



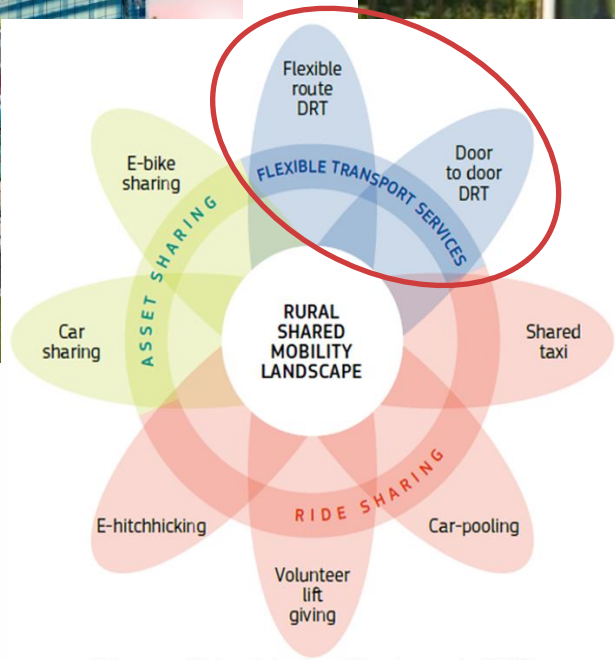
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 EUSDR PA 1b Steering Group  
online | 14 October 2020

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

 SMACKER | UM | Katja Hanžič

# Why SMACKER?

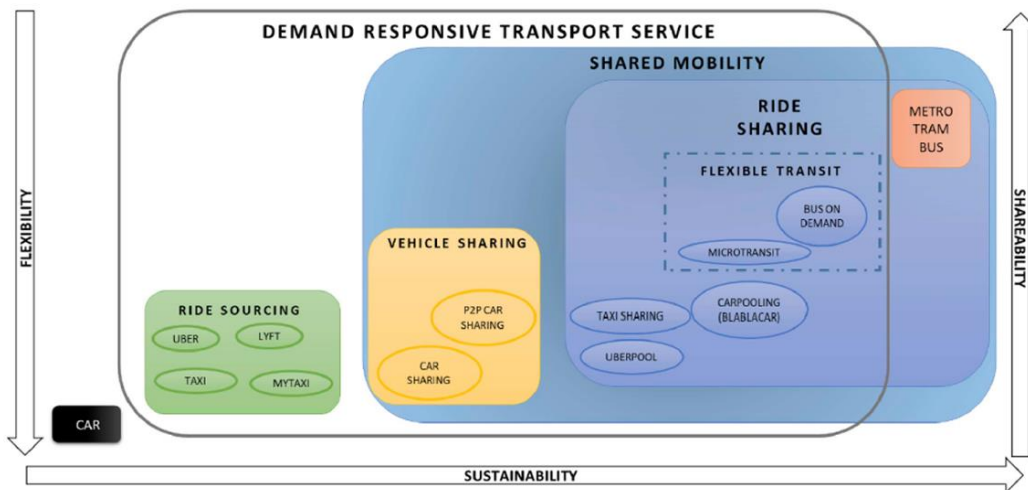


[European Network for Rural Development, 2019]



# Why SMACKER?

## Demand Responsive Transport - DRT



Classification of Demand Responsive Transport services [Inturri et al (2019)]

### DRT types:

- fixed itineraries and flexible timetables,
- fixed itineraries with deviation on demand,
- flexible itineraries with predefined stops,
- flexible itineraries and flexible stops (door-to-door service, very similar to a taxi).



# SMACKER basic information

- Programme: Interreg Central Europe
- Programme priority: 4. Cooperating on transport to better connect CENTRAL EUROPE
- Programme priority specific objective: 4.1 To improve planning and coordination of regional passenger transport system for better connections to national and European transport networks
- Duration: 1. 4. 2019 - 31. 3. 2022 (36 months)
- Partners:
  - Italy
    - SRM - società Reti e Mobilità
    - Fondazione Istituto sui Trasporti e la Logistica
  - Austria:
    - Universität für Bodenkultur Wien
    - Regionsmanagement Osttirol
  - Slovenia
    - Univerza v Mariboru
    - Mestna občina Murska Sobota
  - Czech Republic
    - Městská část Praha Suchbátov
  - Poland
    - Gmina Miasta Gdyni - Zarząd Dróg i Zieleni
  - Hungary
    - BKK - Budapesti Közlekedési Központ Zártkörűen Működő Részvénytársaság



# SMACKER goals and challenges

- To promote public transport and mobility services in rural and urban-peripheral areas.
- To test Demand Responsive Transport solutions.
- To connect local and regional systems to main corridors and transport nodes (TEN-T).
- To help local communities to (re)design transport services according to users' need (co-design) and to nudge people to use them.



# SMACKER Outputs (I)

- **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
- **6 Regional ACTION PLANS** to better integrate peripheral areas using DRT

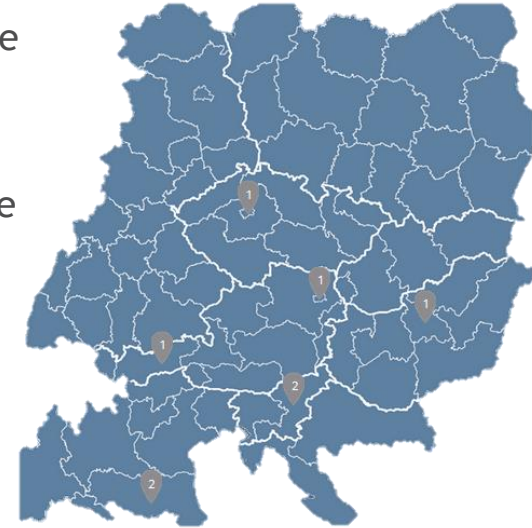
# SMACKER Outputs (II)

- **1 Guidelines on DRT planning and implementation**
- **1 Online Toolbox for behaviour change and DRT measures**
- **6 Pilot actions implemented**
- **6 Local to Think Global Trainings**
- **10 Transnational trainings to non-partner CEU authorities**



# SMACKER pilot actions

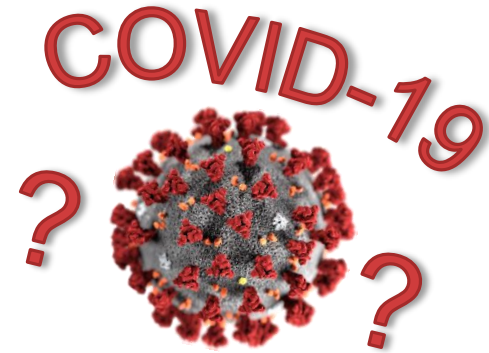
- **Bologna (IT)** - Last mile connection for tourists/residents with DRT service and information and communications technology (ICT) platform in mountainous area.
- **Gdynia (PL)** - Mobility improvement in residential area through a last mile seamless service (from) fixed - to (flexible).
- **Prague-Suchdol (CZ)** - Better connecting Prague and Central Bohemian region.
- **Murska Sobota (SI)** - DRT service based on real time information system improving local mobility and spa/wellness tourism.
- **Budapest (HU)** - commuting with a smarter approach, All-in-One app for DRT.
- **East Tyrol (AT)** - integrated measures to improve passengers' experience.





# SMACKER results so far

- Review of:
  - service level and technical level for rural and peripheral areas,
  - policy level for rural and peripheral areas, including legal framework,
  - behaviour change and nudging initiatives.
- 6 Local Mobility Forums operational
- Data collection on users' mobility needs and expectations
- Review for matching needs and services for a comprehensive planning
- Local to Global Trainings
- Pilot action planning
- Enlarged Transfer programme



# CONTACTS

## Lead partner



SRM Reti e Mobilità



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**Thank you for your attention**



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