

OUTPUT FACT SHEET

Strategies and action plans

Version 2

Project index number and acronym	CE1332 SMACKER
Output number and title	O.T1.4-5 - 6 Regional STRATEGIES for planning demand responsive/sustainable services in rural and urban-peripheral areas - Budapest
Responsible partner (PP name and number)	PP7 BKK PP2 ITL; PP5 UM; PP9 BOKU
Project website	https://www.interreg-central.eu/Content.Node/SMACKER.html
Delivery date	30 April 2020

Summary description of the strategy/action plan (developed and/or implemented), explaining its main objectives and transnational added value

This specific Output is part of O.T1.4, which is then composed by 6 local strategies for demand responsive/sustainable transport services in rural and peri-urban areas that are based on matching analysis of local user needs and expectations with the state-of-the-art knowledge on good practices related to demand responsive/sustainable transport services.

O.T1.4 aims to define the mid-to-long term perspective and the strategies to improve sustainable mobility with a focus on flexible transport in rural and peri-urban areas, so to tackle disparities among urban transport service standards and the low-population density areas themselves.

This Output mainly addresses S.O.4.1 “To grow capacity of SMACKER regions in better plan, deliver, integrate and communicate transport services in their areas”, with particular care of the planning aspect.

The 6 regional strategies - including this one - were built with a bottom-up approach, implementing the matching between user needs and the possible transport offer that can be developed in the respective areas with the SMACKER project resources, so to guarantee the definition of a useful and sustainable transport solution.

A common transnational approach was adopted to build up the strategies in all the regions, so enabling the capitalization of the SMACKER top-down approach that identified the main DRT best practices; it included the following steps common to all the strategies:

1. reviewing the mobility needs in the pilot area
2. assessing the coherence between mobility needs and the foreseen pilot activities
3. drafting lessons learnt related to pilot planning, Local to Think Global (LTG) trainings (see O.T1.3) and potential activities beyond SMACKER;
4. Creating a strategy to improve the framework conditions for sustainable mobility (beyond the SMACKER project).

A Local Mobility Forum (LMF) was established with relevant stakeholders who contributed to develop this regional strategy.

Specifically, this strategy concerns the SMACKER pilot developed in Budapest, the largest city in and the capital of Hungary with 1,7 million inhabitants. The city of Budapest as the capital of Hungary is connected with comprehensive and dense road network and railway line connecting the region linking it to other regions of Hungary and to neighbouring countries. All typical urban transport modes are available in the city. The surroundings of Budapest including the city have about 3 million inhabitants most of whom work or study in this area. Budapest is one of the most important industrial cities, the economic and cultural centre of the country and the Carpathian Basin. The capital is popular among the tourists worldwide owing to the famous buildings, the geographic situation on the two riversides of the Danube with the Buda Hills and the well-known spas and baths from the Middle Ages.

The areas interested by the Budapest pilot are located in Budapest’s peripheral districts that are low-density built and extended recently the DRT bus line system to have connection to the nearest suburban railway line or that are provided by a fixed bus line of low utilization. The existing call-based service request system should be replaced with an APP-based IT system, because the existing system requires a lot of human resources (operators), not effective, and not comfortable for the users.

The transnational added value within the SMACKER project for Budapest is to consider the booking systems developed by the SMACKER partner regions in Italy and Slovenia and the sharing systems

complementing the sustainable mobility supply in Austria. Additionally, 10 Enlarged Transfer Programme (ETP) followers will benefit from the SMACKER project know-how gained in Budapest.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

The regional strategy developed in Budapest concerned the following NUTS region (NUTS2) and the correspondent sub-region (NUTS3): HU10, Közép-Magyarország - HU101, Budapest.

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

This regional strategy is expected to contribute to a better planning of the transport offer in the Budapest region with a focus on its peripheral areas, in particular enabling the design of sustainable and demand responsive transport solutions.

The Budapest pilot answers to most of the mobility needs identified in the pilot area, mainly related to improve the request and management procedures and tools of the existing DRT service.

In the framework of the SMACKER project, the aim of the Budapest pilot is to develop, test and implement a new web based online application, where passengers have direct access in order to book a ride and can follow whether the bus goes on the demanded route. Passengers will also have the possibility to cancel or rebook their requests if they cannot ride the pre-booked service. This (web based) application will also be available on smartphones in order to allow for a better access and give bigger flexibility to the users. The (web)application will have a backend for the dispatcher, who can follow the bookings and the cancellations. The aim of the application is to automatically advise the respective drivers on their to-do list satisfying the trip requests, without direct involvement of the dispatchers. For this purpose, either the existing online traffic control and passenger information system (FUTÁR) will be used, which gives indication for the driver through the on-board unit, or another smart device.

Therefore, the main effect of the regional strategy would be to reduce the impact of transport on the local environment, improving the effectiveness of the offered public transport solutions and finally decreasing the use of private cars.

All the SMACKER target groups in the Budapest pilot region can benefit from this Output/strategy, as it allows to overcome the lack of coordination for better connecting low population density areas and peripheral regions of a city with the TEN-T Core network. The early participation of the stakeholders to the design and decision-making process for DRT services, mainly ensured through the involvement of the LMF, allows to promote innovation in passenger mobility while serving the passenger mobility needs.

The Budapest LMF is participated by higher education and research, sectoral agency, infrastructure and (public) service provider, SME and interest groups including NGOs, and it is coordinated by the PP BKK that is a Local public authority. Therefore, local authorities were involved in the drafting of the strategy. On the other side, one institution has already adopted the Strategy in the pilot region, in particular as regards the implementation of the activities related to the SMACKER pilot action.

Sustainability of the developed and/or implemented strategy/action plan and its transferability to other territories and stakeholders

The regional strategy is based on the outcomes of the procedure described in the first section and includes an outlook for the future beyond SMACKER as well. It is a milestone towards the drafting of a regional action plan (SMACKER O.T3.2) that will be finally mainstreamed / integrated into the local policy. Main points of the Budapest pilot regional strategy are:

- train the drivers to answer the users' requests and provide them with specific instructions, also on how to install and use the app;
- consider forwarding instructions similar as for the drivers to other relevant institutions, such as health care centres, retirement homes, schools, etc.;
- develop strategies, how to integrate (or develop further) the online service request system into/towards a mobility-as-a-service tool where more modes and services are included (e.g. sharing systems, taxi, etc.) and e-ticketing;
- look for cooperation with other regions to find a common standard for the online service request system, so making the online service request and the supply visible for visitors from outside of the region.

The sustainability of the regional strategy is ensured by the adoption of BKK (Public transport authority of Budapest, local public authority), responsible for implementing the SMACKER pilot action and beyond that, providing the public transport supply in the region.

With regard to transferability aspects, all the institutions and organizations interested in increasing accessibility, especially in low population density rural and peri-urban areas, can use the SMACKER Output as supporting tool for defining sustainable and demand responsive transport offers. The methodology implemented for building up this strategy will also be useful for the SMACKER ETP followers (ref. WP.T3), especially as regards the mapping of their needs and problems and the identification of their expectations related to an innovative mobility planning exploiting DRT. Further target groups outside the SMACKER ones will be able to exploit the material, which is made public available and to attend the SMACKER events (ref. AF, page 86).

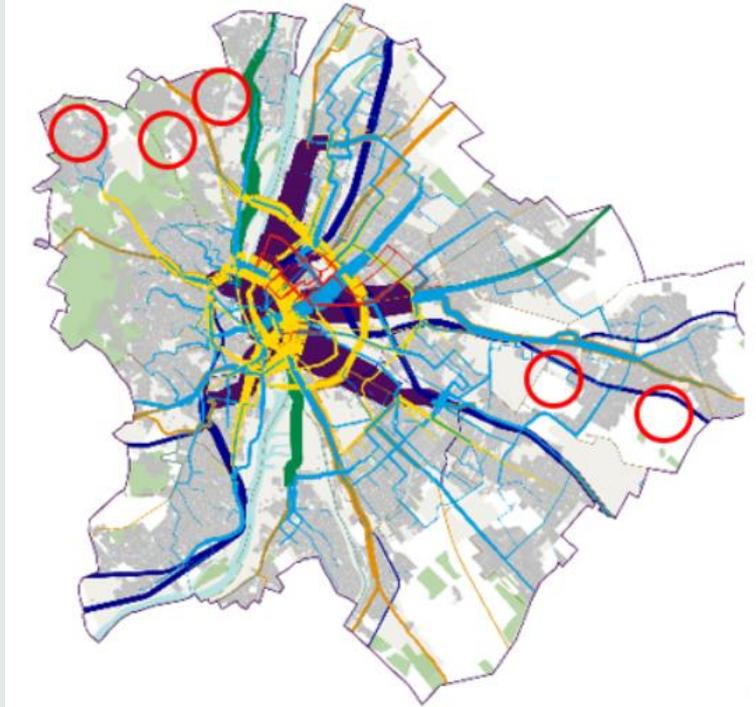
References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

The Budapest regional strategy is reported in the SMACKER deliverable D.T1.2.22, which is available on the [SMACKER website](#).

The map of the Budapest DRT services in May 2020 extrapolated from the deliverable is attached here below. Besides the regional strategy for planning demand responsive sustainable services in the Budapest area by matching the user needs with the SMACKER resources, D.T1.2.22 also contains useful tables reporting existing transport infrastructure and mobility services, DRT technical parameters of the pilot actions, and the correlation between identified mobility needs and the pilot action including nudging activities.

The promotional material and the screenshots from the web service and the app for booking the DRT service developed in the Budapest pilot region thanks to SMACKER following the presented regional strategy can be seen below the map.



Areas (red circles) with DRT services in Budapest

 **NÉHÁNY KATTINTÁS, ÉS ITT A TELEBUSZ!**
 Igényvezérelt közlekedési szolgáltatás – már online is!

Megújult a BKK telebusz-szolgáltatása: a telefonhíváson kívül most már online is leadhatod járatigényedet a telebusz.bkk.hu oldalon.

Az új felület előnyei:

-  egyszerű és gyors,
-  kényelmes,
-  online.





Regisztrálj a telebusz.bkk.hu oldalon!







ONLINE ADD LE JÁRATIGÉNYEDET 3 EGYSZERŰ LÉPÉSBEN!

1. Regisztrálj a telebusz.bkk.hu-n.
2. Válaszd ki a szükséges járatot és megállót.
3. Jelöld meg az indulási időpontot és az utasok számát.

MILYEN ELŐNYEI VANNAK AZ ONLINE FELÜLETNEK?

Egyszerű és gyors:
 néhány kattintással megrendelheted és lemondhatod a szolgáltatást.

Kényelmes:
 a korábbi igényléseket újra kiválaszthatod, így nem kell minden alkalommal ismét rákeresned.

Online:
 a szolgáltatás igénybevételéhez már nem kell telefonhívást indítanod.

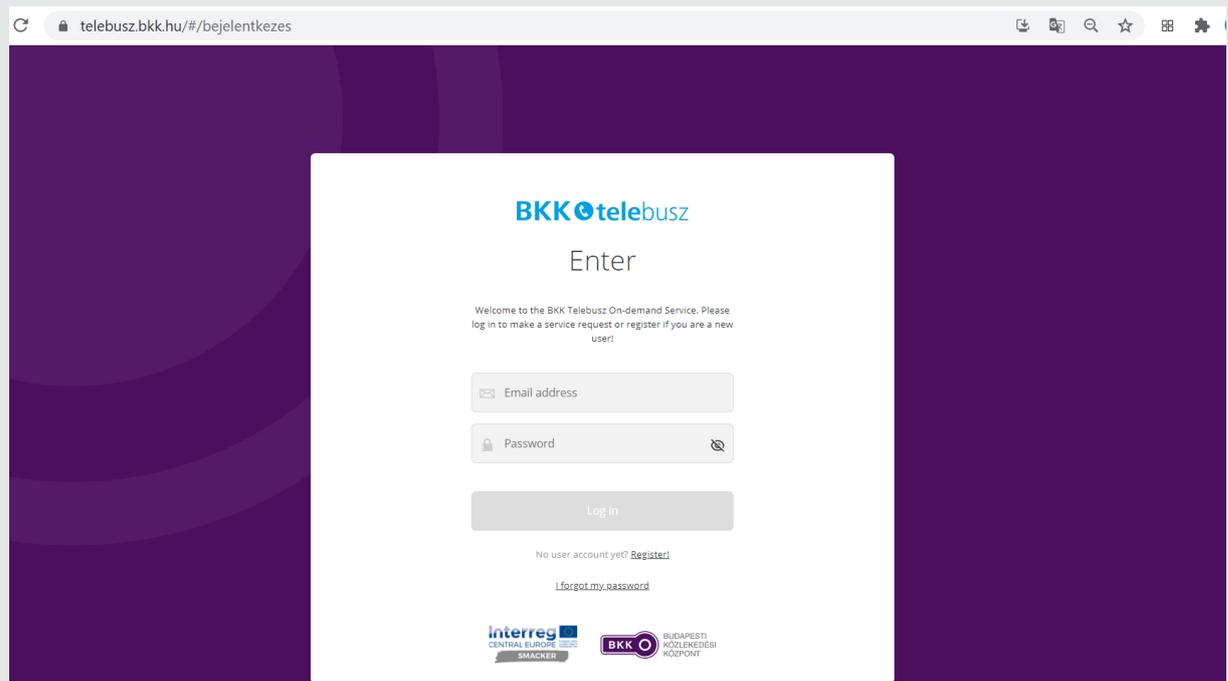
A BKK TELEBUSZ ÖSSZESEN MÁR 7 VONALON KÖZLEKEDIK:

- | | | | |
|-----|-----|-----|-----|
| 65 | 157 | 219 | 269 |
| 297 | 298 | 937 | |

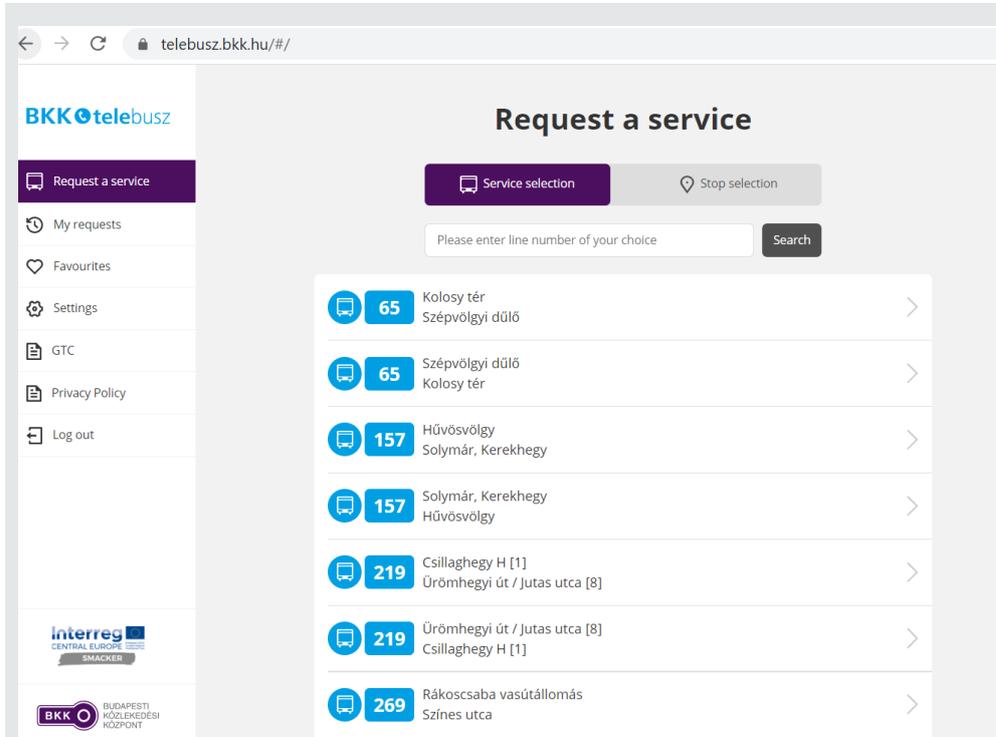
Poster with information on the DRT services (Telebusz) and link to the website and the APP for the booking



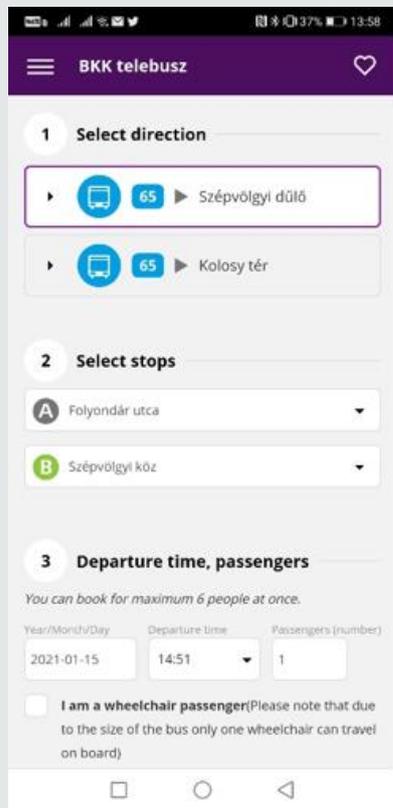
A pick-up point of the Telebusz DRT service in Budapest



Website for requesting the DRT Telebusz service in Budapest: log-in page (English version)



Website for requesting the DRT Telebusz service in Budapest: selection/booking page (English version)



Screenshot of the APP for requesting the DRT service in Budapest (English language)