
City bus system
Euskirchen

1996 -2007:
11 years of
public transport



Euskirchen/Oslo, 2007-6-26

Political and financial levels for public transport

	Responsibility	Distribution of means
European Community	normative settings for competition	--
Federal Republic	Process of regionalization	Means of regionalization + means for infrastructure
Federal State	Laws for organisation of public transport	additional federal means for planning and projects
Towns and Counties	Responsibility for organization of public transport	additional local means

Financing of the public transport

Public financial aid

for infrastructure

e.g. bus stops, information systems

federal regionalization means + federal state means	90%
own company means	10%

for buses:

The federal state disposes means to the responsible authorities.
The amount is until 50%.

for planning:

Every responsible authority gets 150.000 Euro for the planning of the public transport.

for organization:

There are different public finance programs to fit the organization of the public transport enterprises.

Modal Split in German towns - ways realized

inhabitants	Public transport	Bike/by foot	Automobile
50.000 to 100.000	10% (Eusk.: 10%)	38% (Eusk.: 29%)	52% (Eusk.: 61%)
100.000 to 200.000	14%	38%	48%
200.000 to 500.000	16%	39%	45%
more than 500.000	21%	35%	44%

Source: VDV-Statistik 1999

Parameters of the German city transport

	Average	Median	Minimum	Maximum	Euskirchen
Rides/inhabitant	22,0	15,5	1,0	203,0	87,0
operating costs/inhab.	27 €	21 €	1 €	156 €	81 €
thereof marketing/inhab.	0,5 €	0,25 €	0 €	4 €	1 €
receipts per inhab.	11 €	9 €	2 €	76 €	53 €
Deficit per inhab.	16 €	13 €	1 €	80 €	28 €

Year of Reference:1999

Source: OSC-Study 1999/2000; referring to about 100 city bus systems in small and medium towns

Factors for the establishment of bus systems 1

"MUST HAVE" - without, no success	"MUST HAVE" - without, limited success	
hard system characteristics	Framework conditions that can locally be directly be influenced	SOFT FACTORS
<ul style="list-style-type: none"> • service frequency and timetable (density & continuity) • location quality of the town centre stops • directness of the service routes • easily readable and understandable network • marketing • operational concept, urban bus-management and controlling (service operator actions) • interchange-principle (if logical) 	<ul style="list-style-type: none"> • high attractiveness of the town centre as a destination • suitable and supportive structures: <ul style="list-style-type: none"> - settlements - urban design -shopping facilities • large traffic generators (inner traffic) • high priority of public transport in local development planning and policy 	<ul style="list-style-type: none"> • image/status • political support • transparency and openness • Public transport socialisation • awareness/establishment in the public consciousness • user participation • organisational structure • regional mentality • local economic conditions/ mood • service orientation • exemplariness of the urban bus system in the region

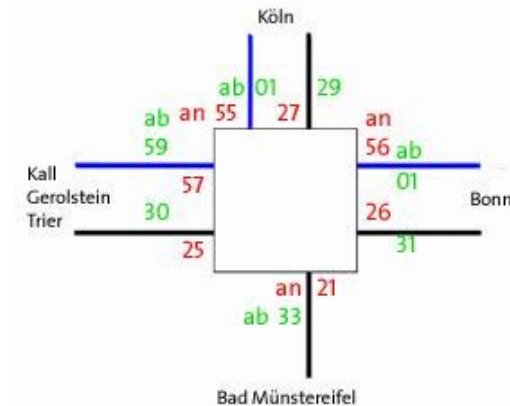
Factors for the establishment of bus systems 2

<p align="center">"NICE TO HAVE" support the success, if components are positive Impact depends on the individual situation</p>		
	<p align="center">Framework conditions that can locally be influenced</p>	<p align="center">Framework conditions that can locally not or only <i>limited</i> be influenced</p>
	<ul style="list-style-type: none"> • integration of the network with public transport and rail public transport • Image (vehicles, stops, and so on) • Corporate Design • Continuity of the systems • Level of establishment • Market orientation (product profiling) • Standard, technology: size and quality of the buses • Quality of the stops, accessibility, design of interchange points • Service pricing arrangements (customer centre, mobility centre) 	<ul style="list-style-type: none"> • Infrastructure of the private motor traffic • Infrastructure for pedestrians and cyclists • Integration of public transport into: <ul style="list-style-type: none"> - transport development planning - town development concept - urban design guidelines - town/location marketing - guideline agenda 21 • Competition with other public transport systems • Tourism / spa services and so on.

The system of regular interval (integrated) timetable (ITF)

Characteristics:





- densification of interval
- connection points
- timetable with learnable times of departure
- reduction of travelling time by new vehicles
- enlargement of the operating time including weekends



Introduction:

- 1982 in Switzerland, concerning railway and (regional) buses
- 1994 in the German federal state of Rheinland-Pfalz, activation enormous passenger potential: 1994 – 2003: increase of 67% referring to train-kms and of 97% of passengers
- 1998 in the federal state of North-Rhine Westphalia

Densification of regional lines by interval timetable

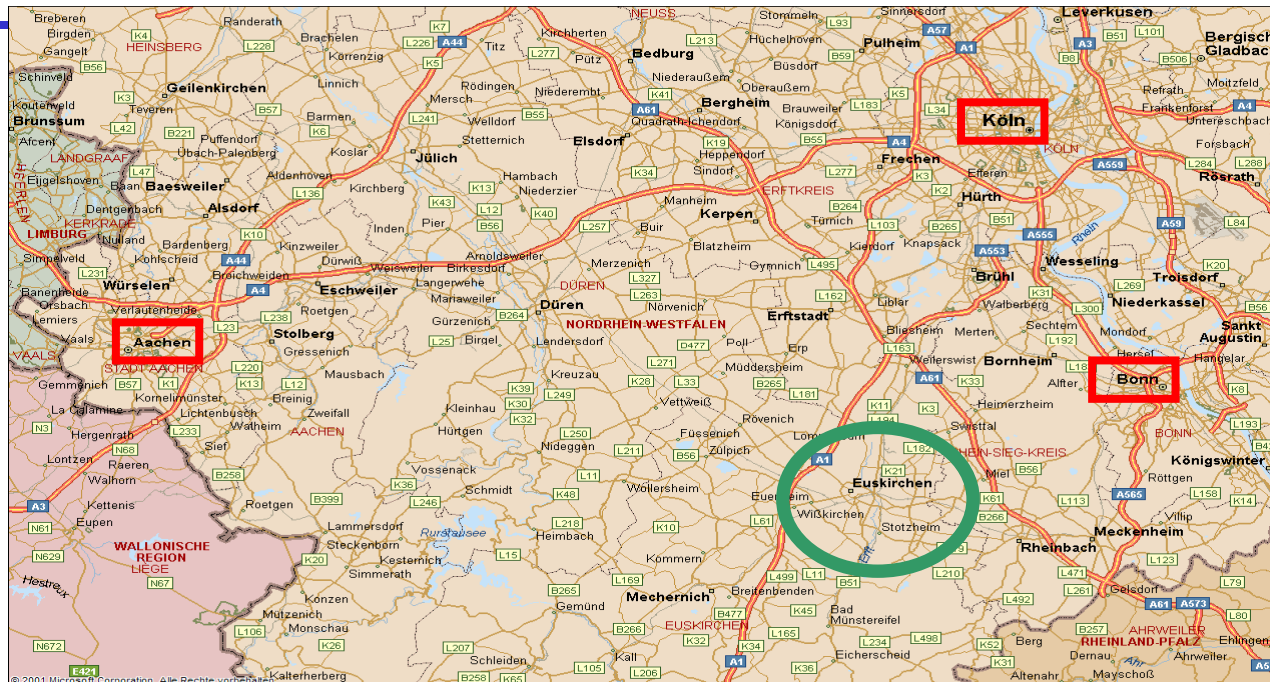
810  Mechernich  ▶ Zülpich-Schwerfen ▶ Euskirchen 																
RVK - Niederlassung 53879 Euskirchen ☎ (01804) 13 13 13 ; TaxiBus Anmeldung (01804) 15 15 15 (24 Cent je Anruf Telekom Festnetz)																
	montags - freitags															
Fahrtnummer	2	6	908	10	912	14	916	18	920	22	924	26	928	30	932	3
Verkehrsbeschränkungen																
Anmerkungen			☎		☎		☎		☎		☎		☎		☎	
Mechernich Stiftsweg ab			7.20		8.20		9.20		10.20		12.07		13.07		14.37	
Mechernich Bf 		6.15	7.22		8.22		9.22		10.22		12.09		13.09		14.39	
Roggendorf		6.19	7.25		8.25		9.25		10.25		12.12		13.12		14.42	
Roggendorf Strempt Abzw.		6.19	7.26		8.26		9.26		10.26		12.13		13.13		14.43	
Roggendorf Hostel Abzw.		6.20	7.26		8.26		9.26		10.26		12.13		13.13		14.43	
Roggendorf Hosteler Weg		6.21	7.27		8.27		9.27		10.27		12.14		13.14		14.44	
Hostel		6.22	7.28		8.28		9.28		10.28		12.15		13.15		14.45	
Glehn		6.25	7.30		8.30		9.30		10.30		12.17		13.17		14.47	
Eicks Sittard Gestüt Rosenhof		6.28	7.31		8.31		9.31		10.31		12.18		13.18		14.48	
Eicks		6.29	7.33		8.33		9.33		10.33		12.20		13.20		14.50	
Floisdorf		6.33	7.35		8.35		9.35		10.35		12.22		13.22		14.52	
Berg Oberdorf		6.39	7.39		8.39		9.39		10.39		12.26		13.26		14.56	
Berg Unterdorf		6.39	7.39		8.39		9.39		10.39		12.26		13.26		14.56	
Floisdorf		6.43	7.43		8.43		9.43		10.43		12.30		13.30		15.00	
Schwerfen Irnicherstraße		6.47	7.46		8.46		9.46		10.46		12.33		13.33		15.03	
Schwerfen Beuelstraße	5.50	6.48	7.49	7.50	8.49	8.50	9.49	9.50	10.49	10.50	12.36	12.38	13.36	13.38	15.06	15
Sinzenich Kirche	5.53	6.51		7.53		8.53		9.53		10.53		{		{		
Sinzenich Post	5.54	6.52		7.54		8.54		9.54		10.54		{		{		
Lövenich Kirche	5.57	6.55		7.57		8.57		9.57		10.57		{		{		
Lövenich Rotbach	5.58	6.56		7.58		8.58		9.58		10.58		{		{		
Linzenich	5.59	6.57		7.59		8.59		9.59		10.59		{		{		
Enzen Neuer Weg	6.03	{		8.03		9.03		10.03		11.03		12.43		13.43		15
Enzen Schule	{	7.01		{		{		{		{		{		{		
Dürscheven	6.06	{		8.06		9.06		10.06		11.06		12.46		13.46		15
Elsig	6.08	{		8.08		9.08		10.08		11.08		12.48		13.48		15

Fortsetzung nächste Seite

Densification of regional lines by interval timetable 2

Std.		montags - freitags		samstags		sonn- und feiertags		Std.	
		Minuten		Minuten		Minuten			
4	-			-		-		4	
5	28 ^M 48 ^M			-		-		5	
6	08 ^M 28 ^M 48 ^M			49		-		6	
7	08 ^M 28 ^M 48 ^M			19 49		-		7	
8	08 28 48			19 49		-		8	
9	08 28 48			19 49		45 ^{SB}		9	
10	08 28 48			19 49		45 ^{SB}		10	
11	08 28 ^M 48 ^M			19 49		45 ^{SB}		11	
12	08 28 ^M 48 ^M			19 49		45 ^{SB}		12	
13	08 28 ^M 48 ^M			19 49		45 ^{SB}		13	
14	08 ^M 28 ^M 48 ^M			19 49		45 ^{SB}		14	
15	08 ^M 28 ^M 48 ^M			49		45 ^{SB}		15	
16	08 28 48			49		45 ^{SB}		16	
17	08 28 48			49		45 ^{SB}		17	
18	08 28 49			49		45 ^{SB}		18	
19	19 49			49		45 ^{SB}		19	
20	19 49 ^N			49		45 ^{SB}		20	
21	45 ^X 49 ^N			49		45 ^{SB}		21	
22	45 ^X 49 ^N			49		45 ^{SB}		22	
23	45 ^X 49 ^N			49		45 ^{SB}		23	
0	45 ^X 49 ^N			49		45 ^{SB}		0	
1	-			-		-		1	

The city of Euskirchen



- 54.000 inhabitants, 20.000 in the center town
- 21 suburbs - former villages which were incorporated.
- 139 square kms.
- center of the county/district of Euskirchen (192.000 inhabitants)

Organization models for new PT-systems

1. The community establishes its **own transportation company** which facilitates the buses, personal etc. (did not happen so far)
2. The community makes use of an **existing transportation company**.
(normal practice)
3. The community establishes an **limited company for the management** of the communal transport. This company charges an existing transport enterprise.
(practice in Euskirchen)

Structure of the SVE company

The SVE company was established in December 1995.

The beginning of public transport was in June 1996.

Structure of the company

- The SVE is 100% communal and has the form of a Limited Company.
- The SVE holds 50% of the shares of a regional gas company.

Managing company

The SVE is a managing company:

- The buses and driver personal are contracted by 3 enterprises.
- The buses, the outlook of the personal etc. is determined by the SVE.
- All expenses and all receipts are managed by the SVE.
- Apart from public transport the SVE has further business segments:

Business segments of the SVE

The SVE works on the following business segments:

public transport/city bus

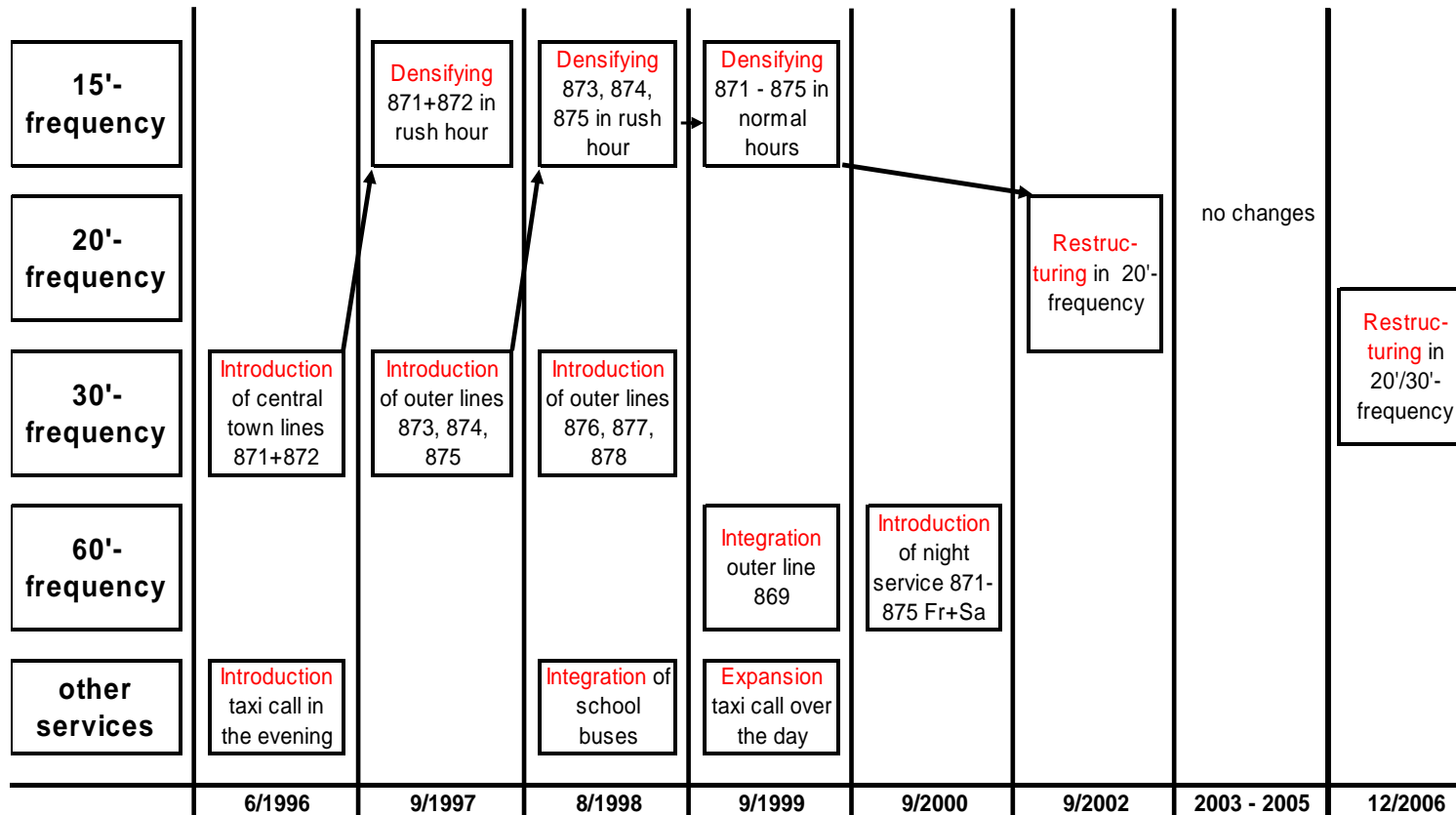


parking management



**advance sale for
concerts, sports etc.**

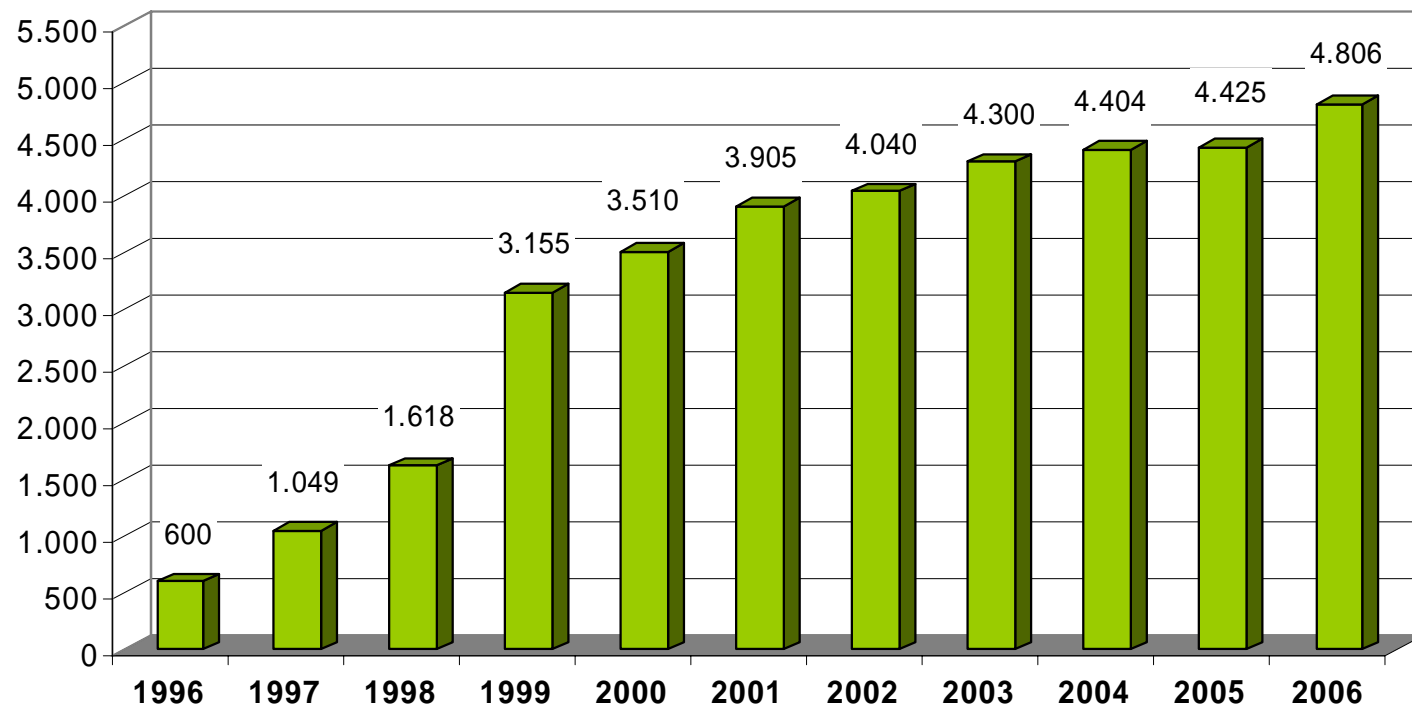
Expansion steps of the city bus system



Development of service parameters

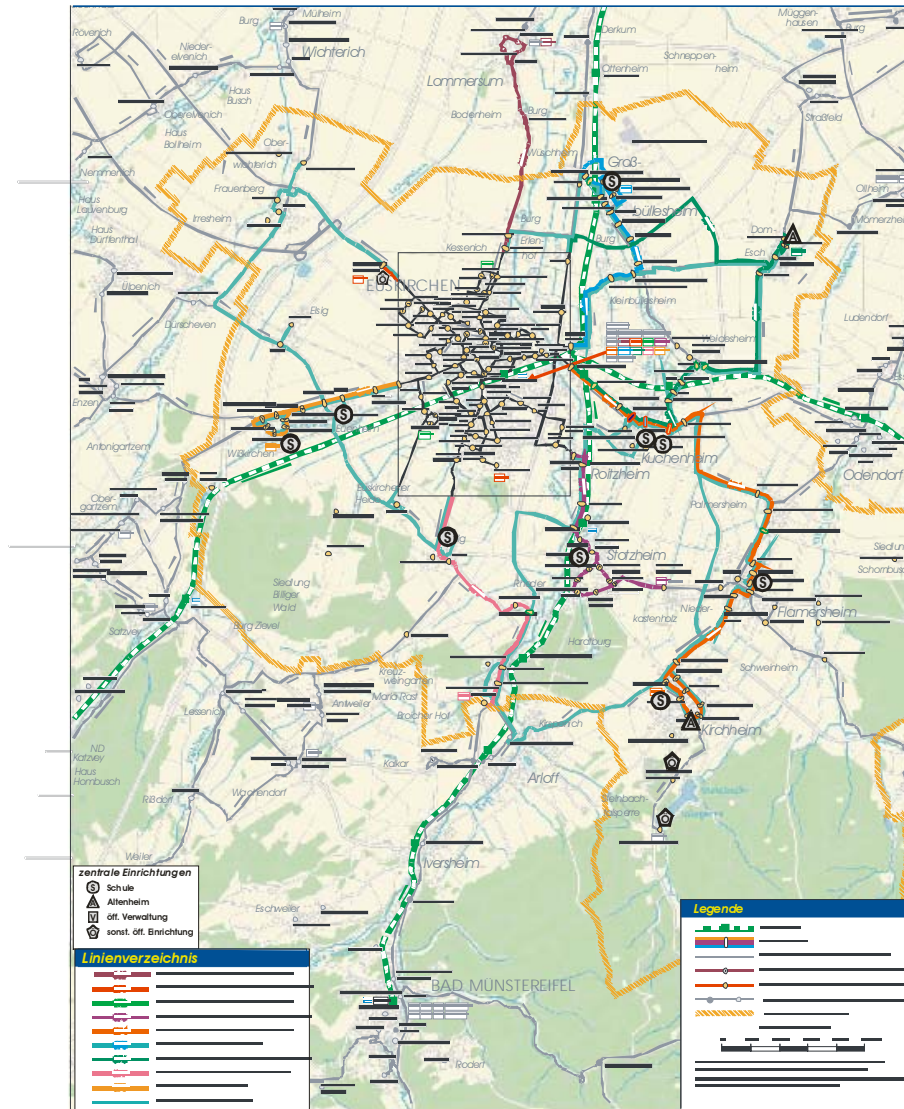
	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
No. of bus lines	2	5	7	8	10	10	9	9	9	9	9
Length of lines (km)	16	44	62	70	80	80	72	72	72	72	72
No. of bus stops	93	184	238	255	275	275	276	276	276	276	276
No. of buses	5	15	21	22	22	22	22	22	22	22	20
bus-kms p.a. (.000)	286	895	1.296	1.404	1.976	1.901	1.808	1.479	1.475	1.460	1.425
passenger-kms (.000)	1.800	3.491	5.662	9.464	10.529	10.807	20.200	13.149	13.212	13.275	14.418
Passengers (.000)	600	1.049	1.618	3.155	3.510	3.905	4.040	4.300	4.404	4.425	4.806

Development of passengers (.000)



The city bus lines

whole town



Operating characteristics

Line	Day	Time	Frequency
871-875	Mo-Fr	6:00 – 21:00 h	20'/30'
	Sa	7:00 – 21:00 h	60'
876-878	Mo-Fr	6:00 – 15:00 h	60'
860, 870	Fr+Sa	21:00 - 1:00 h	60'
	Su	9:00 - 20:00 h	60'
861-866	Mo-Fr	scholar transport	

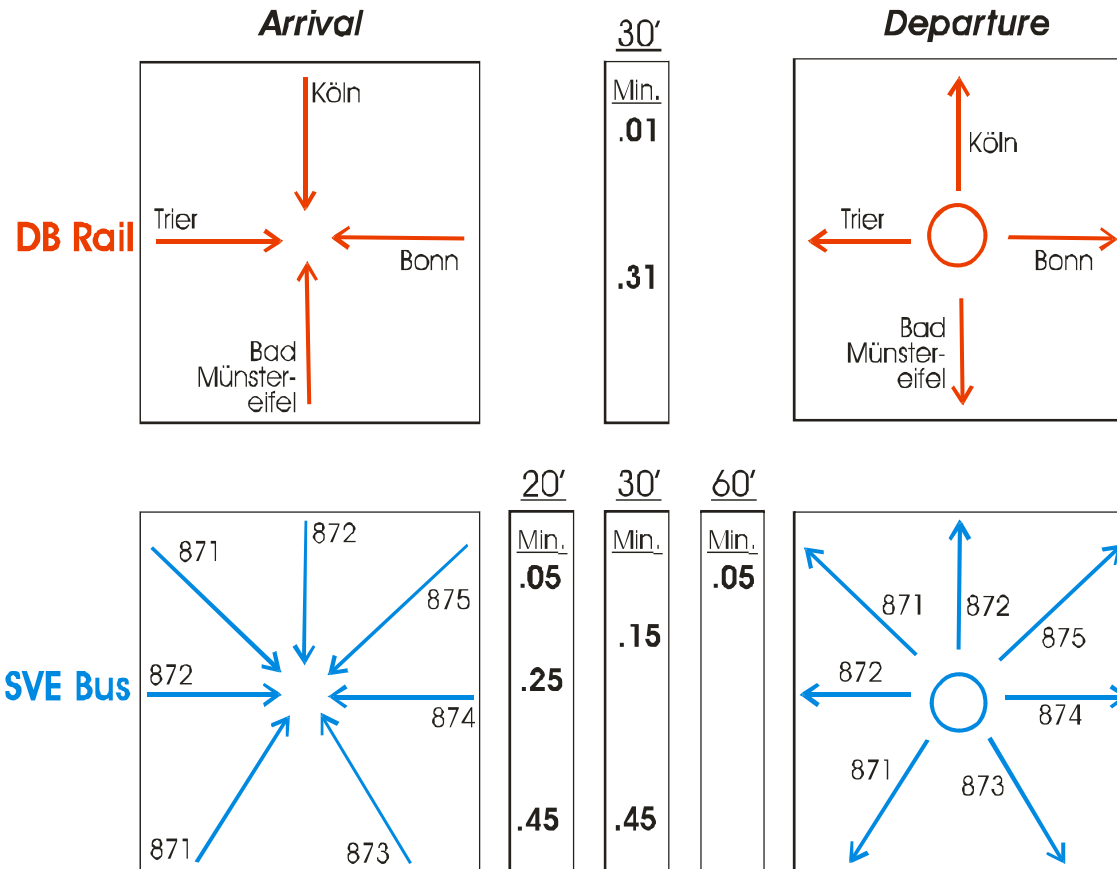
Central bus station 1

- about 3.500 passengers per day changing between bus and train
- total nr. of passengers per day: 14.000



Central bus station 2

Connection of railway and bus - The Double Star



Central bus station 3

in function since may of 2000

characteristics

- glass roof
- 2 parts: one for city bus – one for regional bus
- 24 cm high border stone
- dynamic passenger information system



Elements of quality 1

Bus type

- Midi buses: 29 seats, 30 standing places
- Low floor bus with kneeling and ramp



Elements of quality 2

Equipment buses

- Seats in CD
- Carpet floor, passenger information, ticket machine, radio



Elements of quality - bus stops

characteristics

- No. of bus stops: 345; distance between them: no more than 600m
- Equipment:
 - 24 cm high border stone
 - waiting hall
 - 3-sided information column
 - guide strips for blind people



Elements of quality - Service-Center

Service-Center

- Opening May of 2000
- Ticket sale
- Consulting service
- Parking licences
- Concert tickets



Service-Point at the Central Bus Station

- Opening 2001
- Ticket sale, service



Marketing 1

Marketing means

- CI/CD: blue and yellow;
hedge-hog „Sven“



Marketing 2

- broad public campaigns
- dispatching the time tables to the households
- using display vitrines
- Internet



Publicity 1

- using display vitrines and buses for own publicity

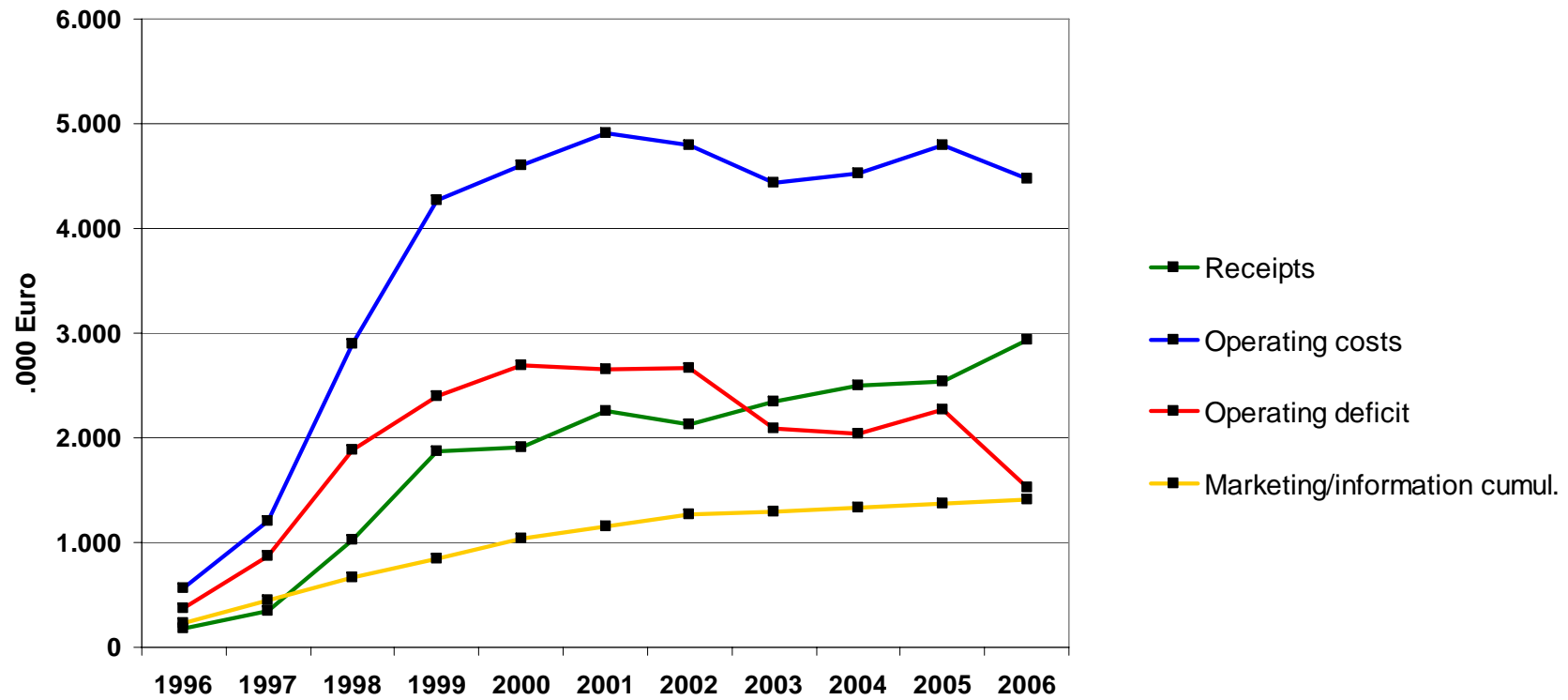


Publicity 2

- allowing cautious commercial publicity integrated in CD and CI



Financial key figures



Operating problems

- to keep the bus stations in regular conditions
- to keep functioning the dynamic passenger information system



Tusen takk ...

... for sin oppmerksomhet!



Thank you for your patience