Promoting Public Transport
from a sustainable mobility approach

Pau Noy

Milan, the 15th March 2014

PTP PROMOCIÓ DEL TRANSPORT PÚBLIC

Access to Cars in Europe

Has a Car
50%
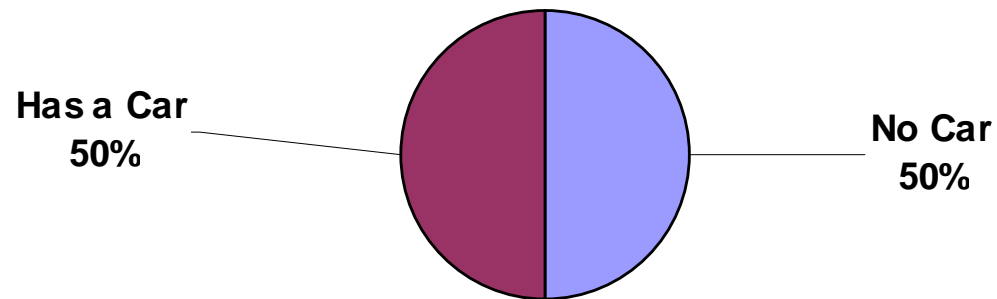
No Car
50%

No car, people

- Without a license to drive

- Without access to car at home (women !)

- Without a car at home

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Promoting Public Transport from a sustainable mobility approach
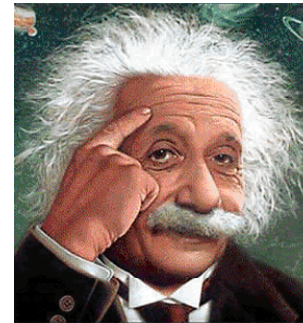
People behaviour

on mobility decisions

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People having a car (50%)

I'll go by car, **a door to door trip**

Car is

- Faster
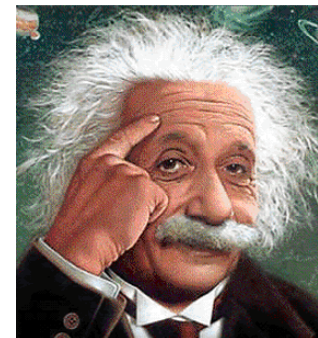- Easier
- More comfortable
- Cheaper !!
- I'll feel free

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People having a car (50%)

Except if I go to centre city ……….

………in which case I'll consider sustainable means of transportation

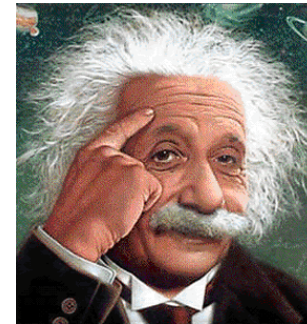If I do not know how to get it, **tom-tom** will lead me

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People having a car (50%)

When travelling far away

Holidays, business, social purposes…….
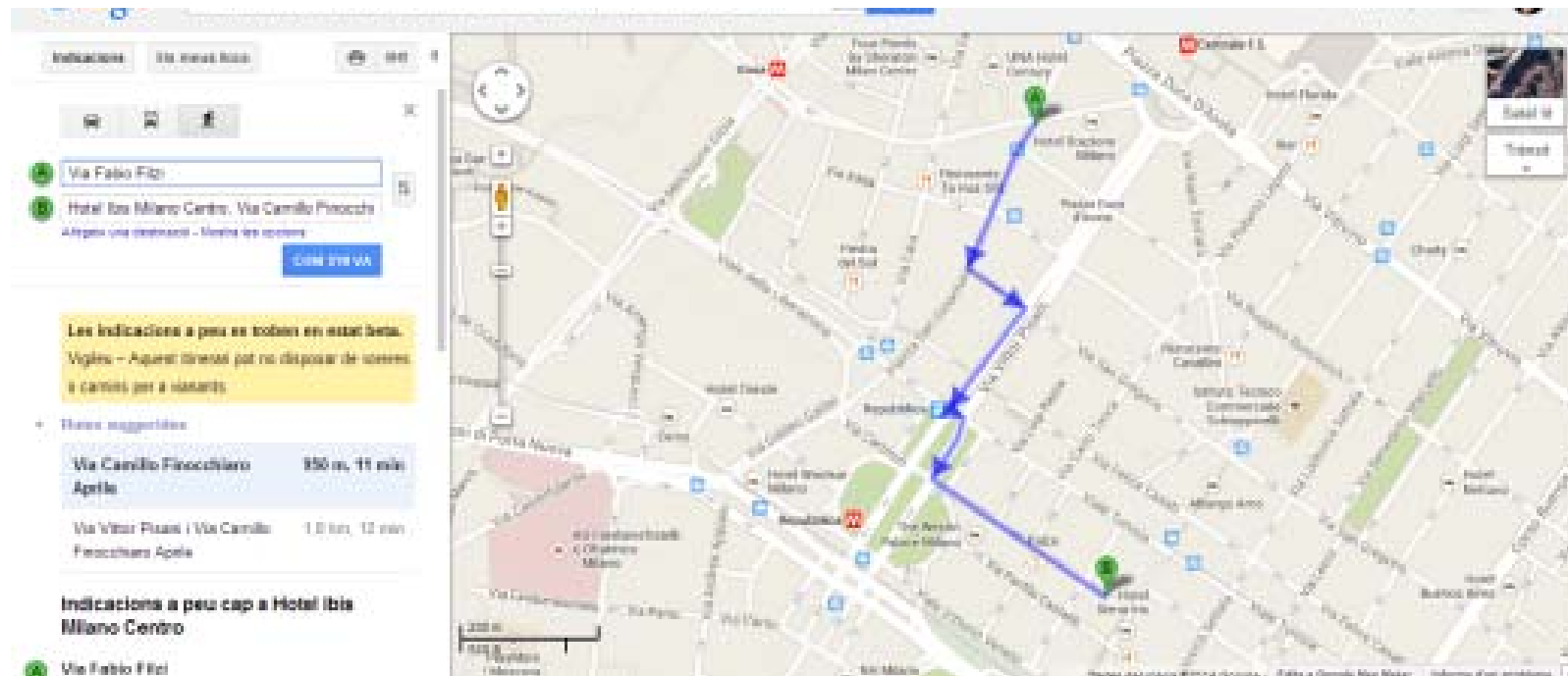(also meetings !!)

They use

- **Car** Until **1.000 km is** very common

- **Rent-a-car** as an alternative solution

- **PT** (in Europe) **Less common,** specially trains, in some countries, buses

- **Airplane** **Beyond 1.000 km,** for sure I'll take a plane: faster and cheaper
  ----------------------→ Rent-a-car or PT in destination

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People having a car (50%)

In all these long distance trips **internet support** is needed
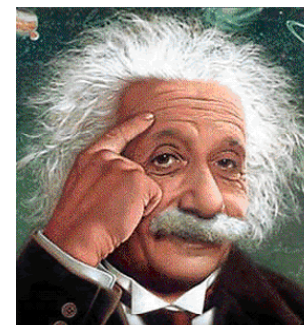

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People not having a car (50%)

Regular trips,

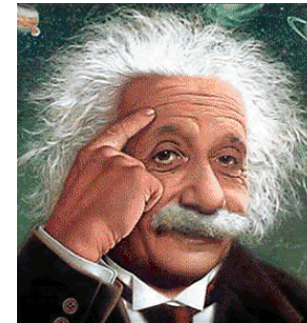Combined sustainable mobility

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People not having a car (50%)

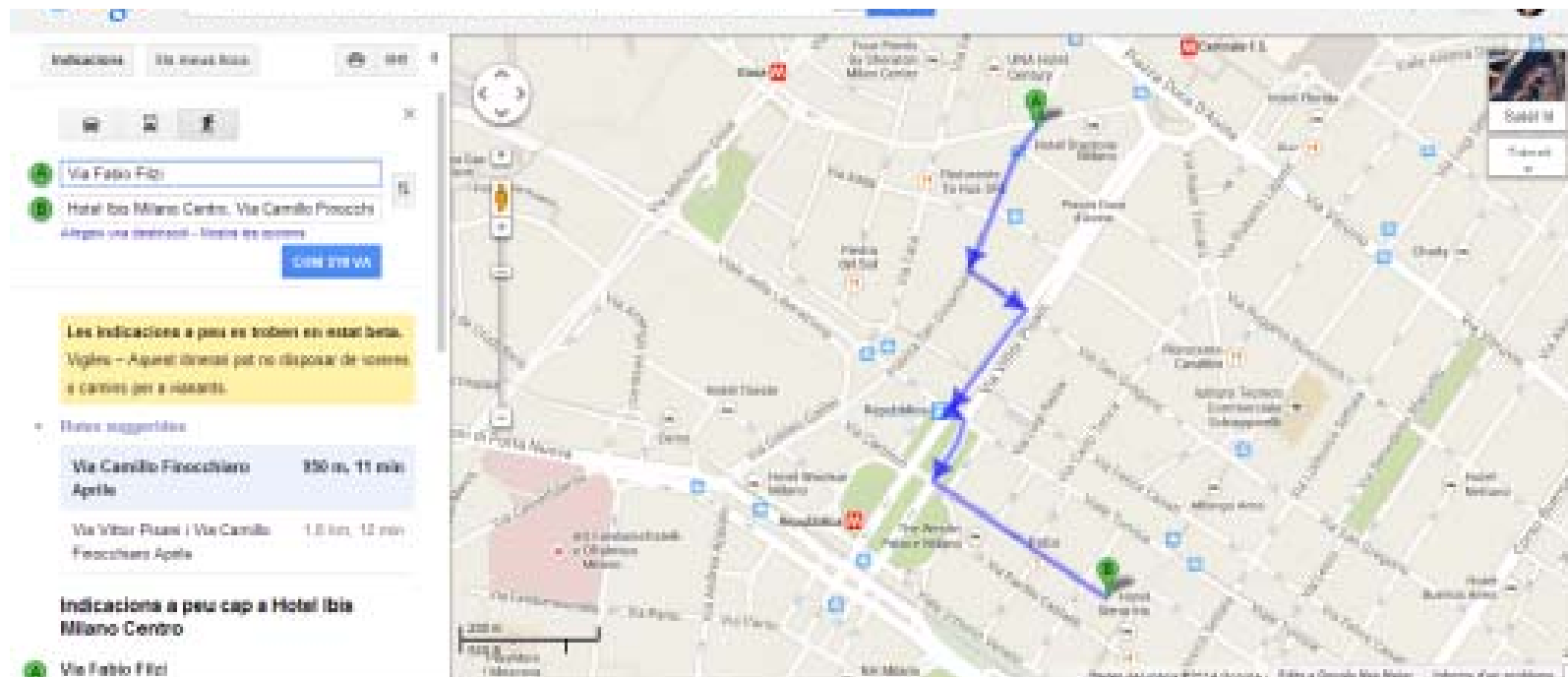**Not regular trips**

How do I get my destination?

- I **walk** until the bus stop
- I **cycle** until the train station
- I take a **train/bus** until my PT destination, then I walk or take a bus
- Or I **carry my bike** on the train with me

- In case PT is not a good choice I'll take a **taxi** or I'll book a **Car-Sharing** car
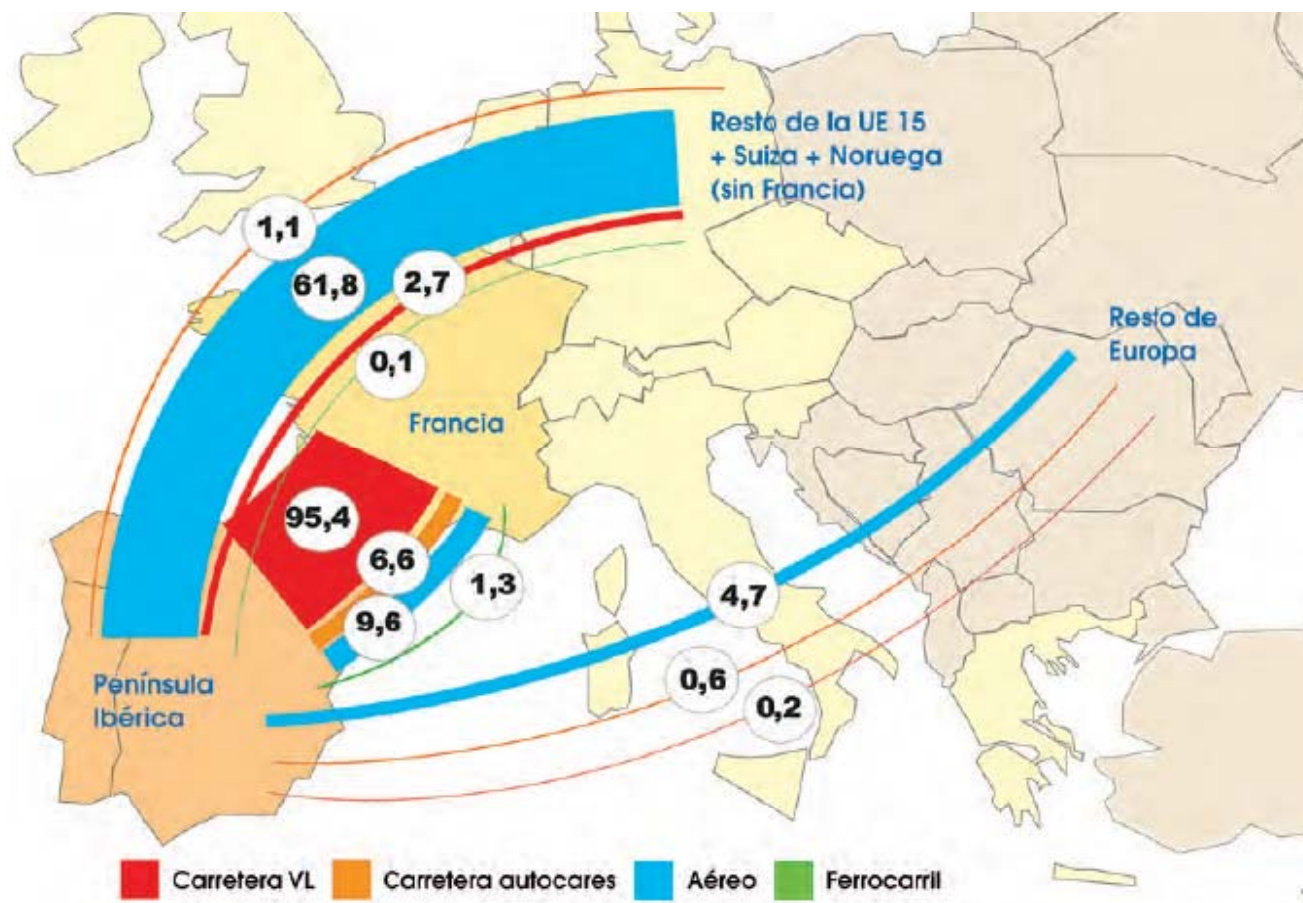
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People not having a car (50%)

Internet support to define my route is needed

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Exchanges between Spain and Europe

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People not having a car (50%)

1. **Regular trips** can be solved on foot, by bike, by PT or a mixed solution of them

2. **Not regular journeys** will always be solved by collective means of transportation systems (plane, rail, buses) and by PT and renting-a-car in destination for fulfilling the last mile (or last 100 miles !)
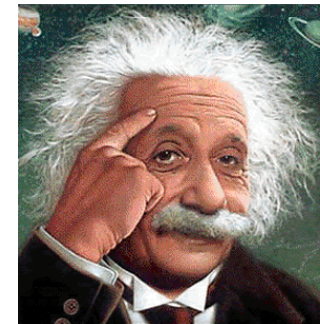
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People having a car (50%)

When they **discover** the **progress of PT services,** then

- Must I **sell** my car ?
- Must I **renew** my car when it breaks down ?

From this moment, they can become intensive Sustainable Mobility Users !!

Results

1. I'll save **money** and increase my **safety**
2. I'll invest **my time travel** in
   - Reading
   - Talking
   - Getting relax

I'll forget **car owner problems**

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People not having a car (50%)

In all these cases, close to my home, **I'll need**

1. **Internet** adviser tools
2. A **Bike**
3. A **Car-Sharing** club (If I drive)

And in all circumstances I'll **walk** …….. and I need

- Good and improved **public spaces**
- Accessible **routes**
- **Security** in my routes
- Well lit streets to **feel safe**

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So, for promoting Public Transport we need
A combined sustainable mobility approach

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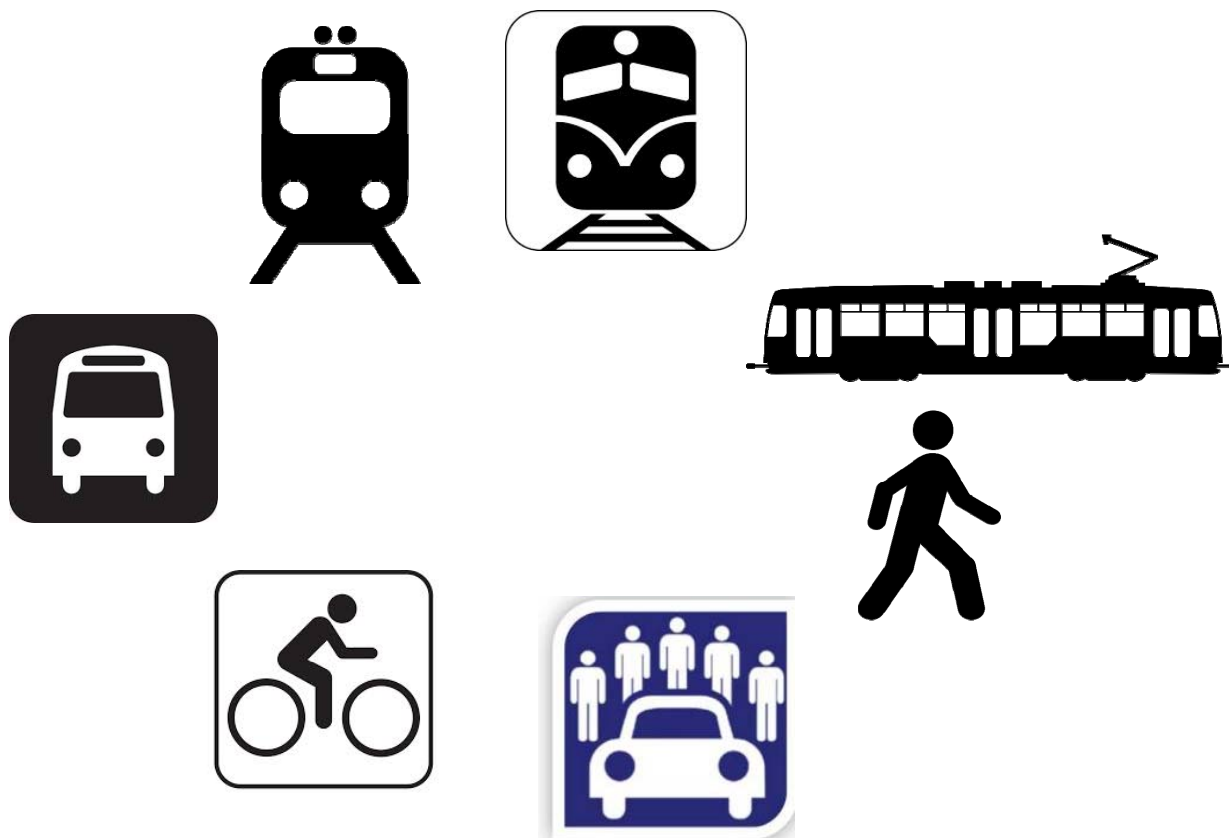
Promoting the whole ecomobility implies:

• **improving economy**
• **creating sustainable jobs**
• **saving money and energy**
• **reducing carbon emissions from transport.**

The more eco-journeys are made in a country, higher is its wealth

Traditionally, all these different modes of transportation have been considered separately – with separate policy teams, separate funding and separate providers.

While this reflects how the industry operates, it does not reflect the way people think.

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So, to encourage and enable more people to choose sustainable transport for the whole journey…….

…….. We need to focus on improving the entire door-to-door journey.

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It is due to that that in Europe the most advanced transportation and most progressive local policies are boosting the integration of all means of transport.

If we, EPF, want to encourage the use of public transport, which is the core of our DNA, we need to integer in our approaches those organisations and people who are promoting cycling, walking and car-share.

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