

Corporation de transport régional de Portneuf

Le transport collectif en région

Répondre à un besoin réel
La clé du succès



Un peu d'histoire

- De l'idée au service
 - Concertation du milieu
- Les sondages
 - Études des besoins de la région
- Le membership
 - Une base de données



[Connaître les besoins]

- Qui a des besoins?
- Origine des demandeurs
- Destinations les plus en demande
- À quelle fréquence?



[Instauration des incitatifs]

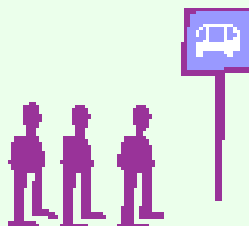
- Faire connaître l'organisme
- Augmenter l'intérêt
- Faciliter l'implantation

Des stationnements incitatifs

- Gratuits
- Entretienus
- Accessibles
- Identifiés
- Sur tout le territoire



La logistique *Trouver l'idéal*



- Le parcours
- La fréquence
- L'horaire
- Le tarif
- Les conditions d'utilisation
- Le véhicule
- Le chauffeur

[Le parcours et la fréquence]

Le parcours

- On part d'où?
- On va où?
- Durée acceptable
- Points de débarquement

La fréquence

- Une histoire de budget
- Aide à créer l'habitude



[Horaire]

- Simple
- Adapté à la clientèle ciblée
- Concessions minimales versus l'usage de la voiture
- Doit être respecté
- Affiché partout



SERVICE DE NAVETTE
Horaire du lundi au vendredi

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Tarifs et conditions

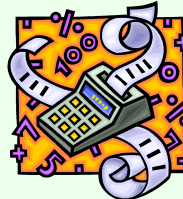
Pour l'utilisateur

- Abordables
- Avantageux
- Non contraignants



Pour l'organisme

- Viables
- Gestion facile



Le véhicule et le chauffeur

Le véhicule

- Attrayant
- Confortable
- Capacité suffisante



Le chauffeur

- Agréable
- Convivial
- Disponible et collaborateur

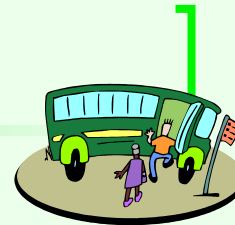
[Les ententes



- Avec les bailleurs de fonds
- Avec le transporteur sélectionné
- Avec les municipalités desservies
- Avec les villes destinations

Prévoir de la SOUPLESSE

[À l'écoute des usagers



- Le service à la clientèle
- Le membership
- Les sondages

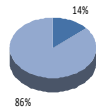
Des outils pour déterminer :

- Qui utilise le service
- Pourquoi l'utilisent-ils
- La satisfaction des usagers
- Leurs suggestions

Des données révélatrices

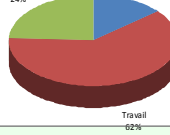
Sexe des usagers

■ Homme ■ femme

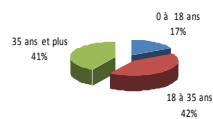


Raison d'utilisation

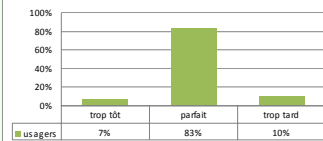
■ Autres ■ Etudes



Groupe d'âge

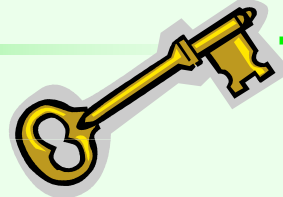


Satisfaction de l'horaire



La clé de la réussite

- Répondre à un besoin
- Faire parler de vous
- Rendre l'utilisation facile et agréable
- Créer l'habitude



S'adapter



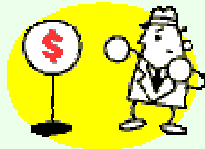
Photo: infoportmex.com - La Martinière

[Investissement collectif]



La participation

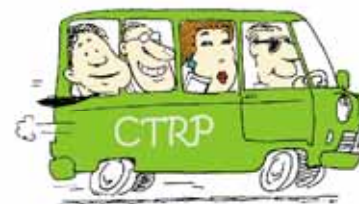
- Du milieu
- Des municipalités
- Des ministères



Pourquoi?

[Le transport collectif]

- *Une solution pratique*
- *et écologique !*



Information : 418 337-3686
www.transportportneuf.com