



TRANSPORT
RESEARCH
ARENA
BUDAPEST

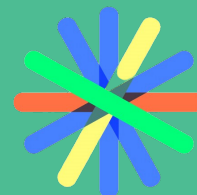
18-21/05/26

Multimodal mobility services for passengers and goods in suburban and rural areas

The passengers'
perspective

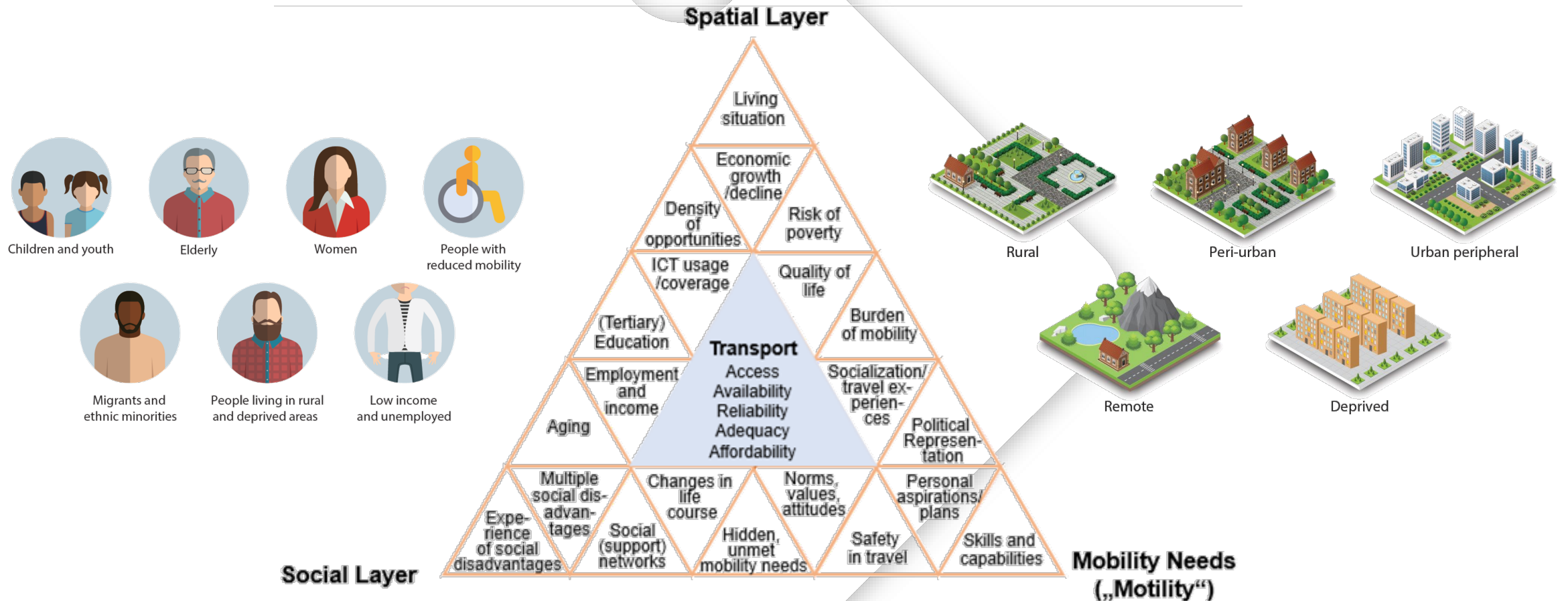
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20/05/2026








European
Passengers'
Federation

Analysis of mobility needs



Source: © HiReach project

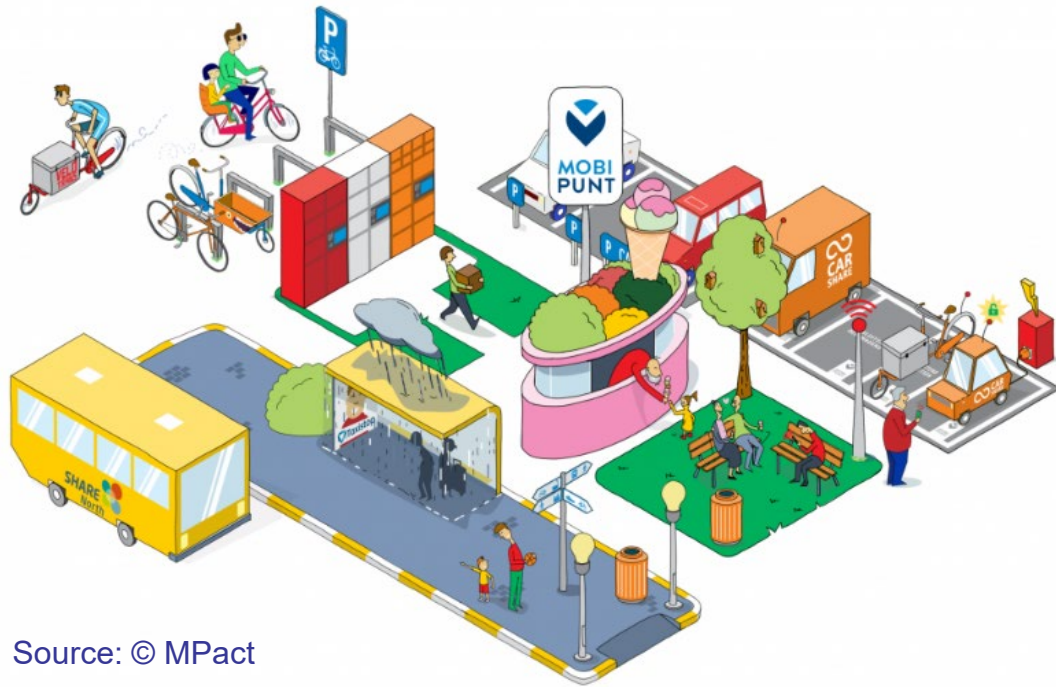
Mobility = a social right

<p>↓</p> <p>Availability:</p> <p>No suitable transport option available</p> 	<p>↓</p> <p>Accessibility:</p> <p>Transport options do not reach destinations and opportunities</p> 	<p>↓</p> <p>Affordability:</p> <p>High cost burden</p> 	<p>↓</p> <p>Time budget:</p> <p>Excessive amount of time in travel</p> 	<p>↓</p> <p>Adequacy:</p> <p>Travel conditions are dangerous, unsafe or unhealthy for the individual.</p> 
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Source: © HiReach project



Make Multimodal Mobility Work for People – also outside cities



Source: © MPact

- Availability, accessibility, affordability
 - Mind the digital gap
 - “Low demand” or system design failure?
 - Potential or effective access?
 - A cost or an investment?
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- System thinking rather than siloed planning
 - Work together — and think outside the box

Thank you!

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