



HiReach

innovative mobility solutions
to cope with transport poverty



HiReach fieldwork activities in rural and remote areas

TIME TO RETHINK RURAL MOBILITY – SMARTA
Workshop, Brussels 30-31 January 2019
Cosimo Chiffi, TRT

www.hireach-project.eu



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Addressing the needs of potentially vulnerable to exclusion user groups



Children and youth



Elderly



Women



People with reduced mobility



Migrants and ethnic minorities



People living in rural and deprived areas



Low income and unemployed

USER-ORIENTED and not a technology push approach

Geographical and spatial elements affecting the “transport poverty”



Rural



Peri-urban



Urban peripheral



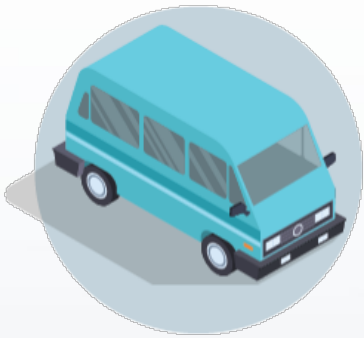
Remote



Deprived

Explore and develop new business models for collective passenger transport

Small scale, modular and easily replicable mobility services provided at affordable prices or with minimum subsidies



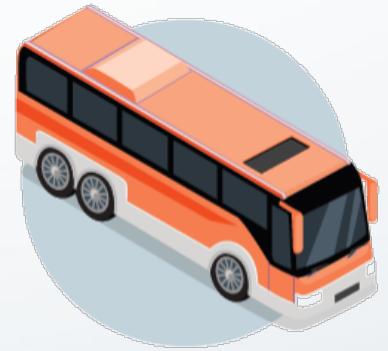
Informal ride-sharing
and van pooling



Community
transport services

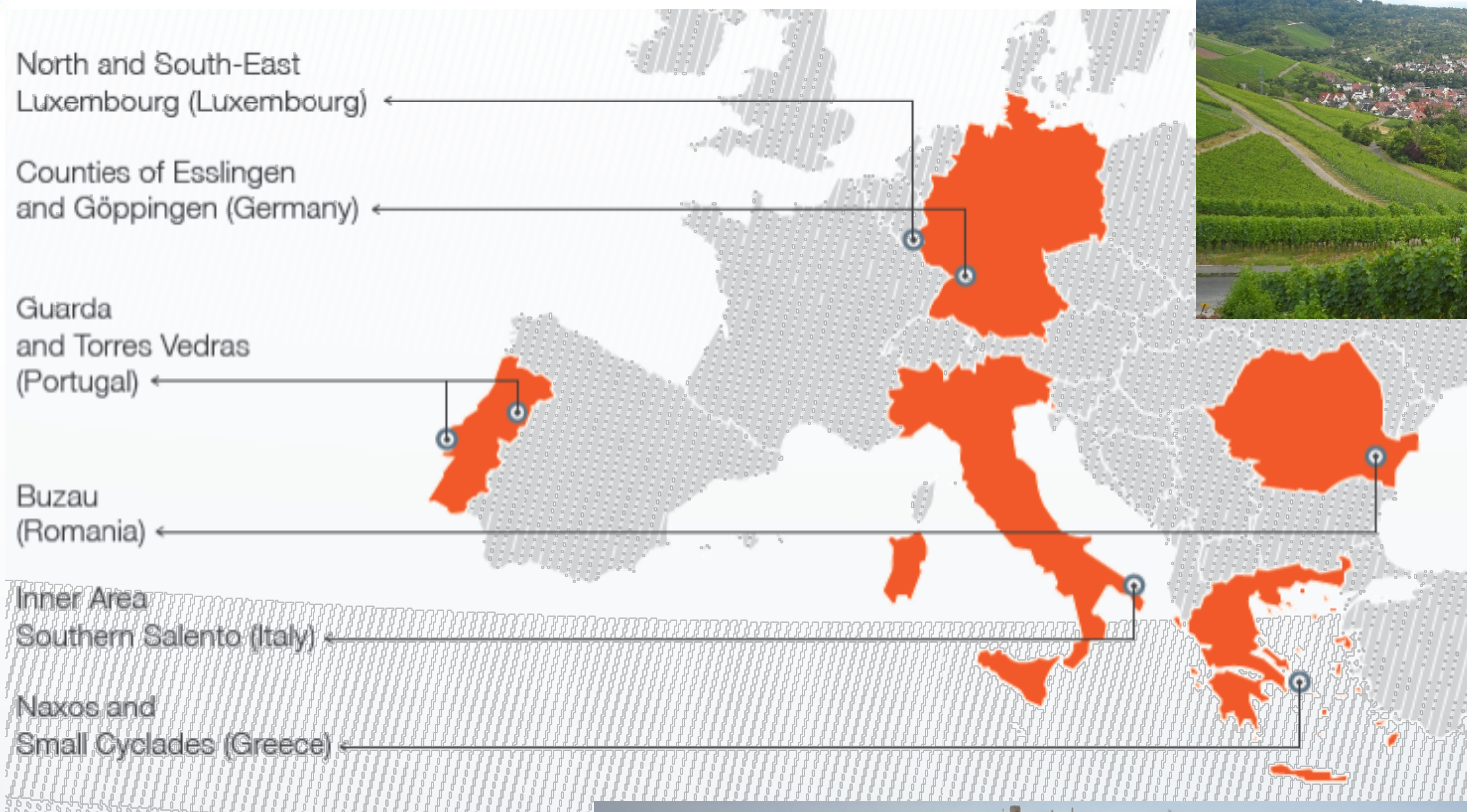


Innovative ride-hailing
mobility services













On demand flexible
public transport

HiReach Study Regions



Conditions of transport poverty

 Availability: No suitable transport option available 	 Accessibility: Transport options do not reach destinations and opportunities 	 Affordability: High cost burden 	 Time budget: Excessive amount of time in travel 	 Adequacy: Travel conditions are dangerous, unsafe or unhealthy for the individual 
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Quotes from focus groups

“The children of Iraklia miss socializing with their peers”

“We would love to have a mini-van for shared routes between the families even if we will need to pay for it, as long as the cost is reasonable”



Conclusions

- spatial location (mountains, hills, rural) or the human geographies (and more remarkably the geographies of the economy) have direct or indirect impact on transport poverty
- Emergence/presence of economic centers or important tourist destinations
- growing development disparities need a more holistic approach



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THANK YOU



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