Context and Purpose

From January 2010, ATC spa (bus operator in Bologna and Ferrara) and other public transport companies (bus and trains operators) of the Regione Emilia Romagna adopted the new fare and ticketing system STIMER “mi muovo”.

The system integrated all the regional transport modes (bus and train) with the use of a unique fare structure and an electronic ticketing system. The ticketing system is based on contactless smart cards for season tickets and magnetic technology for the other tickets.

The introduction of the new system required a strong information and awareness campaign both for users and for local institutions.

The objective of this deliverable is to give an overview of the information events and material realized and distributed.

The activities were carried out on in strict cooperation by ATC spa and Regione Emilia Romagna.

Summary Contents

A strong campaign and awareness events were realized to inform on the start up of the new fare structure and the electronic ticketing system.

Different info channels were used to inform citizens and also institutions:
- leaflet and material distributed through info points and ticket offices
- information posters on board and at the bus stops
- public seminars and conferences
- ATC and Regione Emilia Romagna web sites
- information on newspapers

The deliverable is a collection of fact sheets with the indication of:
- the type of event/material
- place of the event
- quantities of material distributed
- the target group of the initiative
- the participants
- web links
- pictures of the material distributed and the events

Hereafter the main links giving information on the system:
- ATC web site: http://www.atc.bo.it/tariffe/mi-muovo

Hereafter some examples of the material realized.
Functional Use

The deliverable summarizes all the information actions developed in cooperation ATC spa and Regione Emilia Romagna.

The next phase of evaluation will be of great interest: a survey to the users will measure the customers satisfaction concerning the new fare and ticketing system and will give an important feedback on the activities realized.

Lessons learned

The introduction of a new fare structure and an electronic ticketing system has a big impact on the users of public transport because it represents a change in their every day habits.

For this reason it's really important to realize a strong information campaign using different info channels in order to reach all the users with effective information.

At the same time these actions needs a strong political commitment and the involvement of local institutions.

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