

enhancing public transport authorities in Europe



EPTA presentation
GP for successful campaign
for PT promotion: shifting
towards sustainability - **Mi
Muovo Project**

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12th June 2013

Index of contents



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- **PT promotion key factors**
 - ▶ Targets
 - ▶ Needs
 - ▶ Investment
 - ▶ Communication **and ...**
- **A comprehensive and up-to-date regional strategy**
 - ▶ Integration and interoperability - STIMER/Mi Muovo
 - ▶ Integration - « Mi Muovo in ... »
 - ▶ Interoperability - « Mi Muovo in bici »
 - ▶ Complementarity - « Mi Muovo .. in sharing »
 - ▶ Complementarity - « Mi Muovo elettrico »
 - ▶ Virtuality - mobile money and on-line payments
 - ▶ Accessibility - GiM, Travel Planner, Mi Muovo
 - ▶ Consuming-based fares - decoupling card

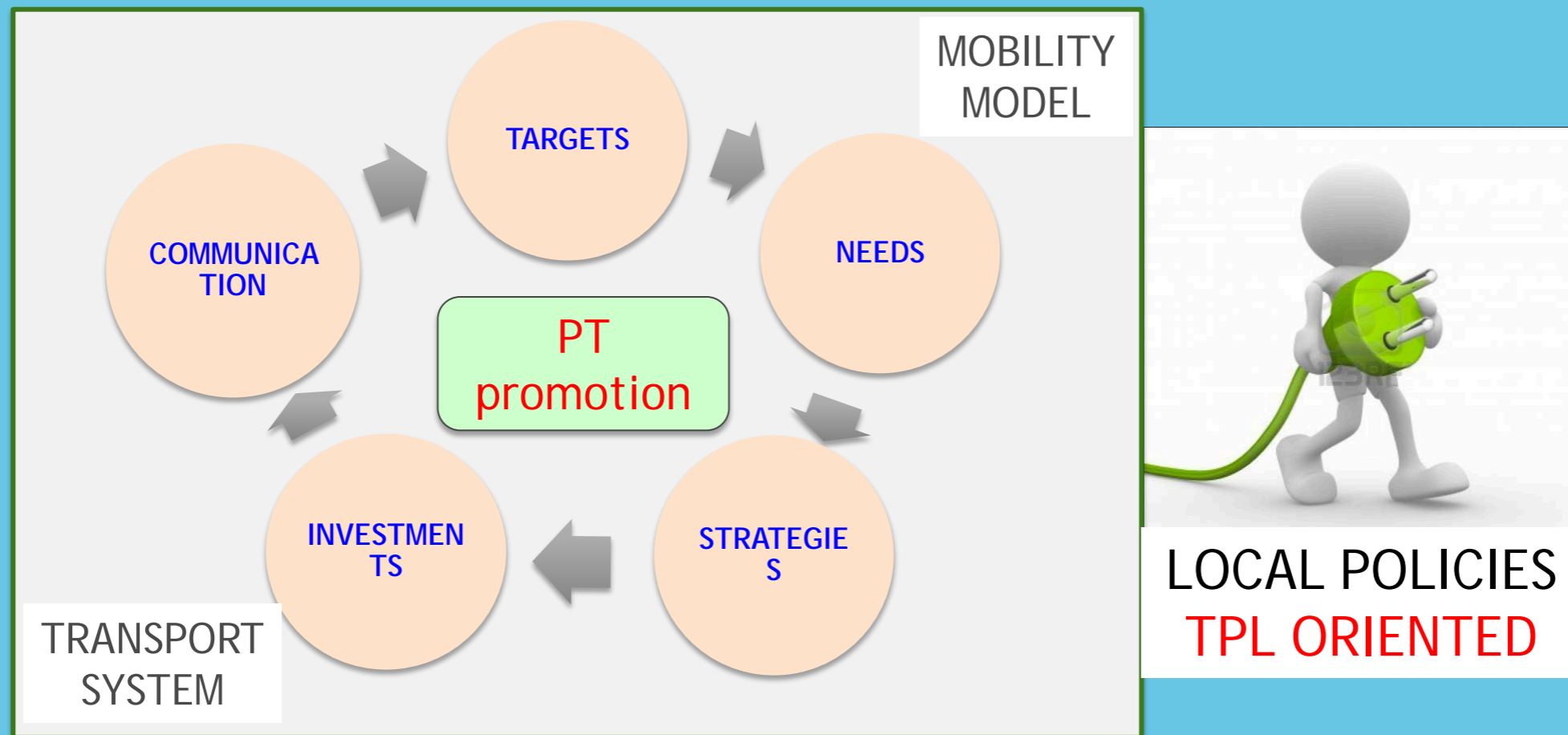


To promote PT ...

Key factors



- A (bonded) **virtuos cycle** is required to keep PT in the core of the transport system and of a more sustainabable mobility model
- Local policies still represent the triggering element of the cycle: ...
.... **NO mobility governement ... NO party !!!**



To promote PT - Targets

Effective strategies are based upon *targets* and *needs* investigation



- Our target consists in **PT demand increasing**:
 - ▶ total demand: citizens (residential inhabitants) and tourists (« temporary inhabitants »)
 - ▶ PT expressed demand: systematic voyagers and occasional users
 - ▶ PT potential demand: **non-users and PT low-intensity users**
- Market surveys (IT) show that PT demand is a **captive** and « **no alternative** » demand: not enough money or age or personal mobility or ... to go by private vehicles.
- Mobility « like » energy: you can't create but **only transform** it
- **How to improve?**



To promote PT - Needs



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- PT needs are dependent on the needs of each specific target, to be time to time investigated through ad hoc surveys:
 - ▶ regular and frequent PT connexions
 - ▶ effective TP network and well distributed stops
 - ▶ high PT reliability and commercial speed
 - ▶ « fitting » PT fares
 - ▶ easy PT access (infrastructures, vehicles, information, payment, etc.)
 - ▶ ...
 - ▶ demand expectations (unknown needs and preferences)



To promote PT - Investments

Emilia-Romagna Region ("ERR") financing



- ERR finances **PT key Projects** and actively promotes the development of a public and private sustainable fleets based upon ecological old and new fuels



2002

17 Million € (34 Million € of estimated total cost)
0,4 Million € (for clearing system and start up)



2011

1,8 Million € (yearly contribution to operating costs)



2011 - 2014

> 4,0 Million € (8 Million € of costs + Google partnership)



2011 - 2012

2 Million €



2011 - 2012

0,65 Million € (2 Million € private investments)

To promote PT - Communication (Mi Muovo 2012 campaign)



Since 2008, Emilia-Romagna Region has financed **multi-media information campaigns** (press, web, etc.) by investing more than 0,6 Million €



posters



videos



folders

A comprehensive and up-to-date strategy



PT strategy should envisage a comprehensive set of solutions able to intercept **users expectations and intermodal challenges**



As far as PT ticketing, fares and monetics are concerned, some basic concept and **key words** have to be kept in mind:

- **complementarity**, with any other transport mode: **integration and interoperability**
- **accessibility**, with regards to modern paying tools: **virtuality**
- **modernity**, toward technological state-of-the-art: **electronic automation**
- **fairness**, with regard to fares schemes: **discounting**



Team bulding at regional scale: STIMER / Mi Nuovo (PT solutions)

- **How to promote** through an “Integrated Fare System for Mobility in Emilia-Romagna”?

By Addressing PT Actors needs (Local Authorities and Companies)

- ▶ a shared regional project, involving all bus and rail PT actors
- ▶ a strong regional financing, accounting for more than 50% of total costs
- ▶ a unique tender procedure, involving all devices and services

By addressing PT Users and Non-Users needs

- ▶ a regional fare system, for bus and rail (city and suburban services)
- ▶ a common technology, mixing magnetic (single ride) and c-less (seasonal)
- ▶ a unique fare concept, based upon a “zone system”
- ▶ a all-in image, involving sustainability, social inclusion, life quality

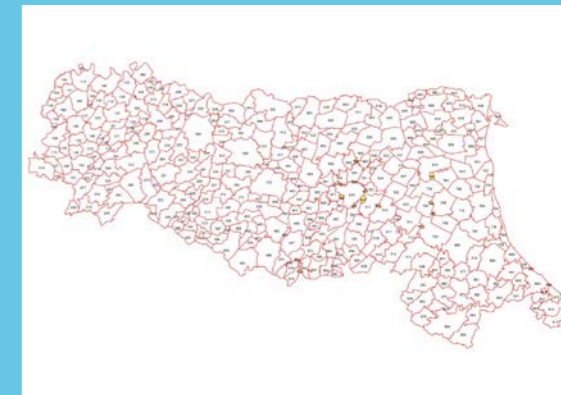




Integration: “Mi Muovo in ...”?

- **Mi Muovo in ...**

- ▶ “tutto treno”: integrated fares among **regional rail and local bus**
- ▶ “ES” and “AV”: integrated fares among **regional and national rail**
- ▶ “Studente”: annual card for **preferential users** (students)
- ▶ “Anno”: annual card for **all users**
- ▶ “Mese”: monthly card for **all users**
- ▶ “Insieme”: annual facilitated card for **disabled and older people** (income thresholds)
- ▶ “City più”: **metropolitan** area of Bologna and Ferrara for **all users**
- ▶ “City più studenti”: **metropolitan** area for **preferential users**



- **The system: 200.000 cards (3plicate volumes in a 4 years period)**

- ▶ 10 centralized ticketing management systems
- ▶ 5,000 contactless ticket validators
- ▶ 265 railway stations
- ▶ 56 ticket offices
- ▶ 530 POS



Interoperability: “Mi Muovo in bici”



- ERR aims at more and more promoting soft and sustainable mobility, by preserving and facilitating its ancient and enduring tradition of **travelling by bike**
- bike **modal share** reach 10% in 2012 and should increase till **15%** by 2020, as for PRIT targets
 - ▶ **“frequent bikers”** may rely on a very large bicycle network (> 1.000 km), on widely distributed interchanging facilities at railway stations and car parking - “bike and ride” - as well as on rail fleet equipped for bike transport
 - ▶ **“occasional bikers”** may rely on a regionally financed bike-sharing system, which integrates the existing facilities and has to be managed by the local Authorities and PT Operators
 - ▶ **“PT bikers” = “Mi Muovo in bici”** may rely on the interoperability between PT card and bike sharing devices. The system should hopefully soon move to a fully integrated system of fares and technologies



Complementarity: “Mi Muovo in ... sharing”



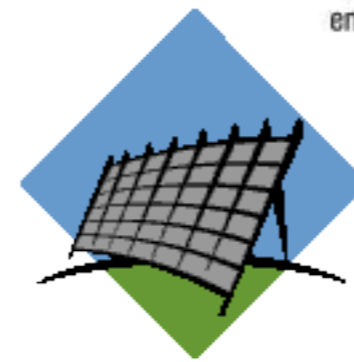
- EER aims at promoting any sustainable solution based upon **public, collective and shared concepts**



- ▶ Mi Muovo card “opens” the car sharing system to PT passengers through a shared technology, already operative in Bologna
- ▶ Local Authorities “open” the city centre and the preferential lanes (bus corridors) to car sharing users
- ▶ Integrated fare schemes have still to be evaluated and might furtherly increase complementarity appeal and positive impact



Sustainability: “Mi Muovo elettrico”



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- EER aims at suitable solution to promote an efficient and environmentally healthy mobility system: **electro-mobility**



- ▶ basing upon trilateral agreements among Regional Government, all regional electricity providers (ENEL, HERA and IREN) and Municipalities
- ▶ Emilia-Romagna is the Project Promoter and has to disseminate the interoperable charging points
- ▶ Local Authorities have to allow electric vehicles **access to urban** restricted areas and to facilitate electrical infrastructure **location**
- ▶ e-providers are committed to realize the electrical infrastructures and to supply **clean energy** from renewable sources
- ▶ electric cars private owners have the opportunity to accede to a unique and interoperable electric refilling network, to be soon managed through the **Mi Muovo chip card**



Virtuality: mobile money and on-line payments

(web/SMS/Self-service/NFC/ATM based systems)



- ER Region aims at improving **mobile and remote accessibility**
- PT Tickets and Credit renewal are available through

Traditional solutions

- ▶ direct & indirect commercial networks (ticket offices and > 1.000 Point Of Sales)
- ▶ ticket vending machines (self-service)

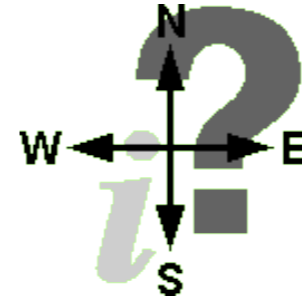


Innovative and appealing new frontiers

- ▶ bank devices: ATM (Automated Teller Machine), home banking / web
- ▶ mobile devices: SMS, NFC (*Near Field Communication, on-going testing phase*)



Accessibility: GiM, Travel Planner, STIMER Projects



- To be informed, **to get the information when the are valuable**, to plan the trip and buy the ticket accordingly: three separate Projects as part of one unique tool, facing one common objective

- ▶ **GiM Project**: real time information system regarding bus and rail services (as well as private traffic information system), on the spot (variable message signs) and through mobile devices
- ▶ **Travel Planner Project**: door to door planner, up to now based upon static information (through GiM Project will be developed the dynamic interfaces) by combining all transport modes
- ▶ **Google transit**: matching requisites have been recently fulfilled by opening to ER PT users a powerful window on real-time travel planning
- ▶ **STIMER/Mi Nuovo Project**: automatic fare collection integrating all public, soft and sustainable transport modes



- Regional initiative** (in designing and tendering phases) and **public financing** of investment costs (no less than 50% of the total) have largely proved to be the key factor to success and speed up the process

Emilia-Romagna Region to go ahead



- **PT consuming-based fare system**

- ▶ a decoupling card (electronic purse) is under study
- ▶ as a complementary and incentive solution for seasonal cards and occasional users
- ▶ Implementation plan:
 - by 2013 at urban and seasonal cards level
 - by 2014, at regional and single-ride tickets level

- **real time geo-localized information system**

- ▶ a QR code system is under study
- ▶ *(Quick Read or Q. Response system, containing up to 7.089 numeric characters or 4.296 alphanumeric characters, to be captured by mobile and smart phone)*
- ▶ to improve PT static information system
- ▶ by providing a shooting tools on PT transits at bus stops and station terminals



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- **fare full integration among all sustainable transport modes**

- ▶ PAY (once) AND RIDE !!!