


NR.	SECTION	DESCRIPTION
0	Photograph	
1.	Title of the practice	<i>TWIST: demand responsive transport services with social target in Regional Unit of Ioannina (P4)</i>
2.	Precise theme/issue tackled by the practice	The practice deals with the problem of insufficient transport services for rural and dispersed areas on an “on demand” basis.
3.	Objectives of the practice	<p>The objectives of the practice are:</p> <ul style="list-style-type: none"> • To address the transport issues of dispersed areas in a viable and environmental friendly way. • To provide rural populations, who are not sufficiently covered by existing transport solutions, with a new service that can be adapted to their needs. • To develop and implement a new perspective in the transport system of the region. • To maximize citizen’s satisfaction from transport services. • To find a solution for cases and territories with weak demand that regular service is not viable to be provided.
4.	Location	<ul style="list-style-type: none"> - Greece - Region of Epirus – Regional Unit of Ioannina
5.	Detailed description of the practice	<p><u>Origin:</u></p> <p>RU of Ioannina (as the rest of the Region) is characterized by low population density, mountainous morphology and wide dispersion of settlements (isolation conditions).</p> <p>Territorial mobility is principally consisted of local buses & KTEL long distance service buses (private).</p> <p>Villages & settlements are not served or sparsely served by public transport (KTEL). In some occasions, the closest bus line is dozens of km away. A large share of the population, mainly elderly, practically remains unserved. The weak demand of these areas makes the transport service unfeasible.</p> <p>The only public transport means in the Region (KTEL buses) should adopt more flexible services. A respective survey showed a demand.</p> <p>KTEL of Ioannina, as project partner in the project TWIST (INTERREG IIB Cases), started operating and providing a new “on demand” service at a pilot phase which has now been officially established and expanded to a broader area.</p> <p><u>Bodies involved / implementation:</u></p>

Process and detailed content of the practice:

In September 2006, new pick-up points were introduced and presented to the public to satisfy the need for access to other means of long distance transport. New routes have been activated and, although only available during specific hours, they cover an area that until now was rarely served.

The beneficiaries are mainly inhabitants who utilize the bus to and from the Prefecture of Ioannina. Before implementation of the new transport service, passengers headed for Ioannina had to organize themselves beforehand in order to reach the nearest KTEL stop along the busiest Ioannina – Athens – Ioannina line. Gradually the service has enriched the line offering pick-up points in predefined localities at which the bus only passes on passenger request.

Until introduction of the service, passengers could only board at a KTEL stop fixed along the route. What has therefore been introduced is the possibility for passengers to board within fixed localities, but according to their particular needs by making a simple booking. The KTEL Ioannina – Athens – Ioannina line, which previously functioned in a standard mode, is now reserved for Demand Responsive Transport: the passenger who wishes to use the service needs to timeously inform the local KTEL, at which of the predefined areas.

With the aim of spreading the service, a publicity campaign utilizing hoardings and leaflets describing the service, was initially undertaken. The hoardings were put up at the KTEL pick-up points, while the leaflets were distributed directly among the passengers.

The service can be reserved within the district by calling the KTEL bus station in Ioannina. In the case of the Ioannina – Kastoria and Ioannina – Kozani lines, intermediate stops in the villages of Konitsa and Metsovo can be reserved directly from the KTEL agents, who shall notify the central KTEL station. An information campaign has been carried out in the area, in preparation to the experimentation.

Paving from the pilot phase to the official establishment of the service, KTEL has enriched the services provided by broadening the area covered. Up to date, the service is available for the whole area of the Municipalities of Metsovo and Konitsa adjusting the lines from/to Karditsa, Lamia, Larissa, Volos (all central cities of the mainland Greece) offering flexibility.

Currently no additional cost is imposed for the service.

Legal framework:

No specific framework is required. Only permits from the regional transport department for the flexibility of the route **that a bus line can take**.

Financial framework:

The new “on demand” service is totally feasible. There has been no need for an extra charge for making use of the service, since the revenues of KTEL S.A. from the increase in the number of tickets is enough to cover the extra operating costs of the service.

Most of the people who make use of the service would otherwise have used a taxi to get to the closest bus line. The service is financially beneficial for users and for KTEL S.A. as well.

Future Plans for expansion:

KTEL S.A. is planning to expand the service for the whole RU of Ioannina. That would cause the need for the establishment of a software and an on line operation system that will interconnect with bus drivers.

Use degree (%): users/total population:

No quantitative data available from the interviewer. However, the service has been successful, popular and ticket revenues have been increased.

6.	Evaluation	<p><u>Possible demonstrated results (through indicators):</u></p> <ul style="list-style-type: none"> • Increase of the population covered by transport services. • 5% increase of the tickets of the related bus lines. • Increase of satisfaction for people who otherwise would have to use a private means or taxi. • No extra fees for users. • Self-sufficient service with no serious operating costs. <p><u>Possible success factors:</u></p> <ul style="list-style-type: none"> • Flexibility options for people who previously didn't have any option for public transport. • Service of the same areas through different bus lines. • No extra fees applied. • Extra revenues for the operating company (KTEL S.A.). • Avoidance of unnecessary bus routes and bus stops. • Secretariat for receiving and delivering requests for using the service. • Simple information campaign through a leaflet is enough. <p><u>Difficulties encountered:</u></p> <p>The service needs modern equipment in order to be expanded. Direct call points in every village, software, PDAs for drivers etc. The financing of such a large scale project might be difficult.</p>
7.	Lessons learnt from the practice	Simple but innovative solutions can increase the quality of service in weak demand areas. Even though regular bus lines cannot be feasible to be provided, on an on demand basis
8.	Contact information	Mr Filis: +30 26510-27441 (KTEL of Ioannina S.A.)
9.	Other possible interesting information	<p>Future Plans for expansion:</p> <p>KTEL S.A. is planning to expand the service for the whole RU of Ioannina. That would cause the need for the establishment of a software and an on line operation system that will interconnect with bus drivers.</p> <p>A direct phone line will be established at a central point of each village (e.g. central square or church) so as every user could have direct access to KTEL's secretariat in order to book a service.</p> <p>KTEL is evaluating opportunities to finance such a project.</p>