

TAKING
COOPERATION
FORWARD



SMACKER Scientific Event
online (ex Maribor) | 10.11. 2020



Pilot DRT-service in Murska Sobota



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PILOT CONTEXT

Murska Sobota and Pomurje region, Slovenia

- Rural, scarcely settled region
- Car-dependent mobility
- PT used by senior citizens and schoolchildren
- Limited availability and accessibility of PT
- Incoming visitors arrive and move around by car
- Poor PT connections between tourist and urban centres
- **Long-term vision: Car-free region**



PAST EXPERIENCES

Murska Sobota and Pomurje region, Slovenia

- On-demand bus line tested in 2015; poor response from the users
- On-demand transport for senior and disabled citizens
- Car-sharing available (all EV)
- Bike-sharing available in major urban centres
- P+R available but seldomly used



PILOT ACTION

App-based DRT service

- Existing bus line connecting key POI
- Service triangle: users, back-end office, bus line operator
- Aimed primarily at tourists and residents at off-peak hours (evenings and weekends) when events take place
- Sign up for a ride to the scheduled event and back
- Additional feature - spa shuttle for local daily visitors to the spa town



EXPECTED BENEFITS

Responsive transport for responsible mobility

- DRT will reduce the need for car travel thus reducing emissions
- Increased connectivity and off-peak accessibility of tourist destinations
- Better road safety
- Tourist-friendly and environmentally conscious destination
- Responsive transport for responsible mobility:

**responsi
bus** 



THE FUTURE

Towards a Car-Free Region

- Expansion of LMF into Regional Mobility Forum
- Regional Mobility Plan
- Integrated mobility app
- Centralised operational support
- Regional network of multimodal mobility hubs
- New innovative initiatives for development of sustainable mobility



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Thanks for your attention



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