

# 3<sup>RD</sup> FLORENCE INTERMODAL FORUM

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# WHAT IS EPF?

- Founded in 2002
- Brings together 34 independent public transport users' organisations, mainly voluntary, in 20 countries.
- One of our aims is to encourage spread of good practice.

# THE CHANGING TRANSPORT SYSTEM – NEW PASSENGERS’ NEEDS AND NEW MOBILITY SOLUTIONS

- For many public transport users, the needs are what they have always been –
- A safe, stress-free, efficient journey
- At a reasonable price
- Easy to find, book and use
- Often part of a journey chain
- Information on different options enabling an informed choice.

## *WHAT HAS CHANGED?*

*CHANGES BRING CHALLENGES AND OPPORTUNITIES.*

- New technology: people expect things to be easier and quicker
- Changes in car design and facilities – can public transport compete?
- New inventions – such as folding bikes
- Congestion and pollution
- For some younger people, owning a car is less important than owning the latest gadget.
- More flexible working patterns and hours
- Inclusivity is more important

# MAKE PUBLIC TRANSPORT MORE “INDIVIDUAL”

- Frequent - and going where you want to go
- Interchange must be easy
- Real-time information easy to obtain
- Easy payment – preferably smartcard, network card  
- but keep cash option
- Flexispace for what you may wish to take with you
- Integrate with cars and bicycles

## GOOD PRACTICE – SEAMLESS TRAVEL

- PLUS BUS in the UK combined rail tickets with public transport at the destination
- Similar schemes in German-speaking countries and some others
- Dutch OV-Chipcard
- *SUCH SCHEMES CAN HELP PEOPLE ON THE MOVE, AND PEOPLE WHO MAY BE VISITING A NEW DESTINATION, AS WELL AS REGULAR TRAVELLERS*

# MOBILITY CARDS

- Hannover mobility card enables you to use train, city transport, cycle and car hire, parking and you receive a monthly bill/
- Milan ATM card for public transport, car-parking and car sharing.
- Pilsen multifunctional chipcard in partnership with savings bank
- Bolton bus smartcard also gives reductions in cafes, swimming baths etc.

## *!!! MOBILITY 24/7 !!!*

- “I can’t use public transport because it starts too late or finishes too early”
- But 24-hr service may not be possible....
- A role for taxis, demand-responsive transport, minibuses? – all paid by your mobility card?
- Milan experimented with radio bus
- Some Dresden tram routes served by Taxi/DRT in middle of night.



# *BOOST PASSENGERS' CONFIDENCE!*

- Keep the system as simple and consistent as possible
- Tell customers what they can expect
- “Plus Bus” Brandenburg style - vehicles of a guaranteed quality, at least hourly from 06.00 to 20.00, rail interchange maximum 15 mins, weekend service also, direct routes. In newer vehicles wifi and sockets.
- “Ein Takt, mit dem Sie rechnen koennen”

# EMBRACE THE NEW TECHNOLOGY – BUT DON'T FORGET THE BASICS

- It can be possible to research and plan end-to-end journey electronically
- But it should still be possible to look on a notice, speak to a person, pay in more than one way
- Key principles : EASY FLEXIBLE INCLUSIVE

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

- Thank you for your attention!