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# Quality partnership for a seamless mobility governance (QPM)

WP5 Transport strategies and results roll-out

A.5.1 Participatory process to enhance the intermodal connections

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## 1. Introduction

The project ICARUS aimed at improving the passenger intermodal connections in order to ease the access to the coast for the hinterland population by activating behavioural change in mobility. In particular, ICARUS created new intermodal solutions taking into consideration passengers' mobility needs while allowing the maximum flexibility for users. More specifically, 8 pilot projects and a case study were implemented focusing on timetable harmonisation, car/bike sharing within transport nodes, ICT solutions for seamless flow of information, integrated intelligent multimodal payment systems, dynamic travel planning and cross-border intermodal services. The planned activities will be tested in the regions of Emilia-Romagna, Abruzzo, Veneto, Friuli Venezia Giulia, Primorsko-Goranska, Istrian Region and throughout the Croatian railway area.

The involvement of stakeholders was a fundamental step for realizing new intermodal solutions; indeed, passengers' habits and opinions are at the basis of the development of common solutions shaped on passengers' needs.

Therefore, the first objective of ICARUS was to activate a transnational policy learning dialogue and to improve the awareness of private transport operators and users in order to foster a behavioural change and create the condition for a mobility concept change. We must therefore create people's awareness in order to stimulate the dialogue and eventually make this behavioural change happen.

The second objective of ICARUS was to change mobility behaviours by educating people about sustainability related issues and enhancing the sense of community as a consequence of the use of intermodal transport solutions and sharing mobility.

The involvement of stakeholders was clearly at the core of ICARUS. Indeed, a strategic and shared approach to stakeholder involvement ensured that partner organisations were able to comprehend and respond to the full range of issues and challenges, avoiding many potential problems.

## 2. Scope of this document

The Quality Partnership Meetings (QPMs) are territorial meetings focused on the planned areas, in which the PPs have selected the local stakeholders to be involved in the ICARUS Quality Partnership (QPM). The approach to the QPM has identified key actors with different profiles (public, transport operator, etc.), and specifically targeting public authorities, in each region in order to discuss problems and solve them to the main competent authorities. QPM organizational meetings were held during the implementation of the project.

ICARUS shared the activities conducted and discussed how to achieve the results of the project. This activity had the objective of preparing policy makers to keep citizens' behaviour through the development of adequate policy planning tools.

Stakeholder involvement has also helped define whether the political vision was aligned with reality.

The QPMs have been translated and discussed locally through the improvement of local and transnational SUMPS with policy recommendations to EUSAIR, EUSALP, EUSDR in order to take the lessons learned and the needs of sustainable low carbon intermodal mobility to a higher level in the Program area.

This deliverable aims to summarize the QPMs that were organized during the duration of the project. Minutes and supporting evidence are available and shared separately with the Managing Authority of the Programme.

### 3. What are Quality Partnership Meetings?

ICARUS foresaw the establishment of a Quality Partnership for a seamless Mobility governance (QPM) in each region, i.e. a group of regional stakeholders made of key players with different profiles (public, transport operators, etc.) to discuss problems with and propose solutions. These types of meetings are very different from the “Behavioural change events” and “Dissemination events”, also organised in the project. The setting up task aims to identify all relevant stakeholders as well as their objectives, their power and capacities contributing to seamless mobility solutions’ proposals that need to be included into the process of development of passengers’ intermodal connections.

Participation of stakeholders is needed for:

- Knowing the stakeholders,
- Knowing and understanding their habits and needs,
- Options and their feasibility,
- Acceptance of results and measures.

The participative process must involve private operators, public authorities, trade associations and users.

Typical stakeholder groups involved in transport projects

Public sector	Local authorities Local transport authorities Regional authority Traffic police Other local/regional transport bodies
Private sector	Transport operators/providers Sectoral agencies

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Logistic and goods transport associations  
Trade associations  
Industry associations

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## 4. Summary of the QPMs organized by each partner

The partnership organized the following 17 QPM. In the following chapters, a summary of the QPM in each region will be provided. All the meetings were related with the ICARUS pillars, the activities of the project and also the pilot actions, as well as the planning perspective of mobility issues. ICARUS and its activities were presented and discussed during the QPMs

<b>Name of Region/ involved partner</b>	<b>Date</b>
<b>LP – ITL, PP06 RER</b>	21/10/2020
	10/06/2021
	30/03/2022
<b>PP2 FVG (with involvement of CEI)</b>	10/02/2020
	17/02/2020
	05/11/2021
<b>PP3 VIU and PP09 CMVE</b>	30/06/2020
<b>PP8 IDA</b>	27/02/2020
	09/06/2020
	01/12/2020
<b>PP5 KIP</b>	02/04/2020
	12/11/2020
<b>PP4 HŽPP</b>	08/06/2020
	12/11/2020
<b>PP1 ARAP</b>	16/11/2020
	17/11/2020
	03/03/2021

## 5. Summary of the main results by Region

### 5.1 Emilia-Romagna Region and ITL

QPM meetings successfully brought together the main municipalities in Emilia-Romagna Region and engage in a fruitful dialogue regarding a number of issues related to the interaction between the role of the region, new services, SUMP's and initiatives to promote intermodality and new services.

#### ***FIRST QPM - October 21th 2020***

1st QPM meeting focused on the state of the art of SUMP in Emilia-Romagna regions and how to monitor the actions that were included as well as the services related to the promotion of intermodality. Monitoring is an essential theme to promote sustainable mobility, as the current situation that poses critical issues in encouraging shared modes of transport.

#### FINAL RESULTS

It arose quite clearly from the discussion how this peculiar time we are living, characterized by a planetary emergency, is very much changing our mobility needs and habits. These changes must be taken into consideration when we talk of mobility planning, SUMP's will have to be modified and adjusted so that mobility measures can meet the current needs. Given the emergency situation, some measures may be anticipated and this could also be the occasion for realizing many measures of sustainable mobility such as the realization of bicycle paths or the enlargement of pedestrian areas as emergency calls.

#### ***SECOND QPM - June 10<sup>th</sup> 2021***

2nd QPM meeting focussed on the relationships between the cities and Energy Plan 2030, and specifically how can different measures (including MaaS and intermodality) support. The Emilia-Romagna Region has supported the drafting of the SUMP Guidelines since 2015, in advance of the national level. Currently almost all municipalities with populations exceeding 50,000 inhabitants have adopted the SUMP and several municipalities have also approved it. The purpose of the QOM meeting was to collect from the Municipalities the state of the art of the implementation of the SUMP's in

particular with a view to energy sustainability and what are the future prospects in view of new investments. The following topics were also explored:

- sustainability in local public transport
- soft mobility
- electric mobility
- new fuels
- freight logistics
- MAAS projects, including a focus on ICARUS project

### ***THIRD QPM - March 30<sup>th</sup> 2022***

3rd QPM meeting specifically looked at how can bike-to-work incentives successfully be operated also with the support of ICT.

The aim of the workshop was to get insights on the following topics:

- How Municipalities dealt with transport during and after the pandemic, and how SUMP can play a role in this. The role of SUMP and local transport during the pandemic, and the challenges and needs in relation to the post-pandemic;
- Initiatives launched by the Municipalities thanks to the Bike to Work contributions, funded by the Region to develop sustainable mobility and improve safety for cyclists, to encourage home-work, home-school transfers, promote cycle tourism and, in general, to encourage citizens to approach conscious mobility choices.
- Most municipalities are concerned that Covid has changed for the worse mobility patterns and specifically brought citizens to use more their private cars. This trend must be reverted thanks to SUMP and local initiatives, which can also be in synergy with the initiatives of RER.

## **5.2 ARAP Abruzzo**

### ***FIRST QPM - November 16th 2020***

1<sup>st</sup> QPM meeting selected stakeholders which are involved in the management of cultural/spirituals/historical roots in the Abruzzo area. The purpose was the identification and the planning of all the possible interconnections with the ICARUS project, in particular

with the local pilot action. The debate on the material and immaterial cultural heritage in the Adriatic Area, demonstrated how its plurality and wealth was only partially perceived and known. The app developed in the pilot action could highlight and link events, initiatives, traditions, devotional roots into a common system that could extend and qualify the local tourist offer integrating of the common heritage, enhancing and connecting the spirit of the places in the area and, last but not least, strengthening an identity of the Adriatic and the related sense of community.

## FINAL RESULTS

In order to valorise in a sustainable manner the natural and cultural heritage in the Adriatic area participants agreed to offer to ARAP all necessary data, pictures and information related to local roots, in order to include them in the app.

### ***SECOND QPM - November 17th 2020***

2nd QPM focused on the participation of local Authorities in the ICARUS project. The main aim of the consultation was to pay the way to the development of synergies and connections with activities foreseen in the ICARUS project. Several other initiatives were conducted at territorial level, so some checks and connections are becoming necessary. Participants agreed to collect and to synthesize the more relevant experiences of the project.

## FINAL RESULTS

Participants agreed to collect and to synthesize the more relevant experiences, then give feedback to Arap on possible synergies (for example including some experiences in the app).

### ***THIRD QPM - March 03<sup>th</sup> 2021 –***

2nd QPM brought together selected stakeholders which are involved in the management in the hospitality tourism sector in Abruzzo area. The debate on local tourism showed that there is a tourism that mainly concerns the Adriatic coast. The coasts proved to be capable of hosting seasonal tourism, above all thanks to the hotels. The representatives of Confesercenti Abruzzo highlighted how the diffusion of the ICARUS APP on the whole territory can be extremely important. The Pilot could represent the link between the coasts

and the hinterland, also being able to highlight all the points of tourist attraction and accommodation in a way to stimulate, beyond the extension of tourism to several nights, the seasonal adjustment.

## FINAL RESULTS

To affirm the ICARUS APP as a unique tool for territorial promotion, interconnection with the hinterland and transnational connections, Confesercenti Abruzzo proposed the free diffusion of the APP to the entire hotel sector associated with them.

### 5.3 Friuli Venezia Giulia Region and CEI

#### ***FIRST QPM - February 10th, 2020***

introduction the role of FVG Region in ICARUS and the pilot activities planned, emphasis the goal for FVG Region in terms of services for enhancing the intermodality bike&bus in the framework of the regional public transport system. Explication of the importance for cyclists to rely on a network of bike&bus services, supporting the use by citizens and tourist of the main cycle routes in FVG Region. Summary of the first year of contract for company TPL FVG Scarl, as the only operator in charge of the whole road and maritime network in FVG Region, the offer of bike&bus services for the present year has not been defined yet. Was added also that a representative of ATP Gorizia Srl company was not able to join then meeting. Pointed out the criticalities experienced in the past years in running such services in the area of the former Province of Udine, mostly related to the fact that the promotion of such services was not possible to be performed in due time, well ahead the start of the services, as needed. Explanation of the experience made in the past years in the area of the former Province of Pordenone. People explain that in case TPL FVG would not be ready to run the envisaged cross-border pilot bike&bus service from Trieste to Porec during summer 2020, such a service will be assigned to a private operator and setup as an atypical service.

FINAL RESULTS. The meeting outcomes demonstrate the need to directly involve the main transport stakeholders from the very first steps of any pilot activity.

#### ***SECOND QPM - February 17th, 2020***

Focused on reference to the cross-border bike&bus service between Trieste and Poreč selecting the type of bicycle carriage/trailer it is essential to consider the spread of the usage of e-bike which are heavier and require more room to be stored in a safe way, thus reducing the theoretical capacity of a trailer of ordinary bikes. The service starts in May until the end of June and then again from September to October, avoiding the months of July and August for the already known problems in crossing the border between Slovenia and Croatia during the summer weekends.

### **THIRD QPM - November 5<sup>th</sup> 2021**

The goal for FVG Region was to enhance the intermodality bike&bus and bike&train in the framework of the regional public transport system, so the stakeholder involved in the QPM meetings were linked to public transport operators and bike associations.

Thanks to the synergies started with the stakeholders in the area, we first received useful suggestions to better calibrate our pilot actions, especially with reference to the bike&bus service. During the monitoring phase, the stakeholders, feeling involved, spontaneously sent critical reports, where detected by the user, and subsequently, at the end of our pilots, it was possible to collect feedback on the results achieved, also in order to be able to improve the subsequent intermodal actions for the renewal or expansion of pilots financed by ICARUS.

## **5.4 HZ Passenger Transport Ltd**

### ***FIRST QPM - June 8<sup>th</sup>, 2020***

During this meeting it was crucial to establish advanced system functionalities:

- Ticket for bicycle needs to be one product within online sales channels (web, phone/mobile app);
- Apply reduced price for bicycles while searching for travelling destinations - ICARUS promotional price
- Possibility to define discount for bicycle for certain train while using online sales channels (web, phone/mobile app)
- Possibility to define discount for bicycle for specific time period while using online sales channels (web, phone/mobile app)
- Implement ICARUS model for ICARUS benefits while administrating

- Introduce possibility for making reservations for seat and bicycle
- Arrange testing of new upgrades

## FINAL RESULTS

### Problems:

- Existing ticketing system needs updates
- Long term cooperation process within Company
- Not available to all potential users
- Demand for this service is not possible on all lines because of lack of transport units acquired for bike transport
- Solutions:
  - Creating easy to use platform for new IT solution
  - Frequently sending emails as reminder
  - Emphasise on environmental and health benefits
  - Improve marketing
- Benefits:
  - Encouraging cycling activity in combination with train use
  - Supporting intermodal transport
  - Encouraging further development of cycling infrastructure
- Encouraging more touristic cycling events that promote the use of “bike & passenger” railway tickets

### ***SECOND QPM - November 12th, 2020***

The purpose of second QPM meeting was to elaborate technical specifications external experts provided and to start with elaboration of procedures that would enhance current IT system with new proposed IT solution.

## FINAL RESULTS

### Problems:

- Long term cooperation process within Company
- Not available to all potential users

- Demand for this service is not possible on all lines because of lack of transport units acquired for bike transport

Solutions:

- Creating easy to use platform for new IT solution
- Emphasise on environmental and health benefits
- Improve marketing

Benefits:

- Encouraging cycling activity in combination with train use
- Supporting intermodal transport
- Encouraging further development of cycling infrastructure
- Encouraging more touristic cycling events that promote the use of “bike & passenger” railway tickets.

***THIRD QPM - October 7th 2021***

In the central station of Pula we organized an event with a new promotional train. The event was made with the help of a new one intermodal train, that is, train modernized to accommodate passengers and bicycles that will operate on the Pula- Buzet on weekends.

## 5.5 Klaster Intermodalnog Prijevoza - KIP

***FIRST QPM - April 2nd 2020***

At this first meeting, transport stakeholders discussed the web platform KIP was creating in the scope of the project as well as possible implementation in the region. The stakeholders showed interest and expressed their willingness to support KIP with their knowledge and inputs.

***SECOND QPM - November ,12th 2020***

KIP presented implemented changes in the website platform as well as the platform itself. Platform was demonstrated as well as how to use it, especially to someone who is

planning to come to PGŽ. Stakeholders had the opportunity to try it for themselves and give their comments on the usage of such a platform. Comments were positive.

KIP expects that our Platform will be used as a place where people, especially foreigners, can search their options to travel in PGŽ all in one place. It is a first step toward MaaS services in our County.

## 5.6 Istrian Development Agency

### ***FIRST QPM - February 27th 2020***

IDA presented ICARUS project activities, mobility needs and gaps analysis and planned pilot actions and during the meeting there was a discussion regarding following questions:

- Touristic potential of maritime transport between Istrian and Italian coast
- Innovative additional services
- Multimodal connections: bike – train – maritime transport

FINAL RESULT all participants were satisfied with the meeting outcome and external expert mentioned ITS implementation and contributed with some examples also according to Master plan of the transport development on this area as the main strategic document.

### ***SECOND QPM - June 9th 2020***

IDA presented final document Mobility needs and gaps analysis to local and regional stakeholders in order to contribute to IT guidelines development. It was important to understand strategical issues and governmental point of views.

FINAL RESULTS City of Poreč was interested in smart card/app development. Participants also discussed MIMOSA project which will be follow up of the ICARUS project and help to have sustainability. They will continue to work in line with climate change adaptation even though it is aware of Istria as car destination. Car sharing, bike sharing, other modes of transport should be more promoted which confirms that IDA pilot could have high impact. Problem with airport of Pula. No existing connections (within public transport providers) with other cities. It is important to have an app which is simple and user friendly and also other possible services should be included.

### **THIRD QPM - December 1st 2020**

The aim of the third QPM was to determinate technical specifications for the equipment which will be ordered and used in the pilot area.

IDA announced public call for the regional stakeholders in order to identify needs for the equipment which is in line with ICARUS project goals.

FINAL RESULTS Meeting was successful and the pilot project for IDA will be soon implemented. There is a lot of benefits because Pazin, Lupoglav and Tourist board central Istria area are situated on the route of railway in Istria so passengers and cyclists arriving with the train will have possibility to get information about all different routes in the area and also there will be possibility to use bike sharing.

## **5.7 Metropolitan City of Venice**

### **Meeting 30/06/2020**

The main aim of the consultation was to pave the way to the development of the pilot activities foreseen for CMVE and in particular the ones connected to the realization of initiatives fostering or supporting intermodality in the area of Venice.

In fact, considering that the pilot initiatives of CMVE were designed more than 2 years ago, several other initiatives were conducted at territorial level in the meantime (including the start-up of planning sustainable urban mobility by both the CMVE and the Municipality of Venice). Therefore, some check and adjustments were considered necessary in order to fulfil the foreseen objective of the pilot initiative, thus fostering intermodality in the area for bike-bus-train and ferry. Slight modifications were agreed with some of the more relevant stakeholders connected with the development of the pilot actions.