



**1st UITP SUSTAINABLE DEVELOPMENT
CONFERENCE**

***" Sustainable Cities and Public Transport
Bringing Quality to Life"***

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***City and operator – a joint commitment in Helsinki – visions and
strategies***

1. Biographical note

Mrs Tarja Jääskeläinen

Planner, M.Sc.
Helsinki City Transport, Planning Unit

Main duties in brief:

- quality system manager
- project manager in exception information system
- participation in development projects (e.g. electronic passenger information systems)
- publications and other communication

Mr Antti Vuorela

Planner, M.Sc.
YTV

Projects:

- Leppävaara Urban Line
- Kerava Urban Line
- The Science Line
- Benchmarking Projects
- Member of TAIEX (the Technical Assistance and Information Exchange Instrument of the Institution Building unit of Directorate-General Enlargement of the European Commission) Expert Network

2. Abstract

Tendering has reduced compensations to the bus operators. However the customer satisfaction has fallen as regards driver behaviour and reliability. Therefore more emphasis is put on quality factors in choosing the operator. Main points are Price, Quality of buses (newer buses with lower emissions), Quality of service: orientation and education of drivers (better customer service, driving habits), better co-operation between authority (Helsinki City, YTV) and operator (exchange of information).

Strategic goals are raising the share of public transport and speeding up public transport. Sustainable development is supported by using more environmentally sound public transport. There will be more rolling stock powered by electricity or gas.

Modal share of public transport on journeys to the city is very high, between 55-70% during morning peak. However, land use and travel demand is intensifying along the ring roads, further away from the city center.

Jokeri is the first major attempt to solve this challenge (a high frequency, high-capacity trunk bus line, approaching light rail service in quality). Improvements to the infrastructure (i.e. interchanges, PT-reserved shortcut lanes and traffic signal priorities) reduce the travel times and delays considerably. A new dedicated bus fleet of 30 low-floor bogey buses (seating 50+) and new bus shelters add to comfort, while the distinctive visual scheme employed across the buses, shelters and all informational material helps to create a memorable and easily recognisable service brand for all passengers.

Jokeri service and its impact will be evaluated by survey and study in spring 2007, the first results of which should be available for the UITP presentation.