OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 3

Project index number and acronym	CE1332 SMACKER
Output number and title	O.T2.7 – Pilot action implementation Murska Sobota (SI)
Investment number and title (if applicable)	O.I2.1 PILOT ACTION – Pilot implemented in the city of Murska Sobota (SI)
Responsible partner (PP name and number)	PP6 MURS Support: PP1 SRM; PP2 ITL; PP5 UM; PP9 BOKU
Project website	https://www.interreg-central.eu/Content.Node/SMACKER.html
Delivery date	30 June 2022

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature, demonstration character and transnational added value

The aim of the Murska Sobota SMACKER pilot was to develop, test and implement an efficient app-oriented transport service, based on the deployment of an online app and cloud back-office enabling demand responsive public transport. The pilot activities included a feasibility study (informational, organizational and economic aspects) as basis for investment into development of demand responsive app for smart phones.

The pilot action is in line with main objective of SMACKER, i.e. to reduce the impact of transport on the local environment improving the effectiveness of mobility services and providing innovative solutions such as DRT services to connect peripheral areas EU transport network, cutting down the dependence from the private cars.

The Murska Sobota pilot was built capitalizing on the methodologies and objectives identified through the analysis done at local level on users' needs and behaviours, and includes the activities for the behaviour change campaign, the services offered and opportunities to be exploited (D.T1.2.15). It takes into account specificities of the pilot site, the existing mobility plans, the results from the collaboration with the Local Mobility Forum - LMF (D.T1.2.8, D.T1.2.15), and the local strategies elaborated with the SMACKER scientific partners (D.T1.2.21, chapter 4).

The pilot solution was tested within the City Municipality of Murska Sobota and the Municipality of Moravske Toplice. The service is named Responsibus. It offered an IT solution that allows online

booking of transport using an online application. When the service was booked the transport provider was automatically informed how many persons are booked for the trip. Based on the number of booked passengers the transport provider could decide, if a small bus (19 persons) or a bigger bus (52 persons) was needed. The online service was developed by the MURS team with the help of an external partner: the solution is new and prepared for the MURS pilot due to the specific needs. In the testing phase adaptions were made. The notification via telephone (at start of service only email notification was enabled), different language's options (English, Slovenian, German) and the possibility to add more stopes were added. The service was also made available on smart stands located in the receptions of hotels Livada, Termal, Ajda and Vivat and in the Expano Regional Promotion Centre.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

The pilot action implemented in Murska Sobota concerned the following NUTS region (NUTS2) and corresponding sub-region (NUTS3): SI01, Vzhodna Slovenija - SI011, Pomurska.

Investment costs (EUR), if applicable

The Murska Sobota pilot includes an investment (WP.I2) which total cost financed by SMACKER is € 36.696,96.

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

According to the key development indicators and other relevant statistics and data (ref. Regional Development Plan 2021–2027 for Pomurje region, RDP2127 released May 2021), Slovenia is characteristically centralized and has been unevenly developing during past two decades. These specifics led to a concentration of workplaces, administration and businesses in bigger urban centres and created a workforce of daily commuters, especially in the rural areas of peripheral regions. The region of Pomurje in the North-East of Slovenia is one of these.
A vast majority of the regional commuters use their personally owned cars to get to work and back home and most of them use the same mode of transport for other journeys as well (see SUMP, 2017; SURS, 2018), e.g. to run errands for themselves, their children, or parents, to visit family and friends, or to attend events. Developed urban centres and underdeveloped, poorly serviced and hard-to-access rural areas make up a contrast with a huge gap between them. A gap which is most often overcame by cars moving only one passenger.
Furthermore, visitors to the region of just over 100.000 inhabitants – in 2018, there was approximately 380.000 incoming tourists generating more than 1 million overnight stays – represent a significant group of people with mobility needs in the region as well. Most of them reach their destination in the

region by car and, due to the poor connectivity of tourist attractions and spa and wellness resorts with public passenger transport, move around the region by car too. Alternatively, a small portion of them use their bicycles, however, they are limited to the ever-growing but inadequately planned network of cycling paths that mostly connect urban centres and not the tourist attractions in the region. Many scenic routes potentially interesting for cycling have not yet been adjusted for safe cycling purposes.
The pilot targeted the development of a new plan and the implementation of new measures to answer local challenges in low density area. The pilot action was successfully implemented, and the objectives were achieved, also, the response from the users and the stakeholders involved was positive. Transnational cooperation had ensured that plans and measures adopted are sustainable and transferable.
Policy makers, transport operators and stakeholders were involved in the pilot activities since the very beginning through the LMF, which led to an uptake of the achieved results at institutional level. Furthermore, the pilot results were capitalized also in the Regional Action Plan (D.T3.3.5), that was also mainstreamed into local policies (D.T3.3.11).
In a medium-to-long term perspective, the pilot action would enable institutions and authorities to better manage the mobility in peripheral and rural areas, thus meaning further leveraged funds for follow-up projects, investments, additional services and upscaling of pilot results to other areas in the same region.

Sustainability of the pilot action results and transferability to other territories and stakeholders

The Municipality Murska Sobota already agreed to support the action through financial support. MURS hopes that other municipalities in the region will see the benefits so it would be possible to expand the range of the service. Therefore, MURS already included one neighbor municipality as ETP follower and will promote the service also in other municipalities in the region.
The pilot activities and results are capitalized in the Regional Action Plan, that is based on regional and transnational strategies developed in SMACKER WP.T1 and on joint reflection/evaluation on the pilot results achieved through the pilot action developed in WP.T2. The Regional Action Plan serves the Regional Government to support common practices in the area and provides hints for planning a better integration of the peripheral area/s in the regional transport system.
The MURS pilot has developed a DRT-service providing flexible bus service to tourist in the region in off-peak hours. The pilot service has connecting two major centres of tourism, Moravske Toplice and Expano, in the region with the regional urban centre of Murska Sobota in a sustainable way, providing a reliable, safe, and demand responsive transportation.
The Regional Action Plan provides a strategic framework for the integration of flexible and demand-responsive means of transport in the regional system of public transport, including the DRT-service deployed and tested in the local SMACKER pilot action.
The main lesson learnt from the identification of the strategies for overcoming the barriers met during the pilot life is that technology is important to develop DRT initiatives. In order to capitalize this lesson, it is recommended to always analyse the current trends and possibilities in this field before start an initiative linked to the DRT service provision. Also, it is recommended to consider good practices done in similar cities/regions to see which option is optimal for a particular area.

If applicable, contribution to/ compliance with:

- **relevant regulatory requirements**
- **sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced**
- **horizontal principles such as equal opportunities and non-descrimination**

The Murska Sobota pilot was implemented in compliance with the relevant regulatory requirements in the area.
The Murska Sobota pilot has offered a DRT-service providing flexible bus service to tourist in a passenger traffic low-density region in off-peak hours. The pilot service connected two major centres of tourism, Moravske Toplice and Expano, in the region with the regional urban centre of Murska Sobota in a sustainable way, providing a reliable, safe, and demand responsive transportation.
The pilot activities allow people to shift from cars to public transport, which do not have negative environmental effects.
SMACKER horizontal principles relate to sustainable development, equal opportunity and non-discrimination, gender equality, positive impact on the environment: all of them were respected and integrated in the pilot action.

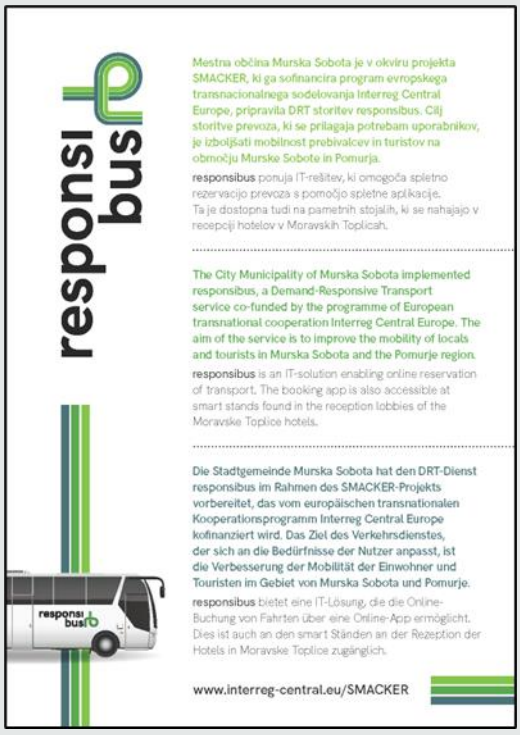
References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links
If applicable, additional documentation, pictures or images to be provided as annex

Murska Sobota pilot implementation is reported in deliverable D.T2.3.5, while its monitoring and evaluation activities and results are described respectively in deliverables D.T2.4.4 and D.T2.4.10
All the deliverables are available on the SMACKER Toolbox at https://www.smacker-toolbox.eu/ .
As soon as the deliverables get approved (i.e. JPR6 is accepted by the JS), they will be also uploaded on the SMACKER website https://www.interreg-central.eu/Content.Node/SMACKER.html - section "PUBLICATIONS".

Some pictures / images illustrating the Responsibus DRT service developed by the Murska Sobota pilot action are reported here below.

Flyer


Interreg CENTRAL EUROPE
SMACKER
MURSKA SOBOTA
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


responsi bus
Mestna občina Murska Sobota je v okviru projekta SMACKER, ki ga sofinancira program evropskega transnacionalnega sodelovanja Interreg Central Europe, pripravila DRT storitev responsibus. Cilj storitve prevoza, ki se prilagaja potrebam uporabnikov, je izboljšati mobilnost prebivalcev in turistov na območju Murske Sobote in Pomurja.
responsibus ponuja IT-rešitev, ki omogoča spletno rezervacijo prevoza s pomočjo spletne aplikacije. Ta je dostopna tudi na pametnih stojalih, ki se nahajajo v recepciji hotelov v Moravskih Toplicah.
The City Municipality of Murska Sobota implemented responsibus, a Demand-Responsive Transport service co-funded by the programme of European transnational cooperation Interreg Central Europe. The aim of the service is to improve the mobility of locals and tourists in Murska Sobota and the Pomurje region.
responsibus is an IT-solution enabling online reservation of transport. The booking app is also accessible at smart stands found in the reception lobbies of the Moravske Toplice hotels.
Die Stadtgemeinde Murska Sobota hat den DRT-Dienst responsibus im Rahmen des SMACKER-Projekts vorbereitet, das vom europäischen transnationalen Kooperationsprogramm Interreg Central Europe kofinanziert wird. Das Ziel des Verkehrsdienstes, der sich an die Bedürfnisse der Nutzer anpasst, ist die Verbesserung der Mobilität der Einwohner und Touristen im Gebiet von Murska Sobota und Pomurje.
responsibus bietet eine IT-Lösung, die die Online-Buchung von Fahrten über eine Online-App ermöglicht. Dies ist auch an den smart Ständen an der Rezeption der Hotels in Moravske Toplice zugänglich.
www.interreg-central.eu/SMACKER

Map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responsi bus

Stands for smart tablet