

The problems faced by rural public transport providers



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SmartMove: Active mobility consultancy focusing on feeder systems to increase awareness and use of public transport



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REGIONAL ENVIRONMENTAL CENTER



Providing a vital service for rural communities

- Mobility is fundamental to the sustainability and well-being of rural and peri-urban communities
 - Equal economic and social opportunities for all
 - Reducing environmental pollution, including greenhouse gas emissions
- Certain groups in society are particularly reliant on Public Transport (PT)
 - Older people - that are no longer able to drive
 - Younger people – UK: 48% of people aged 17-20 had driving licences in the early 1990s; now only 38%
 - People on low incomes – higher dependence on PT
 - Unemployed people – UK study: only 35-55% low-skilled job vacancies accessible in 30mins by PT
 - Disabled people – UK statistic: 60% of disabled people have no car in the household

Rural public transport in a spiral of decline?

- Unprofitability of rural public transport and reliance on public subsidy
 - UK: 28% reduction in local authority spending (2011-12); and 20% reduction in Bus Services Operator Grant (2012-13)
- Socio-demographic changes
 - Ageing society – France: in areas where 22% of population is now aged 60 years or more, by 2050 the figure will be 33%
 - Younger people – reduced public transport is a further „push“ factor, encouraging them to leave
 - School children – reduced numbers of school children, removes a policy and commercial driver for key services

Rural public transport in a spiral of decline?

- Excessive reliance on private cars in rural areas
 - Declining public transport provision forces people to use cars more frequently, reinforcing the PT funding problem
- Lack of cooperation between public transport providers in some areas
 - Information provision is poor quality
 - Timetables not coordinated
 - No integrated ticketing
- Public transport not adapted to the needs of users
 - How often are routes, timetables and user needs reviewed?

But, there is good news!



- New forms of public transport services and complementary “soft” measures developed:
 - Improved marketing and dialogue with „customers“
 - Alternative forms of bus service provision
 - Enhancing the attractiveness of „Feeder Systems“

The SmartMove approach does not assume major new investment ... it focuses instead on making the best use of services and resources that are available.

We would like to hear about the problems you face

Of course, good news stories are also welcome!

Discussion questions:

- Where are you from?
- Is there a problem with reduced funding for public transport?
- Are different demographic changes occurring?