

OUTPUT FACT SHEET

Strategies and action plans

Version 2

Project index number and acronym	CE1332 SMACKER
Output number and title	O.T3.2-4 Regional ACTION PLANS to better integrate peripheral areas using DRT - Murska Sobota
Responsible partner (PP name and number)	PP6 MURS Support: PP1 SRM PP2 ITL; PP5 UM; PP9 BOKU
Project website	https://www.interreg-central.eu/Content.Node/SMACKER.html
Delivery date	30 June 2022

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.T3.2, which is composed by 6 local Regional Action Plans each focusing on demand responsive/sustainable transport services in rural and peri-urban areas, and breaking down the strategy goals and objectives into specific tasks: Regional Action Plans include the sequence of steps to be taken and activities that must be performed, a timeline, the financial resources and a definition of the responsible actors.

The 6 Regional Action Plans were built on the basis of the 6 SMACKER pilot actions developed by project partners; thanks to the experience gained during the pilots, it has been possible to extend the steps followed to wider regional areas.

A common approach was adopted to build up the Regional Action Plans in all the regions, making them aligned at project level. First of all, a common index was agreed, consisting on: Aims, Stakeholders to be involved, Key actions to solve the problem/s and to reach the proposed objective/s, Implementation time plan, Risk analysis, Funding resources, Key action monitoring schemes, Key stakeholders' involvement strategies.

In the specific case of Murska Sobota, the Regional Action Plan aims at providing a strategic framework for the integration of flexible and demand-responsive services in the regional system of public transport, including the DRT-service deployed and tested in the local SMACKER pilot action. The core area of reference is the Municipality of Murska Sobota and Moravske Toplice, but it has a strong link to the whole region of Pomurje and the Regional Action Plan would serve the Regional Council to plan a better integration of the rural and peripheral areas in the regional transport system.

As main objectives, the Regional Action Plan counts: offering enhanced innovative systems of DRT services to the locals, daily commuters, and visitors in the reference area, completing the existing DRT bus line developed within the SMACKER project (connecting Moravske Toplice, Murska Sobota, and

Expanded by the Lake Sobota), providing efficient and safe public transport in off-peak hours, in times of events, and on the weekends and public holidays and connecting the several various points of interest in the area.

The Regional Action Plan has been transferred into political mainstream in a dedicated event which took place in the town of Razkrižje during a regional council meeting, on 16 June 2022. The meeting involved municipalities from the Pomurje Region.

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

The Regional Action Plan drafted for Murska Sobota concerns the following NUTS region (NUTS2) and the corresponding sub-region (NUTS3): SI01, Vzhodna Slovenija - SI011, Pomurska.

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

The Regional Action Plan provides a common approach at regional level and can be used by all the stakeholders involved in the process of promoting and integrating public transport and DRT in peripheral area.

Stakeholders identified during the SMACKER projects and involved in the Local Mobility Forum can get benefit from the Regional Action Plan and / or impact on other stakeholders in public transport service development: Regional development sectoral agencies, SMEs, Education Institutions, Infrastructure and service providers and Sectorial agencies like Tourism support organizations. The role of and impact on different stakeholders depends on the phase of the implementation actions. For example, in the planning phase the most important role lies with local authorities, while mobility services providers are mainly involved both in the planning and in the implementation phase.

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

Through the process of preparing the Regional Action Plan, different scenarios were visioned, and possible negative issues which could arise were analysed. This deep analysis and assessment of risk factors, and the identification of possible solutions outlined increase the sustainability of the service, giving the possibility to foresee possible problems and quickly react to mitigate them.

Among possible risk factors, they can be listed: aversion to technology, poor perception of public transport, high cost of system set-up, pandemic, fear of dependence on PT (as opposed to the independence provided by personal vehicles), safety.

The sustainability of a services passes also through the availability of funding to cover its costs. The Regional Action Plan has then made an analysis of possible funding resources and divided the into two main categories: funding for the short-term core activities and funding for additional activities. The first one includes the DRT service with additional public transport line, the promotion of the DRT service and an integration of the IT based tool for users with maintenance. The second one mostly focuses on the upgrading and developing additional micro-mobility solutions and services. Transferability of the service is made possible by the standardization of the process done within the Regional Action Plan and through a detailed Key action monitoring scheme which lists and analyses relevant KPIs: this helps to monitor the service and compare it with similar ones, in order to foresee or highlight possible limits or difficulties and prevent them.

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

Murska Sobota Regional Action Plan is contained in the SMACKER deliverable D.T3.3.5, while the mainstreaming activities are described in D.T3.3.11. All the deliverables are available on the SMACKER Toolbox at <https://www.smacker-toolbox.eu/> . As soon as the deliverables get approved (i.e. JPR6 is accepted by the JS), they will be also uploaded on the SMACKER website <https://www.interreg-central.eu/Content.Node/SMACKER.html> - section "PUBLICATIONS".