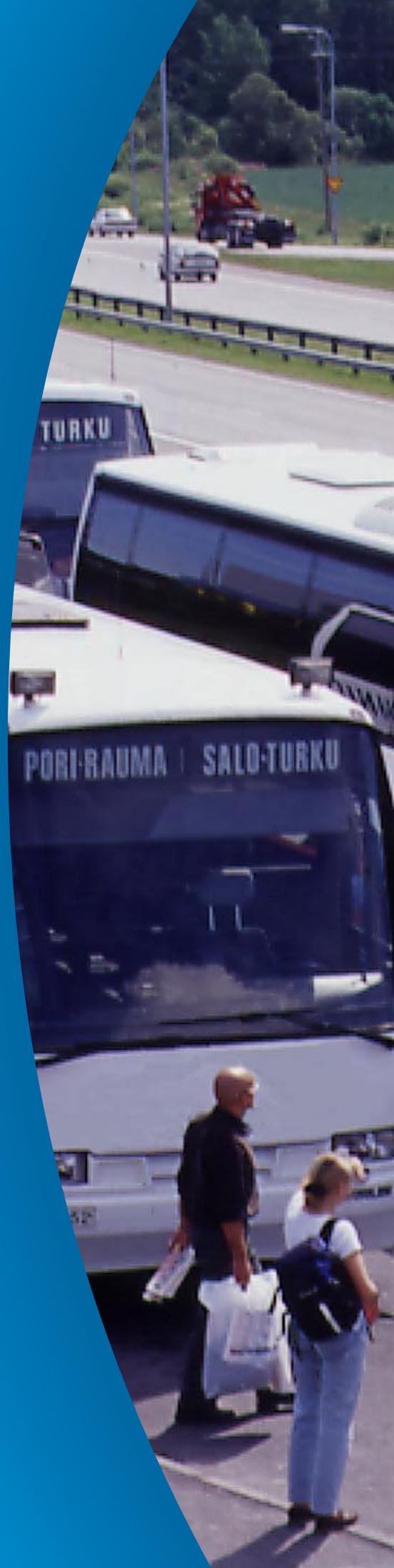


Public Transport

- an Attractive Alternative



MINISTRY OF TRANSPORT
AND COMMUNICATIONS FINLAND

Ministry of Transport and Communications
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Foreword



Public transport promotes the achievement of numerous social objectives. It furthers regional and social equality in respect of transport and reduces reliance on private cars. As it replaces passenger car traffic, public transport improves road safety and reduces the adverse impacts of traffic on the environment. Public transport is particularly significant as regards opportunities for mobility, access to basic services, work and studying.

The public transport environment in Finland is undergoing changes that will only further highlight the importance of developing public transport. Continued internal migration is giving rise to higher population densities in urban areas, particularly in a few major cities. Unless steps are taken, the urban structure will scatter, resulting in a weaker operating environment for traditional public transport especially in sparsely populated areas.

The population is also ageing, which will lead to less commuter traffic and more leisure trips. Attention to the needs of an ageing population puts new demands on the quality of services, the rolling stock and vehicle fleet, and information. The need for fully subsidised transport services will also increase and, without intervention, will lead to even greater rises in transportation costs.

This document seeks to express the Ministry of Transport and Communications' strategic intent to develop public transport. It also seeks to present the Ministry's view on primary modes of operation particularly with regard to bus and coach transport and rail transport. The document is part of the Ministry's long-term strategic planning that consolidates its policies and proposals for measures concerning several different sectors and regions.

The drafting of this document has taken into account both national and European Union transport policy objectives. These objectives aim to create a transport system that supports balanced regional development and is environmentally friendly; other essential characteristics are safety, quality, efficiency and consideration of passenger needs. The objective is to maintain and increase the market share of environmentally sustainable modes of transport and to secure the provision of basic transport services.

Helsinki, 13th December 2001

Olli-Pekka Heinonen
Minister of Transport and Communications

Juhani Korpela
Permanent Secretary



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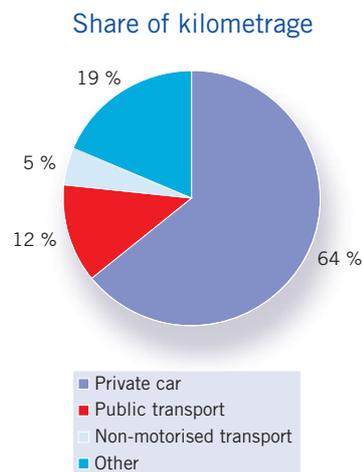
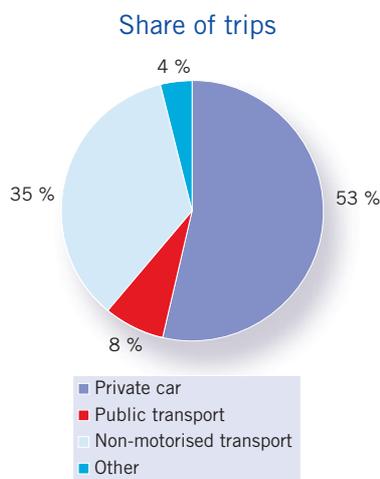
1 Transport policy objectives

The objective of transport policy is smart, sustainable transport that takes into account economic, ecological, social and cultural perspectives.

Transport policy aims at maintaining and increasing the share of modes of transport that are in accordance with the principles of sustainable development – non-motorised transport and public transport – and at securing basic transport services.

The guidelines set for public and non-motorised transport in order to obtain a transport system in accordance with this objective are as follows:

Modes of transport according to number of daily trips and kilometrage



- ◆ Improvements in the accessibility, efficiency, quality and safety of the public transport system will enhance its attractiveness. Public transport requirements will be taken into account in the development and maintenance of public roads. Equal transport opportunities in rural areas will be guaranteed through an improvement in public transport systems and by securing the necessary level of basic transport services.

- ◆ The market share of bus and coach transport and rail transport will be increased within and between cities. Air traffic conditions will be secured for transport over long distances between cities.

- ◆ Non-motorised transport will be more closely integrated into the planning and implementation of the transport system. The safety and environment of non-motorised transport will be enhanced and the share of such transport increased.

- ◆ Travel chain flows will be made smoother.

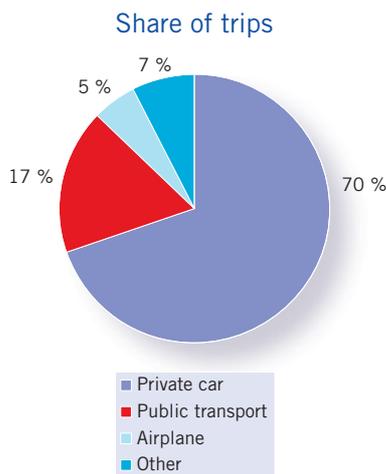


2 Strategic intent and objectives of public transport

2.1 Strategic intent and objectives in various environments

The strategic intent and objectives of public transport in various environments based on transport policy objectives are as follows:

- ◆ Over long distances, public transport offers an attractive alternative to travel by private car.
- ◆ In cities and urban areas, public transport offers an attractive alternative to travel by private car and enables a lifestyle that does not entail car ownership.
- ◆ In rural areas, public transport offers high-quality basic transport services to those who do not own a car.



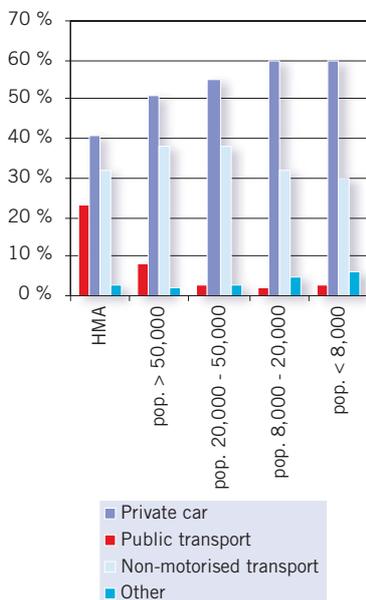
In long-distance transport, the objective is to increase the market share of public transport in transport between major urban areas. The starting point for the supply of bus and coach transport services will be the current transport licence system, whereby authorities grant transport licences on the application of a transport operator, taking into account supply and demand. A business-driven approach will also be adopted as regards railway traffic.

The operating environment of long-distance transport is best improved by developing an infrastructure to serve public transport and by investments in feeder traffic for coaches and trains. Apart from the maintenance and development of the transport network, this also entails the implementation of terminals common to different types of transport, or public transport interchanges, and improvements in other stops and stations. With regard to railway traffic, this also calls for raising speeds on the railways.

This policy aims at the State not having to outsource long-distance transport services. However, to date, no means to maintain the level of services in railway traffic have been discovered that would entail long-distance transport operations supported by customer revenue alone. Outsourcing long-distance transport by rail therefore remains a necessity.



Distribution of modes of transport according to number of daily trips in municipalities of different sizes



In urban areas, the objective is to increase the combined market share of public transport and non-motorised transport. Public transport will be developed into an environmentally sustainable, user-friendly, safe and smooth mode of transport that is reasonably priced. Cities and municipalities play a major role here. The importance of transport system plans and the reconciliation of land use and public transport will be emphasised particularly in cities and urban areas, where public transport development calls for traffic arrangements: streets and lanes set aside for public transport, priority signals, parking arrangements, etc.

In urban areas, the State will continue to subsidise ticket prices, which mainly favours commuters using public transport. Attempts will be made to control the costs of fully subsidised transport services by combining municipal transports and through municipal logistics. The attractiveness of public transport also for leisure trips will be emphasised in order to increase the use of public transport.



In terms of market share increase, the Helsinki Metropolitan Area (HMA), Tampere and Turku show the greatest potential. These three areas also exhibit the greatest need for public transport development and present the greatest challenges. Results obtained and practices found beneficial in these cities can be drawn on and introduced in other towns as well. Development work carried out in the Helsinki Metropolitan Area, Tampere and Turku is of nationwide importance.

In rural areas, the main objective is to secure the provision of services. Public transport in rural areas is by nature a basic service whose framework comprises transportation to and from school and for shopping trips, etc. Most of this transport is self-supporting scheduled traffic. Basic transport services to complement scheduled traffic that cannot be maintained by customer revenue alone will be outsourced. Self-supporting transport and outsourced transport will be supplemented or replaced by new, flexible service lines and demand-responsive public transport, which will improve the standard of service and supply of public transport in rural areas.

The Ministry of Transport and Communications is seeking more economically efficient means to provide a framework for maintaining public transport services and improving the level of public transport service also in rural areas. Concerns central to this effort are rationality, economic soundness and high quality in the provision of services. If these concerns can be addressed, the operating environment for public transport in rural areas may be expected to improve. Funding granted to public transport in rural areas is directed towards providing basic services and to subsidising transport services, thus taking into account the needs of commuter areas.

2.2 Central principles to achieve the strategic intent and objectives

COOPERATION

Achieving the public transport development objectives calls for a long-term traffic and budget policy and extensive cooperation between the various contributing parties. Cooperation is essential to the successful achievement of public transport objectives. This translates into inter-ministry cooperation and cooperation within the Ministry of Transport and Communications. Bodies central to the process also include State Provincial Offices, departments and agencies within the administrative sector of the Ministry of Transport and Communications, the Social Insurance Institution, municipalities and Regional Councils, transport operators and other businesses and corporations as well as organisations representing various groups of customers. The focus in international cooperation is on the European Union and the European Conference of Ministers of Transport.

Public transport will be developed as a system where different modes of transport complement each other. Transport needs and the supply of transport services should be compatible, calling particularly for initiative on the part of public transport operators. Authorities are expected to examine and utilise open public transport when planning and organising

school transports and transports for social services and healthcare purposes. The Ministry of Transport and Communications, meanwhile, is tasked with locating new development targets, implementing joint development projects in cooperation with various partners and disseminating for further use information obtained through experience.

LAND USE DECISIONS

Land use decisions exert considerable influence on the economical and efficient organisation of public transport services. Legislation provides that public transport aspects be taken into account in town planning as well as in other planning of land use and traffic routes.

An integrated urban structure and high-quality transport system can support decreases in transportation needs. These measures can also encourage individuals to choose modes of transport that are less detrimental to the environment.

QUALITY

Increasing attention will be paid to improving the overall quality of the public transport system and to the efficiency of door-to-door trips. This calls for developments in matters pertaining to infrastructure, information and transport system integration as well as improvements in the accessibility and user-friendliness of public transport. Advances also need to be made in the transport service itself and the quality of the rolling stock and vehicle fleet. The Ministry of Transport and Communications' strategy includes promoting conditions to increase the share of public transport operating on a ticket-revenue basis. This objective can be achieved by increasing the appeal of public transport and thus its passenger volume. Encouraging developments can be expedited by improving the business environment.

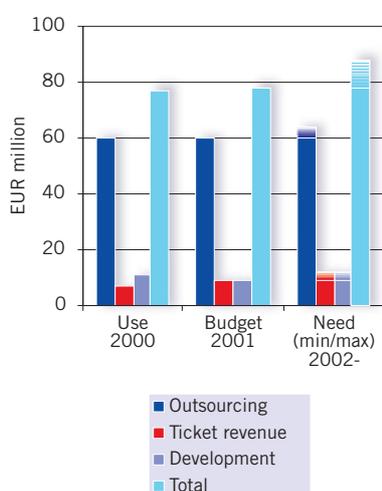
Upgrades in the overall quality of the public transport system – factors such as availability and accessibility, information, journey-time, passenger service and passenger comfort, safety and environmental impacts – result in increased passenger volume and thus to higher profitability. This in turn enables additional investment in the quality of the service, improved ticket systems and increased supply. A "virtuous circle" is born. Competition serves further to strengthen and build on this development by encouraging transport operators to adopt economically efficient modes of operation.

FUNDING

Public transport provides significant benefits to society. It promotes sustainable and well-balanced regional development, reduces adverse environmental impacts and improves road safety. Public transport also boosts the accessibility of basic services and the mobility of population groups. It is therefore important to allocate sufficient resources to public transport services and their development.

Many steps will be taken to advance public transport and achieve its objectives. Current resources allocated to road maintenance and public transport will be refocused and activities that promote the operating environment of public transport will be made a priority issue. Closer

Public transport funding from the Ministry of Transport and Communications and State Provincial Offices



cooperation is also a major concern. Projects involving public transport will be given additional emphasis in transport infrastructure projects and the use of scheduled public transport will be favoured in fully subsidised transport services.

Sustaining public transport services calls for securing the real level of appropriations to public transport. Greater attention needs to be paid to measures aimed at improving the competitiveness and attractiveness of public transport.

MONITORING

In order to promote activities in line with its chosen strategy, the Ministry of Transport and Communications actively monitors the implementation of measures and the attainment of public transport objectives. Regular progress reports track the implementation of strategic actions and make note of possible barriers to implementation.

A means of calculating the market share for various modes of transport is being developed for monitoring purposes. The Ministry will simultaneously examine the quality of basic statistics drawn up on public transport and present its proposals for improvements in statistical methods. Assessments of basic services carried out annually by State Provincial Offices supply basic data for monitoring the level of transport services. The Ministry of Transport and Communications, together with the Ministry of the Interior and the traffic departments of State Provincial Offices, will enhance the assessment process of basic services to monitor progress towards achieving equality in the field of mobility.





3 Measures

3.1 Infrastructure

Public transport management will be taken into account in town planning and other planning of land use and traffic routes. Road safety and the needs of public transport will be prime considerations in all traffic infrastructure investments. In future, projects within urban areas will receive greater attention. The State will participate in the implementation of urban projects based on transport system plans in accordance with a separate plan.



1. Traffic infrastructure funds will make contributions to projects that promote public transport in urban areas. Letters of intent will be signed covering the implementation of projects included in urban area transport system plans over the next few years. The State, along with other signatories, will undertake to promote the implementation of public transport projects. The share of State funding will vary depending on the effective scope of each project and available appropriations.

In respect of the State, the process will mostly affect budget item allocations and budget item comments and explanations. However, most State contributions will be received from budget items earmarked for the Road Administration and the Rail Administration. The letter of intent procedure will be developed through a series of pilot projects. Changes in legislation and allocation of responsibilities will be made as necessary on the basis of project results.

In order to achieve public transport objectives, the State will participate in urban projects as follows:

a) In the Helsinki Metropolitan Area, the State will participate in planning and funding regionally/nationally significant public transport projects included in the Helsinki Metropolitan Area Traffic Investment Programme 2000-2004 (Helsinki Metropolitan Area Council HMAC B 2000:4).

Responsibility for implementation: Helsinki Metropolitan Area municipalities, Road Administration and Rail Administration

Cooperation: Ministry of Transport and Communications

Timescale: as planned.

Benefits and impacts: higher market share for public transport, better road safety, less adverse environmental impacts from traffic.

b) Public transport will be given higher priority in the transport system plans of urban areas and projects will be implemented more effectively. Major bus routes in urban areas will be grouped into public transport quality corridors, with wide attention being paid to improving the user-friendliness, smoothness and quality of public transport. Key issues include streets and lanes set aside for public transport, priority signals and stan-

standardised stops. Special attention will also be paid to the smooth flow of scheduled express coaches in urban areas.

The Ministry of Transport and Communications will, through cooperation and statements, steer urban planning of new areas and placement of activities towards areas favourable in terms of public transport. The Ministry, together with the Ministry of the Environment, will participate in the development of local traffic arrangements and promote efforts to decrease traffic in city centres. This will involve the planning and implementation of pilot projects.

Responsibility for implementation: municipalities, Road Administration, Rail Administration.

Cooperation: Ministry of Transport and Communications, Ministry of the Environment, State Provincial Offices, Regional Councils.

Timescale: ongoing.

Benefits and impacts: improved standard and smoothness of public transport services, lower transport operating costs, greater use and market share of public transport, better road safety, less adverse environmental impacts from traffic.

c) Areas focal to the development and implementation of stations and public transport interchanges will be integration of modes of transport, actions designed to increase the use of public transport, feeder traffic, access for non-motorised transport and the park-and-ride system. Emphasis will be placed on the implementation of 22 national public transport interchanges offering equal services to passengers utilising different modes of transport.

The construction of public transport interchanges will receive discretionary State funding on a project-specific basis. The share of State funding at the initial stage of each project will vary between 0 and 30 per cent, depending on location and the extent to which the project promotes the achievement of national public transport objectives, particularly the market share objective. As regards the development of other public transport stations, the State will participate on a discretionary, project-specific basis as necessary.

Responsibility for implementation: municipalities, public transport operators and Rail Administration.

Cooperation: Ministry of Transport and Communications.

Timescale: 2002-2005.

Benefits and impacts: improved integration of different modes of transport, increased land use efficiency, better business environment for public transport service providers, higher standard of service in public transport, greater competitiveness, better customer service, improved travel chain functionality, increased public transport use.



2. Development of the rail network entails measures to improve the safety and economic efficiency of railway traffic while also allowing for improvements in its smoothness and standard of service. Particular attention will be paid to increasing the capacity of the main Helsinki-Oulu railway line. The direct line from Kerava to Lahti will be completed as quickly as

possible, in part with discrete funding. High-speed passenger transport at the first stage will extend past Turku to the towns of Seinäjoki, Jyväskylä, Imatra and Vainikkala. Preparations will be made for gradual expansion of the high-speed rail network.

Responsibility for implementation: Ministry of Transport and Communications, Rail Administration.

Cooperation: railway transport operators.

Timescale: ongoing.



Benefits and impacts: greater efficiency and profitability in passenger traffic, higher public transport passenger volume and market share, maintained scope of passenger transport services, better road safety, less adverse environmental impacts from traffic.

3. Principles for the upkeep and maintenance of local roads will be defined in a manner that sustains the operating conditions of public transport and enables the introduction of new transport provision models. Road Administration road districts and municipalities will take into account the needs of public transport when setting road maintenance priorities.

Responsibility for implementation: Ministry of Transport and Communications, Road Administration and municipalities.

Cooperation: public transport operators.

Timescale: ongoing.



Benefits and impacts: promotes the achievement of regional and social equality of mobility; better road safety.

4. Bus stop and train station area maintenance and outfitting will be improved in accordance with a separate plan. Pedestrian and bicycle traffic and public transport vehicles will be ensured smooth, safe and unobstructed access to bus stops and train station areas.

Responsibility for implementation: Road Administration and Rail Administration.

Cooperation: State Provincial Offices, public transport operators.

Timescale: ongoing.

Benefits and impacts: higher standard of service and greater appeal of public transport, better road safety, improved travel chain functionality.



3.2 Information

The Ministry of Transport and Communications aims to provide for a national compilation of compatible information systems so that passengers can obtain information on door-to-door trips and accessible services from a single source. Quality information contains not only information on timetables and fares but also data on rolling stock and vehicle fleet, connections and stops and stations. Information will be disseminated online, by telephone and in the form of printed timetable booklets and route maps. Improvements will be made in the standard and quality of information available at public transport stations.



1. A common architecture will be designed for information systems. Standards concerning information systems will also be determined and their use promoted. Arrangements will be made for the operation and administration of a national information system. The owners of the various information sub-systems will be responsible for the administration of their particular system.

The Ministry of Transport and Communications and operators will work together to produce an outline for the development and implementation of the system.

Timescale: 2002-2003.

Benefits and impacts: promotes integration of different transport services; higher standard of service in public transport, greater public transport attractiveness and competitiveness, improved travel chain functionality.



2. Development of passenger information systems will be advanced and new channels opened for the dissemination of information.

Responsibility for implementation: public transport operators and municipalities.

Cooperation: Ministry of Transport and Communications, State Provincial Offices.

Aikataulu: ongoing.

Benefits and impacts: better availability of information about public transportation, higher standard of service and greater attractiveness of public transport, improved travel chain functionality and competitiveness of public transport.



3. In large and medium-sized cities, the development of real-time information available at stops and stations will be furthered.

Cities and public transport operators will fund implementation, with contributions from the Ministry of Transport and Communications and State Provincial Offices (max 50 per cent).

Responsibility for implementation: cities and public transport operators.

Cooperation: Ministry of Transport and Communications, State Provincial Offices.

Time scale: 2002-2007.

Benefits and impacts: higher standard of service and smoothness of public transport, greater attractiveness, user-friendliness and competitiveness of public transport.

3.3 Travel chain functionality



The achievement of public transport objectives calls for seamless cooperation between the various modes of transport and the development of efficient door-to-door services. Particular attention needs to be paid to travel chain functionality in the planning and implementation of information and payment systems

1. In the development of regional public transport, State Provincial Offices will take particular note of feeder connections to long-distance rail and coach transport. Particular attention will be paid to the functionality and smoothness of feeder traffic in order to improve the operating environment of long-distance transport. New feeder traffic systems will be developed and tested.

State Provincial Offices and municipalities will outsource such feeder traffic services provided by buses and taxis that are considered necessary but which cannot be maintained profitably. The Ministry of Transport and Communications will outsource unprofitable long-distance transport feeder traffic on low-volume stretches of track. The Ministry of Transport and Communications and State Provincial Offices will contribute to development and pilot projects that involve new feeder traffic systems.

Timescale: ongoing.

Benefits and impacts: improved integration of different transport services, improved travel chain functionality, better operating environment both for long-distance and local transport.

2. The functionality of stops and stations will be improved, with particular attention to the smoothness of public transport, the economy, smooth flow and safety of the park-and-ride system for cars and bicycles, and the locations and functionality of taxi stands. Pedestrian and bicycle traffic requires safe, smooth and unobstructed access to stops and stations. In connection with the implementation of public transport interchanges, attention will be paid to traffic arrangements concerning entire urban areas and to solutions that favour public transport.

Responsibility for implementation: municipalities, public transport operators, Road Administration and Civil Aviation Administration.

Cooperation: Ministry of Transport and Communications, State Provincial Offices, Rail Administration, organisations representing various groups of customers.

Timescale: ongoing.

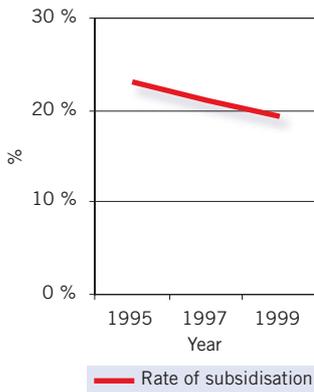
Benefits and impacts: improved integration of different transport services, higher standard of service and greater competitiveness of public transport, improved travel chain functionality, increased public transport use, better road safety.



3.4 Ticket prices and the provision and securing of services

The Ministry of Transport and Communications, State Provincial Offices and municipalities will ensure the regional coverage and scope of public transportation. The provision of quality services along with sound economic guidelines is essential to the development of public transport. The long-term objective is to keep the rise in public transport fares below that of the consumer price index. The starting point will be an entrepreneurial system where businesses assume responsibility for the planning and provision of services. By law, municipalities are responsible for planning and providing transport services for the school sector and the sector of health and social services. The possibilities of using public transport will be determined and utilised in transport planning. In large cities, an authority-driven approach to transport service provision may alternatively be considered. Competitive tendering will be developed. The Ministry of Transport and Communications will determine the objectives of the national public transport system.

Rate of subsidisation of rail and bus and coach transport



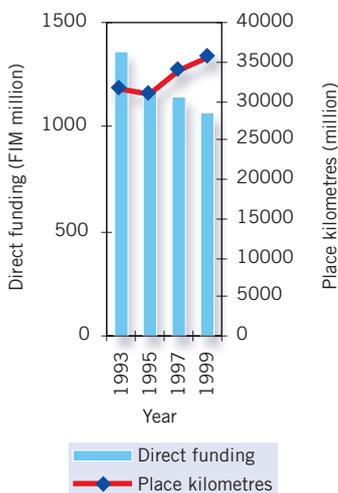
1. The Ministry of Transport and Communications will, together with the Ministry of Finance, study means and opportunities of easing the taxation of public transport.

The applicability of a procedure that takes into account also external costs and observes the principle of "whoever is responsible pays" will be examined with regard to transport tax and payments policy. Such a procedure would advance the competitive position of public transport relative to the private car while also putting coach transport and railway traffic on an equal competitive footing.

Timescale: ongoing.

Benefits and impacts: increased competitiveness of public transport.

Public funding to and supply of public transport



2. The State will continue to allocate funding to commuter ticket subsidies. The Ministry of Transport and Communications will seek new means of setting fares to optimise ticket revenue.

Responsibility for implementation: Ministry of Transport and Communications, State Provincial Offices and municipalities.

Cooperation: public transport operators.

Time scale: ongoing.

Benefits and impacts: greater attractiveness of public transport, higher passenger volume, improved ability of public transport operators to provide transport services at their own financial risk.



3. The Ministry of Transport and Communications will ensure the provision of unprofitable railway traffic that is considered a necessary basic service on a national and regional level. The Ministry will also ensure a high standard of service in local transport not covered by the Helsinki Metropolitan Area Council (YTV), which will remain responsible for rail transport within its boundaries. Rail transport services will be organised with an eye on transport and infrastructure development. In addition, note will be taken of possible changes in legislation and their impact on division of responsibilities.

Outsourced transport services will be subject to competitive tendering whenever European Community legislation so provides. If instituted, competitive tendering will start with Helsinki local transport.

Timescale: ongoing.

Benefits and impacts: furthers the preservation of basic transport services and the achievement of regional and social equality in the field of mobility.



4. The Ministry of Transport and Communications will secure the provision of transport services on low-volume stretches of track; at a later stage, such services will be operated with new, more economical rolling stock.

Timescale: ongoing.

Benefits and impacts: furthers the preservation of basic transport services and the attainment of regional and social equality in the field of mobility, improves the operating conditions of long-distance rail transport.



5. State Provincial Offices will determine regional objectives for rural area public transport in cooperation with municipalities, Regional Councils and environment centres. The Ministry of Transport and Communications will establish uniform service level indicators that will also assist transport planning.

Timescale: 2002-2005.

Benefits and impacts: higher standard of service and greater efficiency of public transport, greater efficiency in public transport funding, preservation of basic transport services.



6. Basic services in rural areas that the entrepreneurial process cannot provide will be outsourced. The operating environment of public transport in rural areas will also be improved by developing regional ticket systems and subsidising ticket discounts.

State Provincial Offices will outsource trunk line transport services provided by buses and taxis. Municipalities will outsource internal bus and taxi services to supplement trunk line transport. All outsourcing will be subject to competitive tendering. State Provincial Offices will contribute to regional ticket subsidies. The Ministry of Transport and Communications and Regional Councils will take part in regional ticket development and pilot projects.

Timescale: ongoing.

Benefits and impacts: outsourcing furthers regional and social equality in mobility and the preservation of basic transport services; the costs of fully subsidised transport services are lowered; regional ticket subsidies increase the attractiveness of public transport; the ability of transport operators to provide services at their own financial risk and to supply higher-quality transport is improved; regional ticket systems lead to closer cooperation between municipalities.



7. Service line transport will be developed. Municipal logistics and combining municipal transport services will improve cooperation between the various administrative sectors of local and regional authorities and coordination of individual transport. Quality criteria will be determined for service lines. Outsourced transport services will be subject to competitive tendering.

State Provincial Offices will assist in the planning and introduction of service lines by granting State subsidies (not to exceed 50 per cent) for a maximum of two years. Thereafter the municipality will wholly fund the transport inasmuch as traffic cannot be maintained by ticket revenue alone.

The introduction of letters of intent concerning the funding principles of service lines will be examined. These studies will have a two-fold objective: to coordinate the fragmented transport funding system to which contributions are made by the State and various municipal payment authorities, and to comply with the principle of "whoever is responsible pays".

Responsibility for implementation: municipalities.

Cooperation: Ministry of Transport and Communications, State Provincial Offices, Ministry of Social Affairs and Health, Ministry of Education, Social Insurance Institution, organisations representing various groups of customers, public transport operators.

Timescale: ongoing.

Benefits and impacts: higher standard of public transport service and greater efficiency of municipal transports, reduced pressure to raise costs of fully subsidised transport services, greater mobility and less need for institutional care of the elderly and functionally impaired.



8. Demand-responsive public transport and other new modes of public transport will be developed.

State Provincial Offices will subsidise by no more than 50 per cent the planning and development of transport. The Ministry of Transport and Communications will determine the funding principles for maintaining such forms of transport once results have been obtained from pilot projects. Outsourced transport services will be subject to competitive tendering.

Responsibility for implementation: municipalities.

Cooperation: Ministry of Transport and Communications, State Provincial Offices, Ministry of Social Affairs and Health, Ministry of Education, Social Insurance Institution, organisations representing various groups

of customers, public transport operators.

Timescale: ongoing.

Benefits and impacts: higher standard of public transport service and greater efficiency of municipal transports, reduced pressure to raise costs of fully subsidised transport services, greater mobility and less need for institutional care of the elderly and functionally impaired.



9. *Cities will determine* the objectives of their public transport systems. Primary State participation will take the form of subsidies to lower the prices of commuter tickets. Assistance will be granted to ticket product development and pilot projects.

In the capital region covered by Helsinki Metropolitan Area Council, the Ministry of Transport and Communications will participate only in the funding of service development, pilot projects and regionally/nationally significant projects. The aforementioned will also apply to the cities of Turku and Tampere with the exception that the State may subsidise regional ticket discounts in these cities.

Timescale: ongoing.

Benefits and impacts: increased efficiency and maintained supply of public transport services, greater attractiveness and higher use of public transport, higher market share of public transport in cities, improved conditions for profitable public transport operations.

Allocation of State funding to development and public transport projects in the capital region and in Turku and Tampere is the most effective means of improving the standard of service, efficiency and attractiveness of public transport in these areas.



3.5 Public transport quality, accessibility and user-friendliness

The basis for the development of public transport will be its user-friendliness for all potential passengers and its attractiveness in the eyes of the general public. The needs of children, the elderly and the functionally impaired will be taken into account in development whilst facilitating travel and mobility for other passengers as well. Consideration of special needs is essential both as regards equality of mobility and the utilisation of open public transport. The quality and user-friendliness of public transport will be taken into account in the preparation of legislation, competitive tendering of transports, determination of service transports and the drafting of transport system plans and conditions for obtaining research and development funding. Bus driver training will be advanced with the aim of securing the availability of labour and raising public esteem for the occupation of bus driver.



1. The Ministry of Transport and Communications will prepare a strategy and actions to advance the availability and user-friendliness of the transport system. These actions will include a determination of the objectives of the Ministry of Transport and Communications' administrative sector and a scheme for improving cooperation among participants such as State Provincial Offices, Road Administration, Civil Aviation Administration and Rail Administration and the various organisations of customers. Actions will be prioritised and timetabled. An attempt will be made to assess the cost effects of key actions.

Benefits and impacts: greater use of open public transport, higher mobility potential and independence and less need for institutional care of the elderly and functionally impaired, less pressure to raise costs of fully subsidised transport services.



2. Compatible ticket systems will remain an area of continued development. The objective of the Ministry of Transport and Communications is to enable single-source purchases of door-to-door trips for which only one ticket is needed. The Ministry will no longer participate in the implementation of payment systems.

Public transport operators will assume responsibility for the development and implementation of these systems.

Timescale: ongoing.

Benefits and impacts: greater user-friendliness and attractiveness of public transport; increased use of public transport; data from electronic payment systems can be utilised in planning routes and timetables and in monitoring the efficiency of public transport performance and funding; more effective monitoring and control of municipal transport costs.





3. *Bus driver training* will be improved and driving licence legislation amended so that bus drivers can be trained at vocational colleges. The current system of adult training will also be improved. Grounds for assessing training needs and student volume will be created to ensure that sufficient funding is set aside accordingly. Bus driver training will focus on vocational skills and customer service.

Responsibility for implementation: Ministry of Education, Ministry of Labour, National Board of Education.

Cooperation: Ministry of Transport and Communications, labour and employers' organisations.

Timescale: ongoing.

Benefits and impacts: higher quality of service and customer satisfaction, greater public transport use, better road safety, jobs in public transport held in higher esteem and labour made more available.



4. *Public transport operators* will introduce quality management systems in their operations to determine the quality of service provided and to monitor developments in quality. These systems will also take into account road safety aspects. A study will be made on ways of supporting business-driven quality improvements through the licensing system. Quality models will be developed for outsourced transport services. The overall objective will be continuous improvement in the quality and safety of transport services.

Responsibility for implementation: public transport operators, Ministry of Transport and Communications, State Provincial Offices, municipalities and Central Organization for Traffic Safety in Finland.

Cooperation: as above.

Timescale: ongoing.

Benefits and impacts: higher quality of service and customer satisfaction, greater public transport use, better road safety, more attention on the part of public transport operators to environmental issues.



5. Public transport operators will introduce in their operations customer feedback systems that allow on the one hand the processing and consideration of daily passenger feedback and on the other hand improvements in service quality, for instance by convening panels of regular passengers.

Responsibility for implementation: public transport operators.

Cooperation: Ministry of Transport and Communications, State Provincial Offices and municipalities.

Timescale: ongoing.

Benefits and impacts: higher standard of service and customer satisfaction, greater public transport use, more say for passengers in the development of services.



3.6 Traffic education and public transport campaigns

Communications will be utilised to support the development and use of public transport services. The starting points will be customer needs and the strengths of public transport as experienced by customers as well as the benefits of public transport in respect of safety, the environment and utilisation of travel time. Children and young people will be educated on the services, use and significance of public transport.



1. A plan on public transport issues will be drawn up in order to include these matters in school education at different levels. Notable items include the environmental and safety-related strengths of public transport and instruction in the use of public transport. Education will be appended to daily school transport and it will be implemented in cooperation with the entrepreneurs in charge of school transport.

Responsibility for implementation: Ministry of Education
Cooperation: Ministry of Transport and Communications, Central Organisation for Traffic Safety in Finland, public transport operators.
Timescale: ongoing.

Benefits and impacts: greater public transport awareness; makes public transport a natural element of mobility that is taken into consideration when choosing mode of travel.



2. A plan on improving the joint dissemination of public transport information and on image campaigning will be drawn up. The plan will also address issues of campaign effectiveness in the long term. Citizens and decision-makers will be made more aware of the financial and environmental impacts of choices in mode of transport.

Marketing measures will be taken to increase the share of public transport also of tourist traffic.

Responsibility for implementation: Ministry of Transport and Communications, public transport operators and their organisations, and municipalities.

Cooperation: Ministry of the Environment, Ministry of Trade and Industry, Finnish Tourist Board
Timescale: ongoing.

Benefits and impacts: sets the stage for improving the image and heightening public awareness of public transport and for increasing the competitiveness of public transport when selecting mode of transport.



3. The Ministry of Transport and Communications will promote, in cooperation with the Ministry of the Environment, the inclusion of mode of transport choices in companies' environmental programmes.

Timescale: ongoing.

Benefits and impacts: increased use of public transport.



3.7 Mode of organisation for research and development

Public transport research and development will be made more methodical and results-oriented and its time span will be lengthened. Projects will be monitored more efficiently and greater use will be made of project results.



1. The Ministry of Transport and Communications will draw up an action plan for public transport research and development. Research programmes will be established in the various sub-sectors on the basis of this plan.

Timescale: ongoing.

Benefits and impacts: improved coordination and efficiency, greater transparency and utilisation of research and development, heightened commitment to public transport development.



2. The Ministry of Transport and Communications will promote public transport excellence by allowing representatives/students of universities and colleges to participate in public transport research projects for example through long-term framework agreements.

Cooperation: universities and colleges.
Timescale: ongoing.

Benefits and impacts: increased and more comprehensive public transport excellence.



3. Particular attention will be paid to the publication and practical utilisation of both Finnish and foreign studies and reports. Benchmarking will be promoted. Studies will also be conducted on reasons for not using public transport.

Responsibility for implementation: Ministry of Transport and Communications, municipalities and public transport operators.
Timescale: ongoing.

Benefits and impacts: increased efficiency in research and development, dissemination of information on advantageous and detrimental practices.

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