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**POLICY LEARNING IN INFORMATION TECHNOLOGIES  
FOR PUBLIC TRANSPORT ENHANCEMENT**

## EDITORIAL

POLITE project is entering in its last year. It will be a very intense year as the partners are working on the elaboration of their implementation plans. These plans will showcase the lessons learnt and how they will be applied in each site's home environment. In the About section of the current newsletter you can read more about the practices that each site has decided to adopt and how they plan to include them in their local transport system and plans.

Each of the local sites, in Czech Republic, Poland, Latvia, Italy, and the UK has also successfully organised a local dissemination event in 2013. In 2014 they will build up on that with one more such event inviting local stakeholders and decision-makers. As the POLITE intermediate open workshop in September 2013 has also proven, dissemination of results to local political decision-makers is crucial for their final uptake. Check regularly the POLITE website to be informed about the dates of the upcoming events.

This newsletter offers a number of other interesting articles and the POLITE team wishes you a pleasant reading. We also invite you to keep some space on your calendars in October for the project's final conference which will take place in Calabria Region, Italy.



Analysis of and training on collected good practices

The 33 good practices have been analysed by the partners so that each of them selects those which best meet his site policy requirements. The analysis classified each good practice into one of 5 key areas: Public Transport and/or Multimodal Information Systems; Public Transport Fleet Management Systems; Public Transport Interchanges; Public Transport Payment Systems; and Public Transport Priority Systems. Results of the final analysis report were used as an input to the training workshop held in September in Ferrara, Italy. It consisted of 3 transfer-oriented sessions on: Public transport and/or multimodal information systems; Public transport fleet management systems; and Public transport payment systems. In each of these sessions selected external experts trained POLITE partners how to construct future policies for specific measures that fall under the session topics. The measures presented in detail were: the Czech national multimodal journey planner (IDOS), Reading ticket payment system, Mobile public transport ticketing in Poland

(SkyCash), Bus priority, traveller information/experience and smart ticketing (Cambridge Bus Way) and Smart fleet management in Torino. All collected good practices are described in detail on POLITE website and a contact person is provided for obtaining further information. A brochure will be produced at the end of the project demonstrating transferability issues for wider use at EU level.

Image 1: Czech Multimodal Journey Planner (IDOS)



POLITE shaping local mobility policies

The POLITE project is already giving results. In Calabria region (Italy), lessons learnt from the project are being integrated in its new Regional Transport Plan, currently under preparation. The Regional Transport Plan will tackle 4 areas: mobility of persons; mobility of goods; ITS & security; and special areas (e.g. intermodal hub of Gioia Tauro's port). POLITE will provide direct input to the elaboration of the ITS guidelines for the Plan. To this aim, Calabria will make use primarily of two of the identified good practices within the project: the Mi Muovo good practice coming from Emilia-Romagna region and the Czech Multimodal Journey Planner (IDOS). The integrated ticketing and fare system for all local and regional public transport and on the RER achieved in the Mi Muovo project is interesting for Calabria region which wants to increase the integrated use of public transport with other modes of transport (bike and car sharing, etc.). From the Czech Multimodal Journey Planner (IDOS), Calabria will try to replicate the possibility of providing reliable transport information to travellers and tourists. IDOS is a door-to-door journey planner for the Czech Republic and Slovakia, providing also cross-border travel connections around Europe by bus and train. The reason for the transferability of IDOS good practice is the flexibility and integration of service delivery.

Another POLITE partner – the Institute of Logistics and Warehousing (ILiM), is interested primarily in good practices related to providing information to travellers, secondly in practices for public transport priority and finally smart ticketing. Thus, lessons from POLITE will be used in the infomobility sections of the Polish national and 16 regional transport plans. ILiM is working on the Transportation Plan for Wielkopolska Region and is considering five of the collected in POLITE good practices. One of them is the SkyCash ticketing system which was adopted in Poznan thanks to contacts and exchanges which occurred in the course of POLITE. SkyCash is a mobile ticketing system for public transport and a range of other services such as mobile parking payments or buying entertainment tickets. SkyCash is described in more detail further on in this newsletter in the section presenting ILiM.

The Latvian POLITE partner, Latvian Transport Development and Education Association (LaTDEA), will also adopt the SkyCash mobile ticketing system at home. LaTDEA itself aims to improve, in cooperation with public and private bodies at regional and interurban level, the travellers' information system in order to obtain higher efficiency and quality levels in the users' travel experience.

The Czech Transport Research Centre (CDV) has 3 main areas of interest which should promote infomobility. These are:

- Public transport priority systems
- Information systems in real time
- SUMP (sustainable urban mobility plans)

Ticketing, open public transport data, real time solutions and bus priority systems are also topics where CDV takes the role of independent adviser and developer of architecture of these systems. For the work in these areas CDV has selected 3 good practices which to transfer:

- Real time information system & bus priority at signals from Bristol, the UK
- Open public transport data from London, the UK

- Sustainable mobility plan (SMP) from Santander, Spain

POLITE project has also given CDV a useful feedback for the CDV's multi-modal journey planner, IDOS, which is currently being improved to include real-time information.

By the end of the project each technical partner will produce an implementation plan for its own site. The local implementation plans will outline the local roadmaps for policy development on public transport information systems. They will aim to contribute to the increase of the capacity of public administration staff to implement more effective and efficient policy levers and planning approaches to traveller information systems. POLITE partners remain in close contact in order to provide each other with more detailed input about good practices that they would like to include in their implementation plans.

EXPERTS' VIEW

Will credit cards overshadow current smart cards in public transport ticketing?

Contactless cards

Ticketing technology has evolved significantly over the years – from cash, through paper tickets, magnetic cards, smart cards to the newest currently present technologies, contactless payment cards and NFC (Near Field Communication). The question that many are asking themselves today is what is the future of public transport ticketing? Which technology will survive and become dominant, especially since currently on many places a mix of several technologies is still at a disposal to the travellers? The answer to this question is quite important, in particular for public transport companies, which need to bear the cost of providing the different options.

The contactless payment card is definitely one of the most viable options for the near future. A contactless payment card is a credit, debit or charge card that displays this contactless payment symbol.



There have been some pilot tests looking at the integration of financial cards and transport ticketing. Both Visa and MasterCard have introduced public transport ticketing on their cards. MasterCard's PayPass was trialled on bus services in Liverpool at the end of 2008. Since 2012 on buses in London passengers can use the Barclaycard's OnePulse credit card (which uses Visa's services) to pay for single journeys. It is combining credit card functionality and a Transport for London

(TfL) Oyster card onto a single card. The Barclaycard OnePulse incorporates contactless payment technology, allowing most transactions up to £20 to be carried out without the need to enter a PIN code. Passengers using contactless cards are paying a cheaper single Oyster fare. The new payment option is, according to TfL, good news for the approximately 36,000 people per day who board a bus with an insufficient pay-as-you-go balance on their Oyster card to cover their fare.

In 2014, passengers in London will also be able to use their contactless payment cards on the:

- Tube
- Docklands Light Railway (DLR)
- Trams
- London Overground

Image 2: Contactless Barclaycard Oyster





## Benefits of contactless cards

The benefits outlined by both MasterCard and Visa when using those cards can be summarised as fast, convenient, safe and accepted worldwide:

- **Quick and convenient** - no more queuing for tickets, no need to top up and carry any additional cards. Payments are completed in seconds and do not require neither exact change, nor entering a PIN code whenever smaller transactions are performed. Availability of point of sale terminals and their accessibility for the elderly and disabled also become irrelevant. Buying a public transport ticket is becoming a standard feature on normal debit and credit cards, which makes them easy to use and simple. Generally, tariffication structures such as 'Pay As You Go' deliver greater flexibility for all users, not just those who use public transport on an irregular basis. An additional advantage of the contactless debit or credit cards is the personalised, flexible approach. The fact that an individual can use only one card for a number of services, such as parking payments, micropayments for shopping, payment for access to leisure and community facilities.
- **Safe and secure** - payment instructions are securely exchanged between the card and the terminal using the highest level of cryptography, just like any payment with a credit card. As an additional security measure, each card has a preset cap or limit for contactless trans-

actions, which is automatically reset to zero whenever a standard chip and PIN transaction is conducted. This means that Visa and MasterCard contactless payments can only be used for lower-value transactions (e.g. £20 in the UK). For bigger purchases, a normal chip and PIN transaction becomes necessary. In terms of safety, for unsafe environments with pick-pockets, travellers do not need to open their purses and count notes and coins.

- **Accepted worldwide** – no need to find out how local ticketing works and end up with too many tickets bought. No need even for local currency. Every card that is capable of making contactless transactions features the distinctive contactless symbol and this is all you need in order to buy your ticket. This is particularly helpful as it removes barriers to travel for the irregular and unfamiliar traveller.

Finally, buying tickets with these cards may even be cheaper as some public transport operators offer tickets at a lower price when contactless ticketing is used. Those cards can also more easily allow for multi-modality. All these factors can of course make public transport more attractive as they contribute to a seamless travel. Making public transport more attractive and widely used is of course the main objective of POLITE and some of the partners are discussing at home the introduction of the credit card as a ticketing option.

## Challenges remain

One of the main barriers for the wider adoption of contactless credit or debit cards is interoperability, especially in those areas which have already pursued other smart cards (such as the regular Oyster card in London, Mobib in Brussels, etc.). Difficulties are expected when agreeing on standards that all parties should follow. Persuading the public transport operators of the necessity for such a move related to additional investment, when other good alternatives already exist, may not be an easy task either. As the adoption of an additional contactless card system by a public transport operator will increase the number of ticketing methods they will have to be able to accommodate, there will be high costs to them from this approach.

At the same time, it has been recognised that it is very difficult for smaller cities and regions to invest in own smart

cards due to the costs involved and because such systems take a long time to come to fruition. Thus, it could be better for such smaller cities and regions not to develop complementary schemes, but to introduce the use of credit/debit cards on their public transport. This view has been also upheld by the city of Reading, a POLITE partner, which, in view of the rapid development of the market has decided not to invest for the time being in any smart cards for the city, but to introduce the use of credit cards as a public transport ticket once the technology develops.

Another barrier relates to agreements between bodies. It may be difficult to get agreement between government bodies and public transport operators as to how to fund the implementation and ongoing costs. Integrated cards catering for public transport and civic services will defi-

nately become more prevalent in the coming years as this will save on cost, for both the consumer and service-provider, and cut down on the amount of different items required to be carried. However, the key issue will be how to keep sensitive information about one service private from the other parties signed up to the card and getting agreements between parties. Determining how this is achieved will slow the implementation of such cards.

Finally, public acceptance is a potential hurdle which should not be neglected. A study done by the European Commission with a number of transport stakeholders revealed that the general preference of citizens appears to be delivery of integrated smart ticketing through cards, but not necessarily credit cards. Security risks are obviously the most often cited reason as to why people may not like using their credit card as a public transport card. Some people surveyed in the study felt that a bank card has a well defined purpose and that it should not be extended to being a smart card. Combining bank and travel card was perceived by people as increasing the risk of

theft and loss. Having all services on one card has its downside as well, in case of loss or theft of the card.

Another question to consider is who can have access to the services when offered on a credit card. Minors cannot own a credit card and the older generation might not use them either. Contrary to what one may think, the study showed that the older generation can in fact be keen on using smart cards and new technology as long as it is simple and intuitive to use. In many countries around the world, it is not common to possess a credit card. Ability to pay for other people's tickets – such as paying for children's tickets on the same card is also a feature to consider.

Finally, credit cards are competing with a large variety of other options such as paper tickets, mobile phone tickets and other types of smart cards. Some of the benefits which accrue to the credit cards are largely also valid for the others. The challenge is then convincing users of other established smart cards to switch to this new form of ticket payment and not use it sporadically when they do not have the other options available.

## SPOTLIGHT ON POLITE SITE

### READING BOROUGH COUNCIL, UK

#### How to Achieve Good-Quality Public Transport?

Reading is a unitary authority and one of the most significant major population and employment centres in the South East of England. Over 20 million bus trips are made throughout Reading every year and the Borough has one of the highest levels of bus trips per capita in the UK outside of London.

The key to this success are the strong public transport policies in early 2000 and a strong commitment by the main bus operator, Reading Buses, to deliver a state of the art public transport network. At the core of this network was the Premier Route concept, which was predominately implemented between 2004 and 2008 and focused on all aspects of bus provision from branding and service reliability to real time information.

Key elements of the Premier Route network included a complete rebranding of bus services in Reading (over 100 buses are colour coded by bus route), the introduction of higher capacity, fully accessible vehicles on the most popular routes, a commitment to only making major changes to the bus network once a year, provision of

new and additional bus shelters, accessible kerbing to complement the low floor buses and provision of over 200 Real Time Passenger Information (RTPI) displays at stops and on buses. And this investment did not stop in 2008, and there has been a continued extension of the branded buses, investment in multimedia screens at bus stops and on buses and the development of passenger information systems, which now mean that passengers can see live rail information including train arrival times and platform numbers as the buses approach the main station.

The infrastructure is also an important aspect of the high quality service delivery. Reading has one of the highest proportion of bus lanes per km of road in the UK and both bus lanes and bus gates are enforced using automatic number plate systems which generate revenue which funds free dial a ride bus services for the mobility impaired.

In the coming months we will see a complete conversion of Reading Buses fleet to gas power, and the active



promotion of a multimodal open data service aimed at encouraging 3rd parties to use Reading's data and deliver end user services. There is no let-up in the strong commitment to buses in Reading.

Image 3: Reading Premier Route Bus



Reading is also one of the good practices in the POLITE project and has shared with the other partners the way they went on to achieve such a success for public transport.

## INSTITUTE OF LOGISTICS AND WAREHOUSING (ILIM), POLAND

The Institute of Logistics and Warehousing (ILiM) is a Polish Research and Development Unit which provides support for national policy-making in the fields of e-business and logistics. It promotes and implements modern logistics solutions in key business processes, increasing companies' efficiency and whole supply chains.

The Institute of Logistics and Warehousing is feeding in the infomobility sections of the Polish national and 16 regional transport plans with lessons from POLITE. ILiM is working together with the city of Poznan on the Transportation Plan for Wielkopolska Region and are considering five of the collected in POLITE good practices related to: intermodal infomobility platform, bus priority, traveller information, smart ticketing and mobile travel information. An interesting case in point is the SkyCash ticketing system, identified during the project as a good practice.

SkyCash is a mobile ticketing solution for public transport which is adopted in 50 cities in Poland covering the population of 19 million inhabitants. In addition, railway ticketing is implemented with 3 railway companies taking part. The payment is organised as zone ticketing, i.e. passengers pay per zone in which they travel, rather than for a distance from A to B. It offers a fast and convenient transfer, while maintaining the highest security standards. SkyCash works in all GSM networks and with all mobile phones with Internet access. Downloading the SkyCash mobile application, registration and payment are free of charge. In the near future, the company is planning to implement the option of buying not only single tickets, but also long-term ones.

Furthermore, a standard element of the services provided by SkyCash is a mobile application for ticket inspectors, which enables them to verify the validity of passengers' tickets in an easy way.

What is more, in some cities it is possible to pay for parking with SkyCash. This perfectly supplements the service for those who commute from suburban areas and leave their cars in car parks, continuing their journey by public transport.

This good practice was also presented in September 2013 during the training workshop held as part of the POLITE Project in Ferrara, Italy. Apart from the partners of the project, the workshop was attended by the representatives of identified good practices and the representatives of public administration responsible for public transport in Ferrara, Bologna, Calabria, Brno, Reading and Riga. SkyCash mobile payments service gained considerable interest from the participants of the workshop in Ferrara.

Image 4: Mobile payments for parking



Source: SkyCash Poland S.A.

Image 5: SkyCash ticketing system



## NEWS

### POLITE Open Workshop with Decision-makers took place in Ferrara

The POLITE project is above all about policy learning and less about transfer of the technological details. With that in mind, an open workshop was organised with the participation of decision-makers aiming to explain the project's objectives, foster the exchange of views on necessary public actions with policy makers, and gain political support for measures suggested by POLITE. Three mobility councillors from Italy (Mrs. Patrizia Bianchini, Province of

Ferrara, Mr. Luigi Fedele, Calabria Region and Mr. Nicola Mayerà, City of Cosenza) and the local television attended the workshop organised on 18 September in Ferrara, Italy. This testifies the interest on political level and among the wider audience in the results that the project is going to produce. Mrs. Patrizia Bianchini, Councillor for Territorial Planning, Transport and Mobility of the Province of Ferrara posed rhetorically the question "What is the future of infomobility? The future is now." As technology is developing very quickly, projects like POLITE were, in her opinion, important to help politicians advance quicker with the pace of technology.

### **POLITE Final Conference**

October 2014, Calabria region (IT)

The POLITE project is coming to an end this year. POLITE partners will therefore organise a final conference to present their work and the lessons learnt, as well as good practices transferred in the past 3 years. The conference will take place in Calabria region, Italy during the month of October. Keep an eye on the POLITE website for more information and a preliminary agenda on this big event soon.

### **Transport Research Arena (TRA)**

14-17 April 2014, Paris (FR)

TRA is not only a research conference, but an arena which aims at bringing together European stakeholders from all areas of transport and transport-related activities. The scope of the conference encompasses all modes of surface transport: road, rail, waterborne, urban transport, planning and mobility, as well as co-modality. The latest achievements of European research and the technological developments needed for the next decades will be presented, discussed, shared and debated between all parties involved. POLITE will also be presented at TRA. POLITE partner LaTDEA will present the methodology they elaborated within the project for analysis and selection of best fitting to local context good practice.

For more information: <http://www.traconference.eu/about-tra/topics.html>

### **EPTA Final Conference**

28 May 2014, Brussels (BE)

The EPTA project is in its final year. On May, 28 the project team will organise its final conference on the topic "*Public Transport Authority - a key factor leading to transport sustainability. Lessons learnt, impacts and commitments*". The conference will be co-organised with the Brussels-based European Economic and Social Committee (EESC) – one of the EU bodies. The programme foresees to have a morning session focusing on experiences and lessons coming from EPTA's work and an afternoon session with a policy debate.

The agenda will soon be published on the EPTA website: <http://www.eptaproject.eu/>

### **10th ITS European Congress**

16-19 June 2014, Helsinki (FI)

The theme of the 10th ITS European Congress is "ITS in your pocket – proven solutions driving user services". The key topics of this year's Congress will be sustainability, multimodality, innovation and focus on consumers.

For more information: <http://www.itsineurope.com/its10/>



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