

# OUTPUT FACT SHEET

## Strategies and action plans

Version 2

Project index number and acronym	CE1332 SMACKER
Output number and title	O.T1.4-1 - 6 Regional STRATEGIES for planning demand responsive/sustainable services in rural and urban-peripheral areas - Bologna
Responsible partner (PP name and number)	PP1 SRM PP2 ITL; PP5 UM; PP9 BOKU
Project website	<a href="https://www.interreg-central.eu/Content.Node/SMACKER.html">https://www.interreg-central.eu/Content.Node/SMACKER.html</a>
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 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 Bologna (IT), which is implemented in a wide but scarcely-populated mountainous area of the Bolognese Apennine that includes twelve small municipalities. The Bolognese Apennine and the Alto Reno Terme areas are well connected thanks to an adequate and modern road network connecting all towns and villages in the area. There are two railway lines serving the two main valleys: Porretta Terme, Riola and San Benedetto Val di Sambro train stations are the main train hubs in the pilot area. Park and ride areas are available next to these train stations. Sustainable transport infrastructures are developed but widening and improvement of such infrastructures are both required. Nowadays, no mobility sharing services are available in the project area. These characteristics are the cause of the poor level of public transport services. Indeed, except for peak hours during which some specific bus lines serve students and commuters, the mobility requests independent of private car usage usually remain uncovered, as traditional public transport services are not economically viable nor effective. As a consequence, only private cars can satisfy such mobility demand, and cars are the most used vehicle by residents of the area. Furthermore, this area has a specific touristic profile: thermal sources and health spa, ski areas and other touristic sites are affected by the scarce public transport offer and suffer of lower attractiveness because of their scarce accessibility. The Bologna pilot designs and tests a flexible transport service with the aim of complementing the existing transport services in the Bolognese Apennine and the Alto Reno Terme areas, thus paving the way towards a mixed transport system and targeting the future drafting of regulations for an improved access and use of such

services. The main objective is to encourage last mile mobility between scattered villages and municipalities, where train/bus stations are located, granting therefore accessibility to TEN-T corridors and vice-versa to major tourist attractions in the Bologna Apennines area.

The transnational added value within the SMACKER project for Bologna is to consider the booking systems developed by the SMACKER partner regions in Slovenia and Hungary 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 the Bologna pilot.

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

The regional strategy developed in Bologna concerns the following NUTS region (NUTS2) and the correspondent sub-region (NUTS3): ITH5, Emilia-Romagna - ITH55, Bologna.

#### 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 Bologna region, in particular enabling the design of sustainable and demand responsive transport solutions. The goal of the SMACKER Bologna pilot is to improve an existing DRT service by increasing the offer and its flexibility and by serving both the touristic and residential uses. This means a wider operating area, a bigger network of routes and stops, the possibility of booking the DRT service through an app and with shorter advance in regard to the requested journey.

In the framework of the SMACKER project, the Bologna pilot identifies and updates the network to be served by the DRT service, which is different in summer and in winter in terms of frequency and served stops. Furthermore, the Bologna pilot endows the DRT service in the pilot area with an IT solution for a smoother and more flexible service exercise; the IT solution also makes available an app for an easier booking of the service itself, while still ensuring the possibility of booking via the traditional call-center. Such measures are completed by the improved communication of the service to both the tourists and the residents, and by the implementation of ad-hoc communication and nudging activities.

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 by closing the gap of the last/first mile in the region.

All the SMACKER target groups in the Bologna pilot region can benefit from this Output/strategy, as it allows to overcome the lack of coordination for better connecting low population density areas 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.

Bologna LMF is participated by local authorities, who were therefore involved in the drafting of the strategy. On the other side, two institutions have already adopted the strategy in the Bologna 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 Bologna pilot regional strategy are:

- integrate DRT with other mobility services in the pilot area and at regional level, e.g. sharing mobility as a complementary element;
- further develop strong synergies with local touristic and commercial operators;
- establish open and regular communication with users (both residents and tourists), to inform and support them and also to collect feedback;
- consider offering DRT night services in the future.

The sustainability of the regional strategy is ensured by the adoption of SRM (local public authority for transport Bologna) and TPB (transport service provider), responsible for implementing the SMACKER pilot action and beyond that, organizing/delivering 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 peripheral 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 project will be able to exploit the material, which is made public available and to attend the SMACKER events (ref. AF, page 86).

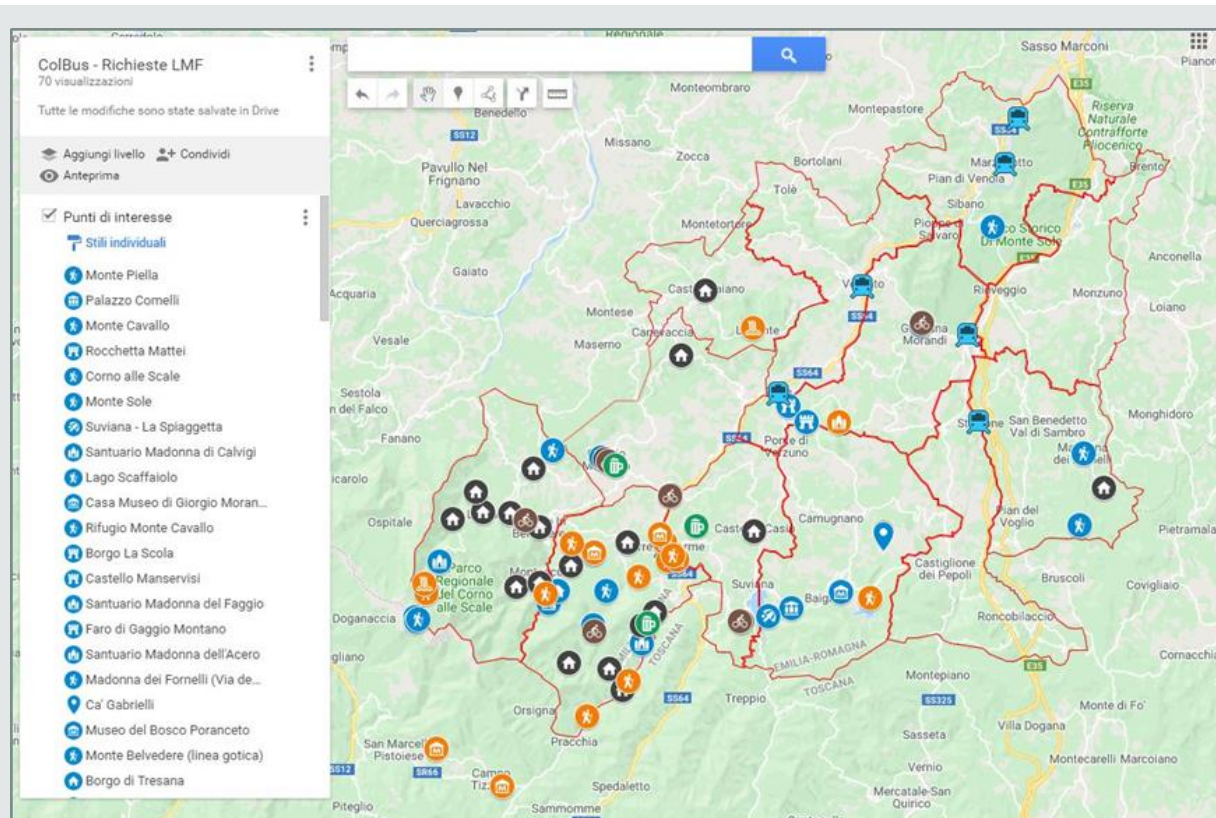
### References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

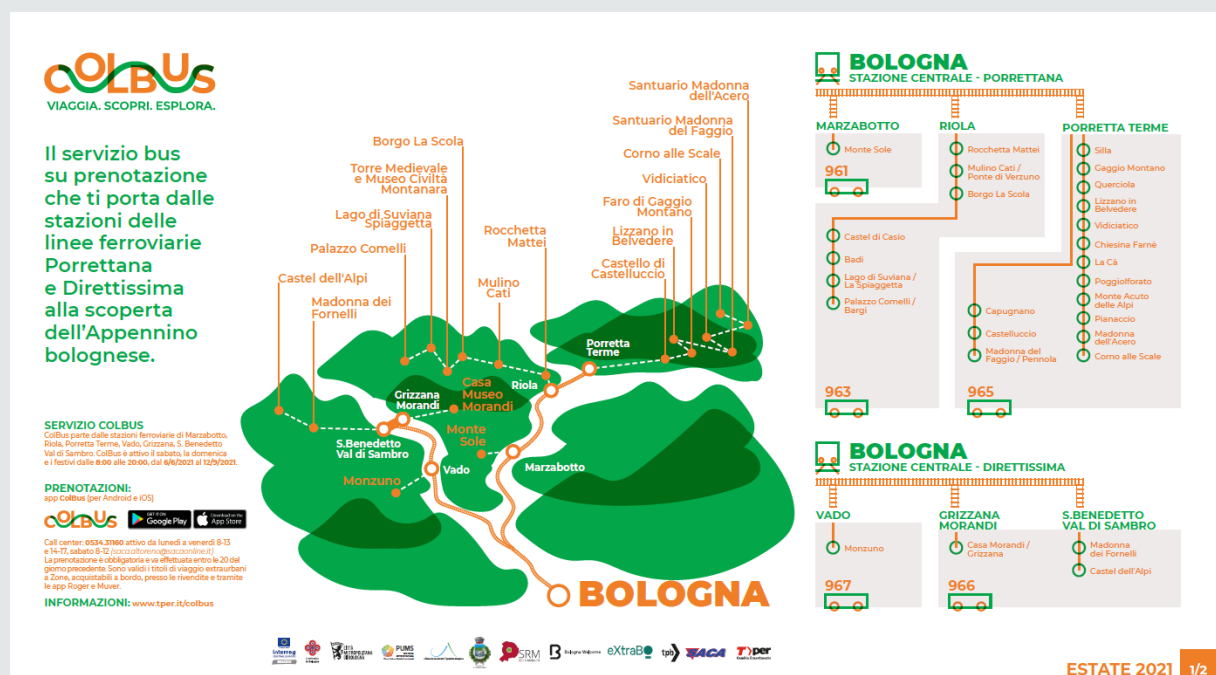
The Bologna regional strategy is reported in the SMACKER deliverable D.T1.2.18, which is available on the [SMACKER website](#).

The map of the Bologna pilot area and the mobility needs extrapolated from the deliverable is attached here below. Besides the regional strategy for planning demand responsive sustainable services in the Bologna area by matching the user needs with the SMACKER resources, D.T1.2.18 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 web material and some screenshots from the website and the app of the DRT service developed in the Bologna pilot region thanks to SMACKER following the presented regional strategy can be seen below the map.



The Bologna pilot area

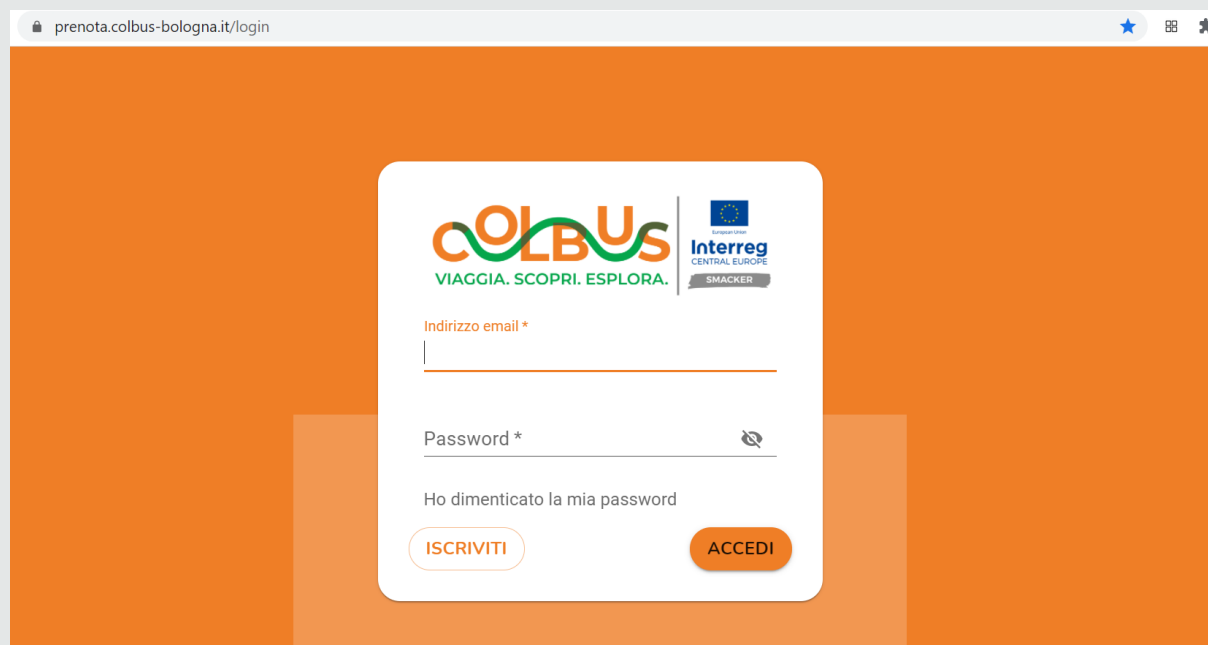


Promotional flyer for the Bologna pilot transport service called ColBus, page 1/2: the public transport scheme of the pilot area





Promotional flyer for the Bologna pilot transport service called ColBus, page 2/2: touristic destinations served with sustainable transport modes in the region



Screenshot from the website developed for accessing information and booking of flexible transport supply "ColBus"

