



**integra**

Future of Integra  
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# INTEGRA EXPLAINED

- Yesterday a short introduction on Integra approach was given
- This presentation seeks to explain the INTEGRA concept in-depth
- The focus will be put on the ideas for the future of INTEGRA

# PRIMARY AIM

Make it easy to travel to, from, and around the Atlantic regions using environmentally friendly, collective modes of transport:

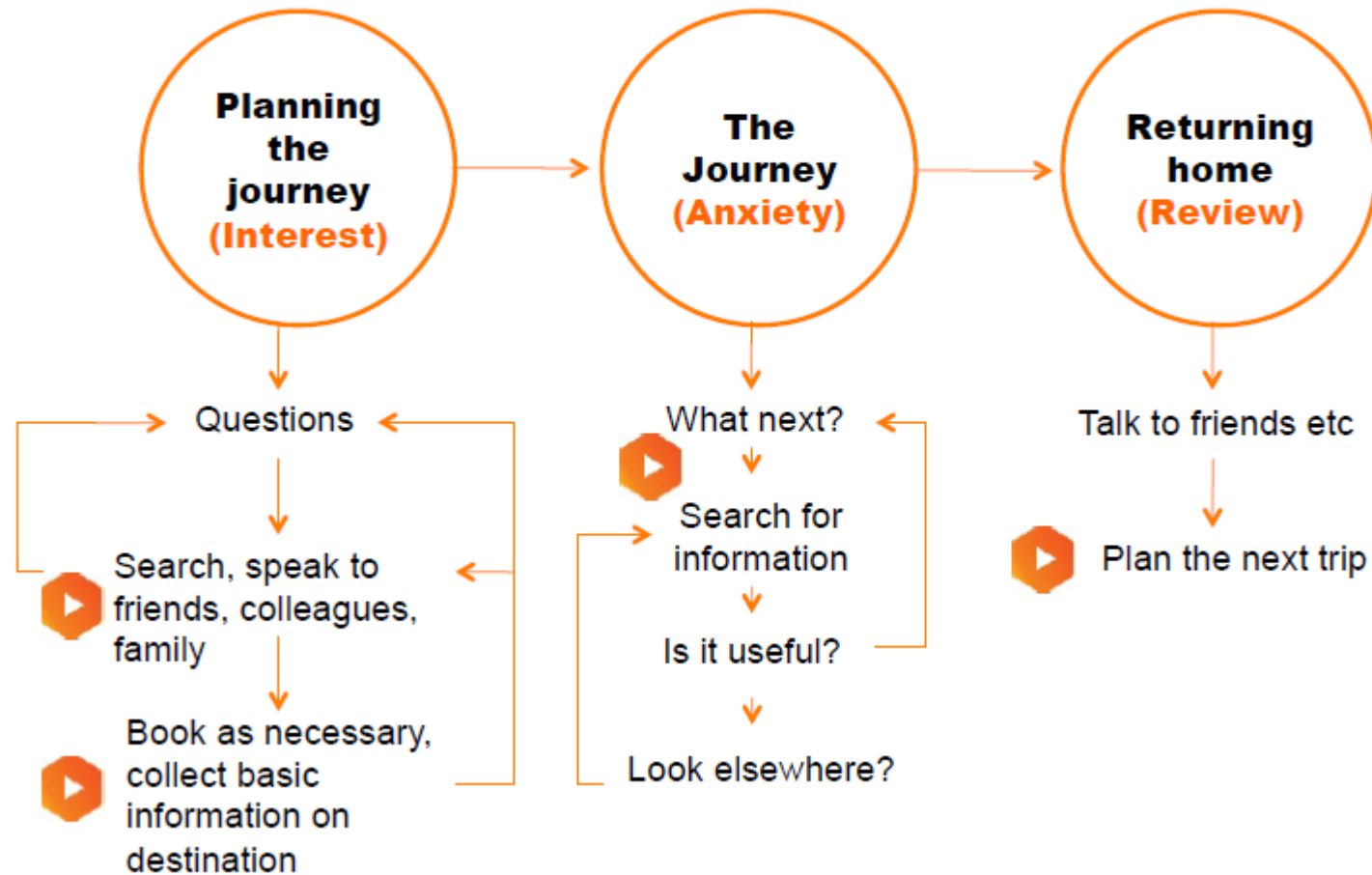
- greater interconnectivity between transport systems
- clearer information within regional gateways, airport hubs, ports & rail interchanges



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# THE CUSTOMER JOURNEY



# THE SOLUTION

A one stop shop providing comprehensive information about public transport options, including;

- Links to operator websites and journey planners providing;
  - costs
  - timetables
  - connections



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# WHY IS THIS IMPORTANT?

Inter-regional travel will be made easier:

- Will help more people choose sustainable transport
- Resulting in lower carbon footprints and a reduced impact on the environment; and
- Visibility for small and medium sized cities



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# OUR PRIORITIES

- Improved information for travellers
- Better public transport systems
- Enhanced network of transport organisations



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# PRIORITY ONE

Improved information for travellers:

- Develop multi-lingual web portal to provide complete sustainable transport options in the Atlantic region  
[www.integra-travel.eu](http://www.integra-travel.eu);
- Establish multi-lingual and interoperable regional websites/journey planners;
- Implement multi-lingual information services within transport hubs to assist travellers on route;



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# PRIORITY TWO

Improved public transport systems:

- Maximise integration and accessibility;
- Increased comfort for passengers;
- Increased journey satisfaction;
- Increased passenger perception of safety on the network; and
- Improved information systems



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# PRIORITY THREE

Enhanced network of transport organisations:

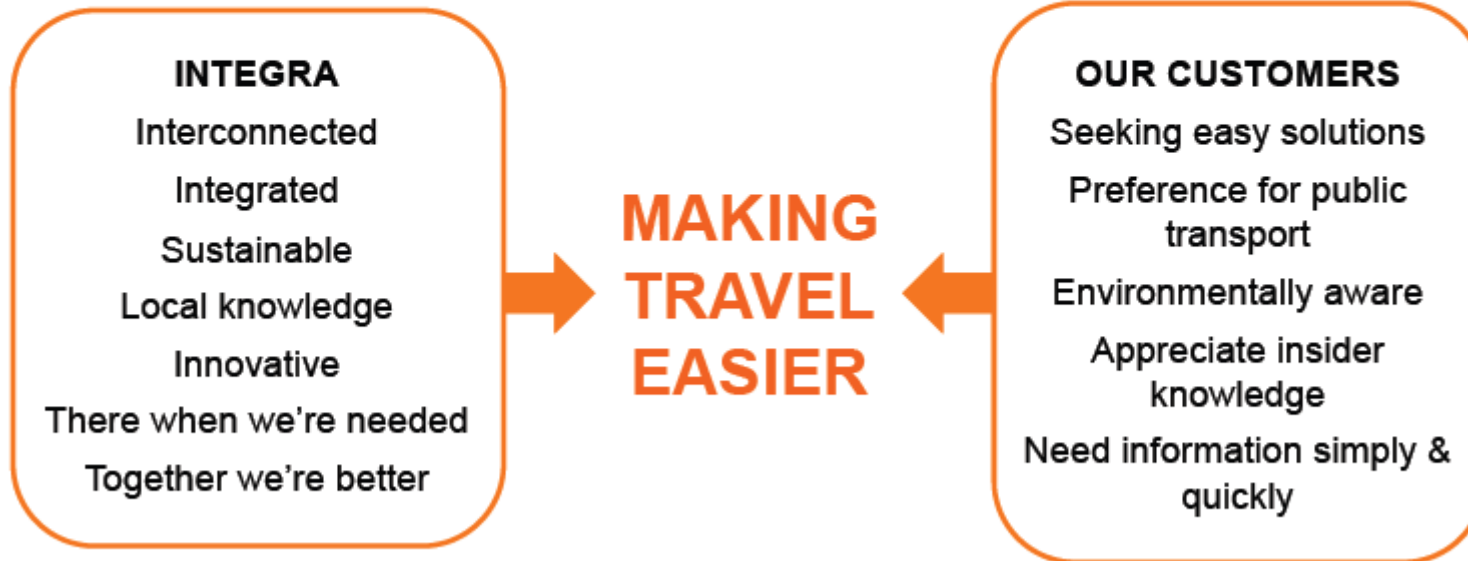
- Integra will bring together transport organisations from across Europe
- Exchange best practice and transfer knowledge between relevant parties
- Establish and implement a common standard for seamless travel through Integra



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# THE RESULT



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# WHY BECOME AN INTEGRA CITY?

- Improved transport information
- Simplified transport experience, encouraging people to use collective transport
- Make travelling to/in their city easier, making city more attractive to visitors
- Reputation as a modern sustainable city
- Good for business
- Sharing of best practice, knowledge and networking with other partners
- Don't be left out ...



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# WHAT IS EXPECTED OF AN INTEGRA CITY

- Provide good and reliable up to date information
  1. How to get from gateways to the city centre
  2. How to use collective transport within the city
- List of all city gateways, list of collective modes of transport from each gateway, departure location for each mode at gateway, frequency of service, cost of one-way trip to city centre;
- Will to buy in to Integra – continuing to improve services and develop future Integra products;
- Access to regional journey planner; and
- Integrated system – information and services



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# WHAT YOU GET

- New means to get information to visitors;
- Portal and online travel guide with unique way of presenting information;
- Marketing tools: brochure, newsletters etc;
- Networking opportunities;
- Support & advice from existing Integra Network
- The Integra brand that gives seal of quality, assurance and confidence;
- Accreditation



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# INTEGRA ASSOCIATION

## Objectives:

- Increase the travel visibility/ access for small and medium sized cities;
- Develop clear information for seamless travel using collective modes of transport;
- Promote and develop the INTEGRA brand, portal and on-the-ground applications;
- Facilitate the exchange of information and the creation of projects between members



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# CREATION OF A NOT FOR PROFIT ORGANISATION

- Local authority oriented and involved
- Each member will have equal rights
- Offering support to develop Integra in all regions
- Merseytravel will create a not for profit organisation
- Consortium will be developed further during a START project extension (Jan to May '12)



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# INTEGRA STANDARDS

– For example:

<b>GUIDANCE</b>	Present
Local advertising of service	→
Destination(s) served	→
Ticketing - cost, how/where to pay, how to validate etc	→
Where and how to stop / exit the vehicle	→
Route maps at bus stops etc	→
Times of departure for services	→

<b>BRAND AND COMMUNICATIONS</b>	Present
Adoption Integra Logo on publicity material	→
Integra Branded vehicles	→
Promote and update the Integra Portal	→

<b>EQUIPMENT</b>	Present
RTI and on-board electronic displays	→
Info Kiosks – staffed or electronic	→
Multi-lingual ticket machines	→

# Obrigado!



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