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MARA Webinar  
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Survey on demand responsive services and the Prontobus experience



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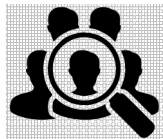
# OBJECTIVE

The aim of the survey is to obtain a **collection and analysis of DRT services in low-demand areas.**



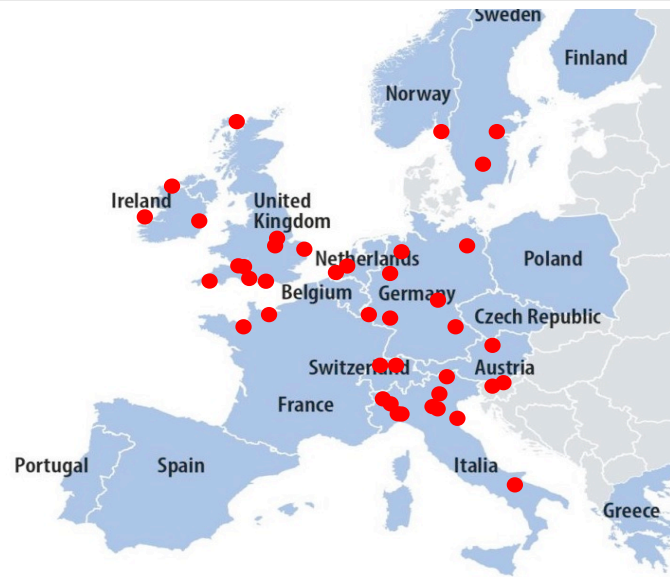
The survey concerns DRT services in Europe and worldwide.

The goal is also to **highlight new innovative services that include technologies** and that are close to the needs of all users.



The main target groups of the services monitored in the survey are young people **who do not have access to primary services**, (i.e. health care, shopping, work, study), without a car and people who do not have easy access to transport systems.

The results obtained derive from the analysis carried out in the framework of YOUMOBIL project, integrated with the experience gained in REGIAMOBIL.



# METHOD



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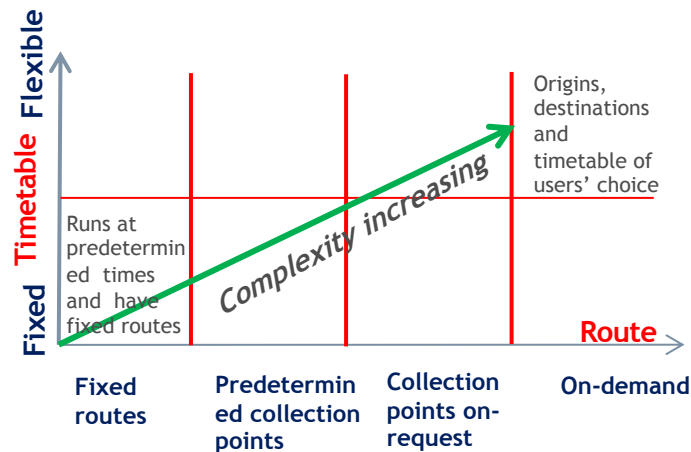
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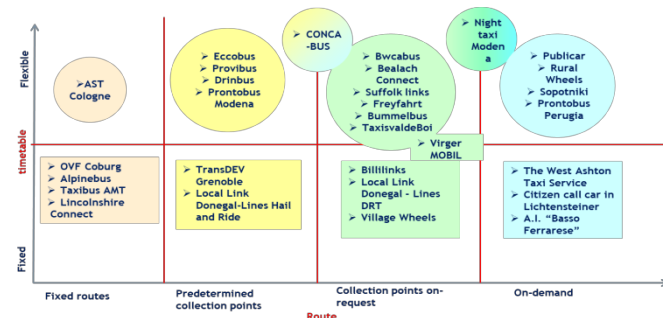


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|   |
|---|
| Service                                   |
| Who                                       |
| Where                                     |
| Start Date/End date                       |
| How is the DRT system financed?           |
| Description                               |
| Type of service of matrix                 |
| Target users                              |
| What area is the service covering?        |
| When is booking required?                 |
| Type of booking                           |
| Where are users picked-up or dropped-off? |
| Fare                                      |
| What size of vehicle should be used?      |
| Link/source                               |



Definition of the “Service model matrix”:  
The timetable and route are placed on an incremental scale of flexibility, moving from rigid services to increasingly flexible services.

1

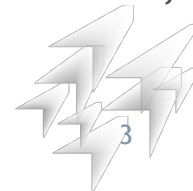
Study of each service:  
each service has been described in a specific data sheet

2

Classification of services: each service has been classified in the matrix, highlighting the timetable/route flexibility and the kinds of settlement/territory.

3

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# ROUTE-TIMETABLE MATRIX



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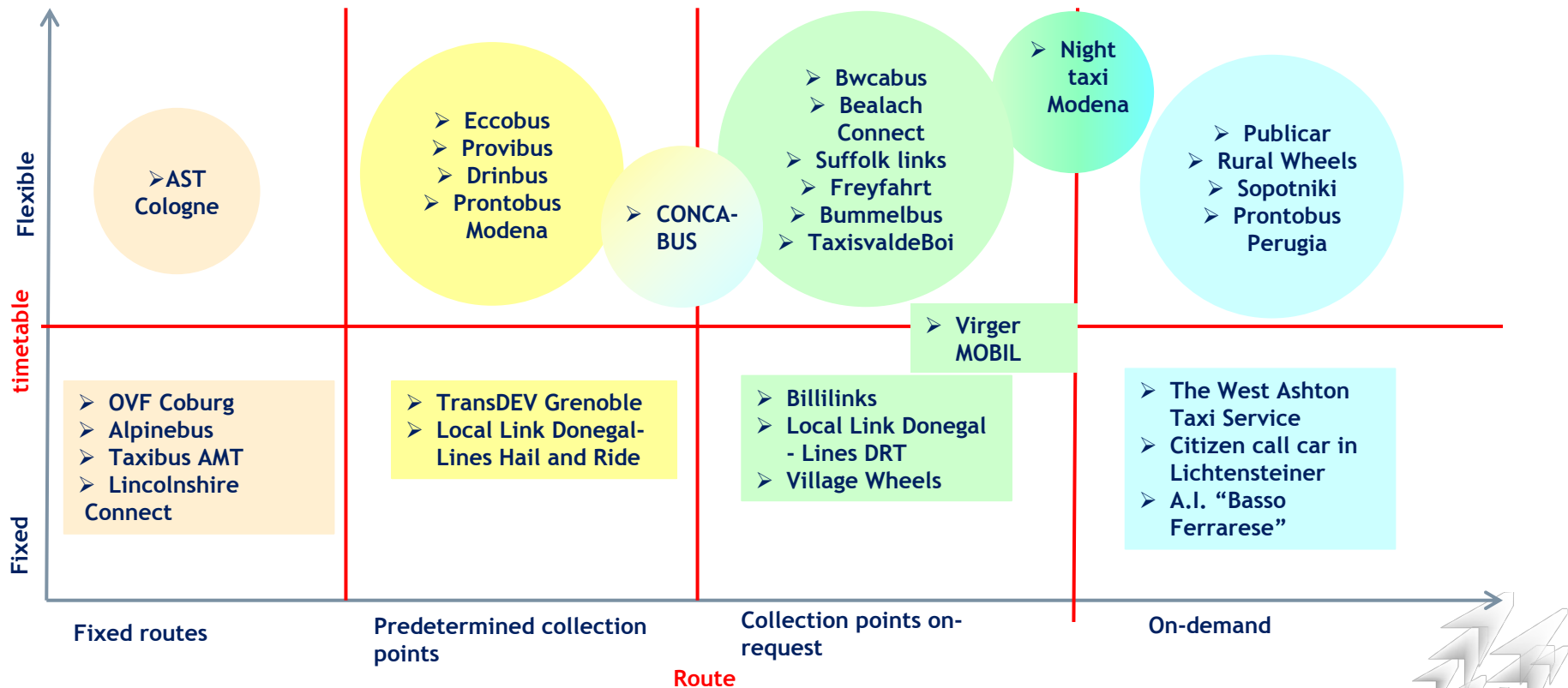
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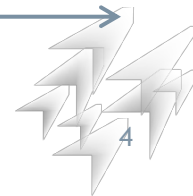


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# FIRST OBSERVATIONS



The study aims at improving knowledge and sharing approaches and ideas, in order to encourage the **valorization of the practices** in EU



Most of the services found in this analysis are characterised by a **good flexibility of timetable** and a **mid-range flexibility of route**.



The use of **technology** is still absent for many services, the **booking** of which is made by telephone call. The use of technological solutions improves the **user-friendly approach**.



Many DRT services analysed are **based on no-profit organisation** involving volunteer drivers and easing their sustainability after the end of direct funding.



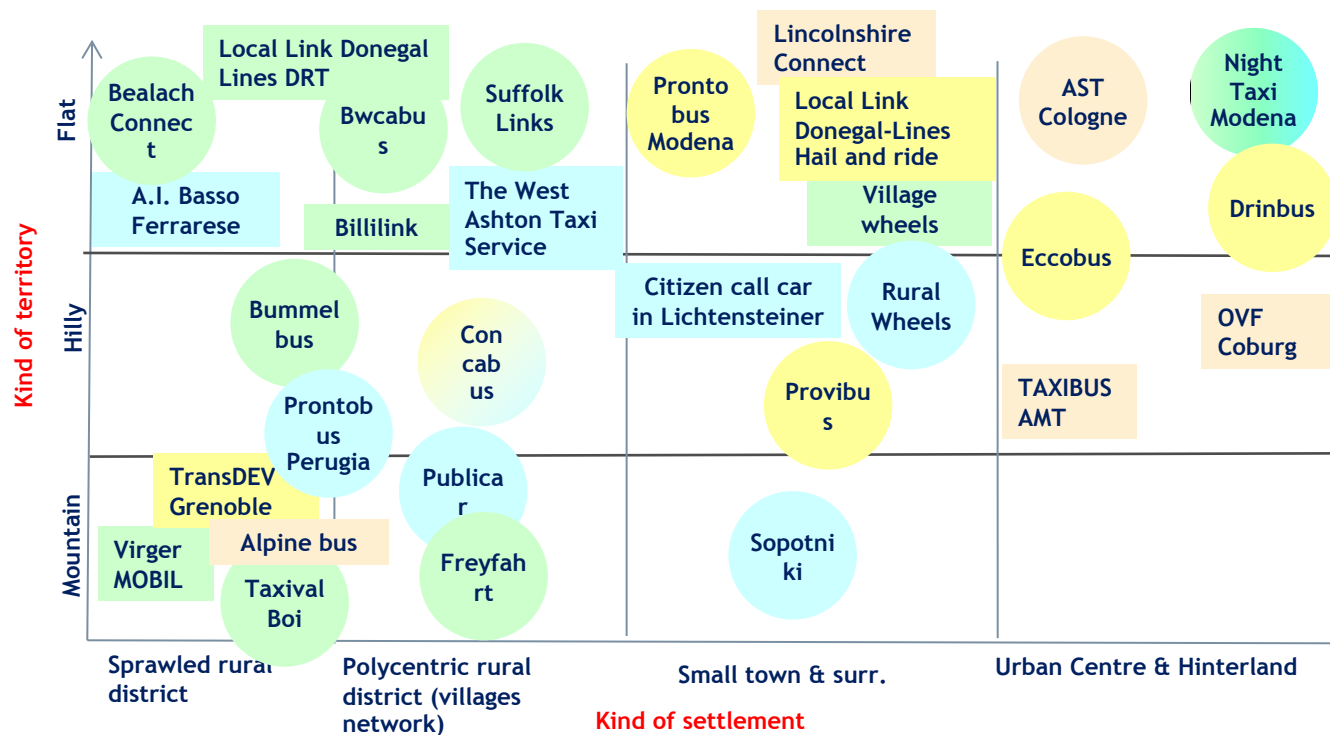
Among the **objectives of the services**, there is the improvement of **accessibility** (social inclusion) and **intermodality** (first/last mile).



With regard to the **COVID-19** and post-lockdown period, some services were suspended in the period February - summer 2020. Some services have started in **compliance with safety regulations** around 6/20, accepting a limited number of users and removing evening runs because of the curfew.

# SETTLEMENT-TERRITORY MATRIX

For a better understanding of the DRT services, they have also been classified by kind of settlement/kind of territory



As shown in the matrix, there is no clear correlation between the different DRT service models (characterized by different flexibility in route and timetable) and the kind of territory/kind of settlement in which they are implemented.



The territorial context by itself is not a determining factor in the choice of DRT model to be applied.

In order to design a successful DRT service the needs of the area need to be analysed in detail.

# HOW THE DRT WORKS



How does Prontobus work?

In a network of dedicated bus stops  
it is possible to choose the  
start  
and  
arrival  
stops

The customer has to phone to the call center or use the RUMOBIL app to make the reservation.

If the trip is not in conflict with others,  
it is accepted otherwise, a different  
time is negotiated



# KEYWORD: FLEXIBILITY



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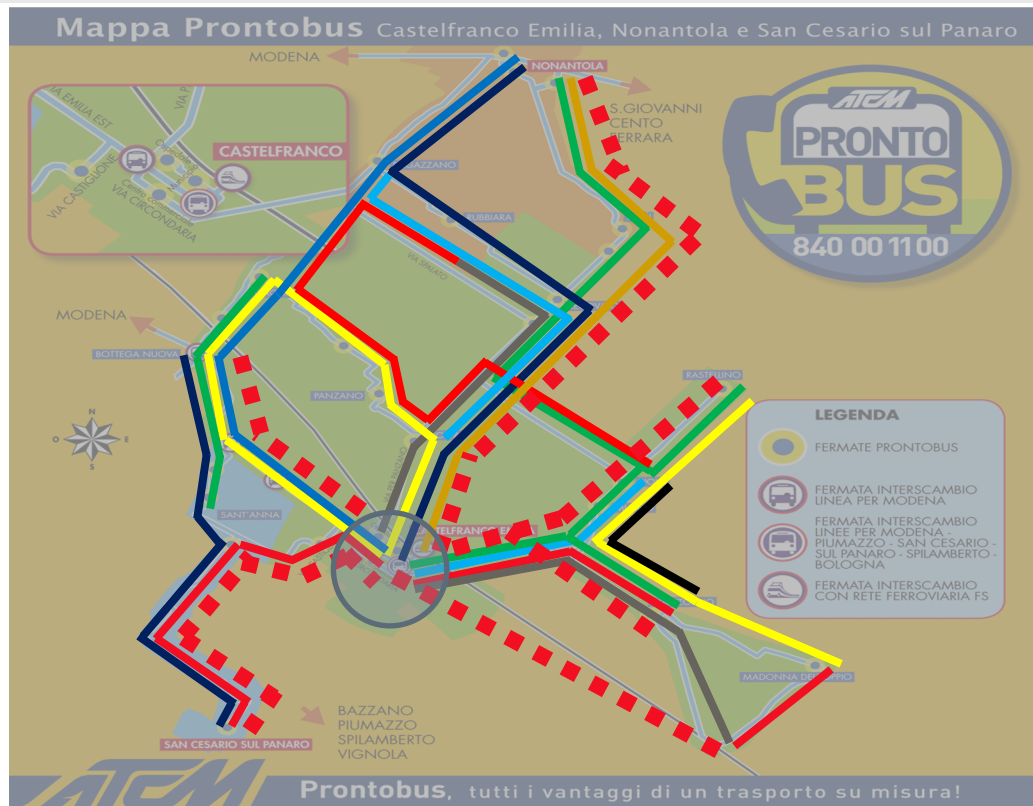
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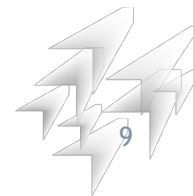


DRT routes (one week)



Actual LPT routes

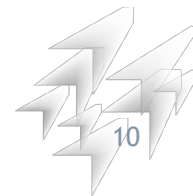
**92,8%**  
of trips are  
from/to the  
main center



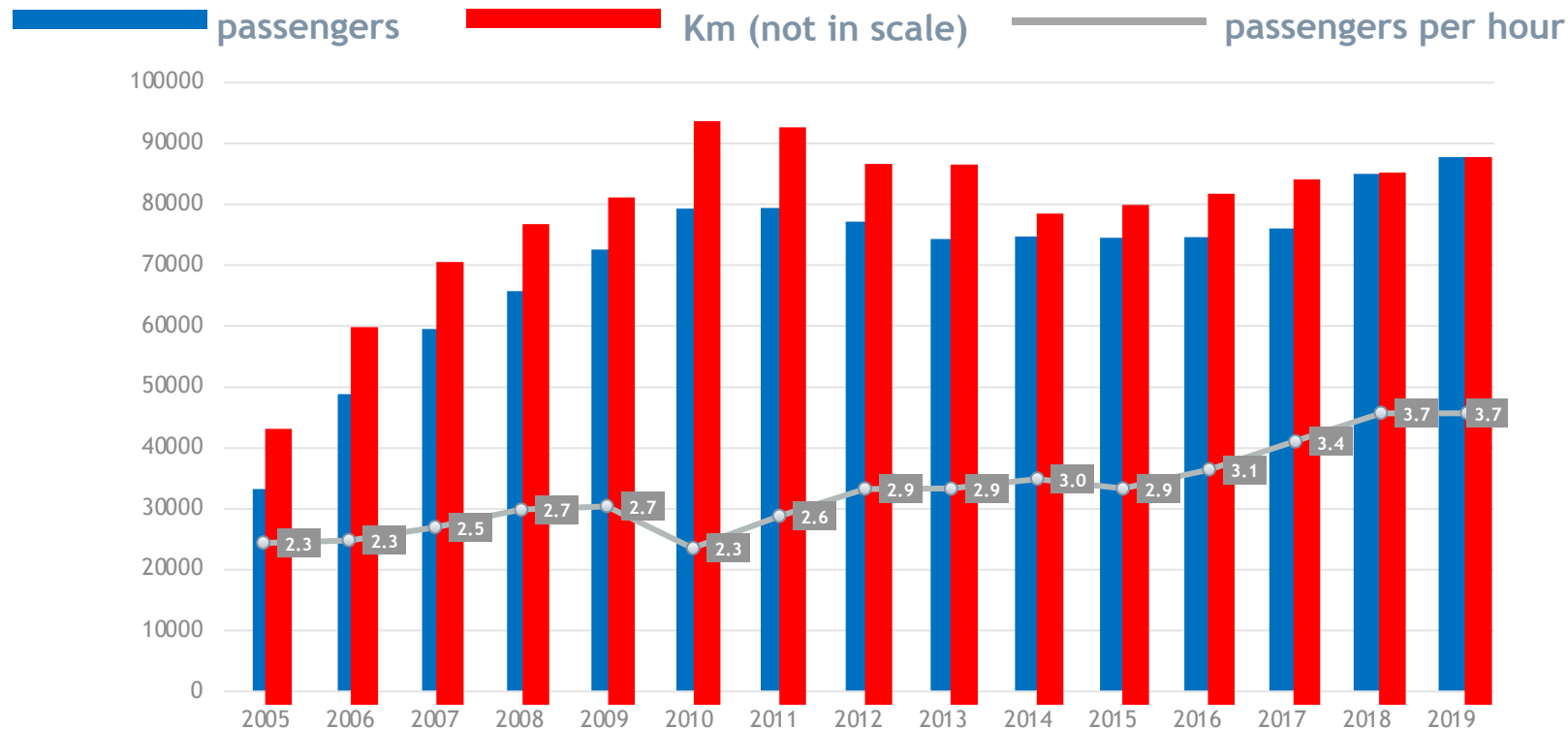
# DRT IN MODENA PROVINCE



| DRT locality     | From | To        | # stops | area     |
|------------------|------|-----------|---------|----------|
| Pavullo          | 2003 | operating | 433     | mountain |
| Modena           | 2004 | operating | 290     | suburbs  |
| Mirandola        | 2005 | operating | 128     | rural    |
| Carpi            | 2004 | operating | 112     | rural    |
| Castelfranco     | 2006 | operating | 69      | rural    |
| Maranello        | 2008 | operating | 68      | suburbs  |
| Fiorano Modenese | 2006 | 2013      | 38      | suburbs  |
| Serramazzoni     | 2007 | 2013      | 41      | suburbs  |
| Formigine        | 2008 | 2012      | 36      | suburbs  |



# SOME DATA



# DRIVERS / BARRIERS

## Drivers

- bring LPT services where it would be difficult to make ordinary services (mountains, rural areas)
- replace ordinary LPT services underused
- DRTs are more manageable because they are often subcontracted
- use of small (low polluting) vehicles
- same tariffs of ordinary LPT services to increase connections between DRT & LPT

## Barriers

- high cost for each passenger transported
- DRT not suitable for small areas without a good attraction center (services)
- paid directly by the Municipality

| 2019 | Service      | km         | €/km   | pax        | €/pax  |
|------|--------------|------------|--------|------------|--------|
|      | DRT          | 486.803    | 1,60 € | 91.585     | 8,52 € |
|      | ordinary LPT | 11.809.338 | 2,03 € | 13.807.472 | 1,74 € |

# THANK YOU!



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