



ATM: an integrated mobility system

Milan, 15th March 2014

ATM GROUP – a long story



Azienda Tranviaria Milanese was founded in
22th May 1931

Azienda Tranviaria Milanese became
Azienda Trasporti Milanesi on **1st January**
1965

During 2001 **ATM** became a **PLC** 100%
owned by Milan Municipality.

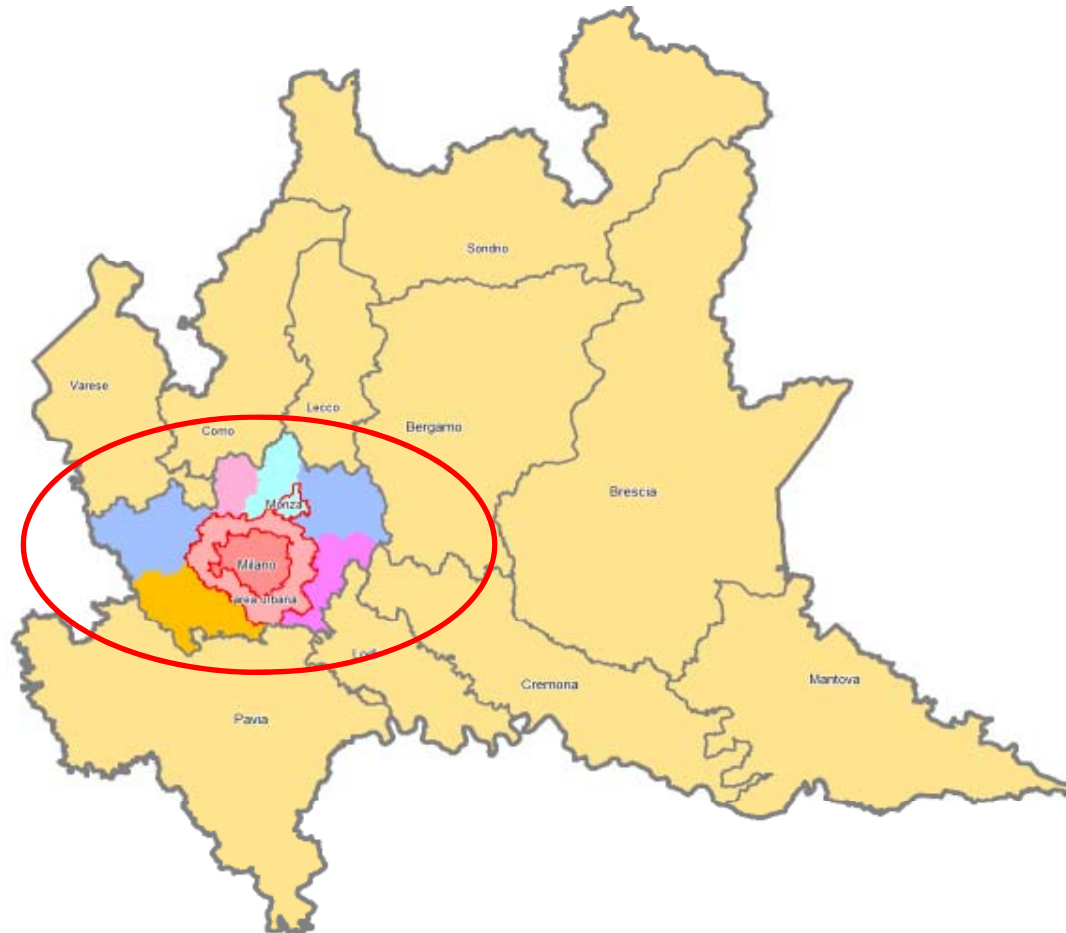
ATM is an integrated Group since 2006:

- ~ 9.000 employees

- more than 900 Mln € revenue / year

ATM manages the Local Public Transport in Milan

Metro, Tram, Trolleybus, Bus; moreover ATM manages Parking, Car Sharing, Bike Sharing.



Milan Urban Area

Served Area:

- 657 square Km
- 2,4 Mln Citizens

2,3 Mln passenger / day

ATM NETWORK – 700+ Mln pax/year



Metro:

MAIN URBAN & SUBURBAN AREA

4 Lines (M1 – M2 – M3 – M5)

87 km

Stations: 103

126 trains / peak hour

27 km

Stations: 38

47 trains / peak hour

M1

39 km

Stations : 35

45 trains / peak hour

M2

16 km

Stations: 21

25 trains / peak hour

M3

5 km

Stations : 9

9 trains / peak hour

M5



Vehicle-km: 66 millions / year (update 2013)

ATM NETWORK – 700+ Mln pax/year



Tramway:

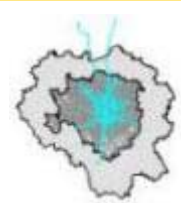
MAIN URBAN & SUBURBAN NETWORK

19 lines

297 km

279 trams / peak hour

25,2 Mln car - km / year



Trolleybus:

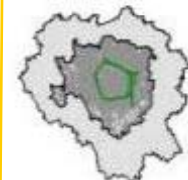
URBAN CIRCLE LINES NETWORK

3 lines

40 km

94 trolleybus / peak hour

4,3 Mln car - km / year



Bus:

LOCAL NETWORK

134 lines

1.052 km

1026 bus / peak hour

51,9 Mln car - km / year



OTHER MOBILITY SERVICES

Car parks



Interchange parks



District bus



Car Sharing



Bike Sharing



LONG STAY PARK AND PARKING STALLS



Interchange parks:

21 buildings
15.058 stalls
5.711.825 entrances / year



Parking stalls:

61.886 stalls
8.045.247 customers/years

DISTRICT BUS

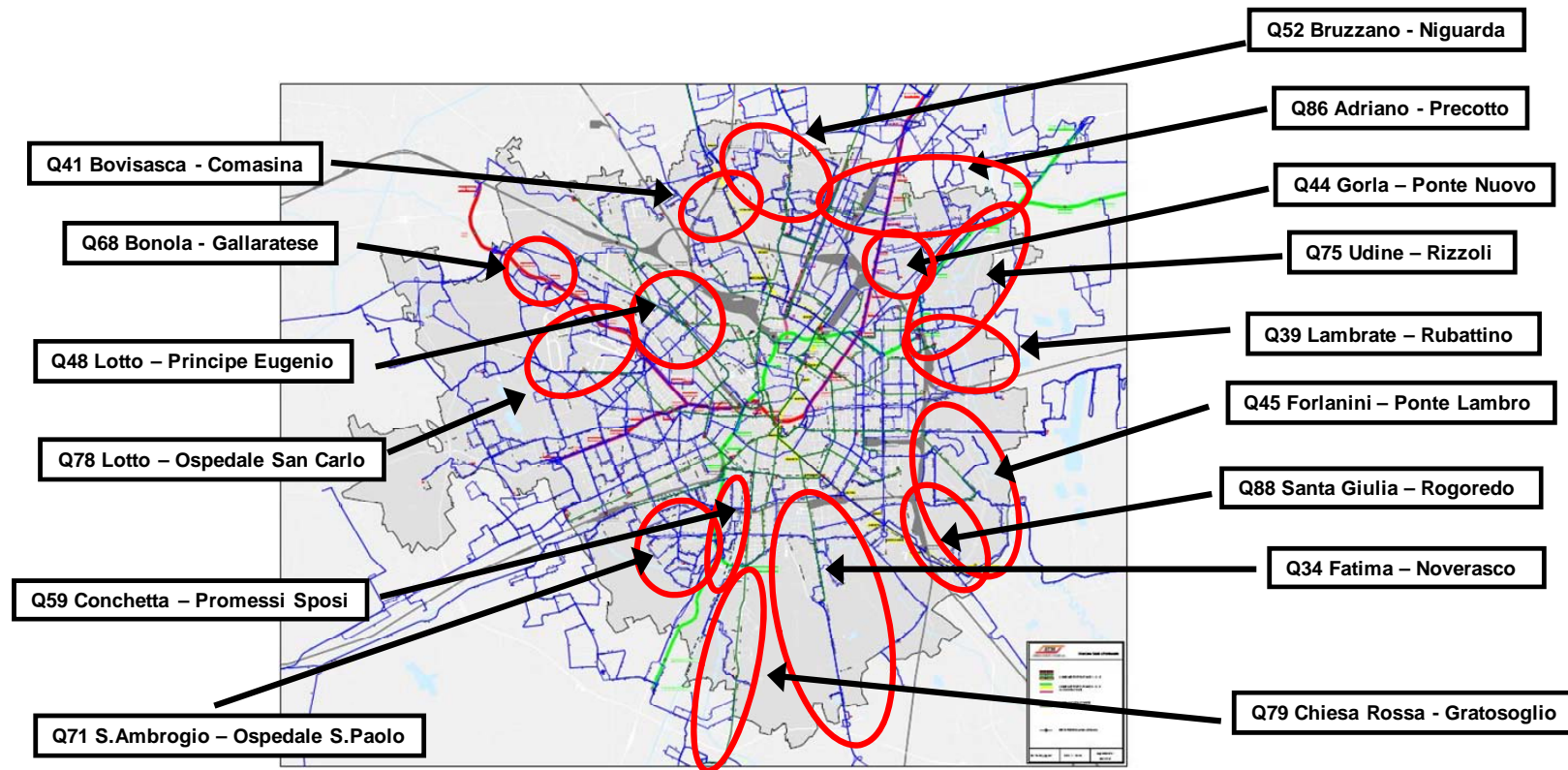


District bus

15 districts served

350.000 passenger / year

Service: from 22:00 to 2:00



A COMMITMENT TO SUSTAINABLE MOBILITY



- 190 stations
- 3412 bicycles
- 20.000 annual subscribers
- 6.654 weekly subscribers
- 32.438 daily subscribers



- more than 6.000 registered customers
- 160 cars
- 80 stations

ATM GROUP – Operations outside Italy

ATM moves ~ 54 M pax / year



- ATM manages Copenhagen service since 2008
- Fully automated metro (driverless)
- 21 km and 22 stations
- Passengers carried: 54,3 million year
- World's best Metro 2008 and 2010 and World's best driverless Metro 2009 and 2010

Province of Milan, Monza and Brianza

- Network length: 416 km
- Lines: 27
- Car-km: 9 Mln / year
- 119 bus / peak hour



Cable Railway of Como

This cable railway links Como to Brunate, a historical and tourist service. The cable railway covers a difference in altitude of 500 meters along just 1 km journey in about 15 minutes.

- Length: 1.083 km
- Passengers carried: 765.000



ENVIRONMENTAL SUSTAINABILITY

- Energy Efficiency** → **75% electric traction**
- Fleet renewal** → **Fleet average age lower than national average age**
- Innovative Vehicle** → **3 hydrogen buses and 5 new hybrid buses**
- Economy drive** → **Ad hoc training program for drivers**
- Photovoltaic Panels** → **Zero emission: generated power 1.8 Mln KWh / year**



Precotto Tram Depot



Rogoredo Bus Depot

NEW BIG PROJECTS FOR CITIZEN QUALITY IMPROVEMENT

1. Congestion Charge



2. Network management



3. New line and new fleet



4. Infomobility, social network e new payment systems



SMART CITY

1. CONGESTION CHARGE - Area C

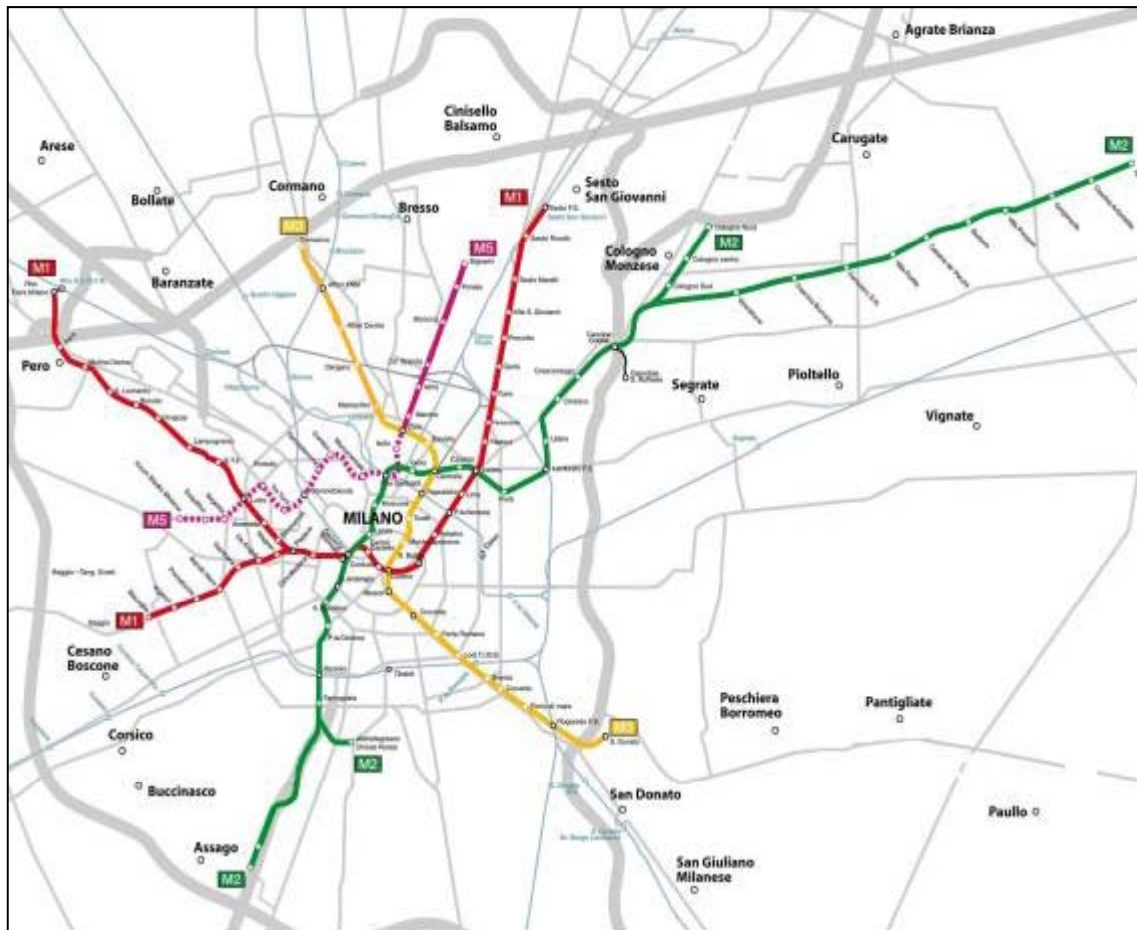
Area C is a limited traffic zone with a daily entrance charge to the city center for passenger and freight vehicles, in force since Jan 1, 2012

- based on an access control system via electronic gates with cameras
 - license plates recognized
 - plates identified through an OCR system
 - unauthorized vehicles fined.



2. NETWORK MANAGEMENT - New signalling system (M1) and new Integrated Control Room

- **Line 1:** since 1964; new CBTC since 2011
- **Line 2:** since 1969
- **Line 3:** since 1990
- **Line 5:** since 2013

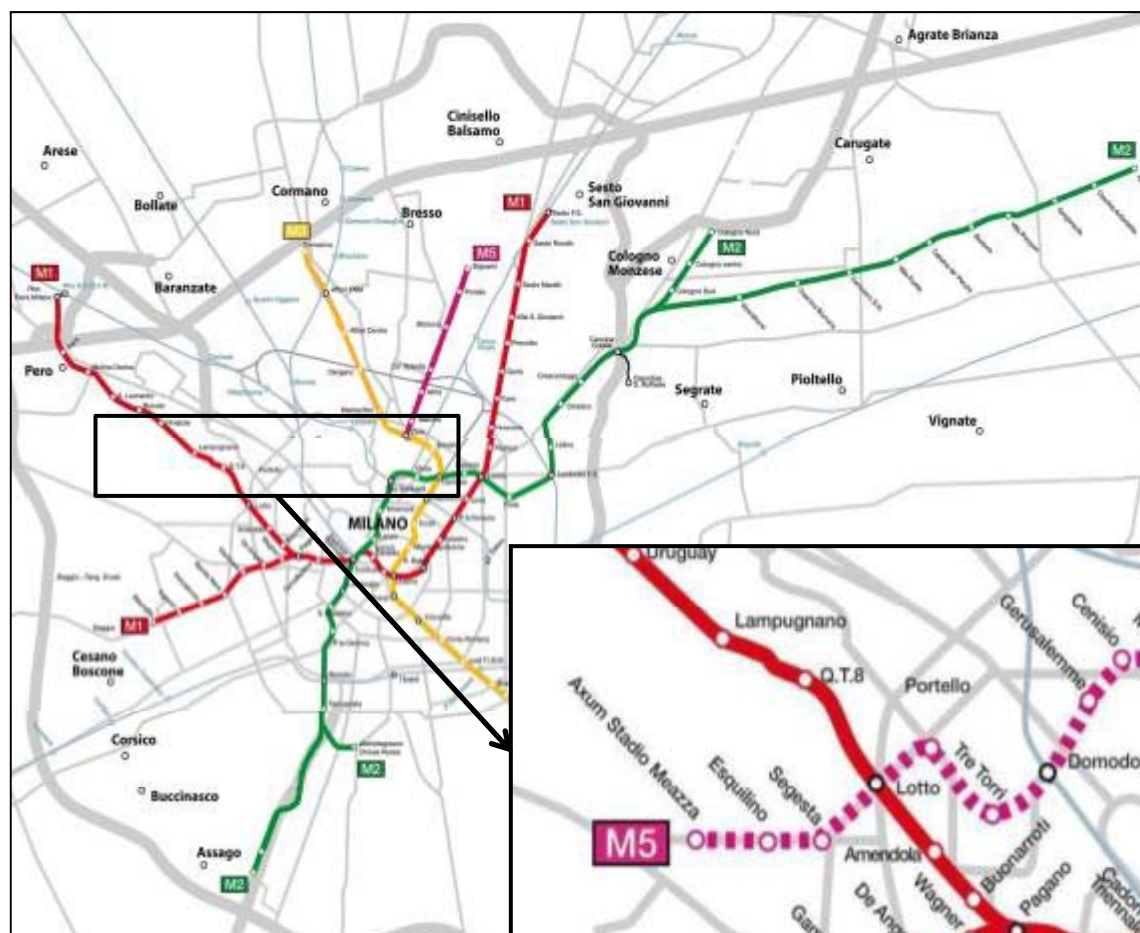


November 2013
opening of new control room



3. NEW LINE AND NEW FLEET - Metro development: a large project

<u>Metro network</u>	<u>2013</u>	<u>2015</u>
km	90	102
Stations	101	113
pax/day	1.200.000	1.700.000



3. NEW LINE AND NEW FLEET - Garibaldi M5 station's opening: a transport hub



Transport HUB:

- 2 metro lines
- High speed trains
- Regional train network
- Suburban train network

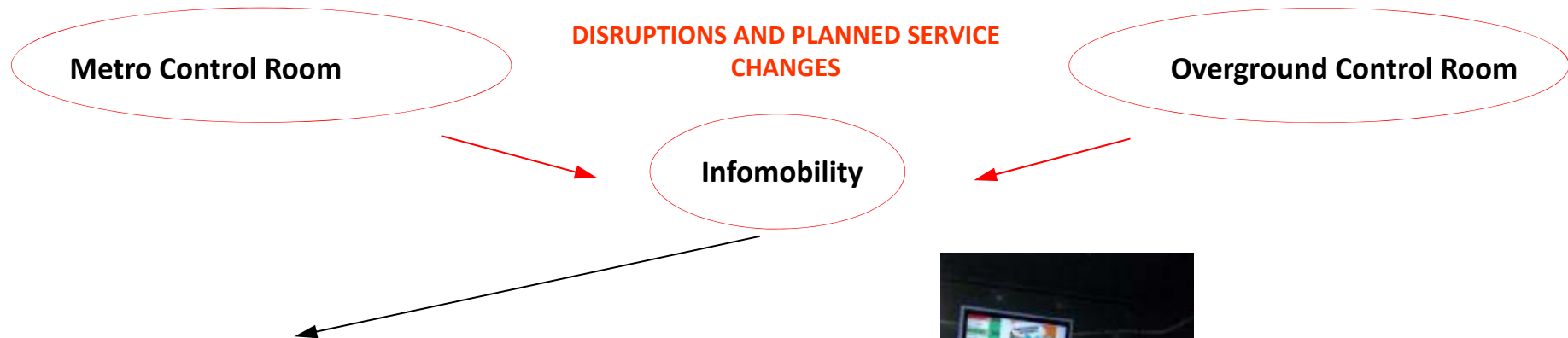


3. NEW LINE AND NEW FLEET – New metro trains

- 30 new trains (20 M1 and 10 M2)
- Fully self financed project that guarantees the improvement of the service by 2015 ready also for EXPO 2015



4. INFOMOBILITY



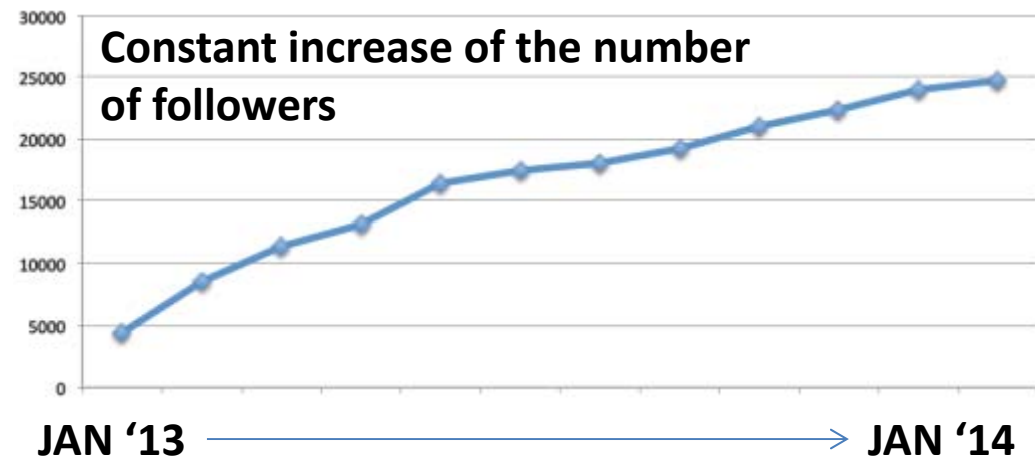
AVAILABLE CHANNELS:

- Last minute news
- Audio Messages
- Digital information at stops
- Digital screens with service information
- Web site atm.it
- Stops announcement
- Atm News
- Link with local radio stations



4. INFOMOBILITY - Social network

ATM has **27.986** followers in March **2014**; the highest number of followers on twitter for a PT Company in Italy



#laLilla tanti bambini tanti palloncini . Per una volta Milano in festa senza pensieri! Brava atm

@atm_informa Primo viaggio su #laLilla fatto. Fantastico!! pic.twitter.com/ec9UyoGF

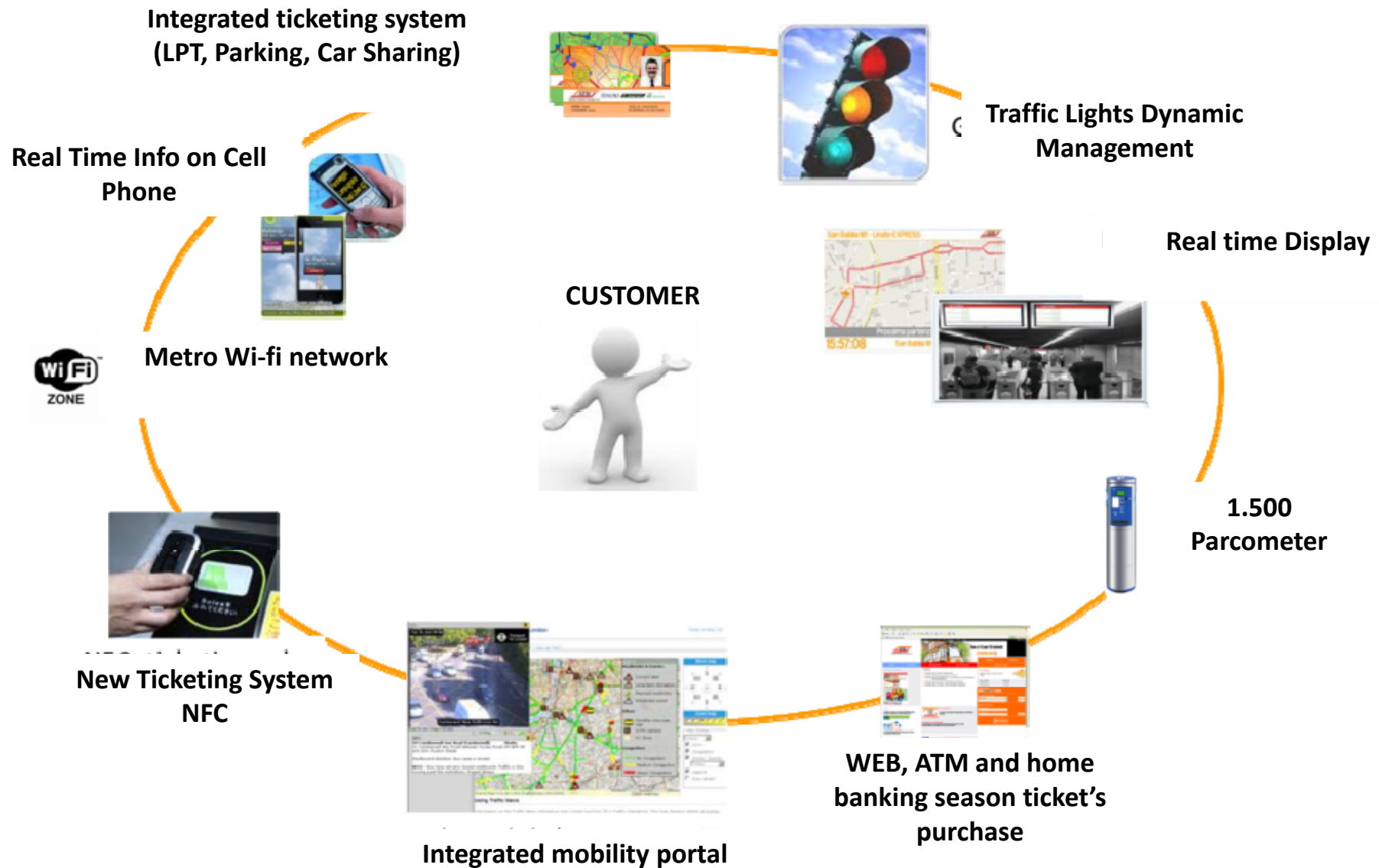
i più piccoli a caccia di palloncini sono quelli che se la stanno gustando di più :) inaugurazione #laLilla pic.twitter.com/3UzomDR

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ATM, like other European leading transport companies, is the only Italian company with a structured editorial strategy (linguistic choice, messages construction, voice tone, key words of research, ad hoc emergency plans)

4. INFOMOBILITY: new payment systems and customer care



CUSTOMER SATISFACTION SURVEY

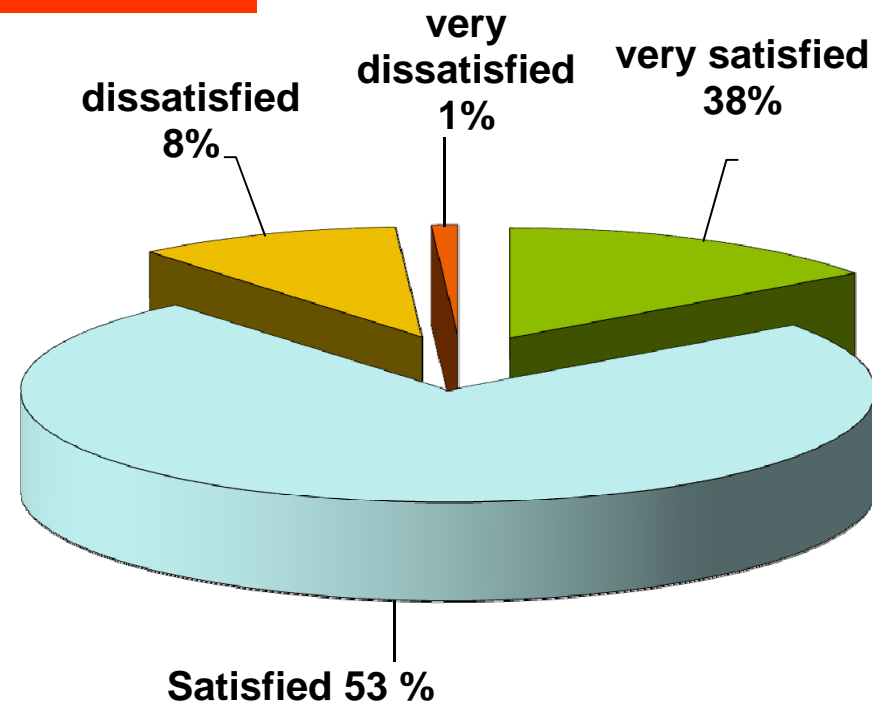
91% of citizens consider positively ATM

Positive Rate
91%

Negative Rate
9 %

Source Istituto Piepoli

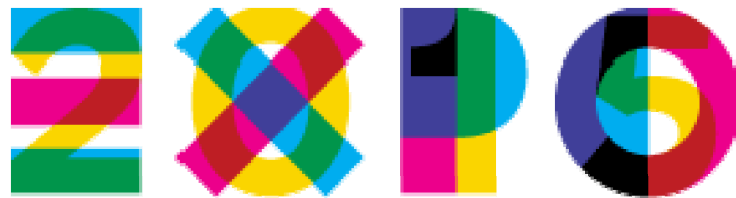
Survey: April 2013



Question: "how satisfied are you overall with the public transport service in the city?"

2015: TWO KEY EVENTS

- Expo: ATM the provider of physical and info mobility
- UITP World Congress «*Smile in the City*»: Milan host city



MILANO
NUTRIRE IL PIANETA
ENERGIA PER LA VITA

