



Programme: Interreg III B MEDOCC. Axe 3 - Measure 4

AGATA Project

Multi-services agency based on telecommunication centres for the integrated management of mobility and of accessibility to transport services

The Multi-Service Agency and the AGATA Project

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Infomobility Conference
Florence, 25 May 2006



Interreg III B Medocc Programme 2000 – 2006



Financed by ERDF (European Regional Development Fund)

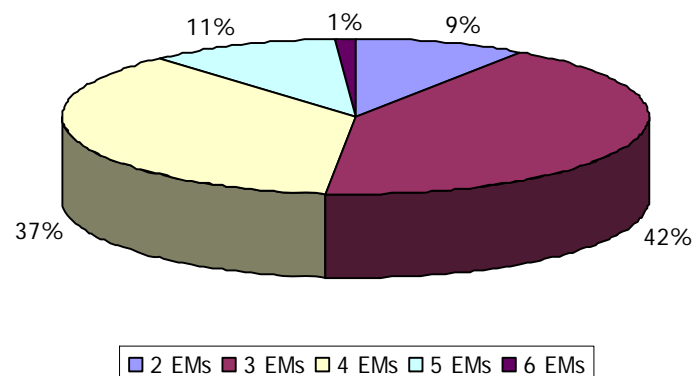
The programme aims to:

- Increase **territorial competitiveness**
- Improve **coherency of territorial development**
- Contribute to a **territorial integration** within the Medocc area

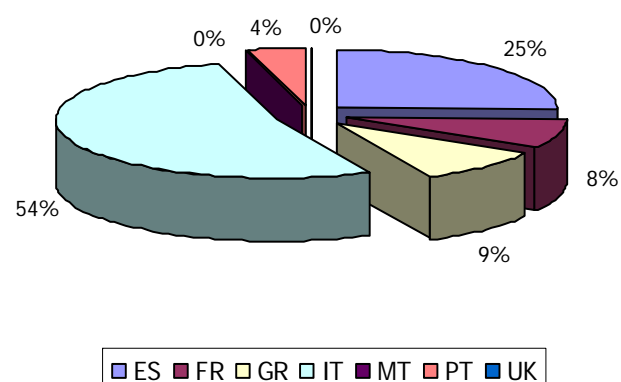
Some data:

- ❖ 136 projects financed on four calls: 33 projects on 2nd call (2004-2006)
- ❖ Final projects approved 11/12 May 2006

Répartition projets par nombre de EMs impliqués



Répartition projets par nationalité du CdF



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Interreg III Medocc 2000 – 2006



Axe 3 - Transport Systems and Information Society

- 26 projects financed over 4 calls

Measure 3.4 - *Communication and IT for territorial development*

- 9 projects financed over 4 calls



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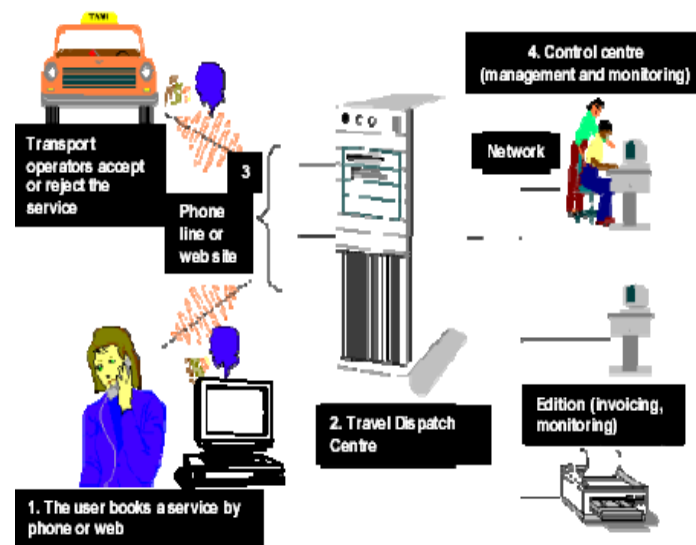
The Concept – An Agency for DRT

Possible solution to modern day mobility problems:
 A Multi-service agency based on telecommunication and information technology to manage flexible mobility services

- Business 2 Business services
 - ❖ Service scheduling
 - ❖ Goods distribution
- Business 2 Customer services
 - ❖ On-call bus services
 - ❖ Collective taxi service
 - ❖ ...

Advantages:

- resource rationalisation and optimisation (economic and environmental impacts)
- single interface for a wide variety of transport services
- differentiated transport offer





The birth of the AGATA project



- AGATA is a transfer from the world of research to the world of implementation
- AGATA builds on research carried out on the current state of DRT services in Europe:

- SAMPO
- SAMPLUS
- INVETE
- FAMS



- AGATA creates several initial pilots of the “Multi-service Agency” (July 2004 – June 2006)



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AGATA



REGIONE TOSCANA
Giunta Regionale

The AGATA consortium



- 7 partners, 3 European Countries and Morocco
- Regional/local administrations, public transport companies, research, energy and innovation associations



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The AGATA Project within this framework



Overall Objective

the definition, creation and demonstration of a multi-service agency which integrates and coordinates different flexible services for mobility and transport in urban and rural areas

Specific Objectives:

- Realisation of 5 feasibility studies and 7 pilot projects
- Identification of a business model for the agency based on a telecommunication centre and ICT systems
- Exchange of experience and best practices
- Promotion and diffusion of results



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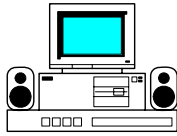
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AGATA – General Model

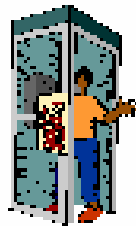


ATAF web services

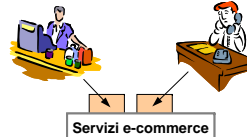


Piombino Passenger Transport

Cagliari Infomobility

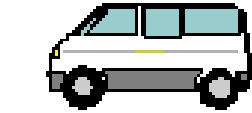
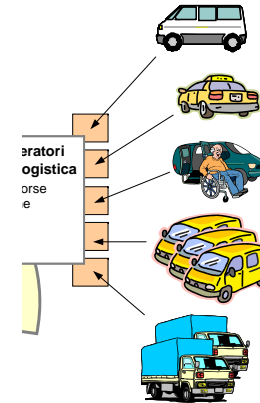


Algarve Passenger Transport



Servizi e-commerce

LIVORNO
Development
Agency
Flexible
Services



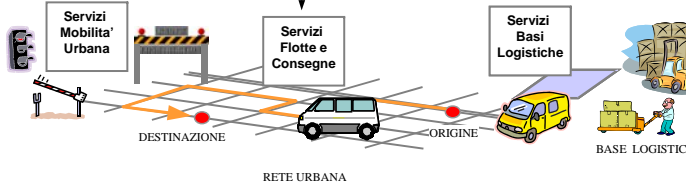
Terrassa Car Pooling



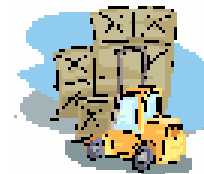
Marrakech Logistics Platform



Granada Collective Taxi



CTP Passenger Transport



Firenze Logistics Platform



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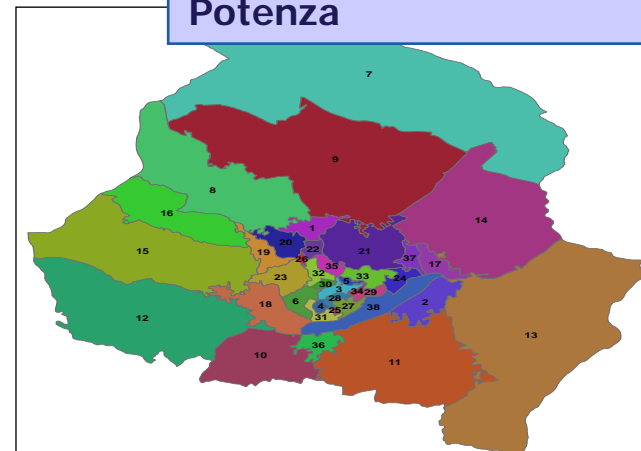
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Work Plan



Zoning of study area -
Potenza



- Analysis and identification of **needs and requirements** of AGATA sites concerning flexible services, and definition of the Agency concept
- Definition and planning of the agency and institutional, regulative, financial, operational aspects
- Local project realisation: demonstrative pilot projects and feasibility studies on flexible services for mobility
- Best practices definition based on local projects results
- Production of guidelines on the mobility agency concept



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AGATA - Evaluation Methodology



First Step:

analysis and cross comparison of territorial characteristics to identify most socially, environmentally and economically effective DRT service for each area

Objective: to ensure that the work carried out during the AGATA project identifies and responds to real territorial needs at a local site level

Second Step:

evaluation of the work carried out - interviews and questionnaires directed at local stakeholders before, during and after the AGATA pilot project

Objective: to analyse project impact on local stakeholders and assess prospects for sustainability



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Results and the future of AGATA



- Successful completion of a number of demonstration projects and studies each bringing something useful to the “Multi-service Agency”
- AGATA local projects are experimental and have a limited duration connected to ERDF funding
- The step to becoming a permanent service depends on financial support from local entities and actors

Possible means of financing:

- At project conclusion a series of good practices and a business case will be defined. Diffusion is vital to promote the sustainability of the AGATA work
- Political support for the services, e.g. Terrassa, Cagliari, Naples and the Algarve



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Thank you for your attention

www.agataproject.net

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