But what is it … making traffiQ unique in Germany
Tendering vs. Direct Awarding

- 6 bus bundles are tendered

- Several private bus companies are on the market

- Easy accessible infrastructure

- light rail and 2 bus bundles:
  Direct awarding to VGF/ICB (city owned public transport company)
Setting high quality standards

increase the number of customers for public transport
Fundamental Contents of the Transit Service Contracts

- Duration of services, scope of services (including operating schedule, time schedules, routes)
- Compliance with all laws, standards and requirements
- Quality requirements for vehicles, staff, distribution
- Reporting obligations
- Financing, provision of collaterals
- Bids are not allowed to contain public subsidies in order to be comparable
- Observance of high environmental standards are obligatory
Quality to win and keep customers

*Setting high standards*

**Quality requirements for operation and infrastructure**
- Same standards for all modes (bus and rail)

**Control quality**
- Measure hard (objective) and soft (subjective) criteria

**Give incentives**
- Bonus payment for good services, penalty for bad ones to fulfill standards and motivate operators

**Success**
- Continuous increase of customer satisfaction
- Saving money whilst increasing quality
Quality to win and keep customers

*Setting high standards*

**Quality requirements for operation and infrastructure**

Same standards for all modes (bus and rail)

Vehicle, infrastructure and staff requirements, e.g.

- Average age (vehicles)
- Technical equipment features (vehicles, infrastructure)
- Minimum space - seat partition (vehicles)
- Customer information (vehicles, infrastructure)
- Exhaust standard (vehicles)
- Cleanliness (vehicles, infrastructure)
- Knowledge of rules and regulations, network and routes, fare rates and types of tickets (staff)
- Good conduct of the German language and pleasant appearance (staff)
- Behaviour: general conduct, conversational skills, social skills relating to passengers restricted in their mobility, driving skills (staff)
Quality to win and keep customers

*Setting high standards*

Control quality

Measure hard (objective) and soft (subjective) criteria

Objective Criteria, e.g.
- Accuracy and efficiency of passenger information outside and on board the vehicle
- Standardized appearance of staff
- Sale of tickets
- Driving staff’s knowledge of rates and location (tariff test)

Subjective criteria - Customer satisfaction, e.g.
- Punctuality
- Personal safety on board
- Temperature on board
- Cleanliness of vehicle
- Quality of information
- Style of driving
- Friendliness/responsiveness
- Appearance
Assessment and sanctioning by means of the “Bonus-Malus-System”

Mali + Penalties = max. 5% of annual basic compensation
Objective (hard) quality gains

Correctness and function of the passenger information on the vehicle
A1: destination front
A2: destination door side
A3: line number front
A4: line number door side
A5: line number rear side

Correctness and function of the passenger information in the vehicle
A6: display of the next stop
A7: display of the following 3 stops
A8: display of the transfers
A9: announcement of the next stop and transfers
A10: recent network plan
A11: display stop after using the stop button
A12: acoustic „stop“ signal after using the stop button

Distribution of tickets
A13: ticket purchase possible
Subjective (soft) quality gains

Offer
B1: Punctuality

Vehicles
B2: personal security in the vehicle
B3: temperature in the vehicle
B4: cleanliness of the vehicle

Drivers
B5: quality of information
B6: way of driving
B7: kindness readiness to help
Bonus-Malus system

- Malus
- No malus
- No bonus
- Bonus

2.5 2.4 2.3

Tolerance range
Capping borders
Verteilung des Bonus- und Malus-Budgets auf die Qualitätskriterien

Aufteilung auf die A-Kriterien:
A1: 5%  A5: 5%  A9: 15%
A2: 5%  A6: 10% A10: 5%
A3: 5%  A7: 5%  A11: 5%
A4: 5%  A8: 5%  A12: 5%
                          A13: 25%

Aufteilung auf die B-Kriterien:
B1: 20%  B5: 12,5%
B2: 10%  B6: 12,5%
B3: 10%  B7: 12,5%
B4: 10%  B8: 12,5%
<table>
<thead>
<tr>
<th>Bezeichnung</th>
<th>Kriterium</th>
<th>M-Grenze</th>
<th>Soll</th>
<th>B-Grenze</th>
<th>4</th>
<th>Ergebnis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zufriedenheit mit der Pünktlichkeit</td>
<td>B1</td>
<td>2,5</td>
<td>2,4</td>
<td>2,3</td>
<td>2,3</td>
<td>-</td>
</tr>
<tr>
<td>Zufriedenheit mit der persönlichen Sicherheit</td>
<td>B2</td>
<td>2,0</td>
<td>1,9</td>
<td>1,8</td>
<td>2,0</td>
<td>-</td>
</tr>
<tr>
<td>Zufriedenheit mit der Temperatur im Fahrzeug</td>
<td>B3</td>
<td>2,1</td>
<td>2,0</td>
<td>1,9</td>
<td>1,9</td>
<td>-</td>
</tr>
<tr>
<td>Zufriedenheit mit der Sauberkeit des Fahrzeugs</td>
<td>B4</td>
<td>2,3</td>
<td>2,2</td>
<td>2,1</td>
<td>2,0</td>
<td>Bonus</td>
</tr>
<tr>
<td>Zufriedenheit mit der Qualität der Auskünfte des Fahrgasts</td>
<td>B5</td>
<td>2,2</td>
<td>2,0</td>
<td>1,8</td>
<td>2,2</td>
<td>-</td>
</tr>
<tr>
<td>Zufriedenheit mit dem Fahrstil des Fahrgasts auf der Linie</td>
<td>B6</td>
<td>2,5</td>
<td>2,4</td>
<td>2,3</td>
<td>2,4</td>
<td>-</td>
</tr>
<tr>
<td>Zufriedenheit mit der Freundlichkeit/Hilfsbereitschaft des Fahrgasts</td>
<td>B7</td>
<td>2,2</td>
<td>2,1</td>
<td>2,0</td>
<td>2,1</td>
<td>-</td>
</tr>
<tr>
<td>Zufriedenheit mit dem äußeren Erscheinungsbild des Fahrgasts</td>
<td>B8</td>
<td>2,0</td>
<td>1,9</td>
<td>1,8</td>
<td>1,9</td>
<td>-</td>
</tr>
</tbody>
</table>
### Malus-Berechnung

<table>
<thead>
<tr>
<th>Kriterium A</th>
<th>Toleranz-Wert</th>
<th>ermittelter IST-Wert</th>
<th>ermittelter IST-Wert (gerundet)</th>
<th>Differenz</th>
<th>erreichte Schrittzahl</th>
<th>angesetzte Schrittzahl (je angef. 2%-Pkt. je Schritt)</th>
<th>Malus in € pro Schritt (aus Pkt. 2a)</th>
<th>Malus in € pro Merkmal</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>98%</td>
<td>97,9%</td>
<td>98%</td>
<td>0%</td>
<td>0</td>
<td>0</td>
<td>1.798,20 €</td>
<td>- €</td>
</tr>
<tr>
<td>A2</td>
<td>98%</td>
<td>97,8%</td>
<td>98%</td>
<td>0%</td>
<td>0</td>
<td>0</td>
<td>1.798,20 €</td>
<td>- €</td>
</tr>
<tr>
<td>A3</td>
<td>98%</td>
<td>100,0%</td>
<td>100%</td>
<td>0%</td>
<td>0</td>
<td>0</td>
<td>1.798,20 €</td>
<td>- €</td>
</tr>
<tr>
<td>A4</td>
<td>98%</td>
<td>100,0%</td>
<td>100%</td>
<td>0%</td>
<td>0</td>
<td>0</td>
<td>1.798,20 €</td>
<td>- €</td>
</tr>
<tr>
<td>A5</td>
<td>98%</td>
<td>100,0%</td>
<td>100%</td>
<td>0%</td>
<td>0</td>
<td>0</td>
<td>1.798,20 €</td>
<td>- €</td>
</tr>
<tr>
<td>A6</td>
<td>98%</td>
<td>100,0%</td>
<td>100%</td>
<td>0%</td>
<td>0</td>
<td>0</td>
<td>1.798,20 €</td>
<td>- €</td>
</tr>
<tr>
<td>A7</td>
<td>98%</td>
<td>94,8%</td>
<td>95%</td>
<td>3%</td>
<td>2</td>
<td>2</td>
<td>3.596,40 €</td>
<td>7.192,80 €</td>
</tr>
<tr>
<td>A8</td>
<td>98%</td>
<td>95,7%</td>
<td>96%</td>
<td>2%</td>
<td>1</td>
<td>1</td>
<td>1.798,20 €</td>
<td>1.798,20 €</td>
</tr>
<tr>
<td>A9</td>
<td>98%</td>
<td>97,3%</td>
<td>97%</td>
<td>1%</td>
<td>1</td>
<td>1</td>
<td>1.798,20 €</td>
<td>1.798,20 €</td>
</tr>
<tr>
<td>A10</td>
<td>98%</td>
<td>97,8%</td>
<td>98%</td>
<td>0%</td>
<td>0</td>
<td>0</td>
<td>5.394,60 €</td>
<td>- €</td>
</tr>
<tr>
<td>A11</td>
<td>98%</td>
<td>99,0%</td>
<td>99%</td>
<td>0%</td>
<td>0</td>
<td>0</td>
<td>1.798,20 €</td>
<td>- €</td>
</tr>
<tr>
<td>A12</td>
<td>98%</td>
<td>97,0%</td>
<td>97%</td>
<td>1%</td>
<td>1</td>
<td>1</td>
<td>1.798,20 €</td>
<td>1.798,20 €</td>
</tr>
<tr>
<td>A13</td>
<td>98%</td>
<td>98,1%</td>
<td>98%</td>
<td>0%</td>
<td>0</td>
<td>0</td>
<td>1.798,20 €</td>
<td>- €</td>
</tr>
<tr>
<td>A14</td>
<td>98%</td>
<td>98,8%</td>
<td>99%</td>
<td>0%</td>
<td>0</td>
<td>0</td>
<td>8.991,00 €</td>
<td>- €</td>
</tr>
</tbody>
</table>
Frankfurt Sustainability

green Energy (on tramway and underground)
low emission (on bus)
Environmental innovation

*Demanding exhaust emission standards*

**traffiQ as Germany's pioneer**
EEV standard in all new busses since 2007
Even before low emission zones in metropolises were considered

**Vehicle industry pulls along**
Market for EEV busses is growing

**Following development**
Hybrid busses (starting early 2011)
Electric vehicles (starting late 2011)

**Tramway & underground traffiQ**
operating completely with green energy

**Success**
Less polluting PT, reduced costs at the same time
Measure of the quality

The passenger satisfaction has increased
Passengers  
2006 – 2014  
Bus I Tram I U-Bahn  

from 183,6 Mio. 
To 214,3 Mio.  

+ 16,7 %  

Customer satisfaction also increases
We create.
Networkers for mobility!

traffiQ – Local public transport authority for the City of Frankfurt, Germany
Die Qualität stimmt
Frankfurter Fahrgäste sind zufriedener

Globalzufriedenheit mit dem Frankfurter ÖPNV
Nutzer/innen des lokalen ÖPNV

Globalzufriedenheit
Frankfurt (lokaler Verkehr) vs. Deutschland gesamt

87% der Befragten sind mindestens zufrieden!

Frankfurt vs. Deutschland

- Frankfurt (lokaler Verkehr)
- Deutschland