

# OUTPUT FACT SHEET

## Strategies and action plans

Version 2

Project index number and acronym	CE1332 SMACKER
Output number and title	O.T3.2-5 Regional ACTION PLANS to better integrate peripheral areas using DRT - Budapest
Responsible partner (PP name and number)	PP7 BKK Support: 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 June 2022

### 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.T3.2, which is composed by 6 local Regional Action Plans each focusing on demand responsive/sustainable transport services in rural and peri-urban areas, and breaking down the strategy goals and objectives into specific tasks: Regional Action Plans include the sequence of steps to be taken and activities that must be performed, a timeline, the financial resources and a definition of the responsible actors.

The 6 Regional Action Plans were built on the basis of the 6 SMACKER pilot actions developed by project partners; thanks to the experience gained during the pilots, it has been possible to extend the steps followed to wider regional areas.

A common approach was adopted to build up the Regional Action Plans in all the regions, making them aligned at project level. First of all, a common index was agreed, consisting on: Aims, Stakeholders to be involved, Key actions to solve the problem/s and to reach the proposed objective/s, Implementation time plan, Risk analysis, Funding resources, Key action monitoring schemes, Key stakeholders' involvement strategies.

In the specific case of Budapest, the main objectives consist of: support regional municipalities and national responsible bodies to set up DRT lines in the surroundings of Budapest, explore and expand the potential use of public transport through behaviour change campaigns and nudging initiatives, improve the usability and the accessibility to the DRT service through a smartphone app for trips booking, make more comfortable the whole journey for public transport users living in external areas of the city, decrease the modal share of private cars in Budapest and the agglomeration.

The Regional Action Plan was transferred into political mainstream and in particular to the Research Centre for Transport Development of KTI - Institute for Transport Sciences, which has shown - through

a Letter of Support - its interest and support in the key strategic actions identified in the Regional Action Plan elaborated in SMACKER.

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

The Regional Action Plan drafted for Budapest concerned the following NUTS region (NUTS2) and the corresponding sub-region (NUTS3): HU10, Közép-Magyarország - HU101, Budapest.

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

The Regional Action Plan provides a common approach at regional level and can be used by all the stakeholders involved in the process of promoting and integrating public transport and DRT in peripheral areas, such as improving regional policies and strategies for rural areas. Several stakeholders can get benefit from the Regional Action Plan and / or impact on other stakeholders in public transport service development: Local public authority which are responsible for the PT organization, private and public PT operators which are responsible for infrastructures and vehicles, local professional SMEs, higher education institutions and NGOs whose support, feedback and expertise could be essential during the process. Finally, existing and potential passengers of the DRT lines will both get benefit from new service and give feedback on service itself. These stakeholders must be also involved in DRT service communication and nudging activities, as to better connect the service with the local communities.

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

Several problems and barriers could arise during the planning phase. These risks have been analysed in the Regional Action Plan: cost for IT development, changes on the decision maker level or lack of internal support, lack of cooperation with national/regional bodies, less passengers than expected due to different reasons (pandemic, lack of communication, poor quality of the service...). For each risk, a solution for its mitigation has been provided; anyway, the strong cooperation is very important during the planning and the implementation with the internal and external stakeholders. Without it several barriers could appear, and it could take much more time and effort to overtake them. The Regional Action Plan has also analysed possible funding resources, to make the service sustainable and guarantee continuity through time, like funds from the local Municipality, the responsible ministry or from EU.

References to relevant deliverables and web-links  
If applicable, pictures or images to be provided as annex

Budapest Sobota Regional Action Plan is contained in the SMACKER deliverable D.T3.3.6, while the mainstreaming activities are described in D.T3.3.12.

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".