TIME TO

RURAL MOBILITY

30-31 January 2019

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

SMARTA
smart rural transport areas

The SMARTA approach

Giorgio Ambrosino
MemEx Srl

www.ruralsharedmobility.eu

Mobility is being transformed throughout Europe

- **SUMPs**
- ***ITS systems***
- **Smart cities**
- **Low emission zones**
- **White Papers on urban transport**
- **…**

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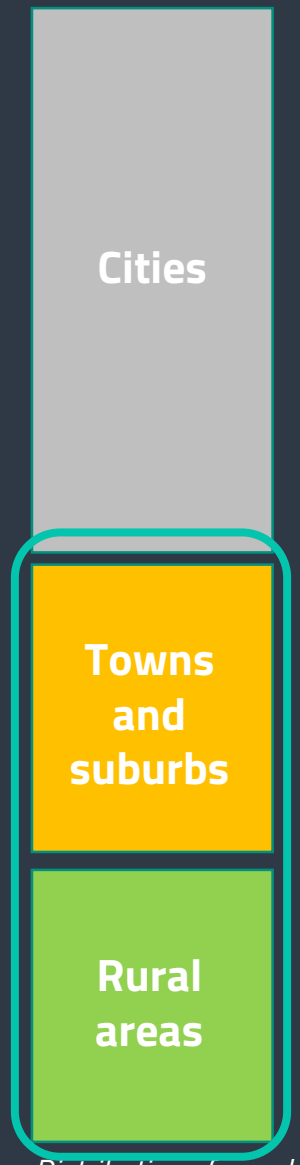
Rural areas also need attention



Distribution of population (%) by degree of urbanisation, EU-28 Eurostat 2017 (estimated)

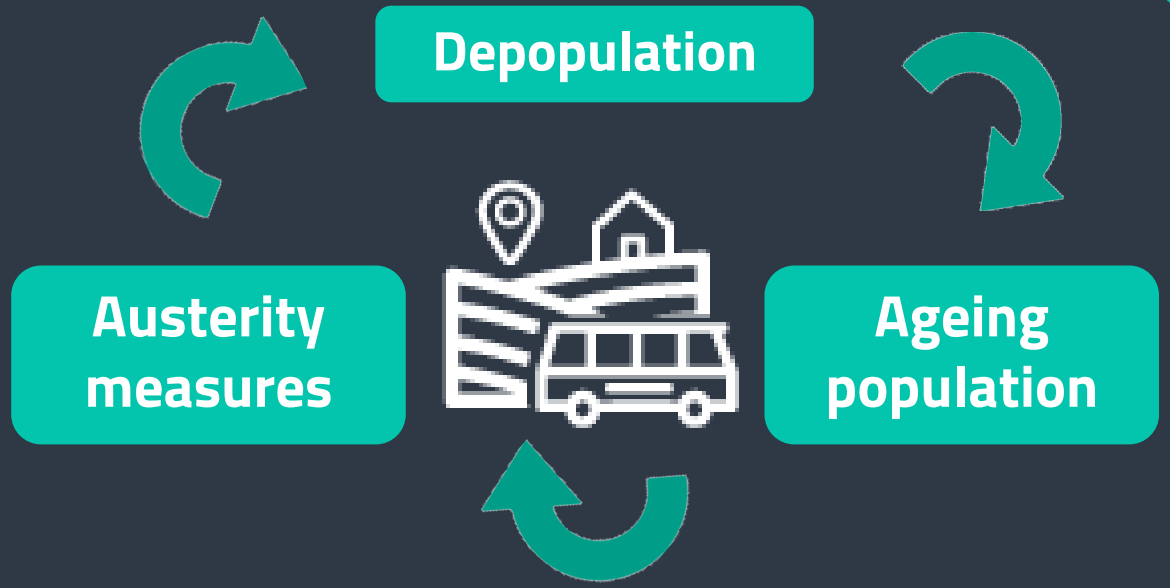
2017

27%

Of the EU's population lives in rural areas

24%

Of the EU's rural population is at risk of poverty or social exclusion



See Laurie's presentation

Rural Areas are highly Auto-dependent with limited mobility choice

✓ those with cars use them for most travel

X those without cars are dependent on others for lifts, often meaning they have reduced possibilities to participate in society

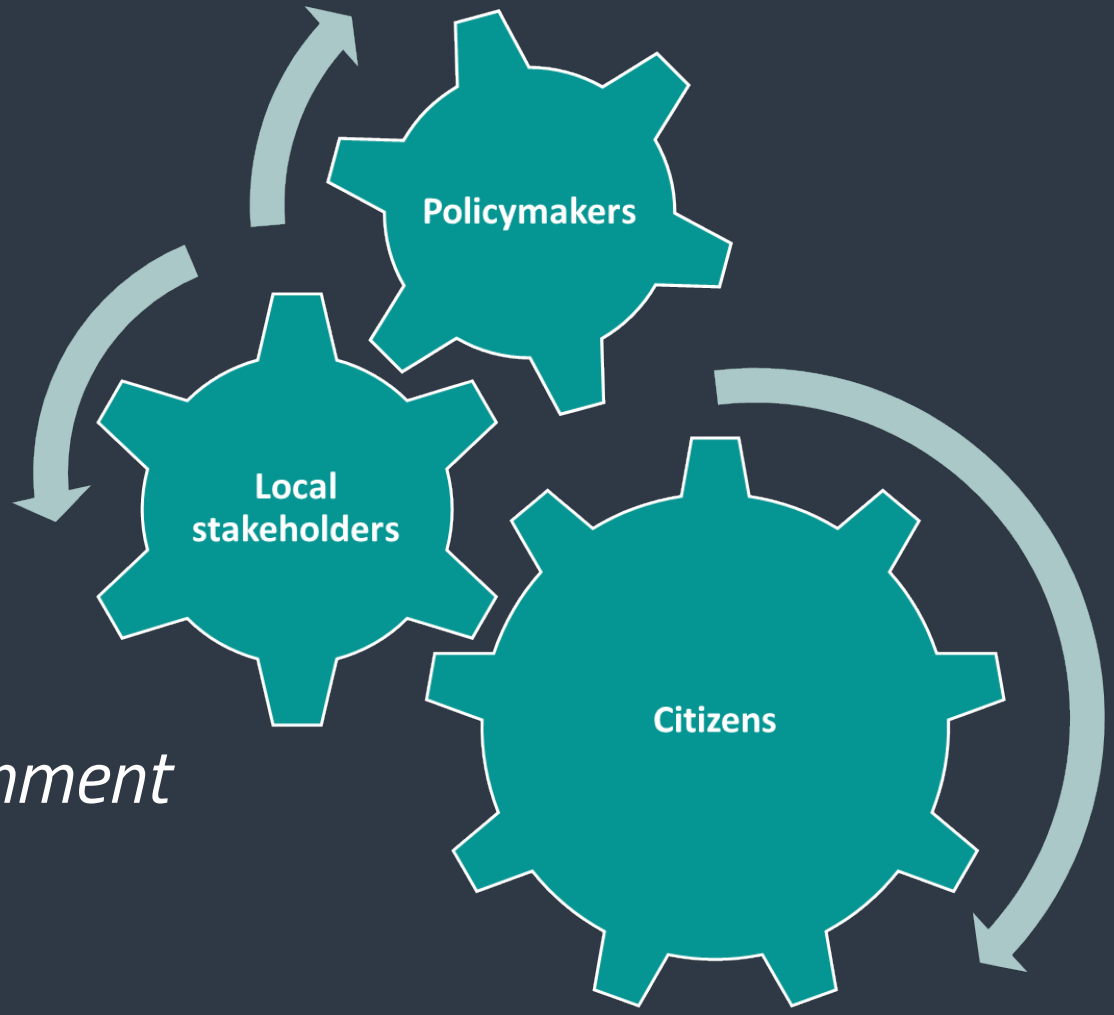
Time to rethink rural mobility

New vision for sustainable mobility

Revitalise rural areas

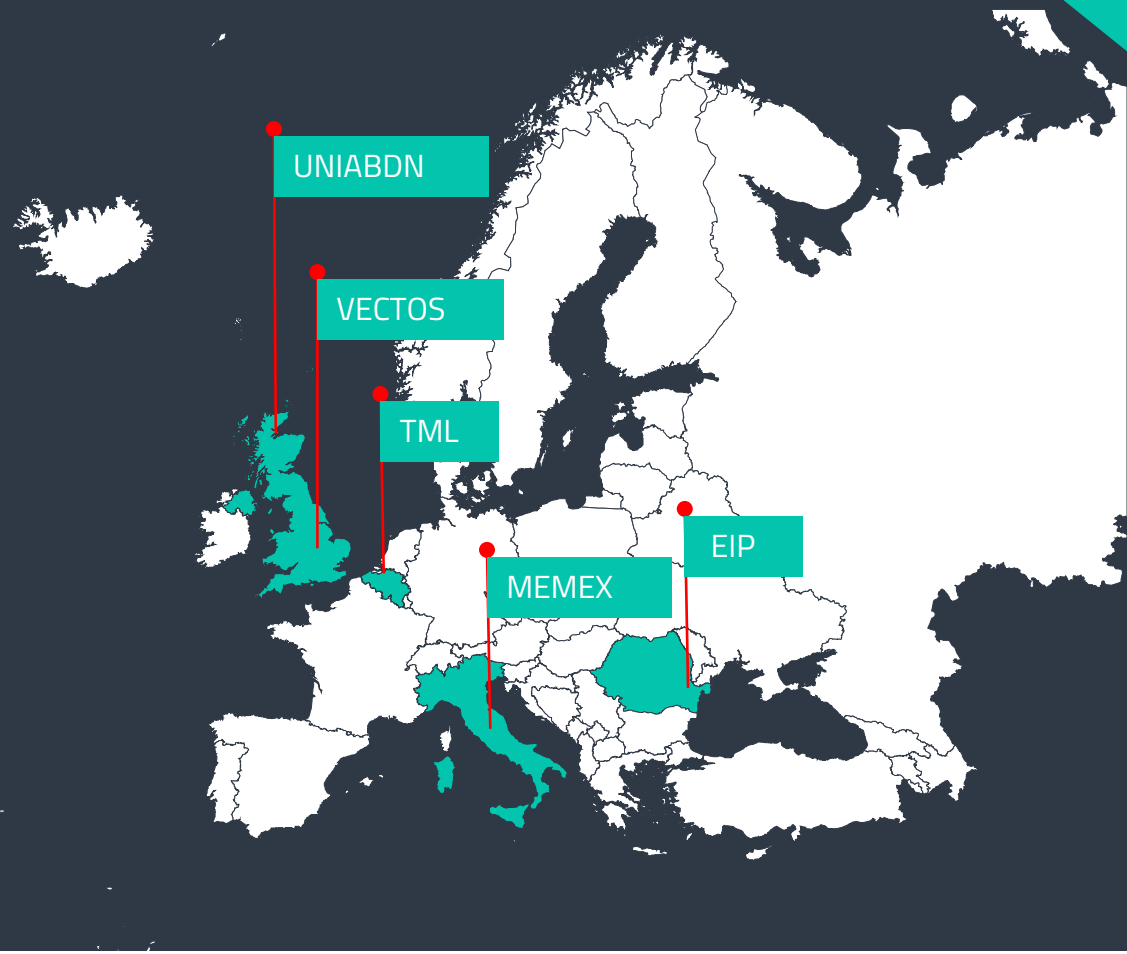
Improve social cohesion and quality of life

Improve transport opportunities and environment



The SMARTA Project

Explore ways to ensure sustainable mobility by improving shared/public transport services across different European rural areas



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European Integrated Projects

The SMARTA Project

The particular focus of SMARTA is "shared mobility" in rural areas integrated with public transport, in order to make more extended and accessible the public transport network and the local services

Shared mobility in rural area

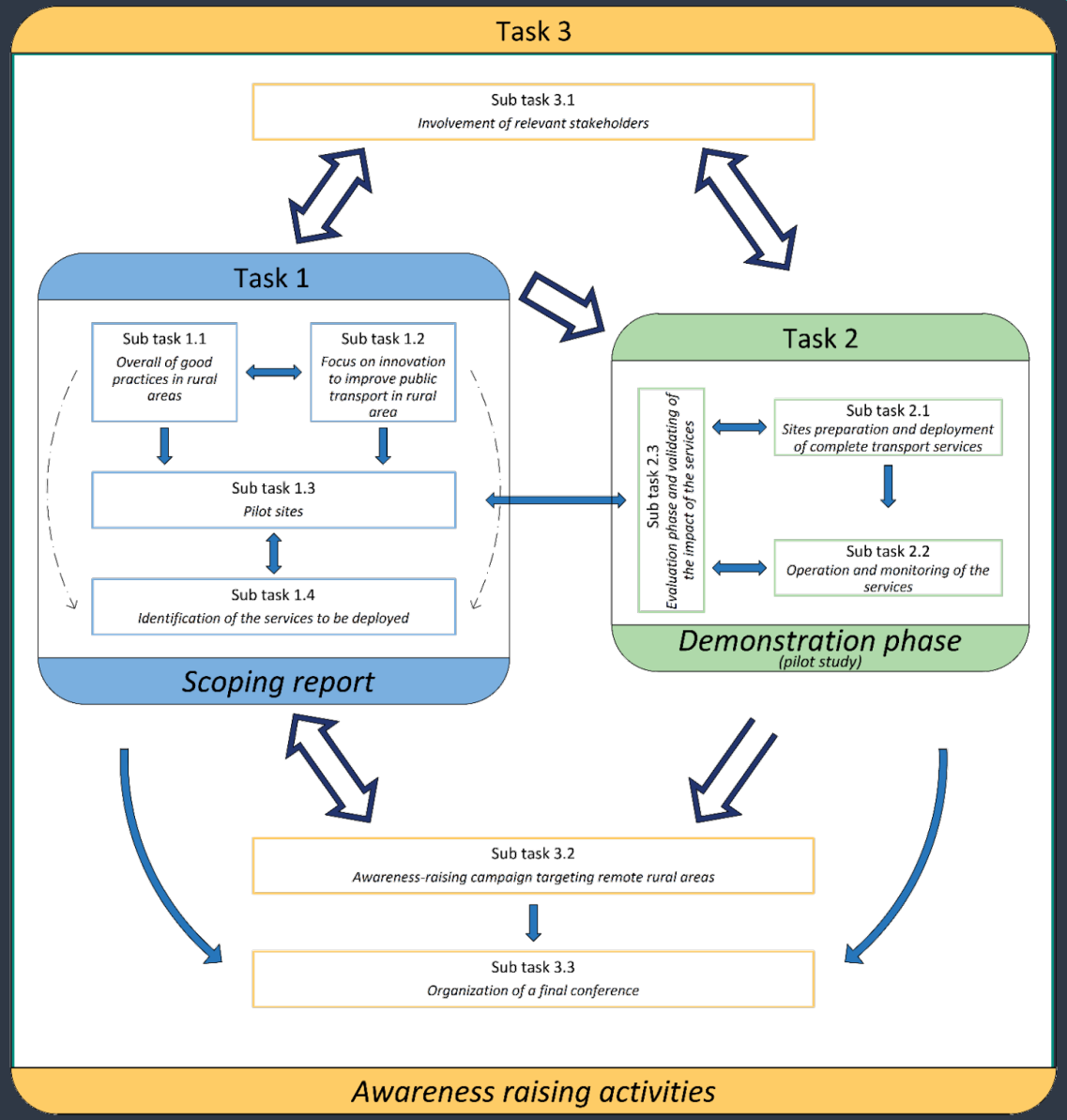
- Combining travellers more efficiently by different service schemes
- Improving the availability and integration of transport offer and mobility options
- Support (e)-services such as user info, booking, ticketing, fleet control, ...

The SMARTA Project

- Sponsored by EP and managed through DG MOVE
- Starting date: 3rd May 2018
- Duration: 30 months
- 3 Main strands of activities:

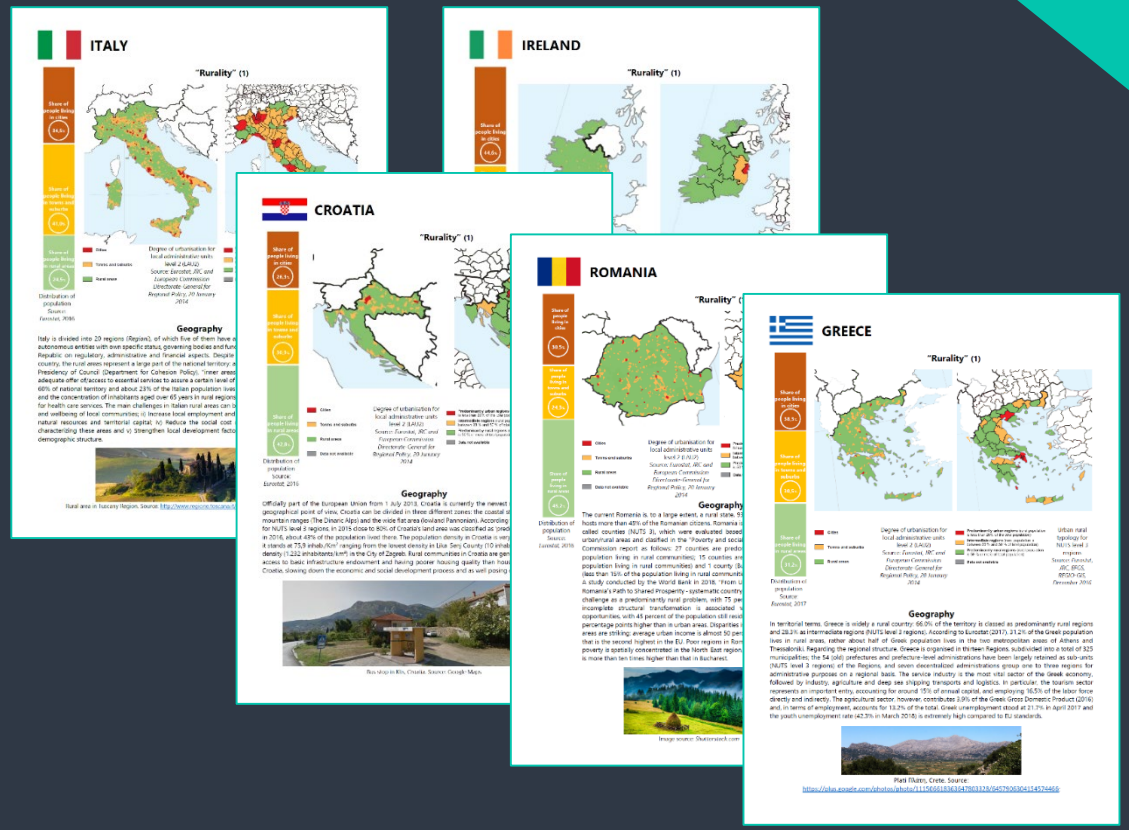
Research, Demonstration, Engagement

Recommendations and Guidelines



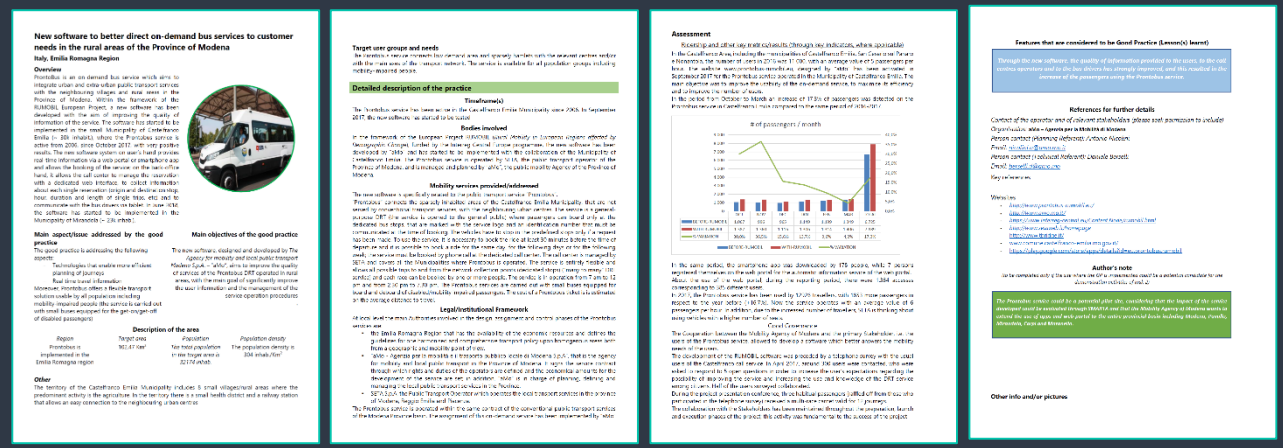
“Insight Papers”

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

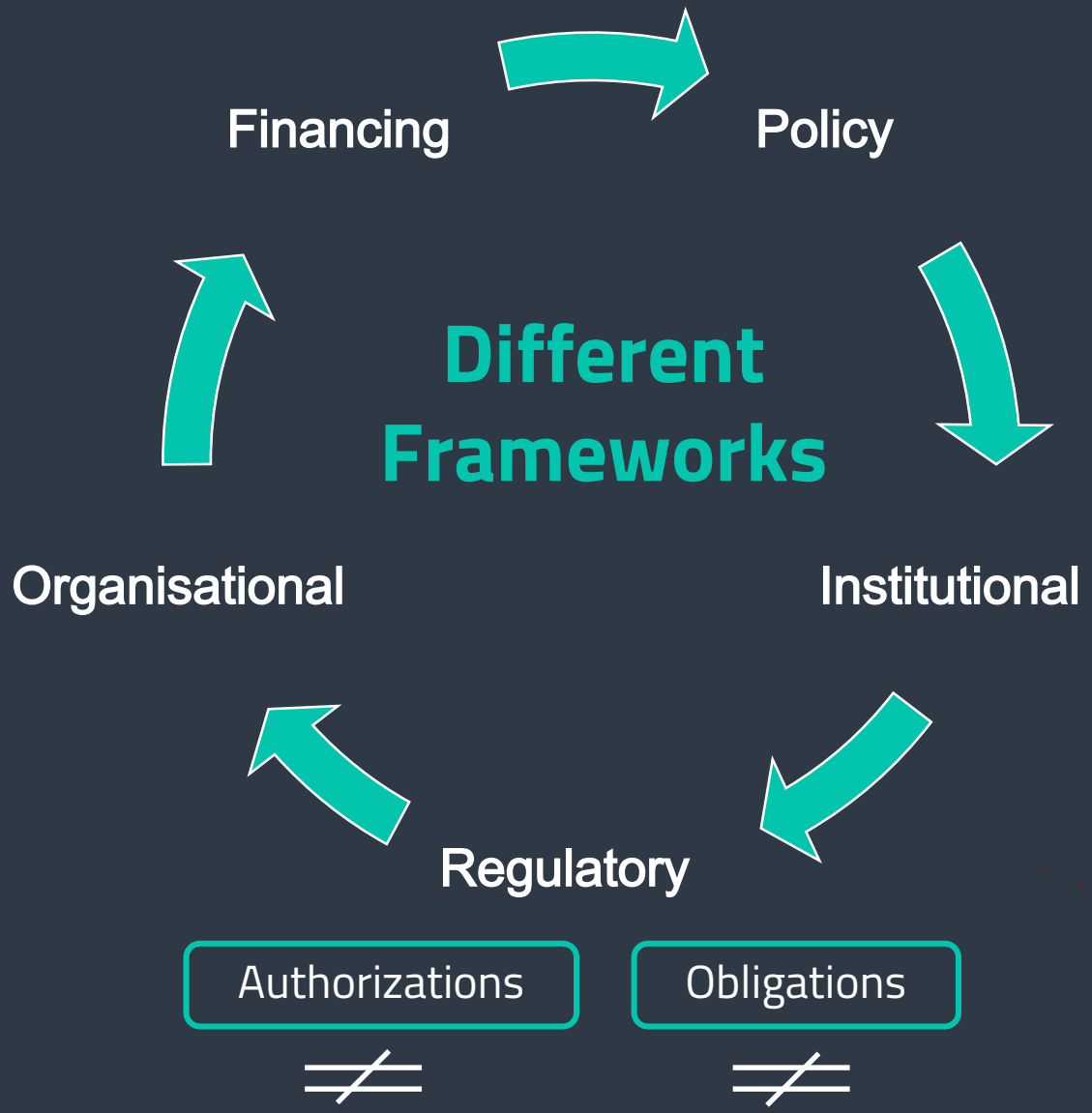


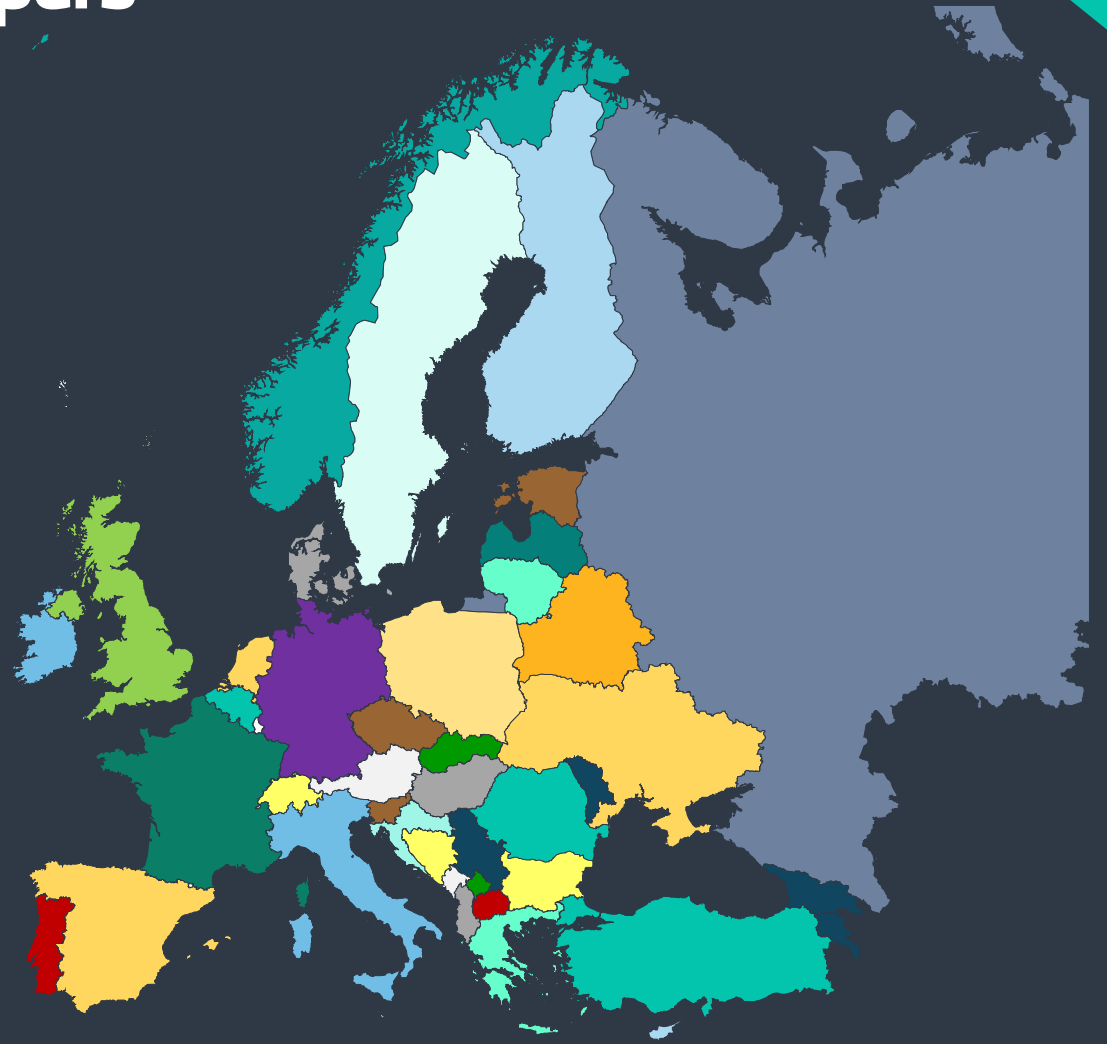
“Good Practices”

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



Insight Papers





See Mark's presentation

Good Practices

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

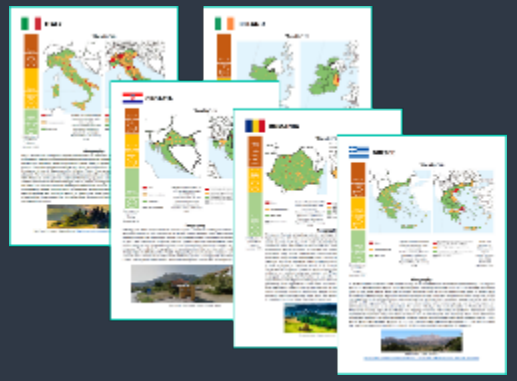
- Good marketing campaigns
- Improvement of the systems reliability
- Attractive fares

B.3 COMMUNITY-BASED TRANSPORT SERVICES

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

See Richard's presentation

"Insight Papers"



"Good Practices"

New vision of rural mobility from different aspects for improving the accessibility in rural areas

- Institutional, regulatory and financial framework
- Organization and key responsibilities on rural transport
- Integration of rural areas in wider areas
- Integration of shared mobility services and related policies for improving accessibility in rural areas

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European Integrated Projects

Support

Follow-up

Evaluate

Pilot sites

Long-distance coach

Local bus

Carsharing / Bikesharing

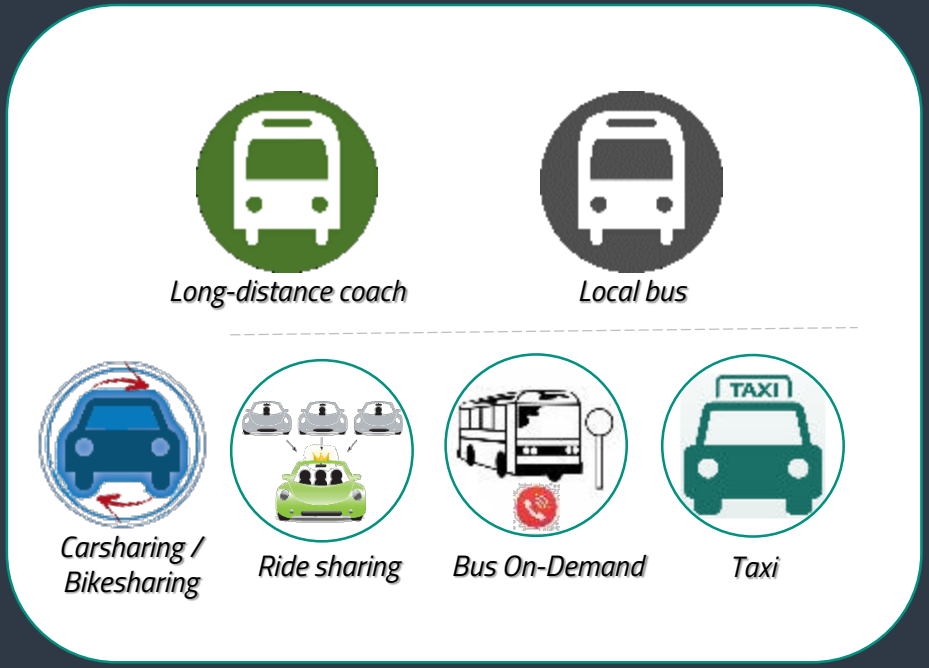
Ride sharing

Bus On-Demand

Taxi

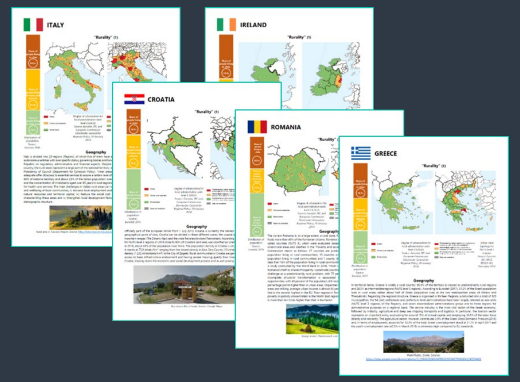
Pilot Demonstration sites

Validation and evaluation in real-field conditions of the **effectiveness**, **efficiency**, **response**, **impacts** and **future prospects** for shared mobility services connected with public transport



See Dirk's presentation

“Insight Papers”



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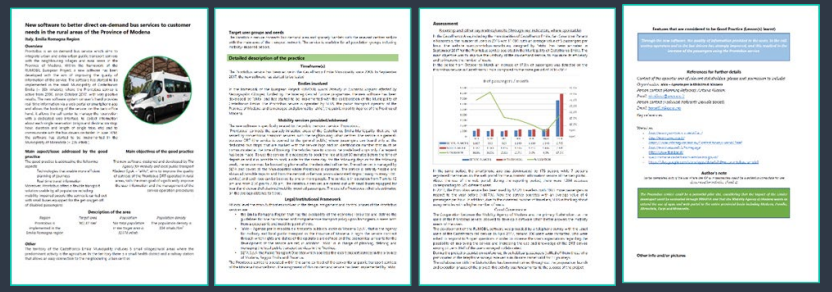
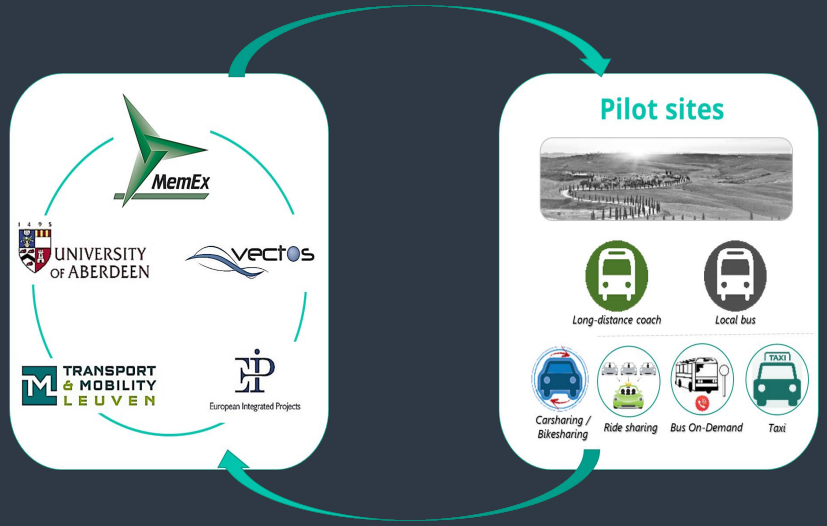


Pilot sites



Stakeholder’s Engagement

Gain a deep understanding about the key findings, lessons learnt and transferability issues of different mobility experiences in rural areas across Europe

3rd of May 2018

November 2020

START 2018 2019 2020 END

Source: http://www.unsabeniculturali.it

Deeper answers to the questions facing European and national political, administration and practitioner layers.

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How policy should be developed for rural shared mobility

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What solutions work best in what contexts? What impacts they can have on economic, social and environmental challenges?

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Whether/how to develop shared mobility solutions integrated with public transport

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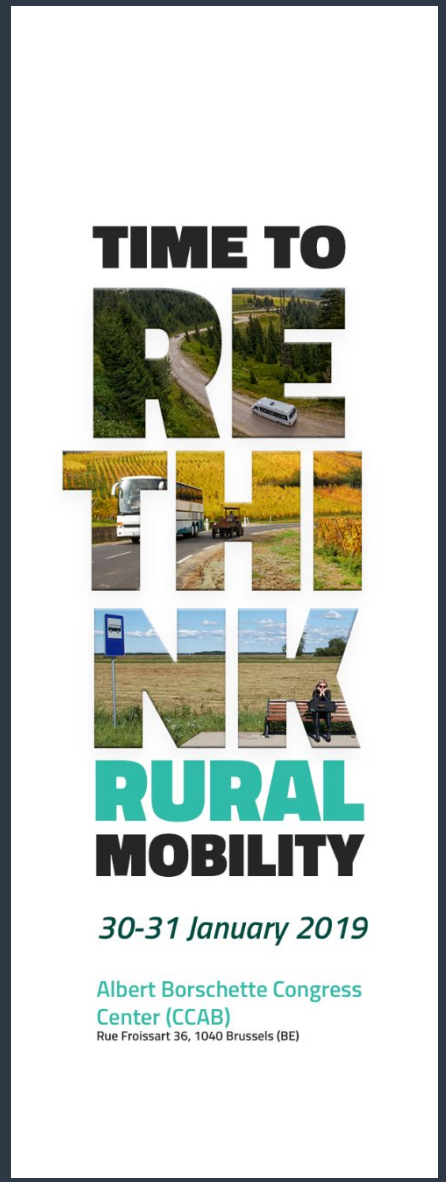
Which are the appropriate roles for communities, authorities and private sector



The SMARTA workshop is the first of a series of events organized by the SMARTA consortium for bringing together mobility stakeholders to listen, discuss and provide their perspectives and recommendations on the current situation of rural mobility in Europe.

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Thank you!

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