



## EPTA Newsletter

Issue: 2#

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[eptaproject.eu](http://eptaproject.eu)

### Upcoming Workshop and Training event

#### Workshop

12 March 2013

*Transport service tendering: a key moment to change things*

#### Training Course

13 March 2013

*Tender Models, offer evaluation, awarding procedure*

For more information :  
<http://eptaproject.eu/first-epta-event-of-2013-almada-portugal/>



### Dear Colleague,

The mission of EPTA is to increase public transport sustainability focusing on environmental, energy and economic aspects. This newsletter will keep you informed on a regular basis about progress made within the project. Real life stories of EPTA partners will make the EPTA process more concrete. In this issue: Preparing for the workshop in Almada, Portugal.

## Workshop and Training in Almada, Portugal

**Main topics: Tendering, Offer evaluation, Awarding**

The next workshop and training as part of the EPTA project will take place on 12-13 March in Almada, Portugal.



The City Council of Almada welcomes the participants to discuss various important issues related to transport service tendering and to get training on different existing tender models, offer evaluation and awarding procedures. European and national legal framework for awarding and tendering in public transport, what is needed and what proposed in Portugal in this domain are only some of the topics that will be put on the table.

During the workshop, the participants will engage in interactive exercises. Small groups will develop a case study to define, for instance, a basic tendering procedure, criteria, etc., for a chosen city, according to its characteristics. Each group will have a balanced composition: a representative from a PT authority, from an operator, from a city, etc., mixing thus different views and approaches on the same issues.

The two-day meeting in Almada will conclude with feasibility studies presentations and conclusions from the interactive work between different stakeholders.

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## **Approaching the EPTA Workshop in Almada: A Smart Use of ITS in Public Transport services**

*Giorgio Ambrosino, MemEx srl, Livorno (IT)*

The ITS ("Intelligent Transport Systems") market in Public Transport sector, as for other mobility services, presents many consolidated products/systems mainly focused on guaranteeing service quality for the citizens/users and service performances (first of all reliability factor). In particular for the conventional PT services and/or more the emerging BHLS solutions (Bus High Level Services indicated also with the acronym of Bus Rapid Transit) - one of the key element for the enhancement of the overall quality of PT services and for possible reshaping of the urban area. The ITS solutions in all of their different components (Fleet control, Integrated Ticketing, User information, etc.) play a key role for integrating Public Transport, BHLS and feeder services in the overall mobility governance and in achieving quality and interoperability results.



### **Not Only Technology**

While the potential of ITS technological solutions certainly exists and they are well-achieved in some cases, it is necessary to introduce a strong note of caution as the positive benefits achievable through ITS are often overestimated.

The actual experience with ITS applications in a wide range of countries is that the expected or claimed performance and/or benefits are often not realised. This event occurs when ITS is not accompanied by the necessary organizational and operational measures. The organizational structure and operational day-to-day procedures required to efficiently operate ITS are often underestimated. *Simply put, buying technology does not automatically solve problems.*

Technology needs to be used wisely and in an appropriate manner. Similarly, excessive 'faith in technology' can affect the procurement process, where it is assumed that the technology itself is the solution. Real experience has all too frequently shown that procurement is more oriented to technology provision without a proper link to the required PT service performances, and with little evident knowledge of either the operational and organizational conditions or of the real operation costs.

Equally, ITS (or any other technology) cannot solve problems such as weak management,

poor organisational structure, poorly-trained or poorly-motivated staff, etc. The right way to face and manage the introduction of ITS solutions is to take a broader organisational view in which improvements to business processes, structures and technology are combined according to their strengths.

### A "SMART WAY" to Proceed

Therefore there is no *'one type of system able to fit all the reference Public Transport context'*.

First, ITS solutions must be tailored to the specific stakeholder's objectives and functional requirements and the design and deployment must be carefully matched to the public transport service conditions at the individual site.

For any proposed ITS investment, it is strongly recommended to carry out an in-depth feasibility study of the system to be implemented. The feasibility study should set up objectives and specify the real requirements and system functionalities to be acquired by the procurements process. The feasibility study is also an opportunity for all internal and external stakeholders to understand the ITS system and its longer term potential.

A fundamental misunderstanding in definition of objectives and functionalities' design can cause subsequent problems in the tendering and implementation phase and eventually poor performance of the ITS. Other impacts could include increased costs for procured items, additional unforeseen cost items, longer realisation time, technical and operational problems, revision of scope, insufficient or imprecise testing and commissioning procedures, partially-achieved results.

In this context, the presentation on ITS for the EPTA workshop in Almada aims to provide a critical overview and analysis of the key ITS systems for Public Transport as well as emerging BHLS solutions. The workshop will discuss on the basis of real cases/systems (regarding Fleet Monitoring, Integrated Payment, Users information, etc. in different metropolitan/urban areas) the problems and critical factors emerging from the bidding and contracting phase to implementation and operation phase in the perspective, specially of PTA. What Public Transport Authority and Transport Operator must have clear is to learn from mistakes that have occurred in the past, as well as current experiences carried out in developed/emerging countries, first of all giving the appropriate relevance, in terms of time and resources, to the design and feasibility phase. The efforts must focus on the training of technicians with the professional skills required to make transport operators or PTA more autonomous.



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