



A Program to Accelerate Bottom-up Transport Innovation

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Our team



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As we move outside the urban centers of Finland, it gets harder and harder to provide public transportation to meet the diverse needs of the people.



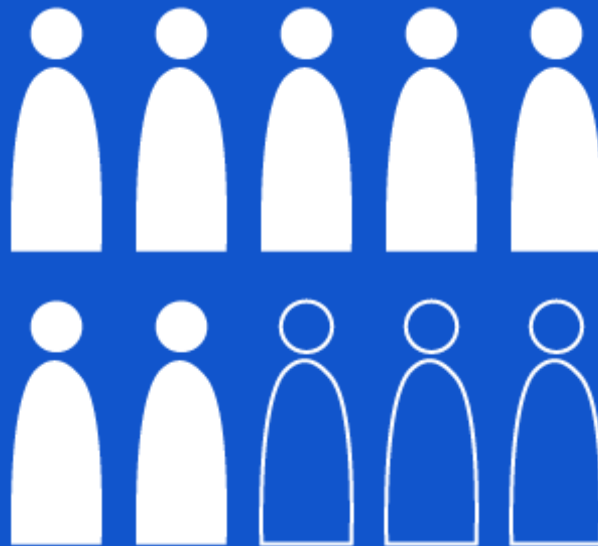
73%

of people in rural Finland
describe public transportation
services as **bad**

That is

7/10

people in rural areas



That is

1.2 million



unhappy people

7/10

people in rural
areas



Describe public transportation services as **bad**

1/10

people in the
capital area



Our research

74

Interviews

85

Survey
Respondents

1

Workshop

7

Field Trips

3,173

Passenger
km
Travelled

138

Research
Articles
Read

1,627

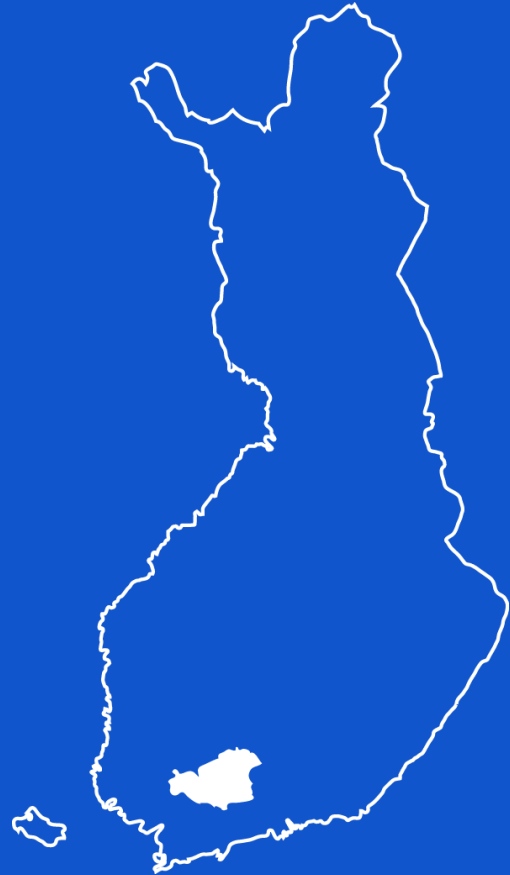
Post its

349

Photos

80%

of respondents from rural areas
around Hämeenlinna describe
public transportation as
not an option





“In my village, there is no public transit option to commute to work.”

“I guess we’re
lucky to have the
bus at all, but it’s
unmanageable.”





“There is no safe place to walk or ride my bike.”

Public transport cannot possibly meet
the needs of all rural citizens...

but

what about bottom-up solutions from
the citizens themselves?



What are

bottom-up solutions?





Tikkala

Village ride sharing with
WhatsApp





Vuolenkoski
Village Association
crowdsourced sidewalk



Janakkala

Residents flag the bus down
from safe and convenient
locations





Tervakoski

Village Association planned their
own village bus

Bottom-up solutions are...

Local tailored solutions

Built on trust & social networks

Entirely driven by the people

Supported by village associations



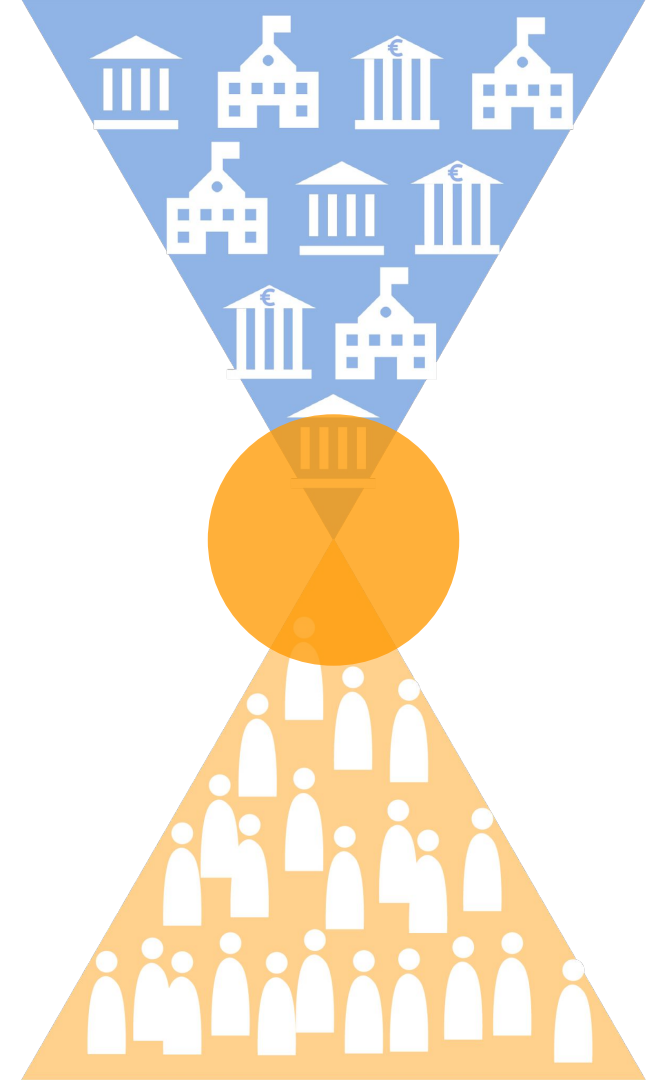
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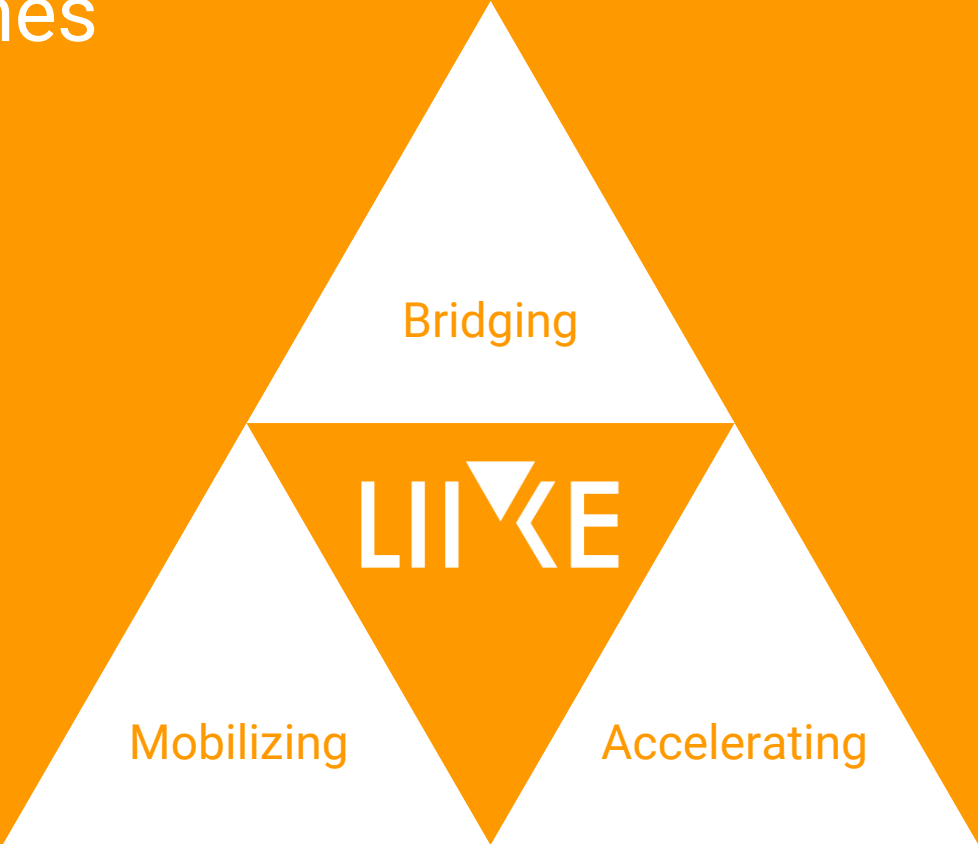
How do we mobilize more citizens to create local bottom-up transport solutions?



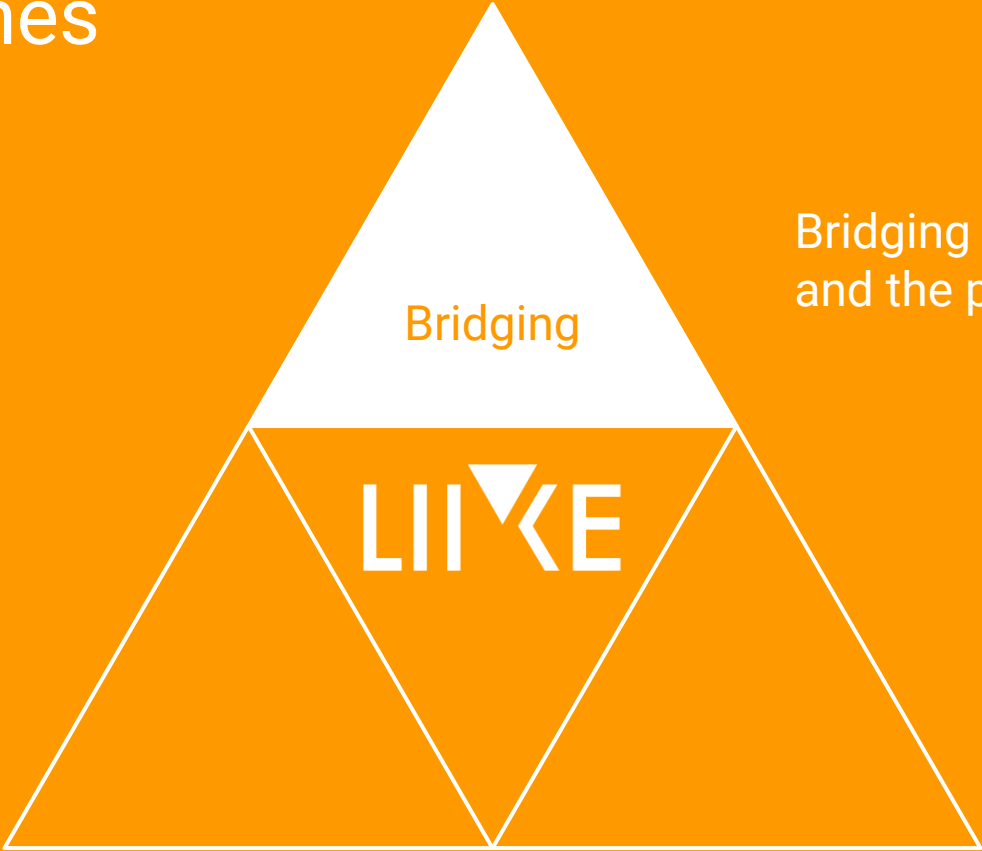


A Program to Accelerate
Bottom-up Transport Innovation

Cornerstones

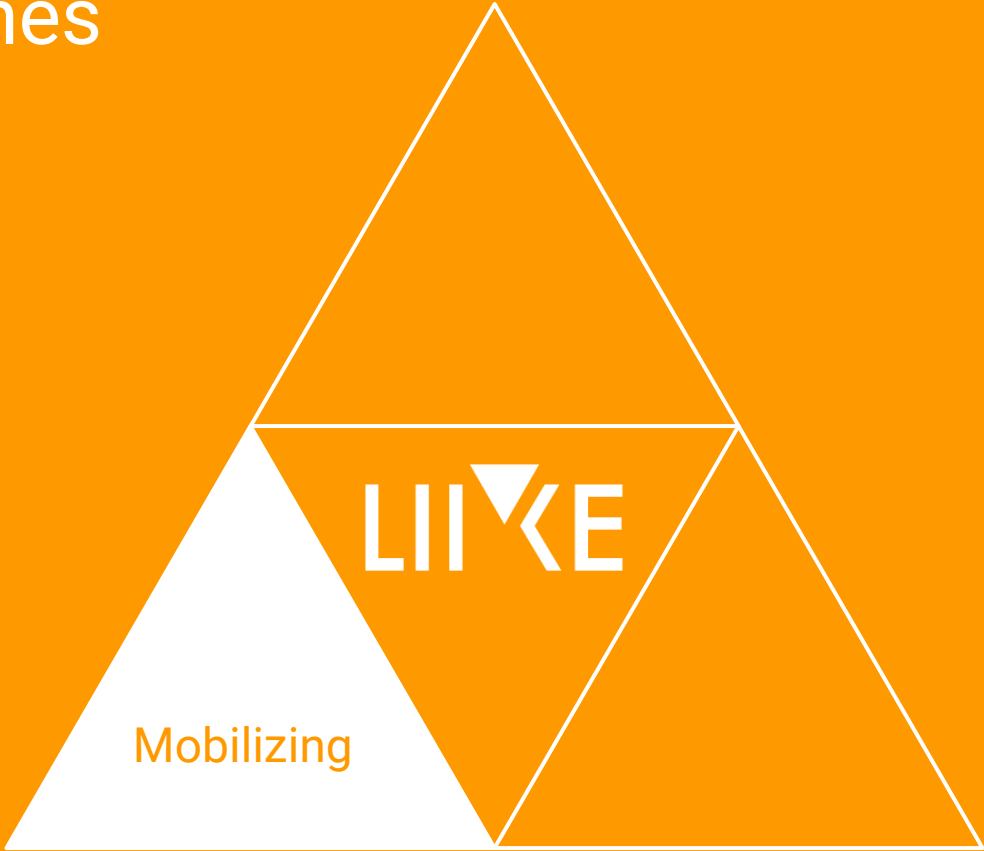


Cornerstones



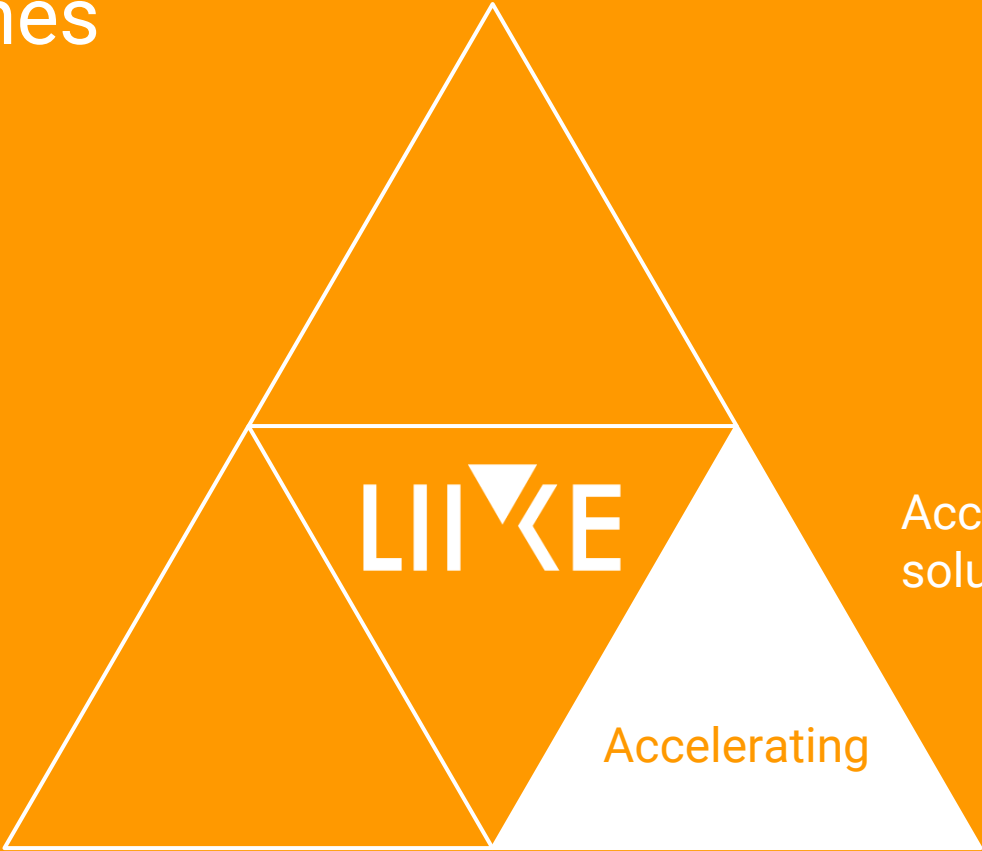
Bridging the public sector
and the people

Cornerstones



Mobilizing public-private-people partnerships

Cornerstones



Accelerating local solutions

Accelerating

Local Mobility Advocates



Village associations

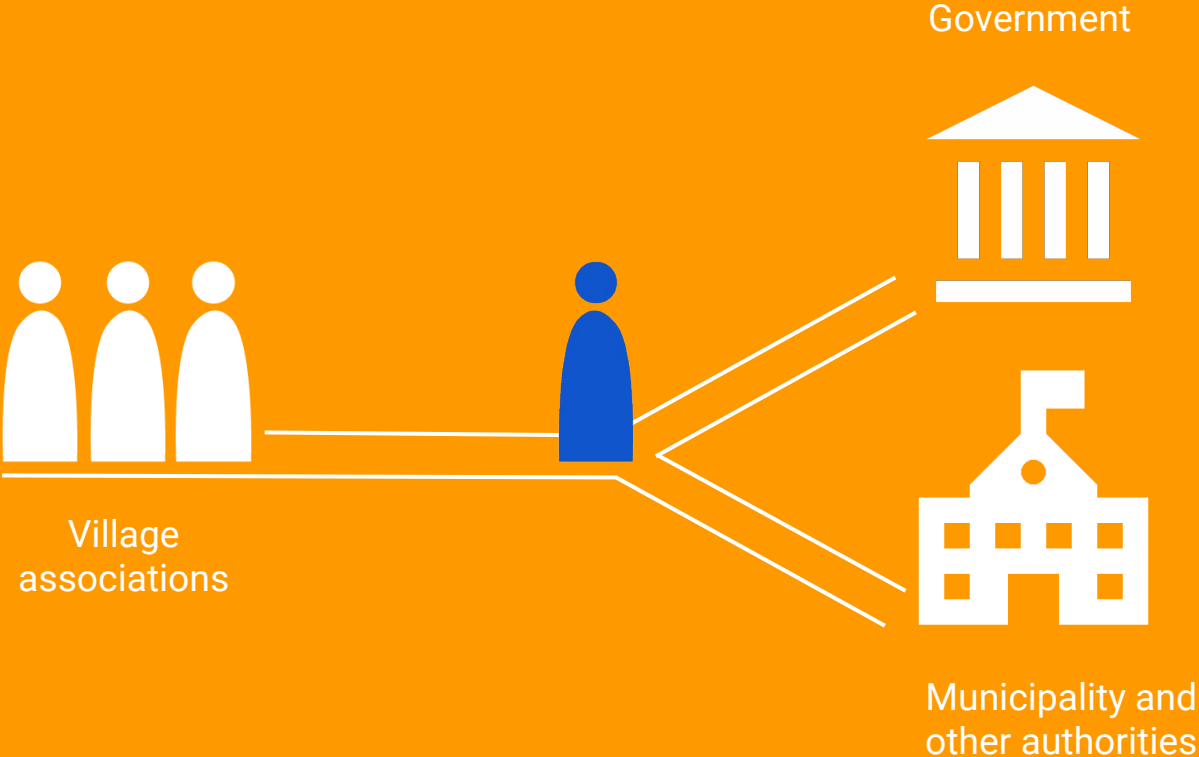


Government



Municipality and other authorities

Local Mobility Advocates



Toolkit



Collaboration



Innovation



Regulation



Coordination

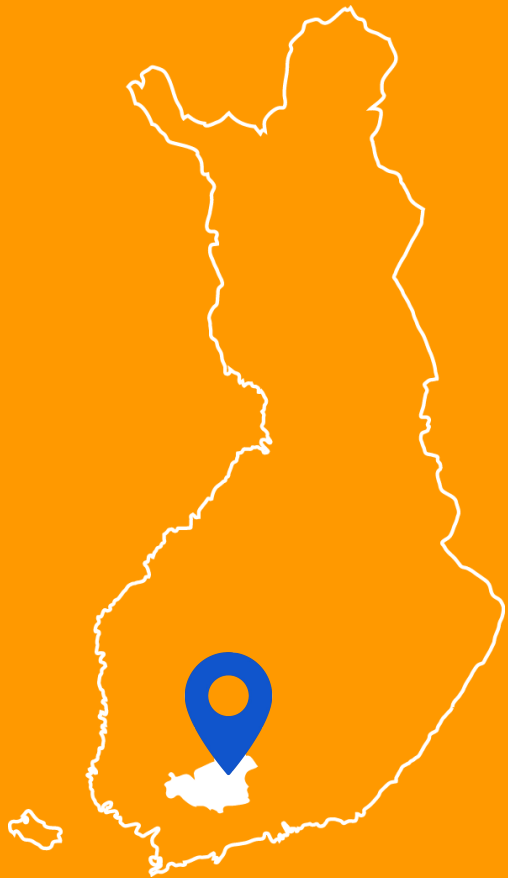


Communication



Funding

LIUKE



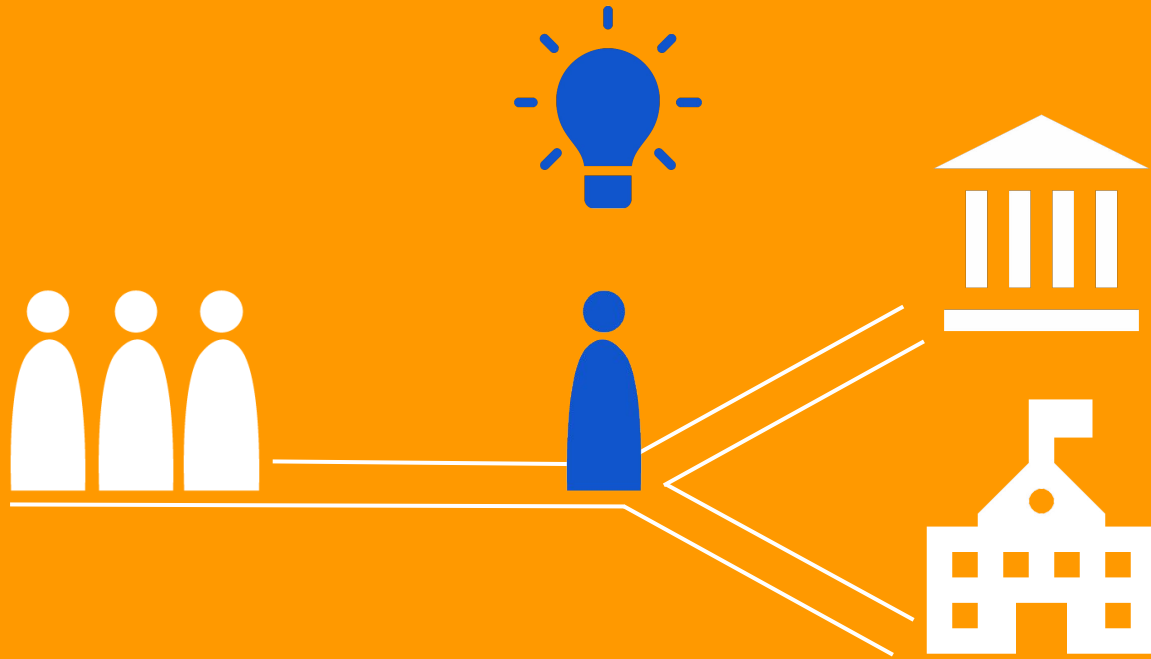
Communication



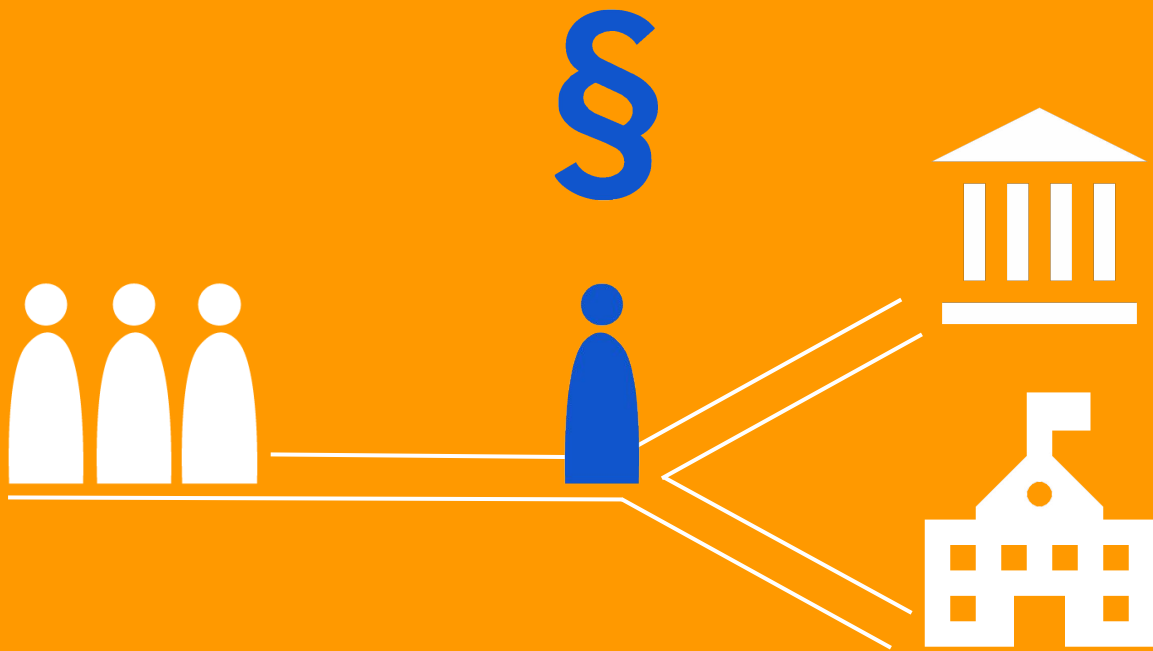
Collaboration



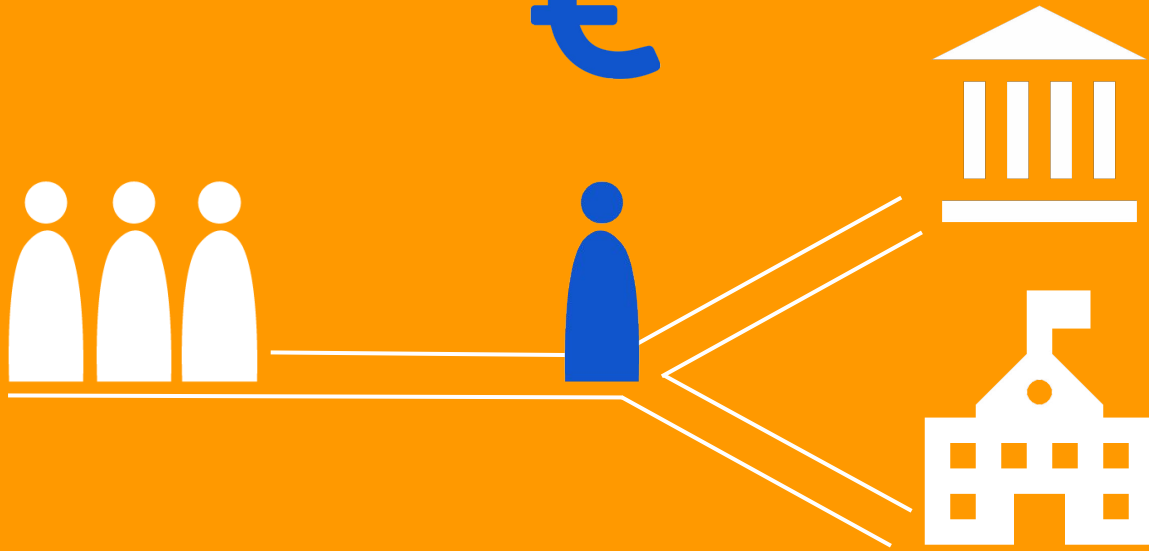
Innovation



Regulation



Funding



Coordination





Outcome

Village Association planned their own school transport



Existing Opportunities for Accelerating Local Solutions:

- Building bike paths and sidewalks
- Constructing bus shelters
- Utilizing parking space for “Park & Rides”
- Initiating village buses
- Rethinking school bus and taxi use
- Enabling tax incentives for carpooling
- Employing ridesharing networks





The only way to provide effective public transport services in rural Finland is by involving the people.

Where do
we start?



What **LIIKE** needs

Sponsorship

Pilot

Instruments:

Legislative support
Enabling experimentation
Tax incentives

Roadmap

2016



Tooling

2017



Pilot in Kanta-
Häme Region

2018



Evaluate

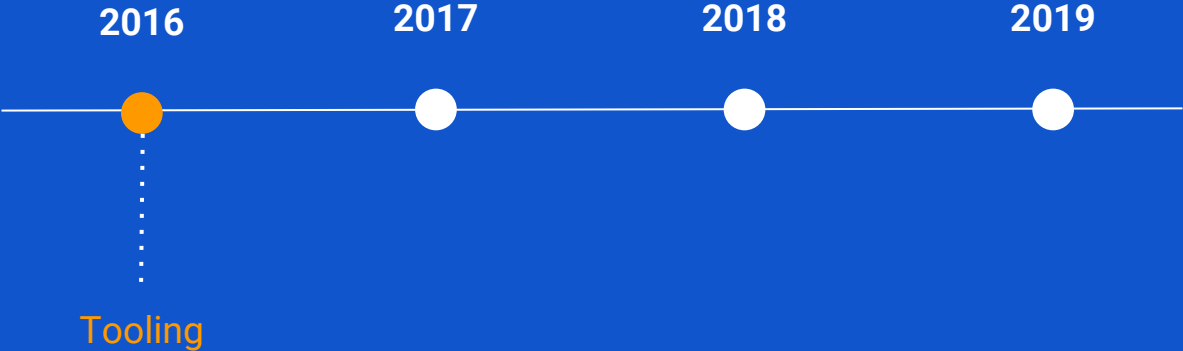
2019



Scale
Nationwide



Roadmap



Roadmap

2016



2017

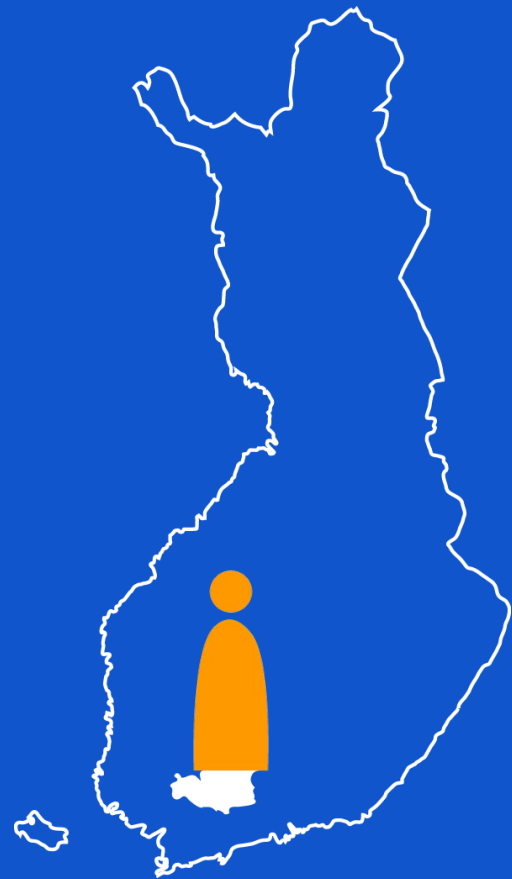


Pilot in Kanta-
Häme
Region

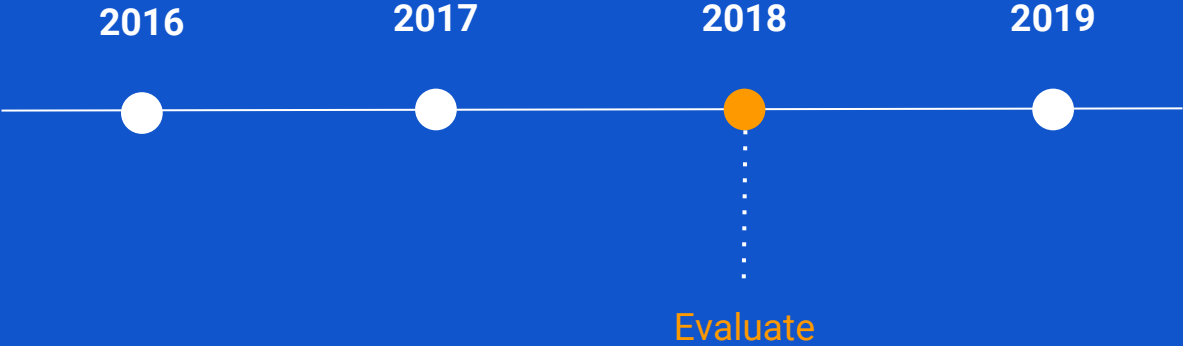
2018



2019



Roadmap



Roadmap

2016

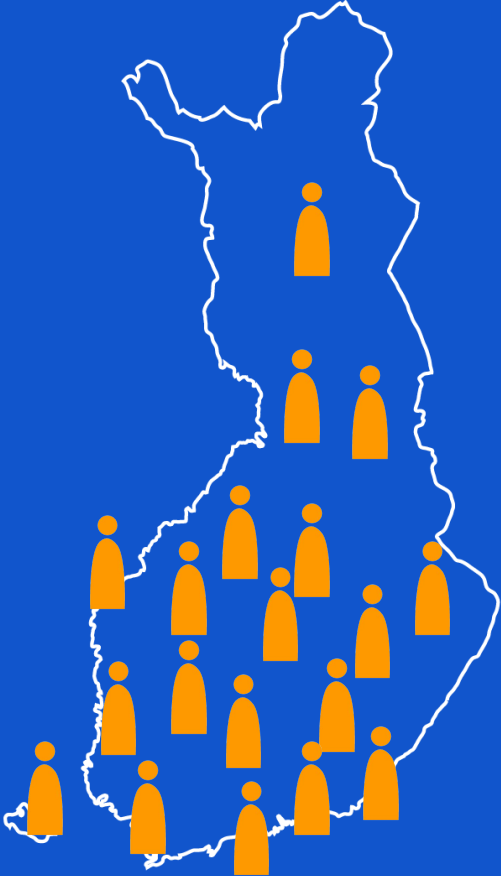
2017

2018

2019



Scale
Nationwide



In 2013, the public sector spent

over € 1 Billion

on transportation costs.



Empowering citizens to be a part of the solution

Strengthening rural transport

Uniting the government and people

Fostering a culture of collaboration

Cultivating experimentation at a grassroots level

