



TAKING
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 Develop reliable passengers transport networks and intermodal connections in the EUSAIR area.
MIMOSA, ICARUS and SMACKER projects joint event | 24 November 2021

 **SMACKER - Soft Measures & Actions for behavioural Change and Knowledge to Embrace peripheral and Rural areas**

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SMACKER IN A NUTSHELL



SMACKER

- Soft Measures & Actions for behavioural Change and Knowledge to Embrace peripheral and Rural areas.
- **Interreg Central Europe Programme Call 3**; Budget: 2.1 million € (1.7 million ERDF); Duration: 1 April 2019 to 30 June 2022 (3-month life extension awarded by the MA).
- **Main objective:** improving planning and coordination of regional passenger transport system in peripheral and rural regions in Central Europe for better connecting them to national and EU transport networks.
- **Main challenges:** inadequate and under-used services, excessive costs, lack of last mile services and proper intermodality, poor communication and information to users and above average private car use.
- **SMACKER** aims to address the above by promoting Demand-Responsive and sustainable public Transport and mobility services to connect the local transport systems to the main transport corridors and nodes.



• 4 PILLARS

- **UNDERSTANDING** - Capacity building of stakeholders and PPs through **best practices** review and sharing and specific **trainings**
- **PARTICIPATION** - The so-called **Local Mobility Forums** are established by the activation of Community of Interests (road users) and Community of Practices (transport practitioners to co-design services and campaigns)
- **INNOVATION** - New methodologies to implement pilot activities and by using innovative approaches such as **nudging, gamification, co-design, marketing and branding**
- **IMPACT** - Actions are aligned with requirements and KPIs deriving from SUMP and other strategic plans to provide a **substantial and measurable contribution to strategic objectives**



OPERATIONAL INFORMATION



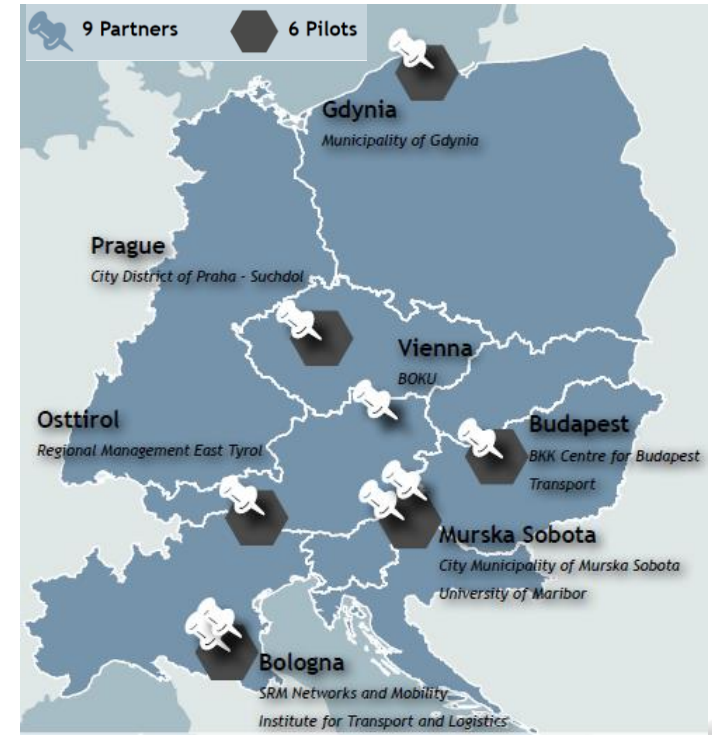
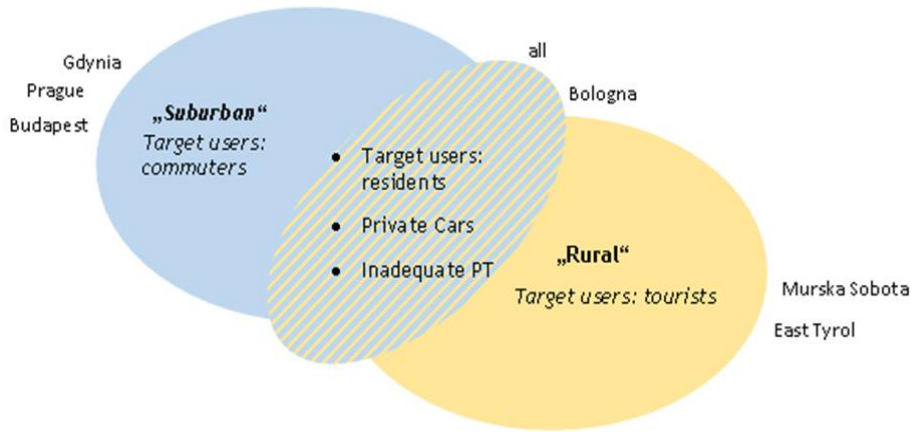
SMACKER

- What SMACKER aims to do
 - Use behaviour change campaigns, nudging and pilots to create and promote flexible and eco-friendly solutions for public transport in rural and peripheral areas
 - Achieve more liveable and sustainable environment and enable the connection to main transport corridors
 - Help local communities to re-design their transport services according to user needs and encourage people to use them feeding public transport



OPERATIONAL INFORMATION

- How SMACKER will reach its objective
 - Implementation of concrete actions with the participation of the involved regions → **9 Partners** and **6 Pilots**



EXPECTED OUTPUTS

Trainings

6 Local To Global (LTG) trainings in the six pilot regions

10 Transnational trainings to non partner CEU authorities (Enlarged Transfer Programme - ETP)

Strategies

6 Regional STRATEGIES for planning demand responsive/sustainable services in rural and urban peripheral areas

1 transnational STRATEGY for planning demand responsive/sustainable services in rural and urban peripheral areas

Pilot actions

6 pilot actions implemented in the six pilot regions

Action Plans

6 Regional ACTION PLANS to better integrate peripheral areas using DRT

Guidelines & Toolbox

1 Guideline on DRT planning and implementation

1 Online Toolbox for behaviour change and DRT measures

PILOT IN BOLOGNA: THE «COLBUS»



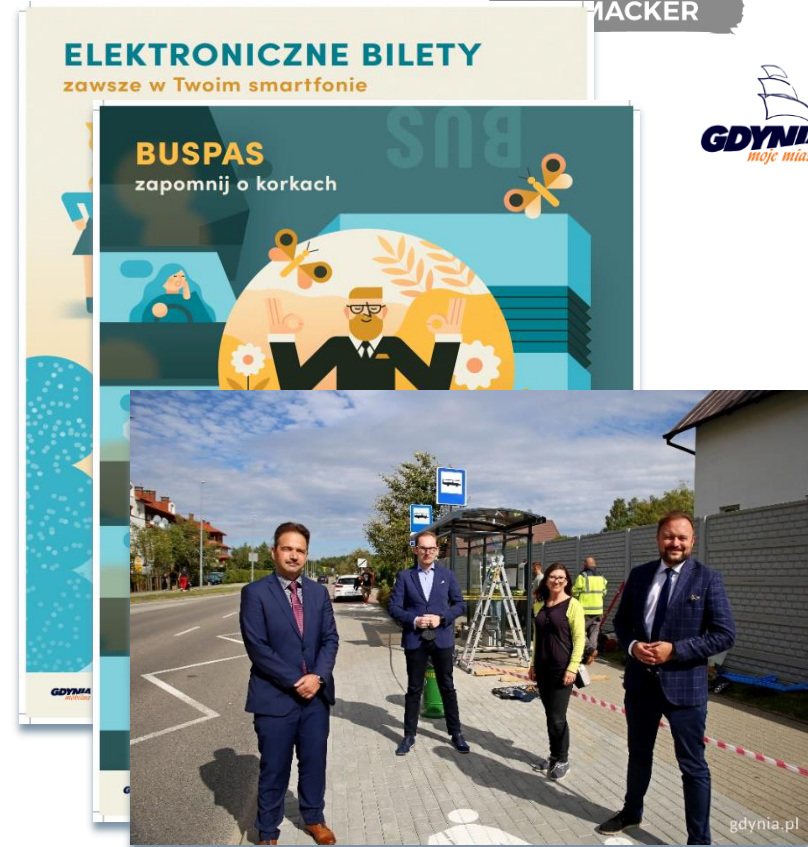
- “ColBus” means “by bus”.
- DRT in the Bologna Apennines, 816 sq km, 55.000 inhabitants
- First activated in summer 2018, upgraded in SMACKER:
 - Optimized network (in collaboration with Local Mobility Forum)
 - Endowed with IT platform and app for management and booking
 - Summer service mainly for tourist
 - Winter service re-designed mainly for resident



PILOT IN GDYNIA

Pilot expected main objectives:

- 1: strengthen and optimize the existing PT offer to meet the mobility needs of local population (bus stop shelters, fish-shaped seats, etc.)
- 2: explore the potential DRT service implementation in the pilot area and elaborate the Mobility Plan for the pilot area (mainly built on DRT implementation possibilities)
- 3: design and implement of new mobility services based on the results of in-depth research on existing transport behaviour and preferences of inhabitants of pilot area tailored to the specific expectations of local community (e-inks)



PILOT IN PRAGUE - SUCHDOL

Pilot main objective:

- address users' needs through better offer of public transport and mobility services;
- promote sustainable modes of transport through appropriate nudging initiatives;
- reduce the impact of transport on the local environment through increased use of sustainable modes of transport.

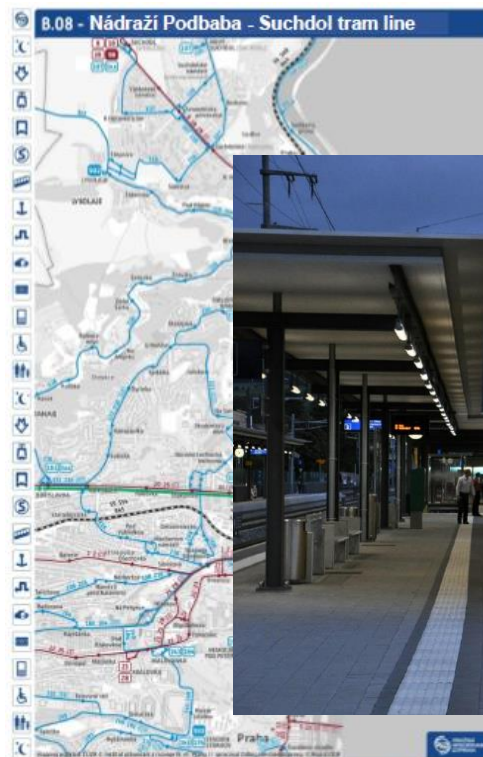


Fig. 14 The concept of transport coverage for Suchdol and the adjacent area
(source: ROPT)



PILOT IN MURSKA SOBOTA

Pilot main objective:

- *test and implement efficient app-oriented service, based on deployment on smartphones/tablets and cloud back-office enabling demand responsive public transport.*



responsi bus

1. Izberi dogodek
Veranstaltung auswählen | Select an event
2. Rezerviraj si sedež
Fahrt buchen | Book your ride
3. Uživaj v vožnji
Entspannen und genieß | Sit back and relax



PILOT IN BUDAPEST

BKK is operating 5 Demand Responsive Transport (DRT) lines in the outskirts of Budapest:

- 5 day bus lines (since 2013)
- 1 night bus line (since 2006)
- Replacement service (occasionally)

Fully demand responsive and hybrid lines.
Normal PT pricing.

In SMACKER project BKK piloted an online service request system:

- responsive frontend (available on desktop and smartphone)
- backend for dispatchers (call base request)
- app for drivers

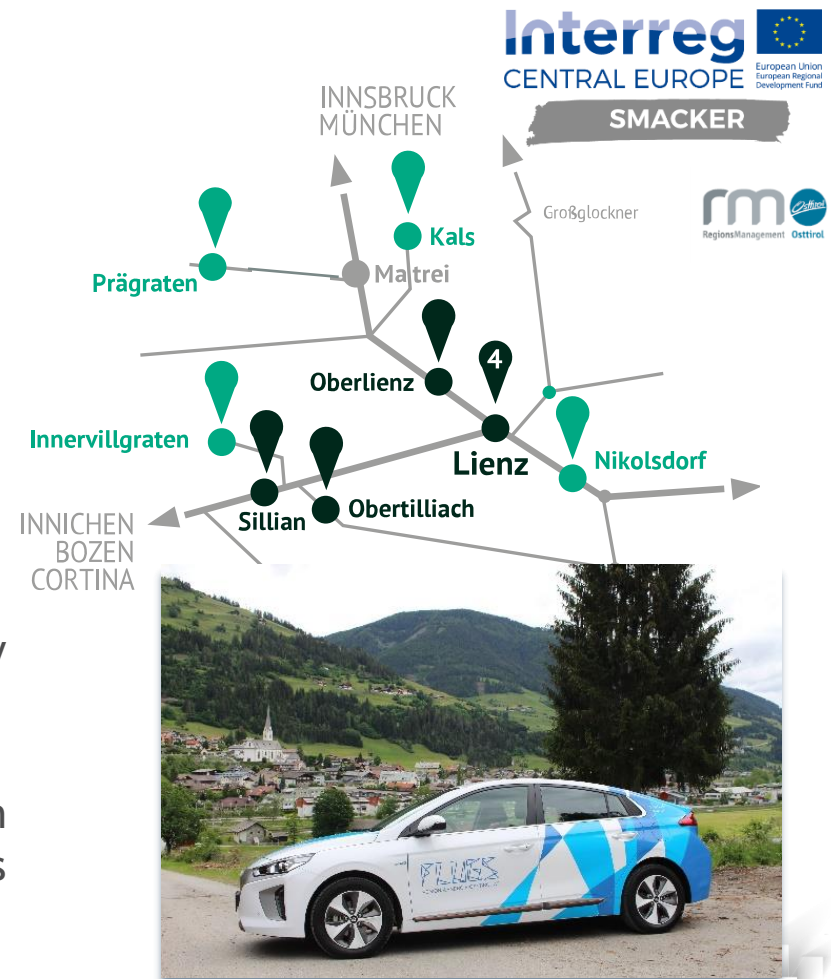
The image features a map of Budapest with several red circles highlighting specific areas. Overlaid on the map are the logos for 'Interreg CENTRAL EUROPE' (with the European Union flag), 'SMACKER', and 'BKK BUDAPESTI KÖZLEKEDÉSI KÖZPONT'. Below the map, there are three informational panels:

- Smartphone App Screenshot:** A screenshot of the 'BKK telebusz' app. It shows a 'Select direction' screen with options for 'Szépvölgyi dűlő' and 'Kolosty tér'. Below that is a 'Select stops' section with 'Folyondár utca' and 'Szépvölgyi köz'. At the bottom, it shows 'Departure time, passengers' with a date of '2021-01-15', a time of '14:51', and '1' passenger. There is also a checkbox for 'I am a wheelchair passenger'.
- Desktop Website Screenshot:** A screenshot of the website with the heading 'NÉHÁNY KATTINTÁS, ÉS ITT A TELEBUSZ!' (A few clicks, and here is the telebus!). It includes instructions on how to use the service and a photo of a blue telebus.
- QR Code and Text:** A QR code is visible, along with text in Hungarian: 'ONLINE ADD LE JÁRATIGYENVEDÉST 3 EGYSZERŰ LÉPÉSBEN!' (Online add a service request in 3 simple steps!), a list of steps, and a note: 'MILYEN ELŐNYEI VANNAK AZ ONLINE SZOLGÁLTATÁSNAK?' (What are the advantages of the online service?).



PILOT IN EAST TYROL

- East Tyrol Pilot works on 3 Aspects:
- 1: social scientific research for sustainable mobility offers, with focus on DRT services and carsharing
- 2: Implementation of “green house friendly tourism offer” making existing services visible/understandable/integrated, training to contact person in municipalities and local hotel staff to give information about regional mobility offers
- 3: Strengthening e-mobility in the region, implementation of new e-carsharing locations in different municipalities and marketing activities
- Nudging activities and communication activities



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WHAT'S NEXT?


SMACKER Final conference in Vienna (AT)

23-25 May 2022

Join us!



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24 November 2021

 *Thanks for your attention*

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