

Workshop 6

Better Service Delivery through Modal Integration

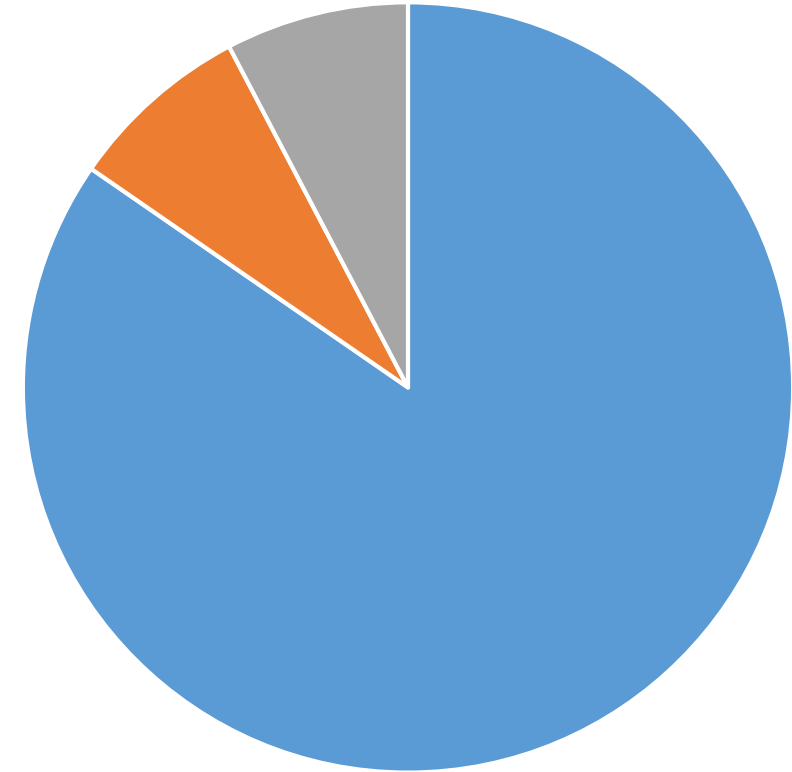
Chair: Professor Corinne Mulley **Rapporteur:** Dr Barbara Yen

Presented by: Corinne Mulley



Our workshop

- 11 different countries



■ Academics ■ Government ■ Consultant



Our topic

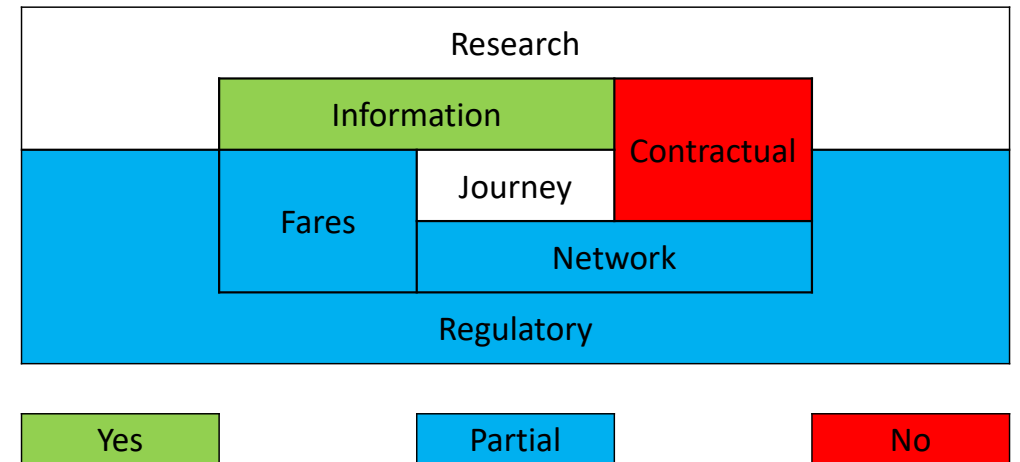
Better Service Delivery through Modal Integration

- Extends discussion from earlier Thredbo on
 - Different transport modes
 - 1LM
 - Connectivity of public transport system
- Encompasses new modes and case studies of integration



Our aspirations: areas to explore and understand

- Integration has a number of layers – need to think in terms of the whole journey – the end to end concept and the role of different layers
- Motivation for modal integration
- Governance issues



Key Themes – 1: Building a definition of multimodal integration

- Empirical studies informing aspects of modal integration
 - A classification framework that allowed to see how adding an extra 'layer' of integration would add to efficiency
 - A service effectiveness approach which, when normalised, allows the comparison of service elements which contribute to system performance and provides an evidence base for option generation
 - How fare integration can lead to better service integration both in a developing and developed countries
 - The critical contribution made by first and last mile journeys to overall journey integration



Source:
<https://www.pngkey.com/maxpic/u2q8a9i1o0q8u2i1/>



Key Themes - 2

- Governance
 - Differing levels of responsibility and financial ? Creates challenges for integration
 - Silos within a single level of government
- Service typologies that come under the multimodal integration umbrella
 - MaaS (and MaaS for rural areas? MaaS for who?)
 - Transfer dependent approach eg Feeder to trunk routes
 - Less transfer dependent eg open rather closed BRT
- 'Designing in' multimodal integration
- Efficacy of smart card data
 - Good quality data to draw inferences about passenger behaviour/network design
 - Migration to bank card use leads to loss of this data source
 - Privacy issues and data protection and trust limiting data availability



Source:
<https://www.pngkey.com/maxpic/u2q8a9i1o0q8u2i1/>



Policy Recommendations - 1

- Governance arrangements are critical
 - Urban/rural differences
 - Understanding institutional challenge created by multi-level governance
 - Ensuring community based interaction gives bottom up contribution
 - Prioritising measures when looking at policy packages



<https://www.competeprosper.ca/blog/rural-urban-divide-part-1>

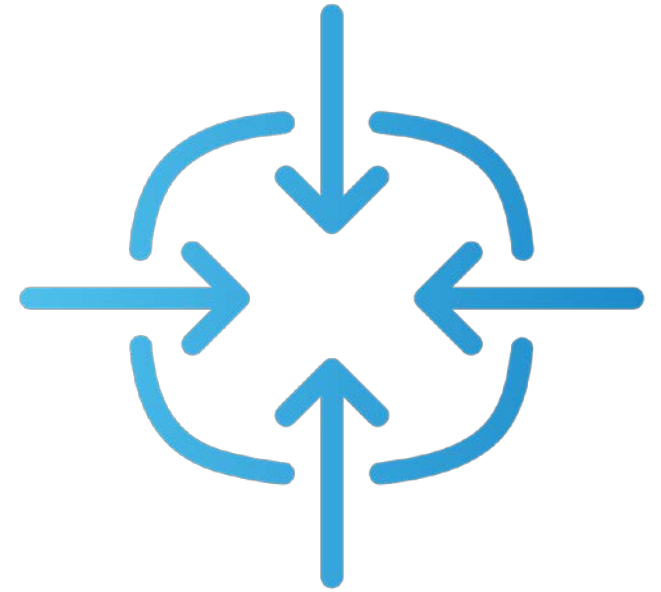


<https://uwaterloo.ca/community-health-environment-communications-initiative/>



Policy Recommendations - 2

- Contractual/operational issue of operator KPIs making integration more difficult eg KPI of on time running leading to operators not being prepared to wait for connecting services.
- ‘Integration is only as good as its weakest link’
 - ‘First and last mile’ is critical to the delivery of a seamless journey
 - Recognition that the experience can be very variable – like the BRT standard there should be a first and last mile standard
 - Better co-ordination needed to prevent variable aspects for different aspects of infrastructure
 - Multimodal integration predicated on interchange



<https://highq.com/gb/features/integration/>



Research Priorities

- To improve understanding of the benefits of different integration options as opposed to costs
- To compile an evidence base on the benefits of integration
- To understand if combining measures leads to better integration and if so, which measures should be combined?
- To understand if there is a 'best' governance arrangement to achieve modal integration?
- To understand the barriers of fare integration in the context of institutional and technological integration opportunities.
- To understand how different interchange experiences impact on the interchange penalty
- To investigate how quality of first and last mile and interchange aspects might be assessed



Source: <https://www.mathematica-mpr.com/our-publications-and-findings/projects/clearinghouse-for-labor-evaluation-and-research>



Recommendations for Thredbo 17

- Elements of the multimodal journey chain
 - 1LM
 - Interchange
 - Ensure all types of geography are considered.
- Papers on holistic approaches to journey integration
 - Potential role of mobility contract – endogenizing the problem?
 - The role of MaaS
- Planning aspects
 - Payment system changes – what do we replace smart card data with
- Institutional issues
 - Good and bad practice including barriers
 - Alignment of incentives/practice in achieving multimodal integration between public / private operators / government
- Valuation of different integration measures including accessibility



<https://dotugo.com/blog/88-branding/73-6-branding-recommendation-for-small-company-owners.html>



Questions? Comments?

