

Objectives of the measure

- **At measure level:**
 - Improve the accessibility to public transportation for residents and VRUs in peri-urban areas.
 - Automatize the DRT system to ensure efficient and cost-effective operation.
- **Contributing to city level objectives of:**
 - Encourage more people to use public transport.
 - Improve PT accessibility.
 - Improve PT convenience.

Description of the measure

- **Situation before:**

The current public transport system in Valencia has limited coverage of peri-urban areas, leaving residents of these neighbourhoods with limited options for mobility. These areas are poorly served by Public Transport, making it difficult to access in some cases essential facilities such as educational, health or social services centres.

Moreover, the existing DRT system is operated manually and only caters to people with disabilities. As a result, vulnerable users, such as the elderly or low-income families, or the inhabitants in general of these low-connected areas struggle to access essential services and opportunities, such as healthcare, education, and employment.

- **General description:**

This measure aims to improve the accessibility to public transport in peri-urban areas of Valencia, which are currently poorly served by traditional bus services. The measure proposes the creation of an automatized Demand Responsive Transport (DRT) system to cater to the needs of vulnerable users, such as the elderly or low-income families, and inhabitants in general of these neighbourhoods. The DRT system will be expanded to cover a wider range of user needs beyond just people with disabilities, and it will operate more efficiently and cost-effectively with automatization. This measure seeks to promote social inclusion by ensuring that all residents of Valencia have access to essential services and opportunities, regardless of where they live.

- **Sub-measures description:**

- **VAL_06_01:** DRT service to guarantee public transport access in peri-urban areas
- **VAL_06_02:** Innovative tools for PT users, focusing specially on vulnerable target groups

- **Measure outputs:**

This measure will deliver:

- Develop an automatized Demand Responsive Transport (DRT) system.
- Mobile application/ web service for DRT service booking and tracking.
- Targeted communication campaign to promote the use of the DRT service among vulnerable users.

- **Supporting activities:**

- Conducting community outreach programs to educate residents on how to use the DRT system and its benefits.
- Conducting surveys and focus groups to gather feedback from users and identify areas for improvement in the DRT system.
- Providing training and support to DRT staff to ensure the system operates efficiently and effectively.

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

This measure is no related to other measures in Valencia.

Target groups and/or geographical impact areas

- **Target groups:** PT users, vulnerable users and peri-urban neighbourhoods.
- **Geographic impact area:** The whole city will benefit, but especially peri-urban areas.

Stakeholders

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

- **ETRA:** Technology providers.
- **EMT:** Decision maker.

U-tools support

The implementation of this measure will be (potentially) actively supported by three IT tools from the UPPER toolkit:

- **U-NEED:** To identify peri-urban areas of highest interest.
- **U-GOV:** To collect needs and requirements from people living in these bad-connected peri-urban areas (from VRUs and inhabitants in general)
- **U-SIM.plan:** Planning of DRT system. Estimate fleet needs.

Link to other UPPER measures

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

- **TES_07:** To increase the accessibility to PT in low demanded areas of the city.
- **OSL_05:** Develop and implement segmented Demand Responsive Transport (DRT) solutions.
- **MAN_06:** Defining concepts and test instruments to improve mobility in peri-urban areas for different user groups
- **HAN_02:** Sustainable transport chains

Process of implementation of the measure

Stages	Description	Intermediate milestones
Design	During the design stage, the focus will be on researching and analyzing the needs of the target population and developing a concept plan for the DRT system.	<ul style="list-style-type: none"> - Conduct comprehensive needs assessment. - Develop concept plan.
Preparation	The preparation stage involves finalizing the implementation plan, developing the DRT system, and procuring necessary equipment and materials.	<ul style="list-style-type: none"> - Develop comprehensive implementation plan. - Conduct pilot test of the DRT system. - Finalize technology and infrastructure requirements.
Implementation	During the implementation stage, the focus will be on launching the DRT system, monitoring performance, and making necessary improvements based on user feedback.	<ul style="list-style-type: none"> - Launch DRT system in targeted neighborhoods. - Monitor system performance and gather user feedback. - Implement necessary improvements based on feedback.

Sub-measures and preliminary indicators

Measure	Sub-measure (If applicable)	Impact indicators
VAL_06	VAL_06_01: DRT service to guarantee public transport access in peri-urban areas	<ul style="list-style-type: none"> - PT ridership of peri-urban areas where is implemented. - Access to mobility services in the city and peri-urban area. - Amount of PT ridership belonging vulnerable groups before and after the implementation of measure.
	VAL_06_02: Innovative tools for PT users, focusing specially on vulnerable target groups	