

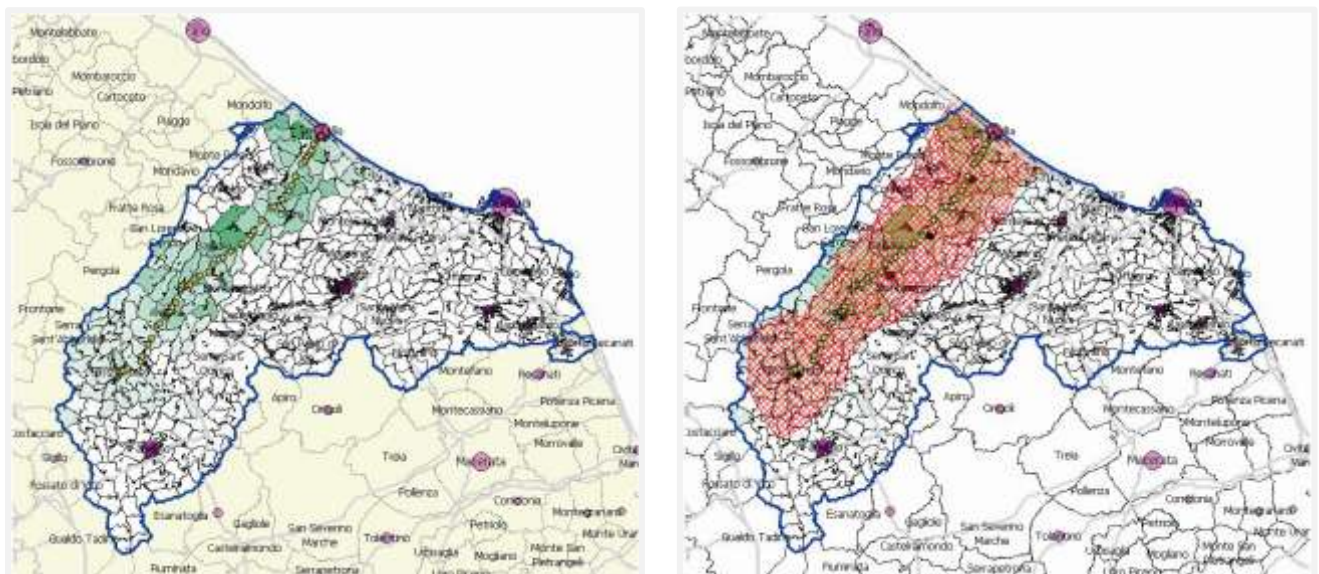
Region-wide ITS solutions for multimodality and multiservice smart ticketing, Interview with Monica Giannini

Monica Giannini coordinates International Cooperation at Plusevice srl, an Italian company specialized in ITS for passenger mobility. She manages the team dedicated to international projects in the field of urban public transport. Ms Giannini's main fields of interest and expertise are: Smart Ticketing, Flexible and Integrated Passenger Transport Schemes, smart urban mobility, Multi-modal Traveller Information Systems and service platforms. In this interview she talks about the geomarketing tool used in the ATTAC project, as well as some other outcomes and conclusions drawn within the project. The ATTAC project analyzes and designs a region-wide ITS solution for multimodal and multiservice fare collection and smart ticketing. The project will conclude at the end of 2013.

Can you present to us the geomarketing tool that you have used in the ATTAC project? How does it help the multimodal and multiservice fare collection and smart ticketing?

Within the ATTAC project the pilot in Marche Region, Italy will provide a comprehensive study of the applicability at regional level of an integrated ticketing system. In order to analyze the potential of integrating different services, we have used a geomarketing tool to estimate the Offer/Demand distribution of services and the mobility offer at regional level. The geomarketing tool provides a correlation between mobility needs and available services for a preliminary study. It provides an analysis based on census data and available information on public transport and other services (museums, schools, tourism points of interest, etc.). This is very useful, on the one hand, to get a clear view on public transport offer and demand, and on the other, to make a decision, for example, on where to have ticket sales points. The visualization of such data on a map is particularly helpful in the case of a polycentric Region where we find a "diffuse" city model (many medium/small size towns and not a single big city).

EXAMPLES OF THE APPLICATION OF THE GEOMARKETING TOOL: 'DEMAND AND OFFER OF PUBLIC TRANSPORT FOR SECONDARY SCHOOL EDUCATION ALONG THE MISA VALLEY'



Legend:

- Yellow stars: bus stops along the Misa valley
- Green areas: density of census population in the age range 15 - 19 per district
- Violet circles: attractors of secondary school education
- Red grid: area within a 10 km distance (road distance) from a bus stop

What different ticket sales channels can be put in place and how would they increase interoperability?

Several sales channels are available: from TVM, agencies, on-board distribution, IVR-call centres to channels enabled by new technologies such as online and through smart-phones. The use of several channels increases the possibility for users to buy tickets of a wide portfolio of services thus increasing the demand for combined (integrated) tickets. The higher demand for integrated ticketing can be a driver for the interoperability of systems.

Can you please describe shortly the Marche region in terms of its transport needs and current services to cover them? On what will the pilot in the Marche region concentrate and how is it going to facilitate the integrated ticketing in the region?

Marche Region in Italy is a, so called, polycentric region where many small/medium size cities are spread over a wide territory. In such a context the use of car is very high (85%) since people commute from one city to another to go to work, study or shop. Urban transport is limited by city boundaries and extra-urban transport is not sufficient. The challenge in such a context is to provide public transport multimodal and multi-operator combining services according to the needs (currently, there are 55 PT urban operators in Marche Region). For instance, I travel to work every day by car and it takes me half an hour. If I would use the public transport, it would take me 2,5h and if I miss a connection, it would take me even longer. A good multimodal public transport will thus play an important role in the change of behaviour and the reduction of the use of car. The pilot in ATTAC will start the process of analysis and definition of a multimodal transport planning with the support of an integrated fare collection system.

What are the challenges when designing a region-wide ITS system?

Main challenges are linked to the presence of many operators and many systems not interoperable with one another. It is important to enable dialogue between systems and between operators and find common rules. Rules for interoperability of systems come from standardization so it is important to increase the use of standards. The rules for interoperability of fares and data come from policy dialogue and directives such as the ITS Action Plan.

The POLITE project, similar to the ATTAC project, will facilitate exchange of good practices. What difficulties did you meet when transferring one good practice to another site?

Transfer of a good practice is complex and requires time. These projects are helpful to exchange experience on several aspects from procurement to technical specifications, impact assessment and interoperability. Public authorities are able to define and implement a system in a smoother way if their awareness and knowledge are higher. Such projects provide a good background on what is available and what mistakes to avoid.