

**GOOD PRACTICES COLLECTION ON SUSTAINABLE
MOBILITY IN RURAL EU: SUMMARY OF THE GOOD
PRACTICES**

C3, Phase 1

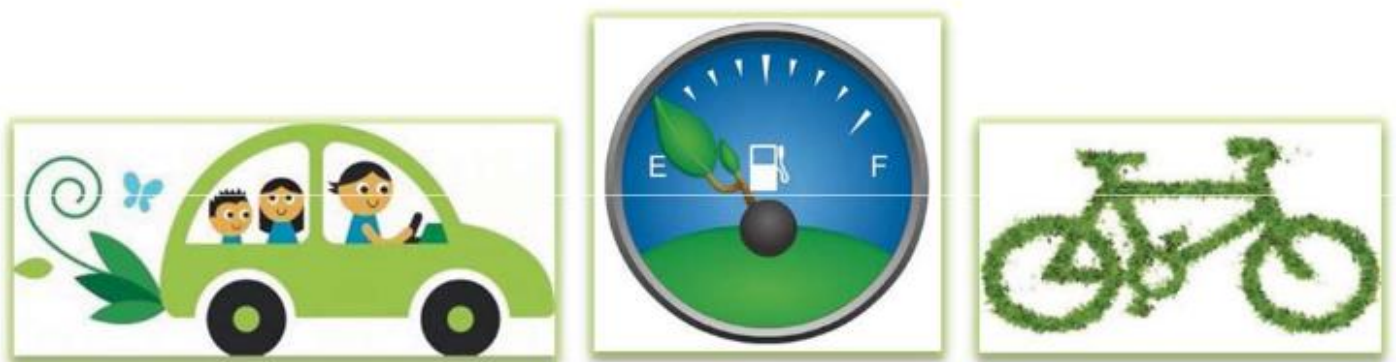


Table of Contents

I.	Combination of different types of services for cost reduction	4
II.	Carpooling, car-sharing & other "sharing" formulas	6
III	Cycling promotion: traditional & electric	9
IV.	Energy efficiency & environmentally friendly attitudes to mobility.....	12
V.	Dedicated mobility initiatives: social, leisure, tourism	15
i.	Dedicated mobility initiatives for social reasons	16
ii.	Dedicated mobility initiatives for leisure	18
iii.	Dedicated mobility initiatives for tourism	19
VI.	Governance and Coordination in the mobility field	20
VII	Transport on demand in rural areas	24

Summary of Good Practices

Move on Green partners have identified and characterized **51 good practices** - initiatives that have been successfully implemented in their areas and have responded positively to the needs of local people and businesses. They are concrete examples of innovative projects that can be implemented by other regions, too, and we hope they will serve as an inspiration to other territories.

This variety of initiatives aims to **reduce not only costs, but also the environmental impact of passenger travel whilst ensuring and improving service to residents of mountainous and rural areas**. To facilitate the reading of the document, we have divided the good practices into 7 chapters, characterizing each initiative by its most obvious component. However, our good practices are complex and we warn the reader that an initiative included in one category, may also be considered as part of other different categories.

- I. *Combination of different types of services for cost reduction*
- II. *Car-sharing, Car-pooling & other "sharing" formulas*
- III. *Cycling promotion: traditional & electric*
- IV. *Energy efficiency & environmentally friendly attitudes to mobility*
- V. *Dedicated mobility initiatives: social, leisure, tourism*
- VI. *Governance and Coordination in the mobility field*
- VII. *Transport on demand in rural areas*

We hope you will find this chapter inspiring. If you want to find out more, you can consult the detailed compilation of all good practices that you will find on the project website www.moveongreen.eu.

I. Combination of different types of services for cost reduction

The initiatives presented in this chapter exploit how existing public transport infrastructures (bus depot, staff, vehicles and stop infrastructures) in rural areas can be utilised for other services with the aim of reducing costs and/or emissions. As an example, we will cite how, in addition to passenger transport, scheduled service buses are also used to transport goods, by using the luggage space available. This is a possible way of maintaining the public transport service in rural areas, bringing additional financing options and the possibility of extending the service during off-peak hours. We will also talk about re-opening small train stations and very efficient, complete, postal services.

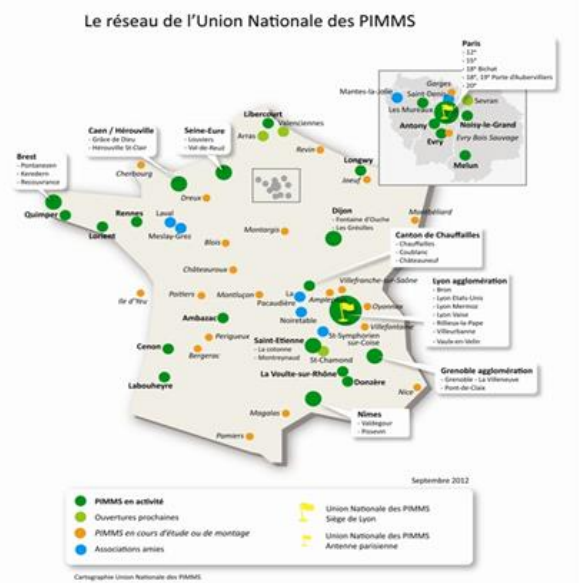


KOMBIBUS: how existing public transport capacity in rural areas can be used for other services Brandenburg, DE

In Brandenburg, in addition to passenger transport, scheduled service buses are also used for goods transport, using the luggage space available. If a low-entry bus is used, the freight is transported in a trailer.

The use of KombiBus transport will be introduced in two steps:

- for the commercial actors (in progress)
- for everyone else (from September 2013)



PIMMS of the Canton de Chauffailles - several services grouped at the same place, France

The principle of the PIMMS (Point information mediation multi-services) is to group several services at the same place, such as information on public transport, ticket sales, services from water or electricity providers, etc. There are currently 49 PIMMS in France. By grouping several services in one place, PIMMS provide consumers with a one-stop access to service providers. The running costs are also lower for each service provider. In the case of the Canton de Chauffailles, this solution was adopted as a way to reopen the train station, which had been closed several years earlier, and to offer local inhabitants the possibility of finding information and buying train tickets again.

Mobile mail service - [Central Transdanubian Regional Innovation Agency - KDRIU, H](#)

The mobile mail service is operating in villages with less than 600 inhabitants. The service represents a mobile/moving post office. The essence of this initiative consists in the fact that the postman has a car and he visits the villages on an everyday basis. This has been developed because there are not enough post offices around the country. They are particularly lacking in the countryside.



To be economically viable, the mobile mail service has a large offer of basic services, like:

- delivery and collection of letters/packages/cheques/parcels
- money board and pension service
- delivery of cash charged to credit card (mobile function of ATM)
- additional services, like: lottery tickets/newspapers/ etc. for sale.

In practice, every household gets a card indicating the intention of using the service (connected to the postman's car through a signal). The households have to hang it on their gates or somewhere which it can be seen from the street.

When the car passes, if the postman cannot find the family at home, he leaves a reminder in the mailbox three times. If they miss these occasions, people can collect or send packages at the appointed post office. Additionally, users can give power of attorney (proxy) to a neighbour or anyone else to receive their packages or pension.

II. Carpooling, car-sharing & other "sharing" formulas

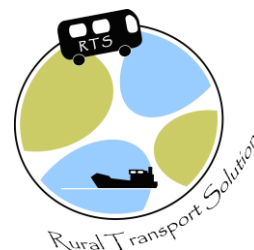
Every day, 20 million cars travel on the roads of rural and peri-urban areas¹. In France, for example, 20 million cars are used every single day. These vehicles are used for daily, short distance journeys, for professional or personal purposes, and very often, they are used by one single person. Moreover, they are not used for regular time intervals (at weekends for people/families who mainly use the car to go to work or during the week/evenings for families that do not need their car to go to work). In these conditions, the relevance of owning a car can be questioned. The transport budget is pivotal in the overall family budget, especially for families with low or medium income; and there are still many of these families in rural and peri-urban areas. The environmental impact of so much solo passenger transport can also be criticized.

Thus, the interest of low-cost formulas, permitting access to car use and reducing costs when a car is used is real and has permitted, amongst other solutions, the development of car sharing solutions all around Europe. Authorities often encourage carpooling, especially during high pollution and high fuel price periods. However, the legislation still needs to evolve, such as rules regarding passenger insurance in the case of carpooling.

In this chapter, we will see some good practices of car-pooling, car-sharing & other "sharing" formulas developed by the Move On Green partners, but just before that, a short reminder of some terms used here.

Car sharing (in the UK known as **car clubs**) is a model of car rental where people rent cars for short periods of time, often by the hour. They are attractive to customers who make only occasional use of a vehicle, as well as others who would like occasional access to a vehicle of a different type than the one they use on a day-to-day basis. The organization renting the cars may be a commercial business or the users may be organized as a company, public agency, cooperative, *ad hoc* grouping² or private individuals.

Carpooling³ (also known as **car-sharing**, **ride-sharing**, **lift-sharing** and **covoiturage** in French), is the sharing of car journeys so that more than one person travel in a car. By having more people using one vehicle, carpooling reduces each person's travel costs such as fuel costs, tolls, and the stress of driving. Carpooling is also seen as a more environmentally friendly and sustainable way to travel, as sharing journeys reduces carbon emissions, traffic congestion on the roads, and the need for parking spaces.



¹ Report on the mobility and transports in rural areas « *Rapport sur la mobilité et les transports dans les territoires ruraux* », Ministère de l'écologie, du développement durable, des transports et du logement, France 2011

² Wikipedia, Car sharing

³ Wikipedia, car pooling

Wigtownshire Community Transport: vehicle sharing to reduce underutilization [Shetland Islands Council, UK](#)

The initiative consists in the implementation of vehicle sharing across local organizations to reduce underutilization of existing vehicles. The aims of the initiative were to develop a sustainable delivery model to facilitate **more resource sharing**; secure efficiency gains both operationally and financially and improve quality, accessibility and flexibility of transport in rural areas of Shetland Council.

The project looked at a joined-up delivery partnership working across the Council, the local transport partnership (SWestrans), social work services, the Scottish Ambulance Service, the local National Health Service board and an established community transport provider.

The delivery partner was an established community transport operator who delivers local services and some health care and social care trips. They had a booking and scheduling system already in place that was used.

Even though only 3 vehicles were made available in the 1st phase of the project (closed), the results were very satisfactory and the project has been renewed:

- 1451 journeys.
- 18808 passengers.
- 38857 miles travelled.
- Vehicle usage improved by 20%.
- 95% of surveyed passengers found the vehicles and service very satisfactory.

FLINC - Utilisation and Promotion of the ride - share system "flinc" in two rural regions in the state of [Brandenburg, DE](#)

The system provides the possibility of connecting private ride-sharing contacts. Especially during off-peak periods (late afternoons, evenings, nights and weekends) it is a valuable supplement to the mobility offered in the rural region.

The service already existed, but had not been utilised in the regions. The Ministry has been involved in an awareness-raising campaign for the system that has produced flyers, posters, banners, press articles, television contributions and internet sites. This has been placed in schools, companies and through diverse associations in order to reach the largest number of people.



Village Bus in Kolsillre: passengers draw up the timetable via a website and act as the driver, Sweden

In the village of Kolsillre in Vasternorrland, Sweden, a demand responsive public transport service was developed where the passengers themselves enter their journey requirements via a website and one of them then acts as the driver to carry out the journey.

A 9-seater vehicle was rented, and a website constructed www.byabussen.se in September 2010, when the service started.

Residents can get an account for the website and are able to book a seat on an existing route or create a new one, and registered drivers can operate the service.

ZIVI: Car - Share Platform - [KDRIU, HU](#)

Zivi is a cheap and comfortable travelling alternative through a modern, user-friendly website. **It helps drivers and passengers find each other.** In addition to the website, it also has a Facebook profile with more than 13 000 followers. When somebody wants to know her/his driver or passenger, he/she can search for him/her on the Facebook database.



Carpooling in Poland [Podkarpackie Region, PL](#)

Inhabitants of Podkarpackie region look for travellers going in the same direction on websites devoted exclusively to carpooling (carpooling.pl) or social networking sites (eg Facebook), local authorities sites and announcements page (eg Gumtree, www.rzeszowiak.pl).

Carpooling is in Podkarpackie growing due to the need to search for more convenient forms of travel bearing in mind inadequate number of connections provided by public transport between towns (cities and villages) or the lack of them on certain routes, and also because of the high costs of travel. Used in Poland, the method of determining the price:



Fuel costs + 10%

Number of people in the car

III Cycling promotion: traditional & electric

Over the last years, innovative shared bicycle facilities have imposed themselves more and more as a means of local transport. For tourists or locals going to work, bikes can provide both a fun and practical way of mobility. In addition, this proves to be of great complementarity with the private car or public transport means.

In addition to this, the electric bike is considered to be a great alternative for trips up to 30 km (one way) including commuting from rural areas to a county centre, especially in flat areas. It has low travel costs and does not create much greenhouse effect. On the following pages, we will share some initiatives from MOG areas with you.



West Pannon regional bicycle rental system - HU

The purpose of the project is to increase the number of tourists and local residents who use bicycles by enhancing the attractiveness of bikes. Bikes were promoted and the cycling infrastructures have been improved. Now the regional bicycle rental system consists of 10+1 pick-up points; the network of tourist and cycling organisations has been reinforced thanks to the active cooperation of municipalities.

Nextbike: bike sharing system in rural territories in Purbach, Burgenland (AU)

The main objective of this bike renting system is to reduce harmful greenhouse gases, especially in rural, low-density areas. It makes public transport more attractive by offering a range of bikes to support multimodal mobility. The Nextbike project in a few words:

- Establishment of a network of bike rental stations at railway or bus stations to offer a possibility for complete public transport chains.
- High usability and easy hiring procedure
- Public access and bike availability round the clock
- Cheap rental fee.



Mountain Bike Maestrazgo Centre- Province of Teruel, ES

Developed in Teruel, the Maestrazgo Centre provides free access to practice mountain biking. The cycling trails start at a reception point, with a tourist office and different bicycle services. It offers:

- More than 100 km of marked routes with differing degrees of difficulty
- Two Reception Points that provide bicycle services and also a tourist office.
- Additional services to facilitate cycling: bicycle rental, car park, wash points, showers and toilets, etc.
- Several additional Information Points located in tourist offices, which provide users with information about the routes, tourist resources, accommodation offers, restaurants, etc
- A quality standard well recognised in the country.

Trial of electric bikes in Latvia during the 2012 mobility week - Vidzeme Planning Region, LV

A trial of electric bikes was offered to residents of Cesis and Valmiera (towns in Vidzeme) to verify their competitive advantages in comparison with other transport means. Bikes were equipped with special GPS / GSM tracking devices to track mileage travelled. Participants in the trial received the electric bikes free of charge to perform their daily business activities. The trial had to prove the usefulness and profitability of the electric bikes in real life.

A mix of 4 types of stakeholders (local & national governments, private companies and other residents) were attracted at this stage.



CYCLO: Shared Bicycle Facilities in Epirus Region, GR

The municipality of Ioannina has established some innovative bicycle facilities:

- Phase 1: Design modern & secure bike path
- Phase 2: Pilot establishment of Automated Bike Sharing Stations in Igoumenitsa.

This phase foresees the installation of two smart Automated Bike Sharing stations as well as 70 parking slots within the Municipality, with direct access to the bike stations. Each automated station has 10 bicycles. Users register in the system and acquire a smart card for the use of the public bicycles. The system will soon be manageable online. Currently no cost is imposed for the service (with a limit of 4 hours / use).



“With electric bicycle I can do more” - Gorenjska, Slovenia

This project promotes electric bikes as an environmentally friendly and socially fair recreational activity. A user-oriented programme for e-cycling in the countryside of the Gorenjska region was developed and within a pilot project, electric bikes with the relevant equipment were purchased for 2 selected info points.

As part of the same project, a set of promotional, information and educational activities concerning e-cycling was prepared and implemented to enhance motivation and raise awareness about the positive consequences that sustainable transport brings for nature, as well as for the quality of life.



IV. Energy efficiency & environmentally friendly attitudes to mobility

Energy efficiency is a high priority on the EU agenda for 2020! Thus, EU aims for a 20% cut in Europe's annual primary energy consumption by 2020. The European Commission has proposed several measures to increase efficiency at all stages of the energy chain: generation, transformation, distribution and final consumption.

The measures focus on public transport and environmentally friendly attitudes towards mobility, as well as on the building sector, where the potential for savings is the greatest. Move On Green partners are aware of these issues and have already started implementing innovative projects. As proof, we invite you to discover a range of seven different initiatives on the following pages.



Courses on efficient driving of vehicles - [Province of Teruel, ES](#)

Economic and social development has generated a considerable increase in car use. This is associated with an increase in pollution and traffic congestion. These courses aim to **reduce these negative impacts and promote more efficient and sustainable transport**. Drivers of passenger vehicles are the target group of these classes. Through practicing an energy saving way of driving, one driver can obtain reductions in fuel consumption of close to 15% compared to conventional driving.



Electric vehicle charging infrastructure around Lake Balaton - [Central Transdanubian Regional Innovation Agency - KDRIU, H](#)

To date, most vehicles run on petrol or gas. Car manufacturers have recently launched cars operating with electricity and there is a lot of on-going research on how other energy sources, rather than fuel, such as solar energy and water, or electricity could be used for running vehicles. Due to rising oil prices, electric vehicles have become more and more famous. Thus, EON Hungary has started to **install electric car charging stations around the country**. EON wants to develop electric traffic at zero CO₂ emission and believes the 1st step for the democratisation of electric cars is the availability of charging stations, even in rural and remote areas.

Reduction of the environmental footprint in Thessaly - [Thessaly Region, GR](#)

Reliable ways of reducing the environmental footprint include better access by the public to travel information as well as better travel route planning and scheduling of public and private transport means. E-ticketing helps the Region of Thessaly improve all factors mentioned above, by grouping all regional transport means into a common integrated multimodal platform, easily accessed by the public. Users provide their date of departure, origin and destination data and this user-friendly platform provides the best multimodal travel options.

Short-term electric vehicle rental at bus ticket price in Sagunto - [Province of Teruel, ES](#)

The idea of this initiative is to provide sustainable public transport alternatives based on the short-term rental of totally electric vehicles at bus ticket price. Electric car-sharing systems save approximately 4-5 times the overall cost of an equivalent length journey in a private vehicle. It is a pioneering activity in Spain



implemented in Valencia. This initiative has had significant success amongst young adults (25-50 years old) who represent the main client group.

Gorenjska Electric Route - [BSC Business Support Centre Ltd. Kranj, SI](#)

In Slovenian Central and Upper Gorenjska, an important campaign to promote and use electric cars has been organized since 2010. Interconnected routes for electric vehicles have been created all around the region, but also to/from Austria and Italy. Local people and foreign visitors have been trained and encouraged to use electric vehicles (both big and small).

Evo Mobile: Sustainable electric mobility in the university area - [Province of Teruel, ES](#)

The three campuses of Valencia University (Blasco Ibañez, Tarongers and Burjassot-Paterna) concentrate about 70,000 car users and potentially, users of softer mobility means. Due to the dispersion of the universities and distance to the city centre, this generates many journeys, producing high congestion and environmental pollution. This is why a cluster has been created to study the possibilities offered by electric vehicles as a new form of business (and transport).



Soft mobility for the tourist area of Bohinj [BSC Business Support Centre Kranj, SI](#)

This good practice aims at **connecting green mobility solutions with green tourism in protected area**. It promotes, develops and improves sustainable transport solutions for the micro-tourism region of Bohinj by, for example, offering discounts on public transport tickets and/or reductions on accommodation prices to tourists who arrive via public transport



V. Dedicated mobility initiatives: social, leisure, tourism

Several types of people who live in rural and mountain areas have particular mobility needs but do not have a car or a driving licence. These types include young people, who wish to have access to cities, education or leisure centres, but also elderly people or people with social difficulties – to mention just a few. Solutions need to be found in order to facilitate their access to activities, be they for leisure or social reasons (going to the doctors', nursing homes, day centres, etc.) at reasonable prices.

In addition to inhabitants, tourists, who come to visit a rural territory for a few days, do not always want to rent a car. Public transport initiatives can, in this case, be a perfect solution for all: for individuals, for communities and last but not least, for the environment.



i. Dedicated mobility initiatives for social reasons

Shared transport for disabled people in rural Burgos - [SODEBUR - Society for the Development of the Province of Burgos, ES](#)

In October 2010, AFAMAR (Association of Families of People with Alzheimer's Disease of Merindades) requested ASAMIMER (Association of Aid to People with Intellectual Disability of Merindades) to transport a user, taking advantage of the fact that their route passed through a common village. This was the start of a collaboration that has gradually increased.

Today, the different associations of the Merindades territory – in the province of Burgos - have **reached an agreement concerning timetables, prices of trips and service conditions** so that members of each association can make use of the transport means proposed by the consortium.

Family Ticket: convincing people to use public transport- [Podkarpackie Region, Poland](#)

The goal of the family ticket is to convince people in the region, in particular families, to use public transport in a situation where, on the contrary, private cars are increasingly being used. When buying one full-price ticket, the family ticket holder can travel together with members of her/his immediate family (spouse and children) – free of charge – from Monday to Friday after 17:00 and on Saturdays, Sundays and public holidays around the clock with no time limit.

Social service of adapted transport for disabled people in rural Aragon - [Province of Teruel, ES](#)

The Aragon Institute of Social Services offers all counties and local entities the possibility of organising public transport to transfer people with disabilities, in situations of dependency and at risk of social exclusion

Each local authority is the coordinator of the adapted transport service. A social worker is the technical expert of reference, who is supported by an administration that is responsible for economic and organisational issues. The social worker determines and prescribes the service. A user cannot use the service freely but he / she may request it. The routes are drawn up depending on the number of beneficiaries and the number of resources that can be coordinated.

Village Caretaker Service - [Central Transdanubian Regional Innovation Agency - KDRIU, H](#)

This initiative comes as a solution to the problems of small, remote villages that cannot provide their inhabitants with basic



services. The village caretaker service is operated by the municipalities. They provide the following services:

Direct personal services: food supply for the elderly, isolated families, providing home care, transport to school or education institutes, etc.

Community services: help in organising community, cultural, sport and recreational events, etc.

Indirect services under municipality responsibility: delivery of ready-to-eat meals, communication of municipal decisions to the rural population

Community Coach - Regional management Burgenland, AT

The aim of the Community-Coach in Purbach is to improve the mobility of people without a car, so that it becomes easy for them to participate in the social life of the community and to cover their needs (food, medical services, education, social life,...). It also meets environmental concerns and offers a welcome service for tourists. The coach service operates within the village without a fixed time-schedule or bus-stops. People call the bus, which picks them up at their home address.



Village bus - West Pannon Regional and Economic Development Supplier Public Nonprofit Ltd., Hungary

The Village bus, including the village caretaker service, has become an institution in Hungary. The service is operated by municipalities with the aim of ensuring accessibility of the rural population to public services and improving their quality of life. This comprises **passenger transport** to access health care, education or workplaces, **providing catering** and **shopping to senior citizens and giving assistance at home**.

Local Government Discounts on Mobility- Podkarpackie Region, Poland

Local government discounts on public transport were provided to support specific social groups and workers in their daily access to transport, with specific objectives like:

- encouraging specific social groups to be more socially active,
- eliminating the phenomenon of social exclusion (eg. due to age or disability).



Thanks to this service, people in identified social categories can have half prices on all local public transport tickets.

Red Cross: mobility for dependent people- Province of Teruel, ES

Spanish Red Cross has a series of adapted vehicles and a volunteer service. They collect information and data, and establish the frequency and routes. The activity involves the transport of dependent people to places such as health centres, hospitals, day centres, etc. The service is free.

ii. Dedicated mobility initiatives for leisure

“Owl Night Service” for prevention of traffic accidents in rural areas - SODEBUR - Society for the Development of the Province of Burgos, ES

Night Owl (*Buho*) is a night time public transport service between nearby municipalities where different festivities are held, so that young people going there do not take their own vehicles. Its main aims are to reduce road traffic accidents associated with the consumption of alcohol and other drugs and to foster the use of public transport and the subsequent reduction of air pollution.



YouthMobile: improvement of youth mobility in rural areas - Ministry for Infrastructure and Agriculture of Brandenburg, DE

The project increases young people’s mobility in rural areas by providing safe and affordable transport to night clubs by a so-called Discobus. The youth, municipalities, transport companies, club owners are the joint promoters of this initiative. The pick-up from villages is at 10 p.m., and the drop-off back home at 2 a.m. and/or 4 a.m.; 4 intermediate stops are being served on the way. The ticket price is €5.00 and it includes a 50% discount on entrance fees (for Discobus riders only). The bus is being provided by the transport company and the driver is accompanied by a security agent.



“Disco-Bus” Burgenland

In rural areas for young people who have no access to a private car, going out at weekends is a problem. Until the start of the “Discobus” parents either had to worry about the safety of their kids (is the person who is supposed to bring them home really sober?) or meet them in the middle of the night at the disco.



The objective of this initiative is to enable young people to travel for cheap (return ticket: €2.00) in an environmentally-friendly way at weekends.

iii. Dedicated mobility initiatives for tourism

“The Mount Pelion Train” - Thematic rail transport to enhance the cultural identity of rural areas - [Thessaly Region, GR](#)

Through this initiative, the Thessaly region offers a true historical and cultural experience to tourists through a traditional Greek train ride. This is a purely thematic, tourist train ride that supports entrepreneurship and offers opportunities to people in many sectors, forming part of the backbone of a regional tourism strategy. It operates regularly from April to October and on demand throughout the rest of the year, depending on the weather. Traditional wooden wagons and modern, but with a traditional exterior, engines are being used to increase the cultural feeling of the ride.



Gauja River Tram: Water Bus - [Vidzeme Planning Region, LV](#)

The first river tram in Latvia offers its services on the Gauja River in the town of Valmiera. It runs at scheduled times, allowing both city dwellers and guests to explore notable sights of Valmiera from the Gauja River. One journey takes 30-40 minutes. The tram is made in Valmiera, it is eco-friendly and accessible to people with disabilities. This transport mode significantly facilitates tourism as it allows for quick and easy access to various attractions and tourist sites.



Aluksne-Gulbene narrow-gauge railway - [Vidzeme Planning Region, LV](#)

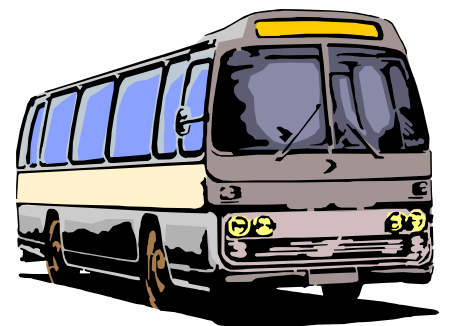
The Aluksne-Gulbene narrow-gauge railway offers rail transport services to dwellers in the Vidzeme region for their daily mobility, as well as to interested parties who want to enjoy the trip and view Vidzeme’s most scenic places. It is a great example of how traditional transport services can be combined with tourism elements, thus keeping the national cultural facilities in operation.



VI. Governance and Coordination in the mobility field

There are usually several actors who share responsibilities in the field of transport in the same territory. In the region of Auvergne, France, territory from where we have reported one good practice, there are 13 authorities that organise transport (AOTs). Each of them is responsible for organising transport in its territory. It is thus essential to coordinate the activity of the different types of actors as best as possible. Beyond authorities, some of the MOG partners have also worked on the coordination of different transport offers: public and private, rail, bus and bicycle etc....

If the coordination is done well, it helps provide the public with better access to travelling information and options, thus obtaining knowledge of the integrated mobility portfolio on how to travel from one place to the other. This undoubtedly contributes to the growth and more frequent use of public transport infrastructures by the users and to increased sustainability: socially, financially and environmentally.



Local Bus Services Redesign in [Shetland Islands Council, UK](#)

The Shetland Islands Council has undertaken big investments since 2011 in the construction and the tendering of a fair and equitable network of public bus services in the whole Shetlands.

This has started with **the identification and prioritisation of local travel needs factors**, as follows: employment, education, access to health care, access to shops, social and leisure opportunities, external transport links, tourism.

Then, the process has consisted in several steps: analysis of the traditional method of contracting services and modernisation of the tendering process used, consideration of vehicle specifications, review of fares applied and finally simplification of public information (service maps & timetable format).



Multimodal transportation for the Dipole Larissa-Volos - [Thessaly Region, GR](#)

An integrating, multimodal e-platform has been created for the cities of the Dipole Larissa-Volos in Thessaly Region with the aim of informing users about the **possible integrated mobility options** between the two cities and regional units. This is currently being tested and will be available to the general public very soon. Both regional units have Urban Bus Networks and are being served by the railway; this joint offer will be visible in the joint research tool.

Through the platform, the public has better access to travelling information and options, thus obtaining knowledge of the integrated mobility portfolio on how to travel from one city to the other. Date of departure, origin and destination data are required from the user and the best integrated, multimodal, - including walking -, travelling options are offered as a result.

Coordination Process of the Authorities organising Transport in Auvergne (France)

There are 13 Authorities organising transport in the Auvergne region, each of them covering different territories with possible overlaps. Since 2008, a process to better coordinate the 13 AOTs has been implemented to organise better public transport services in the whole territory of the Auvergne region. Different types of transport are used (train, bus), depending on the size and type of territory covered (urban area of Clermont-Ferrand or rural inter-municipalities). The Regional Council started the coordination process by organising a conference held in October 2008, when an important dialogue and preparatory work was carried out to agree upon the idea of coordinating the AOTs. This work lasted for one year and on 15 October 2009, a common agreement for the development of intermodality in public transport in Auvergne was signed by the 13 AOTs of the region (*Protocole d'accord "pour le développement de l'intermodalité dans les transports publics en Auvergne"*). All the AOTs have been involved since the beginning (although with varying levels of participation).

The process has been on-going since then, with several actions carried out. No end date for the process has been defined at this stage.

Alpine Bus - Switzerland

The Alpine buses aim to offer common transport where there is no public offer but where there is a demand, especially for tourism purposes. It functions in 10 areas of Switzerland. Services are developed locally by local authorities and local enterprises, with the support of the Alpine bus association. The development process of a new bus line lasts about one year and a half, from the emergence of the idea and of the partnership until the line is running.



The objective of the association is to provoke a modal shift of transport: where people used to take their private car, they now have the possibility of using common transport instead. The environmental objective is therefore a priority to create new bus lines under the Alpine bus brand.

Coordinated mobility in Mielec and surrounding areas - Podkarpackie Region, PL

This coordination work consisted in the introduction of an integrated transport system on a large geographic scale (city + surrounding villages).

The first step was to conclude the agreement between the city of Mielec and other communes regarding the shuttle service and sharing costs.

The integrated transport system introduced a full

“travelcard” system on a digital base, passenger information system and other conveniences (new, more ecological buses, electronic timetables).



Transport Synergies: Collaborative Schemes in Epirus, GR

This initiative consists in synergies of the public transport authority (KTEL) with private companies providing school transfers, mail-carrier services and urgent delivery as a means to providing better services in rural, isolated and dispersed areas.

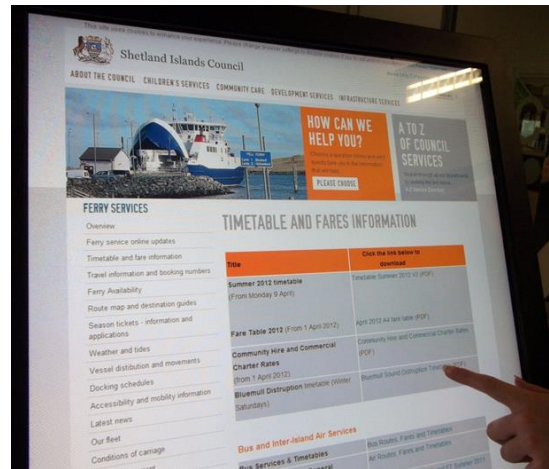
KTEL of Ioannina pursued the collaboration with several actors so as to undertake these services as a subcontractor. In the isolated areas of the Region, KTEL buses ensure the mobility of students to and from schools, but also deliver the mail and carrier packages, product supplies, etc.



Tailored access to public information related to transport services in [Shetland UK](#)

This initiative aims at improving the access to public information relating to public transport services in the Shetlands.

A public consultation carried out uncovered the lack of awareness of information relating to public transport. Furthermore, information was made available in bus shelters. Touch screen technology was invested in, timetable information was made clearer and simpler service maps were created.



Cooperation between public & individual transport modes: intermodal system [HU](#)

Through an ERDF financed project implemented by GYSEV Railway Company the cooperation between public and individual transport modes has been improved by developing the intermodal transport facilities. Key elements such park & ride and bike & ride parking facilities have been created; the intermodal station hall, intermodal passenger information system and new pedestrian bridge over the railway have also been modernised.



Public Transport Modelling and Optimization - [Vidzeme Planning Region, LV](#)

With a view to modernising the public transport infrastructures, the Vidzeme region has undertaken the following tasks during a preparatory project on public transport simulation and optimization:

- Data collection on regional intercity routes, regional local routes, rail routes, school and local bus routes, analysis of the study results and summary of conclusions.
- Model development of the existing public transport system.
- Development of the optimal public transport system model.
- Preparation of recommendations for the Vidzeme planning region's public transport system and optimization opportunities based on regional development planning documents.

VII Transport on demand in rural areas

The problem of providing cost effective public transport in rural areas has long been a challenge throughout Europe. Low population density and dispersed settlement patterns constantly undermine the viability of public transport initiatives in rural areas, adversely impacting on the economy and quality of life. Transport on Demand can be a solution to some of these situations as a **transport service for passengers**, using requests made in advance that have been collected and combined thanks to new information technologies. **Characteristics of Transport on Demand systems vary, some depending only on the express demand of users**, and others that predefine elements, such as pick-up and drop-off points, itineraries and frequencies of the trips. In rural areas, transport on demand aims at grouping together passengers or a certain category of people to reach a critical mass of people, thus improving cost efficiency.

Move on Green partners provide different transport services to small isolated villages with poor connections where the inhabitants really need some collective transport options. It covers mobility needs such as, for instance, access to basic services - health and education - by maximizing existing services.



Transport on Demand Cluster in rural areas - [SODEBUR - Society for the Development of the Province of Burgos, ES](#)

The Cluster provides a transport on demand service for inhabitants living in small isolated villages with poor connections. The aim is to cover mobility needs in order to have access to basic services by maximising efficiency of existing transport facilities. The service is available in the 9 provinces of the Autonomous Community of Castile and León.



TADOU - local taxi transport service on demand - Central Doubs, FR

The TADOU service is a transport on demand service available for everyone in the Central Doubs area, a territory where there is no other public transport service. All inhabitants of the territory can use the service to travel within the territory and to specific connecting points outside the territory.



Multimodal transport for the Dipole Larissa-Volos: [Thessaly Region, GR](#)

An integrated multimodal e-platform has been created for the cities of the Dipole Larissa-Volos in Thessaly Region. The public has better access to travel information and options, increasing their knowledge on how to travel better from one city to another. Users must provide date of departure, origin and destination data and the system returns a result with the best integrated, multimodal, - including walking- door to door travel options.

Dorf-Bus: Demand-related public transport system for 4 villages in South Burgenland, AU

The “Dorf-Bus” is a demand-responsive public transport system for four villages in the southern part of Burgenland. It ensures accessibility to public utilities even for residents without car-access, compensating for the lack of public transport. It also supports children’s transport to kindergartens and schools.



Rural Taxi Castellon -[Province of Teruel, ES](#)

In the province of Castellon there was a lack of accessible public transport for disabled and older people with reduced mobility. In addition, the public transport service was also a necessity for adults, young people and school children living in small villages. Thus, a private taxi company was selected and a cooperation agreement was signed with municipalities. They offer 24 h/day service and work on Saturdays, Sundays and public holidays. Vehicles have capacity for five to eight people.

TWIST: Demand responsive transport services with social target in Regional Unit of Ioannina, GR

Villages and settlements are sparsely served by the public transport in the Regional Unit of Ioannina. KTEL Ioannina, as partner of the TWIST



project, has introduced a new “on demand” service to enlarge the bus offer in the region. New lines and pick-up points were added in predefined localities, at which the bus only stops if some passengers have requested it in advance. The number of passengers using public transport increased (+ 5%) and inhabitants from these rural areas can now have an easier and flexible access to public transport.

“GoOpti” Service of transfer from countryside and cities to the airports and vice versa, SI

“GoOpti” service helps passengers to travel from the different airports in Slovenia, Italy, Austria and Germany to the main Slovenian cities (Ljubljana, Maribor, Bled, Bohinj...). Booking is available on-line, in advance (from several months till a few hours).13 shuttles, 1 bus, an excellent web service and promotion allowed the company to transport 40 000 passengers in 2013, after 2 years of exploitation for a very affordable price (from 9 to 200€ for VIP transfers).

