

## Objectives of the measure

- **At measure level:**
  - Incorporate private shared mobility providers in BudapestGO to facilitate the access to all transport modes through one single app
  - Improve route planning options
  - Amplify the offer of sustainable transport modes in BudapestGO to improve route planning capabilities
- **At city level:**
  - Increase the share of public transport around the city
  - Ensure the closer integration of private micromobility providers

## Description of the measure

- **Situation before:**

BudapestGO - being the official travel planner application of BKK – is becoming more and more popular since it has been launched in March 2022. The continuously expanding functions not only provide favourable functions for public transport users, but they also tend to attract new groups of customers. MOL Bubi, the shared bike system operated by BKK has already been added to the travel planner system, offering useful option alternatives for customers. However, devices of private mobility providers are not able to use currently, when planning a journey within the application, thus e-scooters and other private mobility devices are not part of the BudapestGO travel planning system yet.

- **General description:**

This measure will focus on displaying the available e-scooters and zone borders in the BudapestGO application where users will be able to check the locations, where the devices are permitted to be used. In addition, BudapestGO will enable customers to plan a journey by using selected micromobility devices as well, extending journey planning options. After selecting a micromobility device, the BudapestGO user will be taken to the application of the given e-scooter by using a deep link, where the renting and the purchase processes can be finished.

- Option A: with the involvement of a system integrator, integration with only one partner is necessary for BKK. The partner company contracts with the individual e-scooter service providers.
- Option B: BKK contracts individually with each e-scooter service provider.

- **Measure outputs:**

This measure will deliver:

- Attracting new target groups
- Providing new alternative options within the journey planner
- Providing quicker journey options in areas with less frequent PT services
- Providing more modal options in the application by integrating private micromobility providers

- **Supporting activities:**

N/A

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

- **BUD\_02:** To create new mobility packages of Multimodal Digital Mobility Services

## Target groups and/or geographical impact areas

- **Target groups:** All transport users of Budapest and its urban area are considered target groups.
- **Geographic implementation area:** BudapestGO covers the transport system Budapest and its urban area, therefore it will target user groups transporting within all of those specific areas.

## 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 and implementation activities.

## U-tools support

This measure will be actively supported by one IT tool from the UPPER toolkit:

- **U-TWIN**

## Link to other UPPER measures

- **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\_05:** To enhance the information provided through adapted services for different groups of passengers
- **HAN\_01:** Digital infrastructure
- **OSL\_08:** Increase visibility of sustainable modes of transport and measuring effects by integrating in MaaS-solutions

## Process of implementation of the measure

Stages	Description	Intermediate milestones
<b>Design</b>	Making collaborative agreements with the selected shared mobility providers - acquisition	TBA – depending on the selected option
<b>Implementation</b>	Putting the system into operation	Q2/Q3 2024

## Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
BUD_04	N/A	<ul style="list-style-type: none"><li>- Level of MaaS integration</li><li>- Number of users of the BudapestGO application</li><li>- Number of micromobility users</li></ul>