

Together
we can double
public
transport



Public transport comprises all publicly financed and commercial traffic on roads, railways, light-rail systems and boats, as well as connecting services to airports. The public transport sector has 70 000 employees.



On a normal day, 53 per cent of all passengers travel by car and 14 per cent by public transport. But only 5 per cent combine the two modes of travel.

A journey...

...by public transport is so much more than simply getting from A to B. It is a safe and environment-friendly form of travel that makes everyday life so much easier. Despite this, only 14 per cent of us choose public transport for our daily travel. A united public transport sector has therefore decided to double its market share.

The sector has started a form of partner co-operation – known as the Doubling Project – in order to double public transport. It is being conducted by the Swedish Public Transport Association, the Swedish Bus and Coach Federation (BR), the Swedish Taxi Association, the Association of Swedish Train Operating Companies and the Swedish Association of Local Authorities and Regions (SALAR).

We will encourage all employees and interested parties in the sector to work together in order to develop the next generation of public transport. An openness for new ideas, trust and confidence in each others' willingness and ability are building blocks in our co-operation.

One important task for us is to encourage the Government, Parliament and authorities to create the right preconditions with respect to infrastructure, urban planning, tax issues, legislation, research and development.

Doubling activities
are conducted within
the following areas:

- Forms of contracts
- Environment
- Municipal planning
- Tax issues
- Attractive
stations
- Travel planners
- Booking systems
- Calculation
models for minor
investments
- Co-ordinated
payment system
- Research and
development
- Training
- Outline concept
for a new business
model
- Pilot project
to spread good
examples



“PUBLIC TRANSPORT IS A NATURAL PART OF TRAVEL IN A SUSTAINABLE SOCIETY”

This is our vision. It means that public transport shall be so attractive and competitive that people choose to travel with us as often as possible.

The vision has been developed with its basic starting point in the traffic policy goals. With a clear customer focus, we shall create value for our passengers.

A NUMBER OF ACTIVITIES ARE IN PROGRESS

In order to double the public transport market share, there needs to be a shift in our sector from a production culture to a service culture. Through new approaches and smarter co-operation, we will increase the efficiency of our operations, extend the range of transport services offered and raise the quality. Effective and ongoing training activities for decision-makers and sector players will increase the level of insight, involvement and willpower.

A series of pilot projects and research activities are in progress locally, regionally and nationally. All players in the sector have been invited to show which new solutions they can produce at short notice in order to attract more passengers. As early as in 2009, for example, we intend to develop a joint environmental programme for the sector and a management development programme. A number of targeted and better-utilized research and development projects will support our work.

We are also promoting the introduction of common sector systems for information, booking and payment. The easier it is for passengers to choose and change between different transport alternatives, the more the volume of travel will increase.

NEW BUSINESS MODEL CONCEPT

We are working on developing the role play between those who order transport and those who operate it. This applies irrespective of whether society purchases the transport or if it is operated on commercial grounds. The detailed items must be shifted nearer the market in order to provide the opportunity for faster market adaptation and greater passenger influence. Agreements between purchaser and operator shall be structured so that they favour increased travel by public transport and lead to achievement of the doubling target.

The development and rationalisation of public transport in a professional way gives us more transport for our money. We quite simply release resources in order to be able to increase public transport and raise its quality.

EVERYONE'S A WINNER

A doubling of the public transport market share produces major benefits for society. The goals are to significantly reduce carbon dioxide emissions and to increase energy efficiency throughout the entire transport system. A doubling will also give better road safety, less congestion and a transport system that offers equal opportunities. Public transport also contributes to growth and regional development.

If you would like to find out more about the Doubling Project, please visit our website at **www.fordubbling.se**.



SVENSK KOLLEKTIVTRAFIK



SVENSKA
TAXIFÖRBUNDET



Sveriges
Kommuner
och Landsting

A doubling of public transport would reduce the emissions of carbon dioxide from passenger transport by just over 20 per cent and give a socio-economic benefit of a little over four billion Swedish kronor.



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