Moving in Europe: meeting the challenges of European citizens’ mobility from a civic point of view

Brussels, 18 Dec. 2013

Brigitte Ollier, Director UITP European department
UITP - Connecting the world of public transport

- Global organisation for local public transport covering all modes,
- Members are operators and authorities, the public transport supply and service industry and scientific institutes,
- About 3,400 members in 92 countries,

In Europe UITP has members in 490 cities
Public Transport in Europe  
Headline figures (EU-27)

- Modal share in metropolitan areas: **15%**
- **190 million** daily passenger journeys
- **1.2 million** jobs (operators) and approx. **2 million** jobs in the entire supply chain
- Contributes **1 - 1.2%** of the EU’s GDP
- Annual investment in public transport: approx. **40 billion EUR**

*Source: UITP*
Cities and urban mobility

- Transport is a pillar of all economic, social and culture life in the EU
- 72% of the European population lives in towns and cities
- 85% of Europe's GDP is generated in cities
- One quarter of transport CO2 emissions comes from urban transport
- Up to 70% of other pollutants are due to urban traffic
UITP Strategy for the Sector: 2025 = PTx2

- Doubling the market share of public transport worldwide by 2025 (PTx2).
- Bringing about change by:
  - Setting out a galvanising goal for the sector,
  - Fostering a more supportive policy environment.

Developing high quality public transport
Grow with Public Transport Campaign
High quality public transport

From a customer point of view:
reliable, frequent, good-value, comfortable (throughout the journey), safe, reasonably fast, operated at convenient times, and to be suitable for most core journeys between key traffic generators (including residential areas) and the town / city centre.
High quality public transport

Recommendations:

- Build solid strong political support for integrated transport policy & urban planning
  - Seamless urban transport
  - Integrated travel information and ticketing
  - Clean urban transport
- Seek secure and long-term financing
Three Pillars for a Balanced Traffic System in Urban Areas

- Development of sustainable travel options
- Control of car traffic & parking management
- Integrating Land Use- & PT-planning
UITP & Seamless travel

Efficient public transport complemented by combined mobility services such as Car-Sharing, taxi and cycling =

- A real alternative to the private car
- A key to change citizens travel behaviour
Integrated travel information & ticketing system

• Navigating a seamless journey

The Travel Information Market → enabling third parties to access the available sources

Organise the market(s) first:
1. where can I find it?
2. what is the quality?
3. how can I use it?

Allow access:
• data / information / services
• highest level of integration
• centralised vs. distributed

TIM → a solid foundation for OPEN DATA and innovation
Integrated travel information & ticketing system
• Booking a seamless journey

**Interoperable Fare Management → use your own smart card (phone) during your journey**

After selecting your journey:
1. do bookings, (reservations)
2. make payments
3. distribute the tickets
4. validation, after sales, ...

The different actors:
1. travel information market
2. financial service providers
3. “IFM Alliance” and others
4. operators, agents, ...

**IFM → download local applications + products on compatible media**
Strategies for decarbonising urban mobility

- **Modal shift**, the best carbon reducing strategy
- **Traffic management** and increased commercial speed for collective modes of transport
- **Decarbonising urban public transport**: even further improvement of energy performance of PT, low-carbon fuels for bus systems (biofuels, electrification), operational efficiency gains, energy-efficient infrastructures
- Better link with complementary multimodal transport services
- Multimodal transport information/ticketing
Public transport as the backbone for decarbonised urban mobility

Light rail power supply provides high-performance charging infrastructure for other modes of transport

Source: Müller-Hellmann, VDV
High quality public transport

RELEVANT EU INITIATIVES

Combination of

• Binding legislation
  – regulations
  – directives

• Non-legislative initiatives
  – Communications & recommendations
  – Standardisation
  – Research & development programmes
High quality public transport

RELEVANT EU INITIATIVES
Topics covered:

- Decarbonising urban mobility
- European wide travel information and ticketing scheme
- Urban mobility package
- Air quality directives
- Legal framework for the award of public service contracts
- Passenger rights
- Pricing of mobility
- Technical legislation (f.ex. vehicle standards)
- .....
Thank you for your attention

Brigitte Ollier
European department Director