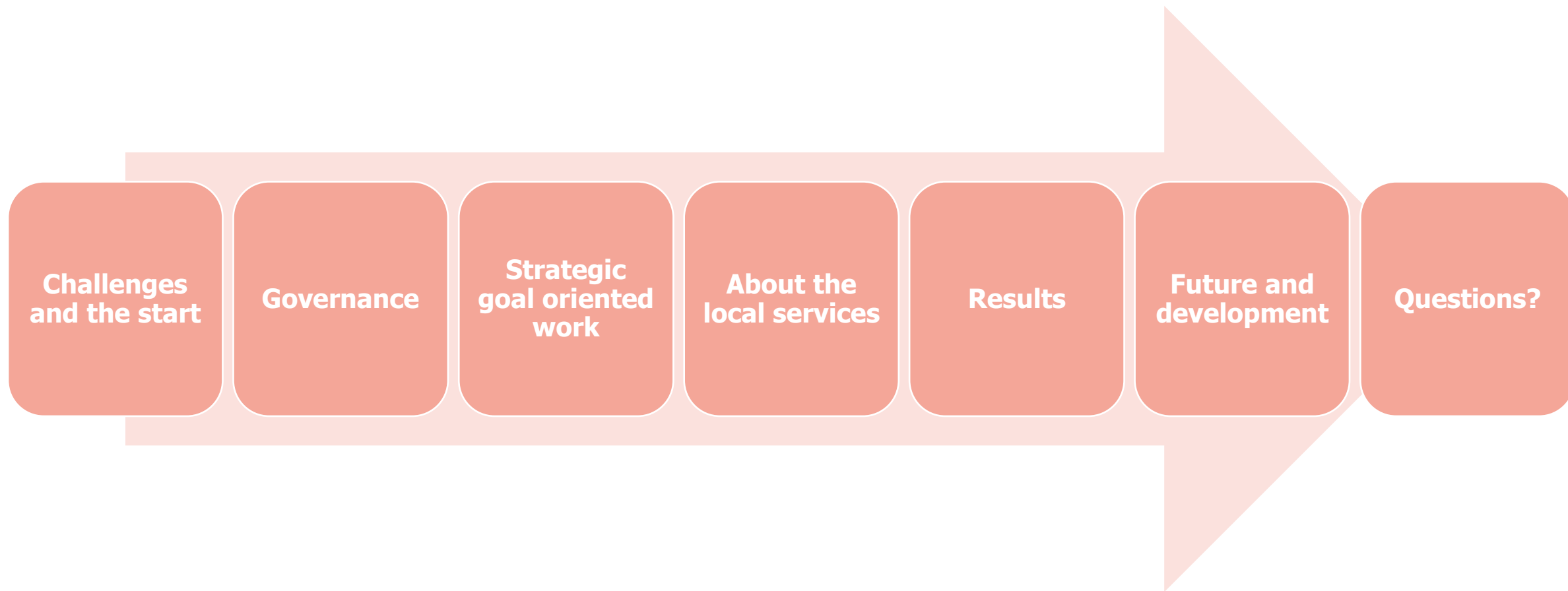


# Local public transport services "Närtrafiken" in Östergötland

*SERN General Assemeembly – 11th of May 2022*



# To paint a picture...





## My role..

- **Jakob Klasander**, Senior Adviser within the area of public transport and mobility
- AB **Östgötatrafiken**, Company owned by Region Östergötland (regional level)
- **Region Östergötland** is the regional public transport authority since 2012
- **Agreements** between the municipalities (local/city level) within the region about financing, responsibilities and other aspects.



# Challenges..

- **The need to achieve our goals** – part of the change, societal changes
- **Different conditions** within the region
- **Difficulties with scheduled bus traffic** – For it to be successful everywhere
- **Other tools in the traffic system** – it has possibilities / challenges, pros / cons
- **What should be internalized** within the public authority?



# How was "*Närtrafiken*" developed?

- As of regionalization (Region Östergötland became a region) in **2012**, there was a gradual takeover of **municipal supplementary traffic**
- **The supplementary traffic** was previously specific and **different** in the 13 municipalities in the Region of Östergötland.
- In **2016**, *Närtrafiken* (Local services - public transport) was launched as a common and developed **regional concept**
- When **routes in the bus system changes**, Local Traffic/*Närtrafiken* changes
- In 2020, additions were made to be able to reach more grocery stores that were prioritized in the **Regional Service Program**



# A selection of goals that support Local services in public transport?

- Public transport's **market share** of motorized transport should amount to 32% by 2030.
- The entire population (**100 %**) should have **access** to some kind of Public transport by the year or 2030.
- At least 90% of the population should have access to **efficient scheduled traffic** by 2030
- At least 70% of the **larger towns** must have access to prioritized routs (stomtrafik) and with a travel time quota of a maximum of 1.4 for trips to Linköping or Norrköping in 2030

Goal	Starting point	Goal 2030
Market share of motorized transports	19%	32%
Percentage of the regions population that should have access to public transport	100%	100%
Percentage of the regions population that should have access to effective bus routes/scheduled traffic	86%	90%
Percentage of larger towns that should have access to prioritized routs with a travel quota of max 1.4 to Linköping or Norrköping	47%	70%



# A selection of strategies support Local services in public transport?

- **Increase Public transport's market share**

- Increase the integration between public transport and community planning
- Focus on goal-oriented traffic development in collaboration
- Influence for changed travel behaviors and positive attitudes
- Improve the citizens of Östergötland's knowledge of public transport

- **Good geographical accessibility**

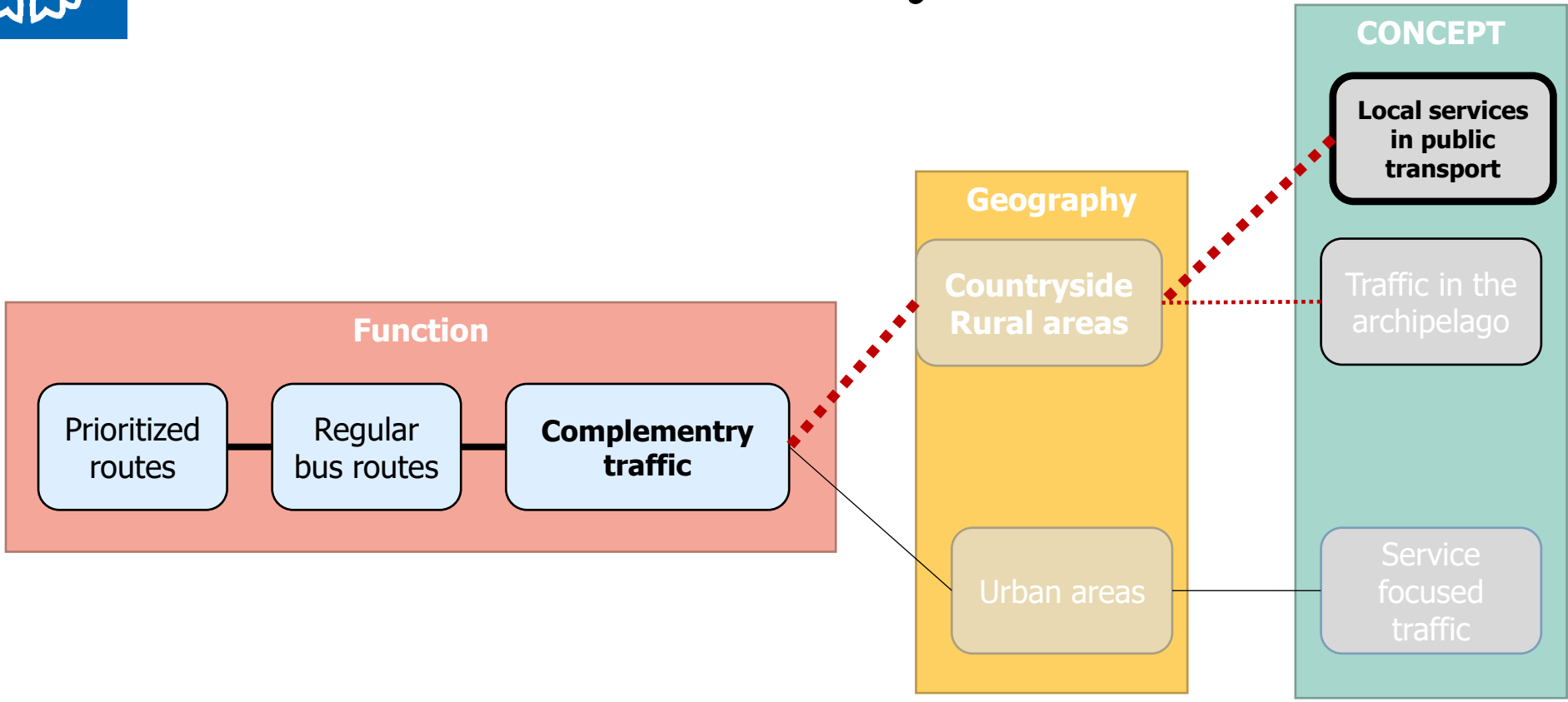
- Increase the possibility of combined modes of transport

- **Attractive public transport with good accessibility**

- Reduce the actual travel time
- Develop public transport infrastructure
- Smooth out travel around the clock



# Place in our traffic system?







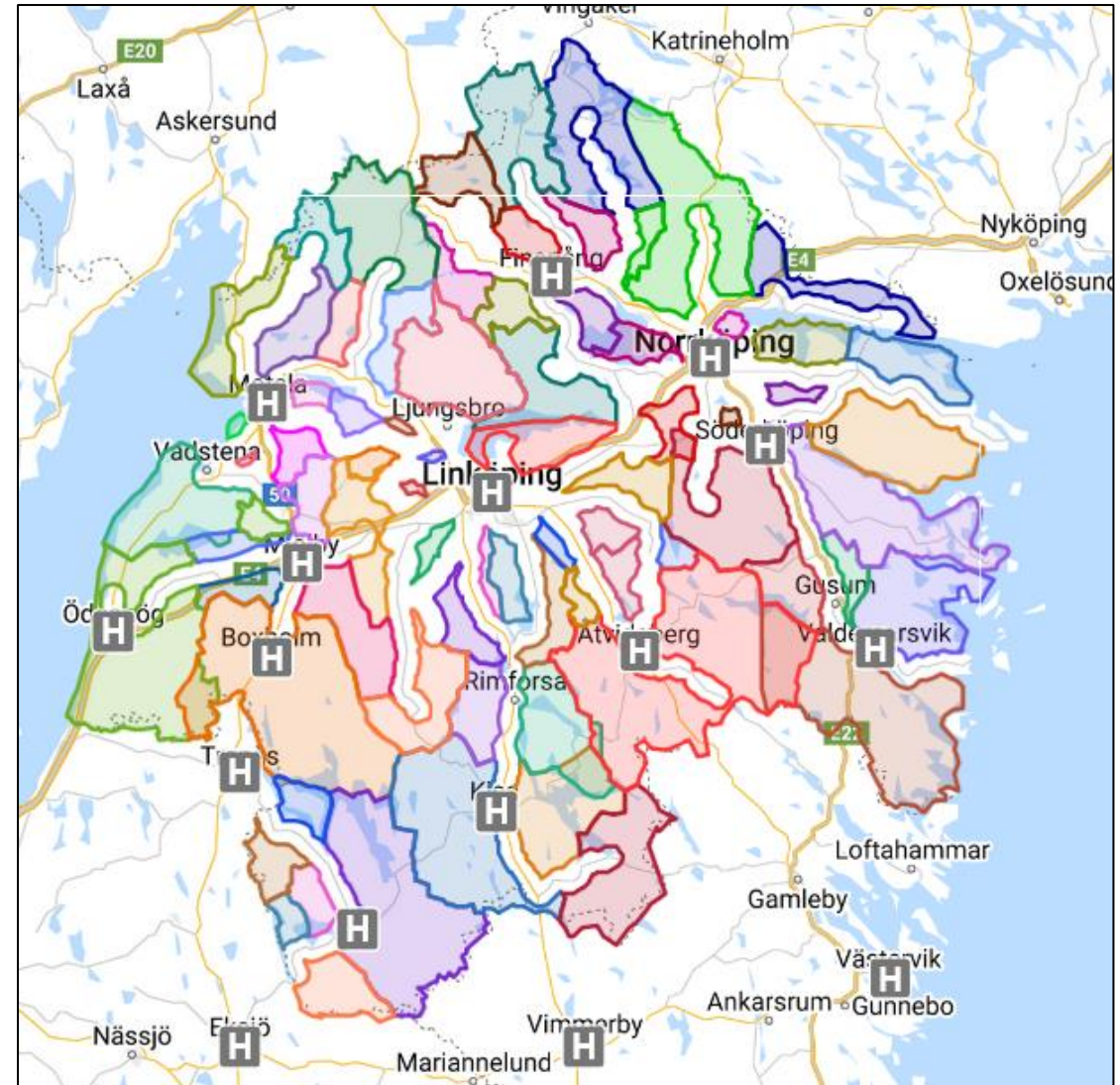
# What are we trying to say and achieve?

- Regional public transport is a **tool** for regional development
- Goals and strategies in the **Regional Traffic Supply Program** (RTP)
- **Different traffic solutions** for the different needs and geographies within the system
- Local transport (**Närtrafik**) **one of the tools** of regional public transport
- Närtrafiken is a service which takes you **to/from rural areas to city centers**



# What is "Närtrafik"?

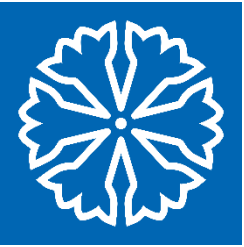
- **Service** for residents / visitors outside the regular service
- To / from addresses **>2 km** to the nearest bus stop
- To / from local traffic (Närtrafiken) **stop in a service area**
- **Opening hours – off peak**
  - Weekdays 9: 00-12:30 and 17: 00-22:00
  - Weekends 9: 00-17:00
- Booking via our **order/call center** no later than 2 hours before travel





# How is the traffic implemented?

- **Vehicles** from school transport, transport service and medical travel = **coordination** for co-traveling
- The trips are **co-planned** with travel services and medical trips
- Regarding **tickets**
  - SEK 45 for adults, 31.50 discounted price
  - Single tickets
  - The ticket can be purchased in the app or in the vehicle

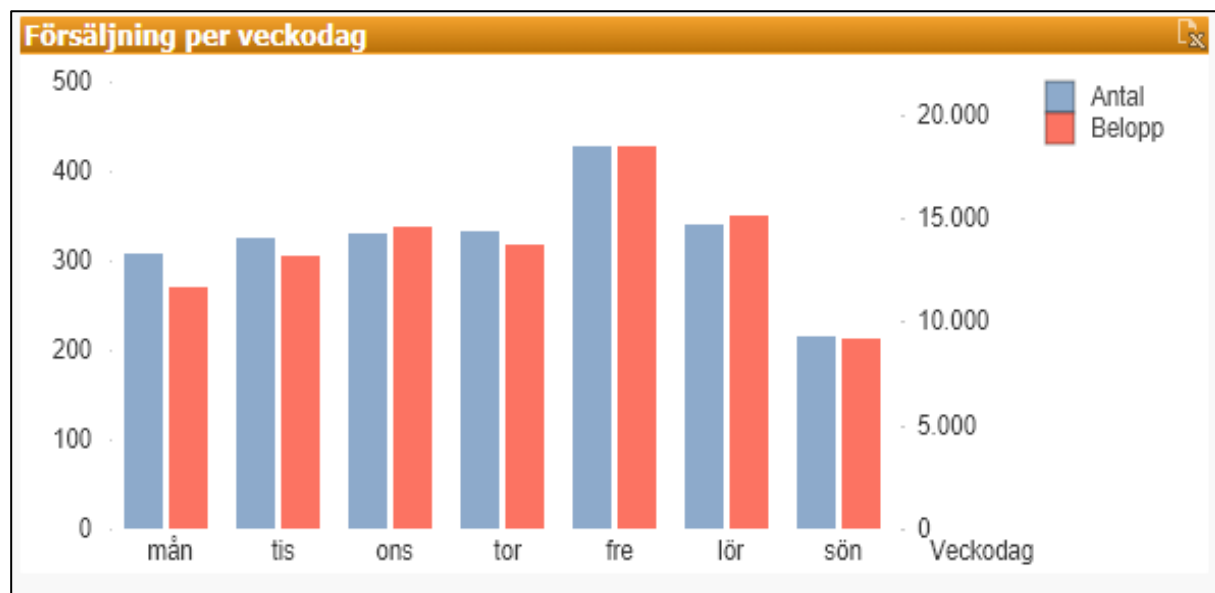


# Some results?

Year	Number of travels	Number of passengers	Average travel length (in km)	Traffic cost per passenger	Total kost (SEK, Kr)
<b>2016 (6 months)</b>	3 600	4 200	16,9	<b>240 kr</b>	1 020 000 kr
<b>2017</b>	9 300	10 600	17,5	<b>260 kr</b>	2 800 000 kr
<b>2018</b>	12 800	15 200	17,8	<b>260 kr</b>	4 000 000 kr
<b>2019</b>	13 400	16 000	18,0	<b>330 kr</b>	5 350 000 kr
<b>2020</b>	9 500	11 200	18,2	<b>510 kr</b>	5 730 000 kr
<b>2021</b>	9 400	11 100	18,4	<b>470 kr</b>	5 260 000 kr



# More statistics...



## Sales per weekday

**Blue** = Number of passengers

**Red** = Amount of sales (SEK)

- **Passenger/travel**

- 2019 = 1,195 passengers/travel

- 2021 = 1,183 passengers/travel

- **Degree of co-planning with other types of travel**

- 2019 - 35,5 %

- 2021 - 28,5%

### **Travels 2021:**

Adult 76%

Youth 11%

Seniors 13%



# What's ahead?

- Need for **continuous** development
- Coming **traffic changes** in the summer of 2022 affect
- New **booking and planning system** to be **procured** - order in app?
- At present, **no assignments** for major changes
- There are **requests** from municipalities and customers
- **Communication plan** developed to make Local Traffic more visible



# Questions?

- *Have I managed to explain the background to why we have Local Transport?*
  - *Have I managed to tell you how it works?*
- *Have you received relevant information on how it is used?*

Otherwise, for more information:

<https://www.ostgotatrafiken.se/sa-reser-du-med-oss/bestallningstrafik/nartrafik/>

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