



LAST MILE

Interreg Europe



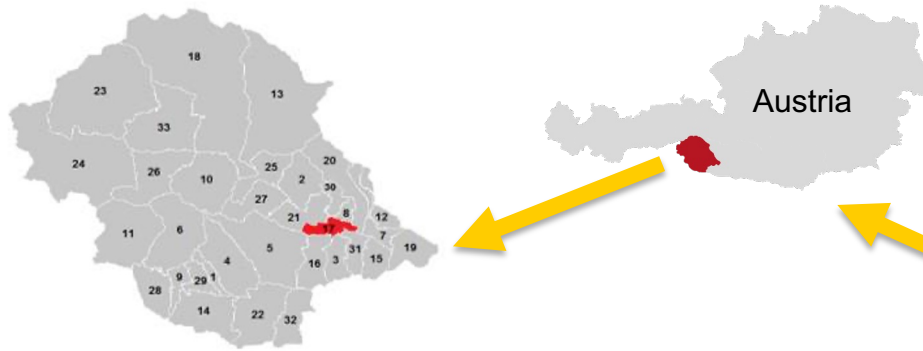
European Union
European Regional
Development Fund

East Tyrol Rural and Small-Town Mobility

Presentation by Manfred Mair from Regions Management Osttirol
(LAST MILE project)

online, 12-09-2022

Region East Tyrol



SIZE: 2.020 km²
POPULATION: 48.738 (2021)
MUNICIPALITIES: 33
DESCRIPTION:

- 175,71 km² (2021) of the district's total area is permanently settled
- Very high alpine topology
- Climate in winter: snow and steep roads
- First and last mile issue
- Huge private motorized transport due to high urban sprawl
- Little integrated information of mobility offers
- Many different influences on the municipalities (tourism, economy, industry) results many different expectations and needs for mobility offers

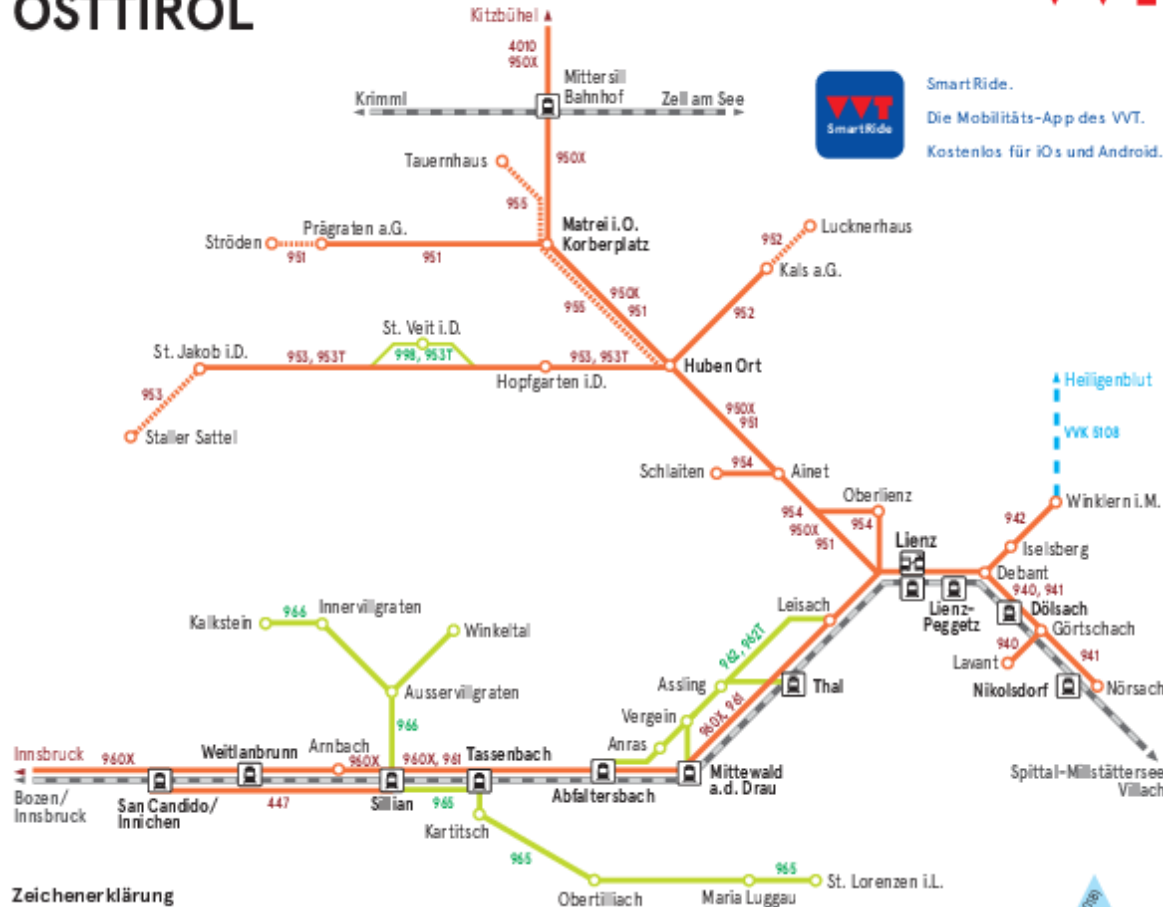


PT system East Tyrol

LINIENNETZPLAN OSTTIROL



SmartRide.
Die Mobilitäts-App des VVT.
Kostenlos für iOS und Android.



Zeichenerklärung

- Bahnhof**
- nur im Sommer
- Verkehrsverbund Kärnten (gesonderter Tarif)
- Stadtverkehr Lienz und Umgebung**
alle Linien in derselben Tarifzone
 - 1 - Gaimberg - Lienz Bahnhof - Tristacher See
 - 2 - Gaimberg - Lienz Bahnhof - Amlach
 - 3 - Thurn - Lienz Bahnhof - Lienz Falkensteinerweg



Last Mile solutions

DRT



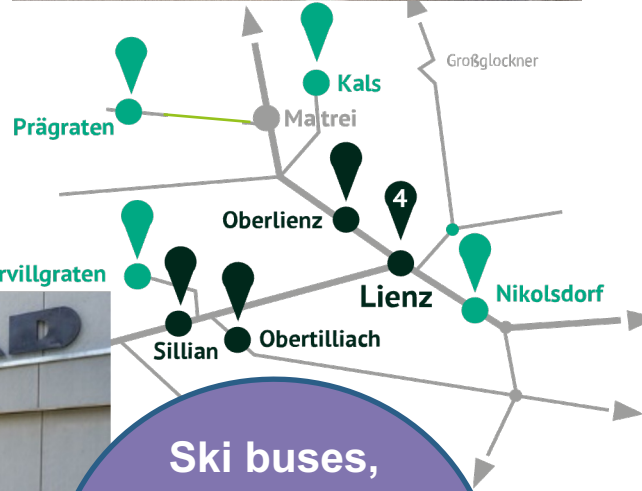
2 routes based on demand services



E-CARSHARING



14 stations available



8 municipalities



Ski buses, hut taxis, bath buses (outdoor swimming-pool / lake)

Municipality taxi
like a Bus on demand,
with volunteers as driver

Last Mile solutions

1 cable
car



(E-)Bike Rent /
Sharing



2
Hitch hiking
benches

Constant questions



The latest project

A mobility platform / one mobility information website with information of ALL mobility offers and possibilities, as first step towards MaaS (mobility as a service)

Communication, marketing and nudging campaign to make people aware about the new platform and change their behavior by showing them what is possible

Mobility platform East Tyrol

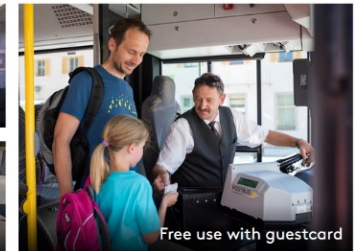
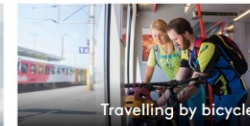


<https://mobilitaet.osttirol.com/>
for desktop and mobile

First 5 months:
9.900 page views

desktop 47,93 %
mobile 47,79 %
tablet 4,88 %

via Google 30 %
forwarding 18 %
DIRECT 52 %



Facts ...

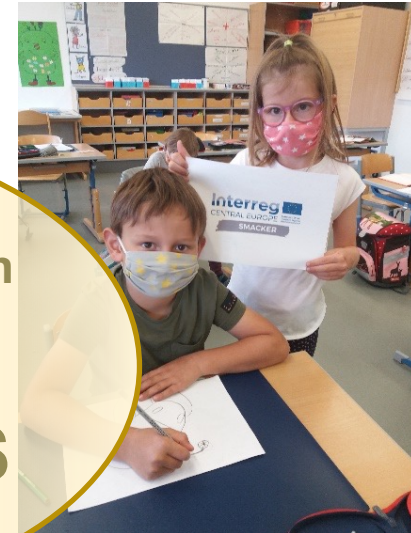
Mobility Platform works on 3 aspects:

- (1) How to get **around in** East Tyrol – Including: buses & trains, hikers' buses and mountain hut taxis, ski bus, travelling by car in East Tyrol, motorcycling in East Tyrol, FLUGS e-car sharing, travelling by bicycle in East Tyrol, free use of public transport with the guest card and taxis.
- (2) How to **get to** East Tyrol – By train, from the train station to your accommodation, by car, by plane, or routes over alpine passes and important transport routes in and around East Tyrol. A comparison of CO₂ emissions between the different modes of arrival (car, train, plane, etc.) can be made.
- (3) **Activities without an own car.** The guest will find recommendations for activities possible without the own car (e.g. points of interest with suitable bus routes, adventures and experiences that can be reached by e-car sharing, etc.).

Nudging, marketing/communication ...



Painting competition
School of
Obertilliach
POSTCARDS



- School participation in a painting competition on the sustainable mobility and flexible transport.
- Pupils were informed in class about flexible transport systems and why we need to use them;
- The pupils then painted their idea for future on this topic. The painted pictures were printed on postcards and distributed free of charge throughout the region of East Tyrol, in municipal offices, hotels and tourist offices
- These postcards also serve as marketing tool for the new mobility information website, as they bear the address on the back.



ELIAS BACHMANN

Grüß dich, I bin da Elias. Aufgewachsen inmitten der Osttiroler Berge verbrachte ich schon als kleines Kind jede einzelne Minute des Sommers auf der Almflur meines Vaters. Wer mich sucht, findet mich wahrscheinlich mit meiner Kamera in der Hand. Irgendwo in der Dämmerung auf einem Gipfel oder einem erdigen Bergsee, wartend auf die ersten wärmenden Sonnenstrahlen. Stetig bin ich auf der Suche nach neuen Motiven, sei es im Nationalpark Hohe Tauern oder den Villgrater Bergen. Das perfekte Licht und die Fotomotive die man im Internet nicht findet sind es, die mich immer wieder in die Berge treiben. Was ich an Osttirol so mag? Die Ruhe, die Ursprünglichkeit, die Berge und natürlich den Kaiserschmarrn. Den besten Kaiserschmarrn Osttirols habe ich leider noch nicht gefunden. „Am besten ischa wahrscheinlich obm rou dekuat.“
Im Rahmen des Interreg Projekts SMAQ:ER darf ich euch im Sommer 2021 als Mobilitätsbotschafter mit auf meine Abenteuer nehmen. Mit Bus, Bahn, E-Car und Co. Sie erkunde ich einige der schönsten Orte Osttirols. Das eigene Auto bleibt natürlich zuhause.



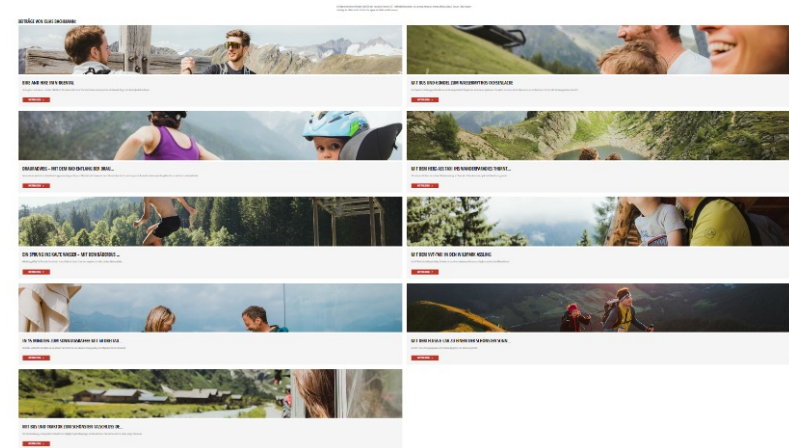
**Mobility-Influencer
on SOCIAL MEDIA**

<https://blog.osttirol.com/author/elias>

BEITRÄGE VON ELIAS BACHMANN:



- To the headline “You don’t need your own car to enjoy the best East Tyrol has to offer”, a mobility influencer created 9 stories on his blog without using his own car.
- He travelled to East Tyrol’s points of interest only with PT and DRT and encouraged people (tourism and residents) to do also
- These 9 stories were posted on the social media channel of the influencer and the regional tourism organization to act as best practice and role model



Nachhaltige Mobilität



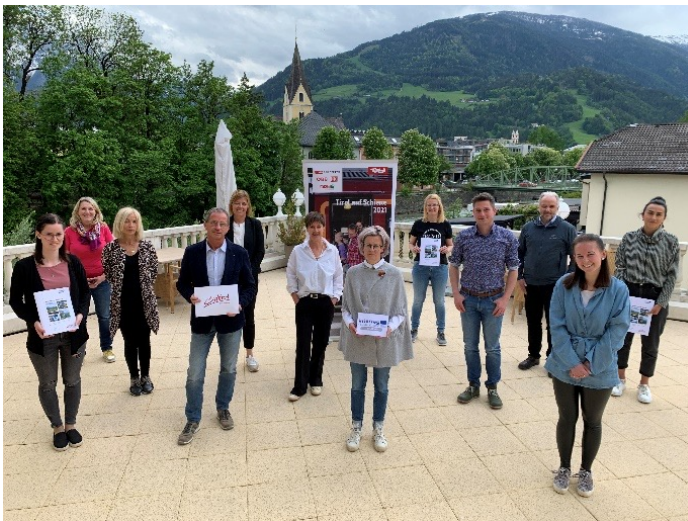
- Informationen zur Mobilität vor Ort und zur An- und Abreise
- Tipps zur Kommunikation

Schulung Mitarbeiterinnen
TVB Osttirol
Lienz, 25. und 26. Mai 2021

Osttirol
Dein Bergsteck

- trainings to tourism staff and municipal staff
- handout, as guide for multipliers

- Tourism-coaches were trained (“trainings to tourism staff and municipal employees”) to show providers of accommodation in the region the new website and how to integrate it on their own website.
- Elaborated material was also distributed to hotel receptions and municipalities to inform staff and serve as a guide for providing mobility information.



Explainer Video

[https://youtu.be/VIPMG_y](https://youtu.be/VIPMG_yPX04)
PX04

Message ...

- The most important thing, however, is that there are people responsible for the topic of mobility in the municipalities, companies and institutions
- We need carers -> people to act as drivers and supporters and do not lose sight of the continuous development of the important topic of mobility
- Show people how they can get around without their own car, by using social media, video, information days, test events, free tickets, etc.
- Provide one information platform for the whole region. People don't want to use different apps or websites. For intermodality it is important to provide all on one platform.
- Use role models, address and engage all target groups, especially the young people.
- Work together (perhaps in Interreg projects), exchange ideas with other regions and learn from each other



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Thank you!



Project smedia