

**TIME
TO
ACT
FOR RURAL
MOBILITY**

www.ruralsharedmobility.eu

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*Challenges, opportunities and solutions
to improve mobility in rural areas:
The SMARTA Project*

Virtual Event | 2nd December 2020



The context

A **quarter** of Europe's population lives in rural areas, that is about **150 million people**

Naturally diffuse, much higher **need** for **mobility** than in urban areas

Public transport weak, high **dependency** on private **car**

The issues



Mobility

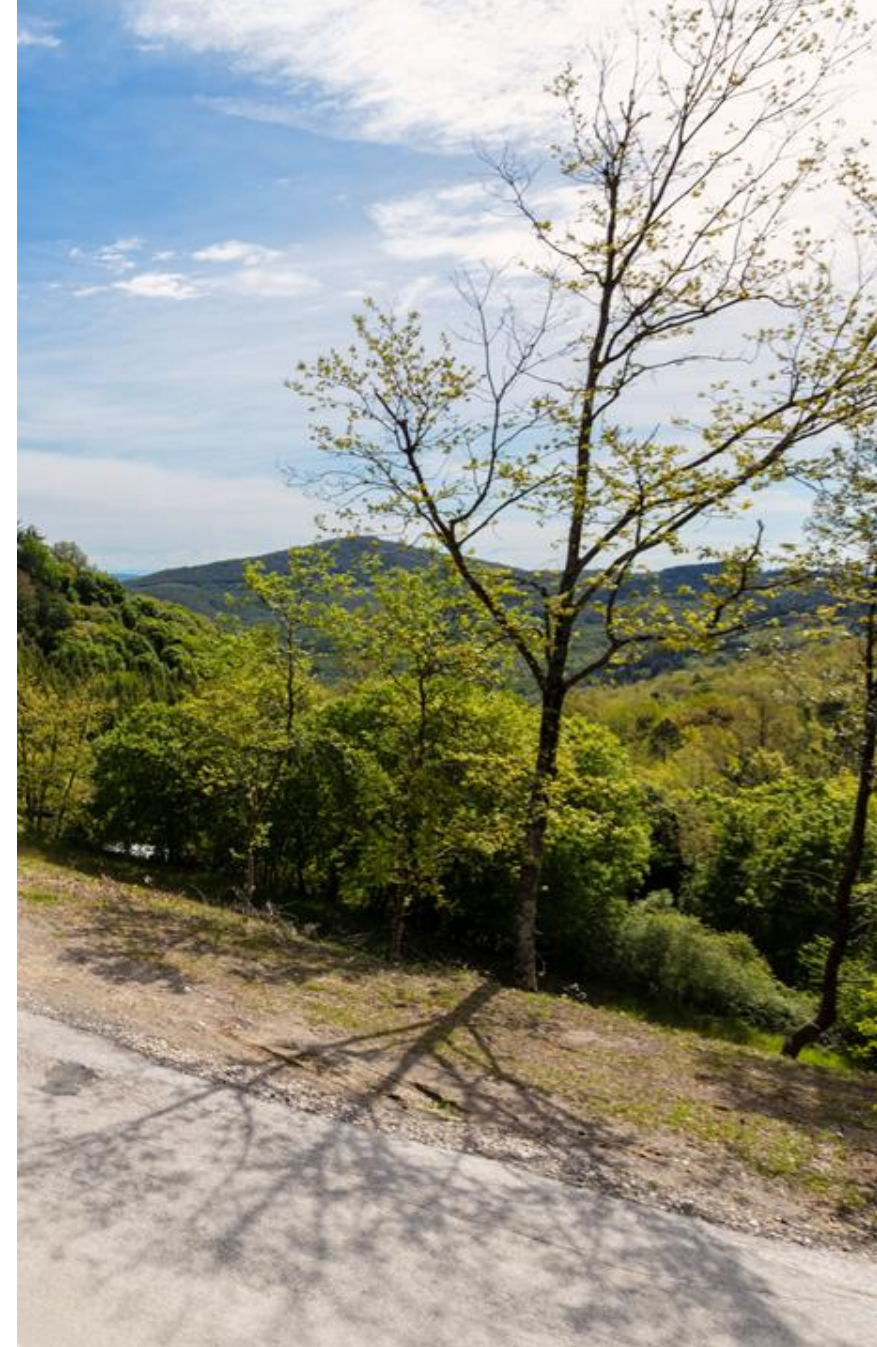
How to live a daily life without a car



Traffic generated in rural areas



Environment



The SMARTA Project

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Enhance current **policies** and **practices** on **mobility** in **rural areas**, leading to **sustainable** mobility

Shared mobility ↔ Public Transport

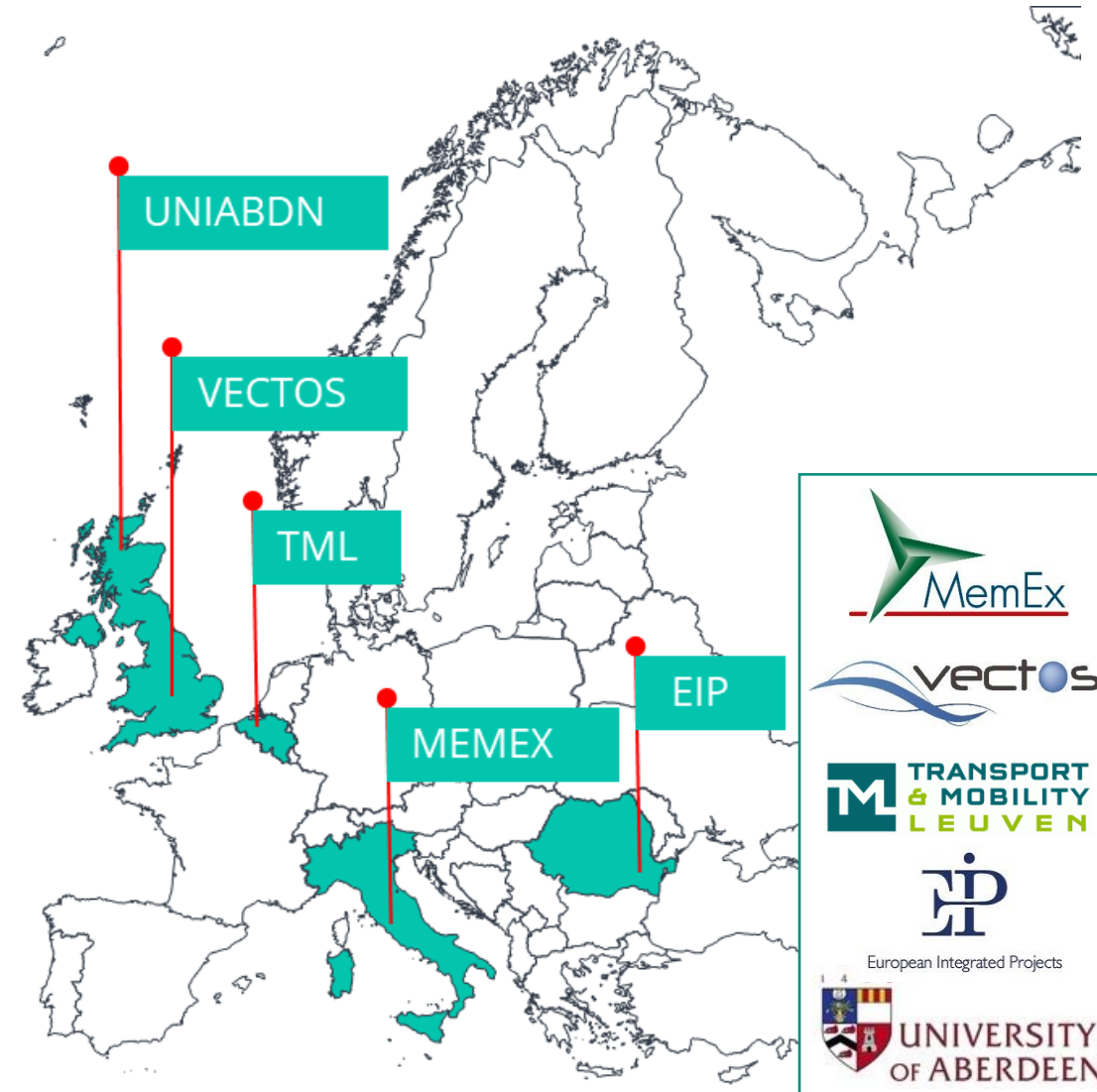


May 2018 → Dec 2020



Sponsored by European Parliament
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Ministry - DG MOVE

The SMARTA Consortium



Project activities

Research

"Insight Papers" & Good Practices

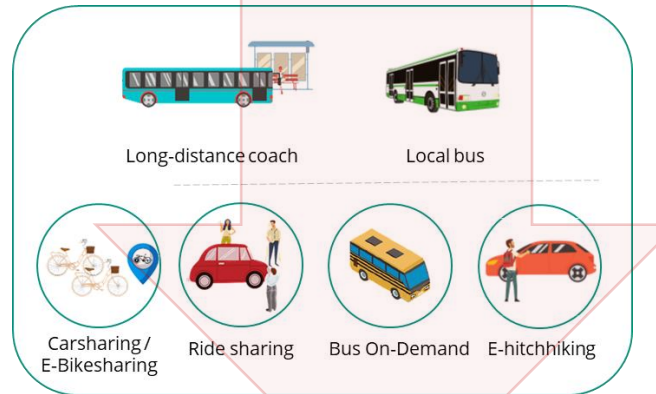


Regional and local authorities

European Parliament

Demonstration

"Pilot sites"



Policy recommendations for rural mobility for improving the accessibility in rural areas

Engagement

Stakeholders' engagement



Practitioners and operators

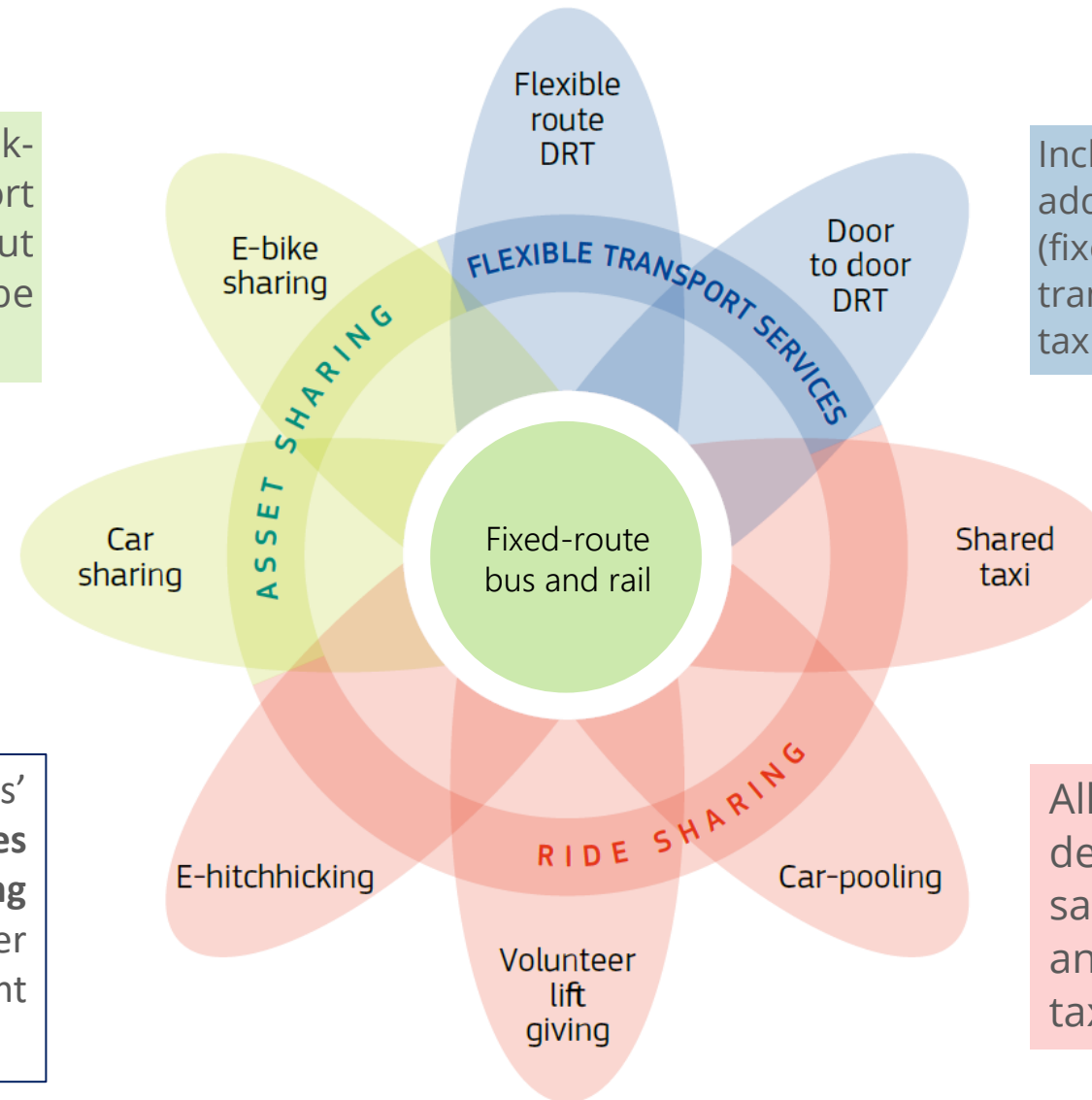
European Commission

Rural shared mobility landscape

Asset sharing

Allows the traveller to utilise/pick-up a specific means of transport (bike, car, e-scooter, etc.) without any property issue; users must be registered.

The 'shared mobility services' include both the **mobility services** themselves and the **supporting services** including traveler information, reservation, payment and operation management.



Flexible Transport Services

Include a range of services that act as an additional layer between conventional (fixed route and schedule based) transport and personal transport (car or taxi)

Ride sharing

Allows aggregation of the mobility demand for sharing a ride in the same vehicle (e.g. carpooling); and/or to use the same service (e.g. taxi) together with other persons

In all, 14 rural shared mobility sites, 13 countries

5 SMARTA Pilot sites



SMARTA
smart rural transport areas

- Ring a Link, Kilkenny, Ireland
- School bus and ITS, Toscana Sud, Italy
- RezoPouce, Herault, France
- Bürgerbus Oberes Glantaal, Germany
- Bürgerbus Dreisam-Stromer, Germany

4 SMARTA2 Pilot sites



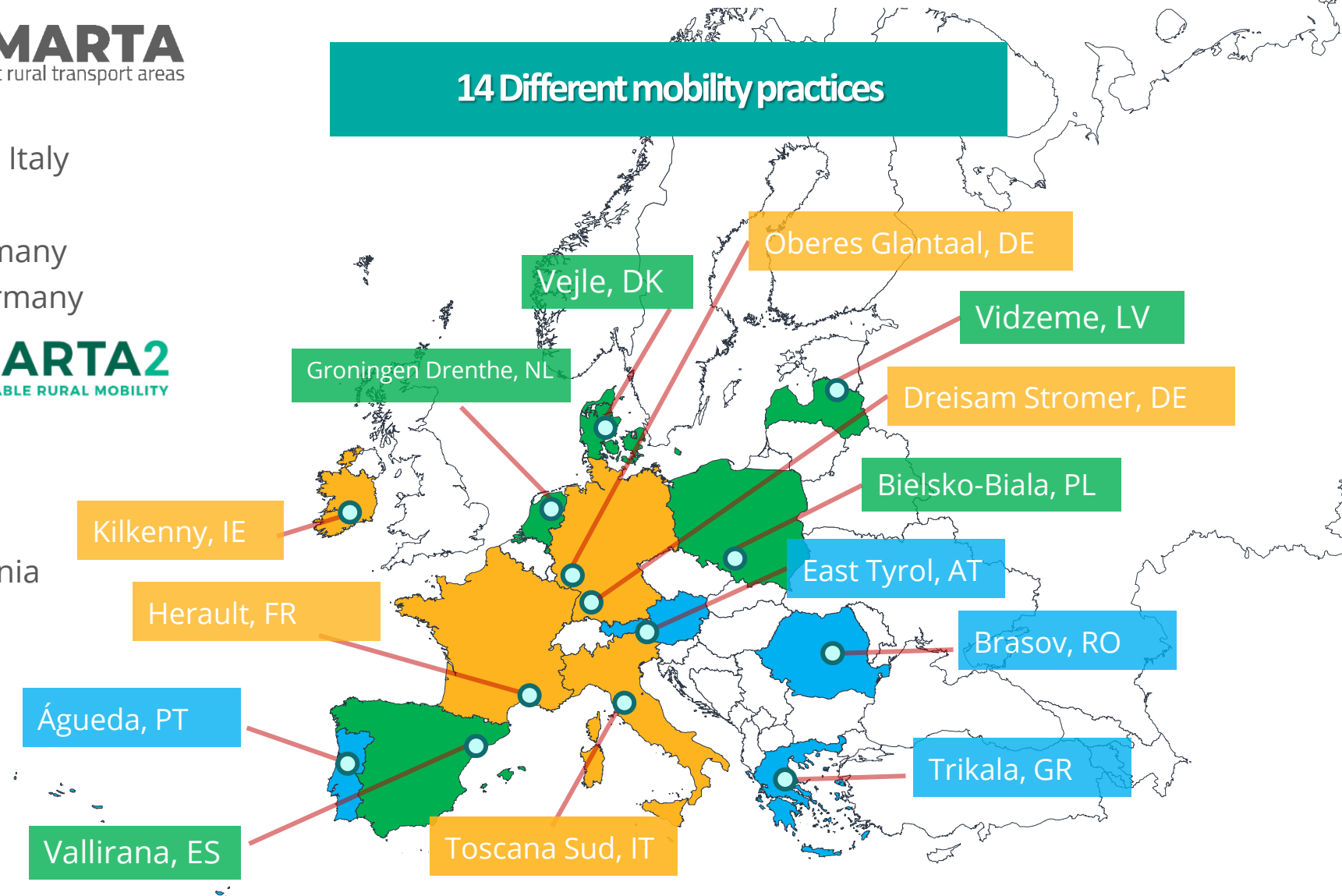
SMARTA2
SUSTAINABLE RURAL MOBILITY

- East Tyrol, Austria
- Municipality of Trikala, Greece
- Municipality of Águeda, Portugal
- Brasov Metropolitan Area, Romania

5 in-depth Good Practices

- Vallirana, Spain
- Groningen-Drenthe, NL
- Vejle, Denmark
- Vidzeme, Latvia
- Bielsko-Biala, Poland

14 Different mobility practices



Research activities

“Insight Papers”

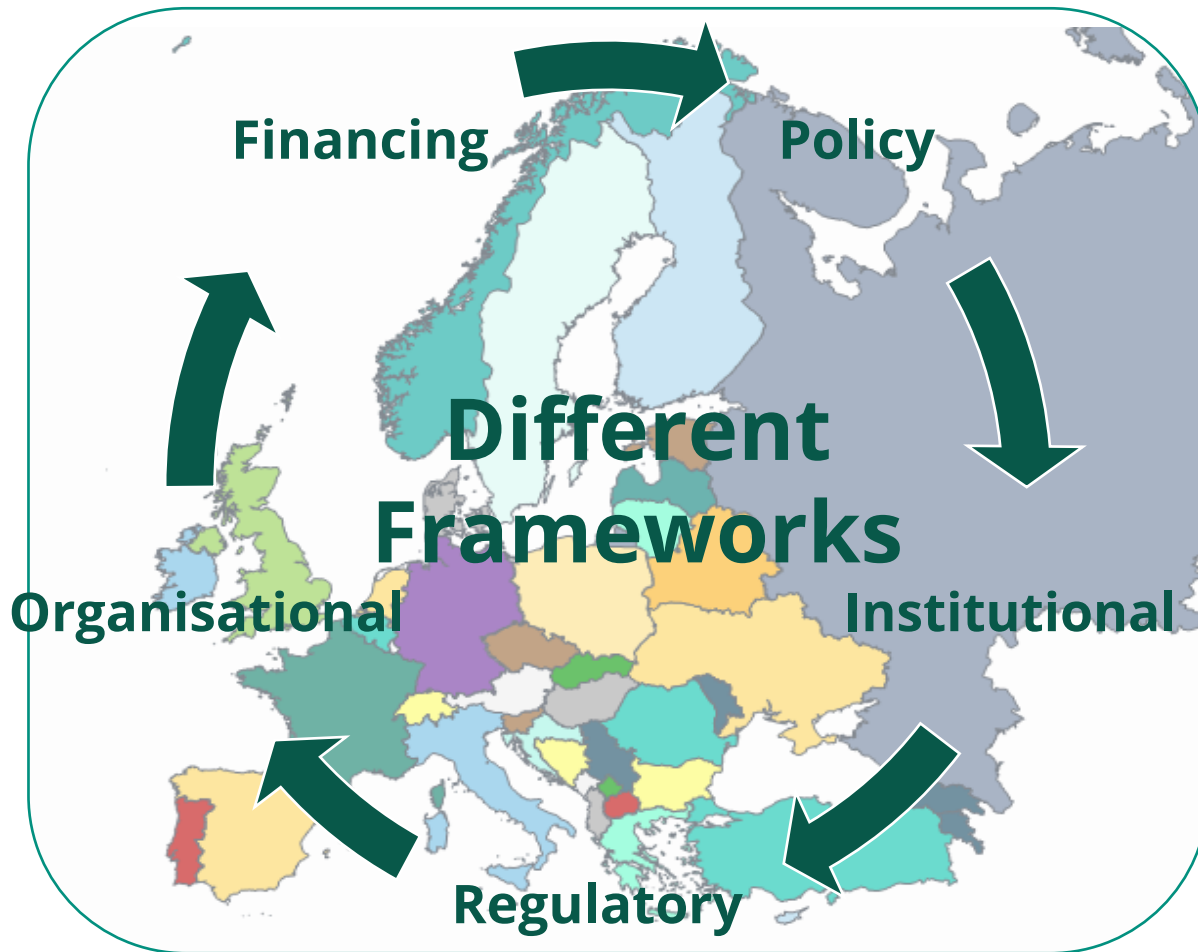
Analysis of the mobility in rural areas and the framework in each of the 28 EU countries (including selected EEA states, North America and Australia)

“Good Practices”

Comprehensive overview of Good Practices in rural shared mobility from around Europe and beyond



Insight Papers: Key findings about Frameworks for rural mobility



<http://ruralsharedmobility.eu/index.php/insight-papers/>

There is near-total **absence** of **specific national policy** for mobility in rural areas

There are **different Authority levels** acting in rural mobility

There are **few obligations at national level** to provide rural mobility services or its funding

The organisational **arrangements** for rural shared mobility are **weak**

Frameworks are **not conducive** to developing rural **shared mobility**

Note: Some Regions and Local Authorities make policy and programs even if national level does not

Task1: Good Practices



SMARTA Report on rural Good Practices

<https://ruralsharedmobility.eu/report-on-rural-good-practices/>

9

Shared Mobility [SM]

SUMA, Elba, IT [SM1]

SOPOTNIKI, SI [SM2]

Alpine Bus – Bus service in tourist area, CH [SM3]

Talybont Energy, UK [SM4]

Rezo Pouce, FR [SM5]

EcoVolis community bike-sharing, Albania [SM6]

Northern Commute, Limerick, IE [SM7]

Autonomous shuttle in Bad Birnbach, DE [SM8]

Bürgerbuses, Baden-Württemberg, DE [SM9]

Flexi Tec, BE [SM10]

(Rail and Bus) Public Transport Network [PT]

SmartMove project in Langadas, GR [PT1]

Krakow Metropolitan Transport, PL [PT2]

Smart Move in Alba Iulia, RO [PT3]

Muldental in Fahrt, DE [PT4]

Donegal Local Link, IE [PT5]

Demand Responsive Transport [DRT]

Ring a Link, Kilkenny, IE [DRT1]

Shotl Platform, ES [DRT4]

Bummelbus (DRT), LU [DRT7]

Flexible mobility services in Byala, BG [DRT10]

Prontobus, Modena Province, IT [DRT2]

The Village Bus in Kolsillre, SE [DRT5]

Western Region DRT Pilot Stage 1 – AUS [DRT8]

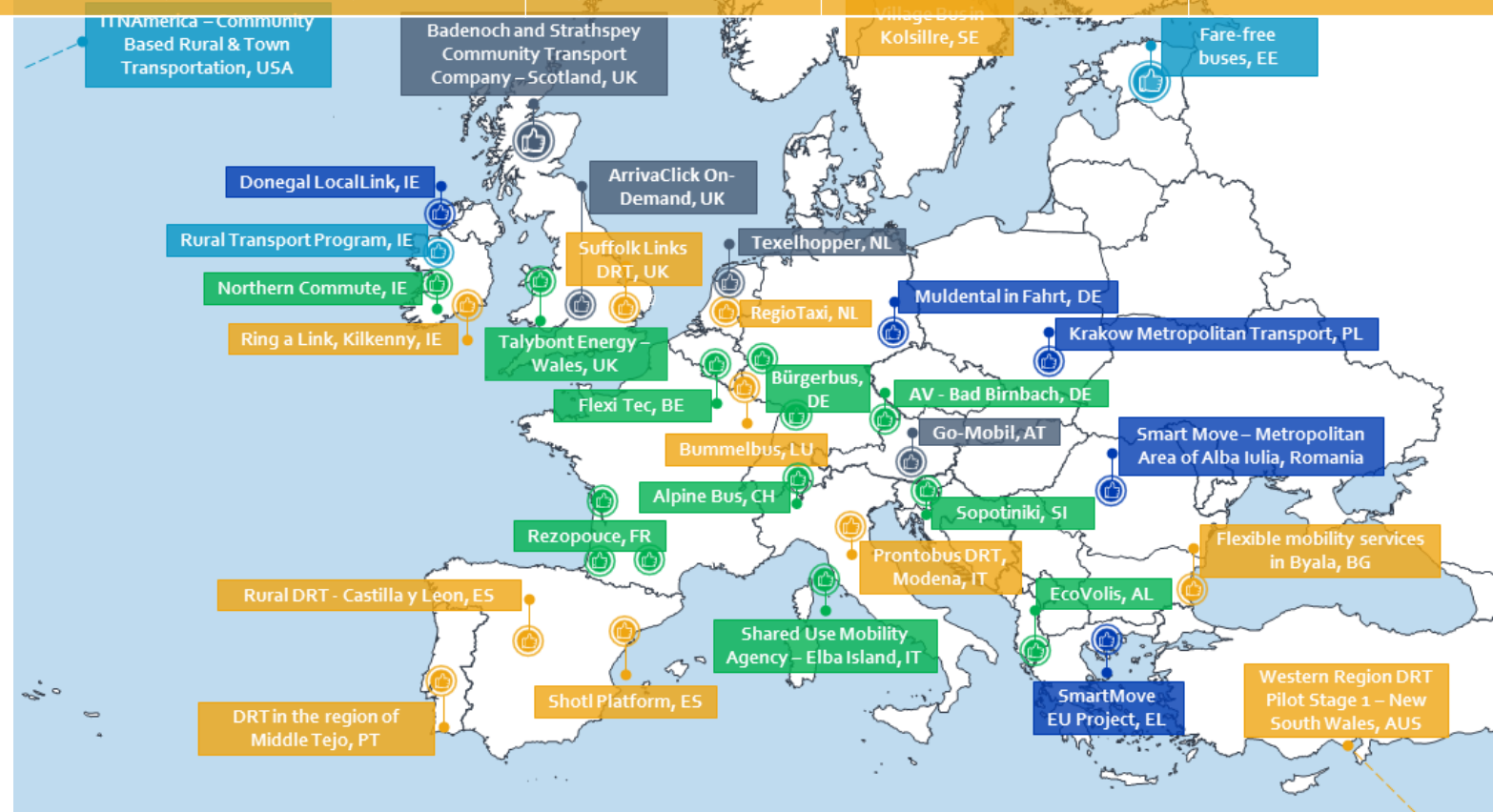
DRT in rural areas of Castilla y Leon, ES [DRT11]

DRT in the region of Middle Tejo, PT [DRT3]

RegioTaxi, NL [DRT6]

Suffolk Links DRT, UK [DRT9]

National MaaS Framework, FI



Rural Mobility Programmes [MP]

Rural Transport Programme, IE, [MP1]

ITNAmerica, USA, [MP2]

CT Program, Ontario, Canada, [MP3]

Fare-free buses, EE, [MP4]

National MaaS Framework, FI, [MP5]

Hybrid cases [HYB]

ArrivaClick On-Demand PT Service, UK [HYB1]

Badenoch&Strathspey Community Transport Company, UK [HYB2]

Texelhopper, NL [HYB3]

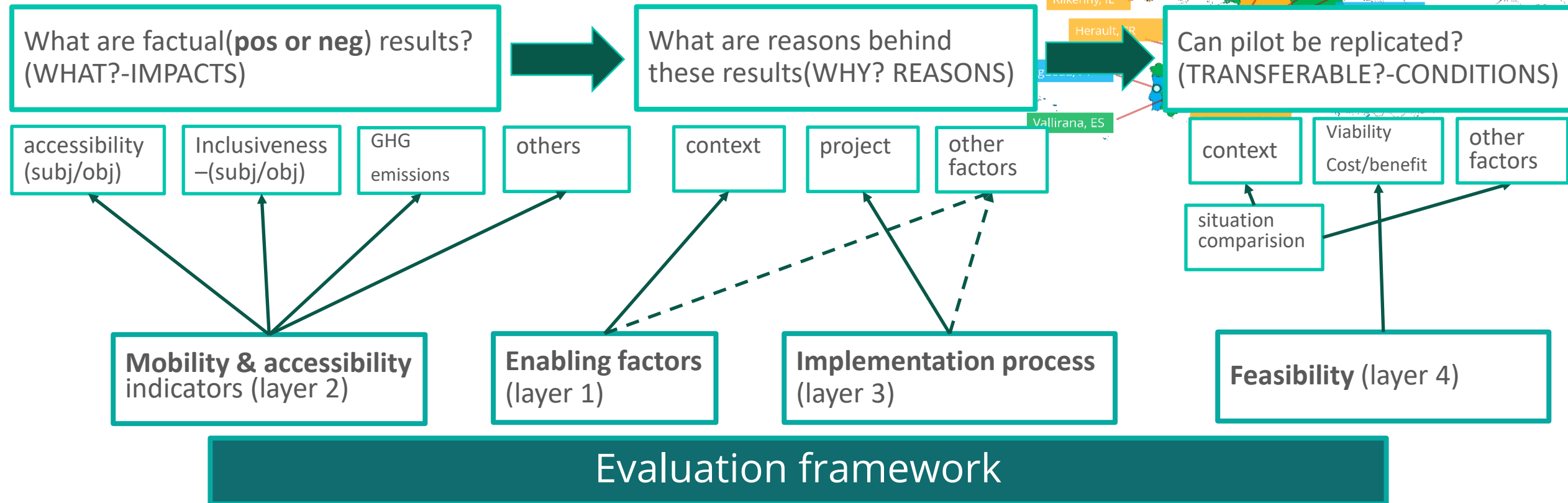
Go-Mobil, AU [HYB4]



Scope of the SMARTA Evaluation Framework

Research questions:

What are the solutions to cope with rural mobility challenges?
 What would be the impacts of implementing such solutions?
 What can policymakers, institutions and system managers do to improve rural mobility?



Task 3: Engagement and Networking

Building the SMARTA network is a fundamental step for ensuring the **validation** of the SMARTA activities, for achieving **widespread uptake** of the SMARTA findings and for **raising awareness** about the rural mobility issues.

SMARTA Network

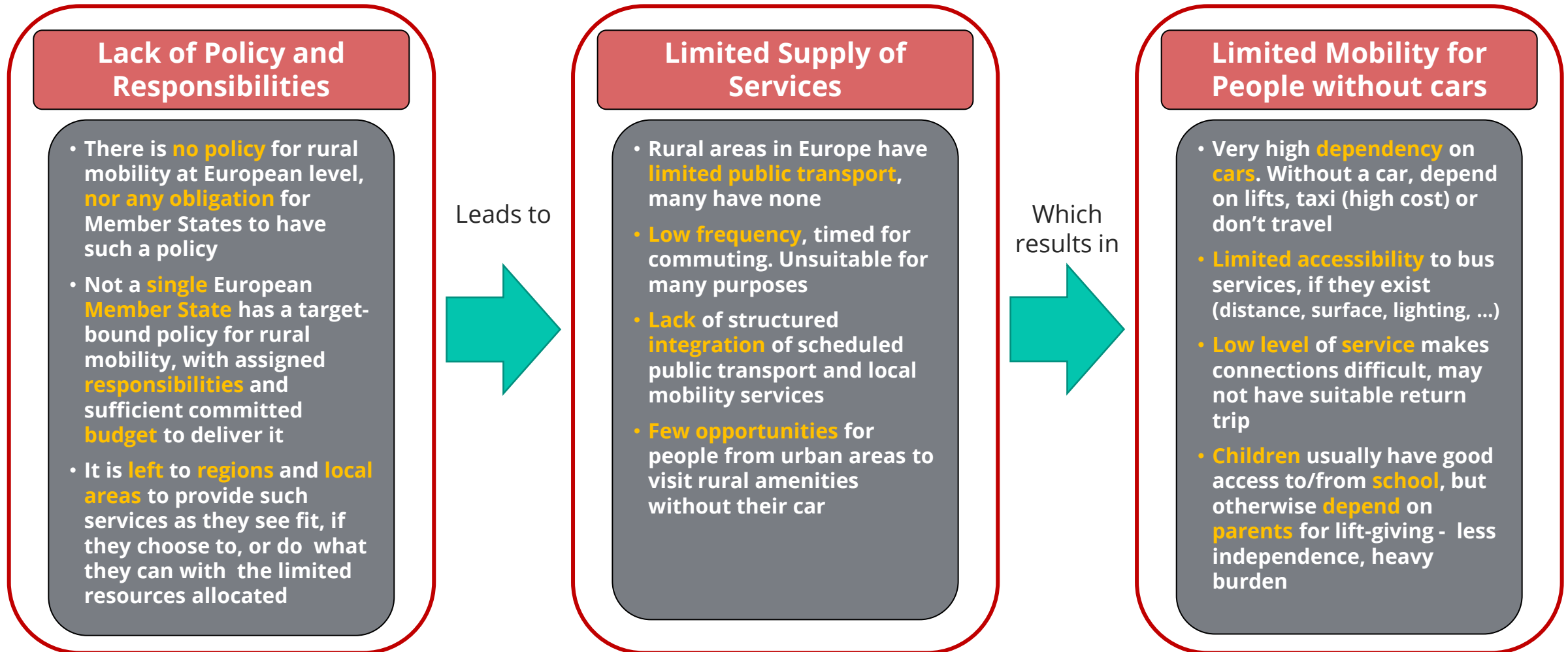
- 1) Is **consulted** for validating the results of the project (e.g. analysis of the frameworks for each of the EU-28)
- 2) Is **involved** in the discussions related to the smart solutions for improving the accessibility of rural areas, through Pilot experiences, Good practice cases, etc.
- 3) Is involved in the open **discussion** for the development of **new policies** for rural shared mobility



First SMARTA Workshop, January 2019

SMARTA final Conference scheduled for 10-11th December 2020

What is the Problem in Rural Mobility in Europe?

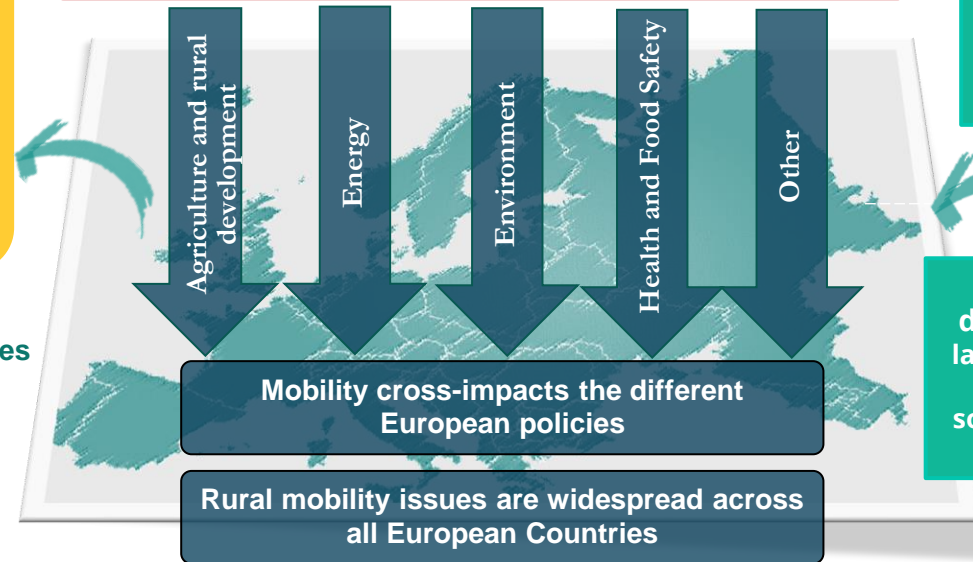


But why should Europe Act on Rural Mobility?

'Mobility' is a basic freedom.

- It is the possibility to **access** work, education, services, society and everything else that is part of a **person's life**.
- It is a **vital enabler** of any community, especially of rural communities, where many essential things are located some distance away.
- Providing **sustainable** forms of mobility make an important contribution to mitigate **climate** change.

Why should EU act on something that seems to be a local issue?



137 million people impact on whether an EU policy succeeds or not.

2017

27%

Population living in rural areas

24%

Share of EU's rural population at risk of poverty or social exclusion

Legacy of disinvestment and lack of investment in rural broadband, social infrastructure, jobs

People Rural communities Businesses and activities



Centralisation, reduced local services, jobs, shops and activities



Reduced financial support to rural mobility

Need to travel further, for most purposes

Car is often the only option, as alternatives are not available

Many cannot use cars, due to age, infirmity, affordability

Difficult to live a daily life without a car

Increased rural traffic, converging on urban areas

Energy Consumption and Emissions

Socio-demographic issues – young and old stay, the middle leaves



What to do?

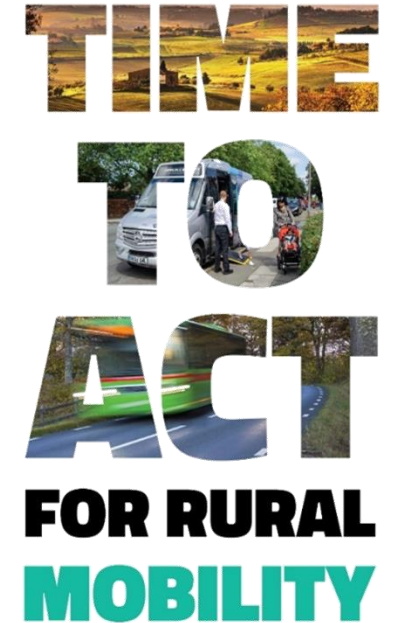


A new vision is required for mobility in Europe's rural areas.

Existing and emerging mobility deficits in rural areas must be addressed

Rural territories require policy frameworks that improve mobility in EU regions

There is a need for **action** at the **European policy-making level** to develop a common European framework that encompasses a shared future vision for rural mobility and at the same time takes into account the emphasis on the specificities of rural areas and their populations



Rural shared mobility solutions require minimal infrastructure and can be deployed rapidly

SMARTA ***FINAL CONFERENCE*** ***10-11.12.2020***

RU RAL MOBI LITY MATTERS

**Developing Smart
Rural Transport Areas**



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SMARTA
smart rural transport areas

Thank you!

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RESOURCES AVAILABLE ON
THE SMARTA WEBSITE

www.ruralsharedmobility.eu