
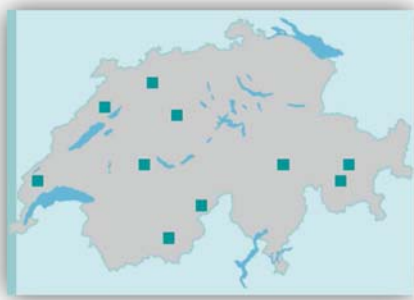


NR.	SECTION	DESCRIPTION
0	Photograph	
1.	Title of the practice	<b>Alpine Bus: Bus Service in tourist area with no public transport offer. Switzerland (P6)</b>
2.	Precise theme/issue tackled by the practice	The Alpine bus is a service of bus in tourist areas where there is little or no other public transport offer. Services are developed locally by local authorities and local enterprises, with the support of the Alpine bus association.
3.	Objectives of the practice	<p>The Alpine buses aim to offer common transport where there is no public offer but where there is a demand especially for tourism purpose. The objective of the association is to provoke a modal shift of transport: where people used to take their private car, they now have the possibility to use common transport instead. The environmental objective is therefore a priority to create new bus lines under the Alpine bus brand.</p> <p>Local partnerships are set up, including with local enterprises</p>
4.	Location	<p>The Alpine bus works in 10 areas of Switzerland:</p> <ul style="list-style-type: none"> <li>• Region Alp Flix</li> <li>• Région Bergün</li> <li>• Parc régional Binntal</li> <li>• Parcrégional Chasseral</li> <li>• Parc régional Gantrisch</li> <li>• Région Greina</li> <li>• Région Huttwil</li> <li>• Région Moosalp</li> <li>• Parc Jura vaudois</li> <li>• Parc régional Thal</li> </ul> 
5.	Detailed description of the practice	<p><u>Origin:</u></p> <p>Although public transport is of good quality in Switzerland, there are gaps in some mountain regions: the cantons and the confederation fund public transport if there are at least 100 inhabitants. Therefore, in areas with almost no population but where there is road traffic generated by leisure activities, there is no subsidies for public transport.</p> <p>A pilot initiative was therefore developed by several organisations (SAB – Swiss Group for mountain regions; ATE - Association Transport and Environment; CAS – Swiss Alpine</p>

Club; CarPostal Suisse S.A.).

Timescale:

The pilot project “buses from alpine valleys/ alpine bus” was carried out in 2006-2007 with 4 regions involved (Binntal VS, Gantrisch BE, Greina GR et Moosalp VS). Following the positive results, the experience was continued and was developed in other areas. In 2012, there were 10 areas involved, where bus lines had already been created. Other regions have also made a demand to develop new lines of Alpine buses and are in the process of developing a bus line.

The development process to develop a new bus line lasts about one year and a half, from the development of the idea and of the partnership until the line is running, with (in most cases) the schedule published also on the railway web portal ([www.cff.ch](http://www.cff.ch)).

Bodies involved / implementation:

Alpine bus association, with one employee.

At regions level: a regional partnership. Its composition depends on the regions. It always includes local authorities. Other members can be tourism offices and agencies, regional Parks, local enterprises (e.g. restaurants, hotels).

Process and detailed content of the practice:

The organisation has two folds:

The **Alpine bus association** supports the initiation of new projects of Alpine buses in new regions. They bring a methodological support:

- Counselling and support to project partners.
- Counselling for the offer of public transport and how to run it.
- Counselling and support in the marketing.

The Alpine bus also brings its brand, supports marketing at national level and is a networking opportunity (especially providing information on the experiences of other Alpine bus lines in other regions). This support is brought through documents and through on-site visits (1 to 3 visits per year for existing lines, in order to improve them, and generally at least 3 participations to meetings to create new lines).

**Local level:** the design of a new line requires several steps:

- Establishment of local partnership.
- Designing of several scenarios for the bus lines, with proposal of route, schedule (which can change depending on the season) and simulation of costs.
- Selection of the final scenario but the partnership.
- Implementation phase, ending (in most cases) with the publication of the bus line schedule and its publicity, including in the national railway information ([www.cff.ch](http://www.cff.ch)).

For all phases, the Alpine bus association brings its support.

Once a new line is created, there are every year visits from the employee of the Alpine bus association to analyse the results and discuss about possible improvements and changes.

	<p><u>Legal framework:</u></p> <p>The Alpine bus is an offer developed under the leadership of local authorities in areas where there are no national subsidies for public transport, although there is traffic due to the visit of tourists mainly.</p> <p><u>Financial framework:</u></p> <p><b>Alpine bus association budget:</b> 40000 CHF/year. Funded by SAB, ATE, CAS, CarPostal Suisse. Each participating region also pays a fee of 2000 CHF/ year. The association also receives sponsorship from national associations such as Pronatura. They redistribute a share of the amount received to the Alpine bus regions (1000 CHF/region).</p> <p><b>In each region:</b> the costs to run the buses depend on the areas (number of lines, length of the lines, frequency). They are comprised between 20 000 CHF and 70 000 CHF.</p> <p>The fees collected in the bus from the people transported cover between 30 to 95% of the costs. The rest is covered by local authorities, park authorities, private enterprises. The contribution can be with money or in kind (e.g. with the realisation of a flyer).</p>																																																																																																																																
6.	<p><b>Evaluation</b></p>																																																																																																																																
	<p><u>Possible demonstrated results (through indicators):</u></p> <p>Since the end of the pilot project in 2006, where 4 regions were involved, other areas have join the Alpine bus and develop local offers of common transport. In 2011, about 24000 persons have been transported in 7 different areas. However, it is to be taken into account that the number of passengers varies a lot depending on the region, as shown in the table hereafter.</p> <table border="1" data-bbox="295 1198 1396 1590"> <thead> <tr> <th>Fahrgastzahlen</th> <th>Alp Flix GR</th> <th>Binntal VS</th> <th>Chasseral BE/NE</th> <th>Gantrisch BE</th> <th>Greina und Bleniotal GR/TI*</th> <th>Moosalp VS</th> <th>Thal SO</th> <th>Total pro Saison</th> </tr> </thead> <tbody> <tr> <td>Winter 2005/2006</td> <td><i>Eröffnung am 6.6.2009</i></td> <td></td> <td></td> <td>2'552</td> <td></td> <td></td> <td><i>Eröffnung am 1.5.2009</i></td> <td>2'552</td> </tr> <tr> <td>Sommer 2006</td> <td></td> <td>6'735</td> <td></td> <td>151</td> <td>6'433</td> <td></td> <td></td> <td>13'319</td> </tr> <tr> <td>Winter 2006/2007</td> <td></td> <td></td> <td></td> <td>214</td> <td></td> <td>106</td> <td></td> <td>320</td> </tr> <tr> <td>Sommer 2007</td> <td></td> <td>5'688</td> <td></td> <td>273</td> <td>6'682</td> <td>29</td> <td></td> <td>12'672</td> </tr> <tr> <td>Winter 2007/2008</td> <td></td> <td></td> <td>1'419</td> <td>1'218</td> <td></td> <td>200</td> <td></td> <td>2'837</td> </tr> <tr> <td>Sommer 2008</td> <td></td> <td>6'400</td> <td>600</td> <td>363</td> <td>7'306</td> <td>644</td> <td></td> <td>15'313</td> </tr> <tr> <td>Winter 2008/2009</td> <td></td> <td></td> <td>1'500</td> <td>2'494</td> <td></td> <td>131</td> <td></td> <td>4'125</td> </tr> <tr> <td>Sommer 2009</td> <td>2'406</td> <td>10'263</td> <td>760</td> <td>302</td> <td>8'564</td> <td>486</td> <td>865</td> <td>23'646</td> </tr> <tr> <td>Winter 2009/2010</td> <td></td> <td></td> <td>1'472</td> <td>2'393</td> <td></td> <td>70</td> <td></td> <td>3'935</td> </tr> <tr> <td>Sommer 2010</td> <td>2'211</td> <td>11'726</td> <td>1'043</td> <td>389</td> <td>7'662</td> <td>249</td> <td>811</td> <td>24'092</td> </tr> <tr> <td>Winter 2010/2011</td> <td></td> <td></td> <td>258</td> <td>1'605</td> <td></td> <td>790**</td> <td></td> <td>2'653</td> </tr> <tr> <td>Sommer 2011</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td><b>Total pro Region</b></td> <td><b>4'617</b></td> <td><b>40'812</b></td> <td><b>7'052</b></td> <td><b>11'954</b></td> <td><b>36'647</b></td> <td><b>2'705</b></td> <td><b>1'677</b></td> <td></td> </tr> </tbody> </table> <p>* Zwei Regionen mit gemeinsamem Angebot, ** mit neuem Angebot zur Brandalp</p> <table border="1" data-bbox="311 1646 1396 1668"> <tr> <td><b>Total Verein Bus alpin</b></td> <td><b>105'464</b></td> </tr> </table> <p><i>Number of passengers using the alpine bus in the 7 regions having developed the service until 2011</i></p> <p><i>Source : <a href="http://www.busalpin.ch/site/downloads/zusammenfassung_fahrgastfrequenzen_110325.pdf">http://www.busalpin.ch/site/downloads/zusammenfassung_fahrgastfrequenzen_110325.pdf</a></i></p> <p>In 2012, 10 regions were proposing Alpine bus lines. Other regions are currently candidate to become also Alpine bus regions and to develop new bus lines.</p> <p><u>Possible success factors:</u></p> <p>The Alpine bus exists where <b>no other offer of public transport</b> already exist. However, there is a <b>demand</b> because of the number of tourists visiting the region</p>	Fahrgastzahlen	Alp Flix GR	Binntal VS	Chasseral BE/NE	Gantrisch BE	Greina und Bleniotal GR/TI*	Moosalp VS	Thal SO	Total pro Saison	Winter 2005/2006	<i>Eröffnung am 6.6.2009</i>			2'552			<i>Eröffnung am 1.5.2009</i>	2'552	Sommer 2006		6'735		151	6'433			13'319	Winter 2006/2007				214		106		320	Sommer 2007		5'688		273	6'682	29		12'672	Winter 2007/2008			1'419	1'218		200		2'837	Sommer 2008		6'400	600	363	7'306	644		15'313	Winter 2008/2009			1'500	2'494		131		4'125	Sommer 2009	2'406	10'263	760	302	8'564	486	865	23'646	Winter 2009/2010			1'472	2'393		70		3'935	Sommer 2010	2'211	11'726	1'043	389	7'662	249	811	24'092	Winter 2010/2011			258	1'605		790**		2'653	Sommer 2011									<b>Total pro Region</b>	<b>4'617</b>	<b>40'812</b>	<b>7'052</b>	<b>11'954</b>	<b>36'647</b>	<b>2'705</b>	<b>1'677</b>		<b>Total Verein Bus alpin</b>	<b>105'464</b>
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	<p><b>Each line</b> of Alpine bus <b>is specifically designed</b> to be adapted to the situation of the region and <b>to the needs of tourists</b>.</p> <p>There is a <b>strong involvement and willingness</b> from the regional/local authorities and the members of the local partnership.</p> <p>The <b>Alpine bus association</b> has experience and brings strong support to build new solutions for new bus lines.</p> <p><u>Difficulties encountered:</u></p> <p><b>Although it is possible for private enterprises to sponsor the local Alpine buses, very few do it:</b> private enterprises consider that transport is a public service that should fund by public authorities. The financial support comes mainly from local authorities or organisations such as Parks, tourism associations or environmental associations.</p> <p>Some regions wanted to develop an Alpine bus line but had to stop, either because they realised by themselves that it was not suitable or because they were strongly discourage to continue engaging in the process by the Alpine bus association. The reasons why the processes could not be successful are usually the following:</p> <ul style="list-style-type: none"> <li>• Not enough local financial resource.</li> <li>• Not enough staff to develop and run the project.</li> <li>• Objective of the local partnership wanting to develop a new bus line not fitting with the objectives of the Alpine bus association of provoking a shift of means of transport (environmental objective locally not a priority).</li> </ul>	
7.	<p><b>Lessons learnt from the practice</b></p>	<p>It is <b>possible to build an offer of common transport from scratch</b> in areas where there is no such offer. It requires local involvement: each Alpine bus line works because there is a <b>local support</b> to set it up and to maintain it.</p> <p>It is an exception that such Alpine buses line work with being financed only with the income from people transported. There is a <b>need of additional funding</b>. This funding is <b>mainly public</b>, although a few private enterprises accept to participate to the funding.</p>
8.	<p><b>Contact information</b></p>	<p>Samuel Bernhard          Quellenstrasse 27          8005 Zürich          Tel.: 044 430 19 31          E-mail: <a href="mailto:busalpin@busalpin.ch">busalpin@busalpin.ch</a>  <a href="http://www.busalpin.ch/">http://www.busalpin.ch/</a> (Website in FR, DE, IT)</p>