

OUTPUT FACT SHEET

Strategies and action plans

Version 2

Project index number and acronym	CE1332 SMACKER
Output number and title	O.T1.4-4 - 6 Regional STRATEGIES for planning demand responsive/sustainable services in rural and urban-peripheral areas - Murska Sobota
Responsible partner (PP name and number)	PP6 MURS 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 Region Pomurje (SI), with its capital Murska Sobota, located in the northeast of Slovenia. It is a mostly flat area of 1.337 km² and has approximately 117.000 inhabitants. City of Murska Sobota (11.100 inhabitants) is the urban centre of the predominately-rural region. The region is well connected with road and rail with Mediterranean TEN-T corridor passing through it.

Pomurje’s economy is based on agriculture and tourism, while in recent years industrial sector is evidently developing. In 2018 the region had 380.000 incoming tourists generating more than 1 million overnight stays. Still the region is considered as less developed according to EU’s Structural Funds indicators (GPD per capita below 75% of EU-27 average), GDP per capita of 13.978 EUR is also below Slovenian average (20.815 EUR per capita) and significantly lower than in Slovenian capital region (29.371 EUR per capita). The region has close ties with neighbouring countries - Croatia, Hungary and especially with Austria with significant daily commuting to work places abroad. The Pomurje region has pristine nature resulting in diverse offer of leisure activities, thermal spa offers as well as lively cultural scene which results in high demand for travel across the region. The Pomurje region is connected with comprehensive and dense road network and railway line connecting the region linking it to other regions of Slovenia and to neighbouring countries. 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 accompanying sustainable mobility services.

The Murska Sobota pilot addresses some mobility needs, in particular the needs of tourists and residents for flexible public transport also in the evening and on weekends, for information on mobility options throughout the region, and for public transport connections between tourist attractions, spa and wellness resorts, and urban centres in the region.

The transnational added value within the SMACKER project for Murska Sobota is to consider the booking systems developed by the SMACKER partner regions in Italy and Hungary and the sharing systems complementing the sustainable mobility supply in Austria. Additionally, 10 Enlarged Transfer Programme (ETP) followers will benefit from the SMACKER project know-how gained in Murska Sobota.

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

The regional strategy developed in Murska Sobota concerns the following NUTS region (NUTS2) and the correspondent sub-region (NUTS3): SI01, Vzhodna Slovenija - SI011, Pomurska.

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 Murska Sobota region, in particular enabling the design of sustainable and demand responsive transport solutions. The aim of the MURS pilot is to develop, test and implement an efficient app-oriented service, based on deployment of Android smartphones and cloud back-office enabling appealing demand responsive public transport. Pilot activities foresee analysis of the potential of smart city technologies and solutions, including guidelines for an integral approach to the promotion of sustainable and multimodal mobility based on IoT and advanced DRT solutions.

In the framework of the SMACKER project, an app joining information on events and mobility options is to be deployed. The app offers option to express demand for public transport to and from events, the transport operator will adapt bus/van schedule according to the demand communicated through the app and provide information to potential users about foreseen schedule. The foreseen pilot action focuses on two user types, residents and tourists, responding to their need to travel to and from events happening on weekends and/or evenings.

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 Slovenian 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. 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.

The Murska Sobota LMF is participated by local and regional public authorities, infrastructure and (public) service provider, touristic operators, sectoral agencies and interest groups including NGOs,

who were therefore involved in the drafting of the strategy. On the other side, two institutions have already adopted the Strategy in the Murska Sobota 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 Murska Sobota pilot regional strategy are:

- during the pilot planning phase, pay attention to the optimization of characteristics such as width of time windows and maximum journey times for passengers, and to efficiency measures such as the minimization of vehicle journey lengths or vehicle journey times;
- promote DRT pilot action and sustainable mobility to tourist as unique experience, actively involve local tourist providers, events' organizers etc.;
- consider addressing more specifically the needs of commuters in the future and include schools and children into sustainable mobility actions.

The sustainability of the regional strategy is ensured by the adoption of the Murska Sobota (local public authority) and the Development Centre Murska Sobota (Regional development agency for Pomurje Region, Regional public authority), 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, including the aspect of event mobility management. 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

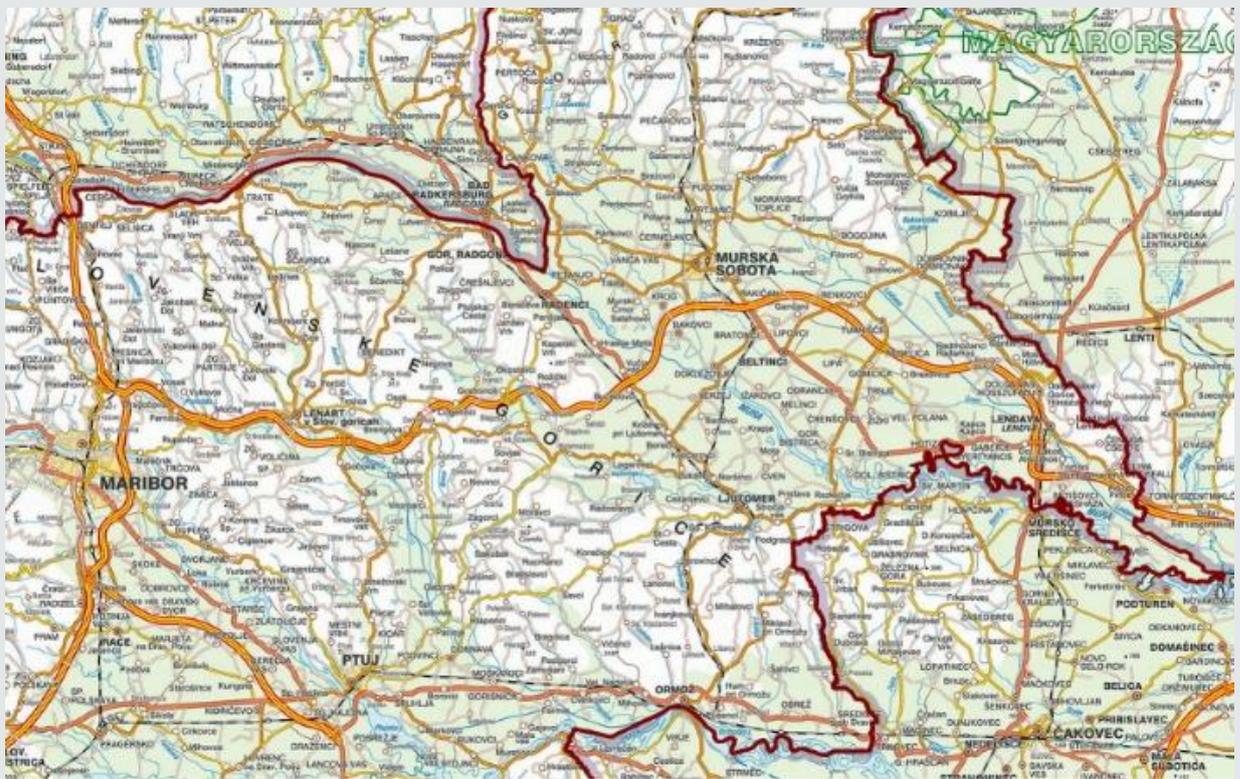
The Murska Sobota regional strategy is reported in the SMACKER deliverable D.T1.2.21, which is available on the [SMACKER website](#).

The maps of the Murska Sobota pilot geographical position and the transport network area extrapolated from the deliverable are attached here below. Besides the regional strategy for planning demand responsive sustainable services in the Murska Sobota area by matching the user needs with the SMACKER resource, D.T1.2.21 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.

The logo and the booking station for the DRT service “responsibus” developed in the Murska Sobota pilot region thanks to SMACKER following the presented regional strategy can be seen below the maps.



Location of pilot area within Slovenia



Map of Pomurje pilot area

responsi bus

Responsibus DRT service logo



Booking station for the responsibus DRT service at public locations