

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

TECHNOLOGICAL SERVICES AND EQUIPMENT FOR THE NEW PUBLIC TRANSPORT TARIFF AND MANAGEMENT SYSTEM IN MALLORCA

Consortium of Transportation of Mallorca (CTM)

Programa Operativo de Illes Balears

Año 2020

Fondo Europeo de Desarrollo Regional

TECHNOLOGICAL SERVICES AND EQUIPMENT FOR THE NEW PUBLIC TRANSPORT TARIFF AND MANAGEMENT SYSTEM IN MALLORCA

Basic project description

The Consortium of Transportation of Mallorca (CTM) is a public entity attached to the Conselleria of Mobility and Housing of the Govern de les Illes Balears that has among its competences to articulate economic, technical and administrative cooperation between the administrations and the public and private entities attached to them in order to exercise jointly and coordinated their competences in the management and management of the regular public transport of passengers.

Its functions include the planning, establishment and maintenance of a common transport system through the coordination and interconnection of the networks, services and activities that integrate it to enhance the use of public transport.

The co-financed project, *Technological Services and Equipment for the new public transport tariff and management system in Mallorca* (train, metro and bus), consists of the acquisition and updating of new technological equipment for buses and train/metro stations, the incorporation of a tariff system with new ways of payment and validation of transport certificates and the provision of new real-time information systems.

The main objectives of the project are to improve the management and planning of inter-urban public transport, as well as real-time information and user safety, and to reduce the time required for ticket purchase and validation. This means increasing the quality, efficiency and efficiency of the public transport service, a high impact on the number of users, a high territorial coverage and also a sustainable project over time.

The total eligible cost of the action is EUR 8,514,500 with support of EUR 4,257,250 from the European Regional Development Fund (ERDF).

It is estimated that the number of users who have access or are covered by these intelligent transport services provided by this project is, at its end, 62,711,887.



Below are the arguments that make this project considered good practice, in accordance with the criteria defined for this purpose.

Criterion 1. High dissemination among beneficiaries and the general public.

The project has a high dissemination of the contribution of European funds to economic and social development both to potential beneficiaries and to the general public, and has been widely disseminated through the various information and publicity measures developed.

Among the **mandatory measures** which have been carried out in accordance with Community legislation, the following should be noted:

During the **tendering and award process**, the EU's contribution to the co-financing of the action through the publication of the information on the website of the Govern de les Illes Balears, as well as in the announcement of tender for this action in the Public Sector Procurement Platform of the Ministry of Finance, was highlighted.

Information on the project **and its financing by the ERDF is available on the website of the Consorci de Transports de Mallorca**, in the section for the European Funds.

http://www.caib.es/sites/actuacionsdesenvolupament/es/actuacions_cofinanciades-86474/



Given the characteristics of the co-financed action, and in order to make the EU contribution visible to the public, the access lathes to the train and metro platforms of the Palma Intermodal Station have been **screened**, as well as in the desks of bus drivers with the text “Project co-financed by the European Regional Development Fund”. It has also included the EU emblem and the motto *Una manera de hacer Europa*.



Equipaments tecnològics per al nou Sistema Tarifari Integrat



Unió Europea

Fons Europeu de Desenvolupament Regional

Garantir una millor utilització de les tecnologies d'informació

In order to comply with the regulations on information and communication measures, a **permanent commemorative plaque** has been placed at the entrance of the units of the beneficiary entity, in a place visible to the public.

In addition, **other actions and measures** have been carried out in the field of communication and information, in order to strengthen and give greater visibility to co-financing by the European Union for action, including the following:

Multiple **information notes** have been produced and various **news stories published** in the various media at regional level, as well as on the website of the Govern de les Illes Balears and the website of the Consorci de Transports de Mallorca informing of the start-up, as well as the results obtained by the project and the community co-financing.

Los usuarios del autobús podrán viajar con su tarjeta en todas las islas

Los vehículos de las nuevas concesiones de Baleares, a partir de 2019, contarán con el mismo sistema de identificación y de pago. El Govern aportará la tecnología a los consells.

Se deberá establecer un modo de compensar económicamente la diferencia de tarifas en cada isla de Baleares.

Elaboración: generalitat.balearica.es

El Gobierno balear invertirá más de 1,3 millones de euros en los autobuses de la EMT para avanzar en la integración de los sistemas de transporte.

El consejero Marc Pons y el alcalde de Palma destacan que el proceso para la integración de las redes de transporte urbano e interurbano avanza con firmeza como el convenio para renovar las máquinas de venta y validación de billetes.

El consejero de Territorio, Energía y Movilidad, Marc Pons, y el alcalde de Palma, Antoni Noguera, han firmado hoy un convenio mediante el cual los bu EMT serán dotados de nuevos equipamientos tecnológicos del sistema de venta y validación de los billetes y que compartirá con el tren, metro interurbano. El Gobierno de las Islas Balears destinará casi 1,4 millones de euros a esta medida. Este convenio se enmarca en el proceso de cot entre la EMT de Palma y el Consorcio de Transportes de Mallorca (CTM) para la integración tarifaria del transporte público regular en Mallorca.

El consejero Marc Pons ha destacado que el convenio firmado hoy como primeras medidas necesarias hacia la integración efectiva de las redes de Palma e interurbana y ha asegurado que el convenio iniciado hoy en Palma y Mallorca se completará con la integración tarifaria completa. El dibujo integración total, que tiene que incluir también las otras islas.

Tanto el alcalde Antoni Noguera como el consejero han asegurado que

SALA DE PREMSA

23 febrero 2018 | 14:30 HORES

El Govern invertirà més de 800.000 euros en els equipaments tecnològics dels busos de transport públic de Menorca

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Aquesta actuació s'emmarca dins el projecte cap a la integració tarifària del transport regular de viatgers per carretera de les Illes Balears.

El conseller de Territori, Energia i Mobilitat, Marc Pons i la presidenta del Consell de Menorca, Susana Mora, han signat avui el conveni sobre els equipaments tecnològics del sistema tarifari del servei del transport públic regular de viatgers per carretera. L'objecte d'aquest acord és establir

La tarjeta de la EMT se podrá usar en el Metro

Desde mayo y junio, y en el segundo semestre del año el pase interurbano valdrá en la EMT

El conseller de Territori, Energia y Movilidad, Marc Pons, y el alcalde de Palma, Antoni Noguera, rubricaron ayer la firma de un convenio mediante el cual los buses de la EMT serán dotados de nuevos equipamientos tecnológicos del sistema de venta y validación de los billetes de bus y que compartirá con tren, metro y buses interurbanos. El acuerdo se enmarca dentro del proceso de colaboración entre la EMT de Palma y el Consorcio de Transportes de Mallorca (CTM) para realizar la integración tarifaria del transporte público regular en la isla de Mallorca, según informó el Govern en un comunicado.

El conseller destacó que el convenio concierne ya las primeras medidas necesarias hacia la integración efectiva de las redes urbana de Palma e interurbana. Así en el primer semestre de este año, entre

El alcalde Noguera y el consejero Pons, que todos los buses circularán con los mismos equipamientos tecnológicos y podrán emplear el mismo

Avís de Targeta Intermodal, nova manera de viatjar

«He amb la nova targeta bàsica», tot tot, i la família a amb anada

ament. Cha de valdre en paper i en laor del bus per els membres del grup.

aport a pagar i comoda, i que ofereix una solució completa a pagar de la seva tarxera (límit de 45€), sempre del bitllet en el bord.

usu	1 adult	2 adults	3 adults	4 adults
1.00 €	2.00 €	3.00 €	4.00 €	5.00 €
1.00 €	2.00 €	3.00 €	4.00 €	5.00 €
1.00 €	2.00 €	3.00 €	4.00 €	5.00 €
1.00 €	2.00 €	3.00 €	4.00 €	5.00 €
1.00 €	2.00 €	3.00 €	4.00 €	5.00 €

let en línia: compra anticipada a www.tib.org

de de gres podrà adonar en bitllet en el bord de el, amb un descompte del 40% respecte del bitllet en el bord.

del en el bitllet que ha de valdre en paper al bord, ja sempre en paper a a través del bitllet.

usu	1 adult	2 adults	3 adults	4 adults
1.00 €	2.00 €	3.00 €	4.00 €	5.00 €
1.00 €	2.00 €	3.00 €	4.00 €	5.00 €

let en el bord



CTM has published **information leaflets** on the tariff system, payment methods, public service schedules and conditions for accessing the intermodal card that have been distributed to the users of the service incorporating the logos, slogans and funding from the ERDF.



In number of the Newsletter **Butlletí de Fons Europeus de les Illes Balears** published by the General Directorate of European Funds in April 2020 edition, includes information about the project and the ERDF contribution in its execution, paying special attention to the results achieved due to this investment.

CONSELLERIA D'INFRAESTRUCTURES I TRANSPORTS DE LES ILLES BALEARS

BUTLLETÍ DE FONDS EUROPEUS DE LES ILLES BALEARS Núm. 8

Abril 2020

LA NOVA FLOTA DE BUSES DE PALMA ES POJA EN MARCHA GRÀCIES A LA JUDA DEL FONDS EUROPEUS

PORTES OBERTES AL TIB BUS

EMV i contactless al bord

La presentació del Consorci de les Illes Balears i el TIB de Palma han presentat a la ciutat de Palma la nova flota de buses de la Empresa Balear de Transports (EBT) a Palma que ja han començat a utilitzar per a les línies de transport a partir del 20 de febrer de 2020, que fins ara ha estat en paper i en el bitllet en el bord.

La nova flota està formada per un total de 540 nous autobusos, que són més moderns i més ecològics que els antics autobusos que s'han utilitzat fins ara.

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Finally, it should be noted that in the framework of the XIX Spanish Congress on Intelligent Transport Systems organised by the ITS Spain association, which took place on April 1, 2 and 3, 2019, the Consorci de Transports de Mallorca participated with the presentation “Modernisation of public transport in the Balearic Islands as a state-of-the-art ITS system” and awarded the **“EMV contactless” special ITS PRIME** to the project of the new technology system of the interurban public transport of Mallorca. The contribution of the ERDF was revealed both in the presentation of the project by the CTM manager and in his parliament.

Por último, hay que destacar que en el marco del XIX Congreso español sobre sistemas inteligentes de transporte organizado por la asociación ITS España que tuvo lugar los días 1, 2 y 3 de abril de 2019, el Consorci de Transports de Mallorca participó con la ponencia “Modernización del transporte público de las islas Baleares como un sistema ITS de última generación” y se otorgó el **PREMIO ESPECIAL ITS 2019** de “EMV contactless” al proyecto del nuevo sistema tecnológico del transporte público interurbano de Mallorca. Tanto en la presentación aportada del proyecto por parte del gerente de CTM, como en su parlamento, se puso de manifiesto la contribución del FEDER.



Criterion 2. Incorporation of innovative elements.

The new fare system incorporates double validation at the entrance and departure of the bus, a virtual purse accessible at all times by users from the extranet and access to means of transport (bus or train) using a bank card with EMV contactless technology as a transport document, among other novelties. In addition, the frequent user has a system of points that will translate into discounts on their travel as the use of public transport increases.



CTM has completely redesigned its tariff system to meet business objectives, as it does not intend to reduce cash on board but is intended to eliminate it. Massive migration of cash to digital payment forms is encouraged by all means at their disposal. To this end, in addition to mass communication campaigns, a penalty is applied to the use of cash in ticketing operations not less than 20 % over the price of the same transport document paid by electronic means.

Criterion 3. Adequacy of the results obtained to the objectives set.

The implementation of the new model of regular road transport in Mallorca has meant the design of a public transport service offering that ensures a comprehensive configuration of the entire network with the same criteria for the whole territory, in order to meet the new mobility needs of the island.

Over 16.5 million users used interurban public transport in Mallorca during 2019. The first phase of tariff integration has had an impact on this growth. Also, in 2019, a total of 371,119 trips were made with the citizen card in the metro of the Universitat de les Illes Balears (UIB).

It also entails an increase in the quality, efficiency and efficiency of the public transport service, with a high impact on the number of users benefiting and with a large territorial coverage. In addition, it is a project that is sustainable over time.

Criterion 4. Contribution to the resolution of a regional problem or weakness.

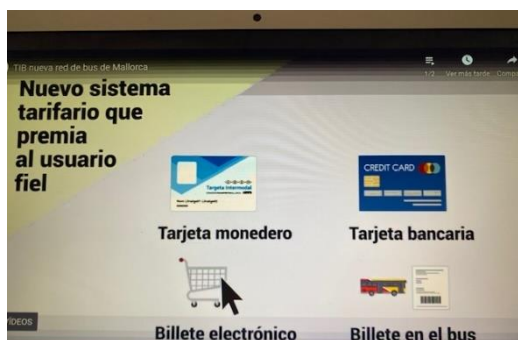


Until the implementation of this action, Mallorca's Integrated Tariff System (STI) was in its third technological generation. To improve infrastructure, provide better service to users and mitigate fraud, the fourth generation of ITS has been implemented. By facilitating the integration of tariff systems and information services for regular transport passengers, all buses circulate with the same technological equipment.

The implementation of this technology in public buses on all islands of the archipelago makes it possible to unify the system to reduce costs. In addition, Ibizans or Formenters will be able to use their public transport card in Mallorca or Menorca without the need to buy a ticket and conversely.

At the same time, it also passes to a new tariff system in which the transport document can be personalised or registered, which has different advantages for the user, such as the discount for use, or the recovery of the card in the event of loss or deterioration, the fact of being able to pay the transport document with bank address (post payment), etc., adapting to the user's need, and replacing the large number of different transport documents with a single card.

Criterion 5. High degree of coverage of the target population.



All the public transport authorities of the Balearic Islands have joined this system that transports more than 60 million passengers a year and involves the supply, engineering, installation and maintenance of the fare systems of all buses and stations of the islands of Mallorca, Menorca, Eivissa and Formentera.

The new tariff system unifies transport certificates that apply to all regular public passenger transport services incorporated into the system, so that users can use this service using the same physical support, allowing any fintech (paypal, etc.) and payment currency of any country, provided that it observes and complies with the legislation in force in the European Union. In addition, the user receives from the system a return of information about the result of the transaction in the form of visual and sound signals and may receive information about the balance or titles left on the card after validation.

Criterion 6. Consideration of horizontal criteria of equal opportunities and environmental sustainability.

There is a commitment between CTM and IB Dona to implement measures against sexist violence in public transport. Among other measures, victims of gender-based violence travel on intercity public transport with a 50 % discount, ceding free of charge the advertising spaces of the TIB network for dissemination campaigns of IB Dona, as well as spreading the telephone number 24 h. of the IB Dona in the train/metro stations and in the offices of service to the user.



An important aspect to promote environmental sustainability is that the removal of physical support for payment securities contributes to improving the environment. Similarly, the promotion of the use of public transport favours the reduction of the use of private vehicles with the consequent reduction of pollution generated by mobility and minimising energy consumption.

Criterion 7. Synergies with other policies or instruments of public intervention.



Among the functions defined by CTM within the framework of its competences is to develop the forecasts of the Sectoral Transport Management Plan of the Balearic Islands 2019-2026, in particular the planning, management and management of infrastructures, equipment and regular passenger transport facilities, as provided for in the Sectoral Transport Management Plan of the Balearic Islands.

The Plan sets as its main objectives, among others, ensuring accessibility to transport for all citizens and throughout the territory and transforming modal distribution in favour of public transport, as well as improving and making public transport conditions more flexible.

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