

Conclusion : recommendations

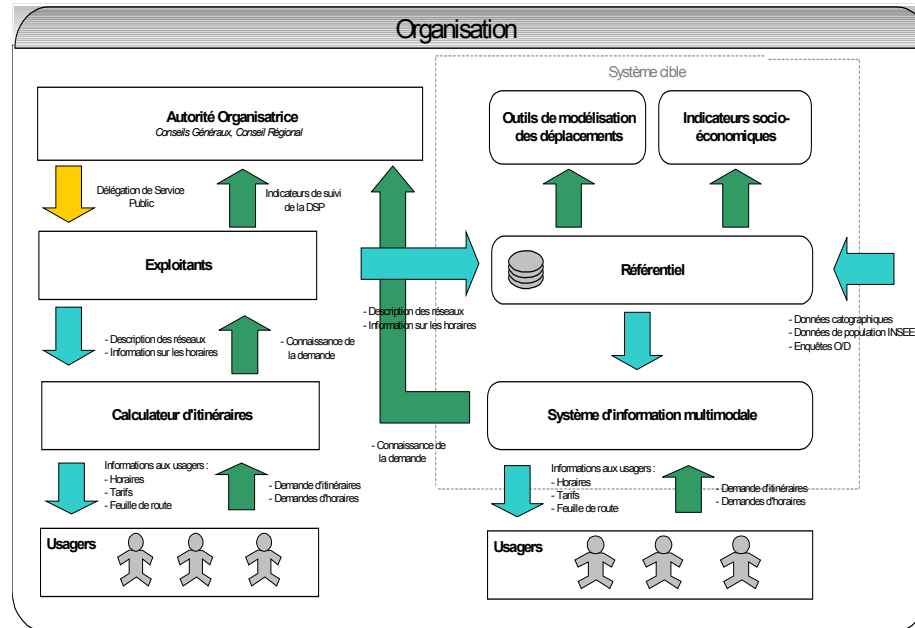
Within the Franche Comté project, the ACTIF study highlighted the central role of the **data repository**.

At this level, the **monitoring and management of data consistency** is essential if data is to be shared.

The integration of these functions is translated by given **rules** that are to be respected by all partners.

These rules concern :

- ▶ data ownership,
- ▶ their dissemination,
- ▶ their storage, to be respected by all partners



Statement from the project manager: Mrs Zora BOUQUET-MEYER Head of the transport economics department

For the manager of such a large project, the benefits of the assistance provided by the ACTIF teams (SETEC and CERTU) are primarily due to the specialists' external vision of the project objectives and on the phases already completed. This enables a certain number of analyses to be rapidly objectivized, to argument the need for collaboration and to restructure the method to be employed.

The formal structure of ACTIF enabled the requirements of the various partners to be clearly expressed and translated.

The overall functioning of the entire system, from the collection of information and its processing within a **common repository** to the re-use of this data by various categories of user was easily defined. The experience and the professionalism of the ACTIF team showed through.

Of course, by highlighting further actions to be carried out, such a relatively short experience can lead to a certain frustration: it shows the need for external assistance if further steps are to be taken.

The technical and scientific validation of the expertise (SETEC and CERTU) in such an exploratory and complex project are **the key to the success of such a project**, particularly when considering the new technical competence that transport authorities must acquire.

However, I will particularly stress the benefits of validation at a national level (Ministry of Transport and CERTU). To be involved in a project that is consistent at a national and even European level, and pioneering in terms of communication is fulfilling for the transport authority and the project manager. At the same time it is reassuring not to be totally disconnected from up and coming tendencies in terms of working methods.

Project: Group together all available transport data and reuse them in observation, planification and information tools.

Challenge: Homogenize heterogeneous data and model the overall functioning from the collection of information to its re-use.

How ACTIF helped: project structuring, general architecture modelling, project phasing recommendations.

The regional council's project

Since the 1st January 2002, the regional councils, as public transport authorities, are in charge of organizing regional passenger train services and road services of a regional benefit.

In association with the other transport authorities (county councils, metropolitan councils, district councils...), they must decide on the content of the regional transport service in terms of lines, fares, service quality and user information.

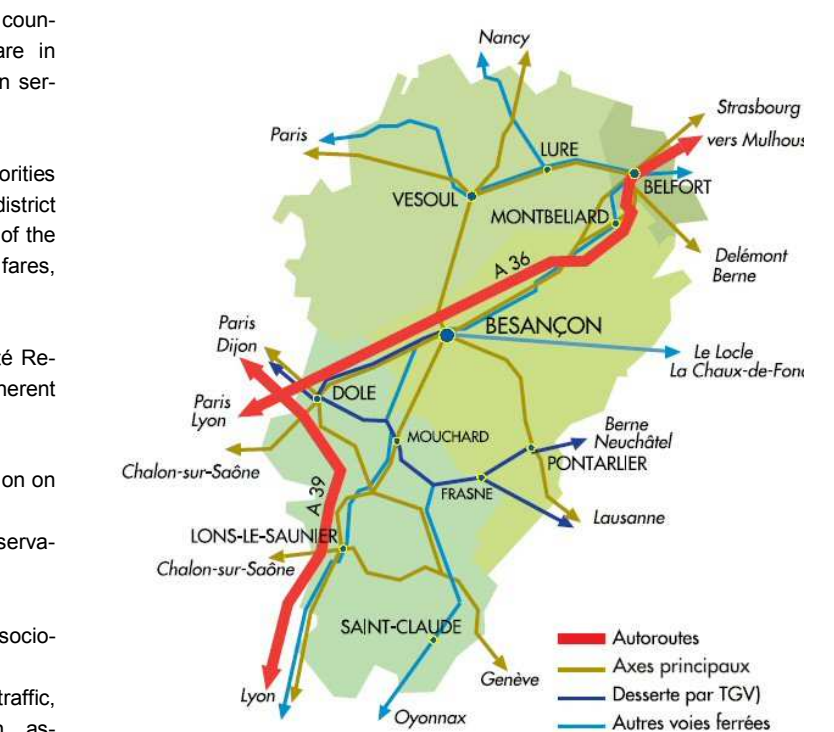
To carry out this mission, the Franche Comté Regional Council wishes to make use of a coherent set of tools:

- ▶ enabling it to collect existing information on transportation supply and demand,
- ▶ in order to forward it to a regional observatory,
- ▶ or reuse it in various tools:
 - ◆ analysis tools (production of socio-economic indicators),
 - ◆ decisional aid tools, (modelling of traffic, project implementation simulation, assessment of likely impacts, assessment of public policies), in addition to information aimed at the various transport actors and users.

Its expectations

The major difficulty of such a system stems from the heterogeneity of the data provided by the actors whose scope of competence (in geographic or technical terms) varies.

The request made by the regional council and the project manager was to have a method enabling the requirements, functions and responsibilities of each partner to be objectivized and to describe the overall func-



A project ?

The ACTIF team can assist you with your projects and pilot studies.

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Context

The solidarity and urban renewal law (SRU) has led the transport authorities to request that their public transport operators develop multimodal information platforms.

In return, they propose “turn-key” products which have the following disadvantages:

- ▶ they do not enable the intersection of information (unless this occurs by chance),
- ▶ they therefore only provide users with a partial view of the transport supply,

- ▶ although the transport authorities have system implementation and management expenses, they are often not the owner of the products and information they such systems present and process,
- ▶ the transport authorities can therefore not use these elements for other means, for example other applications or studies, nor can they use them as a basis for public transport policies.

The regional council's work began by an inventory of useful information and the orga-

nizations who supplied it (transport authorities, public services, public institutions, network managers and transport operators).

An initial creation of a data warehouse highlighted the limits of an information supply chain where there is no pre-determined format and management or updating difficulties, not only for data, but equally for the various tables and processing or storage tools. This difficulty was also encountered by an information dissemination tool in the form of a route planner.

Questions raised by the project manager

During initial meetings with the ACTIF team members, the two major questions raised by the project manager on behalf of the regional council were:

- ▶ how to convince decision-makers of avoiding falling for quick-fix and relatively cheap systems, of which they would not be the owner and which would prove to be non-interoperable in the long-term ?
- ▶ how to convey the advantages and the importance of an approach based on the shared management of information, without giving explanations that are too technical ?

Two major difficulties were highlighted:

- ▶ the sharing of information (never easy for actors, either due to fears for their independence or to costs),
- ▶ the necessity of delaying the development of user information services.

The diagnosis

After formally establishing its order and defining its scope, the study, which used ACTIF as a basis, involved the following phases: identification of requirements and constraints, analysis of the existing situation, project modelling, recommendations for future action.

The full report is available on the ACTIF web site at www.its-actif.org. Only the aspects relating to requirements, project modelling and recommendations are presented here.

Identification of requirements and constraints

The main requirements and demands expressed by the various partners were:

- ▶ to have an overall view of the transport offer for all modes throughout the region, whilst taking into account neighbouring regions (including Switzerland),
- ▶ to be provided with knowledge on travel demands and notably those which are not satisfied by public transport,
- ▶ to not substitute existing information services, but to offer an analogous service that provides additional multimodal information,
- ▶ to provide travel information that is comprehensive, multimodal, reliable, precise, clear and that takes into account travel disruptions.

Project modelling

The overall information system desired by the Franche Comté region was modelled and based on five essential generic elements, the first of which was central to the next steps of the project:

Data repository

This contains the updated information relating to transport supply and demand in and around the region. It is supplied by information dispatchers according to pre-defined rules (recommendations). The functions it carries out are not limited to data collection and processing for storage before dissemination, but also concern the monitoring and management of data consistency.

Indicator platform

Based on information provided by the repository and on request (notably from other information suppliers), it develops indicators which amongst

other things will help to monitor and assess the impact of transport policies.

Modelling tool

Based on socio-economic and geographic data, in addition to the matrix of the transportation supply and demand, this decisional aid tool models and assesses the impacts linked to the creation of new infrastructures or new services.

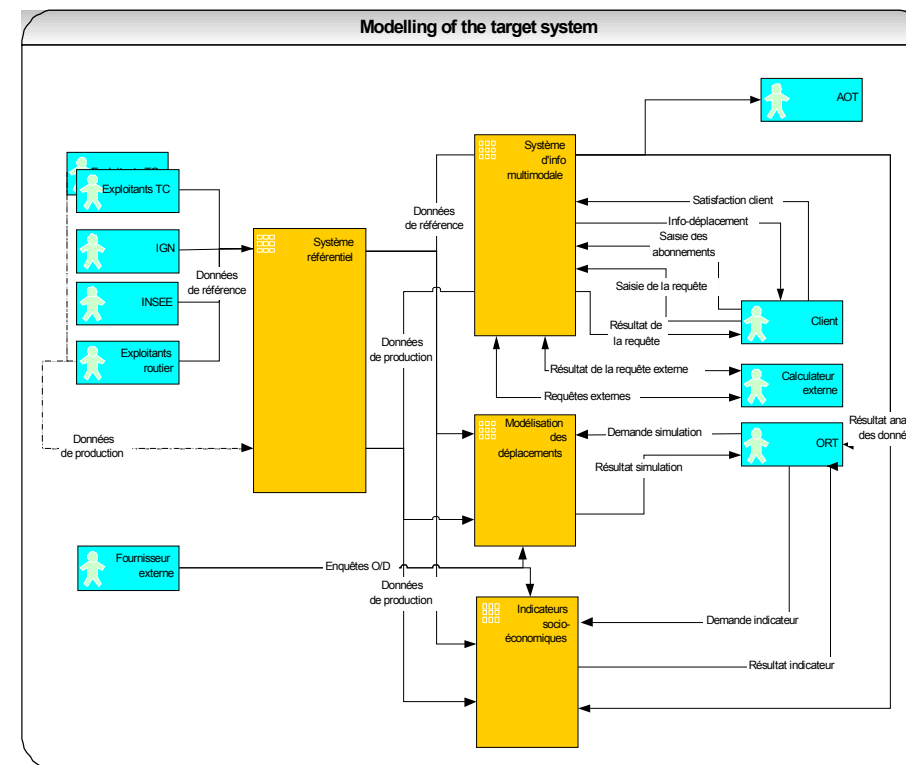
Socio-economic assessment tools for investment projects

Based on data from modelling tools and data taken from the repository, the regional council wished to develop applications enabling it to carry out and socio-economic cost-benefit assessments. The aim is to have a full set of entry data in order to calculate internal return on investment projects and to

assess the costs/benefits for each of the economic actors affected.

Multimodal information system

Without trying to replace existing services, its objective is to provide users with comprehensive and continuous information (with a minimum perceived gap between transport operators) on the transport supply within the defined area and on real-time travel conditions, with integration into route planners. The interface with users also enables the travellers' requests to be saved.



The diagram opposite presents the functioning of the overall system in terms of data flows between elements.

- ▶ **In green** : the sources (on the left) and the targets (on the right) of information processed in internal elements.
- ▶ **In yellow** : the internal elements that are functionally described in the study.
- ▶ **Reference data** : set of information enabling the description and assimilation of data (location, cartography...).
- ▶ **Production data** : data to be stored and shared.