

# SMARTA 2 – Demonstrators

SUSTAINABLE SHARED MOBILITY INTERCONNECTED WITH PUBLIC TRANSPORT IN  
EUROPEAN RURAL AREAS



# SMARTA2

SUSTAINABLE RURAL MOBILITY



*with the contribution of Brian Leslie Masson*



SMARTA 2 is an EU-funded project under MOVE/B4/2018-567 running from September 2019 to March 2021. The responsibility for the information of this presentation lies entirely with its authors. It does not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf are responsible for the use which may be made of the information contained therein.

- ➔ **Rural areas** present specific conditions that require further support towards the achievement of **efficiency, effectiveness and sustainability on transport and the adoption of multimodality and smart solutions.**
- ➔ **Traditional transport systems seem to be inefficient to address the needs** of the entire range of the population, and especially those residing in **rural areas.**
- ➔ **Demand Responsive Transport** is one of the most well studied and proposed transport solution addressing this problem in an economic and efficient way.

Complement the **SMARTA** project by deploying, implementing, monitoring and evaluating

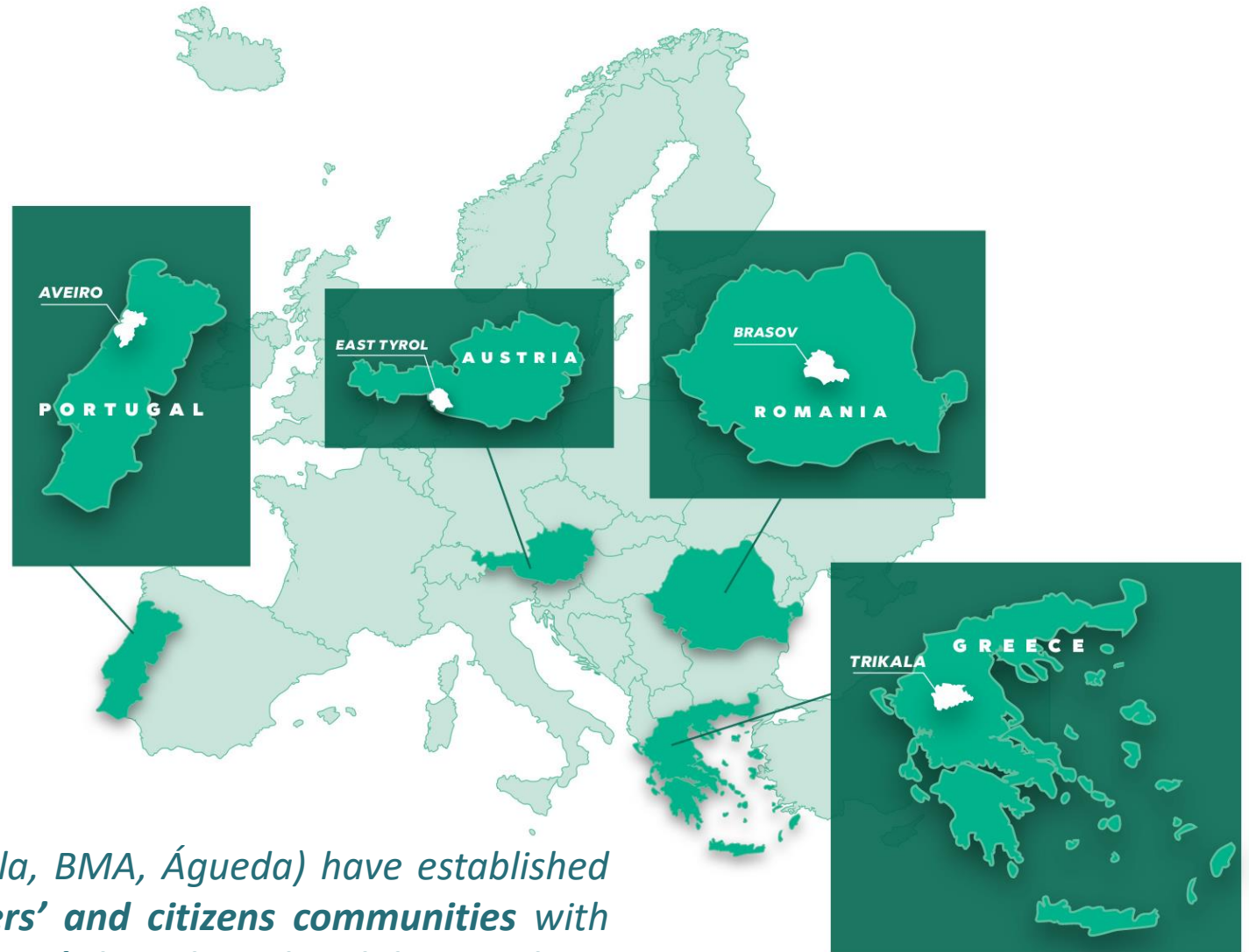
**4 demonstrators of sustainable shared mobility interconnected with public transport, including multimodal travel information services in    and **

and

provide continuous expert support to all demonstrators for organising **raising awareness events and behavioural incentives and nudges**, to facilitate the uptake of the pilot services by locals and contribute to the sustainability of the services beyond funding period.

# SMARTA 2 – Demonstrators

- **Good geographical coverage** - areas with different rural mobility needs.
- **Complementarity in terms of target audiences:** from people travelling to the urban areas for work, to elder people who cannot drive for themselves, to students and younger adults.
- **All four areas run projects/initiatives** or there are currently political discussions about the initiation of new projects and initiatives that aim to tackle the identified mobility challenges in their areas.
- **All demonstration site partners (RMO, e-Trikala, BMA, Águeda) have established long-term connections with their stakeholders' and citizens communities with which they have collectively identified their areas' shared rural mobility needs.**



# SMARTA 2 in East Tyrol (AUSTRIA)

- The project will assist East Tyrol in expanding its Flungs e-carsharing system, currently including three carsharing stations, with four carsharing stations and four cars.
- The new service will be linked to the public transport system through an integrated ticketing and information system, and it will be offered at advantageous prices during the project's lifecycle.
- The service is embedded in the long-standing efforts of Tyrol to improve the mobility of its citizens with flexible transport services (defMobil, Virger and Assling Mobil, Flungs e-carsharing).



# SMARTA 2 in Trikala (GREECE)

- Under SMARTA 2, Trikala sets up a carpooling system, operated via an online application that allows users to check real-time public transport information along with available carpooling options to facilitate the connection between 2 villages (Megala Kalyvia and Megarchi) and the city of Trikala.
- The application also includes an on-demand service to send requests for buses together with a booking system for other supporting services such as storage lockers, wheelchair scooters and bicycles, offered at the info point in Trikala's main square.



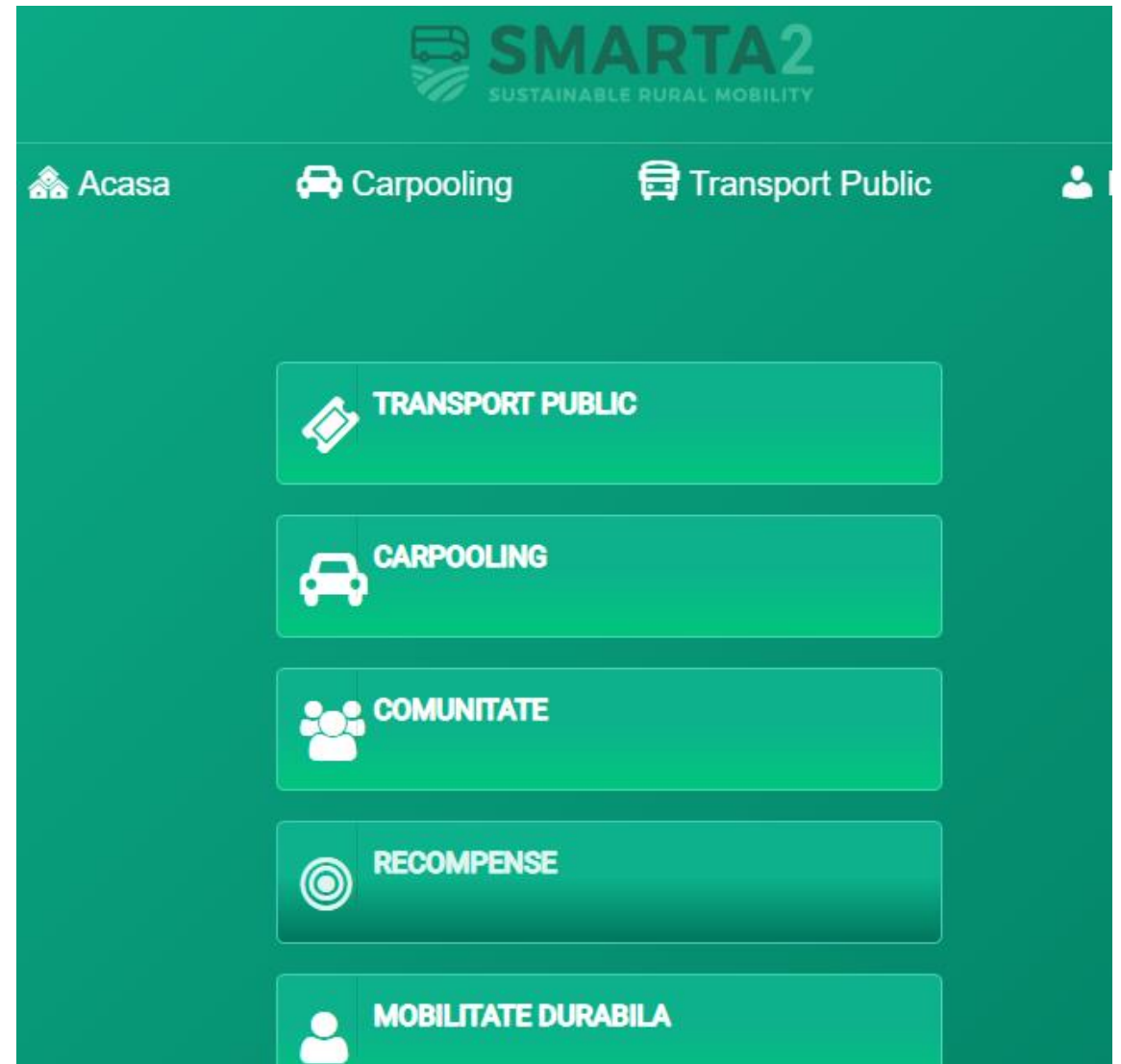
# SMARTA 2 in Águeda (PORTUGAL)

- Under SMARTA 2, Águeda is expanding its beÁgueda electric bike-sharing system with 15 brand new e-bikes and 5 e-bike stations.
- The new e-bike stations are installed in the rural parishes of UF de Travassô e Óis da Ribeira, UF de Recardães e Espinhel, UF de Trofa, Segadães e Lamas do Vouga, Freguesia de Valongo do Vouga and Freguesia de Macinhata do Vouga. Citizens of Águeda, and especially its students, can now mount a bike from these areas and connect to the nearby transport stations, or simply enjoy a ride to their points of interest.
- A new APP and management system are available to promote a friendly user experience and enjoy an expanded network of 9 e-bike stations and 25 e-bikes.



# SMARTA 2 in Brasov (ROMANIA)

- Through SMARTA 2, communities around Brasov are testing rural mobility solutions based on a community building approach.
- More concretely, through the provision of incentives by public and private enterprises, such as free parking spaces or discounts, citizens in these areas are encouraged to use public transport or alternatives such as carpooling, instead of their cars.
- The approach is to support the members of these rural communities in acknowledging their role and responsibility in traffic congestion and air pollution, and in defining solutions that best answer their mobility needs and territorial challenges.





# SMARTA 2 approach



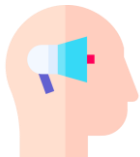
**Analyse the current mobility landscape in East Tyrol, Trikala, Águeda and Brasov**

Economy, Geography, Social and Cultural Characteristics



**Set up and implement smart transport services following a participatory approach**

Local stakeholders are invited through workshops and surveys to take the floor and express their views



**Facilitate the uptake of the services using behavioural theory**

Regulation or Nudging? We try the latter. Behavioural theory into practice

# SMARTA 2 approach



## **Monitor and evaluate the services operation and performance**

Robust evaluation framework with dedicated data collection methods



## **Explore what worked (or did not work) in each demonstrator worked and why**

How did the demonstrator do? What can be learnt from these experiences?



## **Facilitate the replication of good practices**

An evaluation and monitoring framework and a toolkit to make informed decisions in shared mobility

# Thank you!

## Any questions?

Want to keep in touch? Here is how:



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