

Recommendations and Strategies for Passenger Intermodality in Europe



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This brochure summarises 19 recommendations that have been elaborated in the LINK expert Working Groups (WG).

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# Disclaimer

This document has been prepared by the authors on behalf of the European Commission, DG MOVE. It does however not necessarily reflect the views of the European Commission.



# The LINK Recommendations

The LINK project, funded by the European Commission, created a European Forum on Intermodal Passenger Travel. The specific focus of LINK has been on long-distance and cross-border travelling.

The LINK recommendations on Passenger Intermodality are the result of four Working Group meetings (November 2007 in Utrecht, June 2008 in Cologne, March 2009 in Madrid, and November 2009 in Bucharest). Five Working Groups (WGs) were set up to discuss challenges and solutions in the following thematic areas:

- WG1: Door-to-door information and ticketing (moderated by Jacobs-Prague)
- WG2: Intermodal networks and interchanges (moderated by synergo and RATP)
- WG3: Integration of long-distance transport and the "last urban mile" (moderated by POLIS)
- WG4: Planning and implementation (moderated by Rupprecht Consult)
- WG5: Context conditions (moderated by ILS)

The LINK Working Groups provided a unique opportunity to bring together more than 100 experts from different scientific disciplines and institutional backgrounds such as public authorities, operators, lobbyists, user groups, academia, politics, business and industry.

The 19 recommendations generated by the WGs have been summarised for this report in overview format. The full recommendations are available in the report "LINK. Recommendations and Strategies for Passenger Intermodality in Europe.", which is available for download on the LINK website (<u>www.linkforum.eu</u>).

The target groups of the recommendations are:

- 1. Regulators and facilitators (e.g. European Commission, national governments)
- 2. Implementers (e.g. operators, interchange managers, transport authorities)

The recommendations have been categorised by six "Fields of intervention" as shown in the table on page 3. They were subject to an assessment exercise against the criteria feasibility, cost, impact, timing and other specific factors. Many of the recommendations have been included in two online consultations to gather feedback on the proposed measures from a wider expert community.

The LINK Working Groups had the challenging task of developing recommendations for one of the most complex and multi-faceted topics in long-distance transport. The participating experts agreed that there is an urgent need for the further integration of transport modes to increase the efficiency of the overall transport system, to tackle environmental challenges and to improve the service quality for the long-distance traveller.

The LINK recommendations present a rich pool of concrete ideas on what should be done in co-operation of a variety of stakeholders to enhance Passenger Intermodality in Europe. The list of recommendations is not comprehensive, but it covers many core areas that must be addressed. This report highlights "Core measures", "Short-term measures", "Low cost wins" and "Forward thinking" measures that point to future solutions.

Furthermore, there are still many research gaps, identified by the Working Groups, that need to be filled as a pre-requisite to enhancing Passenger Intermodality.

The LINK Working Groups also provided a forum for stakeholders to exchange and network. The participants provided overall a very positive feedback on the activities in the Working Group meetings and LINK Conferences. This shows that there is the need to provide opportunities for discussion and the development of solutions to foster Passenger Intermodality in Europe.

# LINK recommendations by field of intervention

	k recommendations by held of intervention		
I Po	blicy and funding		
1	Create a European vision/White Paper for a European door-to-door intermodal passenger travel information service		
2	Develop a road-map for technical co-operation in achieving a European door-to-door intermodal journey planner		
3	Establish a joint Passenger Intermodality Working Group of existing European Technology Platforms in the field of passenger transport		
4	Introduce a new EU funding programme "Vasco da Gama" for long-distance, international Passenger Intermodality		
5	Work towards advanced intermodal passenger rights		
ll D	irectives and regulation		
6	<ul> <li>Establish obligatory delivery of data and information in the field of ticketing and information</li> <li>6.1 Establish a European directive which requires transport operators to make travel planning data available to journey planning providers</li> <li>6.2 Establish obligation to make standardised tariff and timetable information available on request to authorities responsible for passenger transport information provision</li> <li>6.3 Make provision of door to door ticketing information mandatory for long-distance rail-ticket distributors</li> </ul>		
III S	Standardisation and technology		
7	Develop standard for long-distance electronic ticketing in TAP TSI to allow compatibility with loca fare management systems		
8	Create common quality standards for interchanges		
IV /	Assessment and planning		
9	Develop and establish city assessment tool and quality label for long-distance intermodality		
10	Elaborate and establish new business models for effective interchange management		
11	Develop a toolkit for a good design of an interchange		
12	Develop integrated airport accessibility plans		
13	Foster intermodal business plans 13.1 Develop framework methodology for quantification and monetary assessment of impacts in business plans 13.2 Establish long-term flexible profit sharing arrangements as basis for investments		
V Ir	nnovative products and services		
14	Establish common "CityFlex pass" concept		
15	Develop innovative local taxi services		
16	Integrate cooperation and information platforms into a mobility centre for the mobility management of large events		
17	Provide early information to travellers about airport links and accessibility		
18	Create a pull and push strategy for business trips		
VI 1	Fraining and education		
10	Free to the second se		

19 Foster training and education on Passenger Intermodality



# I Policy and funding

This field of intervention includes policy actions that help to define and plan in a targeted way how Passenger Intermodality could be enhanced. It includes not only the setting of important framework conditions at EU and national level, but also the co-operation of key stakeholders to define concrete actions (e.g. research tasks, regulatory issues, innovation policy) that foster the further integration of transport modes. Furthermore this field of intervention includes one recommendation that highlights the need for a dedicated EC funding programme in the areas of Passenger Intermodality with a focus on demonstration activities.



Create a European vision/White Paper for a European door-to-door intermodal passenger travel information service

# Why needed?

European co-ordination, strategic clarity and political support for a door-to-door intermodal travel information system for European travellers is still lacking.

# Initiative

European Commission, key stakeholders of national ministries, transport authorities, large transport operators and associations in the field of transport.

# Implementation

Stakeholders: Large transport operators and service providers for door-to-door information service systems that develop services based on a European strategy and start-up funding.

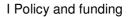
### Actions:

- Set-up of a high-level European Steering Committee for Intermodal Passenger Travel Information.
- Development of a study on current and near-future situation of the market for services for intermodal long distance travel information.
- EC to create a White Paper on European door-to-door travel information (or include this topic as part of a wider White Paper)

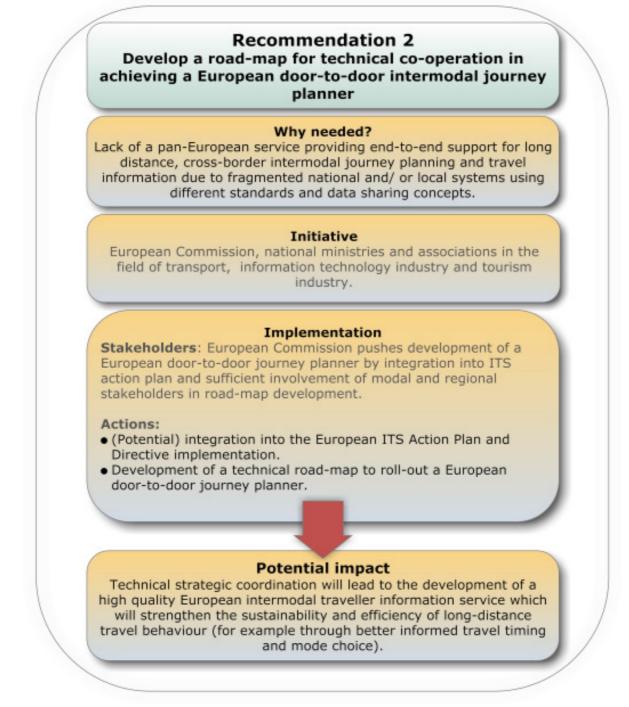
# **Potential impact**

Strategic guidance and political support for European countries and regions wishing to engage in door-to-door intermodal passenger travel information services for European travellers will lead to the development of a high quality European intermodal traveller information service which will strengthen the sustainability and efficiency of long-distance travel behaviour (for example through better informed travel timing and mode choice)

Elaborated by Working Group 1 - Intermodal information and ticketing (moderated by Jacobs)







Elaborated by Working Group 1 - Intermodal information and ticketing (moderated by Jacobs)



Establish a joint Passenger Intermodality Working Group of existing European Technology Platforms in the field of passenger transport

# Why needed?

Existing ETPs, in the field of transport, are strongly focused on individual modes and technology, lacking the integration of transport modes especially for long distance Passenger Intermodality to improve the overall efficiency of the transport system.

### Initiative

European Technology Platforms (ETPs) in the field of transport and European Commission.

# Implementation

Stakeholders: ETPs and additional public and private stakeholders in the field of intermodal passenger transport.

### Actions:

- Set-up a joint working group of existing ETPs from the transport sector on the topic of Passenger Intermodality.
- Develop a strategic research agenda by joint working groups to ensure agreed European medium-/ long-term approach for Passenger Intermodality.

# **Potential impact**

Development of a joint European approach for improved Passenger Intermodality and support for key enabling actions like better networking of European key stakeholders, contributions to standardisation processes, or technological innovation to integrate different transport modes.

Elaborated by Working Group 4 - Planning and implementation (moderated by Rupprecht Consult)



Introduce a new EU funding programme "Vasco da Gama" for long distance, international passenger intermodality

### Why needed?

So far no dedicated funding programme for Passenger Intermodality is in place to act as an incentive to set up pilot projects to learn from practical experiences, address common barriers and to get sound evaluation results.

### Initiative

European Commission, key stakeholders in the field of Passenger Intermodality (transport authorities and operators, official passenger representation bodies, information technology industry, research organisations etc.).

# Implementation

Stakeholders: EC body to administratively manage the programme (e.g. EACI). Private, semi-public and public stakeholders to implement first concrete projects in terms of co-operative approaches.

### Actions:

 Phasing in of the new programme "Vasco da Gama" with a stakeholder consultation on priority issues and a sound analysis of challenges in the field of Passenger Intermodality.

 Integration of first pilot projects on Passenger Intermodality in a wider intermodal transport programme under one roof with "Marco Polo" III in 2014. Introduction of a new funding programme element "Vasco da Gama" with long-term character by the EC.

# **Potential impact**

Fostering the better integration of transport modes and improving the overall energy efficiency and reduction of CO2 emissions by fostering modal shift based on demonstrated European pilot projects and proven cost/ benefit analyses. Dissemination of results of the "Vasco da Gama" programme could boost an uptake of developed solutions beyond the funding programme across Europe.

Elaborated by Working Group 4 - Planning and implementation (moderated by Rupprecht Consult)



Work towards advanced intermodal passenger rights

# Why needed?

Improving user rights and their implementation as well as the information and knowledge concerning passenger rights across Europe is seen as an appropriate and fundamental way to make intermodal transport more attractive.

# Initiative

European Commission.

# Implementation

Stakeholders: National enforcement bodies and conciliation bodies for passenger rights, European Commission, transport operators and authorities.

# Actions:

- Fostering co-operation of institutions dealing with passenger rights across Europe by establishing a working group funded by the European Commission (e.g. Coordination action).
- Development of a European platform for information management concerning passenger rights to enhance transparency and information quality across Europe.

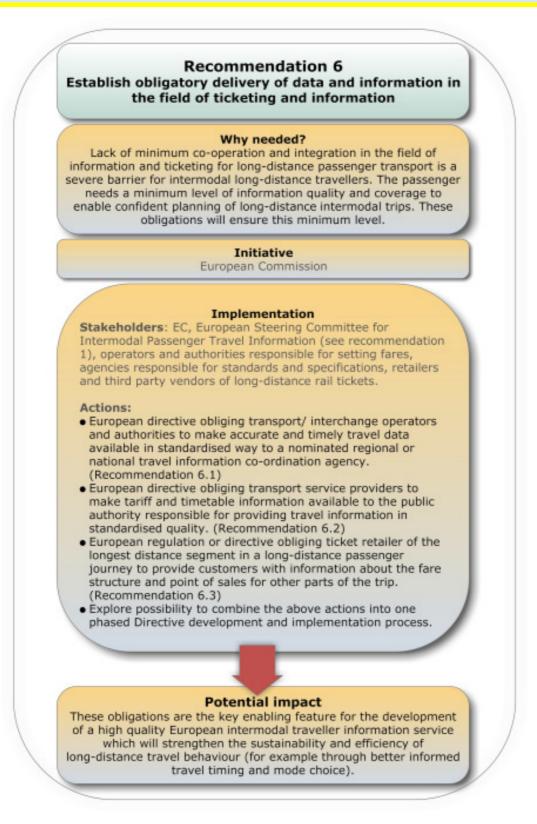
# **Potential impact**

Making intermodal transport more attractive by improving the quality and transparency of information concerning passenger rights across Europe based on better co-operation between institutions with responsibility for those rights, and a European policy.

Elaborated by Working Group 5 - Context conditions (moderated by ILS)

# **II** Directives and regulations

This refers to legislative acts in areas, where the intervention of the EU or national states seems necessary to guarantee a minimum co-operation and integration of transport services. In the LINK context, this refers particularly to the field of ticketing and information.



Elaborated by Working Group 1 - Intermodal information and ticketing (moderated by Jacobs)



# III Standardisation and technology

This field deals with measures to achieve uniform technical, service and design specifications in fields that concern Passenger Intermodality (particularly information, ticketing, interchange design).

# Recommendation 7

Develop standard for long distance electronic ticketing in TAP TSI to allow compatibility with local fare management systems

### Why needed?

Neither paper solutions nor ticketless solutions, as they are described in the current proposal for the TAP TSI standard (Technical Specifications for Interoperability for Telematic Applications for Passenger, defined by the ERA) for long distance rail trips are applicable in the growing number of regional or local transport networks where control has been automated using contactless systems.

# Initiative

European Commission, DG MOVE and European Rail Agency (ERA).

# Implementation

Stakeholders: ERA, the European Committee for Standardization (CEN) and CER (Community of European Railway and Infrastructure Companies).

### Actions:

- Reopening of the work on the TAP TSI standard by ERA to ensure compatibility with multi application media now arriving on the market (e.g. java cards, NFC mobile phones).
- Development of a standard data model for electronic tickets, usable on smart cards or electronic devices like smart phones.
- Extension of this model to coach transport in the event of a similar standard being developed

# **Potential impact**

This new standard for long distance tickets in Europe would allow the development of compatible and integrated urban and long distance ticket solutions (which was not anticipated by TAP TSI). This could lead to the greater use of urban public transport on long-distance trips and potentially also greater use of long-distance public transport by urban public transport pass holders. This improved sustainability of long-distance travel behaviour would lead to reductions in external transport costs.

Elaborated by Working Group 1 - Intermodal information and ticketing (moderated by Jacobs)



Create common quality standards for interchanges

# Why needed?

Standards for interchanges contribute to high quality harmonisation in these sensitive areas avoiding a "feeling of disruption" by the users and encouraging intermodal transport behaviour across Europe.

# Initiative

European Commission, International Association of Public Transport (UITP).

# Implementation

Stakeholders: Key stakeholders (railway operators, national transport departments, regional and local public transport companies, regional authorities) and the European Committee for Standardisation (CEN)

Actions:

- Development of common and Europe-wide standards for the equipment of interchanges (focusing on interchanges which are important for long distance passenger travel).
- Integration of developed quality standards in existing CEN/ TC 320 standard (as a long-term vision) to strengthen their relevance.

# **Potential impact**

Quality standards, if included in the CEN/ TC 320, ensure minimum requirements for interchanges and will lead to a quality harmonisation of interchanges across Europe fostering intermodal transport behaviour.

Elaborated by Working Group 2 – Interchanges (moderated by synergo and RATP)



# IV Assessment and planning

This field of intervention covers a diversity of recommendations that point to methods, tools and processes to foster the enhanced implementation of Passenger Intermodality solutions.

# **Recommendation 9**

# Develop and establish city assessment tool and label for long distance intermodality

# Why needed?

Lack of a comprehensive assessment tool with some common standards and indicators on the quality of the interface between the long distance travel network and the urban mobility network for the long distance travellers in Europe.

# Initiative

European Commission, cities and local authorities, passenger associations, private business/ chambers of commerce, tourist boards, tourist industry, transport operators.

# Implementation

Stakeholders: Cities and local authorities, tourist boards, tourist industry, transport operators.

# Actions:

- Development of an assessment tool based on common methodology and indicators for benchmarking of long distance traveller services in Europe.
- Design and establishment of an European quality label for long distance traveller services as an incentive for implementers.

# **Potential impact**

Raising of quality of services for long distance travellers based on the creation of quality indicators to assess and benchmark the last mile intermodal connection and by the creation of a quality label as an incentive for implementers to improve the last mile intermodal connection for the long distance travellers in Europe.



Elaborate and establish new business models for effective interchange management

# Why needed?

Current practice shows deficits in many places concerning the management of interchanges (e.g. lack of involvement of municipalities, responsibilities not clearly defined).

# Initiative

European Commission

# Implementation

Stakeholders: Expert group of stakeholders from the field of interchange management, European lobbying groups and associations, selected stakeholders in charge of interchanges.

# Actions:

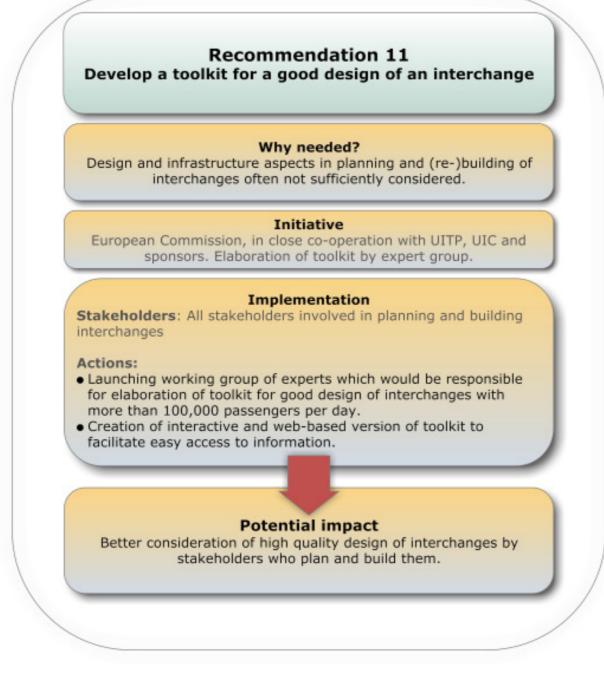
- Drafting new business models and testing them.
- Definitive elaboration of one or several suitable business models and proposal for putting models into practice.

# **Potential impact**

Higher attractiveness for users of interchanges where business model would be applied; and higher usage.

Elaborated by Working Group 2 – Interchanges (moderated by synergo and RATP)





Elaborated by Working Group 2 – Interchanges (moderated by synergo and RATP)



Develop integrated airport accessibility plans

# Why needed?

Large carbon footprint of surface access to airports and lack of integrated planning.

# Initiative

Regional and local authorities, airport operators.

# Implementation

Stakeholders: Led by regional authority in co-operation with range of regional stakeholders (e.g. airport operator, public transport operators).

# Actions:

- Development of airport accessibility plan based upon the results of impact assessments carried out by airports when new investments are made that affect surface mobility patterns and surface accessibility.
- Encouragement of smother intermodal links between air travel and surface access to airports.

# Potential impact

Improved integration of airports in regional transport network. Reduction of CO<sub>2</sub> emissions from surface access to airports.

Working Group 3 – "Last urban mile" (moderated by POLIS)



# Recommendation 13 Foster intermodal business plans

# Why needed?

Currently no suitable methodology available for the quantification and monetary assessment of measures in the field of Passenger Intermodality.

Difficult conditions for public-private partnership investments in intermodal schemes where the winners and losers will change over the lifecycle of the development.

# Initiative

EC, public authorities (national, regional, local), stakeholder associations, urban and metropolitan area transport authorities.

# Implementation

Stakeholders: Research institutes (framework methodology), transport operators, public authorities and other stakeholders in passenger transport service provision.

# Actions:

 Development of an agreement on a framework methodology for the quantification and monetary assessment of intermodality impacts for business plans in the field of Passenger Intermodality.

 Creation of a simple but established and well defined framework of profit sharing arrangements that mitigates interparty risk by sharing net profits over the life of an intermodal scheme according to the aforementioned framework methodology.

# **Potential impact**

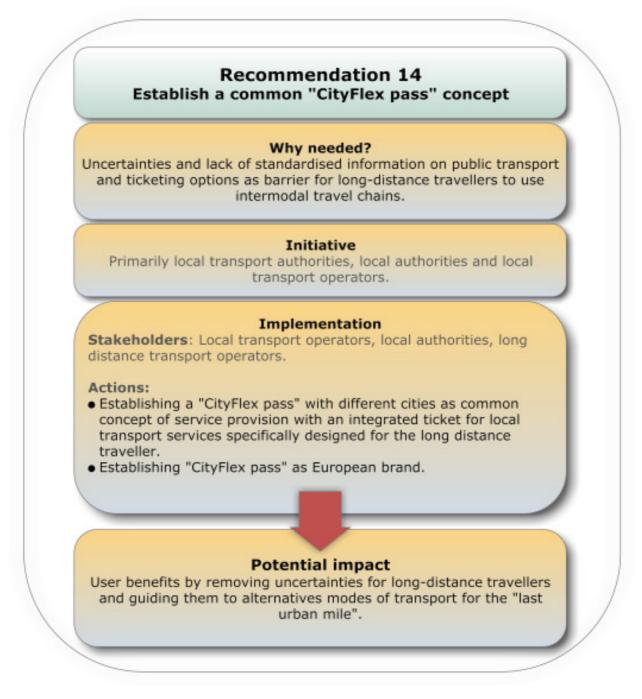
Established framework methodology could become important tool for cost and revenue share arrangements. Easier cooperation of public and private actors in intermodal investments (e.g. interchanges).

Elaborated by Working Group 4 - Planning and implementation (moderated by Rupprecht Consult)

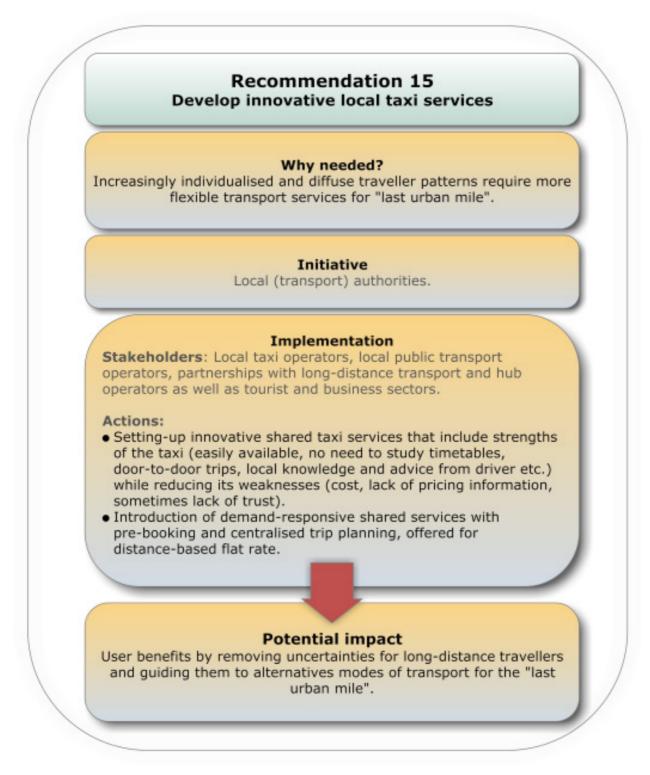


# V Innovative products and services

These are concrete and visible measures aimed at providing products and services that respond to the needs of the intermodal traveller.











Integrate cooperation and information platforms into a mobility centre for the mobility management of large events

# Why needed?

Problems at large event destinations due to heavy car use by visitors. Lacking management of travel to big events for long-distance intermodal travellers.

# Initiative

Transport authority of the territory where the event is organised, or independent service integrator.

# Implementation

Stakeholders: Transport and local authority, event organisers, long distance travel operators, venue managers, ticketing companies.

# Actions:

- Creation of mobility centres for events, including co-operation platform for stakeholders and information platform for long-distance travellers who visit event.
- Creation of ICT tools to support such mobility centres and tailored traveller information and advice.
- Development of marketing-based combined travel products, tailored to the event target groups.

# Potential impact

- Facilitation of intermodal travel for long-distance public transport users and reduced share of mono-modal car use to big events.
- High modal-shift potential through marketing-based approach of mobility centres.
  - Easier introduction of measures to restrict car use and reduce parking space provision.



Provide early information to travellers about airport links and accessibility

# Why needed?

Passengers currently not sufficiently informed about intermodal links, public transport and accessibility at destination airports. Barrier to use sustainable modes of transport.

# Initiative

European Commission, airlines, airports.

# Implementation

Stakeholders: airport managers, airlines & airline alliances, public transport operators, regions and cities, IATA.

# Actions:

- Provision of information on travel options at destination airports to be provided by specific information point at the airport of origin, at registration, check-in and electronically.
- Further step towards the provision of door-to-door information travel package that covers the first mile, the flight and the last mile.
- In the long-run establishment of pan-European service for travel options to and from airports.

# **Potential impact**

Behavioural changes among users towards the use of sustainable transport modes at destination airports for the "last mile". Higher patronage for public transport services to and from airports.



Create a pull and push strategy for business trips

# Why needed?

Unsustainable mix of transport modes in business trips (mainly mono-modal car use) and lacking recognition of more sustainable intermodal options.

# Initiative

Companies and institutions (pull factor). National governments, European Commission (push factor).

# Implementation

Stakeholders: Companies and institutions (pull factor). National governments, European Commission (push factor).

# Actions:

- Pull and push strategy to increase the share of inter- and multimodal business trips:
- "Soft policy" actions to influence the rules and the organisation of business trips within companies and institutions as well as better cooperation of employers with intermodal transport service providers (pull factor).
- Redesigned taxation regulations for company cars and reimbursement rules for use of cars for business trips (push factor).

# **Potential impact**

Less car use in business trips and more use of environmentally friendly inter- and multi-modal options, or at least use of environmentally less harmful cars due to modified incentives

Elaborated by Working Group 5 - Context conditions (moderated by ILS)



# VI Training and education

This field of intervention highlights the need to embed the topic of Passenger Intermodality in Universities and continuing education for practitioners as fundamental to improving expertise on Passenger Intermodality in the mid- to long-run.



Why needed? To foster expertise on passenger intermodality and "intermodal" mentality.

# Initiative

European Commission, national transport ministries, transport authorities, large transport operators and associations in the field of transport

# Implementation

Stakeholders: Institutions of continuing education, associations in the transport sector that carry out training for their members, Universities

# Actions:

- EC should provide funding for definition and development of training content and formats
- Pilot project to develop standardised elements
- Enhance uptake in teaching programs, curricula and continuing education through dissemination and seed funding for research

# **Potential impact**

Widely established training would contribute to changing mentalities and processes in mid- to long-run. Fundamental for enhanced Passenger Intermodality.

Elaborated by Working Group 4 - Planning and implementation (moderated by Rupprecht Consult)

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> LINK Consortium March 2010