Fall in love with *colBUS* – La navetta del Borgo!

During the Valentine's week use it for free

colBUS – La navetta del Borgo is an experimental service of urban public transport line delivered in a neighbourhood district in Bologna, previously not served by urban buses. **colBUS** can be booked by phone, and allows workers, students and residents to move inside the district or to be linked with the main lines of public transport and the main services of the district. It is therefore a Flexible Transport Service, operated according to itineraries and schedules which are agreed at the time of booking by phone between the users and the telephone operators.

"Fall in love with *colBUS* – La navetta del Borgo!" was the title of the initiative set up by SRM – Reti e Mobilità, one of the partner of the CIVITAS+ MIMOSA project in Bologna; During the **Valentine's week,** from 14th to 19th of February 2011, **colBUS – La navetta del Borgo** was available for free to all the citizens that wanted to use it for their daily trips. Moreover the users can be awarded with a monthly ticket by simply having booked and used *colBUS* during the Valentine's week.

The initiative is planned by the CIVITAS+ MIMOSA measure 6.2 MobiMart and follows the survey on the use of colBUS performed by telephone last spring to residents of the Borgo Panigale district. The aim

of the initiative is to raise awareness on *colBUS* service inviting citizens to a free trial in order to increase the use of public transport. The free fare and the monthly ticket are part of a research methodology focused on "mobility-credits" arising from virtuous behavior stimulated by a rewarding system.

First significant results of the initiative were already obtained after the dissemination campaign of the initiative "Fall in love with *colBUS* - La navetta del Borgo" started at the end of January and good results in terms of participation were registered during the initiative and after it; the word-of-mouth advertising worked well.