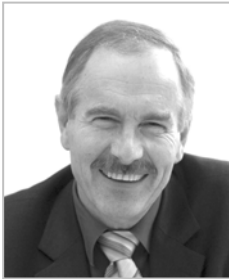


Hans-Jörg von Berlepsch

traffiQ - Lokale Nahverkehrsgesellschaft Frankfurt am Main mbH, D



Speaker Qualification

Dr. von Berlepsch was involved in traffic planning and the planning and execution of local public transport in German cities (Mainz) for roughly 20 years in various functions. He spent an entire decade of this period as Head of the entire Traffic Department of Mainz with chief responsibility in all areas. This comprised the planning and implementation of motorized and non-motorized individual transport, commercial transport and public transport in addition to stationary traffic (parking system).

During this period, integrated transport planning in Mainz, which extends across all transport modes, was regarded throughout Germany as groundbreaking. In his capacity as CEO of the Frankfurt company traffiQ, Dr. von Berlepsch has had main responsibility for the entire field of local public transport in the City of Frankfurt am Main for the last five years. This consists of the planning, financing, marketing and structuring of subway, tram and bus traffic as well as the awarding of bus transport contracts in open competition.

Information and Communication Connectivity in Public Transport – The Frankfurt Experience

Abstract

Connection between different modes of public transport (pt) requires an intelligent, easy understandable and simple usable information system to prefer public mobility in the competition with other transport modes.

Not only the questions of design studies, branding or an information system regarded in isolation are important – Infoconnectivity has to be focused on the users (customers) point of view.

traffiQ CEO Dr. Hans-Jörg v. Berlepsch points out the crucial questions - regarding as authority responsible for public transport in the City of Frankfurt am Main (Germany) on the one hand and considering the requirements of pt customers on the other hand.

- Where is the information given and needed?
- What are the characteristics of information connectivity in the customer's point of view?
- Are there any information gaps? What about inconsistent or conflicting messages of different information senders?
- What are good and bad practical experiences in the Frankfurt pt?
- What makes infoconnectivity consistent, customer focused and easy understandable?
- How to set standards for an effective information and communication system?