



● Proposal for a 2015-2025 Action
● Programme on doubling the use of
● collective land transport in the EU

The European Citizens' Mobility Forum

The European Citizens' Mobility Forum (ECMF), created in 2014, is a structure open to all public and private stakeholders sharing the objective of doubling the use of collective land transport and unlocking the unused potential of collective road- and rail-based transport in the EU.

The ECMF considers that a fundamental transformation of the EU transport system, including a shift to collective mobility in everyday commuting and travel practices will be needed to answer the challenges posed by the future of mobility in the EU. The collective land transport chain makes efficient use of resources, facilitates access to markets and services for everyone, creates economic opportunities, limits the negative externalities of mobility and encourages social integration.

The ECMF consists of representatives from the EU institutions (European Parliament, European Commission DG MOVE, Committee of the Regions, European Economic and Social Committee, civil society researchers and stakeholders (trade unions, safety and environmental NGOs, passenger organisations and representatives of cities), trade associations and business representatives from the door-to-door collective land transport chain.

The ECMF's core mandate is to propose concrete actions to double the use of collective land transport in the EU by 2025 through a detailed and targeted European Action Programme and to monitor its implementation.

Members



European Commission



European Economic and Social Committee (ECOSOC)



International Road Transport Union (IRU)



Fédération Belge des exploitants d'Autobus et d'Autocars et des Organisateurs de Voyages



The Swedish Bus and Coach Federation



Eurolines



European Passenger Federation (EPF)



European Cities and Regions Networking for Innovative Transport Solutions (POLIS)



Group of European Travel Agents' and Tour Operators' Associations within the EU



European Parliament



European Union Committee of the Regions (COR)



International Association of Public Transport AISBL (UITP)



Confederation of Passenger Transport UK (CPT)



Koninklijk Nederlands Vervoer (KNV) Taxi



European Passenger Transport Operators



European Disability Forum



European Tour Operators Association



Hydrogen, fuel cells and Electro-mobility in European Regions





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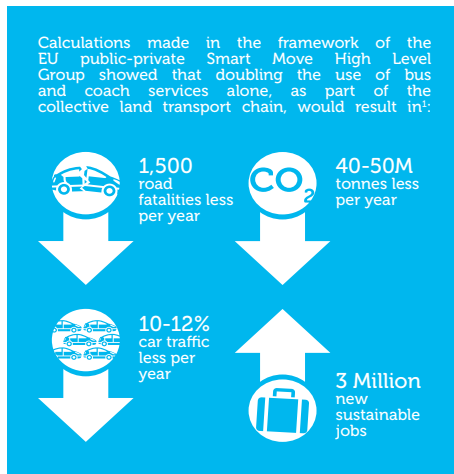




Introduction

Collective land transport as the backbone of a sustainable, seamless, affordable and inclusive mobility for all

Mobility is both a key contributor to building up a dynamic, fair and inclusive society offering equal chances for all (in terms of access to labour, learning and leisure) and a societal challenge. The expected continued increase in demand for mobility in the coming decades risks aggravating problems such as pollution, congestion and CO₂ emissions and will pose a challenge in terms of sustainability. This challenge can only be met by a fundamental transformation of the EU transport system, including a shift to collective mobility in everyday commuting and travel practices.



In 2011, the European Commission White Paper on Transport recognised the significant socioeconomic benefits and positive externalities of collective land transport and set the objective of a greater use thereof, including both rail- and road-based modes, in the EU². However, this objective has not yet

been followed by clear and measurable policy and business objectives, and the related set of support measures and tools, including funding tools, addressing the entire, short- and long-distance, door-to-door mobility chain.

The pioneering work of the Smart Move High Level Group

In 2012, the EU public-private Smart Move High Level Group defined a common vision and proposed to set the objective of doubling the use of collective road transport by 2025. It formulated a set policy and business recommendations as a way to facilitate the development of a pro-active public, financial, fiscal, legislative, market and operational environment, which will encourage better service provision and thereby produce a shift in travellers' behaviour towards collective means of transport. The EU public-private Smart Move High Level Group emphasised that a holistic approach was needed, placing customers and users at the centre of the policy and business agenda, and, therefore, approaching the door-to-door collective land transport chain and its constitutive transport modes as a whole. In this framework, the High Level Group recognised taxis and hire cars with driver services as a necessary element of the collective land transport chain.

The objective was supported by leading representatives of the EU institutions, civil society researchers and stakeholders, trade associations and business representatives from the door-to-door collective land transport chain.

From a shared vision supported by all stakeholders towards a structured implementation, backed by a coherent governance plan and a dedicated funding instrument

Reaching the ambitious objective of doubling the use of collective land transport cannot be achieved without a comprehensive

¹ Benefits of doubling bus and coach in the EU, www.busandcoach.travel

² European Commission White Paper - Roadmap to a

Single European Transport Area – Towards a competitive and resource efficient transport system, page 6.





vision shared by all key public and private stakeholders at all decision levels. It will also require commitments and concrete actions on the part of European, national, regional and local administrations in terms of governance, incentives, infrastructure, funding and taxation and, on the part of operators of all modes of collective land transport, in terms of efficiency, quality and attractiveness of services.

Sufficient, continuous investments into transport infrastructure are the prerequisite for future mobility and economic growth on our continent. Research and innovation help to accelerate the integration of new and advanced technologies into progressive collective mobility solutions. A joint European funding instrument would help to enhance the European collective mobility system to the benefit of the customers, while increasing the sector's competitiveness towards other continents.

The objective of this Action Programme for the period 2015-2025 is therefore to articulate this vision and propose a set of measurable policy and business objectives and a list of clearly identified action areas and specific

actions, which will allow the EU to become a global sustainable mobility leader and offer its citizens the best collective land transport service in the world. In order to reach this objective:

- ✎ The European Commission should integrate a strategy for doubling the use of collective land transport into the overall EU mobility strategy, both within the mid-term review of the current Transport White Paper, and, ultimately, as a priority action in a future EU Transport White Paper.
- ✎ An Action Programme inspired by the work of the ECMT, supported by a joint European funding instrument, should be adopted by the European institutions and supported by national and local roadmaps for the development of collective land transport.
- ✎ The specific actions contained in the Action Programme should be taken at the most appropriate decision level, be it European, national, regional or local, taking into account specific starting points, needs and circumstances.



Principles Governing The Action Programme

Contribute to social cohesion by improving customer and user satisfaction, accessibility and choice within the collective transport chain

Proposals for actions should benefit customers and users first, reward initiatives and models leading to increased ease of travel, attractiveness and inclusiveness, a high level of safety, accessibility, service quality, use of cleaner transport technologies and, thus, optimal customer satisfaction. Customer satisfaction with the service provided by the collective mobility chain is key to creating an incentive to use collective transport more often and, ultimately, to relying on collective transport for an increasing number of individual journeys.

Travel information accessible to all, including real-time information provision in urban areas, and integrated tickets are key to matching the mobility needs of customers. Modern communication devices and ITS tools are increasingly delivering services that make this information available at a single "click". In order to further increase the attractiveness of

the collective land transport chain, accessibility of information and services to persons with disabilities and persons with reduced mobility should be a priority. Considering the demographic change in Europe, planning ahead will benefit everyone and save costly adaptation and retro-fitting of non-accessible vehicles and infrastructure.

In addition, stations need to be attractive and provide seamless travelling opportunities for customers. Transforming current uni- or bi-modal terminal infrastructures into genuine multimodal interfaces, including removing all obstacles to other modes' access to them, would lead to a wider and better choice between transport modes, to seamless travelling opportunities and to reduced prices due to increased competition between modes.

Improve the efficiency of the collective door-to-door mobility chain as a whole

Proposals for actions should leave enough flexibility for entrepreneurial initiative and innovation and strengthen the competitiveness of the collective land transport chain as



a whole, both in urban areas and in long distance transport, through reducing the adverse effects of traffic congestion, thereby improving operating efficiency, reliability and frequency. This will increase the modal share and strengthen the collective land transport chain in comparison to individual motorised transport.

It is also important that both public and private actors involved in the collective door-to-door mobility chain stimulate innovation and share the same vision and objectives; this entails supporting working partnerships, innovative public policy and operational concepts, new technologies, as well as the possibility for increased involvement of private initiative and resources. The successful implementation of Bus Rapid Transit (BRT) systems across the world, of BRT-like systems in several European cities, and the opening of the intercity coach market in Germany in 2013 should inform policy makers at all levels of the effects of such approaches.

Improve the collective land transport chain's safety record and sustainability

It is the EU objective to halve the overall number of road deaths in the EU by 2020. The collective land transport chain can contribute in several ways to achieving this ambitious objective: first, by improving resolutely its own road safety record, via education and training programmes for both professionals and road users, and, secondly, by providing a safe service to its community and by increasing its use and market share, which will lead to a significant reduction of both road fatalities and injuries.

In the same way, the collective land transport chain can also contribute to improving the environmental performance of the EU mobility system and to a more efficient use of resources, on the one hand by improving its own environmental performances, and, on the other hand, by removing a significant number of car journeys from European roads. The sector is already investing in becoming more and more environmentally-friendly, by notably implementing regenerative brake

technology for buses, trams and trains, providing bus drivers with eco-driving training and purchasing lighter, resource efficient vehicles. Collective land transport can further contribute to meeting the EU environmental objectives, as specified in the EU 2011 Transport White Paper, by setting specific objectives supported by incentives for environmentally-friendly initiatives, such as the share of fleet using non fossil-based fuels, the reduction of energy consumption i.e. in grams of fuel per passenger-kilometre, the reduction of emissions' levels of CO₂, in grams of CO₂ per passenger-kilometre, as well as specific targets for noise and other pollutants' emissions emitted within the collective land transport chain.

Resolutely improve the image and attractiveness of the collective mobility chain to both the general public and the workforce

Collective land transport is often perceived as a second class mobility solution, an option that one would take as a last resort. The same is sometimes true for those working within the industry, thus further reinforcing the negative impact from inside, and reflected by poorer performance and driver shortage. This has to change, and collective land transport has to be seen by the public as a modern and innovative sector of the future, which, in addition, increases the esteem of those working within this industry and creates vocations. Indeed, transport operators are amongst the largest local employers and offer sustainable jobs which cannot be moved outside of the local area.

In the first instance, this could be supported by dedicated research, in areas including traffic management, management practices and vehicles of the future, at both EU and national level, with the closest possible involvement of industry, customers' representatives and employees. A multi-stakeholder, multi-level, multi-annual and sufficiently-resourced public campaign is needed with the objective of transforming the image of collective transport in the EU, its Member States, regions and cities.





Action Programme 2015-2025

Action area 1

Governance: better governance through optimal service-promoting legislation and administrative frameworks

- + Provide regulatory stability as well as coherence at all levels of governance, which allows the sector to make the necessary long-term investments in a stable legal environment.
- + Enable further market opening in long distance collective land transport in EU Member States.
- + Develop recommendations for the introduction and operation of vehicle access regulations, including LEZs.
- + Adopt specific driving and rest time rules for long distance bus and coach drivers.
- + Harmonise the regulatory framework for the provision of cross-border coach transport services while harmonising and reducing administrative formalities and documentation.
- + Guarantee a competitive level playing field between taxi and ride-sharing for reward transport platforms, when the latter are offered as a remunerated service, whilst ensuring the enforcement of rules and surveillance.
- + Carry out a study on the impact of access to the profession regime for taxis in EU Member States. Based on study results, propose an EU directive on an adapted access to the profession regime for taxis, hired cars with drivers and ride sharing schemes (when the latter are offered as a remunerated service) in Europe, with high quality standards for training.



Action area 2

Infrastructure: towards a seamless mobility chain through connected, accessible and high quality infrastructure

- + Streamline regional and local authorities' access to funding, including TEN-T funds, that will allow them to decide on the building of multimodal hubs, with access for all collective land transport modes, as a way to facilitate inter-modality, connect long distance and short distance transport services and ensure a sufficiently harmonised quality of service before, during and after the journey.
- + Develop EU-wide recommendations on how to connect long distance and short distance collective mobility services and how to enhance stations and multimodal terminals.
- + Earmark funding for the maintenance and enhancement of existing infrastructure





and make it accessible, as a priority where operators face mandatory operating and vehicle accessibility requirements.

- + Create a European one-stop shop online database of multimodal coach stations, their facilities and connections.
- + Create more priority lanes dedicated to collective land transport.

Action area 3

Innovation: research and development, innovation deployment and best practices

- + Implement and integrate existing smart ITS tools in the field of multimodal information provision, multimodal journey planning and ticketing for all modes of transport, notably by using EU funding for innovation deployment.
- + Identify success models which yield substantial increases in collective land transport usage and further support

and expand existing "online knowledge repositories", providing access to EU and global best policy and industry practice in innovative collective mobility and travel solutions, also covering EU funded projects and their recommendations.

Action area 4

Funding: support research and innovation to improve the efficiency of the collective land transport chain, and promote demonstration projects

- + Create a joint European funding instrument, equipped with the appropriate financial means, to support the realisation of the objective of doubling the use of collective land transport in the EU. This funding instrument would focus on research, innovation and market-driven solutions and aim to accelerate the integration of new and advanced technologies into innovative collective mobility solutions. It would financially support operators and management



authorities of the collective land transport chain willing to take up these innovative collective mobility solutions and support the realisation of the specific actions of the Action Programme.

- + Within this initiative, develop a set of innovation and demonstration projects in key areas, to address the main inefficiencies, shortcomings and gaps within the collective land transport chain.

Action area 5

Sustainability: Improve the EU mobility system's safety, environmental and carbon footprint performance

- + Support the replacement of fossil fuels with alternatives, where economically viable and environmentally sound, together with the development of relevant infrastructure and dedicated business models.
- + Improve efficiency, safety and traffic flow by increasing collective transport traffic priority in order to reduce congestion and to increase the attractiveness of the service to passengers.
- + Identify and implement safety measures targeting the main causes of accidents.
- + – Identify new safety awareness and training strategies, encouraging all road users to put themselves in the place of other road users.

Action area 6

Taxation: towards a taxation and charging system that incentivises and rewards innovation and service quality

- + Incentivise the acquisition of greener and accessible vehicles by collective land transport operators.
- + Establish fully harmonised VAT compliance procedures for intra-EU and international collective transport.

- + Establish a level playing field between long distance modes of collective transport.

- + Reach a political commitment to incentivise the use of collective land transport modes over the use of the private car through the earmarking of fiscal revenues and fiscal incentives, covering VAT ("0 rate"), taxation of energy as well as congestion and user charges.

Action area 7

Service quality: Training, competence-building and knowledge to make the profession more attractive and to increase service quality and performances

- + Encourage high quality customer service and disability awareness training for all front-line staff, including ground staff.
- + Develop high quality driver qualification frameworks which lead to internationally recognised certification and recognition. Provide incentives to drivers to deliver service excellence based on measurable key performance indicators (Safety, Customer Satisfaction, Eco-Efficiency, etc.).
- + Establish a driver image campaign to attract the right professionals and create vocations.

Action area 8

Image: Reinventing and rebranding collective land transport through better promotion and awareness-raising

- + Create a European Knowledge Centre for Collective Land Transport, with the participation of leading European Universities and collective land transport bodies and stakeholders, as a platform to centralise and conduct research, build knowledge and develop programmes on promoting the use and improving the attractiveness of collective land transport in the EU.



- + Include in national, regional and local mobility plans a communication strategy to promote the use of collective land transport, placing the emphasis on increasing the know-how on the product advantages, and communicating core values by means of consistent and detailed market communication and sharing examples of best practices.
- + Support such national/regional/local mobility plans with a basic European toolkit of joint messages, values, labels, awards, etc.
- + Promote customer awareness of carbon footprints for all passenger transport modes.
- + Encourage and facilitate public-private-partnerships between authorities and transport operators to improve efficiency, accessibility and image of collective land transport.

Action area 9

Evaluation and monitoring: production of statistics to monitor the progress made in achieving the objective of doubling the use of collective land transport

- + Develop and update action plans at regular intervals and make progress reports to track and monitor implementation.
- + Establish a European Collective Land Transport Observatory to monitor and report on the use of collective land transport at European, national and local levels.
- + At EU and national levels, develop statistical tools and regularly publish appropriate, simple and easy-to-understand statistical indicators.
- + Create and carry out a standardised yearly Eurobarometer survey on collective land transport.





European Citizens Mobility Forum

for a smarter transport future

Share your idea

Have an innovative idea for doubling
the use of collective land transport?

Let us know about it!

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