OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)   Version 4

Project index number and acronym	CE1074 - LAirA
Lead partner	Municipality of 18th district
Output number and title	OT2.5.1 Pilot in the Milan airports' FUAs on low carbon passengers mobility with ITS tool application
Investment number and title (if applicable)	
Responsible partner (PP name and number)	PP11 SEA Milan Airports
Project website	https://www.interreg-central.eu/Content.Node/LAirA.html
Delivery date	2020.01.30

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character

SEA Milan Airports' App and website were providing passengers:
- static information about transport services to Milan Linate and Malpensa Airports;
- the possibility to buy airport services (e.g. Parking, Fast track, VIP lounge);
- real time information on flights; and
- more generally information on terminals, facilities and services, including shops.

The pilot project focused on enhancing Milan Airports' web site and App with surface access functionalities; it aimed at helping passengers to plan their journey to the Airports by public transport, and generally by transport solutions which are more environmentally sustainable than driving. The pilot was part of the wider surface access strategy that SEA is developing.

The LAirA pilot scope was enhancing SEA App and website information by a multimodal travel planner that passengers can use when travelling to the Airports. This was a complex project which encompassed two core dimensions, as described in the following parts of this report, and in particular:
- stakeholder engagement, in terms of cooperation with all the main transport providers in Milan Airports' catchment areas;
- technology, with reference to the travel planner functionalities deployment and to ensuring these provide added value to passengers.

SEA developed a travel planner user test on the mobile and desktop versions, in order to highlight issues and possible solutions raised by users.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

Country (NUTS 0): IT

Region (NUTS 2):

ITC4, Lombardia

Investment costs (EUR), if applicable

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

The most important impact expected is that the travel planner could contribute to enhance sustainable access at Milan airports, fostering passengers to choose public transport and reduce the use of private car to reach the airports, with all the environmental and social benefits that could derive from this modal shift.

This impact is significative because it requires the involvement of different types of transport providers, not only public but also private, that integrate different transport solutions allowing passengers to reach the airports in a more sustainable way. This could also lead to engage and integrate on a unique platform more and more transport providers that could enter the market in the future and offer their service or that are not included in the platform at the moment (e.g. car sharing providers, car rental with drivers, etc.).

The number of users that visited the travel planner app/website section in the first month – more than 3,000 - demonstrates the effectiveness of the service and of the actions implemented within the pilot.

Activities developed within the pilot project also aim at providing passengers with a tool that improves their travel experience, supporting them to reach their destination seamlessly, thanks to clear and real time information about ground transportation and accessibility to the airport.

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Sustainability of the pilot action results and transferability to other territories and stakeholders.

The LAirA pilot allowed testing the travel planner with users, identifying improvements needed, as well as analysing user behaviour. The pilot activities and results inform and provide guidance to the LAirA partners, and other Central Europe airports which wish to develop a travel planner, on project phases, critical success factors and challenges.

Not only the pilot results are transferable to the other LAirA airports and more generally to airports in Central Europe, but also the challenges in developing the travel planner have been shared with partners and the wider airport stakeholder community, in order to foster a transnational exchange of experience.
The LAirA pilot project is strictly contributing to SEA strategies for sustainable surface access and SEA is committed to the travel planner long-term sustainability, both in terms of maintenance and future enhancements.

A further element that, according to SEA opinion, confirms the long-term sustainability of the pilot action is the positive result achieved during the test phase, object of the LAirA project. In the first month more than 3,000 users visited the travel planner app/web session, that correspond to almost 8% of the total number of people visiting SEA digital channels. According to the results of user test conducted within LAirA, users appreciated the clarity and easiness of information provided both on web site and app and the information about CO_2 emissions saved by choosing the greenest travel option. All these elements could be transferred to other contexts, unless adjustments needed for local conditions and transport providers operating in the local context and, in case of airports, unless an accessibility system and a transport services offer as complex and wide as those at Milan airports.

The lockdown due to the Covid-19 pandemic led SEA to temporarily suspend the functioning of the travel planner, because of the closure of Malpensa T1 and Linate and the consequent cancellation of almost all transport services to/from airports. But with the relocation of flight operations at Milan airports and with increasing flights and passengers registered recently, the travel planner was reactivated and is continuously updated, accessible and available for use for free (the functioning link is in the last section and has not changed).

All pilot project results are public and aim at sharing Milan Airports' pilot experience with partners and with the wider Central Europe community.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

The pilot was a test bed aimed at supporting the LAirA partners, and other Central Europe airports which wish to develop a travel planner, on project phases, critical success factors and challenges.
The pilot needed a strong stakeholder cooperation, in particular with transport providers in Milan Airports' catchment area. The availability of multiple transport services made the project complex and at the same time was a key reason to act. The travel planner is multimodal and includes transport offer of over 20 providers in the road public transport, coach and rail sectors.
The project development relied on a team including staff from several SEA departments, plus external consultants, which managed technical, Information Technology and legal issues. The project lasted 6 months, but modifications and improvements are still ongoing and are part of SEA efforts to continuously enhance passenger services.

Contribution to/ compliance with:
- **relevant regulatory requirements**
- **sustainable development – environmental effects. In case of risk of negative effects, mitigation measures introduced**
- **horizontal principles such as equal opportunities and non-descrimination**

The pilot and the tool implementation does not require compliance with regulatory requirements.

The pilot is in line with SEA strategies for sustainable surface access and SEA is committed to the travel planner long-term sustainability, both in terms of maintenance and future enhancements.
SEA is strictly committed in the development of IT solutions that could improve a sustainable travel experience for passengers and will continue to invest in MaaS applications: the travel planner developed within LAirA is a very first step towards this ambitious project and will be continuously improved and enhanced, in order to encourage the shift to more sustainable modes to access both Milan airports, in particular increasing the public transport share.
The environmental effects of this modal shift are positive, because this can contribute to reduce the traffic congestion on the access network to airports and the related negative externalities (CO_2 and other pollutant emissions, acoustic pollution, accident rate, etc.).

The pilot project is compliant with horizontal principles such as equal opportunities and non-discrimination. The tool is available for free use to the wider public and more generally to any interested party.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links
If applicable, additional documentation, pictures or images to be provided as annex

Milan Airports website: https://www.milanairports.com/en/our-airports/how-to-reach-the-airports
Mobile App: Milan Airports
All A.T2.3 deliverable and especially:
- D.T2.3.1 Transnational transferable ITS tool for landside passenger low travel planning
- D.T2.3.2 Pilot planning workshop in each LAirA FUA
- D.T.2.3.4 Transnational pilot in LAirA airport FUAs on low carbon mobility with ITS tool application
- D.T.2.3.6 Planning the sustainability and future ownership of the low carbon travel planner IT tool

D.T.2.3.4 as the final pilot report, D.T.2.3.6 and all factsheets are available on the LAirA website here:
https://www.interreg-central.eu/Content.Node/Results.html
https://www.interreg-central.eu/Content.Node/SEA-2.pdf