

MAMBA

Rural Mobility webinar

Welcome

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Vejle Municipality*

What is MAMBA?

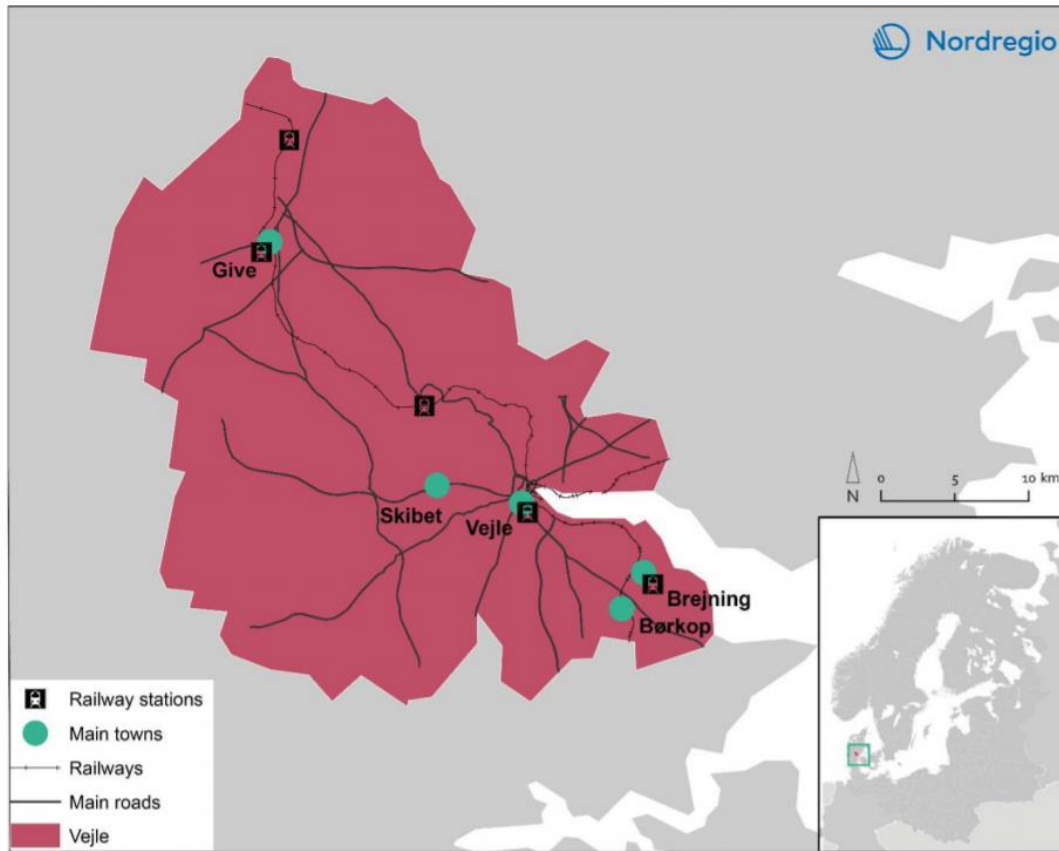
MAMBA is about maximizing mobility and accessibility of services in rural regions.

It is a project under the Interreg Baltic Sea Region Program that runs from October 2017 until September 2020.

It includes 15 partners from six countries: Denmark, Germany, Poland, Latvia, Finland and Sweden.

MAMBA has a budget of 3.54 million EUR.

Vejle Municipality



Map of the service area of the Mobility Centre in the Vejle Municipality, Denmark

Area

- | | |
|----------------|---|
| • Urban | 32.9 km ² (12.7 sq mi) |
| • Municipality | 1,066.32 km ² (411.71 sq mi) |

Elevation

8 m (26 ft)

Population (1 January 2020)^[1]

- | | |
|-----------------|-------------------------------------|
| • <u>Urban</u> | 57,655 |
| • Urban density | 1,800/km ² (4,500/sq mi) |
| • Municipal | 111,743 |

The Pilot area: Smidstrup/Skærup



This is Smidstrup/Skærup

- There is a population of 780 inhabitants
- They have a school, kindergarten and a sports club.
- They have one bus that drives through town 4 times a day. Two in the morning and two in the afternoon and the last bus leave Vejle at 16:00
- There is no train.
- In a car there is:
 - Vejle: 13 min
 - Fredericia: 14 min
 - Kolding: 20 min

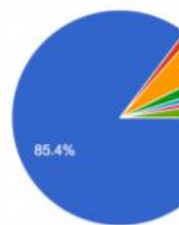
The pilot and Mobility center is a ridesharing app with a full connection to our national Travel Planner.

Where did we start?

We started with a survey

Hvilket transportmiddel anvender du primært til og fra arbejde eller uddannelse?

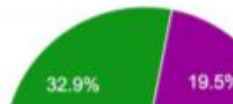
82 responses



Hvormange bor i husstanden?

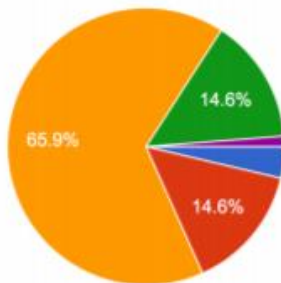
82 responses

● Bil (chauffør)



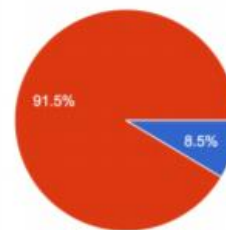
Hvormange biler er der i husstanden?

82 responses



Har du før benyttet en app eller internettet til samkørsel? (fået lift eller udbudt lift)

82 responses



● Ja
● Nej

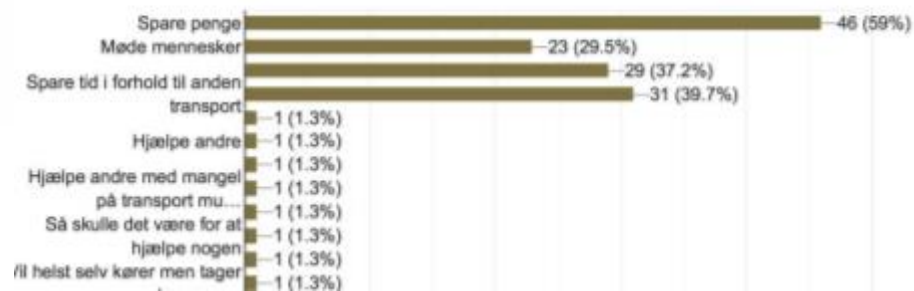
Hvis ja: Hvad fungerede godt og hvad kunne forbedres? 6 responses

Uber med deres online service, GoMore med udlejning af biler der var godt med at forsikringen var ok.
Fungerede upåklageligt
Svartiden på GoMore kan være uoverskueligt lang når man skal planlægge lidt i forvejen
Havde der været et bus skulle man ikke være afhængig af andres tidspunkt.

● Ingen
● 1

Hvad motiverer eller kunne motivere dig til at køre sammen med andre lokale? (Check en eller flere bokse)

78 responses



Then we talked with the local council and the local citizens



..And then we implemented the solution



The solution is a Ridesharing app from NaboGO

The NaboGO concept

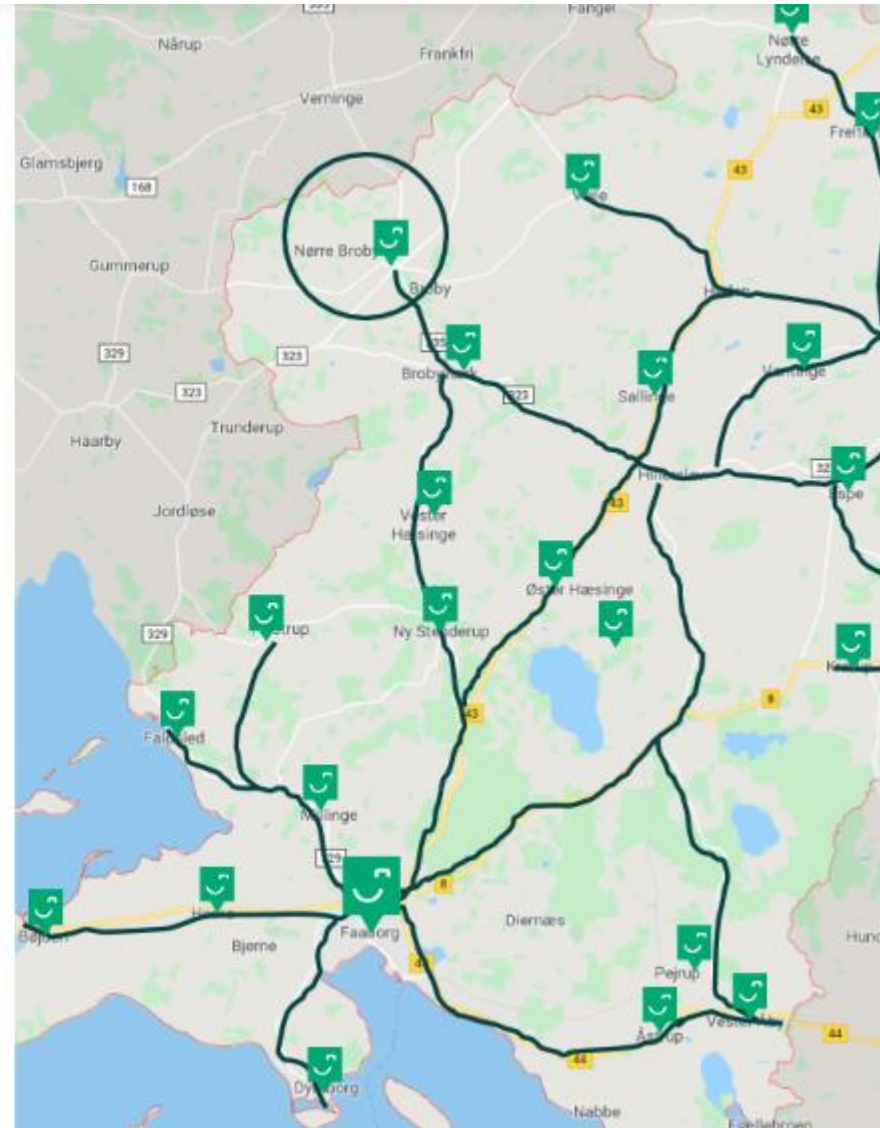
- Ride sharing as part of public transportation

Business model

NaboGO sells mobility solutions to municipalities and traffic companies

Teknikue

- Combination trips
- Pre-defined meeting points
- Minimum of daily coordination
- Automatic price setting and payment
- No user fee



What has happened during the project period

Users: 4.500

No. Of Municipalities: 25

Offered rides: 150.000

No of Regions: 2

Requested rides: 50.000

No of Traffic companies: 2

Successful trips: 1.000

No of countries: 2



Conclusion

There is an extreme interest from the public partners to make Ridesharing a part of the public transportation system.

It is much easier to convince people to offer a ride, than it is to increase demand and actually get people to take a Ride.

This is a major change process that will take a long time and a lot of work to complete



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