

# OPTIMISM–COMPASS

## Newsletter



### OPTIMISM & COMPASS: finalisation

Welcome to the fourth and final OPTIMISM and COMPASS newsletter!

After two years of intense activity, both projects investigating ICT solutions to passenger transport will be culminating with two final conferences: OPTIMISM on 16th September in Brussels and COMPASS on 13th November in Rome.

The two projects examine the challenge of how to achieve the most efficient and sustainable use of transport modes, in order to address pressing emissions targets and rising congestion.

OPTIMISM starts with an examination of National Transport Surveys and investigates possible options for the harmonisation of a common European survey or dataset. This is followed by an

investigation into transport 'mega-trends', long-term structural factors affecting mobility behaviour and the likely impact of measures taken to respond to these changes. Drawing on previous studies, the project examines the ICT options for co-modality and creates tools for quantifying the effects of different solutions. Finally, OPTIMISM produces a set of strategies and roadmaps on how ICT measures can optimise future transport needs.

COMPASS, started in November 2011, has also sought to identify key mobility patterns in the 21st century, drawing on work that has been undertaken in previous European-funded projects. COMPASS focuses particularly on the role of ICT in data collection and management, and produces recommenda-

tions for improving data collection in passenger transport to meet future need. The project is currently in the process of identifying ICT-based solutions that have the potential to improve co-modality in passenger transport through a number of case studies. There will also be an investigation into how best to present solutions for improved co-modality to those stakeholders in transport operations and planning, followed by conclusions and recommendations for national and EU transport policy and actions. COMPASS will have its final meeting in Rome on 13th November.

A presentation of results from these studies is summarized below.

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## Recent activities

The OPTIMISM project has reached the final phase of its activities. By the end of the project, we will have sent out 4 newsletters and have held 4 internal meetings. For the stakeholder community, we have sent out 3 questionnaires and have held one workshop where external stakeholders and experts met.

Also in the final months of the project, we keep on reaching out to a wide community of experts and stakeholders and constantly allow feedback from the wider community to reach us. This will be most noticeable during the final event that is planned on Monday, the 16th of September in Brussels.

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On 14th March, 2013, mobility experts were invited to Brussels to participate in a [second OPTIMISM Expert Workshop](#). The topic of the workshop was recommendations for the 'Collection and Reporting of Data on Socio-economic Drivers of travel Behaviour'. During the day, various mid-project findings in relation to the future trends of passenger transport key factors influencing mobility patterns were discussed and a significant number of external contributions were presented. The findings from this workshop are being used by the OPTIMISM consortium to further assess passenger

mobility solutions for the future.

OPTIMISM held its fourth internal project meeting in Delft on March, 24th & 25th. During the meeting, the latest findings from the different work packages were presented, with particular attention for the latest modelling activities, analysis steps and identified ITS measures.

Presently, we are in full preparation for the OPTIMISM final conference in Brussels. With help of expert panellists, we will link the diverse findings made within OPTIMISM to the current mobility environment, and look into the future of passenger transport.



COMPASS held its fourth project meeting in March 2013 in Sopot at the University of Gdansk. Special attention to the surveys carried out within the project was given, focussing on bike sharing (Vienna), accessibility apps for disabled people, public transport (rural Poland) travel planners (Tuscany), ITS solutions in Barcelona's bus network and co-operative car sharing (Austria). The handbook for ICT solutions, was discussed during the meeting with presentations on the current status of the handbook for both the on-line and the paper version. The handbook includes a detailed assessment of more than 100 ICT solutions to improve co- and intermodali-

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ty, as well as incorporating business cases.

COMPASS successfully submitted papers at the Logi-Trans and Euro-Trans conferences in Poland, and at the WCTR conference in Brasil. Leaflets were presented at the ITS Network Workshop in Copenhagen; 7th China Annual Conference and International Exhibition on ITS in Beijing; European Transport Conference in Glasgow; ITS World Congress in Vienna; Conference "The News World of Technology Systems for Mobility" in Bologna (North Italy); IRF Workshop in Bologna; Hong Kong Society of Transport Studies Conference 2012; Shenzhen ITS Conference; ITS European Congress in Dublin.

COMPASS also kept in contact with some of the main international on-line reviews such as ITS International, Traffic Technology Today and World Highways to share information on available newsletters and initiatives from the project.

Also, COMPASS had the chance to disseminate its objectives and results through authoritative portals dedicated to EU projects such as ECOWEB, Transport Research and Innovative Portal. COMPASS also got the chance from the Directorate General for Research and Innovation of European Commission to be inserted in the second volume of the "FP 7 Transport Research Synopsis".

## Key findings

### Work Package 2

In order to develop recommendations for the harmonisation of travel statistics in Europe, an extensive survey on the current status of national travel statistics and a gap analysis was conducted. Based on these results, a Stakeholder Workshop on “Collection and Reporting of Travel Behaviour Data” was organized. Stakeholders and transport statistics experts, together with European Commission Services, discussed data needs requirements for future policy making and gathered ideas for alternative sources of information and new ICT based data collection techniques. The outputs of the workshop were included in Deliverable 2.3, summarizing the

findings of WP2 in terms of policy objectives, data needs and gaps for passenger transport. It presents recommendations on the future collection and reporting of travel data.

### Work Package 3

The Delphi survey carried out within WP3 to gather expert opinions on future scenarios for passenger mobility in Europe ended in January 2013. It provided valuable information for defining OPTIMISM scenarios which are being used to model the impacts of ICT-based co-modality measures on mobility volumes and patterns. The 4 OPTIMISM scenarios are characterised by two different trends for energy prices and support of sus-

tainable mobility policies. The simulation of scenarios will allow the assessment and comparison of two different trends of energy prices, and the impacts of policies directly supporting co-modality measures with those of policies which are likely to be adopted by the EU by 2030 and only indirectly support co-modality.

The policies directly supporting co-modality will be simulated according to the visions and strategies, in line with WP5. This will provide a better understanding of the potential of ICT-based co-modality measures for the optimisation and integration of passenger transport systems.

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### WP3 – Key Drivers

This WP has provided an in-depth literature review on main trends and drivers shaping transport scenarios over a long-term period (2050). The key drivers, e.g. demography, economy, technology, etc, have been analysed and described, taking stock of the outcomes of previous research projects and scientific publications. A structured internet-based guide to the drivers and scenarios has been designed, allowing the user to identify, check and review the insights from literature and scientific publications. The guide is now available at the website <http://www.fp7-compass-keytrends.eu/>.

### WP4 – Travel Surveys

The work carried out in this WP aimed 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 behaviour, in relation to long-distance, rural and urban travel. The final objective of this work was to establish how far currently available data is sufficiently robust and detailed to allow the accurate forecasting of future travel trends and demand and how future surveys can be improved. This WP was also based on the role and impact of ICT on collecting and managing transport and mobility

information, as well as the development of recommendations on the use of ICT for data collection.

The results of this WP are contained in D4.1 “Transport demand related information overview on long-distance, rural and urban travel” and D4.2 “The role of ICT in travel data collection”: delivered on February 2013, are both [publicly available](#).

### WP5 – ICT Solutions

The general assessment of the interest and feasibility of the alternative technologies identified for different forms of long-distance, urban, and rural travel has been concluded in WP5.

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## Key findings

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The policies directly supporting co-modality will be simulated according to the visions and strategies which have been developed in WP5, providing a better understanding of the potential of ICT-based co-modality measures for the optimisation and integration of passenger transport systems.

### Work Package 4

This WP studies the potential role ICT solutions could have in enhancing co-modality and decarbonising EU passenger transport. In previous work (see [Deliverables 4.1 and 4.2](#)), three best practices were selected: personalised travel information, car sharing schemes and mobile payment devices. To

estimate the EU-wide decarbonisation potential of the options, a scaling methodology was developed, taking country specific aspects affecting the effectiveness of these schemes into accounts. Results show that particularly personalised travel information and mobile payment devices could significantly contribute to decarbonising the EU passenger transport system (1-3% and 0.5 – 1% respectively), although the estimated CO2 reduction figures are rather uncertain. The results of this analysis are presented in Deliverable 4.3.

### Work Package 5

WP5 responds to the need for developing new strategies, technologies and methodologies for

integrating and optimising transport systems for passengers. The first deliverable described strategies for passenger transport: Seamless international travel, Seamless regional/national travel, Integrated urban and metropolitan transport, Integrated and personalized information and New mobility paradigm based on public means of transport both individual and collective. A technology roadmap for each strategy was included, describing the implementation steps of the strategies. In the following task, each single strategy will be assessed in terms of their impacts using both qualitative and quantitative techniques. These findings serve as input for a forward looking, multi-criteria, market analysis.



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The other focus of WP5 activities is the business modelling of a representative sample of selected applications with significant contribution to co-modality. The selection and recruitment of external experts has been completed and a virtual community established, by using the contact list of the TTS network in Europe. The selection of the best profiles by the use of a competence based questionnaire, has been completed in January. A collaborative Webspaces was rolled out in the same period on a social collaborative platform to create and manage the virtual community of experts.

The following applications have been sampled for prototype business models: Shared bike schemes (Urban ITS app, with low/indirect business interest), Mobile traveller information systems (Urban and long distance ITS app, with direct business interest), Parking detection and payment systems (Urban ITS app, with direct business interest), Collective and Jitney taxis (Urban and rural ITS app, with direct business interest).

### WP6 Assessment

WP6 focusses on the assessment of the solutions through case studies and quantitative modelling. Also, a transferability analysis in T6.4 was a key element for presenting

conclusions and recommendations.

Eleven case studies have been chosen for further elaboration. Case studies are now conducted and will be completed in August 2013.

In each case study, one or more technological solutions are to be assessed with regard to their transferability. Three main aspects are considered for the transferability assessment of ICT solutions: the applicability of the solution; the interest of the solution; the feasibility of the solution. Transferability analysis is in progress now and will be completed in September 2013.

## Final events and deliverables

The final **OPTIMISM final conference** takes place on Monday **16th September in Brussels**.

The OPTIMISM Event is a place to present research results, practical experiences, understand real-world problems and to communicate and discuss between/beyond disciplines. It has the vision to raise awareness and, in parallel, to actively contribute to the shaping of a consensus among various stakeholders. This leads to the most effective recommendations on strategies, technologies and methodologies for the integration and optimisation of the transport system for supporting the aim of sustainable mobility.

The OPTIMISM Event highlights the scientifically documented insight of the transport system and people travel choices via the study of social behaviour and mobility patterns. It presents the OPTIMISM consortium's findings and allows stakeholders to discuss topics such as developing strategies, technologies and methodologies for integrating and optimising transport systems for passengers, -both in urban and metropolitan transport and at regional and long-distance mobility, while determining the optimum balance of "trade-offs".

Attendees registered so far include members from European, national and regional administrations, key automotive players as well as respected members of the scientific community.

More information on the set-up of this event, the agenda, the organising committee as well as the event location can be found through [this link](#).

**There are only a limited number of places available, so register quickly!**



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**COMPASS will hold its final conference in Rome on the 13th of November 2013** for presenting its results and focusing on ICT solutions for co-modality.

The final conference in Rome will present some of the project's key findings, as well as present some of the most interesting solutions found, and will seek feed-back from the representatives of policy makers and other stakeholders, as well as researchers and the transport industry.

The final conference will involve speakers from all over Europe discussing: key drivers for future mobility, case studies carried out in the project and related results; ICT solutions for improving co-modality; business models for ICT solutions; the potential for decarbonisation of transport through ICT solutions; the impact of ICT solutions on a European scale with assessment of scenarios; next steps in ICT research for transport. The conference will involve both private companies as well as local and regional authorities and will be characterised by a continuous debate between speakers and audience to get feedback, impressions, suggestions and to share best practices and experiences.

The conference will be held in the historical centre of Rome, close to the Spanish steps. For any further information, do not hesitate to contact Ms Laura Franchi through e-mail: [redazione@ttsitalia.it](mailto:redazione@ttsitalia.it)



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