



Generalitat de Catalunya
Departament de Territori

Clic.cat

Digitalised DRT in Catalonia

7 March 2024

First approach

Catalonia

- Population: 8,000,000
- Surface: 32,000 km² (= Belgium)
- Capital: Barcelona
 - 1,600,000 inh. within city limits
 - 3,300,000 inh. in the metropolitan area
- The Government of Catalonia is responsible for interurban public transportation.



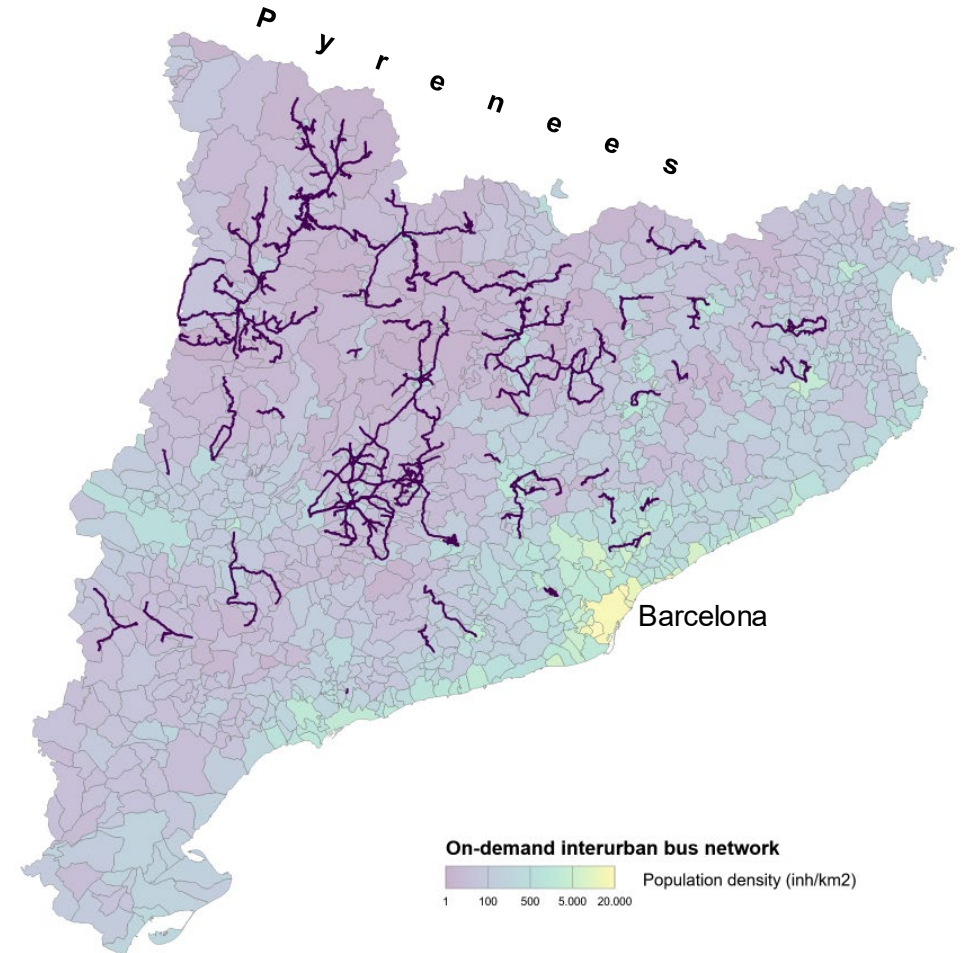
DRTs in Catalonia

Location of DRTs

- Main purpose:** serving public transportation in small towns located far from main roads
 - Most of small towns didn't have public transportation
 - Existing regular bus service was not frequent nor efficient

- 233 routes / services** (25% of all routes)
- 736 small towns and villages** are served by DRT
- 135,591 passengers in 2022**

- Service is provided by minibuses or taxis



DRTs in Catalonia

Evolution and types of services

- From 1991 to 2021: fixed-schedule services
 1. Fully on-demand
 2. Partially on-demand:
 - Off-route stops
 - Specific trips during off-peak times

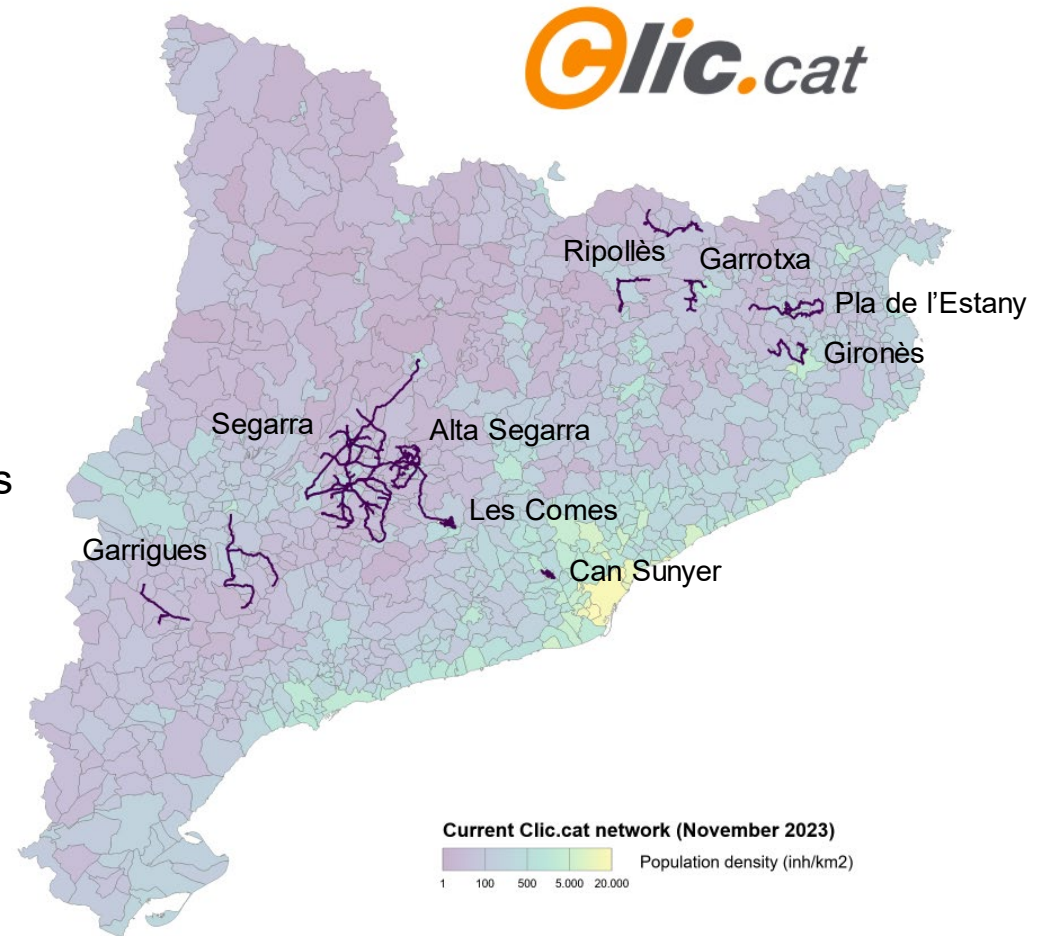
Both types of services will be progressively digitalised and integrated into the Clic.cat brand, starting this year.

- Since 2021: the brand **Clic.cat** is created, meant for **digitalised DRTs** via apps. New services include:
 1. Fixed-schedule services (fully or partially on-demand)
 2. Flexible services (Point cloud)

Clic.cat

Clic.cat: a new brand for digitalised DRTs

- Started in 2021
- Main improvements:
 - Service is labelled under the Clic.cat brand (vehicles, stops, information, app)
 - Service is digitalised: reservation through app
 - Request margin time decreased from ~24 hours to 15 minutes



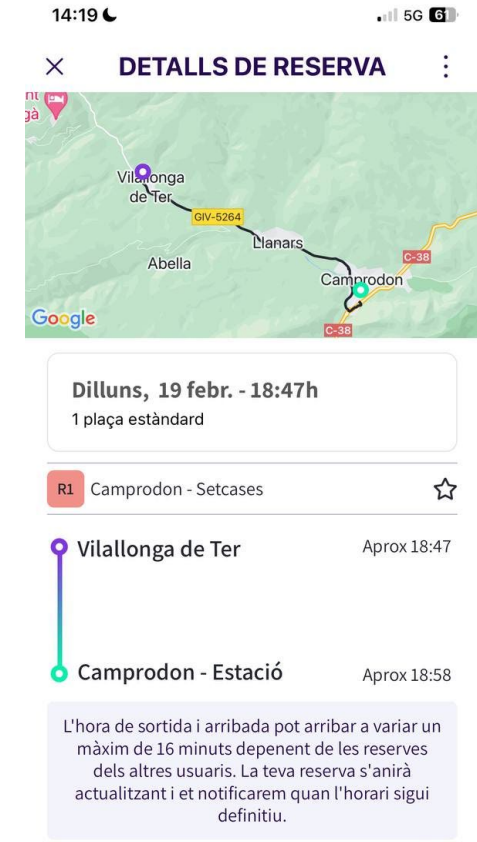
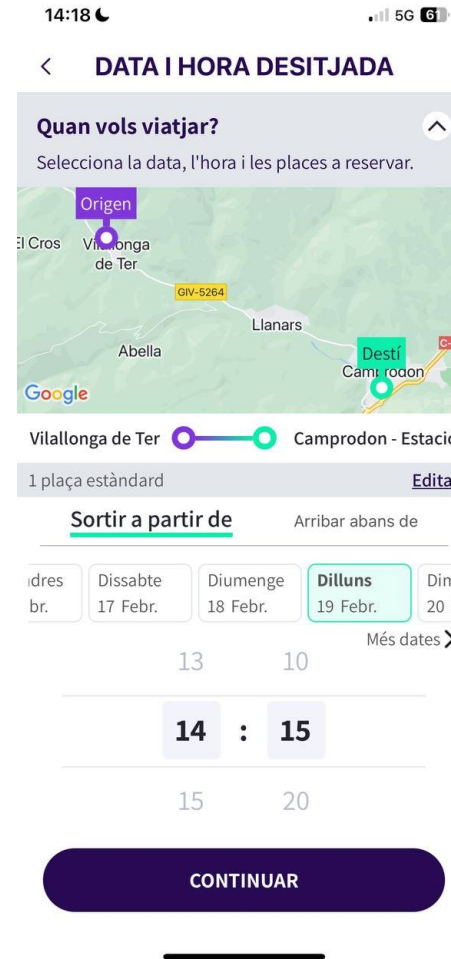
Apps and booking process

Requirements:

- Minimum **request margin time: 15 minutes.**
- Availability to request a service by phone call.

Steps for booking a ride:

1. Download the app.
2. Register as a user.
3. Book a ride (select origin, destination, date, time and number of passengers).
4. The app confirms the booking and the expected departing time.



Information campaign

- ❑ **Creating a brand** to associate all DRTs services.
- ❑ **Information campaigns:** flyers, posters, stands in markets, information sessions
- ❑ All stakeholders are important:
 - Government of Catalonia
 - Bus operator
 - Local councils



Clic.cat
NOU SERVEI DE TRANSPORT
Mancomunitat Alta Segarra
De dilluns a divendres de 08.00 h a 16.00 h.
DESCARREGA L'APP

El cost serà de 3€ per als desplaçaments entre els municipis de la mancomunitat i de 5€ per als viatges entre aquestes poblacions i Igualada.

Clic.cat
Bus Cobertes
Viatja en autobús a les Comes amb un sol clic
Deixa el cotxe a casa teva, nosaltres t'hi portem
www.lescomes.elmeubus.com

Dues línies de transport a la demanda per anar a les Comes
TAD1 Vila Mergarda de Montbui - Igualada - Polígon Les Comes
TAD2 Vilanova del Camí - Igualada - Polígon Les Comes

Descarrega't la nostra app!
O entra al nostre web:
www.lescomes.elmeubus.com
Registra't i gestiona les teves reserves des de qualsevol lloc i dispositiu.

Clic.cat: different solutions for each zone

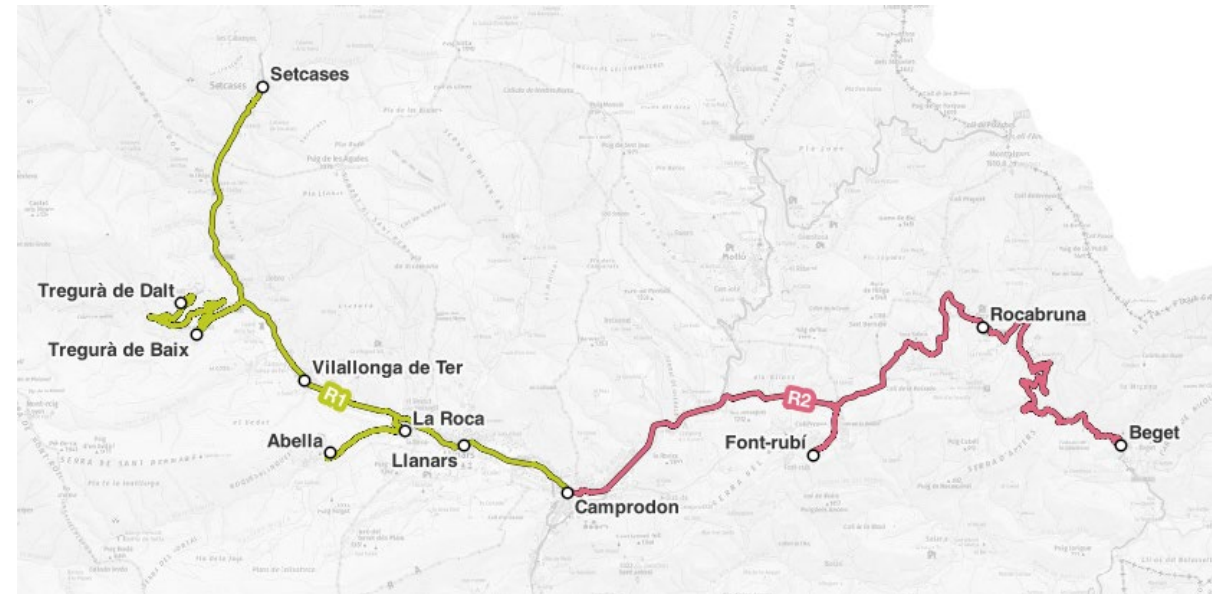
Ripollès / Vall de Camprodon

Conditions

- Rural and mountainous area. Population: 3,300
 - 2,200 in the market town
 - 1,100 in small towns
- Existing regular line with 3 trips/day (only serves main towns)

Solution

- DRT with 2 lines, as an addition to the existing regular line
- Fixed-schedule service**
- On-request trips and stops



Clic.cat: different solutions for each zone

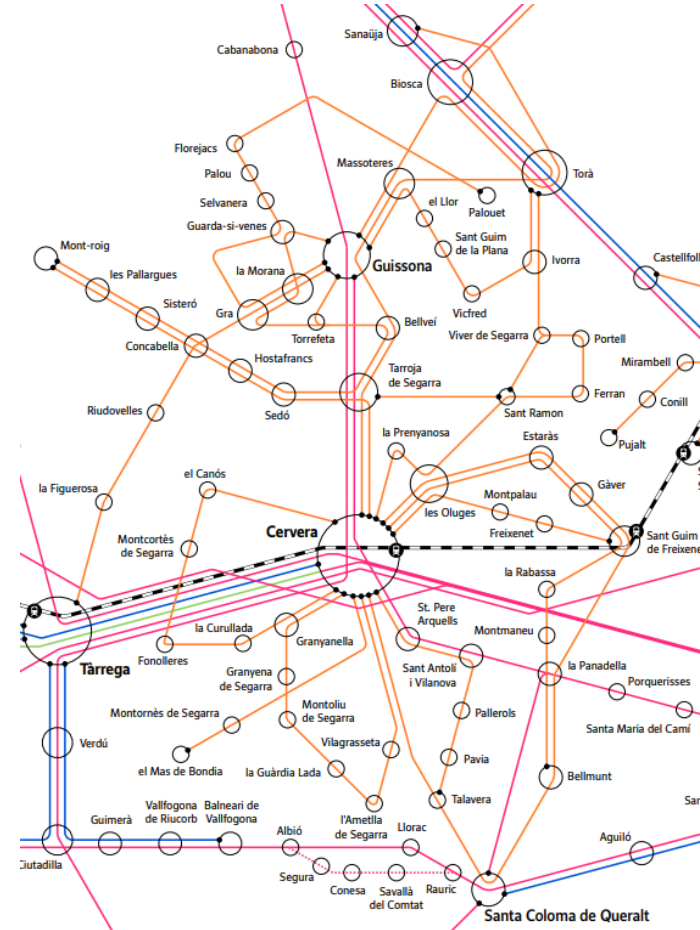
La Segarra

Conditions

- Rural area. Total population: 22,000 inh.
 - Cervera: 9,000 inh.
 - Guissona: 7,000 inh. Main industrial town in the area
 - Small towns: 6,000 inh.
- School buses allow non-scholar users

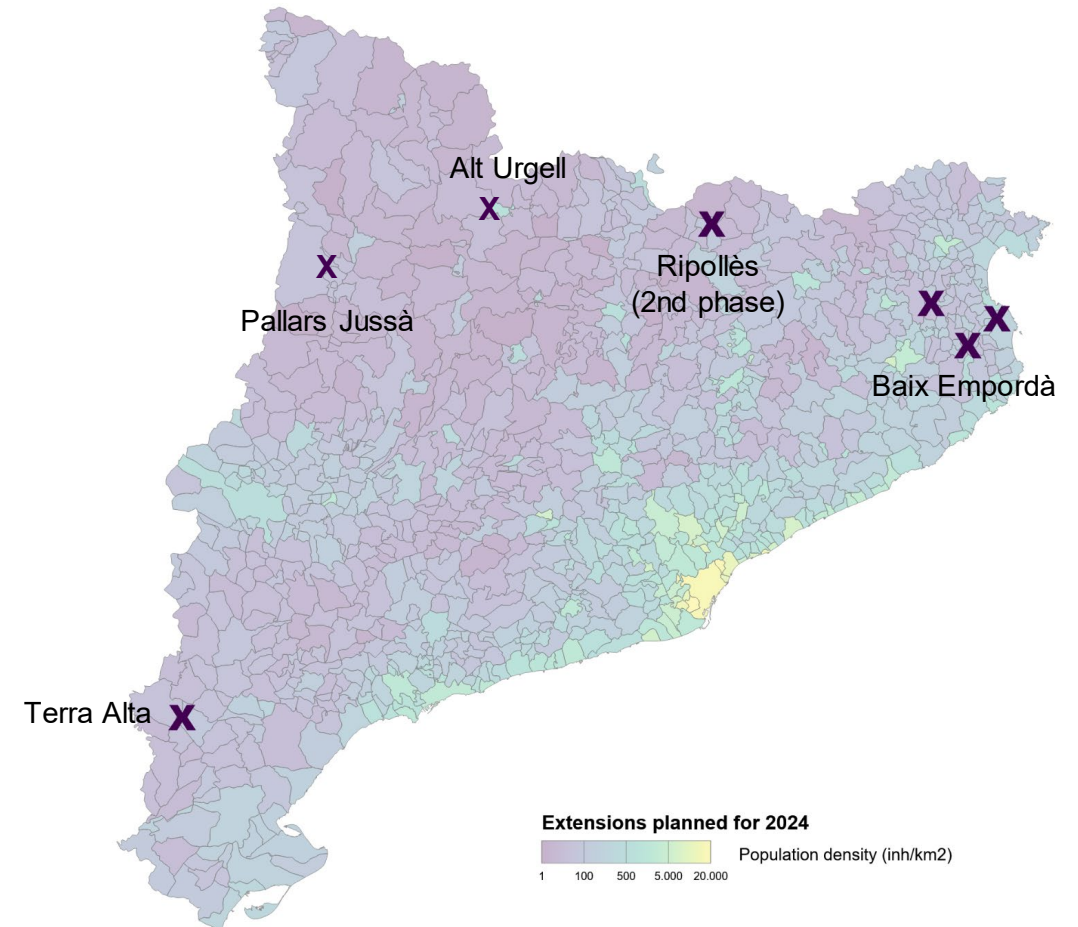
Solution

- Fixed-schedule service, same routes than school buses.
- DRT works at times not covered by school buses + holidays.
- Interannual demand increased by 43%.



Network extension

- Planning methodology is based in comarca*-wide projects (2-3 per year)
 - *Comarca: Kreis / Arrondissement / County / Amt / Okrug
- **Existing DRTs will be progressively digitalised** and integrated into the Clic.cat brand, starting this year.
- Current transport licenses expire in 2028. A new bus network will be implemented. Planning will start in few months.

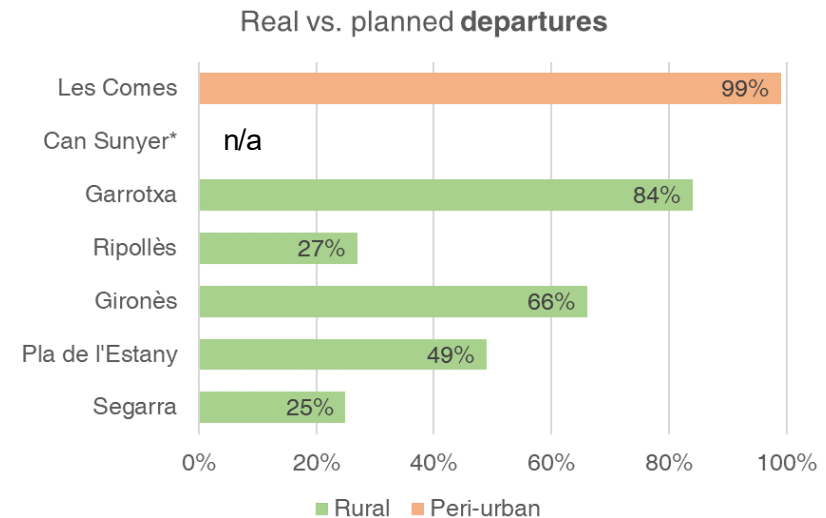
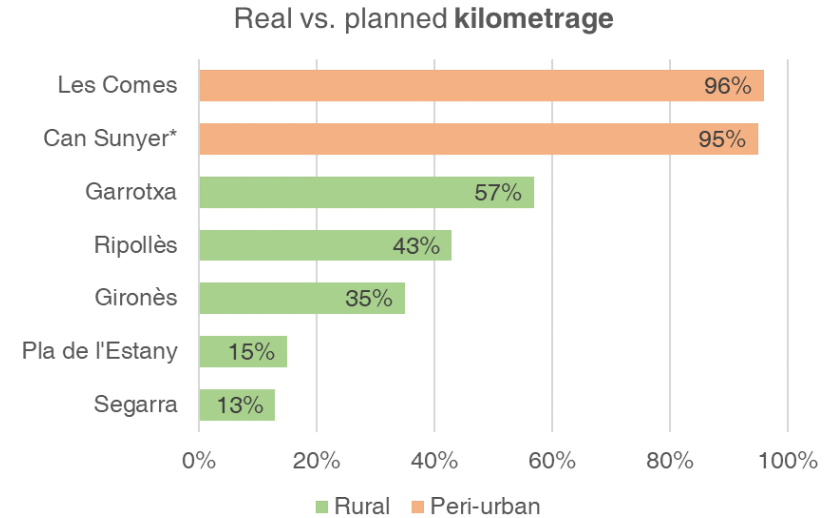
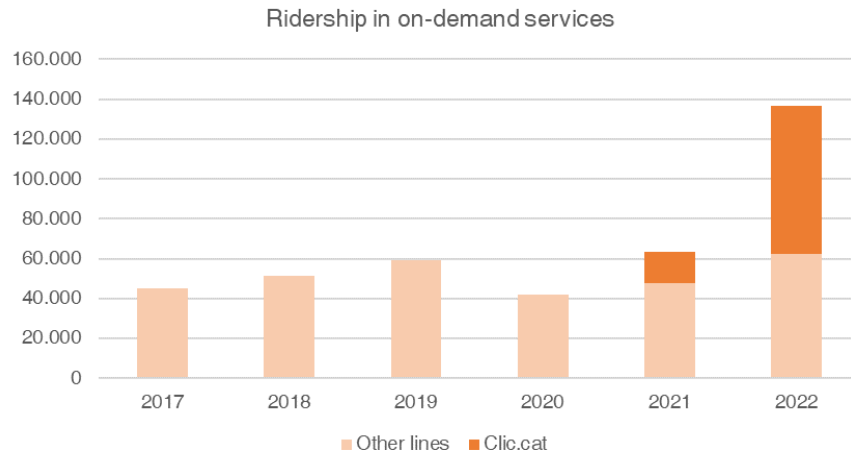


Overall results

Ridership and kilometric savings

□ **Total DRT demand increased by 175% in 2022, compared to 2021:**

- Existing DRT services: +148%
- Converted from regular services: +60%
- New services account for the rest of the increase



Overall results

Costs

□ **Distance costs:** 0,50 €/km – 1,05 €/km

- Highest in flexible DRTs

□ **Time cost:** 33 €/h – 54 €/h

□ **Fixed costs:**

- App licenses 6,000 € - 10,000 €
- Callcenter

□ **Highly deficitary systems:** revenues cover between 2% and 9% of the costs.

- All services are funded by the Catalan Government.

DRTs might increase operational costs despite optimising the shortest paths

...but...

have a **positive social impact** in rural and depopulated areas

Conclusions

Some conclusions according to our experience

- Economic:** transforming an existing service into a DRT does not guarantee reducing costs.
- Digitalisation:** around 70-80% book via app. 20-30% still prefer calling by phone.
- Information:** success is possible if all stakeholders collaborate (city councils, operators, potential users). Informative sessions are appreciated.
- High user acceptance:** users easily accept DRTs, especially when they realise that the offer will be better.



Generalitat de Catalunya
Departament de Territori

territori.gencat.cat