Challenge:

How could we better understand the data about the use of the Bizkaibus public transport service?

Sub-challenges:

- How could we **have real-time information about the number of users using the service?**

- How could we **segment this information for its subsequent exploitation?**

- How could we **visualize this information as a supportive tool in decision-making?**

Context:

The **Transport Directorate** of the Department of Transport, Mobility and Tourism is in charge of the **management of Bizkaibus, an interurban bus service in Bizkaia**. This service represents a **fundamental pillar in the Territory's public transport system** and **constitutes one of the main elements in the DFB's strategy to strengthen connectivity in Bizkaia.**

One of the **strategic objectives** of the Transport Directorate **is to promote the use of public transport in the Territory**. In this context, the 2024-2027 Plan to Promote the Use of Public Transport seeks to **encourage its use through the provision of services of quality**. In this sense, surveys are an effective way to find out user's satisfaction, being today a service rated satisfactorily by 86% of users with an average score of 7.9.

To continue advancing in the implementation of initiatives **to improve the quality of services**, this **challenge is proposed within the framework of the GovTech Program, whose objective is to know, in real time, the number of users who use the different services of Bizkaibus.**

Objectives:

With the objective that the Transport Directorate knows the use of each of the transportation services in its different routes and vehicles through data, we look for solutions that allow:

- **Obtaining information, in real time, of the number of people who use the service during the journey.**

- **Integrating and exploiting this segmented information at different levels,** being the minimum information required about the vehicle and the number of users.

- Having an **information visualization tool which provides value and is useful for decision making.**

What are we looking for?

The following aspects will be assessed:

- Clear, relevant, and valuable proposal for the challenge

- Technological solution with traction in the market

- Integrable with current systems and with all the parties involved in the process

- Ease of adoption and implementation

- Compliance with data protection measures

- Accessibility and simplicity
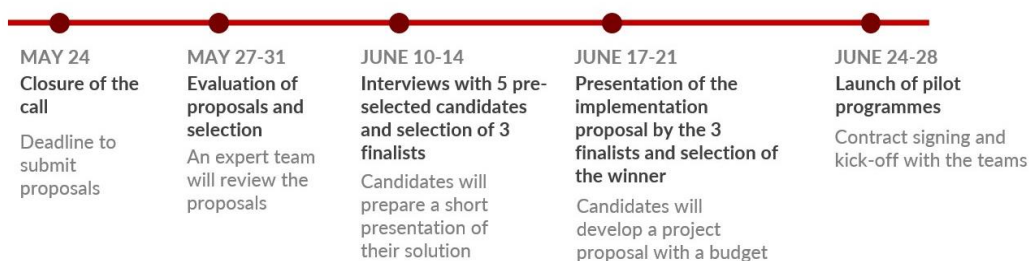
- Scalability of the solution

Process and key dates:

Deadline to submit the proposal is: **05/24/2024**.

The selection process consists of the following steps:

- Selection of 5 candidates companies based on the relevance and fit of their solution with the challenge

- Interviews with the 5 selected companies to learn about their activity and differential value

- Selection of 3 finalist companies out of the 5 interviewed

- Presentation of the pilot programme proposals by the 3 finalists

- Selection of the winning company and solution

The pilot programme to implement the winning solution will take place **between June and October 2024** with a **duration of 4 months**:

MAY 24	MAY 27-31	JUNE 10-14	JUNE 17-21	JUNE 24-28
Closure of the call	**Evaluation of proposals and selection**	**Interviews with 5 pre-selected candidates and selection of 3 finalists**	**Presentation of the implementation proposal by the 3 finalists and selection of the winner**	**Launch of pilot programmes**
Deadline to submit proposals	An expert team will review the proposals	Candidates will prepare a short presentation of their solution	Candidates will develop a project proposal with a budget	Contract signing and kick-off with the teams

In case of having any question about the challenge or the process, write an e-mail to info@bizkaiaok.eus

What do you get?

Pilot programme paid with a maximum of 15,000 euros.