# GOOD PRACTICES – PUBLIC TRANSPORT AND/OR MULTIMODAL INFORMATION SYSTEMS

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# INTERMODAL INFOMOBILITY PLATFORM AND SMS TICKETING

## General information

### Description

In Genova it is possible to appreciate a lot of measures relate to the mobility.

- Clean high-mobility corridors;
- Integrated mobility strategy for trade fairs;
- Establishing the Mobility Forum;
- Agency for on-demand transport and other mobility services;
- Integrated mobility initiatives for the San Martino Hospital;
- Enlarging the goods distribution scheme;
- Integrated access control and road charging scheme;
- Transition towards a clean vehicle fleet;
- Sustainable mobility marketing and eco-points;
- Creating an intermodal info-mobility platform;
- Decision support for environmental impact assessment of traffic planning;
- Introducing a bus lane control system;
- Expanding the car-sharing service;
- Monitoring centre for road safety and accident prevention.

In Genova, the Mobility Agency promotes SMS ticketing system that together with the intermodal infomobility platform are the two interesting measures for that city.

### Backround and Context

Genova City is located between the sea and the mountains, with a long and narrow coastline. The city centre covers just 28 sqkm, with a population density of around 10 inhabitants per sqkm. In terms of accessibility, Genoa has a very difficult street layout

due to lack of space and the absence of alternative routes. Nevertheless, the seaport is one of the most important seaports in Italy.

There are 138 bus lines and 2.500 bus stops to offer a dense possibility of exchanges and more effective options. Quantification:

- 740 buses;
- 18 vehicles underground;
- 2 vehicles for the cog railway;
- 4 vehicles for funiculars;
- 23 supplementary services;
- 3 areas served by on-call service (Drin Bus).

## Policy design details

Policy Design and Implementation steps and Timing In order to manage the infomobility platform and the SMS ticketing system, we have to take in consideration that the actors are many and very different.

Concerning the infomobility platform (managed from Mobility agency and Municipality of Genova) initial activities included two main activities:

- awareness raising and consensus building among stakeholders;
- the definition of operational goals and specific user needs.

The design step concerned to:

- analysis of available and potential data sources
- possibilities for their integration;
- definition of technical specifications;
- development of a delivery model via different media.

The new internet portal, offering aggregated data from various sources, was launched in 2007 as a section of the portal service for Genoa citizens dedicated to traffic and travel information.

The SMS ticketing measures were managed to ATM (PT company in Genova) together with Movicom consortia and CircleCap (wireless applications company).

### *Decision Making Process*

The decision process needs the collaboration between the municipality of Genova (which is in charge of mobility issues)  and the mobility agency. It is of course necessary a strict cooperation among the territorial transport companies.

The PUM derives from an Italian national law that foreseen a technical analysis/ approach and then a political decision.

All this process are carried out with the citizen involvement (citizen associations) and stakeholders:

- first phase is the definition of the objectives of the Plan;
- second phase concerns the available data processing, and definition of alternative scenarios of the Plan;
- Third phase: the  Evaluation of the scenarios, with the application of the simulation model and the estimation of the transport terms and indicators of the environmental impact;
- Fourth and final  phase is considered as the proposal phase, with the draft of the final projects of the Plan.

## Implementation details

### ICT/Infrastructures needed

Dynamic information regarding traffic on main routes (based on average bus speeds via on-board GPS);  Images from 20 webcams; information on the number of available parking places coming in 11 car parks;

Bemoov System, for SMS Ticketing.

- Real-time information at bus stops with new and improved "smart stops" (showing arrival time of next bus and service information such as route changes);
- Upgraded information in bus shelters, including maps of the immediate area, route maps, intermodality options and points of interest;
- Next-stop information and general service information on board buses in both audio and visual formats;
- Better integration with the traffic control system allowing bus priority at all intersections controlled by traffic lights;
- Monitoring and better control of reserved bus lanes using cameras or other electronic systems to ensure that bus priority lanes are respected;
- Fleet renewal programmes based on energy-efficient vehicles;
- Bus stops designed to improve access for all, including people with special needs and the elderly;

## Supporting Mechanism

### Awareness/Information Campaigns

Media campaign was launched  to promote the awareness of the SMS Ticketing and Intermodal infomobility platform services. The web sites of the Municipality of Genova gives a lot of information related mobility issues.

### Partnerships/Key Supporting Stakeholders

See "Cooperation amongst Administrations".A key factor in the realization of the Intermodal infomobility platform and SMS ticketing, was the cooperation between the Municipality of Genova, the Mobility Agency, and the Genova's transports company.

## Results

### Expected vs Actual Benefits

All the measures took place in Genova permitted to the citizen a better approach to the PT.