



# SHAREPLACE FINAL CONFERENCE

## DOCUMENTATION

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Integrated mobility solutions to enhance  
regional transport

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4<sup>th</sup> - 6<sup>th</sup> November 2020

online





After three years, the SHAREPLACE project ended with a conference where the project partners presented the learnings and experiences. These cover the co-design, development and testing of innovative solutions, and the discussion of the future of integrated mobility under different perspectives (planning, governance, technology and market). Participants had the chance to learn about the experiences and about open source solutions developed within the project and their replicability in their own mobility strategies and networks, and actively collaborate in the debate on sustainable and inclusive solutions for integrated mobility.

## Day 1: The project and our communities

Wednesday, 4<sup>th</sup> November 2020, 09:30 - 12:20

The first day gave an overview of the project with a presentation of the overall goals of the project, project partners and pilot regions.

### Session 1: The importance of engagement

Anja Lisa Hirscher and Andreas Rebholz from University of Ulm presented the importance of engagement and the learnings made in the pilot regions. Community engagement deals with involving individuals / communities in practices of change. People come together to form a group which shares a common set of goals, values, and work together to achieve that common goal. (<https://www.interreg-central.eu/Content.Node/Day-1-02-SHAREPLACE-Final-Conf-Engagement.pdf>)

For a well working community engagement, it is important to build an ongoing, iterative process, where the relationship and trust amongst the participating actors can grow over time. Another important step is to identify relevant stakeholders. In the SHAREPLACE project, we used an “environmental analysis” tool for this purpose (Stakeholder Mapping).

Another approach we used in SHAREPLACE was co-design as a collective, creative process, facilitated by an iterative workshop-format, with different stakeholders who sketch, ideate, experiment, learn and develop concepts together.

Living labs where the research platform for our pilots, where in “co-design” as a workshop format was the main approach to co-create and engage with stakeholders as main participants for the living labs.



## Session 2: Integrating innovations in the sustainable mobility planning through participatory approaches, the Dynaxibility4CE project

Wolfgang Backhaus (Rupprecht Consult) gave an insight in the Interreg project Dynaxibility and the methods of participation they use in their project. He also explained how they integrate the learnings from the SHAREPLACE in their project. (<https://www.interreg-central.eu/Content.Node/Day-1-03-SHAREPLACE-Final-Conf-Dynaxibility4CE.pdf>)

The focus of the project Dynaxibility is on low-carbon mobility and air quality priority. The aim is to manage change in dynamic and complex environments. Therefore, it is important to find the right balance between long-term vision and the adaptability of the mobility system. Another aspect is to find the right balance between regulation (e.g. UVAR - urban vehicle access regulations) and new ideas to foster innovation (e.g. testing new mobility trends like MaaS services).

## Session 3: Co-designing solutions

In a round table, the pilot regions explained the implemented services and discussed how the stakeholders in the pilot regions were identified and engaged.

Bergamo analysed stakeholders by different criteria (e.g. influence, proximity, dependence). On the basis of these criteria, stakeholders were divided into three different groups. The stakeholders were informed from the beginning about the process and invited to take part at the living labs. The aim was to ensure that the expectations of the stakeholders are considered in the process. A “safe” space was created to make sure that the stakeholders could express their expectations and needs.

The stakeholders in Crema have been selected based to their relevance and specific role for the process. As in Bergamo, they involved the stakeholders right at the beginning of the project. Crema made a survey to engage potential users. It is important to inform the participants regularly and to involve them into the process as soon as possible. In Ulm stakeholders were separated in two groups. On the one hand there were stakeholders, who work within the mobility sector. For this group official meetings and workshops were organized. On the other hand there were stakeholders, who are interested in the topic but from different backgrounds. For these stakeholders bi-weekly meetings were organised. A learning from Ulm was that it is important to concentrate on the people, who are interested in the topic.

In Zalaegerszeg, the main stakeholders were invited to participate in living labs and site visits were organised. For the communication with different target groups, they made flyers and newsletters. A lesson learned is that the continuous communication has a big impact and that the coordination of stakeholders can be a challenge.

The pilot Osijek identified stakeholders by their role in the local mobility sector (e.g. users, service providers...) and on the data they can provide on the local and regional mobility. The main learning was that municipalities and other stakeholders should take more efforts in this engagement process.



## Day 2: Shared, flexible, integrated services

Thursday, 5<sup>th</sup> November, 09:30 - 12:45 and 14:00 - 15:30

During the second day, implemented new services and business models were presented in detail. The five pilot regions gave an insight on their planning, implementation and evaluation phases regarding carpooling, bike sharing and DRT. In addition to the services themselves, the implementation of multimodal trip planning was a focus in the project. Ulm and Osijek gave an insight on the usage of the open data/open source tool Digitransit.

### Session 1: New services, new business models

We took a closer look at the main business models for defining new services in sustainable mobility, with specific focus on shared, flexible and integrated services. During the planning phase, the main emphasis lay on four pillars: participation, sustainability, inclusion and technology as enabler. Within the SHAREPLACE project, we tried to find a balance between steering and flexibility in order to create user centred solutions. In the five pilot regions, different business models were developed and tested regarding their feasibility with a co-creative approach.

The main driver in most of the regions is the improvement of accessibility. Many regions face the difficulty of providing public transport in low demand areas, flexible and shared solutions represent a solution. The co-creative approach allows the inclusion of relevant stakeholders in the design process. The availability of data is crucial for the integration of new services in existing public transport systems and therefore the comprehensive provision of static and real time information, routing and booking. (<https://www.interreg-central.eu/Content.Node/SHAREPLACE-Business-models.pdf>)

### Session 2: Parallel sessions: Co-designed services

#### Demand Responsive Transport (DRT)

An introduction to the tested DRT services in three SHAREPLACE pilot regions - Crema, Zalaegerszeg and Osijek- was presented and the integration of these services into the existing mobility network. The MioBus in Crema is a flexible bus service, which was renewed to meet the needs of existing and new users. Living lab meetings and surveys helped to define the necessary adaptations of the alternative service. As a result, a new online platform was established, enabling real time booking and more flexible trip planning.

The IT developments made the service more efficient and customer friendly. Before COVID-19, the number of users increased substantially.

Zalaegerszeg developed a SUMP in 2016, which already showed the demand for flexible services. The DRT bus service Zerge is the first online-based service in Hungary and is run by a local operator runs. In the preparation process, co-design measures like surveys and living lab meetings were conducted. Building on this, different measures were implemented, as the setup of new lines, modern vehicles and an online booking system. There is also a new service platform integrating several mobility services in the region. (<https://www.interreg-central.eu/Content.Node/CE1126-SHAREPLACE-Mobi-DRT.pdf>)



Osijek is planning to implement a DRT system to service inhabitants living in lowly populated areas and meet needs of specific user groups. In addition, the connectivity between existing and new mobility services will be improved. A pilot was conducted to test a possible DRT service and define necessary frameworks. The results of the pilots and further co-design measures show that flexible DRT services would be a good addition to the public transport in suburban areas and create a more inclusive and comprehensive mobility system. It is important to monitor the service during and after the implementation to be able to adapt the service if needed. (<https://www.interreg-central.eu/Content.Node/Pilot-Osijek--DRTpresentation-Dyvolve.pdf>)

The services are organised as part of the public transport system and provide a possibility to operate in low demand areas and smaller regions. It is mostly subsidised by public authorities. Additionally, European funding such as in the SHAREPLACE project by Interreg Central Europe is an important support measure to enable the implementation of DRT systems.

### **Bike sharing**

The City of Ulm decided to set up a bike sharing service by themselves. They set certain standards to ensure the integration of the new service in the existing transport system. This includes the commitment to open data and open APIs and they base their service on open standards.

The city uses the open source software Digitransit (originally from Finland: <https://digitransit.fi/>) to connect existing and news services. The open source approach gives the opportunity to get support from a whole community and at the same time contribute to the further development of the software. The city of Ulm supports this development and supports it by activities such as the organisation of hackathons. In the current testing phase, the bike sharing service is only available to the city employees. The approach employed by the City of Ulm is a good option for smaller towns, as private operators are mostly interested in big cities and densely populated areas. If a tender for services is planned by a city, it is advisable to request open data and standards. (<https://www.interreg-central.eu/Content.Node/CE1126-2020-11-05-Ulm-Bikesharing-v2.pdf>)

### **Ridesharing/Carpooling**

The session focused on the integration of ridesharing in the existing mobility networks of the SHAREPLACE regions Bergamo and Zalaegerszeg. Additionally an example from the city of Szeged, where the urban innovation project SASMOB, which aims to create Workplace Mobility Plans was presented.

Bergamo based their planning and testing phase on a participatory process. The creation of a stakeholder map gave an overview who to involve and how to prioritise the groups. The implementation of the service was conducted in several steps. So far, a smart working monitoring platform was established, a carpooling platform launched and incentive measures were introduced to encourage the usage. One objective is to create guidelines for a connected mobility ecosystem; therefore, the local SUMP considers issues like new interchange parking - also important for carpooling. They encourage policies and action for intermodal transport and plan to scale up solutions and improve the mobility management.

Zalaegerszeg planned a pilot with local companies, which had to be cancelled due to the current situation (COVID-19). As an alternative, a survey was conducted which showed readiness for the



use of carpooling and as a result, a bigger emphasis on the provision of flexible services is expected.

In Szeged (SASMOB project), an alliance was established between companies and cities to create a Workplace Mobility Plan. Regarding carpooling an application and webpage was implemented which offers the service with gamification aspects and personal statistics. The testing started with some companies in the region. A carpooling association is in the planning phase and aims to foster the knowledge and experience exchange on the topic. (<https://www.interreg-central.eu/Content.Node/SHAREPLACE-Ridesharing-roundtable-final.pdf>)

### **Multimodal trip planning & Implementation of Digitransit**

Digitransit is a technical open source software, which makes it easy to establish a multimodal trip planning platform. The main difficulty is the provision of data. Without open data, integration of services is not possible. Another important factor is the definition of data standards. There is still a discussion on European level regarding uniform data standards. However, there are already recommended data formats like GTFS (timetable, routes), GTFS RT (real time, timetable updates, live vehicle locations, route updates and service disruption messages) or GBFS (for bikes, eScooters and carsharing) which can be integrated in Digitransit. Open Trip Planner (OTP) is the engine behind Digitransit.

Osijek used Digitransit for multimodal trip planning in its region and adapted it to the local needs. The biggest effort was and is the data collection from different providers. Currently, the municipal utilities company provides the majority of the data. Osijek is still working on a boilerplate agreement between the operator of charging infrastructure and the data infrastructure provider regarding data sharing. (<https://www.interreg-central.eu/Content.Node/MMTP-SHAREPLACE-FC-Dyvolve.pdf>)

Data sharing is still a difficult topic, and many private service providers have reservations regarding open data. The aim is to change this as - NO OPEN DATA, NO INTEGRATION

In the afternoon of the second day, Ulm presented the “Digitransit cookbook”, where important information on setting up a multimodal trip planer are described. (<https://www.interreg-central.eu/Content.Node/CE1126-2020-11-05-Ulm-digitransit-cookbookv2.pdf>)

## **Day 3: Outlook and Strategies**

**Friday, 6<sup>th</sup> November, 09:30 - 13:00**

The third day of the SHAREPLACE final conference started with a presentation from Winfried Ritt (INTERREG Joint Secretariat Central Europe). He gave an overview and context for the INTERREG project ecosystem. Especially the context with TENT-T and regional transport systems (Smart regional mobility and ITS) were highlighted. (<https://www.interreg-central.eu/Content.Node/Day-3-01-SHAREPLACE-Final-Conf-Joint-Secretarit.pdf>)



## Session 1: Guidelines for local engagement and co-design

Gabriele Grea (Redmint) gave some inputs on guidelines for local engagement and co-design based on the learnings from the project within. (<https://www.interreg-central.eu/Content.Node/SHAREPLACE-ENGGUIDE-final.pdf>)

Based on the experiences and learnings from the Austrian Mobility Lab Initiative, Doris Wiederwald (Austriatech) presented the importance of local engagement and co-design and explained the experiences of the Austrian Mobility labs. (<https://www.interreg-central.eu/Content.Node/Day-3-03-SHAREPLACE-Final-Conf-Living-Labs-Austria.pdf>)

### Engaging communities in the pilot regions

After these inputs, we switched into a roundtable setting with the pilot regions. The first question focused on the participation and co-design process in the pilot regions. Bergamo carried out a survey, with almost 1.200 participants. Especially in Crema the co-work with the local mobility agency was really important. In Ulm, most of the participation was carried out online. The advantage of this approach lies in its speed and low barriers to reach civil society and technology community in Ulm.

Zalaegerszeg was the first City in Hungary that prepared and developed a SUMP (2016). This process was already based on a broad and active participation process in the community with living labs and organised events. The definition of exact needs from the inhabitants is essential and needs sufficient resources in the planning process.

In Osijek, co-design and participation was part of the development of the Masterplan for Transport for the Osijek region (especially users, university and governmental departments. This masterplan led to more projects (e.g. bike and car sharing). Therefore, co-design and participation also leads to capitalisation. The combination of public transport for the last mile is essential for the whole process.

The second question focused on the most crucial factors to foster behavioural change.

In Bergamo and Crema, modal interchange in terms of infrastructure and services is very important as is the quality and quantity of parking for public car interchange is crucial. Low emission zones combined with strategic mobility hubs can foster this behavioural change. Finally, cooperation with private companies and education has to be mentioned as another important factor.

For Ulm, a holistic mobility management approach is the key. Technology and tools can only be part of the whole solution. Alternatives have to be as comfortable as private cars to foster a change and make it easier to switch to other services. It has to be comfortable and easy to use. Intermodality is essential for the integration of new mobility services.

For Zalaegerszeg, a combination of soft and hard measures in the right mix is seen as important. Also raising awareness for improvements such as full integration of timetable information into existing information systems in a city. For Osijek also hard measures are part of the solution, such as buying equipment like bikes but also ITS integration for traffic control in terms of pollution, congestion and noise emissions. The goal is automated driving for the last mile. Here a good software support helps a lot.

The third question focused on the elements of engagement processes, which should be included into the planning process. In Bergamo and Crema rules and standards for a better inclusion of user needs and their expectations are important. For example, setting up permanent local living labs could be one approach.

For Ulm and Osijek it is important that the inclusion of stakeholders is early enough and not when



everything is set up already. An ongoing exchange among stakeholders is an example, such as the open transport weekly meetings in Ulm, which are open for everybody interested in the topic. For Zalaegerszeg, the existing SUMP's should be more used and a regular revision has to be included. This goes hand in hand with raising public awareness for this topic.

## Session 2: Guidelines for digitalization

The outputs of SHAREPLACE relating to digitization are made up by three component.

### Component 1 (Deliverable DT.2.4.2)

Gerhard Gruber from AustriaTech gave a presentation on component 1 (Deliverable DT.2.4.2: <https://www.interreg-central.eu/Content.Node/Day-3-04-SHAREPLACE-Final-Conf-Data-Management.pdf>).

This component covers strategic guidelines for cities and regions regarding an active open mobility data governance and management.

### Component 2 (Deliverable DT.2.5)

Katharina Schweiger (City of Ulm) gave presented component 2 (Deliverable DT.2.5: <https://www.interreg-central.eu/Content.Node/CE1126-20-11-06-Ulm-digitransit-code-data.pdf>), which related to codes developed in SHAREPLACE.

It included the digitransit approach in Ulm based on open data and the cookbook for the technical implementation of digitransit in other cities and regions. Without open data, there will be no integration and without data the best application cannot work. Data standards such as GTFS and GBFS were highlighted as well.

The Digitransit model was also implemented in Osijek. Violeta Benkovic (Dyvolve) commented on how easy and transparent it was to implement Digitransit in Osijek.

### Component 3 (Deliverable D.T.2.4.3)

Gabriele Grea (Redmint) gave a presentation on component 3 about local strategic plans for policymakers and planners on digitalization of mobility services in SHAREPLACE regions. (<https://www.interreg-central.eu/Content.Node/SHAREPLACE-DIGIGUIDE-final.pdf>)

Workshops with stakeholders were held during the project and the discussion was about how mobility providers are locked in existing contracts and how costly it would be to change this situation. Another topic was that in low demand areas there also has to be a certain level of integration based on bundling services, and incentives and funding experimenting and testing. The experiences in the SHAREPLACE pilot regions show that it is very important to define standards and to be transparent during the whole process.

## Session 3: Integrate, integrate

This roundtable concentrated on the plans the pilot regions have for future for scaling up of services and creation of integrated mobility systems.

The first question focused on the operational elements from the SHAREPLACE project, which are addressed already by current planning processes and tools.

For Bergamo the use of technology is important. In Crema is is the reinforcement and integration of railway into public transport plus new and alternative modes and services as is the





collaboration and communication with projects already ongoing in the region. For Ulm an important step is to develop a SUMP.

In Zalaegerszeg the SUMP (2016) highlighted the necessity of flexible and shared solutions. Also the integration and connection from city to the hilly periphery is mentioned. This was also the basis for testing the Zerge busses. Now the Zerge lines are fully implemented in the web service (with stops, booking, and payment). In addition, the need for the missing regional long distance data to improve the whole system was mentioned. In Osijek, work is already going on in additional projects based on SHAREPLACE activities. The next planning documents are already developed.

The second question focused on how problems are addressed by the co-design solutions in existing planning documents. In Crema, a bigger focus on SUMP including intermodality would improve the situation. For carpooling the digitalisation is finally completed. Based on a new mobility plan for Crema, the adaptation and integration of new services can be improved. Also the exploration and testing would be of benefit. For the public transport in Ulm, the electronic platform should be extended with more implementation and integration of new services and intermodality. Testing would be a good starting point. In addition, the use of open data standard would be helpful, here more openness is needed.

The update of the SUMP in Zalaegerszeg has to focus also on the current and expected needs for DRT, because now only Zerge is implemented so far. Due to the COVID-19 situation building trust in the service or getting it back is essential for the service. For the future, the city should run the Zerge bus lines and implement them into the public transport system.

The financing would be possible without any extra costs based on gaining new passengers.

In Osijek the integration of Flix bus is on-going.

For the third question, we made an outlook to the future in the pilot regions. Every pilot site gave a quick outlook about future plans in the pilot regions.

Silvia Cortinovis from Bergamo stated that for 2021 a real working car pooling service is still the goal to aim for. Marco Cirtoli (Autoguidovie) pointed out that for Crema a survey on the satisfaction of users would be carried out as a follow-up. Also a new DRT system for low-demand areas is going to be set up. In addition, trip planning from the region to the city should be possible in the near future. One goal of the City of Ulm is, according to Katharina Schweiger, to better train city employees on open data and to improve the connection and communication to the regional level for reaching more mobility providers. Andras Ekes (Mobilissimus) said that the goal/plan is to revise the SUMP for Zalaegerszeg. Public transport is in a difficult situation but improving the attractiveness by expanding services through longer operation times and expanding into weekends and holidays can be answered. For Osijek, Violeta Benkovic (Dyvolve) stated that the implementation of a DRT-system is the goal and to expand this service to other regions. In addition, improvements in strategic plans will be made.

All materials from the conference and further information are also available on the SHAREPLACE homepage: <https://www.interreg-central.eu/Content.Node/Final-Conference-Recap.html>

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