



1st Seamless Mobility Workshop

How new mobility services can help public transport attract more customers

Lisbon, Portugal, 7 October 2009 (14:00-17:15)

Introduction



In order to limit private car use in the city and to improve the quality, offer and image of public transport, more and more networks chose to provide seamless mobility to their customers. They are thus providing an ever broader mix of mobility services by building new alliances with actors such as carsharing and bicycle operators, taxis, etc. In this way they promote the use of soft modes and launch mobility packages to ensure door-to-door mobility and bundle customer needs into a single card. These new mobility solutions induce a change of behaviour in the population towards private car use.

By supporting innovative mobility solutions, public transport operators will significantly alleviate congestion in cities as customers are able to choose between various mobility options. Thus they have a real alternative to the owning of a car.

This is even stated as one of the solutions in the UITP strategy "Public transport: the smart green solution": to deliver lifestyle services which will become the mode of choice for citizens. UITP asks public transport operators to become true mobility providers by developing intermodal strategic partnerships and alliances with taxis, bikes and car-sharing, parking facilities, information providers and all major mobility generators.

Moreover, complementary modes can be used as new marketing tools as they are innovative and intelligent mobility solutions. They bring a fresher image to public transport and help reach other customer profiles. Therefore it often happens that joint advertising campaigns are organized in cooperation with the different operators.

This workshop will give the floor to representatives from public transport companies and organizing authorities who have a lot of experience in the cooperation with soft modes but also to carsharing and cycling organizations as well as to the academic world.

Workshop Seamless Mobility (14:00 - 17:15)

13:00 Transfer organised from the Marriott hotel to the Workshop in Miraflores

14:00 - 15:15 **1st Session: The challenge of integrating new mobility solutions into public transport networks**

Chair: Carlos Vieira de Sousa, Manager, Sociedade de Transportes Colectivos do Porto SA (STCP), Porto, Portugal

14:00 - 14:20 **Introduction and projection of the film produced in the framework of the European momo project "More options for energy efficient mobility through Car-Sharing"**

Didier Dumont, Directeur Bouquet de Transports, Société des transports intercommunaux de Bruxelles (STIB), Brussels, Belgium and Chairman of the Seamless Mobility Platform

14:20 - 14:40 **How public transport profits from seamless mobility**

Sonja Roos, Head of Strategic Projects, Mobility International, Lucerne, Switzerland

14:40 - 15:00 **HANNOVERmobil: Turning public transport into a multimodal mobility provider**

Martin Röhrleef, Geschäftsführer Landesgruppe Niedersachsen/Bremen, Verband Deutscher Verkehrsunternehmen (VDV), Hanover, Germany

15:00 - 15:15 *Questions and discussion*

15:15 - 15:45 *Coffee break*

15:45 - 17:15 **2nd Session: Round table on seamless mobility**

Moderator: Didier Dumont, Directeur Bouquet de Transports, Société des transports intercommunaux de Bruxelles (STIB), Brussels, Belgium and Chairman of the Seamless Mobility Platform

The various stakeholders will give a 5-minute statement to explain their position on the integration of soft modes with public transport to improve the offer, quality and image of public transport and thereby attract more customers. Pros and cons, challenges and difficulties will be discussed by experienced speakers in the field of seamless mobility.

- David Van Kesteren, Coordinator Taxistop, Co-funder Cambio Belgium, Gent, Belgium
- Luud Schimmelpennink, Chairman, Foundation Ytech and Inventor of the white bicycle system in the 60s, Amsterdam, The Netherlands
- Tiago Farias, Professor Engineer, Instituto Superior Técnico, Lisbon, Portugal
- Pierre Bourbonnière, Directeur Marketing, Société de transport de Montréal (STM), Montréal, Canada
- Sonja Roos, Head of Strategic Projects, Mobility International, Lucerne, Switzerland
- Martin Röhrleef, Geschäftsführer Landesgruppe Niedersachsen/Bremen, Verband Deutscher Verkehrsunternehmen (VDV), Hanover, Germany

Practical information

Location

The 1st Seamless Mobility Workshop will be held at the Companhia Carris de Ferro de Lisboa (CARRIS) headquarters:

Alameda António Sérgio, n°62
Complexo de Miraflores
2795-221 Linda-a-Velha
Portugal

How to reach it by public transport?

From the airport, please catch the shuttle "AEROBUS" (free of charge for delegates), then get off at MARQUES POMBAL and there catch bus n°48 (destination LINDA-A-VELHA) and get off in front of Miraflores's headquarters.

Language

The Workshop will be held in English Only.

Registration fees :

UITP Members 180 €
Non UITP Members 360 €

Access to the workshop is free of charge for speakers and for delegates who register for the Marketing Conference.

Please note that registration to the workshop can only be done by fax.

Delegates who wish to attend the Marketing Conference as well are welcome to register online (www.uitp.org/lisbon2009).

Accommodation

Lisbon Marriott Hotel*****

Av. dos Combatentes, 45
1600-042 Lisbon

Portugal

Tel: +351 21 723 54 00

Fax: +351 21 723 54 40

E-mail: mhrs.lispt.reservations@marriott-hotels.com

Website : www.marriott.com/lispt

Double room for Single use: 90 €

Double room: 105 €

(breakfast and 5% VAT included)

Terms and conditions

Please refer to the terms and conditions of the Marketing Conference.

Contact: sandra.vingerhoets@uitp.org