

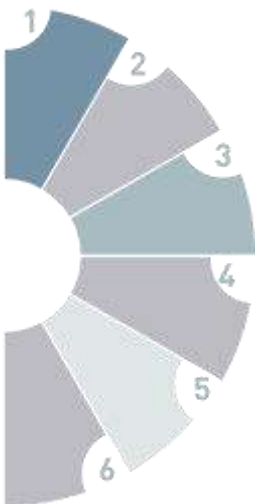


'REACHIE'

ACCESSIBILITY MAPPING TOOL

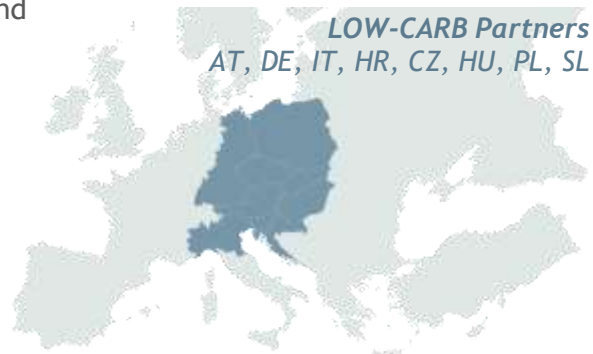
Key features & Uses

REACHIE is a powerful online journey planner comparing modes per trip by isochrones and visualises routes according to its level of accessibility with respect to the starting point. The City of Leipzig, Central German Transport Association (MDV), Leipzig Transport Company (LVB), and Targomo GmbH developed an open sourced mobility information system to promote using more sustainable modes among commuters. The tool is an excellent option for commuters to plan their trips and gain insight on how accessible their workplace is using different transport modes. It also helps enable residents' rights to reaching kindergartens within 30mins! REACHIE dramatically improves quality of public transport (PT) trips to outlying stops, by increasing user awareness of suitable services & by increasing the reliability of connections... vital for commuting. It also boasts offers of a carbon footprint calculator and potential annual savings. REACHIE is accessed via mobile-app or browser.



Regional Context

- The REACHIE tool was chiefly developed within NUTS subregion 3 DED52 & improved in partnering countries of the LOW-CARB project. The Leipzig pilot region faces a mobility scenario (common to many Functional Urban Areas (FUAs) in central Europe (CE)) which has reduced access to the PT network situated in remote industrial parts of a FUA. Regions that face this issue are benefitted by the functions of REACHIE since it has the potential to drastically reduce CO₂ emissions by commuters who shift their mode of transport to sustainable PT offers. Furthermore, improved user awareness of PT routes and connections could help curve the complexity needed of bus feeder systems to these areas, thereby increasing operation frequencies if the demand for commonly used routes increase.
- Industrial FUA's have the unique added advantage of important multipliers for adopting this tool. Such as company directors, recruiters, and mobility consultants who can leverage a considerable number of employees to opt for sustainable mobility modes, if these stakeholders are strategically engaged with in focussed trainings about the mobility platform.



Impacts

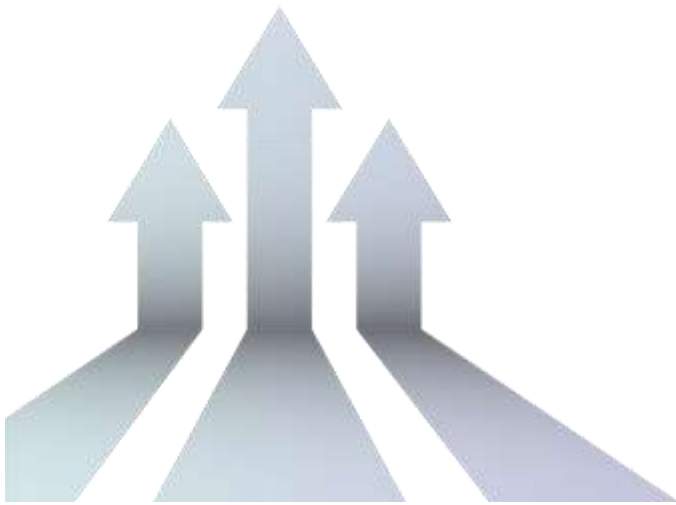




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Continuity & Transferability



- MDV who houses the tool, and who has absorbed the isochrone mapping technique into their own journey planner, will continue to maintain and update REACHIE for the foreseeable future. They are ideally positioned to do so since they have direct access to all route and schedule changes in PT system for the region.
- There is high transferability potential and beneficial impacts for REACHIE being widely adopted by CE PT operators, since the tool caters to the commonly faced issue of needing to increase access to PT services in industrial areas on the outskirts of FUAs.
- Finally, developing Reachie has encouraged publishing data to open data portals enabling transferability and integration to future tools.

Transnational Co-operation

- While the initial development of this tool took place in Germany, live-demonstrations, tests and validation exercises occurred within the diverse project consortium of CE countries as well as with the LOW-CARB panel of advisory board members.
- The contributions of which fostered a tool that is highly applicable to the mobility & planning needs of various territories and use-cases. So much so that its customer value could analysed during a largescale EU-wide mobility event (the *EU Mobility Week*).

Key Lessons Learned

- While developing REACHIE, it was learned that:
- Working directly with businesses located in industrial FUAs increases the usability of REACHIE by business employees and encourages modal shift away from vehicles to PT services.
 - Commuters are not only motivated to use PT services by travel time (the basis for using an isochrone calculator) but by “last mile” distances too.
 - A standardised strategical approach is needed to maximise exploitation of open data for isochrone technologies.

October 2020



REACHIE is available at:
www.mdv.de/reachie



Project Website:
www.interreg-central.eu/LOW-CARB