

RURAL MOBILITY and ACCESS IN THE 2020s: CHANGING THE MIND-SET

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LANGUAGE IS IMPORTANT

PERIPHERAL

Fringe
MARGINAL

DISTANT

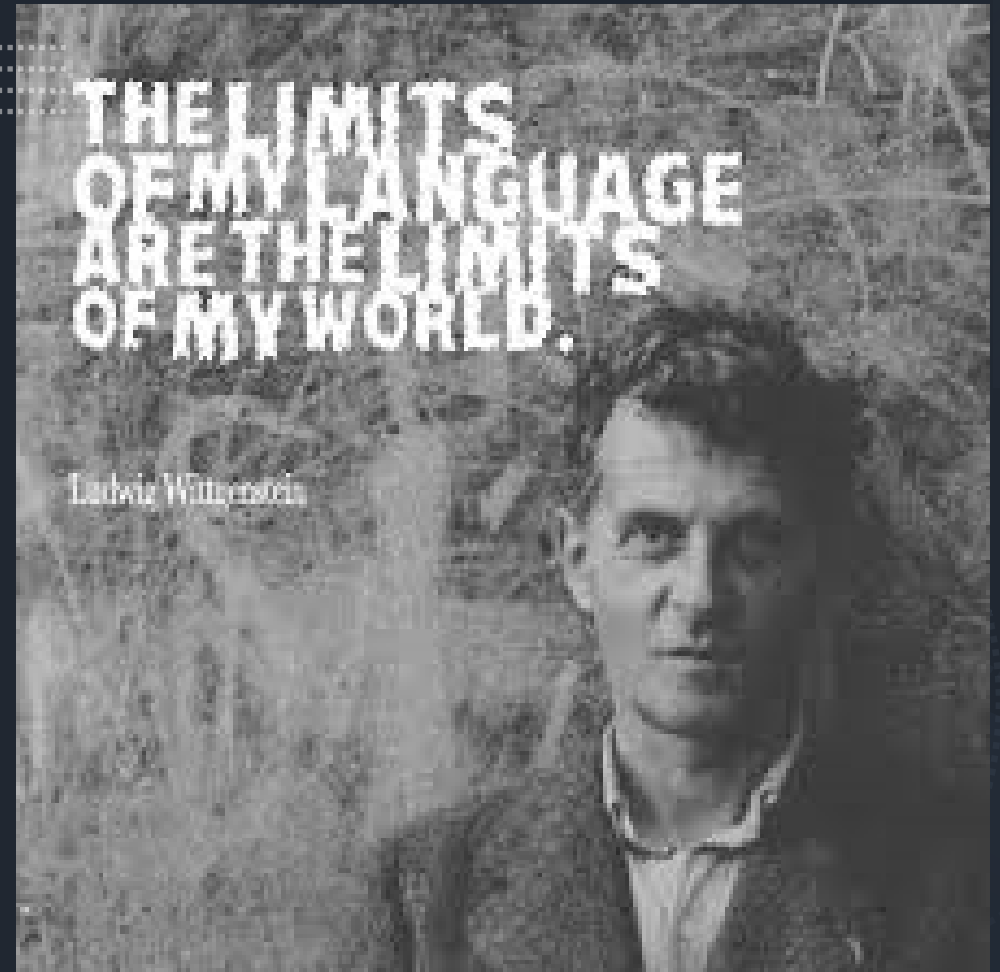
RURAL

OUTLYING

FAR-OFF

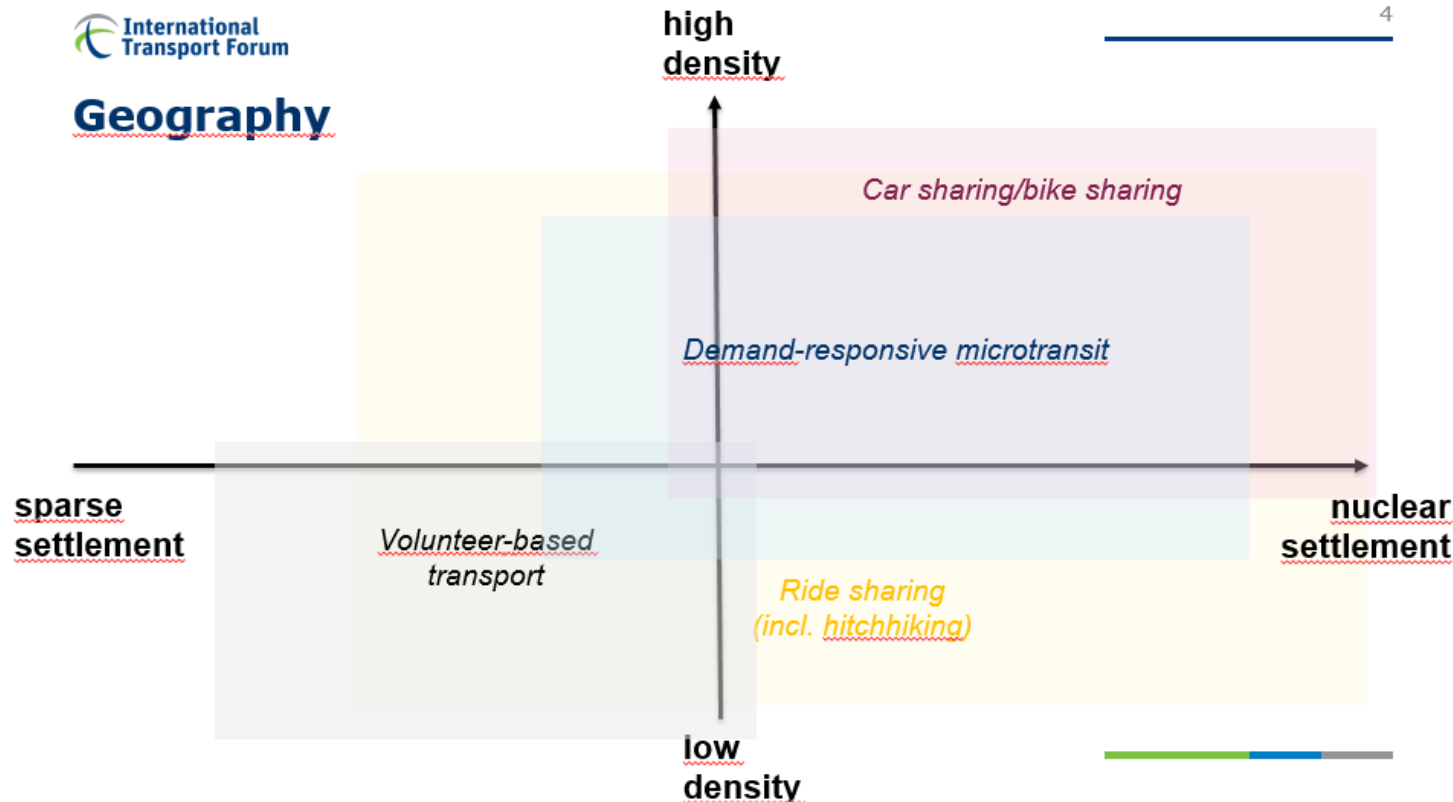
REMOTE

OUTERMOST



Urban mantras

If language is important - What is rural?



- 27% EU population lives in rural areas
- 'Anything not urban'
- Huge range of definitions - OECD
- Denmark – 300 persons - 70% Danish population live in small (urban defined) settlements
- So, the rural percentage quickly moves from 25 to 33%+
- Rural areas are at the core of the European and USA Green Deals and the challenge to achieve low/zero carbon
- Time to redress the imbalance

- What has changed in the last 50 years?
- Most of the profession has been dragging its feet on rural transport – making the best of what we have
- NGOs and community groups have been the backbone of rural transport, based on local commitment
- What is the scenario for rural transport post-COVID19 in the 2020s – it is easy to kill the animal at the base of the food chain
- Is there any new political momentum?
- The need for a new mind-set and language based on rural mobility as a necessary catalyst for positive social development and green economic growth.
- Pro-active planning that fully includes the rural community

BUT WHAT IS A RURAL COMMUNITY IN 2020?



Rural areas across the World are places of rapid social change



- A NEW MIX OF MIND-SETS, VALUES AND EXPECTATIONS
- MOBILITY INNOVATION HAS TO CROSS THE RURAL SOCIAL DIVIDE

Locals

- The backbone of the rural economy
- The core of rural society and cultural roots
- Building policy from the perspective of rural development not urban sprawl – not an extended SUMP.



Incomers

- 'Clean' Range Rovers
- Country style clothes
- 'Urban' conversations



- Mopeds
- Older cars
- Bicycles
- Integrating?



Home comers

How rural are you?

‘You can take a girl out of the village, but you cannot take the village out of the girl’
(FLONE conference on women and transport, Addis Ababa, 2019)

Reconnecting post-COVID



Visitors



Rural transport needs and expectations are increasing and more diverse

- Transport justice for rural areas – how to balance transport efficiency appraisal with achieving better social cohesion and economic growth
- Rural citizenship and belonging – what role can collaborative mobility solutions play – working across social divides
- Turning social diversity in rural areas from an issue to an opportunity for mobility innovation.





How do we currently plan rural mobility?

- We don't – SMARTA only 4 EU countries
- When we try it is an offshoot of urban mobility issues
- The end of the food chain and yet the source of the food
- Can urban planning principles help? – not really.
- **Rural Blueprints**

What would cities look like if they were designed by those with a rural mind-set?



The rural blind-spot planning mobility

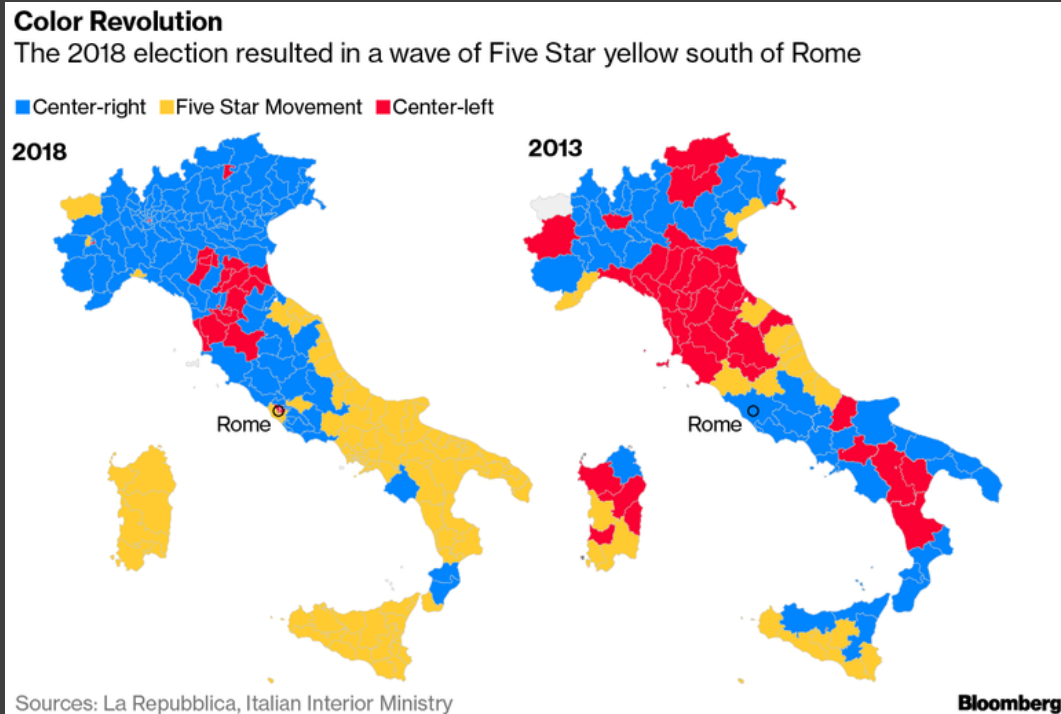
- Urban myopia
- Out-migration from rural areas – under-investment – social consequences – generation specific
- Rural areas feed the cities, provide renewable energy, provide urban dwellers with the lungs to breathe
- Lack of strategic plans for rural (sustainable) mobility
- Afterthought planning (from SUMP?)
- Move from transport to mobility to (Phygital) accessibility
- Plan for a low carbon rural area, based on 4 questions
- The COVID impact



POLLING
STATION

Rural areas have political power |

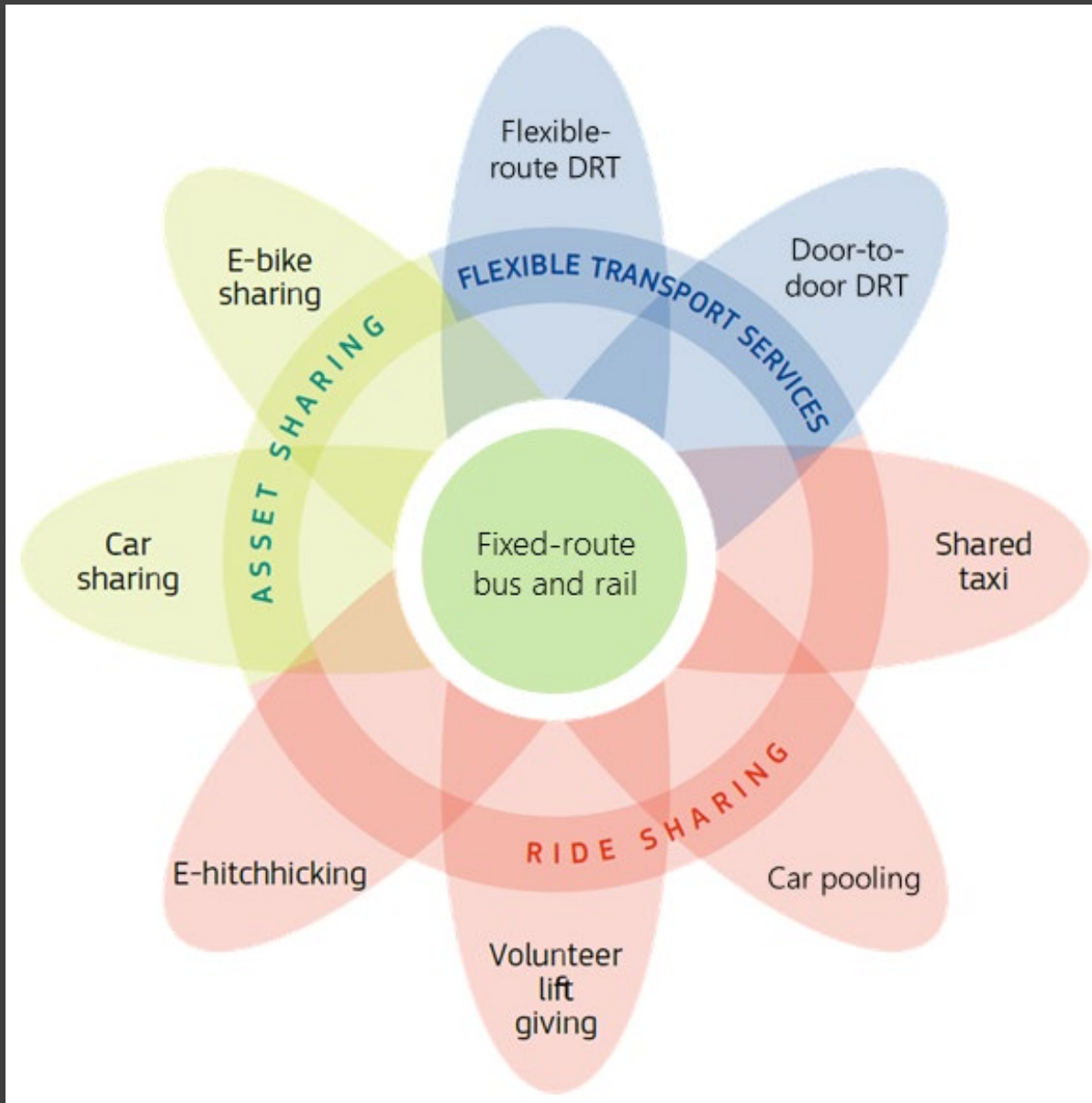
The rural vote - Italy





Rural transport development – what has changed in 50 years?

- RUTEX
- Rural accessibility studies
- Dial-a-ride
- Car pooling
- SAMPO/SAMPLUS projects - a new wave of ITS enhancements
- 2004 - ARTS
- 2010+ the app. Generation starts



Rural transport innovation in 2020

Where are we in 2020?

”While interest in smart mobility technologies and services has been very strong.... to date smart mobility services remain an insignificant element of overall European transport and mobility supply: this is despite their high and disruptive profile”.

(Strategic Transport Research and Innovation Action – STRIA report, March 2019)



Turning innovations into solutions

Catwalk to sidewalk

Transport solutions are not solutions until they are solving problems

We look at the wrong end of the process – focus on ‘adoptability’ – local rural contexts

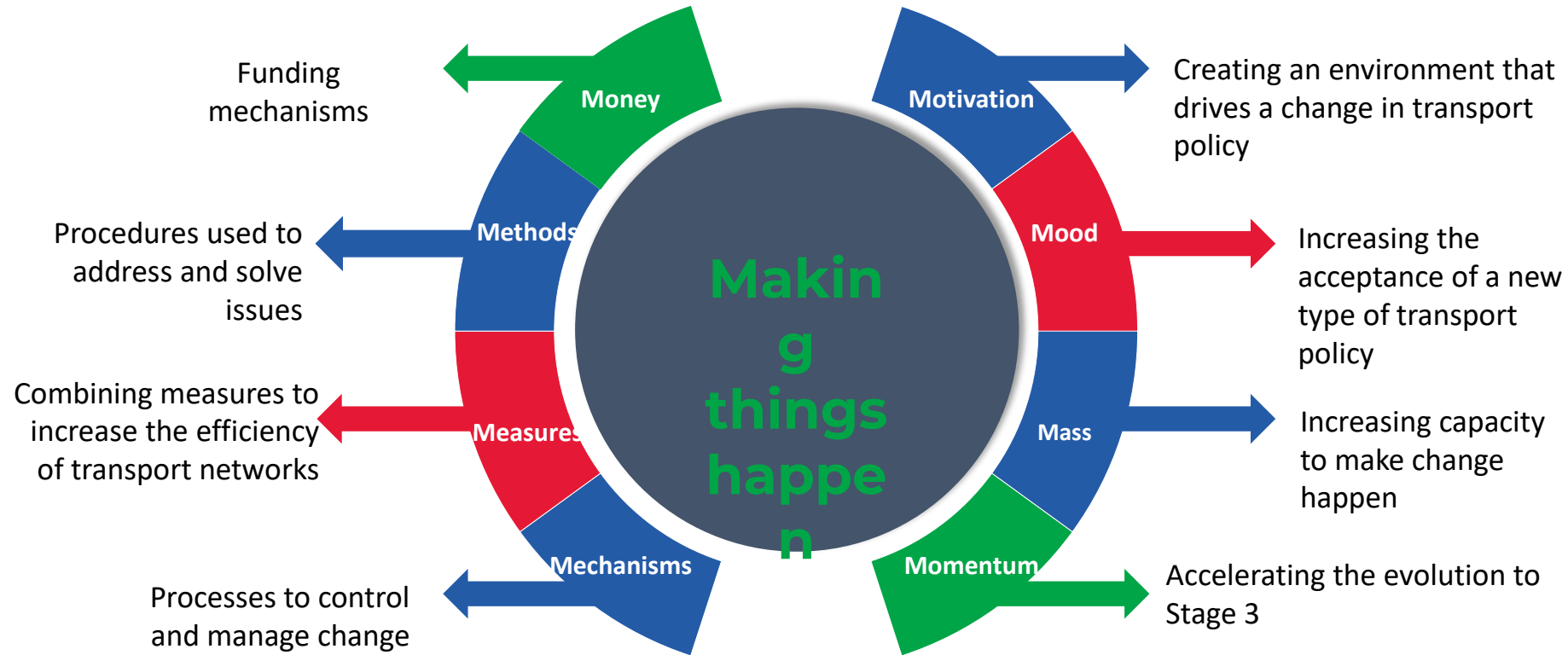
Local DNA is important (Know thyself) – how you normally do things

Getting the balance right will increase adoptability and accelerate green market growth

Bottom-up approaches are vital – this is a strength in rural communities



Best practice into best fit –the 8Ms



Developing a new lens for rural mobility

- A new political dynamic for rural areas
- Change the mind-set, change the language
- Forethought, not afterthought planning:
Rural blueprints
- Plans that start with the rural area at the
core – not the margins
- Engage and co-create ideas with local
citizens – the local DNA
- Plans that embrace the diversity and
dynamic change happening within rural
society.



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The 2020s – from SUMPs to Low carbon planning

- The need to implement sustainable mobility measures are now taken for granted – the agenda is moving on
- We have to plan for phygital mobility and accessibility
- The focus is shifting to low carbon and cross-sector benefits
- From Predict and Provide to Vision and Validate
- To the footprints of the younger generations – the climate emergency
- To the whole urban to rural continuum

Transport is now the third and fourth questions to meet our low carbon ambitions, not the first. What does this mean for rural development and mobility needs?

Integrated planning for low carbon lifestyles

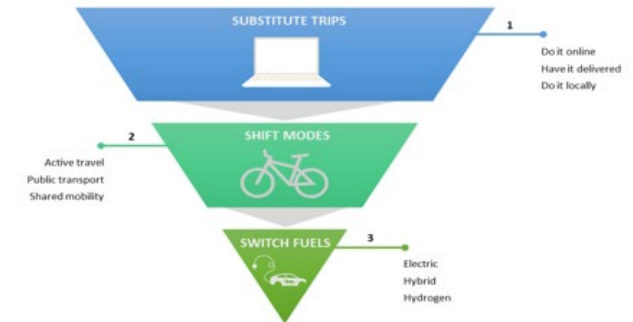
- A change in the way we look at rural areas and the opening of new doors
- Green development planning – the idea of building new rural communities is now accepted
- New lifestyle packages based on **phygital** access
- The ‘village effect’

Vectos approach: SAM framework



Sustainable Accessibility & Mobility (SAM) framework

- Simple decision-making hierarchy for transport planning and land use
 - Design low carbon neighbourhoods



Impacts of the COVID19 eruption



- Austerity - With an 'urban first' planning process, the impact of CV19 on rural mobility could be disastrous
- New fertile volcanic soil – but when will new vines emerge?
- New digital incomers and homecomers

Coordinated planning and operations – can it be done?

LACK OF A RURAL
TRANSPORT
VISION

FRAGMENTED
PLANNING

FRAGMENTED
TRANSPORT
OPERATIONS

Meeting the challenge



- There is a new political momentum in Europe for rural areas
- Green Deal context will add power to the rural voice
- Rural mobility is a necessary catalyst for positive social development and green economic growth
- Top-down: The need for strategic rural mobility plans
- Bottom-up: demonstrating what rural communities can achieve

Thank you



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