Overview

- Definition of good practice and transferability potential
- Summary of SMARTA good practice cases
- Themes emerging from the SMARTA good practice cases

Definition of good practice and transferability potential

What is good practice in rural mobility?

- Dictionary definition of good practice: "a good or wise thing to do"
- Good practice in rural mobility depends on **reference context** and **local needs**
- A good practice that works well in one place may not be replicable in another with the same level of performance
- Need for **comparable experiences** in terms of context and local needs when benchmarking

Transferability potential

The SMARTA project is particularly interested in finding good practice:
- with potential high impact
- with high transferability potential

Key criteria for successful transferability of mobility measures:
- **reference context**: area type, mobility offer, socio-economic indicators and target users;
- **needs/gaps** of current situation compared to evolving demand, objectives behind mobility measures, existence of supporting policies
- **scheme of regional structure and local cooperation** between mobility stakeholders in the region

Summary of SMARTA good practice cases

Good Practice: SMARTA classification

A. Transport and mobility services in rural areas

A.1 TRANSPORT SERVICES ADDRESSING TARGET USER GROUPS

- Solutions for all the population especially the disadvantaged (in terms of accessibility, availability, costs, tools etc.)

A.2 ICT IN PUBLIC TRANSPORTATION AND SHARED MOBILITY

- Technologies that enable more efficient planning of journeys
- Simulation of advantages and disadvantages
- Fleet management and real time information
- Multimodal travel planners
- Autonomous shuttles

A.3 INTERMODAL SERVICE COORDINATION

- Transport solutions at bus/train stations for last mile connectivity

A.4 EASY MOBILITY

- Active modes, including sharing of bikes and e-bikes

B. Good Governance Enabling Sustainable Rural Mobility

B.1 SYSTEMS AND SOLUTIONS FOR SMART RURAL AREAS

- Financially viable systems
- New business concepts and solutions for improving the accessibility of rural areas

B.2 STRATEGIES FOR INCREASE RIDERSHIPs

- Good marketing campaigns
- Improvement of the systems reliability
- Attractive fares

B.3 COMMUNITY-BASED TRANSPORT SERVICES

- Local initiatives involving the community to identify transport solutions
- Needs assessment campaigns

SMARTA Good Practice cases

Name	Country	Type
Rural Transport Program, Ireland	Ireland	NP
ITNAmerica - Community Based Rural & Town Transportation	USA	NP
National MaaS Framework	Finland	NP
Fare-free buses	Estonia	NP
Ring a link, Kilkenny	Ireland	DRT
Prontobus, Modena Province	Italy	DRT
DRT in the region of Middle Tejo	Portugal	DRT
Demand Responsive Transport in rural areas of Castilla y Leon	Spain	DRT
The Village Bus in Kolsillre	Sweden	DRT
RegioTaxi	Netherlands	DRT
Flexible solution in 8 rural municipalities (Flexi Tec)	Belgium	DRT
Bummelbus (DRT)	Luxembourg	DRT
Western Region Demand Responsive Transport Pilot Stage 1 – Tottenham to Narromine to Dubbo, New South Wales	Australia	DRT
Suffolk Links DRT	UK	DRT
Fast seasonal bus line from Varna to the resort area; Flexible mobility services in Byala	Bulgaria	DRT

NP = National Program
DRT = Demand Responsive Transport

SMARTA Good Practice cases

Name	Country	Type
ArrivaClick On-Demand Public Transport Service	UK	DRT / SM
Badenoch and Strathspey Community Transport Company	Scotland	DRT / SM
Texelhopper - Flexible solution on Dutch Isle	Netherlands	DRT / IPT
CT Program	Canada	SM
Shared Use Mobility Agency, Elba Island	Italy	SM
SHOTL Platform	Spain	SM
Alpine Bus – Bus service in tourist area with no PT offer	Switzerland	SM
Talybont Energy – community car sharing	Wales	SM
SOPOTNIKI – free transport for elders in rural areas	Slovenia	SM
REZOPouce (organised hitch-hiking)	France	SM
Clare County	Ireland	SM
EcoVolis community bike-sharing	Albania	SM
Donegal LocalLink	Ireland	SM / IPT
Langdas case study (SmartMove project)	Greece	IPT
Krakow Metropolitan Transport	Poland	IPT
Smart Move in the Metropolitan Area of Alba Iulia	Romania	IPT
Muldental in Fahrt	Germany	IPT

DRT = Demand Responsive Transport
SM = Shared Mobility
IPT = Integrated Public Transport

Coverage of Good Practice cases

- Strong focus on DRT
- ICT-based shared mobility as well as numerous cases where ICT is an enabler
- A variety of approaches to achieving Integrated Public Transport
- Several examples of national level programmes
- Limited consideration of rail

Themes emerging from the SMARTA good practice cases

Partnerships

- Government agencies
- Transport authorities and organisations
- Health authorities

Community Engagement

- Understanding users' needs and issues
- Role of volunteers

Badenoch and Strathspey Community Transport Company (Aviemore, Scotland)

- Door to door, on demand services which fill gaps in public transport
- Targeted towards older people and those with mobility needs

Partnerships:

- National Health Service
- Local taxi companies
- University of Highlands and Islands

Community Engagement facilitates understanding of users' needs and volunteers

Funding issues

- Austerity
- Not for profit organisations
- Advantages of having various funding streams
- Fares and subsidies
- Long term viability

Ring a link, Kilkenny County, Ireland

- Ring a Link provides primarily minibus-based DRT services and some fixed route services
- Not-for-profit entity that must balance its income and costs

Funding sources:
- Fares from scheduled and DRT routes
- Public financial support from Irish National Transport Authority
- Compensation from Department of Social Protection for participation in Free Travel Scheme
- Other sources for specific services, e.g. from Kilkenny County Council

Badenoch and Strathspey Community Transport Company (Aviemore, Scotland)

Operates as a charity

Funding sources:

- Grants (LA, NHS, National Lottery…)
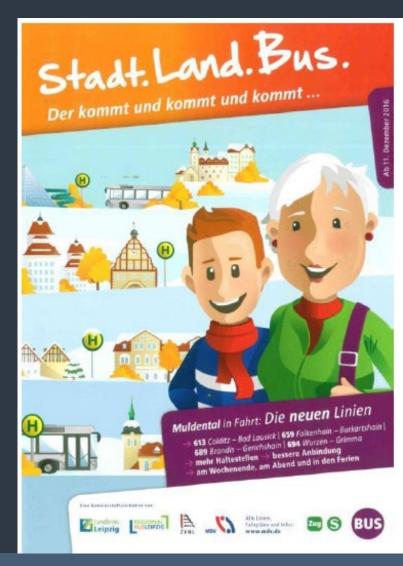- Fare revenue (including concessionary fare subsidies)
- Donations + fund raising

Integration with public transport

- Are there transport services to integrate with?
- Physical infrastructure
- Digital infrastructure and connectivity
- Service timings

Muldental in Fahrt, Sachsen province, Germany

- Project to increase the public transport offer in a district south east of Leipzig: more bus lines, greater frequency, etc.
- Focus on integrated public transport: buses and trains
- Onboard computers enable communication between buses to facilitate interconnections
- Optimisation of bus and train schedules to facilitate interchanges

Role of ICT

- ICT as a service enabler
- ICT as a service enhancer
- Connectivity issues in rural areas

RezoPouce organised hitchhiking

- Successful modern hitchhiking service operating in ~2000 municipalities
- 50% of users wait < 5 mins, 90% of users < 10 mins
- Most of the users are registered both as drivers and passengers
- Mobile app introduced in 2017 supports the service
- But users can access the service without using the app

Thank you!

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