



Metropolis and Mobility

Metropolitan Strategy for mobilities



- 28 municipalities
- 740 000 inhabitants



The achievements of the transport policy 1995 – 2016

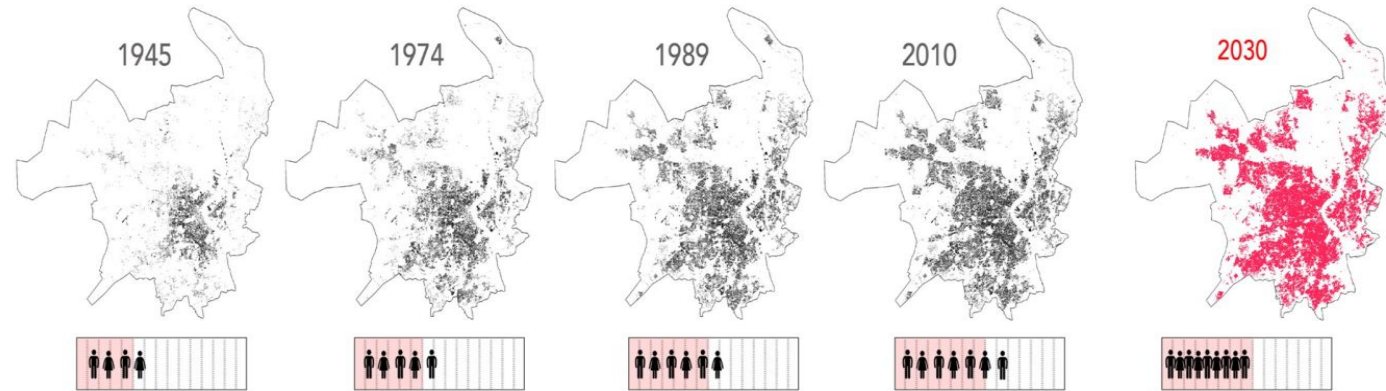
- A increased attendance on the Bordeaux Métropole public transport network
- A decrease in the modal share of the car between 1999 and 2009 of 5 points
- A 33% increase in the tramway supply with the 3rd phase
- the tramway network will reach 77 km by 2020
- 45 kms of bus lanes created and 14 lines of bus labeled “high frequency”
- The deployment of a new operating aid and passenger information system



But even more important challenges in the future

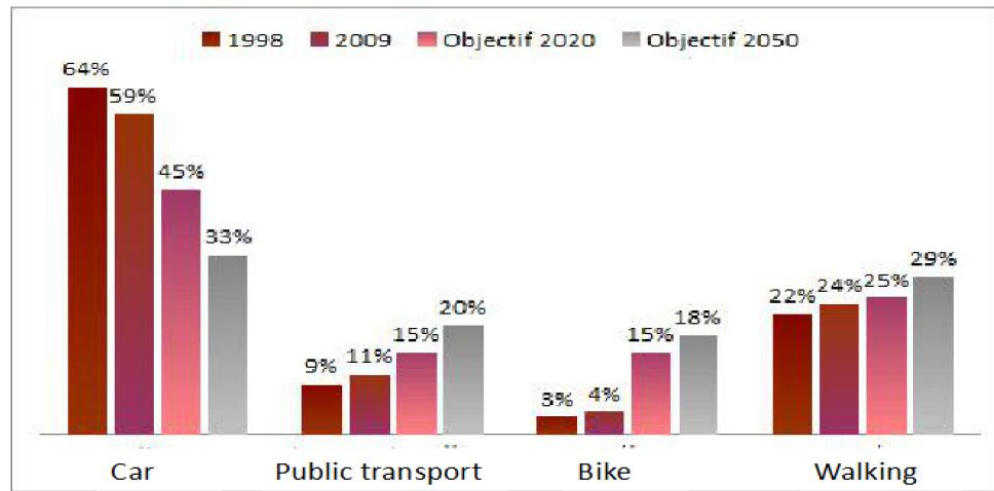


The challenges



Between 1998 et 2009 : + 8% inhabitants, + 11 % journeys (2.5 m journeys in 2009)

➔ **By 2019, + 270 000 journeys/day** to be handled by public transport



Climate Plan (2011) :

« Reduce the modal portion of cars in favor of alternative modes of transport »

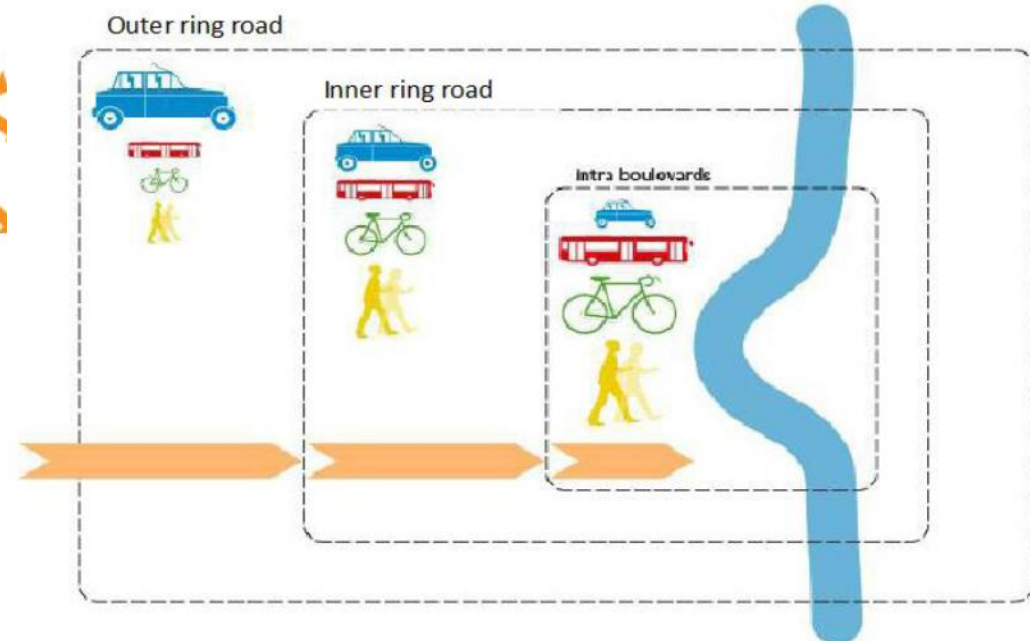
A global strategy for mobilities for Bordeaux Métropole

Concept of multimodality



From a transport policy to a mobility policy...

Acting on all levers



For a quality, efficient and sustainable mobility policy

Central Axis : Implement the Operational Master Plan for Metropolitan Travel, the basis of mobility policy in the Bordeaux metropolitan area

Axis 1 : Make public transport networks more efficient

Axis 2 : Optimize road infrastructures and car using

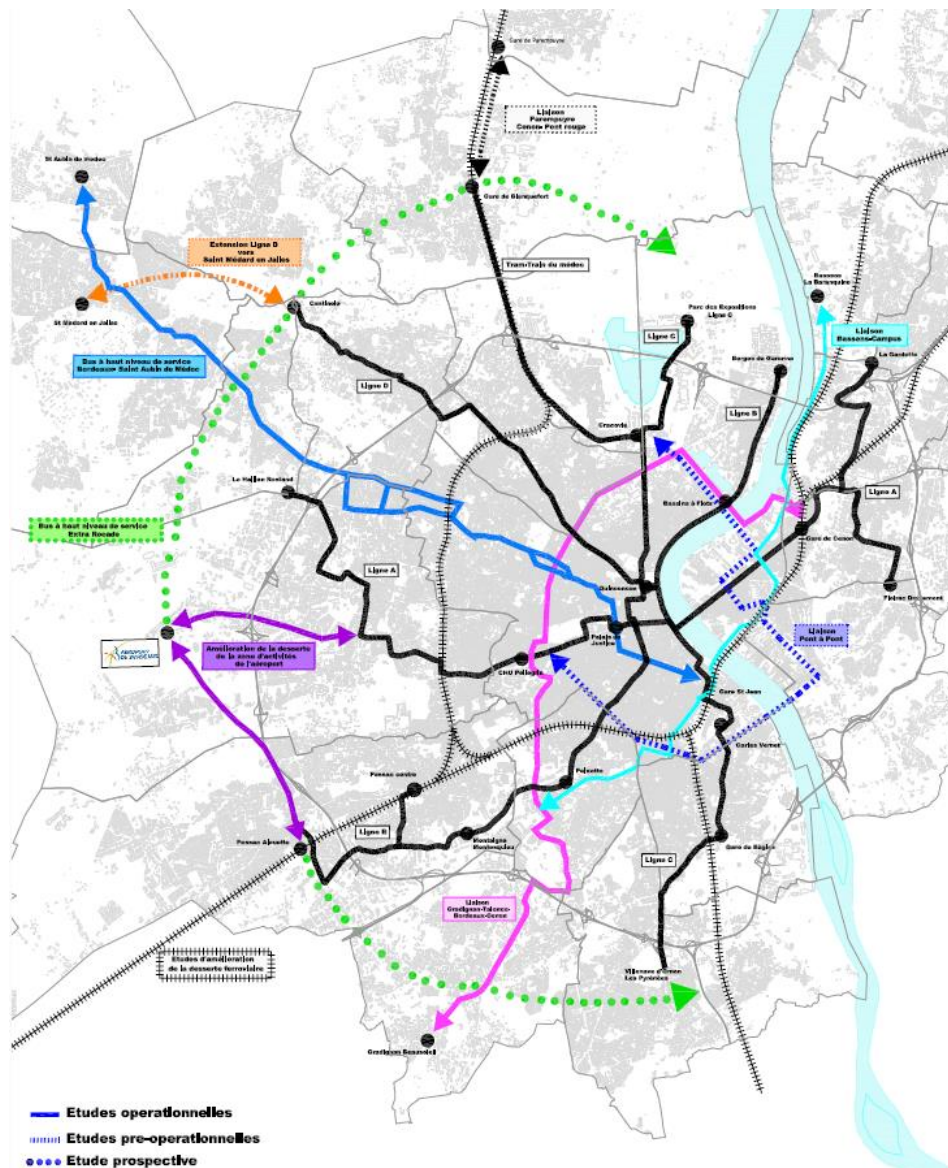
Axis 3 : Manage parking in order to develop planning and travel practices

Axis 4 : Encourage other modes of transport – soft mobility

Axis 5 : Facilitate the use of transport services

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Central Axis : Implement the Operational Master Plan for Metropolitan Travel, the basis of mobility policy in the Bordeaux metropolitan area – new infrastructures



New Structuring infrastructures of Public Transport

Development of railway supply (under study)



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Axis 1 : Make public transport networks more efficient

Optimization of the public transport network / performance improvement

➔ financial margins of maneuver



Mixed trade union (complementarity of urban and peri-urban networks)



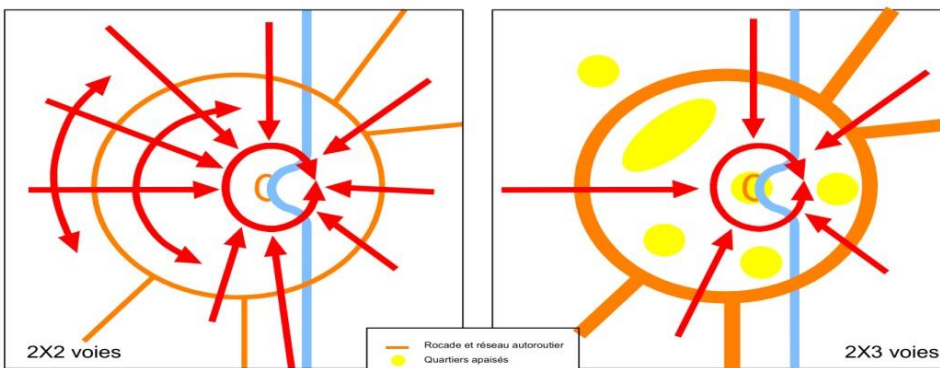
Management plans coordinated with the network managers of the large metropolitan transport area



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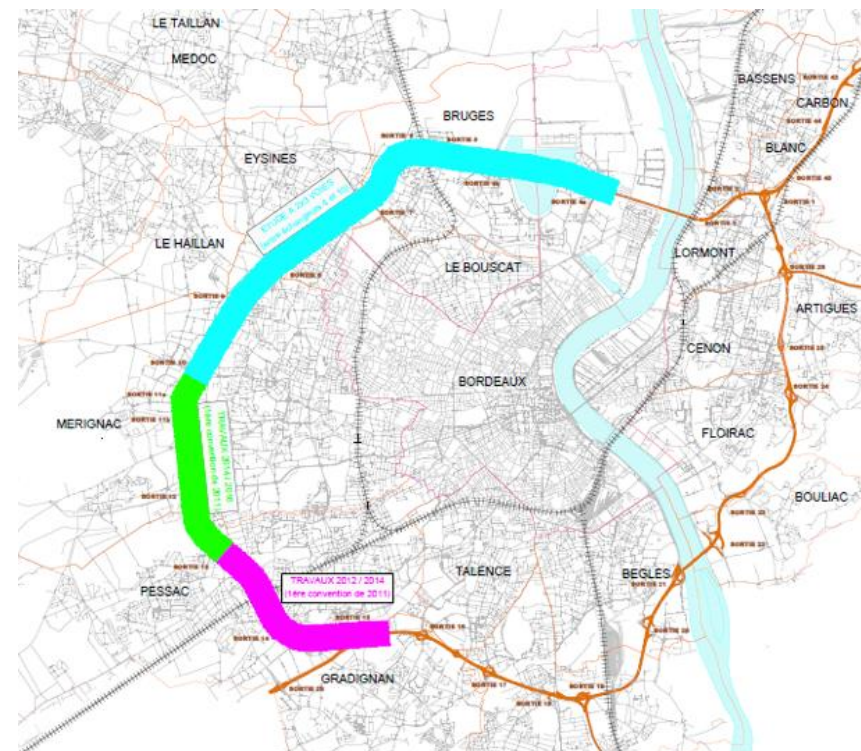
Axis 2 : Optimize road infrastructures and car using

A new global traffic plan



Modification of crossroads with unjustified traffic lights

Setting 2X3 lanes of the ring road



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Axis 2 : Optimize road infrastructures and car using

Carpooling and carsharing

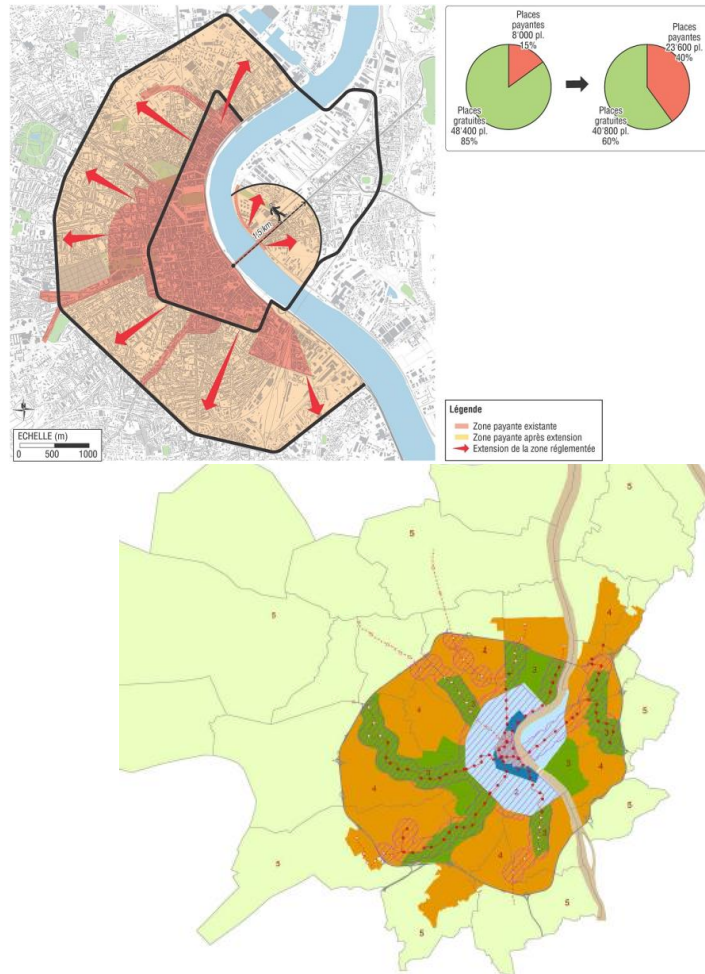


Electric mobility and decarbonized engines such as hydrogen



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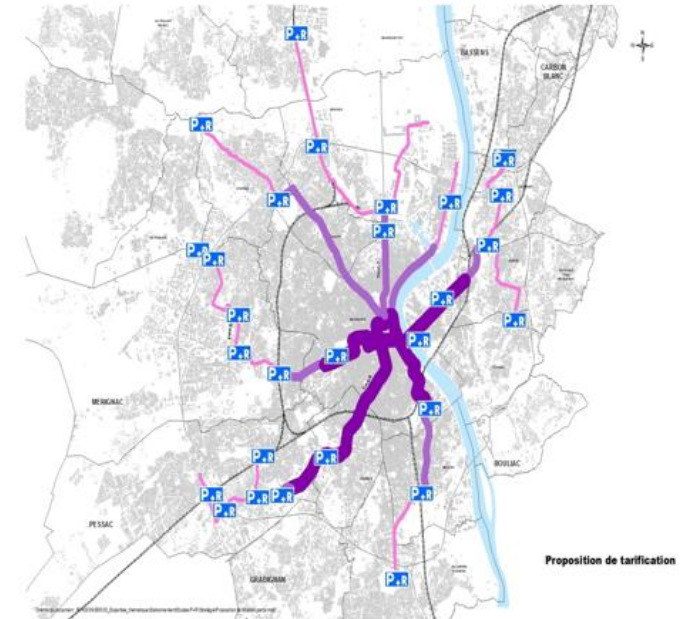
Axis 3 : Manage parking in order to develop planning and travel practices



Parking policy



Inter-modality cars / network of Park+Ride



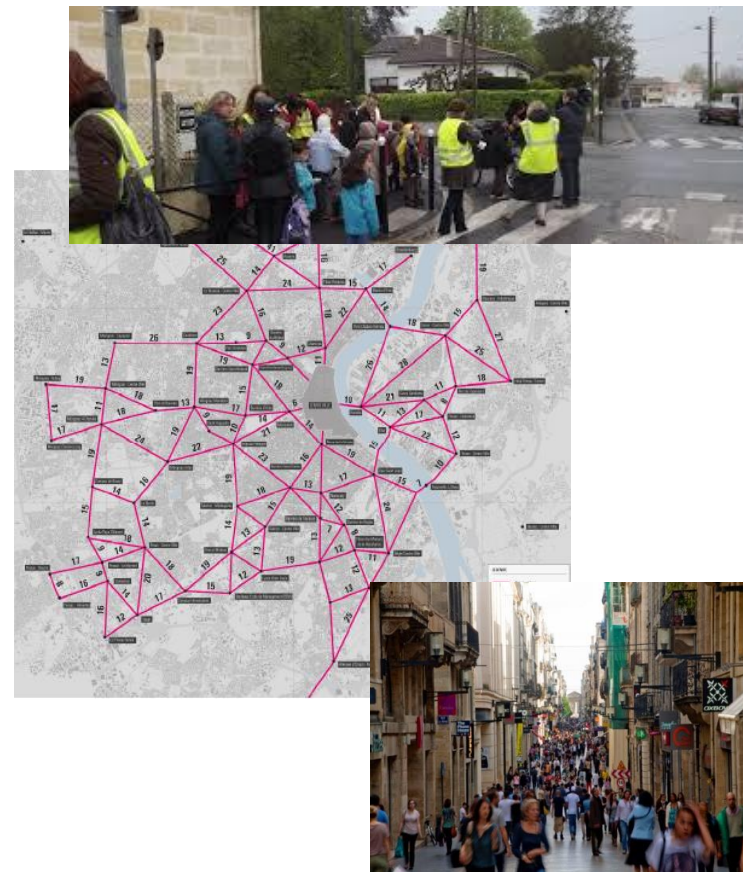
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Axis 4 : Encourage other modes of transport – soft mobility

Bike plan (update 1st half 2016)



Pedestrian Plan (in progress)



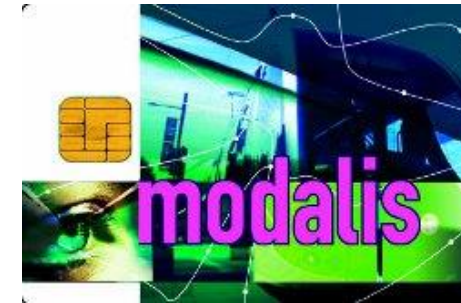
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Axis 5 : Facilitate the use of transport services

Digital mobility policy



Multimodal
pricing



Companies mobility plans

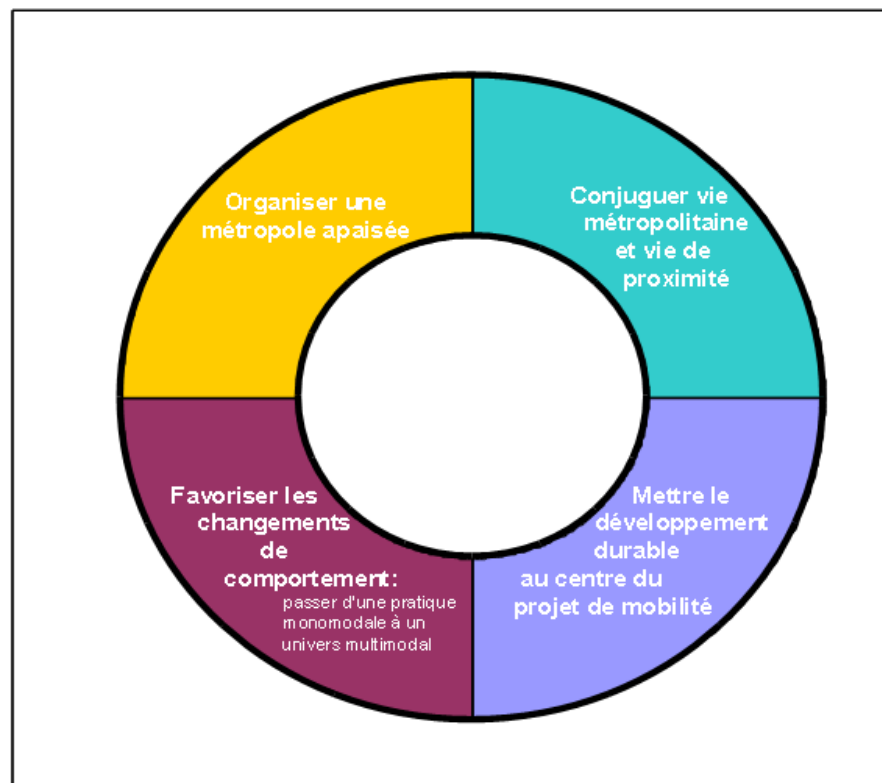


Marketing of
transport services



Tools for implementation of this global strategy

Planning documents that preserve the future



Thank you

