

Summary:

Tailor-made public transport

Sub-markets and practical experiences

The demand for public transport is changing, both in time and space. The number of trips are increasing and the pattern of travel, i.e. when, where and why we travel, is becoming more differentiated. The car is the main contributor towards increased mobility for the majority of people, and the standard of the car journey are becoming better all the time. This is the reference framework for public transport and the challenge for further product development.

For public transport, this development has led both to a more diverse market and increased competition for customers. Different user groups impose ever-stronger and often specific demands on public-transport. In addition to the traditional "standard public transport", there is an increasing need for targeted product development for different market segments. Thematically, this report is limited to local transport, with the focus on buses and taxis.

Objective

The objective of the *Targeted product development* project, based on existing knowledge and analyses of the public transport market in Norway, is to create a simple handbook which can give advice to planners in local road administrations, transport authorities and public transport companies, on how best to undertake product development. Amongst other things, this requires a broad analysis of different market segments and their preferences for improved public transport. The project work is carried out in five main phases:

1. Summarising national and international experience of tailor-made public transport (this report)
2. Summarising national and international knowledge of different public transport groups' preferences and evaluations of public transport
3. Analysing different public transport users' preferences for improvements in public transport
4. Economic evaluation of different tailor-made public transport systems
5. Creating a simple handbook with examples and advice for developing tailor-made public transport systems

Classifying different market segments

The starting point for niche products such as tailor-made public transport must be the diversity of demands and requirements which road-users set for public transport. This is a question about the standard of transport in a wide sense, as road users themselves experience it.

An important condition in this project is that the public transport which is developed should generally be open to all. Of course, it can be specifically targeted at certain user groups, but it should not be exclusively reserved for these groups. Transport designed specifically for physically handicapped people is therefore *not* discussed in this report.

Central elements in descriptions of people's travel habits are the objective of the journey, the scope of the journey, method of transport, length of journey, age, main form of employment etc. By combining two or more of these factors, the human transport market can be divided into a number of sub markets or segments. The number of factors which are included is decisive for the number of segments. Theoretically, the division can be infinitely small.

In order to obtain a number of market segments which is manageable and realistic to develop within local public transport, it is important to restrict oneself to a few key factors. The challenge is thus to find segments large enough to have the "potential" for tailor-made public transport.

It is important to offer *complementary*, rather than *limiting* quality factors when designing a tailor made public transport system, so that the largest possible traffic base can be achieved. For example, a service route for the elderly and those with impaired mobility will depend on good identification of the travel pattern for this group, and a level of service that is adapted to its needs

Principles for and examples of targeted public transport.

The main philosophy behind developing targeted public transport is to create public transport which better meets the needs and wishes of the sub market at which the measure is primarily directed.

The fact that public transport is to be targeted or specifically adapted also means that the different markets segments will, for the most part, need individual solutions with regard to the most important characteristics or quality factors in relation to the consumers. However, the boundary between the general and the specific depends on how detailed the description of the market segment is. Taking *work routes* as an example, there will be several solutions within the same segment. There will also be a number of general principles to which the design of the concrete routes must conform. This report is drawn up at this level for the market segments.

Work routes

Main objective: to provide effective transport between the home and the workplace, preferably without having to change

Service routes

Main objective: tailor-made public transport specifically designed for people who have difficulty in using normal public transport. This covers a wide spectrum of journey objectives (shopping trips, service trips, visits etc).

Pre-ordered transport

Main objective: to provide a specific minimum level of public transport when the traffic base for permanent routes is small, or to provide public transport for specific groups and journey objectives. Covers a broad spectrum of journey objectives (shopping trips, service trips, visits, leisure trips etc).

Hospital routes

Main objective: to provide effective and comfortable transport to/ from hospitals, which is also cheaper than taking a taxi.

Local night time routes

Main objective: to provide public transport for people who want to get home after "a night on the town".

Customer routes

Main objective: to provide public transport for customers to and from businesses where accessibility is unsatisfactory.

Other targeted routes

Special routes: to /from airports, morning buses, work routes for employees etc.

Within each segment, examples are given of concrete, targeted public transport routes, together with information from other areas where similar measures have been implemented and references to any relevant documentation.

The subject of fares and fare systems, together with operating methods adapted to the market are briefly described with an overview focusing on central problems in relation to targeted transport solutions.