



“Integration is a response to the growing demand for mobility”

“In order to provide a real alternative to cars, public transportation must provide the most comprehensive and the most flexible service possible. It is essential for transportation systems to develop in an integrated fashion. Users must see the transit system as a single entity providing a comprehensive solution. Whatever the number of operators or modes, it is essential to provide a system with physical and operational continuity, a single ticketing system and a single source of information about schedules and services.

Recent developments in information and communications technologies can help this integration. Users must have access services that give them mobility options providing seamless door-to-door trips. Only cooperation between all the modes, including personal cars, is liable to achieve this goal. In off-peak hours or in less densely populated areas, on-demand transportation solutions or car-pooling can complete the mobility chain built around higher frequency routes. In this way, the operator becomes a supplier of

comprehensive mobility services and not just a mass passenger transporter. Only in this way will public transportation become a service used by everyone rather than just the captive passengers.”

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