



**ELENA Project Factsheet**  
**Mobilités péri-Urbaines et Réseaux Intelligents en Nouvelle-Aquitaine**  
**(MURINA)**

<b>Location of planned investments</b>	Region Nouvelle-Aquitaine
<b>Final Beneficiary</b>	Nouvelle-Aquitaine Mobilités (NAM)
<b>Final Beneficiary's address</b>	39, rue d'Armagnac 33800 Bordeaux - France
<b>Sector(s) of investment</b>	Urban mobility
<b>Total Project Development Services (PDS) cost</b>	EUR 2 191 791
<b>ELENA co- financing</b>	EUR 1 800 000
<b>Project Development Services (PDS) financed by ELENA</b>	<p>The Project Development Services (PDS) financed by ELENA will provide support to implement the Investment Programme (IP), which will enhance the offer for public transport by supporting carpooling measures, together with the development of passenger information systems and integrated ticketing systems.</p> <p>The PDS are needed to secure the coordination of the preparation and development of the IP through acquiring specialized professional services from external experts and advisors. This specifically entails:</p> <ul style="list-style-type: none"> <li>• Project Management &amp; Coordination</li> <li>• Technical studies</li> <li>• Stakeholder consultations and communication</li> <li>• Tendering support</li> <li>• Legal advice</li> </ul>
<b>PDS Timeframe</b>	2023-2026
<b>Investment programme description</b>	<p>The Investment Programme (IP) consists of two projects with an overall objective of improving the attractiveness and accessibility to the existing rail and road transport systems to promote modal shift to cleaner public transport.</p> <p>A) <u>Carpooling</u>: The investments for the project will support the implementation of dedicated facilities for carpooling services in select corridors of the Nouvelle-Aquitaine region (France).</p> <p>B) <u>ITS and Intermodality</u>: The project concerns developing the IT tools for expanding the multimodal Modalis passenger information and ticketing systems for the different public transport systems (<a href="https://modalis.fr/fr">https://modalis.fr/fr</a>), to also include other forms of mobility: e.g., carpooling, cycling, carsharing, etc.</p> <p>The shared system will include information on the public transport offer (e.g., itinerary search and price calculation) and mobility services, accessible via the future single Modalis mobility account with an overall objective of providing a single gateway to access all network services in the region.</p>
<b>Investment amount to be mobilized</b>	EUR 54m

<p><b>Description of the approach to implement the Investment Programme</b></p>	<p>Nouvelle Aquitaine Mobilités is responsible for the coordination of the overall investment programme which will be carried out by the below parties. Each party is responsible for managing their own sub-project under the direction of Nouvelle Aquitaine Mobilités and each will source the relevant financing.</p> <p>NAM has agreements with all involved stakeholders in the investment programme responsible for the execution of the IP components:</p> <p>The <i>Mobility Organizing Authorities</i> (AOM in French) will do investments in terms of equipment near stations (e.g., bicycle shelter) and carpooling.</p> <p><i>Vinci Autoroutes</i> will do the relevant investments concerning the A10 motorway north of Bordeaux.</p> <p><i>The Regional Directorate for the Environment, Planning and Housing</i> (DREAL in French) of New Aquitaine and the Interdepartmental Directorate for Atlantic Roads (DIRA in French) will do the investments on the national roads not running under a concession contract.</p> <p><i>County councils</i>: As part of the carpooling studies carried out by NAM, the investment of the departmental councils concern the carpooling areas that can be included on the carpooling corridors.</p> <p><i>SNCF Gares &amp; Connexions</i> will invest in stations under the agreement signed with the Nouvelle Aquitaine Region.</p>
<p><b>Expected results of investments planned</b></p>	<p>The project contributes to decarbonizing transport, improving air quality and reducing road traffic congestion. The total estimated contributions are:</p> <ul style="list-style-type: none"> <li>• Estimated annual reduction of NO<sub>x</sub> – Annual total reductions of <b>97.9 NO<sub>x</sub> t.</b></li> <li>• CO<sub>2</sub> reductions – Annual total reductions of <b>29 179 CO<sub>2</sub> eq t.</b></li> </ul>
<p><b>Leverage factor (Minimum 10)</b></p>	<p>30</p>
<p><b>Status</b></p>	<p>Contact signed on 22/12/2022</p>
<p><b>Contact person at ELENA beneficiary</b></p>	<p>Mr Jérôme Kravetz, Directeur  <a href="mailto:jerome.kravetz@nouvelle-aquitaine-mobilites.fr">jerome.kravetz@nouvelle-aquitaine-mobilites.fr</a></p>