



Nærbus - the concept, the platform and the customer solution

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Why is public transport challenged in rural area?

What is Nærbus and how does it fix into the mix?

Results, adjustment and where are we going?

Agenda



Public transport is challenged in rural areas

Relatively high costs

Limited service offerings for passengers

Lack of commuter-friendly solutions

Dispersed demand across geography on time

Existing Mobility Solutions

DSB trains
Metro
Light rail

Busses
Lokal trains

DRT / Flextrafik
Demand responsive transport

New Mobility Solutions

BRT
Bus Rapid Transit

DRT / Nærbus
Demand responsive transport

Ridesharing

Nærbus is a new solution

Dial-a-ride

Can be found in Rejseplanen (the journey planer)

Same fare system as the regular public transport system

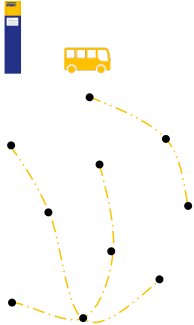
It is possible to subscribe on the same trip

Launched in april 2024

Conceptualization

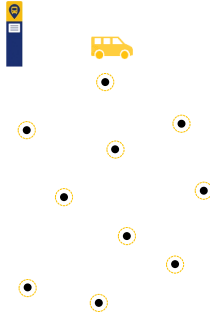
Route buses

Time table
Fixed routes
Larger busses
Bus stops



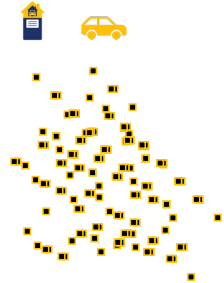
Nærbus

On demand
Variable routes
Smaller busses
Bus + Virtual stops



DRT (Flextur)

On demand
Variable routes
Smaller cars
Adress to adress





Municipality of Faxe

Located 60 kilometers from Copenhagen

Main town: Haslev (12.000 inhabitants)

Previous three routes with limited service

Nærbus covers northern part of Haslev

Two Nærbus' are currently operating

Nærbus kører efter din køreplan • nærbus.dk

Haslev
tester
nærbus

nærbus.dk

DITOBUS

11. januar 2019, kl. 10.00
12. januar 2019, kl. 10.00
13. januar 2019, kl. 10.00

4796

givom



in • nærbus.dk

movia
for alle os

Hasle
KOMMUNE

Hasle
te
n

Stpl. 10
Sidpl. 18
1

movia

Success criteria for local bus



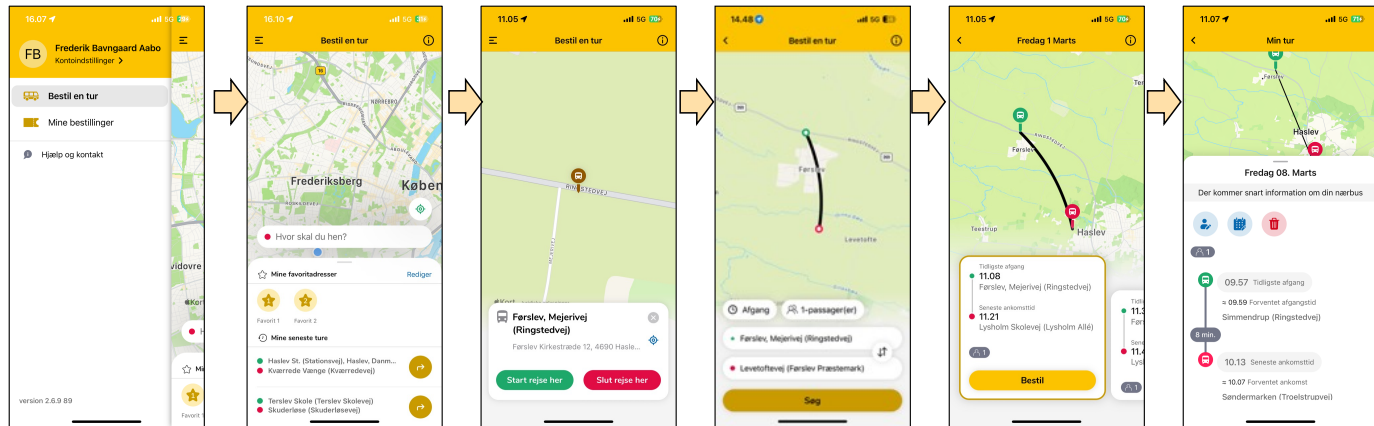
Maintain number of passengers

More satiesfied passengers

User friendly booking service

Stable app and planning engine

The platform – and how to order a trip

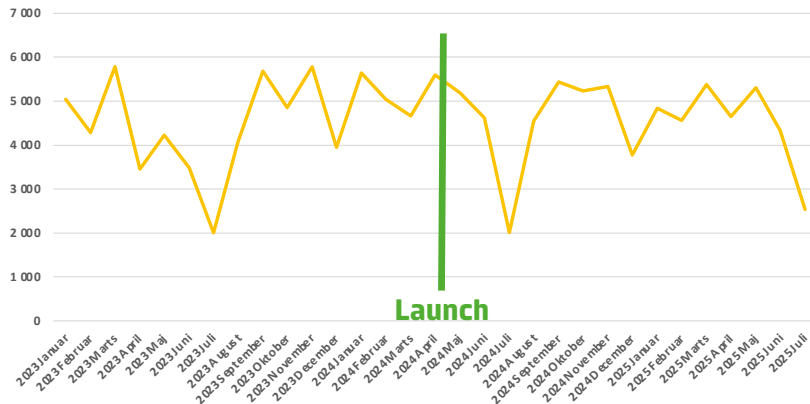


Development in number of passengers

165 passengers/day
(125 bookings)

800 users per month

5,5 passengers per hour



Other results

81% of all
journeys have
more than one
passenger

8% no-shows

20% late
cencelattions

95%
punctuallity
(3 minutes
threshold)

95% books in
app

58% thinks
Nærbus is better
than route
buses

Is it feasible to provide school transport through Nærbus rather than conventional fixed-route bus services?



From April 2024 and for the remainder of 2024, Nærbus operated in parallel with the existing local school bus routes.



In the first half of 2025, Movia tested whether Nærbus could serve school children, meaning that pupils and their parents had to make bookings.



It turned out that the booking task was too demanding compared to the flexibility gained. For regular trips, such as school transport, fixed-route solutions are still preferable.



Adapting the service to local needs is a major task

Embarkment times

Travel times

Detour rates

Addition of virtual stops

No shows and late bookings

Maps, zones and turns



Strong local presence

Visibility

In streets of Haslev

In buses

With drivers

Events

Training and cooperation

Professional seniors

Citizen services

... Everybody in Haslev knows Nærbus

Success criteria for Nærbus– how did it go?



Maintain number of passengers

Number of passengers has been increased slightly

More satisfied passengers

58% of passengers are more satisfied with Nærbus compared to route busses*

User-friendly booking service

Almost ¾ thinks it is easy to use the app*

Stable app and planning engine

Few or no technical issues during the test period



Long term perspectives

A more attractive public transport choice in rural areas

A supplement to the regular bus service and DRT

Still room to improvement in terms of scaling to scaling

Locally rooted – it feels like our bus



Thank you

