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NAVEGANTE: THE NEW PUBLIC TRANSPORT TARIFF SYSTEM FOR THE LISBON METROPOLITAN AREA.

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Short Description

Aiming at the transition to sustainable mobility and attraction of new public transport (PT) passengers, the Lisbon Metropolitan Area set out a new tariff system, allowing a simplification of the monthly passes available and a significant reduction of their prices. This has induced a substantial increase on the demand of both passes and ridership.

Main part

The Lisbon Metropolitan Area (AML), as a transport authority, is responsible for the planning and management of the public transport (PT) services in its territory. Aiming at the transition to a sustainable mobility, this newly launched authority took as a priority the offer of more and better public transport, responding to this with an integrated strategy that includes the review of the SUMP, the first public tender for buses with a substantial increase in the offer and quality of the services, the metropolitan integrated ticketing and information system and the creation of the metropolitan single pass Navegante - common to all modes and services within the 18 municipalities of AML, and of significantly lower value than the existing monthly passes.

Navegante has the purpose of attracting new passengers to the system, contributing to revert the current trend of reduced shares of PT opposed to high use of individual transport and therefore to promote the sustainability of the economic and social development in the AML territory. The implementation of this measure was supported by the Tariff Reduction Support Programme (“PART”), created by the 2019 State Budget, which made available funding for the reduction of public transport tariffs to the country’s transport authorities through metropolitan areas and intercity communities.

Since April 1st of 2019, the Navegante replaced a complex tariff system comprised by a plethora of more than 4.000 different PT titles, difficult to understand and overpriced, with just two main monthly passes: i) one single pass for all metropolitan territory costing 40€ (Navegante Metropolitano); and ii) one municipal pass of 30€ for each of 18 municipalities of AML (Navegante Municipal). In addition, a set of reductions and discounts for specific groups such as children under 12 years old (0€), seniors plus 65 years old (20€) and families with residence at AML (80€/60€) were also established.

This new tariff system allowed to address the inequalities over the territory and among the operators and services demonstrated by an increase on the demand in terms of both passes and ridership. Compared with the same period of 2018, since April there was an increase of 25% on the passes sales until November 2019, with the Navegante Metropolitano being the top seller pass representing 60% of the sales in all the metropolitan area. In terms of ridership, the increase was of 17% and was accompanied by higher loyalty rates with an increase in the number of regular passengers (+31%) over occasional passengers (-23%) and a more significant use of trains (+31%), followed by buses (+17%), metro (+12%) and ferries (7%).

What is new?

The implementation of a new tariff system that allowed the simplification of the current titles available, the reduction of prices and the integration of all public transport modes in the 18 municipalities of the AML. This measure allowed to address accessibility inequalities over the AML territory and among operators and modes, increasing the affordability of the population toward the public transport services.

What is transferable to other cities and regions?

The simplification of the tariff system, including the reduction of prices and the number of titles available combined with the integration of all public transport modes.

What are outcomes and conclusions?

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Who are the main target groups?

Max. 100 The main target groups of this policy are the following: i) regular passengers that were benefited by the price reduction as well as by the integration of all PT modes; ii) private car users that changed their main mobility mode; iii) elderly and iv) families.

And what now? - what will change? - what is the relevance for the future?

In face of the COVID pandemic public transport has experienced a fall in ridership like never, with the population avoiding the use of public transport considering the stay-at-home advices and fearing the risk of contamination. This has clearly led to a drop in revenues threatening the financial sustainability of the operation, since the level of services has to be maintained in order to guarantee the safety requirements. However, this scenario has exposed the relevance of public policies towards the promotion of more sustainable modes, as public transport. It became clearer than ever that integrated policies are essential, and the new fare system with reduced fares is an important mechanism to attract passengers and that the simplified and integrated fares with other sustainable modes will also work as an instrument to attract lost passenger back.

Link to the project

www.aml.pt