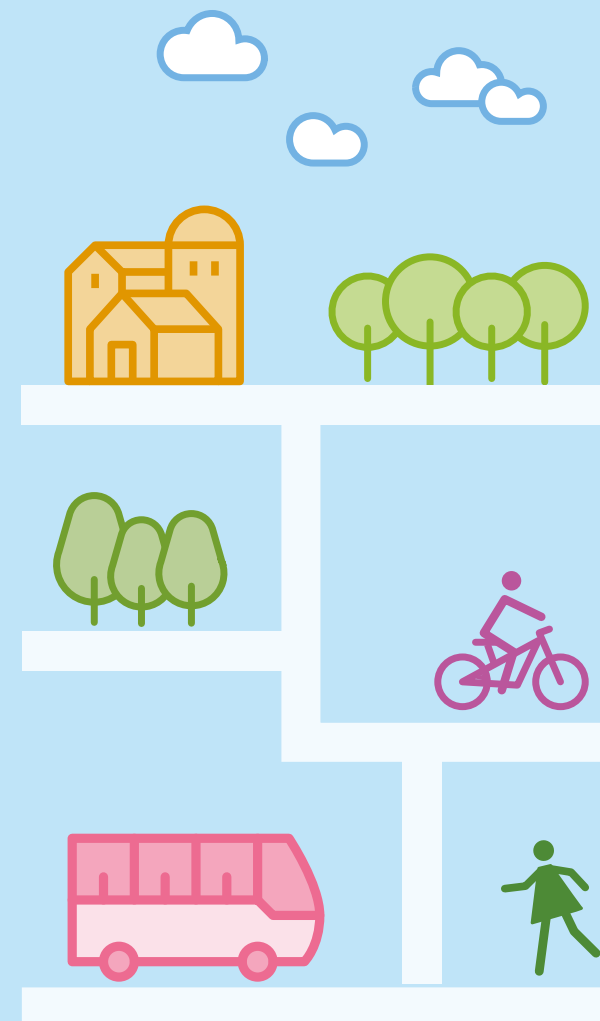


Public Mobility as to improve rural mobility

Giel Mertens

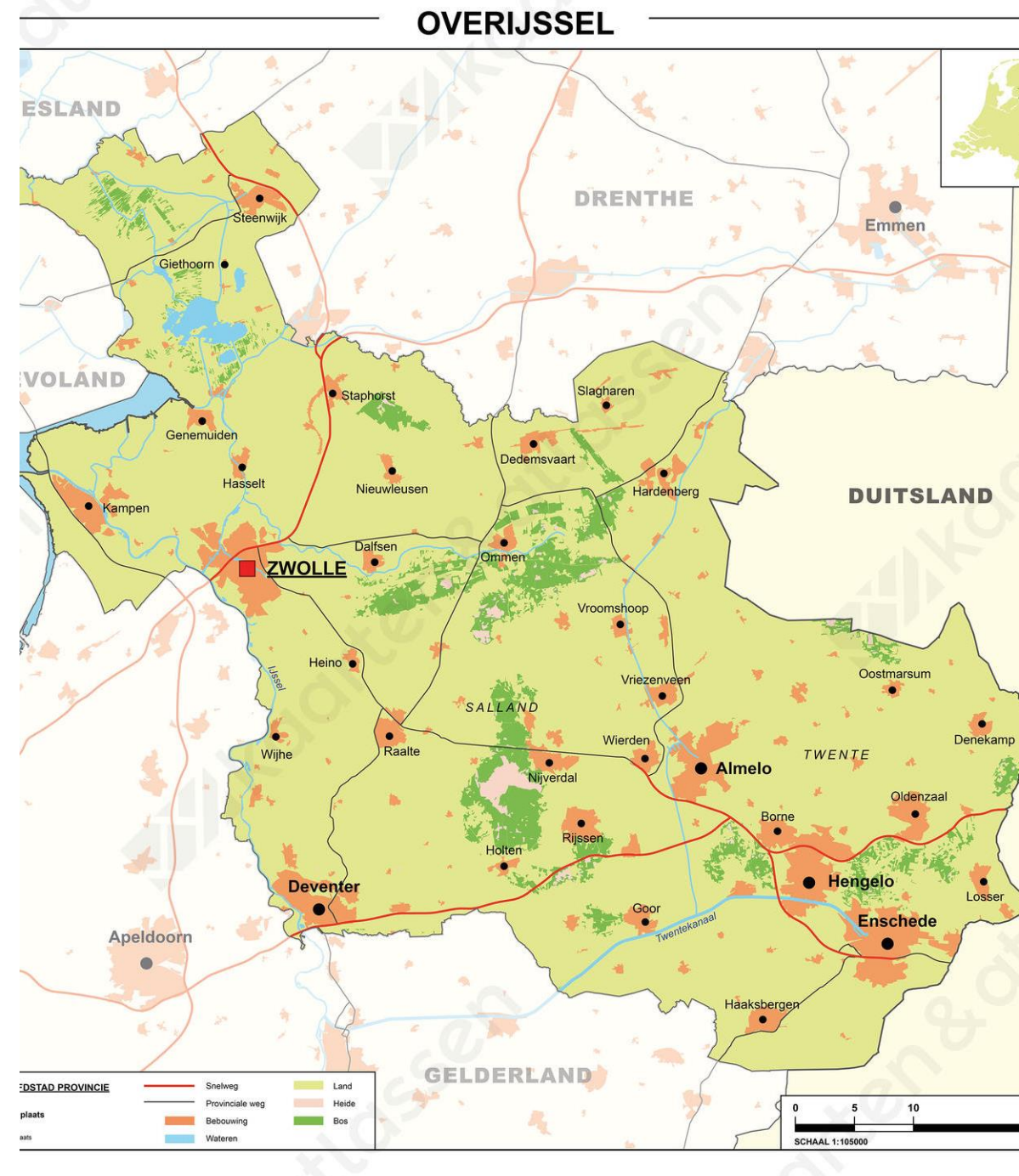
Project Lead “Rural Mobility”

Bax, Barcelona



Province of Overijssel

- Nearly 1,2 million inhabitants
- 1/10th the size of Catalunya
- 5 “100.000” cities
- Very dispersed, lots of villages
- Urbanisation not as centred as Catalunya



Mobility challenges in rural areas in NL

In rural areas of the Netherlands, the availability of bus services has decreased by 40% over the past ten years. (CROW, 2023)

People in rural areas and sub-urban areas become increasingly isolated and dependant on their private cars, however people living in “very rural” areas don´t mind. (NOS, 2024)

Public Mobility

Accessibility

Climate

Liveable
Environment

Broad
prosperity

Strong
Economy

Mobility for
Everyone

DRT

Paratransit

Public Transport

Passengers

Shared Rides

Shared Asset

Hubs

Ticketing

Municipalities

Provinces

National
Government

Transport
Authority

PTO

Mobility
Provider

NGO

Markt

Reizigers centraal

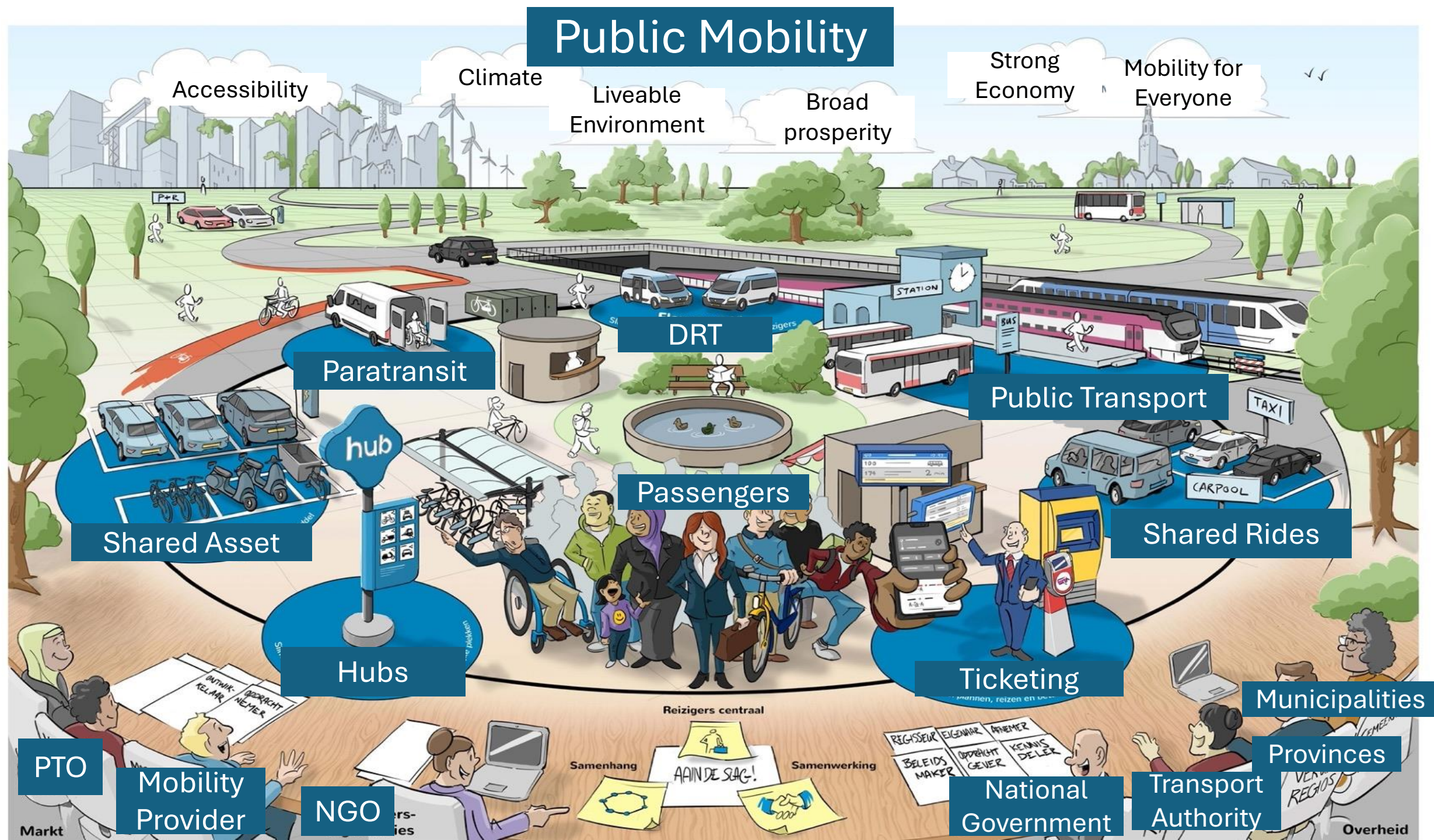
Samenhang

Samenwerking

AIJNDE SAG!

REGISSEUR
BELEIDS
MAKER
EIGENAR
OPDRACHT
GEVER
ANMERK
KENNIS
DELER

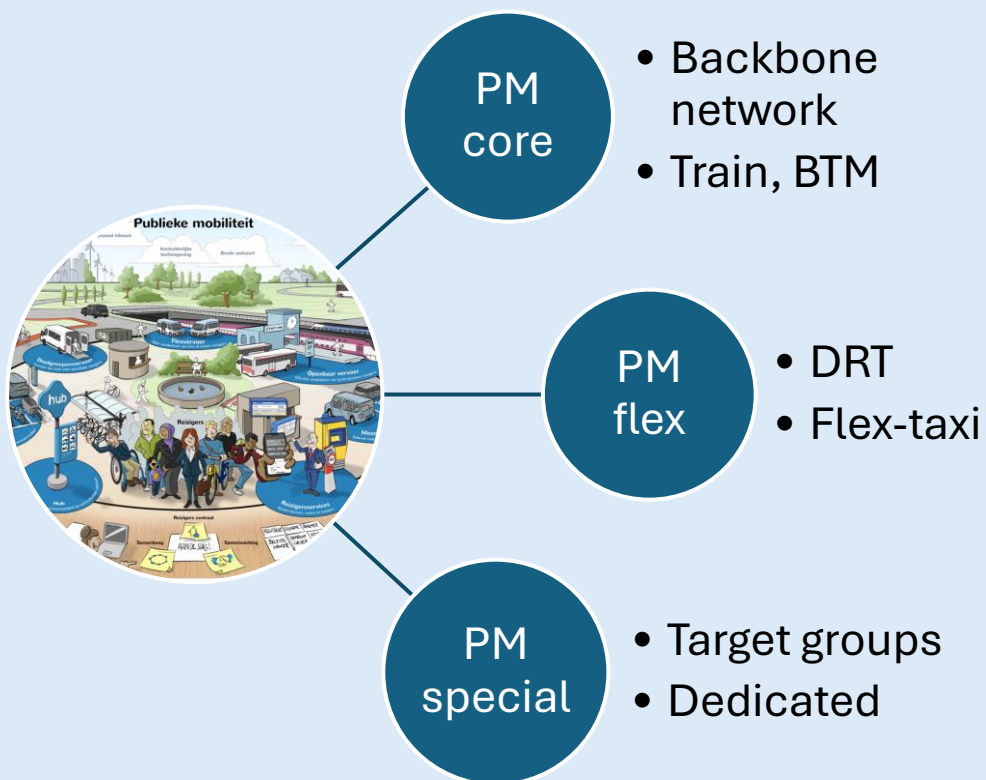
Overheid



Public Mobility

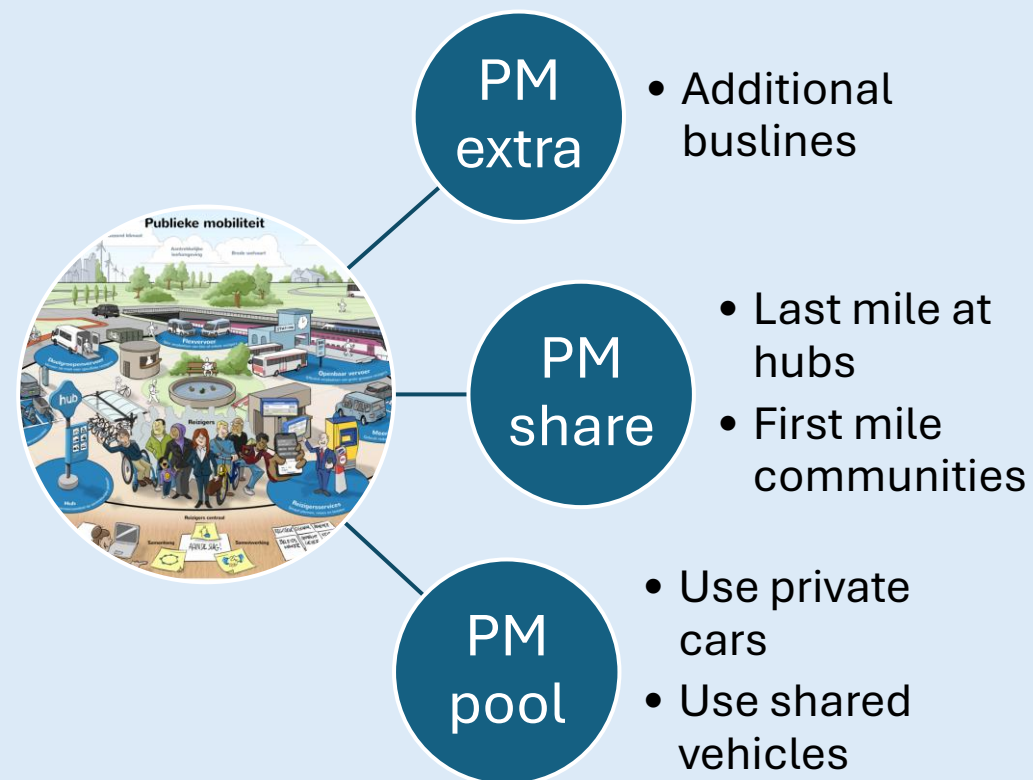
Must have :

always, everywhere, everyone



Nice to have

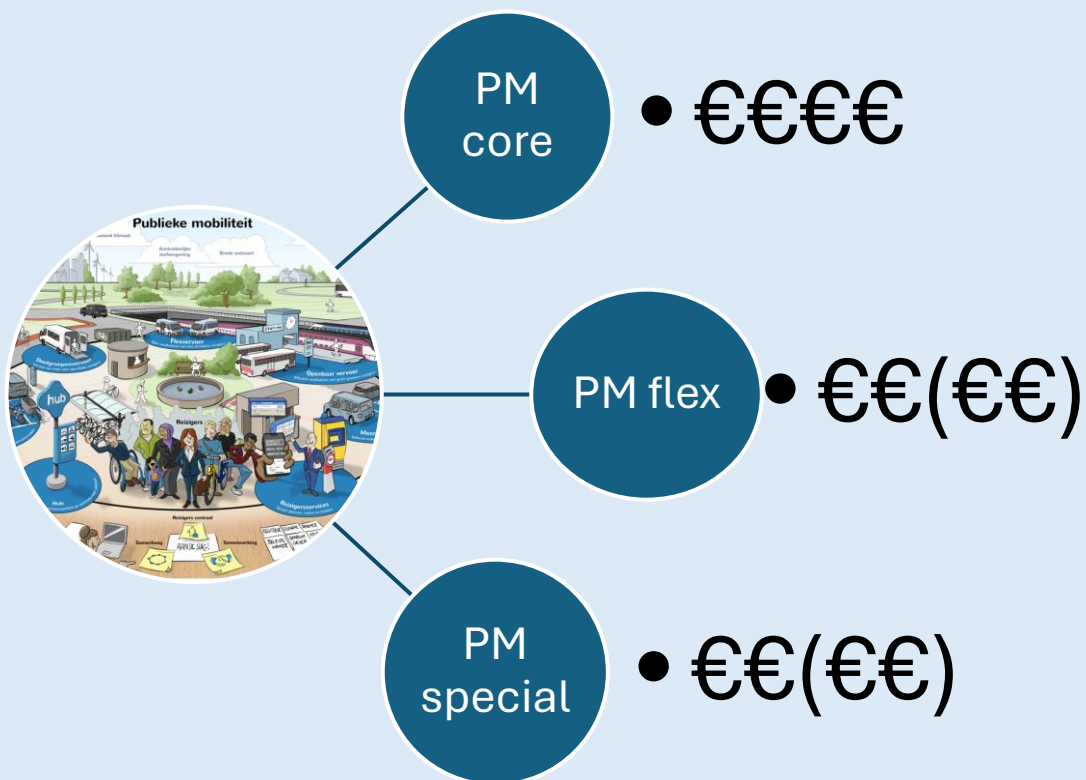
NOT always, everywhere, everyone



Public Mobility: Budget optimisation through integration

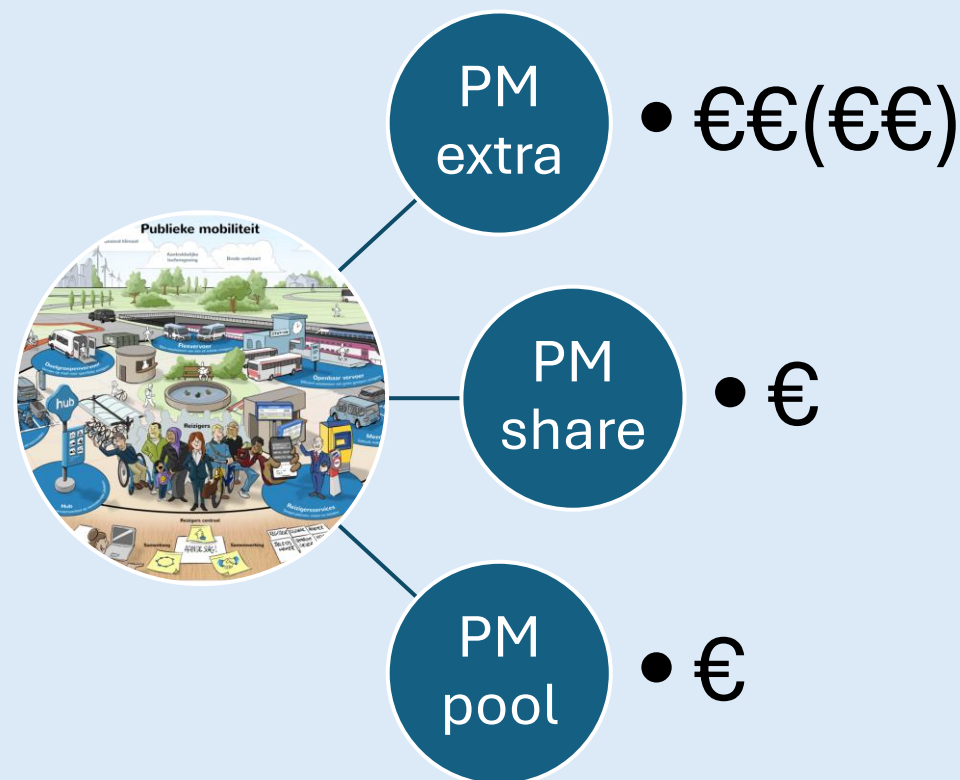
Must have :

always, everywhere, everyone

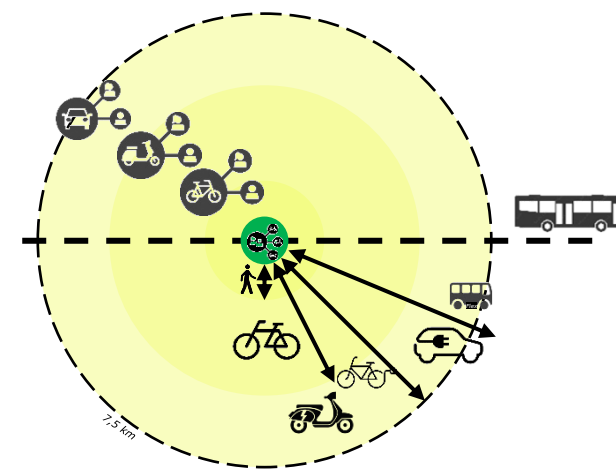
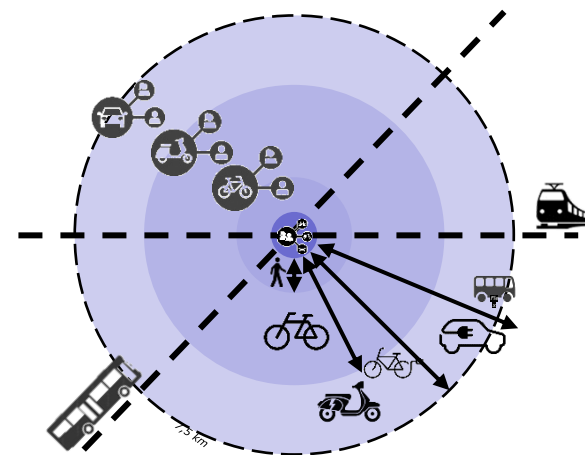
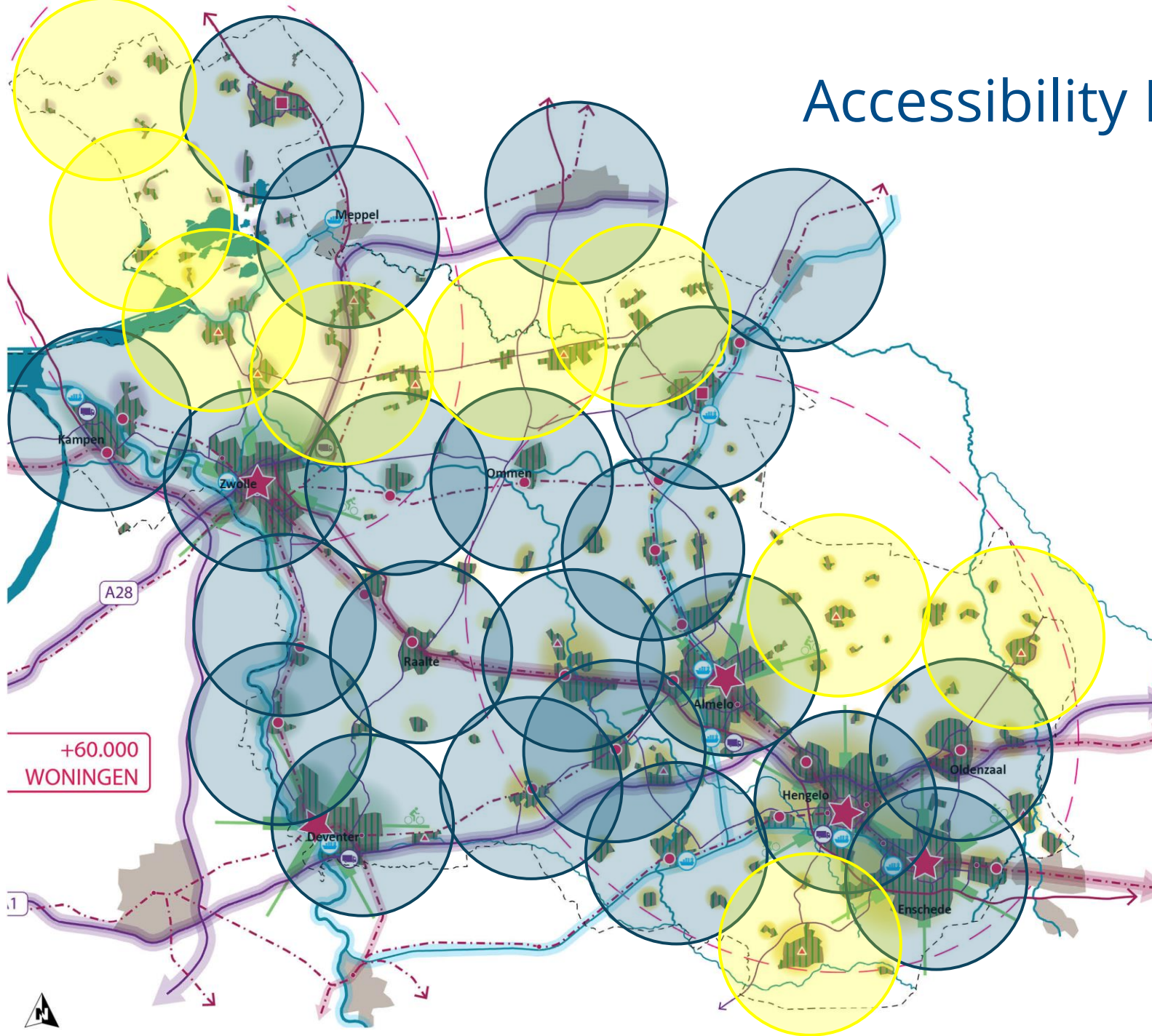


Nice to have

NOT always, everywhere, everyone



Accessibility PT in Overijssel



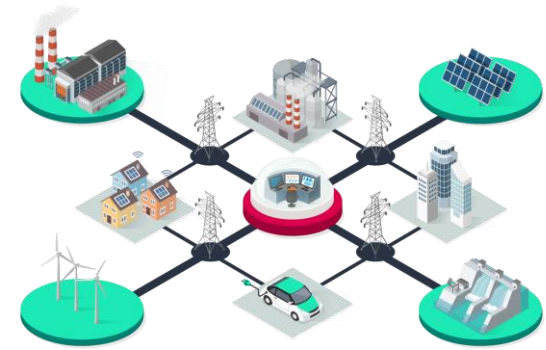
‘Park and Ride (P+R) Transferia around cities

City Center

City
Outskirts

Regional PM
Network





Hub can evolve from electric charging only
into becoming part of a “smart grid”

Towards a "people hub"

Referentie hub
Roden centraal



Transition Public Mobility in Overijssel

Still traditional regional and local public transport (PT)

Less money available for PT, so decreasing bus services rural areas in the past decades

Developing since 20 years different DRT systems together with municipalities (responsible for social transport)

Operational costs PT and DRT still a problem

Recently policy is changing into public mobility and proximity around hubs

This requires new governance and financial shifting

Starting developing hubs and piloting shared and carpool systems

The Rural Mobility Project

Rural Mobility

MISSION: Create an integrated, inclusive, and sustainable transport system for Europe's rural areas by improving governance and financing frameworks and combining diverse public mobility solutions to better connect rural communities with urban transport corridors.



7 Project Partners:

Representing municipalities, regions, and transport authorities from across Europe.



4 Years

From 1 April 2024 until 30 June 2028, the seven project partners will collaborate on the topic of mobility in rural Europe.



1,746,000 €

With this project budget, partners will work together to analyse their local mobility systems and how they are organised, in order to find effective ways to structure and integrate them.

**Thank you for
your attention!**

More
info:

- <https://www.interregeurope.eu/rural-mobility>
- <https://www.linkedin.com/company/rural-mobility/>

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Muchas gracias

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