

## Seamless Travel across the Atlantic area Regions using sustainable Transport



# Future of Integra Discussion Session

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# Questions on Integra and the future

- Specific questions
  - Political
  - The Portal
  - Joining Integra
  - Financial
  - Legal/ownership
- Strategic Questions



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# Political question

## 1. Of what interest is Integra to local politicians?



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# The Portal

1. What is the main target market?
2. Is there a back-up information service available if I do not find the information I want?
3. Can I get information about journey costs?
4. What visibility is there of Integra on the web?
5. Are other transport services available on the portal apart from public transport? Hire cars / Bike hire / Taxis?



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# Joining Integra

1. Can all authorities join?
2. If yes, how do I join?
3. Who deals with registrations? What are the steps?
4. What is involved with being a member of Integra?
5. If I am a member what image of my authority will be portrayed?
6. What is the responsibility of the members if the wrong information is displayed?
7. What is the responsibility of the members in the case of incorrect usage of the portal by the public?
8. Who does the displayed information belong to?



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# Management of Integra

1. Who manages Integra?
2. Who manages the website?
3. Who updates the submitted information?
4. Do you want a pooling of the information developed through regional information systems?
5. Who verifies that the given information is correct?
6. Who guarantees the quality of the information?
7. Who is in charge of promoting Integra?



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# Financial Questions

1. How much does it cost to be a member of Integra?
2. Are you looking for advertising in order to finance the website?



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# Strategic Questions

1. How do we expand membership of Integra?
2. How can we get Integra accepted throughout the EU?
3. Integra = A European Quality Standard for Public Transport?



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# Future of Integra Discussion Session

**Obrigado pela vossa atenção**

**Gracias por su atención**

**Thanks for your attention**

**Merci beaucoup pour votre attention**



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