

INCREASING PUBLIC TRANSPORT ATTRACTIVENESS BY USING GOOD PRACTICES IN INFOMOBILITY FROM AROUND EUROPE – THE POLITE PROJECT



POLICY LEARNING IN INFORMATION TECHNOLOGIES
FOR PUBLIC TRANSPORT ENHANCEMENT

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POLITE GOALS

- To **ENHANCE ATTRACTIVENESS** and thus use **OF PUBLIC TRANSPORT**, thanks to better travel information
- To **SUPPORT CO-MODALITY**, an efficient use of various modes separately and in synergy, for optimizing public transport options
- To **ASSIST PUBLIC SECTOR** and its decision makers by **PROVIDING KNOWLEDGE** and skills related to policies for infomobility measures deployment
- To focus attention on various already existing and **PROVEN SOLUTIONS IN EUROPE**, as Good Practices
- To stimulate coordinated implementation of **INTEROPERABLE ITS FOR PT** across border



POLITE PARTNERS

POLITE TECHNICAL PARTNERS:

- Calabria Regional Administration (IT) – Lead Partner
- Province of Ferrara (IT)
- Reading Borough Council (UK)
- ILIM - Institute of Logistics and Warehousing (PL)
- CDV - Transport Research Centre (CZ)
- LaTDEA -Latvian Transport Development and Education Association (LV)

„NON-TECHNICAL” PARTNER FOR DISSEMINATION:

- POLIS (BE)



...we work together for the exchange and transfer of experiences and improvement on policies, knowledge & good practices on infomobility services, with the goal of improving public transport information systems.

MEASURES FOR INFOMOBILITY ENHANCING

VIEWPOINTS

A holistic way of work: types, objectives, target groups, territorial levels and promoting bodies linked with certain measures

MAPPING OF EXISTING EXPERIENCE AMONG PARTNERS IN OUR CONSORTIUM

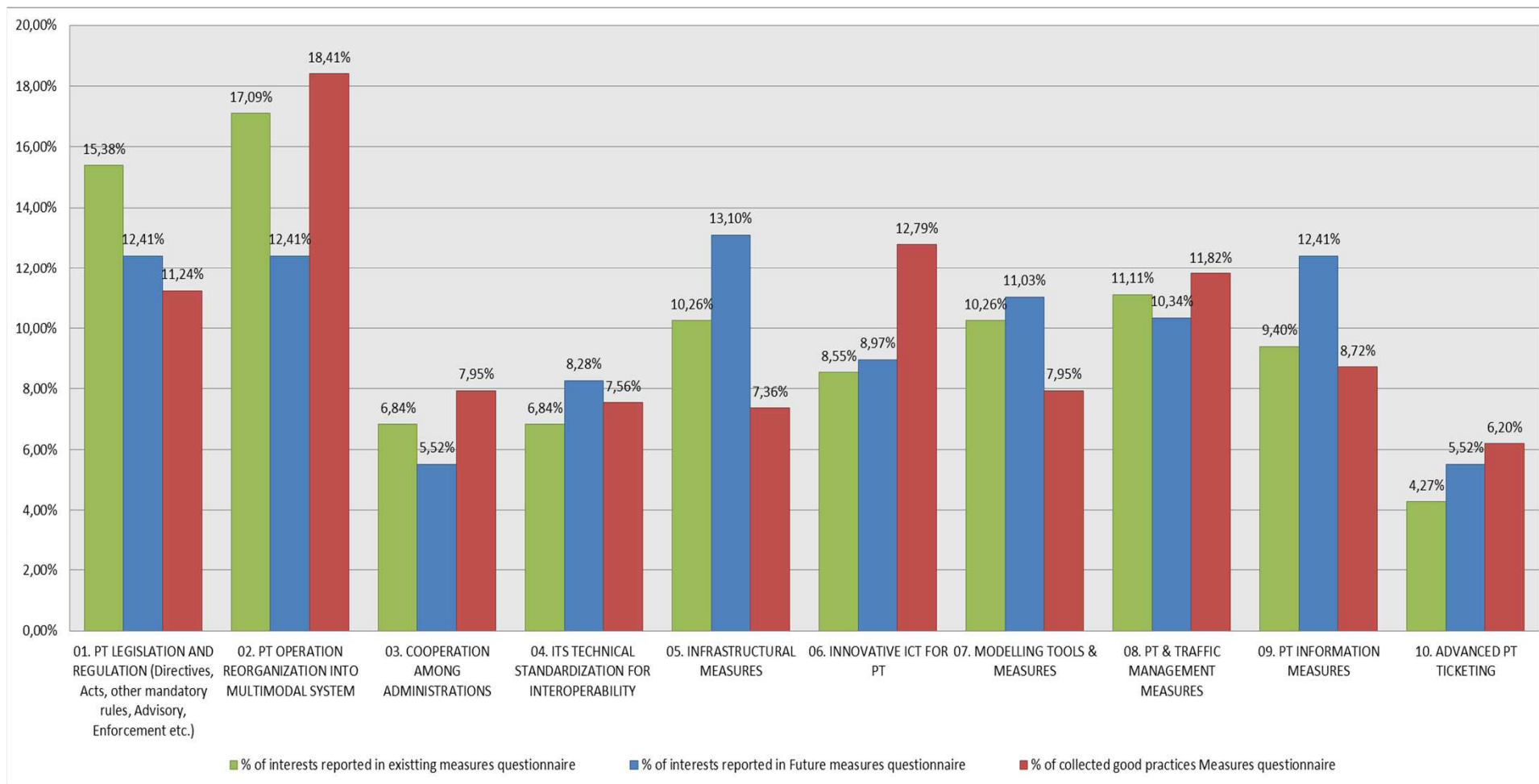
10 groups of specified measures (with 54 sub-measures) covering overall objectives - aspects from legislation and regulations through to specific ICT applications.

MAPPING PLANS FOR THE FUTURE AMONG PARTNERS IN OUR CONSORTIUM

Planned activities at partners on territorial levels of a city, region, province, state, EU and together with commercial sector (to be financed from other resources, not POLITE)



CURRENT, DESIRED AND INVESTIGATED MEASURES AT PARTNERS



ANALYSIS OF MEASURES

THE MEASURES GENERALISED INTO 5 GROUPS FOR ANALYSING THEIR POTENTIAL:

- Public Transport and/or Multimodal Information Systems
- Public Transport Fleet Management Systems
- Public Transport Interchanges
- Public Transport Priority Systems
- Public Transport Payment Systems

Multi-actor multi-criteria analyse with giving a weight from pairwise comparisons: POLITE consortium achieved **OBJECTIVE RESULTS IN IMPORTANCE** of the five measures groups above and their sub-measures.

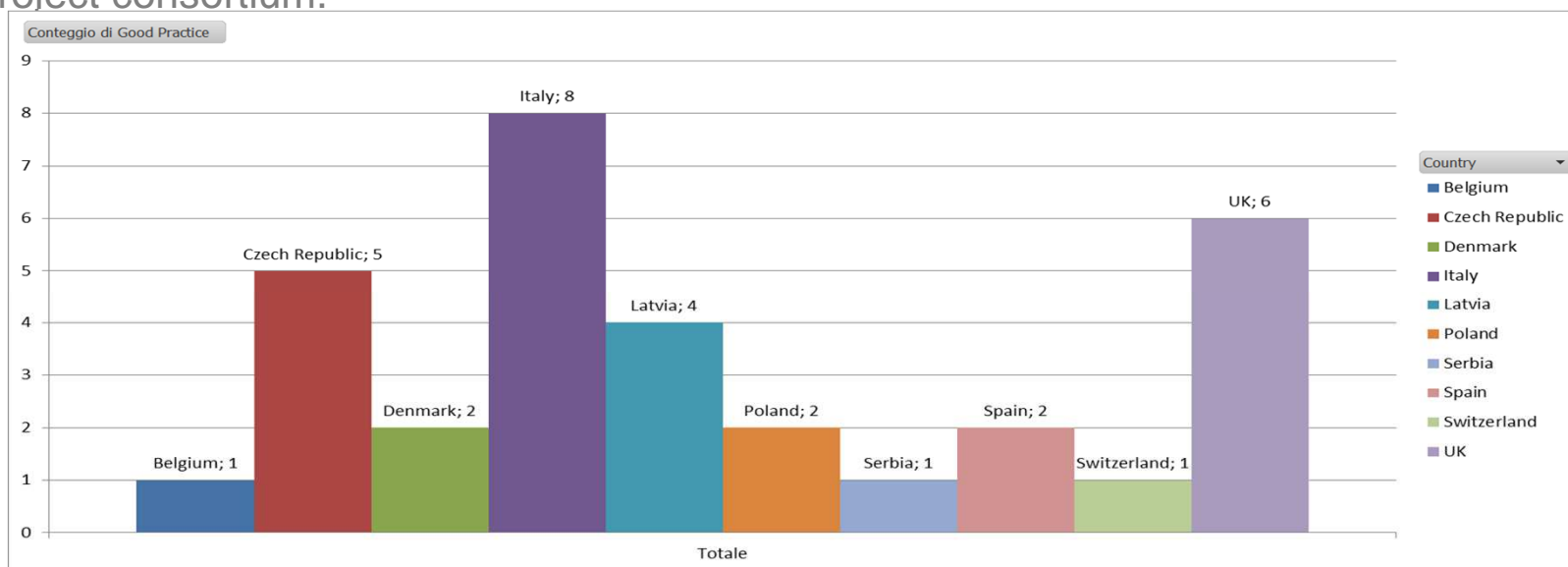


GOOD PRACTICES SEARCH

POLITE DEFINED GOOD PRACTICES, A BENEFIT FOR ANY CITY/REGION:

GOOD PRACTICES SEARCH in Europe, also beyond the consortium, through a desktop research, completed by questionnaires search and followed by visits of highly valued sites. All geographical parts of Europe have good practices to offer.

More than **30 SELECTED GOOD PRACTICES** represent a wide range sample of proven policies offered for potential transfer of knowledge towards cities or regions, also beyond the project consortium.



GOOD PRACTICES EXAMPLES PROVIDED BY POLIS MEMBERS

GOOD PRACTICE FROM THE UNITED KINGDOM, BY READING:

- Information in real time service is deployed and proven, with punctuality of usually 65-95% during transmission



GOOD PRACTICE FROM THE CZECH REPUBLIC, BY CDV:

- Multimodal journey planner IDOS for public transport with information on timetables, connections and linked services for travellers. Best multimodal planner 2012 in the EU's First Smart Mobility Challenge competition, awarded by ERTICO.



SHARING OF OUR KNOWLEDGE

TRANSFER ORIENTED SESSIONS:

- Good Practices Round Table (Reading, May 2013)
- Training Workshop (Ferrara, September 2013)
- Joint Policy Exercise (Brno, beginning 2014)

DISSEMINATION ACTIVITIES TOWARDS PUBLIC:

- Joint Local Dissemination Events in local languages (2013 – 2014)
- Open Workshop for decision-makers (Ferrara, September 2013)



INTERESTS FOR FURTHER FOLLOW UP

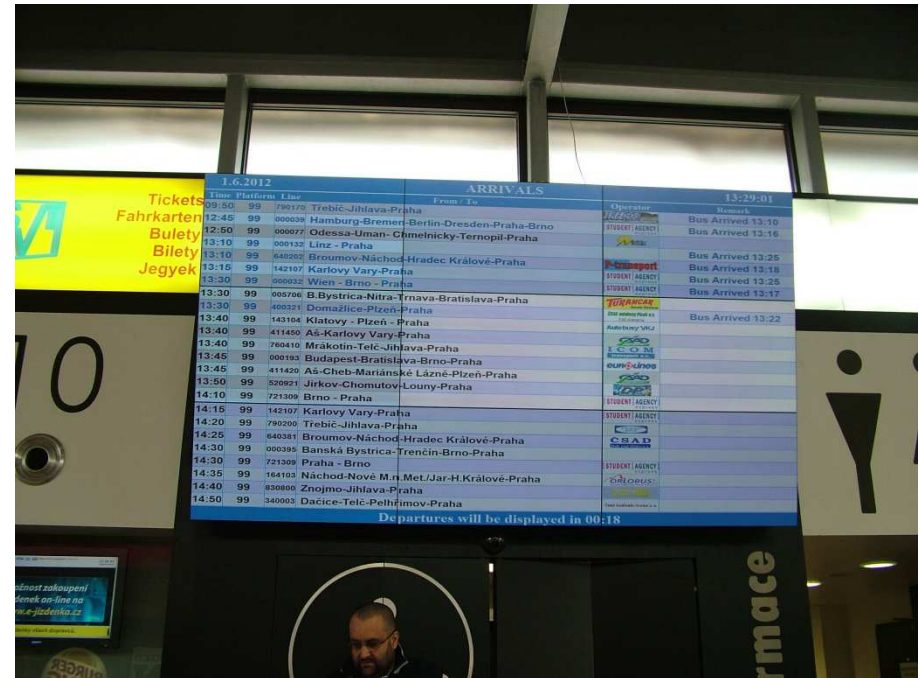
Interests of partners accordingly with their local needs taken into account when selecting **SUBJECTIVELY** best suitable of **GOOD PRACTICES FOR TRANSFER** of experience and knowledge during the second Transfer Oriented Session in Ferrara:

- Session 1: PT AND/OR MULTIMODAL INFORMATION SYSTEMS
 - National multimodal journey planner IDOS – CDV
- Session 2: PUBLIC TRANSPORT FLEET MANAGEMENT SYSTEMS
 - Towards a smarter Fleet Management Torino case – PoF
- Session 3: PUBLIC TRANSPORT PAYMENT SYSTEMS
 - Cambridge Busway (Guided bus) + Reading payment – RBC
 - Advanced PT Ticketing SkyCash – ILiM

SUPPORT FOR POLICY IMPLEMENTATION

SITES' IMPLEMENTATION PLANS (2014):

- In accordance with local interests and plans
- Local roadmaps for policy in ICT for public transport
- For policy designers, including specifications
- For administration to implement more efficient policy levers
- POLITE partners in close contact, in order to provide support and inputs
- All previous activities, to be synthesized in Infomobility Policy Document (2014)



TRANSFER, ALSO BEYOND THE POLITE PROJECT (2014):

- POLITE Good Practice Guide

SELECTED POLICY OUTCOMES SO FAR

- Calabria Region – includes selected GPs from POLITE in the Regional Transport Plan
- Poland – national and 16 regional transport plans will include lessons in their infomobility chapters
- Poland – the city of Poznan adopted SkyCash e-ticketing as a result of POLITE
- Intermediate Open Workshop:
 - dissemination to policy-makers
 - links with RITS-Net and SUPERHUB



LATEST NEWS FROM POLITE

28. 11. 2013 POLITE took place in the INTERREG IVC

THEMATIC PROGRAMME CAPITALISATION: WORKSHOP ON SUSTAINABLE TRANSPORT

With the selected POLITE Good Practice: Czech Multimodal Journey Planner, presented by CDV www.idos.cz

<http://www.ertico.com/search-engine-idos-among-the-winners-of-the-1st-smart-mobility-challenge/>

- Centralised planner demanded by Ministry of Transport, enabled by legislation since 1994
- The capitalisation potential is being used for years already; cooperation with private sector (CHAPS) for maintenance
- The planner is sponsored by the (private) e-newspaper iDNES and financed from advertisement in the planner portal
- Planner form developments via national projects, data content developments via barter mainly
- Transfer: Slovakia; Germany: Goerlitz and Bautzen, further talks

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THANK YOU VERY MUCH FOR YOUR ATTENTION

More about the POLITE project:

<http://www.polite-project.eu/>

QUESTIONS?

For potential further questions:

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