



NR.	SECTION	DESCRIPTION
0.	Photograph	
1.	Title of the practice	TADOU - Service of Local Transport by Taxi on Demand (P6)
2.	Precise theme/issue tackled by the practice	The TADOU service is a service of transport on demand available for all in the Central Doubs area, a territory in which no other public transport service exist. All the inhabitants of the territory can use the service to travel within the territory and to specific connecting points outside the territory.
3.	Objectives of the practice	The TADOU service is proposed on demand to the inhabitants of the Central Doubs. The territory of the "Mixt Syndicate" is not covered by any bus service. There are train stations to link the territory with cities outside the territory. The service aims at fighting against the isolation of people without private means of transportation and of disabled persons, by offering them a cheap offer of transport to travel on the territory of the "Mixt Syndicate" of Central Doubs. A commission of local elected representative regularly meets to improve the service.
4.	Location	<p>France, Central Doubs areas. The area groups together 6 communities of municipalities in the <i>Département</i> of Doubs within a "Mixt Syndicate" (<i>Syndicat mixte</i>). Those are the communities of municipalities of:</p> <ul style="list-style-type: none"> • Baumois area • Rougemont area • the small valley of Sancey • the Islands of the Doubs river • Clerval area • Vaîte-Aigremon <p>119 municipalities are involved covering about 90 0 km² for a population of 34 ,000 inhabitants (density of 37.8 km²).</p> 
5.	Detailed description of the practice	<p><u>Origin:</u></p> <p>The idea of developing a specific service emerged in 2004 and the service was created in 2006. This period corresponds to a time when the Council of the <i>Département</i> of Doubs reduced the offer of public transport on the territory. The transport on demand</p>

of the population of the territory.

Timescale:

The service was created in 2006 and has been running since that date.

Bodies involved / implementation:

Commission of land planning and mobility (commission TADOU): about 20 elected people from the “Mixt Syndicate” territory. They meet every two months and deal among other with the TADOU service.

- Taxi company selected by the TADOU Commission to carry out the service. The company was chosen after a call for tender who is renewed regularly. The company has up to 9 vehicles that can be used for TADOU service, one of them adapted for the transport of wheel chairs.
- A central office to collect the demands: the service is provided by the staff of the “Mixt Syndicate” since the creation of TADOU. One person works on the relationship with users (booking of demands, organisation of travels and liaison with the taxi company). A second person is in charge of managing the relationship with the Commission of Land Planning and Mobility.

Process and detailed content of the practice:

The service aims at facilitating the transport of people on the territory of the municipalities of the Central Doubs (see map). The service can be ordered for a transport for any location to any other location, as long as they are within the territory. In addition, 8 bus stations which are not located in the territory can also be reached. Those bus stations are the end-stations of bus lines that go to Besançon, the main city of the region.

The service works from Monday to Saturday between 6.00 am and 07.30 pm (except on bank holidays).

Any inhabitant of the territory can use the TADOU service up to 20 times per month after having registered to the service. Children can also use it if they are accompanied by an adult when they are less than 10 years old or with an authorisation letter if they are between 10 and 18 years old. Disabled person are allowed to use TADOU with an accompanying person for free. In case of use of booking of TADOU for several persons, the price per person is divided by two.

The service on demand has to be ordered at least the day before the travel and can be cancelled at the latest the day before the foreseen trip. The booking office can be called from Monday to Friday between 8.00 and 11.00 am.

In order to make the service more efficient, the booking office can group together trips and may also modify the booked travelling time. In such case or in case the service has to cancel the trip, the user is informed at least the day before the foreseen travel. The grouping of trips can be done automatically by the software used if the departure times are close by less than 10 minutes. In other cases, the employee in charge of the management of the booking checks the possibilities and calls the users to ask for their agreement for the modifications. For users who have regular travels because of fixed appointments booked, the employee also check every month with the users that the booking is indeed registered. Although there are some picks of demand at the occasion especially of the weekly fair, it has always been possible to make re-arrangements of

the trips in order that every user could be satisfied.

Rules to use TADOU have been written and have to be accepted by the users of the service.

Legal framework:

The 6 Communities of municipalities work together on some issues, including the land planning and mobility, within the legal framework of the “Mixt Syndicate” of the Central Doubs area (*syndicat mixte du pays du Doubs Central*). The TADOU initiative is one of the services provided and managed by the Syndicate.

The transport on demand are regulated by the article 26 of Decree 85-891 of 16 August 1985 relative to urban transports of persons and of non-urban road transports (*décret n° 85-891 du 16 août 1985 relatif aux transports urbains de personnes et aux transports routiers non urbains de personnes*). The transports on demand are public services open to everyone (with some exceptions to favour disabled people), they are organised by the authorities in charge of public transport. The minimum capacity of the vehicles used is 4 seats. Finally, the transport on demand is put in use only if there is a demand from users.

Financial framework:

- *Start-up funds*

- The “Mixt Syndicate” has benefited from LEADER+ European funds at the beginning, to create the software *Galeopsis* which is used to book the trips. Those start-up funds stopped in 2007 and there is no European fund used since.

- *Running costs*

- The users participate depending on the distance and on the number of day between the booking of the service and the actual travel.

However, the users’ participation is not enough to finance the service. A public participation is needed to complement the costs. The 50% is ensured by the *Conseil Général* (Council of the *Département* Doubs) and by 50% by the municipalities of the territory. It is the municipality where the user lives which pays the cost.

For example, in 2011, the total cost of running TADOU (fixed and variable costs) was 110,000 €, funded as follows:

- 20% from users.
- 40% from Council of *Département* of Doubs.
- 40% from the community of municipalities of residence of the user.

The cost per kilometre of the service has been revised for 2012, therefore the running cost will be higher for this year.

Use degree (%): users/total population:

The cost of the service for the users are as follows:

Kilometres	Prices	
	A: booking more than 4 days before travel	B: booking less than 4 days before travel
1 to 11 km	3€	6€
12 to 25 km	5€	10€
26 to 65 km	7.5€	15€
66 to 100 km	10.5€	21€

The prices can be reviewed every trimester.

6. Evaluation

Possible demonstrated results (through indicators):

TADOU is efficient in the sense that it reaches the objectives of providing a cheap mean to travel and access the services within the area.

About 400 users per month

There are about 400 users per month, with picks at the occasion of the weekly fair and less demand during the summer holidays. In November 2011, 25,000 users were transported (after 5 years of existence). In March 2012, 508 trips have been made using the TADOU services, for a total of 7,861 km (average length of the trip: 15.5 km). The service is more used in the Rougemont and Baumois areas, which are less connected to external cities and where many services are located.

- *Main users and purposes for using of the service:*

In August 2012, there are 482 users registered to the service. The users are mainly elderly people, to go to the doctor or the pharmacy, to go shopping, to go to the hairdresser. Some also go to daily care services.

 - Persons without private vehicles or without driving licence (who can be addressed to the TADOU service by the social services).
 - Active persons to go to work, exceptionally or regularly in the case of young people in apprenticeship.
 - Pupils to reach the train/bus station to go to high school in Besançon (outside of the territory).
 - Persons who need to go to the train station (e.g. if they don't want to leave a car there for several days).

In some cases, the fees of using TADOU can be paid by daily care services or by the social services. Most of the users of the TADOU services have low income.

Most of the users have taken the habit to book more than 4 days in advance to get a lower price, which facilitates the combining of the trips.

- *Positive impact for social life:*

One of the positive impacts of the service is the contribution to maintain, or even the creation of social link. As most of the users have limited revenues, the TADOU service provides them with the possibility to move on the territory whereas it would not have been possible without the service. TADOU is also a mean for elderly people to maintain some autonomy without requiring the help of

	<p>their kids, with the possibility to move whenever they want to.</p> <ul style="list-style-type: none"> • <i>Positive impact for local economy in some extent:</i> <p>TADOU is very often used to reach medical centres, pharmacies, supermarket or local shops of the surrounding. Therefore, the system contributes to the activity of those businesses.</p> <p><u>Possible success factors:</u></p> <p>The Commission of land planning and mobility gathers about 20 elected people from the municipalities involved. By meeting every 2 months, they ensure that the service can be improved. The feedbacks of users are collected by the person in charge of booking a new trip and by the company in charge of operating the transport.</p> <p>TADOU has clear written rules that must be accepted by the user before being allowed to use the service, to prevent problems of interpretation of use of the service.</p> <p>Some publicity is done to make TADOU known locally, with flyers, posters, reportages on the experimentations made (such as the one conducted during the European mobility week) or on events (celebration of the 25,000th trip in 2012).</p> <p>The software used was designed specifically to be used on the territory. It is constantly adapted to improve the service.</p> <p><u>Difficulties encountered:</u></p> <p>Since its creation in 2006, the service has always been improved. The first year was experimental to test the system and correct the main drawbacks.</p> <p>Currently, most of the demands are for having the possibility to use TADOU to go to Besançon which is not included within the territory of the service but where there are more important medical centres and specialised doctors. Although TADOU connects with bus lines, it is difficult for old people to take and change buses to reach the hospital.</p> <p>As the frequentation of the service is growing, changes are necessary to limit its costs. Currently, measures are studied to develop the grouping of passengers, in order to continue to answer the needs of users while reducing costs.</p> <p>The regulation of the TADOU service has been improved at the end of 2010: regulation is more complete including the cases most often encountered; obligation for the user to accept the rules before using the service to ease and improve the booking, set-up of two prices depending on the date of reservation and reduction of the prices of the service for people traveling together.</p> <p>The market with the company in charge of operating the transports is regularly renewed with call for tenders: first call in 2006 for a two years contract renewable once, new call for 2011. The companies that have not been selected were disappointed that they had lost the market. It was necessary to meet them and to explain them the reasons why they were not granted the market to calm down the situation. The relationship with local companies is now very good.</p>
7.	<p>Lessons learnt from the practice</p> <ul style="list-style-type: none"> • Real involvement from local elected people through the Commission of land planning and mobility. • Adaptation and improvement of the service possible

		<p>regularly thanks to the Commission of land planning and mobility.</p> <ul style="list-style-type: none"> • Public funds are needed: the private participation is far from being enough. • The TADOU regulation prevent from having disputes over the use. • Linkage with other transport lines: link with Ginko bus lines to reach the main city in the surrounding.
8.	Contact Information	<p>Mademoiselle Alice MORTEAU</p> <p>Phone 03 81 84 11 95</p> <p>contact@doubscentral.org</p> <p>Website (French only):</p> <p>http://www.doubscentral.org/la-commission-amenagement-de-lespace-et-mobilites.html</p>