D.5.3.1

Policy recommendation to SUMP and local regional policies

WP5 Transport strategies and results roll-out

A.5.3 Contribution to the relevant local, national and macro regional policies

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Status: Final
Distribution: public
Date: 31.03.2022

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1 Introduction

1.1 The ICARUS project

The goal of the Interreg Italy- Croatia ICARUS project is to create new intermodal solutions taking into consideration passengers' mobility needs and allowing the maximum level of flexibility for users. This goal has been achieved thanks to:

- Improvement of passengers' intermodal connections in and between the territories of the Programme area;
- Foster of behavioural change of transport users and increasing the use of intermodal low carbon transport solutions;
- Creation of seamless multimodal and environmentally friendly intermodal transport solutions
- Easing the sustainable transport integration of the coastal and hinterland areas
- Boost of existing or new maritime connections among the Italian and Croatian coasts by raising the level of service of ports land side.

To improve passenger intermodal connections and ease access to the coast for the hinterland population, mobility behavioural change have been promoted using the Mobility as a Service (MaaS), a concept which moves passenger needs from the transport means to the mobility service. MaaS and ICT are among ICARUS' three pillars, which also include Intermodal Mobility and behavioural change.

Thanks to ICARUS, partners have carried out and implement 8 pilot projects and a case study 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 have been tested in the regions of Emilia-Romagna, Abruzzo, Veneto, Friuli Venezia Giulia, Primorsko-Goranska, Istrian Region and throughout the Croatian railway area.

2 Icarus project contribution to local and region sustainable mobility plans

The lesson learned supports some considerations on how the major outputs and results achieved by the project have helped to solve the challenges of the regions directly concerned by the pilot activities.

– Overall, **results were identified mostly on a strategic and qualitative level**. They are: (1) the increase of the political and technical will of the relevant stakeholders to gain experience and build expertise on innovative solutions in the field of public transport and ICT implementation. (2) the application of innovative public transport solutions at regional level for the first time ever. (3) the deploying pilot activities to consequently be able to extend innovative solutions at regional and cross-border level.

– Concerning the transnational cooperation, **the main added was in the mutual learning, especially in the design phase of the pilot**, by benchmarking the local pilot cases with other similar applications in other European.

– **The pilot's result contributes to achieve the application of an innovative service**. The overall strategic targets set by project partners and relevant stakeholders involved was indeed to develop and test a completely new "innovation ecosystem" for public transport at regional level. Pilot outcomes are then the basis for a radical change in the attitudes towards innovation in the field at regional and cross-border level. The results of the pilot action have been particularly relevant in terms of knowledge increase.

– The operational experience acquired during pilot activities on innovative services allows for a better planning and management of similar initiatives in other regional and urban areas**. The pilot action also increased the knowledge by users, thus, making it possible a change in their behaviour and attitude toward innovation in public transport** and use of intermodal solution (also, thanks to various communication initiatives during the project).

3 Policy recommendation to SUMP and local regional policies

3.1 MaaS development

Transport services and integration

- **A careful analysis of transport service and infrastructure availability is a pre-condition to develop MaaS applications**. Public transport is the backbone of a MaaS platform. Nevertheless, European regions differ in the availability of public transport services and public transport may be limited in some regions. This needs to be considered before engaging in the development of a MaaS application.
- Concerning other services (e.g. shared mobility, EV charging network) **a careful demand analysis is needed**, and additional transport services could be added only after offering core services.
- Moreover, transport operators may perceive MaaS initiatives as competitors and this may limit the extent of services which are included.
- **Planning trips and paying tickets is the major added value of MaaS applications**. In particular, ticketing makes MaaS systems different from journey planners. At the same time MaaS applications may have different levels of ticketing integration. MaaS initiators should assess which services including in integrated ticketing functionalities, as this requires commercial agreement with transport providers. Some services could be sold via partners' ticketing platforms. Moreover, a payment service provider should be engaged.

Regulation and technology

- **Transport providers may have different on-board ticketing equipment**, and this will inform the MaaS platform's integrated ticketing technology;
- **MaaS platforms development need assessing transport providers' systems interoperability** and API (Application Programming Interface) openness;
- **Data exchange and GDPR issues** must be carefully considered;
- **Data should be dynamic** to allow checking service availability and status, and booking;
- **The MaaS technology framework should be open** to new service additions.

Fares, Marketing, sales and assistance

- **Available fares will depend on the specific context in which the MaaS platform operates**. This may be pay-as-you-go fares, as well as packages based on services and modes, geographic scope, timing or trip duration. This will factor demand needs. Moreover, public transport pricing should be assessed based on public transport regulatory provisions. Touristic services may also be added to the MaaS packages.
- **It is important to market the initiative**, plan sale channels and **customer assistance**.
- **Developing MaaS platforms is complex and needs facing multiple challenges**. A key point is building strict cooperation in the transport eco-system to engage key stakeholders in the MaaS platform development. The role of authorities can vary, but given their role in funding public transport their involvement is needed.

3.2 Harmonised services for passengers.
Infrastructural improvements and new intermodal services (i.e. bike+bus cross-border service, bike+train intermodal service).

Business models and integration

- **Feasibility studies need to be performed** in order to assure such services are possible and are sustainable in the long-term, as well as a detailed analysis of customer demand and needs.
- As these services are continuous, they **need to be financially sustainable**, and the contracts with transport providers need to be regularly renewed to keep the service going.
- If multiple transport providers are performing the service, it is required **to ensure a quality partnership between them and ensure their cooperation**.
- Fares for the usage of these services are an important factor as well, especially if multiple transport operators are providing the service, meaning that **tickets should be integrated, simplifying and encouraging their usage**.

Marketing

- For services it is important **to provide sale channels as well as a customer assistance** service which can offer help in greater detail and resolve any issues that have been encountered.
- It is important **to present intermodal and integrated passenger transport and active transport as a greener and healthier alternative** to the currently most used personal car, as it encourages physical activity through cycling, reducing traffic congestion, reducing the carbon footprint and reducing multiple forms of pollution, such as noise pollution and air pollution.

- It is highly encouraged that **all involved organizations participate in promoting these new intermodal solutions** in order to reach the widest possible audience.