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## Mobility Policy for Rural Areas



GOBIERNO  
DE ESPAÑA

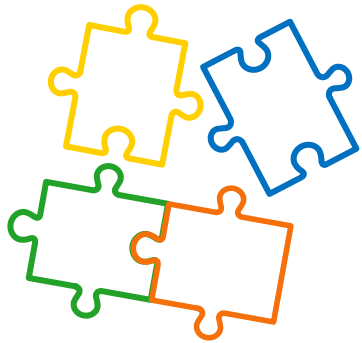
MINISTERIO  
DE TRANSPORTES, MOVILIDAD  
Y AGENDA URBANA

January 14, 2022



## 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

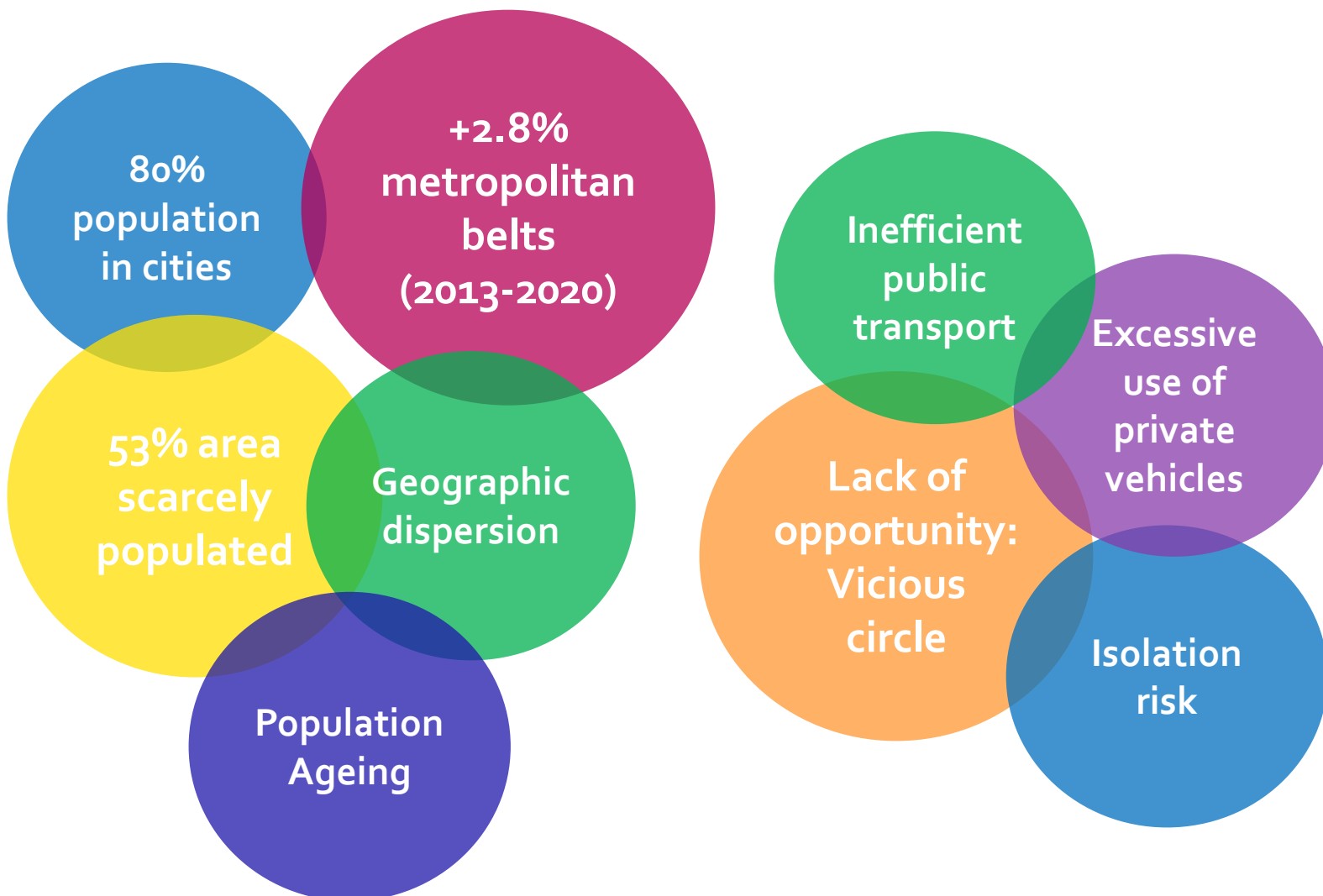


- 2030 horizon, 3-year assesment
- 9 Axes, +150 measures



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# Mobility in Rural Areas: Challenges & Solutions



## 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.



# Mobility in Rural Areas: Measures (1)



## Creation of Rural Mobility Working Group

- **Goals:**

- ✓ To promote **cooperation between public administrations** and **participation of the civil society** in rural mobility.
- ✓ To promote **information** collection, **exchange**, análisis, 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



### Generation of a System of Quality Indicators for Rural Mobility

- **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



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Thank you for your attention

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palonso@mitma.es