D4.3.4 Municipality of Lecce pilot site

Document Control Sheet

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1. Introduction

1.1 Purpose of this document

The object of this document is to describe the pilot performed by Municipality of Lecce.

The aim of Municipality of Lecce is to make easier the access to the offered services and to attract new tourists also during off-peak season. Thus, the interoperability and integration between systems and mainly with the STEP-UP platform is very important. The value of data about territory is fundamental for the successful of the project.

1.2 Pilot description

The city of Lecce has a surface of 238,93 km² and 95.067 inhabitants. It is the capital city of the province of Salento and its main activity is represented by the cultural tourism. Tourist flows are increasing at a fast pace with an encouraging growth in the number of tourists from abroad.

Concerning the infrastructures available in terms of regional, national and international accessibility, Lecce can be reached in 30 minutes from the Brindisi airport which counts 2 million passengers per year. The airport in Bari is 90 minutes by car far from Lecce and receives an average of 3,6 million passengers per year.

The majority of incoming people reach the area by car via the highway also thanks to the good connection made available by the Scandinavian-Mediterranean TEN-T corridor (Bari and Taranto are approx. 60-90 minutes far).

Maritime connections are also possible through (i) the Port of Taranto which is an intermodal hub for mainly cargo transports throughout Europe and between the Mediterranean Sea and the Near/ Middle / Far East and the rest of the world; (ii) the Port of Brindisi which is a freight and tourist port and receives about 250.000 passengers per year connecting Italy with Albania and Greece. It is also connected to the Italian cities of Catania and Sorrento in the Tyrrenian Sea and (iii) the Port of Otranto which connects Italy with Albania and Greece as well.

Since 2015, the city provided to the users a regional multimodal travel planner, called Apuliamoving (**http://www.apuliamoving.it/tp/INFOCITY/home/index**) to make easier door to door solutions. Currently, multimodal solutions provided to the users refer to urban bus and national railway transportation.

The general objective of the pilot is to strengthen the competitiveness of the territory by providing the city with an integrated system including information and mobility services, which may favor, on the one hand, the increase of users flows to the city and on the other hand, “green” mobility with a low environmental impact. The project plans to deploy an innovative platform for the provision of advanced services and other utilities, which can also generate revenues to ensure the self-sustainability of the initiative over time.

1.2.1 How the pilot is accessible by the end-users

Municipality of Lecce aims at reaching as much end-users (travellers) as possible, also during off-peak season. Thus, the local infomobility platform is a web platform where each person can query for searching a list of multimodal travel solutions.

The current web link is http://www.apuliamoving.it/tp/INFOCITY/home/index and of course it is possible knowing more about STEP-UP project thanks to the links available in the apuliamoving front-end.

Of course, the travel planner portal is also accessible via official Lecce web site https://www.comune.lecce.it/amministrazione/settori/innovazione-tecnologica/progetti/apuliamoving

Keeping alive this platform is required by municipality to provide a continuous and update mobility offer over time.

Vice versa, the municipality of Lecce and its information about POIs and Events is accessible via STEP-UP web portal that includes various areas and connects each other.

2. Final deployment

During the project, Municipality of Lecce implements new features for a complete door to door multimodal travel planner platform in order to achieve its objectives and to facilitate the access to the transport network for tourists and citizens, especially during the peak-season to limit the use of private cars.

The final pilot site includes different elements and features implemented at local level, both to reach the local and wider aim of the project. Of course in the previous period of time, the analysis and design (WP3) of these new solutions have been performed to allow a smoothly deployment in this phase (WP4). The list of activities performed for the Lecce deployment:

1) Feeding and improving the current database with new mobility data about different transport operators. Different transport modes are in the regional web portal.
    a. Trenitalia: train lines at national level
    b. AMAT - Taranto
    c. AMTAB - Bari
    d. AVE - Puglia
    e. CTP - Taranto

f. Ferrotramviaria - Bari

g. SGM - Lecce

h. SIB - Salento

2) Establishment of a new wider network to includes new mobility data from different transport modes

   a. This includes the data integration into the current networking to allow a generation of a new network useful for the algorithm used for “plan your trip”.

3) Map licences brought for 2 years on, it is used by the algorithm for searching solution at regional level

   a. Improvements about data, features and tools are deployed in real environment to allow the running of the local pilot and to share data with the STEP-UP platform

4) Management and maintenance of the data about territory: POIs and Events. This information is mandatory information and these elements have to be available in the STEP-UP portal to allow the multimodality and interoperability across areas.

5) Through a back-office created for the STEP-UP project, the Municipality of Lecce is responsible for uploading POI and Event data into the master portal to attract users in its territory also during off-peak hours.

   a. Drafting/Editorial/Writing activity about Lecce

6) Adaptation and updating of apuliamoving.it portal with STEP-UP logos and features

2.1 Apuliamoving for STEP-UP

The paragraph above describes what has been done within Lecce pilot site. All activities are based on real needs and requirements coming from municipality of Lecce since the proposal writing. Here after some images and screenshot of the actual platform used by travellers for daily trips as they are business or leisure trips.

Image 1: Home Page of the apuliavoming and information on step-up project (Hyperlink logo)

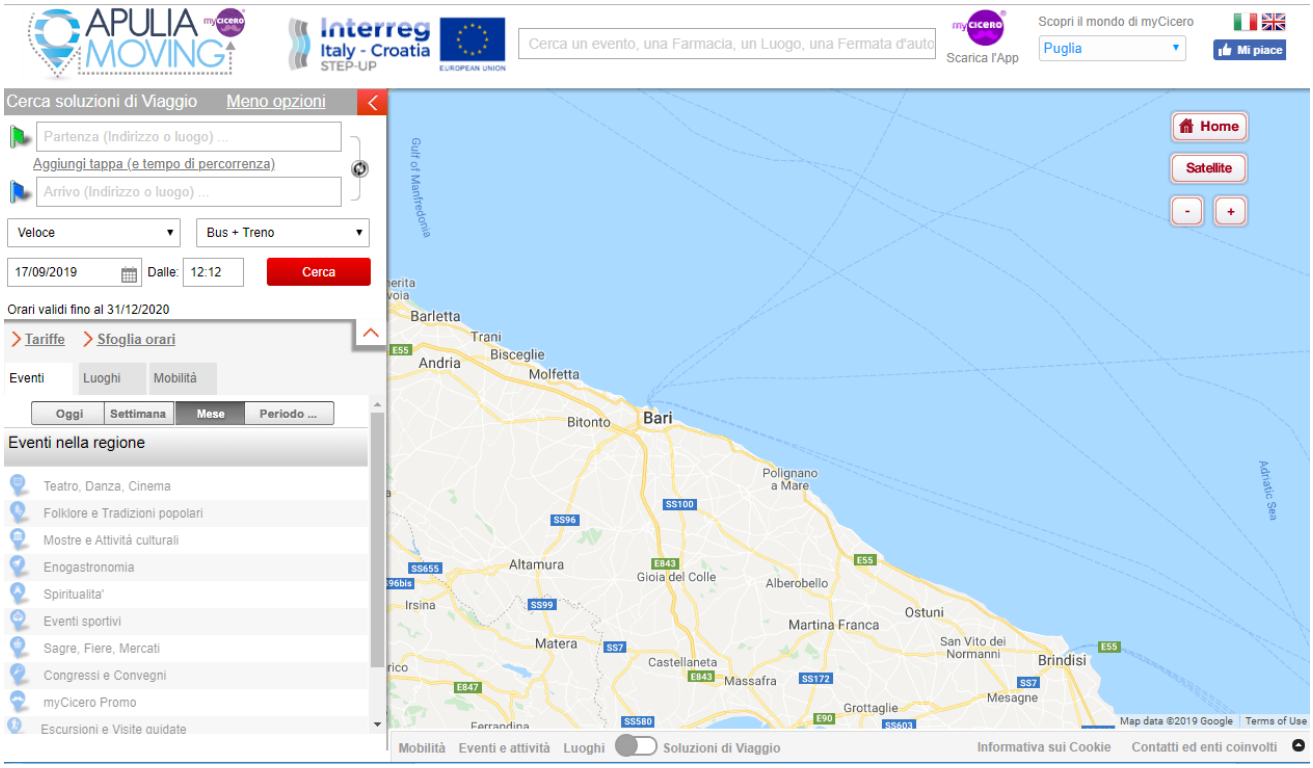


Image 2: Pick-up & Drop-off points

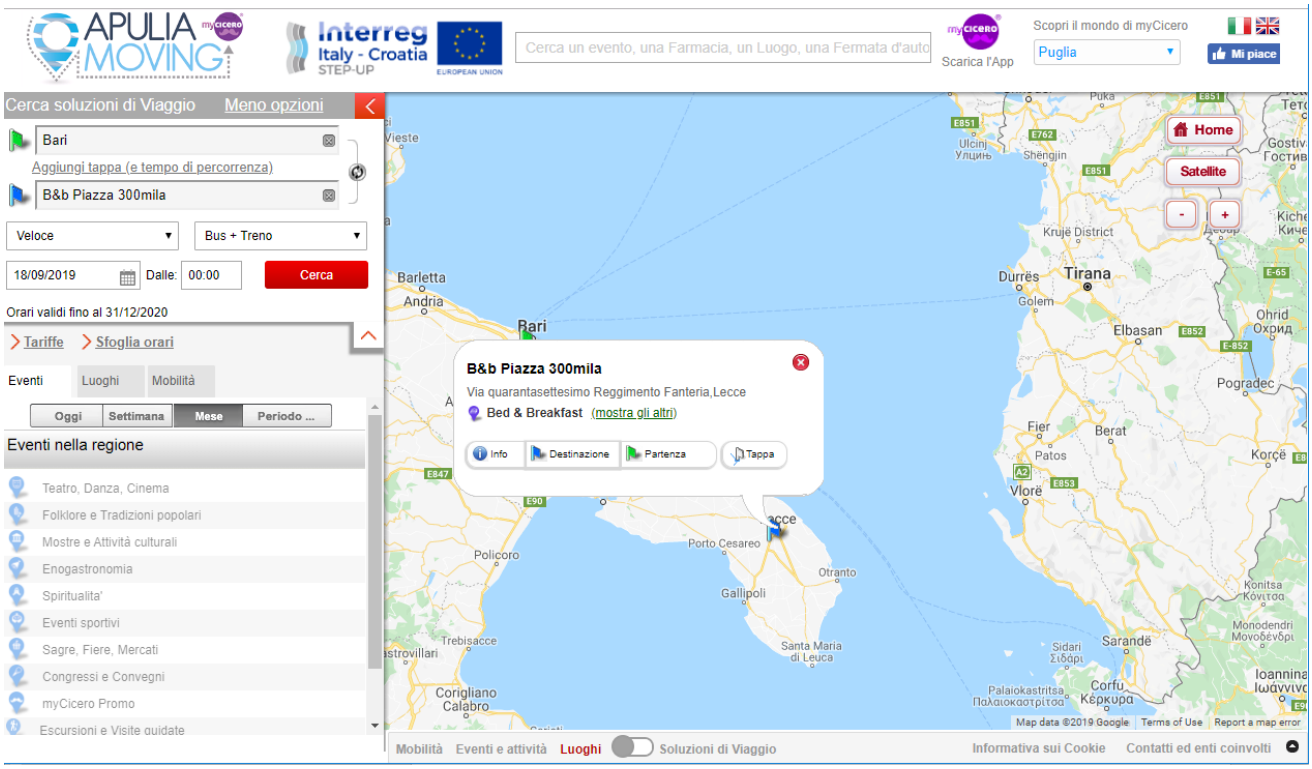


Image 3: List of travel solutions (backbones)

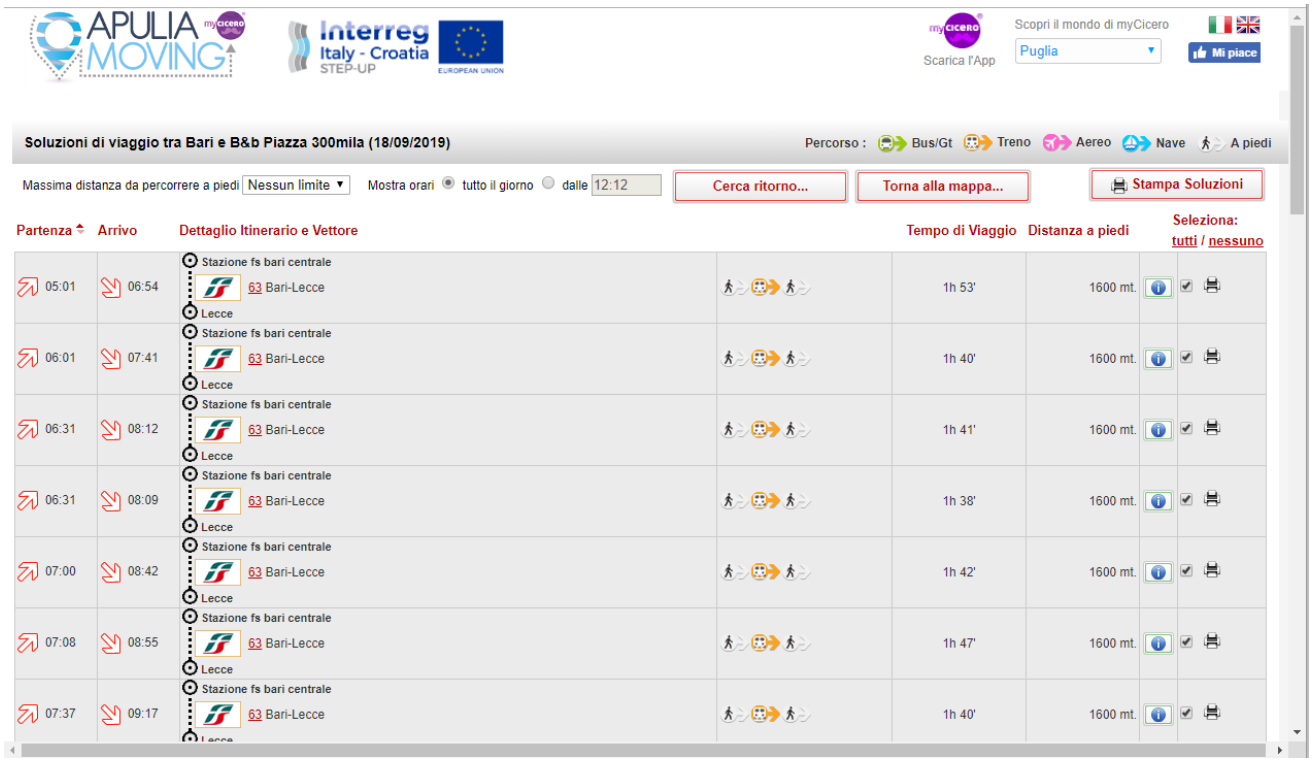


Image 4: Last mile solutions

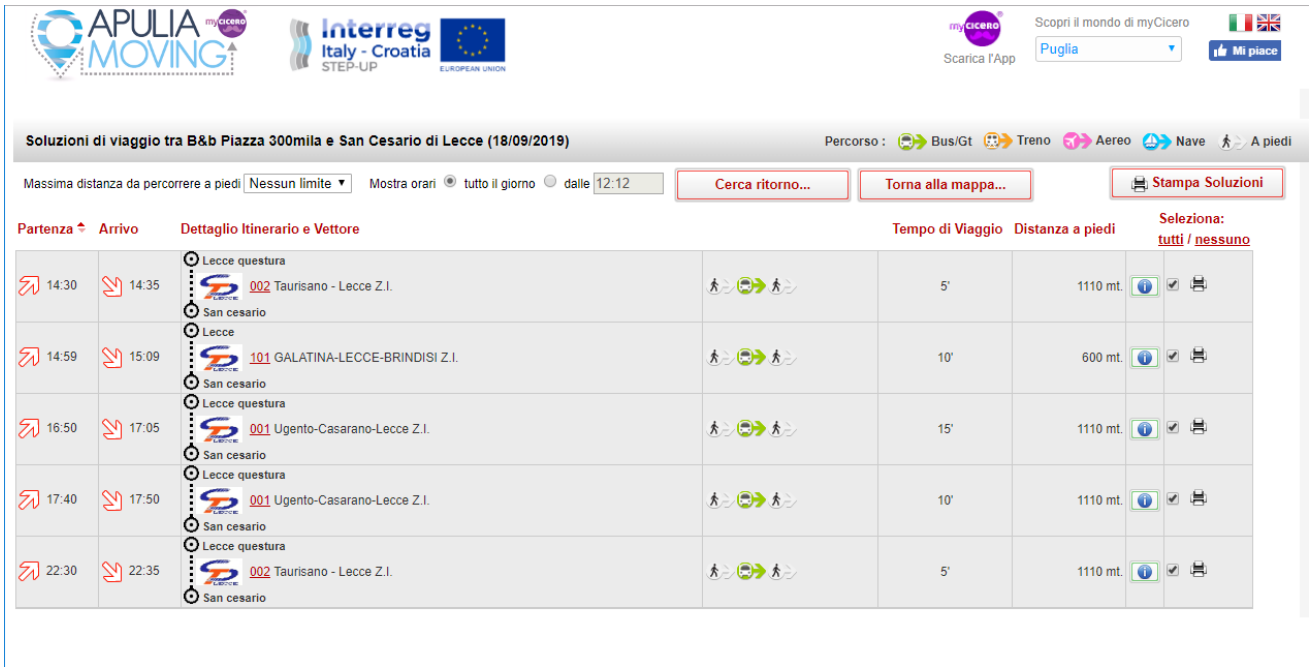
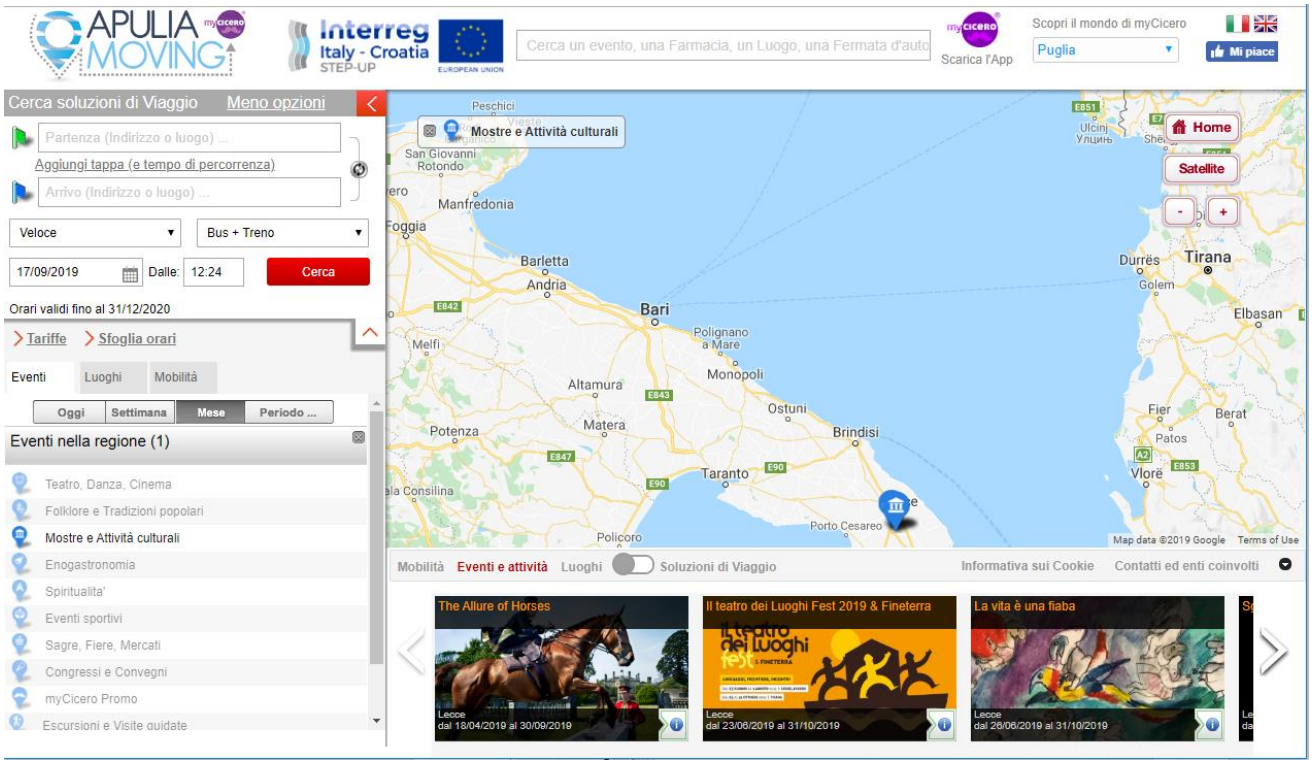
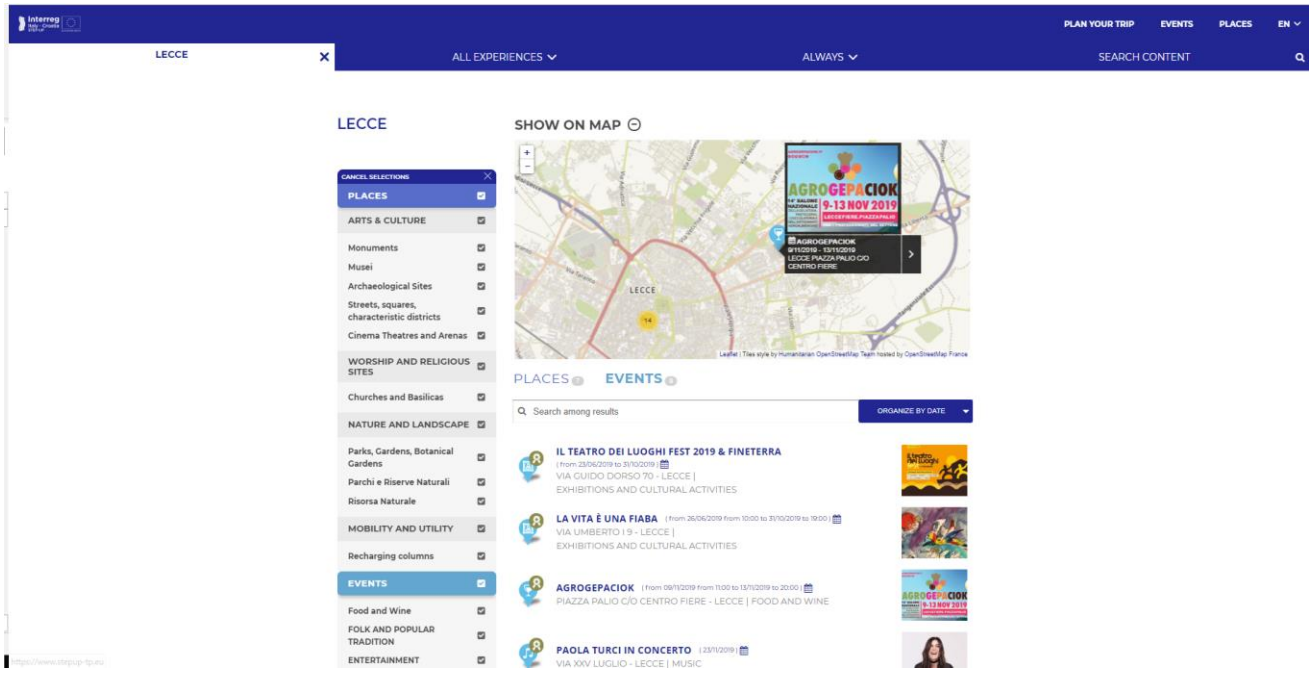


Image 5: Information on territory available at local and wider level (by a back-office)





3. Main Results

The tests performed on the local platform guarantee an optimal setting of parameters and features to answer to the mobility requests by users. at the same time, this project is a strategical tool for the municipality to be on this *digital era* an maintaining the well position for its citizens and users.

The platform manages about 3900 bus stops

Area	Nr of Stops
Lecce Municipality	3892

and specifically, the public transport operators for passengers are:

Area	Transporto Operator
Municipality of Lecce	Trenitalia
Municipality of Lecce	AMAT
Municipality of Lecce	AMTAB
Municipality of Lecce	AVE
Municipality of Lecce	CTP
Municipality of Lecce	Ferrotramviaria
Municipality of Lecce	SGM
Municipality of Lecce	SIB

The platform is able to generate multimodal trip solutions among train, bus, long-haul lines data.

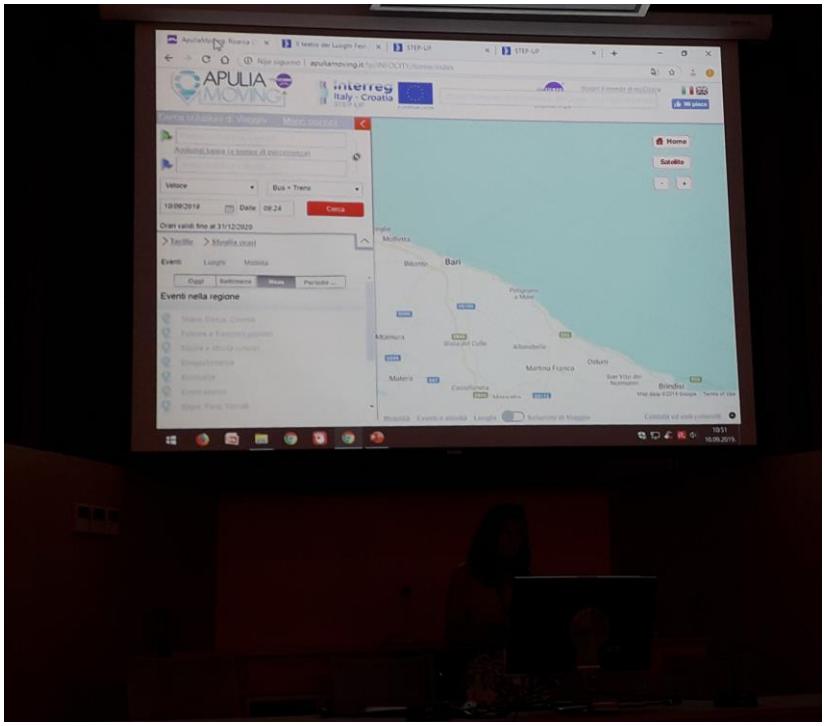
For each combination of travel demand, the offer proposes several solutions. The same scenario if the users query the step-up portal to reach Lecce territory or events or special places within this area.

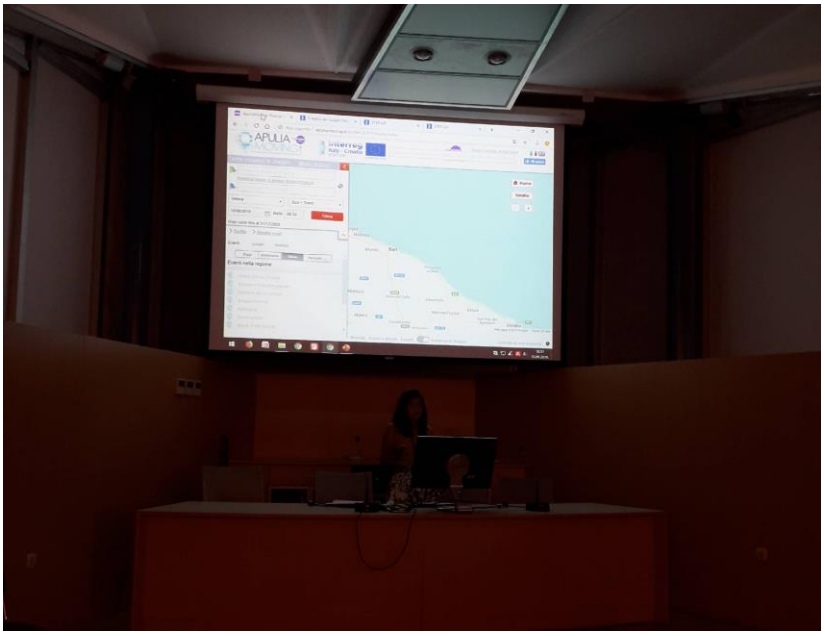
The platform is still available for all users and this is still alive also after the step-up project ends.

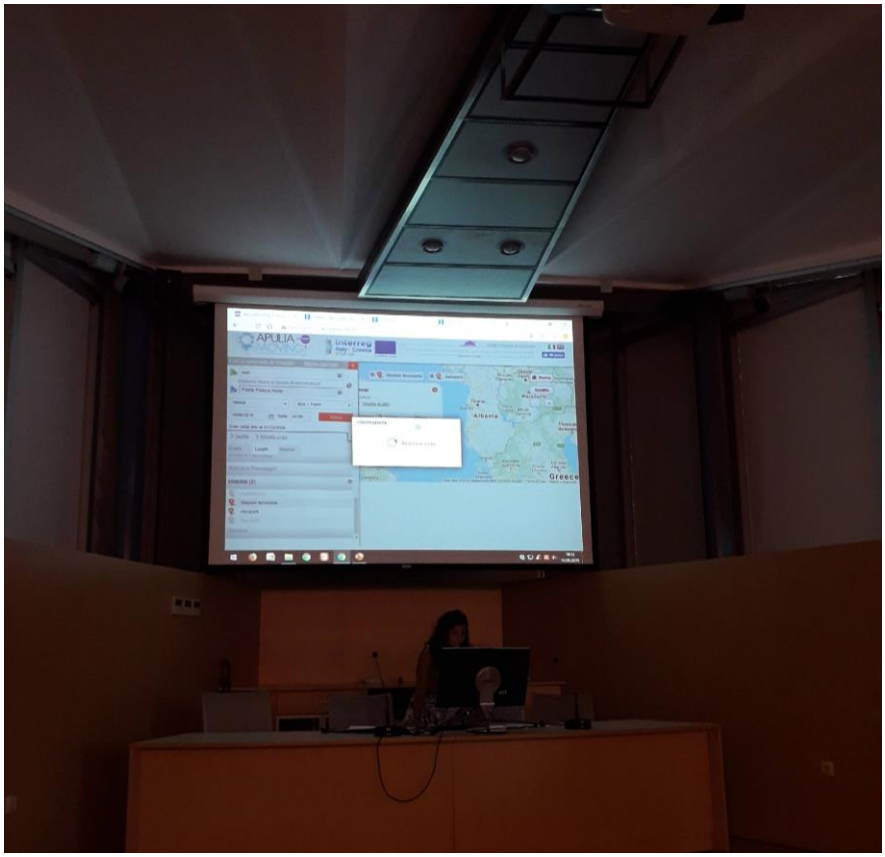
Moreover, through STP-UP project and platform, municipality of Lecce information and its attractions are available in a wider portal for reaching more people. As result, the main events and Point of Interests that characterize this municipality are available in the step-up platform.

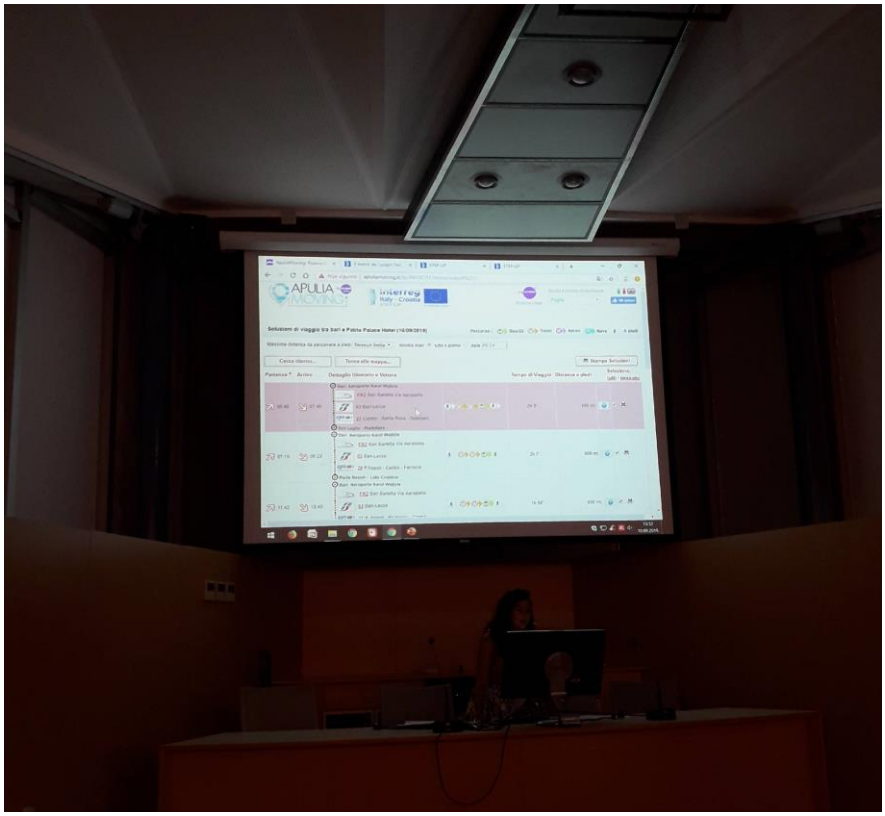
The final results were disseminated and shared during the final event conference in Sibenik. Hereafter some pictures of the demo in real environment of the Lecce pilot site.

Image 6: Live presentation of Lecce pilot site









4. Considerations

STEP-UP project allows to the municipality of Lecce keeping alive the regional and local project called apuliamoving introducing new features as mentioned in the AF. Moreover, this project allows to maintain useful and relevant links with other local project such as VisitLecce https://www.visitlecce.eu/ and its stakeholders. To much effort was invested in these local projects to give a more and more quality of services to the users (citizens and tourists).

STEP-UP project and its local pilot site allows to the Municipality of Lecce to be one of the main Digital and Smart City at National and wider level.

The Municipality of Lecce is working on other opportunities to cooperate with partners and local stakeholders.