



**BOOSTING
ADVANCED
PUBLIC
TRANSPORT
SYSTEMS**

BAPTS

High-quality public transport services for Europe



“The BAPTS mission is to implement an integrated package of high-quality public transport systems and services as models for efficient, accessible and sustainable mobility in North-West Europe.”

Public transport is the most rational and sustainable means to access work, learning and leisure for millions of citizens in North-West Europe (NWE) every day. To give public transport a boost is the main ambition of nine regions from six countries of the NWE programme area.

Therefore the project partners are implementing advanced high-quality public transport systems and services for an efficient, accessible and sustainable mobility in North-West Europe:

The BAPTS main fields of activity are:

- Multimodality & Interoperability
- Integrated Mobility Planning
- Marketing & Mobility Awareness
- Intelligent Transport Systems

Clean, accessible and efficient public transport is a precondition for competitive and growing regions. BAPTS helps to make our regions attractive places to live and work, and it addresses important challenges for the future of Europe and worldwide.

The BAPTS main project partners are:

- Stadt Bielefeld (Lead Partner)
- Darlington Borough Council
- Dublin Transportation Office
- Gemeente Eindhoven
- Rhein-Main-Verkehrsverbund GmbH (Frankfurt Region)
- Ville de Liège
- Lille Métropole Communauté Urbaine
- Nantes Métropole Communauté Urbaine
- Southend-on-Sea Borough Council

The 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



1 Multimodal connections and interoperable services

BAPTS partners will jointly develop strategies for increasing the modal shift towards clean and sustainable transport modes. These will be based on innovative multimodal concepts and will include traffic information and management, and application of Intelligent Transport Systems (ITS) for different modes – also for non-motorised users.

Action 1: Joint strategies for modal shift to sustainable modes

BAPTS partners will develop strategies of achieving multimodality and interoperability on an urban scale.

Main Activities:

- Preparing for the reintroduction of the tram in Liège
- Sustainable travel plans and smart card operated cycle parking/cycle hire in Darlington
- Bielefeld and Eindhoven will search for new strategies to convince car drivers to switch to public transport

2 Integrated planning and cooperation of stakeholders

Integrated planning (transport, economy, spatial) with strong participation from stakeholders (including citizens) will be leading to much higher quality of mobility services, more effective public transport corridors and interchanges – and strong local ownership of innovative mobility solutions.

Action 2: Harmonised strategies for transport, economic & spatial planning

BAPTS will develop innovative concepts for a better integration of the main planning areas. This is based on the firm belief that only integrated planning approaches will deliver sustainable results also with respect to the enhancement of public transport systems.

Action 3: Increased effectiveness of public transport systems through stakeholder participation

How to assess in an integrated way the effectiveness of measures to reduce car use, pollution emission or accessibility and coverage of public transport? How to effectively include stakeholder consultation and participation in “area wide” projects? BAPTS aims to find concrete answers.

Main Activities:

- Integrated corridor planning in Eindhoven
- Efficient mobility modelling and planning in Nantes
- Integrated mobility and land use planning in Darlington
- Modelling evidence for public transport investment in Southend
- Planning for rapid transit in South Essex (Southend)
- Integrating town centre mobility in Southend

3 Targeted marketing of clean modes

“Innovation on the ground” must be complemented by “innovation of the mind”:

Action 4: Enhanced effectiveness of public transport systems via target group specific marketing

The most effective concepts of integrated and target group specific mobility marketing with the strongest impact on behavioural change, i.e. shift to sustainable modes, will be identified.

Action 5: Behavioural change for more efficient use of public transport systems

Responding to the growing number of older people, providing accessible “mobility for all”, Mobility Scouts will be key outputs.

Main Activities:

- Adapting actively to demographic changes and providing “mobility for all” in Bielefeld
- Integrated marketing through “Mobility Scouts” in the Greater Frankfurt conurbation
- Improving travel awareness and mobility management in Dublin (as part of the “One Small Step” Programme)

- Target group approach for strategic public transport planning in Eindhoven
- Smart ticketing and marketing of sustainable transport in Darlington
- Public transport mobility solutions for major events in Bielefeld
- Mobility marketing, travel information, and ticketing in Southend

4 Intelligent transport technologies

BAPTS has a strong emphasis on the application of information and communication technologies (or Intelligent Transport Systems; ITS).

Action 6: Innovative integrated ticketing

Main Activities:

- Public transport tickets on mobile phones (SMS) by moBiel in Bielefeld
- Intelligent public transport ticketing and fare system in Nantes
- Dynamic “mobile” transport information (“RMV spaces” portal) in Frankfurt
- Innovative ticketing system and intelligent traffic management of major bus routes in Lille

Action 7: New solutions for improved passenger information

Main Activities:

- Real-time passenger information and infotainment at bus stops in Lille
- On-board infotainment systems in the Greater Frankfurt conurbation

Action 8: Innovative smart card systems

Main Activities:

- Advanced mobility management with the citizen smart card in Eindhoven
- Smart ticketing and marketing of public transport services in Darlington

Action 9: Advanced traffic management systems

Main Activities:

- Providing comprehensive priority to buses in the whole region by systematically linking automatic vehicle location and traffic control systems in Dublin
- Improved travel information and traffic management for major events in Bielefeld

5 Transnational learning and dissemination

Through a substantial programme of common learning, exchange and dissemination, other stakeholders in Europe can benefit from BAPTS.

Action 10: Demonstration site visits, targeted workshops & symposia

BAPTS partners have agreed a programme of joint meetings to exchange their concepts and experiences.

Action 11: Major project events (Launch and mid-term events and Final Conference)

Through BAPTS public events transport professionals and policy makers from other cities can benefit from the results of the project.

Action 12: Staff exchange programme

In a very concrete form of cooperation, BAPTS will exchange their staff to intensify cooperation.

Action 13: Train European professionals for the future

A student exchange programme will involve young transport professionals in BAPTS.



The BAPTS main project partners are:

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