



POLICY LEARNING IN INFORMATION TECHNOLOGIES  
FOR PUBLIC TRANSPORT ENHANCEMENT

# Calabria Implementation Plan

2 sided summary

## 1. Introduction

The main objective of Calabria Region is to improve the public transport information systems.

In order to attain the above mentioned objective, Calabria Region aims to combine transport mobility with technological innovation at different territorial levels as much as possible so as to define public policies in a cross-sector approach of interoperability.

## 2. SWOT analysis for Local Public Transport

A state-of-the-art assessment of transport system in Calabria regarding particularly the implementation of ITS has been examined by the SWOT analysis below.

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<ul style="list-style-type: none"> <li>• The current situation encourages those favourable background conditions to develop highly innovative ITS;</li> <li>• Recent legislation supporting info-mobility progress – they were introduced after POLITE project was launched.</li> <li>• ITS system provision to track almost entirely the fleet in real time – it was introduced after POLITE project was launched.</li> </ul>	<ul style="list-style-type: none"> <li>• Limited use of LPT infrastructure (private means of transport are usually preferred);</li> <li>• Deficient initial conditions of the transport links are caused by territory topography and lack of adequate spatial development;</li> <li>• There is insufficient operative complementarity and effective exchange of information among LPT various services.</li> </ul>
<b>OPPORTUNITIES</b>	<b>THREATS</b>
<ul style="list-style-type: none"> <li>• Public institutions, private business and research institutes have been challenged by the call for innovative solutions projects to improve LPT;</li> <li>• Granting of appropriate legislation supporting the above mentioned projects development.</li> </ul>	<ul style="list-style-type: none"> <li>• Geographically Calabria region is adverse to new transport links design;</li> <li>• The complexity of the project suffers scarce coordination, flexibility and governance among the key interacting actors;</li> <li>• Poor consideration towards ICT.</li> </ul>

## 3. Best Practices

The Best Practices specifically selected by Calabria Region in the context of POLITE Project are:

- A) Multimodal Planner "Idos" (Czech Republic), that is a door-to-door journey planner for the Czech Republic and Slovakia, selected as the Europe's best multimodal planner 2012 in the EU's First Smart Mobility Challenge competition;
- B) Mi Muovo Project (Italy- Emilia-Romagna Region), that is an integrated fare (bus plus train) and electronic ticketing system;

- C) Traveller Infobus (Italy – City Of Cosenza), that is an InfoMobility application developed in the city of Cosenza, that allows the users to check the surrounding public transport bus stops and services on the map;
- D) Mycicero (Italy – Marche Region), that is a multi-channel platform that provides individualized support to the user, tailored to specific needs in relation to mobility, transport and parking, as well as shopping, customer loyalty policies, public services, hospitality in addition to cultural events and entertainment.

#### 4. Local implementation plan objectives

The general objective of this Local Implementation Plan is *"to encourage the use of innovative technology solutions that enable the increase of the degree of efficiency and quality of public transport service and that will increase the accessibility of the service and the passenger intermodality in order to make the public transport service competitive, at different territorial levels, compared to private transport"*.

The specific objectives that the Region intends to pursue in order to achieve the overall objective are:

- I. Increasing the degree of efficiency and quality of public transport service.
- II. Increasing the accessibility of the service and the passenger intermodality.

#### 5. Local implementation plan policies

The local Implementation Plan has assimilated and integrated information and ideas experienced by the best practices selected during the POLITE project.

A series of short-term easily achievable actions have therefore been proposed in order to improve the system. The actions are summarized in the following work plan.

Action	Description	Deliverable deadline	Costs Estimates
A1	Current on-road LPT facilities integration with rail LPT system	6 Months	200.000,00
A2	Optimization of CORE and infomobility services	7 Months	102.500,00
A3	Introduction of e-ticketing and implementation of innovative payment systems for intermodal mobility services. <i>Feasibility study.</i>	5 Months*	50.000,00
A4	Info-mobility system development for the introduction of <i>added-value services</i> for the tourism industry and the local marketing enhancement	6 Months	142.000,00

#### 5. Local implementation plan policies

The Implementation Plan dovetails with the collection of experiences gathered within POLITE project. The document serves: on one hand, to propose guidelines of action for the local administrative divisions and the regional Institutions; on the other, it undertakes the task to determine the operational objectives, the activities to be carried out, in addition to define the financial resources and timing for the successful implementation of ITS measures.