



# BAPTS

High-quality public transport  
services for Europe



Rhein-Main-Verkehrsverbund

Investing in Opportunities



This project has received  
European Regional  
Development Funding  
through INTERREG IV B.



INTERREG IV B

**DARMSTADT, GERMANY**

**10<sup>TH</sup> BAPTS PARTNERSHIP MEETING**

**AND CONFERENCE ON FUTURE-READY PUBLIC TRANSPORT**

[www.bapts.eu](http://www.bapts.eu)

28 – 30 September **2011**





# THE CONFERENCE

29 SEPTEMBER 2011

The BAPTS conference, **Future-Ready Public Transport**, took place in the Darmstadtium Conference Centre. The centre was named after the chemical element Darmstadtium (atomic number 110) which was synthesised in Darmstadt and officially named after the city in 2003. The conference was moderated by Professor Petra Schäfer of the University of Applied Sciences in Frankfurt.

through the involvement of RMV.

Conference participants were also addressed by **Jörg Lunkenheimer**, Head of Marketing and Innovation, representing the host organisation, RMV. He spoke of the two million public transport trips taken daily in the RMV region (each about 13 km per passenger) and the 66 billion trips taken annually, as well as the possibility to travel on a single ticket, using a single schedule throughout the entire RMV area, an area of 14,000 km<sup>2</sup> and five million inhabitants.



Jörg Lunkenheimer

## REPORT ON THE BAPTS

10<sup>TH</sup> PARTNERSHIP MEETING AND CONFERENCE IN DARMSTADT

On 28 and 30 September 2011, the 10th BAPTS partnership meeting took place in Darmstadt, Germany. The BAPTS partners combined this meeting with a public one-day conference entitled **Future-Ready Public Transport**. The day included various aspects of modern public transport addressed by invited speakers as well as by the BAPTS project partners on the innovations implemented in their local contexts within the scope of the BAPTS project.

Darmstadt is located in the region served by the BAPTS partner Rhein-Main-Verkehrsverbund (Rhine-Main Public Transport Association – RMV). Darmstadt is known as a “city of science” with three major universities and countless high-tech companies based there. Its population of 144,000 includes over 35,000 students. The city is well connected by a dense network of bus and tram-lines operated by RMV, and has a 15% mode share for cycling (about 5% over the national average).



Jochen Partsch

Conference participants were welcomed by the Lord Mayor of Darmstadt, **Jochen Partsch**, who spoke about Darmstadt’s reputation as a future-focussed city of science and the accompanied advantages. He cited as one example the conference venue, a new facility on the leading edge of sustainable building which meets almost all of its energy needs through the use of geothermal, bio-mass and solar energy. Mr Partsch highlighted that although the City of Darmstadt was not a BAPTS partner, it greatly benefited from the project’s findings

**Ruut Louwers** of the INTERREG Joint Technical Secretariat then spoke about the challenges and benefits of transnational collaboration. He described the INTERREG North-west Europe programme as covering eight countries and having a goal of improving cooperation within Europe. Mr Louwers stated that INTERREG’s focus is on smart and sustainable projects and it has as a slogan “investing in opportunities”. Mr Louwers praised BAPTS’ “German organisation, good partnership, high visibility and collaboration in the SYNAPTIC cluster project” and said that INTERREG supports BAPTS because “the actions of the project improve the lives of Europe’s citizens”.

**Professor Jeff Kenworthy** (Curtin University Sustainability Policy Institute, Australia; Institute for Human Geography, Goethe University, Frankfurt; University of Applied Sciences, Frankfurt) made a presentation entitled **Transit Oriented Development (TOD)**

**and the Density Multiplier: Some Theory Behind the Need for TOD and Implications for Public Transport.**

Professor Kenworthy described the “Marchetti Constant”, which explains how cities throughout history have functioned on the basis of about one hour of travel per day. This constant explains why walking cities in history were just 5 to 8 km across, public transport cities could spread



Ruut Louwers





Jeff Kenworthy

to 20 to 30 km and automobile cities expand to more than 50 to 60 km. Anything larger than this, he claims, becomes dysfunctional.

This concept translates into local or regional centres that can serve as “magnets” to the critical mass of people needed to create a viable centre. The combination of public transport and appropriate public transport-oriented development can create such centres. Professor Kenworthy’s findings indicate that if centres do not reach a minimum of 35 people/ha, public transport won’t work effectively and the centre will be dominated by cars. Density creates local needs that, in turn, can be met by local services. Thus transit-oriented development can help transform car cities into public transport cities.

In cities with good rail service, rail travel is faster than car travel and public transport is well used. Since achieving bus speeds that can compete with car speeds can only be done by creating dedicated priority lanes, buses (without priority) are less effective at fostering public transport use.

Since 1995, public transport has been experiencing a “rail renaissance”. Urban rail (trams, LRT, metro and sub-

urban rail) is leading the way in the increasing importance of public transport all over the world. Hong Kong is the world’s leader with 70% of all local motorised journeys (i. e. bus, car, tram, etc.) undertaken by rail.

According to Professor Kenworthy’s research, there are three kinds of cities:

- ➔ high rail use – high speed and good network coverage (Munich, London, Berlin, Stockholm)
- ➔ moderate rail use – either not fast enough or not enough of it (Copenhagen, Helsinki, Montreal)
- ➔ low rail use – low speed and poor network coverage (Perth, Los Angeles, Denver)

Professor Kenworthy stressed that high density development can be green, and gave the example of a former airport in Munich that was re-developed into the Messestadt Riem neighbourhood, a green, urban, dense mixed-use node.

His findings indicate that advanced public transport systems with state-of-the-art hardware and software elements are essential but density is the multiplier that helps maximise the use of such systems. He concluded that public transport-oriented development can help to transform an auto city into a networked set of public transport cities.

**Gregor Moss**, Transport Commissioner for the City of Bielefeld, BAPTS lead partner, spoke of Bielefeld’s experience with transnational collaboration in boosting advanced public transport. Mr Moss started by noting the relationship between public transport and climate change and how public transport can make a big difference, particularly since Germany has committed to stop using nuclear power by 2015.

In describing Bielefeld’s experience in BAPTS, Mr Moss said the idea of European partnership for a city like Bielefeld with very little international contact was an “exotic foreign concept” and that it required “a lot of imagination” to picture transnational cooperation in



Gregor Moss

EU projects. But having seen what it can bring, such work is now seen politically as an opportunity.

Mr Moss said that transnational cooperation makes things easier. While project partners don’t produce a shared product, they exchange experience, work together, learn from one another and test things out. He noted that while different cities may have similar problems, this doesn’t necessarily mean they solve them in the same way. There are different work cultures and different approaches to problems but the exchange of ideas and the transfer of knowledge open up perspectives. This experience has had an effect on Bielefeld’s decision makers too; they now look more broadly for solutions to local problems. This learning and exchange has now extended beyond the BAPTS project to the SYNAPTIC cluster project.

Bielefeld’s EU project work has involved technical, planning and marketing aspects and has closed the gap between planning and development. Mr Moss noted that the work

takes time and stamina but is worth it. Bielefeld now feels part of helping design sustainable transport policy Europe-wide. Through its European project participation, Bielefeld has

gained an important “in” to Brussels. Mr Moss felt that this experience, if repeated in other cities, will help decision makers in Europe grow together.

## NINE PARTNERS, ONE PROJECT

The BAPTS partners created a short film including images of advanced public transport initiatives that have been implemented in their respective cities as part of the BAPTS project. The film can be seen at the BAPTS website ([www.bapts.eu](http://www.bapts.eu)).





# EXPERIENCES

## IMPLEMENTING ADVANCED PUBLIC TRANSPORT MEASURES

Following the visual overview provided by **BAPTS – The Movie**, representatives of the partner cities presented selected project activities that they had undertaken within the four main BAPTS themes of:

- ➔ Marketing and mobility awareness
- ➔ Multimodality and interoperability
- ➔ Integrated mobility planning
- ➔ Intelligent transport systems

## MAKING THE BUS THE NEW ROLLS ROYCE

(marketing and mobility awareness)



Louise Neale

The Cities of Darlington, Dublin and Eindhoven presented on some of their marketing and mobility awareness activities. **Louise Neale** of the City of Darlington presented measures from that city on the topic of creating behaviour change that leads to more efficient use of public transport (and other sustainable modes). She said that in Darlington they chose to focus on the topics most likely to raise interest in sustainable transportation: personal health and financial savings. They knew that it wasn't effective to tell people what to do, but instead used a range of ways of approaching different target audiences. "Local

Motion" (the campaign) became a well-known brand in Darlington, with 75% recognition. The slogan of the campaign was "join your town on the move" and the campaign was developed locally, which was felt to be a key to its success. Marketing through school children proved to be very effective with an increase in cycling in schools from 0.4% to 8%.

**Arlene Finn** from the Irish National Transport Authority in Dublin presented Dublin's Smarter Travel Workplace programme. She noted that there had been 19% population growth and 40% job growth in Dublin from 1996 to 2006 and that much of it was not near public transport. There was also growth in car ownership in this period.

The Smarter Travel Workplaces programme was established in 2009 with a target of 100 of the largest employers in Ireland over 3 years (approximately 250,000 people). The National Transport Authority worked with employers to make the business case for promotion of public transport, walking, cycling, car sharing and video- or tele-conferencing. The value of the service provided to each

employer was estimated at €60,000 including time with an experienced facilitator and access to a range of resources.

From the employer perspective, the most valuable aspects of the programme were its hands-on nature, the inter-partner events and the supporting materials and resources. The fact that it came from the National Transport Authority lent the programme credibility. From the NTA's perspective, it was important that agreement to join was made at the senior management level, that a strong network of organisations experienced in implementing work-



Arlene Finn



Frank van de Lustgraaf

place travel plans was developed and that positive relationship were created with business, universities, hospitals and local authorities.

**Frank van de Lustgraaf** from Eindhoven presented that city's target group approach to strategic public transport planning. Mr van de Lustgraaf talked about the business case for getting people out of (more expensive) special forms of transport and into regular public transport. He described the pilot project "Bus with a Plus" that offers older passengers extra support through an on-board steward who provides passengers with both assistance and social contact.

While all are welcome to use the bus, it was noted that it might not necessarily serve most commuters well as the Bus with a Plus circles the city centre rather than taking a radial route from the periphery to

the centre of the city as most other bus lines in Eindhoven do.

The findings of the 6-month pilot showed that the potential for change in the target group should be high and that the bus had a small but loyal group of customers who expressed high satisfaction. The steward on board and the social function of the service were highly valued by customers. The co-creation process used to develop the plan for the Bus with a Plus also proved to be a useful marketing and development tool to use with an ageing society as it greatly increases target group satisfaction as well as the image of public transport.

## BUSES, BUILDING AND BUSINESS: PUTTING THE PIECES TOGETHER

(integrated mobility planning)

The three Cities of Eindhoven, Nantes and Southend presented on integrated mobility planning. **René Schepers** from Eindhoven presented on integrated transport corridor planning in Eindhoven. The city's HOV2 project is a bus rapid transit corridor that follows up on the dedicated bus infrastructure built by the city for the Philips magnetic guidance bus. HOV2 is expected to be completed in 2015.

Referred to as the "Brainport" of the Netherlands, Eindhoven places great value on collaboration and learning from others. With this in mind, Mr Schepers presented what Eindhoven had learnt through study visits to its BAPTS partner cities of Nantes and Southend to see what they could learn that would benefit the planning and implementation of the HOV2 project. From Nantes, they learnt how

to integrate bus stops into narrow spaces and how to lower the level of the bus at stops in order to provide level access for passengers. They also saw how a roundabout design that would currently not be allowed in the Netherlands functions fine in France – causing them to reconsider their design guidelines. From Southend, they learnt about using shared space at bus stops and interchanges.

**Lamia Rouleau-Tiraoui** from Nantes Métropole described the integrated planning approach to the creation of a new plan for the Nantes city centre. The plan was created in order to maintain a dynamic city centre, to give more priority to non-motorised modes and public transport, to enhance the quality of urban spaces, and to improve the accessibility to the city centre by public transport, bike and walking.



René Schepers

The plan was based on a set of principles. These are:

- ➔ Put pedestrians and cyclists at the heart of urban projects and street design;
- ➔ Guarantee public space accessibility, comfort and safety for soft modes;





Lamia Rouleau-Tiraoui

- ➡ Organise the share of public spaces by all modes of transport;
- ➡ Ensure the performance of public transport through street design

The plan includes speed moderation and modulation that will allow them to inversely match the speed limit with the intensity of local life. Thus there will be a progressive drop in

## MY TRAIN IS AT THE BIKE STATION

(multimodality and interoperability)



Ingeborg Grau

The Cities of Bielefeld, Darlington and Liège presented their experiences with multimodality and interoperability. **Ingeborg Grau** from the

speed leading to traffic calmed areas.

**Paul Mathieson** of the City of Southend-on-Sea spoke about modelling evidence for public transport investment and the business case for public transport in the context of the redevelopment of Victoria Gateway Square in Southend and South Essex Rapid Transit (SERT), a bus rapid transit project currently being planned for the South Essex region.

Mr Mathieson described the three-part multi-modal modelling framework used in Southend consisting of:

- ➡ A highway model
- ➡ A public transport model
- ➡ A demand model

Following the presentations, conference participants were taken on a tour of the BAPTS cities and regions, which included a showcase of initiatives undertaken in the BAPTS cities

and regions. Participants were divided into groups for a whirlwind “bus tour” of the nine BAPTS cities and regions, with a three-minute stop in each city to hear from each partner’s representative and see images or



Paul Mathieson

concrete samples showing what measures had been undertaken.

hubs. Darlington’s main train station was part of a national station travel plan pilot project sponsored by the Association of Train Operating Companies. A travel plan for the station identified the need for secure cycle parking that would help to encourage greater use of cycling as a part of a longer journey by public transport. Through lessons learnt from other BAPTS partners, Darlington decided it was important to add that the cycle parking should be operated by smart cards. The biggest challenge came in that the design of the cycle parking had to be in keeping with the historic design of the station. The railings of the cycle parking had to be custom built to match the existing metal work.

City of Bielefeld described that city’s tram planning process. Bielefeld currently has four tram lines carrying 28 million passengers per year. The new plan, entitled **Stadtbahn 2030**, was enabled by the BAPTS project and allowed Bielefeld to take a critical look at its current tram system and to make plans for the future – while considering its integration into the urban (and suburban) setting. The evaluation of the possible future system was carried out with expert input from the BAPTS partners.

**Louise Neale** described Darlington’s smart card operated cycle parking which was implemented to improve access to and from public transport

**Marie Claire Schmitz** presented Liège’s project on connecting long-distance travel with urban transport. In addition to Liège’s planned new tram lines, it has also developed a connection between long-distance travel and local travel through the creation of the Bicycle Point at the Liège-Guillemins train station (the

main station in Liège with fast trains to Brussels and international connections to Germany). The Bike Point is the place for all bike information and services, including long-, medium- and short-term bike rental, bike repairs (also do-it-yourself), maps and information, tours and secure bike parking.



Marie Claire Schmitz

## THE NEXT TRAM? LET ME CHECK MY MOBILE

(intelligent transport systems)

The final presentation by BAPTS partners came from Lille Métropole and the Frankfurt region (RMV). It addressed intelligent transport systems that have been implemented in Lille and the Frankfurt area.

**Aurélie Verley** of Lille Métropole described the real-time passenger information and infotainment at bus stops in Lille. Ms Verley noted that Lille Métropole is an agglomeration of 85 municipalities. She described the system of underground, trams, bus rapid transit and urban and sub-

urban buses that currently exist in the Lille region and the types of information currently available.

The second generation of real-time information provision in Lille was developed as part of the BAPTS project. The innovations implemented were in:

- ➡ batteries: the first generation of terminals has batteries that need to be changed every 6 months; the new ones have batteries that are charged during the night on the public lighting
- ➡ the number of bus lines displayed at a time
- ➡ the size of the fonts and a sound function in order to comply with French law for disabled persons
- ➡ solar powered terminals

In early 2012, information will also be available to smart phones (QR code, NFC tag) with global positioning and other information (tramway real-time information, number of bicycles available, etc.). The decision on this technology was made thanks to exchanges with BAPTS partners on these issues, especially with RMV who developed this offer.



Aurélie Verley

**Gisela Gräfin von Schlieffen** and **Markus Huber** of RMV described the infotainment project undertaken at RMV as well as its mobile phone portal. They described RMV’s local context, which includes 156 companies providing public transport, 43 regional rail lines, 15,000 stops (including 400 train stations) and 780 bus lines.

They described RMV’s portal allows users to get the information they need when and where they need it. It is an extension of existing platforms ([www.rmv.de](http://www.rmv.de), [wap.rmv.de](http://wap.rmv.de)) that provides RMV services (information, booking, payment) and apps for the mobile Internet on multiple types of mobile devices. The location-based services provide easy access to real-time information (even in the outskirts) and also integrate information for the disabled.

The results of the mobile phone portal project include:

- ➡ more than 7,500 accesses per day (as of August 2011)
- ➡ the development and integration of new services





Gisela Gräfin von Schlieffen

- ➔ direct client interaction
- ➔ the integration of new technical features
- ➔ the optimisation of user interface for new mobile devices

Ms Gräfin von Schlieffen reported that on-board infotainment systems combined with online connectivity of the vehicles allows for automated real-time information before reaching the next station. Passengers thus have access to current news. The system can also be used in combination with intelligent routing to give passengers on vehicles dynamic information related to the current traffic situation. If there is a disturbance, alternative routing can be offered. Innovative and efficient forms of marketing (e.g. showing content relevant to upcoming stations or points of interest) can be implemented.

Ms Gräfin von Schlieffen summarised that RMV's infotainment system improves customer service, allows the

provision of tourist information and promotes innovation, all of which leads to an improved public image for RMV and for public transport in general.



Markus Huber

## PERSPECTIVES

### PUBLIC TRANSPORT AND PUBLIC SPACE

The afternoon keynote, **Perspectives on Public Transport and Public Space**, was presented by **Henriette Vamberg** of the world renowned Gehl Architects in Copenhagen. She spoke about the three challenges of health, mobility and dwindling fuel resources and showed good and bad examples of public space use from around the world.

She noted that a sense of urgency is needed in order to cause change. One example is Melbourne, Australia, where 90% of the population lives in suburbia. With oil prices rising, this kind of living is becoming more expensive. Similar to the message of Professor Kenworthy earlier in the day, Ms Vamberg notes that the goals of the city are now to make the best use of public transport corridors in order to

change this paradigm and to educate people on the value of density.

Ms Vamberg stated that some cities think they can build a new metro line and then figure out the bike parking and other details afterward. She said this approach has been demonstrated not to work and will only lead to "rape-friendly environments".

She noted that not only do we need to look at the whole trip, but we also need to put public space on the top of our priority list. Public transport, together with walking and cycling, needs to be part of the city, meaning planning them needs to be integrated as well. Indeed, research has shown that up to 30% of people at transport nodes are there for reasons other than



Henriette Vamberg

transport, such as cafes or shops. Cities should give cycling and walking priority at these hubs by, for example, showing walking distances in time in order to encourage more people to use active forms of transportation.



Manfred Pfeiffer, Marcus Bäumer (both IVT Research GmbH, Mannheim) and Prof. Dr. Frank Fichert (University of Applied Sciences, Worms)  
Darmstadtium conference center  
Prof. Dr.-Ing. Petra K. Schäfer (Moderator)  
Bonnie Fenton (BAPTS Project)



# ROUND TABLE DISCUSSION

A round table discussion was conducted on the topic **future-ready public transport: what does it look like and how do we get there from here?**

Participants were:

- ➔ **Dr Jürg Sparmann**, General Manager, Integrated Transport and Mobility Management, Frankfurt Rhine-Main Region (ivm GmbH)
- ➔ **Gregor Moss**, Transport Commissioner, City of Bielefeld (Mr Moss was called away and was unable to participate in the round table discussion)
- ➔ **Joost Helms**, Vice Mayor, City of Eindhoven
- ➔ **Hervé Anvrouin**, Transpole, Lille Métropole
- ➔ **Stuart Murray**, Transport for Greater Manchester and SYNAPTIC cluster representative



Stuart Murray

Professor Schäfer introduced the topic by noting that we will not be able to call our public transport “future-ready” until we can demonstrate that we are taking seriously the challenges of the future. When we have addressed these questions, she said, we will know we are on our way to being future-ready.

The round table discussion was structured into three rounds of questions addressing the three topics of economic problems and cost pressures, demographic change and financing and was followed by a summarising round asking the broad question: how do we get there?

The first round of questions focussed on **economic problems and cost pressures**. The moderator stated that public transport providers across Europe are facing the challenge of a lack of public funding to pay for needed new infrastructure, vehicles, staff costs and maintenance. There is constant pressure to keep costs as low as possible. One solution – or partial solution – that some providers reach for is to increase ticket prices. This creates financial pressure on customers (or would-be customers) who either cannot afford to take public transport or who feel the ticket price is not justified.

To Joost Helms, Professor Schäfer said, “I think we all recognise that financial resources are limited. What is our greatest need? Is there a “best” way to allocate funds? Where should we spend our money?”

Mr Helms stated that due to budget cuts as a result of the economic crisis, governments are forced to broaden their horizons. To continue to boost the use of public transport, we need to do more with less money. In the Netherlands, regional transport by bus is focussed on basic networks and minimum frequencies, even in very remote areas. On the other hand, the focus in the cities is mostly on the transportation of people to and

from the train stations. He feels we should spend most of our budget in densely populated areas on lines which service the needs of people so that ridership will increase. We should use a minimum of the budget on rural areas, and maintain a focus on the needs of population groups who are dependent on public transport such as children and the elderly.

The moderator said to Stuart Murray, “We have heard from Mr Helms about one way to do more with less money (by concentrating on certain areas). You are involved in the EU SYNAPTIC cluster project, bringing together four different EU projects – including BAPTS – to collaborate. In your experience with these projects, have you found ways to be smarter with money, to make it go farther?”

Mr Murray responded that we need to search for transferrable elements and for potential for collaboration. This can mean things like combining forces with other local authorities or combining several issues together and looking for a single solution. It can also mean working with the private sector.

The moderator noted to Dr Sparmann that this round table discussion is called the future of public transport and then asked him if he thought that was the right question or if it’s possible that we need a broader focus.

Dr Sparmann replied that indeed the cost of public transport and its financing must be seen in a larger context, namely that of ensuring sustainable mobility. That, in turn, leads to the



Hervé Anvrouin

questions: What all does ensuring mobility include? What does it cost to ensure mobility? And how can that be financed? According to Dr Sparmann, along with public transport and the car, ensuring mobility also includes rental cars, car sharing and shared bike systems (also in connection to electro-mobility) and the encouragement of ride sharing. Financing would be covered in part by the community as a whole and in part based on use. A sort of basic service would be ensured by the community, particularly infrastructure. Financing would be either through taxes or – better – through a dedicated fee such in the form of a public transport fee. A service fee (the ticket price) paid by the users could be graduated based on, for example, CO<sub>2</sub> emissions. For automobile traffic, a journey-based fee (a road charge) could apply.

The second round of questions addressed the question of **demographic change**. The moderator noted that there is a lot of talk about our ageing society and what it will mean for our transportation future when baby-boomers are no longer able or willing to drive their own cars. This is, of course, a part of the demographic change we are facing. Other aspects include the multicultural and multilingual nature of our cities as globa-

lisation and international mobility bring different cultures together in our cities. A third aspect is that of urbanisation itself: three quarters of our population are now living in cities and there simply isn’t room for so many personal cars.

Professor Schäfer observed to Mr Murray that it’s no secret that our population is ageing. We’ve been talking a lot about it but it’s not entirely clear that we’re taking concrete action. She asked: Do you think we are properly addressing that fact as we plan our public transport for the future? What do we need to do to ensure that seniors are able to remain mobile? Or perhaps we should ask the question in reverse: what would be the consequences of not having public transport that serves our older population?

Mr Murray responded that indeed 25% of us will be over 65 in the next few years, but there are in fact three “generations” of old people, each with different levels of needs. Services need to be tailored to match that range of needs. Tailored services can enable older people to remain active and allow the community to continue to make the best use of their skills, which is important as their activities often support other generations (through childcare, for example).

He also noted that the “donut” around city centres is often poorly served with only radial routes into the centres of cities. Such service provides well for those who are going into the city centre for work purposes but less well for those whose needs are not in the centre.

Mr Murray also noted that we need to consider the economic implications of older people’s inability to

contribute to society. There is a lot of equity in the skills and knowledge of older people that could be lost if their mobility is hindered.

The moderator noted to Mr Anvrouin that a lot is said about our ageing population, but changing demographics are also something that most European cities need to consider as more and more migration takes place both within Europe and from outside the EU. She asked him what public transport providers need to take into account as our cities become more multicultural and multilingual and how we can do this.

Mr Anvrouin responded by noting that 10% of people born in France cannot read French, which provides a huge challenge. Many cannot read the “codes” associated with public transport, making it very difficult for them to use it effectively. Thus, he noted, we need to focus on simplicity – making the system simple to use and simple to explain. We should ask ourselves when designing public transport services “Is it still simple or did I go too far?” Also our staff must be well trained and helpful. He added that this is a challenge that requires a lot of dedication.



Joost Helms





Jörg Sparmann

The third round of questions focussed on **attracting and keeping customers**. The moderator stated that if we want public transport to be a transport mode of choice rather than the one taken by those who have no choice, we need to meet the high expectations of those who are accustomed to having their own vehicle at their disposal. This means making public transport attractive, comfortable, and easy to use, with frequent service, clear, accurate, understandable information, Internet hot spots, and easy access to intermodal options. This level of service needs to be provided and people need to be made aware of its existence in order to overcome the mental barriers that many have toward public transport.

The moderator noted to Joost Helms that public transport is, of course, nothing without the public. She asked him if he thought we are doing a good job of attracting and keeping customers or if we need to re-think our marketing strategies.

Mr Helms stated that our problem is that we mistake advertising for marketing. We first need a good product, then to determine who the target audience is and then to figure out how

to reach them and sell the product to them. For example, young people would be attracted by free wifi on the bus. We need to focus on the needs of people who aren't using public transport (as well as those who are) but we shouldn't "bet on one horse". He said that, if not cultivated as a valuable target audience, students are public transport "non-users of the future".

Professor Schäfer asked Mr Anvoin if he has any concrete examples from Lille of „high-quality service“ and what makes it so.

Mr Anvoin described Lille's new night line bus from the city centre to student area. He said it had a steward on board trained to deal with all kinds of "night behaviours" and that the last customer on the bus is driven home.

The moderator noted to Dr Sparmann that Mr Murray spoke in the first round about the need for collaboration. She asked if Dr Sparmann could give some examples of the kind of collaboration needed to attract and keep new customers. She also asked him to be concrete about how they could be implemented.

Dr Sparmann replied that we need to market the services of all mobility, not just of public transport. The role of public transport must be seen more in the larger context of ensured mobility. The still-strong "either-or" attitude must be replaced with a "both-and" attitude. Through this, multimodality must be strongly encouraged. It's important that the existing barriers are removed. That means the process of information – booking – payment must be simplified and speeded up.

Public transport providers should go to schools and companies and ask what their needs are. These are also good

places to develop customer loyalty through school and workplace mobility management plans. School children can get used to buses and trains at an early age and employers can help their employee to look at alternatives to the private car both for the journey to work and for business travel, for example by reconsidering the provision of free parking or by introducing "job tickets" (employee public transport passes subsidised by employers).

In the final round, the moderator asked each participant in turn **how they see it happening** and what they see as the **key steps** needed to make European public transport systems future-ready.

Stuart Murray stated that we need to "stand on the shoulders of giants". In other words, we need to use all of the existing knowledge and information available to build on what has already been done. This includes information, ticketing, interchanges and the range of services provided.

Hervé Anvoin noted that we are in a paradoxical situation in that we have to keep things simple while at the same time, the system is becoming more complex and there is more information and more ways of providing it.

Joost Helms spoke directly to the BAPTS partners, encouraging them to "act as ambassadors sharing your knowledge". He also said it was important to build a bridge between property tax and public transport.

Jörg Sparmann stated that we have to concentrate on the basics that public transport can provide. We must provide excellent current information and keep young people on public transport as they age: We must also find long-term financial security for public transport. It is, he noted, complex and multi-dimensional.



Lorraine Hernon and Markus Huber (BAPTS Project)  
Andrew Meddle and Graeme Newman (BAPTS Project)  
Prof. Jeff Kenworthy (Curtin University, Australia, visiting professor at Goethe University, Frankfurt) and Siegfried Rupprecht (Rupprecht Consult GmbH, Cologne)  
Rafael Urbanczyk (BAPTS Project)



# VIRTUAL BUS TOUR

Conference participants were invited on a “virtual bus tour” as part of the conference. Attendees were divided into tour groups and were taken on a short guided tour of the nine BAPTS cities and regions. At each “bus stop” visitors were shown highlights of the many initiatives undertaken by the BAPTS partners during the course of the project, including demonstrations, videos and hands-on displays.



DUBLIN



DARLINGTON



BIELEFELD



SOUTHEND



FRANKFURT (RMV)



EINDHOVEN



NANTES



LILLE



LIÈGE





# PHILEAS MAGNETIC GUIDANCE BUS

Participants had also been invited on a “real” tour of Darmstadt in an 18-metre Phileas magnetic guidance bus from the City of Eindhoven. Unfortunately due to a minor accident, the tour had to be cancelled at the last minute despite valiant efforts by the team from Eindhoven to make the necessary repairs. But just seeing the bus was impressive and a walking tour of the city was offered instead under a beautiful late-summer blue sky.



## RMV VISIT

30 SEPTEMBER 2011

The day after the conference, BAPTS partners and guests received a tour of some of the RMV facilities in the City of Offenbach (across the Main River from Frankfurt) as well as presentations on two of RMV's latest projects in intelligent transport systems. The group were greeted at Offenbach City Hall by a representative of City Councillor Birgit Simon and then learnt about and experienced:

- ➡ RMV's mobile phone ticketing project
- ➡ RMV Mobility Centre in Offenbach
- ➡ The eMobil RheinMain project



Markus Huber from RMV made a presentation to the BAPTS partners and guests on RMV's **mobile phone ticketing project**. It takes just three clicks to purchase a ticket, the best price is calculated for you (including short-distance trips) and saving “favourites” allows you to book tickets even more quickly for pre-defined journeys.

By using mobile phones that support Near Field Communication (NFC mobiles) and con-tags (contact points located at many stops and stations), purchase goes even more quickly, and if you use a mobile phone ticket with a smart phone, you can also access the relevant schedules and travel information.

Mr Huber noted that it is currently only possible to purchase single tickets, day tickets and adult group day tickets through the mobile phone ticketing project. Deutsche Bahn fare reductions, tickets that cross over tariff zones, and children's tickets are not yet accessible through mobile phone ticketing. Likewise, better security on mobile phones is needed before they can be used for monthly or annual public transport passes, but

feedback received by RMV indicates that customers would like to be able to use their mobile phones for the full range of tickets.

For the period 2011 – 2015, RMV is working on making its con-tags able to interact with the Deutsche Bahn's touch and travel technology.

Mr Huber also spoke about the **eMobil RheinMain project**, which enables local citizens to test out electric mobility through short-term rentals at an e-mobility service station. After listening about the programme, BAPTS partners were taken on a tour of the service station to see how the system works and to test ride some of the pedelecs (electric assisted pedal bicycle) for themselves.

Offenbach's eMobil Service Station is located in the heart of the city. Members of the public can rent out one of 15 pedelecs or two e-cars at the self-serve centre. Pedelecs may be borrowed 24 hours a day without pre-reservation for a modest fee on an hourly basis. The bikes are stored in lockers at Offenbach's market square and are accessed through use of a chip card and PIN.

The e-cars are accessible through the same system but must be reserved in advance. Customers receive an itemised bill at the end of the month (and receive a one euro credit for each time they plug their bike in for recharging when they return it to its locker).

For more information (in German): [www.emobil-rheinmain.de/EbikeEbikenutzen.html](http://www.emobil-rheinmain.de/EbikeEbikenutzen.html)

The **RMV Mobility Centre** provides information and ticket sales for all forms of public transport in the Rhine-Main region. The centre is located in the heart of Offenbach and shares its premises with the Offenbach Information and Service Centre which is, among other things, a sales point for tickets for events and performances in the Rhine-Main region. This creates a “one-stop shop” where citizens can buy both tickets to events as well as the public transport tickets to get there. Together with public transport, the Mobility Centre also offers information and advice on car sharing, bike sharing and Offenbach's eMobil services.

For more information: <http://www.rmv.de/en/Fahrkarten/Fahrkartenkaufen/39720/RMV-Mobilitaetszentralen.html>





Rhein-Main-Verkehrsverbund

## Contact:

**Gisela Gräfin von Schlieffen** | Rhein Main Verkehrsverbund GmbH  
phone: +49 (0) 6192 / 2 94 - 425 | [G\\_Schlieffen@rmv.de](mailto:G_Schlieffen@rmv.de)