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people & places
across Europe

Project Findings Summary

START today a more sustainable journey!

That was the message from the START Project, running from January 2009 to May 2012 with 13 partners from four Atlantic Area Countries (UK, Spain, Portugal and France), to improve travel accessibility within their regions.

- ▶ Key objective: Make it easy to travel to, from and around the Atlantic Area using environmentally friendly, collective modes of transport.
- ▶ Key results: one common label (INTEGRA), greater connectivity and clearer information for travellers.

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What is START?

Seamless Travel across the Atlantic area Regions using sustainable Transport (START for short) is a project implemented within the European Commission's Transnational Territorial Cooperation Programme from January 2009 to May 2012.

To improve travel accessibility in the Atlantic Area, the European Commission has attributed more than 4.8 million Euros to the START project.

Every region and city in START* has implemented projects to make it easier to travel to, from, and around the Atlantic regions using environmentally friendly, collective modes of transport.

This final brochure presents the main achievements of the START project to improve services to and connections at regional gateways, to introduce advanced ticketing systems, and to improve the quality of information.

* For further information about the START partners, please consult the full list of partners on page 13

A key output: the INTEGRA concept

To maximise recognition among travellers, START adopted the customer-facing identity INTEGRA that was created as part of the INTERREG IIB PARTNER project in which Merseytravel, La Rochelle Urban Community and EIGSI participated. The main aim of INTEGRA brand is to reassure the transnational traveller as well as give added status to members of the travel alliance and to provide a journey assistant tool (www.integra-travel.eu) for travellers in the Atlantic Area and easy recognisable signage and integrated, multilingual and accessible information at key regional gateways.

► The INTEGRA portal, an all-in-one transport information point for Europe (starting with the Atlantic area)

The INTEGRA web portal aims to help travellers to prepare their journey and to make them confident on the different ways to reach the main interest places in their destination cities using collective transport modes.

When a traveller wants to go from a small town in Cantabria to another small town in Scotland, he or she has generally to look through different information systems for the various possible transport modes. Although main air connections are generally clearly identified it is quite often a slow and boring process trying first to find the travel companies, then to connect trains/ flights/ coaches between various terminals and hubs. Too often this ends up either with people using a car (taxi, renting,€) or staying in the main cities.

INTEGRA portal changes this approach. All [collective] travel modes to reach an INTEGRA city are identified and the links between INTEGRA cities are recorded. So, if the travel requires a train, then a coach or a bus to go from the arrival regional hub to the final destination, the information about all possible transport providers will be given to the customer as well as the duration of the trip, the main characteristics of the journey and the links to the transport operators websites to access updated and more detailed schedules.

Local specific transport information is also made available to the user like the ticketing organisation, the ways to subscribe for bike or car sharing, the seasonal opportunities, etc. And of course, the collective transport routes to the main places of interest of the area [touristic or business] are mentioned.

The INTEGRA web portal www.integra-travel.eu will be officially launched during the transnational forum organised by START in Lisbon, on the 27th and 28th October 2011.

The portal has been developed by the Engineering School for Industrial Systems (EIGSI) from La Rochelle with the input of all partners and in close cooperation with ISEL - School of Engineering, Lisbon Polytechnic Institute.

The Integra portal provides global multilingual information on:

- How to reach a “gate” of a city/ region, then the city centre with collective transport
- How to use the different transport modes available in the city/region
- Where are the main places of interest (tourist, business, culture, education,..) and how to reach them using collective modes of transport



The INTEGRA portal

The main challenge of such a website is obviously the reliability and the accuracy of the travel information. This relies on INTEGRA cities which control the quality of the information regarding their connections to other cities. To ensure high quality information, the portal will be interfaced to the regional/ local journey planners, be based on the cooperation with Regional/local transport Authorities and open to a ‘collaborative approach’ (Web 2.0 approach).

The customers (registered or not) will be able to suggest alternative routes and transport modes. Such suggestions will have to be validated by INTEGRA cities.

► Information services within transport hubs are making inter-regional transport easier

The START project developed a new more dynamic ‘customer centric’ look. The new logo was adopted in early 2010.



Former INTEGRA logo



New INTEGRA logo

A common range of Integra communication products are developed which use the same template, logos and imagery.



INTEGRA leaflet dispenser- Santander airport and Bus Station, Cantabria

During the summer of 2011 a range of communication products were developed specifically aimed at visitors to the **Liverpool city region**, among which **Integra branded leaflets/timetables at key transport hubs**, a Liverpool city guide, an Integra poster sites at airport and city centre locations and Integra signage at airport and Liverpool South Parkway station including stickers and vinyl's.

Travelling to Liverpool John Lennon Airport?
Get off the train at Liverpool South Parkway then catch the AirLink 501 shuttle bus direct to the airport.

bus timetable

Mondays to Saturdays

United South Parkway	08:00	07:15	07:30	07:45	08:00	08:15	08:30	08:45	09:00	09:15	09:30	09:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	13:00	13:15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	18:00	18:15	18:30	18:45	19:00	19:15	19:30	19:45	20:00	20:15	20:30	20:45	21:00	21:15	21:30	21:45	22:00	22:15	22:30	22:45	23:00	23:15	23:30	23:45	24:00
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Sundays and bank holidays

United South Parkway	08:00	07:15	07:30	07:45	08:00	08:15	08:30	08:45	09:00	09:15	09:30	09:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	13:00	13:15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	18:00	18:15	18:30	18:45	19:00	19:15	19:30	19:45	20:00	20:15	20:30	20:45	21:00	21:15	21:30	21:45	22:00	22:15	22:30	22:45	23:00	23:15	23:30	23:45	24:00
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For more information call Traveline on 0871 200 22 33

INTEGRA branded bus timetable displayed at Liverpool key transport hubs

An Information stand should also be available at the airport by the end of the START project.

Thanks to their working relationship with Liverpool John Lennon Airport (LJLA), Merseytravel hoped to introduce a comprehensive signage strategy at the airport.

HITRANS (Highlands and Islands Transport Partnership) is planning to highlight INTEGRA brand in the marketing of a number of public transport services in the Highlands and Islands of Scotland where they believe best practice is being delivered. During 2011 a range of communication products have been developed aimed at improving the ease of access to passenger transport and removing the barriers that deter visitors from using public transport services in the Highlands and these include Integra branded posters promoting onward travel options to be displayed at every railway station in the Highlands and Islands, Integra poster sites at city and town centre locations, Integra signage at key transport interchanges.

HITRANS will soon introduce Wifi communications on the Inverness to Aberdeen coach service and they are investigating the feasibility of displaying the Integra logo in the home page that passengers will log on to.

In **Strathclyde**, SPT (Strathclyde Partnership for Transport) have displayed the Integra brand at Buchanan bus station in Glasgow,



Directional signage installed at Buchanan bus station for the connecting bus service to Queen Street and Central railway stations has the INTEGRA brand.

the bus station is a busy transport hub in the area, with approximately 12 million customers and over 550,000 bus departures per annum, including the express coach services to and from Glasgow and Glasgow Prestwick Airports.

Since summer 2011, the Integra brand has been displayed on the electronic information displays installed at Glasgow Airport as part of START. These displays show all scheduled bus departures from the airport and the Integra logo is displayed on the screen interspersed between the departure information. As Glasgow Airport has approximately 7 million customers per annum, the Integra brand has the potential to be displayed to a wide audience.

By the end of START, **Brittany Region** plans to display brochures and posters at the main gates of the region in order to inform travellers about their public transport options to reach the city centre or the main places of interest.

In **La Rochelle**, INTEGRA materials will be produced in September 2011 for providing information at the rail station and at the airport, such as posters summarising the key information on how to join the city centre by bus. TFT screens - operational from May 2011 on-board buses for the urban transport network - also display the INTEGRA logo.

From 2010, the INTEGRA logo has been used in different actions designed to encourage local people and visitors to **Cantabria** to use public transport services. The Government of Cantabria, following a well-known marketing strategy, decided to make the image and name of the product familiar to the customer. The first action was to include the Integra logo on the Regional Transport Website, www.transportedecantabria.es, the main transport tool on the internet for getting around Cantabria using public transport.



INTEGRA branded leaflet providing information about the airport bus

During the summer of 2011 a range of communication products were developed specifically aimed at visitors to the Cantabria region. 10,000 INTEGRA branded leaflets providing information about the airport bus timetables, how to buy a ticket, fees and frequencies are available at key transport hubs and tourism office in Santander Airport and INTEGRA signage is provided at the airport indicating bus stop.

Expanding the INTEGRA network

To raise awareness and expand INTEGRA network, START partners presented the concept to their local partners and at national and European levels.

In **France**, after the national seminar organised in March 2011 (see besides) INTEGRA was presented to French local authorities during a workshop organised

by the French Association of Transport Authorities (GART) and during the general assembly of the Atlantic Arc Conference by the EIGSI (Engineering School for Industrial Systems from La Rochelle) who presented the concept in the INTEGRA stand.

In **Glasgow**, INTEGRA was promoted at two events in 2010 - Association of European Transport (AET) annual conference and the ACT TravelWise Scottish Showcase.

In **Spain**, the concept was presented during the Atlantic Arc Transport Group meeting in San Sebastian, in November 2010.

The CIVINET networks have been of particular interest to promote INTEGRA as presentations were made at the Iberian CIVINET meeting in Coimbra, Portugal and at the CIVINET Annual Sustainable Mobility Convention in London, both organised in June 2011.

START and INTEGRA were also presented to ISEL's academic community, allowing the direct involvement of students and researchers in the development of various test applications as well as some innovative concepts. Based on some of these a paper (with peer review) was presented at the first IEEE Forum on Integrated and Sustainable Transportation Systems (more details in <http://start.guiaa.isel.pt/>).

National French Seminar
On 31 March 2011, a national event jointly organised by the CIVINET Francophone network and the French partners of START, was held in Paris focusing on "improving passenger information". In the afternoon, the INTEGRA brand and its various current forms was presented to around fifty participants, which expressed their interest towards the new concept.

START partners are keen for INTEGRA to develop and grow further. They are now building up the legal framework that will support the development of the INTEGRA concept. Numerous documents have been produced about the structure and scope of the Integra association. Join us in this development!

For further information about INTEGRA and to join the network, please download the INTEGRA brochure from: www.start-project.eu and contact: info@integra-travel.eu.

Change of behaviour, convincing children

Behaviours and the choices we make are determined by the process of maturity that each of us goes through on the journey to adulthood. In this way, attitudes towards mobility are profoundly influenced by experiences and the lessons learned as children.

Based on this assumption, attempts have been made to explore the truth behind this, which has led to the perception of children and young people as two key target groups, not only for being current clients but also, and crucially, for being the customers of tomorrow. It is hoped that the children will then drive the message home to adults.

CP – Comboios de Portugal public rail operator, responsible for rendering national and international passenger rail services in Portugal - and FMNF - National Railway Museum Foundation have developed strategies aimed at younger target audience to encourage public transport use and secure future customers.

CPKids

CP has come up with a programme aimed at youngsters of 5 to 12 years old that consists of:

- ▶ Visits to nursery and primary schools to encourage children to think about railways and to generate interest in those who are involved in trips (journey organisers, passengers and potential transport users) through branding and sales.



Activities organised by CP at elementary schools

- ▶ The construction of a site that is an integral part of the main CP website, but which is targeted at this market segment in particular, to encourage communication and generate an affinity with public transport and rail transport in particular.

The interface pays special attention to the younger members of the public, so the graphic layout will be quite different from the main CP website with a mascot that represents the audience's standpoint – Kimboy. This lets children create an emotional bond with this kind of transport.

The site configuration includes different recreational and educational topics and there



Website Cp Kids

is a wide range of materials to help teachers introduce the topic of train journeys into their classroom environments.

To implement CPKids, a multidisciplinary team including various technical areas within CP, including teachers and design and programming specialists has been created.

CPKids, the most visible facet within the scope of the START project in CP's strategy to attract young travellers, will go live in October 2011.



Kimboy mascot

Promoting travel by train

The FMNF, in line with the CP's strategy, using state-of-the-art technology, is developing a service aimed at children in the 1st and 2nd grades of Primary Education, whose main objective is to promote travel by train during their commute to school, wherever possible, thus avoiding the use of private cars.

The contents of this programme will function

in a virtual context and are being developed in accordance with both the educational curriculum and the children's ages and interests.



FMNF Communication campaign

This new service will be available in the National Railway Museum from December 2011.

These local operations will be continually updated in terms of content and image, as it is necessary to retain a modern and relevant message. The younger target audience is receptive to new trends and innovations. For this reason, it is essential to provide content that is in keeping with their tastes.

For further information on CPKids, please contact Mrs. Carla Martins cpmartins@cp.pt from CP- Comboios de Portugal.

For further information on FMNF action, please contact Mrs. Maria José

Regional Journey Planner development & Interoperability

The main objective was to provide web based travel portals, accessible to everyone, including older and disabled people, designed to facilitate travel to, from and within participating territories.

Regional Journey Planners (RJP) were successfully developed in Lower-Normandy, Brittany (the BreizhGo portal was launched on 20 December 2010), Cantabria (launched in May 2009) and Strathclyde Region (through SPT participation in Traveline Scotland), providing improved information for travellers.

To discover the Journey Planners developed within START, please visit:

www.commentjyvais.fr
(Lower-Normandy System,)



www.breizhgo.com
(Brittany System)



www.travelinescotland.com
(Scotland System)



www.transportedecantabria.es
(Cantabria System)



The Upper-Normandy journey planner should be operational by the end of 2011. Besides the development of RJP, HITRANS, in the Highlands and Islands, together with local authorities and transport operators, has supported the development of the tourism and travel portal www.gaelic-rings.com.

Gaelic Rings or, Cearcaill na Gàidhlig web portal describes six Gaelic-rich journeys around Scotland's Hebridean Islands and the West Highland mainland. The www.gaelic-rings.com website includes improved links to journey planning sites such as www.travelinescotlands.com (to plan journey in Scotland) and www.transportdirect.info (to plan a complete journey throughout Great Britain).

The issue of local partnerships

The first step towards implementing Regional Journey Planners is to set-up local partnerships in order to share all transport networks data.

To develop the RJP in Lower-Normandy, Upper-Normandy and Brittany, a prerequisite was to merge in each Region, all Local Authorities managing Public Transport. In Lower-Normandy and Upper-Normandy, Ports and Airports are also taking part in the partnership. In Brittany, the project has brought together all the stakeholders in the field of transport, allowing the website to cover almost the entire territory as soon as it was launched. The transport stakeholders have managed to create a common regional solution, which continues the initiative of the General Council of Finistère known as Viaoo29.

In January 2006, thanks to a partnership gathering four operational associations (Confederation of Passenger Transport –CPT-, Passenger Transport Executives' Group –PTEG-, Association of Transport Co-ordinating Officers –ATCO-, Association of Train Operating Companies –ATOC-), seven public authorities (including SPT) and many private operators, the Traveline Scotland journey planner went live. Within START, multilingual information has been implemented in order to make the RJP fully accessible to visitors of the region.

Regional Journey Planners Key functions

The main functions developed by START partners RJP include a door-to-door journey planner, practical & user-friendly timetables search tools, plan of networks, routes, transport stations or park and ride stations, interactive maps which display the main train, coach, bus and boat lines, as well as information on cancellations and touristic and economic activities.

Results

www.commentjyvais.fr

3000 visits per month from the 1st June 2009

www.breizhgo.com

6 000 visits and 10 000 itinerary search per month from the 20th December 2010

www.travelinescotland.com

600,000 unique visits per month on the website

www.transportedecantabria.es

268 184 visits from the 1 January 2010 to the 1st August 2011

(about 14 115 visits per month)

Further developments expected by the end and after the START project include incorporating more transport networks, the aggregation of price rates to give the global cost of a journey and the possibility to buy transport tickets on the RJP websites. Last but not least, interoperability between regional journey planners is being explored in France, between Upper-Normandy, Lower-Normandy and Brittany RJP websites. Lower-Normandy is also exploring interoperability with 2 other bordering regions (Ile-de-France and Centre).

Links between regional journey planners developed within START and the INTEGRA portal have been and will continue to be explored by START partners, with the technical support of EIGSI. When developing www.transportedecantabria.es, Cantabria has worked closely with EIGSI and developed a web-service which contains all the information which feeds the website and can be used for the INTEGRA portal as well.

For further information, please contact Mr. Pierre Lascabettes pierre.lascabettes@cg76.fr from Seine-Maritime County Council.

	Upper-Normandy	Lower-Normandy	Brittany	Strathclyde	Cantabria
Main current functions					
Regional Journey Planner (RJP) website	●	●	●	●	●
Additional services in the search engines					
Mobile RJP website	●	●	●	●	●
Ferry and airplane routes integrated	●	●	●	●	●
Pricing journey information	●	●	●	●	●
Buy tickets online	●	●	●	●	●
Cycle services and way	●	●	●	●	●
Travel by bike	●	●	●	●	●
Carsharing integration	●	●	●	●	●
Interoperability with others RJP	●	●	●	●	●
Call centre	●	●	●	●	●
Done ● On progress ● To see ●					

Comparison of the Regional Journey Planners developed in START Regions

Advanced Traveller Information Systems, including Real Time Information

Among START partners, La Rochelle Urban Community, Cantabria Region, SPT (Glasgow), HITRANS in the Highlands and Islands and the Lower-Normandy Region, have aimed to provide public transport users with reliable and constantly updated information by implementing Advanced Traveller Information Systems. Such systems – if seen positively and considered as useful - encourage visitors and residents to give confidence in public transport and improve their satisfaction. The actions of most partners have focused on real-time information (RTI) systems.

La Rochelle Urban Community

In order to make it easier for travellers arriving in La Rochelle to access public transport during their stay, the Urban Community of La Rochelle has installed **TFT screens on-board buses**, to display real-time information, in both French and English (when relevant) and supplemented this visual information with **audible announcements** (to help blind and partially-sighted people, in particular).



TFT screens on-board buses in La Rochelle

The screens display some crucial information for the traveller such as the estimated time of arrival at the next bus stops, the connections with other modes of transport available at the next bus stop or around (other bus lines, car-sharing, bike-sharing, electric boats, Park-and-Rides...), information on accessibility of the bus stop and information on the possible delays / works on the bus line.

Since May 2011, almost half of the bus fleet (35 of the 80 buses operating on the urban network) has been operating with the TFT screens. The rest of the bus fleet will be equipped by the autumn. These 35 buses also deliver real-time audible information. Audible announcements are available on-board buses (announcement of the next stop) and through speakers mounted on the side of buses (announcement of the bus and of its final destination) for passengers waiting at the bus stop.

By the end of 2011, some information will be available in English on TFT screens - as well as through audible announcements - at the main stops of the city (airport, train stations and town halls).

A traveller survey has been carried out in summer 2011 among visitors and occasional/regular bus users to assess their level of awareness and satisfaction. The results should be available soon.

Cantabria

Within START, Cantabria implemented a new information system which includes real time information for passengers travelling within the regional road transport network and further developments involving new technologies.

The installation of GPRS (mobile telephone systems) devices and hardware on board to implement the real time information system was completed by the end of 2010 for the suburban transport network, and for most of the fleets which cover the regional bus services. The RTI software was successfully tested and all the bus stops in the region were geo-coded and codified in order to complete the required database which feeds the system.



To combine transport and sustainability, some of the screens are fed with solar energy.

Nevertheless the launching of the RTI has suffered some delays due to the high costs of communications and the problems to get public funding, resulting from economic downturn in Spain.

Screens and information displays have been installed in the most important bus stops and bus stations of the region.

Free Wi-fi access for passengers in main mid-range regional buses has been available to travellers since June 2009 and a new system for managing queues at the ticket counters, allowing travellers to get a number and wait for his turn, has been in service since January 2010 in Santander Bus Station.

In May 2011, Cantabria launched a new **Application for travellers**, available for iPhone® and iPad® users, this App covers the suburban area of the principal city, Santander, which involves more than 50 % of the regional road trips. Soon, the extension of the app service to other operative systems (e.g. Android) will be analysed and

implemented as well as the extension of the territorial scope of this application.

HITRANS

In the Highlands and Islands of Scotland, HITRANS has implemented Advanced Traveller Information Systems in Argyll, Bute, Highland and Moray. The key characteristic that is shared by the Systems installed is that communications has been through GPRS mobile systems which reflect the long distances travelled and relatively small numbers of vehicles involved in delivering bus services across the large geography of this region.

Some buses are fitted with audio visual display and announcement equipment to advise passengers of the next stop on the route.



A bus real time display will soon be fitted in an unusual step: on a car/passenger ferry.

In Argyll and Bute, real time information displays has been installed at three interchanges: Dunoon Interchange, Rothesay Interchange, Oban Interchange. In Inverness Airport, a new TFT display has been installed at the Baggage Reclaim area to provide information on buses departing from the terminal building.

Buses serving ferry ports have been equipped to help provide a much higher quality interchange between ferry and bus.

Some vehicles are also fitted with G Meter driver displays designed to encourage eco driving by bus drivers to reduce fuel consumption and vehicle wear.

SPT

SPT has installed electronic information displays at Glasgow Airport, Hillhead Subway Station and Partick Interchange as well as two self service kiosks at Buchanan bus station. These locations were selected due to the high number of customers using these facilities, both residents and visitors, and the potential access to public transport that is available at these locations.

Self service kiosks

Self service kiosks were installed at Buchanan bus station in March 2010 offering a journey planning facility to allow customers to search for the best route plan for their journey, a map of the local area, taxi information and real time information for rail departures for the nearby Queen Street railway station. One was installed within the main station bus stances, to allow 24 hour access.



SPT – self-service kiosk

Electronic information displays

Five electronic information display screens were installed. The screens at Hillhead and Glasgow Airport show scheduled bus departures, with the screens at Partick displaying real time bus departure information. This distinction arose due to potential costs and availability of bus services capable of real time near Hillhead Subway station and as all express coaches from Glasgow Airport, commence at the airport, real time was not a priority.

Customer surveys were carried out in January 2011 at Hillhead and Partick to get customer's views on these screens. From customers questioned, 79% of customers agreed these screens encourage them to use public transport for their onward journey.

A Smart Phone Application from Traveline Scotland for the Blackberry® smartphone platform

The use of smart phone applications as a means to communicate real time information is a cost effective alternative to providing roadside displays that are often very expensive capital and revenue cost items.

In this context, START Scottish partners, HITRANS and SPT have decided to work on the development of a new smart phone application from Traveline Scotland for the Blackberry smartphone platform. This app will be free to download and will include real time information for the buses fitted with real time equipment in the Highlands and Islands and other areas of Scotland. The Blackberry app is scheduled to be launched by October 2011 and will build on the existing apps for Android and iPhone that have already been successfully launched by Traveline Scotland. Indeed, since November 2010 75,000 apps have been downloaded (68,000 for iPhone and 7,000 for Android - Android app has been available since late May 2011).

Lower-Normandy Region

The key objective for the Region is to develop an **intermodal Call and Travel Centre** which would provide travellers with multimodal information, gathering 10 public transport networks (rail, bus and city networks) and an airport. This would help the traveller plan their trip and would offer an after-sales service. It is also expected that this Call and Travel Centre will promote the regional journey planner www.commentjyvais.fr that went live in June 2009.

In June 2011, the Region, transport operators (bus, train, ferry) and local authorities met about the development of this project.

The START project has provided a very good opportunity for partners to share experience on delivering Advanced Traveller Information Systems and identifying good practices that should provide a very useful resource to other regions interested in developing systems.

The experience of La Rochelle as regards dynamic information (intermodality, accessibility) on TFT screens – beyond the estimation of the time of the next bus stop – was noticed by some partners as a good practice that could be implemented in their region in the future. Partners have also been intrigued by the use of solar power technology in providing a power source for real time information displays in Santander.

For further information, please contact Mr. Matthieu Graindorge
matthieu.graindorge@agglo-larochelle.fr
from La Rochelle Urban Community.

Advanced Ticketing Systems

The complexity of ticketing systems in collective public transport services can make it difficult for both residents and visitors to understand how to use them to reach specific destinations, and how to buy and use tickets. To make sustainable transport modes easier to use, more convenient when changing modes and with a clear pricing structure for journeys, innovative ticketing systems have been developed in Cantabria, Merseyside, Glasgow and Lower-Normandy.

Cantabria

Cantabria's project consists of the implementation of a smartcard for the collective public transport in the region, including all modes of motorised transport (bus, train, boat). To allow operators to continue with independent commercial policies, due to the lack of a unique regional public transport authority, the Cantabria SmartCard contains different compartments which can be used simultaneously by up to 3 different transport operators.



Cantabria Smartcard

The first stage of the project ended in 2009 including the implementation of the smartcard in the entire regional road transport network (bus and coaches belonging to 12 operators).



Smartcard reader equipment available on board buses and coaches in Cantabria

In 2010 and 2011 the 2 train companies which operate in Cantabria (FEVE which runs the suburban railway network and RENFE, the main national company) joined the system as well as the urban transport services in the municipalities of Camargo, Bezana and Astillero. The smartcard network also extended to Ferry boats operating maritime passenger routes in the Bay of Santander.

So far more than 52.000 citizens have used the "Transporte de Cantabria" smartcard, and this number has been gradually increasing as operators have joined the network. The proportion of travels made with the card in the regional bus services has grown up from 45,85 % in September 2009 to 48,86% in 2010 and to 53,65% in mid 2011. In the near future, Cantabria will develop new specifications for the smartcard to unify commercial policies as well as to provide higher security standards.

Merseyside

Merseytravel's smartcard pilot was focussed on introducing a new ticket aimed at visitors to the region which could be used on the transport system and at visitor attractions.

After discussions with the various stakeholders involved in delivering the project it was agreed that the pilot would be launched in several phases. This was due to the fact that there were problems integrating the smartcard with the ITSO system (UK national standard for smartcards), as a smartcard which allows travel on various transport modes as well as entrance to tourist attractions is unique in the UK.

For the first phase, launched in July 2011, the Liverpool Day Tripper card was only available for purchase from **VisitLiverpool.com** (the main tourism website for the city) and two products were available:

- ▶ A transport only card which enabled return travel by bus and rail from Liverpool John Lennon Airport (LJLA) to the city centre and unlimited travel for the duration of stay on the CityLink bus services
- ▶ A tourism card which includes the travel element above and entrance to The Beatles Story museum and a trip on the River Explorer cruise on the Mersey Ferry.

The second phase, starting in autumn 2011, introduces the option of card collection from LJL airport as well as delivery to the customers address. Further improvements include the card being accepted for discounts at a range of bars and restaurants across the city.



Liverpool Day Card Tripper

Glasgow

The initial aim of the SPT smartcard ticketing project was to investigate smartcard ticketing for the Glasgow Subway. In time this would be further developed to include SPT's multi-modal ticket, ZoneCard, and as a platform for other transport providers in the SPT area.



Glasgow subway

To achieve this, SPT have established a joint venture company (SPT owning a minority shareholding of 49%) with Ecebs Limited, known as NewCo to provide a cost effective smartcard ticketing and payment service.

Ticketing will be ITSO compliant and will allow for more than one transport operator to utilise the smartcard integrated solution, and for all the associated revenue allocation and distribution systems to be in place. This is a particularly important point as within the SPT area, in addition to the Glasgow Subway system there are approximately 80 bus operators, 186 rail stations and 26 ferry

crossings. SPT are, however, in the fortunate position that within Scotland the vast majority of bus companies has already had electronic ticketing machines (ETM's) installed on their vehicles through a project implemented by Transport Scotland.



Kilcreggan Ferry, operating from Gourock to Kilcreggan on the Roseneath peninsula (SPT)

This process has been lengthy and involved a complex tendering process, but approval to proceed was finally granted in April 2011, with Subway smartcard ticketing expected to be available in 2013. As the 2014 Commonwealth Games are to be held in Glasgow, there is an expectation that SPT smartcard ticketing will play a big part in making transport for visitors and participants at the games as accessible as possible.

Lower-Normandy

Since the beginning of the START project, the ticketing project has been advancing in Lower-Normandy. On 30th March 2011, four local authorities signed a partnership agreement regarding the implementation of an intermodal ticketing system and new digital services in the Region. These partners are the Lower-Normandy Region, for the railway network, the Calvados County Council for the interurban network, Viacités, for the local network in Caen, and the City of Caen, for the network of self-service cycles.



Regional train in Lower-Normandy

To set up a unique ticketing product to be used in these four networks by the end of 2013, the local partners will use the most practical and innovative technologies (smart card, mobile phone), relying on the expertise developed in Lower-Normandy via the secure electronic transactions competitive cluster.

Since July 2011, the local partners have worked together, with a common contracting authority, on **multimodal** prices and **interoperability**, necessary stage towards the unique product.

Periodical Advanced Ticketing Systems workshops, complemented with technical visits to the Cantabria and Brittany Smartcard Systems were organised during the project. As a result, a comprehensive report about smartcard characteristics in every partner region and a working paper on NFC technology and its application on transport systems in Spain have been produced and distributed to the START regions. The purchase of tickets through NFC technology is an interesting option, and the costs of such solutions can be considered as quite reasonable.

For further information on Advanced Ticketing Systems developed within START, please contact Mrs. Irene Andrés-Moro iandres@cantabriasi.org at CTL Cantabria.

Consistent Improvements of Transport Service and Interchange

Access to sustainable transport to, from and within Atlantic Area regions is sometimes difficult or even not possible. START partners considered that improving the quality of the interchange and bus service in terms of comfort, reliability and frequency would encourage travellers to use these collective modes of transport.

Through START, HITRANS in the Highlands and Islands of Scotland showcased how a high quality public transport experience can offer an attractive alternative to taxi, hire car and private car for travel to key transport hubs. This can be used as a standard that could be adopted across the Atlantic Area as a mark of quality.

Inverness City and Airport Bus Route Development Scheme

HITRANS launched the original JET service in July 2007 with support from the Scottish Government. This service provides the blueprint for this activity and the START project allows the route to develop and improve while extending the concept to other parts of the Highlands and Islands.

The Inverness Airport JET service provides fast reliable frequent journeys from Inverness Airport to Inverness City Centre, the suburbs of Lochardil and Holm Park and the towns of Nairn and Croy. The bus route is branded in a striking JET livery that makes it easily identifiable as the Airport bus route. The buses that operate the route include four low floor easy access double deck buses which are fitted with leather seats for passenger comfort, luggage racks, CCTV for passenger safety and real time information for convenience.

Inverness Airport to Elgin JET Service Extension

Elgin, the second largest settlement in the Highlands and Islands, is located approximately 30 miles east of Inverness Airport. A long standing ambition of HITRANS was to establish a direct bus link from Elgin to Inverness Airport to offer a direct sustainable transport option for travel from Elgin to the region's local air hub. The new service operating from Inverness Bus Station to Inverness Airport then on to Nairn, Forres and Elgin was launched in May 2009.



JET bus operating from Inverness Airport to Elgin

The success criteria against which the JET upgrade must be judged is its performance against the number of passengers travelling to Inverness Airport by bus. Rapsons Coaches and Stagecoach have been excellent project partners sharing passenger and revenue statistics and all have been delighted to see substantial passenger growth recorded with the following results:

Year 1 (July 2007 to June 2008)
an average increase of 12%.

Year 2 (July 2008 to June 2009)
an average increase of 7%.

Year 3 (July 2009 to June 2010)
an average increase of 32%.

The significant passenger growth recorded year on year by the JET services has been achieved as air passenger numbers through Inverness Airport have dropped slightly.

Kirkwall Airport JET Service and Links to Orkney Ferry Terminal

The START project has helped promote the introduction of the JET brand to an improved bus service for Kirkwall Airport in the Orkney Islands. A modern low floor easy access bus has been branded in the JET livery and operates on a half hourly frequency from Kirkwall Travel Centre to Kirkwall Airport.

The START project funding helps improve infrastructure and information (including real time information) on the JET route to the Airport and the connecting services that link Kirkwall Travel Centre with the ferry terminals at Stromness, St Margaret's Hope and Kirkwall Travel Centre and Airport.

The Kirkwall Airport JET service has shown very encouraging progress since its rebranding with increased passengers for every month when compared to the equivalent period in previous years. Clearly the rebranding exercise has raised the profile of the Airport service in the local market.

Scottish Transport Awards Success – Best Bus Service 2010

Since the JET service and brand was introduced to Inverness Airport patronage has continued to increase each year. The success of the project was recognised in November 2010 when it was recognised at the Transport Times Scottish Transport Awards as winner of the “Best Bus Service” category.

The JET brand will keep expanding! Through START, HITRANS have managed to develop and consolidate the JET brand for travel to airports in the Highlands and Islands. Working in partnership with bus operator Stagecoach a strong foundation has been established to allow the brand to continue to grow. Stagecoach as a large operator of bus services throughout the UK have already shown their confidence in the JET brand by adopting it as the livery on the services they operate to two other Scottish Airports: Aberdeen Airport and Edinburgh Airport. HITRANS now investigates how the Integra brand can be used to complement the JET network and how in the future Inverness could become part of Integra

For further information on Improving Transport Services and Interchange please contact Ranald Robertson from Hitrans at ranald.robertson@hitrans.org.uk

Accessibility of information and services

All START partners are involved in this horizontal work aiming at providing accessible information and services to all Public Transport users, regardless of their age or level of ability.



Information point – Santander airport

Digital Accessibility

The actions implemented by START partners particularly focused on digital accessibility.

Therefore, the websites developed in the context of the START project, www.start-project.eu and www.integra-travel.eu are accessible to all net surfers – including those who are blind or partially-sighted, and those with learning disabilities, in compliance with international standards such as the AA level of WCAG [Web Content Accessibility Guidelines].

This work relies on the knowledge and experience in this field of many partners in the START consortium, notably those in Spain, France and Portugal, where national regulations on digital accessibility have been passed.

The Regional Journey Planner developed by the Lower-Normandy Region, www.commentjyvais.fr, is an example of information being available to all, through the provision of a “mirror” site providing an “accessible” version of the information in compliance with digital accessibility standards. The next step for the Lower-Normandy Region will be to obtain the French Accessiweb label [Silver level, which is the equivalent to the AA level of the WCAG]. The idea is to make the Regional Journey Planner directly accessible without resorting to a mirror website.

With the same ambition to provide Public Transport information to all, Cantabria Transport website (www.transportedecantabria.es) complies with the international accessibility criteria (AA-level) whilst the Regional Journey Planner developed in Brittany (www.breizhgo.com) has been designed to meet the RGAA requirements [French Standards for the accessibility of Public Entities online services]. The website has met 95% of the requirements.

Accessibility of Transport Services

In Brittany, new coaches that are **accessible to wheelchairs** have been operating since March 2010 to facilitate access to Public Transport to all users.



Balance and Information terminals – Cantabria

In Cantabria, the new **terminals** for accessing information and checking the balance on contactless cards include a number of units that can be accessed **at two different heights**, making the information more accessible to users who, for example, are wheelchair users or of short stature.



Braille card - Cantabria

Another innovation is the acquisition of **contactless cards with text in Braille language**, which have been especially designed for people who are blind or partially-sighted. The cards have embossed features to allow the user to identify them, in addition to information in Braille regarding the customer service centre, including a helpline number in case any issues are encountered when using the card.

To provide real-time information to people who are blind or partially-sighted, **audible announcement equipment** has been installed in on-board coaches in Brittany and in the Highlands and Islands. In La Rochelle, loud speakers have been installed on-board buses and outside the buses announcing the service and destination of the bus when arriving at the bus stop. Cantabria provides information in Spanish and English at the bus station in Santander, the main transport hub for travellers in the region.

In the Regional Journey Planner developed in Brittany (www.breizhgo.com), a section is dedicated to **information about the accessibility of transport services**. This section differentiates public transport services with facilities for wheelchair users, people who are deaf or hard of hearing, people who are blind or partially-sighted and people with learning disabilities. Furthermore, the journey planner mentions when a trip is fully accessible, when both the vehicles and the stations are accessible.



www.breizhgo.com

Accessibility of Public Transport is an important issue in the Atlantic Area and the comparison of good practices implemented in Europe will continue to influence the development of more and more accessible transport networks and user information within START regions and beyond.

For further information on Accessibility issues tackled within the framework of START, please contact Ms Claire Coulibaly :

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or Ms Delphine Chaveneau :

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from the Lower-Normandy Region,

or Dr. Philip Barham, Expert on issues of accessibility for older and disabled people:

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Conclusions

Every region and city in START has implemented projects to make it easier to travel to, from, and around the Atlantic regions using environmentally friendly, collective modes of transport. The main co-operative element of the project has been the ambition to maximise recognition among travellers. To do this START adopted the customer-facing identity INTEGRA that was born as part of the INTERREG IIIB PARTNER project. The main outcome of INTEGRA brand is a journey assistant tool (www.integra-travel.eu) for travellers in the Atlantic Area and easy recognisable signage and integrated, multilingual and accessible information at key regional gateways.

The INTEGRA web portal aims to help travellers to prepare their journey and to make them confident on the different ways to reach the main interest places in their destination cities using collective transport modes. When travellers reach their destination the many regional and local transport and information initiatives implemented by START partners take over, and provide more detailed and context-specific support.

The regional and local initiatives encompass the full range of modes and travellers. Specific effort has been made to address the needs (and ambitions) of younger persons and persons who have a disability.

The START project has been made possible by the successful partnerships and exchange of experience between partners. For example, in the development of regional journey planners a co-operative approach has been key, and the exchanges in the project enabled good practice to be made available to others.

The START project has successfully deployed the latest variants of information technology, showing success in the use of real-time information, smart-phone applications and smart-ticketing systems. A series of reports on the activities, and recommendations, will be made available to organisations who wish to consult the experience of START partners for their own projects.

This infrastructure, information and systems rolled out during START are being well-used by travellers in the participating regions. Initial evaluation results are positive and are providing useful assessments of the benefits. Further data from the evaluation will be available in the Project's final report, due after December 2011.

The future of the START project lies in not only the expected local development and expansion of the initiatives deployed in START, but the opportunity for other cities and regions to join the START partners to develop the future of INTEGRA. START partners are keen for INTEGRA to develop and grow further. They are building the legal framework that will support the development of the INTEGRA concept. Join them in this development, and become part of the INTEGRA family!

Contacts of project partners

The START consortium consisted of the following 13 partners across the Atlantic area:

Spain

Fundación Centro Tecnológico en Logística Integral de Cantabria (CTL)

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