



TIME TO REFRESH OUR RURAL MOBILITY

30-31 January 2019

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



*Innovation and transferability
opportunities for good practice in
rural mobility*

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Vectos

www.ruralsharedmobility.eu

Contents



What do we mean by innovation?

Identifying innovative aspects of the good practice cases

A practical approach for transferring good practice and stimulating new ideas

Interpretations of Innovation

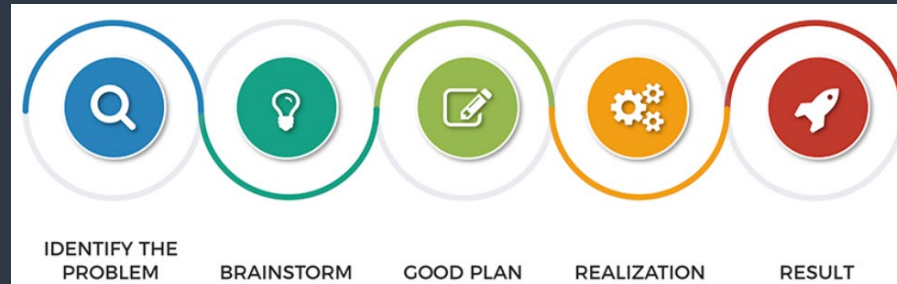
A popular term ...both a verb and a noun ...possibly also an adjective



Innovation Union

For a European Industrial Renaissance

- Research funding
- Public procurement for innovation
- Design for innovation
- Workplace innovation
- Innobarometers
- Innovation radar
- Business Innovation Observatory
- SME clusters



Innovation Process

Unlocking creativity and ideas

Innovative products & services

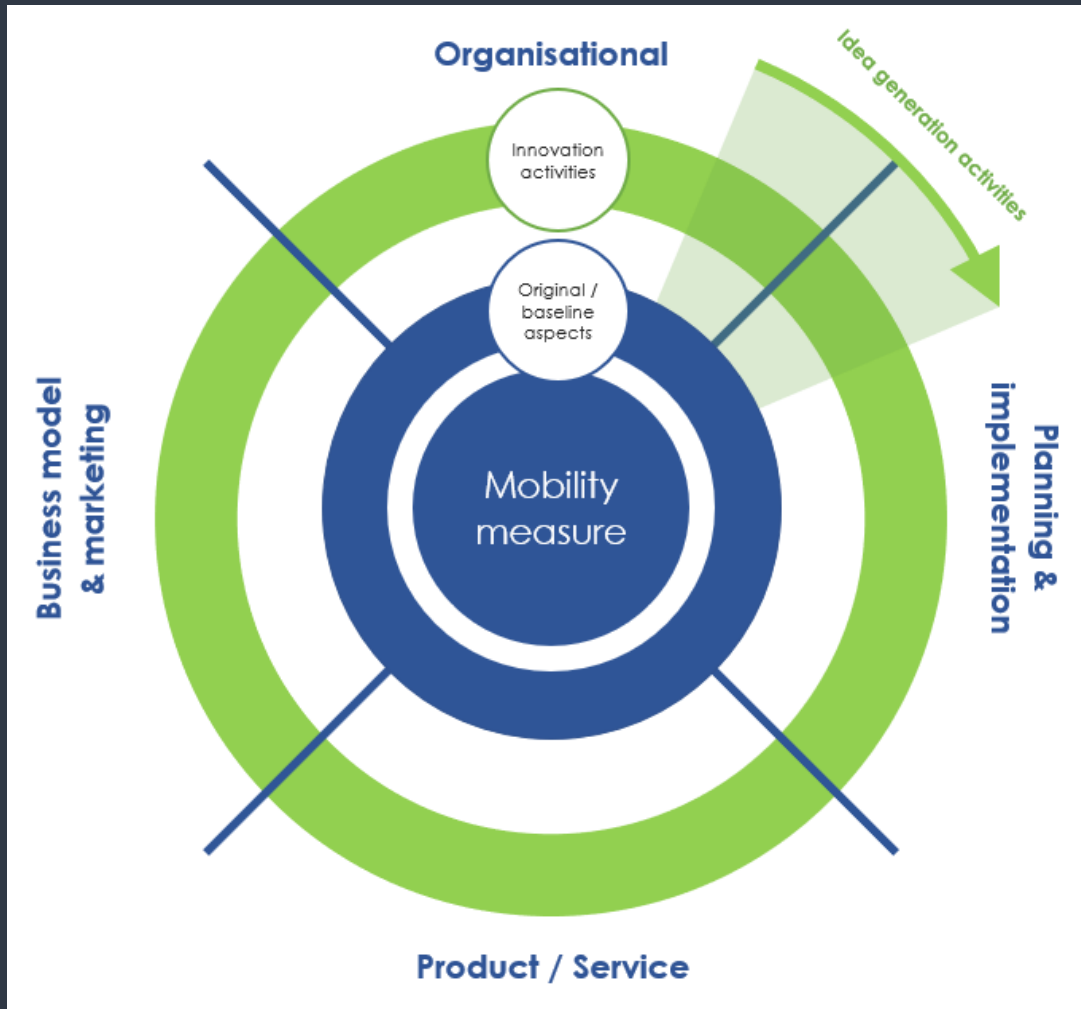
The desired result!



Until a sustainable mobility measure delivers desirable results and growth in the long-term it cannot be considered a successful innovation

Four types of Innovation

Adapting the CIVITAS PORTIS approach to idea generation



Types of innovation based on OECD and Eurostat (2005) Oslo Manual

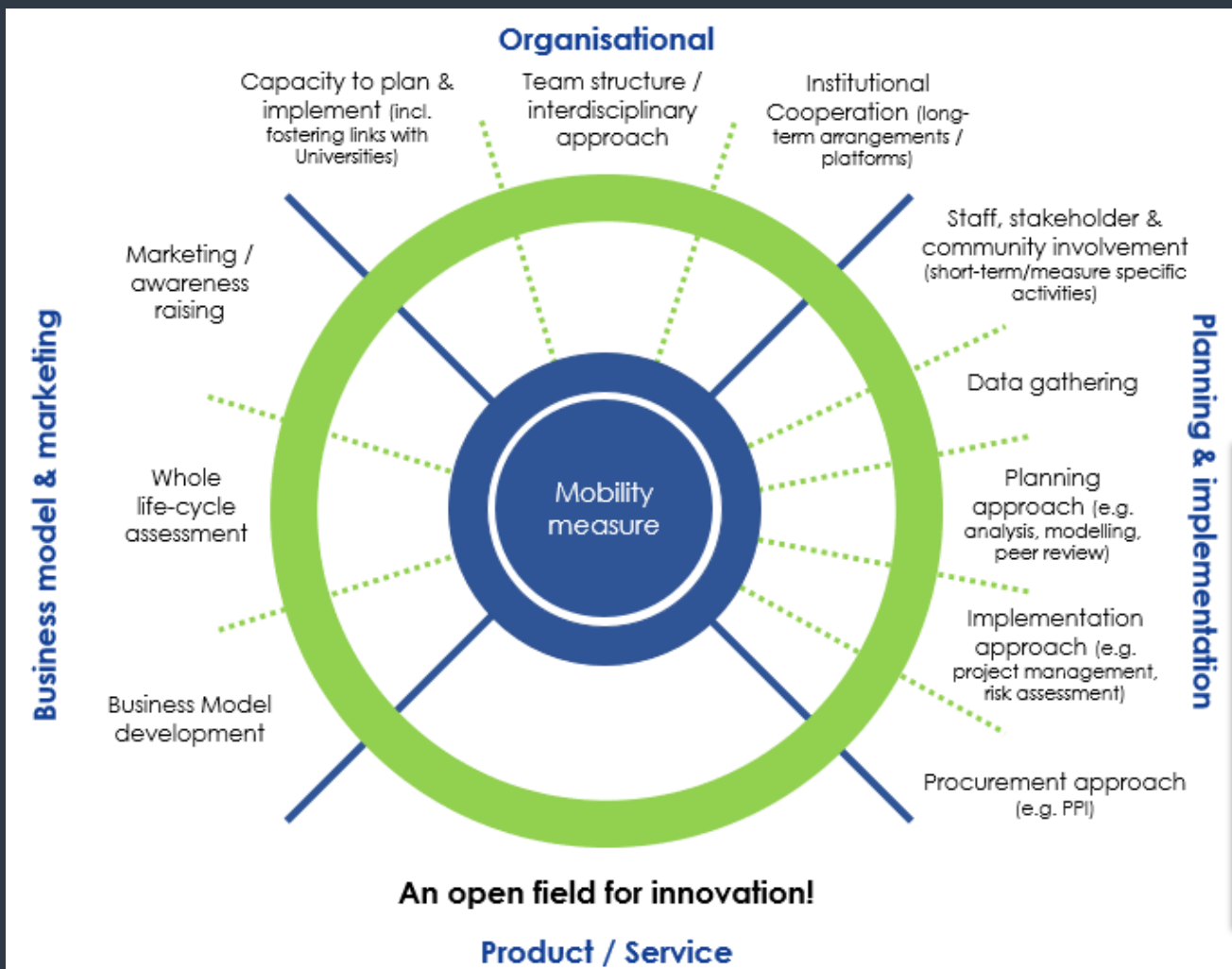
Addition of **ideas** to enhance impact

Activities to improve the conditions for innovation:

- Governance framework and team
- Capacity to assess, plan and implement
- Social and political acceptance
- Legal and regulatory issues
- Transport systems and technology
- Finance and investment planning

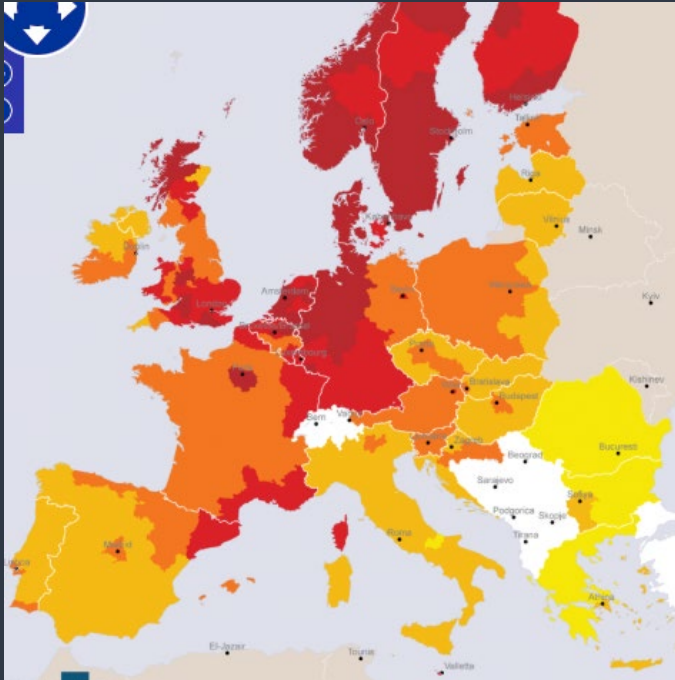
Idea generation...

5



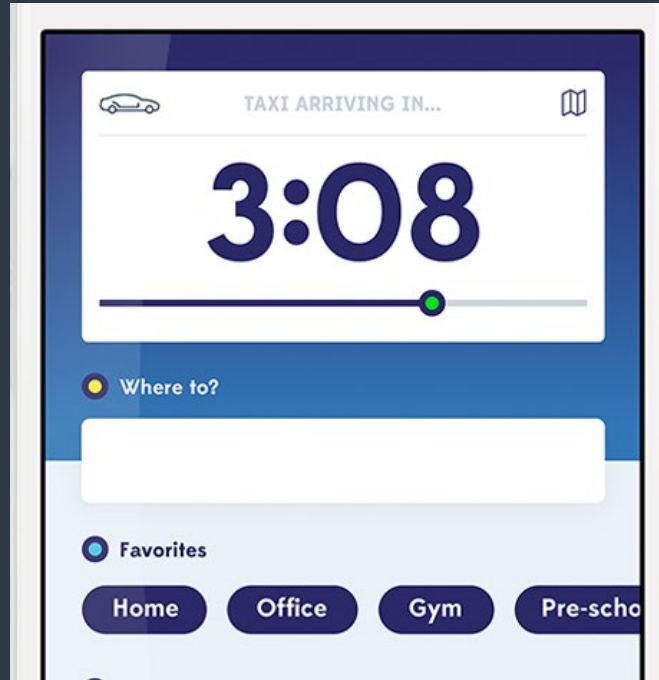
Scoring of Innovation

Proposing a pragmatic approach to inform prioritisation



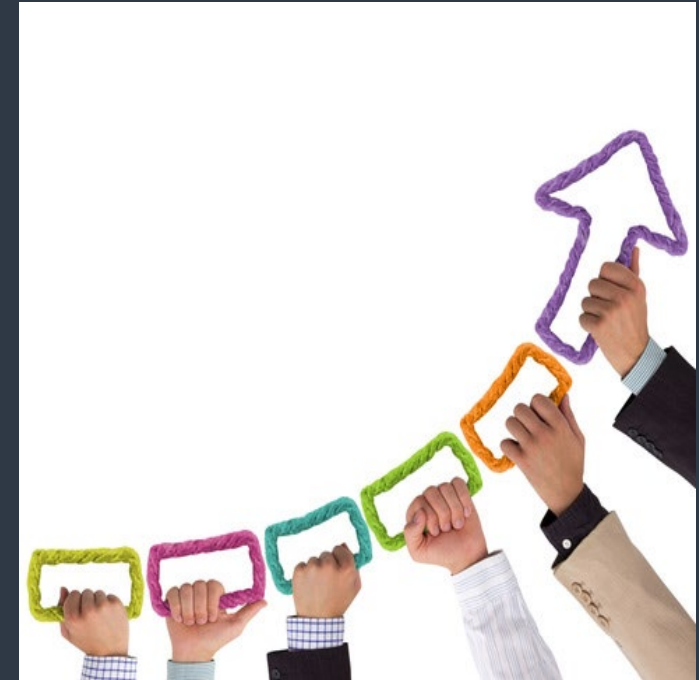
Newness

For the continent, country, region



Significance / scale

A minor, moderate or major change to a process, service or product



Impact

Influence on social, environmental, economic success

Identifying innovation & success factors

Establishing a composite view of the "State of the Art" in the Good Practices

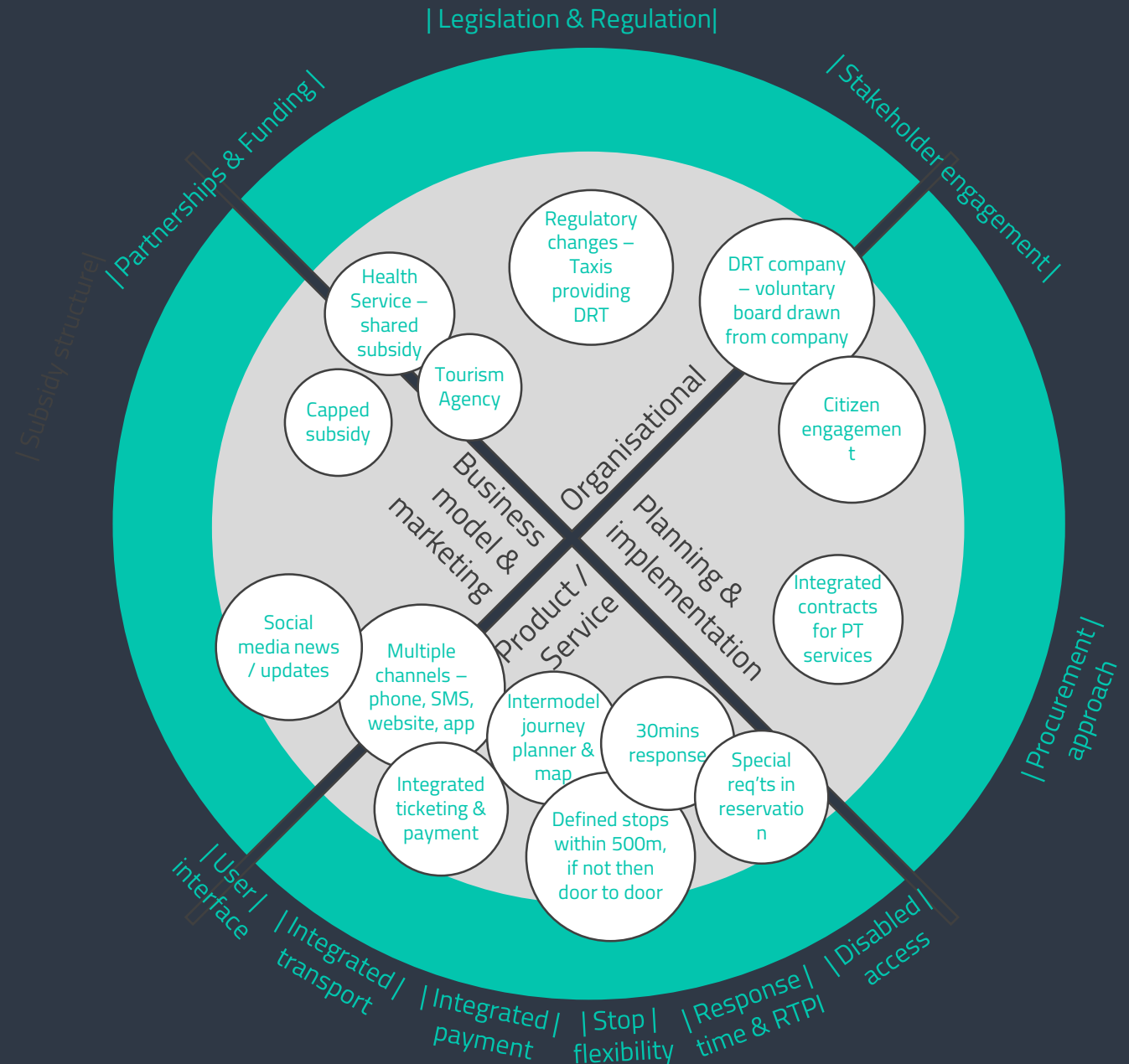
Product / Service						
		Telephone	SMS	Email	Website	A
User interfaces	Prontobus	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	I
	Texelhopper					
Driver interfaces	Prontobus					<input checked="" type="checkbox"/> (t
	Texelhopper	No info				
Pick-up-points / flexible route		Fixed route	Dedicated bus stop with service logo	Dedicated bus stops, unless no stop within 500m	Door to door service	
	Local Link Donegal	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	
	Prontobus	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
	Texelhopper			<input checked="" type="checkbox"/>		
Service time coverage		Partial	Full	24 hour	Special services	
	Local Link Donegal		One of 40 DRT routes enables people to attend evening classes		Range of specialist services: community health, dialysis facility, patient discharge, ambulance transfers	
	Prontobus	07:00 – 12:00 & 14:30 – 17:30				

SMARTA smart rural transport areas						
Funding partners	Local Link Donegal		Subsidy (integrated approach by authorities/agencies) + ticket revenue		Efficiency gains through integration between the general PT and health-care related transport services, which have different sponsors (NTA and HSE)	
	Prontobus	Grant (App development)	Subsidy	Subsidy		
	Texelhopper		Subsidy + ticket revenue			
Subsidy level	Local Link Donegal	* Sharing of subsidy burden – Income is comes from customer receipts, plus NTA funding for scheduled and DRT services; HSE pays for Community Health Services; and LUH pays for non-acute emergency transport				
	Prontobus					
Procurement & contract	Texelhopper	* Capped subsidy level – the subsidy level is around 50%, based on payment per user (capped amount), encouraging operator to attract more customers				
	Local Link Donegal	* Integrated contracts for different service types – In 2017, Local Link Donegal integrated full day contracts with operators, combining different service types in the same schedule. All of the mobility service providers engaged by Local Link are local private bus, taxi and Hackney operators.				
	Prontobus	Standard public transport contract. Payment for: hours of service; distance travelled				
Service evaluation	Texelhopper	* Public transport procurement framework – To enable the set up a flexible system as the Texelhopper the traditional PT legislative framework had to be reviewed				
	Prontobus	Service supply; fare system; customer satisfaction				
Legal and regulatory aspects	Texelhopper	No information				
	Prontobus	No information				
Legal and regulatory aspects	Texelhopper	* Legislative and regulatory changes to enable taxis to deliver the PT service – During the pilot phase, difficult negotiations regarding the legal framework were take forward with the National Ministry. The traditional PT legislative framework had to be reviewed to enable a taxi company to deliver the flexible Texelhopper system. Taxi companies can enable drivers to work in a much more flexible way, while the legislation for bus drivers is much more complicated.				

SMARTA Innovation scene

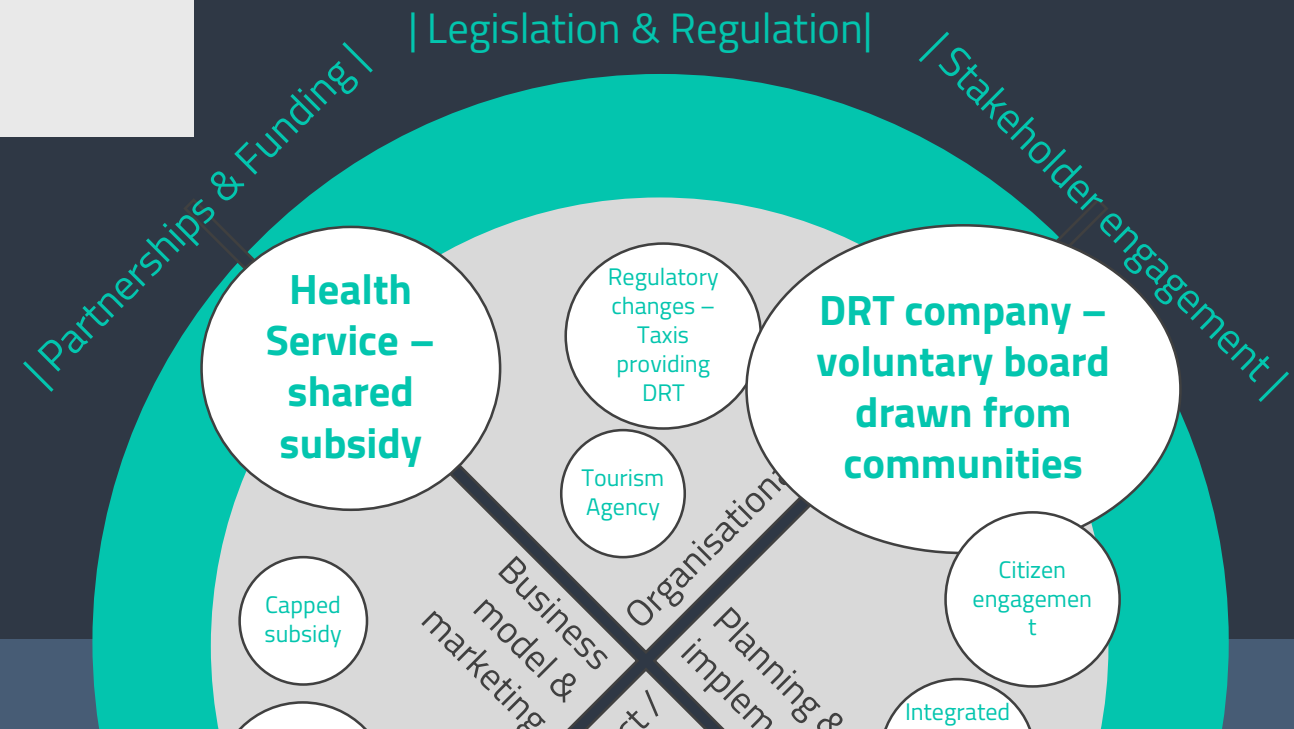
*Mapping the success factors
to inspire innovation at the
SMARTA pilots*

*Templates created and
refined for each category of
Good Practice*

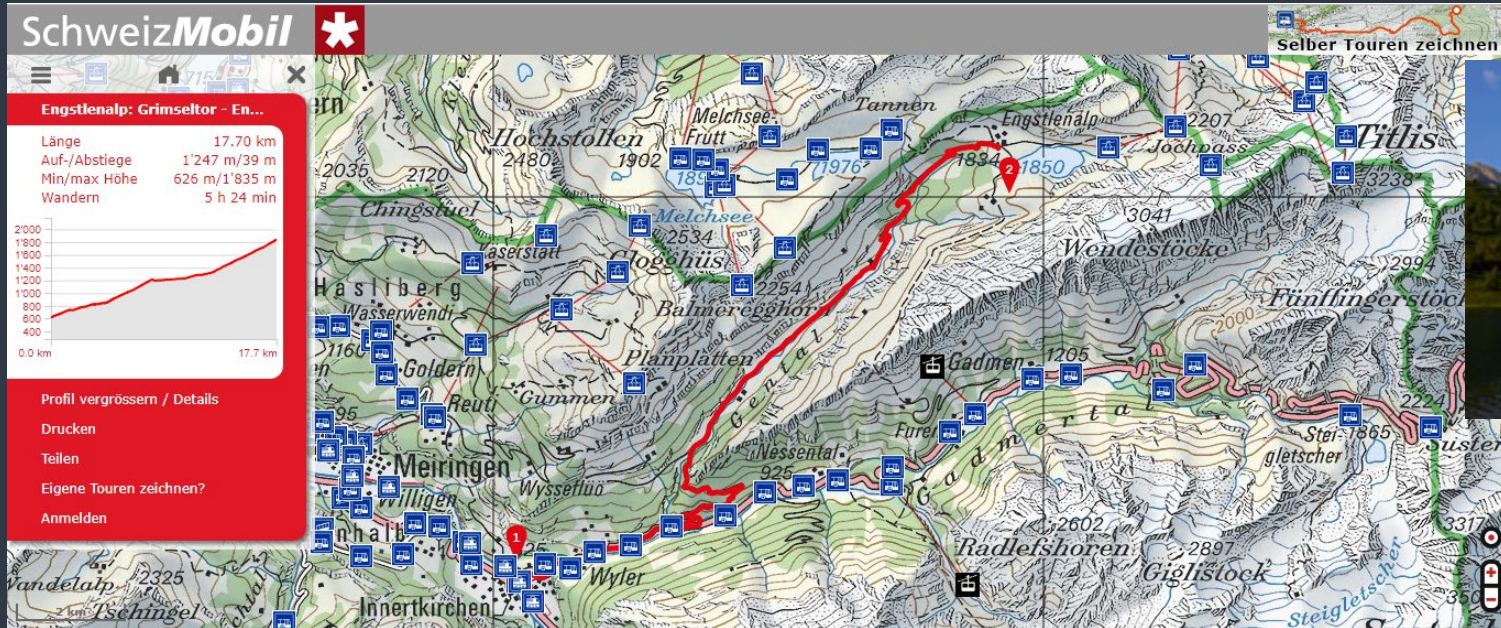
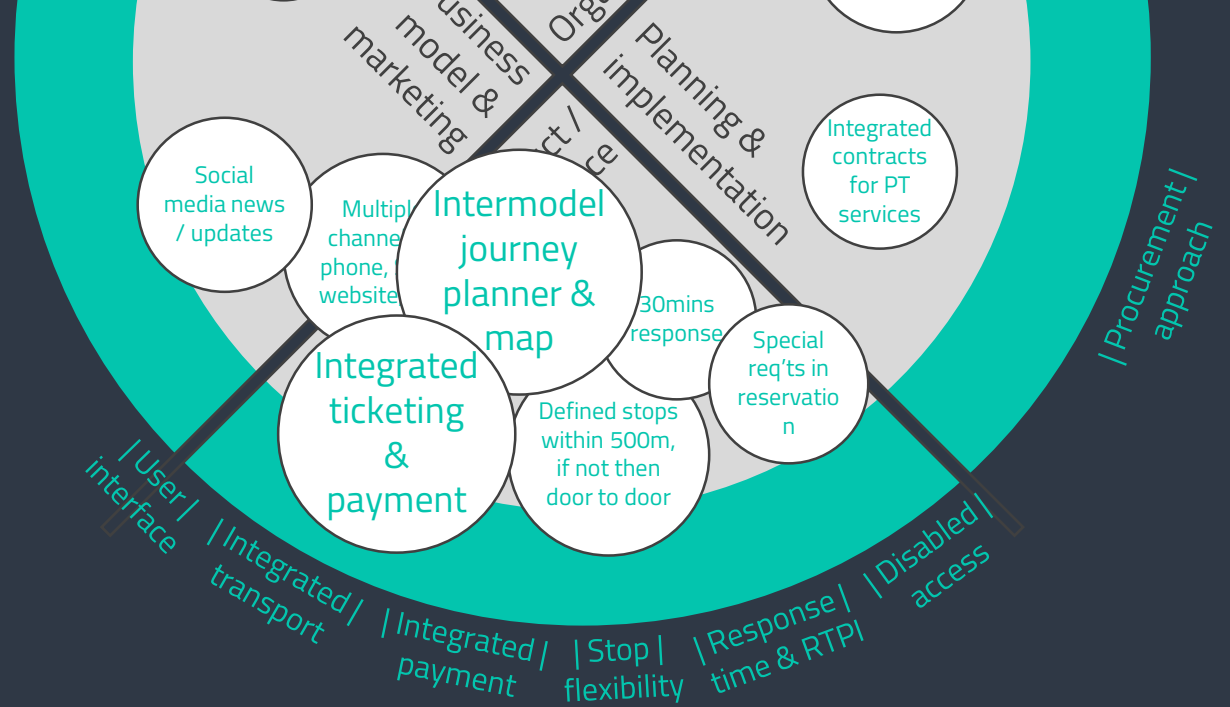


SMARTA Innovation scene

Local Link Donegal,
Ireland



BusAlpin, Switzerland



Concluding remarks

The background of the slide is a photograph of a room where every surface, including walls, doors, and furniture, is covered with hundreds of yellow sticky notes. A lamp is visible in the background, casting a warm light on the scene.

Create a composite view of European Good Practice

Use this to inspire a simple innovation process at the SMARTA pilots

Use newness, significance and impact scoring/ranking to prioritise innovation activities

Your critical feedback and ideas are welcomed



TIME TO



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Thank you!

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