

Transport urbain

M'dina Bus lance le ticket électronique à Mohammedia

● C'est aujourd'hui que M'dina Bus lance, à partir de Mohammedia, les premiers tests de billettique qui instaurera une complémentarité entre le bus et le tramway. Pour prendre place à bord de l'un ou de l'autre moyen de transport, un seul ticket suffira. Le nouveau titre de voyage électronique remplacera celui actuellement commercialisé.

● Cette initiative intervient dans le cadre de la modernisation des services de M'dina Bus.



Les usagers devront désormais monter par devant et descendre par derrière.



Announced and implemented on June 3, the obligation made to passengers to respect the boarding by the rear door, is a step before the entry in vigor of the common bus-tramway ticket: «Since June 3, M'dina Bus has launched an operation of boarding-descent on its buses, first step of the installation of the vast project of the ticketing. The clients have been invited to board

by the front and to descend by the rear to prepare a new organization upstream», emphasizes the Casablanca transporter. This new organization announces a series of structural changes that enter in the framework of intermodality.

«During this first phase, which will take a few days, it will proceed to the sale of electronic tickets on board the buses in the ar-

range of the distribution of prepayable cards to clients», announces Youssef Oudriri, director of Human Capital at M'dina Bus. «The prepayable cards will be available at the level of mobile agencies deployed in the city».

«We have chosen Mohammedia for the launch of the operation, as the city has a fleet of 10 buses while Casablanca has 160. It will therefore take more time to equip them. These operations will be generalized in Grand Casablanca from September», precise Youssef Oudriri. In effect, with the arrival of the tramway and in a view of the homogenization of the ticketing system, M'dina Bus counts on placing the ticketing in place and the sale of tickets via a receiver.

To this effect, M'dina Bus foresees to launch a large communication campaign through which the mode of acquisition of the prepayable cards and their recharge will be explained and the changes that will affect the daily use of the buses, notably the delays.

Caméras de surveillance

The choice of Mohammedia is not gratuitous, but responds to the concern of testing the system: «Mohammedia is a small city where a dozen buses circulate. It is therefore the ideal to carry out tests and detect the eventual problems that could occur», assures Youssef Oudriri, director of Human Capital at M'dina Bus. According to the last tests, such as these could not have taken place in Casablanca, «this would have signified

that some passengers would have prepayable cards, then, at the same time, they would have traveled with tickets».

In addition to these novelties, surveillance cameras will equip the entire fleet of the city in a few weeks, a measure that will intervene with the entry in vigor of the electronic ticketing.

For reminder, during the 60th international congress of public transport, which took place in Geneva from May 26 to 30, Casa Tramway was ranked first among the 240 other proposals submitted by 43 different countries. The project of the tramway of Casablanca was ranked first in the category of «Integrated Mobility». ■

Samir Benmalek

UN DEMI-MILLION DE VOYAGES PAR JOUR

M'dina Bus transports annually 141 million passengers. 90% of its clientele uses the bus every day.

64% use the bus as a means of transport to go to work. 54% use the bus exclusively with M'dina Bus. Manager of the public transport of Grand Casablanca since 2004, the 4,500 employees allow the transporter to ensure the service through its 70 lines.

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