HOW TO INCREASE MUNICIPAL PUBLIC TRANSPORT PASSENGER NUMBERS

Trevor Garrod

Chairman, European Passengers' Federation

Fédération Européenne des Voyageurs
European Passengers' Federation
Europäischer Fahrgastverband
Europese Reizigersfederatie

EPF

1. WHAT IS THE EUROPEAN PASSENGERS' FEDERATION?

* formed 2002 by 14 public transport users' organisations in 9 countries
* now 34 member organisations in 19 countries
* independent and mainly voluntary
* represents train, tram, bus, urban transport and ship passengers at European level
* promotes good practice as part of campaigning for improvements
* www.epf.eu

2. DIFFERENT PASSENGERS IN MUNICIPAL PUBLIC TRANSPORT

* daily commuters to work or study
* leisure travellers (sport, culture, shopping)
* business visitors
* leisure visitors / tourists

3. HOW TO INCREASE NUMBERS?

* Different groups have differing expectations but also some common concerns
* Concerns and expectations must be addressed if numbers are to be increased
* Marketing and image also play a role
* Sometimes a "carrot and stick" approach is also needed

4. WHAT DO DAILY COMMUTERS EXPECT?

* reliability and punctuality
* an easy stress-free journey
* convenient means of payment
* a comfortable journey with a seat if possible or at least space to stand

5. WHAT DO LEISURE TRAVELLERS EXPECT?

* clear information about times, routes and fares
* public transport takes them where they want to go
* travel times must suit end times of evening events
* family-friendly facilities. "When you have a child, you have to buy a car" Do you?

6. WHAT DO BUSINESS VISITORS EXPECT?

* For them, "time is money"
* A seamless journey from the railway station, airport or other arrival point
* Through ticketing if possible and advance information
* Reasonable harmonisation - facilities not too different from those to which they are used at home
* Space for luggage or at least large items
* Clear information during the journey

7. WHAT DO LEISURE VISITORS EXPECT?

* Space for luggage
* Advance information if possible and a seamless journey
* Service that take them to tourist and/or leisure attractions
* A good view of the town or city from the vehicle
* Clear information during the journey
* A network ticket for all modes (Berlin Umweltkarte ist ideal)

8. COMMON THEMES

* Surveys done in Great Britain in 2010 showed reliability and frequency as passengers' top priorities
* Value for money and real-time information were also important
* Flexispace in the vehicle is important. People with luggage, prams, heavy shopping etc can be deterred from using public transport
* On-going consultation with all stakeholders - cities change and their public transport services may need to adapt

9. MARKETING AND IMAGE

* Vienna has increased the share of public transport from 29% to 37% between 1993 and 2011
* Marketing slogans
  * "Oeffi ist cool" ("Public transport is cool")
  * "Die Stadt gehort dir" ("The city is yours")
  * "Wussten Sie, dass Ihre Tochter abends mit diesem Mann ausgeht?" ("Did you know your daughter goes out in the evenings with this man?" "This man" is the tram driver)
* There must be something marketable - attractive vehicles, convenient services, user-friendly stations and stops, user-friendly ticketing
* Discounts at shops or attractions? Mobility ticket for all hotel guests (Basel)
* Promotion targeted at specific age groups (Salzburg AG targets senior citizens)

10. "CARROT AND STICK"

* London congestion charge introduced February 2003
* Cars and commercial vehicles pay £10 in central zone 07.00 - 18.00 Monday - Friday
* 300 extra buses introduced in 2003, with 7 new routes and improved bus priority measures
* Bus passengers per day increased from 90000 in 2003 to 116000 in 2007
* Underground usage also increased

11. LONDON MODAL SHIFT 2000 - 2009

* Bus up 67%
* Underground up 10%
* Docklands Light Railway up 82%
* Suburban trains up 27%
* Riverboats up 37%

Not only because of congestion charge - new railways have been built and the "Oyster card" introduced, for example

12. INNOVATION AND COMPETITION

* Competition between operators can bring new ideas, new routes, cheaper fares
* But it can also lead to instability and confusion
* "What matters is what works"

13. ROLE OF FRONT-LINE STAFF

Customer-facing staff should be -

* well trained
* well informed
* well motivated

They can help customers, especially less regular ones

They can contribute to a positive professional image

14. CONCLUSION

* There is no one single way to attract more passengers and achieve modal shift
* All of these strategies can play a role

Thank you for your attention!