



# **1st UITP Sustainable Development Conference**

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

**18-20 October 2006 Bilbao Spain**



## 1st UITP Sustainable Development Conference

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



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and

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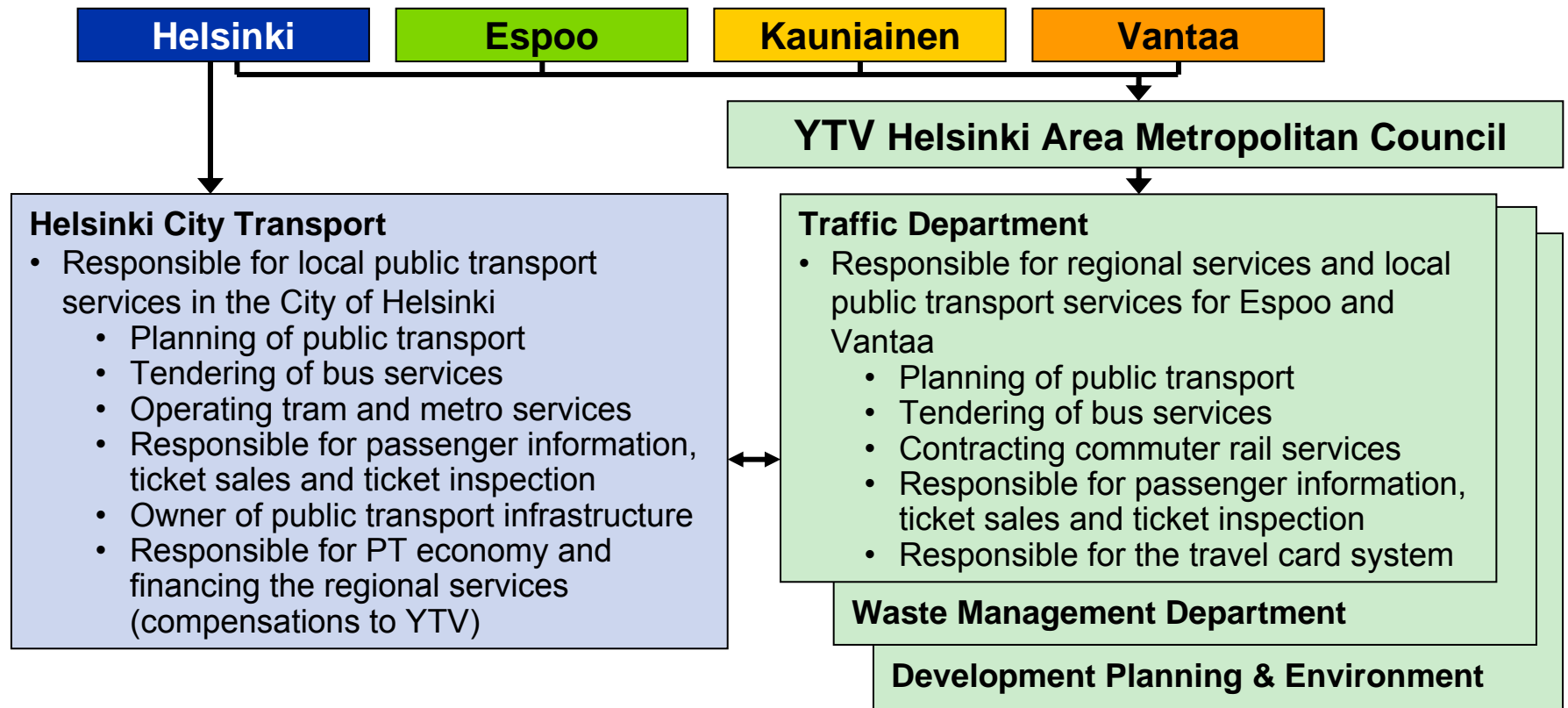
## Helsinki Metropolitan Area



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## Organization of Public transport in the Helsinki Region





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### Values

- Customer focus
- Transparency and cooperation
- Sustainable development

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## Tendering of bus services



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## Tendering of bus services



- Tendering began in regional services 1994
- Helsinki started 1998, Espoo 1999 and Vantaa 2000
- All bus services in the region were tendered 2002
- The contract period is normally 5 years + 2 optional years



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### Tendering of bus services

- Authority set routes, timetables, service requirements and gets revenue (integrated regional ticketing)
- Direct payment for contracted bus operations
- Quality bonus 0 - 2 % of total payment (determined by customer satisfaction surveys)







## **Tendering of bus services**

### Consequences:

- The price level of services fell down by 30%, especially in the beginning the competition was fierce
- The operators have produced services with deficit, only during the recent years some companies have succeeded to make profit
- During recent years the price level has began to rise again; today the price level is still 20% lower than before the tendering began

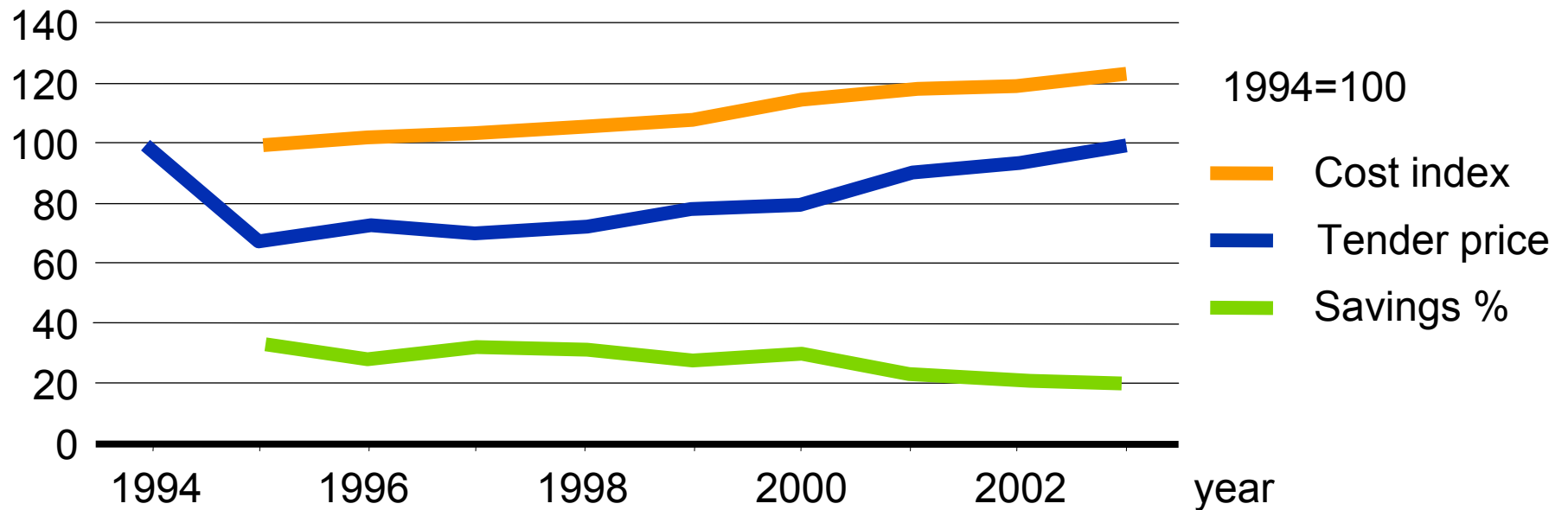


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Competitive tendering: YTV buses 1994 - 2004

### Cost effects

Price level / round of tendering  
% (YTV regional bus lines)

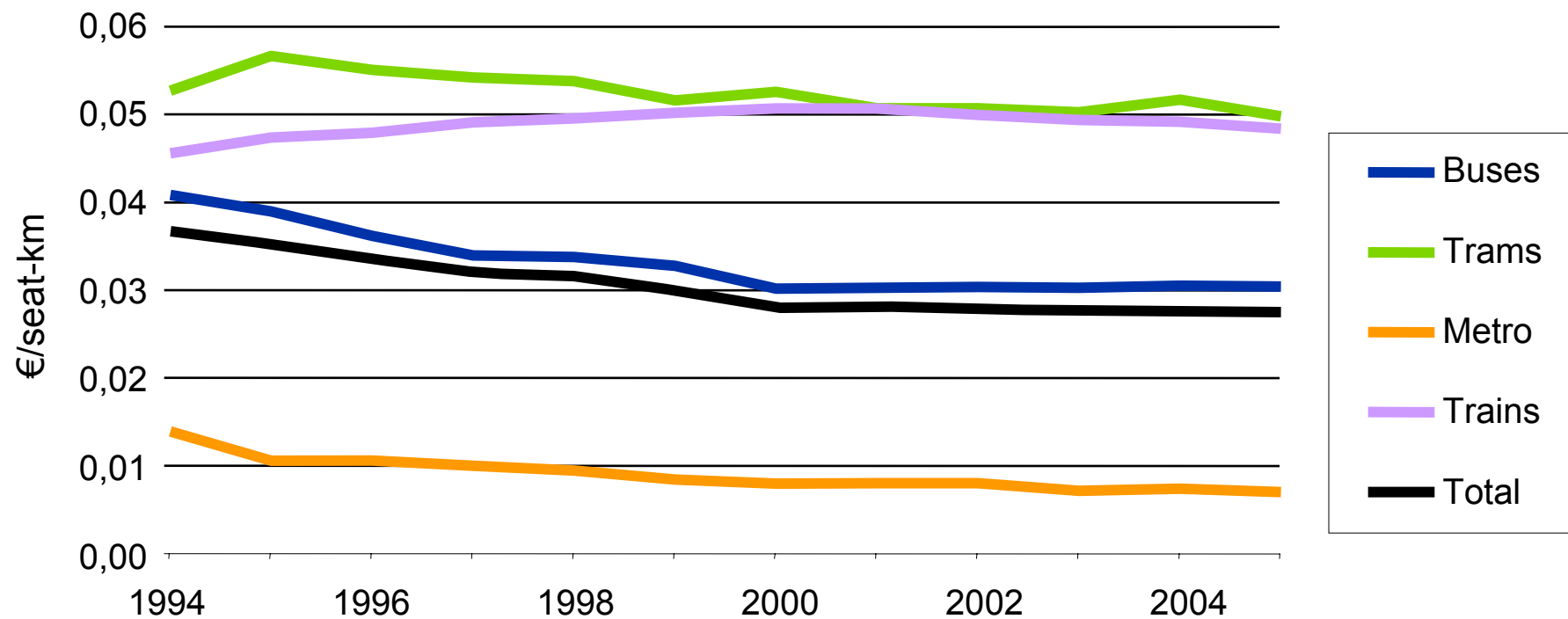


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### Public transport in Helsinki region Unit cost development (€ per seat-km)

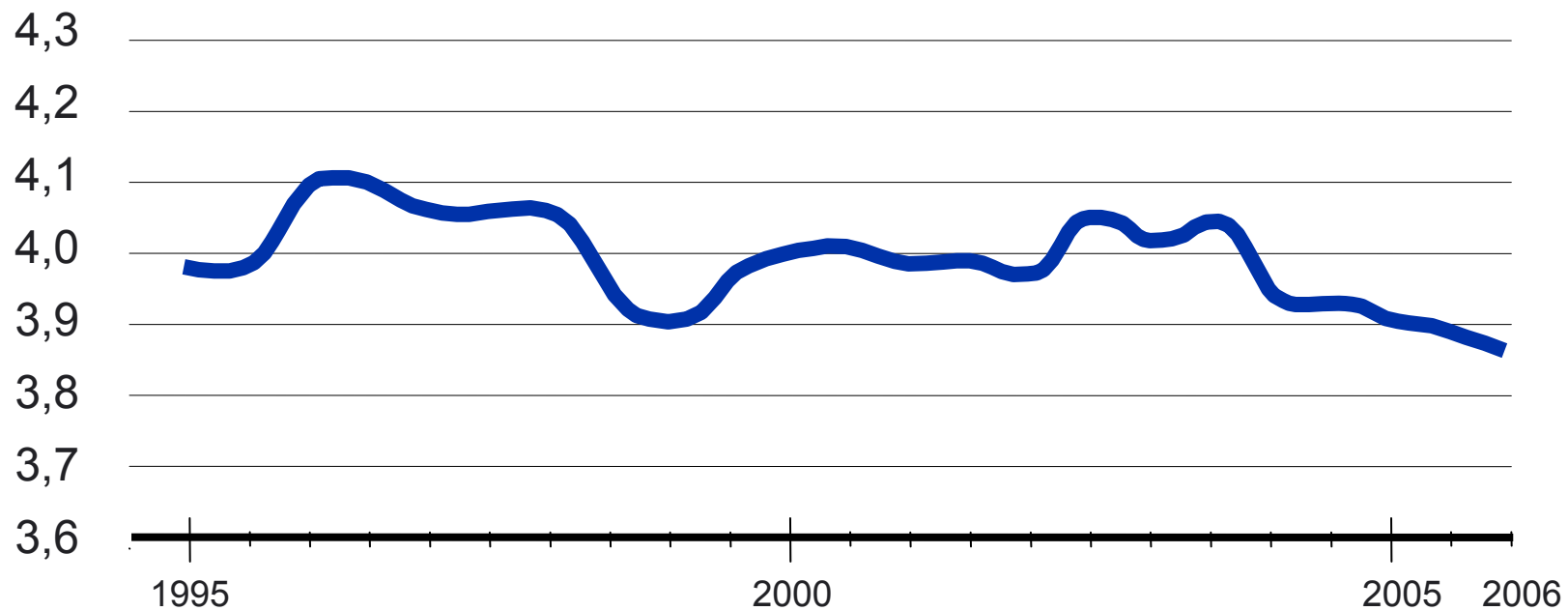


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### Passenger satisfaction in the Helsinki Metropolitan Area. Overall grades in 1995 – 2006 (grade 1 – 5)



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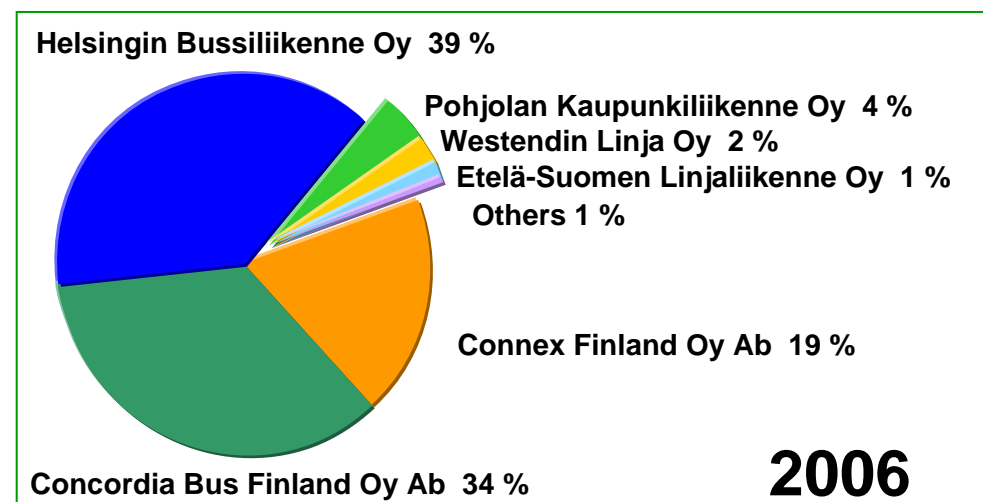
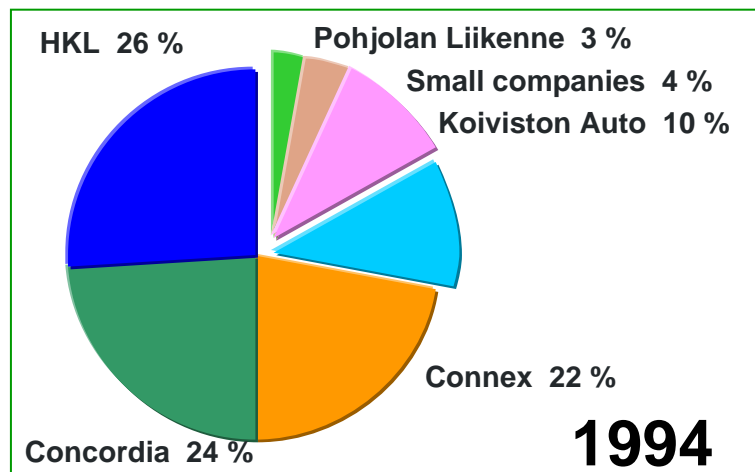
### Tendering of bus services

#### Tendering process

Choice of an operator is made on basis of overall economic evaluation

- Price
- Quality of buses

The market share of bus transport in the Helsinki metropolitan area 1994–2006





## Tendering of bus services

### Tendering process

Today plans to add weight to quality factors in awarding the contract are under preparation

- Price
- Quality of buses: newer buses with lower emissions
- Quality: orientation and education of drivers  
(better customer service, driving habits), better co-operation between city and operator (exchange of information)



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## Vision and strategic actions



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## Strategic goals

Helsinki City Council decision 28.9.2005:  
Strategic goals for public transport for 2012:



1. Modal split: Public transport share of all motorized trips:

Morning rush hours towards center: 70% → 73%

Whole day on transversal routes: 13% → 17%

2. Speeding up the public transport:

Trams: + 4% from the figures of 2004 (15,0 km/h)

Buses: + 6% from the figures of 2004 (24,3 km/h)





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### **Sustainable development vision 2012**

The majority of traffic growth will have been channelled into public transport.

The modal share of public transport is 42% (now it's 40%), which means that 60% of all traffic growth will have been channelled into public transport.



## **Sustainable development vision 2012**

The share of environmentally sound public transport will have increased

70% of public transport seat kilometre supply will be provided by electricity or gas (50% in 2004)

40% of bus services within Helsinki will be provided by gas fuelled vehicles (15% in 2004)

Nitrogen oxide and particulate emissions of public transport will have been halved from the 2004 level  
(301 ton/5,8 ton in 2004 in bus transport within Helsinki)



## Sustainable development vision 2012

The means to reach our vision.



- Implementing rail-borne traffic projects
- Automating the Metro
- Creating a natural gas service station network



## **Sustainable development vision 2012**

The means to reach our vision.

- Developing the rules of competitive tendering:  
low-emission vehicles, fuel-efficient driving style  
and commitment to the principles of sustainable development
- Developing technologies for measuring the energy consumption  
and emissions of heavy fleet vehicles
- Improving the energy efficiency of depots





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### Jokeri

- The modal share of public transport on journeys to the city is very high but low on cross-town journeys
- Land use and travel demand is now intensifying along the ring roads
- Jokeri is the first major attempt to solve this challenge



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## Jokeri



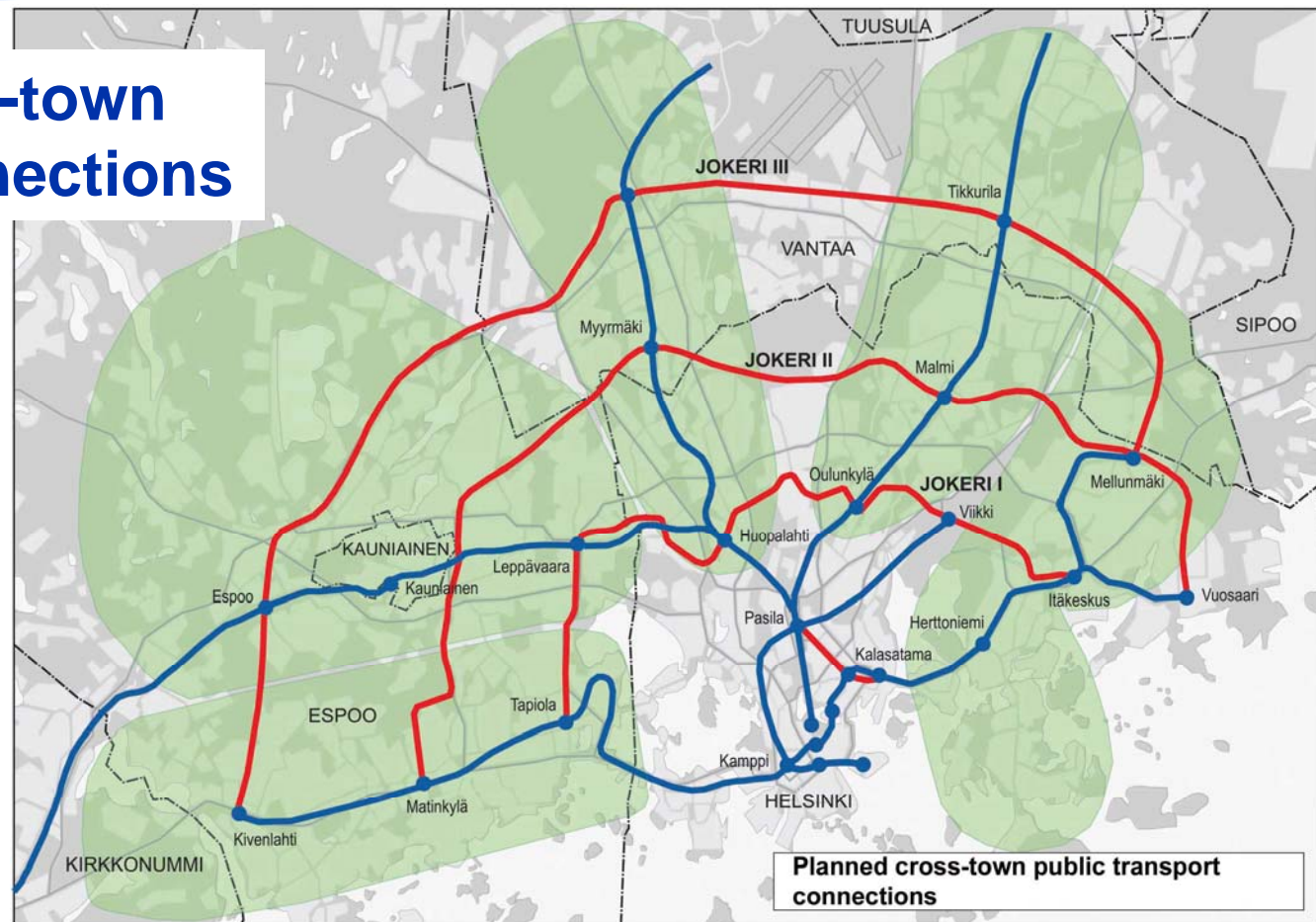
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### Planned cross-town transport connections



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### Jokeri

- Route consists of a 30km semi-circle about 10km away from the Helsinki city centre
- Connects four rail interchanges and several bus transfer points
- High frequency, high-capacity trunk bus line, approaching light rail service in quality
- Reserved shortcut lanes and traffic signal priorities reduce the travel times and delays



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## Jokeri



- Brand-new dedicated bus fleet of 30 low-floor boggie buses (seating 54+4)
- Distinctive visual scheme employed across the buses, shelters and all informational material
- Operates every 5-minutes during peak hours and 10-minutes day time

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### Jokeri



- Real-time system for managing signal priorities and information displays
- The exhaust gas emissions of the buses conform to the Euro 5 standard
- Guidance of the driver by technical aids reduces fuel consumption by 5–15%

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### Jokeri

- Meetings held regularly with the operator
- Problems are taken care of immediately
- Passengers are contacted right away after a complaint has been made
- Report of the operation of Jokeri was made in September to the Board of YTV







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### Target network in 2030



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