



# *Influencing rural-sensitive mobility policies and planning at regional, national, and European level*



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# Background- perspective from a Regional Development Agency

Rural 63% of people in the Western Region live in outside towns of 1,500+; 23% live in towns >10,000 people. One city –Galway (85,910)

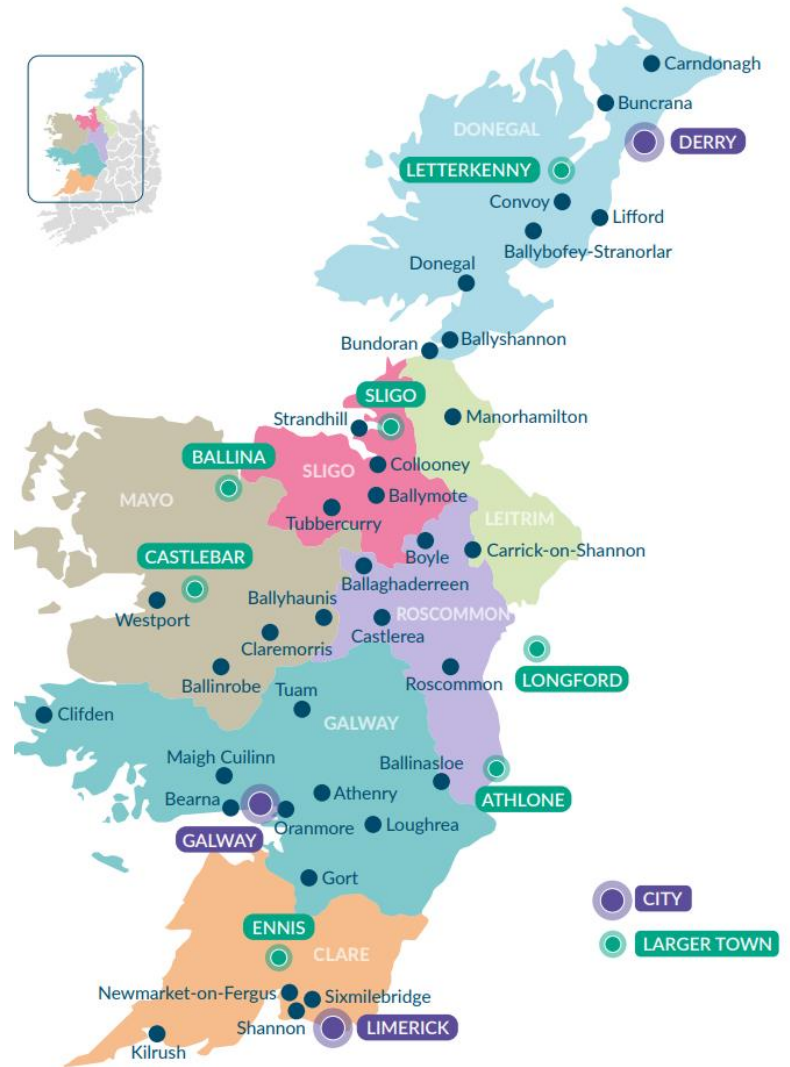
Policy Analysis role- includes wider transport and infrastructure  
Sustainable Mobility Index- for rural 34 towns

<https://westerndevelopment.ie/policy/publications/a-sustainable-mobility-index/>

Responsibility for transport- who to influence?

- National and Local responsibility and decision making
- Planning levels

These are related-at least in theory!



# Incorporating the rural dimension in mobility policies and planning- what is difficult?- **Understand the difficulties!**

Most mobility policy has an urban focus

Often policy for rural mobility is only about linking urban and rural.

## **The problem is also difficult, e.g:**

- Low population levels
- Lack of congestion (in some places)
- Forced car ownership and sunk costs

## **Understand Structures**

Rural mobility has many aspects and many modes. Change needs to address:

- infrastructure,
- services
- needs of communities and
- promotion of what is available

## **Who is responsible?**

# Building Recommendations

## Focus

What are you really trying to do and why?

Keep recommendations focused on this

Who can change it? Who should you influence?

## Money

- What will it cost?
- Valuing benefits?

## Data!

- What is working?
- What are people using?
- What makes it attractive?

Comparative data on who is being served as well as who is using it

**Examples** of good practice- show them, write them up, how do they have wider applicability?

The focus is on making recommendations the hard part is **getting them implemented**





A few things to bear in mind:

- Policy makers
- Politics
- Champions
- Time



**Thank You**  
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