Number/code: OM/ML1

Title: PRACTICES TO INCREASE THE USE OF PUBLIC TRANSPORT

Guidelines section:

[ ]	Governance	[X]	Operational management

[ ]	*Context of the event*	[ ]	*Procurement*
[ ]	*Event*	[X]	*Mobility and logistics*
[ ]	*Stadium management*	[ ]	

Description:

At any major sporting event, transport is generally one of the chief contributors of environmentally harmful emissions. The key challenge is to convince as many fans as possible to travel to cities and venues using environmentally sustainable transport, for example rail and buses, as well as bikes and walking. Venues should be well connected with local public transport means through metro, bus and train station next to them.

Additional measures can be adopted in order to foster public transport preference over private cars:

- discounts on public transport tickets on match/event days;

- higher frequency of the lines connecting venues to key city points (e.g. stations);

- longer period of service of public transport (e.g. extension to one hour after the end of the event);

- include price of public transport in event ticketing;

- adjusting the timing of the event to avoid peak travel times.

It is possible to set up a shuttle system (at stations and at airports ...), a bike rental, a system of car sharing to reach the event avoiding the use of individual cars.

The licensee or the host of the Meeting/Event organises and promotes a special mobility service for attendees to support environmentally responsible travel to the Meeting/Event and mobility on the spot. This can be: (bicycle) taxi services or shuttle services (preferably with alternative drive or electric mobility), the organisation of car pools, bicycle rental / organisation etc.

Examples:

1) FIFA Men World Cup Germany 2006: On the average of all World Cup games and cities, around 57% of visitors used public transport for travel to and from stadiums (including park & ride). A further 6% made their way on foot, around 11% travelled by coach. Travel by environmentally favourable means of transport therefore accounted for a total share of 74%.

Only 23% of visitors to stadiums travelled there by car. The reasons for the success of public transport were, above all, the good connections of stadiums to the public transport network, the quality of services (for example, their frequency), few parking spaces at stadiums and, especially, the "KombiTicket", which was introduced for the first time at a World Cup championship and entitled ticket holders to travel free of charge on match days on the entire public transport network of host cities.

2) UEFA EURO 2024: Since fans' movements can hardly be influenced directly by event organizers, the focus must be on deploying attractive services to favour the use of ecologically beneficial modes of transport. Alongside classical "Combi-Tickets", that guarantee the holder free use of public transport in the Host City on match day, long-distance travel and by other means (such as long-distance coaches) will be made cheaper by offering an expanded ticket. On purchasing a ticket for a match, fans will be offered the Combi-Ticket Plus easily and cheaply. The model will have various levels: Level 1 covers cheap rail travel on routes between the Host Cities for the entire duration of UEFA EURO 2024. Level 2 offers cheap long-distance rail travel throughout the Deutsche Bahn network. Level 3 includes complete free use of the entire public transportation network for the full duration of the tournament.

3) Tokyo 2020: The spectators are expected to reach venues using public transports as much as possible. The information of the public transport will be fully publicised and informed to the spectators so that they can make full use of the trains, subways, and buses to reduce as many CO2 emissions as possible.

4) Resource Efficient Scotland suggests some best practices: offer free shuttle services to ticket holders, discourage car user by having parking fees.

5) Roland-Garros runs a promotional campaign to educate spectators on environmentally friendly transport options. The Roland-Garros car-pooling website reduces the number of cars traveling to the event. The tournament has also developed a transportation 'eco-calculator' that helps spectators choose the most environmentally-friendly way of getting to the event.

6) Women Football World Cup Germany 2011: In order to promote the use of local public transport, the Organising Committee, together with the transport associations in each host city, introduced a Combi-ticket which enabled ticket holders to use the entire local transport system in the host city for free on match days. Further measures were planned and implemented by transport operators, such as increasing the frequency of local public transport and employing special World Cup shuttle buses in Dresden, Leverkusen and Wolfsburg. Deutsche Bahn was involved developing attractive offers for fans to travel to host cities by rail and increasing train capacities by employing special and chartered trains.

7) EXPO Milano 2015: the Exposition Site was served by the main public transport systems (Metro Line 1, the city rail link, and local, regional and high speed railway services). During

the six months of the event, the metro line 1 was reinforced with additional trains, higher frequency and the last ride was scheduled half an hour after the closing of the venue. In addition, one of the main sponsor of EXPO was Ferrovie dello Stato, the Italian railway company: To meet the Exposition's demands, the main Frecciarossa and Frecciabianca services were servicing the Rho-Fiera Milano train station and the whole high-speed system was enhanced.

8) Mercedes-Benz Stadium (USA): The Mercedes-Benz Stadium, the home of Atlanta Falcons and Atlanta United, offers high incentives to its supporters to use alternative transportations (3 MARTA rail-lines) including a bike-valet program on event days, electrical vehicles charging stations with capacity to charge up to 48 electric cars simultaneously and, pedestrian friendly walking paths. The advanced solutions in terms of mobility allows the clubs to reduce significantly the emissions generated during match events.

9) FIS Nordic World Ski Championships 2005 in Oberstdorf: 12,000 additional train-kilometres were provided for the FIS Nordic World Ski Championships 2005 in Oberstdorf, which was equivalent to a 51% expansion in capacity. In all, 180,000 people travelled to Oberstdorf by train, which corresponded to 50% of daily visitors and 18% of overnight visitors

10) At the Kingsholm stadium in Gloucester (rugby), transport representatives attempted to boost economic growth, reduce carbon emissions and improve air quality and public health through a £1M grant, mainly aimed at encouraging public transport.

11) UEFA EURO 2016: host cities and local transport companies proposed various solutions with a view to encouraging fans to use public transport. For example, a total of 150,000 extra seats were added in the form of 950 additional TGVs and 200 extra regional trains on matchdays, while the tram to the stadium in Bordeaux went every three minutes on matchdays. Although many spectators came to France by car, few used this method of transport to reach the stadium: no car parks for the general public were available at stadiums, and only 20% of spectators used the park-and-ride services. Travelling on foot or by public transport was made easy for spectators, with more than 20,000 stickers and 5,000 signposts positioned in railways stations and across the host cities.

Environmental benefits:

Reducing the usage of private cars means lower CO2 emissions and less consumption of resources.

Specific example is given by Roland Garros initiatives that between 2010 and 2016, these initiatives had a direct and measurable impact: 11.1% increase in spectators using public transport 21% decrease in spectators using a personal car 2.7% increase in spectators walking or cycling Roland-Garros has developed innovative tools to make it even easier for fans and spectators to minimise their carbon footprint.

Economic benefits:

It can result in higher profits for the local transport companies (indirect economic benefit generated by the event).

Applicability and replicability potential

The measure could be replicated in every stadium: the only limit is the actual presence of good connection stations and services.

Sources

WOMEN FOOTBALL WORLD CUP GERMANY 2011 (pag. 38 – 41)

EXPO 2015 (pag. 30 e 182)

Mercedes Benz Stadium

USTA Centre

Yankee Stadium

Football World Cup and FIS Obertsdorf 2005 (pag. 54 – 55)

Eco-Communication Guide (p. 27)

FIFA MEN WORLD CUP GERMANY 2006 (pag 14, 75-76)

IOC Sustainability Essentials (p.52)

TOKYO 2020 (p.35)

Resource Efficient Scotland (p.24)

Kingsholm Stadium in Gloucester (Rugby)

UEFA EURO 2024 - Germany Candidate

UEFA Euro 2024 - Evaluation Report

UEFA EURO 2016 (pag. 48-49)

Case study:

FIFA MEN WORLD CUP GERMANY 2006

The Green Goal was an innovative and ambitious environmental programme successfully carried out at the 2006 FIFA World Cup in Germany. It aimed at reducing the adverse environmental impacts associated with the organization of the event and was centered around five core areas: water, waste, catering, energy and mobility.

With regard to mobility, one of the key objectives of the Green Goal programme was to increase the share of journeys by public transport to World Cup stadiums by 50%.

In order to achieve this goal, the following practices were implemented:

Summary of action on transport

Action	Description	Realization
Stadium links	Stadium links to the public transport network were improved through additional infrastructural measures	Federal government, Länder, cities, DB, public transport companies
Expansion of local public transport services	The frequency of local public transport services, including night services, was increased in all host cities	Transport companies, DB, Länder
"KombiTicket"	Stadium tickets were also valid for travel throughout the integrated public transport network	OC, VDV, DB, public transport companies
Guidance for local public transport	Standardized signposting in all host cities and for all carriers	Federal Ministry of Transport, Federal Highway Research Institute, VDV, DB, transport companies, cities
Additional trains	Operation of special trains and charter trains by the DB	DB, Länder
Special DB offers for the World Cup	Sale of special rail tickets (also for non-holders of DB BahnCards)	DB
"Mobility BahnCard"	"Mobility BahnCards" allowed journalists to use the railway network free of charge during the World Cup	OC, DB
Public transport travel information	Official pamphlets and Websites provided information on public transport	OC
Passenger information	Multi-lingual information at railway stations.	DB, public transport companies
Parking management	Setting up "park & ride" facilities	Cities, OC
Resident protection zones	The area around stadiums was closed to normal road traffic on match days	Cities
"World Cup Miles" to the stadium	Setting up attractive routes from main stations to stadiums for visitors on foot	Cities
Promotion of travel by bicycle	Provision of sufficient (secured) bicycle parking spaces	Cities
Operation of innovative,	Operation of vehicles with alternative fuel or engines in public transport and environment-friendly vehicles in the official World Cup vehicle fleet	OC, public transport companies

The 50% target was surpassed. On the average of all World Cup games and cities, around 57% of the 3.4 million visitors used public transport (city-rail, underground, trams and public service buses) for travel to and from stadiums. A further 6% made their way on foot, around 11% travelled by coach. Travel by environmentally favourable means of transport therefore accounted for a total share of 74%. Only 23% of visitors to stadiums travelled there by car.

At the beginning of World Cup preparations, the share of public transport users was just around 40%. The reasons for the success of public transport were, above all, the good connections of stadiums to the public transport network, the quality of services (for example, their frequency), few parking spaces at stadiums and, especially, the "KombiTicket", which was introduced for the first time at a World Cup championship and entitled ticket holders to travel free of charge on match days on the entire public transport network of host cities. Moreover, to supplement "KombiTickets", the FIFA, the VDV (Association of Germany Public Transport Organizations) as well as transport companies and integrated transport services reached agreement that the 15,000 World Cup volunteers could use buses and trains free of charge on days when they were on duty. The cost of "KombiTicktes" and special tickets for volunteers amounted, according to initial estimates, to more than 8 million euros.

<u>Greenhouse gas emissions saving:</u>

A central objective of the transport concept was a reduction in the effects of transport on the environment. The target was to reduce the climatic effects of journeys to and from the 2006 FIFA World Cup by 20%.

In Germany, journeys by visitors to host cities and World Cup stadiums – together with the supply and disposal logistics of stadiums – gave rise to greenhouse gas emissions amounting to about 73,000

tonnes of CO_2 equivalents. This figure does not take account of emissions arising from the journeys of foreign visitors to and from Germany.

Without the transport measures initiated by Green Goal greenhouse gas emissions caused by the 2006 FIFA World Cup would have been around 90,000 tonnes. **Through Green Goal measures about 17,000 tonnes of emissions were therefore saved, corresponding to a 19% saving of transport-related greenhouse gas emissions**. The objective of reducing greenhouse gas emissions from transport by one-fifth during the World Cup was therefore largely achieved[1].

In detail, GHG emission savings were attributed to six different effects:

1) 7,000 tonnes by guests of honour, representatives of international associations and World Cup partners: Journeys by coach frequently substituted travel by car and plane. As a whole, the share of cars and planes of this group of visitors was around 45%, compared to an expected share of 60%.

2) 5,000 tonnes by foreign visitors: In contrast to the expectations of planners, fewer foreign visitors from neighbouring countries travelled by car to stadiums. Visitors from America, Asia and Australia also made greater use of rail travel than had been expected. The rail share was about 45%, where 25% had been expected. Numerous special and charter trains for foreign visitors, sample census at railway stations and the modest use of car parks underline the success of rail services.

3) 3,000 tonnes by domestic visitors: While the share of car drivers for normal Bundesliga and international matches is around 50%, during the World Cup car travel accounted for 45%. Rail travel, in particular, benefited from this development, with a share of just under 40%. The trend was confirmed by capacity utilization at "park & ride" facilities and parking areas for coaches, as well as by surveys of visitors in several Host cities.

4) 1,000 tonnes by journalists: As a result of the "Mobility BahnCard" for free rail travel, journalists partly dispensed with journeys by car or plane. The share of train journeys was not 50%, as expected, but almost 90%. This trend is confirmed by the capacity utilization of trains and flight bookings with the Travel and Event Services of the OC. Moreover, many journalists made use of night-train services to save the cost of a hotel room.

5) 800 tonnes by local transport: As a result of Green Goal measures, the share of environment-friendly transport by bus, rail and bicycle, as well as journeys on foot amounted to almost 75%. Before the World Cup a share of 55% had been expected (including 40% for local public transport).

6) 50 tonnes by the official World Cup vehicles fleet: The 900 vehicles in the official World Cup fleet covered a total 2.4 million kilometres. The resulting greenhouse gas emissions amounted to 900

[1] This is attributable, above all, to the large share of journeys by rail. Deutsche Bahn (DB) had developed and marketed special offers to attract as many visitors as possible to rail travel. These included the "World Champion Ticket", the "World Champion Pass" and "World Champion Surf&Rail".

With the "World Champion BahnCard 25, rail travelers obtained a 25% rebate on normal and economy prices from the beginning of April to the end of July 2006. It included the "City Ticket" in more than 80 cities, with which city-rail, the underground, trams and buses could additionally be used. The particular feature of the "World Champion BahnCard 25" was that it was linked with the success of the German team. With every round that the German team reached after the preliminary round its validity was extended by one month. With qualification for the semi-finals the Card therefore remained valid until the end of October 2006. By comparison, a normal BahnCard 25 costs 51.50 euros for one year. The "World Champion BahnCard 25" was definitely a good buy – thanks to the German team.

tonnes. Small buses with nine seats partly replaced cars with a lower passenger capacity. As a result, around 50 tonnes of greenhouse gases were saved.

Source: https://www.oeko.de/oekodoc/292/2006-011-en.pdf