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**STRAPPOO**

**PRESENTATION 4 MAY 2016**

# 1) Val Nervia

In the area of **Val Nervia, Liguria**, as in many similar mountainous regions of Italia and Europe, people have problems with mobility.

Frequently the only public transport is busses (or regional trains) which run only few times a day and often not at all on weekends.

Instead, there is a consistent traffic flow of private cars - all using the same main road - the majority of which are just transporting the driver or else are half empty.

## **2) 'Strappoo' in Val Nervia**

In order to meet the needs of such a typically rural area with still limited use of mobile technology, we are trying to integrate alternative and complementary solutions to a digital application, without compromising security and easy use.

The solution we are testing is based on three elements:

- 1. a led lamp to assure recognition**
- 2. pre-designed areas to stop the car with 'Strappoo'-sign posts**
- 3. a touch screen monitor at a central point in each municipality**

### 3) How can the system be made to work?

In order for the system to function, it has to be **simple, practical and easily** to be used by anyone:

- usable also for those who don't have a smart phone or want a ride in areas where there is no mobile connection
- save (drivers and passengers will be registered via there inscription)
- quickly to be visually recognised

## 4) What do the users have to do?

Drivers as well as passengers:

- a) Have to pay an **enrolment fee**. In exchange they receive a kit with a green led lamp (to be used by both the driver and the passenger in order to recognise each other)
- b) Receive a **membership card** with an identification number, shown before the beginning of each ride
- c) Can load the **Strappo app**, which allows instant information about the existing ride offers
- d) Drivers who have a car with coupling device can purchase together with the kid a **foldable bike carrier for bikers** who would like to do part of their trip by car. This service will be charged extra

## 5) What do the municipalities have to do?

The local authorities have to designate areas where cars can stop and put up sign posts.

- a) In a **central point** of the village a monitor shows the positions of the cars who are offering to take someone. The monitor has a triple function:
  - Inform people who are waiting for a ride
  - publicize and promote the system
  - inform about the activities and different services in the municipality
- b) The municipalities have to organise a **sales point** where people can enrol & receive membership cards

## 6) Conclusions (1/2)

The mayors of the villages in Val Nervia have shown great interest in this pilot project:

1. 'Strappoo' contributes to **reduce traffic** through a service built on solidarity and respect for the environment - to the advantage of everyone
2. The **combination** of visual and digital elements can achieve the critical mass which is needed for the system to operate successfully and thus guarantee a constant flow of passages during the whole day
3. It can be used with and without **internet**

## 6) Conclusions (2/2)

The mayors of the villages in Val Nervia have shown great interest in this pilot project:

4. It can be **combined with public transport** at limited costs for the municipalities
5. It helps to make the rural space more attractive and to **combat rural exodus**
6. Many areas in **Europe** present a similar topology and similar problems as Val Nervia

Please watch the short video of the practical demonstration