



Smart Urban Mobility System for Saida



“A truly advanced city is one where public transportation is not a necessity for some, but a choice for all.”

The healthiest cities in the world have one thing in common; a network of buses that enables getting around that don't depend on everyone having a personal vehicle.

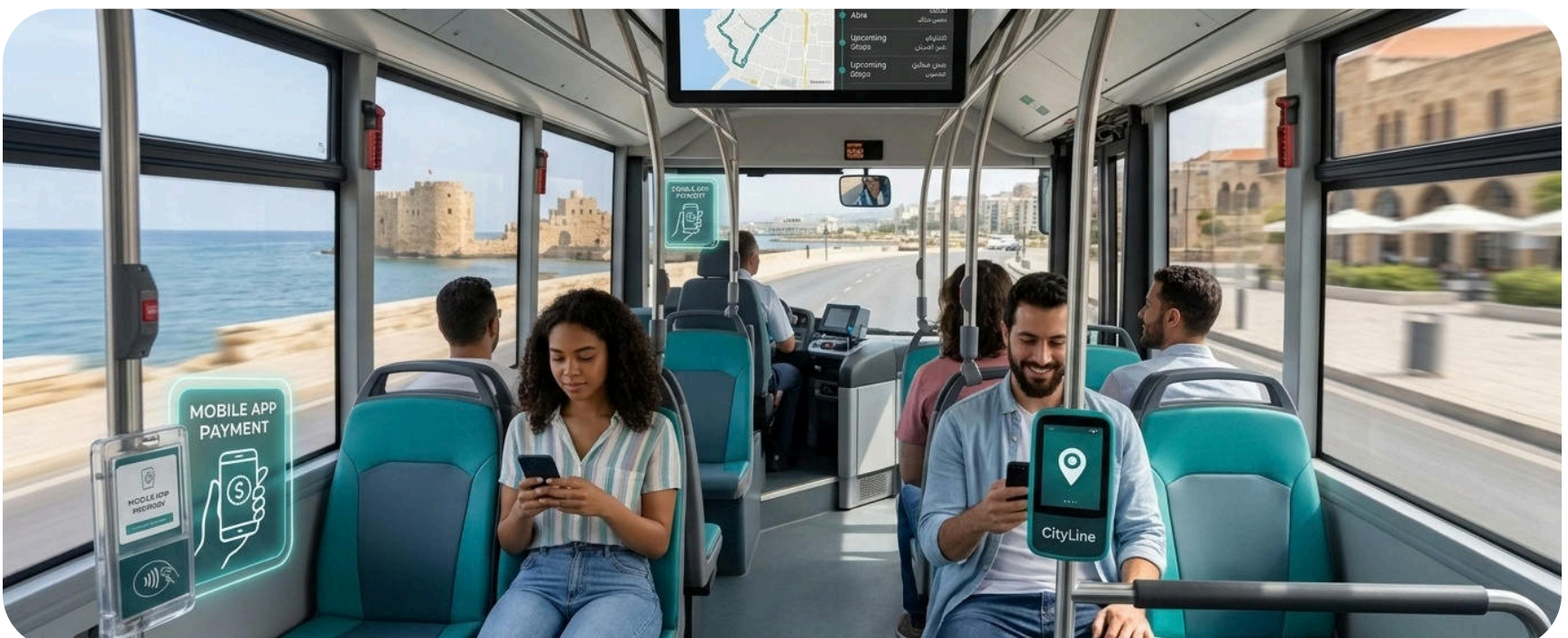


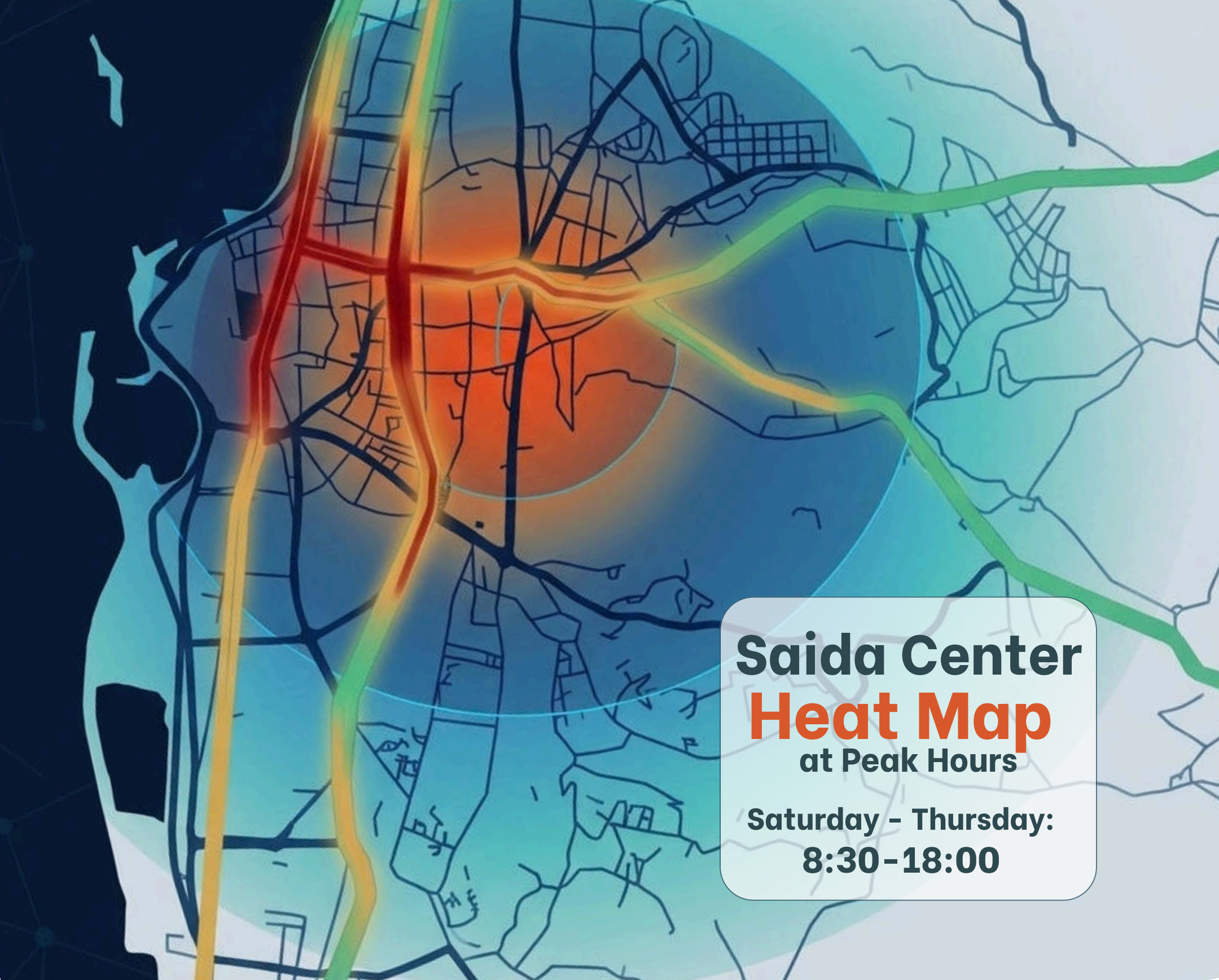


What is CityLine?

CityLine is an integrated Mobility-as-a-Service (MaaS) public transit system for Saida Metropolitan region, Lebanon.

Combining zero-emission electric buses, digitized service taxis, and micro-mobility electric scooters into a single cohesive ecosystem, CityLine offers an eco-friendly, accessible, and seamless multi-modal travel experience for residents and visitors alike.





How Saida Moves?

Rider wants to cover 3 km at 12 pm Weekday



but...

NOT EVERYONE can afford a CAR.
Hailing a SERVICE TAXIs is a TERRIBLE experience.
Elderly & Handicapped have NO ACCESSIBLE Transit
AND There is NO PLACE to WALK.



The Challenge

Severe Downtown Gridlock



<12 km/h

avg. speed in Central Saida at peak

Cruising taxis and double-parking paralyze Nejme Square and Boulevard traffic

Household Financial Strain



35%

Transport share from family income

Unpredictable fuel prices absorb up to 35% of local family incomes.

Inefficient Taxi Operations



40%

Taxi wasted fuel

Service drivers waste up to 40% of fuel searching blindly for passengers.

Suburban Isolation



\$4.45

Avg. Cost to commute from neighboring communities

Hillside communities (Abra, Sharhabil) lack affordable public connections.

The Solution

Transforming Saida's Transit

A Smart, Integrated Urban Mobility System that addresses not only transport supply, but also the institutional, technological, commercial and infrastructure conditions required for a modern urban mobility system.



Benefits

CityLine cuts traffic with low-emission buses, taxis, and scooters for a clean, seamless, and affordable daily commute.



Affordable Transit

CityLine aims to make transit in Saida more affordable targeting transit for less than **\$1/day**.

Better Experience

Riders get a better transit experience and more options including comfortable modern busses, Ride-On-Demand Service Taxis, and Electric Scooter Micromobility.

Less Traffic

Busses means less Cars on road, improving the transit experience not only for Riders but also for drivers.

Connected Communities

Saida neighborhoods and surrounding communities become Interconnected.

Less Pollution

Less Cars leads to reduced pollution.

Economic Boost

CityLine expands access to local businesses, creating new job opportunities, and driving tourism through seamless connectivity across the historic and commercial districts.

Ecosystem



CityLine is conceived as a smart, integrated, electric urban mobility transformation program, rather than simply a public bus project.



CityLine Bus
Structured electric public bus services



CityLine Ride
Integration of licensed service-taxi into a coordinated demand-responsive service



CityLine Micro
Micromobility services including bicycles and Scooters



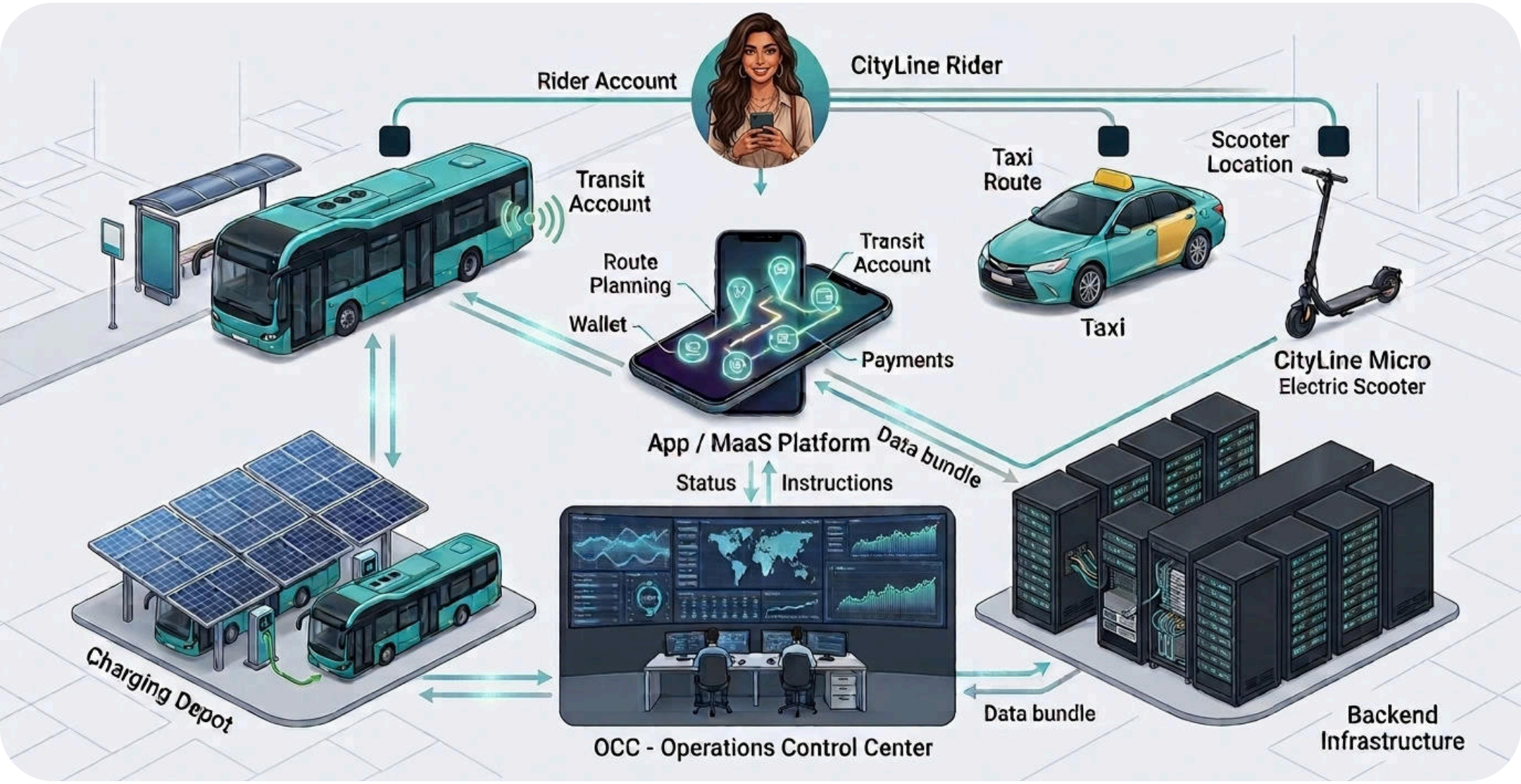
MaaS Platform / App
Integrated journey planning, passenger information, digital payment and customer-account architecture



Operations Management System
Real-time operational control, dispatch, monitoring and service management; Data and Analytics



Depot, Mobility Hubs and Infrastructure
Charging depot, interchange, passenger-information, accessibility and infrastructure





CityLine Bus



34

Transit buses



~80

Max Passenger
Capacity



~300 km

Battery Range

CityLine Bus is the primary public transit backbone of the smart mobility ecosystem in Saida, engineered to deliver reliable, high-capacity, and clean urban transportation.

Features



Electric



Wheelchair
Accessible



GPS



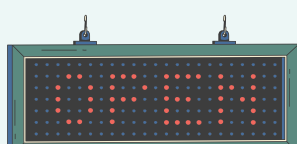
CCTV



WiFi



A/C



Digital D
isplays



12 min
Headway at peak

6 Interchanges





GIS MAP



Find this
map online



<https://tinyurl/CityLine-Saida>

CityLine Ride



Digital ride-sharing platform that integrates licensed taxi drivers into the smart mobility ecosystem.



CityLine Ride is designed to complement Busses while providing a superior Service Taxi experience for both the Drivers and Riders.



On-Demand Service Taxi

Order a Service Taxi in one click

Live GPS tracking so that Drivers never miss Riders and Everyone is Safe

Location Tracking



Payment and Billing Integrated

Transparent Billing and multiple payment options



CityLine Micro



Micro is a shared micromobility transit service, offering docked e-scooters for seamless, zero-emission first-and-last-mile trips across Central Saida and the Waterfront .



Zero-Emission Fleet

Docked e-scooters tailored for short-distance trips.



Smart App Unlock

Instant QR-code access, trip booking, and digital payments through the unified CityLine MaaS App.



Geofenced Hubs

Designated docking stations located across Nejme Square, the Old Souks, and waterfront corniche.

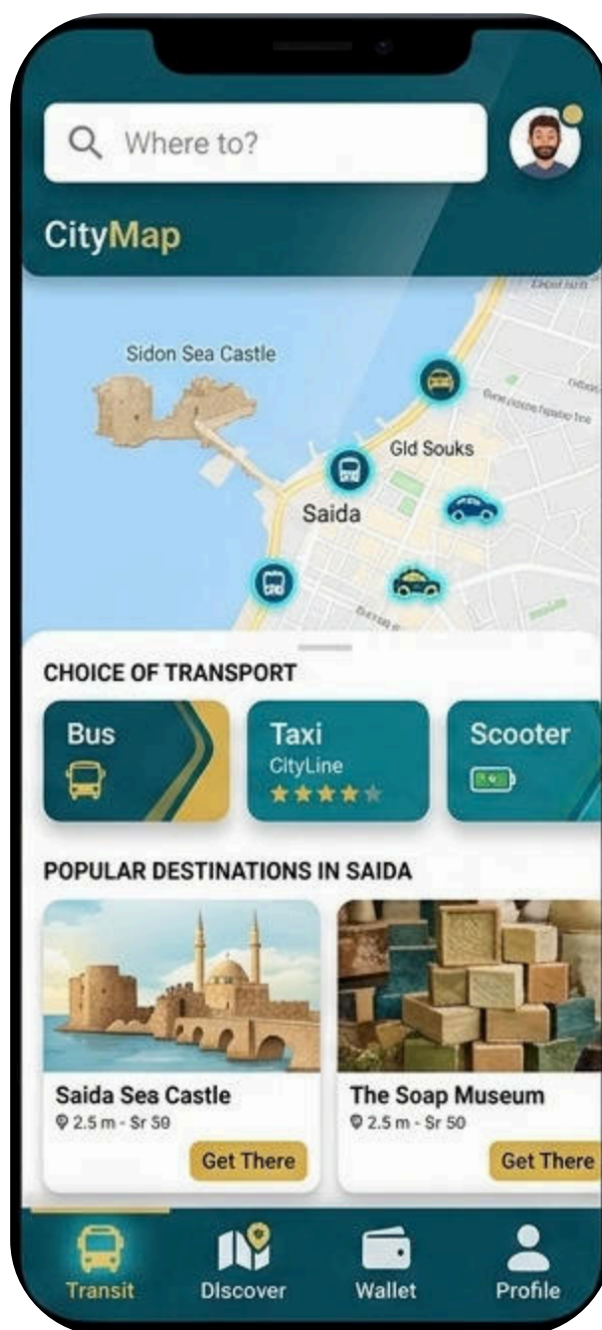


CityLine

App

All-in-One Saida
Mobility Companion

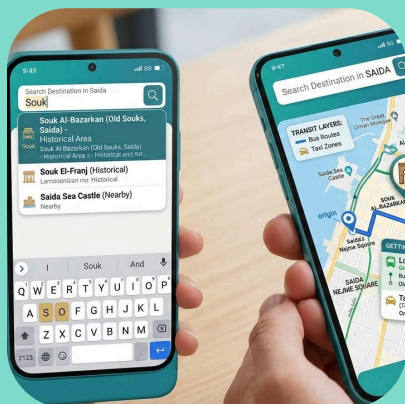
Coming **Soon** on



How it works

1

Enter **Destination**



2

Select **Method**



3

Start your **Trip**



Features



Journey Planning



Digital Payments



Pass Wallet



Discover Destinations



Live GPS Tracking

Bus Stops



CityLine features a modern, 3-tiered stop infrastructure, ranging from solar-powered Primary Hubs to compact Micro-Stops.

Stops are designed to provide safe, comfortable, and seamless transit connections across Saida.



Mobility Hub

Major sheltered Bus Stop used to facilitate transfer to other Routes, Ride and Micro. The Hub is equipped with seating, ticketing terminal, information screens, WiFi, and CCTV.

Standard Stop

Sheltered Bus Stop with Seating, Lighting, Information and CCTV where justified.

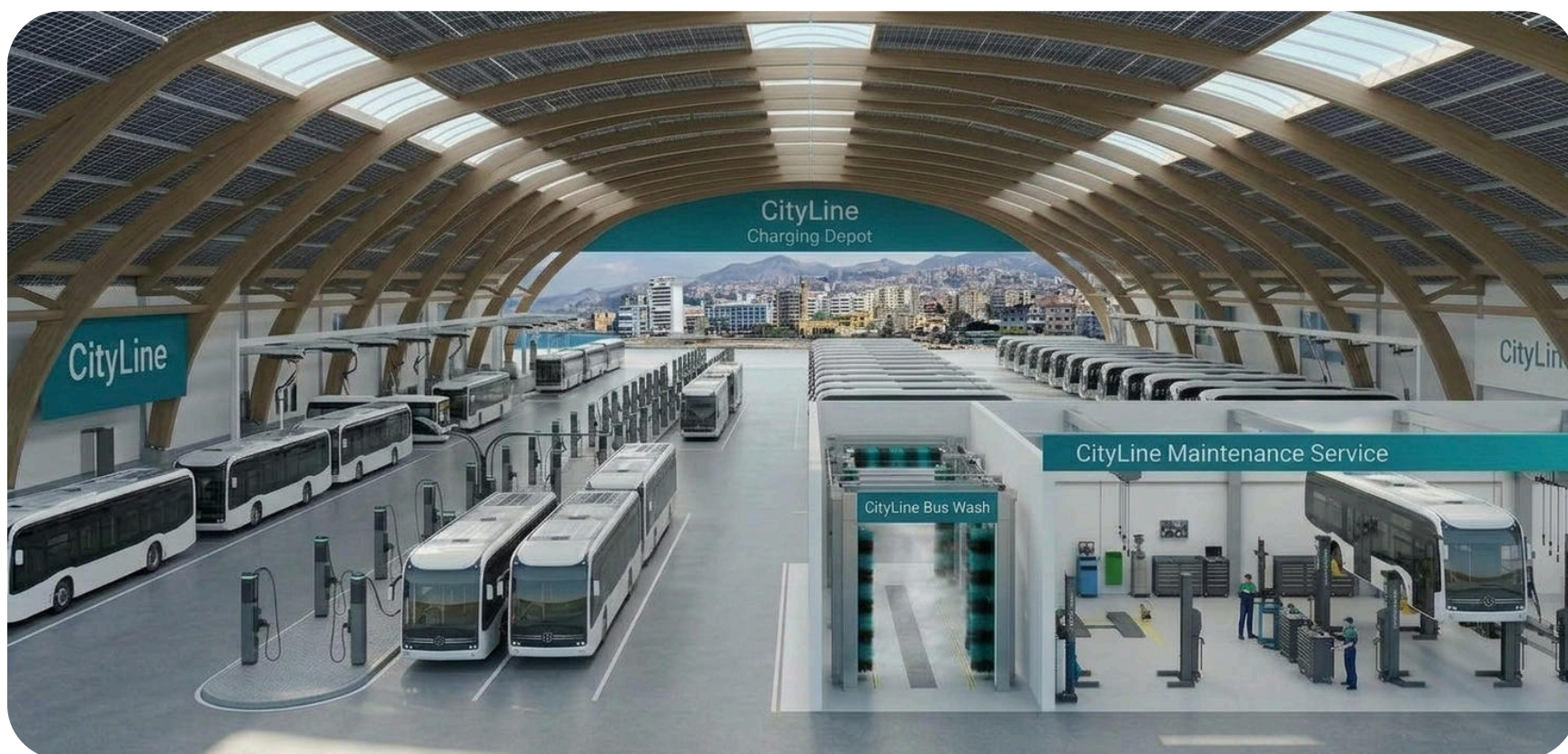


Bus Sign

Standard Stop Sign with Stop Name, Route Information, and advertisement space.



Bus Depot



Smart Central Depot is a facility engineered to support a fleet of up to **50** electric buses with high-capacity fast charging banks.

Designed for total operational efficiency, it integrates bus washing bays, maintenance facilities, and a solar-powered hangar canopy.

24

Charging Stations

2.18 MWp

Solar

7.7 MWh

BESS

~2.71 GWh/year

Traction Energy

~10,000 m²

Surface Area

*All Values are planned baselines

Operations Control Center & Data Infrastructure

Operations Control Center (OCC) and backend Data Infrastructure process diverse data into actionable predictive analytics and real-time operational optimizations to manage all CityLine pillars.



Operations Control Center

- **Real-Time Tracking:** Live GPS monitoring across all fleet units.
- **Dynamic Dispatching:** Automated route adjustments during traffic delays.
- **Incident Response:** Direct 24/7 communications with on-road drivers.

Data & Predictive Analytics

- **Demand Forecasting:** AI models predicting peak commuter volume.
- **Telemetry Insights:** Battery efficiency and energy consumption audit.
- **Ridership Metrics:** Origin-destination passenger flow mapping.



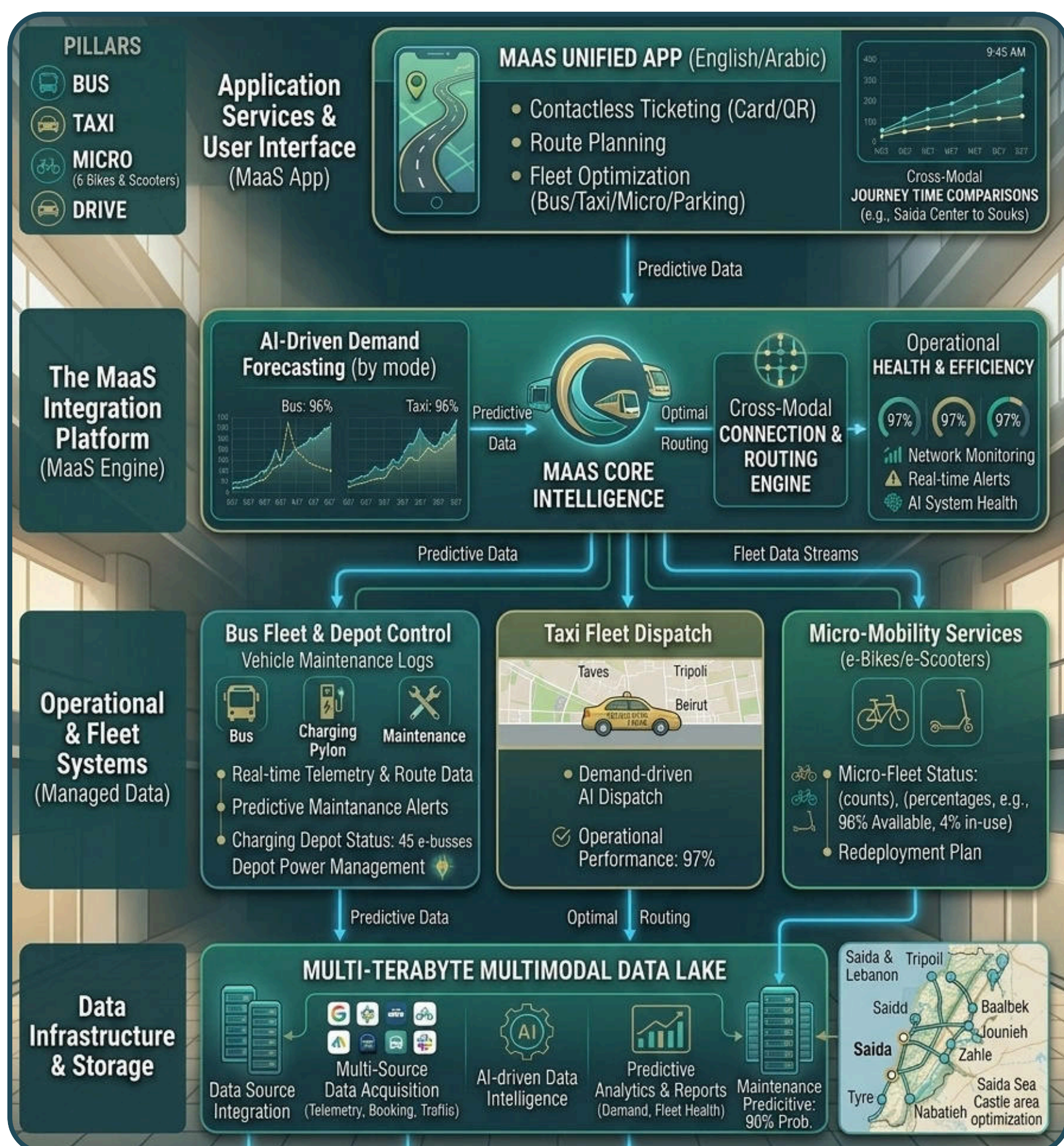
Backend Infrastructure

- **Cloud Core API:** High-availability sync between app and vehicles.
- **Unified Ticketing:** Integrated payment gateway for multi-modal fares.
- **Enterprise Security:** End-to-end encrypted telemetry & rider data.



Technology Architecture

CityLine is built on a comprehensive technology infrastructure that integrates real-time multimodal data with predictive AI algorithms for demand forecasting and dynamic fleet dispatch, all managed through a comprehensive MaaS integration platform and back-end server architecture.



Market Demand



POPULATION & DEMOGRAPHICS (Base Year 2026)



RESIDENT POPULATION:
212,500

DAYTIME POPULATION:
245,000



- KEY
- Urban Core (~125k)
 - Suburban Ring (~65k)
 - Outer Catchment (~22.5k)

HIGH INBOUND COMMUTING

CURRENT DAILY MOBILITY & TRIP GENERATION (Weekday)



456,750
TOTAL PERSON-TRIPS



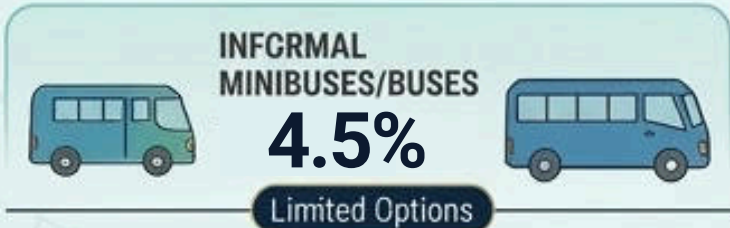
TOTAL TRIPS

~155,000

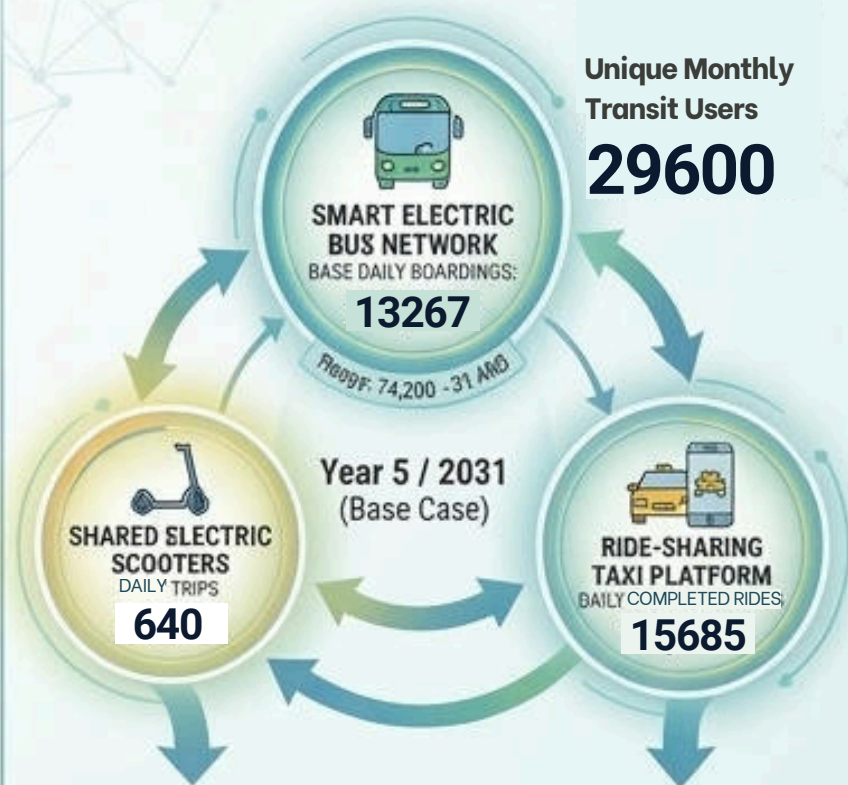
UNIQUE DAILY TRAVELLERS



EXISTING TRANSPORT MODE SHARE (Weekday)

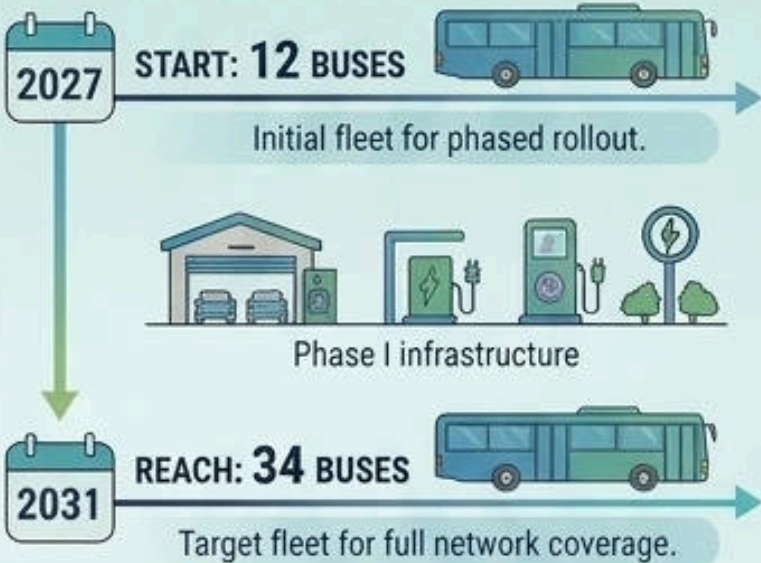


FIVE-YEAR INTEGRATED TRANSIT SYSTEM DEMAND FORECAST (CITYLINE)



FLEET & INFRASTRUCTURE ROADMAP

(Base Case Phase I: 2027-2031)



EVIDENCE-BASED FINDINGS FOR MUNICIPAL PLANNING



Business Model

Key Stakeholders

- CityLine SVP
- Municipality of Saida
- Lebanon Ministry of Public Works & Transport
- CityLine Investors
- Saida Licensed
- Taxi Drivers

Activities

- Fleets Operations & Transport Services.
- MaaS Platform & Technology Administration
- Infrastructure & Facility Management
- Commercial Partnerships & Contracting
- Project Planning & Development

Customers

- **Daily Riders:** Workers, Professionals & Students
- **Occasional & Leisure Travelers:** Shoppers, healthcare visitors, and tourists
- **Institutional & B2B:** Schools, Educational Campuses, Local Businesses & Government
- **Commercial Partners:** Red-Plate Service Taxi Drivers
- **Avertising Partners:** Advertisers, regional brands

USP

- **Affordable Transport:** Realized fares as low as \$0.85
- **Integrated Transit App:** Unified app experience across Bus, Taxi and Micromobility
- **Streamlined Service Taxi Operation:** Reduced Operating Costs, More Trips, Zero Vacant Cruising
- **Reliable Institutional & B2B Solutions:** Bridging Public transit with private logistics
- **Real-time Data:** Transit & Traffic Data, User Analytics

Resources

- **Fleets Assets:** Busses, Scooters
- **Infrastructure:** Depot, Charging, OCC, Stops
- **Technology:** App, MaaS Infrastructure, Ticketing, Telemetry
- **Human Capital:** Developers, Drivers, Mechanics, Technicians

Revenue Streams:

- **CityLine Bus:** Retails Fares, Subscriptions, Contracts
- **CityLine Ride:** Platform commission
- **CityLine Micro:** High-margin PAYG
- **Advertisement / Sponsorship:** Bus Ads, Stops, App
- **Data Monetization:** Analytics, Reports
- **Up-Sell Products:** Bundles, Merchandise, Vending, WiFi



Pricing & Products

CITYLINE BUS



KEY OVERALL PRICING

\$0.85

TARGET REALIZED FARE PER BOARDING

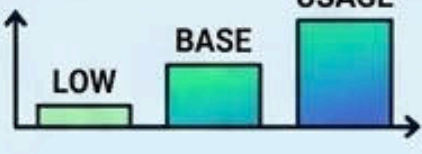
Single Ride (PAYG): \$1.10

10-Ride Flexi Pack: \$10.00

30-Day Commuter Pass: \$38.00

90-minute free transfer

Student Fares from \$0.50/ride



CITYLINE RIDE



BASE FARE: \$2.23
(UP TO 3 KM)

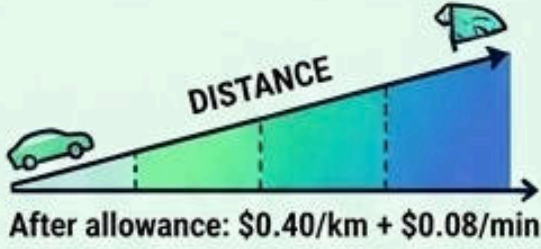
Includes first 8 mins

After allowance: \$0.40/km + \$0.08/min

OCCUPANCY-BASED DISCOUNT MODEL

1 Passenger: \$2.23	2 Passengers: \$1.60/p	3 Passengers: \$1.30/p	4 Passengers: \$1.15/p
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Pooled riding benefits in



CITYLINE MICRO



Unlock Fee: \$0.50

Minute Rate: \$0.12/min

Kilometre Rate: \$0.15/km

Typical 1 km Trip: ~\$1.13

Typical 2 km Trip: ~\$1.76

Available

Geofenced parking

Free minutes concept in subscriptions

MaaS ALL-IN-ONE SUBSCRIPTIONS



MAAS-01: Commuter Plus: \$48.00/month

Unlimited Bus Pass

2 Taxi Rides (\$3 value)

60 Micro Minutes

MAAS-02: Student MaaS: \$30.00/month

Student Monthly

\$3 Taxi Credit

45 Micro Minutes

TRANSPARENT REVENUE ALLOCATION TO EACH SERVICE

Employer Mobility Packages

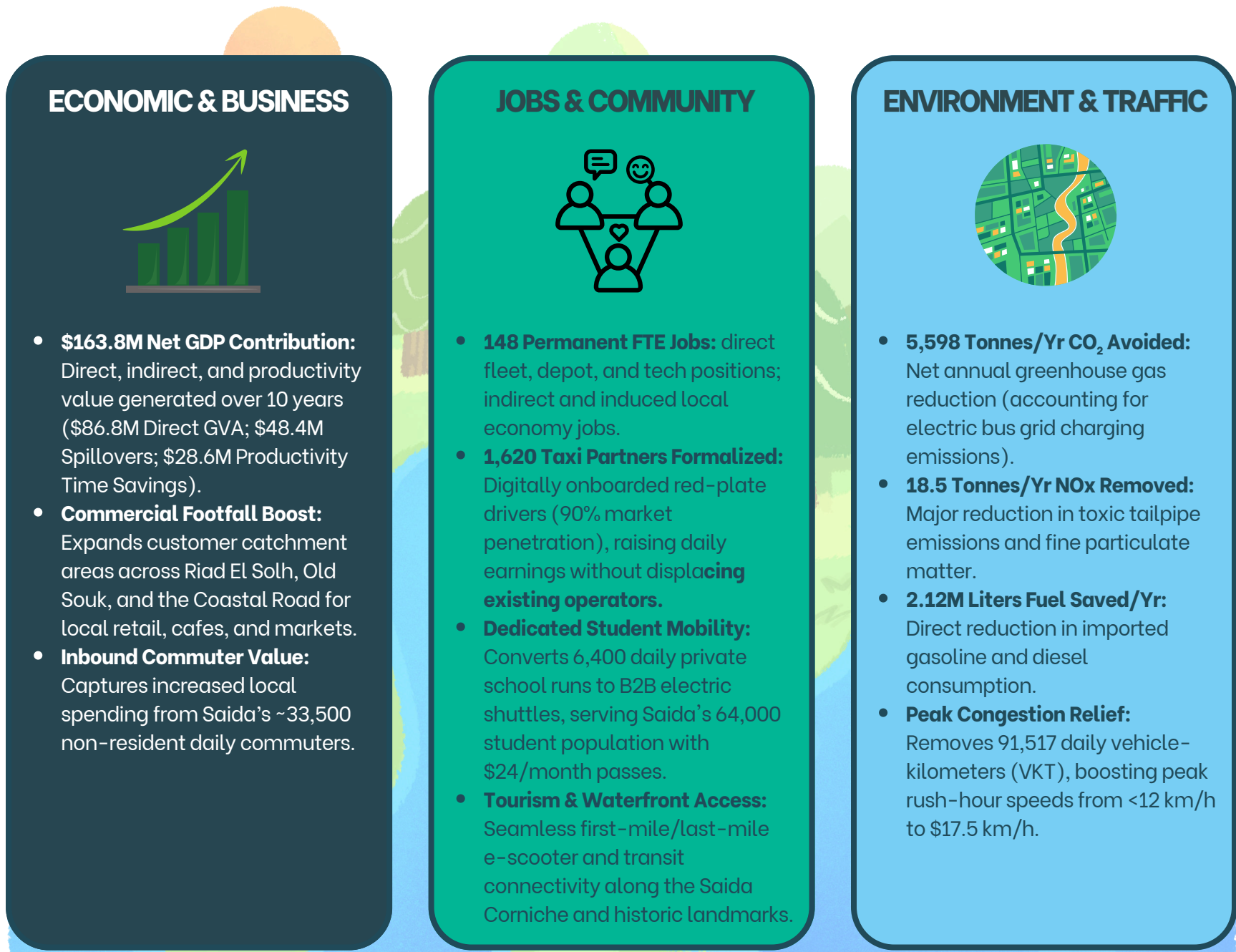
Loyalty Credits

WorkForce

Function	Planning Range
Executive / Corporate	4
Drivers & Driver Supervision	72
OCC	6
Maintenance	10
Charging / Energy	4
Station & Hub Supervision	4
CityLine Ride	4
CityLine Micro	5
Security	12
Technology	4
Planning / Data	1
Commercial / Marketing	4
Finance / Administration / Procurement	4
Safety / Compliance	4
Depot Support	10
Total	148



What is the projected Impact?



CityLine converts Metropolitan Saida's daily mobility demand into a low-emission, highly profitable public utility, capturing more than 29,500 transit users while decongesting urban corridors and building long-term climate resilience.

*Data are estimates built on evidence-based findings and planning assumptions



SWOT Analysis

Strengths

- **Multi-Modal Ecosystem Integration:** Integrates e-buses, taxis, and scooters into one transit ecosystem on one app.
- **Taxi Partnership Model:** Digitally formalizes and integrates Greater Saida’s existing 1,800 red-plate service-taxi drivers as platform partners rather than competing.
- **Low Emission Fleet:** Operates a 100% electric bus and micro-mobility fleet.

Weaknesses

- **High Initial CAPEX:** Requires significant upfront investment for electric bus fleet acquisition, battery inventory, and the construction of the 2.18 MW central charging depot.
- **Sensitivity to Power Grid Performance:** Charging depend heavily on local electricity grid availability and Solar Energy reliance.

Opportunities

- **High Demand for Congestion Relief:** Widespread commuter dissatisfaction with severe rush-hour traffic (<12 km/h average speeds) creates strong public demand for predictable transit.
- **Large Youth & Student Market:** Over 64,000 active student travelers in Saida Metropolitan seeking affordable monthly subscription passes and micro-mobility options.
- **Tourism & Waterfront Activation:** Micro-mobility and transit hubs enhance access to the Saida Corniche, Sea Castle, and Old Souk, capturing higher visitor spending and day-trip tourism.

Threats

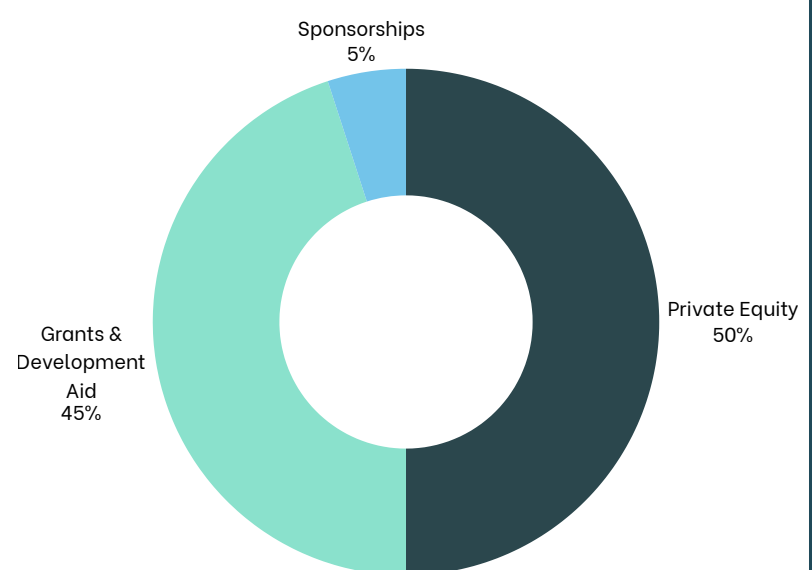
- **Macroeconomic & Security Volatility:** Fluctuations in national economic conditions and local purchasing power that could impact fare affordability or spare-parts import costs.
- **Informal Operator Resistance:** Potential friction or pushback from unintegrated informal minibus operators or traditional taxi syndicates.
- **Infrastructure Delays:** Risks of municipal or regulatory delays in securing dedicated lanes, bus stop kiosk permits, or charging depot land access.

Funding Strategy

CityLine achieves a completely debt-free rollout by combining 50% private impact equity in CityLine SAL with 45% international grant co-financing, while raising the remaining 5% from upfront local B2B sponsorships.

Strategic Execution Breakdown

\$20.0M
CAPEX



Private Equity

50% | ~\$10M

- **Equity Issuance in CityLine SAL:** Private investors acquire equity in the Special Purpose Vehicle (SPV) formed under Lebanese PPP Law No. 48/2017.
- **Investor Return:** Returns are driven by operational dividend distributions (ticket sales, B2B school transit subscriptions, and mobile app transaction fees) rather than fixed debt obligations.
- **Anchor Investors:** Strategic partners (telecom operators, payment gateways, e-mobility fleet managers, and local impact funds).

Grants & Development Aid

45% | ~\$9M

- **Non-Dilutive / Non-Repayable:** Directly lowers the equity check required to build out the electric fleet and 1.5 MW depot.
- Core Grant Pitch Narrative:**
- **Environmental:** Net reduction of 5,598 Tonnes CO2/year (51,200 Tonnes cumulative).
 - **Social Impact:** Integration and digital formalization of Saida's 1,800 red-plate service-taxi drivers into the MaaS ecosystem.

Sponsorships

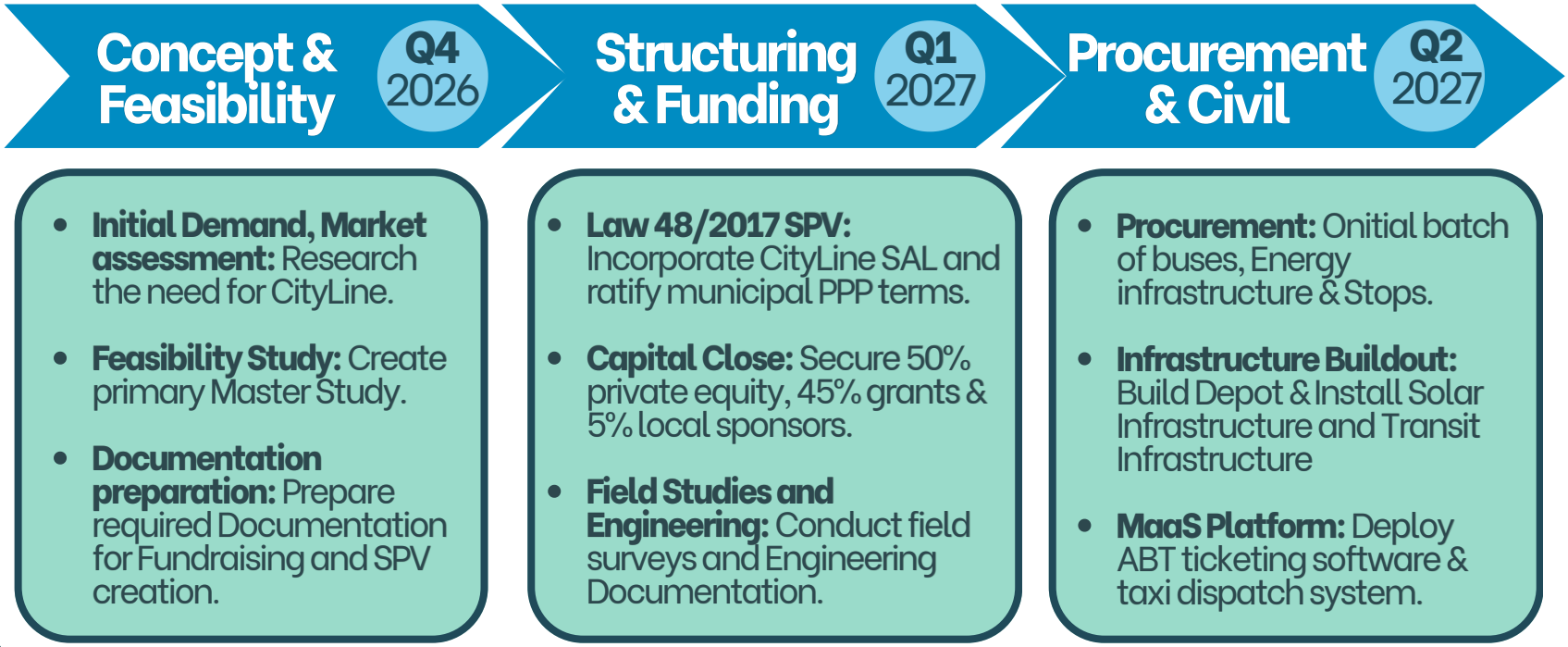
5% | ~\$1M

- **Ad-Equipped Smart Bus Stops:** Local commercial businesses (malls, private universities, hospitals, major retail centers) pay upfront long-term sponsorship fees to brand and equip passenger kiosks immediately outside or adjacent to their premises.
- **Commercial Benefit:** Sponsors receive exclusive digital signage rights, physical branding on shelter structures, and priority pin placements inside the CityLine MaaS mobile application.

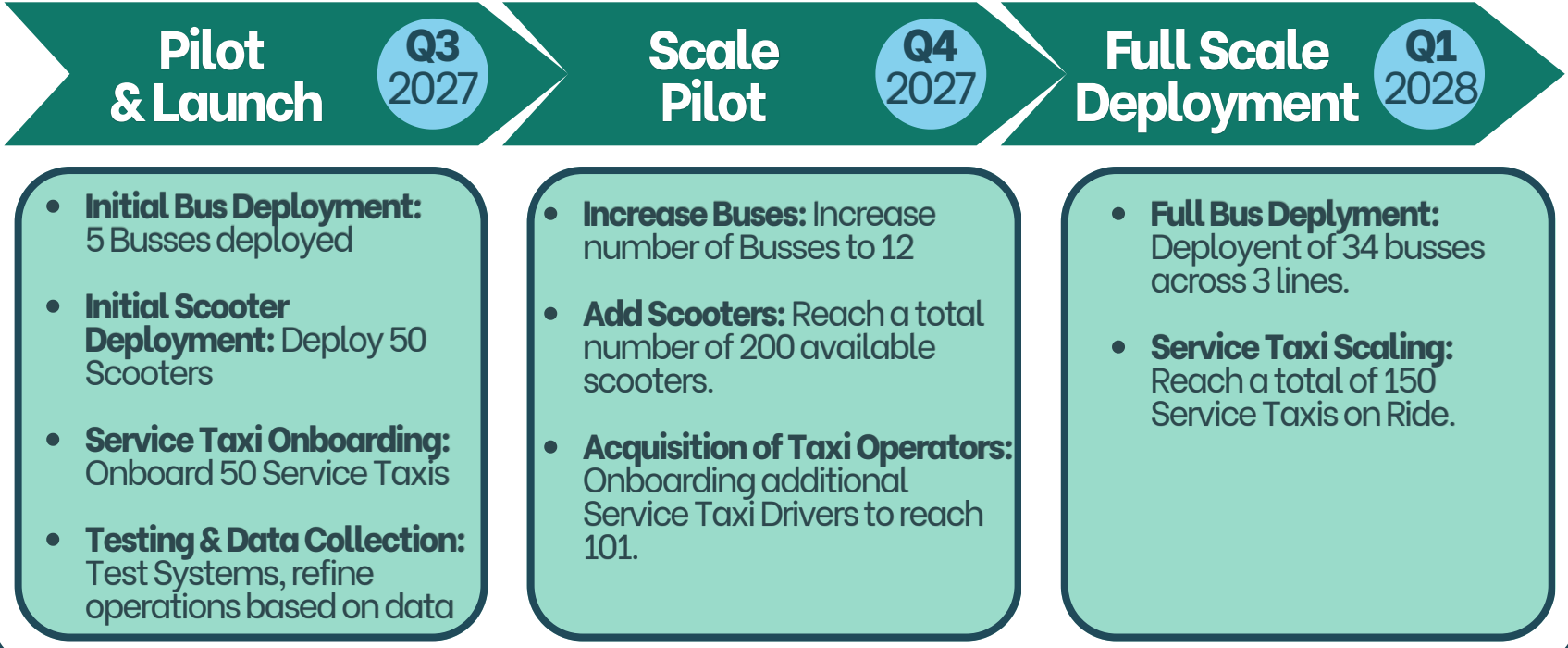
Roadmap



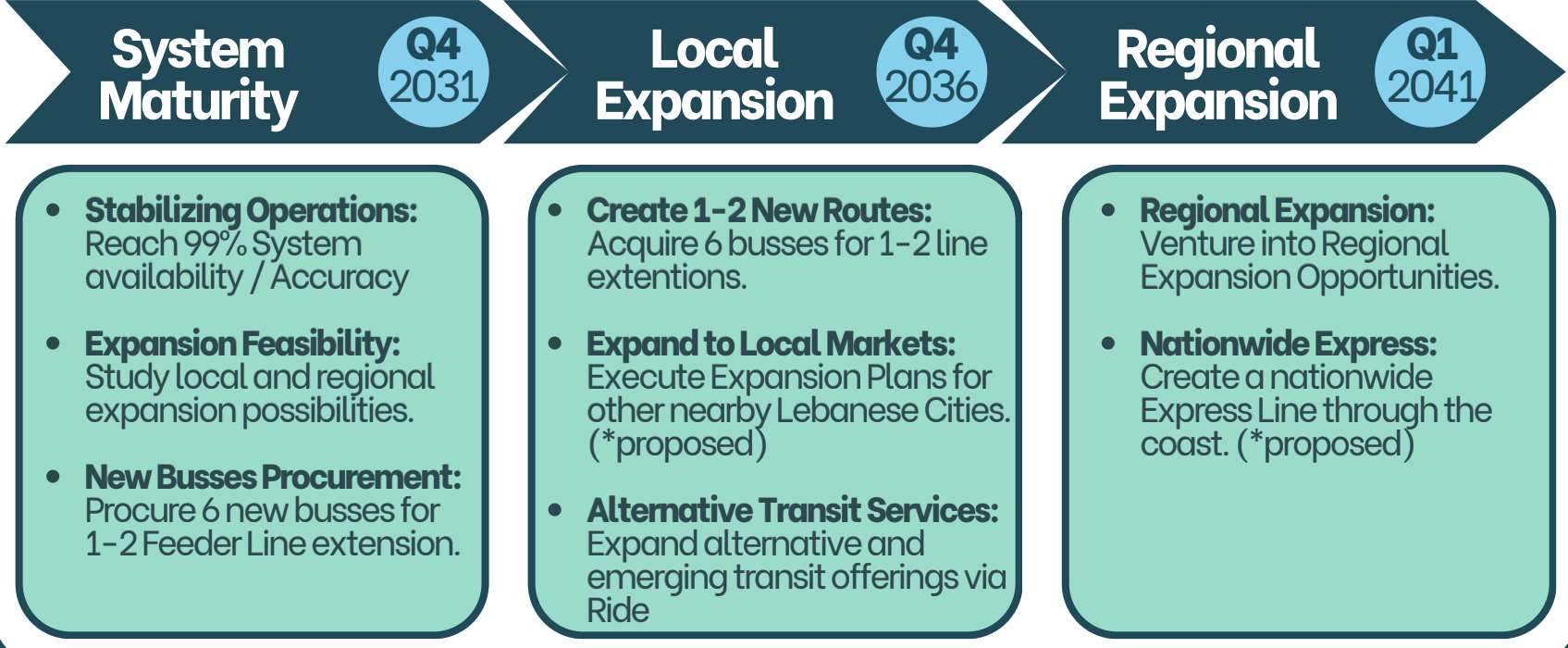
Phase 1



Phase 2



Phase 3



FAQ



Q: Will CityLine buses be reliable, safe, and comfortable for daily travel?

A: CityLine operates modern, air-conditioned, low-floor electric buses equipped with security cameras, real-time GPS tracking, automated audio/visual stop announcements, and full accessibility ramps for elderly and disabled passengers. Real-time arrival predictions are accessible via the app and live digital displays at smart bus stops.



Q: How much will tickets cost?

A: Fares are designed to be highly affordable and cost-effective. In addition to single-ride fares at \$1.10, CityLine offers heavily discounted Monthly Commuter Passes (\$24.00/month) and Student Subscriptions, making daily travel predictable, economical, and hassle-free.



Q: How will commuters buy tickets, and is it accessible for unbanked daily riders?

A: Commuters can pay effortlessly via the CityLine MaaS Mobile App or reloadable physical CityLine ABT Smart Cards. To ensure 100% inclusion for cash users and unbanked residents, smart cards can be purchased and topped up with cash at local retail kiosks, bus stop partner shops, and municipal mobility hubs across Greater Saida.



Q: How does CityLine achieve a non-debt, capital-efficient structure while providing strong risk-adjusted returns?

A: CityLine eliminates debt service burdens by utilizing a 50 / 45 / 5 funding model: 50% private equity in the Special Purpose Vehicle (CityLine SAL), 45% non-repayable international grants, and 5% sponsorships. Equity returns are driven by diverse, predictable revenue streams including daily ticket sales, long-term B2B educational transport subscriptions, digital in-app advertising, and high-margin micro-mobility rentals.



Q: What mitigations are in place for currency volatility, inflation, and macroeconomic risks in Lebanon?

A: Revenue collection is anchored through digital Account-Based Ticketing (ABT) with dynamic fare indexing and FX-protected B2B institutional contracts (e.g., private academies and commercial partners). Furthermore, the 45% grant co-financing cushion substantially reduces the total equity exposed to macro risks, while operational fuel hedge protections are built into the 100% electric fleet model.



Q: What exit or long-term liquidity options exist for equity holders in CityLine SAL?

A: Equity investors in CityLine SAL benefit from structured dividend distributions throughout the 15–20 year DBFOM concession period. Liquidity events can occur through secondary share sales to regional infrastructure funds, strategic buyout options by regional transit operators upon full operational stabilization, or dividend recapitalization following Phase 2 full implementation.



Q: How does CityLine operate under Lebanese law and respect local municipal authority?

A: CityLine will be structured strictly under PPP Law No. 48 of 2017 (Regulating Public-Private Partnerships) in coordination with the High Council for Privatization and PPP (HCPPPP) and the Municipality of Saida (under Municipal Act Decree-Law No. 118/1977). The Municipality maintains public oversight and asset reversion rights at concession end, while the private SPV handles financing, technology, and operations.



Q: Will CityLine displace or conflict with existing red-plate service-taxi drivers in Greater Saida?

A: No. CityLine is explicitly designed as an inclusive integration framework. Instead of competing with Saida's existing red-plate service-taxi drivers, the CityLine Ride platform digitally formalizes and integrates them as dispatch partners. Drivers receive route optimization, digital fare collection, higher trip volume, and access to fleet credit without losing their independent operator status.



Q: How does CityLine handle depot power requirements amidst local electrical grid constraints?

A: CityLine does not place excess strain on the local municipal grid. The central depot features a 2.18 MW Solar-Hybrid Microgrid with Battery Energy Storage Systems (BESS). This off-grid/hybrid buffer generates solar power during the day and stores energy to charge buses overnight during off-peak hours, ensuring 100% fleet readiness without grid dependence.



Q: How will CityLine ensure public safety, personal security, and order on buses and at smart mobility stops for late-night or solo riders?

A: Passenger safety is safeguarded through 24/7 connected infrastructure, including high-definition interior and exterior CCTV cameras linked directly to the central operations center, integrated “Panic/SOS” emergency buttons at all smart shelter kiosks and inside the mobile app, continuous real-time GPS tracking for every trip, bright LED night lighting at all stations, and onboard drivers trained in passenger security and emergency response protocols.





صيدا حيصير عندا باص

Join Us Building a new Modern Saida through Clean, Connected Transit.

CityLine is ready to partner with municipal stakeholders, private investors, and international funds to deliver a modern, low-emission transit model under Law 48/2017 PPP guidelines.



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