



Green Workshop

Delivering good practices solutions in shared mobility

2nd MEETING OF THE EUROPEAN RURAL MOBILITY NETWORK

Connecting touristic destinations to sustainable mobility networks

11-12 October 2023, Bingen am Rhein, Germany

with site visit on the 10th of October

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Setting the scene

SMARTA-NET aims to support rural municipalities and practitioners in the **delivery of a blend of formal and informal forms of mobility services.**

Sustainable and Shared Mobility and Transport Good Practices are currently operated in different rural EU contexts.

This can be inspirational for other territories in Europe in which accessibility and connectivity are major issues.



What can rural municipalities expect if they implement similar solutions ?

Relevance

Sharing knowledge – experiences of peers and other implementers:

- the **current mobility and transport practices** successfully implemented in different EU territories
- the **financial and operational aspects** for the **long-term sustainability** of the identified good practices
- **success factors and transferability potential** of target solutions



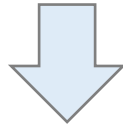
Target groups

**Rural
Municipalities**



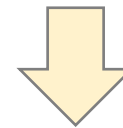
**Data and details
on successful
local shared
mobility
schemes**

**Regional
Authorities**



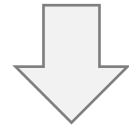
**Information on
Transferability
approaches to a
provincial/
regional level**

**Mobility / Transport
Operators**



**Experience/
insights from the
peers about the
operational level**

**Community
Representatives**



**Engagement of
communities in
the provision of
mobility services**

Format

Guidance

Catalogue
of mobility
solutions



Brochure on Transferability
assessment and long-term
sustainability



Specific
presentations



The SMARTA-NET Catalogue

SMARTA -NET SUSTAINABLE RURAL MOBILITY FOR RESILIENCE IN SUPPORT OF ECOTOURISM



Catalogue of Rural Shared Mobility Solutions



Coordinated by: In cooperation with: Supported by the:



Catalogue of Rural Shared Mobility Solutions



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A mix of different practices

Flexible Transport Services

- Ring a Link, Kilkenny (IE)
- Bürgerbus (DE)
- Bummelbus, (LU)
- Vallibus, (ES)
- Texelhopper (NL)
- Medio Tejo, (PT)
- Alpine Bus (AT)
- Sopotniki (SL)



Ride sharing services

- RegioTaxi (NL)
- NaboGO (DK)
- Brasov (RO)
- RezoPouce (FR)



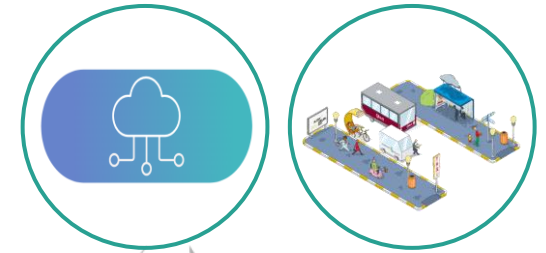
Asset sharing services

- Flugs (AT)
- BarShare (DE)
- Be Agueda (PT)
- Cairngorm (UK)



Other mobility solutions

- Mobility Hubs (NL)
- Autonomous shuttle (DE)
- Trikala Platform (GR)
- SUMA Elba (IT)



Deeply assessed and described

1.4 Bummelbus door-to-door DRT (LU)

1.4.1 ABOUT LUXEMBURG NORTHERN REGION

Country	Region	Target Area	Population	Population density	Visi
					
Poland	Northern Region of Luxembourg	1164 km ²	110,000 inh. (2021)	94,5 inh./km ²	

The territory of the Northern region of Luxembourg is very green with many forests and deep, narrow valleys, lakes and rivers. The region is mainly rural and agricultural. There are some natural parks, including Haute-Sûre. The region's Lac de la Haute-Sûre is the largest body of water in Luxembourg. It also supplies drinking water to 70% of the country.

The region is comparatively sparsely populated, with an average of less than 100 inhabitants per sqkm. The region is also characterized by a small-scale community structure.

Against this background, classic local transport services are often not efficient for the municipalities to operate. However, if such classic services cease to exist, this poses a major challenge, especially for the elderly and children, as well as for people without their own car. In response to this situation, many municipalities in the region joined forces back in 2001 to break new ground in guaranteeing mobility services.

The Bummelbus project is a supplement to the existing public transport system. Mostly short covered, for example routes within the municipality or to neighboring communities. To take the offer, it is usually sufficient to register the trip request one day in advance by phone, app or central office.

1.4.2 DESCRIPTION OF THE MOBILITY SOLUTION

Main objectives of the solution are to provide mobility to people that have no or limited access in rural areas, to offer a door-to-door bus service, to provide driver training for people that need in the job market and to avoid competition with school bus.

The Bummelbus ensures mobility in rural areas through new mobility offers, strengthens inter cooperation in the field of mobility and maintains and promotes the attractiveness of rural areas the offer contributes to environmental protection.



Figure 1.4.1 – Northern Region of Luxembourg

The Bummelbus service is an on demand, door-to-door public transport service in Luxembourg at flat rates depending on the distance. It complements public and private transport and is currently present in the northern region of the country, serving 45 municipalities and 110,000 inhabitants.

The Bummelbus service is an activity of the "Forum pour l'emploi" (social insertion of people), a professional association for reintegration that supports long-term job seekers. Consequently, all the 120 drivers as well as a large part of the call centre staff are employees in integration. Each user of the Bummelbus service thus supports the Job Forum in achieving its objectives. Approved by partner communities, the Bummelbus service is committed to efficiently grouping customers traveling in the same area to reduce traffic congestion and environmental footprint.

The Bummelbus service uses the public subsidies it receives to provide a high-quality transportation service for the benefit of the greatest number of users. Key success factors are the original financing of a mobility service by the Ministry of Labour and the extension of the service towards schoolchildren for their afterschool activities. Innovation lies in the combination of the reinsertion project.

Target user groups and needs

The target group of people was expanded to the whole population, but mainly young after school. Those who want to travel comfortably, safely and flexibly can use this especially within the municipal area and neighboring towns.

The Bummelbus picks up users from their homes and takes them wherever they want a partner municipality, except wheelchair users, can use the Bummelbus service coverage area, which includes both partner and non-partner municipalities. In cooperative municipalities, the Bummelbus provides ideal transportation for shopping, visiting a workplace, hairdresser, etc., as well as for children and teenagers to sports training, help, dance school, horseback riding lessons, etc. For the young children, parents work are. Therefore, a chip system is installed in the buses so that parents can know (via their children are).

Involved Bodies

The Bummelbus is a service offered by the "Forum pour l'emploi" in collaboration with the "Forum for Social Services" (Forum pour l'Emploi a.s.b.), equivalent to a "non-profit" entrusted by the municipalities with the management of the project. 44 municipalities in Luxembourg are currently involved in the Bummelbus. The main financing source is the



Figure 1.4.2 – Prerequisites

Mobility services provided/addressed

An average of 120,000 to 140,000 passengers are transported each year by a fleet of 48 minibuses drivers.

Each inhabitant of a town where the service is active can call the service for a journey to a destination town or an adjacent town. The point of departure can be anywhere within the coverage area, it does not have to be exclusively from home. The maximum distance is 35 km. The service works between 6.22.00 on weekdays and between 8.00 and 16.30 on Saturdays.

The service can be used for singular trips and for regular similar trips, music school or sport/leisure activity every week for example. In practice, 80% of trips are regular.

Tariffs vary between 2 EUR (up to 10 km) and 7 EUR (25-35 km) depending on the distance for adults and between 1.50 EUR and 6 EUR for children.

If possible, the connection with regular public transport is made. This happens, however, only in a small minority of cases. 95% of traffic is offered door-to-door. (Parents prefer a door-to-door service for safety and comfort reasons conditioned by the possibility of permanent contact with the call centre). The booking process as simple as possible.

Ridership and other key metrics/results

The drivers are unemployed people of all ages who have already worked, have no criminal record and want to work in transport later. They are employed for max. 2 years, about 30-40% manage to enter the labour market after the end.

There are 600 passengers per day, on Tuesdays and Thursdays there are 700 guests. Most of the passengers are elderly, non-mobile people and children on their way to leisure activities. In other words, people in a car. Per day, 1000 guests are scheduled, 300 guests cancel because they are recurring trips for example, sometimes sports activities are cancelled or someone is ill.

During the COVID-19 pandemic, the service was down to 0 for two to three months. They had to do more so as not to be forgotten. Only about 100 guests were taken on 60 buses per day. Only one person allowed on the bus. Elderly people were afraid, children were sometimes not allowed to go. Since 20 service has been running normally again.

The trips are mostly to leisure activities of the transported children or shopping facilities of the elderly. The demand from tourists is there, flyers in the communities point out the bus. However, the main concern is not the tourists, but the locals. The prerequisite for using the bus is time registration in the app or at the call centre. In addition, one must live in one of the municipalities

Supporting technologies

Reservations can be made up to 14 days in advance between Monday and Friday from 8.00 to 16.30. Reservation by app allows users to book spontaneously up to 30 minutes before pick-up, change and trips, pay by credit card and track the route of the bus online. The software that manages the rides is provided by the Trapeze group. In practice, up to 20% of reservations can be managed within the same day. In 2015, a confirmation SMS is sent with the precise departure time two hours before leaving. If the

divergence of more than five minutes from the schedule second SMS.

On the one hand side, there is the algorithm organizing different steps with first a proposition done by the operators. An application to allocate reservations profitable.

There is on the other hand also a "tracking system" for children can be localised in real time when they are on a "call bus": With the help of a computer system, not calculated that cover the travel wishes of as many passengers

Engagement aspects

The "ASBL" association, a non-profit association, manages every day and make tentative plans for the following involved such as the psychosocial service which follows in society" or the administrative and human resources

The Bummelbus is promoted by all the municipalities and municipal magazines. The Municipalities are invited to finance it. The service can be extended to tourism associations, especially in the summer period when there is a lot of tourists.

1.4.3 TIMELINES AND MILESTONES

Milestone no. 1: 2001
Foundation of the project in 2001 with three participating municipalities.
Milestone no. 2: 2016 - 2020
Integration into activities of the Interreg Europe project

1.4.4 MAIN STRENGTHS

Service Strengths

Innovative technology	Community-based	Good territorial coverage
		

1.4.5 LONG-TERM ASSESSMENT

Success, Durability and Expansion

The service provides an answer to a mobility need in rural areas. At a certain moment in time, the service was seen as a competitor by the regular transport companies. This is a difficulty as the service should train people for the regular transport companies. Today the relation between the association and the transport companies is much improved. The bus drivers have legal standard contracts which means a 40h workweek. The transport sector conditions are fixed by a collective agreement making it more difficult to find full occupation for the bus drivers during school holidays. A challenge is to see how the service will be integrated into the big public transport reform that is ongoing today.

Bummelbus is already seen as an important actor in mobility issues as PT cannot cover the demand, so the question is how it will be integrated, not whether it will be integrated. In the past, there were mainly telephone bookings, but now more app and mail bookings. There is no direct competitor in the region, but Night Rider offers a similar service, but only at night.

Funding and Financing Issues

The main financing source is the Ministry of Labour, it provides a 70% subsidy. The municipalities in which the service operates and the revenues from ticket sales provide the remaining 30%. Concerning the Operating Costs, there are 140 employees and 1.7 million euros earned annually through ticket revenue. Costs are incurred for the leasing of the vehicles, the rent of the Call Centre, insurance, fuel and the costs for permanent employees. The financing model pays the drivers' wages.

1.4.6 TRANSFERABILITY CONSIDERATIONS

CONTEXT PECULIARITIES	TRANSFERABILITY CONDITIONS
The project should be easily transferable, as it started in only three municipalities and other municipalities have only joined gradually. Moreover, funding is not a difficulty either, as the Ministry of Labour covers most of the costs.	To implement the concept, a company like "Forum pour l'emploi" is needed that has the possibility to acquire long-term unemployed people and to take over the organisation and marketing. The call centre takes over the planning and coordination of the trips. In addition, a computer system is needed that can calculate routes and bundle ride requests.
DIFFICULTIES ENCOUNTERED/WEAKNESS	LESSON LEARNT
The project relies on the cooperation of the "Forum pour l'emploi" and its organisation, as the drivers are long-term unemployed people who are hired for the project. One difficulty could be the limited range of 35 km and that the reservation has to be made one day before. Another difficulty is that at a certain moment in time, the service was seen as a competitor by the regular transport companies. This is a difficulty as the service should train people for the regular transport companies.	The project is seen as a success, as a large number of municipalities have already joined. In addition, some long-term unemployed people have found their way back into the job market. With the help of the computer system that calculates routes that cover the travel wishes of as many people as possible with one and the same trip, the offer becomes more environmentally friendly.

I know
what I
saw

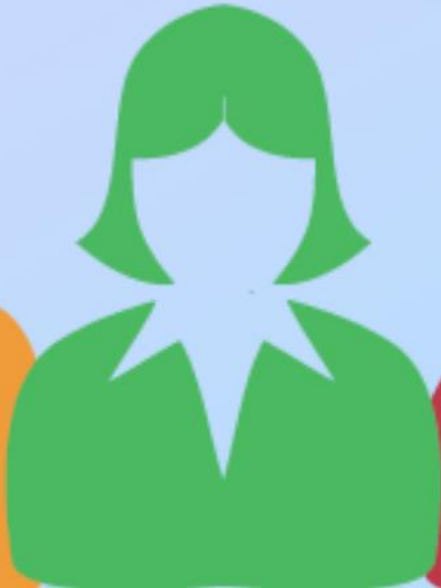
IT
WORKED
FOR ME

i took it
and i
felt better

MY
EXPERIENCE
IS MY
PROOF

It's
my
truth

I'll believe
it when i
see it





THANK YOU

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