

PUBLIC TRANSPORT AS PART OF A CITY'S IMAGE, PRESTIGE, MARKETING

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WHAT IS THE EUROPEAN PASSENGERS' FEDERATION?

- Formed in 2002
- 34 largely voluntary organisations in 20 countries
- All our members use urban public transport
- One of our aims is to spread good practice

*I have personally used public transport in
26 different towns and cities in the past
year:*

- For the first time: OSLO STOCKHOLM
WURZBURG FREIBURG-IM-BREISGAU
GOTHENBURG FLORENCE
- Already known: LONDON, BERLIN, BRUSSELS, MULHOUSE,
BUCHAREST, DRESDEN, COLOGNE, BARCELONA, GHENT,
POTSDAM, SALZBURG, PARIS, MILAN, SHEFFIELD,
MANCHESTER, NOTTINGHAM, AMSTERDAM, IPSWICH,
NORWICH, LOWESTOFT

EPF AND EUROPEAN INITIATIVES

- Responded to Green Paper on Sustainable Urban Mobility March 2008
- Welcomed Sustainable Urban Mobility Action Plan September 2009
- Welcomed many aims of Transport White Paper 2011
- Involvement in EU projects such as NODES

MODAL SHIFT?

- Image, prestige and marketing are important to attract customers
- Public transport has to be mode of choice, not last resort
- It must be easy to use!

THE IMAGE

- Distinctive, attractive, easily recognisable
- Vehicles and stops where customers want to be seen.
- Different operators in a city? Yes, but network effect – common image and ticketing
- Examples of London, Stockholm, Copenhagen

PRESTIGE

- Are the people proud of the city's public transport system?
- London – red double-decker is part of city's tourist image.
- Is the city a place that outsiders want to visit?
- A public square can be more flexible and interesting than a car park

SLOGANS

- *Oeffi ist cool*
- *Alles ist erreichbar*
- *Getting you places*
- *Wir bewegen Dresden*
- *Nur ein Klick entfernt*
- *The city is yours*

PEOPLE

- Customer-facing staff - must be well-trained, well-informed, well-motivated
- Consultation with citizens, with customers – and obtain their feedback

THE MAIN COMPETITOR IS THE PRIVATE CAR

- “motorised individual transport”
- Can public transport be made more individual?
- Can individual transport be made more public?

PUBLIC TRANSPORT *MORE INDIVIDUAL?*

- If it is frequent and goes where you want it.
- User-friendly stops, stations, hubs
- Real-time information
- Easy payment, in more than one way
- Flexispace in vehicles
- Easily accessible information – on websites, paper, at stops, stations and in vehicles.
- *ONE SIZE DOES NOT FIT ALL!*

INDIVIDUAL TRANSPORT *MORE PUBLIC?*

- Public transport cannot take you to and from every door. Integrate private transport with it. You may drive or cycle to the point where you enter the public transport system.
- You need not own a car or bicycle
- You may pay monthly for all your mobility (public transport; car or cycle hire; parking etc – Hannover Mobility Card.
- Can your card also get you discounts elsewhere?

DO THEY TELL YOU HOW TO GET THERE BY PUBLIC TRANSPORT?

- Do public offices, companies, places of sport, culture and entertainment tell you how to get there by public transport?
- Do tourist websites have links to a travelplanner or public transport operator?

MAKE VISITORS FEEL WELCOME

- Give them a mobility card when they check into a hotel – as in Basel and at Inter City Hotels in Germany
- British PlusBus add-ons on a rail ticket encourage visitors to catch the bus or tram to their final destination.

2 CASE STUDIES – Lowestoft and Ipswich

- LOWESTOFT : 71,000 inhabitants, no municipal transport operator.
- 2 private companies operate most buses, in competition
- No common ticketing system
- No public transport information office
- No functioning real-time information screens
- Some bus stops have no timetables or shelters.

LOWESTOFT – not all negative

- Each operator has been innovative, introducing new services – but these can change at short notice. For modal shift we need some stability.

IPSWICH— one of fewer than 20 British towns with a municipal operator

- 133,000 inhabitants
- Ipswich Buses Ltd wholly owned by Council
- Every stop has individualised timetable and nearly all have shelters.
- Travel shop in central bus station
- Reasonably priced day rover and group tickets and smart rider ticket

IPSWICH BUSES – there's more!

- Ipswich Buses has won contracts to run two sponsored services, bringing people in from rural areas
- They offer regular excursions and, in summer, an open-top bus
- Advertising on local radio, press and electronically (targeted emails)

CONCLUSION

- A town or city should have a public system of which its citizens can be proud
- It can be publicly run or in constructive partnership with private operators
- Passengers, motorists, cyclists and pedestrians are not separate groups – they are all people needing mobility , and that mobility can be multi-modal

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- *Thank you for your attention!*