

Demands on local public transport operators: The focus must be on customers

- Provide information on the Internet that is user friendly, i.e. easy to find, complete and clear; information from different transport companies should be combined under the roof of the transport association that acts as a user point of contact for all forms of transport.
- Display the network, lines and tariff system clearly, also for outsiders, on all means of transport and at major stops.
- Provide all important information at major stops and on the Internet and also at least in English for foreign visitors.
- Provide reliable information about departure times at stops, possibilities for changing, as well as the next stops, in the form of onboard dynamic displays and announcements.
- Make the tariff system simple; one ticket for a journey through the city irrespective of whether the passenger changes or the type of transport used.
- Day tickets should be generally valid for 24 hours beginning as soon as the ticket is purchased/stamped.
- Prices should be moderate in order to motivate people to use local public transport rather than their own cars, rentals or taxis.
- Provide special incentives for subscriber tickets, for instance, no charge for bicycles, free Park&Ride and Bike&Ride areas.
- Make it easy to buy tickets by providing a sufficient number of ticket desks and machines and accepting payment with EC cards, credit cards and cash.
- Create attractive headways.
- Co-ordinate timetables of different forms of transport to match.
- Provide more park and ride facilities and facilities for parking bicycles.
- Consider the special needs of people with disabilities by ensuring accessibility to stops and means of transport along with advance information about accessible services.
- Learn from the experience made in other cities and adopt good solutions, such as smartcard systems for purchasing tickets.