Sustainable Mobility Highlights 2002-2012

CIVITAS is a European Initiative involving more than 200 cities across Europe in the testing and sharing of new technologies and innovative concepts to achieve sustainable and integrated strategies for urban transport.

COLLECTIVE PASSENGER TRANSPORT

CiViTAS
Cleaner and better transport in cities

Toulouse

Simplicity is the ticket

Urban congestion can be addressed by stimulating high quality collective passenger transport services, including their integration with other transport modes. In the field CIVITAS cities have worked on accessibility, intermodality, service improvements and better ticketing and tariffing. This highlight focuses on the latter of these.

The accessibility and share of public transport can be enhanced by ticketing systems that are attractive and easy to understand for everyone. Moreover, smart payment systems can provide service operators with valuable data on the behaviour and mobility patterns of users.

The key factors for success are generally the same in all cities. Ticketing systems and tariffs should be simple, user friendly and transparent. They should be integrated across all services, operators and vehicle types into smart cards. A variety of sales points, including on-street and on-board vending machines, should make tickets widely available to different user groups. Special tickets and multi-lingual services allow for the development of new markets.

By making improvements to ticketing and tariff systems, the ease and convenience of purchase attract more public transport passengers, resulting in fewer private cars entering the urban area and greater traveller satisfaction.

CIVITAS encourages new ways to maximise the potential of local public transport systems. The Initiative has realised 30 innovative measures in 21 cities on ticketing for public transport. This highlight features some of the most successful and eye-catching among these to inspire other European cities.

Smart cards

Aalborg, Denmark, tested and introduced an electronic ticketing system on public transport buses as a stepping stone for a nation-wide application of smart travel cards. A pilot project on 80 buses and the local train was a big success and very well received by drivers. In 2012 the city of **Coimbra**, Portugal, launched its smart card which can hold passes and other mobility products such as the city's park and ride services, tickets for journeys on multiple bus lines or event-specific tickets. In the future, the new e-ticketing system can be integrated with other mobility services such as car sharing, bike sharing and national rail services. Surrounding municipalities and public transport operators were contacted for the creation of an inter-municipal pass.

Other cities that invested in a more seamless way of travelling are Brighton & Hove (United Kingdom); Brescia (Italy); Bucharest (Romania), Bremen (Germany); Krakow (Poland); La Rochelle and Lille (France); Preston (United Kingdom); Stockholm (Sweden); Tallinn (Estonia); and Zagreb (Croatia).

Coimbra

Brescia

Expanding the possibilities

New contactless ticketing infrastructure was introduced in **Tallinn**, Estonia, allowing for multi-trip and other combined-service fare collection, which has not been offered before. **Brescia**, Italy, upgraded its e-ticketing system to another ISO standard to make it compatible with near field communication (NFC) devices and automated fare collection (AFC) technology. The upgrade also prepares the system for a province-wide ticketing system in the future. All 240 urban buses were fitted with the new technology.

Other inspiring cities are Craiova (Romania) and Ljubljana (Slovenia).

Improved ticket sales

In the city of **Brno**, Czech Republic, ticket dispensers were fitted with wireless modems that automatically inform the control centre when a dispenser breaks down. The measure ensured quick repair of broken ticket machines and resulted in lower operational costs. SMS-ticketing in **Odense**, Denmark, reached a daily sales rate representing 4 to 5 percent of total sales. The creative use of mobile phones was appealing to young people and it was a cost-efficient way of using people's existing devices for new purposes.

Other inspiring cities are Bologna (Italy); Iasi (Romania); Norwich (United Kingdom); Ploiesti (Romania); and Tallinn (Estonia).

Brno

Bologna

Better recharging

To improve the use of its smart cards, **Bologna**, Italy, upgraded its recharging system. The development of a widespread network of self-service recharging points integrated in bank and post terminals was assessed including an analysis of security and privacy issues. Season tickets can be recharged each day round the clock at 313 ATMs in Bologna and its province. From September 2012 the service has been available through the public transport company website, thus allowing customers to renew their season tickets online using their credit card. Season ticket holders appreciate the new service and consider it convenient and time saving, since they can recharge the ticket when they want in several locations in their city. The new system also had a positive impact on the operational costs of the ticket offices: a personnel savings of 4,360 hours/per year has been achieved, which is equivalent to 11.75% of the total personnel costs at the ticket offices.

Learn more at www.civitas.eu/collective-transport/ticketing

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