

# Rural Pact Conference

15-16 June 2022





# Sustainable mobility solutions to connect rural areas with urban centers



# Speakers

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# Sustainable mobility solutions to connect rural areas with urban centres

## Rural mobility in the EU transport policy

Piotr Rapacz, DG MOVE

#MobilityStrategy #EUGreenDeal



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# Background



More than 70% of Europeans live in cities and expect solutions for:

- Better and safer mobility (road injuries and fatalities)
- Congestion
- GHG emissions (urban areas: 23% of the EU's GHG transport emissions)
- Air and noise pollution (from transport)

At the same time 30% of the population lives in villages, small towns and peri-urban areas, and is often dependent on private cars for reaching nearby urban nodes

- Climate urgency
- Social inclusion and human well-being, especially for disadvantaged groups
- Digitalisation



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# Smart and Sustainable Mobility Strategy (Dec. 2020)



## **Mobility evolution should leave nobody behind:**

- it is crucial that mobility is available and affordable for all,
- that rural and remote regions are better connected, accessible for persons with reduced mobility and persons with disabilities.

## **10 Flagship areas, 2 of them of a very close reference to the rural mobility:**

- Flagship 3: *“Making interurban and urban mobility more sustainable and healthy”*, announcing the Urban Mobility Framework
- Flagship 9: *“Making mobility fair and just for all”*: In rural, peripheral and remote areas, including the outermost regions and islands, improved public transport links will be essential to guarantee unhindered access to mobility for all



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# A long-term Vision for the EU's Rural Areas (June 2021)



**Flagship: Develop rural mobility through**

- (1) support to rural municipalities in identifying best practices**
- (2) multimodal digital mobility services**

- *Building on its experience with urban mobility networks, the Commission will support rural municipalities in discussing and identifying mobility solutions. The network will showcase local level initiatives which local authorities could replicate in their territory and provide a forum for discussion on rural mobility issues.*
- *Digital platforms should also be used to create multimodal real-time information, ticketing or booking services, allowing people to easily reach their final destination through the most sustainable mode of transport.*

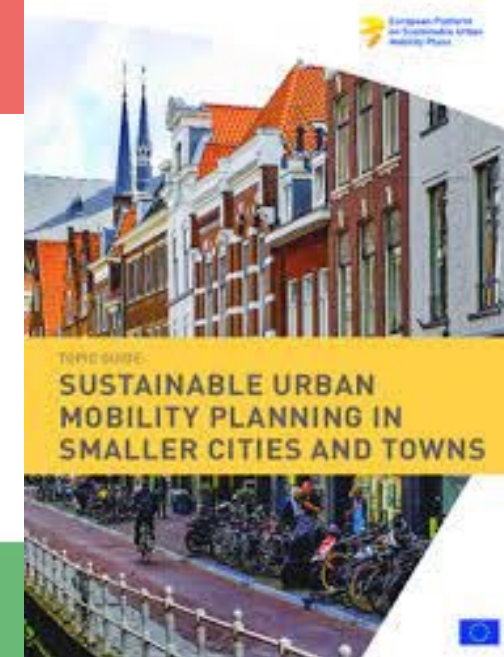
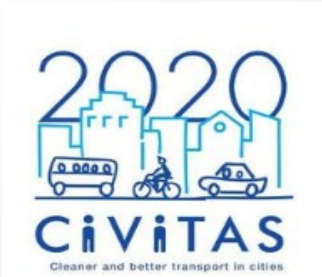


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# EU urban mobility policy to date



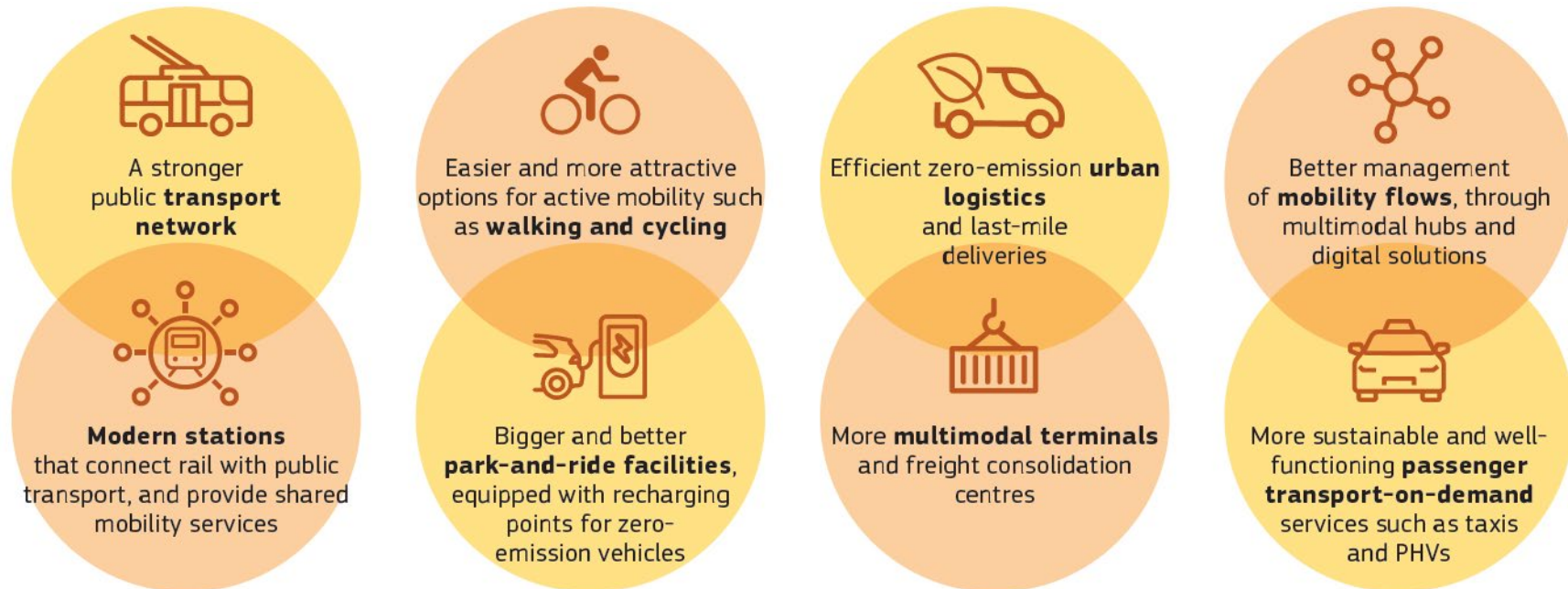
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# New EU Urban mobility framework (Dec. 2021) Main elements



We want people and goods to move more sustainably in our cities, to make life easier for the rural and suburban commuters travelling to school or work, and to support cities in their role as essential transport hubs within the single market.



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# New EU Urban mobility framework



## A reinforced approach to TEN-T urban nodes

### Need for efficient and inclusive connectivity between rural, peri-urban and urban areas via sustainable mobility options

More suitable infrastructure is needed to increase the share of public transport:

- requirement for multimodal passenger hubs, including park and ride facilities, to improve first and last mile connections and to enhance the necessary capacities for long-distance connectivity in and between urban nodes;
- effectively interconnected with urban rail, metro, tram, bus, coaches, shared mobility services
- with better and bigger park and ride facilities and better equipped with appropriate bike parks
- and publicly accessible recharging and refuelling points for low- and zero-emission vehicles.



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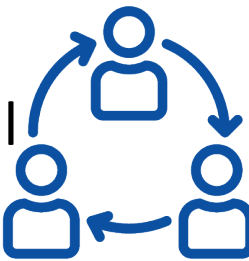
# New EU Urban mobility framework

## Sustainable Urban Mobility Plans and governance



**SUMP concept: whole functional urban area, including the links to the rural/peri-urban hinterland**

- 2022: Commission Recommendation on National SUMP Support Programmes:
  - including an upgraded SUMP concept, setting clear priorities to favour sustainable solutions including active, collective and public transport and shared mobility (also for urban-rural links)
- Reformed and more inclusive Expert Group on Urban Mobility:
  - platform for dialogue and the co-creation of new actions - including on urban-rural linkages - to implement the new EU urban mobility framework,
  - stronger engagement of Member States and improved dialogue with cities, regions and stakeholders



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# Thank you

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# Innovations for better rural mobility

## Learnings from the ITF/OECD Expert Working Group

Lucie Kirstein

Scientific Advisor / Network Lead Mobility, Logistics, Aviation and Space

German National Academy of Science and Engineering

Rural Pact Conference, European Commission

Thursday, 16 June 2022

**Innovations for Better  
Rural Mobility**

# How can we improve mobility in rural communities where conventional public transport is difficult to sustain?

## Approach:

- One-year Working Group project 2020/21
- 30-50 active and loosely involved members from ministries, academia and private sector from over 20 countries, 5 thematic sub-groups
- Collection of 80+ rural innovative mobility case studies (pilots, mob. services) through questionnaires and interviews and distribution of a country questionnaire among participating ministries





How can new mobility approaches respond to the diverse needs of rural areas, while at the same time, remaining politically and financially viable in the long term?

## Economic

- High cost of service provision
- Economic restructuring

What financial models are most suited to supporting environmentally friendly rural mobility approaches?

DIGITALISATION  
GLOBALISATION  
URBANISATION

## Social

- Ageing populations
- Out-migration of active population
- Increasing rural-urban inequalities
- Diversity within rural areas

## Environmental

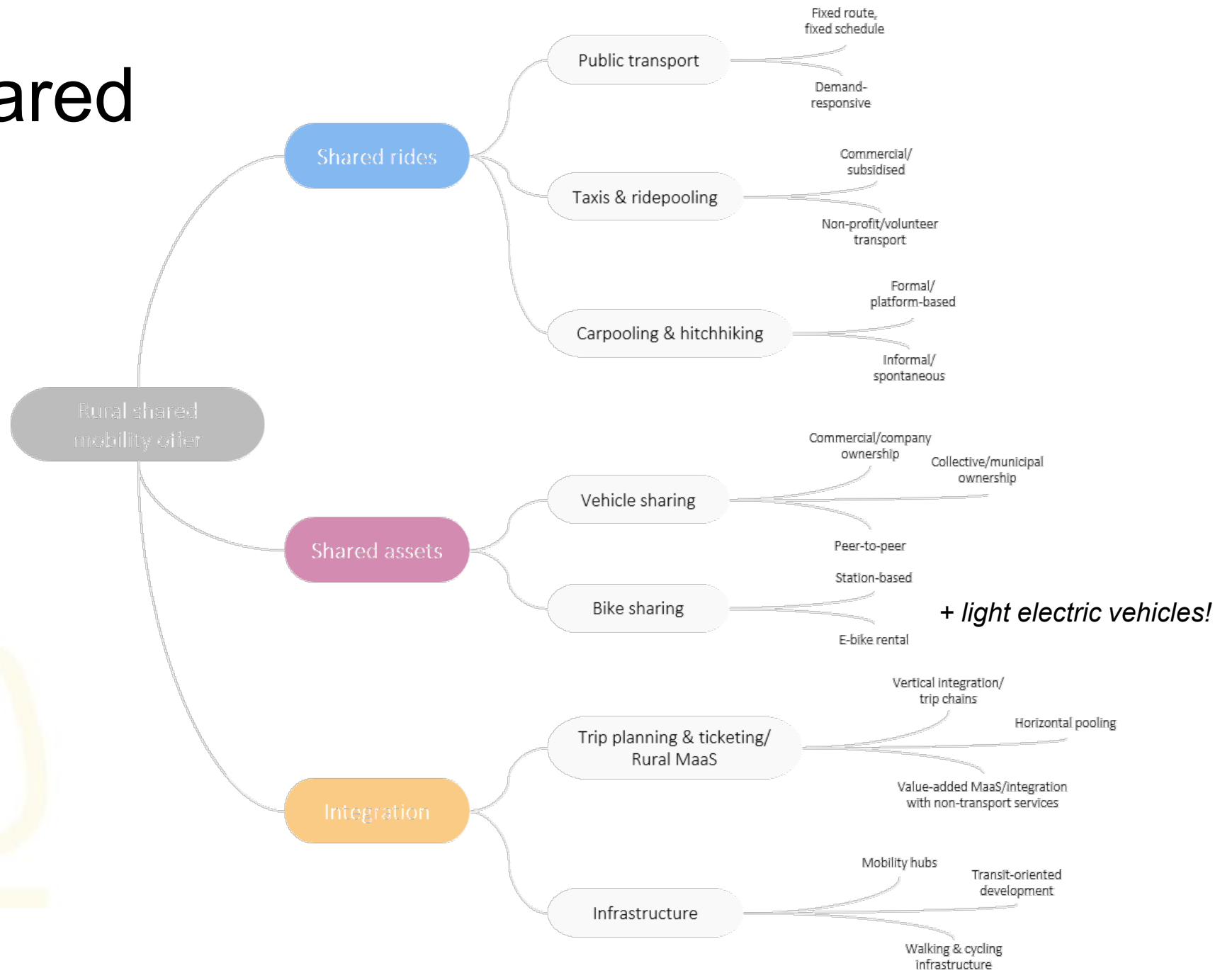
- High carbon intensity trips
- Lack of acceptance/ critical mass for shared mobility

How can rural mobility approaches support an environmentally friendly transition, while improving access to opportunities, services and activities?

*Innovations should contribute to sustainable development from a social, environmental and economic standpoint.*

(based on Edwards-Schachter & Wallace, 2017)

# The rural shared mobility landscape



# Barriers to more innovative rural mobility



## → Lack of frameworks!

- No country-wide accessibility standards
- Legal blockages
- Insufficient funding
- Small scale trials
- Limited integration with the broader transport network
- Urban copies



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# Rural innovations need strong policy!



1. Formulate a countrywide accessibility policy and implement Sustainable Regional Mobility Plans (SRMP)

2. Create coherent governance and funding frameworks (transport regions)

3. Restructure public transport networks and integrate different sustainable mobility options with the core transport network (mobility hubs & MaaS)

4. Make regulations more flexible to allow for the development of innovative, cost-effective mobility solutions

5. Use sandbox funding and prioritise financial support for innovative services according to impact levels rather than high tech

6. Provide technical assistance for rural mobility at the national or regional level



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# Thank you

Stay in touch: [kirstein@acatech.de](mailto:kirstein@acatech.de)









# Regional mobility cooperative

Kufstein mobil

**25 municipalities working together to improve mobility solutions.**

The region:      located in Tyrol/Austria  
                         directly at the border to Bavaria/Germany  
                         97.000 residents  
                         4 million touristic overnight stays before COVID-19

Manuel Tschenet, CEO



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## **WHY WE NEEDED A REGIONAL MOBILITY COOPERATIVE?**

Traffic knows no community boundaries, problems must be solved together

- Contact person on site for communities and citizens
- Know-how bundling in the region
- Synergy effects instead of many parallel structures
- Lobbying for regional interests



## HOW DOES THE COOPERATIVE WORK?

- 2 full-time employees
- Contracts with every municipality and tourism association
- Funding by all municipalities (1-5 euro per inhabitant per year)
- Additional funding by the EU ERDF and national programs
- Collaboration with transport authority





## WHAT DO WE DO?

### **Public transportation**

- Planning regional busses
- Working with local companys

### **Cycling**

- Planning new routes
- Awareness-raising

### **Walking**

- Increasing quality of living

### **Sharing systems**





# REGIONRAD

POWERED BY KUFSTEIN MOBIL









# Thank you









# The relevance of local mobility initiatives in Rural Areas

Findings from the SMARTA Project

*G.Ambrosino, B.Finn, A.Lorenzini*  
*MemEx Srl*

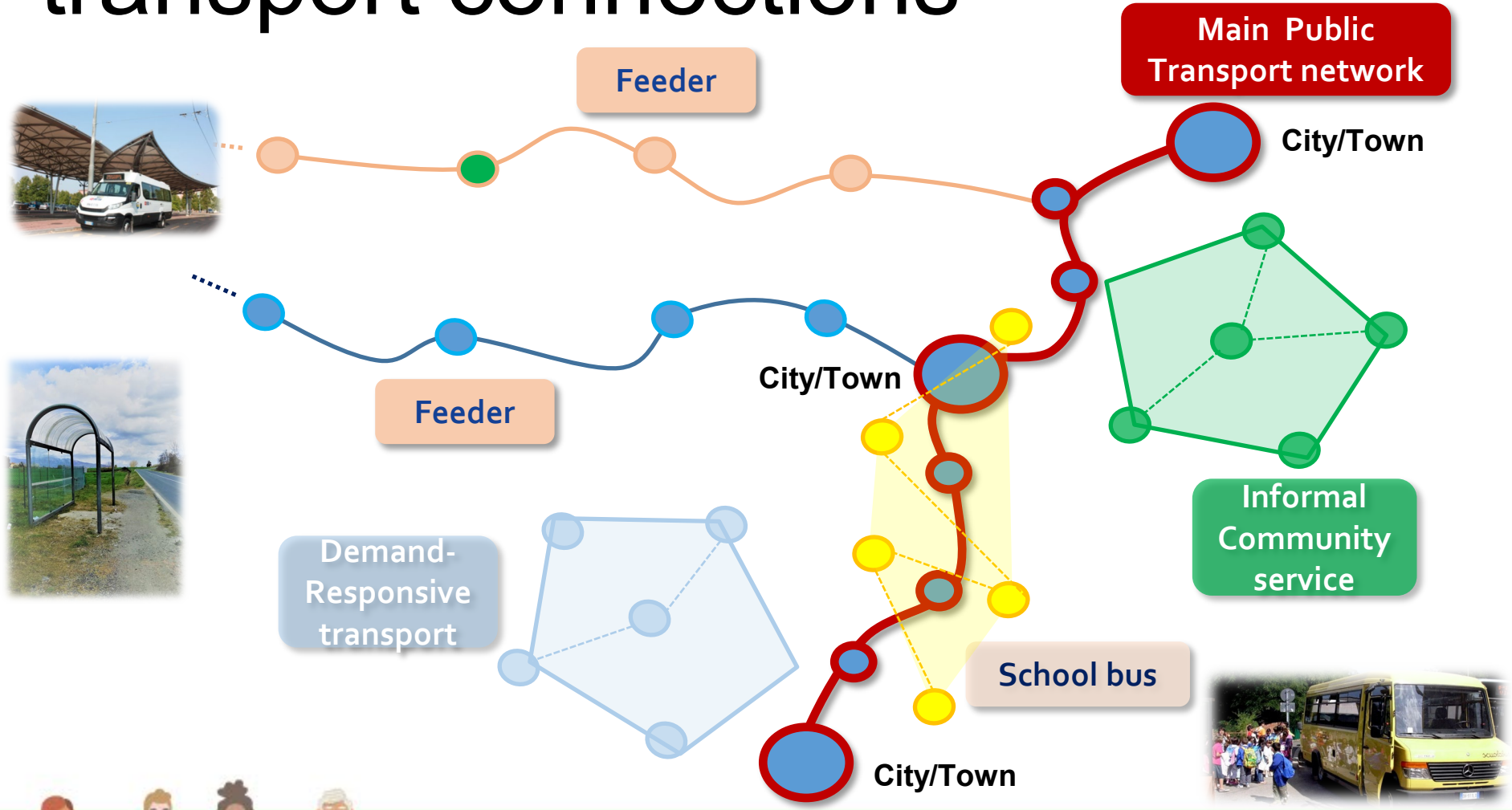


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# Rural-urban and rural-rural transport connections



Addressing users' needs

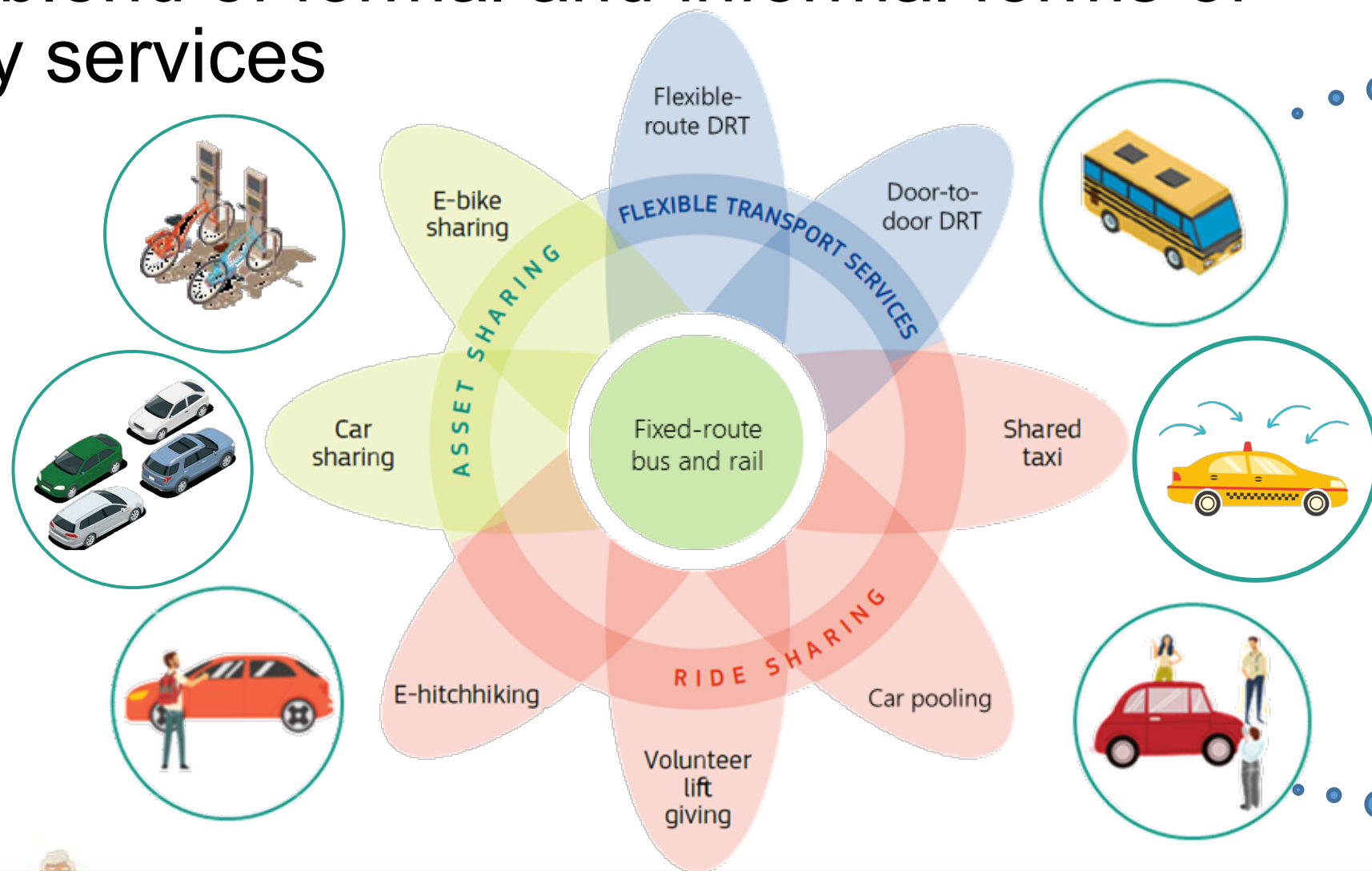


Source: Raitis Lapans. MamBa Project

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# Find a blend of formal and informal forms of mobility services



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# Demand Responsive Transport - DRTs



## Ring a Link, Ireland

Established in 2001 as a grassroots organisation of local transport services, with focus on combating 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>



## Prontobus, Italy

Prontobus aims to integrate urban and extra-urban public transport services with the neighbouring villages and rural areas in the Province of Modena. Within the framework of the RUMOBIL EU Project, a new software has been developed with the aim of improving the quality of information of the service. With the new software, in 2017 the Prontobus service has been used by 12926 travellers, with 1853 more passengers in respect to the year before (+16,7%).

<https://ruralsharedmobility.eu/wp-content/uploads/2019/08/SMARTA-GP-Modena.pdf>



## Suffolk Links DRT, UK

Suffolk Links DRT provides connections to bus and trains links in rural areas in Suffolk County. The service operates Monday to Saturday 7am until 7pm and the journeys is charged as a bus fare. Journeys are booked up to 7 days in advance. The service is currently run by Coastal Accessible Transport Service (CATS), which is a provider of community transport services including Connecting Community Bus Service, Door to Door Service and Community Car Schemes.

<https://ruralsharedmobility.eu/wp-content/uploads/2019/08/SMARTA-GP-Suffolk-Links.pdf>



## Transporte a Pedido, Portugal

This DRT service is operated by taxis and integrated with the conventional PT services to serve dispersed demand in the peripheral / rural area and small villages in the region of Middle Tejo. The relevance of the Good Practice consists in the management of different services schemes/served areas through a common (centralized) Booking Centre as a solution to optimize operational costs. The Good Practice is also inspiring for the adopted step-by-step implementation process.

<https://ruralsharedmobility.eu/wp-content/uploads/2019/08/SMARTA-GP-Tejo.pdf>



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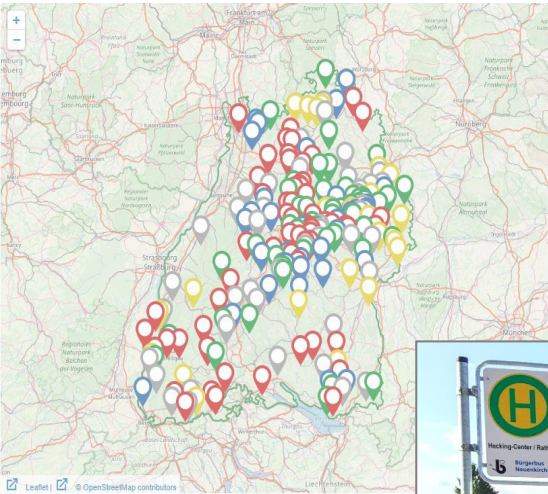




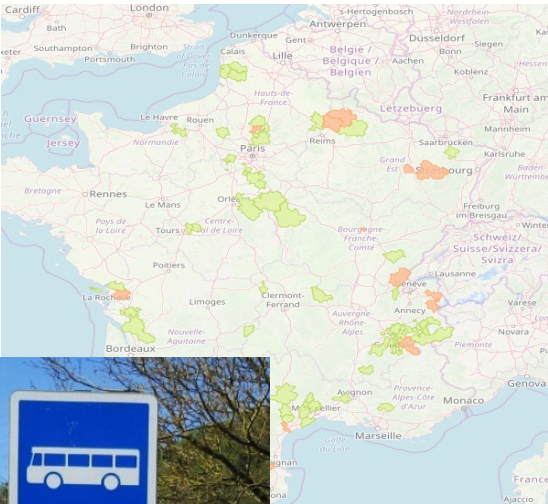
# Community-based solutions



## Bürgerbuses, Germany



## Rezo Pouce, France



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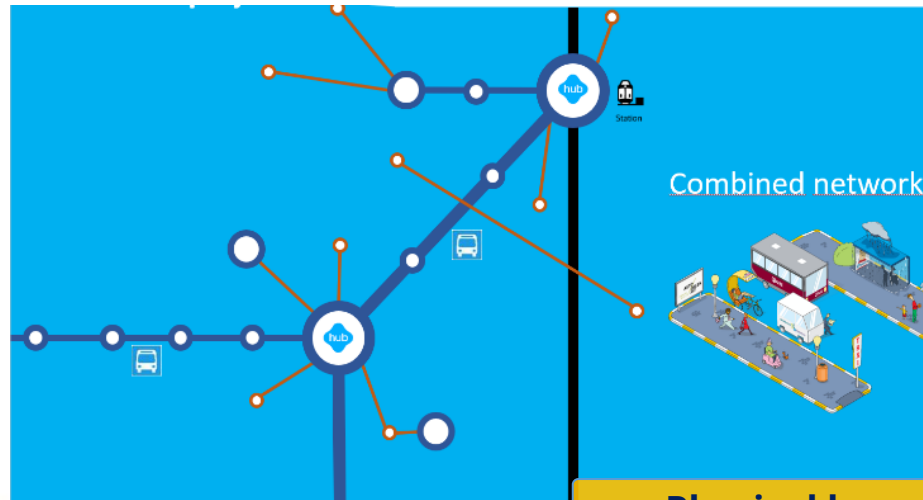
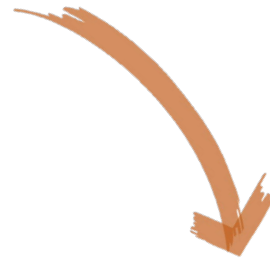
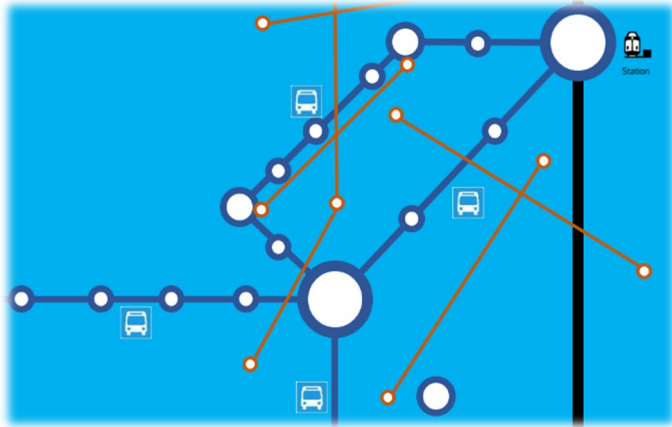




# Service and digital solution integration



## Mobility Hubs



**Physical layer**

## Shared Use Mobility Agency

**Users** as potential mobility service provider

**Sharing/Cooperation schemes/ concept**

**Ride/asset sharing service and PT integration**

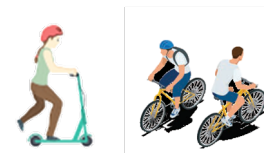
**Networking among the mobility operators**

Open Data Layer (data collection/aggregation/quality assessment/integration)

**OPERATOR NETWORKING**

**INFO MOBILITY SERVICES**

**RIDE SHARING SERVICES**



Service Offer Exposition (statics and dynamic)  
ELBA Net Model  
Docs Archive  
Mobility Manager



Journey planner  
PT timetable  
Link to car/bike rental  
Info Regulations  
Alert, News  
Info on service situation



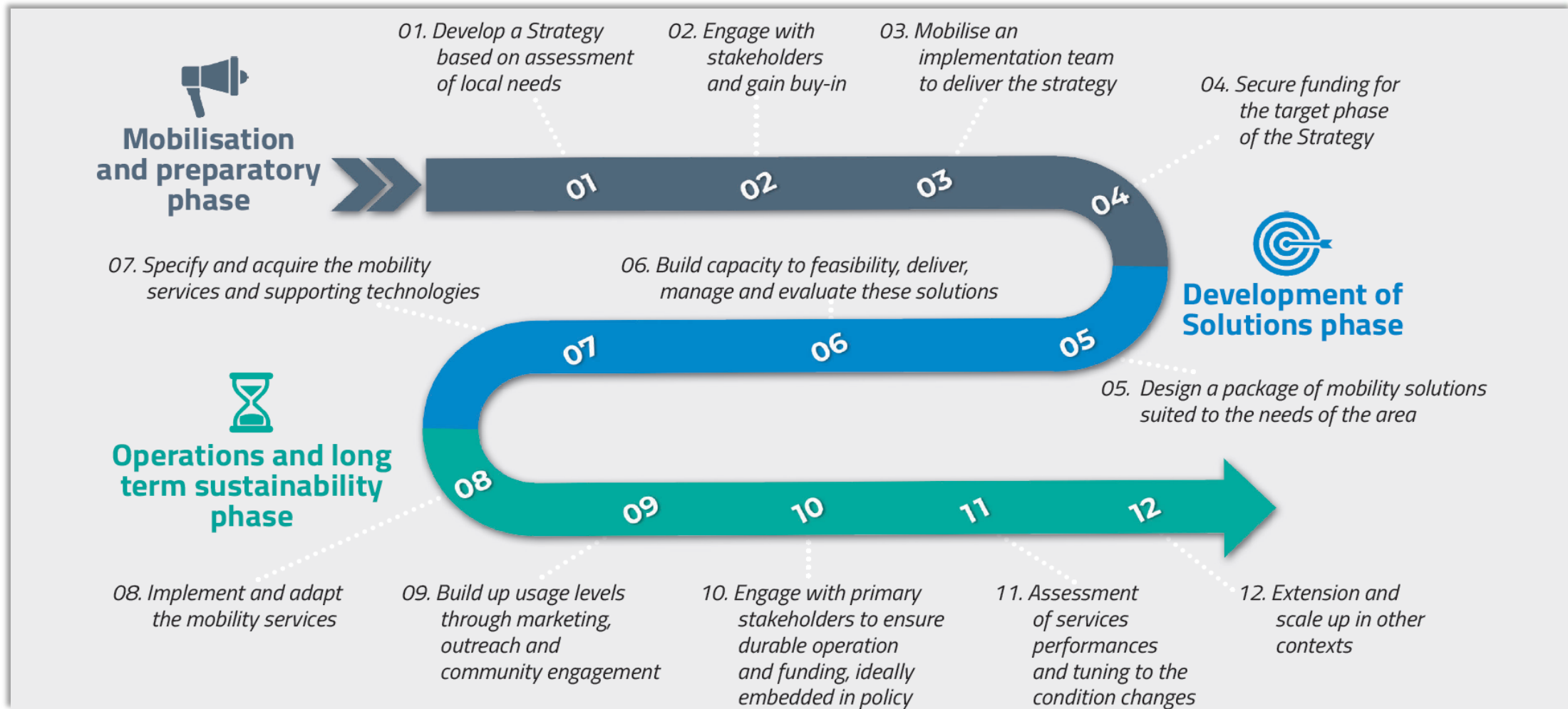
Shared trips through notice board  
Demand Aggregation  
Planning shared trips  
Service Quality Assessment  
Reliability  
Security trip tracking

**Digital layer**

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# Sustainable rural mobility: the direction forward



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# Thank you

*G.Ambrosino, B.Finn, A.Lorenzini*

*MemEx Srl*

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# Time for your voices







# How can we contribute to the Rural Pact?



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# Conversations in small groups

1. Introduce yourself to one another and share what connects you to the topic of this session
2. Exchange ideas and take notes on the Template



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# Conversations in small groups etiquette

- Speak with intention
- Listen with attention
- Listen together for new insights and deeper questions
- Link and connect ideas
- Slow down



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# Template



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## How can we contribute to the Rural Pact?

**Session topic:** \_\_\_\_\_

**Participants:**

### Key Ideas:

What new ideas emerged from the presentations? What key ideas can you share from your own context?

### Opportunities for collaboration:

What opportunities for collaboration do you see?

### Concrete actions (name, organisation, action)\*:

What concrete actions are you willing to take to contribute to the Rural Pact?



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# Commitment



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## COMMITMENT CANVAS

**What concrete actions am I / is my organisation willing to take to contribute to the Rural Pact?**

*Please fill out one canvas for each commitment you are willing to submit*

<b>This is:</b> <input type="checkbox"/> An idea for a commitment / <input type="checkbox"/> A formal commitment	
<b>Name:</b> <b>Name of organisation:</b> <b>Sector/type of organisation:</b>	
<b>Contact email:</b>	<b>Country:</b>
Are you a member of the Rural Pact Community? <input type="checkbox"/> Yes / <input type="checkbox"/> No	
<b>Description of the commitment:</b>	
<b>Key milestones you are planning:</b>	



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# Harvesting from our conversation



- 1) What new ideas emerged from our conversations that see Sustainable Mobility as a way to contribute to the Rural Pact?*
- 2) What opportunities for collaboration came to life that would contribute to the Rural Pact?*



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Join at  
**slido.com**  
**#river**



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# Don't forget to submit a commitment



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<b>COMMITMENT CANVAS</b>	
What concrete actions am I / is my organisation willing to take to contribute to the Rural Pact?	
<i>Please fill out one canvas for each commitment you are willing to submit</i>	
This is: <input type="checkbox"/> An idea for a commitment / <input type="checkbox"/> A formal commitment	
Name: Name of organisation: Sector/type of organisation:	
Contact email:	Country:
Are you a member of the Rural Pact Community? <input type="checkbox"/> Yes / <input type="checkbox"/> No	
Description of the commitment: <input type="text"/>	
Key milestones you are planning:	



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# Thank you

