



# LAST MILE

Interreg Europe



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## Regional Action Plan East Tyrol

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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 good 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), 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 “**Integrated Regional Development Strategy of East Tyrol 2014 – 2020**” (LE-strategy) 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.

The action plan is also linked to the “**E-Mobility Strategy of East Tyrol 2030**”, which was developed in frame of the LAST MILE project and however, it has a strong link to the regional LE-strategy.

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

#### Investment for Growth and Jobs Austria 2014 – 2020

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 of Tyrol 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 of the project LAST MILE 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.

## **Integrated Regional Development Strategy of East Tyrol 2014 – 2020**

In regard to the action plan development, the Regional Management of East Tyrol decided to switch the focus to the "**Integrated Regional Development Strategy of East Tyrol**" (**LE-strategy**). This strategy is within the CLLD-approach directly linked to the ERDF OP and addresses several thematic objectives defined there. The decision was taken since the direct influence on the ERDF OP will only roll out in the next programming period but not in the ongoing phase. The subordinated regional policy instrument, the "Integrated Regional Development Strategy of East Tyrol" (LE-strategy), however, can be influenced more strongly within the ongoing period.

The project partner was inspired by the experiences of the study visits: it has turned out that several decrees or edicts of other partner regions partially have a strong and binding influence of local last mile solutions (i.e. inspiration of the presentation of the Luxembourgish policy instrument "MODU" at the study visit in Luxembourg and the Polish policy instrument "Spatial Management Plan" at the study visit in Poland). In Austria, no decrees are bindingly addressing flexible mobility solutions. The adaptation of approaches and indicators in the local LE-strategy complies with LAST MILE project results (see policy recommendations "*creating of conditions for implementation and financing of FTS by using national and regional funding instruments*" and "*implementation and financing of FTS should be integrated in regional operational programmes*").

## **E-Mobility Strategy East Tyrol 2030**

Additionally, another policy instrument addressed is the "**E-Mobility Strategy East Tyrol 2030**". The regional strategy ensures a fast and coordinated shift to e-mobility within East Tyrol and pushes the low-carbon economy in the region. The strategy was developed thanks to the thriven dynamic of the LAST MILE project within an intense participatory process, together with stakeholders of the LAST MILE project and was designated for implementation in September 2017 by the board of the Regional Management East Tyrol.

This strategy is also strongly linked to the CLLD-approach of the regional LE-strategy and addresses several objectives defined there.

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

### 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 learned 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 to 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 has 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),
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 has been 7 actions defined, which are crucial to reach the project objectives.

All selected actions in the regional action plan are strongly based on the exchange of experience from the LAST MILE project and refers to the potential impact on the addressed policy instruments. The project allowed to diagnose a number of key barriers often located at the start of many processes related to the implementation of sustainable mobility policies, particularly those supported by FTS solutions.

However, the RMO ensures the possible widest and multifaceted approaches to the attempts of changing the current framework conditions regarding the implementation of FTS and enhancement of the sustainable mobility situation in the region. Some actions of the action plan face the holistic approach in this respect. Even if there is no obviously direct contribution to an improvement of a policy instrument, all actions strongly affect the regional framework condition or faces the policy instruments indirect, which would not be found out and developed without the projects political exchange, experiences and main conclusions. In order to respect the holistic approach for improving the current mobility situation, it is necessary to designate a wide range of activities, addressed to various entities and scope.

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

#### **Background:**

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) – agreed between the federal state and the state of Tyrol. The aim of this action is to positively influence this policy instrument.

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 in the addressed ERDF OP "Investment in Growth and Employment". 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 during an interactive workshop session at the study visit in Bulgaria with all project partners revealed, 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. This action was also inspired due to the presentation of the Luxembourgish policy instrument "MODU" and the polish policy instrument "Spatial Management Plan", where mobility issues have a direct influence in regional strategies and programmes.

Thanks to the dynamic project development progress of LAST MILE activities within East Tyrol and the direct communication to the regional level, the intermediary Tyrolean programme managing authority of the ERDF OP has become more aware of the priority of sustainable mobility projects in rural areas and sees potentials of an implementation linked to funding opportunities of flexible transport services. 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 (LE-strategy), which is directly linked with the addressed ERDF OP programme.

To initiate a positive awareness raising process, a close and continuous coordination and reporting of results and experiences of the LAST MILE project activities in phase 2 at

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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.

Furthermore, 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/good 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 (give more voice to this thematic focus in future programmes).

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	-
Estimated impact of action and contribution to overall objective	<p>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.</p> <p>Existing policy instruments can be optimized in regard to sustainable and flexible mobility solutions (increasing the quality of eligibility criteria, granting funds).</p>
Mutual reaction / interdependencies with action	<p>Action 1.2.</p> <p>Action 2.1.</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>– Presentation of project results in the high-professional committee</li> <li>– Amount of exchange meetings with the programme managing authority of ERDF OP Tyrol</li> </ul>
Priority of action	High

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

### **Background:**

The presentations at the study visit in Luxembourg revealed, that the policy instrument of Luxembourg (MODU) is frequently linked to financial instruments, including Regional Operational Programmes. The implementation of this strategy is closely related to financing provided from the national level. Moreover, the change of the local policy instrument was also inspired by the example of the Spanish partners. The province of Catalonia has a Passenger Transport Plan, which defines measures concerning the minimum standards of public transport in municipalities with a population less than 5,000. The scope is set up on a network of public passenger transport based on an intermodal transport system.

Furthermore, 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.

As a conclusion, 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. 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, 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.

Experiences made through pilot actions in the implementation phase of the project may also have a strong influence on contents of the regional LE-strategy (2020+).

**Action:**

In the following way, political recommendations 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" should be expanded and deepened. Appropriate funding schemes (such as LEADER, INTERREG, CLLD) 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 learned, that issues related to sustainable mobility should be reflected in policy instruments, specific funding criteria can enable financing opportunities for sustainable mobility projects.

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	-
Estimated impact of action and contribution to overall objective	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.  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.
Mutual reaction / interdependencies with action	Action 2.1. Action 3.1., 3.2., 3.3. Action 4.1.
Indicator for monitoring	– local development strategy updated – Number of submitted project applications for sustainable and flexible mobility projects
Priority of action	High

### 3.3 Action 2.1: 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, 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. All mobility offers need to be communicated directly to tourists.

However, 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 study visits in Luxembourg and Catalonia and their integrative information policy for the touristic purpose (homepages and leaflets for mobility linked with touristic hot spots) is seen as good practice for this action.

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, homepages and information brochures (such as [www.osttirol.com](http://www.osttirol.com)). So, guests can quickly get to know all transport offers 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.

As good practice example could be taken the homepages including hiking leaflets of "Verbund Linie Steiermark"<sup>1</sup> or "Tälerbus"<sup>2</sup> of regions in Salzburg.

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<sup>1</sup> <https://www.verbundlinie.at/freizeit1/freizeit/wanderfolder>

<sup>2</sup> <http://www.taelerbus.at/1/Start>

Action 2.1	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, 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 1.2. 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

### 3.4 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.

Inspired from the good practice example “Bummelbus”, introduced in the study visit in Luxembourg in the region of Upper Sure, a hailed-shared taxi with long-term unemployed people as drivers is a solution to bridge the last mile in rural areas. This system was expanded in mutual areas in Luxembourg and found much acceptance among the users. This inspired stakeholders from East Tyrol to push such initiative also in the own region.

The situation in East Tyrol is another, however, a new flexible transport system with a mix of commercial mobility services as well as 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). Thus, an integrated mobility offer should be tested as a pilot in the region of East Tyrol to transfer the experiences from the Luxembourgish partners in the region.

The FTS is a good example of a measure that promotes job creation and social inclusion. It is 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. The action thus has a strong link to the regional LE-strategy and covers funding criteria in the field of action "Mobility situation in the peripheral communities" and the field of action "ERDF OP".

To promote CO<sub>2</sub> savings, an e-car will be used to operate the mobility service. This action is aligned with the additional addressed policy instrument E-Mobility Strategy of East Tyrol (pushes the rate of e-cars in the region).

#### **Action:**

In order to ensure a professional preparation of the implementation of this measure (test period), 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. A central contact point (one-stop-shop) could coordinate all requests and management duties. 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.

The FTS shall be operated as a hailed-shared-taxi system with fixed stops within a predefined corridor. The ride requests can be made by phone one hour in advance. This

action shall strengthen the quality and efficiency of public transport lines and ensures accessibility especially during off-peak times of the day. Target groups are inhabitants as well as tourists. In the medium term, passengers of public transport shall increase. In a test phase, a local planning association in East Tyrol will be the pilot area of this approach (test area in five municipalities).

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

Action 3.1	Flexible small-scale public transport systems
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.
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 the services.  Action 1.2.  Action 2.1.  Action 3.2., 3.3.,  Action 4.1.
Indicator for monitoring	– Number of passengers
Priority of action	High

### 3.5 Action 3.2: Flexible transport supply with community buses 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.

Inspired from the good practice "Bummelbus", an additional flexible transport system on local (small scale) level gives the opportunity for direct access to public transport offers. 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 gains 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 buses 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. To raise funding for the implementation of this FTS, it is also necessary to link this action with the regional policy instrument (LE-strategy). However, it is crucial, to adapt its contents with the thematic focus (see action 1.2.).

Additionally, community buses are a good example of a measure that promotes (unpaid) job creation and social inclusion. It is 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.

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

#### **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 participatory events and meetings, presentations in the local council, support for marketing and dissemination, impulse generator, etc.).

A dialogue with users is the basis for effective implementation of such systems. The projects should allow active social participation at the stage of planning and establishing. The evaluation of operational data is central to ensure a long-term functioning of the offer and to raise the quality of the service. In the medium term, passengers of public transport shall increase.

Action 3.2	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 per municipality (leasing of the e-car, promotion, administrative costs)
Financing options	cost coverage through ticket selling, municipalities, province of Tyrol, national environmental funds programme (klimaaktiv mobil), regional policy instrument
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 the services. Action 1.2. Action 2.1. Action 3.1. Action 4.1.
Indicator for monitoring	– Number of passengers
Priority of action	High

### 3.6 Action 3.3: Enlargement of e-carsharing in East Tyrol

#### **Background:**

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.

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. Living without a car is hardly possible in rural areas. E-mobility, in particular e-carsharing, will be therefore a sustainable mobility component.

Identified as a good practice for FTS in the first study visit in East Tyrol, an enlargement of e-carsharing "Flugs" will be pursued. A further expansion of e-carsharing would not only improve the "eco-balance" of mobility, but also becomes an alternative to the second or third cars for families. As the 1<sup>st</sup> phase of LAST MILE advanced, the system was expanded in six other rural municipalities and found much more acceptance among the inhabitants. This is a motivation for other local authorities to enlarge the system.

This measure supports the E-Mobility Strategy East Tyrol 2030, which is strongly linked to the addressed regional policy instrument LE-strategy.

#### **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. A contact person is recommendable, who manages the enlargement of new locations in East Tyrol and undertakes the communication processes with municipalities or assisting clients in technical or financial questions. In East Tyrol, only station-based e-carsharing is considered feasible. As the system "Flugs" already successfully proves, local authorities cooperate with the regional carsharing-operator who offers its carsharing-business in the region.

It is general reasonable to analyse the tolerance and acceptance among the (potential) users. It should be clear that there is indeed a local potential for carsharing and an ongoing enhancement process of the system for users' demands.

E-carsharing represents a significant locational advantage for the community and enhances individual opportunities for the citizens. The additional inclusion of tourists will be also focused in the implementation phase of this action plan. Awareness and careful planning built the basis for new e-carsharing locations to extend the e-carsharing network in East Tyrol.

As good practice examples of e-carsharing with inhabitants and tourists as target groups, the "flo-mobil"<sup>3</sup> (AT) shall be mentioned.

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<sup>3</sup> <https://flo-mobil.com/>

Action 3.3	Enlargement of e-carsharing in East Tyrol
Responsible player	Regional energy agency East Tyrol (e-carsharing operator)
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), Interreg programmes
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 1.2. Action 2.1. Action 3.2. Action 4.1.
Indicator for monitoring	– Number of locations – Number of bookings of users per year (development over time)
Priority of action	High

### 3.7 Action 4.1: Mobility management for tourism enterprises both for employees and tourists

#### **Background:**

Resulting from the interactive sessions of the analysis parts at the study visit in Spain and Bulgaria, 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. The regular exchanges among partners during all study visits revealed, that awareness raising may take a different scale and form in the regions. It is crucial to address it to the appropriate target group which means in this action the guests and employees of the tourism sector.

The project partner from Bulgaria, the “Club Sustainable Development of Civil Society”, proposed trainings about sustainable mobility offers in the region for the staff in the tourism sector as pilot action for phase 2. The importance of communication and awareness raising for sustainable mobility was also highlighted at the corresponding workshop during the study visit in Luxembourg. Good practice activities were also presented from the National transport community of Luxembourg.

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. Especially the staff in the tourism sector are the people, who are in contact with tourists, they should know the best about the existing possibilities to avoid car use. This idea was discussed with the regional tourist office, who is interested to develop such a program also in the region of East Tyrol.

This action corresponds to the internal policy instrument of East Tyrol (LE-strategy), due to the contribution of the improvement of the qualification of staff and it also will create clear framework conditions for sustainable, flexible transport forms.

One of the projects' experiences is that the awareness for this thematic field has raised by stakeholders to improve the chosen ERDF OP and additional addressed regional policy instruments. All over that, awareness raising is the most effective and important action to overcome barriers in people's minds and go steps forward in this thematic field.

#### **Action:**

In the following ways, mobility training with professional mobility coaches should especially train the employees in tourism business to support the public and flexible transport promotion process but also trainings and meetings for decision makers and stakeholders at the local level. They raise their awareness for sustainable mobility and provide them concrete information about 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 buses, luggage transport) and communication tools

(homepages, rooms, receptions) that help them to communicate sustainable transport in a convincing way to their clients.

The action includes 3-4 small scale regional trainings. The workshop will encompass 15-20 persons each. The goal is to increase the ability of the tourism staff to aware of information and promotion of public transport and FTS within the region.

As a good practice example, the tourism mobility coaching of “Tirol Werbung”<sup>4</sup> or the “Umwelt Service Salzburg”<sup>5</sup> will help to implement this action.

Action 4.1	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 1.2. Action 2.1. Action 3.1., 3.2., 3.3.
Indicator for monitoring	– Number of persons, who participate in mobility trainings (counting)
Priority of action	High

<sup>4</sup> <https://www.tirol2050.at/de/geschichten-des-gelingens/mobilitaetscoach/>

<sup>5</sup> <https://www.umweltservicesalzburg.at/de/angebote/detail.asp?id=16&tit=Mobilitaetsmanagement%20fuer%20Freizeit%20und%20Tourismus%20-%20Regionen>

## 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					
Number		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.: Mobility management for tourism enterprises both for employees and tourists							MS4.1A							
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		
M2.1.: Integration of the integral information system for FTS in communication tools of Tourism Organisation East Tyrol							MS2.1A				MS2.1B			
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)
MS2.1A	Document, reporting the clicks available with intermediate results
MS2.1B	Monitoring document available with intermediate results
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	Counting of meetings, (intermediate) report on agreements achieved so far

## 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	
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)	
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	Mobility management for tourism enterprises both for employees and tourists	Number of persons, who participate in mobility trainings (counting)	40 persons	

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>6</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>6</sup> Including also volunteer drivers of the community buses

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".

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