

## 1.13 Narni Chiamabus (IT)

Narni Chiamabus is an on-demand bus service in the Municipality of Narni, Umbria Region (Italy), that connects low demand area and sparsely-populated hamlets within the municipality with the historic centre of Narni.

The service is active since 2017 and allows to satisfies the needs of the residents living in the smaller towns, villages and rural areas connecting both the hamlets to the main station/hub and allowing the intra-district trips.



### 1.13.1 About Narni

<u>Country</u>	<u>Region</u>	<u>Target Area</u>	<u>Population</u>	<u>Population density</u>	<u>Visitors/year</u>
Italy	Umbria	197,99 km <sup>2</sup>	17,914 <sup>8</sup>	90.47 inhab./km <sup>2</sup>	28,389 <sup>9</sup>



Figure 34 Aerial photo of Narni

Narni is a small municipality located in the province of Terni, in Umbria Region in central Italy. It is situated 240 meters above sea level, with various landscape due to a significant rise in altitude (from 40 to 910 m above sea-level). It has a hilly and mountainous landscape, and the river Nera passes near the north-west area of the city.

Narni is 197,99 km<sup>2</sup> in size, and the total population of the area is 17, 914 at the beginning of 2023 census. It is about 90 km from Rome, 85 km from Perugia, and 13 km from the provincial capital Terni.

The municipality of Narni includes 21 rural and dispersed hamlets, and the population is distributed approximately as follows:

- Narni administrative centre is located in the south of the Region. The main public services are

<sup>8</sup> census at 1<sup>st</sup> January 2023

<sup>9</sup> Tourism data of 2022.

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located such as health, public transport and education; for this reason, Narni represents a geographic, administrative and cultural centre for the nearest areas.

- The Narni Scalo district diversifies itself for the high number of people that lives here compared to the other villages. The railway station of Narni is located in Narni Scalo, and there are also public and private organisations. For this reason, it represents a business and geographical centre for Narni capital. It has about 5,000 inhabitants. It is located about 4 km from Narni administrative centre.
- The three District Towns of Ponte San Lorenzo, Testaccio and San Liberato have a total population in excess of 500 people each;
- About 9 villages, as Vigne, La Quercia, etc., each have a total population in the range 100 to 500 ; all are located about 10-15 km from Narni administrative centre.
- The others hamlets each have a total population of less 100 people.

The huge presence of dispersed settlements within the municipality of Narni highlights the necessity of a structured mobility service both for the main station/hub and for intra-district trips. For this reason, Narni has both standard public transport and a demand response transport (ChiamaBus).

The suburban road transport service between the municipalities of Terni and Narni is carried out by Busitalia through 9 lines belonging to the extra-urban service of Terni, based with different schedules and times. The main railway service towards Terni and Rome is carried out by Trenitalia, Gruppo delle Ferrovie dello Stato Italiano.

The Municipality of Narni presents an historical and artistic heritage – castles, churches, museum, etc., joint with a natural patrimony – as Mole di Narni, Gole del Nera, etc. Tourists have the possibility for a complete experience in the territory, from visiting roman and medieval monuments, to practice sport activities such as trekking and bike tourism. The total number of arrivals in 2022 was 28,389, with an average overnight stay equal to 2.25 days. The Municipality of Narni and the surrounding areas are characterized by a reasonable offer of accommodation, but the supply and status of them represent a limit to the potential development of tourism in this area.

### 1.13.2 Description of the Mobility Solution

Narni Chiamabus was launched in 2017 thanks to the cooperation between the Municipality of Narni, and Busitalia, the Public Transport Operator which operates the local transport services in the Umbria Region since 1<sup>st</sup> March 2014. Chiamabus is a call-based mobility service managed by Busitalia. Busitalia is an Italian public transport company, totally controlled by Ferrovie dello Stato Italiane (the Italian public railway operator) which is the concessionaire, also through its subsidiaries, of the management of the local public transport service in several Italian cities. The company is active in Italy - in Veneto, Umbria, Campania and, for some services, in Tuscany - and abroad - in Netherlands, in the areas of Utrecht and Groningen-Drenthe. In addition to public transport connections, Busitalia operates other modes of transport, including the former Central Umbrian Railway, the navigation on Lake Trasimeno, and the alternative mobility solutions in the cities of Umbria.

The core business of Busitalia is the local, urban, and suburban public transport by road, delivered directly as in Umbria - or through subsidiaries, as in Veneto and in Campania. The company is responsible for all the production system of the service: from operation of the urban and extra-urban buses, to the maintenance of

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the vehicles, the sale of tickets, the management of ticketing and user services (information, complaints, etc.).

The main objective of the Mobility Solution is connection of sparsely-populated hamlets within the municipality of Narni with the neighbouring urban centres. The dispersion of the 21 districts within the Municipality of Narni and the low population density represent the main issues for the mobility sector. The challenge for residents of the smaller towns, villages and rural areas is the connection both for the main station/hub and for intra-district trips. There is weak or absent connectivity within Narni territory. The lack of connectivity also means that tourists and visitors can't visit locations and attractions in Narni and its area without their private or rental car. In addition, the hilly and mountainous morphology represents another key factor in the huge use of private motorized transport, both for residents and tourists. Therefore, Chiamabus service aims to increase the access to the urban area by the rural population, which is the primary target, reducing the gap between urban and extra-urban transport and preventing rural inhabitants from being socially excluded.

#### Target user groups and needs

The service is available for all population groups, as elderly, student, family, and also for the tourists. Indeed, Narni Chiamabus was developed to give accessibility to people living in rural areas to the urban centres, and to the services. The main differentiators are living in a rural area (including villages/small towns) and not having the possibility to use car for the trip, for whatever reason.

The service connects sparsely-populated districts with the city centre of Narni, and/ or with the main axes of the transport network. This connection allows the rural population to access work and education places, health structures and to be involved in social events; fighting at the same time the isolation and the social exclusion of rural population.

#### Involved Bodies

The design, assignment, development and control of Chiamabus service involved both local private and public entities. The main bodies engaged are:

- the Municipality of Narni that manages, finances and supports the service;
- BusItalia, the Public Transport Operator, company of Gruppo delle Ferrovie dello Stato, that operates the local transport services in the Municipality of Narni.

#### Mobility services provided/addressed

Chiamabus is an on-demand bus service offered by the Municipality of Narni in collaboration with BusItalia, that connects all the hamlets of the municipal territory. The service is active since 2017, and it is provided by small vehicles (minibuses).

To access the Narni Chiamabus service the user must register himself/herself on the Chiamabus service through the website or app. Later, the user opens a new trip request identifying the date, the preferences of the schedule time and the departure and arrival stops of the trip. After receiving the new user's request from the mobility centre, the user will receive an email with approval of the trip and the exact departure time. Otherwise, the user can book a ride sending an email to [narnichiamabus@comune.narni.tr.it](mailto:narnichiamabus@comune.narni.tr.it), or calling the dedicated call center at 0744767009, active all 7 days, from 07:30 am to 09:00 pm. The cost of the telephone call is equal to one telephone charges from fixed or mobile telephone network. The reservation of the route must be done a day in advance.

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In addition, all the bus stops of BusItalia and CMT (school bus service) are available as stops for the Chiamabus service. The ticket or the subscription for the Chiamabus service can be purchased both on the app, website and to the ticket offices.

The passengers can board on bus at all the bus stops of BusItalia and CMT (school bus service).

The service is active:

- From Monday to Saturday from 8:20 am to 12:50 pm, and from 02:00 pm to 08:30 pm;
- Sunday and holiday from 07:20 am to 01:20 pm, and from 02:30 pm to 08:30 pm.

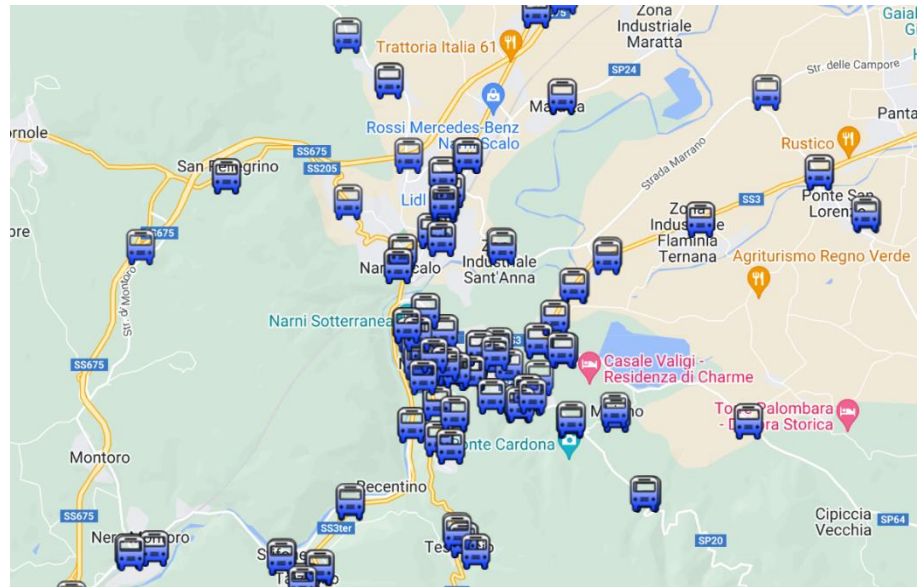


Figure 35 Bus stop in Narni and surrounding hamlets

Ridership and other key metrics/results

The Chiamabus service connects the peripheral areas of the territory to the most important interchange points of urban and extra-urban services and the centre of the Municipality of Narni. The main trip motivations are access to work, hospital, school centres and main production facilities of the nearest city centre. The service is usable by all types of users, including mobility-impaired people.

The subscription process is well defined in the website of the service, and also of the Municipality of Narni. Thanks to the connection offered by Chiamabus and the good quality of service, there is a continuous increase of users year by year.

The number of users was 5,900 in 2020 due to COVID-19 pandemic. Indeed, the annual number of users of Chiamabus service was 7,461 from the 8<sup>th</sup> March, 2022 to 7<sup>th</sup> March, 2023, with 1,542 more passengers respect 2019. The Chiamabus service was not interrupted during the Corona period, although the number of passengers decreased, as shown in the table below.

Period	From	To	N° users	Average age of passengers
Year 2019-20	03/08/2019	03/07/2020	5,919	43,7
Year 2020-21	03/08/2020	03/07/2021	5,534	47,7
Year 2021-22	03/08/2021	03/07/2022	5,436	41,9
Year 2022-23	03/08/2022	03/07/2023	7,461	40,7

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In addition, in 2023, the request of the use of the service covered more routes, hamlets and bus stops. The ChamaBus service is delivered through one bus. The table below shows the number of routes, covered km, service hours, etc... made every year by the Chiamabus service.

Route made	Covered Km	Service Hours	Average km/hour	Average routes/hour	Average km/routes	Period
2,955	55,445.449	1,801	30.78592393	1.6	18.8	Year 2019_20
2,415	51,024.752	1,739	29.34143301	1.4	21.1	Year 2020_21
2,294	45,210.696	2,028	22.2932426	1.1	19.7	Year 2021_22
2,282	60,549.355	2,880	21.0240816	0.8	26.5	Year 2022_23

### Supporting technologies

Narni Chiamabus uses an ITS-supported booking and reservation software, consisting of a web part and mobile apps for users and mobility center of the service. The software allows a more efficient planning of journey. It consists of:

- Web portal ( <https://mobilita.comune.narni.tr.it/TbusCNUtente/Telebus.FrontEnd/> ) for the users of Narni Chiamabus service with information about the service, and the possibility to register in order to request a new ride identifying the date, the preferences of the schedule time and the departure and arrival stops of the trip for the day after;
- Back-office site allows the mobility center to manage the reservation with a dedicated web interface, to collect information about each single reservation and to communicate the round trip to the drivers the day before;
- Mobile app for users of the Narni Chiamabus service to view the reservation, and open a new trip request.

### Engagement aspects

Chiamabus was designed to connect sparsely inhabited areas in the Municipality of Narni, that are not served by conventional transport services, with the neighbouring urban centres. Indeed, the dispersion of the 21 districts within the Municipality of Narni and the low population density represent the main issue for the mobility sector. The challenge for residents of the smaller towns, villages and rural areas is the connection both for the main station/hub and for intra-district trips. There is weak or absent connectivity within Narni territory. Chiamabus is a community service which aim is to reduce the gap between urban and extra-urban transport and to fight social exclusion. Moreover, it integrates the standard public transport services, and the flexible mobility solutions in the territory.

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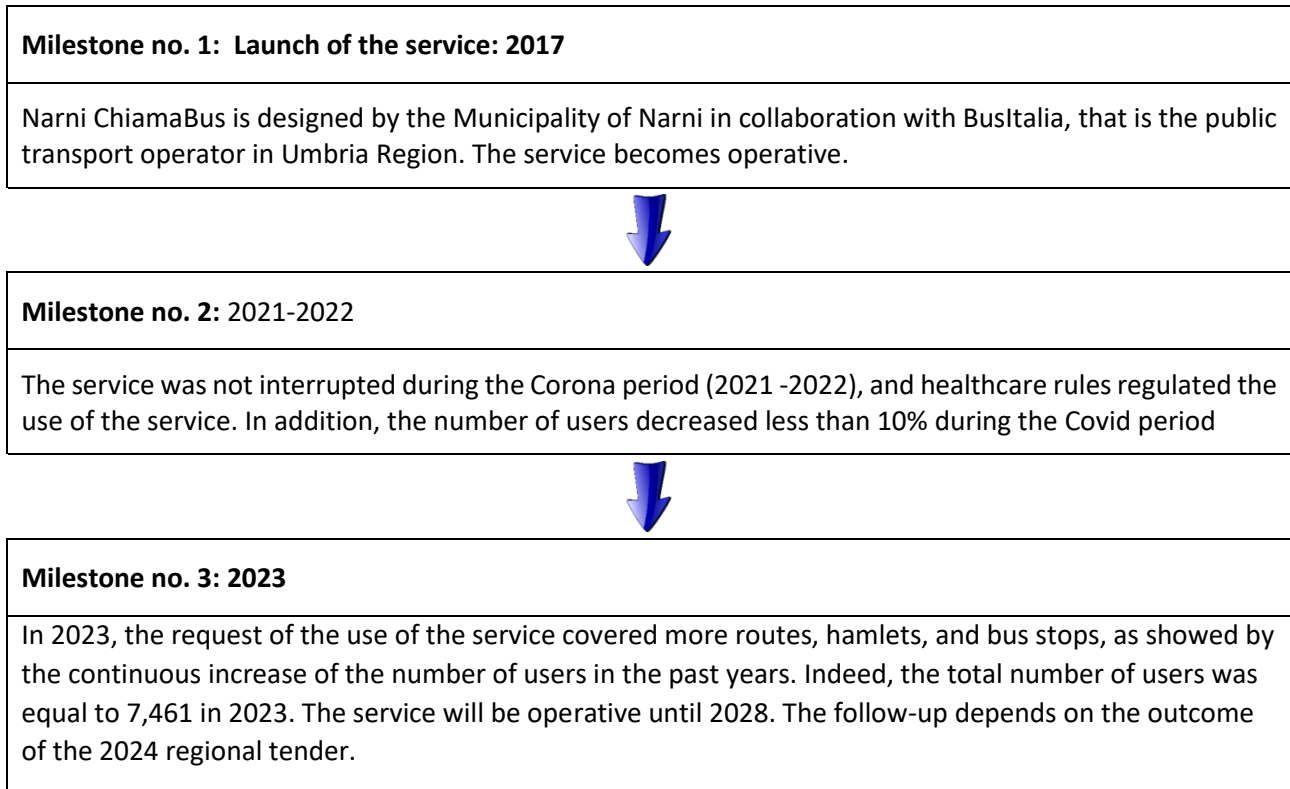
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### 1.13.3 Timelines and Milestones



### 1.13.4 Long-term assessment

#### Success, Durability and Expansion

Chiama Bus service is still operating in the territories of the Municipality of Narni. The good results obtained in terms of number of users and routes made every year, allow to keep operative and active the service and to receive funding from public entities. Indeed, the service is guaranteed until 2028.

Also, the service improved its functionalities with the implementation of a reservation software, and app. The tool enhanced and supported the booking process, from the reservation made by the passengers to the sharing of these information to the call center and the drivers.

This service is still only in the Municipality of Narni but it could be expanded also in the near Municipalities' territories.

#### Funding and Financing

ChiamaBus service is paid to the local public transport operator on a kilometer and hourly basis. The public transport services in Umbria Region are entrusted through public procurements. The regional public procurement for the commitment of the service is ongoing, it will identify the new manager of the service from 2028. Indeed, the service is guarantee until 2028.

The capital costs correspond to a Capex of € 49,000.00 including the software, consisting of a web part and mobile apps for users (for an amount of € 14,500.00 for 3 years). The operating costs correspond to 10.000€ per year of personnel cost and € 250.000 per year of opex.

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The Chiamabus service is funded for the 32% by the resources allocated by Umbria Region through the Transport Regional Fund, and for the 68% by the funding allocated by the Municipality of Narni.

The beginning investment to active and implement the service was equal to 49,000.00 €. The realisation of the reservation platform, and the development of the website and the app costs 14,500.00 € per 3 years. This software and apps help the users to book a trip, and the call centre to manage the reservations, and optimize the routes.

In addition, the operative and personnel costs are equal respectively to 250,000.00 € and 10,000.00 € per year.

The subscription and price list are determined by Busitalia. The subscription diversifies for its duration (monthly or annual) and for the type of user (over 65, student, adult, etc..). Naturally, there are some promotion and discount if the user belongs to determined categories of passenger, as over 65 years old, student, disabled person (<https://www.fsbusitalia.it/content/fsbusitalia/it/umbria/titoli-di-viaggio-tariffe-umbria/biglietti-tariffe-servizi-urbani-umbria/tariffe-narni.html>), or if the user buy an annual subscription (<https://www.fsbusitalia.it/content/fsbusitalia/it/umbria/news-umbria/2023/8/29/sconto-di-euro-200-00-su-abbonamenti-annuali.html>).

The price of the service corresponds to an urban travel ticket or ordinary or school subscription for TPL services. The basis price of Narni Chiamabus service is € 1,30. The ticket or the subscription for the Chiamabus service can be purchased both on the app, website and to the ticket offices.

Concerning the cost of the service, capital cost corresponds to a Capex of € 49,000.00. The software, consisting of a web part and mobile apps for users and drivers, costed € 14,500.00 for 3 years. The operating costs include personnel costs for around € 10,000.00 per year and opex fiscal year of € 250,000.00

The service is financed for the 68% by the Municipality and for the 32% by the Region through the Regional Transport Fund.

*Why is it considered a Good Practice?*

The Chiamabus service connects the sparse hamlets among themselves and with the Narni center, increasing the accessibility of the whole municipal territory. It proves to be a reliable and capillary solution appreciated by all types of users, enabled by a good management structure based on a local cooperative delivering different functions, including the management of the booking software of the service. It is also strongly promoted and sponsored by the municipality which substantially contributes to the financing of the service.

1.13.5 Transferability considerations

CONTEXT PECULIARITIES	TRANSFERABILITY CONDITIONS
<p>The Municipality of Narni presents a lot of hamlets, 21 in total. The communities have on average of 300-500 inhabitants, except Narni Scalo with 5k inhab., and Narni with 17, 914 inhab. The distance from Narni to the majority of the villages are about 10-15km (small distances); nevertheless, the offers of connections are few</p>	<p>The development of an on-demand service integrated with the standard public transport and using innovative technologies can support the long-term sustainability of the service, maximizing the use of existing resources and reply to a common need of rural population.</p>

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	The transferability might be medium/large based on the capacity of design and organise a well-structured mobility plan
<b>DIFFICULTIES ENCOUNTERED/WEAKNESS</b>	<b>LESSONS LEARNT</b>
<p>Financing for rural mobility is always a challenge, but current sources have been reasonably secure and consistent. Indeed, the service is guaranteed until 2028.</p> <p>The good results obtained by Chiamo Bus allow to keep operative and active the service and to receive funding from public entities. The beginning costs were high due to the creation of an on-demand service with its support structure (call centre).</p> <p>Another initial difficulty was the booking process active only by phone call. The development of a software allows a better reservation process.</p>	<p>Local initiators consider the mobility services a success.</p> <p>The main lessons would be:</p> <ul style="list-style-type: none"> <li>-improving software for a better efficiency of the service;</li> <li>-integrating the service with the standard public transport (urban and extra-urban);</li> <li>-involving rural population into the development of the service.</li> </ul>

**References for further details**

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