

## **Gerhard Probst**

### **Summary**

- Fares are often discussed around elections with a very short-short-term focus on fare cuts
- Populism harms the financial sustainability of PT systems - avoiding enough resources to invest in quality and capacity
- A smart approach links fare policies to general mobility management. This takes into account influencing conditions for car use like the number of parking spaces and the price for parking
- Raising municipal parking fees increases revenues as well as it creates a huge incentive to take busses or trains
- The Nürnberg case study shows that doubling surface parking fees helps to increase public transport usage
- The Nürnberg case study is one of the few examples where public transport fares and parking has been optimized simultaneously
- In order to cut the deficit the fares in Nürnberg have been optimized. The main principle was to increase rebates for those passengers who buy more than just one single trip – from carnets to annual subscriptions
- Another focus was a flatfare with a higher off-peak rebate; this led to an almost 100% increase in demand for the off-peak flat
- Overall revenues could be increased by more than 10% and demand increased by 5-6% as well. This contrasted the experience of the fare increases before, where a flat 10% increase led to a slight decrease in passenger numbers and a lasting public uproar.
- The Innsbruck fare reform had the aim to support the increase of sustainable modes without increasing the PT deficit. This was integrated in an overall policy. Before the fare reform all surface parking spaces became managed and parking fees were substantially increased.
- The idea of competitive pricing led to simple day tickets valid for group sizes like a car-load. The Regensburg case study showed that a new 2 adult-day tickets could successfully replace the former single day ticket. This new ticket offered a huge incentive to travel in small groups and increased off-peak-demand substantially.
- Reduced simple flatfares for senior citizens are very politically correct - but are they feasible economically? The Tirol case shows the successful impact of such an approach
- Alternative pricing aims for different revenue sources. This could include capturing the willingness

to pay of those stakeholders and businesses profiting from good public transport as well a fee-based fares of closed user groups. The latter is practiced at all big universities in Germany. Student pay a semester fee including public transport independent of their own use!