

Objectives of the measure

- **At measure level:**
 - To simplify the use of sustainable transport modes in the city, especially for vulnerable groups of people.
- **Contributing to city level objectives of:**
 - The main goal is to increase the use of sustainable mobility modes, especially public transport, reducing the use of cars.
 - Also, it aims to optimize public space through the increase of use of sustainable modes.

Description of the measure

- **Situation before:**

Valencia is working on a new MaaS solution for citizens (called “Ciudades Conectadas”) in coordination with other 5 cities in Spain. This will be the first integrated MaaS app for Valencia. The project is funded by Next Generation European funds and aims to have an open source-based application which combines citizen needs and information with mobility data collection for the public administration.

València is the main stakeholder of the project, with a budget of more than 14 million euro. EMT València is in charge of the development of the technical solution and the payment compensation system. The project should finish before December 2024.

- **General description:**

So far, the main features of the app have been already defined, but just from a technical point of view. Within UPPER, EMT València will study how to introduce new features into the development of “Ciudades Conectadas”, but from the accessibility perspective. In this sense, the concept of Mobility as a Right will be taken into account in order to define the new features of the app, with considerations for:

- Physical accessibility for people with mobility issues (integrating information about accessibility of bus stops, metro stations, elevator location, etc).
- Universal accessibility for people with intellectual issues.
- Gender perspectives to fulfil everyone’s needs.

End users (PT users or potential PT users) will be involved in the definition of relevant new functionalities for the MaaS in order to cover the needs of certain users’ groups with special needs.

- **Measure outputs:**

New features for the MaaS to ensure that the APP is accessible for everyone (being that more than 40% of the users are women or people with different abilities or with particular forms of dependency).

- **Supporting activities:**

Ciudades Conectadas has a great module about communication. The city of Vitoria is in charge of this work package. We will have a whole dissemination program regarding Ciudades Conectadas in every city involved in the project and, as well, in events at country level.

For example, we will have a stand at the UITP Summit, taking place in Barcelona in June 2023.

- **Interaction with other city measures: UPPER and non-UPPER measures**

There is a link with the ongoing project of “Ciudades Conectadas”, being implemented in Valencia together with other 5 cities in Spain.

Target groups and/or geographical impact areas

- **Target groups:**

The main target groups are the citizens of every city involved in the project.

- **Geographic implementation area:**

The geographic implementation area covers the extension of the cities involved in the development of “Ciudades Conectadas” project (València, Valladolid, Vitoria, Logroño, Gijón and Fuenlabrada). However, our objective is to include also the metropolitan areas of these cities as well as to engage other cities to use the app, as it is open-sourced base.

Stakeholders

The following stakeholders will be required for the implementation of this measure.

- **EMT:** PTO for bus fleet and decision maker in terms of bus operation. Main end user in the scope of the project.
- **Municipality:** The municipality will have information about mobility patterns and could use it for better mobility planning.
- **Other transport operators:** FGV, Valenbisi, MetroValencia,...All these transport operators can also provide data for mapping the citizens mobility patterns. They can also receive a report on the inefficiencies and potential corrective actions to improve the offer of their transport modes.
- **Other cities:** As Ciudades Conectadas is a common project which involves other municipalities in Spain, the decisions are made in common agreement.
- **INDRA:** It is the technology provider for Ciudades Conectadas and will be implement any change in the app.

U-tools support

The implementation of this measure can be actively supported by two IT tools from the UPPER toolkit:

- **U-GOV:** Can be used to identify user needs, especially those related to VRUs and special target groups.
- **U-TWIN:** Can be used to replicate the MaaS project in other cities, since it can easily integrate different data lakes and provide real-time data to other MaaS.

Link to other UPPER measures

This measure is similar to UPPER measures implemented in other cities, especially:

- **ROM_06:** Innovative features into the MDMS system according to the mobility patterns and needs of users' groups
- **OSL_08:** Increase visibility of sustainable modes of transport and measuring effects by integrating in MaaS-solutions
- **MAN_05:** Modernize and increase the attractiveness of digital sales channels and private sector partnerships
- **LIS_07:** To create a new Multimodal Digital Mobility Services (MDMS)
- **BUD_02:** To create new mobility packages of Multimodal Digital Mobility Services (MDMS)
- **HAN_01:** Digital infrastructure

Process of implementation of the measure

Stages	Description	Intermediate milestones
Design	<ul style="list-style-type: none"> - Signing of the contract and Kick-off of the project "Ciudades Conectadas". - Definition of the functionalities of the MaaS with focus on MaaR. 	<ul style="list-style-type: none"> - Kick-off of the project "Ciudades Conectadas" 30/01/23 - New functionalities with focus on MaaR. identified through workshops.
Preparation	<ul style="list-style-type: none"> - Development of new functionalities with a focus on MaaR. - Integration into the MaaS developed in Ciudades Conectadas and testing. 	<ul style="list-style-type: none"> - Testing of the functionalities. - Upgrade of the functionalities
Implementation	<ul style="list-style-type: none"> - Monitoring and evaluation 	<ul style="list-style-type: none"> - Feedback collection from specific target users.

Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
VAL_05	N/A	<ul style="list-style-type: none"> - Modal split in Valencia including metropolitan area before and after implementation - Number of users using the app - Amount of PT ridership belonging vulnerable groups before and after the implementation of measure