



HiReach

innovative mobility solutions
to cope with transport poverty



**Innovative mobility solutions to
cope with transport poverty**

Jornada Catalana de la Mobilitat
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www.hireach-project.eu



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Partners, duration and institutional framework













3-years: **Oct 2017- Sept 2020**

Research and Innovation Action (RIA) - Topic MG-8.4-2017, ***“Improving accessibility, inclusive mobility and equity: new tools and business models for public transport in prioritised areas”***

Project coordinator: **TRT Trasporti e Territorio (Italy)**

Transport poverty: a definition

An individual is **transport poor** if, in order to satisfy their daily basic activity needs, at least one of the following conditions apply:

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

Source: Own elaboration after Lucas et al 2016

How inclusive mobility is provided in Europe

- **Publicly contracted mobility services**
 - Conventional public transport
 - Demand-responsive public transport
 - Transport for people with reduced mobility
 - School transport
 - Incentives and subsidies for unemployed and low-income people
- **Market-based mobility services**
 - Taxis
 - Private hire vehicles (car/van)
 - Services from Transportation Network Companies (i.e. ride hailing)
 - Vehicle sharing (car/bike)
- **Community-based mobility options**
 - Community Transport Services (CTS)
 - Citizen Bus
 - Peer-to-peer ride sharing (carpooling)
 - Community car initiatives
 - Peer-to-peer car sharing

Limits and drawbacks of the current transport offer

Flexible and inclusive mobility options still not a key component of the transport system

- Needs for **more flexible and integrated schemes**, combining all forms of PT (including taxi)
- **National frameworks** (authorities, competition and funding) can influence the provision of inclusive mobility options

Limits of different regulations

- **Different rules** apply to taxi services, school transport, community transport, bus transport, seated patient transport...
- **Implications on many levels** (driver, operator and route licensing, tax and VAT, insurance, eligibility for public subsidy, whether a fare can be charged, etc.)

Absence of a well-balanced and fair competition

- Limited **participation of small local companies**
- **App-based ride-hailing services** managed by Transportation Network Companies have successfully tested new business models but **competitive and working conditions issues**

Lack of adequacy of available mobility options

- Vehicles (incl. taxis) to be **properly equipped for different needs** (e.g. children and people with reduced mobility)
- Creating **awareness with information, education and marketing** (how does the system work, who is eligible to use it, what does it cost etc.)

Addressing the needs of potentially vulnerable groups to favor INCLUSIVE MOBILITY



Children and youth



Elderly



Women



People with reduced mobility



Migrants and ethnic minorities



People living in rural and deprived areas



Low income and unemployed

Analysing geographical and spatial elements affecting mobility poverty

Target areas



Rural



Peri-urban



Urban peripheral

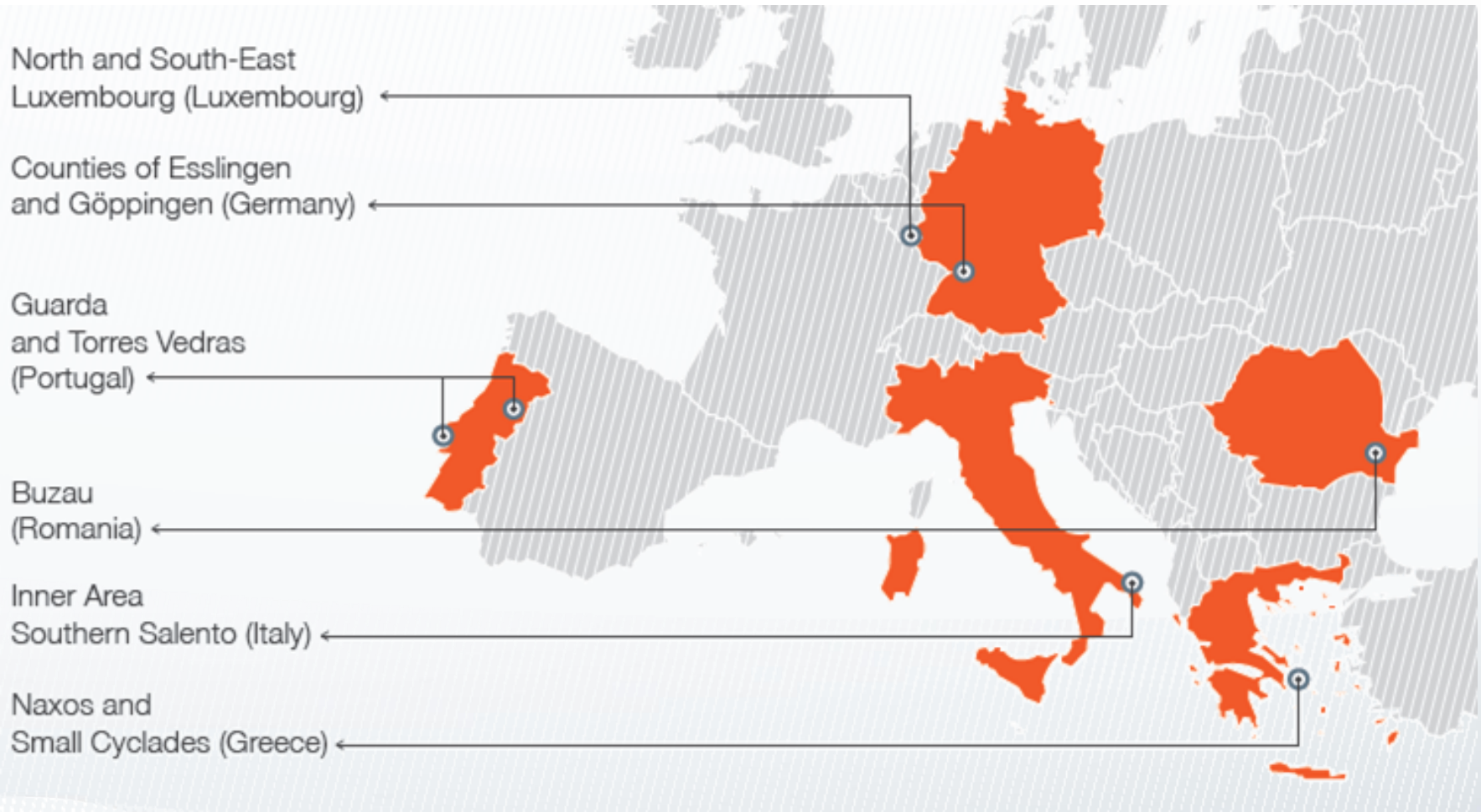


Remote



Deprived

HiReach Study Regions



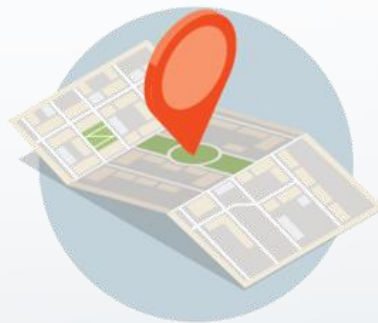
Final goal: explore and develop new business models for collective passenger transport

USER-ORIENTED and not a technology push approach

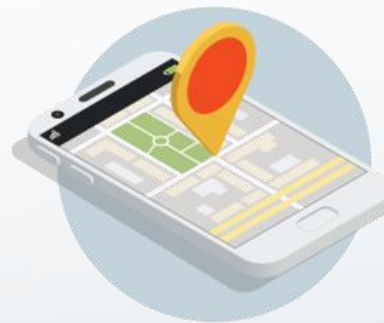
- Small scale, modular and easily replicable mobility services provided at affordable prices or with minimum subsidies
- Bundling and mixing dispersed, special and non-coordinated trip requests and needs



Informal ride-sharing and van pooling



Community transport services



Innovative ride-hailing mobility services



On demand flexible public transport

First step : Setting the problem

- Analysing mobility attitudes of vulnerable social groups via desk research and fieldwork activities

The work in study areas

- involvement of local communities and policy makers
- Interviews with local experts
- 1st Focus Group



Differentiated study areas



Micro-analysis



18 Focus Group workshops

Second step : Exploring ideas



20 handpicked innovative transport solutions assessed according to 4 dimensions:

- ICT interoperability
- Sharing economy principles
- Attractiveness
- New organizational and business models



Generation of ideas

- European multidisciplinary workshop
- 2nd Focus Group in study areas

Interviews with key players



Recommendations



Third step : Developing solutions

- Pre-acceleration for ideas involving startups, innovative entrepreneurs and local communities



- 2 to 3 open software tools/APIs
- Insights package “Solutions to transport poverty for startups”
- Integration with the European transport startup ecosystems
- HiReach Start-up Lab



Selection of 4 new inclusive mobility solutions for testing



Transferability of the proposed and tested solutions

HiReach Start-up Lab

Explore and test new solutions based on the creative work of startups, innovative entrepreneurs and local communities



Provide open source tools, guidance and support to developers as well as testbeds for new inclusive mobility solutions

Open call for startups



20

startups to benefit from
a one-week follow-up period

5

startups to benefit from
an in-depth three-month
follow-up period

4

new inclusive mobility
solutions being tested

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THANK YOU



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