International Transport Forum | 2012 annual summit

SESSION KEY POINTS AND QUOTES

Urban Connectivity: Improving the Door-to-Door Journey

Wednesday, 2 May, 11:30-13:30

The Panel

- Conny Czymoch - Moderator
- Tetsuo Akiyama, Visiting Professor, Hokusei University, Japan
- Serge Amabile, Director, Marketing and Sales, Société Autolib', France
- Rosine Howe-Teo, Chief Innovation Officer and Group Director, Innovation and InfoComm Technology, Land Transport Authority, Singapore
- Wilhelm Lindenberg, CEO, Greater Hannover Transport Association, Germany
- Sue Zielinski, Managing Director, Sustainable Mobility and Accessibility Research and Transformation (SMART), USA

Overview of Session

Managing more than 10.5 billion everyday trips in urban areas around the poses fundamental challenges for both cities and their inhabitants. While almost every trip starts and ends with walking, and most trips involve one or several other modes, transport is rarely organised along the lines of one single, seamless, door-to-door transport task. This session addressed the challenge of providing high-quality, seamless, urban mobility.

Key Points:

- Reliability is the key metric for measuring seamless transport performance– if new services are not predictable, they will not be adopted by the public.
- Allowing open access to accurate and reliable data generated by public authorities and transport operators can give rise to innovative and personalised applications that enhance seamless travel in ways few governments could.
- Connectivity requires addressing more than just technology – institutional, physical and, critically, behavioural aspects must be part of the equation.
- All travel starts by walking and many trips include one or more other modes – the more modes, the more complex the trip. The key is to simplify as much as possible this complexity for the user and to ensure that back-office arrangements never pose an impediment to the traveller. This requires creating new habits for authorities, operators and users.
- New mobility services have an essential role to play but they should be integrated into, and connected to, existing services and networks as much as possible.

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- Seamlessness doesn't stop at the door-to-door trip, it extends up- and downstream to trip planning and invoicing. Payment systems and schedule information should be bundled with physical transport services.
- Equity needs to be built into seamlessness. That means ensuring that new services do not exclude segments of the population due to income, age or impairments and that existing sytems are adapted for these people.
- Car-sharing allows private mobility to people who do not want to, or cannot afford to, own cars. Shared systems respond to specific mobility needs at convenient times for users and fill an important gap.

Key Quotes:

"Achieving seamless transport is not essentially a technology issue, it requires moving minds as much as moving people." - Sue Zielinski.

"Owning a car can be a hassle, especially for young professionals living in city centres, Autolib and other car-sharing systems gives them a more flexible option that increases their choices without tying them down with a car." - Serge Amabile.

"There are a wide range of technical solutions that are never attempted. You need a real political vision and leadership." - Wilhelm Lindenberg.

"The private sector is ready to provide innovative and creative solutions but we neeed fast and predictable decisions on the part of public authorities." - Serge Amabile.

"Seamless transport is about applications and applications need data." Rosina Howe-Teo.

"There is no need to wait for systems we don't yet have, we can start with what is on the ground and move from there." - Sue Zieleinski.

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