Smart Mobility in Rural Areas

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ITRACT Deliverables

Strategies for smart specialisation in regions

Evaluation report

Best Practice Guide
Best Practice Guide
Best Practice Guide

Best Practices
Bus. Case
Pilot results

WP1 (+ X1)
WP2 (+ X2)
WP3
WP4
WP5
WP6
WP7 (X3)
WP8 (X4)
WP9 (X5)
WP10 (X6)

Project management
Publicity & communic.
Services development
ICT architecture
Pilots
Evaluation
Dev. & impl. smart algorithms
Dynamic scheduling & incentivizing
Pilots
Smart specialization
Much work has been done and we are almost there.

However, we have to show the outside work what we have done.

Our work must be moved from the working folders on Projectplace to the Deliverables folders and on to the ITRACT website.

The main body of work left is getting the work and results presented and that is still a lot of work.
Products & deliverables

Check marks to be verified

- WP2
  - Website ✓
  - Project flyers ✓
  - Social media ✓
  - Midterm Conference ✓
  - Final Conference ✓
  - Transnational meetings ✓
  - Promotion ✓
  - Cross-sectoral engagement ✓
Products & deliverables

Check marks to be verified

- **WP3**
  - Report on needs analysis
  - Plans for digital services
  - Implementation strategies
  - Business models
  - Best Practice Guide

- **WP4**
  - Functional and architectural design
  - Event oriented service platform
  - Validated information infrastructure
  - Best Practice Guide

[Check marks]
Products & deliverables

Check marks to be verified

- WP5
  - Organisational model for pilots
  - Apps for testing (40)
  - Pilot actions
  - Evaluation & knowledge exchange on best practises
  - Best Practice Guide
Products & deliverables

Check marks to be verified

- WP6
  - SWOT analysis
  - Evaluation of the project
  - Study report on social economic and territorial cohesion and the role of improved transport models
  - Policy report

iTRACT
Improving Transport and Accessibility through new Communication Technologies
Products & deliverables

Check marks to be verified

WP7
- Extension of the architecture with dynamic properties
- Adding best practices to WP4 Best Practice Guide

WP8
- List of objectives, requirements, etc.
- Study of customer sensitivity
- Intelligent planning tools
- Proof of concept
- Business Case
Products & deliverables

Check marks to be verified

- WP9
  - Organisation model for testing
  - New application
  - Pilot actions
  - Pilot results

- WP10
  - Integrated SWOT analysis for policy intervention
  - Evaluation report
  - Policy Report
ITRACT – Improving transport and accessibility through new communication technologies

GENERAL LEARNINGS
The vicious cycles of transport in rural areas

- Low density population
- Sparse public transport offer
- Low (public) transport demand

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Improving Transport and Accessibility through new Communication Technologies
Premisse of the project

- Smarter use of information leads to smarter transport services
- Smarter transport services offer better service levels in rural areas
- Smarter transport services have positive impact on livability and economy of rural areas
Lessons learned

Distinguish between different aspects

- **Smart mobility**
  - Does smarter use of information lead to smarter mobility services and to better levels of service in rural areas?
  - What is the impact of smart mobility services on livability and economy of rural areas?

- **Smart mobility services & service development**
  - Which smart mobility services do people want?
  - How can we come up with really innovative, new ideas?
  - How do specific smart mobility services work in practice?

- **Technology**
  - How can we build smart mobility services?

- **Project**
  - In organising such a project, what would we do the same next time and what would we do differently?

- **Partners**
  - What did partners learn from collaborating with (international) partners?
  - What did partners learn about their own capabilities and future directions?
Lessons Learned

SMART MOBILITY
Lessons learned
Smart Mobility

- Does smarter use of information lead to smarter mobility services?
  - Yes!

- Do smart mobility services lead to better service levels in rural areas?
  - Possibly, but more is needed
  - Additional preconditions have been found

- Do smart mobility services have a positive impact on liveability and economy of rural areas?
  - Not provable from this project
 Essentials of the innovations

- Personalised
  - Individualised; adaptive, supportive
  - Memory of the traveler’s plans (privacy?)
  - Supply and demand
- Real time
  - Delays, traffic jams, blockades, demand variations
- Transdomain
  - Multimodal: public AND private (car, bicycle, walk, etc.)
  - People AND goods
  - Administrative domains: trains AND busses AND P+R AND Parking, etc.
  - Cross-border: regions and countries
Additional preconditions for better mobility services

- Technical
  - Digital connectivity; coverage
  - Open, standardised transport data

- Non-technical: people
  - Social innovation: willingness of people
  - Bridging the digital divide: ability of people

- Non-technical: organisations, including government
  - Cross-domain cooperation: willingness of organisations
  - Knowledgeable and visionary coordination: ability of organisations
Thank you!