



POLICY LEARNING IN INFORMATION TECHNOLOGIES
FOR PUBLIC TRANSPORT ENHANCEMENT

GOOD PRACTICES – PUBLIC TRANSPORT PAYMENT SYSTEMS

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TRANSPORT RESEARCH CENTRE (CDV, PP6)

INTEGRATED PUBLIC TRANSPORT SYSTEM AND SMART TICKETING

General information

Description

Ostravský dopravní integrovaný systém (ODIS) is an integrated public transportation system, gradually developed in the area of Moravian-Silesian Region (5 427 km², 1.250.000 inhabitants).

ODISka is a standard for interoperability of various cards in multimodal smart ticketing regionally used in the ODIS area.

Background and Context

ODIS has been created on the initiative of the city of Ostrava and several towns in its close vicinity and in the Hlučín city area (altogether 24 towns including Ostrava) on November 23rd 1997. All tram, bus and trolleybus services operated by Ostrava public transport company (Dopravní podnik Ostrava), some of the bus services operated by ČSAD BUS Ostrava (present-day Veolia Transport Morava) and ČSAD Karviná as well as some train connections of the ČD (Czech Railways) have been integrated within the frame of ODIS, in this first phase.

The system has then expanded with new areas and new operators each year. Expansion of ODIS to Karviná and Havířov areas has been a significant problem as ODIS meets the resistance of local authorities as well as local monopolistic bus operators of the CIDEM group (these are ČSAD Havířov, ČSAD Karviná and ČSAD Frýdek-Místek) here. Some of these operators' services have been already integrated to ODIS.

Total 105 towns with the area of 1779 km² and 735 341 citizens had participated in ODIS in September 2006. Besides urban transportation in Ostrava and part of suburban and regional transportation in Moravian-Silesian Region, the ODIS also fully integrates urban transportation in Opava (buses and trolleybuses).

Next expansion of the system occurred on March 4th 2007 when significant parts of Opava and Vítkov regions up to Odry and Bruntál have been included to the ODIS – 39 towns have been added in total.

ODIS has been expanded with additional 31 towns in the Nový Jičín - west area on December 9th 2007.

Other 10 town in the Osoblaha area and the town of Orlová have been added on April 1st 2008. Altogether 186 towns had been integrated in the ODIS by August 25th 2008. Next five bus services by ČSAD Karviná have been integrated on September 1st 2008.

More important changes occurred along with nationwide timetable change on December 14th 2008 when nearly all suburban services operated by ČSAD Karviná and the rest of rail lines in the region (excluding line 313 operated by AWT) became integrated. Rail line marking has been changed as well, original line marking of 900 series has been exchanged with identification of a line by letter S, R or V complemented with a single- or two-digits number.

Urban transportation services in the town of Havířov have been integrated on March 8th 2009.

Along with the timetable change on December 12th 2010, the rail line no. 313 (V17 service) has been integrated which means that all the rail lines in the region area are now integrated

ODISka is an integrated standard according to which some operators within ODIS issue or will issue specific own smart cards. The standard enables to use these cards for season tickets as well as for individual fares within the frame of ODIS. It is based on the electronic card issued by the Ostrava public transport company since February 1st 2011 which was originally to be used just to prepay season tickets valid in the vehicles of this operator only. Its use has been extended to bus services operated by Veolia, TQM and Maxner on March 1st 2012. The card is valid in all trains integrated into ODIS and the tickets are loaded to it in all railway ticket offices within ODIS since September 17th 2012. Veolia Transport Morava is the second operator to issue this card and to enable individual fare payment for its services through this card. Other operators, such as ČD (Czech Railways), are supposed to commence issuing ODISka standard cards in the spring 2013.

Policy design details

Policy Design Steps and Timing

Project start date: 23.11.1997 – initiative of the City of Ostrava and several towns and villages in the immediate vicinity of Ostrava (in total there were 24 municipalities, including Ostrava).

First phase: the ODIS integrates all tram, bus and trolleybus lines operated by PT operators for Ostrava city and some bus operators with connections to Ostrava, and some trains of the Czech Railways.

Actors Involved

Key partners of the project were these stakeholders:

1. Moravian–Silesian Region:
 - Partner in the project;
 - As an ordering party of the regional PT.
2. DPmO:
 - Partner in the project;
 - City multimodal core PT provider.
3. Czech Railways:
 - Partner in the project;
 - In the role of a provider in the region.
4. Bus operators:

- Partner in the project.
 - In the role of a provider in the region.
5. KODIS (coordinator of the integration system):
- Partner in the project and project manager of the integration.
6. City of Ostrava:
- Stakeholder.

Decision Making Process

Regional level decision making determines the degree of integration in the area.

Implementation details

Implementation Steps and Timing

In general, it is necessary to consider following factors during the phase of integrated transport system creation and its area definition:

- Geographical relations,
- Characteristics of public transport in operation,
- Extent of offered public transport,
- Quality and price of the offered public transport services,
- Functional area distribution in the region,
- Mutual relations of individual functional areas,
- Integrity of the region,
- Natural tendency for spatial catchments,
- Economic relations and interests.

ICT/Infrastructures needed

In its appendix, the legislative act no. 194/2010 of the Collection of Laws of the Czech republic includes minimal quality and security standards that an operator has to meet in order to provide public passenger transport services.

Standards, indicators and proving procedures are specified in greater detail by delegated legislation, i.e. Government Regulation no. 63/2011 of the Collection of Laws of the Czech republic. Transport serviceability standards relate apply to following basic areas:

- Information devices for passengers,
- Transportation of passengers with limited mobility and orientation,
- Technical parameters of vehicles,
- The law considers these standards to be minimal necessary qualitative criteria. It also enables a client to set even more demanding standard values.

The provided information falls most often into the following domains:

- (I.) Transportation network extent;
- (II.) Division of the territorial scope of integrated transportation systems (tariff zones);
- (III.) Individual operators, participating in an integrated transportation system;
- (IV.) Tariff system, joint tickets offer;
- (V.) Timetables;
- (VI.) Transfers and service link-up options;
- (VII.) Places to purchase joint ticket;
- (VIII.) Transport conditions in an integrated transportation system.

Monitoring Procedures

Transport serviceability standards.

Supporting Mechanism

Awareness/Information Campaigns

Promotion of sustainable transport, change of behaviour, intensive campaigns;
 Effective marketing and information service.

Partnerships/Key Supporting Stakeholders

Project was very intensively supported mainly by the regional political representatives.

Results

Expected vs Actual Benefits

Integration of the region was expected to progress much faster, at the beginning.

Quantitative Results Achieved

Proportional integration rate.

Qualitative Results Achieved

Achieving high quality standard rate.

Key Considerations

Lessons Learned

Positive experience:

- Process of strategy preparation and adoption (long-term strategy + shorter implementation plans, regular and intensive consultation with stakeholders and public representatives).

Negative experience:

- Financial demands of integration

Primary Obstacles

Goals of PT policy to be set up at the side of the self-governing regions.

Willingness of various actors to cooperate.

Critical Success Factors

As a critical factor during the implementation of the Integrated public transport was legislation, financial aspect, standard approaches.

Transferability Considerations

- Legislation support necessary;
- Political demand for establishing the Integrated public transport system;
- Financial instruments for investment costs very welcome;
- Operational costs to be considered.

Up-scaling Considerations

- Representation and communication with stakeholders (operators, municipalities, passengers etc.);
- Coordination of transport demand, cooperation with operators;
- Negotiation of rules, principles, conditions and contracts between municipalities, operators and passenger;
- Management of effective investment in public transport (modernization, optimization, response to real demand, savings);
- Information and marketing;
- Long-term cooperation with transport universities and professional associations.

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