Dear READER,

Hello and welcome to the third electronic newsletter of the ATTAC project. In this edition, we will share information with you about the status of one of the most important activities of the project: the pilot projects. You will also meet Monica Giannini from Pluservice who talks about region-wide ITS solutions for multimodality and multiservice smart ticketing. You can also read about another output of the project: the Joint Best Practice Report.

Your comments, feedback and questions are always welcome! You can reach the ATTAC Team via email at suranyi.beatrix@miskolcholding.hu or beata.varnai@miskolcholding.hu.

With kind regards,
ATTAC Team

In this issue:

- Overview of the partners’ pilot projects:
  - Miskolc Holding
  - University of Maribor
  - ITL
- Joint Best Practice Report
- Region-wide ITS solutions for multimodality and multiservice smart ticketing – Interview with Monica Giannini, Pluservice

LOCAL PILOT PROJECT IN THE FRAME OF THE ATTAC PROJECT

The ATTAC Project Partners defined 3 thematic areas and set up 3 Task Forces in three thematic fields: 1. flexible PT solutions; 2. integrated ticketing/smart card systems; 3. intelligent passenger information. The jointly defined urban public/collective transportation solutions in all themes will be tested as pilots/pilot studies to examine the feasibility and applicability of ideas in various local environments, whereby giving credence to transnational efforts made to solve local challenges.

THE MISKOLC PILOT

Miskolc Holding Plc., the Lead Partner of the ATTAC Project is the member of Task Force 1 who is testing an IT solution for the planning of Demand Responsive Transport (DRT) service for the City of Miskolc. The design and operation of the DRT system will be implemented by the public transport company of Miskolc, MVK Plc., who signed the relevant Service Contract with the LP on 7th March 2013.

The DRT system is a user-friendly system, where passengers need to book their journeys in advance and buses will run according to passenger needs. The aim of the pilot is to analyze and evaluate the expectations of passengers regarding the DRT system operation as well as their willingness to use such system, and also whether the system can be operated viably as part of the urban public transport services.
The launch of the testing period was originally scheduled on 22nd April 2013 but due to some obstacles it was postponed until 13th May. The DRT system is being tested in the City of Miskolc on 4 existing bus lines in the off-peak period by adding an extra two departure times to all four lines on top of the regular service hours at night or early morning hours. The passengers who wish to travel in these additional times need to book their trips via phone or internet, personal registration is also available. The buses subject to the pilot will only run if there is a demand.

The feedbacks of the first month reflect that the passengers welcomed the new initiative and are happy and willing to use the new system. During the test period, continuous monitoring is being concluded, on the basis of which two initial test lines have been replaced by another two lines. One of these lines is the bus to the Miskolc Zoo. This is a new line which is not covered by the current PT service contract. The numbers speak for themselves: 804 passengers via 92 registrations in one month!

In frame of ATTAC project, the Maribor team has implemented/rented a real time passenger information system (RTPI). One two-sided LCD display has been installed at the one of the busiest bus stop («City Center») in Maribor. The seven-line display permanently shows real-time information of bus arrivals for four city bus lines and timetable information for other city bus lines exchange with weather forecast and date/time. The RTPI system is displayed at night when buses do not operate. A real-time arrival prediction is based on the current position of the buses, determined by GPS and map matching technology and historical data of bus runs. Fifteen buses have been equipped with tracking devices for obtaining current position of the buses. Adopted software for data transmission between components of RTPI system and calculating the prediction of bus arrivals to the bus stop has been developed.

In the frame of the pilot project, a questionnaire about the RTPI system implementation was developed which was filled in by public transport users. The passengers were interviewed at different locations, at the bus stops of different level according to the passenger rate and frequency of bus runs (small, medium, large), at interchange points (main bus stop and railway station), on the buses and at the bus stop City Center, where the tested RTPI system has been implemented. 60% of interviewees answered that they would use city buses more often if bus stops would be equipped with RTPI system and some of them (approx. 30%) would be willing to pay higher fare on city buses.
PILOT IN MODENA

In Modena the pilot activities had a slight change after the big earthquake suffered by the provincial and regional territory. From a simple DRT solution for Public transport the activities were changed in order to ensure a public service to the population, in particular for the potential commuting of the industrial areas (which involves about 4,200 employees). Together with the Civil Protection of the Emilia-Romagna Region and of the Province of Modena, aMo worked to find the best solutions for the thousands of people without house.

The re-activation of production activities
It was necessary to create a strategy for intervention starting from punctual interviews to the people. A working group made of Modena Province, Municipalities, the Productive Activities Consortium and aMo was activated with the objective to verify the conditions for the temporary de-localization of industrial productions in safe areas and for the related new organization of commuting of employees. The complexity and specific traits of the production processes of the agro-food and biomedical sectors advised not to de-localize the production units. It was decided, by also using temporary building frames substituting the parts of building which collapsed, to continue the production activities in the original sites. The objective for the local administrations was to guarantee to citizens hosted in hotels and other structures, to reach working places and study structures of the original residential municipalities and identify transport solutions to allow travel times within 75 minutes (considered as maximum minutes for a journey). Thanks to specific interviews it was possible to map the real situation of potential users defining the type of bus to be used for the journey based on the number of commuters, age and hourly (the survey was made with direct interviews with the families and filling in of a specific questionnaire).

The activities carried out are:

- Mapping the structures hosting citizens which participated in the initiative
- Mapping existing collective transport solutions
- Cross check with census data on people which were moved after the earthquake
- Assignment of the destinations in the different structures, based on priority ranking.

Thanks to this strategy it was possible to answer to actual mobility needs by using first the existing regular transport services, and if not possible due to too long travel times or to lack of services, organization of new dedicated collective transport services with free monthly tickets consistent with individual needs and activation of dedicated lines.

The activities are now referred to the consolidation of the documents and of the methodology, in order to have a Good Practice to be used during particular and not foreseen events like as the earthquake in Emilia-Romagna.
The Joint Best Practice (JBP) report is a collection of good strategies and tools for making SEE cities and consecutively surrounding regions an effective transport node of transnational accessibility and to reduce the use of private cars with the shift to sustainable transportation modes and raise the use of public transportation in these cities. The JBP report includes collections of 18 best practices divided into three task forces, each covering their own field of public transportation mode and service.

Main goal of this joint research was to investigate and test the feasibility and transferability of urban public transport tools and measures in these three thematic themes. The aim of the best practice collection with conclusions and comparative analysis of task force results is to feed the SEE Mobility Toolbox (MT) and pilot definition.

Joint Best Practice report content

Comparative analysis showed that main success factors for quality PT services are:
- Package approach
- Solid political support
- Secure and long term financing
- PT as city planning priority
- Clearly assigned responsibilities
- Use best practice ideas
- Step by step approach

Focusing on three thematic fields researches on innovative tools that are already in use or in the introduction process define solutions and results that will be tested as pilot studies in transnational designed pilots to examine the applicability of ideas and to later serve as guidelines for implementing them into real-life situations and turning them into real investments.
Monica Giannini coordinates International Cooperation at Pluservice 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).

The geomarketing tool allows a cross analysis of demand, offer and census data

---

**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.

If you would like to know more about the JBP report, you can download it from the ATTAC official website ([http://www.attacproject.eu/project-outcomes.html](http://www.attacproject.eu/project-outcomes.html)). We hope that you will enjoy reading but if you are still eager to know more about ATTAC, please visit our website at [www.attacproject.eu](http://www.attacproject.eu).
UPCOMING EVENTS

• EU Mobility Week in almost all partner locations (16-22 September 2013)
• 6th TWG meeting in Burgas, Bulgaria (15-16 October 2013)

CONTACT

The ATTAC international team is eager to exchange experiences with other projects/organisations focusing on the sustainable development of Urban Public Transportation in South East Europe and beyond. Should you have any enquiries regarding our project, please do not hesitate to contact the Lead Partner as below. Your feedback will be highly valued.

LEAD PARTNER
Miskolc Holding Plc
Project Manager: Beatrix Surányi
suranyi.beatrix@miskolcholding.hu

If you do not intend to be informed about the project’s activities and outputs, please notify our project manager (contact details see above) and we will remove your e-mail address from the distribution list.

PROJECT PARTNERS

Lead Partner: Miskolc Holding Plc, HU
P1: Institute on Transport and Logistics (ITL) Foundation, IT
P2: Marche Regional Government, IT
P3: Orađea Local Transport Company Ltd., RO
P4: Municipality of Burgas, BG
P5: City of Kosice, SK
P6: University of Maribor, SI
P7: Thessaloniki Public Transport Authority, GR
P8: Central European Initiative –Executive Secretariat, IT
EU ASP1: Municipality of Maribor, SI
EU ASP2: The Romanian Union of Public Transport, RO
EU ASP3: Public Transport Company Kosice, SK
OP1: ICLEI Local Governments for Sustainability, European Secretariat Ltd., DE
OP2: EPIVATIS – Greek Public Transport Users Association, GR
OP3: Burgasbus Ltd., BG
OP4: Federmobilitá, IT
OP5: Municipality of Miskolc (dept. of Building Environment and City operation), HU
OP6: Municipality of Ancona, IT

LEGAL DISCLAIMER

The ATTAC Newsletter is produced by the ATTAC project partners, co-funded by the European Commission through the SEE Programme. The sole responsibility of this publication lies with the author. Miskolc Holding Plc. The European Union is not responsible for any use that may be made of the information contained therein.