On-line multi modal information - Rome (Italy)

Brief summary of the measure and its origin

The Rome on line INFOPOINT represents the consolidated Internet-based tool which has been developed and tested by ATAC (the Agency for Mobility). It has been developed taking in consideration intermodal aspects combining Public Transport routes calculation with other transport modes (i.e. Park&Ride). It provides a sustainable multimodal choices, time table information, addresses search and several points of interest, etc. The main objective of this action is to improve Public Transport Information system with the high level of information provided. With this tool ATAC services are more targeted to the user profile and at the same time the user can easily combine and integrate them for personalised journey planning.

The integration of web technologies and increased ATAC services supply aims to provide added value to public transport services. During the last two years ATAC has worked to improve the information already provided through the INFOPOINT in terms of multimodal choice. From January 2004 cycle lanes have been included in the modal choice. The service has been developed after an accurate feasibility study. Information on the bus stops accessibility has also been included for some routes, and the accessible bus/tram platforms are described and represented. The INFOPOINT is available in five languages (Italian, German, French, English and Spanish) selected according to the number of tourist from different countries. Information on mobility can be accessed through the most common mobile devices on a XHTML internet mobile site http://atacmobile.it or http://atac.mobi (e.g. such as mobile /smart phones and PDA).

Key Stakeholders involved in the implementation of this measure

Several stakeholders have been involved starting from the pilot phase. Actually ATAC spa (Transport Agency for the Municipality of Rome) provides all the information related to public and private transport service (e.g. routes, timetable). It includes information on taxi, Car sharing, etc.. Rete Ferroviaria Italiana - RFI (National Railway Infrastructure Manager) provides regional railway network information and related timetable. TeleAtlas (Digital Maps provider) provides the road map and its updates. Seat Pagine Gialle (International Group for the Telephone Directory) provides the GIS database for Hospitals, Chemists and Local Health Authorities in Rome. The Municipality of Rome - Tourism Department - provides the updated database of Monuments, Museums and other cultural/historical events as well as any information related to the tourist info-points, location and services. The Municipality of Rome - Environmental Department - provides the information related to sustainable alternative transport modes such as cycle tracks and bike sharing parking. Cotral spa (Transport Regional Agency for Lazio) provides all the information related to the regional Bus line routes and timetables.

Main problems and barriers occurred

The biggest barrier encountered during the implementation of measure was the certification of sources and assessment of the quality of information collected. Furthermore due to the complexity of the Rome transport network, it was very difficult calibrate all the parameters related to the multimodal route algorithm.

Quantification of investments

The investment done for developing the route planner in the Civitas Miracles Project was of almost 200K€. The cost for annual ordinary maintenance and for the maps is of about 60 K€. It is actually difficult to quantify the internal staff cost dedicated to the continuous web update. Actually the staff working for the updating of the portal is of 5 persons.

Description of the services developed within this measure focused to emerging travel needs and in ensuring an equal access to tourism for all (reduction of barriers and social exclusion)

The INFOPOINT portal in its actual version provides information in five languages: Italian, Spanish, French and German selected according the major tourist nationality. Most of the tourists access arrive from Germany, France, Spain, United States and England.

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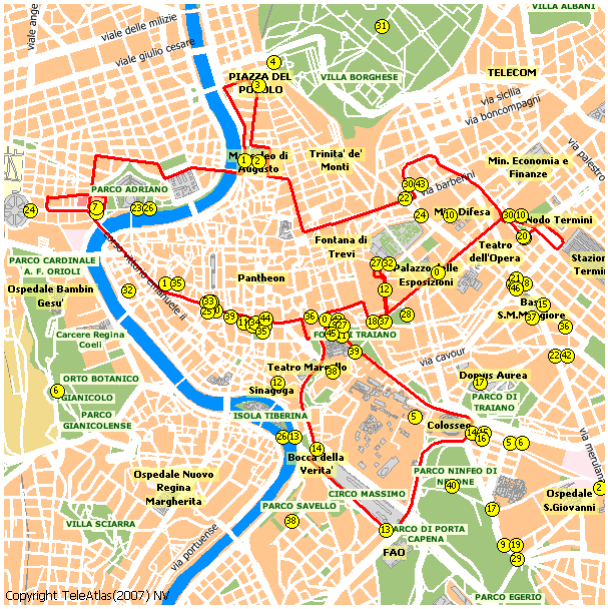
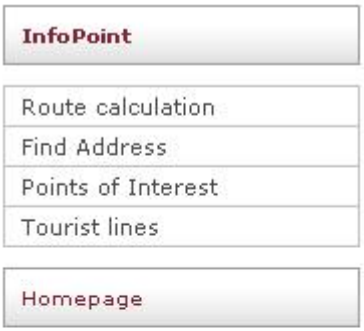
The route planner service planning is a tool for planning journeys by public transport within the Municipality, or by private means within the province. The database of services and timetables is closely integrated with public transport network management tools, and is updated on a weekly basis. Road information is continuously updated with satellite data from the AVM system (Automatic vehicle monitoring).



Tourist Line 110

Tourist Line Archeobus

The service is structured in four sections: route calculator, find address, points of interest and tourist lines. The system allows the calculation of the best route by using public and private transport (multimodal choice). It also allows the user to select public transport tourists itineraries, to consult the map of cycle lanes in Rome and to generate on the map useful information in the city, from public services to museums, free time, shopping, etc..



Contribution provided by the measure in the improvement of the tourist destination attractiveness in terms of accessibility[1] as well as in terms of quality of services[2]

INFOPOINT and find bus services are accessed every day by almost 30.000 users all over the world. Moreover Atac call centre receives an average of 15.000 requests of information (every month).

[1] door-to-door services
[2] e.g. better, user friendly and more appropriate information, hospitality, effectiveness

Environmental aspect and implications

Every tourist in Rome, thanks to the information available by the INFOPOINT, can make a preferred modal choice. The major effort done by Local actors in Rome is to promote public transport facilitating accessibility to information recognising that and every single choice favouring public transport is able to generate a virtuous behaviour and consequently it potentially contributes to a reduction in terms of CO2 emissions in the city of Rome.
In addition to that, during the 2009 the system will allow to include in the multimodal choose the bike sharing, as integrated in public transport network.

Economic development of the destination in terms of new investments generated by the measure

Every year the number of visitors coming in Rome for international events – cultural, sport, religious, exhibitions - (i.e. Jubilee, Rome Film Festival, Sports Championships – e.g. football, tennis, rugby, swimming) is impressive. The services provided by the INFOPOINT is able to guarantee not only access to transport information but an added value service such as dedicated and direct links to main tourists attractions sites, generating potential new business for them and new attractions for tourist.

Safety and security aspects and related impact

From a technical point of view the INFOPOINT is conceived as an integration of two real time components: Urban Travel Time (UTT) and Automatic Vehicle Monitoring (AVM).

The UTT system component, throughout an ATAC - patented technology, is able to estimate private transport journey time on the main Rome's roads.

The AVM (automatic vehicle monitoring) service manages the public transport service in terms of estimation of bus/metro arrival at the stops. With this two systems used in an integrated environment the INFOPOINT is able to contribute to reduce traffic congestion and conflicts with the private transport as well as is able to reduce public transport waiting time at bus stop and, indirectly contributes to an improvement of safety security conditions, especially during the night.

The employment and career prospects for local people

The INFOPOINT constitutes an interesting case study for students and other research and studies on mobility management. Furthermore the INFOPOINT on Rome has allowed to small companies operating on the in web mapping sector to capitalize the experience of applied and operative research.

Acknowledgments

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