

# THE CALLBUS

## The Basiglio's experience in flexible transport.

On December 17<sup>th</sup> 2007, the Town of Basiglio announced the activation of the first Demand Responsive Transport of the Province of Milan. This Municipality has invested considerable resources in order to achieve the results which aim had already been identified in 2003. The project is part of the "Plan for the Sustainable Mobility" tended to solve problems such as traffic and pollution, in which our administration firmly believes.

- **THE CHOICE OF FLEXIBLE TRANSPORT**

The Town of Basiglio (8,200 inhabitants in a 8,45 km/q area) is composed of a rural village, a residential district (Milano 3) and a business district (Milano 3 City). Completely immersed in nature, is a few miles from Milan toward which thousands of people move daily for work and from which about 3000 people come to Basiglio every day to reach the business district of Milan 3 City.

Until 2003, the settlement year of this Municipality, the connections network with Milan and the neighboring cities was scant and didn't meet the real needs of citizen. In fact there was just a line which stood at Milan, providing a service to other adjacent municipalities and at fixed times.

The action plan of this Amministration provided for the improvement for roads, by changing the location of the existing line and the realization of an innovative service, that intercepts the unspoken question of those who use only the car to get the poles of attraction in neighboring municipalities, discouraged by the poor quality and unreliability of public service. In particular the efforts have focused on the creation of a dedicated service, that would have ensured high quality and would have allowed to quickly reach focal points inside and outside the municipal boundaries.

**Thus was born the Callbus project, to complement the traditional line service: a transport service halfway between the public transport (SYSTEMATIC) and private transport (expensive and polluting). A project that, overcomes the difficulties imposed by regional laws, it has continued to evolve, modeled on real needs and on high local standards of quality.**

- **CALLBUS: HOW IT WORKS AND HOW MUCH IT COSTS**

**How it works:** The Demand Responsive Transport is a user-oriented form of public transport characterized by flexible routing, that makes use of small vehicles (16 seats) with access platform for the disabled, connected to traditional public transport.

The service is opened weekdays (from Monday to Wednesday) and it's reserved for those who have booked it. The meeting points are 57, readily identifiable and potentially evolving. The reservation is made by e-mail or by phone or by phoning the call center up to 30 minutes before, specifying the source and destination stations and the departure time.

**How much it costs:** the ticket price is the result of a specific policy choice which provides a quality service accessible to all citizens: races within the municipal boundaries costs 1 euro and the connections with neighboring municipalities costs 1,80 euros; carnet and monthly passes and facilities for the elderly and disabled are provided.

- **USERS AND SERVICE EVALUATION**

A market investigation carried out in 2008 by AMAT (Mobility Environment and Territory Agency) on behalf of the City of Milan, allowed to define the typical Callbus users and bared the customer's satisfaction.

The Callbus intercepts all groups of age and all travel needs: the Callbus users are workers and students that everyday go to work and to school, but also whose that move occasionally.

The frequency of use grows, with an average of 180 bookings per day, **10,805 passengers in a year**. This confirms the Customer Satisfaction results that highlights the full satisfaction of the interviewees: in particular users appreciate comfort, regularity, safety and clearness, that were the original objectives that have been reached.

To meet the users' needs, by reaching efficiency, quality and (economic and environmental) sustainability, it took years of experimentation, efforts and economical investments by this Municipality.

- **THE REASONS FOR SUCCESS**

- Reliability and flexibility of the Callbus;
- high quality of the service;
- investments in communication, with brochures distributed to all citizens, information on the municipal web site; information on poles and on the bus sides.

**The CALLBUS has radically changed the system: it is now being studied by the City of Milan, a wide-ranging project, based on the experience gained in our town, should involve the entire province.**