

Interreg

CENTRAL EUROPE



European Union
European Regional
Development Fund

Peripheral Access

TAKING
COOPERATION
FORWARD



Mid-term Conference Trans-Borders_2018

Bautzen



Peripheral Access - Better mobility in rural areas and border regions



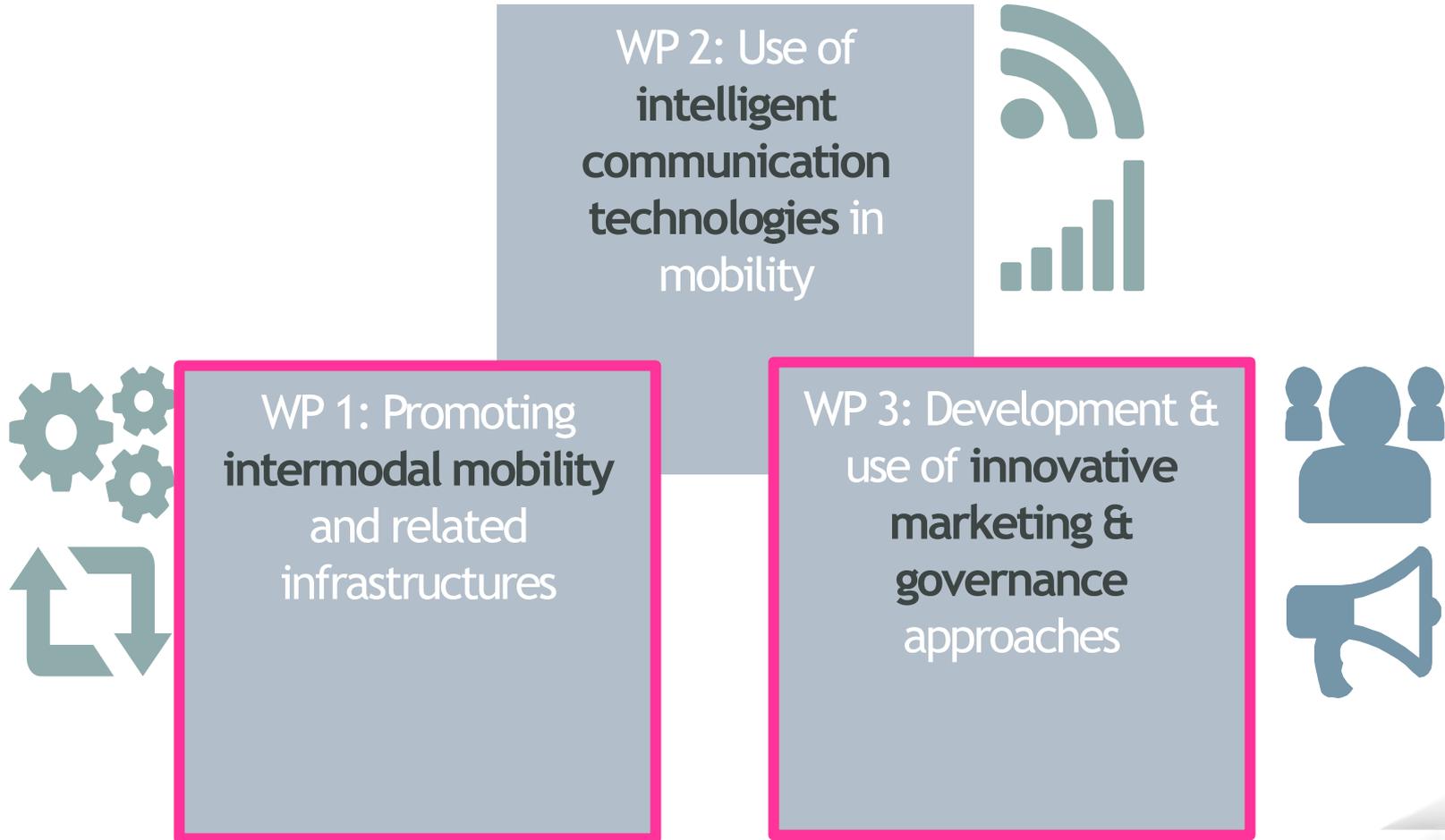
Georg Werdermann (German Association for Housing, Urban and Regional Development)

The project improves public mobility in:

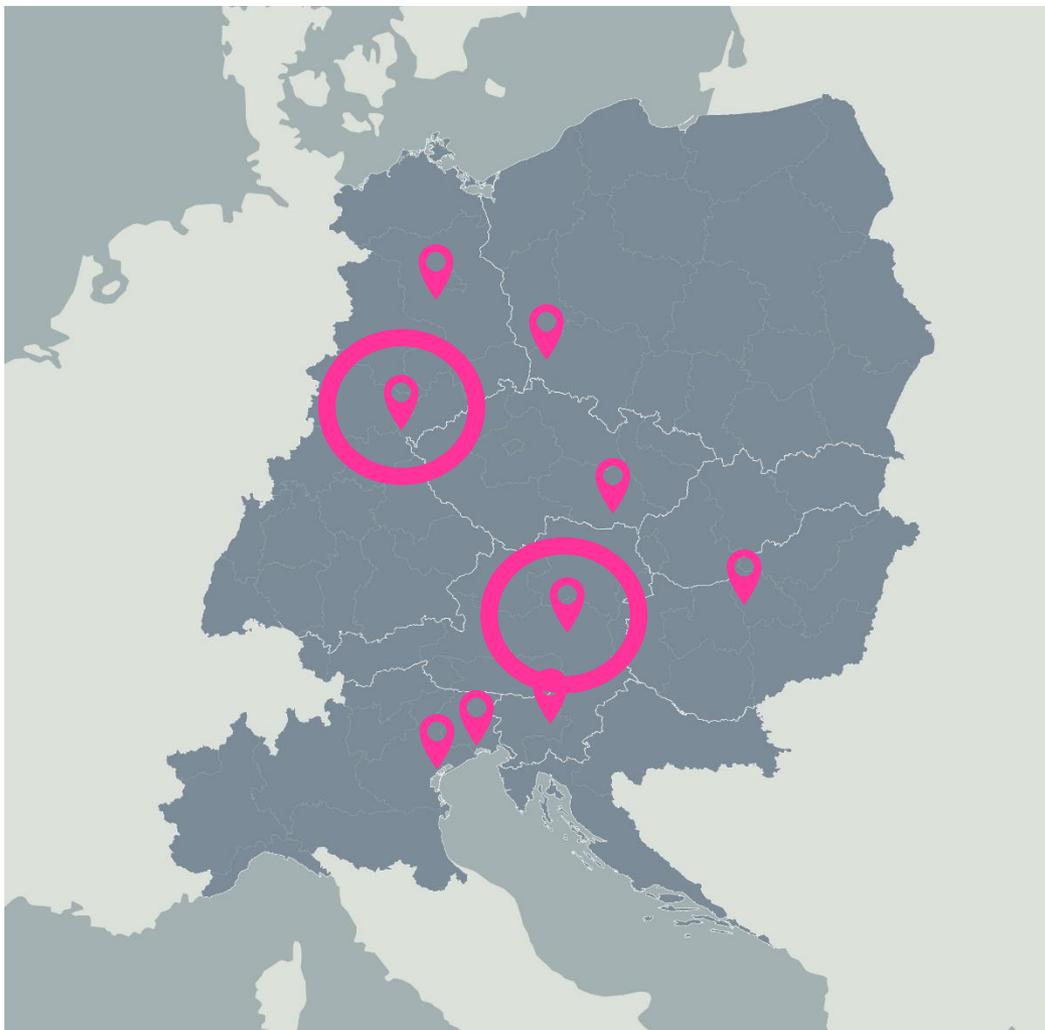
- rural areas,
- in the hinterland of urban agglomerations, and
- in border regions.



3 MAIN AREAS OF ACTION



GEOGRAPHICAL LOCATION



- Cities
- Regional authorities
- Transport authorities
- Research organisations
- Universities
- Regional development agencies



CASE STUDY 1

MULTIMODAL TRANSPORT NODE IN A RURAL AREA



MULTIMODAL MOBILITY NODE



© Holding Graz - Kommunale Dienstleistungen GmbH

Implementation and testing of the first multimodal mobility node in a selected peripheral area of Styria.

charging station 44 KW

bicycle infrastructure

locker

e-carsharing

demand-responsive transport station

benches & waste bins

public transport station



EXPECTED POSITIVE EFFECTS

- mobility in the rural municipalities to become **more energy efficient and multimodal** (public transport, e-mobility, walking, cycling).
- **share of individual traffic should be reduced.**
- **private car use** (at least second car use) should be **replaced by multimodal alternatives.**



MULTIMODAL INTERCHANGE IN A RURAL AREA



Regional analysis of potential locations for the interchange (6 villages are interested)

Icons: © Holding Graz; Foto Kumberg: © Harry Schiffer



EXAMPLE: PERIPHERAL AREA - KUMBERG

- Inhabitants: - 3.843
- Geographic Location:
 - In the northeast of the city of Graz
- Population Density:
 - 131 inhabitants per km²

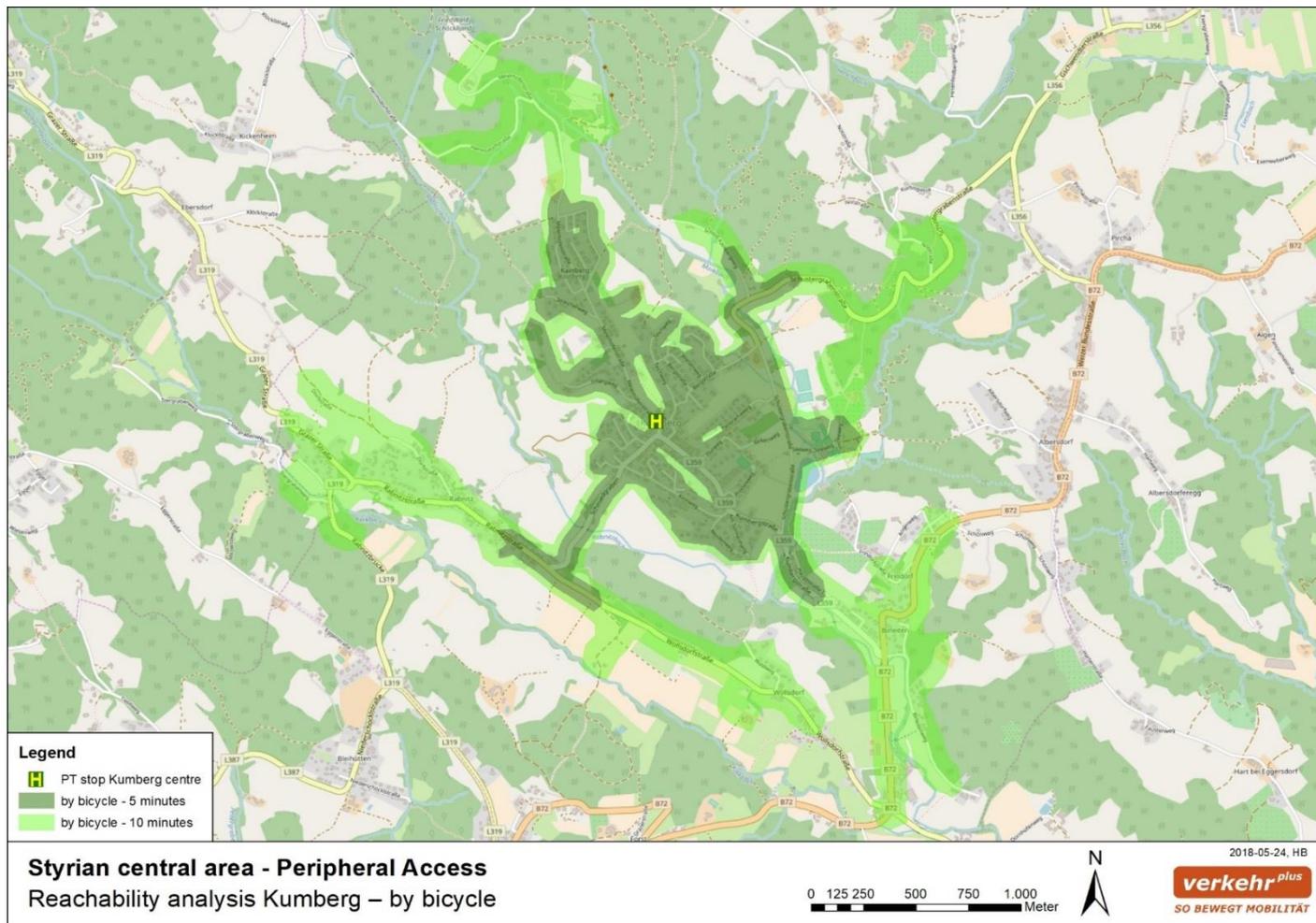


© [Joschi Täubler](#), District Graz-Umgebung, Styria

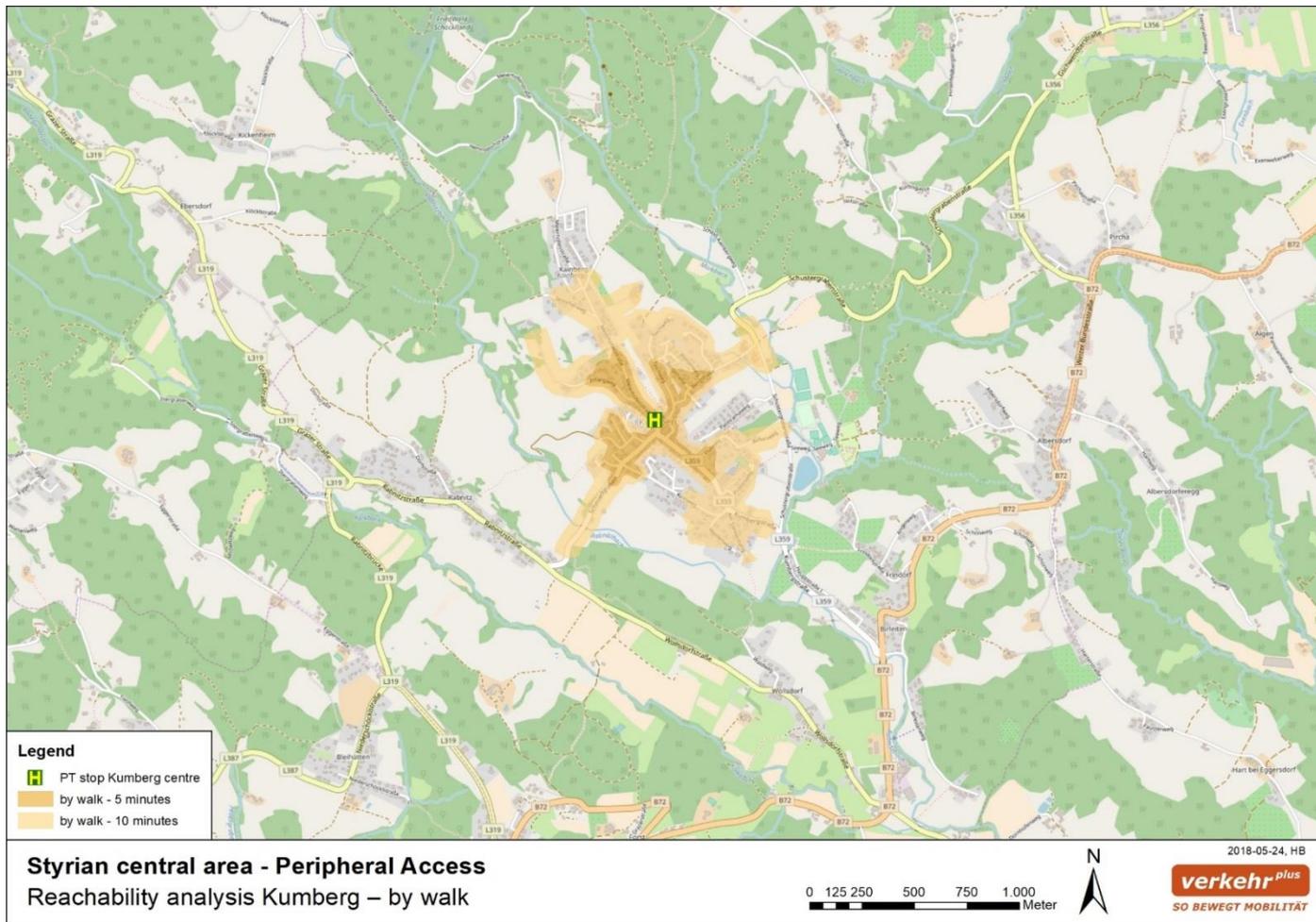
The municipality of Kumberg was one option as the site for the Multimodal Mobility Node on the basis of a feasibility study.



REACHABILITY BY BICYCLE OF THE NODE

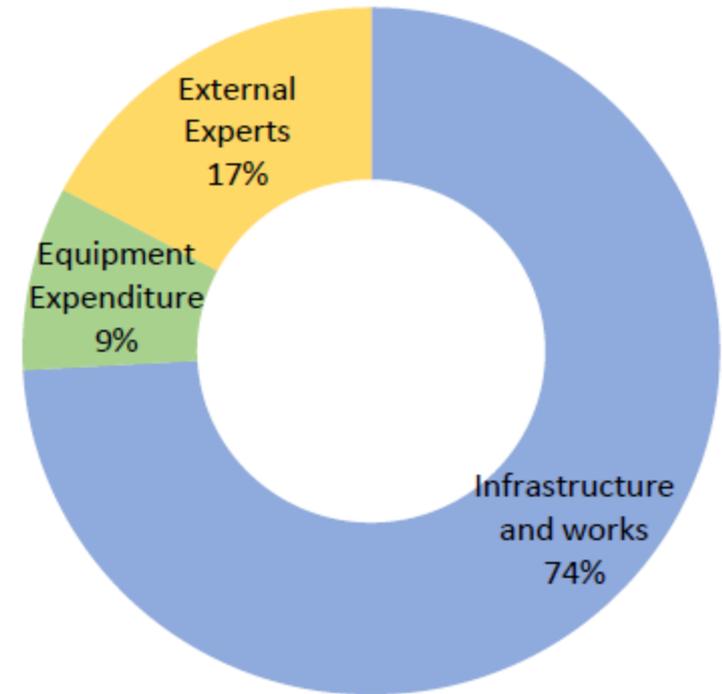


REACHABILITY BY WALK OF THE NODE

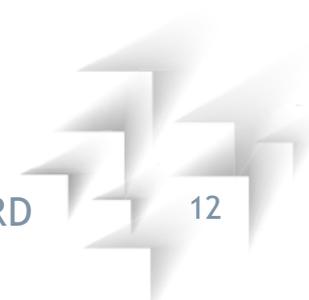


COSTS OF THE NODE (EXAMPLE KUMBERG)

Costs of the Node	
Infrastructure and Works	80.000,00 €
External Experts	18.580,88€
Equipment Expenditure	9.360,00 €
Total Costs	107.940,88€



Costs of the multimodal mobility node



INVOLVED INSTITUTIONS/ACTORS (EXAMPLE KUMBERG)

- Regionalmanagement Metropolitan Area of Styria
- Province of Styria, Department 16 – Verkehr und Landeshochbau
- Municipality of Kumberg
- Styrian Transport Alliance
- City of Graz – Department of Transportation Planning



- To connect to something existing (tim system)
- City-regional cooperation within ongoing processes and many different stakeholders
- To transfer an urban system into a peripheral-rural area where the people have other mobility needs
- **City Council of Kumberg has voted against the multimodal station after initial approval ...**



CASE STUDY 2

BI-LINGUAL MARKETING CAMPAIGN FOR A CROSS-BORDER REGIONAL RAILWAY CONNECTION



WHAT IS IT ALL ABOUT?

- Existing regional railway line Gera (GER) - Cheb (CZ)
- Route is to be marketed more targeted.
 - Promotion of **public transport** in border regions and rural areas
 - Increase in **traveler numbers who can also be won as guests of the tourist region**







- By the end of the project, the railway line with **30 train stations will be analysed and a cross-border marketing campaign for the EgroNet public transport system will be developed** with those responsible and partners
- As a result, a modern **bi-lingual guidance system with travel information and tourist offers** should be installed



COSTS / STAKEHOLDERS INVOLVED INTO IMPLEMENTATION

Costs:

- commercial film 10.000€
- information boards 50.000€
- info brochures 5.000€

Stakeholders involved in implementation:

- Political stakeholders (majors, regional politicians)
- Regional public transport companies
- Tourism board Vogtland
- Committed inhabitants of the Vogtland (railway enthusiasts)



- **Long bureaucratic communication channels** due to the high number of decision makers in the region
- **Ownership of the station** buildings is difficult to determine and complicates planned actions
- The **interest of local mayors in the project** and the improvement of the structural substance at the stops in some places is difficult to get or does not exist





CONTACT DETAILS



Dr. Georg Werdermann
German Association for Housing, Urban Development and Spatial Affairs



www.interreg-central.eu/peripheralaccess



g.werdermann@deutscher-verband.org



+49 30 206 13 25 59



facebook.com/periaccess

