



Philippe Jacobs

Head of Department Marketing & Communication

## Plans for Transportation to Workplaces Experiences and Good Practices

Development the public transportation offer at the Brussels Airport





# De Lijn



- What?  
Responsible for offering urban and regional public transport in the flemish region
- 508 million passengers on a yearly basis



# The flemish region

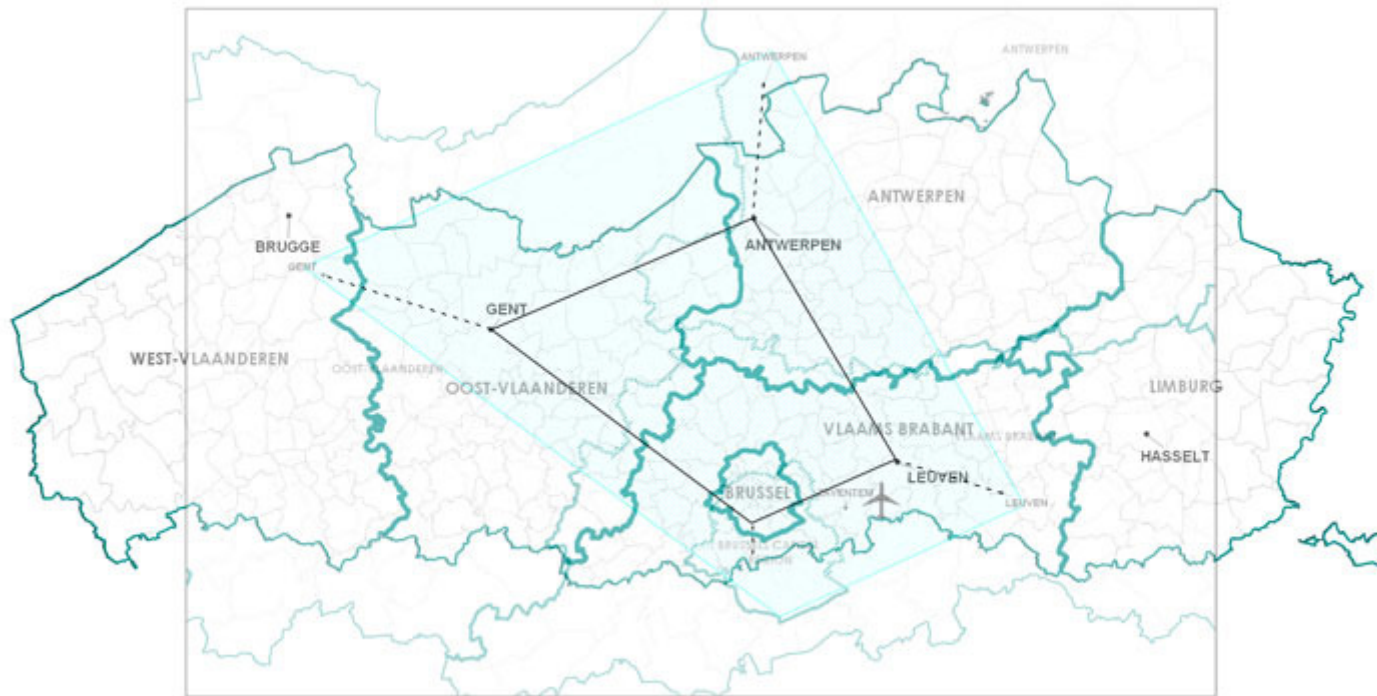


# The flemish region

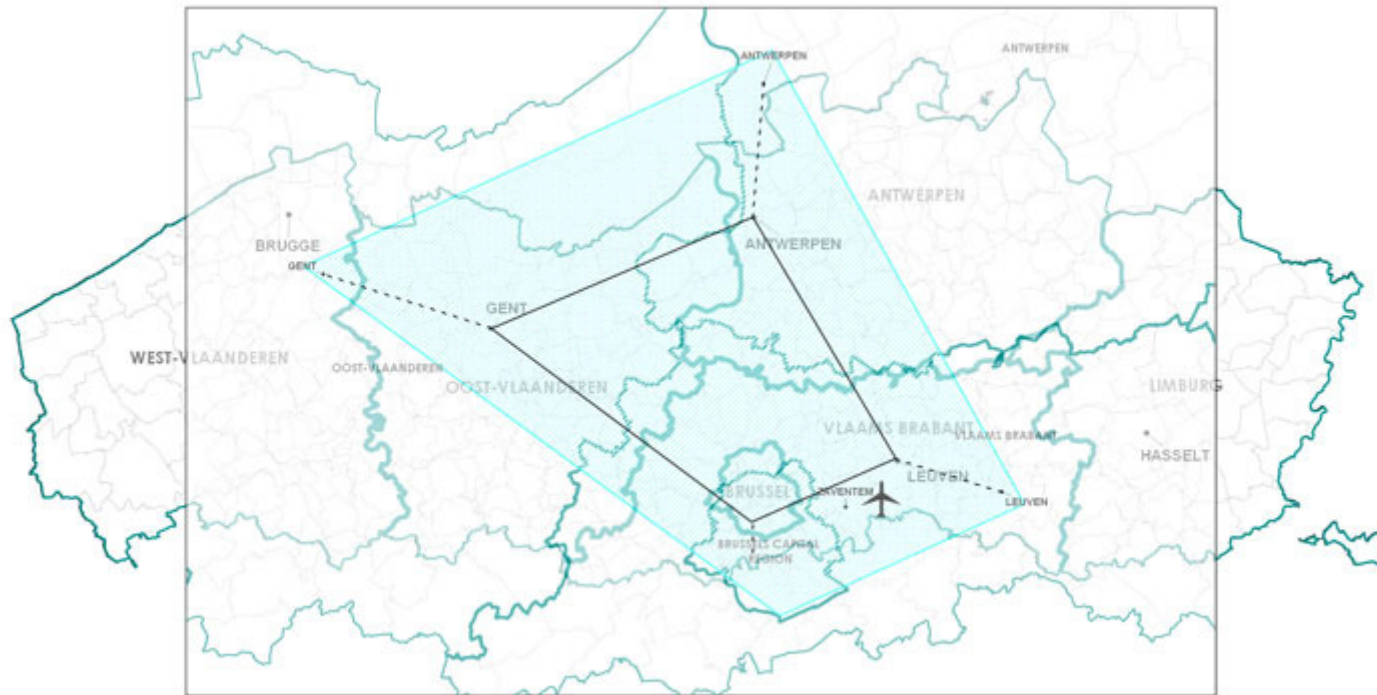




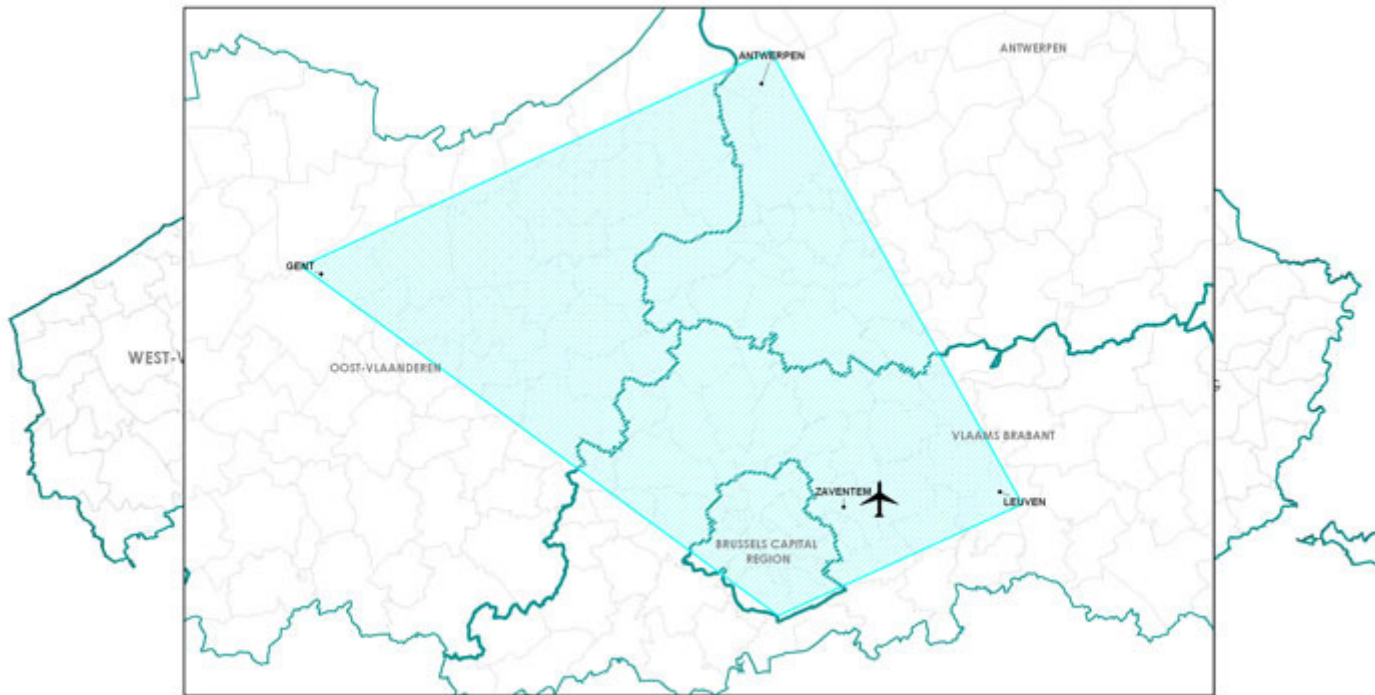
# The flemish region



# The flemish region

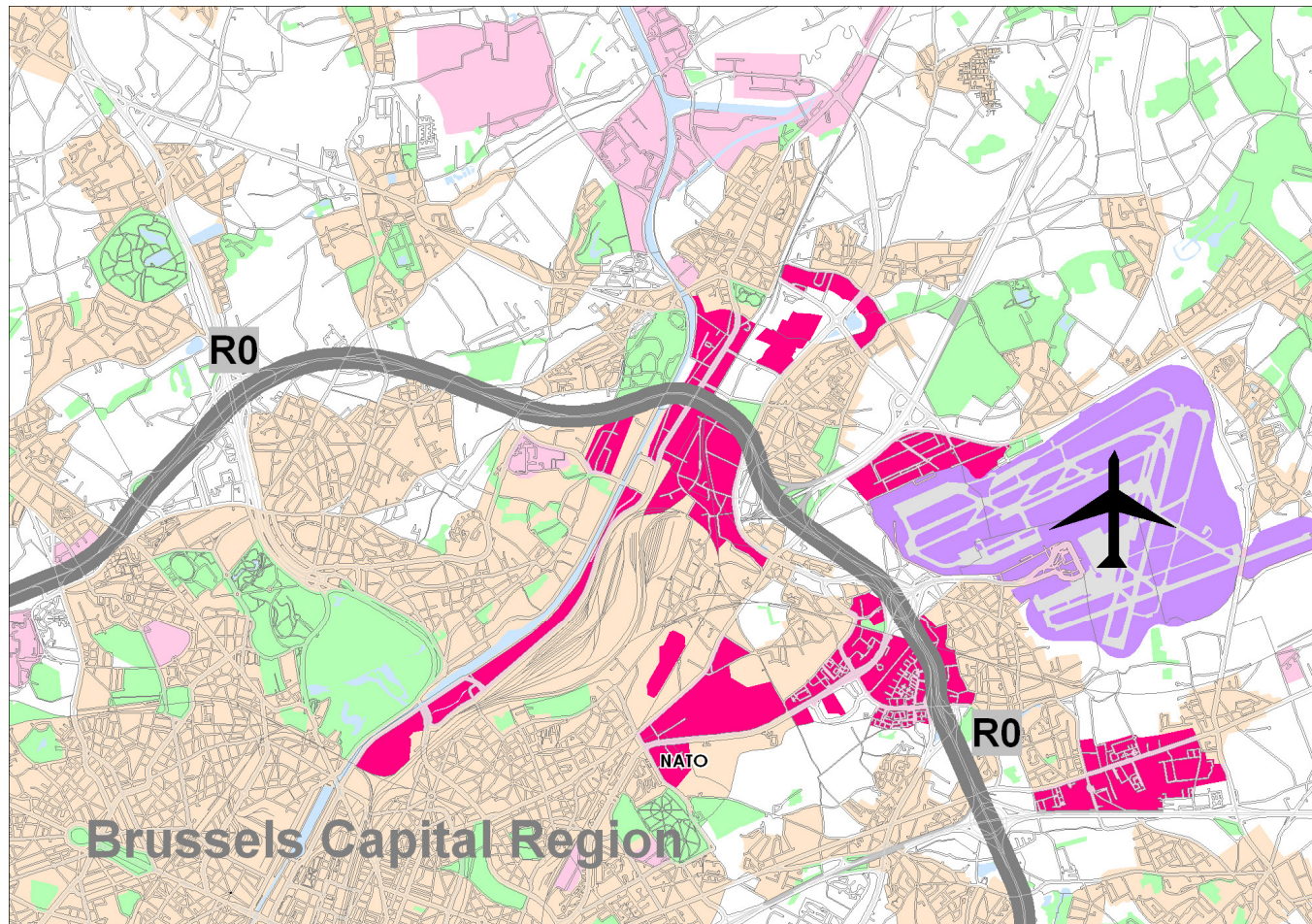


# The flemish region





# The airport region







# START

**START = Strategic Action plan for Reconversion and Employment in the airport-region**



**Leipzig**  
April 2007



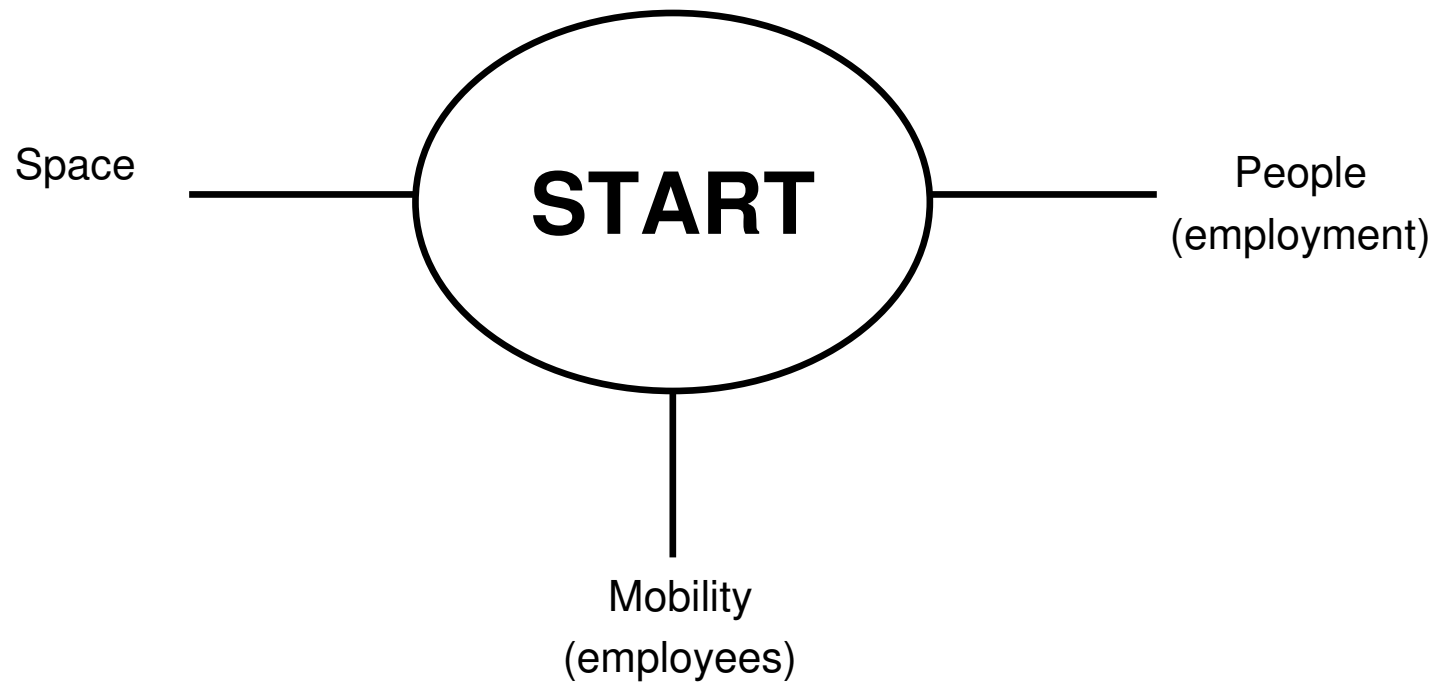
**1250 jobs lost**



**3500 jobs lost**



# START





# Motivation START

- Number of employment in 2008: **60,000 employees** (mainly shift work and flexible working hours)
- Area around Brussels is very sensitive to congestion (R0)
- Situation 2001: only 4 bus lines to the airport – direct trains only from Brussels to the airport ⇒ little attractive
  - ⇒ segment of PT in 2001: 93% car  
(employees only) 5% car passenger  
2% bus
- Origin – destination survey in cooperation with the Brussels Airport Company (BAC)
  - ⇒ 50% lives in a radius of 20 km around the airport



# START PT plan 2006 - 2009

- **Mission:**

- To improve the accessibility of the airport region with qualitative PT
- To Provide an alternative for the car

- **Objective:**

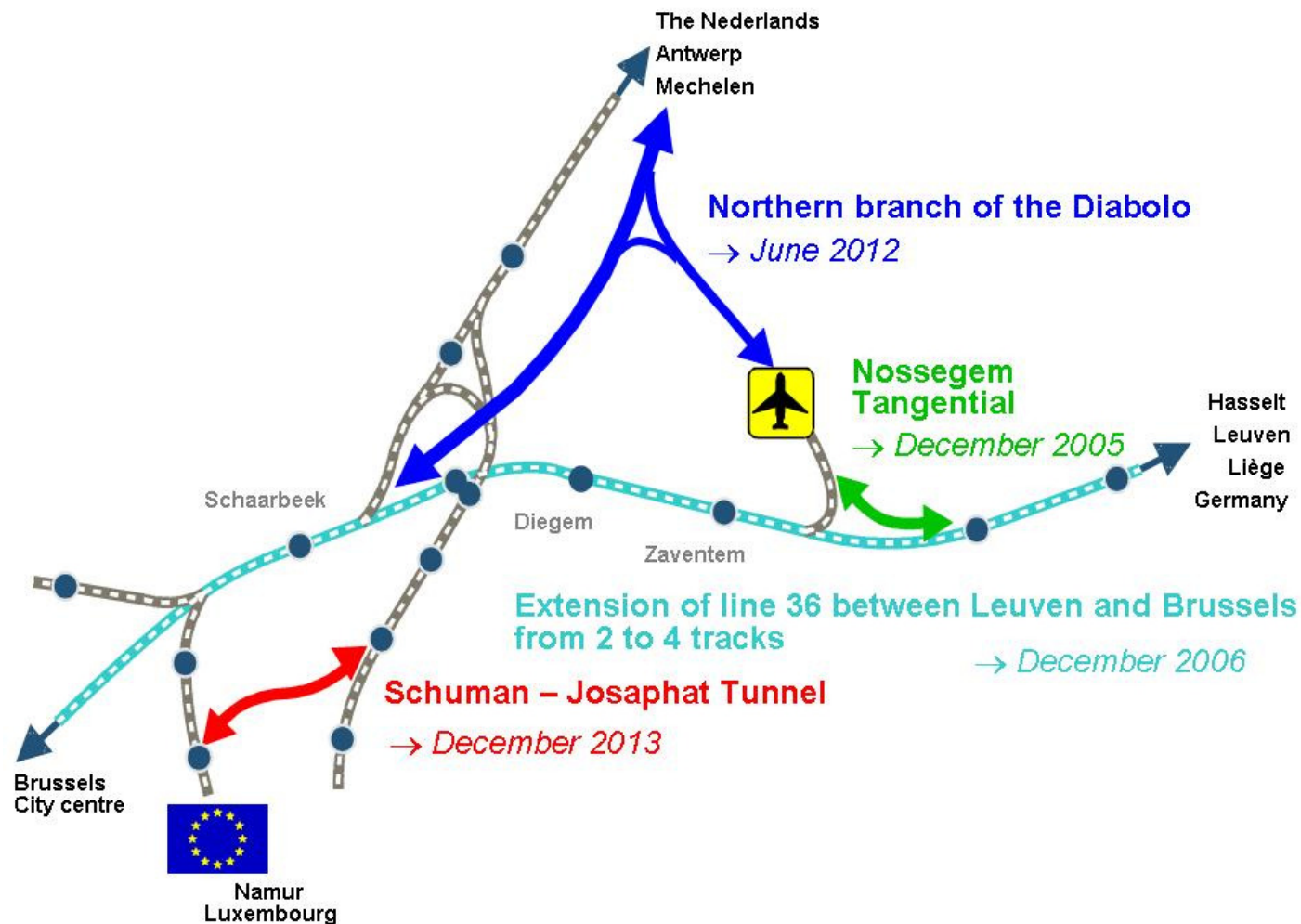
- 60/40 objective: 40% of the transport to and from the airport region with PT
  - 32% train (Diabolo)
  - 8% bus

- **PT Plan De Lijn:**

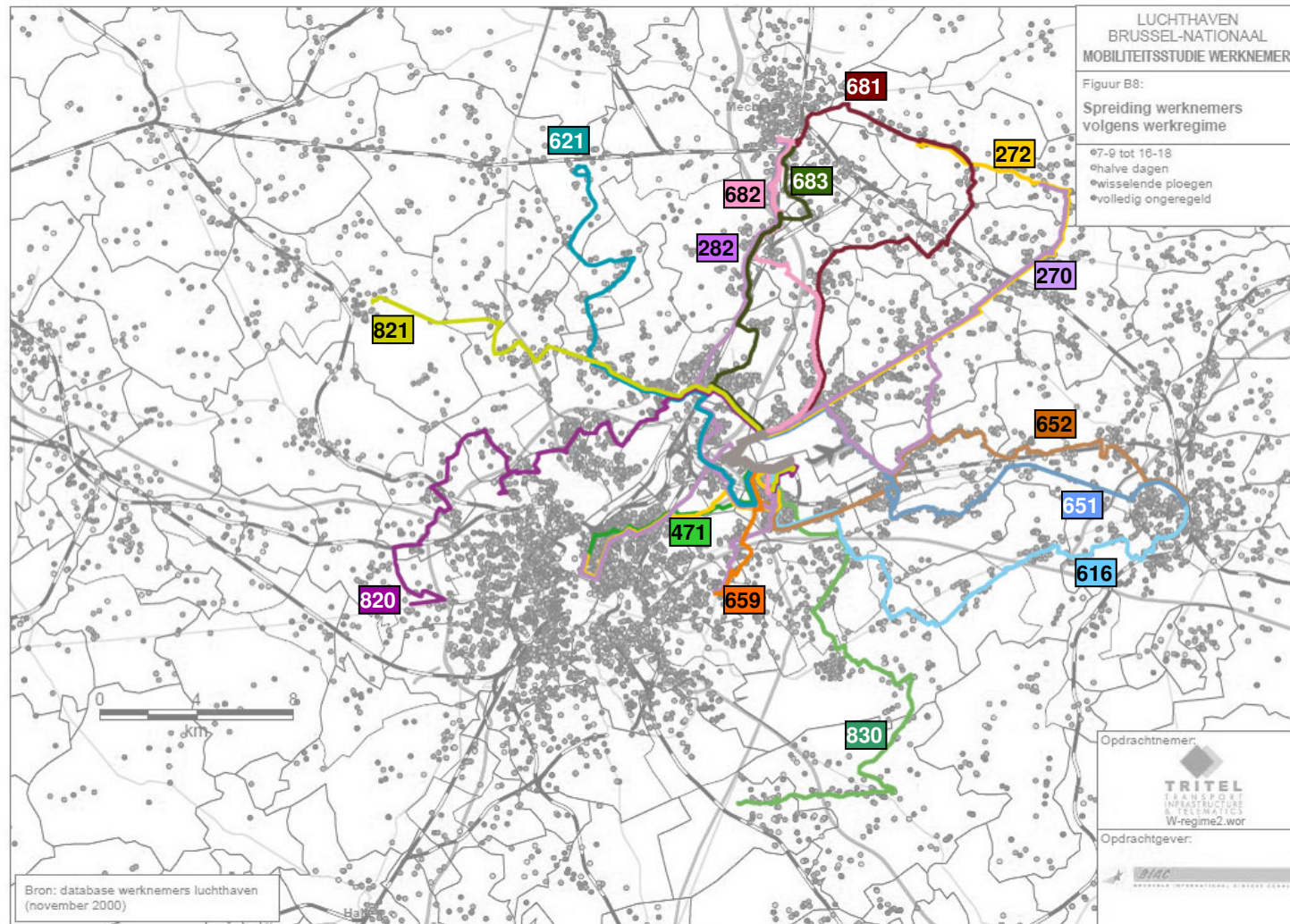
- New: 13 direct lines to the airport for employees within a radius of 20 km
  - High frequency (rush hour '15, day hour '30, weekend '60)
  - Broad amplitude
- Lightening of gridlock on the ring around Brussels (R0)
  - Increase frequency on existing regional public transport



# New infrastructure to improve rail connections to Brussels and the Airport

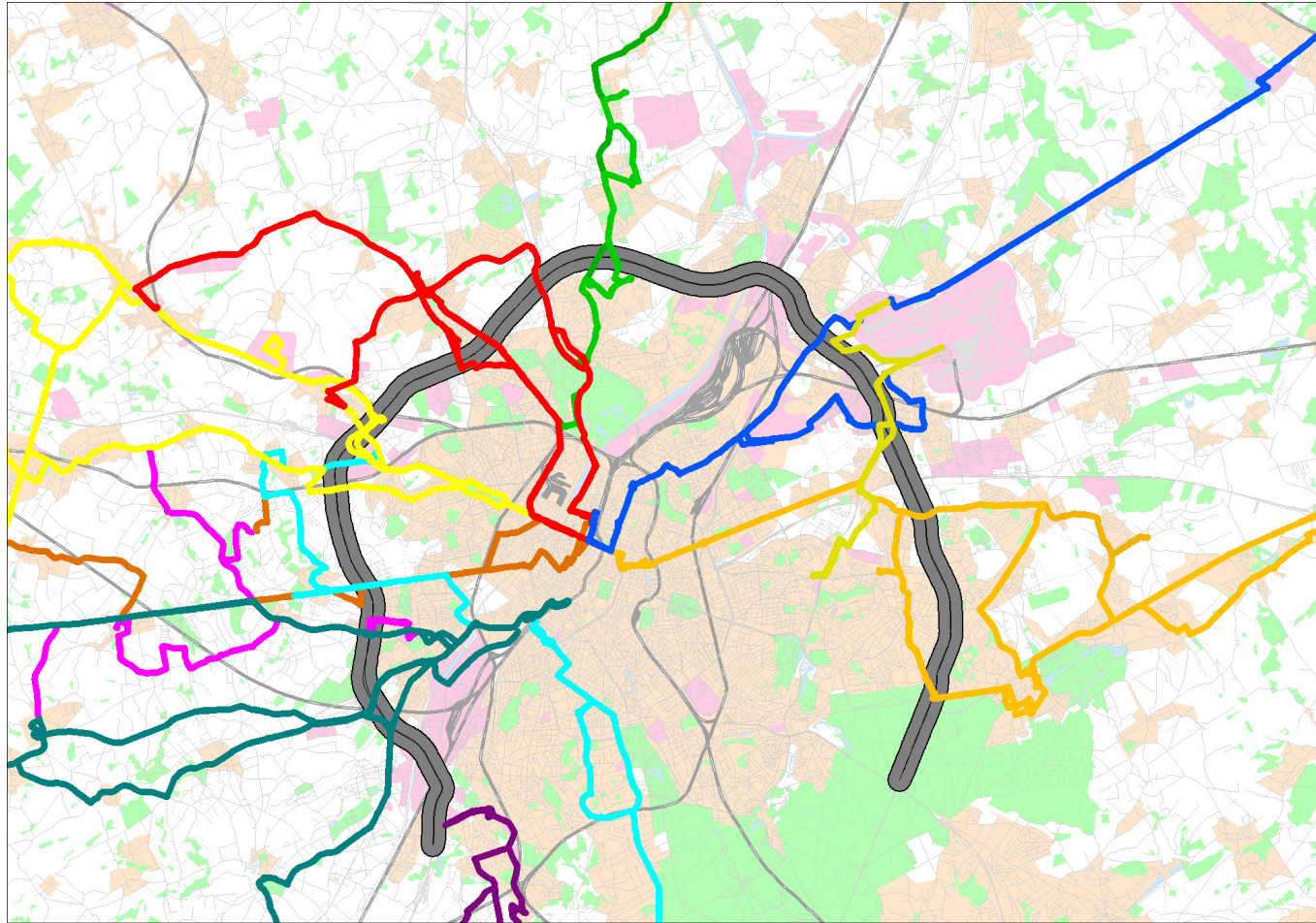


# Origin and destination of employees





# Increase frequency of regional public transport





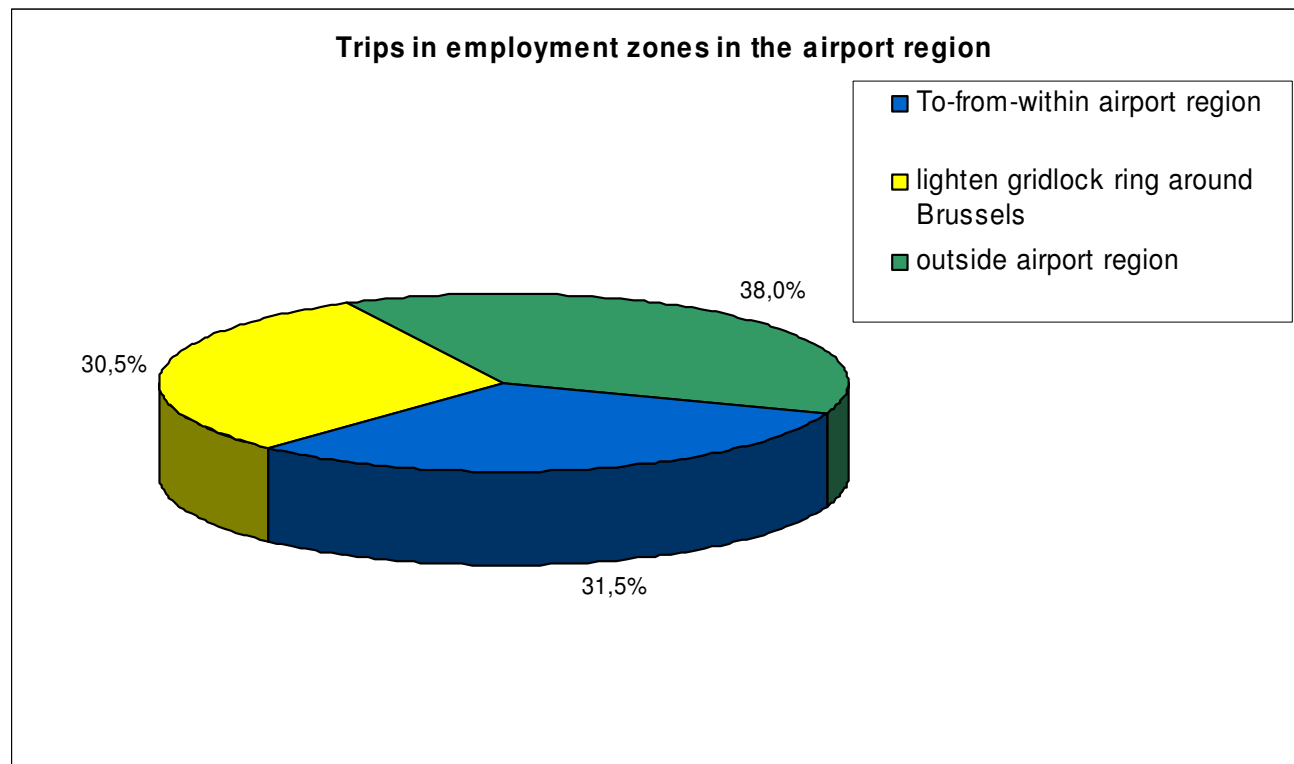
## Third party payment scheme – free try-out passes

- Partial refund in season tickets by employers
- Free boarding on our buses within the airport territory
- Free try-out passes for employees of several companies in the airport region
  - 254 employees used the try-out passes
  - 76% of the testers still use public transport now



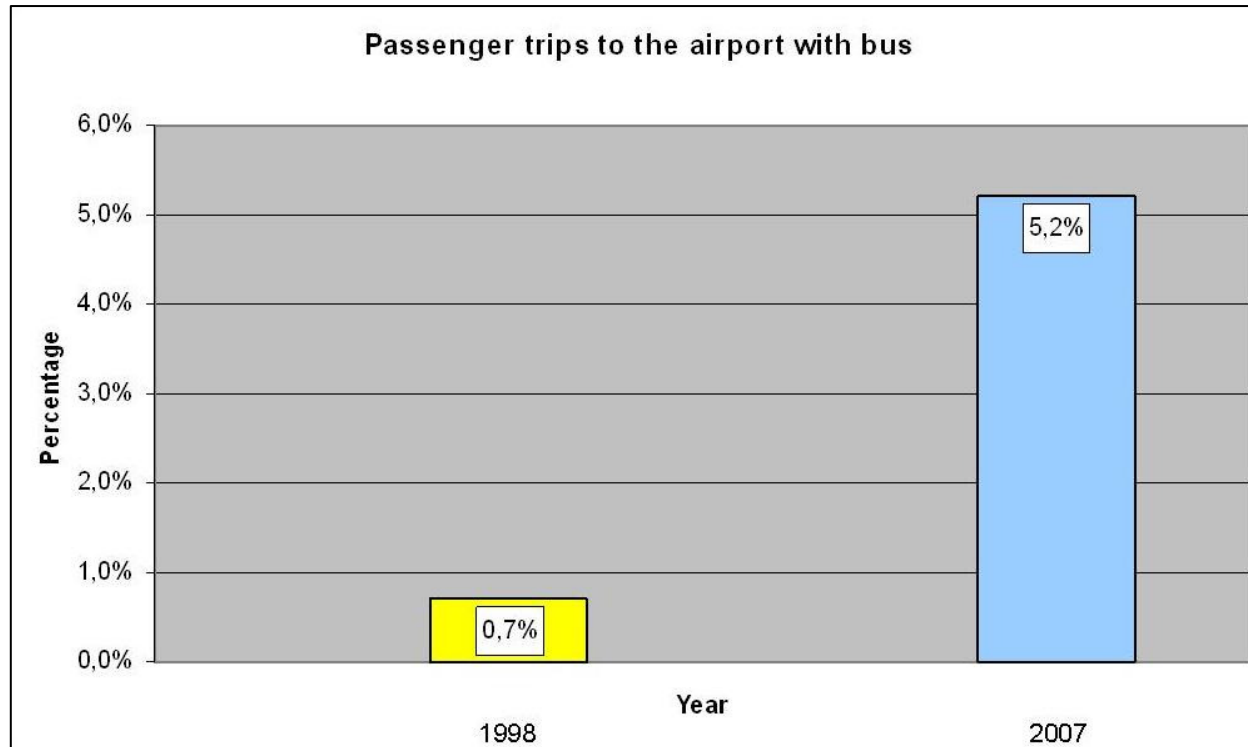
# Result and cost

- Annual exploitation cost: 35.3 million EUR
- An estimate number of 14.8 million passengers per year, after 5 years
- Now already 6.1 million passengers on a yearly basis



# Employees - Passengers

- **Employees**
  - 12% of the employees living in the intermediary communities use our busses (13 START-lines) to travel to the airport region
- **Passengers**





# Conclusion

- Having a plan at hand to *anticipate*
- Proper study and screening of needs
- Consulting *umbrella organizations* (Flanders' Chambers of Commerce and Industry, Trade Unions)
- Third party payment scheme – free try-out passes for employees of several companies in the airport region
- In accordance with the *policy of Flemish government*
- Each crisis offers *opportunities*
- Continuous process - for example: survey of public transport by night



Thank you for your attention.