



# LAST MILE

Interreg Europe



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## Regional Action Plan East Tyrol

Editor:

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## Abstract

LAST MILE aims to find innovative, flexible solutions for sustainable regional mobility systems (FTS). It will make sure that visitors travel the 'last mile' of their travel chain sustainably and provide alternatives to car use for residents and their daily trips as well.

Taking into account the INTERREG EUROPE programme's overall objective, the LAST MILE aimed to improve the implementation of regional development policies and programmes, in particular programmes for Investment for Growth and Jobs and, where relevant, ETC programmes, addressing the transition to a low-carbon economy.

The policy instrument ERDF OP "Investment for Growth and Jobs Austria 2014 - 2020", Investment priority 9d CLLD Tyrol, is addressed to the region of East Tyrol.

Regional action plans (as an output of the LAST MILE Project in Phase 1) will make sure that lessons learned from the interregional exchange are integrated in the regional policies. Actions defined here will be implemented during phase 2 (10/2018 – 09/2020).

Through the professional development of the regional action plan – fed with the best practice and know-how exchange at interregional level – local stakeholders are equipped with an adequate tool to realize their visions for sustainable mobility in East Tyrol.

The present regional action plan for the region of East Tyrol should act as an overall strategy for long-term sustainable mobility solutions in order to offer alternatives for private cars, ideally for second or third cars in the household and improve last mile problems in the region. Main objective is to close the spatial and temporal gaps in public transport offers by cost- and resource efficient, flexible mobility services for inhabitants and guests. Thus, the action plan supports mainly municipalities and entities to find an individual solution for last mile problems.

Therefore, three main objectives have been defined, which are aligned to four fields of action. The fields of action are addressed to the organisational structure (measure for the improvement of policy instruments or the legislative framework conditions), the advertisement and visibility of sustainable mobility offers (information policy), the implementation of concrete flexible mobility offers as well as awareness raising. In frame of the LAST MILE project, pilot projects should be tested in phase 2.

Beside the addressed policy instrument, the action plan is also linked to regional policy instruments and thus the measures act in mutual reaction to each other.

# 1. Part I - General Information

LAST MILE aims to find innovative, flexible solutions for sustainable regional mobility systems. Produced by each partner region in project phase I (04/2016 – 09/2018), the present action plan is a document providing details on how the lessons learnt from the cooperation between project partners in the LAST MILE project will be exploited in order to improve the addressed policy instrument tackled within the region of East Tyrol. It specifies the nature of the actions to be implemented, their timeframe, the players involved, the costs and funding sources. Defined actions will be put in practice during second phase of the LAST MILE project (10.2018-09.2020).

## 1.1 Project and partner key facts

<b>Project:</b>	LAST MILE
<b>Partner organisation:</b>	Regional Management East Tyrol
<b>Country:</b>	Austria
<b>NUTS2 region:</b>	Tyrol
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### Other partner organisations involved:

Environment Agency Austria Ltd. (Lead Partner); Agency for the Support of Regional Development Kosice/Slovakia, Club “Sustainable Development of Civil Society”/Bulgaria; General Directorate of Transports and Mobility - Ministry of Territory and Sustainability - Government of Catalonia/Spain; Nature Park Upper Sûre/Luxembourg; Westpomeranian Voivodeship – Regional Office for Spatial Planning of Westpomeranian Voivodeship/Poland;

## 1.2 LAST MILE project and objectives

LAST MILE aimed to find innovative, flexible solutions for sustainable regional mobility systems to ensure that visitors travel the 'last mile' of their travel chain sustainably and to provide alternatives to car use for residents and their daily trips as well.

The project sets a concrete focus on the problematic accessibility of the last link of a travel chain from origin to destination (the so called "last mile") and collected and analysed solutions to cover this bottleneck with sustainable modes of transport. The environmental benefit and resource- and cost-efficiency in the long run were also considered.

Overall objectives of the LAST MILE project are:

- Improve regional policies and create clear framework conditions for sustainable, flexible transport forms in the last mile of the travel chain to change the mode choice towards more sustainable transport modes in tourism and recreational related traffic from car to sustainable transport modes by 5% by 2020 (based on 2015), thus in line with the long-term goal towards a competitive low carbon economy in Europe.
- Social and territorial cohesion is improved through equal transport opportunities and better accessibility for tourists and for residents of remote areas and hinterlands: Catchment area in public transport, measured from the capital of the region in travel time (60/120 min. from the capital), to be enlarged through the implementation of new flexible transport systems by 10% by 2020.
- The project makes a contribution to the Growth & Jobs goal through creating "green jobs" by implementing new mobility offers and services in less dense populated areas thus helping to reduce the unemployment rate in less favoured regions. 100 new "green jobs" created by 2020.

Sub-objectives:

- Putting the flexible transport offers on more economically viable basis of including different target groups with a special focus on tourism (higher costs recovery quota of (public) transport services (on average by 10%)
- Increase of the number of multimodal/flexible public transport users (no. of passengers +25.000 p.a. / region)
- Exchange of policies and best practice in the field of sustainable mobility with a focus on the last mile among the 6 regions in order to encourage participating regional authorities to adopt other approaches learned from this exchange and integrate them in their own regional policy. (no. of meetings with stakeholders: 36)
- In view of actual implementation these policies and concrete measures shall be elaborated in line with the reg. structural funds programme in regard to potential funding of new projects (no. of projects: 6)

## 2 Part II – Policy Context

The Action Plan aims to impact:	Investment for Growth and Jobs program
Name of the policy instrument addressed:	ERDF OP "Investment for Growth and Jobs Austria 2014 - 2020", Investment priority 9d CLLD Tyrol

The action plan additionally addresses the regional policy instrument "Local Development Strategy of East Tyrol 2014 – 2020" following the CLLD-approach. In this context, the development of mobility solutions is an integrative building block for the regional development and therefore it is necessary to pursue mobility projects within the CLLD (community-led local development) approach.

### 2.1 Policy instrument objectives for the region of East Tyrol

Austria has only one general structural funds programme ("Investments in Growth and Employment Austria 2014-2020 Operational Programme for the use of the ERDF funds" – in short ERDF OP) – agreed between federal state and the government. The Managing Authority is located at federal level, whereas each government acts as an intermediary (funding) body. The ERDF OP (Investment priority 9d for the province of Tyrol) is meant to give communities the ability to develop their region. Within this instrument, regions have the possibility to use structural funds for regional development. The basis for the development is a strategy which defines certain priorities, two of these priorities (ERDF) aim at mitigating climate change (and adapting to it), and at cooperation between cities and their surroundings. In this context, the development of mobility solutions is an integrative building block for overall regional development and therefore it is necessary to pursue mobility projects within the CLLD (community led local development) approach.

The aim is to prepare (in the frame of regional action plans) pilot projects and mobility concepts and apply for funding to support the implementation of the measures through the structural funds programme. This ensures that structural funds will be deployed on meaningful projects (validated within an interregional high-professional committee). In case of Tyrol, the EFRE OP sets a special reference to the thematic goal 9 "social inclusion" which implies the application of the CLLD (community led local development) method. Evidentially, this approach is essential in view of small-scale flexible transport solutions. Gathering a local stakeholder group, like foreseen and supported in the frame of the INTERREG EUROPE projects, is a first step to initiate a CLLD. The actual end-users know best about the requirements of public transport. Hence, they should be given a voice from the beginning of the process.

The proposed self-defined performance indicator is monitored by the number of new flexible mobility offers established in the region: 4

## 2.2 Cross-references to other regional strategies and documents

Beside the addressed ERDF OP-Programme, the action plan refers to other following national and regional strategies:

- **Local Development Strategy of East Tyrol 2014-2020** of the Regional Management East Tyrol for the future-oriented development of the region of East Tyrol (CLLD-approach).
- **Tyrolean Sustainability Strategy:** Framework of actions for a future-oriented development in Tyrol with a thematic focus on sustainable mobility.
- **Tyrolean Mobility Programme 2013-2020:** With focus on the strengthening of environment-friendly mobility.
- **E-Mobility Strategy East Tyrol 2030:** The E-Mobility Strategy East Tyrol 2030 ensures a fast and coordinated switch to e-mobility within the region of East Tyrol. The strategy was developed in frame of the LAST MILE project with an intense participating process with stakeholders of the LAST MILE project and was designated for implementation in September 2017 by the board of the Regional Management East Tyrol.

### 3 Part III – Details of the actions

The Regional Management East Tyrol has defined the following actions to improve last mile problems in the region of East Tyrol. Each measure is based on findings of the analysis part (framework conditions and barriers and state-of-the-art) and results from the final SWOT-analysis as well as the lessons learnt from policy exchanges in frame of the project activities. Furthermore, the actions have been defined together with regional stakeholders of the LAST MILE project in East Tyrol in frame of an intense participation process.

The present regional action plan for the region of East Tyrol should act as an overall strategy for long-term sustainable mobility solutions in East Tyrol to offer alternatives for private car use, ideally for second or third cars in the households and link the last mile in the region.

Main objective is to close spatial and temporal gaps in public transport offers by cost- and resource efficient, flexible mobility services for inhabitants and guests. Thus, the action plan supports mainly municipalities and entities to find an individual solution for last mile problems.

To achieve this overall objective, three more sub-objectives have to be defined:

**Objective 1: All inhabitants and guests have access to flexible as well as cost- and resource-efficient mobility offers.**

**Objective 2: A sustainable and attractive mobility offer for holiday and leisure time-activities is possible - independent from conventional private transport options (private cars).**

**Objective 3: The awareness of sustainable mobility in everyday life and in tourism mobility is strengthened.**

The three sub-objectives can be reached through four fields of action, which are aligned with the overall objectives and the following measures.

The four fields of action address the

1. **Organisational structure** (funding instruments, legal framework),
2. **Advertisement and visibility** of sustainable mobility offers (information policy),
3. **Implementation** of concrete flexible mobility offers,
4. **Awareness raising.**

In this context, each action addresses a main player, which is responsible for the implementation and monitoring process of the action.

The Regional Management East Tyrol acts as an important initiator and idea generator in each action and supports main players in the implementation phase.

For the region of East Tyrol 10 actions have been defined, which are crucial to reach the project objectives.

### 3.1 Action 1.1: Raising awareness for the policy instrument ERDF OP at the relevant committees

#### **Background:**

The aim of this action is to positively influence the addressed policy instrument as well as the allocation of structural funds in Austria.

The project partner addresses the policy instrument "Investments in Growth and Employment Austria 2014-2020 Operational Programme for the use of the ERDF funds, Investment priority 9d CLLD Tyrol" (ERDF OP for short) – agreed between the federal state and the state of Tyrol.

Due to the thematic concentration of the CLLD-approach of the federal state Tyrol, there is only little scope to focus on the topic of sustainable transport. Investment priorities for projects on sustainable and flexible mobility solutions are thus covered by the CLLD-approach (community-led local development), whereby region-specific eligibility criteria can be developed in the context of the integrated local development strategy (see action 1.2).

The experience exchange with other partners points out, that the addressed policy instruments are in general difficult to influence or to change in the current programme period. This also shows the different priority ranking for sustainable mobility issues in European policy papers. Good practice analysed in the project shows that there is a chance to increase the role of policy instruments by matching them, possibly directly, with financing instruments that allow to achieve goals set. In this regard, the sensitisation in programme committees is essential to raise more awareness for these issues.

Therefore, this action should raise awareness among the high-professional sub-committees of the ERDF OP, both at the federal and regional level, to give more priority to the topic "sustainable and flexible transport" in policy instruments for the current as well as future programme periods.

#### **Action:**

The overall LAST MILE analysis results, experiences of the policy exchange or experiences from good practice evaluation should be used to accelerate the sensitization of decision-making bodies and the acquisition of (national) partners in upcoming programme periods. This thematic focus should be more considered in future policy programme contents. For the programme level Tyrol, the priority in future (2020+) is also focusing on the CLLD-approach which is formalized in the integrated local development strategy of East Tyrol and which is directly linked to the ERDF OP programme.

A close and continuous coordination and reporting of results and experiences of the LAST MILE project activities in phase 2 at regional level with the Tyrolean programme managing authority for ERDF OP Tyrol (Department of Regional Development and Future Strategy) will take place regularly during the implementation phase. The awareness of the high-professional committee "Subcommittee on Regional Economics" (including federal ministry representatives) should be raised by presenting project results and established pilot actions/best practice at regional level to highlight the importance of the LAST MILE issues.

Main focus of this action lies on promotion of awareness raising regarding benefits for FTS on EU level.

**Players involved:**

Regional Management East Tyrol; Federal Ministry for Sustainability and Tourism; Federal Ministry for Transport, Innovation and Technology; Environment Agency Austria Ltd.;

**Timeframe:** 06/2018 – 09/2020

**Costs:** No significant costs expected

Action 1.1	Raising awareness for the policy instrument ERDF OP at the relevant committees
Responsible player	Programme management authority: Office of the Regional Government of Tyrol division "Regional development and future strategy"
Players to be involved	Regional Management East Tyrol; Federal Ministry for Sustainability and Tourism; Federal Ministry for Transport, Innovation and Technology; Environment Agency Austria Ltd.;
Realization timeframe	06/2018 – 09/2020
Estimated costs	No significant costs expected
Estimated impact of action and contribution to overall objective	The implementation of LAST MILE measures will provide experience and raise awareness among high-professional committee for the policy instrument ERDF OP in order to achieve greater prioritization for sustainable and flexible transport solutions, especially in local development strategies (CLLD) in the current programme period.  Existing policy instruments can be optimized in regard to sustainable and flexible mobility solutions (increasing the quality of eligibility criteria, granting funds).
Mutual reaction / interdependencies with action	Action 1.2. Action 2.1., 2.2., 2.3., Action 3.1., 3.2., 3.3., Action 4.1.
Indicator for monitoring	– Presentation of project results in the high-professional committee – Amount of exchange meetings with the programme managing authority of ERDF OP Tyrol
Priority of action	High

## 3.2 Action 1.2: Adaptation of Local Development Strategy of East Tyrol – CLLD-approach

### **Background:**

The regional analysis and the interregional experience exchange results, funding support in the form of regional, national or European level programmes often motivates municipalities and institutions to launch flexible transport systems. A significant part of current policy instruments is not directly targeted at initiatives involving flexible transport systems.

The conclusion is, that the main administrative level responsible for the implementation of FTS policies should be the region. Regional authorities have a wide range of tools to ensure coordinated and comprehensive support for local FTS, including Regional Operational Programmes and substantive support from experts.

As the influence on the originally addressed policy instrument ERDF OP will only roll out in the next programming period but not in the ongoing phase, another regional policy instrument, the Local Development Strategy of East Tyrol (LE strategy), however, can be stronger influenced within the ongoing running time.

The integrated Local Development Strategy 2014-2020 for East Tyrol (LE strategy) is the basis for funding criteria for sustainable transport measures, which are strategically aligned with the objectives of the ERDF OP Programme. The focus lies on the CLLD approach (Community-led local development). The CLLD-approach addresses several thematic objectives (focus on sustainable mobility) defined in the ERDF OP programme, so the integrated local development strategy gives opportunities to support projects at regional level to increase the effectiveness of the ERDF OP implementation. Also, an efficient "regional governance" can be reached.

The Local Development Strategy 2014-2020 of the East Tyrol region should be specifically updated with LAST MILE recommendations arise directly from the experiences analysed in the LAST MILE project. Thus, the project has a direct influence on the local strategy of East Tyrol. This will increase additional regional funding options for the implementation of sustainable mobility projects.

### **Action:**

In the following way, results analysed in the project should be included into the local development strategy of East Tyrol. An update of the strategy especially in the field of action "Functionality of municipalities" with already existing components relating to "Mobility situation in the peripheral communities" and the field of action "ERDF OP" will be expanded and deepened. Appropriate funding schemes (such as LEADER, INTERREG) will be able to partially finance new on-demand and climate-friendly mobility services to improve regional mobility continuously (especially with regard to tourism mobility). As a lesson learnt that issues related to sustainable mobility should be reflected in policy instruments, due to the adoption of the local strategy specific funding criteria can enable financing opportunities for sustainable mobility projects.

**Players involved:**

Executive board of Regional Management East Tyrol, province of Tyrol

**Timeframe:** 02/2019 – 12/2019

**Costs:** No significant costs expected

Action 1.2	Adaptation of local Development Strategy of East Tyrol – CLLD-approach
Responsible player	Regional Management East Tyrol
Players to be involved	Executive board of Regional Management East Tyrol, province of Tyrol,
Realization timeframe	02/2019 – 12/2019
Estimated costs	No significant costs expected
Estimated impact of action and contribution to overall objective	<p>The funding opportunities for sustainable and on-demand mobility offers are increasing. This measure is linked to investment-intensive measures, in particular financing of staff costs for the implementation and operation of flexible mobility solutions.</p> <p>In this regard, the project results influence the regional policy instrument for the current programming period and thus overall last mile objectives can be achieved.</p>
Mutual reaction / interdependencies with action	<p>Action 2.1., 2.2., 2.3.,</p> <p>Action 3.1., 3.2., 3.3.,</p> <p>Action 4.1.</p>
Indicator for monitoring	<ul style="list-style-type: none"> <li>– local development strategy updated</li> <li>– Number of submitted project applications for sustainable and flexible mobility projects</li> </ul>
Priority of action	High

### 3.3 Action 1.3: Improvement of legal framework as basis for implementation of FTS

#### **Background:**

In Austria, the public transport is regulated by two transport laws. Based on the results of the analysis "framework conditions and barriers for flexible mobility solutions", the legal framework for the implementation of FTS is not yet sufficiently defined and there are still gaps in legislation. The legislation neither explicitly defines FTS nor indicates the possibility of their use in public transport. The preparation of unambiguous definitions and references of flexible forms of transport and provisions in national law enabling the function of FTS as a part of the public transport system and reduces the scope of potential conflicts.

The providers of FTS should act on a clear legal basis. A coherent legal framework could also regulate challenges such as political barriers, cooperation processes, the establishment, functioning, organization and financing of FTS.

#### **Action:**

The interregional exchange as well as conclusions from the projects points out, the presence of regulations, however, can clearly help in the process of implementing flexible transport service, especially when it is ultimately intended that it should become an integrated element of the public transport system.

This action is a recommendation to the province of Tyrol (department for transport) to raise awareness and stimulate discussions for the adaptation of existing federal legislation for flexible transport issues to responsible bodies at federal level. The platform "Sustainable Mobility in Tourism" (initiated by the Federal Ministries of Sustainability and Tourism and the Federal Ministry of Transport, Innovation and Technology) could form an adequate framework with multi-level decision makers to stimulate a discussion process for developing an efficient and supportive legal environment in terms of FTS. In the long term, the legal gaps for the implementation and operation of FTS should be closed accordingly.

#### **Players involved:**

Province of Tyrol, Regional Management East Tyrol, Federal Ministry for Sustainability and Tourism, Federal Ministry for Transport, Innovation and Technology, Environment Agency Austria Ltd.

**Timeframe:** 08/2019 – 09/2020

**Costs:** No significant costs expected

Action 1.3	Improvement of legal framework as basis for implementation of flexible transport systems
Responsible player	Province of Tyrol (department for transport)
Players to be involved	Regional Management East Tyrol, Federal Ministry for Sustainability and Tourism, Federal Ministry for Transport, Innovation and Technology, Environment Agency Austria Ltd.
Realization timeframe	08/2019 – 09/2020
Estimated costs	No significant costs expected
Estimated impact of action and contribution to overall objective	A clear legal framework for FTS overcomes existing barriers and could encourage operators (especially municipalities) to implement new FTS.
Mutual reaction / interdependencies with action	Action 3.1., 3.2., 3.3.,
Indicator for monitoring	<ul style="list-style-type: none"> <li>– Presentation of the project knowledge in platform "Sustainable Mobility in Tourism"</li> <li>– Number of exchange meetings concerning the legal framework for FTS with province of Tyrol</li> </ul>
Priority of action	High

### 3.4 Action 2.1: Development of a harmonized and integral information system for sustainable transport modes

#### **Background:**

Dissemination of information about FTS fails to reach target groups. Full integration of advanced technologies and modern trends (e-mobility, ITS, comprehensive public transport system, mobile applications, etc.) can help in providing information and attracting more visitors. Actions to promote transport solutions in connection with the promotion of the region may increase the level of local acceptance.

Hence, the visibility, presentation and information dissemination of all existing mobility services within the region, as well as of supra-regional public transport should be provided by existing platforms of the regional transport association Tyrol. In particular, the integration of new and existing e-carsharing locations or seasonal tourism mobility offers is important.

The transport association Tyrol (VVT) is main provider of all public transport information policy in Tyrol. Clear responsibilities for information dissemination from the region to the transport association and the regional stakeholders need (Tourism Organisation, Regional Management East Tyrol, municipalities) to be clarified.

#### **Action:**

Based on the last mile analysis results, that implemented sustainable mobility solutions meet the needs of both residents and tourists, the level of acceptance and public awareness grows rapidly. All offers need to be communicated to the transport association for integration in a higher-level information dissemination system (websites and apps). The communication process (new offers in the region, organization of new transport systems, contact persons) between regional stakeholders (Tourism Organisation for tourism mobility, Regional Management for everyday mobility) and the transport association needs to be clearly defined, therefore the clarification of responsibilities (who passes information, who makes updates?) is crucial. Focus of such communication process lies on gathering and dissemination of information of new local mobility offers to higher dissemination platforms or the regional transport association.

#### **Players involved:**

Regional Management East Tyrol, Transport Association of Tyrol (VVT), Public Transport Organisation of the district of Lienz, Tourism Organisation East Tyrol, National Park Hohe Tauern, Federal Austrian Railways (ÖBB)

**Timeframe:** 01/2019 – 09/2020

**Costs:** Staff costs for gathering and dissemination of information of new FTS in the region (if not initiated by VVT)

Action 2.1	Development of a harmonized and integral information system for sustainable transport modes
Responsible player	Transport Organisation East Tyrol
Players to be involved	Regional management East Tyrol, Transport Association of Tyrol (VVT), Public Transport organisation of the district of Lienz, Tourism Organisation East Tyrol, National Park Hohe Tauern, Federal Austrian Railways (ÖBB)
Realization timeframe	01/2019 – 09/2020
Estimated costs	Staff costs for gathering and dissemination of information of new local mobility offers
Estimated impact of action and contribution to overall objective	By regular actualization of mobility information platforms, flexible transport systems can be made more visible and therefore also widely used. The information dissemination will be held actual.
Mutual reaction / interdependencies with action	Action 2.2., 2.3., Action 3.1., 3.2., 3.3., Action 4.1.
Indicator for monitoring	<ul style="list-style-type: none"> <li>– Number of exchange meetings between VVT and Regional Management East Tyrol/Tourism Organisation</li> <li>– Number of new mobility offers integrated into the information system of VVT</li> </ul>
Priority of action	Medium

### 3.5 Action 2.2: Integration of the integral information system for sustainable transport modes in communication tools of the Tourism Organisation East Tyrol

#### **Background:**

Derived from the regional analysis of framework conditions and barriers, that information about flexible transport services in tourist areas should be also closely linked with information about tourist attractions to minimize the need to use individual transport, new mobility offers (initiated by the region) need to be communicated directly to tourists. However, because social awareness regarding sustainable mobility systems still remains low also for touristic purpose, it is necessary to make sustainable mobility offers known and recognizable, so their perception will be usually positive.

The visibility of all existing mobility services within the region of East Tyrol, as well as supra-regional transport offers for tourism mobility should be integrated into regional tourism platforms or homepages (such as [www.osttirol.com](http://www.osttirol.com)). So, guests can quickly get to know all transport offer during their stay, but also in advance during their vacation planning. The aim is to make offers of flexible transport systems available and visible for end-users. The integration information dissemination of rail transport in the Puster Valley as well as existing e-carsharing offers is also important.

#### **Action:**

The communication tools (online and print) of the Tourism Organisation East Tyrol need to be keep updated with information about the mobility offer in East Tyrol. Information should be displayed clear and visible on the main tourism homepage or on several marketing print material. A link to municipality's homepages also achieves a higher distribution to inhabitants. A series of promotional initiatives and campaigns target potential users and should base on the reference to a regional context. The updates need to be coordinated with the transport association Tyrol, which acts as the main partner of the public transport information system.

#### **Players involved:**

Regional Management East Tyrol, Transport Association of Tyrol (VVT), Public Transport Organisation of the district of Lienz, Tourism Organisation East Tyrol, National Park Hohe Tauern, Federal Austrian Railways (ÖBB)

**Timeframe:** 01/2019 – 09/2020

**Costs:** Staff costs for actualisation of the communication tools of Tourism Organisation East Tyrol

Action 2.2	Integration of the integral information system for sustainable transport modes in communication tools of Tourism Organisation East Tyrol
Responsible player	Tourism Organisation East Tyrol
Players to be involved	Regional Management East Tyrol, Transport Association of Tyrol (VVT), Public Transport Organisation of the district of Lienz, Tourism Organisation East Tyrol, National Park Hohe Tauern, Federal Austrian Railways (ÖBB)
Realization timeframe	01/2019 – 09/2020
Estimated costs	Staff costs for actualisation of the communication tools of the Tourism Organisation of East Tyrol (10 hours per month).
Estimated impact of action and contribution to overall objective	Above all, sustainable tourism mobility is strengthened by this measure due to higher occupancy rates and more information dissemination to target groups.
Mutual reaction / interdependencies with action	Action 2.2., 2.3., Action 3.1., 3.2., 3.3., Action 4.1.
Indicator for monitoring	– Number of visits to the main tourism homepage of the region, category sustainable mobility offer (count of clicks)
Priority of action	Medium

### 3.6 Action 2.3: Mobility management for tourism enterprises both for employees and tourists

#### **Background:**

Resulting from the analysis part, promotion and education is one of the important tasks to strengthen the awareness for public transport. It increases the popularity and strengthens the long-term operation of FTS, especially in the case of regional recognition. Also, awareness raising may take a different scale and form. It is crucial to address it to the appropriate target group which means the guests in the region of East Tyrol.

The knowledge about alternatives for using the own car is quite different in tourism enterprises. Depending on the business model, focus on the target group, but also own preferences, both the guests and the employees get different information about sustainable mobility offers in the region (active through response and passively through the placement / provision of information material). The aim is to raise the level of information to a homogeneous standard. A change of mobility behaviour will be occurred because of better informed guests and employees.

#### **Action:**

In the following ways, mobility training for tourism enterprises of regional sustainable mobility offers (as an alternative to private car use) should be especially addressed to the employees in the tourism branches to support the flexible transport promotion process but also trainings and meetings for decision makers and stakeholders at the local level should be organized. For example, further information of flexible transport systems, alternatives to one's own car use for employees (job ticket, carpooling) and guests (guest mobility cards, bicycle rental systems, micro-public transport systems, hut taxis, hiking busses, luggage transport), possibilities for visualization during operation (homepages, rooms, receptions) need to be ensured. The establishment of a permanent contact point (e.g. tourism mobility manager) brings more binding character to this measure.

#### **Players involved:**

Regional Management East Tyrol, tourism enterprises, chamber of commerce, municipalities

**Timeframe:** 01/2019 – ongoing

**Costs:** tourism mobility training for enterprises, approx. € 7.000,- per year

Action 2.3	Mobility management for tourism enterprises both for employees and tourists
Responsible player	Tourism Organisation East Tyrol
Players to be involved	Regional Management East Tyrol, tourism enterprises, chamber of commerce, municipalities
Realization timeframe	01/2019 – 09/2020
Estimated costs	tourism mobility training for enterprises € 7.000,- per year
Financing options	province of Tyrol, national funds programmes supporting public transport or sustainable tourism, chamber of commerce, Interreg programmes
Estimated impact of action and contribution to overall objective	Strengthening of flexible and conventional public transport and raising awareness of the existing supply for sustainable transport by tourism enterprises. A change of mobility behaviour will be occurred because of better informed guests and employees.
Mutual reaction / interdependencies with action	Action 2.1., 2.2., Action 3.1., 3.2., 3.3. Action 4.1.
Indicator for monitoring	– Number of persons, who participate in mobility trainings (counting)
Priority of action	High

### 3.7 Action 3.1: Flexible small-scale public transport systems

#### **Background:**

Due to the rural structure and the partly alpine location of the municipalities in East Tyrol, not all settlements and points of interest are easily accessible with public transport connections. This is a hurdle for people who have no access to a private car or due to illness, age or for guests who come to East Tyrol by public transport.

Another barrier is the lack of taxi services in municipalities (except in the surrounding area of the city of Lienz). This represents a large supply gap for residents and guests, especially on weekends or evenings. A new flexible transport system with a mix of commercial mobility services as well as volunteer drivers should be established. Thus, an integrated mobility offer (all in one hand) should be tested as a pilot in the region of East Tyrol. A central contact point (one-stop-shop) could coordinate all requests and management duties.

The FTS is a good example of a measure that promotes job creation and social inclusion. It is actually a comprehensive solution to the problem of inaccessibility and social exclusion due to restricted mobility. Also, the cooperation between decision makers and stakeholders is crucial for the introduction and operation of the FTS. In this action, the focus is given on a multi-level-cooperation between province of Tyrol, commercial car rental companies, municipalities and the tourism organisation.

#### **Action:**

In regard with the good practice success factor from the region of Upper Sure in Luxembourg (Bummelbus, interregional exchange of experience from the Last Mile project), a hailed-shared taxi with a mixture of employed drivers (possible as long-term unemployed people returning to work) and volunteer drivers should be established. This is intended to cover off-peak times and last mile problems with one flexible transport system (all in one hand).

In order to ensure a professional preparation of the implementation of this measure (testing phase), existing supply gaps, operating area and possible operator constellations, cost-effectiveness calculations for the operation have been explored and co-ordinated with the stakeholders of the project LAST MILE to unburden the implementation of this measure. An overall management for the flexible transport system for i.e. trip matching, call centre, awareness raising activities (one-stop-shop) should provide adequate knowledge and experience for the development and operation of the service. In a testing phase, a local planning association in East Tyrol will be the pilot area of this approach.

To enable the testing phase of a new mobility offer, it encourages the introduction of changes and innovative solutions.

#### **Players involved:**

Municipalities, Transport Association of Tyrol (VVT), Tourism Organisation East Tyrol, province of Tyrol,

**Timeframe:** 06/2019 – 09/2020

**Costs:** Reference costs: total annual expenditures of the hailed-shared taxi Defmobil in Deferegggen Valley from Monday to Sunday, about € 30.000 for the first three years of operation for one municipality.

€ 50.000,- staff costs for the trip matching, call centre and management (one-stop-shop).

<b>Action 3.1</b>	<b>Flexible small-scale public transport systems</b>
Responsible player	local planning association/municipalities
Players to be involved	Municipalities, Transport Association of Tyrol (VVT), Tourism Organisation East Tyrol, province of Tyrol
Realization timeframe	06/2019 – 09/2020
Estimated costs	Reference costs: total annual expenditures of the hailed-shared taxi Defmobil in Deferegggen Valley from Monday to Sunday, about € 30.000 for the first three years of operation for one municipality.  € 50.000,- staff costs for the trip matching, call centre and management (one-stop-shop).
Financing options	Cost coverage through ticket selling, municipalities, province of Tyrol, national funds (klimaaktiv mobil), ERDF OP programme Tyrol for infrastructure (financing a vehicle).
Estimated impact of action and contribution to overall objective	Closing of gaps in the last mile both for residents and guests with additional employment effects and also effects on mode choice towards environment-friendly modes.
Mutual reaction / interdependencies with action	All awareness measures are supporting the willingness to use of the services.  Action 1.2., 1.3.,  Action 2.2., 2.3.,  Action 3.2., 3.3.,  Action 4.1.
Indicator for monitoring	– Number of passengers
<b>Priority of action</b>	<b>High</b>

### 3.8 Action 3.2: Flexible transport supply with community busses and volunteer drivers to close the last mile in municipalities

#### **Background:**

Flexible transport systems provide accessibility in peripheral areas, as they occur due to the topographical conditions (altitude differences, urban sprawl, low population density) in many East Tyrolean municipalities. A connection to the district's capital city of Lienz with public facilities or to existing public transport services (connection to the supra-regional public transport network) can be ensured through the establishment of small-scale flexible transport systems to bridge last mile problems.

Through an additional flexible transport system at the local (small scale) level, all residents of a municipality have the opportunity to get direct access to public transport and to meet resident's mobility needs. In order to limit the costs of on-demand mobility for a municipality, the model of a "community bus with volunteer drivers" is a cost-efficient solution and also gain benefits in terms of social aspects. Basically, local flexible transport systems should act as feeder service to the public transport or satisfy mobility needs especially for residents within municipalities borders.

Long-term financing remains a major challenge. For this reason, municipalities with very limited budgets have the opportunity to link the last mile through cost efficient community busses and equally strengthen the public transport to provide a feeder service. Also, reliable cost analysis and effort to minimize costs, especially during the initial period, allow for a smooth and effective implementation of the system.

Additionally, community busses are a fine example of a measure that promotes (unpaid) job creation and social inclusion. It is actually a comprehensive solution to the problem of inaccessibility and social exclusion due to restricted mobility. Smaller well profiled solutions corresponding to specific needs can be equally effective.

#### **Action:**

Each municipality has to define their individual conditions and objectives for a community bus. A detailed and careful planning ensures quality in operation. The Regional Management East Tyrol supports each municipality during the planning process (moderation of public participation events and meetings, presentations in the local council, support for marketing and dissemination, impulse generator, etc.).

Dialogue with the user is the basis for effective implementation of the system. The system should allow for active social participation at the stage of planning and establishing of the system, as well as during its further operation and evaluation. The evaluation of operational data is central to ensure a long-term functioning of the offer and to raise the quality of the service.

To ensure the implementation of the E-Mobility Strategy East Tyrol 2030 (developed and assigned in frame of the LAST MILE Project), an electric vehicle should be used for this service.

**Players involved:**

Municipalities, volunteer drivers, Regional Management East Tyrol, province of Tyrol

**Timeframe:** 10/2018 – 09/2020

**Costs:** 10.000 € for the first year of operation for one municipality (leasing of the e-car and print products)

<b>Action 3.2</b>	Flexible transport supply with community buses and volunteer drivers in the municipalities
Responsible player	municipalities
Players to be involved	volunteer drivers, Regional Management East Tyrol, province of Tyrol
Realization timeframe	10/2018 – 09/2020
Estimated costs	10.000 € for the first year of operation for one municipality (leasing of the e-car and print products)
Financing options	cost coverage through ticket selling, municipalities, province of Tyrol, national flexible transport fund, national environmental funds programme (klima aktiv mobil)
Estimated impact of action and contribution to overall objective	Closing of gaps in the last mile for residents with effects for social inclusion due to volunteer drivers. Additional effect on mode choice towards environmental-friendly modes.
Mutual reaction / interdependencies with action	All awareness measures are supporting the willingness to use of the services. Action 1.3. Action 2.1. Action 3.1. Action 4.1.
Indicator for monitoring	– Number of passengers
<b>Priority of action X</b>	<b>High</b>

### 3.9 Action 3.3: Extension of e-carsharing in East Tyrol

#### **Background:**

The future of mobility is shifting towards electromobility. The trend of "using instead of owning" is increasing - away from the private car ownership towards a sharing community. E-mobility, in particular e-carsharing, will be therefore a sustainable mobility component.

As the Flugs e-carsharing has been evaluated a best practice of sustainable mobility in the region of East Tyrol, a further expansion of e-carsharing would not only improve the "eco-balance" of mobility, but also becomes an alternative to the 2<sup>nd</sup> or 3<sup>rd</sup> cars for families. Also, the system will provide new flexible offers for guests. Municipalities with an e-carsharing location provide locational advantages for their citizens and thus have a pioneering role. With regard to the tourism, a CO<sub>2</sub>-friendly holiday offer can be expanded. The action integrates public transport systems and local tourist opportunities as well as the creation of new tourist-orientated services and soft mobility solutions.

Derive from the good practice evaluation, the idea of sharing transport instead of private ownership should be the leading principle in the last mile approach.

This measure is strongly linked to the E-Mobility Strategy East Tyrol 2030, which was developed as part of the LAST MILE project and in addition to the action plan with regional stakeholders.

#### **Action:**

To launch new e-carsharing locations in East Tyrol, an awareness raising process is crucial in several councillors of municipalities. They must be able to understand the importance of shared transport systems. So, it is necessary to initiate discussions and strengthen the communication to municipalities. E-carsharing represents a significant locational advantage for the community and enhances individual opportunities for the citizens as well as tourists. Awareness and careful planning built the basis for new e-carsharing locations to extend the e-carsharing network in East Tyrol.

#### **Players involved:**

E-Carsharing provider, municipalities, Regional Management East Tyrol,

**Timeframe:** 10/2018 – 12/2020

**Costs:** Leasing rate of an e-car approx. € 10.000,- per year for one municipality

<b>Action 3.3</b>	<b>Extension of e-carsharing in East Tyrol</b>
Responsible player	Regional energy agency East Tyrol (e-carsharing provider)
Players to be involved	municipalities, Regional Management East Tyrol
Realization timeframe	10/2018 – 09/2020
Estimated costs	Leasing rate of an e-car approx. € 10.000,- per year for one municipality
Financing options	municipalities, national funds for sustainable mobility (klimaaktiv mobil)
Estimated impact of action and contribution to overall objective	Closing the last mile both for residents and guests and effect on mode choice towards environment friendly modes
Mutual reaction / interdependencies with action	All awareness measures are supporting the willingness to use the services. Action 1.3., Action 2.1., 2.2., 2.3., Action 3.2. Action 4.1.
Indicator for monitoring	– Number of locations – Number of bookings of users per year (development over time)
<b>Priority of action</b>	<b>High</b>

### 3.10 Action 4.1: Awareness campaigning for sustainable mobility through individual mobility consulting

#### **Background:**

Especially when new FTS are implemented in a region (such as hailed-shared taxis, carsharing or timetable changes), it is necessary to activate the target groups, so they draw attention of new offers. The analysis of the framework conditions and barriers pointed out, that there is usually not enough awareness available for new and innovative mobility offers and there are still many inhibitions for using public transport offers instead of the own car.

All contact points of the target group must be integrated in an awareness raising process, in tourism (hotels, accommodation establishments and other touristic facilities) as well as in municipalities. Therefore, a strong involvement of all relevant stakeholders is crucial, who acting as multipliers.

#### **Action:**

Individualized marketing and offensive promotion improve alternative mobility offers and bring people using public transport.

It is also necessary to create a tailor-made offer for special target groups. For example, schools or elderly people or commuters are specific target groups. It is important to implement interactive measures, such as: district talks in order to bring the regional bus "to the customer", temporal free tickets for certain target groups, e-mobility test days, info evenings for locals, guests, entrepreneurs or complaint management.

The implementation of a (external) "mobility trainer" involving the main stakeholders (e.g. bus operators, car rental / taxi companies, bike rental companies, carsharing organizations, tourism association, regional management) will be a measure of the awareness raising campaign. Regular events should raise awareness and visualize alternative mobility opportunities in the region.

It is also important to pool and coordinate all activities in an awareness raising campaign, so the effects can be maximized. Potential users should be able to test and personally obtain mobility offers, so they can overcome existing barriers and inhibitions to use public transport offers.

#### **Players involved:**

local planning associations, city of Lienz, Transport Association of Tyrol, Tourism Organisation East Tyrol, network Klimabündnis Austria, federal Austrian Railways (ÖBB), organisations providing mobility services in the region, Public Transport Organisation of the district of Lienz

**Timeframe:** 10/2018 – 09/2020

**Costs:** Depends on scale of activity; cost can be estimated by comparable reference projects with around 15-45 € per person actively contacted.

Action 4.1	Awareness campaigning for sustainable mobility through individual mobility consulting
Responsible player	Regional Management East Tyrol
Players to be involved	local planning associations, city of Lienz, Transport Association of Tyrol, Tourism Organisation East Tyrol, network Klimabündnis Austria, federal Austrian Railways (ÖBB), organisations providing mobility services in the region, Public Transport Organisation of the district of Lienz
Realization timeframe	10/2018 – 09/2020
Estimated costs	depends on scale of activity; cost can be estimated by comparable reference projects with around 15-45 € per person actively contacted
Financing options	Municipalities, Transport Association of Tyrol (VVT), province of Tyrol, INTERREG, national funds programme (klimaaktiv mobil)
Estimated impact of action and contribution to overall objective	Supporting all measures on flexible transport and conventional public transport and raising awareness of the existing supply for sustainable transport. A change of mobility behaviour can be reached because of better informed guests and residents and thus the public transport can be strengthened.
Mutual reaction / interdependencies with action	This measure reaches an interdependency to all implemented flexible transport systems. Action 3.1., 3.2. 3.3.
Indicator for monitoring	<ul style="list-style-type: none"> <li>– Number of persons actively contacted</li> <li>– Number of awareness raising activities</li> </ul>
Priority of action	Medium

## 4 Monitoring Implementation Plan

Within phase 2, the implementation of the action plan, ideally in the frame of the selected policy instrument, will be monitored by the partner region. The monitoring of the implementation primarily takes place in strong exchange with the local stakeholder group.

Year	2018		2019						2020					
		2	4	6	8	10	12	14	16	18	20	22	24	26
Month	10/18	12/18	02/19	04/19	06/19	08/19	10/19	12/19	02/20	04/20	06/20	08/20	10/20	12/20
M4.1.: Awareness campaigning for sustainable mobility through individual mobility consulting						MS4.1A MS4.1B						MS4.1A MS4.1B		
M3.3.: Extension of e-carsharing supply in East Tyrol				MS3.3A MS3.3B								MS3.3C		
M3.2.: Flexible transport supply with community buses and volunteering drivers		MS3.2A MS3.2B									MS3.2C			
M3.1.: Flexible small scale public transport systems in the sub region						MS3.1A MS3.1B						MS3.1C		
M2.3.: Mobility management for tourism enterprises both for employees and tourists							MS2.3A							
M2.2.: Integration of the integral information system for FTS in communication tools of tourism Organisation East Tyrol							MS2.2A				MS2.2B			
M2.1.: Development of a harmonized and integral information system for sustainable transport modes							MS2.1A							
M1.3.: Improvement of legal framework as basis for implementation of FTS								MS1.3A		MS1.3B				
M1.2.: Adaptation of regional development strategy - CLLD approach						MS1.2A				MS1.2B				
M1.1.: Raising awareness for the policy instrument ERDF-OP at the relevant committees	MS1.1A												MS1.1B	

## Explanation of the milestones

MS1.1A, MS1.1B	Agenda of the meetings, (intermediate) report on agreements achieved (minutes)
MS1.2A, MS1.2B	Agenda of the meetings, (intermediate) report on agreements achieved (minutes)
MS1.3A, MS1.3B	Agenda of the meetings, (intermediate) report on agreements achieved (minutes)
MS2.1A	Monitoring document available with intermediate results
MS2.2A	Document, reporting the clicks available with intermediate results
MS2.2B	Monitoring document available with intermediate results
MS2.3A	User counting forms available for staff, responsibilities and collection process defined
MS3.1A	User counting forms available for staff, responsibilities and collection process defined
MS3.1B	User counting forms available for staff, responsibilities and collection process defined
MS3.1C	Monitoring document available with intermediate results
MS3.2A	User counting forms available for staff, responsibilities and collection process defined
MS3.2B	User counting forms available for staff, responsibilities and collection process defined
MS3.2C	Monitoring document available with intermediate results
MS3.3A	User counting forms available for staff, responsibilities and collection process defined
MS3.3B	User counting forms available for staff, responsibilities and collection process defined
MS3.3C	Monitoring document available with intermediate results
MS4.1A	User counting forms available for staff, responsibilities and collection process defined
MS4.1B	Monitoring document available with intermediate results

## Indicator summary tables

Nr.	Action	Indicator	Target Value	Actual Value
1.1	Raising awareness for the policy instrument ERDF OP at the relevant committees	Presentation of results of the project in the high-professional committee Amount of exchange meetings with the program authority of IWB Tyrol	1 presentation 2 meetings	
1.2	Adaptation of regional development strategy East Tyrol	Regional strategy (LE Strategy) adapted Number of submitted project applications for sustainable and flexible mobility projects	1 updated strategy 2 applications	
1.3	Improvement of legal framework as basis for implementation of FTS	Presentation of the project knowledge in the platform "Sustainable Mobility in Tourism" Number of exchange meetings concerning the legal framework for FTS with province of Tyrol	1 presentation 2 meetings	
2.1	Development of a harmonized and integral information system for sustainable transport modes	Number of exchange meetings between regional transport association and Regional Management East Tyrol/Tourism Organisation	updated platform online	
2.2	Integration of the integral information system for sustainable transport modes in communication tools of Tourism Organisation East Tyrol	Updated homepage with mobility offers Number of visits of the main tourism homepage of the region, category sustainable mobility offer (count of clicks)	Updated homepage online 5.000 clicks per year (average)	
2.3	Mobility management for tourism enterprises both for employees and tourists	Number of persons, who participate in mobility trainings (counting)	40 persons	
3.1	Flexible small-scale public transport systems	Number of passengers	2500 passengers per year	
3.2	Flexible transport supply with community buses and volunteer drivers in the municipalities	Number of passengers	1500 passengers per year	
3.3	Extension of e-carsharing in East Tyrol	Number of e-carsharing locations Number of bookings per year	10 locations 1000 bookings per year	

4.1	Awareness campaigning for sustainable mobility through individual mobility consulting	Number of awareness raising activities Number of persons actively contacted	5 activities 1000 persons	
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In contrast to the previous table, the general result indicators in the following table depict the Austrian part of the project in its overall view.

### Result indicators

Indicator	Target Value	Actual Value
Amount (EUR) of Structural Funds (from Growth & Jobs and/ or ETC) influenced by the project in the field tackled by the project	1	
Amount (EUR) of other funds influenced by the project in the field tackled by the project	€ 50.000	
Number of new flexible mobility offers established in the region	4	

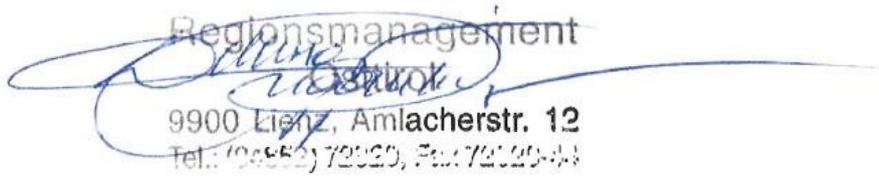
### Contribution to the project objectives

Objective	Target value	Contribution
Change mode choice in tourism and recreational related traffic from car to sustainable transport modes	by 5% by 2020 (based on 2015)	5%
Enlarge catchment area in public transport measured from the capital of the region in travel time (60/120 min) through the implementation of flexible transport systems	by 10% by 2020	10%
Create new green jobs	100 (in total for LAST MILE) by 2020	70 <sup>1</sup>
Higher costs recovery quota of public transport services	on average by 10%	3%
Increase of the number of multimodal/flexible public transport users (no. of passengers)	+ 25.000 p.a. / region	500

<sup>1</sup> Including also volunteer drivers of the community busses

The Action Plan East Tyrol is signed by the Chairman of Regional Management East Tyrol and the Managing Authority Tyrol of ERDF OP "Investment for Growth and Jobs Austria 2014-2020".

Date: 14<sup>th</sup> February 2019

  
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