Mobilising Mobility: For a more inclusive, equitable and accessible mobility: The INCLUSION toolbox

POLIS WEBINAR SERIES - 22nd October 2020

Business models for inclusive mobility: Guidance for successful implementation

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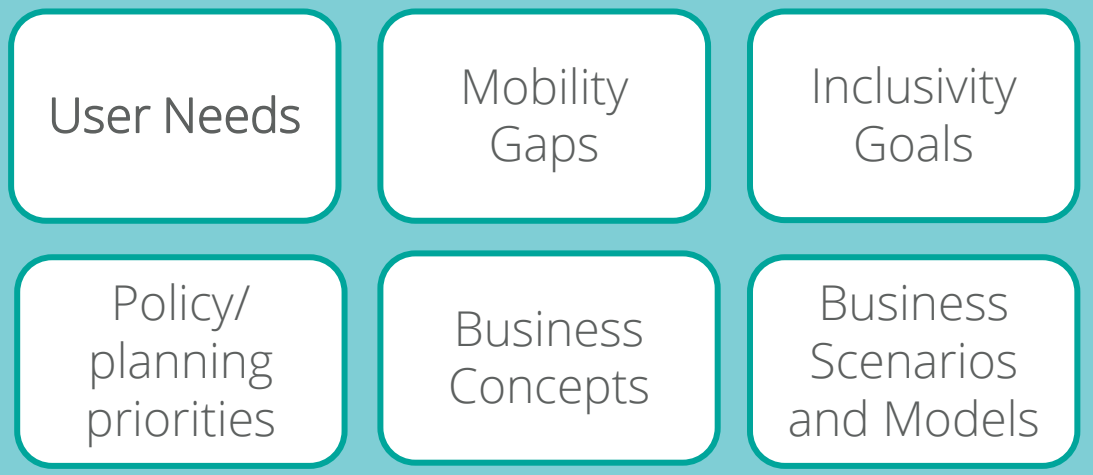
Business models for inclusive mobility: **METHODOLOGY**



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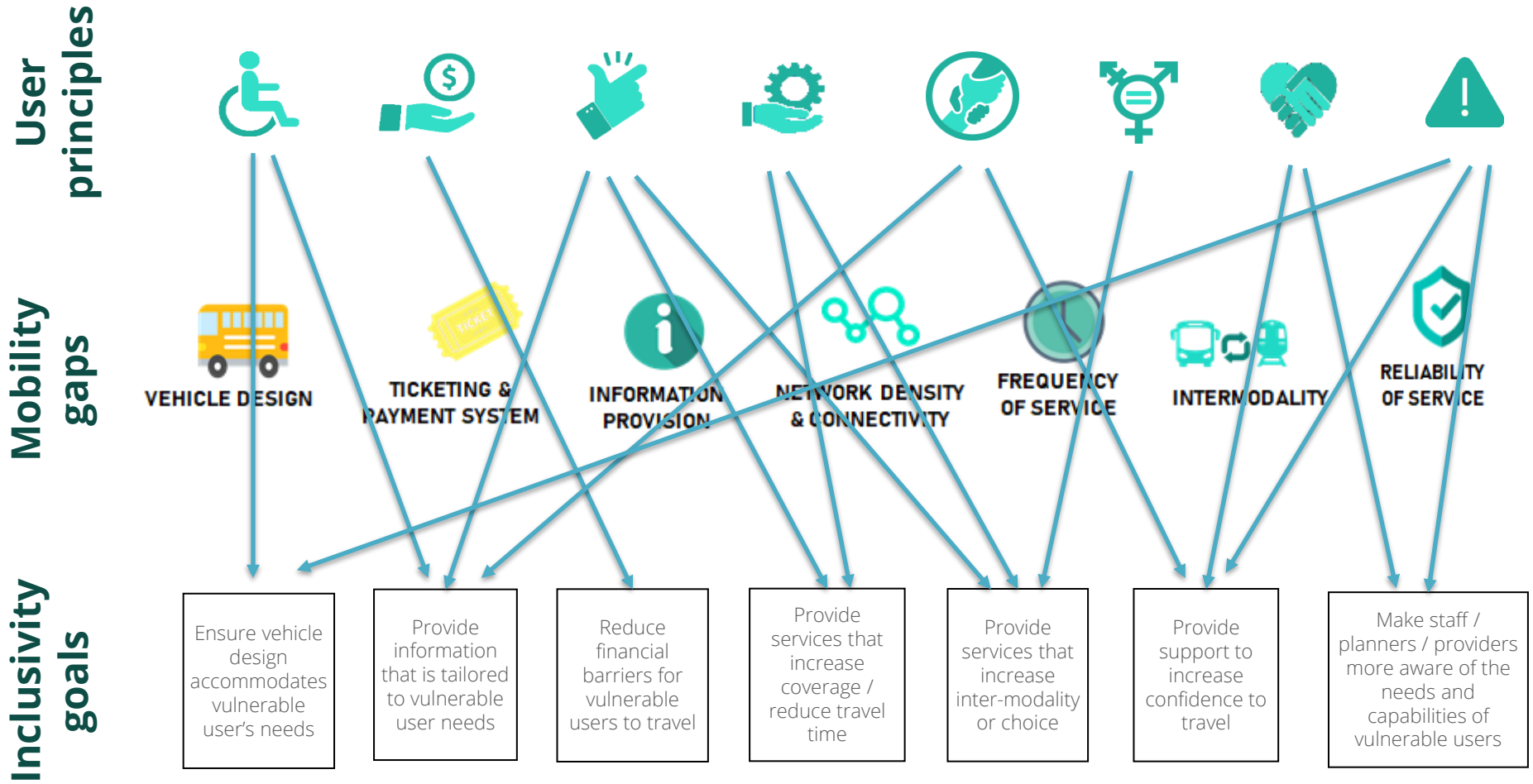
1. IDENTIFYING WHAT IS NEDEED



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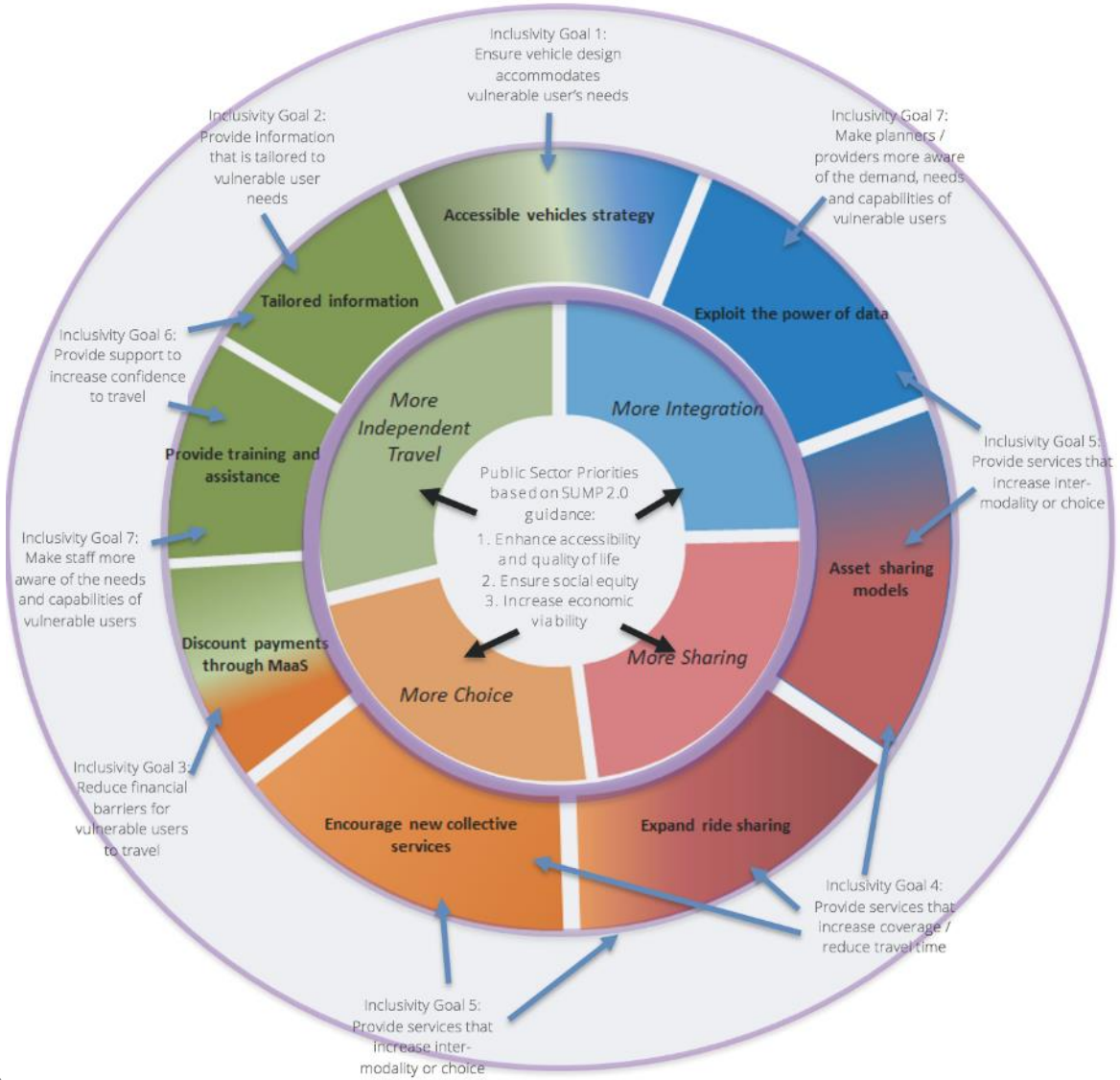
2. HOW DO WE DELIVER WHAT IS NEEDED?



Public-sector policy and planning priorities …

… 7 Inclusivity Goals …

… 8 Business Concepts

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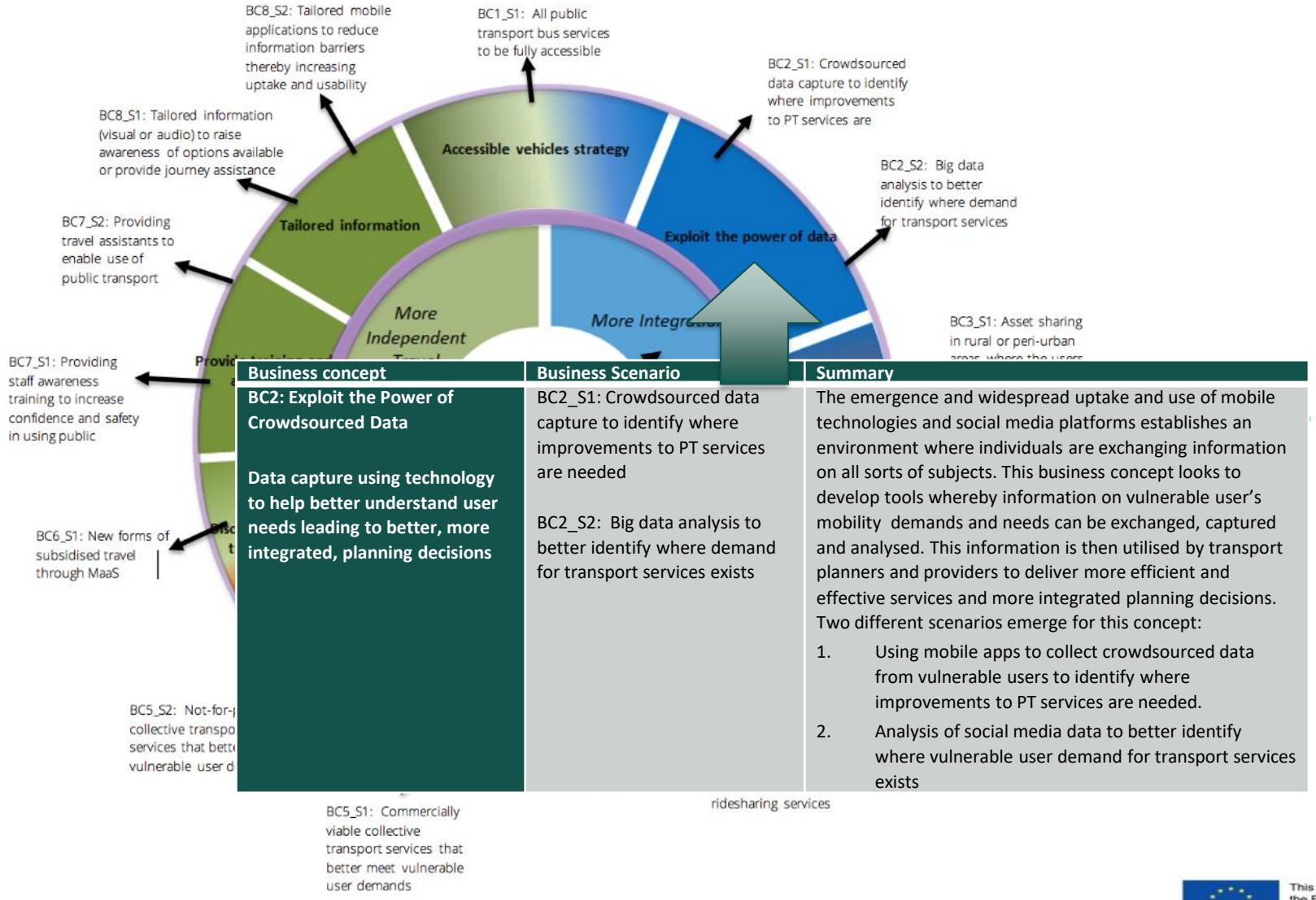

Business concept	Business Scenario	Summary
BC2: Exploit the Power of Crowdsourced Data **Data capture using technology to help better understand user needs leading to better, more integrated, planning decisions**	BC2_S1: Crowdsourced data capture to identify where improvements to PT services are needed BC2_S2: Big data analysis to better identify where demand for transport services exists	The emergence and widespread uptake and use of mobile technologies and social media platforms establishes an environment where individuals are exchanging information on all sorts of subjects. This business concept looks to develop tools whereby information on vulnerable user's mobility demands and needs can be exchanged, captured and analysed. This information is then utilised by transport planners and providers to deliver more efficient and effective services and more integrated planning decisions. Two different scenarios emerge for this concept: 1. Using mobile apps to collect crowdsourced data from vulnerable users to identify where improvements to PT services are needed. 2. Analysis of social media data to better identify where vulnerable user demand for transport services exists

..14 Business Scenarios

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From pilot to inclusive Business Model:
BARCELONA EXPERIENCE

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THE PROBLEM

Occasional group or travellers (particularly young people) moving as individuals or small groups, **travelling to common destinations** as music festivals

When there is limited PT, **target user groups** are used to either **taking their own car** (if it is possible) **or not going to the festival**

Prioritised areas

Limited PT accessibility to go to the event:

- Inflexible, infrequent during night time
- Operated on a radial routes structures linking peripheries and Barcelona

Vulnerable users

Safety risk for the attendees

- 64% of the attendees are under 24 years old
- 69% of the attendees are females

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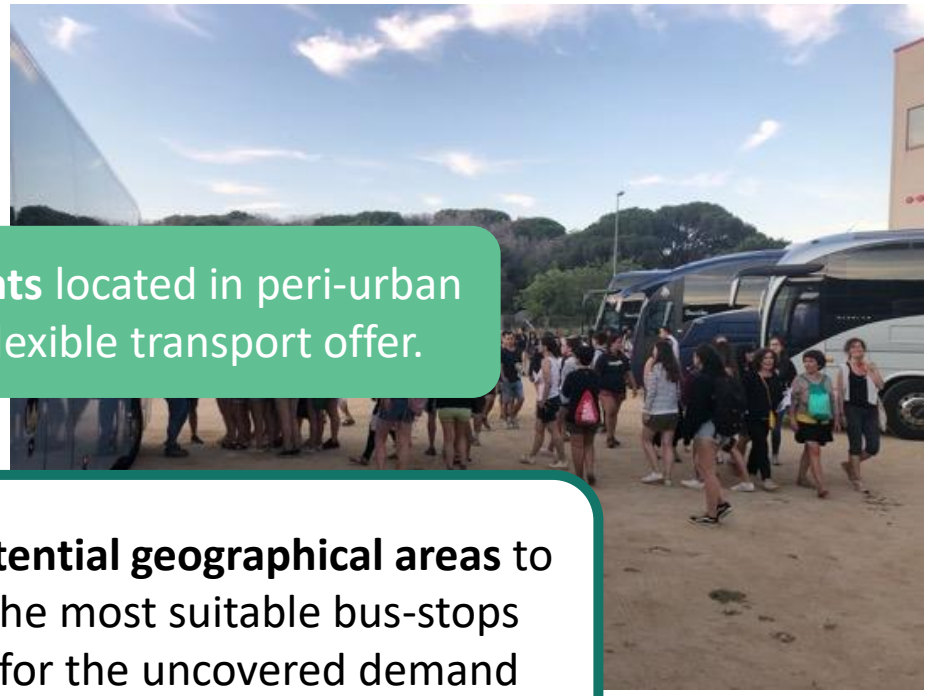
THE SOLUTION



Goal

To **reduce territorial accessibility barriers to attend cultural events** located in peri-urban areas of the Barcelona Metropolitan Region, due to poor or inflexible transport offer.

Implemented Measures

Identify **potential users' demand** that want to attend to a socio-cultural event through social networks analysis.

Identify **potential geographical areas** to propose the most suitable bus-stops locations for the uncovered demand

Actors Involved

ICT service provider

On-demand service provider

Event organiser

Local bus providers

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CHALLENGES AND OPPORTUNITIES

On-demand PT operator

- Provide commercially viable services where there is low demand.
- Identification of vulnerable users' needs through social media or mobille phone data analysis.

Technology providers

- Understand mobility problems and trends in order to have a bigger impact in the model development.
- Routes optimisation based on confirmed bus stops.

Event organisers

- Give enough information about all the transport modes available to attende the event and emphasise the most sustainable and accessible ones.
- Provide accessible transport service to vulnerable users that otherwise would not have an option to attend the event.

Users

- Switch from traditional transportation modes to others more innovative and sustainable.
- Affordable and reliable transport option, safer and tailored to vulnerable users' needs.

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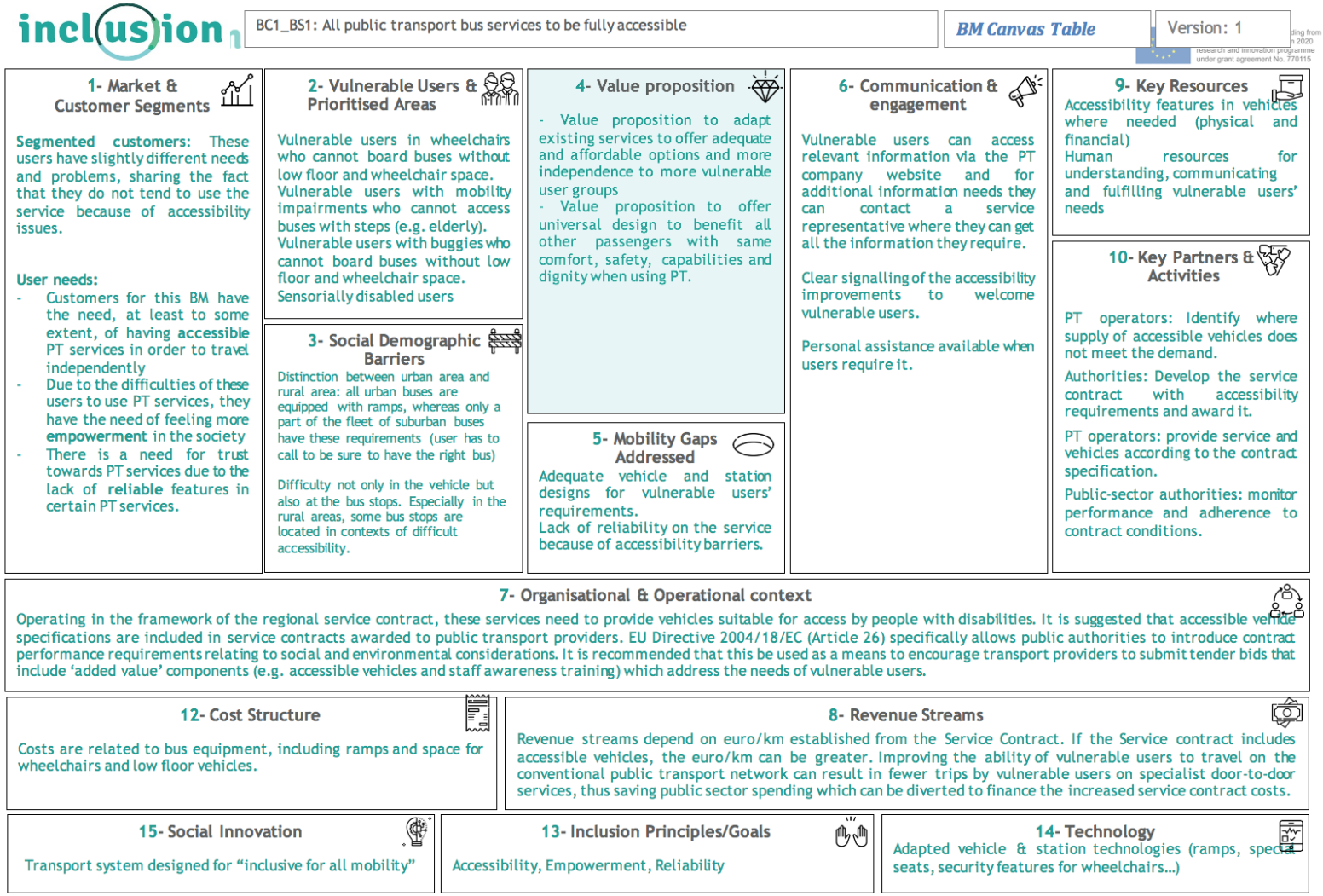
INCLUSIVE BUSINESS MODEL



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INCLUSION BUSINESS MODELS SUPPORTING EFFECTIVE MOBILITY SOLUTIONS FOR VULNERABLE USERS IN PRIORITIZED AREAS

Public sector led

Not-for-profit collective transport services in rural and peri urban areas

Public-Private partnership

Asset sharing in rural or peri-urban areas

Community sector led

Peer-to-peer ridesharing services

Solutions to support multi-actor delivery

New forms of subsidised travel through MaaS systems

Private sector led

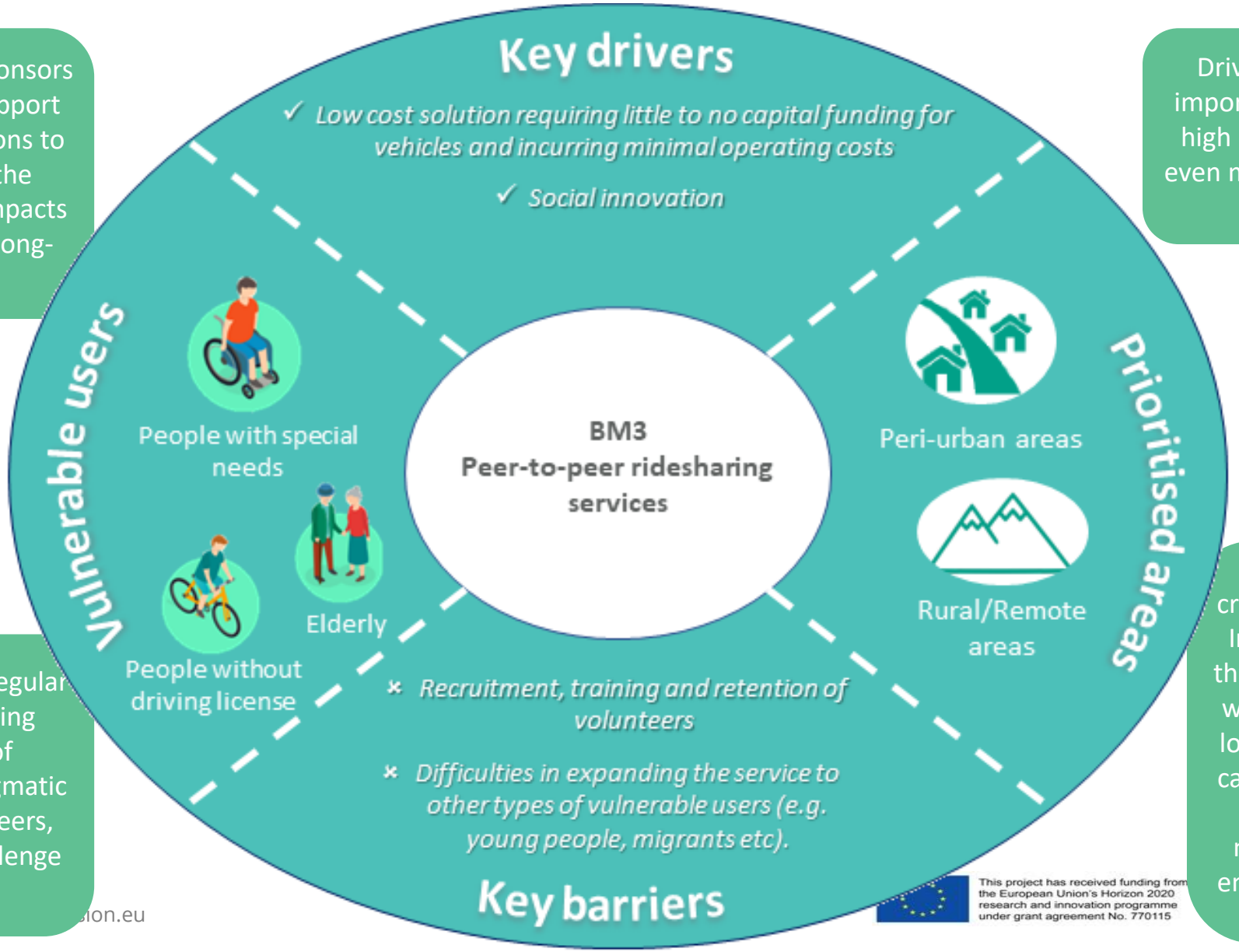
Big data analysis to better identify where demand for transport services exists to provide commercially viable collective transport services

Peer to peer ridesharing services

The engagement of local sponsors / ambassadors / VIPs to support the scheme are all key actions to maximize the effects of the promotion activities, the impacts on target market and the long-term sustainability

A stakeholder is needed to act as "leader" of the other involved actors, bringing all together

The transformation into a regular public organisation/funding construction (instead of vulnerable and unsure pragmatic arrangements with volunteers, etc.) could be a future challenge for this BM



Driver training could be very important not only for providing high quality level of service but even more to unlock public sector discount

Reward and discount (i.e. car washing) are useful incentives to attract drivers (in particular those more difficult to get involved: i.e. youngers)

The technology is not so crucial for operating the BM. In Europe (i.e. in Germany) there are local initiatives that work smoothly and are very low-tech. Booking operation can be carried out by phone, in particular when the number of requests is low enough and the network not too complex

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Public sector

Adapting the regulatory and legislative frameworks for the development of these solutions.

Fill-in the mobility gaps in rural and peri-urban areas, where the transport provision is usually poor or limited, by supporting the development of asset sharing services in cooperation with the local businesses

Promote and enable sustainable and active transport modes to rural and peri-urban dwellers, reducing car ownership and carbon dependency

Encourage the development of ridesharing and community-based services by supporting and sponsoring local initiatives

Providing an alternative collective transport to fill the mobility gaps created by the limited conventional PT services. This would also replace inflexible and infrequent fixed route bus services with low passenger numbers with services that better meet user demands

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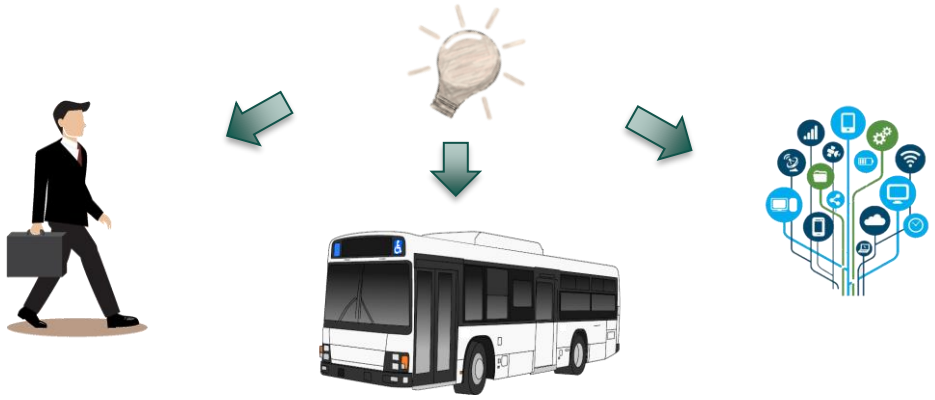
Private sector, including technology providers



On demand and private service providers

- Exploit the use of social media/mobile phone data analysis technology
- Enlarge the market share
- Collaboration with other transport services by sharing users' data

Public Transport service providers

- Provide better connections through MaaS Applications
- Use multimodal data

Technology providers

- Enlarge the market segment of social media data analysis techniques
- Attracting a new market of (vulnerable) users
- Provide mobility-related information

Use of public private partnerships to engage private sector organisations in delivering solutions in a more cost-efficient way

Communites and users

Not for profit organisations involved in the management and coordination of door-to-door community-based transport services

Local activities and businesses to host asset sharing services

More transport options that empower vulnerable users when travelling in rural and peri-urban areas

Community / not for profit sector (and volunteers) providing assistance (training or escorting) to vulnerable users

Local communities enabled and encouraged to develop ridesharing services

Reduction the need for car ownership

Ability to reach more destinations using ridesharing services

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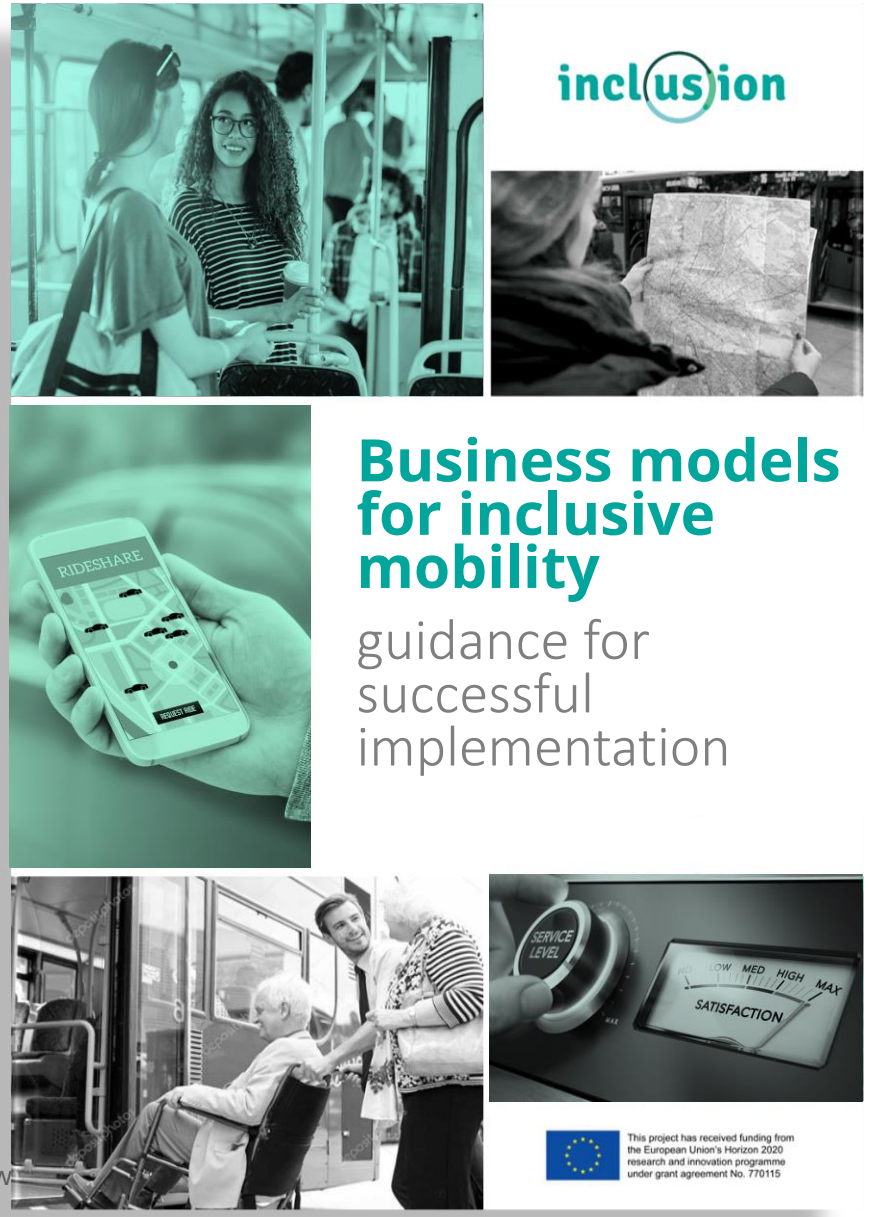
Further information



New publication coming soon

Soon available at

http://h2020-inclusion.eu/

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