Workshop 6
Better Service Delivery through Modal Integration

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Our workshop

• 11 different countries
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

Questions? Comments?