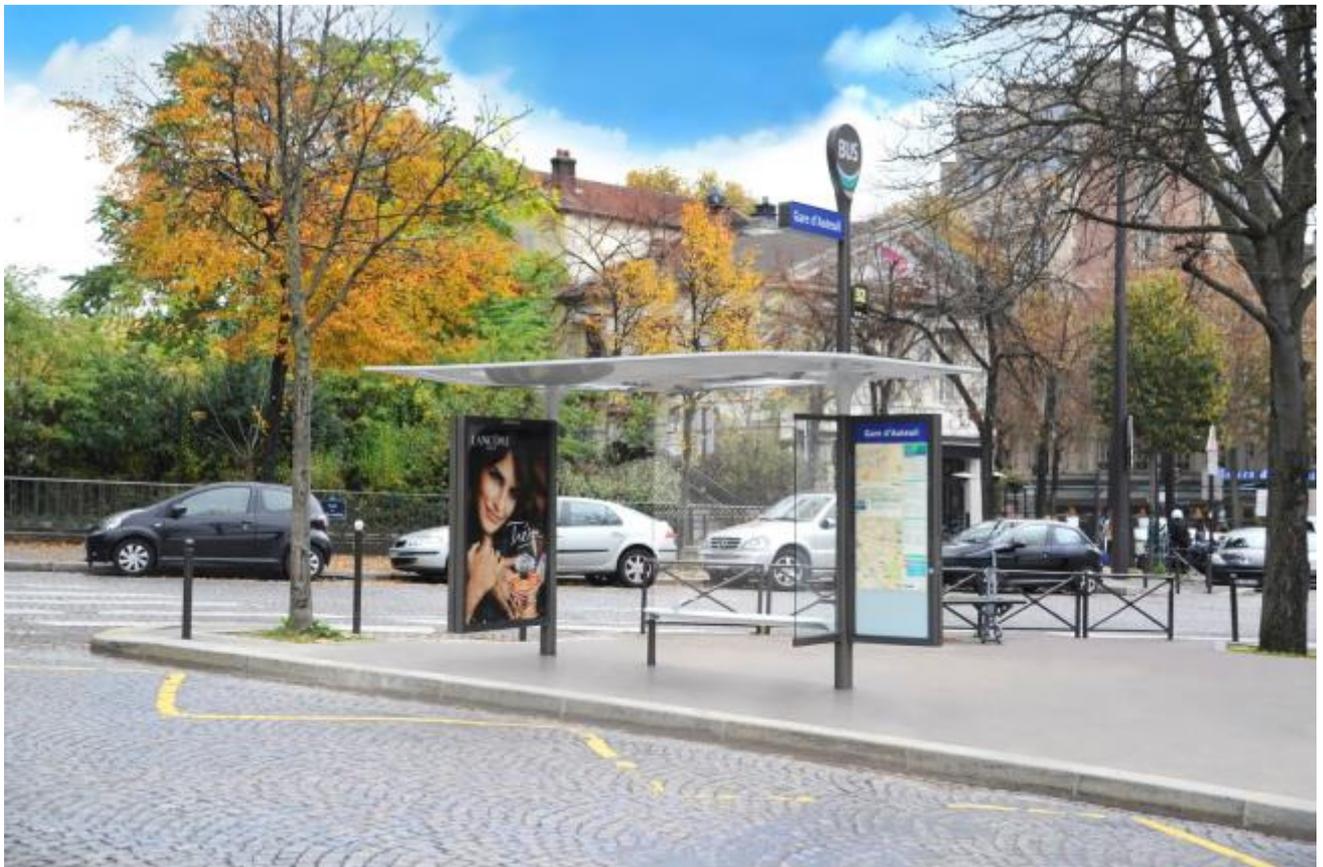


Paris unveils its new service-oriented bus shelters

The Paris City Council installs 2,000 new-generation bus shelters with JCDecaux



Press contacts

Paris City Council - Nadhéra Beletreche / +33 (0)1 42.76.49.61 / presse@paris.fr

JCDecaux - Agathe Albertini / +33 (0)1 30.79.34.99 / agathe.albertini@jcdecaux.fr

Contents

Editorial by Anne Hidalgo	3
Three questions for Christophe Najdovski	4
The Paris City Council is renovating its 2,000 bus shelters with JCDecaux	5
A new method	6
Improved information for passengers	6
New services accessible to all	7
Building a smart city	9
Bus shelters that adhere to the Climate Plan	11
"Origine France Garantie" certification	11
Three questions for Jean-Charles Decaux	13
An original design by Marc Aurel	14
Key figures	15

Editorial by Anne Hidalgo

Mayor of Paris



Photo credit: Carole Bellaïche

Paris' bus shelters are being rejuvenated. Renovations, extensions, availability to all, the shelters now offer optimal conditions and comfort for Parisians seeking quality public transport.

Installed at bus stops, airport shuttle stops, taxi ranks and sightseeing bus stops, passengers can avail of information services or simply charge their mobile phone at these new shelters. Some offer additional services, such as access to digital applications with information on local services, further enhancing the appeal of Paris' public transport system.

In addition to its usefulness and comfort, this new item of street furniture also adds an aesthetic dimension to the streets of Paris.

Streamlined, elegant and modern, with coloured or planted roofs, the 2,000 bus shelters that will be installed across Paris in 2015 are set to become an established feature of the city's street furniture, identifying public spaces in a similar manner to its fountains and metro stations.

Three questions for Christophe Najdovski

Deputy Mayor of Paris responsible for Transport, Roadways, Travel and Public Spaces



What progress will these new bus shelters represent for public transport users?

First of all, the new design and meticulous work involved in the installation of these bus shelters has enabled us to increase the total number of shelters available: Paris will have 200 additional shelters, with upgrades to stops that were previously indicated by just a signal mast.

Furthermore, the new shelters will also offer users a much greater quality of service, notably with the way that information on bus waiting times is provided.

Area maps will also feature, making it easier for users to find their bearings within the city as well as indicating local services such as Vélib' self-service bike hire stations.

Will the bus shelters facilitate access for disabled people?

They offer greatly improved access for people with mobility restrictions and disabilities. The space has been enlarged to allow for easier wheelchair access within the shelters. There are voice announcements and tactile solutions for users with sensory disabilities.

Generally speaking, information will be clearer, both on the screens showing bus waiting times and on the area maps.

How do you modernise the bus, a service that is often considered less effective and reliable than the subway or tramway?

It's true that the bus is more affected by traffic and uncivilised behaviour such as parking at bus stops.

Nevertheless, it remains a very popular means of transport, notably among users who prefer to travel above ground and see or discover new parts of the city.

The bus is still a very relevant means of transport in Paris because it complements the RER, subway and tramway networks, serving Parisian districts that are located some distance from the subway, and offering users a more comfortable means of travel. It is particularly convenient for people with disabilities, and is frequently the only accessible means of public transport for disabled travellers, as well as for travellers with luggage or accompanied by young children.

The roll-out of these new shelters is only the first step in a broader programme to make the Parisian bus a more enjoyable and effective means of travel. We are studying the feasibility of creating new bus corridors, improving connections with subway and train systems, and the installation of two major bus lines offering high-level services: one on the upper quays of the right bank of the Seine and a second on a bypass road linking Paris' main train stations. These lines could be operated via large-capacity electric vehicles, prefiguring the green buses of the future.

The Paris City Council is renovating its 2,000 bus shelters with JCDecaux



This exceptional event is the first of its kind in 15 years. It will completely transform the city's street furniture and appearance.

The bus shelter concept has been reinvented to offer travellers a new designer, modern, eco-friendly, accessible and smart facility.

On 19 November 2013, the Paris City Council's tender department, which comprises elected representatives from both majority and opposition parties, unanimously awarded SOPACT, a subsidiary of JCDecaux, the contract to design, roll-out and maintain 2,000 new bus shelters.

Designed by **Marc Aurel**, the new-generation bus shelters have a pared-back, streamlined, contemporary silhouette that blends perfectly with the capital city's exceptional urban environment.

A new method

The roll-out of these new shelters is the result of a **new planning method**. The Paris City Council and JCDecaux conducted an **urban diagnosis of the 2,000 locations** of the bus shelters with a view to adapting each shelter in accordance with its environment. Based on this important work, each space was planned in detail: size of the shelter, configuration, location of the signal mast, etc. Each stop represented a **genuine planning microproject**, involving all players: The police headquarters, Architectes des Bâtiments de France (the French architectural review board), RATP, STIF, mayors of the different districts, etc.

Improved information for passengers

The Paris City Council and JCDecaux worked with STIF and RATP to further improve the information provided to passengers.

The new, larger information screens:

- are easier to view, with integrated lighting that adjusts according to the ambient light;
- involve less "rotation" of information on waiting times, thanks to a display format that can now show up to four lines at the same time.

The new screens have the capacity to show:

- real-time bus information on the next two bus arrivals;
- messages in the event of service disruptions (works, deviations, etc.) and corresponding connections via other forms of public transport.

The bus waiting time is displayed on the signal mast outside the shelter, which means passengers are informed even before they enter the bus shelter.

A summary of the innovations introduced by the Paris City Council and JCDecaux:

- a signal mast showing the form of transport available at the stop from a distance (bus, taxi, etc.) and all related information;
- maps that can be backlit at the touch of a button;
- for the visually impaired, tactile bus number displays and a button for voice announcement.

New services accessible to all

The Paris City Council wanted the new street furniture to offer services **to all public space users**, particularly pedestrians, in order to build a welcoming, comfortable and familiar city.

- The 2,000 new bus shelters will be equipped with an innovative area map indicating its location within the city. Each map will be oriented in the direction of the street to facilitate reading and will provide indications of distance by foot to places within the district;
- At 100 bus shelters, tactile information and service screens will allow Paris to deliver practical information to passengers, inhabitants and visitors. A tactile navigation zone for wheelchair users will be available under each screen facilitating their access to all content.
- Each station will also be equipped with a universal phone charger outlet.

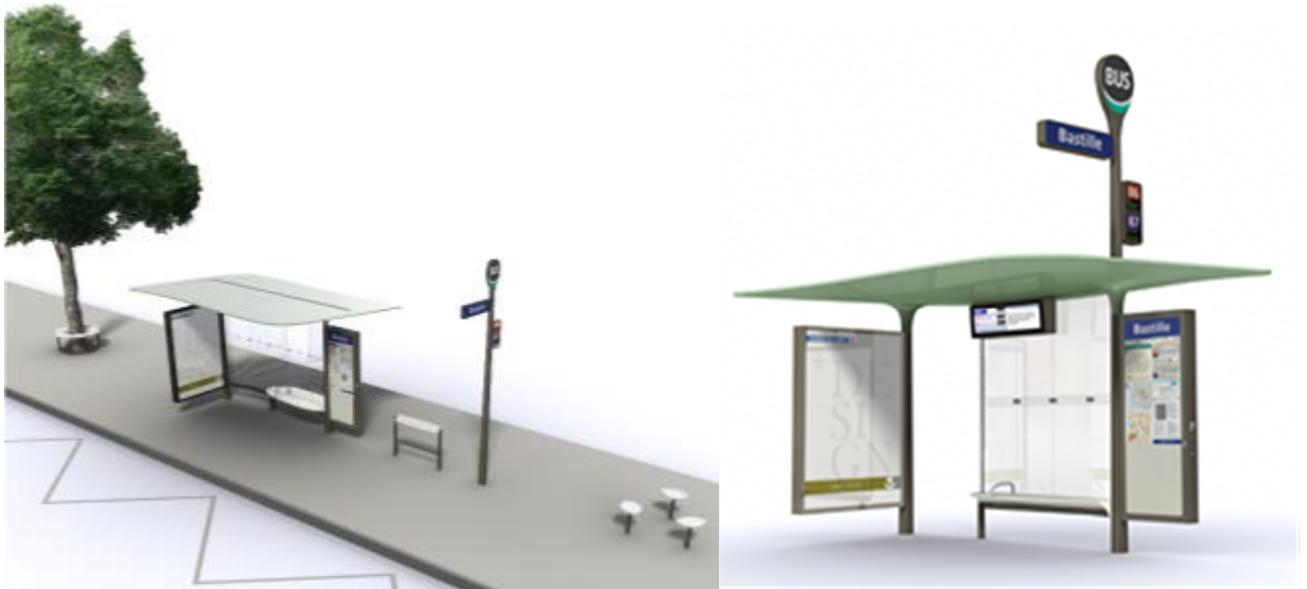
Greater comfort and accessibility

The new shelters offer travellers increased comfort and better accessibility:

- larger shelters and more space;
- armrests for those who need them, particularly senior citizens;
- seating space in front of and behind certain shelters;
- easier circulation, notably for prams and people with reduced mobility thanks to a rear opening;
- access to information for people with visual impairment thanks to tactile labels and buttons for voice announcements on bus lines, direction and waiting times;
- for user-friendliness at night, all shelters are equipped with a smart system that regulates the light intensity of advertising panels and spotlights integrated into the roof.

A range of modular and adjustable street furniture

Depending on the available space and the planning project drawn up based on the urban diagnosis, additional seats may be installed close to the shelter. Several dozen shelter configurations are possible.



- A compact shelter range with just one mast.
- The standard shelter has two masts at a distance of 2 or 3 metres from the centre.
- The main shelter may comprise several shelters standing side by side.

Different roof sizes are possible for each of these configurations.

Building the smart city

City centre spaces for testing innovative projects

The renovation of the bus shelters also represents an opportunity for Paris to propose new usages.

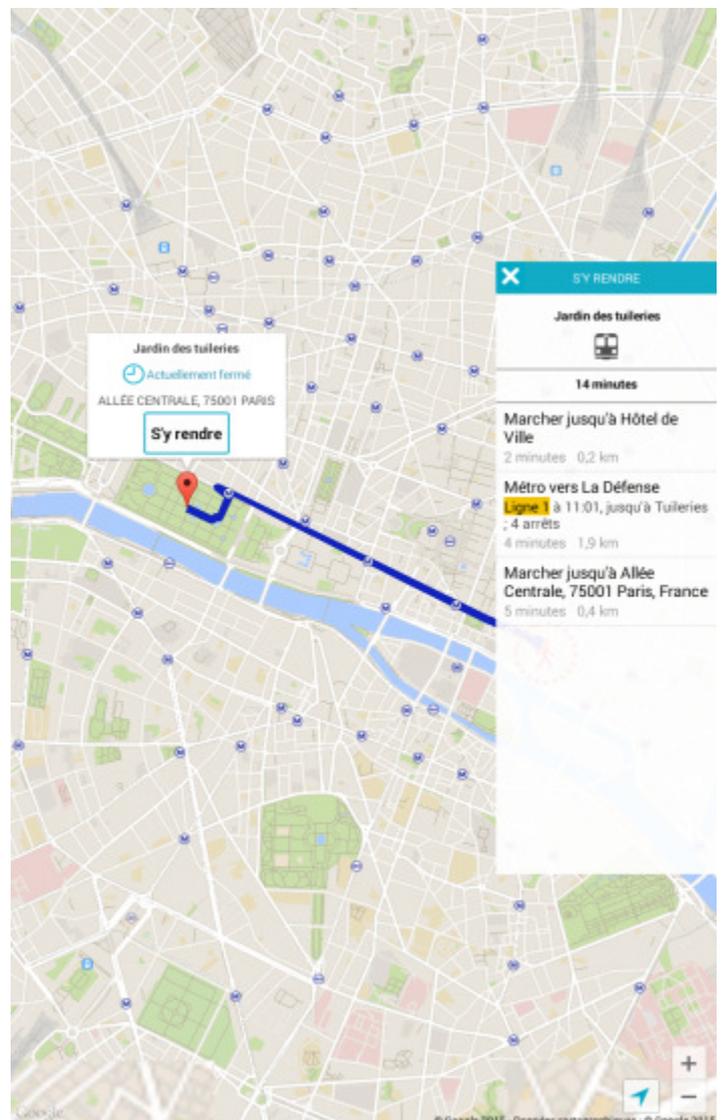
Large format 32-inch digital screens will be installed at 100 locations identified as part of the urban diagnosis. These interactive touch screens offer useful every-day information with self-service access to geolocalised content.

To accompany this, the City Council has developed an **interactive map** with real-time information that links to its Twitter and Instagram accounts. Users can read, for example, the Paris City Council's last three tweets (@paris) and its last three Instagram posts (@paris_maville).

The interactive map offers the following functions in French, English and Spanish:

- display of the City's municipal facilities with practical information delivered in real time (libraries, swimming pools, parks and gardens, conservatories, etc.);
- address, opening times and telephone number of each facility;
- for the Vélib' self-service bike hire service, the address, name and number of the station, the number of bikes and available places;
- for the Autolib' self-service car hire service, the name and address of the station now, while the number of cars and number of free places will be available shortly;
- a search engine to find specific places (stores, restaurants, etc.), monuments, addresses, subway stations;
- any practical information on Parisian monuments.

Users can also devise their itinerary from their location.



A major competition to test new digital services

In October, Paris launched the first phase of a major competition in partnership with JCDecaux **to test new applications on the touch screens at the new bus shelters**. The goal is to display digital information and services for Parisians and visitors.

Eleven winners were selected as part of the first wave. Their applications will be gradually rolled out over the coming weeks and will be tested over a period of one year:

- **iTransports**: calculate and display on the map your public transport itinerary;
- **Mapado**: Discover specific activities in the area, such as: information on concerts, shows and fun activities etc...;
- **Green Raid**: all "local & green" events in the area: second-hand clothes shops, organic food shops, siesta spots, etc.;
- **ClipCity**: discover the area through anecdotes and information on characters from there;
- **Paris Facts**: discover unusual facts and anecdotes on Paris;
- **Paris with Love**: find the name of the monument shown in the photo;
- **Experience Paris**: a guided tour of Paris' bridges;
- **On the line**: guess alone or in pairs which lines the metro station covers;
- **Journey initiation**: surprising information in real time;
- **Anooki**: send an Anooki e-card to your friends;
- **Bright**: learn about a new form of art in the city.

Bus shelters that adhere to the Climate Plan

- The electricity consumption of these bus shelters will be 35% lower than that of the previous models;
- 100 shelter roofs will be fitted with solar panels;
- Each shelter will be equipped with a smart system to optimise electricity consumption based on activity;
- 50 shelter roofs will be planted with greenery;
- All of the old shelters will be dismantled and most will be reused.

50 roofs planted with greenery



"Origine France Garantie" certification

To demonstrate the quality of manufacture of the shelters, JCDecaux obtained "Origine France Garantie" certification, a strict benchmark that was established in 2011 by the world's leading certification company: Bureau Veritas Certification. This provides assurance to the Paris City Council of compliance with a demanding set of specifications, the provision of clear and transparent information on the origin and manufacture process of the shelters, and compliance with French social standards guaranteeing appropriate employment conditions.



1 Larger shelters and spaces.



2 Easier access and circulation, notably for prams and people with disabilities.



3 Arm rests for users who require them.



4 Waiting time for the next bus readable from a distance.



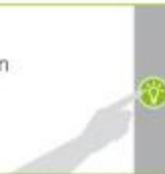
5 For the visually impaired, tactile labels and a button for voice announcement of waiting times.



6 An area map centred around the bus shelter for direction and to provide varied and relevant information on the area.



7 Manual lighting of information panels for passengers travelling at night.



8 100 large-format digital touch screens providing information and services.



9 USB ports for charging mobile phones at every bus stop.



10 100 shelter roofs fitted with solar panels to help with electricity supply.



11 50 shelter roofs planted with greenery, symbolising new aspirations for a green city.





Three questions for Jean-Charles Decaux

What does Paris represent for JCDecaux?

In 1972, JCDecaux began its collaboration with the Paris City Council as part of a contract for 1,500 bus shelters, which represented a major stage in its development. Since then, JCDecaux has been a trusted partner and a creative force, deploying solutions that improve citizens' quality of life every day, with street furniture that combines public service, aesthetic qualities and functionality: CIPs (City Information Panels), automated public toilets, Vélib' self-service bike hire, smart street furniture, etc.

Paris offers teams dedicated to the upkeep, maintenance and management of its street furniture. 600 employees work to ensure that passengers get the best possible service.

For our Group, the City of Paris is a wonderful showcase, and we are delighted to contribute to its appeal through our advertising street furniture and related services.

How do the new shelters convey the reinvention of the city bus shelter?

By offering greater comfort and novel services to citizens, while using less energy, we aim to ensure that Paris remains a city at the cutting edge of innovation and sustainable development. We are proud to have proposed a high-quality French product, designed by all our teams, who worked diligently to accurately and creatively meet the city's new usage requirements. Paris will offer the most innovative and comprehensive bus shelters in the world.

Since JCDecaux celebrated its fiftieth anniversary in 2014, have the Group's fundamental values changed?

Jean-Claude Decaux formed JCDecaux in 1964, offering local authorities a new concept: the availability and maintenance of shelters 100% financed by advertising. Advertising street furniture was born. Fifty years later, we continue to apply the same economic model, helping to make savings in public finances while remaining permanently connected with urban trends so that we can design street furniture that is permanently evolving, modular and smart and which can be adapted to different usages now and in the future.

While creativity has always been central to our business, we continue to be very demanding about excellence of execution, as driven by the commitment and expertise of our teams. On an everyday basis, we perform a modern after-sale service. Guaranteeing cities and citizens innovation means undertaking to offer them a faultless, seamless experience at no added cost.

An original design by Marc Aurel

The shelters come in a range of different sizes, but are based on the same, pared-back streamlined structure: a clear resin glazed roof, suggestive of a plane tree leaf, resting on two cylindrical poles. The range was designed specifically for Paris by Marc Aurel.



Three questions for Marc Aurel, designer of the bus shelters

What was it that inspired you when you created this new bus shelter?

The new bus shelters are part of the city's history and aesthetic heritage. I was inspired by the shapes of the islands in the river Seine and by the leaves on the trees that line the city streets. A distinct reference to Guimard's greenery-inspired decor found at metro entrances, now a signature feature of Paris.

How will this object be integrated in Paris?

Working on the design of a new bus shelter for Paris is a fantastic experience because the poetry of this city calls for a design that can seamlessly bridge the gap between the past and the future.

But integration also involves improving the user's comfort by taking into account the space within each bus shelter and improving accessibility for people with reduced mobility, prams, senior citizens, etc.

The bus shelter is no longer solely turned towards the pavement, but also faces the city for greater fluidity. To this larger, busy space can be added resting supports, individual seats or benches, while the number of windows or the size of the roof can vary with each configuration.

Each stop becomes a planning micro-project, coherent with the area in which it is located, to ensure optimal comfort.

Integration also involves connectivity: linking the citizen with the city through services such as access to bus traffic information, a place to recharge your phone, information on other subjects... The bus shelter becomes a connected platform open to the city.

How did you work with JCDecaux?

Working with JCDecaux first and foremost meant having a prospective and innovative vision of street furniture, being open to creativity and design.

It required a team of experts who guarantee excellence in each project.

It was also a unique experience of collaboration because each stage of the project, and finalisation and realisation of the product was worked out to the finest detail to ensure optimised industrialisation in keeping with the design.

Key figures

- Nearly **331 million** passengers a year use the bus network, by day and night (figure from the Observatoire des Déplacements 2013)
- **2,000** bus shelters in Paris are available to everyone
- **120** main taxi ranks
- **-35%** electricity consumption
- **100%** of information readable day and night
- **100%** of shelters equipped with tactile labels and voice announcements
- **100%** of shelters equipped with a universal outlet for mobile phone charging
- **100%** of rainwater maintenance conducted by JCDecaux
- **100%** of shelters with "Origine France Garantie" (guaranteed French) certification
- **100** digital touch screens providing information and services
- **100** bus shelters with additional seats
- **100** shelter roofs with integrated solar panels
- **50** shelter roofs with planted greenery
- In Paris, **67** bus lines by day and **47** lines by night
- **6** lines serving the Orly and Roissy airports