

CTM spa - Italy

Busfinder, an infomobility app accessible to people with blindness or visual impairment

Roberto Murru – General Manager





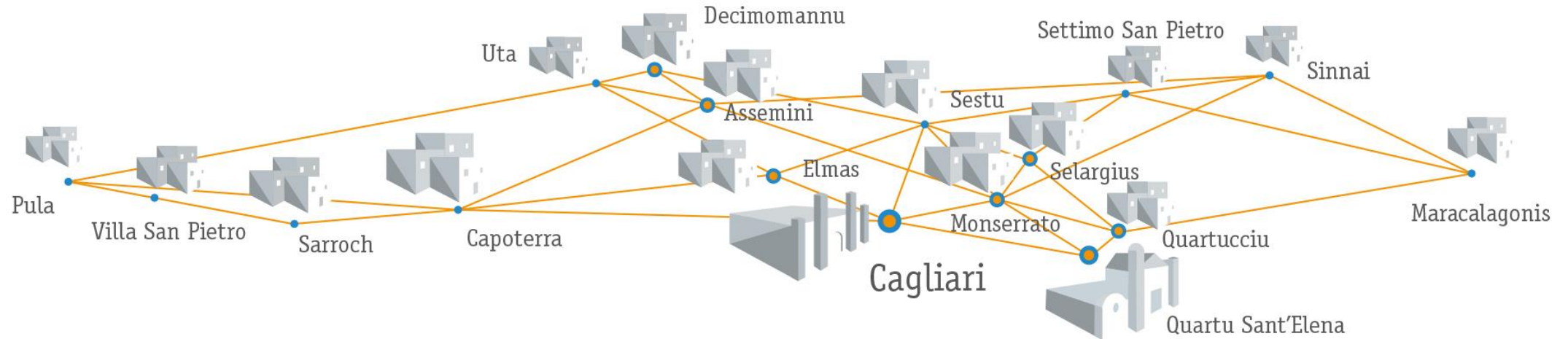
ITALY

SARDINIA

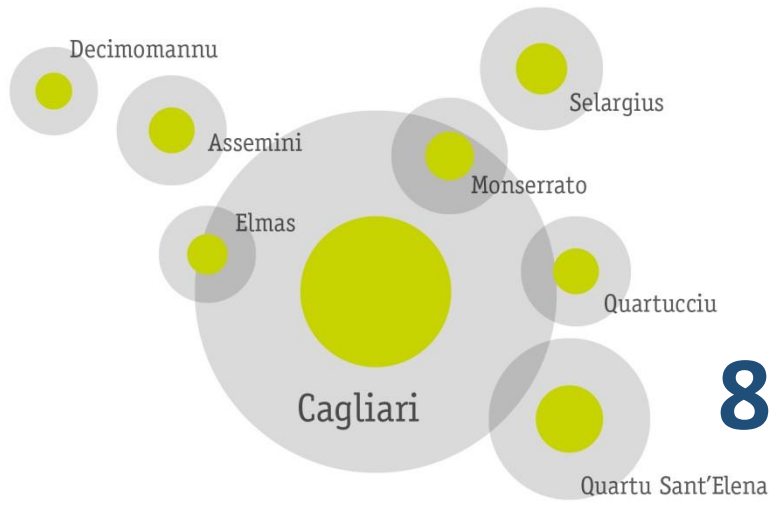
CAGLIARI



CTM is the main transport company in the City of Cagliari.



We commit ourselves to ensuring the right of mobility and improving people's quality of life by providing a sustainable and intelligent public transport service.



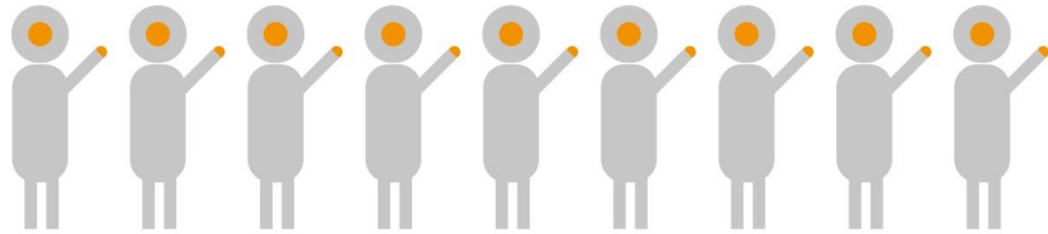
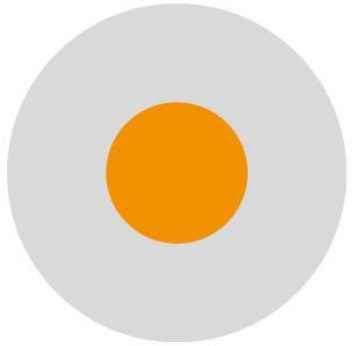
8 municipalities served



Population: 331.249
Potential users served: 380.936
Area covered: 402 kmq

CTM provides public transport services in 8 municipalities and coordinates the mobility of the whole Metropolitan City of Cagliari by intelligent transportation systems.



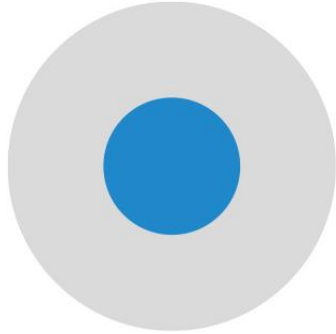


120.000 average daily passenger numbers



38.931.628

annual passenger numbers



12.377.262 km travelled annually

Length of network: 450,3 km

Average frequency (peak hours): 9 minutes

Offer/inhabitant: 37,37 km/year

VIDEO



3/14 "E Ti amo...



Accessibility

The issue of accessibility is increasingly getting the attention of those involved in public transport.

Asstra, the Italian Association of public transport companies together with FAND – Federazione Associazioni Nazionali Disabili and FISH – Federazione Italiana Superamento Handicap – signed a protocol to promote the right to an accessible public transport and, therefore, to ensure the right to mobility of people with disabilities.



Accessibility

93% of vehicles and 62% of stops are accessible. Improvements to the stops included designing footpaths of the right height.

CTM is planning on purchasing new buses, which will be fully accessible, with notably improved information features, making the fleet 100% accessible in 2019.



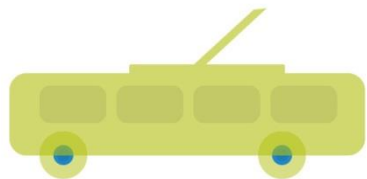
29 bus routes



239 buses

Bus fleet average age 8,3 years

One of the youngest fleet in Italy



3 trolleybus routes



32 trolleybuses } **6** of them are **100% electric**

Trolleybus fleet average age 3,8 years

One of the youngest fleet in Europe

Goal: purchase of 60 new buses that will make our fleet 100% accessible.

VIDEO MICHELE E VIKTORIYA





Dedicated service

The “**Amico bus**” is an on-demand service dedicated to the transport of wheelchair users, and users with other disabilities. An assistant is present to help passengers board and alight from the vehicle. Reservations can be made by phone on CTM’s website, one day in advance.



amigoBus

amigoBus

51



Numero Verde
800.259.745



MANTENERE LA DISTANZA
VEICOLO MUNITO DI PEDANA

Master

2016

VIRG DE BONARI



Staff training

We believe that the training of our staff who work in various fields, from call centre operators to bus drivers, is essential in order to make them more aware and sensitive to the needs of our passengers with disabilities.



**Corso di formazione per conducenti:
disabilità, accessibilità e bus**





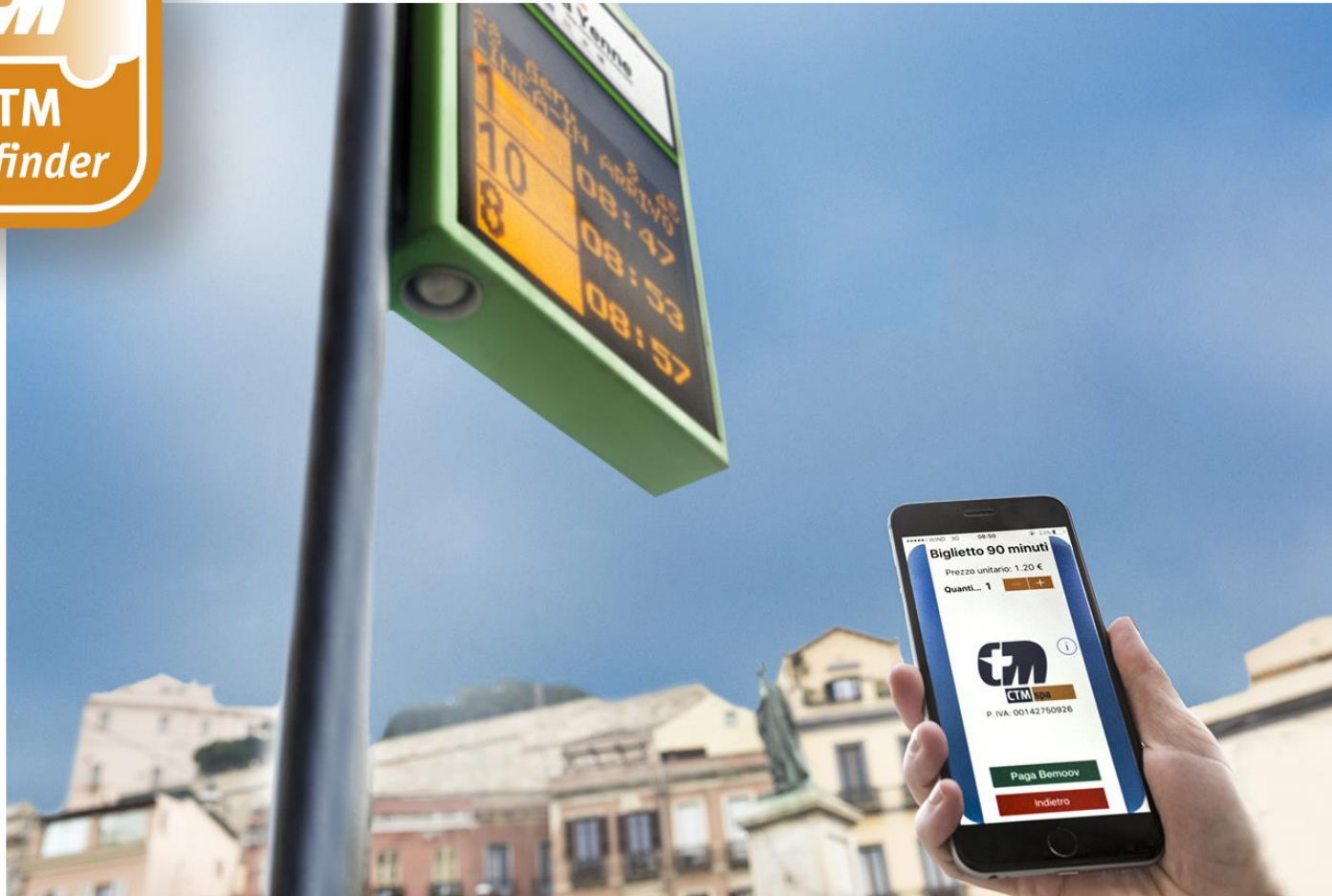
Accessibility also means technology

In 2012 we launched a smartphone app called **BUSFINDER** that allows you to check the expected bus passing times in real time, to buy your ticket and travel card and to validate it on board. To date the app has been downloaded more than **180,000 times** and **it is used daily by 70% of our passengers.**

Through the BUSFINDER app, for example, you can also check the bus stop features in terms of accessibility.



The Busfinder app



Busfinder, accessible version for passengers with visual impairment

The accessible version of Busfinder is available for iOS, ANDROID and WINDOWS operating systems



Accessibility for passengers with visual impairment



Speech synthesis optimization

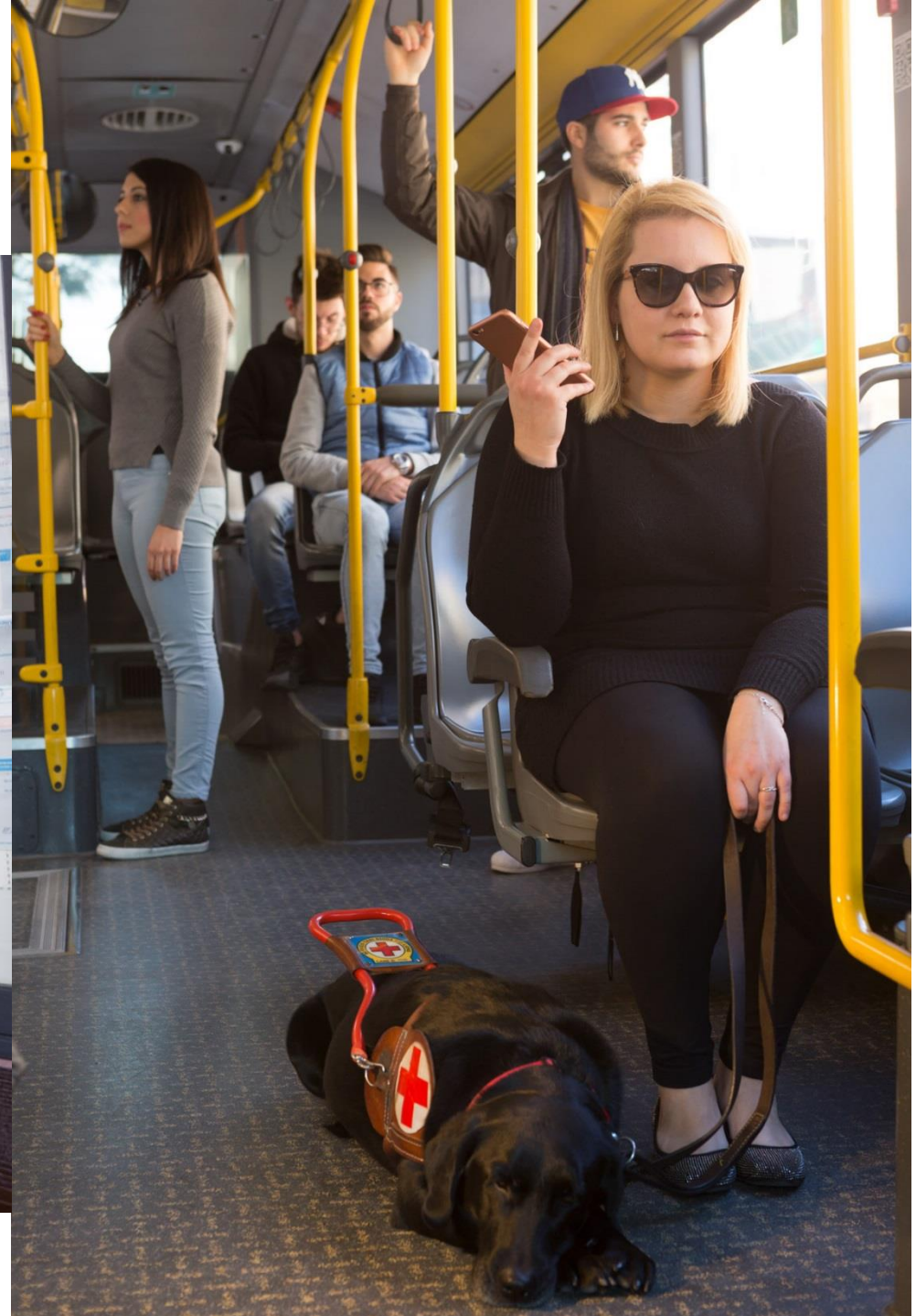
“**Book your stop**” feature (an automatically generated e-mail is sent to the operations room to inform the driver of the presence of a passenger with visual impairment at the bus stop)

“**Trip Assistant**” feature (used on board - voice guidance with information about the following bus stops)

Tests carried out with passengers with visual impairment

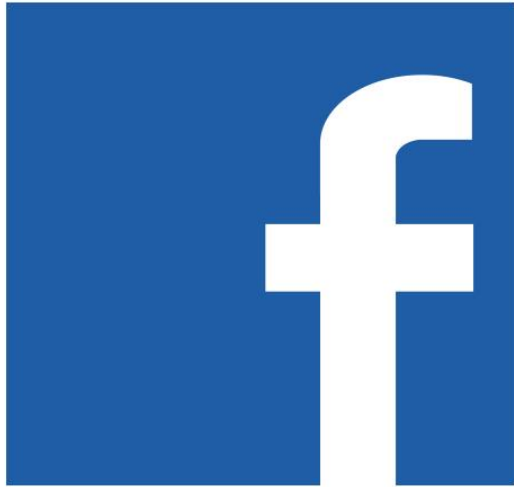


Video Andrea

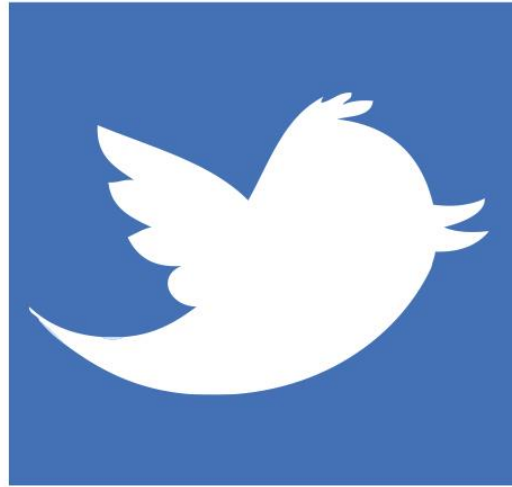




Social networks



Facebook 34.063 likes



Twitter 2.617 followers



Instagram 2.101 followers

Thank you

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