



BAPTS

High-quality public transport
services for Europe

Europe 2020:
Competitiveness,
co-operation
and
growth



8th European Week of
Regions and Cities
Brussels 4 - 7 October 2010

Investing in Opportunities



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INTERREG IVB

REPORT ON THE PARTICIPATION OF THE BAPTS PROJECT

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OPEN DAYS 2010

REPORT ON THE PARTICIPATION OF THE BAPTS PROJECT DURING THE OPEN DAYS 2010

Under the motto “Think global, act local: Territorial cooperation of cities and regions for European model solutions on clean urban transport”, some 100 European experts, politicians and researchers discussed first results of the European transnational cooperation project at the BAPTS workshop. The workshop was part of the official programme of the OPEN DAYS 2010 – the European week of cities and regions. The OPEN DAYS were held in Brussels on 4 – 7 October 2010 for the eighth time. This time this mayor European event attracted over 6,000 representatives from 240 regions.

6
October 2010

On 6th October 2010, some 100 European experts, politicians and researchers followed the invitation of the BAPTS project and came to the regional representation of the federal state of North Rhine-Westphalia in Brussels to discuss how regions and cities can contribute to achieving “healthy” cities and regions through sustainable and efficient public transport systems.

The event, which was part of the official programme of the OPEN DAYS 2010, was opened by a welcome note delivered by the head of the regional representation of North Rhine-Westphalia, Mr Hans H. Stein, and a thematic introduction by Mr Gregor Moss (City of Bielefeld) in Bielefeld’s capacity as Lead Partner of the BAPTS project.



Head of the regional representation of North Rhine-Westphalia, Mr Hans H. Stein

During the following panel discussion, first project results developed through transnational cooperation were presented to a wider audience. The discussion panel was formed by representatives of the project partners from Bielefeld, the Eindhoven

region, Southend-on-Sea and the metropolitan area of Lille as well as the director of the INTERREG IVB programme for North-West Europe and a representative from the International Public Transport Association (UITP):

- ➔ Mr Gregor Moss, City of Bielefeld (Lead Partner), Transport Commissioner
- ➔ Mr Ruut Louwers, Director of the INTERREG IVB NWE programme
- ➔ Mr Joost Helms, City of Eindhoven, Vice-Mayor
- ➔ Mr Arno Kerkhof, UITP, Senior Manager Bus Division
- ➔ Mr Oliver Broche, Lille Metropole/Transpole, Director
- ➔ Mr Paul Mathieson, Southend Borough Council, Manager of Strategic Transport Projects and Programmes



from left to right:
 Georg Werdermann, Rupprecht Consult GmbH (moderation)
 Paul Mathieson, Southend Borough Council, Manager of Strategic Transport Project and Programmes
 Ruut Louwers, Director of INTERREG IVB NWE-Program
 Joost Helms, City of Eindhoven, Vice-Mayor
 Gregor Moss, City of Bielefeld, Transport Commissioner, BAPTS-Project Lead Partner
 Oliver Broche, Lille Metropole/Transpole, Director
 Arno Kerkhof, UITP, Senior Manager Bus Division

Thematically, the interactive discussion was centred on the following issues:

- ➔ the general relevance of high-quality public transport systems for strong cities and regions;
- ➔ the role of intelligent transport systems and modern communication technologies for advanced public transport systems;
- ➔ intermodality and integration of non-motorised transport modes;
- ➔ the implications of demographic change (ageing, shrinking population, migration etc.);
- ➔ the need for integrated planning (regional/urban planning and transport planning) and cooperation

Background information:

Since 2003, the OPEN DAYS – European Week of Regions and Cities, have become an annual key event for cities and regions.

Conceived and developed by the EU Committee of the Regions (CoR) and the European Commission, Directorate-General for Regional Policy, this communication platform regularly enlists support from thousands of local, regional, national and European decision-makers and experts.

In 2010, the OPEN DAYS were held in Brussels for the eighth time between 4 and 7 October 2010. Again, around 100 seminars, workshops or debates plus exhibitions and networking opportunities took place, organised in partnership with regions and cities from all over Europe, and including contributions by companies, banks and international associations and academic organisations.



Official Opening Session of the OPEN DAYS 2010, from left to right:
Philippe Maystadt, President of the European Investment Bank
Johannes Hahn, Regional Policy Commissioner
Mercedes Bresso, Committee of the Regions (CoR) President
Danuta Hübner, Chairwoman of the European Parliament's REGI Committee



During the OPEN DAYS at the registration tent

On the eve of an intensive debate about the reform of Cohesion Policy post-2013, the OPEN DAYS 2010 concentrated on “competitiveness, co-operation and cohesion” and presented best practice from regional development programmes across Europe:

- Seminars on “competitiveness” focused on innovation, regional development and green economic growth, and on results achieved by regions supported by the “regional competitiveness and employment objective”
- Workshops on “co-operation” included debates about territorial and cross-border co-operation, the European Grouping on Territorial Cooperation (EGTC), and ‘macro regions’ highlighted latest developments and enhanced exchange among practitioners
- The theme “cohesion” focused on discussions elaborating on “territorial” and “social” cohesion and on the question of how to better integrate different policies at the local level.

SUMMARY OF THE SPEAKER'S STATEMENTS

Mr Gregor Moss, City of Bielefeld, Transport Commissioner



During the discussion, Gregor Moss highlighted the growing importance of public transport for the sustainable economic and social development of cities and regions. He stressed that the increased individual transport figures on the roads but also fine particle and noise pollution as well as CO₂ emissions require a shift towards public transport modes. This is true for the City of Bielefeld, but it

is also a global challenge all cities and regions are facing. Gregor Moss furthermore emphasised the need in public transport to learn from the car manufacturers and their attempts to make cars ever safer and easy to use.

As regards the public transport system in the City of Bielefeld, Gregor Moss pointed out that already today users can buy their tickets via their mobile phones and are informed on connecting services in real time.

Besides these transport-related matters, Gregor Moss stressed the benefits of European cooperation in broader terms. Apart from the benefits of knowledge transfer among the BAPTS partners, Bielefeld has gained considerably in image and reputation:

“ Bielefeld gained valuable and important contacts on EU level and among the EU-institutions and has enhanced its reputation as a reliable partner for future projects. ”

Mr Ruut Louwers, Director of the INTERREG IVB NWE programme

Mr Ruut Louwers stressed that the European INTERREG programmes, specifically those programme strands which focus on transnational cooperation, are of particular relevance for citizens of cities and regions. To enhance the sense of belonging to the EU they tackle major issues such as connectivity, innovation, environmental challenges and the development of strong & prosperous communities. He emphasised that the INTERREG programme for North-West Europe (NWE) promotes concrete measures to improve daily lives of people through actions on the local, regional, national and interregional level. He recommended the BAPTS project because eventually more people will get to their destinations more comfortable, easier, quicker and more sustainable thanks to this successful transnational cooperation of cities and regions. He praised the initiative of BAPTS and 3 other NWE transport projects to team up in a cluster.



Mr Joost Helms, City of Eindhoven, Vice-mayor



During his contributions, Joost Helms underlined the various measures the city of Eindhoven is currently undertaking on its way to make its public transport system more attractive.

A corner stone of this strategy is the introduction of a public transport corridor, that is, a dedicated-lane high-speed bus line that connects the Northern and the Southern parts of the city with the city centre and the railway station. To make this corridor succeed, innovative planning methods are needed as several traffic bottlenecks are on-route. Within BAPTS, the City of Eindhoven implements an innovative method to involve as many citizens and stakeholders as possible in the process: a website has been created on which a virtual impression of the new bus line can be seen, showing the current state of the plans. Citizens can leave their praise or critique on several forums – input that the City of Eindhoven can put to their profit!

A further element of the Eindhoven strategy is centred on the (seemingly) simple question “What makes car drivers leave their car and switch to urban transport?” This is a key issue in many cities, which are confronted with traffic jams and deteriorating air quality. In response to this question, in the BAPTS project, the City of Eindhoven is researching innovative approaches for the design and marketing of a transfer facility on the edge of town. This “transferium” facility should act as a magnet for car drivers providing fast and reliable

public transport connections with the town centre. But what else is needed? To provide input, within BAPTS, five groups of design students have collaborated with marketing experts to create fresh and inspiring ideas seeking to link car drivers to these facilities – leading to the publication “City as a laboratory” and a presentation for the Queen’s commissioner at the Brabant academy event 2010. The input of “City as a laboratory” is vital to the creativity and innovativeness of the to-be-created transferium concept and an example for connecting European policy goals with local ambitions and student enthusiasm.

Last but not least Mr Helms has informed the audience about the Smart-card operated mobility management in Eindhoven. Everyone who lives in Eindhoven or works for the City Council owns a “Stadspas”, a second-generation smart card loaded with several public services: the city library, recycling point, swimming pool and waste collection bins. The infrastructure of the Stadspas makes for a perfect platform for mobility applications. Thus, it now also allows for free public transport for children and pensioners, it includes a bike-locking application and, as a result of the BAPTS project, also a parking application. Using the Stadspas for parking is user-friendly. At the same time the data behind the Stadspas is being used to stimulate sustainable mobility options for the employees of the pilot area.



Mr. Arno Kerkhof, Senior Manager Bus Division, UITP



Arno Kerkhof stressed that recently the level of the level of driving license registrations among the younger generation has been decreasing compared to previous the survey and that the car seems to lose its status symbol function – which is proven by latest research in Germany. He furthermore emphasized that, besides various similarities, regions globally are also confronted with different challenges – for example regions and megacities in Asia or Africa develop at much faster rates which calls for even quicker and more effective actions. In this respect he also made reference to the implications resulting from the ageing societies in particular in Europe and stressed the need to prepare public transport systems for the needs of the elderly.

UITP, the International Association of Public Transport, has over 3,400 members in 92 countries throughout the world and represents the interests of key players in this sector. Its membership includes transport authorities, operators, both private and public, in all modes of collective passenger transport, and the industry. UITP addresses the economic, technical, organisation and management aspects of passenger transport, as well as the development of policy for mobility and public transport world-wide.

Mr Oliver Broche, Lille Metropole/Transpole, Director

For the Lille metropolitan region as well, public transport is a vital precondition for future successful development. This is in particular true since Lille is an important centre in the French-Belgian border region and serves as an economic hub for hundreds of thousands of commuters every day. Olivier Broche pointed out that several measures are being taken in order to constantly improve the system: Lille currently implements one of the most advanced contactless ticketing systems in Europe (until 2011). Within BAPTS, an intense consultation process with user groups has been undertaken and as a result the design and the usability of the new ticketing machines have been adjusted. Most of the crossings in the city region are – thanks to the BAPTS project – now also equipped with modern GPS-based technology which allows busses to pass these crossings without any delay. Besides, various major bus stops in Lille have recently been furnished with a modern infotainment system informing users in real time on connecting services and other public services. In this respect, Oliver Broche emphasized



that through cooperation with the BAPTS partner Rhein-Main-Verkehrsverbund passenger transport association, valuable information on the implementation of infotainment systems could be shared.

Mr Paul Mathieson, Southend Borough Council, Manager of Strategic Transport Project and Programmes



Similar to the Eindhoven region, the BAPTS partner Southend-on-Sea (UK) also invests in the development of a new Bus Rapid Transit (BRT) scheme. Due to its strategic location at the fringe of the greater London city area, the much frequented sea side resort as well as the entire Thames Gateway region rely heavily on good regional public transport connections. Paul Mathieson reported on the implementation status of the “South Essex Rapid Transit” (Sert) scheme. On dedicated lanes, following the motto “think bus, build metro”, fast bus connections will become an important backbone of the transport system in the near future not only in the region but also in the city centre. Good interchanges and connections towards other (non-motorised) transport modes will fully be considered.

Paul Mathieson furthermore made reference to the MoveEasy campaign. With support from the BAPTS project, this travel management scheme aims at reducing the numbers of vehicles used by a single occupant by encouraging people to use more sustainable modes of travel. This includes changing work habits by working from home, walking, cycling, travelling by bus or train and car sharing. Moreover, encouraging people to walk or cycle to their destination is helping people to become more active in their everyday lives.

With respect to the MoveEasy campaign, Paul Mathieson highlighted the four interlinked project strands:

- ➔ The MoveEasy Network negotiates discounts on season tickets with local transport operators, reductions at local bicycle shops for bicycles and safety equipment, and develops a promotion strategy to clarify the benefits of sustainable travel.
- ➔ The development of a station travel plan for Southend Victoria and Central station in consultation with local stakeholders. They helped identify issues discouraging sustainable travel to stations and prioritised a forward action plan.
- ➔ MoveEasy is being promoted at specific and linked events to improve people’s awareness of their travel options and to encourage them to try alternative ways of travelling.
- ➔ Travel Action Plans are being devised through the Planning Process and with local schools, businesses and organisations.

Paul Mathieson concluded by stressing that key to prompting change in travel patterns is to provide incentives. People support sustainable travel in their own ways and not through any formal process, so they need encouragement. Having developed one Station Travel Plan, which has successfully linked a large number of stakeholders and budgets, Southend now hopes to extend Station Travel Plans also to other Southend stations.

CONCLUSIONS

Georg Werdermann concluded the workshop by summarising the following discussion points:

- ➔ Transnational cooperation of cities and regions is an important instrument in tackling the economic, social and environmental challenges resulting from global competition.
- ➔ The promotion of public transport is imperative for meeting climate change targets as well to ensure social and territorial cohesion.
- ➔ Public transport fulfils a very important function in connecting individual mobility needs with the demand for cleaner transport options.
- ➔ Better connections with both long-distance travel and non-motorised transport modes are essential.
- ➔ In particular in Europe the challenges resulting from demographic change must be addressed soon and by a comprehensive set of measures.



After the panel discussion, all participants of the workshop were invited to continue their conversation in a more informal atmosphere during the subsequent reception...





BAPTS High-quality public transport services for Europe

BAPTS

public transport services for Europe

Project facts

- nine advanced & committed partners
- six countries
- over €15 million budget
- five fields of activity
- four years of project duration until December 2011

The BAPTS mission is...

- to give public transport a **boost**
- to develop an integrated package of high-quality public transport systems and services
- to be **flexible, sustainable and**



OPEN
DAYS

Global, act local
for European models
6 October 2010

tion of cities and
urban transport

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BOOSTING
ADVANCED
PUBLIC
TRANSPORT
SYSTEMS
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THE NINE BAPTS MAIN PROJECT PARTNERS ARE:

Stadt Bielefeld (Lead Partner)/Germany

Bielefeld

Bielefeld is situated in the North-East of the Federal State of North Rhine-Westphalia. The backbone of Bielefeld's public transport structure is the "Stadtbahn", consisting of four lines. The Stadtbahn is a narrow-gauge light rail system with an underground section in the city centre and seven underground stations. Outside the core-city, the lines have street-bound or separate sections. In addition to the Stadtbahn network, there is an extensive bus network, also serving regional connections. The light rail network and the major part of the bus network are operated by moBiel, a sub-partner within BAPTS.

Southend-on-Sea Borough Council/ United Kingdom



Southend is 60 km to the east of London, at the mouth of the Thames estuary, forming part of the largest urban area in the East of England. With over ten km of seafront, Southend is the closest seaside resort to London, located within the Thames Gateway, which is the UK's biggest regeneration area. Stretching out from East London on both sides of the Thames, in South Essex and North Kent, work is underway to strengthen and develop communities by supporting local businesses, attracting investment and building new infrastructure. Southend transport movements are mainly East/West serving the wider urban area of South East Essex and commuters into London. Southend is served by two railway lines linking to London, with nine railway stations and many local bus routes. Improvements and better integration to achieve greater mobility will bring about a significant change in travel patterns. The public transport system will be improved, moving towards seamless travel between bus, rail, walking and cycling particularly to new development, areas of housing and employment and education.

Lille Métropole Communauté Urbaine/ France



With about 1.1 million inhabitants, Lille Métropole Communauté Urbaine (LMCU) is – after Paris, Lyon and Marseille – the 4th largest conurbation in France in terms of size. Lille comes second in terms of population density. It is also a genuine Franco-Belgian metropolitan region with 1.9 million people. Established by a parliamentary Act in 1966, Lille Métropole Communauté Urbaine is a public inter-municipal cooperation organisation gathering 85 municipalities. It was founded to be of service for the municipalities, to provide the conurbation with a suitable structure, and to harmonise the region by organising public networks and services in the following areas: public transport and parking, water and sanitation, urban waste, transportation, town planning and urban regeneration, economic development, culture and sports facilities.

Darlington Borough Council/ United Kingdom



Situated to the West of the Tees Valley sub region (30 km from the Tees estuary, the base for the region's major petro-chemical and steel industries and the UK's second busiest sea port), Darlington has excellent access to strategic road and rail routes and is seen as the "Gateway" to the Tees Valley sub-region. Darlington has high levels of public transport access, with a strong urban bus network and good rail connectivity to the national rail network and local connectivity to the conurbations to the North and in the Tees Valley. In recent years, Darlington has developed a strong reputation for delivering smarter choices, travel information and marketing initiatives aimed at encouraging more sustainable travel behaviour.

National Transport Authority/Ireland



The National Transport Authority (NTA) is a statutory body established by the Minister for Transport on 1 December 2009. At a national level, the NTA has responsibility for securing the provision of public passenger land transport services. This includes the provision of subvented bus and rail services by Bus Éireann, Dublin Bus and Irish Rail. The NTA also has responsibility for the development of an integrated transport system within the Greater Dublin Area (GDA).

Ville de Liège/Belgium



The Belgium city of Liège is the heart of an urban area of 600,000 inhabitants, of which one third actually is living in the city centre. Thanks to its river port (which is the second largest on the European continent), to its six highways, to its new railway station (accessible for high speed trains) and its airport (which entered the top nine in Europe where freight is concerned), Liège has become a multimodal crossroads in the heart of North-West Europe.

Rhein-Main-Verkehrsverbund GmbH/Germany



The Rhein-Main-Verkehrsverbund GmbH (RMV) was established in 1995. Ever since it has been responsible for the organisation of the entire public transport in the metropolitan area "Frankfurt Rhine-Main". The operation area of RMV covers about 14,000 square kilometres, which is more than 2/3 of the expanse of the Federal State of Hesse. The region, Germany's third biggest metropolitan area, is home to five million people or over 80% of all Hessians.

Gemeente Eindhoven/The Netherlands



The city of Eindhoven is located in the South of the Netherlands. With a population of 210,000 inhabitants (725,000 in the Eindhoven region) it is the 5th largest city in the Netherlands. Eindhoven is easily accessible by road, rail and air. Travelling around Eindhoven goes smoothly by public transport, or of course by bike. In Eindhoven, a revolutionary transport concept, the "Phileas", can be found. This advanced "tram on tires" connects Eindhoven Airport with the Central Station. With its hybrid drive system and magnetic guidance along a specially laid designated bus lane, the vehicle represents a revolution in public transport.

Nantes Métropole Communauté Urbaine/France



Nantes Métropole Communauté Urbaine (Greater Nantes) is the 6th largest metropolitan area in France with 580,000 inhabitants and a conurbation gathering 24 municipalities (of which Nantes is the central city, with 290,000 inhabitants). It is located on the Loire estuary about 50 km from the Atlantic coast. Several times it was voted to be the most liveable place in France. Established in 2001, Nantes Métropole is an institutional intermunicipality structure and a tool for local development, serving the common interests of its 24 communities. It is in charge of several transversal competences among which are mobility and public transport.

All BAPTS project partners are committed to transnational cooperation of relevant stakeholders. This is to ensure that the final products meet the needs of passengers as well as the policy requirements of the NWE cities. BAPTS systems and services will be widely disseminated and will serve as model solutions for whole NWE and beyond. They will improve connectivity and will contribute to delivering the European territorial cohesion agenda.

BAPTS has a budget of over 15 million Euro. The Project is co-funded by the North-West Europe INTERREG IVB Programme.



Selected core outputs of the project:

- ➔ sustainable travel plans and smart card operated bicycle parking/cycle hire in Darlington;
- ➔ development and implementation of new public transport oriented marketing strategies focussing on the specific needs of different target groups and life-cycles in Darlington, Bielefeld, Southend-on-Sea, and the Frankfurt region (operational area of the Rhine-Main-Verkehrsverbund);
- ➔ development and implementation of new contactless and smart card-based ticketing schemes in Lille;
- ➔ design of intelligent ticketing and traffic management schemes in Lille, Dublin and Bielefeld;
- ➔ development and implementation of integrated multimodal transport corridors in Eindhoven and Southend-on-Sea;
- ➔ test and comparison of on-board and off-board infotainment systems in Lille and the Frankfurt region;
- ➔ implementation of new ICT-based flexible bus corridors in Nantes and Dublin;
- ➔ development of integrated regional strategies and analysis of the wider socio-economic benefits for the re-introduction of the tram in Liège



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