

BOB-ticket: Innovative pricing strategy for non-frequent public transport passengers

Surveys show that about 30 % of all citizens use public transport frequently. About 70 % of all citizens rarely or never use busses, trams or trains. They are not familiar with networks, schedules and tickets.

Innovative ticketing can ease the access to busses and trams for new customers. Special offers and incentives can be integrated in the smart-card based e-ticketing.

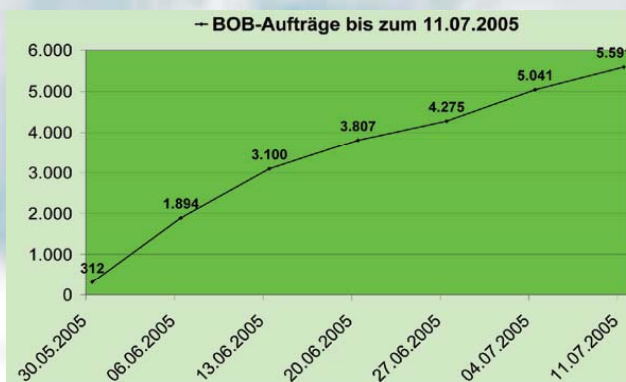
Postpaid by "BOB"-Ticket

Within the VIVALDI-Project, BSAG and VBN designed the BOB-ticket. It is a special chipcard focussing on non-frequent passengers.

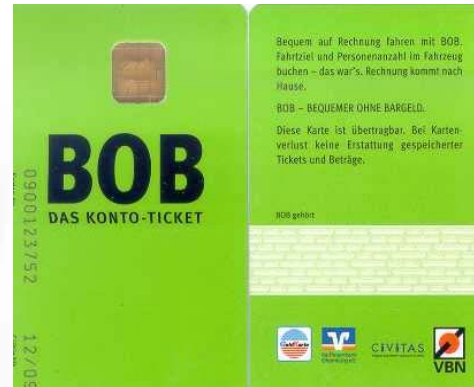
Based on smartcard-technology for electronic ticketing, this ticket allows the customer easy access to public transport without prepaid tickets, electronic or hard cash. The passenger uses public transport now and pays later.

The customer registers once at one public transport operator for a BOB-ticket. When entering the PT vehicle, the customer electronically books in the target and number of passengers for his journey. The information is stored on the registered smartcard and also transferred to a main data base for the monthly bill, his account is charged for at the end of the month. Customers doing several jour-neys a day, are billed for the cheaper one-day-ticket only.

BOB – a Vivaldi success story



The BOB-ticket has been introduced to the public in May 2005. Within one month, more than 5000 citizens were registered as BOB-ticket-holders.



Integration in innovative e-ticketing

The product BOB-ticket is designed in line with other innovative e-ticketing products, as smartcard for e-cash, NordWest EnteckerCard for tourists and Bremer Karte Plus, a combined chip card for public transport and Car-Sharing.

The existing electronic infrastructure and touch screen terminals that are already implemented in trams and busses of BSAG are used for the BOB-ticket.

Integrating regional and peri-urban commuters

BOB-ticket started in Bremen at BSAG and two other public transport operators of the region. The other 31 operators of the North-West-region follow step-by-step as soon as terminals and software are installed in their vehicles.



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Demonstrator fact sheet: Integration of innovative e-ticketing into the urban transport strategies

Surveys show that about 30 % of all citizens use public transport frequently. About 70 % of all citizens rarely or never use busses, trams or trains. They are not familiar with networks, schedules and tickets.

Innovative ticketing can ease the access to busses and trams for new and non frequent customers. Purchase of tickets are made easy. Special offers and incentives can be integrated in the smart-card based e-ticketing.

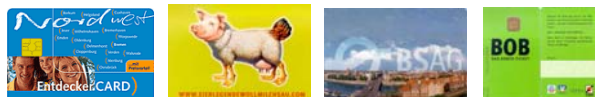


• Prepaid e-ticketing

Since 2001, BSAG implemented electronic ticket as an additional offer. Passengers can pay the ticket by electronic cash. No paper tickets are given as the ticket is stored in the chip of the card. All bus and tram vehicles have been equipped with blue touch screens and chip-card-devices for accepting chipcards.

• Tourist offer -

EntdeckerCard™ (Discovery Card) is an all-inclusive electronic ticket for all major tourist facilities and all public transport in the region.



• Bremer Karte Plus

Based on the chipcard technology of e-ticketing and integrating the electronic purse, a multipurpose card called "eierlegendewollmilchsau" allows the use of public transport as well as the access to car-sharing cars in Bremen.

• Postpaid – "BOB"-Ticket

The BOB-ticket, introduced in May 2005, is a special chipcard that frees non-frequent passengers from cash handling or loading e-cash.

The BOB-ticket customer registers at one public transport operator in the region. At the end of the month, the passenger's bank account is charged for all journeys made with the BOB-Card.

• Regional access

Commuting by cars is still far beyond the average of car driving in Bremen. As the modal shift of Bremen shows, about 85 % of commuter trips per day are done by car, while only about 45 % of all trips a day are done by car in Bremen.

The advantages of e-ticketing are also to be made available as an alternative to commuters to and from Bremen – a special target group within the VIVALDI project.



The Northwest region is about 8.400 sq. kilometre with 1.8 million inhabitants in and around Bremen. It is served by local buses, trams, local/regional trains, and long distance rail connections. 34 public transport, represented by VBN, have one fare system and adjusted timetables.

All 34 public transport operators agreed to extend all e-ticketing offers to all public transport services in the region.

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Demonstrator fact sheet: Intermodal Travel Information Centre in Bremen

Objectives and targets

To improve customer services and information, an Intermodal Travel Information Centre (ITIC) was opened at Domsheide in Bremen in November 2002. At this centre, customers get information on and tickets for all public transport operators in the whole region, including information on Car sharing services.



Rationale

Good information on alternatives to the car is a basis to an environmentally friendly choice of mobility modes. With the improved information, new customers can be won for public transport services.

Main actors and role in the project

The ITIC is mainly realised by BSAG as the main public transport operator in the area, in co-operation with Cambio, Stadtauto (Car sharing providers) and VBN, the representative of around 35 public transport operators in the region.

Implementation aspects

The Northwest region is an area of 8.400 sq. kilometres with 1.8 million inhabitants in and around Bremen. The region is served by local buses, trams, local/regional trains, and long distance rail connections. About 35 public transport operators are active.

'Domsheide' is the main public transport interchange in the inner city at the edge of the pedestrian area. Here, an ITIC has been established as part of the VIVALDI project, converting the ground floor of a former garage. On a premise of about 200 m², six desks for information, ticket sales etc. are realised.

Some examples of the information given are:

- Door-to-door-information for the whole city including maps with walking connections between the stop and the final destination (based on the address);
- Estimation of travel time and fares for taxis in intermodal trips (in conjunction with public transport) and/or a single taxi trip;

- Information about Bike & Ride;
- Integration of local public transport information into the nation-wide public transport information system (based on integrated access to EFA data base, HAFAS and other nation wide systems)
- Intermodal offers and services (e.g. with taxi, Car-Sharing, integrated tourist offers, etc.);
- "EntdeckerCard" – An all-inclusive electronic ticket for regional PT and all major tourist facilities in the region, stored on a bank account card with chip or on a specially designed chipcard.
- All tickets for the region and different types of season ticket contracts (in co-operation with 34 different operators) for all modes of public transport are available.

These offers are made possible for the whole region, as all public transport operators are members in Verkehrsverbund Bremen/Niedersachsen (VBN) – the co-operation for public transport operators.

Information is given in person, by fax, by phone or at self-service terminals with Internet access. Customer access to timetables and fares is also realised by Internet.



Equipment for electronic cash and loading chipcards has been implemented. As most information is based on electronic data base BSAG and VBN are rearranging their Internet platforms and making them barrier-free.

In close co-operation with Car-Sharing operator Cambio, the staff members of the public transport operator are also trained services on Car-Sharing. Clients can apply for membership or book Car-Sharing cars A car-sharing site is included on the premises.

Based on existing experience it is expected to have more than 350,000 requests per year to support environmentally friendly travel. The public transport Internet Platform of the ITIC registers more than 700.000 requests for travel information per month. Over the first few months there has been a significant rise in the level of requests by customers and evaluation will take place after the starting period is over.

More information

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