Mobility Policy for Rural Areas

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safe · sustainable · connected

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Background: Transport Sector Transformation

Transformation drivers

- Climate emergency. **Decarbonization**
- Digitalization and new technologies
- **Demographic trends**: challenges in urban and rural mobility
  + Change of mobility patterns due to **COVID pandemic**

Complex governance

- **Cross-sector policy implications**: industry, energy, tourism, tax, social aspects, labour market, innovation, ..
- **Three levels of Spanish Administration**: (Central + Regional + Local) + EU and international organizations
- **Stakeholders**: companies, industry, academia, civil society
Strategy for a Safe, Sustainable and Connected Mobility 2030

- 2030 horizon, 3-year assessment
- 9 Axes, +150 measures

Axis 1: Mobility for all
Axis 2: New Investment policies
Axis 3: Safe and secure mobility
Axis 4: Low emission mobility
Axis 5: Smart mobility
Axis 6: Intermodal and intelligent logistic chains
Axis 7: Connecting Europe and connected to the world
Axis 8: Social and labor aspects
Axis 9: Evolution and transformation of the MITMA

Mobility in rural areas

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Mobility in Rural Areas: Challenges & Solutions

80% population in cities
+2.8% metropolitan belts (2013-2020)
53% area scarcely populated
Geographic dispersion
Population Ageing

Inefficient public transport
Lack of opportunity: Vicious circle
Excessive use of private vehicles
Isolation risk

Mobility Solutions:
• On-demand transport
• Dynamic bus routes
• Shared Mobility
• Active Mobility

Regional examples: Castilla y León, Castilla la Mancha, Aragón, Andalucía, Asturias, Madrid, etc.
**Goals:**
- To promote cooperation between public administrations and participation of the civil society in rural mobility.
- To promote information collection, exchange, analysis, and dissemination.
- To promote and monitor pilot projects and best practices to improve mobility in rural environments.

- Integrated by the three levels of Spanish administration (central, regional, local)
- Rural Mobility is the competency of regional and local governments, however the central government leads and promotes the constitution of this working group and coordinates its work in order to find solutions to be expanded to the whole country.
- With participation of residents, users, transport operators and experts through open governance instruments.

- Examples of work streams:
  - Diagnosis of current situation
  - Comparative study of solutions in scarcely populated areas
  - Design and promotion of innovative solutions: On-demand services, dynamic bus routes, shared mobility, active mobility, regulatory measures, bordering regions cooperation.
  - Cooperation with EU institutions
  - Public engagement and communication
**Mobility in Rural Areas: Measures (2)**

- **Goal**: To build a Rural Mobility Index (RMI) to assess and monitor rural mobility in different rural areas in Spain.

- Built from a system of indicators that takes into account:
  - economic activities of the area, and surroundings
  - supply of mobility infrastructure and services
  - demand for mobility services
  - Others: average car ownership rate, safety, sustainability and management

- The indicators will be recorded periodically (2-4 years) to assess the evolution of the RMI and apply corrective measures when needed

- The RMI will be established by the Rural Mobility Working Group
Thank you for your attention

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