Impatient passenger demand for modern, reliable and affordable public transport amidst economic crisis...

3.8 million people
1.4 million cars
250,000 motorbikes
15,000 taxis
4 transport modes

...the case of Athens
2004
Leading destination
New infrastructure: airport, metro, roads, bus fleet
Years of recession
Athens amidst economic crisis
26% Decrease in passenger volume

23% Decrease in transportation work

50% decrease in state subsidy

up to 40% increase in fare prices

42% increase of fare evasion
the challenge...

more than ever passengers need modern reliable affordable public transport
how did we respond to that challenge?
The OASA Group

- **Coordinating** and supervising all public transport in greater Athens
- **Designing** the transportation work and the product policy
- **Operating** metro (lines 1, 2, 3), tram, buses and trolleybuses
Vision
Sustainable and attractive public transport to become the preferred means of moving around the wider area of Athens, contributing to its economic, social and environmental development.
Promote intermodality

16% change in passengers’ behavior recorded 3 months after the implementation

(TRENDS poll by MRB)
Metamorfosi area – City center

• More frequent
• More accurate
• Time saving
New product policy

Tickets & travelcards for all transport modes
Reduced fare prices
New products (5-day ticket, 3/6-month travelcards)
Measures against fare evasion
Smart technology
Innovation
mobile ticketing
breaking the paper taboo
PPP
Passenger Information & Fleet Management (Telematics)
PPP
Electronic ticketing
by end 2016
New brand!

Transport for Athens
One city. One Network.
Approaching the youth

photo competition in social media attracting 396,000 unique users on Facebook
Unprecedented approval ratings

Degree of passenger satisfaction

- Satisfied: 61%
- Neutral: 21%
- Dissatisfied: 14%
- DK/NO: 4%

Positive influence of changes for public transport

- Surely will not influence positively: 7%
- Probably will not influence positively: 23%
- Probably will influence positively: 43%
- Surely will influence positively: 26%
1.4% Increase in passenger volume the first after 5 years of decline; reaching 651 million boardings
Upward trend
passenger base expanded; loyalty increased

20.8% increase for monthly travelcard users

40.7% contribution of monthly travelcards to total fare revenues (29.8% in 2013)
revenues increased by € 14.6 million in 2014 against 2013
Job done?

More is needed

Restructuring implementation

Leadership and commitment
Strategic objectives

- Increase revenues
- Streamline costs
- Reinforce passenger-centric positioning
Partnerships & implementation
Increase urban mobility
Measuring and optimizing the environmental footprint of the Group
Welcome to Athens
Welcome to Transport for Athens