

## D.T4.4.5 LOCAL STRATEGIC PLAN FOR SEAMLESS MOBILITY - CITY OF ZALAEGERSZEG

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Final

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### Document Information

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## Contents

Executive summary .....	1
1. Framework of mobility planning tools .....	2
2. Shareplace innovations in the context of local sustainable mobility planning .....	3
3. The strategy .....	5
4. The action .....	6

## Executive summary

Under the framework of a common regional strategic planning approach promoting Shareplace approach and innovations, a local plan for the City of Zalaegerszeg has been developed.

Objective of the plan is to define the actions to be implemented in order to carry on the implementation of the Shareplace vision and experiences beyond the project scope and timeframe, providing an effective support to the ongoing and future sustainable mobility planning process.

The document is structured in four parts, the first one describing the current mobility planning process at local, regional, and national level.

The second chapter investigated the coherence between the current mobility planning framework and the main relevant Shareplace approaches and innovations, in order to identify spaces for valuable contributions building on the project and in particular pilot experience.

The third chapter summarizes the strategic elements to be promoted through the engagement of local partners and stakeholders, while the last one identifies the actions to be implemented in order to contribute actively and bring the project added value to the planning process.



# 1. Framework of mobility planning tools

## 1.1 Sustainable mobility planning in Zalaegerszeg

In Hungary, there are three NUTS1 territories, the Central – Hungary; Transdanubia; Great Hungarian Plain and the North parts of the country. Concerning the NUTS2 areas, there are seven administrative regions in Hungary, while there are twenty places in the NUTS3 level: 19 counties and the capital, Budapest.

The relevant NUTS levels are the following ones:

- NUTS1 (Part of the country) – HU2 – Transdanubia
- NUTS2 (Region) – HU22 – Western Transdanubia region
- NUTS3 (County) – HU223 – Zala county

The reference scale for sustainable mobility planning on local level is the city, the Municipality of Zalaegerszeg.

Zalaegerszeg is highly committed to sustainability: the most important **objective** of the municipality is to provide an **attractive, accessible, and livable city** which offers all the required functions to its inhabitants, employees and tourists. For this purpose, Zalaegerszeg is the first among the towns with county rights in Hungary which have prepared a special strategic document called **Sustainable Urban Mobility Plan – SUMP**.

The plan envisages the implementation of a **technically modern, cost-effective, and environmentally friendly urban transport system for the city**, covering all modes of transport, with particular emphasis on the use of environmentally sustainable modes of transport.

The detailed exploration and consideration of the needs of residents played a key role in the planning process. Thus, the measures and projects defined in the SUMP are the results of this active involvement of stakeholders and citizens.

The final list of the proposed interventions – and the SUMP of Zalaegerszeg itself – is a result of active cooperation between the decision makers and the planners. It focuses on sustainable transport modes with a special emphasis on cycling and public transport and offers advanced, cost-efficient and passenger friendly solutions.

Among the actions, the **renewal scheme of the bus network** has been prepared between 2016 and 2017. The document is a network and service development concept, also detailing the specification for purchasing vehicles and the level of service. The plan was totally prepared for a tender.

## 1.2 Shareplace outcomes and the planning cycle time frame

The SUMP in Zalaegerszeg was prepared in the year of 2016. Regarding the feasibility period of the listed projects, three can be distinguished: short term till 2018, medium term till 2022 and long term after 2022. It is important to embrace actively the SUMP and its approach, and to revise the document after 5 years also in relation to the challenging circumstances we are facing (pandemic). Social factors, sustainable modes and involvement become even more relevant, and the bigger potential for the IT solutions needs to be investigated as well.



When the SUMP will be revised, the Municipality of Zalaegerszeg will put a bigger emphasis on the active involvement of the residents. The document is expected to include short-term implementation of DRT services, not only for those areas tested within the Shareplace project but also investigating a broader application. The public transport company will analyse, together with the Municipality of Zalaegerszeg and the mobility department, the conditions for DRT services to be integrated into the existing network by detailing the infrastructural and financial related challenges.

## 2. Shareplace innovations in the context of local sustainable mobility planning

In this section we analyze the presence of elements referring to the Shareplace innovation approach in the existing sustainable mobility planning process, in order to plan the further integration of innovations in future steps and the proposal of targeted actions.

Shareplace innovations	References in the sustainable mobility planning process
<p><u>a) Participation, stakeholder engagement and living labs</u></p>	<p>During the planning process of the SUMP, active participation by stakeholders and citizens was fostered. Remarks and suggestions could be delivered via email and within living lab meetings.</p> <p>Several living lab meetings were organized according to specific target groups (residential, professional or for a specific area). Questionnaires were also prepared to better know the needs and expectations; a specific one focused on travel habits and perceived problems about the transport situation.</p> <p>Thanks to the active participation, some relevant challenges were already known and helped the identification of possible solutions then co-designed and implemented within the Shareplace framework.</p>
<p><u>b.1) Integrated mobility, data, digitalization, Mobility as a Service</u></p>	<p>The SUMP does not contain much about digitalization, available data or Mobility as a Service. The following aspects are mentioned:</p> <ul style="list-style-type: none"> <li>– network, schedule and tariff integration of public transport services;</li> <li>– application of mobility solutions based on smart technologies, especially regarding the electromobility</li> <li>– improvement of the digital information tables in the bus stops.</li> </ul>



Shareplace innovations	References in the sustainable mobility planning process
<u>b.2) Shared mobility</u>	<p>The SUMP includes an action to create conditions for shared modes of transport, with the aim of optimizing the car use within the city by shared options. Car sharing and carpooling are identified as solutions to be planned and implemented.</p>
<u>b.3) Flexible services</u>	<p>In the SUMP, the flexible solution plays an important role. One of the document's goal is to improve the mobility connection within the city by re-shaping the local public transport network. For the future, the implementation of DRT services is mentioned to improve public transport coverage and service efficiency, based on the following principles:</p> <ul style="list-style-type: none"> <li>– stronger connections between different areas with less interchanges;</li> <li>– direct access to the city center;</li> <li>– improve public transport accessibility in the remote/unserved areas.</li> </ul> <p>Flexible services are part of the renewal scheme of the bus network.</p>
<u>c) The Zalaegerszeg Pilot</u>	<p>The SUMP document provides the basis for the whole Zerge project. The aim of the project is to use low-capacity vehicles on the unserved areas. Gálafej (Z1) and Toposháza (Z3) were already mentioned in the SUMP as potential DRT areas. The current SUMP at implementing a carpooling service for commuting to work, with 2022 as time horizon.</p>



### 3. The strategy

The experience, main findings and lessons learned through the experience in the Shareplace project, will contribute to the development of a new strategic approach in the sustainable mobility planning process at local level. According to the Shareplace principles, the proposed strategy can be summarized as follows:

#### *Participation, stakeholder engagement and living labs*

- ✓ The continuous and active communication not only with the potential users, but also with the different stakeholders during the planning process.
- ✓ The extension of the living labs to different neighborhoods is a good solution (site visit on the third living lab in the DRT pilot element was a huge success) and also to different social groups.
- ✓ Better involvement of decision makers (awareness raising, more activities), stronger participation of municipality competences.
- ✓ Before implementing the service in other areas, testing is a must have, since it is important to find the real needs.
- ✓ Active involvement of the mobility providers is an important key and also regarding the transport data, the standard data format and the availability of the data are one of the most important elements for the IT developments.

#### *Demand Responsive Transport (DRT) and carpooling*

- ✓ Develop the conditions of the DRT service in order to be integrated to the existing mobility network and also to use the developed service hub (integrated data from different service providers) by completing with the regional bus data and further developments (e.g. route planning).
- ✓ Strengthening and supporting integration and intermodality through IT developments both for DRT and carpooling. The interoperability between different transport modes is a key in order not to have physical and virtual barriers among the services (seamless service).
- ✓ Prepare the necessary tools for the carpooling implementation, so that future interested companies already have an almost ready and working solution.
- ✓ Scaling up the existing DRT service by proposing it to other municipalities in Hungary with similar conditions is also a good outcome. Zerge could be a demo project for other cities and for transportation between cities, as a product to be used based on the experience of the Shareplace project.
- ✓ Extend DRT options to other lines, as stated in the SUMP and the public transport renewal study especially for off-peak time;
- ✓ Integrate DRT in the public service contract, and in the tariff and ticketing system.



## 4. The action

To promote the business-as-usual adoption and scaling up of the co-designed services the following actions have been identified. Those actions consider operational, policy, business and digitalization options; and are targeted to the sustainable mobility planning process with specific focus on the next planning cycle.

<b>Actions</b>	<b>Promoted by</b>	<b>Stakeholders to be involved</b>	<b>Expected timeline</b>
<i>Operational</i>			
Update of the SUMP including effects of the pandemic situation and new perspectives for DRT expansion	City of Zalaegerszeg, Mobilissimus	Colleagues of the Municipality, planners, citizens	12/2021
Feasibility studies and development plans of new DRT services	City of Zalaegerszeg, Mobilissimus	Municipality of Zalaegerszeg, planners, transport operator, citizens	05/2021
<i>Policy/Incentive</i>			
Reviewing the service scheme (lines, schedules, tariffs) introducing dynamic/flexible options (e.g. in off-peak hours or in case of several interchanges)	City of Zalaegerszeg, Mobilissimus	Municipality of Zalaegerszeg (ordering body), transport operator	12/2021
<i>Business</i>			
Scaling up of the DRT service in Zalaegerszeg	City of Zalaegerszeg, Mobilissimus	Municipality of Zalaegerszeg, planners, transport operator, citizens	05/2021
Promotion of the DRT concept for other cities	Mobilissimus	Decision makers, planners, transport operator, communication experts	12/2021
<i>Digitalization</i>			
Integrating data in common database (including real time)	City of Zalaegerszeg, Mobilissimus	IT developer, transport operators, decision makers	06/2022
Develop new digital functionalities capitalizing on Shareplace outputs (e.g. multimodal route planner)	City of Zalaegerszeg, Mobilissimus	IT developer, transport operators, decision makers (Municipality)	06/2022