TRANSPORT ON DEMAND SERVICE IN VIDZEME PLANNING REGION

Urban Mobility Days 2020
Existing situation in Vidzeme region (Latvia)

- Low population density
  13 inhabitants/km²
- 58% live in rural areas, single homesteads
- Aging population
- Public transport subsidized (80%)
- Poor service → poor use
2 pilot areas – 2 different models

PILOT IN MAZSALACA COUNTY
Whole territory on any working day

PILOT IN ALŪKSNE COUNTY
Certain areas on concrete days

IMPLEMENTATION 11 months
21 October 2019 – 30 September 2020
Implementation of ToD service

➢ Mobility centre set up
➢ Software created (call management, route planning, database)
➢ Operators contracted
➢ Publicity (meetings with residents, local municipality, information in mass media)

How to receive the ToD service
#1 Mazsalaca county (whole area, any working day)

- 1835 passengers (68.5%)
- 1.9 passengers per trip
- 16.2 km average trip distance

#2 Alūksne county (concrete areas, specific day)

- 845 passengers (31.5%)
- 3.2 passengers per trip
- 30.5 km average trip distance

2680 passengers
24 000 km driven
ToD project conclusions

➢ Transport demand exists in rural areas
➢ ToD complements the existing public transport system
➢ Use of ToD is more efficient if certain restrictions applied
➢ More cost-effective solution compared to highly subsidized regular PT routes.
➢ Flexible service corresponds to the mobility needs
➢ ToD increases the number of PT users
Rural mobility challenges

How to

➢ Overcome conservative approach in PT planning
➢ Integrate local mobility solutions into PT system
➢ Improve collaboration between communities, municipalities and state institutions
➢ Create joint financing schemes
➢ Encourage to act
We strongly recommend building up the mobility solution together with its user in order to maintain regular local mobility.

Actively use marketing and public relations well in advance to reach and encourage every local inhabitant.

Evaluate the achievements, make improvements.
Do not forget

Wherever you live, you should have the same access to services

Dare to bring innovation to the transport sector!
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