

# EUROPEAN PASSENGERS' FEDERATION

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## Update

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# The Barcelona Priorities

- Passengers' rights:
  - Common framework across all modes
  - Effective, consistent, enforcement
  - Responsive to passengers' needs
- Technical Standards for Interoperability:
  - Persons with Reduced Mobility
  - Passenger Applications' Telematics
- End-to-end journeys
  - The EU journey-planner

# Making the passengers case

- Recast of the First Railway Package
- Making Air Passengers' Rights more right
- The Transport White Paper
- Talking to the decision makers
- Working with the operators
- Focusing on the Passenger Satisfaction tool

# The weakness of land transport

- The Consumer Satisfaction Scoreboard 2011:
  - Rail services = real estate services & banks
  - Urban transport = second-hand car salesmen
  - Air carriers and package tour operators = new car salesmen
- A message about perceptions of choice?

# The White Paper's challenge for 2050

- *“Curbing mobility is not an option”* .
- 60% cut in transport's GHG emissions
- No conventionally fuelled cars in urban areas
- Comprehensive, co-modal TEN-T network
- Majority of 300km + freight off roads by 2050
- Complete High Speed network
- Majority of medium-distance passenger transport on rail

# The enormity of the challenge

- 5-6 times rail's existing share
- With growth, 10-15 times the volume
- Is there the capacity?
- Will people be willing to make the change?
- Can rail make itself the mode of choice?

# A cultural revolution?

- Understanding passengers' needs
- Priority to performance and reliability
- Transform the travel experience for all
- Seamless links between modes
- Managing right when things go wrong
- Improving the wider travel environment
- Making rail Good Value; **Putting Users First**

# Building with the 4<sup>th</sup> Railway Package

- Building a vision of the European Railway Area
- Ensuring a user focus at the heart of planning
- Involving users' representatives
- Market opening without losing the network benefits of public transport systems
- Interavailable ticketing
- Creating a retail-oriented service



# Getting the spending right

- The need for public transport investment:
  - Congestion and the land use cost of 'e-cars'
- Public spending on public transport infrastructure as a key to economic growth
- Major modal shift can't be forced; it has to be lured
- Understanding passengers' needs is the key