

SYNAPTIC: Synergy of New Advanced/Adapted Public Transport
Solutions Improving Connectivity in Northwest Europe

SYNAPTIC Awards for Excellence in Seamless Mobility

Announcing the winners for 2012!



synaptic

synergy of advanced
transport solutions



Synaptic Awards for Excellence in Seamless Mobility

Contents:

The SYNAPTIC project	3
The SYNAPTIC vision	4
The SYNAPTIC Awards	5
The jury members	6
Winner The best multimodal door-to-door travel solution	7
Winner The best public transport solution	8
Winner The best development process or implementation of a Sustainable Urban Mobility Plan	9
Your chance to win	10

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synaptic is a partnership of RoCK, BAPTS, sintropher & ICMA amobilife .



The SYNAPTIC project

The SYNAPTIC mobility cluster is a strategic collaboration of four successful INTERREG Northwest Europe mobility projects. The cluster was set up to capitalise on and network project results across the four projects and to help pave the way towards seamless integrated public transport in north-west Europe. The four partner projects are

- Regions of Connected Knowledge
www.rock-project.eu
- Improving Connectivity and Mobility Access
www.icma-mobilife.eu
- Boosting Advanced Public Transport Systems
www.bapts.eu
- Sustainable Transport for Northwest Europe's Periphery
www.sintropher.eu

The objective of the cluster project is to enhance the conditions for, and promote the development of, seamless and integrated mobility networks to facilitate door-to-door journeys by public transport in northwest Europe.

The project takes a strong passenger focus to mobility. The SYNAPTIC team will “backcast” from a future scenario (based on the year 2030) to determine the steps needed to reach its vision. The project team is developing a strategic mobility action plan for northwest Europe with recommendations intended to help shape the focus of INTERREG’s next programming period – and therefore the direction of public transport in northwest Europe.

For more information see: www.synaptic-cluster.eu/



The Amobilife Competence Hub provides direct access to case studies and good practices implemented in all 4 projects since 2008.
www.icma-mobilife.eu/solutions-new/





The SYNAPTIC vision for seamless mobility in northwest Europe for 2030:

1. **Journeys are more productive:** Travel time is useful/valuable/pleasant time that one can look forward to using productively or for relaxation.
2. **Personalised mobility is universal:** Modules comprising technologies and systems are seamlessly integrated according to individual needs.
3. **Services are coordinated, integrated and easy to use:** Information about individual services is coordinated seamlessly in response to individual requests.
4. **Information and communications technology assists the journey experience:** focussed ICT systems make door-to-door journeys simple to plan, book and pay for.
5. **Transport Interchanges are hubs of opportunity:** transport hubs become useful elements of the journey – for exercise, shopping, meal or networking opportunities.
6. **Travel disruption is managed, minimised and monitored:** where a major disruption occurs, a mobility management service automatically intervenes to ensure that the traveller is looked after and the final destination is reached as conveniently as possible.
7. **Special attention is devoted to the first and last mile:** The route to and from the station becomes much more attractive, including by walking and cycling.
8. **Borders fade:** EU and national governments work to develop cooperation, timetabling and revenue-sharing so that transport operators can run services across borders.
9. **No traveller is left behind:** mobility providers adopt specialised services to integrate the elderly (and others with mobility impairment) into the mainstream.
10. **Seamless mobility, although complex to manage, is simple to the user:** Journey planning is smooth and simple with individual elements combined in personal travel.

What are the SYNAPTIC Awards?

The SYNAPTIC Awards for Excellence in Seamless Mobility are a set of awards offered in three categories that are given out by the partners of the INTERREG NWE mobility cluster project SYNAPTIC to recognise outstanding innovation in the area of sustainable mobility in Europe. Entries are selected from among project descriptions accepted for publication as case studies on the Eltis portal (www.eltis.org).

The SYNAPTIC partnership set up these awards as a catalyst for innovative action – and the sharing of innovative practices – in the field of urban and regional public transport in European cities and regions.

The 2012 SYNAPTIC Awards for Excellence in Seamless Mobility were offered in the following categories:

- The best multimodal door-to-door travel solution
- The best public transport solution
- The best development process or implementation of a Sustainable Urban Mobility Plan

The 2012 SYNAPTIC Award winners received free travel to and accommodation plus attendance at the ECOMM conference on mobility management in Frankfurt, Germany and a certificate presented at an awards ceremony in the historic Frankfurt City Hall. Their work is also honoured through this publication.



2012 SYNAPTIC Awards ceremony at the ECOMM 2012 evening reception at Frankfurt City Hall.
Photo: traffiQ-Krutsch

The SYNAPTIC Awards jury members



Gösta Weber

Gösta is a senior project manager at the City of Eindhoven and project manager of the SYNAPTIC partner project RoCK. He previously worked in London for the South East England Development Agency, managing two of the largest EU INTERREG projects to date: HSTconnect and HSTintegration, with a budget of 60 million and 37 partners from five countries. Gösta has also worked in Germany with Drees & Sommers consultancy in the field of project development and project management.



Raf CanTERS

Raf has a background in Instructional Psychology and Technology, and in Traffic Sciences. He has worked as an educational researcher at the University of Leuven (Belgium) and joined Mobiel21 in 2004, where he works in urban transport and mobility, focussing at sustainable transport, urban policy and training for professionals. He has been involved in several European educational, research and transport projects including the urban mobility portal, Eltis (www.eltis.org).



Willy Smeulders

Following a lifelong interest in trains and other forms of public transport, Willy joined, and later became a board member of, the Flemish Belgian passenger federation, Trein-TramBus. He is also a council member of the European Passengers' Federation: Willy brings to these positions the experience gained through a long and successful career spent working at Philips Electronics as a senior manager of high technology development.



Marisa de Brito

Marisa is Manager of Research and Academic Education at the University of Applied Sciences in Breda, The Netherlands, where she also coordinates a course on sustainability, entrepreneurship and performance. Previously she worked on a major research project on the sustainability of the clothing and textile supply chain at Cambridge University. Marisa has a PhD from Erasmus University on the topic of Reverse Logistics. Her research interests are sustainable, humanitarian and closed-loop supply chains/logistics and sustainable events.

Category:

The best multimodal door-to-door travel solution

Winner:

Provision of Local Travel Information, Cloughjordan, Tipperary, Ireland



Photo: SYNAPTIC Awards ceremony at Frankfurt City Hall. Stefan Majer, City of Frankfurt; Ciarán Lynch, Limerick Institute of Technology – Tipperary; Graham Lightfoot, Mendes Limited; Henk Kok, SYNAPTIC Project (photo: traffiQ-Krutsch)

Photo : Cloughjordan travel information brochure (image: Graham Lightfoot)

Previously, the amount and quality of transport information available to residents of Cloughjordan, Ireland was quite poor. In order to obtain information people had to search in different locations and from different sources. None of it was available in a single document or from a single source.

Thanks to this project, for the first time in Cloughjordan, all public transport timetables are in one document. The brochure was circulated to households and distributed at key local locations.

The objectives were to promote a range of sustainable mobility services, creating an opportunity to influence residents to reduce their use of energy through sustainable transport use and to work with residents to ensure that their mobility is guaranteed and they can live and work without having to own a car.

“Even in the day of smart phones, we shouldn’t forget the simple ideas.”

jury comment

The project also assisted the local rural transport service to develop and implement a new operational plan to continue its delivery of the National Rural Transport Programme.

The results of the project were a 2.5% decrease in car ownership, a 7.3% increase of bicycle ownership and a 6.5% increase in monthly passenger trips on local bus services between September 2008 and June 2010.

“Rural areas are usually dedicated to cars. Projects like this can make a real difference.”

jury comment

The provision of clear, accurate travel information is a simple but effective action for a rural area – where people are most often dependent on cars – and is transferable to many other rural areas.

Award accepted by: Graham Lightfoot, Mendes Limited and Ciarán Lynch, Rural Development Department, Limerick Institute of Technology – Tipperary

Category:

The best public transport solution

Winner:

PatenTicket: Peer-to-Peer Marketing of Public Transport to Older People in Cologne, Germany



Photo: SYNAPTIC Awards ceremony at Frankfurt City Hall. Stefan Majer, City of Frankfurt; Birgit Kasper and Steffi Schubert, Urbane Konzepte; Jürgen Toepsch, Kölner Verkehrsbetriebe, Cologne; Henk Kok, SYNAPTIC Project (photo: traffiQ-Krutsch)

Photo: Public transport "godparent" and "godchild" in Cologne, Germany (photo: Birgit Kasper)

The PatenTicket concept evolved from a research project dealing with leisure time mobility of older people in rural, urban and suburban regions in Germany. The findings indicated that there is a need to promote public transport among older people, but also to familiarise them with it.

The aim of the PatenTicket project was to support older people to be active, independent and permanent clients of public transport. Since it is difficult to reach this target group by standard marketing campaigns, PatenTicket used a peer-to-peer approach.

Older public transport season ticket holders in Cologne, Germany received a free three-month pass to give to a friend or relative who was a non-frequent user of public transport. For three months, the pairs travelled together, enjoying each other's company as the "godparent" taught the "godchild" about public transport and supported him or her in the development of new transport habits. While the project design saw no upper age limit, the idea was to reach younger and more active senior citizens and to gain them as permanent customers.

"[Seniors' mobility] is an important issue. The good thing about this is not only the training, but the empowering."

jury comment

Although the PatenTicket programme requires additional cost and effort on the part of the public transport provider, the experience in Cologne suggests that the programme continuation can cover its own costs through the increase in new season ticket purchases.

The concept behind the PatenTicket was developed independent of any specific location and thus should be applicable in any context with a reasonably well developed public transport network.

75% of godchildren in Cologne said they planned to use public transport more and 30% bought an Aktiv60Ticket. The results also showed that such programmes have a significant positive effect on the reputation of the public transport provider among its older clients.

Award accepted by: Birgit Kasper and Steffi Schubert, Urbane Konzepte, Frankfurt and Jürgen Toepsch, Kölner Verkehrsbetriebe, Cologne

Category:

The best development process or implementation of a Sustainable Urban Mobility Plan

Winner:

Cornerstone of Mobility – The Mobility Strategy of the City of Zurich, Switzerland

The quality of life in the City of Zurich is one of the highest in the world and much of this success can be attributed to its excellent transport system. Zurich's transportation policy is built on constancy, pragmatism and interconnectedness including:

- A comprehensive interconnection of different transport modes throughout the entire city
- Mobility planning oriented to offer rather than demand
- Consistent coordination of land use and mobility development
- Creation of a city of short trips
- Mobility management as a supplement for infrastructure planning

"It has long-term targets and an integrated approach."

jury comment

The overall goal is to optimise conditions for sustainable urban development. The impacts of mobility are viewed comprehensively, taking into account all three dimensions of sustainability (social, environmental and economic). All stakeholders are involved in the discussion and decision-making process.

"It integrates mobility into all aspects of urban planning."

jury comment

Measures from the strategy include:

- the continual expansion of the public transport system. The local tram and bus network complements Zurich's suburban railway system.
- public transport prioritisation as an important part of transport management. The aim is "zero waiting time" for public transport at 250 of a total 380 traffic lights.
- traffic light controlling (mainly at peripheral traffic nodes). At peak hours the number of cars allowed to enter depends on the capacity of subsequent traffic nodes within the city.
- urban parking management that considers, among other things, the quality of public transport coverage of specific locations. The number of available parking spaces within the inner city has been limited to 1990 levels.
- mobility management that includes multi-modal information, mobility consulting for businesses and schools, and area-dependent mobility management.

Award accepted by: Ruth Furrer, City of Zurich

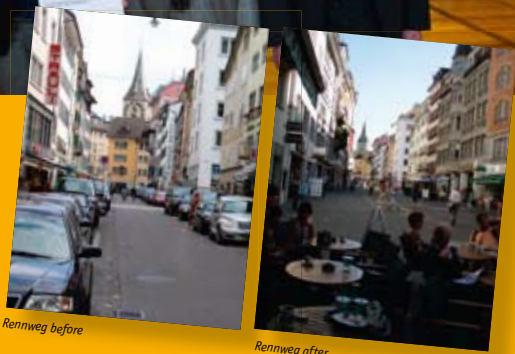


Photo: SYNAPTIC Awards ceremony at Frankfurt City Hall. Ruth Furrer, City of Zurich; Stefan Majer, City of Frankfurt; Henk Kok, SYNAPTIC Project (photo: traffiq-Krutsch)

Photo: Rennweg before and after, Zurich (photo: Stadt Zürich)

Your chance to win:

The SYNAPTIC Awards for Excellence in Seamless Mobility will be offered again in 2012-13. If you have an exemplary project that you would like others to know about, submit it as a case study at www.eltis.org

The next SYNAPTIC Award winners will be selected from projects submitted to Eltis during 2012. The prize is a free trip to the ECOMM conference in Gävle, Sweden in May, 2013, where the awards will be presented.

SYNAPTIC website

www.synaptic-cluster.eu/

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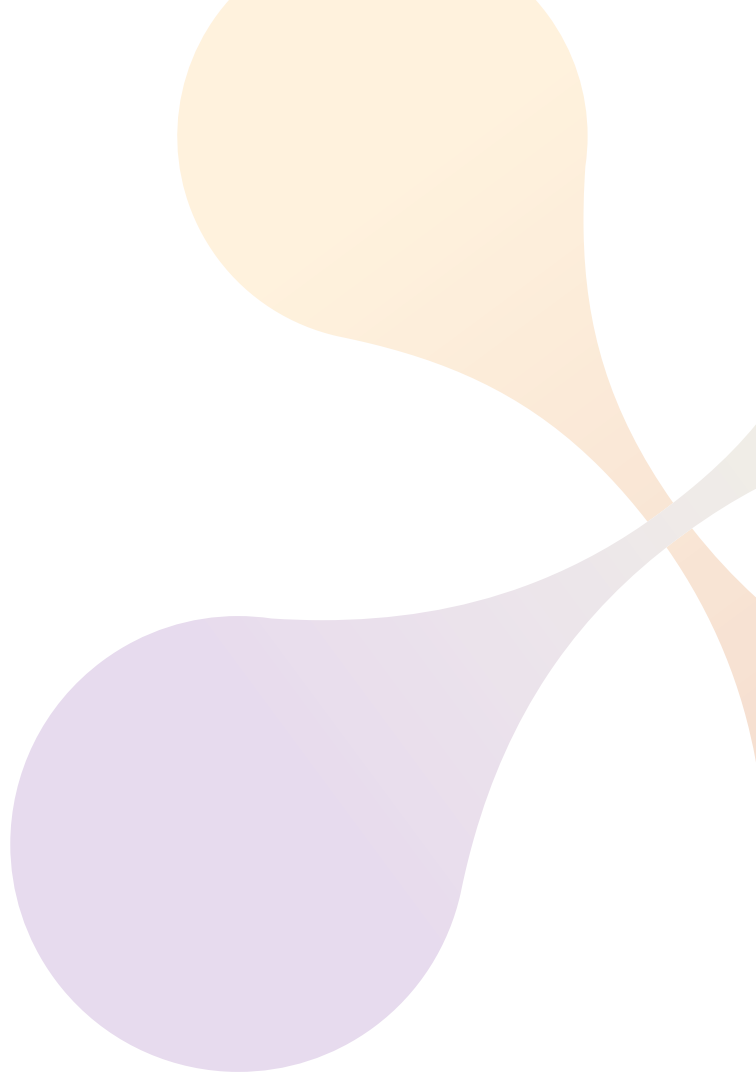
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