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KARLSRUHE (DE)

Baden-Württemberg
Ministry of Transport

Karlsruhe

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Clic.cat

The digitalised DRT in rural areas of Catalonia

Cristina Pou, Government of Catalonia

Albert Guillaumes, Government of Catalonia
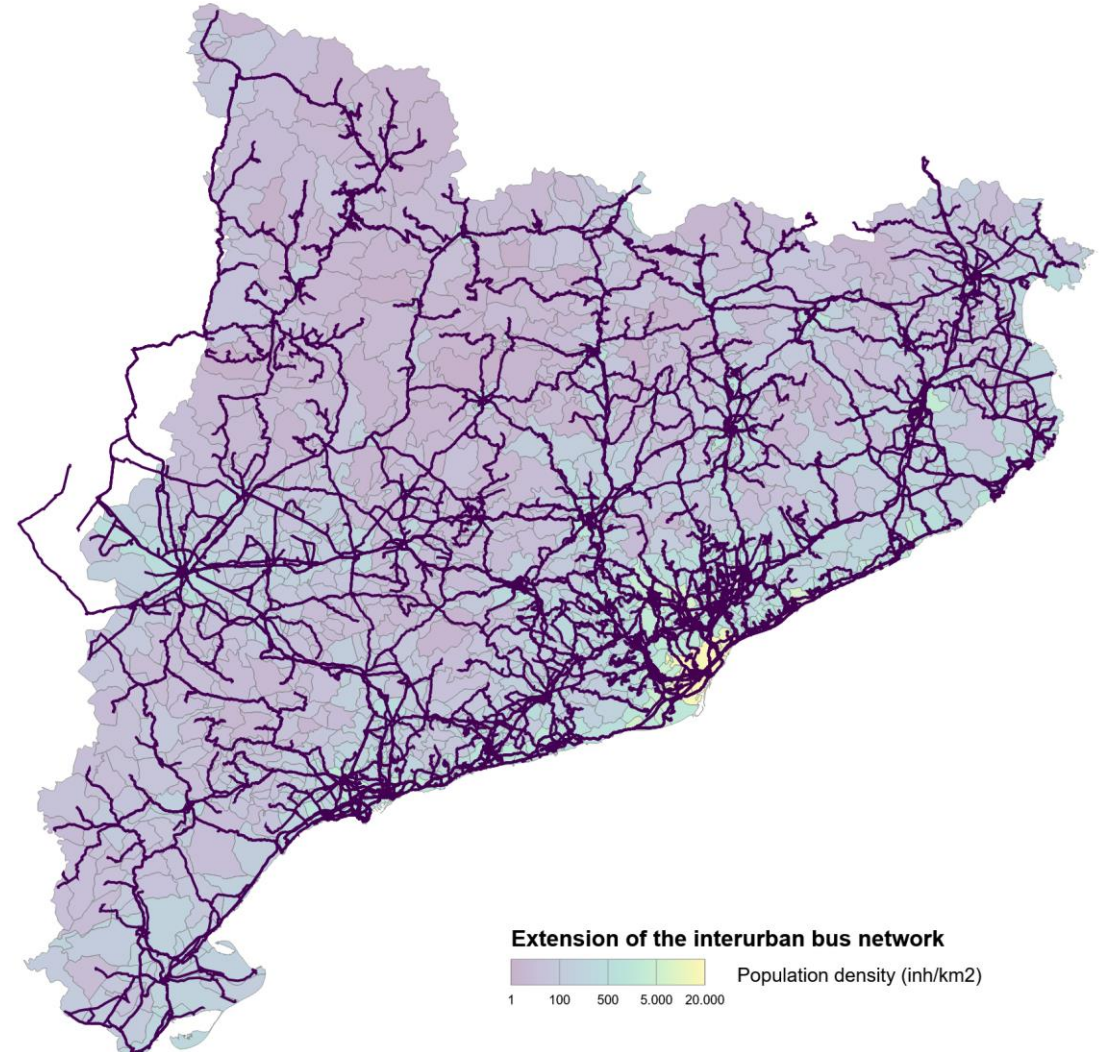
Interurban bus network in Catalonia

72,713,412
passengers during 2023

856
lines

56
bus operators

Different services

- Regular services
- Express (Exprés.cat)
- DRT (Clic.cat)
- Night buses

Extension of the interurban bus network

Population density (inh/km2)

1 100 500 5.000 20.000

DRT services

172,528
passengers during 2023

247
lines or services

>700
settlements served by DRT

- Services started in **1991**
- Service is mostly provided by minibuses or taxis

Pyrenees

Barcelona

Serveis de transport a demanda

Densitat de població (hab/km2)

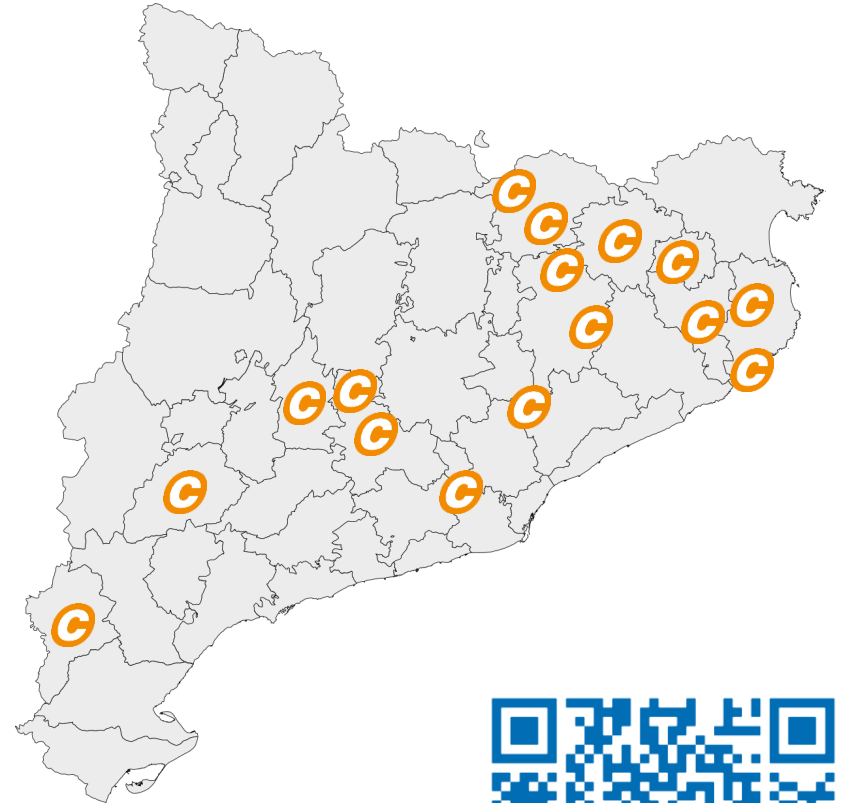1   100   500   5.000   20.000

Clic.cat
A new brand for digitalised DRTs

- Started in **2021**

- **106,513 passengers** in 2023 (+36,1% vs 2022)

- **16 networks**

- **55 routes or services**

- Main improvements:
    - Service is labelled under the **Clic.cat brand** (vehicles, stops, information, app)
    - Service is **digitalized** (booking and route planning)
    - **Request margin decreased** up to 15 minutes

Information campaign

- Creating a **brand** to associate DRTs is a plus.

- **Information campaigns** include:
  - Posters at bus shelters
  - Flyers
  - Informative stands
  - Teaching how to use the app
  - Implication of local government

- **Acceptance** occurs if:
  - Passengers understand service is optimised
  - New services to a previously unattended area

Network expansion

- 3 main goals by 2028:
  - **Digitalising** the remaining DRT services and integrate them into the Clic.cat brand.
  - **Expanding the network** according to county-wide improvement plans or other specific plans.
  - Providing new DRT services to **towns and villages which do not have public transport service nowadays**.
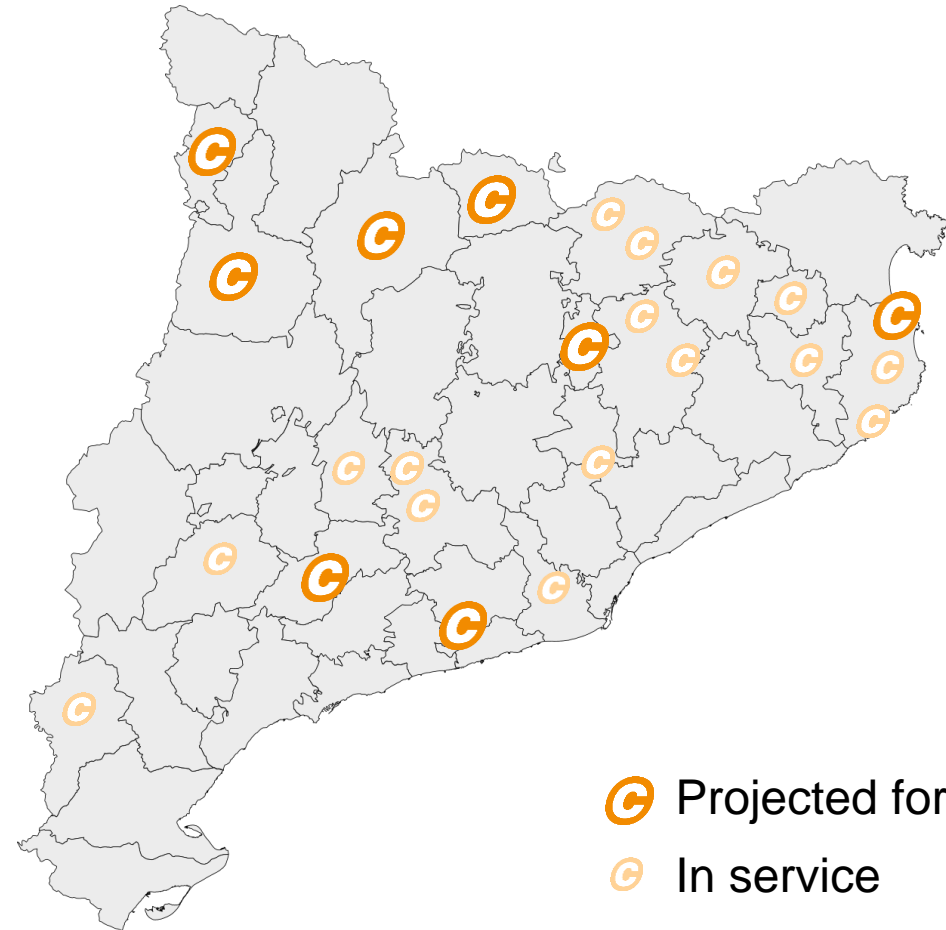
🅒 Projected for 2025

🅒 In service

Tailored solutions for each area

On-request stop

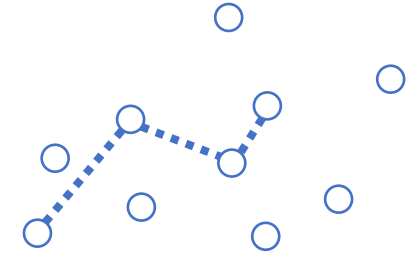Buses will detour to a stop located off the route if a passenger requests it.

Medium density areas

Semi-flexible service

The stop times is predefined, but vehicles will only travel between the requested stops

Mountainous rural areas

Flexible service: cloud of points

There is no predefined route or stop times. The vehicles will move towards the requested stops according to an algorithm.

Flat rural areas

Suburban areas

Tailored solutions for each area

Can Sunyer - Valldaina
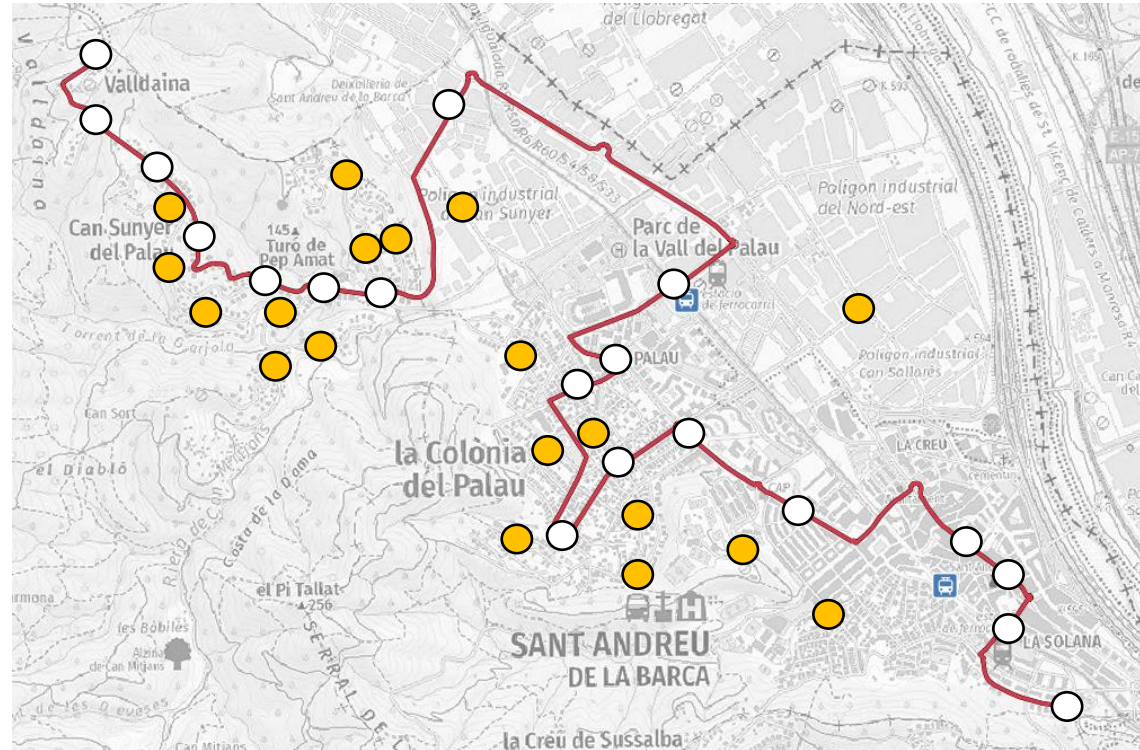
Conditions

- Existing regular route with low occupancy and weak geographic coverage

- Low density suburban area

Solution

- Service converted into a **flexible service with a cloud of points**.

- **New stop points** to cover more area

Results

- No savings in costs (bus is always moving)

- 5,639 pax (2019) → **17,489** pax (2023)

— Existing regular route   ○ Existing stops

▪ Rail station   ● New stops

Tailored solutions for each area
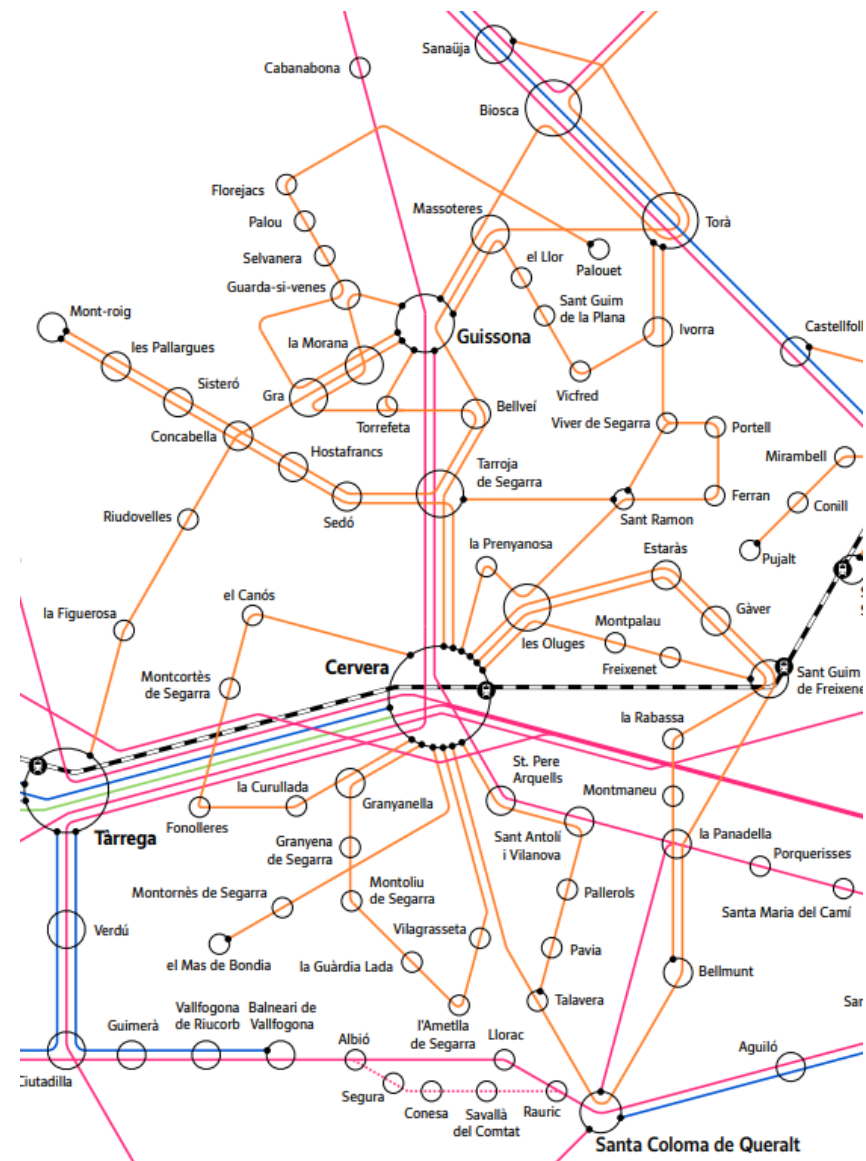
La Segarra

Conditions

- Population of 20,000 (density of 32 pax/km^2)
- Existing transport: school buses allowing passengers in empty seats

Solution

- School routes are kept
- New trips following school routes during school times (when buses are stopped and drivers are not driving)

Results

- 8,536 pax (2017) → **24,671** pax (2023)

Overall results

- **Ridership**: 2023 highest ridership ever on DRT services

- **Costs**: highly deficitary (revenue covers 2%-9% of costs). Costs tend to increase compared to regular services.

  - **Distance costs**: 0,50 €/km – 1,05 €/km

  - **Time cost**: 33 €/h – 54 €/h

  - **App cost**: 6,000 € - 10,000 € + callcenter

Clic.cat and other DRT ridership evolution

Legend: ■ Clic.cat ■ Altres TAD DGTM
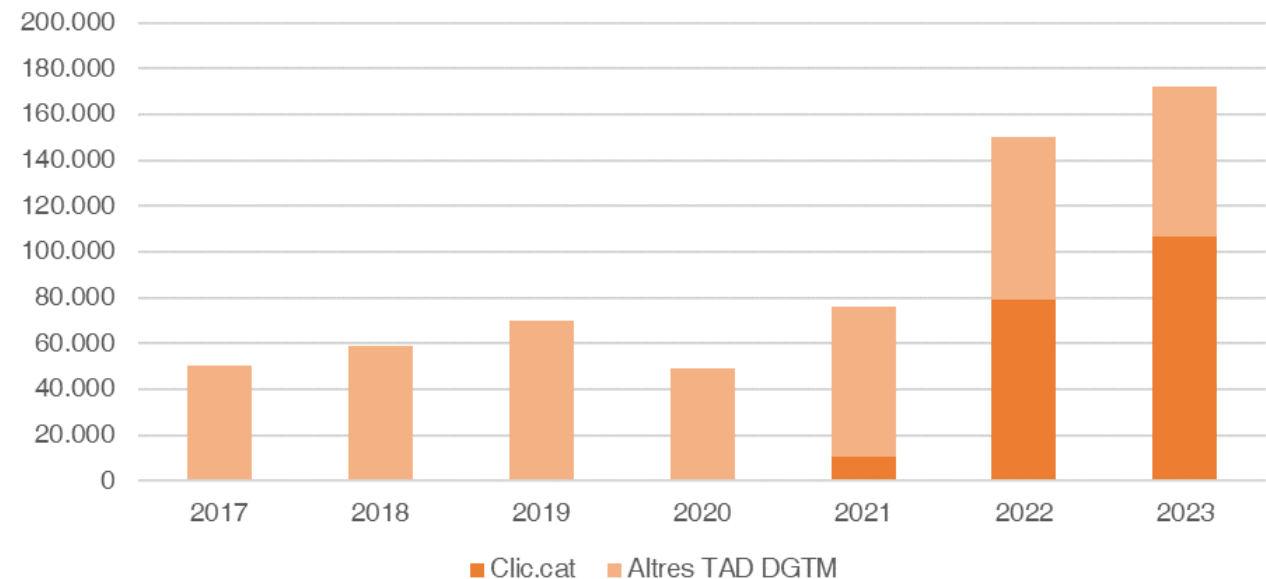
Conclusions and recommendations

o **Training and Digitalization**
- o Training staff in new technologies is essential.
- o Users quickly adapt to the digitalization of public transport services. However, phone call support remains available (~20% of bookings).

o **Information and Flexibility**
- o Success relies on the involvement of all stakeholders (local councils, potential clients, operator)
- o Door-to-door

o **Economic Factors:**
- o Service is highly deficitary. Revenues account for <10% of total costs.
- o While there are savings in kilometers driven and emissions, these services require vehicle and personnel availability, aiming for better, high-quality service.

Thank you for your attention!

For more information:

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