01

The INCLUSION Pilot Labs

What and why?

The role of Pilot Labs within INCLUSION

Test
More than 20 concepts and solutions implemented, addressing vulnerable users' needs

Learn
Impact and process evaluation, surveys, interviews with users, implementers, stakeholders

Convince
Enable stakeholders to understand concepts of inclusive mobility

Cairngorms National Park rural area – Scotland, UK

Rhein-Sieg region – Germany

Flanders region – Belgium

Budapest urban area – Hungary

Florence metropolitan area – Italy

Barcelona peri-urban area and neighbouring conurbation – Spain

For whom?

- Older persons and people with mobility issues; migrant jobseekers - **Flanders** (BE)

- Families with young children and teenagers – **Hennef** (DE)

- Disabled, blind and visually impaired citizens, people with luggage, tourists and non-native language speakers – **Budapest** (HU)

- Low income, migrants, rural commuters – **Campi Bisenzio** and **S. Piero a Sieve** (IT)

- Young and leisure travellers, women – **Barcelona** (ES)

- Active elderly and people with reduced mobility, local rural residents, young people, tourists - **Cairngorm** (UK)

Budapest training course to BKK staff

Peer to peer ridesharing in Flanders

Co-design workshops in Campi Bisenzio

E-bike sharing in Cairngorms

Reduced tariff for low-income in Hennef

On demand service for students and young adults in Barcelona

02

Quick wins

Transforming the 8 INCLUSION principles into solutions

Quick win no.1

ACCESSIBLE	AFFORDABLE	CONVENIENT	EFFICIENT	EMPOWERING	EMPATHETIC	GENDER EQUITABLE	SAFE

Understanding **vulnerable users' requirements** for better answering mobility **needs**, thus increasing **ridership** and **users' satisfaction** ("*ripple effect*")

- Co-design **participatory process** in Campi Bisenzio - Florence PL

- **Crowdsourcing** platform and **Training** of the public transport **staff** in Budapest

- **Focus groups** with elderly in Flanders

Having good support from organisations that represent the target groups is crucial

Co-Design Workshop in Campi Bisenzio. Source: Busitalia

Quick win no.2

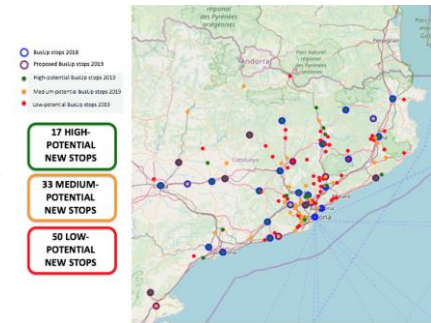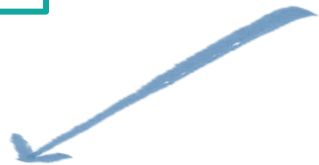| ACCESSIBLE	AFFORDABLE	CONVENIENT	EFFICIENT	EMPOWERING	EMPATHETIC	GENDER EQUITABLE	SAFE

Barcelona Pilot Lab

Technology as an **enabler** for tailored mobility, not Pandora box

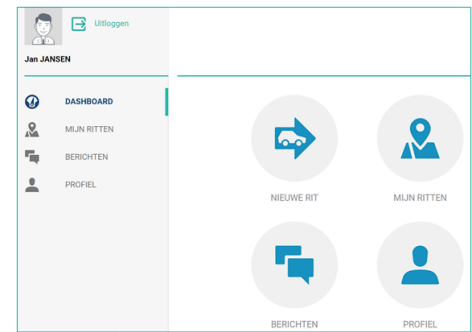Generating demand responsive **collective bus** routes from **social network data analysis**

Enabled planners to **identify locations** in l**ess densely populated areas** where there is still sufficient **demand** to deliver commercially viable collective bus services to large scale events

11 new BusUp routes from peri-urban and rural areas were established providing improved **access** to around **450 new users**

17 HIGH-POTENTIAL NEW STOPS

33 MEDIUM-POTENTIAL NEW STOPS

50 LOW-POTENTIAL NEW STOPS

Identified new stops. Source: Busup

Dashboard Mobitwin app

Flanders Pilot Lab

Provide users with **Mobitwin App** to offer a digital version of the LMS service

Match trip **requests** for door-to-door transport (in **real-time**) for older persons and those with mobility impairments with trip offers from volunteer drivers

Lack of **trust** & **Digital** skills

Quick win no.3

HiReach innovative mobility solutions to cope with transport poverty

inclusion

ACCESSIBLE	AFFORDABLE	CONVENIENT	EFFICIENT	EMPOWERING	EMPATHETIC	GENDER EQUITABLE	SAFE

Reduce **time/effort/budget** required for vulnerable users to access transport services can lead to improved job opportunities and increased participation in social lives

*Hennef Pilot area.
Source: VRS*

Florence Pilot Lab

Redesign of the **route** of bus line 30/35 to provide a better direct connection from the bus to the recently opened tram line

Increase in passenger numbers, including a significant increase in migrant users (+84% increase in Campi Bisenzio).

Rhein Sieg Pilot Lab

Increase the **service frequency** on the bus serving Hennef Im Siegbogen (line 532) between 4pm and 7pm from 1 service per hour to 2 services per hour & single **bus fares** reduced by 20%.

Increase in unaccompanied children travelling by bus at least once a week (+40%) & Increase in satisfaction with the general mobility offer (+25%)
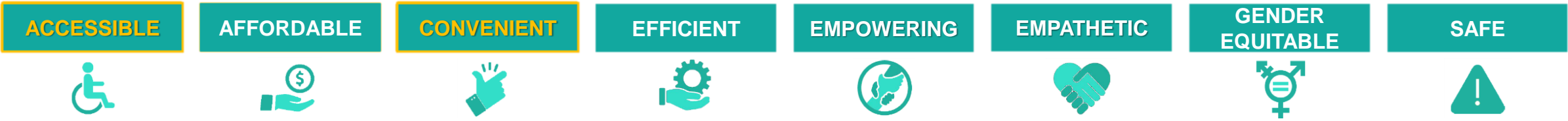
Flanders Pilot Lab

Enhanced **Olympus** Mobility app, introducing some new functionalities/features to allow its use by low income and migrant job seekers & Provision with a personal mobility budget of €30

A piece of the puzzle...?

Quick win no.4

ACCESSIBLE	AFFORDABLE	CONVENIENT	EFFICIENT	EMPOWERING	EMPATHETIC	GENDER EQUITABLE	SAFE

Developing **public private partnership** transport schemes can lead to improved transport offer for poorly served users

E-bike sharing in Aviemore. Source: HiTrans

Cairngorm Pilot Lab

Public-private partnership with local bike shops for the provision of an E-bike sharing service in Aviemore, Grantown-on-Spey and Fort William

Public sector financing to purchase the e-bikes provides the leverage to ensure vulnerable users and locals can benefit from the scheme

Using **local bike shops** to host the service reduces operating costs, provides in-house maintenance and increases promotion and engagement

Bike shops to act as the **local champion**

Rhein Sieg Pilot Lab

The e-bike hire measure & development and distribution of a new mobility map of Hennef

Increase awareness of the sustainable and safe ways of travelling

Operational costs reduced by utilising the local tourist office to host the service

03

Where to go next

Resources available from the project

Deliverables where further information about the INCLUSION Pilot Labs activities and outcomes can be accessed are available on the INCLUSION Project website:

- Rhein-Sieg Pilot Lab   Deliverable **D4.2**

- Florence Metropolitan area Pilot Lab   Deliverable **D4.3**

- Cairngorm National Park Pilot Lab   Deliverable **D4.4**

- Flanders Pilot Lab   Deliverable **D4.5**

- Barcelona Conurbation Pilot Lab   Deliverable **D4.6**

- Budapest Pilot Lab   Deliverable **D4.7**

  - Deliverable **D5.3** – *Process evaluation results*

  - Deliverable **D5.5** – *Full evaluation – the test result*

  - Deliverable **D5.6** - *Evaluation of findings and transferability potential at European level*

Where to go next

Is the current transport system for all?

TRANSPORT POVERTY

'*transport poverty means that an individual can't fully participate in social life due to limited means of transport*'

Rob van der Bijl (Favas.net)
Hugo van der Steenhoven (Hugocycling)

TRANSPORT JUSTICE

'*We should join forces to build a transport system which guarantees equitable access to all users*'

Prof Karel Martens
(Israel Institute of Technology, Haifa, Israel)

INEQUALITY IN TRANSPORT

'*It is accepted that there will be inequalities in transport, but the more fundamental question is whether the nature and scale of inequalities are increasing or decreasing*'

Prof David Banister
University of Oxford

INCLUSION definition of prioritised areas:

"*…those transport environments (area types) with **gaps** in transport **infrastructure** and/or **service** provision that significantly **impact** upon transport **accessibility**, **inclusivity** and **equity**, and where the **challenges** in serving **target user groups** and their **mobility needs** and requirements are **greatest**"*

…Let's act for an inclusive mobility

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Thank you

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