

The Dresden coach parking and guidance system – practical application

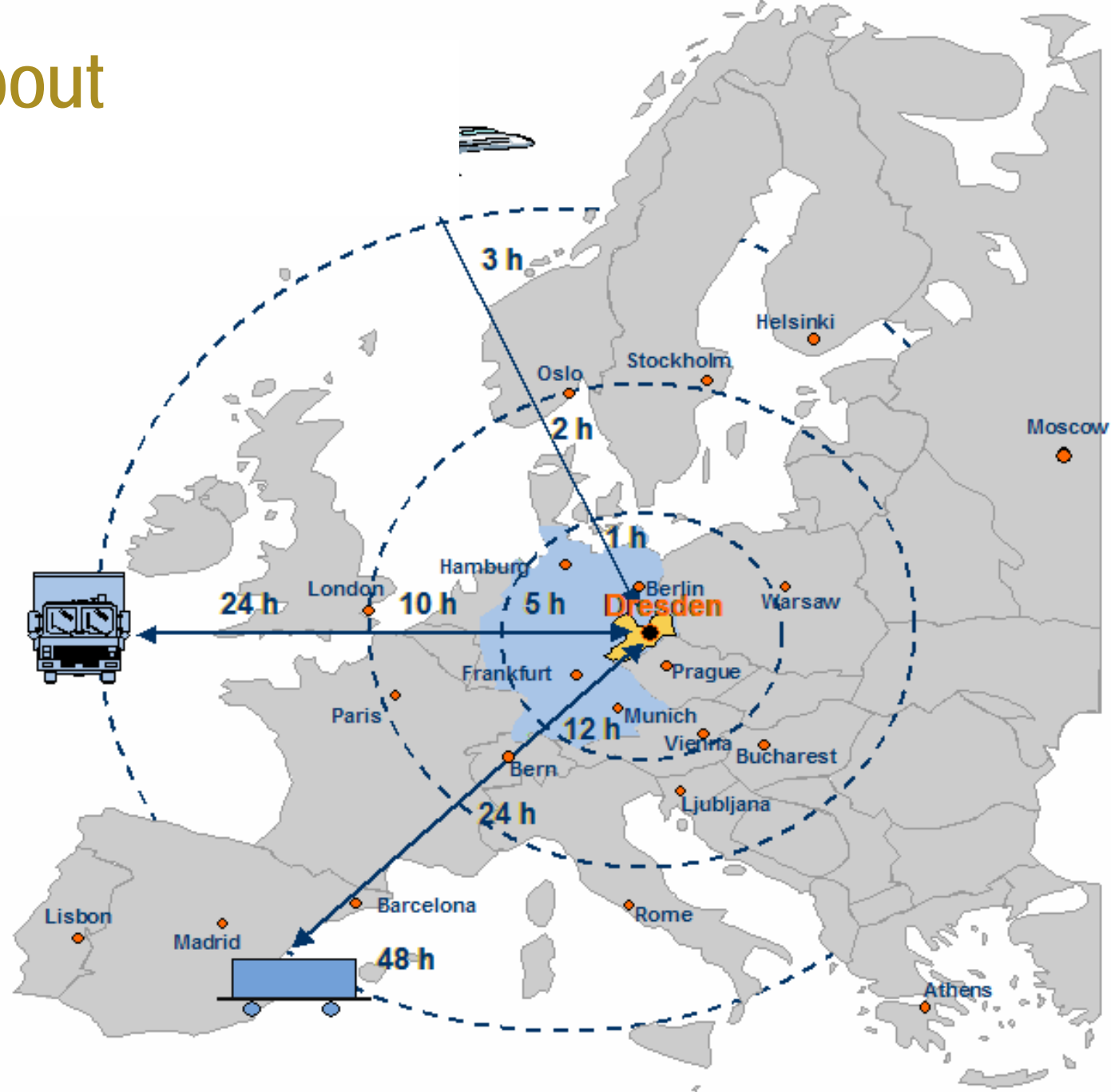
Kortrijk, 19. Oktober 2007

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Landeshauptstadt Dresden
Hauptabteilung Mobilität

Structure

1. Something about Dresden
2. Dresden mobility strategy
3. Coach management as an integral element of the mobility strategy
4. Outlook and summary

1. Something about Dresden



City of Dresden

Central mobility department

Dresden.
Dresden



1. Something about Dresden



- 496.000 inhabitants (14th position in Germany)
- 328 km² area (4th position in Germany after Berlin, Hamburg and Cologne)



1. Something about Dresden

transport infrastructure

1.442 km road network

286,5 km tram network

251 km bus network

140 million public transport passengers in 2006

mobility in Dresden / main datas of a week day

7 Elbe river bridges and 3 Elbe ferries

12 tram lines / 282 tram vehicles

28 bus routes / 163 busses

35 000 commuters outbound

82 000 commuters inbound

635 000 trips by car

300 000 trips by public transport

360 000 pedestrian walks

180 000 bicycle rides

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1. Something about Dresden

tourism in Dresden

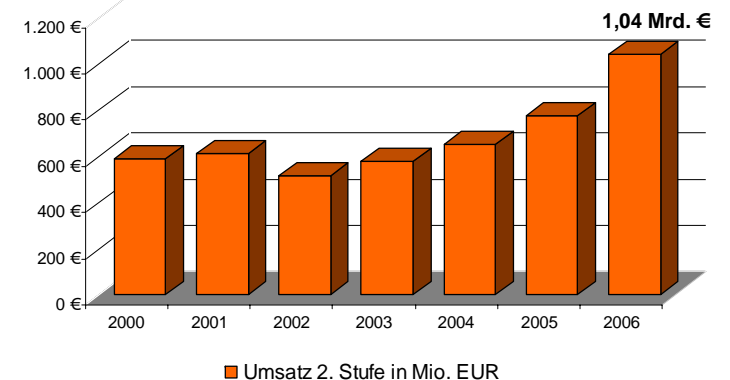
10,3 Mio. tourists
about 11 % by coach

20.000 jobs in tourism

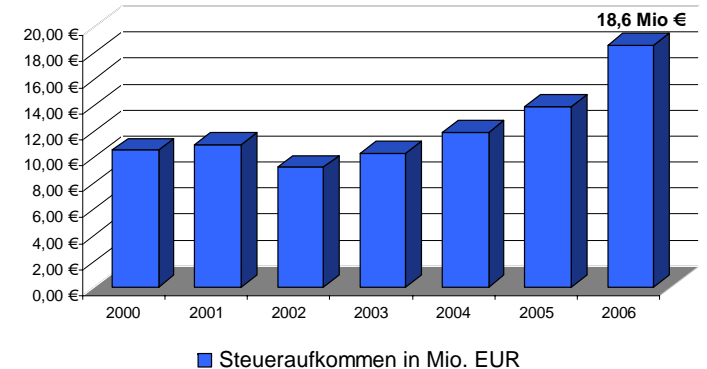
coaches per day
in the saison: 90 coaches

Advent season: up to
250 coaches

Tourism sales volume



Tax revenue from tourism



City of Dresden

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2. Dresden mobility strategy

Stadtentwicklung
und Verkehr

City development
and transport

Verkehrs-
infrastruktur

Transport
infrastructure

Verkehrs-
management

Transport
management

Mobilitäts-
management

Mobility
management

City of Dresden

Central mobility department

Dresden.
Dresden



2. Dresden mobility strategy

City development and transport

Transport infrastructure

Transport management

Mobility management

■ aims:

- reduction of infrastructural and mobility costs
- restore urban quality of life
- city of short distances

■ measures:

- land use decisions in context with transport effects
- development inside before expansion
- revitalisation of urban wasteland
- streets for everyone

2. Dresden mobility strategy

City development and transport

Transport infrastructure

Transport management

Mobility management

■ aims:

- less construction of new roads
- relief residential areas from disturbing consequences of traffic
- optimize access to central areas of commercial transport
- reduction of infrastructure costs

■ measures:

- focus on maintaining of existing infrastructure networks
- networking of all transport modes by intermodal and multimodal transfer points
- short term, mid term and long term strategy of transport infrastructure development

2. Dresden mobility strategy

City development and transport

Transport infrastructure

Transport management

Mobility management

■ aims:

- effective use of existing transport infrastructure
- realtime traffic information – car traffic and public traffic
- intelligent car traffic management
- preference of public transport

■ measures:

- intelligent traffic control of flowing traffic and parking
- operative traffic information:
restrictions due to road works, parking possibilities, alternativ means of transport
- multimodal information

2. Dresden mobility strategy

City development and transport

Transport infrastructure

Transport management

Mobility management

■ aims:

- harmonising mobility instead of handling traffic
- solve transport problems together with traffic generators
- influence the modal share for more public transport and cycling
- cut the traffic peaks
- save resources and decrease costs

■ measures:

- promotion by research projects
- mobility surveys and mobility plans
- mobility consultation, jobticket, adjusted public transport schedules, park and ride, bike and ride, carpooling, carsharing, parking space management, optimized traffic signal system, bicycle parking racks, showers, bicycle transportation in public transport modes etc.

3. Coach management as an integral element of the mobility strategy

City development and transport

Transport infrastructure

Transport management

Mobility management

■ Tasks and aims:

■ Our task is to:

- manage coaches in a more goal-oriented, safe and timely manner
- support the flexibility and dynamism of coach tourism by providing the best possible information
- plan services for coach travellers and drivers
- cater for changing circumstances in a coach-friendly manner (e.g. providing alternative parking for major city events)
- react rapidly and efficiently to the needs of modern coach tourism (travellers and companies)

3. Coach management as an integral element of mobility strategy

■ Our aim is:

Not only to ...

- avoid time spent searching for a place to stop
- reduce parking problems
- ensure there are places to stop close to tourist destinations
- make coach travellers' and drivers' visit efficient in terms of time and services
- work towards providing a good accommodation and technical service for coach drivers

But also to ...

- use the existing infrastructure efficiently for coaches
- raise the quality of travellers' and drivers' visits
- relieve sensitive areas of the city of unnecessary traffic
- make tourist destinations as accessible as possible

3. Coach management as an integral element of mobility strategy

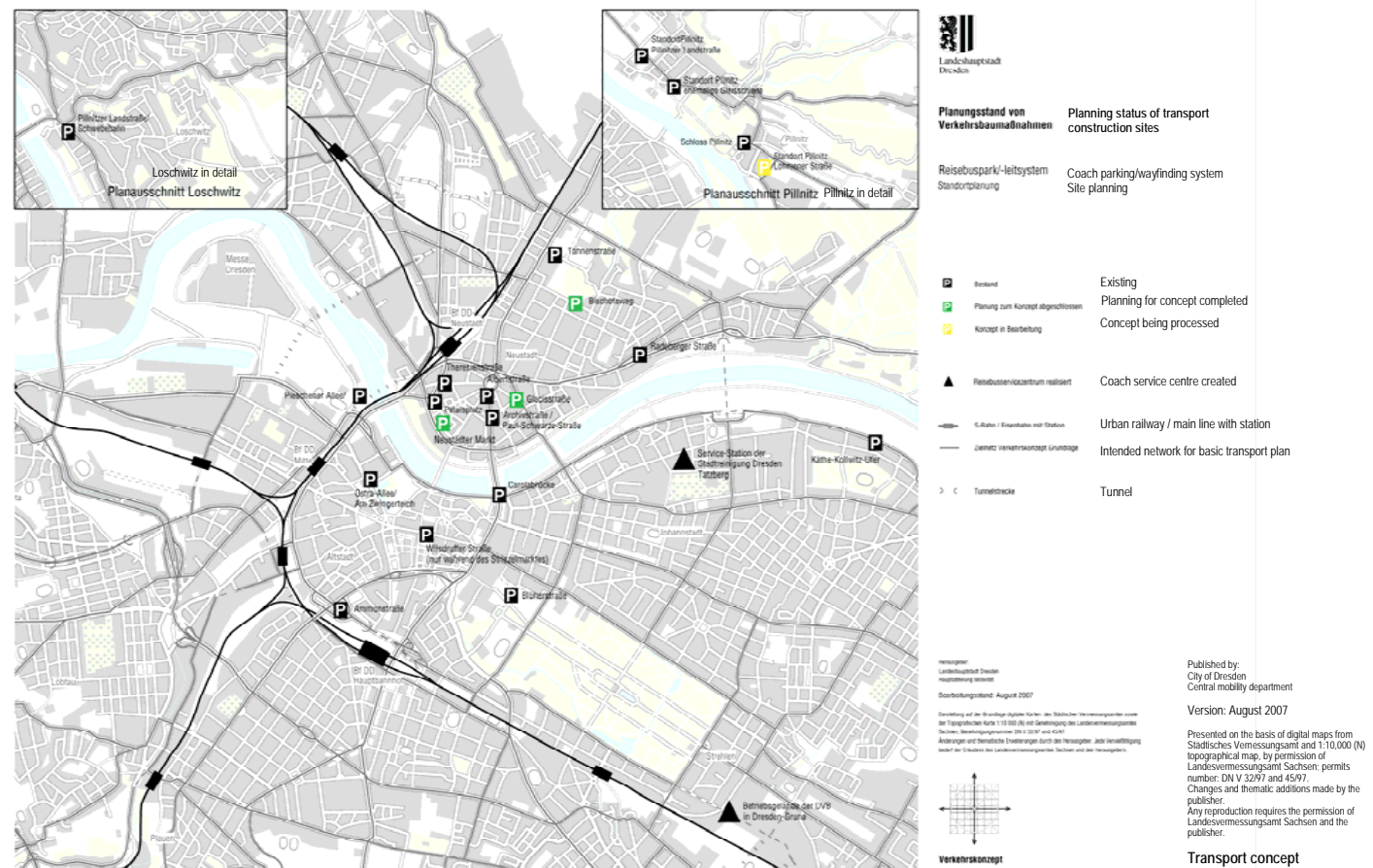
■ Our aim is:

above all ...

- not just to 'handle' coach tourism, but to harmonise it
- ensure all those involved play an active role in problem-solving
- integrate coaches into the transport system in a way which suits the city and the environment
- use resources efficiently for all those involved (save resources, lower costs)
- promote coach tourism as an important economic factor for the city and the region
- create a situation with four winners (local economy – city – coach or tourism company – tourist)

3. Coach management as an integral element of mobility strategy

■ Site system:



3. Coach management as an integral element of mobility strategy

■ System modules



- Coach drop-off points
Drop off/pick up, max. 20 min stop
- Short-stay coach parks
Parking for 2 hours at most

- Long-stay coach parks
Park all day and overnight
- Coach terminal
Just get in and out,
drive straight to nearest short- or
long-time coach park



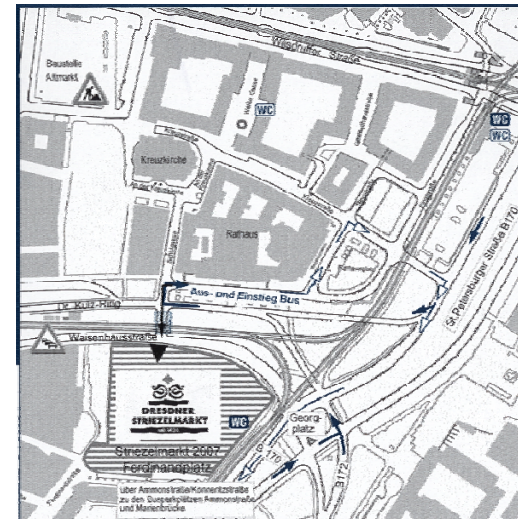
3. Coach management as an integral element of mobility strategy

■ System modules



■ Coach mechanics service From refuelling to changing tyres

■ Guidance facilities Signage, navigation systems



3. Coach management as an integral element of mobility strategy

■ System types

■ Standard system

Network of constantly available coach parks and guidance facilities



■ Strategic system

Flexible network of coach parks and guidance facilities

- ⇒ Dixieland festival
- ⇒ Christmas market
- ⇒ other special/major events

3. Coach management as an integral element of mobility strategy

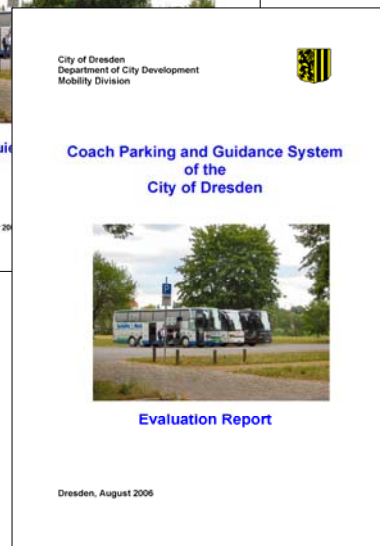
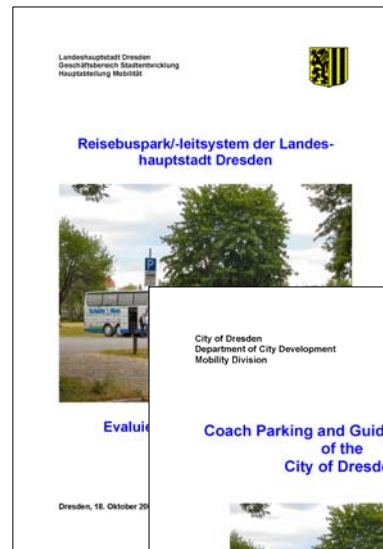
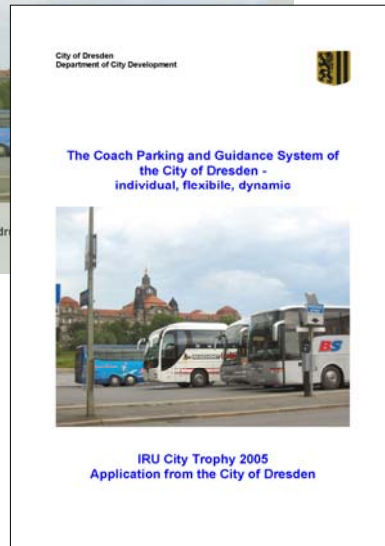
- **System information**

- Leaflet, including inserts
- Continued publication of the brochures on the coach parking and guidance systems and its evaluation (text copies)
- On the Internet at www.dresden.de/parken
- Exchange of information between the regional associations and partners about important news concerning Dresden coach affairs



3. Coach management as an integral element of mobility strategy

- System information
- Brochures + leaflet



Ordering:

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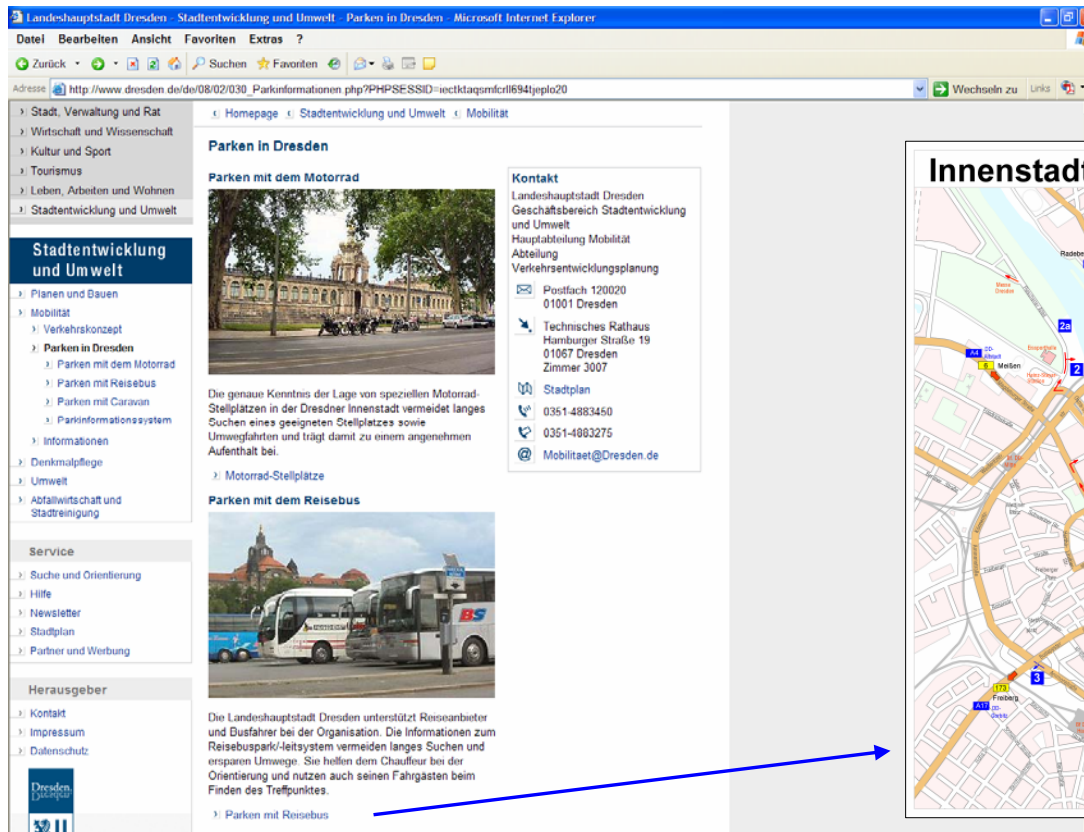
Dresden.
Dresden



3. Coach management as an integral element of mobility strategy

System information Internet

www.dresden.de/parken



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3. Coach management as an integral element of mobility strategy

■ System information

■ Exchanging information

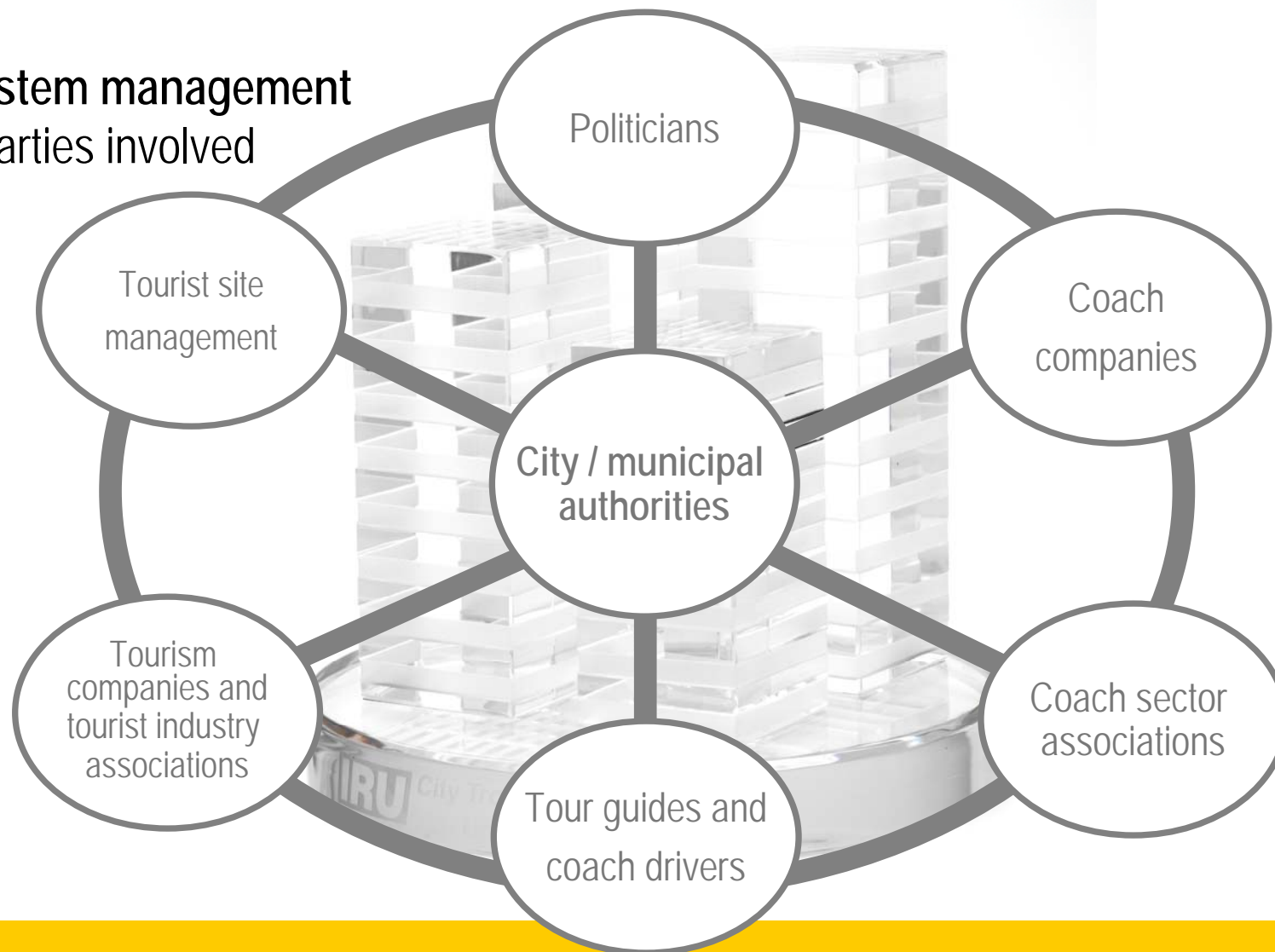
- Workshops
- Presentations
- Written information
- Articles in specialist magazines
- Discussions in working groups on important individual topics
- Consultations on current tasks (e.g. street closures etc.)



3. Coach management as an integral element of mobility strategy

■ System management

■ Parties involved



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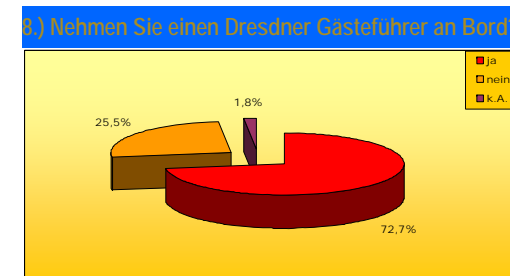


3. Coach management as an integral element of mobility strategy

- **System management**
- **Evaluation and design**
 - Situation analysis e.g. by surveys of coach drivers
surveys of the coach sector
surveys of the tourism sector
 - Counting coaches
 - Comments from the public



IRU City Trophy 2005



- Recognising need for action
- Opinion-forming
- Finding decisions by politicians and experts
- Developing implementation strategies

4. Outlook and summary

■ Outlook

■ Current tasks in Dresden:

- Completing site and guidance standards
- Implementing system module standards
- Creating arrival terminal for tourists
- Improving system testing

■ Some of the new challenges in Dresden:

- Compatibility of coach guidance system with truck guidance system (including navigation systems)
- EU limits for dust and No_x pollution and handling coaches in the city (e.g. green zone)

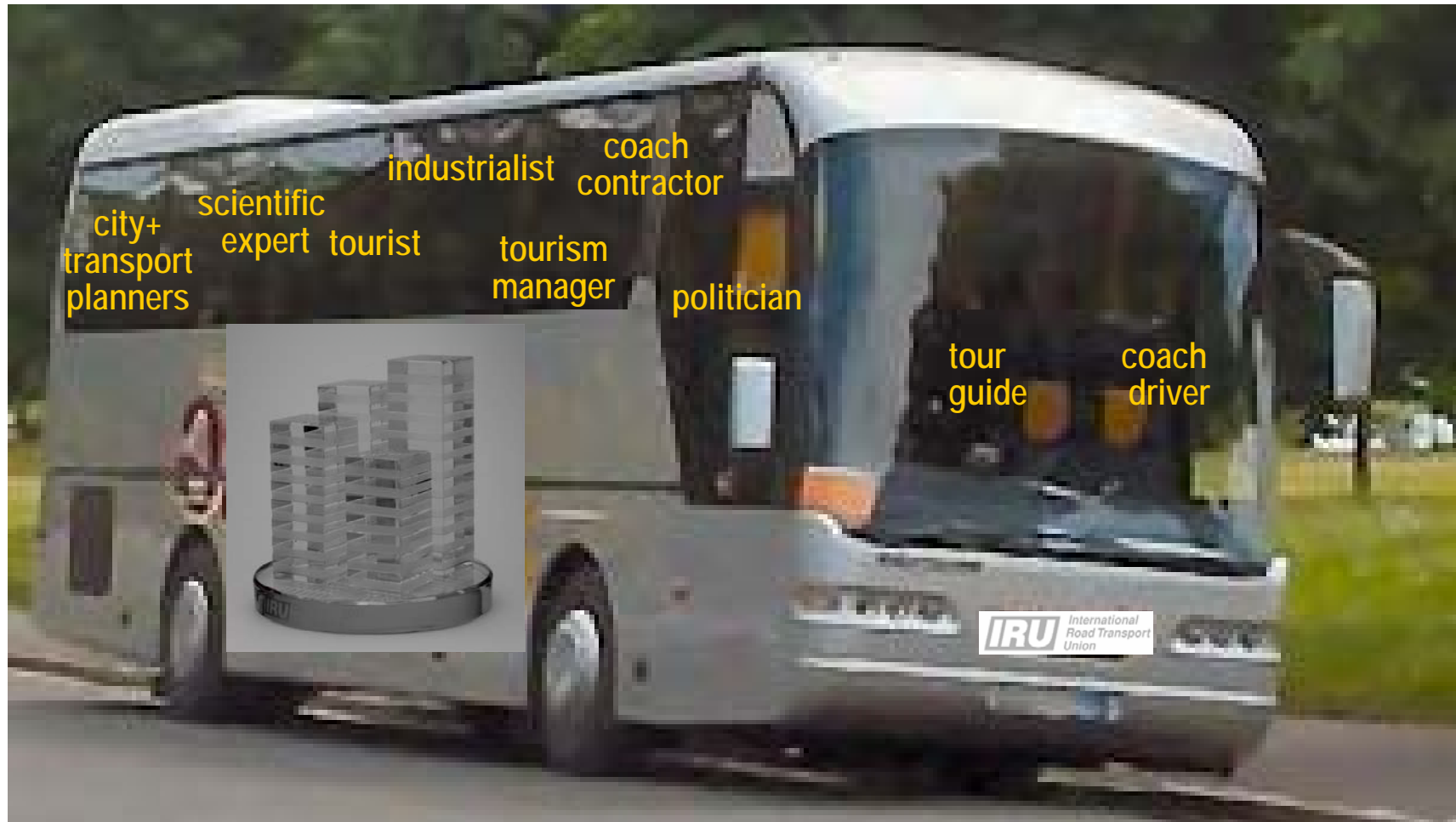


4. Outlook and summary

■ Conclusion

- The City of Dresden's coach parking and guidance system is an integral element of a comprehensive mobility strategy.
- The infrastructural prerequisites for this system have been achieved for the most part; an effective information system has been developed, and the first steps thus taken on the path to successful coach management.
- The motto of this coach management in Dresden is: "Not just handling coach tourism, but harmonising it".
- Coach management can only be a success if it is carried out and organised by the parties involved. This applies for the system as a whole, but also for separate topics such as locational issues, etc.
- It is important to find ways of working together which are lasting, constructive and strong, and can thus react flexibly and dynamically to new challenges.
- The aim, and the result, is a situation with at least four winners (local economy, city, coach and tourism sectors, tourist).

Common into the future of course by coach.



Thank you for your attention!