

Session 1C

Just Transition: Everyone - Everywhere

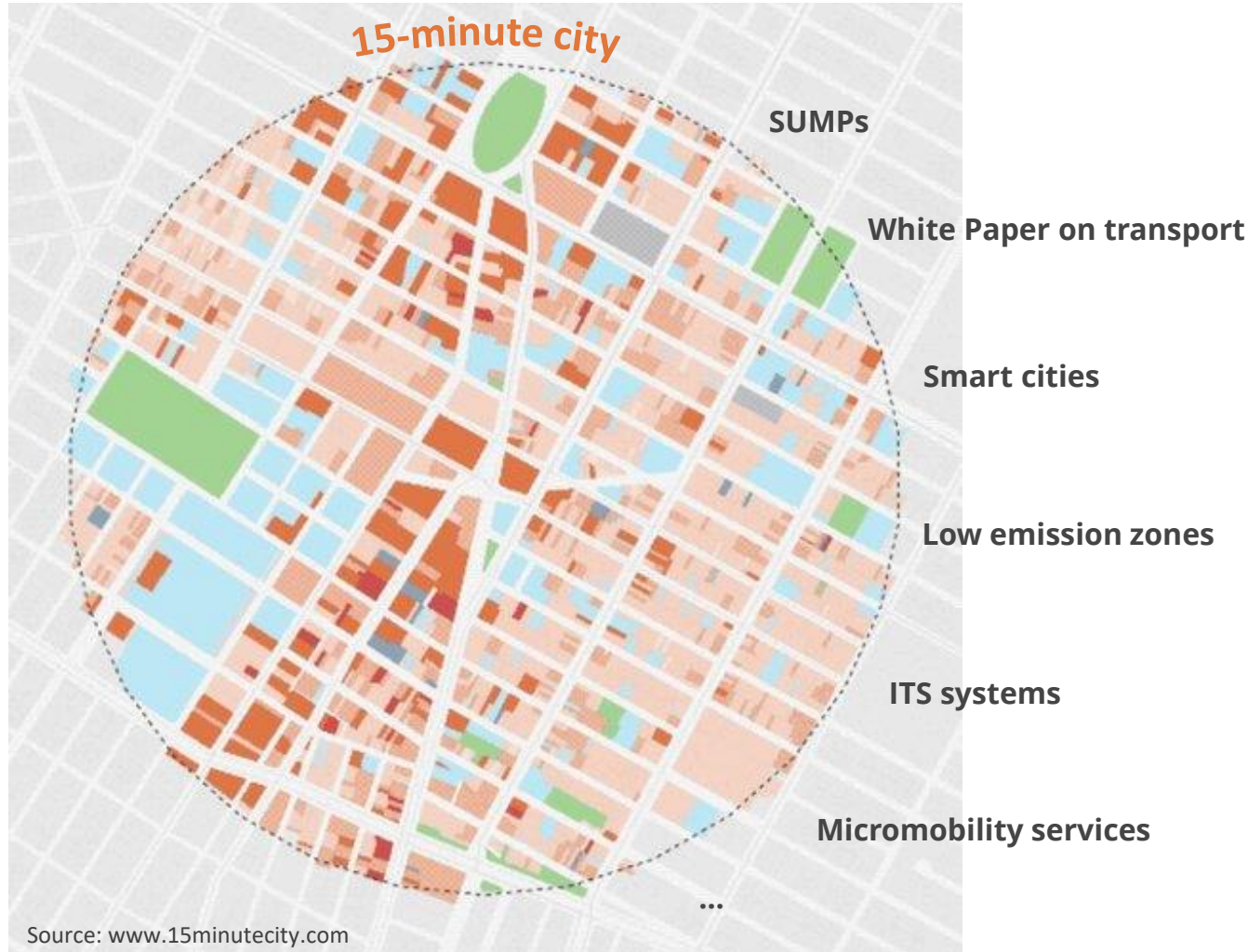
Introducing new mobility policies and frameworks for an inclusive, prosperous, and sustainable rural Europe

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Just transition: How to make the transport transformation inclusive and equitable, leaving no one behind...

Urban



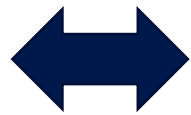
Rural...?

The SMARTA Project

www.ruralsharedmobility.eu

Enhance the current **policies** and **practices** on **mobility in rural areas**, leading to **sustainable** and accessible **rural areas in EU Countries**

Shared
mobility



Public
Transport

May 2018



March 2021



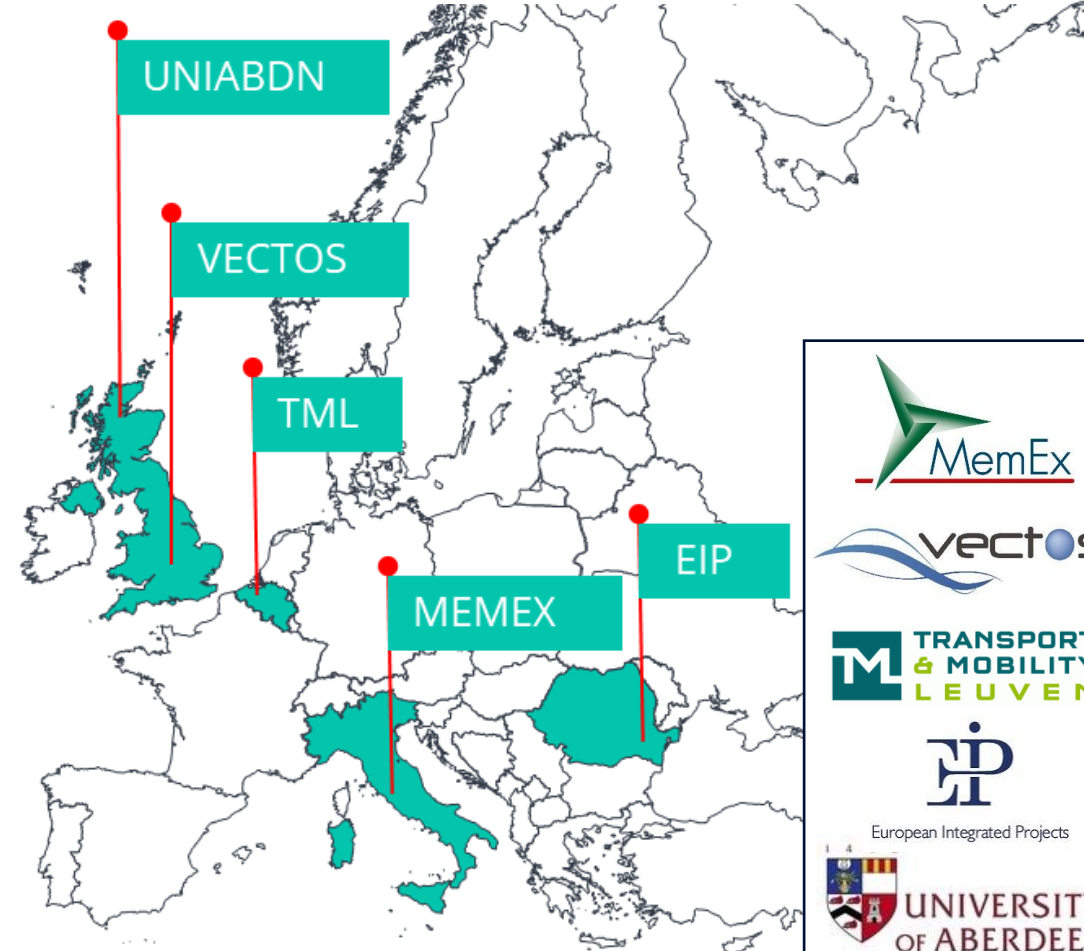
Sponsored by European Parliament
Funded through EU Transport
Ministry - DG MOVE



SMARTA
smart rural transport areas

The SMARTA Consortium

Led by MemEx

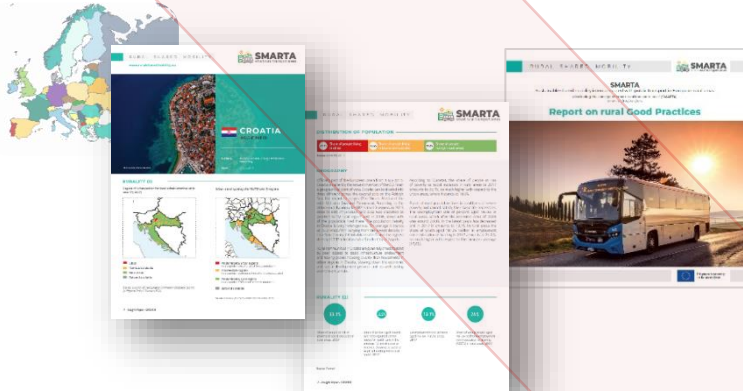


Three main tasks

Research



“Insight Papers” & Good Practices

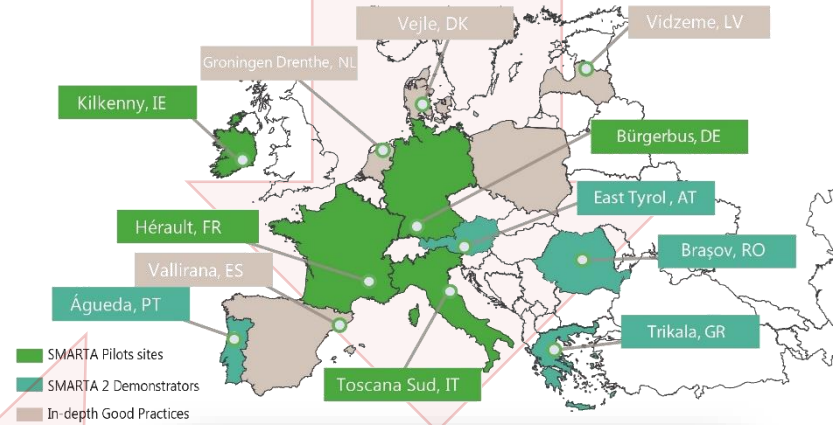


Service scheme

Digital solution

Citizens' engagement

Demonstration



Engagement



Stakeholders' engagement



European Commission

European Parliament

Practitioners and operators

Regional and local authorities

SMARTA Policy recommendations

What is the Problem in Rural Mobility in Europe?



Challenges caused by poor Mobility in rural areas



FOR PEOPLE

- Less services in rural areas; need to travel more often and further;
- High dependency on cars for mobility; associated cost, energy use, emissions;
- Less opportunity for those without cars; often leads to isolation, exclusion;



FOR COMMUNITIES

- Increased difficulty, cost to achieve many elements of development plans;
- Ability to attract, develop and retain businesses;
- Ability to attract and retain customers, users;



FOR REGIONS AND MEMBER STATES

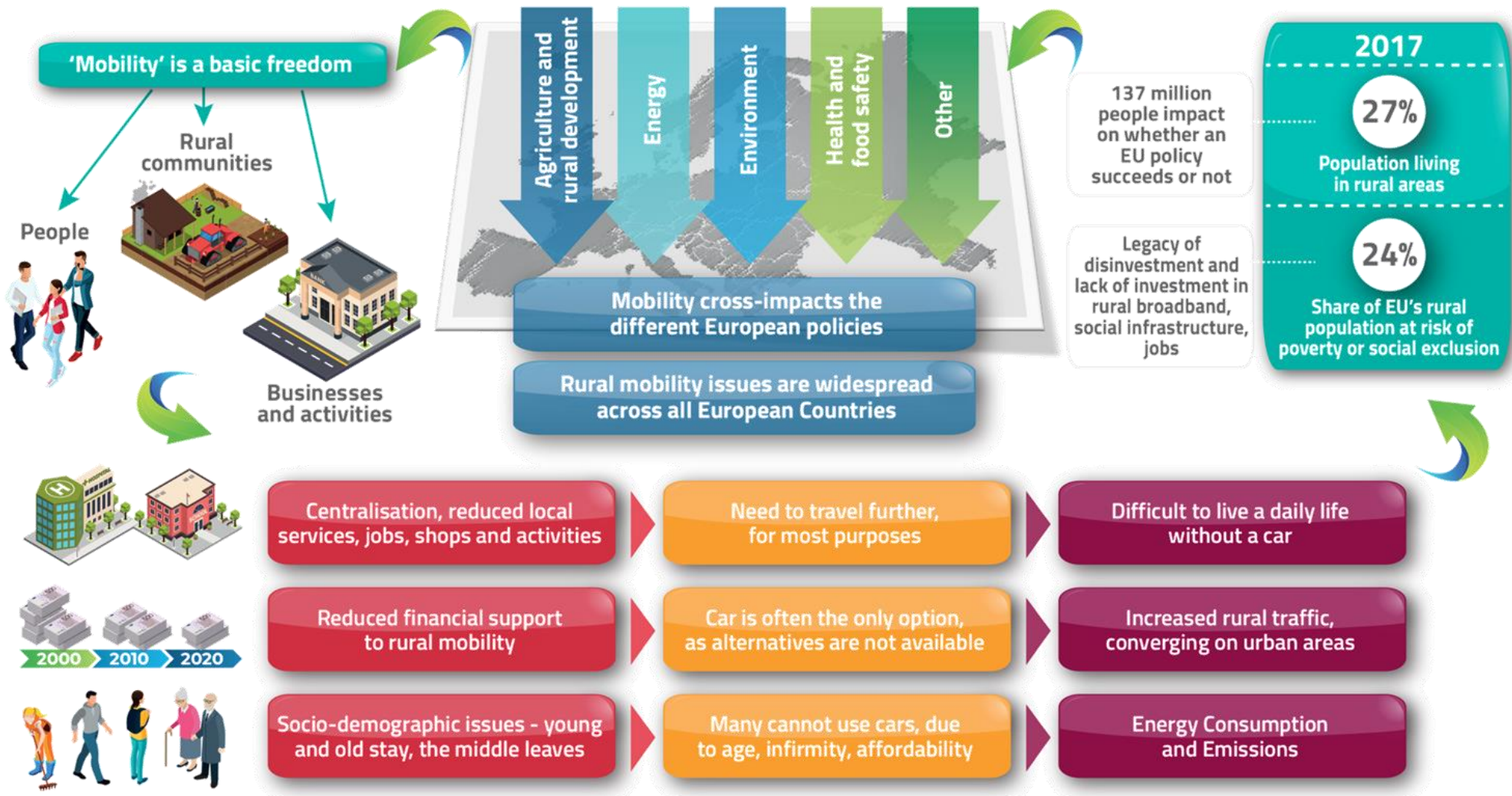
- Ability to achieve balanced regional development, to revitalize areas in decline;
- Population retention, in particular the youth and families;
- Public sentiment;

What transport aspects need to be solved?

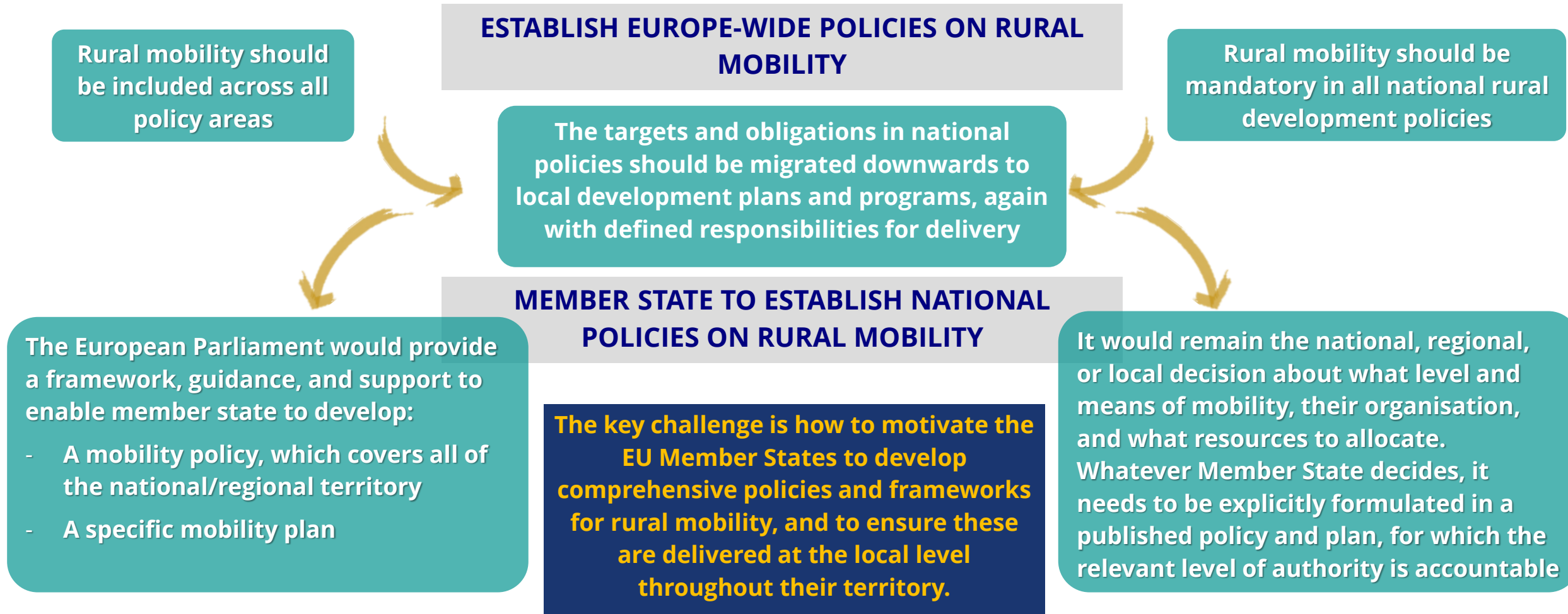
- Coverage – *is there a service near you*
- Connectedness - *range of destinations*
- Accessibility – *ease of getting to and using services*
- Hours of operation
- Frequency
- Affordability
- Reliability, security of supply
- Responsibilities
- Assurance of connections
- Information about all of the above



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



EP and EC role in the rural mobility transformation



EP and EC role in the rural mobility transformation

POLICY DEBATE: Launched in 2022, seek agreement on way forward in 2023-2024. Debate may be relaunched periodically c. 2025 and 2030 to review progress and perhaps develop further

SUPPORTIVE MEASURES: Support the Policy debate, establish Rural Mobility Forum, develop a Rural Mobility Technical Assistance Program, extended evaluation of rural mobility

“Supportive Pathway”

- A structured set of supporting measures for rural mobility would be established with funding from both the EU and Member States

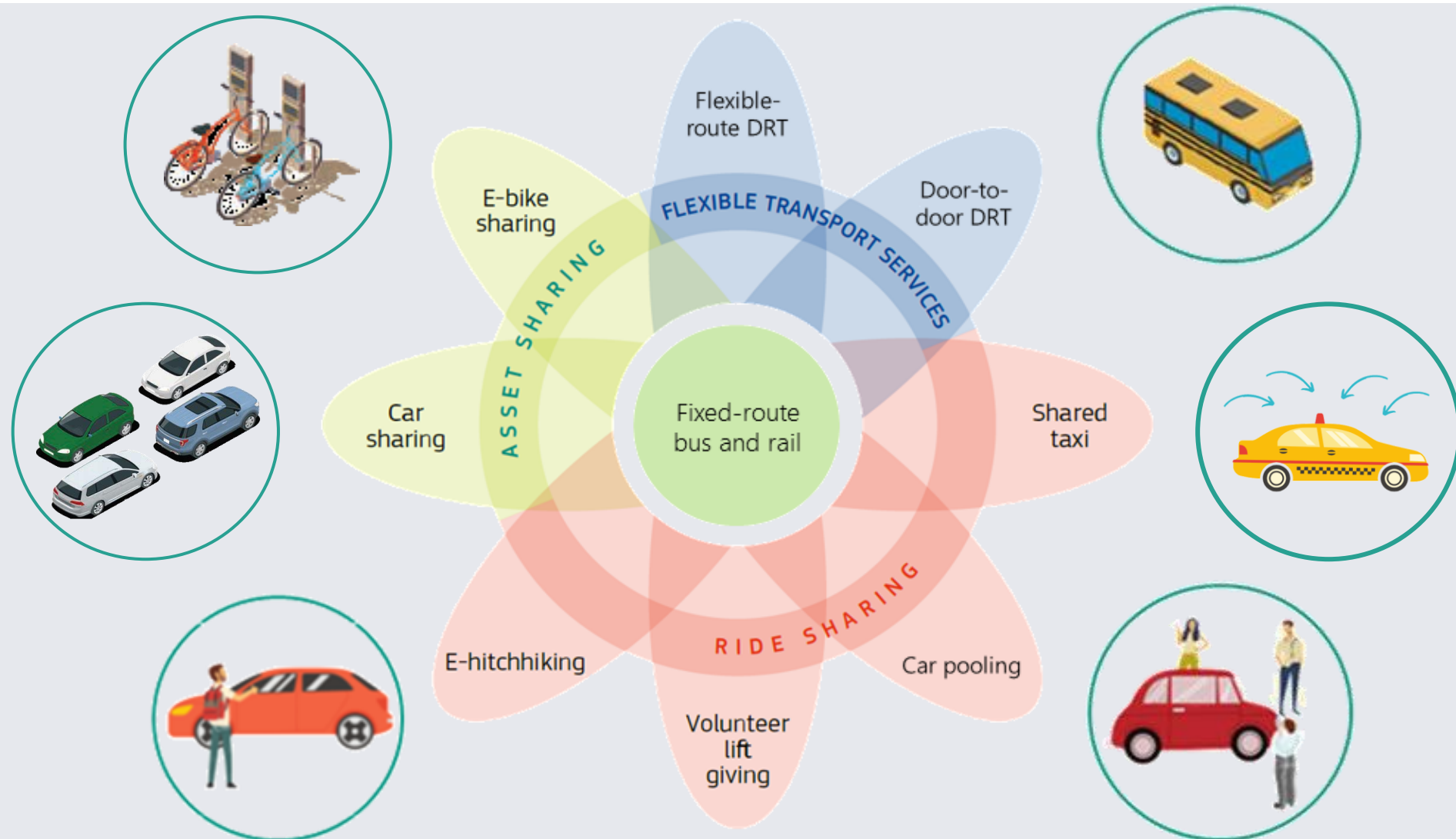
“Persuasive Pathway”

- Eligibility for regional and rural development funding would be linked to the development of rural mobility policy and frameworks for that Member State and region.

“Mandatory Pathway”

- By directive or other instrument of the European Union, all Member States would be required to establish national rural mobility policies, develop/enhance the rural mobility frameworks, and establish the necessary financing mechanisms.

Find a blend of formal and informal forms of mobility services



DIGITAL-ICT enabler

Ring a Link, Ireland

Established in 2001 as a grassroots organisation of local transport services, with focus on combatting social exclusion, it currently operates daily and regular DRT and scheduled services; it has expanded its coverage area. It has now developed into a comprehensive transport coordination unit with operations in five Irish counties. All services are for general use. DRT requires to be pre-booked. Total annual ridership across all services in 2017 was 143.000 passengers.

<https://ruralsharedmobility.eu/wp-content/uploads/2019/08/SMARTA-GP-Ring-a-Link.pdf>



RegioTaxi, The Netherlands

Regiotaxi is essentially a regional taxi service that operates in several regions in The Netherlands. The service is essentially a door-to-door service with no fixed stops or routes. Other travellers may also be picked up during the route, which means, for the passengers, lower prices than conventional taxi competitors. Although, since 2010, ridership has been falling due to stricter regulations, in 2013 total passengers were 1.49 mln.

<https://ruralsharedmobility.eu/wp-content/uploads/2019/08/SMARTA-GP-REGIOTAXI.pdf>



Bummelbus, Luxembourg

The Bummelbus is an on-demand transport service which complements public and private transportation. It is organised in the framework of professional driver training for people that are long term unemployed. The Ministry of Labour is the main funding source. The service is extended also towards schoolchildren for their afterschool activities (60% of riders are children). From the social point of view, in 2016, 40 employees were reintegrated into the job market.

<https://ruralsharedmobility.eu/wp-content/uploads/2019/08/SMARTA-GP-Bummelbus.pdf>



Demand Responsive Transport - DRTs

Prontobus, Italy

Prontobus aims to integrate urban and extra-urban public transport services with the neighbouring villages and rural areas in the Province of Modena. Within the framework of the RUMOBIL EU Project, a new software has been developed with the aim of improving the quality of information of the service. With the new software, in 2017 the Prontobus service has been used by 12926 travellers, with 1853 more passengers in respect to the year before (+16,7%).

<https://ruralsharedmobility.eu/wp-content/uploads/2019/08/SMARTA-GP-Modena.pdf>



Suffolk Links DRT, UK

Suffolk Links DRT provides connections to bus and trains links in rural areas in Suffolk County. The service operates Monday to Saturday 7am until 7pm and the journeys is charged as a bus fare. Journeys are booked up to 7 days in advance. The service is currently run by Coastal Accessible Transport Service (CATS), which is a provider of community transport services including Connecting Community Bus Service, Door to Door Service and Community Car Schemes.

<https://ruralsharedmobility.eu/wp-content/uploads/2019/08/SMARTA-GP-Suffolk-Links.pdf>



Transporte a Pedido, Portugal

This DRT service is operated by taxis and integrated with the conventional PT services to serve dispersed demand in the peripheral / rural area and small villages in the region of Middle Tejo. The relevance of the Good Practice consists in the management of different services schemes/served areas through a common (centralized) Booking Centre as a solution to optimize operational costs. The Good Practice is also inspiring

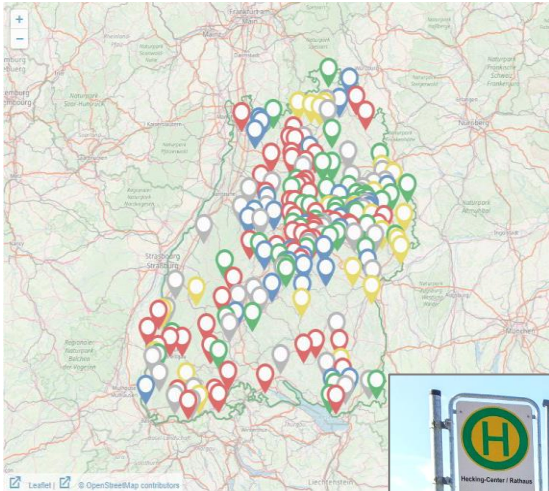
for the adopted step-by-step implementation process.

<https://ruralsharedmobility.eu/wp-content/uploads/2019/08/SMARTA-GP-Tejo.pdf>



Community-based solutions

Bürgerbuses, Germany

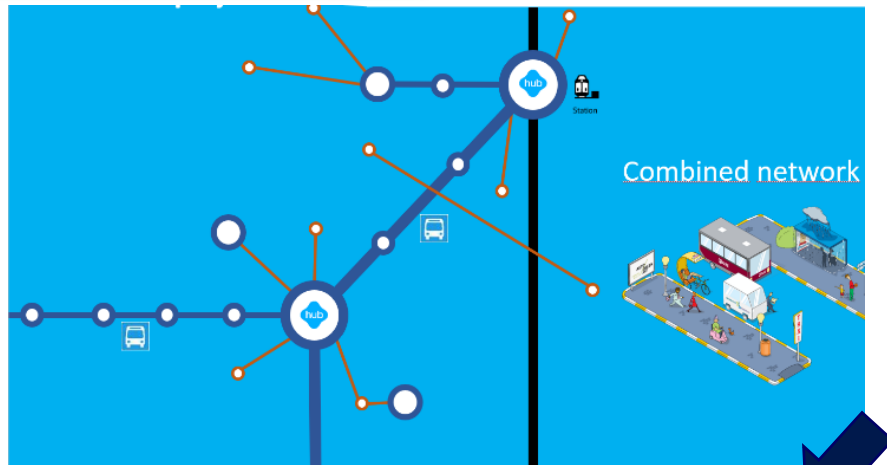
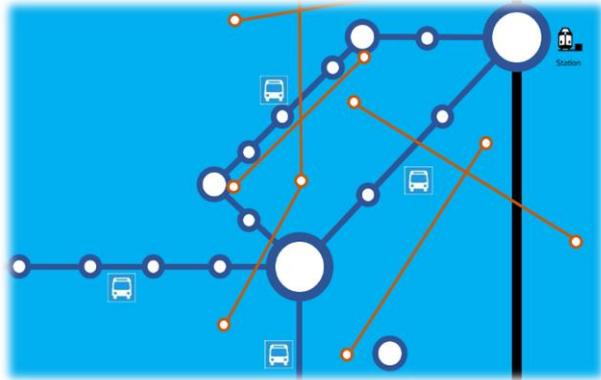


Rezo Pouce, France



Services and digital solutions integration

Mobility Hubs



Physical layer

Shared Use Mobility Agency

Users as potential mobility service provider

Sharing/Cooperation schemes/ concept

Ride/asset sharing service and PT integration

Networking among the mobility operators

Open Data Layer (data collection/aggregation/quality assessment/integration)

OPERATOR NETWORKING

INFO MOBILITY SERVICES

RIDE SHARING SERVICES



Service Offer Exposition (statics and dynamic)
ELBA Net Model
Docs Archive
Mobility Manager
Questionary

Journey planner
PT timetable
Link to car/bike rental
Info Regulations
Alert, News
Info on service situation

Shared trips through notice board
Demand Aggregation
Planning shared trips
Service Quality Assessment
Reliability
Security trip tracking

Digital layer

What enablers could boost the process?

Networking

- **Continue the dialogue** and thinking as the current projects close
- **Build relationships** among implementing sites and practitioners
- Establish a **Rural Mobility Forum** as a focal point and a voice
- ***BUT* by who?** No rural equivalent of POLIS, UITP, EMTA, etc.
- Can this sit under ERP, Smart Villages or other rural network?

Capacity Development

- Local implementers need a **structured program** of capacity development, support and “how to” manuals
- **Standard areas** – needs assessment, planning, operations, resource optimization, outreach
- **New skills areas** – ITS, apps, data, business models, marketing
- **US RTAP** (Rural Transit Assistance Program) may be a good model

Funding

- Include as specific item in **rural development programs** (e.g. LEADER), as enabling measure in broader packages
- Assist **innovation**
- Prioritise **mobility outcomes** over devices
- **Leverage** social, health, training and tourism initiatives
- **Remove barriers, costs** for community and volunteer initiatives (e.g. insurance)

What's next: upcoming SMARTA III Project...

Promote sustainable and resilient mobility connections taking into account the need to support ecotourism

- Disseminate mobility good practices and solutions
- Development of guidance and know-how
- Planning instruments on urban and rural mobility interdependencies
- Training material and sessions
- Network of rural municipalities

COMING
SOON

Thank you!

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