

### Mobilising Mobility: For a more inclusive, equitable and accessible mobility: The INCLUSION toolbox POLIS WEBINAR SERIES - 22<sup>nd</sup> October 2020

# Business models for inclusive mobility: Guidance for successful implementation

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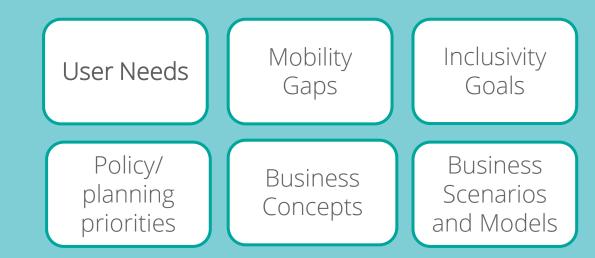








### **Business models for inclusive mobility: METHODOLOGY**



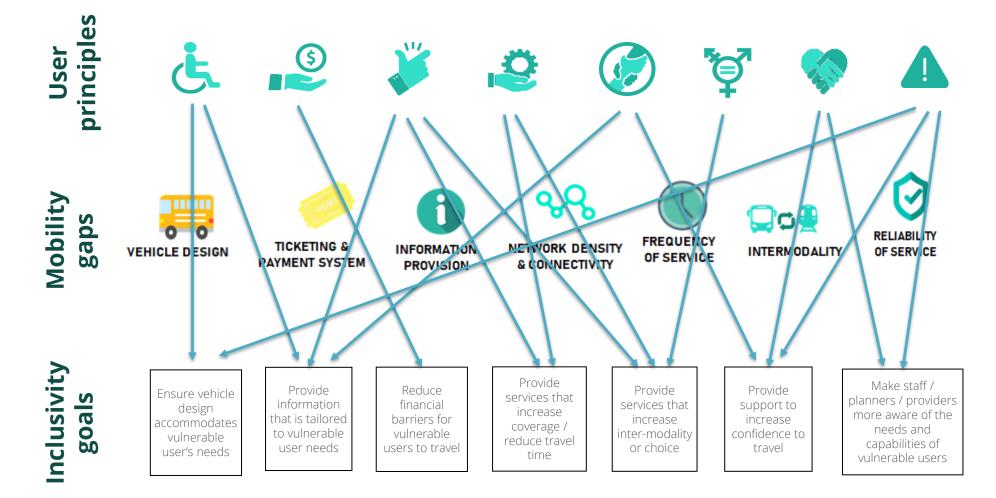
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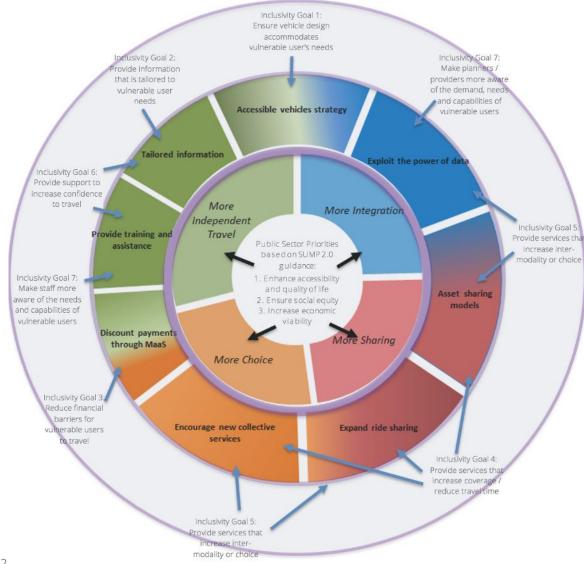
### 1. IDENTIFYING WHAT IS NEDEED







# 2. HOW DO WE DELIVER WHAT IS NEEDED?



# Public-sector policy and planning priorities ...

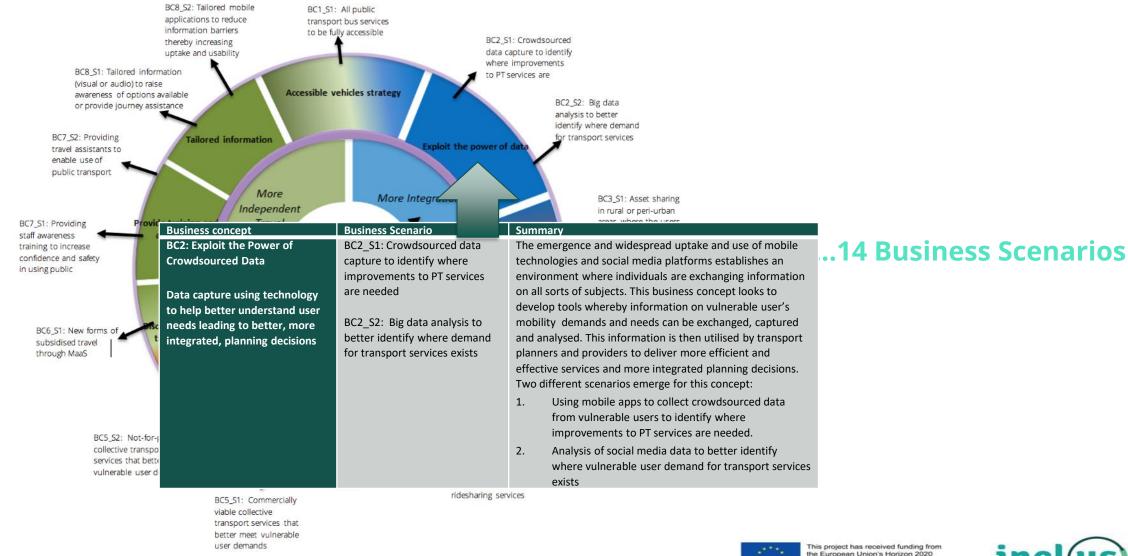
### ... 7 Inclusivity Goals ...

### ... 8 Business Concepts





### 2. HOW DO WE DELIVER WHAT IS NEEDED?





# From pilot to inclusive Business Model: BARCELONA EXPERIENCE







### 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





# 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.

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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





service provider

Event organiser



Local bus providers





## CHALLENGES AND OPPORTUNITIES



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#### 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.



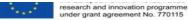




### INCLUSIVE BUSINESS MODEL

incl(us)ion 1	ces to be fully accessible	BM Canv			Table	Version: 1		
<ul> <li>1- Market &amp; Customer Segments</li> <li>Segmented customers: These users have slightly different needs and problems, sharing the fact that they do not tend to use the service because of accessibility issues.</li> <li>User needs:</li> <li>Customers for this BM have the need, at least to some extent, of having accessible PT services in order to travel independently</li> <li>Due to the difficulties of these users to use PT services, they have the need of feeling more empowerment in the society</li> <li>There is a need for trust towards PT services use to the lack of reliable features in certain PT services.</li> </ul>	<ul> <li>2- Vulnerable Users &amp; Prioritised Areas</li> <li>Vulnerable users in wheelchairs who cannot board buses without low floor and wheelchair space.</li> <li>Vulnerable users with mobility impairments who cannot access buses with steps (e.g. elderly).</li> <li>Vulnerable users with buggies who cannot board buses without low floor and wheelchair space.</li> <li>Sensorially disabled users</li> </ul> <b>3- Social Demographic String String</b>		<ul> <li>4- Value proposition</li> <li>Value proposition to adapt existing services to offer adequate and affordable options and more independence to more vulnerable user groups</li> <li>Value proposition to offer universal design to benefit all other passengers with same comfort, safety, capabilities and dignity when using PT.</li> </ul> 5- Mobility Gaps Addressed Addressed Addequate vehicle and station designs for vulnerable users' requirements. Lack of reliability on the service because of accessibility barriers.	6- Communication & engagement Vulnerable users can access relevant information via the PT company website and for additional information needs they can contact a service representative where they can get all the information they require. Clear signalling of the accessibility improvements to welcome vulnerable users. Personal assistance available when users require it.		<ul> <li>9- Key Resources         Accessibility features in vehicles             where needed (physical and             financial)             Human resources for             understanding, communicating             and fulfilling vulnerable users'             needs            10- Key Partners &amp;             Key          PT operators: Identify where             supply of accessible vehicles does             not meet the demand.          Authorities: Develop the service             contract with accessibility             requirements and award it.          PT operators: provide service and             vehicles according to the contract             specification.          Public-sector authorities: monitor             performance and adherence to             contract conditions.</li></ul>		
specifications are included in service performance requirements relating	ce contracts awarded to p to social and environment	these servic oublic transp al considera	Organisational & Operational cont res need to provide vehicles suitable for sort providers. EU Directive 2004/18// tions. It is recommended that this be us eness training) which address the needs	or access by p EC (Article 26 sed as a mear	<li>b) specificates to encourte encourte</li>	ally allows publ	ic authorities	to introduce contract
12- Cost St Costs are related to bus equipment wheelchairs and low floor vehicles.		ace for a	devenue streams depend on euro/km ccessible vehicles, the euro/km can onventional public transport network ervices, thus saving public sector spend	established be greater. can result in	Improving n fewer tr	Service Contract the ability of the by vulneral	vulnerable users on s	sers to travel on the pecialist door-to-door
15- Social Innovation			13- Inclusion Principles/Goals ty, Empowerment, Reliability	Adapted vehicle & sta seats, security features			4- Technology tation technologies (ramps, spected) s for wheelchairs)	





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



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



### **Peer to peer ridesharing services**

Elderly

People with special

needs

People without

driving license

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 longterm sustainability Inerable users

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 <del>ر</del> ا for this BM

### **Key drivers**

 Low cost solution requiring little to no capital funding for vehicles and incurring minimal operating costs

✓ Social innovation

BM3 Peer-to-peer ridesharing services

 Recruitment, training and retention of volunteers

\* Difficulties in expanding the service to other types of vulnerable users (e.g. young people, migrants etc).

**Key barriers** 

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Peri-urban areas

Rural/Remote

areas

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)

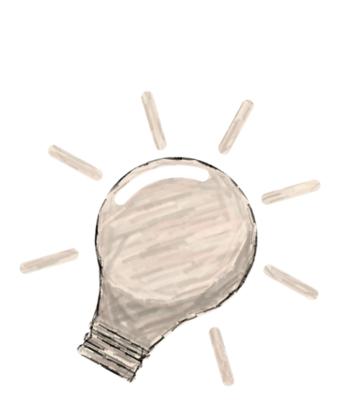
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ritised areas

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

ion.eu

### **Public sector**



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



the European Union's Horizon 2020 research and innovation programme under grant agreement No. 770115



# 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

Use multimodal data

Public Transport

service providers

**Provide better** 

connections through

**MaaS Applications** 

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-todoor 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



Ability to reach more destinations using ridesharing services

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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

### **Further information**





### Business models for inclusive mobility

guidance for successful implementation





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# New publication coming soon

Soon available at

http://h2020-inclusion.eu/

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CITIES AND REGIONS FOR TRANSPORT INNOVATION

European Metropolitan Transport Authorities



