



THE CIVITAS INITIATIVE
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and Technology

CIVITAS FORUM 2019

CIVITAS ANNUAL CONFERENCE | 2-4 OCTOBER 2019 | GRAZ | AUSTRIA

Session 28

**Socio-demographic challenges, diversity and gender –
Free market solutions versus political interventions**

#CIVITAS2019



HiReach

www.hireach-project.eu

Identification of new mobility
options for vulnerable groups



Akrivi Vivian Kioussi

HiReach: *new tools and business models for public transport in prioritised areas*

The partners



*HiReach's scope is the development of new tools and business models capable of improving accessibility for special areas and communities and to favour inclusive and participative mobility. In particular, this presentation focuses on the exploration and critical assessment of innovative mobility options targeted towards **excluded social groups in prioritized areas**.*

The HiReach Take-Up Group



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

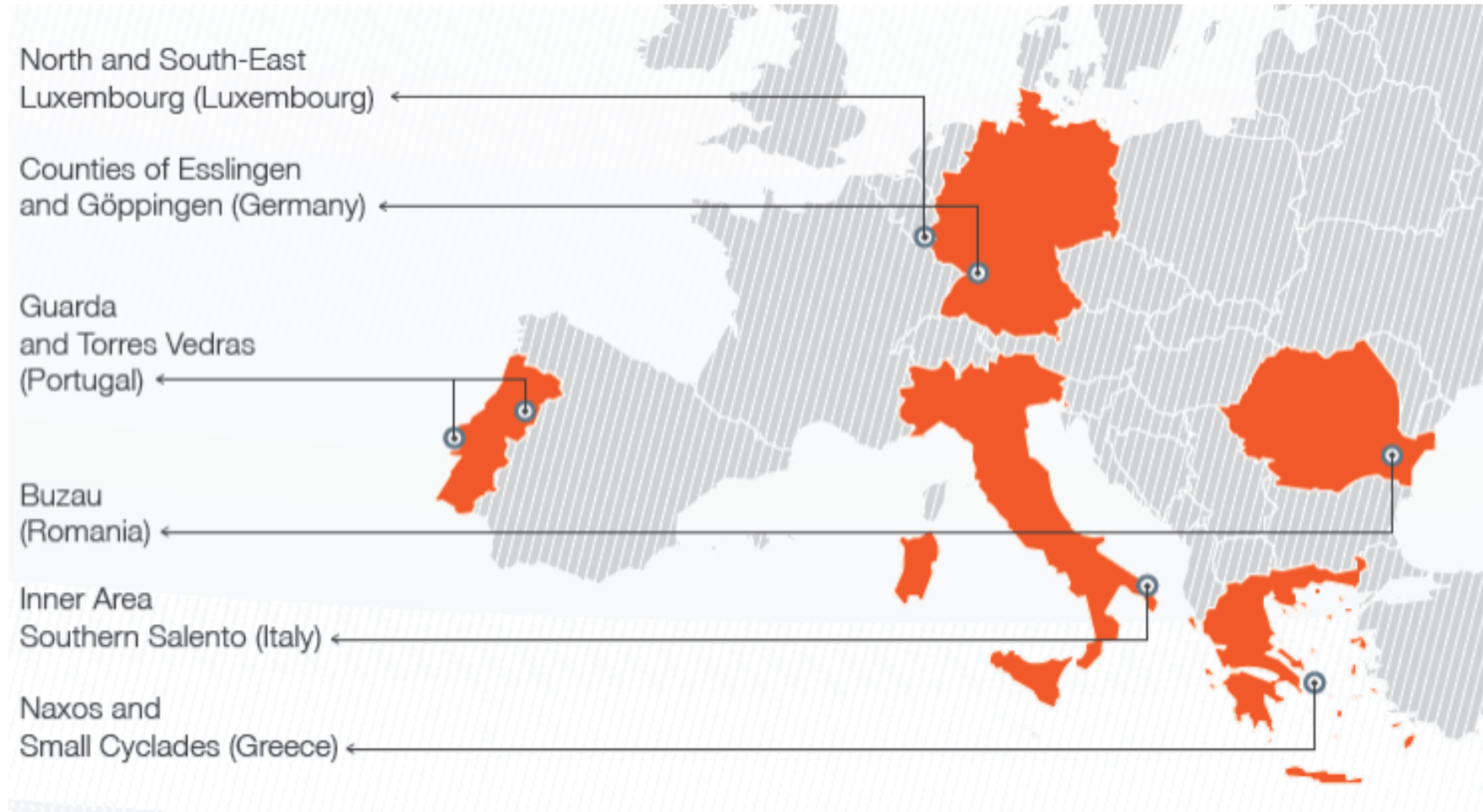


Low income
and unemployed

Transport Poverty and User Groups

| | <p>↓</p> <p>Availability:</p> <p>No suitable transport option available</p>  | <p>↓</p> <p>Accessibility:</p> <p>Transport options do not reach destinations and opportunities</p>  | <p>↓</p> <p>Affordability:</p> <p>High cost burden</p>  | <p>↓</p> <p>Time budget:</p> <p>Excessive amount of time in travel</p>  | <p>↓</p> <p>Adequacy:</p> <p>Travel conditions are dangerous, unsafe or unhealthy for the individual</p>  |
|---|--|--|---|---|---|
| SOCIAL GROUPS | | | | | |
| Low income and unemployed | ✓ | ✓ | ✓ | ✓ | |
| Elderly people | | ✓ | | | ✓ |
| People with reduced mobility | | ✓ | | ✓ | ✓ |
| Women | ✓ | ✓ | | ✓ | ✓ |
| Migrants and ethnic minorities | | | ✓ | ✓ | ✓ |
| Children and young people | ✓ | | ✓ | | ✓ |
| People living in rural and deprived areas | ✓ | ✓ | ✓ | ✓ | |

HiReach Study Regions



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

Inclusive mobility solutions: the handpicked case studies

- **Publicly-contracted transport services**
- **Market-based mobility services**
- **Community-based mobility services**

Inclusive mobility solutions: the handpicked case studies



- Publicly-contracted transport services:**
- ✓ delivered by **public transport** operators or
 - ✓ **local businesses** (e.g. taxi companies receiving subsidies in rural areas), but may also be directly **organised by a public entity**

Inclusive mobility solutions: the handpicked case studies

Market-based mobility services:

- ✓ are of a **commercial nature resulting in a profit to the entity** (that owns it or has invested in it).
- ✓ include more **traditional options** - street taxis and pre-booked private hire vehicles other solutions offered - vehicle sharing and ride hailing



As an outcome **new business models** have been developed within the so-called shared economy paradigm, **facilitated by technology advancements** (i.e. ride-hailing services organised by the so called Transportation Network Companies or TNCs).

Inclusive mobility solutions: the handpicked case studies



Community-based mobility services:

- ✓ Provided by non-profit entities receiving minimum **subsidies** (e.g. in rural areas or for special transport services);
- ✓ Offering informal or **peer-to-peer** ride-sharing **services** (carpooling), shared “village cars” or peer to-peer car sharing;
- ✓ Operating **community-owned** bus **services** often referred to as “citizen buses”.

Shortlisted Solutions

20 handpicked solutions

Publicly contracted



Bummelbus

Flextrafik



local link
Your Local Bus Service



EL TRANSPORT
A LA DEMANDA

TÁXIS COLECTIVOS



Community-based



Village House Service
Nordregio



Fairfahrt

Market-based



Overview of impact regarding the introduction of new mobility solutions in vulnerable territories and social layers

| STUDY REGION | TARGET GROUP | MOBILITY SOLUTION | SHORT-TERM IMPACT | LONG-TERM IMPACT |
|---|------------------------------|--------------------------|-------------------|------------------|
| Guarda (Portugal) | Elderly | PickMeApp | 3.5 | 3.7 |
| | | Locomobile | 5.2 | 5.6 |
| | Low-income and unemployed p. | Bummelbus | 4.8 | 4.7 |
| | | Dörpsmobil | 4.1 | 3.8 |
| Counties of Esslingen and Göppingen (Germany) | Elderly people | Burgerbus | 4.1 | 4.5 |
| | | Fairfahrt | 1.3 | 1.7 |
| | Migrants and refugees | Welcome to Berlin Ticket | 6.3 | 6.0 |
| | | Fairfahrt | 5.6 | 5.5 |
| Naxos and Small Cyclades (Greece) | Children and young adults | PickMeApp | 5.9 | 6.1 |
| | | Taxis Coletivos Beja | 5.5 | 5.6 |
| | People living in rural areas | Buurtkar | 5.2 | 3.5 |
| | | Burgerbus | 5.7 | 4.5 |

| STUDY REGION | TARGET GROUP | MOBILITY SOLUTION | SHORT-TERM IMPACT | LONG-TERM IMPACT |
|---|----------------------------------|--------------------------|-------------------|------------------|
| Inner Area Southern Salento (Italy) | Women | Local Link | 5.6 | 6.0 |
| | | Dörpsmobil | 4.5 | 4.4 |
| | | PickMeApp | 5.8 | 6.0 |
| | | Boleias | 4.9 | 5.6 |
| | People with reduced mobility | Local Link | 5.3 | 3.5 |
| | | PickMeApp | 4.7 | 4.0 |
| North and South-East areas (Luxembourg) | Migrants and refugees | Fietsmeesters | 4.3 | 5.8 |
| | | Welcome to Berlin Ticket | 5.3 | 6.3 |
| | People living in rural areas | Bummelbus | 4.0 | 2.8 |
| | | Boleias | 4.3 | 2.8 |
| Buzău (Romania) | Children and young adults | ZooV | 4.7 | 4.7 |
| | | PickMeApp | 3.7 | 5.0 |
| | Low-income and unemployed people | TAD Catalonia | 6.4 | 6.4 |
| | | Taxis Coletivos Beja | 5.4 | 4.6 |

Shortlisted services that were more compliant for the areas under study

MOBILITY SOLUTION

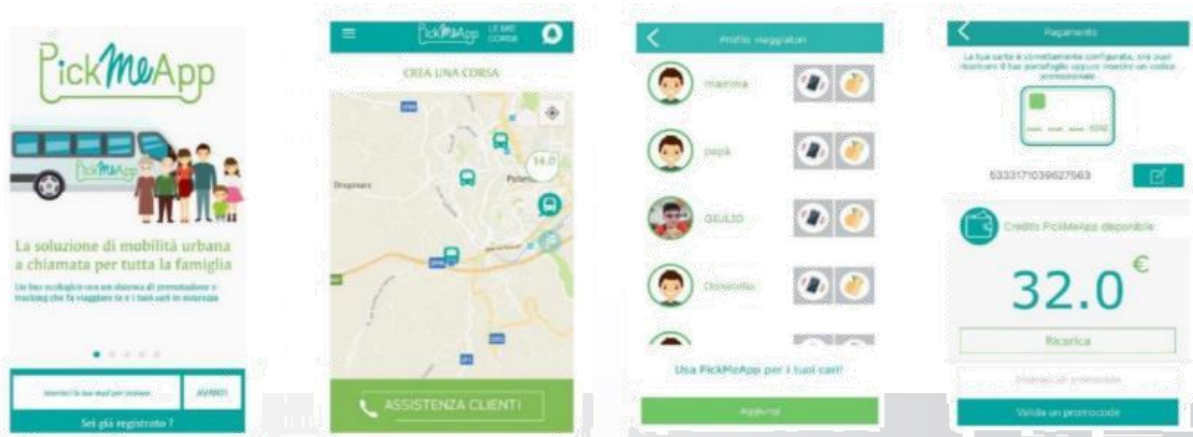
CHARACTERISTICS

PickMeApp

Market based Service



- ✓ Ride Hailing Service
- ✓ More useful for the needs of their kids and elderly members of the family due to tracking bracelet
- ✓ High flexibility as well as the different functioning characteristics
- ✓ Willingness to use the service also for commuting trips
- ✓ Willing to pay for this service as the prices are not a barrier or an increase in the travel budget
- ✓ Smartphone app and call centre in assisting users with special needs - important as a communication channel and creates trust between the transport operator and the final user
- ✓ Strong suitability especially for elderly people for whom it is a good way to be more autonomous and independent



Shortlisted services that were more compliant for the areas under study

MOBILITY SOLUTION

Local Link
Publicly contracted Service



CHARACTERISTICS

- ✓ Service which can be adapted or built around the effective needs/demand
- ✓ Substantial trust in relation to the visual identity, clarity of the timetables and communication campaigns.
- ✓ The aspect that the local offices are managed by the communities was seen as positive.
- ✓ Weak/Medium suitability: Not replicable in the local context because of a perceived scarce capacity of self-organisation from the local communities (could be more easily managed by some intermediary bodies or already existing PPP in the region).

Local Link Carlow Wicklow
Kilkenny.

| Fare | Minimum | Maximum |
|---------------------|---------|---------|
| Adult Single | €1.00 | €3.00 |
| Adult Return | €2.00 | €6.00 |
| Child Single (5-18) | €1.00 | €2.00 |
| Child Return (5-18) | €2.00 | €4.00 |
| Student Single | €1.00 | €2.00 |
| Student Return | €2.00 | €4.00 |

Local Link Cavan Monaghan.

| Fare | Minimum | Maximum |
|---------------------|---------|---------|
| Adult Single | €1.50 | €7.00 |
| Adult Return | €4.00 | €11.00 |
| Child Single (5-18) | €1.00 | €3.50 |
| Child Return (5-18) | €2.00 | €5.50 |
| Student Single | €1.50 | €5.00 |
| Student Return | €5.50 | €8.00 |

For more information

Email: info@locallink.ie
Tel: 1890 424141
Online: www.locallink.ie
Facebook: [locallinkbus](https://www.facebook.com/locallinkbus)

Unit 4, Clitin Hill, Dublin Road, Kilkenny

Fares
Five Travel Pass holders travel free and children up to 5 yrs travel FREE.

Any Journey between L&W and Wicklow Coast

| Fare Type | Under 16 / Student | Adult Single |
|-----------------------------------|--------------------|--------------|
| Any Journey outside Wicklow Coast | €1 | €3 |

Any Journey outside Wicklow Coast

| Fare Type | Under 16 / Student | Adult Single |
|-----------------------------------|--------------------|--------------|
| Any Journey outside Wicklow Coast | €2 | €3 |

All fares subject to change.
Services do not operate on Christmas Day
Information correct at the time of print, April 15th 2019

TFI TRANSPORT FOR IRELAND local link

Route 183
Glendalough to Wicklow
timetable

Shortlisted services that were more compliant for the areas under study

MOBILITY SOLUTION

Boleia
Market Based Service




PERSPECTIVES

- ✓ Carpooling is still less trustworthy in Italy (prejudice)
- ✓ The perception of the risk of being harassed was very high
- ✓ Medium suitability: Different perceptions views on Boleia



Shortlisted services that were more compliant for the areas under study

| MOBILITY SOLUTION | PERSPECTIVES |
|--|---|
| <p>Welcome to Berlin ticket Publicly Contracted Service</p>  | <ul style="list-style-type: none"> ✓ Meant for refugees after their registration upon arrival at the state ✓ “Welcome to Berlin” ticket, valid for three months bought for 26€/month. ✓ The reduced tariff was directly paid from the officially granted “pocket-money” of 143€/month that every refugee received from the municipality. |

Shortlisted services that were more compliant for the areas under study

MOBILITY SOLUTION

Dörpsmobil

Community Based Service



PERSPECTIVES

- ✓ Based on an e-car sharing approach and an associated rental car service increases the sharing culture
- ✓ Would be used more as an additional mobility service and not “substitutive” mobility service
- ✓ The fact that someone is available to drive and chauffeur was seen as positive, especially for elderly people
- ✓ Medium suitability: Service is operated with an electric car and the sharing principles behind the scheme and the community-based operation are appreciated



Conclusions and food for thought

Limits and drawbacks on the adoption of new services are well known, but...

- There are exceptions and examples of implemented integrated flexible/inclusive public transport schemes + small-scale solutions
- The concept of special/dedicated (thus segregated) services is predominant
- Resources are available but highly fragmented but communities are ready to act in a cooperative manner
- Need of adapting regulative and organizational frameworks to ensure safety first and on whom the responsibility lies especially on own initiative choices.

Thank you!



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