The role of pilot sites in the SMARTA and SMARTA2 projects

Andrea Lorenzini
Brendan Finn

MemEx Srl

Webinar series
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www.ruralsharedmobility.eu

The SMARTA Project

www.ruralsharedmobility.eu

The SMARTA Consortium

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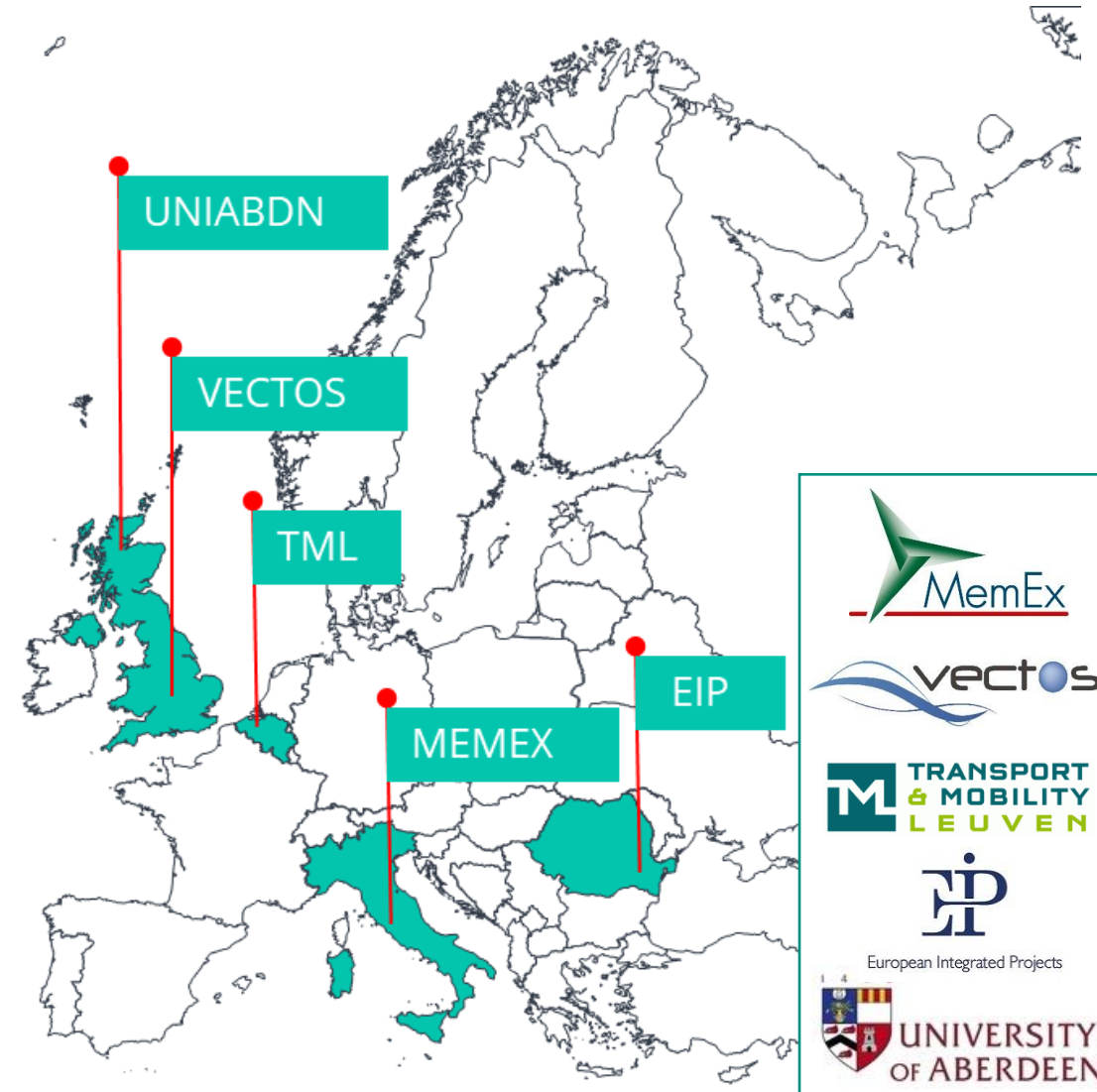
SMARTA
smart rural transport areas

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TRANSPORT & MOBILITY LEUVEN

European Integrated Projects

UNIVERSITY OF ABERDEEN

Project activities

Research 🔍

"Insight Papers" & Good Practices

Regional and local authorities

European Parliament

Demonstration ✈️

"Pilot sites"

Long-distance coach   Local bus

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

Engagement 🌐

Stakeholders' engagement

Practitioners and operators

European Commission
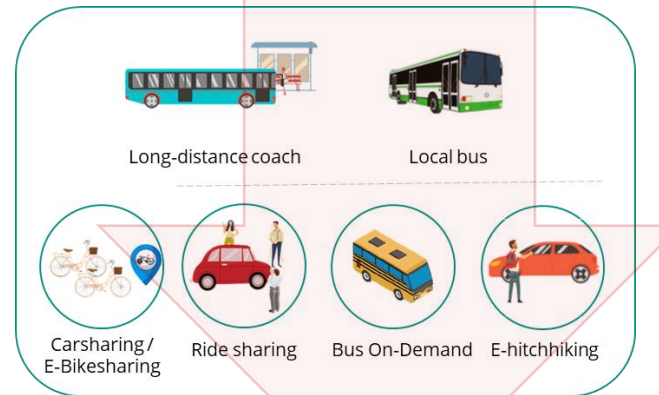
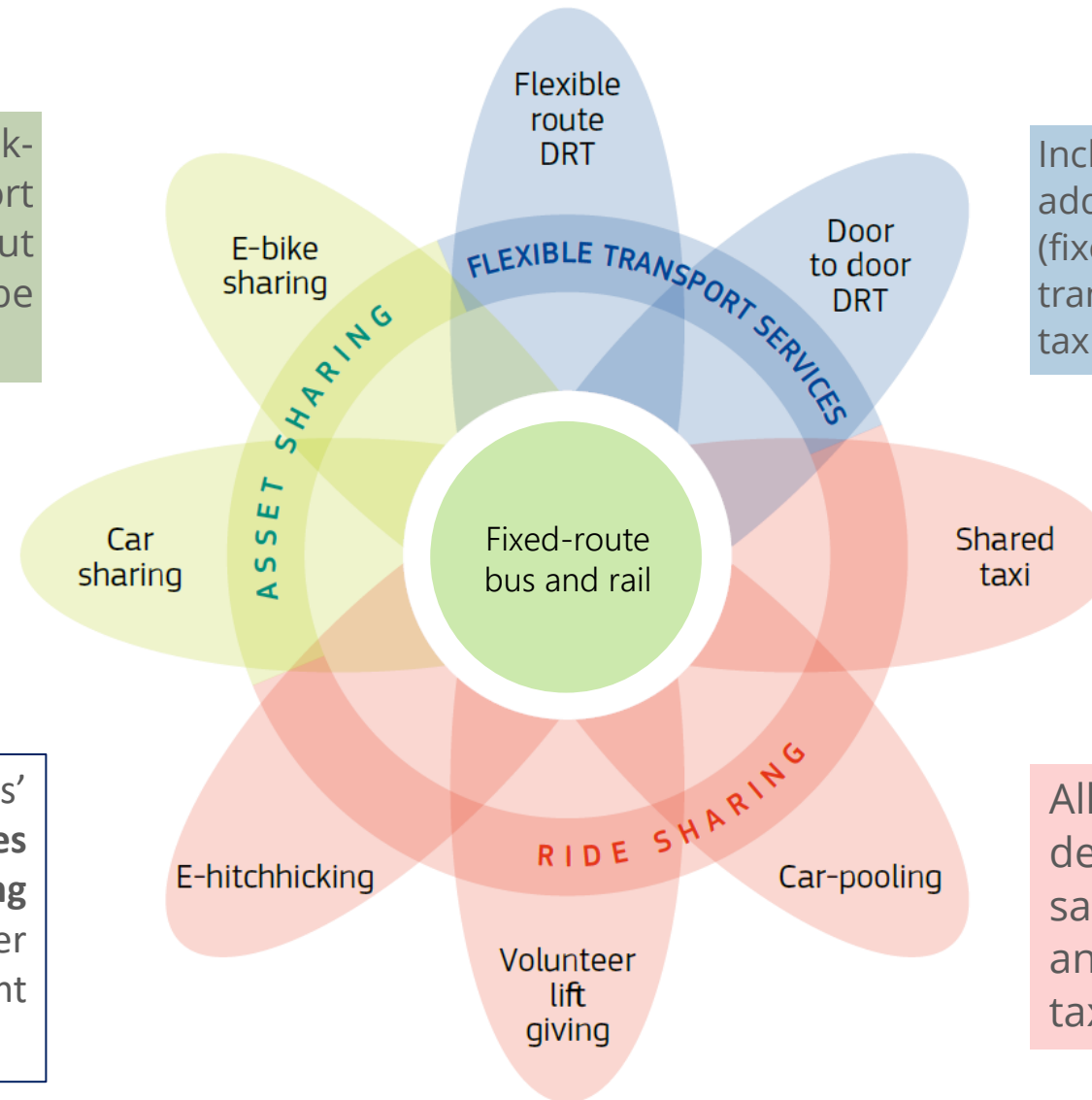## Policy recommendations for rural mobility for improving the accessibility in rural areas

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.

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

ASSET SHARING
- E-bike sharing
- Car sharing

Fixed-route bus and rail

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

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

Pilot sites of the SMARTA Project

5 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

RezoPouce France

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

Bürgerbus Oberes Glantal Germany

Who	Door to door Community-based transport service in Oberes Glantal, in Rhineland-Palatinate
What	Analysis of opportunities for Integration of different services

Bürgerbus Dreisam-Stromer, Germany

Who	Conventional fixed-route community-based transport service in Dreisam Stromer, Baden Wüttemberg
What	Analysis of service scheme, BM and future opportunities

'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

Oberes Glantal, DE

Kilkenny, IE

Dreisam-Stromer, DE

Herault, FR

Toscana Sud, IT

Pilot sites of the SMARTA2 project

4 SMARTA2 Pilot sites

SMARTA2 SUSTAINABLE RURAL MOBILITY

Águeda Portugal

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

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

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

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"Good Practice" sites working with SMARTA

5 in-depth GPs

Vejle Municipality, Denrmak	
Who	Vejle 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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In all, 14 rural shared mobility sites, 13 countries

5 SMARTA Pilot sites

SMARTA
smart rural transport areas

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

4 SMARTA2 Pilot sites

SMARTA2
SUSTAINABLE RURAL MOBILITY

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

5 in-depth Good Practices

- Vallirana, Spain
- Groningen-Drenthe, NL
- Vejle, Denmark
- Vidzeme, Latvia
- Bielsko-Biala, Poland

14 Different mobility practices

Oberes Glantaal, DE
Vejle, DK
Vidzeme, LV
Groningen Drenthe, NL
Dreisam Stromer, DE
Bielsko-Biala, PL
Kilkenny, IE
East Tyrol, AT
Herault, FR
Brasov, RO
Águeda, PT
Trikala, GR
Vallirana, ES
Toscana Sud, IT

Purpose of Pilots and how we learn from them

What may be the stated purpose of a Pilot?

- Implement a service, improve mobility
- Test service concepts, technology, operations
- Trial and improve methods – learning by doing

- Test and understand potential customer response
- Test/validate expectations about usage, costs, support requirements
- Learn about impacts (social, environmental, …)

PILOT SITES

- Enable Stakeholders to understand concepts and their relevance
- Gain buy-in and support from stakeholders, including operators
- Gain buy-in and support from communities and user groups
- "Wayfinding" for a broader strategy and deployment plans
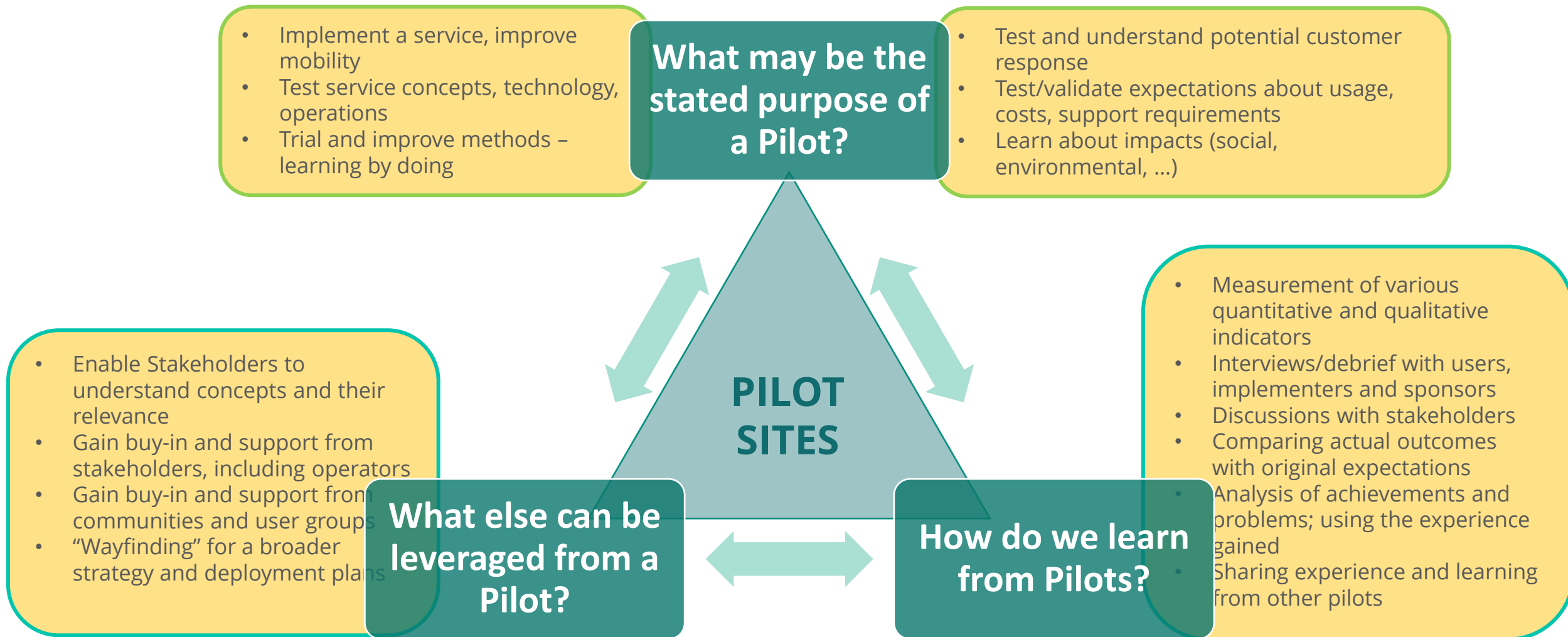
What else can be leveraged from a Pilot?

How do we learn from Pilots?

- Measurement of various quantitative and qualitative indicators
- Interviews/debrief with users, implementers and sponsors
- Discussions with stakeholders
- Comparing actual outcomes with original expectations
- Analysis of achievements and problems; using the experience gained
- Sharing experience and learning from other pilots

*An **Implementation project** can also serve as a **Pilot/Demonstrator**, by developing an **evaluation plan** and assigning some **resources***
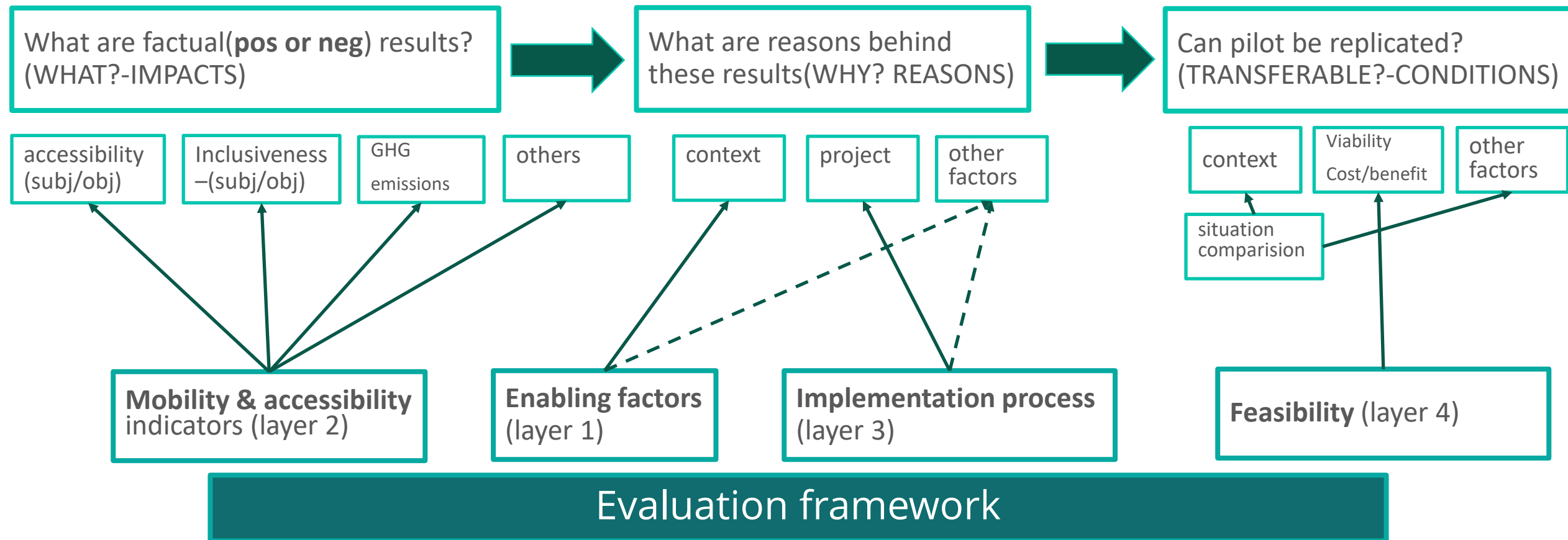
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Scope of the SMARTA Evaluation Framework

Research questions:
What are the solutions to cope with rural mobility challenges?
What would be the impacts of implementing such solutions?
What can policymakers, institutions and system managers do to improve rural mobility?

What are factual(**pos or neg**) results? (WHAT?-IMPACTS) → What are reasons behind these results(WHY? REASONS) → Can pilot be replicated? (TRANSFERABLE?-CONDITIONS)

accessibility (subj/obj) | Inclusiveness –(subj/obj) | GHG emissions | others | context | project | other factors | context | Viability Cost/benefit | other factors

situation comparision

Mobility & accessibility indicators (layer 2)

Enabling factors (layer 1)

Implementation process (layer 3)

Feasibility (layer 4)

Evaluation framework

Benefits of sharing experience among Pilots

Networking

- Work with and learn from peers
- Access to information not easily available, especially for smaller or rural agencies
- Build relationships, can follow-up with bilateral working and visits

Problem-solving

- Dealing with institutional, regulatory and organisational barriers
- Dealing with technical and operational issues and challenges

Learning

- New ideas, techniques, technologies
- Methods to improve efficiency and effectiveness
- Ridership, revenues, costs, take-up rates and learning curve
- Marketing, communication and customer outreach

Convincing

- Gather evidence to convince stakeholders, influencers and sceptics
- Position your local pilot within a European and global context

Themes of this Webinar and contributing Pilots

- **Session 1: The Mobilisation Phase - themes**
  - Identifying local needs, building the consensus for action, bringing stakeholders together;
  - Developing the strategy, getting approvals, mobilising finance;
  - Overcoming regulatory and other barriers;
  - Putting organisational and implementation structures in place;
  - Other issues specific to the site...

Kilkenny (IE) – Integration of conventional and shared mobility services, with designated hubs

BürgerBus Dreisam Stromer (DE) – Community-based mobility services based on volunteer drivers

Vejle (DK) – Implementation of a ride-sharing application

- **Session 2: The Operational Phase - themes**
  - Choice of service model, service design, operational models;
  - Developing IT and customer service platforms, the technical approach;
  - Managing service launch, operations;
  - Outreach, marketing, building up the business;
  - Other issues specific to the site...

Toscana Sud (IT) – School bus services in the "Toscana Sud" area

Trikala (GR) – Application for real time public transport information and car pooling options

Vallirana (ES) – Integration of on-demand and conventional transport service, with Shotl platform

TIME TO ACT

FOR RURAL MOBILITY

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Thank you!

*Andrea Lorenzini, MemEx
andrea.lorenzini@memexitaly.it*

*Brendan Finn, MemEx
brendan.finn@memexitaly.it*

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