



# WP.T2 - D.T2.3.5

---

**Pilot measures implementation - Murska  
Sobota (SI) - Demand responsive transport  
based on real time information system**

---

**Final Version  
04 2022**



Dissemination level	<i>Public</i>
Activity	<i>A.T2.3 - Pilot action implementation</i>
Deliverable	<i>D.T2.3.5 - Pilot measures implementation - Murska Sobota (SI) - Demand responsive transport based on real time information system</i>
Coordinating partner	<i>MURS</i>
Contributors	<i>Simon Sukič, Tadej Pirc, Andreja Tivadar</i>
Due date of deliverable	<i>28.02.2022</i>
Actual date of deliverable	<i>05.04.2022</i>
Status (F: final, D: draft)	<i>Final</i>
File name	<i>062_SMACKER_D-T-2-3-5_2022-04-15_Final</i>



# TABLE OF CONTENTS

<b>1. Introduction .....</b>	<b>4</b>
<b>2. References for the pilot implementation.....</b>	<b>5</b>
<b>2.1. Impact of COVID-19 pandemic on the pilot action .....</b>	<b>5</b>
<b>2.2. LMF activity report.....</b>	<b>5</b>
<b>3. MURS pilot implementation report .....</b>	<b>8</b>
<b>3.1. Framework of the pilot action implementation .....</b>	<b>8</b>
<b>3.2. Pilot implementation timetable .....</b>	<b>9</b>
<b>3.3. Nudging and communication activity implementation .....</b>	<b>12</b>
<b>4. References.....</b>	<b>15</b>
<b>5. Annexes .....</b>	<b>16</b>
<b>5.1. Annex 1: MURS LMF meeting, 28 February 2022.....</b>	<b>16</b>
<b>5.2. Annex 2: Nudging and communication material for the Murska Sobota pilot implementation .....</b>	<b>19</b>
<b>5.2.1. Responsibus .....</b>	<b>19</b>
<b>5.2.2. Short videos .....</b>	<b>21</b>



## 1. Introduction

Remote regions in central Europe share the same risks and issues related to being at the periphery of main transport networks. Inadequate and under-used services, excessive costs, lack of last-mile services and proper intermodality, poor communication and information to users and car commuting are the challenges that many central European regions face.

The SMACKER project addresses those disparities to promote public transport and mobility services that are demand-responsive and that connect local and regional systems to main corridors and transport nodes.

Within SMACKER mobility issues related to peripheral and rural areas, and main barriers are assessed and addressed by providing solutions that draw on the best international know-how. SMACKER promotes demand-responsive transport services to connect local and regional systems to main transport corridors and nodes: soft measures (e.g. behaviour change campaigns) and hard measures (e.g. mobility service pilots) are used to identify and promote eco-friendly solutions for public transport in rural and peripheral areas to achieve more liveable and sustainable environments, better integration of the population to main corridors and better feeding services. SMACKER helps local communities to re-design their transport services according to user needs, through a coordinated co-design process between local/regional partners and stakeholders; SMACKERS also encourages the use of new transport services through motivating and incentivizing campaigns. The direct beneficiaries of the actions are residents, commuters and tourists.

Participation reflects the overall integration of citizens and groups in planning processes and policy decision-making and consequently the share of power. In particular, transport planning and transport relevant measures are often the subject of controversial discussions within the urban community. The concept of Sustainable Urban Mobility Planning has established the principle that the public should be included from the very beginning of the transport planning process and not only when the plans are largely completed and only minor amendments can be carried out. For that reason, public authorities need to open-up debate on this highly specialised and complex subject area and make participation a part of the planning process. In order to ensure participation throughout the process, development of an engagement strategy would be necessary.

This deliverable provides the report on the implementation of the Murska Sobota pilot activities.

Chapter 2 contextualizes the pilot implementation, making explicit the impact of the COVID-19 pandemic on the rolling out of the activities foreseen in the pilot plan and reporting the role of the LMF in the pilot phases.

Chapter 3 reports on the pilot action implementation. It also describes the pilot framework, clarifying the actors involved and presenting the information useful to understand the pilot implementation timetable that is presented in a tabular form. Furthermore, it reports on the implementation of the pilot communication and nudging activities.

Annexes detail the pilot activities implemented in collaboration with the LMF through providing the meeting minutes (Annex 1) of the LMF meeting that took place between in February 2022, and report the communication and nudging material developed and used for the pilot action (Annex 2).



## 2. References for the pilot implementation

The MURS pilot plan is presented in D.T2.2.6, which was built taking into account specificities of the pilot site, the existing mobility plans, the results from the collaboration with the local LMF (D.T1.2.8, D.T1.2.15), and the local strategies elaborated with the SMACKER scientific partners (D.T1.2.21, chapter 4).

Policy makers, transport operators and stakeholders are involved in pilot activities through the LMF (D.T2.2.2).

### 2.1. Impact of COVID-19 pandemic on the pilot action

The COVID-19 pandemic was officially declared by the World Health Organization (WHO) on 11 March 2020<sup>1</sup>.

It impacted first the drafting of the pilot plan, as the original timeline outlined in the SMACKER AF has been reorganized following the pandemic contingency since the planning phase. This is clearly explained in D.T2.2.6 chapter 4.1.1 “Modifications of pilot action vs AF and impact of COVID19”, which content is reported here below for the sake of the reader.

*In the Murska Sobota case specifically, it is noted that the COVID19 emergency and the consequent lockdown of activities in Slovenia from March to May 2020 led to delay of the SMACKER pilot activities. The main issue is that the foreseen Murska Sobota pilot was designed to respond to specific mobility needs of tourists and to exploit the remaining capacity of existing transport means that could be used for the DRT service during off-peak hours on weekdays and at weekends.*

*The impossibility of planning a proper exploitation of the transport means, due to both a lack of passengers and the need of sanitizing the transport means too, led to the decision of postponing the starting of the pilot activities from June 2020 to January 2021, keeping the possibility to operate a pre- full implementation test in September 2020. The decision upon the potential late September test will be taken only in September 2020, based on the COVID19 situation and on the foresights about September.*

*It is noted that such DRT service will be operating during weekends and serve primarily the tourist needs. Residents will also benefit from the service and can use the DRT. It will operate using public transport buses, as this resulted as the best solution for cost optimization for weekend DRT services.*

As the pandemic continued until March 2022, it has also affected the implementation of the pilot plan presented in chapters 4.3 and 4.4 of D.T2.2.6. This is clarified in the following chapter that reports on the pilot implementation by adding a column to the pilot plan table.

The results of the pilot KPI monitoring plan presented in chapter 4.5 of D.T2.2.6 are included in D.T2.4.4, chapter 4.3.

### 2.2. LMF activity report

Local and regional policy makers, transport operators and stakeholders are involved in the pilot planning, implementation and monitoring through the Local Mobility Forum (LMF). The LMF is involved also in pilot communication and nudging activities, as to better connect the pilot with the local communities who are the first customers and also the first promoters of the pilot action.

The MURS LMF role in the various pilot phases is shown in the table below, already presented in the SMACKER deliverable D.T2.2.2 “Stakeholders and users group involvement” and recalled in D.T2.2.6, chapter 2.2.

---

<sup>1</sup> <https://www.who.int/director-general/speeches/detail/who-director-general-s-opening-remarks-at-the-media-briefing-on-covid-19---11-march-2020>



**Table 1: MURS LMF role per pilot phase [Source: SMACKER D.T2.2.6]**

<i>Pilot action</i>	<i>LMF role</i>	<i>LMF planned meetings</i>	<i>Involved stakeholders</i>	<i>Result</i>
<i>Planning</i>	<p>Support the definition of main users' needs from residential and touristic point of view and provide suggestions for pilot action plan. Share ideas for communication / nudging strategy.</p> <p>Support the preparation for implementation, review of updated pilot action plan.</p>	<p>First LMF meeting, 9. 12. 2019</p> <p>Second, Third and Fourth LMF meetings, February 2020, September 2020 and January 2021 (indicative dates)</p>	<p>Regional public authorities, Local public authority, Public Transport/Mobility Operators, Sectoral agencies, Touristic operators, Interest groups including NGOs</p>	<i>D.T2.2.6</i>
<i>Implementation and monitoring</i>	<p>Provide feedback on pilot implementation, suggestions for updated DRT service; share ideas for communication / nudging strategy.</p>	<p>Fifth LMF meeting, August 2021 (indicative)</p>	<p>Regional public authorities, Local public authority, Public Transport/Mobility Operators, Sectoral agencies, Touristic operators, Interest groups including NGOs</p>	<i>D.T2.3.5</i>
<i>Evaluation</i>	<p>Review the pilot results and to wrap up the lessons learnt.</p>	<p>Sixth LMF meeting, September 2021 (indicative)</p>	<p>Regional public authorities, Local public authority, Public Transport/Mobility Operators, Sectoral agencies, Touristic operators, Interest groups including NGOs</p>	<i>D.T2.4.10</i>

Due to the COVID situation, from March 2020 on, MURS has cooperated with the LMF members through unformal communications, mostly via telephone.

The involvement of the MURS LMF in the pilot planning phase is reported in D.T2.2.6, chapter 2.2.1, Table 2, also shown below.

**Table 2: MURS LMF meetings held by 30 July 2020 [Source: SMACKER D.T2.2.6]**

<i>LMF meetings</i>	<i>Date</i>	<i>Scope (ref. also D.T1.2.5)</i>	<i>Minutes</i>
<i>1<sup>st</sup> LMF meeting</i>	<i>December 2019</i>	<p>Discussion on existing PT service in the Pomurje region, definition of main users' needs from residential and touristic point of view and suggestions for updated DRT service network design.</p> <p>Sharing of ideas for communication / nudging strategy.</p>	<i>D.T1.2.8, chapter 6</i>



<i>LMF meetings</i>	<i>Date</i>	<i>Scope (ref. also D.T1.2.5)</i>	<i>Minutes</i>
<i>LMF interviews via telephone</i>	<i>January 2020</i>	<i>Sharing of communication / nudging strategy features.</i>	MURS is cooperating with LMF members also on other activities not related to the SMACKER project, which was an opportunity to resolve some issues within other activities. Therefore, there was no need to held formal LMF meetings on regular basis and there are not recorded minutes.

The involvement of the MURS LMF in the pilot implementation, monitoring & evaluation activities is reported in the following table.

**Table 3: MURS LMF meetings held during the pilot implementation, monitoring & evaluation phase**

<b>LMF meetings</b>	<b>Date</b>	<b>Scope</b>	<b>Minutes</b>
<b>LMF meetings during the implementation, evaluation &amp; monitoring phases</b>	February 2022	Sharing of results of the pilot actions and information about the evaluation and monitoring process.	Annex 1: LMF meetings during the implementation, evaluation & monitoring phases

Unlike what is foreseen in the pilot plan (Table 1 above), during the MURS pilot activity rolling out the cooperation with the LMF was implemented on an informal level due to the possibility to cooperate with the members on other occasions (LMF members were involved in activities with MURS in different fields). Also, the COVID-19 situation didn't allow MURS to meet their LMF as often as they would like.



### 3. MURS pilot implementation report

Chapter 4 of D.T2.2.6 reports the pilot plan as designed in August/September 2020, including the planned interactions with stakeholders and the KPI monitoring plan. The pilot plan includes also nudging and communication activities.

In the following, the status of pilot activity implementation is reported referring to such a plan, adding a column to the pilot plan timetable to clarify the impact of the COVID-19 pandemic on the pilot implementation.

#### 3.1. Framework of the pilot action implementation

The MURS pilot implementation was coordinated by MURS involving various actors:

- The MURS pilot Local Mobility Forum (LMF).
- The transport operator APMS, already active as Public Transport service provider in the pilot area.
- The IT provider “*Grafično oblikovanje in načrtovanje uporabniške izkušnje, Melana Kreslin s.p.*”, contracted through public procurement procedure.
- The IT provider “*TLK, z.o.o.*” contracted through a public procurement procedure.
- The Regional promotion centre EXPANO as the Regional Destination Management Organisation to coordinate activities regarding events related to the service operation.

The know-how from the SMACKER project was essential to successfully implement the pilot action. Murska Sobota is very specific due to the size of the city and the region where it is located. Murska Sobota is the urban centre of the region Pomurje. It has a fast motorway connection with central Slovenia and Europe, a growing industrial area and successful companies, commercial centres at the edge of the town and lively cultural scene with a wide range of cultural activities and events make the place a small but interesting European town open to diversity and new directions.

Bordering Austria in the north, Hungary in the east and Croatia in the south, the green land along the river Mura is uniquely positioned to allow close ties with the neighbouring countries. Moreover, Pomurje lies at the junction of important international transport routes within the TEN-T Mediterranean corridor.

The surrounding rural environment is very specific for implementing a DRT service, therefore Murska Sobota represents a great best practice case for similar cities.

The aim of the pilot was to develop, test and implement efficient app-oriented service, based on deployment of an online app and cloud back-office enabling demand responsive public transport. Within the project, activities included a feasibility study (informational, organisational and economic aspects) as basis for investment into development of demand responsive app for smart phones. The solution was tested within the City Municipality of Murska Sobota and the Municipality of Moravske Toplice. The service is named Responsibus. It offers an IT solution that allows online booking of transport using an online application. When the service is booked the transport provider is automatically informed how many persons are booked for the trip. Based on the number of booked passengers the transport provider can decide, if a small bus (19 persons) or a bigger bus (52 persons) is needed. Only these two options are contracted. At least three persons must book the trip for the DRT service to be activated. In case there are not enough booked people, the person gets a notification via email or telephone 24 hours before the trip, that not enough persons were applied and the information that some other transport is needed to make the trip. The online service was developed by the MURS team with the help of an external partner. The solution is new and prepared for the MURS pilot due to the specific needs. In the testing phase adaptations were made. The notification via telephone (at start of service only email notification was enabled), different language’s options (English, Slovenian, German) and the possibility to add more stops were added. The service is also available on



smart stands located in the receptions of hotels Livada, Termal, Ajda and Vivat and in the Expanso Regional Promotion Centre.

The continuous consultation with the LMF started during the pilot preparation phase, including their involvement in the testing of the pilot activity. Consultations were ongoing throughout pilot implementation and monitoring processes. Such involvement was held on an informal level due to the possibility to cooperate with the members on other occasions (LMF members were involved in activities with MURS in different fields). LMF will remain actively involved even after the pilot action concludes. This enables the policy makers to maintain contact and have continuous and concrete feedback on the pilot and on DRT, even beyond the duration of SMACKER project.

The communication and nudging materials elaborated and used within the pilot action are reported in Annex 2. These activities were implemented in close collaboration with the SMACKER project partner UM from Slovenia, who prepared the communication materials and implemented the communication campaign. A brand design and guidelines were prepared. Further material for communication were prepared such as flyer, poster, map, stand for smart tablet and short videos.

### 3.2. Pilot implementation timetable

The pilot action implementation report is presented below in a tabular form. It includes the time plan related to the development of the IT solution and the related app for booking DRT services ([blue ink](#)). The report on the implementation of the pilot nudging activities is presented in a separate table in chapter 0.

**Table 4: MURS pilot action implementation report, including IT platform / app**

ID	When	Actual implementation date	What	Involved stakeholders	Details	Achievement / scope (milestone)	Impact of COVID-19 pandemic
IT 1	May 2020	June 2020	Starting of app	App developer	User needs identified in collaboration with LMF.  Tender granted to app developer (Grafično oblikovanje in načrtovanje uporabniške izkušnje, Melana Kreslin s.p.).	App preparation started	n/a
	July 2020	August 2020	Pilot planning	Transport operator		Pilot plan completed	n/a



ID	When	Actual implementation date	What	Involved stakeholders	Details	Achievement / scope (milestone)	Impact of COVID-19 pandemic
	August 2020	September 2020	Pilot planning	Transport operator		Release of D.T2.2.6 “Pilot action planning - Murska Sobota, SI”	n/a
IT 2	September 2020	September 2020	Test phase	App developer  Transport operator		App ready to be tested	Hybrid testing due to restrictions
IT 3	December 2020	July 2021	App recommendations for adaptation  Pilot fine tuning (including app) and operational planning for 2021	App developer  Transport operator		Pilot service fine-tuned and ready to start	Postponed and carried out in the pilot running phase
I1	January 2021	January 2021	Start of pilot running	Transport operator	Due to the limited users we did not separate the service in different phases		Limited events due to restrictions
	February 2021		Pilot running winter season	Transport operator	Increase of guest expected due to winter holidays in SLO	Pilot winter service started	Due to the pandemic situation the winter seasons was not so good as expected.
	March 2021		End of pilot winter season				



ID	When	Actual implementation date	What	Involved stakeholders	Details	Achievement / scope (milestone)	Impact of COVID-19 pandemic
	April 2021		Pilot spring season	Transport operator	Increase of guest expected due to spring season starts	Pilot spring service started	Due to the pandemic situation the spring seasons was not so good as expected.
	May 2021		End of pilot spring season				
	June 2021		Pilot summer season	Transport operator	Increase of guest expected due to summer season starts	Pilot summer service started	Due to the pandemic situation the summer seasons was not so good as expected.
	July 2021						
	August 2021						
	September 2021		End of summer season				
	October 2021		Pilot fall season	Transport operator	Increase of guests expected due to fall season starts	Pilot fall service started	Impact from the absence of tourists and from COVID-19 restrictions. Service was very limited.
	November 2021						
	December 2021	June 2022	End of pilot action				SMACKER project was extended until June 2022.
	January 2022	March 2022	Evaluation of pilot results	LMF		Release of D.T2.4.10 "Pilot	Until December 2021, MURS



ID	When	Actual implementation date	What	Involved stakeholders	Details	Achievement / scope (milestone)	Impact of COVID-19 pandemic
						action evaluation - Murska Sobota, SI”	gathered the information for the pilot evaluation and monitoring.
	February 2022						
	March 2022	June 2022	End of SMACKER				The DRT service will run for the next 4 years. Financing through the SMACKER project will be until June 2022.

### 3.3. Nudging and communication activity implementation

MURS pilot nudging and communication activities are presented in D.T2.2.6, chapter 2.1. Activities are named and numbered following SMACKER deliverable D.T1.1.4, and the activities performed until 30 June 2020 are reported in deliverable D.T1.2.15.

The following table summarizes what was done to implement planned nudging and communication activities. It is noted that the plan of these activities originally presented in D.T2.2.6 has been reorganized according to actual pilot implementation timing as well as the impact of the COVID-19 pandemic on the specific communication and nudging activities, among others the impossibility of running public events as a consequence of the COVID19 pandemic.

It is noted that the communication and nudging activities have been evaluated and the results of such evaluation are reported in D.T2.4.10.

Table 5: MURS pilot nudging and communication activity implementation report

ID	When	Actual implementation date	Nudging communication activity (ref. D.T1.1.4 coding)	Details	Impact of COVID-19 pandemic
	October 2019 - March 2022	October 2019 - March 2022	(5.3) Presentations at periodic local meetings, establishment	MURS established the LMF and presented the project at the related meetings.	Limited due to restrictions of in person meetings.



ID	When	Actual implementation date	Nudging communication activity (ref. D.T1.1.4 coding)	Details	Impact of COVID-19 pandemic
			<i>of a local mobility forum</i>	This activity has continued for the whole project life.	
	October 2019 - March 2022	October 2019 - March 2022	<i>(5.5) Mobility management in workplaces and organizations</i>	MURS uses an electric vehicle from a car sharing company and also supports the expansion of the car sharing in the city. MURS also encourages all public organizations in the municipality to use sustainable transport. Two of the public organisations founded by the municipality (RCMS and ZKTŠ) made a contract for car sharing.	
	September 2019 - September 2021	/	<i>(5.8) "Car-free day" / EU Mobility week</i>	MURS organizes every year the "Car-free day" during the EU Mobility week. The project SMACKER should have been presented at the event.	Most events were cancelled due to the pandemic.
	December 2020 - December 2021	December 2020 - December 2021	<i>(5.14) Use of social media to make (flexible) public transport visible</i>	Regional tourism promotion online profiles, EXPANO. The Responsibus service was promoted on the social media with cooperation of the external expert, who was in charge of the media campaign (contracted by UM).	
	December 2020 - March 2022	December 2020 - March 2022	<i>(5.21) Salient implementation of PT information on webpages:</i>	The information was implemented in the EXPANO website and the website of the local tourism, culture and sport promotion agency in Murska Sobota.	
	December 2020 - March 2022	December 2020 - March 2022	<i>(5.23) Time table and other information as APP for mobile devices</i>	Relevant information on mobility in the region was made accessible through an application for mobile devices (accessible also	



ID	When	Actual implementation date	Nudging communication activity (ref. D.T1.1.4 coding)	/ Details	Impact of COVID-19 pandemic
				online: <a href="https://movepomurje.eu/">https://movepomurje.eu/</a> ).	
	December 2020 - March 2022	December 2020 - March 2022	<i>(5.26) Provision of sustainable mobility related information for touristic destinations at public places or where tourists meet</i>	The sustainably mobility related information was made available at the Regional Promotion Centre EXPANO.	
	December 2020 - March 2022	December 2020 - March 2022	<i>(5.28) Mobility packages for tourists at destination</i>	The sustainable mobility related information was made available at the tourist info point in the spa town of Moravske Toplice (flyers and posters).	



## 4. References

1. SMACKER Application Form, Version 27 February 2019
2. SMACKER “D.M.2.1 Internal Quality Handbook”, September 2019
3. SMACKER “D.T1.1.4 Review of behaviour change and nudging initiatives”, September 2019
4. SMACKER “D.T1.2.8 Creating Communities (Murska Sobota, SI)”, January 2020
5. SMACKER “D.T1.2.15 Data collection on users mobility needs and expectations (Murska Sobota, SI)”, March 2020
6. SMACKER “D.T1.2.21 Review for matching needs and services for a comprehensive planning (MURS, SI), April 2020
7. SMACKER “D.T2.2.2 Stakeholders and users group involvement”, February 2020
8. SMACKER “D.T2.2.6 Pilot action planning (Murska Sobota, SI)”, September 2020
9. SMACKER “Pilot Monitoring and Evaluation Plan” (internal document), draft version February 2022





## 5. Annexes

Annexes report on the pilot activities implemented in collaboration with the LMF (Annex 1) and on the communication and nudging material developed and used for the pilot action (Annex 2).

### 5.1. Annex 1: MURS LMF meeting, 28 February 2022

#### Minutes

**Interreg**   
CENTRAL EUROPE European Union  
European Regional  
Development Fund  
**SMACKER**



---

## SMACKER MEETING

MURSKA SOBOTA, 28/2/2022, H. 9.00 - 10.30

---

<b>Minutes of the meeting</b>	<b>Local mobility forum</b>
-------------------------------	-----------------------------

---

**Minutes drafted by**  
[Andreja Tivadar / Mestna občina Murska Sobota]  
in cooperation with [Simon Sukič / Razvojni center Murska Sobota]

The final version of the minutes is prepared after all participants have checked and approved it.  
This is in order to assure that all contributions and decisions are reported correctly.

The results and conclusions of the meeting are presented in the following pages. Whenever actions and dates are not fixed during the meeting, this is done in line with the overall project requirements in coordination with the Lead Partner.

Presentations and documents referred to can be found on the SMACKER G-Drive.

Page 1



## Udeleženci

Company	Name of participant
Zavod za kulturo, turizem in šport Murska Sobota	Daniel Ulčar
Nacionalni inštitut za javno zdravje	Klavdija Žalman
Avtobusni promet Murska Sobota	Vesna Rebrica
Razvojni center Murska Sobota	Aleš Skalič
Krajinski park Goričko	Stanka Dešnik
RA Sinergija	Katja Karba
Občina Moravske Toplice	Mojca Breščak
Policijska postaja Murska Sobota	Tomaž Trajbarič
Razvojni center Murska Sobota	Tadej Pirc
Razvojni center Murska Sobota	Simon Sukič
Mestna občina Murska Sobota	Angelca Dokl Mir
Mestna občina Murska Sobota	Andreja Tivadar



## Zapisnik

Predstavnica Mestne občine Murska Sobota je na začetku srečanja pozdravila udeležence in predstavila napredek projekta SMACKER v obdobju od zadnjega srečanja Lokalnega foruma za mobilnost. Vmes so sicer potekali individualni razgovori in neformalna srečanja deleženikov, a je kljub temu bila mnenja, da je potrebno vse udeležence seznaniti s potekom projektnih aktivnosti in z rezultati, ki so bili doseženi.

Tako je kratko povzela specifične pilotne aktivnosti in storitve Responsibus, ki je bila oblikovana ter testirana v okviru projekta. Udeleženci foruma so komentirali storitev, ki je bila razvita ter postavili vprašanje glede same realizacije izvedbe testiranja tekom pandemije in omejitev, ki jih je ta prinesla.

Vodja projektnih aktivnosti je potrdila, da so slednje zelo zaznamovale potek projektnih aktivnosti, saj je bila pilotna aktivnost zasnovana primarno za potrebe mobilnosti turistov in obiskovalcev mikro-regije Mestne občine Murska Sobota in Občine Moravske Toplice. Kljub temu je po mnenju predstavnic občine pilot vendarle pokazal nekaj rezultatov.

Za tem so predstavniki Razvojnega centra Murska Sobota, ki za MURS izvaja določene operativne in tehnične naloge v projektu SMACKER, podrobneje predstavili potek testne faze pilotne aktivnosti in izpostavili nekaj ključnih ugotovitev. Najpomembnejša je po njihovem mnenju ta, da je storitev Responsibus bila v uporabi in zagotavljala varen ter prilagodljiv prevoz uporabnikom v času večjih prireditev, ko je to bilo možno glede na stanje pandemije in obseg ukrepov za zajezitev širjenja bolezni. Izpostavili so primer vikenda v času noči čarovnic, ko je storitev servisirala več kot sto uporabnikov. Ekipa MURS si je prizadevala, da bi storitev obširneje testirala v prednovoletnem času, a so omejitve to žal onemogočile.

Predstavnica občine je za tem udeležencem predstavila nadaljnje korake, ki bodo vodili do zaključka projekta, potrdila zavezo Mestne občine Murska Sobota, da storitev Responsibus ohrani aktivno tudi po zaključku projekta, nato pa pozvala udeležence k razpravi.

Predstavnica APMS je potrdila uspešnost storitve, ko je možnost njenega izvajanja dejansko bila mogoča. Prav tako je potrdila pogodbeni dogovor z Mestno občino Murska Sobota, v katerem bo storitev Responsibus na voljo vsaj še štiri leta, in sicer v okviru zagotavljanja storitve prevozov mestnega avtobusnega prometa Sobočanec.

Ostali udeleženci so kratko pokomentirali samo storitev in nesrečne okoliščine tekom priprave in testne faze pilotne aktivnosti ter poudarili pomen prilagodljivih storitev mobilnosti. Predstavnica Občine Moravske Toplice je še posebej izpostavila, da zaradi okoliščin, ki so bile aktualne do nedavnega, z razvojem novih storitev ne smemo odnehati in se Mestni občini Murska Sobota zahvalila za potrditev zagotavljanja storitve še vsaj do leta 2026.

Po zaključku razprave se je predstavnica MURS zahvalila udeležencem za sodelovanje v tej razpravi in za njihove prispevke tekom celotnega projekta SMACKER. Izrazila je upanje, da se bo Lokalni forum za mobilnost sestajal tudi po zaključku projekta ter z dobrimi željami zaključila sestanek.



## 5.2. Annex 2: Nudging and communication material for the Murska Sobota pilot implementation

### 5.2.1. Responsibus

#### Flyer

#### Poster



Map



Stands for smart tablet





## 5.2.2. Short videos

The videos were prepared by an external expert for advertising the Responsibus service. The materials were sent to the institutions in charge for the service to promote the service: Regional promotion centre Expano, ZKTŠ and MURS.

Video 1:



<https://www.youtube.com/watch?v=xrOcu3Vgnw8>

Video 5:



<https://www.youtube.com/watch?v=G3pJigK2isE>

Video 2



<https://www.youtube.com/watch?v=HYpwbNCaVL4>

Video 6:



<https://www.youtube.com/watch?v=tAUMXVI92PM>

Video 3:



<https://www.youtube.com/watch?v=RQ0tM1WtcDM>

Video 7:



[https://www.youtube.com/watch?v=nRLolgjSK\\_0](https://www.youtube.com/watch?v=nRLolgjSK_0)

Video 4:



<https://www.youtube.com/watch?v=Vf6Ky49uY3A>

Video 8:



<https://www.youtube.com/watch?v=BlrtNOn-UQ8>