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Concepts for tenant tickets for connecting habitation and transport

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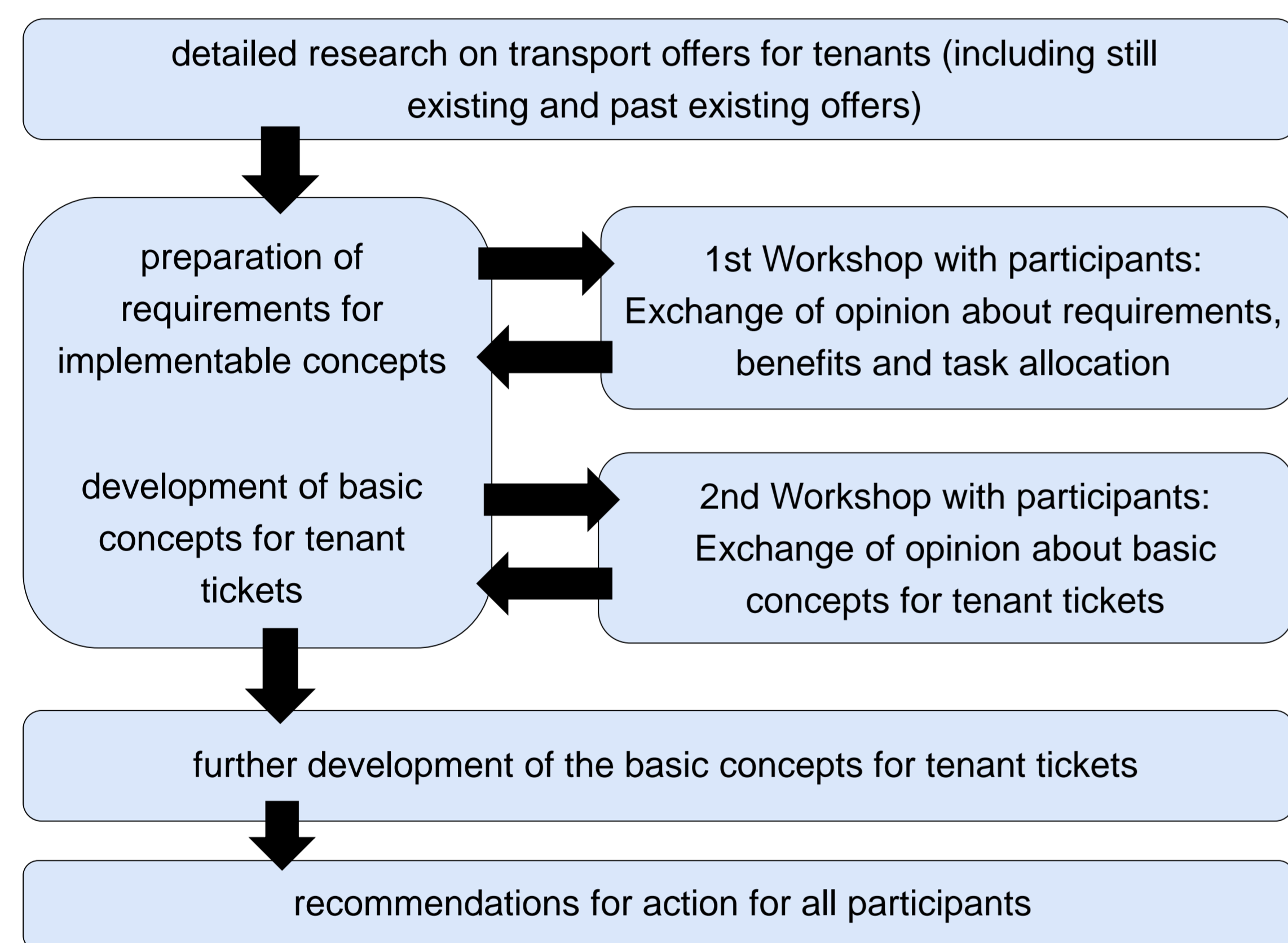
Background

Four out of five daily trips start or end at the own home (MID 2008). The daily decision to go by foot, bicycle, public transport or car is reached at the residence and depends on the residential environment and housing situation. Mobility management for housing areas resulting in a win-win-situation for all participants: The tenant benefits from cheaper public transport tickets and a bigger choice of transport mode. Furthermore, he gets a better access to public transport. Concerning the residential environment, through respective tenant ticket offers, potentials of general traffic reduction and saving parking facilities may arise. Housing companies may upgrade their main product "home" with respect to new offers. The same applies to transport companies. Additionally, the transport company can also calculate with a fixed income due to a minimum purchase of tenant tickets. (Bäumer 2009).

Objectives

The aim of the project "DieMo RheinMain" was the development of implementable concepts for tenant tickets (discounted subscriptions for public transport for tenants) in order to anchor public transport into the portfolio of housing companies. Thereby, different tenant tickets for different housing areas and housing situations have been developed. Those can also be combined with other mobility offers for housing areas, such as car sharing or pedelec rental. Despite many good arguments, corresponding proposals are only rarely considered in mobility strategies.

Methods



Sources:
Bäumer, D. (2009). Preiswerte ÖPNV-Tickets für Mieter und Bewohner bestimmter Quartiere oder Wohnungsbestände. Retrieved from: http://add-home.eu/docs/ILS_ticket_for_tenants_guidelines_DE.pdf, 13.03.2015.
Mobilität in Deutschland (MID) (2008). Database of MID 2008. www.mobilitaet-in-deutschland.de.

What are tenant tickets?

Tenant tickets can be understood as a housing- related transport offer for public transport, where tenants are able to use reduced season tickets for public transport as facultative offer. In particular, housing areas, estate tickets with an obligatory character can be offered as well.

Tenant tickets are particularly suitable for housing areas that are well integrated into the public transport network. An excellent customer service with easy purchase opportunity for tenant tickets is essential, just as a reliable passenger information. Already realised transport offers for tenants have shown that single measures need time to be accepted and appreciated by residents.



Source: bgw-bielefeld.de

Approach

A standardised approach for the implementation of a ticket for tenants and residents does not exist. Due to very different circumstances in cities and quarters it is barely possible. If a housing company likes to offer such a product, following aspects need to be examined and processed (Bäumer 2009):

- The primary aim is to identify the right contact person for tariffs.
- The existing ticket offers, including special conditions for pupils, students, seniors and major customers, as well as related services need to be examined.
- Selection of a ticket suitable for the tenant ticket; as far it is negotiable, additional services as transferability or the possibility for bicycle transport, can be arranged.
- Signing of a cooperation contract between housing company and transportation company.
- Specific communication measures to all addressed households that present the new product and its advantages. Additionally, an application form should be included.

Overview

model	Voluntary tenant ticket	Solidary tenant ticket	Ticket sharing
functionality	minimum purchase of tickets and discount transfer to tenants	mixed calculation between frequent and spare users of public transport	sharing of a transferable season ticket by user group
ticket purchase	optional	obligatory	optional
discount related to season ticket price	low	high	medium to very high
target group	all tenants of the housing company	all tenants of the housing company or residential area	tenants of individual living quarters, community associations
implementation	stock and new building	new building only	stock and new building
further measures (sample)	station- bound carsharing with open access open Pedelec rental	station- bound carsharing with open access neighbourhood- related carsharing open Pedelec rental	neighbourhood- related carsharing open Pedelec rental neighbourhood- related Pedelec rental

Concepts of tenant tickets

Voluntary tenant ticket

- based on the principle of major customer discounts: The housing company acts as intermediary and buys a larger quantity of tickets to major customer prices, and passes them with optional usage over to their tenants.
- discounts from 10-15 % of the standard prices are possible
- not bound to a full traffic concept, but recommendable
- can be used for a permanent implementation of the tenant ticket
- primarily adverts frequent users of public transport, who do not receive discounts, or occasional users, for who the purchase of a monthly ticket at the normal price is not viable
- not suitable for individual landlords or very small housing companies due to a minimum purchase of tickets
- requires an intensive cooperation between transport providers and housing associations

Solidary tenant ticket

- model, with obligatory ticket purchase for a determined group of tenants or households; the tenant receives the ticket from the housing company and returns it when he moves out
- costs of the tenant ticket should be charged with monthly rent
- offer conditions include regularly a mixed calculation between frequent and spare users of public transport → possibility for high discount
- only implementable for new building projects or completely neighborhood- related new letting; on legal ground "pacta sunt servanda" (lat.: contracts must be respected)
- not bound to a full traffic concept, but very recommendable; should be already considered within the building development planning
- requires an intensive cooperation between transport companies, housing associations and communes

Ticket sharing

- oriented towards existing car sharing models: determined user groups (e.g. residents from a district or from a single housing unit) are provided with transferrable season tickets for public transport that can be borrowed as required and are shared with all users
 - relatively easy to realise, both for existing and new letting
 - the housing association can run the offer alone
 - addresses non users and infrequent users of public transport
 - attractive when there is a high ticket availability
 - attractive discounts also for occasional journeys: using of discounted ticket only when needed
 - no minimum purchase of tickets
- suitable for individual landlords and mixed tenant structure

Source: ticketteilen.org

