



STIB, Brussels

THE ACTOR:

Mobility and community services provider

Independent of the heterotopic-status of the semi-public space as described, PT operators should position themselves as mobility and community services providers, i.e. as key actors in the development of attractive cities. Indeed, PT networks are excellent tools for linking neighbourhoods and helping communicate and promote social cohesion. We expect them to transport us from A to B, inform us of incoming trains and buses and

possibly also entertain while we shop in their premises, surrounded by attractive music, art, lights, etc. This position as mobility and community service provider can only be achieved as long as the PT actors deserve this status of respect and authority. In practice this implies that the network is visible in the city, with clearly sign-posted entrances/exits and signage to and from platforms, reliable timetables and performance information, premises, facilities and services that are kept clean and maintained in perfect working condition, staff who adopt a customer-friendly attitude, a good combination of commercial and other services on hand... in short everything that intuitively makes us feel confident about the network and its operator.

Client confidence depends on users identifying with the network. Encouraging this can be promoted through a series of sensorial measures such as the integration of public art by local artists, references to activities in the surrounding neighbourhood (museums, music venues, universities, squares) clear signage, information and other forms of communication.

In conclusion

The research findings confirm that perceived security in urban public transport cannot be satisfactorily addressed from a technical perspective only. It requires insight and knowledge of the context, culture, social and economic dynamics of the environment and station surroundings, together with an understanding of the mechanisms and emotional reactions of people. Today the SPIN-UP methodology, developed by the Yellow Design Foundation, honours the principles of human interaction in the Heterotopia and stresses the operator's position as mobility and community services provider. It is currently applied by public transport operators and specific consumer-oriented businesses in Europe. SPIN-UP is praised for delivering a positive impact on social and customer relations, as well as maintaining, if not reducing, the cost of maintenance and equipment ●

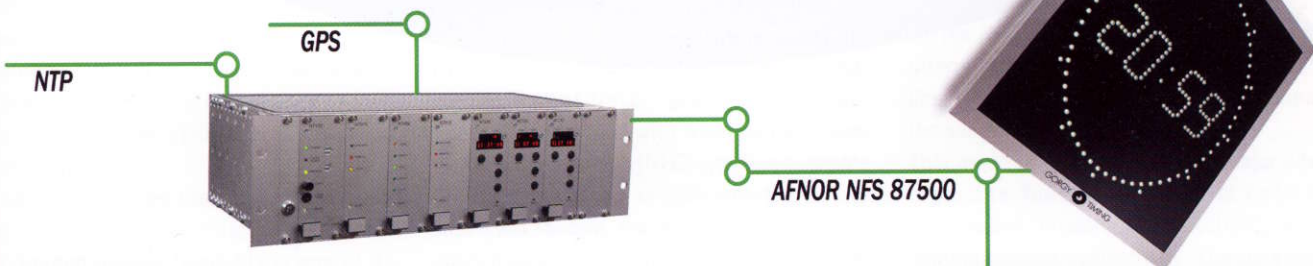
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