

Interreg



CENTRAL EUROPE

European Union
European Regional
Development Fund

RUMOBIL

TAKING
COOPERATION
FORWARD



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RUMOBIL



Rural Mobility in European Regions affected by Demographic Change



aMo Modena - Andrea Burzacchini

Main aim:

- Improve planning and coordination of regional Public Transport systems for better connections to national and European transport networks.

Main outputs of RUMOBIL are:

- 8 pilot actions
- Define a RUMOBIL Strategy
- Adopt policy-decisions to implement the Strategy in the eight partner regions through an improvement of their transport plans.



aMo is operating since 2003 in the province of Modena and performs the following main functions:

- **Planning and design of LPT services:** urban, suburban and on-demand services (Prontobus)
- Execution of **public procurements** for the selection of the Public Transport operator
- Issue and management of the **service contract** with the winner of the public procurement
- **Control** of the Public Transport Service
- Property and management of assets (depots, bus-stops, trolley line, technologies)
- **Staff of 12 units**



The **on-demand services** called **Prontobus** have been activated, starting 10 years ago, on the basis of the following principles:

- **Integrate or replace traditional public transport services in low demand areas/hours**, in areas with low population density or with population dispersion (mountain areas, rural areas), in suburb urban areas not served by LPT
- Offer a **complementary and integrated service**, intermediate between the traditional service (bus lines), and the door-to-door service (taxi)
- Offer an high quality public transport service, closer to the needs of users, thanks to the **personalisation and the duration of the journey** that must not exceed 30 minutes, using **ecological mini-buses equipped for the transport of disabled people**
- The services are paid to the Operator on a time (hours of service) and distance (km effectively traveled) basis



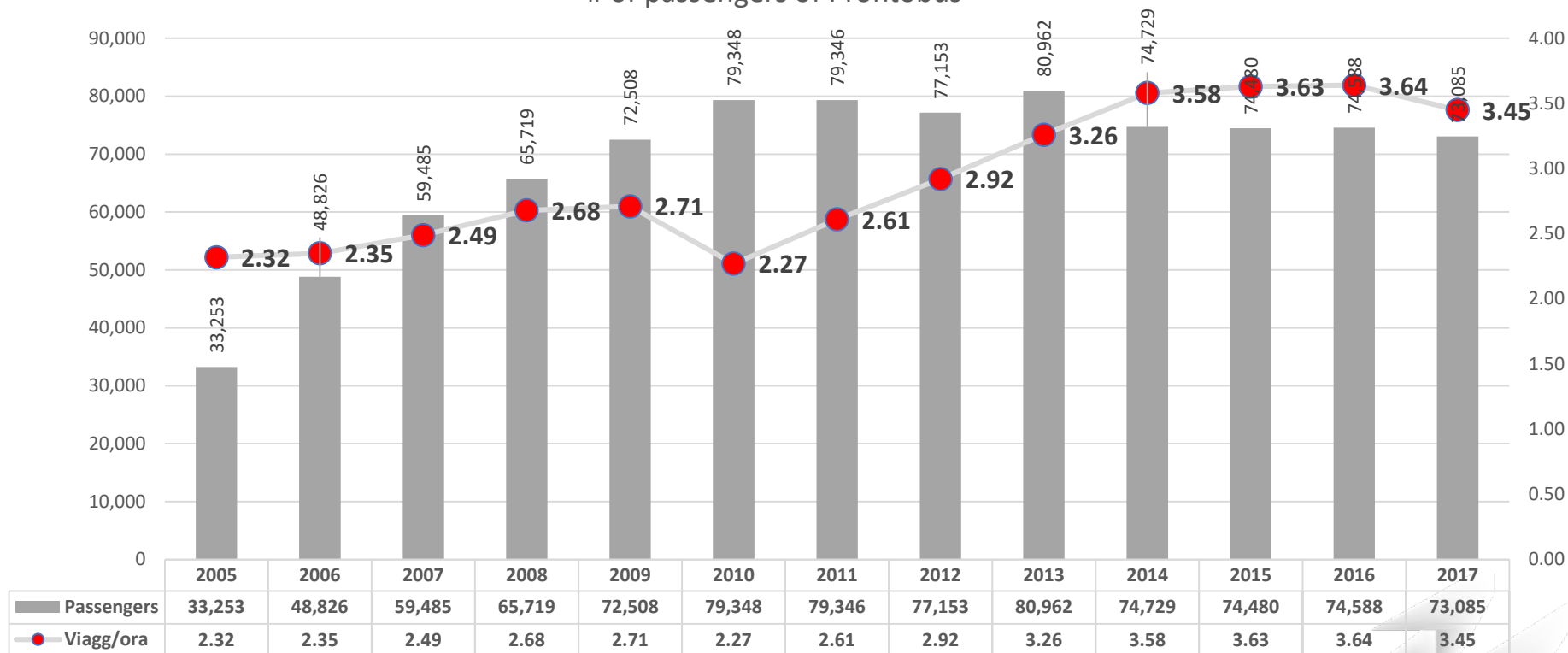
PRONTOBUS: HOW IT WORKS

- The travel reservation is made through a **Call center**.
- The **collection points are stops marked with special plates** with a clearly visible service logo and an identifying number to be used during reservation
- From the list of bus stops it is **possible to select the start and the destination of the desired trip**; then the date and departure/arrival time has to be defined, checking them together with the operator of the Call center
- The travels must be booked at least 60 minutes in advance of the desired departure time.
- It is possible to book a ride for the same day, for the following days, with a maximum booking equal to seven consecutive days; each trip can be booked even more than one person
- The **price of tickets is the same of the ordinary LPT services**; the ticket can be purchased on board



MAIN INDICATORS

of passengers of Prontobus



PILOT ACTION IN CASTELFRANCO EMILIA

- The **RUMOBIL pilot project** of aMo is performed in the Municipality of **Castelfranco Emilia**, where the DRT bus service is active since 2006, connecting principally the rural areas to the city center and the railway station
- The Municipality of Castelfranco Emilia has a population of **32.174 inhabitants**, a surface of 102,47 sq km with a density of 304 inhabitant/km
- The territory of the Municipality is **very extensive** and includes **8 minor villages** and is based mainly on rural areas
- Castelfranco Emilia has an health district, as well as a railway station on the main Italian railway line, that allows an easy connection to the main towns of the region (in particular Modena and Bologna) and the main national and international railway lines
- The on-demand service Prontobus is active from Monday to Friday, excluding holidays, from 9:00 to 12:00 and from 14:30 to 17:30. The service is suspended in August. The service performs about 72.000 km/year (2017)



PILOT ACTION IN CATELFRANCO EMILIA



PRENOTA
IL TUO BUS
DOVE VUOI,
QUANDO VUOI.

Chiama il call center
840 001 100
Per maggiori informazioni visita il sito:
www.prontobus-rumobil.eu

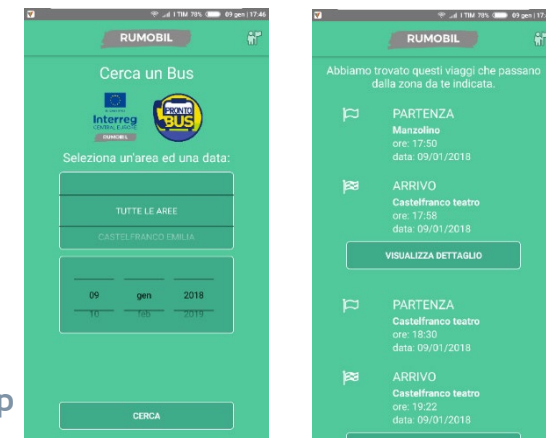
Il servizio di bus a chiamata Prontobus è attivo nei Comuni di Castelfranco Emilia, Nonantola e San Cesario sul Panaro.

Scarica l'App Rumobil

Disponibile su App Store | Disponibile su Google play

Logos: Interreg Central Europe RUMOBIL, PRONTO BUS, aMo, SETA

Advertising



RUMOBIL

Cerca un Bus

Seleziona un'area ed una data:

TUTTE LE AREE
CASTELFRANCO EMILIA

09 gen 2018

CERCA

Abbiamo trovato questi viaggi che passano dalla zona da te indicata.

PARTENZA
Manzolino
ore: 17:50
data: 09/01/2018

ARRIVO
Castelfranco teatro
ore: 17:58
data: 09/01/2018

VISUALIZZA DETTAGLIO

PARTENZA
Castelfranco teatro
ore: 18:30
data: 09/01/2018

ARRIVO
Castelfranco teatro
ore: 19:22
data: 09/01/2018

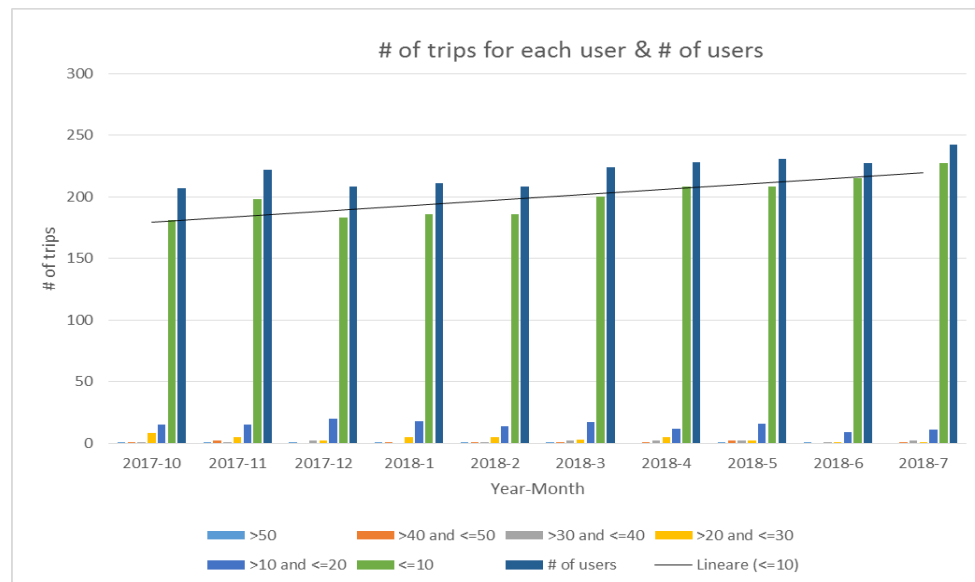
Mobile app

- The main purpose of the RUMOBIL pilot is to give to users the **access to real-time information about Prontobus**
- Another important objective of the project is to **improve the booking methods** (with an app and improving the capabilities of Call center)
- A **dedicated website** (www.prontobus-rumobil.eu) and a **mobile app** have been developed for RUMOBIL
- In the mobile app it is possible **to display all the reservations** and if a suitable connection is found, it is possible to add a reservation
- Through the website it is possible to monitor in real time the booked trips in order to access the information about the service as with ordinary bus lines

- In the 12 months of the pilot action, in the Prontobus of Castelfranco Emilia the **number of passengers is increased by 15% and the number of users is increasing steadily**

- Now we have detailed data about the service

- Customers are now able to access real time information about the on-demand services, just like the other ordinary services

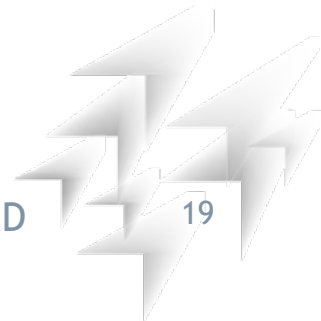


- The call center has now a software to manage reservations (before were managed by hand) and their performances are increased
- The **RUMOBIL project has already been extended to other 4 Prontobus services of the province.**



CONCLUSIONS

- 😊 Tangible results thanks to a simple technological improvement
- ☹️ The needs for a larger and more consistent impact on the modal split of the area definitively exceed the resources of a European project



THANK YOU FOR
YOUR ATTENTION

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