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polite

POLICY LEARNING IN INFORMATION TECHNOLOGIES FOR PUBLIC TRANSPORT ENHACEMENT

EDITORIAL

Dear Readers,

With this first newsletter, we are happy to inform you about the recent start of the POLITE project, a project co-funded by the European Commission's INTERREG IVC programme and focusing on policy learning in the field of ICT for public transport.

Infomobility services collect transport information through ITS (Intelligent Transport Systems) and thus lead to improved mobility of persons and goods. By bringing together partners with different experiences in the field of infomobility, POLITE aims to replicate best practices around Europe and contribute to harmonising ITS standards and solutions. For three years, partners will work together to analyse what policy and technological changes can be adopted, concluding the project with concrete implementation plans for the involved take-up sites.

This newsletter is one of the five issues which will keep you regularly informed throughout the project about progress and developments, as well as events in which POLITE has participated or will participate. We will also provide you with expert opinions on relevant topics, often in the form of an interview. In the section 'Spotlight on POLITE Site' you will learn more about one of the sites involved in the project, its infomobility policies and what specific goals it has set itself within the project.

This first issue gives an overview of all POLITE sites, makes you acquainted with the project's objectives, and provides a short introduction to the concept of infomobility and the UTMC initiative in the UK, which will serve as a good example in the project. If you plan to visit the ITS World Congress and the Annual Polis Conference, you will also find out more about POLITE there.

This newsletter will also become available in the local languages of the project - Italian, Polish, Czech and Lithuanian - complemented with local site specific news.

To remain informed check regularly our website at www.polite-project.eu and register online for the electronic newsletter!

We wish you a pleasant read!

ABOUT

POLITE in a Nutshell:

POLITE is a project running over three years from January 2012 to December 2014.

The overall objectives of POLITE are:

- to improve local, regional and national policies on infomobility and thus enhance the use and attractiveness of public transport;

- to promote interoperability and wider deployment of Intelligent Transport Systems (ITS);

- to promote policies which foster co-modality through the use of ICT, thus leading to more sustainable mobility;

- ultimately, to harmonise ITS standards and solutions adopted by different cities, metropolitan areas, regions and countries in the process of developing common EU ITS standards.

POLITE partners will work together to achieve these goals through the exchange and transfer of experiences to regional and local policies on infomobility services. In addition, POLITE plans to establish links with other regions from outside the partnership with the purpose of gaining insights and raising awareness about existing different infomobility solutions around Europe.

The POLITE partnership approaches the issue of traveller information systems in a holistic and innovative way. The information needed by travellers at different territorial levels serves as input to the definition of public policies in a way which enables interoperability among information systems and a resulting increase of public transport attractiveness. Seven partners are involved in the project.

EXPERTS' VIEW

Presenting the concept of infomobility

What is infomobility?

'Infomobility' refers to procedures, systems and devices based on Intelligent Transport Systems and Services (ITS) that improve the mobility of persons and goods by collecting, processing and distributing information. Infomobility applications can be used both by the mobility operators and by the final users for all modes of transport. Infomobility services are dedicated to the dynamic management of public and private transport, fleets and road accidents through real time information. Thanks to ITS, it is possible to have an integrated system of transport, where all elements are interconnected in order to obtain more efficiency, safety and environmental sustainability.

Who can make use of infomobility services?

Infomobility services have an impact on different groups of users, such as passengers, municipalities, transport operators and fleet managers, and generate benefits to each of them. They allow:

- Passengers: to choose among different transport modes having travel information services based on ITS including real-time and mode specific information, delivered on different media.

- Municipalities: to manage more effectively and efficiently transport by receiving information from data owners and distributing it to the citizens.

- Transport operators: to better manage the operation of their fleet thanks to the availability of a large amount of real-time data.

- Fleet managers: to know the exact position and situation of their vehicles.

Infomobility services can be provided via different media such as the radio, television, call centres, web sites, mobile devices, etc. For the final user however, there is a strong need for a single reference point where multimodal information is gathered. Most of the existing services are single modal offerings, which creates barriers to planning a trip quickly and efficiently and moving in the most sustainable way. A unique reference point is beneficial both in terms of communications and in terms of cost-efficiency. For these reasons, POLITE is promoting integrated transport solutions and co-modality.

What are the current trends and barriers related to infomobility?

During the last years, ITS have become more and more widespread, particularly in Europe. The European Commission has adopted a White Paper on Transport and a Green Paper on Urban Mobility where it sees ITS as improved traffic management and information systems which will lead to a more efficient use of transport and infrastructure and will support eco-driving.

Nevertheless, the infomobility market in today's Europe is very complex. In order to implement multimodal information platforms based on infomobility services, it is important to take into account a large number of issues such as users' needs, existing mobility content providers, efficient content collection, user friendly interfaces, technological aspects, stakeholders to be involved, etc. In addition, there are at least three categories of difficulties in collecting information stemming from different content providers: technological, legal and organisational. The POLITE project therefore gathers partners with different levels of ITS use and stimulates exchange and sharing of good practices between regions and entities with more experience and those eager to adopt and use infomobility services.

Simon Beasley, RBC, talks about the benefits of interoperability

Simon Beasley
Network Manager
Reading Borough Council (RBC), UK

● *RBC is a good practice site in the POLITE project. Can you tell us about the UK initiative UTMC (Urban Traffic Management and Control) and how RBC has benefitted from it?*

Urban Traffic Management and Control was a UK central Government initiative started the late 1990's with the objective of making traffic control systems 'plug and play'. Reading became involved in year 2000 when they became one of four UK demonstrator sites for UTMC and has since then retained a role in UTMC development. UTMC has been widely adopted by over 100 authorities across the UK and it has achieved its objectives in delivering interoperability between systems. Reading has directly benefited from UTMC and is now operating integrated network management strategies using the full range of network management tools available, such as for major event management. A key element of Reading's UTMC system relates to public transport including the integration of bus and rail. Reading uses highway network and public transport data to inform travellers through internet based facilities.

● *Four other partners from across Europe are going to learn from the policies and practices of RBC within the POLITE project. What chances do you see for transferability of RBC's best practices and in what areas do you think they will be most needed?*

We see the lessons learnt in the development of open systems and standards being very transferable particularly in delivering public transport information. There are real opportunities for the benefits of open systems such as UTMC standards to be shared if the take-up sites see this as a way forward. We see that a key area is the ability to use the otherwise separate management systems in a more integrated way to cost effectively improve the level of service given by transport authorities for the travelling public and for more efficient movement.

● *Are there still some challenges remaining in front of RBC and do you think the cooperation within POLITE with external to the partnership regions will help RBC to solve them?*

Technology is always changing and there are significant developments on the horizon such as cooperative vehicle highway networks which UTMC standards will need to evolve to encompass. This project represents an excellent opportunity to work with partners from across Europe to explore the future of public transport and help guide the continuing development of open standards and specifications across the EU.

● *What is the expected added value of the POLITE project for the citizens?*

We see that the POLITE project will directly lead to improving Reading's public transport policies which in turn will lead to an improved public transport experience with improved journey time reliability and traveller information.

GOOD PRACTICE SITES:

Province of Ferrara (PoF)
Italy

The Province of Ferrara is responsible for public transport services planning and organization in the province. It cooperates with Emilia Romagna Region, the Agency of Mobility – AMI and the municipalities within its territory. The Province has been involved in the implementation of infomobility services including the first real time monitoring and control centre for road traffic in the Emilia Romagna Region, a road safety Observatory and a demand responsive transport system in low density rural areas, consisting of an information hub for booking and routing of the buses. In the urban area, the Province has implemented variable message panels with traffic information, events and parking availability information.

In the POLITE project, the Province will share this expertise. The Province of Ferrara is also keen to learn from partners in order to improve its policies, in particular with reference to: tracing and dynamic weighting (WIM devices); monitoring of traffic flows through the information collection centre with a view of creating an intelligent Provincial Mobility Station; real time updating services for both private and public transport at provincial level through the localisation of private mobile devices; transport and infomobility services during big events.

Reading Borough Council (RBC)
United Kingdom

A strong public transport strategy is a key part of Reading Borough Council (RBC)'s overall transport strategy. Reading has consistently been one of the top performers in the UK in the delivery of Local Transport Plan objectives and was as well one of the Urban Traffic Management and Control (UTMC) demonstrator sites for the UK. Reading continues its UTMC development status and will therefore be key in sharing experiences from this initiative with the partners in the POLITE project. Reading has a state of the art GPS based Real Time Passenger Information System which is integrated in UTMC to provide real time information at the stops, on public display boards, over internet and to mobile phones via a map based service. Reading has also recently upgraded its smart card ticketing system and has one of the newest bus fleets with different liveries for different routes. RBC will share best practices and will incorporate learning from the project into implementation plans for the take-up sites, which will provide the basis for their Local Transport Plan Policy documents. At the same time, RBC also sees benefit in learning from others and in having the opportunity to develop new policies and ideas through the discussions facilitated by this project.

To learn more about the UTMC initiative, read the interview with the expert from Reading Borough Council, Rob McDonald, featured in the Experts' View section of this newsletter.

TRANSFER SITES

Calabria Regional Administration (CRA)
Italy

Calabria Region has always considered transport as a key development topic at both external (mainly maritime) and internal levels. The Department of Transport in the Calabrian Regional Administration (CRA) directly manages the out-of-town road service, the urban road service and rail services. In a region where the use of the car exceeds the EU average, the administration's current efforts aim at improving the urban environment and the citizens' quality of life

through the adoption of several measures. The most important interventions for the period 2007-2013 relate to sustainable mobility in the three largest urban areas of the region. Interventions are planned for mobile information systems linked to the local public transport services. CRA has already started collaboration with the University of Calabria to provide hourly information on local public transport on the transport web portal. The POLITE project will provide input which will assist the administration in fulfilling its sustainable mobility plans.

Institute of Logistics and Warehousing in Europe (ILIM)
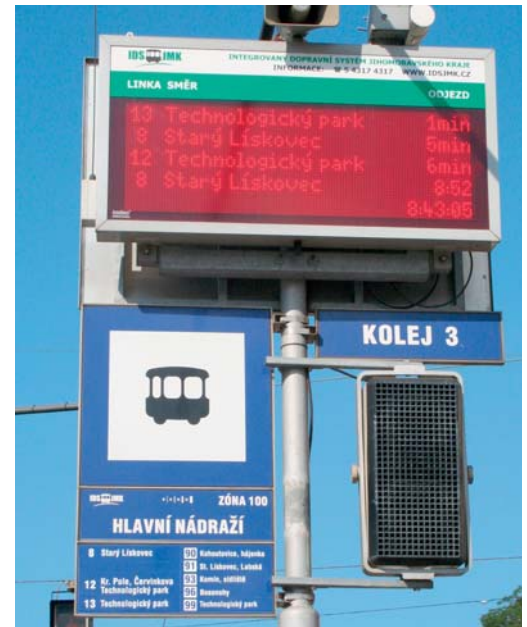### Poland

The Institute of Logistics and Warehousing (ILIM) is widely recognised as the centre of logistics competence in Wielkopolska region, Poland. It is an interdisciplinary state-owned R&D unit where policies in logistics are both a subject of research and development as well as a practical application. ILIM cooperates closely with the governor's office of the region (the Marshall's Office). More particularly, ILIM serves as a technical body for the policy development of the region and the Municipality of Poznań. ILIM expects to gather best practices through POLITE and transfer this knowledge to the regional stakeholders of the Wielkopolska region. The region does not have ITS policies for public transport, therefore the results of POLITE can provide a significant input to the regional authorities for the next programming period (2014 – 2020).

Transport Research Centre (CDV)
Czech Republic

The ITS and Public Transport departments of the Centrum Dopravního Výzkumu (CDV) have a wide experience in introducing ITS in public transport. The two departments of CDV offer their skills, knowledge and experience in public transport ITS standardization to the Ministry of Transport. A national working group of local, regional and integrated public transport systems representatives was established by the national INTESPOJ project, coordinated by CDV and financed by the Ministry of Transport. The main goal of the project was to introduce international technical standards in public transport information systems for enabling interoperability. The technical solutions studies will be more widely implemented through the POLITE project. The stakeholders in the project will be, on the one hand, the INTESPOJ working group, which is in demand of technical and organisational solutions in the area of ITS for public transport, and on the other hand, the public transport providers, including integrated inter-urban and regional transport systems, and the national provider of public transport information.

Latvian Transport Development and Education Association (LaTDEA)
Latvia

The main activities of LaTDEA, a Latvian non-governmental, non-profit organization, are to prepare concepts and strategies for education and training; assist in the development of transport training centres; promote fundamental and applied transport research projects; co-operate with national and international institutions to promote the development of the Latvian transport system and its integration into the international transport network, and assist in the adaptation to international standards, practices and new technologies. LaTDEA's area of interest within the POLITE project lies in the use and distribution of dynamic and selected multimodal information to users, both pre-trip and on-trip, in pursuit of attaining higher traffic and transport efficiency as well as higher quality levels of travel experience for the users. At regional and peri-urban level, key experiences and applications of infomobility will be studied in order to improve policies. LaTDEA will work to support the Road Transport Administration in improving national policies.

NEWS

Kick-off meeting of POLITE project

The kick-off meeting of POLITE took place in Reggio Calabria, Italy on 21 and 22 June 2012. The meeting was organised by the Calabria Regional Administration (CRA) which is the Lead Partner in the project, and was officially opened by Councillor from the Regional Ministry of Cooperation, Luigi Fedele . The two-day meeting served as an opportunity for partners to get acquainted with each other and produced a detailed plan of action and dissemination for the POLITE project. The project consortium agreed to start with a definition of at least three priority topics per partner on the information supply and demand sides as a basis for the selection of best practices and policies. The kick-off meeting was a success and was reported about in six different local media, such as 'Gazzetta del Sud' and 'Agenzia Stampa Quotidiana Nazionale'. The next project meeting will take place on 27 September 2012 in Riga, Latvia and will be hosted by the Latvian Transport Development and Education Association (LaTDEA).

EVENTS

European Bus System of the Future (EBSF) Final Event
15 October 2012, Brussels (BE)

The innovative solutions developed and tested as part of the four year research project 'European Bus System of the Future' will be presented at the project's final event. The EBSF researched the development of an intelligent European bus system and consisted of a wide consortium of 47 partners from 11 countries. The programme of the final event will include presentations to show the results of the research, and exhibit some of the most significant EBSF achievements: four bus demonstrators and prototype (Volvo, MAN, Irisbus, Evobus), the EBSF driver cabin, and the IT architecture test bench.

Learn more: http://brussels-ebsf.uitp-events-expo.org/

ITS World Congress
22-26 October 2012, Vienna (AT)

Under the motto "Smarter on the way", the ITS Vienna 2012 Congress will focus on the benefit of ITS for all traffic users. Smarter on the way means connecting seamlessly, serving customers, and encouraging sustainability. Around 1,000 expert presentations, including, for the first time, dedicated Strategic Sessions will be hosted during the week event. POLITE will be present on the joint Czech-Slovak ITS stand.

Learn more: http://2012.itsworldcongress.com

International Conference on Free Public Transportation
26-27 October 2012, Tallinn (EE)

The City of Tallinn invites colleagues from other cities to come and discuss the challenges, problems and opportunities of introducing free public transport. Representatives of local and regional governments, practitioners and stakeholders are invited to discuss possibilities and disseminate good practices on free public transport and sustainable solutions in urban transport areas.

Learn more: www.tourism.tallinn.ee/eng/fpt_conference

Annual Polis Conference
29-30 November, Perugia (IT)

This year's Polis conference will showcase many of the key topics explored recently by the network within its thematic working groups and projects. Some of these topics, relevant to POLITE include: 'Innovative ITS to promote public transport and soft modes', 'Towards open systems for traffic management and traveller information services', 'The role of open data in leveraging innovative information services', and others. Each session will aim to offer a mix of contributions on current practice and future plans (in cities and regions), academic research and industry initiatives. POLITE will be present with a stand.

Learn more: www.polisnetwork.eu

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