

The road to succes in EU model countries

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Presentation Structure

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1.1 Integrated mobility

Integrated mobility is the combined use of several modes of transport during a journey between origin and destination.

- *The idea behind integrated mobility is to optimize the individual mobility chain by offering in every phase the ideal mode of transport.*
- *The consequence is also an optimization at social scale (transportation costs, congestion, ecological aspects)*

Left alone, citizens tend to overestimate the potential of private car transport (this may be the easiest way, but often it is not the best one).

This is also a challenge for mobility providers: their offer is often theoretical adequate, but it is not adequately communicated so that it is not perceived by the potential customer.

!! Will there be a multi modal navigator system?

1.2 Mobility demands

- Mobility needs and O/D chains are increasingly complicated: it is possible to identify three interrelated forms of mobility:
 - **Commuter mobility:** *people living in the area, traveling daily on the same routes. Good knowledge of the offer, lack of alternatives (no offer, economical convenience, travel time)*
 - **Occasional mobility:** *people living in the area, traveling on new routes or with new modes of transport. Irregular knowledge of the offer, alternatives available*
 - **Tourist mobility:** *people not living in the area, traveling unknown routes. Poor knowledge of the offer, alternative sometimes available*
- Occasional and tourist mobility are often critical for the success of a mobility project. These two forms of mobility need however a much higher informative and promotional support.
- Many people are daily mobile in all three forms and therefore should be approached in a integrated way.

1.3 Mobilty barriers

- An integrated travel finds following kinds of barriers:
 - **Physical barriers:** *they have mainly to do with accessibility: low floor buses, up hills,*
 - **Cognitive barriers:** *how to get and put together all the relevant information for my travel: available offer, departure times, prices ...*
 - **Psychological barriers:** *mainly due to lack of adequate support (real time information, waiting management): will I find my bicycle again? in how many minutes will really come the next bus? Three minutes connection time: enough?*
- All three barriers should be considered in order to offer an adequate and successful transportation offer.

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2.1 Levels of integration

The liberalization of the European transport market is offering to the European citizens increasing modal opportunities and choices. This stimulates the different transport undertakings and authorities active at international, national and local levels to compete and to improve their transport offer in order to maintain the present customers and to attract traffic shares.

In this process **only an integrated transport offer on the whole mobility chain origin-destination is able to be attractive and competitive.**

Integration can be improved at two levels:

- **vertical internal integration** (regional / long distance / high speed or bicycle tourism and cycle to work): *if the transport offer is improved in one of these services, also the remaining services will take profit thanks to the comprehensive improvement of the mobility offer as a whole. The wider the integrated network, the bigger the positive effect.*
- **horizontal external integration** (among different modes and beyond one transport provider). *Example bicycle and public transport: bicycle carriage, rent a bicycle, bicycle parking at stations and bus stops ... integrated price schemes, common information and communication strategies.*

2.2 A marketing approach

A marketing approach for integrated mobility should involve:

- **Product:** *consistence and quality of the offer with special focus on multimodal knots.*
- **Price:** *one ticket scheme and integrated tariffs (3x2)*
- **Point of sales:** *an integrated presence (counters, machines, internet, SMS, ...)*
- **Promotion:** *mobility has to be sold; offering rail transport is much more than moving trains, offering bicycle mobility is much more than bicycle paths. From basic information to advertisement.*

3 Conclusions

- **Mobility offer is never integrated enough:** there are always new spaces for further vertical or horizontal integration
- **Personalized integration for most relevant targets:** a multitude of niche markets can be satisfied with the same mobility platforms
- **European benchmarking vs. local contest:** international know how and experience is very important but a successful integrated mobility should take in consideration the specificity of the local contest

Thank You!