

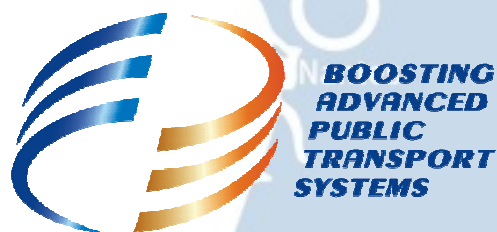


BAPTS – Joint working for enhanced accessibility and more territorial cohesion

Olaf Lewald

Projectmanager
City of Bielefeld, BAPTS Lead Partner

Frankfurt (RMV)



xxx Event
Venue
Sunday, 23 May 2010





Projet facts

- **BAPTS = Boosting Advanced Public Transport Systems**
- **nine** advanced & committed partners
- **six** countries
- over **€15** million budget
(of which 50 % are *ERDF* funding)
- **five** fields of activity
- **12** transnational investments
- **four** years of project duration until Dec 2011





The Project Mission is...

- to **give** public transport a **boost**
- to **develop** an integrated package of high-quality public transport systems and services
- to **promote** clean, accessible, sustainable and efficient mobility models
- to **exchange** and to disseminate ideas & innovation





BAPTS' Fields of Activity

Multimodal connections & interoperable services **1**

- Creating interoperable transport systems (door-to-door travel chain)
- Promoting modal shift to public transport

Action 1: Joint strategies for modal shift to sustainable modes

Integrated planning & co-operation of stakeholders **2**

- Interdisciplinary, coordinated planning (transport, economy, spatial)
- Co-operation and participation of all actors

Action 3: Harmonised strategies for transport, economic & spatial planning

Action 4: Increased effectiveness of public transport systems through stakeholder participation

Targeted marketing of clean modes **3**

- Promoting innovative solutions
- Influencing behaviour

Action 5: Behavioural change for more efficient use of public transport systems

Action 6: Enhanced effectiveness of PT systems via target-group specific marketing

Intelligent transport Systems **4**

- Applying of information technologies
- Applying of communication technologies

Action 7: Innovative integrated ticketing

Action 8: New solutions for improved passenger information

Action 9: Innovative smart card systems

Action 10: Advanced traffic management systems

Transnational learning and dissemination **5**

Action 11: Demonstration site visits, targeted workshops & symposia

Action 12: Major project events (launch, mid-term events and final conference)

Action 13: Staff exchange programme

Action 14: Train European professionals for the future



Concrete Examples of BAPTS:

- Implementation of new ICT-based flexible bus corridors in **Nantes and Dublin**
- Sustainable travel plans and smart card operated bicycle parking/cicle hire in **Darlington**
- Design of intelligent ticketing and traffic management schemes in **Lille, Dublin and Bielefeld**





Concrete Examples of BAPTS:

- Development and implementation of integrated multimodal transport corridors in **Eindhoven and Southend-on-Sea**
- Test and comparison of on-board and off-board infotainment systems in **Lille and Frankfurt region (operational area of RMV)**
- Development and implementation of new contactless and smart card-based ticketing schemes in **Lille and Frankfurt region (RMV)**





Concrete Examples of BAPTS:

- Development and implementation of new public transport oriented marketing strategies focussing on the specific needs of different target groups and life-cycles in **Darlington, Bielefeld, Southend-on-Sea and Frankfurt region (RMV)**
- Development of integrated regional strategies and analysis of the wider socio-economic benefits for the re-introduction of the tram in **Liège**



