

MAMBA

GoA 2.5.

2nd Transnational meeting, Joensuu, Finland. 22 March, 2018

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Aims of mobility in MAMBA

Socialization, interrelations (*excursions, events, trade events etc., open air dance, visit to cemetery*)

Mobility to work

Mobility to services

Lifelong learning

Temporary labour

Youth mobility

Recreation, tourism

Our vision is that mobility for all four aims must be an effective according expenditures and achieving of defined mobility aims.

Effectiveness instead of profitability.

The goal is to achieve mobility aims with less expenditures.

TRANSPORT CONTRIBUTION IN RURAL ECONOMY

Sectoral approach: Expenditures of transport in direct way

focus on efficiency of transport sector

Integral approach: View of transport influence on place economy

integrated approach to rural development

significant for public transport

Milada Šťastná, Antonín Vaishar (2016), The relationship between public transport and the progressive development of rural areas,

Hilde Meersman, Marzieh Nazemzadeh (2016), The contribution of transport infrastructure to economic activity: The case of Belgium

GoA 2.5. Integral approach

GoA 2.7. Sectoral approach

MAMBA

Pilot study in March

Meeting with stakeholders in municipality in February
Interview in other municipality: ToD
Elaboration of questionnaire for local people
Conducted interviews in March
TV followed to our activity on 1st day

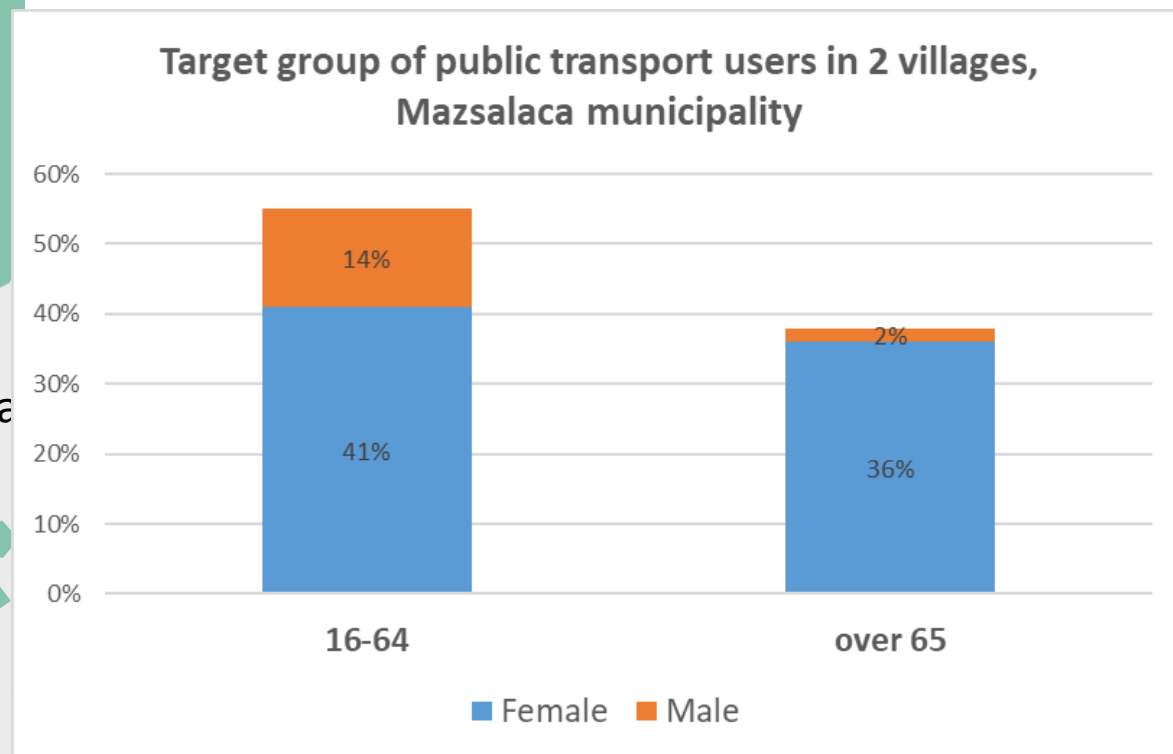
QUESTIONNAIRE

10 Questions

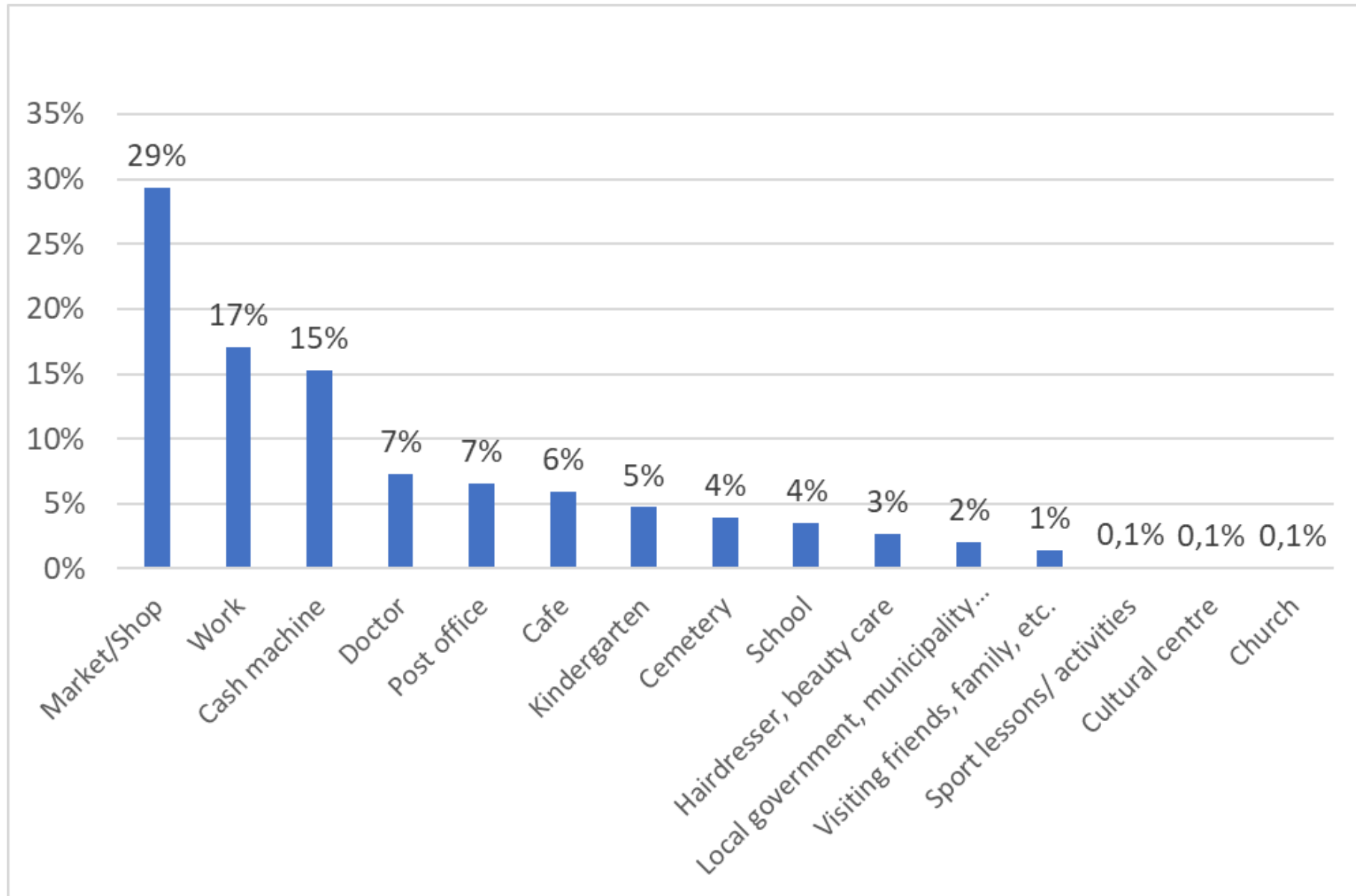
Profile of respondents



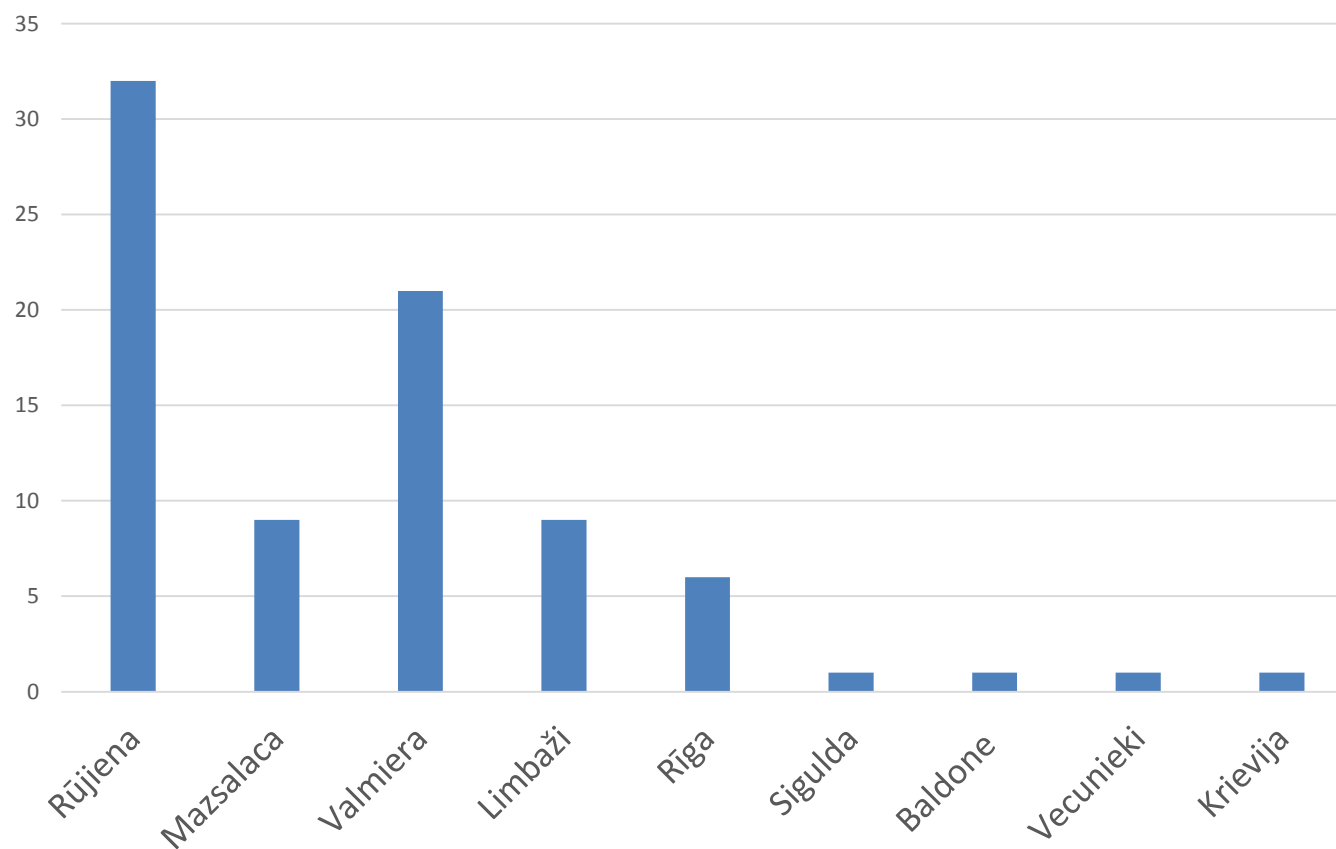
DEEP INTERVIEWS n=42 Habit is non-mobility



Purpose of a visit to the town of Mazsalaca per year



Where would you like to go in the next two weeks?





REQUIRED INFORMATION FROM PROPOSED PILOTS

How many customers receive the service by the service provider within one year, within one month?

How many kilometers are driven on average for providing the service to one customer?

Draw the transport route on the map! (It is very important!)

Describe the customer profile in % (ages up to 15, 16-64, 65 and over, gender)!

Is the service seasonal? If yes, during which season is the service most demanded?

Is the availability of your service limited by road infrastructure ??

CRUCIAL QUESTIONS

What are the biggest economic risks for the provision / realization of your service? (e.g., Decrease in the number of customers, directives, subsidies, etc.)

Who benefits from the provision of this service?

How do you work with other service providers?

Why is this service better than other similar services?

Do the provider and the customer of the service live in the countryside?

Does the service increase the number of workplaces in the countryside?

PROS

CONS



Mobility as social service till service provider (hospital etc.)

+

- ✓ Mobility exists
- ✓ Simplified calculations of costs
- ✓ Co-financing (only for non-social target groups)
- ✓ Social budget in FI; SE

-

- ✓ Local municipality don't want to use their budget for such services
- ✓ Complicated if need to allocate driver as separate unit
- ✓ Local municipality don't want to take such function (keep cars etc.) if it is not directly mentioned in legislation

Car sharing (social media Facebook)

+

- ✓ In time
- ✓ Communication is very effective
- ✓ Cheaper as public transport ticket
- ✓ Reduction of pollution
- ✓ Socialization for community

-

- ✓ Less passengers in public transport (less income, higher subsidies)
- ✓ Limitation for using if you are not in social media

Car sharing on private level (by calling to friends, neighbors etc.)

+

- ✓ Cheaper as public transport ticket
- ✓ Opportunity to reach public transport station or highway
- ✓ Strengthening of socialization
- ✓ Self-organization
- ✓ Ability to solve problems

-

- ✓ Less passengers in public transport (less income, higher subsidies)
- ✓ Public transport is not filling function for population who lives in sparsely populated areas
- ✓ To loose quality of road maintenance

School bus

+

Regular schedule

Responsiveness of locals

Solves mobility problem in rural area

-

Limitation of seasonality

Community car

+

**Reachable
Self-responsibility**

-

Maintenance

Service to people

+

To use the same car (service) in many places in country or in region

Opportunity to buy products (small scale business)

Library service

Social service (shower, dentist, mammography, blood stock etc.)

-

Products are more expensive
Don't solve communication problems with other people

Socializing trips for seniors

+

Subsidies from local
municipality once per year
Organized by senior clubs or
groups

-

Transport on demand (booking in on-line) between villages

+

Less cost

-

Public transport

+

- ✓ Regular schedule
- ✓ Relatively cheap from customer perspective
- ✓ Roads are well maintenance where is going public transport

-

- ✓ High subsidies
- ✓ Non-effective in many routes (small number of users)
- ✓ People can not go to events which are happening in late afternoons

FOR PILOTS

Is the pilot achieved with less costs to provide mobility and accessibility of services:

Socialization, interrelations

Mobility to work

Mobility to services

Lifelong learning ?

Is there open market for competition?

Is this mobility less subsidised from government, state?

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SECTORIAL APPROACH

The purpose of this research is to establish a joint methodology and common indicators for the **evaluation of the cost - effectiveness of the newly established Mobility Centres in the partner regions.**

Costs can be defined in economic and financial terms

Monetary or financial costs

Economic or opportunity costs

“Accounting” types of costs

“Shadow” prices

Generally, we can expect to find three **major categories of costs**:

- costs related to **human resources** and their time (personnel)
- costs of **equipment or capital** (machine)
- costs of resources that are **frequently replenished** (materials and supplies).

Activity-based costing (ABC)

- To identify activities and assign the costs for each service
- It uses activities **to trace indirect costs** while traditional systems of costs calculation treat indirect costs as a homogenous lump to be allocated to products or services, such as
 - **insurance,**
 - **technical inspection,**
 - **drivers salary if he/she is employed in various services.**

(A.Baykasoğlu, V.Kaplanoğlu, 2008; Bokor, Z., 2012; Zoltán Bokor, Rita Markovits-Somogyi, 2014).

COST ANALYSIS

Begins with a concise definition of objectives (why)

Includes a statement of who is interested in the analysis, its scope (who, where)

States what is needed/relevant to be measured (what)

Describes how the analysis will be conducted (how).

IMPLEMENTATION STAGES OF GoA 2.7.

Phase 1 of the GoA 2.7 will be based on the desk research, including both academic literature and other relevant sources, such as project reports on the issue.

In Phase 2, the specification of suitable indicators for measurement of economic success and cost-effectiveness will be created.

Phase 3 will include to choose cost model, to calculate the cost, to calculate the economic profitability and to validate the results.

Phase 4 will include to describe the evaluation methodology used by the project partnership to assess the performance and cost -effectiveness of the Mobility Centre and a comparative analysis of the evaluation results in the different partner regions.

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