The context

A **quarter** of Europe's population lives in rural areas, that is about **150 million people**

Naturally diffuse, much higher **need** for **mobility** than in urban areas

Public transport weak, high **dependency** on private **car**

The issues

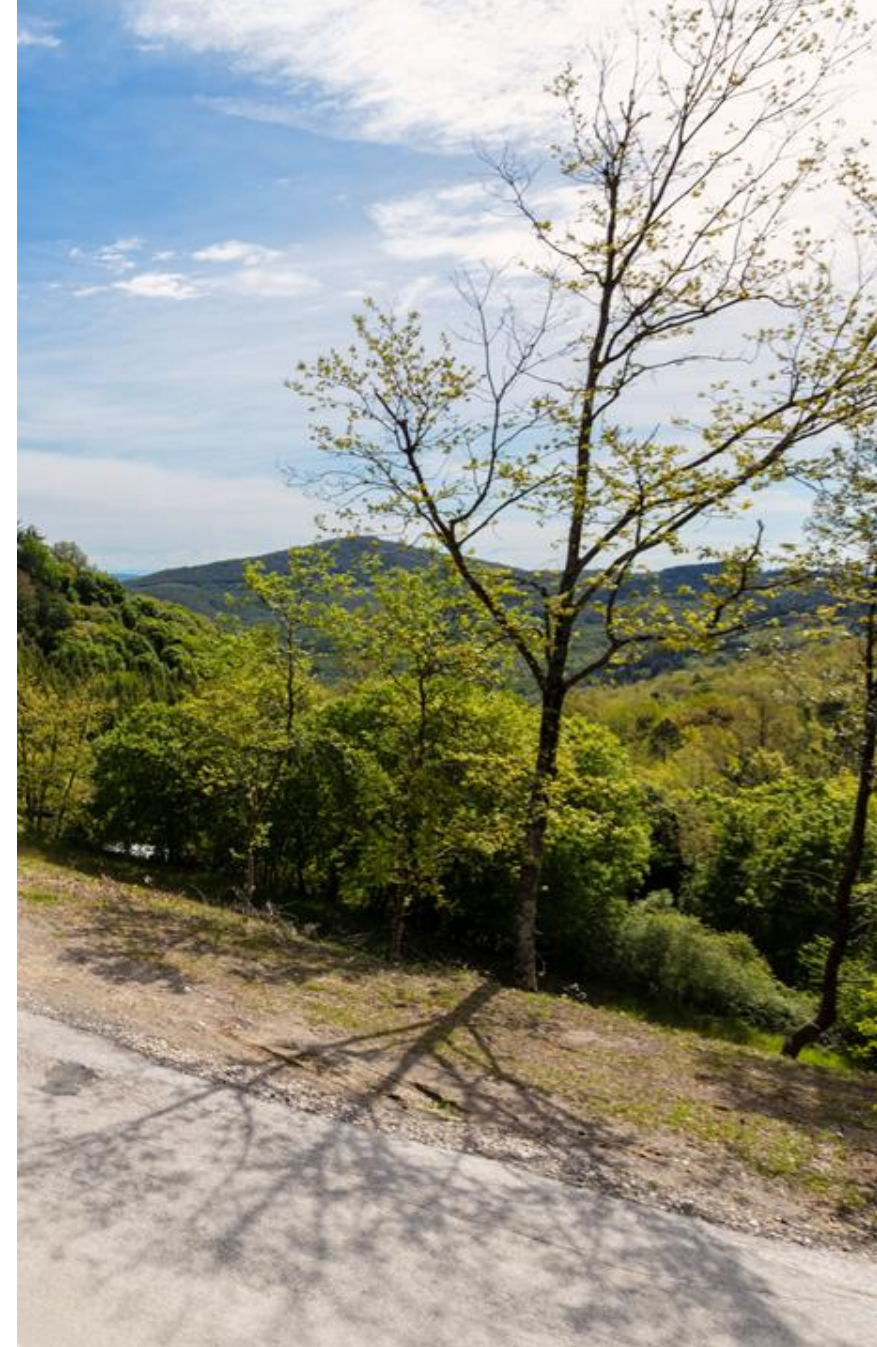→ **Mobility**

How to live a daily life without a car

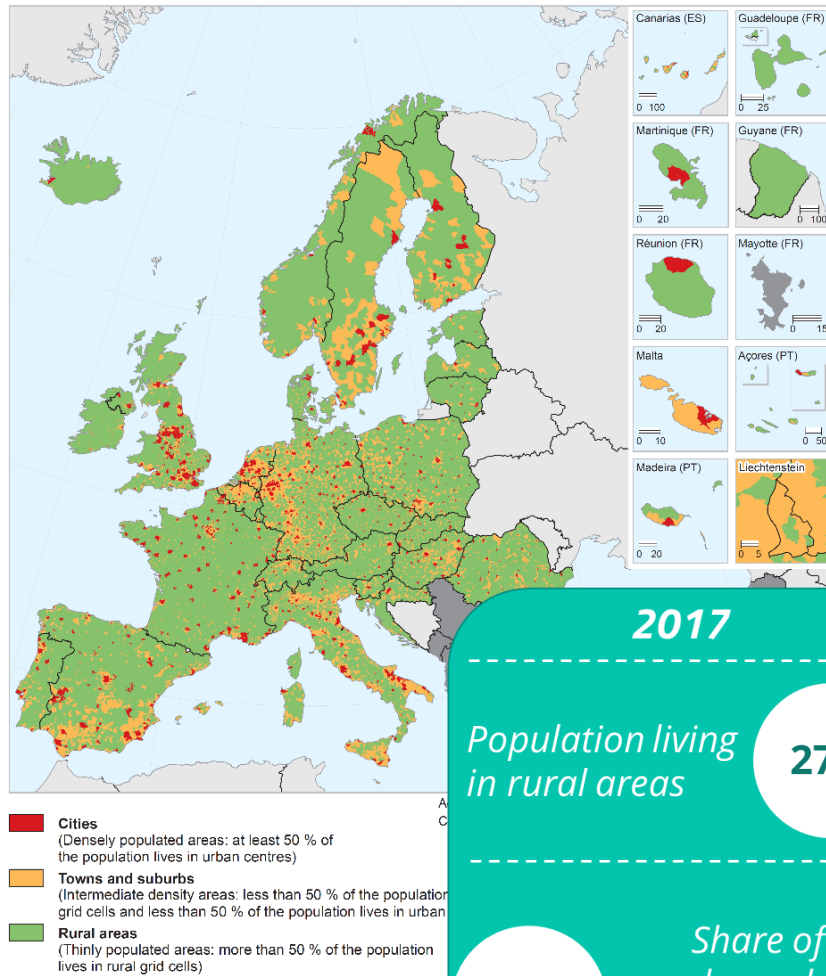→ **Traffic generated in rural areas**

→ **Environment**

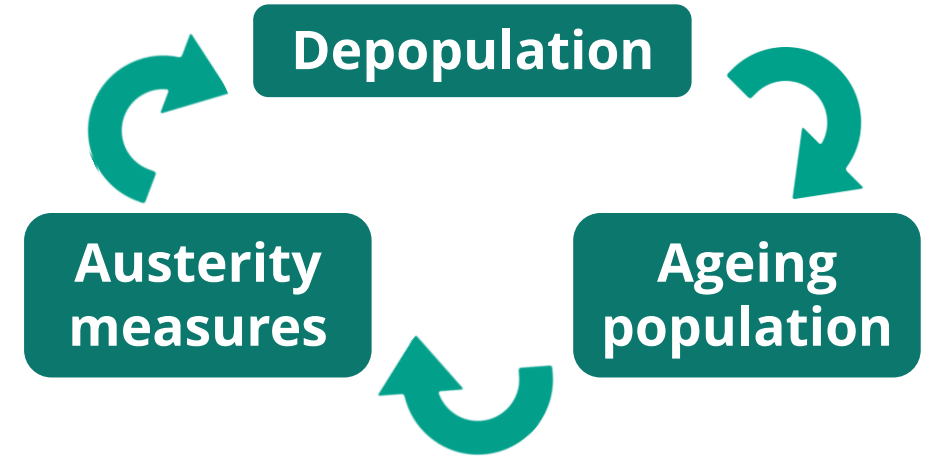# Mobility in rural areas needs attention

Cities

Towns and suburbs

Rural areas

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

Cities
(Densely populated areas: at least 50 % of the population lives in urban centres)

Towns and suburbs
(Intermediate density areas: less than 50 % of the population grid cells and less than 50 % of the population lives in urban)

Rural areas
(Thinly populated areas: more than 50 % of the population lives in rural grid cells)

Canarias (ES) | Guadeloupe (FR)
Martinique (FR) | Guyane (FR)
Réunion (FR) | Mayotte (FR)
Malta | Açores (PT)
Madeira (PT) | Liechtenstein

2017

Population living in rural areas — **27%**

24% — Share of EU's rural population at risk of poverty or social exclusion

Depopulation

Austerity measures

Ageing population

*27% of Europe's population means **137 million people**, which **equates** to the population of the **40 largest Metropolitan areas** in Europe*

*Same **level of attention not** been **paid** in transport policy, innovation, capital investment and ongoing subsidy for **rural mobility needs***

The SMARTA Project

SMARTA
smart rural transport areas

www.ruralsharedmobility.eu

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

Sponsored by European Parliament
Funded through EU Transport Ministry - DG MOVE

The SMARTA Consortium

3 Main strands of activities

Research

Demonstration

Engagement

Recommendations and Policy Guidelines

UNIABDN

VECTOS

TML

MEMEX

EIP

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vectos

TRANSPORT & MOBILITY LEUVEN

European Integrated Projects
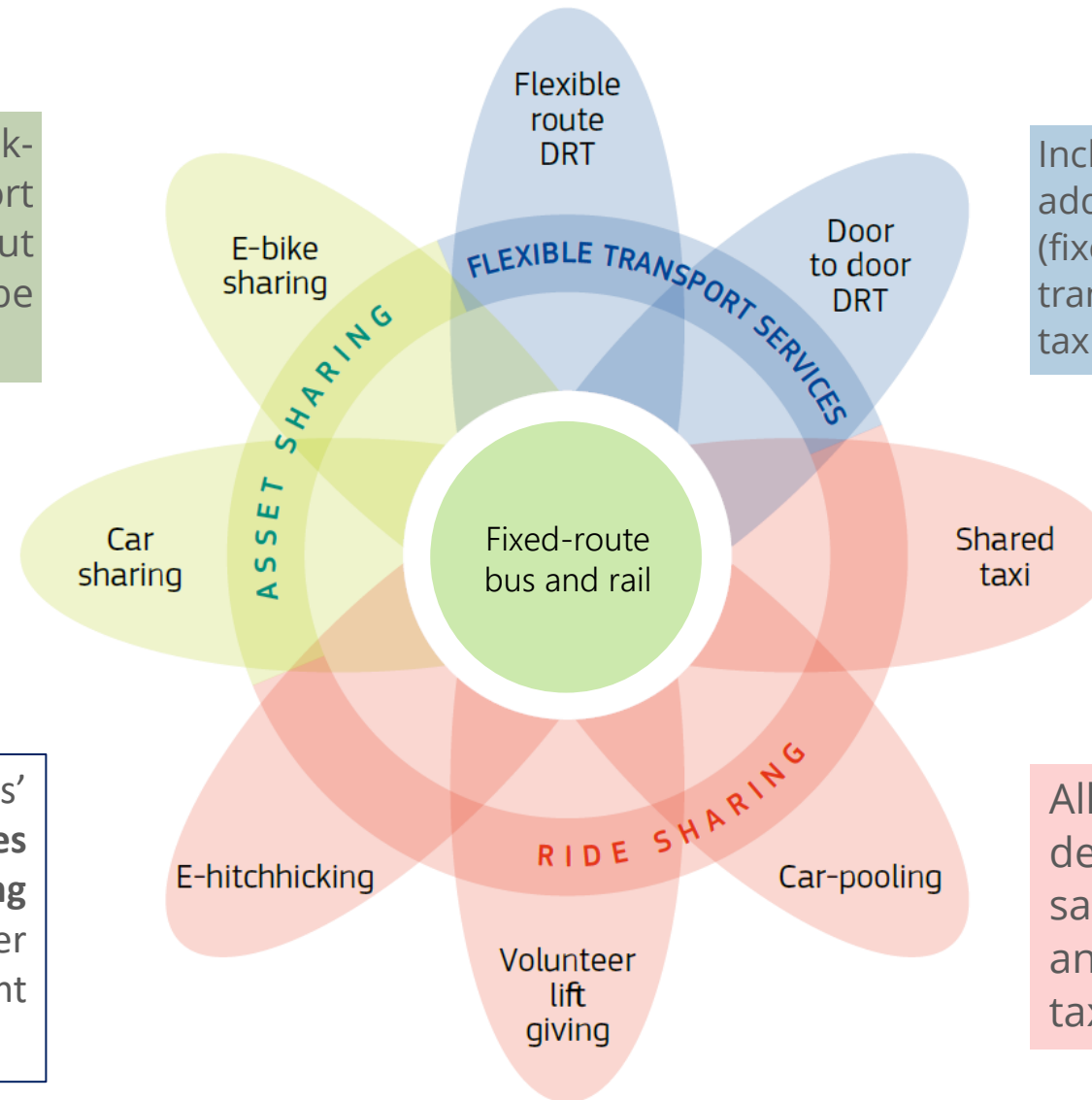
UNIVERSITY of ABERDEEN
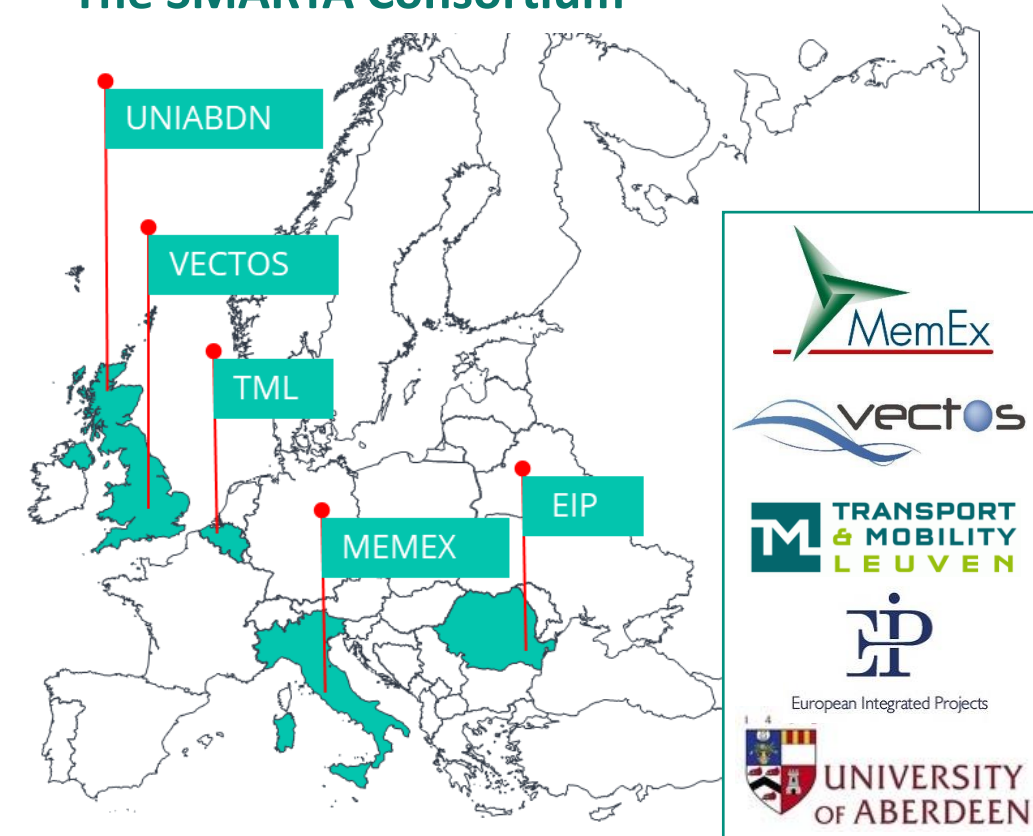
Rural shared mobility landscape

Asset sharing

Allows the traveller to utilise/pick-up a specific means of transport (bike, car, e-scooter, etc.) without any property issue; users must be registered.

Flexible Transport Services

Include a range of services that act as an additional layer between conventional (fixed route and schedule based) transport and personal transport (car or taxi)

The 'shared mobility services' include both the **mobility services** themselves and the **supporting services** including traveler information, reservation, payment and operation management.

Ride sharing

Allows aggregation of the mobility demand for sharing a ride in the same vehicle (e.g. carpooling); and/or to use the same service (e.g. taxi) together with other persons

FLEXIBLE TRANSPORT SERVICES
- Flexible route DRT
- Door to door DRT

ASSET SHARING
- E-bike sharing
- Car sharing

Fixed-route bus and rail

Shared taxi

RIDE SHARING
- E-hitchhicking
- Volunteer lift giving
- Car-pooling

Task1: Research

"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)

7-10 pages each

"Good Practices"

Comprehensive overview of Good Practices in **rural shared mobility** from around Europe and beyond
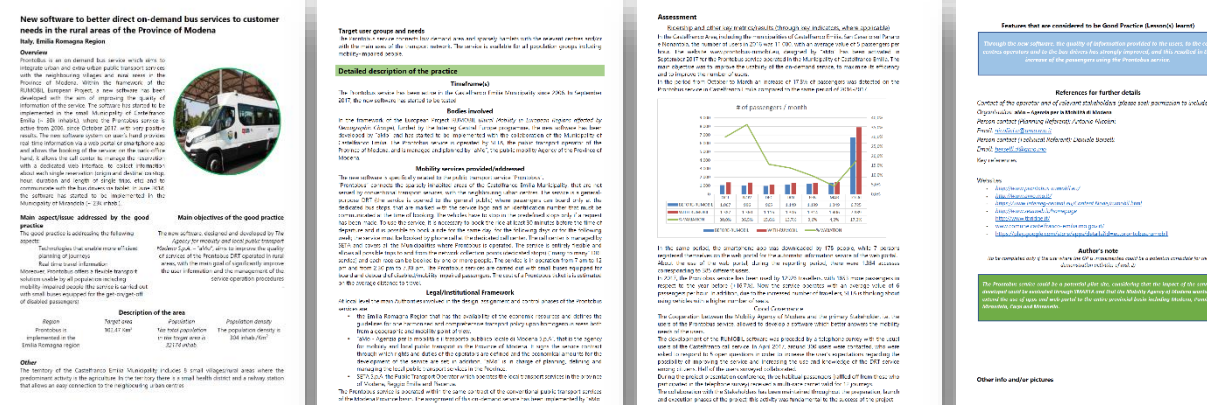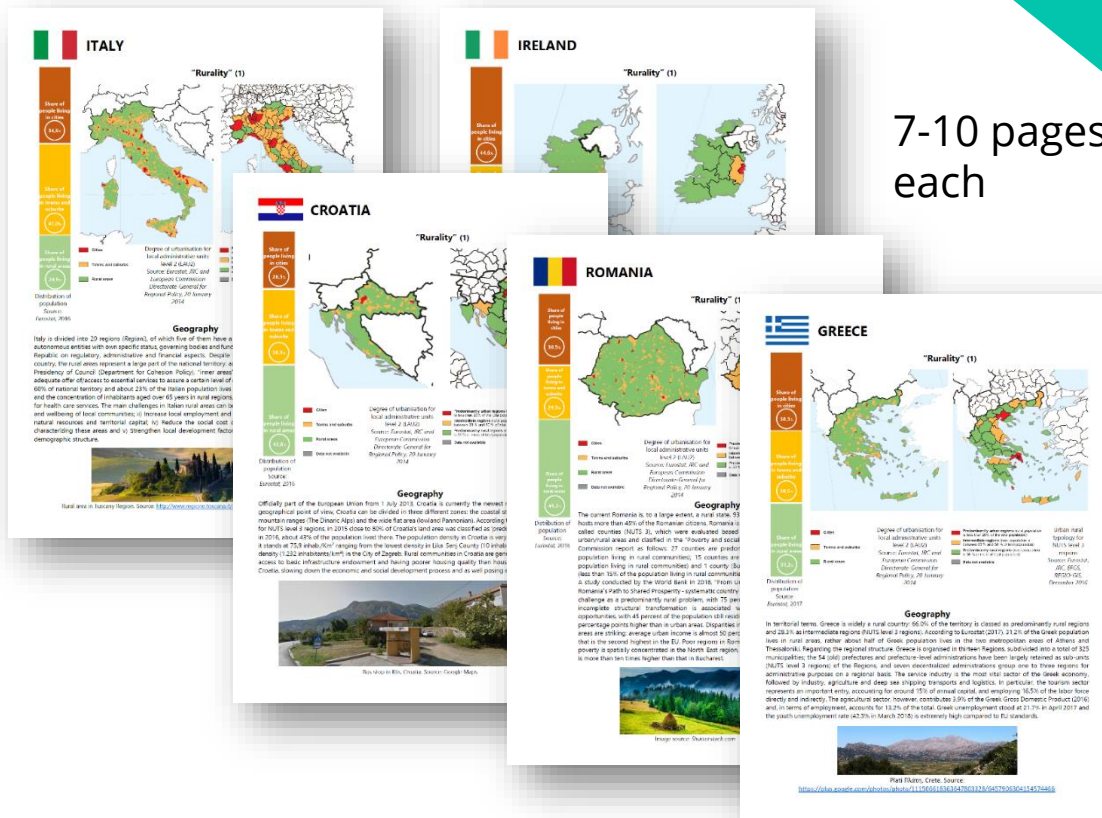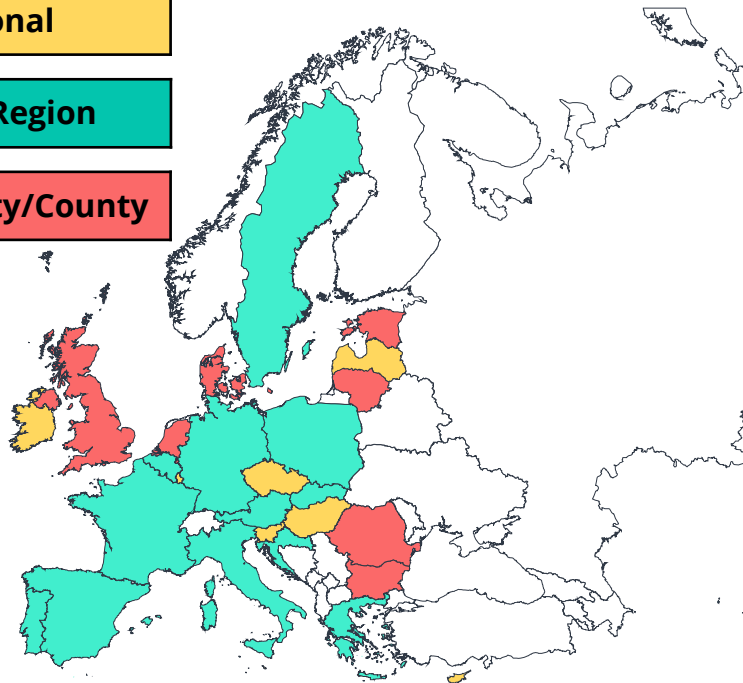
The Insight Papers: 10 key issues

Which is the layer of Government at which rural mobility is primarily determined?
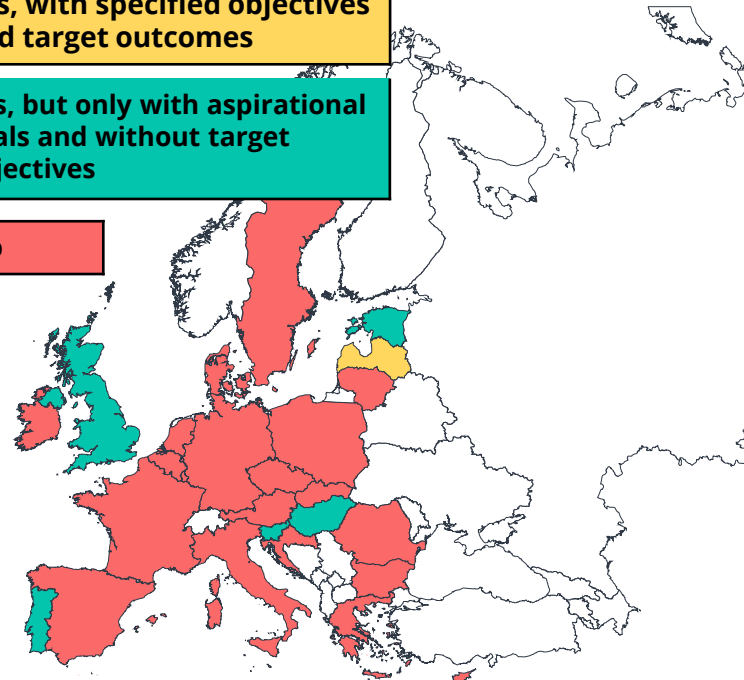
National

State / Region

Municipality/County

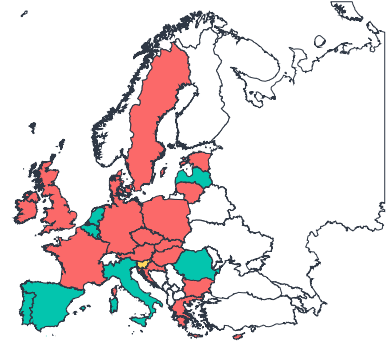**Is there a specific rural mobility/transport policy with objectives and targets?**

Yes, with specified objectives and target outcomes

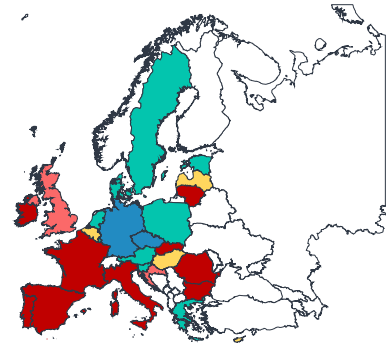Yes, but only with aspirational goals and without target objectives

No

Are there Sustainable Urban Mobility Plans (SUMP) or equivalent for rural areas
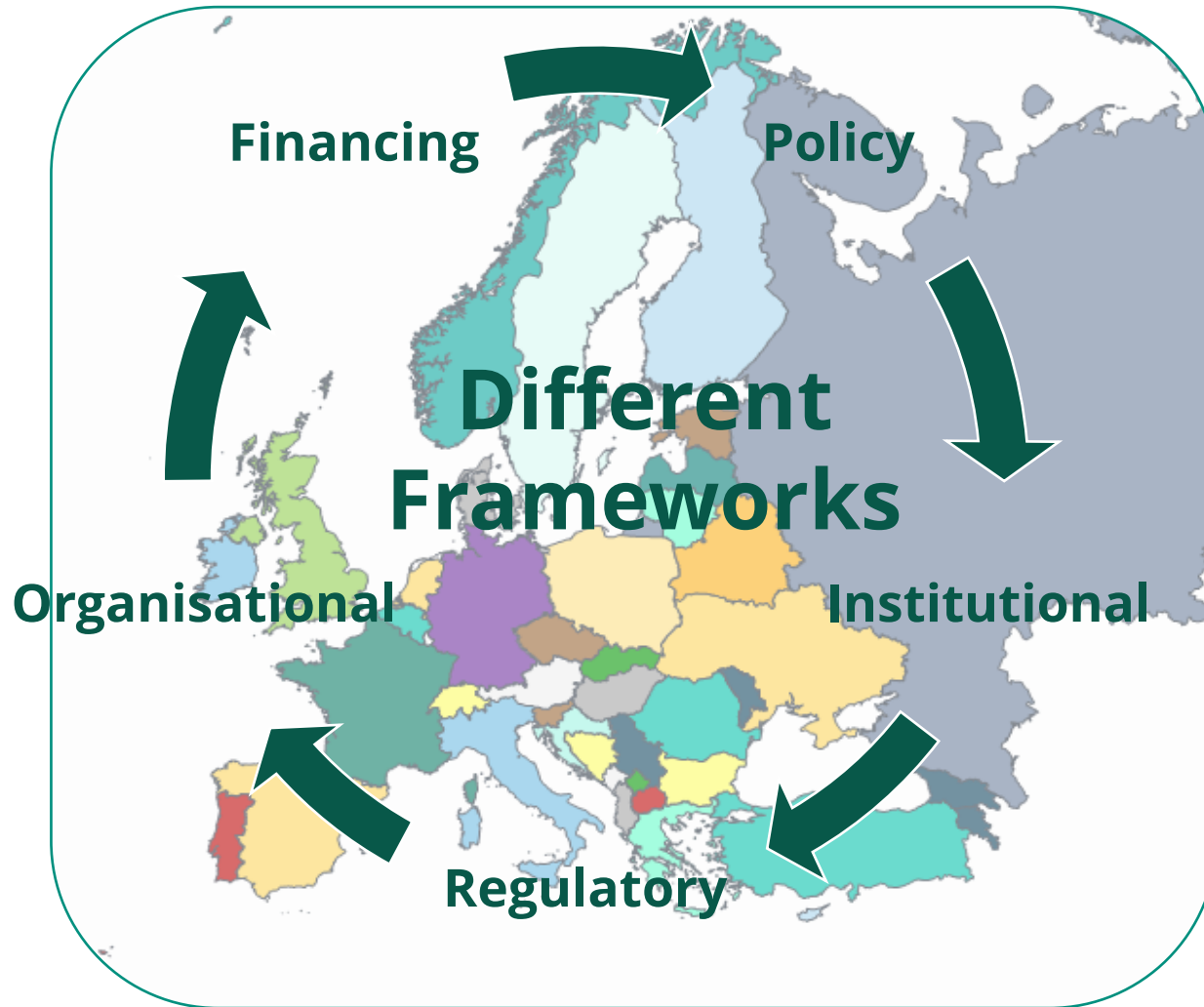
On what basis does the public transport give coverage of villages and rural areas?

...

Insight Papers: preliminary results

Financing

Policy

Different Frameworks

Organisational

Institutional

Regulatory

http://ruralsharedmobility.eu/index.php/insight-papers/

Some Key Motivations

There is near-total **absence** of **specific policy** for mobility in rural areas

There are **different Authority levels acting** in rural mobility

There are **few obligations** to provide rural mobility services

The organisational **arrangements** for rural shared mobility are **weak**

Frameworks are **not conducive** to developing rural **shared mobility**

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Task1: Good Practices

Rural Mobility Programmes [MP]

Rural Transport Programme, IE, [MP1]
ITNAmerica, USA, [MP2]
CT Program, Ontario, Canada, [MP3]
Fare-free buses, EE, [MP4]
National MaaS Framework, FI, [MP5]

Hybrid cases [HYB]

ArrivaClick On-Demand PT Service, UK [HYB1]
Badenoch&Strathspey Community Transport Company, UK [HYB2]
Texelhopper, NL [HYB3]
Go-Mobil, AU [HYB4]

Demand Responsive Transport [DRT]

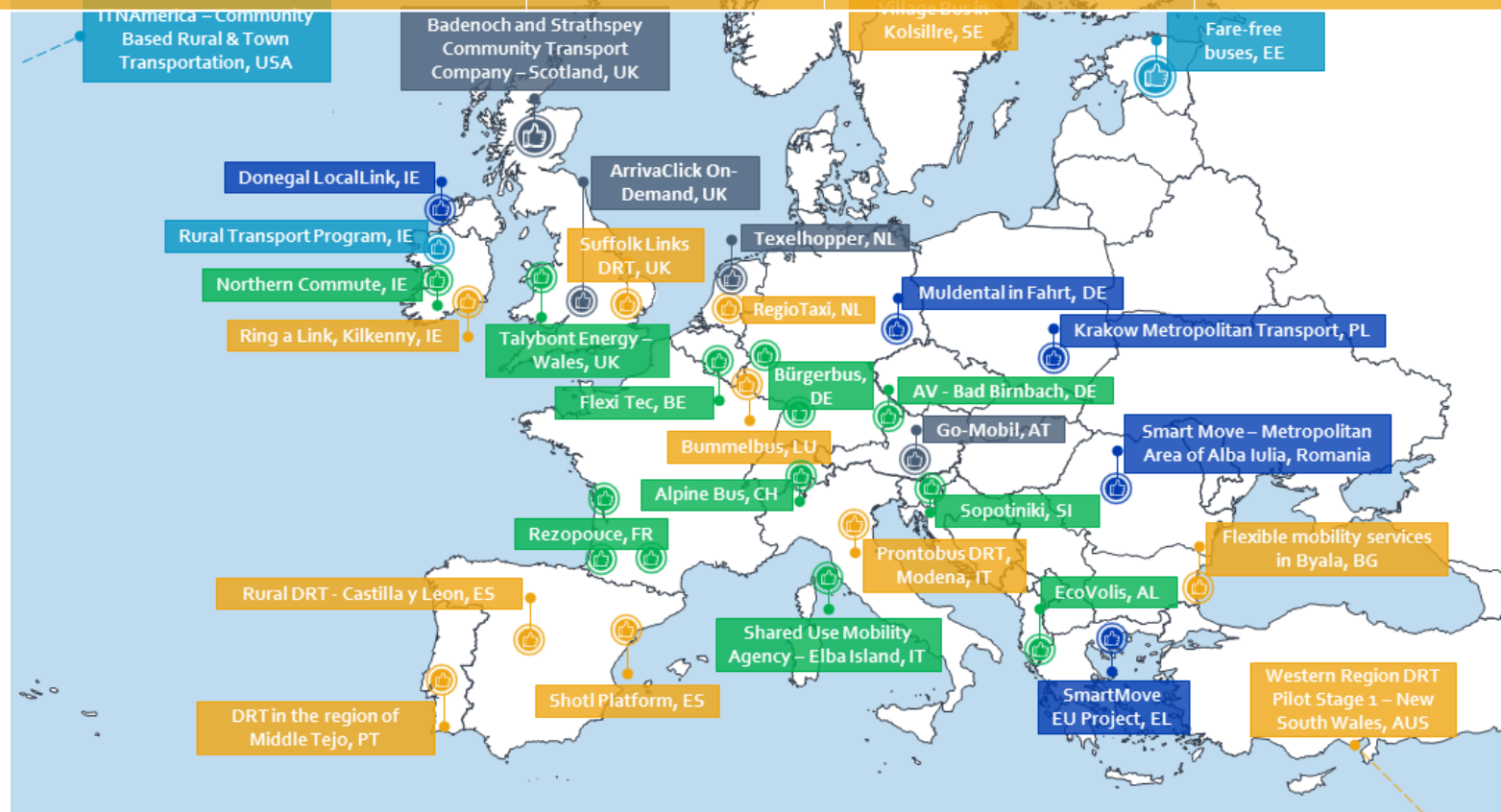|			
Ring a Link, Kilkenny, IE [DRT1]	Shotl Platform, ES [DRT4]	Bummelbus (DRT), LU [DRT7]	Flexible mobility services in Byala, BG [DRT10]
Prontobus, Modena Province, IT [DRT2]	The Village Bus in Kolsillre, SE [DRT5]	Western Region DRT Pilot Stage 1 – AUS [DRT8]	DRT in rural areas of Castilla y Leon, ES [DRT11]
DRT in the region of Middle Tejo, PT [DRT3]	RegioTaxi, NL [DRT6]	Suffolk Links DRT, UK [DRT9]	

Shared Mobility [SM]

SUMA,Elba, IT [SM1]
SOPOTNIKI. SI [SM2]
Alpine Bus –Bus service in tourist area, CH [SM3]
Talybont Energy, UK [SM4]
Rezo Pouce, FR [SM5]
EcoVolis community bike-sharing, Albania [SM6]
Northern Commute, Limerick, IE [SM7]
Autonomous shuttle in Bad Birnbach, DE [SM8]
Bürgerbuses, Baden-Württemberg, DE [SM9]
Flexi Tec, BE [SM10]

(Rail and Bus) Public Transport Network [PT]

SmartMove project in Langadas, GR [PT1]
Krakow Metropolitan Transport, PL [PT2]
Smart Move in Alba Iulia, RO [PT3]
Muldental in Fahrt, DE [PT4]
Donegal Local Link, IE [PT5]

SMARTA Report on rural Good Practices

RURAL SHARED MOBILITY

SMARTA
smart rural transport areas

SMARTA
Sustainable shared mobility interconnected with public transport in European rural areas
developing the concept of 'smart rural transport areas' [SMARTA]
N° MOVE/B4/2017/473

Report on rural Good Practices

This project is funded by the European Union

Main reference typologies

Rural Transport Policies | Demand Responsive Transport
Shared mobility solutions | Rail and bus public transport network

More than 30 GPs in rural mobility domain

More than 20 countries covered

Available at

https://ruralsharedmobility.eu/report-on-rural-good-practices/

MemEx

Some examples

Demand Responsive Transport Services

Ring a Link, Ireland

Established in 2001 as a grassroots organisation of local transport services, with focus on combatting social exclusion, it currently operates daily and regular DRT and scheduled services; it has expanded its coverage area. It has now developed into a comprehensive transport coordination unit with operations in five Irish counties. All services are for general use. DRT requires to be pre-booked. Total annual ridership across all services in 2017 was 143.000 passengers.

https://ruralsharedmobility.eu/wp-content/uploads/2019/08/SMARTA-GP-Ring-a-Link.pdf

RegioTaxi, The Netherlands

Regiotaxi is essentially a regional taxi service that operates in several regions in The Netherlands. The service is essentially a door-to-door service with no fixed stops or routes. Other travellers may also be picked up during the route, which means, for the passengers, lower prices than conventional taxi competitors. Although, since 2010, ridership has been falling due to stricter regulations, in 2013 total passengers were 1.49 mln.

https://ruralsharedmobility.eu/wp-content/uploads/2019/08/SMARTA-GP-REGIOTAXI.pdf

Bummelbus, Luxembourg

The Bummelbus is an on-demand transport service which complements public and private transportation. It is organised in the framework of professional driver training for people that are long term unemployed. The Ministry of Labour is the main funding source. The service is extended also towards schoolchildren for their afterschool activities (60% of riders are children). From the social point of view, in 2016, 40 employees were reintegrated into the job market.

https://ruralsharedmobility.eu/wp-content/uploads/2019/08/SMARTA-GP-Bummelbus.pdf

Bürgerbus, Germany

Bürgerbus is a community-based transport service operating in different regions of Germany, including three of the larger federal states. Volunteers are involved in the service operation (driver, back office, etc.). The service complements the conventional public transport services in rural and semi-rural areas. Thanks to the voluntary participation of the citizens, the personnel costs, which usually account for at least 60% of the operating expenses, are largely reduced. More info on:

https://ruralsharedmobility.eu/wp-content/uploads/2019/08/SMARTA-GP-BurgerBus.pdf

Source: http://www.sami-salach.de/home/die-unterstuetzung.html

Go-Mobil, Austria

Go-Mobil is a door-to-door flexible transport service that operates in 36 peripheral and rural areas in Carinthia, providing residents access to groceries, doctors, post offices and bus stops; the service complements conventional public transport systems. It offers meaningful employment (as drivers) to the inhabitants of villages while helping vulnerable population groups (especially physically impaired people) to escape social isolation. More info on:

https://ruralsharedmobility.eu/wp-content/uploads/2019/08/SMARTA-GP-GO-MOBIL.pdf

Source: http://www.gomobil-kaernten.at/index.php?id=127

Less costs / More flexibility / Less social exclusion / More rides

Badenoch & Strathspey Community Transport Company (BSCTC), UK

The BSCTC operates one of the most successful Community Transport Schemes in Scotland, with the assistance of volunteer drivers and telephonists. BSCTC operates: i) Registered door to door bus routes, (reservation for social activities), ii) Group hire, which includes minibus hire with a volunteer driver for social outings and iii) mobility scooter and wheelchair loan service. More info on: https://ruralsharedmobility.eu/wp-content/uploads/2019/08/SMARTA-GP-Badenoch-and-Strathspey-Community-Transport-Company.pdf

Source: http://www.ct4u.co.uk/about-us/vehicles.aspx

Rezopouce, France

RezoPouce is an organised hitch-hiking service which started in 2009 and is now deployed in around 2,000 municipalities across France covering about 20% of rural areas. It shows the potential of local communities in helping each other through a simple and well-organised hitch-hiking service, supported by the RezoPouce Association. RezoPouce is used for all kinds of trips including commuting for work or education. Average waiting time: 6 min; 50% less than 5 min, 90% less than 10 min. More info on: https://ruralsharedmobility.eu/wp-content/uploads/2019/08/SMARTA-GP-Rezopouce.pdf

Source: http://www.parc-gatinais-francais.fr/rezo-pouce-ca-roule/

Community-based solutions

SMARTA Report on rural Good Practices

TIPS & RECOMMENDATIONS FROM SMARTA GOOD PRACTICES

https://ruralsharedmobility.eu/good-practices/

Smart Move in Alba Julia, RO [PT3]

Engaging and delegating responsibilities to local authorities in service planning (e.g. from county to an association of local authorities)

Adjust the transport offer to better suit the needs of rural communities

Alpine Bus, Bus service in tourist area, CH [SM3]

Establish partnership combining public authorities and private companies (bus and taxi operators), as well as sponsors such as local hotels and businesses

Enhance financial sustainability communities

Bummelbus, LU [DRT7]

Cross-sectoral partnership working between different public department (social, health, education, work) or ministries

Meet fundamental mobility needs and efficient use of public resources

Donegal Local Link, IE [PT5]

Set up individual local offices, managed by a community-led group with high level of voluntary participation in collaboration with health, education and other agencies

Enable the community to plan and prioritise services

DRT in the region of Middle Tejo, PT [DRT3]

Cluster of metropolitan and local authorities commonly pool their resources

Possibility to join human resources for launching a new service and set up a DRT call centre

Integration of ride sharing solutions with the overall mobility and PT services through a technology-enabled platform, efficient organisational framework and new business model concept

Provision of unique point of access to all information

Shared Use Mobility Agency in Elba, IT [SM1]

Badenoch&Strathspey Community Transport Company, UK [HYB2]

Take a holistic view in operating transport services, i.e. see transport as an enabler for other activities, look for partnerships with a range of organisations and diversity of funding sources

Develop services specifically tailored to local needs

Ring a Link, Kilkenny, IE [DRT1]

Re-planning of the service through a mixed network of trunk fixed-route bus service supplemented by DRT to more remote areas

Optimization of resources and increase ridership

SmartMove project in Langdas, GR [PT1]

Develop an active mobility consultancy campaign, both for understanding user needs and inform future planning

Overcome the negative perception and poor awareness of bus service

Rezo Pouce, FR [SM5]

Use a clear branding, high quality website, app and network of prominent collection point sign-posts that conveys messages of professionalism, permanency and scale of operation

Build a picture of a safe and affordable service

Provide accurate pick-up time and estimated time of arrival, as well as information about walking directions towards a pick-up point and from the drop-off point to their final destination

Improve service usability

Shotl Platform, Spain [DRT4]

Providing the option to book via a number of means of communication (telephone, SMS, email, website and app)

Ensure inclusivity and usability of the service

Prontobus, Modena Province, IT [DRT2]

Northern Commute, Limerick, IE [SM7]

Establish a car-pooling scheme with facilitated ride-matching, allocated priority parking spaces to car-poolers, internal promotion and incentives for use

More sustainable mobility for commuters

Muldental In Fahrt, DE [PT4]

Pay attention to guaranteed physical and digital interconnection between shared and public transport services, especially in the presence of train station

Take care of multimodal and intermodal coordination

ArrivaClick On Demand PT Service, UK, [HYB1]

Adopt flexible tariffs depending on journey distance, time/day of travel, accompanied with other tools such as discounts, weekly commuter pass (e.g. a couple of rides per day) and weekly unlimited passes

Offer "premium form" of public transport communities

Texelhopper, NL [HYB3]

Leverage advanced ICT solutions offering performant algorithm for calculating best routes to propose based on the past, journey reservation, e-ticketing, real time monitoring, etc.

Maximise service efficiency

Complement conventional PT services with community-based services thanks to volunteers driving the vehicles (minibus or large passenger cars) and undertaking other support tasks related to the service

Improve the overall transport offer

Bürgerbus, Baden-Württemberg, [SM9]

Clarify your core objective and consequently adopt the most suitable service scheme (door to door, point to point, many to many, etc.)

Maximise the potential of the transport service

Regiotaxi, NL [DRT6]

MemEx
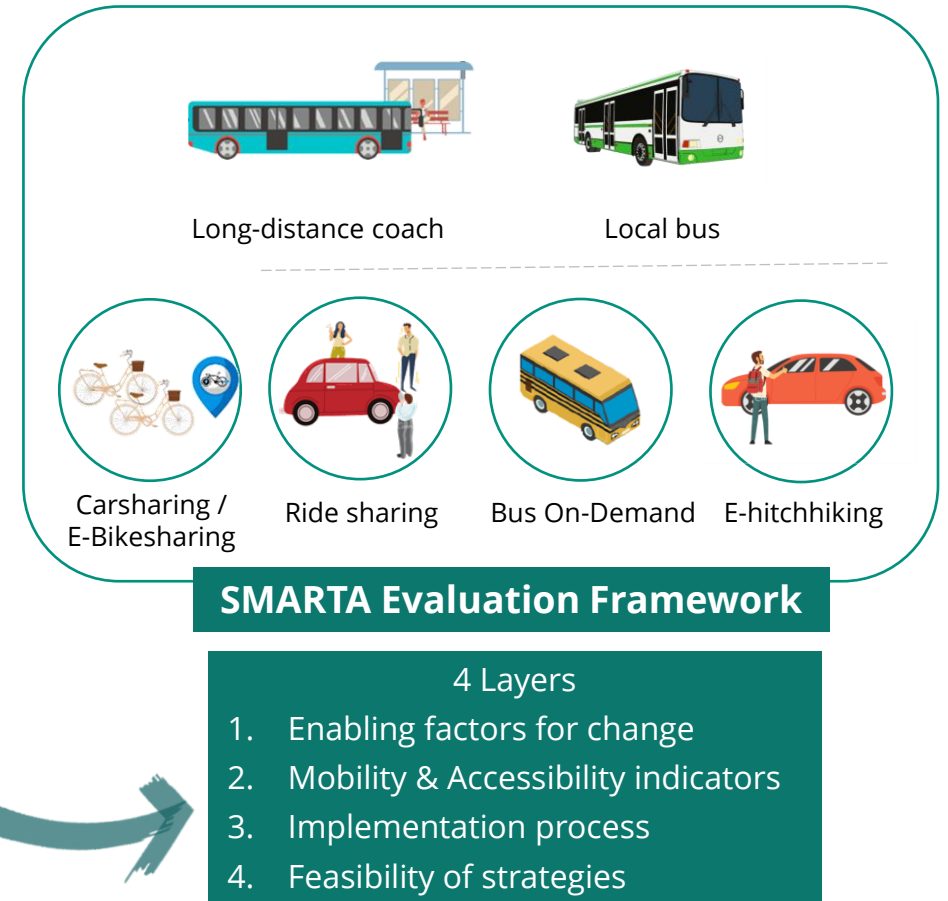
Task2: Demonstration and Evaluation

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

↳ Combining travellers more efficiently by different service schemes

↳ Improving the availability and integration of transport offer and mobility options

↳ Support ITS such as user info, booking, ticketing, fleet control, …. MaaS schemes

SMARTA Consortium is supporting and engaging with 13 different sites across Europe

Long-distance coach   Local bus

Carsharing /   Ride sharing   Bus On-Demand   E-hitchhiking
E-Bikesharing

SMARTA Evaluation Framework

4 Layers
1. Enabling factors for change
2. Mobility & Accessibility indicators
3. Implementation process
4. Feasibility of strategies

Task 2: Pilot sites and Good Practices

4 SMARTA Pilot sites

SMARTA
smart rural transport areas

- Ring a Link, Kilkenny, Ireland
- School bus and ITS, Toscana Sud, Italy
- RezoPouce, Herault, France
- Bürgerbus, Germany

4 SMARTA2 Pilot sites

SMARTA2
SUSTAINABLE RURAL MOBILITY

- East Tyrol, Austria
- Municipality of Trikala
- Municipality of Águeda
- Brasov Metropolitan Area

5 in-depth Good Practices

13 Different mobility practices

Vejle, DK

Vidzeme, LV

Groningen Drenthe, NL

Kilkenny, IE

Bürgerbus, DE

Bielsko-Biala, PL

Herault, FR

East Tyrol, AT

Brasov, RO

Águeda, PT

Trikala, GR

Vallirana, ES

Toscana Sud, IT

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Task 2: Pilot sites and Good Practices

4 SMARTA Pilot sites

SMARTA smart rural transport areas
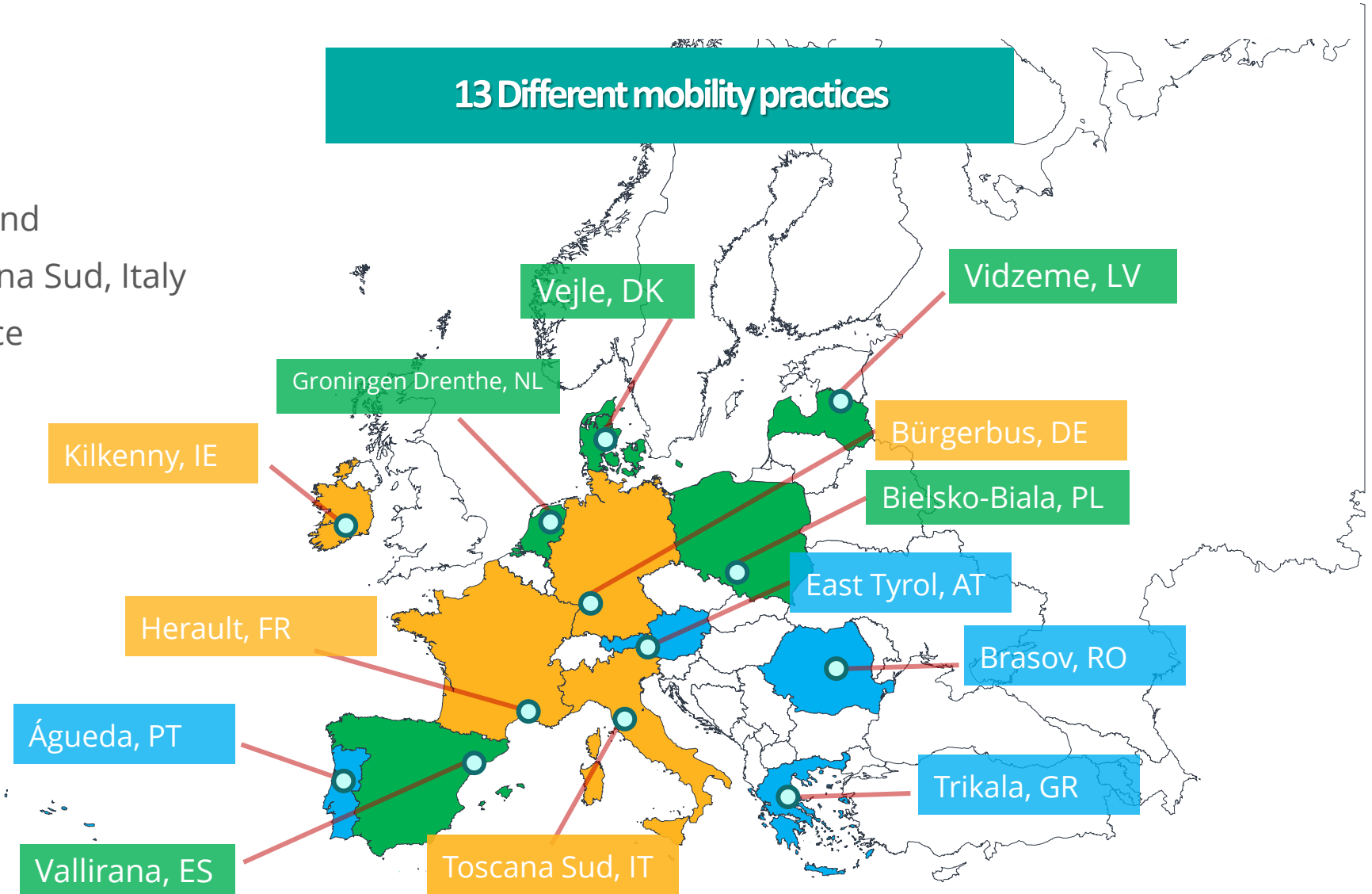
Ring a Link, Kilkenny Ireland

Who	Demand responsive and door-to-door service by a non-profit making, charitable transport organisation
What	Integration of conventional and shared mobility services

Bürgerbus Germany

Who	Community based transport services in Kusel District and Dreisam Stromer
What	Analysis of different business cases and models

RezoPouce France

Who	Hitch-hiking service organized by Municipalities with Rezopouce association
What	Evaluation of (new) RezoPouce services in 2 areas of Herault

'Open door' school bus, Toscana, Italy

Who	Public Transport Operator of Arezzo, Grosseto, Siena, Piombino and Val di Cornia
What	Transport services dedicated to students managed with innovative ITS CELSO sytem

Kilkenny, IE

Bürgerbus, DE

Herault, FR

Toscana Sud, IT

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Task 2: Pilot sites and Good Practices

4 SMARTA2 Pilot sites

SMARTA2
SUSTAINABLE RURAL MOBILITY

East Tyrol Austria

Who	Regional Management East Tyrol no profit organisation
What	Expand the existing car-sharing system with four new stations and four cars & Integrated ticketing

Brasov Romania

Who	Brasov Metropolitan Agency for Sustainable Development
What	Carpooling platform that will enable users to offer and book shared trips

Águeda Portugal

Who	Municipality of Águeda, Portugal
What	Expand the electric bike-sharing system by installing five e-bike parks and 15 e-bikes

Trikala Greece

Who	e-Trikala (Trikala Municipality)
What	Application for real-time PT information and carpooling options

East Tyrol, AT

Brasov, RO

Águeda, PT

Trikala, GR

MemEx

Task 2: Pilot sites and Good Practices

5 in-depth GPs

Veijle Municipality, Denrmak

Who	Veijle Municipality in cooperation with NaboGo
What	Implementation of a ridesharing application

Groningen-Drenthe The Netherlands

Who	Groningen-Drenthe Province
What	Mobility hubs for integration of transport services

Vidzeme region Latvia

Who	Vidzeme Planning Region
What	Pilot of Transport on Demand services (ToD) in two counties of the region – Mazsalaca County and Alūksne County

Vejle, DK

Vidzeme, LV

Groningen Drenthe, NL

Bielsko-Biala, PL

Vallirana Municipality Spain

Who	Vallirana City Council, Soler i Sauret PT, Shotl ITS Provider
What	Integration of on-demand transport services with conventional PT

Bielsko-Biala Poland

Who	Vidzeme Planning Region
What	Pilot of Transport on Demand Service & Non-Commercial Drive Pooling in Bielsko

Vallirana, ES

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Task 3: Engagement and Networking

Building the SMARTA network is a fundamental step for ensuring the **validation** of the SMARTA activities, for achieving **widespread uptake** of the SMARTA findings and for **raising awareness** about the rural mobility issues.

SMARTA Network

1) Is **consulted** for validating the results of the project (e.g. analysis of the frameworks for each of the EU-28)

2) Is **involved** in the discussions related to the smart solutions for improving the accessibility of rural areas, through Pilot experiences, Good practice cases, etc.

3) Is involved in the open **discussion** for the development of **new policies** for rural shared mobility

SMARTA started a process to share and discuss the information, through workshops, SMARTA website, conferences, etc.

Through the various networking actions, SMARTA is putting the facts and the analysis in front of the policy-makers, authorities/agencies, practitioners and others, to generate awareness of the issues and the need for policy development

Task 3: Engagement and Networking

First SMARTA Workshop, January 2019

Through our network and workshops, we continue to gather Stakeholders' feedback and perspectives, update our hypothesis and analysis, and fine-tune our material so it reflects the sector views as much as possible

While aiming to influence policy at the European level, we do not forget that Member States, Regions, Local Government and Communities are all policy-makers, whether as written policy or simply what they do in practice.

We will use the network of SMARTA pilot sites to evaluate impacts of shared mobility services on the ground

SMARTA final Conference planned for December 2020 (physical of virtual depending on COVID-19 restrictions)
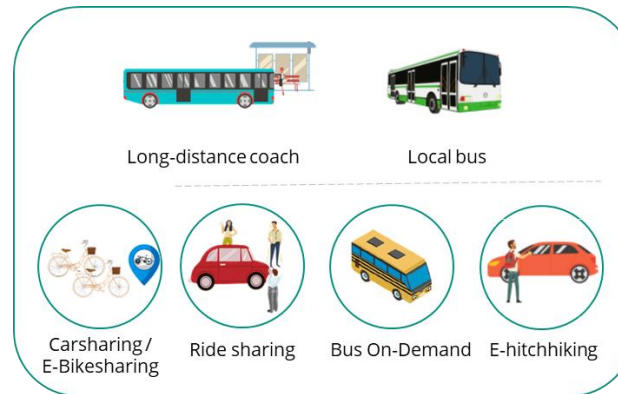
We seek to meet with the EP Committee on Transport and Tourism to present our analysis and policy recommendations, for their consideration

MemEx

Outcomes

"Insight Papers" & Good Practices

"Pilot Demonstration"

Long-distance coach   Local bus

Carsharing / E-Bikesharing   Ride sharing   Bus On-Demand   E-hitchhiking

Stakeholders' engagement

Policy recommendations for rural mobility for improving the accessibility in rural areas

Regional and local authorities

European Parliament

European Commission

Practitioners and operators

Institutional, regulatory and financial framework

Organization and key responsibilities on rural transport

Integration of rural area in wider areas

Shared mobility services as key part of transport system in rural area from planning to the operation

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SMARTA vs the COVID-19

SMARTA will **record the experience** of rural shared mobility during and after the COVID-19 restrictions, working with the SMARTA/SMARTA2 Pilot and Good Practice sites.

What are the **impacts** of these restriction measures for rural areas?

How will **rural people respond** once that the situation will, hopefully, start to be solved?

What will be the **attitude of people toward shared mobility**? Will people be willing to share their vehicle?

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Resources available on the SMARTA website

➢ Full Set of **Insight Papers**, developed for all EU Member States plus selected third countries. The IPs are available at this link.

➢ **Good Practice** cases in rural shared mobility. More than 30 GPs have been deeply analysed. The set of GPs is available at this link.

➢ **Report** on rural mobility good practices, available at this link.

➢ SMARTA **Evaluation Framework**, available at this link.

➢ Repository of the **evaluation materials** of past-projects, available at this link.

➢ Report of the first **SMARTA workshop**, held in Brussels on January 2019, available at this link.

➢ Key information of the SMARTA2 project, available at this link.

SMARTA
smart rural transport areas

Thank you!

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TIME TO ACT
FOR RURAL MOBILITY

Webinar series
June – July 2020