

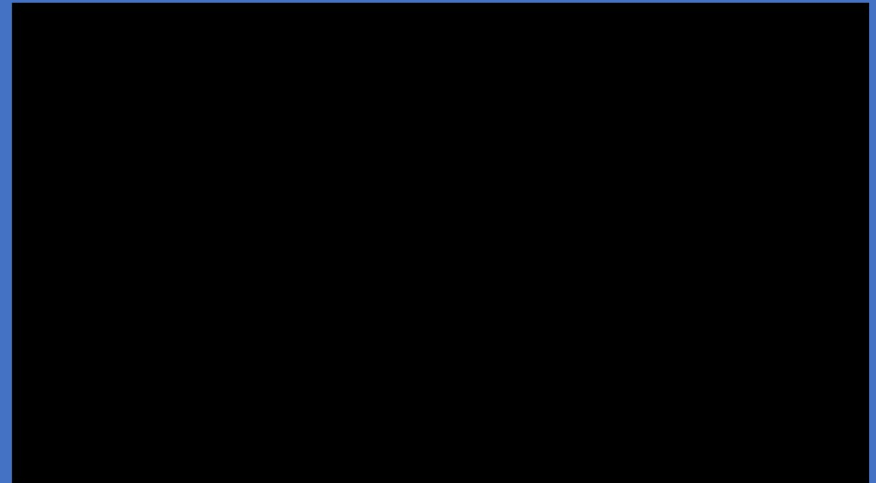
# Linking Urban and Rural Areas

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# SMARTA2

SUSTAINABLE RURAL MOBILITY

## SUSTAINABLE SHARED MOBILITY INTERCONNECTED WITH TRANSPORT IN EUROPEAN RURAL AREAS (DEMONSTRATORS)



& *Brian Masson*



# Rationale

- **Rural areas** present specific conditions that require further support towards the achievement of **efficiency, effectiveness and sustainability on transport and the adoption of multimodality and smart solutions.**
- **Traditional transport systems seem to be inefficient to address the needs** of the entire range of the population, and especially those residing in **rural areas.**
- **Demand Responsive Transport** is one of the most well studied and proposed transport solution addressing this problem in an economic and efficient way.

SMARTA project “*Sustainable shared mobility interconnected with public transport in European rural areas*” was launched to investigate **best practices** focusing specifically on **sustainable shared rural mobility services interconnected with public transport,** looking particularly at the way **on-demand services, vehicle automation** and **digital solutions** could help address mobility needs in rural areas.

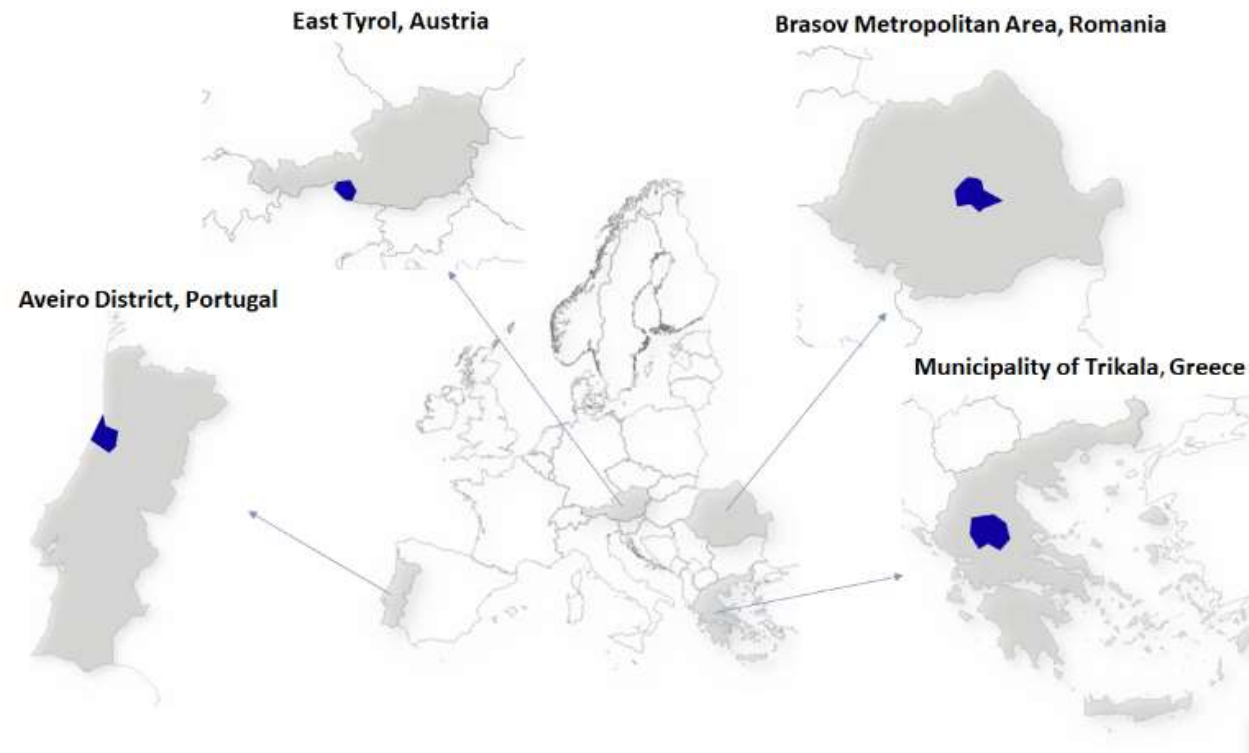
# SMARTA 2 Objective

**SMARTA 2 – Demonstrators** project aims to deploy, implement, monitor and evaluate

**4 demonstrators of sustainable shared mobility interconnected with public transport, including multimodal travel information services** in Austria, Greece, Portugal, Romania, provide continuous expert support to all demonstrators for organising

**raising awareness events and behavioural incentives and nudges**, to facilitate the uptake of the pilot services by locals and contribute to the sustainability of the services beyond funding period.

# Demonstrators



- **Good geographical coverage** - areas with different rural mobility needs.
- **Complementarity in terms of target audiences:** from people travelling to the urban areas for work, to elder people who cannot drive for themselves, to students and younger adults.
- **All four areas run projects/initiatives** or there are currently political discussions about the initiation of new projects and initiatives that aim to tackle the identified mobility challenges in their areas.

- **All demonstration site partners (RMO, e-Trikala, BMA, Águeda) have established long-term connections with their stakeholders' and citizens communities with which they have collectively identified their areas' shared rural mobility needs.**

# Examples from site actions in SMARTA2 and other EU projects



- East Tyrol - Austria
- Carsharing service

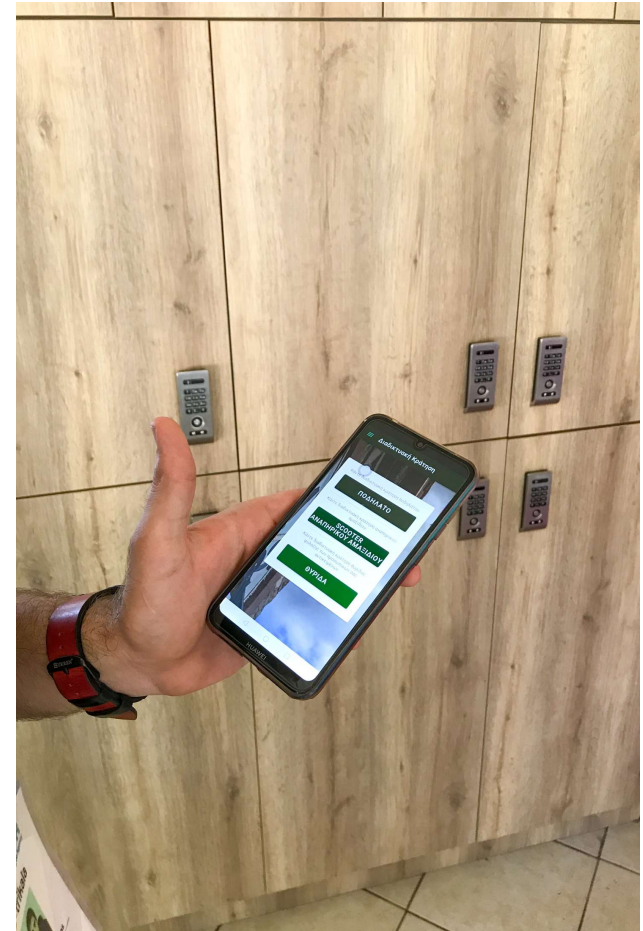
# E Bike Sharing Agueda Portugal

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- Using ebike in rural areas to link with rural rail service to access Agueda.
- Objectives –
- Aid sustainability of rail service
- Improve mobility for those with no access to a car, young and elderly
- Aid e tourism development in rural areas



# Trikala - Greece Standard Public Transport and Ride Sharing





# Goals

What do communities want to achieve?

Remember its need not wants you address. Everyone wants different things. Funding is not unlimited.

We need to maximise the use of resources to meet demands in the most cost, effective manner

You will never please everyone. Fact.

Embrace Pareto Principle, 80% of outcomes result from 20% of causes.

We need to empower communities and stakeholders to work together

## What is the real cost of poor mobility in rural Areas?

- ▶ The cost of providing public transport in rural areas is often regarded as expensive.
- ▶ In simple monetary terms this may appear to be the case,
- ▶ However, What is the real cost of not providing PT services?
- ▶ We need greater understanding of impacts caused by poor access to public transport in terms of social impacts.
- ▶ What are the real costs of mental health, alcohol, drugs abuse, isolation, crime, poverty, lack of access to training, education, jobs, leisure etc?

Maximising use of existing resources used for school buses, social services, health services

Car/ ride sharing

Cycling /eBike

Walking

Transport hubs at village halls, schools, churches, village shops

Post buses

Courier delivery companies utilizing space in vehicles providing additional seating.

Community transport, training local volunteers and staff to use own cars, minibuses to provide community-based solutions.

Demand responsive transport (DRT)

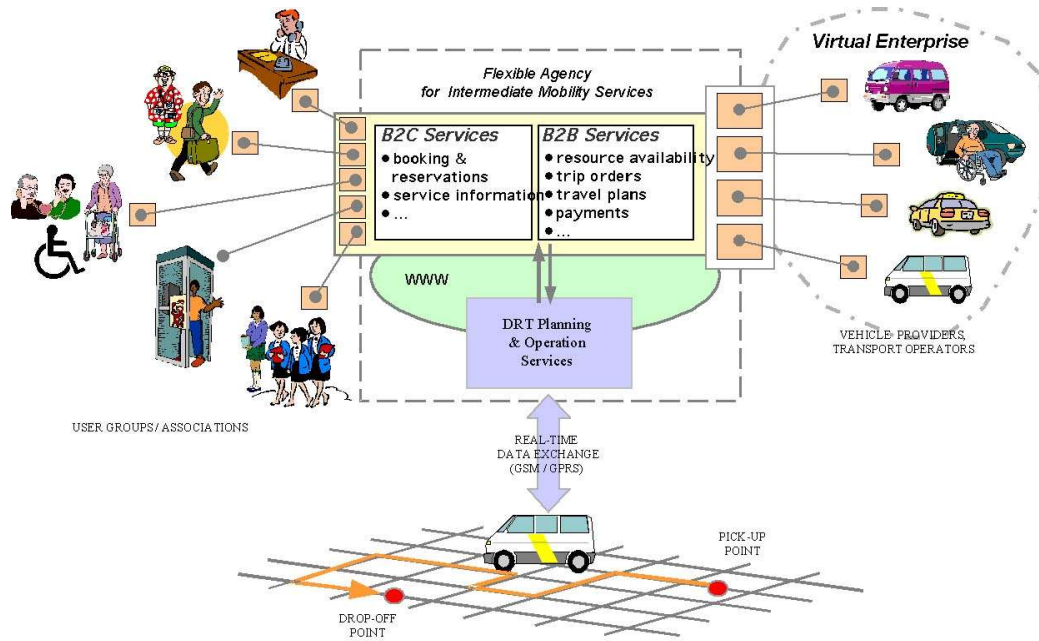
Maas

Hitch hiking

# Potential Transport Options to Consider

# Multi Modal Networks – The future?

- Having identified demands we need to work with multi modal operators to design local, regional, national and international solutions. (MaaS?)
- Customer needs – journey planning, simple fare/payment structure to cover all modes,
- Who is responsible when issues arise?
- Operator issues – sharing data and revenues.
- Transport Authorities - Who will be responsible for “agency”? Legal requirements, can standards be adopted across all modes?
- Infrastructure - Multi Modal Hubs



# FAMS Virtual Agency Business Model

# SMARTA / SMARTA2 Links



SMARTA -

<https://ruralsharedmobility.eu/>



SMARTA2 - [The SMARTA Project](#)  
» [SMARTA 2](#)  
([ruralsharedmobility.eu](https://ruralsharedmobility.eu/))

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