



CONNECTING
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Integrated ticketing & marketing

RoCK (Regions of Connected Knowledge) is a major new European project which has secured € 5.9 million of European Regional Development Funding (ERDF) under the EU INTERREG IVB North West Europe programme. Innovation, future markets and economic growth need sustainable, highly connected transport networks regardless of national borders.

www.rock-project.eu



RoCK looks at ways to improve railway links between international knowledge regions and make them more user-friendly, including cross-border and international routes. It focuses on getting the most out of the existing infrastructure and developing smart solutions to improve the current transport networks. Integrated ticketing and marketing are both RoCK projects.

TICKETING

This part of the project involves concrete steps towards an integrated ticketing framework for transnational traffic. Integration will take place in a number of respects: regionally and cross-border as well as intermodal, with the focus on door-to-door tickets and parking. Different means will be used:

- Ticket machines will be upgraded and web-based booking facilities will be provided. Multifunctional PDA-based ticketing systems need to be put in place.
- Pilots in different contexts, benefiting from experience in past HST-related projects and exchange between the pilots, will ensure a broader scope and high-quality solutions.

PLANNING TICKETING

Payment trials will be run on multifunctional PDA-based smart ticketing systems for public transport, car parking and other services in Reading. The trials will focus on public transport services in the South Reading corridor, including a P&R and key residential and business communities. At cross-border level, measures will be taken to provide travellers with a single ticket from door to door.

At regional and multimodal level, a study in close cooperation with train operators and public transport authorities in the respective Dutch and German regions will investigate the most far-reaching possible integration of the various tariffication systems.

An action plan will be set up to implement new common tariffication structures and ticketing on the Eindhoven-Aachen route. Step-by-step integration of this plan into new, web-based booking facilities, upgraded ticket machines or ticket-machine software and PDA-based facilities will follow.

MARKETING

Closely related to ticketing is the marketing of these new ticketing and tariffication measures. The main aim is to develop tailor-made marketing tools for demanding customer groups, for example by:

- Providing (potential) customers with up-to-date (travel) information.
- Encouraging behavioural change and realising a modal shift towards rail transport, also on cross-border links.

PLANNING MARKETING

Planned marketing elements include:

- Personalised marketing and encouraging behavioural change to realise more sustainable travel patterns.
- Preparatory research into how different marketing techniques can encourage the target groups to make the best use of the travel information network and payment systems.
- Formulation and dissemination of information to travellers, e.g. on multimodal journey planning, public transport, car parking, events, incidents, comparative travel choice, carbon footprint etc.
- Extending the WiMAX/WiFi wireless communications network delivered through a SEEDA R&D project.
- Provision of a testbed for understanding the opportunities of the communication network for improved traveller information.
- Provision of free public access to the Reading travel information network via WiFi by mobile phones, PDAs and PCs.

The following steps will be taken for the branding and marketing of new connections:

- Development of a professional, attractive brand for the new IC link (significant name, logo and corporate colour scheme).
- Development of a strategic marketing campaign on the basis of the brand.
- Integration in existing marketing plans (of operators, regional public transport authorities, connected cities, connected universities/research facilities).
- Connection to integrated ticketing.

The RoCK partners are actively involved through the transnational working group in following the progress of the Reading investment, with the key aim of transferring as much experience as possible to their own projects. The partners intend to integrate both technical and practical experience derived from the Reading project in their own marketing.

Partners:

- Reading (UK)
- Aachen (DE)
- Eindhoven (NL)
- Venlo (NL)
- Mönchengladbach (DE)
- Aachener Verkehrsverbund (DE)

Other organisations closely involved are:

- Deutsche Bahn Regio NRW (DE)
- NS (NL)