



**EUROPEAN CITIZENS' MOBILITY FORUM**

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# **DOUBLING COLLECTIVE LAND TRANSPORT – HOW TO ENCOURAGE IT**

Trevor Garrod // EUROPEAN PASSENGERS' FEDERATION // [www.epf.eu](http://www.epf.eu)



- 34 member organisations
- 20 countries

## ➤ WHAT IS THE EUROPEAN PASSENGERS FEDERATION?



- founded 2002
- the European umbrella organisation of national and regional passengers' organisations
- dealing with all modes of public transport such as local transport, railways, buses, aviation and maritime transport
- aims to see environmentally friendly transport gaining greater market share



# ENCOURAGING MODAL SHIFT THROUGH CHOICE AND EASE

- Informed choice between speed and cheapness
- Passengers need to know what to expect
- Multimodal interchanges – accessible to all
- Journey chain should be easy to research, plan and book
- Operators must have a Plan B if things go wrong.

> < HORSES FOR COURSES >  
Choose the most suitable means for YOU

Example: on July 6<sup>th</sup> three Englishmen  
went to a meeting in Utrecht,  
using different modes of transport:

- SIMON went by coach Norwich – London; London – Rotterdam; then train
- DONALD took 4 trains, Birmingham – London; London - Brussels; Brussels – Rotterdam; Rotterdam – Utrecht
- TREVOR went rail/sea/rail - on one ticket!

## › NOT ALL TRAVELLERS ARE THE SAME

- Experienced travellers usually know what to do, how to find out, how to book.
- The less experienced need independent advice and/or a comprehensive journey-planner, giving a reasonable choice.
- It is the less experienced who must be persuaded to use public transport if we are to achieve real modal shift.

## > HELP THEM ON THEIR WAY...

- Transparent, simple pricing. No hidden extras!
- Multimodal hubs (Not a car park on the edge of town or a back street)
- Accessibility for PRMs – from which everyone benefits
- Clear real-time information about onward journeys or delays
- Seamless through ticketing where possible (e.g. British PlusBus; or multimodal zonal tickets)



# KOCH REPORT ON MULTIMODAL INFORMATION AND BOOKING SYSTEMS



- We in EPF welcomed this report which the European Parliament accepted in the summer.
- We are doing our own survey of good and bad practice in multimodal ticketing, especially for international journeys.

Watch this space!



➤ Thank you for your attention!



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