

TIME



**FOR RURAL
MOBILITY**

*Webinar series
June – July 2020*



TIME TO ACT FOR RURAL MOBILITY

Rural mobility - an engine for developing strong rural communities

Starting a shared mobility service - practical experiences from different European rural areas

Locals, incomers, homecomers and visitors – changing mobility lifestyles in rural areas

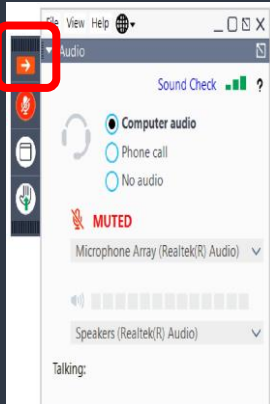
 **SMARTA**
smart rural transport areas
Webinar series

Rural mobility – an engine for developing strong rural communities

Starting a shared mobility services – practical experiences from different European rural areas

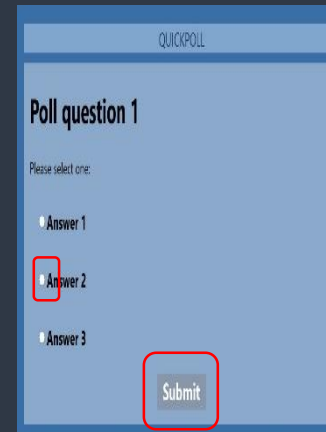
Go To Webinar tutorial

This webinar is being recorded to make the content available to other interested parties afterwards.



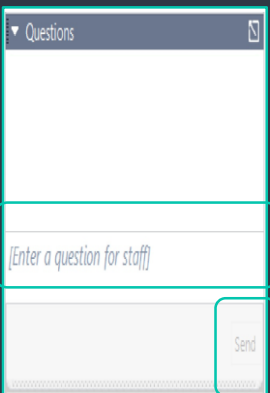
How to use the control panel?

- Click on the orange arrow icon in order to hide the panel showing the Q&A, audio settings and chat.



How to participate in a poll?

- The poll appears directly on your screen when the presenter starts it.
- Please click on the option(s) you want to select and then click "Submit".



How to ask a question?

- Type your question in the dedicated section of the panel and send it to the organizers.
- All questions related to the content of the discussion will be answered at the end of the webinar.
- Please also use this section to inform us if you are experiencing IT-related issues.

TIME TO ACT FOR RURAL MOBILITY

Third SMARTA Webinar

**Locals, incomers, homecomers and visitors
– changing mobility lifestyles in rural areas**



Rural reality in Europe

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*



Rural shared mobility in Europe: [Key findings from the SMARTA Project](#)

Actual situation in European rural areas

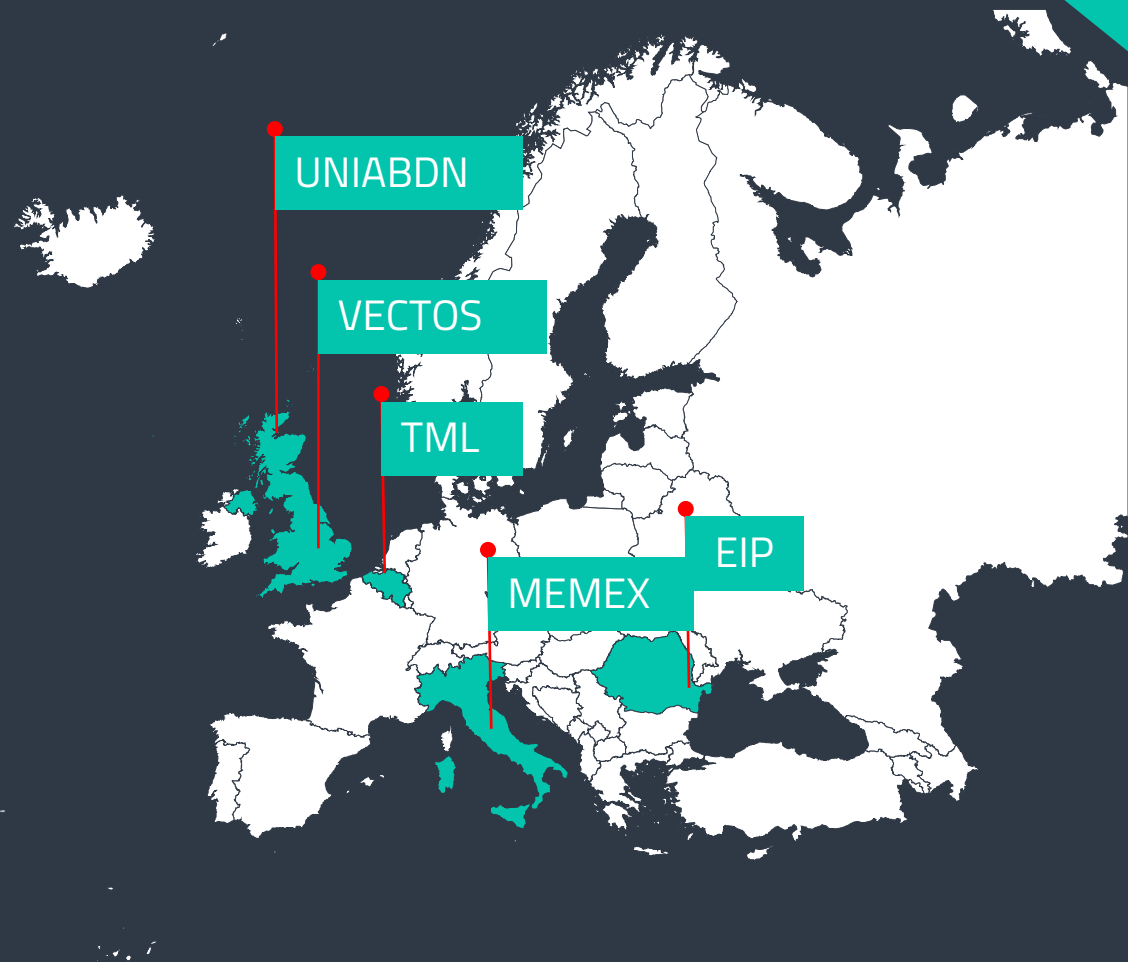
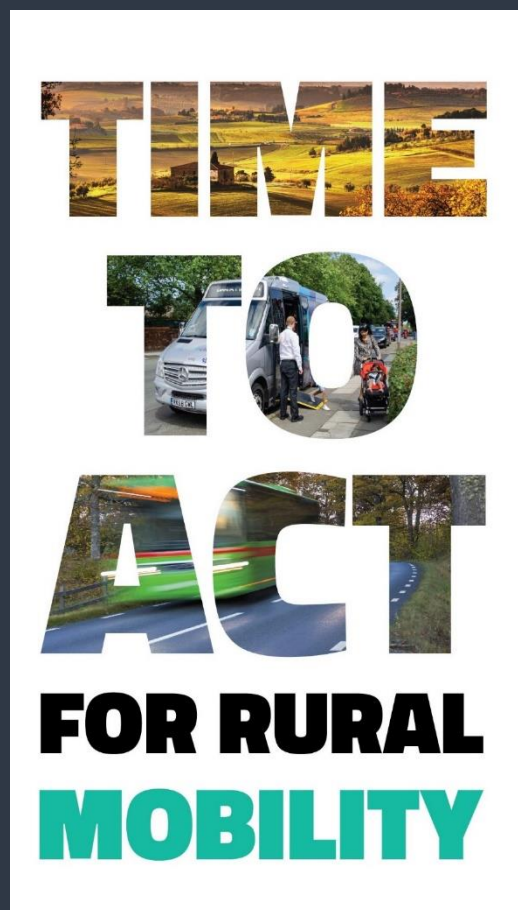
- De-Population
(Ageing population and two-fold migration effect)
- Connectivity – physical and digital
- Lower income
- Vulnerability to weather conditions
- Diversity and differences between regions
- Geographical conditions (from peri-urban to mountain to insular rural mobility)
- Social aspects



The SMARTA project

- Sponsored by European Parliament
- Funded by EC-DG MOVE
- Objective:

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



Insight Papers

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


34

- EU: 28 Countries**
(+ Scotland)
- Non- EU countries:**
Albania, North Macedonia, Moldova
- Rest of the world:**
Canada, Australia

[Insight papers on SMARTA website](#)

RURAL SHARED MOBILITY
www.ruralsharedmobility.eu

SMARTA
smart rural transport areas



AUSTRIA
INSIGHT PAPER

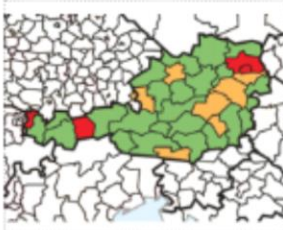
Authors: Tamara Gordan-Hackl, Veronika
Date: 05.09.2019

RURality (1)

Degree of urbanisation for local administrative units level 2 (LAU2)



Urban-rural typology for NUTS level 3 regions



Source: Eurostat, JRC and European Commission Directorate-General for Regional Policy, May 2019

Source: Eurostat, JRC, IPG, PREG-GS, December 2018

1 - Insight Paper - AUSTRIA

RURAL SHARED MOBILITY

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POPULATION

14% Share of people living in towns and suburbs

17.8% Share of people living in rural areas

Belgium is a federal constitutional unitary system of governance. It is complex and is structured on historic grounds. It is divided into regions: Flanders in the north, the Brussels-Capital Region, the Walloon Region, and the most densely populated region in terms of population. The northwest and the central plateau both belong to the Anglo-Belgian Basin, and the Ardennes uplands in the southeast to the Hercynian orogenic belt. The Paris Basin reaches a small fourth area at Belgium's southernmost tip, Belgian Lorraine.

Key challenges: improve its competitiveness and reinforce the sustainability of its economy (in numerous areas including public accounts, the environment, education and so on); rationalize and stabilize its institutional arrangements; and better integrate on society's margins, particularly second- and third-generation Muslim minorities.

Belgium has three main urban agglomerations: the coastal plain in the northwest, the Brussels-Capital Region, and the Paris Basin. Belgium has three main urban agglomerations: the coastal plain in the northwest, the Brussels-Capital Region, and the Paris Basin.



2.1% Share of people aged 16 and over who reported unmet needs for health care in the previous 12 months due to expense, distance to travel or length of waiting list in rural areas, 2017

4.9% Unemployment rate, persons aged 15-64, in rural areas, 2017

10% Share of young people aged 18-24, neither in employment nor in education or training, (NEET) in rural areas, 2017

Source: Eurostat

2 - Insight Paper - BELGIUM

Good Practices

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

32

1. Demand Responsive Transport
2. Rail and Bus Public transport Networks
3. Shared Mobility
4. Transport Policy
5. Hybrid cases

[Good Practices on SMARTA website](#)

RURAL SHARED MOBILITY
www.ruralsharedmobility.eu

REZOPOUCE
ORGANIZING MODERN HITCH-HIKING
Country: France

OVERVIEW

Short description of the Good Practice Case:

RezoPouce is a successful modern hitch-hiking service. Thanks to modern information technology and a simple registration procedure it avoids the drawbacks of classic hitch-hiking, i.e. a subjective feeling of unsafety and uncertainty, and reinforces the advantages of it, i.e. that it is a rapid, convenient and extremely cheap means of transport.

50% of users wait less than 5 minutes! 90% less than 10 minutes!

The organisation behind the service uses furthermore an innovative governance model: a cooperative society with collective interest (SIC).




Figure 1. RezoPouce hitchhiking app
Source: DMO Agency

MOBILITY **SMARTA**
smart rural transport areas

Results (through)	Success factors/strengths
<ul style="list-style-type: none"> 3624 persons 66 000 km. The with 5 localities km. These trip trips taken using 	<ul style="list-style-type: none"> Combining existing resources in a rational and creative way Using the strengths of both main actors. The municipality knows the services available and the particularities of its territory. The PT operator has a good mobility knowhow and regional (financial) support.
<ul style="list-style-type: none"> Variable to most not always well- 	<p>Difficulties encountered/weakness</p> <ul style="list-style-type: none"> Lack of a more regional scale approach for call centres with better ICT approach with more real time approach and probably better use of vehicles. Uncertainties on how the service will continue. Normally the service will be integrated in a larger regional service.

Main aspect/issue addressed by the good practice

- The extremely high cost of public transport in rural areas
- The lack of mobility for people without a car in rural areas
- The (subjective) feeling of unsafety and uncertainty of classic hitch-hiking
- The lack of knowledge in nearly all rural municipalities of setting up a modern hitchhiking service and of new technologies is addressed by
 - a performant communication technology that makes hitch-hiking a safe, comfortable, rapid and convenient means of transport; and

Main objectives of the good practice

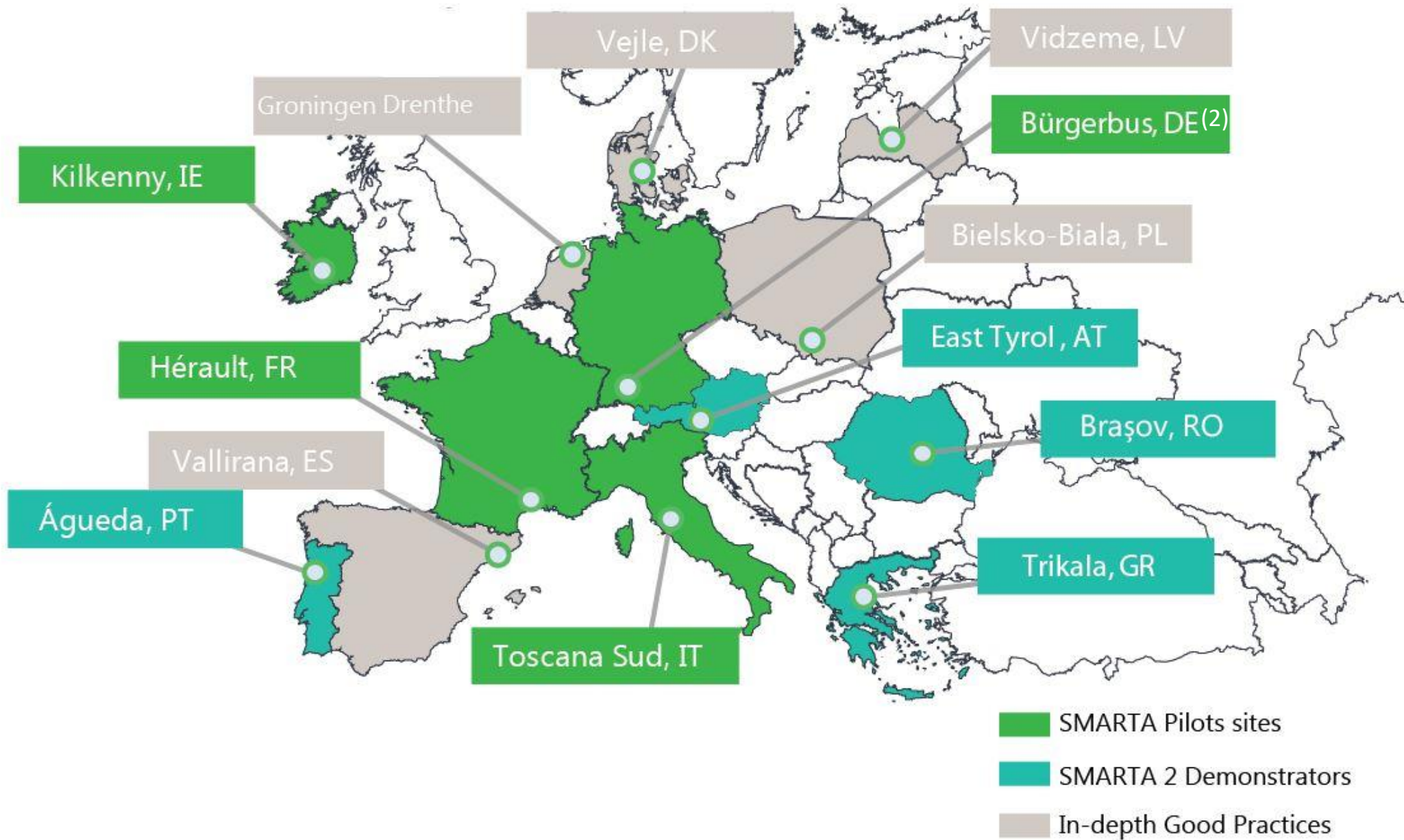
- To provide a simple, reliable, comfortable means of transport
- To make rural areas accessible for all people not having access to a car
- To reduce the underutilisation of cars (autosolenn)
- To make hitchhiking a normal and accepted means of transport
- To secure hitchhiking by registering users and by choosing right stops
- To contribute to more sustainable mobility behaviour
- To complete and valorise the public transport offer
- To create lines between inhabitants



Good Governance

- The cooperation between local actors (municipalities and local social operators) is not yet mainstream in Belgium. It furthermore allows to reduce costs for the PT operator compared to a situation where he provides himself the whole service.

4 - Good Practice - RezoPouce



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**Locals, incomers, homecomers and visitors
– changing mobility lifestyles in rural areas**





Laurie Pickup

Laurie Pickup is a social scientist who has worked in transport since 1975: in Government research on access and mobility issues, in academia at Oxford University, and then in consultancy.

He is currently the International Director for Vectos transport planning consultancy and hon. Professor of European Transport Policy at the University of Aberdeen.

He is a social psychologist specialising in mobility mind-sets and meeting the mobility needs of different groups of the population.

His work related to rural areas spans the history of rural transport innovation from the UK RUTEX experiments of the 70s, privatisation impacts in the 80s to the SAMPO DRT innovation in the 90s, the ARTS initiative in the 00's and now in SMARTA.

Most important of all he has been a rural resident for 38 years in 3 EU states.



15 July 2020



Locals, incomers, home comers and visitors: changing mobility lifestyles within rural areas in Europe

Laurie Pickup – panel discussions chair

We feature five presentations that provide examples of what can be done for rural mobility – examples for all of you to take away and tailor to the requirements of your local rural area. How can collaborative-shared mobility schemes enhance cohesion and improve the sense of rural identity and generate closer social ties within rural areas? How can these new mobility innovations adapt to the strong seasonal changes in demand with tourism that affect most rural areas – perhaps this is an opportunity, not a difficulty?

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Thank you for your interest!