

The Alliance between Public Transport and Alternative Modes: a Way Forward

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UITP

Combined Mobility : Background



Los Angeles



Cairo



Urban Sprawl, congestion, pollution, lack of space..

Combined Mobility : Background

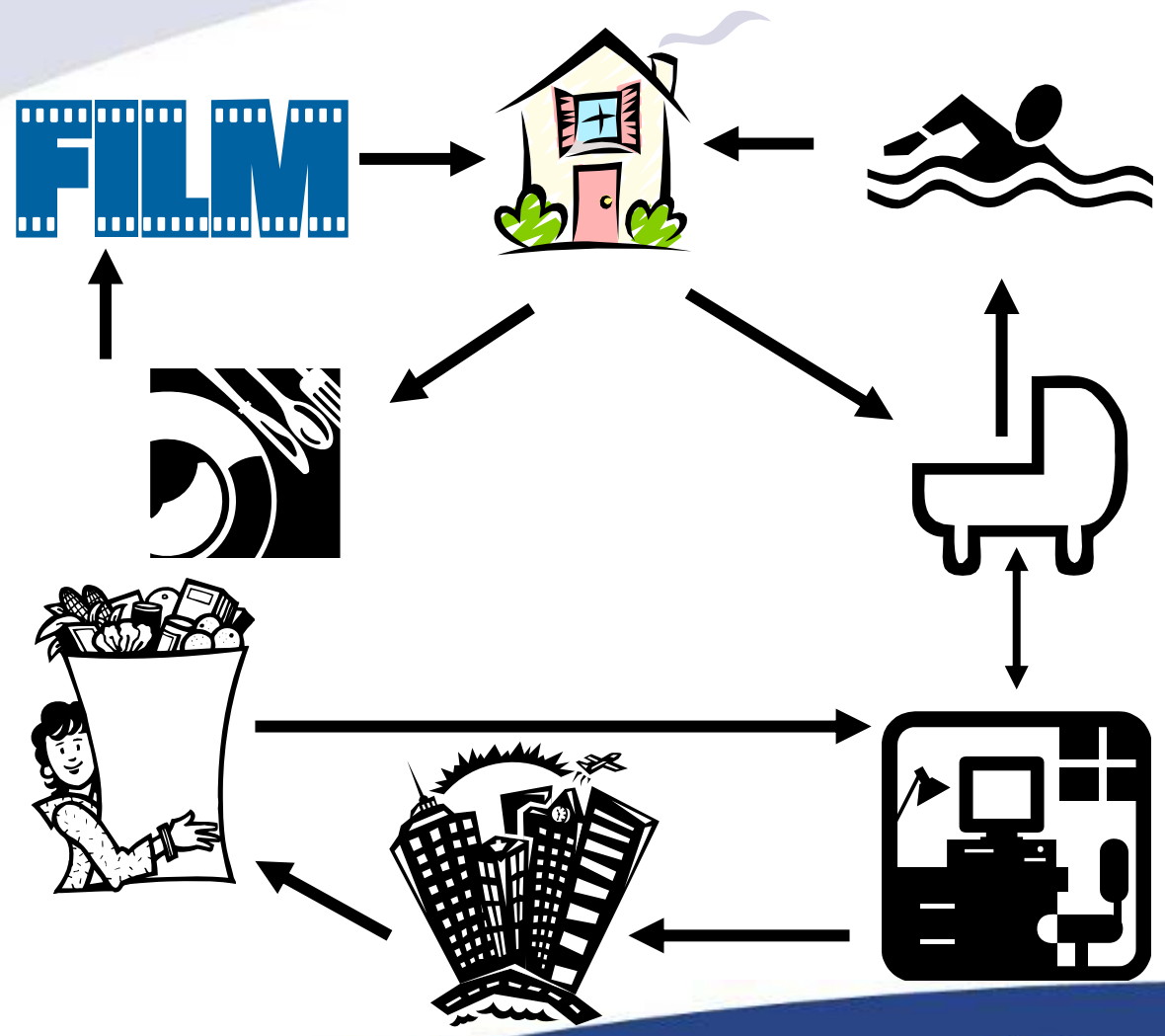


Successful cities rely on effective and efficient public transport



Combined Mobility: Background

BUT:
Ever more
complex
mobility
needs..



UITP & Combined Mobility

Combined Mobility is the answer!

Modern mobility = flexibility + convenience

Public transport +

Car-sharing

Taxis and shared taxis

Bicycle and bike-sharing

Car-pooling

Etc.



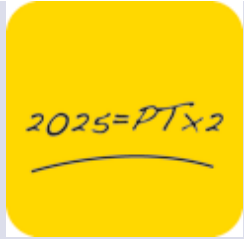
UITP & Combined Mobility



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**





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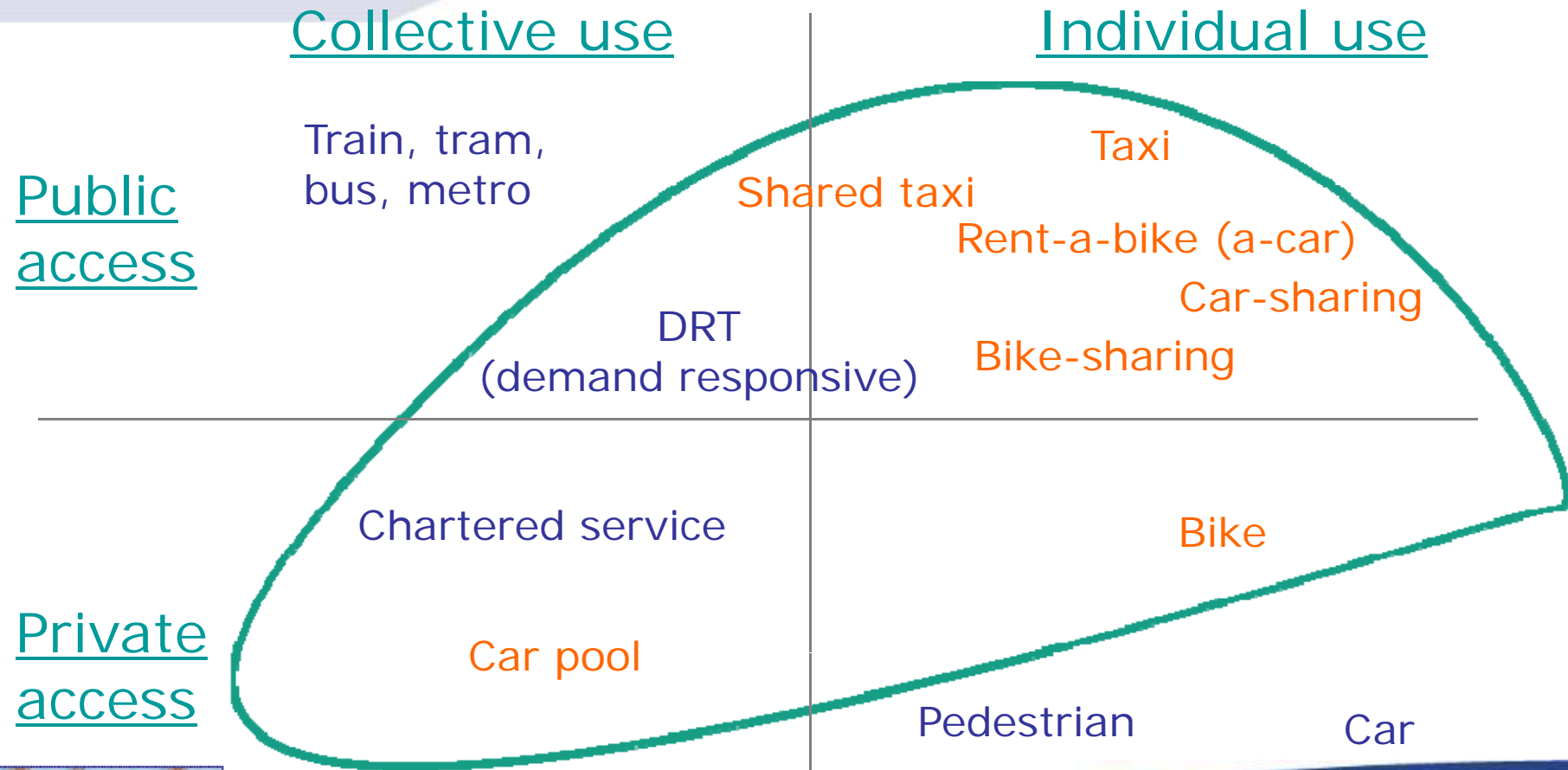
The strategy recommends:

Deliver Life Style Services!

- Respond to customer's needs and new life style
- **Become a true mobility provider, develop intermodal strategic alliances with Car-Sharing, taxis, the bicycle world, ...**
- Provide integrated services
- Improve image and brand
- Elaborate marketing strategies



UITP Combined Mobility Platform



Combined Mobility Platform scope



What is combined Mobility: Car-Sharing



What is combined Mobility :Bicycle & bike-sharing



CycloTEC, Wallonia, Belgium



Vélo Magg, Montpellier



Amsterdam



Berlin



What is combined Mobility: Taxi & Shared Taxi – Car-pooling



Benefits - Why should public transport engage with combined mobility services?

- **Complement the mobility chain**
- **Enlarge your service portfolio**
- **Change citizen's travel behaviour**
- **Meet lifestyle needs of new generations**
- **Extend catchment area of public transport/ first+last mile issue**
- **Give public transport a fresher image**
- **Get new customers**



Public transport & cycling

Common ground & synergies

Integrated & strategic urban planning

- close to PT stations
- Intermodality
- Coordination of the networks



Montpellier and The Hague

Public transport & cycling

Common ground & synergies

Common communication

- Integration of bicycle facilities into the signalling in stations and at stops
- Info on PT printed timetables/maps
- Info on travel planners
- Joint advertising campaigns
- Co-Branding



Public transport & cycling

Common ground & synergies

Adaptation of existing services



- Pathways
- Station design
(Bike repair stores, bike cleaning..)
- Integrated ticketing system with bike sharing
- Accessibility



Public transport & cycling

Common ground & synergies

Operational issues

- Bikes on vehicles
- Access to reserved lanes



Benefits of well coordinating cycling and public transport

Cliché : bike services can harm the public transport business (by attracting its customers)

Wrong

If well managed the bike service will:

- increase customer fidelity to a combined mobility offer through integrated pricing, ticketing and marketing
- contributes to a fresher and healthier image
- complete the PT offer in time (24/7 service) and space (where the PT offer is low)
- attract new customers (students, young people, car drivers switching to e-bikes etc)
- increase the catchment area of stations



UTP

Conclusion: support of an integrated approach

Coordination is mutually beneficial

Same aim:

Encourage
**sustainable
mobility** for a
better life in
better cities!

