

***European Citizens Mobility Forum Debate***

***“Making Public Transport the customer’s  
choice”***

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## EPTO Objectives

- Development of a competitive market structure
- Support the opening of the passenger transport market for competition
- Watch, monitor and push for fair market development

## Key figures

- Founded in 2006
- 8 largest private public transport companies in Europe
- Min. 80% of business won in competition qualify for membership
- 80 000 vehicles operated, 255 000 employees, 12 bn passengers/year
- Services in 22 EU countries

# Convincing the customer

- › Quick, direct and affordable offers
- › Clear and understandable ticketing across all modes
- › Good coordination between journeys and modes
- › But also transparent competition between modes underpinned by strong processes
- › Customer feedback leading to scores that impact upon bonuses and penalties
- › EPTO members are committed to delivering this

# Who is the customer?

- ▶ Formally it can be an authority, tendering body, government department
- ▶ But in truth the customer is always the end user – the everyday person in the street
- ▶ They need to have a choice and an offer they want to take up
- ▶ For convenience and flexibility the car may often be the preferred choice but there are many ways that Bus, Rail, Tram etc can compete and be more attractive
- ▶ Other innovative modes evolve and ought to be integrated

# Who is the customer?

- ▶ EPTO believes that through liberalisation and tendering those attractive offers will come
- ▶ Performance and reliability bonus and malus
- ▶ Quality rewards and conditions which enforce interoperability in different modes
- ▶ A “one stop shop” approach for information on options
- ▶ By introducing clear quality and performance conditions even existing operators can be measured and rewarded or penalised under the present contracts
- ▶ We cannot lose sight of the importance of keeping the key opinion formers happy – they are our customers,

# What is happening now and can be used to set the future?

- ▶ The future of organising Public transport and contracting will be multimodal – because passengers want it more and more
- ▶ Experienced operators should have the opportunity to develop and offer the most appropriate local solution offering the best value for the customer and the taxpayer
- ▶ The best solution will win and be awarded (competition!)
- ▶ Innovative mobility solutions like Drive now Copenhagen with a clear message that integrating all these different options is key

# What is happening now and can be used to set the future?

- ▶ Transparent and well planned networks offered under innovative and efficient tendering structures needed
- ▶ They can deliver tremendous growth especially when linked to customer scores as an incentive
- ▶ Service is all about delivery and responsibility for that delivery has to lie with the party most able to manage this
- ▶ Who is responsible for which part is absolutely crucial

## How do we take account of different areas?

- ▶ For any region , journey or opportunity there is an optimum solution
- ▶ It could be Bus, guided Bus, LRT, Metro, Rail, Cycle, Car or any combination of these or other alternatives
- ▶ The important message is that they are managed together, coordinated and organised together
- ▶ To offer the best value solution to the customer and the taxpayers in any region optimisation through tendering is always felt to be the best solution
- ▶ The cost is not the only benefit that can flow from this so long as any tendering allows room for operators to develop commercial growth opportunities



# Examples

- ▶ TfL London – congestion charging and reinvestment of this money
- ▶ Stockholm – true multi modal contracts with a coordinated network
- ▶ Copenhagen – true multi modal contracts with the addition of “Drive now” car operations
- ▶ Europe wide – opening of Long Distance Coach markets

**Thank you for the opportunity  
to present our views!**

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