



# Good Practice Webinar

## Enhancing rural mobility through local action

20<sup>th</sup> June 2024

# Key lessons from community-led initiatives on mobility



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# Content

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- Introduction
- Mobilising community-based initiatives
- Acceptance and participation of the local communities/stakeholders
- Funding and Implementation challenges
- Conclusion

# Experiences from SMARTA-NET

## Community-based initiatives



### 1 Flexible Transport Services

- 1.1. Ring-a-Link DRT (IE)
- 1.2. Bürgerbus Oberes Glantaal Ride sharing service (DE)
- 1.3. Bürgerbus Dreisam-Stromer (DE)
- 1.4. Castilla y Leon Demand Responsive Transport in Rural Areas (ES)
- 1.5. Vallibús Connecta't, (ES)
- 1.6. Bummelbus - Door-to-door DRT (LU)
- 1.7. Transport on-demand service in Bielsko-Biala (PL)
- 1.8. Go-Mobil Door-to-door DRT (AT)
- 1.9. Texelhopper DRT (NL)
- 1.10. Demand responsive transport in Medio Tejo (PT)
- 1.11. Bus Alpin (CH)
- 1.12. ProntoBus (IT)
- 1.13. Narni Chiamabus (IT)
- 1.14. Sopotniki DRTs (SI)
- 1.15. Transport on demand service in Vidzeme Region (LV)



### 2 Ride sharing Services

- 2.1. Regiotaxi Shared taxi (NL)
- 2.2. Nabogo carpooling (DK)
- 2.3. Brasov Metropolitan Area Car-pooling (RO)
- 2.4. Ummadam Car-pooling (AT)
- 2.5. RezoPouce Hitchhiking (FR)



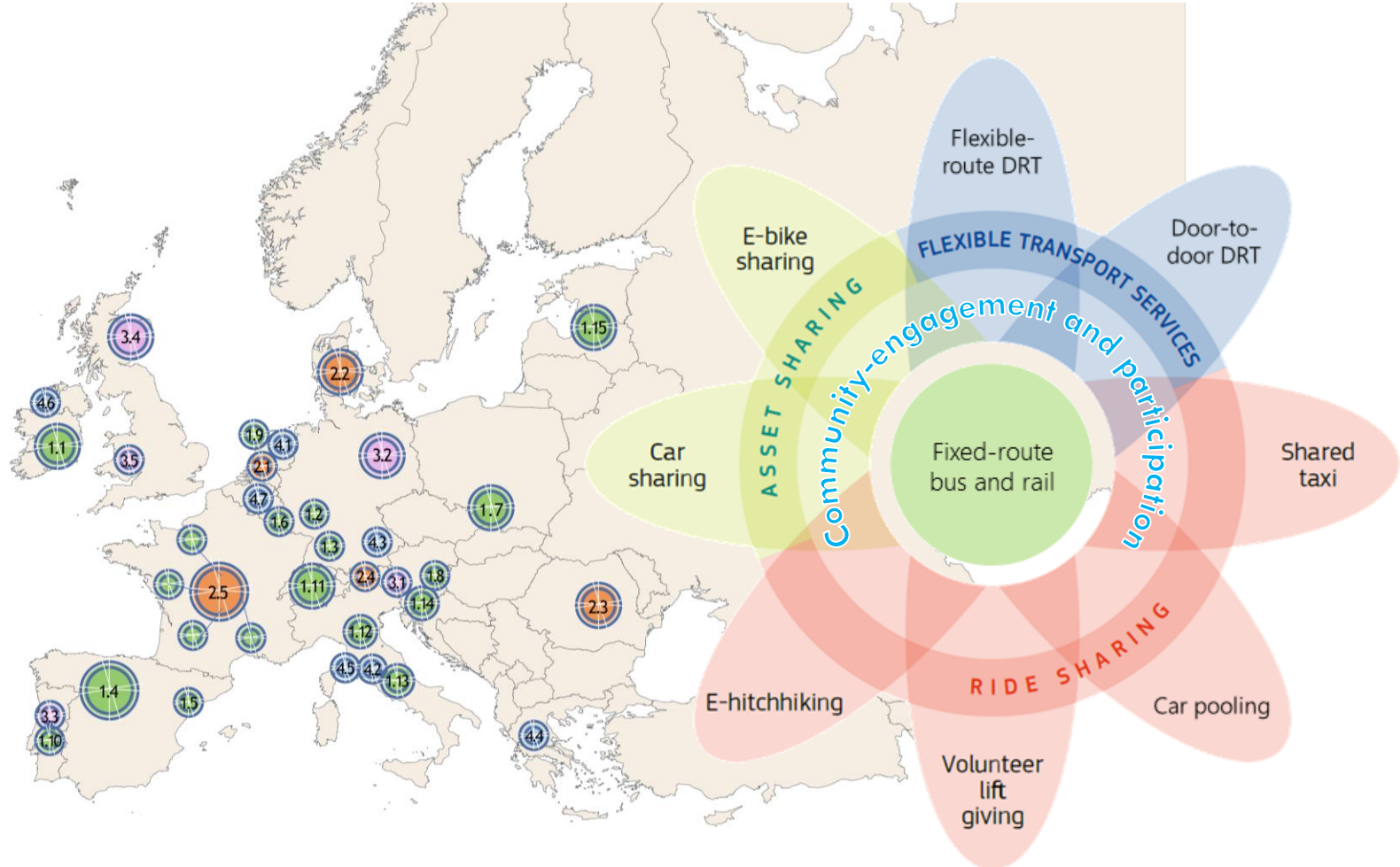
### 3 Asset sharing Services

- 3.1. Flugs E-carsharing (AT)
- 3.2. BARshare car sharing (DE)
- 3.3. beAgeda Bikesharing (PT)
- 3.4. Cairngorms National Park E-bike share service (UK)
- 3.5. Talybont-on-Usk Energy Car sharing (UK)



### 4 Other Mobility Solutions

- 4.1. Smart Mobility Hubs, Groningen Drenthe (NL)
- 4.2. School Bus Service and technology support (IT)
- 4.3. Bad Birnbach Autonomous Shuttle (DE)
- 4.4. Trikala Digital Platform (GR)
- 4.5. Shared Use Mobility Agency, Elba (IT)
- 4.6. Local Link Donegal (IE)
- 4.7. Mobipoints Gembloux (BE)

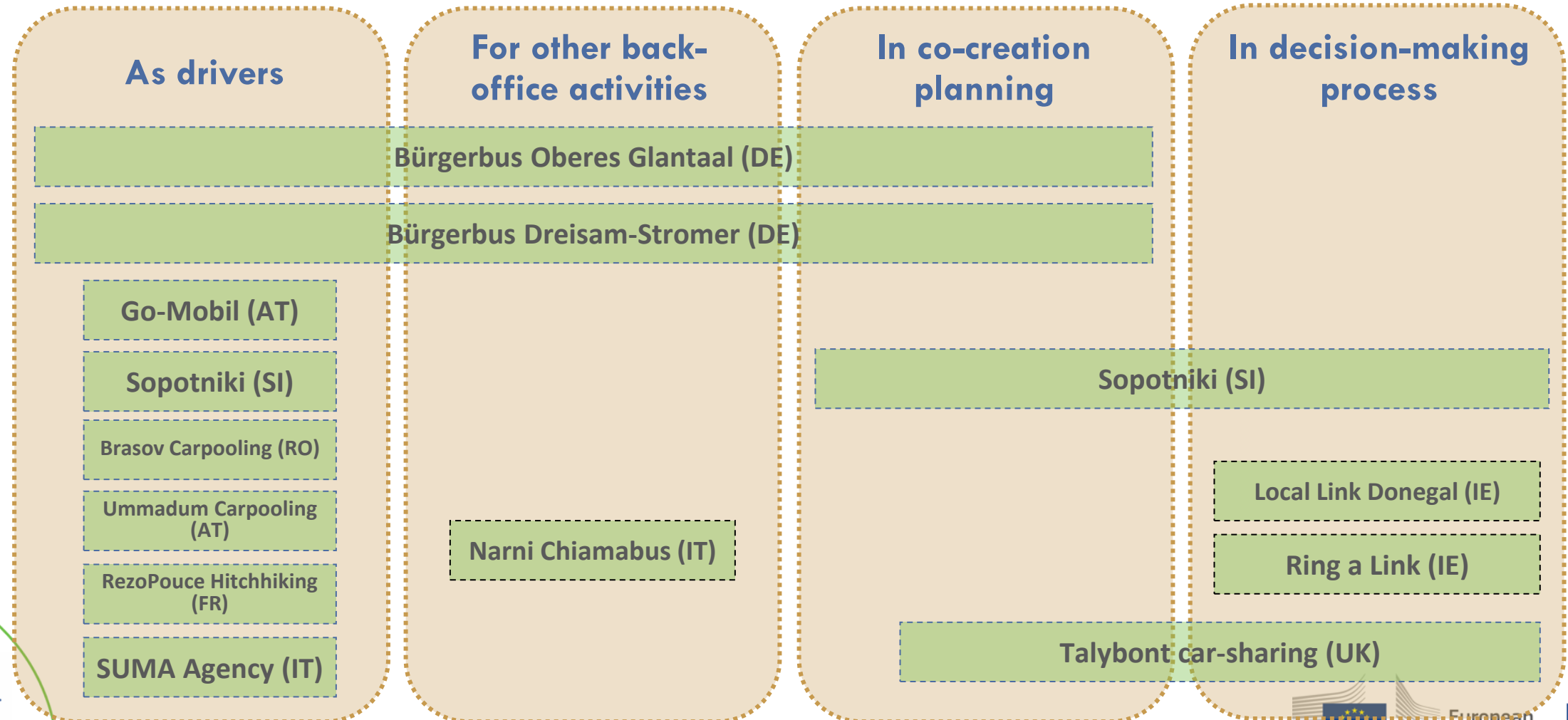


# Community & Volunteer engagement

- Local communities in various countries have taken the initiative to address the issue of rural mobility by **mobilizing, implementing,** or **supporting** shared mobility solutions.
- Community initiatives are beneficial for society because:
  - **They can cater more effectively to social needs than existing alternatives;**
  - **They have the potential to create new relationships, opportunities, and peer-to-peer collaborations.**
- Moreover, these initiatives can be less expensive as they rely on volunteers' availability and are generally more flexible.



# A spectrum of application



# Mobilising community-based initiatives

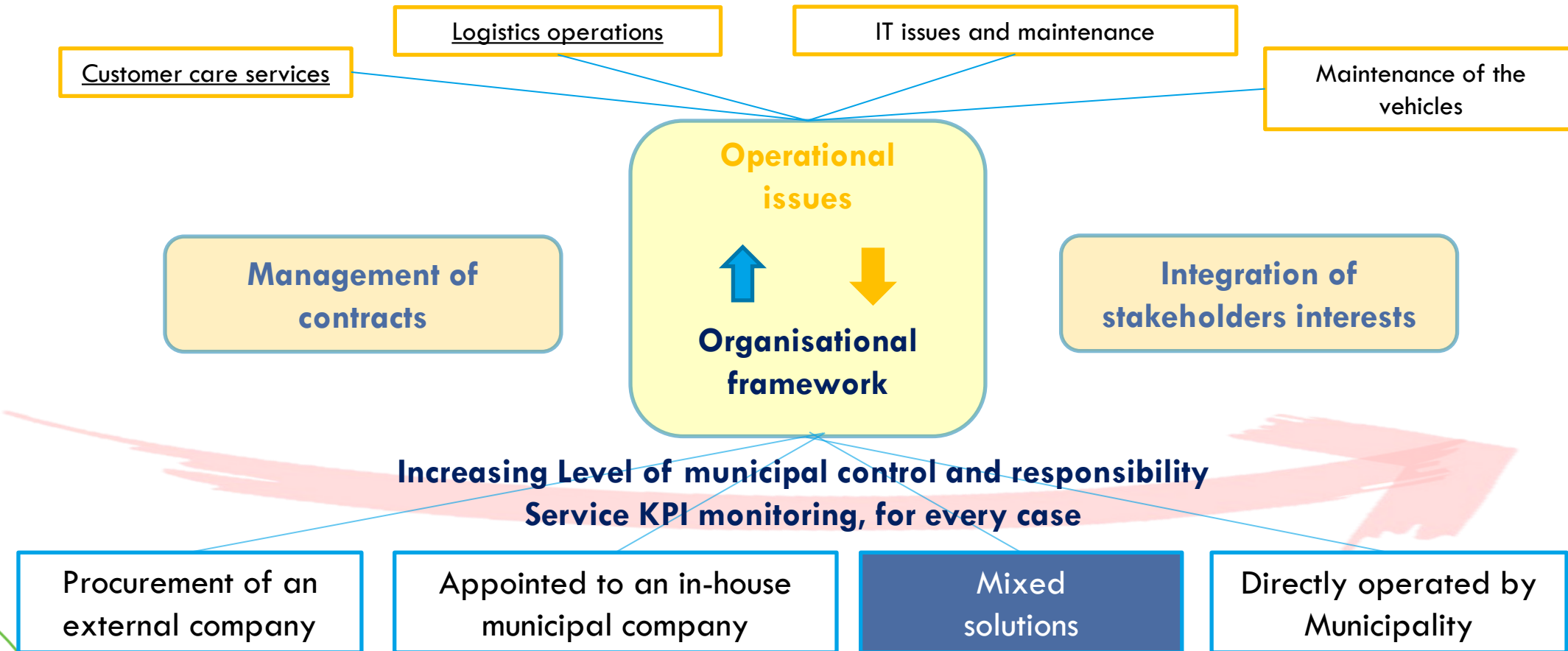
- Community-based mobility solutions are often dependent on the community's spirit and engagement, with the active involvement of volunteers being crucial. To find reliable individuals, it is important to define specific skills needed for the task and clearly state the expected commitment of the volunteer position.
- Volunteers should strongly **believe in their role** in the organization and need to feel that their work is precious, valuable and appreciated.
- Offering **formal training** that aids in their professional development could be a way to support and show them how much the organisation values their contribution



Photo by Katja Becker

# Operational and organisational issues

Asset (car or bike) sharing example



# Acceptance and participation of the local communities/stakeholders

It is crucial to have a positive public perception and acceptance of community-based mobility solutions to improve existing or new transport services and attract more volunteers and users.

The key to achieving this is to **bring together individual volunteers**, specific **user groups** and **associations** such as the elderly, and community partners who face similar challenges through focus groups, fora, and other engagement tools.

There are several strategies that can be set up to achieve this level of collaboration, such as:

- ✓ **Crowdsourcing and co-creation techniques**; these can be really effective to analyze in depth the real needs of user groups and different stakeholders, having in mind that “a group, in the right circumstances, can be smarter than its smartest member”
- ✓ **Customised marketing and promotion campaigns**, including cultural/educational initiatives realized with an effective collaboration among several actors;



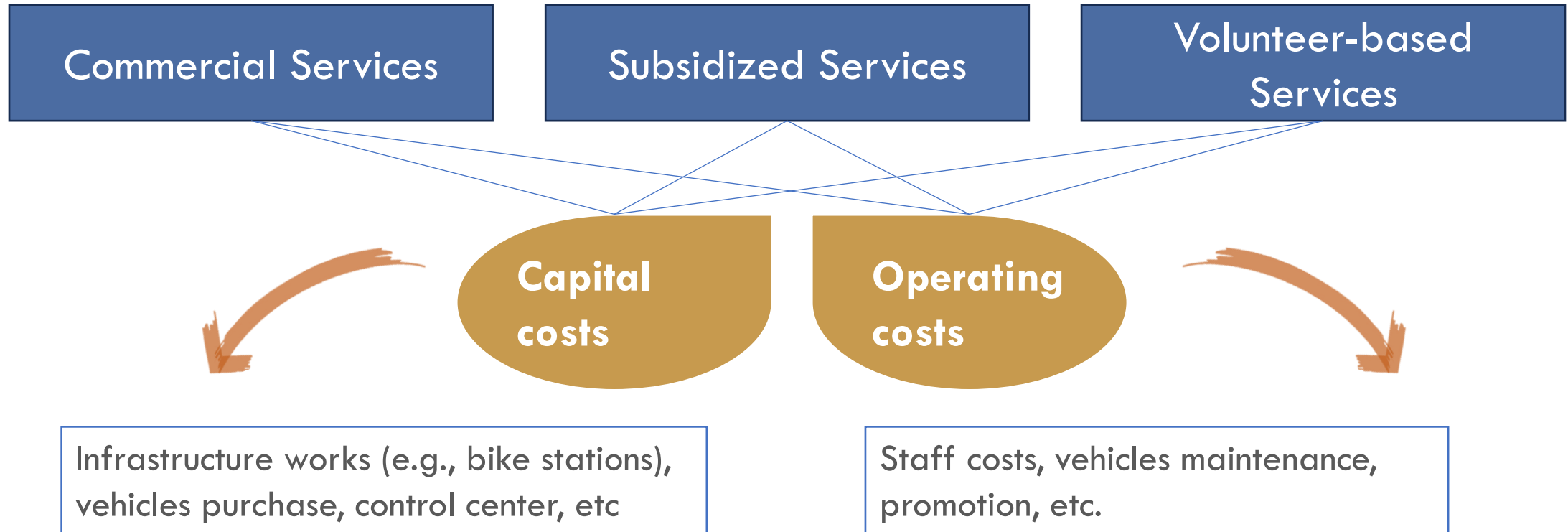
# Acceptance and participation of the local communities/stakeholders

- ✓ **Participatory approach and continuous dialogue** (through meetings) among different citizens groups or associations, public transport operators, local authorities, to increase the level of the offered services in terms of capacity to respond to the people's real needs
- ✓ **Small incentives**, e.g. discount coupons, vouchers, etc., can be a suitable means to improve the direct engagement of local partners.

A very good example of a service deeply- grounded in the community is represented by **Ring a Link** established in 2001 as a community- based provider of local transport services in three counties in the southeast of Ireland with focus on combatting social exclusion. Currently, it functions as a Transport Coordination Unit linked to the National Transport Authority. Ring a Link Board has always involved several voluntary sector representatives, plus one elected Councillor, from each of the served counties.



# Financial frameworks for mobility solutions



**Mandate – Money – Capacity**

# Challenges (1)

- Models dependent solely on volunteers may suffer from disruptions or inefficiencies when there is a decrease in participation levels or a high turnover of volunteers (who may be inconsistent or unable to commit long-term).



Engagement of structured staff who can complement volunteers can be a win-win solution



# Challenges (2)

It is not just the functional (e.g. find a balance between the need for locally “owned” and developed schemes and the traditions and the requirements of planning and administrations) or economic aspect of the mobility services, it’s also the social context



To make the service work is not so much a technical question, rather a cultural and social one

Encourage people to use and support the service



Importance of taking care of publicising the idea

**RURAL  
MINDSET**

Motivate people to re-assess their mobility options, promoting a modal shift towards the use of more environmentally public (and shared) transport

# Implementation challenges: DRT focus



Institutional and regulatory framework could be a barrier for their implementation

LAST MILE  
Interreg Europe

mamba  
mobility – accessibility – innovation

Slovakia,  
Poland,  
Latvia,  
...

Insufficient or partially missing legal framework. ↻  
Failure in regulating functioning, organization and financing.

Germany

Structured (capacity and financial) support for the set-up and implementation of the Bürgerbus initiative

**Political barriers and competition and absence of transport associations**

**Managing the asymmetry between big players and small players**

# Harnessing local resources



**1 Burg am Wald -> Wickenhof -> Buchenbach -> Himmelsbach -> Burg Höfen**

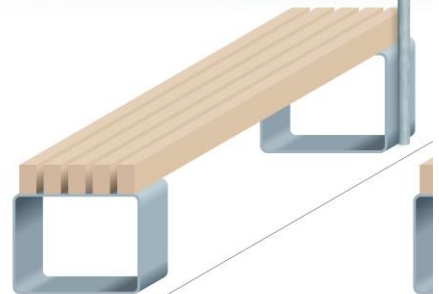
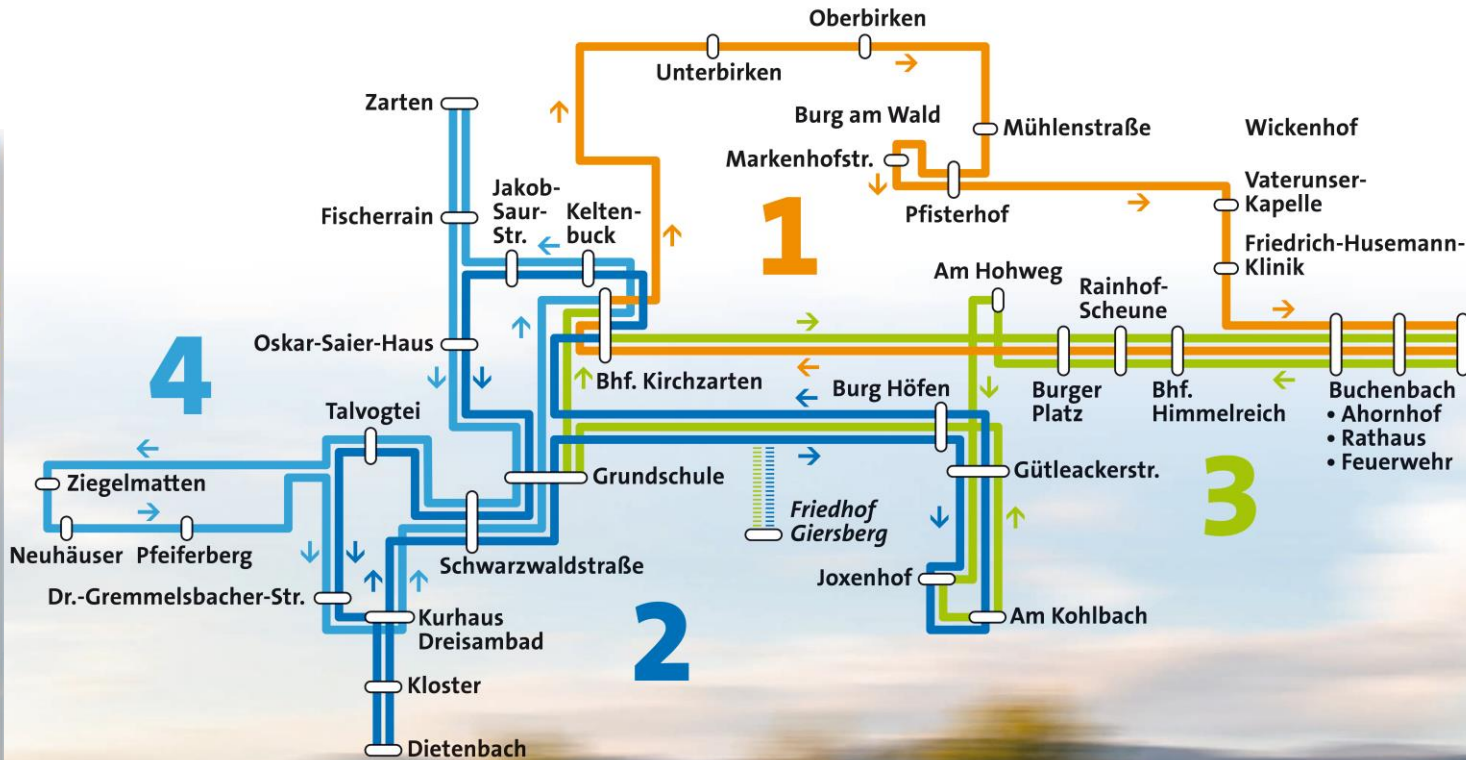
Bahnhof Kirchzarten	ab	8:45	10:45	14:45	16:45
Unterbirken/Stegener Straße		8:48	10:48	14:48	16:48
Oberbirken/Casthaus Sonne		8:50	10:50	14:50	16:50
Burg am Wald/Mühlenstraße		8:52	10:52	14:52	16:52
Markenhofstraße/Kapelle		8:54	10:54	14:54	16:54
Pfisterhof		8:55	10:55	14:55	16:55
Vaterunser-Kapelle/Wickenhof		8:56	10:56	14:56	16:56
Buchenbach Ahornweg		9:00	11:00	15:00	17:00
Buchenbach Rathaus		9:02	11:02	15:02	17:02
Buchenbach Feuerwehr		9:03	11:03	15:03	17:03
Bahnhof Himmelsbach Ostseite		9:06	11:06	15:06	17:06
Rainhofscheune		9:08	11:08	15:08	17:08
Burger Platz		9:09	11:09	15:09	17:09
Bahnhof Kirchzarten	an	9:13	11:13	15:13	17:13

**2 Kellenbach -> Isenert -> Dietenbach -> Burg Höfen**

Bahnhof Kirchzarten	ab	9:15	11:15	15:15	17:15
Gewitzstraße/raunW		9:17	11:17	15:17	17:17
Stegener Straße		9:18	11:18	15:18	17:18
Jakob-Saur-Straße		9:18	11:18	15:18	17:18
Oskar-Saier-Haus		9:19	11:19	15:19	17:19
Hengststraße/Adelw. Hängerte		9:20	11:20	15:20	17:20
Grundschule		9:21	11:21	15:21	17:21
Schwarzwaldstraße/Volkbank Freiburg		9:21	11:21	15:21	17:21
Alten Rathaus/Apotheker St. Gallus		9:22	11:22	15:22	17:22
Talvogtei/Rathaus/Mediatek/ewk		9:23	11:23	15:23	17:23
Dr.-Gremmelsbacher-Straße		9:24	11:24	15:24	17:24
Kurhaus/Dreisambad		9:24	11:24	15:24	17:24
Dietenbach Kloster		9:25	11:25	15:25	17:25
Dietenbach Langsauerhof		9:26	11:26	15:26	17:26
Dietenbach Kloster		9:27	11:27	15:27	17:27
Kurhaus/Dreisambad		9:28	11:28	15:28	17:28
Hirschemick		9:29	11:29	15:29	17:29
Schwarzwaldstraße/Volkbank Freiburg		9:30	11:30	15:30	17:30
Grundschule		9:31	11:31	15:31	17:31

**3 Burger Platz -> Buchenbach -> Himmelsbach -> Burg Höfen**

Bahnhof Kirchzarten	ab	9:45	11:45	15:45	17:45
Burger Platz		9:48	11:48	15:48	17:48
Rainhofscheune		9:49	11:49	15:49	17:49
Bahnhof Himmelsbach Ostseite		9:50	11:50	15:50	17:50
Buchenbach Ahornweg		9:52	11:52	15:52	17:52
Buchenbach Rathaus		9:55	11:55	15:55	17:55
Buchenbach Feuerwehr		9:56	11:56	15:56	17:56
Bahnhof Himmelsbach Ostseite		9:58	11:58	15:58	17:58
Rainhofscheune		9:59	11:59	15:59	17:59
Burger Platz		10:00	12:00	16:00	18:00
Am Hohweg		10:01	12:01	16:01	18:01
Isenert		10:03	12:03	16:03	18:03

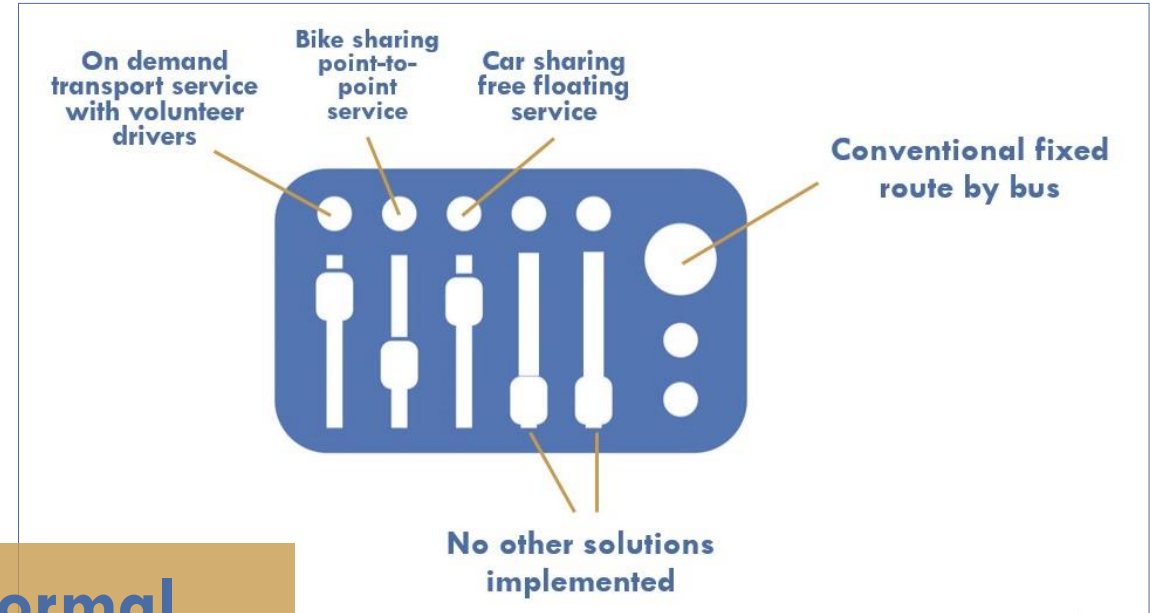


# Harnessing local resources



# Sustainable rural mobility: the direction forward

- It is of the utmost importance that **local authorities** from one side maintain the role of **supporting** and/or **facilitating** the **conventional transport** related to the main mobility requests and needs and, from the other side, support the **community-based approach** for the shared mobility services and the needs not covered by conventional transport.



Blend of **formal organised** and **informal** forms of mobility, best suited to the needs of the area, the available resources and what the community itself is willing to do



# THANK YOU



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