



RENNES METROPOLE

Urban mobility initiatives



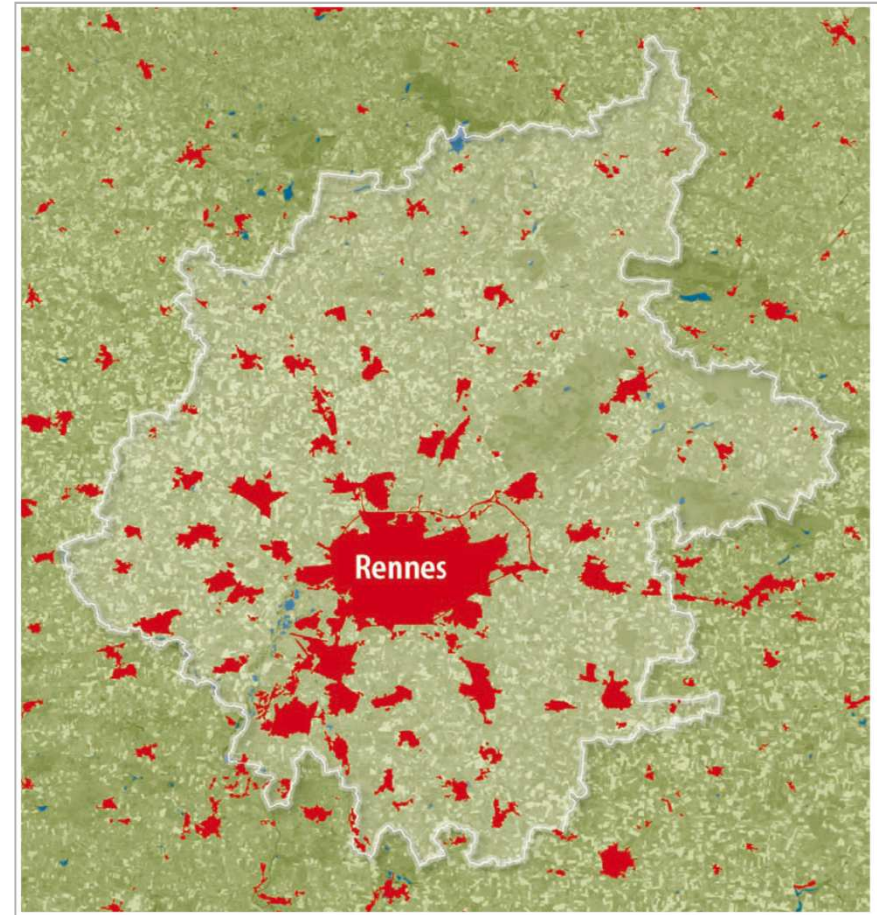
www.metropole.rennes.fr

METROPOLE
vivre en intelligence
rennes

‘Archipelago city’ development

RENNES METROPOLE

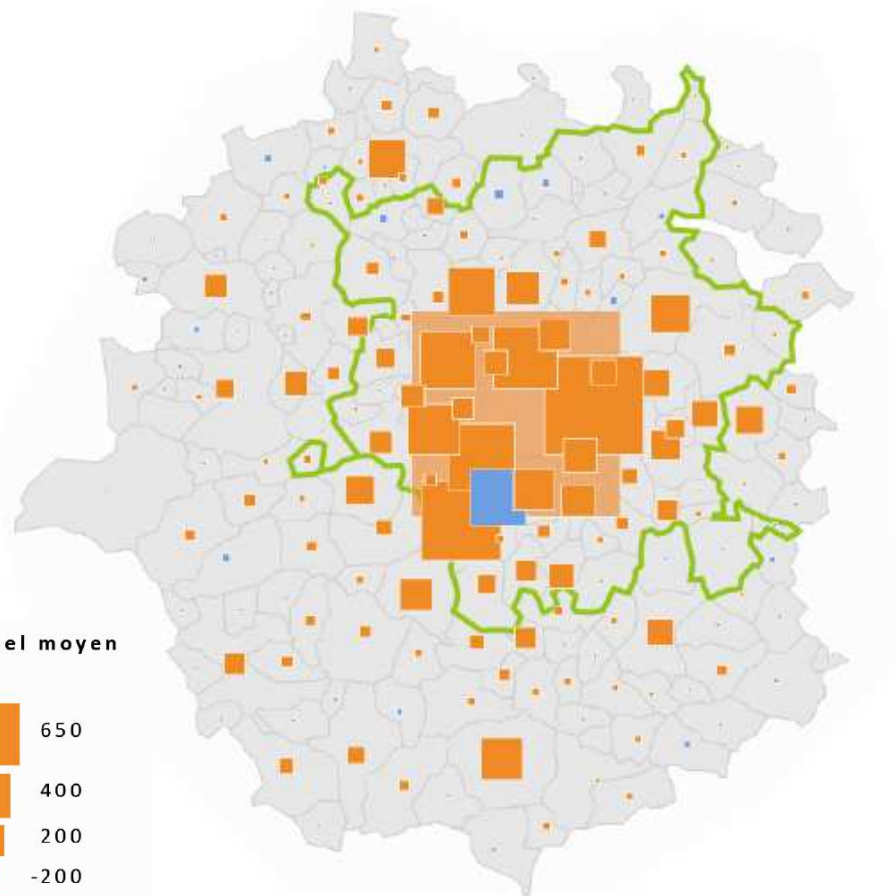
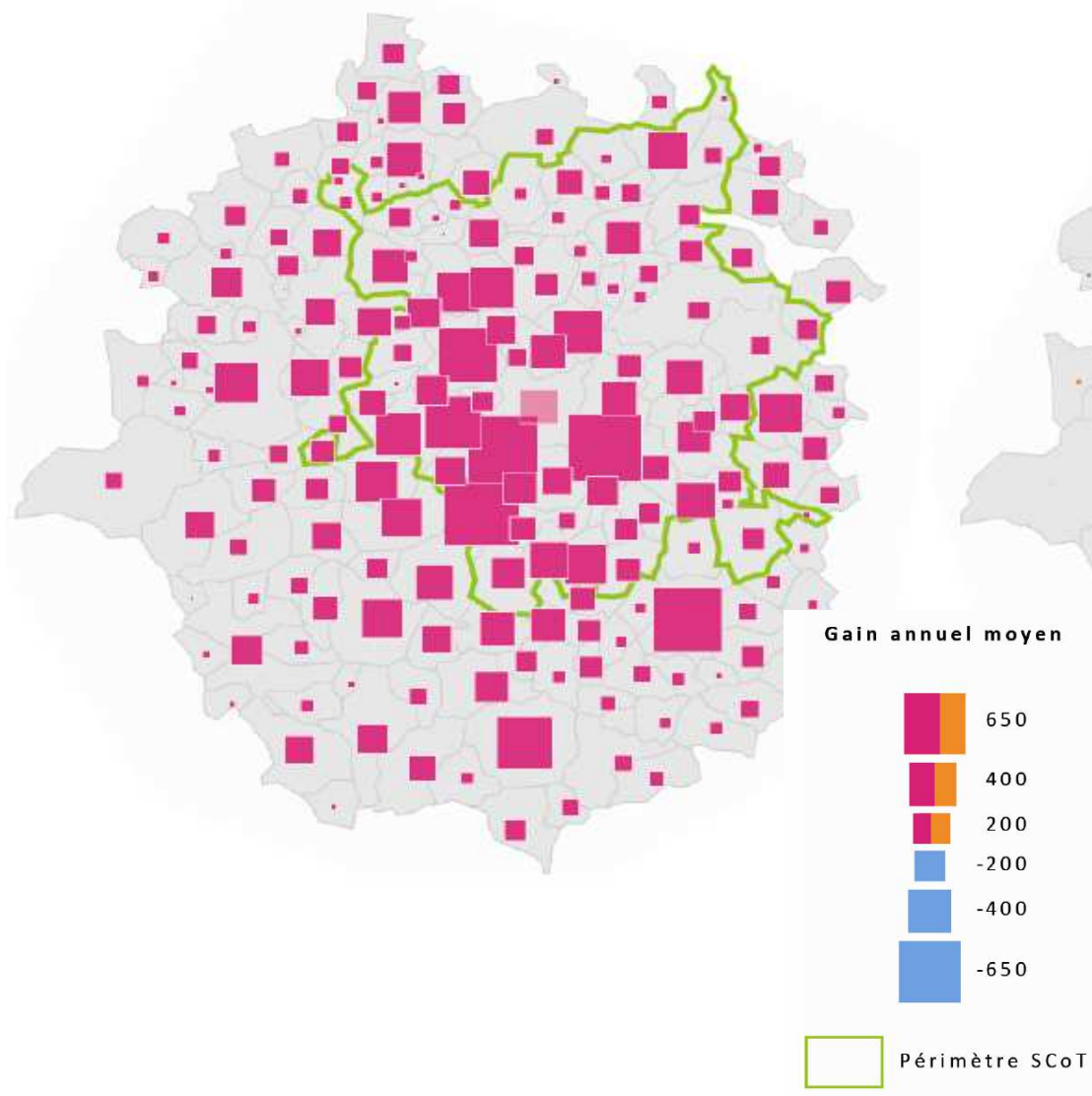
- 43 municipalities
- population: 440,000
- total urban district population:
645,000
- 61,000 hectares – 83% of which is natural or farmland



1999 / 2010 comparisons

Population

Jobs



Réalisation AUDIAR - AOÛT 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

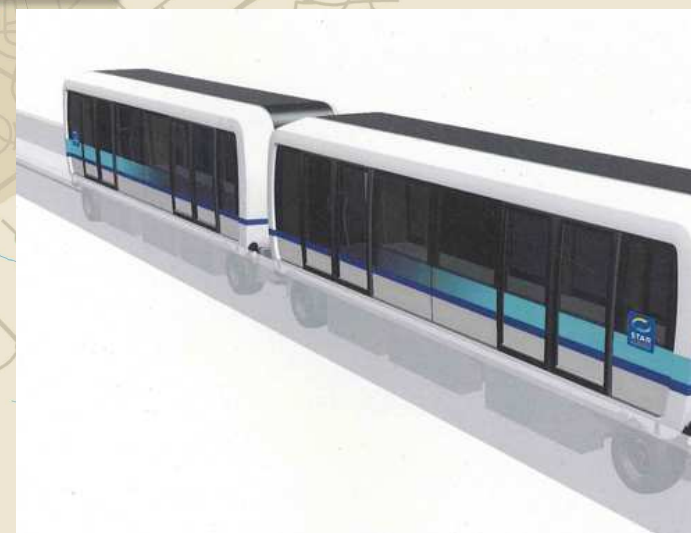
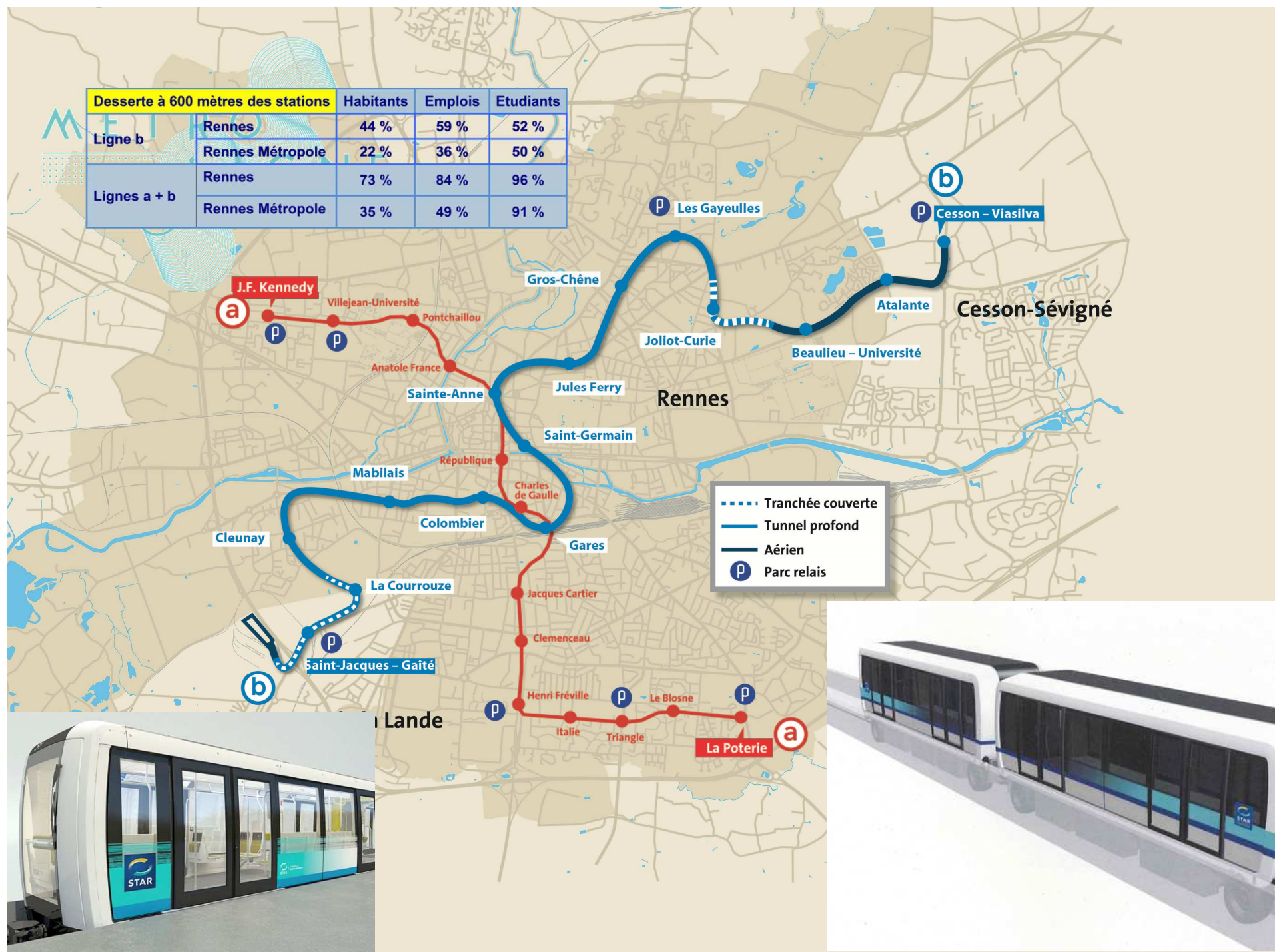
BIKES FLEET

Video-conference

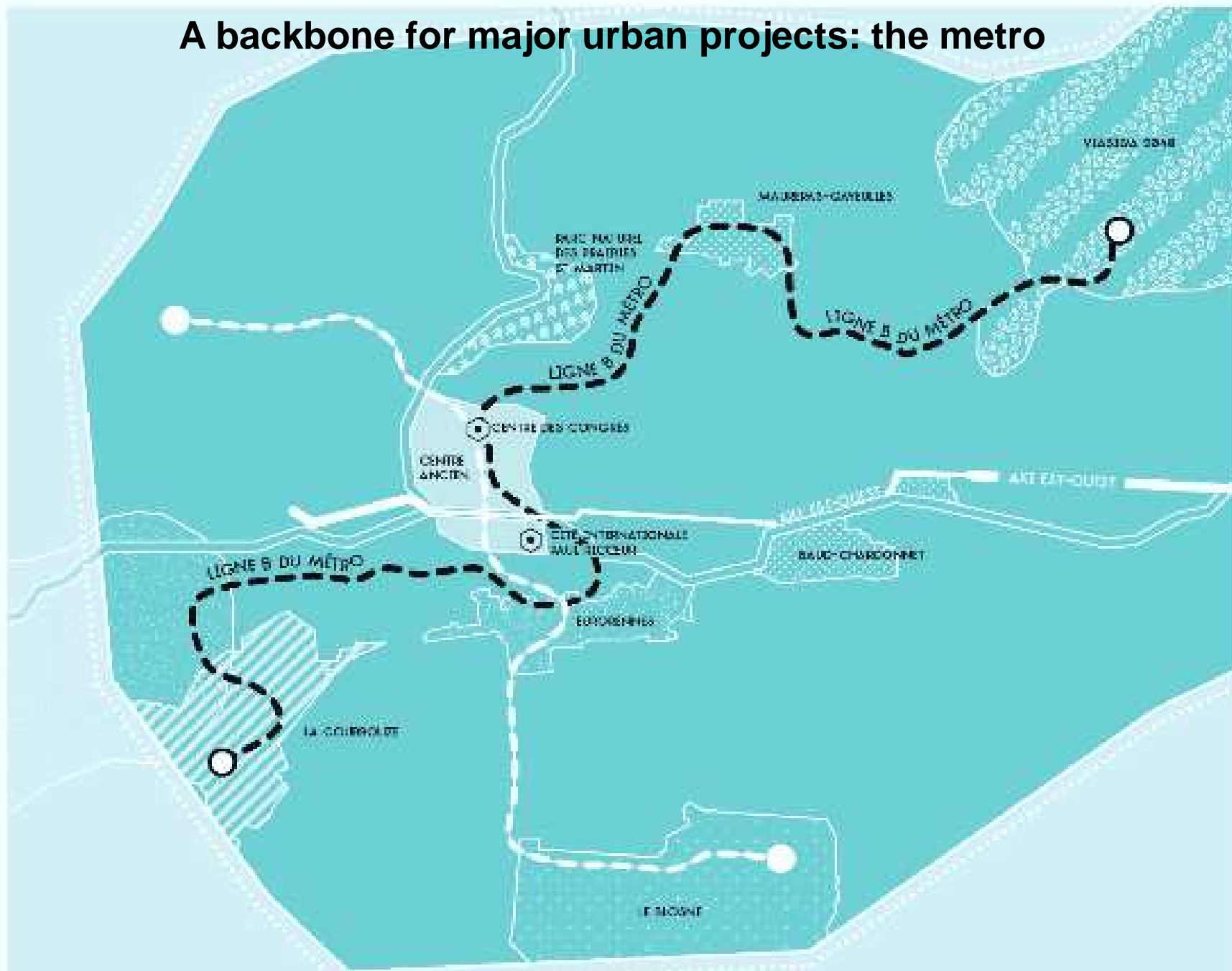
Shared-parking lots



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

LA COURROUZE

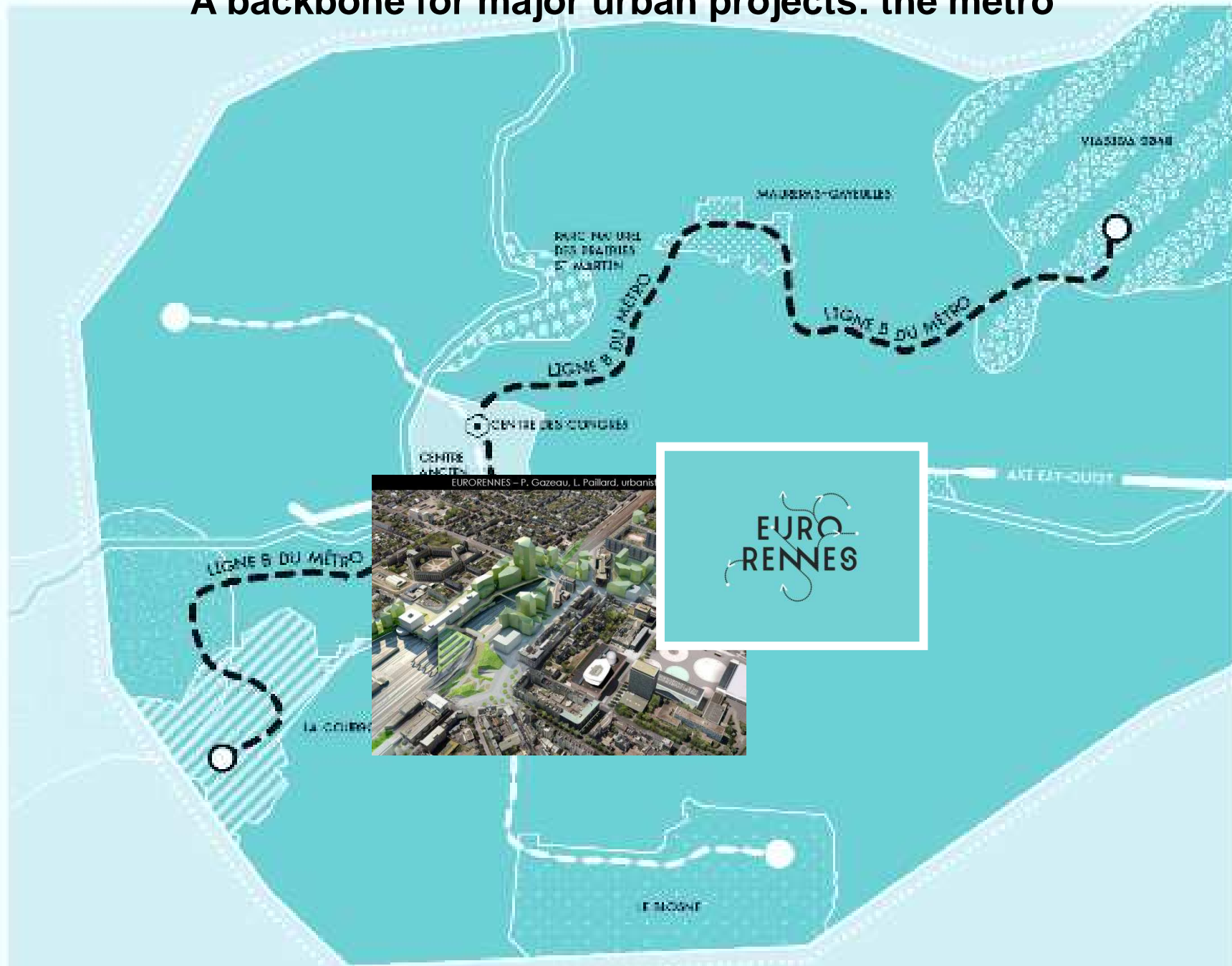
LA COURROUZE (B. Secchi, P. Vigano, urbanistes, C. Dard, paysagiste)

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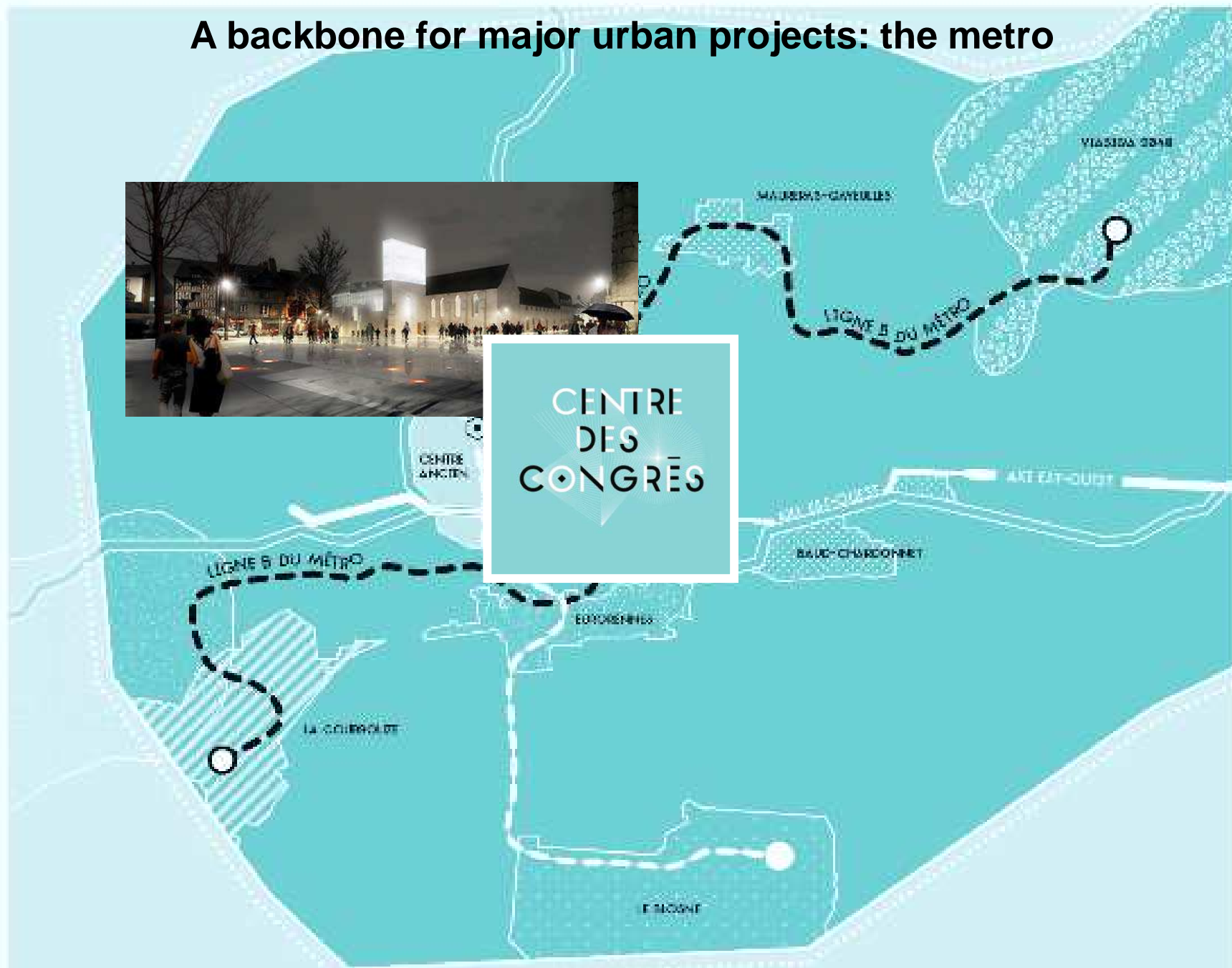
A backbone for major urban projects: the metro



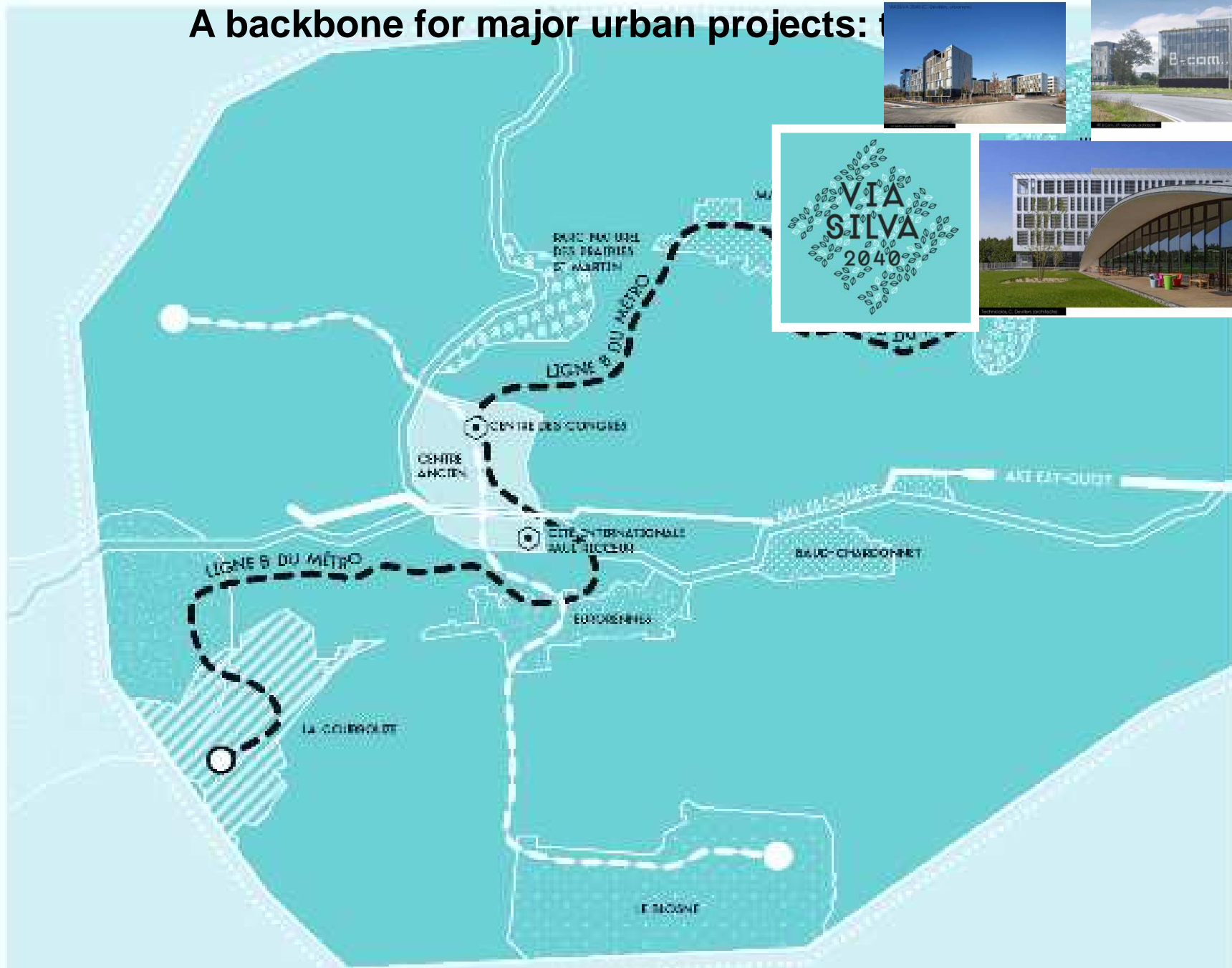
A backbone for major urban projects: the metro



CENTRE
DES
CONGRÈS



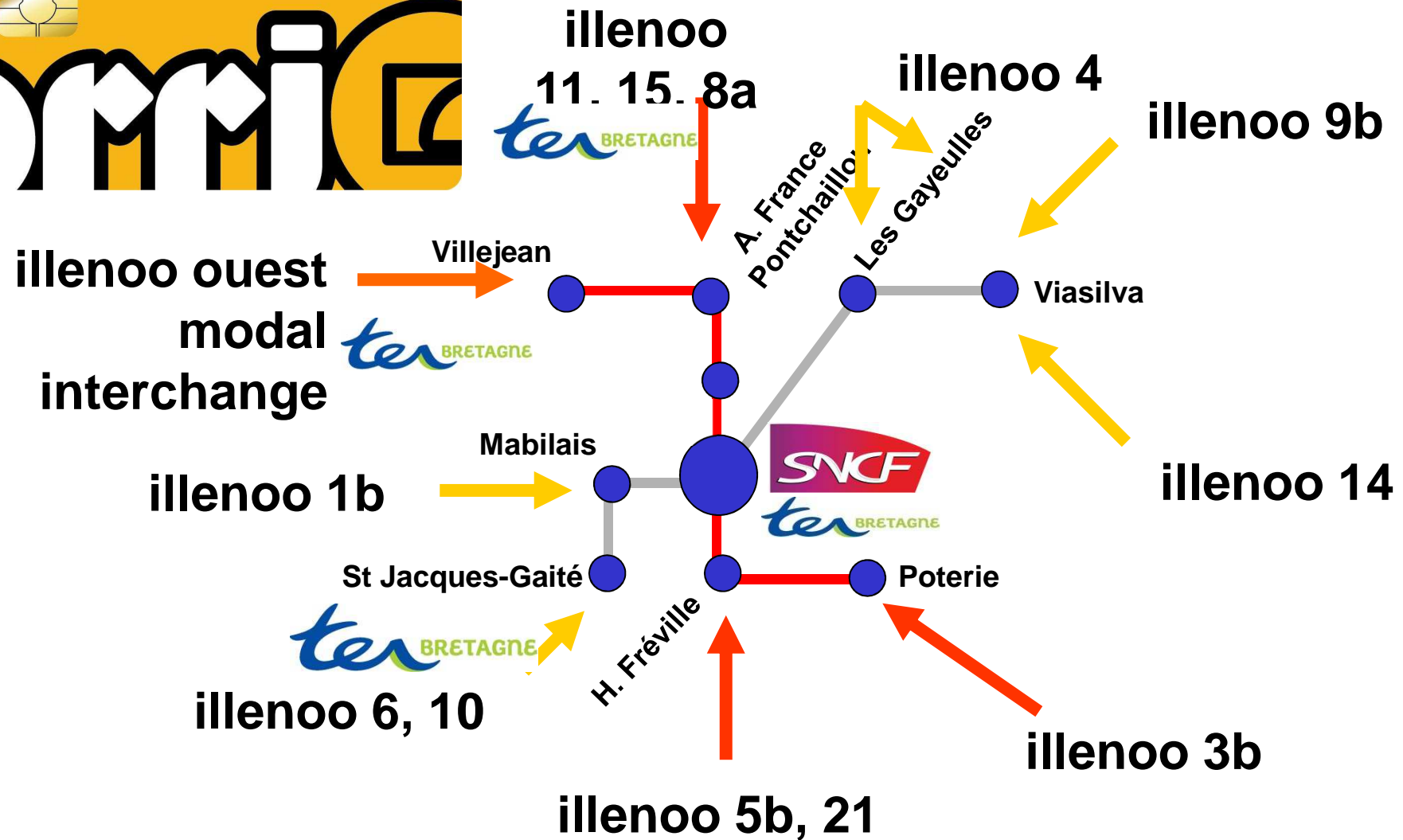
VIA SILVA ZUMU [C. Devillers, urdoniste]



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 sports facilities



Access to schools and universities



Access to electric vehicle charging points



On-street parking



Access to libraries



Access to recycling centres



Access to cultural services ('Sortir' pass)




The smartphone is a key innovation for mobility



© ⓘ www.15marches.fr



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



Thank you for your attention!

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