

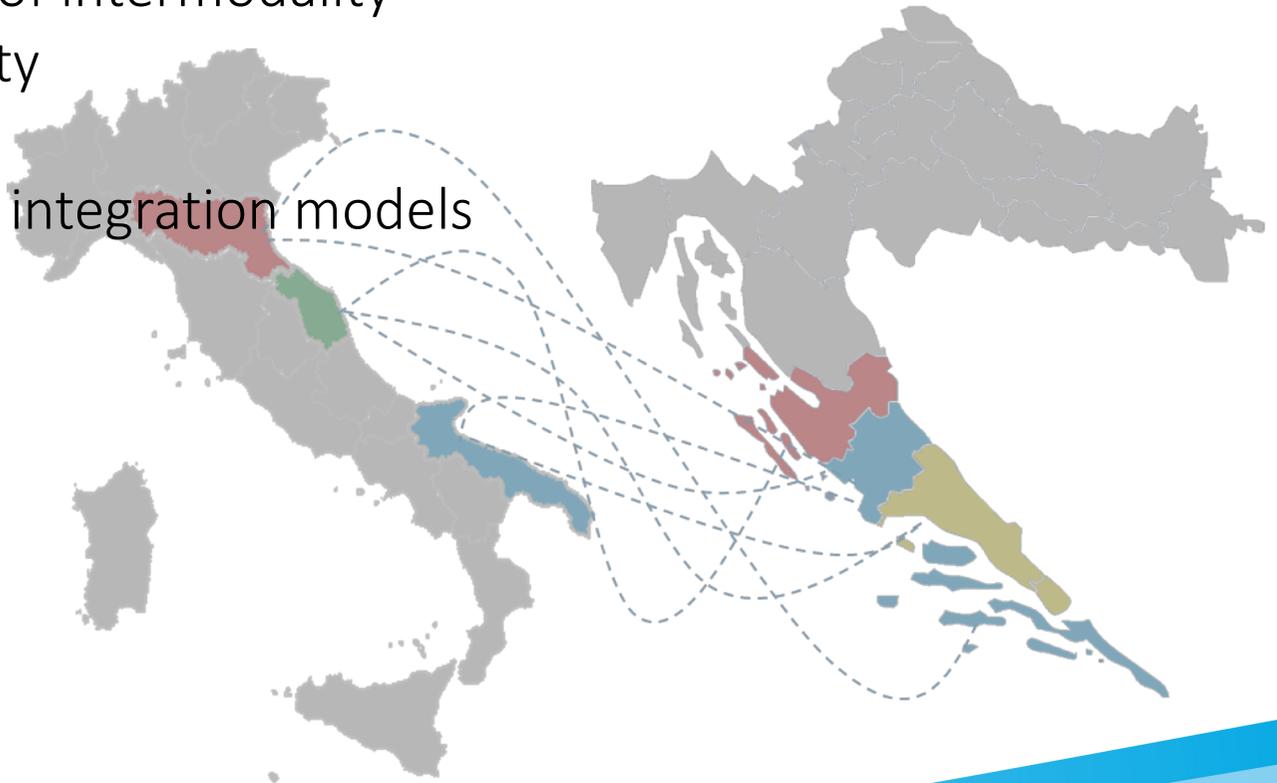
# *Intermodality for a seamless solution*

STEP-UP | Marche Region

First training session | Trieste | 7 May 2019

# Outline

- Definition of intermodality
- Google Transit as example of intermodality
- Definition of interoperability
- Model of integration
- Three different example of integration models
- Impacts



# Intermodality

**Intermodality** is the door to door passengers movement by several modes of transport (more than one) where each of these modes have a different transport provider or entity responsible for them.

The aim of intermodal technology is to facilitate efficient and comfortable use of compatible transport modes.



# Intermodality

## Key factors

### End-users

- Citizens
- Vulnerable users
- Young
- Students
- Tourists

Conscious behavior of the users.

Sustainable and green choice

### Infrastructure

Infrastructure and services help people to combine modes of transport and swiftly pass from one to another mean.

### Mobility Data

Understanding and monitoring the complete network of available transportation modes represent a major opportunity for the travelers and for businesses.

# Intermodality

End-users

Infrastructure

Mobility Data



**PLUSERVICE.NET**

Integrated Information System  
for Mobility

# Google transit

Intermodal system where users can search door to door travel solutions.

The screenshot shows the Google Maps Transit interface. At the top, the logo reads "Google Maps Transit". Below it, a navigation bar contains "Home" and "Cities Covered". The main content area is divided into several sections:

- From:** A text input field containing "Via Aurelio Saffi, Bolog".
- To:** A text input field containing "Trieste, TS, Italia".
- Get Directions:** A blue button.
- Options:** Two dropdown menus: "Any transit mode" and "Best route".
- Text:** "If you provide a transportation service that is open to the public, and operates with fixed schedules and routes, we welcome your participation - it is simple and free." To the right of this text is a blue button labeled "Join Transit Partner Program".
- Map:** A world map showing transit coverage in various countries. The map includes labels for "Mappa" and "Satellite" views, a search icon, and a person icon. The map shows coverage in countries like Canada, USA, Mexico, South America, Europe, Africa, and Asia.

# Google transit

Integration of different modes of transport: train, bus, tram, metro.

The screenshot displays the Google Transit interface for a journey from Trieste, Provincia di Trieste to Via Aurelio Saffi, 40131 Bologna BO. The search bar shows the origin and destination. Below the search bar, there are icons for different transport modes: car, train, walking, bicycle, and airplane. The main content area shows three transit options:

- Option 1:** 09:15–12:51, 3 h 36 min. Modes: RV (Tram) > Italo AV (Train) > 36 (Bus).
- Option 2:** 09:15–12:52, 3 h 37 min. Modes: RV (Tram) > Italo AV (Train) > 39 (Bus).
- Option 3:** 09:15–12:50, 3 h 35 min. Modes: RV (Tram) > Italo AV (Train) > walking > 87 (Bus) > walking.

The map shows the route starting from Trieste Centrale, going to Venezia-Mestre, and then to Bologna. The route is highlighted in red and grey. The map also shows various cities and roads in the region, including Udine, Gorizia, Pordenone, and Treviso.

# Interoperability

**Interoperability**, in the field of passengers transport, means that all travellers can move thanks to transport modes through one device and unique user travel experience. The scope of the interoperability is reached by the integrated services on different nature that operate together in the same environment.

The integrated services aim at making easier the requests of users:

- Travel planning solution
- Booking (related to the previously research)
- Ticket issue
- Payment
- Ticket validation

# Interoperability



# Model of integration

Scheme	Area	Integration type					Mode	Tourism services
		Ticket	Pay	ICT4M	ICT4T	Pack		
TfL – Oyster	London	X		X			Bus, metro, taxi, train, bike sharing, car sharing	
Moovel	Hamburg	X	X	X			Bus, tram, car rental, taxi, train	
Hannovermobil	Hanover	X	X	X			Bus, train, taxi, car sharing, car rental	
myCicero	Italy	X	X	X	X		Bus, metro, tram, train, bike sharing	Tourism information
UbiGo	Stockholm	X	X	X		X	Bus, tram, train, ferry, v-sharing, car rental, taxi	
Whim	Helsinki, Birmingham, Antwerp	X	X	X		X	Public transport, car rental, bike sharing, taxi, car sharing	

# Transport for London - Oyster

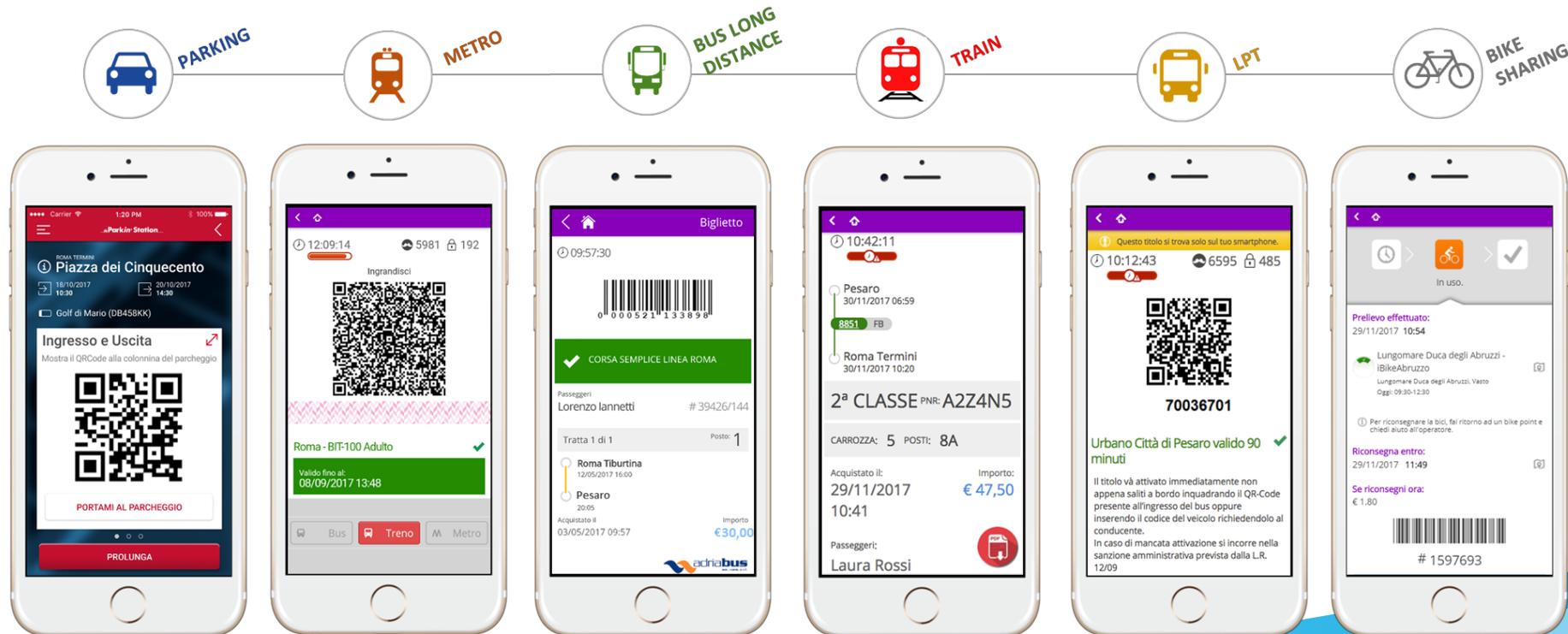
Interoperable system in a card

The screenshot displays the Transport for London website's 'Plan a journey' section. The navigation bar includes the TfL logo, 'Plan a journey', 'Status updates', 'Maps', 'Fares', 'Help & contacts', and 'More'. A search bar is located on the right. The main content area features a 'Plan a journey' panel with tabs for 'New', 'My Journeys', and 'Recents'. Below these are input fields for 'From' and 'To', a 'Leaving' time selector, and an 'Edit preferences' link. A prominent blue button reads 'Plan my journey'. At the bottom of the panel are three icons: 'Live arrivals', 'Maps', and 'Nearby'. The background is a vibrant, colorful collage of London-related imagery, including a red double-decker bus, Big Ben, a rainbow, a soccer ball, and children playing. A banner across the collage reads 'TAP INTO THE WONDERFUL WORLD OF OFF-PEAK'. To the right, a dark box contains the text 'Go and discover London this spring' and 'Start exploring'. An Oyster card is shown in the foreground, tilted, with the TfL logo and the text 'oyster', 'Transport for London', and 'Issued subject to conditions - see over'.

# myCicero

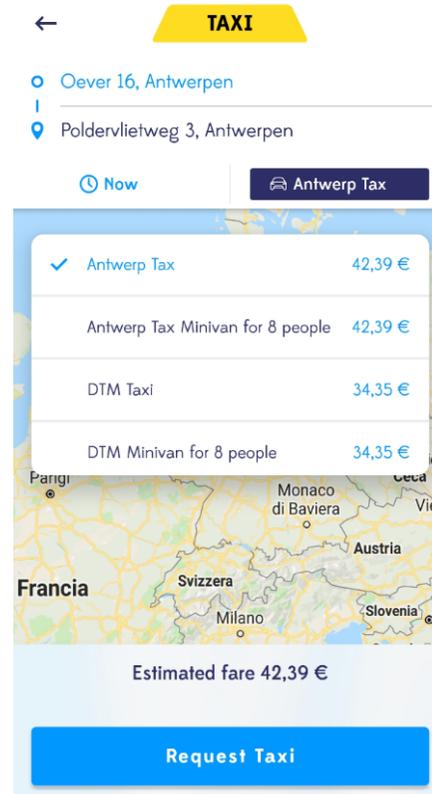
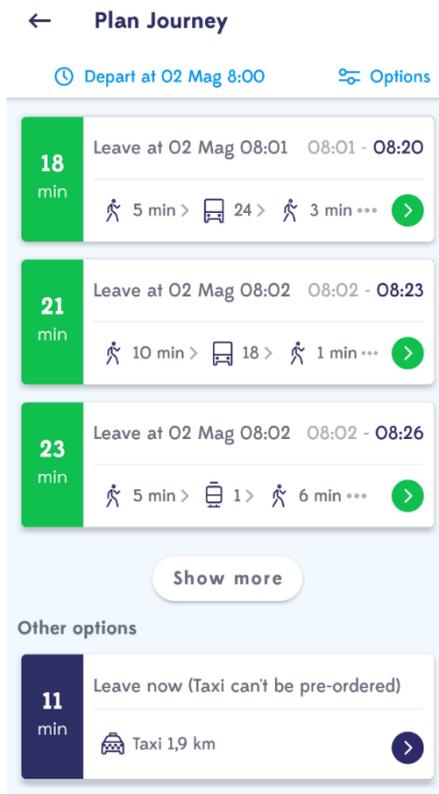
One-stop mobility shop - Example of Mobility-as-a-Service in Italy

Jumping in and out of a metro, bus, ferry, train or v-sharing and pay the right amount or the best fare calculated has become much easier for users.



# WHIM

It is the most complete example of Mobility-as-a-Service because it includes mobility package.



**Whim Unlimited**

**€499**  
/ month

Unlimited access to car, taxi,  
public transport, and city bike.

**read more**



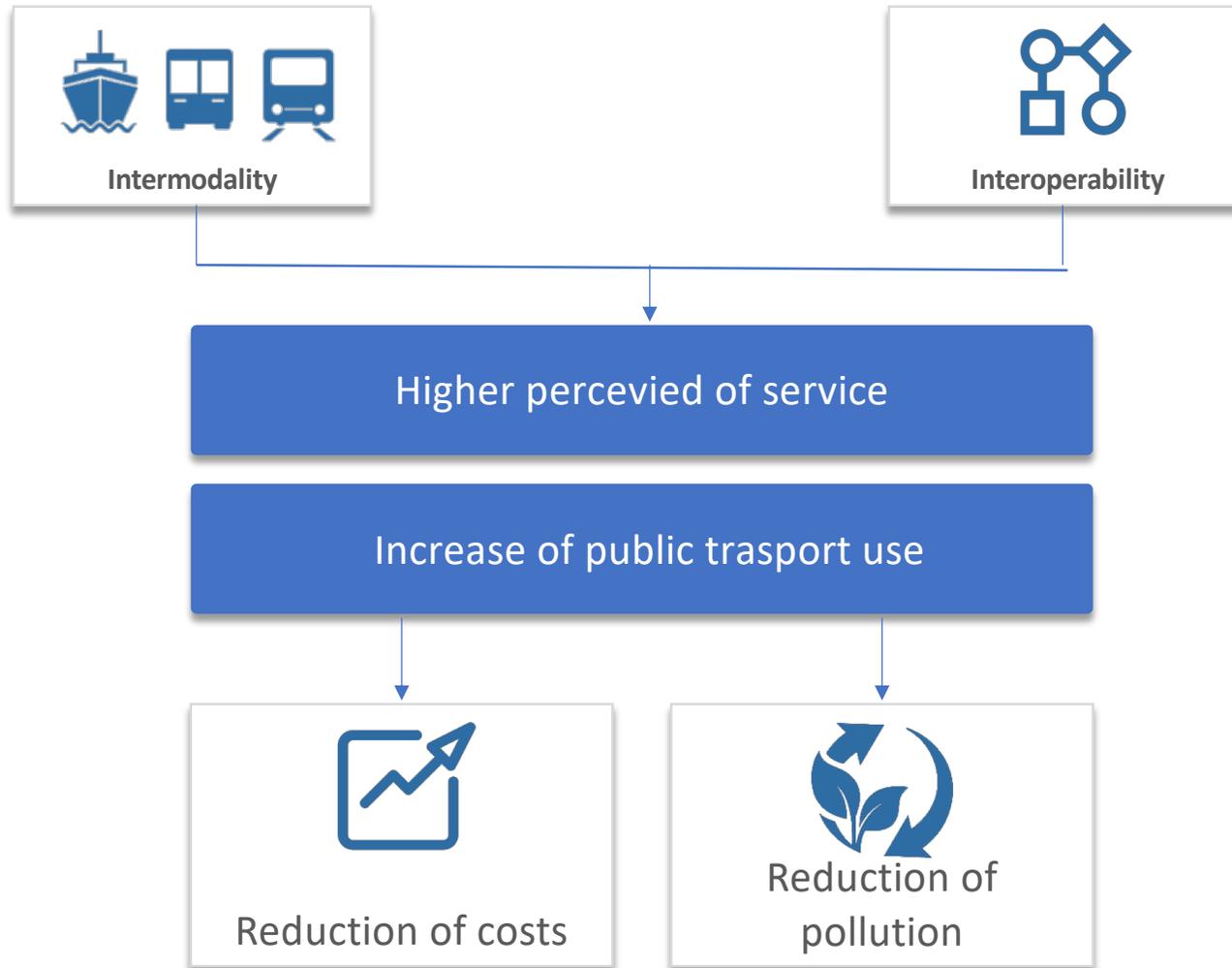
**Whim to Go**

**Pay as you go**

Each trip is paid separately with  
no subscription fee.

**read more**

# Impacts



# Thank you for your attention!

**Giorgia Fanesi**

 Pluservice srl – S.S. Adriatica Sud 228/d – 60019, Senigallia - Italy

 [Giorgia.fanesi@pluservice.net](mailto:Giorgia.fanesi@pluservice.net)

 +39 347 7488730