

## IDF\_05: Promote the use of the PT service by visitors in large events

### Description of the measure and main outcomes expected

This measure aims at promoting active mobility trips during the Olympic Games. The main objective of this measure is to help cities involved in the Olympic games to regulate the traffic and ease the transfer of participants from/to events locations. To that aim, the major purpose will be to experiment a dedicated MaaS application offering a multimodal journey planner with PT and other active modes, as well as accessibility services.

### Preparation of the measure

#### 1. Definition of the area and the use cases

The area of the experimentation analysis has been defined; the study will focus on the access to the OG sites in the area of Versailles Grand Parc. The aim will be to assess the added value of an app dedicated to major events, for the implementation of the specific mobility strategy deployed by the PTAs and the municipalities, to ensure safety and prevent congestions.

Versailles Grand Parc will host several trials, in one major site: the Château de Versailles. The site is huge and has several entrees depending on the trials, which are:

- Equine trials (27/07-06/08)
- Pentathlon (08-11/08)

VGP will also be impacted by the trials happening in Saint Quentin en Yvelynes, where two OG site are located; the Velodrome, and the BMX stadium, whose trials will generate traffic in VGP. The road cycling circuit will even cross the whole territory of VPG.

What's more, some trials happening at the Parc Des Prince in Paris are ending at the same time than trials in VGP on specific days, which risks generating massive affluence in specific metro stations when the visitors will be transiting after the trials.

Given these above listed trials, critical PT sites that have been identified for the analysis are shown in Table 1 below:

**Table 1. Critical PT sites identified for the analysis.**

Critical stops	Days
Saint-Cyr station (trials in Château de Versailles)	27/07-06/08 and 08-11/08
Metro Javel	30/07, 2,3 and 10/08 (same-time ending trials in Parc Des Princes)

#### 2. Definition of the indicators to monitor

A list of indicators for the assessment, specific to the assessment needs of VGP, has been identified. Indicators will be measured on IS side for what regards the use of the application, and VGP will collect indicators for a cross-analysis, such as pedestrian counting stations in critical sites, and at OPG Navettes.

On the app side, the goal will be to measure:

- The successful use of the app,
- The role of the app in regulating the affluence in critical lines/stops by proposing alternative itineraries,
- The role of the app in anticipating the traffic flows and the affluence in specific sites.

The indicators list must be validated by IDFM before starting data collection.

### 3. Development of the digital services (app)

#### Transport Public Paris 2024 – the application for the visitors to the OPG

The application Transport Public Paris2024 has been developed and launched in April 2024. Like the IDFM app, it consists in a journey planner integrating all PT modes in Paris and Ile de France, the Velib (Public bike sharing), theoretic and real-time passenger information and disruptions, and the e-boutique for the purchase and validation of the transport tickets in IDF (Top-up reload, and NFC validation, with the possibility to store the M-ticket on several device (watch...)). What's more, the Paris 2024 app includes specific M-tickets for the OPG event (Paris2024 day passes), and specific features to help cities ensure safe travels during the event. Thus, the algorithm's mission is to share visitor flows to avoid saturation of certain lines or to adapt routes based on possible incidents. Below are described the main features of the Transport Public Paris 2024 app.

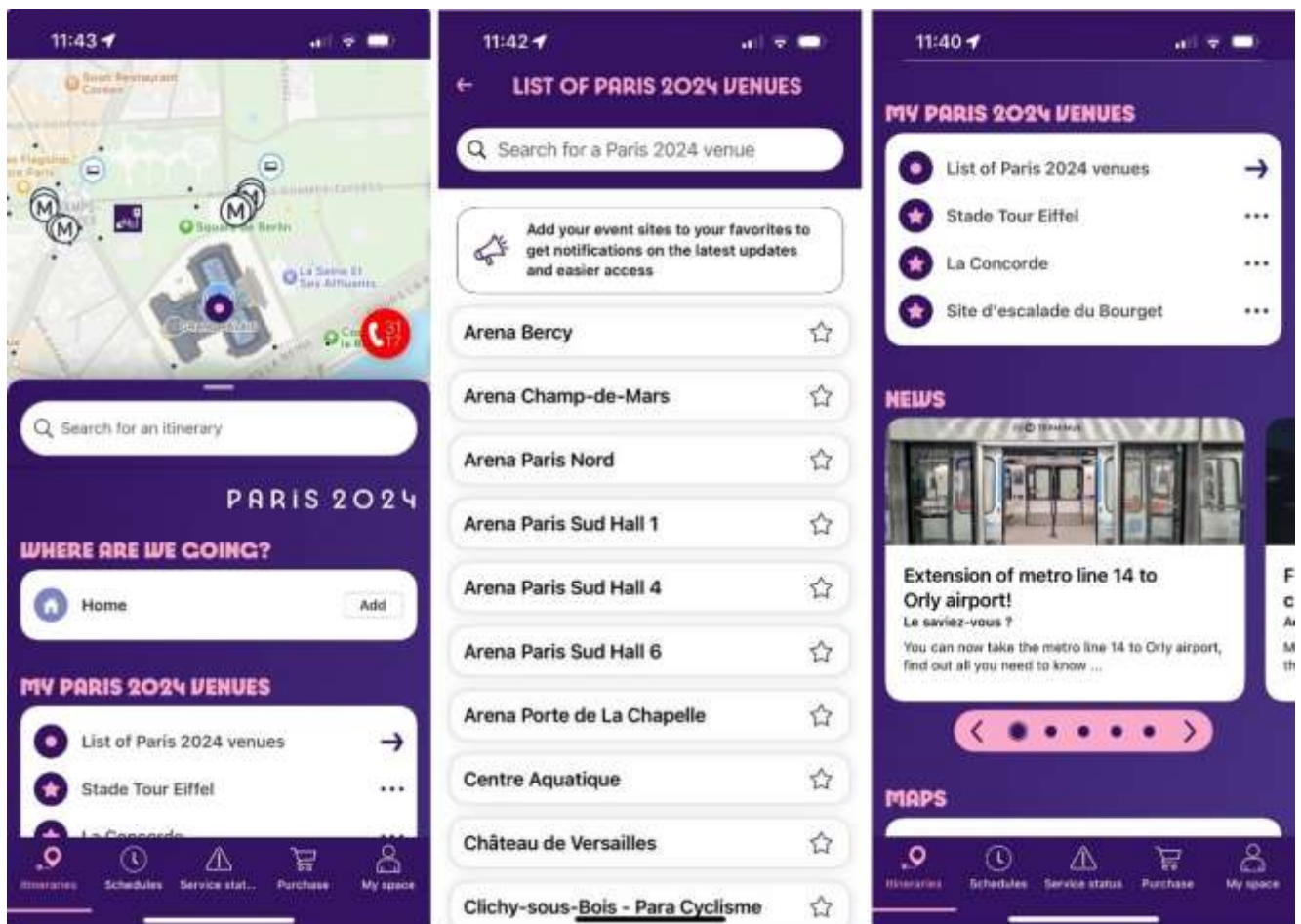
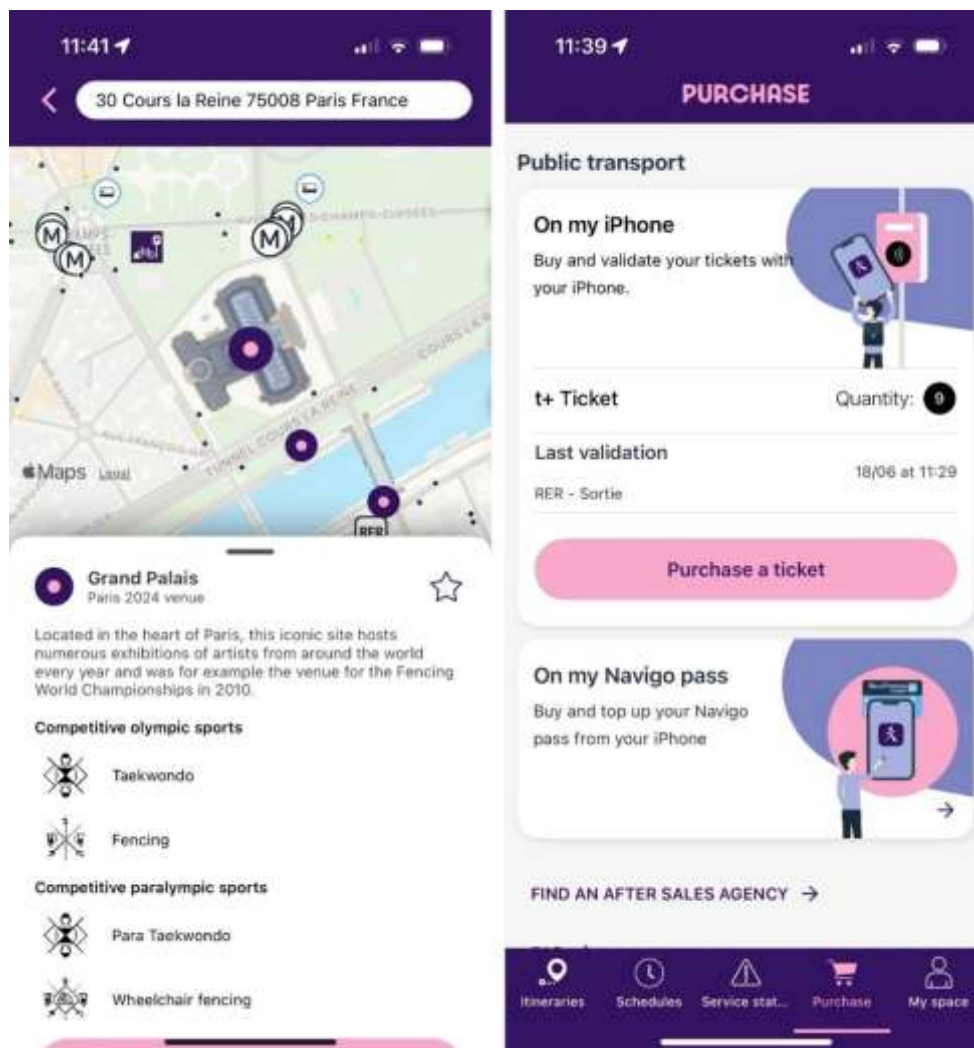


Figure 1. User interface of the Transport Public Paris2024 application.

The home page (Itineraries section) includes:

- the interactive map with PT and Points of Interest (POI) related to the OPG,
- a journey planner,
- the Favourites section “My Paris 2024 Venues” allowing personalisation through the selection of OPJ Paris 2024 venues,
- a news section,
- the network maps.



**Figure 2.** Interactive map and Purchase page in the app.

The interactive map shows the OPG venues and POI “around me”, as well as the PT stops and tickets selling points. The points of interest include touristic information and specific information about the sports competing in these places, as well as redirecting links to external related content.

The Purchase section allows to buy PT tickets: the IDF t+ transport ticket and specific Paris2024 tickets, can be bought directly in the app, whether stored and validated with the NFC technology (both on android and iOS devices) or via top-up loading on the physical Navigo card.



## Identified improvement of accessibility for visual impaired

### *Context*

Ile de France Mobilités takes measures for visually impaired users in order to facilitate them the access to the public transport on the whole network. In this sense, they require specific assistance in the MaaS app for this population. Thus they conducted an innovative experimentation by integrating Ezymob's SDK IV, providing specific guidance to visual impaired people in the metro, through vibration of the smartphone indicating the right direction, when the metro door is open or when a seat is empty. In parallel to this experimentation, Instant System conducted a study for IDFM to identify complementary improvements for the general accessibility of the apps to visually impaired people.

### *Outcome*

Below are listed the identified developments to improve in-app visually impaired accessibility:

- Improvement of the guidance for all transport modes (adjustment of the alerts to the right trip steps thanks to GPS positions ; use of the guidance without network),
- Improvement of vocalisation, to enable the reading of all PT lines by the device talkback/voiceover.
- Addition of a vocalisation in-app, via a button reading the main trips steps only (next station and imminent arrival).
- Follow up of the trip steps and push notifications when the app is in background (with talkback/voiceover reading optimisation).

These developments have not been prioritised by IDFM for the moment, the priority being given to the preparation and running of the applications during the Olympic Games, although they are still in the backlog for the improvement of the main IDFM app.

#### **4. Testing**

The testing phase has started, since the Transport Public Paris 2024 app is publicly released on the playstore and apple store. However, the major timeline for the testing will be from 26 July until 8 September, during the OPG, for the collection of significant indicators.

### **Challenges & Mitigations**

No challenges were identified, the measure preparation went according to the plan.

### **Next steps towards implementation**

The analysis conducted thanks to this experimentation will enable to draw feedbacks and lessons learnt as regards the use of a dedicated MaaS app for big events, in terms of PT promotion towards punctual visitors, safety and regulation of affluence, and implementation tool of specific mobility plans in this sense. The outcomes of this measure will feed the U-KNOW tool and serve as best practice tool for the replication by PTAs, PTOs, or event organisers, in the frame of other major event, may it be sport events or music festivals. In the frame of UPPER other cities deployed actions with specific mobility plans for



major events, such as Rome for Sport events<sup>1</sup>, and Lisbon for music festivals<sup>2</sup>, and best practice sharing will feed knowledge in this regard.

---

<sup>1</sup> <https://www.upperprojecteu.eu/event/when-in-rome-lifting-the-pressure-that-sports-games-place-on-cities-is-both-possible-and-mandatory/>

<sup>2</sup> <https://www.upperprojecteu.eu/news/public-transport-rocks-in-lisbon/>