

TAKING COOPERATION FORWARD



2021 Annual POLIS Conference
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Boosting sustainable connections between Central Europe low population density areas and the TEN-T network through the DRT deployment.



SMACKER | Tommaso Bonino



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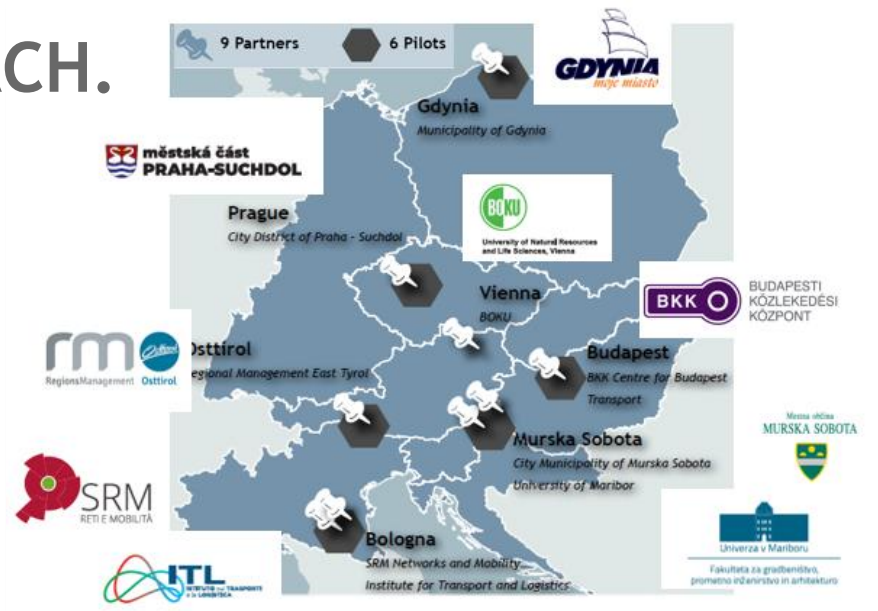
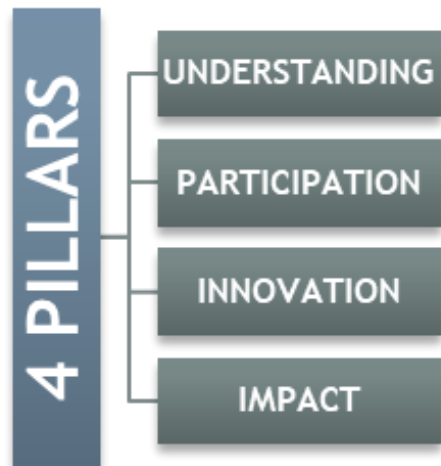


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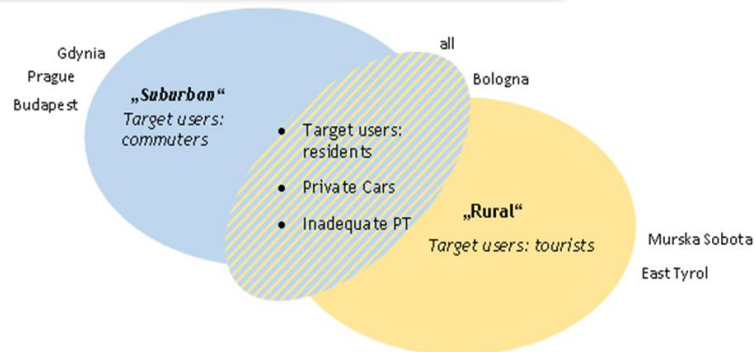
SMACKER IN A NUTSHELL.

- Soft Measures & Actions for behavioural Change and Knowledge to Embrace peripheral and Rural areas.
- **Interreg Central Europe Programme Call 3**; Budget: 2.1 million € (1.7 million ERDF); Duration: 1 April 2019 to 30 June 2022 (3-month life extension awarded by the MA).
- **Main objective**: improving planning and coordination of regional passenger transport system in peripheral and rural regions in Central Europe for better connecting them to to national and EU transport networks.
- **Main challenges**: inadequate and under-used services, excessive costs, lack of last mile services and proper intermodality, poor communication and information to users and above average private car use.
- **SMACKER** aims to address the above by promoting Demand-Responsive and sustainable public Transport and mobility services to connect the local transport systems to the main transport corridors and nodes.

SMACKER APPROACH.



- ❖ Implementation of concrete actions with the participation of the involved regions → **6 PILOTS**



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EXPECTED OUTPUTS.

Training

6 Local To Global (LTG) trainings in the six pilot regions

10 Transnational trainings to non partner CEU authorities (Enlarged Transfer Programme - ETP)

Strategies

6 Regional STRATEGIES for planning demand responsive/sustainable services in rural and urban peripheral areas

1 transnational STRATEGY for planning demand responsive/sustainable services in rural and urban peripheral areas

Pilot actions

6 pilot actions implemented in the six pilot regions

Action Plans

6 Regional ACTION PLANS to better integrate peripheral areas using DRT

Guidelines & Toolbox

1 Guideline on DRT planning and implementation

1 Online Toolbox for behaviour change and DRT measures

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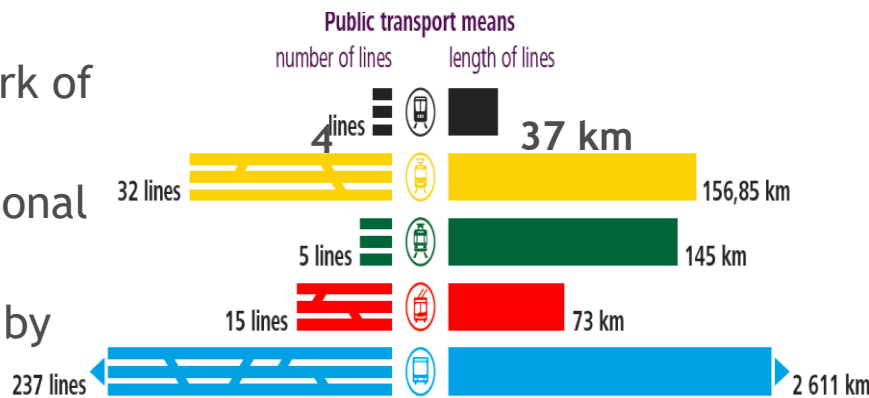
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SMACKER

BKK is responsible for public transport lines in Budapest.

- 222 bus lines (including 6 DRT lines)
- 15 trolley bus lines
- 34 tram lines
- 4 metro lines
- 4,5 million boarding/working day on the network of BKK
- Suburban railway lines are belonging to the national rail operator, MÁV-Start Zrt. and MÁV-HÉV Zrt.
- Buses to/from the agglomeration are operated by the a national coach operator, Volánbusz Zrt.



DRT IN BUDAPEST

BKK is operating 6 Demand Responsive Transport (DRT) lines in the outskirt of Budapest:

- 5 day bus lines (since 2013)
- 1 night bus line (since 2006)
- Replacement service (occasionally)

Solo, mini and midi buses on DRT lines

4 lines in North-Buda (hilly area)

2 lines in East-Pest (suburbs, connection to main network)

Fully demand responsive and hybrid lines.
Normal PT pricing.



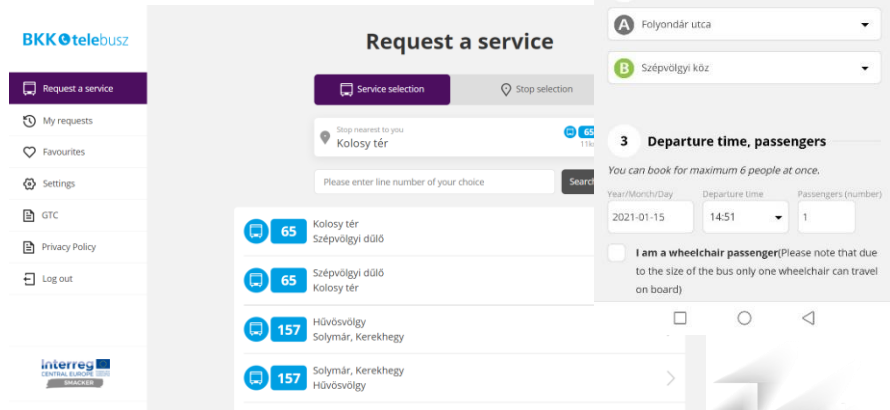
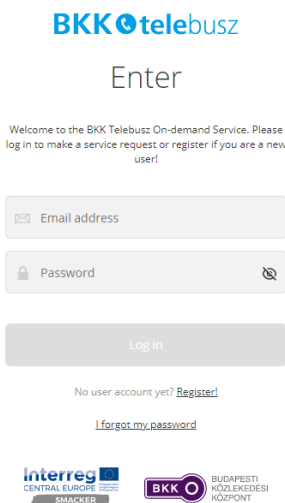
ONLINE SERVICE REQUEST PILOT

Before SMACKER, service requests came through phone:

- inconvenient, time consuming for passengers
- manual process - chance of mistakes
- high operator demand

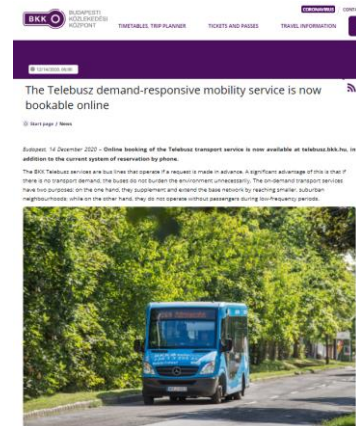
In SMACKER project BKK piloted an online service request system:

- responsive frontend (available on desktop and smartphone)
- backend for dispatchers (call base request)
- app for drivers



NUDGING AND COMMUNICATION

- 4 Local Mobility Forum
- Flyers in customer centres and on vehicles
- Posters on vehicles, at stops
- Social media posts and news



PILOT RESULTS



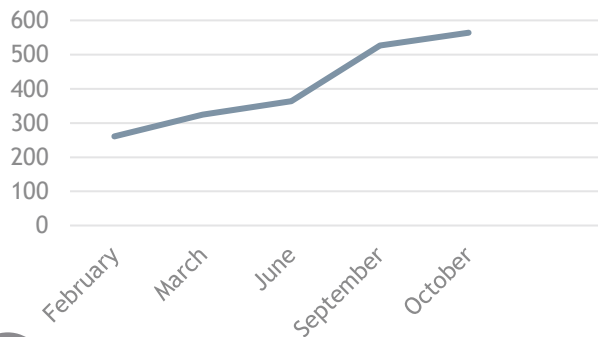
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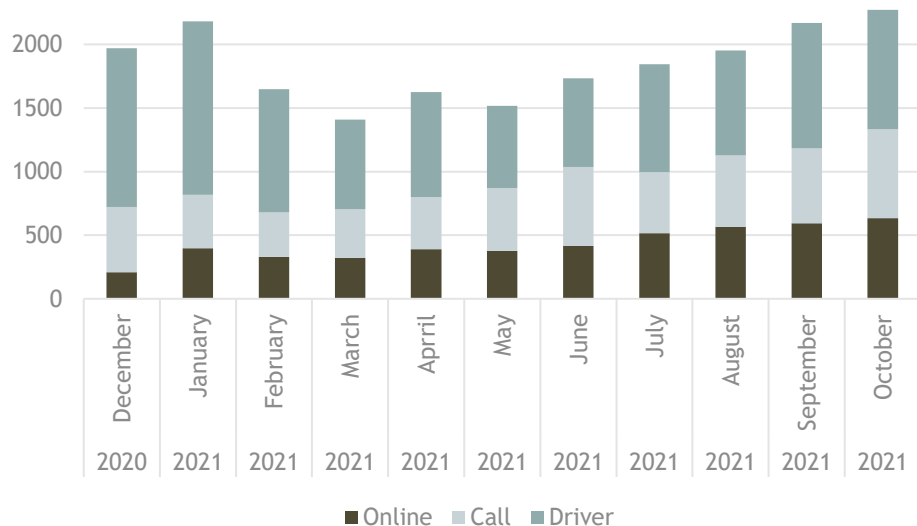
SMACKER

- Internal test launch: 13 October, 2020
- Public pilot launch: 14 December, 2020
- Number of registered users: 564
- Online service requests: 4 757

Registered users



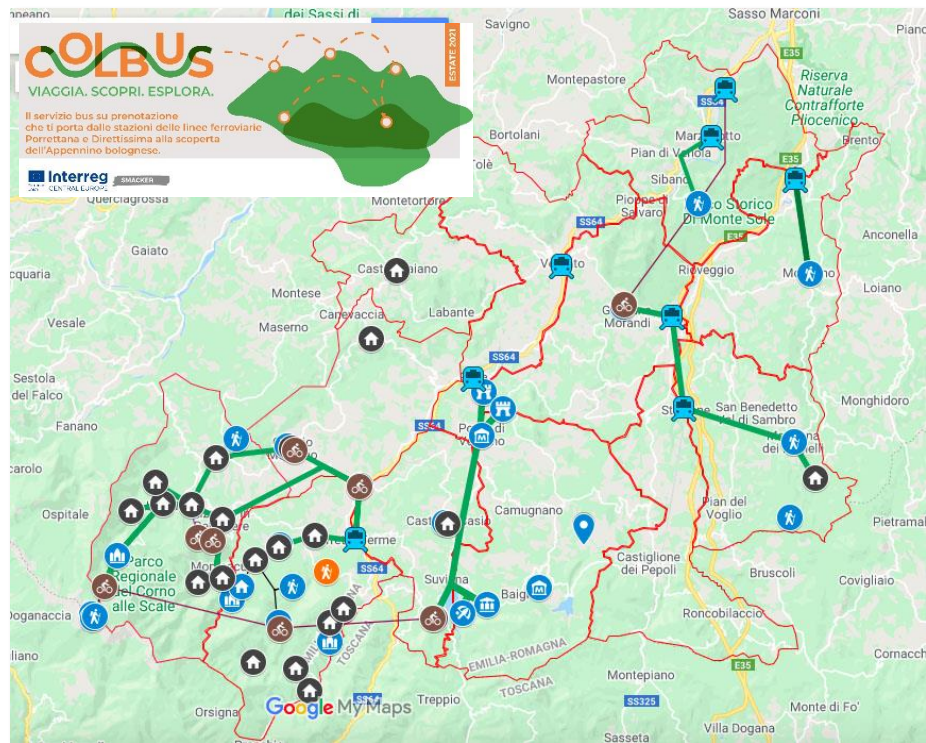
Service request distribution



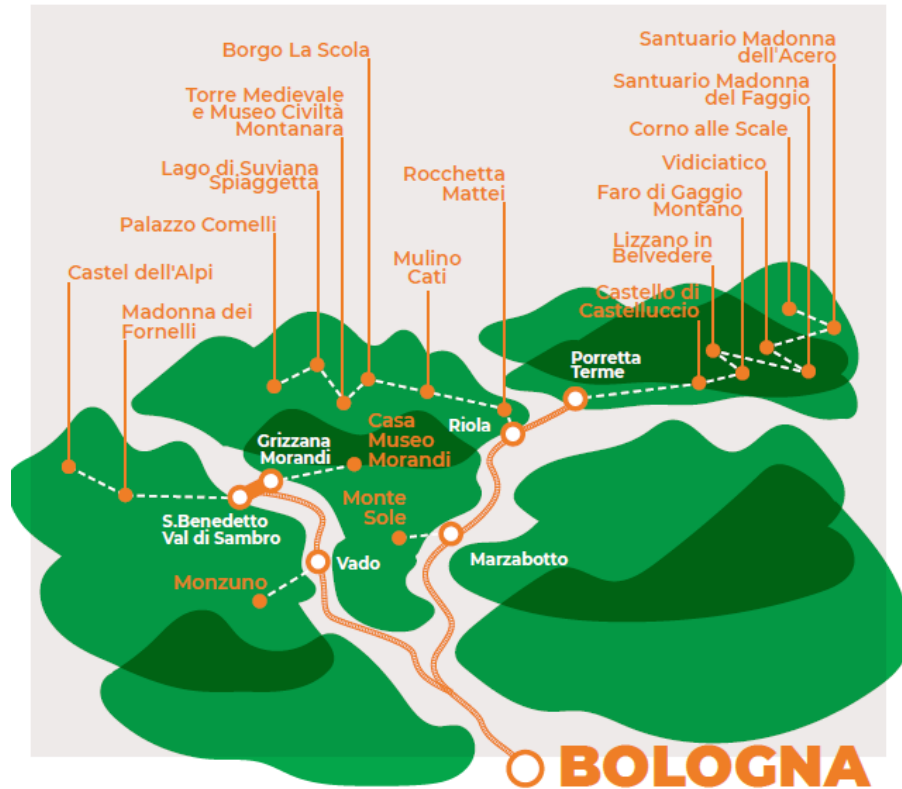
BOLOGNA PILOT: THE «COLBUS».



- “ColBus” means “by bus”.
- On-demand passenger transport in the Bologna Apennines, active in the area of the municipalities of Alto Reno Terme and the Apennine Union.
- 816 sq km, 55.000 inhabitants
- First activated in summer 2018, upgraded in SMACKER:
 - Optimized network (in collaboration with Local Mobility Forum)
 - Endowed with IT platform and app for management and booking



COLBUS SUMMER SERVICE 2021.



- On-demand bus service bringing people from the railway stations along Porrettana and Direttissima railways to the Bolognese Apennines.
- Flexible route and stops, 5 summer lines.
- Active on Saturdays, Sundays and public holidays from 8 AM to 8 PM, from 6 June to 12 September 2021.
- Mandatory reservation via call center or via the app, by 8 PM the day before
- Cost = f (number of activations).

COLBUS REBRANDING & AD-HOC COMMUNICATION EVENTS.

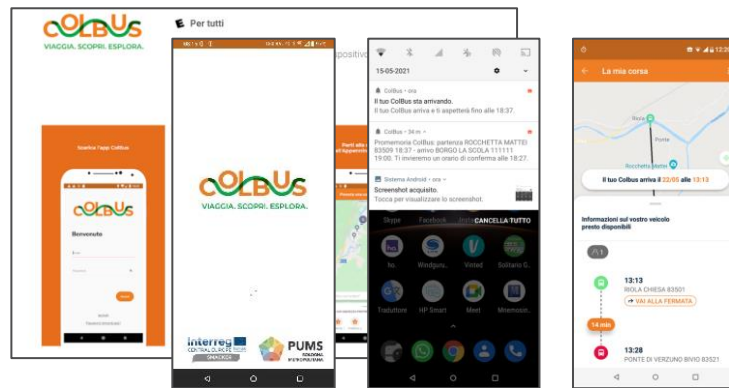
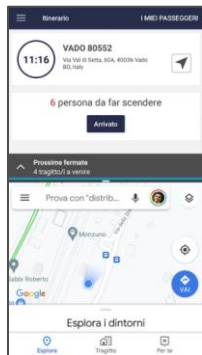
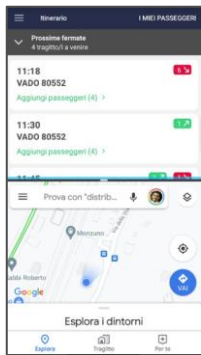


COLBUS



THE IT PLATFORM AND THE APP.

- IT provider identified through a market survey → Padam
- For transport service operator:
 - Route optimization
 - Call center remains active
 - Insertion of booking requests on the same IT platform
 - Real-time booking status to the driver
- For users / passengers:
 - App available for Android and iOS
 - Booking possible h24, also via website at <https://prenota.colbus-bologna.it/login>
 - Real-time updates on the bus arrival status

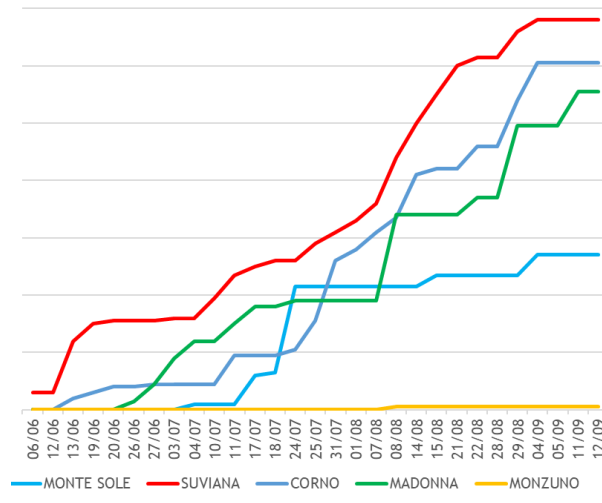


OUTCOMES FROM SUMMER SERVICE, TOWARDS WINTER 2021-22.

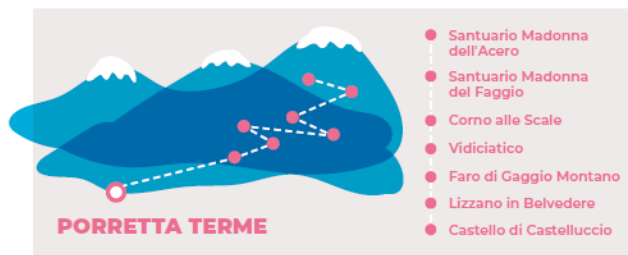
- Results from Summer 2021

- Improvement / restructuring actions towards Winter service 2021-22

Passeggeri trasportati complessivamente per linea



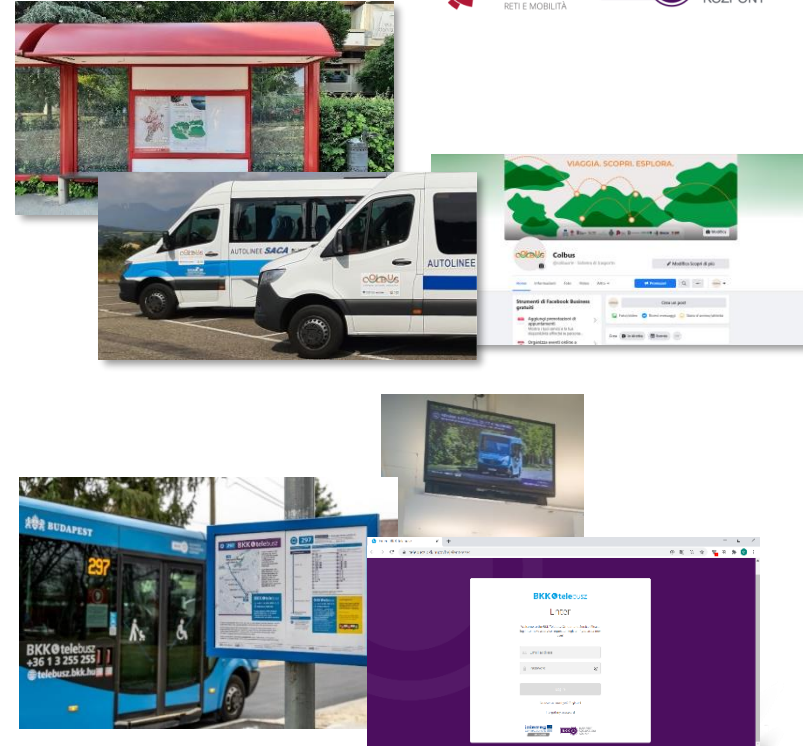
SBVS line more dedicated to residents centered on SBVS, defined in collaboration with the municipality, active Monday to Saturday from December 2021 to June 2022.



Porretta Terme line restructured following the seasonal needs and more dedicated to tourists, active on Saturdays, Sundays and public holidays from 8 AM to 8 PM, from December 21 to March 22.

... BOOSTING SUSTAINABLE CONNECTIONS IN LOW POPULATED AREAS THROUGH DRT.

- SMACKER approach: piloting upgraded solutions
 - concentrate on better connecting local transport systems with main TEN-T network
 - developed and implemented in collaboration with locally-established advisory groups called “Local Mobility Forums” (LMFs)
 - specific investments targeted to deeply innovate the service offered to residents and tourists can enable the introduction of ad-hoc developed IT solutions able to provide the users with an easier way of booking the DRT service and enjoying their territory



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Thanks for your attention ...



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