

# How to encourage a timely, sustainable mobility outside big cities?

## The case study of Trikala and SMARTA2

Christina Karamperi

Psychologist- Msc in Health Management

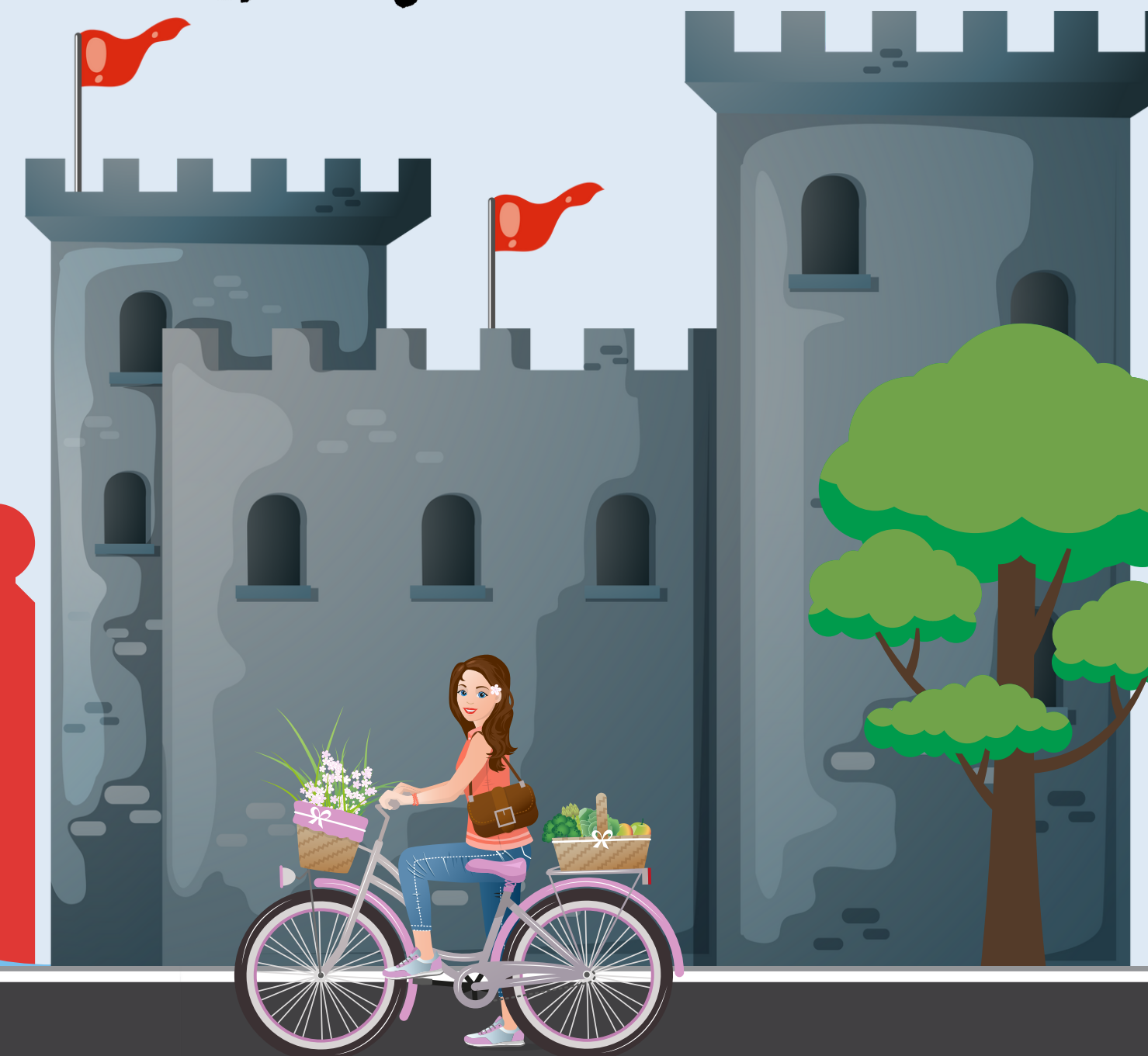
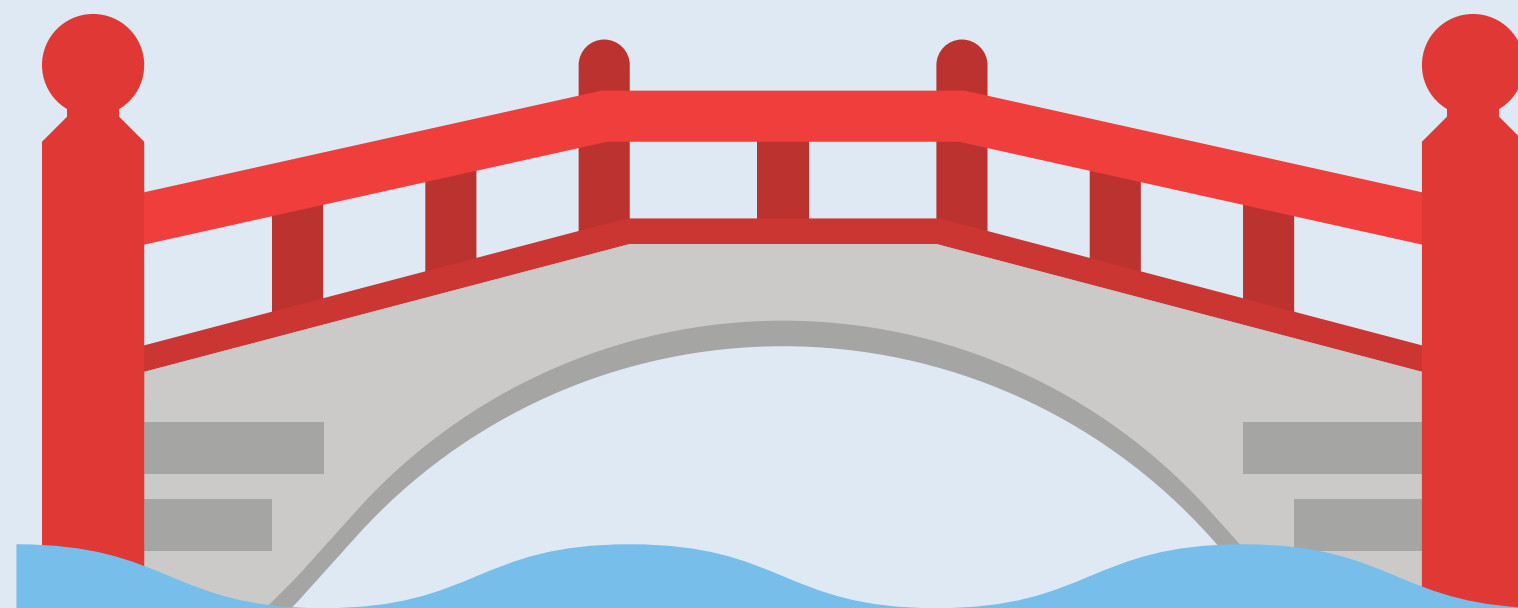
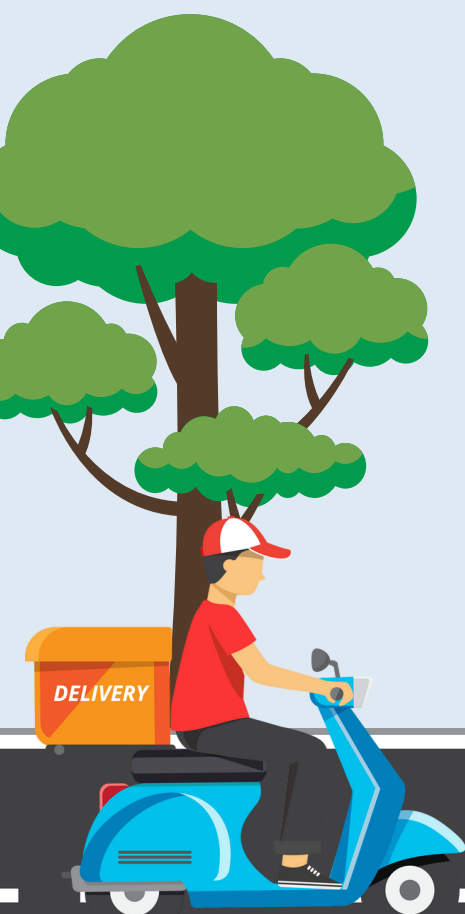
Department of Research and Communication for E-TRIKALA S.A



# Welcome to the city of Trikala

Located in Thessaly in Central Greece. More than 5000 years of history  
85.000 people reside in Trikala.  
More than 75% reside at the city whereas the rest in the rural areas around.  
Trikala is divided in 8 Municipal Sections extended in a total area of 608,48 km<sup>2</sup>  
Each Municipal Section is further divided into Local Communities

**The key urban hub is the city of Trikala.** It is the main urban and administrative center where most of the commercial, residential, entertainment and institutional activities of the area take place. In the city of Trikala are also situated the University Department of Sports Science, the Higher Education Military school, the Technological University for buildings restoration, as well as the Technological University for structural materials.





# e-trikala

## An open & Smart City

**1** Smart City ever since 2010

**2** Control Room at the City Hall

**3** E-TRIKALA S.A- 38 EU Projects

**4** Long experience in IT innovations

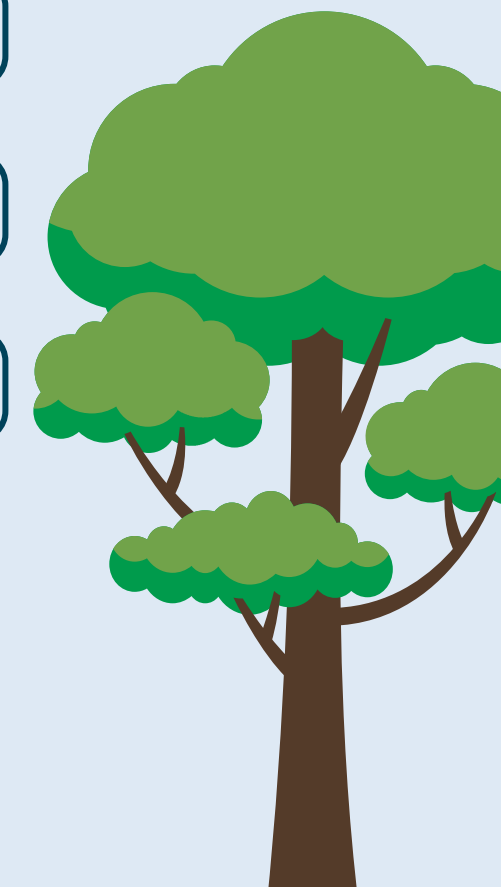
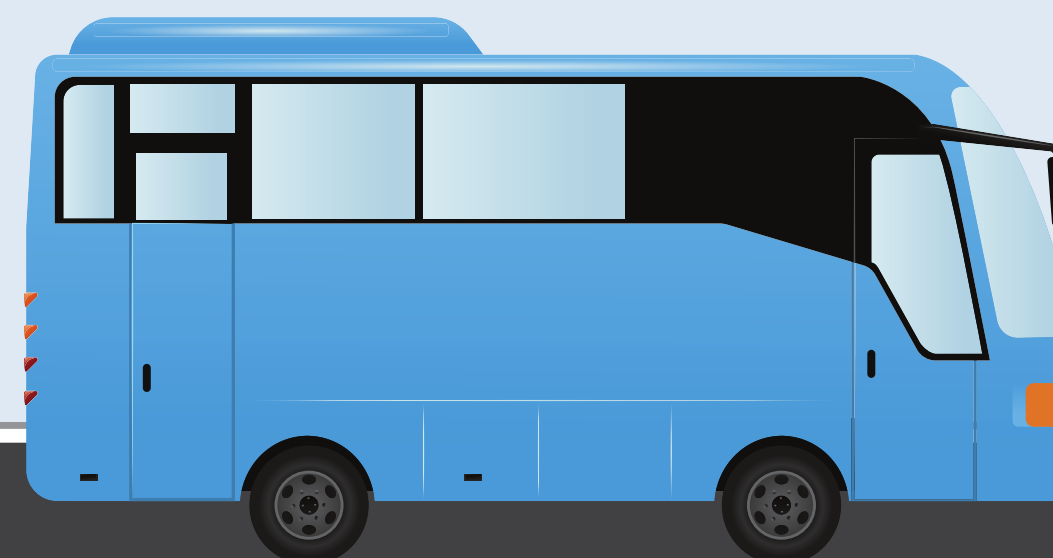
**5** EU project in sustainable mobility

**6** Bottom up procedure

**7** Co-creation activities

**8** Citizens Participation & initiative

**9** 100 Climate Neutral Cities



# About SMARTA 2



**SMARTA 2 – Demonstrators is a project funded by the European Union (EU) to test the benefits of shared mobility in rural areas. (2018- 2020)**

- 1. Support the set-up of cost-efficient and environmentally friendly first- or last-mile solutions, often in combination with incentives from public and private entities, in four rural areas - East Tyrol (AT), Trikala (GR), Águeda (PT) and Brasov (RO) - to address their respective mobility challenges.**
- 2. Gather evidence on the effectiveness of these solutions** to facilitate the adoption of smart solutions for mobility in other rural areas across Europe.
- 3. All interventions monitored and assessed in close cooperation with SMARTA.**
- 4. The two projects use a common evaluation framework to collect evidence** about the environmental footprint, cost-efficiency and effectiveness of the mobility solutions to be implemented.
- 5. Based on the data collected, SMARTA 2 developed a toolkit of recommendations and lessons learnt** to support the implementation of shared sustainable mobility solutions across rural areas in the EU.



### HOW TO USE CARPOOLING

THIS SECTION SHOULD DESCRIBE STEP-BY-STEP HOW SOMEONE CAN USE THE SERVICE, FOR EXAMPLE:

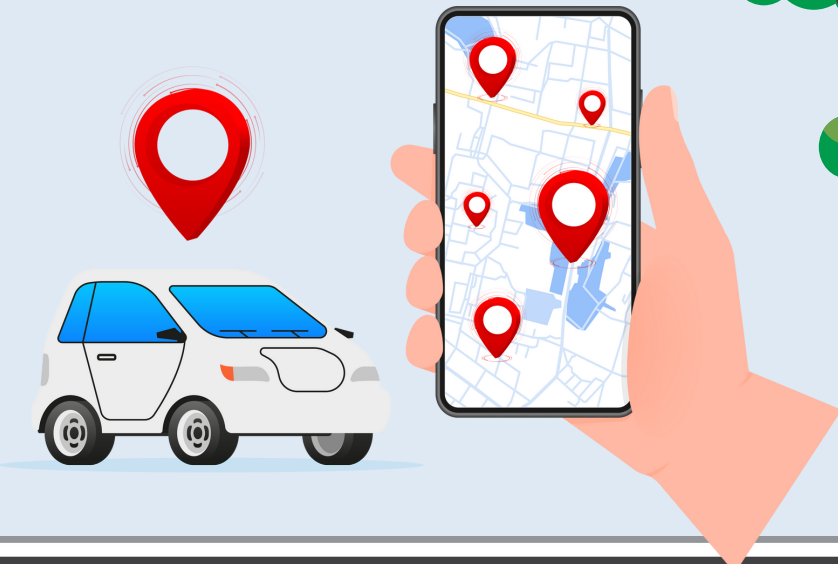
1. DOWNLOAD THE APP FROM GOOGLE PLAY AND SELECT FROM THE DASHBOARD THE TYPE OF SERVICE YOU WOULD LIKE TO USE.
2. VIEW REAL TIME INFORMATION FOR BUSES IN MEGALA KALYVIA AND MEGARCHI WITHOUT REGISTRATION.
3. SIGN UP TO USE THE REST OF THE SERVICES. THIS IS EASY AND IT TAKES LESS THAN 2 MINUTES.
4. THEN, SIMPLY CLICK ON THE SERVICE YOU WOULD LIKE TO USE, FILL IN THE REQUESTED INFORMATION AND CHECK ITS AVAILABILITY YOU ARE READY TO GO.

### SMARTA 2 - DEMONSTRATORS IN TRIKALA

### 5 REASONS WHY YOU SHOULD KEEP AN EYE ON SMARTA 2 - TRIKALA'S DEMONSTRATORS

1. Experience how carpooling interconnected with public transport can decrease CO<sub>2</sub> and traffic levels.
2. Discover how carpooling can improve the mobility of citizens, foster their independence and allow them to participate equally in all aspects of economic and social life.
3. Find out more about the SMARTA 2's participatory approaches and how you can create policies that correspond better to your local populations' needs, ambitions and aspirations.
4. Access the project's toolkit to learn more about the performance of the pilots along with lessons learnt, good practices, implementation challenges and mitigation strategies.
5. Weigh the evidence and make informed decisions to improve the mobility landscape of your area.

Under SMARTA 2, Trikala sets up a carpooling system, operated via an online application that allows users to check real-time public transport information along with available carpooling options to facilitate the connection between Megala Kalyvia, Megarchi and the city of Trikala. The application also includes an on-demand service to send requests for buses together with a booking system for other supporting services such as storage lockers, wheelchair scooters and bicycles, offered at the info point in Trikala's main square.



# SMARTA2 Trikala Pilot

## Problem

The problem in Trikala is that the **rural sites are underserved** by public transport. As a result, mobility largely depends on individual car use, with circa **50,000 car owners currently** being registered in the municipality.

- This has a negative impact on the environment
- Causes severe traffic congestion in the city centre, but also,
- Has a social impact. People who cannot afford or do not own a car cannot commute to the city centre and therefore they cannot access essential services such as healthcare facilities, supermarkets

## Solutions via an App

SMARTA 2 – Demonstrators assisted Trikala in setting-up **an online application** that allowed citizens **to access real-time public transport information** along with available carpooling options. The application also included a booking system for services such as storage lockers, wheelchair scooters or bicycles, offered in the city's main square info point



# SMARTA2 to facilitate the connection between Megala Kalyvia & Megarchi and the city's centre

## Service 01

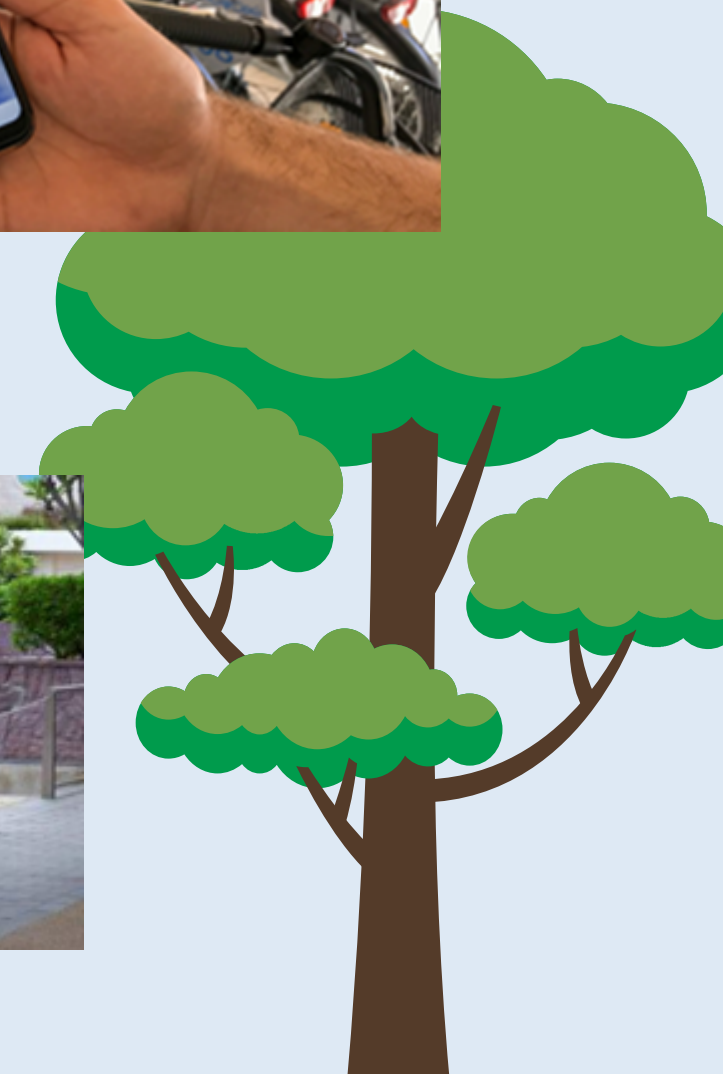
Real-time information about the estimated time of arrival of a city bus at a specific stop  
Recording of real needs for routes (on-demand service)

## Service 02

Creation of a new carpooling service.

## Service 03

Online reservations for the existing services of the Info Point in the Central Square a) bicycle, b) wheelchair scooter and c) lockers with a key for depositing items and possibility of extension to new services



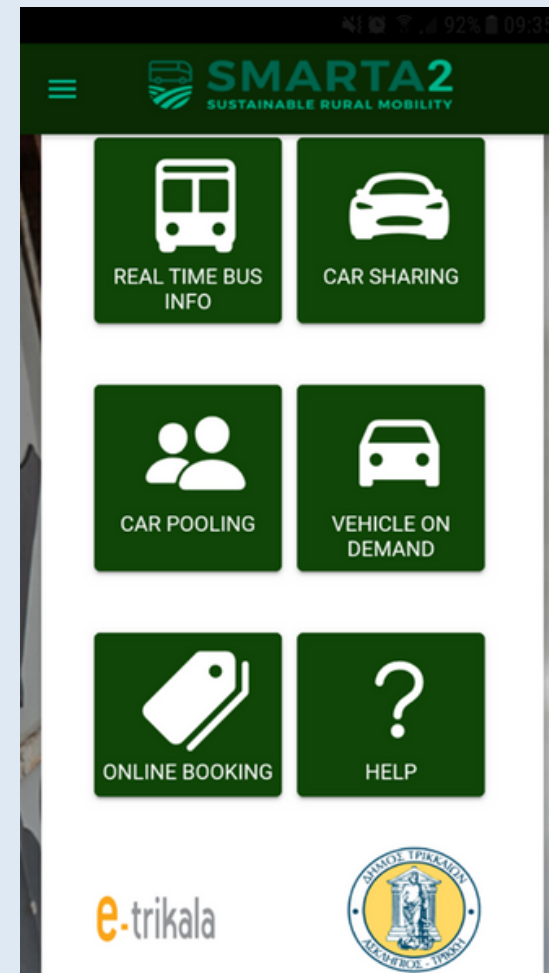
# On the Spotlight

## Strenghts

- User friendly app
- MaaS deployment
- Multimodal travel patterns and planning
- Available on Android and iOS
- Scalability of the App
- Data collection

## Opportunities

- Familiarization with multimodal transportation and shared mobility
- Expand operating segment (include more areas for the car-pooling service)
- New services embedment
- Integrating ticketing
- Nudging incentives for users
- Understand real demand / better future planning
- Funding incentive



# SMARTA 2 video

