

OUTPUT FACT SHEET

Strategies and action plans

Version 2

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| Project index number and acronym | CE1332 SMACKER |
| Output number and title | O.T1.4-6 - 6 Regional STRATEGIES for planning demand responsive/sustainable services in rural and urban-peripheral areas - East Tyrol |
| Responsible partner (PP name and number) | PP8 RMO PP2 ITL; PP5 UM; PP9 BOKU |
| Project website | https://www.interreg-central.eu/Content.Node/SMACKER.html |
| Delivery date | 30 April 2020 |

Summary description of the strategy/action plan (developed and/or implemented), explaining its main objectives and transnational added value

This specific Output is part of O.T1.4, which is then composed by 6 local strategies for demand responsive/sustainable transport services in rural and peri-urban areas that are based on matching analysis of local user needs and expectations with the state-of-the-art knowledge on good practices related to demand responsive/sustainable transport services.

O.T1.4 aims to define the mid-to-long term perspective and the strategies to improve sustainable mobility with a focus on flexible transport in rural and peri-urban areas, so to tackle disparities among urban transport service standards and the low-population density areas themselves.

This Output mainly addresses S.O.4.1 “To grow capacity of SMACKER regions in better plan, deliver, integrate and communicate transport services in their areas”, with particular care of the planning aspect.

The 6 regional strategies - including this one - were built with a bottom-up approach, implementing the matching between user needs and the possible transport offer that can be developed in the respective areas with the SMACKER project resources, so to guarantee the definition of a useful and sustainable transport solution.

A common transnational approach was adopted to build up the strategies in all the regions, so enabling the capitalization of the SMACKER top-down approach that identified the main DRT best practices; it included the following steps common to all the strategies:

1. reviewing the mobility needs in the pilot area
2. assessing the coherence between mobility needs and the foreseen pilot activities
3. drafting lessons learnt related to pilot planning, Local to Think Global (LTG) trainings (see O.T1.3) and potential activities beyond SMACKER
4. Creating a strategy to improve the framework conditions for sustainable mobility (beyond the SMACKER project).

A Local Mobility Forum (LMF) was established with relevant stakeholders who contributed to develop this regional strategy.

Specifically, this strategy concerns the SMACKER pilot developed in the East Tyrol region (AT). The East Tyrol region with its 48.753 inhabitants (2018) is a political district of the Austrian province of Tyrol and congruent with the district of Lienz. With 2.020 km², East Tyrol covers almost one sixth of the Tyrolean territory and is thus the largest district in the country. The city of Lienz is an administrative, economic and cultural centre and traffic junction. Lienz (11.868 inhabitants), Matrei (4.635) and Nußdorf-Debant (3.356) are the most populous communities in the district, followed by Dölsach (2.333), Virgen (2.191) and Sillian (2.043). The remaining 27 municipalities have less than 2.000 inhabitants each. East Tyrol lies in an inner-alpine location south of the main Alpine ridge and borders the federal states of Salzburg and Carinthia as well as the Italian regions of South Tyrol and Veneto. The permanent settlement area occupies only 8,2% of the total area of the district, whereas the proportion of forest (39,6%) and alpine pastures (32,0%) is above the national average. The East Tyrol region is connected with comprehensive and dense road network, there is only one railway line connecting the region linking it to other regions of Austria and neighbouring Italy. Transport infrastructure is in average condition, but provides sufficient basis for mobility of people and goods. Cycling paths are under development, public transport is available together with some sustainable mobility services, but because of the low population density they are very basic, especially in the side valleys.

The East Tyrol pilot addresses the need for tourists' information like hiking taxis, ski buses and public buses, the need for expanding charging stations at touristic infrastructure and for having e-carsharing location within walking distance, the need for making e-carsharing system visible and transparent for users and do tailored marketing measures.

The transnational added value within the SMACKER project for East Tyrol is to consider the improvement of DRT services that can be achieved introducing web / app booking systems, like the ones developed by the SMACKER partner regions in Italy, Slovenia and Hungary. Additionally, 10 Enlarged Transfer Programme (ETP) followers will benefit from the SMACKER project know-how gained in East Tyrol.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

The regional strategy developed in East Tyrol concerned the following NUTS region (NUTS2) and the correspondent sub-region (NUTS3): AT33, Tirol - AT333, Osttirol.

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

This regional strategy is expected to contribute to a better planning of the transport offer in the East Tyrol region, in particular enabling the design of sustainable and demand responsive transport solutions.

The East Tyrol pilot in SMACKER has the following objectives and measures to achieve the use of flexible mobility by locals and tourists:

- better understanding of users' needs: a social scientific research in a municipality should accompany people (potential and existing users) in the use of flexible mobility projects, with focus on e-carsharing and DRT services to tailor future mobility projects;
- implementation of "greenhouse friendly tourism offers" in the region: making existing (fixed, flexible and sharing) services visible, understandable and integrated into tourism. Provide competent information about regional mobility offers to residents and guests through tailored mobility training courses for contact persons in municipalities and in tourism sector;
- strengthening e-mobility in the region: establishment and implementation of new e-carsharing locations in municipalities and adaption of marketing strategies to promote e-carsharing.

In the framework of the SMACKER project, the majority of the mobility needs identified in the East Tyrol region are answered by the above-described activities.

Therefore, the main effect of the regional strategy would be to reduce the impact of transport on the local environment, improving the effectiveness of the offered public transport solutions and finally decreasing the use of private cars.

All the SMACKER target groups in the East Tyrol pilot region can benefit from this Output/strategy, as it allows to overcome the lack of coordination for better connecting low population density areas with the TEN-T Core network and closing the gap of the first/last mile. The early participation of the stakeholders to the design and decision-making process for DRT services, mainly ensured through the

involvement of the LMF, allows to promote innovation in passenger mobility while serving the passenger mobility needs.

Besides higher education and research, touristic operators and interest groups including NGOs, the East Tyrol LMF is participated by local and regional public authorities and by infrastructure and (public) service providers, who were therefore involved in the drafting of the strategy. On the other side, one institution has already adopted the strategy in the East Tyrol pilot region, in particular as regards the implementation of the activities related to the SMACKER pilot action.

Sustainability of the developed and/or implemented strategy/action plan and its transferability to other territories and stakeholders

The regional strategy is based on the outcomes of the procedure described in the first section and includes an outlook for the future beyond SMACKER as well. It is a milestone towards the drafting of a regional action plan (SMACKER O.T3.2) that will be finally mainstreamed / integrated into the local policy. Main points of the East Tyrol pilot regional strategy are:

- involve neighbouring municipalities and regional stakeholders already in early stages of the pilot planning, try to get cross border cooperation for sustainable mobility offers;
- include a mobility guarantee for tourists, if arriving without car by using all means of sustainable transport, public transport, e-car sharing, taxi, cycling, e-bikes, etc.);
- develop a strategy on how to involve the local tourist operators in the activities and how this engagement can survive the SMACKER project;
- establish a mobility centre which permanently takes care on the agenda of sustainable transport modes in the area.

The sustainability of the regional strategy is ensured by its adoption from the Regionalenergie Osttirol (RMO: infrastructure, public service provider and local carsharing provider in East Tyrol), responsible for implementing the SMACKER pilot action and beyond that, organizing the public transport supply in the region.

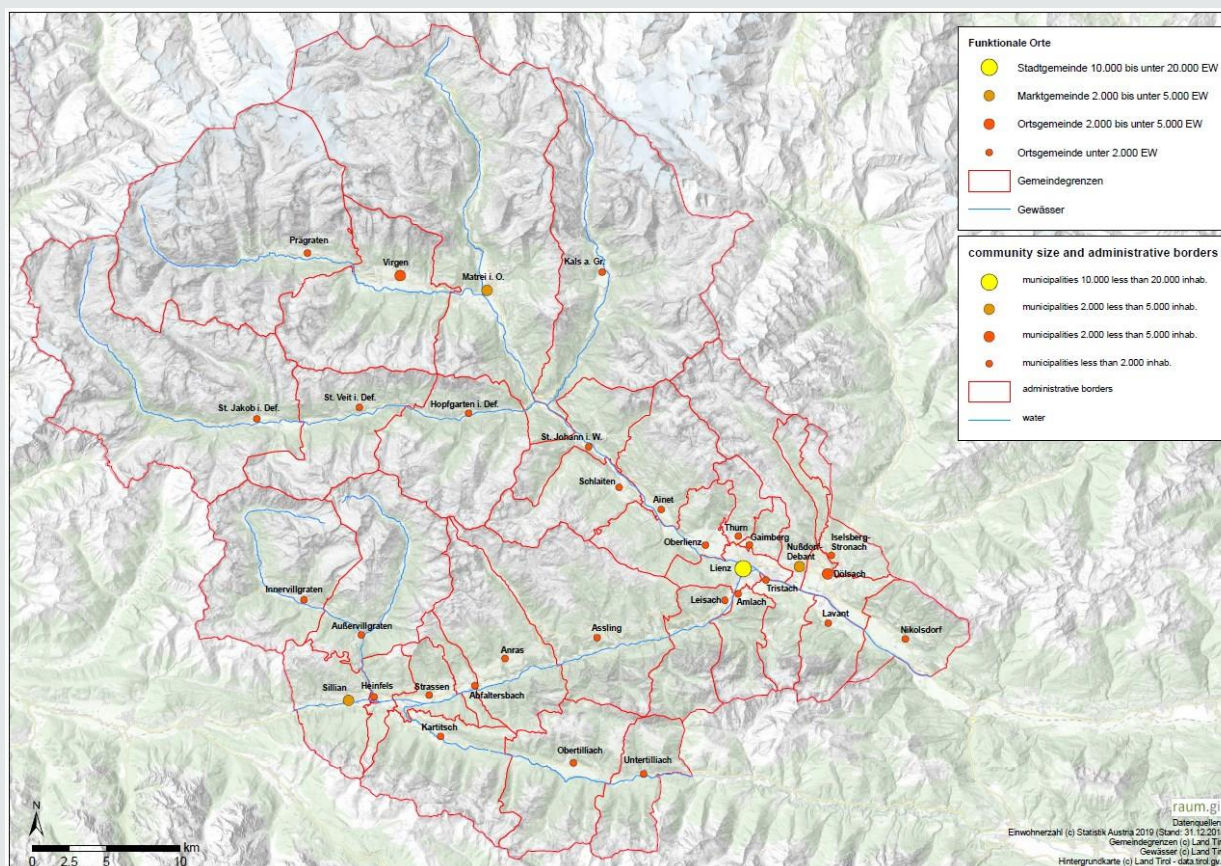
With regard to transferability aspects, all the institutions and organizations interested in increasing accessibility, especially in low population density rural and peri-urban areas, can use the SMACKER Output as supporting tool for defining sustainable and demand responsive transport offers. The methodology implemented for building up this strategy will also be useful for the SMACKER ETP followers (ref. WP.T3), especially as regards the mapping of their needs and problems and the identification of their expectations related to an innovative mobility planning exploiting DRT. Further target groups outside the SMACKER ones will be able to exploit the material, which is made public available and to attend the SMACKER events (ref. AF, page 86).

References to relevant deliverables and web-links
If applicable, pictures or images to be provided as annex

The East Tyrol regional strategy is reported in the SMACKER deliverable D.T1.2.23, which is available on the [SMACKER website](#).

The map of the East Tyrol pilot area with community size and administrative borders, extrapolated from the deliverable, is attached here below. Besides the regional strategy for planning demand responsive sustainable services in the East Tyrol area by matching the user needs with the SMACKER resources, D.T1.2.23 also contains useful tables reporting existing transport infrastructure and mobility services, DRT technical parameters of the pilot actions, and the correlation between identified mobility needs and the pilot action including nudging activities.

Pictures from some of the East Tyrol pilot activities implemented thanks to SMACKER following the presented regional strategy can be seen below the map.



Map of the East Tyrol pilot area, including the municipalities and the main settlements



Picture showing the close cooperation of public transport, flexible transport and car-sharing at mobility hubs in the region



E-car sharing within the East Tyrol pilot area



Charging stations of the e-car sharing service within the East Tyrol pilot area