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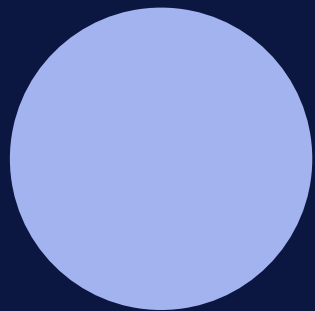Inspire Policy Making with Territorial Evidence

// Urban-rural connectivity in non-metropolitan regions (URRUC)
## Targeted Analysis

The URRUC project

Aims and scope

Improve urban-rural connectivity and accessibility in European non-metropolitan regions: recommendations for NMR and for the EU territorial agenda post-2020
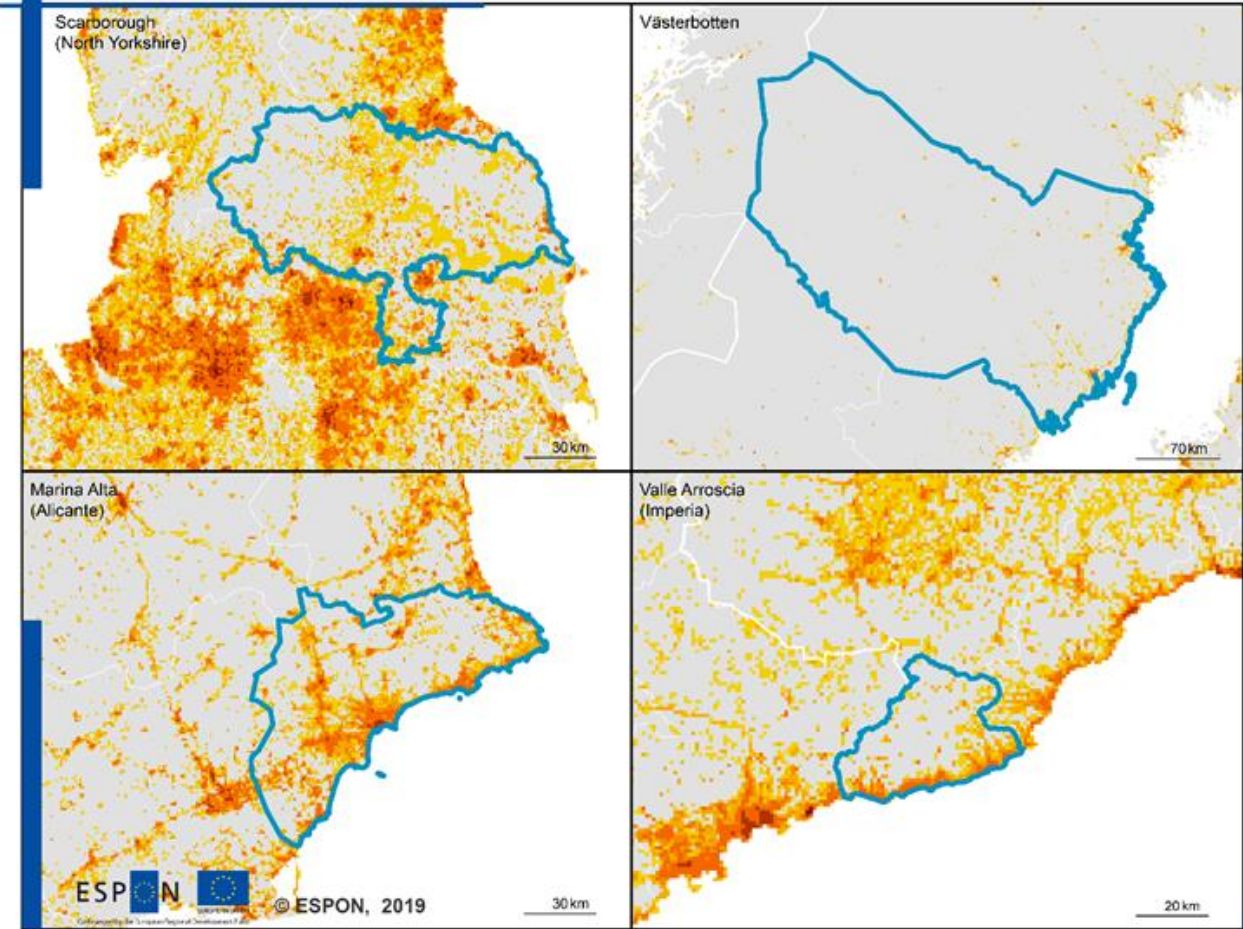
- Four case studies
  - Scarborough Borough Council, UK (lead stakeholder)
  - Marina Alta, Spain
  - Regione Liguria (Province of Imperia, Valle Arroscia), Italy
  - Västerbotten County, Sweden
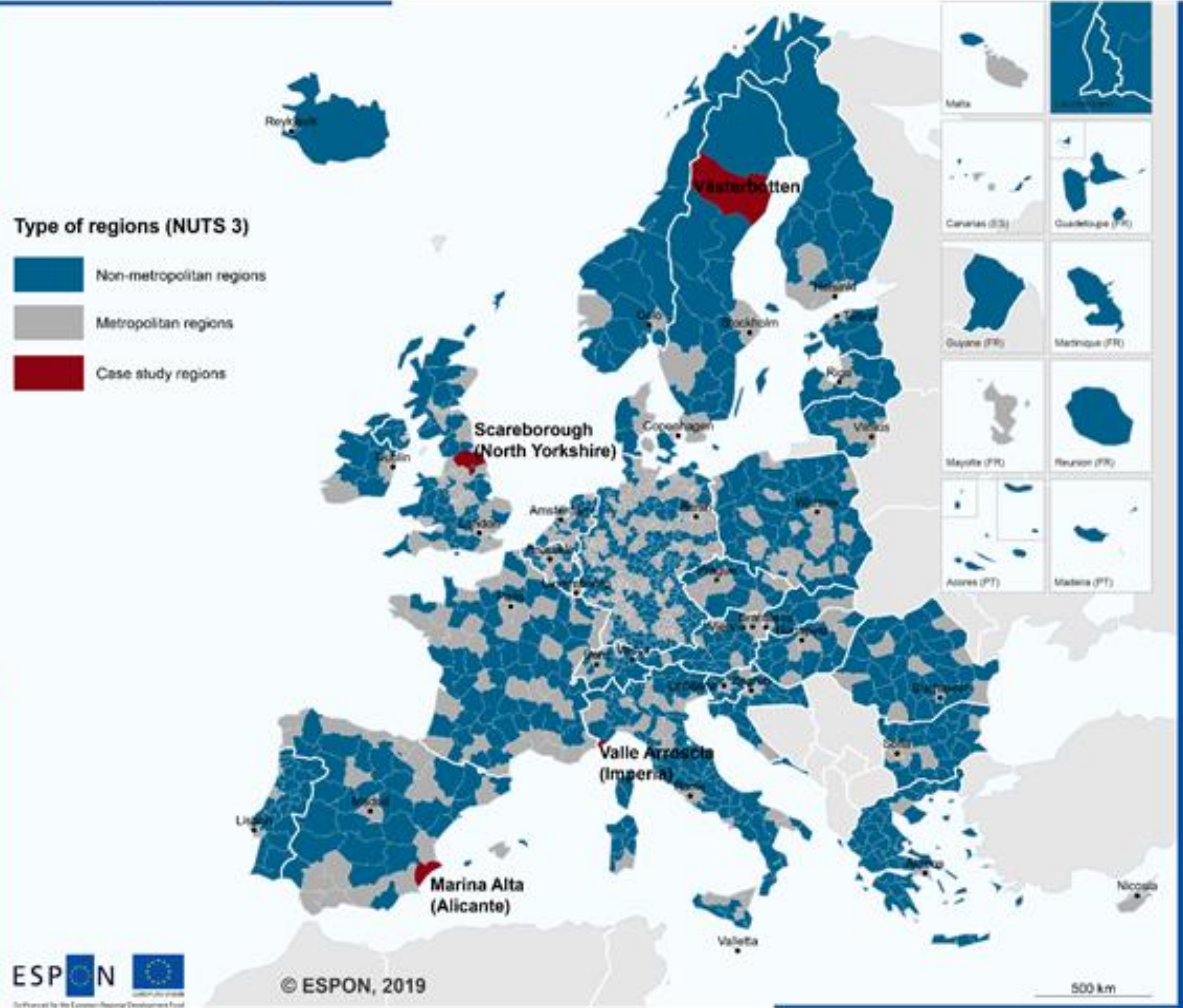
Case study areas

Accessibility in non-metropolitan rural areas

- Smart, sustainable and inclusive growth: a challenge

- Scattered demand, inadequate offer → scarce accessibility

- Social inequality, territorial assignment

- Reduce the need to travel?

- Improve physical connectivity?

- Demand Responsive Transport: the panacea?

- A shift of perspective

Enlarging the perspective

- Three interrelated levels
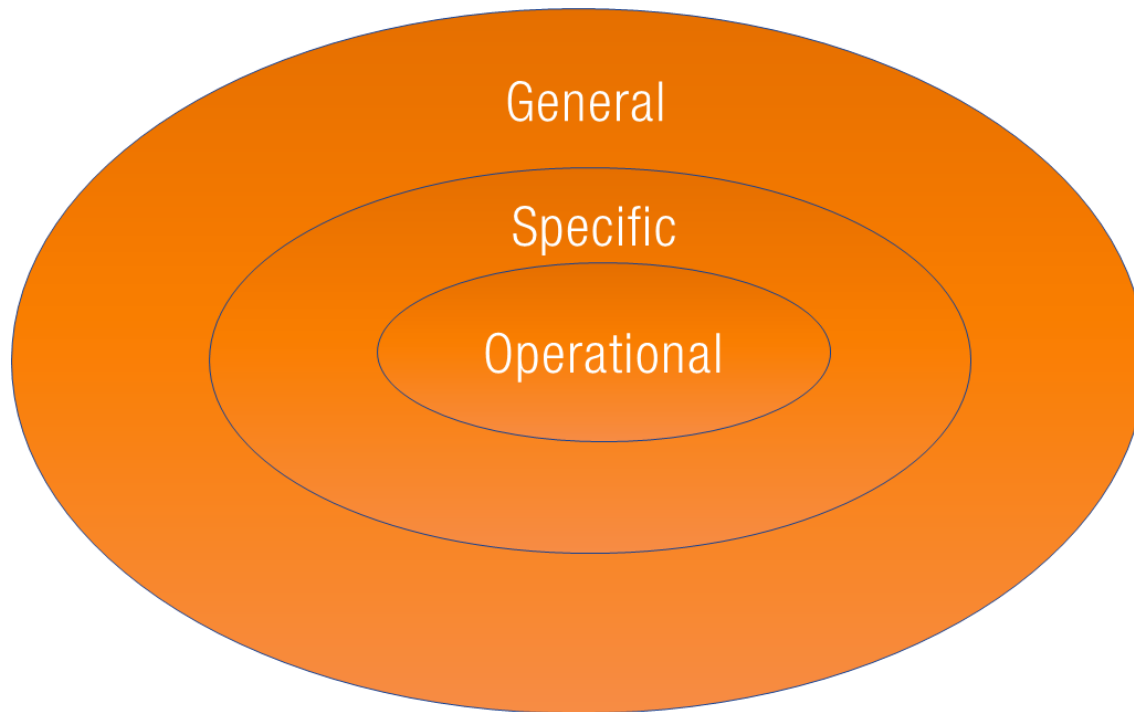
- Top-down / bottom-up
- Inductive / deductive
- Policy recommendations:
  - Case studies;
  - Non-metropolitan regions;
  - European Union

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Recommendations

Priority	Complexity	Deliverability

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LEGEND

-high	Medium-low	Low
-low	Medium-high	High
-high	Medium-low	Low

Recommendations for European NMR

Operational

- **Alternatives to private automobility:** feeder; bus on demand; taxi – shared taxicabs; social transport; car and ride sharing; service delivery

- **Non-material and cross-cutting actions:** digital platforms; mobility management; dematerialization of services

- **Structural interventions:** road/rail extension; intermodal parking facilities; integrated multimodal ticketing; integrated passenger transport

Recommendations for European NMR

Specific

- Understand users' needs: key priorities, resource allocation, latent demand

- Strengthen a public transport friendly culture: issues making it scarcely appealing

- Promote mixed use of public transport services: user groups; passenger and freight

- Strengthen local skills: capacity for dialogue, roles, dependence on external consultants

- More funds for transport and accessibility: targeting and integration

Recommendations for European NMR

General

- Governance: horizontal and vertical; permanent working groups

- Flexibility: rules and procedures, administrative borders

- Compact urban development: land take and dispersed settlements

- Reverse marginalisation: new flows, existing population/workplaces, core services

- Bridge the digital divide: physical and social barriers to digitalisation

Recommendations for EU territorial agenda post-2020

- Rural connectivity as a value: from local cost-driven, market-led to wider territorial value-oriented approach

- Enlarge the perspective: not only a matter of transport provision

- Rural accessibility focused programme / axis in EU structural funds

- Monitor, systematize and share the effects of realized projects

- Place-based approach, multilevel governance

- Integration of funds: integrated territorial investments, CLLD

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// **Thank you**

Elisabetta Vitale Brovarone, Politecnico di Torino

This presentation will be made available at: www.espon.eu/Helsinki-2019