

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Travel information system through information panels and a mobile APP for regular intercity transportation

Cabildo Insular de Lanzarote

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

SUPPLY AND INSTALLATION OF A TRAVEL INFORMATION SYSTEM THROUGH INFORMATION PANELS AND A MOBILE APPLICATION, FOR REGULAR INTERCITY TRANSPORTATION OF THE ISLAND OF LANZAROTE

DESCRIPTION OF THE COURSE OF ACTION

The Cabildo Insular de Lanzarote presents as a good practice the supply and installation of a traveler information system through information panels and a mobile application for regular interurban transport, with the aim of offering citizens a transport system capable of transmitting and manage information on the state of the public network, and to establish itself as a robust, secure and scalable system, based on proven standards.

Through this platform the aim is to obtain a system that provides information on mobility on the Island of Lanzarote on a continuous basis, and to offer its users a mobile application for public transport planning and information.

The action has been carried out within the framework of the Conurban Azul Strategy, in a total of 43 interurban stops established throughout the municipal area of Arrecife, San Bartolomé and Teguiise.



The eligible cost for the operation in which this action is framed is €756,838.55, with ERDF aid of €643,312.77, being its main impact the contribution, through the installation of information panels at transport stops and the launch of a mobile APP for the progressive transformation of the city into a Smart City; but also the improvement of the provision of real-time information on mobility on the Island of Lanzarote and the promotion of public transport.



Before



After

THE ROLE OF THE ERDF IN THE ACTION HAS BEEN CONVENIENTLY DISSEMINATED AMONG THE BENEFICIARIES, POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC

The Cabildo Insular de Lanzarote, aware of the importance of this action for the citizens of the island and the relevance of the European contribution, carried out an information campaign through different media, press releases, plaques, social media, publications through municipal press and tender announcements, awarding and formalization of the contract, highlighting the role of the ERDF in all these communication actions.

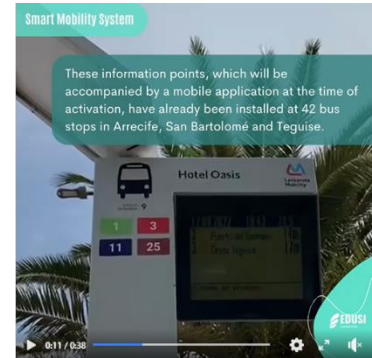
For this reason, an **information system promotion campaign (PIV)** has been carried out at **public transport stops, through information panels, and the mobile APP**, in order to disseminate the investment made with European funds in different media such as social media, digital media or local radio stations.

In addition to having external media, a specific **webpage** has been created for the dissemination of the actions co-financed by the ERDF through which has been reported the work both for the information panels and for the mobile APP:

<https://www.edusilanzarote.com/comunicacion/>

Promotional short videos of the performance have also been made, one of them subtitled in English, which are available on the social media of the Cabildo Insular de Lanzarote (Facebook).

The Cabildo Insular de Lanzarote's own website (<http://cabildodelanzarote.com/>) is another of the channels of dissemination of the actions co-financed by ERDF of the EDUSI "Conurban Azul", and it has also echoed the action of "supply and installation of a traveler information system through information panels and a mobile application for regular intercity transportation" to make it known to citizens.



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Adjudicada la instalación de paneles informativos en las paradas de las guaguas interurbanas de la isla

ADJUDICADA LA INSTALACIÓN DE PANELES INFORMATIVOS EN LAS PARADAS DE LAS GUAGUAS INTERURBANAS DE LA ISLA

Lanzarote, 18 noviembre 2020

La inversión asciende a cerca de 589.000 euros, financiados a través de los Fondos EDUSI y el Cabildo insular

- » El consejero insular de Movilidad, José Francisco Hernández, señala que "este nuevo y moderno sistema de información permitirá a los usuarios del transporte público obtener datos, en tiempo real, sobre las diferentes líneas de guaguas"
- » La empresa adjudicataria Capmar, Sistemas de Información S.L. instalará un total de 43 paneles informativos y pondrá en marcha también una aplicación móvil

El Cabildo de Lanzarote, en su apuesta por la modernización del servicio del transporte público interurbano, acaba de adjudicar la instalación de un sistema de información a los viajeros a través de paneles informativos en las paradas de las guaguas y la puesta en marcha de una aplicación móvil.

[Link to the piece of news.](#)

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NOTICIAS

EL CABILDO INICIA LA INSTALACIÓN DE "PANELES INTELIGENTES Y SOSTENIBLES" EN 43 PARADAS DE GUAGUAS

Noticias | Agenda

« Lanzarote, 01 diciembre 2021

BUSCADOR DE NOTICIAS

Texto:

Desde:

Hasta:

Corrujo: "Apostamos por un sistema de información inteligente, moderno y sostenible que permite al usuario conocer, en tiempo real, lo que falta para que llegue la próxima guagua"

El Cabildo de Lanzarote ha iniciado esta semana la instalación de paneles inteligentes de información al usuario en 43 paradas de guaguas que, además de ofrecer información actualizada sobre rutas y movilidad, permitirán una mejor gestión del transporte interurbano.

El proyecto forma parte de la Estrategia de desarrollo urbano sostenible denominada "Conurban Azul: calidad urbana y cohesión social de los municipios de los municipios Tegüise, Arrecife y San Bartolomé", siendo financiada la inversión, por importe de 550.454,80 euros más 38.531,84 euros de IGIC en un 85% por el Fondo Europeo de Desarrollo Regional en el marco

[Link to the piece of news.](#)

The Cabildo Insular de Lanzarote has also prepared several **press releases** that have been vital for the continued dissemination of the action in **different local media**, under the importance of the ERDF's role in financing the project:

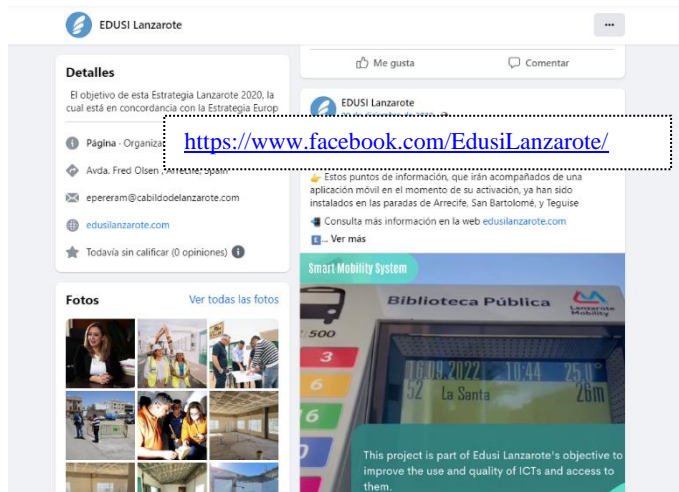


Links to press releases: [Cadena Ser](#), [La Provincia](#), [El Chaplon](#), [Lancelot digital](#).

Furthermore, the Cabildo Insular de Lanzarote, aware of the level of reach of **Social Media** nowadays, has used these tools, as well as the YouTube channel to disseminate videos and news about the development of both actions to make them known to the citizens.



<https://fb.watch/nAN2rdJqIE/>



Links to Facebook news: [May](#), [December](#).

On the other hand, other dissemination actions have been carried out on **local radio stations**, as well as the creation of construction **posters** and **plaques**.





THE COURSE OF ACTION INCORPORATES INNOVATIVE ELEMENTS

In relation to the innovative nature of the course of action, we must highlight that it is an operation aimed at integrating ICT into the urban development strategy of the Arrecife Suburbs, San Bartolomé and Teguiise; therefore, innovation does not only lie in its objective, but is also present in the way it is achieved.

In this context, although its objective is to improve public transport by offering the user a new *intelligent, modern and sustainable* information system, which incorporates information on the status of interurban transport in real time and efficiently, the two most innovative aspects of the actions are related to the way in which the implementation of this system has been achieved:

- The system incorporates the installation of intelligent and sustainable information panels at 43 bus stops, consisting of digital screens that show the estimated arrival time of the vehicle and that are powered by solar energy generated by the solar panels installed on top.

Given these data, we can verify that the designed system is innovative due to the way in which it seeks to promote the use of public transport on the island, driving the sector towards sustainable development that takes into account new modern and environmentally friendly solutions, but without forgetting to offer the highest quality of service to citizens.

ADEQUACY OF THE RESULTS OBTAINED TO THE ESTABLISHED OBJECTIVES

Regarding the objective of the operation, this is proposed from a *strategic and integrated* approach, since it aims to improve the quality of the service through the modernization and digitalization of interurban public transport, in addition to promoting the sustainable development of the sector, thus contributing to the improvement of the environment and the rational and efficient use of road infrastructure.

Therefore, we can affirm that the result obtained has fully achieved the objectives of the project, since it has achieved the transformation of the old information system into a new, more accessible, useful, visible and efficient system, which incorporates sustainability and digitalization in users' daily life and that contributes to the process of transforming the city into a Smart City.

In addition, it is also important to highlight that this action continues to advance the purpose of improving transportation management, urban quality and social cohesion of the municipalities of Teguise, Arrecife and San Bartolomé; positively affecting the daily lives of citizens and contributing to making their lifestyle more sustainable and respectful of the environment, without forgetting to guarantee the quality of the services offered.

CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR WEAKNESS DETECTED IN THE TERRITORIAL SCOPE OF EXECUTION

This action responds to several weaknesses detected on the island of Lanzarote. On the one hand, the old information system on interurban public transport was incapable of showing real-time information on the status of public transport, which acts as a disincentive for its use by citizens; and on the other hand, as they were only information panels, their reading could be complicated and not accessible for some of the potential transport users.

For this reason, the design of a mobile APP and the installation of modern and sustainable information panels have allowed us to improve the quality of the provision of information on the status of transport, the visibility and understanding of the information, its accessibility and its portability. Users are now allowed to check the waiting and arrival time of transport from any point on the island, in addition to possible incidents or changes in routes and schedules, clearly acting as an incentive for the regular use of this type of transport.

HIGH DEGREE OF COVERAGE OF THE POPULATION TO WHICH IT IS DIRECTED

The main objective of this action is the transformation and improvement of the information provision of the island's interurban public transport service, being a clear benefit for all citizens.

Not only is the service modernized and progress is made towards the transformation of the area into a Smart City, but the use of more sustainable and modern public transport is also promoted, both for its 155,812 inhabitants and for potential tourists who visit the island. They will be able

to easily understand bus routes and schedules in order to travel in a more sustainable way.

CONSIDERATION OF THE HORIZONTAL CRITERIA OF EQUAL OPPORTUNITY AND NON-DISCRIMINATION, AS WELL AS SOCIAL RESPONSIBILITY AND ENVIRONMENTAL RESPONSIBILITY

Regarding the consideration of the horizontal criteria in the execution and design of the action of “supply and installation of a traveler information system through information panels and a mobile application for regular interurban transport”, it is important to highlight that they have effectively been taken into account, incorporating both the horizontal criteria of *equal opportunities and non-discrimination, as well as the criteria of social and environmental responsibility*.

In this sense, the project design has incorporated the conclusions obtained in the citizen participation process carried out within the framework of the EDUSI, thus integrating the concerns of all groups and also responding to the needs expressed by citizens.

For this reason, it should also be highlighted that hiring has been done in a transparent manner, guaranteeing equal opportunities for companies, and that simple, egalitarian and non-exclusive language has been used in communication actions; Therefore, both the communication and hiring processes are aligned with the renewed commitment to an egalitarian Council that advocates non-discrimination.

On the other hand, it is also important to mention that the Cabildo Insular de Lanzarote took into account that all the materials used for the installation of the smart and sustainable panels complied with environmental regulations and were respectful of the environment.

Finally, we should also mention that this action has promoted the accessibility and integration of the interurban public transport system, thanks to the fact that accessibility improvements for people of all ages have been incorporated into the design; and that has also managed to improve the integration and social cohesion of the municipalities of Tegui, Arrecife and San Bartolomé.

SYNERGIES WITH OTHER POLICIES OR PUBLIC INTERVENTION INSTRUMENTS

This action, framed in the Sustainable Urban Development Strategy (EDUSI) promoted by the Cabildo Insular de Lanzarote has been designed taking into account the construction of more modern, digital and sustainable municipalities, a common future strategy for which an attempt has been made to take advantage of the synergies that generate other policies or instruments of public intervention that have already been carried out or are being implemented.

In this sense, the action is undoubtedly aligned with the Local Action Plan of the municipality of Tegui, which approved in 2013, presents a joint proposal that ensures that the municipal and island governments are capable of establishing and maintaining adequate coordination, with the objective of planning and ordering human settlements, economic activity, urban-territorial planning and social-urban development that affects all the parts that make up urban areas.

Furthermore, as it is related to the promotion of sustainable and accessible transport that unites

the territory, the action can also be aligned with the Sustainable Mobility and Smart Mobility projects of the Cabildo Insular de Lanzarote, in addition to the interventions and campaigns of the Service of Road Education (SEV), in which the healthy and sustainable mobility conferences carried out throughout the year to raise awareness and make all citizens reflect are especially highlighted.

Finally, at the European level the project is aligned with the Sustainable Development Goals (SDGs), signed by the Member States of the United Nations in 2015.

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