



EUROPEAN CITIES AND REGIONS NETWORKING
FOR INNOVATIVE TRANSPORT SOLUTIONS

Cities as the arena for collective transport provision

Future challenges and ECMF recommendations

Ivo Cré, Polis

What is Polis ?

Network

Exchange of experiences

65 European cities & regions

European Initiatives

Innovation

European Institutions

Sustainable urban mobility

environment
& health

mobility
& traffic efficiency

safety
& security

economic
& social aspects



EUROPEAN CITIES AND REGIONS NETWORKING
FOR INNOVATIVE TRANSPORT SOLUTIONS

www.polisnetwork.eu

ECMF recommendations

Governance

- Develop recommendations for the introduction and operation of **vehicle access regulations, including LEZs.**
- Guarantee a **competitive level playing field between taxi and ride-sharing** for reward transport platforms, when the latter are offered as a remunerated service, whilst ensuring the enforcement of rules and surveillance.

Sustainability

- Support **the replacement of fossil fuels** with alternatives, where economically viable and environmentally sound, together with the development of relevant infrastructure and dedicated business models.
- Improve efficiency, safety and traffic flow by **increasing collective transport traffic priority** in order to reduce congestion and to increase the attractiveness of the service to passengers.



The planning challenge

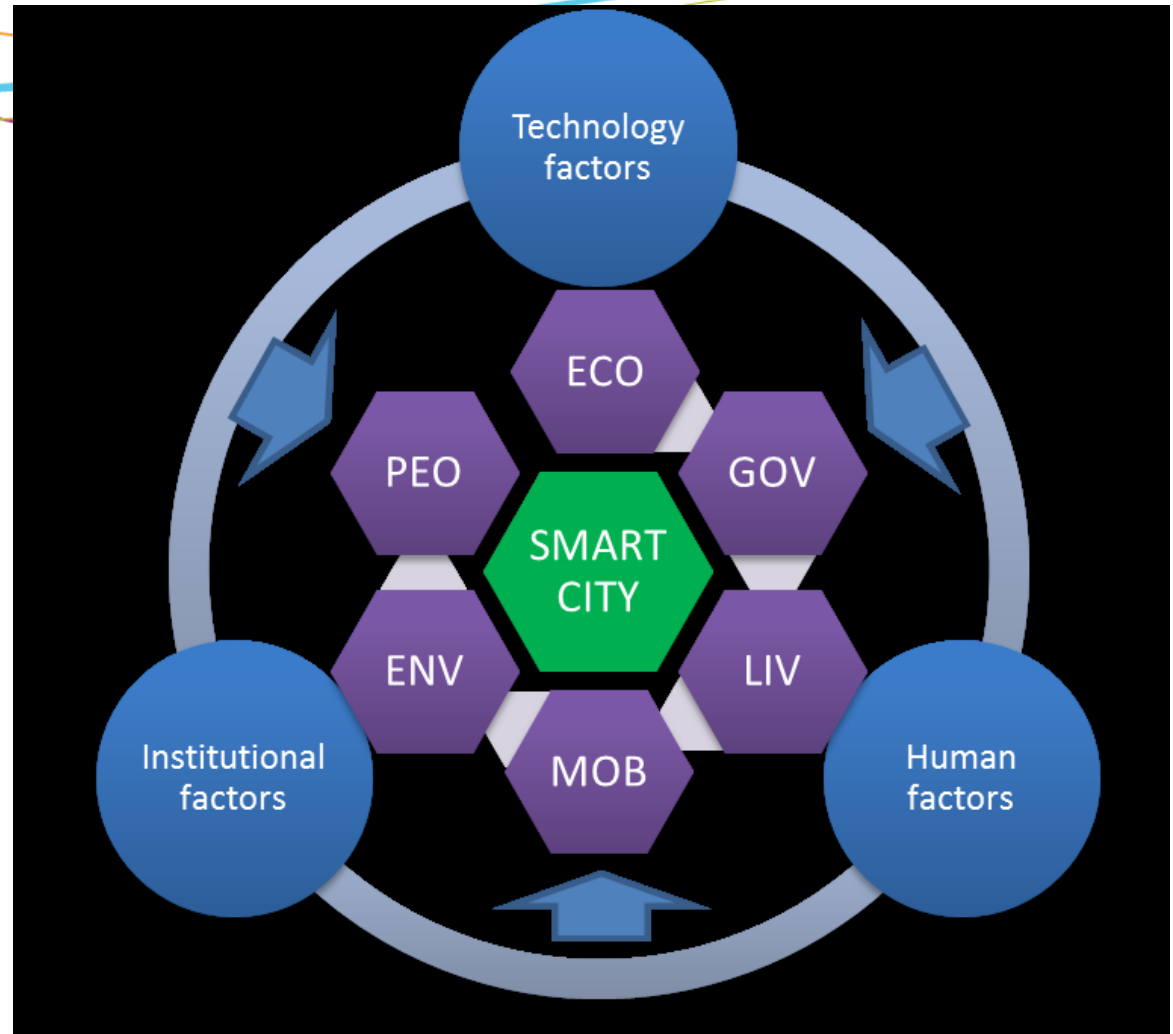


EUROPEAN CITIES AND REGIONS NETWORKING
FOR INNOVATIVE TRANSPORT SOLUTIONS

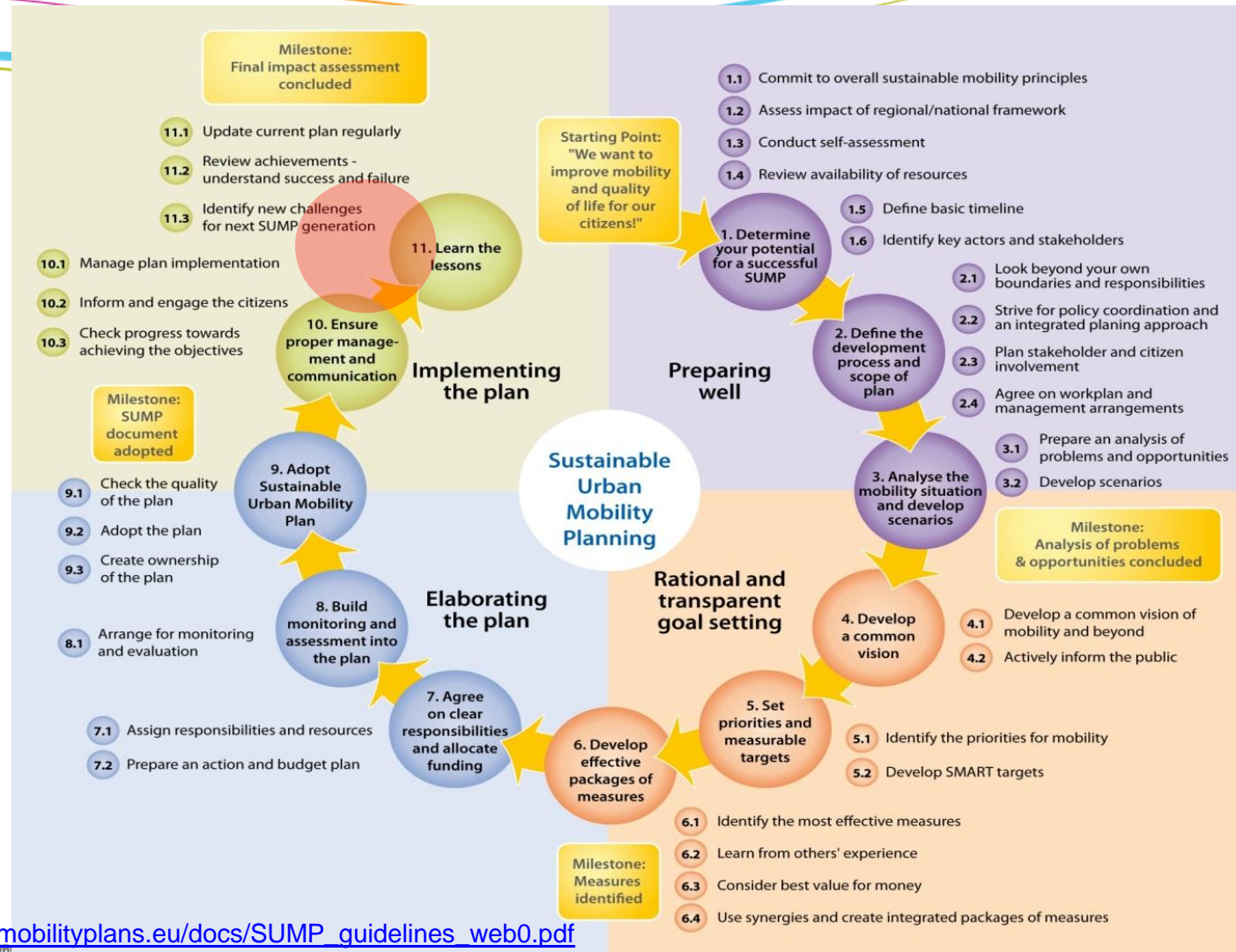
www.polisnetwork.eu

Integrated planning: the Smart Cities concept

- **Smart Governance**
- **Smart Economy**
- **Smart Mobility**
- **Smart Environment**
- **Smart People**
- **Smart Living**

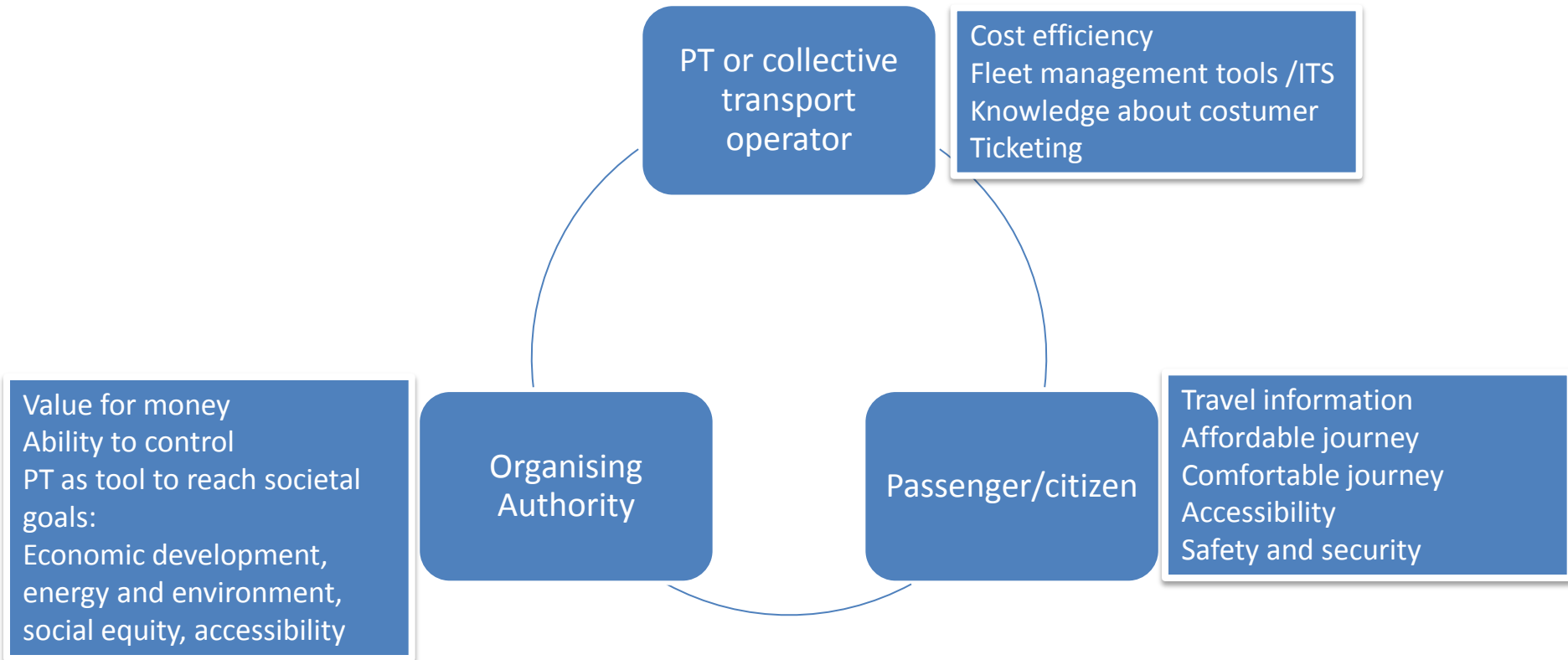


Integrated planning: the SUMP concept



https://www.mobilityplans.eu/docs/SUMP_guidelines_web0.pdf

Planning a public transport system based on the needs of 3 PT stakeholders





The delivery challenge



EUROPEAN CITIES AND REGIONS NETWORKING
FOR INNOVATIVE TRANSPORT SOLUTIONS

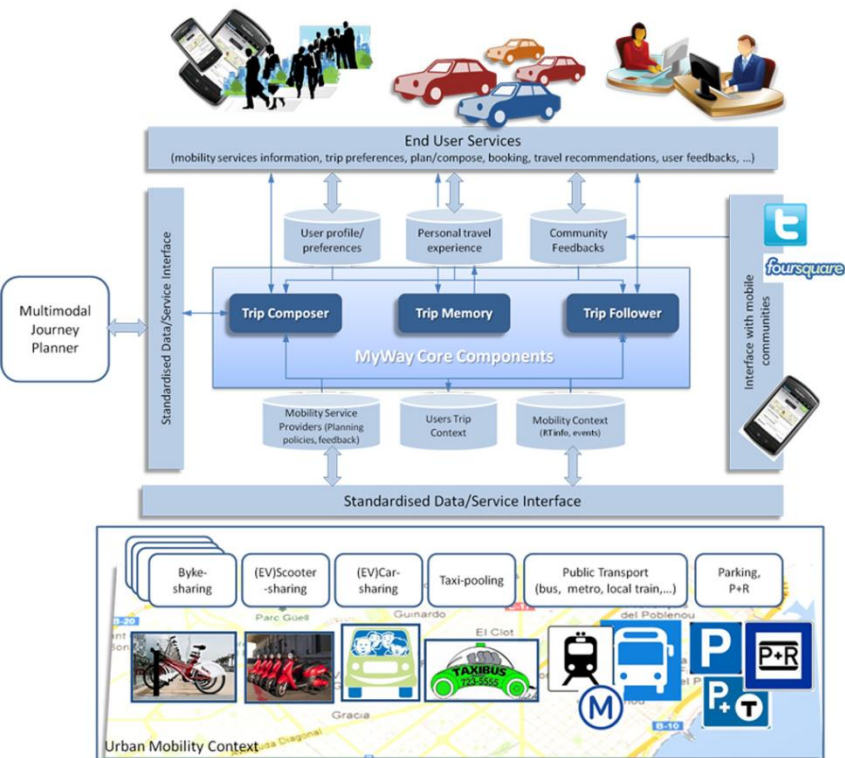
www.polisnetwork.eu

Establishing the optimal delivery structure



- Promoting and consolidating new approaches for the establishment of PTAs as convergence centres of expertise
- www.eptaproject.eu

The information challenge





Finding common ground between European cities and regions



EUROPEAN CITIES AND REGIONS NETWORKING
FOR INNOVATIVE TRANSPORT SOLUTIONS

www.polisnetwork.eu

Metropolitan public transport authorities



- Cooperation platforms between different local authorities to provide quality public transport
- Efficient management of the PT system through gathering key competences at one point, thus supporting LAs in managing transport systems
 - Better because integrated information
 - More intuitive ticketing: single ticket
 - Better network design: coordinated subsystems
 - Lower management costs

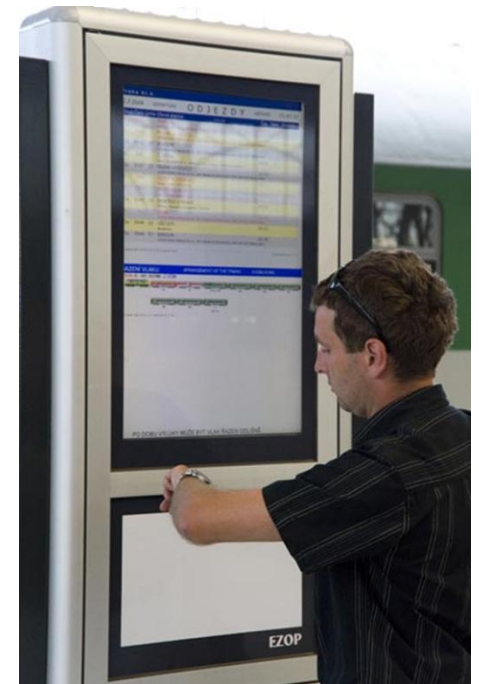
Infomobility services: POLITE

Enhancing attractiveness and thus use of public transport through better travel information

- support co-modality, efficient use of various modes separately and in synergy, to optimise public transport options
- assist public sector and decision makers by providing knowledge and skills related to policies for infomobility measures deployment
- focus attention on various already existing and proven good practice solutions in Europe
- stimulate coordinated implementation of interoperable ITS for PT across borders
- www.polite-project.eu



POLICY LEARNING IN INFORMATION TECHNOLOGIES
FOR PUBLIC TRANSPORT ENHANCEMENT



Personalised travel planning: MyWay

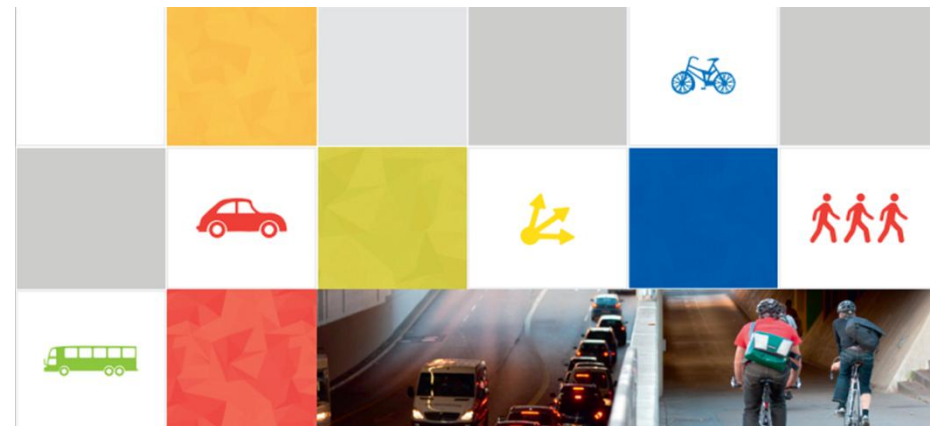
European Smart Mobility Resource Manager

Multimodal journey planner with integrated ticket purchasing and automatic travel readjustments that encourages cleaner modes of transport.

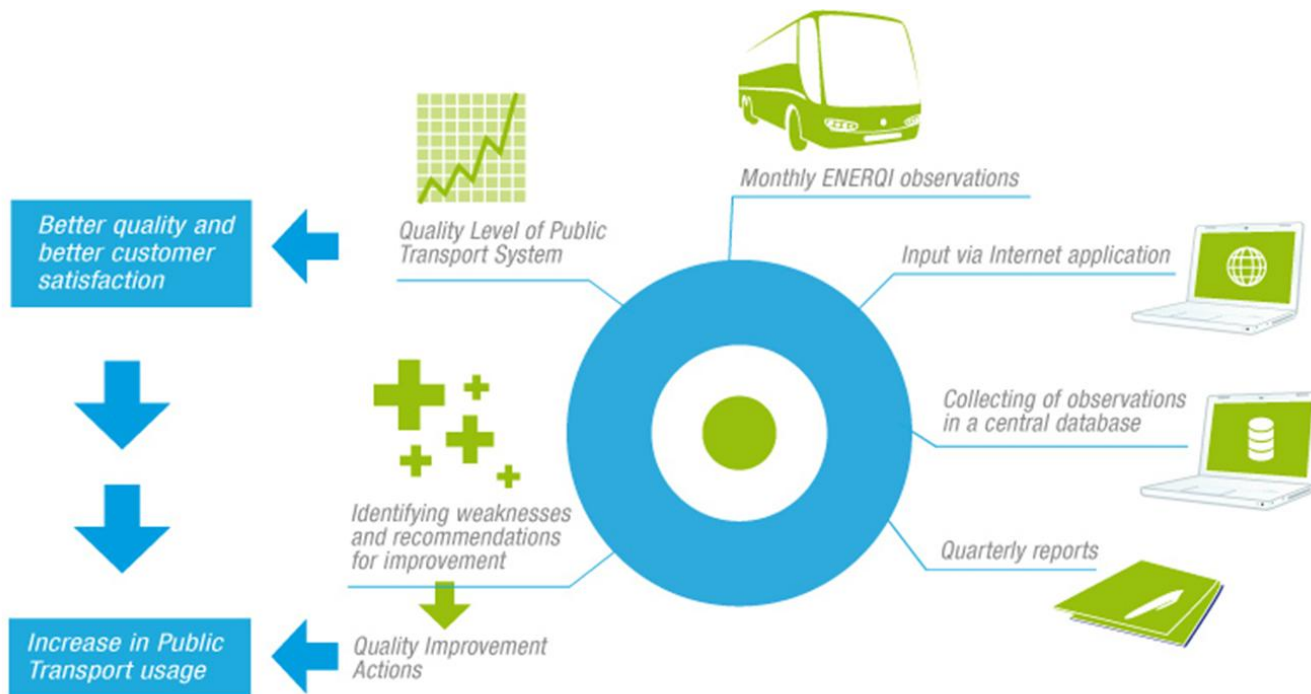
- **Improved real journey times**
- **Reduced congestion**
- **Increased multi-modal split**
- **Three test sites:**
 - Berlin (DE), Catalonia (ES) and Trikala (GR)
- **Policy & research recommendations**
- **Business models**
- <http://myway-project.eu>
- **09/2013– 02/2016**



MyWay
EUROPEAN SMART
MOBILITY RESOURCE
MANAGER



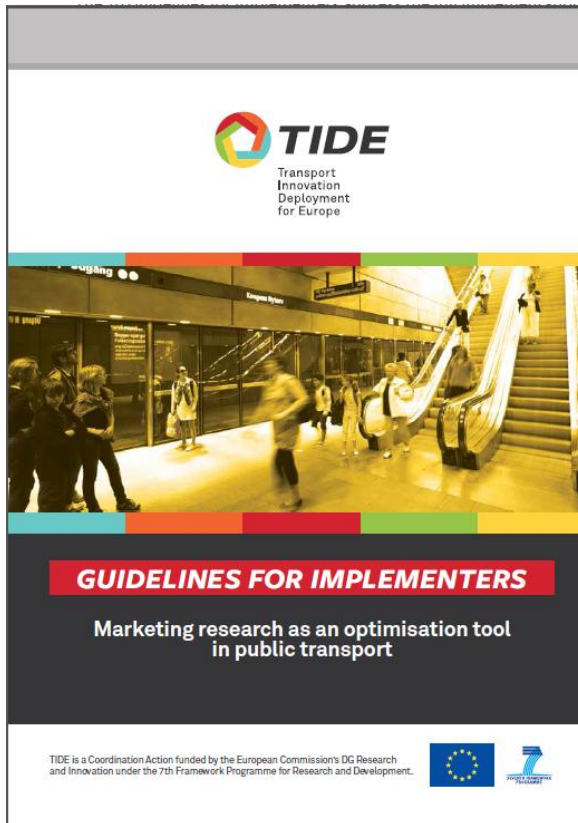
Quality Assurance: ENERQI



- Improving public transport by daily quality observations of customers
- <http://enerqi-online.eu>

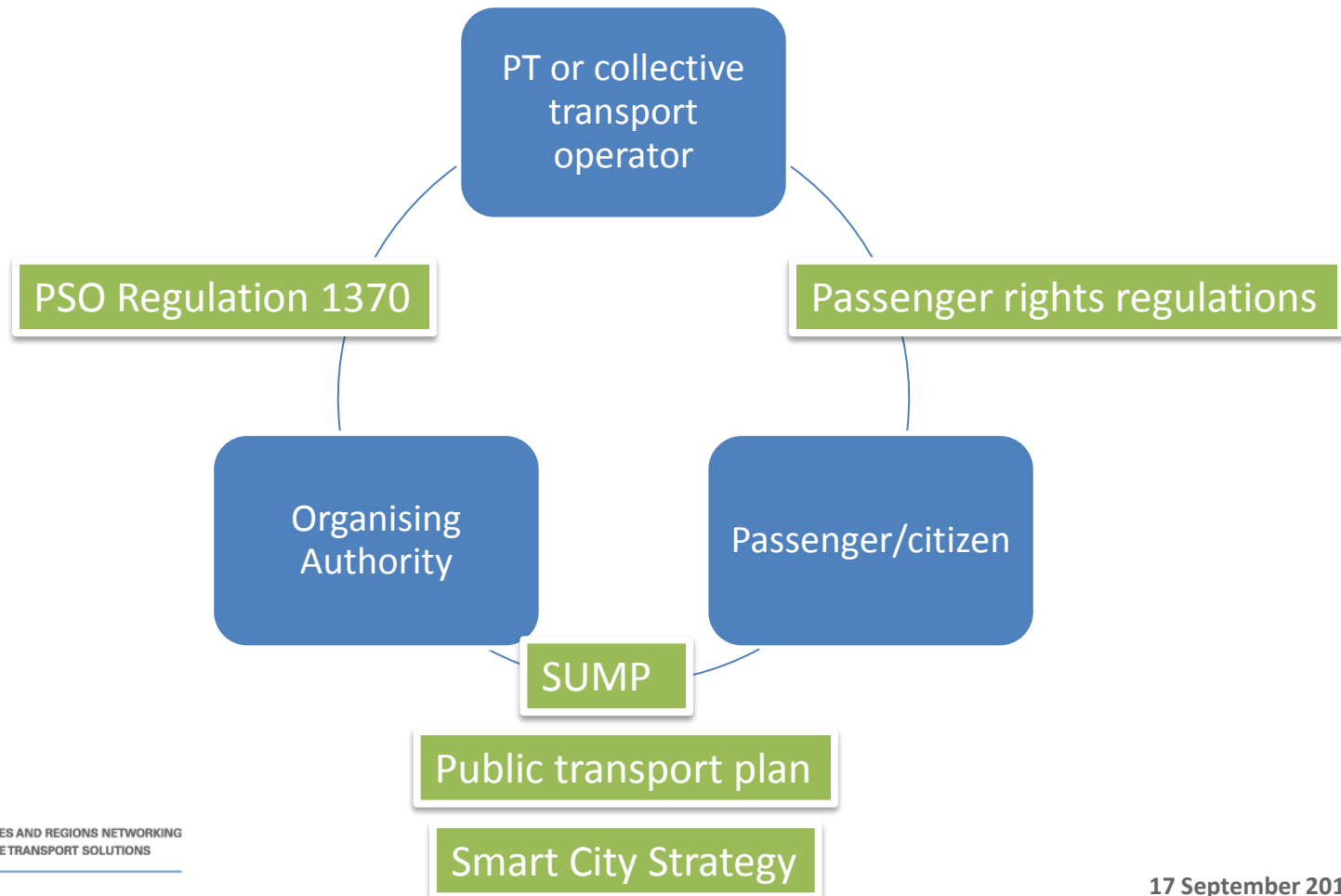
The ENERQI Quality Loop

Marketing research as optimisation tool in PT

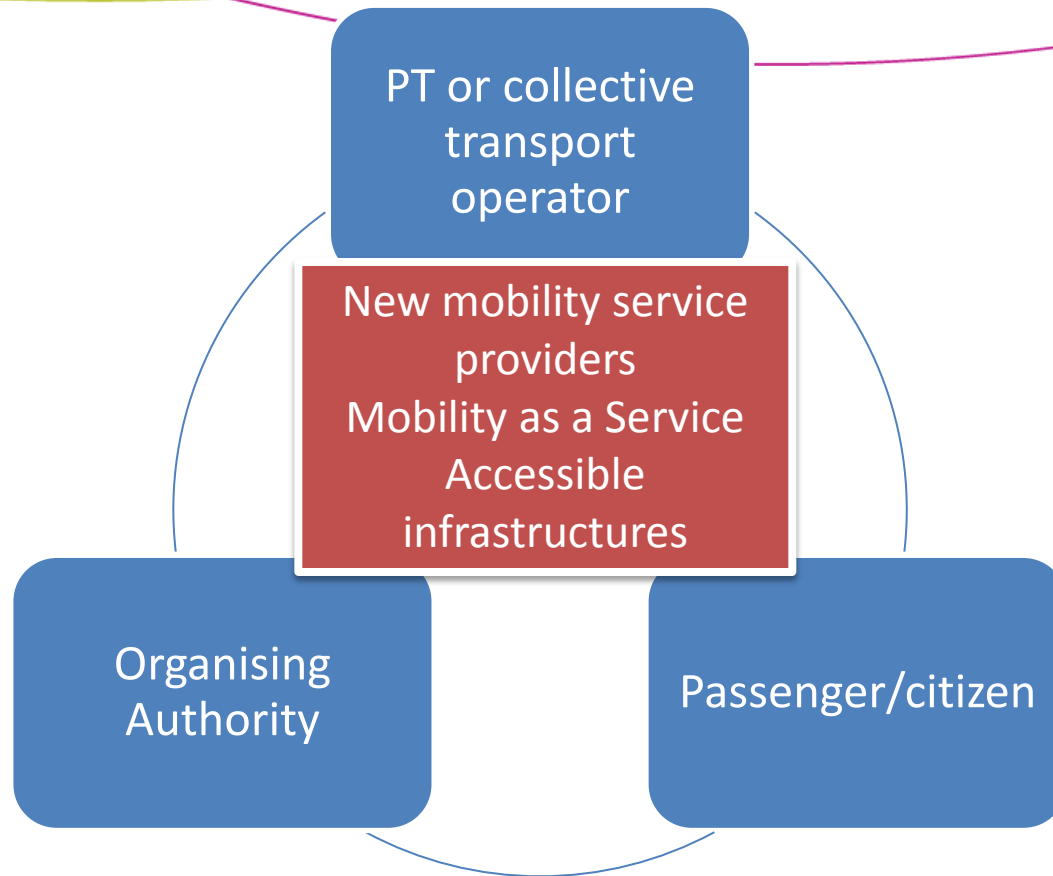


- **Marketing research can be used for evaluation and improvement purposes and for predicting future changes in transport behaviour**
- **Effective way of recognising future and current market needs**
- **Valuable support tool for transport modelling and sustainable urban mobility planning**
- **Improves the efficiency of public expenditure**
 - Better evaluation and monitoring of quality of services
- **Can be low-cost!**
 - Degustibus Bologna

EU: planning and regulatory solutions



EU: Remaining and new challenges



More information



- The social and economic potential of smart solutions for accessible transport for older people
- Speakers: Age-Platform, Flanders Region, Noord-Brabant, Gelderland, Liverpool
- Tuesday 13 October 2015



Polis

Ivo Cré

+32 2 5005676

icre@polisnetwork.eu

www.polisnetwork.eu