



BAPTS

High-quality public transport
services for Europe



gemeente Eindhoven



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EINDHOVEN
7TH BAPTS PARTNERSHIP MEETING/WORKSHOP/SITE VISIT

7 – 8 October 2010



7th BAPTS Partnership Meeting/Workshop/Site Visit in Eindhoven

Following the BAPTS workshop on Wednesday at the OPEN DAYS 2010, on Thursday, 7 October the BAPTS partners were taken to Eindhoven for their 7th partnership meeting and a site visit. At the thematic focus of the site visit were plans and schemes for the further development of sustainable transport in the Eindhoven region, also known as Brainport, as well as the role of public transport for regional economic development. During the site visit partners were specifically given the opportunity to understand better the planned high-speed bus corridor as well as the application of new communication technologies such as smart cards in the context of parking and cycling strategies.

7 October 2010

Right after their arrival at the Eindhoven airport the BAPTS partners received a presentation on the strategic policy framework and the related regional development and cooperation initiatives for the Eindhoven region. During his presentation Mr Ton van Lier stressed that a key element within all strategies is the improvement of the regional accessibility (e. g. through better connection with the German high-speed rail network) as well the constant enhancement of the inner-city public transport network. In this context Ton van Lier put specific emphasis on the ELAt strategy. ELAt, which is short for Eindhoven-Aachen-Leuven triangle, describes an economic cooperation strategy for a geographical area which



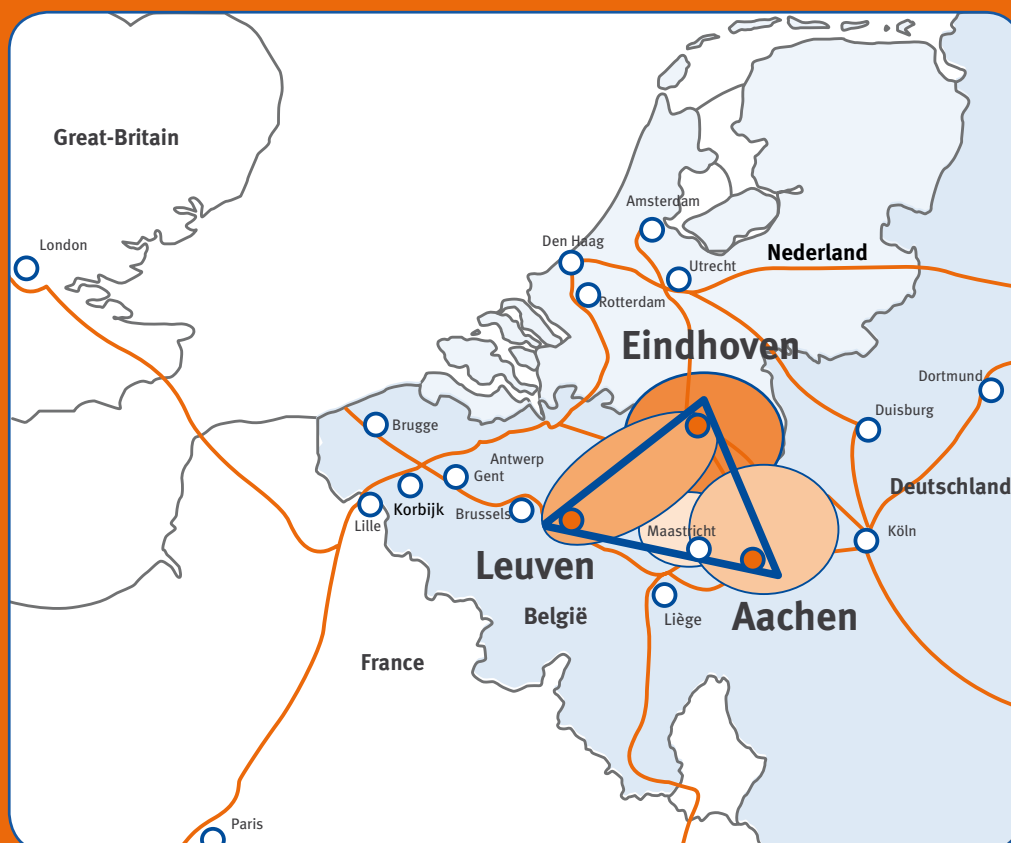
Mr Ton van Lier during his presentation

is characterised by various high-tech activities in the Dutch, Belgian and German cross-border region. The aim of this cooperation is to join forces and to create a critical mass in global competition for well-trained labour force and the best brains in Europe and beyond.

Background information:

The total ELAt area covers 14,269 square kilometres, has a population of nearly 5.9 million, a workforce of 2.9 million and an aggregate GDP of euros 157.5 billion (2005). High-tech, knowledge based industries account for a direct share of 20% in the GDP. The driving force of these industries creates large multiplier effects on the economy. The estimated R&D spent in ELAt is four billion euros, representing 2.5% of ELAt's GDP.

More information can be found on: www.elat.org.



After this general introduction Mr Erik van Hal linked the regional agenda with the Eindhoven urban transport strategy. Optimising the urban transport system and enhancing accessibility is vital for economy and quality of life.



Group discussion

BIKE-SUPPORTING SCHEME

At present in Eindhoven, urban transport is dominated by cars, adding to congestion, parking problems and deteriorating air quality. Therefore the goal of the transport strategy is to increase the share of public transport in the modal split by 50% until 2020, and bike transport by 10%. For the latter, a 7.5 million euro bike-supporting scheme has been developed. Key elements of this scheme are:



Cycling promotion in Eindhoven



Cycling promotion in Eindhoven

- ➔ Safety (road safety but also protection against theft) and comfort (for instance by developing bike free lanes);
- ➔ Provision of sufficient parking space;
- ➔ General promotion of cycling (e.g. to work and for recreational purposes).

HIGH-QUALITY PUBLIC TRANSPORT

A further essential part of the strategy to promote public transport use is the further development of a network of advanced public transport (HOV) – based on public transport corridors and innovative vehicles.

HOV which stands for Hoogwaardig Openbaar Vervoer (High-quality public transport) describes an integrated concept of a new Bus Rapid Transit (BRT) scheme based on the existing Phileas system.

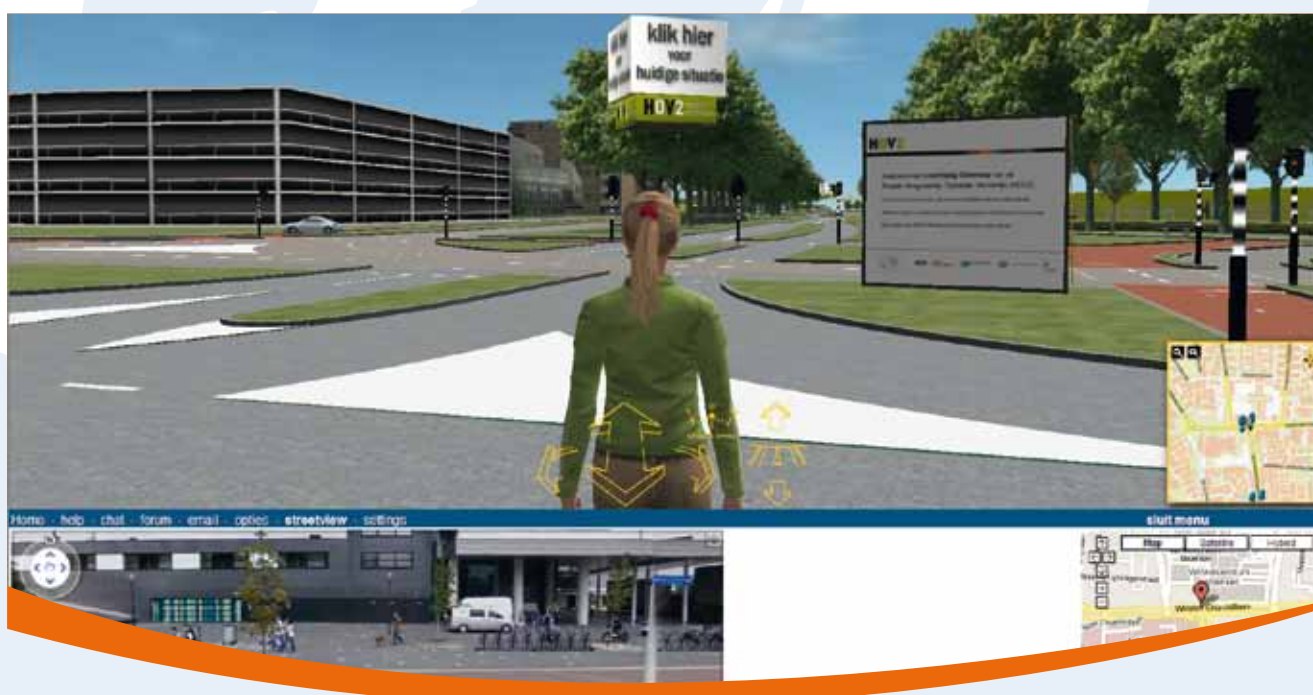


Phileas in operation on the integrated corridor

Against this background the next presentation provided detailed information on the integrated planning of the new HOV2 corridor in Eindhoven. Key element of HOV2 is the integration of public transport on the one hand and urban regeneration and development strategies on the other hand. During his presentation René Schepers outlined the state of affairs and introduced to the BAPTS partners a new internet-based approach for interactive stakeholder participation in “virtual Eindhoven” planned Bus Rapid Transit (BRT) scheme.



Mr René Schepers during his presentation



Internet-based citizen participation tool

René Schepers pointed out that high frequency, fast and competitive operation, punctuality and reliability, accessibility and safety, comfort and easy use, dynamic travel information, sustainability and a unique identity are success factors for the development of BRT systems in Europe. Concerning the further implementation of the HOV2 scheme in Eindhoven, René Schepers identified four main risks:

- ➔ Financial risk: cost may rise and budgets decrease (financial crisis).
- ➔ Planning risk: realisation is planned for 2015, whereas the scheme is now already in the preliminary design phase.
- ➔ Technical risks: traffic junctions North and South with the Eindhoven Ring require special solutions.
- ➔ Communication risks: citizens may be critical towards building works or may dislike the scheme overall.

Background information:

Phileas was developed as a new concept for comfortable passenger transport on high frequency dedicated bus lanes. Running on a free bus lane which is fitted with magnetic markers for electronic lane assistance and precision docking, Phileas aims to offer all the advantages of rail transport. The Phileas has hybrid electric propulsion, a large transport capacity and precision docking, which makes it possible for passengers to quickly enter and exit the vehicle, thus limiting stop times and keeping the average speed as high as possible. In comparison with tram or metro systems the investment and maintenance costs for the infrastructure are low, because overhead wires and rails are not needed. Currently two bus lines in Eindhoven operate Phileas vehicles. Line 401 from Eindhoven central station to Eindhoven Airport is 9 km long, consists largely of concrete free bus lanes and has about 15 Phileas stops. Line 402 from Eindhoven central station to Veldhoven branches off from line 401, has a loop at the end and adds another 6 km of free bus lanes and 10 stops.

18 SEPTEMBERPLEIN

Subsequently René Schepers introduced to the BAPTS partners the concept of the “18 Septemberplein” (a large square in the city centre), and its sustainable transport storage facility. The key feature of this brand new facility is the combination of guarded bike storage for citizens and an attractive design (by the Italian architect Fuksas) for visitors and tourists. Inside the storage the historical Eindhoven town wall and an exhibition of other archaeological remnants contrast with the futuristic exterior of the storage. The project was co-financed by the province of Noord-Brabant and the European Regional Development Fund (ERDF).



The entrance to the sustainable transport storage facility

After lunch the group travelled with the Phileas to the 18 Septemberplein, examined the cycle park site and were informed on the Eindhoven cycling policy.

Afterwards the group went on a cycling excursion to WoensXL, a shopping mall next to the city centre. At WoensXL the BAPTS partners were given the chance to test the 2nd generation smart cards and examined the Stadspas parking pilot – a further BAPTS funded activity.



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During the cycling tour

THE STADSPAS PARKING PILOT

Fiona Janssen from the Eindhoven city council and Rob Werkhoven (Empaction consultants) explained that it was vital to connect paid parking with a Stadspas-based payment scheme. It offers the possibility to link paid parking with other mobility functions such as free public transport and cycle hire. This makes the Stadspas parking pilot the ideal platform to experiment with influencing travel behaviour, for example by introducing mobility management measures, loy-



Stadspas card reader



Stadspas card reader

alty plans and bonus systems for sustainable travel modes. Whereas initially, shop owners did not favour this payment method, claiming that it would scare off customers from the mall, they now fully support the scheme.

PARTNER MEETING

On Friday the BAPTS partners gathered for their regular partner meeting. After the obligatory update from the lead partner the partners discussed the details of potential project modifications (Request for Change) and prepared for a successful final project year.



At the BAPTS partner meeting



At the BAPTS partner meeting

THE TRANSFERIUM CONCEPT

After this administrative part Richard John presented the results of his research on innovative public transport transfer facilities – the “Transferium +” concept. Transferium + stands for a new generation of Park&Ride facilities where people can conveniently change from individual to public transport, and where additional services are provided to the user. Within the process of implementing the new bus rapid transit system (HOV2) the city of Eindhoven plans to implement such a new facility in a strategic location: close to the city’s outer ring road and next to the public transport corridor between the airport and the city centre.



Richard John during his presentation

Richard John – one of the four BAPTS student planners who participated in the BAPTS student exchange programme – focused in his research specifically on

the customer’s perception and analysed the details of such new transfer facilities by following the five research steps:

1. Provide an international comparison of “Transferium +” concepts.
2. Individualise successful approaches on offering extra services at Transferia.
3. Elaborate on a mix of services that will maximise the use of the Eindhoven Transferium and the opportunities that the Transferium can offer for the Eindhoven region.
4. Examine to what extent communication and marketing can contribute to the success of the Eindhoven Transferium.
5. Examine if design can increase the attractiveness of Transferium Eindhoven.

Taking a case study approach Richard John has visited various existing Transferia in The Netherlands, the United Kingdom, Germany and Ireland.

RESEARCH RESULTS

The study led to four key recommendations for generating a “plus experience” for Transferium visitors:

- ➔ Facilitate easy use. In general customers want the Transferium to be easy to use. People want to park and change onto public transport as quickly as possible. Thus, the Transferium is commonly a short stop (space of transition) on their journey which calls for a combined use of parking and public transport tickets.
- ➔ Combine traditional with social marketing approaches. Based on case studies from North-West Europe it can be confirmed that such a combined approach helps to stimulate the use of these Transferium facilities.
- ➔ Alleviate people’s minds. Customers appreciate if there are provisions made which reduce the need to prepare for the use of public transport. The provision of push-chairs for families with young children may help to do so.
- ➔ Allow people to feel good about themselves. Service providers of transferia should seek to ensure an effective customer experience management through the detailed analysis of expectations and the provision of adequate services.

Some concrete examples for “+” services are:

- ➡ Dynamic departure time displays at the entrance of the Transferium;
- ➡ Provision of specifically signed female parking;
- ➡ Subscription-based payment schemes;
- ➡ Creative signage for identifying specific parking areas.



Innovative signage

Background information:

All research results are summarised within a well-designed handbook which can be obtained from Richard John.

Email: contact@richardjohn.nl





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