

# Eurailspeed

Parallel Session A.3

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- **UITP** (International Association of Public transport)



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# **Towards seamless mobility: Integrating long distance and local transport systems**

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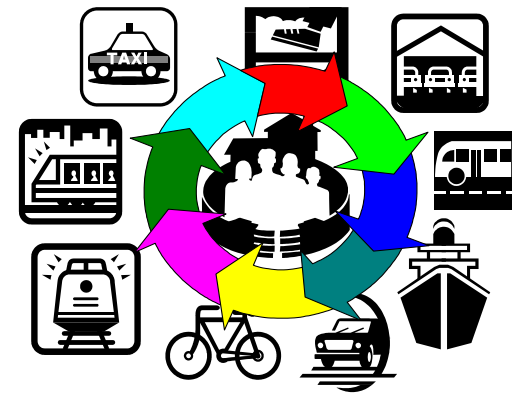
**Better mobility for people worldwide**

# The Need for integration

## Our passengers ...

- use different routes and interchanges
- use different PT modes
- use PT across administrative borders
- use PT produced by different actors

The integration of all these aspects is a difficult work, but passengers expect an easy-to-use door-to-door PT system.



# Interconnecting networks and modes



- Adopting a network approach
- Reducing the number of unnecessary transfers
- Integrating timetables
- Filling in any missing links in the infrastructure
- Providing public transport on demand where needed
- Tacking account of public and private transport services
- Interoperability planning



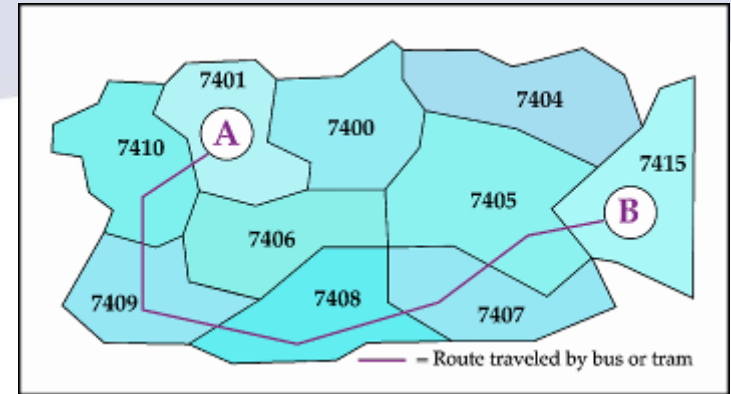
# Enhancing interchange points



- Location: Interchanges between two public transport trips; Interchanges at the beginning or end of the public transport journey.
- Functionality: Transfers should be as smooth as possible: reliable information; distances; single platform; avoid stairs; specific requirements of elderly, children, disabled, tourist; etc.
- Quality: Designed to be pleasant; comfortable and attractive waiting areas; safety and security; shops and public facilities.



# Making ticketing user-friendly

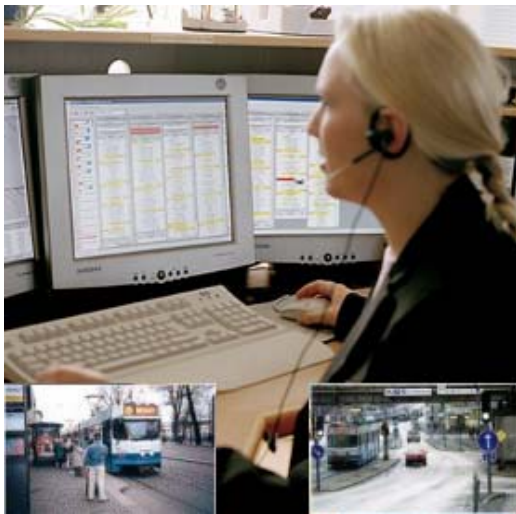


- Harmonizing and integrating fares and ticketing facilitates the use of public transport.
- Fare integration provides an incentive to travel, because PT is much easier to use and more accessible for travellers.
- New technologies can be a great help in fare integration.

# Providing integrated information



- Technology can help to improve the quality of traditional communication tools that remain extremely important nevertheless.
- Branding: Travellers need to be convinced that public transport is an alternative solution, so that public transport has to be branded clearly as a whole. Authorities and operators need to develop strong partnership.
- It is essential to provide door-to-door information: Pre-trip information; Information during the trip; Information at bus stops or interchanges; Post-trip information.

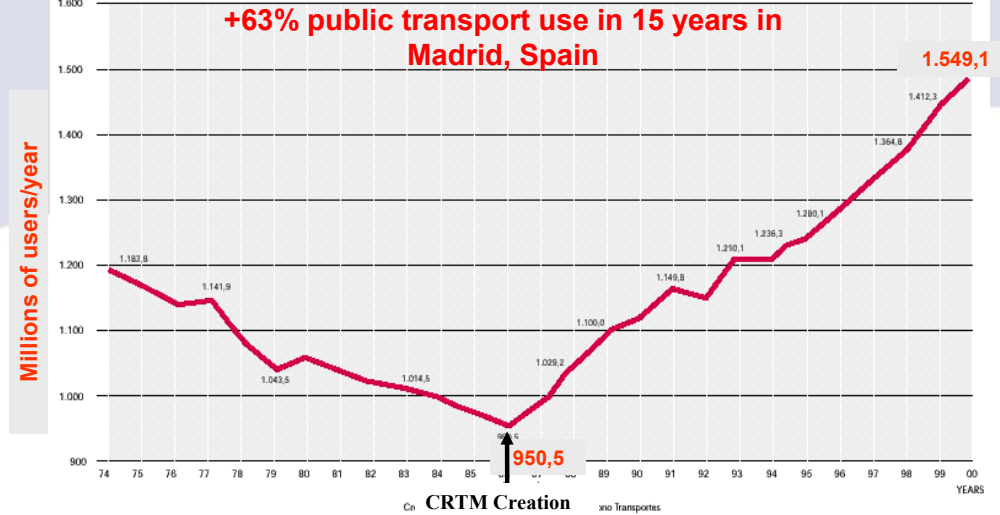


# Turning travel time into an asset



- Travellers should feel at ease in PT systems: heating, air-conditioning, quiet environment, news, music, ..
- The transport service itself should be personalised to people's special needs: quality as first-class journey, type of transport solution bus or train; PT solution adapted to special needs.
- The advantages of public transport must be promoted to provide services that are not accessible for users of private transport modes.

# Building solid and fair partnerships



- Strong agreements: Contracts constitute an efficient tool for integration.
- Investment and operation: Integration costs money, but will be profitable in the long term.
- A strong institutional framework: The organising authority plays a decisive role in integrating public transport.
- An Integrating body directing the policy and funding of integration and coordinating between authorities, operators, infrastructure managers, etc.





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***Thank you for your attention***

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**A One-Stop Approach  
to Mobility:  
The Challenge of Integration**

**Problems  
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Good Practices**

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