Digitalization in transport

Two use cases from Bologna

4th Florence Intermodal Forum

What role for digitalization in order to achieve and intermodal level playing field?

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Who is SRM?

SRM is the local **Authority for Public Transport** of Bologna

Activities and functions:

- To prepare and manage the tenders for Public Transport and for parking service
- To award the services
- **To manage Service Contracts and their financial flows**
- To monitor delivered services by the awarded operators
- To manage and plan real estates directly owned (all the networks, infrastructures, plants)
- **To support local bodies in mobility planning**
- **To manage European Projects on mobility related issues**

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Membership

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Projects

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Projects

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Projects

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ICT in projects

- Behaviour change campaigns
- Support to planning on cycling and behaviour assessment
- Improvement of quality on PT services
- Connected cars
- Intelligent camera for automatic petty crimes detection
- Flexible transport system operation and optimisation
- Strategic risk assessment on infrastructures

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Use cases

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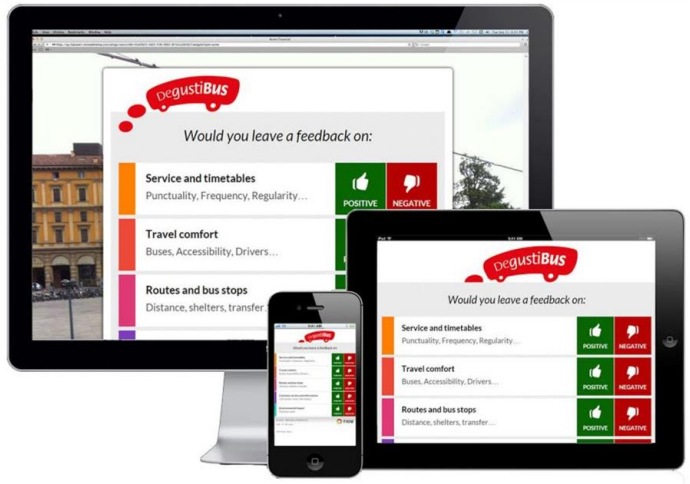
Use cases

CiViTAS
Cleaner and better transport in cities
MIMOSA

EUROPEAN CYCLING CHALLENGE

TIDE
Transport Innovation Deployment for Europe



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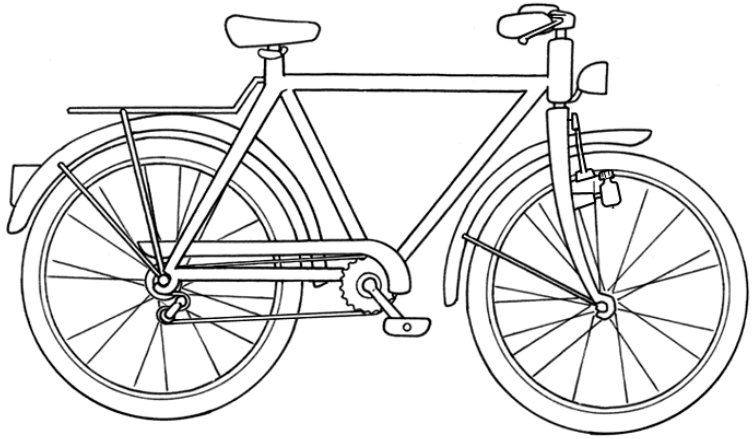
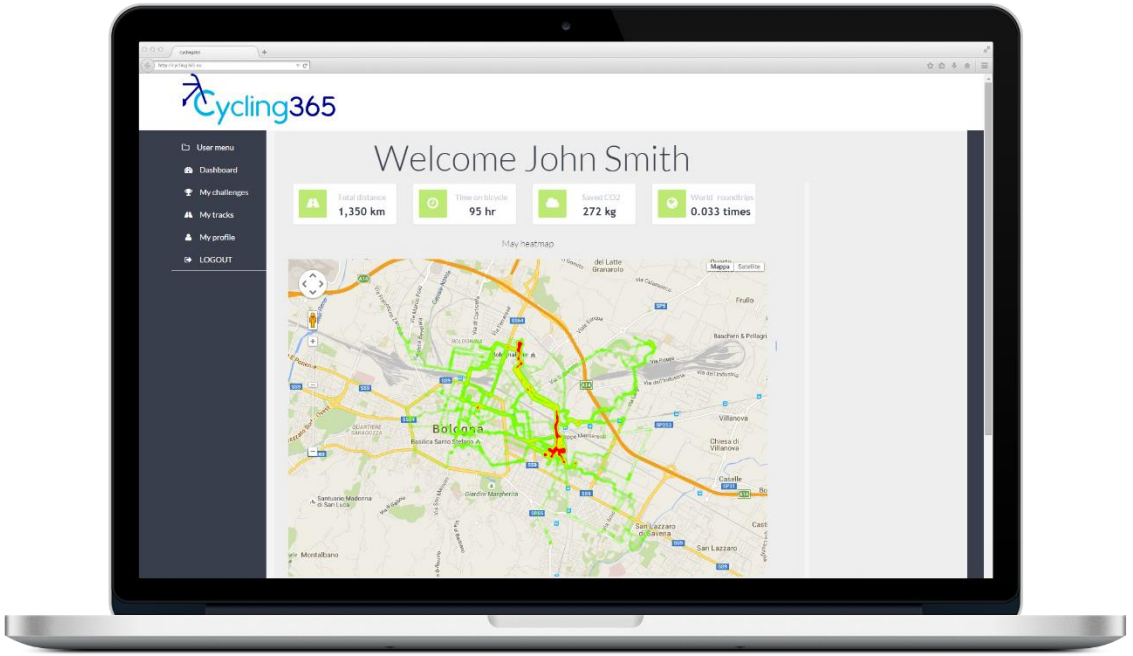
Use case 1

EUROPEAN CYCLING CHALLENGE

gamification:

The use of game mechanics & rewards for non-game applications in order to increase engagement and loyalty.





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EUROPEAN CYCLING CHALLENGE

The European Cycling Challenge – ECC2015 is a urban cyclist team competition which works on the basis of cities competing against each other, with any trips logged in the city accruing towards their leaderboard.

Born as a pilot project in the CIVITAS Mimosa framework, is now an annual event which takes place from 1 to 31 May.

The tool used is a GPS based App – *Cycling365*

Some figures from 2015 edition:

- ***39 cities***
- ***26,000 participants***
- ***2,5M km tracked***

Cycling365

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EUROPEAN CYCLING CHALLENGE

Heatmap - BOLOGNA

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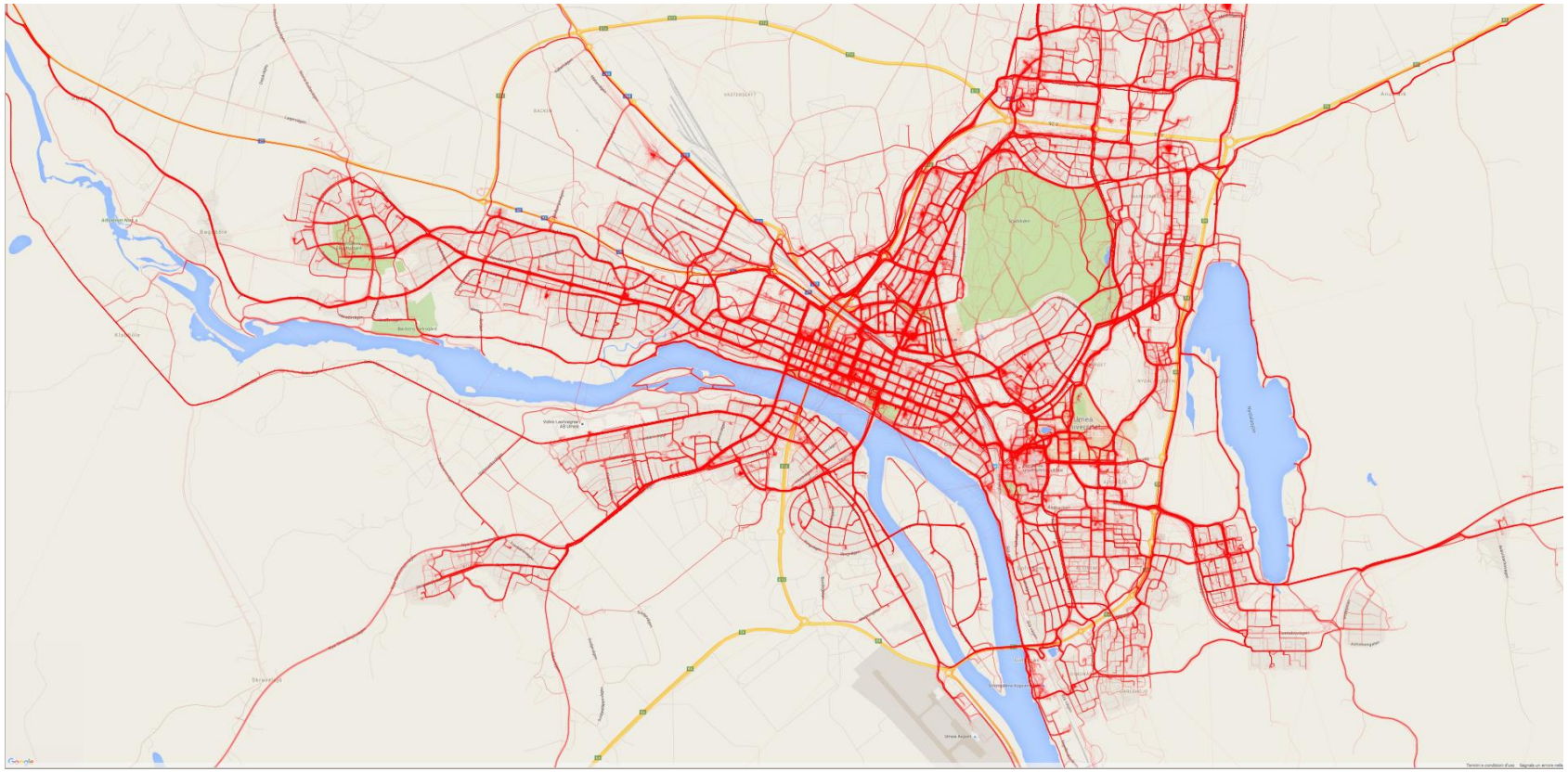
EUROPEAN CYCLING CHALLENGE

Heatmap - UMEA



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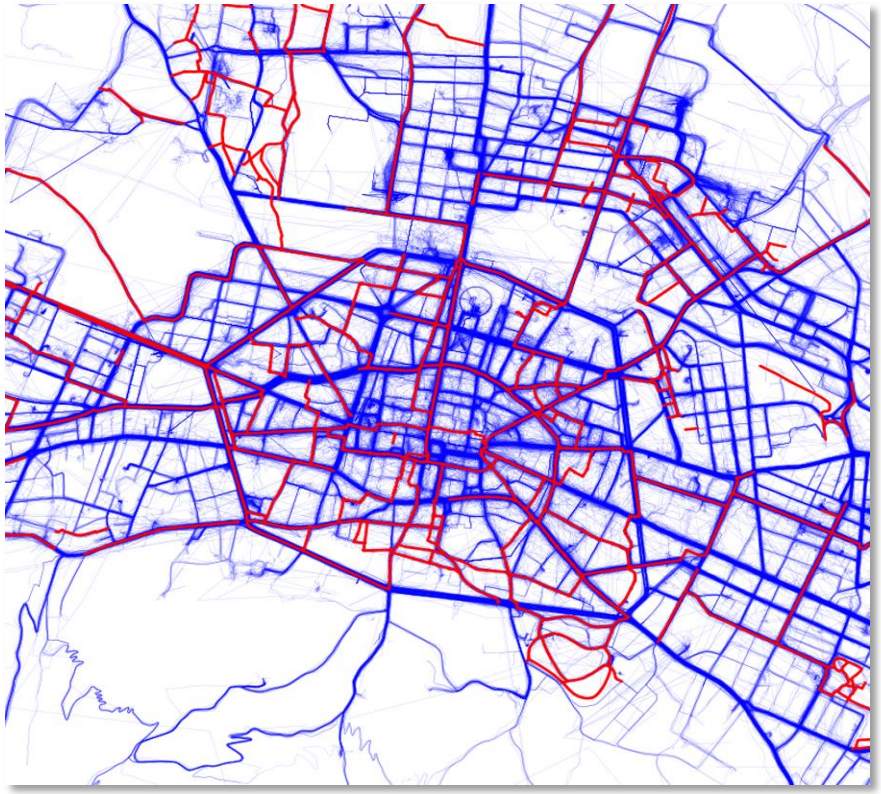
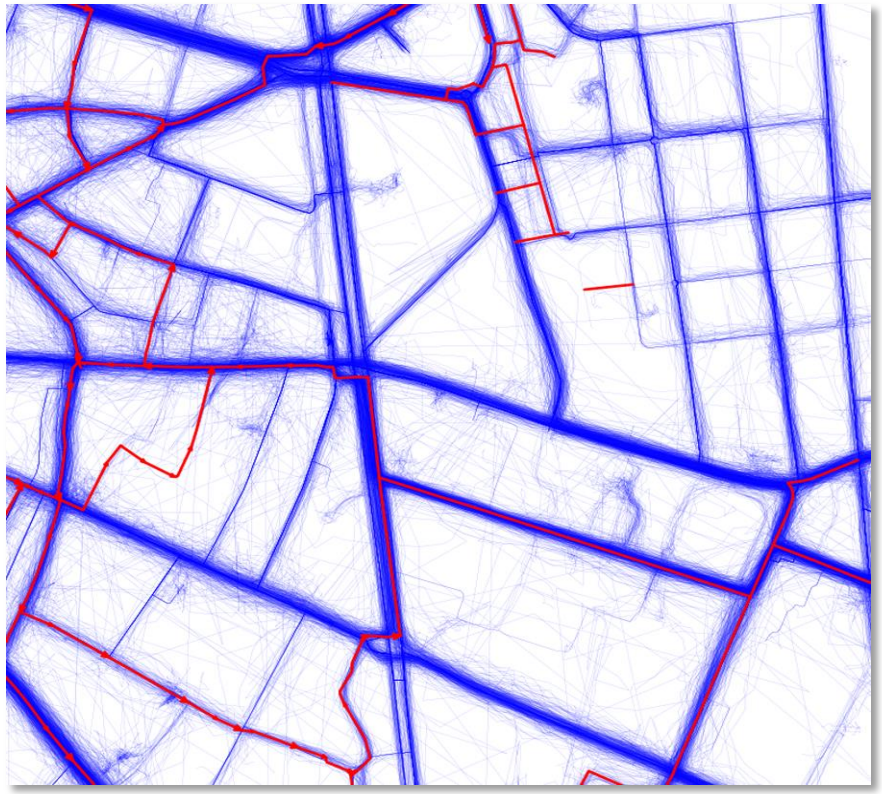
EUROPEAN CYCLING CHALLENGE

Urban planning vs. user experience





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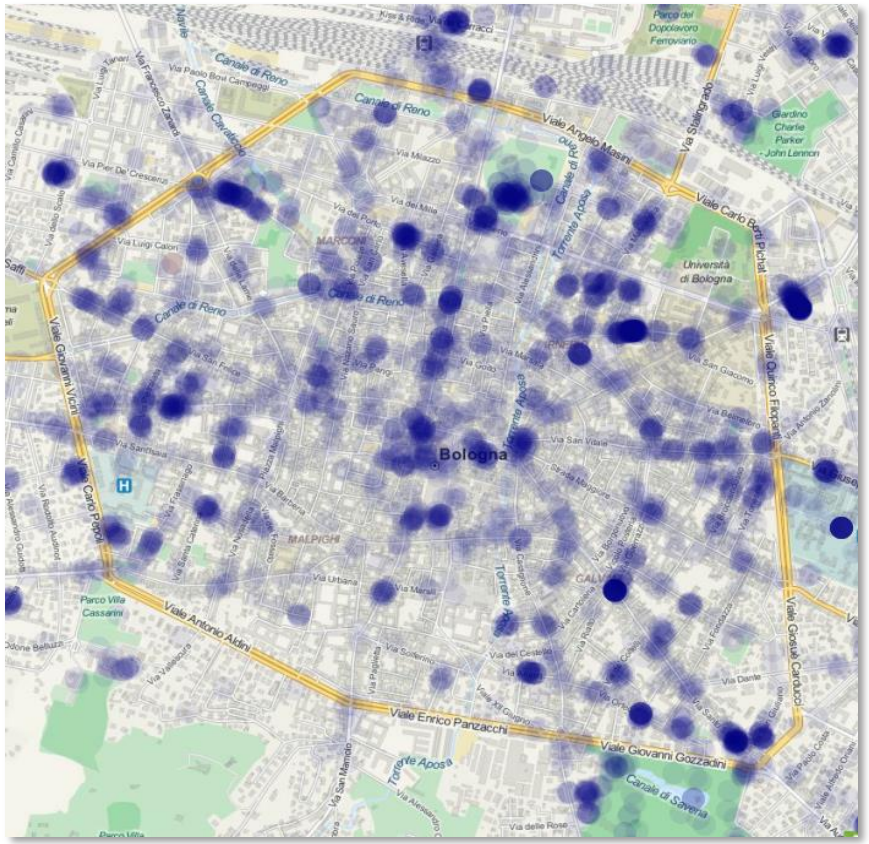
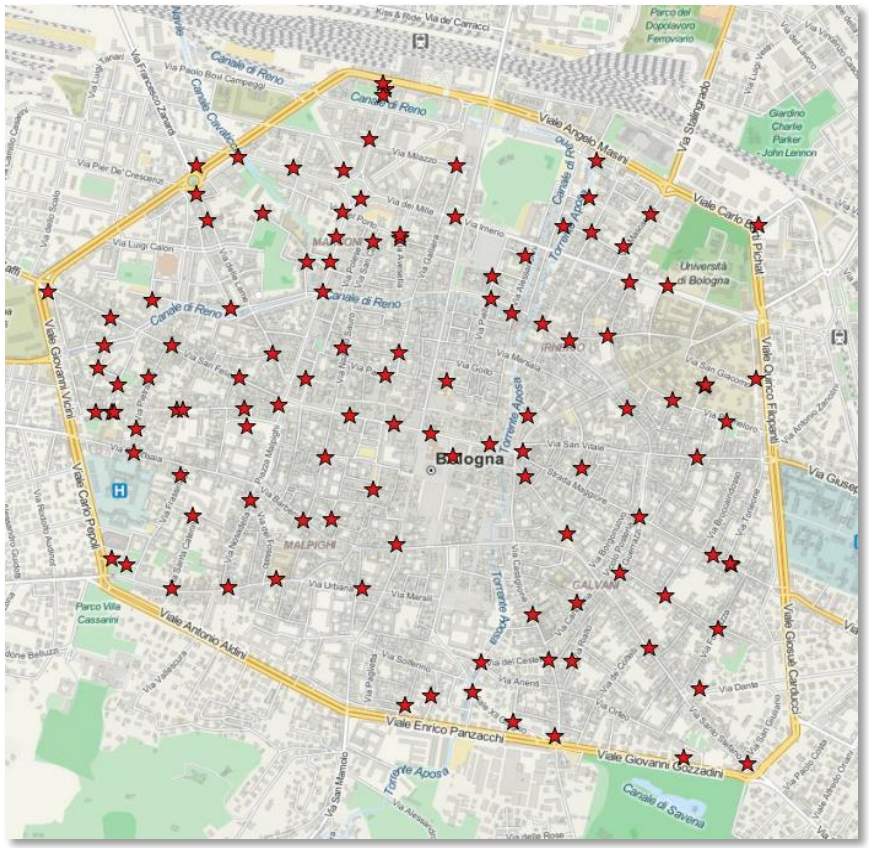
Origins/Destinations





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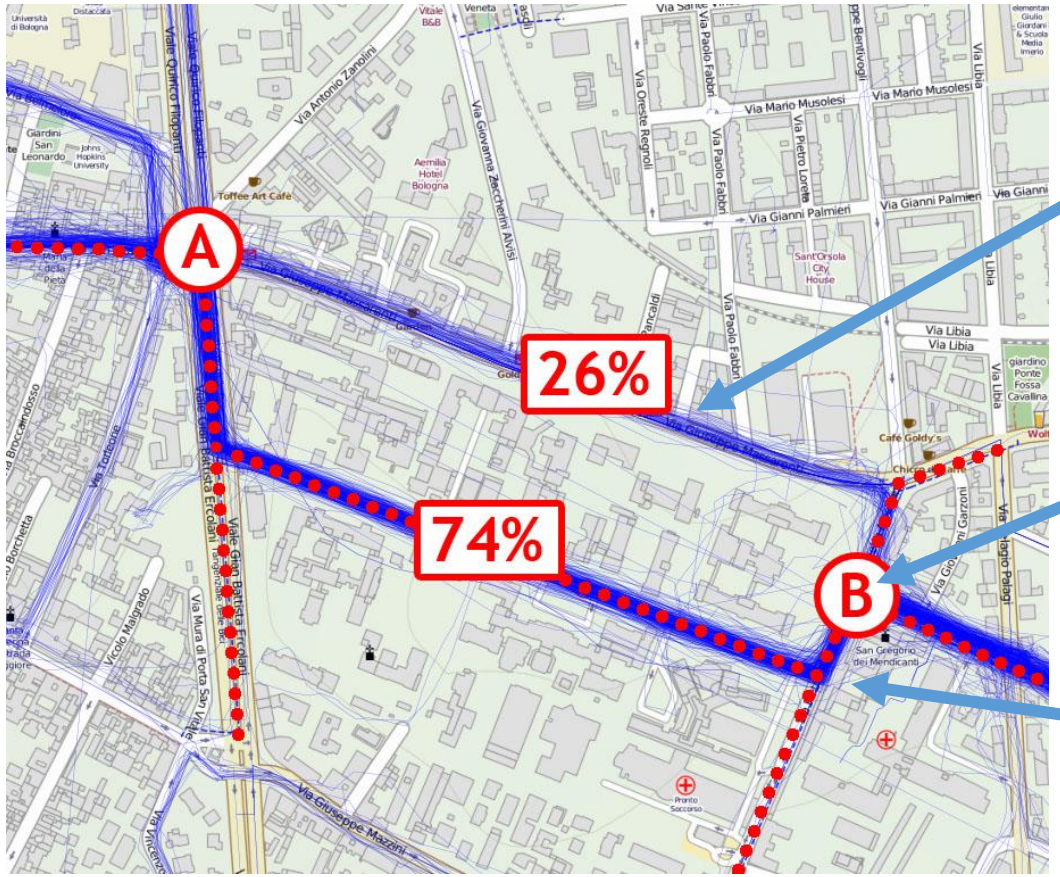
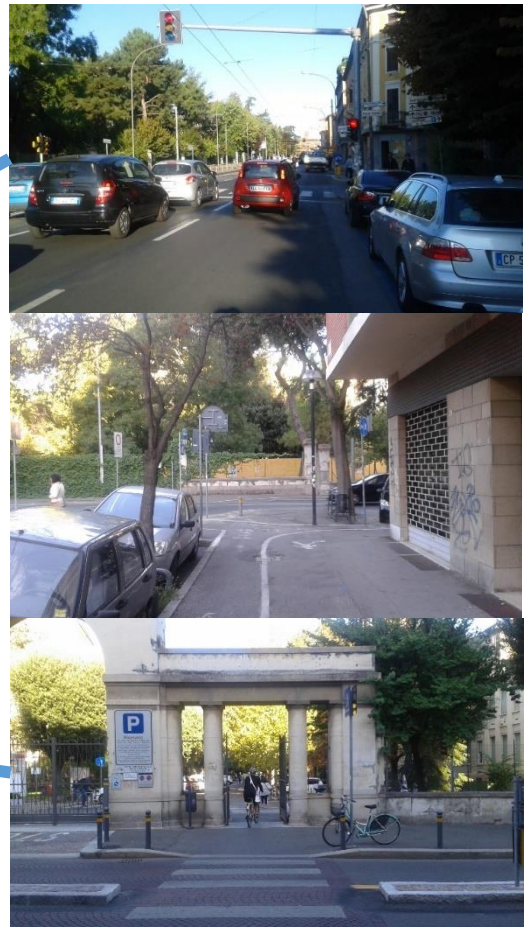
EUROPEAN CYCLING CHALLENGE

Bike Lane or Road?





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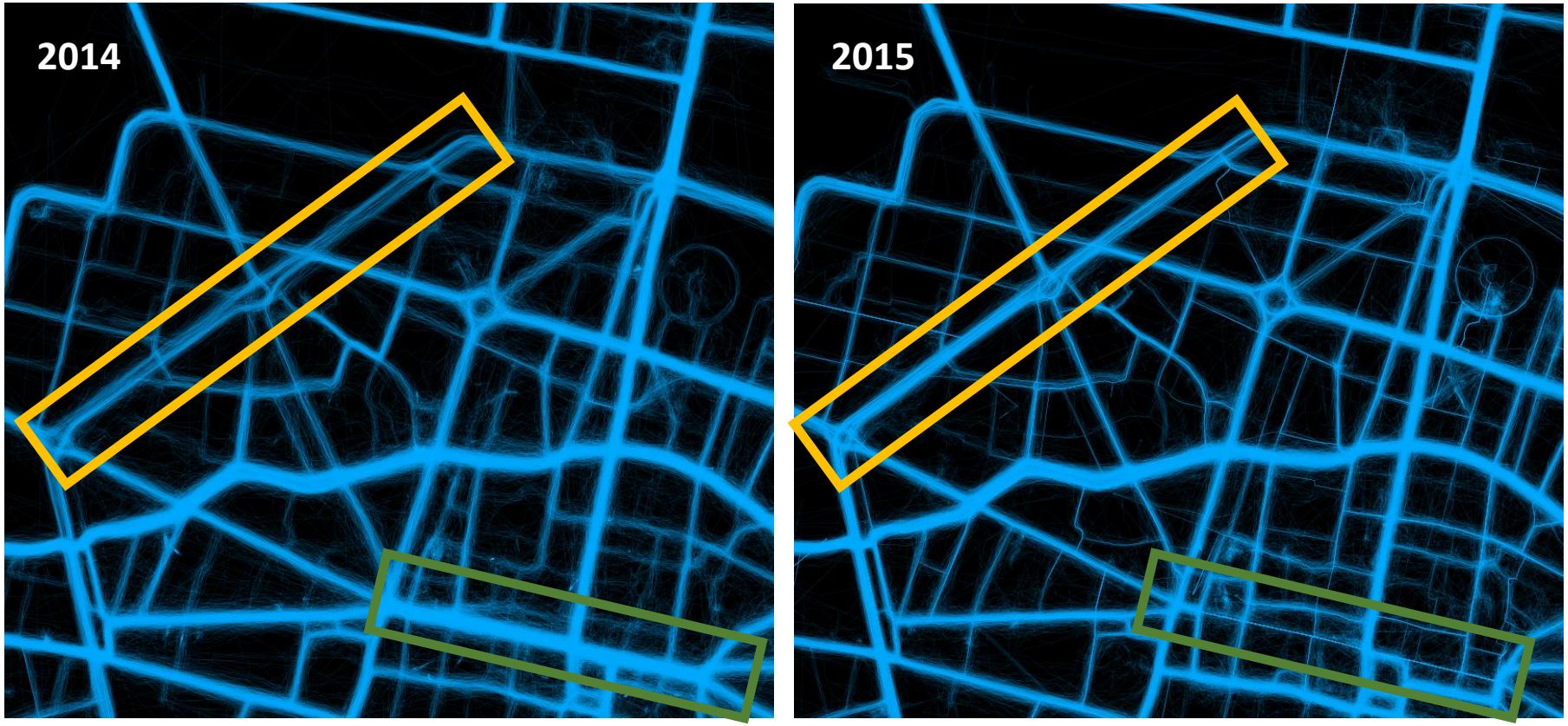
EUROPEAN CYCLING CHALLENGE

Impact of investment on infrastructure



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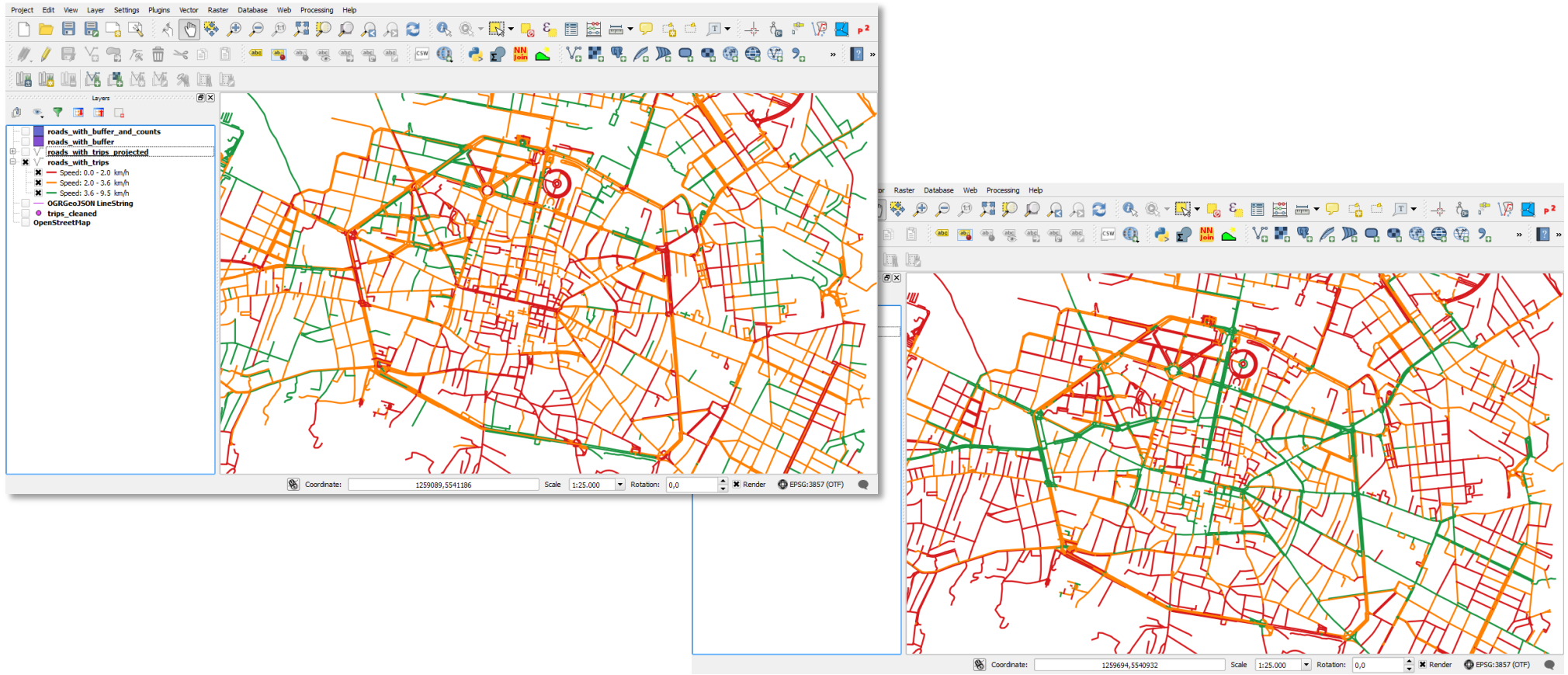
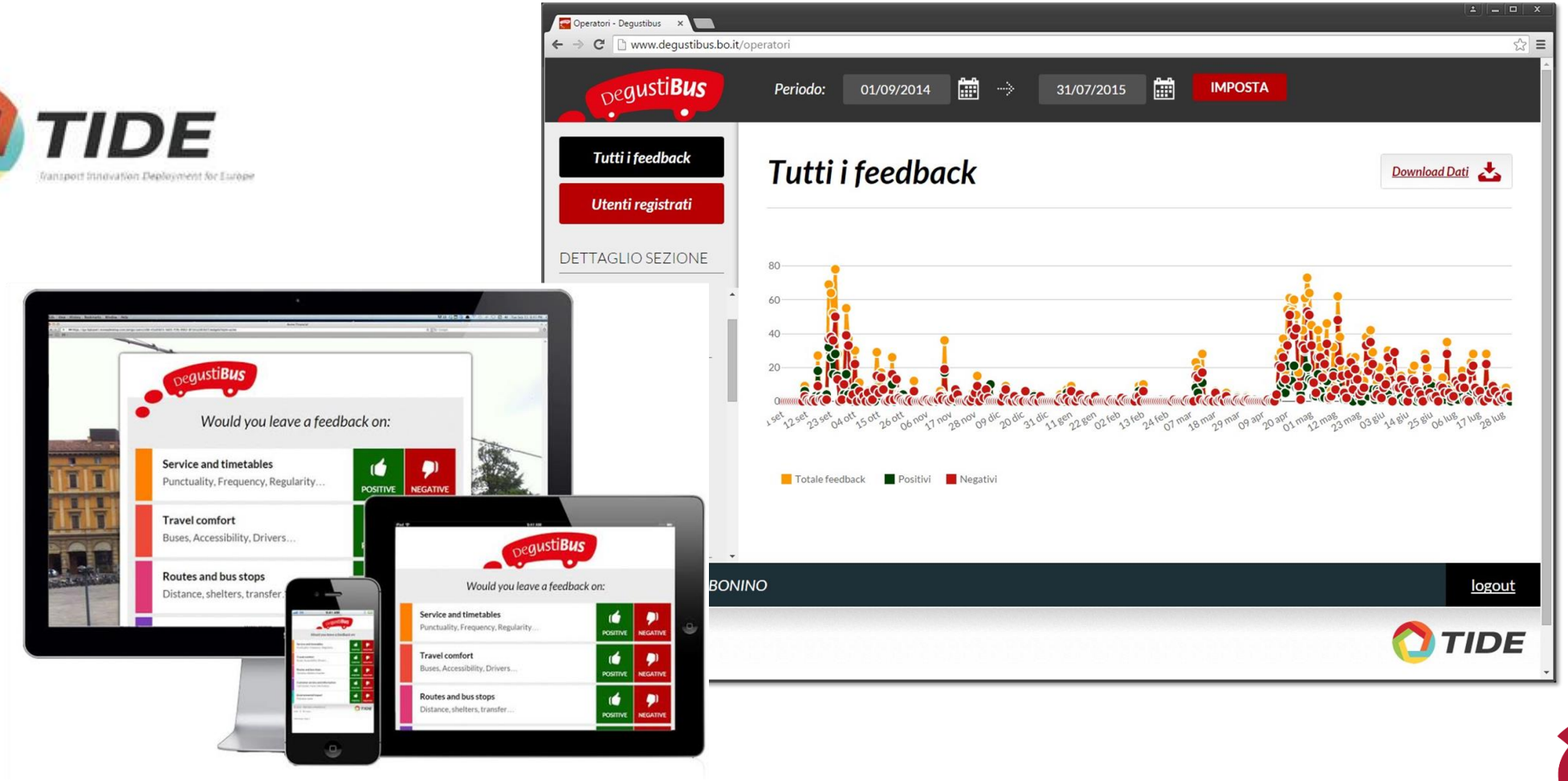
GIS Advanced elaborations



Use case 2

DEGUSTIBUS based on European standard UNI EN 13816



How does digitalization affect transport and the competition between transport modes?

- In a win-win scenario digitalization affects transport and the INTEGRATION between transport mode
- Data gathering and exploitation are strictly related to the quality of service delivered from several point of view
- Public authorities should have the task to facilitate digitalization at local level thinking global (standards, benchmarks, etc.)

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Many thanks

Giuseppe LIGUORI
giuseppe.liguori@srmbologna.it