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**EDITORIAL**

The POLITE consortium is currently preparing for the Good Practice Round Table which will take place 14- 16 May in Reading. This is a milestone in the project as the partners will perform a good practice analysis and will define how to proceed further with the exchange of good practices. At the same time each of the partners, except for Polis, is working on the preparations of his national dissemination event. A target group of those events are local stakeholders who will be informed about POLITE objectives and progress and who will potentially take up the measures identified within the project. Check regularly [POLITE website](#) to stay informed about the dates, venues and agendas.

As part of the Europe-wide dissemination of the project, POLITE will be present at several events in 2013, such as the ITS European Congress in Dublin. POLITE has also established contacts with other European projects such as POSSE, RITS-Net and EPTA and is exploring potential for synergies. Read more about RITS-Net in the News section of this newsletter and learn about EPTA through the interview with its project coordinator, Dora Ramazzotti.

Sharing of good practices is one of the main aims of the POLITE project, and the POLITE newsletter therefore continues to inform you about such practices from around Europe. This issue talks about the ITS influence on the urban public transport system in Madrid and Barcelona. It also presents the ITS elements in the public transport system in the POLITE site, Province of Ferrara, and in Emilia Romagna Region in Italy.

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**

## External Good Practices Identified

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.

POLITE foresees the identification of 30 EU proven good practices in public transport information systems for exchange coming both from the consortium and from external non-project sites. The project partners have been busy the past months with meetings, interviews and site visits to these non-project sites in order to select the ones that would best match the needs and interests of the project partners. After the analysis of this information, a report will be produced including a collection of the good practices. The list of good practices will also be made available on the POLITE website. A number of good practices have been identified in the UK, Italy, Czech Republic, Spain, Latvia, Poland, Belgium, Denmark. The good

practices identified go even beyond the borders of the EU countries to Switzerland, Croatia and Serbia. In addition, the Multimodal Real Time Traffic and Travel Information (RTTI) services provided to drivers and travellers with the goal to reduce drastically energy consumption in urban transport are an example of a good practice existing in several countries. Table 1 below shows the future public transport infomobility measures which the POLITE partners want to have.

As a next step, the consortium is meeting from 14 to 16 May in Reading for a Good Practice Round Table. The Round table will create a discussion of the lessons learnt from the first 15 sites visited. Transferability issues will be debated and the areas where further information could be sought to improve the good practices will be identified. The two good practice sites in the project – the host, Reading Borough Council, and the Province of Ferrara, will also present their measures, accompanied by a site visit of Reading.

**Table 1:** PT Infomobility future measures at POLITE partners

PT INFOMOBILITY FUTURE SCENARIOS AT POLITE PARTNERS	LP-CRA	P2-PoF	P3-POLIS	P4-RBC	P5-ILIM	P6-CDV	P7-LaTDEA	Total
01. PT LEGISLATION AND REGULATION	0	4	0	2	1	4	7	18
02. PT OPERATION REORGANIZATION INTO MULTIMODAL SYSTEM	0	4	0	3	4	0	7	18
03. COOPERATION AMONG ADMINISTRATIONS	0	0	0	1	1	1	5	8
04. ITS TECHNICAL STANDARDIZATION FOR INTEROPERABILITY	1	0	0	3	0	4	4	12
05. INFRASTRUCTURAL MEASURES	1	4	0	4	3	1	6	19
06. INNOVATIVE ICT FOR PT	0	1	0	5	1	1	5	13
07. MODELING TOOLS & MEASURES	4	1	0	5	1	0	5	16
08. PT & TRAFFIC MANAGEMENT MEASURES	0	2	0	4	2	0	7	15
09. PTT INFORMATION MEASURES	4	2	0	4	2	1	5	18
10. ADVANCED PT TICKETING	2	1	0	2	0	0	3	8

LEGEND

- **In Green:**  
Good practices site
- **In Red:**  
Transfer sites
- **In White:**  
Dissemination partner

## ITS influence on the urban public transport system in Madrid and Barcelona

Katerina Alfimova

Katerina Alfimova from POLITE partner LaTDEA reports on the ITS influence on the urban public transport system in Madrid and Barcelona. Within the framework of a Short Term Scientific Mission (STSM) within the COST Action TU1004 scientific programme on Modelling Public Transport Passenger Flows, Katerina conducted a number of interviews, for instance with the transport authorities from Barcelona and Madrid, and explored the use of various ITS measures in the two biggest Spanish cities. A comparative analysis is presented below. In addition, Madrid e-ticketing system is discussed.

For the comparative analysis on the use of ITS measures in public transport between Barcelona and Madrid, three big groups of characteristics were examined:

- socio-economic characteristics,
- characteristics of public transport system,
- characteristics of ITS applications.

Both Barcelona and Madrid are rapidly developing in ITS use and implementation and this is a priority field of work for them. According to Observatorio de la Movilidad Metropolitana (OMM) 2010 all stops in Barcelona and Madrid

provide real-time information for passengers in the metro. Table 1 shows that all types of transport in the two cities have tools for trip planning. Intermodal transport management is better developed in Madrid where all modes of transport, excluding interurban bus, have intermodal transport management. In contrast, in Barcelona none of the modes of transport offers such an opportunity. Madrid e-ticketing system is well developed and fairly popular for all types of service. It supports intermodality which allows using the same ticket for all modes of transport. As we can observe from Table 1 both cities have no ITS application for buying public transport tickets via a mobile phone. Therefore this is a priority for transport authorities in both cities.

Table 2: ITS applications in the public transport system in Madrid and Barcelona

CONCEPT	UNITS	INTERURBAN BUS		URBAN BUS		METRO		LIGHT RAIL		SUBURBAN RAIL	
		Barcelona	Madrid	Barcelona	Madrid	Barcelona	Madrid	Barcelona	Madrid	Barcelona	Madrid
Real-time information to travellers	Yes/No	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Number of public transport stops with real-time passenger information panels	Units	364	622	250	622	161	243	56	52	28	70
Trip planning	Yes/No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Intermodal transport management	Yes/No	No	No	No	Yes	No	Yes	No	Yes	No	Yes
e-ticketing	%fleet	0	50	0	100	0	100	0	25	0	100
Payment and card verification of public transport by using the mobile phone	Yes/No	No	No	No	No	No	No	No	No	No	No

In Madrid, with the development of the Intelligent Transport Ticketing (BIT) project the aim was to replace the existing technology used for tickets with new technology that would improve accessibility to public transport, fraud control measures and the processing of operational data. The project also aimed to reduce the costs of purchasing and maintaining the validation equipment.

According to Madrid transport authorities, public transport data collected through the e-ticketing system provides valuable information on network usage and travel patterns which could be used for planning, operation and marketing purposes. This information allows, for example, to:

- Monitor capacity utilisation and loading on different routes



- Monitor bus headways and punctuality
- Monitor boarding and alighting at stops and estimate passenger volumes at stops
- Estimate ridership per operator and ticket types
- Analyse travel patterns for different groups of passengers, introduce incentives
- Estimate O-D matrix, time, cost, modes, transfer information, related to any journey.

Some of the above-mentioned possibilities will be only feasible with a check-in check-out system. On the other hand, restrictions imposed by individual freedom related regulations will limit the potentialities of exploiting passenger related data. Generally speaking, e-ticketing offers a large number of benefits compared to traditional ways of payment.

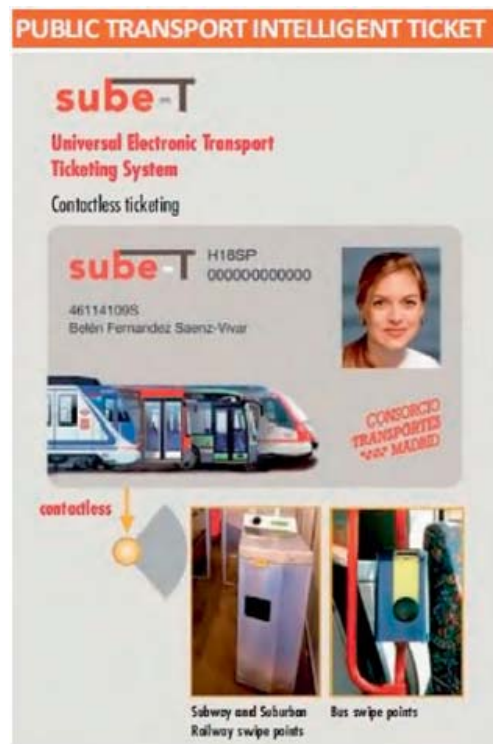
Madrid is one of the external good practice candidates selected by POLITE project partners to learn from its experience in interchanges and intermodality.

A few general recommendations that Madrid gives to cities which do not yet use widely ITS:

- Provide real-time information for all passengers
- Improve quality of service
- Provide payment possibilities with smart phones
- Provide contactless tickets

Madrid experience would be a valuable input to the implementation plans of some of the project partners.

Image 1: E-ticketing in Madrid



## Intermodality and co-modality: tools for sustainability

### Interview with Dora Ramazzotti, SRM



*Dora Ramazzotti is General Affairs Manager for SRM, the Public transport Authority of Bologna, Italy, since it was established in 2003. In 2002, Dora specialized in European projects field obtaining a Master in Europrojecting at the International University Centre in Florence, Italy. She is skilled in managing EU projects thanks to former experience with EU projects funded by FP5, FP6, FP7 Programmes and ERDF, such as INTERREG. SRM is Lead Partner of the INTERREG IVC EPTA project and Dora is its Project Manager. In this interview she presents the project which started last year and shares some of the conclusions reached during a training course on DOs and DON'Ts in intermodality and co-modality.*

- **Can you please present briefly the EPTA project, which SRM is coordinating?**

The EPTA-European model for Public Transport Authority as a key factor leading to transport sustainability project aims at increasing public transport sustainability focusing on environmental, energy and economic aspects through the identification of a MODEL of a Public Transport Author-

ity (PTA) as a powerful tool of governance of the sector. The project is designed to include partners representing the main competences involved in mobility governance and embrace different perspectives on the issue.

The EPTA structure provides an ideal context for exchanging experiences and good practices regarding PTAs' activities and mission. The work planned includes:



- 1) exchange and sharing of experience on how to develop and operate a PTA through a series of training courses and workshops;
- 2) consolidation and transfer of good practices among involved areas;
- 3) promotion of policy tools and regulatory guidelines at local, regional, national levels for PTA establishment and organization.

The establishment of a PTA (centralized or decentralized) to increase transport sustainability requires a convergence of activities to make it able to create synergies and optimizations. The 7 key identified functions for a PTA are:

- Regulation
- Planning
- Tendering/Awarding
- Integration
- Promotion of public transport
- Management of transport service contract
- Control

and they build the ideal MODEL of PTA. The border between PTA and other concerned bodies is often not certain and this creates sometimes an overlap of functions or uncovered areas. The EPTA project refers to the need to assess PTA competences and the role to be played in the overall mobility and transport governance.

● **Can you describe more in detail the key activities Integration and Promotion of Public Transport?**

Integration is a strategic issue in intermodality and co-modality leading to sustainable transport. Promotion of public transport is a key tool to shift passengers from individual to collective, more efficient and sustainable modes of transport. Both functions are strictly connected in PTA perspective as both have effect on the use of transport by passengers. Their wise use can foster the process towards more sustainable mobility.

Within the consortium these issues are object of dedicated Training Courses. The “Intermodality and co-modality: tools for sustainability” training course was held in Brasov (RO) last October 2012 and the “Good Practices for successful campaign for PT promotion: shifting towards sustainability” one will be held in Rogaland (NO) this June 2013. Many partners included several identified good practices related to these functions as basis for their Feasibility Studies. This will allow them to follow a proven successful strategy for their future action.

● **During the training course on “Intermodality and co-modality: tools for sustainability” which took place in Brasov (RO) a session was held on DO’s and DON’Ts in intermodality and co-modality.**

**Can you tell us some of the main conclusions reached in this session?**

One of the main conclusions reached was that public consultation is critical. DO NOT assume you know what people want. Public consultation should include the citizens, operators, stakeholders, and generally everybody who can provide feedback on the issue at hand. Public transport should be oriented towards customers’ needs, not towards the public transport system in itself. Another conclusion was that the general vision should be on medium and long term, but be flexible enough to allow for adaptation and updating. A big part of the session dealt with Ticketing and Information. In that area a “DO” is to clarify who is the “owner” of the real time information collected and who decides how this information is put to good use. In addition, a clear definition of “who does what” is needed as the PTA cannot cover all the tasks. Role confusion generates overlapping and waste of useful resources. Tendering is a key moment for the PTA. It is important that previous to the tendering process the needs of every stakeholder are well identified and thus the system that best fits the local context is chosen.

● **Why is sharing of experiences and good practices important for EPTA, as well as for SRM and the city of Bologna?**

Thanks to the identification of a wide number of Good Practices across Europe, their collection and translation into regional development policies, the consortium will produce, as final result, a transferable and customizable MODEL to be adopted for the successful implementation or re-organization of a PTA.

The participation in INTERREG IVC projects granted to SRM and the City of Bologna the benefit of increasing their knowledge in sustainable transport field through the process of experience exchanging with other partners inside and outside the project consortium. The focus on capacity building allowed to governmental bodies, and their stakeholders, to study and build on existing proven successful practices, finding solutions and take them up in the proper way, through feasibility studies and further pilot implementation. The projects’ results are presented to decision-makers to inform and involve them.



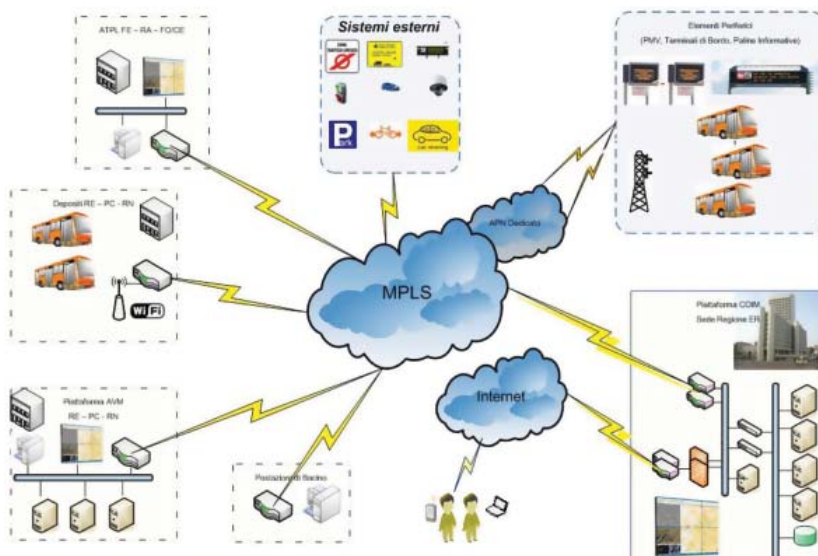
# THE ITS ELEMENTS IN THE PUBLIC TRANSPORT SYSTEM IN THE PROVINCE OF FERRARA AND IN EMILIA ROMAGNA REGION, ITALY

## Central management of mobility information coming from the Region and its provinces

The Province of Ferrara together with the Municipality of Ferrara, Emilia Romagna Region, and other Italian Provinces are implementing a national project financed by the Ministry of Transport focusing on ITS on private and public mobility. The aim of this project is to improve all available ITS systems for both private and public uses.

The management of the information related to mobility is going to be performed in a centralized way - a mobility central unit is going to be set up at Regional Level with important connections with the Provincial Level. This centralized system could help the harmonization of mobility information and its use. In this way a big amount of data related to traffic among different cities of the region will be managed at regional level in order to develop common policies and technologies.

Figure 1: Scheme of planned Regional ITS system



The ITS measures that this national project plans, can be summarized as:

- Improving the usability and effectiveness of public transport (PT);
  - Centralized management of information related to public-private mobility;
  - Monitoring of the fleets of public transport;
  - Increasing the infrastructures from technological point of view (AVM, ITS);
  - Real-time dissemination of information related to the service of PT and traffic conditions;
  - Interconnection among Urban PT and Sub-Urban PT;
  - Development of modal split.
- The project foresees installation, implementation, testing and maintenance of the following subsystems:
- Regional (Emilia Romagna) Central Office of InfoMobility (COIM) interconnected with local/provincial offices;
  - Automatic Vehicle Monitoring (AVM) on 1,066 buses in the regional provinces of Piacenza, Reggio Emilia, Ferrara, Ravenna and Rimini;
  - 180 electronic signs at buses stop (Province of Piacenza, Reggio Emilia, Ferrara and Rimini);
  - 55 Variable Message Panels in the provinces of Piacenza, Reggio Emilia, Ferrara, Rimini and Forli-Cesena.

## The Travel Planner - supporting citizens in a simple and friendly way

In Emilia Romagna Region the travel planner system was adopted as an innovative way to help citizens' journeys around the Region. The aim of the travel planner system is to support

citizens by a simple and friendly ICT system to use the public transport as a favoured modality to travel, and at the same time to increase the awareness on sustainable mobility. The system

is available in each city of the Region and gives citizens the possibility to organize their journeys at home by a web application.

In order to develop the Travel Planner, many collaborations were activated with local transport Companies and Agencies. The benefit was the standardization and integration of multimodal solutions.

The main points of Emilia Romagna Travel Planner system are:

- Identification of source and destination of the journey both on text and graphic (on a map) modality;
- Selection of the time and place of departure or arrival;
- Visualization of the planned journey on a map;
- Choice of various types of public transport (use of intermodality);
- Possibility to verify the duration of the journey as well as related different types of transport;

## Electronic Tariff Ticketing in Public Transport

Travel Planner Systems and Electronic Ticketing together are two important measures that can improve the life of citizens using Public Transport.

The greatest challenge for a pricing policy is to determine a tariff structure that reconciles the user's need for an affordable public service with the commercial interests of the operators, while at the same time pursuing the authority's social objectives. Emilia Romagna Region has been adopting the pricing and ticketing system named "Mi Nuovo", which offers the same payment system of public transport all over its territory. Through a single contactless smartcard (Radio Frequency Identification Card) a citizen can use all the modality of transport available in the Region (trains and urban buses). A special seasonal ticket focuses on workers and students who use PT and is also suitable for all those who use bike sharing and electric car sharing. The "Mi Nuovo" integrated ticketing system helps all people travelling in the Region and at the same time can give transport companies and agencies useful information concerning the customers' habits in order to improve the services.

- Thanks to the different modality of travel, possibility to organize low cost journeys;
- Possibility to support integrated ticketing and pricing: in this way the transport authorities could set up low prices and simple tariffs and balance prices, thus encouraging also social inclusion. At the same time from the passengers' point of view it will be possible to minimize transport costs and travel in more comfortable conditions.

The future additional functions to implement are:

- Real-time management of travel information (dynamic travel planner);
- Possibility to use the Travel Planner by smart phones' application in addition to the existing web application;
- Possibility to obtain information concerning the planned journey over the phone by a free number.

## Province of Ferrara in POLITE project



The Province of Ferrara in POLITE project is interested in real time travel information services for both private and public transport, and on ITS to have a stronger integration. In order to increase its knowledge the Province of Ferrara started collecting information concerning traffic management, intermodal infomobility, and SMS ticketing systems useful to ameliorate the services in its area.

## NEWS

POLITE has established links with the European project RITS-Net and is currently exploring possibilities for synergies. RITS-Net, Regions for Intelligent Transport Solutions Network is an INTERREG IVC project which started in March 2012. The aim of the project is to get European regions familiar with ITS solutions and applications which can help them solve regional transport problems. The three-year project is supporting partner regions in drafting ITS regional plans and will prepare guidelines for other regions wishing to follow the RITS-Net approach. The RITS-Net partners will exchange their mobility policies and practices and the use they make

of ITS to meet mobility challenges and will learn from each other with support from external experts. They will also publicly share their experiences and knowledge in a series of 7 thematic workshops open to a large audience of local stakeholders and European guests. During the 5th thematic workshop on "Management of Public Transport" that will take place in Thessaloniki in September, POLITE has been invited to present results on Region's policies/activities. RITS-Net is organising a Special Interest Session on "Regional Policies for ITS" at the European ITS Congress in Dublin where the three projects, RITS-Net, POLITE and POSSE, will participate.



### 9th ITS European Congress

4-7 June, Dublin (IE)

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.

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

### Side events on ITS at the 9th ITS European Congress

4-6 June, Dublin (IE)

During the ITS Europe Congress in Dublin, Polis, together with the National Transport Authority of Ireland, organises a number of parallel and complementary events for cities and regions to further learn and exchange on ITS. These include POSSE Open ITS Systems Forum meeting, CONDUITS City Pool meeting and Polis workshop 'European networking, transport innovation & local authorities'. A Special ITS Congress rate is negotiated for local authorities from Ireland and the United Kingdom which would like to join the Urban Mobility Day at ITS Europe Congress on June 6.

Registration closes May 17. The programme can be found here: <http://www.polisnetwork.eu/uploads/Pages/Programme.pdf>

### 13th Spanish ITS Congress

18-20 June, San Sebastián (ES)

The 13th Spanish ITS Congress will take place between 18-20 June 2013 in San Sebastián. Some of the topics of the congress include: ITS for Urban Traffic; ITS for Interurban Traffic; ITS for Public Transport; ITS on Highways; ITS in Cars; ITS for Freight Transport; ITS in Railways, and others.

Learn more (in Spanish): <http://www.itsspain.com/>

### 2013 Annual Polis Conference – Call for Speakers

4-5 December, Brussels (BE)

The call for speakers for the 2013 Annual Polis conference is covering a wide range of topics open under the core Polis themes of environment & health, traffic efficiency & mobility, road safety and the social and economic challenges. ITS takes an important place in the conference with session topics such as: Objective-led ITS deployment, including the use of ITS to promote modal shift; Reducing the cost of ITS delivery - new services and business models; The next information revolution - the role of open data and social media in information services; New approaches to the organisation of public transport. The call for speakers is open until June 7.

Learn more and download the Call for Speakers: <http://www.polisnetwork.eu/2013conference>



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