



BIP Integrated Smart Ticketing (Cuneo, Italy)

The Project:

An integrated smart-ticketing, fleet monitoring and video surveillance system has been developed in Cuneo province, Italy. The main objective of the project is to develop a collective public transport system, improving accessibility through the introduction of an integrated regional ticket and fare integration.

In 2009 the provision contract was awarded to a venture formed by Pluservice and Thales, and initially required developing a thorough understanding of the fare policies and rules at regional level. The system was fully operative by March 2011, after assessment by Piedmont Region officials to ensure full compliance with regional interoperability standards. The total project budget was €5.4 million.

This required a high degree of co-operation between all involved stakeholders, including local and regional authorities agencies, 18 different transport providers, 315 retailers and 25 depots throughout the territory. Uniquely, all 18 transport providers used one common control centre for all activities and processes regarding ticketing, monitoring and video-surveillance while maintaining their total autonomy in management of their own data and confidential information, to ensure confidentiality of specifications and data.



Current successes/problems

This system allows useful data to be acquired, relating to such characteristics as the frequency and occupancy of each journey, the locations of residence of each user and the punctuality of the service performed. Furthermore, this scheme has developed a stronger relationship between PT operators and users, and has led to a number of online tools to aid public transport usage, in the guise of web-based tools and as smartphone applications.