



Ride 2Rail

RIDE2RAIL - EFFECTIVE FEEDERS FOR HIGH-CAPACITY TRANSPORT SERVICES

SMACKER Webinar

November 10th, 2020

UITP - Project Coordinator

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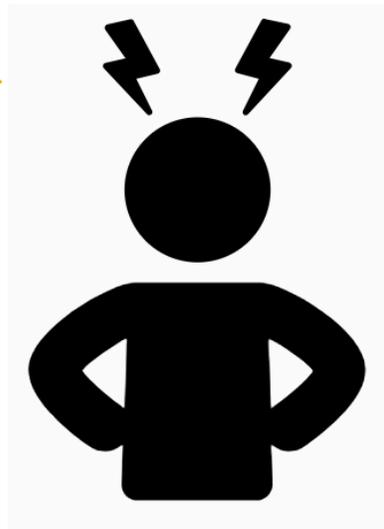
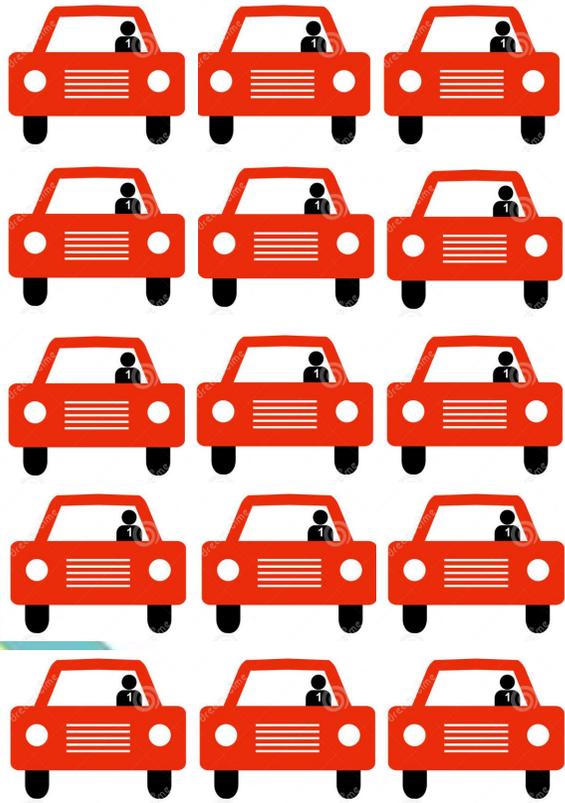
CURRENT SITUATION (URBAN+RURAL AREAS)



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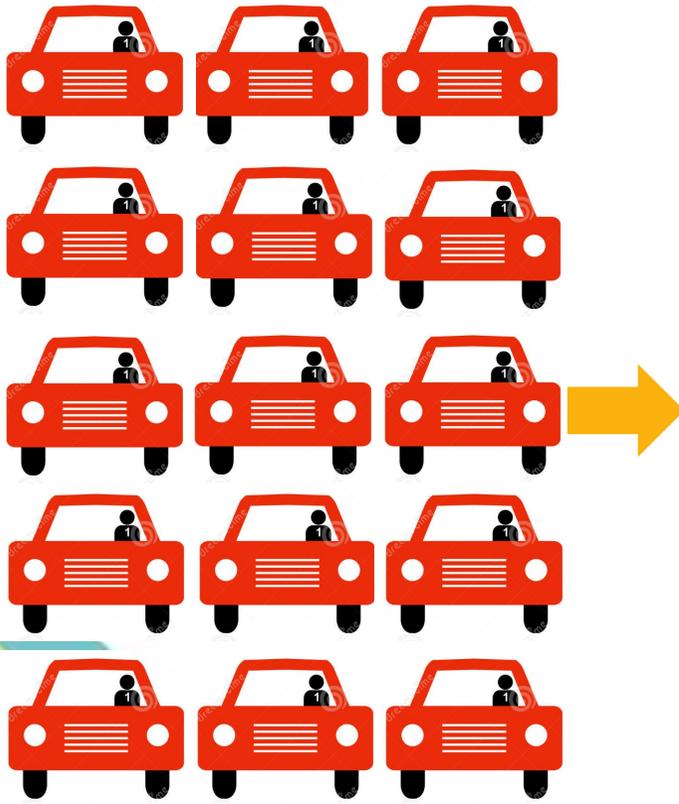
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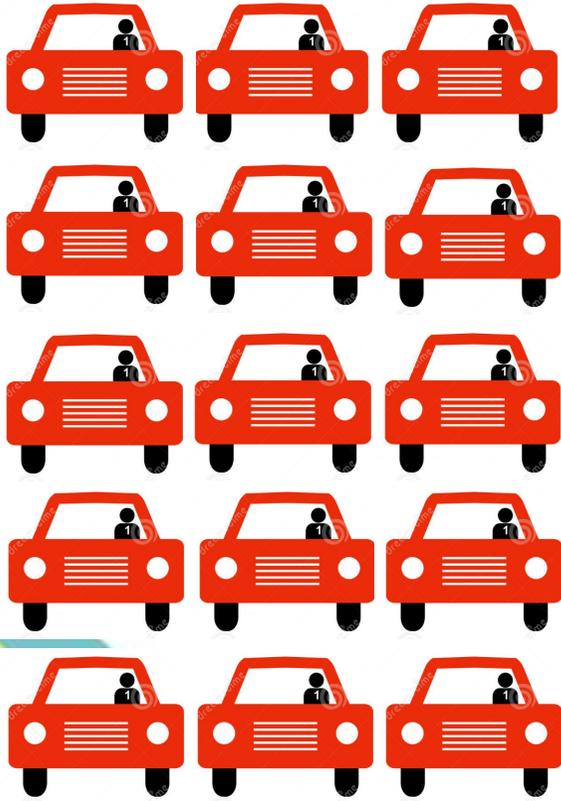
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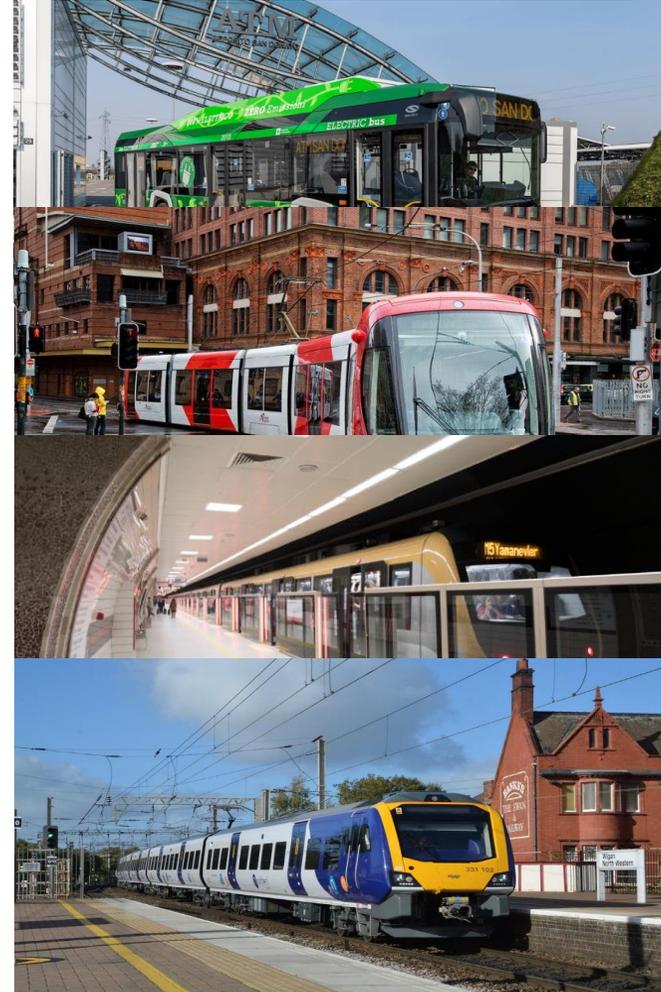
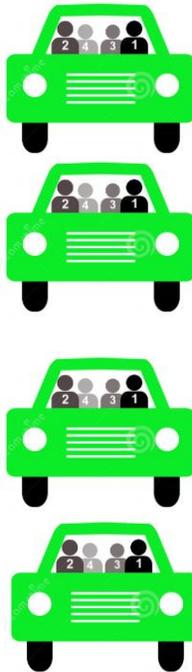
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2R OPTIMAL SCENARIO

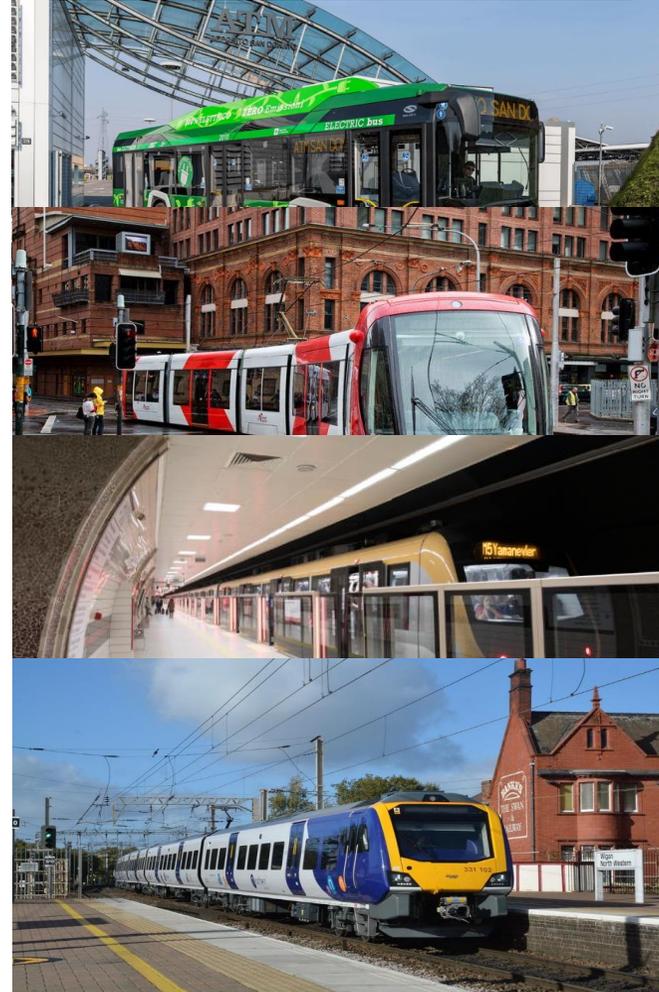
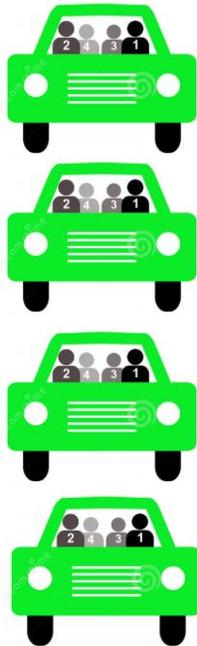
FROM



TO



RIDE2RAIL VISION



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RIDE2RAIL OBJECTIVES

- To **encourage carpooling** (and ride sharing) **as complementary for PT**
- To **enhance** the performance of the **overall mobility system**, reducing road congestion and environmental impact **reinforcing the mobility offer in rural and low-demand areas**

HOW?

- **Framework for combined flexible and scheduled transport services**
- **Multimodal and integrated** travel planning, booking, ticketing features including **software components** and a **tool to choose/compare services across a set of criteria**
- **Recommendations** for replicability



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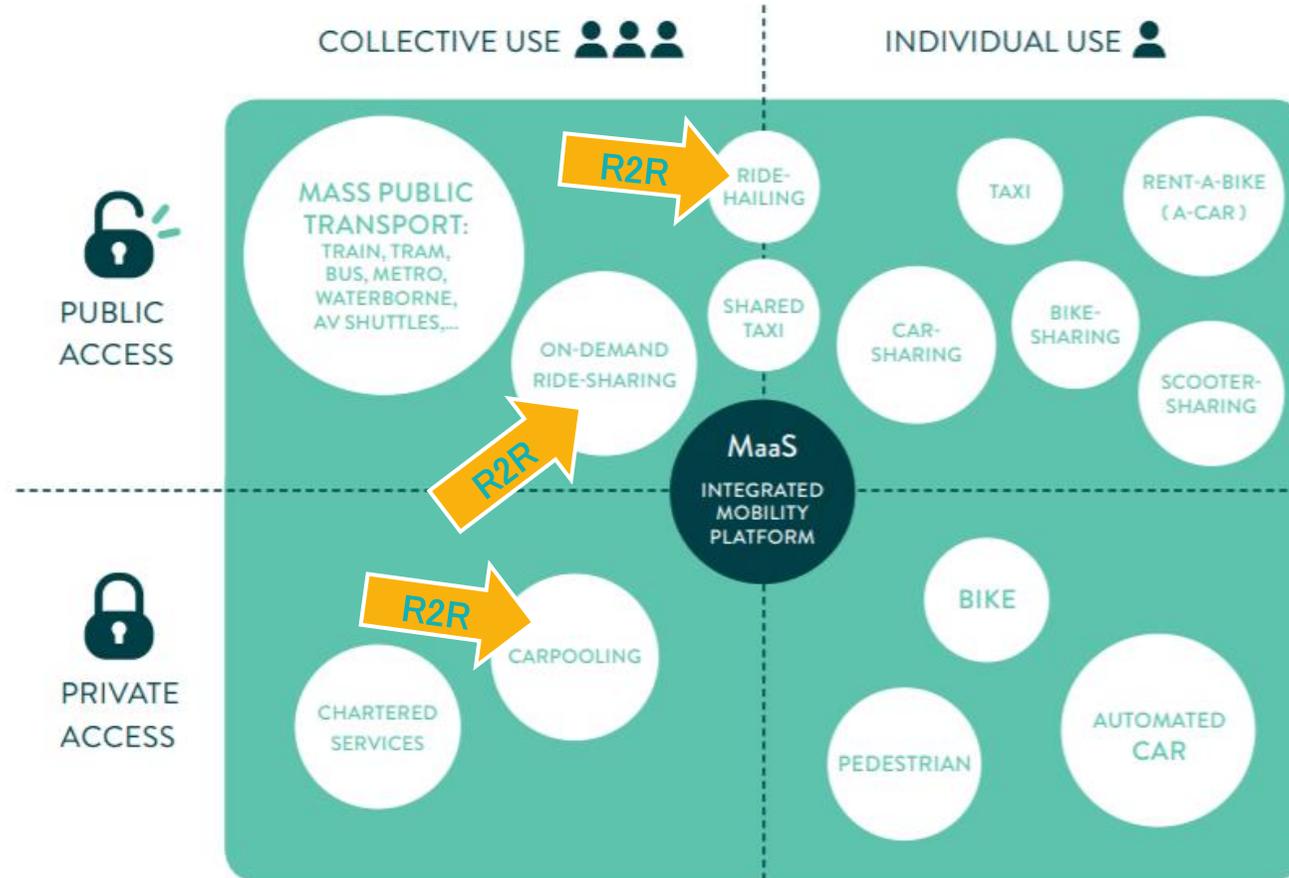
RIDE2RAIL IMPACTS

- **Increase the number of passengers** using **public transport**
- **Improve the rail connection** with the **rural areas**
- **Minimise** environmental **pollution** while traveling
- Propose **additional criteria** for informed **decision making** when **planning a trip**.



To measure impact, specific target indicators will be monitored

2R A CLARIFICATION



Ride-sharing refers to the common use of a motor vehicle by a driver and one or several passengers, in order to share the costs. The term is used in different cases to describe

- 1) the common use of a motor vehicle for cost compensation in the context of a ride that the driver performs for its own account (referred also as Carpooling), or
- 2) the common use of a professional hired vehicle among one or various passengers which have the same (or different) destination in order to share the costs of the ride.

RIDE2RAIL DEMO SITES



PADUA, IT

20 km area.

Mobility app tested with rural commuters, integrated in the FS app NUGO.



BRNO, CZ

South Moravia region.

Encourage rural commuters to share vehicles for reaching PT hubs.



ATHENS, GR

20 km air-rail corridor to airport in Attika region.

Encourage carpooling to metro stations for park&ride.



HELSINKI, FI

Vuosari area.

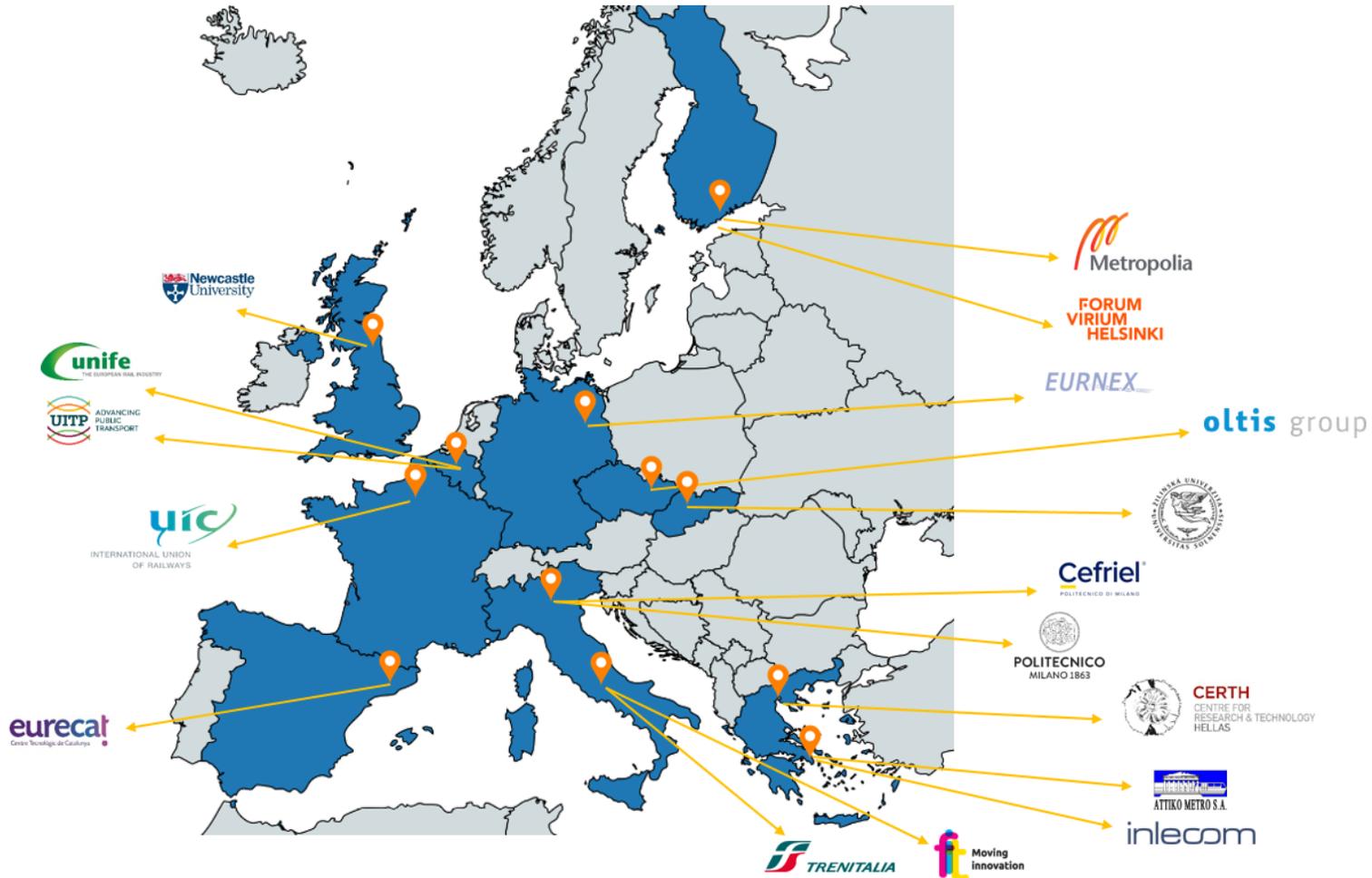
Automated shuttle bus tested in rural areas (integrated with trip planning app) for accessing rail.

LOCAL EVENTS WITH LOCAL STAKEHOLDERS



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RIDE2RAIL CONSORTIUM



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ANALYSIS OF EU SITUATION – LEGAL FRAMEWORK FOR RS

	Country	Is ride-sharing allowed? (Y/N)	Is it regulated? (Y/N)	Comments
1	Austria	Yes	No	<ul style="list-style-type: none"> Ridesharing is rather common, with several companies being available, either large ones, like BlaBlaCar or more local and hence smaller companies. Difficulties faced by ride-sharing companies include the price of the ride which needs to reflect only the costs and not cause any over compensation
2	Belgium	Yes	Yes	<ul style="list-style-type: none"> Very drastic differences in legislation between Brussels, Flanders and Wallonia; Several large companies are available, but not in all regions; Companies promote ride-sharing, sometimes also providing their own cars.
3	Bulgaria	Yes	Yes	<ul style="list-style-type: none"> Uber available only in Sofia Car-pooling services operating occasionally in Bulgaria, either by companies or in the framework of research projects.
4	Croatia	Yes	No	<ul style="list-style-type: none"> Unofficial carpooling schemes have been successful Long-distance ride-sharing intermediaries are also available in Croatia.
5	Cyprus	Yes	No	<ul style="list-style-type: none"> Bolt, a ride-sharing company identical to Uber, operates in Nicosia offering short and long-haul trips. Passengers arrange on their own the fee of their trip
6	Czech Republic	Yes	No	<ul style="list-style-type: none"> Uber experienced a legal fight in the 2nd biggest city, Brno. Activity was preliminarily stopped. Uber drivers will have to be licensed as taxi drivers

Key aspects:

- Ride Sharing Market is **regulated** only in some Countries;
- In other Countries, some platforms (ex. Uber) are **banned**;
- Not **clear legal framework** in many Countries;
- Taxi drivers** protest (unfair competition).

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ANALYSIS OF EU SITUATION – RS PROVIDERS

+59 RIDE-SHARING PROVIDERS ANALYZED

Key aspects:

- **For Profit vs Not for profit** systems;
- Drivers **age**: min 17 (sometimes min 21 y.o.);
- Paying method: **credit card** (no cash);
- Some platforms allow to “book” a trip up to **2 days** before (generally people use ride sharing for trips in the next **20 minutes**);
- Only in rare cases the system operates in the whole Country (often: **limited area**);
- **Rating of driver** often allowed (**safety** is a key aspect);
- ID always asked; driver’s **criminal records** checked in some Countries.



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RIDE SHARING USER TYPES

Ride-sharing user type	Description and characteristics
Household work user	Trip to work with at least one other worker from the same household Low-income; Age 25–49; Mode of transport for commuting - Car as driver and public transport; Travel time savings; Being in a multi-person household; Having more licensed drivers in the household than vehicles; Existing family members/friends or colleagues who ride-share; Travel time saving.
Solo work user	Trip to work with unrelated individuals Younger commuter; Family members/friends or colleagues who carpool; Travel time saving; Cost savings; Flexibility; Finding someone with the same location and schedule; Desirable user's profile.
Education user	Trip for educational purposes with or w/o unrelated individuals Low-income level; Undergraduate; Single/divorced; Flexible work time; Time saving; Concern for sustainability; Travel longer distances to the university; Low application fee; Desirable user's profile; High number of required transfers in public transport.
Recreation/entertainment user	Trip for recreation and entertainment purposes with or w/o unrelated individuals Relaxation while traveling; Enjoy travel with others; Get work done while traveling; Cost saving and the desire to travel environmentally

PEOPLE WITH LOW INCOME ARE MORE OPEN TO SHARE RIDES, IN PARTICULAR FOR “LEASURE”





ANALYSIS OF MULTIMODAL TRAVEL OFFERS

OFFER CATEGORIES

- Quick
- Short
- Reliable
- Cheap

USER PREFERENCES

- Short overall travel time
- Few number of changes
- Live notifications on trip status
- Connectivity
- Flexibility (refundable trips)

INCENTIVES

- Discounts
- Gamification
- Ancillary services (ex. snacks, meals)
- Environmental impact



7 CLUSTERS OF TRAVELLERS IDENTIFIED



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MAP OF RIDE SHARING TSP AND TRAVELLERS CRITERIA

Key aspects (Travellers):

- **Operation** (availability of ride sharing through an application)
- **Convenience** (easiness to find a ride when PT is not available)
- **Cost** (reduction of journey cost)
- **Time** (accepted delay time: 5min; accepted travel time: 15min)
- **Safety** (identify the driver with ID; rated driver experience; avoid night rides; more than 1 person in the car)

PEOPLE WHO EXPERIENCED RIDE SHARING AT LEAST ONCE HIGHLY RATE IT

Key aspects

- **Operation** (availability of ride sharing through an application)
- **Convenience** (easiness to find a ride when PT is not available)
- **Cost** (reduction of journey cost)
- **Time** (accepted delay time: 3-5min)
- **Safety** (identify the traveller with ID; avoid night rides; more than 1 person in the car)



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WHAT'S NEXT?

- Development of an **Offer Ranker** and **Crowd-Based TSP**
- **Algorithms** for synchronization of shared mobility and mass transport
- **Travel Companion** enhancement
- **Demonstration** phase in 4 European locations
- Evaluation and **impact** assessment

Project end: **May 2022**



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THANK YOU FOR YOUR ATTENTION

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More info on

www.ride2rail.eu

