

# Abellio's sustainable door-to-door Approach

SPT Sustainable Travel group meeting



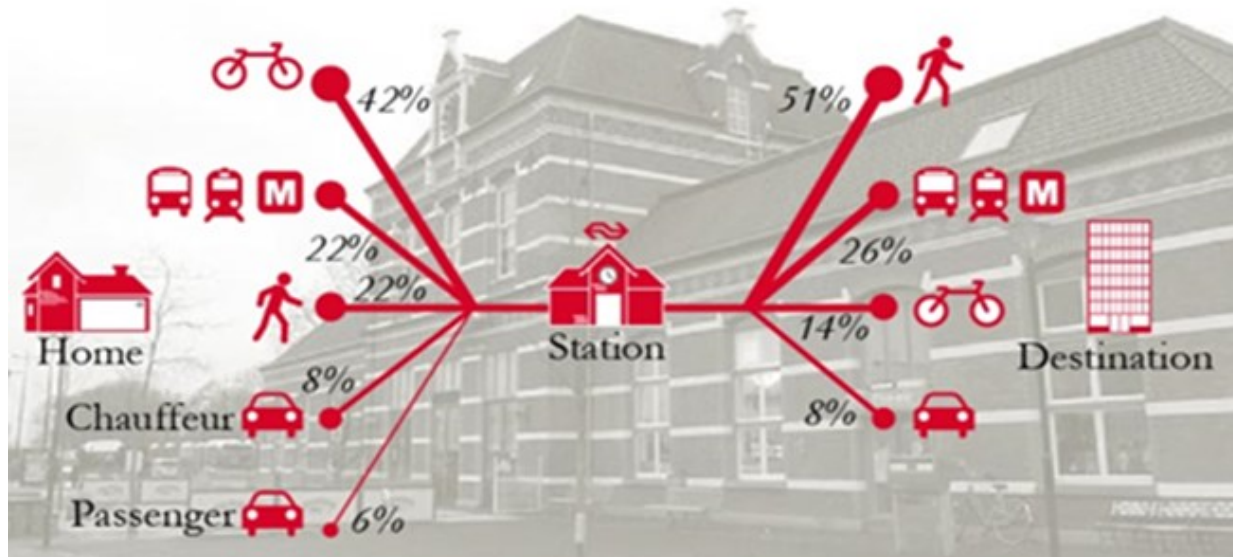
John Dietz, December 16, 2014

## Abellio's response to Scotland's ambitions



- A number of concepts developed by NS for the Dutch railway have a strong fit both with TS's aspirations for the new ScotRail franchise and with the national vision of Scottish Government.
- *transport integration, active travel, cycling*
- *multi-modal smart card* and
- *station design and development, fixing the link*

# Transport Integration in the Netherlands



## Transport Integration - Fixing the Link



## The Dutch OV Chipkaart



- We were the first transport operator to deliver a world class national multi-modal multi-operator Smartcard scheme in collaboration with competitors. This is what we will bring to Scotland.
- As of July this year, there are 14 million OV-Chip users in the Netherlands out of a total population of 16m; there are almost 3 m Smartcard journeys per week on the public transport network; and over 80% of journeys on Dutch railways are now on Smartcard (the rest is 2d-barcode and (disposable) single use chipcards).



## Our ambitions for ScotRail



- During the period of the new ScotRail franchise we will target a 10% increase in sustainable access and egress to and from the rail network.
- For this to be possible, customers and potential customers will have to be confident that the public transport network is sufficiently integrated to respond to their needs.
- Also customers will need to have confidence that they can leave their bike at a secure and convenient location and that they will be able to hire bikes to make onward journeys from their destination stations.
- Our philosophy for operating ScotRail will be to span the entire journey - from initially finding out about travel options, right through to the successful completion of onward connections, by whatever transport mode.

# Commuter Ticketing



## Flexibility

- We will introduce SMART ticketing products to make commuting more flexible, these are mainly around generating more flexibility for the consumer
- The key ones are a flex carnet allowing passengers who travel more, to get a discount. We will also have several off-peak products which will encourage commuting during the off peak. Still work in progress.....

## Sustainability

- In addition through our sustainable travel plans we will give commuter discounts to organisations who wish to incentivise sustainable travel. Usually 10% discount

## Employability

- We also have several back to work schemes around providing free travel for job interviews and once a job has been secured a free season ticket for a period

# Transport Integration in Scotland





# Sustainable transport integration









- Cycle storage facilities at stations; + 3,500 spaces
- Bike&Go cycle hire; 10 – 25 stations
- Cycle promotion campaigns in partnership with stakeholders
- Electric charging points at station car parks
- 15% discount for LEVs at station car parks
- Priority spaces for car club members (Car Plus)
- Cab&Go; 40 stations
- Joint marketing with Edinburgh tram (airport travel, Bike&Go)
- Bus&Go; timetable and information integration

# Cycle Innovation Plan

## Highlights:

- New cycle experiences at stations: Cyclepoints, Cycleparks+, cycleparks; in total + 3,500 spaces
- Bike&Go cycle hire scheme
- Cycle friendly station of the year award and annual Scottish-Dutch cycling conference
- Partnership working with local councils, cycling Scotland, etc
- Cycling is smart campaign to promote 'functional' cycling
- On-board cycling facilities (new/refurbished trains, HSTs)
- Smart card for secure cycle storage and bike hire
- Employment schemes for cyclepoints and cycleparks
- Rewards scheme for motorists switching to cycling
- Employee cycle scheme toolkit
- etc

## New cycle facilities

Category	Level	Stations
 	premium security parking free parking in tiered racks staffed facility (provided by commercial partner) retail and maintenance Bike & Go Hire service general cycling advice	Category 1 stations: Glasgow Central, Edinburgh Waverley, Stirling
 	secure compound parking key-fob or biometric access free air pumps and spares free parking in tiered racks CCTV coverage of all areas option for Bike & Go hire	Category 1 stations: Dundee, Inverness, Aberdeen, Perth, Glasgow Queen Street
 	open access parking, either two-tier racks or Sheffield stands cycle racks covered wherever feasible CCTV coverage	First phase: 39 stations

# Cyclepoint

Image supplied by Ann Forsyth



# Cyclepark





# Bike&Go

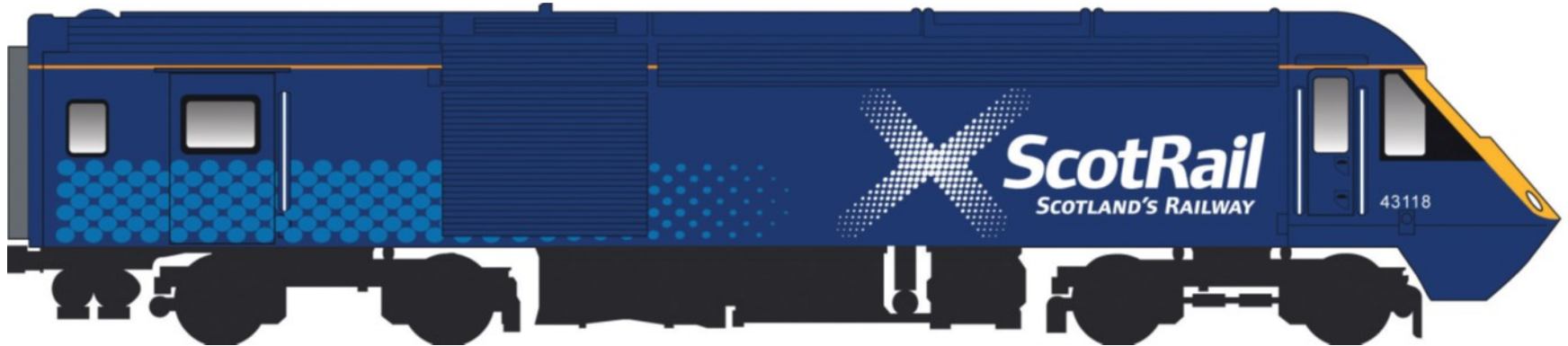


## Bikes on trains

### **greater off-peak cycle capacity on trains:**

All trains will have at least 2 dedicated cycle spaces; all new and refurbished trains will additionally have multi-functional areas, creating space for seating, prams, wheelchairs as well as cycles.

Reservation in advance through our 'journey companion' in line with ticket purchase, with information on whether a particular train has spare capacity.



## Cycling is smart





# Thank you