



POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

ANNUAL CONFERENCE 2021

Innovation in Transport for
Sustainable Cities and Regions

1-2 DECEMBER 2021 GOTHENBURG, SWEDEN

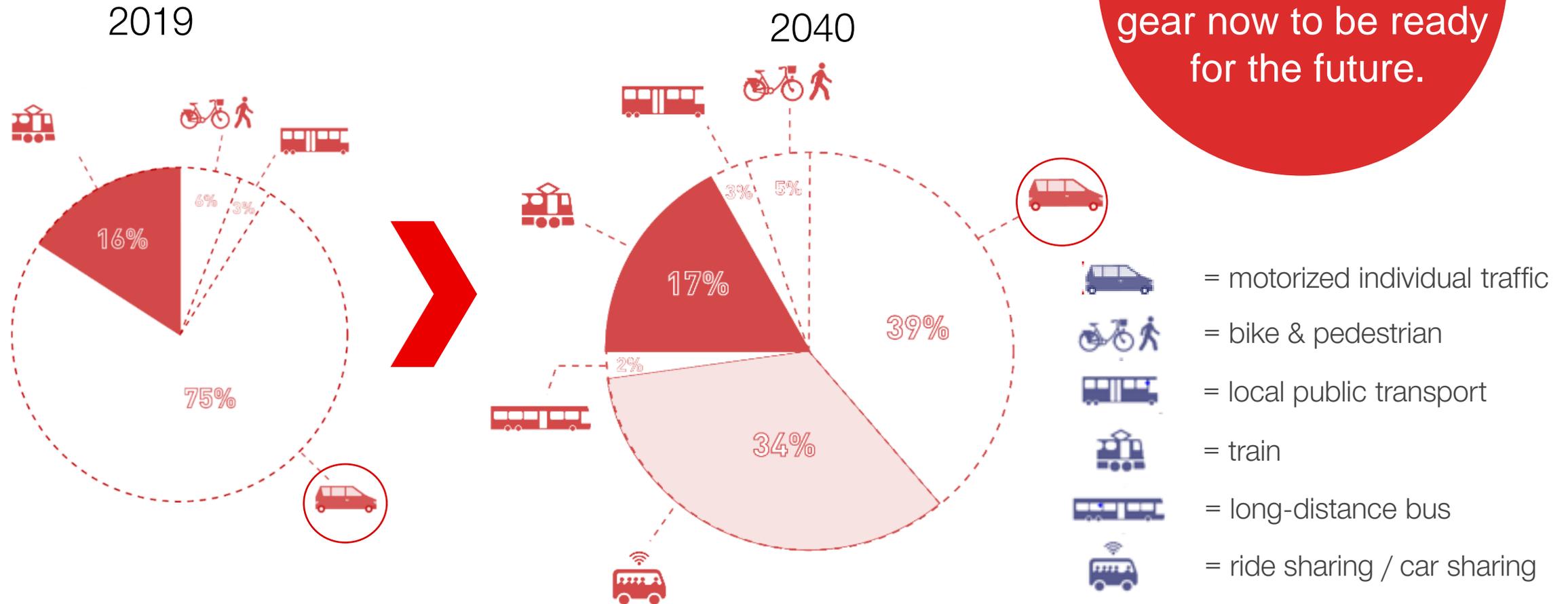
"Change!" –
An experiment to
optimize the modal
split in the canton of
Ticino, Switzerland.

Bruno Mario Lochbrunner, SBB AG,
Gothenburg, 01.12.2021.



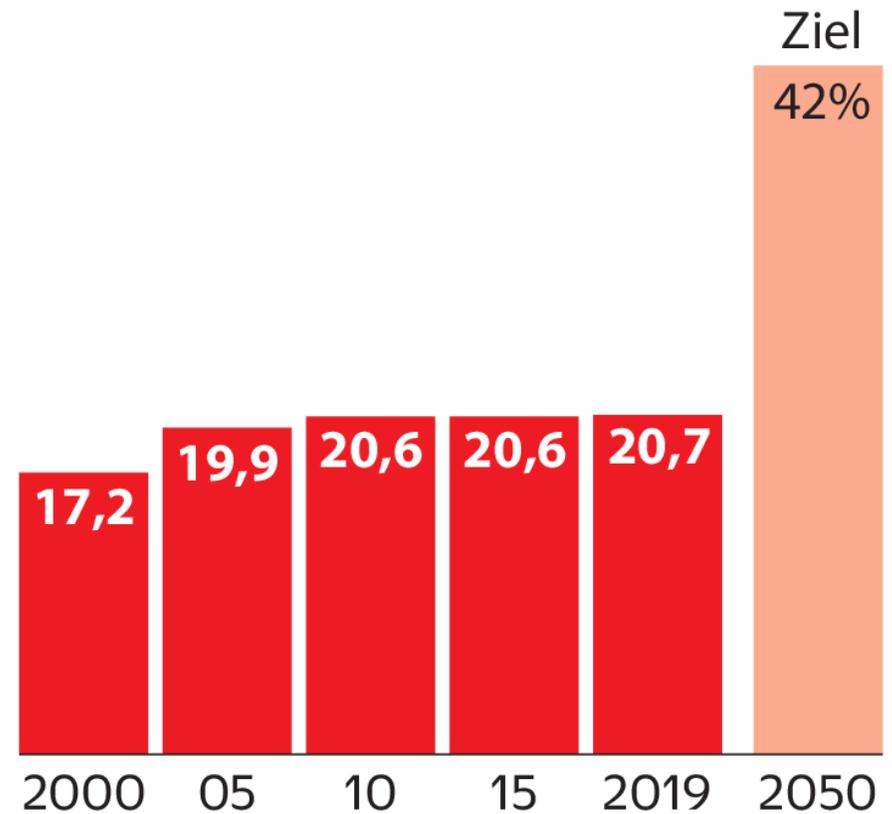
The mobility landscape in Switzerland will change.

The SBB AG / Swiss Railways needs to get in gear now to be ready for the future.



The goals are very ambitious.

The share of passenger traffic covered by public transport in Switzerland is planned to double by 2050.



Quelle: Bundesamt für Statistik

SBB enables, supports and encourages innovation to achieve the goals.

Traffic management



Integrated mobility



New mobility



innovation, research and incubation



New ways of working / living



Digital/technological innovations

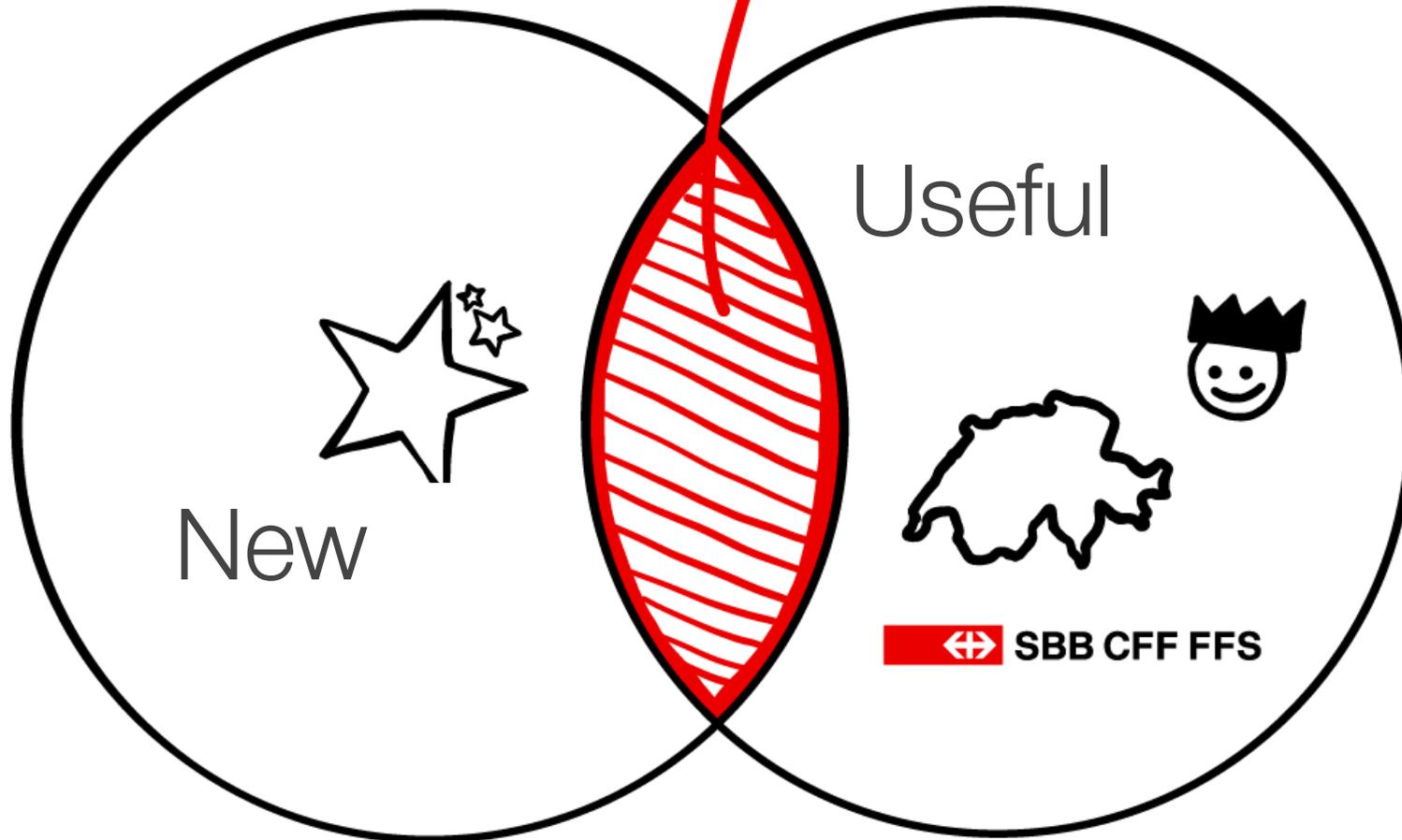


Trends, developments and analyses



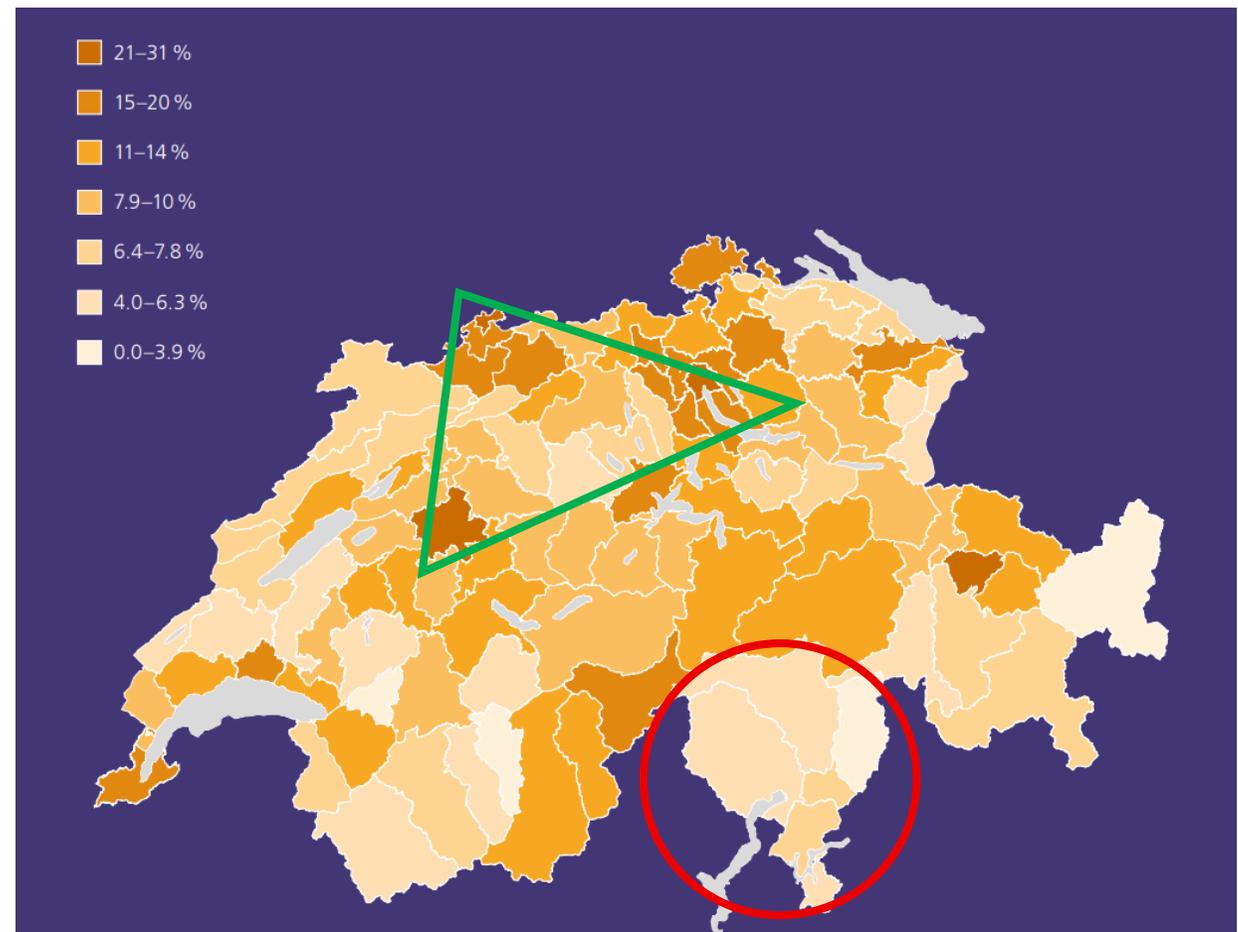
Problem solving in the core business

Successful innovation



Share of public transport: Strong in some areas, weak in others.

- In the "golden triangle" around Basel, Bern and Zurich public transport achieves its highest shares.
- The greatest potential currently exists in Ticino.



Further increase public transport use in Ticino, optimize modal split in Ticino.

Steps to reduce motorized individual traffic.



Combining different modes of transport.

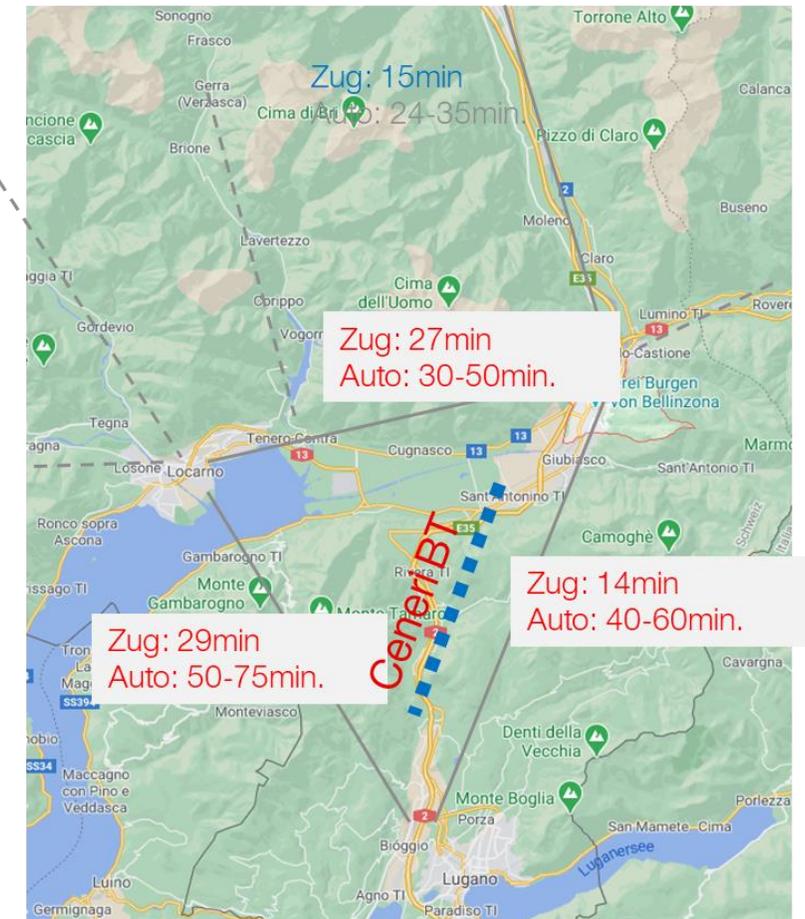


More sustainable mobility



Public transport did get a significant boost in 2021 with the Ceneri Base Tunnel (CBT), Metrò Ticino.

- New service through the Ceneri Base Tunnel: Thanks to massively shorter travel times in the Bellinzona-Locarno-Lugano triangle, Ticino is experiencing a giant leap in public transport.
- The new public transport offer has been increased by 84% from April 2021, through:
 - Faster connections
 - Increased frequency
 - New direct connection Locarno-Lugano.
- The capacity of the Metrò Ticino is sufficient.
- Possibility of an attractive win-win-win situation for employees/commuters, employers and SBB.



Testing out and guidance are important drivers in transportation choices.

Goal:

- We will reveal whether the experience of active guidance and testing of the services can be designed to encourage car drivers to switch to public transport in the long term.



Hypotheses:

- We believe that a significant proportion of car drivers have not yet experienced the benefits of the continuously improving public transport. Only through the experience - through testing it out - do they consider "switching".
- We believe that a personal consulting in combination with a trial subscription is an important incentive to experience the benefits of public transport and to "change" in a sustainable way.
- We believe that a significant proportion of car drivers feel insecurity towards public transport. Therefore, we think the initial focus should be on routine everyday routes.
- We believe that the convenience advantage of the car can be offset by faster travel time as well as more frequent public transit service.
- We believe that enthusiastic new customers will positively influence their environment in favor of public transport.

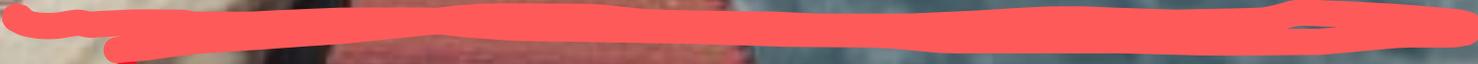


15 Drivers

4 Weeks

1 Goal

The "Change" Experiment



Testing incentives to increase public transport use. Focus: car drivers (commute).

Actively experience public transport, get to know its advantages - and be actively advised and accompanied by SBB.



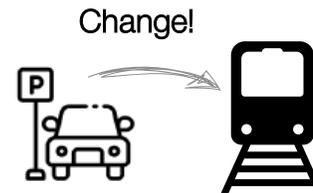
Step 1:

Active advice and guidance



Step 2:

Providing mobility package (öv +)



Step 3:

Use optimal connection (öV+)



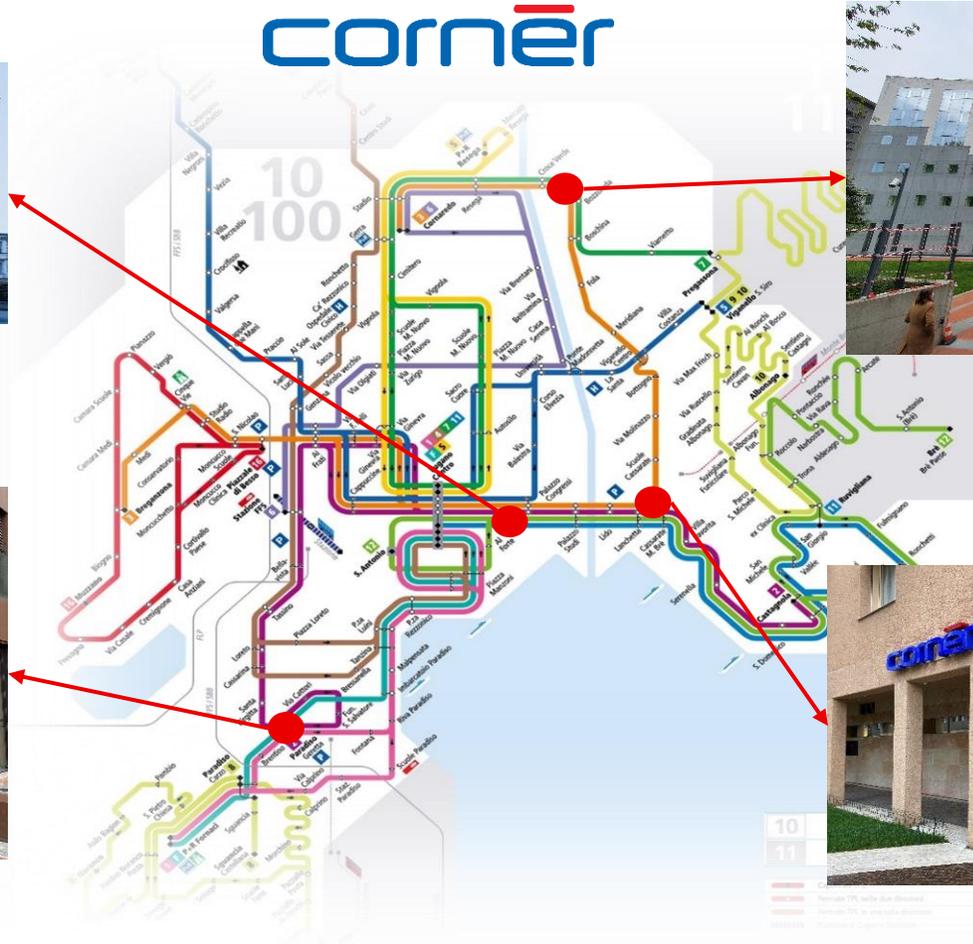
Step 4:

Capture experiences

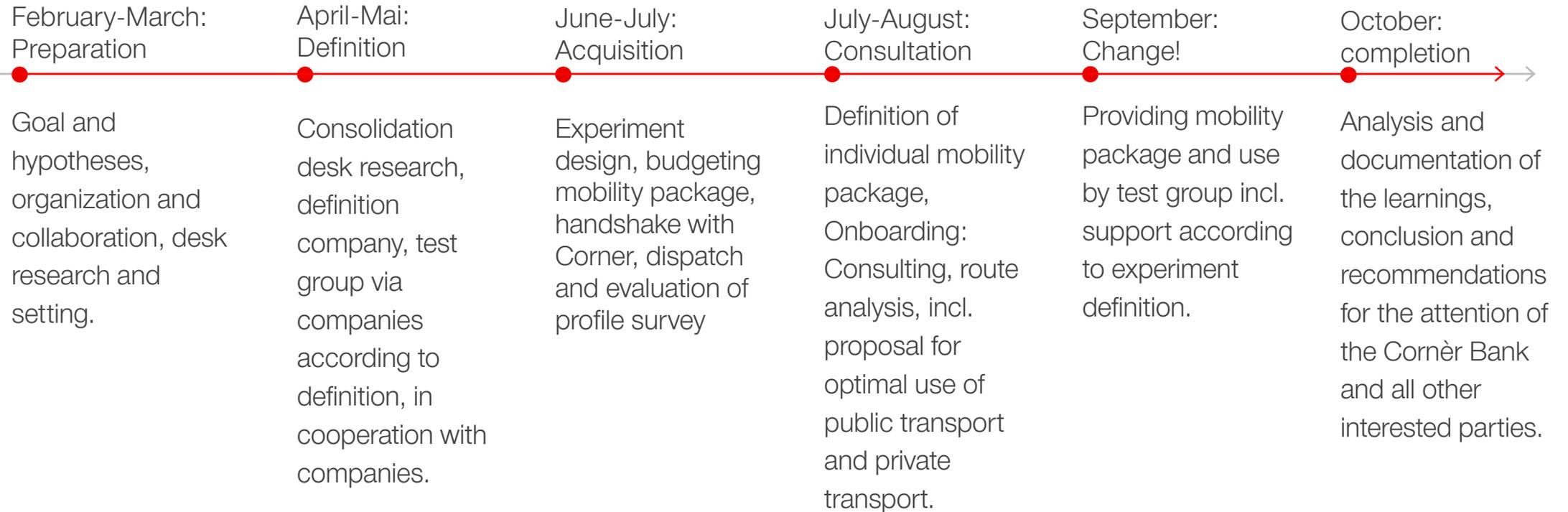
Output: Measures and recommendations that can contribute to the public transport shift.

Assumptions: Uncertainty (competence empowerment) & habit (habit change trigger)

Boosting potential via companies: experiment with Cornèr Bank - Various locations, 900 employees.

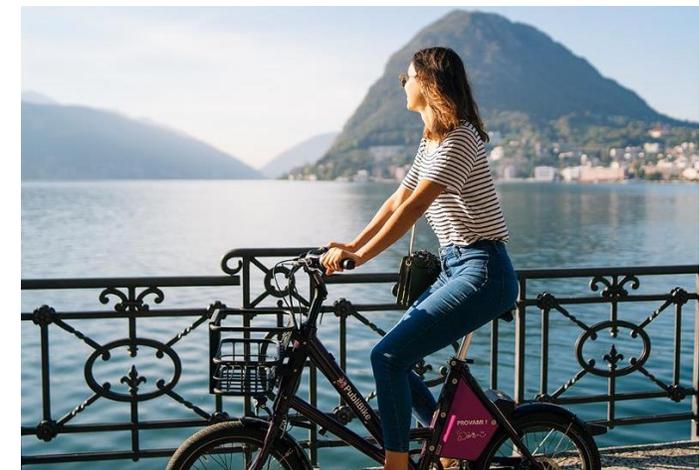


Experiment Timeline 2021.

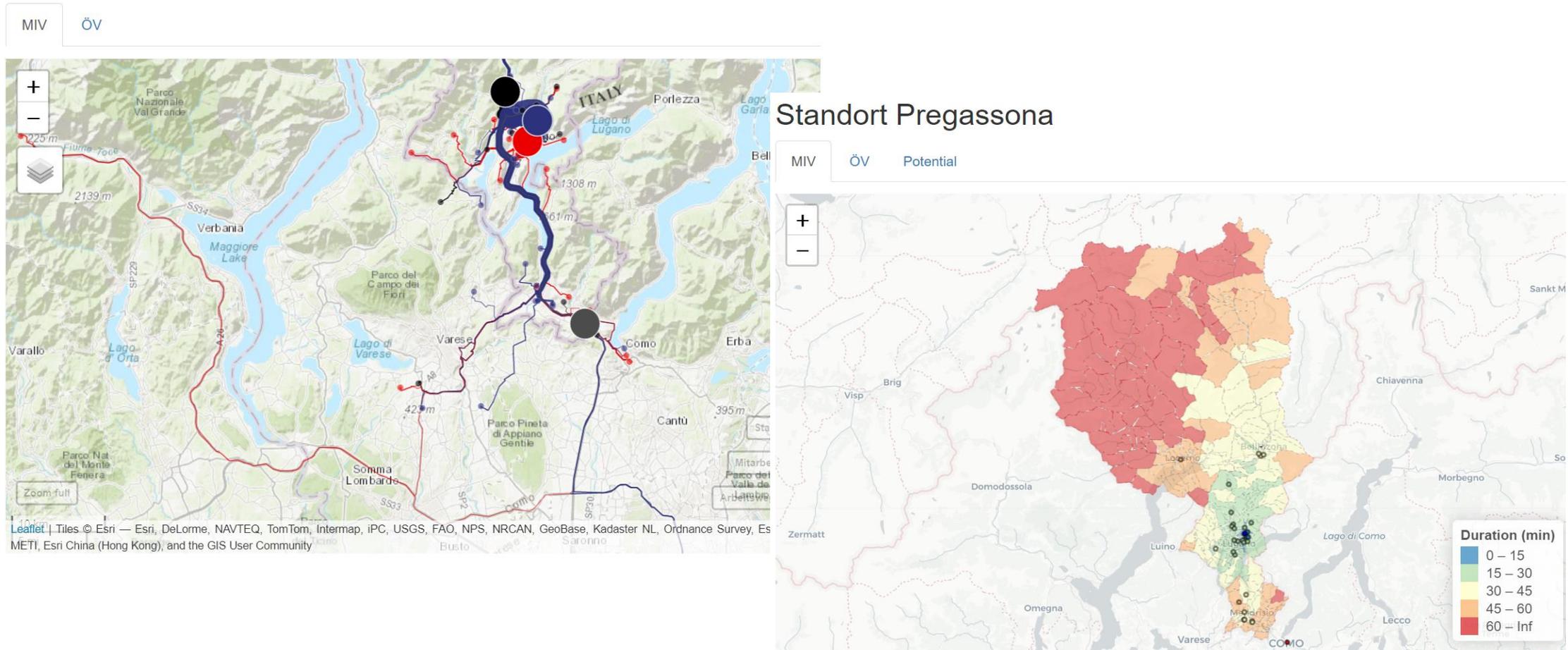


"Change!" is a successful experiment. The first iteration has been completed as scheduled.

- The SBB-internal partners (especially MP-RV-SD) as well as the SBB-external partners (Cornèr Bank, Lugano) are very satisfied with the professional, fast and uncomplicated implementation as well as with the cooperation with the innovation department.
- The results of the first iteration have shown that with comprehensive mobility consulting and the providing of a (temporarily free of charge) mobility package
 - ...people / employees can be made aware of the advantages of public transport
 - ...the mobility competence of the participating persons was increased
 - ...the uncertainty about public transport was reduced
 - ...new customers can be acquired
 - ...these new customers positively influence their environment in favor of public transport.
- The experiment has achieved a change of mindset in more than half of all 11 participants.
 - 4 bought the public transport pass after the experiment
 - 4 are currently considering renewing their public transport pass
 - 2 buy a scooter for the first / last mile



An analysis tool was developed to provide better advice to businesses and their employees.



...but there is still a
lot of potential:



74,000 cross-border commuters daily in Ticino alone.
Of these, only less than 10% already commute by public transport.

The experiment goes one step further in the second iteration. Focus: cross-border commuters CH-IT.

- Based on the expectations of our SBB external and internal partners, our good cooperation with them, and the reputation that the first iteration has brought - we see great potential in this second iteration.
- In the second iteration, the target group of the new services to be defined needs to be sharpened. Our partners (Cornèr Bank) are convinced that such consulting services as well as the providing of mobility services in combined transport (öV+) would have a great impact in cross-border commuting.
- Accordingly, a second iteration of the experiment with this target group - the cross-border commuters - is also desired. The cross-border commuter target group was not included in the first iteration due to limited resources at the project team.





GRAZIE.