Increasing the market share of urban public transport
Obstacles for implementing efficient policy instruments and measures
Wretstrand, Anders; Dickinson, Joanna

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CONCLUSION

- There appears to be an ongoing struggle for street and road space at and between different administrative levels.
- Largely any steering towards an increase in public transport market share is a matter of winning this struggle.
- Following the theories of policy implementation, this calls for both a more coherent top-down approach, as well as improvements in terms of bottom-up collaboration for a more sustainable and successful implementation of policy instruments and measures.

Transport policies of today often aim to tackle social, environmental and economic challenges. This Swedish interview study deals with policy instruments for increasing the market share of public transport and what planners consider to be the obstacles and opportunities in implementing these.

The results show that conflicting goals exist in local and regional planning with regard to prioritising road space, between motorised and non-motorised transport that usually fall under the scope of strategic goals for promoting sustainable transport, i.e. pedestrian and bicycle traffic.

A lack of clarity regarding which goals should be prioritised is seen as an obstacle to increasing PT’s market share.

Theoretical underpinnings are based on theories of policy implementation. Policy instrument types below.

### Economic Policy Instruments
- Taxation: fuel, emission, road charging, parking
- Fares: ticket prices, zoning, yield management
- Subsidies: procurement, national funding of local measures

### Administrative Policy Instruments
- Laws, regulations
- Planning restrictions, street space
- Transport restrictions, parking

### Informative Policy Instruments
- Mobility management, parking guidance, ITS
- MAAS communication, dynamic/integrated travel planners
- Nudging, direct marketing

**Authors**

Anders Wretstrand  
Dep. of Technology and Society, Lund University, Sweden  
Joanna Dickinson  
Swedish Environmental Protection Agency, Stockholm