MULTIMODAL, MULTISERVICE, MULTICHANNEL PAYMENT AND TICKETING WITHIN THE ATTAC PROJECT

Speaker: 
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ATTAC Project Objectives

- The project is co-financed by the European Union in the frame of the South East Europe Transnational Cooperation Programme

- **ATTAC partnership includes 9 partners** from 7 countries:
  - Lead partner: Miskolc Holding – HUNGARY
  - Modena Mobility and Local Public Transport Agency – Italy
  - Marche Region – Italy
  - Oradea Local Transport Company – Romania
  - Municipality of Burgas – Bulgaria
  - City of Kosice – Slovakia
  - University of Maribor – Slovenia
  - Thessaloniki Public Transport Authority – Greece
  - Central European Initiative - Italy
ATTAC Project Objectives

- The GENERAL AIM of the project is to improve the coordination in promoting, planning and operating urban/agglomeration public transportation networks to better integrate ATTAC cities and regions into SEE transport backbone.
- The SPECIFIC OBJECTIVE of the project is to introduce attractive and sustainable Public Transport solutions and services in ATTAC cities to raise the share of PT modes creating a framework for a seamless journey to all passengers, with special regard to commuters and long distance travellers.
ATTAC Project Objectives

ATTAC project is structured in 3 Task Forces:
- TF1: Promotion of flexible transport solutions
- TF2: Promotion of Innovative Integrated Ticketing and Smart Card Systems
- TF3: Improving Passenger Information

Each TF is responsible for:
- Collection of local/regional + EU best practices and benchmark study/visits
- Pilot activities in regions/cities within each TF
- Organization of forums and workshop
- Guidelines and contribution to local SUMP(s)
- Provide a transnational case study

Joint TF Master Class to be organized in Oradea in 2013

SEE Urban Mobility Toolbox
ATTAC Task Force 2: promoting Innovative Integrated Ticketing & Smart Card System

- **Responsible Partner**
  - Marche Region (TF2 leader)

- **TF2 partners**
  - Oradea Local Transport Company – Romania
  - Thessaloniki Public Transport Authority – Greece

- **TF2 subcontracted technology partner**
  - PluService – Italy
FTV project – Vicenza – Italy (year 2010, PT mode: bus based, size: 200.000 inhabitants): Electronic ticketing system for the urban transport operator ATV. Control centre with functionalities: fare rules set up, distribution and sale points management, accounting, statistics, smart card issuing and personalization.

MOVER project - ATV – Verona – Italy (year 2010, PT mode: bus based, size: 260.000 inhabitants): Electronic ticketing system for the urban transport operator ATV. Control centre with functionalities: fare rules set up, distribution and sale points management, accounting, statistics, smart card issuing and personalization, system for the management of fines on board.

- **ATI - Saluzzo (Cuneo) – Italy** *(year 2010-2011, PT mode: bus based, size: 592,000 inhabitants in the whole province served by the transport system considered):* electronic Ticketing system integrated at provincial level and designed for future expansion at regional level. The system that can be seen is integrated with an AVL system and manages 18 transport operators. Management of 420 urban and extraurban buses, 18 agencies, 315 sale points, 25 depots, 19 millions km/year provided by the service in the Cuneo province.
ATTAC Task Force 2:
ATI - Saluzzo (Cuneo) Ticketing System

What BIP proposes:
- 18 private operators
- Over 420 vehicles
- Over 230 points of sale
- Over 15 million Km / year
- Over 60,000 registered users
- One single interoperable card for all operators
- An area and infomobility center

Current situation:
- Test of the system for 5 operators: ATI, SEAG, FOGLIATI, TM, GUNETTO
- Over 220 operating vehicles
- Over 200 points of sale
- About 9 million Km / year
- Over 20,000 registered users
- In March 2011, 5T certified the compliance of Project BIP Cuneo to Regional standards.
ATTAC Task Force 2: ATI - Saluzzo (Cuneo) Ticketing System

The cornerstones of the Project

BIP Cuneo

- Business Intelligence
- Localization
- Clearing
- Infomobility
- Users' registration
- Multi-channel sales
ATTAC Task Force 2:
ATI - Saluzzo (Cuneo) Ticketing System

Sales channels

Telemaco

Ticket distribution
External sales networks
Self Service
POS
Agencies
On-board
IVR-call center
Web
Smartphone

Perugia 30th November 2012
ATTAC Task Force 2: PYOU Ticketing System

Multi-service card PYOU

- SCHOOLS
- LIBRARIES
- MUSEUMS
- CINEMAS
- MUSIC
- PARKING
- BIKE SHARING
- TRAIN
- LONG-HAUL TOURS
- EXTRA-URBAN
- URBAN
- PARKING
- SCHOOL BUS
- LIBRARIES
- MUSEUMS
- CINEMAS
- MUSIC
- BIKE SHARING
- TRAIN
- LONG-HAUL TOURS
- EXTRA-URBAN
- URBAN

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ATTAC Task Force 2: Collection of Best Practices, Benchmarking and Analysis

- ATI - Saluzzo (Cuneo) BIP (Integrated Ticket for Piedmont Region) and the PYOU card were chosen within the ATTAC project TF2 as best practices more relevant having all the features desired for the implementation of a regional ticketing system in Marche Region.
- The systems are Multimodal, Multiservice and Multichannel.
- The systems realized by Pluservice are operational and are now taken as a reference for the feasibility study within the ATTAC project.

ATTAC foresees a pilot implementation of an integrated ticketing system in Marche. The pilot will provide:
- A selection of features and functionalities of the BIP project that can be transferred
- A preliminary study using a geo-marketing tool on the regional area
- A demonstration software
- Specifications for a region wide system
The pilot in Marche Region will provide a comprehensive study of the applicability at regional level of an integrated ticketing system, followed by a practical demonstration and the issue of guidelines for the replicability of the system in other regions.

The pilot is in line with the priorities identified in the Marche Regional Operational Programme 2007-2013 and aims at impacting mobility at a regional level.
After the Best Practice analysis and Benchmark visits (Cuneo, Vicenza and Verona) it seemed a good opportunity to study the replicability of the Cuneo experience (Piedmont Regional Card).

Due to the geographical context of Marche Region: a polycentric or “diffuse” city where no major towns are present, but a lot of medium/small cities and Points of Interest.

In a multimodal and multiservice context a higher number of services and operators can be reached if we consider a regional area instead of a single city.

Ancona Municipality (Marche capital city), Observing Partner of ATTAC, agreed with the idea to reach a higher number of potential services and users.
Pilot in Marche Region Expected Outputs

- Implementation of a geomarketing tool to support analysis and design
- Executive project for the implementation of an integrated ticketing system at regional level
- Pilot in factory: integrated ticketing solution
- Issue of guidelines and recommendations to replicate the system (based on pilot study)
Pilot in Marche Region: what has been done

- Geomarketing study
  - Analysis of demand and offer of public transport
  - Study on the use of services offered in relation to potential demand: The geomarketing tool provides an analysis based on census data and available information on public transport and other services (museums, schools, tourism PoIs, etc.)
Pilot in Marche Region: what has been done

- A database of points of interest allow us to identify the attractors of transport demand.
The unified database of regional time-tables maps the actual offer of transport both geographically and time wise.
Pilot in Marche Region: what has been done

- The geomarketing tool allows a cross analysis of demand, offer and census data.
Pilot in Marche Region: what has been done

○ We can highlights the adequacy, the profitability and potential developments of the transport system.
Pilot in Marche Region: what’s next

- The geo analysis will be pushed to the urban level for the biggest attractors of transport demand; medium to major cities or main events.
- The results of the geomarketing analysis will yield a set of high level indicators to represent the benchmark performance of the regional transport system.
- Great focus will be paid to the integration of services in a multi purpose card. To this end, the interaction of the demand/offer for different categories (commuters, tourism, school) is being analysed.
ATTAC TF2 pilot – next steps

- **Work plan of the pilot**
  - Analysis with geo-marketing tool → completed
  - Involvement of local stakeholders (municipalities, transport operators, museums, hotels, schools, tourist attractions, parking) -> in progress - end dec 2012
  - Development of the software for demo fare integration and smart ticketing, database building, customization etc (oct 2012 – apr 2013)
  - Distribution of the Marche Card (smart ticketing): sept 2012, currently used in Senigallia
  - Pilot in factory: test of the ticketing software : May 2013

- **Start/End date of the pilot activities**
  - Start: April 2012 End (foreseen): May 2013

- **Involvement of the stakeholders**
  - Transport operators, users, hotels, museums, theatres, municipalities
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