



# WP.T2 - D.T2.3.8

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Report on Pilot action implementation

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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.

This deliverable provides consolidated information about the six pilot actions implemented in the regions involved in SMACKER, which are useful also for dissemination purposes.

Chapter 2 gives the references of the implementation reporting for the six SMACKER pilot actions, including the impact of the COVID-19 pandemic and reporting on the involvement of the Local Mobility Forums (LMFs) in the pilot implementation activities.

Chapter 3 provides a comprehensive report on the six pilot implementations, specifying each implementation framework that includes the involved actors, and consolidating the six pilot implementation timetables in a single picture. Also, a complete picture of the implementation of the SMACKER nudging and communication activities is provided.

Chapter 4 drafts some conclusions that are useful to use in regard to the information provided in this deliverable.



## 2. References of the implementation reporting of the six pilots

The six pilot plans are presented in deliverables D.T2.2.3 to 7, which were built taking into account specificities of the pilot sites, the existing mobility plans, the results from the collaboration with the local LMFs (D.T1.2.5/6/7/8/9/10, D.T1.2.12/13/14/15/16/17), and the local strategies elaborated with the SMACKER scientific partners (D.T1.2.18/19/20/21/22/23, chapter 4).

Policy makers, transport operators and stakeholders are involved in pilot activities through the LMF (D.T2.2.2).

The details of the real pilot implementations are reported in deliverables D.T2.3.2 to 7, which contain the details on the real involvement of the stakeholders through the LMFs, and the impact of the COVID-19 pandemic.

### 2.1. Impact of COVID-19 pandemic on the pilot actions

The COVID-19 pandemic was officially declared by the World Health Organization (WHO) on 11 March 2020<sup>1</sup>.

It impacted first the drafting of the pilot plans, as the original timeline outlined in the SMACKER AF had to be reorganized following the pandemic contingency since the planning phase. This is clearly explained in D.T2.2.3/4/5/6/7/8 chapter 4.1.1 “Modifications of pilot action vs AF and impact of COVID19”.

As the pandemic had continued until the end of the pilot implementation in all the six involved regions, it also affected the implementation of the pilot plan presented in chapters 4.3 and 4.4 of D.T2.2.3/4/5/6/7/8. The real impact of the pandemic on the implementation of the six pilots is reported in the pilot implementation reports D.T2.3.2 to 7, and is summarized in chapter 3.2, Table 3.

The cross-evaluation of the six pilots with the analysis of their KPI results are provided in D.T2.4.13, that is elaborated on the basis of the pilot monitoring (D.T2.4.1 to 6) and pilot evaluation (D.T2.4.7 to 12) reports.

### 2.2. Involvement of LMFs in pilot implementation activities

Local and regional policy makers, transport operators and stakeholders were involved in the pilot planning, implementation and monitoring through the Local Mobility Forum (LMF). The LMF was involved also in pilot communication and nudging activities, as to better connect the pilot with the local communities who are the first customers and also the first promoters of the pilot action.

The role of the six LMFs in the various pilot phases was clarified in D.T2.2.2 “Stakeholders and users group involvement” and are further systematized in D.T2.4.13, while the specific activities performed during the pilot implementation are summarized in the following table, that was elaborated based on the pilot implementation reports D.T2.3.2 to 7, chapter 2.2.

It is noted that the first meetings of the LMFs in the respective pilot areas took place since the beginning of SMACKER, while in the following table only the ones ran during the pilot implementation are reported.

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<sup>1</sup> <https://www.who.int/director-general/speeches/detail/who-director-general-s-opening-remarks-at-the-media-briefing-on-covid-19---11-march-2020>



**Table 1: LMF meetings related to the pilot implementation activities**

Pilot	LMF meetings	Date	Scope and link with pilot implementation activities	Minutes
Bologna	4 <sup>th</sup> Permanent <sup>2</sup> LMF meeting	16 July 2020	Held in coincidence with the “Local to Think Global” (LTG) training and organized in collaboration with the Order of Engineers of Bologna, served as online training seminar for the local community on transport-on-demand services. Some LMF members participated also as speakers.	D.T3.2.3, Annex 1
	5 <sup>th</sup> Permanent LMF meeting	8 October 2020	Dedicated to set the pilot framework towards setting up the booking app and to finalize the ad-hoc communication material. In particular, it served to identify the definitive routes for the ColBus-SMACKER winter service and to define the activation dates starting from December 2020.	D.T3.2.3, Annex 1
	6 <sup>th</sup> Permanent LMF meeting	24 November 2020	Dedicated to evaluate the opportunity of starting the ColBus service in correspondence with the Immaculate Conception (as decided during the LMF meeting held in October 2020).	D.T3.2.3, Annex 1
	7 <sup>th</sup> Permanent LMF meeting	4 December 2020	Served to decide to schedule the activation of the ColBus during the Christmas holidays. Finally, it was decided not to activate the ColBus during the Christmas period.	D.T3.2.3, Annex 1
	8 <sup>th</sup> Permanent LMF meeting	17 February 2021	Dedicated to discuss and evaluate the pandemic situation and the possibility of activating the service before the summer period, also considering the 3-month life extension awarded to SMACKER from the Central Europe Programme. Finally, it was decided to target the activation of the ColBus in May / June 2021.	D.T3.2.3, Annex 1
	9 <sup>th</sup> Permanent LMF meeting	30 April 2021	Dedicated to decide on the activation of the ColBus in May / June 2021, also following the completion of the IT development activities. Finally, it was decided to start the ColBus pilot summer service on 6 June 2021.	D.T3.2.3, Annex 1
	10 <sup>th</sup> Permanent LMF meeting	9 July 2021	Originally not foreseen, served to support to the implementation of communication and nudging activities accompanying the	D.T3.2.3, Annex 1

<sup>2</sup> Bologna foresaw two kinds of LMFs: the permanent one, which has fixed composition and involved Local public authorities, and the extended LMF that could include more Target Groups, among them the General Public.



Pilot	LMF meetings	Date	Scope and link with pilot implementation activities	Minutes
			pilot service running; collect real-time feedback on the provided DRT service; provide suggestions towards the service improvement and its fine-tuning. It also allowed to better set up the second half of the summer service and to start setting up the 2021-22 winter service.	
	11 <sup>th</sup> Permanent LMF meeting	24 September 2021	Originally not foreseen, it took place 12 days after the closure of the ColBus summer service, and served to review of the summer experience and lay the foundations for planning the 2021-22 winter service.	D.T3.2.3, Annex 1
<b>Gdynia</b>	5 <sup>th</sup> LMF meeting	9 April 2020	Served to present and discuss various studies on transportation preferences and travel behaviour and the issue of developing a Mobility Plan for the district and present possible solutions.	D.T2.3.3, Annex 1
	6 <sup>th</sup> LMF meeting	23 September 2020	Held in coincidence with the LTG training, served to discuss the role of public transportation and new transport services to increase the accessibility of the Chwarzno-Wiczlino district.	D.T1.3.4, Annex
	7 <sup>th</sup> LMF meeting	29 June 2021	Devoted to possible routes of switch lines to be implemented in the pilot area.	D.T2.3.3, Annex 1
	8 <sup>th</sup> LMF meeting	13 August 2021	Served to hold a site visit in the pilot area of Chwarzno-Wiczlino in order to test the possible routes of swing lines to be implemented in the district.	D.T2.3.3, Annex 1
<b>Prague - Suchdol</b>	3 <sup>rd</sup> LMF meeting	13 August 2020	Served to present and discuss communication and nudging activities to promote sustainable mobility in the pilot region.	D.T.2.3.4, Annex
	4 <sup>th</sup> LMF meeting	4 December 2020	Served to present and discuss national strategies and relevant data to support the pilot implementation and develop cooperation in the pilot region.	D.T.2.3.4, Annex
	4 <sup>th</sup> LMF meeting on new bus line	7 January 2021	Served to discuss the new bus line connecting Prague-Suchdol to neighbouring municipalities - final details related to the route, schedule and financing.	D.T.2.3.4, Annex
	5 <sup>th</sup> LMF meeting	23 March 2021	Served to discuss on broader cooperation between two regions (Prague and Central Bohemia) with regard to sustainable	D.T.2.3.4, Annex



Pilot	LMF meetings	Date	Scope and link with pilot implementation activities	Minutes
			mobility in the north-western part of Prague metropolitan area.	
	6 <sup>th</sup> LMF meeting	24 June 2021	Served to discuss how recently approved national strategy on Sustainable Urban and Active Mobility can be implemented in SMACKER pilot region.	D.T.2.3.4, Annex
	7 <sup>th</sup> LMF meeting	7 December 2021	Served to discuss cooperation agreement between municipalities that would provide a formal framework for further activities within sustainable mobility in the pilot region.	D.T.2.3.4, Annex
<b>Murska Sobota</b>	LMF meeting during the implementation phase <sup>3</sup>	28 February 2022	Served to share results of the pilot actions and information about the evaluation and monitoring process.	D.T2.3.5
<b>Budapest</b>	3 <sup>rd</sup> LMF meeting	3 June 2021	Served to receive the first feedback after the pilot launch both from the users and the experts.	D.T2.3.6, chapter 5.1.1
<b>East Tyrol</b>	3 <sup>rd</sup> Permanent LMF meeting	16 November 2020	Used to launch the social scientific research with the new municipality as partner and to review and adjust the nudging action due to the change of the social scientific research partner.	D.T2.3.7, Annex 1
	4 <sup>th</sup> Permanent LMF meeting	23 April 2021	Served to review the pilot implementation and identify fine-tuning actions and plan next steps of the social scientific research to tailor the implemented mobility service, especially the e-carsharing station and gather feedback on user needs.	D.T2.3.7, Annex 1
	5 <sup>th</sup> Permanent LMF meeting	17 June 2021	Served to inform stakeholders about the results of the residents' survey towards the development of measures for future mobility. Served also to conduct a study visit on good practices for DRT and PT.	D.T2.3.7, Annex 1
	6 <sup>th</sup> Permanent LMF meeting	30 July 2021	Served to review the developed measures for pilot fine-tuning and for sustainable mobility in the region for future, with focus on DRT and e-carsharing. Served also to present the first results of the tourists 'survey towards the development of	D.T2.3.7, Annex 1

<sup>3</sup> Unlike what is foreseen in the pilot plan, during the MURS pilot activity rolling out the cooperation with the LMF was implemented on an informal level due to the possibility to cooperate with the members on other occasions (LMF members were involved in activities with MURS in different fields). Also, the COVID-19 situation didn't allow MURS to meet their LMF as often as they would like.



Pilot	LMF meetings	Date	Scope and link with pilot implementation activities	Minutes
			measures and offers for future sustainable mobility.	
	7 <sup>th</sup> Permanent LMF meeting	3 September 2021	Served to complete the social scientific research and define the measures and offers for the future for DRT and PT in the region East Tyrol.	D.T2.3.7, Annex 1
	8 <sup>th</sup> Permanent LMF meeting	28 October 2021	Served to deliver the final report of the social scientific research to the participating municipality, with a measure plan tailored to it, and to review the other aspects of the pilot implementation and status quo.	D.T2.3.7, Annex 1



### 3. Comprehensive report on the six pilot implementation

This chapter provides a comprehensive report of the implementation of the six SMACKER pilot actions, framing all the pilots in their respective contexts and consolidating their technical and nudging / communication activities in single tables, as to give the perception of the rolling-out of all the project activities.

#### 3.1. Implementation framework

Chapter 3.1 of D.T2.3.2/3/4/5/6/7 reports on the pilot implementation framework of the various pilots, clarifying the involved actors, the territorial context and the pilot implementation features.

In the following, the implementation frameworks of the six pilot actions are summarized in a table that shows the involved actors and mentions the deliverables of reference from which it is possible to get the full picture of all the pilots.

**Table 2: Implementation framework on the six SMACKER pilots**

Pilot region	Coordinator	Involved actors	Brief description / Comments / Highlights	Available material
<b>Bologna</b>	SRM	Bologna pilot Local Mobility Forum (LMF)  Transport operator TPB  IT provider Padam  D-SIGN, which supported SRM in preparing the logo, the coordinated identity and the promotional material of the Bologna pilot ColBus service as well as in using social media and websites to perform specific communication and nudging activities  Appennino Slow, which supported SRM in organizing public events, making the pilot visible in public places and where people meet and likely need mobility supply distributing the promotional material, and again in communicating SMACKER through traditional media, social media and websites	<p>The Bologna pilot was implemented in the Bolognese Appennine area, a mountainous part of the metropolitan city of Bologna, and includes 12 small municipalities.</p> <p>The pilot designed and tested a Demand Responsive Transport (DRT) service with the aim of complementing the existing transport services and improve the accessibility of the area boosting last mile mobility between dispersed villages and municipalities, where train/bus stations are also located, thus also granting accessibility to TEN-T corridors and vice-versa to major tourist attractions in the Bologna Appennines area.</p> <p>The DRT service was named ColBus and was endowed with an IT management and booking system with an app that serves both the transport service provider and its drivers to manage</p>	D.T1.2.5 D.T1.2.12 D.T1.2.18 D.T1.3.1 D.T2.2.3 D.T2.3.2 D.T2.4.1 D.T2.4.7



Pilot region	Coordinator	Involved actors	Brief description / Comments / Highlights	Available material
			the DRT service, and the passengers to easily book their trips.	
Gdynia	GDYNIA	<p>Gdynia pilot Local Mobility Forum (LMF)</p> <p>Public Transport Operator ZKM Gdynia</p> <p>E-inks provider Operibus</p> <p>Tomasz Konkol PROMOTION PL, contracted to support GDYNIA for implementing the pilot nudging and communication activities</p>	<p>The Gdynia pilot was implemented in the City of Gdynia is Chwarzno Wiczlino, one of the 22 districts within the administrative division of the city.</p> <p>Main aim for the City of Gdynia in the SMACKER pilot was to improve the connectivity of the district to the City Centre and therefore to the EU corridors. The pilot aimed at strengthening sustainable mobility choices through enhancing the intermodality offer, as a backbone for implementation of DRT solutions. This was done drafting an in-depth study of mobility patterns and preferences and promoting the active participation of the residents, improving the attractiveness of the existing PT to encourage a behavioural change of the residents. Urban green island were created installing PT shelters and benches, equipping the stops with RES powered real-time information displays and greening.</p>	<p>D.T1.2.6</p> <p>D.T1.2.13</p> <p>D.T1.2.19</p> <p>D.T1.3.2</p> <p>D.T2.2.4</p> <p>D.T2.3.3</p> <p>D.T2.4.2</p> <p>D.T2.4.8</p>
Prague - Suchdol	MCPS	<p>Prague-Suchdol pilot Local Mobility Forum (LMF)</p> <p>Transport operator ROPID</p> <p>CEDOP company, provider of the Feasibility Study</p> <p>Martina Mončeková, provider of graphic design services for</p>	<p>The Prague-Suchdol pilot was implemented in the north-western part of Prague metropolitan area: city district of Prague - Suchdol and neighbouring municipalities in Central Bohemia region.</p>	<p>D.T1.2.7</p> <p>D.T1.2.14</p> <p>D.T1.2.20</p> <p>D.T1.3.3</p> <p>D.T2.2.5</p> <p>D.T2.3.4</p>



Pilot region	Coordinator	Involved actors	Brief description / Comments / Highlights	Available material
		<p>communication and nudging activities</p> <p>Partnerství pro městskou mobilitu, NGO with focus on sustainable mobility, that supported MCPS in the organization of LMF meetings and implementation of nudging activities and communication activities</p> <p>University of Life Sciences located in Prague-Suchdol, which cooperated with MCPS on “Mobility management” nudging activity</p> <p>Vladan Hodek, architect and urban planner, who supported MCPS in the organization of LMF meetings and local events for general public and provided professional consultancy services</p>	<p>The pilot action completed the Feasibility Study for a new multimodal terminal on the border of Suchdol that would allow commuters from the suburban area to transfer to bus and tram (after the completion of the planned tramline Podbaba - Suchdol). It included the design of mobility services (especially public transport, DRT/flexible services, for shorter distances cycling and walking) and an efficient organization of public transport. A new bus line connecting Prague-Suchdol and neighbouring municipalities was launched in September 2021, which is a prerequisite for the future implementation of DRT in the region, since it will allow testing operation and interest of users.</p>	<p>D.T2.4.3</p> <p>D.T2.4.9</p>
<b>Murska Sobota</b>	MURS	<p>MURS pilot Local Mobility Forum (LMF)</p> <p>Transport operator APMS</p> <p>IT provider Grafično oblikovanje in načrtovanje uporabniške izkušnje, Melana Kreslin s.p.</p> <p>IT provider “TLK, z.o.o.”</p> <p>Regional promotion centre EXPANO as the Regional Destination Management Organisation to coordinate activities regarding events related to the service operation</p>	<p>The aim of the pilot was to develop, test and implement efficient app-oriented service, based on deployment of an online app and cloud back-office enabling demand responsive public transport. Activities included a feasibility study (informational, organisational and economic aspects) as basis for investment into development of demand responsive app for smart phones. The solution was tested within the City Municipality of Murska</p>	<p>D.T1.2.8</p> <p>D.T1.2.15</p> <p>D.T1.2.21</p> <p>D.T1.3.4</p> <p>D.T2.2.6</p> <p>D.T2.3.5</p> <p>D.T2.4.4</p> <p>D.T2.4.10</p>



Pilot region	Coordinator	Involved actors	Brief description / Comments / Highlights	Available material
			Sobota and the Municipality of Moravske Toplice. The service was named Responsibus. It offered an IT solution that allowed online booking of transport using an online application.	
<b>Budapest</b>	BKK	<p>Budapest pilot Local Mobility Forums (LMFs)</p> <p>BKK staff from several directorates, IT developer, transport operator</p> <p>CELL-LINE IT SECURITY LTD, contracted to support BKK for develop the online request system</p>	<p>BKK implemented the online service request system for the local DRT lines in the Budapest hills.</p> <p>As both the users and the transport operator were satisfied with the new system, BKK decided to continue the operation after the pilot end, so the online request system is available for at least one further year.</p>	<p>D.T1.2.9</p> <p>D.T1.2.16</p> <p>D.T1.2.22</p> <p>D.T1.3.5</p> <p>D.T2.2.7</p> <p>D.T2.3.6</p> <p>D.T2.4.5</p> <p>D.T2.4.11</p>
<b>East Tyrol</b>	RMO	<p>East Tyrol pilot Local Mobility Forum (LMF)</p> <p>Tyrolean public transport authority VVT</p> <p>Regional carsharing provider FLUGS</p> <p>Two organizations/companies, the local bank in the municipality of Sillian and the company MICADO in the municipality of Oberlienz, both involved in elaborating the e-carsharing strategy East Tyrol and in the development of the new e-carsharing stations</p> <p>Municipality of Obertilliach, partner for the social scientific research and for a new e-carsharing station</p> <p>Tourism association TVBO, partner for the new mobility information</p>	<p>The East Tyrol pilot was carried out under three aspects:</p> <p>1) social scientific research, which resulted in a final report with measures for future mobility for all municipalities;</p> <p>2) new mobility information website<sup>4</sup>, which launched to provide holistic information about mobility offers in the region. It is the first step towards MaaS<sup>5</sup> and also offers information about mobility on the spot and adventures without the own car;</p> <p>3) four new e-carsharing stations, which were</p>	<p>D.T1.2.10</p> <p>D.T1.2.17</p> <p>D.T1.2.23</p> <p>D.T1.3.6</p> <p>D.T2.2.8</p> <p>D.T2.3.7</p> <p>D.T2.4.6</p> <p>D.T2.4.12</p>

<sup>4</sup> <https://mobilitaet.osttirol.com/en/>

<sup>5</sup> MaaS: Mobility as a Service



Pilot region	Coordinator	Involved actors	Brief description / Comments / Highlights	Available material
		<p>website and the trainings for tourism and municipal staff</p> <p>Local social media expert was involved through the communication and nudging campaign</p> <p>3 chairman of the 3 municipality planning associations (33 municipalities involved in total), involved in elaborating and discussing potential e-carsharing station and other pilot aspects</p> <p>Regional and local authorities, Chamber of labour and Chamber of commerce, National park association and also the car dealerships, involved in the elaboration and thinking processes through ad-hoc meetings, email and several phone calls</p>	<p>implemented in the municipalities of Sillian, Obertilliach, Oberlienz and Lienz and offer e-carsharing for residents and tourist. A new e-carsharing strategy was framed out of this process and the carsharing provider adopted its business model to this strategy. The regional carsharing provider also implemented a new booking and registration app, to facilitate access to the service and lower barriers.</p>	

### 3.2. Comprehensive timetable of the six SMACKER pilot implementations

Chapter 3.2 of D.T2.3.2/3/4/5/6/7 provides the pilot implementation timetable of the various pilot actions, clarifying the actual implementation dates and the impact of the COVID-19 pandemic on the pilot rolling out (last column, **red ink**).

In the following, the pilot implementation timetables of the six pilots are consolidated in a single table that shows the comprehensive picture of the implementation of the technical on-the-field activities in the whole SMACKER project. IT aspects are detailed with **blue ink**.

**Table 3: Consolidated timetable of pilot implementation activities**

Year	Implem. month	Pilot	What	Milestone	Impact of COVID-19 pandemic
2019	October to December	East Tyrol	Preparation of 4 e-carsharing locations in 4 different municipalities and marketing measures	Location of 4 e-carsharing locations approved	<p><b>Due to the pandemic, the first partner for the social scientific research (municipality Lienz) announced the cooperation and a new one had to be found. Meetings had to be postponed</b></p>
2020	January to May		<p>Content evaluation of tourism trainings and information material</p> <p>Process design of the social scientific</p>	Concept of mobility trainings drafted	



Year	Implem. month	Pilot	What	Milestone	Impact of COVID-19 pandemic
			research to tailor mobility offers	Concept of scientific research drafted	because of the pandemic.
	May	Gdynia	Preparation of tender procedure for design, purchase and installation of e-inks	Tender procedure completed and Contractor selected for the design, purchase and installation of e-inks	
	June				
		Prague-Suchdol	Presentation and discussion of the status of the Feasibility Study with stakeholders during the 2nd LMF	Broader group of stakeholders informed and able to provide comments to the first part of the FS before its completion	Meeting originally planned in March postponed to June 2020
		Murska Sobota	Starting of app	App preparation started	
	July	East Tyrol	Start of operation of the e-carsharing stations  Operational set-up of mobility trainings, information material  Definition of scope output of the social scientific research	E-carsharing implemented and ready to be tested by users (residents and guests)  Set-up of mobility trainings completed  Scope of social scientific research defined	Due to the delay in the delivery date of the e-cars and the postponement of launch events for e-carsharing stations due to COVID-19, a stretched operational launch phase was required for the four new e-carsharing stations.
	August	Prague-Suchdol	Work on the first part of the Feasibility Study (FS)	Completion of the first part of FS in July 2020	Delayed consultations with key stakeholders
		Budapest	Contract the DRT IT developer  Support the IT development	IT platform procurement process started	Delayed consultations with key stakeholders
		East Tyrol	Operation of the e-carsharing stations  Operational set-up of mobility trainings,	E-carsharing implemented and ready to be tested by users (residents and guests)	Due to the delay in the delivery date of the e-cars and the postponement of launch events for e-carsharing stations due to COVID-19, a



Year	Implem. month	Pilot	What	Milestone	Impact of COVID-19 pandemic
			information material  Definition of scope output of the social scientific research	Set-up of mobility trainings completed  Scope of social scientific research defined	<b>stretched operational launch phase was required for the four new e-carsharing stations.</b>
	September	Bologna	Refining of pilot planning (based also on COVID19 evolution)		<b>Postponement of activities due to the pandemic</b>
		Gdynia	Installation of e-inks  Management of the area in the vicinity of PT stops	4 e-inks installed  Bus stop shelter, fish-shaped seats and benches installed and greenery arranged at bus stops and in the vicinity	<b>After receiving the offers from potential Contractors, it turned out that the budget was insufficient to realise the tender: this was a consequence of the pandemic, as it significantly increased the prices of all services in Poland.</b>
		Prague-Suchdol	Work on the first part of the Feasibility Study (FS)	Completion of the first part of FS in July 2020	<b>Delayed consultations with key stakeholders</b>
		Murska Sobota	Pilot planning  <b>App test phase</b>	Release of D.T2.2.6 "Pilot action planning - Murska Sobota, SI"  <b>App ready to be tested</b>	<b>Hybrid testing due to restrictions</b>
		East Tyrol	Refining of pilot planning (based also on COVID19 evolution)  Operation of the e-carsharing stations  Operational set-up of mobility trainings,	E-carsharing implemented and ready to be tested by users (residents and guests)	<b>Due to the delay in the delivery date of the e-cars and the postponement of launch events for e-</b>



Year	Implem. month	Pilot	What	Milestone	Impact of COVID-19 pandemic
			information material  Definition of scope output of the social scientific research	Set-up of mobility trainings completed  Scope of social scientific research defined	carsharing stations due to COVID-19, a stretched operational launch phase was required for the four new e-carsharing stations.
	October	Bologna	Potential definition of operational set-up of reduced pilot preliminary test		Postponement of activities due to the pandemic
		Gdynia	Pilot PHASE I running		
		Prague-Suchdol	Public procurement for the extended FS (2 <sup>nd</sup> part)	Selection of a new provider of the extended FS	Delayed consultations with key stakeholders and the Centre for Regional Development CRR <sup>6</sup>
		Budapest	Internal test the DRT online platform	IT platform for service request tested and ready to go live	Signing the contract with the IT developer delayed
		East Tyrol	Testing of SMACKER e-carsharing locations in 4 municipalities  Public procurement for mobility trainings in tourism and information brochures  Public procurement for social scientific research	Pilot test started  External expert for the tourism trainings and social scientific research selected	Postponement of the selection of the external expert for social scientific research due to COVID-19 and the new partner for this pilot aspect.  Testing of e-carsharing stations with fewer users due to the pandemic. External Expert for training selected.
	November	Gdynia	Pilot PHASE I running		Nihil
		Prague-Suchdol	Public procurement for the extended FS (2 <sup>nd</sup> part)	Selection of a new provider of the extended FS	Delayed consultations with key stakeholders and the Centre for

<sup>6</sup> CRR is the Centre for Regional Development of the Czech Republic responsible for administration of Interreg CE projects.



Year	Implem. month	Pilot	What	Milestone	Impact of COVID-19 pandemic
					Regional Development CRR
	December	Gdynia	Pilot PHASE I running		
		Prague-Suchdol	Public procurement for the extended FS (2 <sup>nd</sup> part)  Presentation and discussion of pilot activities and planning process with LMF	Selection of a new provider of the extended FS  Agreement on further activities and cooperation, fine-tuning of the planning process	Delayed consultations with key stakeholders and the Centre for Regional Development CRR  Lockdowns from October 2020 to May 2021
		Budapest	Launch the pilot for the public (online service request is available for public)  Apply the new driver notification system  Fine tuning the DRT IT system based on feedbacks on LMF	IT platform for service request final version is used by passengers  Driver notification system final version ready for use  IT platform fine tuned	
		East Tyrol	Definition of content for information material for tourism mobility	Content for information material elaborated	Several postponements due to COVID-19 and no tourism allowed due to the pandemic at the beginning of the winter season.
2021	January	Gdynia	Pilot PHASE I running		
		Prague-Suchdol	Final approval of the new bus line by local authorities <sup>7</sup>	Preparation of the implementation of the new bus line	Discussions and preparations of the new bus line postponed due to COVID-19 pandemic and urgent issues to

<sup>7</sup> Neighbouring municipalities have to discuss the funding of the new bus line within their local assembly (elected representatives). If the funding is approved, the preparation of the implementation of the new bus line can start.



Year	Implem. month	Pilot	What	Milestone	Impact of COVID-19 pandemic
					be addressed by municipalities
		Murska Sobota	Start of pilot running		Limited events due to restrictions
		Budapest	Pilot running		
	February	Bologna	Starting of IT platform and app adaptation to ColBus	IT platform and app adaptation started	
	Gdynia	Pilot PHASE I running			
	Prague-Suchdol	Final approval of the new bus line by local authorities <sup>8</sup>	Preparation of the implementation of the new bus line	Discussions and preparations of the new bus line postponed due to COVID-19 pandemic and urgent issues to be addressed by municipalities	
	Murska Sobota	Pilot running winter season	Pilot winter service started	Due to the pandemic situation the winter seasons was not so good as expected.	
	Budapest	Pilot running			
			Fine tuning the DRT IT system based on feedbacks on LMF	IT platform fine tuned	
	March	Gdynia	Preparation of tender procedure for the design and printing of information signs to be placed on pavement in the vicinity of PT stops in the pilot area	Tender procedure completed and Contractor selected for the design, printing and placement of the information signs on the pavement	

<sup>8</sup> Neighbouring municipalities have to discuss the funding of the new bus line within their local assembly (elected representatives). If the funding is approved, the preparation of the implementation of the new bus line can start.



Year	Implem. month	Pilot	What	Milestone	Impact of COVID-19 pandemic
		Prague-Suchdol	Final approval of the new bus line by local authorities <sup>9</sup>	Preparation of the implementation of the new bus line	Discussions and preparations of the new bus line postponed due to COVID-19 pandemic and urgent issues to be addressed by municipalities
			User mobility needs and local traffic surveys	Results of the surveys serve as input for the FS	User mobility needs survey postponed due to lockdowns and the physical absence of university students between Oct 2020 - Sep 2021
			Presentation and discussion of the extended FS and pilot activities with FS provider and LMF	Feedback on the final version of FS, agreement on further activities and cooperation	
		Murska Sobota	End of pilot winter season		
		Budapest	Pilot running		
		East Tyrol	Pilot fine tuning for the e-carsharing system and integration in public transport and tourism Mobility training for staff in tourism Workshops with LMF for social scientific research to tailor mobility offers for guests and residents	Pilot tested, new users for e-carsharing system gained Tourism mobility trainings implemented Recommendations and requests for further development of social scientific research obtained	All activities were postponed for about three months, the meetings and the start of the activities had to be rescheduled several times due to COVID-19 and brought a lot of extra work. But at least all activities could be carried out as planned.
	April	Gdynia	Preparation of tender procedure for the design and printing of	Tender procedure completed and Contractor selected for the design,	

<sup>9</sup> Neighbouring municipalities have to discuss the funding of the new bus line within their local assembly (elected representatives). If the funding is approved, the preparation of the implementation of the new bus line can start.



Year	Implem. month	Pilot	What	Milestone	Impact of COVID-19 pandemic
			information signs to be placed on pavement in the vicinity of PT stops in the pilot area	printing and placement of the information signs on the pavement	
		Murska Sobota	Pilot spring season	Pilot spring service started	Due to the pandemic situation the spring seasons was not so good as expected.
		Prague-Suchdol	User mobility needs and local traffic surveys	Results of the surveys serve as input for the FS	User mobility needs survey postponed due to lockdowns and the physical absence of university students between Oct 2020 - Sep 2021
		Budapest	Pilot running		
		East Tyrol	<p>Pilot fine tuning for the e-carsharing system and integration in public transport and tourism</p> <p>Mobility training for staff in tourism</p> <p>Workshops with LMF for social scientific research to tailor mobility offers for guests and residents</p>	<p>Pilot tested, new users for e-carsharing system gained</p> <p>Tourism mobility trainings implemented</p> <p>Recommendations and requests for further development of social scientific research obtained</p>	All activities were postponed for about three months, the meetings and the start of the activities had to be rescheduled several times due to COVID-19 and brought a lot of extra work. But at least all activities could be carried out as planned.
	May	Bologna	<p>Testing of SMACKER ColBus IT platform and app</p> <p>Training of involved people / operators</p> <p>IT platform and app adapted to ColBus</p> <p>Full pilot fine tuning (including IT platform and app) and operational</p>	<p>IT platform and app ready to be tested</p> <p>IT platform and app ready to be used by passengers</p> <p>Pilot summer service fine-tuned and ready to start</p>	



Year	Implem. month	Pilot	What	Milestone	Impact of COVID-19 pandemic
			planning of summer service		
		Gdynia	Pilot PHASE I + PHASE II running		Nihil
		Prague-Suchdol	Presentation and discussion of the extended FS to General Public	Involvement of the general public to receive their feedback	
		Murska Sobota	End of pilot spring season		
		Budapest	Pilot running		
		East Tyrol	<p>Pilot fine tuning for the e-carsharing system and integration in public transport and tourism</p> <p>Mobility training for staff in tourism and follow-up</p> <p>Workshops with LMF for social scientific research to tailor mobility offers for guests and residents</p> <p>Marketing activities for e-carsharing and tourism mobility for summer 2021</p>	<p>Pilot tested, new users for e-carsharing system gained</p> <p>Tourism mobility trainings implemented</p> <p>Recommendations and requests for further development of social scientific research obtained</p> <p>New users for e-carsharing system gained</p>	All activities were postponed for about three months, the meetings and the start of the activities had to be rescheduled several times due to COVID-19 and brought a lot of extra work.
	Jun	Bologna	Full pilot summer service start	Pilot summer service started	Inversion of the winter service with the summer one
		Gdynia	Pilot PHASE I + PHASE II running		
		Murska Sobota	Pilot summer season	Pilot summer service started	Due to the pandemic situation the summer seasons was not so good as expected.



Year	Implem. month	Pilot	What	Milestone	Impact of COVID-19 pandemic	
		Budapest	Pilot running			
		East Tyrol	<p>Pilot fine tuning for the e-carsharing system and integration in public transport and tourism</p> <p>Mobility training for staff in tourism</p> <p>Workshops with LMF for social scientific research to tailor mobility offers for guests and residents</p>	<p>Pilot tested, new users for e-carsharing system gained</p> <p>Tourism mobility trainings implemented</p> <p>Recommendations and requests for further development of social scientific research obtained</p>	All activities were postponed for about three months, the meetings and the start of the activities had to be rescheduled several times due to COVID-19 and brought a lot of extra work. But at least all activities could be carried out as planned.	
		Bologna	Pilot summer service running			
	July	Gdynia	Pilot PHASE I + PHASE II running			
		Murska Sobota	<p><a href="#">App recommendations for adaptation</a></p> <p>Pilot fine tuning (including app) and operational planning for 2021</p>	Pilot service fine-tuned and ready to start	Postponed and carried out in the pilot running phase	
		Budapest	Pilot running			
		East Tyrol	<p>Pilot fine tuning for the e-carsharing system and integration in public transport and tourism</p> <p>Mobility training for staff in tourism</p> <p>Workshops with LMF for social scientific research to tailor mobility offers for guests and residents</p>	<p>Pilot tested, new users for e-carsharing system gained</p> <p>Tourism mobility trainings implemented</p> <p>Recommendations and requests for further development of social scientific research obtained</p>	All activities were postponed for about three months, the meetings and the start of the activities had to be rescheduled several times due to COVID-19 and brought a lot of extra work. But at least all activities could be carried out as planned.	



Year	Implem. month	Pilot	What	Milestone	Impact of COVID-19 pandemic
			Work on the mobility information website and the handouts acting as guide		
	August	Bologna	Pilot summer service running		
		Gdynia	Pilot PHASE I + PHASE II running		
		Budapest	Pilot running Organisation of pilot monitoring data		
		East Tyrol	Pilot fine tuning for the e-carsharing system and integration in public transport and tourism Mobility training for staff in tourism Workshops with LMF for social scientific research to tailor mobility offers for guests and residents	Pilot tested, new users for e-carsharing system gained Tourism mobility trainings implemented Recommendations and requests for further development of social scientific research obtained	All activities were postponed for about three months, the meetings and the start of the activities had to be rescheduled several times due to COVID-19 and brought a lot of extra work. But at least all activities could be carried out as planned.
	September	Bologna	End pilot summer service	Pilot summer service ended	Inversion of the winter service with the summer one
			Full pilot fine tuning (including IT platform and app) and operational planning of winter service	Pilot summer service fine-tuned and ready to start	From the analysis of the first DRT service round, it was decided to split the next DRT service in two different ones
		Gdynia	Pilot PHASE I + PHASE II running		
		Prague-Suchdol	Completion of the extended FS	Approval by key stakeholders	Delayed consultations with key stakeholders and CRR



Year	Implem. month	Pilot	What	Milestone	Impact of COVID-19 pandemic	
			Presentation and discussion of the extended FS to General Public	Involvement of the general public to receive their feedback	Discussions and preparations of the new bus line postponed due to COVID-19 pandemic and urgent issues to be addressed by municipalities	
			Launch of the new bus line	New mobility services to connect Suchdol and neighbouring municipalities		
		Murska Sobota	End of summer season			
			East Tyrol	Pilot fine tuning for the e-carsharing system and integration in public transport and tourism	Pilot tested, new users for e-carsharing system gained	All activities were postponed for about three months, the meetings and the start of the activities had to be rescheduled several times due to COVID-19 and brought a lot of extra work. But at least all activities could be carried out as planned.  The test of results takes place at the end of SMACKER and beyond SMACKER.  COVID-19 shown that digitalization is a key to success, so the information material was made available on a website.
			Mobility training for staff in tourism	Tourism mobility trainings implemented		
			Final report of the social scientific research and testing of implemented results to tailor mobility offers for users	Social scientific research finalized and test of results started		
			Finalisation of content for information material in tourism	Information material printed		
		October	Bologna	Pilot winter service start (line 1 of 2)	Line 1 of 2 of the pilot winter service started	Inversion of the winter service with the summer one
			Murska Sobota	Pilot fall season	Pilot fall service started	Impact from the absence of tourists and from COVID-19 restrictions. Service was very limited.
			Budapest	End pilot service	Pilot finished	



Year	Implem. month	Pilot	What	Milestone	Impact of COVID-19 pandemic
			Decision about continuous operation of the service	The final version of the online service request system ready, owned by BKK	
		East Tyrol	Preparatory work for the implementation of the results of the social scientific research to tailor mobility offers for users		<p>Postponement of these activities due to the general postponement of this pilot aspect due to COVID-19.</p> <p>The link to the mobility information website and the handouts with mobility information were distributed in the region before winter season instead of the summer season.</p>
			Distribution of information material for tourism mobility for summer season 2021	Summer information material distributed	
			Preparation of information material for tourism mobility for winter season 2021/22	Winter information material ready	
			Fine tuning of the implemented results of the social scientific research	New users for mobility offers gained	
	November	Bologna	Pilot winter service running		SBVS DRT service served more resident in the SBVS area
	December	Bologna	Pilot winter service start (line 2 of 2)	Line 2 of 2 of the pilot winter started	Inversion of the winter service with the summer one
2022	January	Bologna	Pilot winter service running		Porretta - Corno alle Scale DRT service served more ski areas



Year	Implem. month	Pilot	What	Milestone	Impact of COVID-19 pandemic
	February	Bologna	Pilot winter service running		
		East Tyrol	End of pilot activities	Pilot activities ended	Postponement of the pilot end due to the postponements in past months and the project extension by three months.
	March	Bologna	End pilot winter service (line 1 of 2)	Line 1 of 2 of the pilot winter service ended	Inversion of the winter service with the summer one
	April	Bologna	Organisation of pilot implementation information Organization of pilot monitoring data	Release of D.T2.3.2 “Pilot implementation - Bologna, IT” Release of D.T2.4.1 “Pilot action monitoring - Bologna, IT”	Implementation and Monitoring reporting delayed until almost the end of the pilot activity
		Prague-Suchdol	Organisation of pilot implementation information Organization of pilot monitoring data	Release of D.T2.3.5 “Pilot implementation - Prague - Suchdol, CZ” Release of D.T2.4.3 “Pilot action monitoring - Prague - Suchdol, CZ”	Due to postponement of several pilot and nudging activities
	May	Prague-Suchdol	Presentation and discussion of pilot activities with General Public	Feedback of general public on the implemented pilot activities	COVID-19 restrictions on public events from October 2021
		East Tyrol	Organisation of pilot implementation information Organization of pilot monitoring data  Presentation and discussion of pilot	Release of D.T2.3.7 “Pilot implementation - East Tyrol, AT” Release of D.T2.4.6 “Pilot action monitoring - East Tyrol, AT”  Feedback of general public on the	Postponement due to the project extension by three months and longer pilot phase.



Year	Implem. month	Pilot	What	Milestone	Impact of COVID-19 pandemic
			activities with General Public	implemented pilot activities obtained	
			Distribution of information material for tourism mobility	Information material distributed	
			Evaluation of pilot results	Release of D.T2.4.12 "Pilot action evaluation - East Tyrol, AT"	
	June	Bologna	End pilot winter service (line 2 of 2)	Line 2 of 2 of the pilot winter service ended	<b>Inversion of the winter service with the summer one</b>
			Evaluation of pilot results	Release of D.T2.4.7 "Pilot action evaluation - Bologna, IT"	<b>Evaluation reporting delayed until the end of the pilot activity</b>
		Gdynia	Organisation of pilot implementation information	Release of D.T2.3.3 "Pilot implementation - Gdynia (PL)"	
			Organisation of pilot monitoring data	Release of D.T2.4.2 "Pilot action monitoring -Gdynia (PL)"	
			Evaluation of pilot results	Release of D.T2.4.8 "Pilot action evaluation -Gdynia (PL)"	
		Prague-Suchdol	Evaluation of pilot results	Release of D.T2.4.9 "Pilot action evaluation - Prague - Suchdol, CZ"	<b>Due to postponement of several pilot and nudging activities evaluation is delayed</b>
		Murska Sobota	End of pilot action		<b>SMACKER project was extended until June 2022.</b>



Year	Implem. month	Pilot	What	Milestone	Impact of COVID-19 pandemic
			Evaluation of pilot results	Release of D.T2.4.10 "Pilot action evaluation - Murska Sobota, SI"	Until December 2021, MURS gathered the information for the pilot evaluation and monitoring.
		Budapest	Organize pilot evaluation involving LMF	Release of D.T2.3.6 "Pilot implementation - Budapest, HU" Release of D.T2.4.5 "Pilot action monitoring - Budapest HU"	Postponement due to delays in collecting pilot data and reporting them
			Evaluation of pilot results	Release of D.T2.4.11 "Pilot action evaluation - Budapest, HU"	Due to postponement of several pilot and nudging activities evaluation is delayed

The pilot activities had as outcomes also the monitoring (D.T2.4.1 to 6) and evaluation reports (D.T2.4.7 to 13). The consolidated findings of the cross evaluation of the six pilots are available in D.T2.4.13, which includes the assessment of the accomplishment of the objectives based on the results obtained through the above reported pilot implementations.

### 3.3. Nudging and communication activity implementation

The nudging and communication activities selected for the six SMACKER pilot actions are presented in D.T2.2.3/4/5/6/7/8, chapter 2.1. Activities are named and numbered following SMACKER deliverable D.T1.1.4, which provides methods regarding behavioural change initiatives and nudging techniques. It is noted that the overview provided in D.T1.1.4 had the objective of allowing each partner and future interested stakeholders to select suiting methods for their pilot action.

The pilot implementation reports D.T2.3.2 to 7, chapter 3.3, report on whether and when they were really implemented during the rolling out of the six pilots. It is noted that the plan of these activities had to be reorganized following the real pilot implementation timing as well as the impact of the COVID-19 pandemic on the specific communication and nudging activities, among others the impossibility of running public events as a consequence of the COVID19 pandemic.

This is also summarized in the matrix below, which must be read based on the following legenda.

#### Legenda for Table 4

	Activity foreseen and implemented
	Activity foreseen but not implemented
	Activity not foreseen but added during the implementation phase



No.	Nudging / communication activity (ref. D.T1.1.4 coding)	Bologna	Gdynia	Prague - Suchdol	Murska Sobota	Budapest	East Tyrol	Preferred nudging activities by all pilots	
5.1	Mobility stand on local and regional event	Green	Green	Green		Yellow	Green		4 +
5.2	Self-organized event on local mobility / flexible transport								0
5.3	Presentations at periodic local meetings, establishment of a local mobility forum	Green	Green	Green	Green	Green	Green		6
5.4	Empowering pupils to use (flexible) transport		Green	Green			Green		3
5.5	Mobility management in work places and organisations		Green	Green	Green				3
5.6	Guided PT tour per target group								0
5.7	Personal Mobility assistants for elderly people at major transport interchanges								0
5.8	“Car-free day” / EU Mobility week		Green	Green	Yellow	Yellow	Green		3 +
5.9	Public transport try-out activities (free PT test ticket etc.)		Green						1
5.10	“Trips for Trash” & other local charity activities								0
5.11	With PT to work/school competition with lottery		Green						1
5.12	Bonus mile programme for (flexible) PT								0
5.13	Gamification for (flexible) PT								0
5.14	Use of social media to make (flexible) public transport visible	Green			Green	Green	Green		4
5.15	“Thank you”- Incentives for current PT users		Green				Green		2
5.16	Entertainment event at (flexible) PT								0
5.17	Customized PT information packages on paper about selected topics					Green			1
5.18	Welcome kit - Information packages for new residents about (flexible) transport		Green						1
5.19	Folder “special ticket for...commuters/ tourists/ elderly persons/ pupils etc.”								0
5.20	Sustainable mobility guidebook with comprehensive information for PT of a region						Brown		1
5.21	Salient implementation of PT information on webpages	Green			Green		Green		3
5.22	Eco-labeling about sustainable mobility								0
5.23	Time table and other information as APP for mobile devices	Green			Green	Green			3
5.24	Making public transport visible on public places and places where people meet and likely need mobility supply	Green				Green	Green		3
5.25	Training events for multipliers						Green		1
5.26	Provision of sustainable mobility related information for touristic destinations at public places or where tourists meet				Green				1
5.27	Mobility packages for tourists at origin	Green					Green		2
5.28	Mobility packages for tourists at destination	Green			Green		Green		3
Implemented types of nudging activities per pilot		8	9	5	7	5	12		

Table 4: Summary of nudging / communication activities implemented in the various SMACKER pilots



From the above table, it is clear that nudging / communication activity preferred by the SMACKER pilots is the “(5.3) Presentations at periodic local meetings, establishment of a local mobility forum”, which was also foreseen as specific project task and was therefore implemented in all the six pilot context.

Among the other proposed activities, “(5.1) Mobility stand on local and regional event” was chosen by 5 pilots but implemented only by 4, as one pilot had to cancel it due to the COVID-19 pandemic-related restrictions. The activity “(5.14) Use of social media to make (flexible) public transport visible” was chosen and implemented by 4 pilots.

Activities “(5.4) Empowering pupils to use (flexible) transport”, “(5.5) Mobility management in work places and organisations”, “(5.8) Car-free day / EU Mobility week”, “(5.21) Salient implementation of PT information on webpages”, “(5.23) Time table and other information as APP for mobile devices” and “(5.24) Making public transport visible on public places and places where people meet and likely need mobility supply” were implemented by 3 pilots, even if it must be noted that activity “(5.8) Car-free day / EU Mobility week” was selected by 2 more pilots which could not implement it basically due to the COVID-19 pandemic effects.

On the opposite, activities “(5.2) Self-organized event on local mobility / flexible transport”, “(5.6) Guided PT tour per target group”, “(5.7) Personal Mobility assistants for elderly people at major transport interchanges”, “(5.10) “Trips for Trash” & other local charity activities”, “(5.12) Bonus mile programme for (flexible) PT”, “(5.13) Gamification for (flexible) PT”, “(5.16) Entertainment event at (flexible) PT”, “(5.19) Folder special ticket for...commuters/ tourists/ elderly persons/ pupils etc.” and “(5.22) Eco-labeling about sustainable mobility” were not selected by the pilots. This could come from the specific pilot needs, or from difficulties in organizing such activities, which, in some cases, also need the involvement of Public Transport Service providers and/or external organizations, or experts / researchers in very specific fields.

Full details on the implementation of each nudging / communication activity are available in the pilot monitoring reports D.T2.4.7.1/2/3/4/5/6, while their evaluation and the related KPIs are available in the pilot evaluation reports D.T2.4.7/8/9/10/11/12.

The specific results of the nudging / communication activity evaluation served to draft the section on “Informing potential users” of the SMACKER general Guidelines on Actions contained in D.T2.4.13, which are the basis on which the Guidelines for four stakeholder groups<sup>10</sup> were further detailed.

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<sup>10</sup> SMACKER deliverables D.T3.5.1/2/3/4, i.e. Guidelines for Policy Authorities, for Public Transport Service providers, for Users, for Business and Enterprises. These deliverables are also available on the SMACKER Toolbox at <https://www.smacker-toolbox.eu/>



## 4. Conclusions

The deliverable reports evidence and data about the implementation activities of the six SMACKER pilots, setting the ground for the evaluation and the dissemination of implemented measures.

Insights on the pilot implementation activities can be found in the specific pilot implementation reports. In general terms, can be noted that the COVID-19 pandemic had an impact on all the six pilots, basically delaying the foreseen activities, without hampering the achievement of the pilot objectives. Indeed, the pandemic caused restrictions to the mobility of people, but also caused some changes in the people's mobility behaviour that had an impact on the entity of the results. On the other side, the pandemic has probably accelerated the transition of some activities to hybrid and online forms, which has favoured the use of the IT tools developed by the Bologna, Murska Sobota and Budapest pilots.

In all the pilot cases, the collaboration with stakeholders - basically obtained through the LMFs - played a key role also for adapting the pilot implementation to the evolving pandemic situation. Such adaptation also involved the nudging and communication activities, which were an essential part of the SMACKER pilot implementations.

The involvement of the stakeholders, including political decision makers, in the pilot activities since their beginning made it possible to get their interest on the potentialities of DRT. This has proven as relevant also for the future of the pilot actions beyond SMACKER.

In Bologna, the stakeholders also appreciated the innovation of endowing the DRT service with the IT platform with the app, enabling the online booking and discussions on the future of the ColBus service are already in place with the LMF members and the municipalities of the Bologna Apennines.

In Gdynia, the pilot responsible is continuing to work with stakeholders and developing partnerships with neighbouring municipalities as to allow for further implementation of the Sustainable Mobility Plan for the district; discussions on the future of the shuttle bus and future DRT services are already in place in the Metropolitan area.

In Prague-Suchbát, the preparation of further development of public transport services based on the Feasibility Study developed with the SMACKER pilot action is in place, and also nudging activities are continuing.

The Municipality Murska Sobota already agreed to support the pilot action beyond SMACKER through financial support, and also hopes that other municipalities in the region will join the action so to expand the range of the service.

In Budapest, the DRT pilot service has been extended for one more year beyond SMACKER action and the DRT network extension and new DRT methods (e.g.: not route based on) are planned to be piloted; furthermore, the online DRT service request tool has been linked to BudapestGO, the integrated mobility application of Budapest, launched in February 2022.

In East Tyrol, further growth of the e-carsharing fleet and further development of the mobility information website to a MaaS platform is planned, also targeting the establishment of the mobility coordination unit and further development and implementation of new DRT services.

The data and information presented in this deliverable are completed by the pilot monitoring and evaluation results that are consolidated and read with a systemic approach in D.T2.4.13, whose reading is recommended in conjunction with that of this document to gather a comprehensive overview of the SMACKER pilot activities and outcomes.



## 5. References

1. SMACKER Application Form, Version 30 April 2021
2. SMACKER “D.M.2.1 Internal Quality Handbook”, September 2019
3. SMACKER “D.T1.1.4 Review of behaviour change and nudging initiatives”, September 2019
4. SMACKER “D.T2.2.2 Stakeholders and users group involvement”, February 2020
5. SMACKER “D.T.1.2.5 Creating Communities (Bologna, IT)”, December 2019
6. SMACKER “D.T.1.2.6 Creating Communities (Gdynia, PL)”, January 2020
7. SMACKER “D.T.1.2.7 Creating Communities (Prague, CZ)”, January 2020
8. SMACKER “D.T.1.2.8 Creating Communities (MURS, SI)”, January 2020
9. SMACKER “D.T.1.2.9 Creating Communities (Budapest, HU)”, January 2020
10. SMACKER “D.T.1.2.10 Creating Communities (RMO, AT)”, January 2020
11. SMACKER “D.T1.2.11 Methodology for data collection on users mobility needs”, November 2019
12. SMACKER “D.T1.2.12 Data collection on users mobility needs (Bologna, IT)”, February 2020
13. SMACKER “D.T1.2.13 Data collection on users mobility needs and expectations (Gdynia, PL)”, February 2020
14. SMACKER “D.T1.2.14 Data collection on users mobility needs and expectations (Prague, CZ)”, February 2020
15. SMACKER “D.T1.2.15 Data collection on users mobility needs and expectations (MURS, SI)”, March 2020
16. SMACKER “D.T1.2.16 Data collection on users mobility needs and expectations (Budapest, HU)”, February 2020
17. SMACKER “D.T1.2.17 Data collection on users mobility needs and expectations (RMO, AT)”, March 2020
18. SMACKER “D.T1.2.18 Review for matching needs and services for a comprehensive planning (Bologna, IT)”, April 2020
19. SMACKER “D.T1.2.19 Review for matching needs and services for a comprehensive planning (Gdynia, PL)”, April 2020
20. SMACKER “D.T1.2.20 Review for matching needs and services for a comprehensive planning (Prague, CZ)”, April 2020
21. SMACKER “D.T1.2.21 Review for matching needs and services for a comprehensive planning (MURS, SI)”, April 2020
22. SMACKER “D.T1.2.22 Review for matching needs and services for a comprehensive planning (Budapest, HU)”, April 2020
23. SMACKER “D.T1.2.23 Review for matching needs and services for a comprehensive planning (RMO, AT)”, April 2020
24. SMACKER “D.T1.2.24 Transnational review for matching needs and services for a comprehensive planning”, July 2020
25. SMACKER “D.T1.3.3 Implementation of 1 training Local to Think Global (LTG) - Bologna, IT”, August 2020
26. SMACKER “D.T1.3.4 Implementation of 1 training Local to Think Global (LTG) - Gdynia, PL”, September 2020



27. SMACKER “D.T1.3.5 Implementation of 1 training Local to Think Global (LTG) - Prague, CZ” , September 2020
28. SMACKER “D.T1.3.6 Implementation of 1 training Local to Think Global (LTG) - MURS, SI” , September 2020
29. SMACKER “D.T1.3.7 Implementation of 1 training Local to Think Global (LTG) - Budapest, HU” , March 2020
30. SMACKER “D.T1.3.8 Implementation of 1 training Local to Think Global (LTG) - RMO, AT” , March 2020
31. SMACKER “D.T1.3.9 Report on Implementation of Local to Think Global (LTG) training” , December 2020
32. SMACKER “D.T2.3.2 Pilot implementation - Bologna (IT) - Last mile connection for tourists and resident” , May 2022
33. SMACKER “D.T2.3.3 Pilot action implementation - Gdynia (PL) - Mobility improvement in residential area” , June 2022
34. SMACKER “D.T2.3.4 Pilot action implementation - Prague (CZ) - Better connecting Prague and Central Bohemia region” , May 2022
35. SMACKER “D.T2.3.5 Pilot measures implementation - Murska Sobota (SI) - Demand responsive transport based on real time information system” , April 2022
36. SMACKER “D.T2.3.6 Pilot action implementation - Budapest (HU) - App All-in-One for flexible transport” , June 2022
37. SMACKER “D.T2.3.7 Pilot implementation - Osttirol (AT) - Integrated measures in improve passengers' experience” , May 2022
38. SMACKER “Pilot Monitoring and Evaluation Plan” (internal document), draft version June 2020
39. SMACKER “D.T2.4.1 Pilot action monitoring - Bologna (IT)” , May 2020
40. SMACKER “D.T2.4.2 Pilot action monitoring - Gdynia (PL)” , June 2020
41. SMACKER “D.T2.4.3 Pilot action monitoring - Prague (CZ)” , June 2020
42. SMACKER “D.T2.4.4 Pilot action monitoring - Murska Sobota (SI)” , May 2020
43. SMACKER “D.T2.4.5 Pilot action monitoring - Budapest (HU)” , June 2020
44. SMACKER “D.T2.4.6 Pilot action monitoring - Osttirol (AT)” , May 2020
45. SMACKER “D.T2.4.7 Pilot action evaluation - Bologna (IT)” , June 2022
46. SMACKER “D.T2.4.8 Pilot action evaluation - Gdynia (PL)” , June 2022
47. SMACKER “D.T2.4.9 Pilot action evaluation - Prague-Suchdol (CZ)” , June 2022
48. SMACKER “D.T2.4.10 Pilot action evaluation - Murska Sobota (SI)” , May 2022
49. SMACKER “D.T2.4.11 Pilot action evaluation - Budapest (HU)” , June 2022
50. SMACKER “D.T2.4.12 Pilot action evaluation - East Tyrol (AT)” , May 2022
51. SMACKER “Evaluation Report and Guidelines on Actions” , June 2022