
Combined mobility – daily business in public transport.

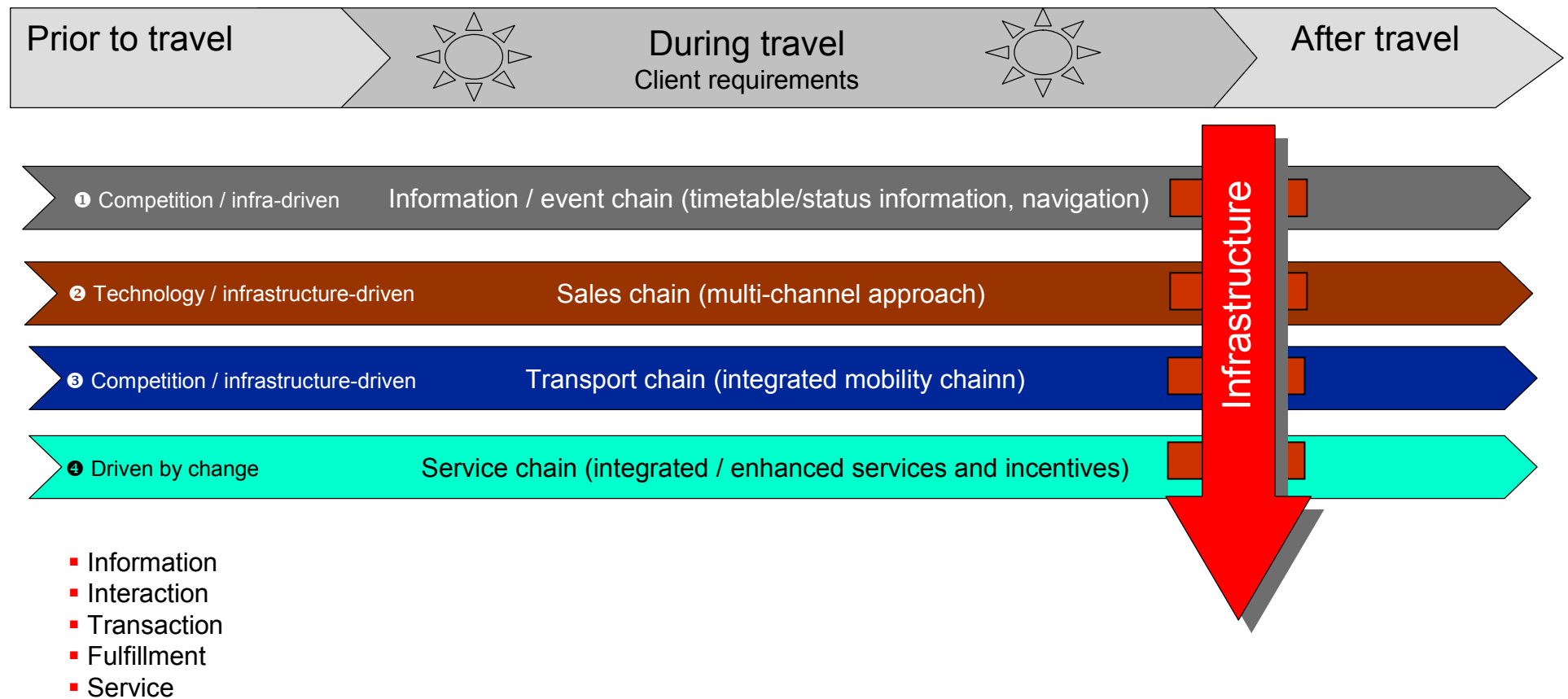
Pre-AGM workshop "Bicycle and Public Transport",
Berne, 17 May 2007.



Background situation.

- Capacity shortages in transport systems have an enduring influence on choice of transport mode (“self-handicap” motorized private transport).
- Tangible sensitisation to cross-system solution approaches; door-to-door approach (not fully exploited potential for combined mobility).
- Door-to-door mobility affects both long-distance transport as well as regional and urban transport – particularly in the peripheral market areas (urban sprawl).
- Regional/urban transport systems and their market areas are strong platforms for combined, seamless mobility and thus attractive public transport.
- Complete transport chains and combined mobility; objective formulated for SBB by Federal Council, sensitisation of Cantons.
- In our approach to customers, seamless chains of communication are just as important as seamless transport chains.

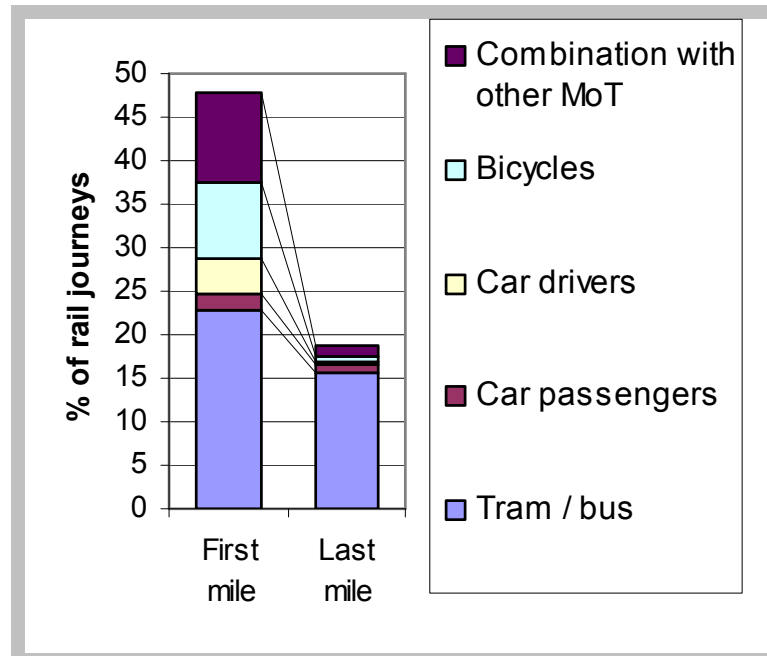
Integration is the foundation of sustainable solutions.



Complete mobility chains are the basis for a new coverage quality in public transport.

The most frequent combinations are:

First mile
 23% tram / bus
 8% bike
 5% car



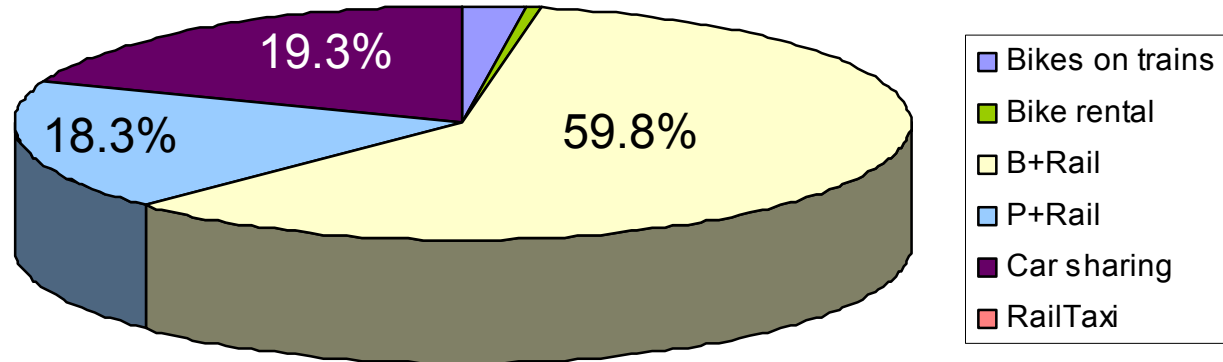
Last mile
 16% tram / bus
 1% bike
 1% car

Cross-system integration creates the basis for higher consumption and modal split.

Breakdown of transport revenues induced by the products of combined mobility:

Rating

1. B+Rail
2. Car sharing
3. P+Rail



(Bicycle) options facilitate combinations.



Accompanied bike carriage (ABC)

- 510,000 ABC p.a. (2006: + 6%)
- SBB traffic revenues 2006: CHF 2.228 m
- 3,500 regular customers (bike pass owners)
- Product primarily positioned in leisure market

Bicycle parks at stations

- 72,000 bicycle rack spaces
- Av. >60,000 users / day
- Regional / long-distance transport investment programmes from 2001-2016: CHF 35 m or + 15,000 spaces)



Bike rental

- 50,000 rentals p.a.
- Sales of approx. CHF 1.1 m

Your bike parking at the station.

Expansion programme 2006 – 2012.



Your bike parking at the station.

Background situation.

- The offer of bicycle parking spaces at the mainline stations of the SBB or in their immediate vicinity is to be expanded.
- The SBB is providing kick-start financing to the municipalities in their attempt to improve the situation at busy stations.
- The financing participation of the SBB is always limited to needs arising from the combination of bike and rail.
- The "Your bike parking at the station" programme is being implemented by SBB Real Estate in close collaboration with SBB's Passenger Traffic division.
- IG Velo is involved in the programme. For example, representatives of IG Velo Schweiz took part in the data-gathering process at four stations.

Your bike parking at the station.

Messages.

- The SBB is actively promoting the combination of bike and rail and is pioneering a new path in this respect in combined mobility.
- With sufficient bicycle storage racks and sufficient capacity, both service quality and security will be increased for customers. To this end, the SBB is prepared to take on an active role in providing kick-start financing.
- Railway stations are SBB's "shop window". The services available at these locations should therefore be expanded. As a general principle, bike parking spaces at the station are free of charge.
- A total of approximately 10,000 new bicycle spaces are being created overall.
- As a rule, and insofar as local parameters allow, the SBB is implementing covered and illuminated bicycle parking spaces to a uniform standard.

Looking forward. What are the challenges?

- A seamless, reliable public transport offer and attractive core services (direct connections).
- Straightforward and optimally integrated interlinking of systems (connections, infrastructures).
- Wide availability of integrated information on mobility offers.
- Low entry barriers to the different service modules.
- Simple processes for the selection, reservation, and usage of desired modes of transport (complete / compatible systems).

