

Rural Pact Conference

15-16 June 2022



The relevance of local mobility initiatives in Rural Areas

Findings from the SMARTA Project

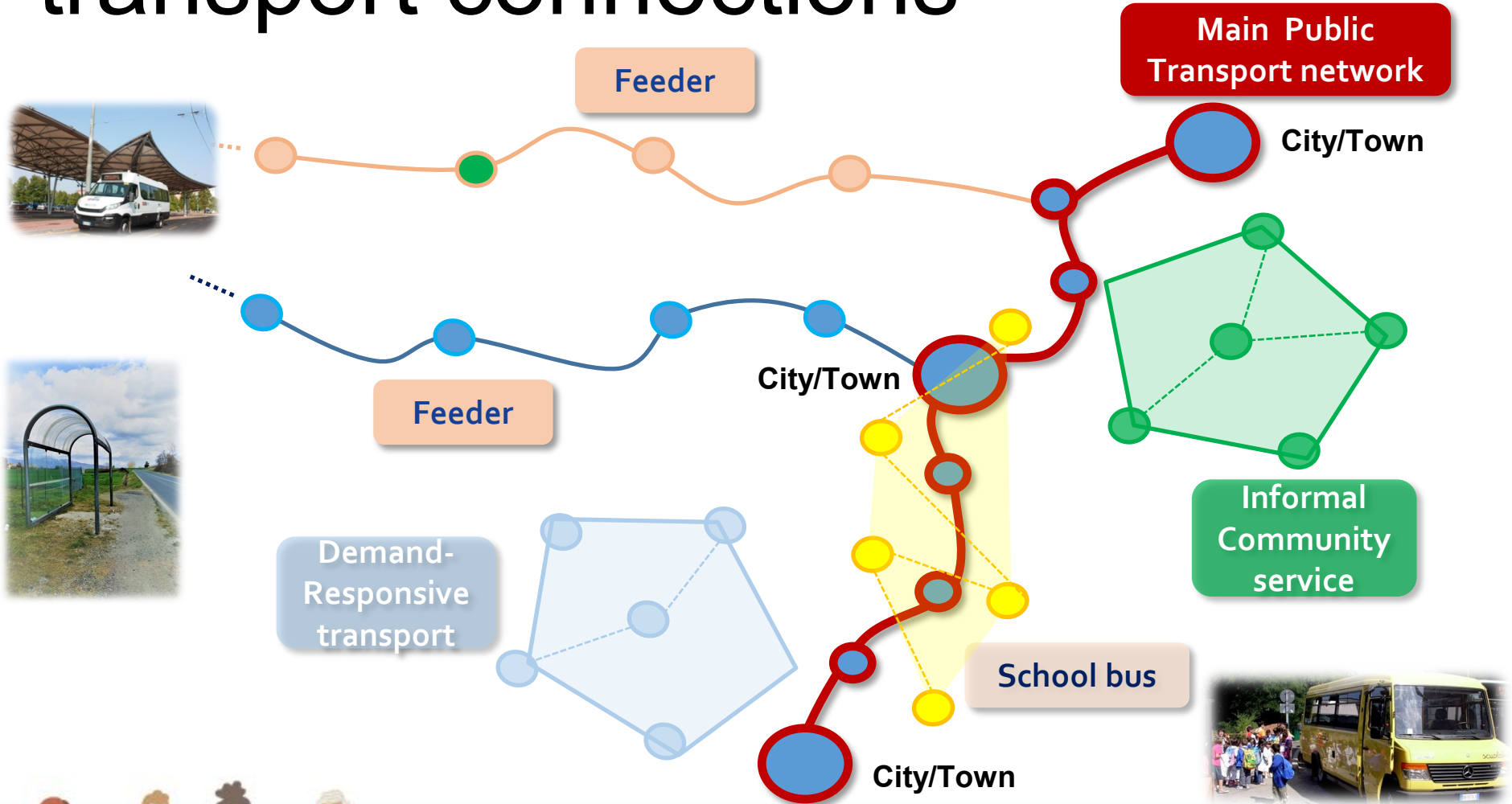
G.Ambrosino, B.Finn, A.Lorenzini
MemEx Srl



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Rural-urban and rural-rural transport connections



Addressing users' needs

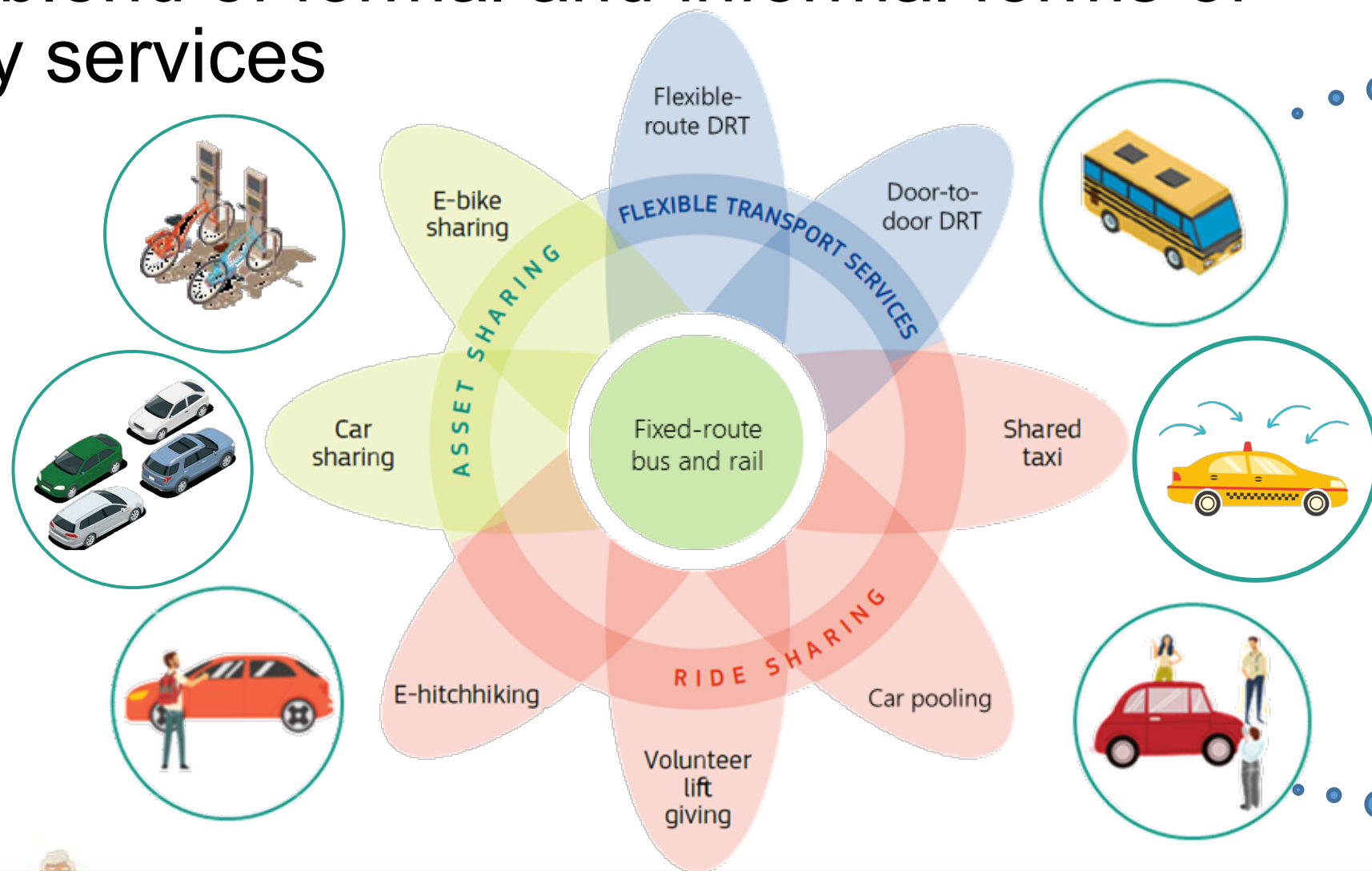


Source: Raitis Lapans. MamBa Project

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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>

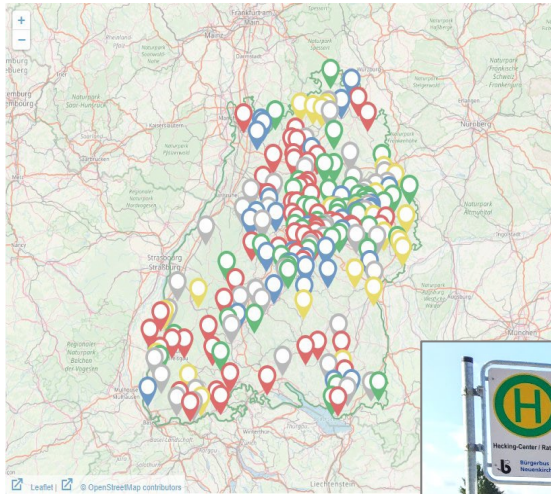


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Community-based solutions

Bürgerbuses, Germany



Rezo Pouce, France



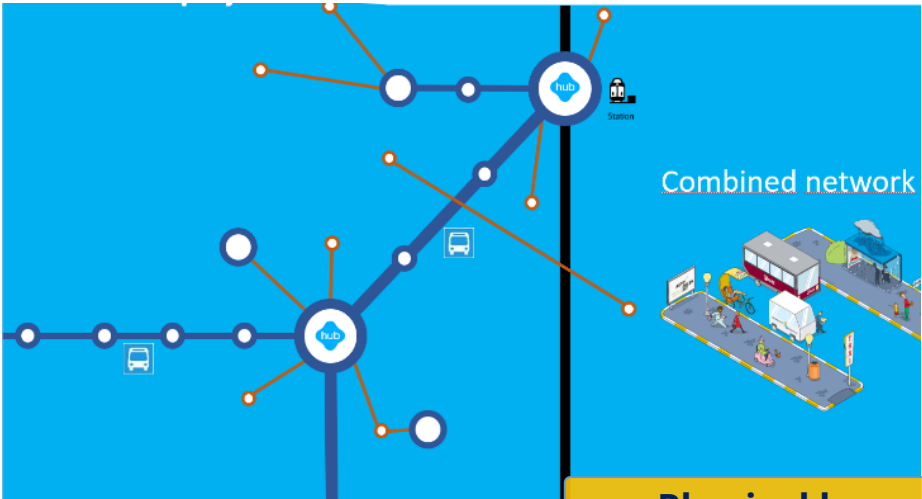
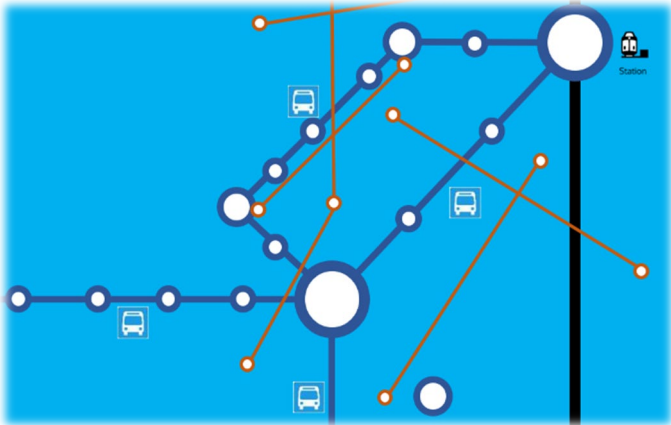
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Service and digital solution integration



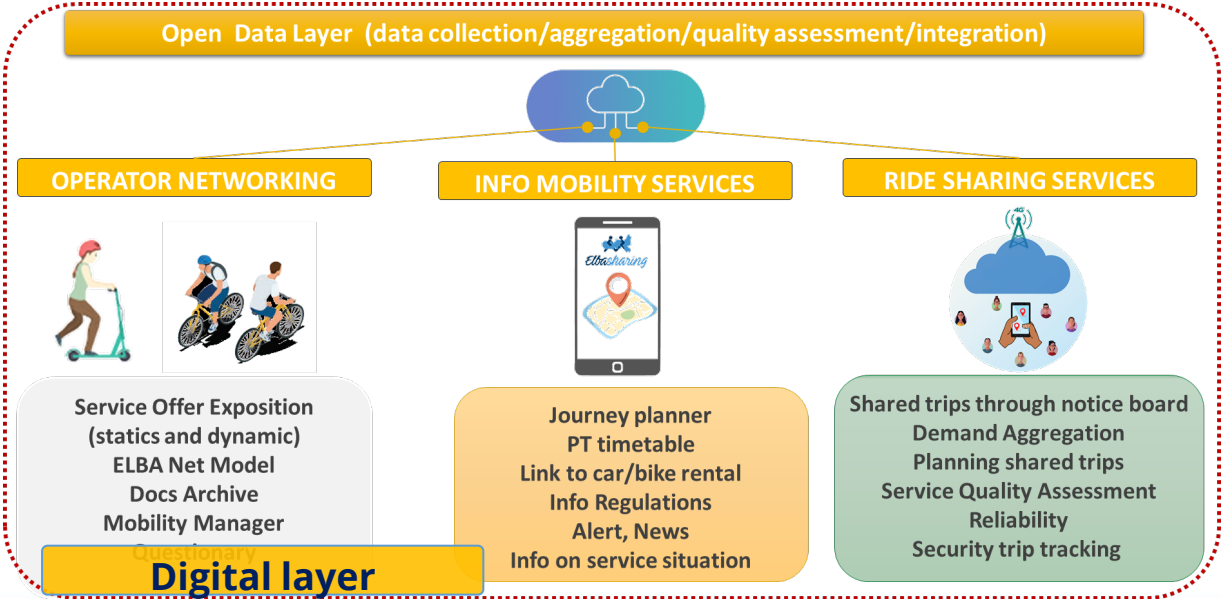
Mobility Hubs



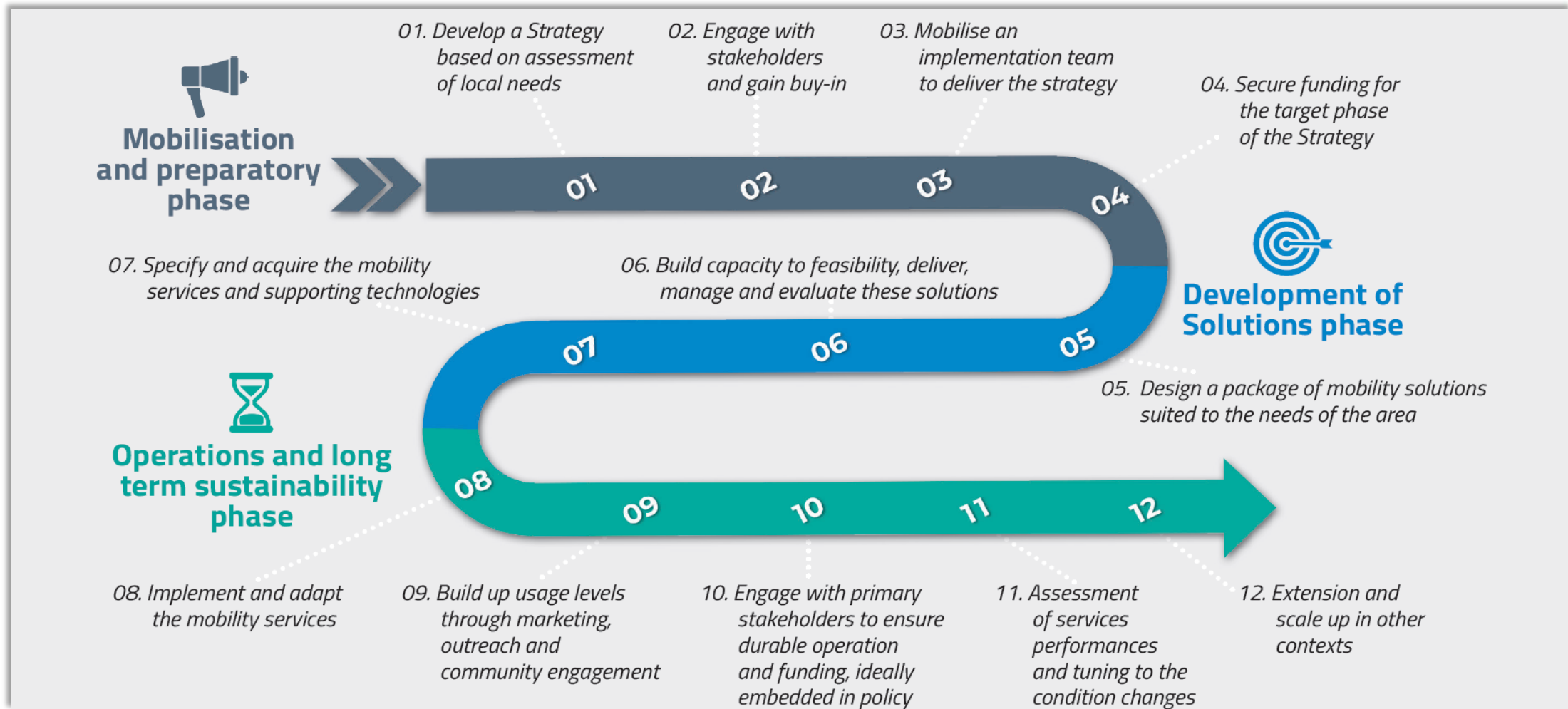
Physical layer

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



Sustainable rural mobility: the direction forward



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Thank you

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