

TEMPLATE

Output factsheet: Pilot actions

Version 1

Project index number and acronym	CE25 MOVECIT
Lead partner	Sinergija Development Agency, Slovenia
Output number and title	O.T3.2: Pilot actions implementation of mobility plans' measures for low carbon mobility planning in functional urban area
Responsible partner (PP name and number)	PP4 Budapest University of Technology and Economics
Project website	http://www.interreg-central.eu/Content.Node/MOVECIT.html
Delivery date	28.02.2019

Summary description of the pilot action explaining its experimental nature and demonstration character

The pilot action of BME concentrates on information providing and conscious mode choice decisions for their colleagues and citizens of Budapest generally. An online tool was implemented to compare different transportation modes of home-work trips made by employees. The comparison includes several indicators related to travel time, cost, emission and healthiness. The specific routes between work and home are shown on a map with indicators. The employees can set the indicators, how important travel time, cost, emission and healthiness is on the specific day, and the online service shows routes with different transportation modes (car, public transport, bike, walk) and a comparison of the routes is presented in a graphical form (e.g. chart) as well as in a table. The online tool includes parameters that are hard to calculate, such as healthiness or environment friendliness of a route, but it also calculates with values, which are realistic, but people usually forget to count with, such as costs of owning and using a car, or the time of parking a car. More importantly the CO2 emission is calculated as a separate parameter based on the distance, mode of transport and type of vehicle (in case of car usage). With these concerns by showing the estimated CO2 usages, the application promotes sustainable commuting modes, and therefore helps decreasing CO2 emissions. Thus, the idea was to support the decision-making process of the employees, which can be best realized by showing the potential options and the benefits of each transportation mode.

There is no direct linkage between the Workplace mobility plan for BME (WMP) and the pilot, due to the late decision of the pilot modification which was done after the WMP has been elaborated already. The WMP could not be updated in a short-term. Still the general aims and goals of the WMP are fully supported by the pilot action.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

Budapest is the capital and the largest city in Hungary (NUTS HU110) with 1.7 million inhabitants, while it is the seventh largest city in the European Union. The city covers an area of 525 square kilometers and has a population density of 3314 people per square kilometer, being the most densely populated of all municipalities in Hungary. Together with the agglomeration more than 2.5 million people live and travel to and in Budapest. Budapest is the economic and political center of the country, and the largest metropolitan area in Central Eastern Europe. The city is situated along the Danube and has a central role in terms of transport, because several TEN-T lines reach the city and all major international roads and railway lines lead to Budapest.

Expected impact and benefits of the pilot action for the concerned territory and target groups

The primary target group was the employees of BME Faculty of Transportation Engineering and Vehicle Engineering. Most employees are commuting either by public transport or by private car. With increasing commuting distance, individual traffic has an increasing share, while walking and cycling completely disappear. It would be desirable to reduce the use of individual vehicles in commuting shorter than 2 km. Over 10 km commuting distance the share of public transport drastically decreases, which is the distance of the border between the city and the functional urban area. Commuting to the workplace and back home has the highest share of urban trips. In most cases commuters are not aware of all factors connected to their mobility. By showing the estimated CO₂ usages, the application promotes sustainable commuting modes, and therefore helps decreasing CO₂ emissions. Thus, if travelers can change the way they commute, it will have a strong effect not just on their daily trips, but in general on the quality of urban life in Budapest.

Sustainability of the pilot action results and transferability to other territories and stakeholders

The application concentrates on the long-term decisions with the goal to promote the usage of sustainable transportation modes, such as public transport, walking or cycling. Using the online service is a cost-effective approach to show sustainable opportunities and encourage change of travel behavior.

The application provides travel data for Budapest and its functional urban area, but the methodology is generally applicable. Thus, the methodology and the tool itself can be easily transferred to any other region in Central Europe, only the data for route planning need to be specified, otherwise it is well applicable and useful in other areas.

Lessons learned from the implementation of the pilot action and added value of transnational cooperation

The online tool was very positively accepted, several feedback and extension requests arrived, however the tool was not used by specific age groups. Most feedbacks commended the integrative way of the application, how innovatively it compares transport modes. Other users highlighted the visualization, since the user interface of the application is very trendy and eye-catching. The most important lesson was derived during the stakeholder involvement process, when it was decided not to cope with real-time data and short-term decisions, but focus on long-term decisions and generalized results.

The online tool was used for users in Budapest, however its functionality is clearly an added value for any location in Europe, as travel mode choice supported by environmental factors is beneficial for all. Furthermore, when creating the indicators and designing the user interface, the feedback of other partners provided and added value to provide the most user-friendly interface for the participants.

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

D.T3.3.6 REPORT ON IMPLEMENTATION OF PILOT ACTION OF BME IN BUDAPEST
movecit.codecluster.io

The deliverables can be found at the project website under menu Publication: <https://www.interreg-central.eu/Content.Node/MOVECIT.html>

The interface of the application:

Add meg az 'Otthon'-t és a 'Munkahelyet'! ✕

Indulási időpont ▾ 13 : 21

2019-10-11 

 Otthon (irányítószám, utca, házszám) 

 Munkahely (irányítószám, utca, házszám) 

Megálló hozzáadása

Állítsd be a paraméterek fontosságát!
A megtervezett útvonal a megadott súlyok alapján kerül kiszámításra.

 Utazás időtartama

 BUDAPESTI MŰSZAKI ÉS GAZDASÁGTUDOMÁNYI EGYETEM
Közlekedésmérnöki és Járműmérnöki Kar

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A projekt az Interreg Central Europe Programból, az Európai Regionális Fejlesztési Alap támogatásával, az Európai Unió és Magyar Állam társfinanszírozásával valósul meg.