

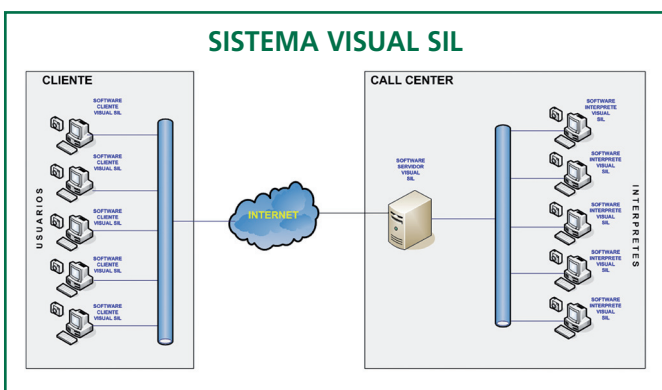
News from the cities

● Madrid Video Interpretation Project in Language of Signs "on-line".

The Regional Consortium of Madrid Transports (CRTM) has carried out a new project targeted at the deaf and dumb persons who use the language of signs. The project is called Video Interpretation Project in Language of signs "on line".

The aim of this new service is to support these persons in their daily affairs and bring them accurate information when they come on the premises of the Regional Consortium of Madrid Transports to resolve whatever incidence related to public transport.

The communication with both the assistant at the desk and those who attend at the remote translating office is bidirectional and in real time. The system has the Information Technology (IT) necessary elements, screens, webcams, earphones, microphones and algorithms of transmission needed. The result is as if it were a person translator at the desk, ready to be consulted.



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There are not time restrictions, because of the characteristics of the service. It can be used any time during the public opening hours.

Unlike other personalized services, this one needs no before-hand warning, and consistently it will suffice the person to turn up directly at the information desk of the Consortium of Transports. By these means a complete integration of these persons is reached as they can solve their own problems like any other user, avoiding their discrimination.

Also it is important to emphasize that the confidentiality of the conversations are guaranteed thanks to the encrypting system incorporated in the transmissions.

The principal technical advantages of the system are:

- > Real time communication;
- > Non stop visualization and interplay without any jumps or breaks in the image;
- > Minimal requirements of IT equipment and Operating System. Only a standard ADSL is needed whose speed does not have to be the highest;
- > Fully guaranteed confidentiality in the conversations;
- > The person who attends at the office desk gets confidence in the information given by means of the system.

And, from the personal and social point of view, the system brings the following positive aspects:

- > It has the benefits of a social inclusive service;
- > The deaf and mute persons feel they have level access to information just as any given passenger;
- > Integration of this social group is achieved with universal accessibility criteria;
- > There are no limits to include new questions arisen by the new information given in the process;
- > Positive feeling of the persons who benefited from this service, they value the technologically well-laid innovation and the increase of advantages, brought to them.

The experiment has been conducted without any communication campaign however over 200 persons were able to test it during the four month the experience lasted including non-Spanish speakers as the system is tailored to international sign language. The software developed by Visualsil has been carefully adapted to CRTM's needs.



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One of the key aspects of the Video Interpretation Project in Language of Signs "on-line" is that it classifies among the soft measures activities and therefore doesn't require extensive infrastructure investment.

For more: www.Crtm.es
contact person: **Javier Chamorro**

● London switches on a new electric vehicle scheme "Source London".

London Mayor Boris Johnson has launched a city-wide electric charge point network and membership scheme, Source London. The new pan-London scheme replaces a range of different localised schemes making it easier for electric vehicle owners to plug in while on the move.

By 2013 Source London will have at least 1,300 charge points, more than the number of petrol stations currently in London. This will ensure the infrastructure is in place for significantly more people and businesses to buy an electric vehicle from the expanding range coming to market.



Boris Johnson, Mayor of London, promoting Source London

Annual membership of Source London is £100 (€112), enabling card holders to charge up at any Source London point as many times as required. Charge points are located on streets and in car parks and are instantly recognisable. Users simply touch their membership card to the reader on the charge point and then plug in their vehicle to charge. Source London is also working closely with other regions to help drive the creation of a UK-wide charge point network.

Source London is a significant element of TfL's work to support the Mayor's aim to make this city the electric vehicle capital of Europe. The Mayor has a strategic target to work with a range of partners to deliver 22,500 workplace charge points by 2015 – in part supported through a provision in the city's land use strategy, the draft London Plan, for developers to include workplace charge points in new car parks. The Mayor has also granted electric vehicles a 100 per cent discount for the congestion charge in London.

Source London consists of a growing consortium (led by TfL) of public and private sector partners including:

- > Siemens, who have developed at no cost to TfL, the IT infrastructure and back office systems;
- > Scottish and Southern Electric, in partnership with NCP, who have part-funded and installed a large number of charge points;
- > Enterprise, Asda Stores Ltd, Capital Shopping Centre plc, Gatwick Airport Ltd, Heathrow Airport Ltd, IKEA Ltd, Nissan Motor (GB) Ltd, Old Ford Housing Association, Sainsbury's Supermarkets Ltd, Southern Electric Power Distribution PLC, The Whittington Hospital NHS Trust.

Anyone who owns an electric vehicle is eligible to register for Source London at: www.sourcelondon.net
For more information: www.tfl.gov.uk

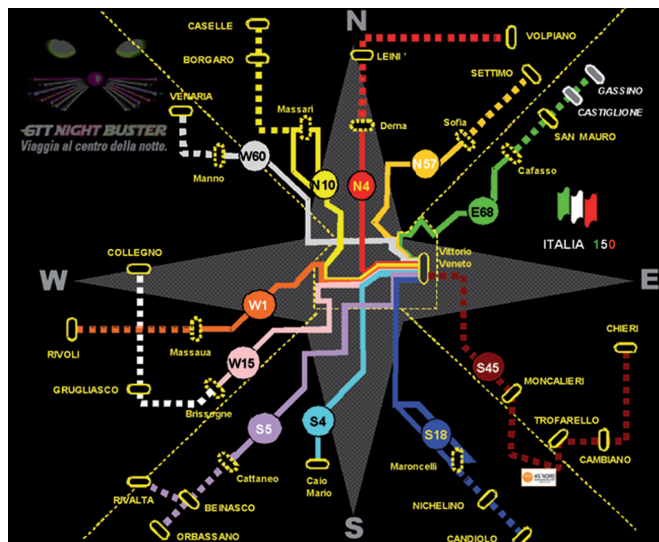
● Turin night bus network is growing.

The night bus service in Turin was first introduced in 2008. The network consisted of 10 bus routes and the city hub was the beautiful Piazza Vittorio Veneto (one of the biggest public squares in Europe, 40.000 square km wide) which has become in the last years the heart of the city nightlife. The service was

planned by AMMT (Turin Public Transport Authority) based on the following guidelines:

- > an easy to use service with a clock-face scheduling easy to remember;
- > all routes meet at the hub with vehicles of all lines arriving and leaving at the same time, allowing connections;
- > route paths are easy to memorize because they correspond mainly to the daytime routes (i.e. night lines 4N and 4S share the same path of the daytime tramway 4 route);
- > the fare structure is the same as the daytime service, people with one way tickets and passes are allowed with no extra charge.

In addition, a shuttle bus service allows park and ride at the main car parking facilities.



Copyright: AMM Turin

A particular attention was paid to the communication campaign: the new brand NightBUSTER was created (which contains the words Night and Bus). It has an eye-catching logo resembling to the head of a cat whose whiskers represent the bus routes with their own different colors and the nose represents the central hub-terminus.



Copyright: AMM Turin

A slogan was also created: Viaggia al centro della notte. It means literally "Travelling in the middle of the night": the word centro means "middle" but also "city centre". A promotional video clip has been created and published on YouTube.

The first NightBuster network in 2008 was limited to the main city boundaries. The idea was to optimize the use of rolling stock and personnel by employing one bus and one driver shift for each route. Therefore the route length was designed to allow completion of the round trip within 1 hour. Despite this project constraint the service reached all the farthest neighbourhoods of the main city.

The trend of demand has been monitored since the beginning:

	Daily passengers	Passengers per year
June 08 – June 09	1200	130000
June 09 - June 10	1600	180000
June 10 – June 11	2100	234000

The increase in demand is 38% in the second year of operation and a further 30% in the third year.

2011 - The latest network extension

Partial summer network extensions had been planned in 2009 and 2010 with a good demand response.

In the summer 2011 a new extension has become operational: as a result 11 bus routes serve the main city and 22 municipalities. Furthermore, for the celebrations on June 24th (San Giovanni, the day of the patron saint of Turin), AMMT planned also a suburban rail extension with special trains departing after midnight from Turin to allow people who took part in the celebrations (especially the fireworks) to use public transport and avoid the traffic jams.

For more information: www.mtm.torino.it / info@mtm.torino.it / www.nightbustermusic.it

● Armando Gutiérrez on Seville Metropolitan area Transport Authority : "Nine key steps over ten years".



The whole concept dates back to the 80' when the regional government of Andalusia started the first talks about a Transport Authority. But it really started in 2001 when the necessary agreements especially between the government of the city of Seville for the first time enlarged to the metropolitan area and the regional government Junta de Andalucía decided to create the Consorcio de Transporte (transport authority) along with the twenty one neighbouring municipalities and impulsed a technical and administrative cooperation with the province of Seville.

The public transport governance has been largely inspired by the success of transport authorities of other Spanish as well as European metropolitan areas. The key factor has been a spirit of cooperation and consultation, still very much alive, so that decision are always taken democratically and based on technical grounds.

Only two years after was a law passed by the Parliament of Andalusia that enshrined the organisation of the Consorcio into the Law on Urban and Metropolitan Passenger Transport. A way of confirming that social reality is often ahead of legislation. Nine years after, the example has been followed by the nine biggest metropolitan areas of the Andalusia region.

The past ten years have seen a hard work done to implement a urban public transport system almost from the beginning. The first task of the road map was to integrate all bus routes from the neighbouring places into a network of metropolitan buses. The aim was to get a common visual brand and to renew the ageing fleet with a concern for being environmentally friendly in choosing biodiesel energy power. Naturally vehicles specially adapted to passengers with disability were included as well from the start. Following this, the next task was to list, check and improve every single bus stop. The most crowded being equipped with bus shelters.

The next important step (third one) was to achieve tariff integration to avoid multiple tickets with a distance-base price with a view to encourage loyalty among passengers regular users of public transport.

The restructuration of the bus routes network has been the fourth key element to work on. The objective was to structure into bus corridors some routes easily recognizable and launch the first links between municipalities by means of direct routes from suburb to suburb avoiding the radial scheme that brings back all routes to the centre of the main city. The circular line M-101 known as "circular del Aljarafe" is a good example.



The team at Seville Metropolitan Area Transport Authority

The fifth step has seen the upgrading to modern technology namely the contactless card of the ticketing system while integrating all modes of transport and thus making easy for the passenger the transfer from one mode to another inside the network.

The sixth step was to enlarge the scope of the Consorcio from 22 to 45 municipalities' and increase the transport services accordingly.

Following and consistent with the previous six steps, implementing a solid system of information to the traveller was the seventh step to be taken. Such tools as the web page, the regular newsletter "Billete Unico", the special call number for customer care, the dedicated spots for customer attendance at the bus terminal of Plaza de Armas or the metro station Puerta Jerez all amounted to a successful information service thanks to the dedicated staff.

Promoting soft modes was the next (eighth) step, and in particular the use of the bicycle as a complementary means to public transport through the the successful special scheme "Bus – Bici".

The ninth and last step but not the least important was the implementation of the hole Quality Process scheme to ensure the activity of the transport authority Consorcio is fully accountable and transparent.

Armando Gutiérrez CEO of Consorcio de Transportes Metropolitanos del Área de Sevilla

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● TRANSPORT 2.0 in Murcia

Are you one of the 100 million twitter users?

Do you use public transportation?

If you knew when the next bus was coming, or how long it would take to get to your destination, would you use it more? The fashionable way to communicate today reaches over 100 million users.

Twitter's blue bird is used in more than 193 countries and every day more and more users join this online community, which produces more than 250 million tweets per day.

¹ See EMTA News 30-Oct 2007

On Twitter, anyone can read, write and share messages of up to 140 characters. Is it possible to know when the next bus is coming through twitter? Can buses tweet their position?

The Buses used in Murcia are beginning to actively tweet their location.

The Public Transport Authority of the region of Murcia has launched the project TWEET:BUS with the goal of promoting the use of public transportation.

With this new and improved technological service, it allows any Murcian or tourist, access to any and all information about the transportation system from their house, or any mobile device which has internet access and a Twitter account.

TWEET:BUS is part of a long list of technological projects developed by EPT, which also highlights the actual usefulness of an increasing number of applications. "EPT Murcia" can be found in the AppStore, and the Android Market.



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www.entidadpublicadeltransporte.es

● **Tariff policy measure improves efficiency of the bus routes at Lyon SYTRAL**

SYTRAL the transport authority of Lyon metropolitan area wants to discourage passengers to buy their bus ticket on board in order to spare time on the bus routes. To achieve this goal, SYTRAL decided to raise the price of the single ticket up to €2 starting January 1 2012, as opposed to €1.60 when tickets are bought from the vending machine, the selling points, or the retailer service shops.

The objectives are clearly:

- > to improve the boarding time by allowing a continuous flow of passengers,
- > to improve commercial speed and regularity of the bus route,
- > to improve the driver's safety.

The review after one year in operation has proved encouraging even if not all of the objectives have been reached.

The number of ticket sold in board has decreased as anticipated by around 40%, furthermore the price fixed at 2€, in sparing the time of returning the change, further brings down the selling-time by another 20%.



Copyright: Nicolas Robin.

The measure also proves efficient in terms of easing the flow of passengers all the more important when, as is the case in Lyon, boarding is allowed by the front door only. It also improves the regularity of the bus routes, the time spent at each stop is decreased and somehow standing time at stops become more regular. The average number of transactions per route has been reduced from 3.3 to 1.8. Actually 60% of the headways as opposed to one third previously see one only transaction.

However the measure doesn't bring real progress as to the commercial speed and this is no surprise. In fact the time spent at the stops is short compared to the whole time spent en route for one, and second several other external factors impact the driving time and in particular the traffic circumstances.

It is worth noting that the measure has been rather well accepted by the citizens (only twenty some claims have been filed), as well as by the bus drivers.

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To receive
this newsletter
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Agenda

- **INTERMODES**
8 February 2012
Brussels, Belgium
www.intermodes.com/fr/programme
- **IT-Trans IT solutions for Public Transport**
15-17 February 2012
Karlsruhe, Germany
www.it-trans.org/messe-karlsruhe-it-trans/en/mess_ka/home/homepage.jsp
- **UITP CONFERENCE**
Local Rail Summit
7-9 May 2012
Warsaw, Poland
<http://warsaw.uitp-events-expo.org/>
- **EMTA Spring 2012**
General Assembly
24-25 May 2012
Prague, Czech Republic
www.emta.com



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