

European City Regions facing the challenges,
Brussels, 28 of nov. 2017

Transportation to demand in the Berguedà region (Barcelona, Catalonia)



CONSELL
COMARCAL
DEL BERGUEDA

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1.

The
Berguedà
region



Situation

Berguedà is a rural catalan region in the south of Pyrenees.



- Berguedà is a low density (33/km²) catalan region, with 39.178 inhabitants last year, and a slight downward trend in recent years.
- It is made up of 31 municipalities and the Consell Comarcal del Berguedà is the regional government.
- For its topography, the region is subdivided into two different parts, the Alt Berguedà to the north and the plain of Baix Berguedà to the south half.
- The aging population is one of the main features of both sides.
- After the 70-80th crisis of the traditional industry (textile and mining) the economy is in a process of conversion towards the tourism and services sector.

Population

In the region there are
39,178 inhabitants in an
area of 1.185km²



2.

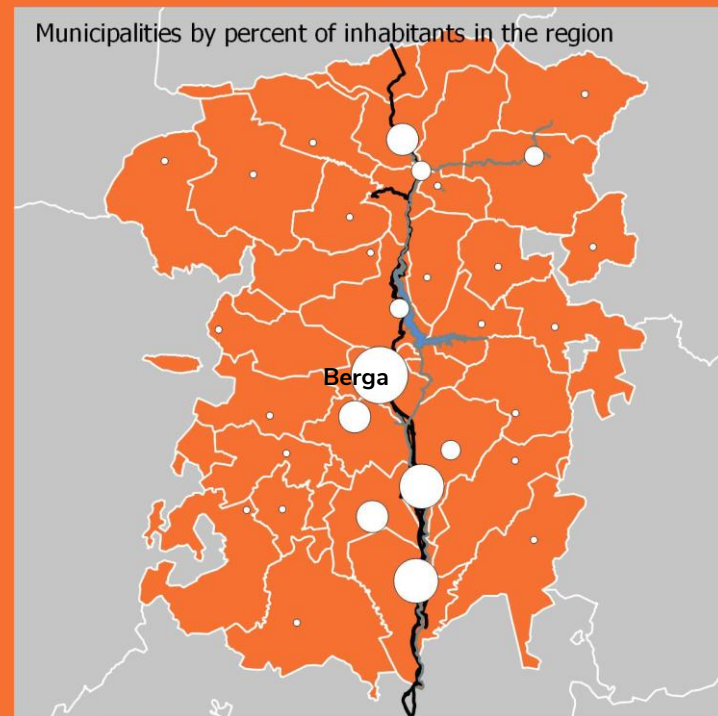
Public
transportation
in rural areas



Territorial distinctive features

The main public transport used is the bus, we don't have railway.

- The most populated areas of the region are located near the Llobregat river valley.
- In this area, the transport infrastructures are good, but based in road transport, we don't have railway.
- In this central valley, we have the most used public transportation lines (Bus) to connect the biggest towns with the capital of the region (Berga) or with Barcelona.
- There are several towns of few inhabitants far from this central area, where it is very difficult to establish a regular public transport line.
- For economic reasons and environmental sustainability, the solution to connect these small rural areas with the main lines has been transport (Taxi) on demand.



3.

Transportation to demand



Transportation to demand

Working in the Alt Berguedà
sub-region since 2009

- In 2009, the regional government was defined an initiative to connect all northern towns with public bus lines with a link through taxi service.
- The objective was to offer all citizens the possibility of using public transport on their journeys.
- The user pays the ticket, but there is a great economic contribution from the national government (Generalitat de Catalunya) who has the competence of public transport.
- This contribution model is more sustainable than a regular bus line, which would have a very low occupation.



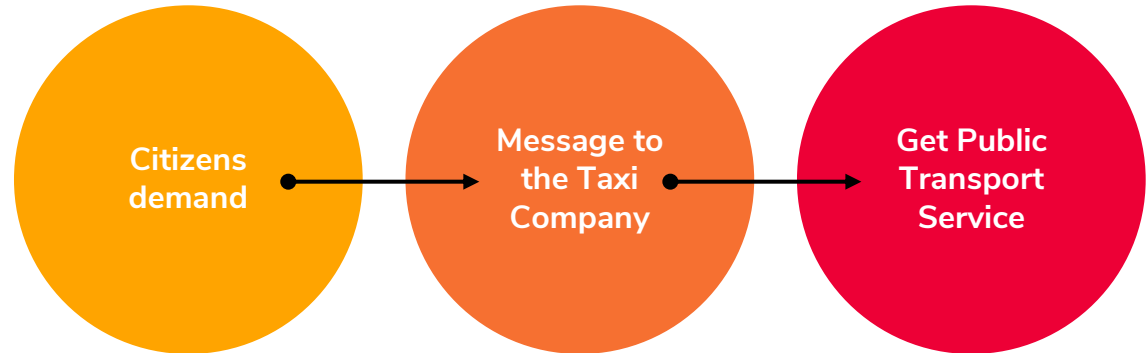
How we make it?

When a citizens need the service, they contact with the call-center (the previous day before 5:00pm).

Then the manager send a message to the Taxi Company and coordinate the service with the taxi drivers.

The day of the service:

- The taxi driver collects the user on time at the agreed place.
- The traveler is transferred from his place of residence to the link with the regular public transport stop or until his final destination.



Results

20 rural areas

of 13 municipalities are connected to the regular public transport net



8,219 users

since nov. 2009 in the Alt Berguedà sub-region



1.169 travelers

annual mean



A group of four cyclists, including three women and one man, are gathered on a long, narrow stone bridge. The bridge has a cobblestone path in the center and low stone walls on either side. They are surrounded by a dense forest of tall, thin trees. The scene is bathed in a warm, golden light, suggesting late afternoon or early morning. The text is overlaid in the center of the image.

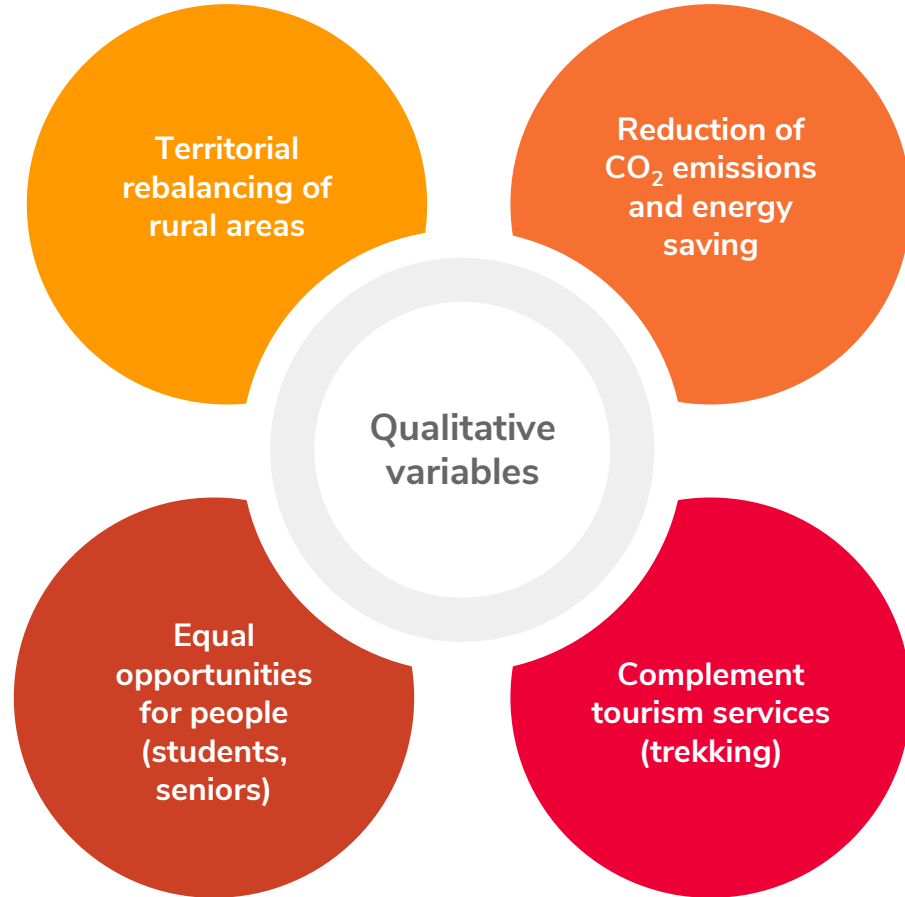
In essence, the number of users is'nt the most important element in a low frequency service.



“

Other qualitative variables, such as the ability to permanently connect these rural areas, energy and environmental savings and user satisfaction, are the best return on this investment in the territory.

Strategic benefits



4.

The new challenges



The next steps

The service is about to expand, in other municipalities and with new features



Expand the service to the half south of the region

From next month, 8 new rural areas of 6 municipalities of the Baix Berguedà subregion will be added to the service.



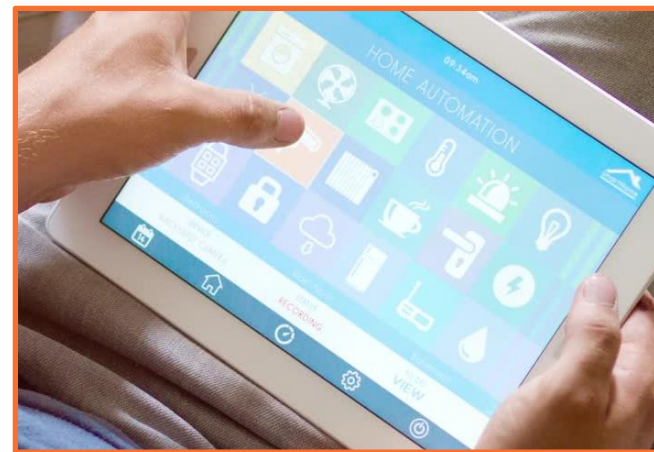
The next steps

The service is about to expand, in other municipalities and with new features



Integrate IOT technologies to better understand our users and improve service quality

Soon we want to introduce smart mobile technologies to facilitate the management of the service and obtain a return on the degree of satisfaction of our users.





Thank you very much
for your time

If you have any questions about this, please don't
hesitate to contact us at:

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