



TIME TO



**RURAL
MOBILITY**

30-31 January 2019

Albert Borschette Congress
Center (CCAB)
Rue Froissart 36, 1040 Brussels (BE)

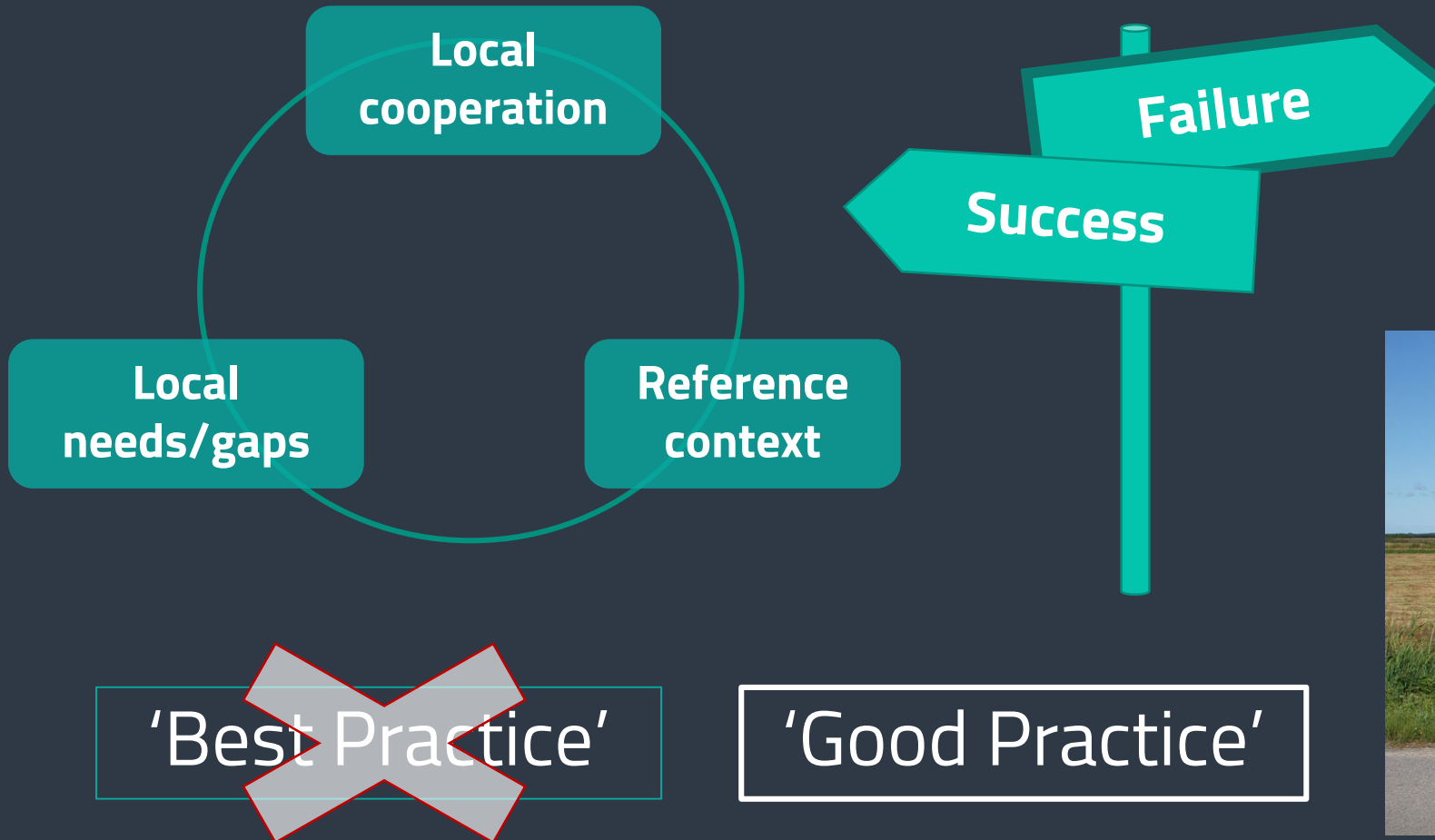
*Funding and implementation
challenges for the take-up of good
practice in rural mobility*

Andrea Lorenzini

MemEx Srl

www.ruralsharedmobility.eu

What makes or breaks a "Good Practice"?



Lack of organisation responsibilities

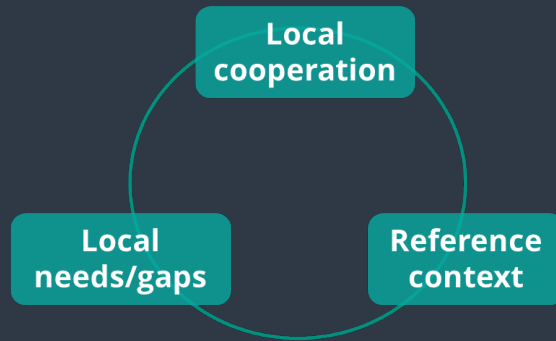
Overreliance on technology

Inadequate funding

Lack of cooperation



What makes or breaks a “Good Practice”?



Good practice is something that has good potential to bring benefits

No widespread take-up of a good practice

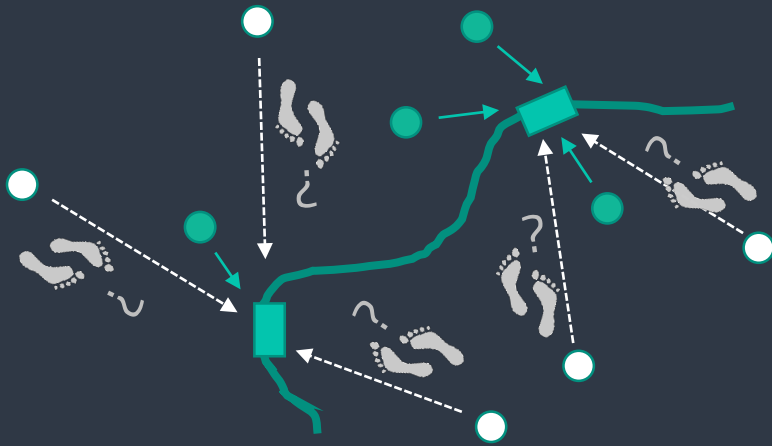
There must be some structural blockages

Which are the implementation challenges (including funding) in shared mobility solutions in rural areas?

Why is good practice not being taken up?



Conventional Public transport service often **doesn't work** in rural areas



Fixed route
services



Oriented to major axes of
network and **not adapted** to
the local level

Public transport networks are usually **not adapted** to **users' needs**



Insufficient number of stops or **stops** in the **wrong** locations

Vehicles may **not** be **suitable** for use by **elderly** people



Frequencies and **operating** times of bus services may **not** be **appropriate**

Potential **passengers** may **be unaware** of supplementary
services (bike rental, call-a-bus), or may not accept them



DRT and Flexible Transport Services



Institutional and regulatory framework could be a barrier for their implementation



Slovakia,
Poland,
Austria,
...

Insufficient or partially missing legal framework.

Failure in regulating functioning, organization and financing.

Netherlands,
Italy

FTS → Collaboration with the taxi sector (up to 12 passengers plus driver) but not with larger vehicles

Political barriers and competition and absence of transport associations

Overlap in field of competence

Mostly across Europe

Multiple entities

Multiple laws and regulation instruments

DRT and Flexible Transport Services

Organizational aspects

Organization and management of DRT services requires specific skills and competencies

Rural local government units do not have the scale, structure, resources or budget of urban areas

Difficulties to provide FTS due to the lack of expertise, shortage of revenues or an intensive workload



The organizational arrangements and technology development should facilitate the operation and the booking of the service (e.g. possibility to book a trip via mobile APP or reserve a trip 10 or 15 minutes in advance)

DRT and Flexible Transport Services

Case in the spotlight



*Local Link
Donegal*



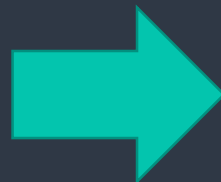
Bottom up initiative **successfully** implemented

Increasing trends in the **number** of users

Risk to reach the **capacity** of the existing resources (**drivers** and **vehicles**)

What to do in the coming years when the **capacity** is **exceeded**?

Tighter requirements for procurement, use of public funds and open competitive tender



Risk that the existing operators could be **displaced** by operators with little or **no** prior experience in the area → **loss** of **continuity** and **knowledge** (routes, users' needs and experience gained in customer care)

DRT and Flexible Transport Services



Absence of an **integrated transport organizer** who can provide overall coordination, organization, etc.

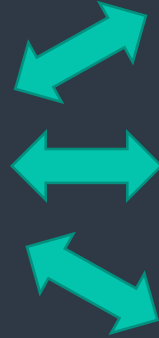
VS

Positive experiences in **Belgium** and **Denmark**

FTS and other shared mobility services are **fragmented** and **not** treated as an **integral part** of the public transport **offer**

Financial barriers

Generally speaking, conventional transport services in rural areas rely on public subsidies



Subsidies have decreased in recent years

Funding for rural mobility dispersed in more general provisions

Funding reserved only for starting the implementation

Public financial support is based on what budget could be allocated rather than on the actual mobility needs of rural areas

DRT service paid following the same parameters as conventional lines

Lack of a set of quantitative and qualitative indicators

Few tenders give effective specifications on DRT services

VS



Cyprus



Malta

Shared mobility ~~interconnected~~ with public transport

Integration with Public Transport is usually missing



Few experiences of DRT services are planned as complementary to the conventional PT services. Usually DRT are operated as stand-alone services, without bringing people to PT stop.

In addition, transport operators rarely offer combined service information and coordinated timetables and rarely share the same technological and digital supporting conditions (AVM systems, ticketing, digital connection)

Digital aspects of rural areas

! We need better broadband **connectivity**, **infrastructure** and **mobile coverage**

4G
5G

Compatibility issues about technical platforms and service offer



There is a serious **digital gap** between **rural** and **urban** areas

Rural households



Access to fast broadband
(Smart Villages, 2018)

Urban households



! Obstacles to the **appropriation** of digital mobility by different user groups

⊗ Skills, **willingness** and **ability** to use **digital** services

⊗ Increasing **concern** by citizens about **privacy** and what is **required** of them in **participating** in digital services.

Food for thought

An **occasional service** that goes to **one place** cannot possibly **satisfy** rural mobility needs



People need to go to **many place** for **many reasons**

In rural areas, people **rely** on private cars because often **there are no suitable alternatives** for the **trips they wish to make**

? What about people who don't have the private car and/or the license for driving?

Social aspects

Shared mobility services based on small vehicles



Level of **proximity** with other people



Influence their **willingness** to share space

Community-based solutions

It is not just the **functional** (e.g. find a balance between the need for locally “owned” and developed schemes and the traditions and the requirements of planning and administrations) or **economic** aspect of the mobility services, it's also the **social context**



➔ To make the service work is **not** so much a **technical question**, rather a **cultural** and **social** one

Convince people to use the service

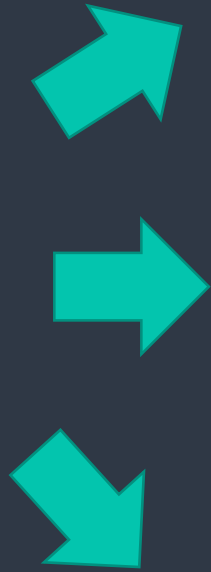


Importance of taking care of publicizing the idea

**RURAL
MINDSET**

Encourage people to **re-assess** their mobility options, **promoting** a modal shift towards the **use** of more **environmentally** public (and **shared**) transport

Challenges



What the **implementers** can do within whatever existing **framework** they face?

What the **owners/managers** of the frameworks can do to **facilitate** and **encourage** implementers?

Are more **comprehensive packages** of **measures** required to ensure that the **mobility needs** of an area are **truly met**?





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Thank you!

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andrea.lorenzini@memexitaly.it

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