

## Autumn 2016 n° 57

### News from the cities



#### **Green light for new Trafford Park Metrolink line, Manchester, UK**

Greater Manchester's Metrolink network is set to expand even further after plans for a new £350 million tram line through Trafford Park were given the green light this October 2016.

Chris Grayling, Secretary of State for Transport, has granted Transport for Greater Manchester (TfGM) legal powers to build the new 3.4mile (5.5km) line under a Transport and Works Act order. That means work could start on the line this winter – and be operational by 2020/2021.

TfGM, which owns the Metrolink network, has developed plans for the Trafford Park line and will shortly appoint a contractor. The delivery of the line will provide a major public transport boost for the area, offering fast, frequent transport links for thousands of workers in the area and better connecting people to business, leisure and retail opportunities.

Trafford Park itself is the largest major employment zone in Greater Manchester outside the city centre and is home to over 1,300 businesses and more than 33,000 jobs – with employees travelling from across Greater Manchester and further afield.



The new Trafford Park line, which will increase the size of the Metrolink network to more than 66 miles (106.5km) served by 99 stops, will branch off from the existing Pomona stop and call at six new tram stops at key destinations, including Wharfside, near to Old Trafford football stadium, the Imperial War Museum, key business areas through the industrial park and visitor destinations such as Eventcity and the intu Trafford Centre.



The majority of the new route is not on roads to ensure faster, more reliable journey times.

The £350 million funding package to build the line has already been secured by Greater Manchester Combined Authority through the 'earn back' funding arrangement as part of the Greater Manchester devolution deal.

TfGM consulted on plans for the new Trafford Park line during a 12-week public consultation in summer 2014, with 89% of comments in favour. An independent inspector presided over a public inquiry into the proposals in 2015.

Mayor of Greater Manchester, Tony Lloyd, welcomed the news, saying: "Today's announcement is another big step forward for Greater Manchester. I'm delighted that our long held ambition to build a new Metrolink line through Trafford Park is now about to become a reality.

"Our new Trafford Park line will connect people across Greater Manchester to thousands of new job opportunities as well as offering fast, frequent and sustainable links to some of our city-region's greatest sporting and cultural venues, not to mention the Trafford Centre.



"This new line will boost our economy and bring us closer to our goal of a world class transport system for Greater Manchester. I look forward to seeing the first shovel in the ground this winter."

Trafford Council Leader, Sean Anstee, said: "This is great news for Trafford and the Greater Manchester area. It will bring countless opportunities for further investment in the borough and across the region.

"Excellent transport links are vital to make Greater Manchester as attractive as possible for businesses to establish themselves here and, with them, more jobs and apprenticeship opportunities.

"Trafford Council and Greater Manchester Combined Authority has worked closely with TfGM to enable this proposal to come to fruition and I want to thank those whose hard work and effort has managed to achieve this wonderful opportunity for the borough".

The Trafford Park line will pass under the Trafford Road Bridge and run alongside the existing promenade next to Manchester Ship Canal before joining Trafford Wharf Road.

The route will turn left onto Warren Bruce Road and then bear to the right onto Village Way up to Parkway. It then crosses over the Bridgewater Ship Canal before turning right onto Barton Dock Road, terminating outside the intu Trafford Centre.

Services will call at six stops: Wharfside, Imperial War Museum, Village, Parkway, EventCity and Trafford Centre.



Metrolink has tripled in size in recent years as part of a £1.5 billion expansion, making it the largest light rail network in the UK. Services currently run to 93 stops spanning 62 miles (100km) of track, catering for more than 35 million journeys a year.

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Helsinki Region Transport

## Helsinki city bike scheme pedaling to success

City bikes were rolled out in the streets of Helsinki in May and they immediately gained huge popularity.

This year, there were 500 bikes at 49 bike stations. Next year the number of bikes will increase to 1,500 and that of stations to 150. City bikes are shared-use bikes available for people moving around the Helsinki city center. They are part of the public transport trip chain and promote sustainable mobility.

The first city bike season surpassed all expectations. Between May and October, residents and visitors took over 400,000 rides, pedaling over 700,000 kilometers. The use rate of the bikes was high: each bike was used five to six times a day.

Customers can register as users in advance at [hsl.fi/citybikes](http://hsl.fi/citybikes). In addition, during the first season, five bike stations had payment terminals allowing customers to register on the spot. During the first season, over 10,000 riders registered for the whole season. Nearly another 10,000 people registered for one day and over 2,000 for a week.

All passes – day, week and whole season – cover up to 30 minutes of free bike use at a time. If the time is exceeded, the user is charged a small extra fee for every additional 30 minutes. Users can ride the bikes up to five hours at a time. The time limits are intended to encourage short-term use of the bikes to make them available to as many people as possible.



Helsinki City Transport HKL, which operates Metro and tram services, is responsible for the procurement of the city bike system. The procurement agreement is for 10 years. The supplier is a consortium formed by Smoove, Moventia and Clear Channel. Smoove and Moventia established CityBike Finland Oy to maintain the service. Sales of advertising space is at the responsibility of Clear Channel and for the first three years, the main partner in cooperation is the Finnish retail co-op HOK Elanto. The sales of advertising space covers about half of the costs of the system. Helsinki Region Transport HSL is responsible for the city bike website available at [www.hsl.fi/citybikes](http://www.hsl.fi/citybikes), for the Travel Card functionality, the city bike functionalities at the <http://beta.reittiopas.fi>, as well as for the marketing of the service.

The registration fee for the whole season has been 25 euros, for a week 10 euros and for a day 5 euros. HKL collected over 400,000 euros in registration fees and user charges during the first season. HKL's Board of Directors will set the fees for the next season during the winter.

During the summer, HKL conducted a customer survey according to which the city bikes are part of residents' daily travel, making everyday journeys easier and faster. Most people said they use the bikes for leisure journeys, over 50 per cent also for commutes. A total of 60 per cent of the users regularly combine city bikes with public transport. Most of the users say they ride city bikes one to five times a week. Most people gave the different parts of the city bike service a grade of four on a scale of one to five.

In 2017, the number of city bike stations and bikes will triple, making the service available for an increasing number of users. The expansion of the bike system will also improve the service level and accessibility of public transport.

The city bike project has had a few hiccups along the way, but the City of Helsinki has shown a strong commitment to making the bikes available. In addition, the project has shown how close cooperation between various actors can result in common good benefiting residents and all people moving about the city. Walking, cycling and public transport are the best ways to travel in a city.

**In June, the Cities of Espoo and Helsinki approved the project plan for the first light-rail link in the Helsinki region called Raide-Jokeri.** The light-rail line has been planned to mainly run in a dedicated lane separate from other traffic to ensure fast and disruption-free running of the trams. In addition, the line will have more efficient traffic signal priorities and longer distances between stops than the traditional Helsinki trams. These design attributes contribute to faster journey times. The average distance between stops will be 800 meters. The service will be operated with new, low-floor trams.

Raide-Jokeri will replace the current trunk bus route 550, which has about 40,000 daily passengers. It will enable an increased number of passengers on crosstown public transport. In addition, a significant amount of new housing is planned along the rail link.

The construction of the light-rail link is estimated to cost 275 million euros. In addition, new trams and depots will be needed, costing about 170 million euros. According to the preliminary schedule, Raide-Jokeri could start operating in August 2021. There are two options for purchasing the rolling stock, and HSL has commissioned a study on them. The first option is that Helsinki City Transport uses its option to purchase additional Artic trams from the Finnish Transtech Oy. The other option is to run a competitive tendering process for a completely new tram model.

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## London's contactless payment technology celebrates its second anniversary

September saw the second anniversary of Transport for London's (TfL's) customers being able to use contactless payment methods to pay for travel on Underground, rail and bus services across the city. TfL is the first public transport provider in the world to accept contactless payments. Since its inception, more than 600 million contactless journeys have been made using 15 million unique cards from more than 90 countries, including Montenegro, Bermuda and Singapore.



Contactless has been adapted as innovative payment methods have been introduced. Around 15 million transactions have been made using contactless-enabled mobile devices, with apps such as Apple and Android Pay accepted since they have come online. Not only is it delivering customer satisfaction through time savings, it is also contributing to TfL's budget. Contactless has contributed to total fare collection costs as a proportion of revenue being reduced significantly from 16 per cent in 2010 to 8.4 per cent with this modern ticketing approach. TfL will continue to seek to make improvements to ensure that fare collection costs continue to fall further.

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Over 30 per cent of tube, bus and rail pay as you go journeys are now made using contactless instead of Oyster cards in London. The popularity of contactless continues to increase among customers, with 1.5 million journeys made per day over a one week period as recently as October. This makes TfL one of the largest contactless merchants in the world.

TfL is continuing to roll out contactless throughout its transport network. Contactless is already available at 650 Tube and rail stations, on all 9,000 London buses, London's tram and River Services and the Emirates Air Line cable car. These numbers are expected to continue rising over the coming years.

As a result of its success, TfL agreed a deal worth up to £15 million with Cubic in July that allows other cities around the world to benefit from this technology. This deal allows Cubic to tailor London's contactless ticketing system to the specific requirements of prospective cities across the globe.

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## The Madrid Regional Government promotes the combined use of bicycles and public transport

The Madrid Regional Government, through the Consorcio Regional de Transportes de Madrid (CRTM), continues to foster intermodality by the combined use of bikes and public transport. Recently, it has launched the REB Plan (Red de Estacionamientos para Bicicletas or Bicycle Parking Network), and has expanded some sections of Metro where bike users can access without time limitation.



The Bicycle Parking shelters of the REB Plan are located in the surroundings of Metro entrances and the Transport Interchange stations. Each point has an information panel where users can get data about bikes access to the area, or advice about the parking security of the bicycle, as well as the parking rules included in the REB Plan.



The REB Plan started operating in March 2016, since then the Madrid Regional Government has installed 18 bike parking throughout the capital. The estimation for the next three years is to reach up 800 bike parking spaces. This action is going to take place in phases and will benefit 180.000 potential users in the Madrid region.

Moreover, during past September the Madrid Regional Government increased the number of Metro lines sections where the bikes can travel without time limitation. With the addition of 50 new stations, the users of Metro and Light Rail can access with their bicycles to a total of 92 stations corresponding to 12 Metro line sections, without any time restriction. This new action allows the bike users to cross the M-40 ring road of Madrid, and facilitates the access by bike to the city center to people coming from other municipalities of the Madrid Region.

The CRTM is also working with different municipalities of the region to integrate the public bike sharing systems in the Public Transport Card. Currently, the system of the Getafe Municipality (GBici) is already integrated, and similar projects are being studied for other municipalities like Rivas Vaciamadrid, Leganés and Majadahonda.

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## Bicycle-Friendly Transit = Bicycle-Friendly City



On the end of August Velobuses started to run in Vilnius city. Velobuses are special buses that are equipped and have special designated areas for bikes, therefore public transport passengers can easily take their bikes on the road and more importantly this additional service is free of charge. It is a pilot project, therefore now there are two bus routes that are equipped with special places for bicycles and on a daily basis help cyclists to "climb" the hill, avoid difficult or dangerous road sections, reach the most remote areas in the north of Vilnius or simply help in case of unexpected change in weather conditions. The main idea behind this pilot project is to find out whether such service is needed and would be popular among the residents of Vilnius. If successful, the service will be expanded. Velobuses positively contributes to the cycling promotion and goes hand in hand with the foreseen improvements of bicycle lane infrastructure in Vilnius city. The increase of the number of cyclists in the city not only means healthier, more active society, but also less private cars on the streets, traffic jams and pollution.

### Hello passenger! All you need under one roof

At the end of July the ME "Susisiekimo paslaugos" customer information centre was opened. Here residents and guests can not only buy public transport tickets or plan their trips, but also get parking permits and pay fees. There thousands of passengers who each day travel to and from Vilnius city, having





public transport information centre helps city guests or local citizens to use local public transport services more easily and conveniently. People who arrive to the train station travel around the capital and continue their journeys by using public transport, bicycles, as well as using a car sharing service, walking, private car or a taxi. Therefore, customer service centre in such a multimodal hub was strongly needed, especially since traffic here is particularly intense and passenger flows are really big. New customer service centre harmoniously blends into a single urban transport system.

This particularly makes life easier for visitors from foreign countries or other cities of Lithuania who had never used Vilnius public transport before and has no idea how does the system works. Visitors will be able not only buy tickets for travelling on public transport, but also plan their trip, get all the necessary information, leave comments and suggestions. Moreover, customer information centre is always fully stocked with booklets and brochures about public transport and parking in both, English and Lithuanian, languages.

This is the second customer service centre. The first customer service centre was opened in Gediminas Avenue, next to Vincas Kudirka square in 2012 and is visited every year by about 100 thousand Vilnius residents and guests.



## The power of advertising

ME 'Susisiekimo paslaugos' recently took a completely different approach when it comes to promoting PT services. In the early days of Autumn advertising School 'The Atomic Garden Vilnius' in cooperation with the ME 'Susisiekimo paslaugos' gathered together young people from Vilnius and other cities to look for innovative solutions that will promote city residents to choose public transport and come up with the best ideas for public transport to promote PT and attract new passengers. From the 150 registered participants only 40 best were selected who competed in the teams of two for 7300 euros creative course scholarship.

The main task was to solve the problem raised by ME "Susisiekimo paslaugos" of how to encourage citizens and guests use public transport more often. Participants received lectures about creativity, copywriting, art direction and analyzed best examples from Cannes Lions. Classes were followed by two days and nights that were dedicated for teams to find the best solution regarding given creative brief.

All four workshop days have been accompanied by a major campaign message and interpreted by the participants - public transport saves time. Young developers dealt with idea that while commuting with PT you can perform many tasks as oppose to driving a car, for example respond to an e-mail, prepare presentations, put down the schedule for the day and many others.

The four-day event was finished with a final pitch where participants have presented their print ads and awards ceremony for the most creative idea.



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## Parking lots powered by green energy

**The Public Transport Authority in Warsaw invests in renewable energy sources. A tender will be announced soon that will answer the question how to power the Park and Ride parking lots with green energy. The owners of electric cars may also expect to find facilities there.**



In the coming days the Public Transport Authority (ZTM) will announce a tender for energy audit, concept, and feasibility study of a project concerning nine P+R parking lots.

Today no one doubts any more that we should invest in renewable energy sources and care for the natural environment. The Public Transport Authority wants to find out how the use of energy from conventional sources may be limited. The answer to this question will be provided by the energy audit to be conducted.

The winner of the contract will also prepare a concept and specific solution possible to be applied at P+R parking lots. Will solar energy be the best for a specific facility? Or maybe other heat and energy sources would be better? How can the use of tap water be reduced? ZTM wants to obtain the answers to these and many other questions.

Moreover, ZTM plans to promote electric vehicles for example by installing chargers at P+R parking lots. We want to find out at which car parks such chargers should appear and how they should be used in order to make it convenient for the drivers and beneficial in terms of ecology for Warsaw.

We would like the modernisation of parking lots to be co-financed with EU funds.



It is not the only novelty with regard to the P+R parking lot system in Warsaw. A pilot project was launched on three car parks, where '2+' parking places have been created. They can be used by the drivers who decided to take passengers with them. They were marked close to the car park exits.

The new places marked as '2+' can be found in the Anin, Wawer and Ursus Niedźwiadek P+R parking lots. Five such places have been marked at each of these car parks.

The '2+' parking places are intended for the drivers who took at least one passenger with them. The Public Transport Authority wants to encourage shared transport to Park and Ride car parks this way. There are numerous benefits of such car sharing: savings, lower fumes emission, smaller traffic, and less crowded parking lots.

It should also be mentioned that the signing and marking of parking places for the disabled has been improved at one level outdoor P+R parking lots.

In accordance with the valid legal regulations, these places have been marked blue. This will help distinguish special places and avoid the situations in which unauthorised persons park their cars there by accident.

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For the past decades there have been two different tariff systems in operation in the so called Eastern region of Austria, i.e. the three federal states Vienna, Lower Austria, and Burgenland. As of July 6, 2016, after years of intense preparations, there is only one unified and consistent tariff system. The figures generated during the first two months since its introduction represent high demand. One of the reasons for the successful start might be the just tariff design. Opposed to the former system, prices are now calculated depending on the distance between a point A and a point B based on the most common route between these two points. The price is also related to the boundaries of municipalities and not zones, as it had been the case before. Also, the prices for buses and trains are equal. Additionally, continuous concessions have been introduced, such as a discount for elderly, disabled, and blind people.

**The former zone systems of VVNB and VOR belong to the past because, as of July 6, 2016, there is only one unified and consistent tariff system for public transport in Vienna, Lower Austria, and Burgenland.**

For past decades there have been two different tariff systems in operation in the so called Eastern region of Austria, i.e. the three federal states Vienna, Lower Austria, and Burgenland, covering around 44% of Austria's population.

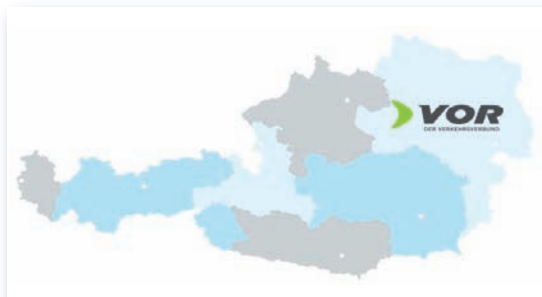


Figure 1: Austria with VOR in the Eastern

It has been four months since the introduction of the new tariff system and figures show that residents of the Eastern region have been well accepting the new offer: Applications of annual passes were expected to come to 4,000 in August. However, they eventually amounted to 13,000. The unusual fact: Many of them are pre-orders for September and October. The reason for these early pre-orders might be the remarkably fairer fare design in the new tariff system of VOR.

Unlike in the former tariff system, prices are calculated for the distance between a point A and a point B based on the most common route between these two points.

The price is also related to the boundaries of municipalities and not zones, as it was before the system change. Also, the different prices for buses and trains are in the past in addition to continuous concessions for elderly, disabled and blind people. Especially for these groups of customers it is an immense benefit that public transportation including transfers can be used consistently in the entire region with a reduced ticket.

Another criterion for this easier, ample, and fair tariff was the elimination of the exceptions which were often tough to be reasoned, such as longer trips for less money compared to tickets for distances that were shorter but more expensive.



Figure 2:  
Former division between VVNB and VOR region



Figure 3: Former zone system of VOR

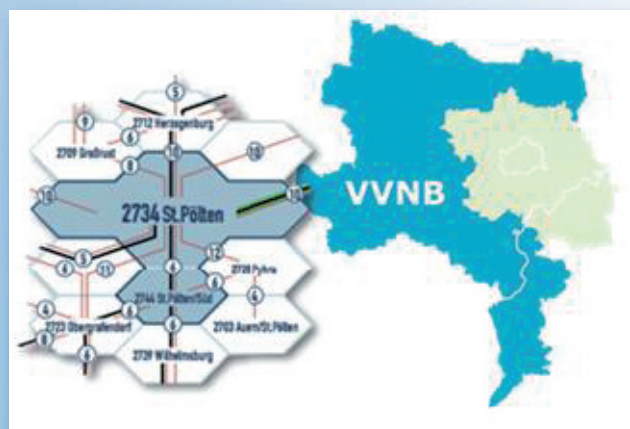
The majority of passengers does not notice any price different. For instance, main relations such as St. Pölten - Vienna including urban public transportation have remained at about EUR 1,590 (annual pass) with the only difference that urban public transportation in St. Pölten is now also included.

### Ticket assortment

- Single trip tickets full price
- Single trip tickets for children
- Single trip tickets for dogs
- New: Day tickets
- New: Concessions for elderly, disabled and blind people as well as veterans on single trip and day tickets
- Weekly tickets
- Monthly tickets
- Monthly tickets for students
- Annual passes
- Student tickets (home to school and back) and all-inclusive student tickets (all lines of partners of VOR in the VOR region)

### Special tickets for Vienna

- Shopping ticket
- 24-hour ticket
- 48-hour ticket
- 72-hour ticket
- 8-days ticket





## Distribution

Passengers can obtain tickets from vending machines of the Austrian Federal Railways ÖBB, the public transport operators Wiener Linien and Wiener Lokalbahnen, in the customer centre "VOR-ServiceCenter" at the train station Westbahnhof Wien, at ticket counters, from bus drivers in regional busses as well as the online ticket shops of Wiener Linien, ÖBB and VOR.

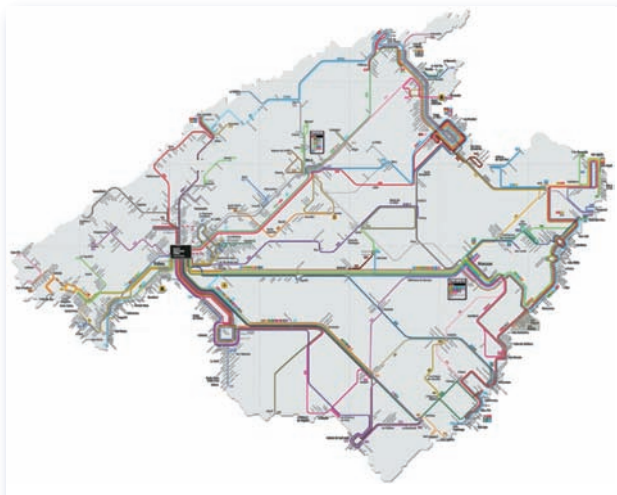
Contact: [pr@vor.at](mailto:pr@vor.at) or [valerie.kleemann@vor.at](mailto:valerie.kleemann@vor.at) for more information.



## A new member of EMTA: Mallorca Transport authority.

During the general meeting held in Warsaw on October 6, EMTA welcomed Consorci de Transports de Mallorca (CTM) as its 24th full member.

CTM is responsible for public transport in bus, metro and train on the island of Mallorca. The island covers 3.640 km<sup>2</sup> and has 859.000 inhabitants of which over 400.000 live in the capital city of Palma. The island is a major tourist destination. On a yearly basis Mallorca generates 11.6 million visitors (2015).



The network offers services of 2 metro lines, 3 train lines and 95 inter-urban bus lines. More than half of the 8.8 million annual trips are made by tourists, which means that the service has to cope with a strong seasonality in demand with high peaks during summer.



The main duties of CTM are the design, establishment and management of the public transport system and the management of the integrated fare system. Important technological projects for the coming years include the integration of urban buses of the city of Palma in the integrated fare system as well as the introduction of new passenger information and payment services. The most strategic project, however, is the upcoming tender of all inter-urban bus lines to start the introduction of the new contracts by January 2019.



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## A few months from a new regional transit authority in Montréal

Within a few months, the entire public transit scene in Montréal region will be transformed. A new governance model will be put into effect on June 1st, 2017. Two new organizations will be created: the regional transit authority responsible of administering service contracts for the entire region and an entity in charge of operating the metropolitan transit network that includes the commuter rail network and bus services in the outer suburbs of Montréal.

The new model clarifies the role of each level of governance. At the political level, the Communauté Métropolitaine de Montréal (CMM) will be responsible to establish the orientations of the region, to approve capital program and strategic plan on transit development as well as policies regarding transit funding. At the strategic level, the regional transit authority plans, finances and organizes transit services which will be delivered by the operators under contract. More specifically, it will be responsible to produce a strategic plan on transit development and an integrated fare framework; to establish the objectives and service standards in the contracts with the operators; to ensure integration of all the transit services and to provide funding to regular transit and paratransit. Its role will not be limited to traditional transit modes. The Authority will also in charge to develop carpooling and active transportation, to propose standards regarding the management of metropolitan arterial network, meaning that the region would finally have an authority that can act on multiple transport modes and propose integrated mobility solution. The board of directors will consist of a majority of independent experts. At the operational level, the Société de transport de Montréal (STM), Réseau de transport de Longueuil (RTL), Société de transport de Laval (STL) and the new entity Réseau de transport métropolitain (RTM) will be responsible to deliver the services, construct and maintain equipment and infrastructure.

Currently, there are 16 transit organizations responsible to plan and provide fixed-route services, 13 organizations responsible for paratransit within the 83 municipalities within the territory of the CMM. The high number of actors involved renders service planning, integration and operation inefficient. The three main objectives of the reform are to simplify the governance structure by reducing the number of parties from sixteen to five; to ensure a coherent service planning in the entire Montréal region by means of the new regional transit Authority; to provide accessible, reliable and efficient services via the four operators.

Preparation works for the reform have been years in the making and the retained model is inspired by the best practice in the Canada as well as in the rest of the world. Public transit users and the general public at large are at the heart of the reform as the latter aims to improve mobility of the citizens in the region and to facilitate the use of public transit.

A lot of works are currently underway to ensure a smooth transition. Soon after the Bill 76 entitled "An Act to modify mainly the organization and governance of shared transportation in the Montréal metropolitan area" has been sanctioned on May 20, 2016, a 5-member Transitioning Committee has been formed. It has the responsibility to formulate the competency profile of the independent members in the boards of direction of the Authority and the RTM; to integrate the employees of the current organization into the new organizations; to draft the funding policy of the Authority, particularly the terms and conditions of the first contract with the operators; to prepare the first budgets of the Authority and the RTM and to handle the transfer of assets and liabilities among organizations. In the field, many employees from various organizations, solicited by their expertise, are working with the Transitioning

Committee on these topics as well as other pressing issues such as transit network integration and the fare level of 2017. All the parties involved work vigilantly together to ensure that the reform would be beneficial to the general public and the transition would be carried out as seamlessly as possible. One of the first mandates of the Authority would be to revise the fare structure. The recently completed strategic reflection on fare structure (see the other article) in the Montréal region would provide a solid foundation to work on.



Figure: proposed governance model for public transit in the region of Montréal



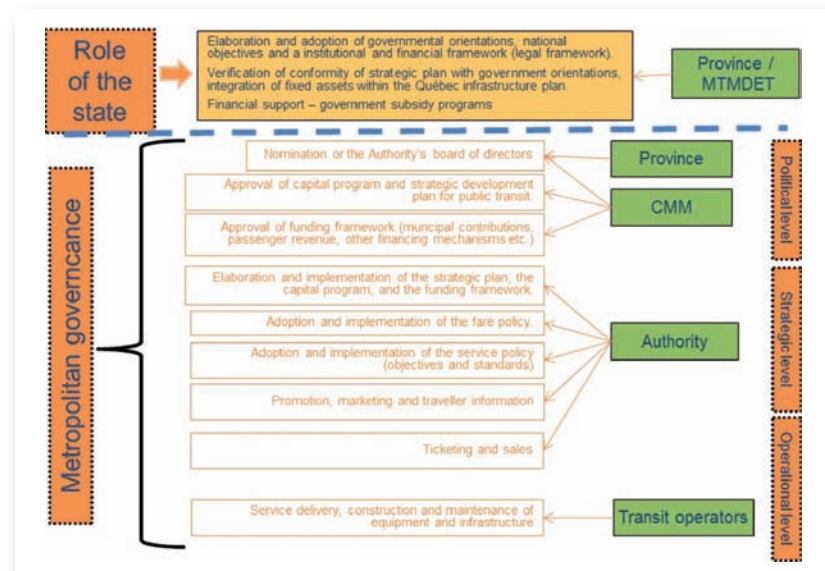


Figure: roles and responsibilities under the new governance framework

## Montréal completes a strategic reflection on fare structure

Public transit users in Montréal, Canada have benefitted from a regional integrated fare scheme since 1998. Monthly pass holders can get unlimited rides on commuter rail, metro, express and regular bus services provided by 16 public transit organizations. The integrated fare level is set according to the eight concentric zones radiating from the central business district and monthly pass holders can benefit from a fare rebate of up to 25% when compared to buying two separate passes. A well-established revenue sharing mechanism based on network use is also in place. In 2008, the region has implemented an interoperable smart card fare collection system that further strengthens the ties in fare matters among organizations.

As the regional fare integration scheme does not replace the fare table of local jurisdictions, challenges remain in the current fare systems: inconsistencies from overlapping integrated fares and local fare structures; the wide array of fare products emerging from them; equity among flat-fare, zone-based and mode-based fare structures; and variations in fare rules and practice.

As a continual effort on improving public transit services in the Montréal region, the Agence métropolitaine de transport (AMT), along with all the public transit organizations, have been working together in the past three years and have successfully completed a strategic reflection on the fare structure of public transit services and equipment in the Montréal region with the guidance of an external advisor. It was a comprehensive and collaborative process with the goals of improving the performance of the fare system and customer experience regarding fare purchase. The process identifies possible improvement to the exiting fare system and proposes a guideline for a complete makeover of the fare system.

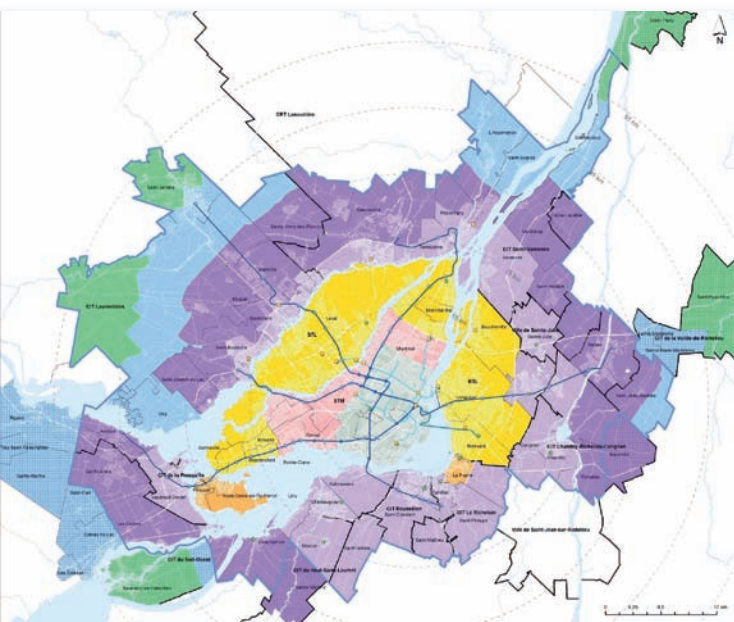


Figure: map of the current integrated fare structure

Starting with an analysis of the current situation and an international benchmarking, the participants agree on a common vision of a more user-friendly and coherent fare system at the regional level. The workgroup then comes up four promising scenarios spanning various levels of ambition: optimization of the current fare system, incremental evolution by simplifying the system and revolution involving a complete makeover. All the scenarios involve simplification such as reduction of the number of fare zones and a differentiation of

transit modes in the fare structure. The main elements that differ among the scenarios are the presence or not of a unified fare structure, the geography of the fare zones and the moda division.

Each scenario is evaluated quantitatively and qualitatively: a data-driven spreadsheet model is used to estimate change in fare revenue and ridership; concurrently, user benefits and complexity in implementation are identified. In parallel, the workgroup also evaluates, at a high level, the impact of some fare measures in adjacent scenarios: harmonizing fare categories and level of rebate; introducing peak and off-peak fare; replacing transfer-based single-trip ticket by time-based ticket, introducing integrated single-trip ticket and introducing park-and-ride fare.

The process is unprecedented and rewarding. All the partners have devoted a significant amount of time and energy to this consensual effort. It brings together expertise from various organizations to address methodological and ideological issues. The highlights of the process include an agreement on the objectives of the future fare system; a comprehensive regional portrait on fare matters in a decentralized setting; an understanding of the dynamics governing the current situation; a common vision on the evolution of the fare system and the elements of its foundation; the formulation and evaluation of four promising scenarios and a comprehensive debate on the merits of each scenario among the participants.

As the public transit in the Montréal region is transitioning towards a new governance model, the commitment shown by all the parties involved and the resulting deliverables provide a solid foundation on fare matters for the future regional transit authority. Its new role and responsibilities would facilitate the implementation of changes in the fare structure, practice and technology necessary to address the evolving needs in public transit and for the creation of collective value.

For more information:

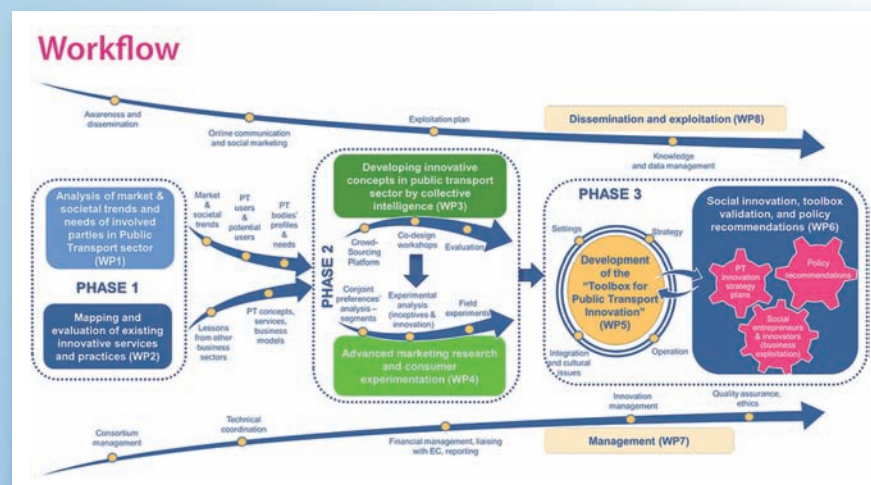
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## CIPTec-project at its halfway mark. A progress report on the first 18 months of work.

CIPTec (Collective Innovation for Public Transport in European Cities) is an EU Horizon 2020 project, addressing the challenge for "Smart, Green and Integrated Transport" and a CIVITAS knowledge generating project in the area of "Tackling urban congestion". The main aim of the project is to bring new thinking and innovative solutions for Public Transport, creating a favourable environment for the growth of Public Transport. The project started in May 2015 and will run for 36 months.

CIPTec is articulated in three phases. More specifically, the first phase regards the current innovation, the second one regards the future innovation and the third one focuses on the capitalization of current and future innovation. The first two phases are running in parallel and will feed the third one



The project has successfully reached the halfway mark. The activities of the first phase have ended. In detail an analysis of current market and social trends, concerning not only the Public Transport systems, but also from other business sectors, has been completed. Since global market trends play an important role in the way targeted customer groups behave, this represents an essential part of the research. During this phase, CIPTec investigated the specific needs of users and potential users of Public Transport systems in order to identify their needs and requirements from urban Public Transport services. Another important research absorbed in the beginning of 2016 was the mapping and profiling of urban public transport supply. With the aid of an extensive survey needs of authorities in EMTA were mapped, aiming at identifying differences and gaps between needs of supply and needs from demand in the Public Transport sector. The first phase ended with the recording and evaluation of existing innovative services, not only from the Public Transport sector, but also from other transport and business sectors.



Simultaneously, CIPTEC entered its second phase, exploring the “unknown” by co-creation of new emerging ideas that might trigger new solutions in the field of urban transport by using the bottom-up approach. The main goal of this phase is to develop innovative concepts in the Public Transport sector by means of collective intelligence. Therefore, new, innovative solutions are suggested and evaluated through collective intelligence methods, such as crowdsourcing campaigns and co-creation workshops. Specifically, one crowdsourcing campaign and two co-creation workshops will take place in each one of the following cities: Thessaloniki, Frankfurt, Southern Tuscany, and Rotterdam, while a wider crowdsourcing campaign has already been launched at a European level. The main aim of these actions is the collection of proposals and the designing of new innovative ideas, practices, business models, etc. for the public transport sector. In fact, European citizens can share their concerns about the future of Public Transport and can submit their innovative ideas.



A crowdsourcing platform was developed and demonstrated in the general meeting in Budapest by our partner Tero, to investigate new and innovative ideas that could advance the quality, effectiveness and attractiveness of the Public Transport. Five versions of the user-friendly platform are accessible to the website <http://youplan.ciptec.eu/>, where citizens from all the European countries could submit their ideas in order to improve the level of service of public transport systems, both in their urban area and in Europe as a whole. The wide crowdsourcing campaign at EU level is in English language, while the other four campaigns at local site level are in national languages. The submitted ideas will be disseminated, discussed, improved and evaluated by the other users of the platform. The best idea, which will arise from the evaluation of the users, as well as from a special committee on the field of transport, will be rewarded.

The crowdsourcing actions are addressed to all users and non-users of public transport and aim at the interaction and the enhancement of cooperation and communication among citizens in order to accomplish the improvement of the public transport system as common goal. The successful implementation of the actions in terms of the participation level and the quality of submitted ideas/proposals will be influenced by the incentives provided to the participants. Beyond the motivation derived from the participation, dialogue and joy of collaborative creation themselves, it is expected that some attractive gifts could encourage citizens to participate in this original ‘social experiment’. Therefore, CIPTEC project opens a call for potential sponsoring for the European level Crowdsourcing campaign. Co-creation workshops in four main European cities (Frankfurt, South Tuscany, Thessaloniki and Rotterdam area) are launched and are being implemented with the aim to collect more innovative ideas for the improvement of Public Transport and for the increase of its market share. This phase will be completed with an experimental analysis of generated innovations.

At this time a survey on promising and innovative implementations, concepts and services that could reshape the passengers travel experience by Public Transport in European cities is in progress and available at the following link: <https://ciptec.sawtoothsoftware.com/login.html>. In particular, people around the Europe are asked to co-design with CIPTEC project partners the future of the Public Transport sector and thereby improve the quality of life in cities.

The 3rd CIPTEC project meeting was organized by EMTA as CIPTEC project partner with the support of BKK in Budapest last May. During the months to follow this event has sparked plenty of interesting, fruitful and motivating actions within the CIPTEC project. CIPTEC partners have organized and participated in a number of events, where the project, its objectives and actions were greatly promoted. These events covered a wide range of topics, such as consumer behavior and behavioral engineering research, mobility management, Sustainable Urban Mobility Plans etc. CIPTEC project partners had an active participation at EU Mobility Week 2016 events, where people became familiar with the CIPTEC project. CIPTEC, as part of the CIVITAS knowledge generating research projects ‘family’, participated actively in multiple ways in the last CIVITAS FORUM Conference, held in Gdynia from 28-30 September. Hundreds of CIVITAS stakeholders, from cities, consultancies, industry and research sector from all around Europe, gathered in Gdynia for three days in order to ‘shape the mobility of tomorrow’.

All CIPTEC project’s initiatives as well as its results are accessible at the CIPTEC website and are included in the CIPTEC project Deliverables.

All public CIPTEC project’s deliverables are available online for downloading at the following link: <http://ciptec.eu/deliverables/>

*For more information about CIPTEC project, please visit its website:*

<http://ciptec.eu/> and subscribe for the CIPTEC newsletter.



## MTA Barcelona new challenges: improvement of goods distribution and air quality

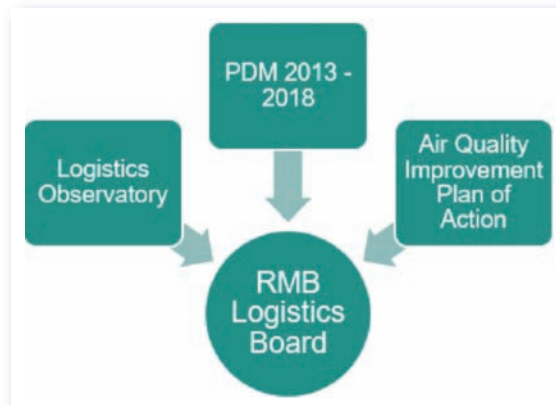
### 1. The Goods Distribution Board for the Metropolitan Region of Barcelona

Goods distribution and logistics in urban areas is one of the main challenges to face in the future to reduce the impacts related to mobility and environment; as well as to improve the competitiveness of this important sector. In order to tackle this goal, the Government of Catalonia and the MTA of Barcelona have created the Goods Distribution Board with the participation of 30 stakeholders, including members from the private sector, associations and different levels of administration, among others.

#### Main goals:

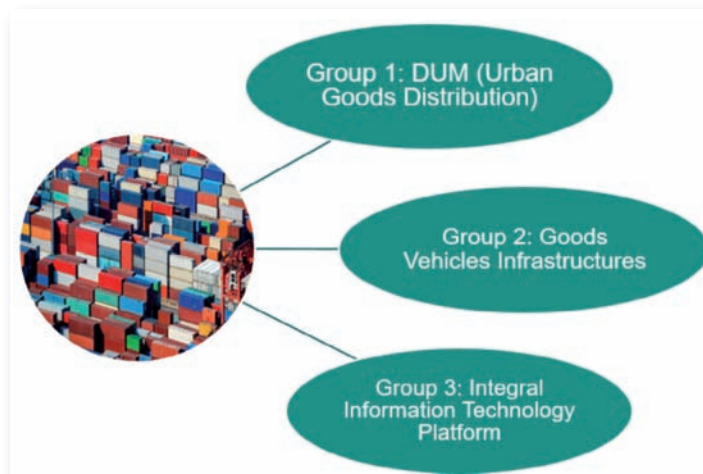
- To Increase Efficiency, Management, Optimisation and Quality of the System.
- To Favour Competitivity.
- To Incorporate New Technologies and Innovation: R+D+I.
- To bring rationality to the Goods Sector at metropolitan level, by means of an integrated vision.
- To provide a response to the impact of the Logistics Sector on the environment and mobility.

#### Working context:



- 1. Logistics Observatory:** point of contact between companies and the decisive agents to integrate the needs of the business fabric with the planning and the management of infrastructures and services.
- 2. Mobility Master Plan (PDM 2013-2018):** it includes measures associated with the improvement of the efficiency of the Goods Sector, with regard to the network (signposting, parking lots, ...) as well as to the modernisation of the Logistics Sector.
- 3. Air Quality Improvement Plan of Action:** this sector is responsible for an important part of the emissions in the RMB (Metropolitan Region of Barcelona), both in terms of NO<sub>x</sub> (12.250 tonnes/year) and PM (810 tonnes/year).

#### Working groups:





### **Group 1: DUM (Urban Goods Distribution). Activities:**

- > To encourage renovation of the fleet and provide incentives for adhesion to the distinctive of fleets, and to promote efficiency driving.
- > To harmonise aspects of local goods legislation.
- > Silent and non-contaminating nocturnal distribution systems.
- > "Last mile" distribution in efficient vehicles. E-commerce and 'packstations'.
- > A study of the timetable regulation system. Extending existing Good Practices.

### **Group 2: Goods Vehicles Infrastructures. Activities:**

- > To establish the bases for an improvement of goods vehicle circulation and service infrastructures.
- > The improvement of the vehicle parking network.
- > A strategy for the improvement of information and signposting for goods vehicles and the accessibility to the logistics nodes.

### **Group 3: Integral Information Technology Platform. Activities:**

- > Technological innovations for the improvement of information for goods vehicles and the optimisation of their routes.
- > Improvements in the monitoring and quantification of the environmental impact of goods distribution.
- > Benchmarking and good practices dissemination strategy.
- > The promotion of studies aimed at the acceleration of the modernisation of the goods fleet.

## **2. The Air Quality Board for the Conurbation of Barcelona**

The Air Quality Board for the conurbation of Barcelona is a local participation body, under the leadership of the Government of Catalonia, devised as a territorial space for information, participation and consultation in the sphere of atmospheric pollution, and for the sharing and pooling of the actions of all the represented parties. The Board is made up of 70 institutions, administrations and citizens' entities that, through their technical know-how, due to the nature of their activity or as a result of the overall interest in the quality of air may consider themselves to be affected. The board encompasses, among others, representatives of the Generalitat (Catalan Autonomous Government) and the metropolitan councils with over 100,000 inhabitants, the Metropolitan Area of Barcelona, the Barcelona Port Authority, the Barcelona Metropolitan Transport Authority, Barcelona Airport, the Ministry of Agriculture, Food and Environment, along with research centres and organisations.

### **Main goals of the board are**

- To coordinate the work of all of the different sectors, social agents, institutions and public or private bodies that are involved or interested in improving the quality of the air that we breathe.
- To ensure that the PAMQA benefits from maximum transparency, plurality, participation and democracy.

At the present time the Generalitat is putting together its Work Plan 2016-2018, aimed at reducing the level of pollution in the 40 municipalities in which special environmental protection of the atmosphere has been declared. The Generalitat and local councils, along with supra-municipal bodies, are all working jointly with the goal of ensuring a reduction of between 25 and 30% of the vehicles currently circulating in Barcelona's urban areas and the conurbation as a whole.



### **Working Groups:**

In order to reach these objectives, 3 working groups have been set up to define the best proposals and the most effective solutions with regard to: reducing situations of traffic congestion; the environmentalisation of goods transport, urban distribution and, in particular, the area of logistics known as the "the last mile"; and finally, the establishing of the criteria for the delimitation and operation of the so-called ZUAP's (Urban Zones of Protected Atmosphere).

### **Collaboration with the European Union:**

The Generalitat of Catalonia is working jointly with other European regions, such as Greater London, Baden-Württemberg, North Rhine-Westphalia, Flanders or Venice, to coordinate actions in such a way that both local and regional governments can have an impact on the definition of the European Union's

environmental policies, while also sharing examples of best practices related to air quality improvements. Catalonia is a member of the AIR (Air Quality Initiative of Regions) network, which consists of 13 regions in 7 European Union member countries, representing 22% of GDP and 18% of the population (around 88 million inhabitants), and was involved in its creation, back in 2011. The network includes many of the most highly industrialised and densely populated areas of the 7 states, such as Milan, Turin, Bologna, Rotterdam, Amsterdam, Frankfurt, Stuttgart, Cologne, London and Barcelona.

#### **Initial Proposals for Action:**

- a/** Modification of the nitrogen oxides warning and forewarning protocols with the Barcelona City Council. Nitrogen oxides are one of the main pollutants in the metropolitan area and, consequently, the forewarning threshold has been lowered to 160 µg/m<sup>3</sup>. The Department of Territory and Sustainability is currently trying to reach agreements with the different sectors so that they can take action in case of forewarning.
- b/** Modification of the "ecoviaT" system in order to eliminate the bonuses for diesel vehicles after 2017 while benefitting those that emit less nitrogen oxides on the Generalitat's toll highways. Specifically, the system of discounts will be maintained at 30% in the case of recurrence; at 40% when there is a high level of vehicle occupation (three persons or more); and 30% in hybrid, natural gas, GLP or biogas, or bioethanol benzene vehicles that are Euro 6 or above. A bonus of 100% for electric (pure, extended autonomy, plug-in hybrids with a minimum electrical autonomy of 40 kilometres and hydrogen) vehicles and electric motorcycles.
- c/** Pushing through a Government agreement to favour the purchase of clean vehicle for the Catalan administration's fleet.
- d/** Promotion of the use of public transport in the case of environmental episodes, reinforcing transport lines without such representing an unattainable cost for the administration, and bolstering the park & ride system.
- e/** Development of the criteria to define environmental classification labels of vehicles which should allow the proceedings of the mobility management envisaged in the PAMQA.



**Government of Catalonia and MTA of Barcelona**







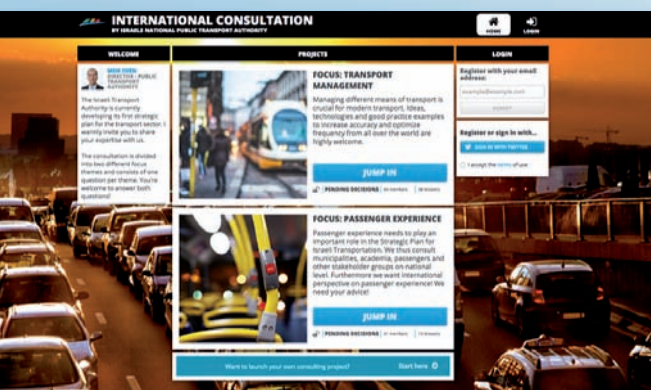
## When Stakeholders become Consultants New ways to a Strategic Plan in Public Transportation

Just like most Transport Authorities and Public Transport officials the National Public Transport Authority of Israel wants to trigger the shift from private transportation to public transportation. To meet this challenge, the Authority decided to listen to their stakeholders and turn them into their consultants. In a collaborative process starting in 2015 the basis for a strategic plan was created. The National Public Transport Authority of Israel decided to turn to Insights.US, a start-up that is specializing on inclusive decision making with a unique web-based technology.

The first stage begun with reaching out to more than 1,000 stakeholders in Israel representing a diverse group of transportation experts, passengers, public transportation personnel, operators, government employees and government officials. Hundreds of answers were submitted from which 10 game-changing insights were aggregated. The challenge was to define the building blocks of the new strategy.

Reviewing the insights, the authority learned that they can foster the massive shift from private to public transportation by focusing on two areas, namely transportation management and passenger experience. This prioritization set the stage for a second round of gathering advice from stakeholders and would focus on the two aforementioned areas.

This second round, conducted in Spring 2016, added more than 670 pieces of advice, including more than 50 contributions of international transportation experts who added their advice in a parallel consultation – among them lots of members of EMTA. In order to reach out to these members and gain their advice for the strategic plan, Insights.US contacted EMTA's former Secretary General Jonathan Goldberg, who is now based in Jerusalem and gave the introduction to EMTA's current Secretary General Ruud van der Ploeg. The responses and the collective insights of both rounds of consultation form the basis of the new strategic plan, which the National Public Transport Authority is currently writing its final draft.



Insights.US is operating in Washington DC, Berlin and Tel Aviv, and powered almost 400 projects with 500k stakeholders in various fields. The SaaS-solution uses the crowds not only to get the advice – but also to refine it into insights, so that the decision makers do not need to wade through tons of responses. “Our job is to enable decision makers to find and integrate the knowledge of their stakeholders”, explains Christian Davepon from the Berlin Office, who managed the international consultation.

“It’s important to have a diverse group – in this case experts, officials and passengers – from Israel and abroad – This is why we turned to experts of associations like EMTA and interviewed them in order get their perspective on the challenge and potential solutions” adds Davepon.

In the next few months the final plan is expected to be published. It will be the first time that thousands of participants, among them the passengers themselves, will get updates on their personal impact to the creation of a strategic plan for public transportation. For examining the insights of the international consultation check out this link for Transport Management and this link for Passenger Experience.



## Agenda

Meetings, working groups and conferences

- POLIS Annual meeting**  
 1 - 2 December 2016  
 Rotterdam, THE NETHERLANDS  
<http://www.polisnetwork.eu/2016conference>
- EEVC 2017 - The European Battery, Hybrid & Fuel Cell Electric Vehicle Congress**  
 14 - 16 March 2017  
 Geneva, SWITZERLAND  
 The European Battery, Hybrid and Fuel Cell Electric Vehicle Congress is recognised as premier global platform to foster exchange of views between the R&D, the industry, the authorities, end-users and the NGO's actors, so to develop synergies in the field of e-Mobility.  
<http://www.eevc.eu/>
- International Rail Forum & Conference**  
 22 - 24 March 2017  
 Prague, CZECH REPUBLIC  
<http://irfc.eu/en>
- European Project Day on Electric Vehicles**  
 This Brussels' rendez-vous provides the audience with a complete overview of the different programs supported by the European Authorities (FP7, Horizon 2020, IEE, EURSTARS, INTEREG, ...) & related funded projects dealing with e-mobility.  
 Spring 2017  
 Brussels, BELGIUM  
<http://emobility-project-day.eu/>
- International Congress on Transport Infrastructure & System**  
 9 - 11 April 2017  
 Rome, ITALY  
<http://tisroma.aiit.it/>
- UITP Global Public Transport Summit**  
 15 - 17 May 2017  
 Montréal, CANADA  
 The Global Public Transport Summit covers all urban and regional transport modes. It combines a full programme of congress sessions with an exhibition of the latest solutions, innovations and products in public transport and urban mobility. The event is considered the occasion for the international public transport community, urban visionaries to debate and explore the strategic vision and business activities of the sector.  
<https://uitpsummit.org/>
- EMTA Spring general meeting 2017**  
 31 May - 2 June 2017  
 Helsinki, FINLAND
- Urban Transport Strategies for Sustainable Development**  
 26 - 27 October 2017  
 Catania University, ITALY  
<http://www.ierek.com/events/urban-transport-strategies-for-sustainable-development/>

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