

Impatient passenger demand for modern, reliable and affordable public transport amidst economic crisis...

...the case of Athens

3.8
million
people

1.4
million
cars

250,000
motorbikes

15,000
taxis

4
transport
modes





2004

Leading destination

New infrastructure: airport, metro, roads, bus fleet



**Years of recession
Athens amidst
economic crisis**

26%

Decrease
in passenger
volume



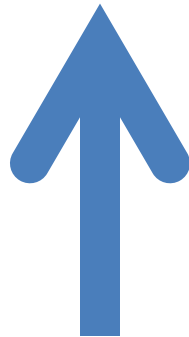
23%

Decrease in
transportation
work



50%

decrease
in state
subsidy



up to 40%
increase in fare
prices



42%
increase
of fare evasion

the challenge...

more than ever passengers need
modern
reliable
affordable
public transport



how
did we
respond to
that challenge?



The OASA Group

Coordinating

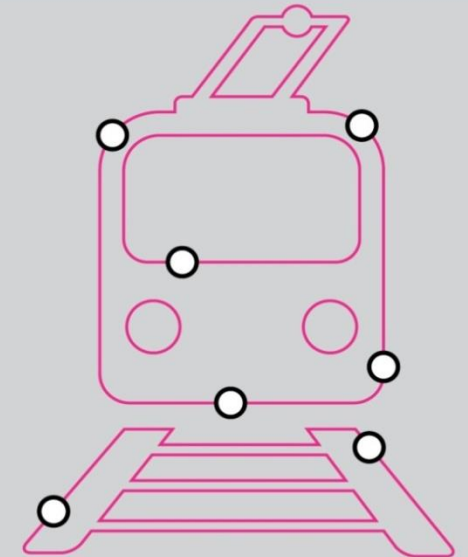
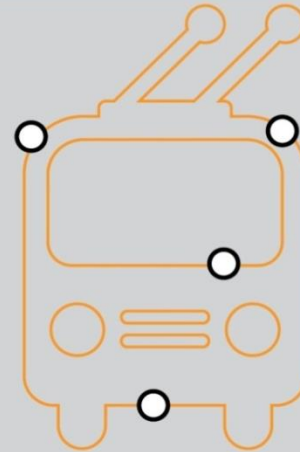
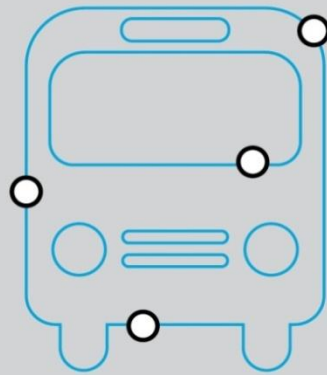
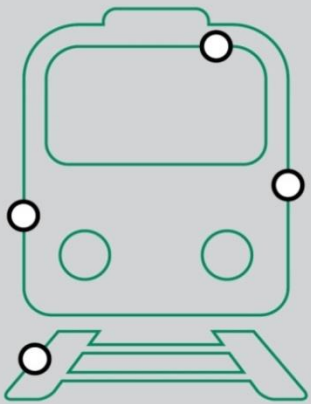
and supervising all public transport in greater Athens

Designing

the transportation work and the product policy

Operating

metro (lines 1,2,3), tram, buses and trolleybuses



New philosophy New strategy

Restructuring action plan





Vision

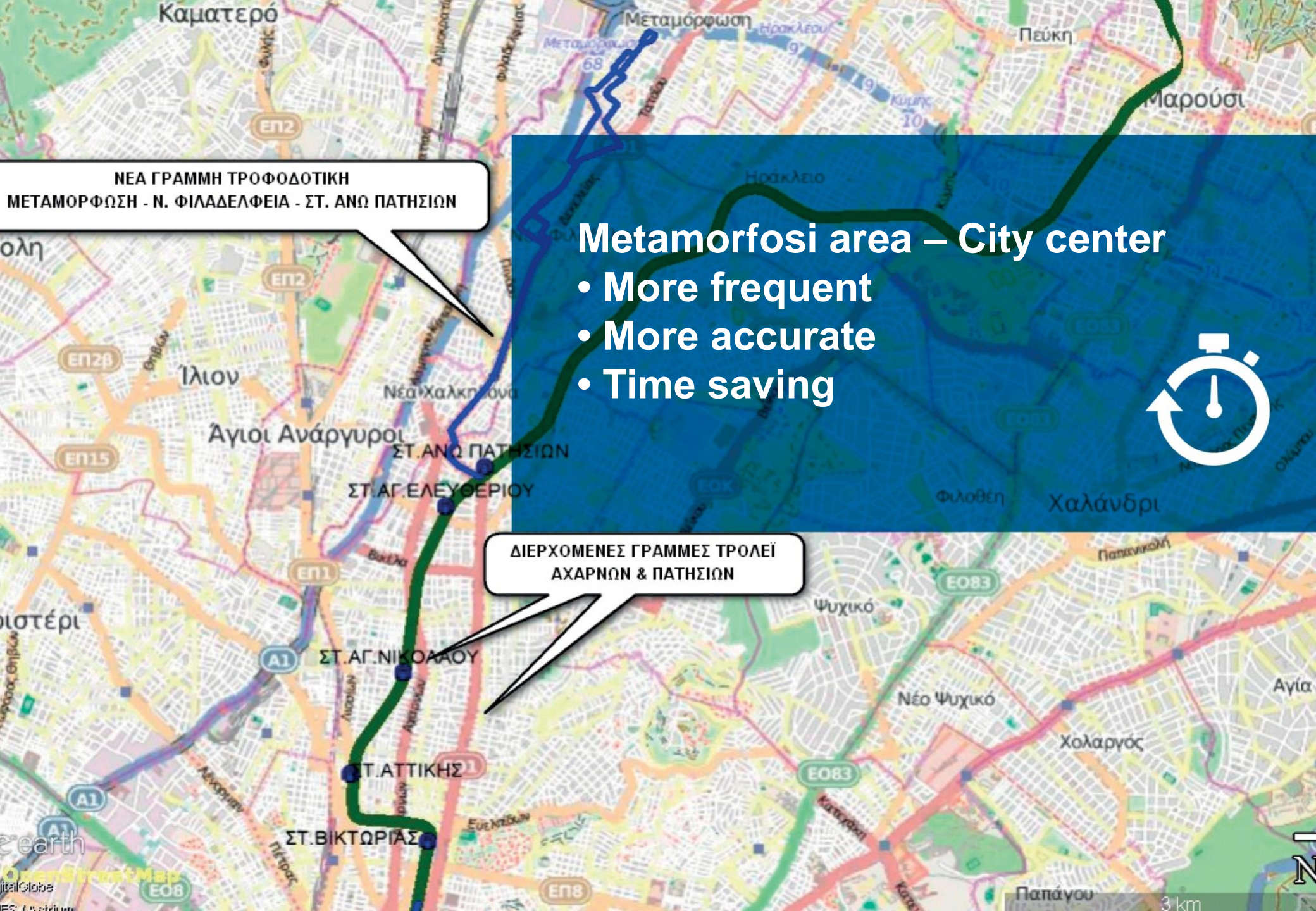
Sustainable and attractive public transport to become the preferred means of moving around the wider area of Athens, contributing to its economic, social and environmental development



Promote intermodality

16% change in passengers' behavior recorded 3 months after the implementation (TRENDS poll by MRB)





ΝΕΑ ΓΡΑΜΜΗ ΤΡΟΦΟΔΟΤΙΚΗ
ΜΕΤΑΜΟΡΦΩΣΗ - Ν. ΦΙΛΑΔΕΛΦΕΙΑ - ΣΤ. ΑΝΩ ΠΑΤΗΣΙΩΝ

Metamorfosi area – City center

- More frequent
- More accurate
- Time saving



ΔΙΕΡΧΟΜΕΝΕΣ ΓΡΑΜΜΕΣ ΤΡΟΛΕΪ
ΑΧΑΡΝΩΝ & ΠΑΤΗΣΙΩΝ

New product policy

Tickets & travelcards for all transport modes
Reduced fare prices
New products (5-day ticket, 3/6-month travelcards)



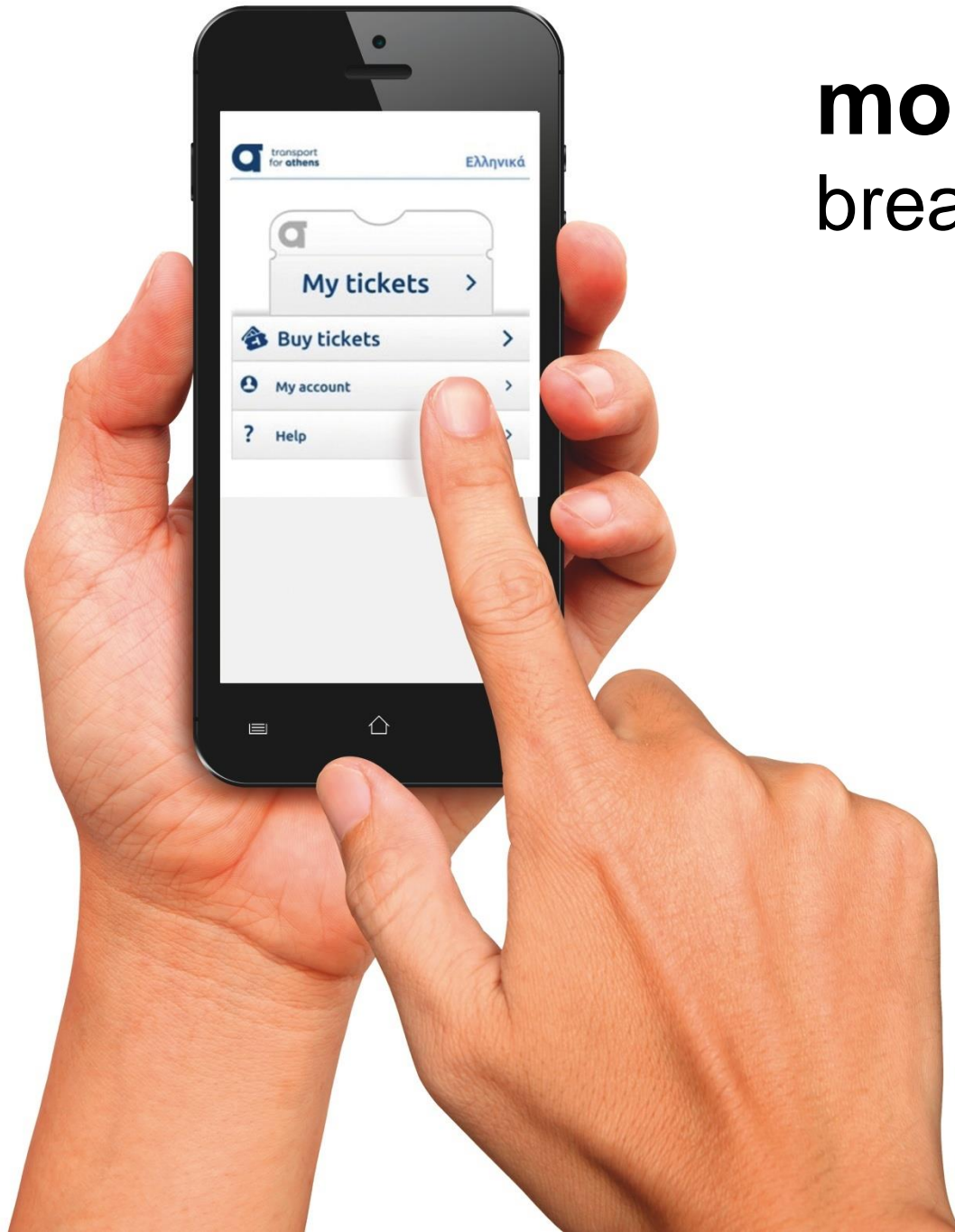


Measures against fare evasion





**Smart technology
Innovation**



mobile ticketing
breaking the paper taboo

060587 ΑΦΙΞΗ/ARRIVAL
ΓΡΑΜΜΗ/LINE ΔΙΑΔΡΟΜΗ / ROUTE
224 ΕΛ.ΒΕΝΙΖΕΛΟΥ - ΚΑΙΣΑΡΙΑΝΗ 6'
224 ΕΛ.ΒΕΝΙΖΕΛΟΥ - ΚΑΙΣΑΡΙΑΝΗ 22'
224 ΕΛ.ΒΕΝΙΖΕΛΟΥ - ΚΑΙΣΑΡΙΑΝΗ 29'
ΓΡΑΜΜΗ 224 : ΠΙΛΟΤΙΚΗ ΛΕΙΤΟΥΡΓΙΑ
συγκοινωνίες αθηνών www.tfa.gov.gr
ΣΥΝΤΑΓΜΑ
SYNTAGMA

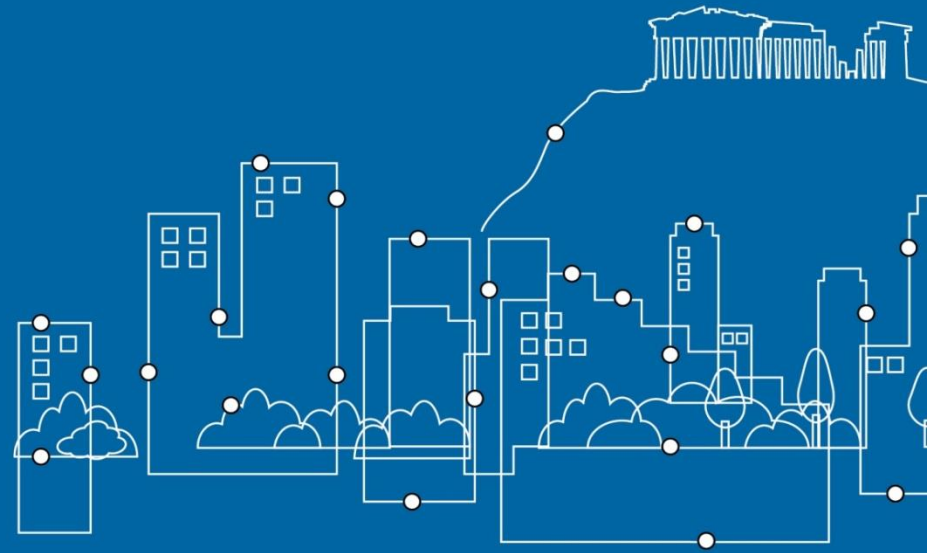
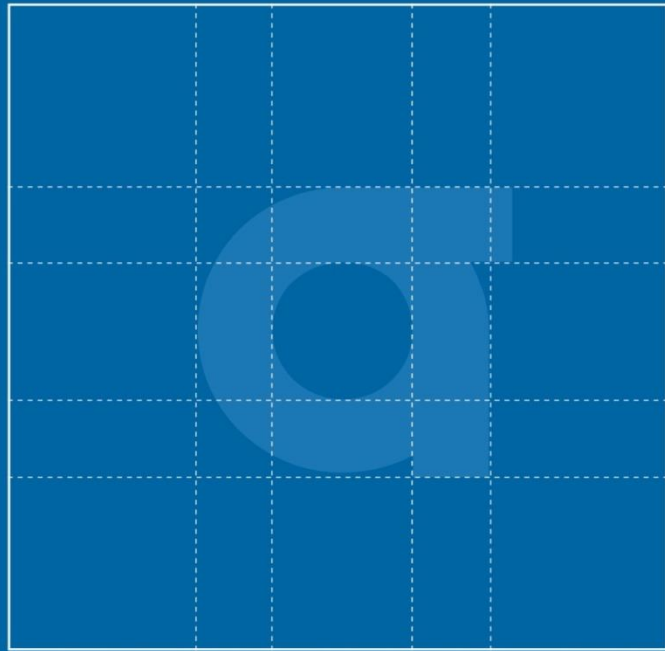
224 ΕΛ.ΒΕΝΙΖΕΛΟΥ - ΚΑΙΣΑΡΙΑΝΗ
203 ΚΡΑΣ. ΜΑΡΤΥΡΙΑ
204 ΑΙΩΝΙΑ ΠΥΛΗ
224 ΕΛ.ΒΕΝΙΖΕΛΟΥ - ΚΑΙΣΑΡΙΑΝΗ
722 Σ. ΜΑΡΤΥΡΙΑ

PPP
Passenger Information & Fleet
Management (Telematics)



PPP
Electronic ticketing
by end 2016





New brand!

Transport for Athens

One city. One Network.



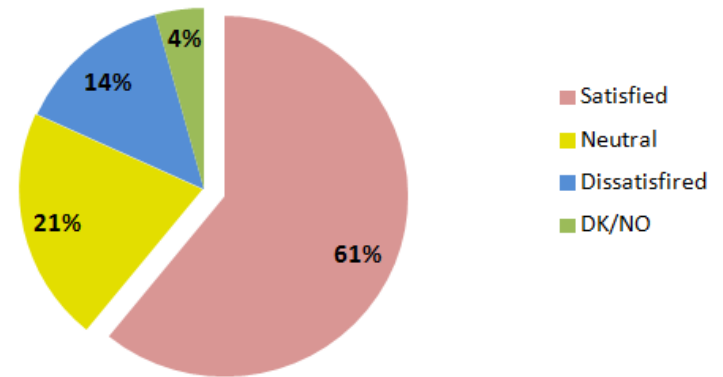
Approaching the youth

photo competition
in social media
attracting
396,000 unique users
on Facebook

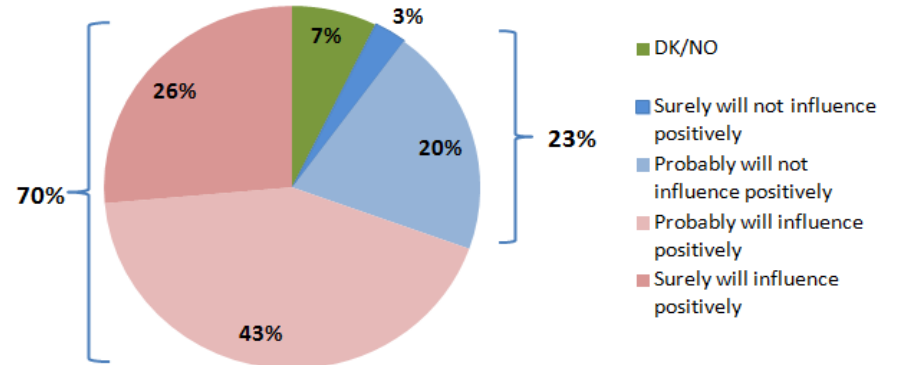


Unprecedented approval ratings

Degree of passenger satisfaction

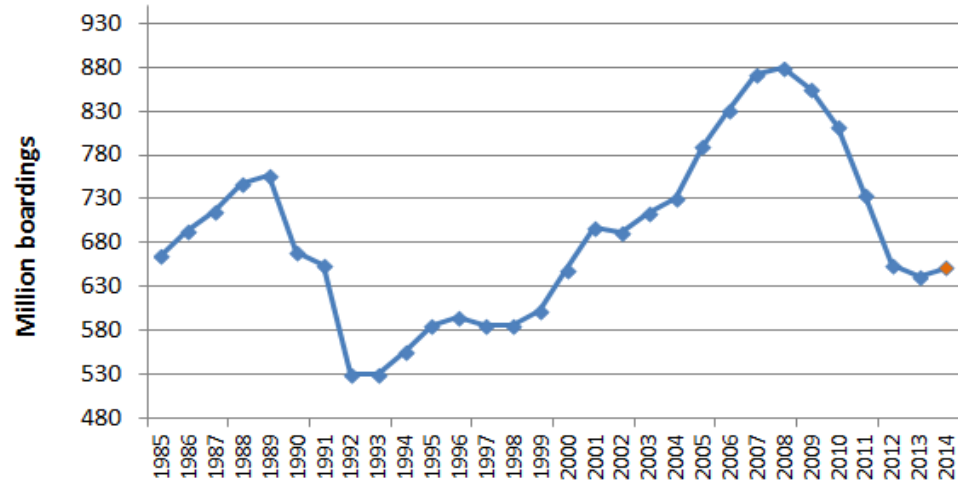


Positive influence of changes for public transport



1.4% Increase in passenger volume

the first after
5 years of decline;
reaching 651 million
boardings

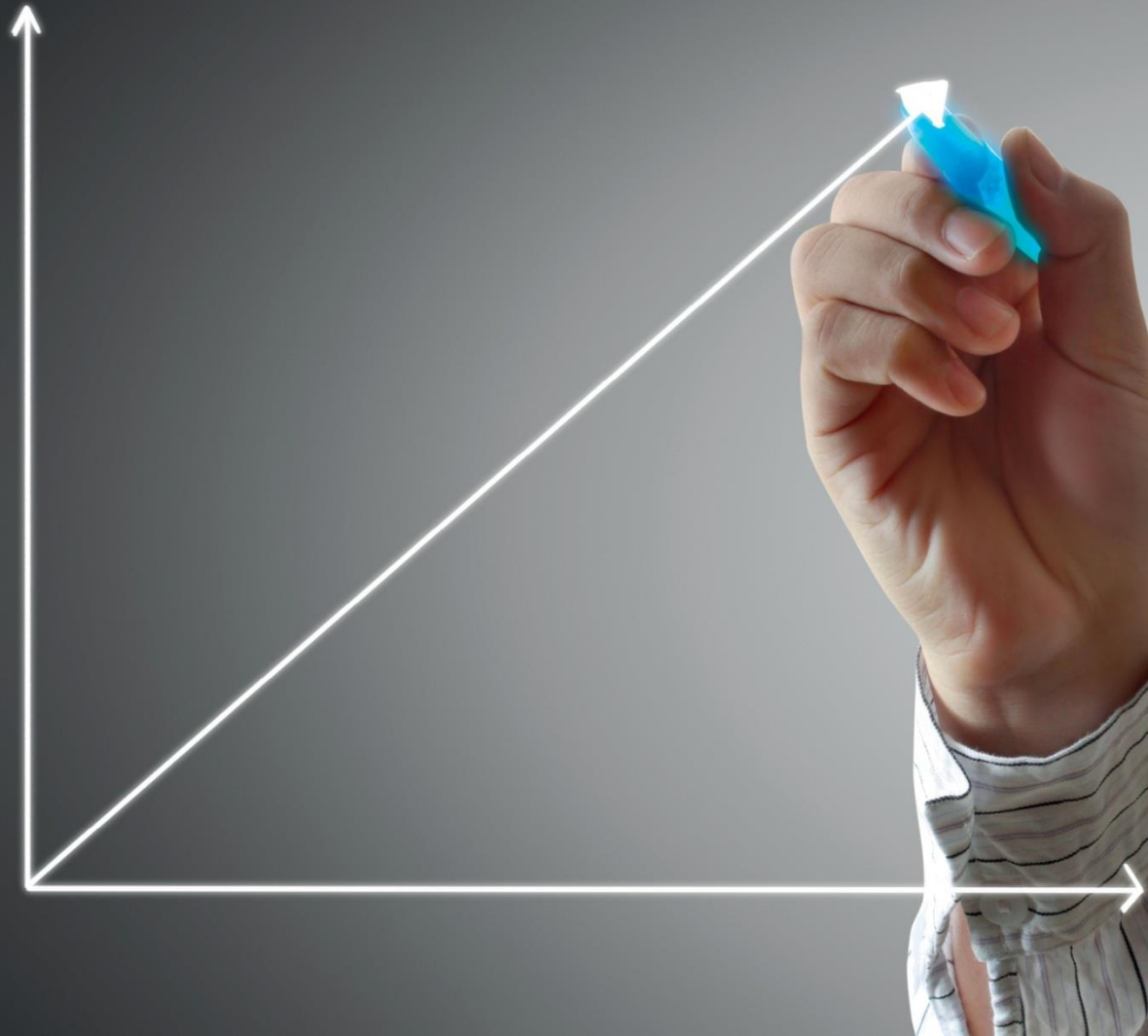


Upward trend

passenger base expanded;
loyalty increased

20.8% increase
for monthly travelcard users

40.7% contribution
of monthly travelcards
to total fare revenues
(29.8% in 2013)



revenues increased
by € 14.6 million
in 2014 against 2013



A blurred high-speed train in a subway station. The train is moving from right to left, creating a sense of motion. The station has a tiled floor and a curved ceiling with recessed lighting. The text "Job done?" is overlaid in the center of the image.

Job done?

More is needed
Restructuring implementation
Leadership and commitment

Increase revenues


Streamline costs

**Reinforce
passenger-centric
positioning**

Strategic objectives

Partnerships & implementation





Increase urban mobility

Measuring and optimizing the environmental footprint of the Group





Welcome to Athens
Welcome to Transport for Athens



transport
for **athens**

One city. One network.