



## Urban Mobility Systems: Regulation Across Modes

### The view of an Operator

Presentation at the Florence School of Regulation, 1<sup>st</sup> European Intermodal Transport Regulation Forum (07.12.2012)

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# Agenda

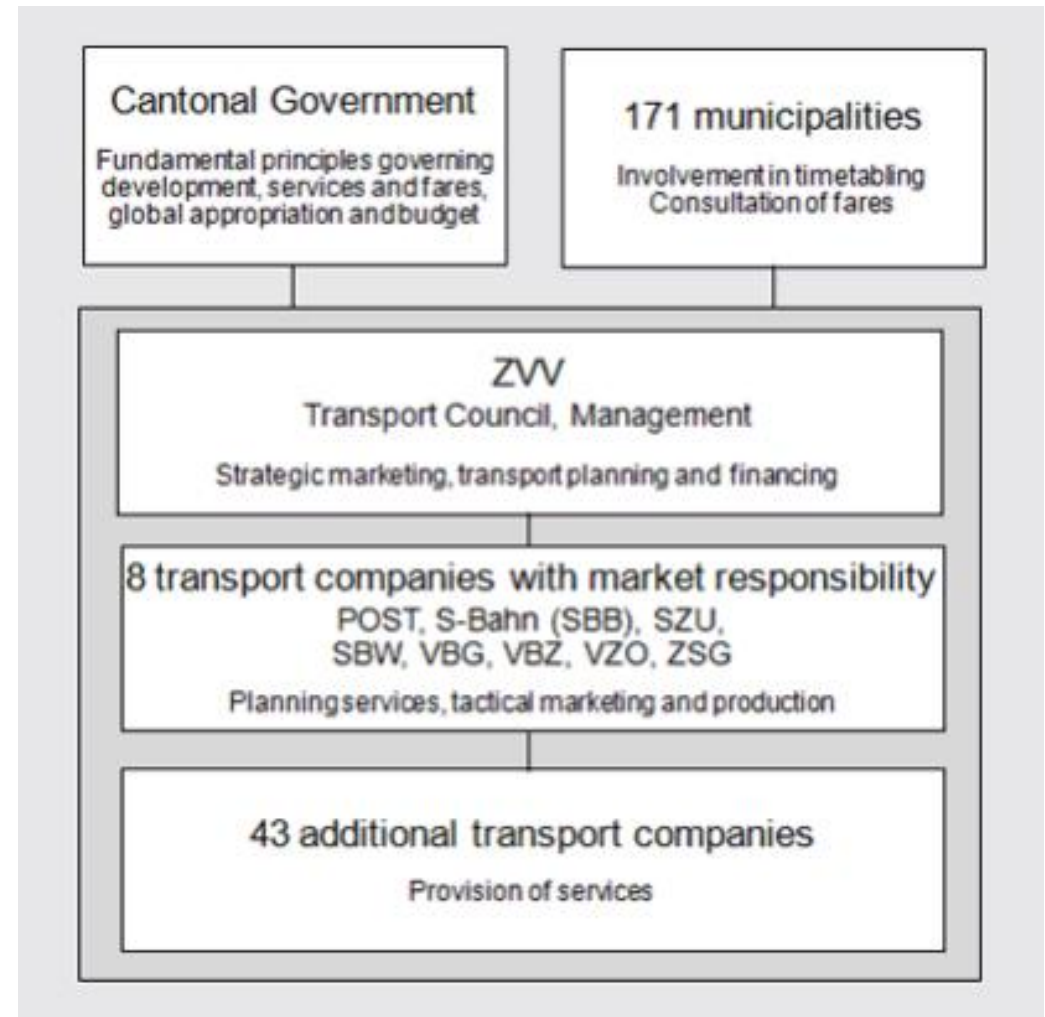
- ① The Zurich Transport Network (ZVV)
- ② Swiss Ticketing
- ③ Conclusions





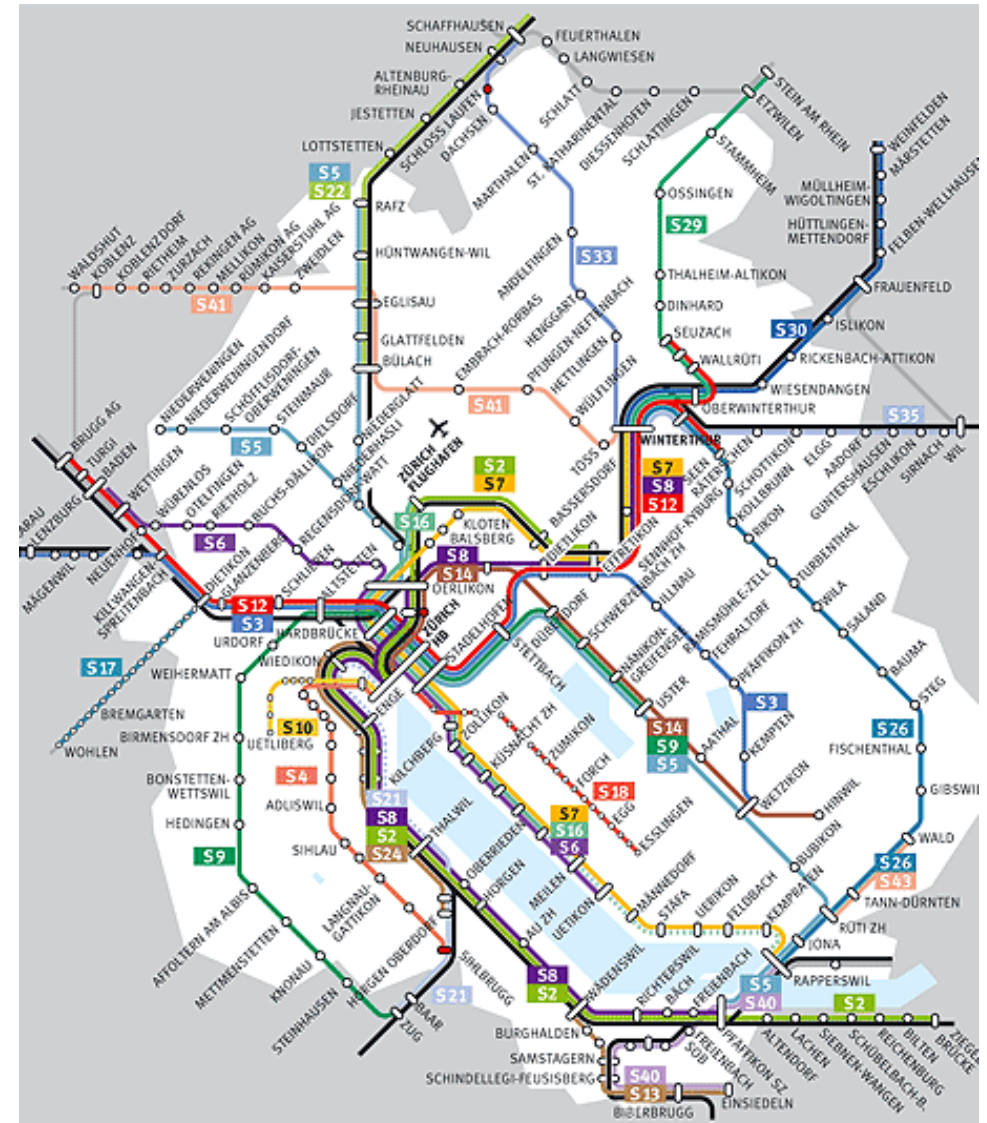
# Keyfigures of the Zurich Transport Network (ZVV)

- Operational: 1990
- Area: 1,840 km<sup>2</sup>
- Population: 1.5 Mio.
- Companies: 51
- Routes: 398
- Stops: 2,719
- Passengers: 590 Mio.
- Total expenditure: 917.6 MCHF
- Cost recovery: 62 %

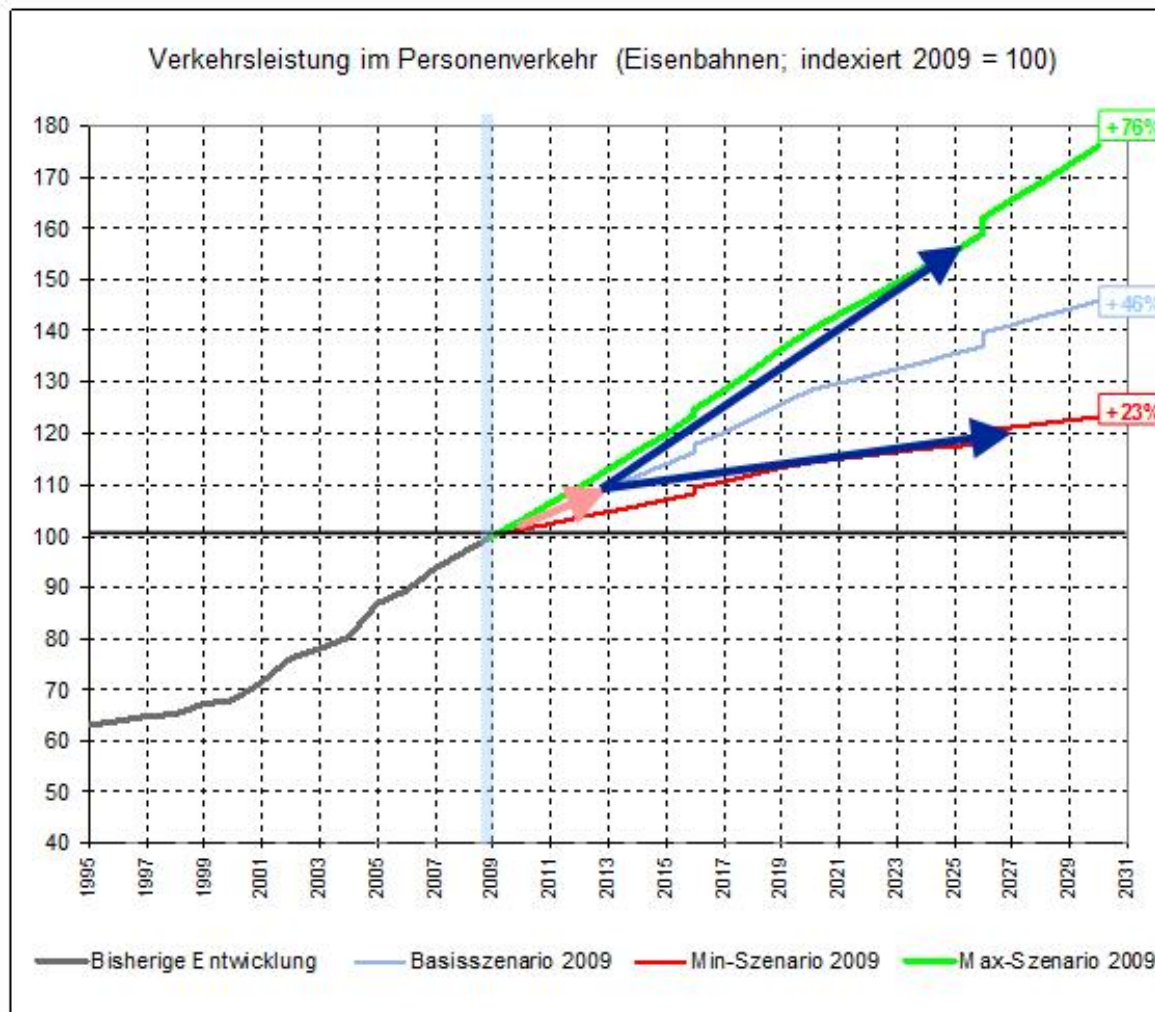


# S-Bahn Zurich – the backbone of the ZVV

- Lines: 14
- Stops: 172
- Passengers: 400.000 (daily)
- Rolling stock: 237 units
- Frequencies
  - Off peak: 30 min
  - Peak time: 15 min
- Importance for SBB Regional
  - 33 % train-km
  - 52 % Pkm



# Growth scenarios for passenger rail services in Switzerland 2009 – 2030



- Scenario max (high growth): 76 %
- Base case (moderate growth): 46 %
- Scenario min (reduced growth): 23 %

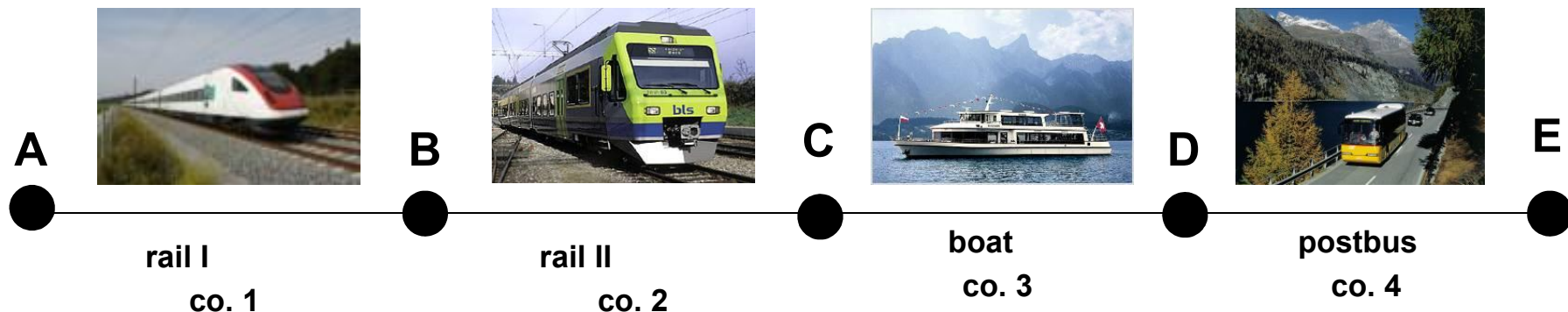
## ZVV: Key success factors

- Interaction with our partners
  - Confidence
  - Mobility from a single source
  - Effective and dynamic cooperation with local authorities
- Close cooperation within SBB
  - Common targets
  - Long-term optimisation of infrastructure capacity
  - Optimisation of overall system





# Swiss Ticketing: A single key for the whole journey

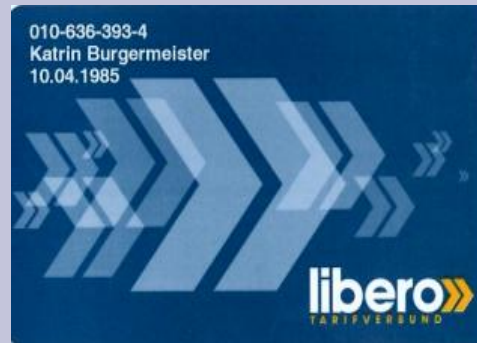


- 1 ticket for 1 journey regardless of the number of companies
  - 52 companies, including SBB, share a common fare system
  - 12,740 stops, including 819 SBB stops
  - Tickets for each company can be bought at any point of sale.

## Strong take-up of travel cards



**430,000**  
**GA travel cards**



**1.3 million**  
**regional & point to**  
**point travel cards**



**2.5 million**  
**half-fare travel cards**

A quarter of the population doesn't care about tickets for (most) of their trips.

2 out of 3 customers are identifiable and thus accessible for personal marketing but also committed to the system.



## Future Ticketing

- Strengthen the key success factors
  - 1 ticket for 1 journey
  - High percentage of travel cards
  - Low entry barriers
- The way forward
  - 2015/16: travel card with a chip
  - 2017/18: increased price discrimination
  - 2018+: “GA for everybody”

# Conclusions

→ Urban public transport requirements

- Challenges
- Problem owners
- Role of regulation

→ One size does not fit all!





○ Seesicht haben in Zürich nur die Privilegierten.



STEIG EIN. KOMM WEITER.

