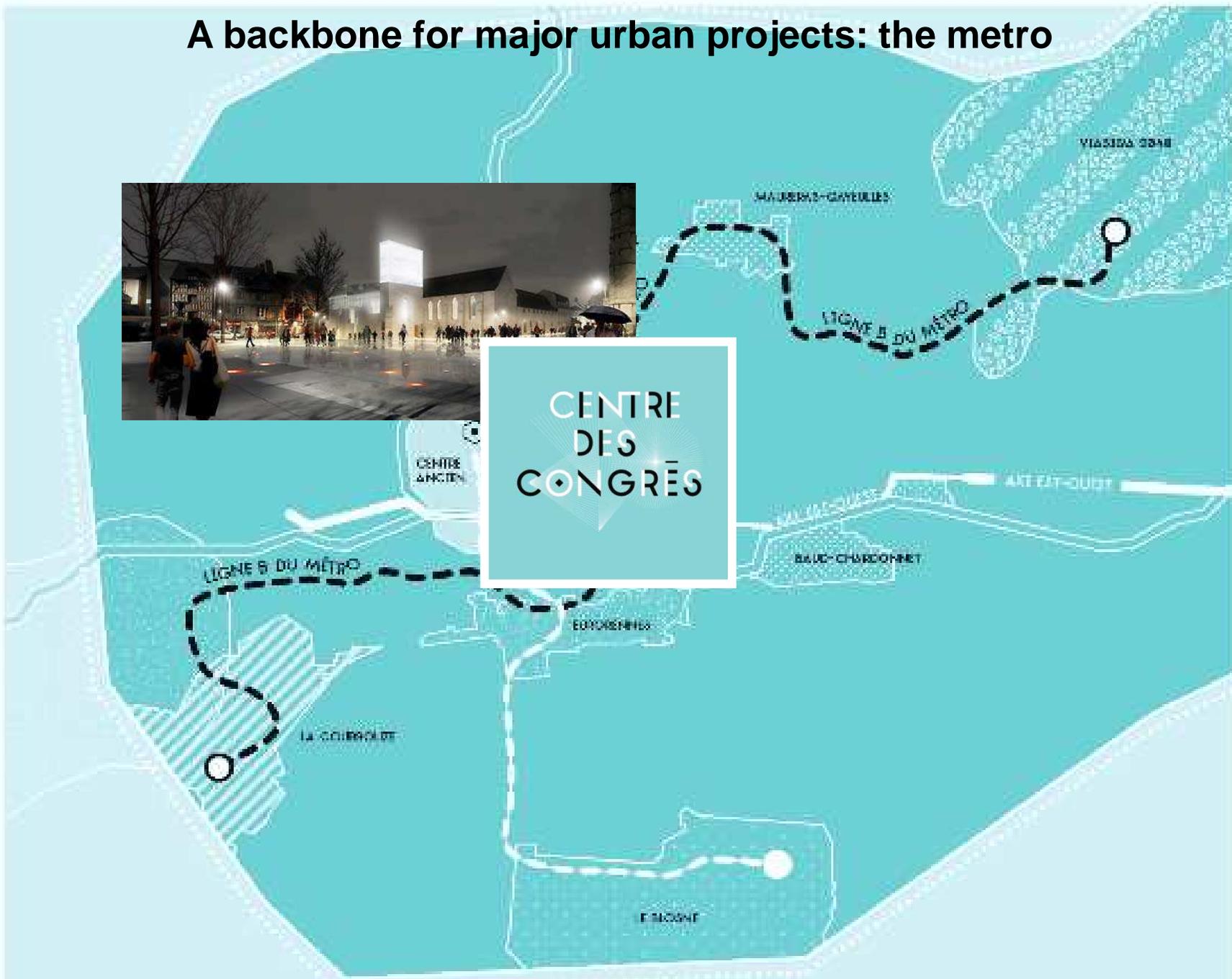
# A backbone for major urban projects: the metro



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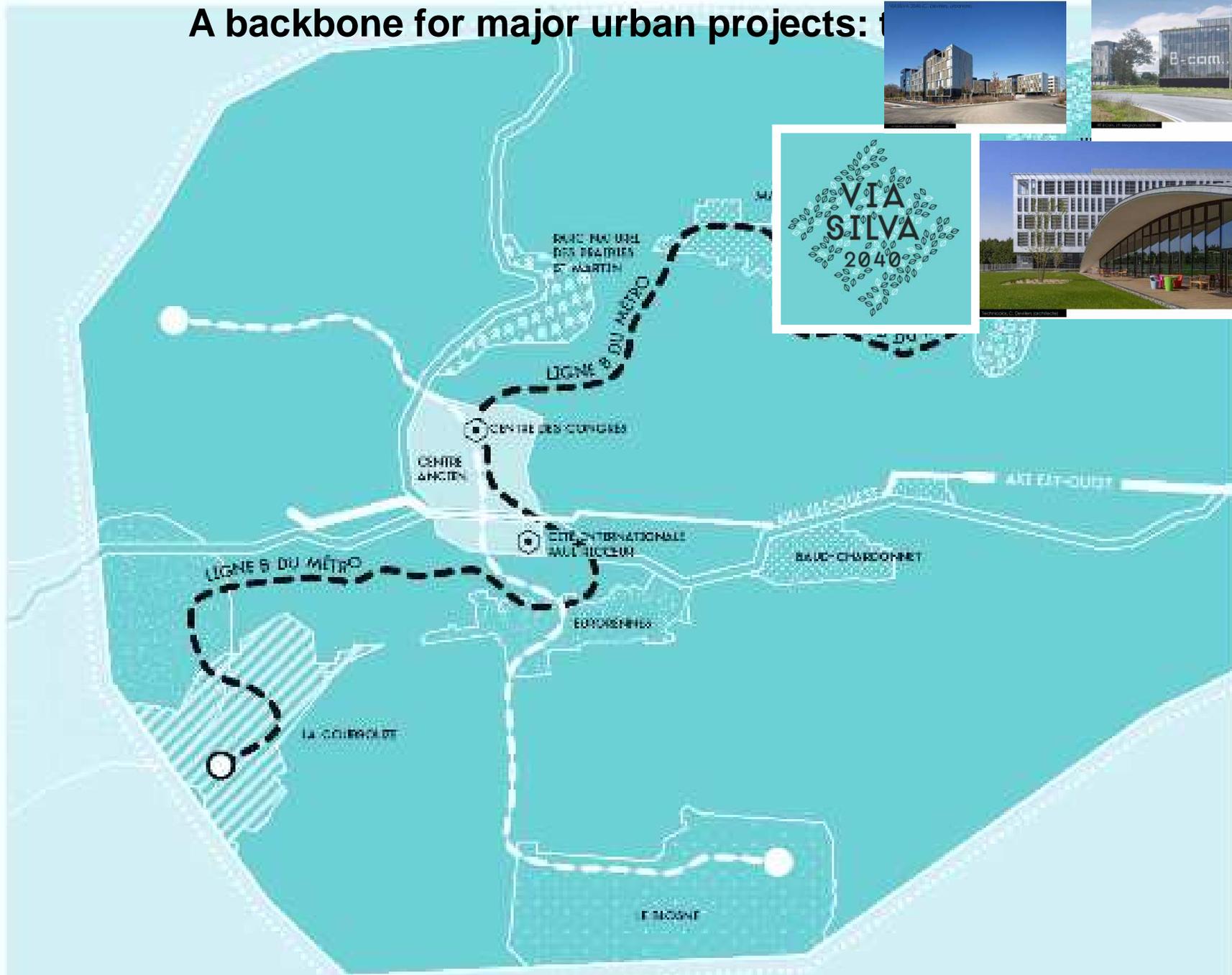


CENTRE  
DES  
CONGRÈS



# A backbone for major urban projects: t

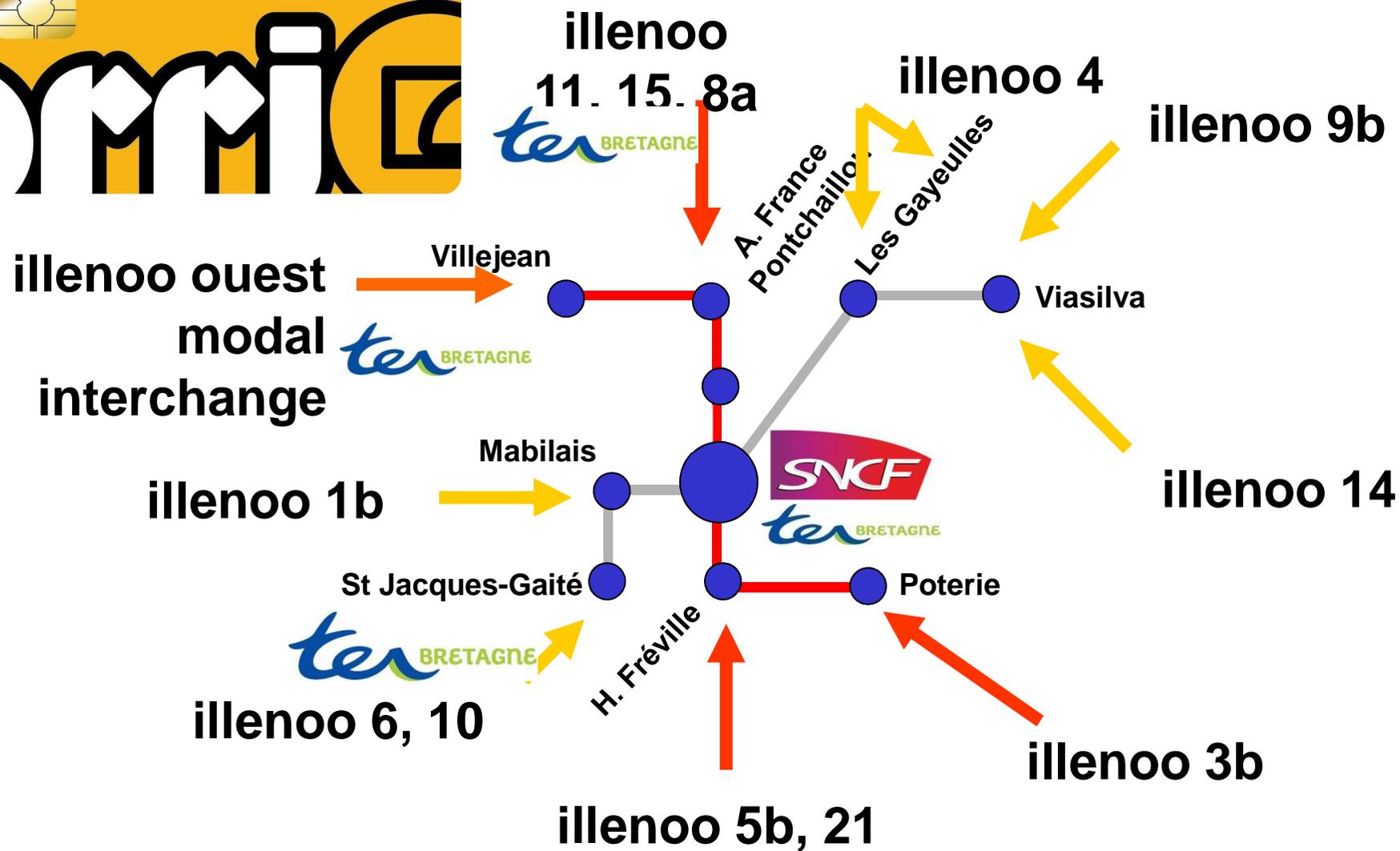
VIA SILVA 2040 [L. DIEBENS, UDONISTE]



# Modal interchange on the b line



Networks: TER Bretagne / Illenoo / STAR



## The KorriGo multiservice card - OBJECTIVES and CHALLENGES

**Simplify and facilitate** access to citizens' public services based on the **regional transport card**

...while guaranteeing **trust and security** of use through the management of personal data



# Integrating services



Access to electric vehicle charging points



On-street parking



Access to sports facilities



Access to libraries



Access to schools and universities



Access to recycling centres



Access to cultural services ('Sortir' pass)



The smartphone is a key innovation for mobility



© ⓘ [www.15marches.fr](http://www.15marches.fr)

•Open Data: a key resource for developing mobility-related services

*Thank you for your attention!*

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