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Research into increasing sustainable mobility

PostBus Switzerland Ltd is thinking ahead and addressing current and future mobility challenges. In a three-year joint research project (2009-2011) with the EPFL Transportation Center in Lausanne, PostBus carried out independent scientific research into the following questions: How are customer needs changing in the conurbations served by PostBus? How can travelling by PostBus be made even easier and even more enjoyable? What inspires people to use PostBus and public transport, and what new combined mobility options would encourage even greater usage?

Results of customer survey

The comprehensive customer survey was carried out in conurbations served by PostBus and incorporated both close and outlying areas. Comprehensive questionnaires were supplied to 20,000 households in the cantons of Valais, Jura, Neuchâtel, Berne, Basel-Landschaft, Aargau, Solothurn, St. Gallen and Graubünden. The response rate was around 10%, or 2,000 persons.

Scientific analysis of the survey responses shows:

1. How the existing service range can be further improved.
2. Which new services, for example bike-sharing and electric bike-sharing, could be added to the service range.
3. How important PostBus is in general in the mobility chain and thus also as an integral part of the mobility system.
4. What customers and non-customers think about PostBus.

The complete scientific report from EPFL is available for download in French (Rapport Optima EPFL). A summary of the results relevant to PostBus is also available in German, French and Italian (Factsheet Optima).

Following an initial comprehensive customer survey in 2010, the results of a second survey are now available. The questionnaire explores the new, specific customer needs and builds on the results of the first survey. Results indicate on the one hand a clear need for real time information and, on the other hand, the wish for an improvement of already existing services, particularly for the "first and last mile." Overall, the results underscore the customers' demand for more flexibility in our mobility services. The following documents are available for downloading

- Rapport de l'enquête, EPFL 2 (French) (Rapport OPTIMA 2)
- Summary of the second survey, PostBus (German) (Factsheet OPTIMA 2)

Basis for customer survey

The focus of the research project was on the choice of transport mode and on which new, customer-friendly services would help to promote combined mobility. Analysing the choice of transport mode is a complex undertaking. Mobility and the associated choice of transport mode are affected by both personal and communal factors. Elements such as where people live, where they work, their family situations and their leisure habits play a significant role. To analyse the key factors involved in sustainable transport mode selection and to develop new mobility choices, EPFL began by carrying out a literature analysis (Synthèse de l'état de l'art). Next, the mobility habits of a small group of people was analysed in detail using GPS and interviews (Mobilité et modes de vie). This preparatory work formed the basis for the comprehensive customer survey.

Benefits for purchasers of public transport services

Part of the project was to develop courses of action which will enable cantons, cities, conurbations and municipalities to assess and exploit local customer potential for combined mobility in a targeted manner. There is now a pool of ideas that will allow circulation routes using public transport and combined modes of transport to be further improved and simplified. With the support of the purchasers, PostBus can thus make a significant contribution to the sustainable development of mobility.



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PubliBike
Belpstrasse 37
3030 Bern

PostBus acquires velopass

26.4.2012

PostBus Switzerland AG has acquired Lausanne-based velopass SARL. The acquisition turns PostBus into the new number one on the Swiss bike sharing market and strengthens its position as a provider of combined mobility services. At the same time, the merger enables the creation of a national network of self-service bicycle rentals with one and the same card.

PostBus fully acquires the company velopass. The Lausanne-based company is currently Switzerland's biggest bike sharing provider and controls eleven bicycle self-service networks in more than twenty cities in French-speaking Switzerland and in Ticino. All nine velopass employees, including its managing director, will retain their jobs and roles. The company's current infrastructure constitutes a solid base for expanding the network. This merger represents the logical outcome of close cooperation between the two companies in the central Valais canton network (Sion) since November 2010.

Solution on a national scale

PostBus is thrilled about the acquisition of a progressive company that is well established in the biking world in Switzerland. With this acquisition, PostBus together with PubliBike has become the national market leader in (e-)bike sharing. After PostBus opened the first PubliBike stations in Lucerne, Brig, Solothurn, Basel, Frauenfeld, Winterthur and Kreuzlingen this acquisition represents a new level in incorporating the "last mile" into the mobility chain. It also brings added value to Switzerland's current public transportation system services. Subscribers of both the velopass and PubliBike networks will be able to take out a bicycle with one and the same card, valid across Switzerland. Clients will also benefit from an expansion of services, thanks to the alliance of these two systems and their compatibility.

velopass

Founded in December 2009, velopass operates a network of expandable stations, with a strong presence in urban areas in French-speaking Switzerland and in Ticino. The company's services cater more to commuters and city dwellers rather than tourists. Through its very good network of contacts in the national Swiss bicycle scene, it offers its system to both municipalities and private companies. Velopass can be found in more than 20 cities and operates 80 stations with more than 800 bicycles. The company has logged over 254,000 bicycle rentals since launching its first self-service bicycle rental stations and currently boasts over 11,000 subscribers.

More information under www.velopass.ch

PubliBike

PostBus, in cooperation with SBB and Rent a Bike, made its debut on the self-service bicycle rental market in mid August 2011 with its first PubliBike station in Lucerne. Since then, six further stations in Brig, Solothurn, Basel, Frauenfeld, Winterthur and Kreuzlingen, have been inaugurated. More openings are planned for 2012 in Delémont, Rapperswil and Zurich. PubliBike's goal is to establish a national system that integrates a large number of city networks (with many stations in each location), enabling customers to easily borrow a regular bicycle or e-bike through use of an electronic card valid across the national network. This card allows for simple and secure access to all PubliBike stations in Switzerland and also works with other self-service bicycle rental systems throughout Switzerland.

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