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# Investment Plan Municipality of Postojna

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MUNICIPALITY OF POSTOJNA

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## Executive Summary

The Municipality of Postojna is at a pivotal moment in its transportation planning, with the goal of transitioning from a traditional, car-dependent mobility model to a more sustainable and innovative system. This report outlines the strategic approach for introducing and implementing Demand Responsive Transport (DRT) and Automated Mobility on Demand (AMOD) within the municipality, all aimed at enhancing public transport accessibility, reducing environmental impact, and improving the quality of life for residents.

Key findings from the vision statement highlight the current challenges facing Postojna's transportation system. Over 80% of residents rely on private vehicles, which contributes to traffic congestion, increased emissions, and a reduced quality of life in the region. Public transportation usage is low, with only 10% of residents utilizing it regularly, underscoring the need for a significant overhaul of the existing infrastructure. The introduction of DRT and AMOD services is seen as a critical step in addressing these issues by providing flexible, on-demand transportation options that cater to the specific needs of the community.

The vision for Postojna's transportation future is centred on sustainability and inclusivity. By integrating innovative transport solutions, the municipality aims to balance development and ensure equal accessibility for all forms of transport. The implementation of these services will be guided by the Comprehensive Transport Strategy (CPS) 2025-2032, which prioritizes sustainable mobility and seeks to create a more connected and environmentally friendly transportation network.

To achieve these goals, the report presents a detailed roadmap for implementation. This includes the identification of responsibilities among key stakeholders, from the municipality and public transport providers to private sector partners and citizens. Each stakeholder will play a crucial role in the successful deployment of these transport solutions. The financial investment required for infrastructure development, technology deployment, and public awareness campaigns is outlined, ensuring a clear understanding of the resources needed.

In conclusion, the strategic adoption of DRT and/or AMOD will not only modernize Postojna's public transport system but also contribute to a greener and more resilient future. This report provides a comprehensive guide to navigating the challenges and opportunities that lie ahead, positioning Postojna as a leader in sustainable urban mobility.



## Introduction

The Municipality of Postojna is embarking on a transformative journey to redefine its transportation landscape by introducing innovative solutions like Demand Responsive Transport (DRT) and Automated Mobility on Demand (AMOD). The primary objective of this study is to develop a strategic plan that enhances public transport accessibility, reduces dependency on private vehicles, and fosters sustainable urban mobility. This report outlines the steps necessary to achieve these goals, focusing on the integration of new technologies and services that cater to the specific needs of Postojna's residents.

The scope of the vision statement and investment plan is to encompass the evaluation of current transportation challenges, the identification of key stakeholders, and the development of a comprehensive roadmap for the implementation of DRT and AMOD services. These services are designed to provide flexible, on-demand transportation options that are not bound by fixed routes or schedules. Instead, they adapt to the real-time needs of users, offering a more personalized and efficient alternative to traditional public transport systems.

On-demand transport will be facilitated through a dedicated mobile application that users can download on their smartphones. This application will be central to the user experience, allowing individuals to book transport services for themselves or their loved ones, such as parents or children. The booking process is straightforward: users enter the pick-up and drop-off addresses, specify the desired pick-up or arrival time, and the system handles the rest. The service is designed to accommodate the mobility needs of multiple passengers, combining trips where feasible. While this may lead to slight variations in departure or arrival times, the system ensures that users reach their destination within a predetermined time frame—never later than the specified time, and possibly up to 15 minutes earlier.

One of the significant challenges in implementing these innovative transport solutions is the integration of new technology with existing infrastructure. The transition to DRT and AMOD requires substantial investment in technology, including the development of the mobile application, the training of professional drivers, and the procurement of suitable vehicles. Furthermore, public awareness and acceptance are critical to the success of these services. Many residents are accustomed to private car usage, and shifting this mindset towards shared, on-demand transport will require targeted education and outreach efforts.

Another challenge lies in the coordination of transport services to ensure they meet the diverse needs of Postojna's population. The system must be accessible to all, including those without smartphones or digital literacy, to avoid creating new barriers to mobility. Additionally, the service must be reliable and cost-effective, addressing concerns about price, waiting times, and the convenience of use.

In conclusion, this study aims to create a sustainable and inclusive transportation system for Postojna, leveraging the latest technology to offer residents a flexible and environmentally friendly alternative to private car usage. By addressing the identified challenges and implementing a well-structured plan, the municipality can significantly enhance mobility, reduce traffic congestion, and contribute to a higher quality of life for all its residents.



## 1. Main results of the vision statement

One of the primary outcomes of the vision statement is the recognition of the need to shift away from the municipality's heavy reliance on private vehicles. Currently, over 80% of Postojna's residents depend on personal cars for their daily commutes, leading to traffic congestion, increased emissions, and a diminished quality of life. The vision calls for a significant reduction in private car usage, to be achieved through the promotion and adoption of sustainable and shared transport options. This transition is expected to reduce traffic-related issues, improve air quality, and create a more livable urban environment.

Another critical result of the vision statement is the emphasis on accessibility and inclusivity. The introduction of DRT and AMOD services is designed to ensure that all residents, including those in remote or underserved areas, have access to reliable and convenient public transport. These services will be highly flexible, allowing users to book rides through a dedicated mobile application tailored to their specific needs, whether for daily commutes, errands, or family transportation. The goal is to provide a public transport system that is not only efficient but also responsive to the varying demands of the community, making mobility easier and more equitable for everyone.

The vision statement also highlights the importance of sustainability. By adopting innovative transport solutions, Postojna aims to significantly reduce its carbon footprint. DRT and AMOD services will be designed with environmental considerations in mind, promoting the use of electric or low-emission vehicles and optimizing routes to minimize unnecessary travel. This approach aligns with broader municipal and national goals of reducing greenhouse gas emissions and combating climate change.

Moreover, the vision statement underscored the need for ongoing collaboration between the municipality, public transport providers, technology developers, and residents. Successful implementation of these new transport modes will require continuous stakeholder engagement, ensuring that the services evolve in response to the community's needs and technological advancements.

## 2. Identify responsibilities

The successful implementation of Demand Responsive Transport (DRT) and Automated Mobility on Demand (AMOD) in the Municipality of Postojna requires the coordinated efforts of various stakeholders, each with specific roles and responsibilities. This section outlines the key players involved in this transition and the roles they will play in bringing these innovative transport solutions to fruition.

### 2.1 Local public governance

The Municipality of Postojna holds the central role in the strategic planning and overall management of the transition towards a more sustainable and innovative transportation system. As the primary governing body, the municipality is responsible for setting the vision and strategic objectives that guide the development and integration of DRT and AMOD services into the existing infrastructure.

This includes:

- a) Strategic Planning: The municipality is tasked with developing and adopting the Comprehensive Transport Strategy (CPS) 2025-2032, which serves as the blueprint for all



future transportation initiatives. This strategy outlines the goals, timelines, and performance metrics necessary to ensure the successful integration of new transport modes.

- b) Investment in Infrastructure: To support the implementation of DRT and AMOD, the municipality must allocate sufficient funds for the development of necessary infrastructure.
- c) Regulation and Policy Development: the municipality must work with national and regional authorities to ensure that local regulations are consistent with broader legislative frameworks.
- d) Public Engagement and Communication: Effective communication with the public is crucial for the success of these initiatives. The municipality must lead efforts in raising awareness about the benefits of DRT and AMOD, providing clear information about how these services will operate, and encouraging public participation in the decision-making process.

## 2.2 Public Transport Providers

Public transport providers in Postojna will play a critical role in the operational aspects of DRT and AMOD services. These entities, whether publicly or privately operated, must collaborate closely with the municipality to ensure the seamless integration of these new transport modes into the existing public transport network.

Their responsibilities include:

- a) Service Implementation: Public transport providers are responsible for the day-to-day operation of DRT and AMOD services. This includes managing fleets, training drivers, and ensuring that vehicles meet safety and environmental standards.
- b) Technology Integration: The adoption of DRT and AMOD services requires the integration of advanced technologies, including mobile applications, GPS tracking, and automated dispatch systems. Public transport providers must invest in and manage these technologies to ensure that they function seamlessly.
- c) Collaboration with the Municipality: Close collaboration with the municipality is essential to address any challenges that arise during the implementation phase. Public transport providers must provide regular updates on service performance, share data on ridership and operational efficiency, and participate in joint planning sessions with municipal officials to refine and improve the service over time.

## 2.3 Citizens

The residents of Postojna are both the primary beneficiaries and key participants in the successful deployment of DRT and AMOD services. Their active involvement is crucial in ensuring that these services are adopted and utilized effectively.

Citizens are encouraged to:

- a) Participate in Public Consultations: Public consultations and forums provide residents with the opportunity to voice their opinions, share concerns, and contribute ideas about the new transport services.
- b) Adopt New Transport Modes: For DRT and AMOD to succeed, residents must be willing to shift from traditional modes of transport, such as private cars, to these more sustainable and efficient alternatives.
- c) Engage with Technology: Citizens will interact with these new transport modes primarily through digital platforms, such as mobile applications. Therefore, residents need to familiarize themselves with these technologies, learning how to book rides, track vehicles, and manage payments.



## 2.4 Private Sector

The private sector, particularly technology companies and service providers, plays a pivotal role in the development and delivery of the technological solutions that underpin DRT and AMOD services.

Their responsibilities include:

- a) **Technology Provision and Innovation:** Private companies are responsible for developing and providing the necessary technology for DRT and AMOD services, including the mobile applications used by citizens, GPS and routing systems, and automated vehicles.
- b) **Partnership with Public Sector:** Private sector entities must work closely with the municipality and public transport providers to tailor their solutions to the specific needs.
- c) **Ongoing Support and Maintenance:** Beyond the initial deployment of technology, the private sector must provide ongoing support and maintenance services to ensure the continuous operation and improvement of DRT and AMOD systems.

In conclusion, the successful implementation of DRT and AMOD services in Postojna will require a coordinated effort from the municipality, public transport providers, citizens, and the private sector. Each stakeholder has a distinct role to play, and their collaboration will be essential in creating a transport system that is sustainable, accessible, and responsive to the needs of the community. Through strategic planning, investment, technology integration, and public engagement, Postojna can lead the way in adopting innovative mobility solutions that improve the quality of life for all its residents.

## 3. Roadmap to implementation

The investment plan for the Municipality of Postojna will focus on two innovative transport solutions: a Demand Responsive Transport (DRT) system and automated transport technologies (AMOD). The roadmap emphasizes financial projections, integration strategies, and addressing operational challenges to ensure a sustainable and efficient transport network, aligning with future mobility trends and local needs.

### 3.1 Demand responsive transport (DRT) – paid service

Implementing Demand Responsive Transport (DRT) in the Municipality of Postojna as a paid service, with a ride cost set at €1, requires meticulous planning and execution. This roadmap outlines the necessary steps and milestones to establish a sustainable and efficient DRT system, integrating it into the broader public transportation network while ensuring affordability for users. The outlined activities include financial projections to guide investment and operational decisions.

	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
Secure funding for AMOD projects												
Allocate resources for AMOD implementation												
Evaluate and optimise resource utilisation for AMOD												
Develops cost-benefit analysis models for AMOD investments												



Review and update legal frameworks for AMOD																	
Develop AMOD specific regulations and policies																	
Conduct policy impact assessments for AMOD integration																	
Assess the social and ethical implications of AMOD																	
Establish compliance monitoring systems for AMOD																	
Plan and build AMOD compatible infrastructure																	
Develop infrastructure for AMOD charging or fuelling																	
Implement traffic management systems for AMOD																	
Develop smart city integrations for AMOD																	
Establish technology partnerships for AMOD																	
Develop AMOD operational protocols																	
Train staff for AMOD operations																	
Establish customer service guidelines for AMOD																	
Monitor and manage AMOD operational efficiency																	
Implement AMOD scheduling and dispatch systems																	
Organise AMOD awareness and education campaigns																	
Establish feedback mechanisms from AMOD users																	
Develop a communication plan for AMOD-related updates																	
Conduct workshops and seminars on AMOD technologies																	
Facilitate public forums and discussions on AMOD																	

Table 1. Road map for Demand responsive transport (DRT) as a paid service





## Phase 1: Feasibility Study & Market Analysis

### Key Activities

- Conduct a market study to understand local transport demand, potential users, and competitors.
- Analyse regulations and compliance needs (permits, service approvals, insurance).
- Forecast ridership and estimate revenue potential.
- Consider pricing strategies and subsidy options.

### Milestones

- Market demand forecast report completed.
- Regulatory approval assessment done.

**Estimated Costs:** €16.400,00

## Phase 2: Business Plan Development & Financial Planning

### Key Activities

- Draft a detailed business plan covering services, pricing, target markets, and operations.
- Financial forecasting for CAPEX (capital expenditures) and OPEX (operating expenses).
- Identify potential funding sources (grants, private investors, public subsidies).

### Milestones

- Business plan approved.
- Financial projections developed for 3–5 years.

**Estimated Costs:** €8.000,00

## Phase 3: Infrastructure Setup

### Key Activities

- Vehicle procurement (vans, minibuses, or cars suitable for DRT).
- Develop or purchase a technology platform (scheduling, routing, booking, fare collection).
- Set up vehicle depots and customer service facilities.
- Secure relevant insurance and operational licenses.
- Hire and train drivers and support staff.

### Milestones

- Vehicles acquired and retrofitted if needed.
- Software platform operational.
- Staff hired and trained.

**Estimated Costs:** 15.000,00 €/year



## Phase 4: Pilot Program Launch

### Key Activities

- Select a target group and roll out DRT services with limited hours or. Day/months of operation.
- Market the service to the public with promotional campaigns.
- Collect user feedback and key performance indicators (KPIs) such as ridership, cost per trip, and customer satisfaction.

### Milestones

- Pilot program running.
- Data collection and KPI assessment over 3–6 months.

**Estimated Costs:** €75.000,00

## Phase 5: Full-Service Rollout & Expansion

### Key Activities

- Expand routes and operating hours based on demand.
- Increase vehicle fleet to meet additional demand.
- Enhance service by optimizing routing, customer experience, and pricing models.

### Milestones

- Full service launched in the entire target area.
- Vehicles added as per the demand forecast.

**Estimated Costs:** €131.000,00

## Phase 6: Monitoring, Improvement, and Optimization

### Key Activities

- Monitor service KPIs such as ridership, route efficiency, and customer feedback.
- Adjust pricing models, routes, and vehicle availability based on data insights.
- Implement technology upgrades (e.g., dynamic routing, AI-based scheduling).

### Milestones

- Monthly KPI reports and quarterly service optimization reviews.

**Estimated Costs:** €5.000,00



## Phase 7: Financial Sustainability & Growth

### Key Activities

- Explore new revenue streams (advertising, corporate partnerships, data monetization).
- Identify opportunities for geographic expansion (close municipalities) or additional services (e.g., package delivery).
- Negotiate public-private partnerships and subsidies to sustain operations.

### Milestones

- Sustainable revenue models implemented.
- Profitable or cost-neutral operations within 1–2 years.

**Estimated Costs:** 2.000,00 – 5.000,00 €/year

The total preparatory investment for the implementation of a pilot DRT service as a paid offering in Postojna is estimated at €119.400,00, operating with limited hours and/or days/months. The implementation of a pull DRT with 12 months operational service and no hour limitation is estimated at €136.000,00. Based on a preliminary survey this service would be used by approximately 250 citizens. 50% of them would use the service a few days a week, 12% daily and 19% a few days a month. So, the calculation for the income within the pilot action of 12 months is €31.560,00.

## Financial Sustainability Considerations

The financial sustainability of the DRT service is a critical aspect of this roadmap. The feasibility study and pilot program are designed to test whether this pricing strategy can partly cover operational costs, while also being attractive to users. If necessary, adjustments to the pricing model, such as introducing subscription packages or tiered pricing based on demand, can be explored to enhance revenue without compromising affordability. For the service to remain sustainable and responsive to user needs we need to cover at least half of the yearly operational costs (€68.000,00) this means 34.000,00 rides/year or 129,77 users per day.

### 3.2 Automated transport on demand - AMOD

The introduction of automated transport in the Municipality of Postojna represents a significant leap toward the future of urban mobility. Automated transport systems, which include self-driving vehicles and autonomous shuttles, offer the potential to enhance safety, reduce traffic congestion, and improve accessibility for all residents. This roadmap outlines the necessary steps and financial considerations to implement automated transport in Postojna, with a focus on ensuring the technology's integration into the existing transportation ecosystem and addressing any associated challenges.

	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
Secure funding for AMOD projects												
Allocate resources for AMOD implementation												
Evaluate and optimise resource utilisation for AMOD												
Develops cost-benefit analysis models for AMOD investments												
Review and update legal frameworks for AMOD												
Develop AMOD specific regulations and policies												
Conduct policy impact assessments for AMOD integration												
Assess the social and ethical implications of AMOD												
Establish compliance monitoring systems for AMOD												
Plan and build AMOD compatible infrastructure												
Develop infrastructure for AMOD charging or fuelling												
Implement traffic management systems for AMOD												
Develop smart city integrations for AMOD												
Establish technology partnerships for AMOD												
Develop AMOD operational protocols												
Train staff for AMOD operations												
Establish customer service guidelines for AMOD												
Monitor and manage AMOD operational efficiency												
Implement AMOD scheduling and dispatch systems												
Organise AMOD awareness and education campaigns												
Establish feedback mechanisms from AMOD users												
Develop a communication plan for AMOD-related updates												



Conduct workshops and seminars on AMOD technologies														
Facilitate public forums and discussions on AMOD														

**Table 2.** Road map for Automated transport on demand - AMOD

## Phase 1: Strategic Planning and Feasibility Analysis

### Activity

Initiate a series of workshops and meetings with key stakeholders, including municipal officials, public transport providers, technology companies, regulatory bodies, and community representatives. These discussions should focus on aligning the vision for automated transport in Postojna, setting clear objectives, and identifying potential risks and opportunities.

### Milestones

- Establishment of a stakeholder committee dedicated to automated transport.
- Consensus on the strategic goals and priorities for the project.

**Financial Figures:** €15,000 for stakeholder workshops, strategic planning sessions, and initial coordination efforts.

## Phase 2: Infrastructure Development and Technology Integration

### Activity

- Upgrade existing infrastructure to support AMOD vehicles. This may include installing sensors, traffic signals, and communication systems that interact with autonomous vehicles. Additionally, digital mapping of the municipality must be conducted to ensure that automated vehicles have accurate and up-to-date information for navigation.
- Partner with technology providers to procure the necessary hardware and software for automated transport. This includes purchasing autonomous vehicles, installing onboard sensors and cameras, and integrating the vehicles with the central control system. The selection of vehicles should prioritize safety, efficiency, and the ability to operate in various weather and traffic conditions.

### Milestones

- Completion of infrastructure upgrades in selected pilot areas.
- Finalization of digital mapping for automated vehicle navigation.
- Procurement of a lease of an autonomous vehicle and associated technology.
- Successful integration of vehicles with the central control system.

**Financial Figures:** €200,000 – €2.000.000

## Phase 3: Pilot Implementation and Evaluation



### Activity

- Launch a pilot program for automated transport in designated areas of Postojna. The pilot includes a fixed-route autonomous shuttle. During the pilot, collect data on vehicle performance, user experiences, safety incidents, and overall service reliability.
- Conduct a detailed evaluation of the pilot phase, focusing on operational success, user feedback, and regulatory compliance. Identify any issues that need to be addressed before scaling up the service. Engage with local, regional, and national regulatory bodies to ensure that the automated transport service meets all legal and safety requirements.

### Milestones

- Pilot program launch with a fully operational autonomous vehicle.
- Collection and analysis of pilot data.
- Completion of pilot evaluation report.
- Submission of regulatory compliance documentation

**Financial Figures:** €250,000 for pilot operations, including fuel, maintenance, and monitoring systems.

## Phase 4: Full-Scale Implementation and Service Expansion

### Activity

- Based on the findings from the pilot phase, roll out the automated transport service across Postojna. This phase will include expanding the fleet of autonomous vehicles, enhancing infrastructure where necessary, and integrating the service with existing public transportation options. Additionally, launch a comprehensive public awareness campaign to educate residents about the benefits and safety of automated transport.
- Establish a system for ongoing monitoring of the automated transport service. This will involve regular analysis of performance data, user feedback, and safety reports. Based on these insights, implement iterative improvements to the service, such as optimizing routes, upgrading technology, or expanding service hours

### Milestones

- Full-scale deployment of automated vehicles.
- Launch of the public awareness campaign and increased ridership.
- Regular performance reviews and service updates.
- Continuous integration of technological advancements

**Financial Figures:** €2,000,000 for fleet expansion, €200,000 for the public awareness campaign.

The total preparatory investment required for the implementation of AMOD transport in Postojna is estimated at €2.650.000,00 to €4.650,000. This budget includes the costs of strategic planning, infrastructure upgrades, vehicle acquisition, pilot implementation, and the initial phases of full-scale deployment. Annual costs for continuous monitoring and improvements are projected at €150.000, ensuring that the service remains responsive to evolving technological and regulatory landscapes.



### Risk Mitigation and Long-Term Viability

The successful implementation of automated transport depends on addressing several key risks, including technological failures, regulatory hurdles, and public acceptance. To mitigate these risks, the roadmap emphasizes a phased approach, allowing for adjustments and course corrections based on real-world data and feedback. Additionally, collaboration with regulatory bodies throughout the project ensures compliance with legal requirements, while public engagement initiatives aim to build trust and confidence in the new transport mode.

By following this roadmap, the Municipality of Postojna cannot position itself at the forefront of urban mobility innovation, offering residents a safer, more efficient, and environmentally friendly transportation option. The AMOD transport system, once fully implemented, is expected to significantly reduce traffic congestion, lower emissions, and provide reliable, accessible transportation for all, but for now the financial contraction of implementation is not feasible for the municipal budget.

## 4. Closing remarks

The implementation of innovative transportation solutions, such as Demand Responsive Transport (DRT) and Automated Mobility on Demand (AMOD), presents both opportunities and challenges for the Municipality of Postojna. Through our detailed analysis, it has become clear that while some options offer promising benefits, others pose significant feasibility challenges that must be addressed before moving forward.

**DRT as a Paid Service:** A more feasible approach would be to offer DRT as a paid service. This model not only helps offset operational costs but also encourages responsible usage. However, to ensure financial viability, the service would need to guarantee at least 130 rides per day. Achieving this level of usage will require a coordinated effort, including strong support from local stakeholders, effective communication strategies, and a robust marketing campaign to build awareness and drive adoption. Collaboration with businesses, educational institutions, and community groups will be crucial in promoting the service and ensuring its success.

**Automated transport on demand:** While automated vehicles and Automated mobility on demand (AMOD) represent the future of urban mobility, our analysis indicates that these technologies are not currently feasible for Postojna. The high costs of infrastructure upgrades, vehicle procurement, and regulatory compliance, combined with the uncertain public acceptance and technical reliability, make these options impractical at this stage. Moreover, the complexities involved in integrating autonomous vehicles with existing transportation networks further complicate the implementation process.

Moving forward, it is clear that the most viable path for Postojna lies in the implementation of a paid DRT service. This approach balances accessibility with financial sustainability, provided that we can achieve the necessary ridership levels. To ensure the success of this initiative, we will need the continued support of local stakeholders, effective communication, and a commitment to addressing any challenges that arise. While automated transport solutions may not be feasible at present, they should remain part of our long-term vision as technology evolves and becomes more accessible. By taking these steps, Postojna can enhance its transportation network, improve mobility for its residents, and lay the groundwork for future innovations in urban transport.



## 5. Sources

1. Municipality of Postojna Transport Data
2. Feasibility Study on Demand Responsive Transport (DRT)
3. Comprehensive analysis of the financial and operational viability of DRT in similar urban settings.
4. Surveys and interviews conducted with residents of Postojna to assess demand, willingness to pay, and preferred transport modes.
5. Automated Vehicle Technology Reports
6. Project documents outlining best practices, regulatory requirements, and funding opportunities for sustainable urban mobility projects in the European Union.
7. Case Studies on DRT and AMOD Implementation
8. Financial models and projections used to estimate the costs, revenues, and break-even points for the proposed transportation services.
9. Local Stakeholder Interviews





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