

MAMBA

Mobility • Accessibility • Innovation

MAMBA @ MARA

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Jakob Marcks | REM Consult

***Does this look like rural
mobility could be fun?***



Transport-on-Demand in Bielsko-Biala

The Situation

Public transport fragmented, often provided by commercial operators who prioritise the most profitable routes that do not require public funding

Due to lack of competition, tickets are expensive

Level of service is low

Outward migration, decreasing population especially the younger leave



Transport-on-Demand in Bielsko-Biala

The Solution

ToD introduced, connecting the otherwise (by public transport) inaccessible mountain village Wilkowice to the next urban center.

ToD integrated into a one-stop-shop mobility center

Extensive promotion – online, but in particular offline – at churches, schools and people's everyday places

Rides free of charge during the test phase



Transport-on-Demand in Bielsko-Biala

Findings from the Operation

It is not just about the technological solution, but it has to work from a psychological and emotional perspective.

Offer multiple booking channels

Ambassadors are crucial

Persistence, especially in the political field



NaboGO: A rural non-commercial Uber for Smidstrup/Skærup

The Situation

Smidstrup/Skærup: village 13km from Vejle, strong community spirit in the village

Good mobile data connectivity

Limited public transport offer



NaboGo

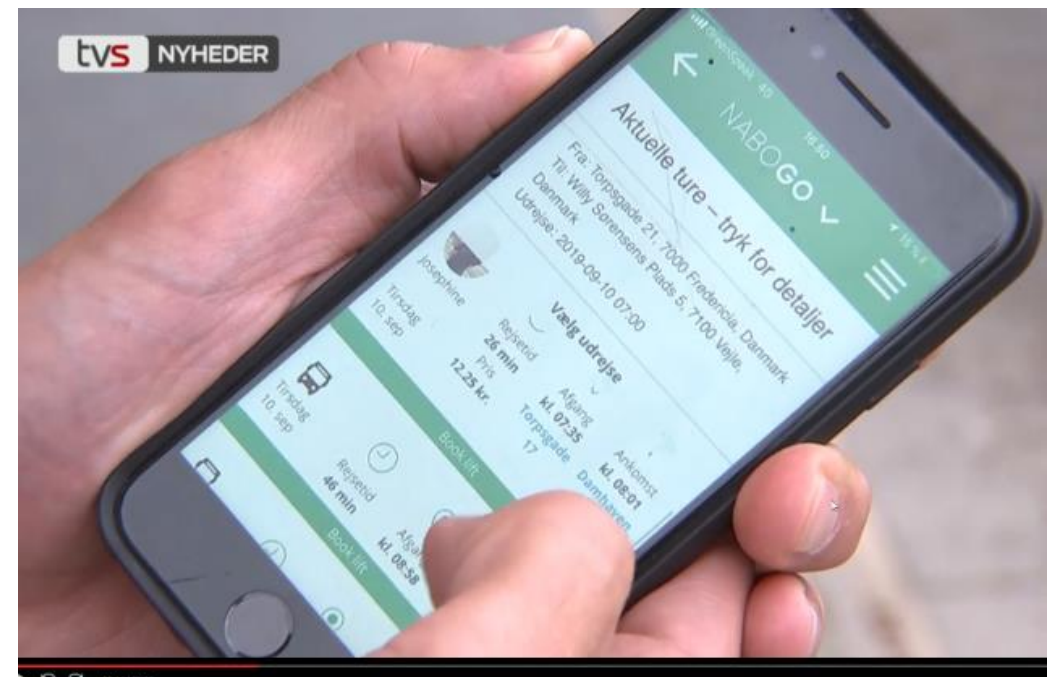
The Solution: A ridesharing app

Costs:

- Costs for passengers: cover only the marginal costs of the driver, but no profits
- Costs for the municipality: license fees for the development and maintenance of the platform (app)

Operating in a rural area where commercial ridesharing providers don't see market potential

National Travel Planner integrated into the app



NaboGo

Findings from the Operation

Concerns that the new offer could endanger remaining bus links

Success factor: combination with National Travel Planner

Ambassadors

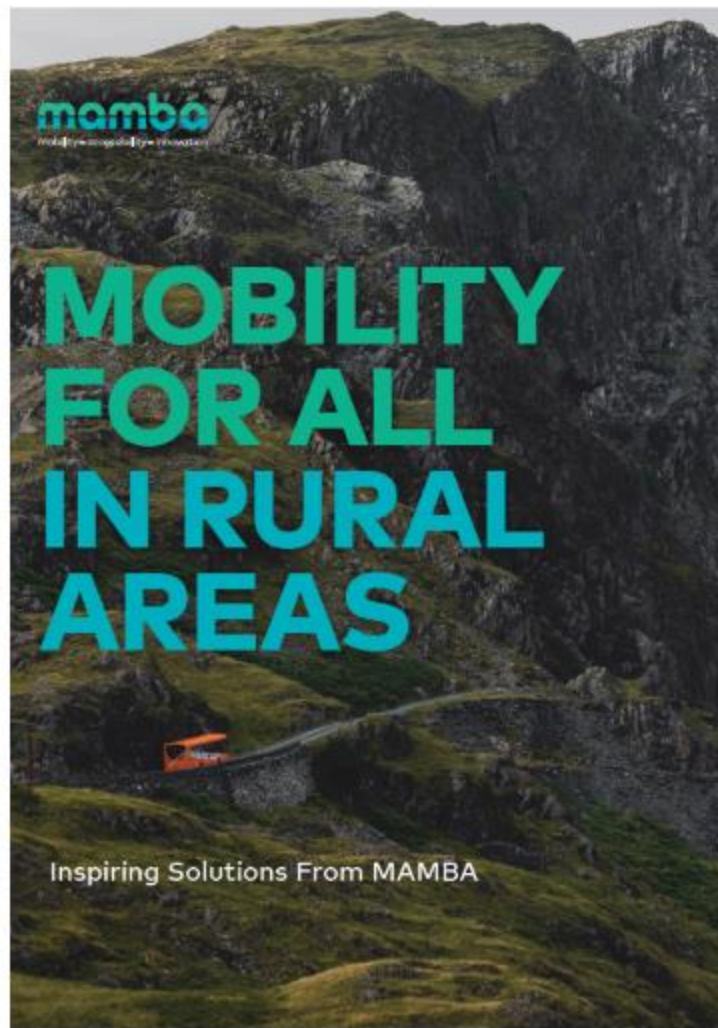
Local promotion is crucial (here: local TV stations, posters, newspapers etc.)



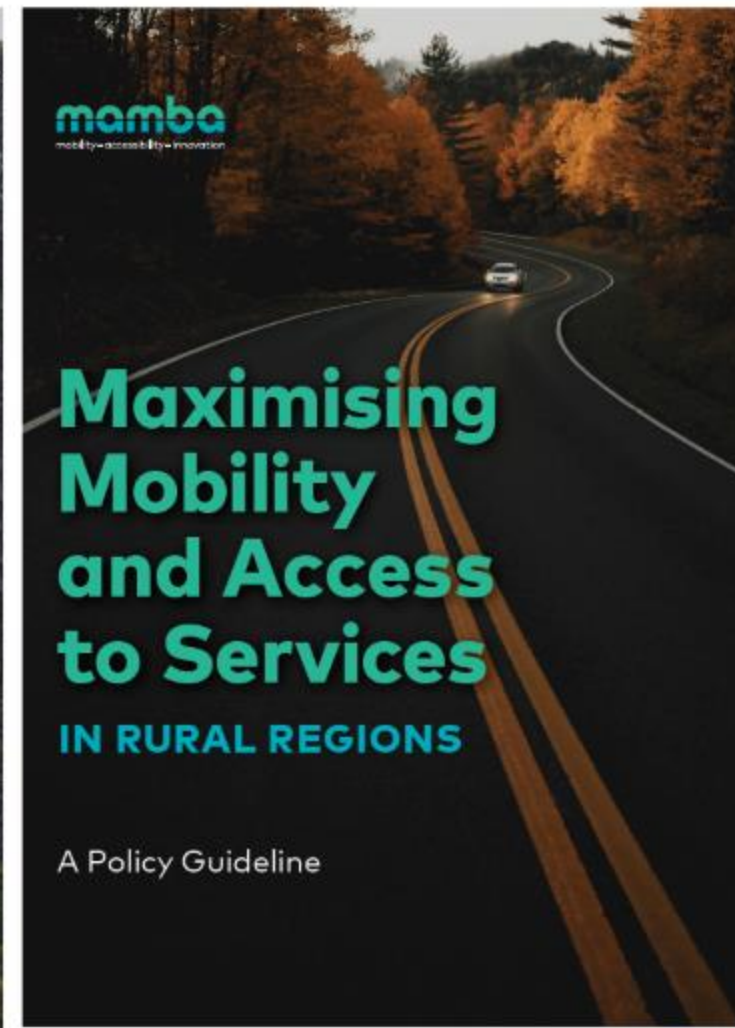
MAMBA Outputs



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Pictures:

Slide 4,5: Sylwia Hudziec

Slide 7: Livestream of TV Syd, <https://www.tvsyd.dk>

Slide 6, 8: Marianne Pedersen

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