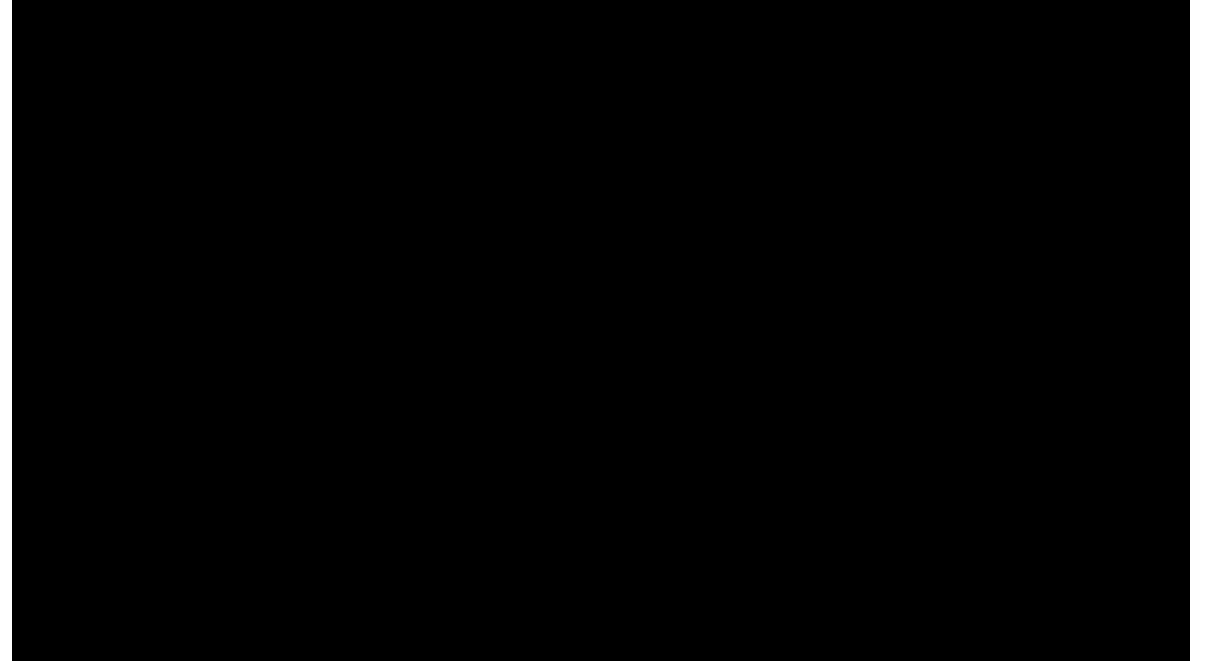


# The future of rural and peripheral transport in Europe

Brian Masson FCILT

Founder Multi Modal Transport  
Solutions Ltd (2003)



## What is the real cost of poor mobility in Rural Areas?

- ▶ The cost of providing public transport outside peak times and in low density areas and for vulnerable groups is often quoted as being expensive.
- ▶ In simple monetary terms this may appear to be the case,
- ▶ However, What is the real cost of not providing PT services?
- ▶ We need greater understanding of impacts caused by poor access to public transport in terms of social impacts.
- ▶ What are the real costs of mental health, alcohol, drugs abuse, isolation, crime, poverty, lack of access to training, education, jobs, leisure etc?

# Goals

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What do communities want to achieve? Attractive places to live, work and visit.

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Remember its need not wants you address. Everyone wants different things. Funding is not unlimited.

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We need to maximise the use of resources to meet demands in the most cost, effective manner

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You will never please everyone. Fact.

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Embrace Pareto Principle, 80% of outcomes result from 20% of causes.

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We need to empower communities and stakeholders to work together

# Problems With Current Public Transport Offer

Does not recognise the ever changing needs of the individual or communities.




Does not encourage Social Inclusion or Sustainability



Does not maximise the use of resources



Too many stakeholders in decision making/supply chain



Inflexible regulatory policies , Silo Mentality

# Sustainability and Environmental Challenges

- How can we maximise the use of existing resources to meet known demands?
- How can we minimise the environmental impacts of tourism ?
- How can we get all stakeholders to work together to meet these objectives?
- Smacker project has played a vital role in highlighting the wide range of tools and approaches that can be used to improve public transport in rural areas.

# Climate Change – Impacts on Rural Mobility

- Trends
- Less reliance on fossil fuels
- Strong investment in Wind, Solar, Hydro, Geo Thermal, Bio Fuels, Battery Storage. Potentially Rural areas could in theory become self sufficient in fuel
- Community Fuel “companies” now becoming established across Europe
- Switch to electric mobility solutions could have implications on communities. Will car and ride sharing be a way forward. East Tyrol for example?
- Will DRT covering both passengers and goods be a solution?



# Tourism

- Sustainable tourism has to be a key objective across Europe
- Seasonal demands need to be recognised
- Maximise the use of existing resources
- Minimise the impacts on land, nature,
- Explore the use of hubs to provide “green” alternatives to car. Cycle, walking, skiing, water
- Provide access to local arts, crafts, sporting centres
- Aid healthy living, eating and lifestyles

# Agriculture

- Covid has also disrupted supply chain impacting on food and raw material supplies
- Ukraine and other wars are having an impact on food supplies
- Do we need to grow more food locally and supply local communities with “healthy” options?
- How do we get workers and products to / from farms? DRT, Ride/Car Sharing, Community Transport?

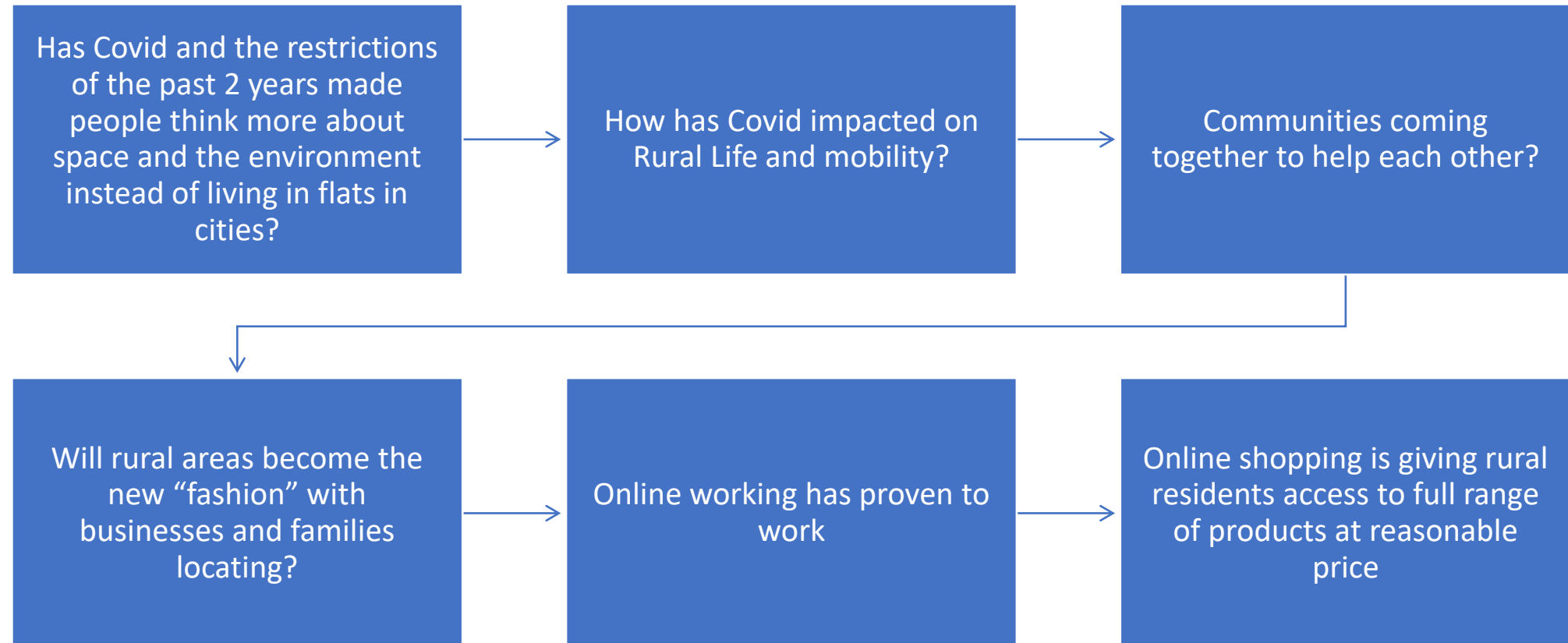




# Commuting to/from Rural Areas

- Smacker Project has highlighted the impacts of commuting on rural and urban life.
- These lessons will be vital in many areas of Eastern Europe.
- As prosperity grows more people move out of cities to live in rural areas. It is important that planning recognises the need to build infrastructure for Public Transport
- Also, as more people have access to cars we need to minimise impact on rural areas of greater tourist numbers.

# Impacts of Covid



# New business models required in rural communities?

- Given all the challenges facing society each impacting on every sector of communities do we need to adopt more holistic business models?
- Can we break silo mentality in planning and policies ?
- Could cooperative business models be the solution, allowing rural communities to be involved in the design and operation of solutions?

# Rationale

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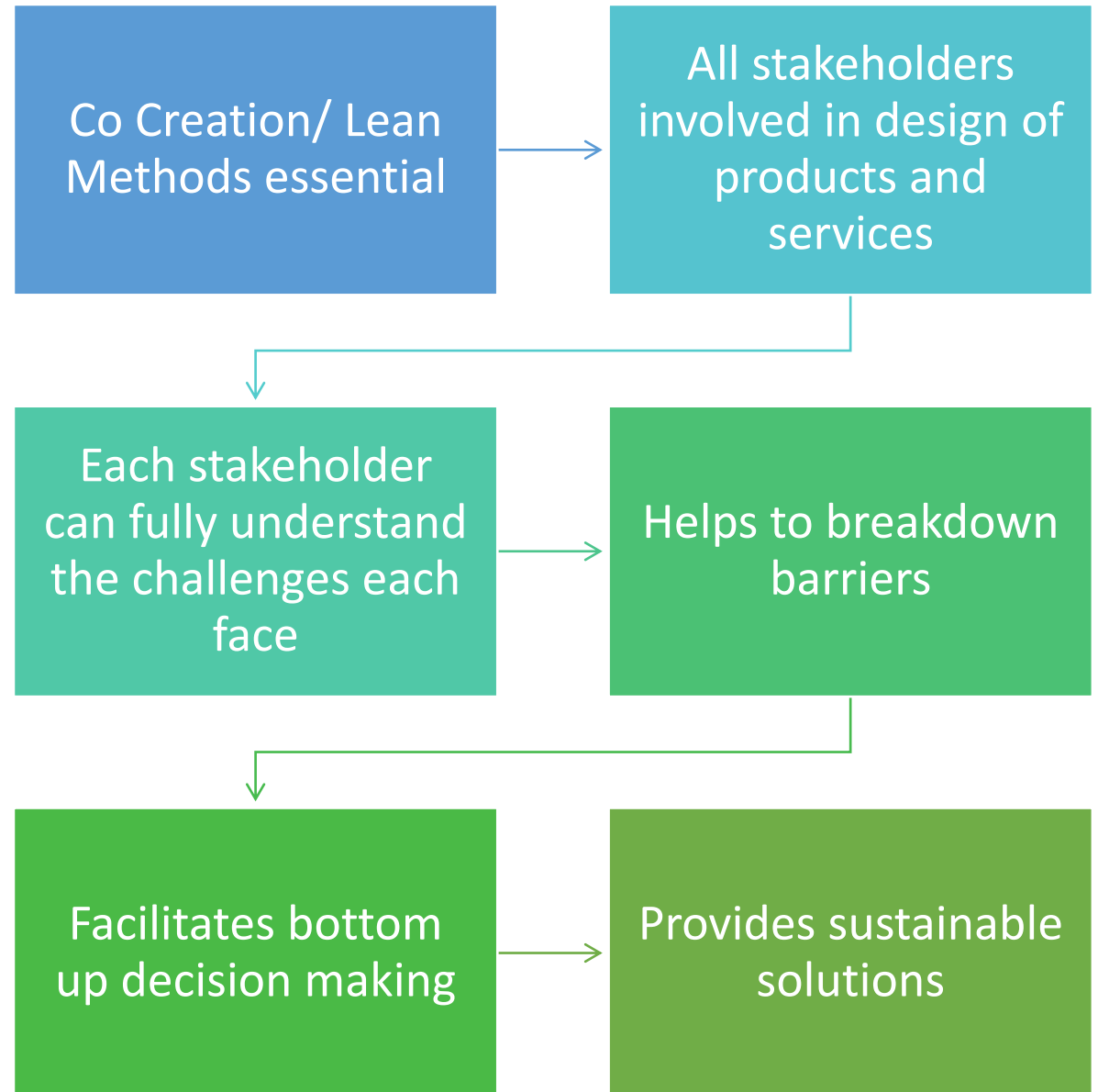
- ➔ Rural areas present specific conditions that require further support towards the achievement of efficiency, effectiveness and sustainability on transport and the adoption of multimodality and smart solutions.
- ➔ Traditional transport systems seem to be inefficient to address the needs of the entire range of the population, and especially those residing in rural areas.
- ➔ Demand Responsive Transport is one of the most well studied and proposed transport solution addressing this problem in an economic and efficient way.

SMARTA project “*Sustainable shared mobility interconnected with public transport in European rural areas*” was launched to investigate **best practices** focusing specifically on **sustainable shared rural mobility services interconnected with public transport**, looking particularly at the way **on-demand services, vehicle automation** and **digital solutions** could help address mobility needs in rural areas.

# Multi Modal Networks – The future?

- Having identified demands we need to work with multi modal operators to design local, regional, national and international solutions. (MaaS?)
- Customer needs – journey planning, simple fare/payment structure to cover all modes
- Who is responsible when issues arise?
- Operator issues – sharing data and revenues.
- Transport Authorities - Who will be responsible for “agency”? Legal requirements, can standards be adopted across all modes?
- Infrastructure - Multi Modal Hubs

# Multi Stakeholder involvement



## FAMS Context 2002!!

### Users categories

#### ❖ Transport end-users

- citizens, travellers, ...
- D&E, associations, ...
- “Activity Centres”

#### ❖ Transport providers

- PT companies
- STS providers, ...
- others (eg car pooling, ...)

#### ❖ Operators

- Agency operators
- DRT vehicle drivers

#### ❖ Mobility Authorities



# Sustainability – Who pays for the Agency?

- Facts -
- Uber, MaaS Global etc. Have yet to break even. Why?
- Agency Costs who pays? ITS, Staffing, Marketing, Complaints, Refunds, Revenue distribution, Legal costs..... Massive costs
- Operators don't want to share revenues and customers don't want to pay more.
- Sustainable business model has yet to emerge.
- FAMS was highlighted at G20 Summit in Tokyo in 2019.
- DRT and MaaS in theory are the golden bullets to aid modal switch but to date there has been no largescale take up



# Potential Business Models for ITS EU Newbits Project [http://newbits- project.eu/the- project/](http://newbits-project.eu/the-project/)

- Newbits project was commissioned by DG Move to look into the reasons for the lack of progress into maximising return in investment in ITS.
- We have the technologies available to identify customer needs, operational issues (vehicle location, ticketing, real time information, fleet management etc.) Why have we not seen a major explosion in new integrated public transport services using ITS?
- Covid has seen huge expansion of online shopping using parcel delivery systems. Tens of thousands of new jobs created in 6 months.
- In the past 10 years Uber, Lyft, ViaVan etc have moved into transport sector and impacted on traditional public transport market
- MaaS has received massive hype about potential but no large scale take up globally
- Newbits worked with partners in ITS, Traffic Control, Ride Sharing, Rail and Shipping sectors to explore the development of multi stakeholder business models.
- Results are really positive with return on investment between 2.5 and 13 times
-

# Conclusion

- ▶ We are living in some of the most challenging times that the world has faced in over 70 years. However, these are also times to reflect on how we do things and bring communities together.
- ▶ Communities need support from Authorities, Government and EU
- ▶ We have the technology; Green Fuel options, Broadband, Internet, Mobile Technologies, GPS, etc.
- ▶ We have multi stakeholder business models and tools such as Newbits, Smarta, Smacker
- ▶ We all want to live in a cleaner, healthier, peaceful, sustainable world
- ▶ In theory we have all the technology, business models, experience to make these goals achievable. What are the barriers?
- ▶ Resistance to change. Why? Vested interests and risk adverse short term political thinking.
- ▶ Data Sharing and integrated systems are critical to success
- ▶ We are all part of the challenges and must be a part of the solutions.
- ▶ We all have to give a little to gain a lot.
- ▶ Trust - We need to work together. One world, all equal

# Contact details

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