6th International Railway Summit

Prague, 23rd February 2018

Passenger satisfaction and the urban challenge

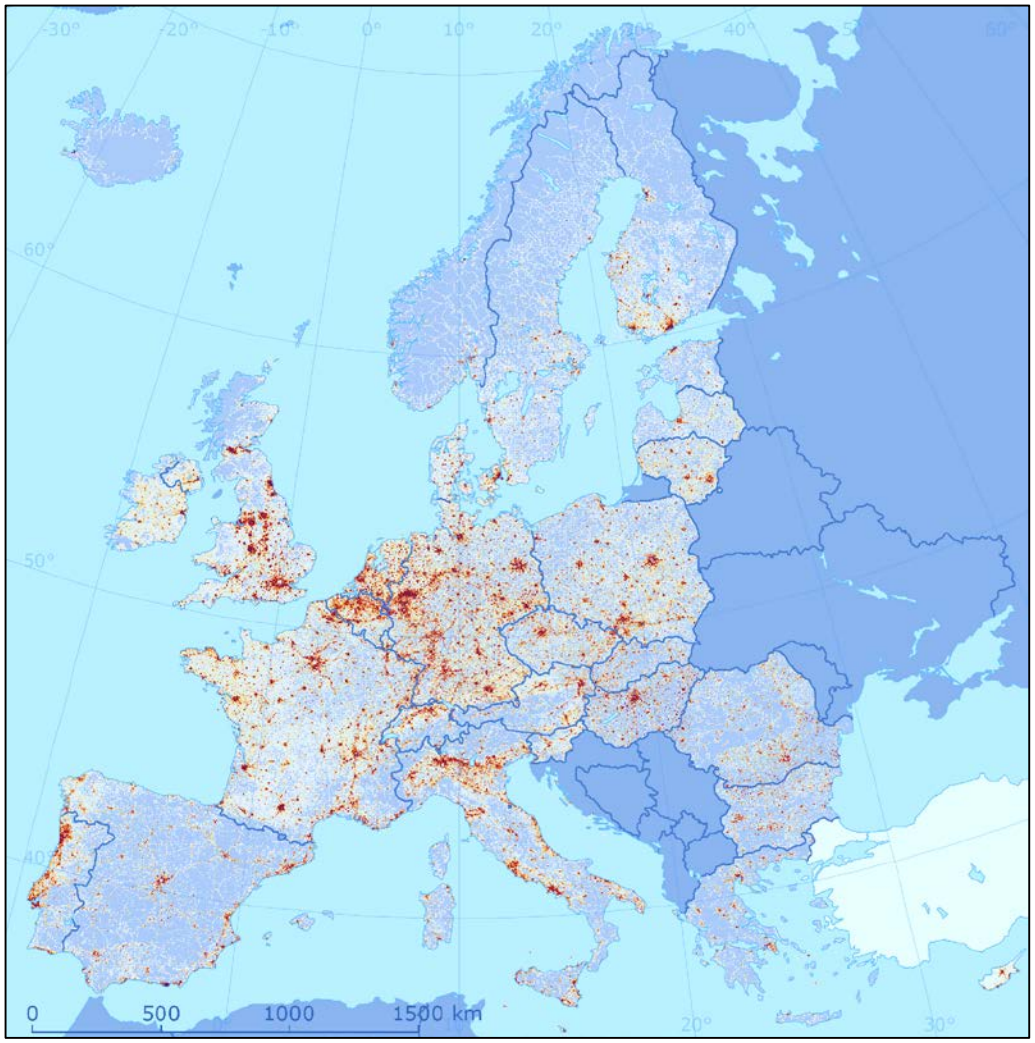
Christopher Irwin // **EUROPEAN PASSENGERS' FEDERATION** //
www.epf.eu

EPF MAP

January 2018

- 36 member organisations
- 21 countries

An urban society – and increasingly so



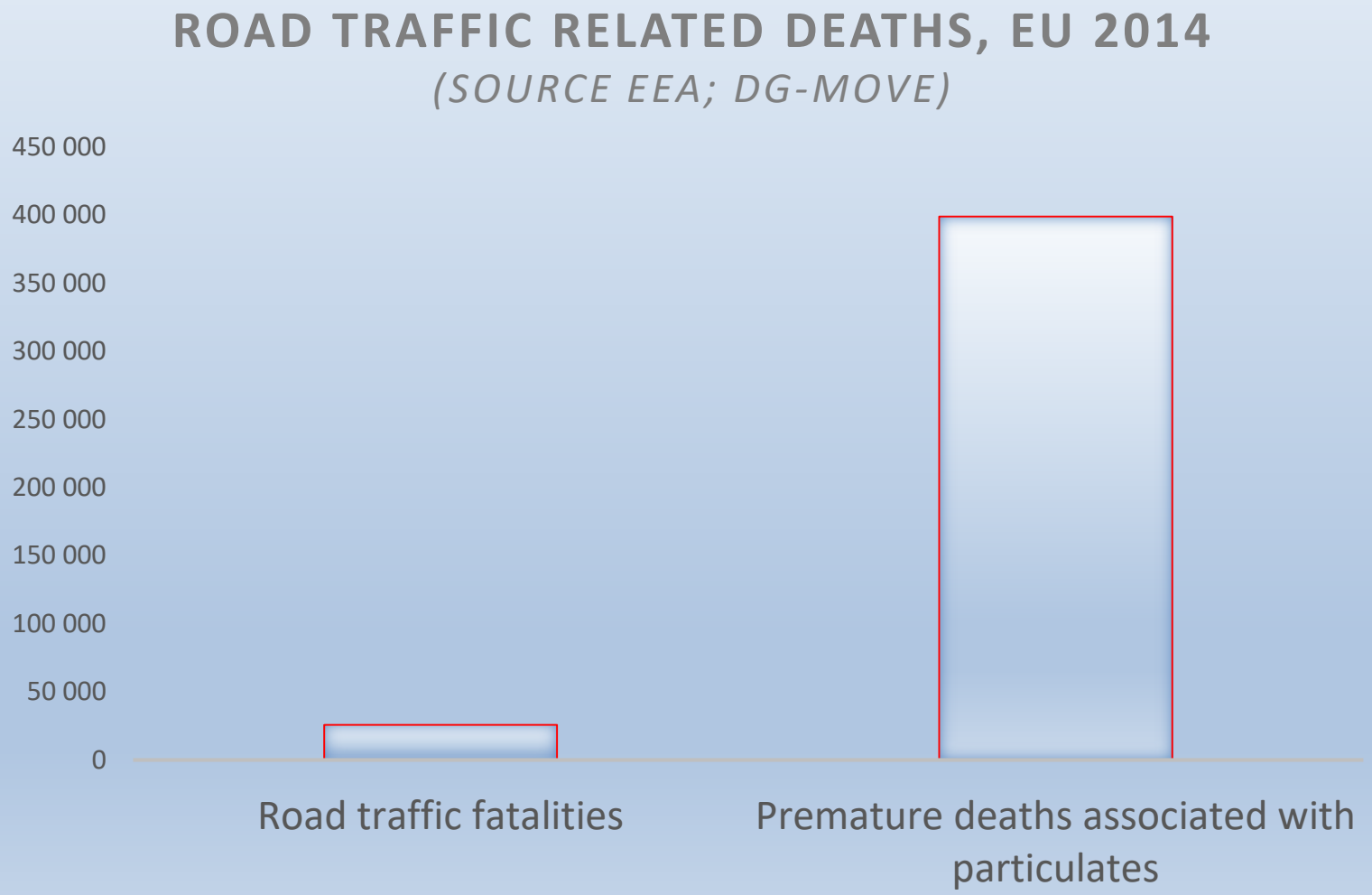
Across the EU:

- 73% live in urban areas - 82% by 2050
- Generating 85% GDP

Urban challenges

- Congestion
- Land supply
- Pollution:
  - Exhaust emissions
  - Non-exhaust emissions

Emerging realisation



Making the change

Command economy,

or

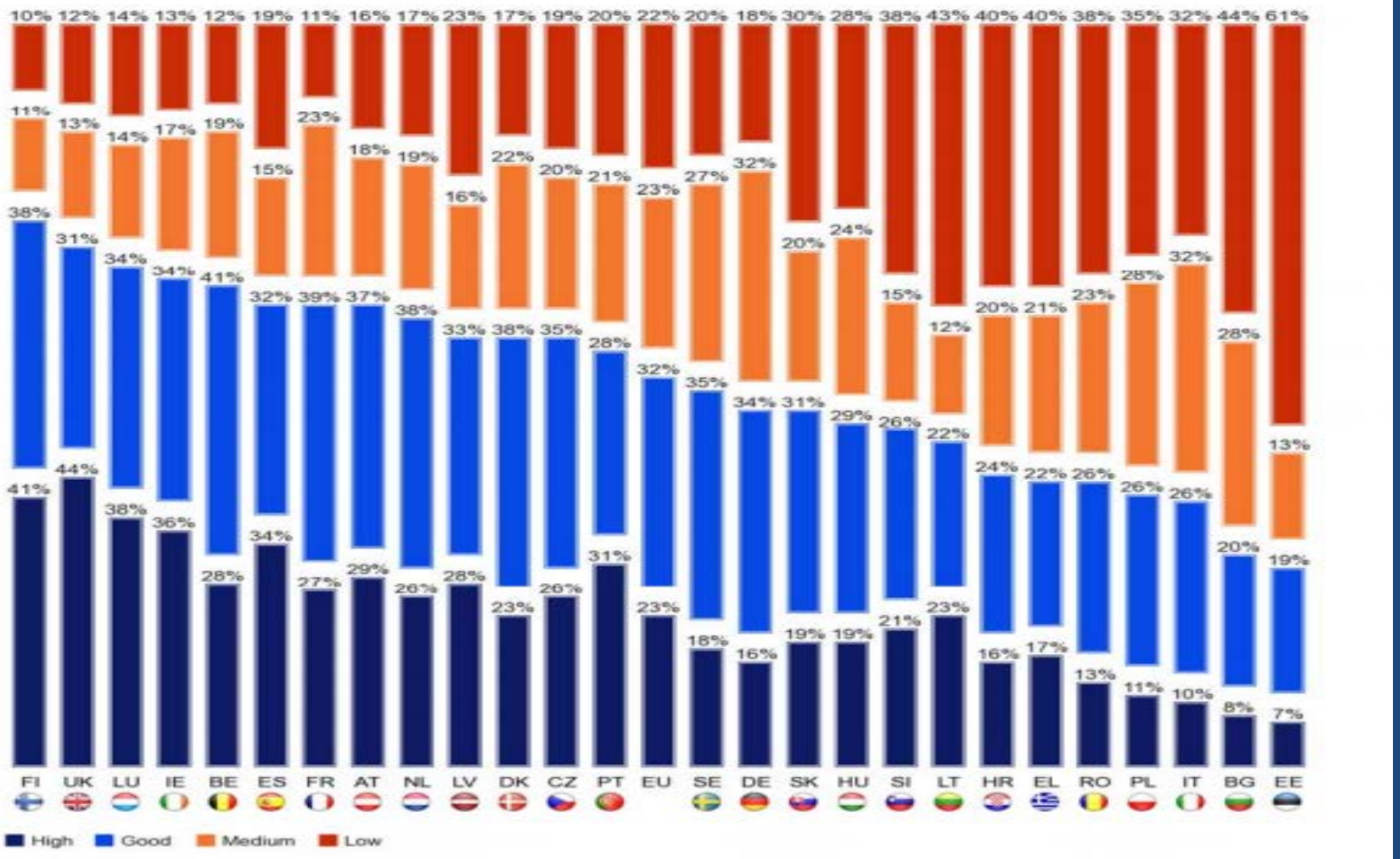
Consumer preference?

Competitors?

- Will car-owners accept car-sharing?
- Will the non-exhaust emissions prove acceptable?

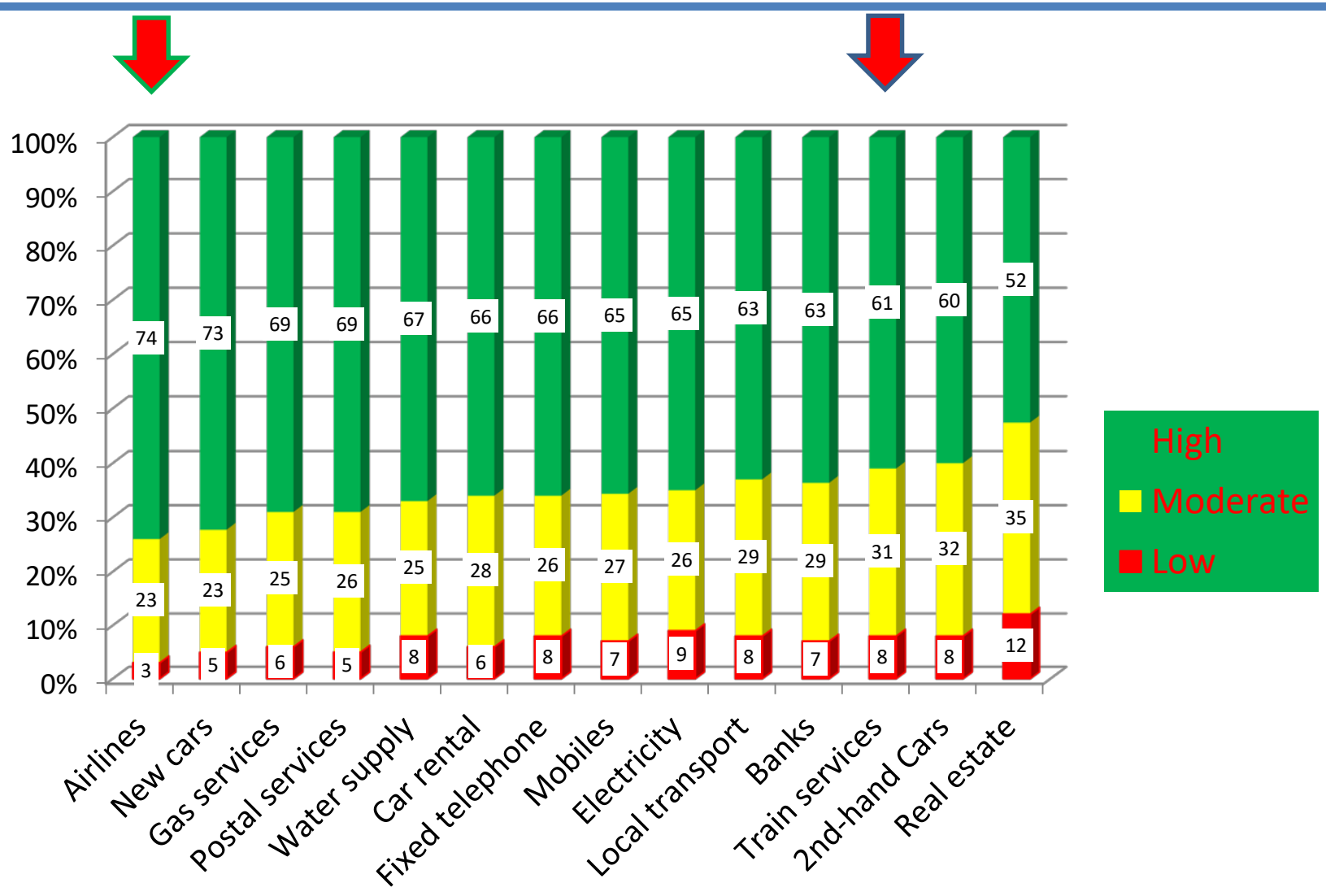
MIT Media Lab Smart Cities Group

55:45 of rail users' satisfied:
(Eurobarometer 382a)



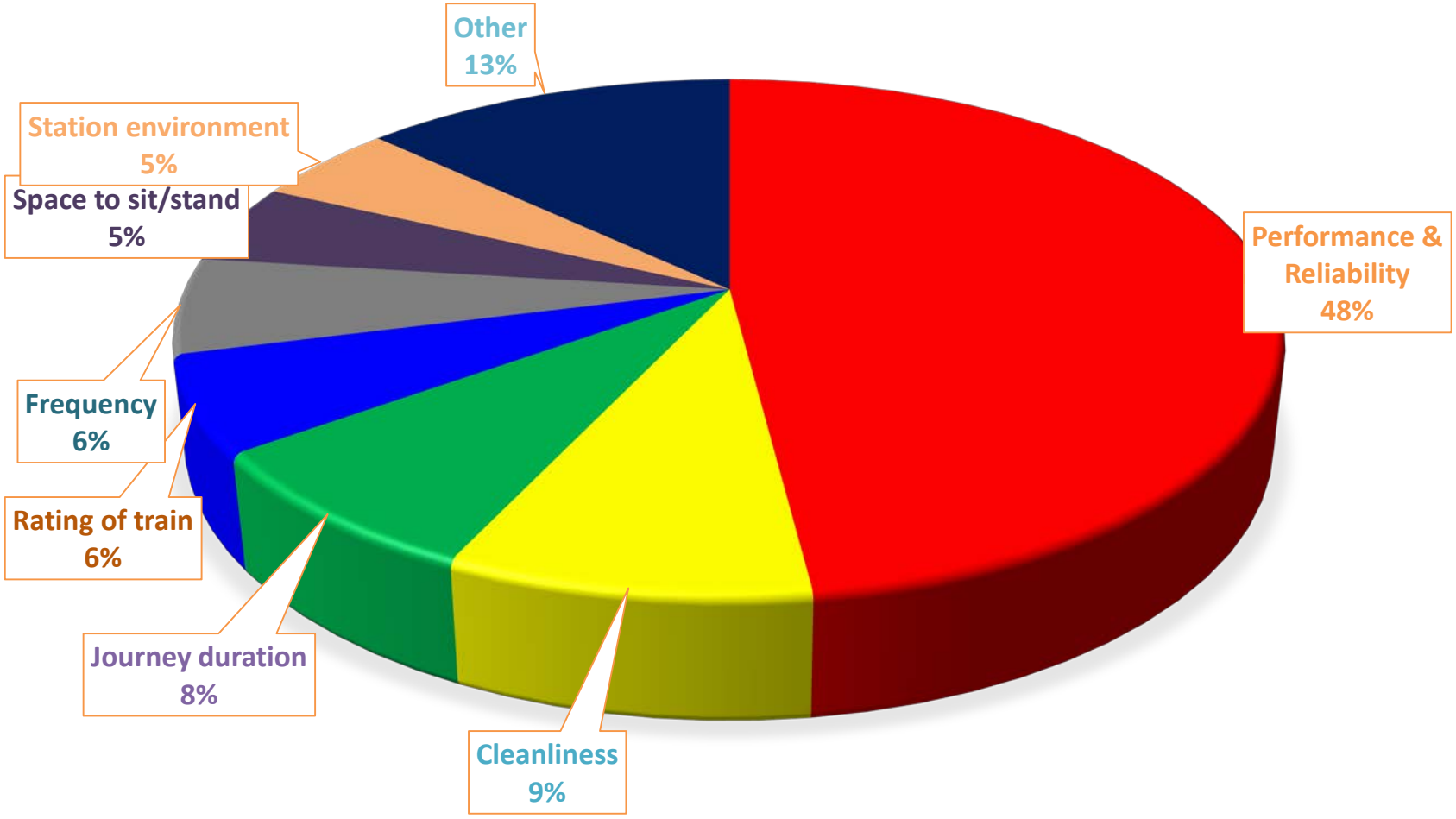
Poor comparative user satisfaction

EU Consumer Markets Scoreboard, 2016 *– 'To what extent did service offered live up to expectations?'*

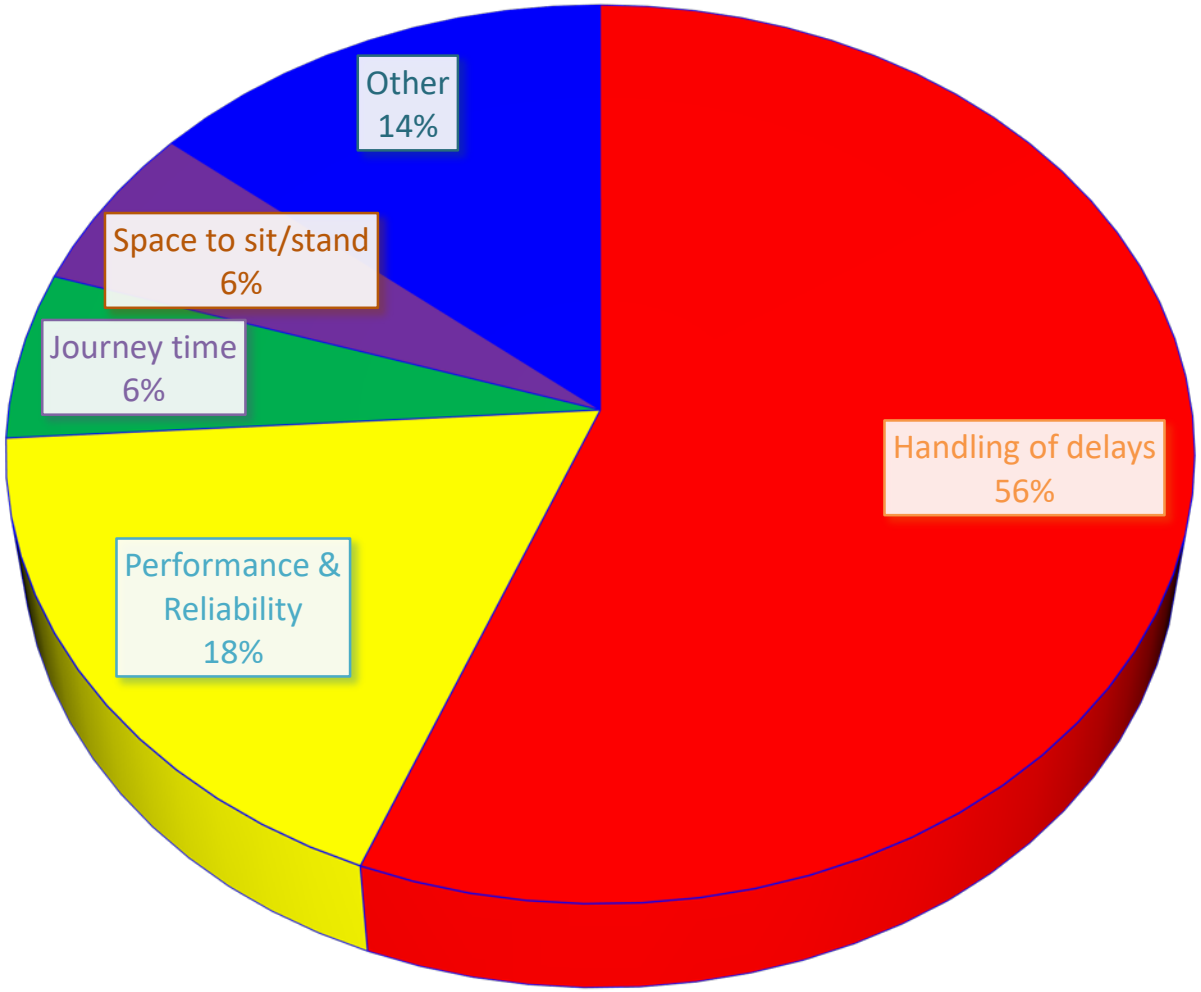


Drivers of passenger satisfaction:

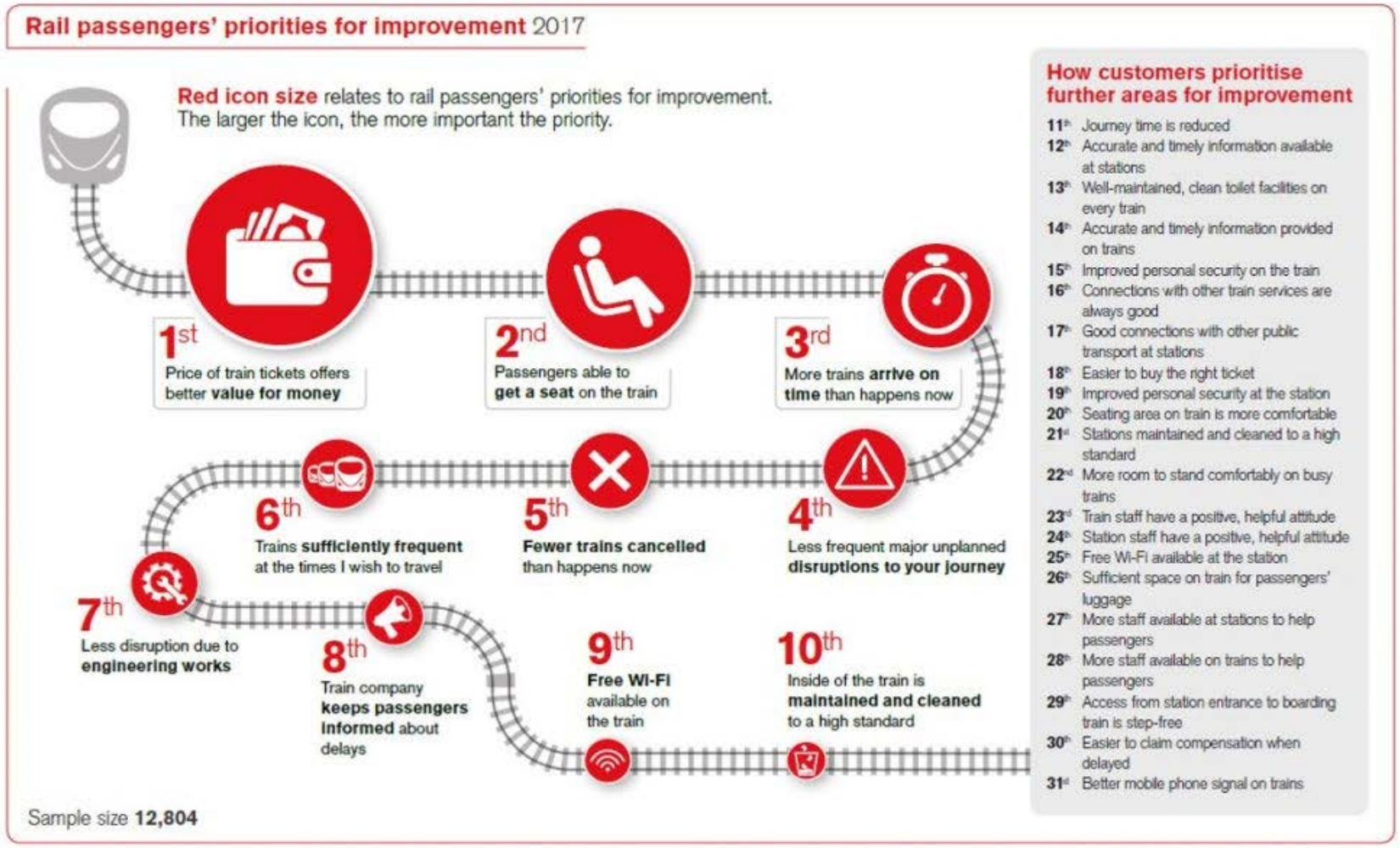
National Passenger Survey, Transport Focus, GB



Drivers of passenger dissatisfaction:
(National Passenger Survey, Transport Focus, GB)



Passengers' priorities for improvement
(Transport Focus, GB)



The digital opportunity

- **Delivering services:** *e.g. train management and control systems*
- **Planning services:** *e.g. using Big Data to understand mobility patterns*
- **Accessing services:** *e.g. mobility as a service*

BUT:

- **Who will be in control, operators or data-integrators?**
- **Can public transport out-compete hail-a-ride?**

Thank you for your attention!

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