



Facts on the role of bus and coach transport in the mobility chain

Buses and coaches are an integral part of public transport and travel, and key elements in a sustainable transport system. They ensure inclusive sustainable mobility for all citizens and visitors - in the countryside and urban areas alike - through public transport services customised to mobility needs of the travelling public.

Key mobility enablers

As integral parts of the social fabric of communities across the world, buses and coaches are lifelines to work, education, leisure and tourism.

Without buses and coaches, many people, including those who do not or cannot drive, households with low income, people with disabilities, students or the elderly, would face a dramatic curtailment of economic and leisure opportunities.

Buses and coaches also perfectly complement other transport modes, by taking commuters or travellers from their point of departure to their final destination, sometimes via the train station or the airport!

National education systems worldwide also use bus and coach transport on a massive scale for educational trips, school bus services, sports outings, etc.

Finally, modern information systems help passengers find the right bus or coach at the right time, and help the driver take the right route, even in foreign countries.

Socially inclusive

The quality and flexibility of bus and coach transport services as key mobility enablers is all the more crucial as they are affordable to all. This makes them the preferred transport means of low-income citizens and households.

In Europe, 50% of elderly people (50 million) do not have a car or cannot drive, and rely on buses and coaches for cultural and historical destinations. 40% of European households do not have their own car and depend on public transport, including by bus and coach, to remain mobile.

For more than 14 million rural US residents, coaches are the only available mode of public intercity transportation service, going where air and rail do not.

In developing countries, where public investments in transport infrastructure and private vehicle ownership are low, buses and coaches remain the only motorized lifeline to work, education and healthcare

Comfort, quality and convenience

Modern coach fleets offer customised services to meet the demands of all kinds of commuters, shuttle services, event organisers, travellers and tourists.

From small minibuses, through mid-size coaches to double-decker 80-seaters and royal class executive coaches, buses and coaches are available in the right size and in the right numbers for every occasion.

They can be equipped with air-conditioning, toilets and washrooms, CD/DVD players, hot drinks facilities, microwaves, refrigerators and wheelchair accessibility.

Modern, low floor buses allow for easy access and are particularly well suited to the needs of children and people with disabilities and reduced mobility. Flexibility, reliability, quality and comfort are key features of buses and coaches.

90% satisfaction rate

Buses and coaches are very adaptable; they are the most flexible of all collective passenger transport modes. They take customers directly to their intended destination, with no waiting times or need to change vehicles. They can even pick you up from your front door.

As a result, industry surveys regularly indicate a high customer satisfaction rate: 89% of all bus and coach travellers in the UK and 91% of all coach travellers in Germany were satisfied or very satisfied with their coach trip.





Buses and coaches in today's transport system and regulation

Buses and coaches are the backbone of a safe, environmentally-friendly, affordable, user-friendly and efficient public transport system. As such, they constitute an optimal response to current and future mobility and travel challenges. Placing buses and coaches at the centre of the political debate and facilitating their use is the smartest way to achieve sustainable mobility for all.

New mobility patterns, combined with increasing environmental concerns at global level, have significantly raised political and public awareness about the urgent need to rethink our transport systems and change people's travel behaviour.

Tomorrow's transport policy will have to focus on efficient public transport systems that encourage a greater use of safe, green, energy-efficient, flexible yet affordable transport modes, to guarantee the sustainable mobility of everyone, everywhere in the world.

Buses and coaches encompass all these qualities and are amongst the best travel solutions, on short and long distances alike. This reality is well known among industry professionals: buses and coaches are identified as one of the most safe, environmentally-friendly, efficient, user-friendly, affordable and inclusive means of transport.

Used effectively, buses and coaches are an optimal response to a range of current and future mobility related challenges, such as CO₂ emissions, congestion, road safety, connectivity with other transport modes, and social inclusion.

Regrettably, policy-makers, mass media and citizens are often unaware of this reality. On the contrary, buses and coaches are often wrongly associated with problems, such as pollution and congestion.

This misperception has led to a situation where buses and coaches are not only underperforming in terms of use and contribution to society, but also suffer from political negligence and often ill-informed, improper and even restrictive legislation, which prevents them from realising their full potential in the delivery of high-quality, flexible, efficient, green and safe transport services.


Examples of misguided legislation or policies hindering the optimal operation of buses and coaches and/or deterring people to use them include:

- Discriminatory entry taxes for touring coaches in many European tourist cities, that considerably increase car traffic and subsequent road congestion, pollution and accidents;
- Chaotic introduction of various environmental zones and restrictions in cities, which further segment the market and services offered to the public;
- Lack of public involvement in the establishment of bus/coach terminals and stations that would promote buses and coaches as genuine mobility interfaces with other transport modes;
- Increasingly intensive security-related controls of passengers' identity within the Schengen area. They are becoming frequent on regular bus and coach services, thus negating the principle of free movement of persons and entailing direct and indirect delays and losses for passengers and operators alike;
- Several EU Regulations and Directives that are too often based on rationales and impact assessments suitable for goods (and not passenger) road transport. This "one-size fits all" approach can be extremely detrimental to entire segments of the passenger transport market, as was the case, for example, of the deletion of the 12-day Derogation rule;
- Fiscal discrimination between modes of passenger transport regarding VAT and excise duties (i.e. some modes enjoying a zero VAT rate or no excise duties on their fuel).





THE



“SMART MOVE” CAMPAIGN

**A JOINT INDUSTRY EFFORT TO DOUBLE THE
USE
OF BUSES AND COACHES WORLDWIDE**

Smart Move is a long-term awareness and advocacy campaign, initiated by the International Road Transport Union (IRU) and Busworld, to make place buses and coaches, and the optimal solutions they offer, at the centre of the political transport policy debate in order to achieve sustainable mobility for all and meet ambitious environmental targets.

The *Smart Move* campaign aims at providing policy and opinion makers with updated and reliable facts and figures in order to ensure informed legislation and policies allowing for doubling the use of buses and coaches and, with strong arguments, encourage citizens switch from cars to buses and coaches whenever possible.

By documenting and advocating the implementation of policies that support and incentivise a greater use of bus and coach transport at local, national, regional and global level, hundreds of millions of cars can be taken off the road, thus dramatically contributing to carbon reduction targets of governments throughout the globe.

In Europe alone, achieving the objective of *Smart Move* and doubling the use of bus and coach transport would result in:

- a reduction in CO₂ emissions by at least 50 million tonnes per year;
- a reduction in road fatalities by over 3000 per year;
- a spectacular fall of congestion in cities at zero cost for taxpayers subsequent to an expected 10-15% reduction in car traffic;
- the creation of 4 million new jobs.

This objective will be pursued by actively promoting a greater use of collective passenger transport by bus and coach worldwide, and making sure that decision makers at all levels are aware of just how safe, environmentally friendly, affordable, user-friendly and efficient buses and coaches really are.

Officially launched at Busworld Kortrijk on 14 October 2009, Smart Move aims at the largest possible involvement, endorsement and support from the organised bus and coach industry in Europe and worldwide, as well as manufacturers, suppliers and all professionals and individuals who share the vision and objectives of the campaign.

Concurrently, industry stakeholders, such as bus and coach operators and drivers, are highly involved through industry-own initiatives and wide implementation of best practices to keep further improving the quality, safety, environmental-friendliness and efficiency of bus and coach transport, notably through increased training, checklists, and dedicated awareness campaigns.

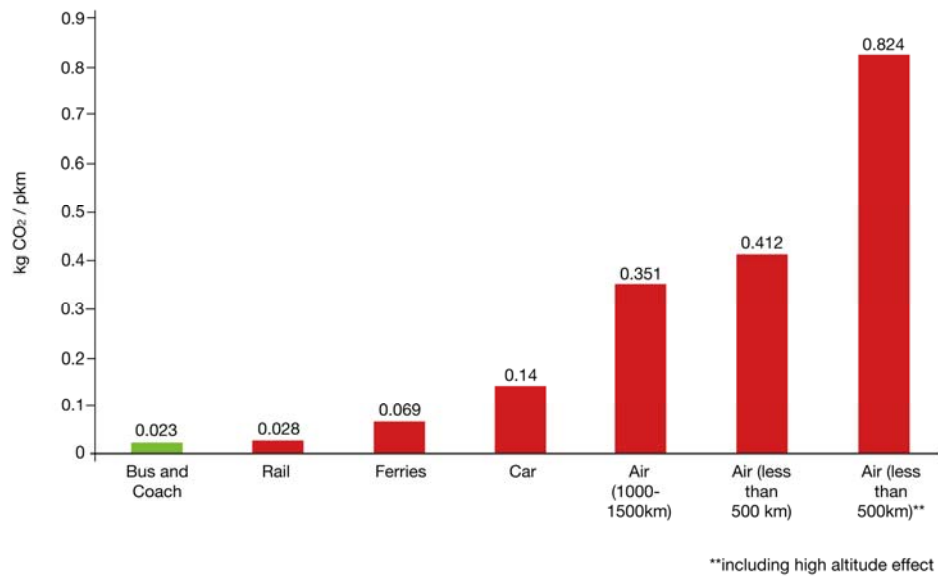
Doubling the use of bus and coach services is a realistic policy objective. It is also a commendable approach from a public interest point of view. Buses and coaches, together with taxis, are the only transport mode which can successfully compete with the private car in offering a sustainable alternative while maintaining a high level of flexibility. Investing policy attention and providing the right incentives to improve the use of buses and coaches is therefore the smartest way of achieving sustainable mobility for all.





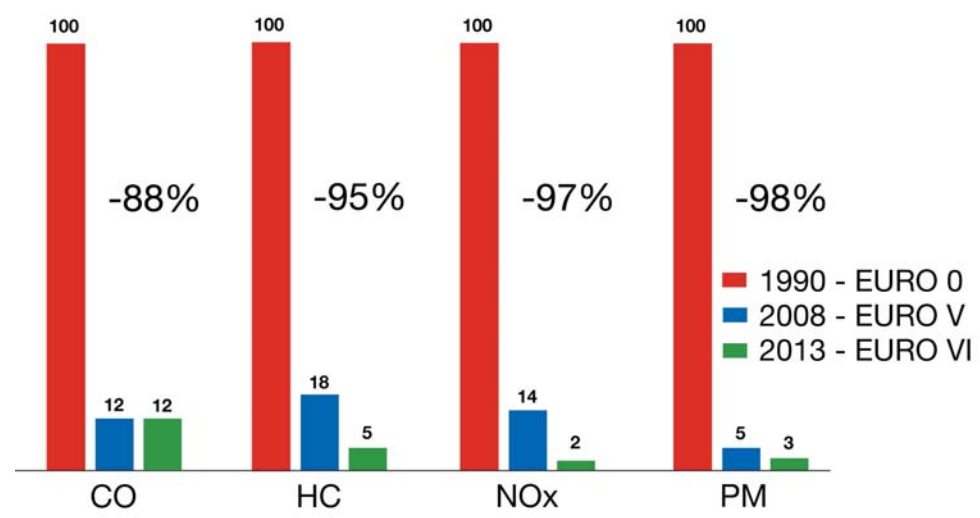
Buses and coaches environmental performance - Statistics

CO2 Emissions per passenger transport mode



Source: OMT Conference on environmentally friendly travelling in Europe, 2006

Noxious emissions reduction for heavy commercial vehicles (including buses and coaches)



Source: EU Commission 2008





Vacation Traveller Carbon Guide

Best Travel Options: Solo Traveler

	100 miles	500 miles	1,000 + miles
Best	<ul style="list-style-type: none"> Take motor coach Take train Fly economy Drive typical car 	<ul style="list-style-type: none"> Take motor coach Take train Fly economy Drive typical car 	<ul style="list-style-type: none"> Take motor coach Fly economy Take train
Worst	<ul style="list-style-type: none"> Drive typical SUV Fly first-class 	<ul style="list-style-type: none"> Drive typical car Fly first-class Drive typical SUV 	<ul style="list-style-type: none"> Fly first-class Drive typical car Drive typical SUV

Best Travel Options: Two Travelers

	100 miles	500 miles	1,000 + miles
Best	<ul style="list-style-type: none"> Take motor coach Take train Drive typical car Drive typical SUV 	<ul style="list-style-type: none"> Take motor coach Take train Drive typical car Fly economy Drive typical SUV 	<ul style="list-style-type: none"> Take motor coach Fly economy Take train
Worst	<ul style="list-style-type: none"> Fly economy Fly first-class 	<ul style="list-style-type: none"> Drive typical SUV Fly first-class 	<ul style="list-style-type: none"> Drive typical car Drive typical SUV Fly first-class

Best Travel Options: Family of Four

	100 miles	500 miles	1,000 + miles
Best	<ul style="list-style-type: none"> Take motor coach Drive typical car Drive typical SUV 	<ul style="list-style-type: none"> Take motor coach Drive typical car Drive typical SUV 	<ul style="list-style-type: none"> Take motor coach Drive typical car Drive typical SUV
Worst	<ul style="list-style-type: none"> Take train Fly economy Fly first-class 	<ul style="list-style-type: none"> Take train Fly economy Fly first-class 	<ul style="list-style-type: none"> Fly economy Take train Fly first-class

Source: American Union of Concerned Scientists, December 2008.

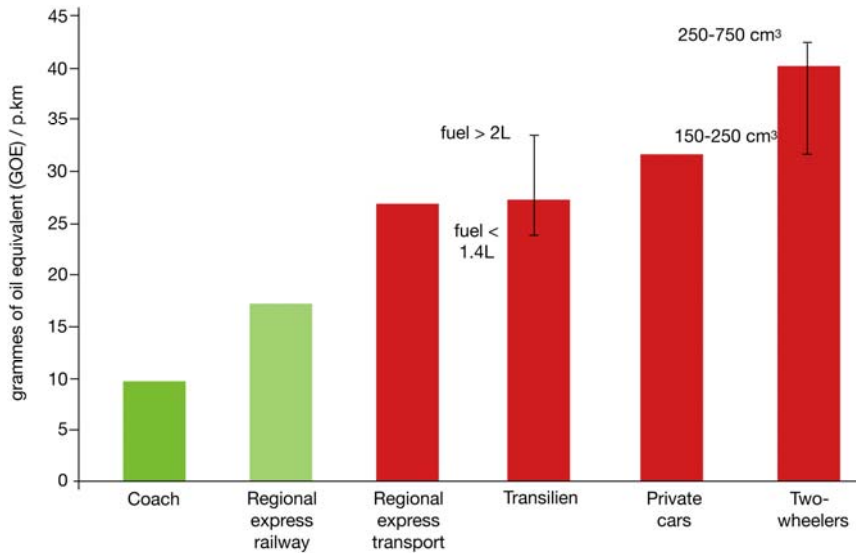
Notes: Color-coded ranking are based on the distribution of CO2 emissions across modes. The analysis assumes typical car and typical SUV fuel economies of 23 mpg and 18 mpg, respectively. Train emissions reflect an average of electric and diesel operations. The analysis assumes use of turboprops for 100-mile flights, regional jets for 500-mile flights, and narrow-body jets for 1,000-mile flights, based on information from the Federal Aviation Administration.



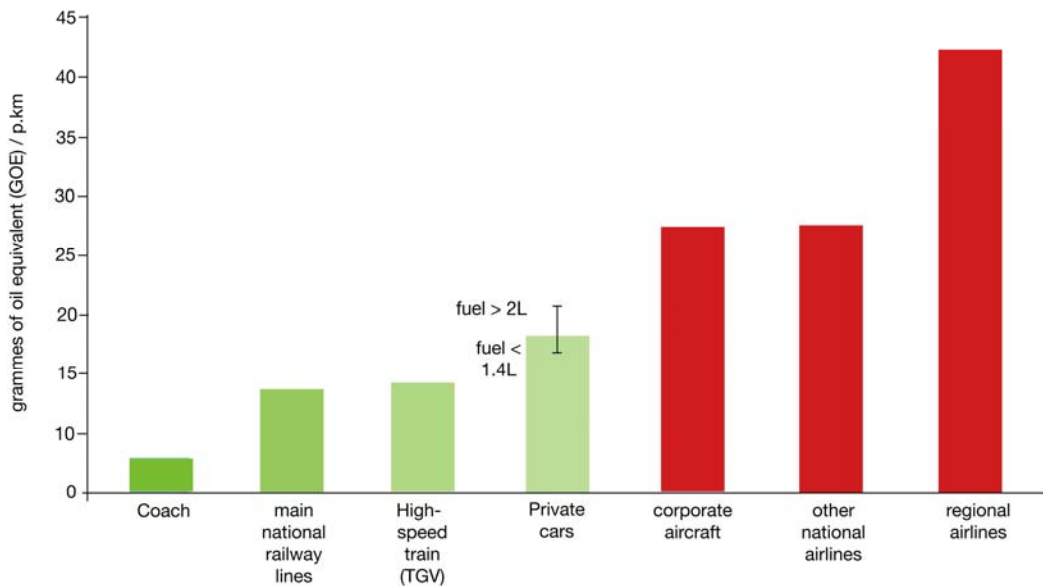
Energy Efficiency



Overall energy efficiency by passenger mode of transport on a regional scale in France, in goe/p.km



Overall energy efficiency by passenger mode of transport on an interregional scale in France, in goe/p.km



Source: ADEME study on the energy and environmental efficiency of transport modes, 2008

So

These figures are of particular relevance, since France has the “cleanest” railway system of all, operated on nuclear-produced electricity (not considering the issue of nuclear waste management, which has not yet been solved).



Bus and coach transport industry proposals to double the use of buses and coaches

Doubling the use of buses and coaches means:

- *Doubling the political attention and resources devoted to buses and coaches by policy decision-makers at all levels, to offer an appropriate legislative and administrative framework that allows collective bus and coach transport and travel to thrive;*
- *Doubling public investment in bus and coach services, and in multimodal bus and coach infrastructure, terminals and stops, to offer an interface, where car drivers are actually transformed into passengers;*
- *Doubling customer care and efforts by bus and coach managers and their drivers, to offer car drivers an attractive and reliable alternative to their private car; and*
- *Doubling our willingness and readiness to work together – politicians, businesses, partners – to achieve this commendable objective of doubling the use of collective passenger transport.*



Examples of measures listed below have already been implemented and proven efficient. They provide business and political decision-makers with a ready-to-use tool box of solutions and measures that can be applied and/or adapted immediately.

Infrastructure:

- **Permanent bus and coach lanes** dedicated to buses and coaches during the whole day;
- **Flexible bus/coach lanes** reserved only during peak traffic hours, for example;
- **Dynamic bus/coach priority systems**, which give buses and coaches priority at intersections to make travelling by bus and coach faster;
- **Park and ride facilities** located next to major bus and coach routes in the suburbs to encourage people to alternatively use collective/public means of transport to reach their final destination in the city;
- **Parking, stopping and waiting spaces for touring coaches** to give tourist groups an easy access to hotels, touristic sites, shops and other tourist facilities located in the cities;
- **Bus and coach terminals** as genuine multi-modal platforms to convert car drivers, both regular and tourist travellers, into collective, eco-responsible transport passengers.

Information and new technologies

- **Real-time information** in stations for passengers to compare travel alternatives and

make the right transport choice in order to get to their destination in the most efficient way.

- **Online planning-tools** to help passengers make a smart transport choice, with itineraries, best connections and other alternatives checkable on the web.
- **Integrated ticketing systems** for different operators and modes of transport to facilitate “inter-modality”
- **Electronic payment options**, ranging from payment with debit/credit card to mobile phone payment, to smart cards, offering passengers more flexibility.
- **On-street ticket machines** to allow passengers to buy their tickets in advance, hence speeding up boarding and shortening the journey.

Industry marketing measures

- **Mobility management** to encourage citizens to change their travel behaviours by developing strategies fulfilling transport needs of companies, institutions and individuals;
- **Passenger focus groups** to customise bus and coach transport services to best meet passenger demand.
- **Market segmentation** to adapt to demographics, behaviour, travel patterns or other factors;
- **Corporate responsibility strategies** focusing on employees, safety and security, accessibility, environmental performance, community involvement and code of business conduct;





- **Financial incentives**, such as insurance companies offering reduced rates for car-insurances to annual collective/public transport subscribers;
 - **Night bus services** to allow people going out in the evening to leave their car at home and get back home safely during the night;
 - **Cooperation** of the tourism boards and local tourism industry, such as hotels, tourism sites, catering and public facilities, to offer inclusive and attractive travel packages to passengers;
 - **Employment of service-oriented bus and coach drivers**, especially those in direct contact with the passengers, since user-friendliness of which drivers are certainly a part of, is of utmost importance.
- **introduction of low carbon vehicles** to decrease of fuel consumption hence emissions; these include hybrid buses, lighter vehicles, aerodynamics, etc.
 - **Raising awareness of the impact of private car use on climate change**, through advertising campaigns, green-travel events and school education, to make people realise the importance of switching from cars to collective means of transport.



Local policies

The following measures should exclude buses and coaches and be closely linked to incentives to use buses and coaches in such zones, as well as providing convenient infrastructure for buses and coaches and their passengers.

- **Car-free zones within cities** to reduce emissions and improve road safety on streets. People will be incited to take buses to reach destinations within those zones.
- **Restricted parking and parking management** to influence parking supply and costs and decrease car traffic in cities, through reduced availability of car spaces, overcharging parking in public areas, etc.
- **Congestion charging zones**, allowing only vehicles paying a fee to enter such zones, hence deterring private car drivers and encouraging collective/public transport
- **Access restrictions** allowing only certain vehicles (collective transport and clean vehicles) to enter city centres to substantially decrease private car traffic in these zones.

Further improving and raising awareness of bus and coach green records

- **Fuel efficient driving techniques and technology** to cut emissions. However, a constant speed being instrumental in efficient driving, bus priority measures have to be introduced beforehand.

Other measures

- **Partnerships agreements between operators and local authorities**, which involve substantial investment by the operators and the adoption by authorities of legal frameworks and policies that make passenger transport by bus and coach easier entail substantial shifts from cars to buses and coaches.
- **Targets set by central governments** to be met by local authorities, in order to encourage a modal shift to coach and bus. Moreover, integrated sustainable transport policies accompanied by land use planning are crucial.

Find out more about the outstanding record of buses and coaches at www.busandcoach.travel





Make the Smart Move, support the campaign at www.busandcoach.travel



A joint Initiative

