



WP.T1 - D.T1.2.21

**Review for matching needs and services for
a comprehensive planning (MURS, SI)**

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1. Introduction

Remote regions in central Europe share the same risks and issues related to being at the periphery of main transport networks. Inadequate and under-used services, excessive costs, lack of last-mile services and proper intermodality, poor communication and information to users and car commuting are the challenges that many central European regions face.

The SMACKER project addresses those disparities to promote public transport and mobility services that are demand-responsive and that connect local and regional systems to main corridors and transport nodes.

Within SMACKER mobility issues related to peripheral and rural areas, and main barriers are assessed and addressed by providing solutions that draw on the best international know-how. SMACKER promotes demand-responsive transport services to connect local and regional systems to main transport corridors and nodes: soft measures (e.g. behaviour change campaigns) and hard measures (e.g. mobility service pilots) are used to identify and promote eco-friendly solutions for public transport in rural and peripheral areas to achieve more liveable and sustainable environments, better integration of the population to main corridors and better feeding services. SMACKER helps local communities to re-design their transport services according to user needs, through a coordinated co-design process between local/regional partners and stakeholders; SMACKERS also encourages the use of new transport services through motivating and incentivizing campaigns. The direct beneficiaries of the actions are residents, commuters and tourists.

Participation reflects the overall integration of citizens and groups in planning processes and policy decision-making and consequently the share of power. In particular, transport planning and transport relevant measures are often the subject of controversial discussions within the urban community. The concept of Sustainable Urban Mobility Planning has established the principle that the public should be included from the very beginning of the transport planning process and not only when the plans are largely completed and only minor amendments can be carried out. For that reason, public authorities need to open-up debate on this highly specialised and complex subject area and make participation a part of the planning process. In order to ensure participation throughout the process, development of an engagement strategy would be necessary.

The deliverable deals with the review for matching needs and services for a comprehensive planning in MURS (SI). The necessary matching between needs and possible offer is the key for a transport solution useful and sustainable. The report assesses the results of mobility needs and expectations reviews to deliver analysis useful for training and planning.

Chapter 2 summarizes the mobility needs in the Murska Sobota pilot area.

Chapter 3 assesses the coherence between mobility needs and the foreseen pilot activities, dedicating a particular attention to reviewing the nudging activities.

Finally, chapter 4 elaborates the lessons learned and defines the main outcomes of the deliverable in terms of both useful insights for the pilot planning (input to D.T2.2.6 “Pilot action planning (MURS, SI)”) and relevant outlook for the future that could be used for training activities and workshops too. In the Slovenian case, LTG training (D.T1.3.6) scheduled to take place in March 2020, has been postponed due to the COVID19 emergency, which provided an opportunity to propose specific recommendations in relation to the LTG training as part of this report. Considering that not all identified user needs could be addressed through the pilot action, guidelines for activities beyond SMACKER are proposed.

2. Review of mobility needs in SMACKER pilot area

2.1. Basic information

Region Pomurje, with its capital Murska Sobota, is located in the northeast of Slovenia. It is predominantly flat area of 1.337 km² and has approximately 117.000 inhabitants. City of Murska Sobota (11.100 inhabitants) is the urban centre of the predominately-rural region. The region is well connected with road and rail with Mediterranean TENT corridor passing through it [1].



Figure 1: Geographical position of Pomurje
 [source <https://sl.wikipedia.org>]

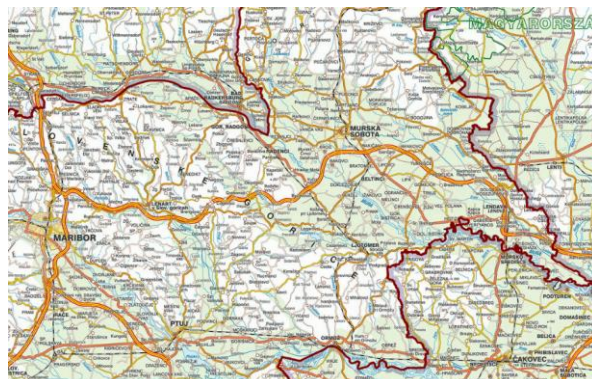


Figure 2: Transport network of Pomurje
 [source <https://www.islovenija.si>]

Pomurje's economy is based on agriculture and tourism, while in recent years industrial sector is evidently developing. In 2018 the region had 380.000 incoming tourists generating more than 1 million overnight stays. Still the region is considered as less developed according to EU's Structural Funds indicators (GPD per capita below 75% of EU-27 average), GDP per capita of 13.978 EUR is also below Slovenian average (20.815 EUR per capita) and significantly lower than in Slovenian capital region (29.371 EUR per capita). The region has close ties with neighbouring countries - Croatia, Hungary and especially with Austria with significant daily labour migrations.

The Pomurje region has pristine nature resulting in diverse offer of leisure activities, thermal spa offer as well as lively cultural scene which results in high demand for travel across the region.

Transport infrastructure lies at the core of mobility as stated in the 2011 Transport White Paper [2]: "*Infrastructure shapes mobility*" thus a short overview of existing transport infrastructure and mobility services in the pilot region of Pomurje is presented in the table below. The table provides a simplified insight into transport infrastructure and mobility services that are important for understanding of specific conditions in which SMACKER pilot activities are to be implemented.



Table 1¹: Overview of existing Transport infrastructure and mobility services in MURS pilot region

AVAILABILITY OF TRANSPORT INFRASTRUCTURE					
Existing network (scope, coverage)		Comprehensive	Appropriate	Incomplete/limited	Not applicable
	Roads	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Rail	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Light rail/tram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Cycling paths	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Pavements	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
QUALITY OF TRANSPORT INFRASTRUCTURE ²					
Condition of infrastructure		Good	Adequate	Poor	Not applicable
	Roads	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Rail	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Light rail/tram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Cycling paths	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Pavements	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DENSITY OF PUBLIC TRANSPORT INFRASTRUCTURE					
Density of transport stops / stations		Good	Adequate	Poor	Not applicable
	Bus	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Rail	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Light rail/tram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
AVAILABILITY OF MOBILITY SERVICES:					
Existing or planned mobility services		Available	Planned	Under consideration	Not applicable
	Bus	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Rail	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Light rail/tram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Car sharing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Bike sharing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Park and ride	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	e-scooter sharing	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

The Pomurje region is connected with comprehensive and dense road network and railway line connecting the region linking it to other regions of Slovenia and to neighbouring countries. Transport infrastructure is in average condition, but provides sufficient basis for mobility of people and goods. Cycling paths are under development, public transport is available together with some sustainable mobility services.

¹ The table should be understood from point of view of rural and semi-rural regions and related mobility needs in such areas.

² Good - infrastructure in optimal condition, no intervention needed; Adequate - infrastructure in average condition, interventions/maintenance needed; Poor - infrastructure in bad conditions, interventions needed.



2.2. Mobility needs

Mobility needs of inhabitants of MURS are predominantly related to daily labour migrations - commuters (to and from work), for personal needs (attending events, social gatherings, errands related to household needs) and needs of family members (taking children to school, running errands for elderly members of households). Personal vehicles (cars) are used for vast majority of these trips.

The number of registered passenger cars in region is increasing, so is the share of household expenditures for transport. In past the decrease in the number of road and rail passengers has led to reduced supply of public transport which have then again resulted in lower number of passengers of public transport. Measures, such as improving the efficiency of PPT (single, integrated tickets, subsidized transportation for pupils and students, P+R systems) together with subsidies were implemented and have halted this downward trend. Nevertheless, a significant gap is still present between developed urban centres and underdeveloped, inadequately serviced and hard-to-access rural areas. This results in personal vehicles (cars, scooters) as dominant mode of transport for mobility between urban and rural areas. Main users of public transport are children (pupils) and elderly [1].

Mobility needs of incoming tourists are also satisfied with personal vehicles as majority of visitors reach their destination in the region by car and continue to use it for mobility inside the region. The tourist predominantly travel to and from spa and wellness resorts to natural and/or cultural attractions, events, culinary destinations, sightseeing as well as for shopping and recreation. Alternatively minor share of incoming tourists use bicycles for mobility - the network of cycling paths is quite diverse and is still growing however due to inadequate planning these cycling paths mostly connect urban centres and not the tourist attractions in the region. Tourist are rarely using public transport in the region.

The **Mobility needs and issues of MURS pilot area [1]** were summarized as follows:

- a) Limited availability and accessibility of PPT, especially in rural areas.
- b) Inflexible PPT, mostly unavailable in the evening and on the weekends.
- c) Insufficient promotion of PPT and sustainable mobility for daily commuting.
- d) Lack of information on mobility options throughout the region for tourists.
- e) Poor PT connections between tourist attractions, spa and wellness resorts, and urban centres in the region.
- f) Lack of an integral and comprehensive approach to sustainable mobility infrastructure planning in the region, especially the cycling routes.



3. Assessment of coherence between mobility needs and SMACKER activities in pilot regions

3.1. SMACKER pilot action in relation to mobility needs

The aim of the MURS pilot is to develop, test and implement an efficient app-oriented service, based on deployment of Android smartphones and cloud back-office enabling demand responsive public transport. Pilot activities foresee analysis of potentials of smart city technologies and solutions, including guidelines for an integral approach to the promotion of sustainable and multimodal mobility based on IoT and advanced DRT solutions. An app joining information on events and mobility options is to be deployed. The app will offer option to express demand for public transport to and from events, transport operator will adapt bus/van schedule according to the demand communicated through the app and provide information to potential users about foreseen schedule [1].

The foreseen pilot actions focuses on two user types - residents and tourists, responding to their need to travel to and from events happening on weekends and/or evenings.

Main technical parameters of demand responsive transport to be implemented within SMACKER pilot in Pomurje are presented in Table 2 below.

Table 2: Main DRT technical parameters of the MURS pilot action [3]

Key parameters addressed	Set of parameters	MURS PILOT
How does the user book their journey?	<ul style="list-style-type: none"> - Telephone call - Internet (website/app) 	<ul style="list-style-type: none"> - Internet (website/app)
When is booking required?	<ul style="list-style-type: none"> - On the day/when required - In advance - Repeating booking 	<ul style="list-style-type: none"> - In advance (one day)
How frequently should the service run?	<ul style="list-style-type: none"> - Only when requested - Set number of journeys per day 	<ul style="list-style-type: none"> - Depends on events (mostly weekends), when public transport isn't available
How flexible is the route?	<ul style="list-style-type: none"> - Fully set, but only runs when there is demand - Deviations possible within a set corridor - Fully flexible 	<ul style="list-style-type: none"> - Fully set, but only runs when there is demand
Where are users picked-up or dropped-off?	<ul style="list-style-type: none"> - Many-to-many - One-to-many / many-to-one - One-to-one 	<ul style="list-style-type: none"> - Many-to-many
What area is the service covering?	<ul style="list-style-type: none"> - Rural - Suburbs - Mixed 	<ul style="list-style-type: none"> - Mixed
Who are the main users?	<ul style="list-style-type: none"> - All public - Disadvantaged groups - Private groups 	<ul style="list-style-type: none"> - All public - Tourists
What size of vehicle should be used?	<ul style="list-style-type: none"> - Car 	<ul style="list-style-type: none"> - Minibus



Key parameters addressed	Set of parameters	MURS PILOT
What is the price for the user?	<ul style="list-style-type: none"> - Minibus - Bus - Free - Paid 	<ul style="list-style-type: none"> - Bus - Free in the pilot phase, after we try to involve other municipalities and hotels)
How is the DRT system financed?	<ul style="list-style-type: none"> - Subsidised - Partly-subsidised - Commercial 	<ul style="list-style-type: none"> - Subsidised
What competition is there with other Transport solutions?	<ul style="list-style-type: none"> - High - Low 	<ul style="list-style-type: none"> - Low

Based on Enoch, M.P et al (2004), “INTERMODE: innovations in Demand Responsive Transport” [4], it is possible to identify four key technical areas related to the development and improvement of DRT services: changes in communication channels/tools, changes in type of service, changes in level of service and changes in fares level and structure. MURS pilot action is implementing changes in three (out of four) categories as shown below.

Table 3: MURS pilot interventions level of change

Categories	Changes in	Level achieved (yes / no)
Communication	Change in communication channels/tools	Yes
Type of service	Change in type of service - change in type/size of vehicles	No
	Change in type of service - degree of route flexibility	No
	Change in type of service - degree of timetable flexibility	Yes
	Change in type of service - changes in mode of booking	Yes
Level of service	Change in level of service - changes in frequency	Yes
	Change in level of service - in operating hours	Yes
Level of fares integration	Change in fares level and structure - fares integration	No?
	Change in fares level and structure - MaaS Approach	No?



The SMACKER pilot to be implemented in MURS answers to some mobility needs identified. Understandably the pilot action cannot address all identified needs but answers to specific needs. The correlation between identified needs and pilot action is depicted in table below.

Table 4: Correlation between identified mobility needs and MURS pilot action

Mobility needs (as identified in pilot region)	SMACKER pilot action's interventions in relation to specific mobility need.	Correlation of pilot with identified needs (low / medium / high)
a) Limited availability and accessibility of PPT, especially in rural areas	Pilot to be partially implemented on rural areas currently not serviced by PT.	Medium
b) Inflexible PPT, mostly unavailable in the evening and on the weekends.	Within pilot, demand responsive service operating in the evenings and on weekends to be deployed.	High
c) Insufficient promotion of PPT and sustainable mobility for daily commuting.	The pilot action is not aimed at commuters.	Low
d) Lack of information on mobility options throughout the region for tourists.	The app deployed within the pilot provides tourist with mobility options including bike sharing, public transport alongside tested DRT service.	High
e) Poor PT connections between tourist attractions, spa and wellness resorts, and urban centres in the region.	The pilot implements mobility service connecting wellness resort, urban centre and recreational/event area.	High
f) Lack of an integral and comprehensive approach to sustainable mobility infrastructure planning in the region, especially the cycling routes.	The pilot does not deal with mobility infrastructure.	Low

The pilot action corresponds well to identified mobility needs.



3.2. SMACKER nudging activities in relation to mobility needs

Main target groups for the nudging activities in MURS are:

- Residents (including pupils)
- Tourists

The best option for change of mobility pattern of **residents** different changes in their individual life (reallocation, children, divorce, new school or workplace etc.). These framework conditions often cause the reflection of usual mobility patterns and the need to adapt individual behaviour. Each new stage of life offers the possibility to nudge residents towards the use of (flexible) public transportation [5].

Tourists do not have habitual trips at their holiday destination. They often have to orient themselves in a new area, thus, they are open for mobility options offered. Addressing tourists offers a high potential to nudge towards sustainable mobility [5].

Within SMACKER nudging activities, MURS is planning to deploy following actions [1]:

- (5.3) Presentations at periodic local meetings and an establishment of a local mobility forum (LMF)
- (5.5) Mobility management in workplaces and organisations
- (5.8) “Car-free Day” / EU Mobility Week
- (5.14) Use of social media to make (flexible) public transport visible
- (5.21) Salient implementation of PT information on webpages
- (5.23) Time table and other information as APP for mobile devices
- (5.26) Provision of sustainable mobility related information for touristic destinations at public places or where tourists meet
- (5.28) Mobility packages for tourists at destination

Majority of planned nudging activities are of general nature however there are some aimed specifically at commutes and at tourist which corresponds to the poor access to information on public transport identified within these two user groups. The correlation between identified needs and nudging activities is depicted in table below.

Table 5: Correlation between identified mobility needs and nudging activities planned in MURS

Mobility needs	SMACKER nudging activities in relation to users’ needs	Correlation of nudging activities with identified needs (low / medium / high)
a) Limited availability and accessibility of PPT, especially in rural areas	Can be addressed with following activities: - (5.3) Presentations at periodic local meetings and an establishment of a local mobility forum (LMF)	Low
b) Inflexible PPT, mostly unavailable in the evening and on the weekends.	Pilot service to operate primarily at evenings and on weekend to be supported by following nudging activities: - (5.14) Use of social media to make (flexible) public transport visible - (5.21) Salient implementation of PT information on webpages - (5.23) Time table and other information as APP for mobile devices	High



<p>c) Insufficient promotion of PPT and sustainable mobility for daily commuting.</p>	<p>Addressed with following activities:</p> <ul style="list-style-type: none"> - (5.5) Mobility management in workplaces and organisations - (5.8) “Car-free Day” / EU Mobility Week - (5.14) Use of social media to make (flexible) public transport visible - (5.21) Salient implementation of PT information on webpages - (5.23) Time table and other information as APP for mobile devices 	<p>High</p>
<p>d) Lack of information on mobility options throughout the region for tourists.</p>	<p>Addressed with following activities:</p> <ul style="list-style-type: none"> - (5.14) Use of social media to make (flexible) public transport visible - (5.21) Salient implementation of PT information on webpages - (5.23) Time table and other information as APP for mobile devices - (5.26) Provision of sustainable mobility related information for touristic destinations at public places or where tourists meet - (5.28) Mobility packages for tourists at destination 	<p>High</p>
<p>e) Poor PT connections between tourist attractions, spa and wellness resorts, and urban centres in the region.</p>	<p>Addressed with following activities:</p> <ul style="list-style-type: none"> - (5.14) Use of social media to make (flexible) public transport visible - (5.21) Salient implementation of PT information on webpages - (5.23) Time table and other information as APP for mobile devices - (5.26) Provision of sustainable mobility related information for touristic destinations at public places or where tourists meet (5.28) Mobility packages for tourists at destination 	<p>High</p>
<p>f) Lack of an integral and comprehensive approach to sustainable mobility infrastructure planning in the region, especially the cycling routes.</p>	<p>Can be addressed with following activities:</p> <ul style="list-style-type: none"> - (5.3) Presentations at periodic local meetings and an establishment of a local mobility forum (LMF) 	<p>Low</p>

The nudging activities correspond well to identified mobility needs.



3.3. Matching mobility needs to SMACKER pilot action and nudging activities

The Table 6 below provides an overview of identified mobility needs in relation to planned pilot action and nudging activities in MURS.

Table 6: Overview of identified mobility needs in relation to pilot action and nudging activities

MOBILITY NEEDS MATCHING WITH PILOT ACTION AND NUDGING ACTIVITIES					
		Issue/need recognized	Issue/need addressed by the pilot	Issue/need addressed by nudging activity	n. a.
Geographical scope	Inter-urban	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Urban-rural	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Rural	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Intra-regional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Inter-regional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	First/last mile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
User groups	Residents	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Commuters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Tourists	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Elderly	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Vulnerable groups (mobility impaired)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time related availability of PT	Availability on weekdays - daytime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Availability on weekdays - evening/night	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Availability on weekends - daytime	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Availability during weekends - evening/night	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Flexibility of public transport	Fixed itineraries and flexible time tables	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Fixed itineraries with deviation on demand	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Flexible itineraries with predefined bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Flexible itineraries and flexible stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to information on mobility options	Residents	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Commuters	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Tourists	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Elderly	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Vulnerable groups	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

As shown above, the foreseen pilot action and nudging activities are well aligned with identified mobility needs.



4. Lessons learned and outlook for the future

The analysis of existing situation in relation to transport infrastructure, services and mobility needs has validated the premises used for elaboration of pilot action.

Nevertheless, there are some suggestions to be made that should be beneficial for SMACKER pilot planning (D.T2.2.6) and for SMACKER Local To Global training (D.T1.3.3.6) yet to be held in the pilot region³. Finally, some recommendations that go beyond SMACKER activities are elaborated.

SMACKER pilot planning recommendations:

- Pilot action planning - Pay attention to following [6]:
 - Where people can be picked up or dropped off.
 - The zone or area the service will operate in.
 - The capacity of the vehicles.
 - Optimisation characteristics such as width of time windows and maximum journey times for passengers.
 - Efficiency measures such as the minimization of vehicle journey lengths or vehicle journey times.
- Consider app availability in different languages.
- Devise a strategy to achieve adequate visibility of the DRT and the app.
- Promote DRT pilot action and sustainable mobility to tourist as unique experience, actively involve local tourist providers, events' organizers etc.
- Involve neighbouring municipalities and regional stakeholders already in early stages of pilot planning - it will be easier get them on board for the DRT expansion to their area.
- Develop a strategy on how to continue the operation of DRT after SMACKER life-time.
- Consider mobility needs of vulnerable groups even though they are not specifically mentioned.
- Closely monitor pilot SMACKER pilot action implemented in East Tyrol, Bologna and Gdynia, share and exchange good and bad experiences.
- Useful case studies:
 - LAST MILE [Best Practices Analysis](#)
 - [EcoBus - flexible mobility in rural areas](#)
 - [HiReach - Innovative mobility solutions: case study description and analysis](#)
 - LAST MILE [Results of PROJECT PHASE 1Let's travel the last mile together! Sustainable mobility for the last mile in tourism regions](#)
- Recommended reading:
 - Enoch, Marcus; Potter, Stephen; Parkhurst, Graham and Smith, Mark: [Why do demand responsive transport systems fail?](#)

³ Slovenian LTG training was planned to be held in March 2020 but had to be postponed due to the COVID19 emergency and related national restrictions on public gathering.



Suggestions for SMACKER Local to Global training activities:

- Present user needs in pilot region in detail and make clear association between needs and planned pilot action.
- Nudging activities - discuss where and how to best forward the information to the residents and where and how to tourists?
- Discuss possibilities/needs for further development of the app towards a mobility as a service tool with more modes included and e-ticketing.
- Organise training with other regions (and discuss option of this tool/app being deployed there).
- Discuss, how all the initiatives can continue after Smacker life-time?
- Address cycling and walking in combination with DRT:
 - [CycleWalk: Promoting active modes of transport](#)
 - [Boosting Multimodality: Universal and Inclusive Mobility for Pedestrians](#)

Suggestions for activities beyond SMACKER:

- Consider addressing the needs of commuters.
- Involve regional mobility stakeholders in Transport Mobility Forum to jointly address cycling infrastructure planning in the region
- Include schools and children into sustainable mobility actions:
 - [Inspiring children to travel to school sustainably](#)
 - [School Mobility Manager Network](#)
- Changing mobility habits takes time, keep with it constantly:
 - [MoveUS - Incentives for Changing Mobility Habits](#)



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