

*Direct Service in Swiss public transport
Encouraging public transport use through an
integrated system*

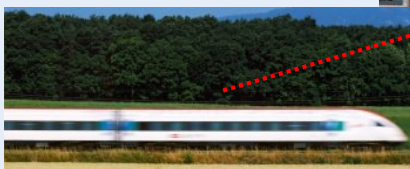


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Senior Citizen Mobility Conference

**Direct Service =
Integrated tariffs for different
operator's networks and
lines**

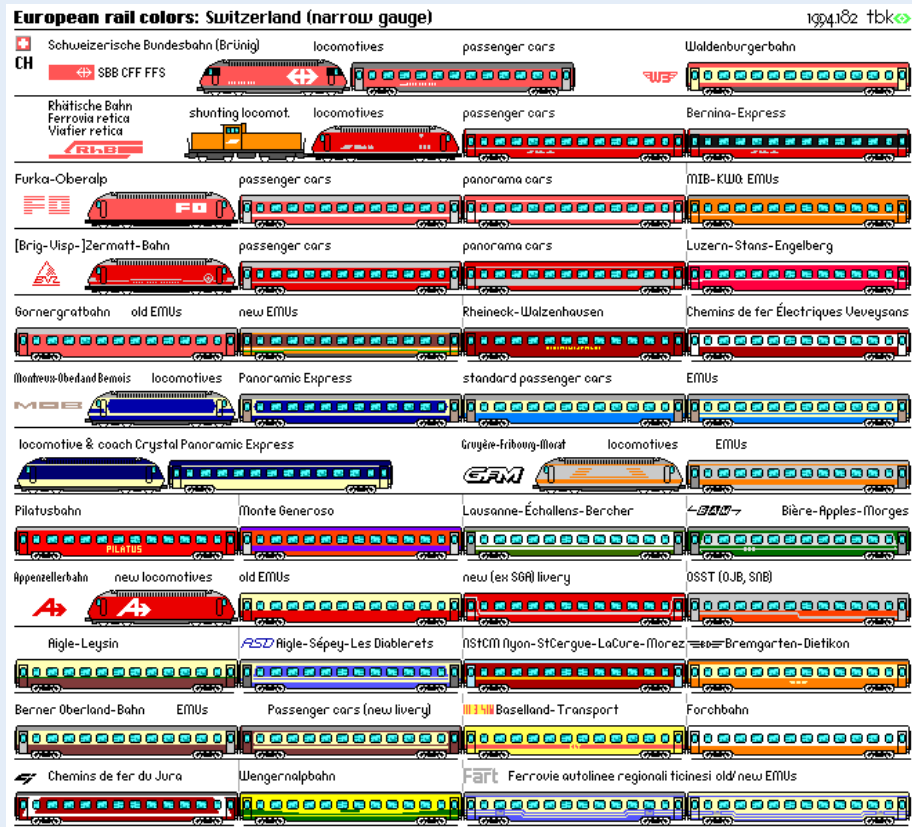


Swiss problem and chance in one:

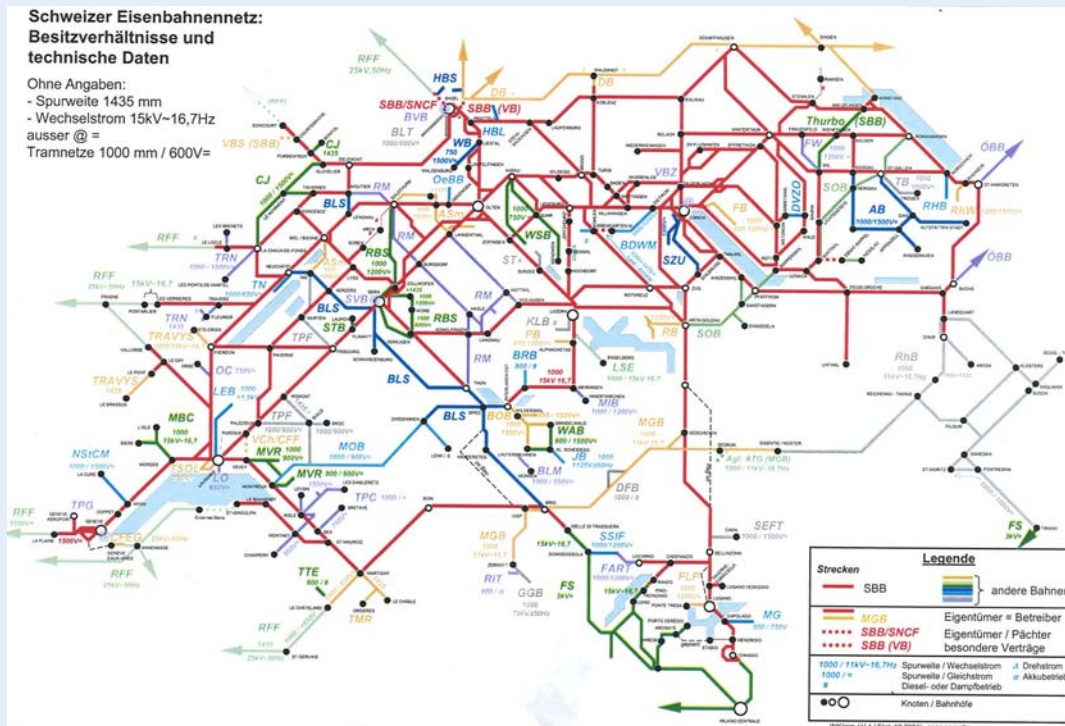
The big variety of public transport operators

135 members
VoeV

250 operators in all (including tourist pt)



Actually: 46 railway operators



Example one: Braunwaldbahn BRSB

14 employees - 1.4 km – 0.4 mio passengers

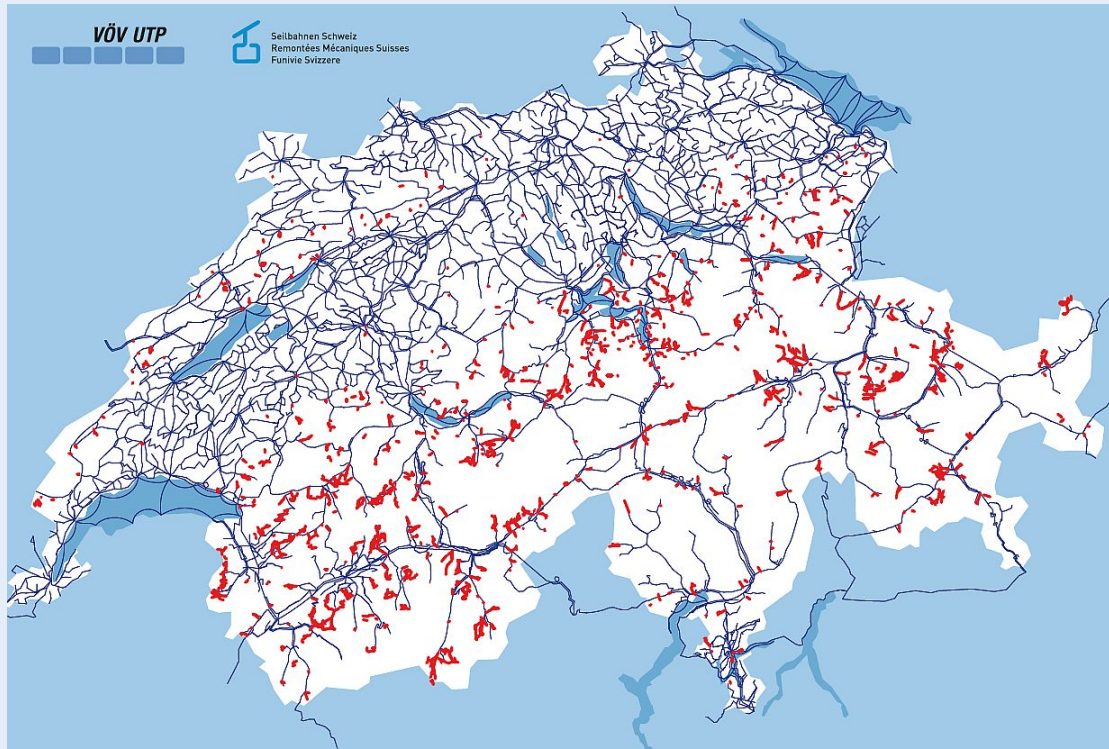


Example two: Swiss Federal Railways SBB

27'822 employees – 2'944 km – 13'655.9 mio passengers



Full regional and tourist public network



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What does Direct Service mean for the customer? (1)



Enterprise 1



Enterprise 2



Enterprise 3



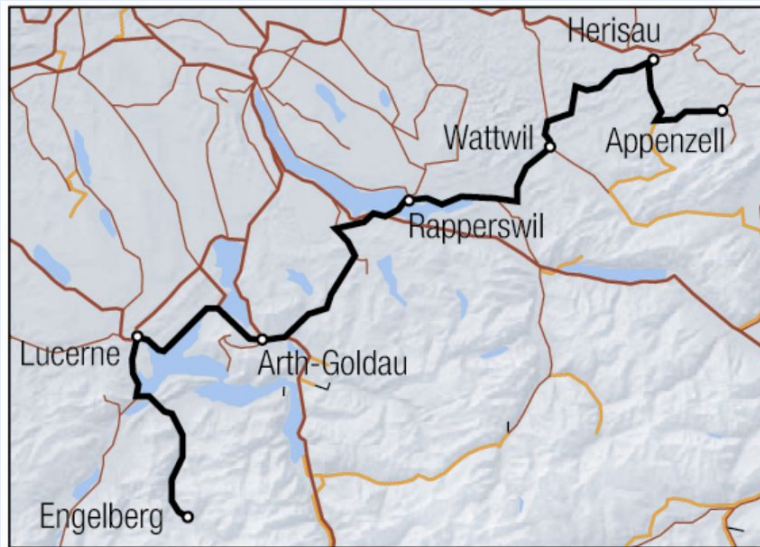
Enterprise 4

**Only one ticket for different lines of different operators
(more convenience)**

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What does Direct Service mean for the customer? (2)

Degressing prices



Price as the total of all six single sections Appenzell - Engelberg:

39.90 CHF

Real price to pay:

29.50 CHF (reduction of 26.1 %)

The six sections of four different operators:

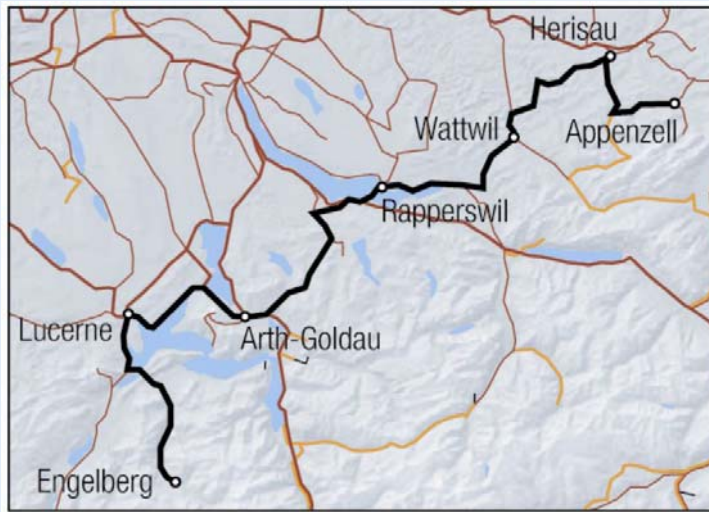
- AB (Appenzell– Herisau)
- SOB (Herisau–Wattwil)
- SBB (Wattwil–Rapperswil)
- SOB (Rapperswil–Arth-Goldau)
- SBB (Arth-Goldau–Luzern)
- zb (Luzern–Engelberg)

Consequence for the (senior) customer:
cheaper rides and lower hurdles for ticket buying
= more convenience = **more rides**



What does Direct Service mean for the operator? (1)

Complicated distribution of the sales of the single ticket



Real price as the total of all six sections (instead of 39.90 CHF):

29.50 CHF = 13.3 cts/km

AB -	26 km = 3.46 CHF
SOB -	33 km = 4.39 CHF
SBB -	27 km = 3.59 CHF
SOB -	55 km = 7.31 CHF
SBB -	31 km = 4.12 CHF
zb -	50 km = 6.65 CHF

In total = 29.50 CHF

Consequence for the operator:
less revenue per ticket, but **higher total revenue**
through more rides



What does Direct Service mean for the operator? (2a)

Complicated distribution of the sales of the season cards



Basic price: 3'100 CHF (4'850 CHF 1. class)

380'000 customers

977 mio CHF

Senior Price: 2'350 CHF (3'700 CH 1. class)

Basic price: 135 CHF

2.2 mio customers

293 mio CHF

What does Direct Service mean for the operator? (2b)

Complicated distribution of the sales of the season cards

Operator's revenue for HTA:

A. Total of it's share of all single tickets (50 %) according to the central SBB system PRISMA

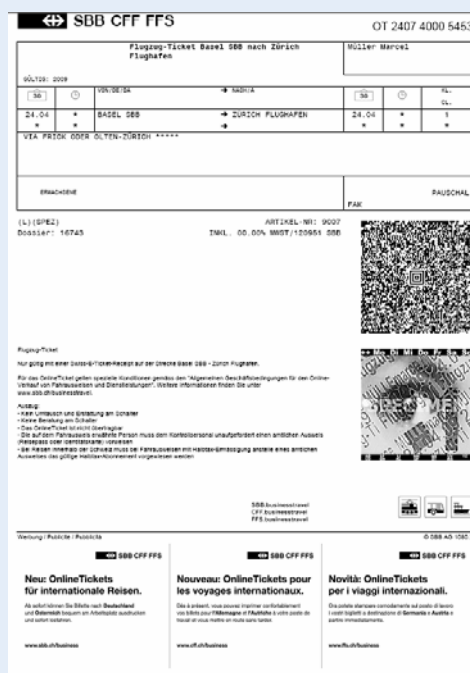
B. Share of the revenue of the season-card (part of 293 mio CHF); e.g. **BLS, 3.235 % = 9.5 Mio. CHF**



Further problems of Direct Service: Fraud

Big **value** of GA (4850 CHF in 1. class) = it's worth an effort to counterfeit it

The **ticket control** is confronted with dozens of different types of tickets and season cards (conventional paper ticket, paper ticket as homeprint, mobile ticket, season cards with different discounts and so on); difficulties for small operators; different IT systems



Further problems of Direct Service: Evolution

- A. Full Integration of the 20 *integrated fare regions* (e.g. Zurich ZVV, Bern Libero, Geneva Unireso) into Direct Service for single tickets
- B. Full electronically based ticket distribution (FastTrack Future = *Be in Be out*)
- C. New and also for the customers transparent, but also flexible price system; high degree of fairness for all kinds of pt

