

Measure title: **Infomobility platform in Krakow**

City: **Krakow**

Project: **Caravel**

Measure number: **12.3**

A Introduction

A1 Objectives

The measure objectives are:

- Launch of an info-mobility platform in Krakow
- To integrate across all transport modes
- To have initially static personalised O/D-based trip
- To compare environmental impacts car vs. PT

A2 Description

Currently some information about the operational issues of MPK, public transport operator in Krakow are available on website. For example, all buses and trams timetables can be checked and used to plan single trip. It is needed to extend this communication channel with new features, such as trip planner. Let's use the fact of rapidly growing Internet users in Poland to have growing public transport quality and users as well. Designed mobility website will be composite information about all of manners transportation modes in the city. The platform will be including trip planning and module of the calculation of environmental impacts and travel costs of public transport and private cars.

B Measure implementation

B1 Innovative aspects

The innovative aspects of the measure are:

New technical approach - The extension of the functionality route/timetable search engine (graphic elements) that operates on the MPK S.A. website. This kind of operational features – like searching and providing results from trip planning will be used as a guide for advanced trip planning.

B2 Situation before CIVITAS

There is no official website which described all types of transport using in Krakow and included module of the calculation of environmental impacts or develop module of trip planning. Before implementing Civitas some information about tram and bus networks and timetables was and still is available at MPK Internet site. It includes time tables for each of stops in both directions for each line. Planned actions in CARAVEL are development of internet information about public transport time tables with module for interchange at transfer points.

B3 Actual implementation of the measure

The measure was implemented in the following stages:

Stage 1: Cooperation with the Krakow Precedence's Office and AGH (*University of Science and Technology*) Cyfronet (05.2007-01.2008) – Cooperation with the Krakow Precedence's Office has been established within the scope of this project. And it has declared an aid on the creation of a platform dedicated to mobility that would be a part of the internet web site "Magic Krakow". The negotiations with the AGH Cyfronet Company that would be responsible for the creation of this platform started.

Stage 2: Identification of the situation "before" measure implementation (07.2007) – The survey in situation "before" (baseline) has been conducted in July 2007. The results of the survey permitted to get to know the exact number of the users of currently available web pages dedicated to topics related to transportation, to know if they find the information contain on those pages useful and estimate the level of interest in the new web page i.e. mobility platform.

Stage 3: Cooperation with Google Transit (06.2007-07.2008) - Considering the fact that the scope of declared functionality for this portal covers the implementation of the route search system the cooperation with Google has also been established. Google using its own Google Transit module as a baseline has obliged to implement discussed functionality (i.e. route searching module).

Stage 4: Identification of geographic position of bus and tram stops (07.2007 – 12.2007)– Identification was done by MGGP AERO Company with using GPS system.

Stage 5: Preparation of agreement and consultations with FUNDACJA AERIS FUTURO concerning estimator of impact of transport means on environment (02.2008 – 06.2008)

B4 Deviations from the original plan

The deviations from the original plan comprised:

- **New tools for passengers – trip planning** - Considering the fact that the scope of declared functionality for this portal covers the implementation of the route search system the cooperation with Google has been established. Google using its own Google Transit module as a baseline has obliged to implement discussed functionality (i.e. route searching module). The delay of the start is mostly connected with the reorganization of the Municipality Department, responsible for the measure.
- **New tools for emissions comparisons** - Development of a module of the calculation of environmental impacts and travel costs of public transport and private cars. The delay of the start is mostly connected with the reorganization of the Municipality Department, responsible for the measure and problems with finding company which will be responsible by designed of this module.

B5 Inter-relationships with other measures

All measures - All developed measures will be presented on website (in the final stage of a project) explain a little bit more

C Evaluation – methodology and results

C1 Measurement methodology

C1.1 Impacts and Indicators

Table of Indicators

Evaluation Category	N°	Indicator	Units	Source of data	Methodology for indicator construction (survey, modelling, etc)	Baseline date
Society	13	Awareness level	%	UMK	Survey	12.2007
Society	14	Acceptance level	%	UMK	Survey	12.2007
Society	Own	Number of Infomobility platform users	No.	UMK	Measurement	12.2007

Detailed description of the indicator methodologies:

- **Awareness level** - Awareness level is defined as the percentage of the population (inhabitants of Krakow) with knowledge of a measure 12.3 “Infomobility platform In Krakow” on account of provided information; the unit of indicator is % (percent). The method of measurement is survey (inquiry) among inhabitants of Krakow. The survey in situation “before” (baseline) has been conducted in July 2007.
 - Inhabitants of Krakow: For sampling error 3% and significance level 0,050 – 747 inquiries.
- **Acceptance level** – Acceptance level is defined as the percentage of the population (inhabitants of Krakow) who favourable receive or approve Measure 12.3 “Infomobility platform In Krakow” the unit of indicator is % (percent). The method of measurement is survey (inquiry) among inhabitants of Krakow. The survey in situation “before” (baseline) has been conducted in July 2007.
 - Inhabitants of Krakow: For sampling error 3% and significance level 0,050 – 747 inquiries.
- **Number of Infomobility platform users** - Number of users is defined as total number of persons who will visit the website; the unit of indicator is No. (Number). Number of system users will be checked every month, from starting platform till end of the project.

C1.2 Establishing a baseline

Some negotiations have been done with AGH Cyfronet Company that would be responsible for the creation of this platform but due to some disagreements the process of creating the infomobility platform got longer than it was expected.

The result of survey before implementation is available.

C1.3 Building the business-as-usual scenario

In business-as-usual scenario there is no infomobility platform with detailed information about all transport modes with estimator of impact of transport modes on environment and people can't precise plan their trips. Only existed website is MPK website with information about tram and bus networks and timetables. It includes time tables for each stops in both directions for each line and very simple trip planner. This situation cause that residents have not enough information about city transport networks, bikes and new form of travelling like carpooling and car sharing systems, so more often they chose car in their trips instead the pro-ecological transport modes.

C2 Measure results

The results are presented under sub headings corresponding to the areas used for society indicators.

C2.1 Economy

C2.2 Energy

C2.3 Environment

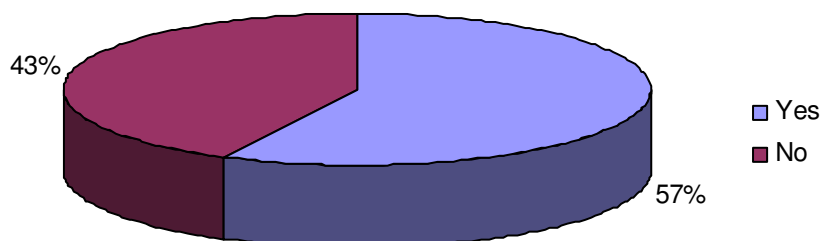
C2.4 Transport

C2.5 Society

Number of Infomobility platform users

Considering that the measure has not been fully implemented, its results on society cannot be discussed here.

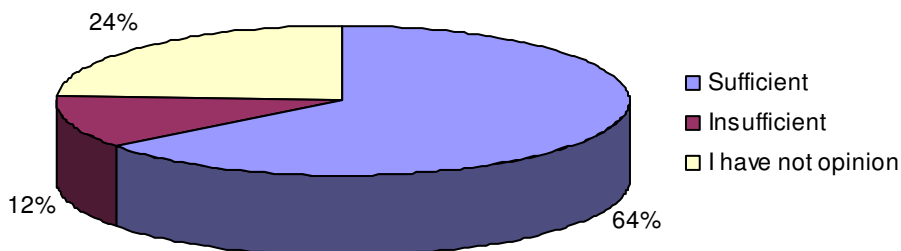
According to results from the survey, which took place in July 2007, 57% of the PT users in Krakow are familiar with the existing website and use it as a scheduling-informatics resource for their trips. (C2.5-1). At the present the website is not available. The idea of an open forum favored the appearance of several indecent comments and it was the reason, that preparing infomobility platform is still in progress. After restarting the infomobility platform the survey will be carried out again. The designer team is studying new thematic platform to meet users expectations and after that to take into account users' opinion for the website.



C2.5-1 Using existing Web site

Acceptance level

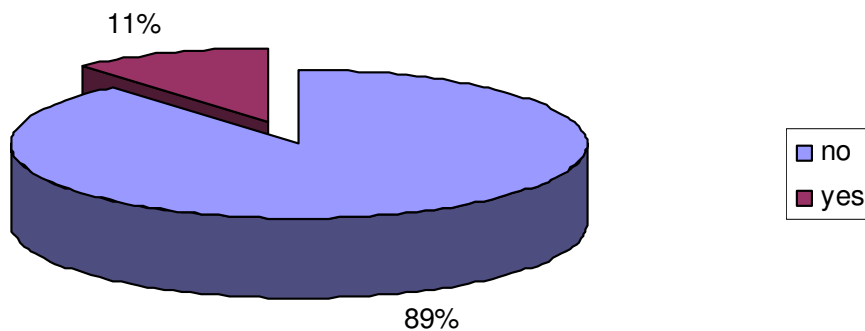
If we ignore 24% of the replies which chose 'I have not opinion' and do not consider them as user, for almost 85% of the Existing website users (MPK SA, Magical Krakow), including information of the websites were sufficient enough to schedule their trips which can be seen as a successful result for them(C2.5-2). That information can be used for defining the acceptance level for the implementation of a new service which consists in providing mobility information.



C2.5-2- The opinion on subject of information contained on existing Web sites like MPK SA, Magical Krakow

Awareness level

Inhabitants were also asked if they are aware, that within Civitas-Caravel project is planned to implement new services related to mobility management. Only 11% of respondents have heard about this initiative (C.2.5-3)



C2.5-3 - The awareness level for new mobility service in Krakow.

C3 Achievement of quantifiable targets

No.	Target	Rating
1	Number of Infomobility platform users	**
2	Acceptance level	**
3	Awareness level	*
NA = Not Assessed * = Not achieved **= Achieved in full ***= Exceeded		

C4 Up-scaling of results

The main goal of this measure is the implementation of an info-mobility platform which integrates all transport modes and gives information about environmental impact of transport and possibility to precise plan of trips, so the range of this measure is really wide and there is no necessity and even possibility to up-scaling it.

C5 Appraisal of evaluation approach

On this level of measure realization we can say that applied indicators as well as methodology are appropriate chosen – they allow to present clearly and easy the situation “before” and “after” implementation of the measure.

During the surveys for “before” situation the respondents were asked e.g. about using of existed website and the opinion on subject of information contained on existing websites. Answers from these two questions allow to determine the value of the following indicators: level of acceptance and number of users of infomobility platform.

C6 Summary of evaluation results

The key result is as follows:

Key result – On basis of data gathered in July 2007 (the number of visitors of the “transport” tab on the "Magic Cracow" website as well as the site of MPK SA - the trip planning search engine) can assume that the number of users of infomobilty platform will be the same or higher.

Data in table below

MPK SA – the trip planning	40 000
"Magic Cracow" - “transport” tab	97 464

D Lessons learned

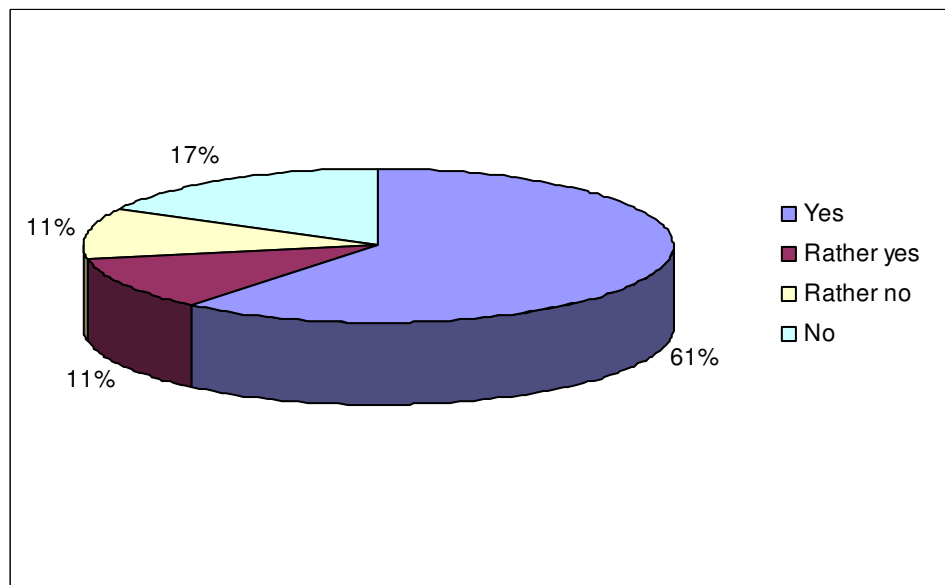
D1 Barriers and drivers please complete this part

D1.1 Barriers

- **Barrier 1** – The problems according to negotiations with Google (responsible for creation of trip planning) and disagreements for both sides.

D1.2 Drivers

- **Driver 1** - Although only 15% of the users declared that information of the existing websites are not sufficient but 76% of repliers are agree or almost agree with initiating new infomobilty platform with more possibilities. (According to before implementation surveys)(D1.2-1)



D1.2-1- The interest in the rise of infomobility platform

D2 Participation of stakeholders

Residents, PT users, bikers - they take part in realization of the measure through participation in surveys

Software companies - There were carried out consultations with several companies in order to obtain software provider to the infomobility platform

Krakow Precedence's Office – the office helps to place the infomobility platform on official city website “Magical Krakow”

D3 Recommendations

- There is a need of better advertisement of infomobility platform, users are agree that there is a good idea to gather all useful information connected with transport in Krakow, but not many people know that such a website exist.
- It's obvious that to develop a communication in Krakow municipal authorities have to use a modern and innovative ideas – infomobility platform is one of them. Citizens are looking for clear and fast information about transport and various of getting around the city possibilities.

D4 Future activities relating to the measure

By starting infomobility Internet platform the Office of City of Kracow would like to promote the Internet as a reliable source of information about city transport and show that it is being open for new forms of information transfer. After a few months from starting the site, questionnaire investigation will be conducted again. It will permit to estimate if this site fulfills the expectations. The final version of the site will be extended, new thematic blocks and question will appear. User's opinions and suggestions will be taken into account during the further site development.