Infomobility as a key instrument in relation to sustainable mobility: European Good Practices

Riga, TTI
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“Infomobility indicates the set of technologies and procedures which provide the required information to managers and customers in order to obtain an efficient mobility of private and public transport”

INFOMOBILITY CONCEPT*

✓ Seamless real-time travel and traffic information including multi-modal journey planning and information system
✓ Freight information systems combining operators’ freight-flow and public authorities traffic flow requirements contributing to the optimum use of road capacity and the reduction of negative impact on the environment
✓ eCall lading to a reduction in facilities
✓ Electronic Toll Collection as a key instrument for internalization of external costs
✓ Traffic demand management leading to a cleaner road transport and less congestions
✓ The integration of several core applications on an open in-vehicle telematics platform.

INTERREG IVC identify a Good Practice as:

“an initiative (eg methodologies, projects, processes and techniques) undertaken in one of the programme’s thematic priorities 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.”
The key-stone of project is to study the current state of infomobility in EU and to propose actions destined to reduce and close any competitiveness gap with best practices.

Each separate system/service, where they are clearly distinct and could be implemented on their own can be considered to be a POLITE Good Practice Measure.

POLITE is focused on the application of Information Technologies for Public Transport and hence the target of 32 Good Practices identified should be technology based.
Formation of the task

Infomobility servise (Good practice)

Measure-1  Measure - q  Measure-n

Submeasure q,1  Submeasure q,2  Submeasure q,k

Objective 1  Objective 2  Objective F

Public Transport

This project is co-financed by the ERDF and made possible by the INTERREG IVC programme.
Main stages of Good Practice benchmarking

1. Study of Good practices descriptions and Questionnaires completed by POLITE partners.
2. Good practices classification based on functional purpose.
3. Determination of objectives priorities (impotence) for each group of GP.
4. Choice of indices characterizing efficiency Good practice
5. Comparative analysis of Good practices and the selection of the best practice for each group of Good practices.
Study of Good Practices descriptions and Questionnaires completed by POLITE partners

• 32 Good practices from several EU countries were identified
• 6 of Good practices were selected for site-visits
• The desktop reviews of GP and the detailed GP data through visiting the GP sites were described in Questionnaires completed by POLITE partners, and were analyzed and presented in appropriate charts and tables.
Good practices search in Europe, also beyond the consortium, through a desktop research, completed by questionnaires search and followed by visits of highly valued sites. All geographical parts of Europe have good practices to offer.

This project is co-financed by the ERDF and made possible by the INTERREG IVC programme.
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MEASURES FOR INFOMOBILITY ENHANCING

• VIEWPOINTS
A holistic way of work: types, objectives, target groups, territorial levels and promoting bodies linked with certain measures

• MAPPING OF EXISTING EXPERIENCE AMONG PARTNERS IN OUR CONSORTIUM
10 groups of specified measures (with 54 sub-measures) covering overall objectives - aspects from legislation and regulations through to specific ICT applications.
Hierarchical structure of the criteria (indices of measures)
GROUPS MEASURES AT PARTNERS: CURRENT, DESIRED AND INVESTIGATED

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GOOD PRACTICES CLASSIFICATION

1. Public Transport and/or Multimodal Information Systems:
   - Bus Automatic Vehicle Location (AVL)
   - Real Time Passenger Information Systems (RTPI)
   - Real Time Traveler Information Systems (RTTIS), bus stops, on bus, in public locations, on web, on mobile devices
   - Journey Planning Systems (single mode / multimodal)

2. Public Transport Fleet Management Systems

3. Public Transport Interchanges

4. Public Transport Priority Systems:
   - Bus priority at signals
   - Bus Gates / Bus Lanes
   - Enforcement systems e.g. bus lane enforcement
   - Access controls

5. Public Transport Payment Systems:
   - Pre Pay Contactless Smart Cards
   - Innovative Incentive Schemes.
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<thead>
<tr>
<th>No.</th>
<th>Name of Partner</th>
<th>Description of Good Practice</th>
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</table>
| 7   | PoF            | Intermodal infomobility platform and SMS ticketing  
Genova / Liguria, Italy |
| 11  | RBC            | Open Public Transport Data  
Transport for London (TfL), UK |
| 14  | RBC            | Real Time Information System & Bus Priority at Signals  
Greater Bristol, UK |
| 16  | ILIM           | Mobile travel information  
Aalborg, Denmark |
| 17  | ILIM           | On-board bus travel information  
Aalborg, Denmark |
| 18  | ILIM           | Real Time Passenger Information System  
Bern, Switzerland |
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<thead>
<tr>
<th>No.</th>
<th>Name of Partner</th>
<th>Description of Good Practice</th>
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</thead>
</table>
| 21  | CDV             | Multimodal Journey planner for the Czech Republic  
Czech Republic and Slovakia |
| 24  | CDV             | Real Time Passenger Information System  
Prague, Czech Republic |
| 30  | LaTDEA          | Interactive passenger service in train traffic  
Rigas region, Latvia |
| 31  | RBC             | Premier Route Bus Corridor Network  
Reading Borough Council, UK |
| 32  | PoF             | G.I.M. Project  
Emilia Romagna Region / Ferrara, Italy |
The efficiency of measures’ groups of Good Practices

The efficiency of Good Practices

This project is co-financed by the ERDF and made possible by the INTERREG IVC programme.
• **Topic of the practice** - The main goal of CONNECT project was to enhance quality of provided information and ensure availability of the information for the blind and visually handicapped while using the public transport. The programme followed the first attempts for development of information systems on the stops and already well-established standard of installations of receivers for the blind and visually handicapped in PIT vehicles and also development of information kiosks.

• **Start date of the practice** - 2004

• **Evidence of success** - Currently, more than 250 vehicles have been equipped with the system in a particular area and further development regarding display tables in compliance with new technologies and their availability has been running.

• **More information on**

  http://www.polite-project.eu/images/good_practices/mis/real_time_passenger_information_system_prague.pdf
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<tr>
<th>No.</th>
<th>Name of Partner</th>
<th>Description of Good Practice</th>
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<tr>
<td>4</td>
<td>CRA</td>
<td><strong>Sustainable Mobility Plan (SMP) in Santander</strong></td>
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<td></td>
<td></td>
<td><em>Santander, Spain</em></td>
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<tr>
<td>6</td>
<td>PoF</td>
<td><strong>Traffic Management</strong></td>
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<td></td>
<td></td>
<td><em>Verona, Italy</em></td>
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<td>8</td>
<td>PoF</td>
<td><strong>Traffic Management during big events</strong></td>
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<td><em>Perugia, Italy</em></td>
<td></td>
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<tr>
<td>10</td>
<td>PoF</td>
<td><strong>Mobility and traffic management in firms</strong></td>
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<td><em>Valjevo, Serbia</em></td>
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<td>19</td>
<td>ILIM</td>
<td><strong>Demand responsive transport</strong></td>
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<td></td>
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<td><em>Krakow, Poland</em></td>
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<tr>
<td>26</td>
<td>LaTDEA</td>
<td><strong>Unified intermodal cargo service</strong></td>
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<td><em>Riga region, Latvia</em></td>
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COMPARATIVE ASSESSMENT: PUBLIC TRANSPORT FLEET MANAGEMENT SYSTEMS

The efficiency of measures’ groups of Good Practices

The efficiency of Good Practices
Sustainable Mobility Plan (SMP) in Santander (Spain)

- **Topic of the practice** - This plan has been developed during the last five years and tackles several aspects related to the public transport improvement. In some cases the adopted measures involve new technologies but in other cases they are political decisions or good practices in the management process. This process is complex and in a constant evolution.

- **Description of the practice** - The Santander’s SMP has been developed during several year and is in constant evolution. Some measures like Intermodal PT were applied 15 years ago, others like PT Information System using panels or SMS were introduced around 4 years ago.

- **Evidence of success**: Costs reduction; Pollution reduction; Better Public Transport Service; Intermodal services.

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<tbody>
<tr>
<td>1</td>
<td>CRA</td>
<td>Traffic monitoring and management. Floating Car Data (FCD) as traffic sensors. Result of S.I.MO.NE Project. Piemonte / Torino, Italy</td>
</tr>
<tr>
<td>2</td>
<td>CRA</td>
<td>Stimer/Mi Muovo Project - Mobility Integrated Fare System in RER (Emilia-Romagna Region) buses, trains and bike sharing. Emilia Romagna Region (RER), Italy</td>
</tr>
<tr>
<td>3</td>
<td>CRA</td>
<td>Multi-channel Information system on mobility at regional scale. Campania, Italy</td>
</tr>
<tr>
<td>23</td>
<td>CDV</td>
<td>Public Transport dispatching under KORDIS integrator/organizer: CED. Brno and South Moravian Region, Czech Republic</td>
</tr>
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<td>25</td>
<td>CDV</td>
<td>Multimodal Integrated Transport. Prague, Czech Republic</td>
</tr>
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<td>27</td>
<td>LaTDEA</td>
<td>Interchange Príncipe Pío. Madrid, Spain</td>
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COMPARATIVE ASSESSMENT: PUBLIC TRANSPORT INTERCHANGES

The efficiency of measures’ groups of Good Practices

The efficiency of Good Practices

This project is co-financed by the ERDF and made possible by the INTERREG IVC programme.
Multimodal Integrated Transport (Czech Republic)

- **Topic of the practice** - Prague Integrated Transport (PIT) is a modern integrated mass transport system established according to a European Union recommendation as a communal transport federation. Integrated transport has been established with the goal of ensuring high-quality transport services to the territory in order to make mass transport competitive with individual transport. The determinative criteria for making the integrated system attractive are time, price, comfort, reliability and safety.

- **Evidence of success** - More than a million passengers uses the Prague´s public transport system a day. The official information about the average visit of the portal is not available, but according to the logged number of visits in the searching part of the portal the quantity is estimated to exceed 50 000 visits a day.

### COMPARATIVE ASSESSMENT: PUBLIC TRANSPORT PRIORITY SYSTEMS (4)

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<tbody>
<tr>
<td>5</td>
<td>CRA</td>
<td><strong>Traveller Information / Mobilitami</strong>&lt;br&gt;Marche / Ancona and Senigallia, Italy</td>
</tr>
<tr>
<td>12</td>
<td>RBC</td>
<td><strong>Real Time Passenger Information System, Bus Priority at Signals, Public Transport mobile apps, City Access Control. Smart Card</strong>&lt;br&gt;<em>Cambridgeshire County Council, UK</em></td>
</tr>
<tr>
<td>13</td>
<td>RBC</td>
<td><strong>Bus Lane Enforcement</strong>&lt;br&gt;<em>Reading Borough Council, UK</em></td>
</tr>
<tr>
<td>15</td>
<td>RBC</td>
<td><strong>Real Time Passenger Information System, Bus Priority at Signals, Disability Accessibility</strong>&lt;br&gt;<em>City and County of Swansea, Wales, UK</em></td>
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This project is co-financed by the ERDF and made possible by the INTERREG IVC programme.

The efficiency of measures’ groups of Good Practices

The efficiency of Good Practices
• **Topic of the practice** - Cambridge Busway is the implementation of a 25km guided bus way from St Ives to the centre of Cambridge. The scheme has been constructed on the alignment of a disused railway to provide a guided bus service. The scheme uses guided buses along the length of the scheme. There are a range of technologies to assist in the scheme and to make the scheme as attractive and efficient as possible. These include the following technologies; on bus CCTV, smart ticketing, real time passenger system information, traffic signal priority and passenger WIFI.

• **Start date of the practice** - 2005

• **Evidence of success** - The Busway is contributing to reducing the number of private vehicle trips in the area, as 24% of the passengers who made the same journey before the Busway opened had switched from car (as driver) and 13% had changed to the Busway from being given a lift.

• **More information on** http://www.polite-project.eu/images/good_practices/public_transport/attgvjss.pdf
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<tr>
<td>9</td>
<td>PoF</td>
<td>SMS ticketing service</td>
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<td><em>Flanders, Belgium</em></td>
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<td>20</td>
<td>ILIM</td>
<td>Advanced PT Ticketing (SkyCash), <em>Warszawa, Poland</em></td>
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<tr>
<td>22</td>
<td>CDV</td>
<td>Integrated public transport system and smart ticketing</td>
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<td><em>Ostrava and Silesian-Moravian region, Czech Republic</em></td>
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<td>28</td>
<td>LaTDEA</td>
<td>Integrated system of selling and reserving tickets</td>
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<td><em>Riga, Latvia</em></td>
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<tr>
<td>29</td>
<td>LaTDEA</td>
<td>Atlas Public Transport Ticketing System in Riga</td>
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<td><em>Riga, Latvia</em></td>
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COMPARATIVE ASSESSMENT: PUBLIC TRANSPORT AND PAYMENT SYSTEMS (5)

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The efficiency of measures’ groups of Good Practices

The efficiency of Good Practices
Integrated public transport system and smart ticketing (Czech Republic)

- **Topic of the practice** - ODIS is an integrated public transportation system, gradually developed in the area of Moravian-Silesian Region (5427 km², 1,250,000 inhabitants). It is a standard for interoperability of various cards in multimodal smart ticketing regionally used in the ODIS area.

- **Start date of the practice** - 23.11.1997

- **Evidence of success** - First phase: the ODIS integrates all tram, bus and trolleybus lines operated by PT operators for Ostrava city and some bus operators with connections to Ostrava, and some trains of the Czech Railways.

- **More information on** [http://www.polite-project.eu/images/good_practices/payment_systems/attpn5y6.pdf](http://www.polite-project.eu/images/good_practices/payment_systems/attpn5y6.pdf)
THANK YOU FOR YOUR ATTENTION!

POLICY LEARNING IN INFORMATION TECHNOLOGIES FOR PUBLIC TRANSPORT ENHANCEMENT

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