Door to Door Transport

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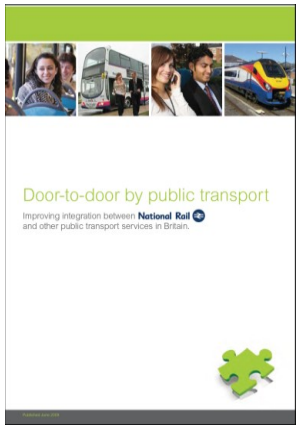
Agenda

Issues to be covered

1	Description of the commission
2	Integrated transport
3	Barriers to integrated transport
4	Institutional issues
5	Land use planning
6	Good practise examples
7	Conclusions
8	Recommendations

Description of commission

- Campaign for Better Transport wants to see seamless D2D involving public transport available as the norm, to provide an attractive alternative to car use.
- The missing element is a framework for action to make seamless D2D journeys universal rather than subject to decisions by individual operators.
- This requires Government (local and national) action to procure, regulate and fund the necessary measures, and also by a number of players in the industry acting together (in some cases also enabled, incentivised or required to do so by the Government).



Outline Methodology

- A literature review was undertaken broadly following the Systematic Review (SR) process, developed by TRL.
- Information was stored in a Microsoft Access 2007 database for easy reference and viewing.
- Stakeholder consultation, involving several key participants in the public transport industry, and elsewhere, provided additional useful information.
- An analysis of the regulatory and fiscal structures within which public transport operates was undertaken to identify possible improvements.

Integrated transport

What is integrated transport?

- Integrated transport or seamless travel provides for D2D journeys by public transport.
- Travellers should not face barriers that might discourage them from using public transport rather than cars which already provides for seamless D2D transport.
- Public transport journeys are generally multi-modal.
- Different, and often competing, modes need to be better integrated if they are to provide an effective alternative to car use.
- Furthermore some journeys to public transport can take a long time, further reflecting the need for improved integration between different modes.

Background and transport trends

- The demand for transport is growing; the levels and intensity of usage of the existing networks are increasing.
- As the population grows more resources are used, people travel more and want to move goods and ideas faster and in a more reliable way.
- Congestion is predicted to rise by around 30% in the period to 2025.
- Enabling D2D journeys by public transport will help to address this.

Barriers

Barriers to integrated transport

CBT identified the four key attributes of D2D transport as:

Information	before and during the journey.
Interchange	between different public transport services and between public transport and other modes.
Connections	between different public transport services.
Ticketing	for whole journeys.

Inadequate information

Key information which should be easily accessible before, and during, travel:

- Fares
- Route maps
- Timetables
- Arrival times

Poor interchange facilities

Interchange has three components:

- The requirement to interchange has a penalty independent of any time penalty;
- The time spent changing between vehicles; and
- The time spent waiting.

Interchange behaviour barriers

When faced with interchange passengers can:

- Interchange and take the closest connecting service;
- Interchange using the previous connecting service to reduce the risk involved in interchange;
- Take previous interchange service in order to increase chance of arrival on time;
- Travel at some other time which does not involve interchange or where the cost of interchange is low; or
- Travel by another route which does not involve interchange or where the cost of interchange is low.

Poor connections

Issues:

- 75% of passengers believe that connections are fairly/ very good (ATOC);
- Where RTI is used passengers are generally happier to wait for longer;
- Passengers need assurances that their connections are guaranteed;
- In cities such as London, connections by bus or tube are frequent enough to minimise the impact of slight variances to scheduled arrival times;
- Provision of alternative modes of transport at interchanges can give passengers control over their connections.

Restricted ticketing

- Outside London no requirement for rail/ bus operators to provide integrated ticketing
- Public Transport Ticketing Block Exemption Order 2001 enable LTAs/ operators to conclude ticketing arrangements
- Large operators reluctant to assist small operators
- Fear of entanglement with OFT discourages multi-operator ticketing
- Transport Act empowers LTAs to set up ticketing schemes e.g. Herts IntaLink P'ship and PlusBus

Benefits of integrated ticketing (according to PTEG)

Benefits of integrated ticketing:

- increased patronage
- increases in recorded passenger satisfaction
- evidence of resulting modal shift
- increases in revenue
- reductions in transaction and administrative costs
- social benefits
- reductions in fraud
- wider contribution to city life and identity
- accurate data on passenger behaviour
- faster boarding times

Institutional issues

Institutional and regulatory structures

- *Licensing authority:* granting access to public transport providers
- *Authorising authority:* granting access to the market
- *Concessioning authority*: granting access to the market
- *Regulatory authority:* setting 'rules of the game' for operators, together with being the watchdog or referee monitoring and enforcing the rules
- *Enterprising authority:* when authority creates and bears entrepreneurial risks of transport services either by owning a public transport company or by outsourcing services
- *Subsidising authority:* stimulates supply of public transport and redistributes wealth to target groups in society (such as disabled people, school children, older people, unemployed etc)

Regulatory roles

- *Scope:* LTA sets conditions for compensating operators for cost of public service role
- *Criteria:* in assessing adequacy of PT service LTA defines criteria
- *Contract:* public service contracts define subsidies and give exclusive rights
- *Tender:* contracts are usually on a competitive tender basis
- *Duration:* contracts are time-limited
- *Award procedures:* competition should be open and non-discriminatory
- *Maximum compensation:* rules define maximum compensation in the absence of competitive tendering

Constraints on Passenger Transport Executives (PTEs)

- Integrated timetables are deemed to be 'anti-competitive'
- Interchange and integration with other modes cannot be forced
- Services cannot be developed in advance of demand
- Fare levels cannot be capped
- Vehicle standards cannot be imposed
- Partial constraints exist with regard to integrated marketing and branding, developing off-bus ticketing (and therefore improving journey times), and enforcing good operational performance.

Bus quality partnerships and quality contracts

- High policy priorities can get ignored
- Difficult-to-broker areas (such as integrated ticketing) may be excluded
- There is a tendency to focus on corridors rather than areas
- Other areas can suffer adverse effects (such as investment starvation)
- Management emphasis can be shifted from (long-term) service to (short-term) project
- Commitments by all parties are unenforceable

Delivering a QBC

Shortcomings in QBCs:

- There are numerous 'feedback loops' in process creating uncertainty and delay, brought about by multiple consultation/representation phases
- There is a wide-ranging undefined requirement for the Secretary of State to act 'in the public interest' in determining applications
- Opportunities exist for an un-cooperative incumbent operator to slow process down and undermine it through unsustainable partnership offers
- Concerns and associated risks remain, related to information provision, legal challenge by operators, and management of the transition between de-regulated and contract regimes
- There is no certainty that gains made through a QBC can be retained beyond a 10-year timescale

Local Transport Act 2008

Improvements:

- Given local authorities a mix of powers to improve the quality of local bus services;
- Allowed for the creation of a new bus passenger champion to represent the interests of bus passengers;
- Given local authorities the power to review, and propose, their own arrangements for local transport governance to support more coherent planning and delivery of local transport.

Land use planning

Land use planning

Issues:

- Legal and regulatory framework must define clear roles and commitments for each stakeholder of the supply chain and offer transparency, viability and stability.
- Short, medium and long term policies must be integrated.
- The coordination of different transport modes and different transport companies is essential to create an integrated public transport system from the viewpoint of the passenger.
- Ensure that the positive externalities of public transport are considered and that the combined internal and external costs of all modes of transport are properly measured.

Planning for Public Transport in Developments

Approach:

- **Locate** new developments where they can be easily served by public transport (existing or slightly extended services), walking and cycling e.g. adjacent to public transport nodes.
- **Designing layout** of development so that it can be well served by public transport, and walking/cycling e.g. not requiring buses to undertake diversions to access housing estates.
- Make sure the **detailed design** of roads, bus stops, footpaths and information sources makes use of public transport and walking/cycling is as easy as using a car e.g. locating bus stops directly outside supermarket frontages.

Good practice examples

Good practice examples: UK and EU

Information before and during the journey:

- Transport network information e.g. TfL
- Use of technology e.g. *nextbus, Thetrainline.com,* MyBus, CENTRO Real Time Information
- Journey Planning e.g. Transport Direct, Traveline and Intalink, MOBITRANS, BART – Bay Area Rapid Transit

Interchange:

- Station Travel Plans e.g. St Albans, Cycle Hire Schemes e.g. Barclays - London, Velib - Paris

Connections:

- Integrated timed transfer systems e.g. Integraler Taktfahrplan

Ticketing:

- Integrated Ticketing e.g. Intalink, PLUSBUS, Oyster Card, OV-Chipkaart, Paris Orange Card, Raileasy

Good practice examples: Institutions and regulations

- Madrid Regional Transport Authority
- Network St Albans: a Quality Network Partnership for St Albans
- Toronto Regional Transport Plan

Conclusions

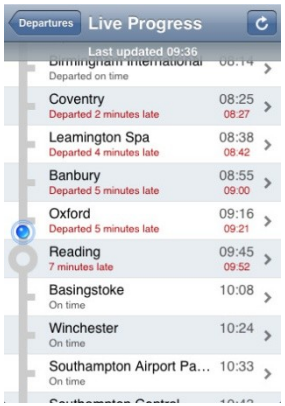
Conclusions

Passengers expect the following:

- accurate and high-quality travel information to be available before and during their journey, in a range of formats;
- flexible multi-modal ticketing to be offered;
- good physical interchange facilities at the station with other public transport;
- rail station staff to know, or be able to find out, about onward journey options;
- timetables to provide reasonable connections between each mode;
- safe and direct walking routes to and from stations;
- suitable car and bicycle parking facilities at the station;
- taxi or minicab services available at the station.

Role of technology

- Improve information (especially in real time) including information on connections
- Improve access to ticketing including through ticketing using electronic purses



Benefits of integrated ticketing

- **Saving journey time:** no additional tickets need be bought, reducing time spent in interchange.
- **Reducing uncertainty and perceived risk:** passengers know they do not need to buy further tickets and know exactly what the total fare is before they start to travel.
- **Provide better information on connecting modes:** integrated ticketing often involves better provision of information on services available for onward travel.
- **Generate cost savings for passengers:** integrated ticketing is often associated with discounted fares, with the fare for the connecting services at a lower price than if paid separately.
- When implemented, using cashless 'smart' ticketing offers the convenience of cashless travel for the whole journey.

Benefits/ barriers of integrated ticketing to operators

- Benefits:
  - Additional patronage
  - Reduced transaction costs
  - Standardisation of equipment
  - Participation in larger marketing campaigns
- Barriers:
  - Complexity of revenue sharing
  - Different rates of return for different modes
  - Costs of installing new equipment

Regulatory and institutional barriers

- Competition regulations constrain common pricing
- Different regulatory regimes apply to different mode
- Contractual liabilities to other operators
- Franchising and QBP/QBC do not require integration improvements
- Data protection discourage innovation in information delivery

Other issues

- Most trips are short discouraging bus operators from integrated ticketing
- Rail travel has tickets tied to seat bookings
- DfT could give same powers to PTEs as TfL has
- Free access to timetable data would benefits apps development
- Need to include requirements for interchange/ information into rail franchises and QBPs/QBCs
- Revenue streams from data sales are important for operators but discourage apps development
- Lack of targeted funding to overcome barriers to D2D travel

Do You Have Any Questions?

Thank you
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