

# The Last Mile towards the 4<sup>th</sup> Railway Package

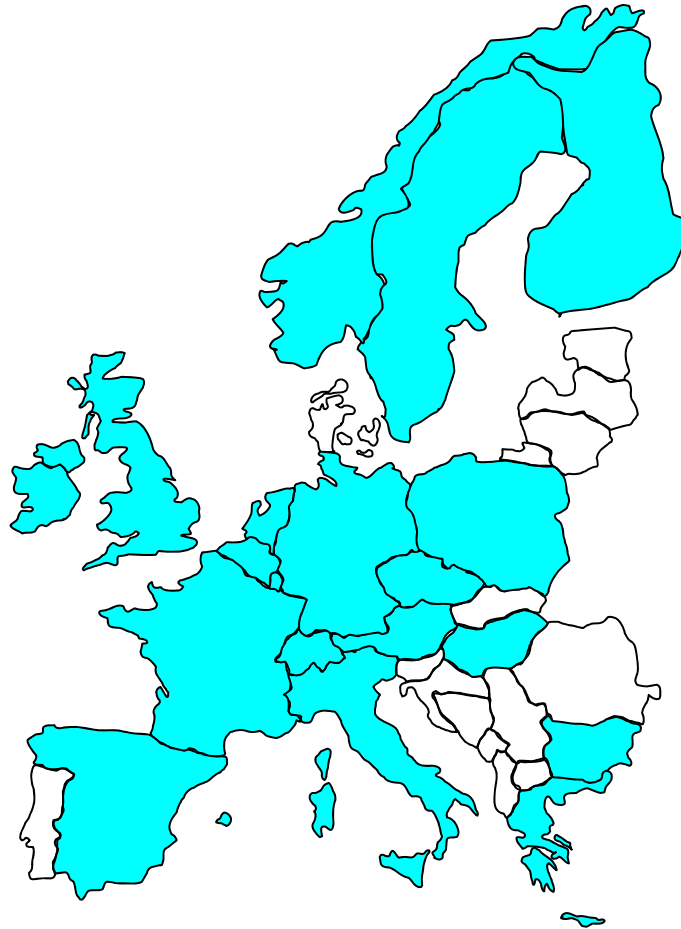
CEC, BOZAR, Brussels, 24<sup>th</sup> September 2012

## *Workshop 3: Rail and the Value for Society*

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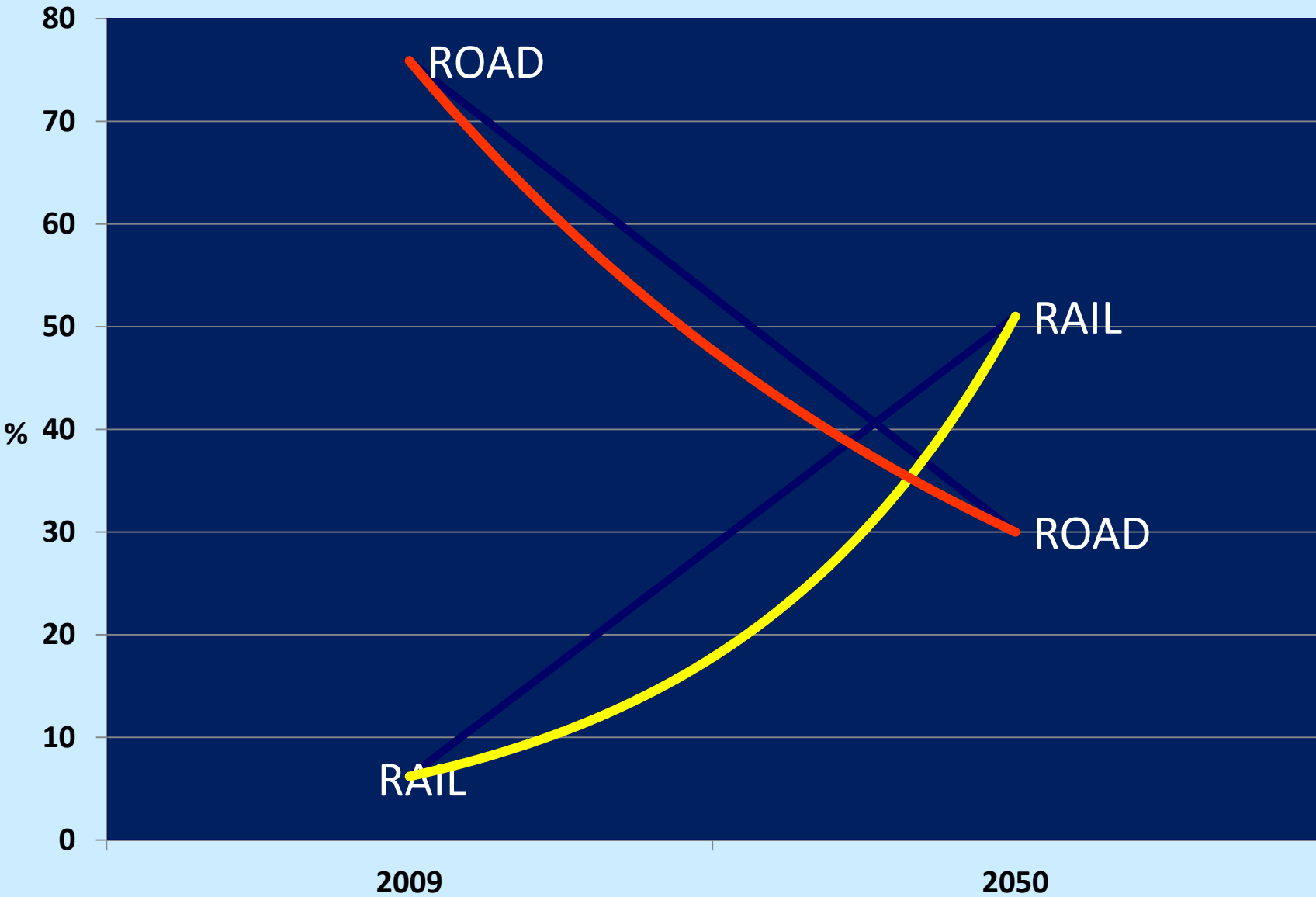
# Where is rail going?

1. *“By 2050 the majority of medium-distance passenger transport should go by rail.”*
2. *“More than 50% of road freight should shift to other modes such as rail and waterborne transport by 2050.”*
3. *“‘Conventionally-fuelled’ cars should be phased out of cities by 2050.”*

– *Roadmap to a Single European Transport Area – Towards a competitive and resource efficient transport system,* CEC White Paper, March 2011

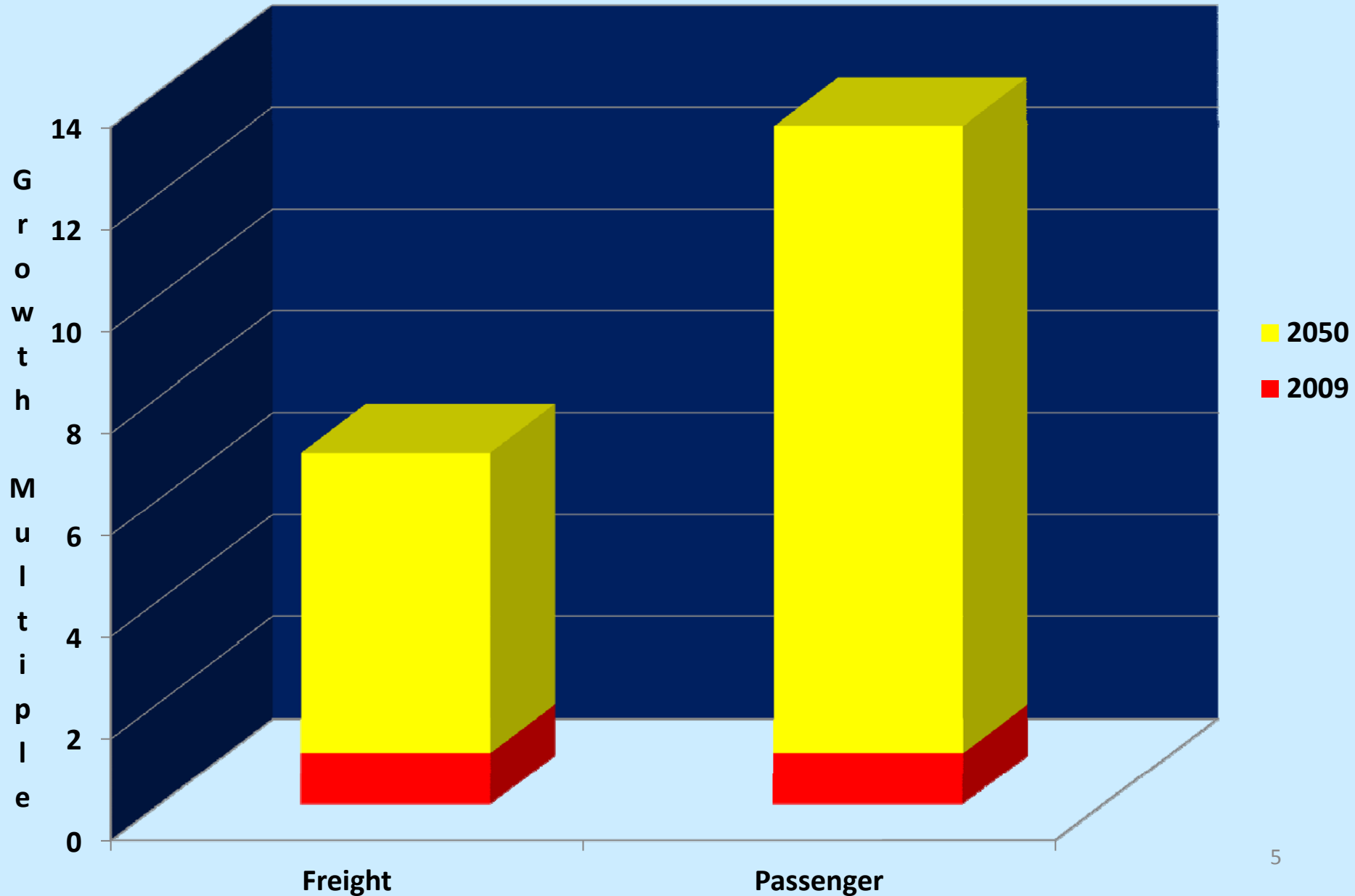
# Modal shift: planned rail v road share of passenger kms

Source: EU Transport in Figures, Statistical Pocketbook, 2011, tables 2.2.2 & 2.3.2 & SEC(2011) 392



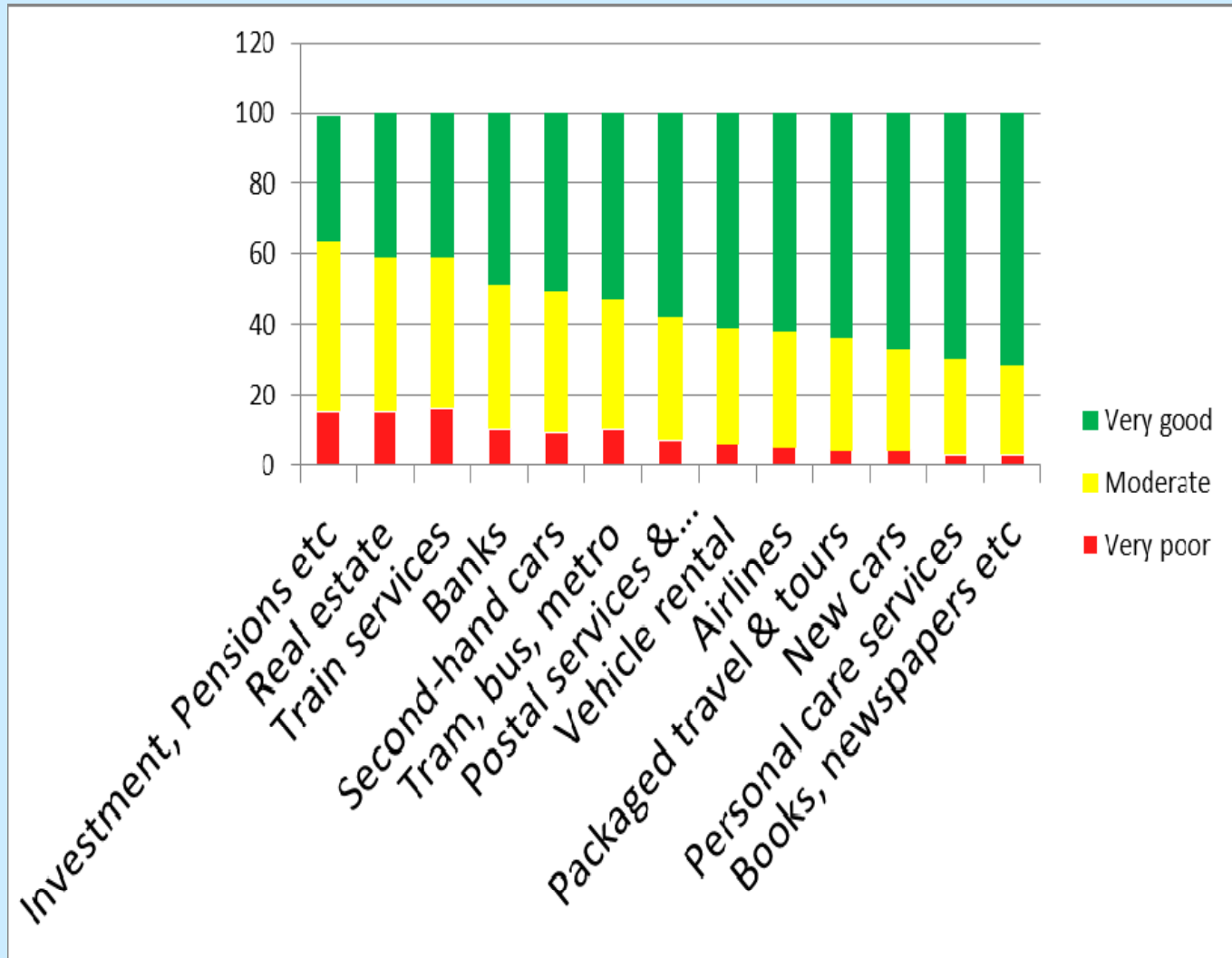
# Projected increase in rail tonne & passenger kms

Source: SEC(2011) 391



# Relative consumer satisfaction with rail services in the EU

Source: Consumer Markets' Scoreboard – Making Markets Work For Consumers – SEC(2010) 1257



# The challenge of delivery

A distress purchase

*or*

The mode of choice?



# Cultural change: focus on users' needs

- Market opening: *competition as a driver*
- Monitoring outcomes: *measuring Satisfaction*
- Holistic thinking: *the 'soft' system attributes*
- End-to-end journey thinking - *an integrated co-modal experience*



# Meeting users' aspirations

- **Dependable service: *Enabling investment in capacity***
- **Network enhancement through integration: *Seamless interfaces between modes***

# Enabling co-modality

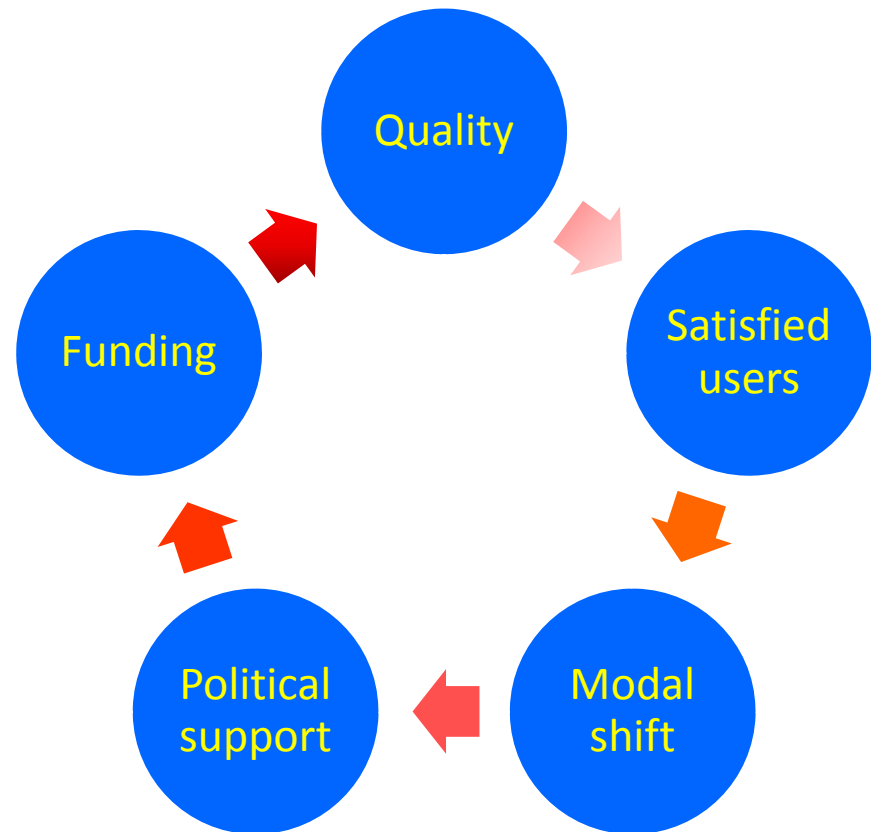
- Empowering users: *information provision and beneficial market opening (TAP-TSI)*
- Facilitating use of collective transport: *inter-availability, co-modality and through ticketing*
- Addressing congestion: *public transport and spatial planning (and the e-car heresy)*

# Meeting the cost challenge

- **Competitive tendering: *Market opening for market failure***
- **Reinforcing the ERA: *Delivering interoperability – authority and resources***
- **Reducing the cost base: *Tackling national duplication***
- **Getting the priorities right: *Cost Benefit Appraisal as the lodestar for interventions***

# Identifying the priorities

1. Service Quality:
2. Capacity:
3. Financing:
4. The Virtuous Circle:



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