MARA
Mobility and Accessibility in Rural Areas

EU STRATEGY FOR THE BALTIC SEA REGION FLAGSHIP

Interreg Baltic Sea Region

EUROPEAN UNION
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MARA case studies of car sharing

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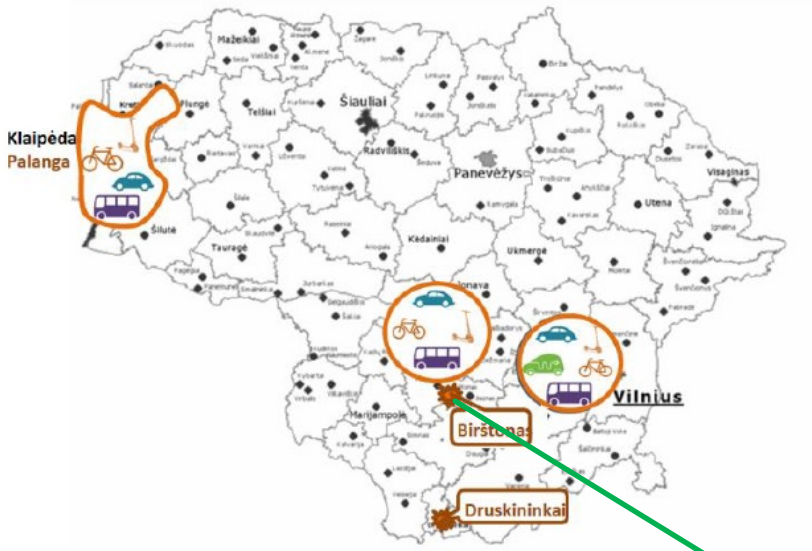
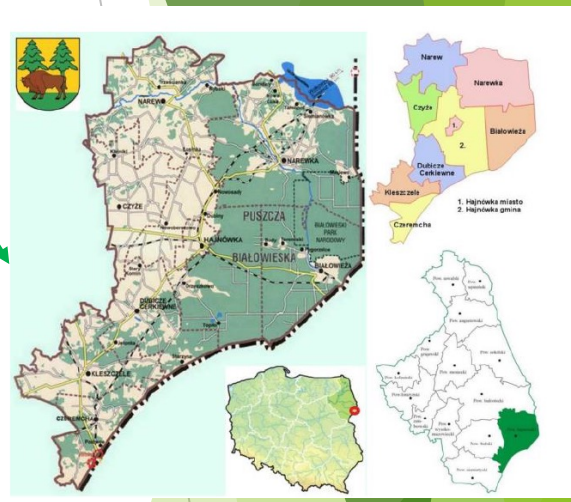
Car sharing in remote areas: case study in Lithuania and Poland





- More than 100,000 guests visit Birštonas every year, while the population of Birštonas is about 2,350 inhabitants.

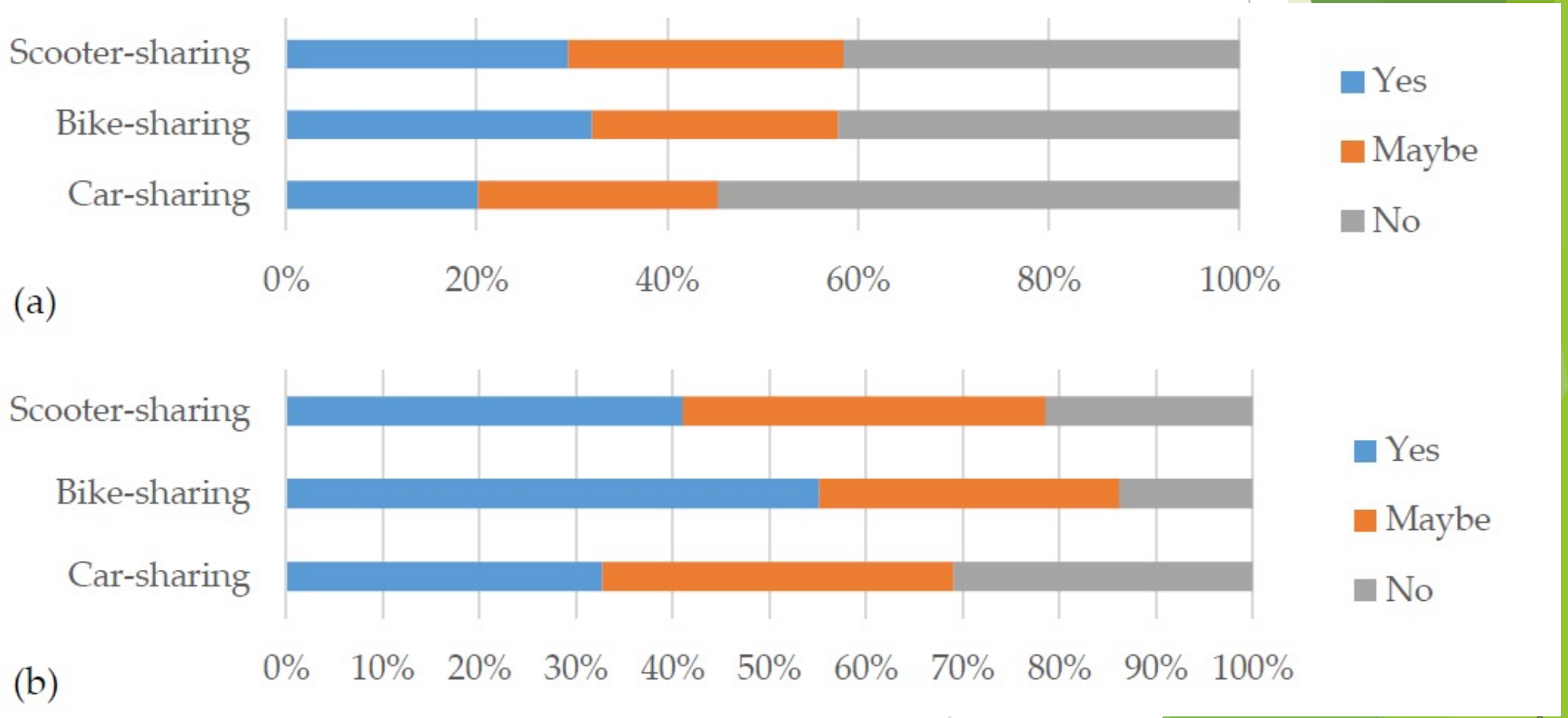
- About 150,000 inhabitants in 244 localities, 21,000 of which live in Hajnowka

People Acceptance in Poland

Which of the following innovative solutions would increase the frequency of your movement around the region?	Results (in %)					
	respondents	no impact	Little impact	Significant impact	affects to a very high degree	hard to say
e-car system with mobile application and infrastructure (basestations, charging modules)	tourists	29.2	19.3	22	15.9	13.5
	residents	36	24.1	15	8.8	16.1
e-bike / scooter system with mobile application and infrastructure (basestations, bicycle paths)	tourists	15.2	10.6	26.7	36.6	10.8
	residents	31.1	18.5	24.8	12.5	13.1
a mobile application that allows you to search for transport in the ridesharing system	tourists	9.6	13	36.1	30.8	10.6
	residents	21.3	15.6	36	15.6	11.5
bus on demand service	tourists	19.8	19	23.4	21.7	16.1
	residents	22.8	21.5	24.8	7.9	23.1

People Acceptance in Lithuania

Distribution of respondents' answers to whether they would use the assets sharing system at the resort: *a) Residents of Birštonas, b) Tourists of Birštonas.*



Benefits of Car/E-car/ Automated Car Sharing in Rural Areas

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1. Improved people mobility
2. The environmental benefits of car sharing:
   - Fewer cars on the road.
   - Reduction in vehicle miles travelled.
   - Increased usage of smaller and newer cars.
   - Sharing companies increase electric vehicle usage.

Car Sharing → Car Sharing (EV) → Bus by demand (AV)

Conclusions (I)

- Sharing mobility providers working in urban areas do not expand to rural areas as the existing business model is not profitable.
- Car sharing service in Poland is available in cities with over 40,000 inhabitants, while in other countries this number is about 100,000. In Lithuania, services are available in towns with a population of over 150,000.
- According to the surveys, priority should go to micro mobility sharing. In small towns in remote areas, it is more convenient to travel short distances on foot or take advantage of micro mobility solutions.
- At the same time, the car becomes essential when it comes to reaching places outside the town. A car-sharing system could improve the accessibility to guests while also serving locals.

Conclusions (II)

Proposals for remote areas

- Focus on the development of infrastructure required for electric cars.
- Proposals for development of asset sharing systems:

a) companies provide access to their platform for peer-to-peer (P2P) service when people or small renting companies can share their vehicles using the well-known platform;

b) subsidise this transport mode, as it is done for public transport and railway transport;

c) to define an additional fee for the service user who travels to a remote area.

- During the development of automated driving technologies, ensure that solutions are appropriate for rural areas.

Remotely Controlled Vehicles in Lithuanian Car Sharing Company

- https://www.youtube.com/watch?v=NFiC4W7_hb0

For more information about the project MARA – Mobility and Accessibility in Rural Areas please visit: *https://journeys.mara-mobility.eu/*

THANK YOU FOR YOUR ATTENTION

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