

Clic.cat

Digitalised DRT in Catalonia

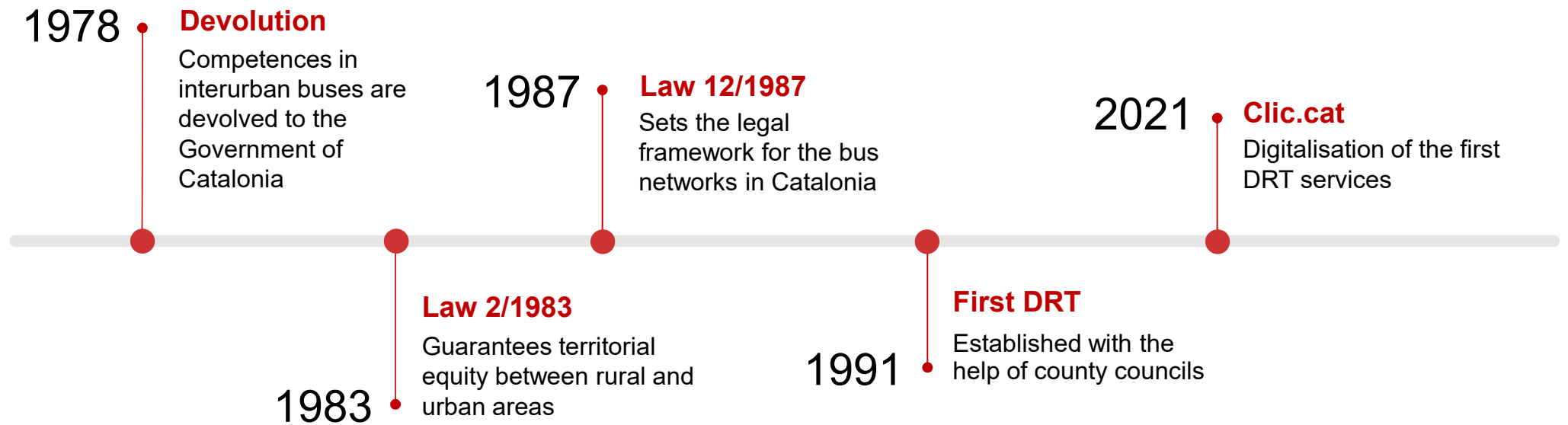
5 November 2024



1

DRTs in Catalonia

Historical context



The DRT network

172,528
passengers
(2023)

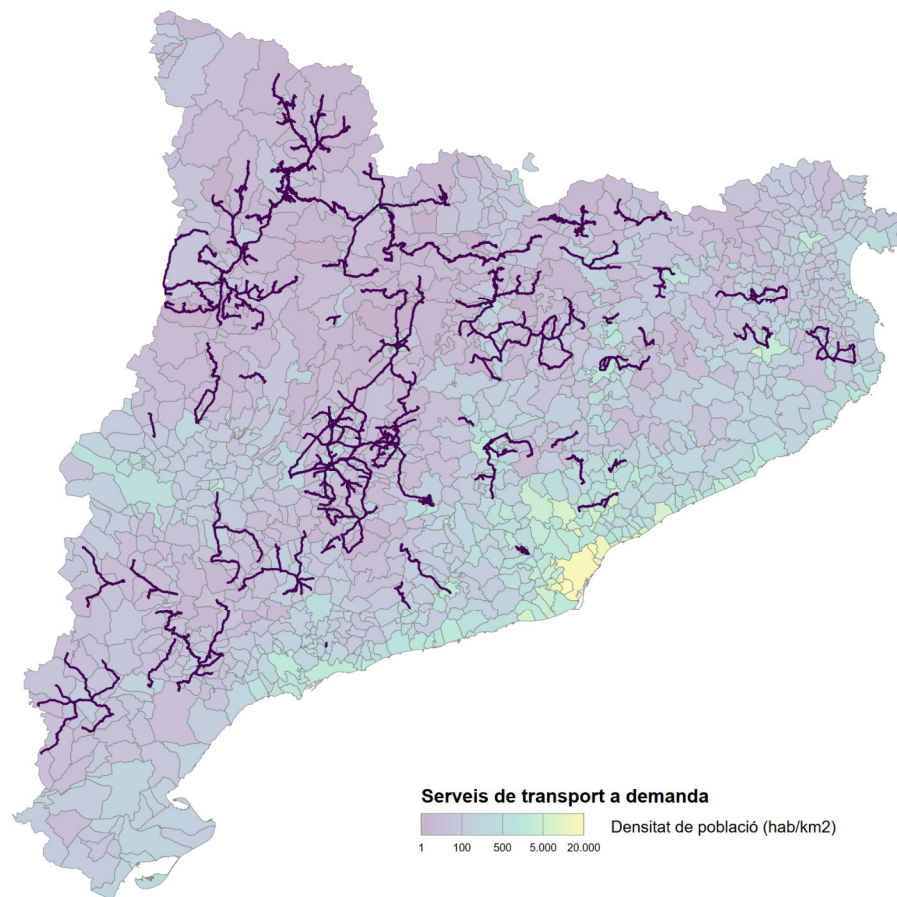
Number of passengers in 2023.
This represents an increase of a
14% in comparison to 2022.

247
routes

Number of bus routes that are
completely or partially on-demand

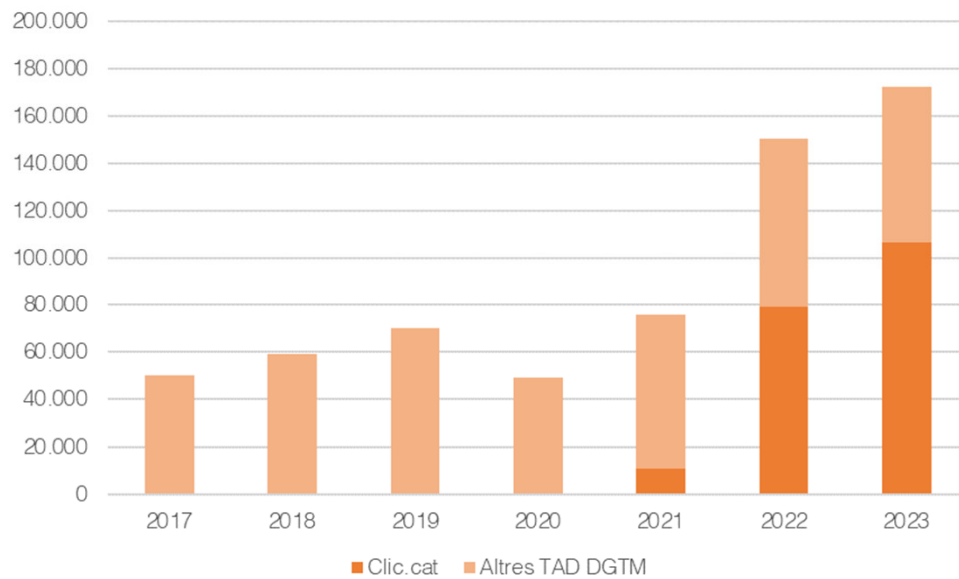
>700
settlements

Number of towns and villages that
are served with DRT services

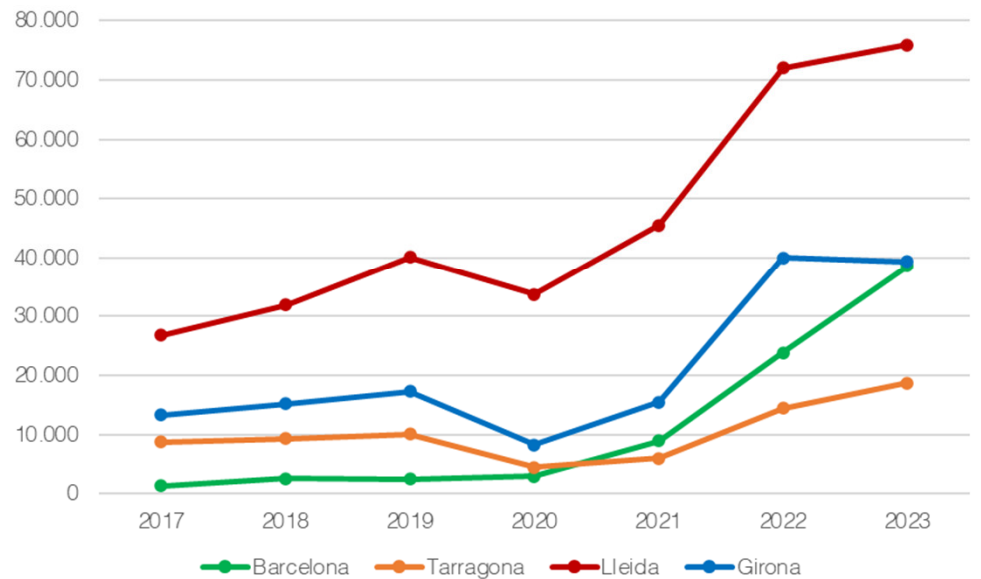


Demand evolution

Ridership per DRT type



Ridership per province



Types of services



On-demand stop

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

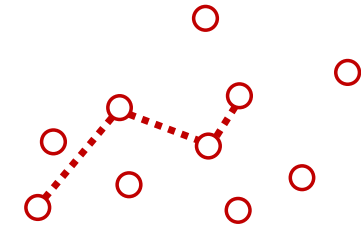
Examples: T-Bus, Bus nocturn NGi1 Girona - Palamós



Semi-flexible service

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

Examples: Clic.cat Ripollès, Clic.cat les Garrigues



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.

Examples: Clic.cat Alta Segarra, Clic.cat Can Sunyer

Type of vehicles

Different kinds of vehicles are used, according to the expected number of passengers and to the aim of each service.

Buses and coaches



Minibuses



Taxis and minivans



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Digitalisation of DRTs

Digitalisation of DRTs

New brand

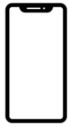
Clic.cat is a brand created in **2021** aiming to encompass all the **digitalised DRT** services managed by the Government of Catalonia.

Advantages:

- **Booking is possible both by app and by phone call** (75-80% of bookings are made using apps).
- **The request margin time has been reduced** in some specific cases up to 15 minutes.



Digitalisation of DRTs



Digitalisation model

The Government of Catalonia specifies the app requirements. Each bus operator is free to choose or develop any app.



Bus operators

Bus operators are in charge of applying the Clic.cat brand:

- Web
- Buses
- Leaflets
- Stops
- Shelters



Government of Catalonia

It has a website that provides general information about the forementioned services:

territori.gencat.cat/cliccat



Digitalisation of DRTs

Dissemination of Clic.cat

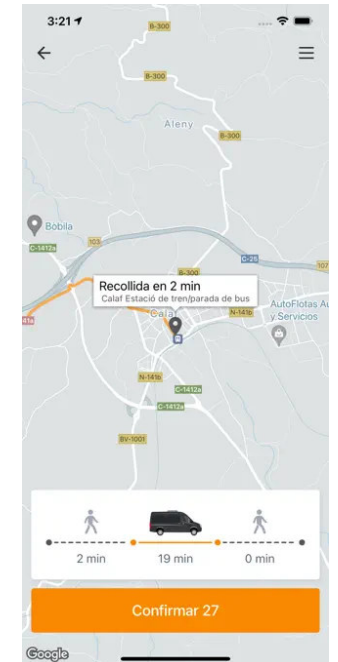
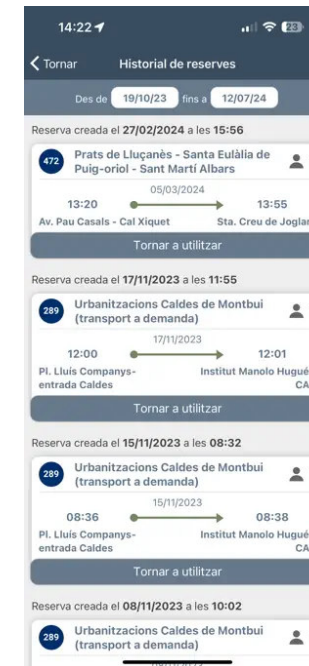
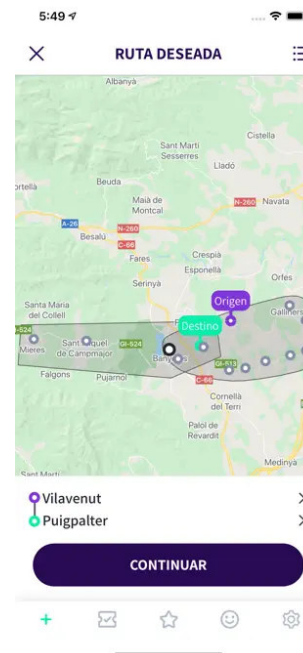
- Press releases
- Corporative logos at bus stops and shelters
- Leaflets, with door-to-door distribution
- Specific visual design for buses
- Diffusion in social networks
- Promotional video
- **Collaboration of county and town councils**



Digitalisation of DRTs

App providers

- We currently work with the following app providers:
 - **Shotl:**
 - **Clic.cat** (Alta Segarra, Baix Empordà)
 - **Ne-mi:**
 - **Ne-mi** (Garrotxa, Gironès, Pla de l'Estany, Ripollès, Vall de Ribes)
 - **Cots Alsina** (Segarra)
 - **AMTU:**
 - **Flexitransport** (Berguedà)
 - **Self development:**
 - **Clic.cat les Garrigues** (ALSA)
 - **Elmeubus** (TGO-Masats)
 - **HIFE** (HIFE)
 - **Sagalés on demand** (Sagalés)



How apps work

1

Sign up

- Download the app
- Register as a new user

2

Find a trip

- Select an departure stop, arrival stop, day, time and number of passengers

3

Trip confirmation

- Choose the best option and confirm the booking

4

Before travelling

- It is possible to check and cancel any booking.
- Moments before the departure, a notification with the ETA will be received.

3

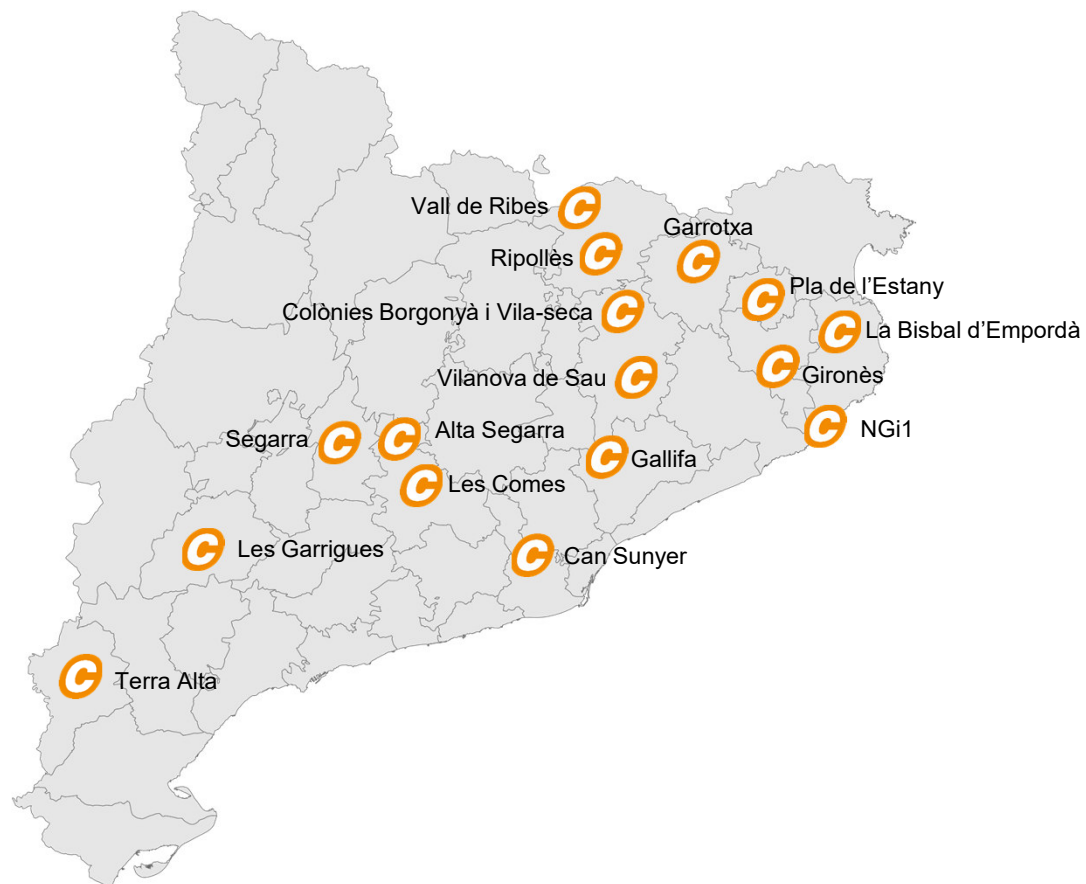
Implementation of Clic.cat

Clic.cat today

106,513
passengers during 2023

16
Clic.cat networks

55
routes or services



El Clic.cat a dia d'avui

Clic.cat	Date	Rutes	Bus operator	App	Ridership 2023
Gironès	October 2019	3	TEISA	Ne-mi	4,691
el Pla de l'Estany	November 2019	3	TEISA	Ne-mi	2,473
les Comes	March 2021	2	Masats TGO	Elmeubus	15,447
Alta Segarra	May 2021	1	Mancomunitat Alta Segarra	Shotl	2,846
la Garrotxa	July 2021	1	TEISA	Ne-mi	5,363
les Garrigues	September 2021	4	ALSA	Les Garrigues Clic.cat	28,105
Can Sunyer	January 2022	1	Soler i Sauret	Ne-mi	17,489
Ripollès	November 2022	5	TEISA	Ne-mi	3,386
la Segarra	April 2023	19	Cots Alsina	Cots Alsina (Ne-mi)	24,671
Prova pilot nocturn	February 2024	1	SARFA, TEISA	Ne-mi	-
Vilanova de Sau	July 2024	1	Sagalés	Sagalés on demand	-
Colònia Borgonyà	August 2024	1	Sagalés	Sagalés on demand	-
Gallifa	September 2024	1	Sagalés	Sagalés on demand	-
Vall de Ribes	October 2024	3	Autocars Mir	Ne-mi	-
la Bisbal d'Empordà	November 2024	3	SARFA	Shotl	-
Terra Alta	November 2024	6	HIFE	HIFE	-
Overall	-	55	10		106,513 (+36% vs 2022)

Expansion of Clic.cat

The expansion of the Clic.cat DRT has been scheduled

Existing DRTs

Existing DRTs will be integrated into the Clic.cat brand once they become digitalised

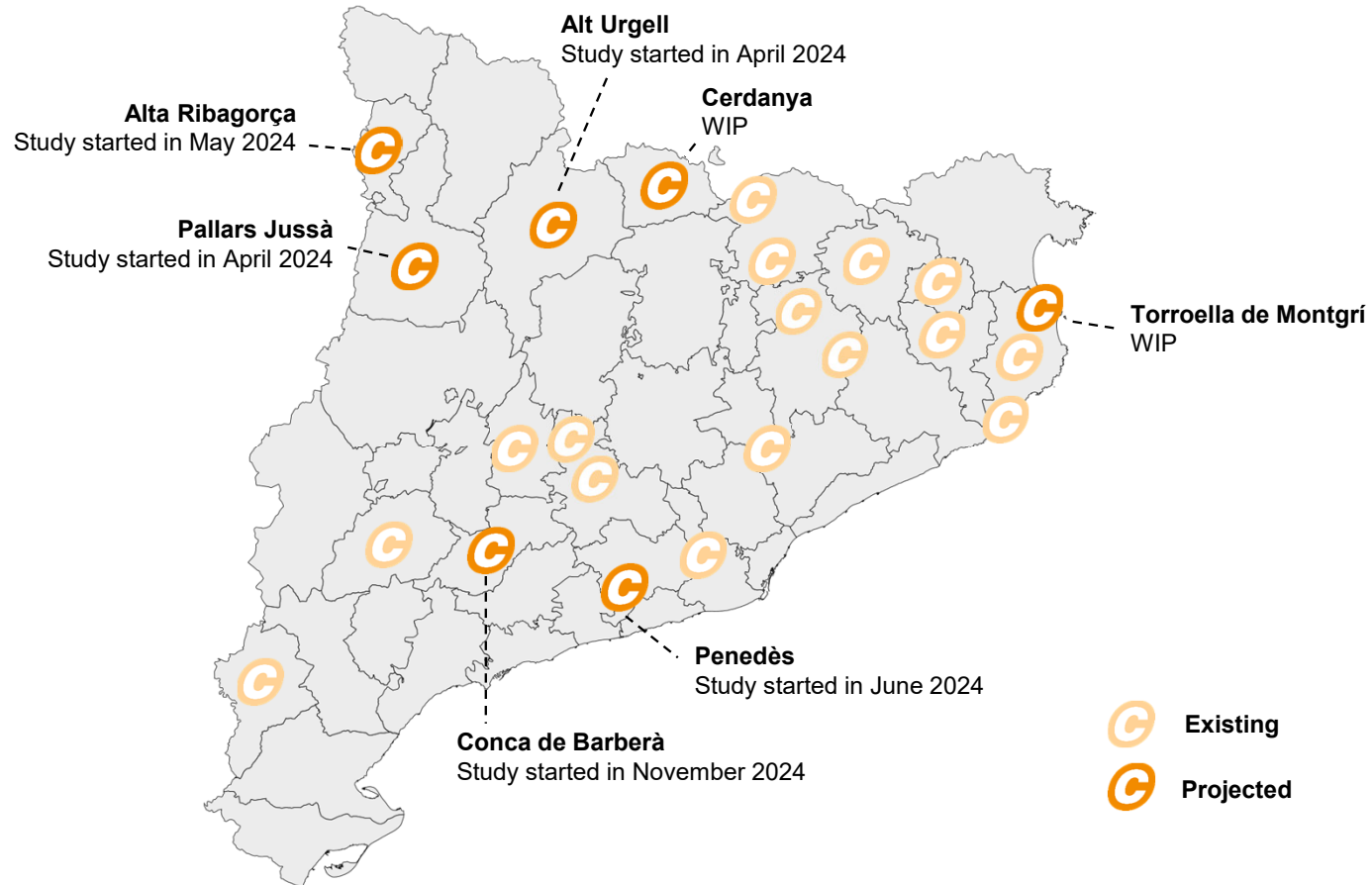
County-wide plans

Creation of new Clic.cat routes if stated in the regularly scheduled county-wide improvement plans, or other specific plans.

Municipalities not served by public transport

Creation of new digitalised DRTs in towns or municipalities that nowadays are not served by any public transport service,

Study status of Clic.cat as of November 2024



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Specific cases

Specific cases

Les Comes (Igalada)

Conditions

- Industrial area not served by public transport.
- Total population of the area: 60,000

Solution

- 2 lines running during the factories shift changes
 - Inbound trips at 5:30 i 13:30
 - Outbound trips at 14:00 i 22:30
- Agreements with the bus operator and the factories

Results

- 1,033 pax (2021) → **15,447** pax (2023)



Specific cases

Can Sunyer – Valldaina (Sant Andreu de la Barca)

Conditions

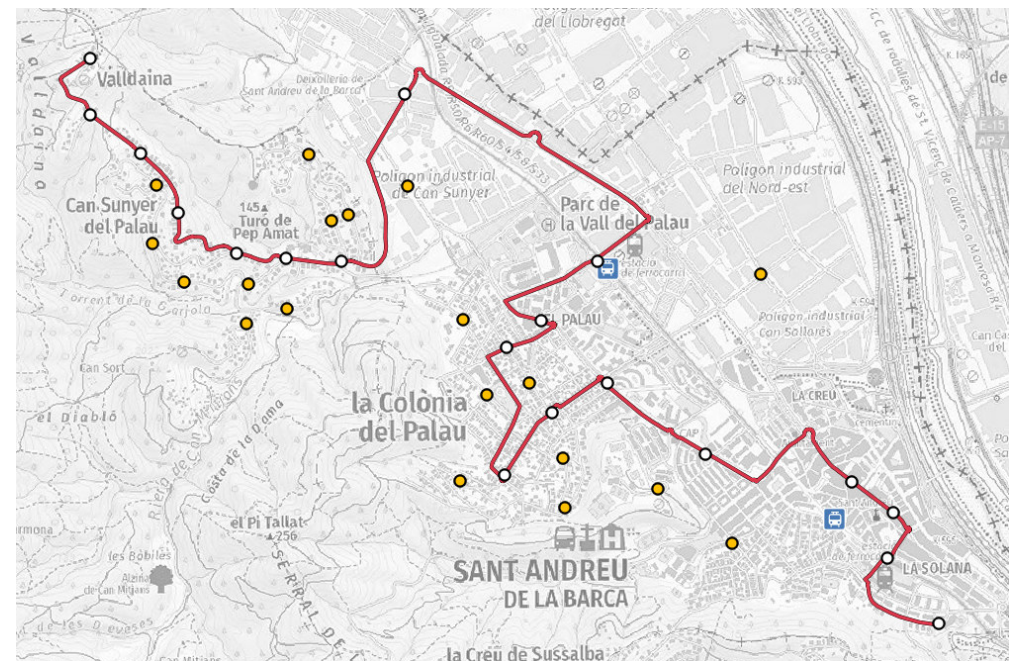
- Existing regular route with low occupancy and weak geographic coverage
- Low density suburban area

Solution

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

Resultat

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



- Existing regular route
- Existing stops
- Rail station
- New stops

Specific cases

Segarra

Condicions

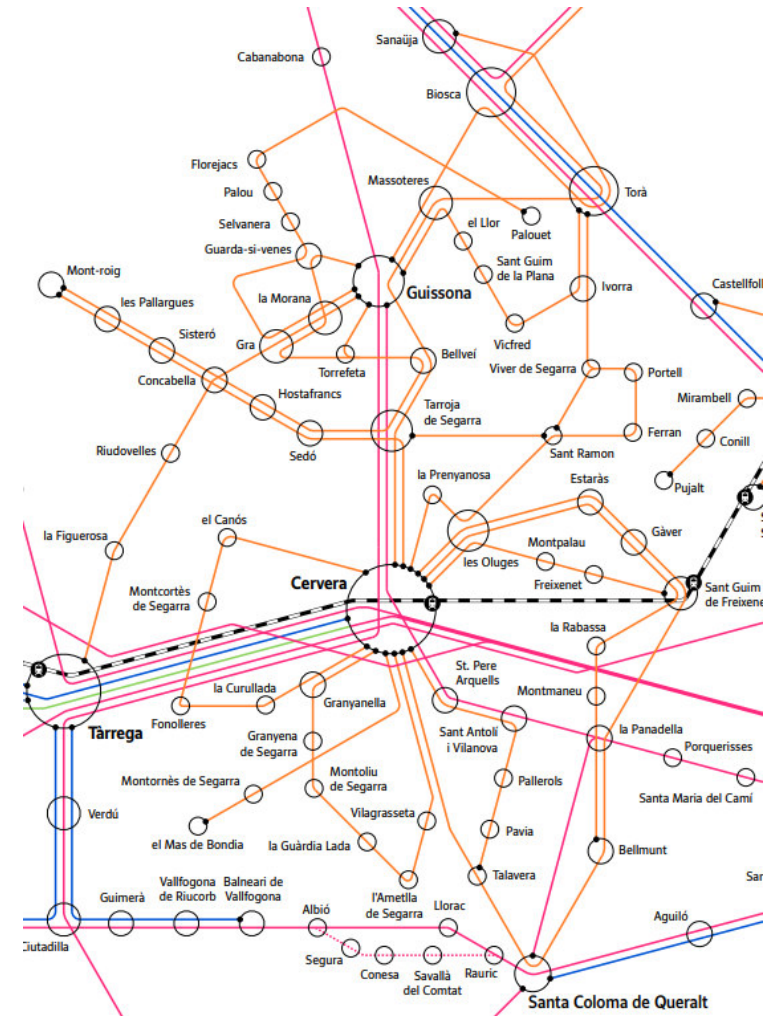
- Population of 20,000 (density of 32 pax/km²)
- Existing transport: school buses allowing passengers in empty seats

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)



Specific cases

Garrotxa

Conditions

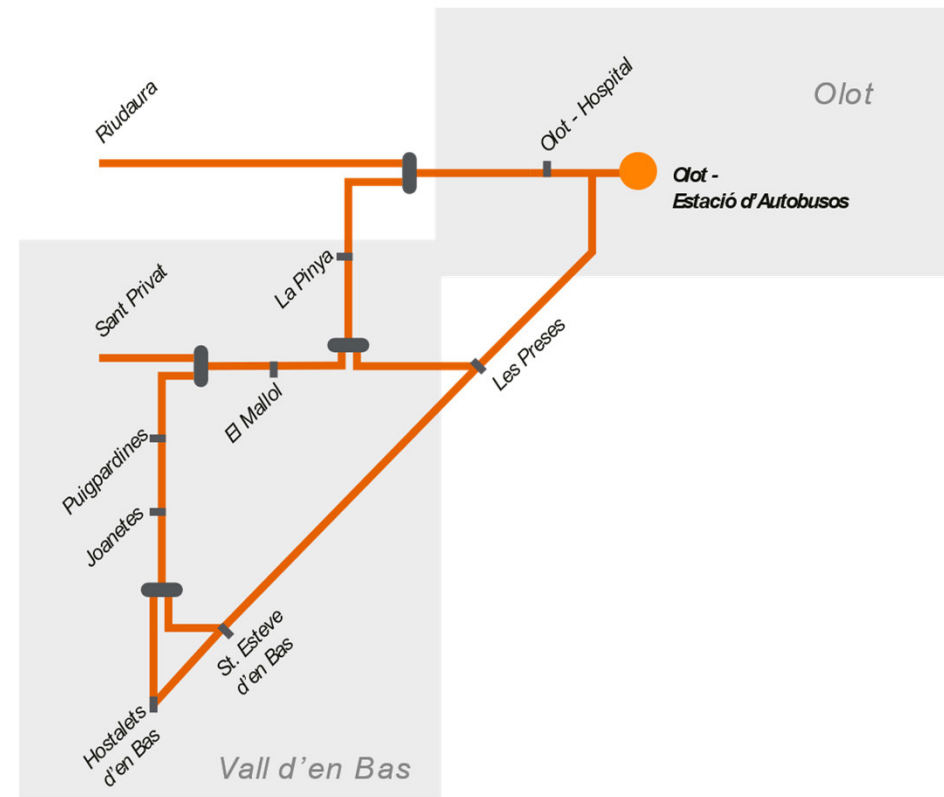
- La Vall d'en Bas: municipality of 3,000 with population spread along 7 different villages.

Solution

- **Semi-flexible route**, with defined departure times from the first stop.
- 30 stops distributed along the 7 villages in la Vall d'en Bas, plus les Preses, Riudaura and Olot

Results

- 2.062 pax (2022) → **5,363** pax (2023)



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Conclusions

Conclusions

Success factors

- **Geography:** relatively small distances between towns (15 – 20 km)
- **Maximum length:** it can be either linear (<30km) o spreaded (<50km).
 - If linear, mileage can be reduced up to a 10-15%: <30km → <25-27km.
 - If spreaded, mileage can be reduced up to a 50-60%: <50km → <20-25km.
- **Expected roundtrip time:** with a commercial speed of 50 km/h, the expected travel time is around 25-30 minutes for each roundtrip.
- **Population served:** service is efficient the population served is around 1,500.

Conclusions

Condicionants d'èxit del TAD

- **Training and Digitalization:** Training staff in new technologies is essential. Clients quickly adapt to the digitalization of public transport services. However, phone call support remains available (~20% of bookings).
- **Information and Flexibility:** Success relies on the involvement of all stakeholders (local councils, potential clients, operator) through informational sessions and dissemination via common channels (WhatsApp), allowing the service to be adapted to specific needs.
- **Economic Factors:** A clear commitment from the Administration. While there are savings in kilometers driven and emissions, these services require vehicle and personnel availability, aiming for better, high-quality service.



Generalitat de Catalunya

Moltes gràcies

Departament de Territori, Habitatge i Transició Ecològica

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