

Demand Responsive Transport in Coimbra Region

CISMOB: Main Interregional Exchange of
Experience Event



Coimbra Region

19 Counties

Population: 436.949

Area: 4.336 km²

Population density: 100,8 inhab/sq km



FLEXIBLE PASSENGER TRANSPORT ON DEMAND: SIT FLEXI

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

COMPANHIA DE ECONOMIA SOCIAL
REGIÃO DE COIMBRA

www.sit-regiaodecoimbra.pt

For further information please contact:

800 200 201

How it works?

How it works?

Like regular public transport, Flexible Transport on Demand has predefined schedules, stops, and routes.

However, it differs from regular public transport, since it is the customer who triggers the trip through a request to a reservation center.

Thus, routes are only taken if the service has been requested in advance and vehicles only pass at stops that have reservations.

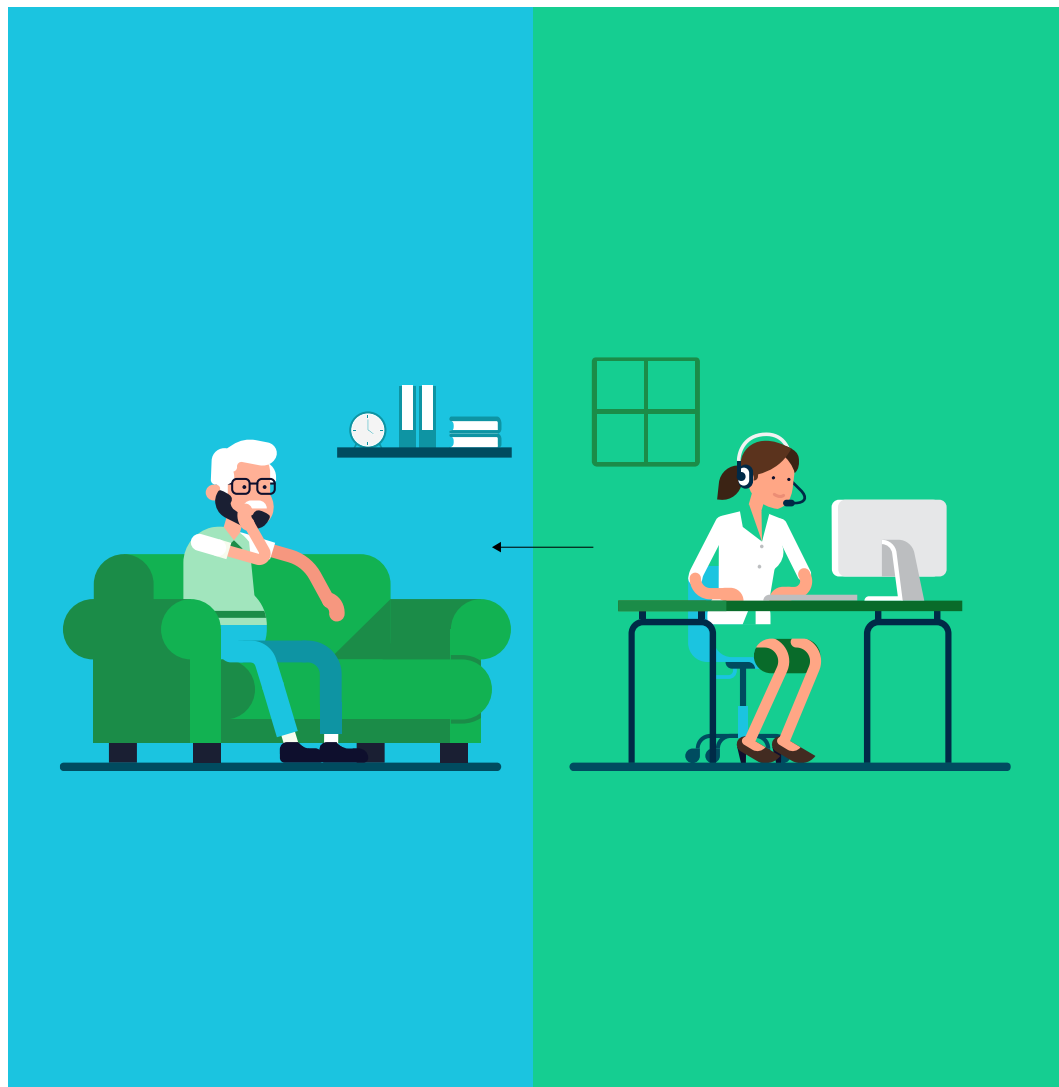
How to book?

Book

SIT Flexi operates through pre-booking.

Reservations can be made up to 3 p.m. on the day before the trip by calling 800 200 201 toll-free.

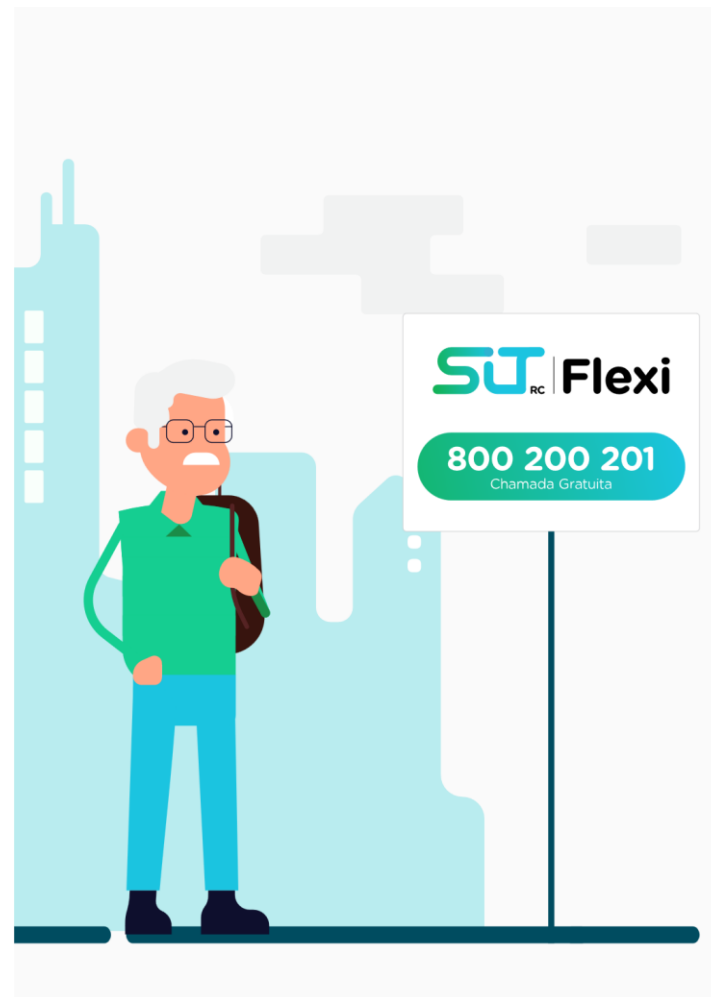
The reservation center registers the request and is available from Monday to Friday, from 9am to 12:30pm and from 2pm to 5:30pm.



How to travel?

Travel

The passenger shows up on the scheduled day and time at the agreed SIT Flexi stop, where he must wait for the vehicle that will perform the transport.



Destinations

The operator takes the passenger to the center of the municipality, where he can go to his usual places, such as the health center, the pharmacy, the market, the post office, or the bank.



Buy tickets

Tickets can be purchased on board.

Tickets cost between eur 1,05 and eur 4,60, similar to a Bus ticket.

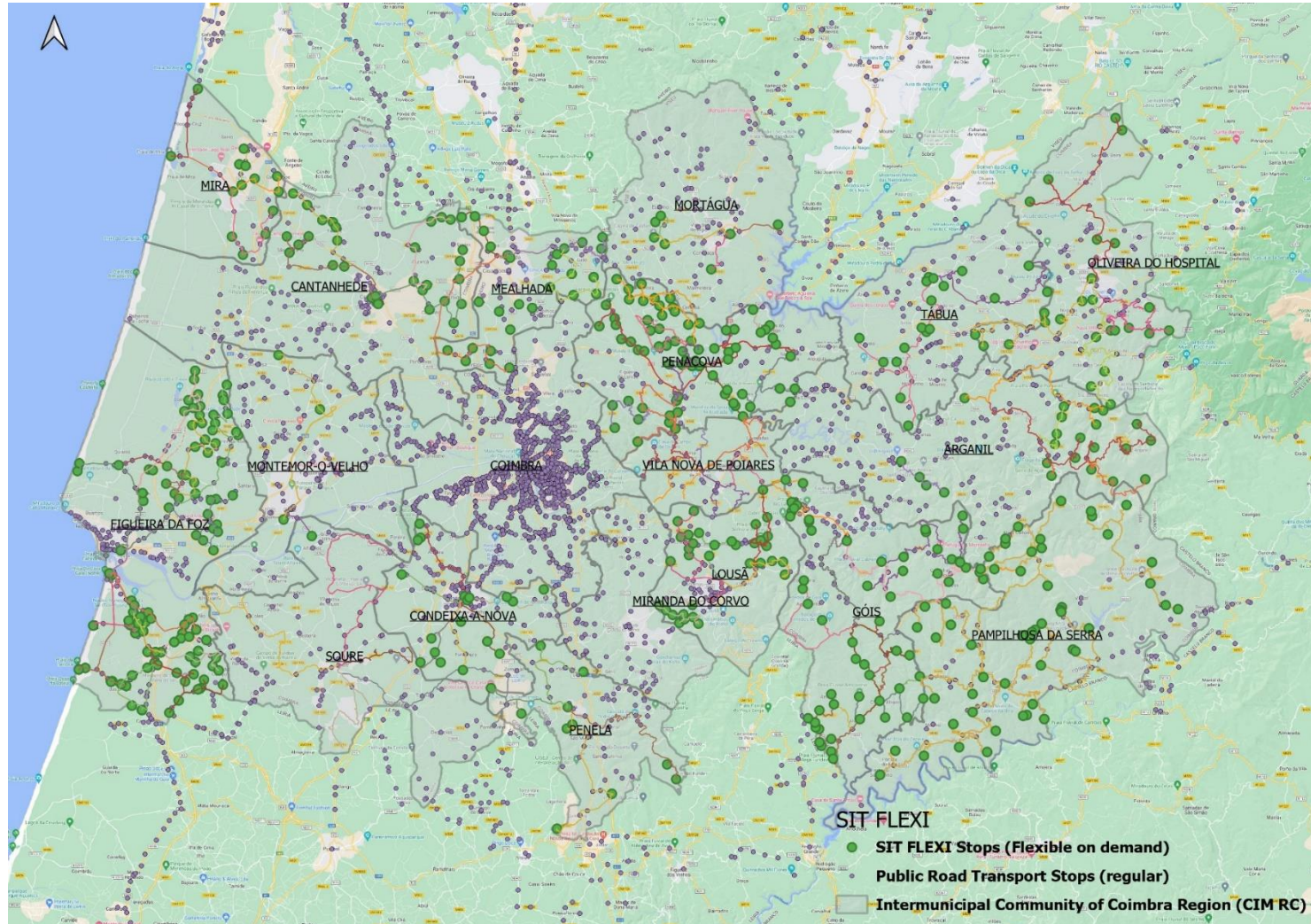


Key Performance Indicators

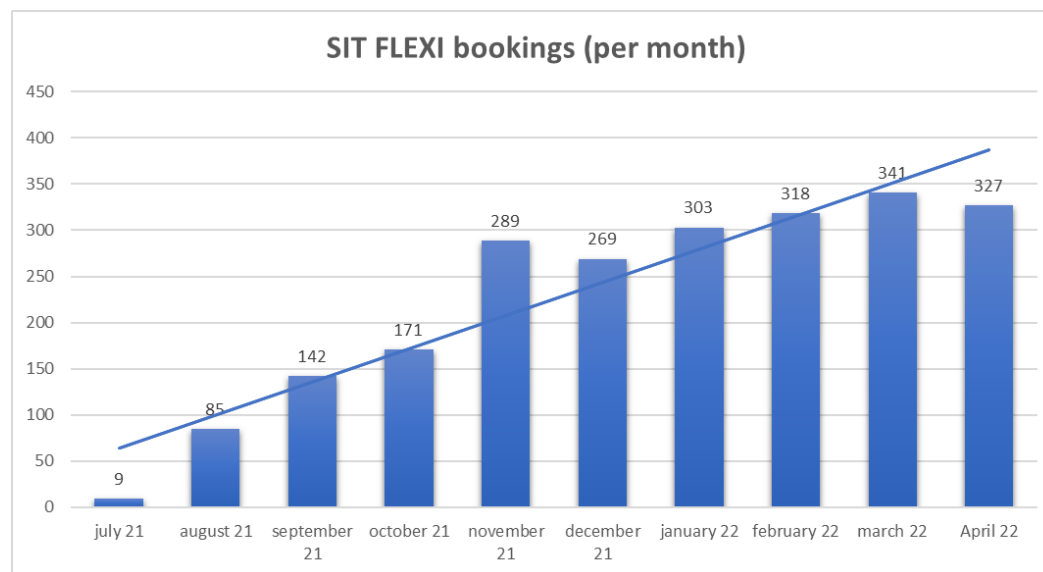
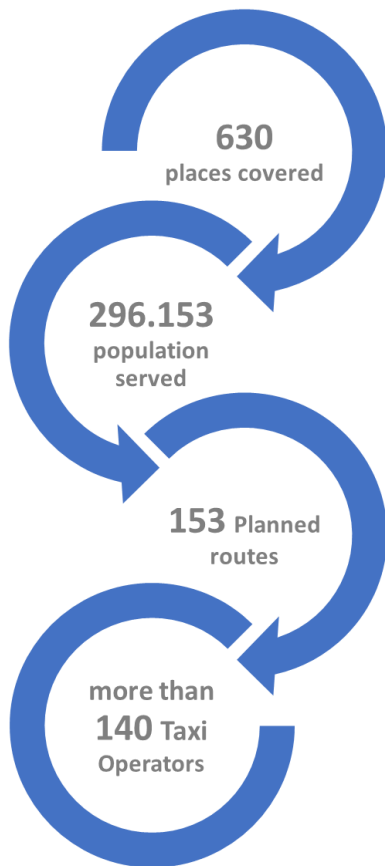
Transport Network coverage

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%)



SIT FLEXI - Flexible and efficient mobility



Operational metrics

The average monthly growth percentage, in bookings per working days, in the last 4 months is 5%.

SIT FLEXI	Implementation date	july 21	august 21	september 21	october 21	november 21	december 21	january 22	february 22	march 22	april 22	Total Booking
Vila Nova de Poiares	28/06/2021	2	3	9	11	12	10	11	18	18	15	116
Mortágua	28/06/2021	6	5	8	2	6	4	2	4	18	11	67
Mealhada	28/06/2021	1	1	4	1	2	5	3	1	3	1	24
Condeixa-a-Nova	12/07/2021	0	0	0	1	0	0	0	11	14	16	54
Oliveira do Hospital	02/08/2021		24	26	41	50	30	21	35	32	48	337
Penacova	09/08/2021		11	33	23	62	69	63	46	46	49	421
Arganil	16/08/2021		20	11	0	0	20	14	44	55	34	214
Figueira da Foz	23/08/2021		2	11	41	28	26	43	30	29	19	233
Cantanhede	23/08/2021		0	6	5	1	0	0	1	1	1	15
Soure	25/08/2021		0	5	9	22	13	12	13	11	8	102
Penela	02/09/2021			1	1	0	0	0	0	2	10	17
Tábua	13/09/2021			5	19	34	34	44	32	21	25	229
Montemor-o-Velho	15/09/2021			0	0	0	0	0	0	0	0	0
Lousã	02/11/2021					57	37	62	43	49	43	308
Góis	20/12/2021						2	5	5	11	15	42
Mira	01/02/2022								6	0	0	6
Miranda do Corvo	21/03/2022									0	0	0
Pampilhosa da Serra	2020		19	23	17	11	19	23	26	33	32	209
Bookings		9	85	142	171	285	269	303	315	343	327	2394
Working days/permonth		22	22	22	20	21	19	21	20	21	19	
Bookings/per day		0,4	3,9	6,5	8,6	13,6	14,2	14,4	15,8	16,3	17,2	
Phone calls/per day (average)			15	20	25	45	50	50	50	50	50	
Occurrences/month						2	5	1	2	1	2	
% growth (bookings/month)				67,1%	20,4%	66,7%	-5,6%	12,6%	4,0%	8,9%	-4,7%	
% growth (bookings/working day)				67,1%	32,5%	58,7%	4,3%	1,9%	9,2%	3,7%	5,4%	

Business model



Key partners	Key activities	Value propositions	Customer relationships	Customer Segments
Taxi operators EU Funds 18 Municipalities: Pampilhosa da Serra Góis Vila Nova de Poiares Mortágua Mealhada Condeixa-a-Nova Arganil Oliveira do Hospital Penacova Penela Figueira da Foz Montemor-o-Velho Cantanhede Soure Tábua Lousã Mira Miranda do Corvo	Demand Responsive Transport Transport network planning Operate and manage booking center monitor and manage the service Routes optimization Service inspection	Ensure full transport network coverage in areas of low population density Service flexibility transport by demand Bring citizens closer to services Improve Mobility and Accessibility Social inclusion Local economy development (partnerships with local operators)	through Booking center delivery of flyers and publicity materials Service operational management platform (soon) follow-up meetings	Citizens of the municipalities who live in areas with no regular public transportation network coverage Older population with low mobility
	Key resources 1 technician who operates booking center 1 technician for service planning and optimization Fleet Platform for operational service management		Channels direct contact (booking central) web Site (routes, schedules) Promotion and delivery of physical materials (flyers, cards) Social media	
Cost structure Marketing and material development Taxi operators payment Platform for operational service management	CIM RC technicians (2) Printing materials (booklets, flyers, others)		Revenue structure: ticketing revenue direct funding from municipalities (partial) Financial support from the Tariff Reduction Support Program (partial)	

Software and technology

Service management platform



Realizar Reserva

Nome do Cliente: José Marques João | Telefone do Cliente: 235751198

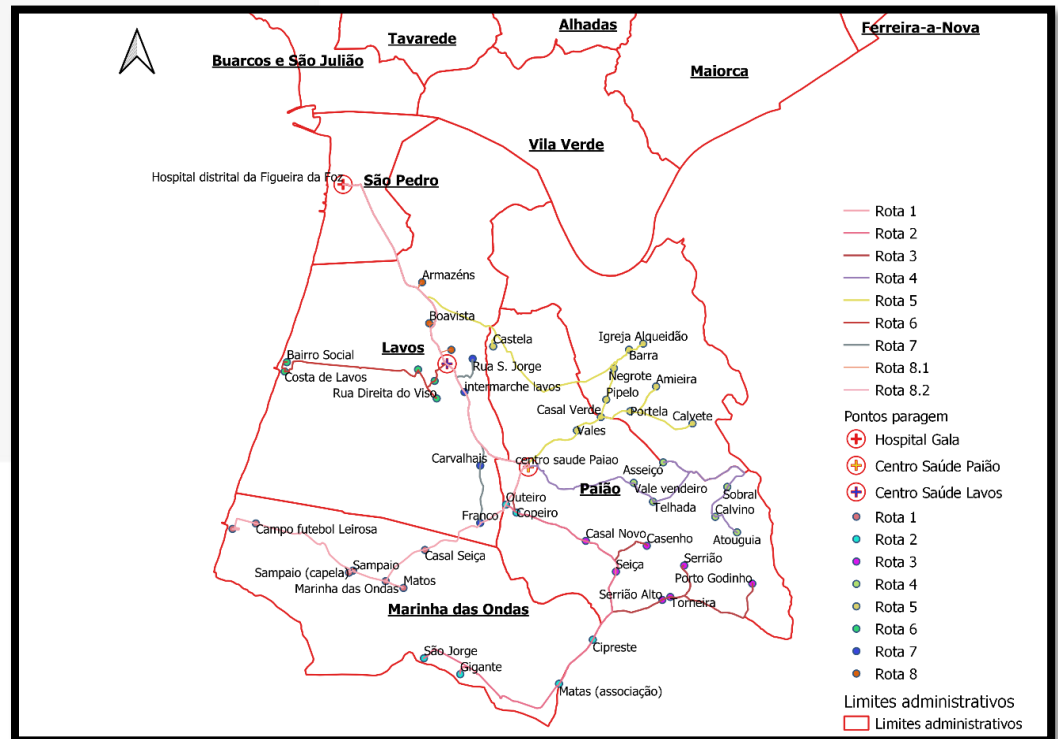
Data: 23/06/2021

Linhas Favoritas	Ação
Covanca - Portela de Unhais	✓
Covanca - Fajão	✓

Origem: Covanca | Destino: Portela de Unhais

Anterior | Pesquisar

GIS tools to plan and optimize routes



Thank you!

CIM RC – Comunidade Intermunicipal
da Região de Coimbra

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