



NR.	SECTION	DESCRIPTION
0	Photographs	
1.	Title of the practice	Rural Taxi Castellon (P1)
2.	Precise theme/issue tackled by the practice	Insufficient public transport supply in rural areas of the province of Castellon. Disadvantaged population groups: Elderly people, disabled people, young people and business people.
3.	Objectives of the practice	Providing public transport service in rural areas of the province of Castellon and adapted for people with reduced mobility.
4.	Location	<ul style="list-style-type: none"> - Country: Spain - Region, district or county: Castellon Province - Population: 604,344 inhabitants - Area: 6,632 km² - Population density: 91.12 ppl/km² 
5.	Detailed description of the practice	<p><u>Origin:</u></p> <p>The promoter of this idea has been guided and motivated by the Revitalization Plan for Valencia. The promoter observes that all the rural locations of the province of Castellon are inhabited by older people with needs such as traveling to the capital or other municipalities.</p> <p>Currently, there is a lack of accessible public transport for disabled and older people with reduced mobility. In addition, the public transport service is also necessary for adults, young people and school children to integrate in the society.</p> <p><u>Timescale:</u></p> <ul style="list-style-type: none"> • Start of activity: 2008 • Location: La Puebla de Tornesa (Castellon) • Company slogan: Movement and mobility a right and a pleasure. • 24 H Service: Saturdays, Sundays and public holidays. • Vehicle with a professional driver. Maximum capacity of eight people.

Bodies involved/implementation:

Organize by: This service is offered by the company Ruraltaxi. Cooperation agreements have also been signed with municipalities, entities (SAUJI) and some associations of disabled people (ADEC, ACUDIM).

Aimed at: General public with difficulty getting around in rural areas.

Process and detailed content of the practice:

The Company collects information about the data concerning demographic studies performed on the population. Later, the company produces a feasibility project and a detailed breakdown of the total cost.

The company also prepares a marketing plan and services to be offered (website, brochures, newspapers, radio, television...). Moreover, agreements are established with associations, municipalities and institutions.

Ruraltaxi studies a way to fully finance the implementation of the project. The service provided by the company is passenger transport. The service is provided and priced according to the kilometres travelled. Furthermore, Ruraltaxi is considering the possibility of creating a transport voucher for short journeys.

Legal framework:

Two elements are required to provide this service:

- A taxi license.
- A change in the configuration of the vehicle to make it adapted.

In addition, the company policy is guided by: Revitalization Plan of the Generalitat Valenciana to promote balance, cohesion and territorial development.

Financial framework:

The company has its own financing to address the initial investment and the costs during the service.

There is sufficient guarantee of income obtained by agencies, public and private entities, as well as companies or individuals.

MONTHLY EXPENSES	
Description	Amount
Personnel costs (salary + social security)	1.600 €
Freelance	300 €
Vehicle insurance	200 €
Vehicle fuel	500 €
Vehicle maintenance	250 €
Mobile phone	300 €
Advertising	150 €
Finance costs (loan, etc.)	380 €
Other (Advisory, taxes, etc.)	190 €
TOTAL GASTOS MENSUALES PREVISTOS	3.870 €

INVESTMENT INITIALLY PERFORMED	
Description	Amount
Constitution and start-up costs	2.000 €
Buying a car	22.184 €
Adaptation of the vehicle for the service	9.776 €
Conditioning parking costs	8.600 €
Computer and Software	3.000 €
Mobile phone and contract	500 €
Advertising and Web page	4.000 €
insurance policy	2.103 €
TOTAL COSTS	52.163 €

MONTHLY INCOME	
Description	Amount
Municipal Service	600 €
Disabled association	1.000 €
Travel agencies	600 €
Mutual Insurance	600 €
Individuals	1.500 €
Companies	1.000 €
TOTAL MONTHLY INCOME	5.300 €

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Total Monthly Benefits: 1.430 €

Use degree (%): users/total population:

The Ruraltaxi project has had great impact on the population of small municipalities. Furthermore, the service has been extended to other groups, such as social centres, associations, businesses, neighborhood groups, schools, hospitals, etc...

6. Evaluation

Possible demonstrated results (through indicators):

- Car sharing involves sharing travel costs. Fuel consumption is group expenditure.
- Reducing the number of vehicles on road. Reducing traffic congestion and parking problems.
- Increased supply of public transport in rural areas. Improved accessibility, competitiveness and quality of life.
- Environmental impacts: Considerable reduction of emission of pollutant gases into the atmosphere and reduction of noise pollution.

Possible success factors:

- Helping disadvantaged population groups.
- Promotion of economic activity.
- Impulse of rural tourism.

Difficulties encountered:

Extending good practice throughout the entire territory.

7. Lessons learnt from the practice

This good practice helps to strengthen economic and interregional cooperation as well as the balanced development of the territory. Consequently, the interior regions can participate in this initiative in many aspects, such as planning, efficient transport systems, improved access to the information society, the preservation and improvement of the environment, the cultural heritage, tourism, culture and employment.

8. Contact information

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