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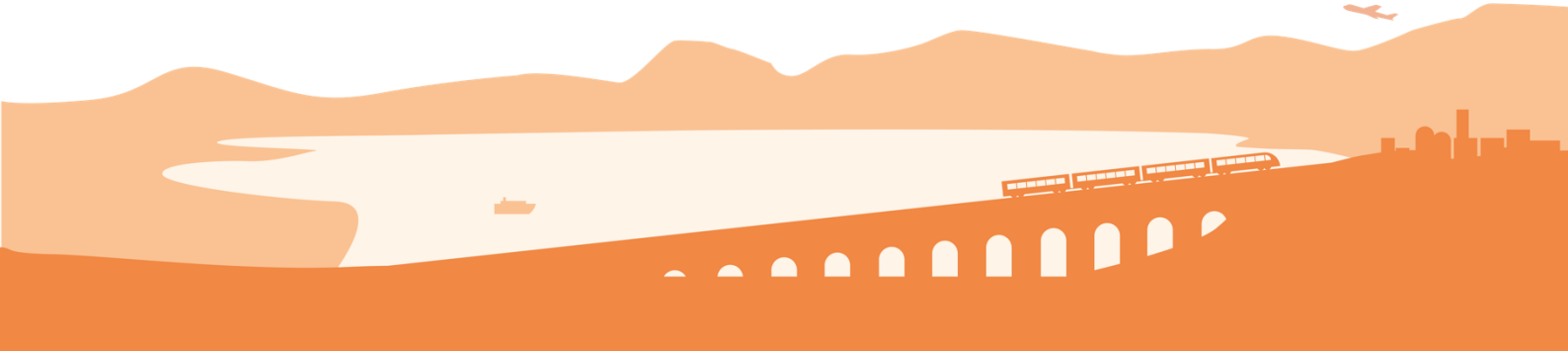
DREAM_PACE

D2.2.3 Co-designed solution blueprint improving existing DRT, implemented /tested in pilot activities

Final Version

02 2026



Authors and log change of the document

Partner No.	Partner Acronym	Name of the author	Action	Version
2	Redmint	Gabriele Grea Anja Seyfert	Structure of the document, template for input collection	1
3	AG	Monica Marconi, Marco Cirtoli	Inputs solution components #1, 2, 3	2a
5	BKK	Viktoria Hideg	Inputs solution component #4	2b
2	Redmint	Gabriele Grea Anja Seyfert	Finalisation of the document	3
1	SRM	Chiara Lepori Dario Marchini	Review of the document	4
2	Redmint	Gabriele Grea Anja Seyfert	Final proposed version	Proposed final
1	SRM	Chiara Lepori Dario Marchini	Edited approved version for official release	Final

Contents

1. Summary and structure of the blueprint

DREAM_PACE aims at developing innovative Demand Responsive Transport (DRT) concepts for peripheral and rural areas, complementing regional mobility networks to improve connectivity, sustainability, inclusiveness.

From the **digital and operational innovation perspective**, two different context-based approaches have been defined:

- for territories where DRT services are already in place, with the objective of enhancing existing DRT networks responsiveness in rural and peripheral areas through digital/operational innovations.
- for territories representing greenfields concerning DRT, with the objective of testing a first-of-a-kind approach to deliver flexible mobility services.

This document describes activities carried out in reference to the first approach, those related to the second approach are described in Deliverable D2.2.4 "Co-designed solution blueprint implementing new DRT, implemented /tested in pilot activities". Project Partners (PPs) have jointly designed **solution blueprint improving existing DRT**.

On this basis, the tools presented in this document are meant to support the conception, implementation and scaling up of a new generation of DRT services, designed as functional and integral part of regional mobility networks, enhancing accessibility for citizens, territorial cohesion and social inclusion.

The **digital and operational model** is composed by technological, operational, communication and engagement elements, designed to facilitate the implementation and scaling up of DRT services designed to increase accessibility by complementing local and regional mobility networks.

The project will improve DRT planning and delivery capacities of public authorities and operators. This will be supported by promoting the presented tools through targeted actions to influence decision makers' attitude towards change.

The model blueprint is composed by the following elements/components:

1. **Display of DRT and traditional services in the same interface, fostering integration**: a digital solution enabling users to plan and book intermodal journeys by integrating DRT and fixed-line public transport services within a single interface.
2. **Hardware solutions facilitating information and booking, proximity info points and digital gyms**: a set of inclusive physical tools and support mechanisms, including interactive totems, local information points, and digital training spaces, aimed at improving access to DRT services for non-digital and less digitally confident users.
3. **Communication actions and user engagement to foster the adoption of DRT**: a structured approach combining awareness-raising, demonstration activities, and stakeholder involvement to increase visibility, understanding, and uptake of DRT services.
4. **New DRT service without fixed itineraries**: an innovative, fully flexible DRT model operating without predefined routes, allowing dynamic routing based on user demand to improve coverage and efficiency in low-demand areas.

The figure below represents the framework of components, according to the general layout of the DREAM_PACE solutions.

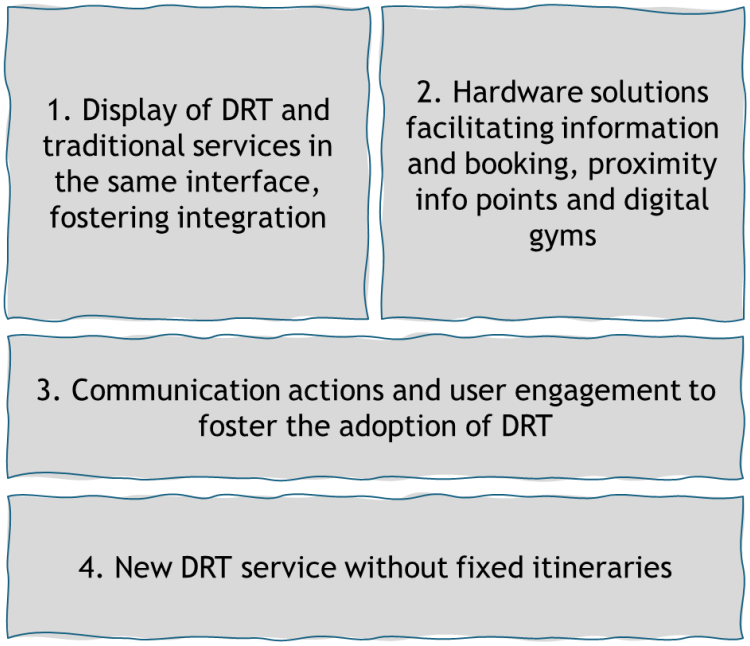


Figure 1: A digital and service model blueprint enhancing existing DRT networks responsiveness in rural and peripheral areas

In the following chapters (2 to 5) objectives, target groups and main functionalities are presented for each solution components.

Chapters 6 and 7 focus respectively on the expected change generated by the adoption of the described solution and on the transferability and replicability of the components, while chapter 8 highlights a set of planned targeted actions which can help in influencing decision makers' attitude towards change.

2. Component 1: Display of DRT and traditional services in the same interface, fostering integration

2.1. Objective

The main aim of this solution component 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.

To do so, the solution enables the **digital integration between DRT services and conventional public transport (PT)**.

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 component was jointly co-designed by partners to be adapted and deployed both in Pavia-Oltrepò and in Budapest, according to the different technological background and approaches, as explained in the description and functionalities section.

2.2. Target groups

The display of DRT and traditional services in the same interface, fostering integration, supports key stakeholders involved in the planning, coordination, and operation of mobility services.

- Local and regional public authorities benefit from improved tools to design services that better respond to accessibility needs, while transport authorities and operators are enabled to coordinate DRT and fixed-line services more effectively.
- Software providers support the technical implementation of digital integration, ensuring seamless data exchange and user experience.
- General public — including current and potential users as well as commuters' associations — plays a central role as both beneficiary and source of feedback.

The solution is expected to benefit a wide range of users in low-demand areas. Regular commuters gain from simpler and more reliable intermodal journey planning, with the ability to combine DRT and scheduled services in a single step. Elderly and less digitally confident users benefit from simplified interfaces and integrated information, making services easier to access. Tourists and occasional users are supported by integrated Points of Interest (POIs), which help them navigate the territory and connect journeys to key destinations. Finally, residents of less accessible areas benefit from improved connectivity, as the integration of DRT and fixed-line services expands transport coverage and provides viable alternatives to private car use.

2.3. Description and functionalities

Specifically, in the **Pavia-Oltrepò/Stradella pilot area** the digital integration solution has been co-designed and tested involving 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 (linked to component 2): simplified interface, optimised for large touch screens, with the same features as the app but designed for users unfamiliar with smartphones.

The solution component is based on the following elements.

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.

Points of interest (POI)
The service's digital interfaces (app and totems) have been also enriched with the signaling of POIs 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.

User satisfaction survey
As part of the solution, Autoguidovie conducted a structured user satisfaction survey on the Miobus service. The feature is embedded in the Miobus app — a pop-up invitation appeared to passengers during or after their journey — as well as via a dedicated online form. During the testing, the survey remained active for 24 days and collected about 100 responses.
Main elements of the survey were:
- Reasons for travel.
- Frequency of PT use.
- Main barriers to use.
- Knowledge and use of DRT services.
- Satisfaction.

Specific questions were addressed to investigate the use of the Intermodal journey planner. The integration among functionalities is fundamental in order to generate continuous improvements and increasing adoption.

Concerning the **Budapest pilot area**, the occasion for the integration was the launch of a new DRT service without predefined stops in a newly developed area.

Technically, the new service differs from already operating DRT systems (Telebusz), as it is integrated in the BudapestGO MaaS App together with the other mobility services. Main functionalities are the following:
- it is possible to log in with an existing BudapestGO account, to identify the service and then proceed to the booking through the web-based booking interface (csobajbusz.bkk.hu), which is accessible directly from the BudapestGO application via a hyperlink;
- the location of the vehicles can be tracked on a live basis in the BudapestGO application along with other existing BKK and MÁV-HÉV services.

3. Component 2: Hardware solutions facilitating information and booking, proximity info points and digital gyms

3.1. Objective

Component 2 of the solution concerns the development of **new approaches to DRT service inclusiveness**. 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.

The component was developed in the Pavia-Oltrepò pilot by testing the interactive screens at 3 selected bus stops. They facilitate access to information (e.g. real time position of the vehicles) and booking of services. Dedicated testing and demonstration of the digital functionalities to the citizens were organised on the territory and are continuing as screens will be permanently installed in locations decided as result of the testing phase.

Complementary to this, the solution also foresees the deployment of proximity information points and "digital gyms" as additional instruments to increase awareness, knowledge, and effective use of DRT services. Proximity information points would provide localized, easily accessible support and guidance, while digital gyms would offer hands-on opportunities for users to build confidence and skills in using digital tools, thereby fostering greater autonomy and long-term adoption of the service.

3.2. Target groups

Hardware solutions facilitating information and booking, including interactive totems, proximity information points, and digital gyms, support stakeholders involved in improving the inclusiveness and accessibility of DRT services.

- Public authorities and transport operators benefit from tools that extend service access to non-digital users without requiring significant infrastructure investment, while technology providers enable the integration of these physical interfaces with existing digital systems.
- General public — particularly non-digital and vulnerable users — are key beneficiaries, gaining alternative access points to information and booking, as well as opportunities to build digital confidence.

The solution is expected to benefit a wide range of users who face barriers to accessing digital mobility services. Elderly people and foreign nationals benefit from simplified, accessible interfaces that allow them to book and use DRT services independently. Less digitally confident users are supported not only through the totems but also through proximity information points and digital gyms, which provide localized assistance and hands-on training to strengthen digital skills and awareness. Occasional users and residents of less accessible areas benefit from improved visibility and understanding of available services, ultimately increasing uptake and more inclusive use of DRT.

3.3. Description and functionalities

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 DRT management system for automatic information updates.

In Pavia-Oltrepò 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.

In addition, the component can be further complemented by proximity information points and digital gyms, which provide localized support and hands-on training opportunities to enhance user awareness, digital skills, and effective use of DRT services.

4. Component 3: Communication actions and user engagement to foster the adoption of DRT

4.1. Objective

The objective of this component is **to increase awareness, understanding, and trust in DRT services among local communities**, addressing one of the main barriers to their adoption: low visibility and familiarity.

This objective was pursued in Pavia-Oltrepò by managing communication and awareness activities on the territory, recognizing - as emerged from the Living Labs - that low service awareness is one of the main barriers to DRT use.

By combining participatory activities, on-the-ground demonstrations, and targeted communication actions, the component aims to make the service more tangible and accessible to potential users. It also seeks to activate local stakeholders as multipliers of information, strengthening outreach and engagement at community level. Ultimately, the goal is to foster informed use of DRT services, encourage behavioural change towards shared mobility solutions, and support a gradual increase in service uptake.

4.2. Target groups

Communication actions and user engagement to foster the adoption of DRT support stakeholders involved in promoting, testing, and scaling mobility services at local level.

- Public authorities and transport operators benefit from increased visibility of the service and stronger connections with local communities, enabling more effective outreach and user-driven improvements.
- General public, including current and potential users, as well as community representatives, plays a central role as both beneficiary and active participant through engagement activities and feedback collection.

The component is expected to benefit a wide range of users by addressing low awareness and limited familiarity with DRT services. Occasional users and residents of low-demand areas gain a better understanding of how the service works and how it can meet their mobility needs. Elderly people and less digitally confident users benefit from hands-on demonstration activities and direct support, which reduce uncertainty and build trust. Local communities more broadly benefit from increased access to clear and locally relevant information, while the involvement of municipalities and local actors helps reinforce communication channels and encourages wider adoption of DRT services.

4.3. Description and functionalities

This component focuses on the **design and implementation of structured communication and user engagement** actions aimed at increasing awareness, understanding, and trust in DRT services. Recognising that limited knowledge of the service represents a key barrier to adoption, the approach combines experiential, institutional, and media-based communication strategies to reach different user groups effectively.

A core functionality consists of **organising demonstration and testing activities in real-life or simulated contexts, allowing users to directly experience the service and its digital features**. These moments

should be embedded in participatory processes (e.g. Living Labs or public events) and supported by facilitators who guide users through the functionalities, answer questions, and collect feedback.

Another key element is the **active involvement of local stakeholders — particularly municipalities and community representatives — as communication multipliers**. By equipping them with the necessary knowledge and tools, they can act as "ambassadors" of the service, promoting it within their communities, encouraging participation in testing phases, and reinforcing trust through proximity and institutional credibility.

The component also includes the **dissemination of results and experiences through targeted communication channels, such as local media, sector-specific platforms, and social networks**. Sharing user experiences and pilot activities helps increase visibility, legitimise the service, and reach wider audiences beyond direct participants.

Finally, the **preparation and distribution of clear, accessible, and locally tailored information materials** is essential to ensure consistent communication. These materials should support local actors in explaining the service, highlighting its benefits, and guiding users in its adoption.

Overall, the integration of these functionalities enables continuous engagement with users, supports iterative improvement of the service, and fosters a gradual increase in DRT uptake.

5. Component 4: New DRT service without fixed itineraries

5.1. Objective

The objective of the solution components is to demonstrate how a **geo-flexible DRT service without fixed itineraries can be effectively integrated into an existing urban PT system** through a single, shared digital interface.

In Budapest, this objective was realised by integrating the Csobajbusz flexible DRT service (line 274) into the BudapestGO (MaaS) application, which serves as the city's central journey planning, ticketing and passenger information platform (see Component 1, chapter 2).

In addition to digital and functional integration, a key objective of the component is to demonstrate the real-world operation of a flexible-route DRT system, including its day-to-day functioning, operational control and performance monitoring. The Csobajbusz represents the first fully operational demand-responsive public transport service in Hungary operating without fixed itineraries.

Conventional fixed-route public transport often fails to provide adequate accessibility in low-density or rapidly developing peripheral areas, while existing DRT services are frequently disconnected from the main public transport system. By combining route-flexible operation with full integration into Budapest's MaaS-oriented platform, the solution supports improved accessibility, better system coherence and the long-term embedding of demand-responsive services into metropolitan public transport networks.

5.2. Target groups

The primary target group consists of residents in areas where traditional public transport services are located beyond comfortable walking distance and car dependency has historically been high (in the pilot tests this refers to the Budapest's 16th district, particularly in the Csobaj-bánya area). Within this group, special relevance is given to elderly residents, schoolchildren and commuters relying on reliable connections to the suburban rail network.

Secondary target groups include Public Transport Authorities (PTAs), mobility planners and other cities facing similar challenges in peripheral or low-demand areas. The component is designed to support both local take-up of the service and its potential replication and scaling beyond the pilot area.

5.3. Description and functionalities

The solution component combines operational innovation and digital integration. On the operational side, the service (Csobajbusz) operates as a demand-responsive bus service without fixed itineraries, within a clearly defined service area. Although the service follows a fixed timetable with departures every 30 minutes on weekdays between 05:00 and 21:00, the actual route of each trip is dynamically generated based on submitted travel requests. Only those boarding and alighting points for which valid requests exist are served, and their sequence varies from trip to trip.

On the digital side, the service is fully integrated into the MaaS application (BudapestGO). The Csobajbusz appears in the journey planner alongside traditional public transport services, enabling users to plan multimodal journeys within a single interface. Passengers can track vehicle positions in real time and see expected arrival times at boarding points, which is particularly important given the variable routing and approach directions inherent to a geoflexible system.

Trip requests are submitted primarily through a web-based booking interface (csobajbusz.bkk.hu), which is accessible directly from MaaS app via a hyperlink, using the same user account. Additional channels include telephone bookings handled by dispatchers and on-site registrations (at Cinkota HÉV station), where passengers may submit a request directly to the bus driver shortly before departure if capacity allows. Ticketing is fully aligned with the existing (BKK) fare system, allowing users to travel with the same tickets and passes as on any other public transport service in Budapest.

6. Expected change

The **Display of DRT and traditional services in the same interface** is expected to significantly improve the usability and attractiveness of public transport by enabling seamless intermodal journey planning. By integrating DRT and fixed-line services into a single interface, users can more easily understand, plan, and book combined trips, reducing fragmentation and uncertainty. This leads to increased uptake of DRT as part of a wider mobility system rather than as a standalone service. The optimisation logic embedded in the system further enhances efficiency by directing users towards the most suitable transport option, reducing operational costs and improving resource allocation. Public authorities and operators benefit from better-coordinated services and data-driven planning, while users — particularly commuters and residents in low-demand areas — experience more reliable and flexible mobility options. Overall, the component contributes to higher customer satisfaction, increased trust in integrated transport solutions, and a gradual shift away from private car use.

The component **Hardware solutions facilitating information and booking, proximity info points and digital gyms** will contribute to reduce access barriers to DRT services by providing inclusive, non-digital and assisted entry points to information and booking. Interactive totems, proximity information points, and digital gyms enable users with limited digital skills — particularly elderly people and other vulnerable groups — to access the service more independently and confidently. These tools also contribute to increasing awareness and understanding of available mobility options at local level. Public authorities and operators benefit from broader service accessibility without requiring significant infrastructure investment, while also strengthening social inclusion objectives. Over time, the combination of physical interfaces and digital literacy support is expected to foster gradual digital empowerment, encouraging more users to transition towards autonomous use of digital platforms. The result is increased service uptake, improved user satisfaction, and a more equitable access to mobility services across the territory.

The **Communication actions and user engagement to foster the adoption of DRT**, combined to the previous components, address one of the main barriers to DRT uptake: low awareness and limited familiarity with the service. Through targeted communication, demonstration activities, and stakeholder engagement, the solution increases the visibility, understanding, and perceived reliability of DRT services. The involvement of local actors as multipliers strengthens trust and ensures that information reaches users in a credible and accessible way. Experiential activities allow users to directly test the service, reducing uncertainty and encouraging behavioural change. Public authorities and operators benefit from improved outreach and stronger connections with local communities, supporting more user-oriented service development. As a result, the component contributes to increased adoption rates, higher customer satisfaction, and more consistent use of DRT services, ultimately reinforcing their long-term sustainability and integration within the local mobility system.

Lastly, the experience of launching a **New DRT service without fixed itineraries** is expected to improve accessibility in low-density and peripheral areas where fixed routes are not feasible or not effective. By presenting the service as a fully integrated element of the public transport network, user acceptance and uptake are expected to increase. In areas where similar services are introduced, the solution is expected to contribute to a reduction in car dependency by providing a reliable and well-integrated public transport alternative for everyday trips. At system level, the component supports better integration between traditional and demand-responsive services and strengthens the role of a unified MaaS-oriented platform.

7. Transferability and replicability

The **Display of DRT and traditional services in the same interface** is highly transferable to other territories characterised by low to medium population density, fragmented transport networks, and the presence of both fixed-line and demand-responsive services. The solution can be replicated wherever digital platforms for DRT and public transport already exist or can be interoperable, making it particularly suitable for peri-urban, rural, and regional contexts facing similar accessibility challenges. The approach addresses the same target groups identified in the pilot, including commuters, elderly users, and residents of underserved areas, and can be adapted to different service configurations. Transferability is supported by the use of modular digital solutions, standardised data integration practices, and scalable functionalities such as intermodal journey planning and service optimisation. In practice, the solution has already been extended to additional operational areas where DRT services are active, demonstrating its applicability beyond the pilot context. Further replication can be facilitated through technical guidelines, stakeholder coordination models, and the reuse of existing digital infrastructures.

The tested **Hardware solutions facilitating information and booking, proximity info points and digital gyms** are transferable to other territories with similar socio-demographic characteristics, particularly where digital divides limit access to mobility services. It is especially relevant in rural, peri-urban, or ageing communities, where non-digital users represent a significant share of potential demand. The combination of physical interfaces (totems), proximity support points, and digital training spaces can be adapted to different local contexts, depending on available infrastructure and community needs. Replication is supported by the relatively low infrastructure requirements, the modular design of the hardware and interfaces, and the possibility to integrate with existing DRT platforms. Transfer can be further enabled through design guidelines, location selection criteria, and operational models for managing support points and training activities. The approach can also be scaled progressively, starting from key locations and expanding based on demand and user feedback.

The **Communication actions and user engagement to foster the adoption of DRT** can be transferred, together with the previous components, across different territories and mobility contexts, as communication and user engagement are universally relevant for the successful adoption of innovative transport services. The approach is particularly applicable in areas where DRT services are newly introduced or underutilised due to low awareness. The methodologies used, such as demonstration activities, stakeholder involvement, and multi-channel communication, are flexible and can be replicated with limited resources. Transferability is supported by the development of communication toolkits, adaptable information materials, and engagement formats that can be reused in different contexts.

The new **DRT service without fixed itineraries** is transferable to other cities and regions, in particular where a central journey planner or MaaS platform exists or is under development. The key transferable elements include the use of fixed timetable slots combined with flexible routing, the replacement of conventional stops with boarding points adapted to geo-flexible operation, and the deep integration of DRT services into existing digital public transport environments. Replication in the original territory is supported by the fact that the solution is fully operational and based on real-world constraints related to street layout, regulatory frameworks, IT integration and service monitoring. The experience demonstrates that DRT services without fixed itineraries can be scaled and embedded in metropolitan public transport systems when supported by appropriate digital tools and governance structures.

8. Targeted actions to influence decision makers' attitude towards change

Targeted actions across the **first three components** rely on continuous engagement with stakeholders involved in the project to monitor performance, refine solutions, and define sustainable implementation models. Regular exchanges with public authorities, operators, and technology providers allow to demonstrate tangible benefits, including improved service optimisation, increased accessibility for non-digital users, and higher customer adoption and satisfaction. The solutions are further promoted through dissemination within corporate networks and towards other local and regional authorities, supporting their uptake in new contexts. In parallel, participation in academic and professional events at regional and national level enables direct dialogue with decision makers, showcasing concrete results and fostering the transfer and adoption of the integrated approach.

With regard to the **new DRT service without fixed itineraries**, based on the positive operational and user experience gained during the pilot phase, BKK decided to continue operating the Csobajbusz service from February 2026 onwards using its own budget, signalling institutional commitment to the solution beyond the project lifetime. Building on these results, BKK plans to further develop the system by integrating the existing Telebusz services with the more advanced Csobajbusz platform, thereby creating a more unified demand-responsive transport framework. In the longer term, the authority intends to extend the flexible DRT model to additional areas of Budapest where similar accessibility challenges exist.

The components of the blueprint will also be displayed on the website DRT4all.eu (https://drt4all.eu/), which aims to guide decision makers to select the suitable modules and tools to support their planning process[1].

[1] DRT4all website is a dedicated online depository and dissemination platform designed to remain active beyond the project's formal end (for further details about DRT4all website see D3.4.4 "Report on Final Event and future initiatives supporting DRT 3.0 concepts").

9. Conclusions

The deliverable, with its Annexes, summarizes and displays the work done by the DREAM_PACE consortium to co-design and test an innovative digital and service model blueprint enhancing existing DRT networks responsiveness in rural/peripheral areas.

The model – representing one of the outputs (solution) of the project - is composed by digital and operational innovative elements that have been validated and tested with the support of relevant stakeholders and – in some cases – with precious inputs provided by the Business&Tech Community built around the project.

The co-designed and tested solution has been built in order to foster a substantial change of attitude of decision makers toward the potential of DRT in integrating and enhancing existing public transport networks, accompanying the innovation process with a user-oriented approach.

The solution components are characterised by a high level of transferability and replicability thanks to the joint and co-design process developed and to the modular nature of the solution blueprint.

On this basis targeted actions are being put in place in order to influence decision makers' attitude towards change, by showcasing the solution components and their potential applications and promoting their adoption in the planning process.

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11. Annexes

11.1. Annex 1: DREAM_PACE_D.2.2.3_Annex 1_displayDRTPT Hardware Comm

Ref. solution components 1,2,3

- Display of DRT and traditional services in the same interface, fostering integration.
- Hardware solutions facilitating information and booking, proximity info points and digital gyms.
- Communication actions and user engagement to foster the adoption of DRT.

11.2. Annex 2: DREAM_PACE_D.2.2.3_Annex 2_NewDRT

Ref. solution component 4

- New DRT service without fixed itineraries.