

Project STADIUM

Smart Transport Applications Designed for large events with Impacts on Urban Mobility



Project overview with focus on the South African demonstration

How the Stadium project was born

- During the Simba workshop in July 2007 an Italian company, Pluservice, met some South African companies: SAHA, MMIV and CSIR. They kept in contact and looked for cooperation activities
- In November 2007 the Call FP7-SST-2008-RTD-1 was published and it contained the Topic “ FP7 – SST – 2008 - 3.1.7 Large event mobility management (especially in big cities)” requiring a specific cooperation between Europe, South Africa and India (SICA topic)
- Pluservice and the South African partners proposed a demonstration activity in Cape Town and joined a consortium of partners that submitted the STADIUM proposal to the European Commission
- The project resulted the best proposed under that topic and was admitted for funding. Project activities started in May 2009.
- Stadium is a 4 year project and will receive in total 4 Million funding (almost 700.000 euro funding for the SA demo)

Stadium Partners

Partners	Country	Main role in STADIUM
ISIS	Italy	Coordination
Impacts	France/International	Dissemination
Ertico	Belgium/International	Systems Design
TfL	United Kingdom	London Demondtrator
Atac	Italy	Delhi Demonstrator
NEA	The Netherlands	Handbook
Thetis	Italy	Delhi Demonstrator
Mizar	Italy	Systems Design
Pluservice	Italy	Capetown Demonstrator
Polis	Belgium/Europe	Dissemination
TUB	Germany	Demonstrators evaluation
MMIV	South Africa	Capetown Demonstrator
SAHA	South Africa	Capetown Demonstrator
CSIR	South africa	Capetown Demonstrator
SIAM	India	Delhi Demonstrator
Indvelop	India	Delhi Demonstrator
Ashok Leyland	India	Delhi Demonstrator

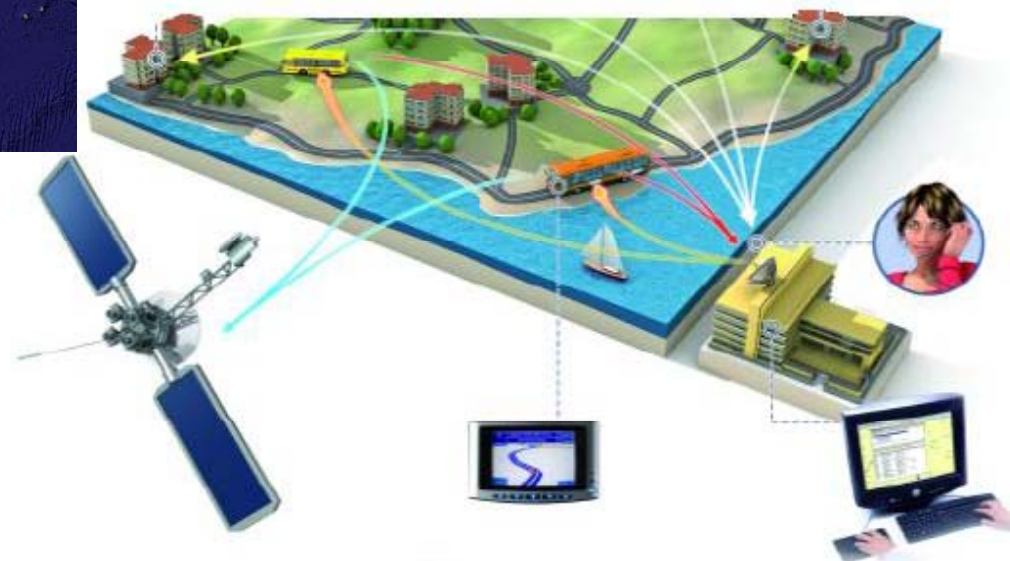


STADIUM project

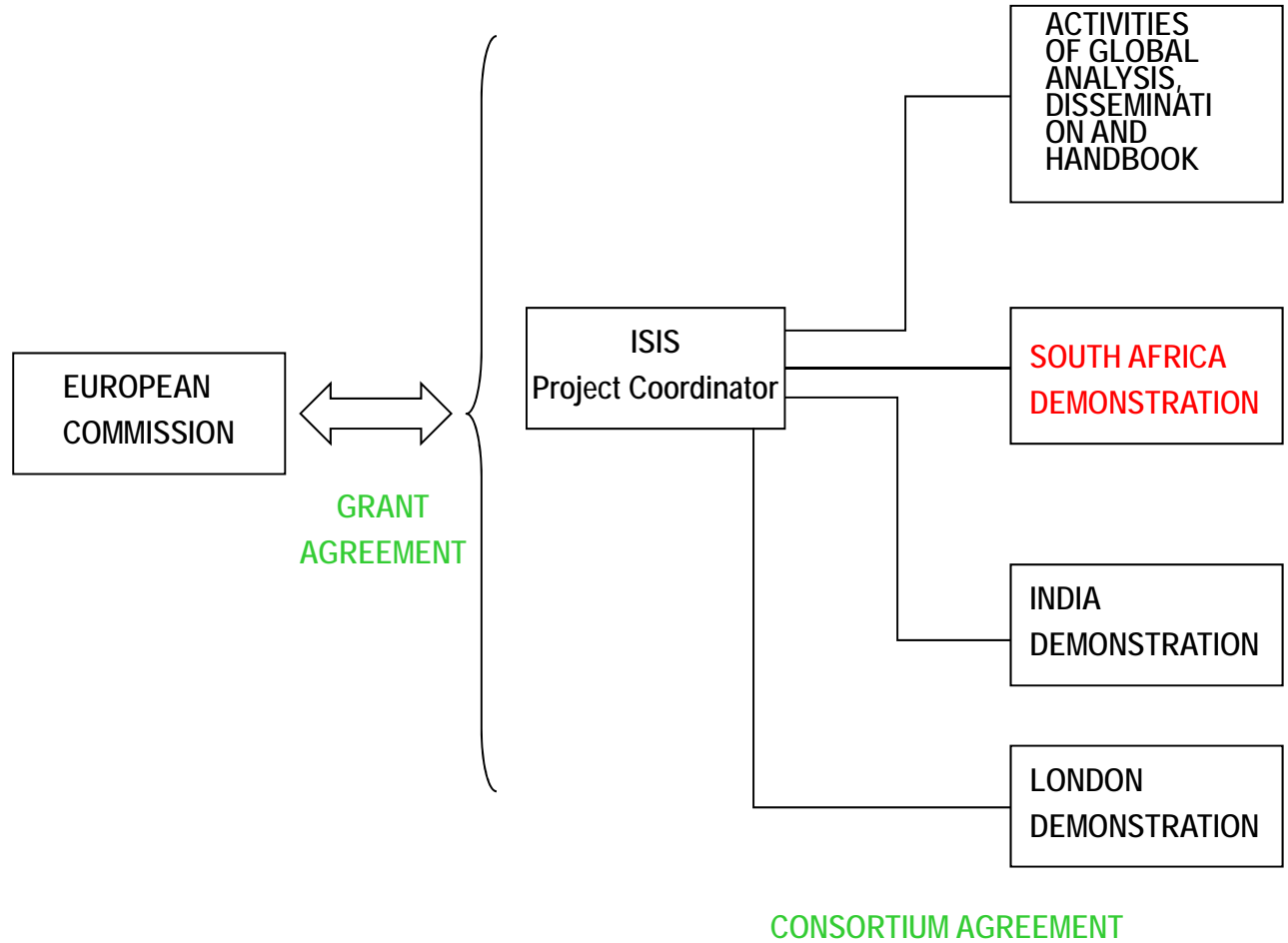


- 17 international Partners cooperate to apply ITS solutions during big events (FIFA World Cup 2010 South Africa, Commonwealth Games 2010 Delhi, India, Olympic Games, London 2012)

- The demo in South Africa will focus on the implementation of a Demand Responsive Transport Central and Call Center.

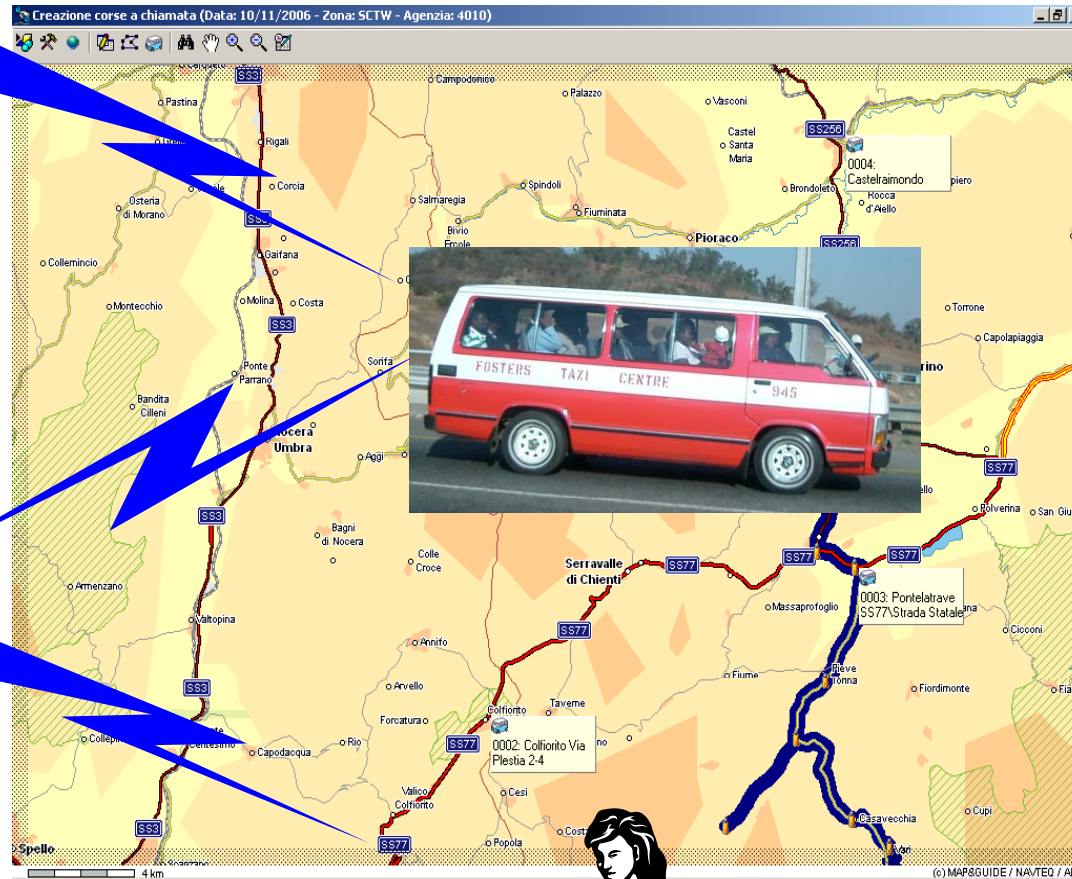


Stadium project structure



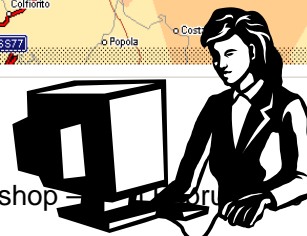
STADIUM SA demo

Demand Responsive Transport in Cape Town



SAHA

6



CSIR

6

Work Packages of STADIUM

Work package No	Work package title	Type of activity	Lead participant No	Lead participant short name	Person /months	Start month	End month
WP1	Management	MGT	1	ISIS	36,65	1	48
WP2	Identification of Requirements	RTD	4	TfL	40,75	1	24
WP3	Handbook	RTD	6	NEA	55,75	4	48
WP4	Demonstrators design	RTD	3	ERTICO	23,90	4	36
WP5a	Demonstrator implementation – South Africa	DEM	9	Pluservice	78,50	13	45
WP5b	Demonstrator implementation – India	DEM	7	Thetis	215,50	13	45
WP5c	Demonstrator implementation – London	DEM	4	TfL	12,0	34	48
WP6	Benchmarking & Evaluation	OTHER	11	TUB	35,0	1	48
WP7	Dissemination & Exploitation	OTHER	10	POLIS	18,50	1	48
	TOTAL				515,55		

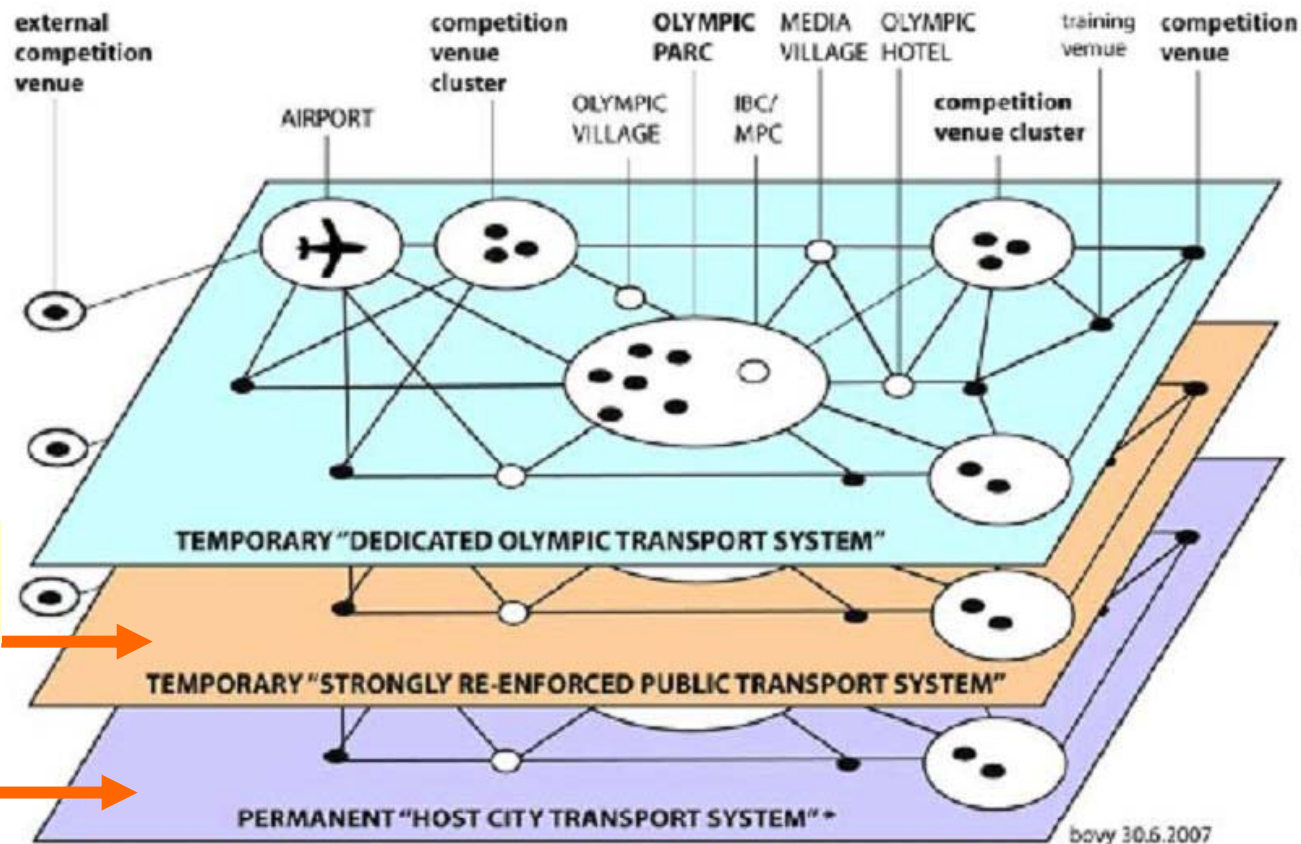
STADIUM: WP5a partners and tasks

- WP5a granted partners
 - ❖ SAHA – Overall strategy and project analysis
 - ❖ MMIV – On board devices
 - ❖ CSIR – Dissemination
 - ❖ Pluservice – SA demo coordination and report to the EC, DRT back office provision, hardware for the control centre

- Local Parties involved
 - ❖ Peninsula Holdings - Taxi Industry

STADIUM: Big event context for the DRT application

- Demo WP5a, coordinated by Pluservice, foresees the implementation of a Control Centre for the management of DRT applied to minibus taxis in Cape Town.
- The system shall support the mobility management during the big event, but we must focus on the project sustainability beyond 2010.



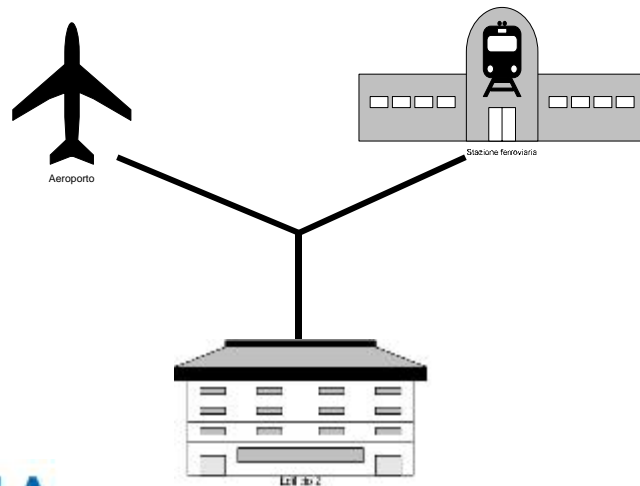
**Objective 1:
FIFA 2010**

**Long term
objective:
sustainability
beyond 2010**

* With new, extended, renovated infrastructures and Operation systems
With connections to national + international transport systems

DRT issues for big events

- ❖ Improve the transport system and security during big events (registered passengers, tracking of the vehicles)
- ❖ The DRT service can be booked in advance
- ❖ Flexibility for last minute requests always maintaining security and tracking
- ❖ Real time monitoring of the taxi
- ❖ Taxi and driver registration



■ DRT (Demand Responsive Transport) applied to
minibus taxis:

- ❖ The local operator has been provided with a web control centre for the tracking of the vehicles
- ❖ Vehicles are equipped with on board technology provided by the local partner MMIV
- ❖ The DRT control centre receives requests from the users and dispatches vehicles
- ❖ Monitoring and evaluation of the demo results
- ❖ Open platform for future integrations (ticketing, infomobility..): the system will remain in use after the SWC



Project results beyond 2010

- Target beyond 2010 is the integration of the DRT system with the CT local transport system
- Local authorities involvement is important for the project sustainability as well as a good strategy and a business model applied to minibus taxis
- Technology applied to the minibus taxis should improve their daily scheduling and routing
- Project design and system management needs strong consideration

Thank you for your attention!
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