A Guide to Collaborative Mobility Solutions

IN RURAL AREAS

mamba
mobility – accessibility – innovation

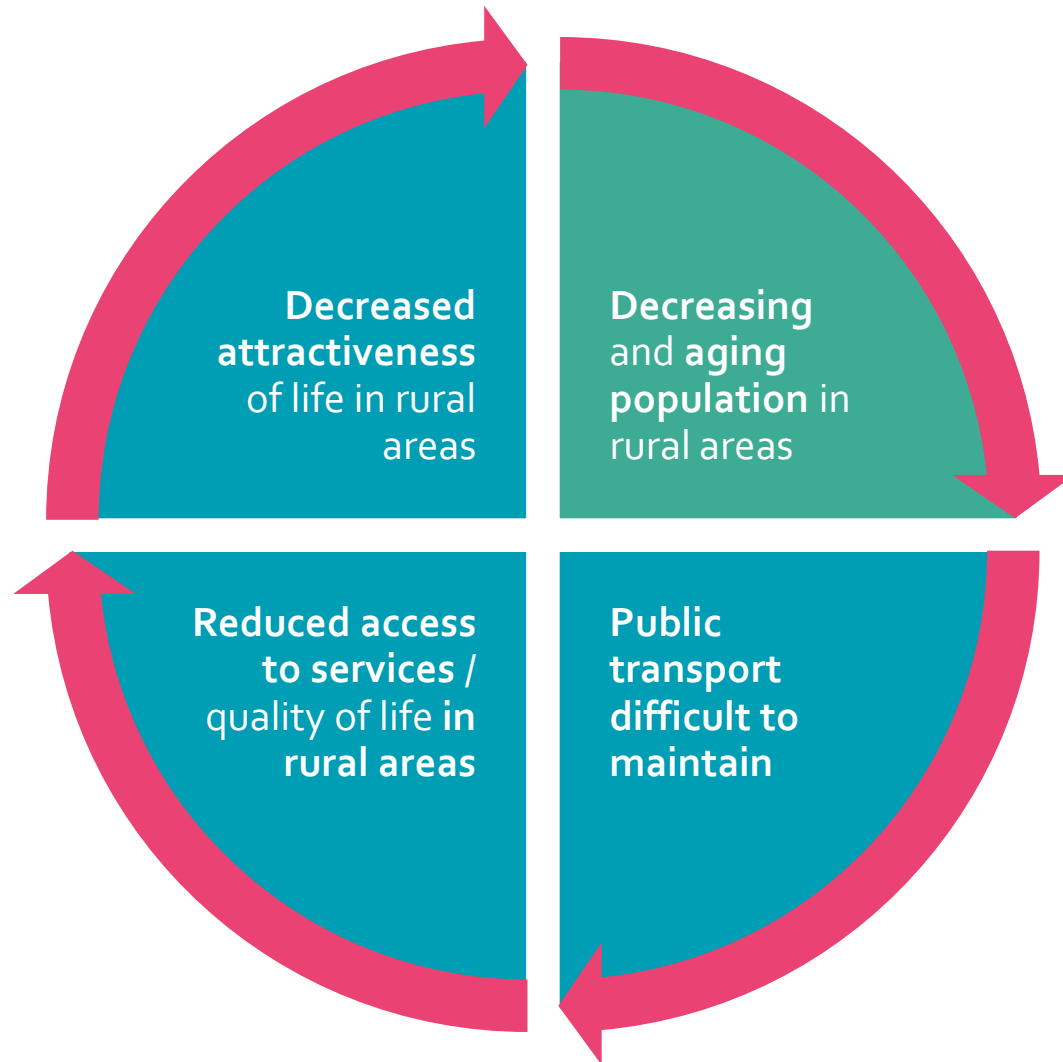**MAMBA @ MARA Final Conference**
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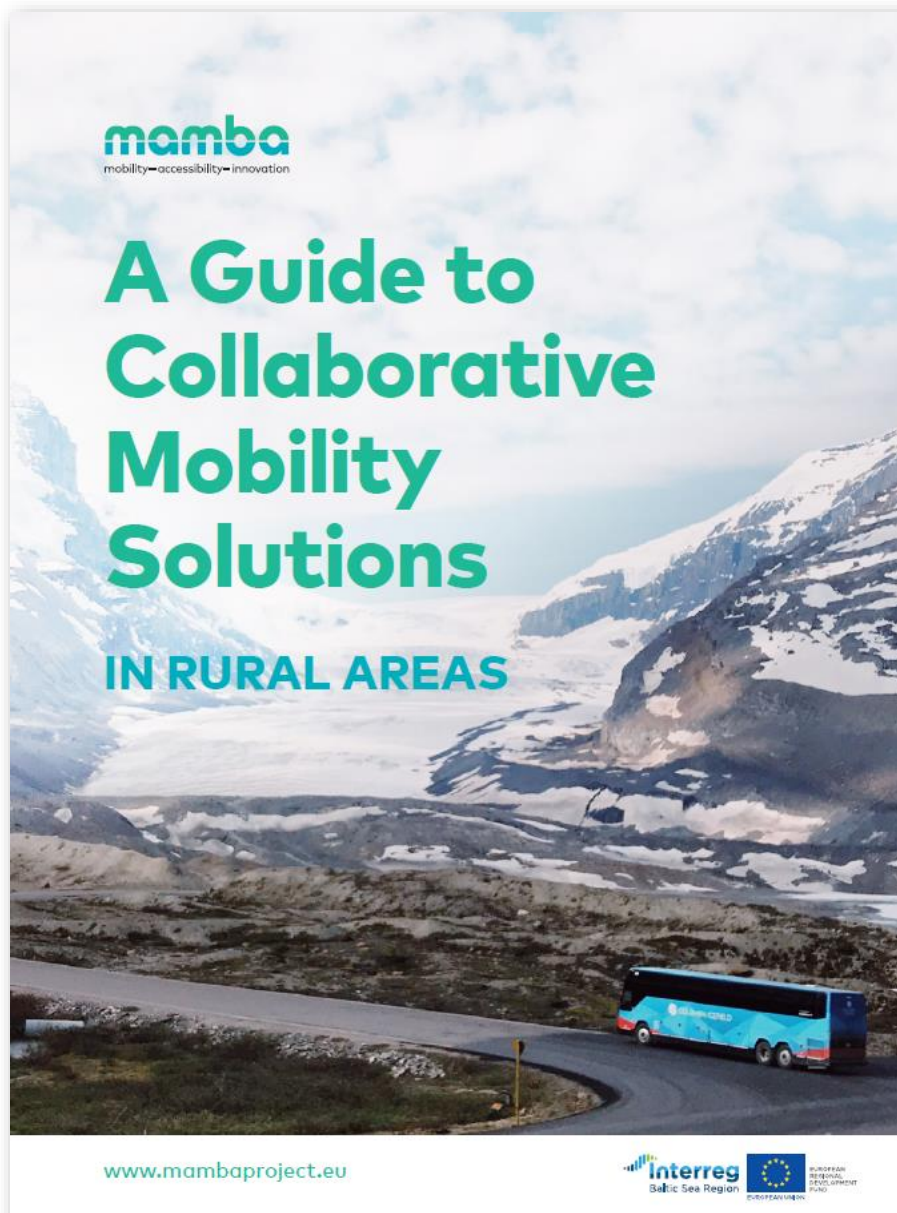
Why should you read this guide?

"Are you living in a rural area? Do you experience unfavourable mobility and accessibility conditions? Do you want to do something about the situation? If the answer is 'yes', then this manual is for you. It provides guidance on how grassroots actors and the public sector can work together to tackle mobility challenges in their own rural areas."

What is MAMBA, and why did MAMBA create such a manual?

Decreased **attractiveness** of life in rural areas

Decreasing and **aging population** in rural areas

Reduced access **to services** / quality of life **in rural areas**

Public transport difficult to maintain

vs.

HIDDEN POTENTIALS

What is MAMBA, and why did MAMBA create such a manual?

Challenge: Traditional forms of public transport increasingly difficult to realize in rural areas.

Community-driven solutions can make a difference.

BUT: The public sector remains responsible!

MAMBA's Guide to Collaborative Mobility Solutions in Rural Areas

Target Group:

Committed citizens/ citizen groups in rural areas who want to change something about their mobility situation
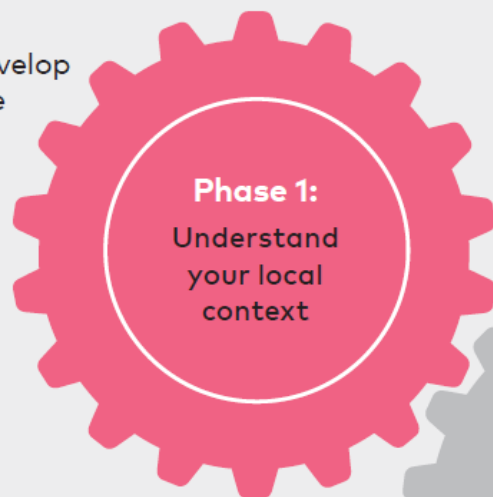
Objective:

Support the target group in developing new mobility solutions – as a first gateway to the topic that inspires and points at further support schemes.

Four Phases:

1. Understand your local situation.
2. Articulate a vision and generate ideas.
3. Plan your solution in detail.
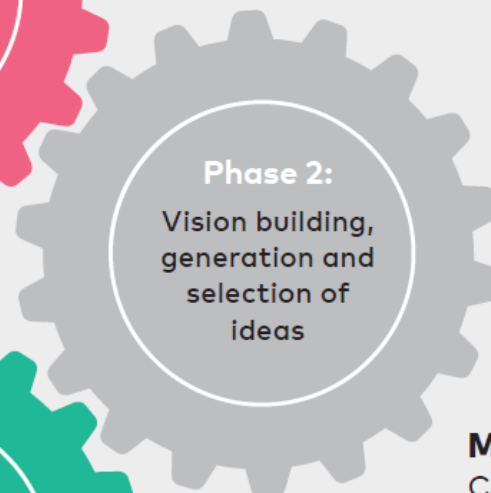4. Implement and monitor your solution.

Inception:
Decision to develop a collaborative approach

Phase 1:
Understand your local context

Milestone 1:
Analysis of the local context

Phase 2:
Vision building, generation and selection of ideas

Milestone 2:
Visions, objectives and measures agreed

Phase 3:
Measuring, fine-tuning and preparation

Milestone 3:
Collaborative mobility approach adopted

Phase 4:
Implementation, operation and monitoring

Milestone 4:
Collaborative mobility approach is implemented and monitored

Each phase brings

- Several steps with concrete tasks
- a checklist
- expected results
- a milestone

For example…

Phase 1: Understand your local context.

<u>First Step</u>: Identify the main mobility problem in your village/region that you want to tackle

> The manual explains **how to approach the steps** (here: in terms of social groups affected, their purposes for making trips etc.) and **which instruments could be used** (here: discussing the issue with local authorities, focus group interviews etc.), and proposes **concrete tasks**.

<u>Second Step</u>: Take stock of the local context

<u>Third Step</u>: Become Aware of Challenges

<u>Fourth Step</u>: Identify Opportunities and Strengths

Checklist after Phase 1

- Define the main target group(s)
- Understand the various needs of the target group(s)
- Identify the destinations, times and purposes of the problematic trips
- Understand the overall regional or local context
- Identify all typical stakeholders and mobility partners
- Start creative thinking about potential new partners
- Generate an overview of the financial resources and liability issues
- Check who is and isn't part of the local community and whether they will accept the solution
- Identify areas where additional expertise may be required
- Identify resources and the structures of the local community
- Identify underused or unused resources that might be useful for collaborative mobility solutions.
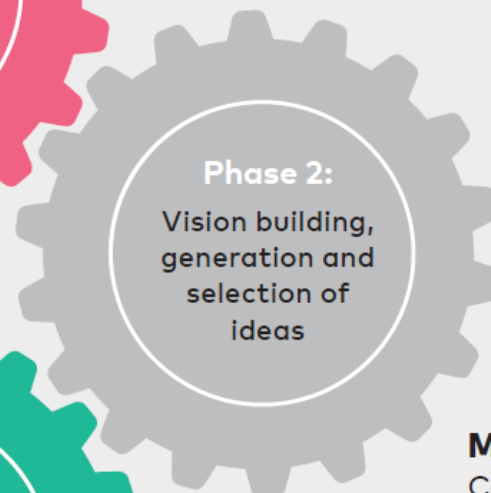
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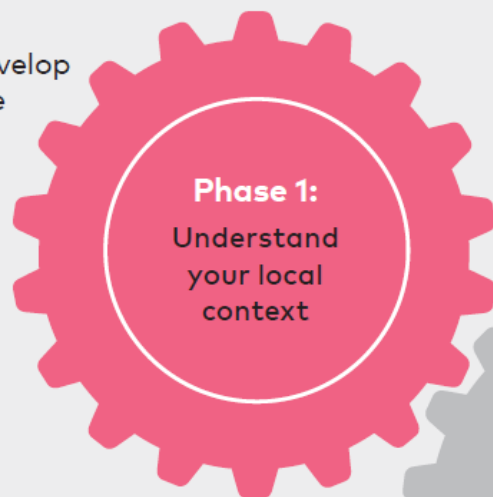
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Phase 4:
Implementation, operation and monitoring

Source: MAMBA.

Improving rural accessibility, MarktTreff Schleswig-Holstein, Germany

A case in point for such new, creative and collaborative approaches to accessibility is MarktTreff. This people-to-service and service-to-people solution was initiated in 1999 by the State of Schleswig-Holstein. It was created together with the local community in villages in this rural region of Germany. The MarktTreff is a one-stop-shop for products, services and information, ideas and initiatives. It acts as a central meeting point in the villages, helps to promote community life and civic involvement, and to create jobs — all in one place. It typically offers the following 'under one roof':

● A small grocery store, sometimes also a small bistro
● Services based on the needs of the region, e.g. post offices, social services, tourist information, medical services, educational courses, second-hand shops, coffee shops, AMTs, hairdressers, physiotherapy, cosmetics studios, etc.
● A central meeting point for local residents.

A variety of people from the public sector, local business and the local community work together to make the MarktTreff possible. The municipality is responsible for conducting the feasibility study. Once approved, the Ministry of Inner Affairs, Rural Areas and Integration provides financial support for infrastructure. During the implementation period, the main shareholder in the MarktTreff is the community, while the start-up boost comes from local people and businesses.

Currently, 39 rural communities in Schleswig-Holstein operate a MarktTreff. This particular innovative solution has helped to create a broad and resilient social network in these communities. Based on its success, other countries such as Austria and Finland have shown an interest in taking up the concept.

North Karelia, Finland: Survey about mobility needs (Phase 1, Step A1)

In North Karelia, a remote rural area in Eastern Finland, several public transport operators had long used their own separate platforms to provide residents with information about their services. Over time, it became clear to the Regional Council of North Karelia that the people who could benefit from using these services had difficulty finding the information they needed for their various journeys.

To understand the local situation and mobility problems, within the framework of the MAMBA project, the Regional Council carried out a survey of people living in the area. The online survey covered the whole of the region, and a particular person was responsible for promoting and distributing it. Residents were asked about their transport and mobility needs.

Based on the results and general discussion about the subject, North Karelia decided to establish a digital platform for regional transport, a technical solution that combines different modes of public transport in one convenient digital platform — a virtual "Mobility Centre" providing centralised, up-to-date information about public and private transport options in the region.

Most important places to visit and services to reach (Map above) Respondents were asked to mark their most important leisure destinations on the map and describe the reason to visit that place. Total number of entries was 65.
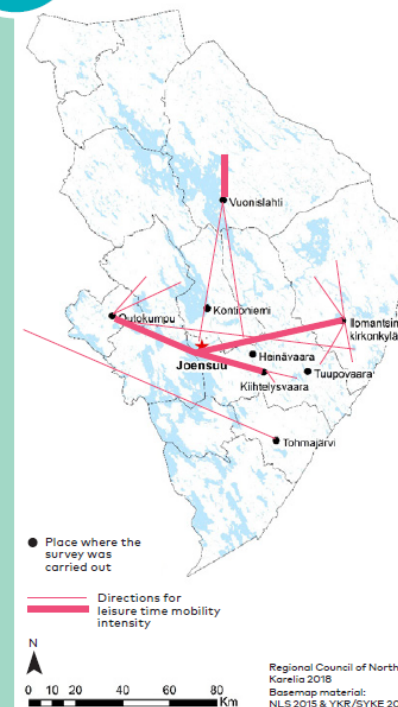

Figure 3: Results from the survey on mobility needs (Source: Screenshot taken from Lamminluoto, P. (2018): Overview report of the mobility patterns and needs of users in the rural areas of North Karelia and other Mamba regions).

The main reason for leisure mobility were:
● Self-organised outdoor activities (32%)
● Running errands (27%)
● Visit a griend (21%)
● Culture events (5%)
● Meetings of associations (3%)

Concluding remarks:

What this manual is: an – admittedly simplified – companion for committed rural citzens, a source of inspiration, a „tool-to-think-with"

What it is not:
- a magic formula that will guarantee successful mobility solutions.
- a neoliberal attempt of cutting public services and shifting responsibilities from the state to individuals

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