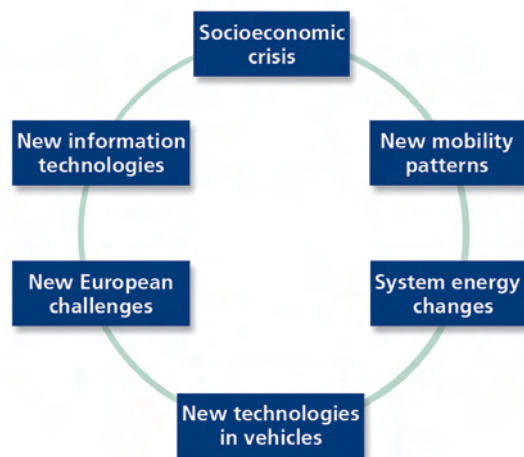


News from the cities

• New Mobility Master Plan for the Barcelona Metropolitan Region

ATM Barcelona is acknowledged to be one of the pioneering European public transport authorities in the field of developing integrated sustainable mobility plans at metropolitan scale. After the plan implemented for the 2007-2012 period (see EMTA News nr. 30, October 2007), the Board of Directors of ATM recently adopted the 2013-2018 Mobility Master Plan (pdM) for the Barcelona Metropolitan Region.

As in many countries and regions across Europe, mobility patterns have changed substantially over the past years and challenges are now different to the ones faced in the past decade. This new and faster changing scenario is duly taken into account by pdM 2013-2018, which has been shaped as a planning tool allowing permanently adaptative strategies.



Smartly moving towards a smart region

Mobility in the Barcelona Metropolitan Region has changed because of the economical crisis but also due to the increase of environmental awareness and the boom of new IT technologies. Within this framework, pdM 2013-2018 establishes quantitative mobility and environmental targets to be attained at regional scale – which urban mobility plans at municipal level will also have to comply with – and proposes a new approach which highlights research and innovation as methods to cope with the envisaged challenges. It is not that ATM's plan has given up the "classical" action streamlines on urban planning, provision of public transport services or infrastructure development and safety issues; it is that the relative weight of them has changed. Hence, proposals related to new energy and vehicle technologies and the spread of knowledge, information and communication are much more stressed than in the previous 2007-2012 plan.

Sample goals of pdM 2013-2018	units	2012 as observed	2018 target	∅% 2018 /2012
1: To rebalance modal shift in favour of sustainable transport means Modal share of private cars	%	30.30%	27.40%	-9.57%
2: To increase efficiency of transport services Mean occupation of interurban buses	pax-km/ bus-km	14.94	16.05	+7.43%
Mean unit cost of freight transport	€/t-km	1.23	1.17	-4.88%
3: To minimize travel distance Mean travel distance of interurban trips by car	km	18.1	18.0	-0.55%
4: To reduce the external costs of mobility Total external costs of metropolitan mobility	M€/yr	4,079	3,913	-4.07%
5: To reduce energy consumption linked to mobility Mean unit energy consumption in road transport	kwh/ veh-km	0.84	0.78	-7.14%
6: To diminish the contribution of mobility to climate change Total eq CO2 emissions due to metropolitan mobility	103teq CO2/ yr	5,304	4,603	-13,22%
7: To reduce the atmospheric impacts of mobility Total emission of particles <10 µm due to metropolitan mobility	t PM10/yr	1,669	1,285	-23.01%
Total emission of NO2 due to metropolitan mobility	t NO2/yr	5,585	4,780	-14.41%
8: To reduce the number of accidents Amount of fatal casualties on inteurban roads	nr.	40	30	-25.00%

9: To guarantee accessibility to the public transport system Amount of fully accessible railway stations	%	64.0%	92.0%	+43.75%
10: To take advantage of new technologies for mobility management Number of operators providing real-time information to users	nr.	18	74	+311.11%

In short, pdM 2013-2018 fosters broadening the concept of a smart city to that of a smart region in the field of mobility by focusing on specific proposals such as the following:

- > To integrate all mobility services into a new smart e-ticketing system based on the T-Mobilitat contactless card (see EMTA News nr. 50, Spring 2014) so as to make public transport and other services like public bike-sharing more friendly to use. Furthermore, T-Mobilitat will allow payments associated to private mobility such as tolls and parking ;
- > To strengthen the use of variable speed signalisation, dynamic information and digital cameras on metropolitan roads to manage traffic congestion, to reduce accidents and to provide real-time information to drivers ;
- > To efficiently manage new bus dedicated infrastructures by monitoring access to them and by establishing priority for buses at initial/end interfaces with conventional roads or streets. Use of bus dedicated lanes by green cars and trucks will be also considered at periods when the number of buses in operation is low (off-peak hours) ;
- > To develop an integrated P&R and public transport system in which drivers and cyclists can get online information regarding free parking spaces, parking prices, transport public schedules, delays of trains and buses, availability of electric charging stations and other car, motorbike and bike services in a way that helps them to plan their multimodal journeys in advance ;



- > To establish a new information centre on public transport at regional scale in order to provide citizens with reliable real-time information on PT services. The whole fleet of metropolitan buses will be provided with upgraded embarked information and communication systems so as to offer global data allowing trip planning & tracking on a wide variety of devices (on board systems, smart phones, tablets, laptops, etc.) ;
- > To improve social knowledge on mobility issues by fostering benchmarking of good practices and new projects in collaboration with universities and research centres. pdM also proposes the creation of a metropolitan observatory of new mobility technologies by ATM, a place where all institutions and citizens will be able to share their projects in an open way.



Sharing the process – sharing the actions

pdM 2013-2018 actions are to be carried out by different public bodies with different responsibilities on mobility at metropolitan level. All these bodies have been engaged in the diagnosis and proposal definition planning phases in a “sharing process” way to guarantee a successful plan implementation. Other stakeholders like citizen organizations with interests in mobility, consultants, mobility experts, university researchers, entrepreneur associations and trade unions have been also involved.



As a matter of fact, it is after the adoption of pdM 2013-2018 by ATM’s Board of Directors when the plan has started to live. The different stakeholders are now expected to strongly pursue the actions for which they are responsible and to share the facts and findings arising from them. This collaborative work will be crucial to strengthen the plan, to identify additional possible synergies and ultimately to achieve the pdM targets as envisaged. At the end, the Mobility Master Plan for the Barcelona Metropolitan Region is a commitment among public entities, private organizations and citizenship to attain a more sustainable and liveable region.

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● **New metro line M4 opened in Budapest**

The idea of building a new underground public transport line to connect south-western and north-eastern areas of Budapest had already been raised in the 1970s. The first feasibility study of this metro line was created in 1996. Construction started in 2004 with the implementation of a new entrance of a connecting station on metro line M2 at Keleti railway station. A new feasibility study was adopted in 2007 because Hungary proposed EU co-funding for the construction of metro line M4. The European Commission decided to co-fund the construction in the autumn of 2009. The actual implementation of the metro line started finally in 2006 with the laying of the foundation stone and lasted until 2014. At the time of the start of construction completion was planned in 2009.

In May 2006 the construction of the first station-box commenced. Tunnel boring started in spring 2007 and lasted until summer 2010. The box-structures of all stations were completed by the end of 2011. At the end of 2012, the prototype vehicle was delivered and in September 2013 the last train-set arrived in Budapest. In October 2013 the commissioning tests of the trains (operation without passengers) began along the line. The operation testing observed by the Hungarian National Transport Authority lasted from January until March 2014. On 28 March 2014 the new line was inaugurated by Prime Minister Viktor Orbán and Budapest Mayor István Tarlós.

The new metro service runs between Keleti railway station (Pest side) and Kelenföld railway station (Buda side) on 6.7-kilometre-long tracks in 13 minutes, crossing underneath the river Danube. Similarly to the other metro lines, M4 will run every 2-3 minutes during peak hours, while during the day every 5 minutes and in late evenings every 10 minutes.

BKK Centre for Budapest Transport had reviewed the feedback contribution of approximately 7,500 users, which arrived during the public consultation process concerning the modification of the surface transport network in connection with the launch of the city’s new state-of-the-art driverless metro line. In addition to future customers, the affected districts’ mayors and several civil associations also expressed their views during the consultation process.

Starting on 29 March 2014 in connection with the inauguration of M4, the Municipality of Budapest and BKK implemented one of the largest surface traffic network reorganisations of the past decades, directly affecting hundreds of thousands of daily regular travel patterns, 10 districts as well as the metropolitan area towns of Budaörs and Törökbálint. In these areas, passengers experienced a high level of schedule changes on 40 bus lines, five tram lines and three trolleybus lines.

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● **First rail tendering in Finland**

HSL (Helsinki Region Transport Authority) will start the opening of Finnish passenger rail market by tendering the contract for local trains starting 2018.

Although the incumbent VR (Finnish State Railways) still has a monopoly position in Finland, the conditions for a successful first tendering exist. Finland has separated the rail network manager and the railway operator already in 1995, and the rolling stock company JKOY was founded in 2004 to provide the new trains for tendered services. HSL is the competent authority within the Helsinki capital region, and it has the opportunity to open tendering after the current direct award contract with VR ends.

HSL is a regional authority responsible for a multi-modal integrated public transport system. The local trains carry 55 million passengers over 6 million train kilometers annually. The trains provide about 20 % of the transport services on offer, combining with buses, metro, trams and ferry service to form a high-quality system. The Helsinki region will continue the strategic development of all rail-based modes.

In 2015 a new loop link will connect the Helsinki international airport with the local rail network. Future projects include a western extension of the urban double track line and the ambitious tunnel loop under the Helsinki City center called “The Raindrop”. The project would relieve the rail congestion at the approach to the Helsinki main terminus and improve passenger access to the core city and interchanges to other modes with three new stations. Due to the scale and complexity, The Raindrop is tentatively scheduled to open 2024.

The continuing improvement of the transport system requires efficient, reliable and flexible local train operations. HSL wants to establish a partnership with a rail operator focused on the specific needs and conditions of the urban rail services, capable of maintaining high quality and growth of ridership. The operator will get to use a modern EMU fleet, as at least 54 FLIRT trains will be delivered by Stadler before the start of the new contract. First

trains of that series have been used since 2010 and received positive feedback from passengers and operating staff. HSL is leasing the new trains from the rolling stock company and assigning them to the contracted operator, who should also take responsibility for train maintenance.



The Helsinki Sm5 FLIRT is 75m long EMU train unit with 4 sections and 6 low-floor entrances. The passenger capacity is 260 seated, 380 total. The top speed is 160 km/h, and the train has a high rate of recovery both for driving and heating energy, making it suitable for the Finnish conditions.

The preparations for tendering are ongoing, including at this stage dialogue with potential operators, other tendering authorities in Europe and various experts in the field. The Finnish government authorities at the network manager LiVi, railway safety agency Trafi and the independent rail market regulator are committed to promoting fair and transparent conditions for market access, which is a requirement for HSL to achieve a successful tendering result.

The final decision to start the procurement process will be made at the start of 2015, followed by a two-stage tendering procedure and decision on the winner to be made before the end of 2016. The transitional period for the new contract should then be long enough to allow the operations to begin either in January or in June 2018. The challenging winter conditions in Finland would make starting in the summertime a safer option.

The new contract will be gross cost based with significant quality incentives. As the level of service offer, timetable structure and rolling stock will be pre-determined by the authority, the operator can focus on the delivery of reliable and punctual services with well-maintained clean trains to achieve a high customer satisfaction and growing ridership. In a highly integrated multi-modal transport system, where the ticketing and fares are completely controlled by HSL, the operator could not assume the full responsibility needed for a net cost or concession-type contract.

The contract period would likely be 10 years, including flexible options to manage the network changes, and depend on the fulfillment of quality targets promised by the winning bidder. The train contract could also include a bundle of integrated feeder bus lines, if this is found to be an attractive option for the potential operators.

The future of rail competition in Finland is still undecided, and the results of the first tendering will be crucial for the policymakers. Open access to the Finnish rail network for passenger services is effectively blocked until 2024 with an exclusive rights contract granted to VR by the Ministry of Transport, but it does not cover subsidized PSO services organized by competent authorities. While the HSL local trains contract is by far the biggest rail service contract in Finland, there are possibilities for future

tendering in regional train services for the wider commuting area around Helsinki and potential new regional services around Tampere. There are also planned light rail projects in Helsinki, Tampere and Turku, where different models of tendered contracts will be considered.

HSL will keep looking for useful new contacts, tendering expertise and dialogue with potential bidders until the end of 2014. Anyone interested in the rail tendering in Finland is welcome to visit us or contact the writer directly.

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Contract manager services Helsinki Regional Transport Authority HSL.

- **The importance of Corporate Social Responsibility for Transportation Authorities: the case of the Regional Transport Consortium of Madrid**

The Corporate Social Responsibility of the Regional Transport Consortium of Madrid (CRTM) is aligned with the new social model that requires a satisfying experience of the public transport customer in his daily mobility, to position the user at the intangible values level. The association with the best values perceived by Madrid society: transparency, knowledge, leadership, build community, human and social values, opportunities and safety, are all them the basis for our corporate social responsibility. The Madrid transport system has become an "area of human and social progress."

The collaboration of CRTM with numerous institutions from very varied origin and business activity is the consequence of our efforts to implement a strategy-oriented culture towards Corporate Social Responsibility, by developing different activities under a corporate commitment frame and social in regard with their customers.

A considerable activity increase and relationship with users of public transport system is the result of collaborating with public and private entities, through partnerships and agreements with social institutions such as SOS Children's Villages, Spanish Red Cross, Manos Unidas, Spanish Heart Foundation, Real Madrid Foundation, etc.

The CRTM, in every communication action, has focused on citizens and with a clearly defined goal: "The undisputed protagonist in Madrid Transport System is the user because we bring People together."



Our undertaken dissemination activities and communication with each of these institutions mean a solidarity opportunity for users of public transport in Madrid.

As a result of creation of these partnerships there are several acknowledgements of Consortium activities over recent months, among them:

- > The recognition by Spanish Red Cross for our collaboration and participation in awareness and dissemination in the different campaigns undertaken at Transport System of Madrid ;
- > Special thanks by SOS Children's Villages, with nomination as Builders of Future ;
- > Association Award "Heart's Home - Second Chance" Project.

The CRTM in recent years has lead numerous actions, becoming a part of the DNA from its Corporate Communication Plan, and can be divided into three groups:

- > Social nature activities ;
- > Cultural nature activities ;
- > Leisure activities, Entertainment and Sport.

These actions have meant the involvement of numerous public and private companies with the Transport System, among which we highlight, The Regional Ministry of Culture, Spanish Handball Federation, Excelentia Foundation, Youth Choir of the Madrid Region, Cirque Du Soleil, Mayumana, etc.



In addition to the quality of each of transportation modes, a new added value in mobility behaviour is demanded by the diverse and dynamic society as it is Madrid society. The CRTM has addressed this need by the implementation of numerous actions in the global environment of Transportation System, playing a leading role the five multimodal transport exchangers of Madrid, through which nearly one million people pass every day.

Furthermore, the European Mobility Week deserves particular mention due to the different social and economic agents involvement, encouraging local authorities to introduce and promote sustainable transport measures, inviting their citizens to seek alternatives to the private car. Exhibitions, Green Routes promotion, Seminars and performances at transport interchanges configure much of its contents.

The numerous actions and activities carried out in the Transport System environment have helped to improve customer perception and his viewing on public transport as an institution committed to human and social, educational and environmental values.

The creation of the Public Transport Friends Club as a communication platform between Madrid Transport Consortium and public transport users, has become a well perceived communication channel by the customers as a via to offer an added value in social terms, cultural and economic, an example of public-private partnership for public transport user benefit.

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● Quality standards in Prague Integrated Transport (PID)

PID quality standards are based on recommendations of the European norm EN 13816 and on results of quality surveys and analyses, organized by Prague Transport Authority ROPID for last 15 years. Duality perception by passengers has been surveyed every 2 years – last survey took place in 2013 and provided important feedback. The views of operators and passengers differ. Quality of Transport should be defined from the passenger's point of view, but on the other hand it is necessary to respect current financial possibilities of the transport operators.

Passenger satisfaction survey

Concerning Importance and Satisfaction Analysis, results of the latest survey, carried out in 2013, are following:

- > Quality criteria with highest satisfaction (keep it up):
 - tickets availability
 - connections and interchanges
 - technical state of vehicles
- > Quality criteria with lowest satisfaction (what to focus on):
 - tickets price level
 - crime and vandalism protection

Overall satisfaction rate was 87 %, in comparison with 2011 the satisfaction with public transport prioritization rose the most, the biggest drop concerns ticket price level and service punctuality.

Quality standards

Quality standards are defined for all transport modes, included in PID system (metro, tram, railway, buses, ferries) and for all 17 PID operators. Unitary quality level for all operators is determined, and unified methods for measurement and comparison among operators are prescribed. Standards also form the basis for future tenders (fundamental criteria are the price and quality of service). Standards are included in service contracts between operators and Prague (deputed by ROPID), Central Bohemian region and local municipalities.

Evaluation

There are 2 basic measurement methods – data collection from operators, e.g. timetable performance and "mystery shopping" e.g. information or tidiness. Buses and railway are measured since 2010, ferries since 2011 and metro and trams since 2013. Evaluation is carried out quarterly with the participation of all operators and results are published. Complete versions of oficial documents are made public on ROPID website, so everyone can compare the quality level of operators. The public visibility of the results is a very effective tool for self-control and self-improvement of each operator even without direct tools like penalization.

Required quality

The most important standards are following:

Vehicles

- > Standing and seated passenger ratio (1:1 buses, 2,5:1 trams, metro, 0:1 trains) ;

- > GPS vehicle tracking (buses) ;
- > Information and ticketing system, PID logo, adverts placing rules ;
- > Lighting, heating, ventilation, seat type according to the type of line ;
- > Minimum percentage of low floor vehicles (80 % trains, 40 % public buses, 20 % trams and suburban buses) ;
- > Facilities for visually impaired passengers ;
- > Cleanliness, tidiness (including toilets on trains) ;
- > Vehicle age (tram max. 30, average 20, bus max. 20, average 9, train max. 50, average 25).



Service, staff

- > Timetable performance (99,8 % routes must be performed) ;
- > Capacity compliance (99 % routes must be performed with prescribed capacity) ;
- > On-time performance (75% of departures less delayed than 3 minutes, max. 1 % departures ahead) ;
- > Staff behaviour, dressing compliance (no smoking, ticket sale and control).

Stations, stops

- > Information system, timetables and guidance elements
- > Barrier free accessibility (60 % metro, 50 % trams, 40 % trans) ;
- > Facilities for visually impaired passengers ;
- > Functionality of ticket machines and validators ;
- > Real time info on arrival of the next train (metro).

(in case of railway transport the responsibility is divided between operator and infrastructure manager).

For most of standards the demanded levels are fixed. Fines are applied just for certain unacceptable situations, not for overall non-achievement of demanded level. Standards are not primarily the matter of penalizations but the discussion and effort to be better than others.

Impacts of Quality standards

There is a very positive effect in communication with public and subsidy payers, it's perceived that someone is concerned with quality. Regular dialogue over current quality problems and published results put pressure on operators, because good/poor quality is becoming more visible and motivates them to improve unsatisfactory conditions. This leads to overall quality equalization and improvement of all operators. And if some standards are not effective enough, it is possible to revise the requirements.

Overall PID quality facts (state of 01.04.2014):	metro	train	trams	buses
Percentage of barrier-free vehicles	100 %	85 %	25 %	53 %
Percentage of barrier-free tram stations	63 %	42 %	64 %	N/A
Punctuality (metro 0-60 sec., trans 0-5 min., trams+buses 0-180 sec.)	98 %	97 %	91 %	87 %
Average age of vehicles (years)	7,4	11,6	13,1	8,5
Percentage of traffic lights with priority for trams	N/A	N/A	69 %	30 %

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“Factory of innovations in public transport in Warsaw”



The “Factory of innovations in public transport in Warsaw” project has received funding under the Leonardo da Vinci programme in the amount of EUR 16,144. The main objective of the project is to develop public transport in terms of investments, integration, transport management and its improvement through the establishment of a group of highly skilled professionals who will participate in the management of public transport in Warsaw. The project is a response to the lack of sufficiently qualified staff on the Polish market.

This is the third edition of the project which is a continuation of the project “New quality of services – young personnel as the driving force behind changes in public transport” and “New culture of mobility in Warsaw”. The first one was executed by ZTM in 2009 in cooperation with BVG, a partner from Berlin, and the second one in 2012, with the participation of partners from Vienna – Wiener Linien and Turin – AMMT.

As part of the project seven employees of ZTM will participate in two-week long internships abroad. The internships will take place in Birmingham and Prague which will allow the identification of good practices in the following transport companies: Centro Birmingham and ROPID Praha. Both institutions are credible and reliable partners with whom ZTM has been cooperating for many years in international forum within the EMTA – European Metropolitan Transport Authorities organisation.

Objectives

The main objective of the project is that the participants of internships gain knowledge and skills related to the organisation and functioning of municipal transport systems and their development. Issues analysed within the project will concern, among others, effective management of transport and its image, introduction of innovative technologies and education of passengers.

Detailed objectives of the project include:

- > learning about the stage of planning and implementation of large investments, such as expansion of metro line and investments for the development of transport, taking into account aspects relating to the environmental protection (e.g. construction of bus shelters powered by solar energy) ;

- > getting to know good practices of public transport management in Birmingham and Prague ;
- > opportunity to establish contacts with people involved in the management of public transport in the UK and the Czech Republic for the exchange of sectoral information.



Warsaw defeated 31 European cities participating in this year's edition of the ECC.

European Cycling Challenge 2014 is a campaign launched in May 2012 by the Italian city Bologna. The initiative aims at promoting bike as a means of transport. The popularity of this on-line competition is growing. In 2013, it was attended by 3 000 cyclists, and this year the number grew to 9 000 participants. A year ago, they cycled as many as 313 thousand kilometers, and this year the number reached 1.6 million of "biked" kilometers.

For more information on the campaign, please visit <http://www.europeancyclingchallenge.eu/ecc2014/>

The bike competition took place throughout the month of May. It was open to all citizens moving by bike within the city limits. Only those journeys by bicycle were accepted where the bicycle was used as an alternative to another means of transport (tram, bus, metro, train, etc.) car, motorcycle, etc ...) to and from workplace or school, to the cinema or to shopping. Sport/recreational activities were excluded.

Topics of internships

- > Transportation policy and spatial development ;
- > Prospective planning of transport ;
- > Real-time transport management ;
- > Measurements and testing (methods of data collection, quantitative traffic studies, transport quality testing) ;
- > Cycling paths, urban bike system – concept, location, preparation and implementation of investment ;
- > Construction of new metro line sections – preparation and implementation of investment ;
- > Modernisation of metro in terms of social needs ;
- > Construction and operation of the P+R interchange parking lots ;
- > Transport interchanges – location, preparation of investment, construction and operation.

Results

The project will involve seven employees of ZTM. CENTRO will host four employees, and ROPID three of them.

The results of the project will include: gaining practical knowledge of modern standards of public transport management by the participants, the opportunity to deepen cultural knowledge and broaden foreign language skills, as well as the establishment of contacts with persons responsible for the management of public transport in other European metropolises in order to exchange sectoral information.

Internships will be held in the second quarter of 2014 and will last for two weeks for each participant.

The project is coordinated by Halina Rakowska:
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● Warsaw wins European Cycling Challenge 2014

The capital of Poland has one of the largest public bicycle systems in Europe; new bike routes are constantly being put to use in Warsaw, and the capital's citizens have just won the European Cycling Challenge 2014.



The citizens of Warsaw covered the distance of 295,149.64 km. They were ahead of other Polish city - Łódź - 169,626.82 km, as well as Rome - 167,329.81 km and Bologna - 105,396.85 kilometers.

This result does impress me. In the capital, we are witnessing a real "bike revolution", and the citizens use this means of transport more and more willingly. We shall continue to invest and expand the necessary infrastructure. I have just made the decision to allocate an additional one million zlotys (EUR 250 thousand) to that initiative— says Hanna Gronkiewicz-Waltz, the Mayor of the City of Warsaw.

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● Brussels refreshed ! A vision on mobility in the future

By 2040, today's children will be adults. They will move around, study, work, go out, travel, have children, create companies, take decisions, and face the future all by themselves. By then, the population of Brussels will likely have grown by 25%! So a major challenge for the Brussels-Capital Region is to manage, starting from now, this expected demographic boom and the economic, environmental and sociological consequences that will flow from it.

Since today's dreams will help to form the city of tomorrow, Brussels Mobility, the Regional Public Service of Mobility in Brussels, has launched Mobil2040: an ambitious initiative based on a forward-looking and multidisciplinary study undertaken by two local consultancy firms. Rather than simply seeing a technical challenge or an obstacle to sustainable development in isolation, Mobil2040 invites readers to envisage mobility as a lever for change. The study not only looks at mobility from the viewpoint of transport, but also in terms of a behavioural change, new technologies, urban planning, 'local' facilities, shared public spaces, citizen participation, time considerations and our way of life.

The strength of this holistic approach is its ability to generate a debate and to challenge all generations on the future of urban travel. The project has been the subject of numerous participatory presentations to schools and universities to encourage the creativity of future decision-makers, those who will be in their forties by 2040, but the discussion has also been with transport operators, regional institutions and labour organisations. The vision has been greeted with great enthusiasm which has helped all mobility actors refresh their outlook on how we move about the city. Some of the ideas will also be used in the preparation of the next regional mobility plan, work that will be developed in the next two years.



Avenue Louise in 2040



Brussels Royal (Schaerbeek station) in 2040

The disciplines included in the Mobil2040 initiative are largely transferable to other cities and regions. The hope is that they can inspire other public authorities and transport operators through an interactive blog and thematic reports in French and Dutch and a storytelling brochure available in French, Dutch and English.

www.mobil2040.be

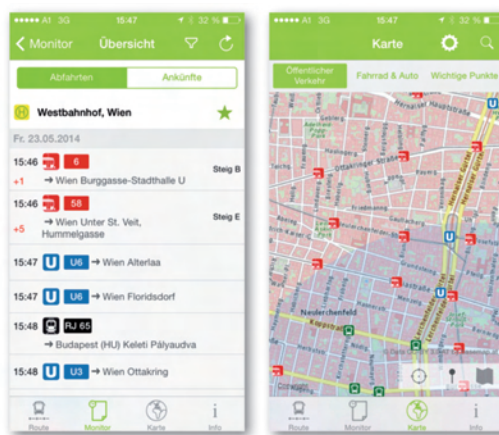
For information: Marianne Thys, Secretary of the Mobility Committee of the Brussels Capital region
E-mail: mthys@sprb.irisnet.be

• The new AnachB | VOR app

How do I get from A to B? When is the next bus or the next train arriving respectively departing? Are there any delays or road works on the route? How do I get in time to my appointment?



Answers to these and more questions are provided live via mobile phone since 1st June. To mark the 30th anniversary the Public Transport Authority Eastern Region (VOR), the new AnachB | VOR app offers on smartphones a multimodal route planner for Vienna, Lower Austria and Burgenland - and all of Austria!



The new app offers customers routes for public transport, cycling, walking on foot as well as combined mobility. Based on the same database, current networks, integration of traffic and parking search time, a realistic travel time comparison is possible for all means of transport. Over 600 park & ride facilities, 450 bike rental stations and over 1,000 stations and parking spaces are integrated for an optimal integration of different transportations throughout Austria.

AnachB | VOR app always uses the latest services of the Traffic Information Austria (VAO), including traffic reports (road works, traffic jams, etc.), the current traffic situation and delays or failures in the field of public transport can be displayed as well as the utilization of rental bike sites (including the number of free bikes and boxes).

The route planner finds not only the best way, but also offers practical additional functions: personal places of departure and routes can be saved as favorites. Moreover: route informations can also be recorded in the calendar on the mobile phone or sent by sms, email or on twitter. Public transport routes in Vienna, Lower Austria, Burgenland and Tyrol are also displayed with the tariff information of the respective transport authority.

The app also provides a geographical map, which allows, among other things, address-accurate routing or selecting an arbitrary

point using the "pin". In the map view can be routed with tap faded stops or important points and these are set as start or destination point. The availability search - mobility radar - shows at a glance the accessibility of public transportations within a radius of max. 20 minutes from any point. An easy to read monitor rounds off the top offer of the new app: Here are all departures and arrivals displayed for each stop.

The new AnachB IVOR app is available for free for Android and iOS!

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- **A new southern gateway to Lyon, thanks to SYTRAL's latest project**



SYTRAL, the Public Transport Authority of the Lyon region, recently opened an extension of the T1 tram line. The new 2.3 km segment now connects the Confluence district to the Gerland district in just 7 minutes.

Four new stations were built to serve the Confluences Museum, the Halle Tony Garnier event venue and two stops near the ENS higher normal school.

The terminal of T1 is now located at Debourg station, in the Gerland district. The new transit point is directly connected to line B of the metro which runs to Gare d'Oullins station and its new multimodal hub in only 4 minutes.

This new infrastructure adds to the TCL transport system's coverage and facilitates multimodal connections.



TCL now offers nearly 60 kilometres of tram lines. More than 292,000 journeys are made every day on the tram lines which have become an essential feature of transport system since they were reintroduced in 2001.



The T1 extension project required the construction of a new bridge which now stands as a sweeping and elegant landmark at the southern tip of the city. The two arches and thin deck stretch over the Rhône River, allowing the tram to quickly connect the two districts.

The flagship element of the project, the Raymond Barre Bridge is the first one in the city reserved for the tram and "soft" modes: pedestrians and cyclists can stop at the belvedere to enjoy a superb view over the river and the new Confluences Museum, scheduled to open at the end of 2015.

This exceptional project was an opportunity for SYTRAL to organise a special event when the deck was installed. On 3 September 2013, some 20,000 people came to watch the spectacular manoeuvre as the 2500 tonne main deck was carried in by barge from the construction site downstream and lowered onto its piles.

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News from Europe

- **Nordic Conference and InformNorden 2014**

From 11-13 of June in Oslo your EMTA secretary witnessed the biannual conference of the Nordic Public Transport 2014 conference bringing together over 350 practitioners, traders, exhibitors and government experts in the Nordic field of transport and traffic. EMTA colleagues from RUTER in Oslo hosted and presented an 2 day conference programme with a wide array of pitches and presentations. The aim of the Nordic Conference is to share innovative solutions, with the purpose to demonstrate good practices brought by smart instruments to develop sustainable transport solutions meeting the challenges in Nordic urban transport and traffic environment.

Lead theme of the conference was New Trends Demanding New Solutions.

By combining the annual conference of Nordic Public Transport directors from the Scandinavian urban transport authorities with the InformNorden congress, bringing together executives IT- and data collection professionals, the organizers aimed to increase the

scope of subjects in lectures, presentations and discussions. The Nordic Public transport cooperation also addresses the ongoing academics issues of common interest, often through ad hoc working groups. The collaboration was confirmed by a new agreement in April 2013 between Helsinki Region Traffic (HSL), Movia, (Denmark), Ruter (Norway) Stockholm County Council, Transport Administration (Sweden) and Strætó (Iceland).

Amongst others they are also responsible for an annual benchmarking instrument since 2001, embodied by the BEST-project (see the next item on this page).

The conference was opened by Bernt Reitan Jenssen, CEO of RUTER Oslo, who stressed the challenge to cater for an ongoing rise in demand for urban public transport since 2010 (+40% in the region, up 30% in the city) and a stabilized level of auto-mobility inside the Oslo city perimeters, partly due to the effect of toll levy for car users in the city.



Exhibition of buses during the Nordic Conference, Youngstorget sq. Oslo

The Chair of the RUTER board mr Bernt Stilluf Karlsen and the national minister of Transport and Communications, mr Ketil Solvik-Olson, pointed to the great variety in rapidly changing needs from the travelling community that government and authority has to cater. Combined mobility needs of users puts authorities under a strain to develop into a new role as integrated mobility facilitator observing interlinked services not just for one transport mode but to offer wider array of interlinked modes in a chain of mobility.

Much attention was geared towards the need to expand the level of quality of service but also to capture information and provide users with trustworthy quality apps to support their individual travel needs. The minister mentioned that urban information demands tend to be properly covered but there is a growing need to look at improving the access to information on connections from Oslo to the region and vice versa. The larger cities moreover are faced with different kind of problems to those of smaller cities and rural communities. The need to speed up investments on outside connections for rail to the surrounding Oslo urban area calls for attention.

The need to emphasize on customer oriented solutions returned time and again, notably in development of IT-projects and tools. Listening to the users wishes and needs inadvertently is key to success for applications on payment or access to suited services.

The aim to offer a new level of flexibility for the traveller and to improve customer service level stood central as a characteristic for many presentations.

On the area of ticketless payment an online ticketing Ruter is very proud to have launched two lauded apps honoured with the Nordic Marketing Award 2013, one called 'RUTER Billett' for quick purchase of tickets for anyone to download that has a bank account, so also by tourists and visitors that want to pay as they go into the city, the other 'RUTER Reise' providing real time travel information on and pre-trip.

Another notion from experiences in the Baltics and in Scandinavian cities is that free public transport is not making the difference in shifting from private car to collective means of transport, better information and quality of service does.

The combined Nordic Transport Conference and InformNorden demonstrably provided a great wealth of knowledge on current trends and innovations.

The Nordic Local Transport Marketing Award is partly to honour the players in the industry who achieve good results and/or dare to explore new avenues in their meeting with customers and citizens, on the one hand, to create a recurring 'happening', are executed in connection with the Nordic Local Transport Conference. HSL from Helsinki won the Nordic Local Transport Marketing Award 2014 for a marketing campaign HSL carried out in May 2013. The campaign was focused on private car users. A free personal travel card for 14 days was offered to adults who did not have a travel card. The cards were ordered over the web. Altogether 28 500 new travel cards were made and sent to the customers. For more information:

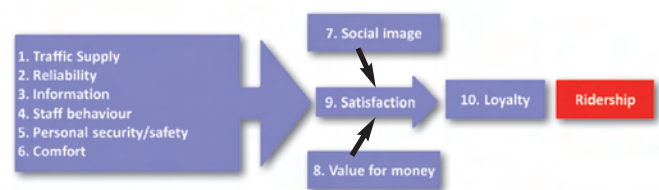
ruud.vanderploeg@emta.com or tore.kass@ruter.no

THE BEST PROJECT – LEARNING FROM EACH OTHER

BEST stands for "Benchmarking in European Service of public transport". Our goal is to provide public transport authorities, and PT professionals, with possibilities to network and learn from each other. PTA's are often facing similar challenges, which makes benchmarking and networking especially useful. The BEST project consists of three main parts. A citizen satisfaction survey, a key figure database and seminar & workshops. In the following we will explore these three main parts in more detail.

The BEST Survey

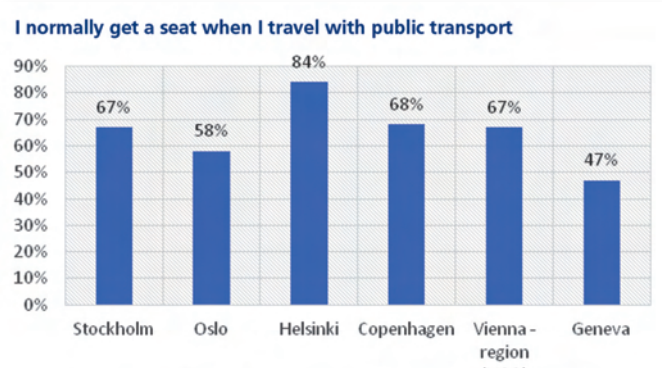
The BEST survey measures citizen satisfaction with around 30 aspects of public transport. All of which are expected to affect overall satisfaction with public transport, citizen loyalty and in the end, the actual use of public transport.



BEST Survey model

The survey is identical in each participating city/region, and have been more or less unchanged since the first survey was completed in 2001. That gives participating cities/regions access to unique time series. But the main advantage of the survey is that it gives access to updated benchmark data. How well does your city or region perform in the eyes of the citizens, compared with others? Figure 3 shows satisfaction with access to seats in 2013. This is only one example. The BEST survey provides similar benchmarking data on almost 30 aspects of the PT service. It's also possible to

benchmark satisfaction scores for different target groups or customer segments (provided a sufficient sample size). This makes it easier to assess performance, and might give valuable input on a strategic level.



Citizen's satisfaction with access to seats (2013).

In addition to the "core" survey, each year a so called special survey topic is included. It's a "survey in the survey" that collects additional benchmark data on a topic of common interest. In 2014 the special topic is "Fare evasion" and "Use of ticket media". In this way member organizations gets access to benchmark data in that would otherwise be costly and time consuming to collect.

Finally the target group for the BEST survey is citizens, whereas several of the BEST member cities/region measure customer satisfaction in their own surveys. While it is important to measure how satisfied existing customers are, it is also important to also know how the general public perceive public transport. Especially if you want to increase public transport ridership.

The new data collection method

The interviews have traditionally been conducted by telephone, with data collection during the two first weeks of March each year. From 2013 the data collection method was changed to a continuous web panel survey. The change was implemented after a test in Helsinki showed only minor differences between a web panel survey and telephone interviews.

Changing the data collection method allowed us to:

- > Reduce the data collection cost significantly (in some cases over 60 %);
- > Conduct the interviews throughout the year, instead of only during the two first weeks of March.

A continuous survey from January to December gives a more realistic picture of performance throughout the year. Previously the results could be affected by extreme weather or traffic problems during the rather short data collection period in the beginning of March. This problem is now avoided.

In addition it is possible to add new questions to the survey at any time. There is no need to wait until the next annual survey. This gives an increased flexibility, and can provide BEST members with preliminary survey results much faster.

The key figure database

Citizens perception of the public transport service is one thing, but "hard" facts about the service provided, how much it costs, and how much revenue it generates, are also important pieces of information. That's why the key figure database was established

a couple of years ago. The purpose of the key figure database is to complement the survey with "hard" facts like costs, revenue, number of boarding's, number of departures etc. This makes it easier to explore the relationship between "soft" and "hard" facts. Like the relationship between satisfaction with departures and actual number of departures, or spending on PT per capita versus satisfaction with public transport. In addition the key figure database makes the data more accessible for analysts in general. Currently the database includes about 20 key figures, which describes:

- 1 Population / geographical size of the region ;
- 2 Public transport system and capacity ;
- 3 Public transport demand ;
- 4 Financial key figures ;
- 5 Quality.

Based on these key figures a number of supply, demand and financial ratios are calculated per city/region, and per public transport mode.

The reporting tool

The results from the BEST survey, and the key figures, are available to the member organization in a web based reporting tool. The reporting tool gives access to a number of predefined benchmarking reports, but also the possibility to study results for individual cities in more detail. The results can easily be exported to PowerPoint, or to Excel, if you prefer to design your own graphs or tables.

It's also possible to filter survey results by age group, gender, public transport travel frequency, main occupation and by PT mode. This can be useful if you want to benchmark specific target groups like high frequent PT users, students etc.

The web report also allows you to create your own graphs and tables, and save them for future use. When new data are imported into the system, the graphs and tables are automatically updated.

Seminar and work shops

The final main part of the BEST project is the seminar and the workshops. Survey results and key figures provides a lot of information in a short time, and a starting point for exchanging ideas and experience. But to really understand what is going on, one has to get "behind" the numbers. That's the purpose of the seminar and workshops.

This year the annual BEST seminar will take place in Bergen on the 18th and 19th of September. That's a good place to start if you want to get to know BEST better. For more info about the seminar see <http://best2005.net>

Four workshops will also be held in 2014. In the workshops public transport professionals working with the topic in questions meet to discuss common challenges, exchange experience and to expand their professional network. The topics, venues and dates are as follows:

- 1 Customer requirements on bus standards, Oslo, September 8 ;
- 2 Customer satisfaction & travel behaviour surveys, Stockholm, October 8 ;
- 3 Customer service & traffic information, Copenhagen, October 30 ;
- 4 Ticket and payment solutions & fare evasion, Helsinki, November 13.

The workshops are open to all PTA's. If you like to attend, or get more info about the workshops, contact the BEST Project Manager or take a look at our web site <http://best2005.net>

More information about BEST

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APPENDIX:

RESULTS PER QUALITY DIMENSION - 2013

The table below shows share of positive evaluations (citizen satisfaction scores) per quality dimension in the BEST survey.

	Stockholm	Oslo	Helsinki	Copenhagen
TRAFFIC SUPPLY	68 %	65 %	74 %	63 %
RELIABILITY	54 %	61 %	78 %	65 %
INFORMATION	50 %	54 %	54 %	50 %
SECURITY AND SAFETY	69 %	78 %	77 %	75 %
COMFORT	61 %	59 %	68 %	62 %
STAFF BEHAVIOR	60 %	66 %	61 %	69 %
SOCIAL IMAGE	86 %	90 %	90 %	74 %
VALUE FOR MONEY	30 %	31 %	53 %	21 %
LOYALTY	57 %	61 %	77 %	43 %
OVERALL SATISFACTION	70 %	59 %	78 %	52 %

● Bill for a super province in the Netherlands withdrawn

The flag went out in the provinces of North Holland, Utrecht and Flevoland after the government pulled the plug out of the plan to scale the three provinces into one super province last month. The responsible Minister Plasterk of the Interior regrets that "a good proposal was not adopted". Part of the national bill - required in connection with the abolition of the so called *Wgr plus regions* (the current legal cooperation of municipalities in the Rotterdam-The Hague and Amsterdam area) is the organisation of regional public transport in Amsterdam-Almere and Rotterdam-The Hague into a new administrative body, including the transfer of the corresponding funds to this regional entity. On July 3rd Parliament voted in favour of abolishment of the bill and expressed its support to continue the legal procedure to enable the formation of two "Transport Regions" in the perimeters of the Metropolitan region Rotterdam-Den Haag (Randstad South area) and of the "Transport Region Amsterdam" (NL: Vervoerregio Amsterdam, Randstad North area). The new transport entities in both Randstad regions should be formalized by January 1, 2015 replacing the existing authorities and EMTA members Stadsregio Amsterdam and Stadsregio Rotterdam with Stadsgewest Haaglanden.

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Rectification

"By mistake in the printed edition of newsletter #50 a paragraph from a previous article of Madrid inadvertently ended up in the second paragraph of the right column of the Amsterdam article item on cycling storage. On the EMTA website (see "Publications") the corrected version of this article in the newsletter is available (pdf). Apologies for this error and any inconvenience caused".

Agenda

Conferences and meeting events 2014

- **State Aid for Infrastructure Projects**
28-29 Aug 2014
Berlin, GERMANY
http://www.euroakad.eu/fileadmin/user_upload/dateien/seminars/State_Aid_for_Infrastructure_Projects_PR.pdf
- **2nd International Conference on Urban Sustainability and Resilience, UCL**
03 September - 05 September 2014
London, UNITED KINGDOM
<http://www.ucl.ac.uk/usar/usar-conference/conference-site-2014/>
- **2014 World Congress on Intelligent Transport Systems**
07 September - 11 September 2014
Detroit, US
<http://itsworldcongress.org/about/>
- **BEST-project Seminar**
18-19 September
Bergen, Norway
<http://best2005.net>
- **INTERMODES study visit**
18 September - 20 September
Pontevedra, SPAIN
http://www.intermodes.com/media/PONTEVEDRA_EN.pdf
- **Connected Vehicles**
18 September
Charlemagne building,
Le Palace, Brussels
http://www.compass4d.eu/en/news_events/upcoming_events/international_conference_connected_vehicles_02.htm
- **4th NFC World Congress**
Mobile proximity: Service, Innovation and Business
22-24 September
Marseille, France
<http://www.nfcworldcongress.com>
- **Innotrans 2014**
International Trade Fair for Transport Technology
23-26 September
Berlin, GERMANY
www.innotrans.com
- **EMTA general Meeting**
9-10 October 2014
TfL London (UK)
www.emta.com
- **Annual POLIS Conference**
Theme: Innovation in Transport
27-28 November
Madrid, Spain
<http://www.polisnetwork.eu/2014conference>



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