Shared use mobility services in a mid-size historic town: LIFE-PERHT in Treviso

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Role of mobility and accessibility in lifestyle

Mobility is a key component of our lives and Mobility Governance is the major tool for addressing quality, equity and accessibility thus enhancing the cohesion of the city.

- The mobility horizons of 2020 and beyond will have profound influences on lifestyles relative to those experienced in the late 20th century.
- The internet and social media channels are transforming traditional concepts of mobility. Virtual mobility is now the primary driver of lifestyle development in Europe.
- The mobility offer is becoming more varied, flexible, tailored and customised to suit individual lifestyles. These will quickly adapt to market desires.
- Flexible Transport will become part of an overall mobility offer; a mainstream and not a market which is ‘special needs driven.”
Contemporary Challenges

- People are always on the move – work, social, education, health
- High mobility demand varied in time and diverse in typology
- The mobility is erratic more than systematic...
- Transit services oriented to major axis of demand
- Limited resources and transport services. Local travel are poorly served (especially in periods/zones of low demand)
- The commuter trips at 70-80’% are made by cars 85%-90% of commuting car with one occupant
- Currently vehicle occupancy continues to decrease and is between 1.15 and 1.2
- Private cars use covering small distance: 50% under 5 Km, 25% under 2 Km,..... in urban areas
- The priority for “own car” among the young generation is largely decreasing

PT services in Europe are based at 80% on Bus
Urban Mobility Approach in Europe

EU Strategies
Best Practices in Towns/Urban Areas

Action Plan on Urban Mobility COM (2009)
WHITE PAPER (2011)
URBAN MOBILITY PACKAGE (2013)
SUMP ACTION (2011-2014)

- Integration of land use and transport planning (TOD approach),
- Actions towards public transport priority, green and active modalities, city logistics, cooperation among modalities,
- Improve fuel and vehicle technologies towards e-mobility

Smart City is based on an efficient and extended Collective/Public Transport

Planning for the people

Integrated Sustainable Urban Mobility Policy

Annual Polis Conference, November 2015, Brussels
Main Trends in PT services

At high level
- PT network based on dedicated and priority corridor –> **BHLS-BRT**
- Management of the quantity/quality of the PT services acting on regularity, speed, reliability and comfort...
- **Interoperability** with other mobility services (ITS systems, e-ticketing, ..)

At low level
- Feeder services
- Flexible services **DRT services**
- last mile services
- Paratransit
- “shared” mobility services

Which services, scale and support are appropriate to the local area?

Large Urban Area <> SM Towns
Emerging New (private) Mobility Schemes Options

**Established schemes:** bike and car sharing, collective taxi and car pooling

**New alternatives to public supplied schemes and car ownership:**

- **FreeFloating car-sharing** schemes (such as Car2Go, DriveNow and Zipcar)
- **Dynamic ridesharing** services (like BlaBlaCar and Flinc)
- **Peer-to-peer transport** arrangement schemes (such as Uber, UberPop and Lyft)
- **And brand new forms of “institutionalized hitchhiking”** (i.e. RezoPouce)

**ICT 2.0:** pre-on trip **access**, **tailored** services, **real time** control, resources **coordination**, **cooperation/networking**
**FT Services Experience**

- Wide range European projects and real applications (1996-2010)
- Wide range of services:
  - “niche” SOLUTION (for specific area, time period, day, etc.)
  - FTS- Demand Responsive Transport (DRT)
  - collective taxis, Car-pooling
  - Dedicated services for specific groups
  - Health care needs...........
  - High value services (Hotels, Airport, ..)
- Cover the “space” between conventional PT and taxi services
- Consolidated Products and Systems
- Different operational schemes Urban, peri urban and rural area

*First victim of Economic Crisis. Lack of an effective business model*
FT services vs UBER

To be “Large” in terms of scale, coverage frequency
Mobility as Service vs Public Transport

- The traditional contrast between collective and individual transport solutions is gradually blurring respect specific needs
- **Mobility as a Service** is becoming a concrete market option new alternatives to public schemes and car ownership
- Users/citizens gradually are going to become potential mobility service providers

Some issues are still to be clarified
- Which regulation framework for the service provider?
- How to guarantee the skill in the service provision?
- How to make possible the creation of other platform?
- How to avoid the sort of “social dumping”?

At Mobility Policy Level implication
- Which role in the overall Public Transport offer
- “complimentary or substitutive” role
- Which is the appropriate from of regulation and governance
Treviso: a Small Historic Town

- 52 km²
- 82,000 inh.
- 1583 inh/sqkm

- Walled town with small historic centre
- Well-know tourist destination

SMTs in Europe are over 1500

PARKING GREEN SERVICES FOR BETTER ENVIRONMENT IN HISTORIC TOWNS
The PERHT reference scheme
The project approach and results

on road parking system as a core asset for the development of integrated sustainable urban mobility

• Automated monitoring and control of L/U freight bays
• Extension of existing **Bike Sharing** service
• Realization of **Bike stations** service
• Operation of **collective taxi** for night hours
• Promotion of **e-mobility** by deployment of recharging stations
• Realization of **infomobility services** platform and APP
• Definition of suitable regulation and incentives for FEV
• Use a common smart card for services interoperability
Bike Sharing extension

- Based on 16 pick up stations located in the urban area with 70 bikes (more than 120 available slots).
- +6 new PERHT stations (60 bikes)
- 1500 frequent users of the service.
- Around 36000 yearly pick-up operations for a total amount of 45000 Km travelled

+14 bike lanes for 160 Km
Bike Stations

- **Installation of n.3 bike stations**
  - near railways station
  - at Foro Boario parking
  - at Miani parking house

- **Improvement of P+R services (train/car+bike)**

- **Individual bike use alternative to bike sharing**

- Service free of charge

- Available only for PT subscriber

- Video surveillance

- Possibility to use PT smart card

**Modal Shift**
From Parking house/Railway to bike
EV recharging stations and dedicated parking lots
Col-Taxi Service

- PT night service not operated
- Low demand hours most frequently asked by users: from 8:30 to 0:00 p.m., from 4:00 to 6:00 a.m
- Transport demand not suitable for regular services → introduction of collective taxis

- Service access to PT subscriber
- Pick up/drop off at bus stop; no routing predefined
- 4 areas for tariffs calculation
- Pre-bookings allowed by SMS, app, call-center

- Demo Results highlight the low use of the service. This confirm the no necessity of regular PT service in the night
Towards the Flexible and Shared Use Mobility Center

- Connecting different mobility services: conventional, ride-sharing services, etc.) – feeder to the main conventional public transport network/axes and modalities

- Serve mobility niche market

- Real time information and user feedbacks management
- Enhancing the user accessibility
- Integrating the other city mobility services
- Cooperation among operators
- Integrating the overall FTS and shared mobility system with local mobility policies and operation schemes
Some considerations

• The “UBER” Model is not new! What is new is the easiness and effective capability to realize these “shared” services due to the ICT 2.0 devices.

• The new “shared” mobility schemes should be considered as complimentary to the “conventional” services (in success case cover less than 1% of the mobility demand).

• Policy-makers should better understand that these are not the “solution” for mass transport demand and at max can be considered part of FTS.

• We need an active role of the Municipality-Mobility Agency for planning and coordinating FT and PT services and governing the “shared” model.

• Recognize the FT sector as component of an expanded PT offer.

• FT has the potential to become a “transport mode” with clear regulatory and financial schemes.

• It is now responsibility of policy-makers to consider FTS as part of PT services and mobility solutions.
Thanks for your attention!

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