

Objectives of the measure

- **At measure level:**
 - Understand the patterns in the connection between the level of PT service and passengers' choice of mobility modes
 - Understand the patterns of combined transport users in a more detailed way
 - Identify the potential customers that could be channelled to use PT instead of less sustainable mobility modes
- **Contributing to city level objectives of:**
 - Increase the competitiveness of public transport in Budapest
 - Increase the share of public transport around the city, while reducing trips made by private vehicles

Description of the measure

- **Situation before:**

In Budapest, BKK functions as the mobility manager of the city, being responsible for coordinating, organising and developing public transport services in the city.

The pandemic years have resulted in a significant change in mobility patterns amongst the citizens. PT demand has recovered by Q1 of 2023 only to 80 percent, compared to the pre-pandemic level in 2019.

BKK conducts, on a yearly base, a representative survey, to ask the opinion of the PT users about the level of service. Latest survey has been completed in the end of year 2022. The results show that the people frequently travelling by PT in the city, are generally satisfied with the service. They consider PT availability, reliability, travelling times and travel information service very good in Budapest (satisfaction rate is above 85 percent). However, BKK has only little (and no qualitative) information about those non-PT users that are travelling frequently by less sustainable modes. In addition, the patterns of PT users using combined modes are also little known. This raises questions in numerous ways to understand their habits and behaviour in a deeper way.

- **General description:**

This measure will aim for the deeper qualitative assessment and understanding of the patterns that are shaping the mobility mode choices of those groups that are non-PT users at the moment but could be targeted to change to PT (e.g. by specific service developments or campaigns) in the future with a focus on combined transport users. The planned activities include carrying out surveys, focus group interviews and data analysis of the mobility flows to understand the mobility patterns and establishing new dialog formats with PT users and non-PT-users to be able to better address their needs. The measure will also bring a deeper understanding of the patterns of combined transport users by collecting data from their perspectives and investigating processes that motivates their behaviour.

- **Measure outputs:**

This measure will deliver:

- A report on the connection between the service level and passenger satisfaction with a focus on combined transport.
- A roadmap with the potential intervention areas for future improvements of the services

- **Supporting activities:**

By using U-GOV, the tool will support the identification of dependencies between provided service and user satisfaction and will help BKK to engage into dialogue with specific user groups.

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

- UPPER measure BUD_03 to provide input to the planning of the PT Network Strategy of BKK
- Preliminary assessment on PT network demand (conducted as part of the PT Network Strategy) to provide input for identifying UPPER BUD_03 measure target groups

Target groups and/or geographical impact areas

- **Target groups:**

- Citizens of Budapest
- Customers living in the agglomeration, but frequently commuting to Budapest
- Tourists and visitors

- **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 and implementation activities.
- **Operators** (and departments of BKK) that are in direct contact with the target groups.

U-tools support

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

- **U-GOV:** to support the identification of dependencies between service and satisfaction and communicate these.

Link to other UPPER measures

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

- **VAL_09:** Improving the air quality and the feeling of safety (after Covid) in buses
- **IDF_08:** Improve public perception of PT

Process of implementation of the measure

Stages	Description	Intermediate milestones
Design	Data collection (including e.g. geospatial analysis of passenger flows and identification of potential PT users)	<ul style="list-style-type: none"> - Analysis of collected data - Identification of inefficiencies in PT offer - Identification of target groups (e.g. by location, by type)
Preparation	Plan for the engagement activities with target groups Prepare for qualitative assessment of the correlation between PT travel demand and the level of service provided	<ul style="list-style-type: none"> - Identification of the methodologies to be used for the engagement activities with the different groups
Implementation	Qualitative assessment Drawing conclusions that can help to formulate measures to elevate service level in order to channel in new PT customers	<ul style="list-style-type: none"> - Performing of the assessment - Evaluation of the results of the assessment, and identification of the customer groups that could be channelled to use PT

Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
BUD_03	N/A	<ul style="list-style-type: none"> - Number of users involved in engagement activities