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DREAM_PACE

Digital and operational innovations for DRT

Pavia-Oltrepò area

Final version

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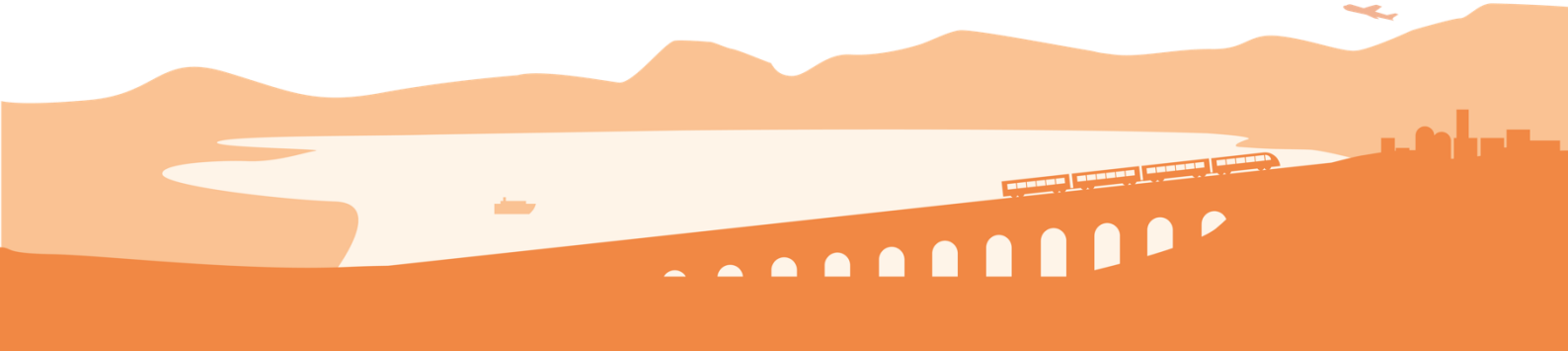

Authors and log change of the document

Partner No.	Partner Acronym	Name of the author	Action	Version
9	AG	Monica Marconi Marco Cirtoli	Draft version	1
2	Redmint	Gabriele Grea	Review	2

Contents

1. Introduction

Public transport (PT) systems in rural and peripheral areas are under increasing pressure: mobility demand is low and dispersed, fixed-route services are not economically sustainable, and the populations served — often elderly, without a car, or with limited digital skills — risk being left behind. The DREAM_PACE European project (Interreg Central Europe, 2023–2026) addresses these challenges through the development and testing of innovative Demand Responsive Transport (DRT) solutions integrated into regional mobility networks.

For the Pavia-Oltrepò pilot area, the starting point is the Miobus service, a free-route DRT operating between predefined stops, active since September 2019 in the Oltrepò Pavese area (approximately 30 municipalities, with Stradella as the main hub). This is a predominantly hilly and rural area, characterised by low and dispersed transport demand, where conventional public transport structurally struggles to compete with the private car.

This document describes the activities carried out within Work Package (WP) 2, Pilot 2.1 “Enhancing existind DRT networks responsiveness in rural and peripheral areas through digital/operational innovations”, for the Pavia-Oltrepò area, following the methodological structure adopted by the DREAM_PACE project: from data collection and analysis, to the transformation of the existing service through digital innovations, through to the design of solutions for accessibility and inclusivity. The objective is to document the approaches tested, the results obtained and the lessons learned, in order to contribute to the construction of a modular and replicable model for other contexts.

1.1. Miobus description

Miobus is the Autoguidovie DRT service operating in the Oltrepò Pavese area (approximately 30 municipalities, with Stradella as the main hub) since September 2019. It is a free-route service between a predefined set of stops, designed to meet the mobility needs of a predominantly hilly and rural area characterised by low and dispersed transport demand.

Territory and context

The reference area is the Oltrepò Pavese, a hilly area comprising approximately 30 small municipalities. Stradella is the main destination for trips from surrounding municipalities, for work (major logistics and production facilities), study (secondary schools) and shopping/leisure purposes. In addition to the DRT service, the area is served by several fixed interurban lines (e.g. line 132 Stradella-Voghera; line 95 Castel S. Giovanni–Milan Famagosta) and two railway lines (Piacenza-Voghera and Piacenza-Pavia-Milan via Stradella and Broni).

How the service works

When booking, the passenger selects the departure stop, arrival stop and desired time (departure or arrival); the management system accepts the request and organises the trip based on vehicle availability and existing bookings. Bookings can be made by phone or via app. Changes to bookings are allowed up to 30 minutes before departure.

Service hours

- School period (Mon-Fri): 9:30–11:30 / 16:30–18:30,
- School period (Saturday): 6:00–10:00 / 12:00–14:00 / 17:00–19:00.
- Summer/non-school period (Mon-Sat): 6:00–10:00 / 12:00–14:00 / 17:00–19:00.

Fig. 1 — The Miobus vehicle in service in the Oltrepò Pavese area

Main strengths of the service

- Fully digital customer experience: booking, changes, confirmation, real-time notifications, check-in and travel.
- Digital driver experience: list of trips and passengers, check-in via dedicated on-board device.
- Route optimisation based on actual bookings, ensuring environmental sustainability.
- Integration with conventional scheduled services within the customer app.

2. Data collection and preliminary analysis

Planning innovations for DRT requires a solid base of quantitative and qualitative data. In the case of Pavia-Oltrepò, data collection followed two parallel tracks: analysis of the performance data of the existing Miobus service, and structured listening to stakeholders and users through the Living Labs.

2.1. Quantitative data: Miobus service performance

Miobus is a DRT with a digital management system operational since September 2019. In June 2023 the system underwent a significant technological upgrade, making more granular and integrated data available.

These data made it possible to identify low-demand time slots, underutilised sections and service optimisation opportunities. The availability of real-time data, made possible by the June 2023 upgrade, represented a qualitative leap compared to the initial situation, where planning was based mainly on aggregate estimates.

2.2. Qualitative data: Living Labs as a listening tool

In parallel with quantitative analysis, the DREAM_PACE project structured a participatory listening process through the Living Labs — periodic meetings with local stakeholders (municipalities, Province of Pavia, users) organised according to a four-stage progressive methodology (Stage A: stakeholder mapping; Stage B: state of the art; Stage C: scenario development; Stage D: solution co-design).

The two Stage A-B Living Labs (21 and 29 November 2023) produced the following key qualitative data:

- Profile of main users: elderly people over 60, foreign nationals without a driving licence, hospital patients, students, people without a car.
- Main origins/destinations: railway station, hospital, secondary schools, public offices, logistics companies.
- Access barriers: difficulty using the app for non-digital users; low awareness of the service on the territory.
- Expectations: integration of conventional PT timetables into the DRT system; flexible pricing; service reliability.

Source / Data type	Main content
Quantitative data collection (Miobus system)	Qualitative data collection (Living Labs)
Real-time booking and usage data	User profile and needs (LL #1 and #2, Nov. 2023)
OD pairs and prevalent flows	Access barriers and expectations (stakeholders)
Vehicle utilisation rate by time slot	Intervention priorities validated with local communities
Service performance KPIs	Preferred scenario selected with stakeholders (LL #3, Mar. 2024)

The combination of quantitative service data and qualitative data collected in the Living Labs made it possible to define innovation priorities on a solid empirical basis, reducing the risk of investing in solutions that do not respond to the real needs of users.

2.3. Analysis of the existing DRT service and improvement opportunities

Before designing the innovations to be tested in the Pilot, and taking into account the elements that emerged in the preliminary data collection phase described above, Autoguidovie conducted a structured analysis of the existing Miobus service, identifying strengths, weaknesses and improvement opportunities.

Miobus is a free-route DRT between a predefined set of stops, operational in the Stradella-Oltrepò Pavese area. Its main characteristics are:

- Booking via app or phone, with choice of departure stop, arrival stop and desired time.
- Dynamic route optimisation based on existing bookings.
- Booking changes allowed up to 30 minutes before departure.
- Fully digital customer experience (real-time notifications, digital check-in).
- Digital driver experience (trip and passenger list on on-board device).

The service operates with differentiated timetables for school and non-school periods, covering morning, afternoon/evening and Saturday morning slots. It does not operate on Sundays.

The combined analysis of service data and Living Lab feedback highlighted the following structural weaknesses:

Weakness	Description and impact
Lack of integration with conventional PT	Users cannot see the timetables of fixed lines in the Miobus app, nor book DRT in connection with a bus or train. This hinders the planning of intermodal journeys.
Digital barrier for non-native users	The app is the only channel for autonomous booking. Elderly people, foreign nationals and users with low digital literacy depend on the phone, which does not always guarantee real-time support.
Low service visibility on the territory	Many residents, including potential users in smaller municipalities, are unaware of the existence or how to use Miobus. Local communication is insufficient.
No physical access points to the service	There are no information totems or screens at stops. Users have no way to interact with the service without a smartphone or a phone call.

2.4. Selected innovation scenario

Based on the data analysis and the participatory process in the Living Labs (in particular LL #3 of 13 March 2024, Stage C), the innovation scenario selected for Pilot comprises 3 main components:

- Component 1 — Digital DRT-PT integration: display of conventional PT timetables on the same DRT interfaces; DRT booking in connection with scheduled services; signalling of Points of Interest (POIs) near DRT stops.
- Component 2 — New approaches to inclusivity: installation of interactive screens (totems) at the main DRT stops, enabling access to information and service booking without the need for a personal smartphone.
- Component 3 - DRT communication plan and long term communication strategies.

The scenario was validated by participants at LL #3 (13 March 2024), also with the involvement of the Municipalities in the testing phase during LL #4 (28 August 2024, on board Miobus).

3. Component 1: Digital DRT-PT integration - Miobus in the multimodal network

The digital integration solutions concern three main interfaces:

- Miobus App (DRT): updated with the display of timetables for bus lines with interchange at DRT stops; possibility of booking DRT in connection with a scheduled service; signalling of nearby POIs.
- Autoguidovie App (PT): updated with DRT service information in the Miobus operational areas, so that conventional PT users can discover and access the DRT.
- Web App for totems (Component 2): simplified interface, optimised for large touch screens, with the same features as the app but designed for users unfamiliar with smartphones.

Component 1 of the Pilot concerns the **digital integration between the Miobus DRT service and conventional PT**. The objective is to enable users to plan and book intermodal journeys — combining DRT and fixed lines — on a single digital interface, removing one of the main barriers to public transport use in low-demand areas.

The intermodal planning feature allows users to view, on the DRT digital interfaces, the timetables of conventional public transport services with interchange at DRT stops. This enables the planning of chain journeys combining DRT and fixed lines, without needing to consult separate apps or websites.

The lines of interest for intermodality in the Oltrepò Pavese area include:

- Line 132 Stradella–Voghera (interurban bus).
- Line 95 Castel S. Giovanni–Stradella–Pavia–Milan Famagosta (interurban bus).
- Railway line Piacenza–Voghera (with stop at Stradella).
- Railway line Piacenza–Pavia–Milan via Stradella and Broni-

3.1. Intermodal journey planning

One of the most significant innovations is the ability to book the DRT service directly in connection with a scheduled service. Users can check the arrival time of a bus or train and book DRT for the connection, significantly simplifying intermodal journey planning.

This feature (routing POIs) also introduces an optimisation logic: when the origin and destination of a booked DRT trip are compatible with an existing scheduled service (same route, compatible timetable), the system suggests rerouting the user to the scheduled service. This reduces DRT operating costs and improves overall network efficiency.

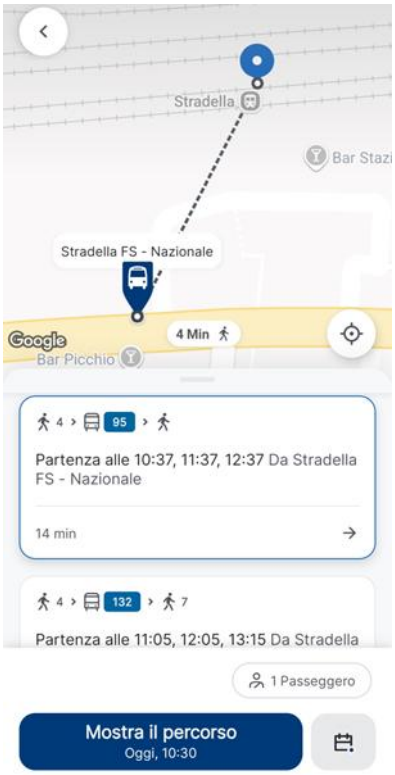

Fig. 2 — The Miobus app routing interface showing intermodal journey planning

3.2. Points of Interest (POI)

The service's digital interfaces (app and totems) have been also enriched with the signalling of Points of Interest near DRT stops. This feature responds to a need that emerged in the Living Labs: users — particularly occasional ones, tourists or new residents — find it difficult to navigate the territory and to connect their journeys with destinations of interest.

The POI categories integrated include:

- Public services (municipal offices, hospitals, schools, post offices).
- Tourist and nature attractions.
- Cycling routes and green areas.
- Commercial activities and markets.

The POI feature attracted interest particularly from younger, digitally-savvy users, suggesting a potential for expanding Miobus's target audience beyond the traditional base.

3.3. User satisfaction survey on the Miobus service

As part of the solution testing activities, Autoguidovie conducted a structured user satisfaction survey on the Miobus service. The survey was distributed directly through the Miobus app — a pop-up invitation appeared to passengers during or after their journey — as well as via a dedicated online form. The survey remained active for 24 days and collected about 100 responses.

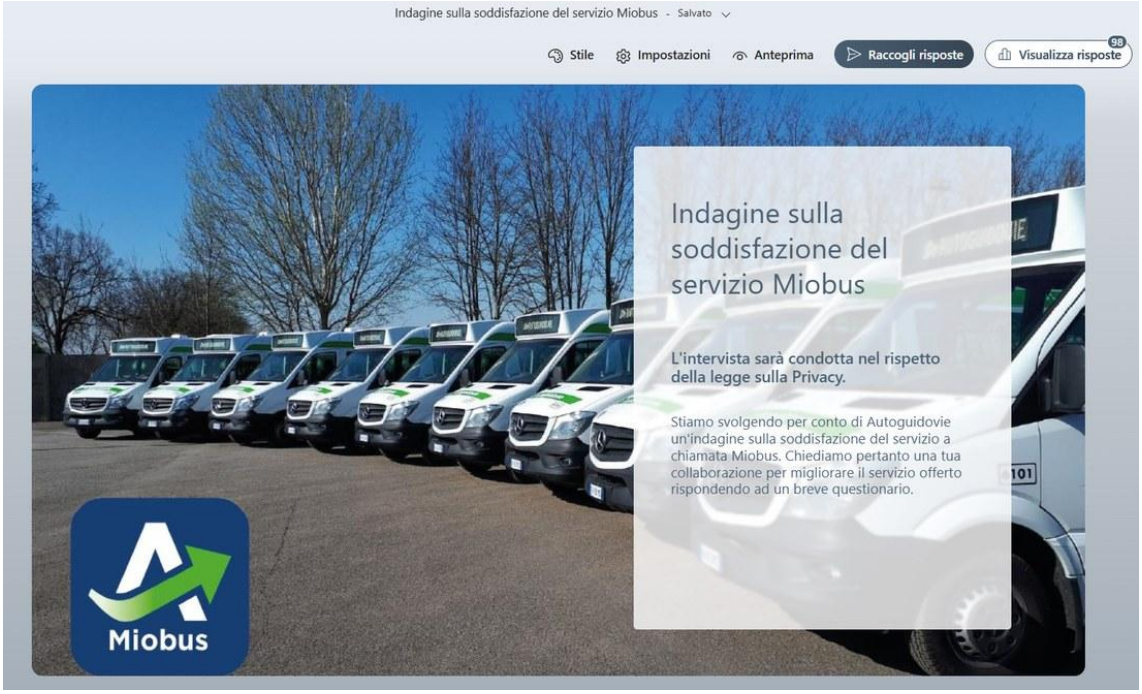

Fig. 3 — The Miobus satisfaction survey pop-up displayed in the app

The sample was predominantly female (61%) and working-age (27–59 years, 56% of respondents), with a small but notable share of over-65 users (5%), reflecting the service's role for elderly passengers. 65 out of 94 respondents reported using public transport as their primary mode of travel, with 49% using it daily and a further 28% using it 3 to 5 days per week.

Fig. 4 — Survey respondent demographics: gender and age distribution

The primary reason for travel was work (41 respondents), followed by leisure and visits to friends/family (17), study (15), and shopping/errands or medical appointments, confirming the service's relevance for healthcare access in rural areas.

Among the respondents who do not use public transport for all their journeys, the main barrier cited was the need for greater flexibility in trip timing, followed by schedule inflexibility and limited economic advantage. The near-total dominance of bus as the preferred public mode (91% of respondents) confirms the central role of DRT services like Miobus in this context.

Fig. 5 — Preferences in using public transport cited by respondents (multiple answers allowed)

84% of respondents were already aware of the Miobus on-demand service. Among regular users, 29% use it 3 to 5 days per week and 17% every day. Satisfaction ratings — assessed on customer service, punctuality, service hours, covered areas, booking channels and booking modality — were generally positive, with 'Buono' (good) and 'Alto' (high) ratings predominant across all dimensions.

Fig. 6 — Autoguidovie staff interviewing a user during on-site testing activities

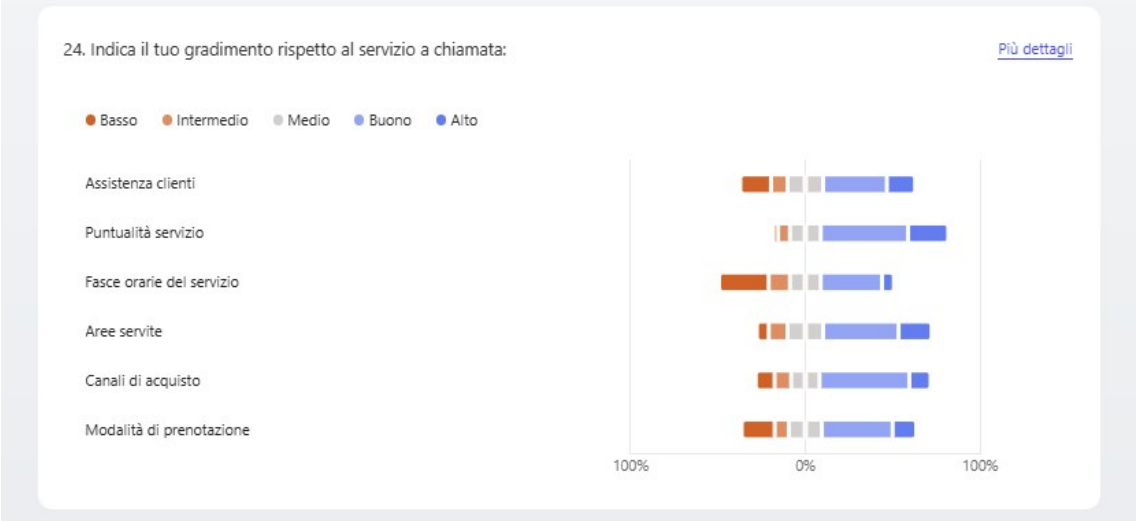

Fig. 7 — Awareness of the Miobus on-demand service

Fig. 8 — User satisfaction ratings across key service dimensions

The survey also tested users' experience with the new intermodal features introduced in the pilot. 49% of respondents had tried consulting PT timetables directly from Miobus stops in the app, and 58% found this new functionality useful. 68% had tried booking a DRT trip and being redirected to a complementary scheduled service. The new intermodal option received an average satisfaction rating of 3.16 out of 5, with the highest share of ratings at level 4 (15 respondents) and level 5 (10 respondents).

Fig. 9 — User evaluation of the intermodal PT timetable feature in the app

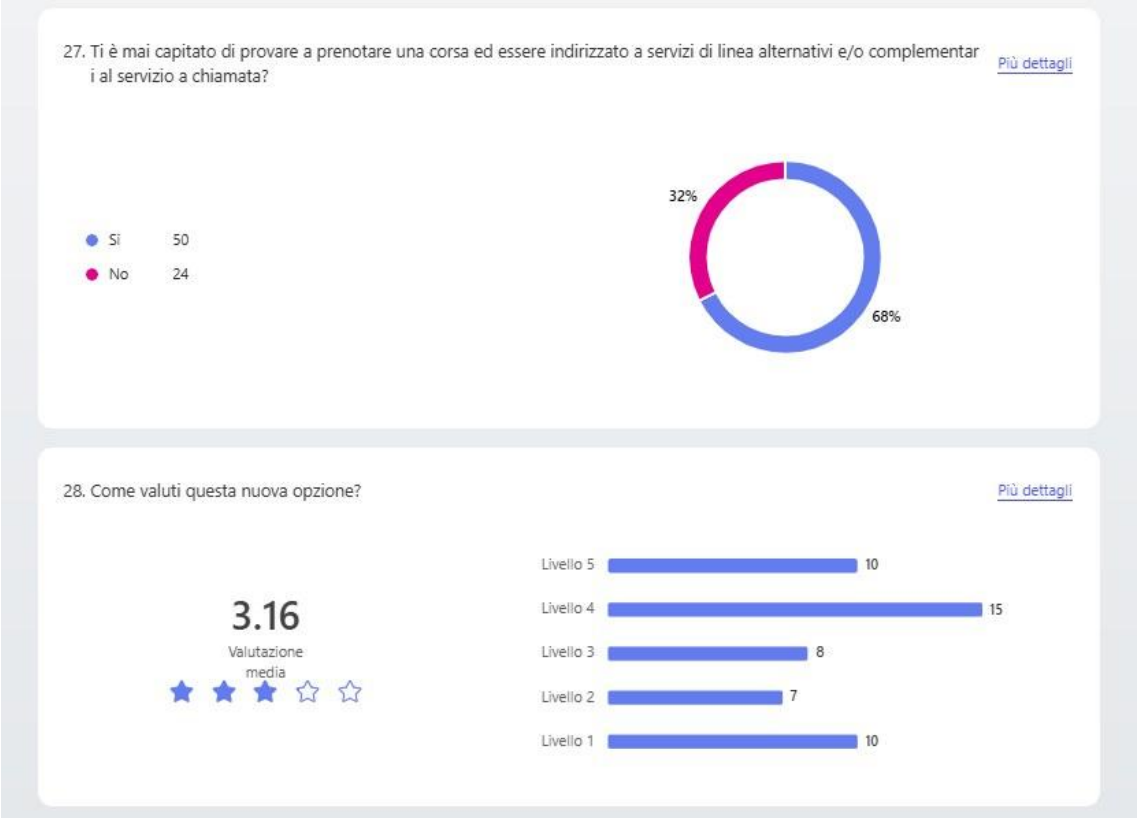

Fig. 10 — User evaluation of the intermodal booking option (average rating: 3.16/5)

4. Component 2: Totems / physical access points to Miobus

Component 2 of the solution concerns the **development of new approaches to DRT service inclusivity**. The objective is to remove access barriers for non-digital users — particularly elderly people and foreign nationals — without requiring heavy infrastructure investment. The solution adopted is that of interactive screens (totems) installed at the main DRT stops.

4.1. Design and location of physical access points

The design of the totems followed criteria of simplicity, accessibility and integration with the existing digital system. The totems do not replace traditional stops, but complement them as a mediation tool between the non-digital user and the DRT system.

Design criteria adopted:

- Simplified interface: large touch screen with high-contrast graphics and readable fonts, optimised for elderly users.
- Essential features: service booking, real-time vehicle position display.
- Physical accessibility: screen height compatible with wheelchair users; possible use with gloves.
- Connectivity: real-time connection to the Miobus management system for automatic information updates.

The selection of totem installation locations was carried out through the Living Lab participatory process, in central areas of the three main municipalities of Stradella, Broni and Santa Maria della Versa, with the following criteria:

- Concentration of potential non-digital users (elderly, foreign nationals).
- Frequency of use as a DRT stop.
- Proximity to services of interest (hospital, schools, public offices).
- Physical accessibility of the stop.

Fig. 11 — The interactive totem installed at the municipal office for the on-site testing sessions

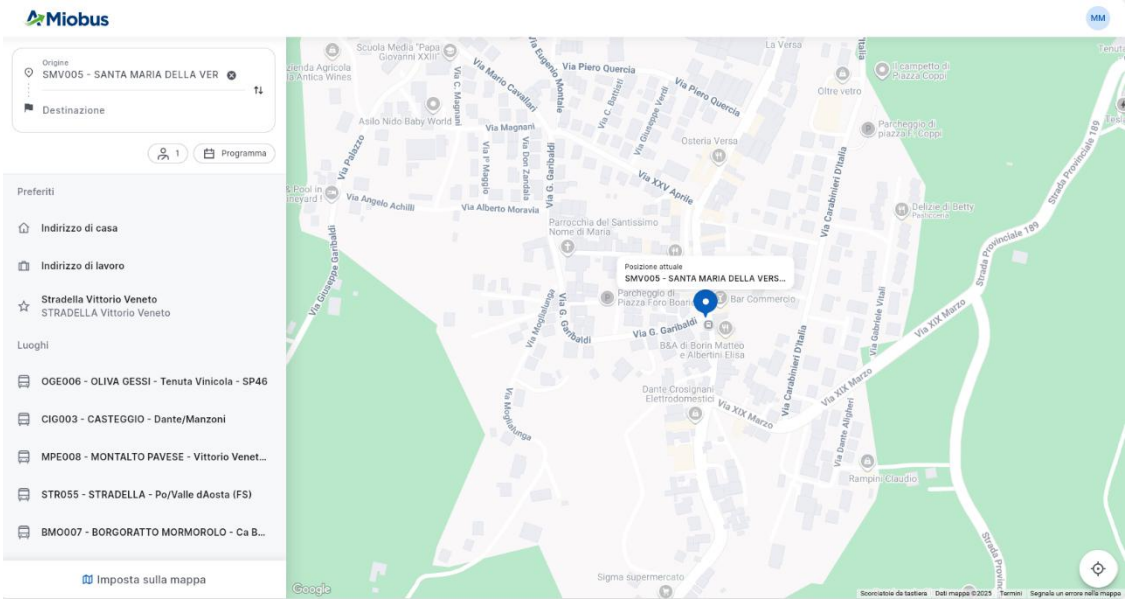

Fig. 12 — The Miobus Web App map interface

4.2. On site testing with real users

Solution testing (Stage E of the Living Labs methodology) took place in two sessions in July 2025, with the direct participation of real service users and local communities. This approach — on-site testing with users and institutional representatives physically present — generated reliable and detailed feedback.

Living Lab #5	
Date	8 July 2025
Venue	Stradella Town Hall
Participants	Municipality of Stradella, Autoguidovie, 8 members of the general public
Objective	First on-site totem test; feedback collection on usability and features
Key results	Positive feedback on usability; request for larger fonts; interest in POI feature

Living Lab #6	
Date	17 July 2025
Venue	Broni and Santa Maria della Versa Town Halls
Participants	Municipalities of Santa Maria della Versa and Broni, Autoguidovie, 10 members of the general public
Objective	Second on-site test; comparison between locations; selection of definitive sites
Key results	Confirmed usability; optimal locations identified for permanent screen installation

Fig. 13 — The on-board driver tablet displaying trip management and passenger list

TRANSPORT

Tpl: Autoguidovie conclude la sperimentazione dei totem digitali per prenotare il servizio a chiamata

di R.S.

Ven 25 Luglio 2025

3 min, 28 sec

Autoguidovie ha coordinato il caso pilota dell'Oltrepò Pavese, uno dei quattro living lab europei insieme a Spalato (Croazia), Budapest e Lienz (Austria)

Fig. 14 — A press release about the testing phase

4.3. Lessons learned

The activities of Pilot 2.1 produced the following lessons learned, useful for replicating the solutions in other contexts:

- Advance communication is decisive: users informed in advance participate in tests with precise expectations and provide higher-quality feedback.
- Municipalities as multipliers: the direct involvement of local administrations as service 'ambassadors' multiplied user participation in testing sessions, confirming the importance of local governance for DRT success.
- On-site format outperforms remote: testing with the totem physically installed at the municipal office generated a significantly higher level of engagement and feedback than digital demonstrations.
- Inclusivity as added value: the totem concept — initially designed for elderly users — also attracted interest from younger, digitally-savvy users, suggesting potential for expanding the target audience.
- Replicability of the model: the solutions developed for Pavia-Oltrepò are modular and can be adapted to other low-demand contexts, as confirmed by the interest expressed by Autoguidovie in the Letter of Intent (February 2026).

5. Component 3: DRT communication plan

In parallel with the development of digital platforms, the project managed communication and awareness activities on the territory, recognising — as emerged from the Living Labs — that low service awareness is one of the main barriers to DRT use.

Communication activities included:

- Demonstration sessions in Living Labs: during LL #4 (28 August 2024, on board Miobus), participants were able to directly experience the service's digital features in a real context.
- Involvement of Municipalities as 'ambassadors': local authority representatives, already involved in the Living Labs, were encouraged to promote the service among citizens and facilitate participation in testing.
- Press releases after public testing sessions (July 2025): during LL #5 (8 July 2025) and #6 (17 July 2025), real users were able to interact with totems installed at municipal offices, with support from Autoguidovie staff and then the experience was reported on digital newspapers and professional sector website8 and posted on social network.
- Local information materials: preparation of materials for Municipalities to communicate service innovations.

Channel / Tool	Content and status
Miobus App	Integrated PT timetables, intermodal booking, POIs — available from early 2025
Autoguidovie App	Integrated DRT information — available from early 2025
Totem Web App	Simplified interface for touch screens — completed and tested July 2025
Territorial communication	Demonstration sessions, Municipalities as ambassadors, information materials

6. Chronological summary of activities

Sept. 2019	**Launch of Miobus service** The Miobus DRT service becomes operational in the Oltrepò Pavese, with flexible routes between predefined stops. Autoguidovie introduces digital booking via app and phone, real-time tracking and dynamic route optimisation.
June 2023	**Miobus system upgrade + DREAM_PACE launch** Major technological upgrade of the Miobus management system: new platform more digital and integrated with business systems. Simultaneously, official launch of the DREAM_PACE project. The upgraded service becomes the technical base for WP2 innovation activities. Contribution to deliverables D.2.1.1 (demand analysis) and D.2.1.2 (stakeholder engagement). **Contribution to D.2.1.1 and D.2.1.2**
21 Nov. 2023	**Living Lab #1 — Stradella (Stage A+B)** *Fig. 15 — The first living lab in Stradella*  First official WP2 Living Lab meeting. Venue: Stradella Library, 10:00–12:00. Participants: Municipalities of Stradella, S. Maria La Versa, Bosnasco, Ponte Nizza; Province of Pavia; Autoguidovie; Via (tech provider). Presentation of the project and Miobus service by Monica Marconi and Marco Cirtoli (AG). Main target groups identified: elderly, foreign nationals, hospital patients, people without driving licence or smartphone. Issues raised: lack of modal integration, information gaps, need for app alternatives (totems proposed). **LL1 Report → Contribution to D.1.1.2 and D.2.1.2**

29 Nov. 2023	**Living Lab #2 — Stradella (Stage A+B)**  *Fig. 16 — Group of participants at the second Living Lab meeting in Stradella* Second WP2 Living Lab meeting, 17:00–19:00. First session with 3 real service users present. Participants: Municipalities of Broni, Montù Beccaria, Stradella, Santa Maria della Versa, Bosnasco; Province of Pavia; Autoguidovie. Collection of direct user experiences: need for dynamic pricing, train integration, student mobility. Validation of user categories and main origin/destination hubs (station, hospital, schools, companies). **LL2 Report → Contribution to D.1.1.2 and D.2.1.2**
Dec. 2023 - Feb. 2024	**Innovation scenario development (D.2.1.3)** Building on the two LLs, the team begins developing innovation scenarios for digital and operational approaches (deliverable D.2.1.3). Three strategic directions identified: 1) Digital DRT-PT integration (shared timetables, integrated booking, POIs in apps) 2) New inclusivity approaches (interactive screens/totems at stops) 3) Experimental DRT in a new regulatory framework (with the PTA for Milan, MB, Lodi, Pavia) **D.2.1.3 v1 e v2**

13 Mar. 2024

Living Lab #3 — Stradella (Stage C: Scenario development)

Fig. 17 — Discussion session during the third Living Lab meeting in Stradella

Third Living Lab meeting, 17:00-19:00. Participants: 6 municipalities, Province of Pavia, ITP SPA, Autoguidovie, Redmint.
Presentation, discussion and validation of scenarios developed in previous weeks.
In-depth discussion on shuttle service proposal for commuters to provincial industrial areas.
Validated scenarios: operational basis for the co-design of Pilot 2.1 solutions.

LL3 Report → Contribution to D.2.1.3 and D.2.2.3

28 Aug. 2024

Living Lab #4 — On board Miobus (Stage D: Co-design)

Fig. 18 — Living Lab participants during the on board session (August 2024)

Fourth meeting in an innovative format: session held on board a Miobus in service, 17:00–19:30.
Participants: Municipalities of Santa Maria della Versa, Broni, Stradella, Bosnasco, Ponte Nizza, Rovescala; Autoguidovie; Redmint; 1 user.
Monica Marconi presents operational characteristics, fares and integration with other services during the ride.
Live demonstration: simulated intermediate stop, driver communication via on-board unit, booking features.
Formal commitments gathered from local stakeholders for involvement in the upcoming testing phase.
LL4 Report → Direct contribution to D.2.2.3

Feb. 2025	**Pilot 2.1 Workplan (D.2.3.1) and Action Plan (D.3.2.1)** Detailed Pilot 2.1 workplan finalised: components, responsibilities, milestones and KPIs. Component 1: digital DRT-PT integration (Miobus App + AGI App + Web App for totems). Component 2: new inclusivity approaches (interactive screens at 3 main stops). Action Plan (D.3.2.1) with 4 measures: method extension to new areas, integration principles, totem concept reuse, communication strategy. D.2.3.1, D.3.2.1
Oct. 2024 - June 2025	**Digital platform development and testing preparation** AG and technology provider Via develop the new digital tools: Miobus App, AGI App and Web App for totems. By 30 June 2025: 2 of 3 features activated (Miobus App and AGI App operational); totem Web App nearing completion. Communication and awareness activities launched on the territory in preparation for testing. Contribution to D.2.3.2
8 Jul. 2025	**Living Lab #5 — Stradella, Town Hall (Stage E: Testing) ★** First on-site testing session of the interactive totem/display, Stradella Town Hall. Participants: Municipality of Stradella, Autoguidovie, 8 members of the general public. Features tested: PT timetables, intermodal DRT booking, simplified interface for non-digital users. First positive evidence of screen usability for elderly and non-digitally-savvy users. LL5 Report → Direct contribution to D.2.2.4

17 Jul. 2025

Living Lab #6 — Broni and Santa Maria della Versa (Stage E: Testing) ★

Fig. 19 — Stakeholders and users during an on-site Living Lab session

Participants: Municipalities of Santa Maria della Versa and Broni, Autoguidovie, 10 members of the general public.

Totem tested at both municipal premises with real users.

Feedback collected for validation and selection of definitive locations for permanent screen installation.

LL6 Report → Direct contribution to D.2.2.4

Jul. - Sept. 2025	**Completion of Pilot 2.1 testing phase** Completion of all Pilot 2.1 testing activities for Pavia-Oltrepò (up to 30 September 2025). Six positive outcomes documented (intermodal planning, integrated booking, optimisation, POIs, simplified access, definitive screen locations). Fine-tuning of solutions and preparation of final deliverables begins. Contribution to D.2.3.3
October 2025	**Production of final WP2 deliverables** D.2.3.3 — Pilot 2.1 Final Report (activities up to 30 September 2025): final version with AG revision. D.3.2.1 — Action Plans: Oltrepò Pavese action plan revised and finalised. D.2.3.2, D.2.3.3, D.2.2.2, D.3.2.1
16 Feb. 2026	**Letter of Intent (LOI) — Autoguidovie** Ing. Stefano Rossi, legal representative of Autoguidovie S.p.A., signs the Letter of Intent for the DREAM_PACE project. Autoguidovie commits to continuing the monitoring and continuous improvement of the Miobus solutions developed within the project. Solutions to be promoted to other group companies and in other territorial contexts. The LOI confirms the positive outcome of the pilot: improved accessibility, increased digitalisation, high satisfaction among users and stakeholders. Document: LOI_Dream_Pace.pdf

7. Conclusions

The journey undertaken within the Pilot for the Pavia-Oltrepò area demonstrates how it is possible to transform an existing DRT service through targeted digital and operational innovations, without requiring a radical rethinking of the service model. The starting point — an already operational DRT with good technological foundations (Miobus) — made it possible to focus resources on three specific objectives: intermodal integration, inclusivity for non-digital users, and territorial communication.

The results of the testing phase (July–September 2025) confirm the validity of the solutions adopted. Digital DRT–PT integration produced concrete benefits for users (intermodal planning, integrated booking, service optimisation), while the totems demonstrated their effectiveness as an inclusivity tool — proving useful not only to elderly or non-digital users, but also attracting new user segments.

The lessons learned converge on three key messages: local governance (the active role of Municipalities) is a success multiplier; on-site testing with real users produces higher-quality feedback; the modularity of solutions facilitates their replication in different contexts.

The strong interest expressed by Autoguidovie in the Letter of Intent (16 February 2026) — with the commitment to continue monitoring the solutions and evaluate their extension to other group territories — confirms that the model developed in Pavia-Oltrepò has reached a sufficient level of maturity to be considered a reference for the strategic planning of DRT in low-demand areas.

The Pavia-Oltrepo model — based on data, participatory co-design and on-site testing — represents a replicable case study for PT operators wishing to introduce or strengthen DRT services in rural and peripheral areas, combining operational efficiency with social inclusivity.