

HOW TO MAKE AN ATTRACTIVE PT SERVICE FOR YOUNG TRAVELLERS IN THE BRATISLAVA REGION

Mgr. Stanislav Styan

*Bratislavská integrovaná doprava, a. s.
Department of transport infrastructure
styan@bid.sk*

14 September 2021



IDS BK
INTEGROVANÝ DOPRAVNÝ SYSTÉM
V BRATISLAVSKOM KRAJI



BRATISLAVSKÁ
INTEGROVANÁ DOPRAVA

What is BID and what is IDS BK?

- **BID**



- abbreviation for **B**ratislavská **i**ntegrovaná **d**oprava, a. s.



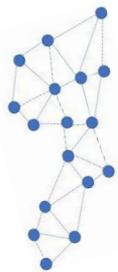
- company organizing the Integrated Transport System in the Bratislava Region

- **IDS BK**



- abbreviation for **I**ntegrovaný **d**opravný **s**ystém v **B**ratislavskom **k**raji

- integrated public transport system in the Bratislava region



About BID

- founded in 2005 with the aim to prepare an integrated transport system
- today it organizes and develops the IDS BK
- BID is controlled and financed by:
 - City Bratislava (35 %)
 - Bratislava Self-Governing Region (65 %)
- 22 full time employees; annual budget cca. 1,5 mil. €

About IDS BK

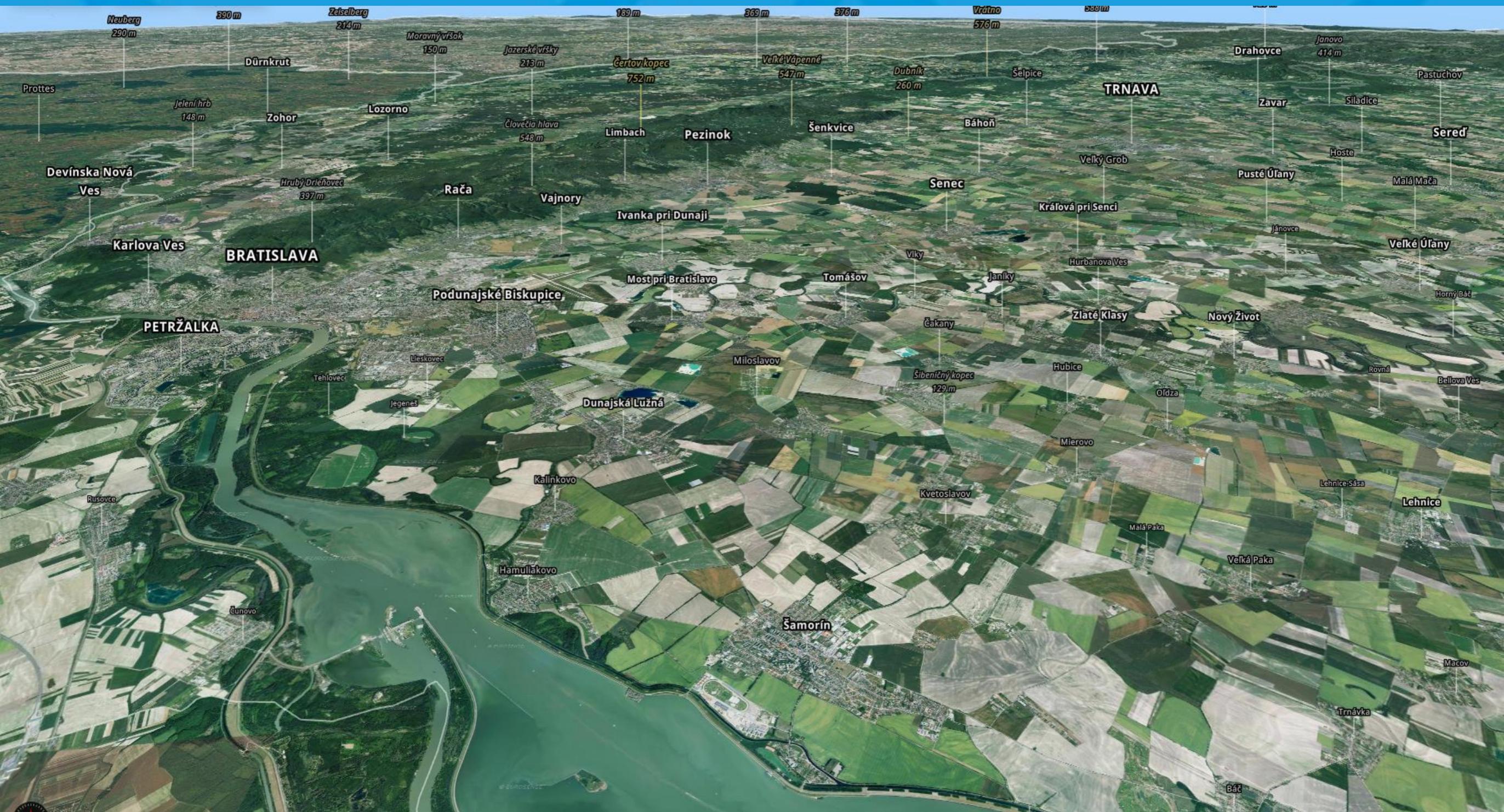
Timeline

- 1 June **2013** – IDS BK officially started in city Bratislava and in district Malacky (partial fare integration)
- 1 November **2015** – IDS BK was established in the whole Bratislava region and some villages in the Trnava region (full fare integration)
- 19 August **2018** – introduction of new integrated timetables for regional buses
- 1 October **2018** – introduction of the IDS BK mobile app
- 1 August **2019** – IDS BK extension to the city Trnava on the railway
- 1 January **2021** – introduction of a central dispatching centre
- End of 2021 – new regional bus operator + enhanced timetables

Who is part of the IDS BK?

- **Authorities responsible for public transport services:**
 - city Bratislava (city public transport)
 - Bratislava self-governing region (regional buses)
 - Ministry of transport and construction of the Slovak republic (regional trains)
- **Transport operators:**
 - Dopravný podnik Bratislava (city public transport)
 - Slovak Lines (regional buses)
 - Železničná spoločnosť Slovensko (railway transport)

Bratislava region + part of Trnava region

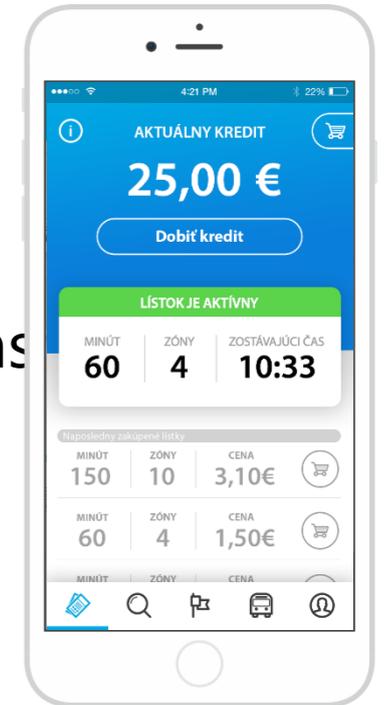


01

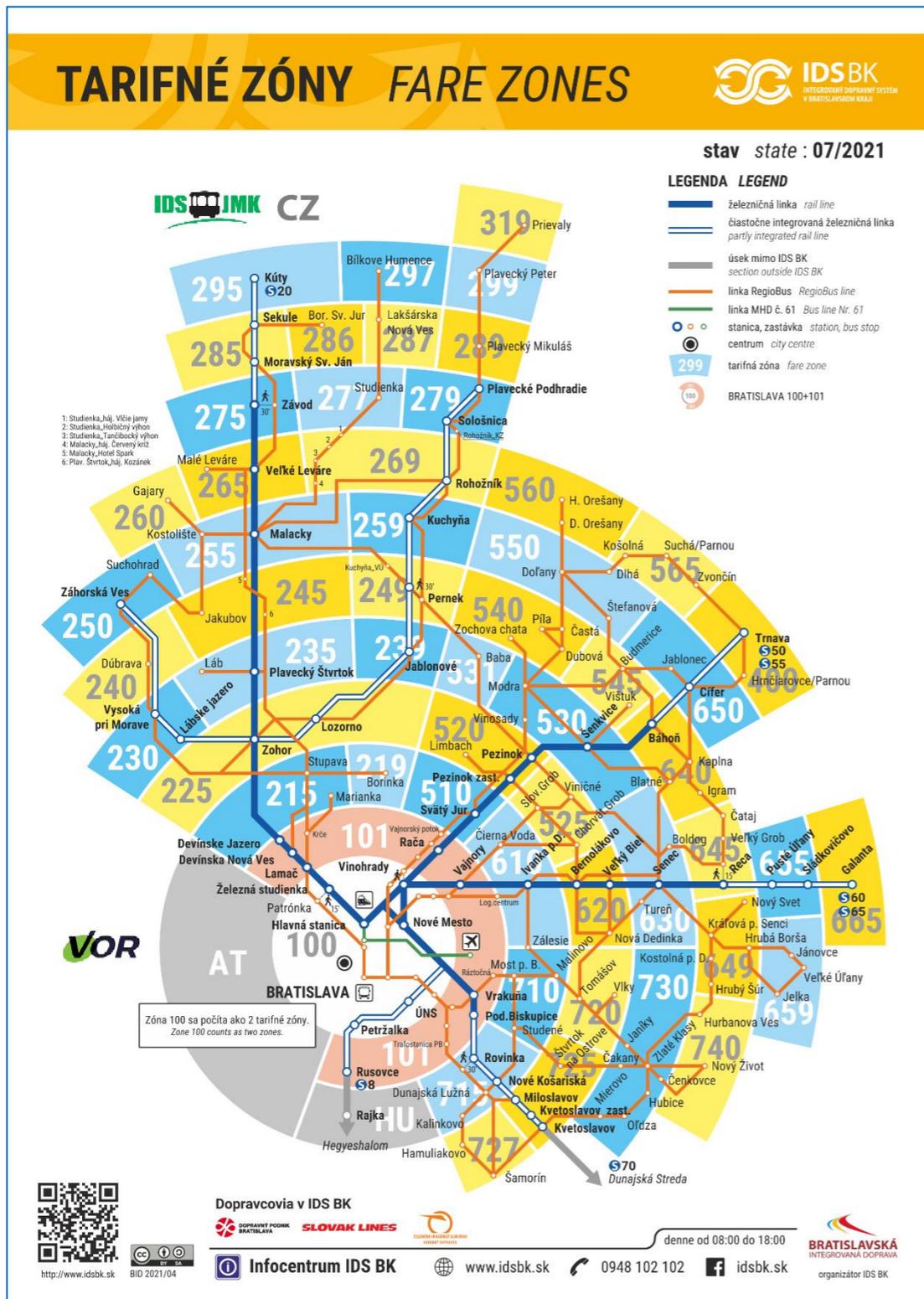
FARE INTEGRATION

Fare Integration

- planning and maintaining the fare system
- ticket sale (mobile app, ticket machines and validators at railway stations)
- division of revenue from ticket sale between transport operators



Fare Integration - Area



Future plans

- 2021 and later – cooperation with Trnava region and expanding services in the region of western Slovakia
- 2022/2023 – integration of cross-border lines to Austria and Hungary
 - dependend on the existence of cross-border lines operating in public interest

Fare Integration

Principles

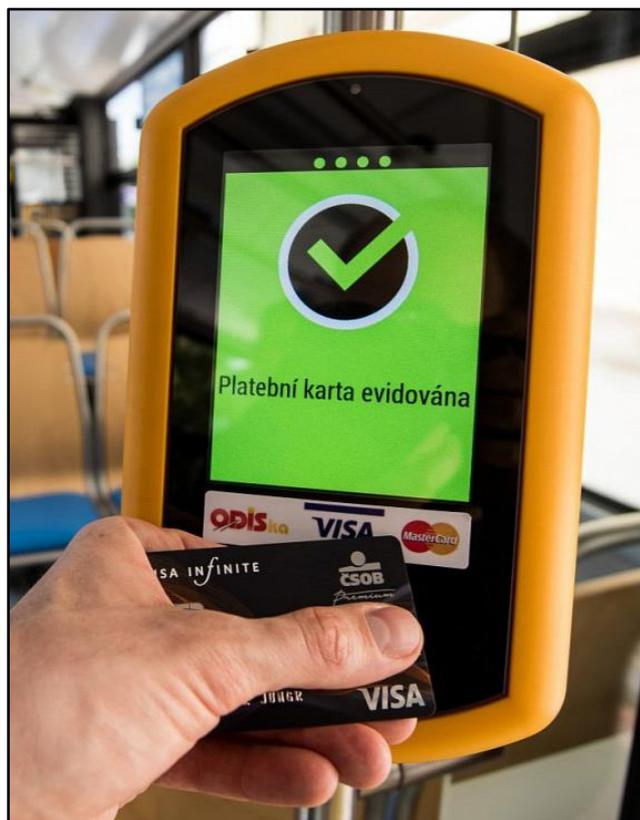
- coordinated development in accordance with new trends
- user friendly ticketing
- optimise costs for transport operator
- development of a universal system, which can be theoretically used in the whole country

Today's IDS BK ticketing systems:



Fare Integration - Future Plans

- conventional ticketing will be in the future replaced by new generation electronic ticketing systems → **cloud ticketing**
- new ticketing platforms → elimination of paper tickets and cash payments
- cloud ticketing (ticket on a server) → passenger has an electronically readable identifier



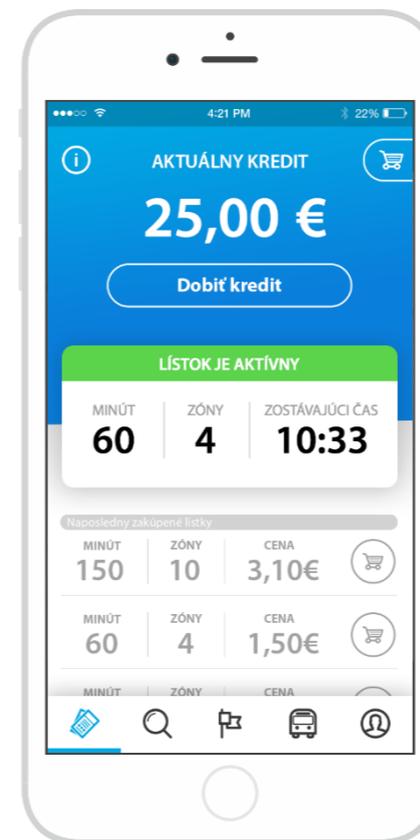
Taping device

+

bank cards



Started in Bratislava city public transport since 2021



Bluetooth beacons 

+

mobile app

Future plan

02

TRANSPORT INTEGRATION

Timetable Integration

Principles

- railway is the spine of the network
- regional buses are complementary to trains
- transfers BUS/TRAIN, BUS/BUS, regional/city
- simplified routes
- departures at regular and easy to remember times
- better offer of connections throughout the whole day

Achievements

- **introduction of new timetables for regional buses (2018)**
- central dispatching centre (2021)



Transport Integration – Future Tasks

- transition to a new regional bus operator
- regional bus timetables updates (feedback from the public, new train timetables, optimizing operation)
- enhance integration between regional and city public transport
- infrastructure...



Infrastructure

- BID doesn't have direct competence to develop infrastructure
 - exception is technology connected with ticketing and information systems
- transport infrastructure is developed by the municipalities and the state
 - infrastructure is lagging behind the level of development of the IDS BK
- BID is trying to contribute by pushing through new standards for all new infrastructure projects and by providing assistance in the planning process



Other IDS BK services

- data collection and distribution
 - journey planner, real-time information
- communication towards passengers
- promotion campaigns



IDS BK Mobile App

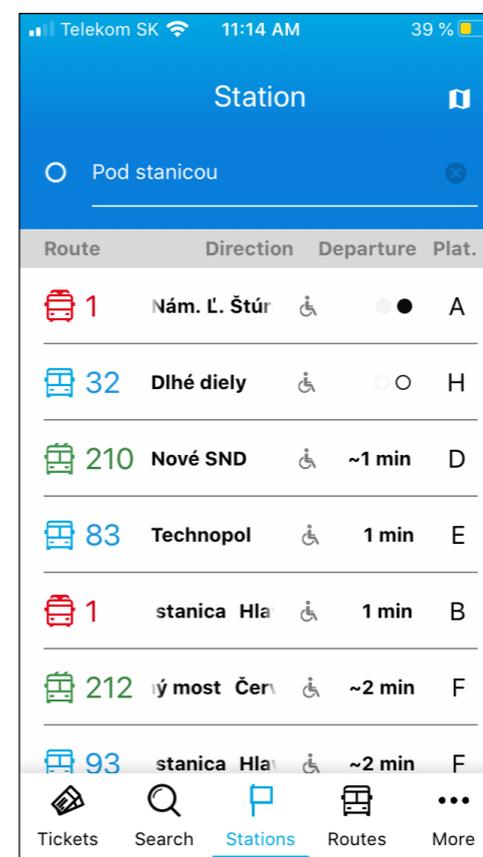
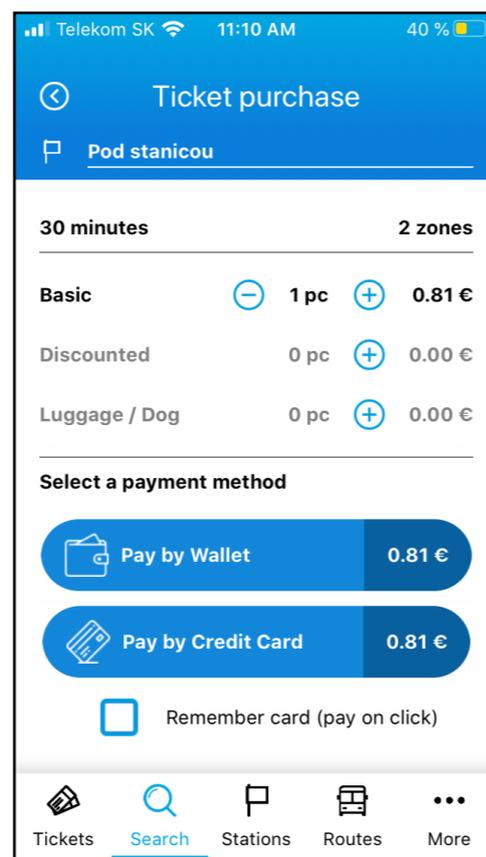
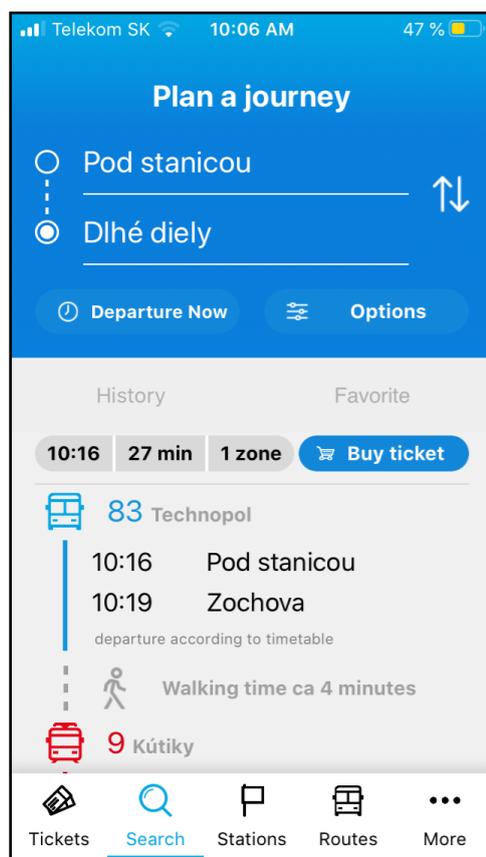
What does it do?

PLAN A JOURNEY

→ SK / EN / DE language versions

BUY A TICKET

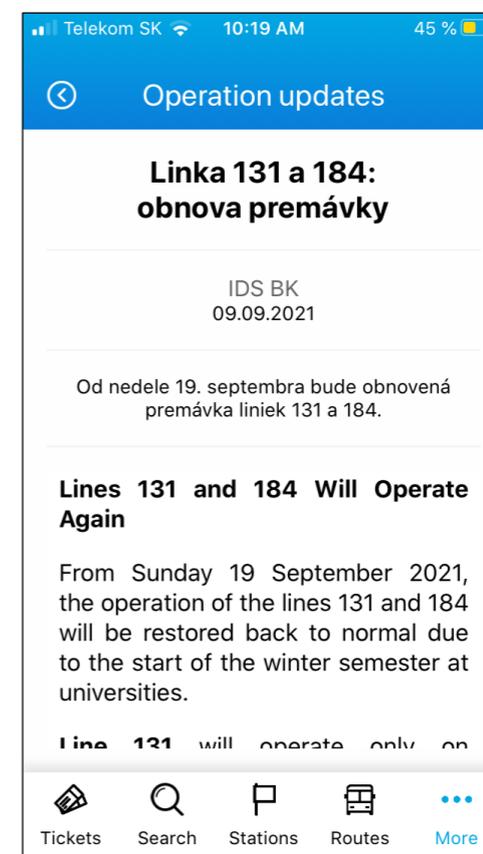
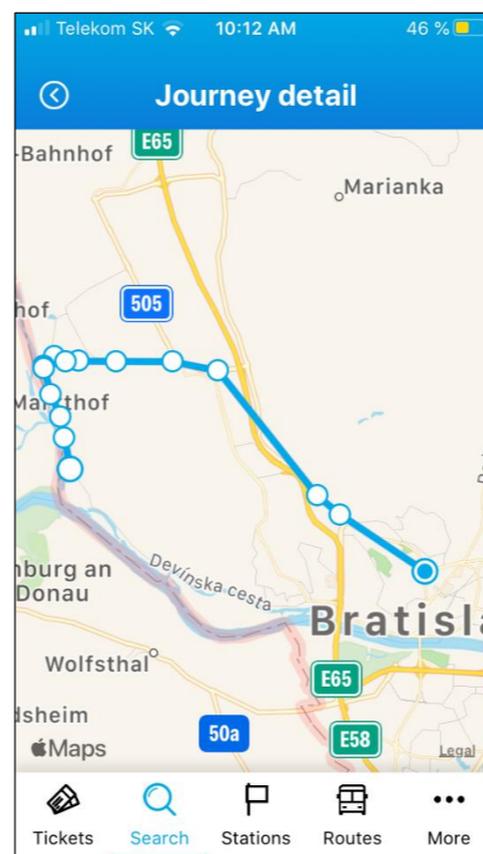
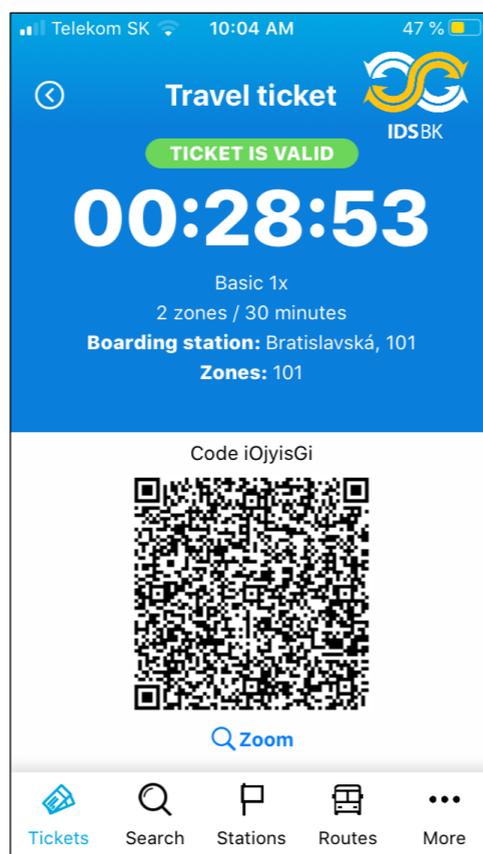
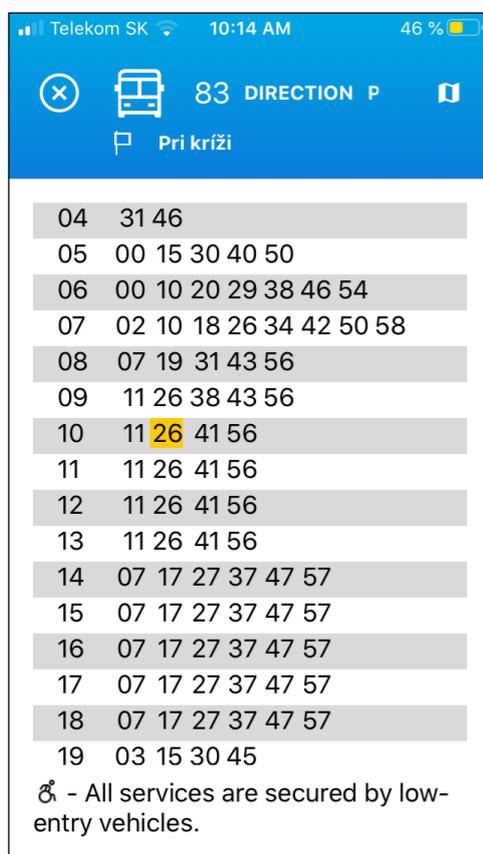
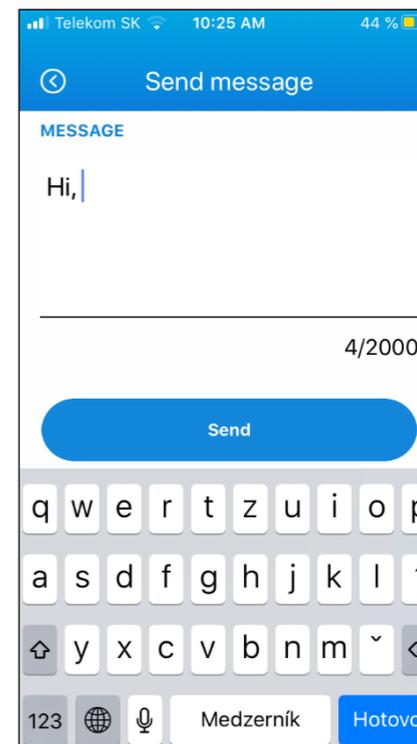
ON-LINE INFO ABOUT DEPARTURES



IDS BK Mobile App

More options...

- SEARCH THROUGH TIMETABLES
- SIMPLY BUY A TICKET
- LOOK AT ROUTES ON THE MAP
- CHECK OPERATIONAL UPDATES
- SEND FEEDBACK OR A QUESTION



IDS BK Mobile App

- What's new?

→ Travelcard for 7 / 30 / 90 / 365 days in the app



Smart cards (contactless chip cards)



IDS BK app

Thank you for your attention

... and see you in the Bratislava region.