

OPTIMISM–COMPASS

Newsletter

February 2013



Introduction: A shared newsletter

The idea of a joint newsletter between COMPASS and OPTIMISM comes from the fact that these two projects show great affinities as well as share common objectives.

The projects COMPASS and OPTIMISM are funded under the same call and work towards the same goal of achieving sustainable mobility. The two projects are committed to maximise resources by working together and create synergies in key tasks and activities while at the same time sharing key results and learning from the generated knowledge.

Both projects propose a set of strategies, recommendations and policy measures, through the scientific analysis of social behaviour, mobility patterns and business models, for integrating and optimising the transport system. This will be based on the modelling and the assessment of the impact of co-modality and ICT solutions for transport.

There is a cluster among some activities of COMPASS and OPTIMISM and some results obtained in OPTIMISM will be used in COMPASS. Therefore, it came naturally to try and share knowledge on common issues.

The synergies between the projects can be found especially in WP4 of OPTIMISM and WP5 of COMPASS. In

these Work Packages, both projects aim at identifying and studying ICT-solutions for improving co-modality in urban and rural mobility; estimating the mobility effects of these same ICT-solutions; as well as estimating the GHG-reduction effects of the ICT solutions and their related costs.

Other synergies are to be found in WP2 of OPTIMISM and WP4 of COMPASS: actually, both studies will identify, gather and analyse relevant data about national travel behaviour by collecting travel data. Also, both studies will identify the different methodologies used for data collecting as well as analyse gaps and differences in travel data.

The two projects complement each other in the following ways:

- OPTIMISM provides a policy-approach with a macro-perspective. COMPASS suggests a more micro-approach (business models, case studies) and has a focus on actual impacts of the various ICT-solutions.
- COMPASS analyses new possibilities for collecting data with ICT methodologies. OPTIMISM's focus lies on developing an efficient methodology for future harmonisation of travel data.

- COMPASS will focus on the potential for ICT applications to meet the implications arising from the key trends. OPTIMISM will focus on how these trends could be modelled for enriching micro- and macro modelling exercises.
- The results of the case studies from COMPASS (especially on user reactions to ICT-solutions) could be very helpful in estimating the impacts of the various strategies defined in OPTIMISM.
- Some results of OPTIMISM may be used to help modelling the EU-impacts by COMPASS.

It is evident from the above that although the projects serve the same purpose they both add value and important input in meeting the sustainable mobility aim. This newsletter presents key results achieved so far by the two projects.

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Recent activities



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OPTIMISM has reached a next phase in its activities. Upon reaching the halfway mark of the project, we will already have sent out 3 newsletters, have held 3 internal meetings, have sent out 3 questionnaires and have held one workshop for external stakeholders and experts. With these activities, we constantly reach out towards a wide community of experts and stakeholders and constantly allow for feedback from this community to reach us.

On 18th September 2012, mobility ex-

perts were invited to Rome to participate in the OPTIMISM project's Expert Workshop. During six discussion rounds, various topics in relation to the future trends of passenger transport key factors influencing mobility patterns became the focus of attention.

The findings are being used by the OPTIMISM consortium to further assess passenger mobility solutions for the future. Additional information can be found here on our [project website blog](#).

Looking into the future, two events are planned. On March 14th, a workshop is planned on recommendations for the collection and reporting of data on socio-economic drivers of travel behaviour. More information can be found on our [website](#).

The OPTIMISM final conference is planned for the 16th of September 2013 in Brussels. With help of an expert panel, we will link the diverse findings made within OPTIMISM to the current mobility environment, and look into the future of passenger transport.



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Project meetings

COMPASS has arrived at its third Consortium meeting.

The first one, the kick off meeting, has been hosted in November 2011 by the coordinator of the COMPASS project, Edinburgh Napier University. Representatives from each of the nine project partners, as well as the EC Project Officer, met to discuss plans to carry out all tasks in the project. The meeting was also attended by the coordinator of the sister project, OPTIMISM.

The second consortium meeting for COMPASS

was held in Barcelona in March 2012 to discuss the on-going work of the project, focusing in particular on the current tasks - the identification and overview of ICT solutions for seamless travel, analysis of the key trends in society that influence demand for travel, and the identification of traveller needs and information needs.

The third consortium meeting for COMPASS took place in Vienna in September 2012, focusing in particular on the tasks on travel surveys, on the identification of ICT solutions for co-modality, and on the

assessment framework and selection of case studies for the assessment of these solutions. Discussions also took place on tasks that will get underway in the next few months - on the development of business models, and on the format of the planned handbook of ICT solutions for improving co-modality in passenger transport.

Key findings

WP2—National Travel Surveys

Work Package 2 aims to analyze existing national travel surveys in Europe and to develop recommendations on how to harmonize travel statistics in the future.

After an extensive survey on the current status of national travel statistics across all EU-27 countries has been carried out at the beginning of 2012, the collected data has been analyzed. The results show that specific characteristics such as the questions asked, data collection method, sampling method, data collection frequency, data application, etc. differ significantly from country to country. The main findings are

summarized in the deliverable report 2.1., which has been published in June.

Based on the survey outcome a detailed gap and format analysis was performed, resulting in a set of recommendations for future harmonization of National Travel Surveys. The result of this work are presented in deliverable report 2.2, currently under review.

As a next step a stakeholder workshop with mobility experts is being organized. At the workshop, which will be held in Brussels in the first quarter of 2013, the interim results will be discussed and recommendations for the harmonization of travel surveys in Europe will be developed.

WP3—Key Drivers

Last December the Second Expert Online Survey has been launched. This is the final step of the Delphi survey carried out within WP3 to gather experts' opinion on future scenarios for passenger mobility in Europe. The first step was the First Expert Online Survey, which has provided valuable information on the importance of key factors in terms of their impact on passenger mobility and the uncertainty of their related trends. The second step was the Expert Workshop, which provided a better insight into how key factors might shape future mobility patterns and how megatrends impact on passenger transport system key char-



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WP3 – Key Drivers

This WP identifies and describes the key trends of mobility patterns in the 21st century, taking stock of the outcomes of previous research projects and scientific publications. The role of ICT solutions in improving data collection (travel surveys) and favouring co-modality solutions is integrated

WP4 – Travel Surveys

This WP aims at identifying the type and level of information required for future transport demand forecasting methods by examining current data availability in travel surveys regarding individual's current and future travel behaviours, in relation to long-distance, rural and urban travel. The aim is to

establish how far currently available data is sufficiently robust and detailed to allow accurate forecasting of future travel trends and demand and how future surveys can be improved.

WP5 – ICT Solutions for Co-modality

In this WP the ICT solutions and their enabling business models are analysed in depth. It analyses the ICT solutions for improving long-distance, rural and urban mobility, identified in WP3. The following activities are foreseen: Contacts with public Authorities, transport operators, infrastructure managers, other companies and social groups; technical, organisational, legal and political feasibility and acceptabil-

ity of each solution; potential impact and assessment of interest of the alternative ICT solutions with a prospective approach; definition of scenarios also concerning the social, economic and mobility demand evolution. WP5 also focuses on business modelling, to draw up prototype models on selected applications with significant contribution to co-modality. It will use desk analysis and expert discussion to elaborate the models and describe the benefits of the co-modal passenger transport services to all stakeholders.

The business modelling approach and focus have been identified, discussed and selected.



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Key findings

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... It also permitted to identify “energy prices” and “support of sustainable mobility policies” as the most significant variables for defining OPTIMISM scenarios. The Second Expert Online Survey will gather information on the likelihood of implementation of policies aiming at making the EU transport system more sustainable considering two different trends for energy prices. This information will permit to assess the impact of ICT based co-modality strategies on mobility volume and patterns.

WP4—Decarbonisation

The first deliverable of WP4 of the OPTIMISM project has been submitted to the European Com-

mission. This deliverable provides an overview of ICT options supporting co-modality that are already implemented or will be implemented in the short/medium term. In total, 15 ICT options are identified that could be categorised in three main categories: traffic information services (e.g. static and dynamic route planners, personalised travel information), mobility services (e.g. multimodal smart cards, car sharing services, demand responsive transport) and transport management systems. For all these 15 ICT options a broad (mostly qualitative) assessments of the mobility, social and environmental impacts and costs have been performed. Finally, based on a thorough selection pro-

cedure three ICT options are identified as best practices: car sharing services, multimodal smart cards/mobile phone payments and personalised travel information/dynamic route planners. In the remainder of WP4 a more detailed impact assessment of these best practices will be carried out.

WP5 — Optimising transport systems

WP5 responds to the need for developing new strategies, technologies and methodologies for integrating and optimising transport systems for passengers. Main activities in WP5 will be held in the second half of the project with the findings of the previous work packages of OPTIMISM.



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WP6 – Assessment

WP6 provides the assessment of the identified solutions. A framework for the assessment is built both on local level (through case studies) and on European level (quantitative modelling). The objective of this WP is also to draw final conclusions and to derive recommendations.

The most important outcomes so far have been the selection of ICT solutions and regions for case studies as well as agreement on the general design of the surveys to be conducted within case studies.

Selection of different setups for in-depth investigation starts from the selection of ICT solutions. Then taking into consideration

different types of solutions project partners have proposed their suggestions for case studies. The proposals have been then analysed from the perspective of regions' characteristics and additional criteria. Finally, based on combination of all criteria eleven case studies have been selected for in-depth investigation. In order to gather case study specific data in some instances field research is necessary. For those case studies where important data is missing, surveys will be conducted. A total of four surveys will be conducted.

WP7 – Dissemination and Exploitation

In WP7, dissemination activities, it is one of the main objectives of the

COMPASS project to broadly disseminate the project results and prepare the exploitation of new products. One of the actions foreseen within this Work Package is the participation at national and international conferences and seminars to present overviews as well as available results of the project.

A leaflet, website and submission of papers to relevant technical reviews are important tools for COMPASS dissemination as well.

COMPASS foresees a final conference which will be held in November 2013 in Rome.

Deliverables and dissemination

- D2.1 "Analysis of National Travel Statistics in Europe" Status: under review.
- D2.2 "Methodology for Harmonisation of Travel Statistics" Status: Public under review.
- D2.3 "Recommendations to harmonize travel behaviour analysis" Expected May 2013.
- D3.3 "Delphi expert report on the future scenarios of transport and mobility" Expected March 2013
- D4.1 "Assessment of co-modality/ICT options and FP7 projects" Status: under review.
- D4.2 "Impact of best practices on mobility patterns" Expected May 2013.
- D4.3 "Decarbonisation potential and co-benefits of the best practices" Expected August 2013.
- D5.1 "Definition of strategies for integrating and optimising transport systems. Expected May 2013.

Final event:

The OPTIMISM final conference, "Towards sustainable mobility with OPTIMISM", will be held on Monday 16th September 2013 in Brussels (venue to be confirmed) for industry experts, project members and key stakeholders. The conference will present research results of the OPTIMISM project, as well as provide practical experiences and present real-world problems allowing participants to communicate and discuss between/beyond disciplines. More information can be found on our project website:

[OPTIMISM final event: September 16th, 2013.](#)

D3.1 "The potential role of ICTs in favoring a seamless co-modal transport system ", in which the promising ICT solutions have been identified and classified. Status: Public.

D3.2."Key trends and emerging traveller needs", which has provided an extensive review of the key socio-economic trends influencing transport demand and travellers' needs in a long term perspective. Status: Public.

D4.1 "Transport Demand related information overview on long-distance, rural and urban travel": this report contains the findings of tasks 4.2 to 4.4. Status: Public.

D4.2 "The role of ICT in travel data collection": this report contains the findings of tasks 4.1 and 4. Status: Public.

D5.1 "Handbook of ICT solutions for improving co-modality in passenger transport" for which a draft structure has been already proposed. Links and exchange of information have been activated with other FP7 projects. The Handbook represents the deliverable of WP5. It is built upon two components, respectively the outputs from the analysis on the ICT solutions and the business models. The document will be delivered at the end of the project.

D6.1 "User response to suggested ICT solutions" which will show the findings from the surveys conducted in task 6.1 and will be delivered early 2013.

D6.2. "An assessment of the potential impact of ICT solutions on a co-modal transport system", to be delivered at the end of the project.

A leaflet, website and submission of papers to relevant technical reviews are important tools for COMPASS dissemination as well.



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