PGI00208 – T.R.A.M. PROJECT

"Towards new Regional Action plans for sustainable urban Mobility"

3rd Interregional Thematic Workshop "Smart Technologies and ITS as key enabler for urban mobility"

March 15th, 2018 - Ancona (ITALY)

SUMMARY REPORT

Final

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1 INTRODUCTION

The TRAM project fosters the development of a competitive, resource-efficient and low carbon-oriented European transport system by improving the efficacy of regional and local policies on urban mobility in five geographical areas of the European Union. The strengthened urban dimension of regional and local policymaking is expected to facilitate the shift to low carbon economy – in line with the guidelines set out in the EU Transport White Paper, the Urban Agenda and the EU 2020 strategy.

In that regard, the project initiated in the second semester an interregional learning process in the five partner organisations of: Marche Region (Italy), the Public Works Agency of the Andalusia Regional Government (Spain), Region Blekinge (Sweden), North-West Regional Development Agency (Romania) and the Municipality of Miskolc City of County Rank (Hungary) and their local/regional stakeholders, with the purpose to identify accumulated practice within the three thematic areas of sustainable urban mobility: **Transport policies, Intelligent Transport Systems (ITS) for urban area and Low emission and green transport**.

One of the instruments for the Interregional learning process are so called interregional thematic workshops (ITW), which focus on the three improvement areas of sustainable urban mobility mentioned above. In combination with study visits to the sites of good practice in sustainable mobility, the interregional thematic workshops help exchanging the experience and finding solutions which can feasibly be incorporated in the mobility policies of the project partners.

Marche Region organized and hosted the third ITW, after the ones held in Karlskrona and in Seville. The workshop called “Smart technologies and ITS as key enable for urban mobility” focused on ITS solutions in line with the EU Flagship initiative “A digital agenda for Europe” for the implementation of ITS and other ICT-based technologies for traffic and

passengers' management. More specifically, the ITW on ITS focuses on technical solutions aiming at exploiting smart technologies and ITS as key enabler for urban mobility planning to create new opportunities for sustainable mobility by harnessing the intelligence of urban mobility system.

The ITW comprised the following activities:

- presentations featuring local/regional good practice in sustainable mobility from the partner areas;
- group work to identify key success factors and the potential replication for the presented good practices;
- panel discussion to wrap up and exchange highlights from the group work;
- final evaluation of the workshop quality via questionnaire forms filled in by the participants.

2 AGENDA OF THE DAY

Location *Regione Marche Headquarters, "Li Madou" building, via Gentile da Fabriano, Ancona (IT)*

Date March 15th, 2018

Time	Item
08:45	Registration
09:15	Welcome by Marche Region Angelo Sciapichetti, Regional Councillor - Infrastructure and transport
09:30	Introduction: Aims, activities and expected results of the Workshop Simone Franceschini (ISFORT), ITRE Expert Marche Region.
09:40	Presentations of Good Practices about Smart Technologies and ITS 1. **MyCicero** (PP1 - GP No. 05) Stefano Perilli, Responsible of mobility planning office at Municipality of Ancona, and Silvia Magnalardo, Internatonal Sales Manager at Pluservice Srl. 2. **The travel card in the metropolitan areas of Andalusia** (PP2 - GP No. 11) Isabel Fiestas Carpena, Project Manager og Public Works Agency of the Andalusian Regional Government. 3. **Macroregional Transport Action Plan by TransBaltic** (PP3 - GP No. 26) Mathias Roos, Team Leader of Regional development Region Blekinge. 4. **DRT Pilot Project – ZOO Bus-Line** (PP4 - GP No. 31) János Juhász, Director of the services and the operations management MVK Zrt. 5. **Traffic management system** (PP5 - GP No. 44) Rodica Ciurte, Head of Monitoring of Public Utilities Services , Zalau City Hall
11:20	Coffee break and organization of working groups
11:50	Working group activities: potential replicability of the presented solutions.

	Supervised by TRAM Interregional Team of Regional Experts (ITRE).
13:00	Plenary discussion – Q&A
14:00	Lunch

3 PRESENTATIONS OF GOOD PRACTICES

The whole-day event gathered representatives of the five project partner organisations, sustainable mobility experts as well as different stakeholders from the university, local and regional governments, and transport companies.

Each one of the five project partners presented a good practice which refers to smart technologies and ITS. The relevance of the practice was confirmed by ITRE Panel in the previous weeks. Each speaker had 20' minutes to present the practice, without time for Q&A.

3.1 Presentation 1. MyCicero (GP nº 05)

MyCicero, a multichannel and inter-operable technological platform supporting the development in a Smart Territory. It is a suite of evolved and innovative services for businesses and easy and prompt access for citizens.

In the recent years the product myCicero has been implemented by PluService, an Italian private company. IWithin myCicero it is possible not only to find information about the territory and the possible ways to discover it (e.g. museums, theaters, events, shows), but also to know the most convenient and fastest transport modes to reach such locations. It is a suite of evolved and innovative service, easily approachable and immediate for everyone that makes local, national and international information available in real time.

It is a tool that facilitates the access of every single subject to a community, it is easily customized on the specific requirements of users concerning the mobility, transport, car parks and limited traffic areas,

purchases and customer loyalty programmes, public utilities, accommodation and culture. All these aspects are accessible in remote mode – through the web – and on the move via smartphone, downloading a specific application.

The city of Ancona adopted MyCicero for two main services:

1. Payment for roadside parking since 2012; the main advantage is to pay the effective use (per minute), and extend the rest in case of necessity directly by the mobile app.

2. Purchase of bus ticket since 2015. Ancona Municipality implemented myCicero service on local public transport through its transport company (Conerobus / ATMA). Users can buy a bus ticket by the mobile app, and validate it on bus by a QR code.

MyCicero, facilitating access to payment services, reduces evasion. Thus, payment of car parking is simplified for short rest. Even the purchase of bus ticket is simplified so travelers have less excuses for not buying the ticket. Furthermore, myCicero makes public transportation more accessible, providing to users an easy way to search for best travel solutions and buy the ticket.

From the experience of Ancona on MyCicero system use, the Municipality improved the knowledge of the new technologies applied to mobility sector, saving resources for the management of activated services. This allows to reach higher levels of effectiveness and use the saving resorces for other initiatives.

The analysis of data generated by myCicero platform made it possible to know the characteristics of users; Conventions and promotions have been activated at certain period of the year (Christmas, etc.) or for particular categories of users (university students, etc.)

The Municipality of Ancona is considering to extend other services that can be linked to myCcero platform, such as car / bike sharing or taxi service fees.

Figure 1 One platform, many channels, many features and services

Figure 2 Options for integration of different services

3.2 Presentations 2. The travel card in the metropolitan areas of Andalusia.

Law 2/2003 governing urban and metropolitan transport of travelers in Andalusia establishes the creation of the Metropolitan Transport Consortiums, with the necessary powers to guarantee the efficient operation of the transport system, granting, among others, powers such as coordination and services control.

Among the measures adopted by the Transport Consortia of Andalusia regarding the tariff framework, It has been incorporated a travel card that can be used in all modes of metropolitan transport in all metropolitan areas of Andalusia.

The use of this travel card improves the commercial speed of the services, facilitating, in addition, the modal interchange.

The solution proposed in this practice is the way in which Andalusia has put into service the transport card of the Consortium, which can now be used as a transport ticket in the network of Metropolitan Buses of Andalusia, Seville and Malaga subway, in The metropolitan maritime lines

of the Bay of Cadiz, as well as for the bus-bike service, and as a means of payment in the commuter services of the railway operator RENFE

In this way, citizens benefit from significant discounts and advantages when using the unique card in their metropolitan journeys.

In addition, the consortium cards are interoperable both in recharge and cancellation, being able to travel and recharge in any metropolitan area regardless of the issue of the card.

This transport card, based on contactless chip technology, can be used in all metropolitan areas of Andalusia with Integrated Tariff System, and can be purchased at any of the authorized points of sale in all municipalities.

The travel card made public transport more attractive to potential travelers by easing and speeding up the transport card buying process and the access to discounts is part of the promotion measures aimed at increasing the use of public transport. In 2015, there were about 1.3 million of issued travel cards, about 2,000 sale points, about 4.8 million of operations at sale point, and about 200,000 travellers used the card outside the metropolitan area where the card was issued.

Figure 3 The travel card allows users to travel in the nine metropolitan areas of Andalusia

Figure 4 The travel card allows users totravel by different means of transport

3.3 Presentation 3. Macroregional Transport Action Plan by TransBaltic.

The Macroregional Transport Action Plan (MTAP) is a strategic document developed in 2012 (with an update in 2014) by the Interreg Baltic Sea Region Programme project TransBaltic in cooperation with other transnational and cross-border projects in the Baltic Sea area. It attempts to facilitate the development of a sustainable multimodal transport system in the Baltic Sea Region by setting a vision for such a system in the year 2030, proposing an optimum scenario (path) to achieve it and laying down several so-called policy actions, instrumental in following this path.

At that stage, the approach was innovative as it addressed the problem of uncoordinated development of national/regional transport policies across the borders, with a lack of macroregional thinking.

Another problem addressed was that the strategic transport policy documents used to be designed from a pure public perspective. The principle adopted in the MTAP is that the policy actions shall not be theoretical but be based on concrete investigation and demonstration work by TransBaltic and the cooperating projects, done together with transport and logistics business stakeholders. The MTAP is therefore to serve as a pro-active and future-oriented policy support instrument for the public authorities at various governance levels, but it also requires active transport and logistics stakeholders' involvement.

Among the different policy actions, nr. 12 indicated the need to facilitate a harmonised traffic information framework via Intelligent Transport Systems. The action led to a pilot case focusing on advanced transport system analysis using satellite based Synthetic Aperture Radar (SAR) for transport system analysis

The joint project was found a good instrument to employ a macroregional thinking in transport at the local/regional level. Still, it was found necessary to create a follow-up project on how to use multi-level

governance schemes for aligning transport policies at various levels and for incorporating the business (market) dimension in the policy planning and implementation – in order to address the shortcoming of low involvement at the national level.

Figure 5 Final deliverable of the Action Plan

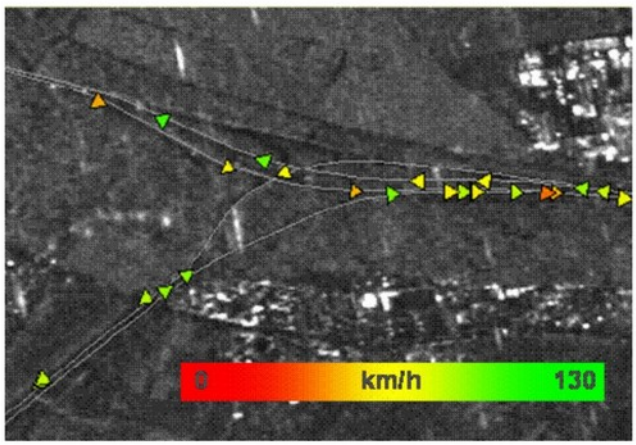

Figure 6 Illustration of the advanced transport system analysis based on Synthetic Aperture Radar

3.4 Presentation 4. DRT Pilot Project – ZOO Bus-Line.

The aim of the project was to ensure the adoption and use of a Demand Responsive Transport system and to operate economically within the public transport system. The DRT pilot project within the ATTAC project had two realization sections. In the first section (13.05.-16.06.2013.), the planned DRT pilot project would be available on 4 bus lines (3A, 21, 24, 31), but the locals reacted poorly to the planned changes that aimed the reduction of the schedule on existing lines. So the public transport service provider decided not to start the DRT. In the second section (17.06.-22.09.2013) there were four routes, but other bus lines and a new line (3A, 21, 20, ZOO) where the DRT service were available. The two pilot projects revealed that the ZOO bus line was the most successful (during the pilot time the numbered DRT buses delivered 4333 passengers, while the buses on the ZOO line transported 3838 passengers in 2013). Since then this bus

route has been functioning as DRT service every year from spring to autumn.

Passengers must notify the dispatcher about their intention to travel on a phone at least 30 minutes before the departure of the bus. When the pilot project has been introduced, the biggest difficulty was the use of the DRT lines, which could be attributed to communication error, as the population was not adequately informed about the new services. During re-launch of DRT, notable efforts were dedicated to communication toward citizens, so passengers became aware of the new DRT services introduced by the local transportation company as a new scheme of public mobility. This DRT bus service line fits the increased transport needs of the population and tourists. The ZOO line delivers passengers to a tourist attraction. The ZOO Bus Line commutes in a relatively short run (6.7 km).

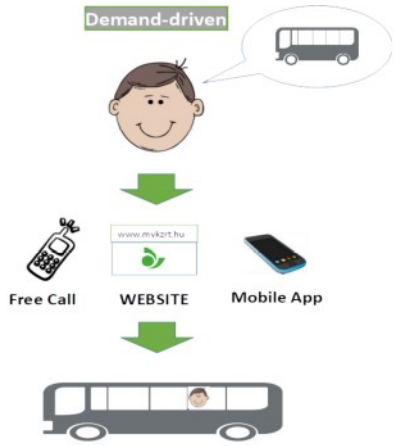

Figure 7 Accessibility from different platforms

Figure 8 Zoo line DRT route

3.5 Presentation 5. Traffic management system in Zalau.

The good practice refers to a traffic management system aiming to reduce congestion on the main transport axis in the city of Zalău. The main axis has a length of 3.5 km and includes 11 junctions linked to the traffic management system. Traffic lights on those junctions are synced according to the data collected through inductive loops. All the data is sent

to a control center where the model is controlled by the employees of the local administration.

3.5 mil euro where the approximative financial resources needed for the implementation of the project. 80% of funding needed was covered by the EU under the Regional Operational Program (ROP). Additional funding is supported by the local administration to cover expenses with employees.

Two main difficulties arose after the implementation:

1. The law enforcement module could not be used to an inappropriate legal framework, local police can't fine drivers exceeding the speed limit as data measured by the system is not certified.

2. The main positive effect of the traffic management system was seized on the secondary roads while most drivers where using the main axis. Therefore, a large part of inhabitants did not consider that the system brought any improvements on the traffic conditions. This is also because after implementation the numbers of vehicles passing the main axis increased significantly. So even if the traffic management system managed to improve travel time and reduce congestions, with the increasing number of cars using the main axis, these benefits were not so visible anymore. However, several indicators reported very significant positive benefits as reported in the following table

Table 1 Indicators of impact for Traffic Management System

Indicator	Value
Total delay(h) reduction	26%
Delay/veh(s) reduction	48%
Travel time/veh reduction	30%
Average speed (km/h) increase:	70%
Total fuel consumption reduction	30%
Emission reduction	20%

Figure 9 Displays at the traffic control center

Figure 10 A surveillance camera for the traffic control system

4 WORKING GROUPS: LESSONS LEARNED.

After the five presentations, ITRE Experts arranged and conducted four different working groups to discuss relevant questions for transferability and policy learning. Participants chose the group they wanted to join according to their interest. Each speaker attended the working groups dealing with the related presentation. Two practices (GP05-MyCicero, GP11-Travel Card in Andalusia) were joined because related to the same topic: smart e-ticketing.

Table 2 Working groups and associated presentations

WG	Practices
WG1	• GP No. 05 Ancona Municipality – MyCicero (IT) • GP No. 11 The travel card in the metropolitan areas of Andalusia (ES)
WG2	• GP No. 26 Macroregional Transport Action Plan by TransBaltic (SV)
WG3	• GP No. 31 DRT Pilot Project – ZOO Bus-Line (HU)
WG4	• GP No. 44 Traffic management system (RO)

4.1 Highiights from Working Group 1

Q1. What is the potential impact of the practice on the environmental, social, and economic dimensions of your context?

The essential advantage of e-ticketing is the possibility to make public transport more appealing. This is the short-term advantage of e-ticketing. In addition, participants discussed other potential benefits which might be achieved soon. First, the possibility to have structured mobility data about transport behaviours and networks. The main challenge about this aspect is to reduce the complexity for the users, because such data would require a complete knowledge about each trip and means of transport, something that would require users to validate the ticket every time getting on and off from a line. In the future, geolocation and other techniques might avoid such harnessing to users. Second, e-smart ticketing might include dynamic

pricing system where fares change accordingly to specific transport and environmental conditions. In this way, smart e-ticket would encourage users to choose specific routes or means of transport that are more sustainable according to the specific and changing conditions of the transport network, thus allowing a better optimization of the level of transport services.

Q2. Which are the success factors which need to be replicated to have a successful implementation of this practice in your context?

Simplicity was a key success factor for the two practices. Simplicity refers to both final users and public operators. In the first case, simplicity means only a transaction for a trip. In the case of Andalusia travel card, having only a transaction was the result of the integrated fare system within the new transport consortium. In the case of MyCicero, where fare integration was not present, the system allows users to buy several tickets with only a transaction, and the platform provides a clearing house system. In both cases, users experience only a transaction which provides either a single ticket (Andalusia case) or multiple ones (MyCicero).

Simplicity is an essential key factor also for public transport operators. In both practices, public operators did not need to run several ticket systems at the same time. In the Andalusian case, the consortium was in charge of the ticketing system, and the travel card is available also for tourists and other sporadic users as well. In the case of MyCicero, the private company – PluService – who provides MyCicero takes the management of the whole ticketing systems – not only the electronic one – so that the transport operator can rely only on a unique ticket information system.

Q3. Can you identify the elements, including the policy framework, which need to be adapted/modified to your context?

The two practices rely on two very different legal frameworks which make clear the possibility to implement e-ticketing in different contexts. The

Andalusian travel card is essentially a public-led strategy based on the creation of a consortium which was expected by the law. MyCicero is essentially a business-oriented model in which a private company provides public authorities with a ticketing service after winning a public tender. MyCicero provides its service under a specific contract between public transport operators and the private company. Both cases highlight that smart ticketing can be the result of either public or public-private oriented approaches, because different legal frameworks can be implemented according to the specific local conditions. In both cases what matters is the capability to design and run complex information systems which are essential to provide simplified but advanced multi-channel tickets solutions.

Q4. Would the adoption of the practice improve the policy instruments in your context?

The possibility to improve the policy instrument relies on the capability of smart ticketing to provide advanced information on traffic and passengers flows and networks, so that data can be collected and analyzed to improve local mobility programs and policies. However, the capacity to analyze data requires a further step (and new competences) in respect to the basic service that is to provide a unique and simplified ticketing system for users.

4.2 Highlights from Working Group 2

Q1. What is the potential impact of the practice on the environmental, social, and economic dimensions of your context?

The practice addresses a key issue in joint transport system development. That is the lack of policy coherence, over administrative levels in society (local, regional and national) as well as over geographical borders.

Especially over borders, laws and regulations can differ which sometimes makes it impossible to work with joint solutions.

Q2. Which are success factors which need to be replicated to have a successful implementation of this practice in your context?

All countries around the Baltic took part, either as full partners or as associated partners. Many of the partners had support from their national level (ministries and/or authorities). Key industry players were also taking part from the beginning, players that saw the added value of more policy coherence over administrative borders. This was one key success factor for achieving a joint initiative, to bring as many of the key players and stakeholders to one table (i.e. the project). This would not have been achieved without an experienced added value for the partners taking part. This factor, gathering all the relevant partners, is transferrable to other regions.

Q3. Can you identify the elements, including the policy framework, which need to be adapted/modified to your context?

Some concerns arose about the different level of maturity of national and local/regional cooperation that occurr in different countries.

Q4. Would the adoption of the practice improve the policy instruments in your context?

Developments in multi-level governance is increasing the need for more policy coherence and more qualitative dialogue between levels in the public sector and between public and private organizations. Finding common incentives is key (e.g. creating a more sustainable future). An understanding of multi-level governance is a key factor in creating good,

lasting policy recommendations. To conclude, such approach is useful where policy instruments need to build a way to manage multi-level governance which is a factor of complexity in several project partners.

4.3 Highlights from Working Group 3

Q1. What is the potential impact of the practice on the environmental, social, and economic dimensions of your context?

During the group work all the participants from different regions – Italy, Spain, Sweden, Romania and Hungary - agreed that DRT (Demand Responsive Transport) system can be implemented and that it is a kind of service that worth it. The focus of the DRT pilot project in Miskolc was on flexibility (size of the vehicles, schedule) and and along with there comes the increasing number of DRT passengers.

Environmental impacts: the DRT service and its usage can reduce locally the number of private car users. It is a big advantage when the public transport provider can guarantee less polluting vehicles on DRT lines.

Social impacts: To educate the local population about the advantages of the change throughout the process is very important, it can lead to the increasing number of passengers. Communication plays a key role even before the service will be introduced.

Economic impacts: To identify the economic dimension of the DRT is very complex. According to the experiences in Miskolc, in financial terms it is not a great deal for the public transport service providers. The financial return depends on the requested demands.

Q2. Which are the success factors which need to be replicated to have a successful implementation of this practice in your context?

In the DRT pilot project the main succes factor is **flexibility** and **communication**.

Flexibility - Offering a more flexible service in public transportation such as size of the vehicle depends on the demands, flexible routes can be defined. Everyone has to have the opportunity in daily travel for transport vehicle alternatives. DRT system must be the alternative of private cars. DRT could be a part of the solutions that lead to a more sustainable transport system but it is important to see the whole picture and think on system level. DRT can increase the percentage of multimodality in case the whole public transport network become more attractive and competitive to private cars. There is a need for variety of solutions to get flexibility. During the group work, the participants suggested to take into account the idea of flexible routes in Miskolc.

Communication – It is very important to inform the people about a new service and to put special emphasis on the positive affects of the service. In a DRT system is is also very important to take into consideration the feedbacks from passengers and to respond them.

Q3. Can you identify the elements, including the policy framework, which need to be adapted/modified to your context?

The most important elements that should be identified about policy framework are the procurement processes.

It is a big priority to focus on the demands of the public. The service can be succesful if it follows a bottom up dynamic.

Educating the locals, communication campaigns also have to be implemented for raising awareness and to impact behavioral changes in mobility patterns. Besides, increase the political courage is important in more regions context.

Further suggestions: to create new website, develop application, take the DRT service incorporated into google maps.

Q4. Would the adoption of the practice improve the policy instruments in your context?

In policy frameworks there has to be an average balance between advantages (discounts) and disadvantages (fees). For example in city context, if the drive to the inner city is going to be possible after the payment of a fee can increase the percentage of public transport services especially the demand for DRT. To reach flexibility it might be necessary with changed financial systems that leads to changing the policy instruments.

Cooperation between urban and interurban public transport providers would be also a positive outcome. Furthermore, cooperation between public and private companies (e.g. taxi service providers) can increase the success of DRT.

4.4 Highlights from Working Group 4

Q1. What is the potential impact of the practice on the environmental, social, and economic dimensions of your context?

The traffic management system used by the Municipality of Zalău managed to lower congestion and therefore reduce the total delay of vehicles passing through the main axis of the city. This project achieved the decrease by 20% of emissions while de fuel consumption was lowered by 30%. Therefore, the potential impact of the project is rather high as it significantly reduces travel costs (less fuel and time spent in traffic) while also lowering the amount of emissions. However, by reducing congestion and travel times, more people were encouraged to use the private car for daily trips, which significantly increased the traffic flows. Due to this increase, the positive effect of the traffic management system is today much lower that after its implementation.

Q2. Which are the success factors which need to be replicated to have a successful implementation of this practice in your context?

Before installing any traffic management system, it is essential to have a in depth assessment of a city's needs. This kind of project is not necessary in every city, as it was highlighted during the workshop. In the case of Zalău, which has just half of a ring road, where freight still crosses the city and a north south axis takes over most of the traffic a traffic management system was the right thing to do. This was the best possible option to make this main transport axis of the city be more efficient. After the ring road is finished, the north-south axis can be reshaped.

After deciding to implement a traffic management system it is essential to have staff of local administration trained to use the software. It is preferably to have people that are open or more interested regarding technology. Also, it is very important to always look for latest updates for the software acquired for the traffic management system.

Q3. Can you identify the elements, including the policy framework, which need to be adapted/modified to your context?

The main elements that will vary depending on the policy context are those related to the use of data. In the case of Zalău it was impossible to use pictures from the CCTV cameras to fine drivers for breaking the speed limit. However, it was possible to used pictures and video material as evidence in court. In some countries there might be legislation that doesn't permit the operator to store and use any information regarding licences plates. In other cases, legal framework is more permissive and there this system can also be used for fines.

Q4. Would the adoption of the practice improve the policy instruments in your context?

The adoption of the project helps gathering additional traffic data which is essential for measuring the impact of other urban mobility projects. Also, it is a basic software that can be upgraded to include other useful tools like prioritisation of public transport or cyclists.

5 PANEL DISCUSSION AND Q&A SESSION: LESSONS LEARNED

The Panel discussion included two main activities. First, ITRE Experts reported the main findings of the working groups. Second, it included the Q&A session where speakers and participants could debate and reflect on the identified issues. The rest of this section reports some additional findings in respect to those already highlighted by the group working session.

MyCicero and **Andalusia Travel Card**. The discussion about dynamic pricing related to smart e-ticketinig arose issues about the political framework which is needed to give legitimacy to such approach. For example, some participants highlighted that there might be no political willigness about solutions which force either steer users towards specific behaviours and choices. Consequently, dynamic pricing system might first require a clear political discussion and guidance about the boundaries in which such system can be devloped.

Macroregional Transport Action Plan by TransBaltic. Envisioning future scenarios together with private operatos might be considered an interesting innovative policy to help private companies to understand the futue competences required by a changing world. This element might be essential in case of which local contexts do not contain the required competences in need to develop new smart mobilities project. Therefore, policy partners are envisaged to consider such approach whether they think that there is a need to activate private stakeholders towards the construction of new compentences and services. However, the transBaltic program seemd to have a clear benefit in the context of cross-border cooperations where common policy instruments lack. When the focus scales down at the local and regional level, it might occurr that the benefits of such approach are already fulfilled by specific local or regional

policies which include a common envisioning of future and coordination of different policies.

DRT Pilot Project – ZOO Bus-Line. According to the presented practice, it is clear that positive communication plays a key role during the implementation of a new service, especially when it depends on the demands of the local people. In respect to other DRT system, the case integrated taxi driver in the initial stage of the service, but the agreement was not confirmed in the provision of the new service. It is interesting to better understand under which conditions such DRT system might ally with taxi drivers or other very flexible private services, and which benefits and risks might be perceived by such categories of stakeholders once DRT systems are implemented. Besides the flexible size of vehicles, there is potential to implement flexible routes in the DRT system, as it has been introduced in Camerino.

Traffic management system in Zalau. The presented experience proved being successful in terms of achieved indicators. However, it was showed that drivers were unsatisfied by the system. To build political legitimacy to such system, it is important to clearly show the benefits for the different type of users. In addition, during the period of implementation of such system, traffic flow has increased, and it is unclear if that was the result of improved traffic condition because of the advanced management system. Such dynamic might be not favourable if the purpose is to reduce the use of private cars in urban centre. Such possible negative feedback might require a better coordination with other traffic calming or restricting policies which aim at avoiding the increase number of circulating car. To do that, it is therefore essential to set very clear goals about the aim of the TMS.

6 THE PERCEPTION OF THE WORKSHOP. LESSONS LEARNED

The questionnaire forms distributed among participants have allowed evaluating the presentations, the group works and the panel discussion. 19 questionnaires were gathered.

(rate from 5 very agree to 1 disagree)	**Overall evaluation**
The ITW was well organized	4.79
The stakeholders actively participated the programs during the ITW	4.42
The aims set out for this ITW were reached	4.37

(rate from 5 very agree to 1 disagree)	**Group Working**	**Panel Discussion**
People participated actively in the panel discussion	**4.81**	**3.84**
Suggested key success factors can be generally useful in the regions / cities	**4.71**	**4.37**
Solutions have been found for the presented missing opportunities	**4.5**	**3.84**

(rate from 5 very agree to 1 disagree)	**PP1**	**PP 2**	**PP 3**	**PP 4**	**PP 5**	**Average**
Suggested good practices are actual	4.67	4.67	4.38	4.44	4.1	**4.45**
The practice is useful to be implemented in your region	4.74	4.53	4.05	4.22	3.9	**4.29**
The expected objectives have been achieved	4.35	4.48	4.33	4.28	4.14	**4.31**

Impacts (4 very positive to 1 negative)	PP1	PP 2	PP 3	PP 4	PP 5	Average
Social dimension	3.76	3.95	3.43	3.47	3.19	**3.56**
Environmental dimension	3.24	3.38	3.43	3.53	3.62	**3.44**
Economic dimension	3.57	3.71	3.62	3.26	3.14	**3.46**

Other questions (4 very positive to 1 negative)	PP1	PP 2	PP 3	PP 4	PP 5	Average
You can identify the key success factors which can explain the successful replicability to other contexts.	3.85	3.7	3.45	3.44	3.57	**3.6**
The difficulties that you would encounter are similar to the ones that have been studied.	3.42	3.35	3.06	3.33	3.4	**3.31**

In general, the attendants have agreed that the interregional thematic workshop was well organized and was quite interesting in terms of the interchange of knowledge and practices experiences. All the proposed activities (presentations, group working, and panel discussion) obtained positive results, with a special attention to group working, generally considered as the most relevant moment to interact and exchange opinions. Some doubts arose about the lack of Q&A session right after the presentation. However, we made clear -during the workshop – that such session was designed but the need of some participants to leave earlier led Experts to move the Q&A at the end of the day, during the Panel Session.

All the five presentations achieved positive feedback, confirming that the practices were actual and worth to be considered in terms of exchange of experience.

Overall speaking, there are some specific suggestions which might be considered in the organization of further events aiming at promoting the exchange of experiences:

1. The workshop may include some informal moments where participants could randomly or individually interact to get knowledge from the different cases. For example, it was suggested to think about a speed-dating moment or a walking around cafe;
2. The participants of the working group might communicate – at the beginning – the own expectations about the working group activities, such as solving a specific issue, evaluating a project, knowing an experience, networking with experts on that practice;
3. The involvement of political spokesperson might give more legitimacy to the event;

7 APPENDIX 1. LIST OF PARTICIPANTS

Name / Surname	Organization	PP	Role	Working Group
Luca Barbadoro	SVIM	PP1	ITRE Secretary	WG3
Raffaella Triponsi	Marche Region	PP1	Project Manager	-
Giulia Vitali	SVIM	PP1	Communication Manager	-
Simone Franceschini	ISFORT	PP1	ITRE Expert	WG1
Francesco Piazza	UNIVPM	PP1	Stakeholder	WG4
Daniela Vasari	PluService SpA	PP1	Stakeholder	WG1
Silvia Magnalardo	PluService SpA	PP1	Stakeholder	WG3
Stefano Perilli	Municipality of Ancona	PP1	Stakeholder	WG1
Renato De Leone	University of Camerino	PP1	Stakeholder	WG4
Gonzalo Esteban López	Granada Energy Agency	PP2	Stakeholder	WG3
Gema Cantero	Andolousian Energy Agency	PP2	Stakeholder	WG2
Isabel Fiestas	Public Works Agency of the Andalusia Regional Government	PP2	Project Manager	WG1
Rafael Sanchez	Transport and Mobility consultant	PP2	ITRE Expert	WG1
Magnus Forsberg	Region Blekinge	PP3	Stakeholder	WG1
Mathias Roos	Region Blekinge	PP3	Project Manager	WG2
Juliette Tenant	Region Blekinge	PP3	Stakeholder	WG4
Michael Fellner	Region Blekinge	PP3	Stakeholder	WG3
Viktor Takacs	Miskolc Holding Plc.	PP4	Project Manager	WG4
János Juhász	Public transport of Miskolc	PP4	Stakeholder	WG3
Viktória HoldineVarga	Municipality of Miskolc	PP4	Financial Manager	WG2
Nikolett Szalai	Közlekedés Ltd.	PP4	ITRE Expert	WG3
Ádám Berki	Közlekedés Ltd.	PP4	ITRE member	WG2
Arpad Horanszky	Municipality of Miskolc	PP4	Project Manager	WG1
Stadler Reinhold	GEA S&C (CIVITTA Romania)	PP5	ITRE Expert	WG4
Rodica Ciurte	Zalău city hall	PP5	Stakeholder	WG4
Marius Ninuc Mărincean	Bistrița city hall	PP5	Stakeholder	WG1
Gergely TOROK	ADR Nord-Vest	PP5	Project Manager	WG2
Angela Man	ADR Nord-Vest	PP5	Financial Manager (PP5)	WG3