

**Summary:**

# **A targeted market strategy for tram and metro in Oslo? Appendix report**

Oslo has a high share of rail based public transport. Including the railway, which has an important role in commuting, three rail-based modes cover different market segments. It is important to consider the role of the different modes as the travel patterns in the city changes. Some strategic actions may be necessary to make the different modes more attractive and competitive.

Institute of Transport Economics has been commissioned to summarize experiences from a number of other tram and metro cities. The aim has been to describe experiences from which Oslo can learn. To make the experiences transferable, we have focussed on cities comparable to Oslo.

The description of the experiences in 10 different cities is presented in this report. The cities are, as far as possible, comparable to Oslo and with interesting experiences for the development of the public transport system in Oslo. The analysis and comparisons to Oslo can be found in the main report (TØI-report 685/2003).

## **Public transport in Vienna - a high level of supply with a good coverage**

Public transport has an exceptional position in Vienna, with a market share of 34 per cent. The market share of private cars is only 36 per cent. Public transport in Vienna has been able to maintain and actually increase the market share over the last decade at the sacrifice of private cars. The interesting lessons from Vienna is linked to a company tax targeted for public transport investments, and a combined package of push and pull measures to increase public transport market share. Vienna stands out, together with Oslo, considering the network coverage of public transport. However, in opposition to Oslo, both the tram and the metro has a good base of customers per km. Vienna has also focussed on priority measures

for public transport, which is another important reason for the high market share of public transport.

## **Satisfied customers in Helsinki**

Helsinki is among the cities in Europe with best results on different customer satisfaction surveys. This is primarily a result of a committed priority of public transport. Different efforts to increase the reliability of the tram together with the new metro are the main reasons for the positive result. Travellers in Helsinki feel public transport offer good value for money.

## **Quality contracts for the metro in Copenhagen**

The metro in Copenhagen has only been in operation since October 2002. The operation of the metro was subject to a public tender. The contract is a gross contract with different incentives. This make the operation different from most other rail based public transport services.

## **Priority measures and real time information in Gothenburg**

Gothenburg has put great efforts into priority measures and real time information. As much as 90 per cent of the tramway is now separated from "ordinary" traffic. The remaining 10 per cent primarily run in streets with little traffic. The real time information system provides a reliable source of information to customers.

## **Privately operated metro in Stockholm**

Stockholm has an extensive metro system. The heavy growth of the region requires a well

functioning public transport system. As in Copenhagen, Stockholm decided to put the operation of the metro out to tender. Nevertheless, the infrastructure including the rolling stock is owned or leased by the regional public transport authority (SL). Currently, a great renewal programme for the infrastructure is in progress. This has been a prerequisite to increase both the reliability and the customer satisfaction.

## Heavy infrastructure investments in Hague

Hague is a densely populated city in a densely populated area. The city has an extensive tram system, which also connects to neighbouring cities and areas. To increase the reliability of the tram, a number of heavy infrastructure measures have been undertaken. The city has also focussed on developing tram lines to newly built suburbs, creating a high share of public transportation from these areas.

## High frequency and low fares in Basel

Basel is renowned for the commitment to public transportation. The tram covers the entire city as well as major parts of the region. The tram is characterized by a high frequency with a fixed schedule throughout the operating hours. The tram attracts all kinds of travellers. A simple fare schedule, low fares for short trips together with the extensive coverage has made Basel one of the cities with the highest number of public transport trips per person.

## The tram as a tool to upgrade the city centre

Strasbourg has not been particularly known as a public transport city. With the new tram, however,

the market share of public transport has increased considerably, though it is still not very high compared to the other cities of this study. The development of the tram system has been part of a large scheme to upgrade the city centre. Not only has the investments in infrastructure been expensive, the trams are also state-of-the-art. Without a local corporate taxation, the development of the tramway would probably not have been feasible.

## The city centre as a pedestrian area in Freiburg

Freiburg has an extensive tram network, which also connects to neighbouring cities and areas. At the end of the sixties, it was considered to replace the tram by high-capacity buses. However, in 1969 it was decided to upgrade the tram network by adding new lines and creating free trajectories for existing lines. This in opposition to many other cities which replaced the tram. Freiburg also prepared the city centre for pedestrians and cyclists long before other cities considered doing this. As a result, the city has managed to convert almost all of the traffic increase away from the private car.

## Privately designed, built, funded and operated tram in Croydon

The most noteworthy with the tram in Croydon is the way in which the project has been realized. Most aspects of the project have been put out to tender and been carried out by a private consortium. The consortium has the right to run the tram for 99 years. For the authorities, the project has been a success. The subsidies are small and public transport become more competitive. The new tram is fast, reliable and well integrated with the London underground. For the consortium operating the tram (Tramtrack Croydon Ltd), however, the financial situation has been alarming over the past years.