

Objectives of the measure

- **At measure level:**
 - Provide the customers access to unlock different (free or discounted) transport services in addition to previously purchased PT travel products (e.g. access to free minutes provided by shared mobility operators in addition to previously purchased quarterly PT tickets).
 - Collect sales and marketing data for the planning of new mobility packages and multimodal digital mobility services integration.
 - Attract new users and user groups.
- **Contributing to city level objectives of:**
 - Boost multimodality.
 - Increase the share of sustainable and public transport modes.

Description of the measure

- **Situation before:**

In Budapest, BKK functions as the main transport authority of the city, being responsible for coordinating, organising and developing the public transport services and the traffic in the city. BKK also owns the shared-bike system of the city, called MOL Bubi, which complements the public transport system in the city centre areas, featuring an independent fare system apart from other ticket products that are valid for public transport services. However, in recent years, several private shared mobility service providers launched their operations in Budapest with their own fare system. Despite the large number of choices, the lack of service integration can cause misunderstanding and users might miss direct motivation to combine more sustainable modes, which results in a less favourable distribution between travel modes (compared to the Modal Split target of Budapest SUMP).

BKK has already set up cooperation with some of the shared mobility providers and together, they created combined offers for users, e.g.: in case of purchasing a public transport quarterly pass, the user also gets a free bonus amount to ride the vehicles of car sharing operators; or, in case of purchasing monthly/quarterly/yearly PT ticket in BudapestGO travel planning application, the user also gets free access to unlock shared e-scooters.

- **General description:**

The measure will help to create a brand and provide data for the planning of future Multimodal Mobility Packages, which is planned to be created within the existing BudapestGO app. From there, the customers will have the opportunity to select certain services, tickets or other travel products at a discounted price. As a preliminary step, BKK, in cooperation with different private transport service providers will test and evaluate different offers, providing the customers access to unlock different (free or discounted) transport services in addition to previously purchased PT travel products. The measure, through dedicated branding and advertisement campaign, will also help to strengthen the collaboration between BKK and private transport service providers, and to attract new customers to buy PT products.

- **Measure outputs:**

This measure will deliver:

- Branding and advertisement campaign for the offers to be tested
- Data analysis showing the new purchases within the framework of the campaign (results to be used for the development of future Multimodal Mobility Packages)
- Cooperation with other mobility providers

- **Supporting activities:**

- N/A

- **Interaction with other city measures: UPPER and non-UPPER measures**

- **BUD_03:** Understanding on a deeper level the connection between the service level and passenger satisfaction
- **BUD_04:** To improve the route planner to increase user satisfaction

Target groups and/or geographical impact areas

- **Target groups:** PT users and potential PT users
- **Geographic implementation area:** Budapest and its functional urban area

Stakeholders

The following stakeholders will be required for the implementation of this measure.

- **BKK:** different departments of the organization to be involved in the planning, implementation and evaluation activities of the campaign.
- **Mobility service providers:** to be subject of cooperation with BKK.
- **Customers of mobility service:** provided by BKK and in cooperation with other service providers.

U-tools support

This measure will not be actively supported by the IT tools from the UPPER toolkit.

Link to other UPPER measures

This measure is similar to UPPER measures implemented in other cities, especially:

- **VAL_05:** New Multimodal Digital Mobility Services (MDMS) with a focus on accessibility and inclusion
- **ROM_06:** Innovative features into the MDMS system according to the mobility patterns and needs of users' groups
- **IDF_05:** Promote the use of the PT service by visitors in large events
- **OSL_08:** Increase visibility of sustainable modes of transport and measuring effects by integrating in MaaS-solutions
- **MAN_05:** Modernize and increase the attractiveness of digital sales channels and private sector partnerships
- **LIS_07:** To create a new Multimodal Digital Mobility Services (MDMS)
- **BUD_02:** To create new mobility packages of Multimodal Digital Mobility Services (MDMS)
- **BUD_04:** To improve the route planner to increase the user satisfaction
- **BUD_05:** New services to increase accessibility and convenience of PT
- **LEU_03+04:** To increase visibility and ease of use of public transport by offering improved information on public transport, parking and shared mobility options
- **TES_01:** Optimum transfers on P&R areas based on real-time data
- **TES_05:** To enhance the information provided through adapted services for different groups of passengers

- HAN_01: Digital infrastructure

Process of implementation of the measure

Stages	Description	Intermediate milestones
Design	Identifying potential partners /stakeholder analysis Identifying potential offers with added value to the PT products	<ul style="list-style-type: none"> - Creating cooperation with partners - Creating different compilations of offers - Select compilations to be further developed - Select compilation for implementation
Preparation	Plan and implement data sharing (for collecting data) between BKK and other service providers Develop solutions for the validation of the free access to transport services (e.g. to receive promotion codes after purchasing the PT products involved in the campaign) Plan for advertisement campaign	<ul style="list-style-type: none"> - Assess methodologies for validation - Plan for data sharing between BKK and other service providers - Contracts with providers - Plan and perform necessary changes in related applications - Plan common advertisement campaign to be implemented by BKK and service providers
Implementation	Start of the advertisement campaign Start marketing of the offers Collect and share sales data (related to the campaign) Analysis of data after the campaign Evaluate results in order to be able to use them to develop Multimodal Mobility Packages	<ul style="list-style-type: none"> - Start of the campaign - Completed campaign with results - Analysis and recommendations for the future use of results to develop Multimodal Mobility Packages

Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
BUD_03	N/A	<ul style="list-style-type: none"> - Number of sold PT products within the campaign - Number of new cooperations (between BKK and other service providers)