

Building recommendations for rural mobility 2.0

SMARTA-NET Final Conference

Day 1 – 23rd October 2024



Findings from the Workshops





Workshop intro:
Accessibility & inclusivity for those who cannot
own or use a car

Edina Ocsko & Anita Balogh (E40)
Final Conference – 23rd October 2024





Purpose of the workshop

To explore how rural mobility solutions can better support accessibility of services and inclusivity of the often marginalised groups of inhabitants.

Running of the workshop

- Watching a short documentary movie (Hungary):
Gabriella Bacskai – In Sausage Row



Challenge: How can the community improve access to employment opportunities for those without cars, ensuring that job seekers can reliably reach their workplaces and enhance local economic growth?

Challenge: How can the rural community provide affordable and reliable transportation options for elderly residents to access essential healthcare services?

Challenge: How can the community develop reliable and accessible transportation options for young people in this remote rural area, enabling them to travel independently to nearby towns and prevent them from leaving the area permanently?



Workshop: Systemic Aspects of Climate Change



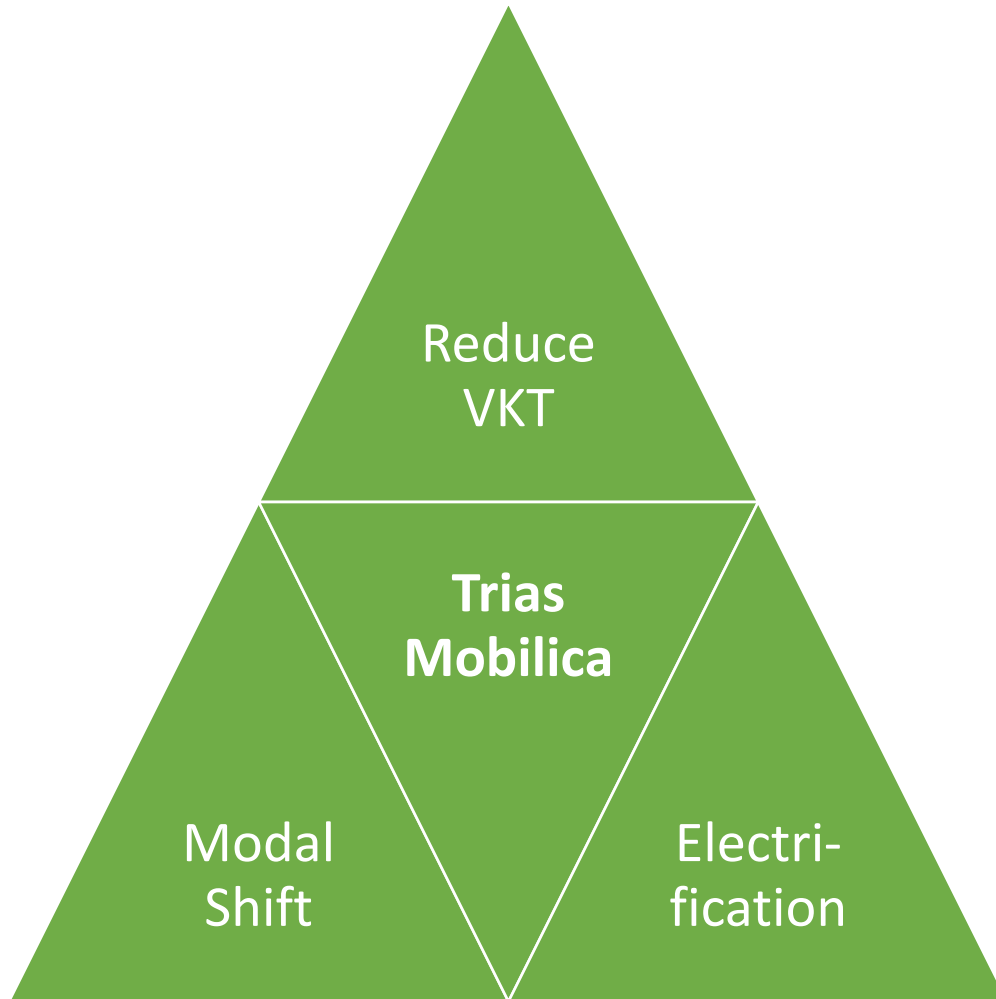
Daniela Mattiuz & Geert Koops, Panteia

Andrè Freitas & Tiago Pina, TIS

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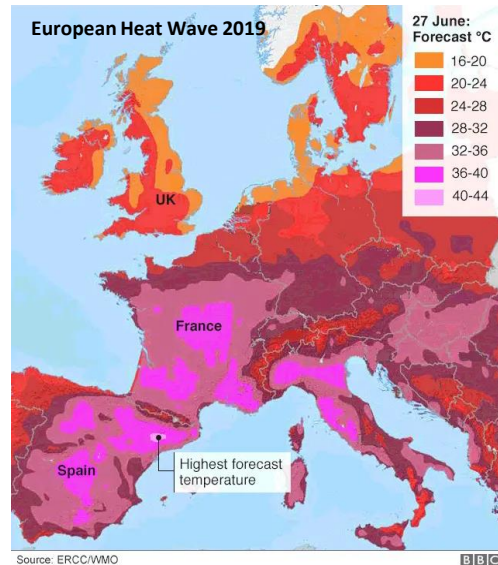


3 ways to reduce CO2 emissions



- Give people alternatives to the car otherwise => increase social exclusion.
- Regulate Weights and Dimensions of private vehicles
- Policy change to not hinder innovation => e.g. passenger buses deliver products and vice versa

Impact of climate change



- Programmes aimed at adaptation often exclude the mobility dimension.
- Adaptation measures are high in cost => but, so is the damage of climate change (even higher!)
- More education and raising awareness



Workshop: Relevance of accessibility and inclusivity for rural tourism



Bente Grimm and Rieka Oldsen, NIT

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● Wrapping up (1): Relevance of accessibility and inclusivity for rural tourism ●

- Introduction to the topic:
 - People without car/driving license
 - People who don't want to use the car
- Good practice example from East Tyrol
 - Inspiring information on the tourist website about arrival and mobility on site
 - Free transport for tourists with guest card
- Group work on needs of different target groups (touristic and non-touristic)

● Wrapping up (2): Specific needs and options with respect to accessibility and inclusivity

- **Young people:** Price, PT offers late in the evening and at weekends, WIFI, instagramability
- **Parents/families:** Trailers, child seats, safety ...
- **Disabled people:** Need detailed information for planning
- **Employees:** Need space at rush hours → make PT transport more attractive for tourists inbetween rush hours
- **Tourist organisations and attractions:** Inspire and inform potential tourists
- **Transport companies:** Special tickets for different target groups



Workshop: Empowering Rural Communities: Collaborative Capacity-Building for Sustainable Rural Mobility



Andrea Lorenzini, Elena Bargagna, Matilde Vezzani

Final Conference – 23rd October 2024



Overview

- **Aim:** foster a discussion on further capacity building opportunities on rural mobility solutions planning and development in rural areas
- **Structure:**
 - Analysis of the results, main takeaways, lessons learned (but also pitfalls) of the capacity building activities (i.e., the training activities and the ERMN meetings) conducted within SMARTA-NET
 - 2 Working groups (topics swapped at some point):
 - Group 1: the possible need of, approach, scope and main features of a (new) topic guide on rural mobility for practitioners
 - Group 2: format, target participants, themes of further capacity building activities at the local level
 - Wrap-up

Results (1) – further capacity-building

- As a follow-up activity of the SMARTA-NET Training program, set up a **Task force** embracing a **mix of different organisations** (reflecting the experience of the ERMN) with shared intermunicipal responsibilities & mandate to act
- The responsibilities of the Task force could include, among others: i) Definition of priorities for action; ii) awareness raising activities; iii) assessment of financial frameworks; iv) sharing of good practices; v) co-application for funding pilot initiatives
- To mobilise the Task force, each area should identify the key stakeholders and organisations to be engaged, assess the scale of work, and get a consensus on the key topics to be addressed.
- Potential for a formalisation of the task force, although it might be good to keep the ‘consultation’ layer on a regular basis.
- The Task force could also be in charge of drafting **policy briefs** to the higher levels (including regional and national)
- On a separate issue, participants agreed on the potential **replicability** of the SMARTA-NET training activities across regions and counties



Results (2) – new topic guide

- SMARTA-NET Guidance documents mostly **target** rural municipalities. However, **higher-level authorities** (including counties and regions) need to be provided with useful tools and guidance, too, as they are co-responsible for the financing, planning, and management of rural services.
- The federal/regional entities often do not have a complete vision/knowledge/awareness of the situation (in terms of transport connectivity, accessibility, frequency, availability, etc.) in rural areas. This issue can be covered with the development of a new **Guidance** that provides a specific **methodology for the assessment of the challenges that rural municipalities have to face** for the development and implementation of **mobility services** inside their territories.
- The first part of the Guide should focus on two key aspects: i) a practical “**how-to**” **manual** on how to classify **different types of municipalities** located in rural and remote areas based on the geographic, demographic, and legal frameworks; and, ii) the **identification** of **private and public entities**, and potential **stakeholders** involved in the implementation process of a mobility service.
- The core part of the Guidance should then provide a specific methodology to perform a **data collection and analysis** of target **KPI**, including practical strategies and advice on how to get the missing data, and develop a **SWOT analysis**.
- The final section of the Guide should address the **challenges and opportunities** associated with the implementation of rural mobility services and **solutions**. The goal is to equip regional/federal representatives with the knowledge needed to provide **financial and operational support** to rural municipalities. Several **cross-references to the existing SMARTA-NET Guidance documents** should be included.