

Facilitating Intermodal Passenger Travel

*Towards ... Seamless door-to-door travel
using several transport modes*

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Smart mobility challenge on Journey planners

Siim Kallas, V.P. of the European Commission, in charge of transport



Intermodality – key recommendations

Enabling and encouraging operators to offer intermodal services (co-opetition)

Making passengers and sales agents aware of intermodal offers

Producing an easy, seamless trip

Ensuring the legal protection of passengers in case of problems (missed connections)

Source: Rail Air Intermodality Facilitation Forum

VIA as enabler of intermodal partnerships

Inter-city Railway

➤ Amtrak

Commuter Railways

➤ GO Transit / AMT

Airport Shuttles

➤ Airport Express / AirConnect

Taxi

➤ Taxivan

Motor coach

➤ Red Arrow

Coach + Ferry

➤ Pacific Coach + BC Ferries

Car sharing

➤ Communauto (Train + Auto)

Public bike system

➤ BIXI

Airline (code share)

➤ Royal Jordanian

Airline (affiliate)

➤ Air Transat

Create awareness of intermodal locations

Predictive search for trip origin and destination

Toronto

Intermodal hub >

Pearson Airport >

VIA – GO interchange

GO Transit stations

Round trip One way Multi-city

Leaving from: **Departure date:**

- TORONTO [UNION STATION], ON
- TORONTO [PEARSON INTERNATIONAL AIRPORT], ON
- GUILDWOOD [VIA - GO STATION], ON**
- OAKVILLE [VIA - GO STATION], ON
- BLOOR [GO TRANSIT STATION], ON
- MISSISSAUGA - CLARKSON [GO TRANSIT STATION], ON
- DANFORTH [GO TRANSIT STATION], ON
- EGLINTON [GO TRANSIT STATION], ON

Promote intermodal services

Pacific Coach Lines service to Victoria onboard BC Ferries

VANCOUVER - VICTORIA

Departs: **OPEN**

Arrives: **OPEN**

Bus **701**

Economy - regular fare



Pacificcoach Operated by: Pacific Coach Line.

CrossWater provides daily, year-round transportation. Scheduled departure by coach from the Pacific Central Station (shared station with VIA Rail). Enjoy a wonderful 95 minute cruise through the Gulf Islands onboard BC Ferries to the Victoria Bus Terminal. Approximate travel time is about 4 hours.

Exchange your "open" travel voucher issued by VIA Rail for a Pacific Coach Lines ticket at the bus terminal located in the Pacific Central Station prior to boarding.

Promo message embedded in the trip display








Display intermodal schedules & connections

Montreal to Niagara Falls trip with VIA to GO Train to GO Bus

Select *going* trip

From **MONTREAL** to **NIAGARA FALLS**

2 modes {
VIA Train
GO Train
GO Bus

Train	Depart ▼	Arrive ▼	Duration ▼
	06:45 AM	15:08 PM	8 hrs 23 m
<hr/>			
53 	06:45 AM	11:36 AM	MONTREAL - TORONTO
	Economy - escape fare		▼
		connection 1 hrs 7 m	
915 	12:43 PM	13:42 PM	TORONTO - BURLINGTON
	Economy - regular fare		▼
		connection 11 minutes	
421 Bus 	13:53 PM	15:08 PM	BURLINGTON - NIAGARA FALLS
	Economy - regular fare		▼
	915 Operated by: GO Transit.		
	421 Operated by: GO Transit.		

Facilitate connections to other carriers

Capture info > Send e-Manifest to onboard Service Managers > Mine data

Passenger information

- Does your trip involve an intermodal connection to a plane, a cruise ship or a motorcoach?

CARRIER INFORMATION

To facilitate your intermodal trip, please provide the information below.

Connecting point

TORONTO ▼

Carrier name

Airport Express (shuttle bus) ▼
Airport Express (shuttle bus)
Amtrak
GO Transit
Toronto City Airport (Porter Airlines)
Toronto City Airport (Air Canada)
Other
Mohamed Bhanji ▼

Connection time

1 - 2 hours ▼

Bags

2 ▼

<<< Connecting carriers

automatically fill the form

VIA - Red Arrow reciprocity

Jasper to Calgary search on viarail.ca > “smart” link to redarrow.ca

- ! Your trip involves an intermodal connection at Edmonton from a VIA train to a Red Arrow Motorcoach.

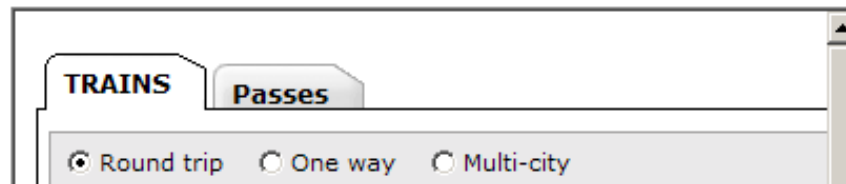
First, book your train trip from JASPER to Edmonton with VIA.

Next, book your motorcoach trip from Edmonton to CALGARY with Red Arrow Motorcoach at www.redarrow.ca.

Red Arrow - VIA Rail Partnership

In order to connect you to destinations that Red Arrow does not currently service, Red Arrow Motorcoach is pleased to offer a partner program with VIA Rail.

In order to book your transportation for VIA Rail, please use the online booking options below to search for available departures and destinations served by VIA Rail or call 1-888-VIA-RAIL.



The screenshot shows a web interface with two tabs: 'TRAINS' (selected) and 'Passes'. Below the tabs are three radio button options: 'Round trip' (selected), 'One way', and 'Multi-city'.

Book VIA on
redarrow.ca

Implementation aspects of intermodality

VIA as a marketing carrier and selling agent



- **Passenger types** > map to VIA's definitions
- **Joint fare** > partner's fare as add-on to VIA's fare
- **Non-exchangeable and non-refundable** (fraud prevention)
- **Payment** > single payment with VIA as a Merchant
- **Settlement** > based on "travel" date
- **Remittance** > automated by wire transfer with supporting transaction level details by email

Support partners' tax regime

GO Transit and AMT fares are tax exempt

Intermodal itinerary

MONT-SAINT-HILAIRE - KINGSTON, Monday Jul 16, 2012

Departs: 08:00 AM	Arrives: 08:50 AM	Train : 809
MONT-SAINT-HILAIRE	MONTRÉAL	Agence métropolitaine de transport 
Class: Economy - regular fare		
Connection time: 1 hour, 20 minutes.		
Departs: 10:10 AM	Arrives: 13:00 PM	Train : 57
MONTRÉAL	KINGSTON	VIA Rail Canada 
Class: Economy - supersaver fare		

Joint fare >

FARE DETAILS

✉ Mohamed Bhanji (Adult) \$85.53

Fare: \$75.50 G.S.T./H.S.T.: \$3.35 P.S.T.: \$6.68 **TOTAL CAD\$: \$85.53**

TAX INFORMATION

Taxable fare: \$67.00

G.S.T./H.S.T. number: 105521785RT001

P.S.T. number: 1001106674

Taxable fare info

Support regulatory requirements

Toronto to New York intermodal trip with VIA – Amtrak (Maple Leaf)

Advance Passenger Information System (APIS) pre-arrival manifest data on all passengers required by U.S. Customs

You will need to provide your citizenship information for a cross border trip.

Passenger Gender : Male Female

Citizenship

Canada

Birthdate: Day / Month / Year

1 / 1 / ---

Identification Type

Passport

Identification Number

AB123456

Passport expiry date (required): May 2015

Customize e-Ticket for intermodal partners

AMT e-Ticket as “proof of purchase” in French only

- No name
- No train #

CARTE D'EMBARQUEMENT	
Imprimez votre billet électronique / carte d'embarquement et présentez-le au personnel de AMT sur demande.	
	
Transporteur :	Agence métropolitaine de transport
De :	MONT-SAINT-HILAIRE Départ : Lun. 16 juil. 2012
À :	MONTRÉAL Arrivée : Lun. 16 juil. 2012
Classe :	Tarif ordinaire
Voiture / Sièges :	Sans service d'assignation des places.
Confirmation de réservation :	WIY171 ETF : 2205201200170
CONDITIONS D'ÉCHANGE/REMBOURSEMENT	
Non échangeable et non remboursable.	
BAGAGES	
Bagages autorisés selon la réglementation de l'AMT. Aucun service de bagages enregistrés. Vous êtes responsable en tout temps de vos bagages.	
CONDITIONS DU CONTRAT	
This e-Ticket is issued in French as l'Agence métropolitaine de transport is not subject to the Official Languages Act (Canada). We apologize for any inconvenience.	

Language disclaimer

Conclusions / Workshop discussion items

*We, in Canada, are making progress towards the holy grail of travel ... **seamless door-to-door travel using several transport modes** ... but we have more challenges and opportunities.*

- Facilitate « **last-mile** » to connect the end customer from home to the transportation network
- Facilitate checked **baggage transport** and handling
- Make the sale of **air-rail** products technically feasible
- Leverage intermodal booking capability to sell **ancillary services** (city tours, etc) and offer **value-added** services (discount coupons for shopping, etc)