

POLICY LEARNING IN INFORMATION TECHNOLOGIES FOR PUBLIC TRANSPORT ENHANCEMENT

GOOD PRACTICES – PUBLIC TRANSPORT AND/OR MULTIMODAL INFORMATION SYSTEMS

INFORMATION ABOUT THIS GOOD PRACTICE IS PROVIDED BY PROVINCE OF FERRARA (POF, PP2)

GESTIONE INFORMATA MOBILITA' – G. I. M.

General information

Description

The Province of Ferrara together with the Municipality of Ferrara, the Emilia Romagna Region, and other Italian Provinces are implementing a national project financed from the National Department of Regional Affairs focused on ITS on private and public mobility.

The aim of this project is to improve all available ITS systems for both private and public uses.

The management of the information related to mobility is going to be centralized - a mobility central unit is going to be set up at Regional Level with important connections with the Provincial Level. This centralized system should help the harmonization of mobility information and its use. In this way a big amount of data related to traffic among different cities of the region will be managed at regional level in order to develop common policies and technologies.

Backround and Context

Since 2009 many Italian provinces and cities together with some Italian regions have worked on ITS applications.

Province of Ferrara is setting up in its territory some infrastructural measures useful to increase the ICT on Public Transport through a GIM National Project.

Actually at regional level there is an important tool related the ITS on transport which is the Regional Travel Planner and a new fare system "Mi Muovo" Ticketing.

The GIM project foreseen the installation of AVM systems in each bus in the Emilia-Romagna region, and the consequent installation of electronic signs at bus stops.

The infrastructural measures that GIM is setting up can increase the quality of the information to the PT users, in fact, as an example many information can allow to

update the travel planner in order to became a dynamic system with real time information to the users.

An other important result linked to the GIM infrastructural measures is to increase efficiency and attractiveness of PT.

All the system will be installed within the 2013.

Policy design details

Policy Design Steps and Timing

Since 2006, Italy government has introduced ICT on Public Transports through specific rules, and the Emilia Romagna Region (RER) started to work on its own Regional Transport Plan introducing the necessity to apply ICT on PT. The National Department of Regional Affairs develop the ELISA project that was focused on ICT in the public administrations and consequently on ITS on PT.

After some years also Province of Ferrara joined the GIM Project and Travel Planner Applications.

Actors Involved

National Government, Emilia Romagna Region, Marche Region, Lombardia Region, and 13 Italian provinces,LPT Companies, Public Transport Agencies, Urban services and suburban services.

Decision Making Process

The decision making Process was a long and complex process shared among all the actor involved.

Implementation details

ICT/Infrastructures needed

-Regional (Emilia Romagna) Central Office of InfoMobility (COIM) interconnected with local/provincial offices;

-Automatic Vehicle Monitoring (AVM) on 329 buses in the Province of Ferrara Territory

-electronic sings at buses stop in the Ferrara

-Variable Message Panel

Human Resources

Employees of all provincial and regional transport and mobility offices – 5 people were involved from the Province of Ferrara

Supporting Mechanism

Awareness/Information Campaigns

- Internet
- Newsletter

Results

Expected vs Actual Benefits

Expected Results:

- Improving the usability and effectiveness of the PT;
- Centralized management of information relating to public-private mobility;
- Monitoring of the fleets of public transport;
- Increasing the infrastructures from technological point of view (AVM, ITS);
- Real-time dissemination of information relating to the service of PT and traffic conditions;
- Interconnection among Urban PT and Sub-Urban PT;

• Development of modal split.

Actual Benefits: reaching all the expected results, actually it is not possible to quantify I benefice anche perche le misure infrastructural measures because all the process is ongoing.

Quantitative Results Achieved

The Province of Ferrara is managing in its territory 329 Busses per 10 millions of Km/year, in the Emilia Romagna Region there are 3.200 Busses and 250 millions of passengers/years with 112,5 millions of Km/year. During 2011 more than 16000 "Mi Muovo" seasonal tickets were used.

All these numbers shows the importance of improving the PT usability and effectiveness.

Key Considerations

Lessons Learned

The process concerning the installation of all the infrastructure is longer than the expected.

Critical Success Factors

The key factors which were critical to the success of the project include:

The branding of bus corridors with vivid colours to create an association between passengers and their local bus service and to update the image of bus services.

The holistic approach to corridor improvements which ensures a step change in the service provided to passengers after the launch of each Premier Route.

The importance of effective partnership working between local authorities and bus operators to achieve common objectives.

Transferability Considerations

The measure consist in the implementation of an infrastructure so it has to be considered as hard measure. The implementation is going to be implemented and the Province of Ferrara is monitoring all the activities. The process can be transferred also in other territorial contexts but a strong commitment from the PA is needed. Updated on results of this measure can be expected in early 2014.

Contact

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