



POLICY LEARNING IN INFORMATION TECHNOLOGIES  
FOR PUBLIC TRANSPORT ENHANCEMENT

## GOOD PRACTICES – PUBLIC TRANSPORT INTERCHANGES

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# STIMER/MI MUOVO PROJECT – MOBILITY INTEGRATED FARE SYSTEM IN RER (EMILIA-ROMAGNA REGION) BUSES, TRAINS AND BIKE SHARING

### General information

#### *Description*

STIMER is the Mobility integrated fare system based on an all encompassing ticket for the local and regional public transport and on the RER fare zoning and a technological management system. The fare integration is made possible through the chip card “MI MUOVO (I Move)”.

#### *Background and Context*

The need to allow Emilia Romagna citizens to use trains, buses and bike with an integrated ticket. In force since 1997.

The Mi Muovo web site: <http://mobilita.regione.emilia-romagna.it/mi-muovo-1>

### Policy design details

#### *Policy Design Steps and Timing*

The key policy is the realization of tariff and modal integration regarding the services of LPT and other complementary services (bike sharing, car sharing, parking and so on) through the technology interoperability.

September 2008 - Start of the train and urban bus integrated annual paper ticket for students and commuters (Mi Muovo).

January 2010 - First use of Mi Muovo electronic contact-less card in Bologna, Parma, Reggio Emilia and Ravenna basins.

From 2010 - Extension of Mi Muovo to the other EmiliaRomagna's basins.

### ***Actors Involved***

RER, Local Authorities, LPT Companies, PTAs (Public Transport Agencies) - 13 urban services + 9 province suburban services

### ***Decision Making Process***

The RER is the coordinator and point of reference for the basic features of the system, while local authorities and public agencies made some changes and realized local implementation tools, while the LPT enterprises realized and manage the system.

## **Implementation details**

### ***Implementation Steps and Timing***

STIMER has substituted the old fare system, based on the trip distance to be covered (calculated in kilometers), with a new system based on areas (zones) to be crossed.

To reach this aim RER has divided the regional territory in over 400 fare zones. The use of different transport means at an integrated fare, regardless of the transport means used (bus or train), is made possible by the contact-less card MI MUOVO.

The advantages of an integrated fare system are:

- (for users) easier access to and use of public transport;
- (for LPT planners) data-gathering useful for local public transport services planning and scheduling;
- fares more corresponding to the service;
- LPT improvement through more flexible and efficient services;
- Stimulating demand and customer loyalty.

### ***ICT/Infrastructures needed***

The ticket of the normal ride is printed. It is disposable and with a magnetic band. The season tickets are on a plastic card.

LPT enterprises are responsible for the implementation of all the system. The total cost of the project is about 35 millions €.

### ***Human Resources***

For the Region:

1 Director General

1 Chief executive

1 Technical staff

1 Accountant

External expertise

For the enterprises: specific structures according to their needs

### ***Monitoring Procedures***

Journey database creation for better planning and programming LPT services. 5.000 stamping machines 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.).

## Supporting Mechanism

### **Awareness/Information Campaigns**

Many information campaigns were made to help the spread of the project “MI Muovo” and to tempt other users of this transport service and to increase the use of LPT.

Communication plans have been centred on the creation of new titles of integrated trips (Mi Muovo Mese, Mi Muovo City+ and City+ students).

Moreover, the communication campaign has been integrated in the “CIVITAS MIMOSA” European project resources. A direct communication and several action plans for mass-media communication were realized in order to know in detail the advantages of the new proposals.

A reserved section on the website Mobilità (<http://mobilita.regione.emilia-romagna.it/>) and toll-free number 800 388 988, advertising banners on University and Transport enterprises website.

### **Partnerships/Key Supporting Stakeholders**

RER, Local Authorities, LPT Companies, PTAs (Public Transport Agencies) - 13 urban services + 9 province suburban services.

## Results

### **Expected vs Actual Benefits**

One of the success factors is the easier ticket purchase. In addition to the actors initially involved (LPT companies, Italian rail company Trenitalia, etc.), new solutions to improve the access to travel tickets purchase and to services are already in use or being implemented all across the regional territory.

### **Quantitative Results Achieved**

One indicator is represented by the monitoring on MI MUOVO ticket sales from 2008 onwards, i.e.:

A strong increase to “fidelization” took place: annual ticket +40%; monthly ticket +51%.

At present over 192,000 cards have already been issued.

Satisfying feedback came out from the customer satisfaction research, that is 95,3% with a medium mark of 7,86 out of 10,00.

### **Qualitative Results Achieved**

- The possibility to recharge the cards MI MUOVO through more than 800 ATMs (available);
- home banking systems;
- large-scale distribution;
- internet;
- mobile phones,

to be added to the ticket machines at train stations and on-board on bus.

Passengers can choose among different kinds of MiMuovo tickets:

- Mi Muovo (annual)
- Mi Muovo students (annual)
- Mi Muovo monthly ticket
- Mi Muovo City+ (annual)
- Mi Muovo City+ students (annual)

In addition there are season tickets only for urban and suburban bus services.

## **Key Considerations**

### ***Lessons Learned***

The initial project has presented remarkable implementation difficulties arising from the technology evolution system on one side, and on other side from the impacts on the company setting.

To the initial project gradual changes and adjustments were realized, which allowed the launch of "MI MUOVO".

Flexibility, coordination and hard sharing with all involved actors were the strength factors for the implementation of such a complex project.

### ***Primary Obstacles***

Difficulties encountered are the definition of "clearing" rules for the revenue allocation among the LPT companies due to the possibility for the users to take both buses and trains; and interoperability of different technological systems in relationship to the possibility to extend their use to other services (for example. Mi Muovo by electric vehicles, Mi Muovo by bike, etc.)

### ***Critical Success Factors***

Consultations among different actors, involved in LPT rail/road, have revealed quite difficult.

### ***Transferability Considerations***

We want to inform that, apart from all the difficulties, the integration concept is strong and positive. In fact, users can appreciate it for the clear tariffs and also for a better accessibility to the services.

### ***Up-scaling Considerations***

The technology "MI Muovo", is the instrument permitting the implementation of integrated policies regarding Transport in the RER. In particular, new projects about this theme have been launched as, for example, the fleet remote control system, variable message panels, ecodriving, the travel planner, real-time news about traffic flow for the users, app and so on and, it's much easier to develop them thanks to the investment made by RER in "Mi Muovo" project.

### ***Contact***

Urban Mobility and local transport department

Viale Aldo Moro, 30

Tel. 051 5273819

Fax: 051 5273833