

# Orléans

Rethinking public transport for small cities

The background of the slide features several thin, curved lines in a light grey color, some solid and some dashed, creating a sense of motion and depth. A large, solid red shape, resembling a speech bubble or a stylized 'L' with a tail pointing down, is positioned on the left side of the slide. Inside the red shape, the text 'Small cities can do big things' is written in white, sans-serif font.

Small cities  
can do big  
things

- The city of Orléans has a population of 117,000 (equivalent to Crawley, Gloucester, Basingstoke or Basildon)
- The wider Orléans Métropole has a population of 290,000



# Rethinking small city public transport

- Look at public transport as a civic utility, city enhancer, public service – and do it with dignity, flair, quality and creativity
- A tram as heartbeat of the network and the city
- Tram, street and city design are the same thing
- Forget the shouty shoeboxes the urban bus should enhance the cityscape and look like something you want to be on
- DRT at scale in low density suburbs

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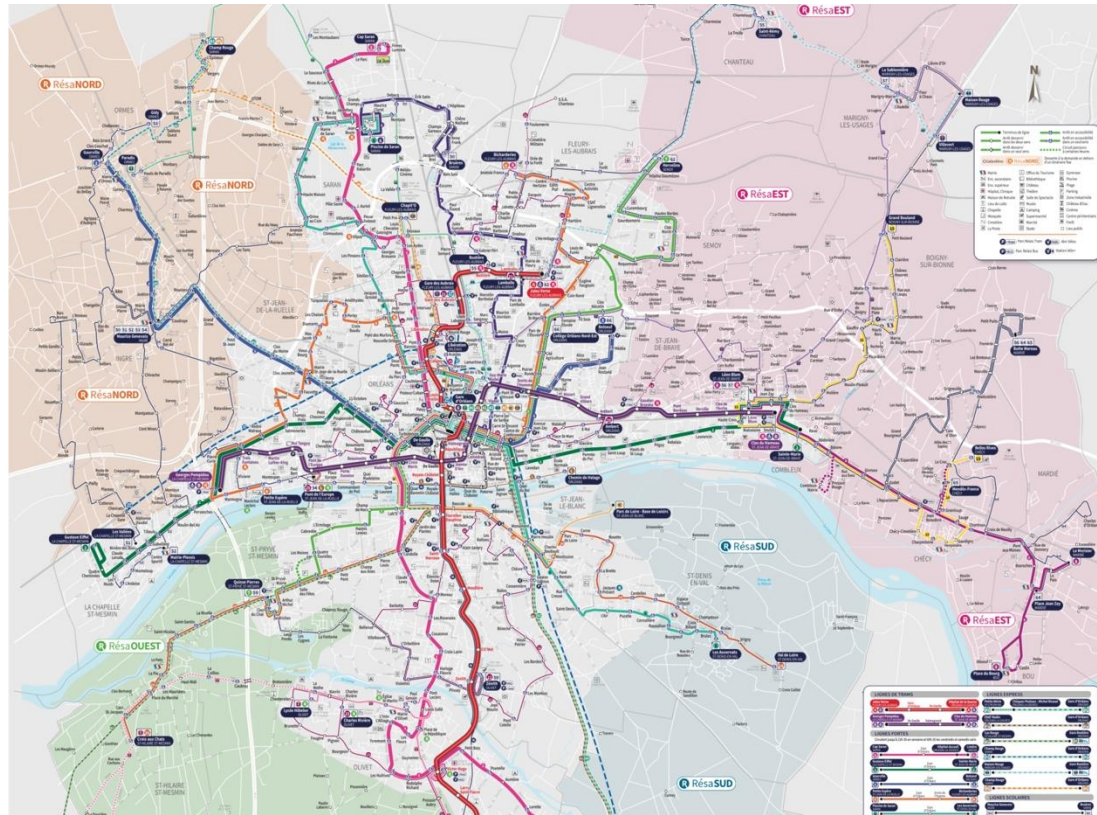


DRT at scale for the  
low density  
suburbs and  
peripheral  
employment sites



## Demand responsive transport in Orléans

- You can't take DRT into the city centre but you can use it to connect into the two tram routes and high frequency regular bus corridors
- €1.80 per trip (which includes any onward journey by public transport)
- Fleet of 36 vehicles carrying 32,000 to 36,000 people a month (though small number of users make a lot of trips)
- A lot of use by pre-driving age young people
- More than 70% of trips have more than one user on board
- App based – book in advance or in real time
- Picks up at stops only (so not door to door)
- Piloted at meaningful scale from 2016 and then scaled up throughout city suburbs
- Not presented as moral crusade or 'look at us' temporary innovation but as providing a public service for those who want to use it
- Going 24 hours soon
- Objective to put everyone in wider metro area within 500m of a public transport service



The DRT zones are shaded as 'Résa' areas





Before you say it

- Yes the funding situation in Orléans is different
- Yes Orléans is not perfect and yes its public transport use by French standards is not exceptional
- No I am not saying cut and paste what Orléans has done
- Yes I know DRT can be expensive to provide and has a mixed record

But what I am saying is

- It is time to ditch the market thinking / moral crusade dynamic in the UK public transport debate in favour of a more normal approach to public transport as public service, civic utility and city enhancer
- Public control and public provision offers the opportunity to do this and...
- ...to move from incrementalism (plus short lived gimmicks chasing funding streams and awards) to more strategic rethinks rooted in local circumstances and ambitions
- Orléans is one example of how that can work out on the ground