

# SMART RURAL TRANSPORT



SMART rural transport is transport that provides mobility to rural areas that is sustainable, shared, and interconnected with mainstream public transport - developing the concept of 'Smart Rural Transport Areas' - SMARTA.

# What is SMARTA about?

## Our mission

SMARTA presents a very exciting opportunity to conceive, develop, identify and pilot smart transport services in rural areas.

SMARTA aims to understand the market and the rural mobility framework in every European country. A particular focus is on assessing how sustainable, shared and on-demand mobility solutions can help enhance the travel experiences of diverse rural populations.



Photo from: <https://www.ingalnkle.de/news/>



### 1. Analysis of rural mobility

SMARTA prepared a comprehensive view of the current state of the art for sustainable mobility in European rural areas. This supports the vision of creating 'smart rural transport areas' in the future.



### 2. Improving the knowledge on sustainable mobility

SMARTA works with interested rural areas developing real-life services where innovative solutions for shared mobility services will be tested.



### 3. Raising awareness on rural mobility

Awareness raising activities will help all those involved in rural transport at any level to understand the key issues and challenges faced, and provide access to the project's approach, outcomes and outputs. A number of dissemination and communication tools have been developed, including leaflets, brochures, website and social media.

# Analysis of rural mobility

SMARTA provides a comprehensive view of the current practices and frameworks for providing rural mobility services in European countries and beyond.

## Insight Papers

SMARTA carried out an in-depth analysis of rural mobility frameworks in the EU-28 Member States and a selection of other countries across the world. As a result, a set of 35 country-specific Insight Papers has been produced. Each Insight Paper describes the rural mobility situation in each country and the framework for rural mobility planning and operations.

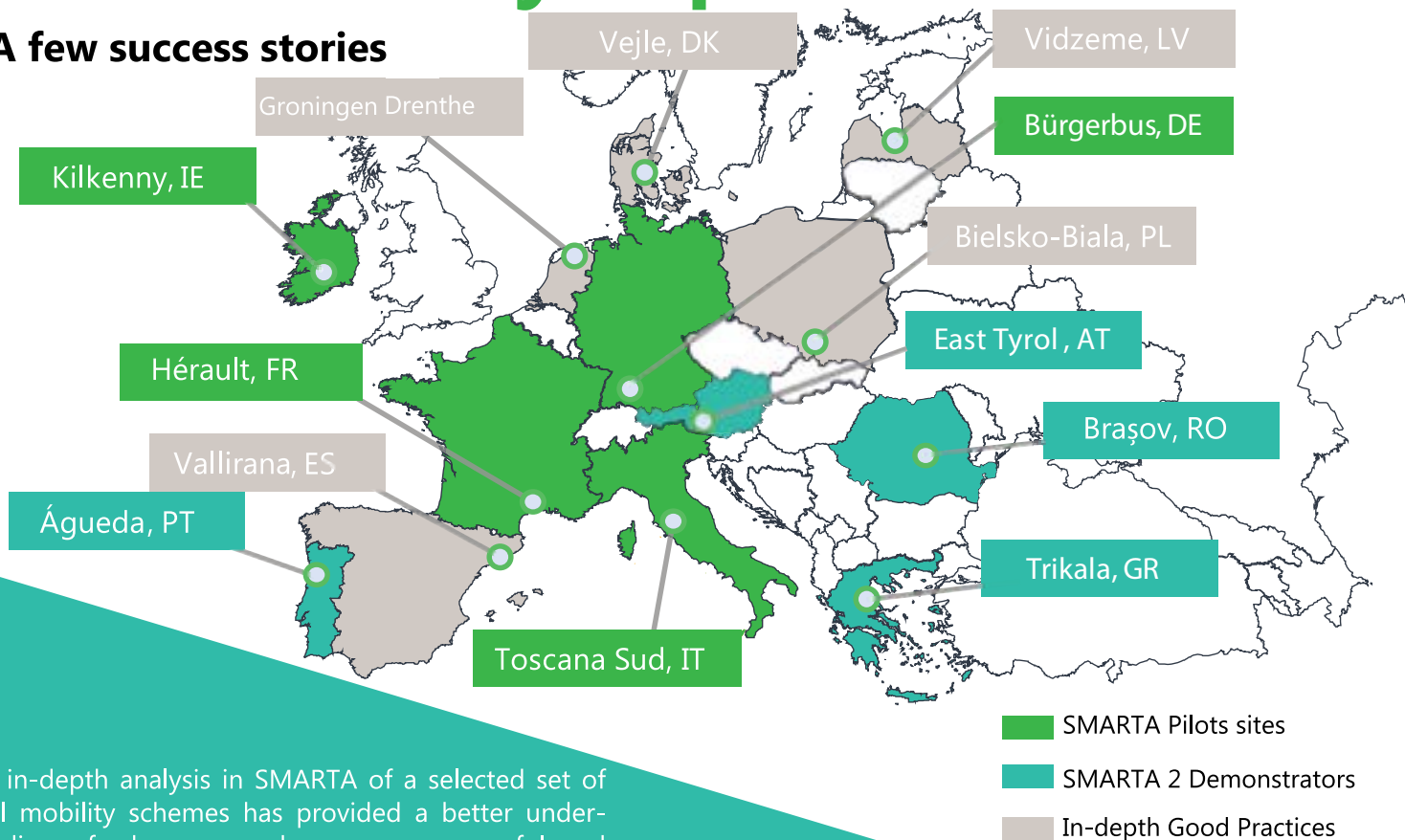
## Good Practices

SMARTA identified a set of 32 Good Practices in rural mobility. These are successful rural mobility schemes integrated with conventional public transport. Some of the success stories are innovative shared-mobility schemes for rural residents, vulnerable social groups and for tourists and visitors.



# Rural mobility in practice

## A few success stories



The in-depth analysis in SMARTA of a selected set of rural mobility schemes has provided a better understanding of why some schemes are successful and others fail. Based on this understanding, SMARTA can provide key recommendations to decision makers on how they can develop successful policies to improve mobility in rural areas in Europe.

## SMARTA Pilot Sites

The SMARTA Pilot Sites are a selection of individual rural mobility initiatives, which work closely with the SMARTA team to implement a rural shared mobility scheme. Each site has different particularities and characteristics, but their major goal is similar – to organise a good rural mobility system in their area.

**Kilkenny (IE)** – the integration of traditional and shared mobility

**Hérault (FR)** – setting up of an organized hitch hiking service within the Hérault Inclusive Mobility Initiative

**Bürgerbus (DE)** – the enhancement of volunteer-based public and community transport

**Toscana Sud (IT)** – transport services dedicated to children, tourists and commuters





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## SMARTA 2 Demonstrators

SMARTA 2 – These 4 demonstrators intend to develop or enlarge existing shared mobility schemes in European rural areas.

- East Tyrol (AT)** – the expansion of an existing car-sharing system
- Trikala (GR)** – smart solutions for real-time information and carpooling
- Braşov RO)** – the promotion of carpooling and community building
- Águeda (PT)** – the expansion of an electric bike-sharing system

## In-depth Good Practices

SMARTA works with certain selected successful initiatives to collect their major key findings and the lessons learned. Moreover, working with these successful mobility schemes allows for a deeper understanding of the transferability potential to a wider rural mobility community across Europe.

*SMARTA and SMARTA 2 pilot projects were scheduled to start in early 2020. The deployment of services was postponed to mid/end of the year due to the COVID-19 pandemic.*

# Join us for SMARTA events!

If you are interested in the SMARTA activities and project results, you can attend one of our dedicated workshops.

The “Time to Rethink Rural Mobility” workshop was the first of a series of events organized by the SMARTA consortium and focused on showcasing innovative, tested solutions from European rural areas; more information you can find **here**.

The “Time to Act for Rural Mobility” webinar series will follow in June-September 2020. This series aims to showcase barriers and opportunities for developing rural mobility schemes, together with socio-economic considerations that could influence the rural mobility needs, solutions and patterns of behaviour.

Follow the **SMARTA website** and our **Twitter** or **LinkedIn** channels to find out more about past and future events.

## Let's keep in touch!

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### The SMARTA team



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