



Stakeholder engagement 2015 Feedback form

Round table: Local Public Transport (TPL)

Theme: Integrated Regional Transport

Proposal title: Accessibility To "Amica Station" (Station Friend) Services

INTEGRATION OF PAYMENT METHODS: you use the same card to pay for various operators, something different from requiring the integration of tariffs, which would imply discounts on fares by operators

INTEGRATION OF RAILWAY SERVICE TIMETABLES: to agree, or at least publish in advance, the timetables to give opportunities to local transport to better synchronize their schedules to encourage users

INTEGRATION OF TRANSPORT METHODS: to provide bicycle parking in train stations (e.g. velostazioni), car sharing, and car parks

1. Brief contextualization

The attention of Trenitalia regarding integration is based upon the system concept of trying to see things from the traveller's point of view, and making this the focal point of transport services.

In this sense, Trenitalia carries out the proposals and the role that, both in business projects and in comparison with other transport companies and Regulatory Authorities, responds to this approach.

Integrated timetables to facilitate intermodal travel, integrated train tickets, to travel with one ticket purchased during a single transaction, integrated information for a quick and complete overview, agreements to promote local public transport as a whole.

These projects cover:

✓ tariffs, thanks to various integrated solutions regarding the national territory and economic benefits for travellers (e.g. the new Trenitalia SMART card that offers passengers the ability to upload several road or integrated public transport tickets used for corporate travel);

✓ sales (concerning the proposal of an interoperable travel card), offering the ability to integrate the timetable search engine and the ticket sales of trenitalia.com with the timetables of other regional railway companies and bus lines;

- ✓ timetables, regarding both the Regional timetables and those of major local public transport companies;
- ✓ information, in the experimental phase, both in dynamic and static form
- ✓ promotions and services, in order to promote intermodality and the promotion of local public service

Response formulation: positive

TARIFFS

- What: Trenitalia participates at the integration development round tables in Sardinia and Sicily and is committed to maintaining the existing integrations (over 20 active integrations on the national level)
- Why: To encourage mobility in simplified forms
- When: the tariff integration activation in Sardinia has been planned in phases, with the first experimental activation already in force in Sassari and Cagliari. In Sicily we are engaged in a first working proposal in the Palermo area, which will be focused on the reopening of the through-pass at the end of the year
- How: with close co-operation between the companies and the relevant governing bodies.

TICKET SALES

- What: Trenitalia has launched the SMART CARD electronic card, whose first activation was implemented, on an experimental basis in the Piedmont Region, in 2014, and then extended in 2015 to the Val d'Aosta Region. The card represents an interoperable support, characterized by an extremely popular technology (Calipso) to make it more compatible with other already active systems; It is expected to be disseminated in phases in order to cover the entire Italian peninsula.
- Why: To promote interoperability and digitalisation of the purchase process.
- When: Trenitalia's goal is to complete the implementation procedure with the configuration of corporate travel tickets within the year.
- How: there are active round table discussions to encourage the adoption of cards by other operators, technically supporting the choices and valorising the interoperability that the Trenitalia card, which is active on the national level, will offer its travellers.

TIMETABLES

- What: timetable programming is the responsibility of the Regions/Autonomous Provinces; Trenitalia, as a company that provides services under a contract, also provides technical support in the drafting of timetable changes, for which it will give follow up to the Infrastructure Operator to request available train paths, in accordance with arrangements and times defined in the PIR (Information Prospectus of the Network). Trenitalia offers a structured model in accordance with a grouping of services/mission slots, with frequent metropolitan services in urban nodes, fast connections and fewer stops from the towns of origin of the major regional flows towards primary attractions and a network of inter-regional links; such a structure, organized at the gateway stations to the metropolitan nodes and interval services on regional

lines, allowing you to have a structured and strong mesh, around which - at regular intervals and repeated throughout the day - to organize the road transport services network.

- Why: favours the interchange for intermodal travel, with regular intervals and repeated throughout the day, and easily memorized.
- When: at the timetable change, under the direction of the Region/Autonomous Province.
- How: through timetable programming, organized by competent Body, involving public road transport companies.

INFORMATION

- What: promote integrated information, both before and during the journey; valorising the accessibility and the information in the interchange areas
- Why: because the preventive integrated information favours local public transport choices, while the information found at the station makes its utilization easier and coordinated
- When: the task regarding the Fiumicino Airport in Rome has been completed and activated. An agreement was signed for the testing of this system in the Bologna train station. Technical discussion are ongoing regarding the integration of information in Umbria, both in the station and the bus terminal, as well as for the use of the Trenitalia sales system for ticket purchases. Contacts are underway for the visibility and marketability of the Trenitalia sales systems, and the services of other Italian railway companies. This process has already been completed with Trenord.
- How: through the exchange of data and updating of ticket sales systems

PROMOTIONS

- What: promote local public transport with incentives and promotions
- Why: to promote the use of public transport
- When: we launched the first promotion, with the involvement of the Regions, in the summer of 2015, providing for the 2 for 1 journey during the weekend. There are numerous active partnerships going on, for example, the partnerships with the Torino (Turin) Zoo, Rainbow Magicland and the Aquarium in Genoa. In the meantime, the partnership with the Grotte di Frasassi (Frasassi Caves), the Cavourese and the promotion of intermodality by bicycle with Albergabici and Bicintreno will be activated shortly.
- How: through the signing of co-marketing agreements providing promotions and benefits for holders of Trenitalia tickets.