# Output factsheet: Pilot actions

<table>
<thead>
<tr>
<th><strong>Project index number and acronym</strong></th>
<th>CE55 RUMOBIL</th>
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<tbody>
<tr>
<td><strong>Lead partner</strong></td>
<td>Ministry for Regional Development and Transport Saxony-Anhalt</td>
</tr>
<tr>
<td><strong>Output number and title</strong></td>
<td>T2.1 Innovative approaches to enhance public transport linking rural areas to the national and EU transport networks</td>
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<tr>
<td><strong>Responsible partner (PP name and number)</strong></td>
<td>PP9 - aMo</td>
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<tr>
<td><strong>Project website</strong></td>
<td><a href="http://interreg-central.eu/rumobil">http://interreg-central.eu/rumobil</a></td>
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<td><strong>Delivery date</strong></td>
<td>November 30, 2018</td>
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**Summary description of the pilot action explaining its experimental nature and demonstration character**
The pilot action performed in Castelfranco Emilia (a town in the province of Modena with a population of 32,174 inhabitants (2014), an area of 102.47 km² with a density of 304 inhabitants/km²) is an innovative approach to DRT services performed to evaluate the influence of infomobility in services that typically does not supply real time information just like the ordinary Public Transport services.

A specific system, composed from a back end for the reservation center, mobile apps for users and bus drivers and a dedicated web portal, has been developed to supply real time information to the user of the DRT service operating in the area of Castelfranco Emilia.

Starting from the registration of reservations inside the new software service (before bookings were handled manually on paper) it is now possible for the users of the on-demand service to access information about scheduled services updated in real time (as soon as a reservation is made) in order to gain an easier access to them.

The pilot action has produced very positive results in terms of increased travel but especially about the number of travelers, and has shown that infomobility is an important factor for a best access to public transport services, local and in particular for DRT services.

With the pilot action now a lot information about the service are available and are essential for the planning and management of DRT services.

The success of the pilot project was so great that our local mobility decision makers and stakeholders asked to extend it to the other five DRT of the province; two have already been activated and the remaining three will benefit of the RUMOBIL system before the end of the 2018.

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

The NUTS region concerned by the pilot action is NUTS level 3 ITH54 related to the province of Modena.

The RUMOBIL pilot project is operated in the DRT service of Castelfranco Emilia but, as mentioned above, the RUMOBIL will be extended to other five DRT services always in NUTS ITH54.

The municipalities with a DRT service where the RUMOBIL system will be adopted cover 50% of the population of the province of Modena that is about 701,000 inhabitants.

**Expected impact and benefits of the pilot action for the concerned territory and target groups**
The main benefit of the pilot project is that it has provided users of the DRT service with an infomobility system that makes access to the service much easier. One of the main impacts was the increase in the number of trips on the DRT service which was 13.3% throughout the period of the pilot project. Thanks to the data made available by the RUMOBIL project it was possible to verify that the number of travelers tends to be constantly increasing. For call services, the number of travelers represents a more significant index of the number of trips given the type of these services and the constant increase of this indicator represents a very positive impact. The target groups that benefited from the pilot action are:

- users of the service who have benefited from a new info-mobility service;
- the Public Transport Operator who operates the DRT service that has improved the operation of its call center and the communication with the bus drivers who now receive real-time bookings on tablets on buses;
- aMo that now has many useful information for the analysis and planning of the call service.

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

It is expected that the results obtained with the pilot project and described in the previous paragraph can be replicated in the other services in which the RUMOBIL system will be adopted. The transferability of the RUMOBIL system in other DRT services is made easy by the fact that the RUMOBIL system was designed from the beginning to be able to manage other services in addition to that of the pilot project. Therefore, in addition to a configuration activity for new DRT services (i.e. load stops and travel times), no further software or economic development measures are necessary for transferability to other territories of the RUMOBIL system. The Stakeholders who will benefit from the transferability of RUMOBIL to other territories are:

- Primary Stakeholders: the users of the DRT service;
- Key actors Stakeholders: the Councillor of mobility of the main municipalities of the province of Modena;
- Intermediaries Stakeholders: the Public Transport operator of the DRT services.

Lessons learned from the implementation of the pilot action and added value of transnational cooperation
The lesson learned from the pilot project is that the introduction of infomobility tools has a very significant impact on the accessibility of services, even if these are particular as DRT services.

It was possible to verify that the best knowledge of the availability of a public service makes it more accessible for users.

In addition, availability of an infomobility service presupposes an infrastructure that brings further benefits of great importance such as the availability of new information that did not exist before and better performance in the operation of those who makes the service available (in this case the call center and bus drivers).

One great added value of transnational cooperation was to benefit from the experiences of other projects (even of a different nature) starting from the design and planning phase of them; in fact, it was possible to benefit from different points of view in terms of solutions to be adopted.

But the main added value was to it was the adoption in the project of an operational methodology that led to the construction of a system based on the real needs of the various Stakeholders who were mainly involved in the preparation of the pilot project specifications.

References to relevant deliverables and web-links
If applicable, pictures or images to be provided as annex
- Link to the RUMOBIL portal of the pilot action: [http://www.prontobus-rumobil.eu](http://www.prontobus-rumobil.eu)

- RUMOBIL mobile app:

  ![RUMOBIL mobile app](image1.png)

- Tablet for bus drivers:

  ![Tablet for bus drivers](image2.png)

- Call center operations:
• Number of trips statistics:

![Graph showing number of trips per day of service]

- # of trips per day of service
- X-axis: Year - Month
- Y-axis: # of trips
- Legend: RUMOBIL, Before RUMOBIL

• Number of users statistics:

![Graph showing number of trips for each user & number of users]

- # of trips for each user & # of users
- Year-Month: 2013-10 to 2018-7
- Categories: 50, 50 and <=50, 500 and <=400, 500 and <=50, >50 and <=25, >25, # of users, Unknown (<=10)