



ATtractive Urban Public **T**ransport
for **A**ccessible **C**ities



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**SOUTH EAST
EUROPE**

Jointly for our common future



Case study on pilot

Partner

Title of the pilot/Case study

Task Force

Version (DRAFT/FINAL)

Summary

General information	4
From the AF	4
DEADLINE:	4
Partners	5
Executive Summary.....	6
General Context	6
The Pilot	6
The pilot expectations and objectives	6
Pilot activities	6
Pilot results & KPIs.....	7
Task Force 1	7
Task Force 2.....	7
Task Force 3.....	7
Financial Sustainability.....	7
Plans for future full scale implementation and long term sustainability	7
Conclusions & Recommendations	7
Bibliography	8
Attachments.....	8

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General information

This document has been produced in order to facilitate the development of the ATTAC case studies, providing a structure to be followed by Project Partners responsible for the action’s case studies in order to make them comparable.

On the other hand, this document will also help the responsible partners to find structured information needful to feed the final outputs (Transnational case studies) which will be used to sum up the present situation in the pilot locations.

The following chapters are to be considered as the chapters of each case study. ITL, as responsible partner for the coordination of the activities and WP4 Leader, provided for each chapter and paragraph a brief explanation of what is expected from partners.

The final version of each case study should be a fluent document, so please do not answer as in a questionnaire, but produce a complete report with detailed indications on the activities carried out.

From the AF

Type	Output
AF Description	Case studies on pilots, including sustainability/transferability plans
Timeplan description	8 case studies and sustainability plans for each pilot test
Responsible Partner	ERDF PP1 – ITL as coordinator of the activities. ALL PARTNERS for the development of their own case study
Contributing partner	ALL

Each partner for each pilot must prepare a case study which include results from MobiLAB 2 and with plan for future full scale implementation.

After the conclusion of the pilot activities, this has to be considered the first step to the realization of the Transnational Case studies, which will bring the local ATTAC experiences to the Transnational level.

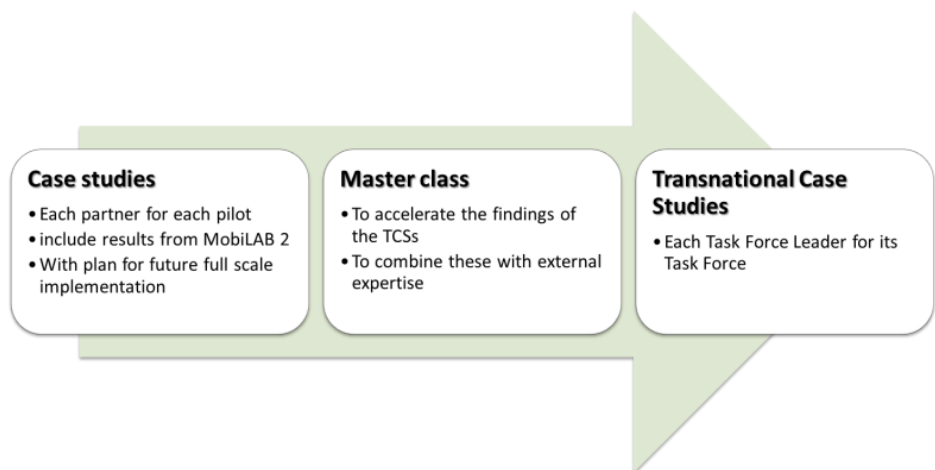


Fig. 1 - Road to the Transnational Case studies

DEADLINE:

draft: 30/09/2013 from each partner

final 31/10/2013 from each partner

Partners

Each ATTAC partner will produce its own case study. The responsibilities are listed below:

Task Force 1 Flexible transport solutions (ITL)

MiskolcH:	IT Solution and planning of DRT service;
ITL:	flexible transport service from/to industrial areas;
Burgas:	Observer of Miskolc pilot. Responsible for the transferability of the solution

Task Force 2 Innovative/integrated ticketing (Marche)

Marche:	pilot study on fare & modal integration in region;
OTLRA:	Testing flexible fare systems & e-ticketing;
THEPTA:	Integrated ticketing and smart card fare collection systems

Task Force 3 Improving passenger information (UMaribor)

UMaribor:	Pilot study and testing of RTI for passengers in Maribor;
Kosice:	Testing bus-stop RTI solutions in Kosice

The total number of Case studies to be produced is 8.

Case Study

Executive Summary

Please provide a brief summary of the aims and objectives of the case study, the elaborations done and the main results obtained. The executive summary must be done when the elaboration of the report is completed.

The aim of the executive summary is to provide a general and comprehensible outline with all the key information about the output. The extent of this chapter should not be excessive

General Context

Please describe the city/province/region and provide information on population, geographical context, political situation, brief hints to the governance on the Public Transport sector(if useful) and other useful information for the understanding of the situation in your city.

The Pilot

In order to better fit with the methodology, please describe the tools and instrument used for the development of the pilot and data collection. Please specify whether the data is available in house or were collected through specific surveys or data research or any other source. If the data was obtained through specific surveys then please give a description of the type of survey (duration, template, etc) that has been conducted.

The pilot expectations and objectives

In this chapter it is important to describe the needs and the expectation of your institution from the pilot activities. Please do not limit the number of characters or do not answer with Yes/no but describe and justify your answer. More in detail you have to describe the information listed below:

- Location of the pilot activities and context
- The aim of the pilot
- User needs and requirements
- Expectations from the city
- Stakeholder involvement
- Pilot governance

In particular these information should be available from your archive, from activities carried out during the MobiLABs (especially at local level), Small Scale Investment Workshops and Mobility forums as they are related to activities with local stakeholders.

Pilot activities

Please describe the activities carried out during the pilot implementation, which include:

- Technical activities
- Promotion & communication activities
- Problems encountered and solutions (from the Technical point of view)

Please report these information

Pilot results & KPIs

Further indicators may need customers feedbacks.

Please refer to your Task force only:

Task Force 1

- Working time: Number of hours of service in 6 month
- Number of Km: How many Km the service is generating in 6 months
- Number of users: How many users are using the service in 6 month
- Speed of response: How long is the acceptance of the reservation of the PT service
- % of acceptances: How many times the request was satisfied

Task Force 2

- Types of tickets: How many types of tickets are available for the same service
- Number of different transport companies
 - Specify the number of Transport Companies which operates in the local context, and their dimension
 - Specify if each company has a different type of ticket
 - Specify if already exist an integrated ticket valid for different companies

Task Force 3

- Current situation: Which kind and how many information are already available now at the bus stops, at the web site, at the ticket shops, at the information kiosks.
- Future situation (actual or expected):
 - Please specify how ATTAC helped you to increase the number and typology of info point
 - Please specify how ATTAC helped you to improve the quality of the information you gave to users

Financial Sustainability

Please describe how the pilot activities could be transformed into traditional activities from the financial point of view, some examples of financial/economic indicators are listed below:

- ROI (Return on Investment)
- Payback period
- Available funding sources

Plans for future full scale implementation and long term sustainability

Please describe any proposals for policy and normative improvements and the synergies with the local transport systems

Conclusions & Recommendations

- Conclusions are a local view of the situation
- All conclusions will be included in the final report of the Transnational case studies so please be aware that your text will be public!
- Missing contributions on conclusions will have a negative impact on the whole deliverable and won't be accepted
- Please include also the recommendation for strong political support

Bibliography

If available

Attachments

- Press/media releases
- pictures
- presentations
- Other relevant material