



The STIMER Project and the regional integrated ticketing in Emilia-Romagna *Silvia Zamboni*

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Emilia-Romagna Region profile

Total population	over 4,3 milions
Surface	22.124 sqKm
9 provinces	
341 Municipalities	
40% of total population lives in 10 main cities (12% of total surface)	
Companies	387.434
Farms	81.962



The overall regional strategy

Investments for modal integration development, service quantity increase and quality improvement

The GIM Project
Creation of a public information system (bus route control, information at bus stops, etc...)

Integration of the services

Infomobility

Project for the railway regional service computerization in trains on board and at the railway stations

Fare integration

Travel Planner
the LPT integrated timetable
www.mobiliter.eu



Pianifica il tuo viaggio

Quando vuoi partire?
Data: Me, 24 06 09
Ora: 13:00
Partenza / Arrivo

Dove vuoi andare?
Da: Indirizzo / Comune
A: Indirizzo / Comune

Quali mezzi vuoi utilizzare?
Opzioni: Partenza - Arrivo, Collegamenti diretti

CERCA NUOVA RICERCA

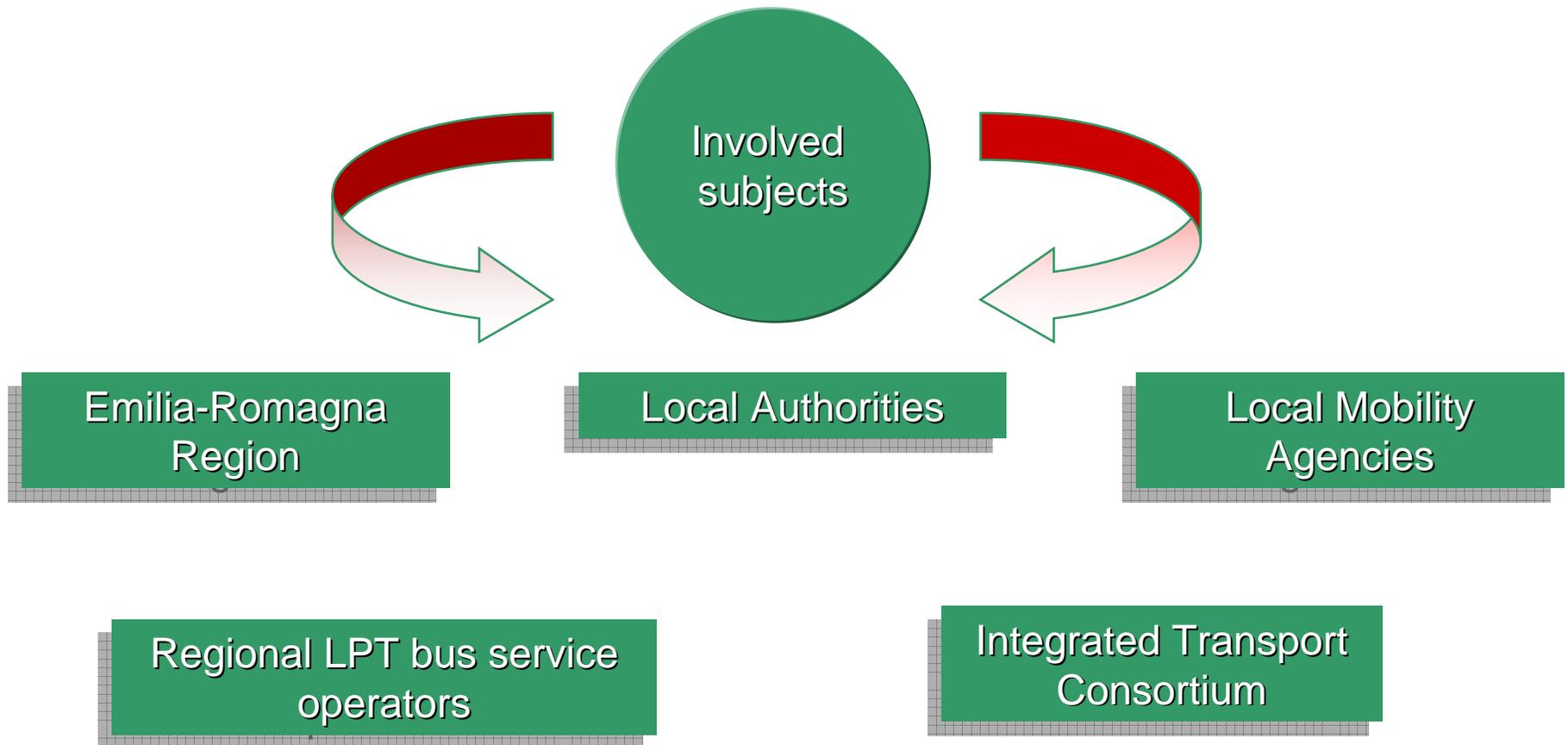


The main STIMER project features

- ❖ Regional scale
- ❖ Change over from a kilometer fare system to a zone one
- ❖ Undifferentiated transport mean use
- ❖ Contact-less card valid both as season ticket and value card
- ❖ One regional over-zone train-bus fare



Subjects involved in the STIMER project



Main goals

- ❖ Transparency, easiness, facilitation in LPT access and use
- ❖ Fare system more faithful to the service; more flexible and efficient options
- ❖ Customer “fidelityzation”
- ❖ Demand promotion



System Opportunities

Journey database creation for better planning and programming LPT services.

5.000 stamping machines – 3000 of whom already deployed – together with further technological devices will afford to:

- ❖ monitor citizens' journeys and routes;
- ❖ carry out statistic analysis on the (origin-destination) flow and on LPT utilization;
- ❖ inter-modality analysis (train-bus, bike sharing, car sharing, etc...).



The fare integration phases

September 2008	January 2010	Within 2010
Start of the train and urban bus integrated annual paper ticket for students and commuters (Mi Muovo)	First use of Mi Muovo electronic contact-less card in Bologna, Parma, Reggio Emilia and Ravenna basins	Extention of Mi Muovo to the other Emilia-Romagna's basins



In the STIMER project Emilia-Romagna regional government has invested **over 19 millions euros** (which correspond to over 50% of the overall cost), besides round 500,000 euros spent for two information campaign.



The new Mi Muovo pass typologies



- ❖ **The annual Mi Muovo pass** allows both the use of the regional railway service for pre-defined route (origin/destination) and of the urban LPT (train and bus) networks in each provincial head-towns in Emilia-Romagna plus Imola, Faenza and Carpi.
- ❖ **Mi Muovo for students** is an annual pass for students up to 26 years of age which allows to travel for a whole year on saving money in comparison with the railway pass and the bus pass thanks to an 8% cost reduction. Students who do not need an integrated season ticket can buy an annual pass restricted to the railway on benefiting from the same reduction.
- ❖ **Mi Muovo All Train** allows regional railway service pass owners to take intercity trains and Eurostar City ones. Emilia-Romagna Region pays the rail company Trenitalia a contribution in relation to the quantity of the passes sold.



The one regional mobility payment card

The final goal of Emilia-Romagna LPT fare integration policies is to create a **one regional mobility payment card** which allows the use of all LPT typologies and the access to all mobility services.

Some examples:

Bike and ride/Bike sharing



Car sharing



Bike and ride/bike sharing

Emilia-Romagna Region aims at **promoting intermodality** also by facilitating the bike modal use, specifically on improving the access to railways stations and car parks.

In Emilia-Romagna **two types of bike sharing systems** have been deployed:

- ❖ **the key system** (with 1200 bikes at disposal);
- ❖ **the electronic one** (with 200 bikes at disposal).

In 2009, Emilia-Romagna's regional government has foreseen to allocate **2 Millions euros** for the development of bike sharing stations mainly in connection to the railways stations in the ten provincial head-towns plus the towns of Imola, Faenza and Carpi.

The municipalities are expected to invest **further 2 Millions euros**.



Car sharing

- ❖ In Emilia-Romagna Region 3 towns have joined the **national car sharing service**, i.e. Bologna, Modena and Parma.
- ❖ On 1st January 2009 **car sharing subscribers were 16.000**; cars at disposal were 474; car parks 275.
- ❖ The **average number of customers for one car was 30**.
- ❖ Thanks to its participation to the Civitas plus **project MIMOSA** (Making Innovation in Mobility and Sustainable Actions), the municipality of Bologna aims at promoting the use of the one regional mobility payment card also for the access to car parks



How to facilitate the purchase of the new one regional mobility card

The new card will be rechargeable:

- ❖ Online;
- ❖ by Bancomat;
- ❖ by Home banking;
- ❖ by POS.



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