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POLICY LEARNING IN INFORMATION TECHNOLOGIES
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EDITORIAL

This, second, newsletter comes at a very interesting point in the life cycle of the project. The consortium is currently defining the infomobility measures and policies that they would like to share between themselves and to see implemented in their sites. Ten groups of measures have been identified, amongst which for example, ‘Public transport information measures’, ‘Public transport operation reorganization into multimodal system’ and ‘Public transport legislation and regulation’.

The consortium meeting hosted by LaTDEA in Riga at the end of September decided in addition on the joint methodology for external best practices search and exchange. The ABOUT section gives more insight into the working process and outcomes.

The interview with our expert this time talks about multimodal, multiservice, multichannel payment and ticketing and presents a geomarketing tool which allows matching demand for public transport with offer.

As usual, in our Spotlight on POLITE Site, we present some of the POLITE partners involved in the project and their infomobility measures. This time, you can read about Calabria Region and Riga as represented by LaTDEA.

We hope you will enjoy this current issue and we invite you to [register](#) for the electronic newsletter if you have not yet done so. Check our [website](#) for more information and for the newsletter in Czech, Italian, Latvian and Polish!

Enjoy reading!

Your POLITE Project Team

Infomobility Policy Themes for Exchange

POLITE foresees the identification of 30 EU proven good practices in public transport information systems for exchange. These will consist of the practices that the good practice sites in the project have to offer and 6 more coming from non-project sites. The POLITE consortium has decided to search for and talk about ‘good practices’ rather than ‘best practices’ which may not be practically achievable. All good practices chosen shall include elements related to information and communication systems for public transport purposes, and should answer the INTERREG IVC definition of a good practice: *“an initiative [...] which has already proved successful and which has the potential to be transferred to a different geographic area. Proved successful is where the good practice has already provided tangible and measurable results in achieving a specific objective.”*

In the search for infomobility policy themes for exchange, the POLITE consortium identified a comprehensive list of 10 groups of measures covering in total 54 more detailed submeasures which the partners in the project currently have, or would like to see implemented in the future.

These measures are in line with the project’s goals of enhancing:

- Public transport (PT) services organization
- ITS services level in PT and for PT
- Attractiveness of PT service via better infomobility
- Amount of PT users

- Sustainability in the transportation area via higher PT share

In mapping their needs, the partners defined not only measures of interest, but also territorial levels to be targeted, namely EU, state, province, region, metropolis, or local, as well as specific target groups – the public sector, private sector, or public-private partnerships (PPP). According to, both the good practices sites and the take-up sites, POLITE needs to address mainly the public sector. On the other hand, while for the good practice sites the local level is the most relevant policy level, the transfer sites want to see measures applied at national or metropolitan level.

Figure 1 below gives an overview of existing measures in good practice and transfer sites, and figure 2 shows the desired future scenarios by the sites. As it can be seen, the transfer sites cannot define one clear set of measures which they would like to see adopted, but would rather see improvement in several infomobility areas. Nevertheless, among the most favoured sets of measures are ‘Public transport legislation and regulation’, ‘Public transport information measures’, ‘Public transport operation reorganization into multimodal system’, and ‘Infrastructural measures’. By working on the exchange of some selected measures, the POLITE partners will produce an ‘Infomobility Policy Document’ on policy gaps to be covered by comparing the AS IS with the TO BE policy situation for each POLITE site and at EU level. The policy implementation plan that each site is going to develop at the end of the project will allow for reducing the current complexity and for fine-tuning the measures according to each site’s preferences.

Figure 1: Comparison of existing measures - frequency of the types of measures

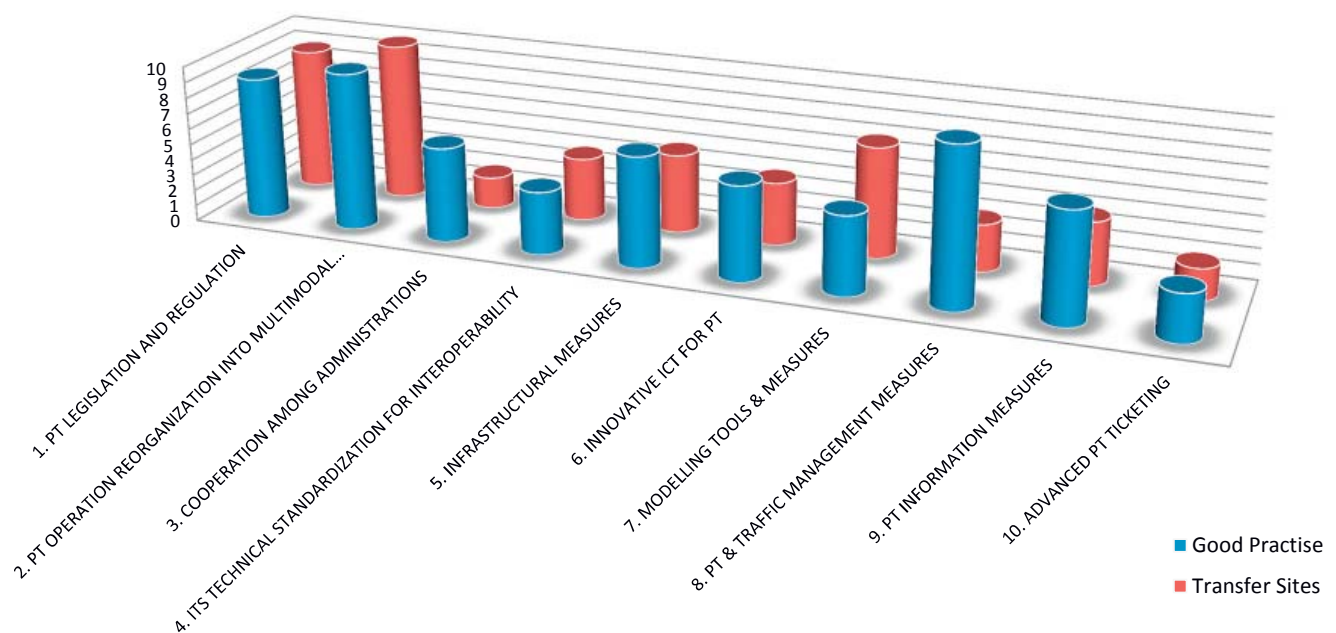
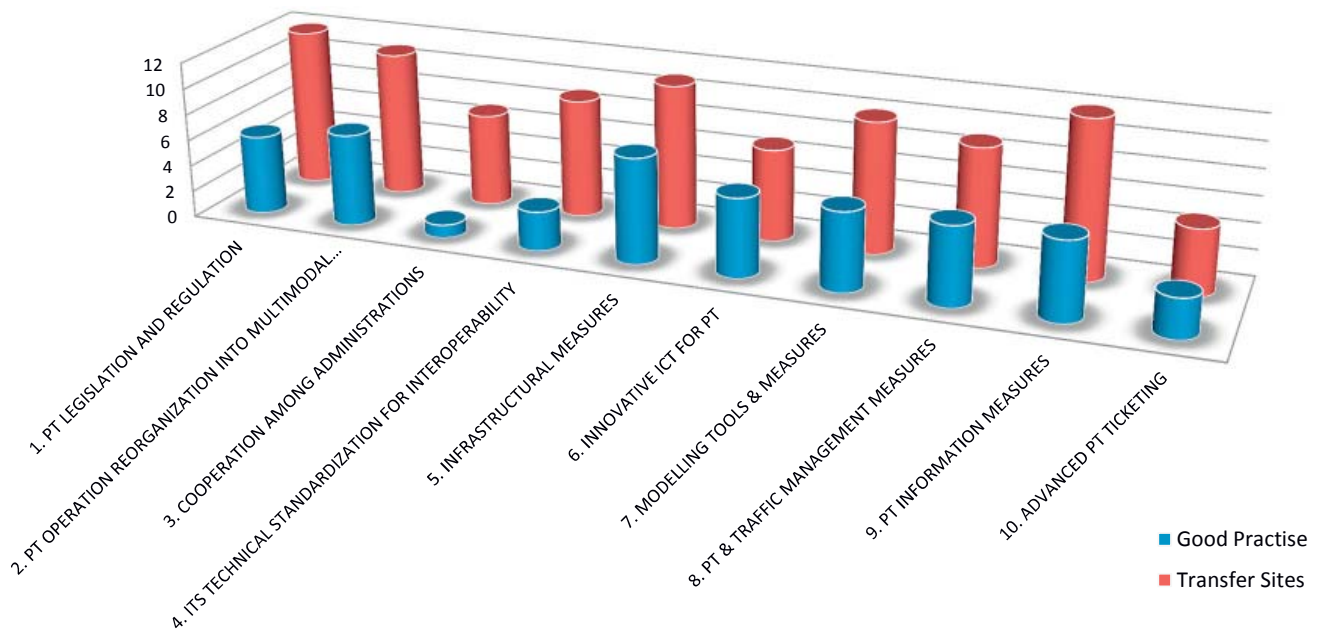


Figure 2: Comparison of future scenerios - frequency of the types of measures



EXPERTS' VIEW

Region-wide ITS solutions for multimodality and multiservice smart ticketing Interview with Monica Giannini, Pluservice

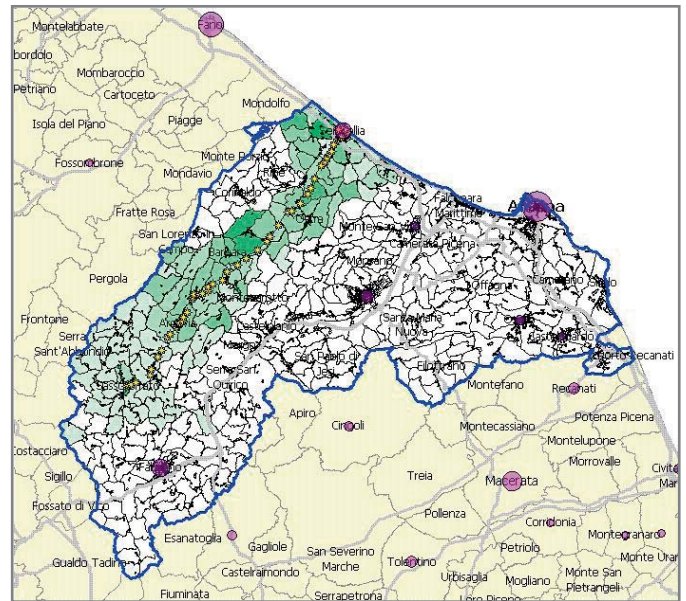
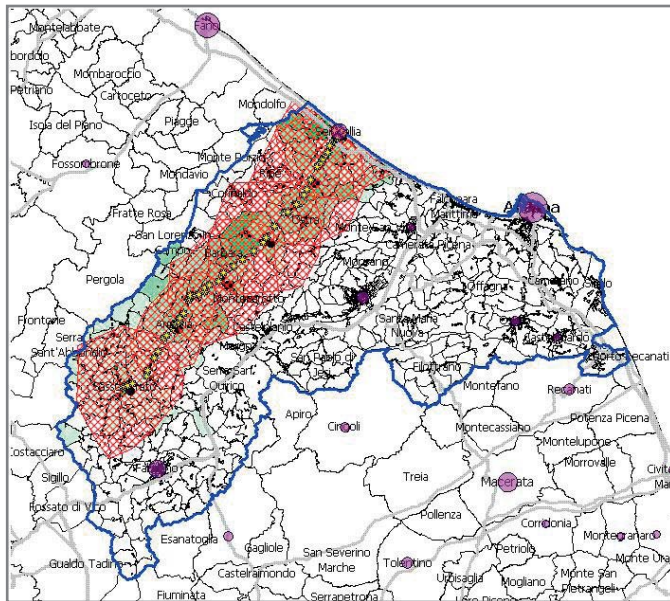
Monica Giannini coordinates International Cooperation at Pluservice srl, an Italian company specialized in ITS for passenger mobility. She manages the team dedicated to international projects in the field of urban public transport. Ms Giannini's main fields of interest and expertise are: Smart Ticketing, Flexible and Integrated Passenger Transport Schemes, smart urban mobility, Multi-modal Traveller Information Systems and service platforms. In this interview she talks about the geomarketing tool used in the ATTAC project, as well as some other outcomes and conclusions drawn within the project. The ATTAC project analyzes and designs a region-wide ITS solution for multimodal and multiservice fare collection and smart ticketing. The project will conclude at the end of 2013.

- **Can you present to us the geomarketing tool that you have used in the ATTAC project? How does it help the multimodal and multi-service fare collection and smart ticketing?**

Within the ATTAC project the pilot in Marche Region, Italy will provide a comprehensive study of the applicability at regional level of an integrated ticketing system. In order to analyze the potential of integrating different services, we have used a geomarketing tool to estimate the Offer/Demand distribution of services and the mobility offer at regional level. The geomarketing tool provides a cor-

relation between mobility needs and available services for a preliminary study. It provides an analysis based on census data and available information on public transport and other services (museums, schools, tourism points of interest, etc.). This is very useful, on the one hand, to get a clear view on public transport offer and demand, and on the other, to make a decision, for example, on where to have ticket sales points. The visualization of such data on a map is particularly helpful in the case of a polycentric Region where we find a "diffuse" city model (many medium/small size towns and not a single big city).

EXAMPLES OF THE APPLICATION OF THE GEOMARKETING TOOL: 'DEMAND AND OFFER OF PUBLIC TRANSPORT FOR SECONDARY SCHOOL EDUCATION ALONG THE MISA VALLEY'



<p>● Yellow stars: Bus stops along the Misa valley</p>	<p>● Green areas: Density of census population in the age range 15 - 19 per district</p>	<p>● Violet circles: Attractors of secondary school education</p>	<p>● Red grid: Area within a 10 km distance (road distance) from a bus stop</p>
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LEGEND

● **What different ticket sales channels can be put in place and how would they increase interoperability?**

Several sales channels are available: from TVM, agencies, on-board distribution, IVR-call centres to channels enabled by new technologies such as online and through smart-phones. The use of several channels increases the possibility for users to buy tickets of a wide portfolio of services thus increasing the demand for combined (integrated) tickets. The higher demand for integrated ticketing can be a driver for the interoperability of systems.

● **Can you please describe shortly the Marche region in terms of its transport needs and current services to cover them? On what will the pilot in the Marche region concentrate and how is it going to facilitate the integrated ticketing in the region?**

Marche Region in Italy is a, so called, polycentric region where many small/medium size cities are spread over a wide territory. In such a context the use of car is very high (85%) since people commute from one city to another to go to work, study or shop. Urban transport is limited by city boundaries and extra-urban transport is not sufficient. The challenge in such a context is to provide public transport multimodal and multi-operator combining services according to the needs (currently, there are 55 PT urban operators in Marche Region). For instance, I travel to work every day by car and it takes me half an hour. If I would use the public transport, it would take me 2,5h and if I miss a connection, it would take me even longer. A

good multimodal public transport will thus play an important role in the change of behaviour and the reduction of the use of car. The pilot in ATTAC will start the process of analysis and definition of a multimodal transport planning with the support of an integrated fare collection system.

● **What are the challenges when designing a region-wide ITS system?**

Main challenges are linked to the presence of many operators and many systems not interoperable with one another. It is important to enable dialogue between systems and between operators and find common rules. Rules for interoperability of systems come from standardization so it is important to increase the use of standards. The rules for interoperability of fares and data come from policy dialogue and directives such as the ITS Action Plan.

● **The POLITE project, similar to the ATTAC project, will facilitate exchange of good practices. What difficulties did you meet when transferring one good practice to another site?**

Transfer of a good practice is complex and requires time. These projects are helpful to exchange experience on several aspects from procurement to technical specifications, impact assessment and interoperability. Public authorities are able to define and implement a system in a smoother way if their awareness and knowledge are higher. Such projects provide a good background on what is available and what mistakes to avoid.

The “System for managing Local Public Transport services” of Calabria Region Italy

Calabria Regional Administration is the POLITE project coordinator. The Calabria Region public transport services consist today of about 45 million km/year of suburban bus lines, 11 million km/year of urban services and 8 million km/year of rail services.

In the framework of the “Mobility Observatory” established in 1999, the Regional Administration of Calabria, Transport Department, has entered into an agreement with the University of Calabria, Department of Electronics, Computer Science and Systems (TESEO laboratory) to develop and coordinate a “Regional system for managing Local Public Transport services”.

The system, still under definition, will particularly aim at:

- creating a centralized and standardized database of transport companies’ information and services (stops, lines, etc.);
- providing infomobility services to citizens through the Internet or mobile devices;
- offering services to transport companies (e.g. integrated electronic ticketing, intermodality, integration with tourist services, etc.);
- monitoring and certifying the services provided by transport companies;
- analyzing data and producing statistics to improve actual management and future planning needs.

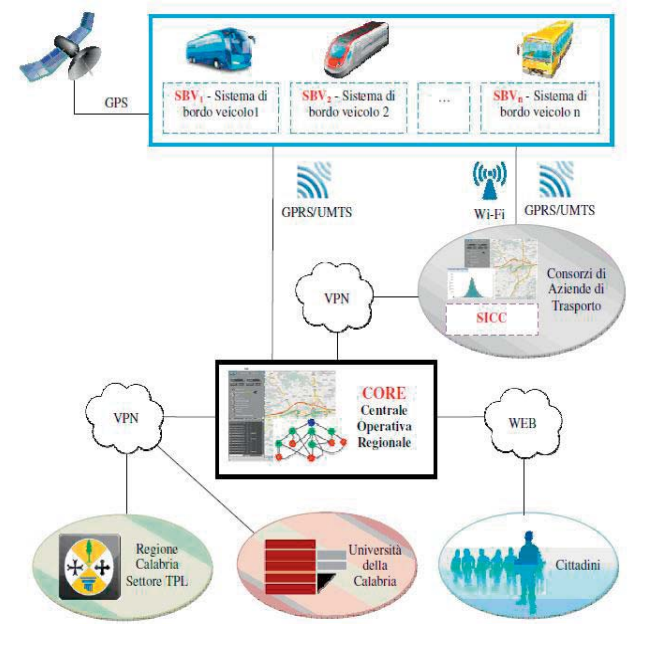
The system will operate through a number of integrated tools, namely:

- the Regional Operations Centre - CORE on the diagram;
- the Control System installed at transport companies premises - SICC on the diagram;

- the Onboard System on the entire fleet of Public Transport vehicles (currently 1836) - SBVs on the diagram.

POLITE will support Calabria Regional Administration in the identification of European infomobility good practices susceptible to being replicated and integrated into its “under-construction” own system. From the infomobility measures for exchange identified by the project’s partners, the Administration particular areas of interest concern the improvement and optimisation of public transport services, the decrease of congestion and the static and real time data collection and availability.

Diagram 1: The “System for managing Local Public Transport services” of Calabria Region



Public Transport Development in Latvia in the Era of ITS

LaTDEA, the Latvian Transport Development and Education Association, based in Riga and actively involved in the development of ITS for the city, describes the use of ITS in public transport to date.

Riga, as the capital of Latvia, is the major infrastructural and transportation hub of Latvia. Riga is the place of in-

tersection of the main European and national transport corridors. The main cargo transit also goes through the city and complicates a lot the mobility of Riga inhabitants.

Looking at public transport in Riga, it has 5 modes: tram, train, bus, trolleybus and minibus. All of these transport modes provide some ITS elements. For example, all of

them have pre-trip planning using web service. Despite that in Latvia, just like in Europe, there is clear understanding that ITS is a key element for successful public transport development, Riga today lacks one common concept about ITS implementation in the city. There are some ideas about how ITS can be organized and implemented in the city. For example in 2003, Prof. Igor Kabashkin from LaTDEA published his work “ITS development model in Riga” in which he described all steps of possible ITS implementation in Riga.

The implementation of new payment technology in 2009, the e-ticket, was an important step in ITS implementation as a system approach in Riga. The e-ticket is based on Atlas Public Transport Ticketing System. Atlas system includes equipment for infrastructure and for transport as well software and interfaces. The system can be

extended to AVML and RTPIS solutions as well as vehicle location tools. The public transport e-tickets were fully introduced on May 1, 2009, and they are valid in all public transport vehicles of “Rīgas satiksme”. The e-ticket greatly simplifies the payment procedure. It allows passengers to save time when buying tickets, solves the problem of availability of paper tickets in retail trade, and requires no cash. A ticket loaded to an e-ticket is valid for 12 months from the moment of its purchase, except when the tariff of the ticket type changes or the ticket type is cancelled and Riga municipal company “Rīgas satiksme” sets a transition period for the validity of the ticket type. Electronic validators are located in public transport vehicles – buses, trolleybuses and trams and register passengers paying for the trip. Figure 3 illustrates how the whole system with its different elements looks like:

Figure 3: Atlas Public Transport Ticketing System



The NFC technology for smart phones is not yet available in Riga, but public transport ticketing operators are ready to introduce it. NFC technology harmonizes today’s diverse contactless technologies and simplifies payments, information collection and exchange, access control, etc.

In the implementation of such a new technology as ITS, it is important to use previous experience from other countries. LaTDEA believes that the POLITE project offers an excellent framework for exchange of experiences, which will assist the improvement of the quality of public transport in Riga and in Latvia, and the sustainable development of the transport.

POLITE at ITS World Congress 2012, Vienna, Austria

POLITE participated in the 19th edition of the prestigious ITS World Congress held Vienna 22-26, October 2012. POLITE partner CDV exhibited POLITE brochure, POLITE newsletter N1 and the POLITE roll-up at the shared stand of the Czech and Slovak ITS association, ITS&S. These dissemination materials were furthermore displayed at the stand of the Italian ITS Association, TTS Italy. More than 10,000 participants from 90 countries attended this year's event. They represented a broad variety of groups such as worldwide professionals in ITS, commercial (industry, research, universities) and public sector (city, region and national representatives, universities, companies in public sector incl. consultancy and research oriented), etc. This first presentation of POLITE was a good start for the wide dissemination of the project.



POLITE amongst the sustainable transport projects in the INTERREG IVC Capitalisation Workshop



In line with the motto “learning by sharing”, the INTERREG IVC programme gathered 15 projects in sustainable transport to share experiences. The Thematic INTERREG IVC Capitalisation initiative is an approach that focuses on collecting, analysing and disseminating the thematic knowledge gained from projects working on the same topic.

During the more dynamic afternoon brainstorming session the sustainable transport projects were split into 4 thematic groups covering all areas in which the projects work: Clean vehicles, cycling and soft modes; Mobility management; Travellers’ information and ITS; Governance, land use planning and mobility. The groups were well mixed with projects just starting and projects reaching their end to allow for capitalisation of experiences and lessons learnt. Recently started projects were thus able to gain some insights and learn about methods used to perform certain project activities.

POLITE could apply, for instance, the technique used in the FLIPPER project of preparing a quiz for decision-makers to find out about their knowledge about infomobility services and the benefits that they offer. The INTERREG IVC Capitalisation Workshop took place on November 15, 2012 in Brussels.

Transport Ticketing

28-29 January 2013, London (UK)

Transport Ticketing is Europe's largest transport ticketing and fare collection event. Next year Transport Ticketing will have its 5th edition. It is the only event of its kind to bring together Europe's transport operators and local authorities to explore the ticketing and fare collection innovations revolutionising the travel and transport industry. Transport Ticketing 2013 will offer dynamic programme with tested practical insight from the industry pioneers, with many interactive platforms and over 10 hours of networking time.

6 will be the key themes in this edition:

- The development of smart cards across Europe
- The future of open-loop, EMV payment systems
- Building an interoperable ticketing system across Europe
- Mobile handsets as the next platform for transport ticketing
- Putting the passenger at the heart of your ticketing programme
- Utilizing your data and maximizing your ticketing security

Registration is free for transport operators and local authorities.

Learn more: <http://www.transport-ticketing.com/>

9th ITS European Congress

– call for papers closes 21 December 2012

The 9th ITS European Congress will take place in Dublin, Ireland between 4-7 June 2013. The slogan of this edition is "ITS: Real Solutions for Real Needs". All regions face similar challenges in delivering sustainable transport solutions to meet their current and future mobility requirements. The ITS 2013 Congress will primarily focus on ITS solutions that are driven by policy as opposed to being technology-led. The emphasis will be on proven deployed solutions and innovative R&D that is focused on solving real problems and delivering value for money in today's challenging economic environment.

Papers for presentation and publication at the ITS 2013 Congress are welcome in one of the following 4 topics:

- Sustainable City Regions
- Smarter Travel
- Knowledge Sharing
- Competitiveness through Innovation

Deadline for submission is 21 December 2012.

Learn more: <http://www.itsineurope.com/>



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