

Linking Urban and Rural Areas in Coimbra Region - the path to a MaaS system

CISMOB Main Interregional Exchange of Experience Event

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Stockholm

Intermunicipal Community of the Coimbra Region (CIM RC)

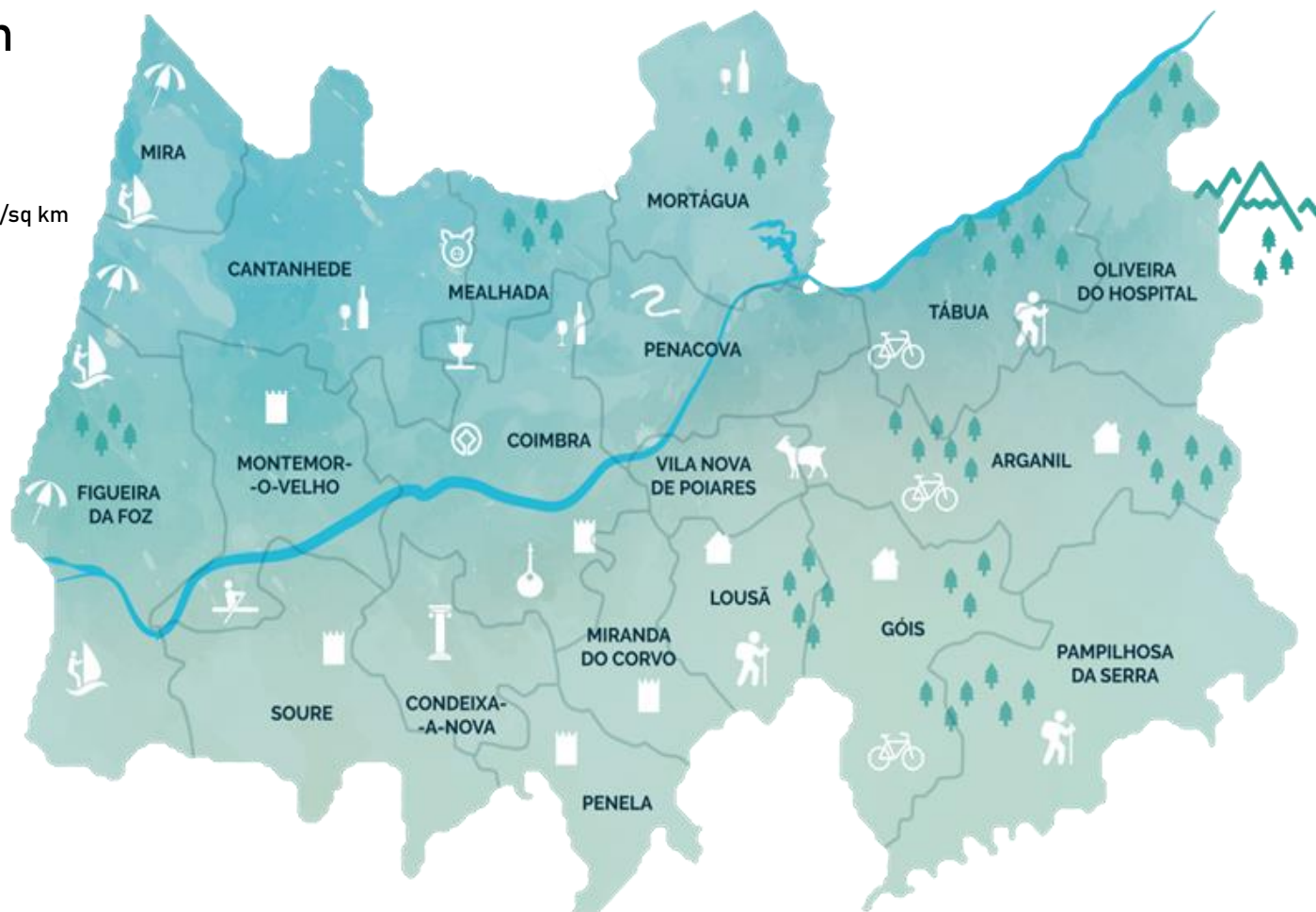
Coimbra Region

19 Counties

Population: 436.949

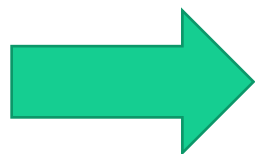
Area: 4.336 km²

Population density: 100,8 inhab/sq km



The path to a MaaS system

1st Step



Ensure that the entire region has access to public transportation



How?

In CIM Coimbra Region the flexible transport service on demand is called **SIT FLEXI**

We believe it's the most efficient and economical transport solution for rural areas. The service aims to guarantee a wider coverage of transport service in rural and low density areas.

The main goal is to improve mobility and accessibility in rural areas, although it has a social inclusion nature.

How does it Work?

The user books the trip through a request (phone call) to our call center;

Call center (free for all users) is available from Monday to Friday;

Reservations until 03.00pm the day before the trip;

Local taxi operators (cooperation protocols);

schedules, stops and optimized routes (according with demand and reservations);

**SIT**_{RC} Flexi

Flexible transport by demand
has arrived to your village!

**CIM|RC**
COMUNIDADE INTERMUNICIPAL
REGIÃO DE COIMBRAwww.sit-regiaodecoimbra.pt

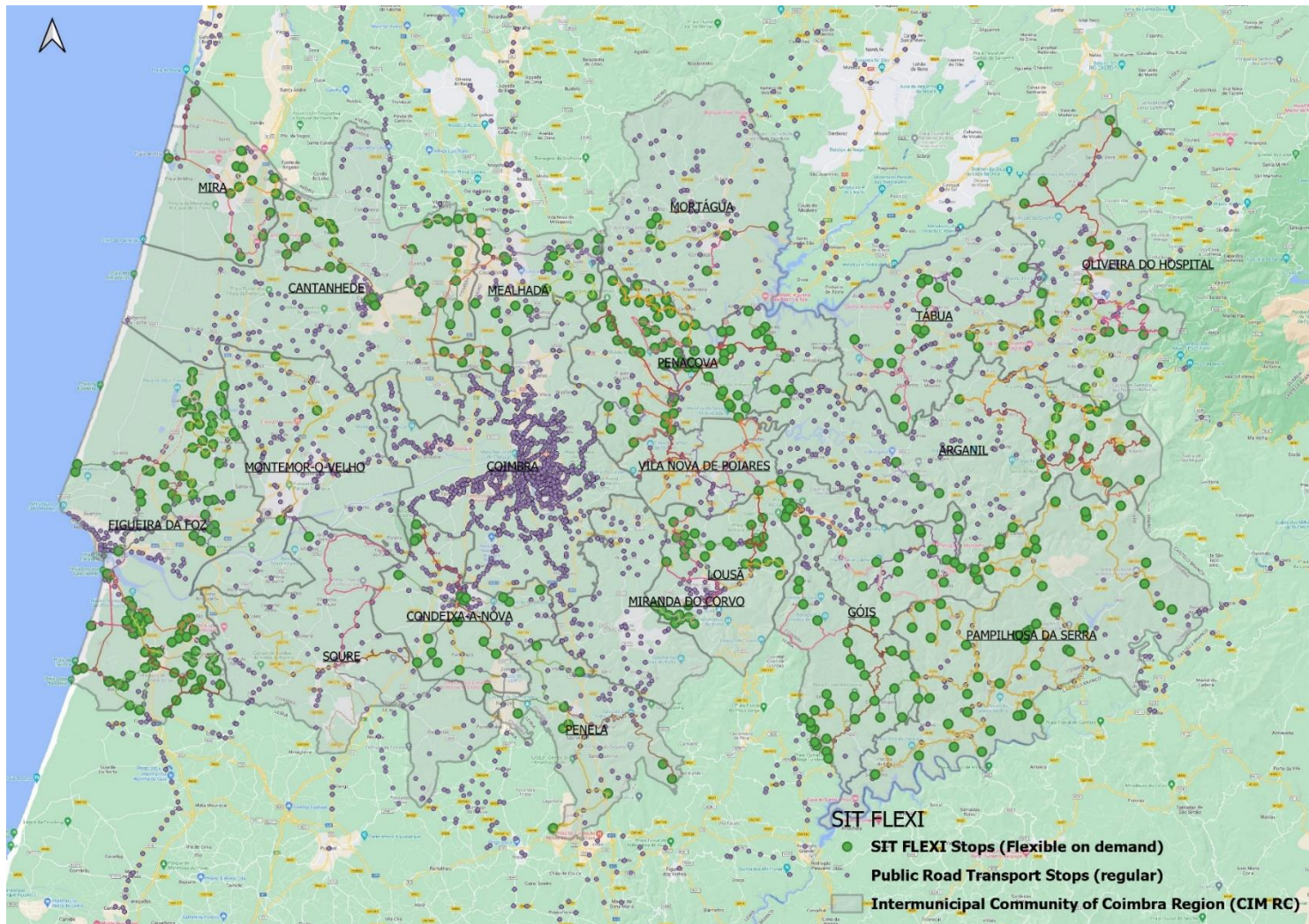
For further information please contact:

800 200 201

Transport Network coverage

Service is implemented in 18 municipalities and the transport network is now covering almost 100% of the territory.

Our Target	
296 153	CIM RC Population (without Coimbra)
14 808	population not covered by regular public transport service (5%)
1 925	Population Target (population that uses public transport services around 13%)

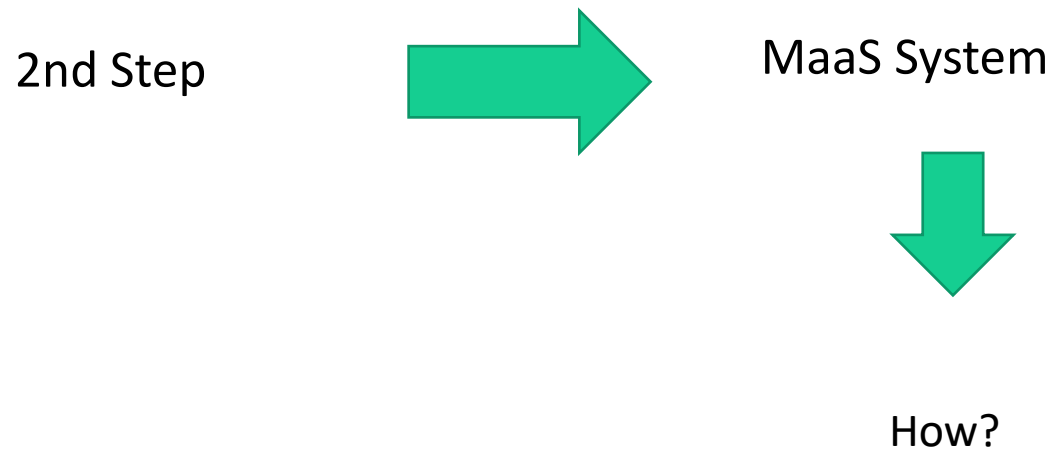


Action Plan

2022/2023

- Implement and stabilize the flexible transport solution in each municipality and assure the service coverage in all places that don't have regular transport service (100% coverage between regular and flexible transport);
- Evaluate and Implement project improvements:
 - ✓ Intermunicipal routes;
 - ✓ Partnerships with operators with fleet adapted for users with reduced mobility.

The path to a MaaS system



2nd Step

Creation of a new legal entity for the management of the intermodal system (Intermodal Mobility and Transportation of Coimbra Region),



- Promote intermodality
- Perform the global, horizontal and complementary functions to all the operators of the Mobility System of Coimbra Region;
- Implement a **common technological ticketing platform** used by all transport companies to enable them to accept intermodal tickets and to guarantee the security of the transactions carried out;
- The integrated management of all the information on the Mobility System of Coimbra Region in a single customer information system, available in various media and integrating the different modes

Thank you!

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