

**Interreg**  
North Sea Region  
MOVE

European Regional Development Fund



EUROPEAN UNION



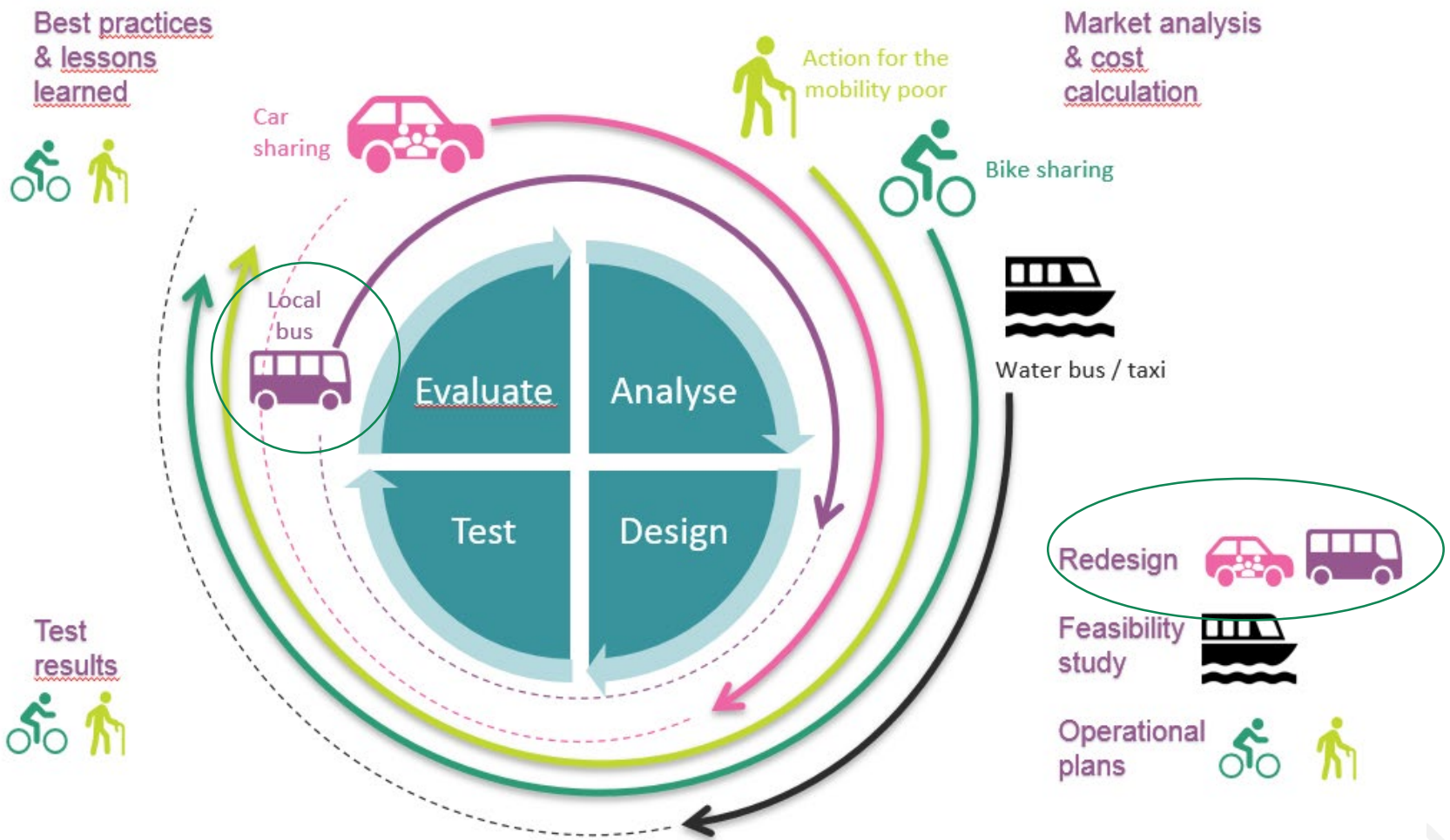
**IGEMO**

## Pilot Flex Bus Klein-Brabant

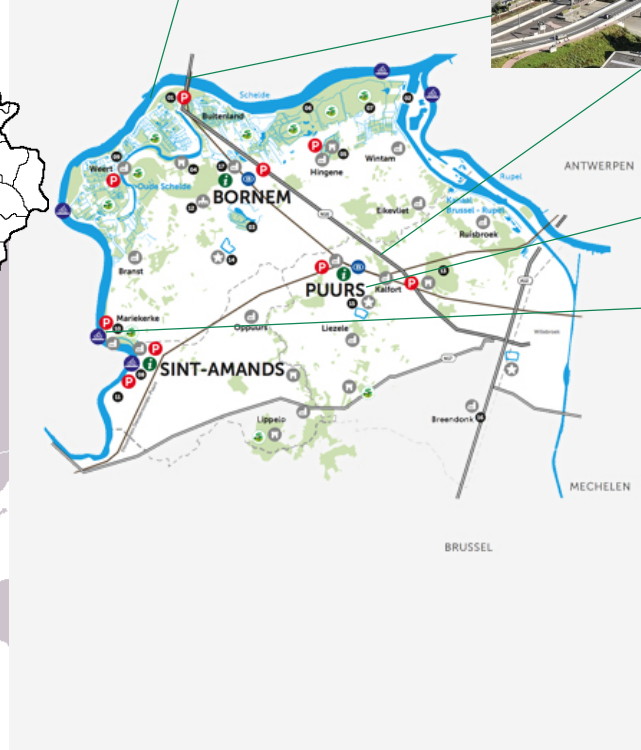
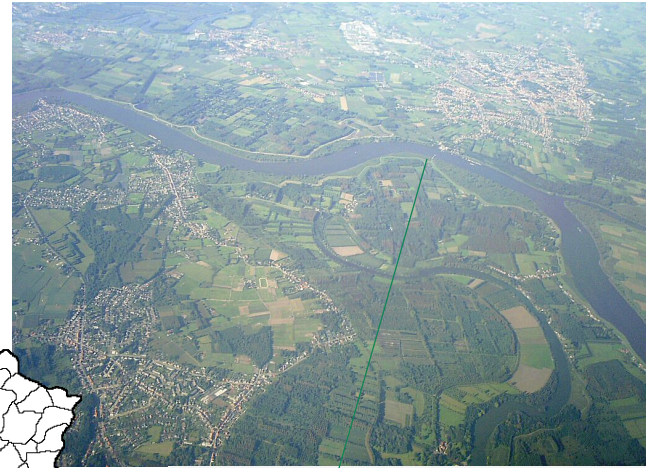
MOVE & Stronger Combined Joint Partner Conference

Aviemore, 24 September 2019

# Overview of pilots



# Context: geography





# Context: policy

- ◆ **Public transport policy reform**
  - ◇ Budget cuts
  - ◇ Responsibility shift to municipalities
- ◆ **Organisations take care of their own transport**
  - ◇ Elderly, schools, facilities for handicapped...
- ◆ **Policy reform in care for the handicapped**
  - ◇ Budgets are allocated to people, no longer to organisations
  - ◇ Consequences for transportation of handicapped people
- ◆ **Opportunity of smart mobility**
  - ◇ Online booking
  - ◇ Pooling of drivers and vehicles



# Context: transport

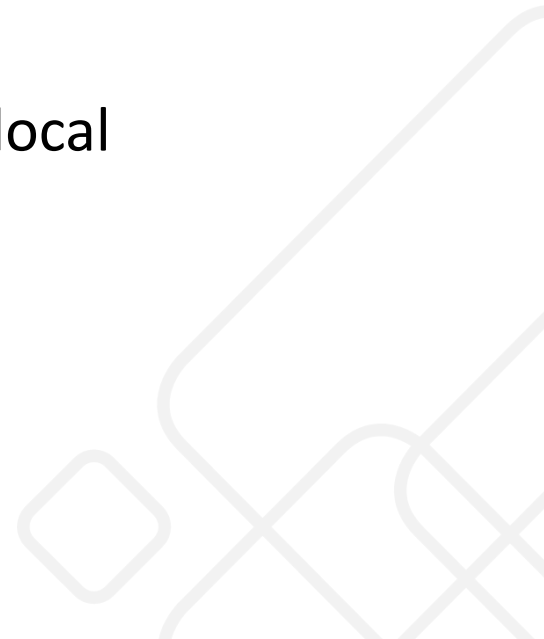


# Consultation

- ◆ How to consult people on services that are hard to imagine?
- ◆ How to avoid false expectations?
- ◆ How to match dreams and reality?
- ◆ How to consult isolated / elderly / poorly schooled people?
- ◆ How not to bypass local stakeholders?

→ We consulted the municipalities, the public transport provider and local organisations in care sector:

- ◆ Professionals
- ◆ Good knowledge of what is going on in the area



# Needs identified

- ◆ Existing bus on demand (“Belbus”) should be easier to use
- ◆ Pooling of several bus services
- ◆ Better use of existing services
- ◆ Adapted transport for people with special needs
- ◆ Service should be reliable for transfer to train
- ◆ One platform for all purposes
- ◆ More bus stops serviced by the Flexbus
- ◆ ...



# What we could work out

- ◆ Booking shorter in advance for bus on demand (Belbus): 120' → 30'
- ◆ Bookings on Sunday (before not possible)
- ◆ Online bookings (before only by telephone)





# What we could not achieve

- ◆ Single platform to unify all bus services
- ◆ Smartphone application
- ◆ More bus stops serviced by the flex bus



# First findings

- ! Evaluation has yet to take place (7/10 first evaluation meeting)
- ◆ The application is not what we expected (e.g. need to register by phone, only possible to book previously phone-booked trips)
- ◆ The dispatching is not more accessible (waiting time on the phone)
- ◆ Public transport provider did not give the pilot full priority



# Lessons learned

- ◆ Whoever has the money, calls the shots
- ◆ Reluctance to let us involve users (someone else's customers)
- ◆ Working with a large organisation takes a lot of time, risk of misunderstandings...
- ◆ Policy partners at a national level are very slow

However :

- ◆ We could introduce an innovative idea
- ◆ We received a lot of data
- ◆ Partners show willingness to learn

And it isn't over yet!