

#EUYearofRail



The Future of Urban Passengers Transport

Perspective from a National Railway Public Operator

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VISION AND MISSION



Liberalization, more than a challenge, it can be a great opportunity. In order to face all the challenges and not to miss this great opportunity, it was necessary to ensure a compelling strategy, and a structured approach should be pursued, redefining a vision, a mission, and the core values.

Vision

CP as a national leader in integrated mobility - simple, personal and sustainable.

Mission

Connecting people and communities in a sustainable way, based on railways.

Values

Customer:

Safety, Environment, Confidence.

Team:

Compromise, Ethics, Resilience.

Future:

Innovation, Sustainability, Leader on Mobility.

What we have done



Over the last two years, we have done:

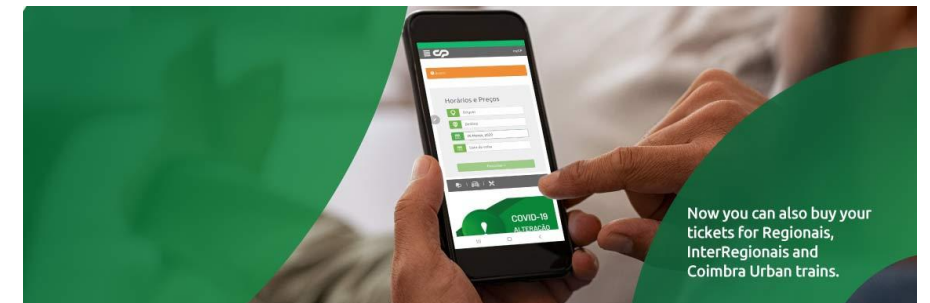
- A merger by incorporation of EMEF into CP;
- A signature of the Public Service Obligations contract with the State;
- A recovery of rolling stock that had been leaned over in order to inject it into the national railway network, allowing CP to be more robust in its response to levels of demand;
- Railway Competences Centre;
- A Strategic Plan for this decade.

Figures







ACTIVITY

| Activity | 2019 (pre-pandemic) | 2020 (pandemic) |
|-------------------|------------------------|--------------------|
| Revenues | 274 Million€ | 151 Million€ |
| Passengers | 145 Million | 87 Million |
| Trains | 434.275 | 404.127 |
| Staff | 3.736 | |
| Operating Network | 2.526 Km | |





| Characteristics | Lisboa (AML) | Porto (AMP) | Coimbra (CIMRC) |
|--|---|---|---|
|  |  |  |  |
| Km ² : | 3.015 | 2.040 | 4.336 |
| Inhabitants (millions): | 2,6 | 1,6 | 0,5 |
| City Councils: | 18 | 17 | 19 |
| Nº Lines: | 4 | 4 | 1 |
| Network (km): | 143 | 201 | 43 |
| Stations: | 68 | 82 | 20 |
| Trains Year(thousands): | 195 | 81 | 11 |

Internal Channels

113 stations with ticket office
242 automatic ticket vending machines
Internet (www.cp.pt)
CP APP

Information and Customer Support

Website
APP
Contact Center
Facebook
Instagram
Linkedin
Customer Support Offices
Information, Customer complaints,
Suggestions



CHANNELS, INFORMATION AND CUSTOMER SUPPORT



External Channels

Other Transport Operators - Carris, Metro,
Metro do Porto, STCP
ATM (tickets, zapping and monthly passes)
Portal Viva (TML)
Travel Agencies and Commissioners

IMPROVEMENTS

CONTINUOUS IMPROVEMENT OF CONTACTLESS TICKETING SYSTEM

**Tool that helps to bring growth,
increase competitiveness and profitability**

Integrated of CP's ticketing system
with other operators in Lisbon (TML)
and Porto (TIP – in development)

Opportunities:

Integration of ticketing systems at a
national level both technical and
institutional (Intermunicipal
Communities)

Benefits

- Improve customer service;
- Increase intermodality;
- Automatic revenue tracking;
- Improve ticket control process and fraud prevention;
- Reduction costs.

CONTINUOUS IMPROVEMENT OF CP APP AND ON-LINE TICKETING

Opportunities

- Developing a platform where the passenger could plan your journey in a door-to-door basis, promoting the Mobility as a Service as the right tool to do it;
- Purchase Alfa Pendular, Intercity, InterRegional, Regional and Coimbra Urban Trains tickets in the same platform;
- Receive alerts and information in a real-time basis;
- Real-time information onboard the trains, and at stations.



PROCESSES AND NEW GENERATION OF AUTOMATIC TICKET SALES MACHINES AND VALIDATORS

Solution for inspection and sale on board

- Replace current equipment with Android equipment;
- Provide media and information;
- Improve equipment performance, more efficient sales process and more effective on-board inspection process;
- Allow payment with bank card (in development).

Ticketing equipment acquisition (validators and automatic sales machines) to allow interaction with mobile device technologies and contactless bank cards



Upgrading of existing access control system to allow interaction with mobile device technologies and contactless bank cards

Promoting the accessibility for people with reduced mobility

CHALLENGES



Shaping the Future – some ideas

- Restoring trust in using the urban transport – the message should be clear “urban transport is safe”;
- The external costs will growth with an increase of the use of a private transport;
- A strong commitment from the authorities is needed in promoting the sustainable transport use, to counterbalance the desire to travel privately – big, and visible campaign should be an example;

Stimulating the demand considering the opportunities for urban transport:

- Negative effects on public health, safety, environment and economy in consequence in using the private transport;
- Climate change challenges which oblige the cities in shifting to low emission transport options - meet the goals of the Paris Climate Agreement;
- Green urban transport creates work and powers the fight against the climate crisis;
- Exodus from the countryside to cities (51% in 2010 to 61% in 2030).

Shaping the Future – some ideas

Promoting urban transport operators as sustainable developers of integrated mobility systems to be able to adapt to changing demand volumes:

How?

- Seamless multimodal services to users;
- Promoting transport integration (physical, modal/service, tariff, information and technological);
- Better engagement with our customers (CRM);
- Promoting the Mobility as a Service, increasing the customer journey experience.







THANK YOU