

Intermodality and co-modality: tools for sustainability

Interview with Dora Ramazzotti



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 Authority (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 of INTERREG IVC programme 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 will be presented to decision-makers to inform and involve them.

