Unit 3: Trip planning within an Integrated Transport System
Phases of a trip (1)

An Integrated Transport System that wishes to adequately meet user demands needs to understand the various phases that make up a trip.

- **Wayfinding**
The system has to provide the user with clear and precise information that allows for adequate travel planning. This information must be easily accessible and has to use language that is comprehensible to all users.

- **Access.**
This phase requires attention in three elements. The first one is related to the location of the designated stops or stations, which should be strategically located in order to facilitate user access. The second point is related to the surroundings of the stops or stations, which must provide direct and safe access to all users. Finally, attention should be given to the creation of spaces or installation of elements that facilitate modal exchange, such as bike parking lots, public bicycle stations and vehicle parking areas in certain stations.
Cluster 1: Sustainable Public Transport

Integrated Transport System and the various components of a trip
Phases of a trip (2)

- **Waiting times**
The system must be oriented towards minimizing waiting times for the user, which is achieved by providing adequate frequency and precise information regarding operation and stop (in case the frequency is low). A user-oriented Integrated Transport System must provide for comfortable and safe waiting times, and -as far as possible- provide a friendly service to the user: wireless internet, real time information regarding arrival times, and contingency notifications.

- **Payment system**
The system must implement fast, easy and safe payment modes. To the extent possible, pre-board payment systems should be established in order to significantly decrease stopping times at stations, terminals and bus stops (depending on the transport mode).
Phases of a trip (3)

• **Travel times**
The system must care for the time that the user spends on the different transport modes, as well as the quality of trips. As previously mentioned, the average speed will depend on various factors, such as the existence of exclusive routes, priority crossroads, spacing between designated stops and stations, availability of pre-boarding payment, etc. In regards to the quality of travel, this will largely depend on the service standards determined by the Integrated Transport System, which should take into account matters such as: occupancy rate, air-conditioning, noise levels, permissible emissions, and services such as wireless Internet, etc..

• **Multimodality.**
The Integrated Transport System must prioritize the quick combination between the various means and lines that make up the system. This can be achieved by integrating operation frequencies and schedules, and designing comfortable, safe and functional transfer spaces, by minimizing the distance between exit and boarding points among the various modes within the system.
Unit 3 task

I. Best practices of Integrated Transport Systems have dug into “customer oriented systems”, developing customer experience departments in order to better identify needs and plan around them. Which practice is done in your city to measure satisfaction of public transport users? Does it consider evaluating on the following items?

- Coverage
- Availability
- Travel times
- Reliability
- Flexibility
- Accessibility

Please post your response in the News forum under Unit 3: your task.