Interreg Europe Policy Learning Platform

Policy Brief on Demand Responsive Transport

**Simon Hunkin**
Thematic Expert on
Low-carbon economy

European Union | European Regional Development Fund

Aims

- **Understand regional challenges for inclusive, low-carbon mobility**

- **Present demand-responsive transport (DRT) as an underutilised regional mobility solution**

- **Look at the future of DRT and interlinkages with mobility-as-a-service options**

- **Consider the parameters needed for successful DRT**

- **Explore European support for regional mobility**

- **Make recommendations from Interreg Europe projects on supporting DRT uptake**

Framework
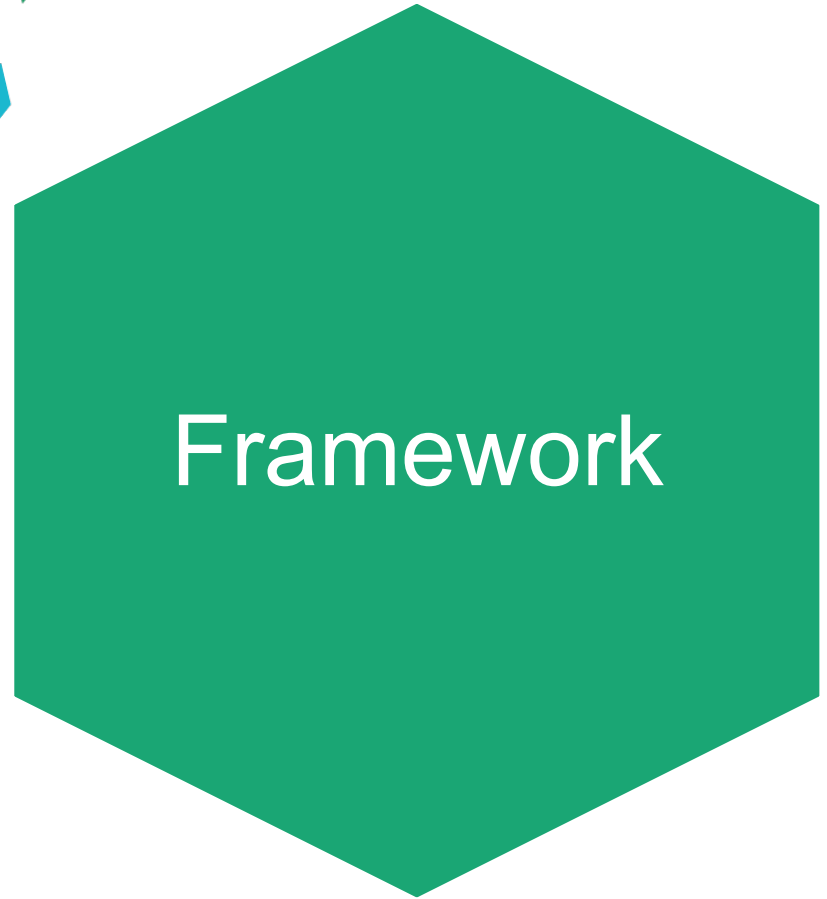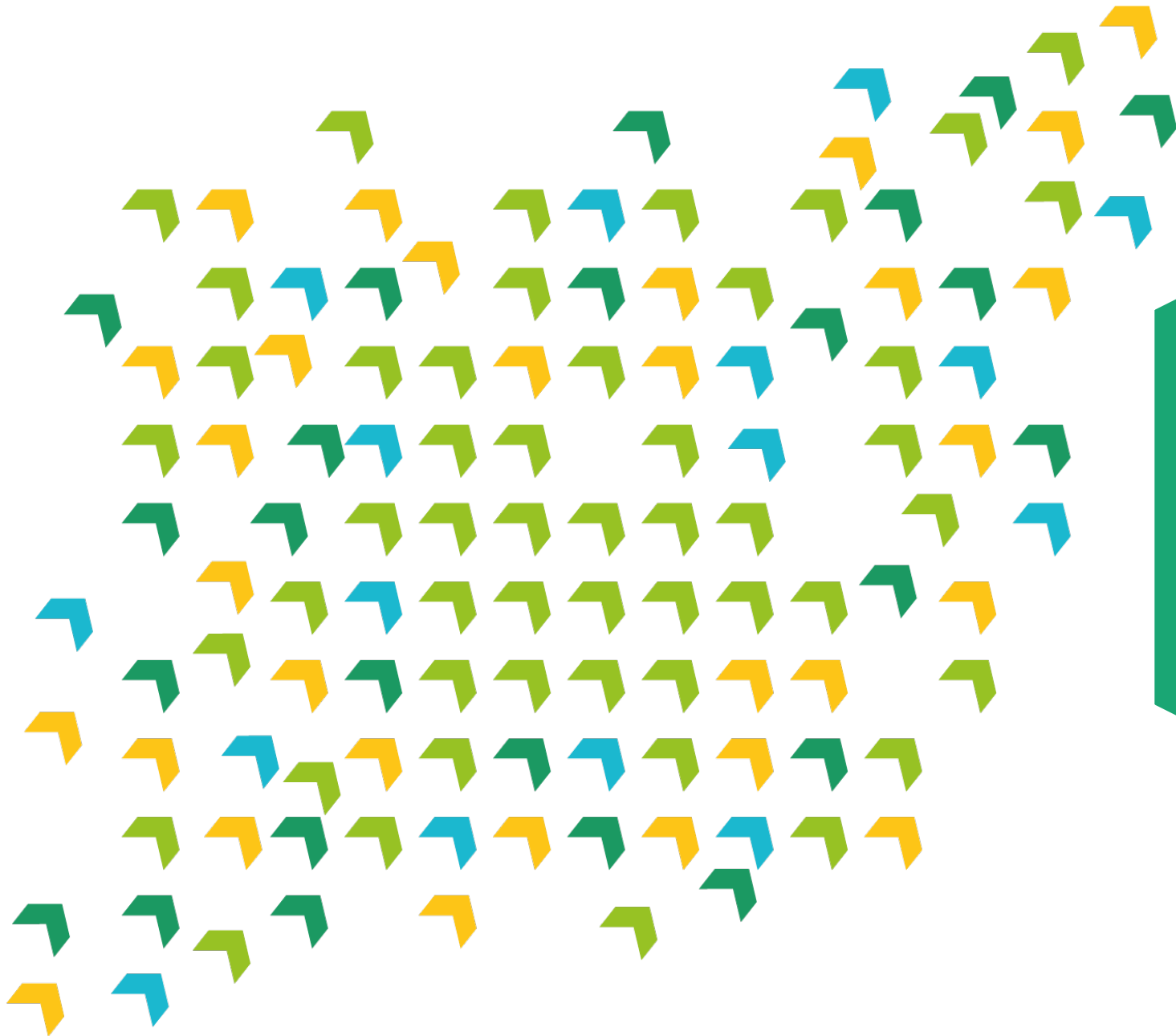
Regional challenges

- **Urgent need to reduce greenhouse gas emissions to meet European and international targets**

- **Connectivity of rural and suburban populations; declining populations, difficult to fund transport links**

- **Economic marginalisation of communities outside of urban cores**

- **Urban populations increasing: congestion, noise, air quality concerns**

- **Aging populations with mobility limitations**

European frameworks

- **2001 Gothenburg Strategy – develop an integrated and sustainable transport system**

- **2011 Roadmap to a Single European Transport Area – sets 2050 targets**
  - 60% reduction in transport emissions
  - No new conventionally fuelled cars in cities

- **2013 Urban Mobility Package**
  - Sustainable Urban Mobility Plans & Guidelines
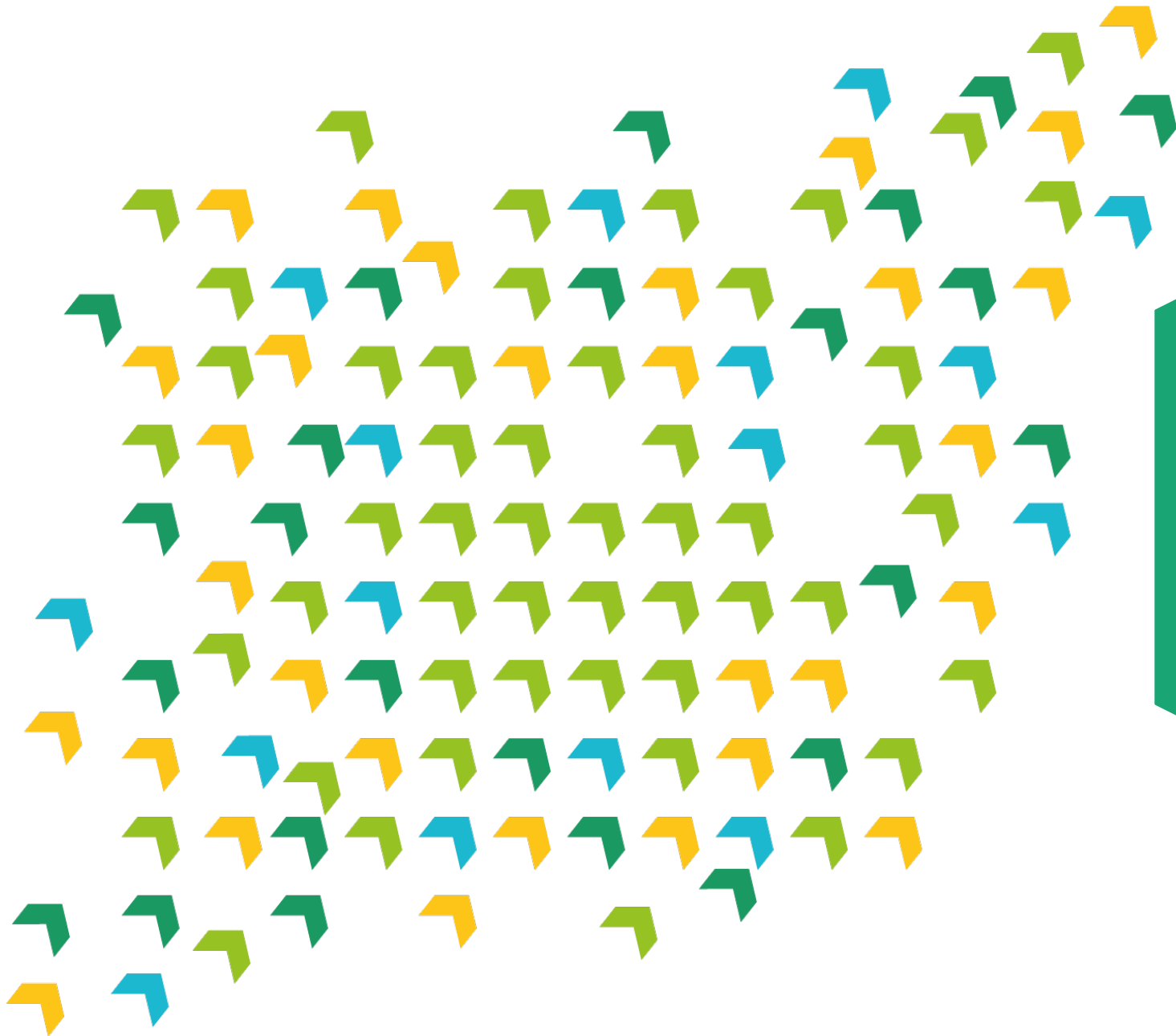
Demand-responsive transport

What is demand-responsive transport?

"DRT is a user-oriented form of passenger transport characterised by flexible routes and smaller vehicles operating in a shared-ride mode between pick-up and drop-off locations, according to passenger needs"

Community Transport Action

Parameters

- **Booking:** Call, Internet
- **Timing:** On day, in advance, repeating
- **Route flexibility:** Fully set, Deviations possible, Fully flexible
- **Pick-up/drop-off:** Many-to-many, one-to-many, one-to-one
- **Catchment area:** rural, suburbs, mixed
- **Users:** All public, disadvantaged groups, private groups
- **Vehicle type:** Car, minibus, bus
- **Price:** Free, paid
- **Financing**: subsidised, partly-subsidised, commercial
- **Competition**: high, low
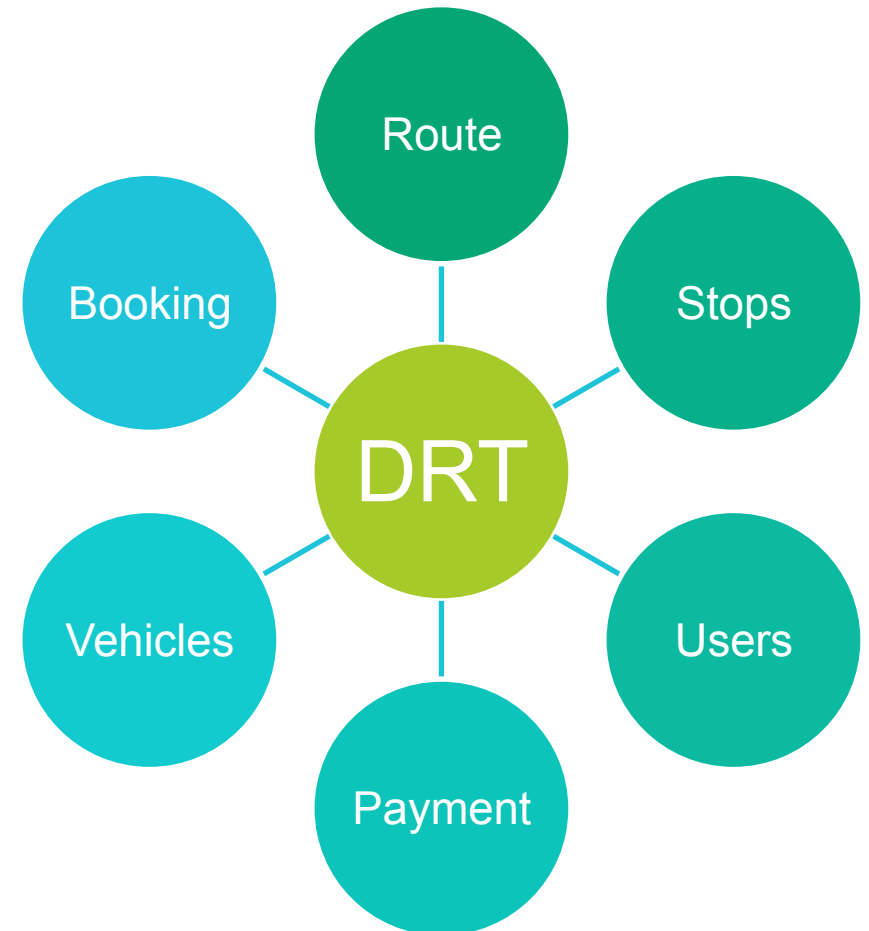
Why use demand-responsive transport?

- **Economic**
  - Widen the public transport network to low-demand areas (suburban, rural) where public transport would otherwise be expensive
  - Avoid empty vehicles in areas where demand is variable

- **Environmental:**
  - Reduce number of vehicles on the road by encouraging shared journeys

- **Social**
 - Provide comfortable, convenient options for people of reduced mobility

Future of DRT

- **Cost-efficient solution for rural & suburban areas**

- **Able to access real-time journey information and book easily**

- **Analytics able to select optimal travel routrs: high trust in performance**

- **Digital platforms and ICT manage payments and enable subscriptions**

- **Connected with urban transport systems to bring DRT to heart of urban mobility**

- **Ultimately connected with MaaS systems as last link in network, connecting remote communities with transport hubs**
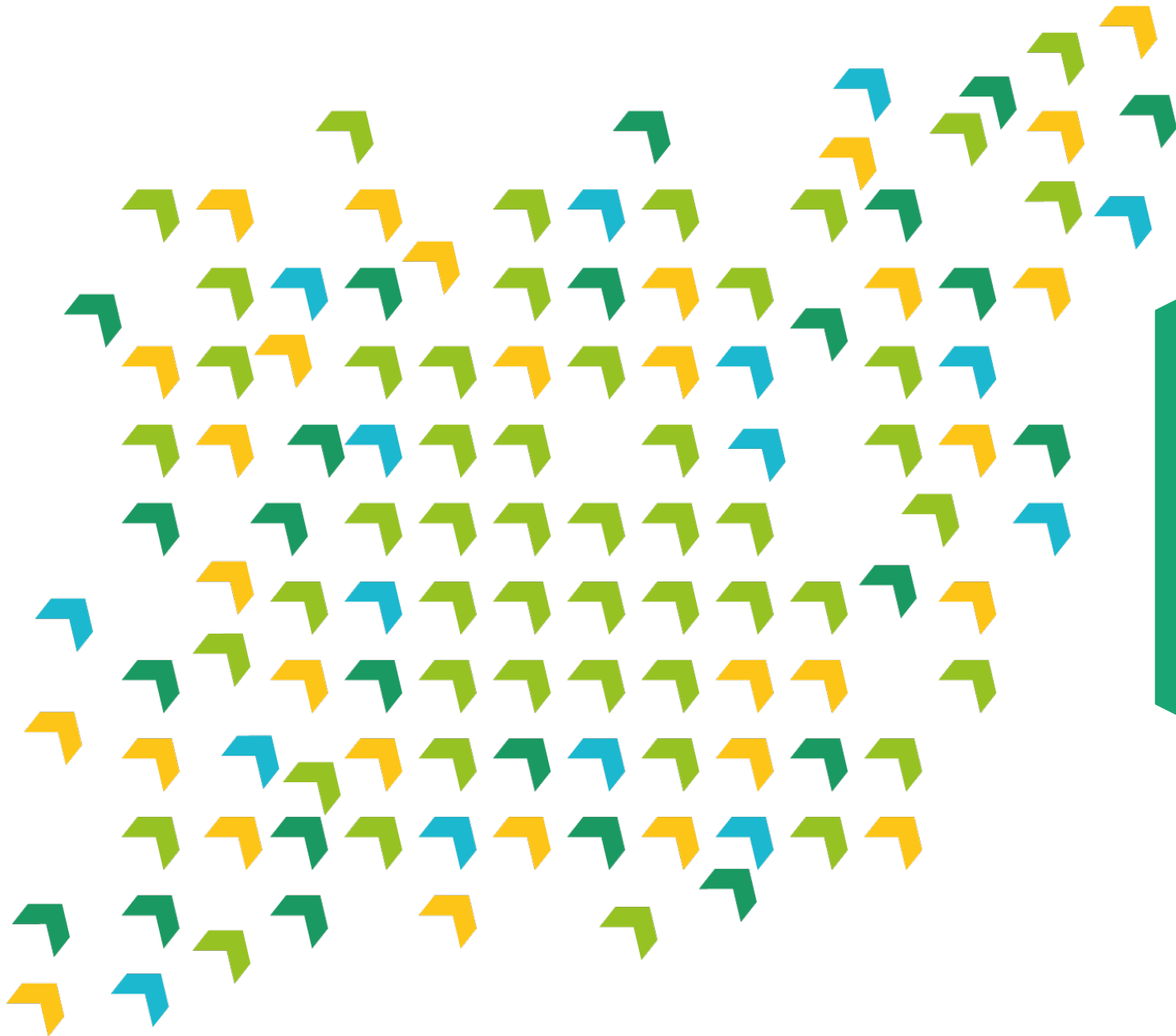
Support

European Support

DG Transport & Mobility Urban Mobility Portal
Provides SUMP guidelines; upcoming revision to include greater focus on MaaS
www.eltis.org

CIVITAS Network for cleaner and better transport
Supports demonstration projects in real conditions, including collective passenger transport
www.civitas.eu

URBACT exchange and capacity building initiative
Transnational exchanges, capacity-building, capitalisation
www.urbact.eu

Public-Private Partnership for mobility-as-a-service
Considering business rules & collaboration, end-user issues, legal and regulatory barriers
www.maas-alliance.eu

Funding under the ERDF and Cohesion Fund
Investment Priorities: 4e, 7b, 7c
www.ec.europa.eu

Interreg Europe Mobility Projects

106 Policy instruments addressed

69 Good practices

14 projects

24 Member states + Norway

74 Operational programmes

81 NUTS3 regions

Low carbon economy

Interreg Europe & DRT

Sustainable mobility for the last mile in tourism regions
LAST MILE is exploring DRT solutions for touristic areas, linking with existing public transport networks
www.interregeurope.eu/lastmile

Interregional Learning towards Sustainable Mobility in Europe
REGIO-MOB is developing regional mobility strategies including DRT systems

www.interregeurope.eu/region-mob

Optimisation of Public Transport Policies for Green Mobility
OptiTrans explores issues including door-to-door mobility ticketing, flexible bus routing and timetable integration
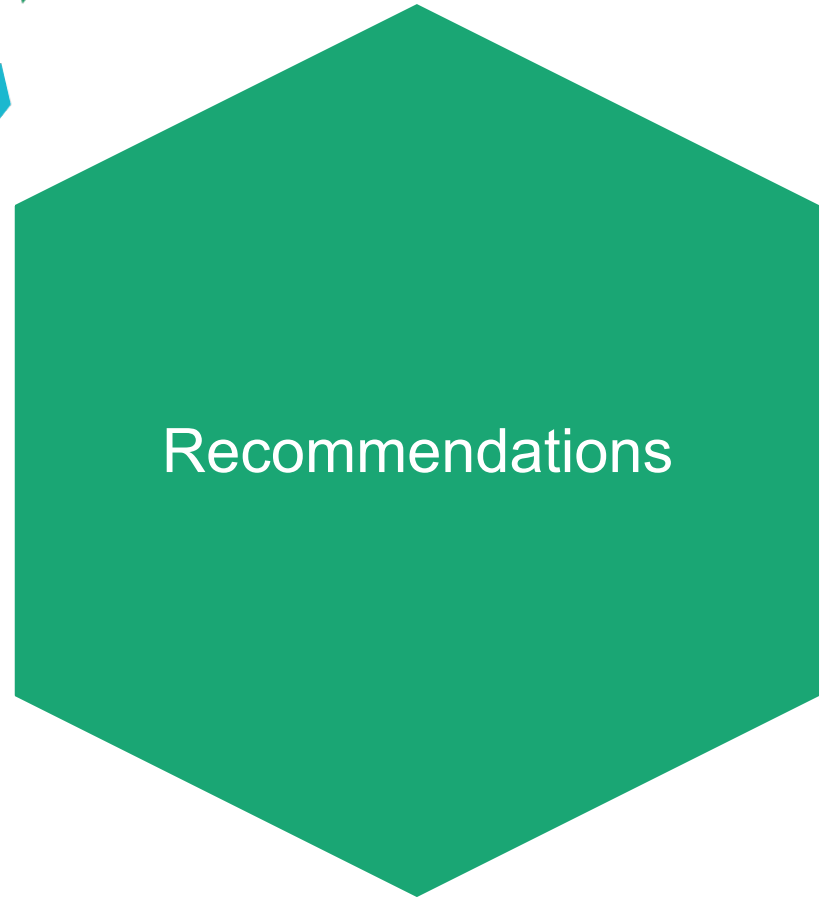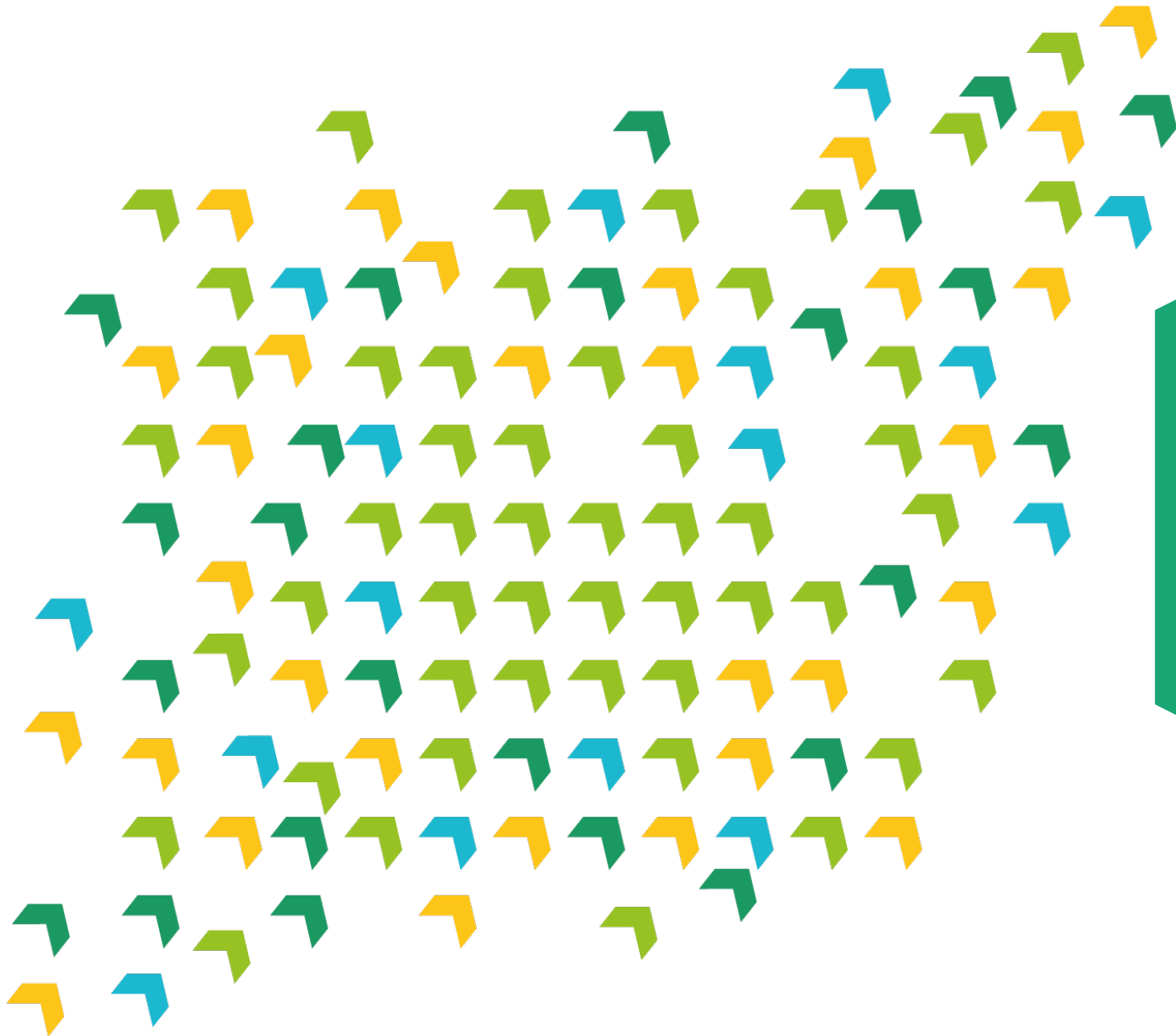www.interregeurope.eu/optitrans

Innovations in Sustainable Urban Mobility Plans for low-carbon urban transport
InnovaSUMP will integrate new innovations in SUMPs, including smart ticketing, mobile applications, intelligent transport systems, DRT and intermodality
www.interregeurope.eu/innovasump

Recommendations

Recommendations

- **DRT systems are low-hanging fruit; multiple benefits, well-tested, low initial investment with savings during operation**

- **Support is available for developing and implementing DRT systems; look in particular at using ESIFs and take inspiration from what regions have done before**

- **SUMPs should be developed/altered to include DRT, considering linkages with other transport modes**
  - Communicate on the multiple benefits and secure political buy-in
  - Set clear targets for low-carbon transport & long-term direction of travel
  - Ensure that the process is overseen by a single transport manager
  - Integrate into public transport information systems

Recommendations

- **DRT is not only a system for those with limited mobility, but should play a role in reducing congestion and private vehicle use…if attractive enough**
  - ICT systems
  - Easy payment
  - Door-to-door options
  - Multimodal linkages
  - Promotion and marketing

- **Some resistance can be expected from existing transport providers; bring on board by explaining role of DRT in the wider transport systems**
  - Bring regional actors together to collaborate and contribute to SUMP development

Thank you!

Simon Hunkin
Thematic expert on
Low-carbon economy
s.hunkin@policylearning.eu