

TIME TO



**RURAL
MOBILITY**

www.ruralsharedmobility.eu



This project is funded by
the European Union



SMARTA

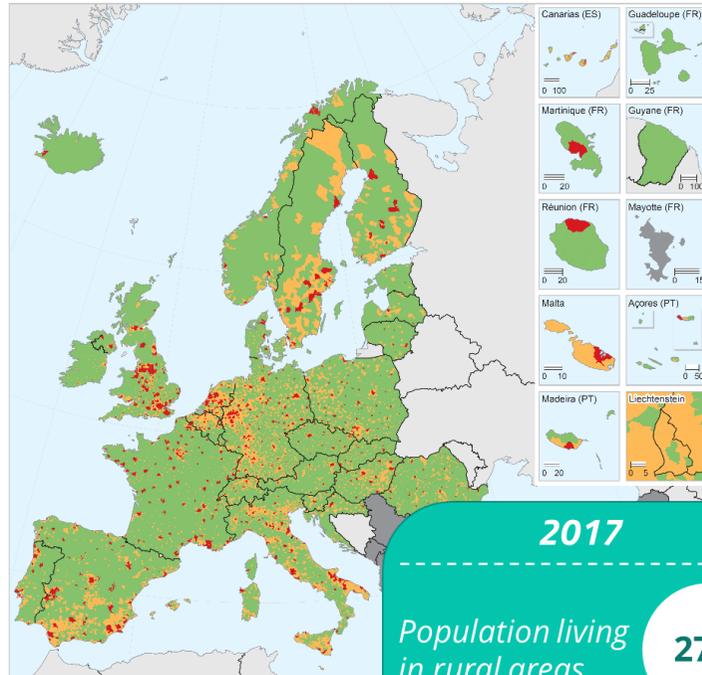
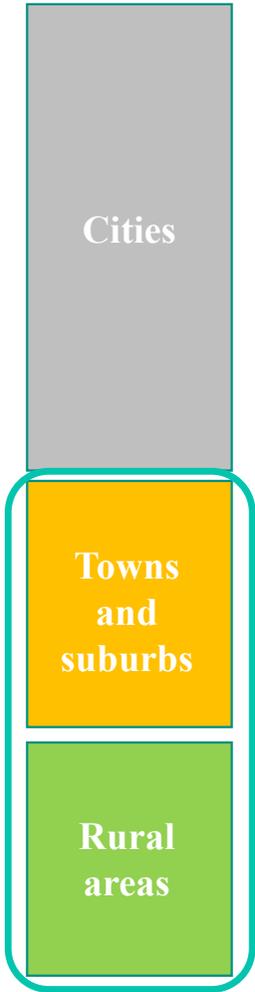
*Sustainable shared mobility interconnected with public transport in
European rural areas*

Policy Perspectives from the SMARTA Project

Brendan Finn, Andrea Lorenzini , Giorgio Ambrosino– MemEx

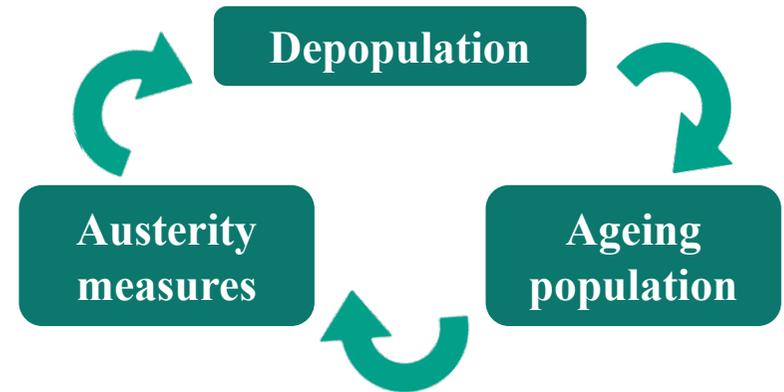
MAMBA 3rd Webinar - 17th September 2020

Issue: Mobility in rural areas needs attention



■ **Cities**
 (Densely populated areas: at least 50 % of the population lives in urban centres)
■ **Towns and suburbs**
 (Intermediate density areas: less than 50 % of the population lives in urban grid cells and less than 50 % of the population lives in urban grid cells)
■ **Rural areas**
 (Thinly populated areas: more than 50 % of the population lives in rural grid cells)

Distribution of population (%) by degree of urbanisation, EU-28 Eurostat 2017 (estimated)



2017

Population living in rural areas 27%

24% Share of EU's rural population at risk of poverty or social exclusion

27% of Europe's population means 137 million people, which equates to the population of the 40 largest Metropolitan areas in Europe

Same level of attention not been paid in transport policy, innovation, capital investment and ongoing subsidy for rural mobility needs



The SMARTA Project

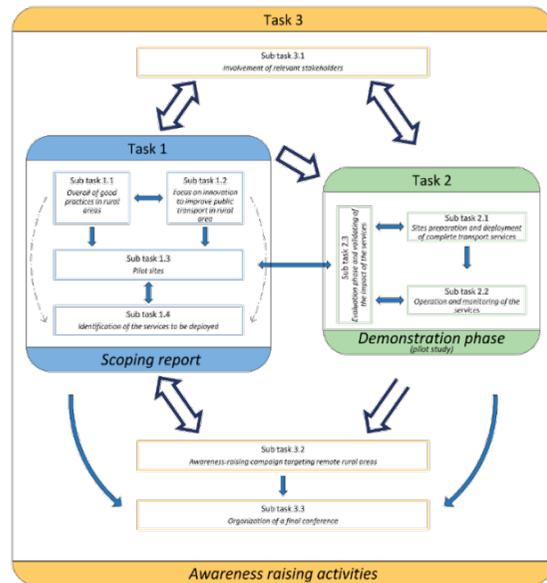
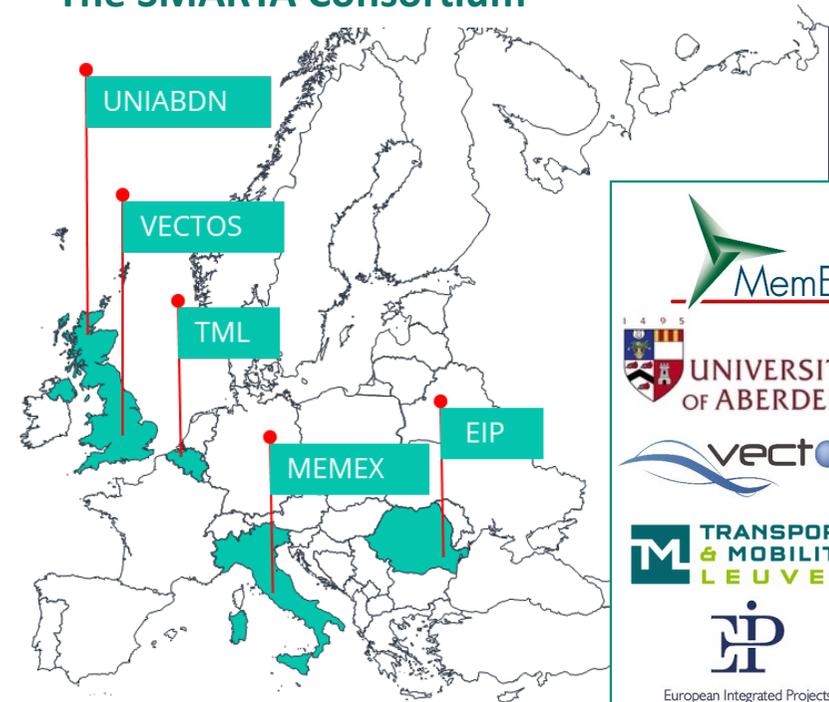
 www.ruralsharedmobility.eu

Explore ways to ensure **sustainable mobility** by improving **shared mobility integrated with public transport** services across different European **rural areas**



Sponsored by European Parliament
Funded and managed through EU
Transport Ministry - DG MOVE

The SMARTA Consortium



3 Main strands of activities

Research
Demonstration
Networking
Recommendations
and Policy Guidelines



Project activities

Research



“Insight Papers” & Good Practices



Regional and local authorities

European Parliament

Demonstration



“Pilot sites”



Long-distance coach



Local bus



Carsharing/
E-Bikesharing



Ride sharing



Bus On-Demand



E-hitchhiking

Policy recommendations for rural mobility for improving the accessibility in rural areas

Engagement



Stakeholders’ engagement



Practitioners and operators

European Commission



Evaluation Framework

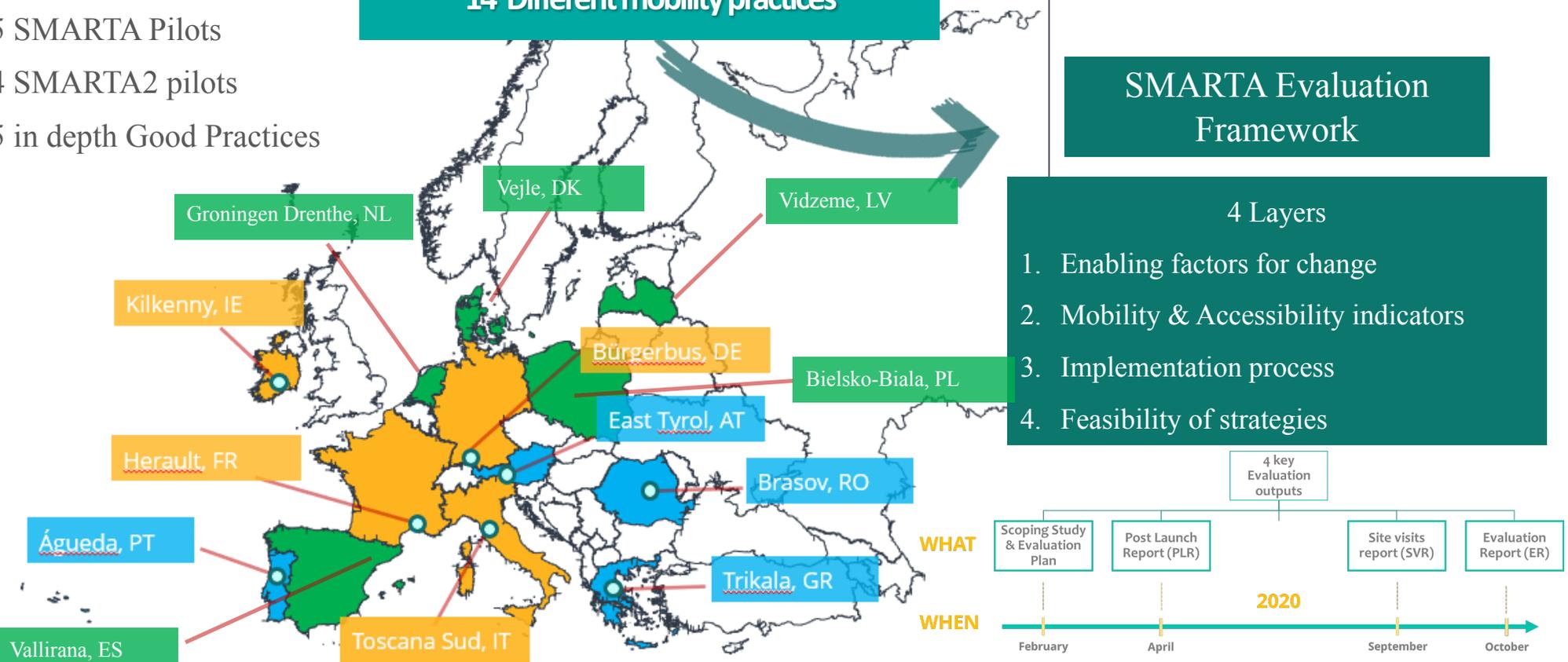
- 5 SMARTA Pilots
- 4 SMARTA2 pilots
- 5 in depth Good Practices

14 Different mobility practices

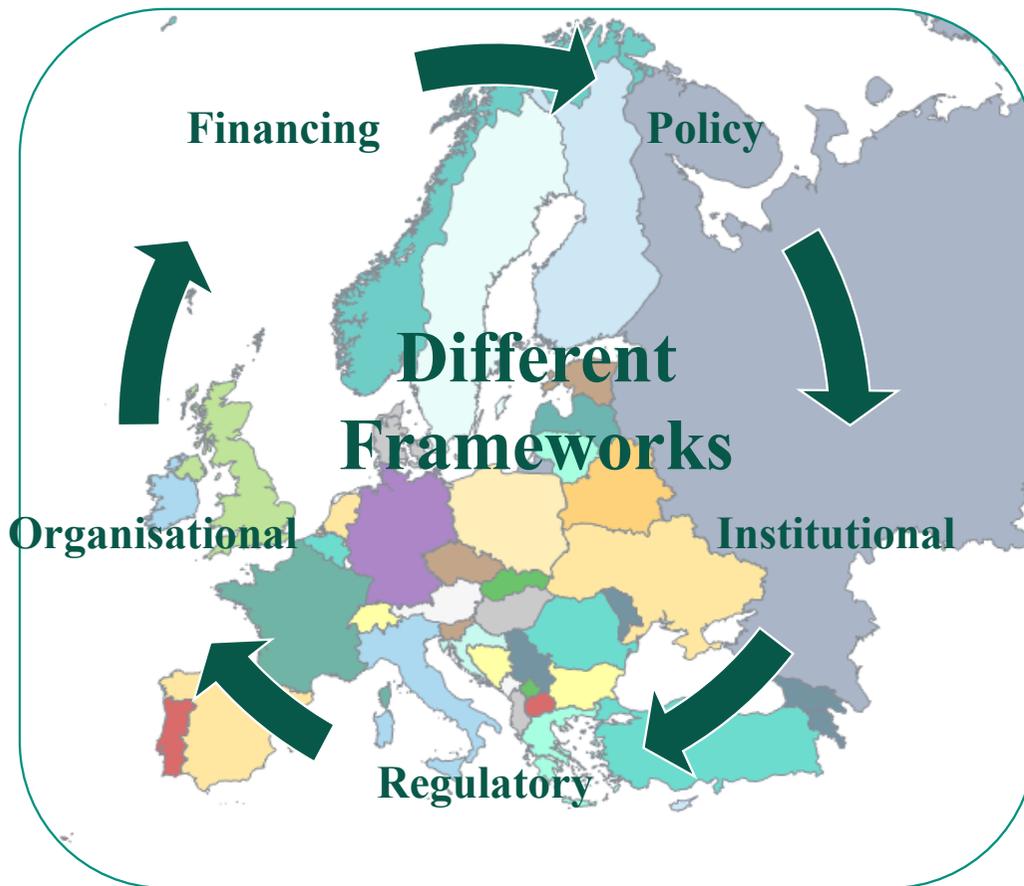
SMARTA Evaluation Framework

4 Layers

1. Enabling factors for change
2. Mobility & Accessibility indicators
3. Implementation process
4. Feasibility of strategies



Insight Papers: Key findings about Frameworks for rural mobility



There is near-total **absence** of **specific national policy** for mobility in rural areas

There are **different Authority levels** acting in rural mobility

There are **few obligations** at **national level** to provide rural mobility services or its funding

The organisational **arrangements** for rural shared mobility are **weak**

Frameworks are **not conducive** to developing rural shared mobility

Note: Some Regions and Local Authorities make policy and programs even if national level does not

<http://ruralsharedmobility.eu/index.php/insight-papers/>

The Insight Papers

Which is the layer of Government at which rural mobility is primarily determined?

National

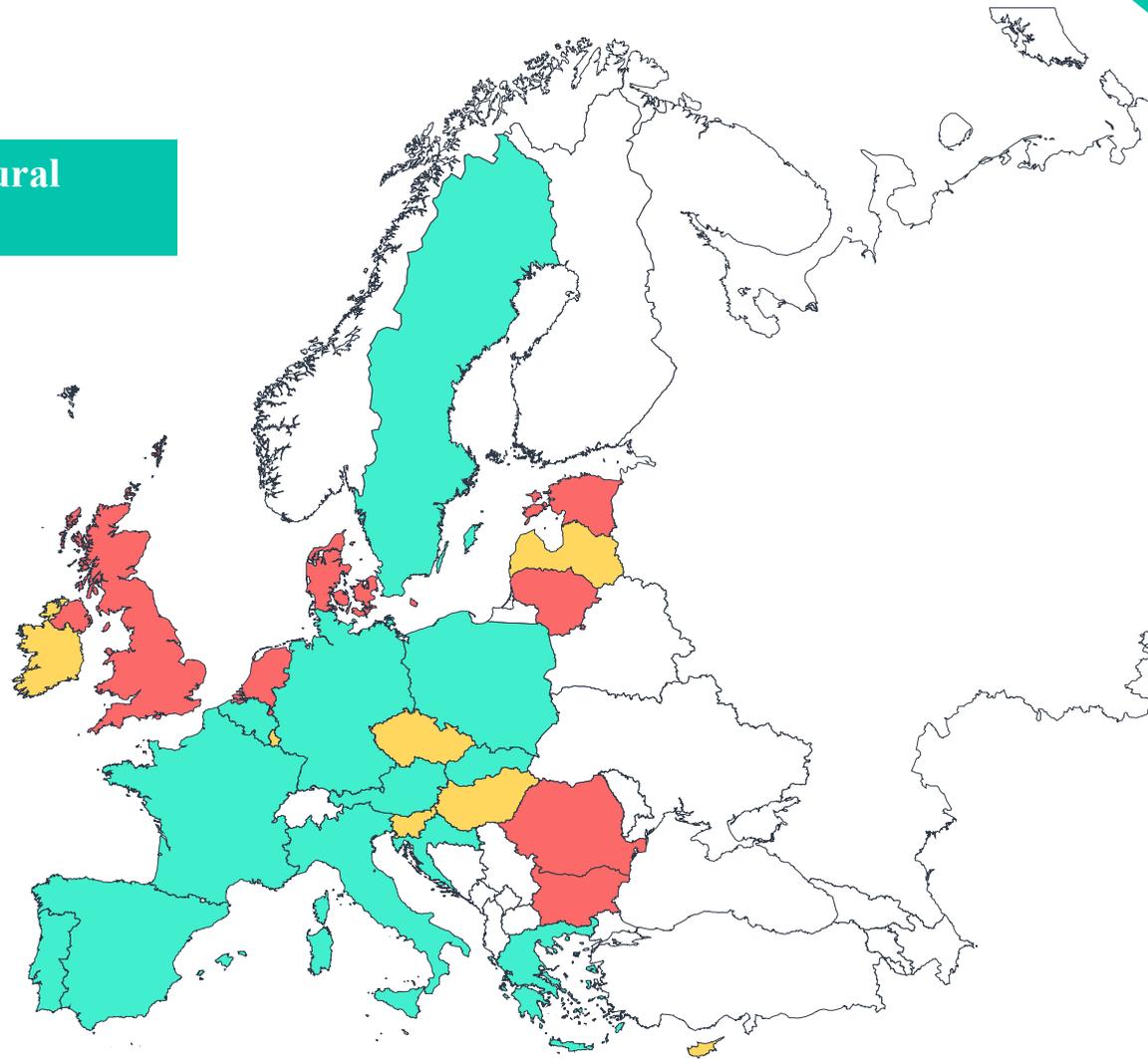
Cyprus, Czech Republic,
Hungary, Ireland, Latvia,
Luxemburg, Malta, Slovenia

State/Region

Austria, Belgium, Croatia,
France, Germany, Greece, Italy,
Poland, Portugal, Slovakia,
Spain, Sweden

Municipality/County

Bulgaria, Denmark, Estonia,
Lithuania, Netherlands,
Romania, Scotland, UK



The Insight Papers

Is there a specific rural mobility/transport policy with objectives, targets and responsibilities?

Yes, with specified objectives and target outcomes

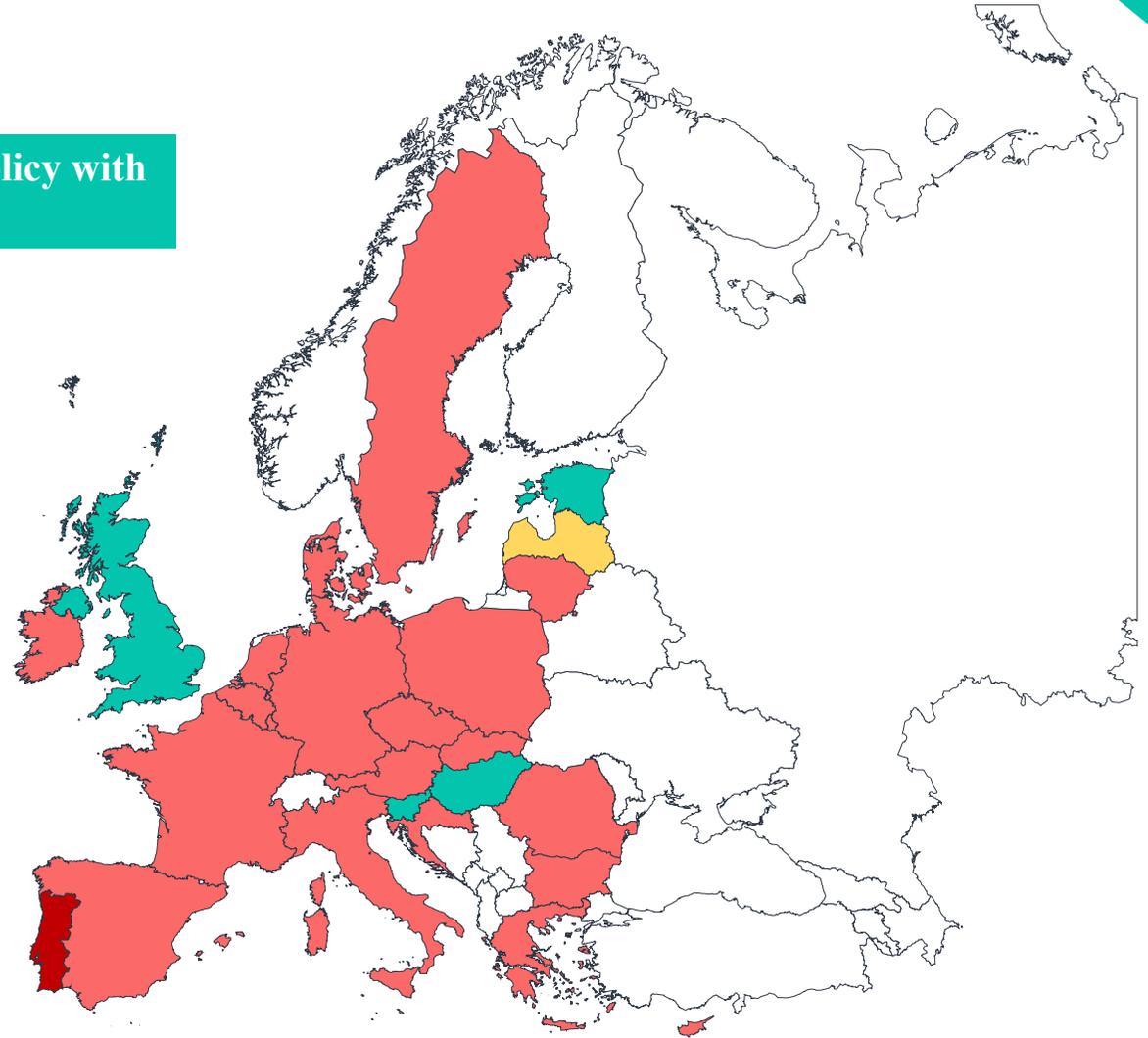
Latvia

Yes, but only with aspirational goals and without target objectives

Estonia, Hungary, Scotland, Slovenia

No

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, France, Germany, Greece, Ireland, Italy, Lithuania, Luxemburg, Malta, Netherlands, Poland, Romania, Slovakia, Spain, Sweden, UK



The Insight Papers

Are there Sustainable Urban Mobility Plans (SUMP) or equivalent for rural areas

Yes, SUMP (and similar tools) includes rural areas (in most cases)

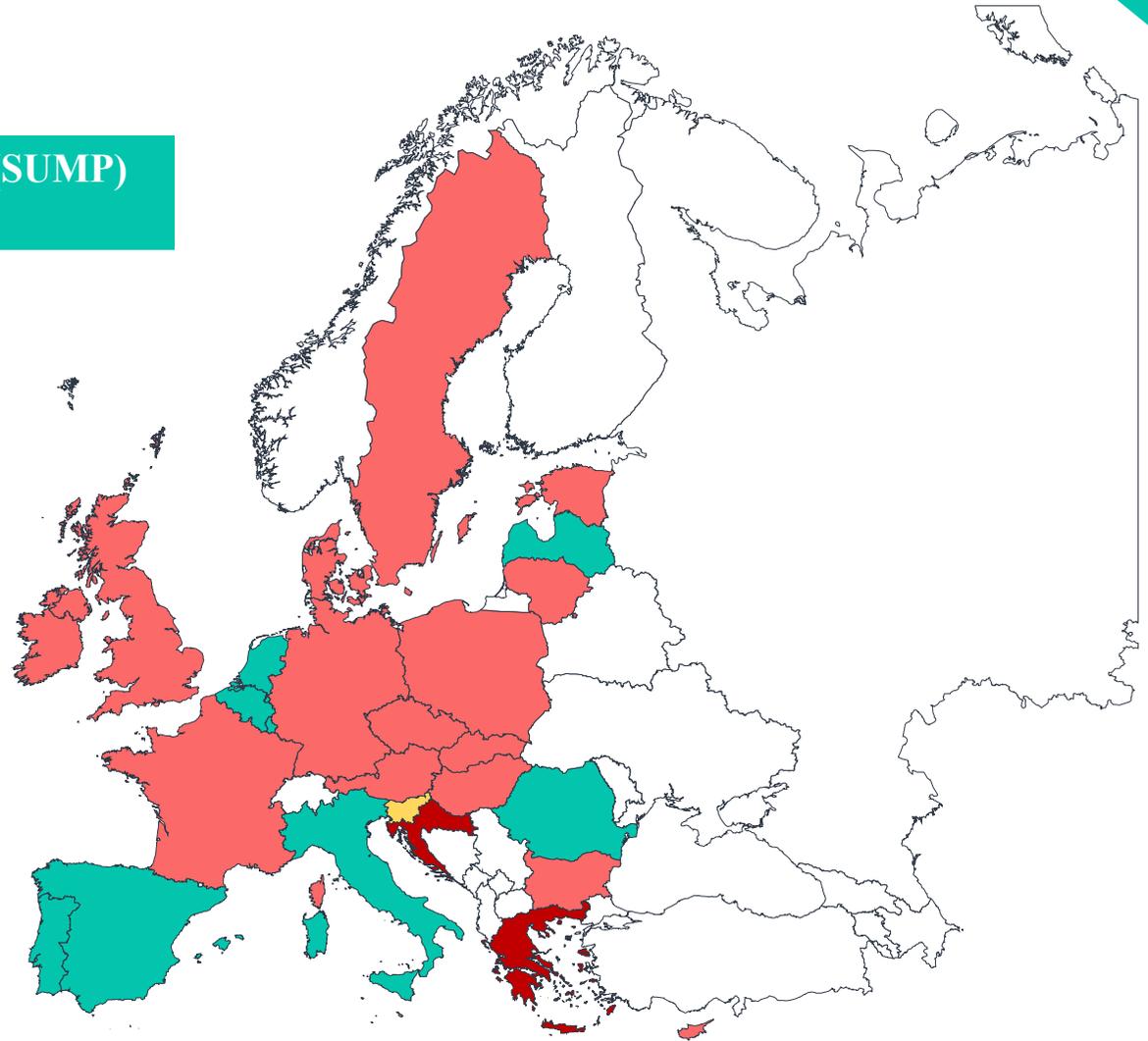
Slovenia

Yes, occasionally (i.e. there are few examples of SUMP including rural areas)

Belgium, Italy, Latvia, Luxemburg, Netherlands, Poland, Portugal, Romania, Spain

No

Austria, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, France, Germany, Hungary, Ireland, Lithuania, Malta, Poland, Slovakia, Scotland, Sweden, UK



EUROPEAN POLICIES & RURAL MOBILITY

There is no policy for rural mobility at European level, nor any obligation for Member States to have such a policy

Not a single European Member State has a target-bound policy for rural mobility, with assigned responsibilities and sufficient committed budget to deliver it.

It is left to regions and local areas to provide such services as they see fit, if they choose to, or do what they can with the limited resources allocated.

ISSUES AT THE MOBILITY LEVEL

Very high dependency on cars. Without a car, depend on lifts, taxi (high cost) or don't travel

Accessibility to bus services, if they exist (distance, surface, lighting, ...)

Low level of service makes connections difficult, may not have suitable return trip

Children usually have good access to/from school, but otherwise depend on parents for lift-giving - less independence, heavy burden

ISSUES AT THE TRANSPORT PROVISION LEVEL

Rural areas in Europe have limited public transport, many have none

Low frequency, timed for commuting. Unsuitable for many purposes.

Lack of structured integration of scheduled public transport and local mobility services

Few opportunities for people from urban areas to visit rural amenities without their car.

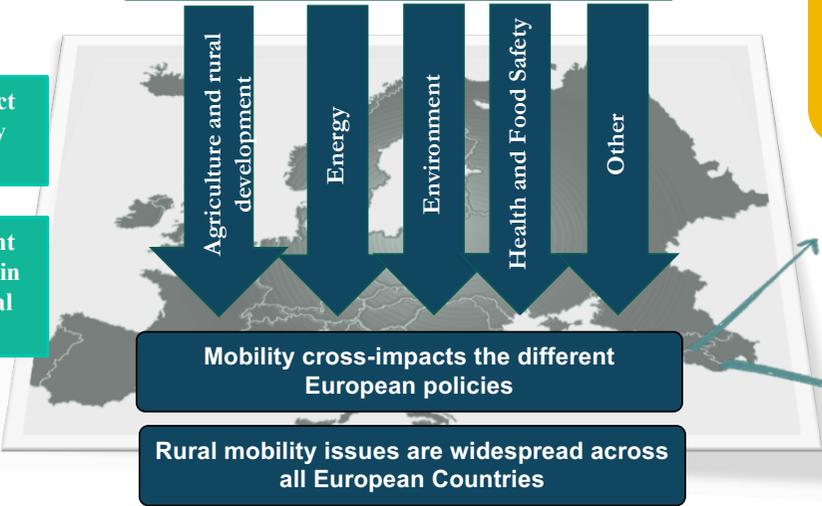
Time to Act!



Why should EU act on something that seems to be a local issue?



EUROPEAN POLICIES & RURAL MOBILITY



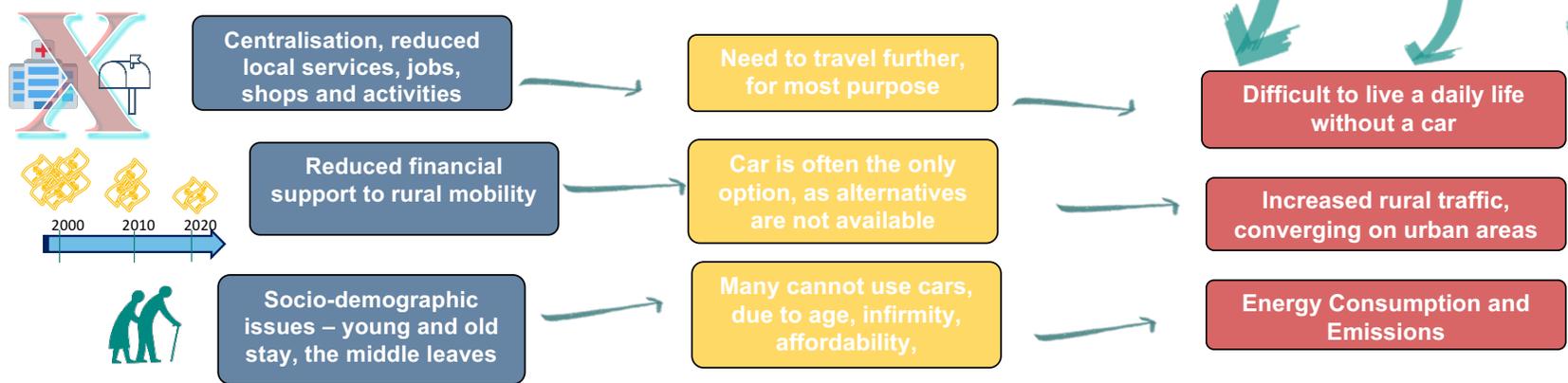
'Mobility' is a basic freedom.

- It is the possibility to access work, education, services, society and everything else that is part of a person's life.
- It is a vital enabler of any community, especially of rural communities, where many essential things are located some distance away.
- Providing sustainable forms of mobility make an important contribution to mitigate climate change.

2017

27% 137 million people impact on whether an EU policy succeeds or not.

24% Legacy of disinvestment and lack of investment in rural broadband, social infrastructure, jobs



IN WHAT WAY SHOULD THE EUROPEAN PARLIAMENT AND THE EUROPEAN COMMISSION “ACT” ON RURAL MOBILITY?

Rural mobility should be included across all policy areas. These policies should recognise the strong linkages between better rural mobility and climate change, as rural mobility will remain heavily dependent on travel by car until suitable alternatives and connectors are universally provided.

ESTABLISH EUROPE-WIDE POLICIES ON RURAL MOBILITY

Rural mobility should be mandatory in all national rural development policies, indicating the minimum level of service for all types of areas and defining responsibilities for their provision.

The targets and obligations in national policies should be migrated downwards to local development plans and programs, again with defined responsibilities for delivery

REQUIRE MEMBER STATE TO ESTABLISH NATIONAL POLICIES ON RURAL MOBILITY

The goal should be to have target-bound rural mobility policy in all Member States by 2025, and effective frameworks in place in all Member States by 2030. While decisions on matters such as coverage, service levels and means of delivery would always be the prerogative of the individual Member State, *it cannot continue that there are neither mandated levels of service nor assigned responsibility to ensure their provision.*



The European Parliament would then mandate that by 2030 every part of the EU territory is covered by

- ✓ A mobility policy, set at national or regional level
- ✓ A specific mobility plan including mobility objectives, targets and responsibilities
- ✓ All of the national/regional territory is covered by the policy

It would still remain the national, regional or local decision about what level and means of mobility, their organisation and what resources to allocate. The obligation is that whatever EP determine must be explicitly formulated in a published policy and plan, for which the relevant level of authority is accountable.

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SMARTA
smart rural transport areas

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