

# LinkingAlps

## Engagement of main stakeholders: the points of view about OJP

Linking Alps Final Event

20-21 September 2022, Aix-en-Provence



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# Introduction

Three different investigations were conducted for evaluate opinions and expectations related to transnational travel information services

1 - Current Uptake of Travel Information Services - Features and requirements of current JP users – Target: Commercial End Users (Deliverable D.T1.1.2)

2 - Travel Information Services Governance – Target: potential LinkingAlps partners (Deliverable D.T3.3.1)

3 - The Usage of Journey Planners – Target: End Users (Deliverable D.T4.5.1)

# Objectives

To collect **information about** potential OJP users' **features**, their **needs** and **requirements** for multimodal travel information services.

To collect inputs from **potential future adopters** outside the consortium in order to **define the organisational architecture: governance structure, regulative structure and financial compensations**

To collect inputs from **end user** about their **current ways to use JP** and their opinion about the adoption of a new one.

# Features and requirements of current JP users

## Stakeholders

Stakeholders were identified based on their current activity related to multimodal travel information provision and in particular to their current routing services.

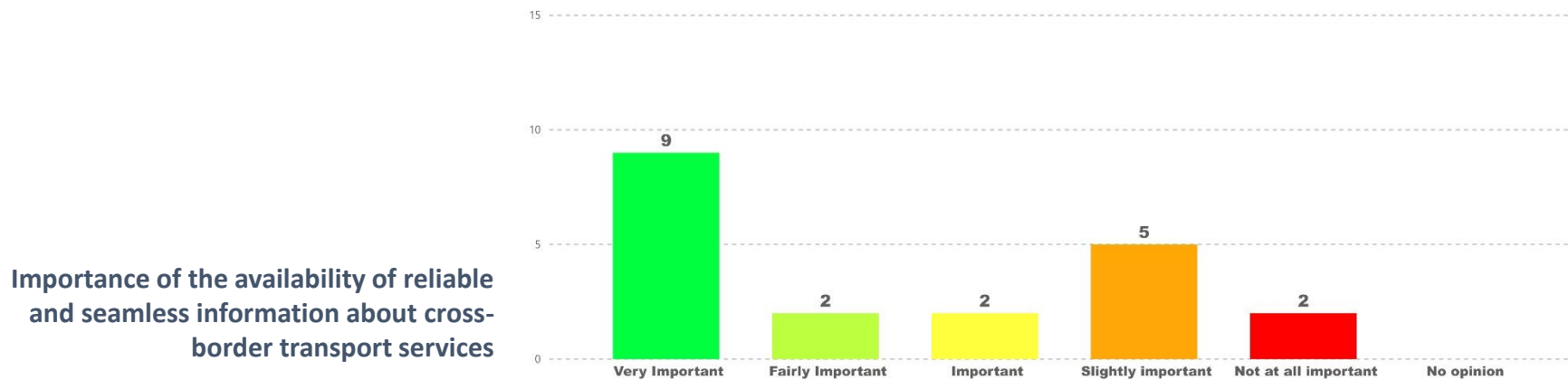
**20 companies** from **7 different countries** took part to the survey. Among them we can find different categories:

- **Public bodies such as regional or local Authorities** responsible for public transport regulation and management of touristic promotion;
- **Public transport companies;**
- **ICT companies**, mostly focused on providing technologies to third parties, often supplying customized solutions to multiple companies from different regions;
- **Mobility as a Service (MaaS)** providers, with a business based on the integration of various forms of transport services into a single mobility service accessible on demand.

# Features and requirements of current JP users

## Outcomes

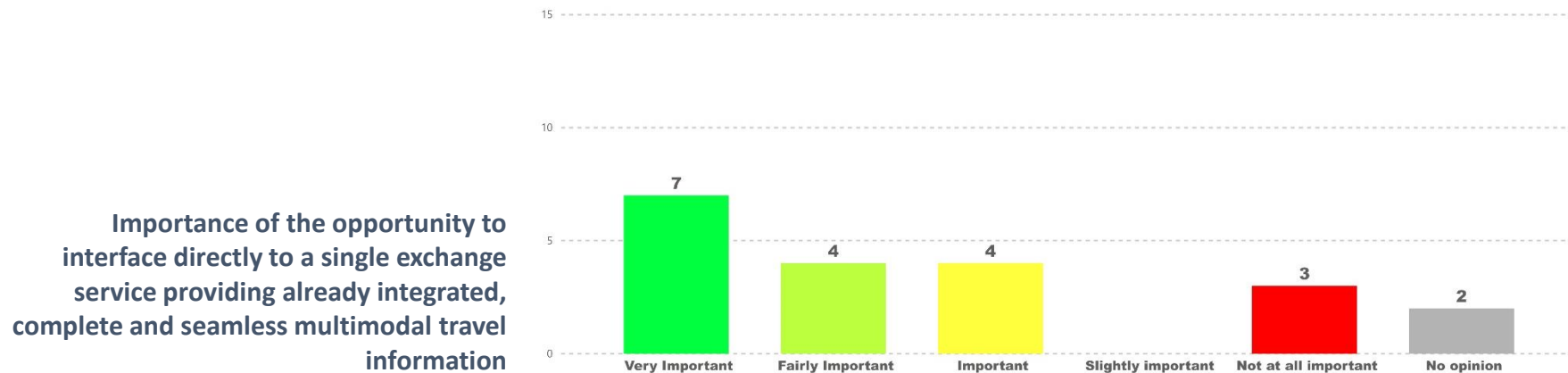
The availability of **cross-border travel information** has been highlighted as a relevant issue. In particular, **the availability of reliable and seamless information about cross-border transport services** results as a crucial topic that affects the future extension and development of the services. This information should have a **certain quality level** and should **include specific details on transport modes, ticketing and smart mobility services**.



# Features and requirements of current JP users

## Outcomes

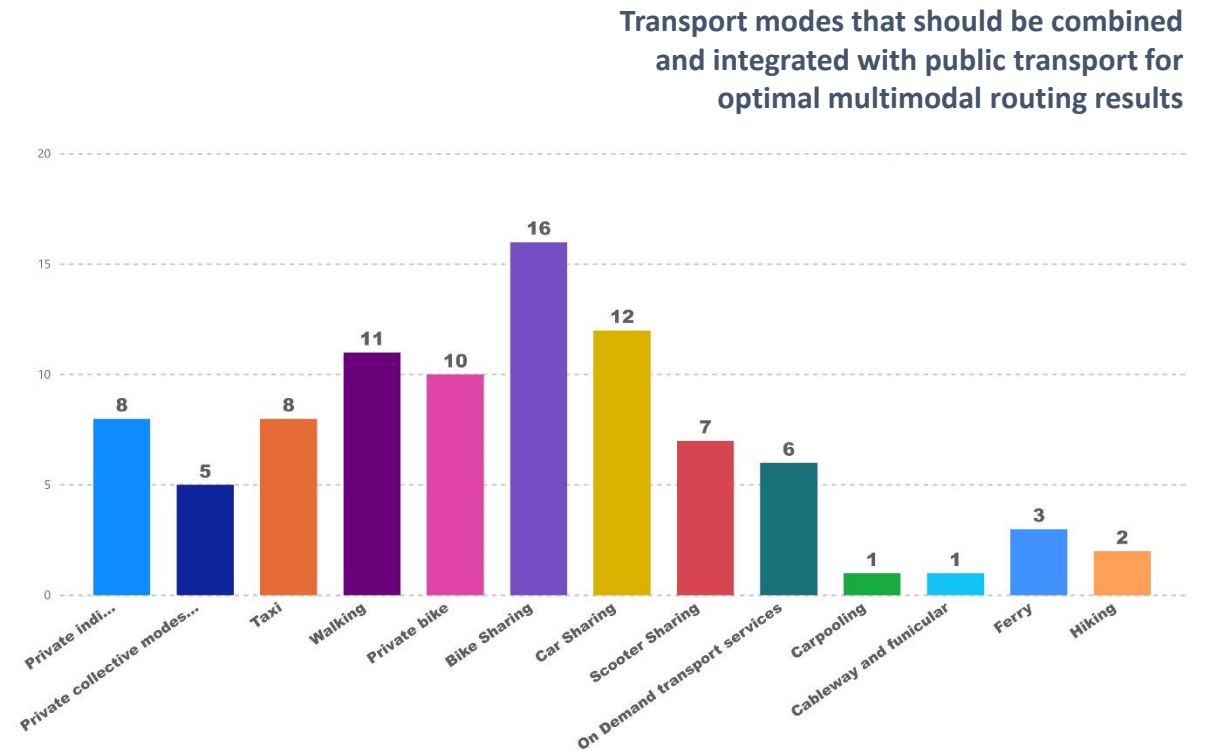
Companies mainly prefer to use a single mode for collecting data, or at least to combine similar technologies (e.g. computing interface). As a consequence, one of the main implications is that companies are very interested in the opportunity to interface directly to a single exchange service able to provide an already **integrated, complete and seamless travel information**, such as the LinkingAlps distributed system. Lower are the IT skills of the company higher is the interest in a complete and ready to use solution.



# Features and requirements of current JP users

## Outcomes

Although all services mainly base their business on public transport information provision, it's clear that they are looking for ways to meet the **new mobility needs** of their end-users. There is a more and more widespread interest in **adaptive services** and in particular in **micro-mobility, shared mobility services, on demand transport services and carpooling**. These are in fact the most relevant modes that interviewees would like to include in their services and to integrate in the multimodal routing calculation.



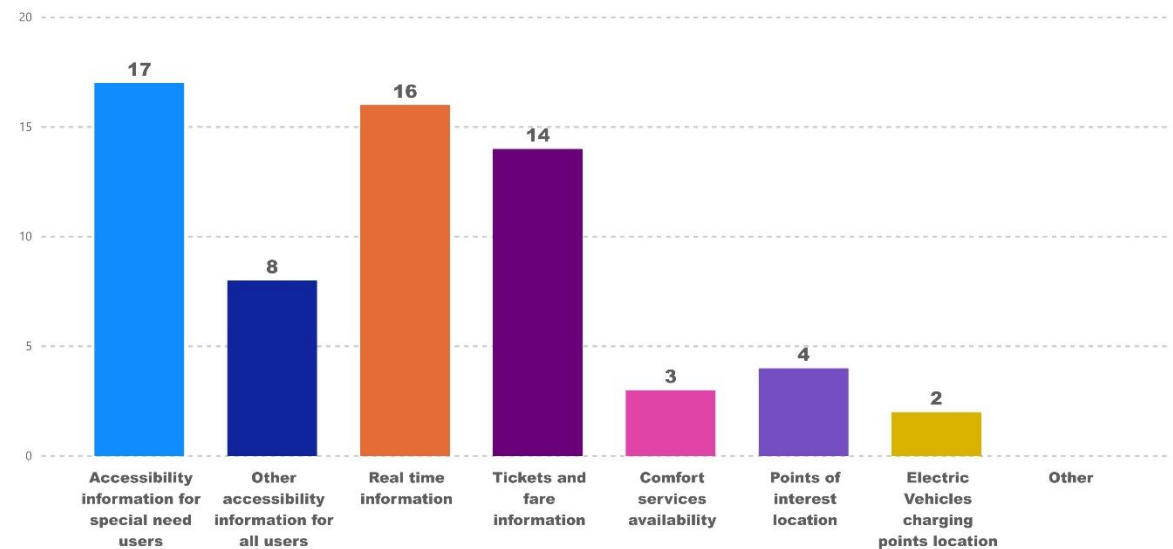


# Features and requirements of current JP users

## Outcomes

Additional information surely improve the attractiveness of the services, even if it is difficult to identify which information is the most relevant, given the different end-user needs of the interviewed service providers. However, multimodal travel information service providers point out that the availability of the accessibility information, in particular related to special needs users (e.g. presence of wheelchair ramps, stairs, lifts, barrier-free services), is extremely important.

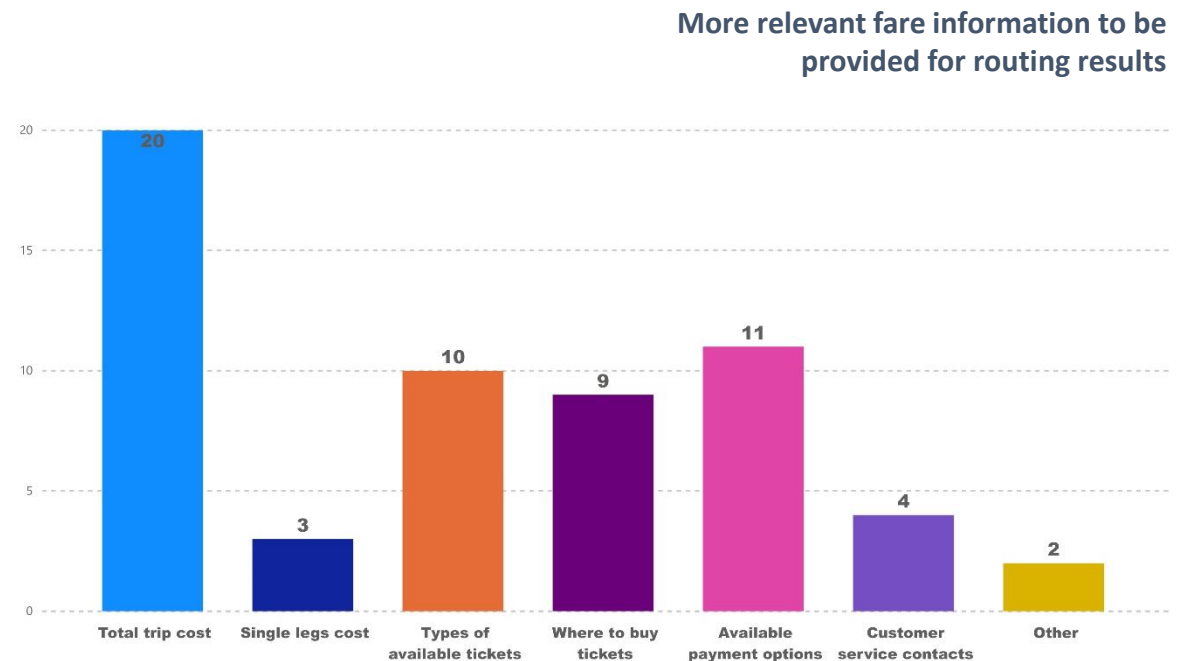
Relevant additional information that should be provided for each routing result



# Features and requirements of current JP users

## Outcomes

Even though ticketing and booking options are not a core objective of the LinkingAlps project and not supported by the LinkingAlps service, the survey's section related to tickets and fares returns an high interest on these aspects. The relevance of providing **the total trip cost** to the end-users has been highlighted by the majority of the respondents that, in general, consider the **availability of online ticket purchase** very useful for their end-users.



# Linking Alps Governance's consultation Stakeholders

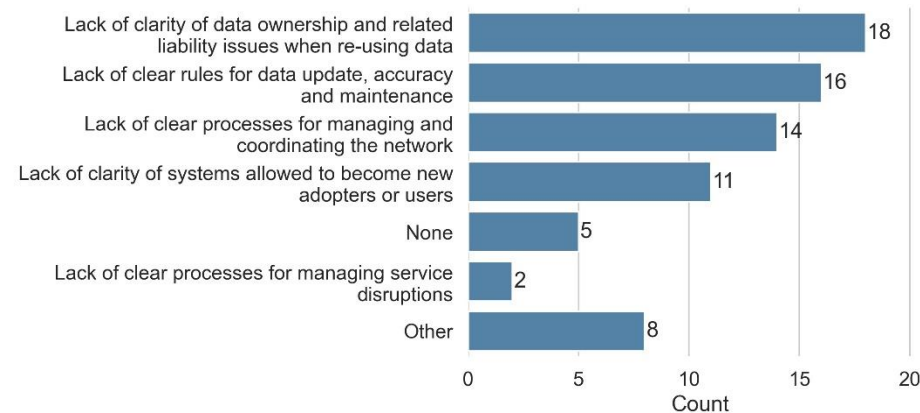
Stakeholders have been selected based on their current activity related to the travel information service chain, mainly within the whole Alpine Space area, but also in neighbouring countries.

**30 companies** from **7 different countries** took part to the survey. Among them we can find different categories:

- **Public bodies such as regional or local Authorities** responsible for public transport regulation and management of touristic promotion;
- **Public transport companies;**
- **ICT companies**, mostly focused on providing technologies to third parties, often supplying customized solutions to multiple companies from different regions;
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# Linking Alps Governance's consultation Outcomes

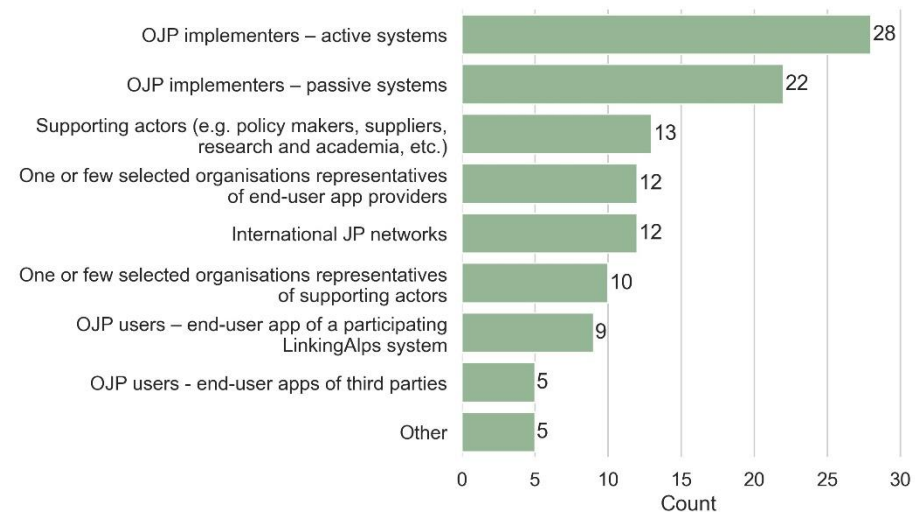
Some barriers are considered more relevant than others. The strongest ones are related to data's sovereignty and responsibility. In particular respondents highlighted the lack of **clarity of data ownership** and related liability issues when re-using data and the lack of clear **rules for data update, accuracy and maintenance**.



**Most relevant legal and organisational related barriers to participation in a network**

# Linking Alps Governance's consultation Stakeholders

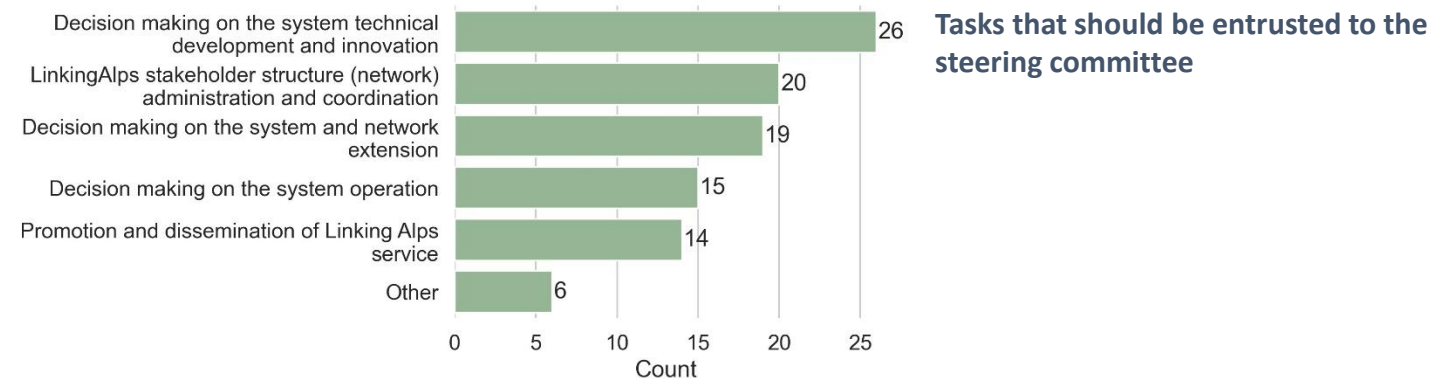
The majority of respondents share the need to include in the governance structure the OJP implementers, both active and passive, more than any other actor. In the same way, they believe that also a role within a steering committee with decision-making power is indispensable. Moreover, a relevant aspect in the governance structure composition is the **transnational coverage** that has to be assured.



LinkingAlps stakeholders needed in the governance structure to warrant an effective, resilient and professional collaboration for the operation of the LinkingAlps distributing system

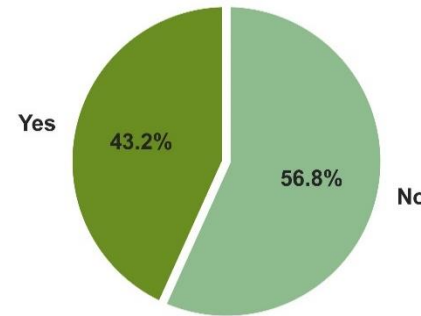
# Linking Alps Governance's consultation Stakeholders

The steering committee should manage several tasks within the Linking Alp network mainly related to the decision making on the system: its **development and innovation**, the **system operation** and the **network extension**. On the other hand, aspects like the **administration and coordination** of the network should be entrusted to a specific committee.

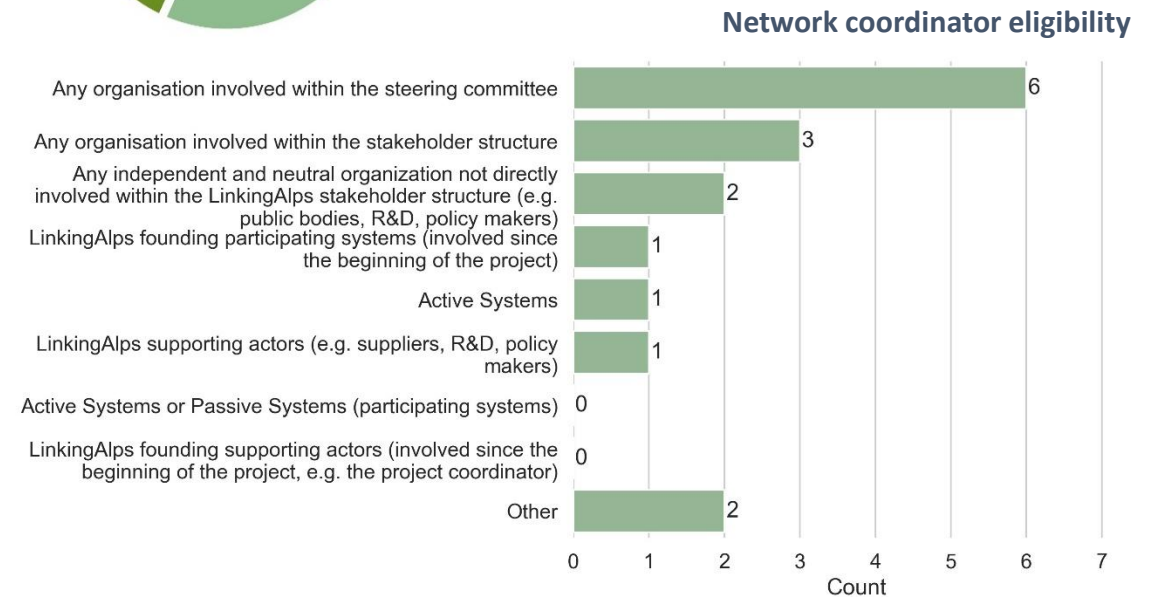


# Linking Alps Governance's consultation Stakeholders

The majority thinks it is **not needed a specific coordination role**. Among the ones that think that this role is needed the more common opinion is that **the coordination role of the network should be taken by any organisation involved within the steering committee**. Its selection should be done **via an election session** with voting powers extended to all the governance structure members or at least to the steering committee (members with operational decision powers). Selected **coordinator should remain in charge for 5 years**.

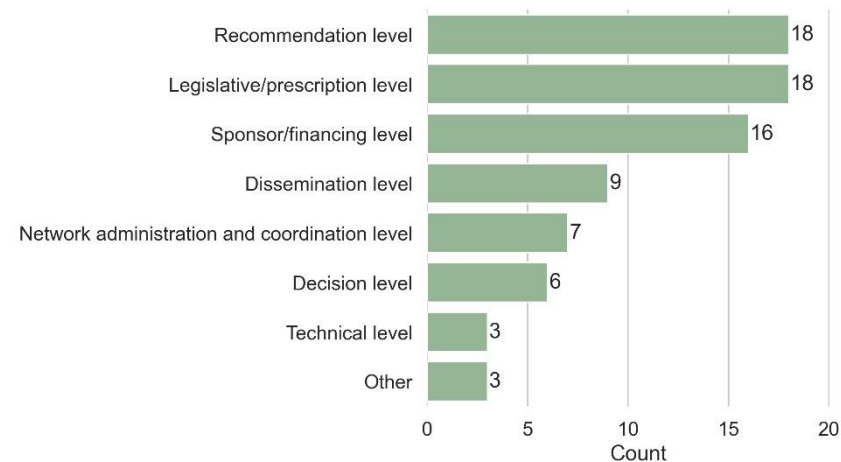


Is a specific single stakeholder, such as Network Coordinator, needed in the governance structure?



# Linking Alps Governance's consultation Stakeholders

The policy level (at EU/national/regional level) should be involved within the new distributing journey planning service mainly on different tasks: **recommendations, legislative aspects and prescriptions, sponsorship and financing.**

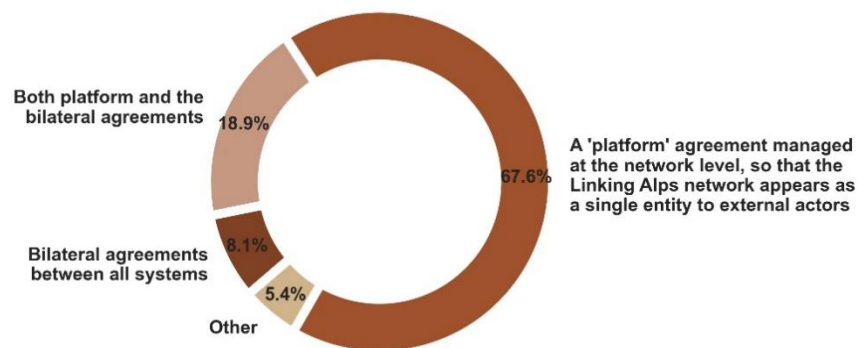


**Involvement of policy level (at EU/national/regional level) within the new distributing journey planning service**

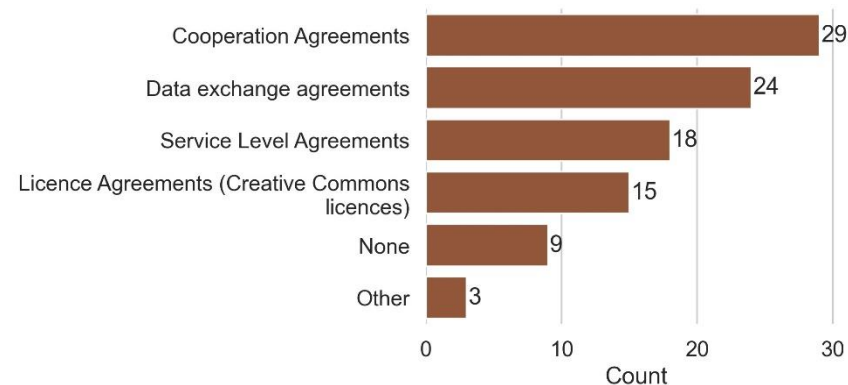


# Linking Alps Governance's consultation Stakeholders

A 'platform' agreement managed at the network level, so that the Linking Alps network appears as a single entity to external actors could be the right **regulative structure**. The agreement should relate to **cooperation** and **data exchange**, although the **service level** also looks relevant.



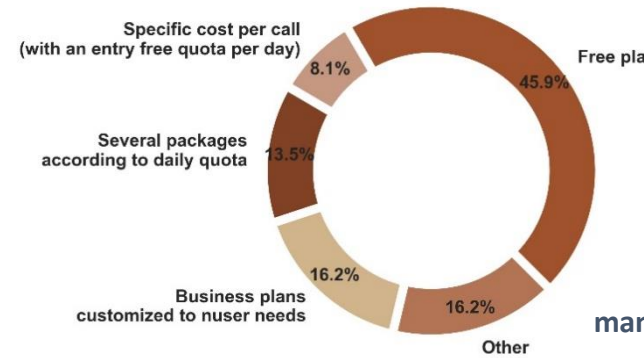
Necessary or most suitable regulative structure for the LinkingAlps network of Journey Planners



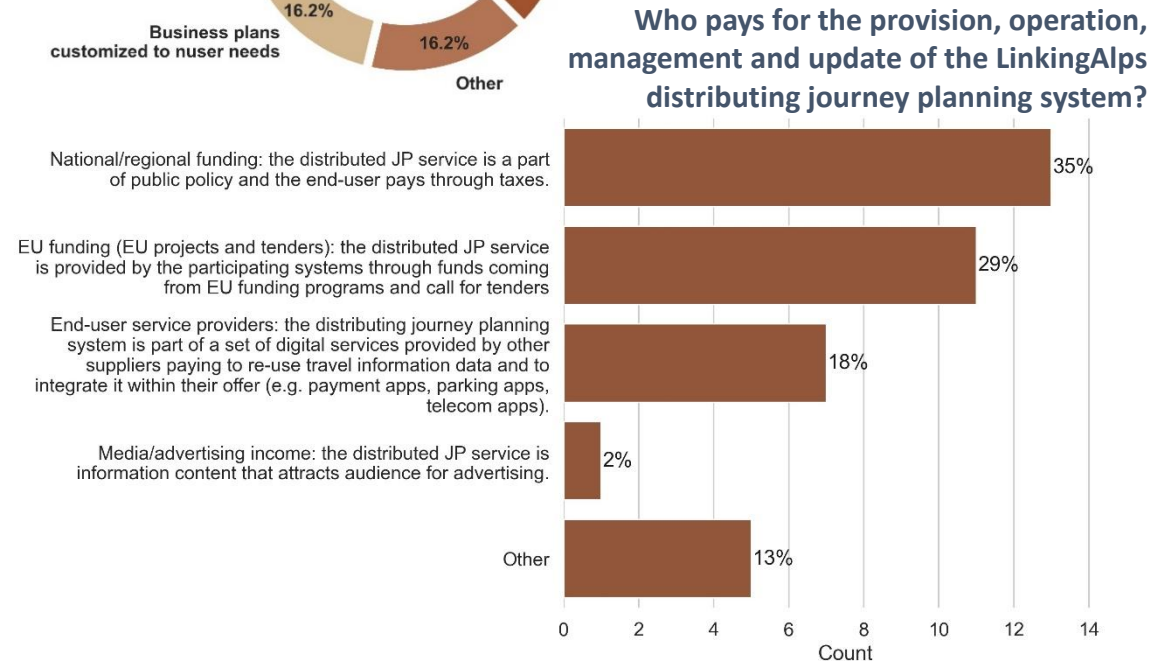
Agreements that should be managed at the network level within an overarching legal organisational framework

# Linking Alps Governance's consultation Stakeholders

The Linking Alps project should supply a **free API key plan**, while the **provision, operation, management and update** of the LinkingAlps distributing journey planning system **should be guaranteed by a National or regional funding** (since the distributed JP service is a part of public policy and the end-user pays through taxes) **or EU funding** (the distributed JP service is provided by the participating systems through funds coming from EU funding programs and call for tenders).



A reasonable API Key plan



Engagement of main stakeholders: the points of view about OJP

# Linking Alps Governance's consultation Stakeholders

On the same topic, some interviews return relevant outcomes, also considering the LinkingAlps project goals and vision.

- Some existing project for connecting different journey planning system across EU are known and distributed systems are recognized as more efficient in comparison with centralized ones. Nevertheless, many of these projects are very limited from a spatial point of view and are usually affected by discontinuity once the project is over.
- Several barriers (related to economics, legal or technical aspects) affect the participation in a network like Linking Alps. Data availability (in the right format and with an adequate quality level), their sovereignty, ownership and responsibility are among the stronger barriers. Related to data management also access and maintenance cost are a relevant issue. Moreover, the bureaucracy works sometimes as a barrier. Political turnover and different application of EU directives at local scale generate disharmonization.

# Linking Alps Governance's consultation Stakeholders

- Some measures could be implemented to improve the linking of different travel information services. Some technical aspects like creation of NAP are crucial for releasing a distributed system but also the standardisation of data formats is crucial as well. Moreover, communication and dissemination of existing activities could stimulate the harmonization among different services and projects, while the provision of promotional services as a compensation of data furnishing could work as a leverage for attracting new participants from both public and private sector.
- Linking of services needs to be **tackled at EU level**. Europe should assure continuity also in funding and consequently in developments of initiatives. Finally, EU should intervene and prescribe measures to help effectively link travel information services to increase modal & geographical coverage.

# Linking Alps Governance's consultation Stakeholders

- Local policy level (as well regional and national) should be involved in the network playing a role in fund raising and facilitating collaboration among different stakeholders
- Many aspects related to data are still a barrier to have an efficient and valuable system. The use of common data standards can help to enhance the consistency and the exchange of information, so it is really positive that NeTEx format will be mandatory soon. On the other end for many companies and mobility operator is still too complex providing data in this format. This aspect deeply affects the interoperability.

# The Usage of Journey Planners Stakeholders

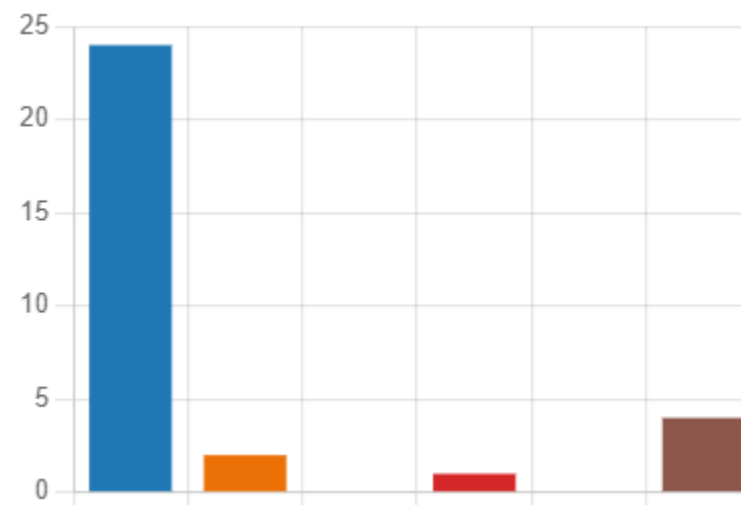
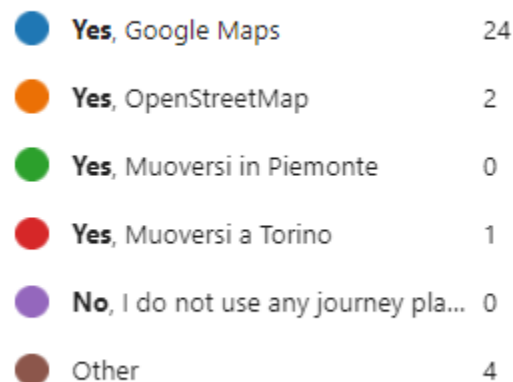
Participants to the local engagement activity organised within the WP T4 – A.T4.5 – (Raise citizens' awareness on journey planners) activities replied to a survey about this topic.

**30 people** from **4 different group of interest** took part to the survey. Among them we can find different categories:

- Citizens
- Commuters
- Disabled People
- Students

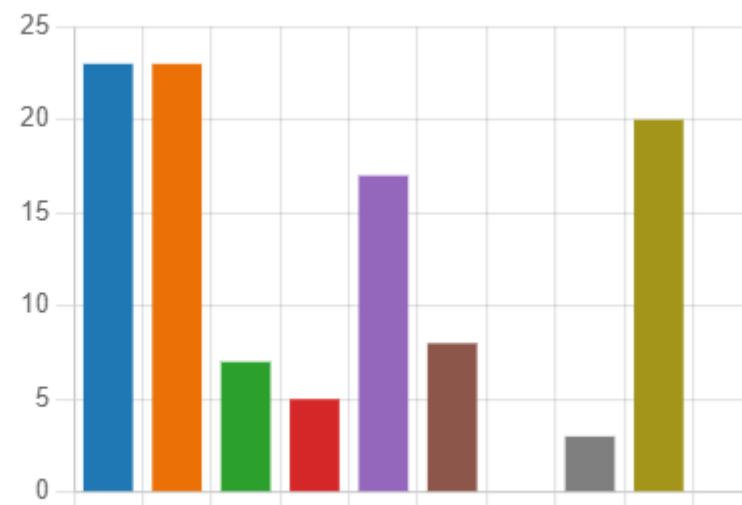
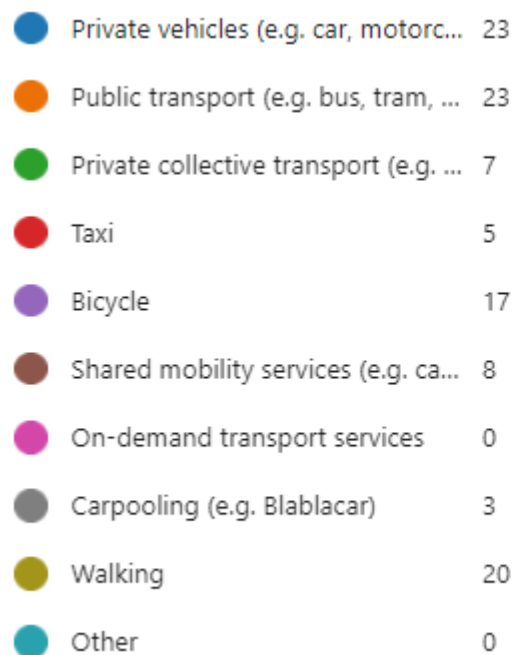
# The Usage of Journey Planners Outcomes

Although people knows different trip planning services offered via web, the majority of respondents are used to make their request via GoogleMaps



# The Usage of Journey Planners Outcomes

Private vehicles (e.g. car, motorcycle) and Public Transport are equally relevant from the point of view of respondents and walking is needful too. Bicycle is selected by 60% of respondents

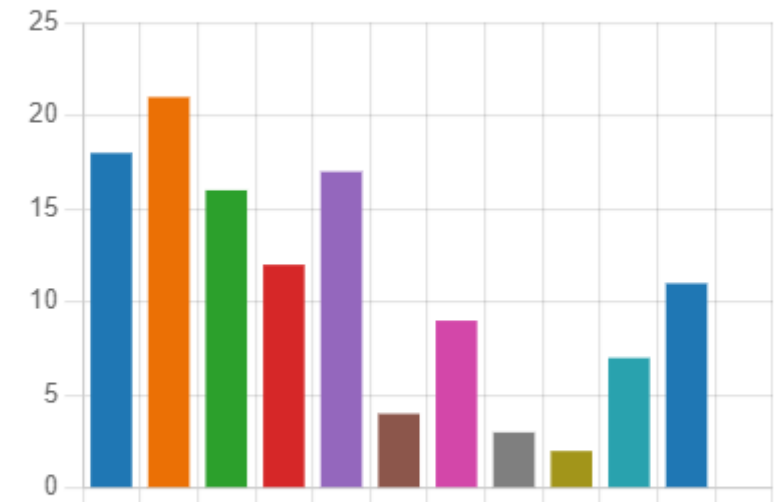
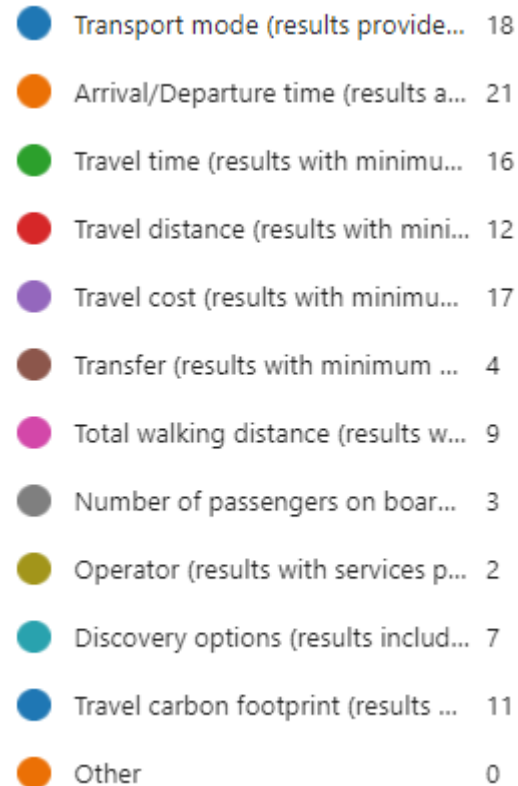




# The Usage of Journey Planners Outcomes

Arrival and Departure time are considered relevant aspect for filtering the routing options provided by a JP. Nevertheless some others are almost equally relevant: **transport mode, travel cost and travel time.**

Likewise **accessibility information for special need users and real time information** are relevant information to add in routing option description

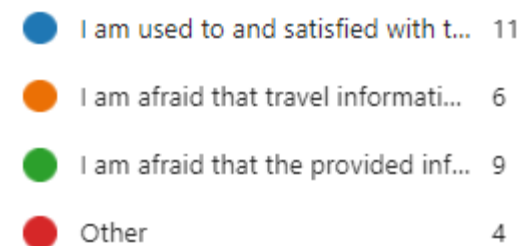
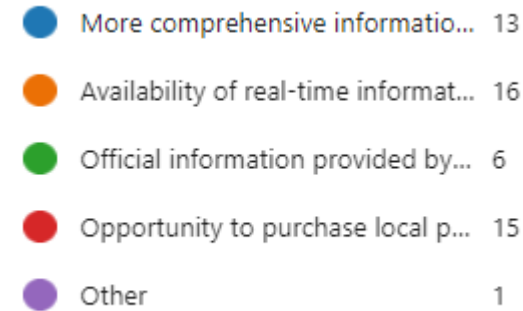


# The Usage of Journey Planners Outcomes

In general, a Journey Planner that is able to calculate **transnational and cross-border trips**, like the LinkingAlps OJP, is considered useful.

Nevertheless respondents would change their usual JP only for a new one with **more comprehensive information on transport modes, times and schedules** and **with availability of real-time information**.

The **level of satisfaction** with the JP that they currently use and the fear that the provided information has not an **adequate quality level** are the factors that drive users not to change their JP.



# Conclusions

Companies prefer to interface directly to a single exchange service and to have a single mode for collecting data. Data provided should take into account new mobility needs and in particular adaptive services. Additional information could srely improve the attractiveness of the services such as information about the total trip and the availability of online ticket purchase.

Linking Alps network should appear as a single entity to external actors. A steering committee should exist and should manage tasks such as development and innovation, system operation and network extension.

Linking of services needs to be tackled at EU level. Both, Europe and local policy level (as well regional and national) should be involved in the network playing a role in fund raising and facilitating collaboration

A transnational JP able to calculate transnational and cross-border trips is considered useful. Nevertheless it should provide more comprehensive information on transport modes and other very high quality information such as real time information in order to change the habits of current JP users

# Conclusions

All the information within this presentation are part of these official Linking Alps documents:

Deliverable D.T1.1.2 - Current Uptake of Travel Information Services - Features and requirements of current JP users

Deliverable D.T3.3.1 -Report on stakeholder consultations

Deliverable D.T4.5.1 - Guidelines on methodologies and strategies to engage current and new potential JP end users (W.I.P.)

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