

Workshop session

Understanding the difference between Rural and Urban Mobility: Insights from the SMARTA-NET Survey



Andrea Lorenzini, Eleonora Ercoli, MemEx

6th ERMN (online) meeting, 03/07/2024





Scope

- Present the **key findings** of the SMARTA-NET Mobility and Tourism Behavior **survey**, with a focus on the differences in travel behavior between residents of rural areas and those of urban areas or historic towns from **Narni, Italy**, and **Kilkenny, Ireland**;
- Test specific **hypotheses** regarding **different travelers' attitudes**, such as their use of different means of transport and their perceptions of public transport services.
- Draft **shared recommendations** for improved policies and planning related to rural mobility.

Agenda

Structure of the session:		
Timing	Theme	Short description
10:35 – 10:40	Introduction	Getting to know who is in the room
10:40 – 10:55	Presentation	Presentations on results of the SMARTA-NET survey related to Narni (Italy) and Kilkenny (IE)
10:55 – 11:20	Group exercise	How to improve policies and planning related to rural mobility
11:20 – 11:25	Wrapping up	Summarising outcomes of the session and feedback points

Before to start...

- Quick interactive roundtable introduction

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Workshop session

Understanding the difference between Rural and Urban Mobility: Insights from the SMARTA-NET Survey

Survey results



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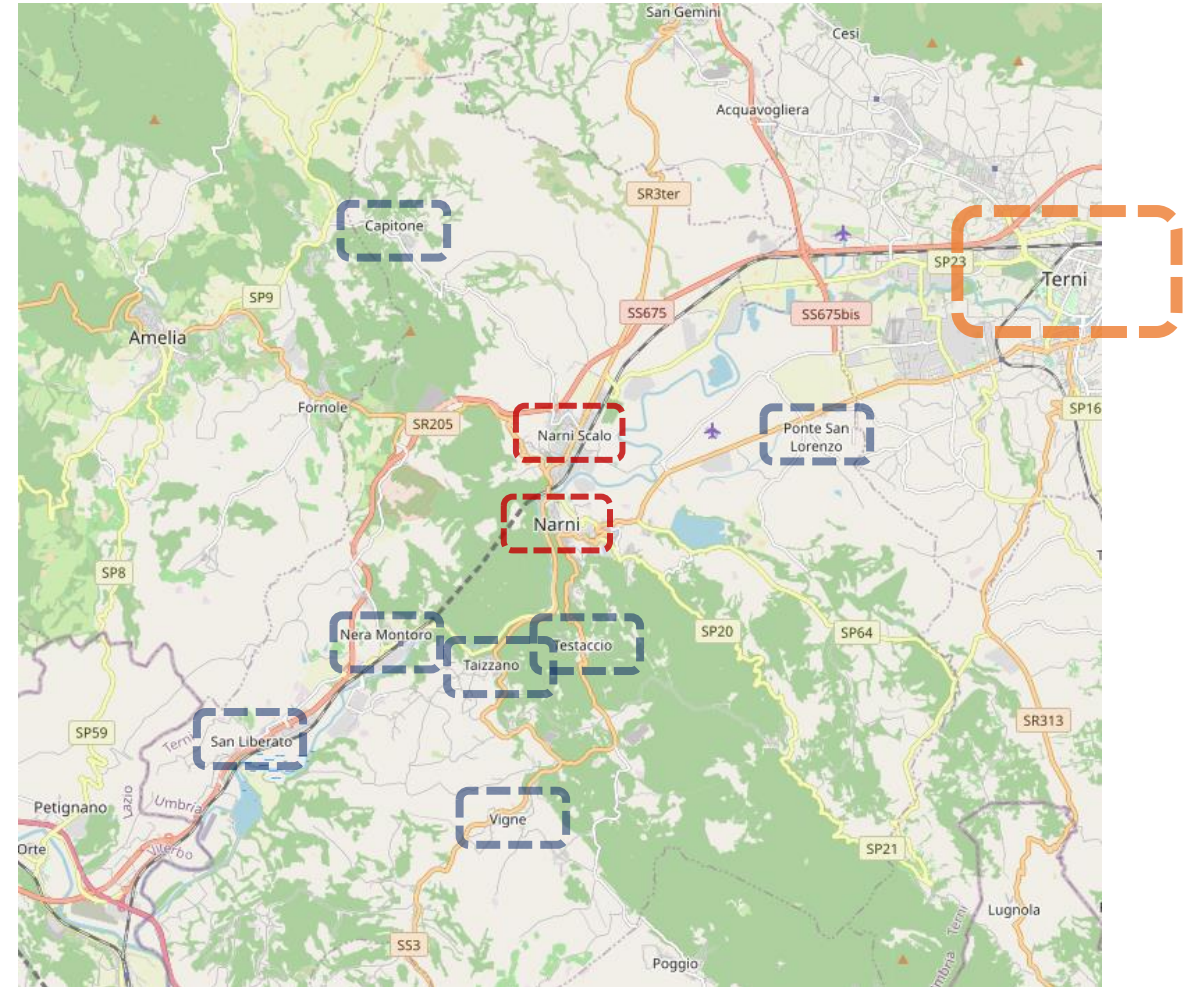
Framework

- SMARTA-NET survey conducted in Narni and Kilkenny between February and April 2024
- 126 responses from Narni
- 296 responses from Kilkenny
- Means of dissemination:
 - Distribution via Lighthouse Site network
 - Publication on Lighthouse Site website.

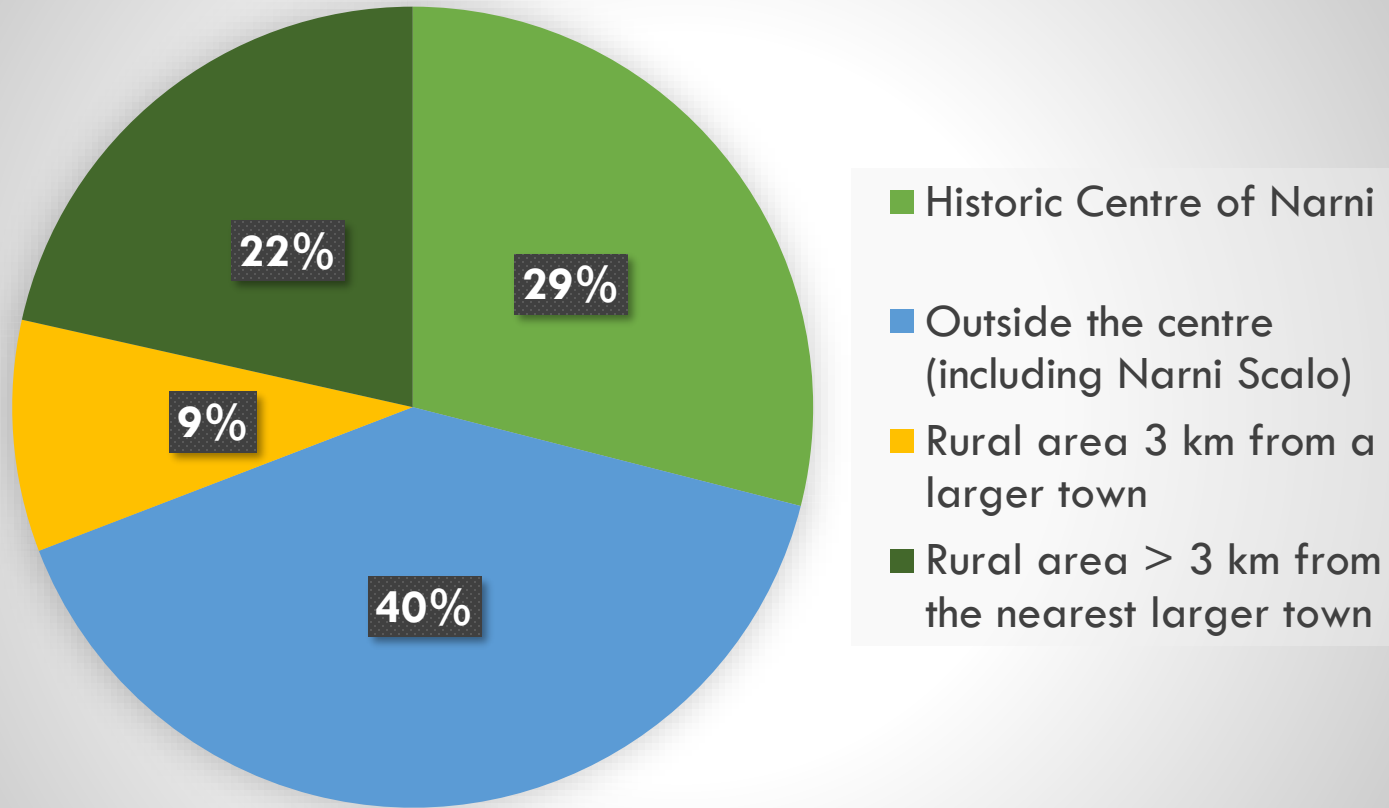


Results: Narni (IT)

- 17,914 residents spread over 198 km².
- “Urban” poles of Narni and Narni Scalo, plus, 21 small hamlets
- Frequent transport connections with Terni
- On-demand Chiamabus service, connecting 21 rural hamlets, booking via app or website



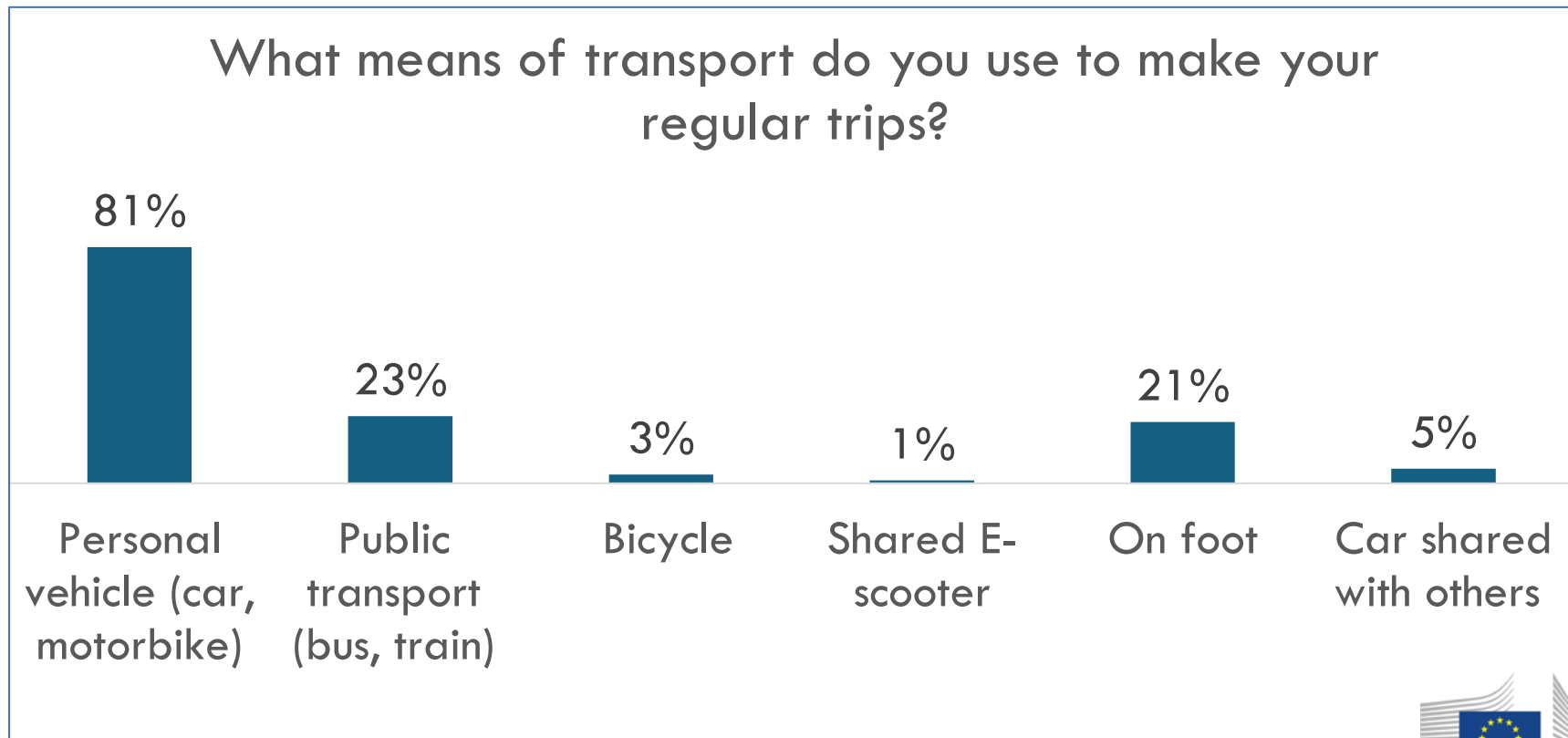
Area type



- 2/3 of the respondents living in the urban surrounding
- 1/3 of the respondents living in rural areas

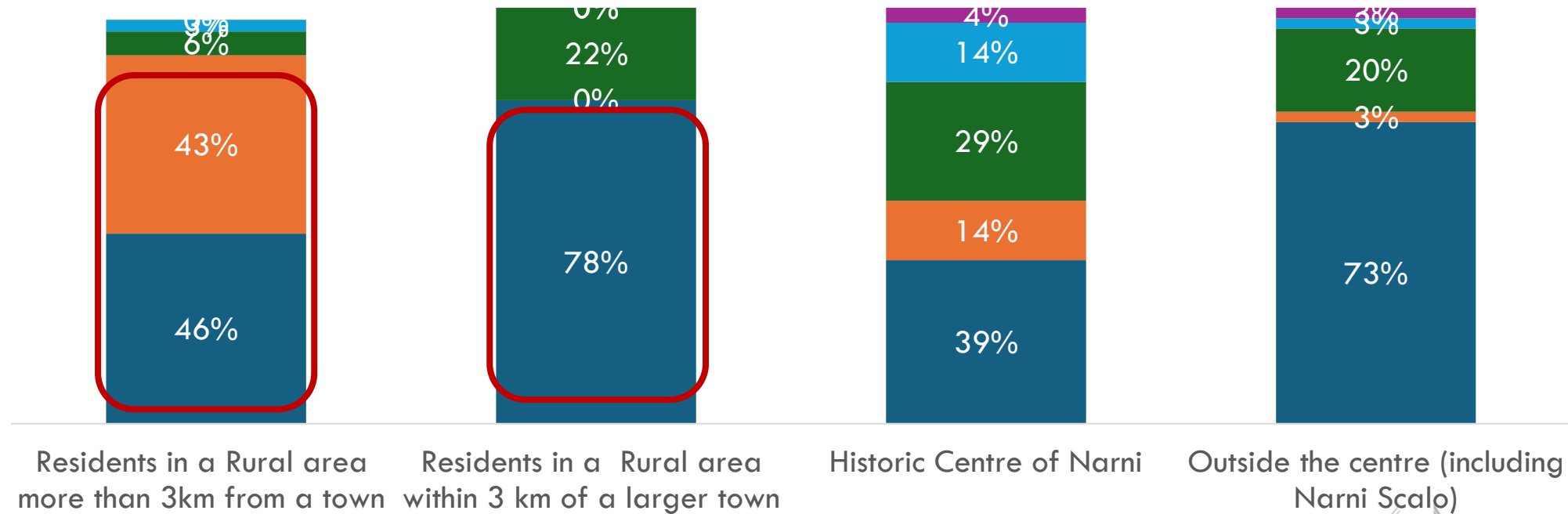
Usual means of transport

- High use of personal vehicles, moderate use of PT, bicycle not convenient

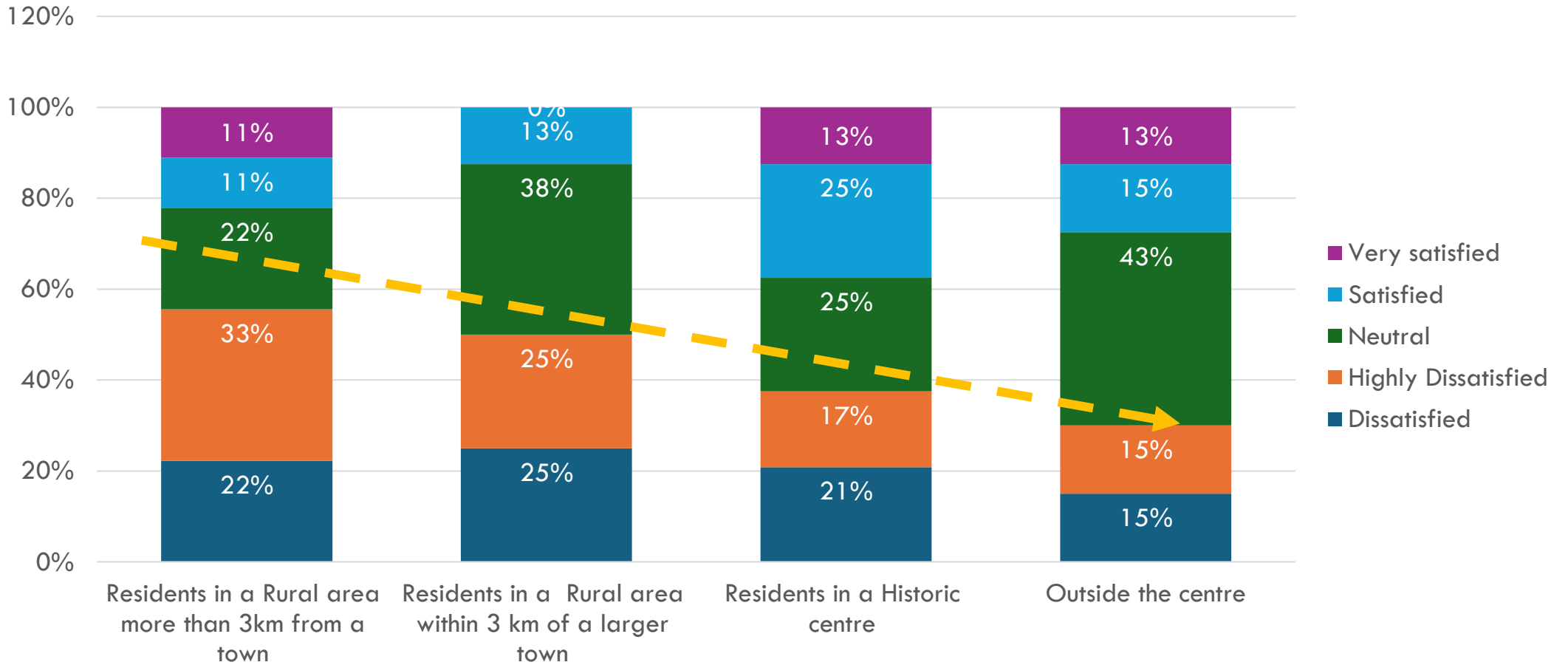


Usual means of transport by area type

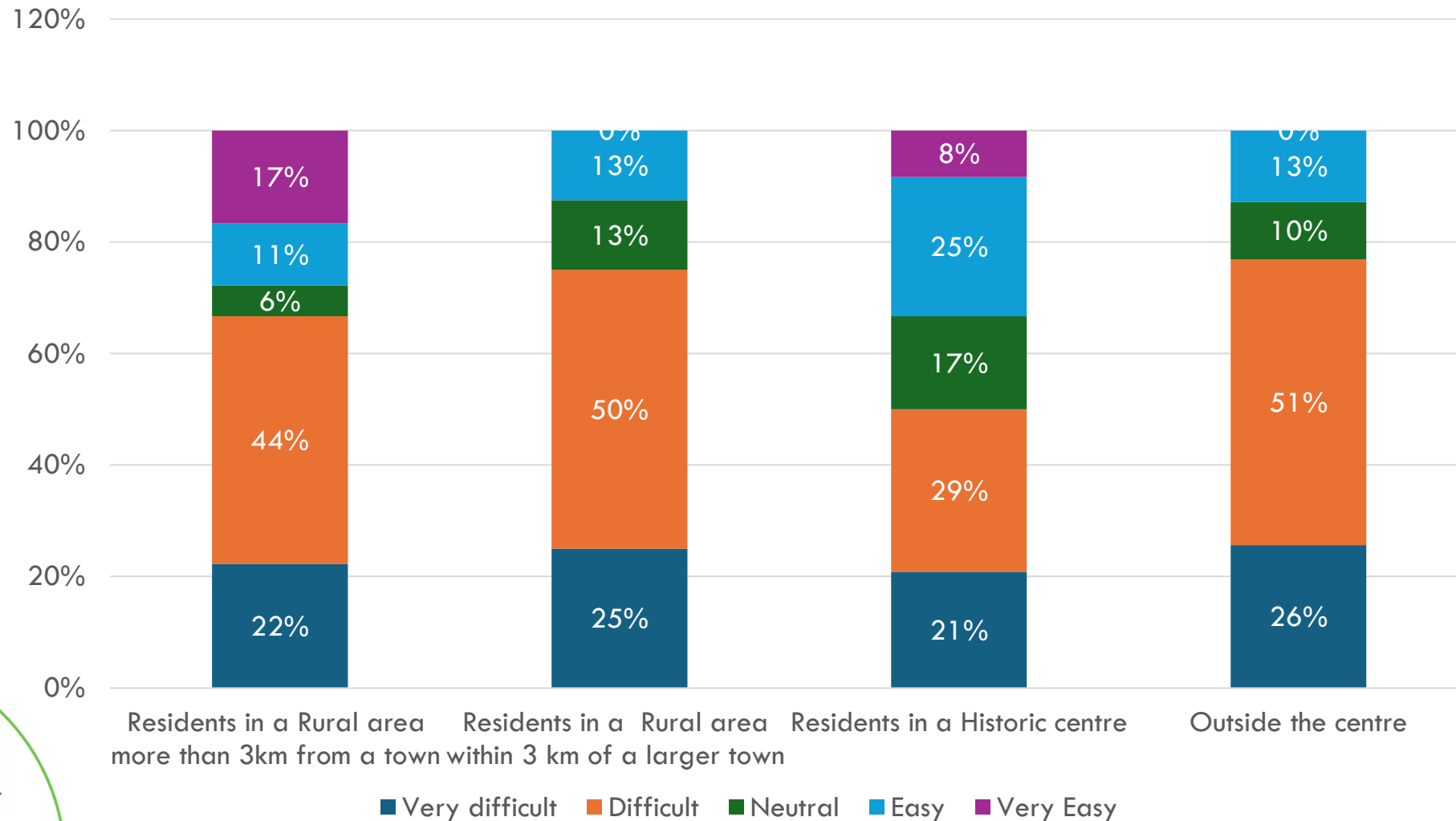
- Personal vehicle (car, motorbike)
- Personal vehicles + Public Transport
- Public transport (bus, train)
- On foot
- Car shared with others



Level of satisfaction about public transport offer

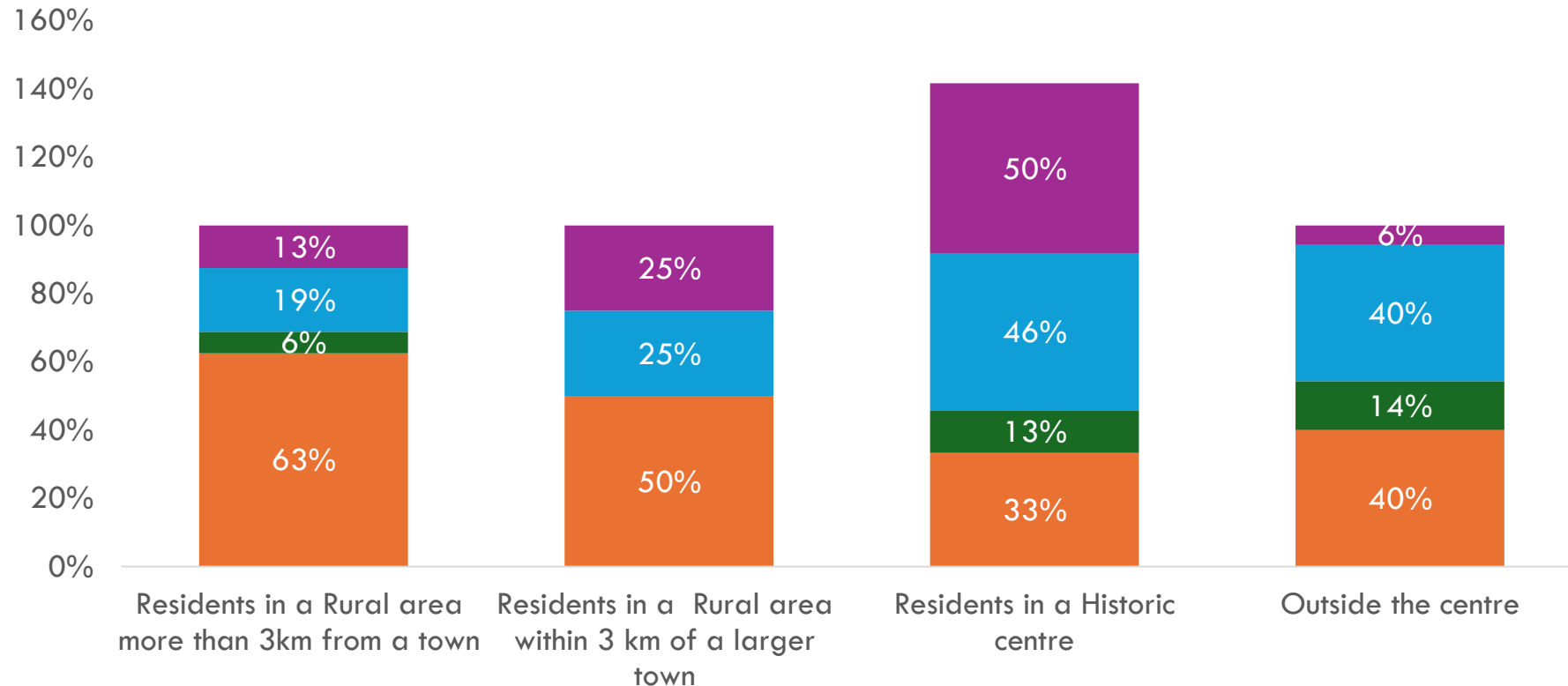


Easiness to plan a trip with public transport



- Challenges both in urban and rural environments, with the exception of the historic centre where planning a PT trip is slightly easier

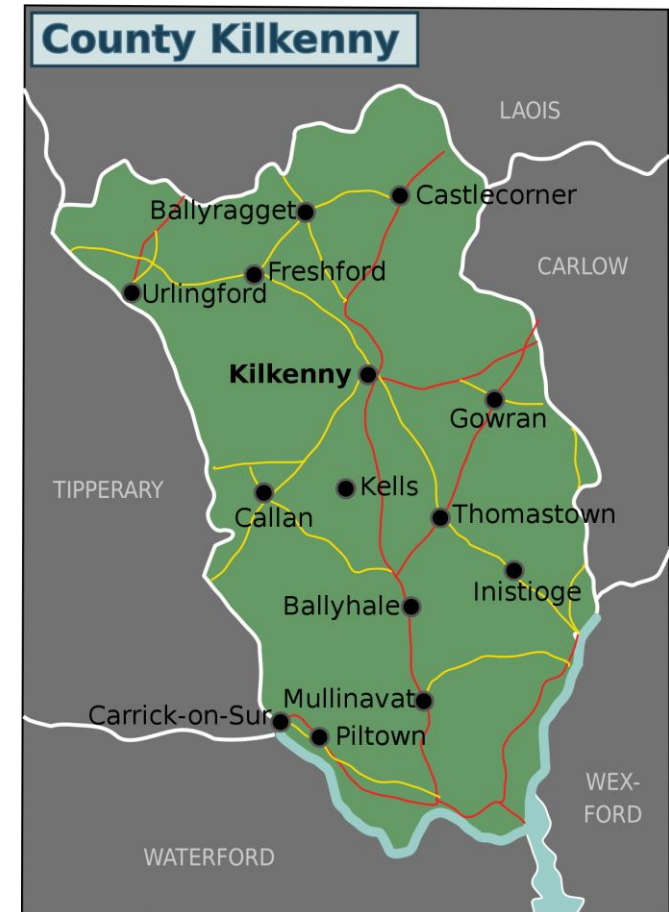
Awareness about Environmental issues and emissions in connection with travels



- NO
- Yes
- I only consider my carbon footprint to a limited extent when making travel choices.
- Yes, I am aware of that, but usually other factors are more important in my travel choices.

Results: Kilkenny (IE)

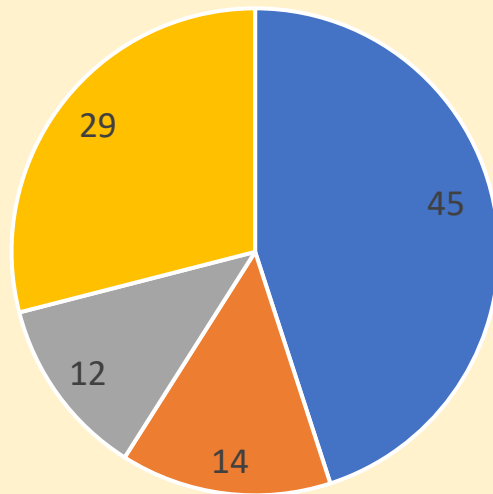
- Irish county with about 100,000 people
 - Inland area, agricultural land, not mountainous
 - Kilkenny is centrally located, popn 26,000, main hub
 - 4 rural towns (1,500-3,000 px), about 20 villages (<1,000 px)
- Significant tourist destination
 - Kilkenny City attracts many short-stay travellers, groups, tours
 - Many lower-level attractions in the County, access is a problem
- Well connected nationally, but not locally
 - Frequent bus/rail services to Kilkenny city; two motorways
 - Local bus and mobility options weak, absent to many places



Place of residence and household size- Ireland

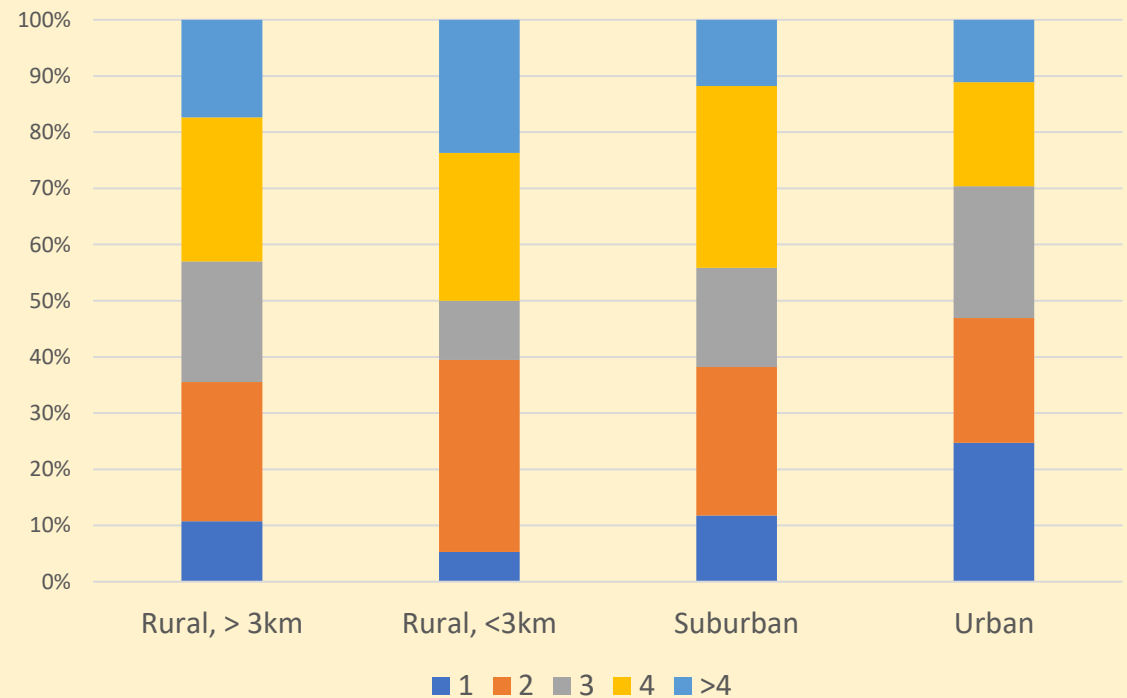
- 59% live in rural areas; 41% in urban/suburban areas
 - Urban areas have smaller households, more single-person households;

In what type of area do people live (%)?



■ Rural, >3km from nearest town ■ Rural, within 3 km of nearest town
■ Sub-urban area ■ Urban

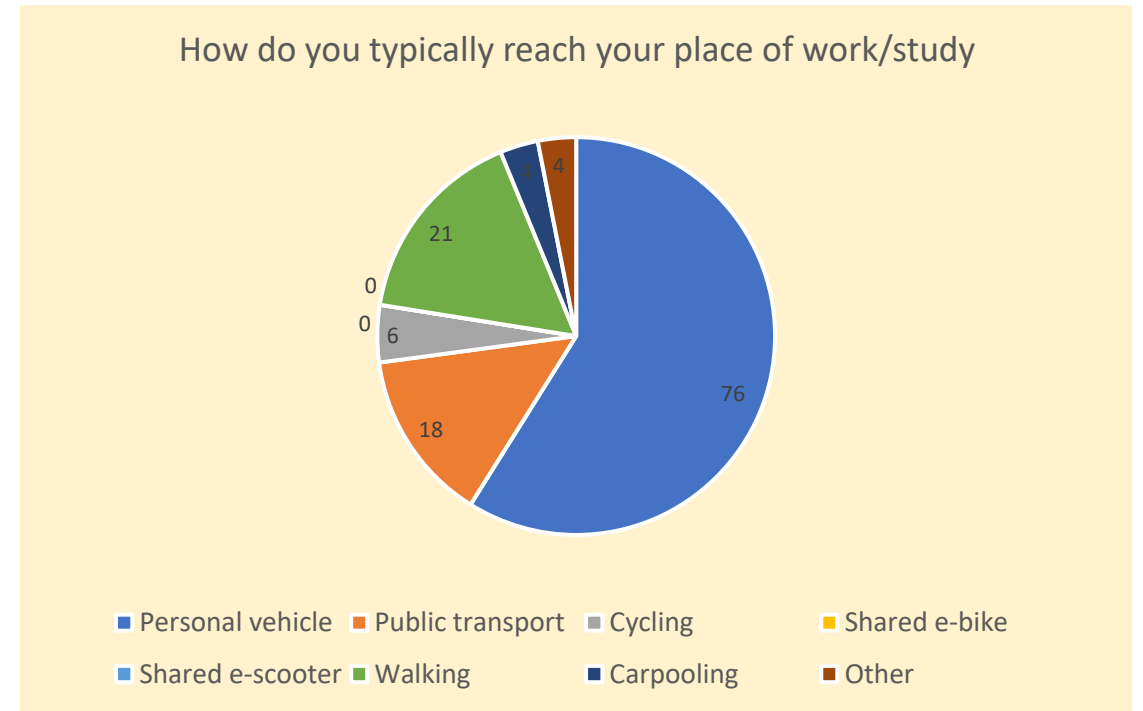
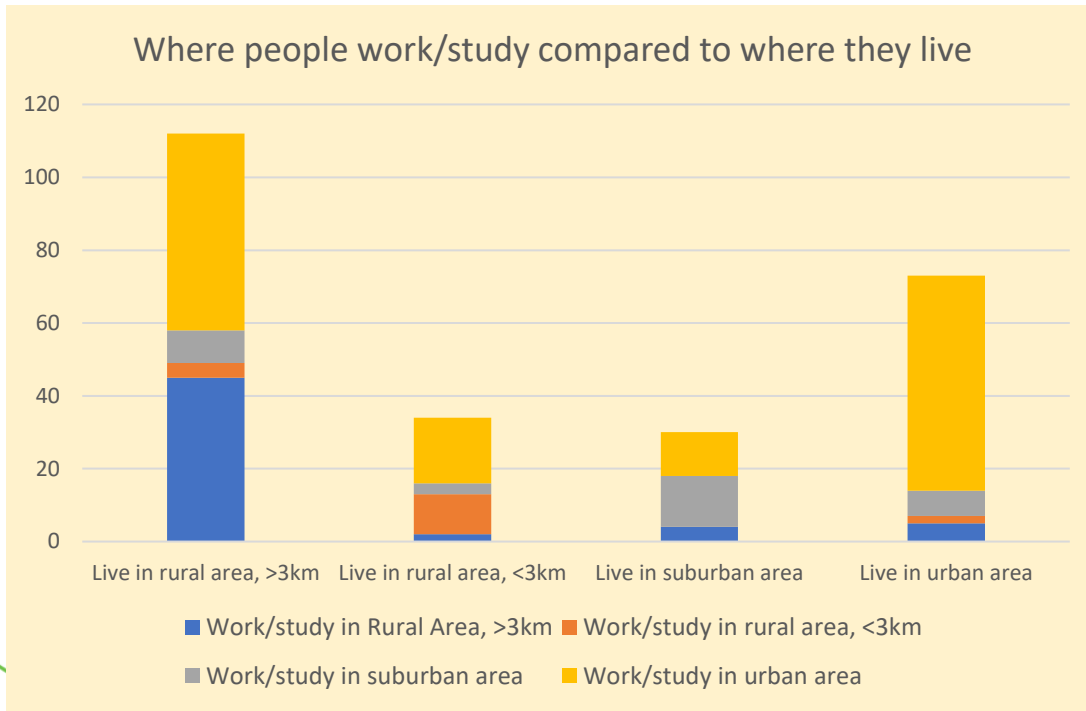
Household Size by Area type



■ 1 ■ 2 ■ 3 ■ 4 ■ >4

Where work & study and how they get there - Ireland

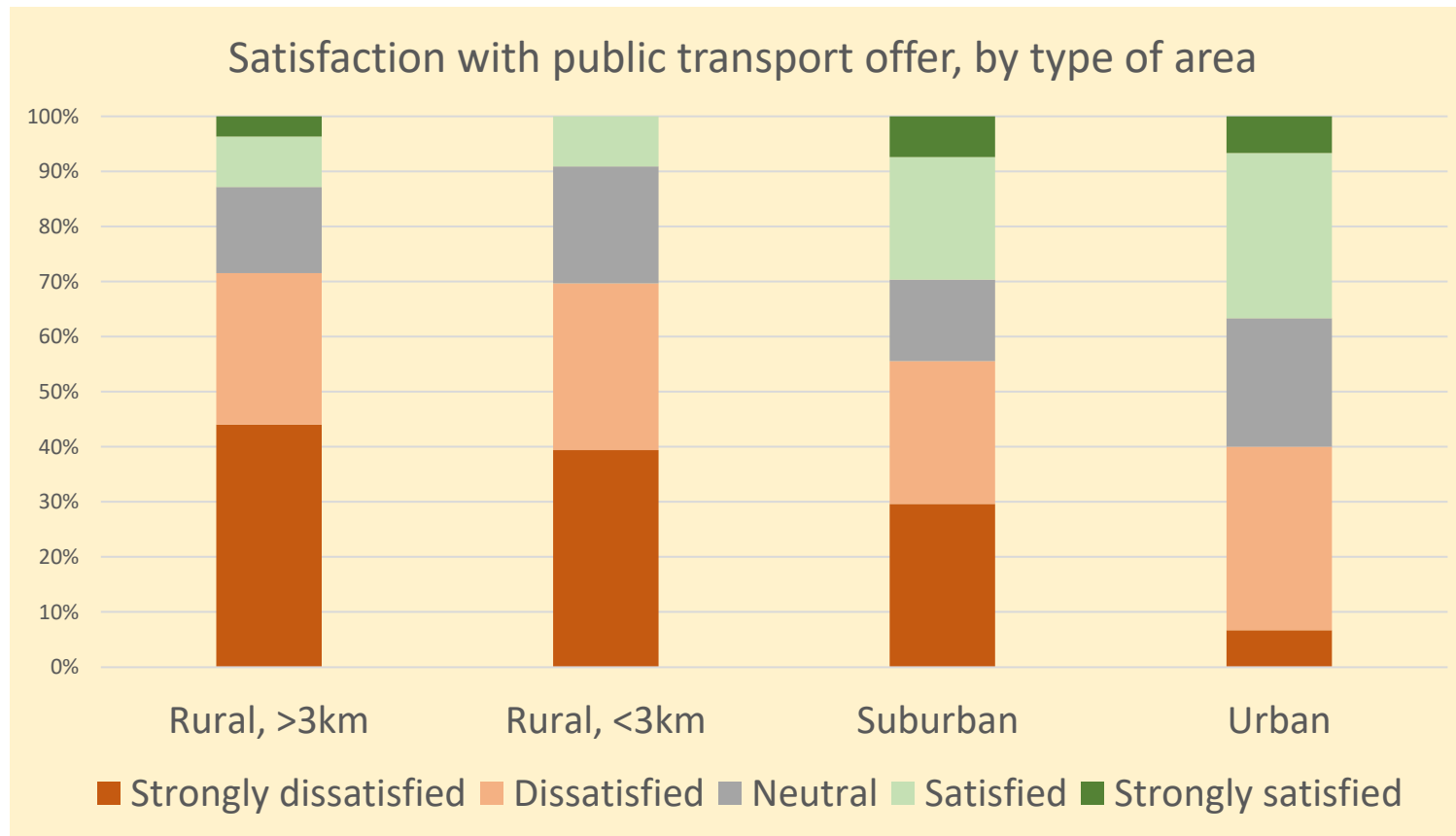
- Half of people living in rural areas work/study in urban/suburban areas
- Personal car is the primary mode of transport, then walking and public transport



Satisfaction with public transport in the area - Ireland



- People in rural areas are dissatisfied (70%), reflecting the weak supply
- People in urban areas are more satisfied (35%), few strongly dissatisfied (<10%)

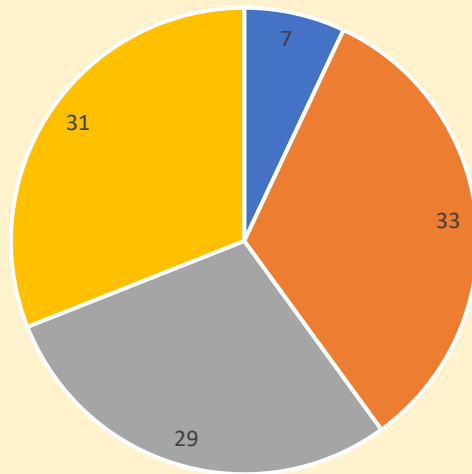


Accessibility of PT information - Ireland



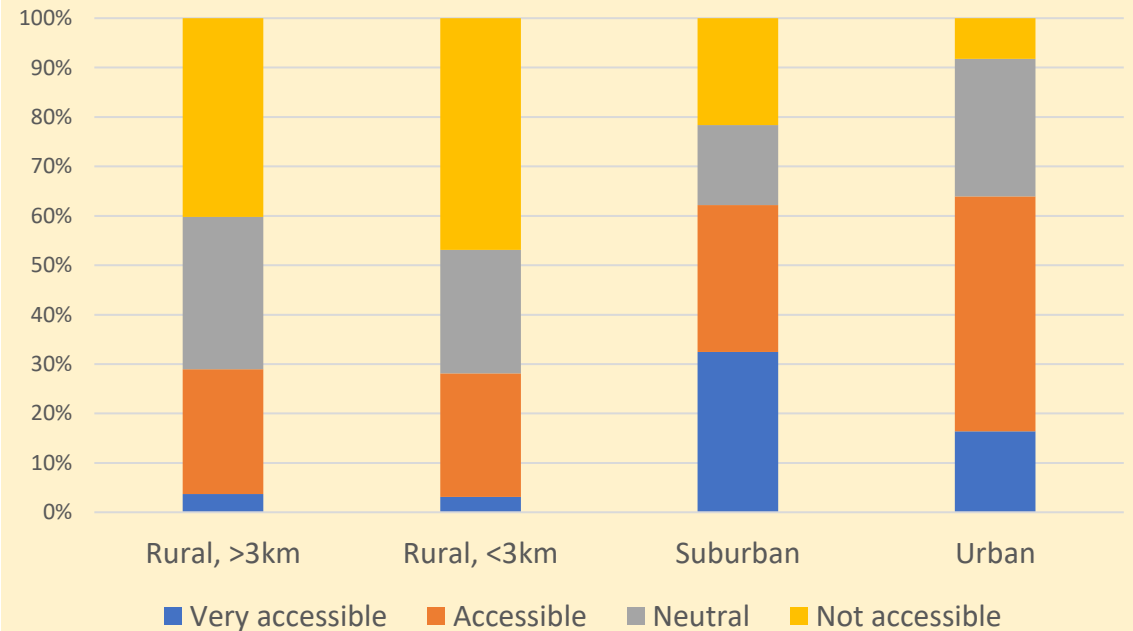
- Overall, more people consider that PT information is accessible than not so
- People in rural areas disagree, only 30% think so v. 60% in urban areas

How accessible is information on PT in your region?



■ Very accessible ■ Accessible ■ Neutral ■ Not accessible

Accessibility of information about PT, by type of area

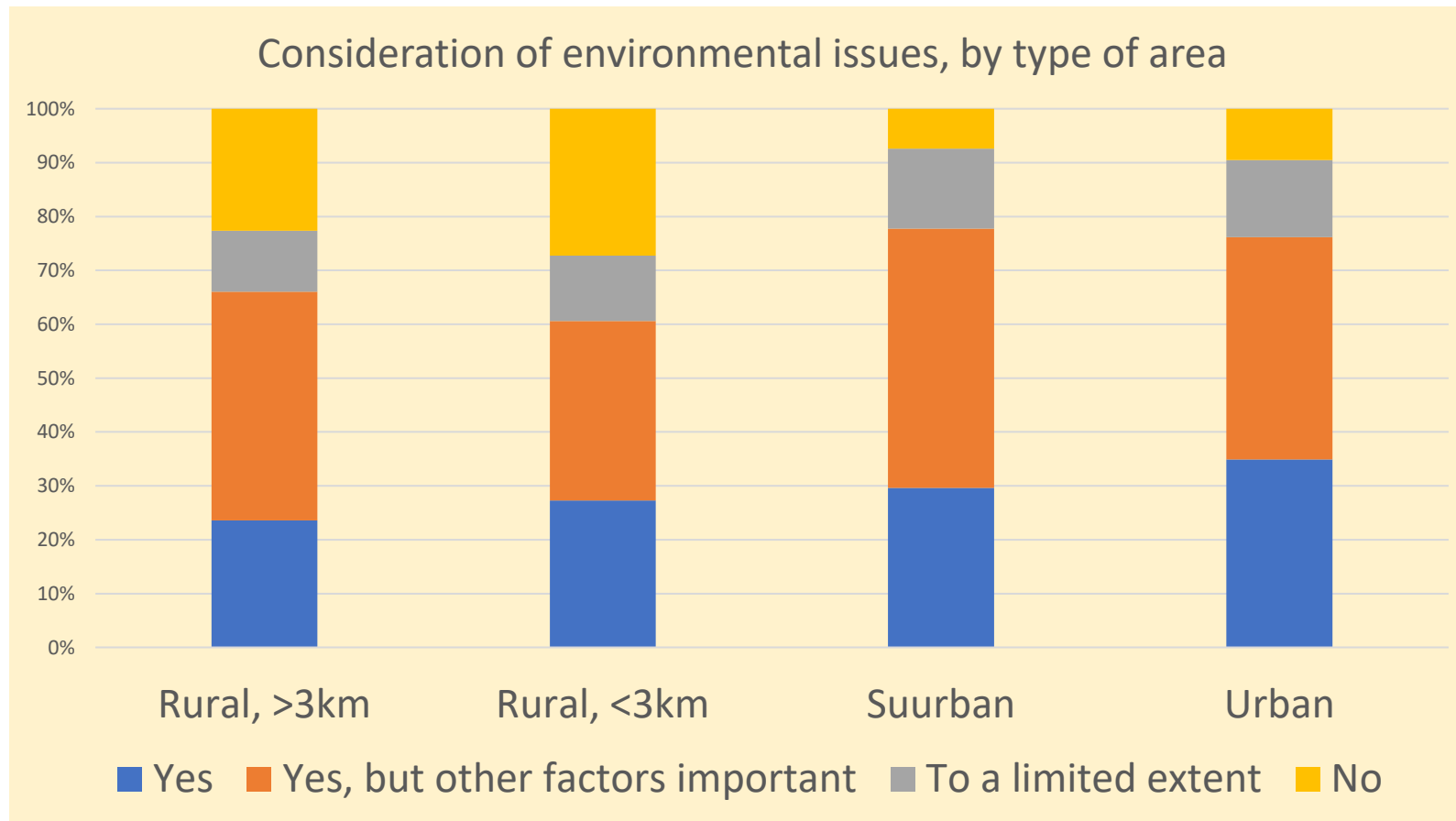


■ Very accessible ■ Accessible ■ Neutral ■ Not accessible

Consideration of environmental issues - Ireland

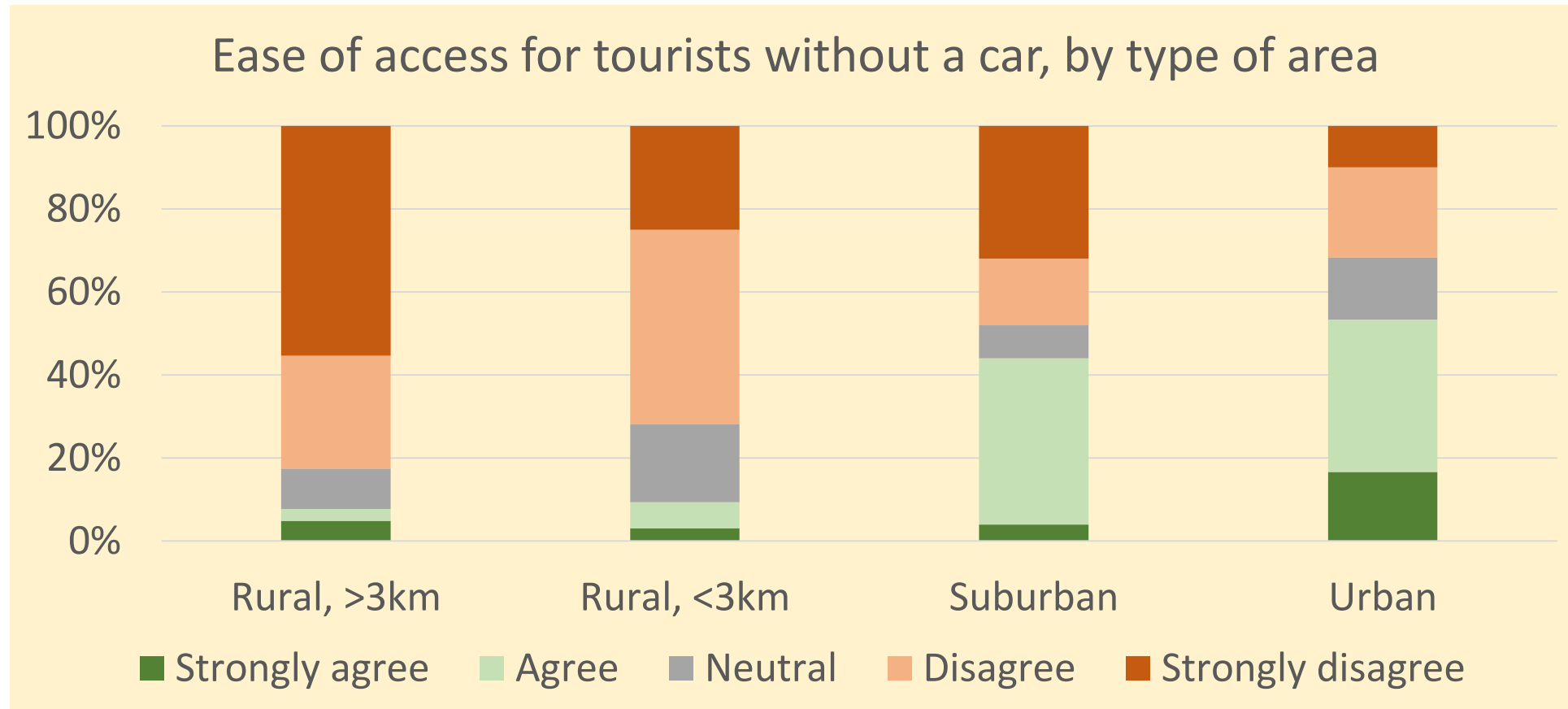


- 69% take environment into consideration, but far less change their travel
- People are sensitised on the issue, but pragmatic factors prevail ... for now



Ease of access for tourists without a car - Ireland

- In rural areas, over 80% disagree that tourists can easily access without car
- In urban areas, 50% think their area is easily accessible, fewer disagree





Group exercise





THANK YOU

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