

**Idea: Free cargo space in public transport for local producers
(registered in the dedicated system)**

Number in the database: 33

Area: 13

Idea description

Title:	Free cargo space in public transport for local producers (registered in the dedicated system)
Idea objective	<p>The aim of the initiative is to facilitate the functioning of small businesses on the local market by providing them with the opportunity to use public transport by creating a dedicated cargo places on buses or other means of public transport for local entrepreneurs (similar to priority places for people with specific needs). First of all, this could be used by local restaurateurs to streamline delivery processes and other entrepreneurs engaged in trade and services, thanks to which they could quickly deliver goods or provide services directly to the local customer. As an alternative, the use of cargo bikes as part of the public bike service can be considered after three-party arrangements with the city bike operator.</p> <p>Possible alternative approach/additional element of the idea:</p> <ul style="list-style-type: none"> - Sharing the idea with other cities and mutual implementation of the local partnership of few cities. - Branch approach – specific rules dedicated to the type or size of companies. - Supporting the distribution of local services.
Sharing process (max 1000 characters)	<p>Sharing process will be organized in the following steps:</p> <ol style="list-style-type: none"> 1. Identification of the cargo needs of local small and medium-sized enterprises that can be carried out using public transport (especially outside peak hours when public transport is not fully used). 2. Analysis of the results of the cargo needs survey of local small and medium-sized enterprises. 3. Discussion of the possible use of space in local public transport for the cargo needs of small and medium-sized enterprises. 4. Determining the level of the annual flat fee required. 5. Implementation of the solution in local public transport by separating special zones dedicated to mSME outside peak hours. 6. Monitoring the use of dedicated zones and updating the solution. <p>Access to public transport is associated with a flat-rate annual fee related to participation in the program, which is the basis for issuing an annual ticket. Solution is limited to entities that meet the requirements specified in the regulations, e.g.:</p> <ul style="list-style-type: none"> - MSME status, - location within the city, - registration through the system, - payment of the program participation fee.
Restrictions/rules (law, skills, time, other)	<p>The initiative requires an analysis and answers to the following questions:</p> <ul style="list-style-type: none"> - whether and what will be the cargo needs of local small and medium-sized enterprises? - what reserve of space does local public transport have outside peak hours on particular lines and in different forms of transport? - what would be the amount of the annual flat-rate fee for participation in the program to cover the costs of its operation (it is assumed that the program would not generate additional revenues, but only, in accordance with the idea of Sharing Economy, to improve the efficiency of resource use)? - how to mark special cargo zones in local transport? - to what extent is the available space used?

	<p>The initiative requires the involvement of the following resources:</p> <ul style="list-style-type: none"> - human resources: IT competences, intellectual property rights, Public Relations, - infrastructure: local transport infrastructure.
Procedures (if applicable)	<p>The implementation of the initiative requires several formal procedures:</p> <ul style="list-style-type: none"> - conducting analyses (as above), - implementation of the program in cooperation of local transport enterprise, - announcement of the program, - execution of the application system to the program and implementation in local transport infrastructure, - monitoring of using the dedicated areas for meeting cargo needs of local mSME.
Costs for public institutions (if applicable)	<p>Costs of organizing the program (working hours). Cost of marking dedicated areas for meeting cargo needs of local mSME in local transport.</p>
Expected result (if possible)	<p>It is expected that the program will allow local entrepreneurs to more effectively deliver products and provide services to local recipients, and the local transport company to use free space during off-peak hours.</p>